

Engage Facebook and Instagram users with thumb-stopping ad experiences.



How It Works

1

A prospective customer in your target market is scrolling through Facebook or Instagram.

2

If the social media user matches your targeting parameters, a bid is made to show your ad on Facebook or Instagram.

3

When your bid wins, the prospective customer sees the ad in one of Facebook's ad placements.

4

The prospect clicks the ad, lands on your website, and takes a lead-generating action.

Our Approach

Our creative team develops ad copy and imagery that captures your audience's attention and compels them to click on your ad.

Our team of Paid Social experts creates a highly targeted audience for your campaign based on relevant demographics, geography, psychographics, and behavioral targeting parameters. Leveraging years of ad management experience, we assign the best ad objectives, bidding strategies, and spend allocation for your campaign.

Once we launch your campaign, we monitor it daily to ensure your ad spend is being allocated in the best way possible and make regular updates to your ads and audience to help you see consistent results.

Benefits

- Reach in-market prospects across today's most popular social media platforms.
- Capture your prospects' attention with eye-catching visuals and targeted ad copy.
- Drive new leads and appointments with conversion-based targeting strategies.
- Your ad spend is monitored and maximized daily by a Facebook Preferred Partner.

The Conversion Logix Difference

- Our ads are built for engagement. Our social ads have an average click-through rate of 2.34%.
- We combine your Facebook Ads campaign with our lead generation software to track and optimize your campaign for lead generation.
- As a Preferred Facebook Ads Provider, we receive early access to new Beta features and direct support from Facebook to ensure you stay on top of the latest trends and changes in the Facebook Ads platform.