



Impression Measurement with Facebook View Tags

#SeeEverything

Illuminate the True Value of Your Social Media with Post-Impression Conversion Attribution

Kenshoo offers post-impression measurement for Facebook ads, so ad impressions that may not have resulted in a click can be credited for helping to drive conversions.

Kenshoo's Post-Impression Conversion Attribution allows you to:

- Gain a holistic view across your overall paid social media program
- Quantify the revenue lift associated with Facebook ad impressions
- Identify and assign value to ads that are key to raising brand awareness and generating purchase intent
- Measure interaction between social media and other channels such as search
- Optimize your overall social media program based on post-impression and post-click interactions
- Calculate optimal ad exposure to drive maximum ROI

