

pmdigital

facebook CPC ADS

PM Digital's MediaHarbor Search Platform is now fully integrated to bid manage within the Facebook API resulting in intelligent bidding and campaign management to yield the scale and efficiency marketers are looking for from Facebook.

> Benefits of **FACEBOOK ADVERTISING**

Huge, actively engaged audience

Ability to target geographically and behaviorally

Performance-based pricing model (cost-per-click [CPC]) for efficiency or cost-per-thousand (CPM) for scale

With more than 500 million active users, Facebook Advertising provides access to a huge universe of engaged consumers. For direct response advertisers looking to yield sales, advertising on Facebook has largely been hit or miss, despite the attractive auction-based, cost-per-click pricing model.

> Benefits of **WORKING WITH PM DIGITAL**

Automated bid management via our MediaHarbor technology, which is now fully integrated to bid manage within the Facebook API.

Facebook bidding and campaign management is housed in the same search technology platform as paid search campaigns providing ease of campaign management, reporting and budget allocation.

Automated ad uploading and proprietary testing methodology.

Any-time bid adjustments through our proprietary search platform, MediaHarbor.

After years of experimentation and testing, an understanding of not only what works but what will move the needle in terms of scale.

Consolidated multi-channel reporting facilitated by PM Digital's proprietary tracking technology.

Whether your goal is to generate referral traffic, increase brand awareness, or drive incremental sales, PM Digital has the tools, experience, and insider access you need to make Facebook CPC ads an effective and scalable marketing channel for acquiring new customers.

**Contact Us Today
& start getting the results you want.**

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