PRODUCT INFO

Facebook & Instagram **Device ID**

Reach people on social media based on the real-world places they've been.

OVERVIEW

Phones offer a unique window into people's behaviors, interests, and the places they visit most. Device ID turns that location history into a precise audience, then reaches those people while they scroll Facebook and Instagram.

About **68% of U.S. adults use Facebook**, and roughly **98.5% of users** access it on a mobile device, making Device ID a natural fit for almost any marketing plan.

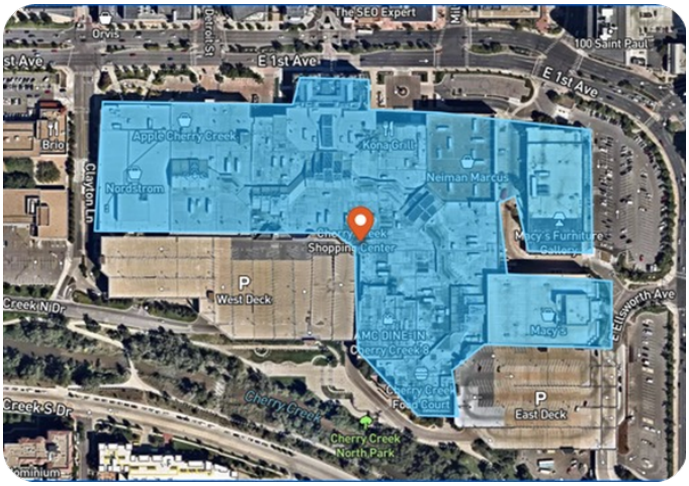
HOW IT WORKS

1. We build a custom audience around your goals, such as people who visited specific locations, fit a demographic profile, or live in the same household.
2. We publish that audience to Facebook and Instagram.
3. Your ads reach those people while they use the apps.

TARGETING OPTIONS

- Visitor targeting
- Demographic targeting
- Category targeting
- Household extension
- Lookalike extension

Household and lookalike extensions are included with all targeting.



Example: an audience built from visitors to a shopping center.

REPORTING

- **Audience insight report.** Delivered when your audience is built, with valuable data about the people in it.
- **Live campaign results.** Facebook and Instagram performance in your Max Media dashboard.
- **Foot traffic attribution.** Monthly reporting that connects the people who saw your ads with visits to your location.

> **Good to know:** Device ID runs on Facebook and Instagram together. Address-match reporting isn't available for social campaigns. Ask us for image and video specs.

68%
of U.S. adults use Facebook

98.5%
of users access it on mobile

Source: Statista.

Let's build your audience.
maxmediadigitalllc.com