



Digital Communications

Facebook Atlas

Real People, Cross Everything



People Based Marketing?

35% of impressions don't reach the expected audience

40% of consumers start their journey on one device and finish it on a different one

94% of conversions happen in the physical world

(Source Consumer Barometer Study, TNS Infratest 2015)

And then came Atlas!



Atlas is a Facebook ad serving platform



Works by tracking Facebook's persistent ID instead of Cookies



It is platform agnostic & serves ads in multiple media channels



Helps mapping better the consumer journey



Multiple versions of the same ad,
each targeting different user profiles,
could be produced and then served accurately via
Atlas.

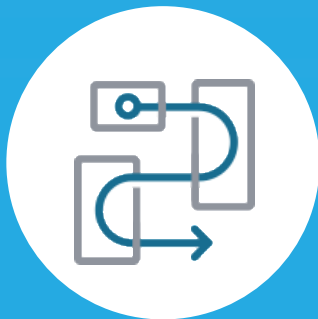


Atlas has the ability to determine if a product was purchased on a desktop after viewing an ad on a mobile device



Atlas can also follow relationships between online advertising and offline sales.

If a consumer purchases a product and discloses their email address, Facebook Atlas could let the store know if and when that person viewed its ad on the Web.



Cross-Everything

Reach and measure
real people everywhere,
at any time.



Consumer-Led

Tell your brand story in
the formats that
consumers care about.



Value

Improve your bottom
line with people-based
marketing.



A quick glance at Atlas



Overview

Media Plan

Ads

Targeting

Tracking Pixels

Campaign Overview

Everything you need to set up your campaign in Atlas is here. Manage your media plan, create ads and target your audience.



Media Plan

1



Ads

1



Targeting

1



Tracking Pixels

1



Default Ad



Apr 15
Panayiotis ...



BaaS Atlas
Campaign Test1

Campaign

Overview

Media Plan

Ads

Targeting

Tracking Pixels

Ads

Ads

Click-Through URLs

1 ad



Search

Show Filters

+ Create

Import

Export



Name

Click-Through URL

Placements

Targeting Groups

Edited ▼



Ad300250-1

URL 1

<https://baas.workable.com/jobs/23...>

1

0

Apr 13

Panayiotis Kaza...

Targeting

Targeting Groups

1 targeting group

Search

Show Filters

Create

Import

Export

Prioritize

<input type="checkbox"/>	Name	Audience	Start	End	Placements	Edited	Priority ▲
<input type="checkbox"/>	BaaS audience	BaaS Aud1	-	-	1	Apr 13 Panayiotis K...	-

BaaS Atlas
Campaign Test1

Campaign



Overview

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Edit Targeting Group

Name *

BaaS audience

Audience

BaaS Aud1



Edit

Unverified vendor code and unverified domains called by flash ads will be blocked.

Priority

None



Targeting Groups without a priority will be ranked lowest.

Frequency Cap



Enable frequency cap for this targeting group

2

impressions every

30

days

Start and End Dates



Serve this targeting group only on certain dates

Edit Audience

Name *

BaaS Aud1

Description

How would you summarize the audience?

Locations

Greece



Athens, Attica (region)



Include ▾ | Add locations

Home location or Device IP ▾ 

Age

25 ⇅

–

49 ⇅

The size of this audience will reflect the number of people on Facebook who match your age settings.

Gender

All

Men

Women

Device Type

All

Mobile

Desk/Laptop



BaaS Atlas
Campaign Test1

Campaign

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Tracking Pixels

Tracking Pixels

1 tracking pixel

Show Filters

- Create
- Assign
- Unassign
- Import
- Export

<input type="checkbox"/> Name	Click-Through URL	Placements	Edited ▾
<input type="checkbox"/> baas tp1	URL 2 http://baas.gr	0	Apr 16 Panayiotis Kaza...



Thank you!