

Supercharge Your Facebook Advertising with V12 AudienceLink, a Powerful Custom Audience Solution for Omnichannel Marketing

Did You Know That Facebook Still Allows Advertisers to Use Third-Party, Privacy Compliant Data?

With the recent changes at Facebook, turn to V12 as your trusted partner in creating high-quality audiences for distribution through your client accounts or approved Facebook integration partners.

V12's custom audience solution, V12 AudienceLink, is an industry-leading third party data set with 100% opt-in emails. We follow rigorous quality and privacy standards, ensuring our sourcing collection methods undergo extensive due diligence to be 100% compliant with state and federal laws.

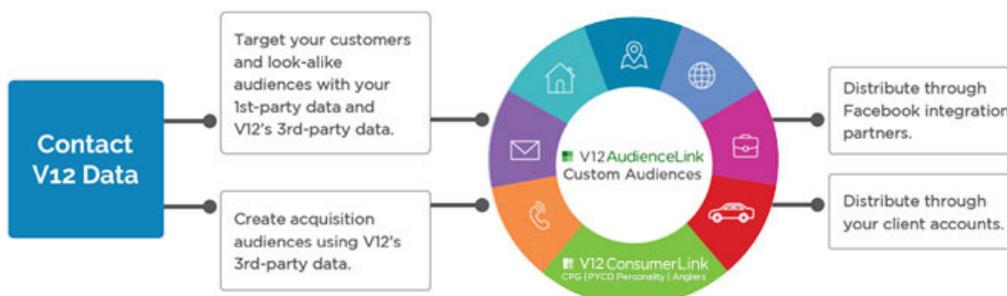
Clients using V12 AudienceLink for Facebook campaigns have experienced a 3x increase in sales conversions and a 20% increase in engagement.

How the Process Works

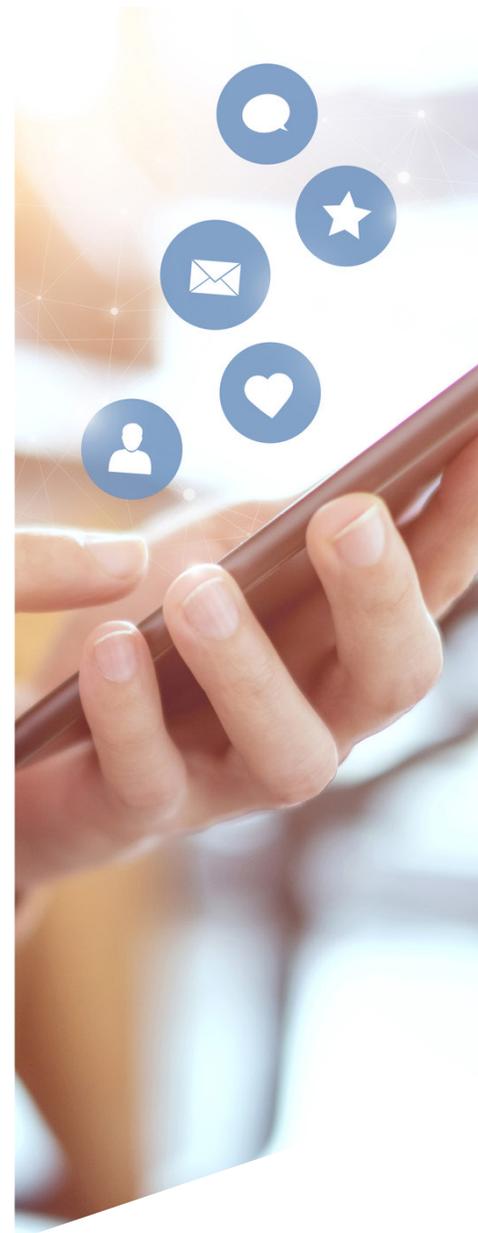
V12 will work with you to understand your campaign objectives and help you determine the best strategy to meet your needs.

Based on your campaign goals, you may choose to reach your current customers using your internal customer data or create an acquisition campaign using V12's third party data assets.

Once we build your custom audiences, you may distribute to Facebook through your client account or approved Facebook integration partners.



Continued on back side





Target Your First-Party Audiences and Look-Alike Audiences

Target your first-party audiences using your internal customer list. To optimize your audience reach, V12 performs rigorous email and phone verification and append processes to ensure you have the highest quality data set to achieve a higher match rate to Facebook's member base.

In addition, we will append V12 AudienceLink to your customer database to gain deeper insights into your customers and create look-alike audiences. We offer only the highest-blend of data available with 100% opt-in emails and in full compliance will all privacy regulations.

You may enhance your audience with any number of attributes from our extensive database including demographic, behavioral and lifestyle selects such as age, income, interests, personality data, in-purchase indicators, vehicle information and more.

Target Acquisition Audiences Based on Your Best Customer Profile

Based upon your best customer profile, we will create a look-alike acquisition audience using V12 AudienceLink's industry-leading third-party data sets. Using AI and machine learning algorithms, we combine over 1,000+ attributes to create a highly custom audience for rapid deployment.

Our Data Assets Include:

- **V12AutolD:** Industry leading VIN with data on over 215+ million consumers and 186+ million VINS with linkage at the household and garage level.
- **V12 Business:** Proprietary business database of over 37 million contacts and over 20 selects (specific data fields) that can be used for targeting.
- **V12 ConsumerLink:** Proprietary consumer data source on 215+ million consumer contacts with full address and demographics, including 16 PYCO personality segments, and Consumer Packaged Goods (CPG) data.
- **V12 Email:** Largest email database in the industry with over 200 million emails.
- **V12 Mover:** Comprehensive mover database enhanced with demographics to target consumers at all stages of the move including pre-movers, premovers with a home under contract, and new movers.
- **V12 Signals:** Target and acquire in-market consumers with V12 Data's proprietary intender data solution.
- **V12 Telematch:** Industry leader for new telephone connects, forward, and reverse phone append with over 280 million records.

WE ADHERE TO ALL DMA AND IAB REGULATIONS.

To take your customer acquisition to the next level,
email info@v12data.com or call (833) 812-4636.