

Reach the right customers. Right now.

Transform customer engagement with Facebook Search Retargeting—powered by Adobe Media Optimizer.

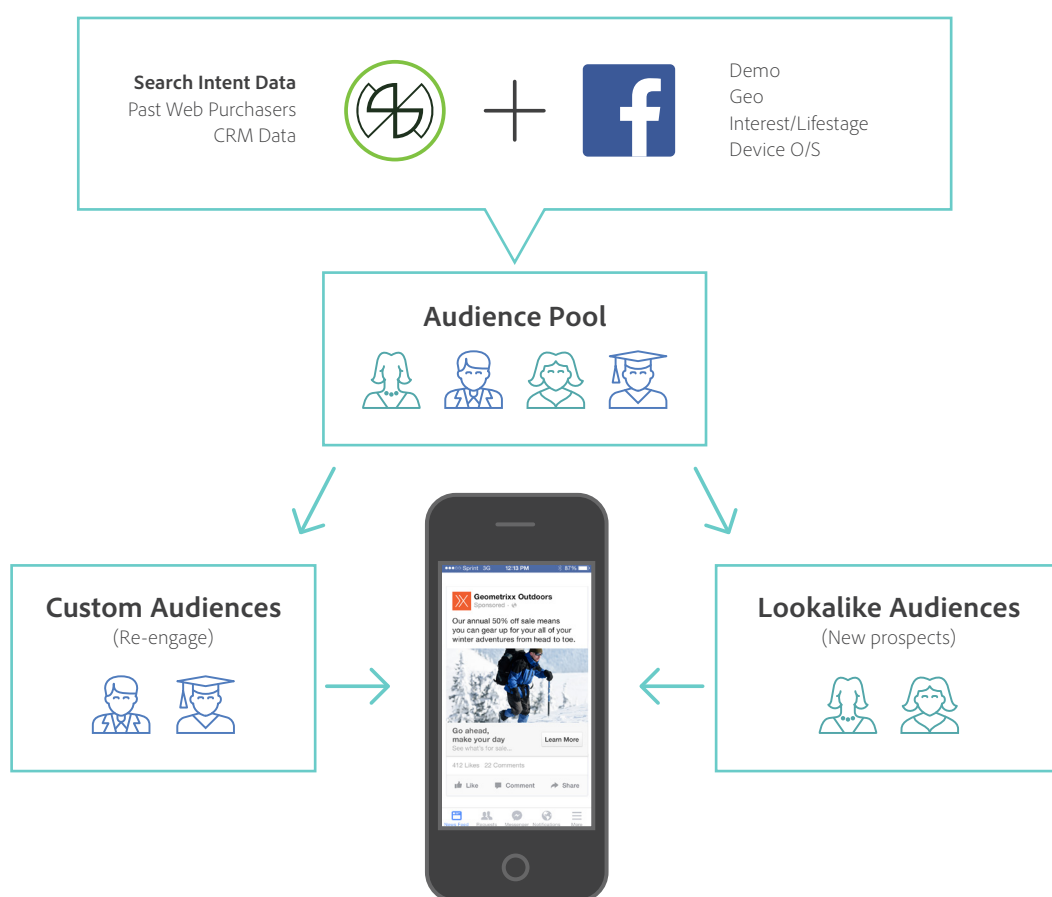
1 Re-engage customers by leveraging the right data

2 Reach new prospects with audience matching

3 Close the loop and cost-efficiently maximize conversions

How Adobe Media Optimizer and Facebook work together to zero-in on high-value customers.

By leveraging search-intent data to enhance first-party and Facebook audience data, Adobe Media Optimizer allows you to quickly re-engage non-converting customers on Facebook. You can also build lookalike audiences to target new prospects with highly relevant ads—all on a unified platform.



Facebook Search Retargeting drives performance across the board for global gaming company.

16%
CONVERSION
UPLIFT

SEARCH +

Search Campaign Performance

Facebook Search Retargeting delivered 16% more uplift in conversion than concurrent search campaigns at similar spend levels.

Compared to concurrent Facebook campaigns, Search Retargeting delivered:

19%
LOWER
COST-PER-ACQUISITION
(CPA)

45%
HIGHER
CONVERSION
RATE (CVR)

63%
ACQUISITION
UPLIFT

13%
OF TOTAL FACEBOOK
CONVERSIONS

Search Retargeting Performance

Further scaling performance, Search Retargeting accounts for 13% of all conversions driven by ads on Facebook.

We're here to help. Let's talk.

Get in touch with a specialist to find out how Adobe Media Optimizer can help you get more out of your Search and Facebook advertising.

Contact us [online](#) or call 877-273-6669