



Adopt for Social

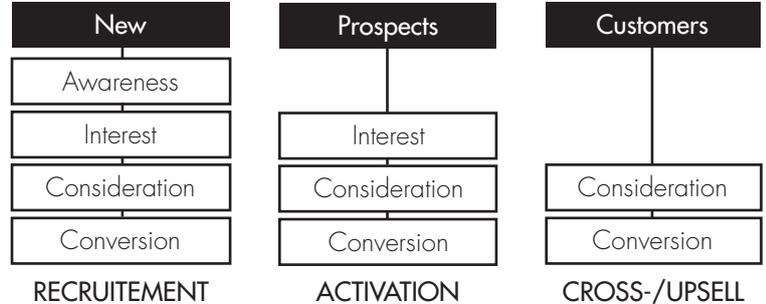
Back to Marketing

THE METHOD

From segmentation to reporting

STRUCTURED AUDIENCES

Facebook audiences are structured around **3 non-overlapping groups** based on their **brand relationship** : *New Audiences, Prospects, Customers*. From brand awareness to conversion, you can drive them down in the conversion funnel with **customized** Ads.



The Rational	The Defender	The Idealist	The Craftsman
		<p>The Idealist is creative, perceptive, considerate solitary</p> <p>is receptive to funny stories that stimulate his/her playful spirit</p>	<p>pursues the goodness in the world & looks for ways to make things better</p> <p>is motivated by philosophical contemplations</p>

PSYCHOGRAPHIC INSIGHTS

Audiences are further grouped in 4 segments the *Personas*. Each *Persona* has a unique personality, set of values and motivations. *Personas* are mainly used to segment *New Audiences* who have never interacted with your brand.

PERSONALIZED ADS

Select the best matching offers with your *Personas*. Adapt message & Ad Format according to their values, codes of communication, level of engagement in the conversion funnel (awareness, interest, etc...) and other targeting criteria (life moments, purchase behavior...)

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

	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 Defender				
The Craftsman	Cost per Engagement	Cost per Click to website	Cost per Action	Cost per conversion

SPENDING CONTROL & TRANSPARENCY

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 and know exactly what needs optimisation and how much it will cost.