



Data-Driven Facebook Advertising Solutions

Facebook's Tremendous Reach + Wiland's Expertly Targeted Audiences

When it comes to social media advertising, it doesn't get any bigger than Facebook. It's a powerful media platform with **tremendous consumer, donor, and subscriber reach**.

However, while Facebook offers some easy-to-use audience targeting tools, they are based on page views, likes, and demographics—things that simply can't compete with the predictive power of proven transaction behavior. This is where **Wiland can take your Facebook advertising to the next level**.

Success in Facebook Advertising...Delivered

The best predictor of future transaction behavior is past transaction behavior, and Wiland has more of this superior, first-party data than anyone else. With it, we can supercharge the impact of your Facebook campaigns through two powerful solutions:



Facebook Co-Targeting

Using our proprietary onboarding tool, we are able to onboard and match your direct mail names to Facebook, empowering you to reach high-response individuals for simultaneous, multichannel advertising. You'll achieve greater visibility with prospects, customers, donors, and subscribers both online and off.



Custom Digital Audiences Delivered to Facebook

Leveraging our vast data and sophisticated predictive analytics, we can pinpoint your ideal audience on Facebook, enabling you to serve them ads with greater precision than ever before. These high-performance audiences are uniquely tailored to achieve your specific campaign goals and are proven to drive improved Facebook campaign results.

Managed Display Campaigns

You can also take advantage of our turnkey solution to digital display, including on Facebook. With Wiland's Managed Display Campaigns, you reap the rewards of our **expert media buying and continuous campaign optimization** services. We target your display advertising precisely, measure results accurately, run A/B testing of creative, and report on the effectiveness of your digital campaigns.

Ready to reach new levels of Facebook advertising success?

Contact us at info@wiland.com or [303.485.8686](tel:303.485.8686) to schedule a test today!