

Facebook Ad Exchange and new news feed ads impress with early results

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Granular targeting for optimised results using Facebook Ad Exchange

DQ&A Media group is giving advertisers the chance to advertise on the most popular social networking site, Facebook, via the Facebook Ad Exchange (FBX) in SA. In May 2013 news feed adverts were made available to some of FBX technology partners that includes the most popular [Demand Side Platforms](#) we use at DQ&A.

FBX is currently one of the most frequently used inventory sources that offers advertisers the opportunity to display customised ads to Facebook users. These ads can also be targeted within news feeds or via the Marketplace ads (right hand side on your Facebook wall). Congruent with DQ&A's ambition to help advertisers reach an optimal ROI, FBX is included in our performance marketing offering.

Follow your prospects

FBX allows you to follow your prospects. Use the data you have gained about a prospective client about his web browsing behaviour, on your own site, or the data you gained with search or display banners. All this very important data you can use when deciding on which inventory or users you want to target on Facebook. This will play a huge role in displaying a customised add when your potential client is visiting Facebook. Resulting in high conversion rates when displaying the right ad, at the right time to the right person.

Performance campaigns across all major channels

The SA Social Media Landscape 2014 research study shows us that Facebook has 9,4-million active users in South Africa, up from 6,8-million users a year ago. FBX offers clients a great opportunity to reach their campaign objectives at scale - purely because of the size of the platform and the high value of the users.

Combining FB marketplace ads and FBX:

DQ&A has used the standard right hand ads for a while now in branding and retargeting campaigns. This performs well as a branding and awareness channel. Adding specific native news feed opportunities and retargeting within the high impact areas drives even better performance.

Combining marketplace ads and the news feed is very important as effective branding is needed first before conversion, (such as leads, downloads, purchases) can be encouraged closer to the end of the purchase funnel with retargeting in the news feed.

DQ&A offering:

DQ&A is excited to be offering the South African market extended possibilities including channels like FBX news feed ads.

The need for a consolidated buying platform that allows our clients to run performance campaigns across all major channels including mobile, web and video (social) inventory is evident. We believe that adding clients user intent data on FBX in our performance offering is taking us one step closer in providing in that need.

The ability to deliver targeted messages to these very highly active and engaging visitor ensures stronger results and higher

conversions.

Keep an eye on our [blog](#) for the latest updates around specifications and programmatic media buying opportunities.

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