

A DIFFERENTIATED PROGRAM

PURPOSE BUILT FOR YOU

You might be wondering why you should use Social Ad Engine, instead of placing ads yourself or leveraging another platform.

Luckily for you, we've taken the time to highlight the differentiators of the Social Ad Engine platform!

PURPOSE BUILT FOR YOU

A platform that has been designed specifically for you, the agent.

Unlike other offerings, Social Ad Engine is purpose built for Coldwell Banker[®] agents. From easy log in directly through [CB Exchange](#), to ad campaigns that leverage best practices, Social Ad Engine does the heavy-lifting to give you more time to do what you do best!

SIMPLICITY & SPEED

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Automated campaign templates can reduce the time you spend building campaigns by 10X.¹

Facebook done right can be a fantastic driver of your business. That said, targeting options number in the thousands. This platform is designed to do the work for you - automatically building best practice listings campaigns that you can easily and quickly edit and publish. Leaving you more time to focus on your buyers and sellers!

24X7 PREMIER SUPPORT

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Access to a dedicated support team for all of your questions.

Feel at ease knowing that a dedicated team with deep experience working across Facebook and within real estate is available 24x7. Take advantage of their knowledge as you have questions about Facebook & Instagram, your campaigns, or really anything related to social media!

FACEBOOK COLLABORATION

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A unique collaboration with Facebook to build a program customized for Coldwell Banker[®].

Facebook is more than the one "Big Blue App". Learning and scaling success on Facebook's family of apps and services include Instagram, Audience Network, Messenger and Whatsapp. The relationship we have built directly with industry leaders at Facebook ensures that the Social Ad Engine program will have unique access to product innovation, best practice insights and creative support that will help evolve the platform and drive stronger results for you.

1. Tiger Pistol, Internal Data 2018.



HOW WE STACK UP!

This chart provides a breakdown of some of our key features, along with a comparison against other offerings and what you can do on your own!

FEATURES	SOCIAL AD ENGINE	OTHER PLATFORMS	DO IT YOURSELF
Access directly from CB Exchange.	X		
Create campaigns in under 5 minutes.	X		
Create campaigns aimed at your advertising goal.	X	X	X
Automatically build campaigns for your listings.	X	X	
Test for most successful images.	X	X	X
Automatically optimize campaigns for best performance.	X	X	X
Downloadable seller reports.	X		
Dedicated support team available 24x7.	X		