How to Master
Social Media Advertising

Learn all about social targeting and how high-quality audience data can support your investments in social advertising and optimize campaign performance.

eyeota

A Dun & Bradstreet Company

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How to Enhance Social Media Marketing with Audience Data

The social media marketing landscape keeps getting more competitive, but it is also becoming more popular as a marketing medium with every passing year.

Social is now second only to search in digital advertising, and every additional channel provides new opportunities and challenges for marketers. Being able to accurately target social users based on their unique attributes and scale this process is key to success.

Brands are seeking new and improved ways to leverage the power of social media, as each platform has transformed from its original organic state to a pay-to-play format. Eyeota is a forward-thinking leader in the social media marketing space, providing innovative solutions for brands looking to expand their advertising footprint and increase ad spend across social media channels.

The Limitations of Social Channel Data

Brands seeking to target prospects on social media are hampered due to the limitations of social channel data. The overwhelming amount of data available from social media users can seem almost unlimited, but defining an effective audience targeting strategy for social media campaigns can prove difficult when based solely on data that has been generated by a consumer's social channel activity.

Social channel data provides user information specific to their social media activity such as connections and location. Outside that, however, there is very little knowledge of the customer and what their other interests, demographics, wants and needs might be.

Without strategic demographic targeting founded on high-quality audience data, spending on social ads may be ineffective to reach the right target customers. Understanding how to leverage audience data to grow reach on social media and segment audiences for more effective targeting can help increase social media marketing effectiveness and allow businesses to rapidly scale their reach.

What is Third-Party Data?

Third-party data, also known as audience data, is built from online and offline behavioral signals that are categorized into segments for digital targeting. It is important to note that third-party data is not third-party cookies. Third-party cookies are a single identifier that makes up third-party data.

Third-party data that is a combination of user IDs based on mobile, first-party, contextual and Universal IDs is available today and will continue to be available when third-party cookies are removed by Google in 2023.

Even in an increasingly privacy-first world, third-party data is still entirely viable—and essential to rounding out your marketing strategy. Third party data can be used as a complement to first-party data or social channel data to help marketers create a deeper understanding of their desired customers. When combined with social channel data, brands and marketers can activate a holistic targeting strategy to engage audiences based on their demographics, needs and desires through social advertising.

4 Reasons to Use Audience Data for Social Media Marketing

Social media is where businesses are looking to connect with both B2B and B2C audiences, particularly as the lines between the two worlds grow ever blurrier. But given the volume of interest in social advertising, it can be challenging to stand out.

Being able to accurately target social users based on their unique attributes in a scalable way is absolutely essential for any B2C or B2B brand looking to connect authentically in today's digital ecosystem. However, defining an effective audience targeting strategy for social media campaigns can often be difficult when it is based on data generated by a consumer's social channel activity alone.
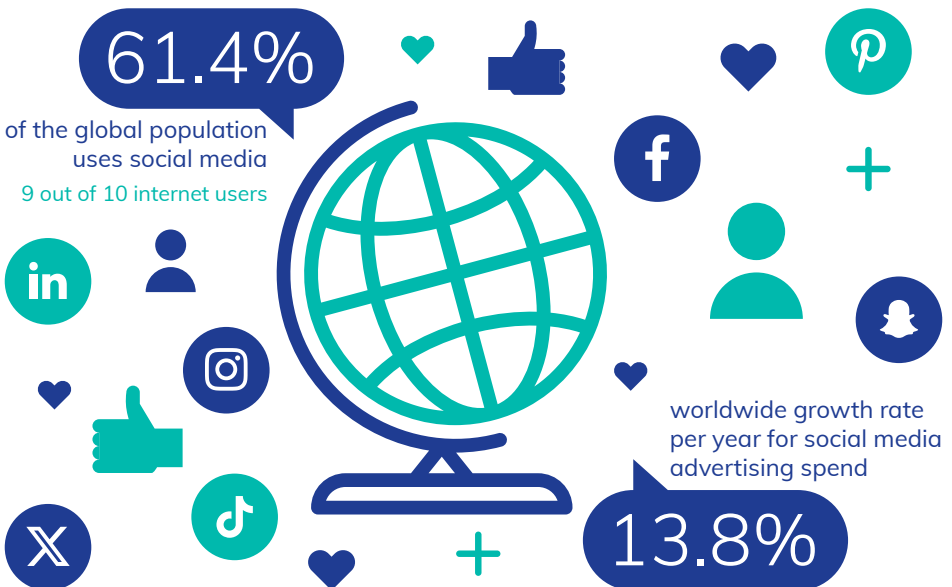
Here are four reasons brands should use enhanced audience data for social media marketing.

1. Your Customers Want You to Find Them on Social.

At present, 61.4 percent of the global population uses social media, including 9 out of 10 internet users[1]. In other words: Your customers on social media, and in today's omnichannel world, they expect the brands they care about to be there too. This doesn't apply just to highly visual or lifestyle brands either—even B2B audiences are engaging with brands on social media and expecting them to continue their messaging efforts in those channels. The key is for brands to be able to identify and engage with the social media users who matter most to them.

2. Audience Data Helps You Stand Out in a Crowded Space.

Worldwide, social media advertising spend has a projected growth rate of 13.8 percent per year[2]. That means an already-crowded space is just going to get more crowded. That's why leveraging audience data for enhanced targeting within these channels is vital.

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[1] Global Social Media Statisics
[2] Global advertising to top $1 trillion in 2024, as big five attract most spending

76%
of U.S. consumers buy products they have seen in a social media post

3. Smart Social Targeting Drives Sales.

Over three-quarters (76 percent) of U.S. consumers buy products they have seen in a social media post[3]. In other words, having your messaging present in social channels is much more than a branding or awareness play. It's an increasingly important conversion driver that is made all the more powerful with advanced, data-driven targeting.

4. The Opportunity Keeps Growing.

Social media is the second-biggest market in digital advertising (behind search)[4], and its capacity for growth is seemingly unlimited, given the continued growth and proliferation of platforms[5]. That means brands need to be approaching social media advertising in a calculated and conscientious way to avoid wasting marketing budgets as the channel continues to evolve. Leveraging audience data to guide social media advertising, regardless of the platform, is a good way to bring structure and accountability to these programs.

[3] 76% of Consumers Buy Products Seen in Social Media Posts
[4] Social media ad spending is expected to nearly overtake search ad spending in 2024
[5] Ad Spending Growth to Accelerate in 2024

Social Targeting Success Stories: How Two Auto Brands Made Audience Data Work for Them

Eyeota is helping brands to stand out in the increasingly competitive social space by providing innovative solutions for brands looking to expand their advertising footprint and increase ad spend across social media channels.

Here are two recent examples of how we worked with leading auto brands to do just that.

Finding In-Market Consumers on Facebook

An automaker wanted to reach Facebook users intending to purchase SUVs. The brand had used Facebook's native user targeting solution, but it was having trouble finding in-market consumers.

To overcome this challenge, Eyeota collaborated with the brand's agency to create a custom profile that combined first-party data with Eyeota audiences. The agency ran video campaigns to test the new targeting strategy. The enriched audience profile, powered by the brand's first-party data and Eyeota audience data, was the clear winner of the head-to-head campaign test, demonstrating:

- **Higher View Rate:** The campaign using Eyeota's custom segment saw a 33 percent view rate, while the campaign using Facebook's native targeting solution had a 20-25 percent view rate.

- **Lower Cost Per Click (CPC):** The CPC for the campaign leveraging the Eyeota segment was just 75 cents, 55% lower than the average CPC for the native Facebook campaign ($1.75).

- **Higher Click-Through Rate (CTR):** The campaigns powered by the Eyeota segment saw a 4 percent CTR. The average CTR for the campaigns using Facebook's native targeting was under 1.5 percent.

As brands look for new ways to use data to reach their target audience, this success story highlights that enriching first-party data with qualified third-party audiences in a secure platform environment can create more opportunities to connect with prospects.
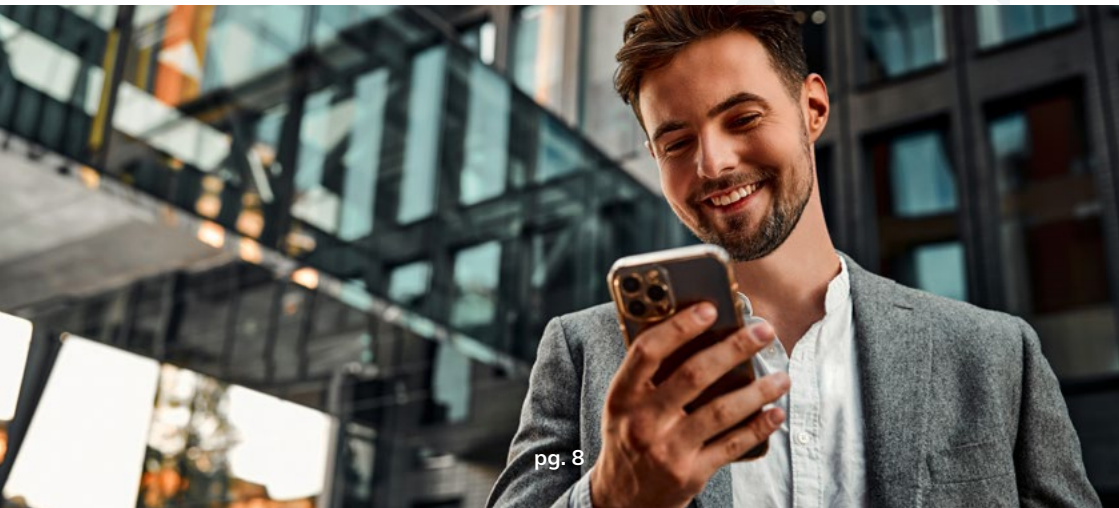
Accelerating Brand Lift and Awareness

In a separate client engagement, Eyeota worked with a luxury automaker that wanted to generate interest for its new electric vehicle among high net worth individuals (HNWI) and auto intenders. Eyeota collaborated with the brand's agency to build a custom profile combining income and socio-demographic insights. Then, the agency ran a series of Facebook video campaigns to test Eyeota's audience profile against Facebook's native targeting capabilities. Ultimately, Facebook users in the Eyeota group showed an 81 percent lift in ad recall versus users targeted using Facebook interest targeting.

Eyeota delivers on the qualified audience data that brands need to effectively scale. As these brands discovered, these audiences can make it possible to broaden reach for maximum social spend ROI.

Read More Case Studies

4 Simple Steps To Better Social Marketing & Advertising

Eyeota makes it possible to develop more highly targeted audiences than ever and drive increased brand consistency for superior social marketing results.

1. Enhance targeting

Integrate consumer behavioral traits not available from social channels including:

- Brand affinities
- Lifestyle interests
- Offline purchase behaviors
- Socio-demo traits
- Store location proximities

2. Maintain a consistent message cross-channel

Activate a consistent cross-channel advertising strategy across:

- Audio
- CTV
- Programmatic Display
- Mobile
- Social channels

3. Optimize customer and prospect needs

Use audience data on all targeted digital and social channels to:

- Present the features and benefits of your brand as relevant to your target demographic
- Enhancing visibility across channels and platforms for renewed growth

4. Achieve greater campaign results and ROI

Analyze and track the performance of your audience engagements to:

- Fine-tune future campaign tactics and channel investments
- Achieve greater campaign results and ROI

Introducing Eyeota Audiences for Social Media Marketing

Eyeota audiences are available for deployment on social media to enhance and improve social campaign targeting and effectiveness. Eyeota seamlessly fuses online behaviors and offline-generated signals to create audience profiles that brands can leverage across digital channels, including on social media.

Deploying audience data from Eyeota-branded partners on social media allows you to develop deeper insights into your core customer base, while identifying, targeting and crafting messaging for new customer segments who share your existing base's attributes.

This audience activation across both social and programmatic advertising channels means you can:

- Stay consistent in targeting across multi-channel audiences
- Accurately track audience-level frequency
- Clearly benchmark audience response results
- Design future campaign planning around newly acquired data

Eyeota delivers on the qualified audience data that brands need to effectively scale.

These audiences can make it possible to broaden your omnichannel reach for maximum social spend ROI. With Eyeota, you can leverage:

- Globally available B2B and B2C audience profiles that are categorized by traits, personas and behaviors that drive the consumers' path to purchase.
- More than 70 premium-branded data partner solutions ranging from lifestyle, brand-affinity, and interest, to intent, purchase, demographics, and contextual and offline behavioral insights.
- 35+ vertical and seasonal targeting categories, including historically difficult or near impossible to leverage verticals.
- Privacy-compliant audience data that is certified in line with GDPR and CCPA regulations.

Ready to activate Eyeota B2B and B2C audience solutions for enhanced marketing on social media channels?

Connect with an audience specialist today

Contact the Data Desk