

AdPortal Obits Targeted

Providing families an easy, convenient way to extend and focus their reach with the message of their loved-one's passing using Facebook



A proven way to offer the customized reach they need

- Traditional Facebook posts only reach an average 10% to 40% of friends*
- Extends a focused reach to people you may not know but your loved one may have
- Allows targeting by city, interests, memberships, affiliations, schools and employers
- Reaches digital-only, digital-first audiences
- Targeting options can be customized individually

*Source: <https://www.facebook.com/notes/facebook-data-science/estimating-audience-size-on-facebook/10151390940058859/>

Facebook

TARGETING OPTIONS



AGE



GENDER



TARGET RADIUS



LOCATION



INTERESTS



EMPLOYMENT

Features and Benefits

Desktop + Mobile Newsfeed Ads

Media company's logo appears on all sponsored posts

Messaging and photo auto populate from the obituary

Posts are clickable and **you** control the click-thru URL

Increased exposure for media companies and funeral homes

Customizable background image

Funeral Home logo receives thousands of impressions per week

Facebook Targeting Options

According to Facebook, *traditional* posts only reach an average of 10% to 40% of *friends*. Customized targeting options extends the distribution of an obituary farther than a post and reaches many people likely to know the deceased, that may not be *friend*ed on Facebook or reached through a *traditional* post.

The family, funeral home or the media company can control the **click-thru URL**

Select the **gender** of the people you want to reach

Enter the **target radius** in miles for city/town

Schools include major colleges and universities

Enter the full URL for the click-through.*

https://www.legacy.com/obituaries/mercurynews/?_ga=2.2090

Facebook Targeting

Age 24 - 65+

Gender All Male Female

Target locations*

Target radius for city/town 15

Interests

School

Employment

Select the minimum and maximum **age** of the people who will find your ad relevant

Enter the **location(s)** of the people you want to see this sponsored post.

Interests include: civic, military, religious organizations, trades associations, charities, etc...

Employment can include: employers, job titles, industries