

# Personalize Facebook ads: Jivox dynamic creative optimization (DCO)

API Integration with Facebook empowers brands to deliver dynamic ads to both Facebook and Instagram audiences using content and decisioning rules from the Jivox IQ platform—extending display audiences and personalization to these social media channels

**For brands that thrive on a wealth of data about their consumers, and drive a wide range of creative assets needing sophisticated decisioning and creative optimization, Jivox IQ is the perfect platform.** Leveraging Facebook APIs for dynamic ads, Jivox IQ easily adds an enterprise grade content management system, data integration and sophisticated machine learning based rules, decisioning and optimization. Brands are able to access significant amounts of offline and online consumer data to deliver social media advertising through highly personalized messages and creative to Facebook and Instagram users.

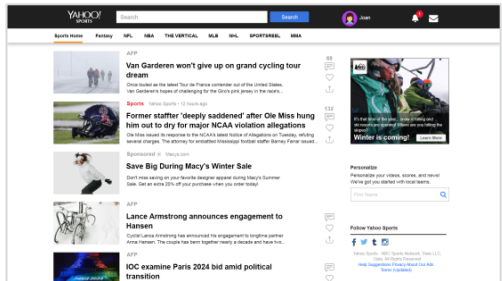
## Jivox IQ Delivers Fully Dynamic Ad Capabilities in Facebook

### OVERVIEW

Jivox IQ is the company's flagship machine learning-driven platform purpose-built for real time personalization. It is designed to access proprietary, consumer, contextual and campaign data, and integrates it—in real time—with thousands of creative and messaging variations that result in millions of personalized digital ads. Every message is customized to an individual and delivered programmatically, in all formats and to all channels, giving global brands a scalable, market-tested solution for engaging consumers at the right place and the right time, and with the right message.

### KEY CAPABILITIES

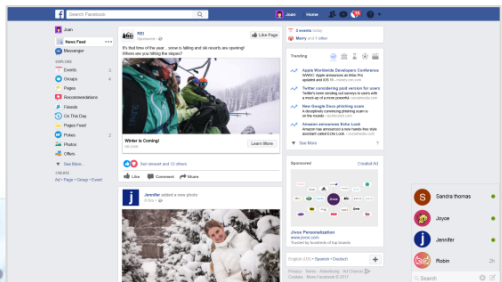
- Streamline dynamic ads workflow while working with large numbers of creative variations and complex logic beyond Facebook's simple re-targeting logic
- Map consumer identities across display and social media channels
- Add real-time data triggers (e.g. weather, time of day/day of week) through Facebook for personalizing messages
- Monitor cross-channel (Display-Facebook) campaign performance
- Jivox IQ CMS provides asset management capabilities, versioning dynamic asset updates to greatly simplify workflow in Facebook



Website



Facebook



# Simplify your personalized ad delivery and monitoring across channels

## JIVOX IQ EXTENDS DISPLAY TO SOCIAL VIA FACEBOOK INTEGRATION

- **Identity mapping enabled:** Ability to find the same targeted Display users on Facebook
- **Consistent brand experience across channels:** Reusing creative and messaging across Display and Facebook; changes in one channel are reflected in the other via a common CMS system
- **Personalized messaging:** Real-time triggers drives relevant messages

## PROGRAMMATICALLY SETS UP NEW FACEBOOK CAMPAIGNS

- **Easy setup to launch a Facebook ad campaign:** Simply choose Facebook data versus extending a Display
- **Dynamically update** creative, schedule and compare reporting

### Features

"One-click" setup to launch ad campaign only on Facebook, or to extend personalized creative and messaging from Display to Facebook

Programmatically configure Facebook dynamic campaigns

Programmatically update Facebook dynamic campaigns in real time

Programmatically monitor Facebook campaign performance

### Benefits

Remove the inefficiency and cost of manually creating template-based ads


Leverage Facebook audience segments (e.g., gender, age, interest) to personalize messaging

Align ads in Facebook with real-time updates (weather, location, time) on Display campaigns, serving relevant messages to the right users at the right time and place, right now.

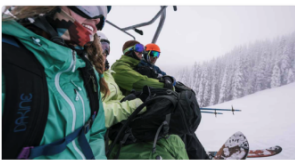
Easy to monitor Facebook and Display campaign performance—in Jivox Console

## Personalize your message with Facebook audience using real time data triggers

Whether your target audience see a product display on your website, or an ad of the product on a publisher website, Jivox's integration enables them to see the same creative and message on Facebook, personalized by location, weather, time of day, and other real-time data triggers.

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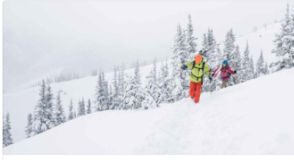
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# Deliver economy by reusing asset feeds

Reusing asset feeds is simple: just map items in Facebook Asset and Asset Resource Columns to Facebook ad components

Launch Facebook Campaign

Enable Facebook Campaign

Ad Account ID: 940410021

Facebook Page ID: 1002194404

Select Mode: Extend Display Campaign

Select Asset Source: REI Asset Database

Facebook Asset	Asset Source Column	Options
Title	Product Name	
Description	Product Description	
Image	Product Image URL	

Select Asset: REI Asset

Description

Image

Title

Click URL

Cancel Configure on Facebook

Reports

Welcome Jivox Demos

Summary Details BrandGage Geography Comparison Custom Group Campaign Schedule

Select Campaign: REI example From: Dec 25, 2016 To: Jan 25, 2017 Generate Report

Select Report Type: Facebook Campaign Overview

Reports based on Eastern Daylight Time (EDT) (UTC/GMT-4 hours) Download Report

REI example  
(December 25, 2016 to January 25, 2017)

Display: 250 Record(s)

Campaign	Publisher	Placement	Segment	Creative Version	Creative Impressions	Total Clickthroughs
REI example	Facebook	Desktop Newsfeed	R_Lo_LR_10-3_11-13	Shameless_Dexter...	0	0.00
REI example	Facebook	Mobile Newsfeed	R_Lo_LR_10-3_11-15	Shameless_Dexter...	0	0.00

## Make performance monitoring easy

Jivox gives you many ways to see Facebook ad campaign performance:

- View it on Jivox Console
- Download metrics from Jivox Console
- Schedule delivery of campaign reports
- Access via Reporting API

## ABOUT JIVOX

Jivox IQ is a cloud-based, data-driven platform for delivering personalized digital advertising and marketing experiences at scale. It is a powerful solution for engaging consumers with the right message in real-time and across all channels.

## TRUSTED BY LEADING GLOBAL BRANDS

