

Use Pulse to efficiently manage your Facebook Advertising

What is Pulse?

Offered by AdParlor, Pulse is a self-serve platform allowing you to run Facebook Ads much more efficiently. Linked to your own Facebook advertising account, you will have the ability to create thousands of ads at once, have access to comprehensive reporting, and take advantage of our proprietary bid optimization algorithms. Use Pulse to maximize your ad spend on Facebook!



Dashboard

Highlights

- **Upload Ads in bulk** using thousands of targeting and creative combinations
- **Track conversions and optimize bids** towards a CPA goal
- Access detailed real-time **reports and graphs**
- Increase control and organization via **multi-level structure**
- Manage **multiple user accounts** and permissions on a campaign level

The Ad Uploader interface includes an 'Ad Calculator' showing 4 Targeting Groups, 8 Creatives, and 32 Total Ads. It also features a 'Name Your Upload' field and an 'Expected CVR' of 50%. The main area shows a preview of an ad with the text '50% off welcome offer' and 'Get gorgeous shoes delivered to your door, just \$39.95 with free shipping'. Below the preview, there are image upload fields for 'Image' (88.jpg) and 'Image 2' (38.jpg). An 'Uploads' section at the bottom shows a list of uploaded ads with their respective creatives and targeting.

Ad Uploader

AdParlor Clients



How do I get started?

Pulse is currently accepting applications. If you would like to get started, please email pulse@adparlor.com with some details on your Facebook advertising goals.