

BUILDING ESSENTIAL CONNECTIONS: Expanded Premium Ads

At Facebook, we believe that businesses will be better in a connected world. That's why we connect 800 million people and their friends to the things they care about. Your Page is the place where your business connects with people. And Facebook Ads help you reach those people, and their friends, more often.

Our expanded Premium Ads in particular can be twice as effective as before. These ads put your Page's voice on the Home Page, in front of your ideal audience. For your fans, and friends of your fans, your ad will expand to show what people are saying about your brand alongside your brand's message, all in one. The ad expands to include this enhanced social context at no additional cost to you.

When people see the combination of your brand's message and what their friends are saying about your brand, the ad is twice as effective: **ad recall can double and engagement increases.**

When people hear about you from friends, they listen. We'll expand your ad with stories from friends who have already connected.

Ads are better when they come from your Page posts. These Premium ads appear on the Home Page and create a seamless experience between your Page and your ads.

The screenshot shows a Facebook News Feed for user Jordan Blackthorne. The feed includes several posts: a link from Thought Catalog, a post from Ashley Benson about 'It Gets Better Project', a post from Eric Mah-Hing about league colors, and a post from Puck and Punk about NHL color scales. A sponsored ad for 'Ides of March' is highlighted, showing a video player and social interaction elements like 'Like' and 'Comment' buttons. The ad also features a 'Sponsored' label and a 'Recent Post' section showing a post from Ides of March.

Sponsored



Jim Squires likes Ides of March.

RECENT POST



Ides of March

Rolling Stone calls Ides of March "A big, bruising thriller." –Peter Travers



3 5 · Like

Sponsored



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RECENT POST



Ides of March
Rolling Stone calls Ides of March "A big, bruising thriller." –Peter Travers



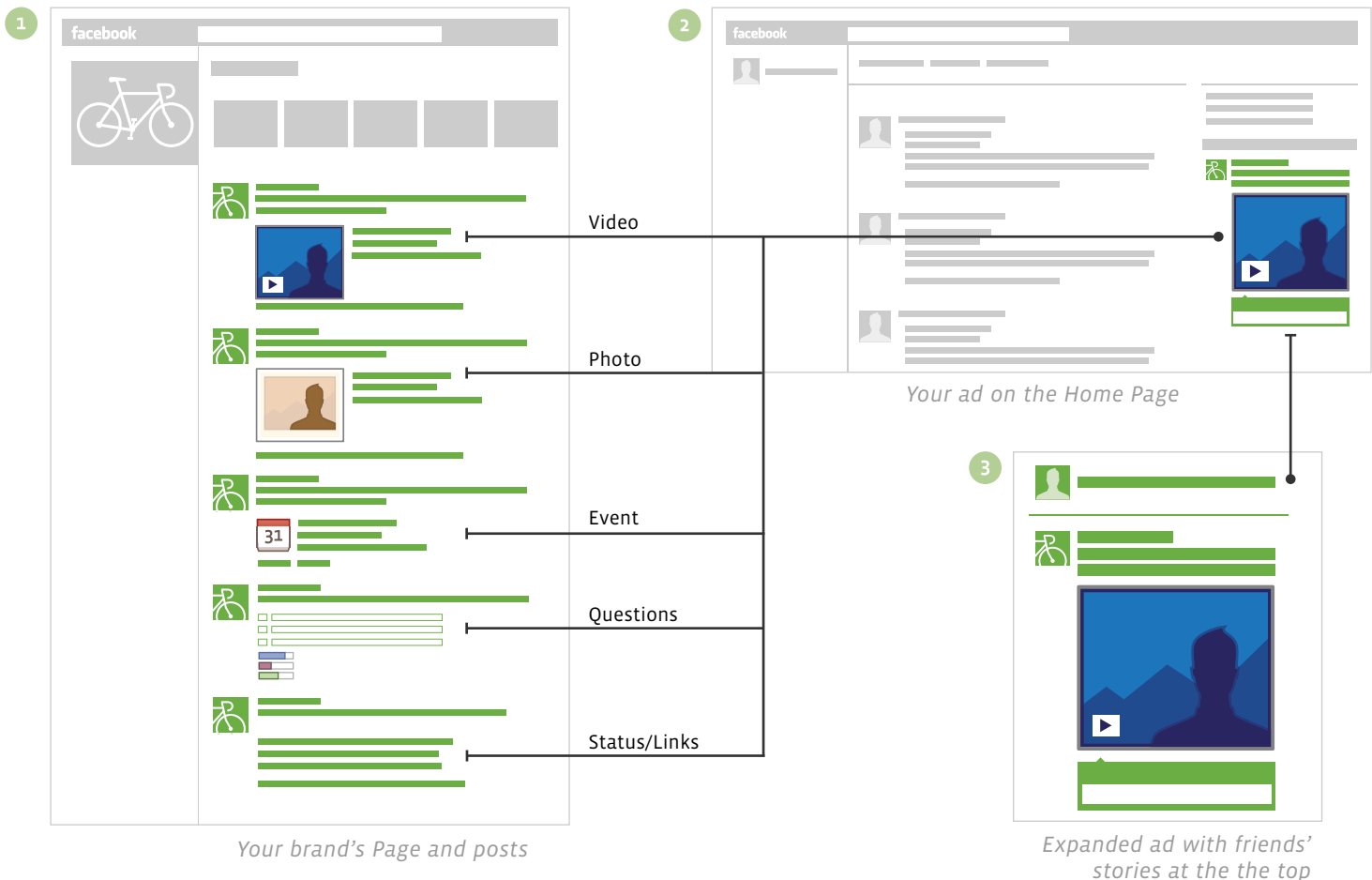
3 5 · Like

People can interact with your brand throughout the ad. Their interactions will generate stories about you in friends' News Feeds, as well as on your Page.

The Benefits of Premium Advertising on Facebook

The expanded Premium Ad on Facebook creates a seamless experience between interactions on your Page, in your ad, and in the News Feeds of people and their friends.

- 1 Flexible.** Your Page is the essential place for your business to connect with people. Depending on your objectives, you can now engage with your fans using 6 different kinds of posts: videos, photos, events, questions, status updates, and links.
- 2 Simple.** Your Page posts can easily turn into ads to reach both fans and non-fans in the right-hand side of the Home Page, next to the News Feed. With 6 kinds of posts available, plus the power of Facebook's targeting, you can put your message in front of your ideal audience.
- 3 Social.** If the people you reach have friends who are fans of your Page, we'll expand your ad with stories from those friends. This is a much more interactive ad with many ways to engage and many places to reach people. More places means more people talking about you.



Contact your Account Manager to learn more.