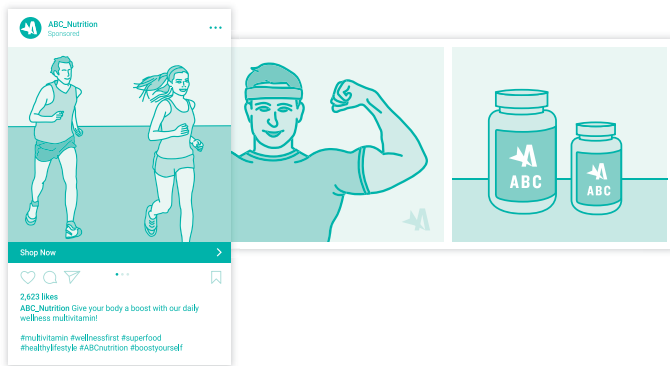


# PERFORMANCE SOCIAL ADVERTISING

Results-driven paid social campaigns at scale

We plan, create and execute conversion-focused campaigns on Facebook, Instagram and Pinterest, leveraging data to drive results.

We successfully manage digital marketing campaigns and scale ad programs for long-term success. We drive social advertising performance by understanding your business and goals, identifying relevant audience opportunities, and accelerating your content and products to your exact target market. Our team of experts takes a scientific approach to your campaign architecture, audience segmentation, product catalog optimization, and pixel matching, eliminating wasted ad spend and maximizing conversions.



## SUCCESS STORIES

### Nutrition Retailer crushes revenue goals with paid social

By enhancing their product catalog, rebuilding their account architecture, and launching new ad types, our ecommerce client saw a

**142% increase in revenue**  
and **30% lift in new customers.**

### Tool & Supply brand grows incremental sales using paid social

To combat stagnant sales and capture new audiences, we leveraged our proprietary audience data and built a full funnel cross-channel campaign on Facebook, Pinterest, YouTube, Amazon and paid search, successfully driving **73% incremental revenue from social channels at target efficiency,**

and resulting in a **25% lift in year over year revenue across all channels**

### Apparel retailer drives new customer acquisition

We leveraged our optimized product catalogs and search data to implement a full funnel Pinterest strategy, with the goal of converting new audiences.

We exceeded the revenue goal by **76%** at a **7 ROAS.**

## WHY WORK WITH US



### Performance-Based Approach

We see an average of 22% revenue increase when we take over a Facebook ad account



### Product Catalog Experts

Our proprietary tech and catalog management results in a 189% return on ad spend improvement on dynamic product ads



### Cross-Channel Optimization

Because we can manage your entire digital advertising program under one roof, we share audiences, data and strategy across channels, resulting in scalability and efficiency



### Audience Data

Exclusive access to our proprietary shopper data sets, helping you acquire new, relevant customers for your business

## OUR PROCESS

- 1 Audit of your current paid social program
- 2 Social strategy development including audience creation and testing, creative consulting and performance forecast
- 3 Pixel review and product catalog implementation
- 4 Setup and launch of paid advertising on Facebook, Instagram, Pinterest and other social channels
- 5 Measurement and performance optimization based on your business goals
- 6 Report results and insights
- 7 Test, iterate and scale

**GET STARTED** Contact us at [solutions@adlucent.com](mailto:solutions@adlucent.com) or 1.800.788.9152