



# Marketing technologies

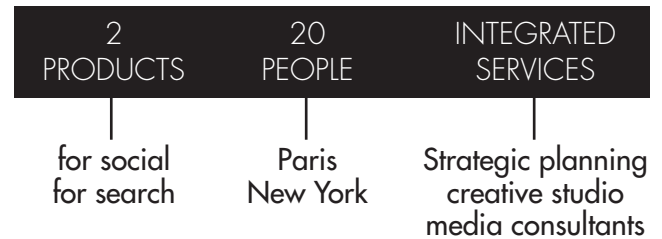
## BACK TO MARKETING

Engage the person behind the consumer

From brand awareness to conversion, *adopt for Social* creates personalized campaigns on Facebook & Instagram, based on superior audience intelligence

Engage with audience-relevant Ads that take into account the audience-brand 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 (stages of awareness, interest, consideration, conversion).

### PERSONALITY BASED ON SOCIAL RESEARCH

The *New audiences* - on whom you have no consumer data - are segmented in 4 homogeneous groups, the *Personas* ; each *Persona* has a unique personality, life values and 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 the same language with them

### 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