Facebook Custom Audiences + Teradata Integrated Marketing Cloud

Expanding Your Digital Reach with Highly Targeted Facebook Ads

Social media sites like Facebook continue to offer rich advertising opportunities to data-driven marketers. According to a recent report, total worldwide social network ad spending surpassed $16 billion in 2014, a 45 percent increase from the previous year.[1] Social ad spending is on the rise in every region as digital advertising dollars follow the consumers flocking to social platforms. This upward trend is expected to continue with North America leading global social network ad spending through 2016 at a 40 percent share, while Western Europe is also expected to steadily increase to 23 percent of global spend next year. Projections for the US are even more impressive with social media ad revenue expected to increase more than 194 percent by 2018 and reach $15 billion.[2]

What would you do if you knew you could more accurately deliver Facebook advertisements to your customers from the same marketing platform used to power your other digital messages?

Now, you can produce stronger interactions using customer data to more precisely target Facebook advertising. By leveraging Facebook Custom Audiences through Teradata Digital Marketing Center's new social capabilities, you can draw on a wealth of historical and interaction data to create Custom Audiences that accurately reach specific customer segments on Facebook. This more precise targeting empowers you to tailor ad campaign messaging and spending to maximize your return on marketing investment.

Power your marketing with individualized insights from Teradata Integrated Marketing Cloud. Make one-to-one customer connections easily with rich digital marketing capabilities and know more about your customers, your business, and your marketing to improve brand engagement.

[1] Source: CMO Council Report, January 2015
[2] Source: Invesp Blog, December 2014
[3] Source: Facebook, March 2015
[4] Source: Nielsen OCR, August 2013

Delivering Facebook Ads from Existing Digital Campaigns

With the Digital Marketing solution in the Teradata Integrated Marketing Cloud, you can send targeted social ads and offers that are integrated with your other digital programs. This single solution delivers consistent messages directly to customer and prospect Facebook newsfeeds, as well as across all your digital campaigns. The Facebook Custom Audience capability allows you to unify your channel strategy and improve conversions by engaging similar audience segments via social ads and the channels they prefer, including email, SMS, mobile push, and Web.

Using Teradata Digital Marketing Center with Facebook Custom Audiences extends the reach of your current digital efforts to the social media ad platform preferred by 92% of advertisers.[2]

With 1.44 billion monthly active users—including 1.25 billion of those on mobile[3]—Facebook provides marketers with extensive reach across devices, including desktop, mobile and tablets. Facebook's use of real identity—not cookies and browser history—enables you to accurately deliver the right messages to the right audiences at the right time on the right device. In fact, Facebook delivers 89 percent accuracy for narrowly targeted campaigns, compared to 38 percent accuracy for average online reach.[4]

Together, Digital Marketing Center and Facebook Custom Audiences combine the value of individualized insights with the power of Facebook targeting to help you reach the audiences that matter to you most, no matter what device they're using.

We power marketing.

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Fostering Digital Conversations with New and Existing Customers

Connect the social marketing capability of Digital Marketing Center with your Facebook Ads account to quickly and easily create targeted Facebook Custom Audiences, which are based on your predefined web-groups in the Digital Marketing Center. This enables you to better target groups of existing customers with Facebook ads designed to deepen engagement, increase upsell, and improve retention. You can also create Facebook Custom Audiences to reach groups of engaged prospects from your database with ad campaigns that drive new customer acquisition.

You can use data from your most valuable audience segments to easily create Lookalike Audiences of Facebook users with similar interests and attributes. This helps grow your customer base and generate leads by reaching new, high-quality prospects with relevant Facebook ads.

Additionally, you can create Facebook Custom Audiences from Web or mobile app visitors data, such as browsing a category or placing an item in a cart. This allows you to reach those groups with contextual ads that keep them engaged and provide next steps to complete transactions.

For example, a retailer currently uses Digital Marketing Center to reach customers who opted-in to receive email or SMS communications about new product offers or discounts. Now, the retailer can use Facebook advertising as an additional digital channel to reach many of the same customers with Facebook ads about the new product offering by matching those contacts with Facebook users to create a custom audience.

Additionally, the retailer can match individuals who have opted-out of email or SMS communications into a custom audience, reaching them with a Facebook ad campaign. This enables the retailer to reach previously untouched customers by integrating social ads into the omni-channel

marketing program for the new product offering. The retailer can also reach Lookalike Audiences of high-quality prospects with ads for the new product, as well as deliver targeted ads to Website Custom Audiences of site visitors who have viewed the product pages but not completed purchases.

Powering Specific Social Interaction that Sells

Trends show that while marketers continue to increase investments in digital advertising, they are also looking for ways to improve ad targeting in the hope of increasing returns. You can now combine the power of Teradata Digital Marketing Center with Facebook Custom Audiences to more precisely focus your media spend on accurately reaching high-value audience segments for improved ad performance. Leveraging individualized insights with Teradata solutions provides more nuanced targeting of existing customers and prospects with contextual messages tailored to their interests, enabling you to increase conversions and achieve higher ROI for your Facebook ad spend.

Teradata Digital Marketing Center brings together a wide spectrum of digital marketing channels and data in one platform to provide a single solution for email, mobile, social, and Web marketing, segmentation, advertising, and analytics. Teradata's social media capabilities can help marketers leverage individualized insights to achieve a whole new level of data-driven brand engagement.

Power your marketing with individualized insights from Teradata. Know more about your marketing, your customers, and your business.

For more information on how you can power your marketing with Teradata Digital Marketing Center and Facebook Custom Audiences, contact your Teradata account representative or visit marketing.teradata.com.

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