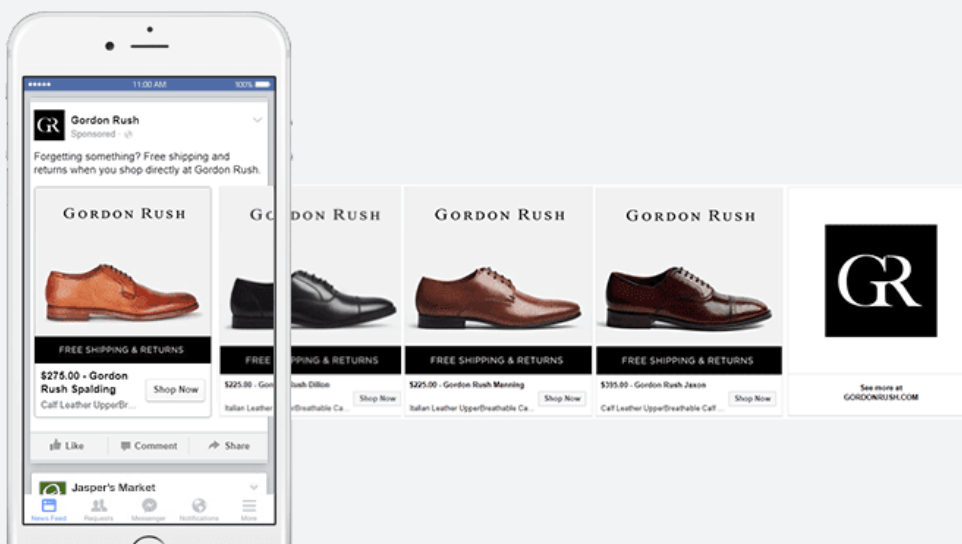


Dynamic ads automatically promote your inventory to people who have expressed interest in your products by visiting your website or engaged with similar products and retailers on Facebook or Instagram. Dynamic ads look exactly like other single image ads, except, instead of individually creating an ad for every item that you promote, we create an ad template that automatically uses images and details from your catalog for items you'd like to advertise.

## USE SOCIAL DYNAMIC AD TO:

- **Reach more shoppers:** Show people items that are tailored to their interests, whether or not they've been to your website.
- **Complete the sale:** Retarget your website shoppers to remind them of items they viewed but didn't buy.
- **Find new potential shoppers:** Reach new people who've expressed interest in your products (or products similar to yours) using broad audience targeting, even if they haven't visited your website or app yet.
- **Reach people anywhere:** Show ads to people on mobile and desktop across Facebook, Instagram, and the Audience Network.
- **Scale your ad creative:** Promote all of your items with unique ad creative without having to configure each individual ad.



## PREREQUISITES

- You need a website for your business.
- You must be able to update your website's code.
- Set up the Facebook pixel on your website - After you add the pixel, you will be able to understand how your audience is engaging with your dynamic ads and track your campaign's revenue impact.
- You must connect your compatible Product Catalog to the Facebook pixel we provide. A compatible catalog would be one that can produce a data feed in a format that can be accepted by Facebook.