



SOCIAL MEDIA ADS

Targeting and testing

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1 Social media landscape



Social media landscape



- General interest
- Journalists
- Young people
- Professionals
- General interest
- 35+ y.o.
- Think-tanks
- Students
- Consultancies
- Brings together audiences from all platforms
- Organisations and campaigns
- NGOs
- Young professionals
- Researchers

Social media landscape

430 million
citizens



27 Member
States



24 official
languages



2 Evolution of social media



Evolution of social media

- Different consumption
- Emerging/disappearing of platforms
- Measurements
- New algorithm

Handwritten mathematical notes and a Facebook logo. The notes include various equations:

- $f(w) = \int f(x) e^{-2\pi i x w} dx \frac{dt}{dt}$
- $\nabla \cdot E = 0$, $\nabla \times E = -\frac{1}{c} \frac{\partial H}{\partial t}$, $\nabla \cdot H = 0$, $\nabla \times H = \frac{1}{c} \frac{\partial E}{\partial t}$
- $\nabla \cdot \Psi = H \Psi$
- $p(\frac{\partial v}{\partial t} + v \cdot \nabla v) = -\nabla p + \nabla \cdot T + f$
- $H = -\sum p(\omega) \ln p(\omega)$
- $\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t}$
- $TC(Q, q_i, m_i) = \sum_{i=1}^n [\frac{D_i}{m_i} + \frac{q_i H_i}{2} (m_i (1 - \frac{D_i}{P_i}) - 1) 2 \frac{D_i}{P_i}] +$
- $\begin{bmatrix} \frac{d \Delta p(s, \phi)}{d \phi} \\ \frac{d \Delta M(s, \phi)}{d \phi} \end{bmatrix} = \begin{bmatrix} \beta & -\beta \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$
- $\frac{d \Delta p(s, \phi)}{d \phi} = \frac{\pi}{n} \{ \frac{\pi^2}{17} + (k_2)^2 \}$

3 Advertising on social media



Advertising on social media

- **Objectives**

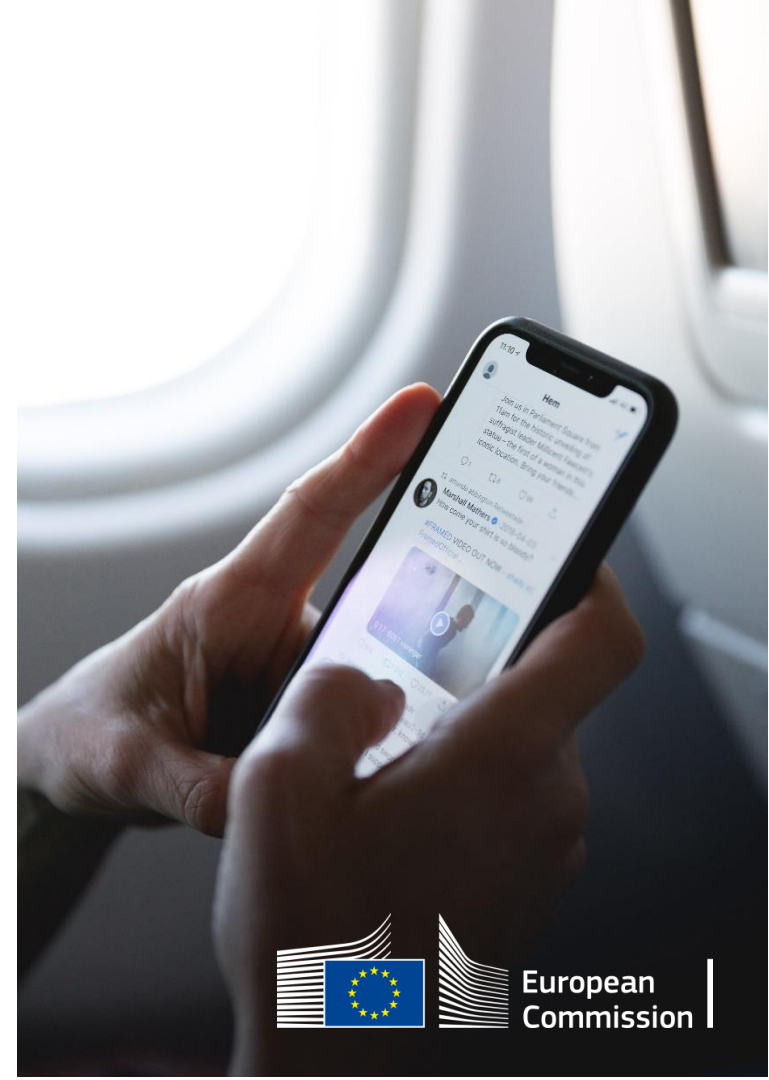
- Awareness / Consideration

- **Audiences**

- Broad / Narrow

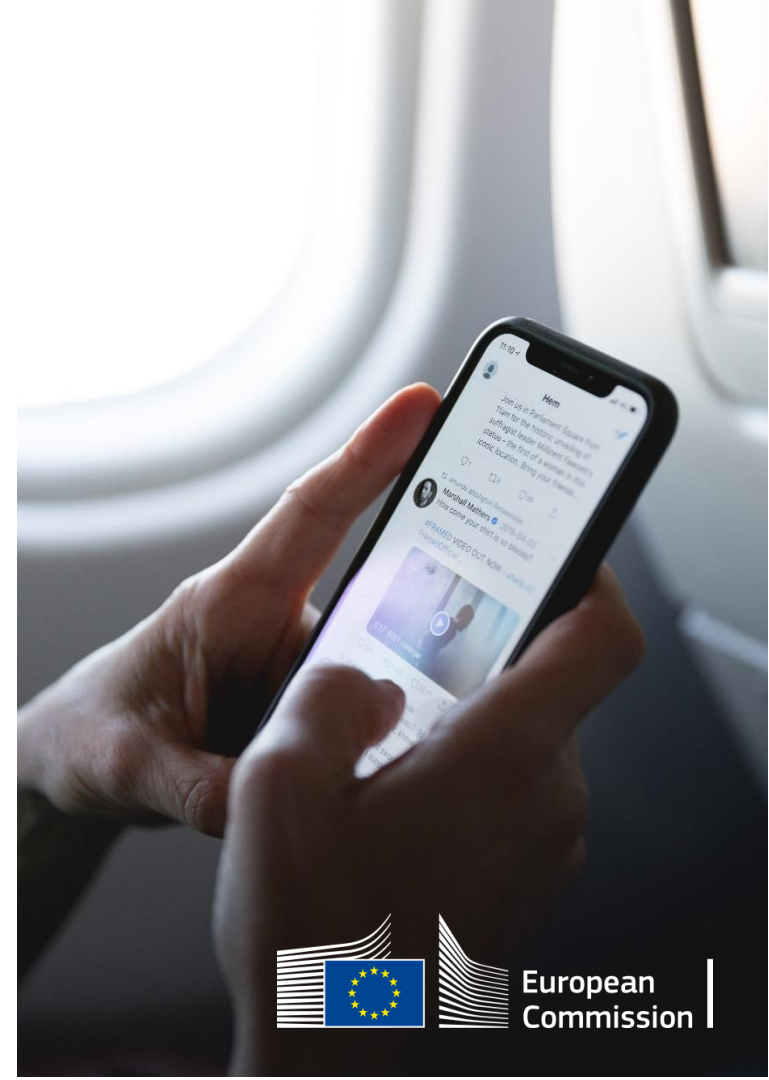
- **Creatives**

- Photo / Video / Interactive



Advertising on social media

- Benefits
- Consistent storytelling
- Long-term plan



4 The saliency of targeting



The saliency of targeting and its limits

- **Why targeting?**

- Location
- Behaviour
- Demographics
- Connections
- Interests

- **A/B testing**

- Testing creatives and/or audiences



The saliency of targeting and its limits

- **Location**

Reaching people in their cities, communities and countries.



The saliency of targeting and its limits

- **Behaviour**

Select people based on their online persona.



The saliency of targeting and its limits

- **Demographics**

Select an audience based on age, gender, education and professions etc.



The saliency of targeting and its limits

- **Connections**

Reach people who are connected to our page or who have attended our event.



The saliency of targeting and its limits

- **Interests**

Choose your audience based on what they like on social media or create look-alikes



The saliency of targeting and its limits

- **Social issue ads**

Meta and Twitter platforms have restrictions:

- Trans-national ad campaigns
- ID verification process
- Cause-based advertising vs Political ads



The saliency of targeting and its limits

- **Meta verification process**
 - ID-verified personal account
 - Set-up of disclaimers
 - Ad library



5 The saliency of assessing



The saliency of assessing

- **What's the outcome?**
 - What works and what does not work
 - Based on creatives and/or audiences
 - Reaction and adaption





**Thanks for your
attention!**



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