

Target Mobile Users with Instagram Dynamic Ads

It seems that most news in e-commerce these days is centered on one word: mobile. Facebook, knowing how much time consumers spend on their phones and in apps, is doubling down on its mobile efforts by expanding its Dynamic Ads program to include retargeting ads on Instagram.

And because 98% of Instagram users exclusively access the platform via mobile devices, the new program will only be available on mobile.¹

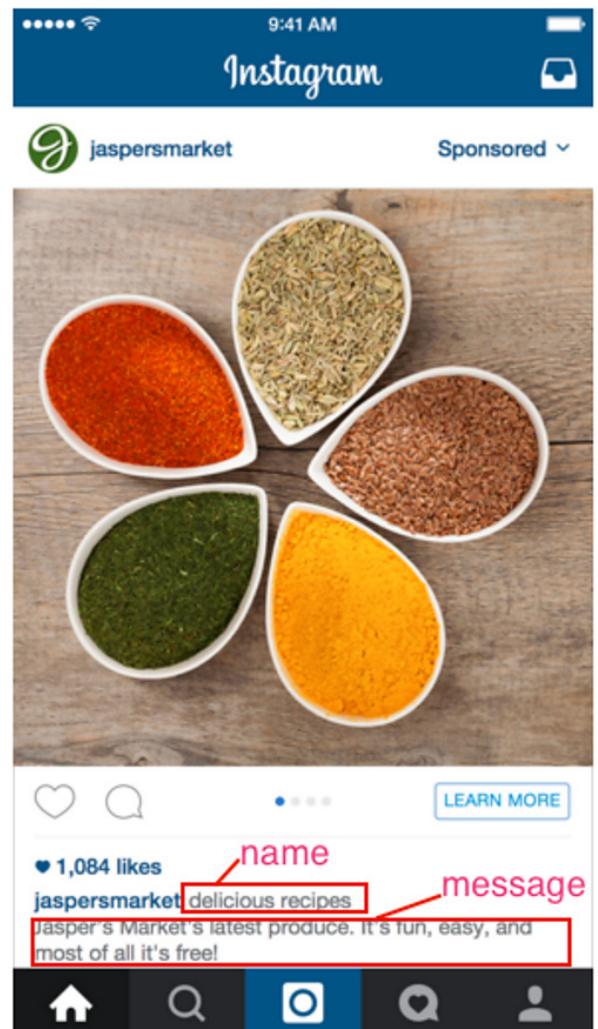
DYNAMIC ADS: THE BASICS

Dynamic ads have been a staple of Facebook's advertising lineup since 2015, helping retailers retarget consumers and promote their products on desktops and mobile devices. These ads can target your shoppers based on actions they've taken (or not taken) with a product on your website.

Facebook's expansion of the program to Instagram (a Facebook subsidiary) is great news for retailers and branded manufacturers with their eyes and budgets skewing toward mobile devices. With 90% of mobile users' time spent in apps, it makes sense for Facebook to strengthen Instagram's advertising capabilities.²

With Dynamic Ads on a social platform like Instagram, you can pull data based on browsing and purchase behavior and feed it back to custom, curated audiences in the places they're most likely to see it: their social news feeds. In other words, you'll have control over where these ads appear on Instagram — and who's seeing them.

The ads are driven by product data feeds and serve as both an additional touchpoint as well as an opportunity for post-purchase upsells of similar products or related accessories.



¹ <http://mashable.com/2014/04/03/social-media-mobile-chart/#NwAjzGwxV8q1>

² <https://yahoodevelopers.tumblr.com/post/127636051988/seven-years-into-the-mobile-revolution-content-is>

HOW CHANNELADVISOR SUPPORTS DYNAMIC ADS

Our support for dynamic ads complements our other social support included in [ChannelAdvisor Digital Marketing](#) and allows you to manage every aspect of your dynamic ads from soup to nuts. That includes managing the functionality of your campaigns from both the ad and ad group level, as well as previewing the ad while it's being created. On our powerful platform, you can create, schedule and send a product feed to Instagram. You'll also be able to view valuable performance reporting at the product level.

Also, you'll now have one account to rule them all: no more logging in and out of multiple accounts. Once you set up your account with Facebook, you can do everything within the ChannelAdvisor platform.

And the best part? As a ChannelAdvisor user, you'll be able to view and analyze your results from Instagram right alongside your other product ads and channels. You don't need to outsource this feed to this agency, or that feed to that provider. With ChannelAdvisor, it's all under one roof.

If you'd like to learn more about what ChannelAdvisor can do for your digital marketing efforts, call us at 866-264-8594 or email us at info@channeladvisor.com.