

Paid Media

DESCRIPTION

Some agencies only handle creative. Others only manage paid placement. We're different. Because Likeable takes ownership of the entire process, we can optimize and iterate faster, smarter, and more successfully on all aspects of a campaign—from ad type and visuals to messaging and targeting. Every choice we make is backed by data, which is used not just to guide but to measure success.

PRODUCT OVERVIEW

We've developed a custom tech stack to deliver a social ad buying and reporting system that's responsive and comprehensive.

PLANNING & REPORTING	BUYING & IMPLEMENTING	TRACKING & CLIENT PARTNERS
<ul style="list-style-type: none">• Custom-built workflow and reporting fully integrated with ad APIs• Industry research tools	<ul style="list-style-type: none">• Native platform ad buying• Access to the latest features, formats, and updates	<ul style="list-style-type: none">• Integration with your tech partners• Integration with your vendor partners

All reports are customized based on your needs and goals.

CLIENT DASHBOARD	BI/WEEKLY REPORTS	QUARTERLY DEEP DIVE REPORTS
<ul style="list-style-type: none">• Access results at any time• Explore your own data in depth	<ul style="list-style-type: none">• Track week-over-week fluctuations• Highlight actionable insights for immediate optimization or testing	<ul style="list-style-type: none">• Focus on creative insights and recommendations• Analyze long-term trends and deeper tracking of benchmarks

Because we understand how important creative is to social ad performance, Likeable only offers ad buying in conjunction with creative services.

