3 Ways to Optimize for CLTV and Boost Your Facebook Engagement

With increasing Facebook ad costs, it’s difficult for brands to stay competitive and generate revenue from paid advertising. Despite the competitive landscape, many brands rely on Facebook advertising for a large percentage of their revenue. Continuing to generate cash flow from Facebook has become a critical objective for marketers. As demand for attention continues to… https://www.adweek.com/digital/3-ways-to-optimize-for-cltv-and-boost-your-facebook-engagement/