



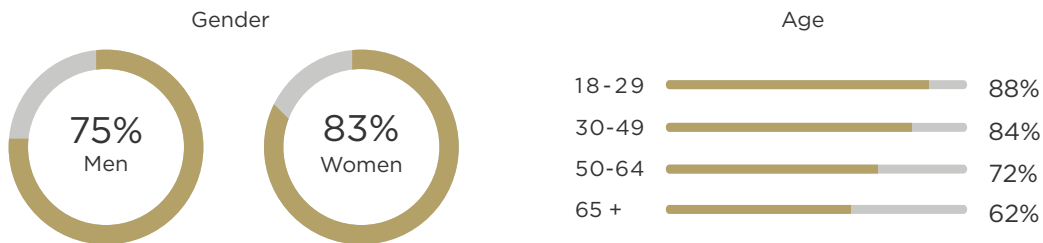
Facebook Advertising for eCommerce

Facebook is no longer limited to college students or millennials. It has evolved to include anyone with a personal computer, especially mobile users. The age demographic that uses Facebook the second most after 18-29 are 30-49-year-old at 84%. No doubt that it includes your potential customers!

Why advertise on Facebook? It's simple:

- 236 million active monthly users in North America. **2 billion users globally**
- The average American uses Facebook **50 minutes a day**
- Facebook ads have **3x higher CTR** vs Standard Display
- **19% of time spent on mobile devices** is on Facebook with 1.15 Billion mobile daily active users
- With Google, Facebook offers the **best cross device targeting in the industry**

Facebook Usage Among Key Demographics:

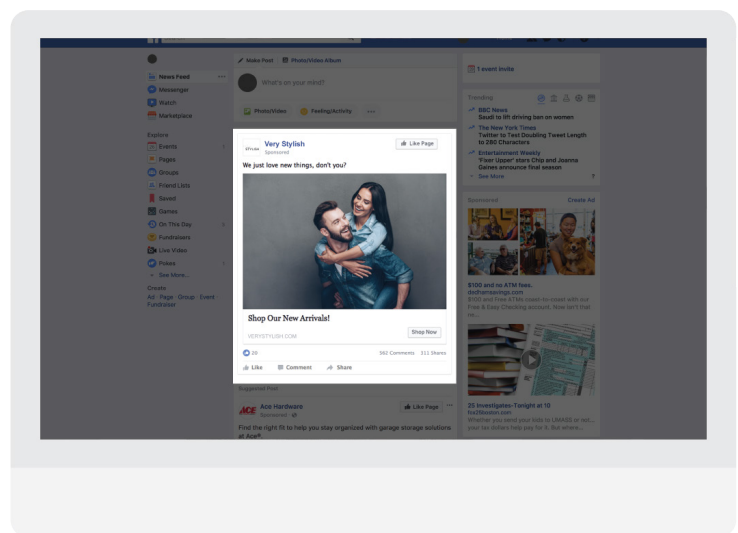


What can Cybba and Facebook do for you?

Facebook advertising requires constant attention and optimization for success. Not all Facebook campaigns are the same. To achieve your pre-determined campaign goals, Cybba will strategize integrated and personalized Facebook advertising campaigns using granular targeting options with traditional static and video ad formats as well as unique, dynamic Facebook advertising formats.

Why Cybba?

Benefit from Cybba's dedicated media trading team and account management expertise. The Cybba team works to develop and apply cross-campaign insights to give you the best performing digital advertising and marketing campaigns.



Facebook Ad Formats

Video/Slideshow Ads

Facebook's Newsfeed algorithm is placing a lot of weight on videos, and for good reasons.

Why choose a Video Ad?

- High organic reach
- To tell a brand story
- Higher engagement & share rate
- One of the most cost-effective forms of social advertising

You can also use slideshow ads, which are video-like ads created using up to seven successive images that play in a continuous video loop.

Why choose a Slideshow Ad?

- Faster to load and watch than a regular video
- Simple to create; no video expertise needed
- Easy to watch, especially catering to scrolling users
- Multiple images can be used to tell a cohesive story

Creative Carousel Ads

Carousel Ads let you display multiple images and links in a single ad, giving your brand more creative ways to highlight products, services or promotions on mobile and desktop. Use 3-5 images (all images can contain different landing page links) to tell a story of your choosing.

Why choose a Creative Carousel Ad?

- Highlight your best products
- Share specific product features & sell the benefits
- Illustrate the big picture - especially effective for travel brands
- Show how to use your product
- Facebook reports that Carousel ads are doing 10 times better in CTR than static advertisements and yield a 30-50% lower cost-per-conversion

Dynamic Ads

Facebook dynamic ads allow you to promote relevant products to shoppers browsing your product catalog on your website or mobile app and retarget them on their desktop and mobile device.

Why choose a Dynamic Product Ad?

- Create many variations without individual configuration
- Easy set-up requiring three simple steps
- Customize efficiently to reach the right person every time
- Serve ads with only products that customers have viewed

Instagram

A strong social media platform with 700 million users, Instagram lets you apply Facebook's vast user data to your Instagram advertising campaigns, giving you even more ways to extend the reach of your Facebook audience targeting.

Why advertise on Instagram?

- Biggest mobile ad platform - 700M active monthly users
- Visually engage users with multiple formats
- Granular targeting using Facebook user data
- Specific call-to-actions available

Granular Targeting

Facebook's ad targeting allows you to cultivate audiences to reach your most relevant customers using location, demographic, interest and behavior targeting options through Facebook's 1st party data.

Why ad targeting works best?

- Reach your ideal customers on all devices
- Deliver the most relevant message
- Increase value of your ad spend by serving only relevant audiences
- Create custom lookalike audiences based on existing customers