

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 Campaign Performance

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

SEARCH

+

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