



HAPPY education
academy

>Sosyal Medya



Çağıl DÜZENLİ

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Head of Biddable – Performics

Performance Director – Ingage

Digital Media Supervisor – Performics

Stajyer – Vivaki Türkiye

Istanbul Kültür Üniversitesi – İletişim Sanatları

Arçelik

Beko

Grundig

Altus

Ford

Ford Trucks

Yapı Kredi

Migros

3M

Abank

AnadoluJet

Audio

Avon

Ayakkabı Dünyası

Banvit

BASF

Borusan

Cafe Breno

Cartoon Network

D&R

Doğtaş

Duracell

Eyvap

Ferrero

Goodyear

GSK

İçim

Jotun

Mercedes-Benz

Metro

Mondelez

NG Hotels

Odeabank

Pirelli

Puma

Samsung

Skoda

Swarovski

Tamek

THY

Vakko

Visa

>Platform Dataları



Sosyal Platformlar

Sosyal Medya Kullanıcısı: 52 M



92%



84%



82%



58%



31%



30%

	FACEBOOK	INSTAGRAM		YOUTUBE
15-44	28.000.000	29.000.000	18-44	26.100.000
F 15-24	2.400.000	3.800.000	F 18-24	3.550.000
M 15-24	5.400.000	6.300.000	M 18-24	3.790.000
F 25-44	7.100.000	7.900.000	F 25-44	9.090.000
M 25-44	13.000.000	10.000.000	M 25-44	9.670.000

Kaynak: Facebook, Instagram, Youtube Dahili Data; WeareSocial Jan 2020 Report

>Facebook TR içgörüleri

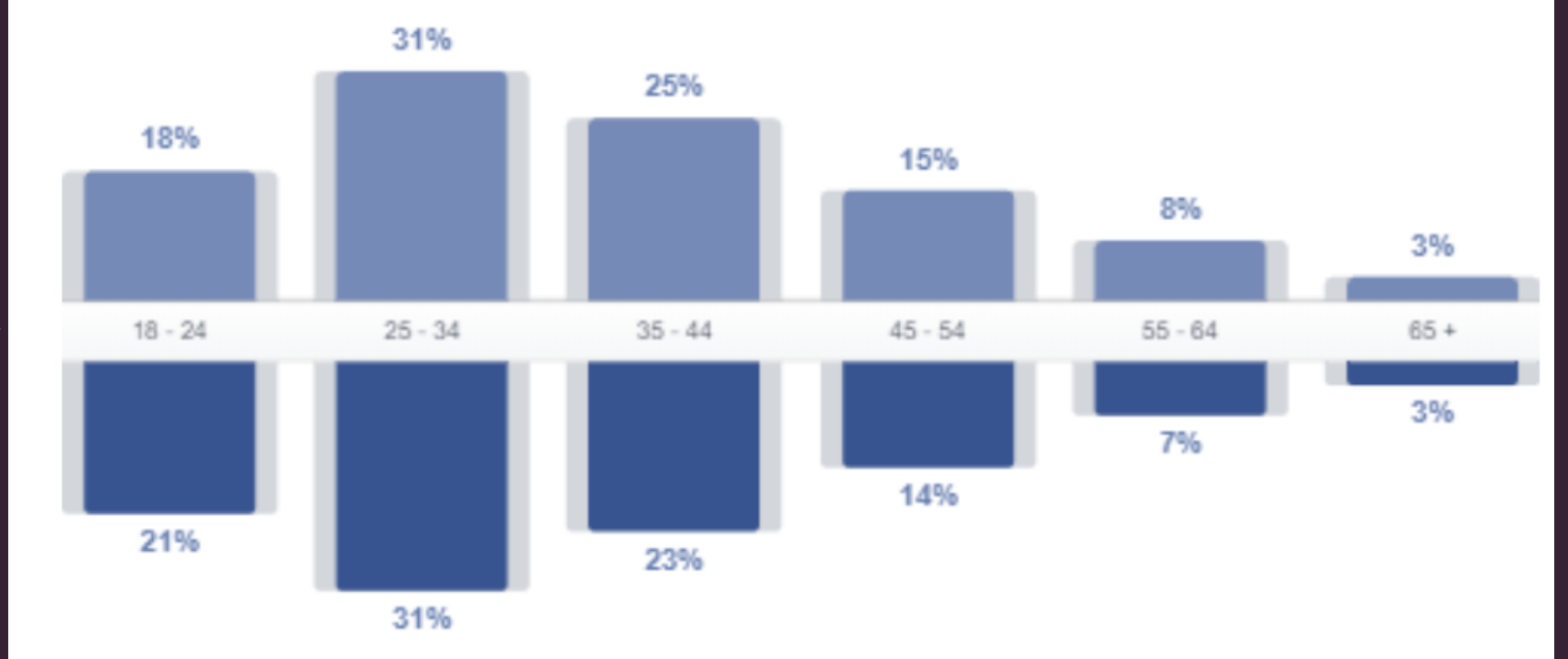


Facebook Türkiye İstatistikleri

Aylık 35M - 40M aktif kullanıcı

%35 Kadın

%65 Erkek

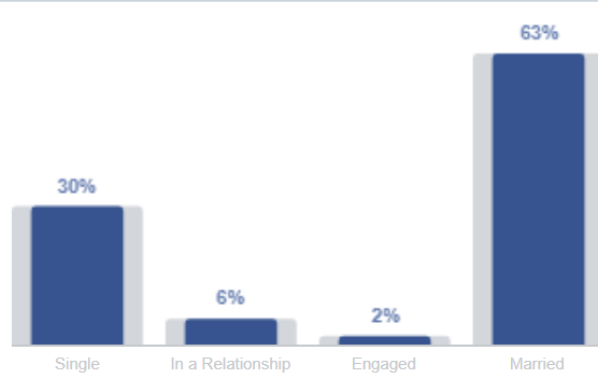


Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

Facebook Türkiye İstatistikleri

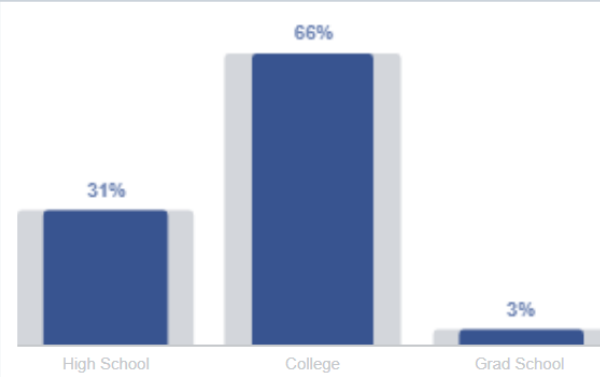
Relationship Status

Self-reported data from people who list a relationship status on Facebook.



Education Level

The highest level of education reached based on self-reported data on Facebook.



Job Title

Likely industries where people work based on self-reported data on Facebook.

Job Title	Selected Audience	
Management	26%	
Education and Libraries	23%	
Healthcare and Medical Services	21%	
Arts, Entertainment, Sports and Media	19%	
Production	16%	
Community and Social Services	16%	
Construction and Extraction	12%	
Sales	12%	
Administrative Services	12%	
Installation and Repair Services	11%	

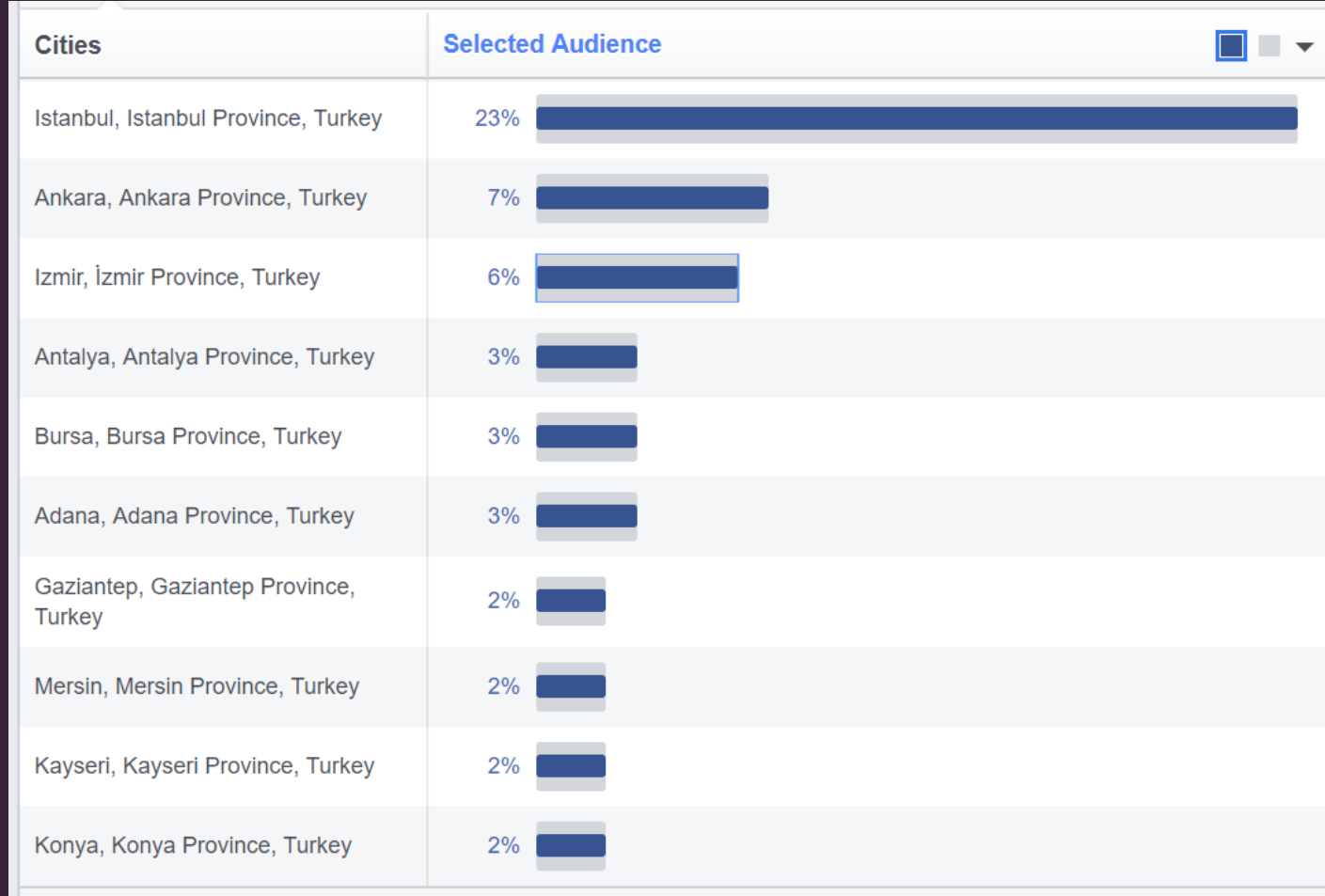
Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

Facebook Türkiye İstatistikleri

Top Categories		
1	Health/Beauty	Avon • Watsons
2	Footwear Store	FLO
3	TV Channel	National Geographic India
4	App Page	Instagram • Çanak Okey Plus
5	Company	Deichmann • AliExpress • Lacoste
6	Computer Company	Windows • Samsung
7	Clothing (Brand)	DeFacto • LC Waikiki • Mavi • Trendbende • Tozlu.com • Sateen.com
8	Cars	Renault • Fiat • Volkswagen • Hyundai Türkiye • Mercedes-Benz Türkiye
9	Travel Agency	Pegasus Airlines • Etstur
10	Travel Company	Turkish Airlines

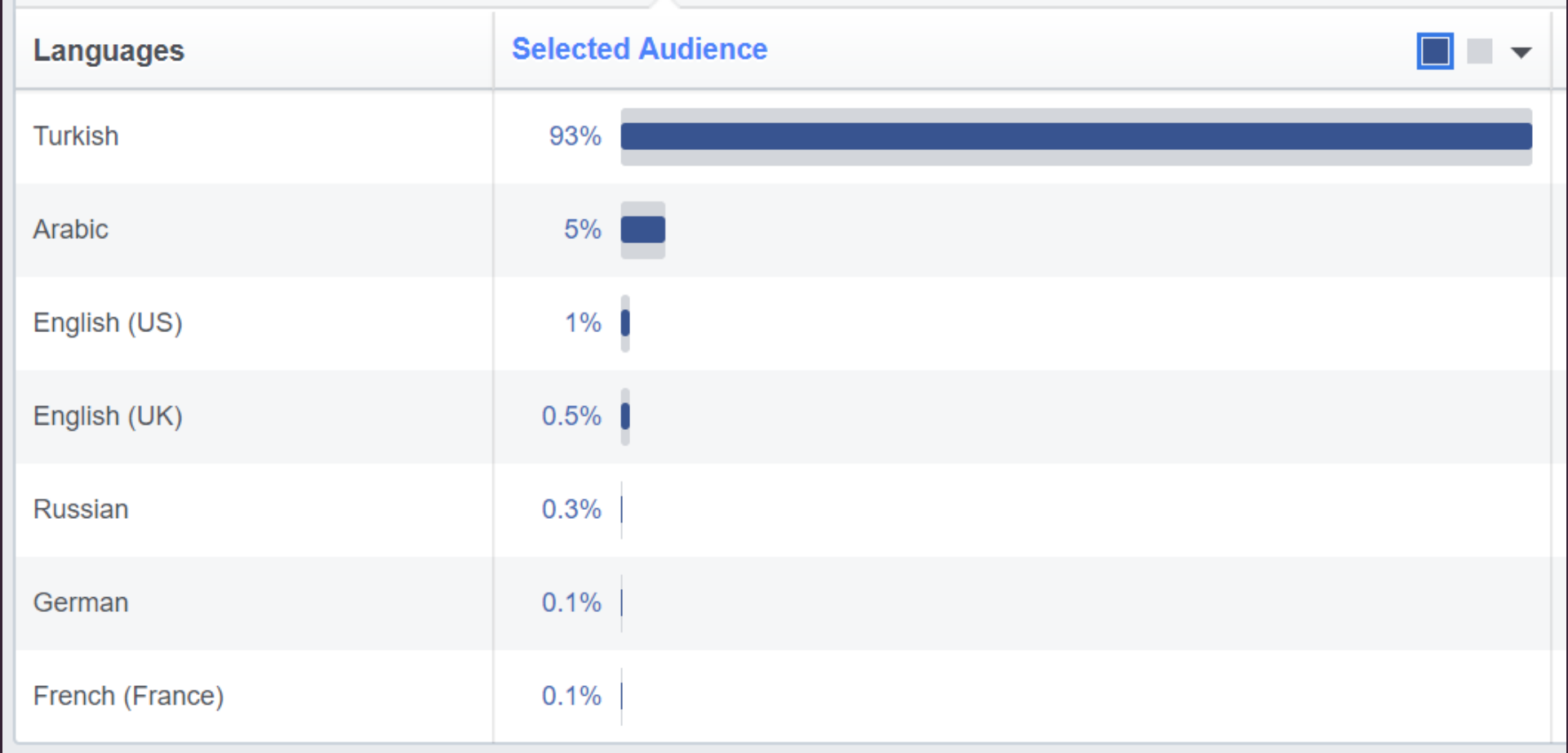
Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

Facebook Türkiye İstatistikleri



Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

Facebook Türkiye İstatistikleri

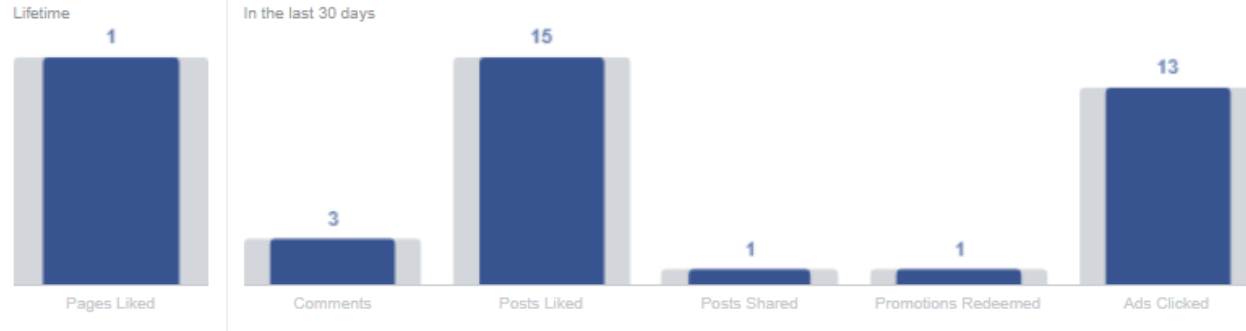


Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

Facebook Türkiye İstatistikleri

Frequency of Activities

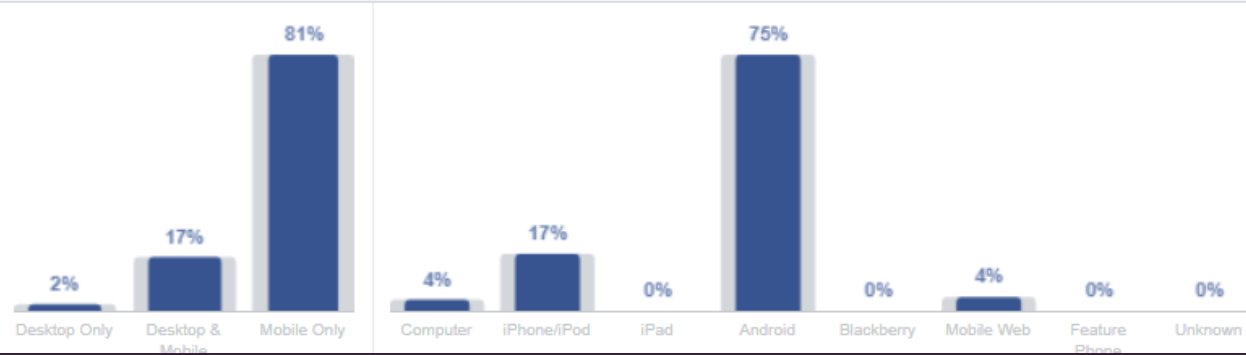
The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmental data.



Device Users

All Devices Used ▼

How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.



Kaynak: <https://www.facebook.com/ads/audience-insights/people> - <https://business.facebook.com/ads/audience-insights/people>

> Satış Kanalı



Sosyal Medyadan Satış Kanalına Dönüşüm

Nasıl daha fazla fan elde edebilirim?

Yeni kampanyamda bilinirliği arttırmak için sosyal medyayı nasıl konumlandırmalıyım?

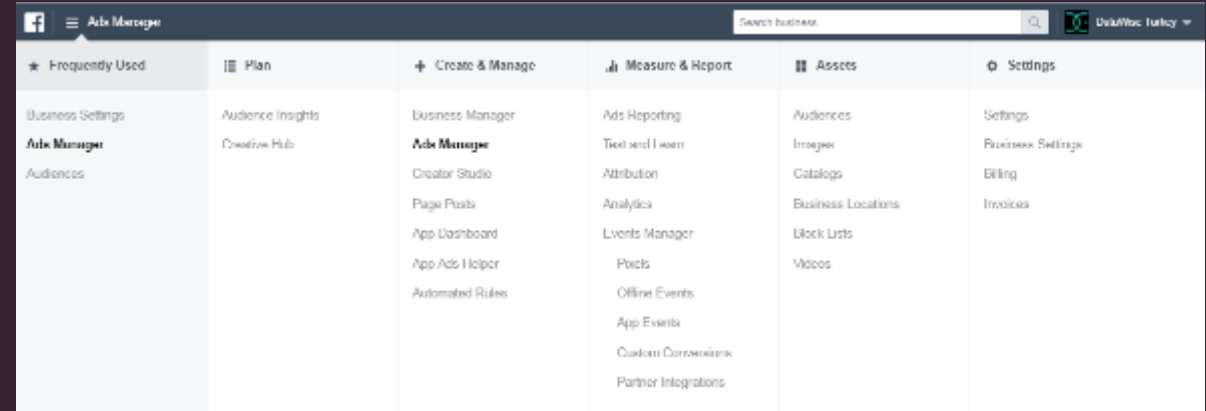
Etkileşim, yorum ve video izlenmelerini nasıl arttırabilirim?

Test sürüşü ya da satış için daha fazla müşteri formuna ihtiyacım var. Facebook'u daha fazla müşteri edinmek için nasıl kullanabilirim?

En iyi beğeni stratejisini nasıl kurabilirim?

Medya stratejisinde Facebook ve Instagram'ın yeri neresidir?

Platform



Platform

☰ Plan	+ Create & Manage	📊 Measure & Report	🗄 Assets	⚙ Settings
Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Creative Hub	Ads Manager	Test and Learn	Images	Business Settings
	Creator Studio	Branded Content	Catalogs	Billing
	Page Posts	Attribution	Business Locations	Invoices
	App Dashboard	Analytics	Block Lists	
	App Ads Helper	Events Manager	Videos	
	Automated Rules	Pixels		
		Offline Events		
		App Events		
		Custom Conversions		
		Partner Integrations		

Platform

Kısayollar

- İşletme Ayarları
- Reklam Yöneticisi**
- Katalog Yöneticisi
- Ticaret Yöneticisi
- Olay Yöneticisi
- Hedef Kitleler

İşletmeyi Yönetme

- Faturalandırma
- Faturalar
- Hesap Kalitesi
- İşbirliği Merkezi
- İşletme Ayarları
- Mağaza Konumları

Reklam Verme

- Mağaza Konumları
- Marka Emniyeti
- Medya Kütüphanesi
- Olay Yöneticisi
- Ortak Fırsatları
- Hedef Kitleler
- Kampanya Planlayıcı
- Kreatif Merkezi
- Otomatik Kurallar
- Reklam Hesabı Ayarları
- Reklam Yöneticisi**

Analizler

- Deneyler
- Hedef Kitle İstatistikleri
- İlişkilendirme
- Marka İşbirliği Yöneticisi
- Reklam Raporları
- Trafik Analizi Raporu

Müşterilerle Etkileşimde Bulunma

- İçerik Stüdyosu
- Sayfa Gönderileri
- WhatsApp Yöneticisi

Ürün ve Hizmet Satma

- Katalog Yöneticisi

Organik Eriřim(?)



AdEspresso

Sponsored · 🌐

Claim your free 14-day trial of AdEspresso now and get these key benefits:

CREATE - easily create your advertising campaigns across multiple channels in minutes

MANAGE - manage all your advertising campaigns in one place... See More



AdEspresso
by Hootsuite®

The #1 Facebook Ads Tool
Save time and money on your Facebook Ads!

Start My Free Trial!

ADESPRESSO.COM

Digital Advertising Made Easy, Fast & Effective

Start Your 14-Day Free Trial

[Learn More](#)

👍 20

1 Share



Like



Comment



Share



AdEspresso

Sponsored · 🌐

Claim your free 14-day trial of AdEspresso now and get these key benefits:

CREATE - easily create your advertising campaigns across multiple channels in minutes

MANAGE - manage all your advertising campaigns in one place... See More

Hide ad

Mark ad as irrelevant or repetitive

Report ad

Tell us about a problem with this ad

Save link

Add this to your saved items

Why am I seeing this?

Turn on notifications for this post

Embed

About This Facebook Ad

Why Am I Seeing This Ad?

Options ▾

One reason you're seeing this ad is that AdEspresso wants to reach people who have **visited their website or used one of their apps**. This is based on customer information provided by AdEspresso.

There may be other reasons you're seeing this ad, including that AdEspresso wants to reach **people ages 18 and older**. This is information based on your Facebook profile and where you've connected to the internet.

[Manage Your Ad Preferences](#)

Tell Us What You Think

Was this explanation useful? [Yes](#) [No](#)

[Learn more about Facebook Ads](#)



MediaCat
Sponsorlu · Herkese Açık

13'ÜNCÜ DÖNEMİN ŞAMPİYONU OLMAK İÇİN...

Instagram'da reklam şeklinde yayınlanmış tüm işlerin Interactive Formats ve Feed & Stories'den oluşan iki bölümde başvuruya açık olduğu **#INSTACHAMP**'te bir sonraki dönemin şampiyonu olmak için son başvuru tarihi 13 Kasım. instachamp.mediakat.com üzerinden yapılan başvuruların 13 Kasım'dan önceki üç ay içinde InstaChamp'te reklam olarak yayınlanmış olması gerekiyor.

Detaylar ve başvuru için tıklayın: <https://instachamp.mediakat.com/>



MEDIACAT VE INSTAGRAM'DAN
#INSTACHAMP!
YALNIZCA LIKE YETMEZ
ÖDÜL DE İSTERİM DİYENLERE...

MediaCat
Medya/Haber Şirketi

Şimdi Başvur

10

1 Paylaşım

Beğen

Yorum Yap

Paylaş

Reklamı gizle

Bu reklamı bir daha görmeyeceksin

Reklamı şikayet et

Bu reklamla ilgili bir sorunu bize bildir

Gönderiyi kaydet

Bunu kaydedilen içeriklerine ekle

Düzenleme geçmişini gör

Bu gönderi için bildirimleri aç

Bu reklamı neden görüyorum?

Sitene Göm

Bu Reklamı Neden Görüyorsun?

Bunu sadece sen görebilirsin

Bilgilerin MediaCat'(n)in reklam istekleriyle eşleştiği için bu reklamı görüyorsun. Burada belirtilmeyen daha fazla etken de olabilir. **Daha Fazla Bilgi Al**

MediaCat sana erişmek için bir liste kullandı.

MediaCat, digitalage.com.tr adresini ziyaret etmiş olabileceğini belirtti.

MediaCat, mediakat.com adresini ziyaret etmiş olabileceğini belirtti.

MediaCat, brandweekistanbul.com adresini ziyaret etmiş olabileceğini belirtti.

MediaCat, 18 yaş ve üstü kişilere erişmeye çalışıyor.

Daha Fazlasını Gör

Neler Yapabilirsin?

MediaCat

Bu reklamverenin tüm reklamlarını gizle

MediaCat'(n)in reklamlarını görmeyeceksin

Gizle

Reklam tercihlerinde değişiklikler yap

Reklamlarını kişiselleştirmek için ayarları düzenle

Bu açıklama faydalı mıydı?

Evet

Hayır

HAAPY education
academy

Your ad preferences

Learn what influences the ads you see and take control over your ad experience.

[Learn about Facebook Ads](#)



Your interests

Close ^

News and entertainment

Business and industry

Hobbies and activities

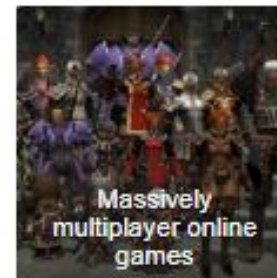
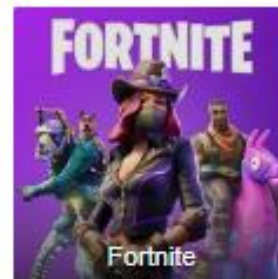
Technology

Travel, places and events

People

More ▾

Choose an interest to preview examples of ads you might see on Facebook or remove it from your ad preferences.



<https://www.facebook.com/ads/preferences/>

En Son Gördüğün Reklamverenler



MediaCat
@MediaCat

Reklamları Gizle



Later
@latermedia

Reklamları Gizle



Pentaho
@pentaho

Reklamları Gizle



WHAT THE GOLF?
@WHATTHEGOLF

Reklamları Gizle



Facebook Audience Network
@theaudiencenetwork

Reklamları Gizle

Daha Fazlasını Gör ▾



Gizlediğin reklamverenler



Reklamlarına tıkladığın reklamverenler



Sana Reklamlar Göstermek İçin Kullanılan Verileri Yönet



Ortaklardaki hareketlerinle ilgili veriler

Diğer internet sitelerindeki, uygulamadaki veya çevrimdışı hareketlerine dayalı kişiselleştirilmiş reklamlar



Sana erişmek için kullanılan kategoriler

Sana erişmek için kullanılan profil bilgileri, ilgi alanları ve diğer kategoriler



Hedef kitleye dayalı reklamlar

Hareketlerini veya bilgilerini kullanan reklamverenler



Facebook'un dışında gösterilen reklamlar

Reklamverenler Facebook'un dışındaki reklamlar aracılığıyla sana nasıl erişir?



Sosyal Etkileşimler

Reklamlarla birlikte sosyal etkileşimlerini kimler görebilir?





Post Anatomisi

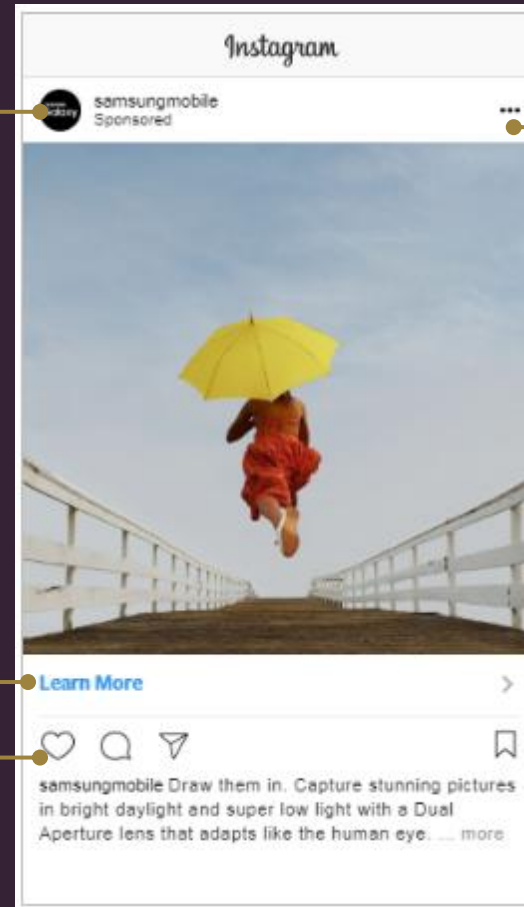
Account (content creator)

Share to Facebook
Share to Messenger
Tweet
Copy Share URL
Report

CTA

Like, Comment
Send to (suggests
contacts and has search
function)

Bookmark (Sends picture
to saved, only you can
see what you have
saved)



>İçerik



“Wow, Italy is
so beautiful!”



Text



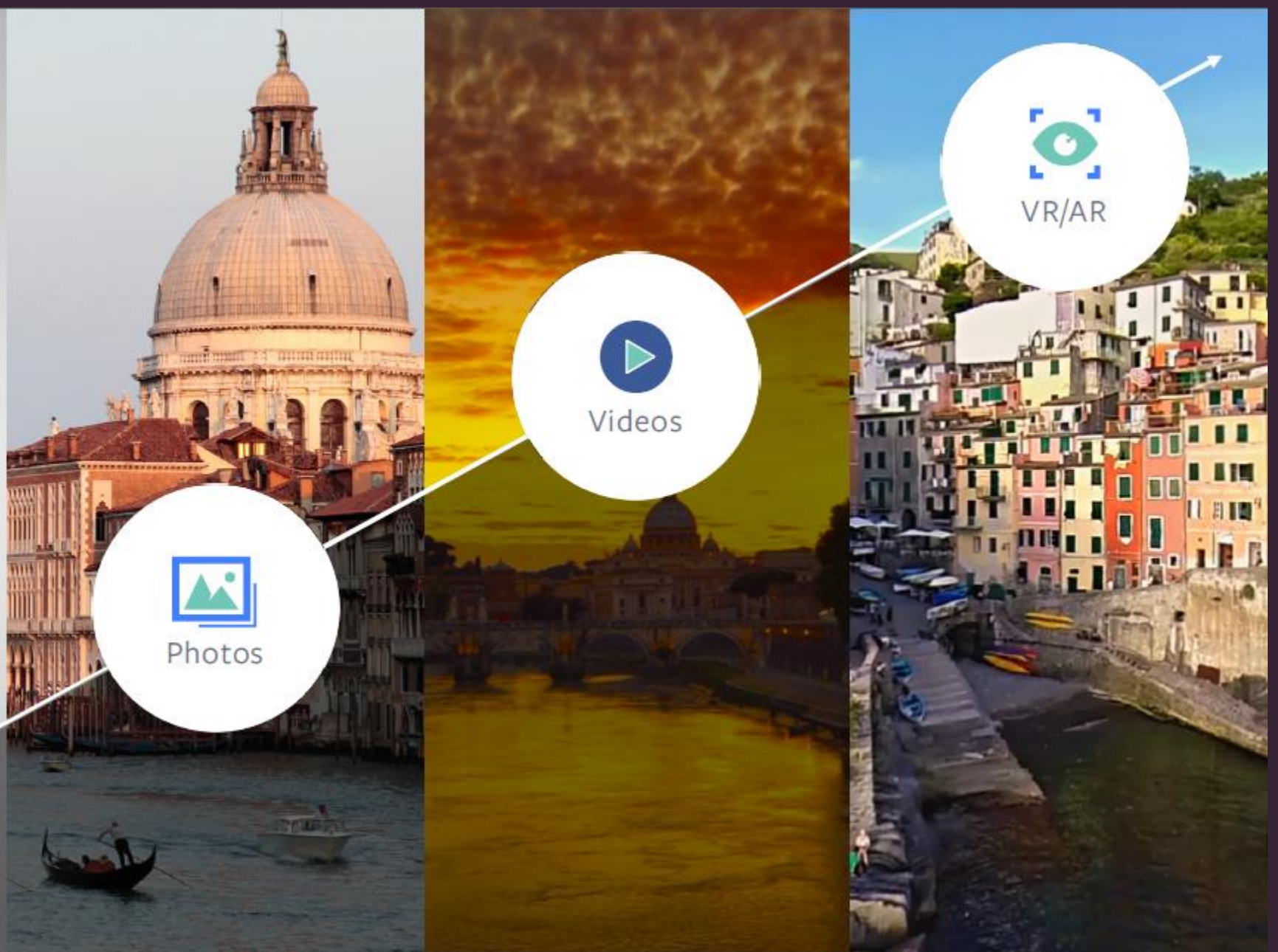
Photos



Videos

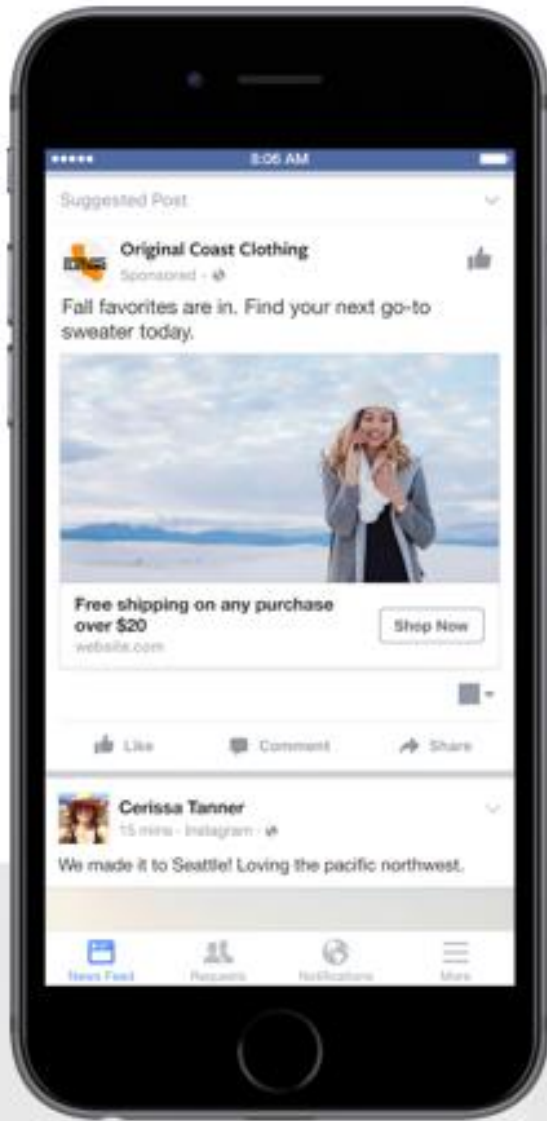


VR/AR

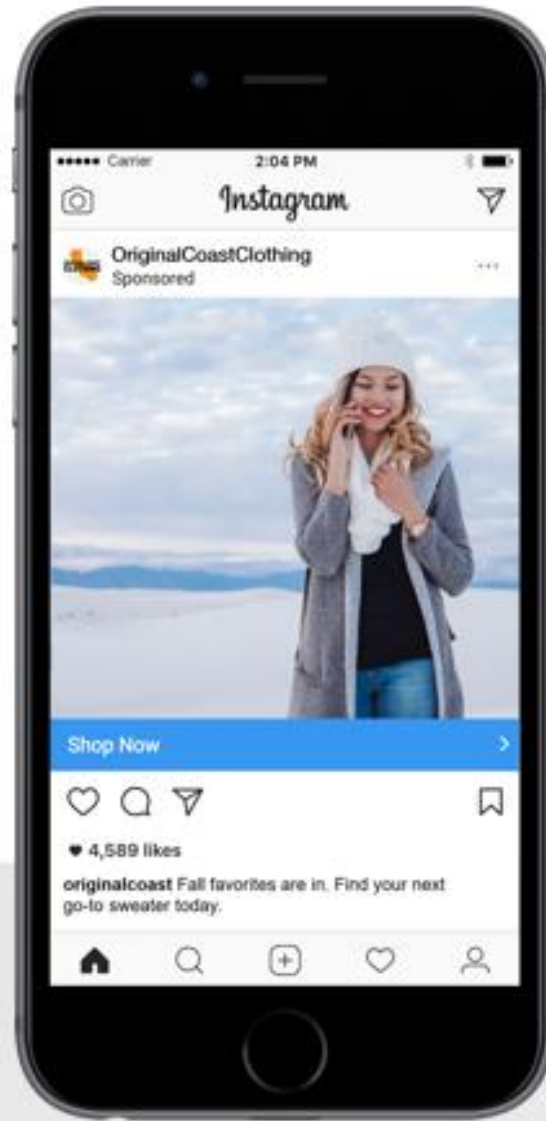


Kreatiflerde Dengeyi Yakalamak

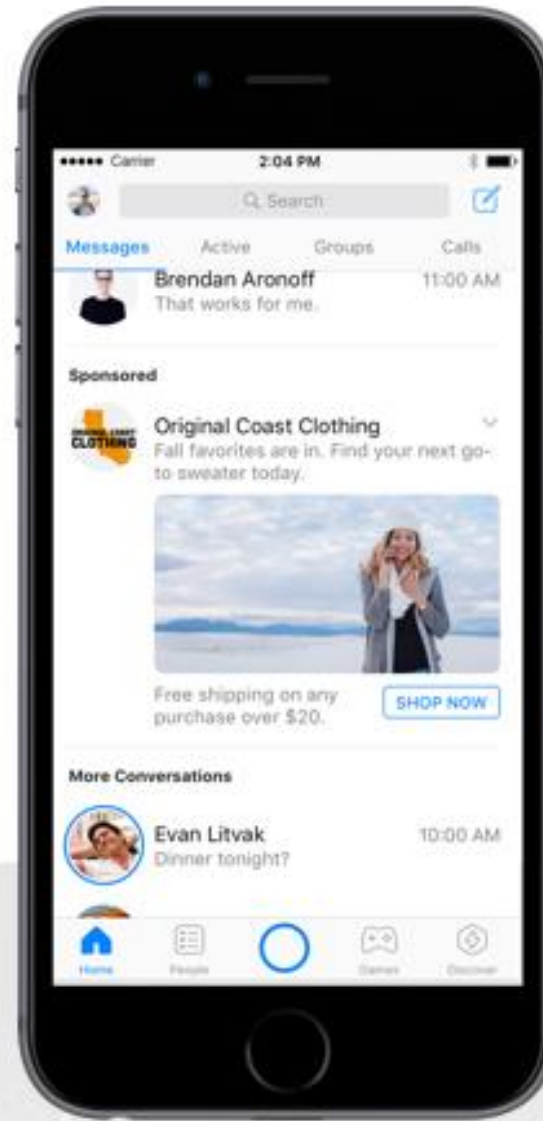




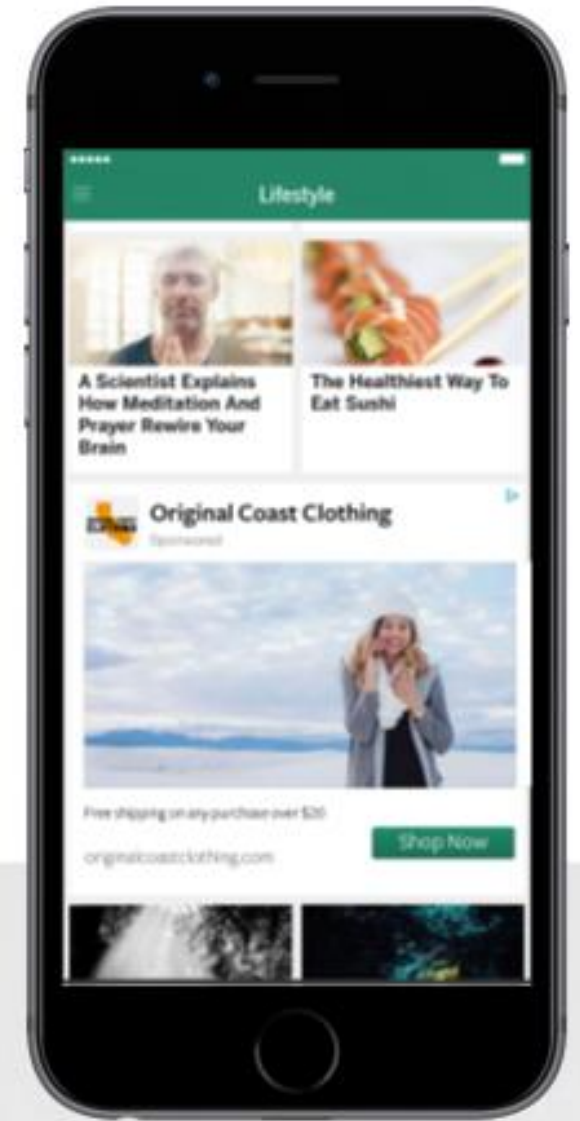
Facebook



Instagram



Messenger



Audience Network

1

BELİRTİLEN İHTİYAÇLARA UYGUN MU?

Amaç göz önünde bulundurularak tasarlanmış mı?

İstenen işletme sonuçlarını destekleyecek mi?

Hedefi kitlenizin engellerini aşmasına yardımcı olacak mı?

Markaya uygun mu? Logonuzun üzerine kapatsanız, reklamın markanıza ait olduğunu anlar mısınız?

Kullanılan ses tonu, markanızın kişiliğine uygun mu?

Markanızın bundan bahsetmeye hakkı var mı?

2

İLGİ ÇEKİCİ BİR HİKAYE Mİ?

Bir hikaye mi, yoksa gerçek mi?

İçerik parçalanmış mı?

Ona ilham verecek mi?

Önemsenmesi için bir neden var mı? Onu gülümsetecek mi? İlgiye Geri Dönüş öneriyor mu?

Hedef kitlenizin hayatında markanız için bir rol betimliyor mu?

3

İNSANLARI DURDURMA GÜCÜ VAR MI?

Zengin, yüksek kaliteli ve özgün bir görsel mi?

Tek bir odak noktasına sahip mi?

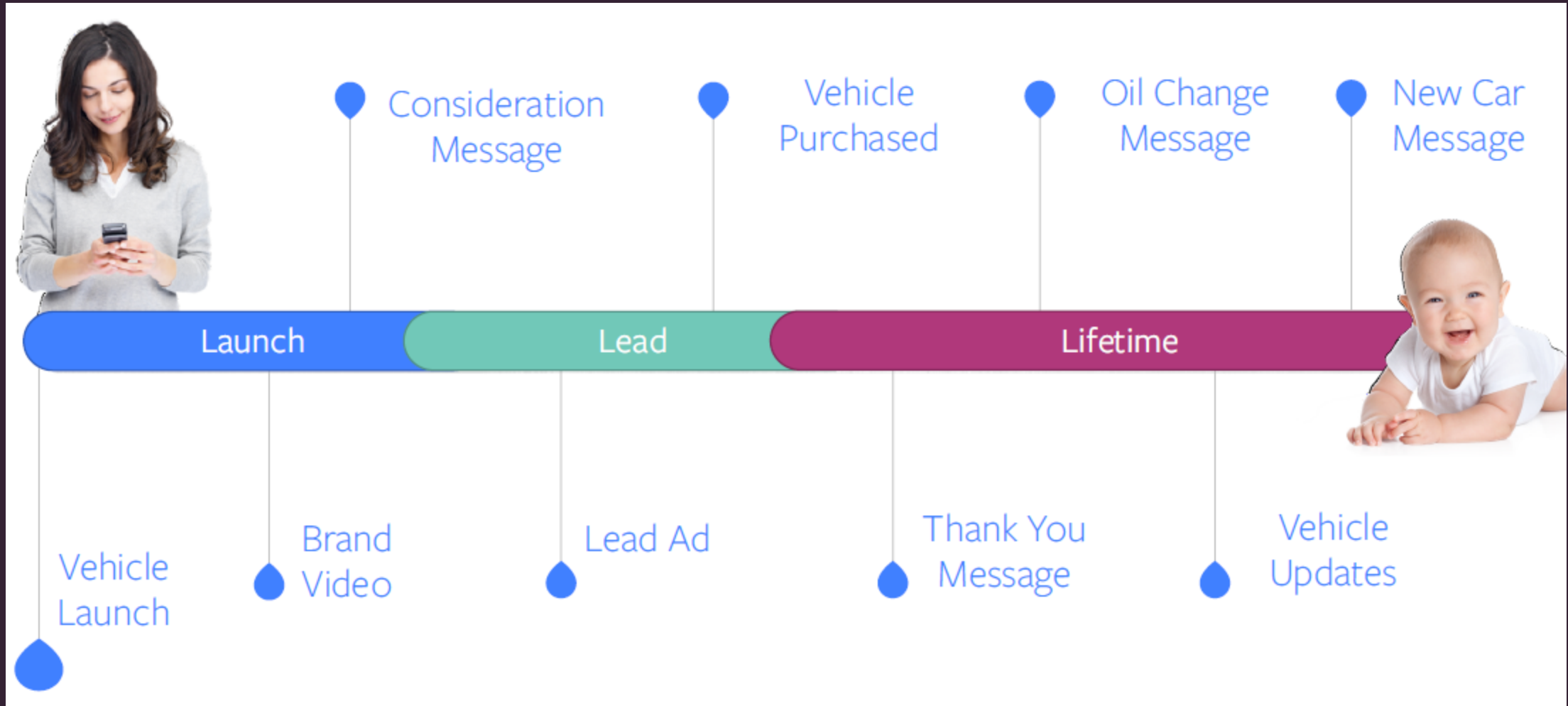
Ürünü ilgi çekici bir biçimde vurguluyor musunuz?

Mobil için optimize edilmiş mi?

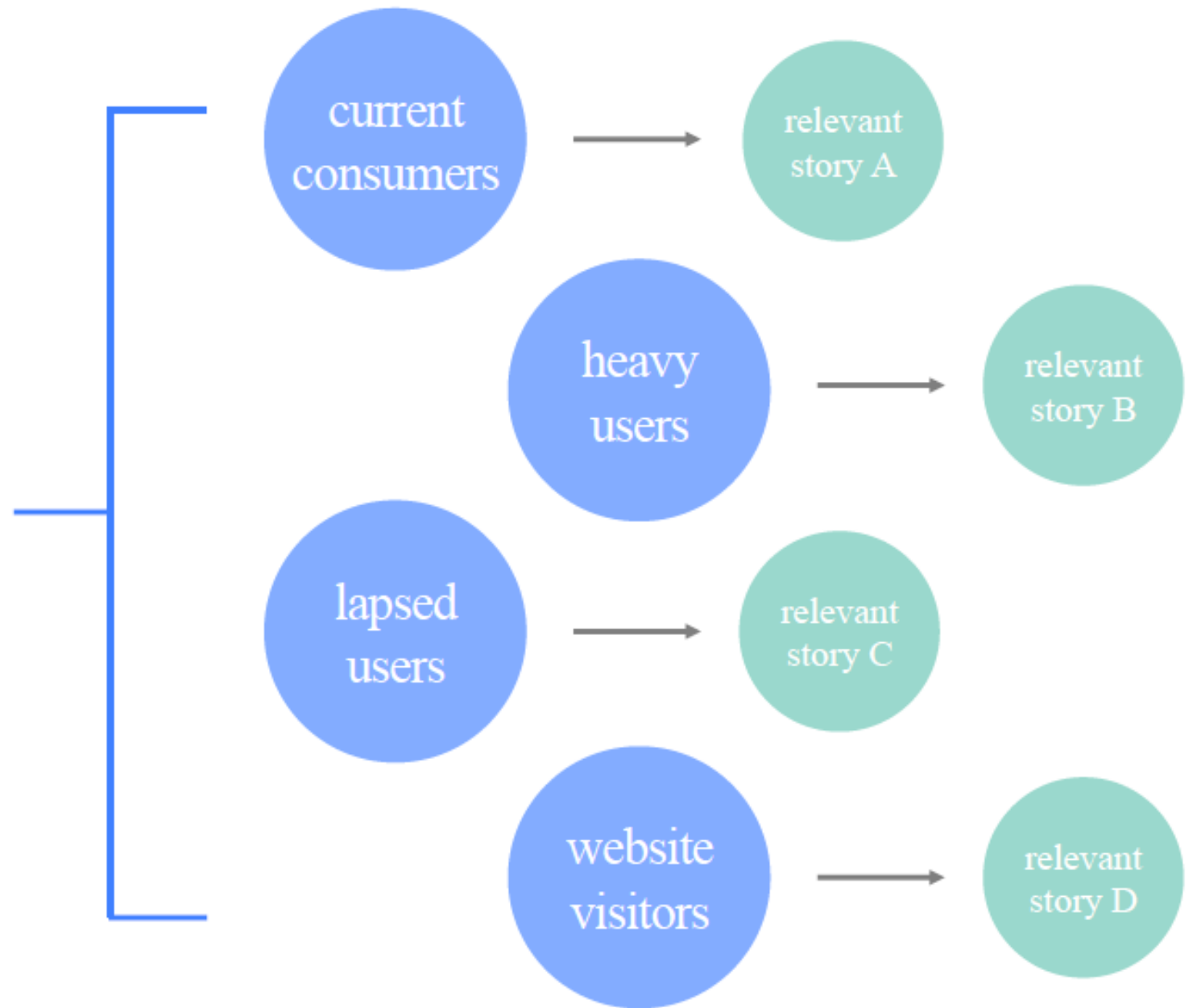
%20 yazı testini geçiyor mu?

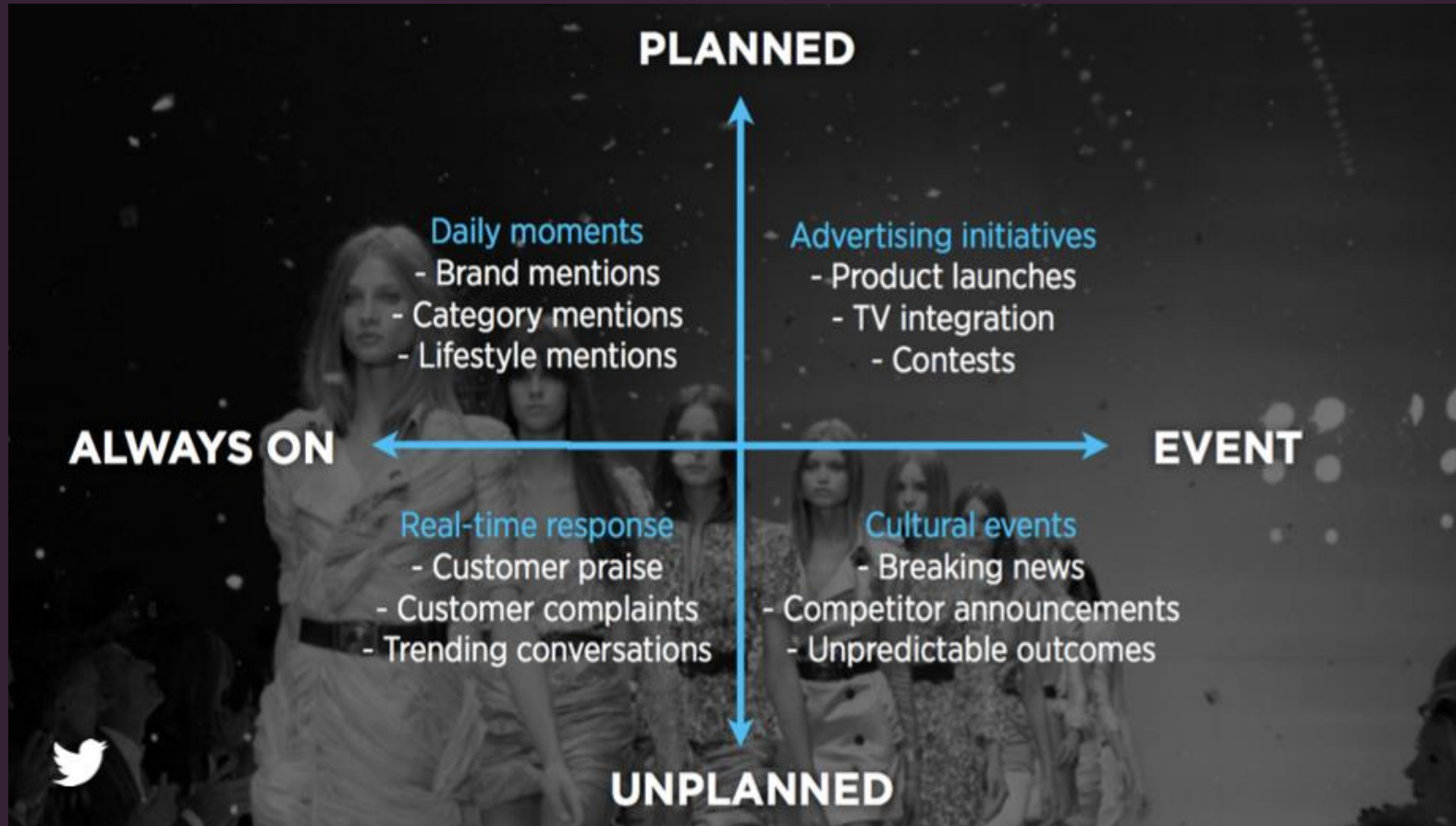
facebook

Zamana Uygun Mesaj



NEWACQUISITION MODEL



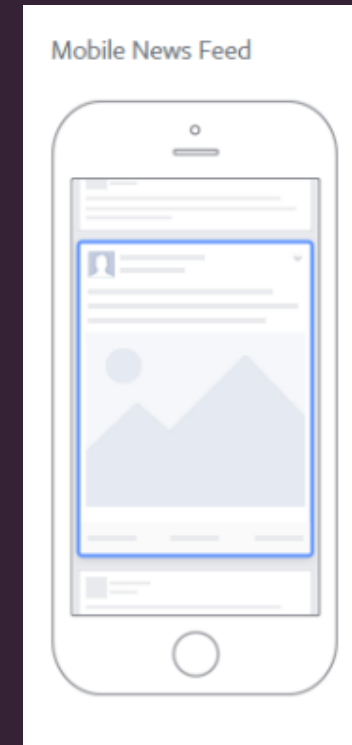
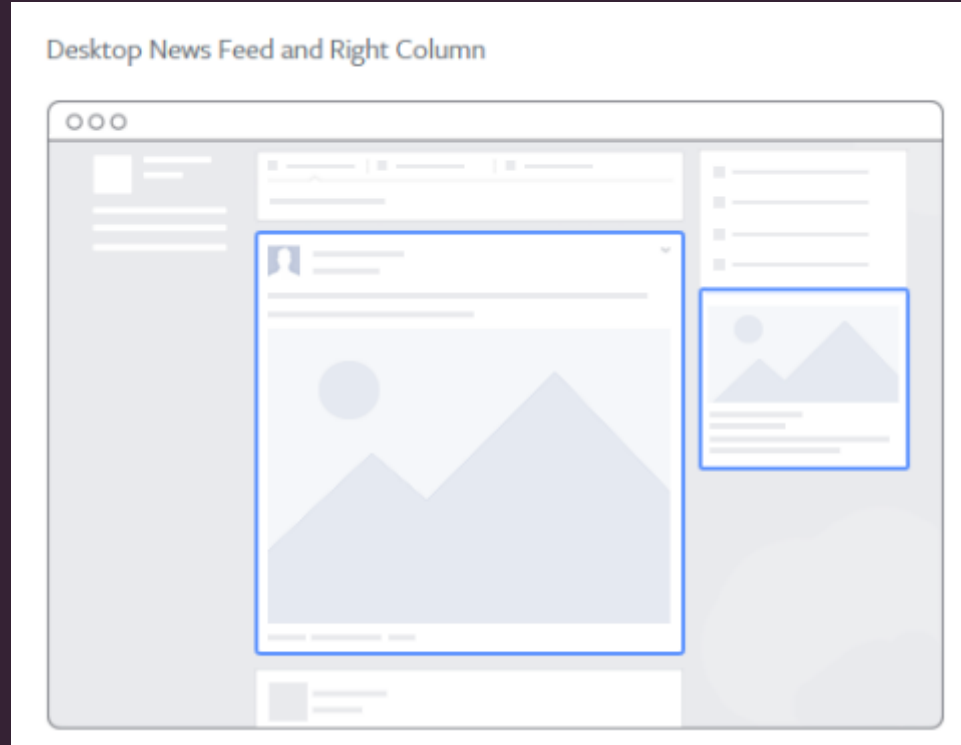


>Formatlar





Reklam Yerleşimleri



IMAGE



CANVAS



360



LIVE



VIDEO



CAROUSEL



**LINK AD
WITH CTA**



**APP
INSTALL**



Text Ads



DESKTOP NEWS FEED

**Jasper's Market**
Sponsored · ✱

Like Page

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local suppliers, you have all made Jasper's what it is today – your welcoming neighborhood market full of great food and great people.

👍 10 💬 952 📄 487

Like Comment ➦ Share

MOBILE NEWS FEED

**Jasper's Market**
Sponsored · ✱

👍 ⌵

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local suppliers, you have all made Jasper's what it is today – your welcoming neighborhood market full of great food and great people.

10 Likes · 952 Comments · 487 Shares

👍 Like

💬 Comment

➦ Share



Photo Ads

MOBILE NEWS FEED

**Jasper's Market**
Sponsored · 

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your family's cooking needs.



1 Comment · 2 Shares

 Like  Comment  Share

DESKTOP NEWS FEED

**Jasper's Market**
Sponsored · 

 Like Page

Jasper's Market is now open downtown! We feature a large selection of organic produce to help you meet all of your family's cooking needs.



  2

Like · Comment ·  Share

RIGHT COLUMN

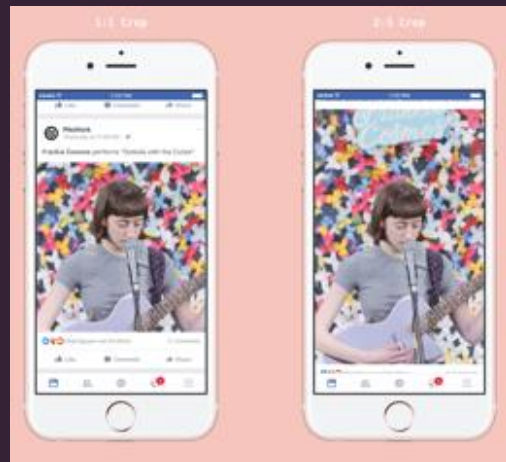


Jasper's Market
Jasper's Market is now open downtown! We feature a large selection of organic produce to h...

Like Page



Video Ads





Video Ads

	Facebook Feed	Instagram Feed	Instagram Stories
Video Length	240 minutes max	1-60 seconds	1-15 seconds
Supported Objectives	All	All	All except Catalogue Sales, Store Visits, Messages
Horizontal 16:9 	 Carousel ads are masked to 1:1		 Automatic background fill to full-screen
Square 1:1 			 Automatic background fill to full-screen
Vertical 4:5 	 Carousel ads are masked to 1:1		 Automatic background fill to full-screen
Vertical 2:3 	 Carousel ads are masked to 1:1		
Full Vertical 9:16 	 Carousel ads are masked to 1:1		

Link Ads



DESKTOP NEWS FEED

 **Jasper's Market**
Sponsored · 

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds
The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM [Learn More](#)

125 reactions · 5 Comments · 19 Shares

 Like  Comment  Share

MOBILE NEWS FEED

 **Jasper's Market**
Sponsored · 

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds
The simplicity of this tart perfectly ... [Learn More](#)

www.jaspers-market.com

    125 6 comments · 19 shares

 Like  Comment  Share



Page Like Ads

MOBILE NEWS FEED

Suggested Page

 **Jasper's Market**
Sponsored

We are now open downtown. Like our Page for the latest news and invites to special events.



Jasper's Market
Food shop
291,352 people like this.



DESKTOP NEWS FEED

Suggested Page

 **Jasper's Market**
Sponsored

We are now open downtown. Like our Page for the latest news and invites to special events.



Jasper's Market
Food shop
291,352 people like this.

 Like Page

RIGHT COLUMN



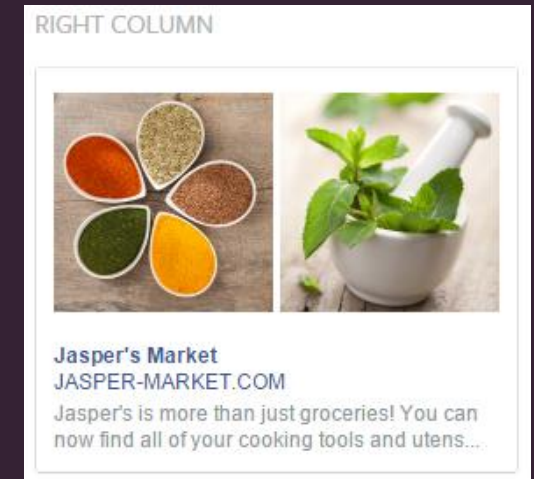
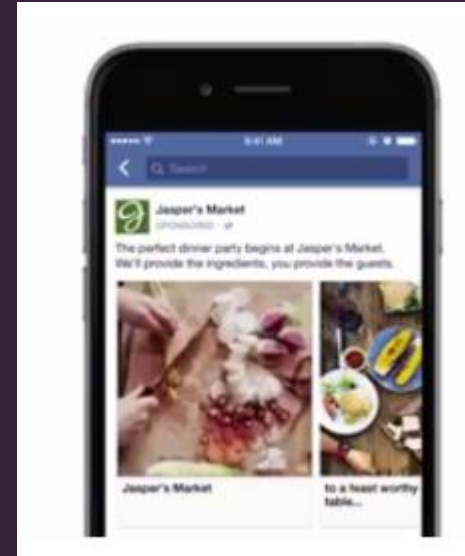
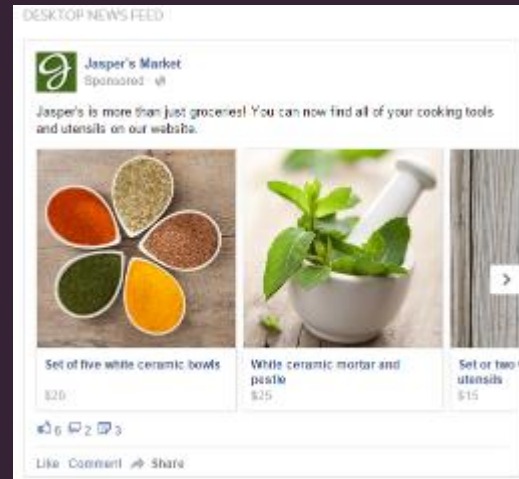
Jasper's Market
We are open!

We are now open downtown. Like our Page for the latest news and invites to special events.

Like Page · 291,352 people like this Page



Carousel Ads





Facebook Multi-Product Ads

 **Jasper's Market**
Sponsored · \$1

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.



Set of five white ceramic bowls
\$20



White ceramic mortar and pestle
\$25



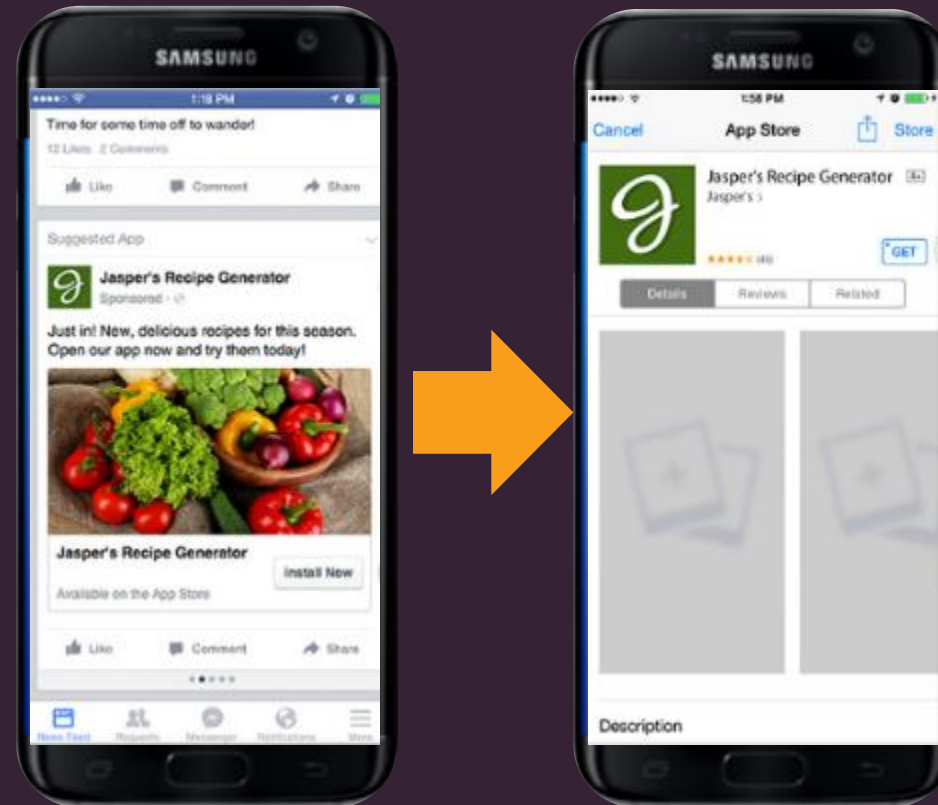
Set of two wooden serving utensils
\$15

13 Likes · 3 Comments · 1 Share

Like Comment Share Buffer

See

Mobile App Ads





Offer Ads

DESKTOP NEWS FEED

 Jasper's Market posted an offer.
Sponsored · 

Spend \$50 and get \$10 off your first order.



\$10 off your first order
Expired
6,787 people claimed this offer

 179  6,498  6,334

Like · Comment ·  Share

MOBILE NEWS FEED

 Jasper's Market posted an offer.
Sponsored · 

Spend \$50 and get \$10 off your first order.



\$10 off your first order
Expired

179 Likes · 6,497 Comments · 6,334 Shares

 Like |  Comment |  Share



Event Ads

MOBILE NEWS FEED

 **Jasper's Market** shared their event
Sponsored · 

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!



Open House

Sunday, 14 December 2014 at 12:00–1...
1455 Willow Road, Menlo Park, CA
3 people went

1 Like

 Like  Comment  Share

DESKTOP NEWS FEED

 **Jasper's Market** shared their event
Sponsored · 

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!



14 DEC **Open House**
Sun 12 PM · 1455 Willow Road, Menlo Park, CA
3 guests 

 1

 Like  Comment  Share

RIGHT COLUMN

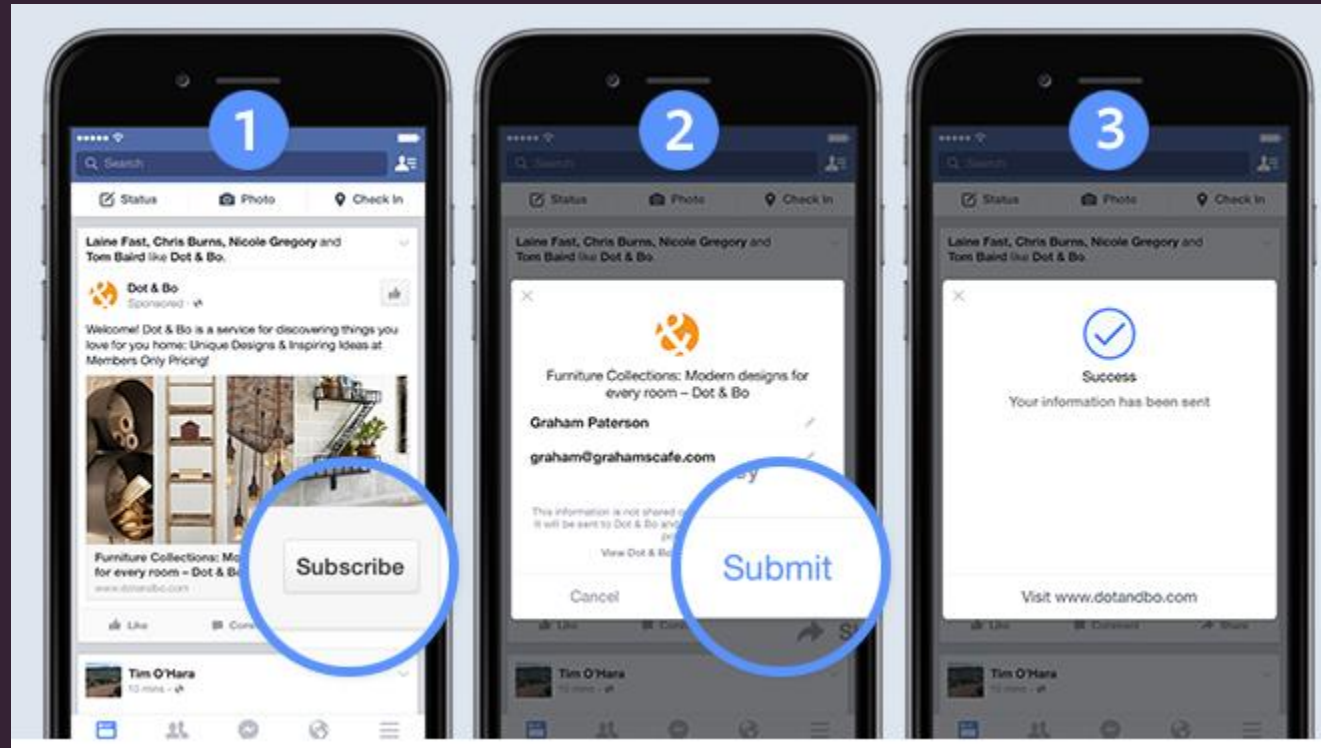


Jasper's Market
Open House

Join us for our Open House. We'll be dishing out our famous apple pie to show our thanks!
Sunday, 14 December 2014 at 12:00 in PST

Join Event · 3 people went

Lead Ads



Slideshow Ads



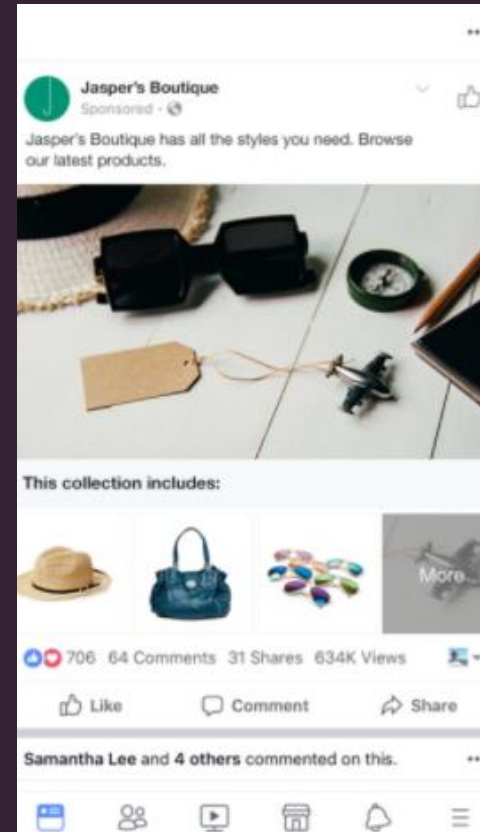


Canvas Ads





Collection Ads





Dynamic Ads

**Jasper's Boutique**
Sponsored · 

Explore the new season of goodies! We offer a wide range of gift ideas for friends, family, or yourself!



Get ready for the rain in color.
The high quality, sturdy frame...



**Let the music play l
clear.**
Complete surround s

2.2K Likes 28 Comments 195 Shares

 Like  Comment  Share



Instant Article Ads

< SHARE

Someone please hold me, because I am not OK.

 Jaspers Market SPONSORED ▾



Try Jaspers Market Today!
Receive 20% off your entire purchase when you visit us anytime in September!

[INSTALL NOW >](#)

2. And Ron and Hermione are still very much together.

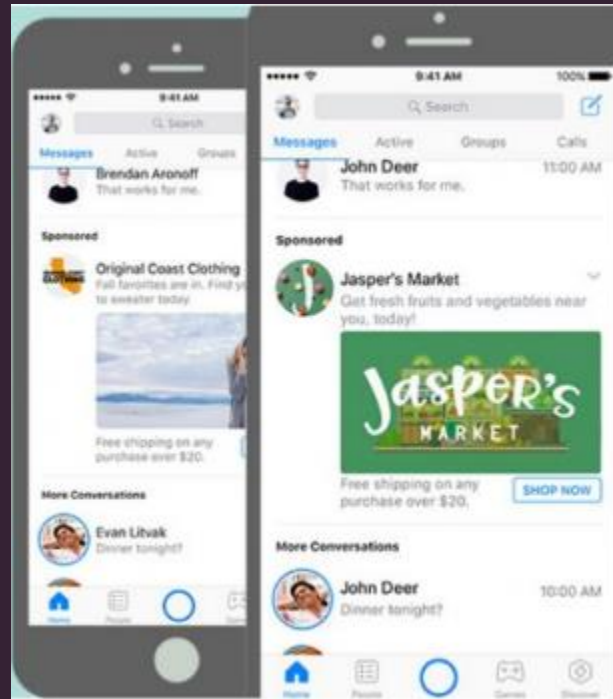




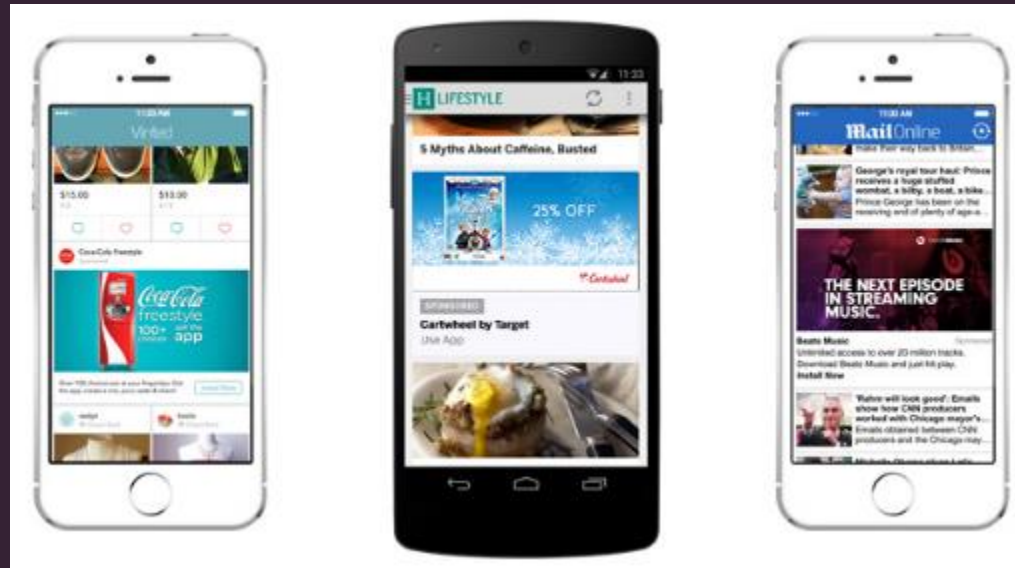
In-Stream Video Ads



Facebook Messenger Ads



Facebook Audience Network

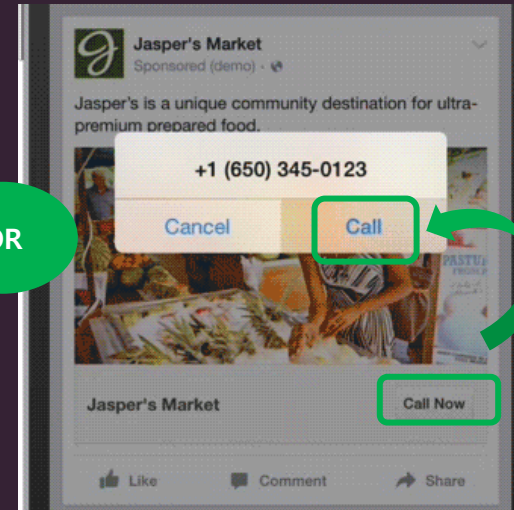




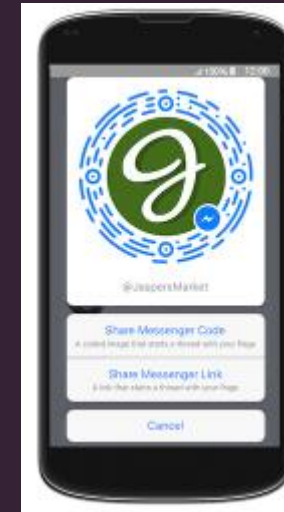
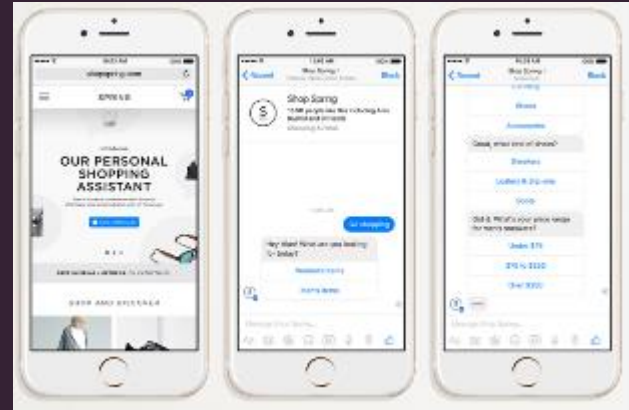
Local Awareness Ads



OR

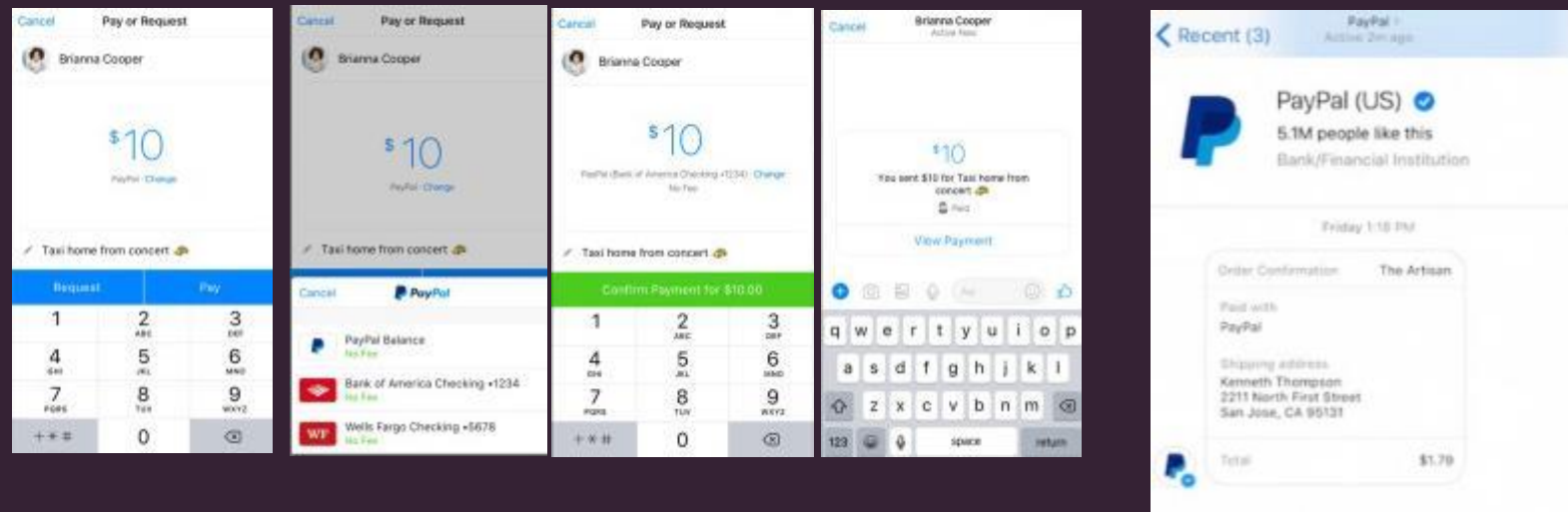


Messenger Updates and Bots for Brands

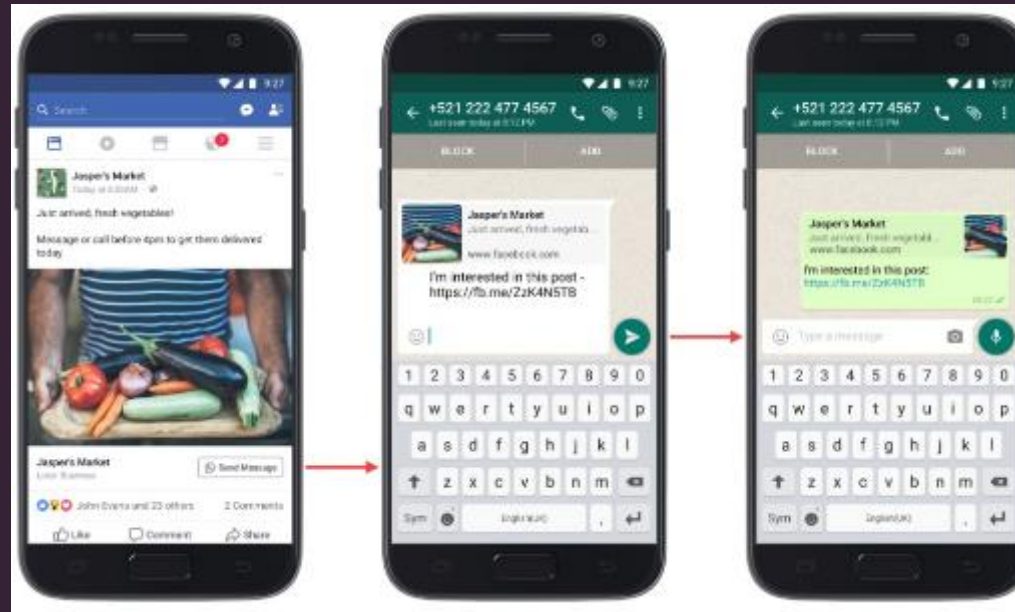




PayPal and Messenger



Click-to-WhatsApp Button

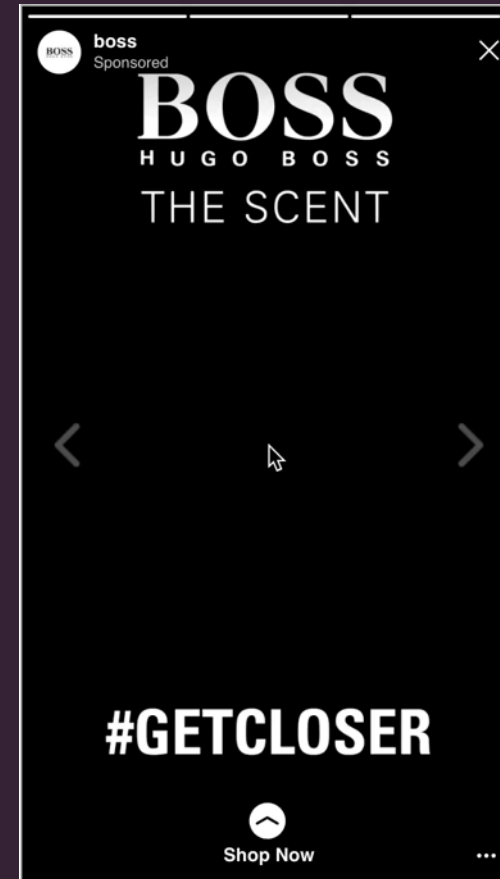


Facebook Live



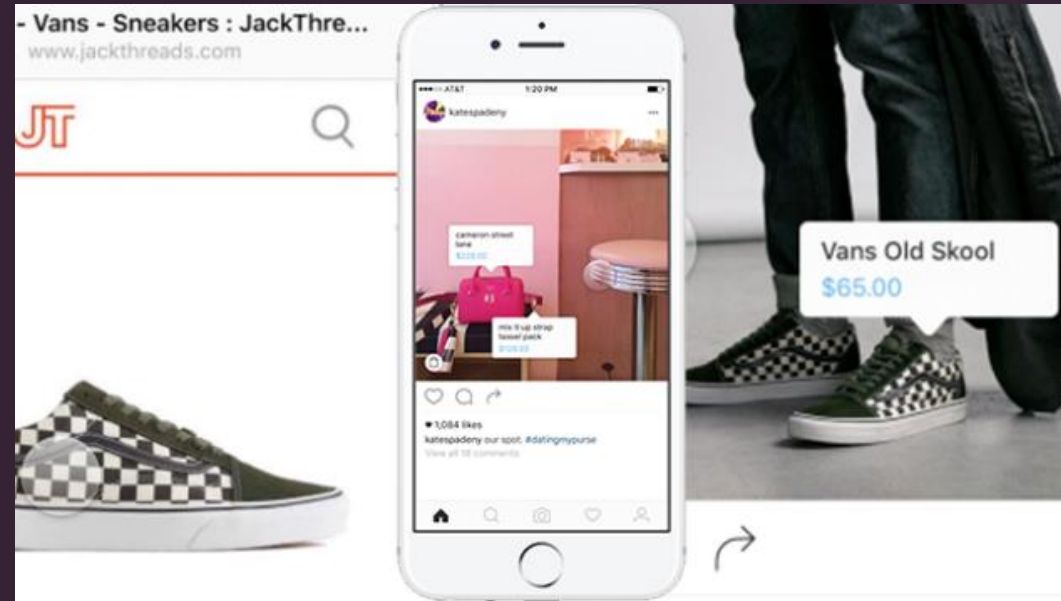


Instagram Stories Ads / Carousel Ads



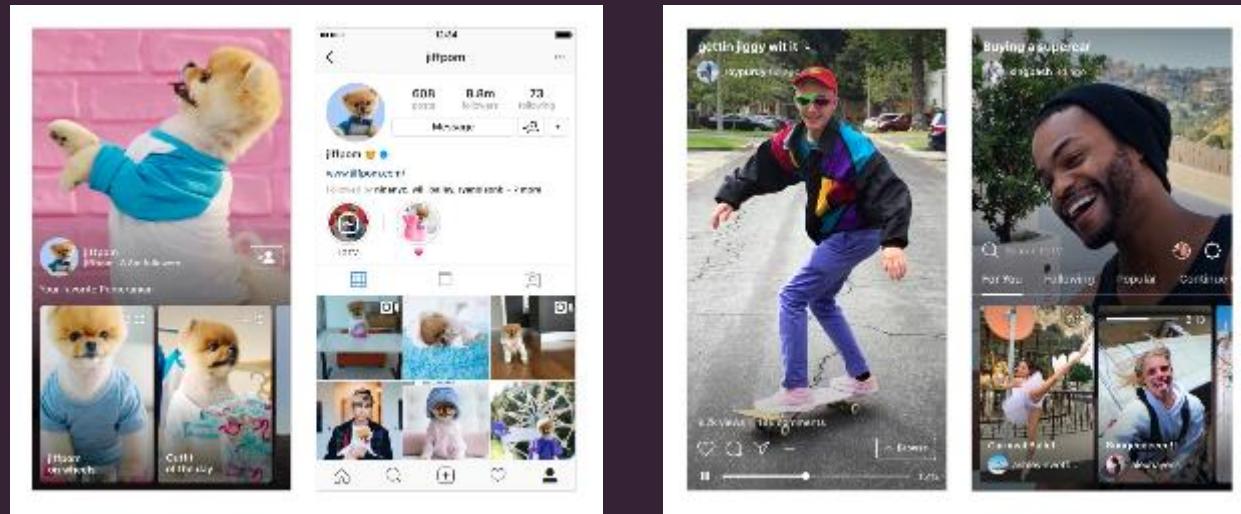


Instagram Shoppable Features





IGTV





Manage Mockups

Tools ▾

View Formats

Get Inspired



All Formats

Stories

Collection

Instant Experience

Video

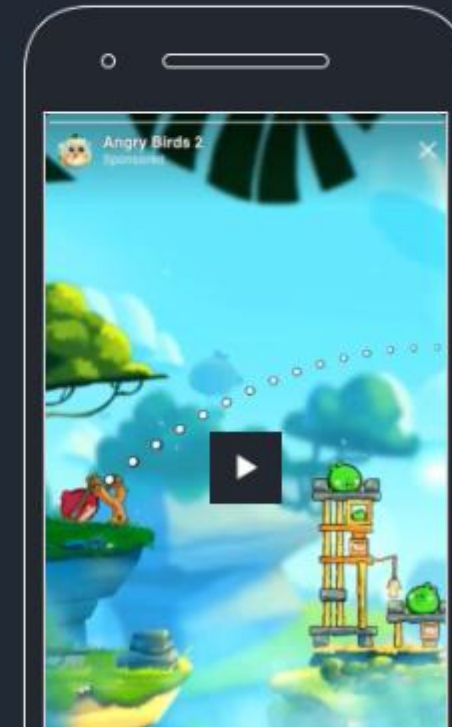
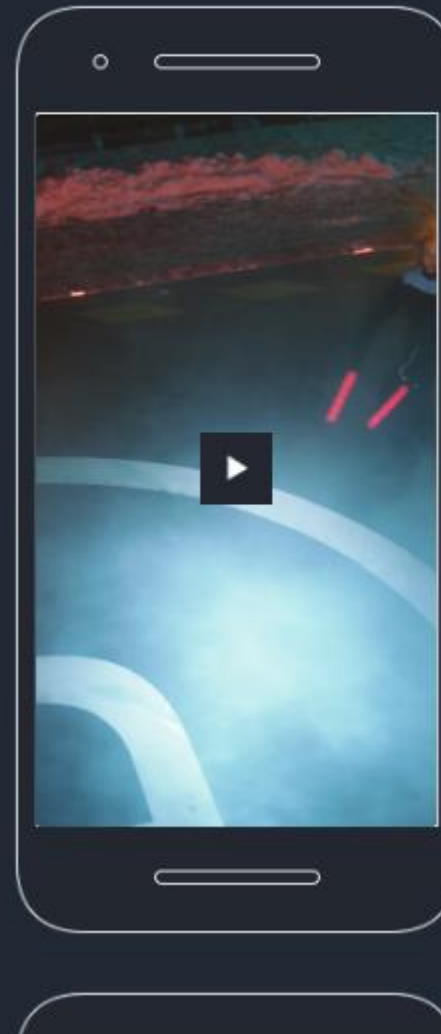
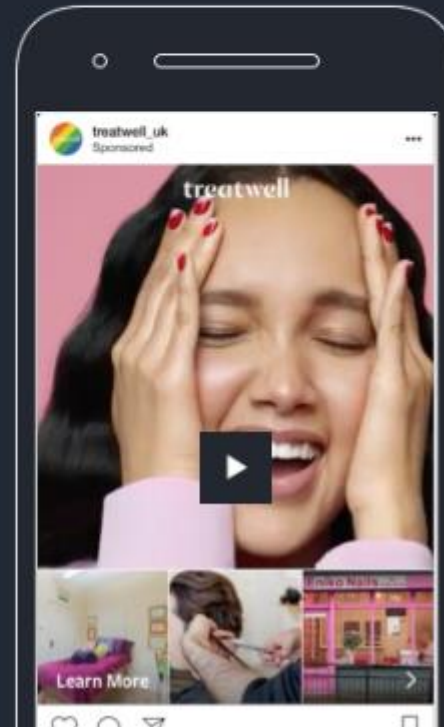
Vertical Video

360 Video

Slideshow

Carousel

Image



<https://business.facebook.com/ads/creativehub/home/gallery/>

Lead Ads

Verizon 20:30

Search

BUILT Ford Trucks
Sponsored · 

You've seen it in action. This is the most capable, durable and reliable Super Duty ever. Sign up to learn more.



We Own Work.

ford.com [Learn More](#)

Like Comment

News Feed Requests Messenger Notifications More

>>

Ford Motor Company



Learn more by providing your info below.

Email me communications from Ford Motor Company

☒ Opt In

☐ No

Nothing you share will be posted on Facebook. This info is sent to Ford Motor Company.

Next

Ford Motor Company



Learn more by providing your info below.

Name

Rita Proctor

Email

ritaproctor44@yahoo.com

Nothing you share will be posted on Facebook. This info is sent to Ford Motor Company.

Back Next

Ford Motor Company



Learn more by providing your info below.

City

Beverly hills

State

CA

Zip code

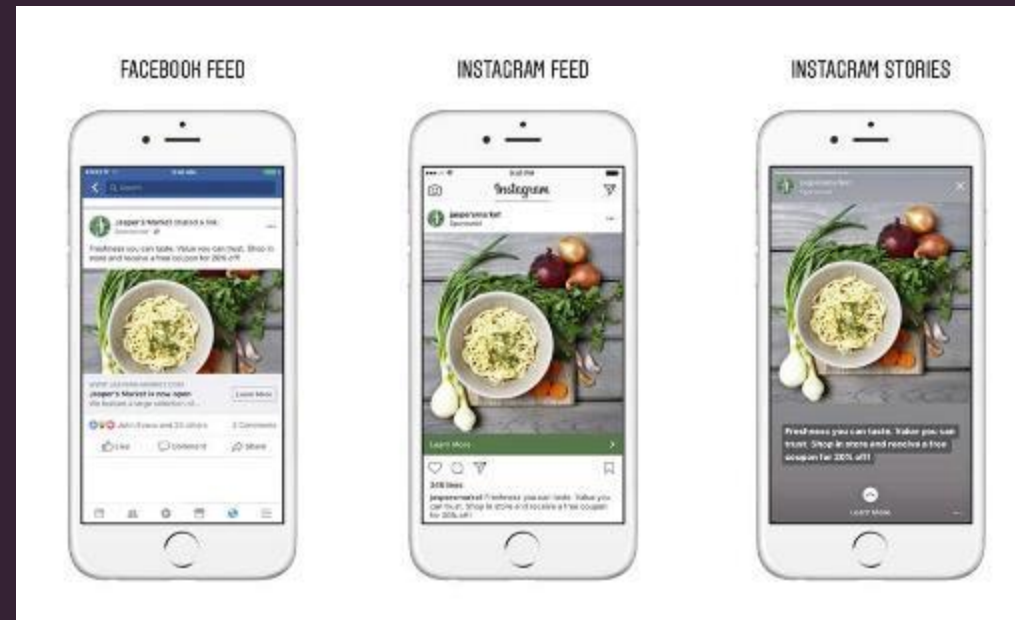
90210

Nothing you share will be posted on Facebook. This info is sent to Ford Motor Company.

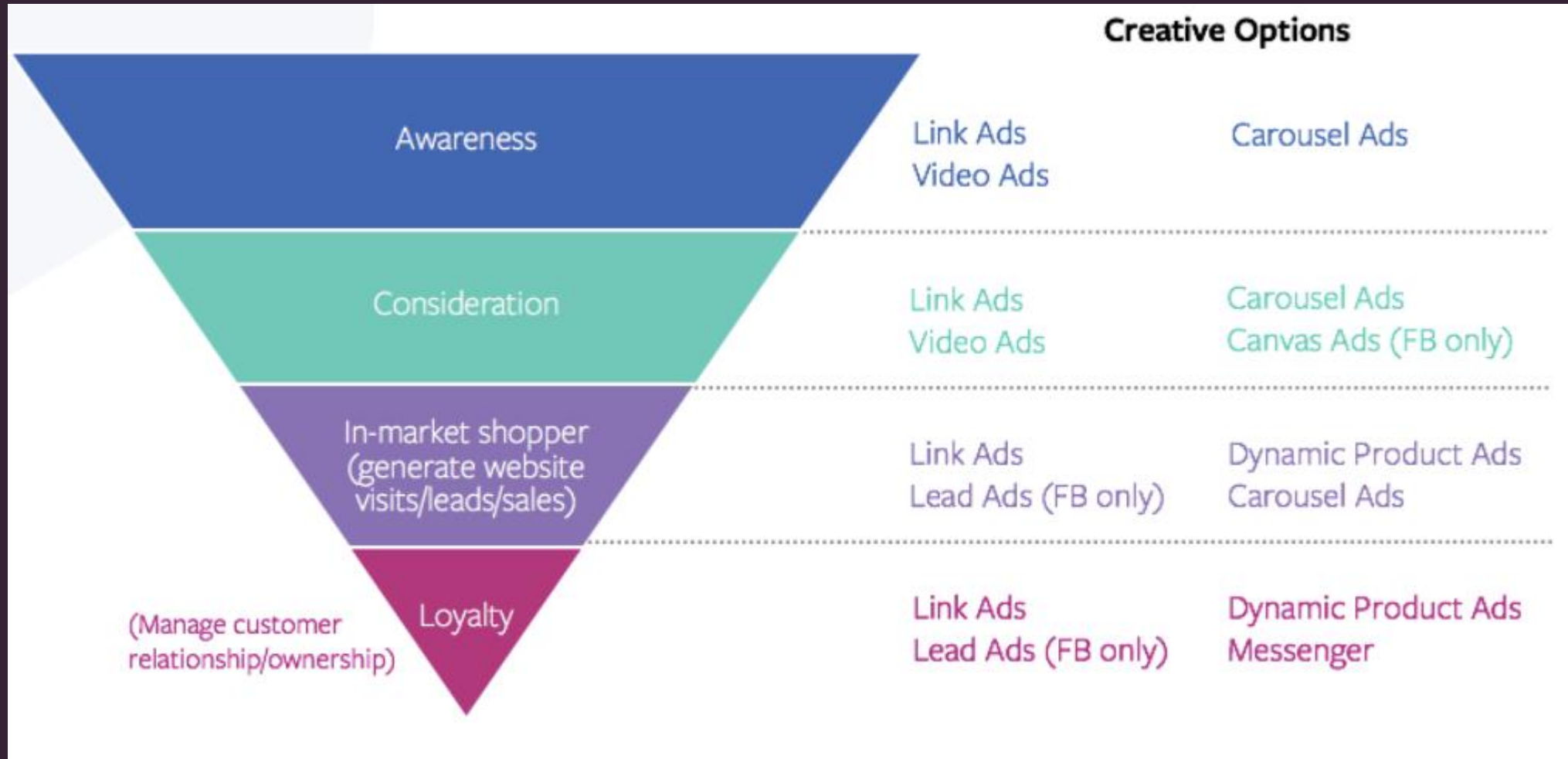
Back Next



Facebook & Instagram Placements



Kitle x Format



>Twitter



Promoted Account



Promoted Trend



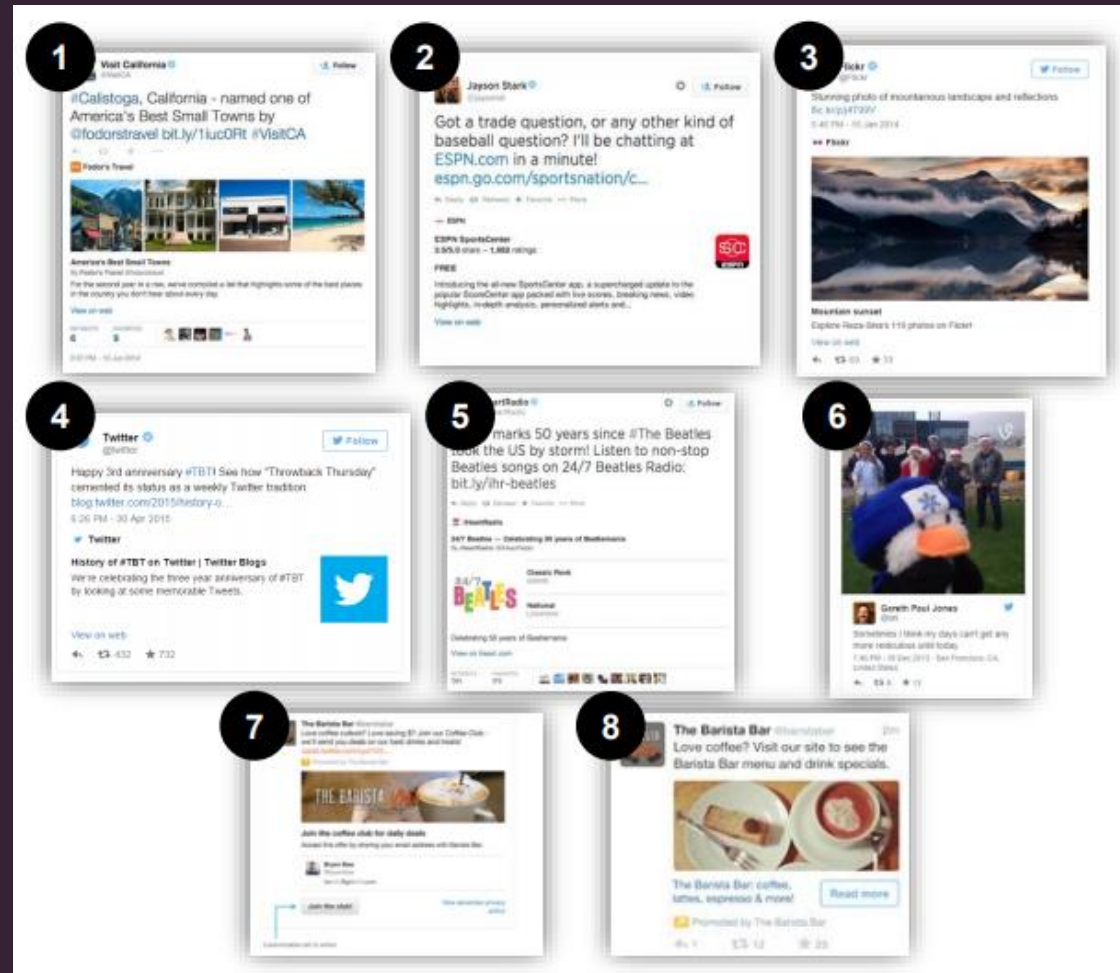
Promoted Tweet



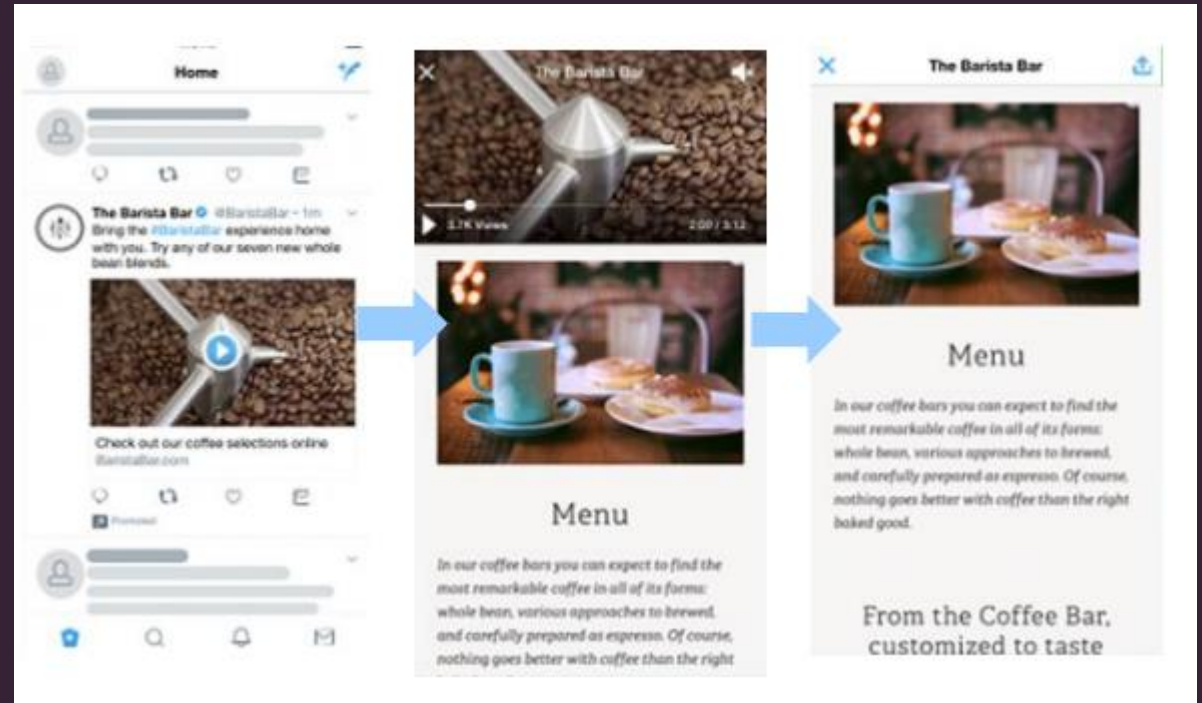
Promoted Video



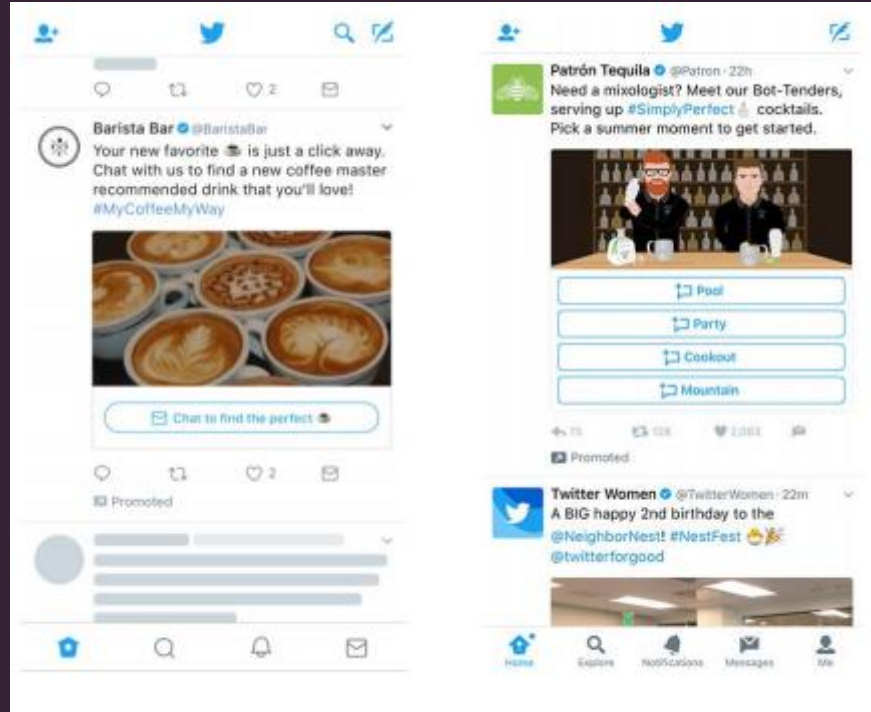
Twitter Cards



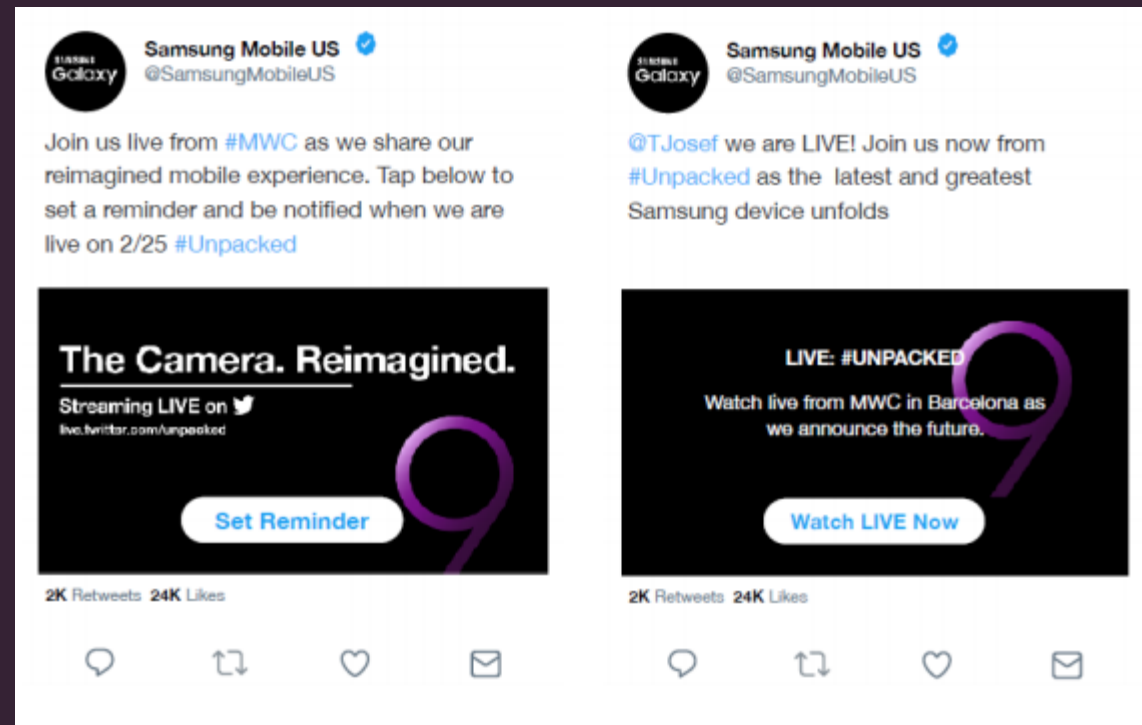
Twitter Website Cards



Direct Message Card



Reminder Card



Custom Cards



Configurator cards

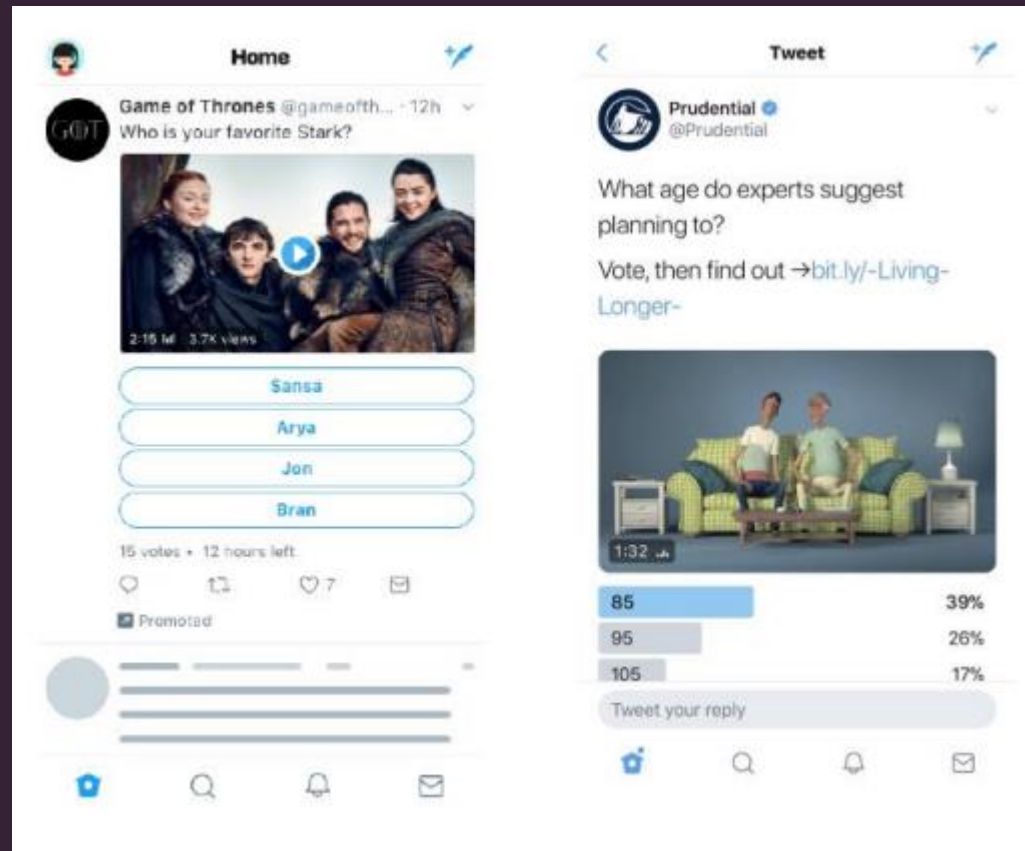


Instant unlock cards

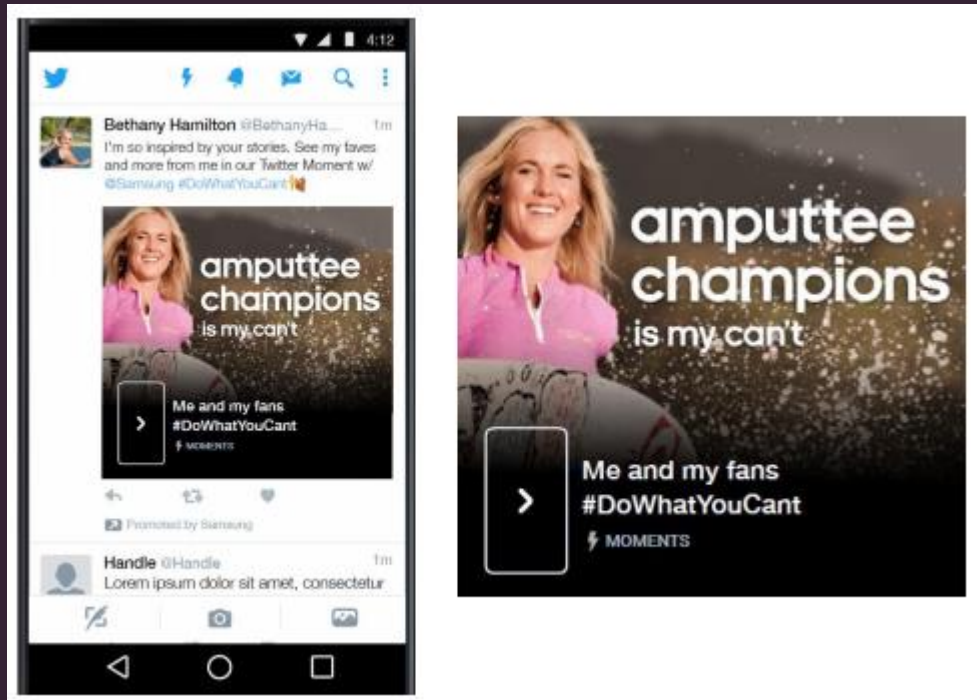


Polling cards

Promoted Polls



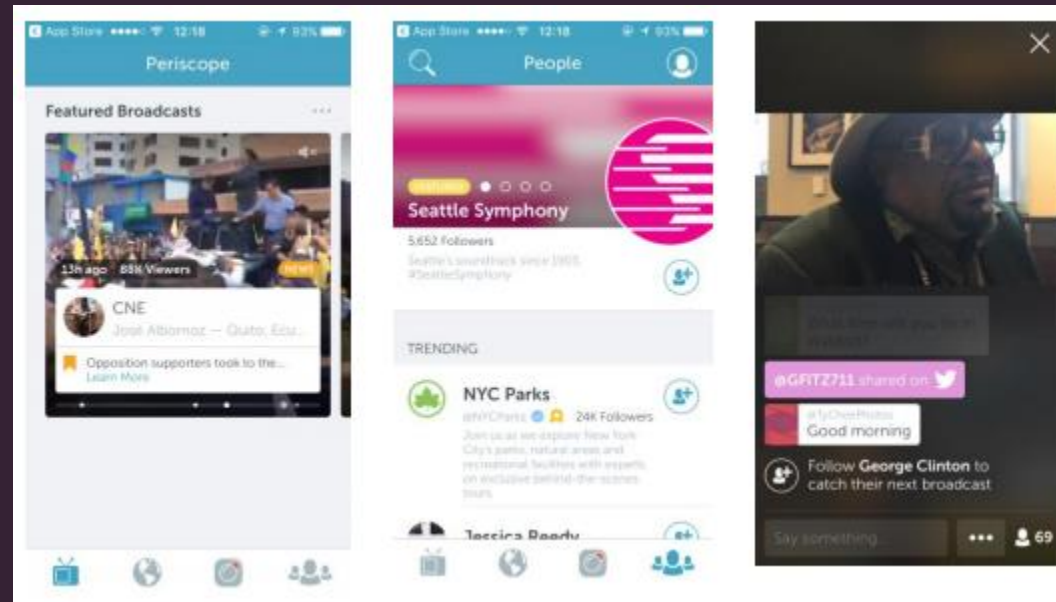
Twitter Moments / Sponsored Moments



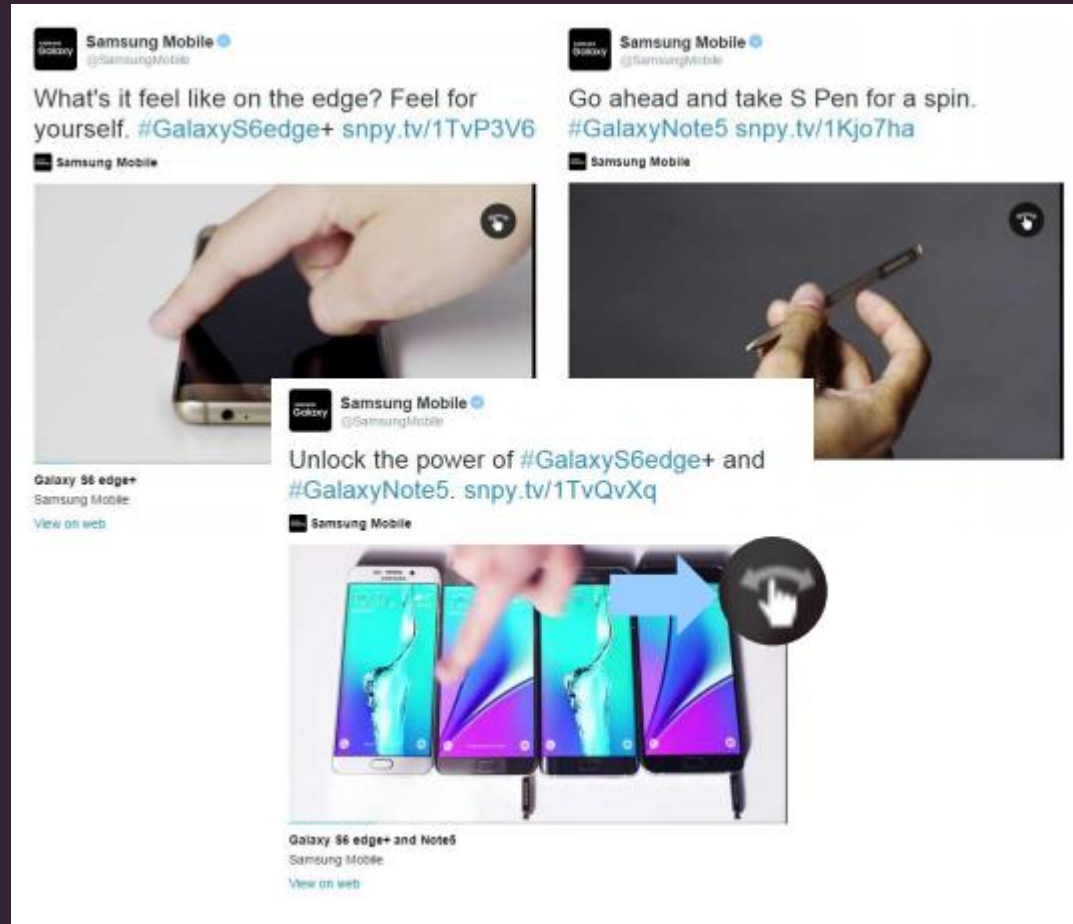
Paid Brand Emojis



Periscope



Scratchreels



Conversational Ads



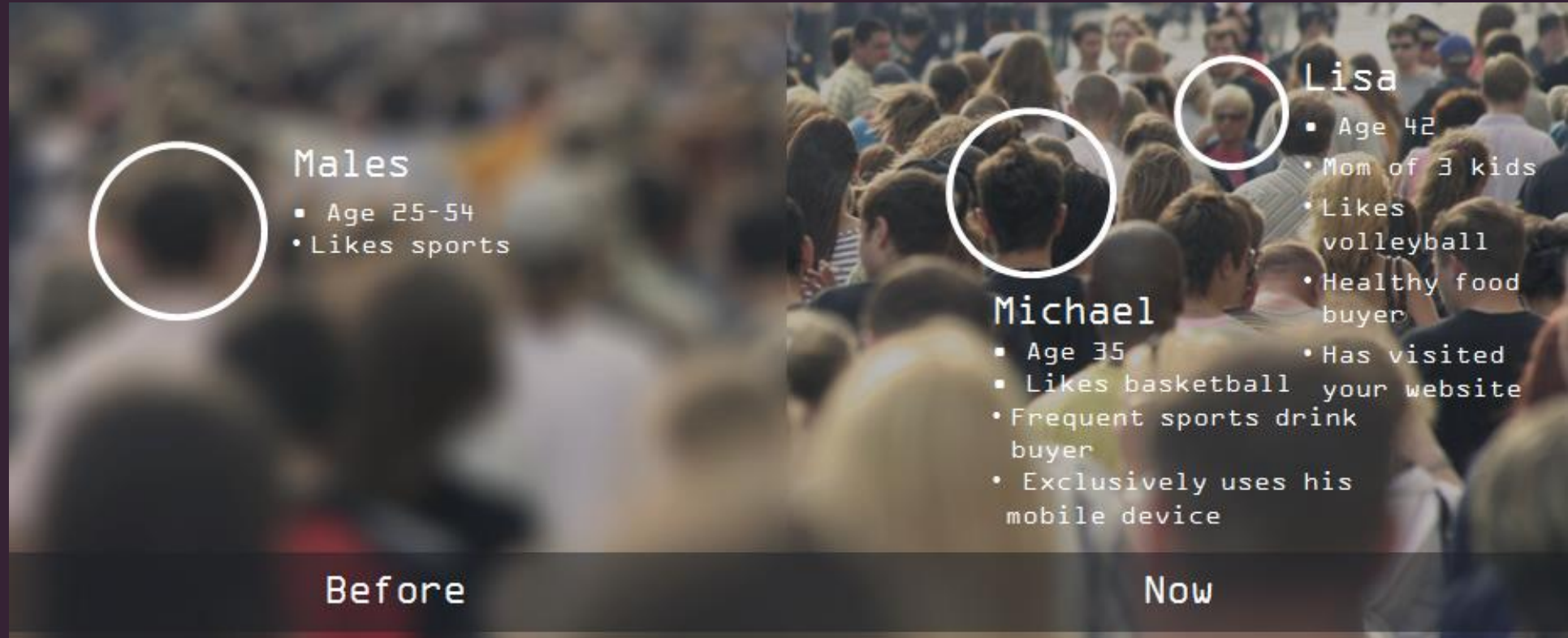
Tweet Carousel



>Hedefleme



Detaylı Hedefleme



Hedefleme Detayları



Demografik



Lokasyon



İlgi Alanı



Davranış



Partner

Özel Hedef Kitleler

Custom Audiences

Reach your specific customers or prospects at scale

People you know

Direct or through third-party

Email addresses

Phone numbers, iOS IDFAs

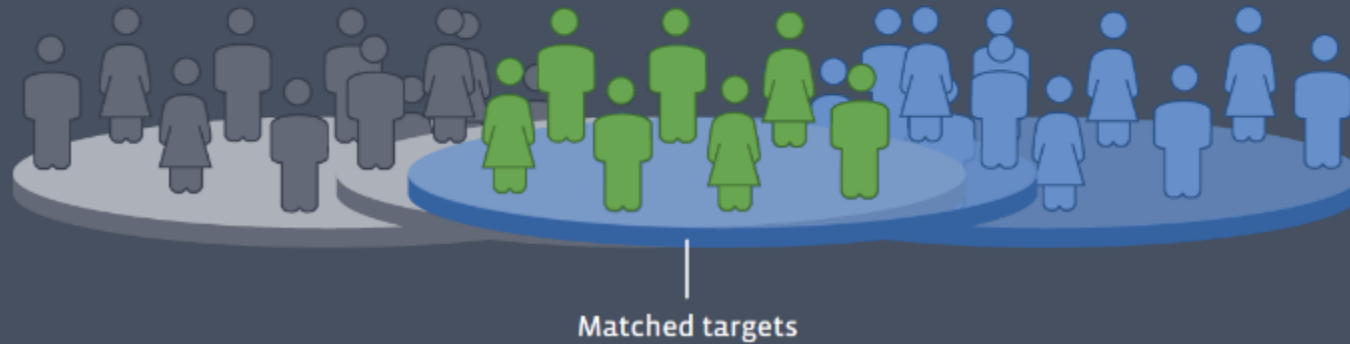
Facebook User IDs, App User IDs

People from your website

People from your mobile app

People you know on Facebook

Facebook





Custom Audiences

Create a Custom Audience

✕

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer File**
Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**
Create a list of people who visit your website or view specific web pages

**App Activity**
Create a list of people who have taken a specific action in your app or game

**Engagement on Facebook** NEW
Create a list of people who have engaged with your content on Facebook

This process is secure and the details about your customers will be kept private.

Cancel

Benzer Kitleler

Lookalike Audiences

Find more people who look like your best customers



Loyal members of your
automotive owners club

Customers who bought your
apparel in the last 3 months

Carries 2 or more
insurance products

and people who look like them



Lookalike Audiences

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing customers.

Source Choose a Custom Audience, a conversion-tracking pixel or a Page.

Country Choose a country to target.

Audience size 0 1 2 3 4 5 6 7 8 9 10 % of country

Audience size ranges from 1% to 10% of the total population in the country that you choose, with 1% being those who most closely match your source.

Show advanced options

Cancel Create Audience

You'll see these options when you create a Facebook lookalike audience.

Create a Custom Audience with LTV

How a Custom Audience with LTV enables value-based Lookalikes

When you create a Custom Audience with a customer lifetime value (LTV) using your customer file, our system can find people who are similar to your highest-value customers when creating your Lookalike Audience.

What is customer lifetime value (LTV)?

LTV is a value associated with your customers based on how much and how often they spend with your business over the course of their relationship with you.

How to include LTVs in your Custom Audience

Don't just include your highest-value customers. Providing a range of LTVs helps us generate the best Lookalike Audience for you, because our system can learn what makes people similar to your highest-value customers, compared to those with lower LTVs.

Read more about how to prepare customer data with values

Cancel Back Get started

Kaynaklarınızı kullanın



İnternet Sitesi



Müşteri listesi



Uygulama hareketleri



Çevrimdışı hareketler



Mağaza ziyaretleri

Facebook kaynaklarını kullanın



Video



Instagram hesabı



Potansiyel müşteri
formu



Etkinlikler



Hızlı Deneyim



Facebook Sayfası



Alışveriş



Facebook'taki İlanlar

>Hedefler ve Açık Arttırma



Facebook Kampanya Hedefleri

Bir Kampanya Amacı Seçin

[Daha Fazla Bilgi Alın](#)

Bilinirlik

- ☐ Marka bilinirliği
- ☐ Erişim

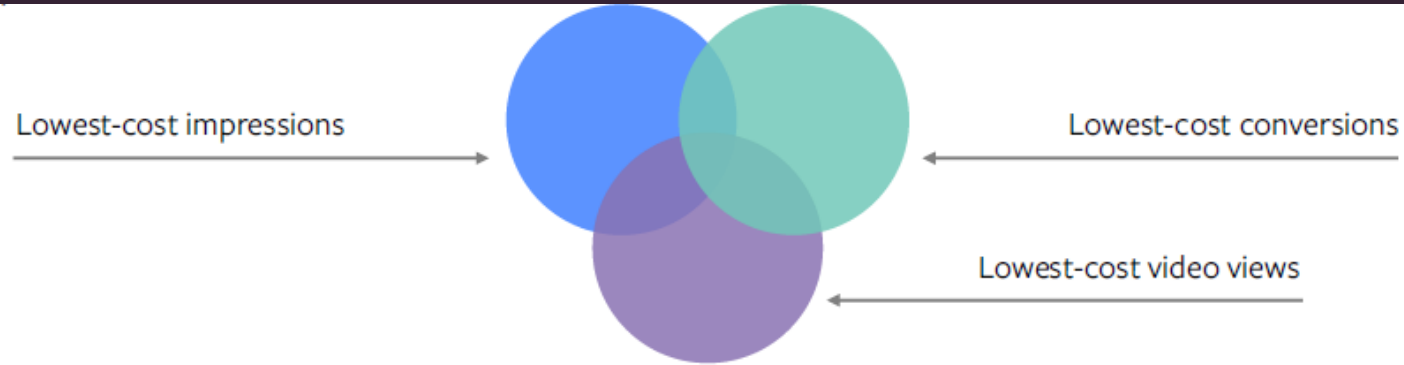
Değerlendirme

- ☐ Trafik
- ☐ Etkileşim
- ☐ Uygulama yüklemeleri
- ☐ Video görüntülemeleri
- ☐ Potansiyel müşteriler bulma
- ☐ Mesajlar

Dönüşüm

- ☐ Dönüşümler
- ☐ Katalog satışları
- ☐ Mağaza trafiği

Biddable?



AWARENESS

-  Boost your Posts
-  Promote your Page
-  Reach People Near your Business
-  Increase Brand Awareness

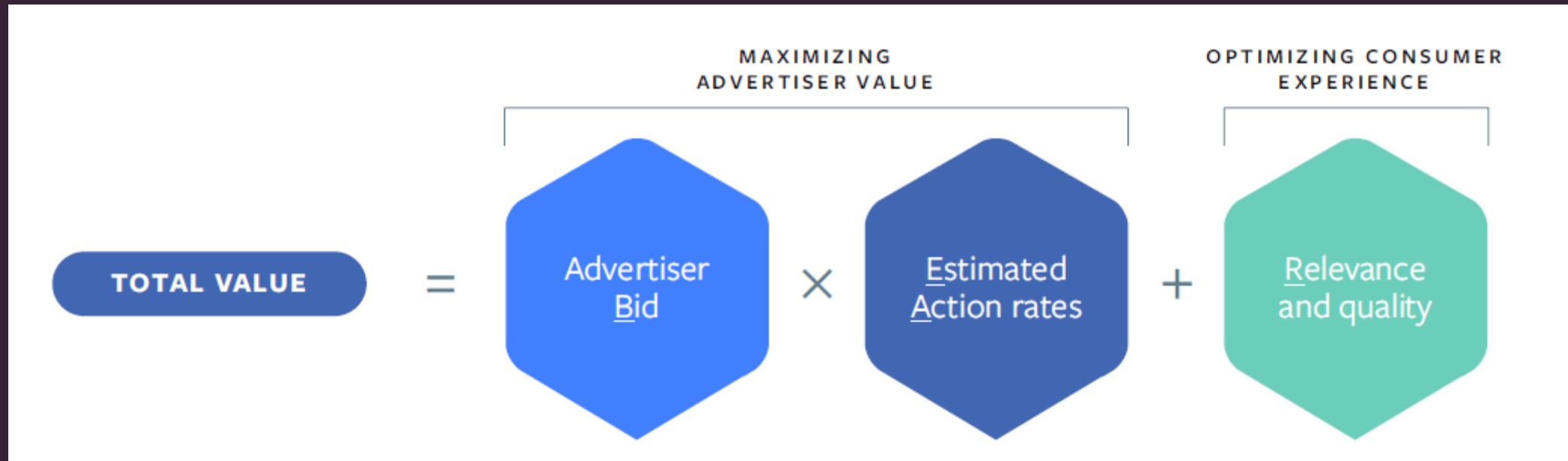
CONSIDERATION

-  Send People to your Website
-  Get Installs of your App
-  Raise Attendance at your Event
-  Get Video Views
-  Collect Leads for your Business

CONVERSION

-  Increase Conversions on your Website
-  Increase Engagement in your App
-  Get People to Claim your Offer
-  Promote a Product Catalog

Biddable?





Ölçümün Tarihsel Değişimi



Kampanya Ölçümü (Pixel & SDK)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};!(if._fbq)f._fbq=n;
n.push=n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','connect.facebook.net/en_US/fbevents.js');

fbq('init','INSERTFBPIXELID');
fbq('track','PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Facebook pixel



Facebook Pixel & Standard Events



desktop & mobile web

Facebook SDK & App Events



mobile app

All Pages

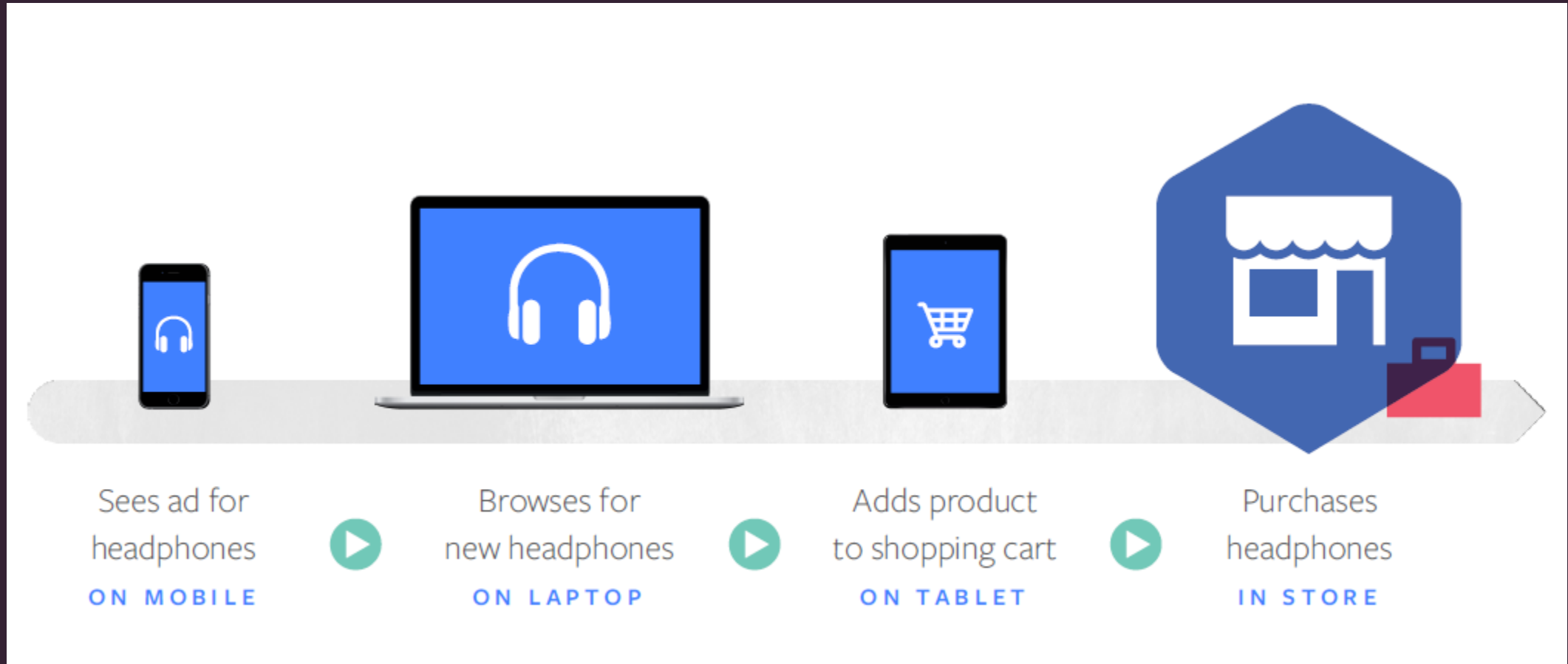
Product
Page

Add To
Cart
Button

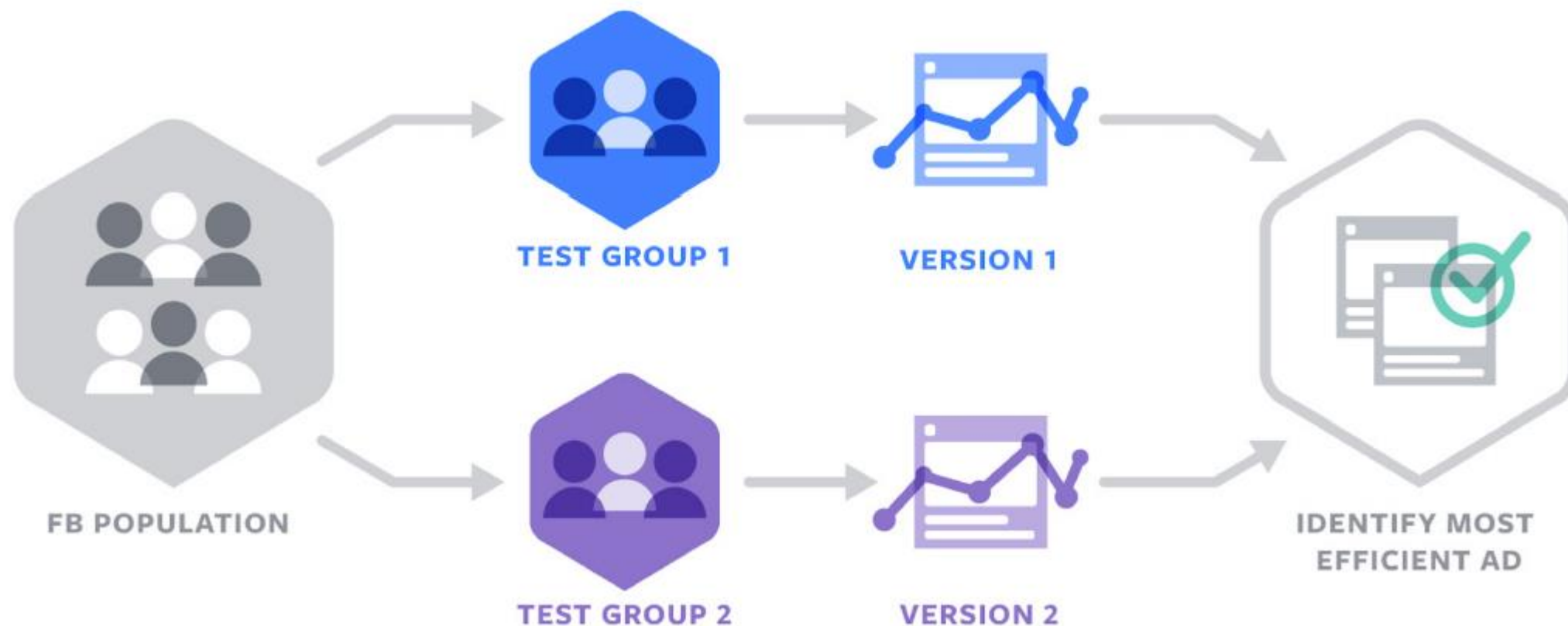
Purchase
Page

Standard Events

Cross-Device



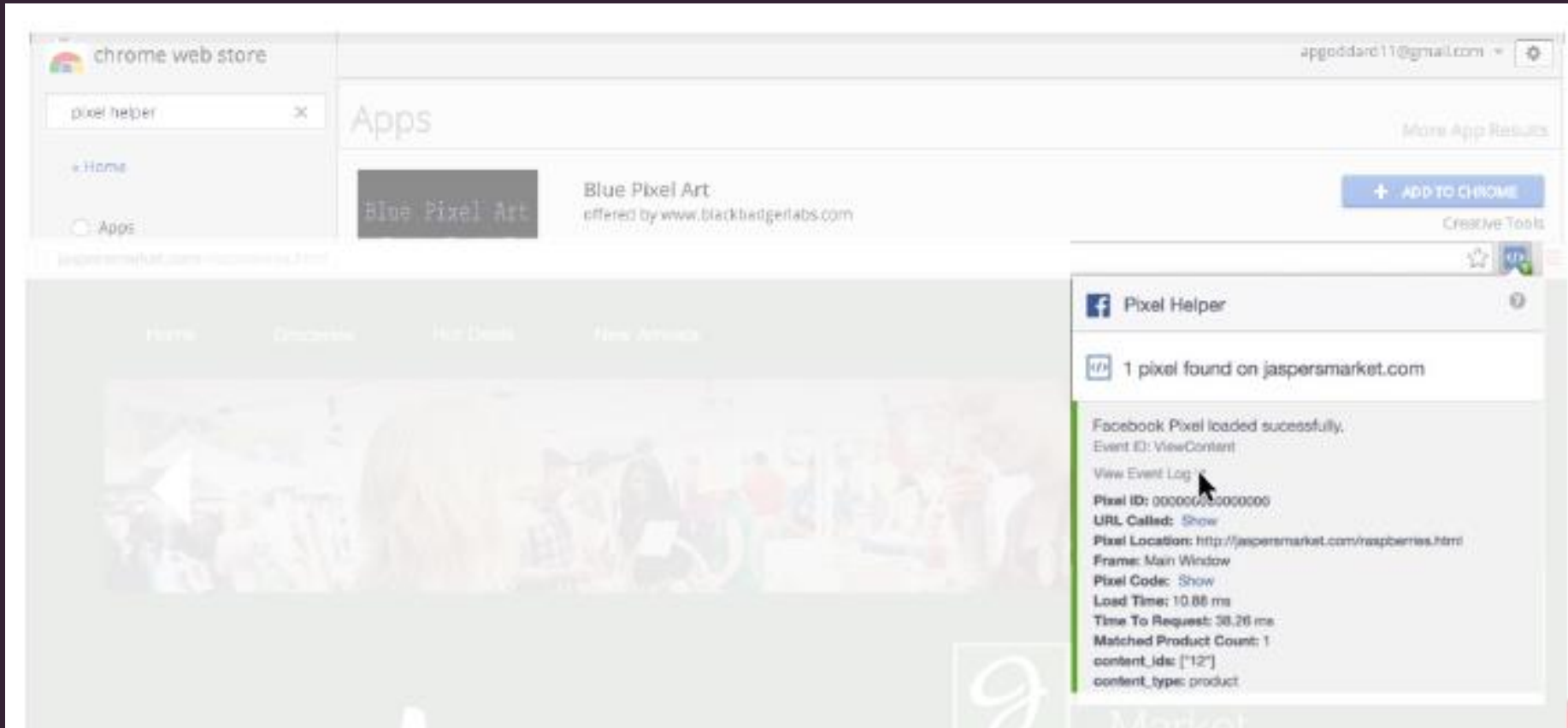
Split Testing (A/B - Creative)



>Kapanış



Pixel Helper



Kaynak: <https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlaipkdmockpc>

Pixel Helper

https://www.trivago.com.tr/?aDateRange%5Barr%5D=2019-04-20&aDateRange%5Bdep%5D=2019-04-23&aPriceRange%5Bfrom%5D=0&aPriceRange%5Bto%5D=0&iRoomType=1&aRooms%5B0%5D%5Badults%5D=1

trivago

Giriş Cmt, 20.04.19 < > Çıkış Sal, 23.04.19 < >

Fiyat / gece 3.300 TL+

Otel Tümü Misafir Puanı Tümü Otel Konu Şehir merkezi

Haritayı Görüntüle

Flora Palm Resort
Resort
Fethiye, Şehir merkezi 8.9 km uzaklıkta
7.6 İyi (46 değerlendirme)
Çok iyi konum · Çok temiz
65 TL ve daha fazlası

Club Tuana Fethiye
★★★★★ Otel
Fethiye, Plaja 0.1 km mesafede
8.6 Mükemmel (1657 değerlendirme)

Facebook Pixel Helper
Learn More

https://www.facebook.com/products/. Learn more

Facebook Pixel can't find the provided IDs in any of the associated destination catalog(s). Please check that your destination catalog contains destinations for all of the IDs and verify that this pixel is associated with the catalog. Learn more

Facebook Pixel can't find the provided IDs in any of the associated hotel catalog(s). Please check that your hotel catalog contains hotels for all of the IDs and verify that this pixel is associated with the catalog. Learn more

CUSTOM PARAMETERS SENT

checkin_date: 20190420
content_type: Show
sorting: relevance desc
checkout_date: 20190423
iPathID: undefined
city: undefined
destination: undefined
ims: undefined
search_type: region
standarddaterange: 0
num_adults: 1
content_ids: ["region_undefined",]
star: 1,2,3,4,5
segment: 25
region: undefined
travel_end: 20190423
country: undefined
days_to_departure: 2
stay: 3
co_count: 0
rating: undefined
travel_start: 20190420
room_type: single

EVENT INFO

Kaynak: <https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiiimcoedlicjajpkdmockpc>

Ghostery – Privacy Ad Blocker



Kaynak: <https://chrome.google.com/webstore/detail/ghostery-%E2%80%93-privacy-ad-blo/mlmiejdfohchcflejclcbmpeanijj>

Facebook Ads Library

Launched April 2019

● Active
Started running on Apr 17, 2019

Hepsiburada
Sponsored

Karşınızda oylarınızla seçilen Instagram'a özel haftanın indirimi!
Gittiğiniz her yere kolaylıkla taşıyabileceğiniz şık tasarımı, ince ve hafif Canon Zoemini Fotoğraf Yazıcısı bu hafta sadece 599TL!
Link bio'da! 📷



Hepsiburada
WWW.HEPSIBURADA.COM

Shop Now

See Ad Details

● Active
Started running on Apr 17, 2019

This ad has multiple versions. ⓘ

Hepsiburada
Sponsored

Evinin ritmini değiştirmek için binlerce Ses ve Görüntü Sistemleri ürünleri Hepsiburada'da seni bekliyor!



Ultimate Ears Boom 2 Bluetooth Speaker NLE Edition - Siyah
549 TL
ULTIMATE EARS BOOM 2 BLUETOOTH SPEAKER NLE EDITION - SIYAH

Shop Now

See Ad Details

● Active
Started running on Apr 17, 2019

This ad has multiple versions. ⓘ

Hepsiburada
Sponsored

Evinin ritmini değiştirmek için binlerce Ses ve Görüntü Sistemleri ürünleri Hepsiburada'da seni bekliyor!



Ürünleri incelemek için Hemen Tıkla!
ÜRÜNLERİ İNCELEMELİK İÇİN HEMEN TIKLA!

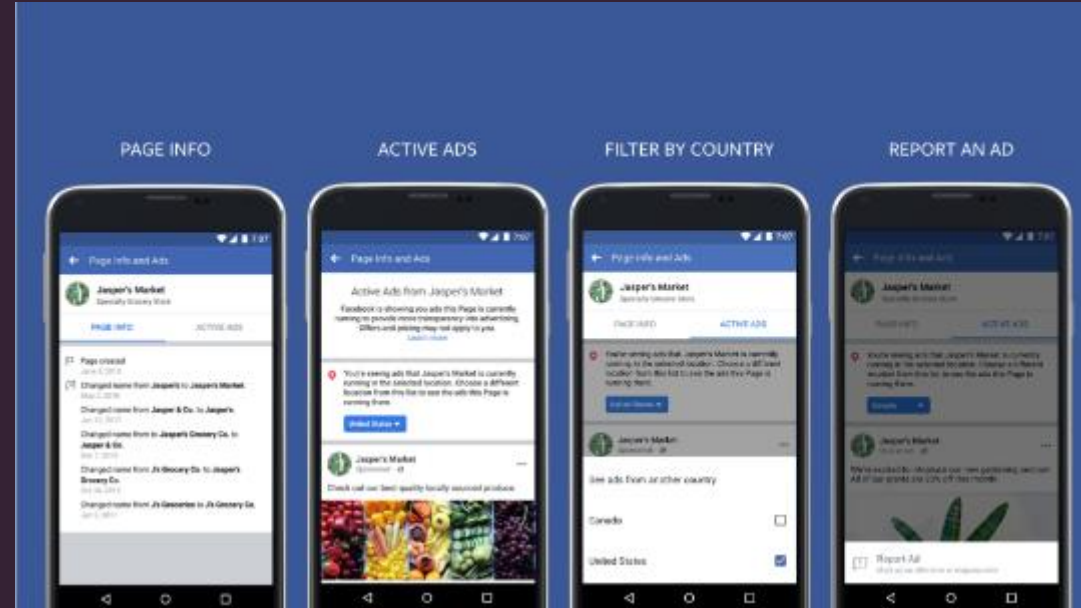
Learn More

See Ad Details

<https://www.facebook.com/ads/library/>



Info and Ads Section on Facebook Pages



Twitter Ads Transparency Center

 **Reklam Şeffaflık Merkezi**



Trendyol 
@Trendyol
En iyi mobil alışveriş deneyimi için uygulamayı indir, alışverişin keyfini çıkar!
trendyol.com
712 Takip ediyor 148.670 Takipçiler

Bu hesap tarafından son yedi gün içinde tanıtılmış tüm Tweetleri görüntülüyorsunuz.
Tweet verileri son 24 saatte güncellendi.

Sponsorlu Tweetler

Bu hesap son yedi gün içinde sponsorlu Tweet yayınlamadı.

<https://ads.twitter.com/transparency/>

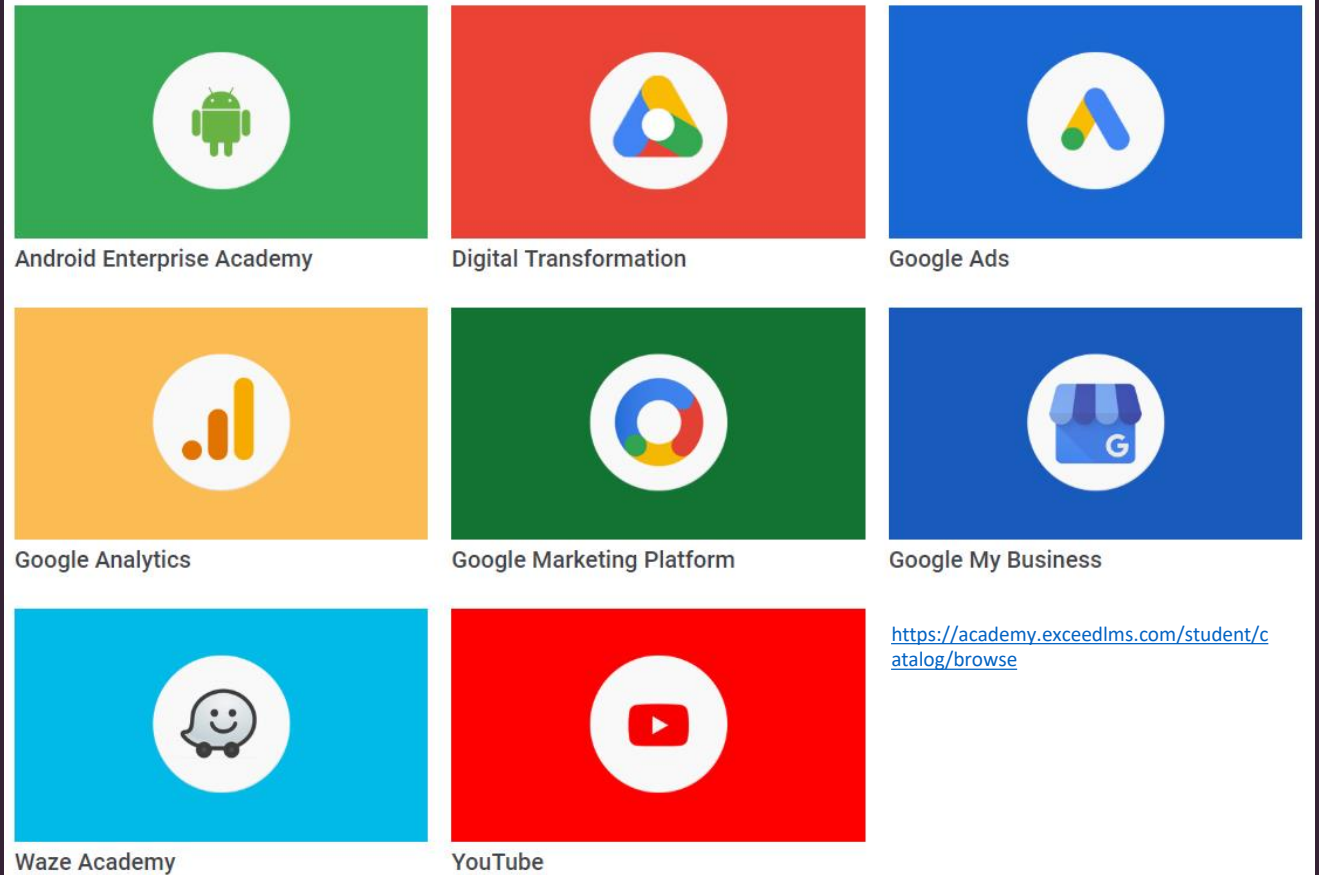
Eğitim Portalları



<https://www.facebookblueprint.com/student/catalog>



<https://flightschool.twitter.com/>



<https://academy.exceedlms.com/student/catalog/browse>

Platform Kurcalama

☰ Plan	+ Create & Manage	📊 Measure & Report	📦 Assets	⚙️ Settings
Audience Insights	Business Manager	Ads Reporting	Audiences	Settings
Creative Hub	Ads Manager	Test and Learn	Images	Business Settings
	Creator Studio	Branded Content	Catalogs	Billing
	Page Posts	Attribution	Business Locations	Invoices
	App Dashboard	Analytics	Block Lists	
	App Ads Helper	Events Manager	Videos	
	Automated Rules	Pixels		
		Offline Events		
		App Events		
		Custom Conversions		
		Partner Integrations		

Özet

