



# Fully Managed Service



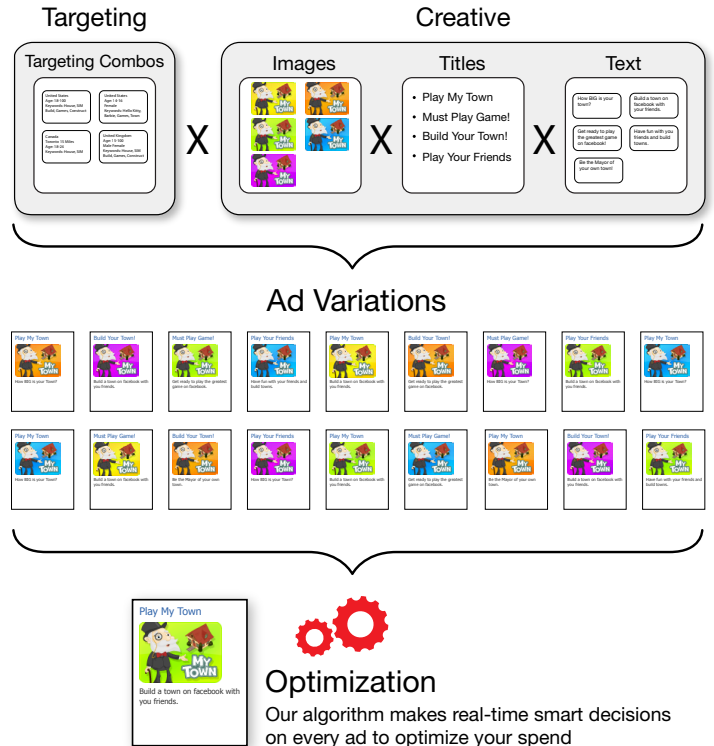
AdParlor will allow you to purchase Facebook Ads on a CPA model

## How does this work?

With access to the Facebook Ads API, AdParlor can create thousands of ads at once using a multitude of creative and targeting combinations. More importantly, our algorithm will identify things undetectable to the human process – this allows us to dynamically modify bids and buy your Facebook ads more effectively. To illustrate, an ad with Text A and a blue image works well when targeted to 25 year old males in Texas near dinner time on Sundays. Thus, our algorithm will proactively increase the CPC bid for this ad at that time.

## How much does it cost?

You define the CPA rate you want to pay (by country, age, gender) and we always and only charge you that rate. You can modify the CPA rate you are willing to pay at any time – and this will play a large part in the volume we are able to drive. We offer advice on recommended starting CPA rates. Finally, you will have access to real-time reporting to follow the success of your campaign.



## Just ask the pros



“AdParlor has allowed us to significantly increase our spend on facebook as a user acquisition channel”

— **Zac Goldberg,**  
VP Online Marketing - **Groupon**



“AdParlor has been instrumental in helping us identify and target those positive ROI users”

— **Anil Dharni,**  
President and COO - **Funzio**

## How do I get started?

This service is currently only open for advertisers with a budget of at least **\$25,000 USD / month**. Simply shoot us an e-mail at [advertisersupport@adparlor.com](mailto:advertisersupport@adparlor.com) to get started.