



CARDINALPATH

## EFFECTIVE FACEBOOK CAMPAIGNS, DELIVERED



Facebook is the dominant social networking platform, used by 57% of all American adults and represents a remarketing opportunity you simply can't leave on the table.

Let Cardinal Path secure your social media success by setting up your Facebook remarketing campaigns to make the most of OEM national and regional marketing spend.

Using data intelligence to drive digital marketing, we empower organizations to create an optimal user experience. Turn your content into conversions with data-science-activated Facebook campaigns.

### **Get the right message to the right people at the right time with the power of Programmatic Buying**

Facebook remarketing is an ultra-efficient way to reach people using highly targeted, data-driven ads, combining the intelligence of recent online interactions with social media demographics. Because Facebook remarketing retargets users who have already shown some interest in your product or services, you'll never waste money on ads.

**We'll show you how. Contact us.**

480.285.1622

[info@cardinalpath.com](mailto:info@cardinalpath.com)

[www.cardinalpath.com](http://www.cardinalpath.com)

## Grow your business and build retention

As a local dealer or franchisee, there's nothing more valuable than attracting new customers while driving repeat business from existing customers. What better way than by reaching people on Facebook, where they spend an average of 40 minutes per day in a leisure activity?

### What you get:

- Initial strategic assessment of programmatic goals
- Segmentation analysis and definition
- Tagging, audit and conversion event tracking/tagging
- Campaign setup/review
- Campaign optimization at regular intervals
- Reporting and monitoring (initial)
- Two-hour knowledge transfer session
- Two hours of follow-up calls for Q&A

## Get started

An efficient, highly targeted Facebook strategy for remarketing can put you on the path to optimal social engagement and bottom line benefits in as little as four weeks. Get started today!

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Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, developers, and many of the top minds in the digital marketing space, we help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.