

Continue the Conversation from Facebook



In addition to being able to track where a site or app visitor came from (e.g. geography, URL, company, device type, OS, browser etc.) Evergage can track the specific Facebook ad campaign that brought them to you. The more we know about a visitor, the more relevant we can be in our messaging - in real time - on your site or app.

This is a powerful way to continue an experience through to your website or app, and also connect the attribution dots from campaigns that are driving people to you.

Solution	Demand Generation	Industries	Retail, Financial, Insurance, Media, Entertainment, Gaming, Travel
Topic	Personalize the visitor experience based on the Facebook campaign that brought them to your site	ID #	160

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Example

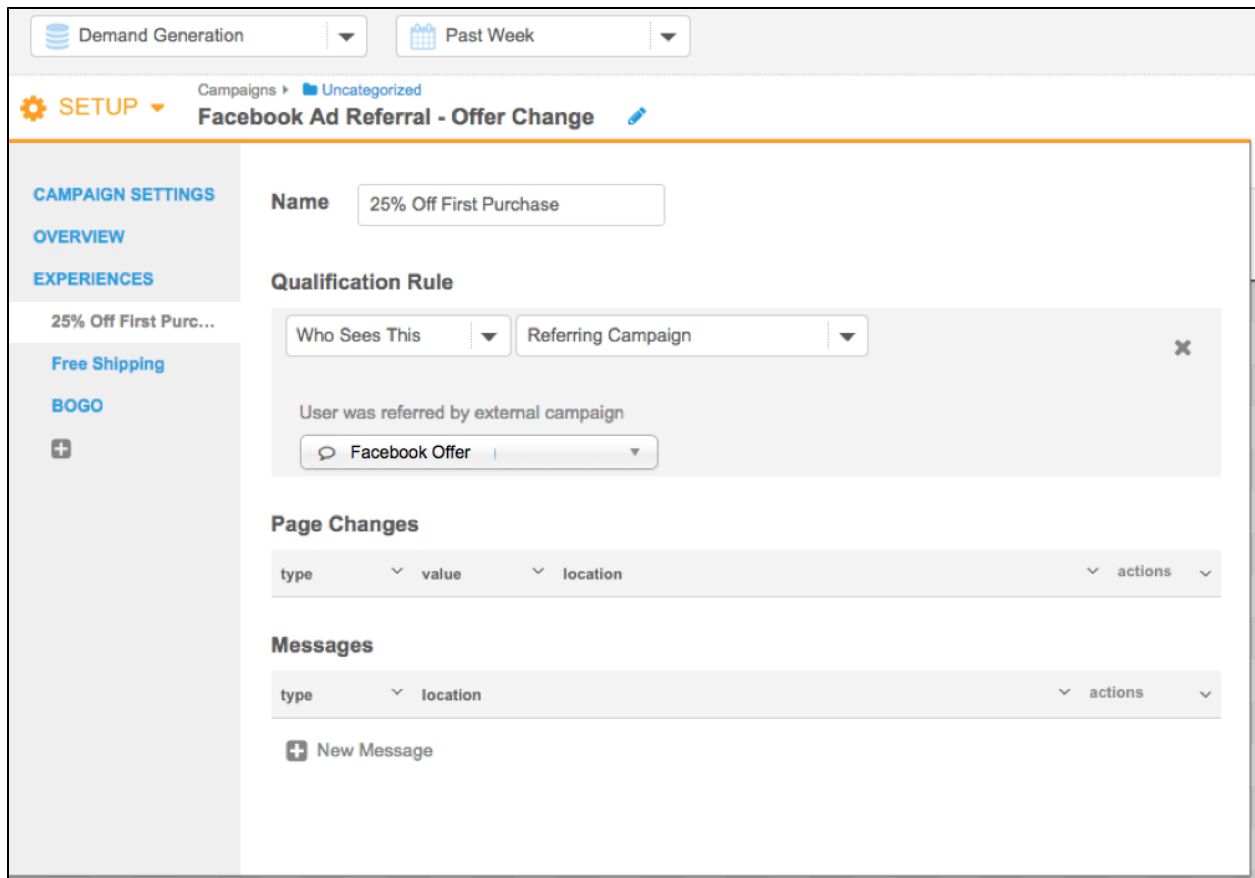
You can create a relevant message or dynamically change the content of the page, based on the specific Facebook ad the visitor clicked on.

A visitor on Facebook sees your ad offering a 25% discount. Always looking for a bargain, he clicks through to your website. However, rather than immediately presenting a code to him, you can first present the visitor with a message thanking him for visiting and letting him know that his discount code will be available on the product page.

This encourages the visitor to go to a product page where he will be presented with another message only visible to people who came through from the "25% discount" Facebook campaign. It includes the discount code and thanks him for coming to the site from Facebook.

Segment

Campaigns will then be generated every time someone lands on the site, reflecting the Facebook ad campaign name. You can then use these referring campaigns in your Evergage experiences, to target visitors based on the specific campaign that sent them.



Measure

To measure the success of a campaign, we would have a goal set against that specific Facebook campaign of "Purchased." That would show us the percentage of people who came to the site from that Facebook ad and whether or not they ultimately completed a purchase.

We would also be able to look at "Global Goals" to see whether these specific visitors are making it to other steps in the process, including "added to cart," "made it to checkout," "made more than 1 order" etc., thereby showing how effective the campaign is across a number of attributes.

Setup

To configure Evergage so that third party campaigns can be used to personalize your site, go to Settings >> Third Party Products (on the left under Integrations), select Facebook Ads, check Enabled and the add parameters that you use in those campaigns. If you are not sure which parameters to use, please contact the Evergage Customer Success team for assistance.

