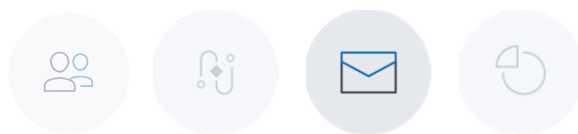


# Contactlab & Facebook

## For a social connection with your targets



### CONNECT THE CONTACTLAB PLATFORM WITH YOUR FACEBOOK AND INSTAGRAM CHANNELS IN JUST A FEW CLICKS, TO GENERATE NEW LEADS AND QUALIFY YOUR DATABASE

Integrate the **Contactlab Marketing Cloud** platform with **Facebook** and enhance your business, both through effective lead generation, and by converting social media users into customers.

You can do one or both of the following:

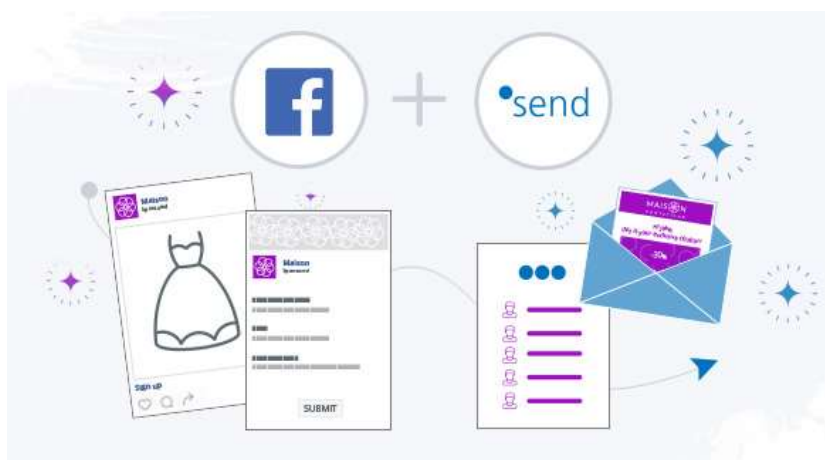
- **Lead Ads**  
Profile new contacts and add further information about those you already know, then make their data immediately available and usable in the platform, to launch new personalized marketing campaigns.
- **Custom Audiences**  
Increase the number of contacts reached by your initiatives. For example, target your messages at people who are registered on Facebook or Instagram, then include or exclude those who match your preferences exactly, or have similar characteristics to those chosen.

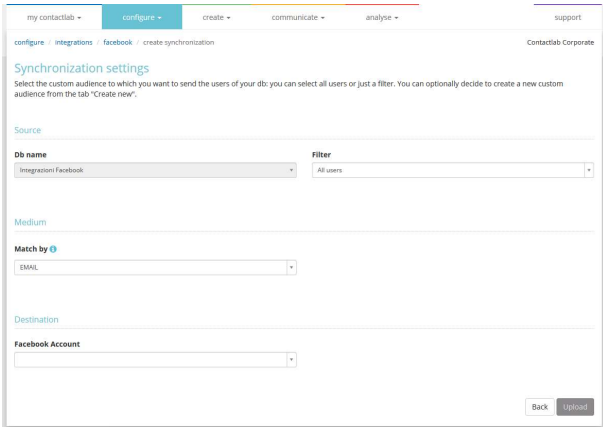
The integration allows you to work in synergy, communicating your message with the most appropriate audience, while acquiring new contacts through timely marketing communications campaigns, focused precisely on those who are of most interest to you.

*“Reach your chosen campaign audiences on social media, confirm your customer data and acquire new contacts”*

### BENEFITS

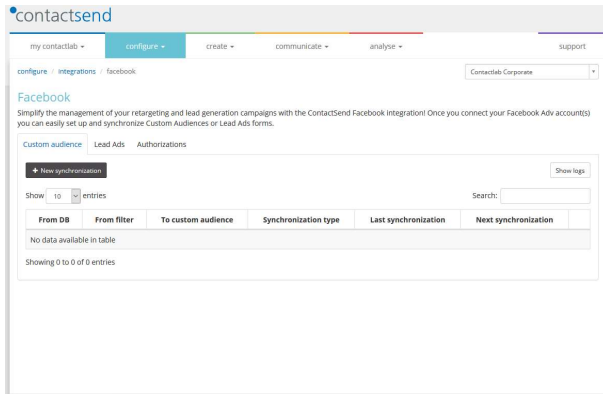
- INCREASE THE NUMBER OF QUALIFIED CONTACTS
- REACH TARGETS BEYOND THE BOUNDARIES OF YOUR DATABASES
- SEND PERSONALIZED COMMUNICATIONS IN REAL-TIME
- AUTOMATICALLY SYNCHRONIZE THE PLATFORMS





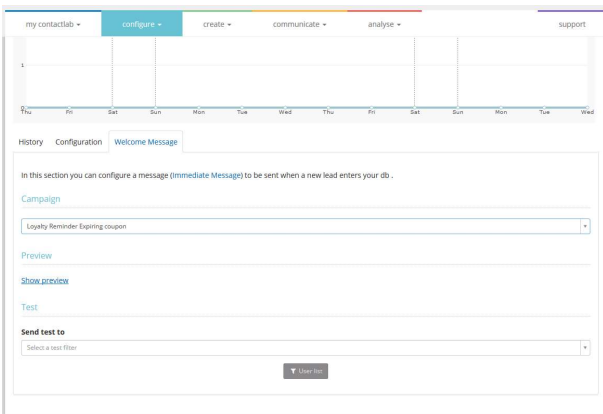
## EASY AND IMMEDIATE CONFIGURATION

Link your Send account with the ones your company has on Facebook in just a few simple steps, and start getting the most out of your integration straight away. Set up lead generation or retargeting campaigns in just a few minutes.



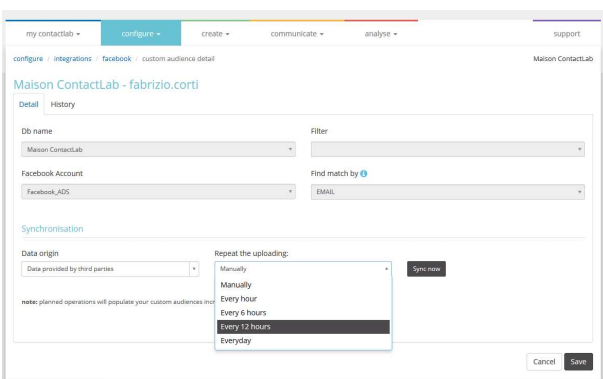
## A SINGLE MANAGEMENT SECTION

To simplify Lead Ads and Custom Audience management, Send includes a section that is dedicated to Facebook integration. Here, you can manage and check all activities from a single point.



## A WELCOME MESSAGE FOR NEW LEADS

Collect new contacts and start communicating with them immediately. Send an automatic email delivery, with the content personalized just as you require, when a lead is created in the platform and registered in Send. Sometimes, timeliness is everything.



## AUTOMATIC UPDATES AND CUSTOM AUDIENCE SYNCHRONIZATION

Plan incremental, automatic updates to your Custom Audiences, to add contacts without any manual intervention.