



facebook

Whether you are mailing, phoning, emailing or texting your prospects, or using any combination of these channels, add social media to your mix and drive up your brand's exposure, add followers and likes, engage with your market and ultimately increase campaign response rates.

Brand Presence – Engagement - Response

DBS can now serve your ads on facebook to the same people that you'll be targeting by mail, phone, email or text and not just for our data, but yours too, b2b or b2c!

So, how does it work?

- > By partnering with facebook, DBS match our records as selected by you (or your own customer or prospect records) to their members.
- > We will help you create your facebook ad which will include a link to your company or product page on facebook or perhaps your website.
- > Then we'll set the social media campaign to go live for the duration of your postal, phone, email or SMS activity.

Quick, simple and VERY effective. Select, Serve, Deliver!

Match Rates?

Typically 70% for b2c and 60% for b2b

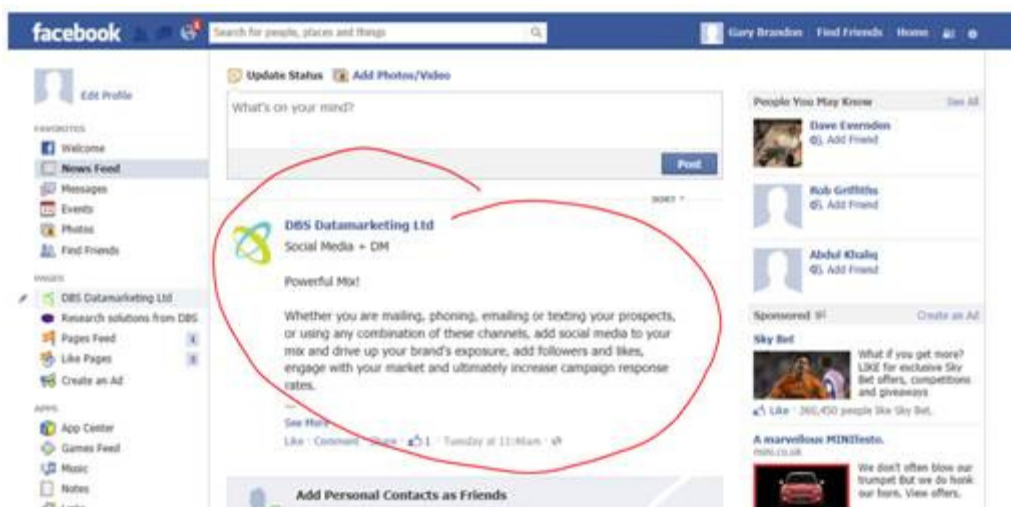
Where are the ads served?

Here within the right hand panel...

(These will not be served in mobile apps)

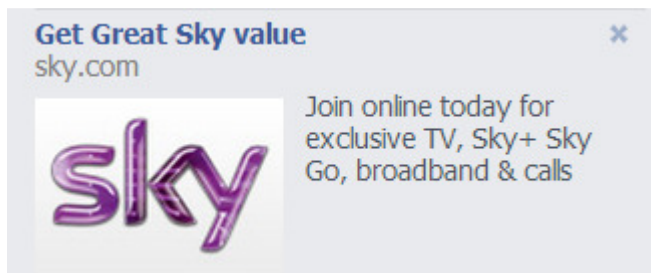


Or here within the news feed within mobile apps...



What makes up an ad?

If in the right hand panel, a headline, an image and a small block of text and this is the layout...



If within the news feed, a fuller ad with fewer limitations...



How often will my ad be served?

Depending upon the competition at the time (a bit like Adwords) it will be around 15,000 times per 1,000 so around 15 times to each user on average if the ad is served on the right hand side.

If it is being served to mobile devices the ad will be served once to each user.

What sort of reporting will we get?

If the client's link is directed to their website: we will report on number of impressions, ad reach and clicks.

If the client's link is directed to their fb page: we will report on number of impressions, ad reach and clicks and also what the visitor looks at on their fb page and those that click "Like" too.

Costs

Serve ads down the right hand side only - £6 per 1,000 impressions.

Serve ads within mobile app news feed - £20 per 1,000 impressions.

Serving ads on both – news feed and side banner - £26 per 1000.

Minimum project value = £1,000.

Clients need to set budget based on costs above.