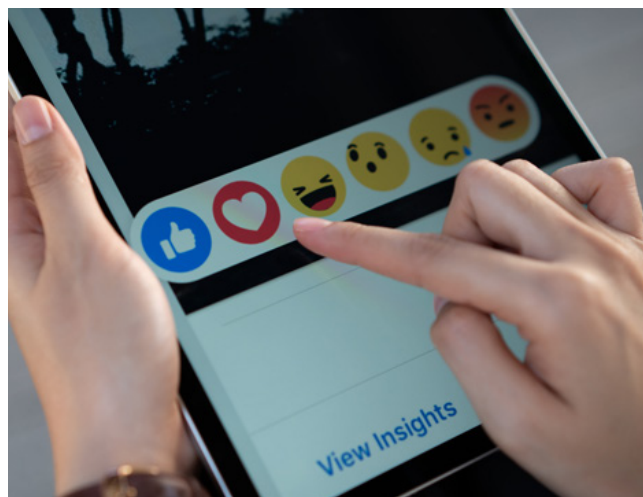


# Deploy your best performing content to your Facebook and Instagram ads.

With Olapic's integration into Facebook Ads Manager (FAM), you can seamlessly select your best performing user-generated content, influencer-created content, brand assets and short-form videos from our platform and send it to your Facebook Business Manager account to use them in ads across Facebook, Instagram, and more.

## Extend your visual content reach.

Facebook is the biggest social media platform in the world with 2.44 billion monthly active users. Its ad solution, that has been up and running since 2007, has become a marketing must-have for businesses across the globe. It's considered one of the top advertising channels online, and the digital ad spend accounts for more than half of the total advertising spend in the US.



**1.6 billion**

People worldwide are connected to a small business on Facebook

**80.4%**

Facebook accounts for this much of U.S. social referral share to e-commerce sites

**89%**

89% of marketers use Facebook in their brand marketing efforts

Facebook Ads come in a variety of sizes, shapes, and formats, and each type of ad accomplishes something different and provides detailed targeting to reach specific people based on their behavior, likes, age, gender, and location. This makes Facebook Ads the perfect channel to reach your ideal audience.

## Introducing Olapic's FAM integration.

We're always thinking of new ways and places to activate high-performing Olapic content, that's why we've integrated our platform into FAM. This means that Olapic customers can easily activate their media (photos and videos) in ads created via Facebook Ads Manager.

### 6.9x

UGC promoting a brand drove 6.9x higher engagement than brand-generated content on Facebook

### 50%

Social campaigns that incorporate UGC see a 50% lift in engagement

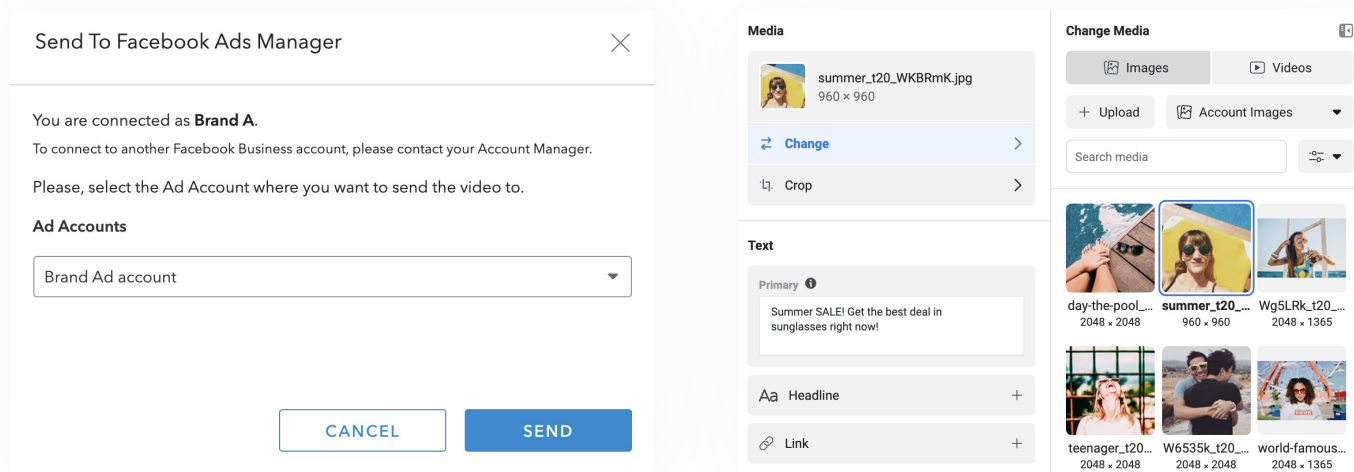
### 5x

Ads with UGC generate 5x greater click-through-rates\*

## How does it work?

Our exclusive partnership with Facebook allows us to work closely with their development team, so we can keep improving our platform and features. With this new integration between our platforms, you can seamlessly transfer media from one platform to another - in almost no time at all!

Just select the media you want to share, then press the **'Share to Facebook Ads Manager'** option in the Olapic platform, and voilà - see how quickly your visual content performs!



## If you have further questions, contact your Account Manager.

\*Sources: 1. [Mavrck](#) 2. [Salesforce](#) 3. [Salesforce](#)