



# Adopt for Social

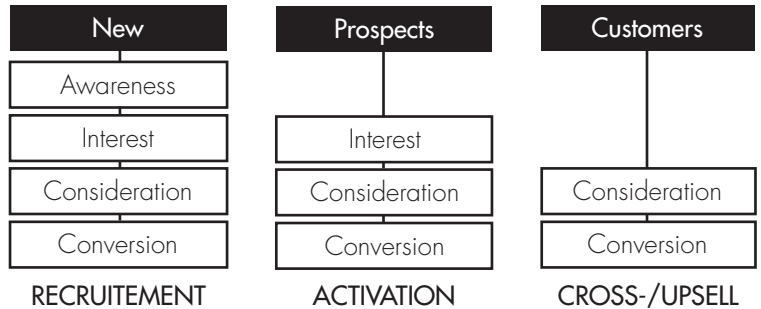
## Back to Marketing

### The method

From segmentation to reporting

#### Structured Audiences

Facebook audiences are structured around **3 differentiated groups** based on their **relationship with your brand**: New Audiences, Prospects, Customers. From brand awareness to conversion, you can drive them effectively down the conversion funnel with **customised Ads**.



The Joker   The Artist   **The Idealist**   The Marshall

The Idealist is **creative, perceptive, considerate solitary**

is **receptive to funny stories** that stimulate his/her **playful spirit**

pursues the **goodness in the world** & looks for ways to make things better

is motivated by **philosophical contemplations**

#### Psychographic insights

New Audiences who have never interacted with your brand are grouped into 16 Facebook segments - adopt's **Personas** - based on their **personality, values & motivations**. Activate the most relevant **Personas** for your brand.

#### Personalised Ads

Select the most suitable offers for each **Persona**. **Adapt message, visuals & Ad format** according to their **values, codes of communication & level of engagement** in the conversion funnel (phases of awareness, interest etc.)

THE IDEALIST	OBJECTIVE	FORMAT	MESSAGE
Awareness	Brand engagement	Canvas/vidéo	<b>1</b>
Interest	Website traffic	LPA	<b>2</b>
Consideration	Product page traffic	Carrousel collection	<b>3</b>
Conversion	Purchase	DPA	<b>4</b>

	Awareness	Interest	Consideration	Conversion
The Idealist	Did they see my ads?	Did they visit my website?	What are their behaviors on my website?	How do they convert?
The Artist				
The Marshall	Cost per Engagement	Cost per Click to website	Cost per Action	Cost per conversion

#### Optimised Spending

**KPIs & costs are measured by type of audience** (New audiences, Prospects, Customers), by **Persona** and **by funnel stage**. This way you gain full control of your spending: you know exactly what needs optimisation and how much it will cost.