

# Editable Ads

Unless they change frequently, online ads become invisible to readers over time. Give your audience a reason to look at your ads by changing its message. Based on tests, editable ads are 2 – 3 times more likely to be clicked. It's the next generation of online advertising.

An example of updating by text message:



Updates can be pulled directly from your Facebook page or Twitter account as an alternative to text messaging. With one status update, you can reach everyone in your community.

For restaurants using Facebook or Twitter, **images that are posted in status updates can be pulled directly into the ad.** High quality pictures of food will be retrieved, cropped, and placed automatically, always keeping your ad fresh and noticeable.