



CONNECTIVE3

HOW TO RUN SUCCESSFUL META CAMPAIGNS IN 2023

ANDREEA POPA

DO FACEBOOK

ADS STILL

WORK?

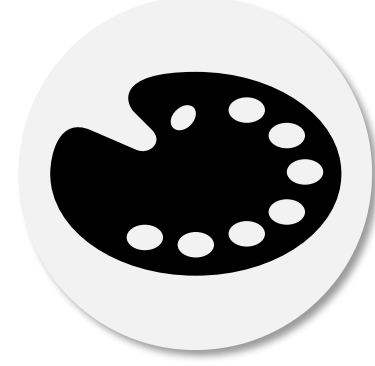
ADAPTING TO **CHANGES** IN THE **MARKET**



**SOLID DATA STRUCTURE
API**



**EMPOWER THE
ALGORITHMS**



**THUMB STOPPING
CREATIVE**



EMPOWER THE ALGORITHMS

connective3

CONSOLIDATE

ACCOUNT

STRUCTURE

LIMIT

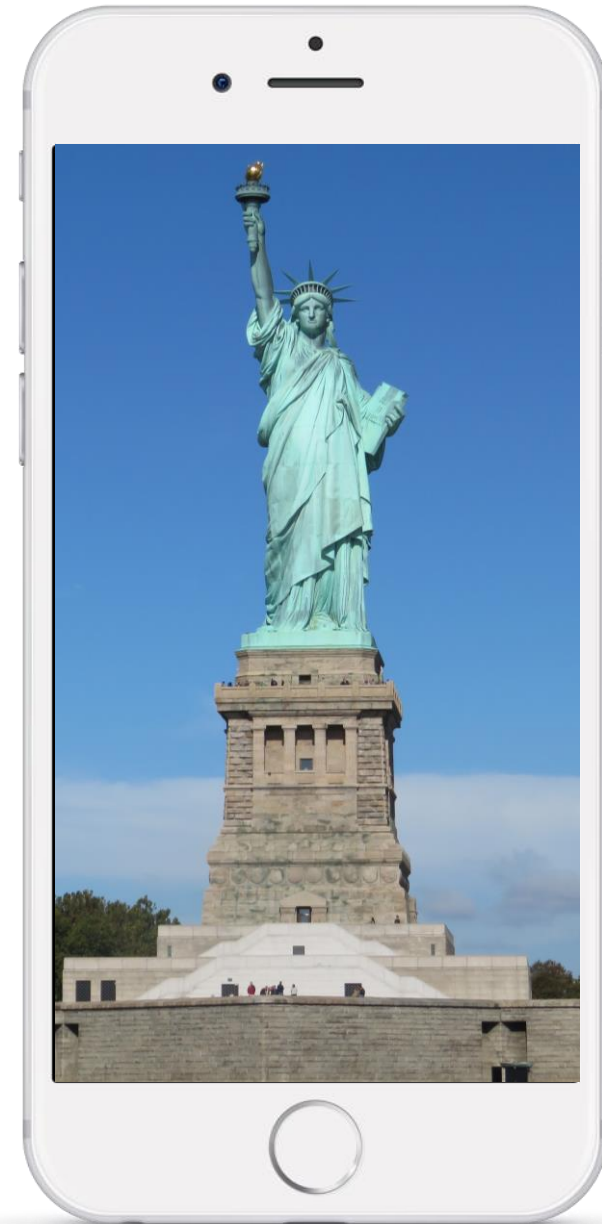
LEARNING

PHASE



THUMB STOPPING CREATIVE

**WE SCROLL
THE HEIGHT *
OF THE
STATUE OF
LIBERTY
EVERY DAY**



*310 ft

STRONG BRANIDNG

1%
CTR


 **Deliveroo**
Sponsored
ID: 3104881176420395

Sit down, relax, we got this. Groceries right to your door in minutes. Order now on the Deliveroo app.




DELIVEROO.CO.UK/GROCERY
Our turn to run to the shops
Groceries delivered in as little as 20 minutes




Order Now

 **Duolingo India**
Sponsored
ID: 1133465750856834

THIS MEANS WAR!



how to say
"cats are better
than dogs"
in three different
languages:

-  Neko wa inu yori mo sugurete iru
-  Māo bǐ gǒu hǎo
-  goyang-iga gaeboda nasda

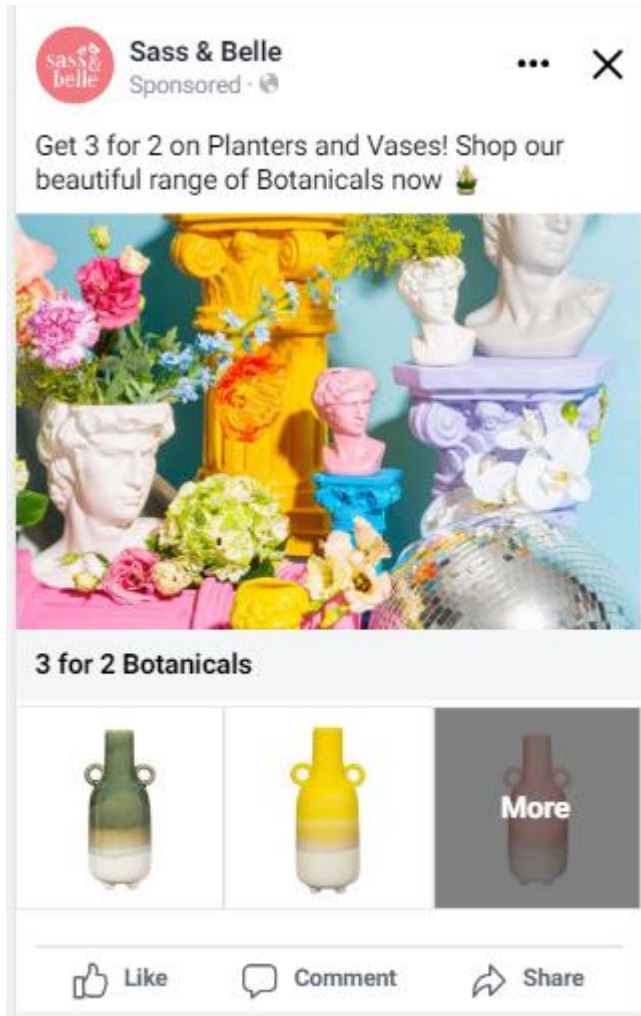
INSTAGRAM.COM
Duolingo India

Visit Instagr...



ALFIE

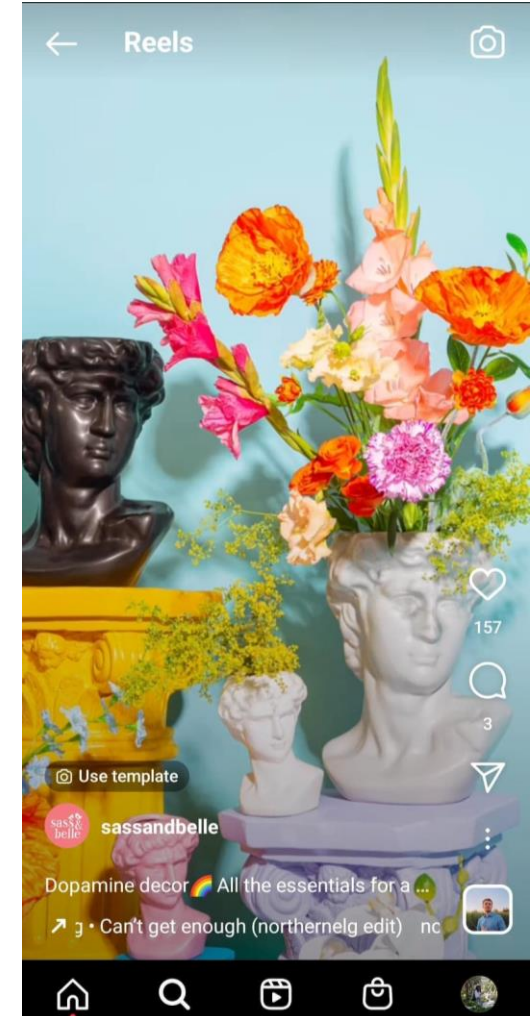
PERSONALISATION AT SCALE



News Feed

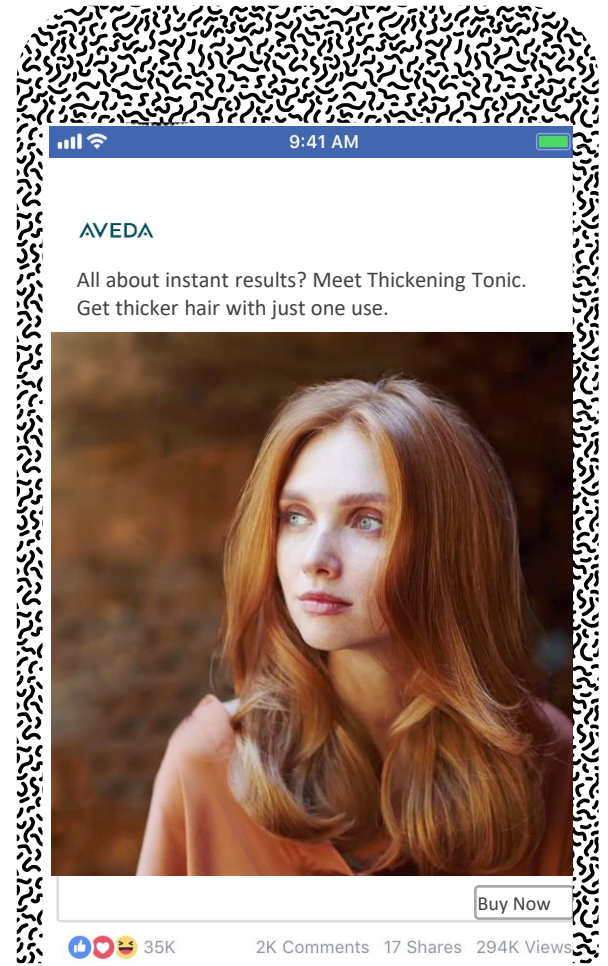
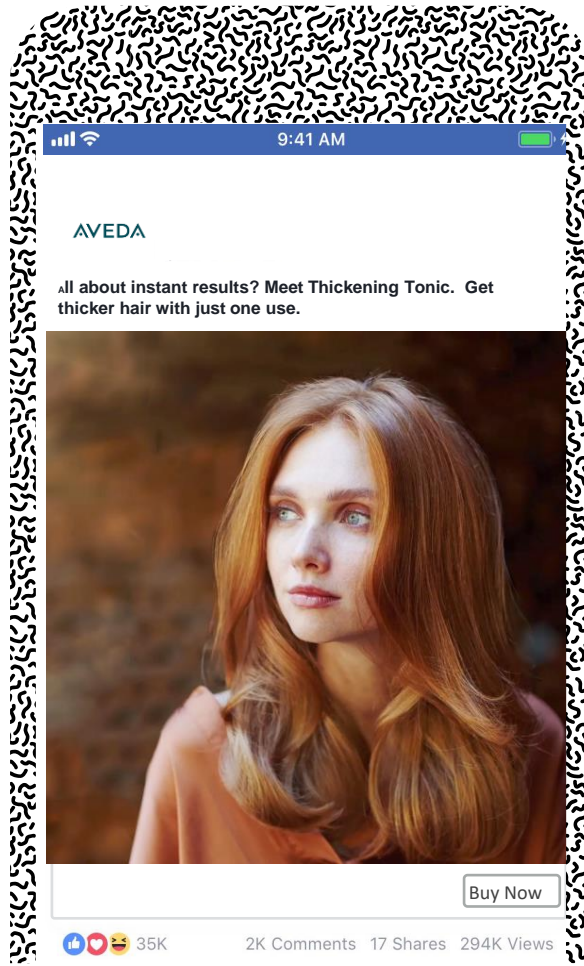
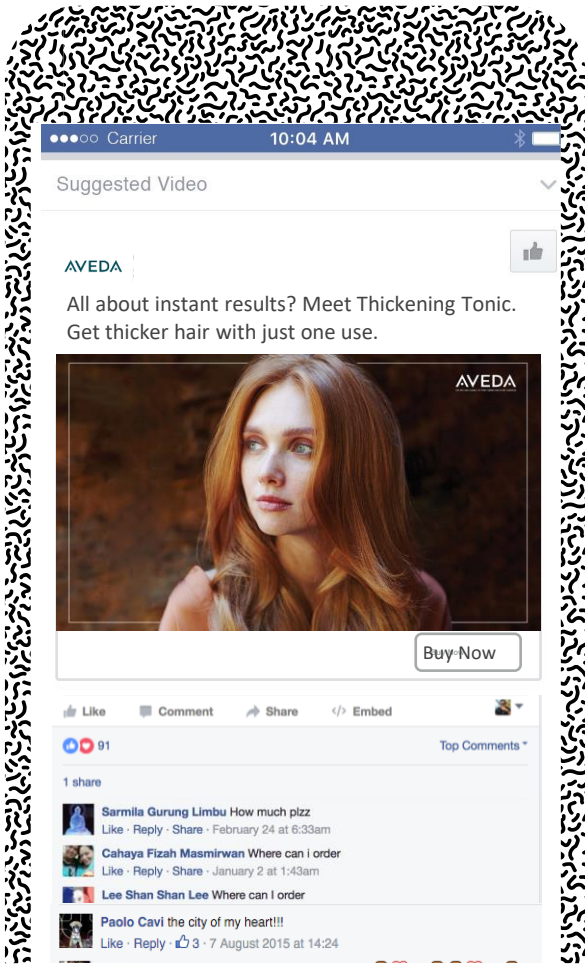


Stories



Reels

ANIMATED IMAGERY



INFLUENCERS & PRODUCT TAGS



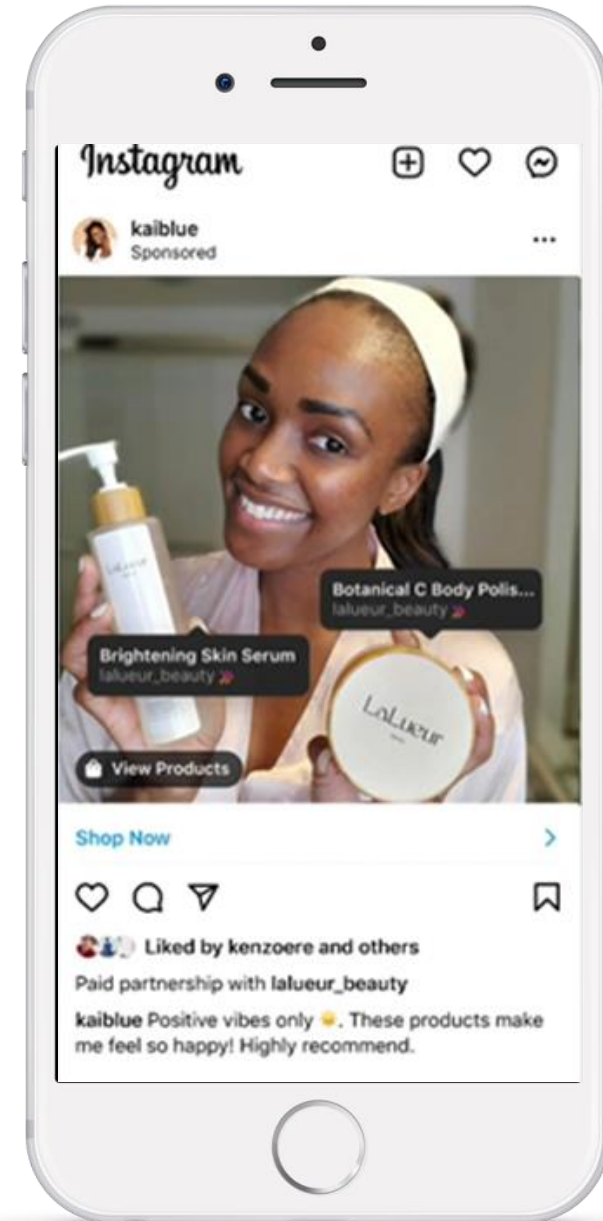
TRUSTWORTHY



COST EFFICIENT



EASILY ACCESSIBLE



SUMMARY



EMPOWER THE ALGORITHM

Consolidate your account

Stay out of learning phase



STRONG BRANDING

Make sure your brand stands out and is memorable



PERSONALISATION AT SCALE

Ads are present on all placements

DCO campaigns



ANIMATED IMAGERY

Increase ad standout with animated imagery



INFLUENCERS AND PRODUCT TAGS

Show your product in action and make it easy to buy



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