

# Sponsored Results

Everyday, people on Facebook use search to find and discover many people, places, and things. Sponsored Results provide you with the ability to buy ads in search results, bringing more awareness and traffic to your App, Page, or Place.

Sponsored Results give you:

1. Expanded distribution of your message, with placement in one of the most used features on Facebook.
2. The ability to target what people are looking for, by appearing alongside related Apps, Pages, and Places.
3. Flexibility to customize your landing destination, such as a specific tab on your Page.

## What is a Sponsored Result?

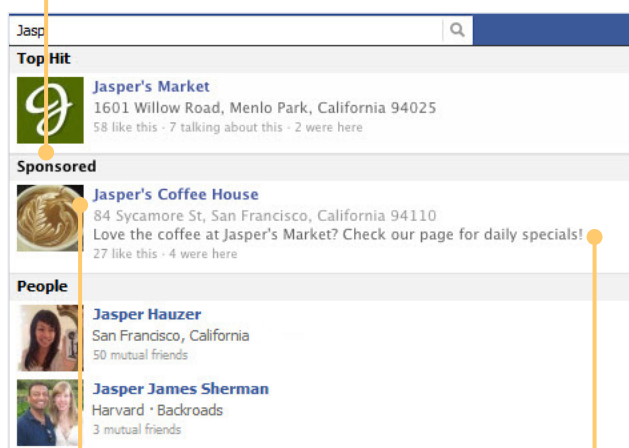
You can create standard onsite ads to drive traffic to your App, Page, or Place. For Pages that are promoted as a Sponsored Result, you can customize the destination, directing people to your Timeline or a specific landing tab, such as an Event list, Album, or Canvas App.

When do people see the ad?

Ads can be targeted against Facebook entities, including Pages, Places, Apps, and people who have subscribe enabled. People will see the ad when the targeted entity appears in their search results. Sponsored Results do not target keywords or strings in the search box.

You can also layer on existing audience targeting, such as advanced demographics and connections on Facebook. Sponsored Results only appear in desktop search results. They will not appear on mobile or the “more results” page.

*Ads appear at the top in their own sponsored section. The only exception is that a Top Hit appears if there is an organic search result that is very relevant to the person.*



*You have 70 characters you can customize for the ad. Trademarked terms are not allowed.*

*The photo and title of the ad are pulled from the sponsored App, Page, or Place.*

## How do I create an ad?

Ads can be created through Power Editor or our API.

*Optional fields are noted in italics.*

1. Go to <http://www.facebook.com/ads/manage/powereditor/>

2. Select the campaign you want the ad to run in and click “Create Ad”

3. Provide the destination, story type, and message you want to promote

- **Ad Name:** Provide a name for the ad campaign.
- **Destination:** Select the App, Page, or Place you would like to promote.
- **Select “Facebook Ads.”**
- **Story Type:** Select “Sponsored Result.”
- **Destination Tab/URL:**
  - For Pages, select a tab or leave as Default for the Timeline.
  - For Apps, leave URL as-is or blank.
- **Body:** Enter a 70-character message to appear in the ad.
- **Estimated Reach:** The Estimated Reach counter in the bottom right-hand corner is based on the people and entities you target.

Ad Name: FB Sponsored Result

I want to advertise a web page.

Destination: Facebook Marketing

☒ Facebook Ads ☐ Sponsored Stories

Story Type: Sponsored Result

Destination Tab: Default

Body: Learn more how to make your business a success on Facebook.

11 characters left

Optional Uri Tags: key1=val1&key2=val2

Creative:

Location & Demographics

Interests & Broad Categories

Placements

Connections on Facebook

Advanced Demographics

Education & Work

Pricing & Status

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Story Type: Sponsored Result

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Optional Uri Tags: key1=val1&key2=val2

Estimated reach: 220,976,580

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4. Select the audience you want to target

- Select at least one country to target; France is not allowed.
- *Demographic targeting is optional.*

Creative

Location & Demographics

Interests & Broad Categories

Placements

Connections on Facebook

Advanced Demographics

Education & Work

Pricing & Status

Country: United States

☒ Everywhere

☐ By State/Province

☐ By City

☐ By Zip Code

Age: Any — Any

☒ Require exact age match

Sex: ☒ All ☐ Men ☐ Women

## 5. Select the entities to target

- **Targeted Entities:** Type the Apps, Pages, Places, or people with subscribe enabled to target your ad; ad will appear when the targeted entity appears in the search results.
- *Select interests or categories, as applicable.*

## 6. Target specific users, based on connections, advanced demographics, education, and work, as applicable

## 7. Select CPC or Optimized CPM as your bidding strategy

- For CPC, enter your maximum bid for the ad. You will be charged each time a person clicks on your ad.
- For Optimized CPM, we will try to get as many people to like your Page or install your app given your campaign budget, by delivering the ad to those people most likely to take action. You will be charged each time your ad is viewed.

## 8. Upload and activate ad

## 9. Track results!

Performance and action tracking is available in Ads Manager and through the API. Additionally, app developers will be able to add an appended URL to the ad for downstream tracking.

**Q: What is it?**

A: Advertisers can create standard onsite ads that appear in the list of search results in Facebook's type ahead. Sponsored Results allow advertisers to drive traffic to their Pages, Places, and Apps, by targeting their ad against people, places, and things that appear in search results. Please note that we have decided not to launch this feature for France at the moment.

**Q: How does targeting work?**

A: We are allowing advertisers to target specific Facebook entities, such as Pages, Places, Apps, People who have subscribe turned on, that they'd like their ads to show up near. People will see the ad when the targeted entity appears in their search results. Sponsored Results do not target keywords or strings in the search box. In addition to entity targeting, advertisers can further filter their ads based on demographics, location, and connections (those who Like vs. don't Like my page already).

**Q: Where will these ads be seen?**

A: Ads appear in their own Sponsored section in the list of search results. Sponsored Results only appear in desktop search results. They will not appear on mobile or the "more results" page.

**Q: What will these ads look like?**

A: Ads are shown in a Sponsored section at the top of the list of search result list. The only exception is that a Top Hit appears if there is an organic search result that is very relevant to the user.

**Q: How will advertisers be able to buy this?**

A: Advertisers will be able to buy via self-serve through Power Editor and API.

**Q: Will this be CPC or CPM?**

A: Pricing will be CPC and Optimized CPM only.

**Q: What is the minimum bid price?**


A: Minimum bid price is \$0.01 for targeting the same entity that you are promoting and \$0.15 for targeting other entities on Facebook.

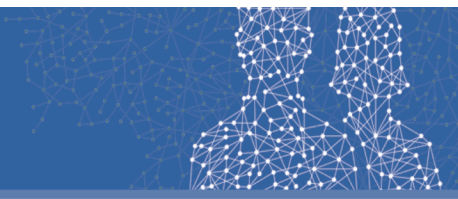
**Q: What creative control will advertisers have?**

A: Advertisers have 70 characters they can customize for the ad. Trademarked terms are not allowed. The photo and title of the ad are pulled from the title and photo of the Page, Place, or App they are sponsoring and thus cannot be customized.

**Q: What type of reporting is available?**

A: Performance and action tracking is available in Ads Manager and through the API. Additionally, app developers will be able to add an appended URL to the ad for downstream tracking. Third-party tracking is not enabled.





## Q: How does it work?

A: When you search, the type ahead first returns the top organic results, including people, pages, apps, places, groups, and others. They're ranked by relevance.

Then, the ads system looks for ads that target those entities, runs an ads auction, and determines which ads should show. Ads are shown in a Sponsored section at the top of the list of search result list. The only exception is that a Top Hit appears if there is an organic search result that is very relevant to the user.

## Q: What is the maximum number of ads that will appear?

A: The maximum number of ads we will show is three, including self-sponsored ads. The maximum number of organic results we will displace is two.

## Use Cases

### Q: Which advertisers will benefit most from this feature?

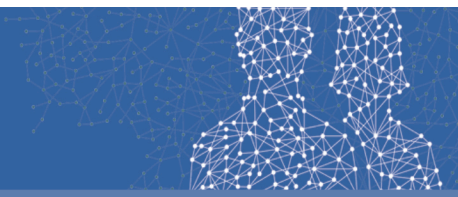
A: Advertisers should consider using Sponsored Results to achieve the following objectives:

- Expanded distribution for Advertisers who want to drive app installs and engagement
- Game developers and branded native apps
- Brands who want to drive traffic and awareness of their presence on Facebook
- Cross-targeting against Related partners (e.g. Target targets Tide, Amex targets Dunkin Donuts)
- Influencers (e.g. MIBIII targets Will Smith)
- National/sub brands (e.g. Obama CA targets Obama)
- Competitors
- Customized navigation to Canvas App, e.g. promotion, Event, Locations

### Q: What are some example use cases?

#### Self-targeting

- Ability to target people who search their own Page. Branding Example: Banana Republic targets their own Page with a customized message for certain users.
- Product/Offer Example: Banana Republic targets own Page to direct users to a specific Landing Tab or offer that might be specifically relevant to a set of their customers.
- App example: Playdom sponsors its own game, with a message for free credits.



## Complementary targeting

Ability to target Pages that are related to a business/organization's product or service

- Co-sponsor Example: Banana Republic can target Mad Men or other brands.
- Supplier Example: Walmart can target Clorox products or AT&T can target iPhone. iPhone app developers can target the "iPhone" or "Apple" Pages as a way to showcase their related products.
- National-Local Example: Walmart Oakland can target Walmart for users in the Oakland area
- Sub-brand Example: Ford Focus can target Ford Motor Company

Ability to reach people who search for the Pages or Profiles (with subscribe turned on) of celebrities or athletes. These people might have similarities with the target group or might actually be official representatives of the brand.

- Example: Campaign for Obama can target Michelle Obama
- Example: Nike can target Michael Phelps (Page)
- Example: Ticketmaster can target Snoop Dogg/Lion (user with subscribe turned on).

## Competitor targeting

- Ability to target a search for a competitor's App or Page
- New App Example: SimCity Social can target Cityville.
- Example: Subaru can target Toyota to reach users searching for their brand.

## Demographic and connection targeting

- Ability to target a certain demographic/region
- Ability to customize messaging to fans and non-fans or to app users and non-users
- Ability to layer broad-category and interest targeting

