

Frequently Asked Questions

What are Office Boost Ads?

Office Boost Ads are office-branded, automated Boost ads that reach agents when paired with Boost's [recruiting ad sets](#), or sellers and buyers when paired with Boost's [consumer engagement ad sets](#).

How long does it take to create an ad?

Just a couple minutes! Boost will do all the heavy lifting for you and will walk you through everything needed step-by-step to create your ad. For more on that, here are the [easy steps](#).

Where do the ads display?

These ads display on Facebook, Instagram and thousands of sites across the web through Google's Display Network.

What is the price?

Office Boost Ads start at \$99 a month which allows you to achieve approximately 8,000 to 12,000 views.

How do I launch these ads?

Use the following links for instructions on how to set-up the ads:

- Office Recruiting Ads: [click here](#).
- Consumer Engagement Ads (For Office): [click here](#).

Are there templates?

Yes. To view available templates, [click here](#).

What changes can I make to my ad while it's running?

Once you start your ad, you'll be able to edit the text and background or upload custom ad creative. You can also make changes to your landing page and contacts list.

Can I include my own artwork?

Yes. You can upload your own artwork in the ad editor. However, there are limitations. Click here for more information.



How does audience targeting work?

The system utilizes geo-targeting to reach your target audience in a radius around your desired location.

The system then uses interest targeting combined with Facebook's Smart Learning Phase algorithm to reach either new agents and/or experienced agents when paired with the recruiting ad sets; or buyers and/or sellers when paired with our consumer engagement ad sets.

You can also remarket to your own contact lists.

Can I extend the area reach on my ads?

Boost will automatically determine the radius around the area you've selected. As your ad runs, Boost will optimize the specific area to generate the impressions needed.

How many areas can I choose to target with my ad?

You can target one area of your choosing for each ad you run. You can purchase additional ads to target other areas, if you choose. *One ad = one target area.*

Can I target my own contacts? How?

Yes. [Click here](#) for instructions on uploading your own contacts.

Is my contact list secure when I upload it to Boost?

Yes. Boost will never share or sell any of your contact list data, and this list will only be used for targeting on your own ads and no other agent. We take security seriously and understand that you own the data on the lists you're uploading to Boost!

How many people can be on the contact list I upload?

We don't have a minimum or maximum, however we recommend adding a list of at least 200 contacts for best results. Lists even larger than that are highly recommended. [Head here](#) for more details on uploading your own contacts in Boost.

Will I be able to see if my contacts saw my ads?

While we cannot provide you with a list of everyone who may have seen or clicked on your ad due to privacy laws, we will share with you anyone who engages with your ad (i.e. comments and reactions).

We do our best to advertise to everyone on your list, however we cannot guarantee that everyone will see your ad. If a contact on your list does not visit the social media sites or the website we advertise on, or if the contact uses a different email address and phone number in their profile, it's possible that they will not see your ad.

How do I cancel?

You can cancel your subscription anytime from your Boost dashboard. Tap on your ad details to cancel your subscription.

What if I have questions?

Please check out this article for questions: [click here](#).
You can also reach out direct to boost@johnlscott.com.