

# Constant Contact Launches New Facebook Advertising Tool for SMBs, Earns Facebook Marketing Partner Badge

**New tool automatically creates optimized Facebook Ads from email campaign content**

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®, Inc.](#) (NASDAQ: CTCT) today announced that it is joining the Facebook Marketing Partner Program, a select group of world-class marketing companies vetted by Facebook for their ability to drive exceptional results. The badge status follows the early success of Constant Contact's tool for [Facebook advertising](#), which allows small businesses to easily convert their Constant Contact email into a highly targeted, mobile-optimized digital ad on Facebook in minutes.

"Facebook is dedicated to helping small businesses around the world grow," said Steve Irvine, global head of Facebook Marketing Partners. "Our Marketing Partner Constant Contact is helping make Facebook advertising easy for small businesses, and we will continue to expand our Small Business Solutions program to bolster innovation on the platform."

While email marketing has traditionally been used to engage current customers, Constant Contact's new tool allows small businesses to leverage email campaigns—created via a platform they are already familiar with—as a new and budget-friendly way to reach new customers.

"Email and Facebook have become a one-two punch for small business marketing. More than 45 million small businesses have active Pages, and they also cite [email as the top marketing tool to drive customer loyalty](#)," said Joel Hughes, senior vice president of emerging businesses at Constant Contact. "As leaders in our respective industries, Constant Contact and Facebook are giving small businesses an easy and affordable way to become more effective marketers and grow their business."

## Constant Contact's New Tool for Small Businesses Utilizes Lookalike Audiences

Constant Contact's tool for Facebook advertising allows small businesses to save time and easily create a Facebook Ad by using the content of their Constant Contact email campaigns, automatically pulling in email content and images.

After the ad is created, Constant Contact uses Facebook's Lookalike Audiences to find potential new customers with traits and interests similar to the contacts in their Constant Contact account. Lookalike targeting factors include location, age, gender, interests, and likelihood to purchase, making it more likely that those who see the ads on Facebook are interested in the small business's product or service. Reporting metrics, including reach and clicks, are made available in real time. The entire ad process—from creation to reporting—is conducted right within the small business's Constant Contact account.

To date, customers using this tool have each reached nearly 8,000 potential new customers on average per campaign.

"With Constant Contact's tool for Facebook advertising, small businesses can take their tried and true email marketing formula and automatically apply it to this new and effective channel, gaining new fans and customers in the process," said Hughes.

Inserted directly into the email campaign product, the new tool requires no additional technological savviness on the part of the small business. Constant Contact has a dedicated team and proprietary technology that monitors performance and adjusts ads to improve click-through rates. Additionally, ads created with this new

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tool will be automatically optimized for mobile display, an ideal experience for the hundreds of millions of people who access Facebook every day through their mobile phones.

For more information about Constant Contact's tool for Facebook advertising, [click here](#).

## **About Constant Contact®, Inc.**

Constant Contact introduced the first email marketing tool for small businesses, nonprofits, and associations in 1998. Today, the company helps more than 650,000 customers worldwide find marketing success through the only all-in-one online marketing platform for small organizations. Anchored by our world-class email marketing tool, Constant Contact helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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## **Cautionary Language Concerning Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding Constant Contact's tool for Facebook advertising and Constant Contact's relationship with Facebook. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "suggest," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions that are not statements of historical fact are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the success of Constant Contact's tool for Facebook advertising, including the tool's market acceptance and efficacy, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which Constant Contact operates, adverse regulatory or legal developments, litigation risk and expense, Constant Contact's ability to continue to promote and maintain its brands in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, and other risks detailed in Constant Contact's most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the it from time to time with the Securities and Exchange Commission. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. Constant Contact anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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