



Targeted Facebook Ads More Leads and Clicks, *for Less Money*

ORACLE DATA + CUSTOM AUDIENCES

Better Targeting Leads to Better Results

- Access over 1,200 Oracle Data points, including In-Market Prospects and Auto Owner Data
- Narrow target by Income, Credit Score, Lifestyle Data
- Combine with Facebook Custom Audiences

DYNAMIC INVENTORY ADS

Show Prospects Vehicles that Match their Interest

- Inventory feed is updated daily
- Segment inventory feed by Price, Age, Style, etc.
- Re-Target prospects using Facebook pixel

SOCIAL DRIVE PLATFORM (DIY): Self-Managed Ad Campaigns

- Inventory Feed created with links to VDP, with daily updates, to run dynamic ads
- Oracle/Polk Data access is provided, and you can create/import custom audiences
- Pre-Owned inventory can be posted to Facebook Marketplace with daily updates
- Facebook retargeting pixel code created and sent to your website provider to install
- Access to reporting software for creating Facebook ad campaign reports

Access to Social Drive Platform is a DIY solution meant to provide Ad Tools for Advanced Marketers.



SOCIAL DRIVE PLATFORM

ORACLE
Data Cloud



\$200/mo.* Unlimited Campaigns

Friendemic will provide access to a FB Ad Account within our platform for you to manage your own ad campaigns.

*Pricing not inclusive of media spend on Facebook or data fees from Oracle. Friendemic is an Elite Oracle Data Cloud Partner. Requires 6 mo. agreement