

## INFOSHEET

# Hootsuite Ads

Deliver greater ad performance sooner

“With Hootsuite Ads I can run tests in a matter of clicks. It saves me three times the amount of time when compared to using the tools that are native to the social networks.”

**Julissa Rodríguez,**  
Social Media Manager,  
Visit West Hollywood

Create, monitor, and optimize your Facebook, Instagram, and Google ads in less time and drive better efficiencies.

One effective way to extend your market reach in less time is with a paid strategy. With Hootsuite Ads, your team can test multiple ad variations to quickly identify winning ads and then scale their spend to get optimal results.

Our team of advertising experts is also on hand to give you support at every stage of your campaigns.

### 1. Save time with easy campaign creation

Hootsuite Ads automates many of the manual processes required to run an effective ad campaign. Create hundreds of Facebook, Instagram, and Google ad variations at once, spending minutes—instead of hours—over native tools.

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## 2. Improve ad performance in less time

Achieve better ad campaign results with automatic optimization that redistributes budgets between ad sets for maximum return on ad spend. Create custom rules that automatically adjust any aspect of an ad set or campaign based on predefined criteria.

## 3. Drive organizational and workflow efficiencies

Speed time to approval with an integrated campaign approval process directly in the Hootsuite Ads dashboard. Maintain control with secure access and permissions tied to unique logins for each ad account.

## 4. Save time with automated reporting

Hootsuite Ads takes the manual work out of reporting with automated, customizable drag-and-drop reports that can be scheduled and shared with your colleagues, executives, and other teams.

## 5. Manage organic and paid in one unified view

View, monitor, and respond to both your organic and paid social and search efforts from a single dashboard for more effective collaboration—and automatically boost your best organic content with one click.

We also offer the option of using Ads Transitional Services to help large organizations skip the trial and error phase of implementing social ad campaigns. Once your program is up to speed, we'll provide you with the training needed to take it in-house when the time is right.

## Success Story

### Smart Reach Digital

The integrated marketing agency used our ads solution to segment and re-target their audiences and meet their client's objectives including driving memberships up by 33% and a 43% video completion rate.

*"Huge improvement over last year with less budget. Complete success. Nothing short of amazing."*

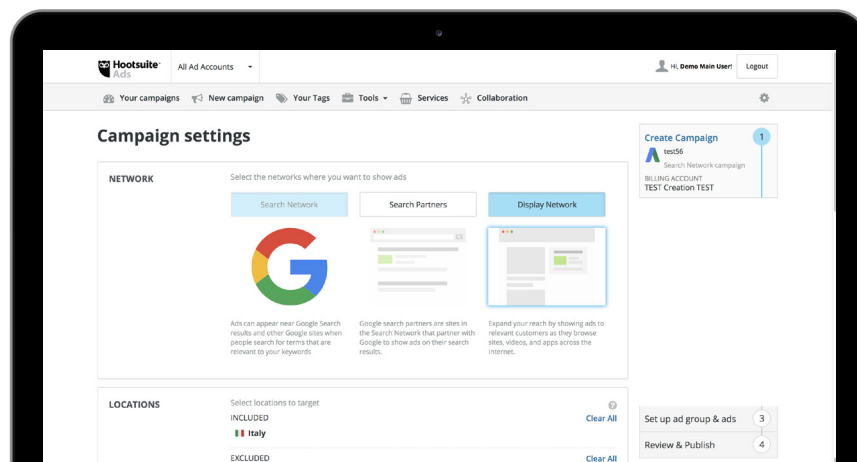
**Mallory Logan,**  
Digital Product Manager, Social Media at Smart Reach Digital

## Get social ads expert advice

To help you get even better results, our social advertising experts will provide regular advice which includes:

**Tactical Review:** Up to two requests per week. An expert marketer will review your campaigns and provide tactical recommendations on how to increase campaign performance.

**Strategic Review:** Once a month, an expert marketer will provide a one hour 'audit' of your overall Facebook and Google ads strategy and provide recommendations on how to improve it.



To arrange a demo of Hootsuite Ads, contact your Customer Success Manager or our sales team at [sales@hootsuite.com](mailto:sales@hootsuite.com)