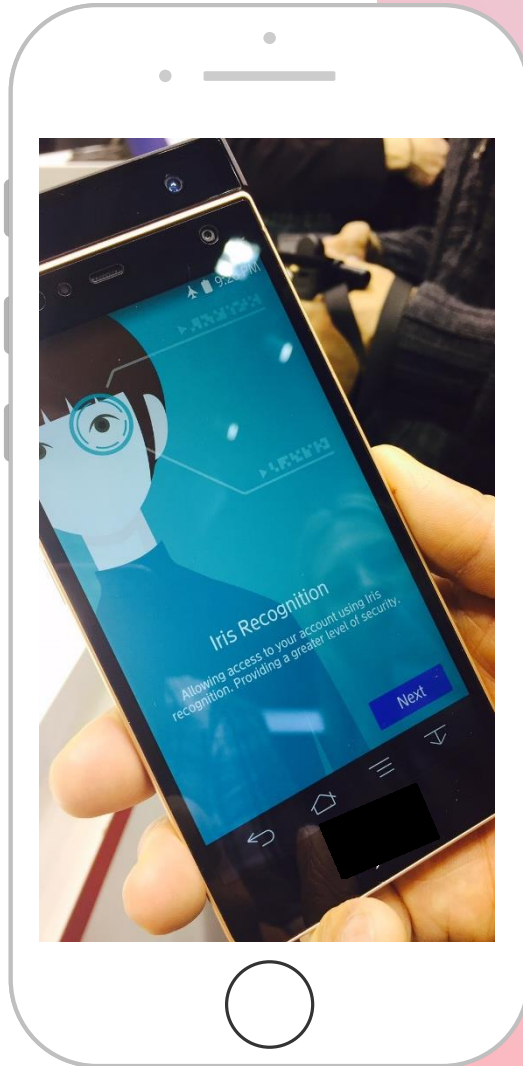


How to Build a Facebook Sales Funnel

E-mail retargeting in Social Media

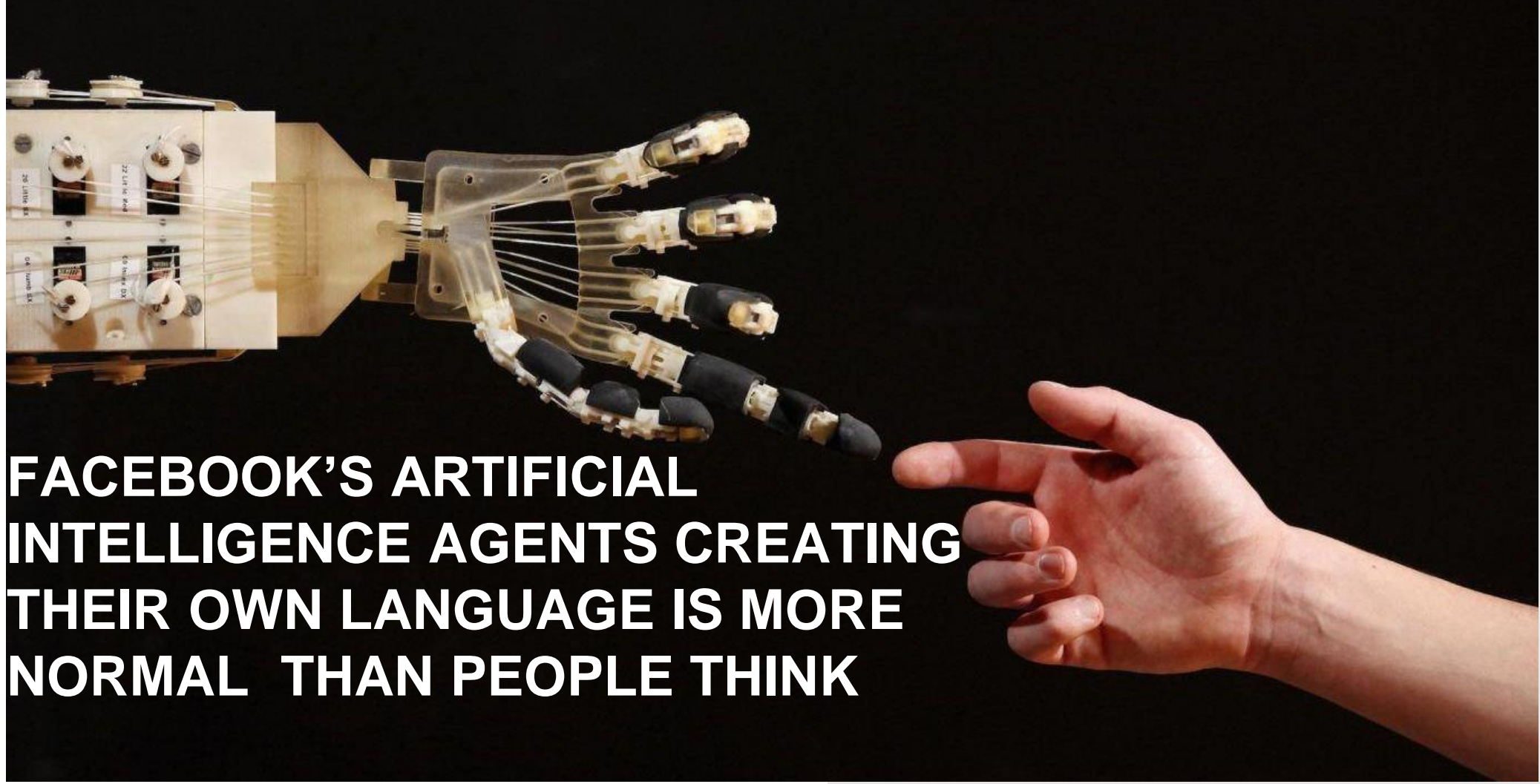
IRIS RECOGNITION



Apple and Samsung made bets on fingerprint scanning for their flagship phones but Fujitsu is taking a different route.

The Japanese firm has developed an iris authentication system that unlocks a smartphone screen by scanning your eyes. And its prototype can be used to log into Facebook, email or other web services.

**FACEBOOK'S ARTIFICIAL
INTELLIGENCE AGENTS CREATING
THEIR OWN LANGUAGE IS MORE
NORMAL THAN PEOPLE THINK**





Augmented reality content

With the release of the iPhone eight and iPhone X, Apple has made it clear that they are betting on augmented reality (AR). As these new devices go mainstream, brands will begin experimenting with AR-sponsored and -branded content.

Facebook launches augmented reality Camera Effects developer platform

Look ma, no hands!

Self-driving cars are on the horizon. What will happen when drivers no longer need to pay attention to the road? They'll consume content, of course, and with that content will come in-car ads.



in-car
ads



Predictive lead scoring

Marketers can identify the prospects that are most likely to convert to customers.

All that's needed is an email address and the right tools.

How to get more from your Facebook Ad spend

1
Misuse of
tech/targeting

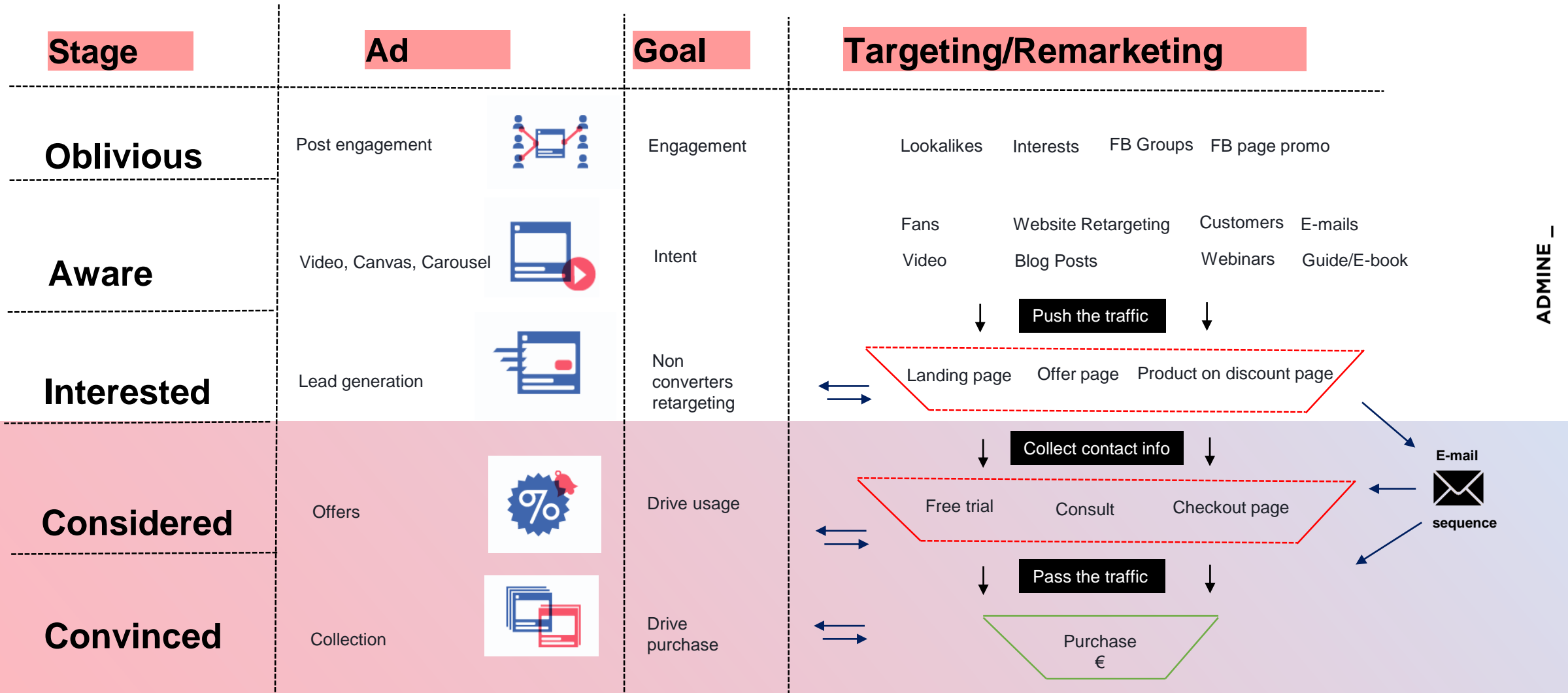
2
6-9 touch points
before purchasing

3
Not building value,
relationships,
intent

4
Lack of trust in
Facebook

Framework

How to get more from your Facebook Ad spend



Thank you!

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