Social Advertising
Facebook Ads overlooked - organic reach
Facebook Ads overlooked – bad ads
But Facebook is growing

20% Time
Online

30% Ad
Impressions
Facebook is changing its targeting

Social Targeting: Ads only displayed to a Social Network

Social Endorsement: Liker’s name appears below
Ran `A/B’ tests

1 Million Viewers

Randomized between ads which were `Socially Targeted and had Endorsement’ and ads which did not.
Social Ads attract more clicks and conversions
Social Targeting: Ads only displayed to a Social Network (75%)

Social Endorsement: Liker’s name appears (25%)
But don’t be too overt in mentioning friendship.
Thank-You

cetucker@mit.edu

www.catherinetucker.com

Follow me at @ce_tucker on Twitter.