



# Marketing technologies

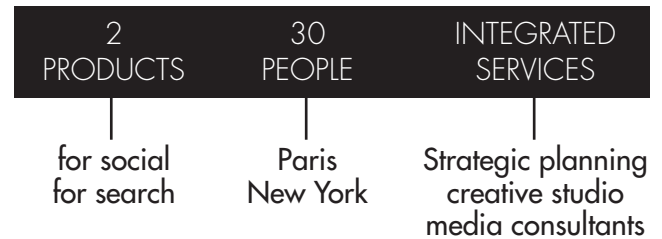
## Back to marketing

Engage the person behind the consumer

From brand awareness to conversion, *Adopt for Social* creates personalised Facebook campaigns, based on superior audience intelligence

Engage with audience-relevant Ads that take into account their relationship with your brand, as well as their personalities & codes of communication

### ADOPT BY ARMSTRONG



### BRAND RELATIONSHIP BASED ON CONSUMER DATA

*Adopt* structures Facebook audiences according to their brand relationship (new, prospects, clients) & level of engagement with your brand (awareness, interest, consideration, conversion).

### PERSONALITY BASED ON SOCIAL RESEARCH

For Facebook users with no consumer data, brands can activate *adopt's* innovative method of *Personas* & target homogeneous audiences in terms of personality, life values & motivations.

### INTEGRATED CONVERSION FUNNELS



Set specific marketing goals by funnel stage & measure the impact of branding on acquisition.

### PERSONA LIBRARY & CREATIVE GUIDELINES



Target audiences who share the same values with your brand's & speak their language

### FULL-VIEW REPORTING



Control & optimise your spending with KPIs & costs measured by type of audience, funnel stage & *Persona*

### SELF-SERVICE

- 3% TO 6% ON AD SPEND
- DEDICATED CONSULTANT
- 24/7 SUPPORT
- FREE 15-DAY TRIAL

### MANAGED SERVICE

- 12% TO 15% ON AD SPEND
- DEDICATED PROJECT MANAGER
- CAMPAIGN MANAGEMENT
- MARKETING REPORT