

Intent-Driven Audiences

Leverage Search Intent to Drive Facebook Success



VALUABLE AUDIENCE

Reach users — or their lookalikes — that have already shown interest in your product via search to build better audiences.



CROSS-CHANNEL STORYTELLING

Reach the same users across channels with an ongoing, consistent message. Start your narrative in search and expand into Facebook.



CROSS-CHANNEL INSIGHTS

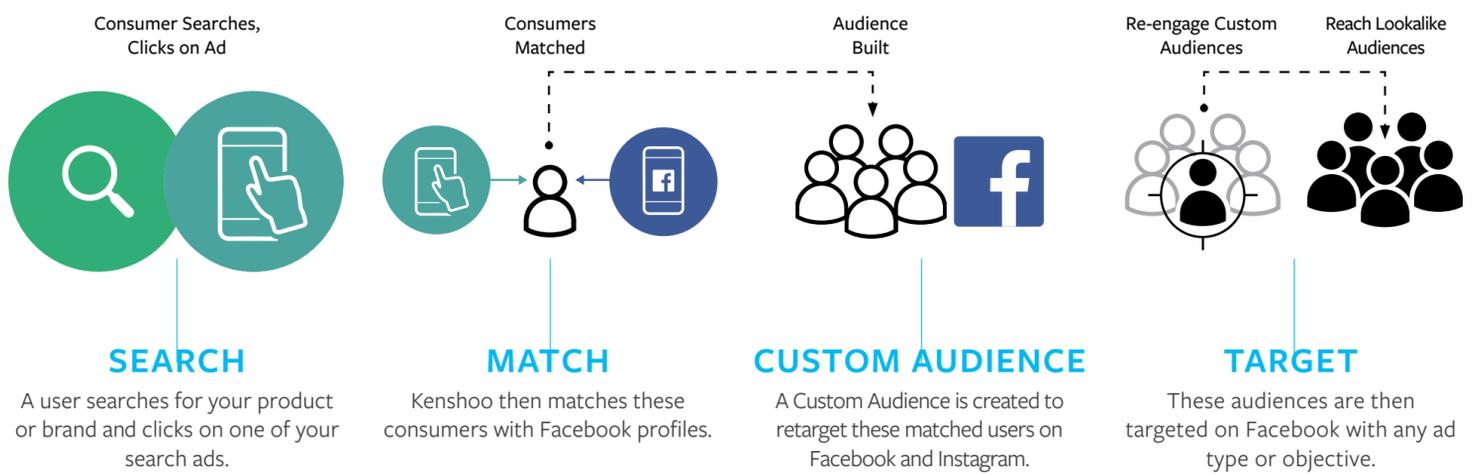
Insights from search can inform Facebook campaigns and vice versa. After analyzing your IDA activity, extract the best performing interests and compile a new keyword list for search.



HIGHLY FLEXIBLE

Use IDA with any Facebook ad type, including Lead Ads or Dynamic Ads, ensuring you're reaching the hand-raisers with each objective.

How Does IDA Work?



Lower CPAs & Higher Conversion

Jaguar Land Rover, through their digital advertising agency Mindshare, set the goal to reach more prospective customers and convert them into cost-effective leads. After only running IDA for a month, the client saw stellar results.

HERE ARE THE RESULTS:



LOWER CPA ON FACEBOOK



HIGHER CONVERSION RATES

“By retargeting searchers on Facebook, and using lookalikes to find similar users, we saw an almost immediate increase in more qualified conversions on the Jaguar and Land Rover websites.”

— Jon mottel, Associate Director, Paid Social, Mindshare

Kenshoo Expert Tip

Consider using IDA with Facebook Dynamic Ads to supercharge your campaign. Not only will you reach those who visited your site, you can expand your reach by targeting those who've searched for your products as well.

Get Started Today

If you're already using Kenshoo to run your search and Facebook campaigns, it's time to take advantage of Intent-Driven Audiences™ to reach and engage with your most valuable prospects.

For more information about Intent-Driven Audiences™ or other features of Kenshoo for Facebook and Instagram advertisers, please visit us at kenshoo.com/social.