

## **AdParlor Launches Pulse – Agency Focused Self-Serve Facebook Advertising**

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Today, AdParlor officially announces the release of Pulse – its agency focused self-serve Facebook Ad buying tool. Pulse will allow Facebook advertisers to improve their campaign performance and scale up ad spends through efficient ad creation tools, a suite of powerful reporting, and proprietary bid optimization algorithms.

Currently, AdParlor works on a full-serve basis with the largest advertisers on Facebook – managing over 15 Billion monthly impressions for clients such as Groupon, SEGA, Publicis, and Omnicom. The launch of Pulse marks an expansion of AdParlor’s offering to meet its clients’ needs.

“Large digital advertising agencies are looking for more control and transparency over the campaigns they are running,” said Ali Merali, VP of Business Development, AdParlor Inc. “Pulse gives them the ability to manage their client’s Facebook ad spends through a simple, yet powerful interface.”

Designed specifically for agencies, Pulse provides an effective and efficient management tool for a brand’s advertising efforts. Typical use cases have been:

1. Run a brief CPM or CPC campaign to learn the brand’s target market through effective multi-variant testing and detailed reporting.
2. Use AdParlor’s proprietary cost per fan (CPF) bid optimization algorithm to effectively acquire fans to the brand’s fan page.
3. Use sponsored stories, social ads, and other innovative Facebook advertising products, to promote a brand’s content to their fan base – leveraging conversion tracking to measure the lift in user engagement.

Access to Pulse is subject to approval on a case-by-case basis given the distinct competitive advantage the tool provides within the Facebook Ads ecosystem. For inquiries, please email [pulse@adparlor.com](mailto:pulse@adparlor.com).

### **About AdParlor Inc.**

AdParlor provides solutions to large Facebook advertisers – helping them effectively buy advertising on a full-serve or self-serve basis. Working with hundreds of advertisers, AdParlor manages over 15 billion monthly impressions for clients such as Groupon, SEGA, Publicis, and Omnicom. AdParlor Inc. has official access to the Facebook Ads API. The Facebook Ads API allows developers to integrate into the Facebook Ads system and provide marketers with new solutions to manage Facebook Ads. Facebook® is a registered trademark of Facebook Inc.