

## Social Media Follow-Up: How Integration Works

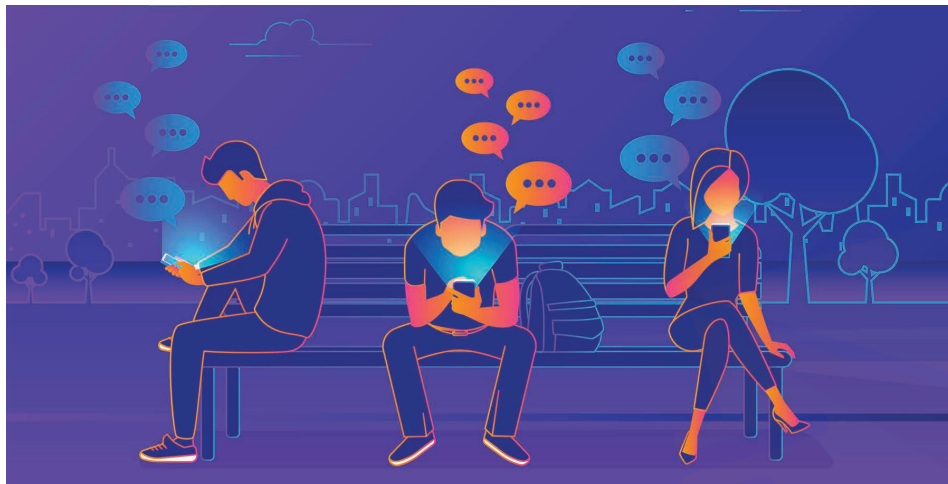
Keep your follow-up ads in front of your prospects even when they're scrolling through their newsfeed on Facebook and Instagram.



Social Media Follow-up is integrated into our system to offer you the opportunity to not only follow a user across the Google Display Network but also through Facebook and Instagram's ad network.

**Did you know that Facebook & Instagram have over 3 billion active users every month?**

**The average person spends 2 to 3 hours per day on Facebook and 53 minutes per day scrolling through Instagram.**



## How does it work?

1. Your website gets assigned a **unique tracking code** (also known as Pixel) for Facebook and Instagram. This code is completely invisible and has no impact on how the website looks or how it acts.



2. A visitor of the website gets a unique “cookie” assigned to their browser once Facebook and Instagram identify them as an active user. (NOTE: Their data is confidential and their information is not accessible, this ensures online privacy for every user)



3. When the user logs into Facebook or Instagram, they will be shown an ad from your website **right in their Newsfeed**, where they’re more likely to interact and view the ad.



**Being constantly present in a person’s online experience is the key to success with online marketing.**