

# CRM + Facebook



## Facebook Audience Integration

DealerSocket's CRM informs Facebook campaigns through an automated data flow, uniting them with your broader marketing strategies, and ensuring ads run at optimal times during the sales process. A seamless sync between systems provides you with limitless campaign audience segmentation, opening the opportunity for smarter, behavioral-based, and targeted advertising spend.



### ✓ Integrated Marketing Campaigns

Leverage CRM customer intelligence to elevate your advertising on Facebook, the platform that 57% of consumers consult when shopping for a new car. With DealerSocket's CRM Facebook Audience Integration, your customer data is linked between systems, enabling you to easily provide consistent campaign messaging to all your target audiences.

### ✓ Automated Facebook Updates

Eliminate manual data uploads with a daily and automatic update to an unlimited number of custom audiences. Your marketing team has the freedom to hyper-target audiences across platforms by merely editing them within the CRM. As contacts are removed from your CRM campaigns, they are removed from your Facebook campaigns.

### ✓ Targeted Ad Spend

As customers interact with your dealership, their data is pushed from the CRM to your Facebook account, providing the assurance that your vital advertising dollars are effectively spent on consumers that are likely to buy or service. Additionally, Facebook can use your CRM data to find "lookalike audiences" that include people that share traits with your customers.