



Marketing Cloud as a Social Advertising Platform: Your Secret Weapon to face Cookieless World

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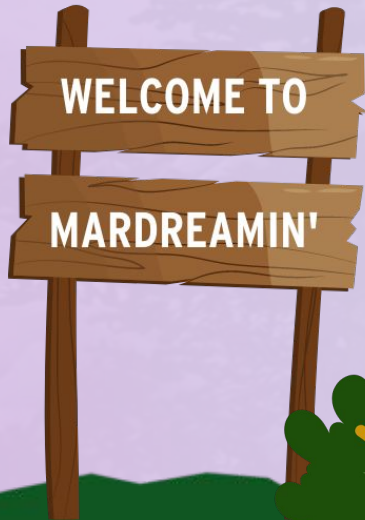


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Agenda



- Understanding the Changes in Tracking (3rd-party to 1st-party) and how you can leverage 1st-party data for advertising
- Marketing Cloud Advertising Solutions
- Use-cases Library
- Product cost, security and Roadmap Considerations

The Context



The Changing Landscape

What's Happening?

Google 3rd-party cookies are set to disappear in July 24.

Concerns about **user privacy** and **control over data** led to a phase-out while promoting the use of **1st-party data** and alternative tracking methods.

What's the Impact on Digital Advertising?

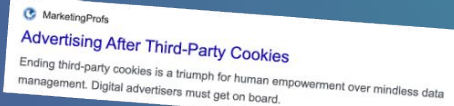
80% of marketers use Google 3rd-party cookies for ads. Digital ads Spend for 2023 is estimated at **627 Billions USD**.

Brands need a new way to target the right audience...

UID2.0 or Audience Matching?



Entrepreneur
What the Downfall of Web Cookies Means for Advertising
Privacy is becoming prioritized and third-party cookies are disappearing. Businesses will have to find another way to reach their audience...



MarketingProfs
Advertising After Third-Party Cookies
Ending third-party cookies is a triumph for human empowerment over mindless data management. Digital advertisers must get on board.

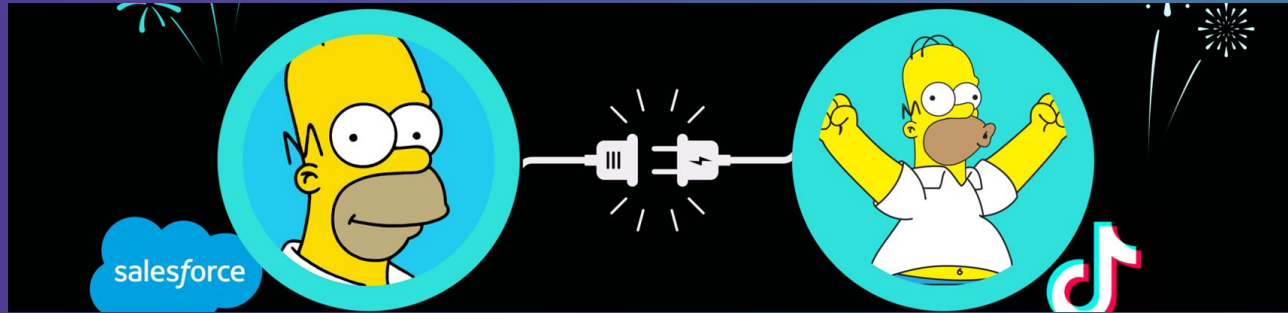


Forbes
The Slow Death Of Third-Party Cookies
The loss of third-party cookies will make it much harder for advertisers to track users across the web and serve them targeted ads.



Adweek
What Does Life After Third-Party Cookies Look Like?
Despite having known about the eventual deprecation of third-party cookies for over two years, there are still marketers without a strategy in place.

What is Audience Matching?



Audience matching is a strategy that enables **advertisers** to target specific groups of individuals based on their **first-party data**.

Why you should match audiences with Social Platforms?

01

Large User Base

Social media platforms have a massive user base, with Facebook alone having over 2.8 billion monthly active users.

02

First-Party Data Integration

Usually called Custom Audiences, they're particularly important in a post-cookie world

03

Multiple Ad Format

Social media platforms offer a range of ad formats, including image, video, carousel, and stories.

04

Ad Performance Tracking

They provide detailed analytics and performance tracking





Salesforce Advertising Solutions

MC Advertising and Data Cloud Ad Audiences

MC Advertising

- **Available channels:**
 - Facebook/Instagram
 - X (ex-Twitter)
 - Google Ads
 - Snapchat
 - Pinterest
 - LinkedIn
- **Use-cases:**
 - Audience matching
 - Journey Builder activity
 - Facebook Ad Campaign Creation
 - Look-alikes (Facebook)
 - Lead Capture

Data Cloud Ad Audiences

- **Available channels:**
 - Meta
 - Google Ads
 - Amazon Ads
- **Use-cases:**
 - Audience matching

Audience Matching Characteristics per channel

- **Meta (Facebook / Instagram):**

- **Minimum Audience Size:** 20
- **Average Refresh:** 2h

- **Google Ads:**

- **Minimum Audience Size:** 1,000
- **Average Refresh:** 7h

- **LinkedIn:**

- **Minimum Audience Size:** 300
- **Average Refresh:** 24h

- **X (ex-Twitter):**

- **Minimum Audience Size:** 500
- **Average Refresh:** 24h

- **Snapchat:**

- **Minimum Audience Size:** 1,000
- **Average Refresh:** 7h



Features: Lead Capture



To connect your **Facebook, Google or LinkedIn** advertising leads with Marketing Cloud data extensions or Sales Cloud lead objects

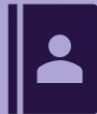


Features: Audience Creation

You can create an audience in Marketing Cloud Advertising Studio for Facebook, Instagram, Google Ads, LinkedIn, Twitter, Pinterest, and Snapchat ad accounts.



From a Data
Extension



From
Contacts



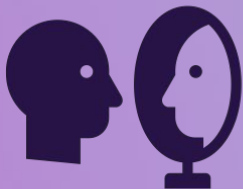
In a Journey

Matching differs from a platform to another... and **you don't know who is a match!**



Features: Look-Alikes

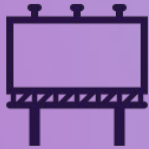
Audiences



A lookalike audience is a way your ads can reach new people who are likely to be interested in your business because they share **similar characteristics** to your existing customers.



Features: Ad Campaigns



The Advertising Campaigns activity supports Facebook only.

The Advertising Campaign activity creates an advertising campaign and posts your advertising content on social media.



Features: Suppression Audiences



You can use the Audiences you create as Suppression Audiences within the Social Media. MC Advertising can help with Media Bidding Optimization.

Ex: you suppress from ad targetting unsatisfied customers.



Use Case Library



Retention

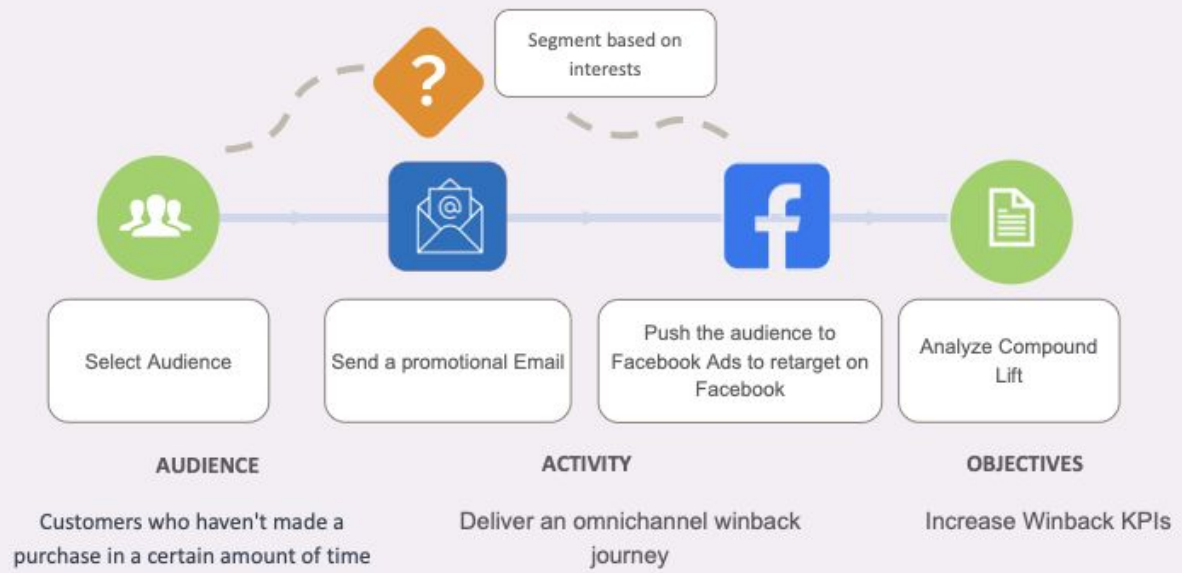
Lifecycle Stage

- Awareness
- Engagement
- Acquisition
- Support & Loyalty**

Journey Audience

Re-Engage

Lapsed Customer Reactivation





Acquisition



Lifecycle Stage

Awareness

Engagement

Acquisition

Support & Loyalty



One-shot Audience



Lead Capture

Look-alike Audience Targeting

17

Description

Use CRM data to create a custom audience of your existing customers or email subscribers, and then use Facebook's looklike audience targeting feature to create a new audience of users who share similar characteristics.

How

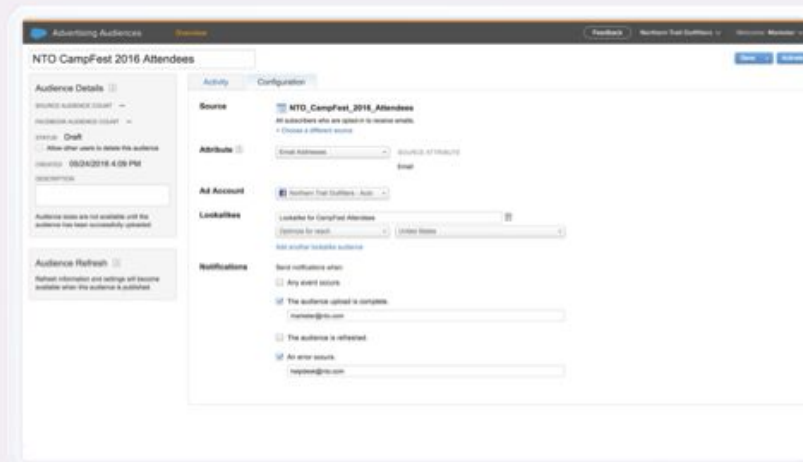
- Educational Content
- Promotions

Potential Benefits

Followers' growth

Lead Capture

Increased Sales



Media Bidding Optimization

Lifecycle Stage

- Awareness
- Engagement
- Acquisition
- Support & Loyalty

Journey Audience

Reduce Costs

Unsatisfied Customers Suppression





Integration, Security and Pricing Model considerations

Integration



Plug-and-Play

There is no « real » integration: you just have to connect the Ad Accounts which requires an admin.

... but it needs Training & Consulting



Aligning Digital Marketing with Campaigns is not easy. Budget consumption can cause problems. Email Marketers need to be trained on Digital Advertising.

Security



SHA256

All Data is securely hashed before it's submitted to any network via API.

... but FLE is not supported.

Not for Journey Builder and subject to discussions regarding Audiences.



Pricing Model



Per Active Audience

An **Active Audience** is shared with a **single network**.

Journey Audiences

Can be used in a **Single** journey.





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