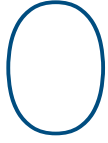



# Getting Started with Shopalyst : Media Plan recommendation for Facebook Ads



Sharpen targeting leveraging audience recommendations from our Brand Knowledge Graph

Taking a layered approach to targeting to prioritize the most valuable audiences helps brands drive higher ROAS from their campaigns. Talk to your Shopalyst representative to learn how you can leverage our platform to find the best audience for your brands.

## Facebook audiences with active interest on a curated set of topics

 Audiences

shortlyst (849508055156596)


Create Audience
Edit
Share
Delete
...

Search by name

☒ All Audiences


Filter

Quick Look
Type
Availability
Source



Name	Type
Shopper Traits - hair serums	Saved Audience
Shopper Traits - hair oils	Saved Audience

Brand first party audiences with related purchase intent

 Audiences

shortlyst (849508055156596)

Create Audience
Edit
Share
Delete
...

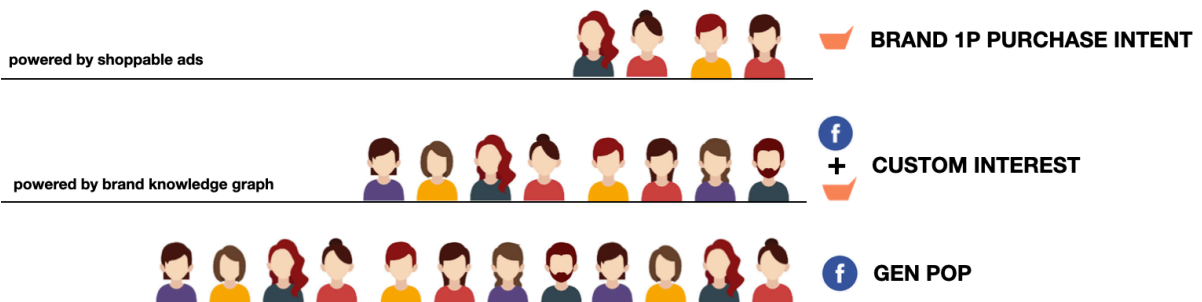
Search by name

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Filter

Quick Look
Type
Availability
Source

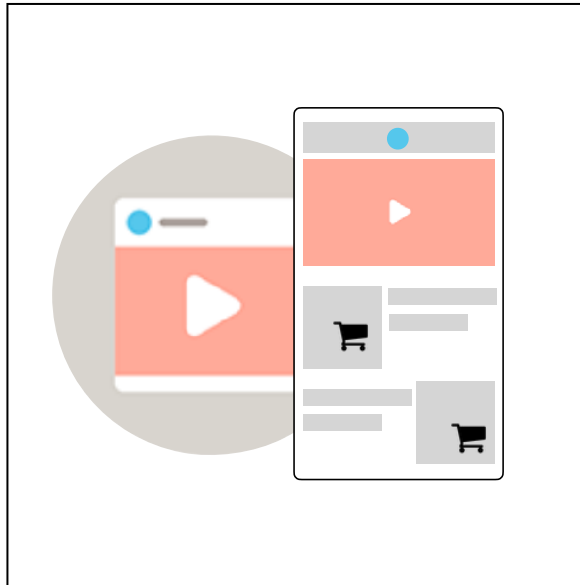
Name	Type
Active Shoppers - eye creams	Custom Audience Website
Active Shoppers - hair serums	Custom Audience Website
Active Shoppers - hair oils	Custom Audience Website
Active Shoppers - hair creams	Custom Audience Website
Active Shoppers - hair & scalp treatments	Custom Audience Website
Active Shoppers - creams, gels & lotions	Custom Audience Website
Active Shoppers - shampoos	Custom Audience Website



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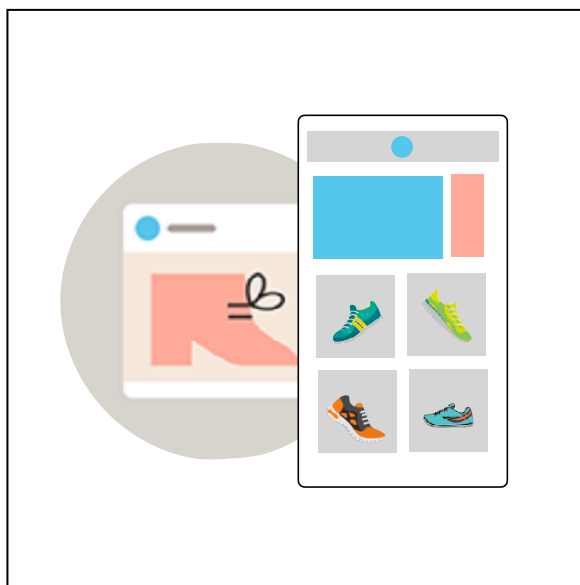
### 1 Awareness

Since awareness campaigns primarily drive brand equity, brands should use a CTA that lands the user on a page that features related content to build brand awareness. Easy placement of related products helps build product visibility. Click on the products will lead to a page that offers product information, comparison shopping and an easy path to purchase



### 2 Discovery

Leverage Facebook formats like Collection Ads, Instant Experience Ads and Instagram Stories with a tagged catalog to drive product discovery by audiences already exposed to your awareness campaigns. The necessary product feed for each campaign, and the corresponding landing page with comparison shopping is auto-generated by Shopalyst Studio.



## 3

**Shopping**

For active shoppers from your first party audience , as well as audiences exposed to your awareness campaigns, we recommend a follow on conversation using a catalog sales ad personalized to the audience segment. This will help drive consideration and sell through. The necessary product feed for each campaign, and the corresponding landing page with comparison shopping is auto-generated by Shopalyst Studio.

