







# LEARNING SUMMARY

## SOCIAL MEDIA ADVERTISING: CHOOSE THE RIGHT PLATFORM

### PLATFORM OVERVIEW

PLATFORM	AD TYPES OFFERED	TARGETING OPTIONS	MINIMUM BUDGET
	Single Image, Single Video, Slideshow, Carousel, Canvas	Location, Demographics, Interests, Behaviors, Connections, Custom	\$1/day (CPM), \$5/day (CPC/CPA).
	Single Image, Single Video, Multiple Images (Carousel)	Location, Demographics, Interests, Behaviors, Connections, Custom	\$1/day (CPM), \$5/day (CPC/CPA)
	Promoted Tweets (with up to 4 images, a video, a website card, an app card, or a lead generation card), Promoted Accounts	Location, Gender, Languages, Devices/ Platforms/ Carriers, Interest, Followers, Keyword, Behavior, Target Audience	No minimum budget
	Promoted Pins, (Buyable Pins)	Location, Languages, Gender, Devices, Keywords, Interests, Audience	Only awareness campaigns have a minimum budget (\$5)
	Sponsored Geofilters, (Discover, Sponsored Lenses, and Snap Ads only available through partners)	Sponsored Geofilters: Location (and Date and Time)	Sponsored Geofilters: \$5
	Sponsored Content, Text Ads (Display Ads and Sponsored InMail available via the ad sales team)	Demographics, Education, Experience, Groups	\$10/day, minimum CPC/CPM bid for Text Ad is \$2