

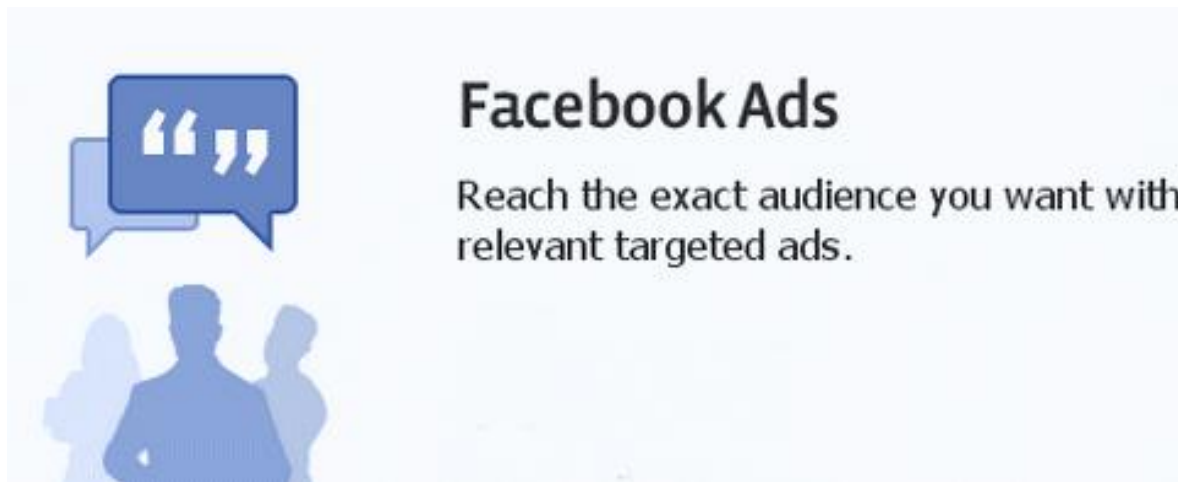
FACEBOOK ADS REVOLUTION

START

Facebook Advertising

Efficient? Scump?
Enervant?

FACEBOOK ADVERTISING



2009

Facebook.com - Facebook Advertising

Ad www.facebook.com/Ads ▼

Reach the exact audience you want with relevant targeted ads.

2014

google.ro - Încearcă Google AdWords

Ad www.google.ro/AdWords ▼ 0800 896 726

Reclamă pe Google Cu/Fără Website Pagină Web de Afaceri Gratuită

Începe - Ajutor Gratuit ... Plătești la Click ... Fii Vizibil Online

**Forever Google
sau
Give Facebook a chance?**

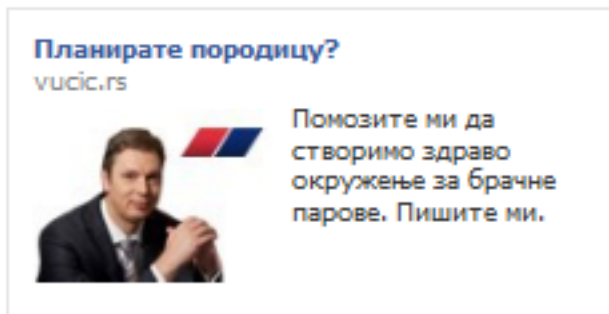
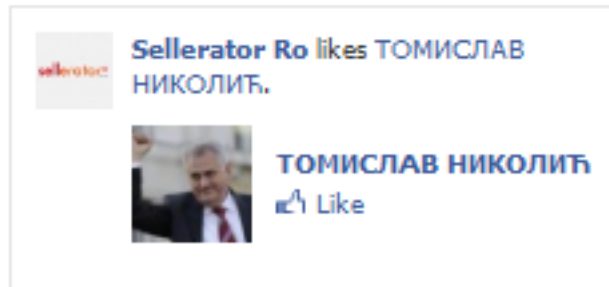
FACEBOOK ADVERTISING



FACEBOOK BEGINS

CTR: 0.1%
CPC: 0.04 USD

RIGHT HAND COLUMN



Targetare: Serbia 18+
Reach: 97% din target
Frecventa: 350
Durata: 80 de zile

FACEBOOK BEGINS

CTR: 0.13%
CPC: 0.07usd

CTR: 0.05%
CPC: 0.10usd

RIGHT HAND COLUMN

2011

Vrei un smartphone?
vodafone.ro



Doar in magazinul online Vodafone gasesti Samsung Galaxy Ace Plus de la 69 EUR!

2013

Credit de Nevoi Personale

Credit rapid

Aplică online

Dobânda 9.9% Rată fixă în lei. Aprobare în 24h. Venit minim 1500 Ron.

9,924 people like this

FACEBOOK FOREVER

NOILE FORMATE

RIGHT HAND COLUMN

x3 Facebook promite
CTR-uri de 3 ori mai mari

SPONSORED

Create Ad



Wizz Air: Nurnberg

wizzair.com

București - Nurnberg de la 129 Lei! Termeni și condiții pe wizzair.com



Botine piele 150 lei

www.clasicor.ro

Botine femei. Culoare: perla. Cod: 1210. Outlet Clasicor - incaltaminte din piele.

FACEBOOK FOREVER

CTR: 0.05%
CPC: 0.12usd
Frecventa: 17.4

CTR: 0.11%
CPC: 0.16usd
Frecventa: 9.8

NOILE FORMATE

RIGHT HAND COLUMN

Factura Electronica E.ON

myline-eon.ro



Ai totul in contul E.ON Myline. Iti lipseste doar Factura Electronica. Activeaza!



Factura Electronică

myline-eon.ro

Acum e mult mai simplu să o primești, să o plătești și să ai acces la ea când ai nevoie.

FACEBOOK RELOADED

2013 Q1 - CONVERSION TRACKING

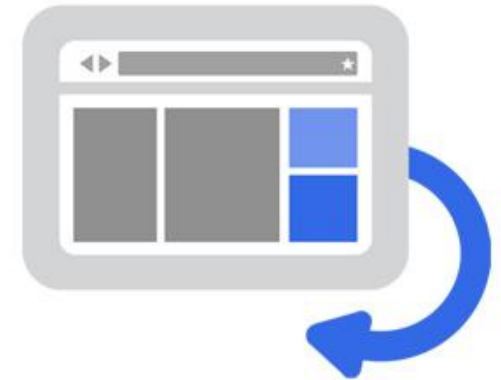
Cost/conversion



	CTR	CPC	Cost/conversie
Anunt clasic	0.05%	0.1 usd	
Anunt cu pixel	0.04%	0.13 usd	-39%

FACEBOOK RELOADED

2013 Q4 - REMARKETING



Targetare	CTR	Cost/conversie
Fani	14.50%	0.72 usd
Lookalike audience	9.90%	0.74 usd
Remarketing	9.20%	0.8 usd
Interese	4.40%	3.4 usd

 **Joko Widodo**
Sponsored ·  Like Page

Jadilah pendukung yang aktif! Kontribusi nyata, untuk masa depan bangsa, bersama Jokowi.
[See Translation](#)



Bantu Jokowi!
Bantu Jokowi berkampanye untuk Indonesia yang lebih baik! Kunjungi situs ini dan temukan cara dan alat yang Anda perlukan untuk membawa Jokowi lebih dekat ke komunitas dan lingkungan Anda.

WWW.EFEKJOKOWI.COM [Sign Up](#)

FACEBOOK RISES

2013 Q2 - LOOKALIKE AUDIENCE

Targetare	CTR	Cost/conversie
Demografic	0.41%	
Lookalike audience	0.28%	-39%

Lookalike audience:

- data file
- website visitors
- page fans

 **CashExpres**
Sponsored · 

Like Page

Ia-ti un CREDIT RAPID pentru situatii neprevazute! Fara batai de cap si zeci de acte de semnat.

[See Translation](#)

 **CashExpres**



PUSCULITA vine la tine
Aplica acum

Credite accesibile!

Te ajutam sa uiti de procedurile bancare greoaie, punand accent pe simplitatea acordarii creditului.

WWW.CASHEXPRES.RO

FACEBOOK FOREVER

FORMATE PREMIUM

LOX – Q1 2012

Reach Block

Target Block



	Impressions	Video plays	Video play rate
Cosmetice barbat TB	1,390,000	2,127	0.15%
Telecom 1 RB	4,200,000	78,000	1.86%
Telecom 1 LOX	3,440,000	48,000	1.40%
Telecom 2 LOX	4,000,000	33,000	0.83%
Auto LOX	4,000,000	50,000	1.25%
Cosmetice 2 LOX	7,000,000	101,262	1.45%
Cosmetice 3 LOX	3,500,000	49,000	1.40%
Albania LOX	1,232,886	53,463	4.34%
Indonezia RB	12,951,306	218,016	1.68%
Indonezia LOX	6,340,589	201,001	3.17%

FACEBOOK FOREVER

FORMATE PREMIUM

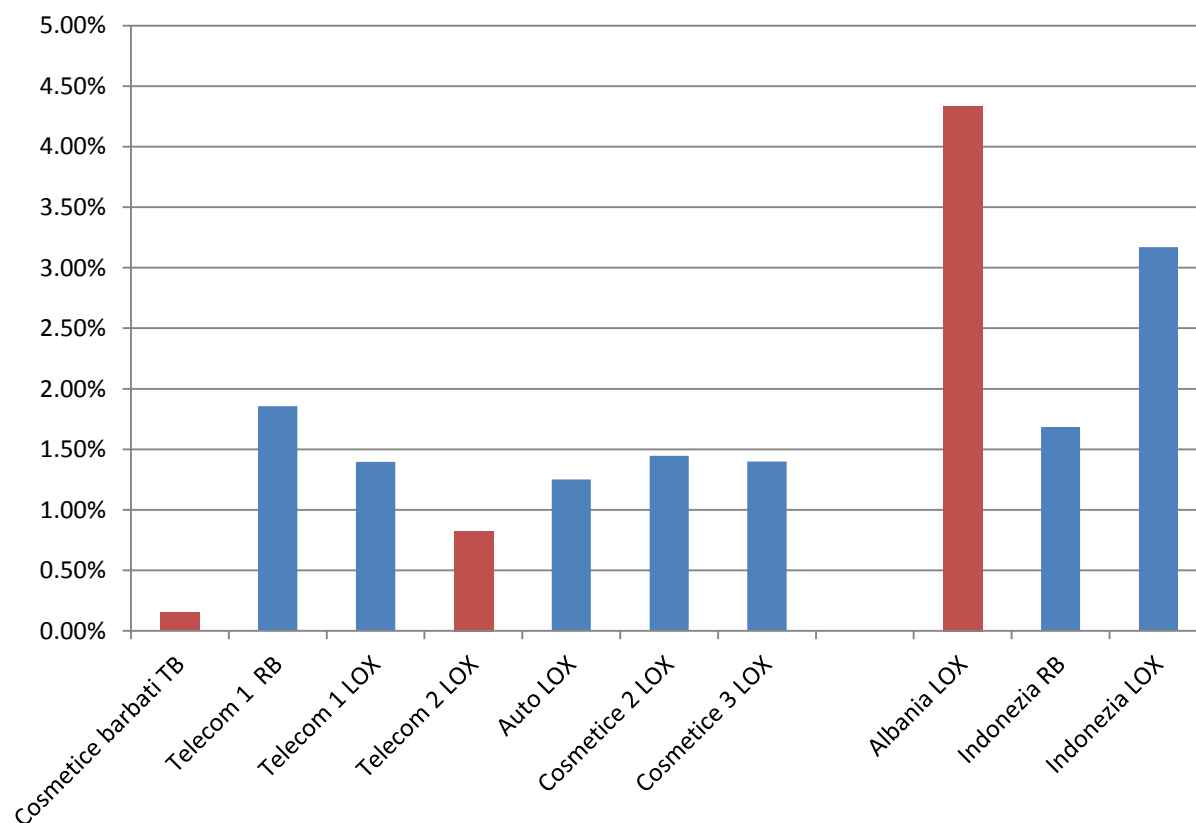
LOX – Q1 2012

Reach Block

Target Block



Video play rate



Cum luptam cu competitorii?



Cum se castiga o licitatie:

- valori mari CTR/CVR
- valori mari bid
- valori mari QM (quality modifier)

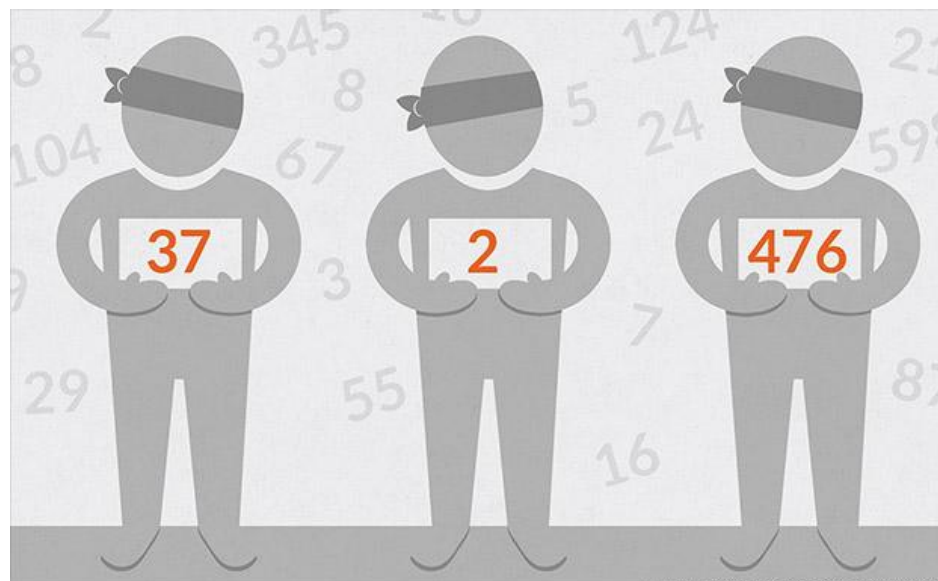


ILLUSTRATION: TIFFANY BAKER/CNNMONEY

FACEBOOK REVEALED

Cum luptam cu utilizatorii Facebook? 😊



FACEBOOK REVEALED

Cum luptam cu utilizatorii Facebook?

- copy/design



QM – quality modifier

- engagementul pe anunt
- feedbackul negativ din partea utilizatorilor

Ce vraji o sa mai faca Facebook?



