Secure your Facebook campaign data.

Data security is of the utmost importance to your organization and ours. As a data marketing agency, it is our responsibility to help our clients engage in best practices for keeping your customer data safe. That includes eliminating unnecessary data risks, like avoidable hand-offs of customer data between disparate organizations.

B2E is already your trusted partner in customer analysis and prospecting. Let B2E take it a step further by managing and uploading your Facebook campaign data for:

- **Customers**
- **Third-Party prospects with digital rights**

Allowing B2E to upload your lists to Facebook reduces your risk by eliminating one of the most common breach opportunities – the exchange of customer data with external organizations who are not adequately equipped to protect it. The risk associated with having your data compromised is enormous, and the reputation damage caused by a breach can be permanent. Only trust your data with partners proven to be experts in keeping it secure.

HOW IT WORKS.

Through Custom Audiences, B2E will securely upload your customer lists to Facebook Ad Manager and share them with your organization or media placement agency. You can then use the custom targeted audience as your Ad Audience for your next Facebook Ad Campaign.

| Client Campaign Requirements | Targeted Customers | Secure Upload to Facebook | Facebook Match (50%-70%) | Shared to Your Organization | Accept List Responsibility | Ads to Facebook Users |

TAKE SECURITY SERIOUSLY

According to one study, the average cost of a data breach is $3.86 million. It's estimated that small and medium-sized businesses (SMBs) experience average losses of $120,000 per data breach.

When you gather personal data about clients, you need to have a plan to keep that information safe. This helps build customer trust and can save your business from serious issues down the road.

BENEFITS

- **Data security**
- **Asset management**
- **Control file expiration dates**
- **File naming standards**
- **Customer right to be forgotten**
- **Customer privacy**

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B2E IS SOC2 COMPLAINT AND THIRD-PARTY AUDITED

B2E has audited reports with detailed information and assurance about the controls at B2E relevant to security, availability, and processing integrity of the systems that B2E uses to process and house customer data and the confidentiality and privacy of the information processed by these systems.