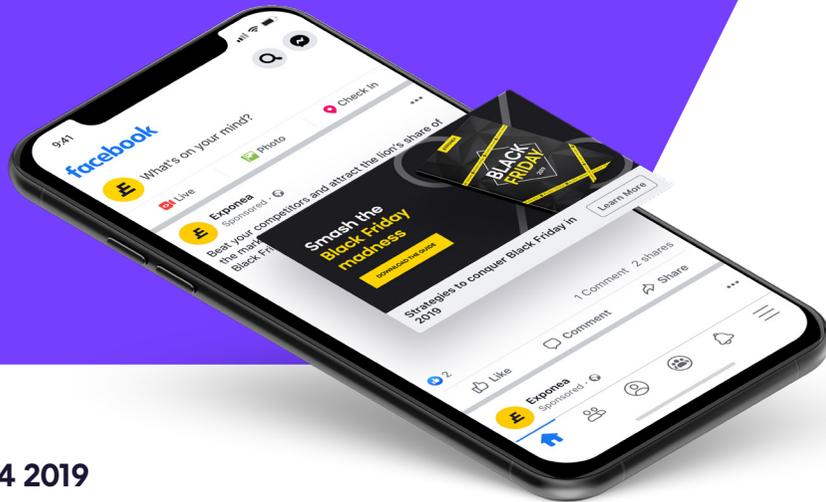


INTEGRABILITY



/ Q4 2019

Facebook Lead Ads Integration

Facebook Lead Ads are a great way to run campaigns on Facebook and Instagram. They let people show their interest in a product or service while also simplifying data collection by pre-populating forms with information from their Facebook profile.

Advantages

- 1 Facebook **reduces drop-offs by prefilling the form** with data from a person's Facebook profile, and making it easy for her/him to submit their information.
- 2 Lead ads are delivered to **people who are likely to complete and submit your lead ad form**
- 3 A business can gather contacts and additional information for campaigns from ads **without prospects needing to visit their website.**

You can run Lead Ads in:

- Facebook News Feed,
- Instagram,
- Instagram stories,
- Instant Articles

Example form questions:

Qualifying questions for retailers

Would you like to receive news about our products and special offers?

Do you want to be notified of upcoming sales events?

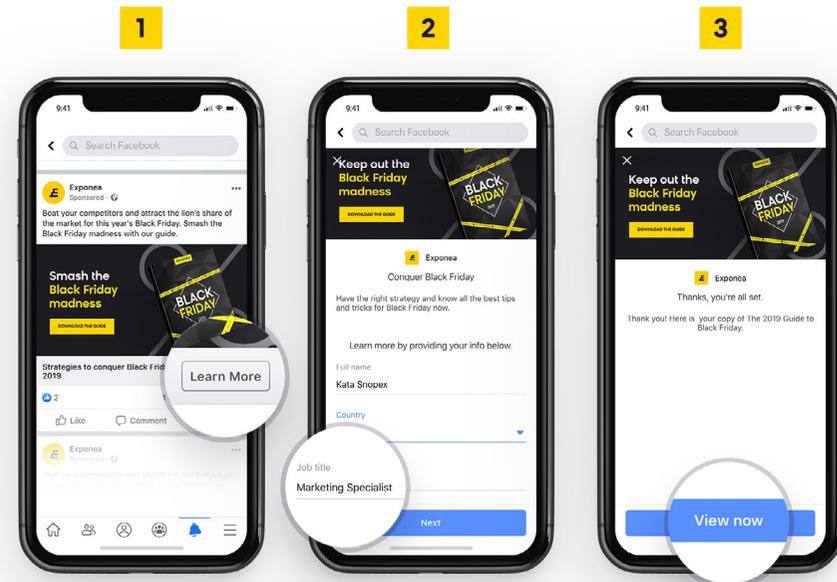
Which products or brands are you most interested in?

Qualifying questions for financial services providers

What is the loan amount you're applying for?

How do you prefer to be contacted by a team member?

More info on [Facebook Lead Ads](#)



What problem does it solve?

Facebook Lead Ads integration allows you to generate new leads and to enrich your SCV with additional customer data collected through Facebook Lead Ads forms. This enables you to increase your customer base or to leverage collected data for omnichannel personalization.

Facebook Lead Ads allow users to subscribe or fill out forms for you directly through Facebook/Instagram with these events tracked in your Exponea project.

What is the solution?

The advantage of using Exponea with Facebook Lead Ads is in utilizing typical Exponea functions which are not possible with Facebook alone.

- Automated follow up on Facebook leads*
- Exponea's advanced segmentation and predictive intelligence can be used to create audiences for Facebook Lead Ads, enabling you to target the right people (and cut down on costs)
- A/B testing for Facebook Leads Ads, enabling smart campaign optimization (See the picture below)

***Results of a study** published in the Harvard

Business Review showed that customers who were contacted within an hour of submitting their query were:

- Nearly 7x more likely to be qualified, compared to a lead that was contacted an hour later.
- More than 60x more likely to be qualified than companies that waited 24 hours or longer to contact the customer.

Use cases

Facebook Lead Ads use cases - without Exponea

- Acquisition of retargeted leads (e.g. people who've been on your website, but you don't have their email address)
- Acquisition of lookalike audiences
- Custom questions for actionable queries (preferred appointment slot, shoe size, etc.)
- Collecting additional information from a specific group of your customers

Exponea use cases with Facebook Lead Ads

Basic

Automated follow-up on acquired Facebook leads: e.g. sending a welcome message with a discount on their first purchase.

Advanced

Use Exponea to identify customers with the highest probability to purchase/CLTV, feed them to Facebook and create look-alike audiences for your Facebook Leads Ads campaign. Target them with a specific welcome campaign to increase the chance of converting them.

Advanced

Use Facebook Lead Ads to ask your customers what type of incentive motivates them to purchase (discounts, free delivery, gifts, a tree planted for every item purchased). Based on the answers collected via Facebook Lead Ads, run predictions in Exponea to find which customers from your customer base would answer similarly. This will enable you to target each of your customers with the incentive with the highest probability of conversion.

Advanced

Use first-party data to create predictions for custom audiences to target with FB Leads Ads. For example, predict which of your customers have the highest probability to subscribe and target them with your Facebook Lead Ads enabling them to do so easily.

Who is the ideal client?

An ideal client wants to provide better personalization by collecting additional data on their customers via Facebook Lead Ads and enhance their SCV. Also businesses that need to improve their customer acquisition, e.g. when expanding to new markets.

