



Salesforce Advertising Index

Q1 2015

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Executive Summary

Key Trends with Facebook, Twitter, and LinkedIn



Combined, Facebook, Twitter, and LinkedIn experienced a 49% growth in ad revenue from Q1 2014 to Q1 2015.



Globally, Facebook CPM decreased from Q4 to Q1 by 11% in line with normal seasonal trends in digital advertising.



Facebook Mobile App Install costs vary widely, from \$6 in New Zealand to \$1 in Brazil.



Facebook Audience Network targeted ads were 9% cheaper than Facebook-only ads for Mobile App Install.



Twitter Promoted Tweets Cost Per Engagement (CPE) was flat; engagement rates fell 12%.

Introduction

New Paradigms Emerging in Digital Advertising

The State of Advertising

In the last 18 months there has been a seismic shift in both the entire digital and advertising landscapes. A few of the major shifts:

Mobile is further entrenching itself as the first screen; according to Yahoo, people spend more minutes per day on their mobile devices than watching TV. Fully 88% of those 177 minutes per day we spend with our smartphones and tablets is in mobile apps as compared to mobile web, a percentage that has continued to grow each year.

In 2014, **digital advertising has now surpassed both broadcast and cable television ad revenue** in the US, reported the IAB, to be the largest single channel. It is also the fastest growing channel, with almost \$50 billion in 2014 revenue.

Social advertising spend is exploding. For example, the IAB reports that in the UK, social advertising (led by the likes of Facebook, Twitter, and LinkedIn) reached almost £1B in 2014 which is a staggering 65% year over year increase. Each of these three companies have launched a slew of new products over the last six months and reported record advertising revenue numbers during this period.

New advertising channels are emerging, including Instagram and Snapchat, with new ways to reach audiences at all stages of the marketing funnel. These channels provide a way for advertisers to reach younger demographics where they are increasingly spending their time.

Considerable consolidation is happening in the broader advertising technology ecosystem, including acquisitions and companies closing their doors. As a part of this consolidation, new industry leaders are emerging that focus on empowering companies to use their first party data and take advantage of the large growth in digital video. Facebook itself surpassed YouTube for video views and its views are growing at 91% annually according to Mixpo.

The time for advertising, marketing, and broader CRM to sit in separate silos is ending. New technologies have emerged that create the ability to coordinate and measure efforts accurately across channels and allow a true omni-channel (and customer-centric) journey-focused strategy.

At Dreamforce in October 2014, we launched a scientific study with Facebook looking at the impact of coordinating marketing across two key channels: Email and Facebook advertising. Among many important takeaways, the group that was exposed to messages in both channels were 22% more likely to purchase.

Facebook Custom Audiences and Twitter Tailored Audiences have led the way in bringing CRM powered advertising to reality. In March 2015, we launched our newest Advertising product, Active Audiences, to harness the power of using your own customer data to power advertising.

This revolution in technology will help break down organizational barriers within marketing silos and between brand teams and their agencies. It will also foster tighter collaboration between marketing, sales, and service and create new automations and efficiencies as well as enabling marketers to maintain better data security.



Chris Jacob, Advertising Products
Salesforce Marketing Cloud

Facebook Trends

Seasonal Decline in Advertising Demand but Healthy Ad Engagement Growth

Overall Facebook Performance Metrics By Country

Globally, the overall CPM decreased by 11%, to \$3.30. This reflects normal seasonal trends in digital advertising, with higher costs in Q4 due to advertiser demand for holiday advertisements. Facebook itself shows increased overall revenue in Q4 relative to Q1 both this year and last year in line with the overall advertising industry, as it has matured and become a major channel in digital advertising.

In the United States, the overall CPM decreased from Q4 to Q1, to \$3.72. At the same time, CTR in the US increased to 0.86%, indicating a healthy engagement with the ads. Similar decreases in CPM were seen in multiple other

countries, including France, Germany, and Japan. Ads targeting consumers in these countries, however, both showed a small decrease in CTR, and the CPCs declined relatively less than the CPMs. This decrease in CTR implies that consumers have engaged with ads in these countries at a lower rate in Q1 than Q4.

Australian CPMs increased slightly, but were balanced by an increase in CTR, ending with a slight drop in CPC.

Globally, the overall CPM decreased by 11%, to \$3.30.

	Global Facebook Trends					
	CPM		CPC		CTR	
	Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
Global	\$3.70	\$3.30	\$0.44	\$0.39	0.85%	0.84%
United States	\$4.13	\$3.72	\$0.53	\$0.43	0.79%	0.86%
Canada	\$3.02	\$2.21	\$0.96	\$1.08	0.31%	0.20%
Brazil	R\$3.78	R\$4.34	R\$0.37	R\$0.41	1.03%	1.06%
France	€1.52	€1.41	€0.36	€0.36	0.43%	0.39%
Germany	€2.99	€2.48	€0.27	€0.24	1.11%	1.02%
United Kingdom	£2.63	£2.76	£0.23	£0.24	1.14%	1.15%
Australia	\$5.11	\$5.59	\$0.52	\$0.50	0.98%	1.11%
New Zealand	\$2.87	\$2.08	\$0.85	\$0.41	0.34%	0.51%
Japan	¥744	¥619	¥81	¥74	0.92%	0.84%

* each country denominated in local currency

Industries' Varying Performance On Facebook

In the United States, the Organizations and Associations and Automotive industries are creating very engaging content, with Q1 CTRs of 3.72% and 3.57% respectively, driving CPCs of \$0.18 and \$0.17. Gaming CTR declined about 20%, with a CPC of about \$0.75. Professional Services, Financial Services, and Technology industries had among the highest

CPCs, from \$0.53 to \$0.58, indicating that advertisers in these industries are focused on customers with much higher lifetime values.

In Australia, Automotive ads were highly engaging in both Q4 and Q1, with clickthrough rates of 2.50% and 2.60% respectively. These ads had a relatively efficient CPC of \$0.31




in Q1, despite a relatively high CPM of \$8.04. In contrast, the Gaming industry in Australia only had a CTR of 0.21% in Q1, leading to a CPC of \$1.89.

In France, Consumer Packaged Goods (CPG) saw strong decrease in CPM, from €2.94 to €1.07, matched by a decrease in CTR from 1.47% to 0.48% paired with a slight rise in CPC from €0.20 to €0.22.

In Germany, the Financial Services industry has seen a decrease in CPM from Q4 to Q1, down to €1.78 and the CPC also decreased to €0.24, despite a decrease in CTR. The

Technology industry also saw a decrease in CPM, from €2.51 to €1.81 and a significant decrease in CPC, from €0.45 to €0.25. Professional Services saw the largest percentage increase in CPM at 28% from €4.34 to €5.56, with CPC falling to €0.33 and CTR rising to 1.68%

In the United Kingdom, trends in CPM costs varied across verticals between Q4 and Q1. For example, Consumer Packaged Goods decreased significantly from £2.92 to £2.28, and in Q1, the CPC was £0.18 and CTR was 1.29%. However, CPM and CPC for Gaming were essentially flat.

		United States Facebook Industry Trends					
		CPM		CPC		CTR	
		Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
 <p>United States</p>	Automotive	\$8.57	\$6.01	\$0.33	\$0.17	2.63%	3.57%
	Consumer Packaged Goods	\$6.44	\$4.96	\$0.42	\$0.23	1.55%	2.11%
	eCommerce	\$5.07	\$5.06	\$0.59	\$0.31	0.87%	1.65%
	Education	\$4.66	\$4.62	\$0.50	\$0.47	0.93%	0.99%
	Entertainment	\$5.97	\$6.95	\$0.26	\$0.21	2.33%	3.24%
	Financial Services	\$4.05	\$5.39	\$0.87	\$0.53	0.46%	1.02%
	Food And Beverage	\$5.87	\$5.07	\$0.24	\$0.25	2.41%	2.02%
	Gaming	\$3.14	\$2.76	\$0.69	\$0.75	0.46%	0.37%
	Organizations And Associations	\$4.93	\$6.63	\$0.39	\$0.18	1.28%	3.72%
	Professional Services	\$7.46	\$4.14	\$1.12	\$0.55	0.66%	0.76%
	Retail	\$2.40	\$6.59	\$0.26	\$0.20	0.92%	3.37%
	Technology	\$8.00	\$6.78	\$0.64	\$0.58	1.25%	1.16%
	Telecommunications	\$4.04	\$9.40	\$0.21	\$0.28	1.97%	3.37%
Travel	\$5.60	\$4.03	\$0.28	\$0.39	2.03%	1.05%	
		United Kingdom Facebook Industry Trends					
		CPM		CPC		CTR	
		Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
 <p>United Kingdom</p>	Automotive	£2.37	£3.63	£0.20	£0.19	1.16%	1.91%
	Consumer Packaged Goods	£2.92	£2.28	£0.21	£0.18	1.39%	1.29%
	eCommerce	£4.15	£3.90	£0.39	£0.51	1.07%	0.77%
	Entertainment	£2.77	£2.72	£0.10	£0.09	2.75%	3.14%
	Financial Services	£3.52	£3.31	£0.44	£0.41	0.80%	0.80%
	Food And Beverage	£2.19	£1.90	£0.19	£0.18	1.15%	1.08%
	Gaming	£1.48	£1.51	£0.62	£0.61	0.24%	0.25%
	Government And Politics	£4.47	£4.87	£0.39	£0.86	1.16%	0.57%
	Organizations And Associations	£2.97	£2.65	£0.17	£0.09	1.76%	2.99%
	Professional Services	£2.75	£2.90	£0.32	£0.31	0.85%	0.93%
	Retail	£3.47	£3.57	£0.17	£0.27	2.10%	1.34%
	Technology	£2.31	£4.01	£0.31	£0.33	0.75%	1.22%
	Telecommunications	£2.14	£3.22	£0.31	£0.44	0.69%	0.74%
Travel	£2.63	£2.32	£0.15	£0.15	1.77%	1.54%	
		France Facebook Industry Trends					
		CPM		CPC		CTR	
		Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
 <p>France</p>	Automotive	€3.95	€ 2.20	€0.32	€ 0.31	1.24%	0.70%
	Consumer Packaged Goods	€2.94	€ 1.07	€0.20	€ 0.22	1.47%	0.48%
	eCommerce	€3.39	€ 4.28	€0.30	€ 0.34	1.12%	1.25%
	Entertainment	€1.34	€ 3.53	€0.25	€ 0.40	0.53%	0.88%
	Gaming	€1.27	€ 1.03	€0.62	€ 0.64	0.21%	0.16%
	Technology	€3.17	€ 1.07	€0.26	€ 0.29	1.24%	0.36%
	Telecommunications	€3.71	€ 3.03	€0.31	€ 0.16	1.19%	1.93%
	Travel	€0.81	€ 0.82	€0.45	€ 0.35	0.18%	0.23%

		Germany Facebook Industry Trends					
		CPM		CPC		CTR	
		Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
 <p>Germany</p>	Automotive	€2.65	€ 1.23	€0.22	€ 0.20	1.20%	0.61%
	Consumer Packaged Goods	€3.60	€ 3.35	€0.28	€ 0.28	1.30%	1.20%
	eCommerce	€3.52	€ 2.40	€0.40	€ 0.40	0.89%	0.59%
	Entertainment	€3.40	€ 3.92	€0.12	€ 0.08	2.82%	4.72%
	Financial Services	€4.06	€ 1.78	€0.37	€ 0.24	1.11%	0.75%
	Food And Beverage	€3.12	€ 1.75	€0.18	€ 0.13	1.71%	1.36%
	Gaming	€2.26	€ 1.68	€0.23	€ 0.29	1.00%	0.58%
	Professional Services	€4.34	€ 5.56	€0.38	€ 0.33	1.15%	1.68%
	Retail	€3.42	€ 2.74	€0.19	€ 0.17	1.79%	1.61%
	Technology	€2.51	€ 1.81	€0.45	€ 0.25	0.55%	0.73%
	Telecommunications	€2.62	€ 2.81	€0.27	€ 0.19	0.98%	1.47%
Travel	€4.45	€ 4.55	€0.29	€ 0.27	1.51%	1.70%	
		Australia Facebook Industry Trends					
		CPM		CPC		CTR	
		Q4 2014	Q1 2015	Q4 2014	Q1 2015	Q4 2014	Q1 2015
 <p>Australia</p>	Automotive	\$8.68	\$8.04	\$0.35	\$0.31	2.50%	2.60%
	Consumer Packaged Goods	\$5.70	\$6.17	\$0.33	\$0.18	1.71%	3.36%
	eCommerce	\$10.12	\$10.36	\$0.89	\$1.03	1.14%	1.01%
	Entertainment	\$5.57	\$5.62	\$0.21	\$0.21	2.65%	2.64%
	Financial Services	\$2.74	\$1.86	\$0.99	\$0.89	0.28%	0.21%
	Food And Beverage	\$6.78	\$6.60	\$0.39	\$0.32	1.74%	2.06%
	Gaming	\$3.21	\$3.89	\$1.30	\$1.83	0.25%	0.21%
	Government And Politics	\$4.04	\$4.73	\$0.13	\$0.30	3.16%	1.56%
	Organizations And Associations	\$7.33	\$5.60	\$0.16	\$0.10	4.47%	5.54%
	Professional Services	\$6.13	\$9.27	\$0.90	\$0.93	0.68%	0.99%
	Retail	\$4.50	\$9.38	\$0.55	\$0.33	0.81%	2.81%
Technology	\$7.34	\$4.20	\$0.46	\$0.36	1.61%	1.18%	
Travel	\$6.01	\$4.14	\$0.34	\$0.40	1.77%	1.04%	

Mobile App Install Ads Cost Vary By Country

Mobile apps are a critical component of how consumers spend their time; according to Yahoo, 88% of the time that consumers spend on mobile devices is spent in apps, totaling 37:28 hours per month, according to Nielsen. Apps are used by all different types of companies, from social networks and gaming companies to two-thirds of Fortune 500 companies (Statista). For this report, we examine the Cost Per Install (CPI) for mobile app install campaigns across many different countries, translated into USD.

Overall, mobile app install costs varied widely by country. New Zealand and Sweden were the most expensive countries to run mobile app install campaigns in Q1, at \$6.16 and \$5.28 respectively. After that is Australia (\$5.22), Canada (\$4.72), and then a cluster of European countries ranging from Germany to Spain. The United States (\$3.04), and Japan (\$2.79) follow. Italy and Turkey have substantially

Mobile app install costs varied widely by country.

lower CPIs than the other European countries examined and Brazil and Malaysia have the least expensive CPIs of the examined countries.

The CTRs for mobile app install ads also vary widely by country, from a low of 0.64% in Australia, or 0.65% in United Kingdom to a high of 1.26% in Japan.

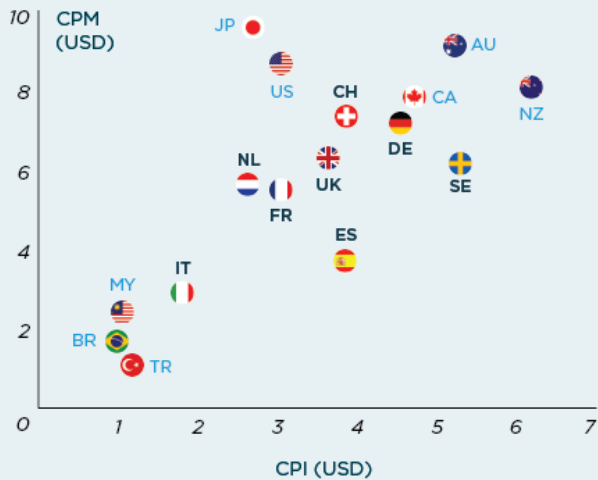
Advertisers can examine what countries that they target with app install campaigns today, either within a given region or as a part of a larger global rollout, test if adding different geographies can produce better results.

Desktop-Only Ad Costs Exceed Mobile-Only Ad Costs

In both Q1, Desktop Feed CPM was much higher than Mobile Feed CPM in the United States. In Q4, Desktop Newsfeed CPM was \$12.69 and Mobile Newsfeed CPM was \$7.22. That gap further grew in Q1, with Desktop rising to \$12.86 and Mobile actually decreasing to \$6.63.

Consumers are increasingly spending time on Facebook on mobile devices, which increases the available inventory of impressions on mobile. Several types of advertisers still

For Mobile App Install Ads, Countries Vary Widely In Both CPM And CPI



Newsfeed only, and previous analysis has shown that it is usually more cost-effective to buy ads across both desktop and mobile simultaneously.

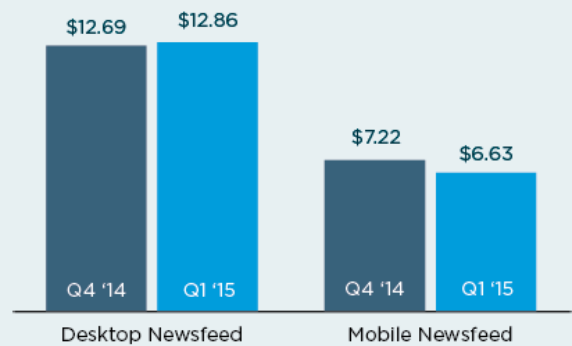
Advertisers should continue to test different ad placements on Facebook, and where possible embrace the mobile-first nature of the platform.

Facebook Audience Network Delivers Less Expensive Impressions for MAI

Facebook Audience Network is a relatively new way of placing ads and in this report, we provide an early look at its effectiveness for Mobile App Install ads. For these ads, the Facebook Audience Network provided a 9% cheaper CPM than just targeting the Mobile Feed in Q1.

	Mobile App Install (USD)		
	CPM	CTR	CPI
Australia	\$9.14	0.64%	\$5.22
Brazil	\$1.82	1.08%	\$1.00
Canada	\$7.80	0.75%	\$4.72
France	\$5.46	0.79%	\$3.06
Germany	\$7.25	0.84%	\$4.52
Italy	\$2.86	0.70%	\$1.78
Japan	\$9.64	1.26%	\$2.69
Malaysia	\$2.26	0.98%	\$1.02
Netherlands	\$5.61	0.77%	\$2.62
New Zealand	\$8.12	0.67%	\$6.16
Spain	\$3.75	0.74%	\$3.83
Sweden	\$6.18	0.73%	\$5.28
Switzerland	\$7.32	0.67%	\$3.84
Turkey	\$1.22	0.66%	\$1.15
United Kingdom	\$6.34	0.65%	\$3.67
United States	\$8.66	0.97%	\$3.04

Desktop Newsfeed Ads Are More Expensive Than Mobile Newsfeed Ads Placed In Only One Newsfeed, Targeting the US (CPM)



focus on desktop ads, including eCommerce companies which are still using traditional re-targeting solutions on Facebook that are desktop-only instead of the brand-new Dynamic Product Ads.

At the same time, the percentage of Facebook users who only use the desktop app continued to drop, reaching a low of 14.7% in Q1, down from 16.2% in Q4 and 24.1% in Q1 2014.

Note that this analysis was conducted on ads bought on the Facebook Desktop Newsfeed only and Facebook Mobile

Desktop Feed CPM was much higher than Mobile Feed CPM

Facebook Audience Network provided a 9% cheaper CPM than just targeting the Mobile Feed

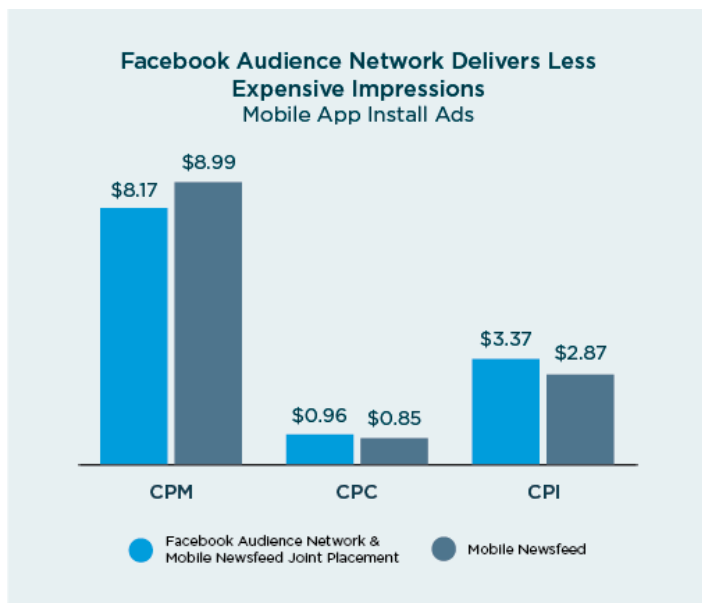
However, advertisers are engaging with the ads at a lower rate on the Facebook Audience Network, as shown by both a 20% lower CTR and then a 3% lower install conversion rate with the people who do click on the ads. These factors drove an 18% higher CPI (\$2.87 versus \$3.37). Advertisers using Facebook Audience Network must be especially careful of their ad targeting, in order to maintain sufficiently high install conversion rates and the desired CPI.

Facebook Audience Network has delivered relatively inexpensive impressions, but also lower conversion rates, than Facebook's mobile newsfeed ads. This is akin to

the media pricing and performance of other major ad platforms that launched with offerings of ads powered by and delivered on their core properties, and then were syndicated to third party ad placements.

This report highlights mobile app install ads because these ad buyers have been the fastest to experiment with and adopt this new ad placement. We expect Facebook Audience Network to gain broader usage in the second half of 2015, as brand advertisers harness the ability to use Facebook targeting to reach people in apps like Shazam and Huffington Post.

Advertisers can continue to experiment with Facebook Audience Network ads as Facebook continues to adjust these ad units to improve their performance. These ads are becoming ever more important as more publishers adopt them, including some of the partners in the Facebook Instant Articles program announced in May 2015, which can choose to use Facebook Audience Network ads.



oCPM Works to Drive Actions; CPC works to Drive Clicks

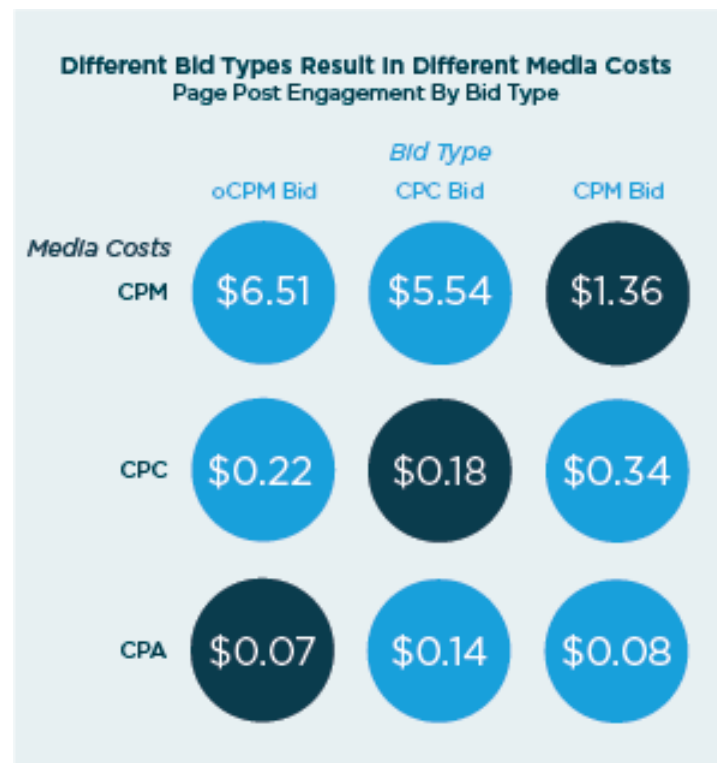
The bid type you use on Facebook determines how Facebook optimizes your ad placements and who sees your ads, and Facebook does a great job matching results to the bid type chosen.

We examined this for the Page Post Engagement Facebook Objective, and the top three Bid Types: oCPM, CPC, and CPM. When advertisers bid with the CPM bid type, Facebook delivers relatively inexpensive impressions (\$1.36) to an audience with a lower propensity to click on

Facebook does a great job matching results to the bid type chosen.

the ads, resulting in a higher CPC. With CPC bids, the cost per click is the lowest at \$0.18, but the users are just clicking on the ad, not engaging with it in other ways. With oCPM, advertisers can be optimizing on many different things, but one is engagement on the post, and thus the Cost Per Action (CPA) is the lowest at \$0.07, half of CPC, while the cost per click is only marginally higher than with CPC, at \$0.22.

Consider choosing your Facebook bid types to align to your business objectives, and don't hesitate to use oCPM to bid directly on the results you want.



Twitter Trends

Promoted Tweets See No Change in CPE

Social.com customers use two major ad types on Twitter; Promoted Accounts and Promoted Tweets. Promoted Accounts are used to drive new followers for a given Twitter handle, while Promoted Tweets focus on all other objectives. Neither ad type can be bid purely for impressions, on a CPM basis, so any CPM-based analysis shows the media cost despite bidding on engagement-based objectives.

Both major ad types saw a decrease in CPM and a slight increase in cost per engagement (CPE) from Q4 to Q1; Promoted Tweets only rose one cent in CPE, to \$0.45 in the United States. However, the engagement on the ads fell from 2.28% to 2.00%, and the CPM decreased to \$8.92.

Because there are many more ways to engage with a Promoted Tweet (e.g. link click, favorite, or retweet) than

a Promoted Account (just following the account), the CPE for Promoted Tweets remains about half that of Promoted Accounts.

On Twitter, advertisers cannot bid on a CPM basis, but must bid for some action, such as any click on a Tweet, link clicks, or video views. Therefore, you can focus on measuring the specific metrics that matter to your campaigns.

Promoted Tweet CPE was flat from Q4 to Q1



LinkedIn Trends

LinkedIn Advertising Platform Costs Decline, Advertisers Grow

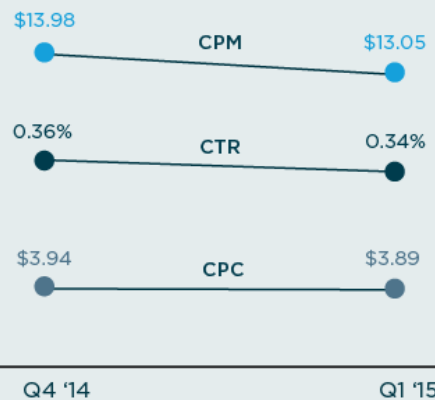
On LinkedIn, the CPM in the United States declined from Q4 to Q1 to \$13.05, indicated a general maturing of the advertising platform. LinkedIn revenue from ads, according to their latest earnings report, has risen rapidly, with \$119M in revenue from selling ads in Q1 2015, a 38% increase from Q1 2014. At the same time, Sponsored Updates (the in-feed ad unit that social.com supports) rose to 40% of advertising revenue, up nearly double the prior year, according to Ad Age. The slight decrease in CPM indicates that more advertisers are buying more ads, not just existing advertisers are paying more for the same inventory. This bodes extremely well for the health of the LinkedIn advertising ecosystem.

On LinkedIn, the CPM in the United States declined from Q4 to Q1 to \$13.05, indicated a general maturing of the advertising platform.

The CPC of LinkedIn also declined slightly, to \$3.89, because users continued to engage with the ads at approximately the same rate, with CTR declining just 0.02 percentage points between the two quarters.

Advertisers can take advantage of the premium audience on LinkedIn by creating campaigns that drive specific actions on your websites, such as filling out a test drive form for a new car at a dealership.

LinkedIn Sees Decrease in CPM, CTR, & CPC



Credits & Appendix

We extracted advertising data covering more than two trillion ad impressions and 200 billion ad engagements by Salesforce Marketing Cloud customers from October 2014 to March 2015. This covered advertising on Facebook, Twitter, and LinkedIn across the globe. This aggregate data in no way represents any official position of Facebook, Twitter, or LinkedIn for advertising trends nor any individual advertiser.

Aggregate advertiser data is anonymized, categorized, and checked for consistency and accuracy before being included in any index presented in this report. This information is presented under Safe Harbor and should not be considered as any official statement by Salesforce. Please seek appropriate advice and counsel prior to making any advertising or business decision.

Where possible, quarter over quarter trends were analyzed with a single index of companies to control for differences in advertisers. For some analysis, including when more than three quarters of data are shown, a larger index of advertisers were used. For this reason, individual tables of industry data can't be aggregated to arrive at total numbers.

In Q1 2015, Salesforce social.com changed how we analyzed ads for each country. All of the benchmark data is now based on the targeting of individual ads, and results in

the most accurate benchmark data possible. However, social.com strongly urges you to not compare prior quarters data directly to this report.

Additionally, we have recategorized all of our customers' spend into the same industries that Facebook uses to segment its advertisers (plus separating out Food And Beverage, a key industry for advertisers).

The benchmark report was authored and constructed by members of the Product Marketing team, with support from members across the Salesforce Marketing Cloud. We acknowledge the work of Zachary Reiss-Davis, Hilary Givens, and Kyle Graden in leading this effort with data support from Julien Grouteau, along with executive sponsorship from Liam Doyle.

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What is Salesforce Advertising?

Drive real business results and manage your advertising campaigns at scale with Social.com. Active Audiences unlocks your CRM data in Salesforce to securely and powerfully reach your customers, target lookalikes, and optimize advertising within the customer journey.

Manage advertising at scale

Reach customers on any device and channel with advertising powered by identity based targeting via Facebook, Instagram, Twitter, LinkedIn and Mobile Publishers. Social.com has helped large agencies and brand teams around the world run millions of campaigns with sophisticated business goals. So whether it is creating complex campaigns, facilitating efforts and intelligence across advertising teams, or visualizing and reporting on performance, you can tailor your advertising approach to your digital marketing strategy with Social.com

Activate your customer data Activate your customer data

Use the data you already have about your customers from their email, mobile push interactions, and their purchases on your site to securely sync with Facebook and Twitter. Engage with them at the right moment along the customer journey, or find new customers who have similar behaviors to your best ones. Active Audiences also integrates with the major CRM onboarding partners, so you can connect your data with the entire DMP and DSP ecosystem.

Social.com and Active Audiences are part of Marketing Cloud as part of the Customer Success Platform. This includes sales, service, marketing, community, analytics and apps.

Marketing Cloud and Social.com are a Facebook Marketing Partner, Instagram Ads API Partner, Twitter Certified Partner and LinkedIn Sponsored Updates Ads API Partner.

About Salesforce: Salesforce is the world's largest provider of customer relationship management (CRM) software.

For more information about Salesforce (NYSE:CRM), visit www.salesforce.com

