

## SOCIAL TARGETING CAMPAIGNS

You can always have your brand seen by your own social media followers, but KBB can put your brand in front of:

- KBB website visitors
- KBB newsletter readers
- KBB digital edition subscribers
- KBB Facebook and Instagram followers
- KBIS website visitors
- And more!

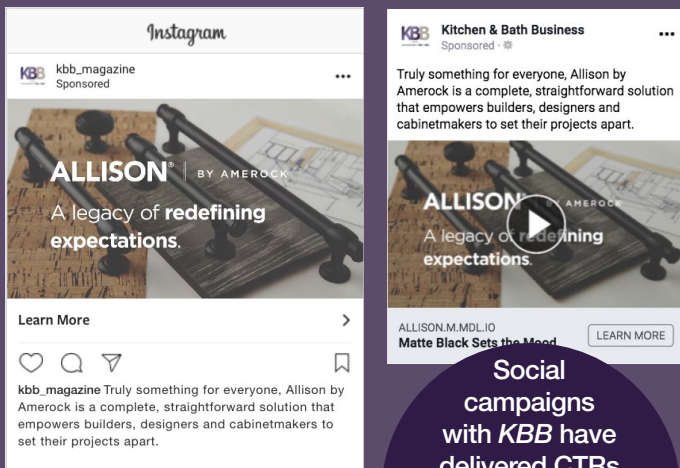
If they've interacted with us, we can serve your ad into their social media feeds.



Total audience is comprised of up to **200,000** industry kitchen & bath industry professionals

### HOW IT WORKS

We design and implement a social media ad campaign, utilizing Facebook and Instagram, targeting the KBB audience created from our 1<sup>st</sup>-party data.



Social campaigns with KBB have delivered CTRs ranging from **2.28%** up to **6.9%**

**CAMPAIGN EXAMPLE**  
**100,000 IMPRESSIONS**

### KEY BENEFITS

#### Reach a Proprietary and Engaged Audience

Target KBB's proprietary audience network on Facebook and Instagram - no other company can target this audience the same way. And your target customers respect KBB's authoritative and trusted voice.

#### Outperform Standard Digital Campaigns

Social campaigns have proven more effective than standalone campaigns. It's the perfect complement to web banners so advertisers reach our audience both on our site, and off.

#### Target, Target, Target

Ability to target specific reader profiles based on technologies they use, job title, brands they follow, etc.

#### It's Turnkey!

Using your provided images and copy, we will create a custom campaign for you. We will design, implement, monitor and optimize. Utilize our expertise in campaign optimization, let your team focus on overall goals, and leave the details to us.

### CAMPAIGN COSTS

Each campaign is priced at \$50 CPM (cost per thousand impressions). The minimum monthly campaign is 50,000 impressions, at a cost of \$2,500 per month.

**CONTACT US**  
to learn more and get started!

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