



Smart AD is a technical innovation that provides more accurate targeted advertising on Facebook and Instagram, and enables more accurate and effective distribution of digital offers – no landing page required.

How does it work?

What makes this solution unique is the fact that it allows for interaction directly within the ad – without ever being redirected to a new page. The consumer activates the offer by filling in their details in the ad form, and can look forward to receiving a digital coupon within seconds.

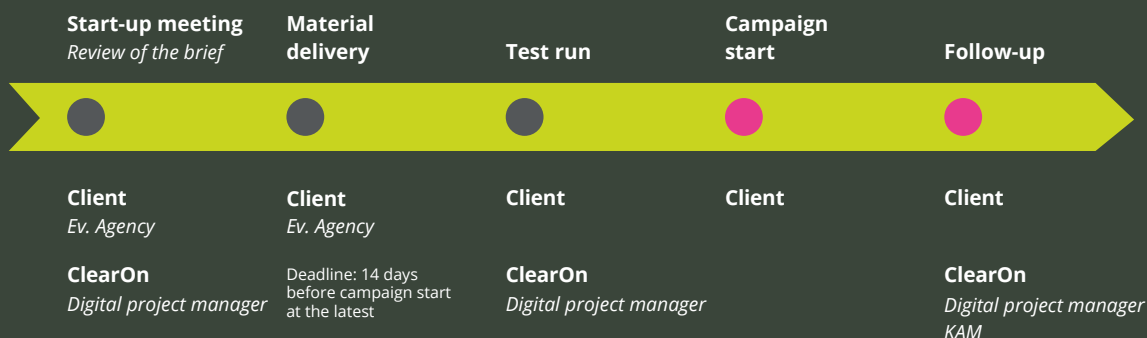
Direct interaction within the So-Me ad

- More accurate sampling/offers to a selected target group, helps avoid unwanted organic reach
- Short Time to Market (TTM)
- Cost-effective advertising

A great solution for:

- Reaching new/specific target groups
- Seamless coupon distribution
- Increased brand loyalty
- Smooth shopper journeys
- Driving sales to stores

Process & Brief



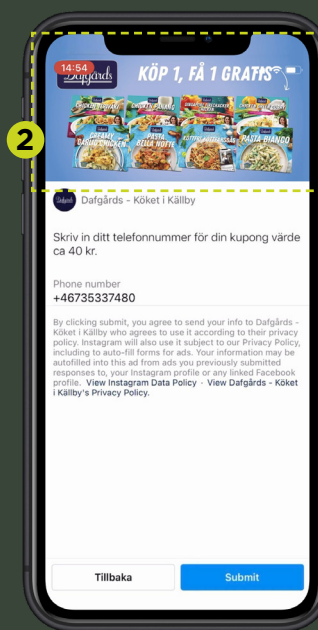
Material specifications

Below are the specifications for the material required to create a Smart Ad. All material is sent to the project manager responsible for the project.



Instagram Stories

- 1 **Image or video** format 1080x1920 pixels
Video length: 2-15 seconds (preferably 10 seconds max)



Lead ad form

- 2 **Background image** Will be generated according to the image/video you have in the Stories format, but we recommend using one that's in the correct format (1200x628 pixels)

Want tips on how to best market your campaign? Don't hesitate to contact us at ClearOn and we'll help you out. For more information and/or to place an order, contact us via email: sales@clearon.se

Set up your SmartAd in just three simple steps.

Log in as an administrator on your page, where you can easily upload images, add texts, and set specifications for your campaign.

1

Intro

Background Image
The image you choose will show behind your form.

Use the image from your ad
The image from your ad will appear with your context card

Use uploaded image
Recommended image size: 1200 x 628 pixels

+ Upload Image

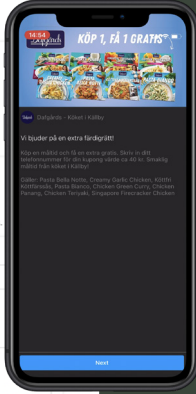
Greeting - Recommended
Let people know why they should complete your form and any relevant details.

Headline
Enter a short headline

Description
 Paragraph List

Include additional details

Remove Greeting



1. Introduction – This is where you upload your **background image** and enter a **title** (1-60 characters), as well as a **description** (1-320 characters).

2

Questions

Custom Questions
Ask for responses to questions that matter to your business.

+ Add Question

Prefill Questions
Ask for user information. This will be prefilled from their Facebook account.


Description
Let people know how the information they give you will be used or shared. [See Examples](#)

Enter a message

Choose the type of information you need

Email Contact Fields

Full name User Information



2. Questions – In this section you can enter your own questions, but above all, this is where you collect all relevant information needed from the target group, such as **e-mail** or **telephone number**. Under **Description** enter a text about how you will use the information that is collected. For example: *“We will use your information for newsletter send outs”*.

3. After registration – This is where you tell the target audience what happens as soon as they have submitted their information.
Title: 60 characters **Description:** 300 characters
Call to action text: 60 characters,
Example: *“Read more on our website”*.

Link to web page when your target audience clicks on the CTA button.

Now everything is ready for you to start the advertising campaign!

3

Completion

Message for Leads
Let people who submit their information know what to expect next.

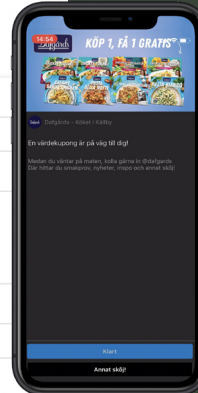
Headline
Thanks, you're all set.

Description
You can visit our website or exit the form now.

Call-To-Action Button
View Website

Call-To-Action Text
läs mer på vår hemsida!

Link
Add a link



Contact us at ClearOn and we'll set up the campaign together with you!