



Adopt for Social

Back to Marketing

The benefits

From segmentation to reporting

GAIN CONTROL ON YOUR FACEBOOK SPENDING

STRUCTURED AUDIENCES

Thanks to *adopt's* audience structuration based on their brand relationship, you can **set marketing objectives & costs for each silo**. You can **manage your spending efficiently and with transparency**.



REACH UP TO 100% OF YOUR AUDIENCE POTENTIAL

PSYCHOGRAPHIC SEGMENTATION

Adopt's segmentation by *Persona* allows to reach *New audiences* who have **never interacted with your brand** - and on whom there is **no purchase data**, and to engage them by **addressing their values & motivations**.

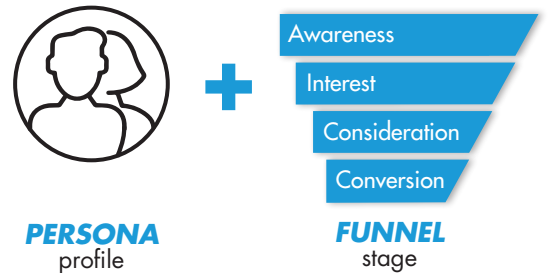


INCREASE YOUR CONVERSION RATES

PERSONALIZED MESSAGE

Ads are adapted to the *personality profile* of each *Persona*, their *codes of communication* and their *stage of engagement* with your brand. This increases message receptiveness & conversion rates.

OFFER, AD FORMAT & MESSAGE
adapted to...



MEASURE THE IMPACT OF BRANDING ON ACQUISITION

MEASURABLE PERFORMANCE

KPIs & costs are set at every stage of the *funnel*; by **retargeting the audiences**, you can therefore **measure & optimize the impact** of your branding campaigns on your acquisition rates.

