

Social Ads

Full-service Facebook and Instagram advertising that puts your business in front of users who are most likely to become your customers. Our proprietary technology does what no human can. AI optimizes your budget across multiple campaigns and amplifies your Search Marketing investment, all to help achieve your business goals and see more results from your dollars.



Focus On Your Business Goals

Build your contacts, grow your reach or drive engagement with advanced targeting capabilities and compelling creative.



Trust in AI Technology

Automatically optimize your budget and amplify your Search Marketing leads for stronger marketing ROI.



Grow Marketing ROI

Build your presence with social ads that perfectly complement search advertising and SEO.

1.8 BILLION MONTHLY ACTIVE USERS ON FACEBOOK¹

76% OF FACEBOOK USERS LOG IN AT LEAST ONCE A DAY²

80% OF PPC CLIENTS SAW INCREMENTAL LIFT FROM FACEBOOK ADS³

You focus on your business, while our experts and smart technology focus on your Facebook ads.

Intelligent Ads at Work

There are so many ad objective options that it's difficult to know which one is right for your business. With our smart ads, you don't have to choose. Tell us your business goal. Our experts and proprietary smart optimization technology take care of the rest.

Cross-Platform Ad Placement

Your ads are optimized automatically across Facebook, Instagram, and the Facebook Audience Network. This means the technology is not only finding the best ads and objectives, but it's also getting your business in front of a broad and engaged audience.

Social Ad Expertise

Rely on our team of Blueprint-trained social advertising experts to build your campaign, manage your creative content, and monitor your results. They'll work alongside the technology to add the human touch that ensures everything is running optimally.

Infinity Audience

Our cross-solution targeting takes your Search Marketing leads and automatically creates a data-informed lookalike audience for your Social Ads. Instead of guessing at your ideal audience, you're able to tell Facebook exactly what your key customers look like, multiplying your original investment.

Official Facebook Marketing Partner

ReachLocal is recognized as a Facebook Ad Technology Specialist, a designation within Facebook's exclusive Marketing Partners. This specialty highlights those that consistently provide advanced technology solutions that help scale and optimize campaigns, ultimately driving improved performance for our clients.

Know What Works

Learn how your campaign is meeting your goal with on-demand reporting and insights. Our platform shows you ad views, clicks, site visits, and even contacts generated from your ads. Our sales optimization goal also provides attribution reporting so you can see exactly what's driving your sales.

Social Ads

Get a taste of our Facebook advertising program and unique capabilities. Our experts will craft up the perfect mix for your business. Our technology will continually adjust to optimize your campaign ad dollars across multiple ad types and placements.



Website Clicks

We can entice more visits to your website with custom CTAs designed to increase conversions like online appointments, new sign ups, completed applications, and more from targeted users.



Lead Ads

Lead generation can be simplified with in-ad forms that make it easy for the right prospects to contact you. We offer the only program that sends your new leads right to your inbox.*



Lead Ads with Client Center with Lead Engagement Add-On*

For HIPAA-impacted businesses, Lead Ads with Client Center with Lead Engagement Add-On enables you to store and protect leads' information, so you can manage your new leads securely.



Retargeting & Custom Audiences

Increase engagement with previous site visitors and existing client lists, and reach new "lookalike" audiences who have similarities to your ideal customers—even using your own Search Marketing leads!.



Instagram Ads

Meet your website clicks, lead ads, and retargeting objectives on Instagram, too! With over 800 million monthly active users,⁴ it's a great addition to your social advertising mix.



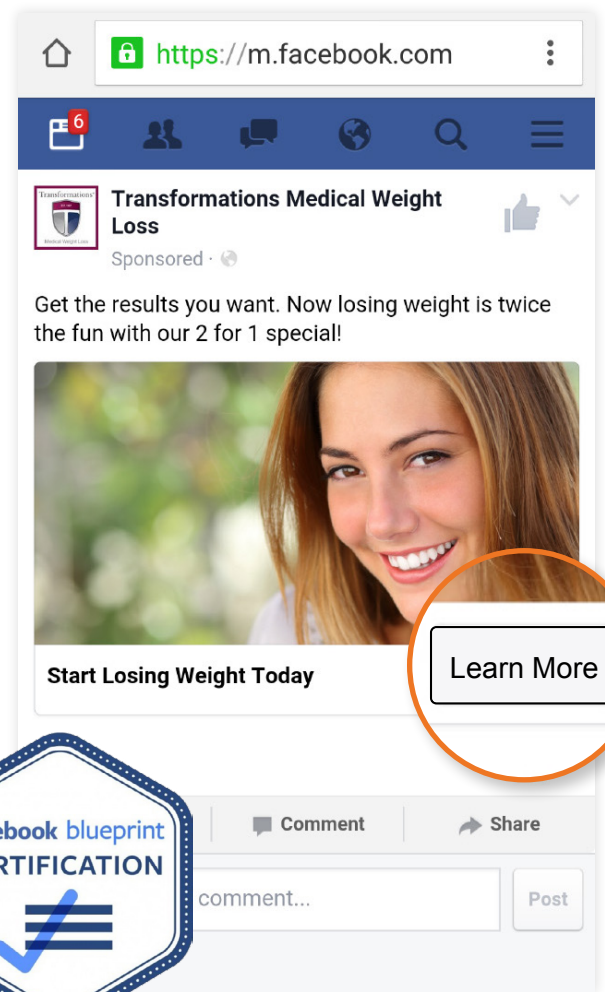
Facebook Audience Network

Expand your advertising reach beyond Facebook with content on hundreds of apps within the Audience Network. Best of all, it uses the same creative as your existing Facebook ads.



Sales Optimization

Drive more sales with our new optimization goal powered by your own customer and transaction data. We create data-informed audience targeting and our smart technology optimizes to ensure more efficient campaigns - all while providing transparent attribution reporting that reveals exactly which marketing efforts drove your leads.**



⁴ Instagram

*Using our Client Center technology. Lead Ad clients receive Client Center with Lead Engagement for the life of their campaign.

**Sales optimization goal is currently in beta and requires client configuration.

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