

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



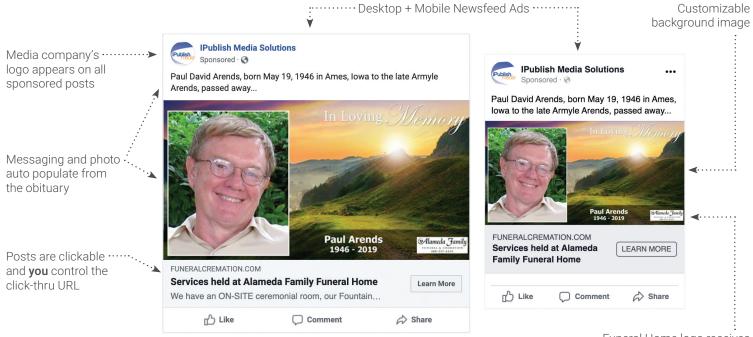
A proven way to offer the customized reach they need

- 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/

Features and Benefits



Increased exposure for media companies and funeral homes

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 *friended* on Facebook or reached through a *traditional* post.

The family, funeral home < or the media company can control the click-thru URL	https://www.legacy.com/obituaries/mercurynews/?_ga=2.2090	
	Age 9	Select the minimum and maximum age of the people who will find your ad relevant
Select the gender of the 	······ Gender 🕑	
people you want to reach	○ All ○ Male ○ Female	
Enter the target radius in <	Target locations* 2 ·······	Enter the location(s) of the people you want to see this sponsored post.
miles for city/town	15	
	Interests 🚱 ·····	Interests include:
	Chevrolet Corvette Vnited States Army Lions Clubs International	civic, military, religious organizations, trades
Schools include major	······ School 🔮	associations, charities, etc
colleges and universities	× University of Colorado Denver	
	Employment 2	Employment can include:
	× Kaiser Permanente Thrive	employers, job titles, industries