

How to Use HG Insights in Facebook for Advanced B2B Campaign Targeting

Facebook is an enormous advertising platform with an audience of more than 2.23 billion users. But if you're a B2B marketer, your focus must be narrow and precise to reach the Facebook users that matter for your campaign objectives. Through a partnership between HG Insights and LiveRamp, you can now use licensed HG Insights' Audience segments to target your ads to the most relevant audience on Facebook in just a few quick steps.

Here's How it Works

LiveRamp has set up an IdentityLink Data Store with Facebook Custom audiences which enables you to access and use trusted, third-party data for targeting. The steps for using licensed HG Insights' Audience segments are as follows:



1. Sign a One-time Agreement via LiveRamp

The Data Store Facebook supplement is a one-time agreement that allows you to participate.



2. Distribute & Target HG Insights' Audiences

Retrieve and then distribute the audience segments created for you by the HG Insights' Audience Team for campaign targeting on Facebook.



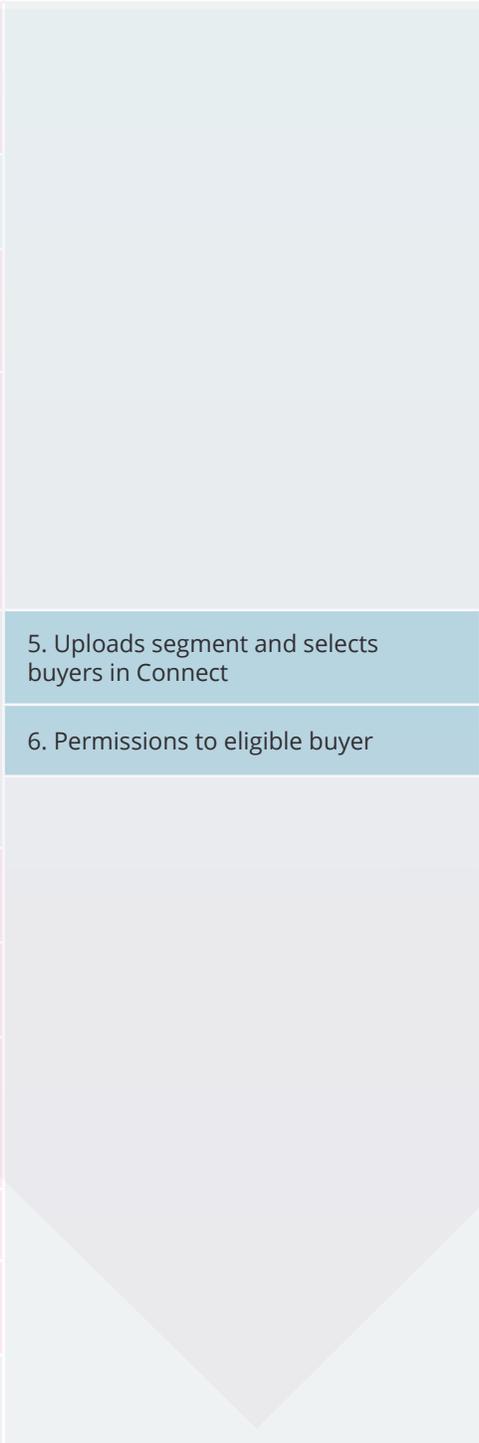
3. Report Usage Back to LiveRamp

On a monthly basis, you report your usage back to the IdentityLink Data Store for billing.

LiveRamp Ensures Data Usage Meets Privacy Standards

LiveRamp incorporates strict standards into its review of all Data Store Sellers. You can be confident that third-party data has been collected ethically, consumers are provided notice and opt-out choices, and use cases have been vetted for permissibility and consumer benefits.

Data Workflow In-depth

YOU			
1. Sign a Data Store Access Agreement + Facebook Supplement with LiveRamp for access to the Data Store in Connect			
		2. Initiates an audience sharing relationship with you in Facebook	
3. In Facebook, accept audience sharing relationship with LiveRamp to receive data			
4. Select providers eligible to share custom HG Insights' Audience segments by notifying LiveRamp account team or emailing DataStoreSupport@LiveRamp.com -- for syndicated data, search and select in the Data Store, skip to #9			
		5. Uploads segment and selects buyers in Connect	
		6. Permissions to eligible buyer	
			7. Vets privacy considerations
8. Receive notification from LiveRamp Connect that segments are available			
9. Set up campaign in Facebook to create a unique Campaign ID			
10. Set up a destination account, enter Facebook Campaign IC, and agree to self-reporting, pricing, and payment prompts			
11. Activate data in Facebook			
12. Provide month-end usage reporting			
			13. Parses usage and distributes to you