

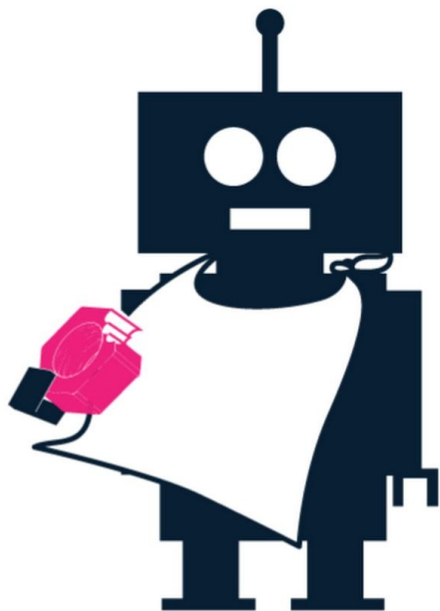


sleed

Together we

Win

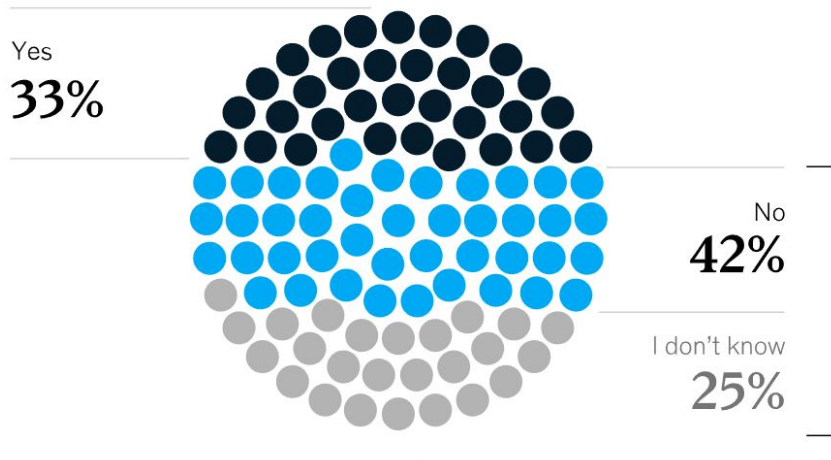
Privacy Centric Growth within Sleed



Τα data είναι το σημαντικότερο input για τους αλγόριθμους, ώστε να είναι αποδοτικές οι marketing ενέργειες

- iOS
- New browser versions
- Ad blockers
- Legal compliance

Χρησιμοποιούνται τα δεδομένα σας υπεύθυνα από τις επιχειρήσεις με τις οποίες συναλλάσσετε?



2/3

Together we adapt

Data and Privacy ownership

Let's embrace the change and take advantage of it

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Facebook CAPI Gateway

Facebook is also here

Google

Consent mode
GA4
Enhanced Conversions

Offline Conversions

Get advantages out of your own data





Grow in a privacy centric environment



A privacy centric approach

People

The issue with many corporate data-privacy initiatives is that they are too technical or legalistic for the everyday customer. This complexity is often caused by the team that is overseeing data-privacy programs.

Processes

An agile approach to working gives data relationship managers the ability to test a variety of tactics across functional areas of an organization. For example, a small and agile pod could be formed to run a series of parallel experiments that aim to better understand what it would take for a customer to enter into a data relationship. A new brand narrative, and creative ideas to disseminate it, will need to be developed and executed. |

Technology

The right technologies are a key part of the delivery equation; secure infrastructure is required to deliver on the promise of the data relationship. A CRM, for example, can aggregate everything a company knows about its customers—including both customer data and channel data—in one place, thereby assisting in the management of first-party data assets. This platform also streamlines preference management and facilitates the process if customers want to invoke their CCPA or GDPR rights.



Facebook CAPI Gateway



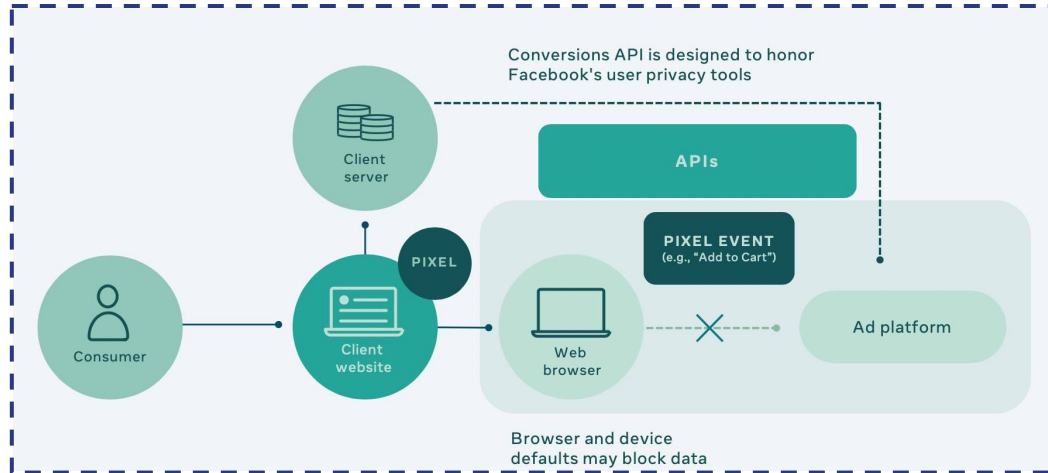
What is Capi Gateway and how it works?

What is Facebook CAPI?

Conversions API is a Facebook Business Tool that lets advertisers share customer actions from their servers directly to Facebook.

CAPI works alongside the Facebook Pixel to help advertisers improve the performance, measurement, and data collection of their Facebook ad campaigns.

How it works?



CAPI Gateway: Capabilities



Facebook explains that advertisers can use the Conversions API to:

- ✓ Measure customer actions in more ways, giving you **further visibility** into your customer's full journey.
- ✓ Share data with Facebook **more reliably** than through browser-based methods.
- ✓ Help improve the **accuracy of information** sent for targeting, measurement, and optimization.
- ✓ **Control the data you share** with other tools and when you share it.
- ✓ Access **more insights into your customers** throughout the marketing funnel.

Why use Slead's Capi Gateway implementation?

Commercial

- CAPI will fit the best for both organizations and agencies who run Facebook ads and want to improve FB **tracking** ✓
- No lost tracking due to **ad blockers** ✓
- Significant increase in optimization of facebook **media budget** ✓
- Reduce cost of **misplaced ads** due to tracking problems ✓
- Be **GDPR** Compliant ✓



Technology

- Facebook Conversion API Gateway is the most **straightforward** way of setting up FB CAPI ✓
- No more events **deduplication** ✓
- No development needed** neither cost will occur for changes in the ecommerce platform ✓
- Speed:** It brings down the Conversions API integration time from weeks to hours. ✓
- Unlike manual direct integrations, the Conversions API Gateway will **auto update** whenever new features become available, reducing long-term maintenance costs. ✓

There is no need for development

It is suggested by Meta itself

It is quick to implement

**It optimizes your ad spend
and your results**

**Eventually anytime soon you
will need to implement it**



Offline Conversions



Why bother

01

We own the data

Τα δεδομένα αυτά υπάρχουν ήδη στα συστήματα του οργανισμού (λογιστήριο / erp / loyalty) και η αξιοποίηση τους θα βελτιώσει την βάση για τις marketing ενέργειες και στρατηγικές

02

Είναι τεχνολογικά εύκολο

Τεχνολογικά είναι απλό να αξιοποιήσουμε τα δεδομένα και να τα συνδυάσουμε στα marketing εργαλεία τόσο του facebook όσο και της Google

03

Omnichannel is the way

Έχει με τα χρόνια φανεί, ότι η omnichannel προσέγγιση είναι τόσο αποδοτική όσο και επωφελής για το brand. Η αξιοποίηση των offline conversions είναι βασικός πυλώνας του omnichannel





1

Ad click



2

Webform



3

CRM



4

Google Ads

Google Offline Conversions

Η sleed μπορεί να διασυνδέσει το ERP / CRM με την πλατφόρμα της Google ώστε να αξιοποιηθούν τα offline conversions.



Facebook offline conversions

Σε παρόμοιο πλαίσιο μπορεί να γίνει η ίδια διασύνδεση και με το Facebook ώστε να αξιοποιηθούν και εκεί αυτά τα δεδομένα.



Together we *Win*

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