

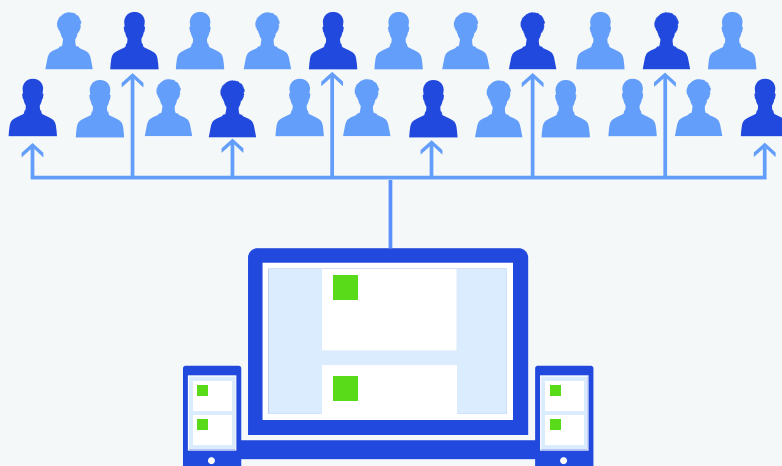


A new way to build your brand: Brand Awareness Objective and Optimization

Raising brand awareness is the first step to a successful brand. However, brand awareness can be difficult to measure in real time, and advertisers have long sought a signal that they can optimize against to get the best brand results. In the absence of reliable proxies, many advertisers have used CTR, Likes and other engagement metrics. However, marketing science research has repeatedly demonstrated that these metrics have limited correlation with business outcomes.

To tackle this problem, Facebook offers solutions that enable advertisers to maximize brand awareness generated by their Facebook campaigns by optimizing towards reach and attention. We believe that this is a better proxy to optimize against as we've found that attention is positively related to brand awareness and ad recall.

Reach people who are more likely to pay attention to your ads with Brand Awareness optimization



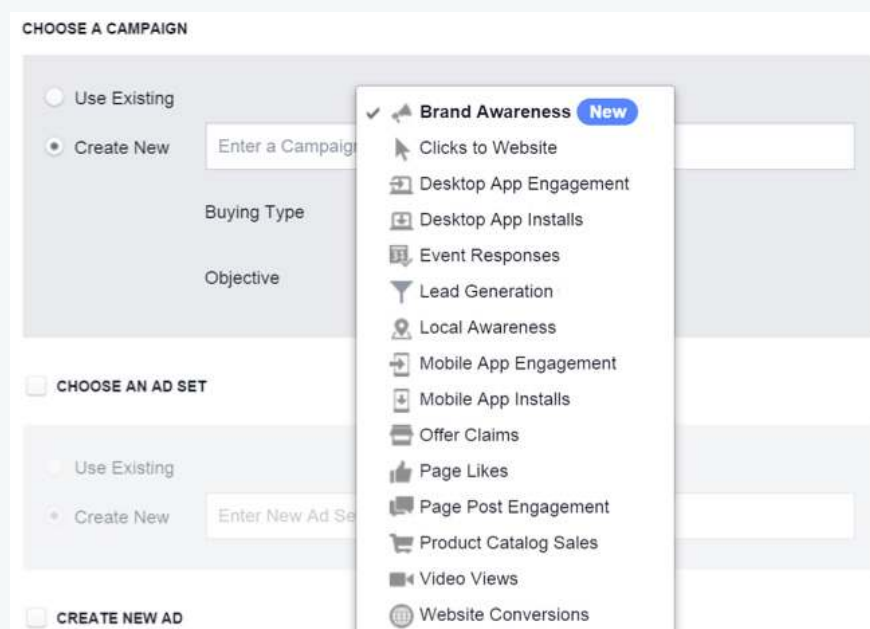
Our brand awareness solution

Facebook's brand awareness objective includes two new optimizations: brand awareness and reach. Both can be found in the new Brand Awareness Objective in the auction and Reach and Frequency via Power Editor.

- **Brand Awareness optimization:** This optimization consists of a combination of reach and attention and helps advertisers increase brand awareness. People who are likely to pay more attention to an advertiser's ads will be more likely to remember them.
- **Reach optimization:** This is an additional optimization option within the Brand Awareness Objective. The new Reach optimization allows advertisers to maximize the number of people who see their ads given a specified time period. Optimizing for Reach through the auction will typically provide an advertiser with more flexibility. For instance, when the target audience is smaller than the minimum required for using Reach and Frequency, the Reach optimization provides a suitable alternative.
- **Estimated Ad Recall Lift (people):** This is the primary reporting metric for brand awareness. It's the best prediction that we can currently make about how many people are likely to remember seeing an ad if they were asked.

Performance

Both optimizations are the most effective when applied to campaigns where the goal is to drive higher brand awareness. Based on internal tests, brand awareness optimization is the best option if your objective is to maximize ad recall and shift brand metrics.



Brand Awareness is also available through Reach and Frequency.

Additional details:

Platforms available:

Facebook and Instagram.

Interfaces available:

Power Editor, Ads API.

Compatible Formats: Image, Video and Carousel formats.*

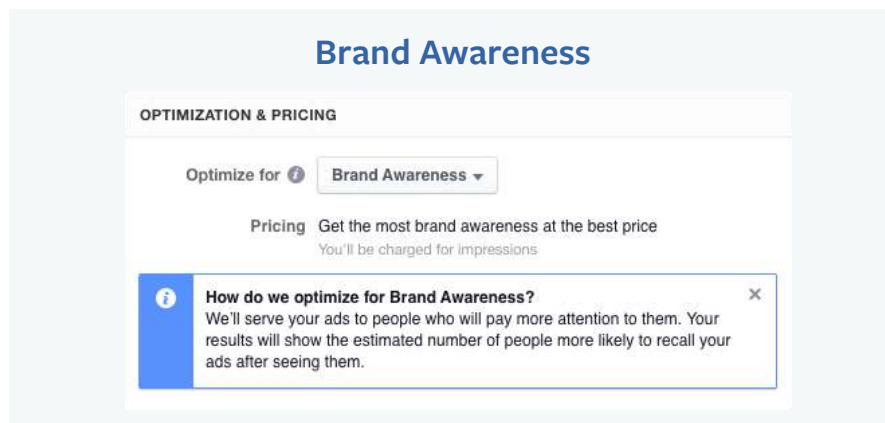
Billing: Like other optimized CPM bidding types, you will be billed by impressions.

Measurement: This is applicable to run alongside a variety of our measurement solutions including Brand Lift through Facebook, Nielsen and Millward Brown. For further information please contact your Facebook account rep.

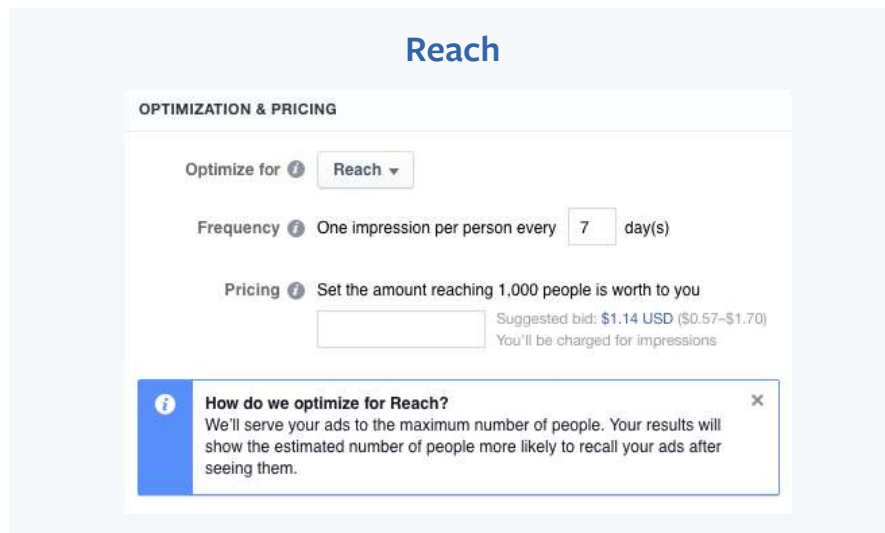
**Please note: Currently, it is not possible to have both video and non-video ads within a single Ad Set.*

Getting Started

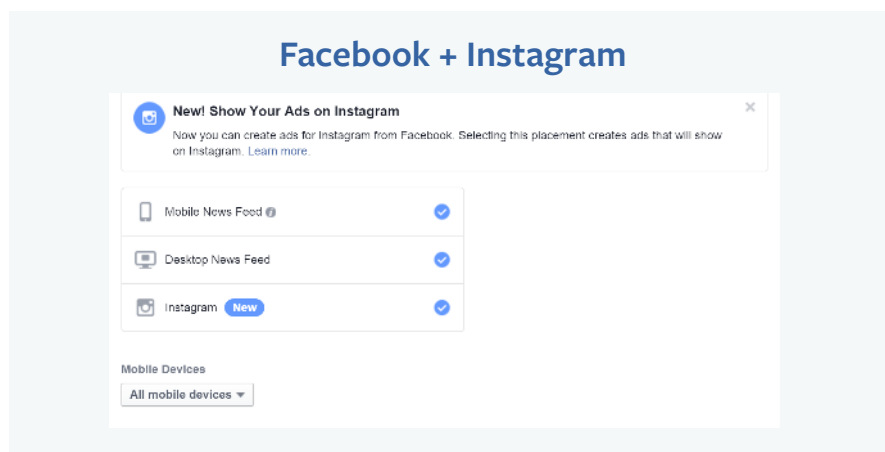
Within the Ad Set, in the Optimization and Pricing section, you can select either to optimize for Brand Awareness or Reach.



If choosing to optimize for Reach, you will have the opportunity to select when the frequency resets, i.e. one impression every X days. This allows advertisers to maximize the number of people reached over the specified period of time.



Select the platform(s) you would like to have your ads appear in.



Reporting for Brand Awareness Objective: Estimated Ad Recall Lift (people)

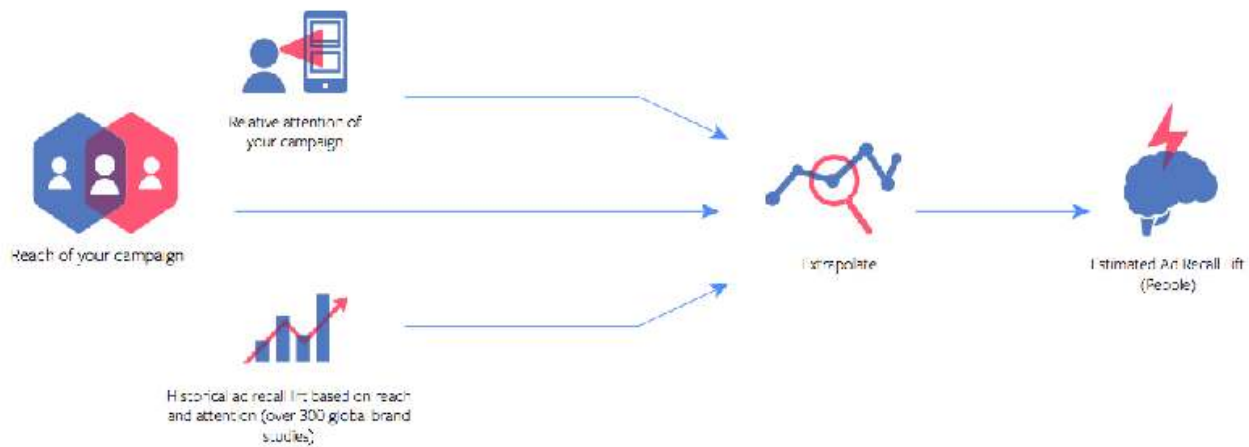
Estimated Ad Recall Lift (people) allows advertisers to measure the lift in ad recall. This reporting metric is our best estimate of the ad recall lift an advertiser is expected to gain by using the brand awareness optimization.

To calculate Estimated Ad Recall Lift (people), the attention and the reach of the campaign are compared to historical information we have about the correlation of attention and reach to ad recall. This historical information is based on over 300 global Nielsen Brand Effect studies from a variety of verticals.

It is important to note that this is based on estimates and may be imprecise. There are other factors such as creative quality and targeting that vary between campaign to campaign.

How Estimated Ad Recallers Lift (people) is calculated

A brand metric based on a correlation of campaign-based and historical data



Here are some ways you can utilize this metric:

- Compare the effectiveness of different creatives or target audiences. If a particular creative has higher Estimated Ad Recall Lift (people), then you may want to consider shifting more budget to that creative.
- Monitor Estimated Ad Recall Lift (people) over time to understand the long-term impact of your brand campaigns.
- Use Estimated Ad Recall Lift (people) to give you real time direction on how your campaign is performing.