
Facebook Lead Ads for CleverReach®

Smart combination: Facebook Lead Ads and Email Marketing

Rastede, August 23, 2016

CleverReach®, provider for email marketing, announces a new integration for Facebook Lead Ads, implemented in direct cooperation with Facebook. This ad format enables users to easily sign up for services of enterprises, e.g. newsletters, directly on Facebook without ending up on a landing page. The connection to CleverReach® allows companies to transfer potential customers from Facebook and use them for their email campaigns in real-time. The data transfer complies with all data protection requirements.

“Companies often face the challenge of reaching new potential customers. That’s why I am glad to say that we can launch the integration for Facebook Lead Ads in direct collaboration with Facebook. The combination of Lead Ads and email marketing is especially suited for easily and legitimately winning new email subscribers”, says CleverReach® CEO Christian Schmidt.

The right users at the right time

The new CleverReach® integration for Facebook Lead Ads offers many benefits for advertisers. Through Facebook’s mobile ad network and its target group-oriented possibilities of advertising, ads can be placed in external mobile apps. The mobile Facebook version additionally generates high conversion rates. This allows enterprises to minimize tax losses and get to the right people at the right time with a combination of email marketing and Facebook Lead Ads. The automatic transfer of the leads saves time and money. There are numerous possibilities to design the ads: advertisers can choose between carousel ads, videos and dark page posts.

Generating leads in compliance with data & privacy protection

Data from Facebook Leads ads are smoothly integrated into existing email marketing processes. The ad format also includes Double-Opt-In to get a prospect’s permission to contact them, which makes the combination of both channels legal. Advertisers have to determine right away when creating the lead ads what they are using the subscribers’ data for. It is possible to get the permission to use a subscriber’s data for several purposes with just one single lead ad – however, all these purposes have to be unmistakably clear to the subscriber. To use their data for any additional purposes afterwards, it is necessary to get the subscriber’s consent once again.

CleverReach® is a leading global email marketing provider with more than **240,000 customers** in 152 countries around the globe. The software enables the direct communication between companies and their customers and is quick and easy to set up and use - email marketing made easier. CleverReach® provides excellent value for money, advanced technology and a wide range of interfaces to CMS, CRM and shop systems, supported by an excellent customer service. .

CleverReach® was founded in 2007 in Germany and complies with the highest standards of data protection, exceeding the legal requirements. Prominent reference customers, amongst others, are Spotify, Levi's, Playboy, DHL, BMW, TESA. www.cleverreach.com

Management:	Jens Klibingat, Sebastian Schwarz & Sebastian Strzelecki
Type of company:	GmbH & Co. KG
Founding:	2007
Head office:	Rastede/Oldenburg (Lower Saxony/Germany)
Services and support:	Cloud-based technology solution for email marketing: <ul style="list-style-type: none">• Stand-alone-Mailings, Newsletter, dynamic RSS campaigns• Integrations to relevant CMS, CRM and Shop-Systems• Simple and multi-level automated email routes with THEA (E-Mail Marketing Automations Solution)• Reports/real-time statistics for success control and optimization, design and spam tests, A/B split tests, multivariate tests• Multilingual e-mail and telephone support
Reference industries:	SMB, online trade, tourism, retail/trade, fashion/textile, service industry, consumer goods industry, automotive
Countries:	Campaigns and customers in 152 countries, especially D-A-CH, Europe and USA
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