



Advertising for Facebook

Take your Facebook ads to the next level! Start using your trusted Feefo rating to sell through the world's most popular social media platform

Key benefits

- ✓ Increase your conversion rate and dramatically reduce your cost-per-click
- ✓ Seamlessly integrate your Feefo ratings with Facebook Ad Manager to increase engagement
- ✓ Create dynamic Facebook ads that automatically display your latest Feefo reviews



Real people. Real reviews. [Real insight.](#)



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How does it work?

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Advertising for Facebook makes incorporating your ratings with your Facebook ads a breeze. In a matter of minutes, start creating targeted social adverts, guided by the voice of your customers.

→ Simple set-up

A simple set-up process means that once activated, it's easier than ever to import your product catalogue, and start using dynamic review content within Facebook Ad Manager.

→ Seamless integration

Because we fully integrate your product ratings with Facebook Ad Manager, it's always up to date, and always working hard to deliver the best results for your business.

→ Get customers clicking

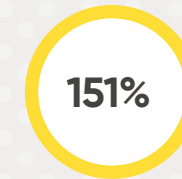
Once you've got your ratings and ads working in perfect harmony, sit back and watch as click-through rates and conversions begin to rise.

→ Don't just take our word for it...

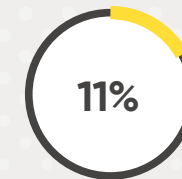
Andertons, the musical instrument retailer, uses social adverts as a key part of their digital strategy.

"Optimising our ad campaigns with Feefo has been a revelation. Making this small but very significant change to our ads has really impacted our conversion rates."

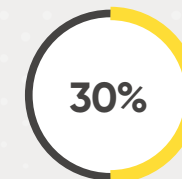
Jack Cooper, Digital Marketing Manager, Andertons



151% higher conversion rate on ads



11% reduction in cost-per-click (CPC) for ads featuring Feefo review content



30% higher return on ad spend (ROAS)

To find out more, contact a consultant

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