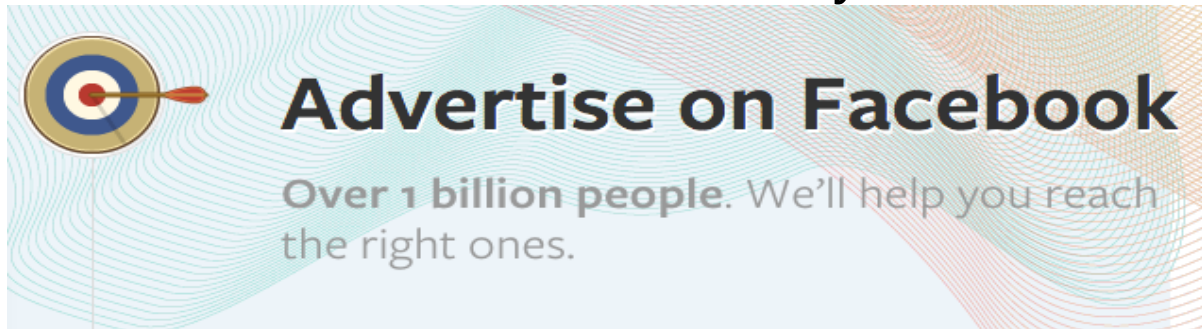


Data Analytics Extra Credit
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Facebook Ads and Analytics



Facebook Advertisements have become extremely popular in recent years simply due to the large customer base they can reach. Facebook currently has over 1 BILLION active profiles, with people checking their pages and posts every day. This market can be extremely profitable for businesses, and because of the revenue potential, ads are becoming a more prominent feature on Facebook pages worldwide. Analytics are vital to displaying relevant ads to millions of people, and Facebook uses them to help developers target consumers by age, region, gender, likes, etc.

Facebook Ads relate perfectly to material we have covered in MIS2502. First of all, when users of Facebook create a profile, this information must be stored in massive data warehouses and then analyzed using pivot tables and other analytical tools. Facebook then helps developers and businesses target certain demographics by matching them with the analyzed data that was initially collected by Facebook. By allowing businesses to target men, aged 25-35, who live in the United States and work in Philadelphia, or women aged 40-45, who live in Italy and work for Ferrari, *ads can be customized and made relevant to the interests of specific consumers*. This allows businesses to reach a large audience of consumers while still displaying quality information that users actually care about.

Many businesses have successfully advertised on Facebook, especially State Bicycle Company, based in Arizona. Facebook has allowed them to connect with people who are actually interested in bikes and the company (using analytics and posting relevant ads on consumers pages based on their likes and activity). The State Bicycle Company realized an increase of over 300k+ likes on their page and has brought in an additional \$500,000 in sales EACH YEAR from Facebook alone. By accessing the data that has already been collected and transformed by Facebook, they can create ads that are more relevant and reach interested people, instead of wasting time and money on ads that reach everyone (even those that are not interested).

Sources:

<https://www.facebook.com/advertising/success-stories/state-bicycle>

<https://www.facebook.com/advertising/how-it-works>

<https://www.facebook.com/advertising/faq>

<https://www.facebook.com/help/499864970040521/>

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