

# Facebook Exchange - Right Rail

Sojern provides targeted access to Facebook's over one billion users<sup>1</sup> by combining the Facebook Exchange (FBX) with our proprietary data set and unique audience targeting technology. This allows ads to expand their reach to one of the top five websites in the world.



1 IN 7 PEOPLE ARE ON FACEBOOK RIGHT NOW<sup>2</sup>

6+

HOURS PER MONTH  
SPENT ON FACEBOOK ALONE<sup>3</sup>

72%

DAILY INTERNET USERS  
ON FACEBOOK<sup>4</sup>

58%

USERS RETURN DAILY<sup>5</sup>

## WHY?

- + Engagement is high - Average visit time of **20 minutes**<sup>6</sup>
- + Relevance is high - Ads are served based on previous intent actions using Sojern's Traveler DNA
- + Facebook users are on the platform when they wake up, at work and at home. They will see the ads frequently throughout the day
- + People that express interest through a site visit are found almost immediately on FBX
- + Almost every ad is above the fold and follows users throughout the entire scroll
- + Facebook is a brand safe environment
- + Test and learn how advertising in FBX will affect conversions while competition remains relatively low

## HOW IT WORKS

USER BROWSES  
ONLINE FOR A FLIGHT



USER SEES  
AD FOR A HOTEL

Companies using FBX have already shared early success cases with beta campaigns, such as increased conversion rates and CTR.

- + Xaxis cited a **22% decrease in cost** per order for a restaurant client<sup>7</sup>
- + AdRoll noted **16X return on investment** in FBX ads on average for its clients<sup>8</sup>
- + Triggitt reported **4X higher** CTR ROAS compared to retargeting on the traditional ad exchanges; **2.2X higher** post-click conversion; **6.5X less** Cost Per Click-Through order (CPA)<sup>9</sup>
- + TellApart reported ROI increases of **10 to 20 times**<sup>10</sup>

## The Basics

**Scale:** 1 billion active users, 58% of whom are daily users

**Formats:** Facebook Standard Ad

**Placements:** Right rail

**Ad Serving:** Served by Facebook

**Impression & View-Thru Conversion Tracking:** Only tags from approved partners are supported. Atlas, MediaPlex and DFA are supported. Check with product team for questions on others

**Reporting:** 1x1 pixel to track impressions; Reporting also available through Turn

**Rate Card:** Expected prices range between \$3.00-\$5.00

## Recommendations

**Image:** Simple, vibrant, colorful. Avoid using logo-only image

**Body:** Use 3 lines of text or less

**Promotions:** Include free offers, discounts, urgency and exclusivity or rotate promotions to drive user engagement

## Creative Specifications

**Title:** Up to 25 characters and no special characters, such as () and []

**Text:** Up to 90 characters and no special characters

**Image:** Up to 120 pixels wide x 120 pixels high (Facebook will resize your image to fit these dimensions. Image ratio must be 4:3 or 16:9, or distortion will occur)



**Reach New Customers on FBX Now** ← **Title:** 25 character limit

Find out why Travel Weekly calls us "The Most Successful Big Data Marketer in Travel" ← **Body:** 90 character limit

← **Image:** 100x80 pixels

## Process To Go Live On Facebook

**View-tags:** It is the responsibility of Sojern to check the compliance requirements for view-tags. This is VERY important because if the tags are not compliant, this will create delays in your campaign launch AND cause discrepancies in impression and view-thru conversion tracking

- + Final destination URL of the tag is a **1x1 pixel**
- + Final destination URL of the tag contains a valid SSL/TLS certificate
- + Tag does not drop more than 1 cookie
- + Size of the cookie is less than **1024 characters (1 KB)**
- + Tag does not redirect more than once
- + Sample view tag: <https://view.atdmt.com/XYZ/view/123456789/direct/01/>
- + Tag server must be Facebook-approved
- + Facebook servers must be able to establish a connection with the tag server and receive a response in less than one second

### To get started with FBX advertising

1. **Market Name:** Sojern
2. **End Advertiser Name:** Exactly as it appears in the Turn console
3. **Turn Advertiser ID:** Exactly as it appears in the Turn console
4. **Total and Daily Budget:** Estimated budget. i.e. \$15K/month
5. **End Advertiser HQ Address**
6. **View Tags Y/N + Vendor**
7. **The start date of the campaign**
8. **The date your creative assets will be ready**
9. **The estimated budget spend**

It typically takes **48 hours** to complete the mapping and to enable FBX for that advertiser within your market.

Facebook ads are created right from the Campaign Suite interface.

## NEED HELP?

SOJERN WILL ASSIST IN DEVELOPING CREATIVE AS NEEDED.

<sup>1</sup>newsroom.fb.com, 2012 <sup>2</sup>money.cnn.com, October 2012 <sup>3</sup>comScore, June 2012 <sup>4</sup>Facebook, 2012 <sup>5</sup>Facebook Q3 Earnings, October 2012 <sup>6</sup>experian.com 2012 <sup>7</sup>xaxis.com, September 2012 <sup>8</sup>adroll.com, Facebook Exchange, 2012 <sup>9</sup>techcrunch.com, January 2013 <sup>10</sup>tellapart.com, September 2012