

Hootsuite Ads

Deliver greater ads performance sooner

Create, optimize, monitor and analyze your Facebook and Instagram 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 the 'winning' ads and then scale their spend to get optimal results.

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



1. Easy campaign creation

Hootsuite Ads lets you create hundreds of Facebook and Instagram ad variations at once, **spending minutes**—instead of hours—over native tools.



2. Rapidly increase ads effectiveness

Hootsuite Ads includes monthly one-hour reviews with recommendations to improve ad performance. You'll also receive regular check-ins with our social advertising experts — ensuring your campaigns strategy and tactics are fully optimized for growth.



3. Save time and drive better efficiencies

Within the Hootsuite dashboard your teams will benefit from one approval workflow, and enjoy significant time savings with automation of many aspects of the optimization process. Plus, automated testing (including built-in A/B split tests) helps improve every aspect of your advertising—from top-performing creative to audience targeting—resulting in a higher return on your ad spend.



4. Automated reporting

Once the campaigns are created and are being optimized at scale, Hootsuite Ads takes the manual work out of reporting, with customizable drag-and-drop automated reports. You can schedule reports to be sent to your colleagues, executives, or other teams.



5. Unified view of organic and paid efforts

Hootsuite Ads bridges the gap between organic and paid media and brings all your users, assets and campaign management into a single dashboard. Boost your best organic content with the click of a button, and view the results of all ad activity from the comfort of a single console.

“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 Rodriguez,
Social Media Manager
Visit West Hollywood

Get social ads expert advice

To help you get even better results, our Facebook and Instagram 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 Advertising strategy and provide recommendations on how to improve it.

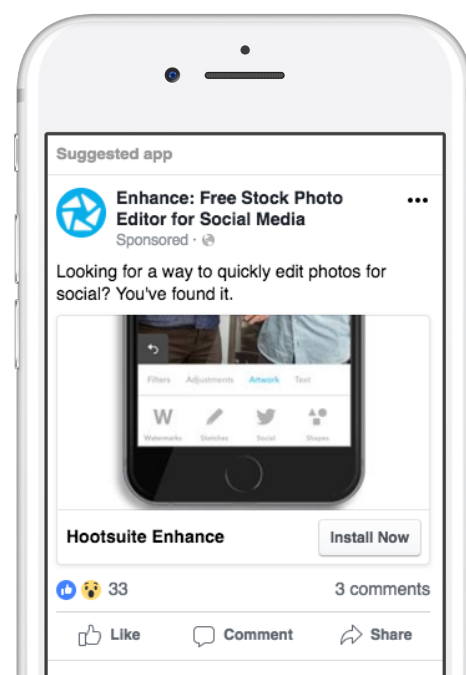
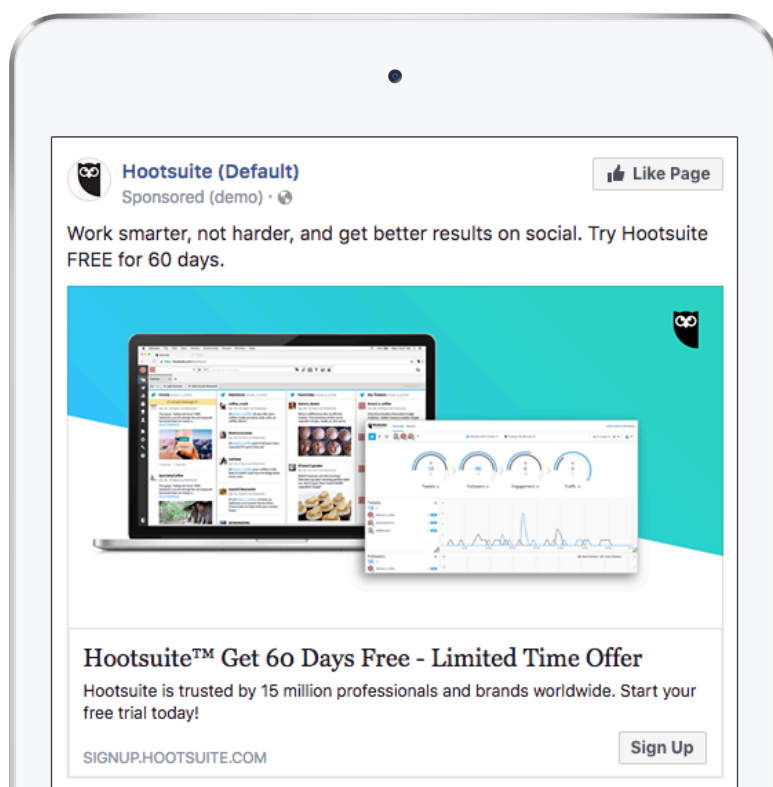
Success Story

eHarmony®

The online matchmaking service used our ads solution to organize and optimize its Facebook and Instagram ad workflow, resulting in a 20% reduction in time spent on ad workflows and 50% increase in creative production.

"Our past, current and future customers are engaging daily with Facebook and Instagram. Both platforms provide a targeted, multi-pronged opportunity to create campaigns for both brand awareness and website conversion. Using Hootsuite Ads, we increased subscriptions by 65%."

*Kerianne Mellott,
Director of Social Media, eHarmony.*



To arrange a demo of Hootsuite Ads, contact your Customer Success Manager or our sales team at sales@hootsuite.com