

## FOR IMMEDIATE RELEASE: The changing (interface) of Facebook Marketing

Social advertising has become a vital piece of business marketing. Many companies are looking for ways to stretch their marketing budget but still engage and convert their audience.

And one of the true advertising battlegrounds is surely Facebook. With over 1.23 billion users and an average of 50 minutes per person per day, that is a lot of attention to grab.

Facebook Ad Marketers, approximately 3 million of them worldwide, are all jostling for that attention and trying to turn brands into industry leaders.

And while Facebook itself is user-friendly and intuitive, the Facebook Ads Manager interface can be clunky and time dragging for marketers trying to do more with less time.

Melbourne based digital marketing agency [Metrixa](#) knew this was a common problem amongst Facebook Ad Marketers and did something about it.

The creation of [Metrixa AdManager](#) is revolutionary in the real world rigours of Internet marketing. A powerful, integrative offline software interface that works parallel to Facebook, the Metrixa AdManager is a mass editing and management tool for Facebook Marketers.

"We simply didn't have the time to waste so we created a product that is a simple, powerful solution to deliver the ROI for our customers," said Metrixa CEO Nathan Sri. "With Metrixa AdManager, we found a reliable and effective way to cut-through time and help marketers do their job better."

The Metrixa AdManager is proving to be an essential tool for companies seeking efficiency gains with their limited digital marketing spend.

Leading Australian Digital Marketing expert Matt Hoffman from Next Level Online Marketing is inclined to agree: "When your clients spend hundred of thousands of dollars a month on Facebook Marketing, you have to have the right tools to do the job. Facebook Power Editor is fine, but it doesn't have the power or adeptness to keep up the pace. My team needed more time and speed, and Metrixa AdManager gave us that."

With the organic reach for brands declining and the focus shifting from vanity metrics such as likes, comments and follows to real business metrics, innovative products like Metrixa AdManager are transforming technologies for time gains, cost effectiveness and transparent business intelligence.

## ABOUT METRIXA:

- Metrixa is one of the fastest growing digital marketing companies in the Asia Pacific region. Metrixa are pioneers when it comes to the interface of innovative digital technology and the marketers who use it.
- Metrixa: <https://www.metrixa.com/>
- Metrixa AdManager: <https://admanager.metrixa.com/>

## FOR MEDIA ENQUIRIES OR REVIEWS

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