

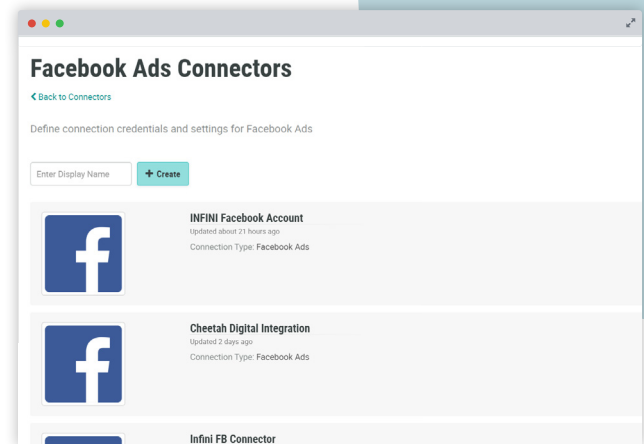
Ad Audiences

Overview

In today's digitally-enabled world, consumer attention can be fleeting. To drive engagement, marketers need to target and personalize cross channel messaging that cuts through the noise and stands apart from the competition. Integrating paid channels, like Facebook/Instagram or Google Ads, into your campaign strategy can be an excellent way to increase reach and drive growth. By leveraging the rich engagement and behavioral data generated by outbound messaging and loyalty programs to generate ad audiences, Marketers can execute more efficient and effective cross channel campaigns. With Cheetah Digital's Ad Audiences, you can quickly and easily activate your customers online, creating more positive user experiences and fostering deeper connections with your brand.

Features

We integrate directly to Facebook/Instagram and Google, enabling you to define the name, description, audience type, and customer data source for each audience.

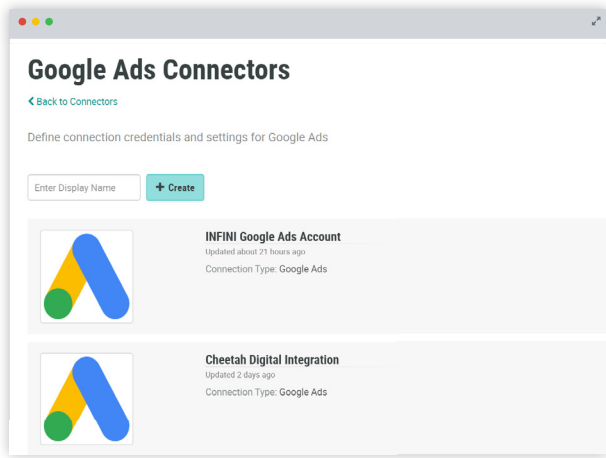


Enable Facebook Ad Audience

To get started, you can easily enable Facebook/Instagram Ad Audiences by adding the Facebook Custom Audience connector from the Integration Connectors section of the platform. Once enabled, you can then set access permissions based on the groups created for your Ad Audiences purposes.

Enable Google Ads Custom Match

Much in the same manner one enables Facebook audiences, to enable Google one first enables the Google Custom Match from the Integration Connectors page. Once enabled, you can then set access permissions based on the groups created for your Ad Audiences purposes.



Activate Your Data Beyond Outbound Messaging

Ad Audiences uses the same, intuitive campaign workflow that creates all of your other cross-channel campaigns. First, choose your audience in Cheetah Messaging. Then choose which platform, account, and audience list in Facebook/Instagram/Google Ads to target. Facebook will then return an estimated number of matched records in the targeted list. There's no need to switch platforms, saving you time and enabling you to focus on other responsibilities and initiatives.

Look-alike Audiences

Look-alike audiences are a great way to acquire new customers based on your best customers. Simply create an Ad Audience campaign and attach your existing audience — ideally one that targets highly engaged and recent purchasers. When you launch the campaign, we securely send those records to your Facebook/Google Ads Manager account for you to activate as a 'Lookalike Audience'. Use these audiences to include or exclude as part of your ongoing acquisition strategies.

Set up configuration with ease

Connecting Cheetah Messaging to your Facebook Custom Audiences or Google Custom Match account is a simple authentication process. Set

up is easy with our self-service integration configuration. You simply log into your Facebook/Instagram/Google Ads account through a hosted modal and select which Ad Accounts to grant access to.

Benefits

Cross-Sell Across Your Brands

Ad Audiences enables multi-brand organizations to easily and efficiently target users across programs, supporting upsell and cross-sell initiatives.

Engage and spawn conversation beyond your brand

The ability to orchestrate cross-channel messaging and advertising campaigns seamlessly enhances the odds of unengaged customers making another purchase and helps provide more opportunities for high-value customers to engage with your brand.

Enhance ROI on your ads

Using Lookalike audiences, acquire new customers based on your best customers and show relevant ads to the target audiences and increase Return On Ad Spend (ROAS) with better conversions and lower costs.

“

Google found more than 56% of ad impressions are never seen by consumers, and Proxima estimates that \$37 billion is wasted in ad spend every year from ads that fail to engage the target audience