BRAND AWARENESS OBJECTIVE

The Brand Awareness objective allows you to serve ads to users who are more likely to pay attention to your ads, increasing awareness for your brand. Great for awareness goals, Brand Awareness can leverage either image, carousel, or video ad formats to help improve awareness and consideration for your business.

KEY FEATURES/BENEFITS

Optimization options for the Brand Awareness objective include Ad Recall Lift — an estimate of the number of additional users who may remember seeing your ads, if asked, within 24 hours.

Ad formats include Video, Image, or Carousel for use in the Brand Awareness objective.

EXAMPLE

Starbucks wants to improve awareness and consideration for its brand amongst coffee enthusiasts. We can use Brand Awareness to reach users in their target audience with custom-tailored ad imagery and messaging to increase exposure for the Starbucks brand, keeping them top-of-mind amongst their target audience.