

Consumer Electronics Facebook Playbook 2.0



Content

01	Introduction	
	• Consumer Behaviour Shift & Accelerated Digital Transformation	3
02	Importance of Digitalisation	
	• Digital media ROI surpasses traditional media	7
	• Facebook - your best partner in going global	12
03	Playbook 2.0	
	• Tips for Building a Successful Campaign on Facebook	16
	• Planning Consideration – Full Funnel	23
	• Media Guide on Facebook	27
	• Facebook Solutions	
	• Buying Type	30
	• Solve for a Business Objective	38
	• Targeting	44
	• Ad Formats	49
	• Creative Best Practices	54
	• Measurement	58
	• New Solution	
	• Commerce	70
	• Collaborative Ads	
	• Branded Content Ads	
	• Facebook Shops	
	• Innovative	84
	• AR Ads	
	• Playable Ads	
	• Messenger	
	• Facebook Live	
04	Cross Border Business – Best Practice on Localisation	109
05	Launch Check List	122
06	Useful Resources	124

01

Introduction



Consumer Behaviour Shift & Accelerated Digital Transformation

Source: COVID-19: Fast-changing Consumer Behavior, Accenture
2 Comscore blog: In-home data usage increases during coronavirus pandemic, March 2020

Coronavirus is affecting the routines and habits of people and how businesses serve those communities around the world, changing everything from the day-to-day lives of individuals to global supply chains. The COVID-19 outbreak is also affecting digital and device behaviour. Mobile phone data usage in the US increased over 50% in March, compared to 2019.²

70%

of global consumers report increased phone time since the start of the COVID-19 outbreak¹

Now more than ever, businesses must meet their customer needs and understand the impact being driven by Facebook and other marketing partners. Focus on simplifying your strategy and continue to utilize measurement strategies (such as lift testing) to understand overall marketing impact, and make optimisations as usual.

46%

of Internet users said they'll shop online more after the outbreak²

Brands that have made digital their top priority, like direct-to-consumer, are in a strong position to future-proof their business. Brands that haven't will need to prioritize shifting to digital.

The pandemic fueled the increase of screen time and downloads in a global scale[1]

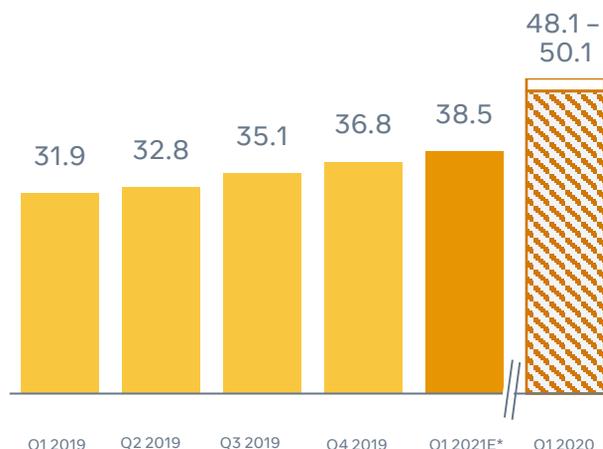
+20%

YoY growth of average weekly time spent on Apps during 2020 Q1

+25-30%

Estimated YoY growth of average weekly time spent on Apps during 2021 Q1

Total weekly hours spent on Apps of global users (Billion)



Source: ¹ App Annie internal data; Jul/2020 accessed. iResearch

Increased Activity On Facebook's Family Of Apps

Source: Facebook internal data, March 2020



70%

Increase in time spent across Facebook's family of apps since start of crisis



>1.000%

Increase in group calling (3+ people) last month



2x

Instagram and Facebook Live views doubled this past week in Italy (w/c March 9)

Marketers Are Adapting To Changing Consumer Behaviors

In APAC, people are adapting and exploring new routines

E-Commerce adoption has dramatically accelerated in the region

87%

of consumers report using at least one new digital shopping platform for the first time since the pandemic started.

+60%

New & Incr. HHs in SEA

51%

of businesses report increasing online interactions with their clients²

+20%

New & Incr. HHs in North Asia

Sources: 1Lally P, van Jaarsveld CHM, Potts HWW, Wardle J. How are habits formed: modelling habit formation in the real world. Euro J Soc Psychol. 2010;40:998-1009. Industry Micro-Shifts Monthly Tracker by Kantar Profiles (Facebook commissioned online survey of 2,000 online general population respondents per wave, ages 18+, Indonesia, Wave 1, May 2020). Same behavior holds true for other APAC markets as sourced from the Industry Micro-Shifts insights across India/Japan/Australia/Korea/Hong Kong & Taiwan. 2 State of Small Business Report² by the Small Business Roundtable and Facebook Inc., May 2020, US

Businesses need to keep up with consumer expectations

Source: 1- Digital 2020 Report, Hootsuite, 2- Salesforce, "The State of Connected Customers", 2019, 3- Accenture Pulse Check 2018, 4- "Last Mile Delivery: What Shoppers Want and How to #SaveRetail" by Convey, 2018

DISCOVERY

52%

of online brand discovery happens in public social feeds¹

IMMEDIACY

73%

of customers in APAC say they expect companies to communicate with them in real time.²

PERSONALIZATION

91%

of consumers say they are more likely to shop with brands that provide offers and 1:1 recommendations³

SAFETY AND SECURITY

65%

of Global online shoppers express extreme concern about data privacy⁴



Consumer Behavior Has Evolved

People spend more time with mobile than TV¹



Marketers Are Adapting To The New Changes

New (and older) generations discover products differently



Consumer Tech Playbook Should, Too

Consumers are more savvy, consideration takes longer

02

Importance of Digitalization

Digital media ROI surpasses traditional media



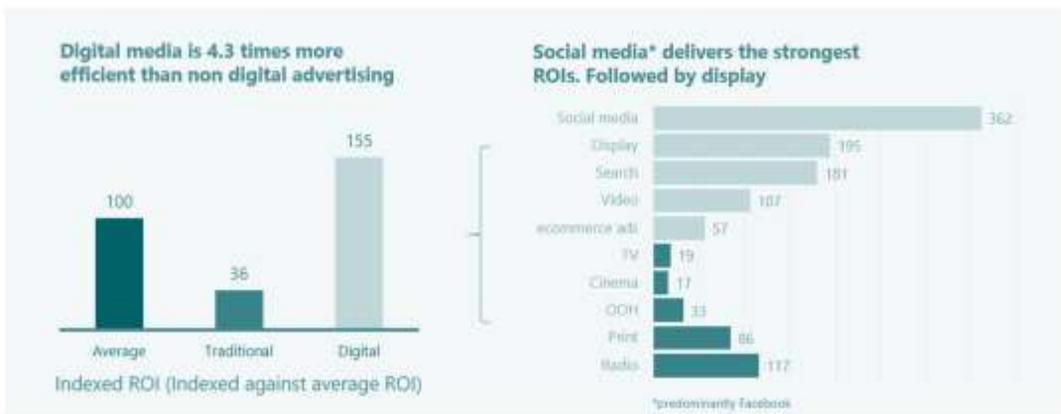
Digital media ROI surpasses traditional media - led by social media

The story becomes very different once we put all media on a level playing field through the lens of ROI. GfK Marketing Mix Modelling norms demonstrate that digital advertising ROI surpasses traditional media ROI

Social media delivers the strongest ROIs based on our norms. Social media is nearly 4 times more cost efficient at driving sales as compared to the average media's ROI

Social media's sales effectiveness may be due to its efficacy as a medium of influence. This is corroborated by the results of GfK's consumer survey since Facebook is deemed as the most influential medium

Look for opportunities to optimize your media by Improving cost efficiencies



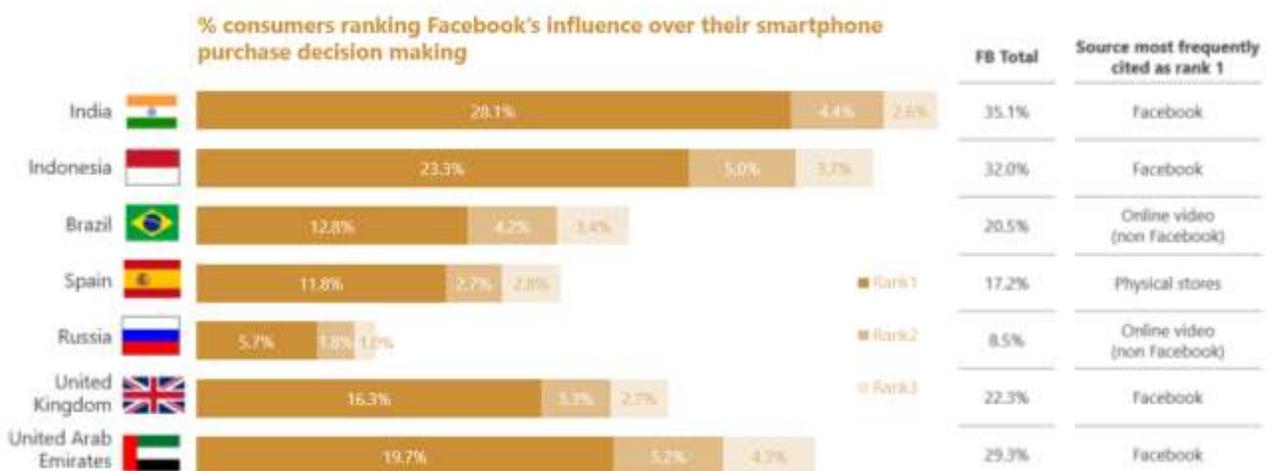
Facebook most frequently cited as the most influential medium in driving smartphone buying decisions

Facebook was most frequently cited as the number 1 source in making or changing decisions around smartphone purchases.

This most clearly stands out in India, Indonesia, UK and UAE where Facebook is most frequently cited as the most influential source. This is perhaps unsurprising given that Facebook is a storytelling medium and stories have the power to influence.

It is no longer enough to simply have an online presence or to help consumers make their decisions. Given the competitive pressures and advertising clutter, it is imperative er to drive conversion.

Facebook is most influential source in making purchase decision in India, Indonesia, UK and UAE





SUCCESS STORY

Tracking multi-channel campaign effectiveness with Facebook measurement partners

When the mobile phone manufacturer ran a multi-channel campaign and partnered with GfK to see which media performed the best, it found that Facebook delivered the highest return on ad spend.

160X

higher return on ad spend from Facebook than TV

1.7X

higher return on ad spend from Facebook than other digital channels

9X

more sales from Facebook than from TV

THEIR STORY

Empowering connections

TECNO is a brand of smartphones produced by Transsion Holdings. Since 2006, the manufacturer has been focused on bringing affordable smart devices and feature phones to developing markets. Widely recognized for its high-quality, multi-branded products and mobile internet service, the company has since become a leader in the industry with over 124 million mobile phones sold globally.



THEIR GOAL

Understanding channel performance

Like most brands that use multi-channel marketing strategies, TECNO lacked insight into the performance of its offline channels. The company wanted to know which channel delivered the highest return on ad spend so that it could better strategize for future campaigns.



THEIR SOLUTION

Planning the data-driven way

There is a lack of data available for tracking offline media, which makes it almost impossible to compare results across a mix of channels. This makes it a challenge to allocate campaign budget.

To solve this problem, Facebook partnered TECNO with GfK, a global leader in data and analytics, to analyze its campaign strategy. For a campaign for a new range of the manufacturer's TECNO smartphones, the partners set out to determine the effectiveness of various media channels using GfK's data-driven Marketing Mix Modelling.

Multiple campaigns ran over two years across various media like Facebook, TV and other digital channels. On Facebook, TECNO used a mix of ad formats, including video and photo ads, to drive awareness and consideration for the smartphones. It also used reach and frequency buying to ensure the right audiences saw its campaign at the right time.

With access to GfK's data-driven statistical analysis, TECNO was able to do what it could not before: quantify the sales impact and return on ad spend of its campaigns. Armed with insights into which tactics delivered the greatest return and most sales, TECNO re-evaluated its strategy so it can better optimize its future digital campaign spend.

THEIR SUCCESS

Illuminating results

TECNO's measurement analysis provided clarity on its media channels and revealed the huge impact that Facebook ads made to its campaign. Based on historical data, the mobile phone manufacturer achieved:

- 160X higher return on ad spend from Facebook than TV
- 1.7X higher return on ad spend from Facebook than other digital channels
- 9X more sales from Facebook than TV



In recent years, India has shown potential in the mobile market. After a year of marketing efforts, we found digital marketing to be more relevant than other media here. Facebook and GfK helped us analyze our return on investment through the Marketing Mix Modelling study and it indicated clearly that digital channels like Facebook are one of the best ways.

Vincent Pong, Chief Marketing Officer, Transsion Investment Ltd

GfK's Marketing Mix Modelling is a great way for Chinese clients with a focus on overseas expansion to understand the effectiveness of their marketing efforts. This study clearly showed that it's possible to get incremental sales by tweaking the overall spending on digital media.

Vishal Bali, General Manager for China and India, Head of Commercial, Strategy and Innovation, APAC-META, GfK

02

Importance of Digitalization

Facebook -
your best partner in
going global



Why Facebook?

Facebook is a powerful business platform with...

Scale and Reach

Reach the 2.7 billion people who use Facebook and Instagram every month



People-based Targeting

Reach real people , not proxies, thereby ensuring your message is reaching the right audience

Full Funnel Solutions

Solutions that drive your business objectives throughout the customer journey, including Awareness, Consideration, and Purchase



Facebook family of app and service

Connect people with people, people with business and business with the world



FACEBOOK



WHATSAPP



MESSENGER



INSTAGRAM

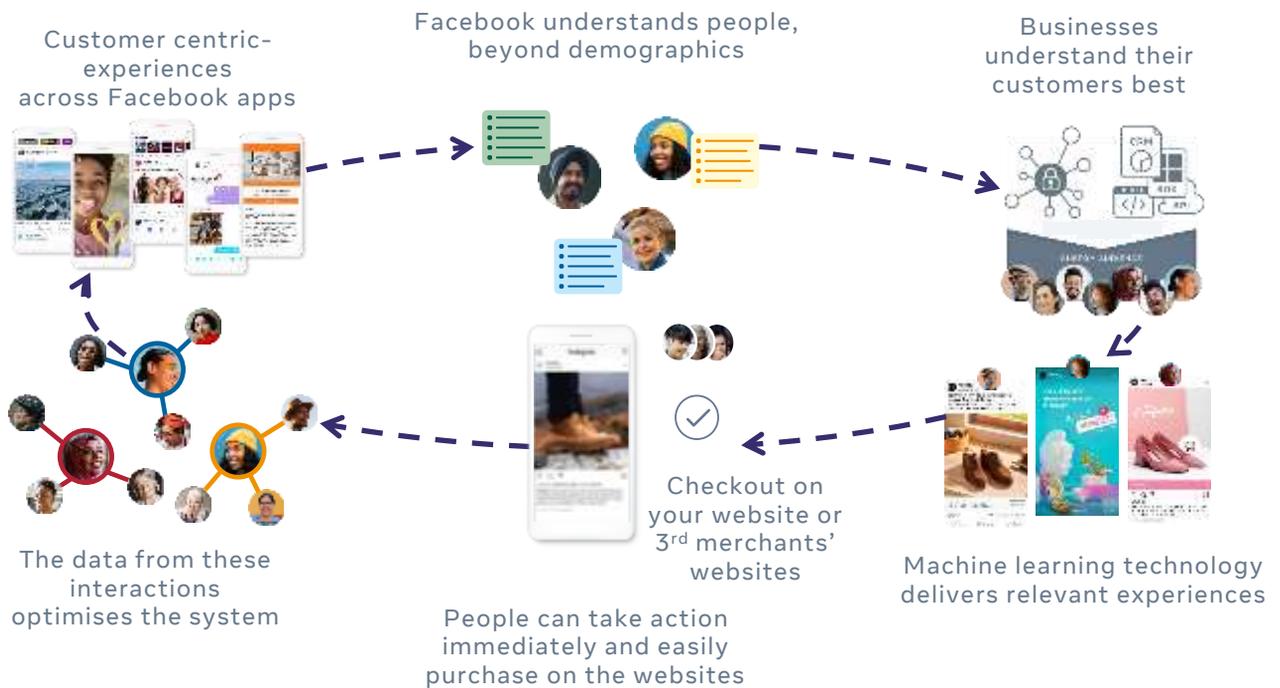


3.3B Monthly 2.6B Daily



The Facebook family of apps are used by shoppers to discover, evaluate and purchase products

Facebook can help you make the most of every stage of the product launch cycle, from building awareness to generating interest; from driving sales to increase loyalty. Enabling growth in sales and brand building.



Strategy At Every Stage

Maximizing impact throughout the entire product launch cycle

- 1 The Facebook family of apps is where tech consumers are engaging and spending time on mobile
- 2 Let's build a holistic strategy using our always-on considerations by stage in addition to our foundational best practices.
- 3 Test and learn along the way in impactful areas to make the most of your Facebook campaigns

03

Playbook 2.0

Tips for building a successful campaign on Facebook



Let Machine Learning Work for you

Facebook's machine learning capabilities can help you get the best possible campaign performance. By allowing our platform to determine (in real-time) the best placement and budget allocation, as well as bid for a campaign, you will be able to maximise the opportunities for conversions at a lower cost.

How does Machine Learning work?

It combines data and signals from our platform, along with the insights you share about your customers, in order to make predictions for desired actions. The more data available, the better we can train the models to continually improve predictions. With better predictions, you're more likely to get better outcomes.

What is the learning phase?

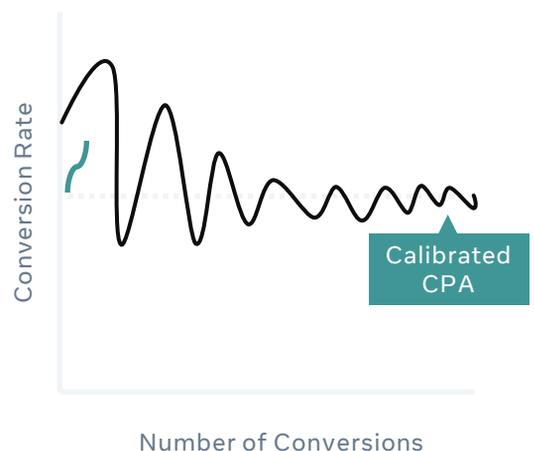
During the learning phase, the delivery system is exploring the best way to deliver your ad set. Ad sets exit the learning phase as soon as their performance stabilizes, typically at around **50 optimization events within about 7 days**.

During the learning phase, ad delivery has not yet optimized, so ad sets in the learning phase are less stable and usually have higher CPA.

As a rule of thumb, if you are spending more than 20% of your budget during the learning phase or have ad sets with the "Learning Limited" status you should avoid behaviors that prevent ad sets from exiting the learning phase such as frequent changes to ads, bid adjustment or adding new creative.

Other common learning phase mistakes include:

- Targeting: Audiences are too small
- Placement: Ad sets are too segmented
- Budget: Budget is too small
- Bid: Bid is too low
- Optimization: Not enough conversion events



How can you unlock more strategic buying?

Increase your liquidity with 4 distinct levers



BUDGET

Utilize CBO to streamline and optimize budget automatically manage



AUDIENCE

Increasing audiences allows budget to flow to the most valuable opportunities



PLACEMENT

Multiple placements increase efficiency and extends reach without increasing complexity



SIMPLIFICATION

Account simplification can reduce campaign set-up hours and minimize learning phase

Campaign Budget Optimization



BUDGET

Allow for more flexibility with budgets across ad sets with Campaign Budget Optimization

Campaign Budget Optimization enables advertisers to take even more advantage of our automation technology. CBO allows for a more fluid approach of how budget is split across ad sets, and is another solution that makes it much easier for you to manage your campaigns.

3 key benefits of using Campaign Budget Optimization (CBO)

1

Minimize under-delivery

DE-DUPING AUDIENCE OVERLAP

If one ad set has a high audience overlap with another, that budget can still be spent in another ad set

2

Shifting budget without need for new learning phase

FASTER RESULTS

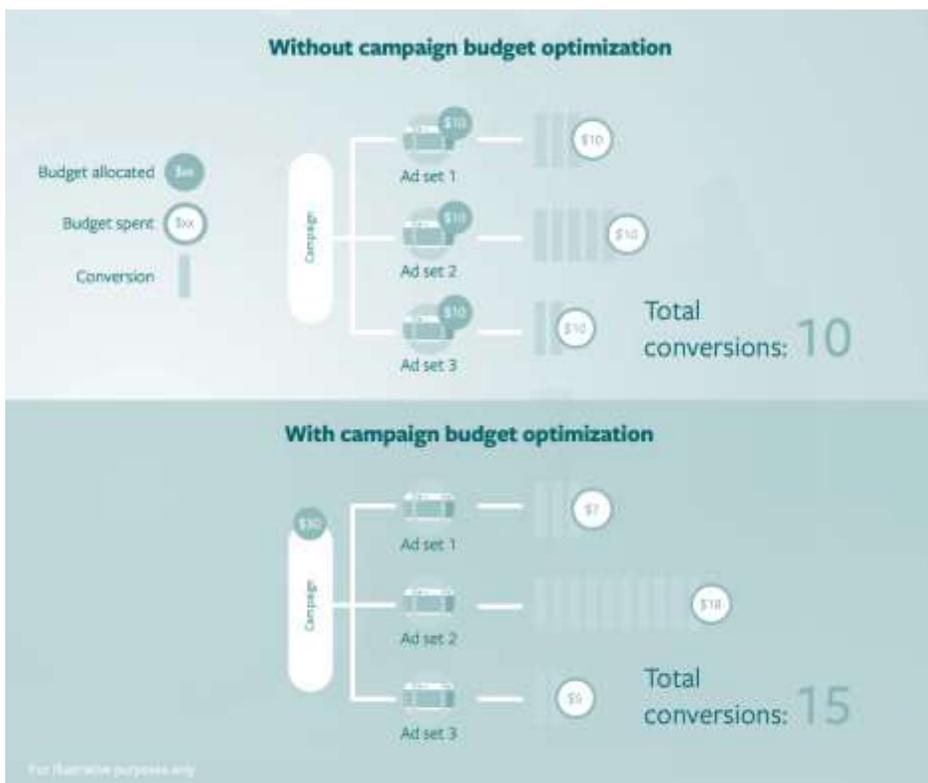
CBO does not trigger learning phase AGAIN when distributing budget across ad sets, in comparison to manually shifting budgets between ad sets

3

No need to estimate appropriate ad set budgets

EFFICIENCY

Campaign Budget Optimization can find the lowest cost opportunities across all ad sets (and therefore, all markets)





Audience Liquidity

Allowing budget to flow to the most valuable opportunities, regardless of the characteristics of the person being served the ad. Increasing audience sizes when signals are present allows Facebook to deliver more cost-efficient outcomes

Key benefits of enabling Audience Liquidity

1

Conditional on cost-efficiencies

2

Capture incremental opportunity by filling in **blindspots** caused by constraints

Audience options overview

Custom audience and lookalike

Gives the platform more information about who is likely to convert without overly constraining the audience

Broad targeting

When an advertiser sets location, age and/or gender, but does not provide any other audience parameters to target

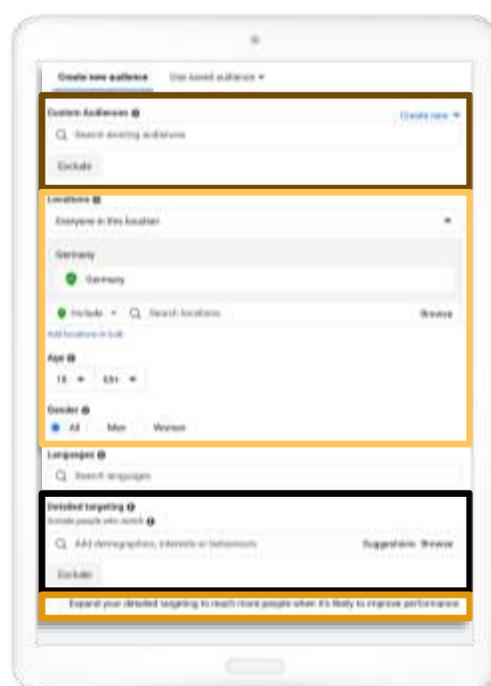
Detailed targeting

When an advertiser provides detailed parameters for targeting beyond location, age and gender targeting

Detailed targeting expansion

Allows the audience to be expanded outside of the detailed targeting if it is expected to improve performance. Only available for select objectives.

Available for the following objectives: Conversions, Traffic, App Installs, Lead Gen, Post Engagement



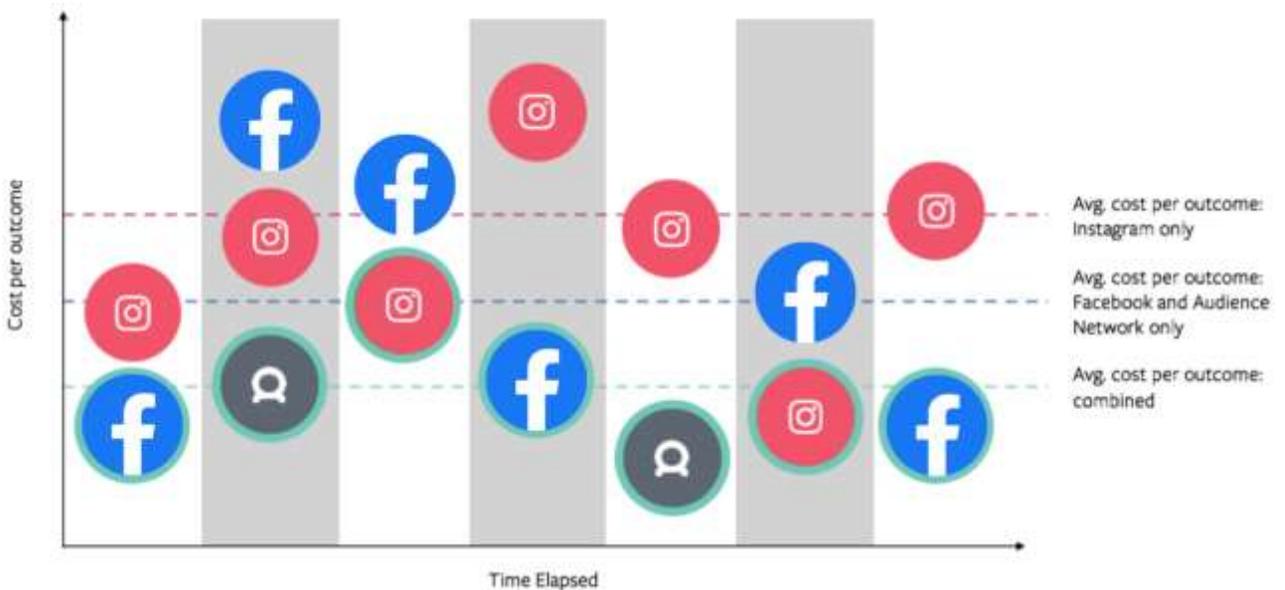
Automatic Placement



PLACEMENT

Multiple placements increase efficiency and extends reach without increasing complexity

Automatic placement will maximize results by choosing placements that responds to selected campaign objective in most cost efficient manner. (E.g. if Instagram drives most conversions for a conversion campaign, system will dynamically allocate more budget towards Instagram)



Decide if control or cost is more important

Automatic placements

More placements and better results



Benefits –

- Low cost per outcomes
- Simpler campaign management
- Expand reach

Standalone placements

More control, less optimal results



Benefits - Ensure your ad displays how you want or specify content content according to your strategy across placements

LOWER COSTS

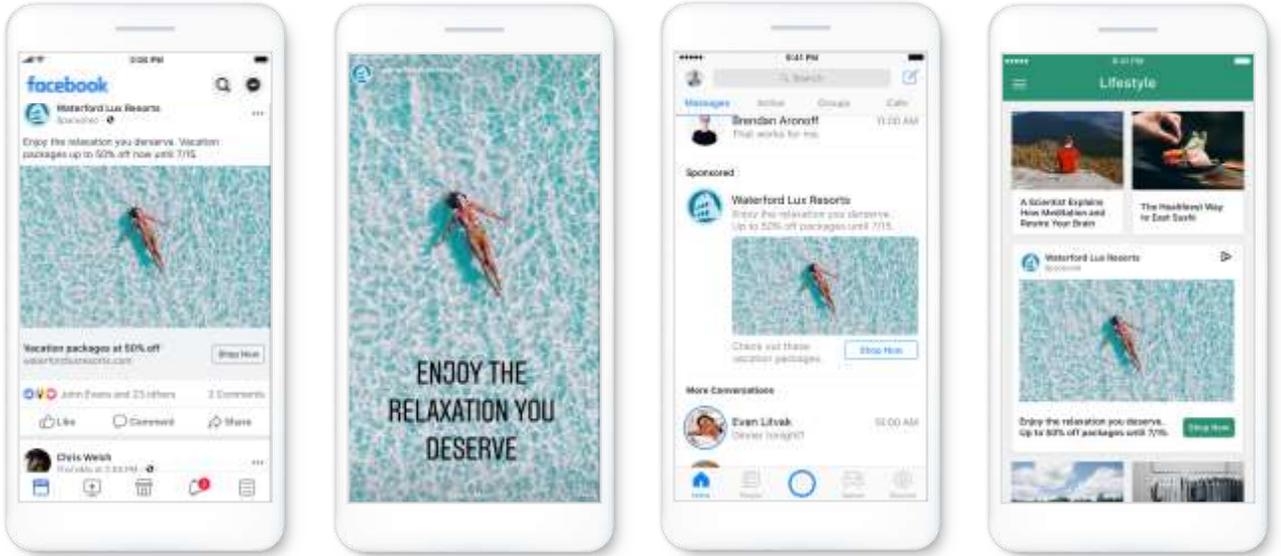
MORE CONTROL



PLACEMENT

Asset customization gives you more control over placements

Choose the images or videos people see in your ads depending on where those ads appear



Consider these placement combinations for best performance depending on your overall campaign objective



REACH



VIDEO VIEWS



BRAND AWARENESS



CONVERSIONS



APP INSTALLS

- Feed
- Stories
- Feed
- Stories
- Marketplace

- In-Stream on Facebook
- Suggested Video
- Feed
- Feed

- Feed
- Stories
- Feed
- Stories
- Stories

- Feed
- Feed
- Marketplace
- Audience Network

- Feed
- Feed
- Stories
- Stories
- In-App on Audience Network

Source: See more detail on eligible assets here: https://www.facebook.com/business/help/279271845888065?helpref=faq_content

Simplification



SIMPLIFICATION

A simplified account structure leads to more auction signals to drive a faster exit from the learning phase, resulting in more efficient CPAs and increased scale by: Consolidating wherever possible to give the auction a maximum amount of signals.

Reducing frequency and number of manual changes

On top of auction efficiency gains, an optimal account structure is easier to maintain and typically results in more predictable results and steadier delivery.

1

Avoid frequent edits

Avoid editing an ad set or ad until it has exited the learning phase

CAMPAIGN

Budget
Bid amount
Placement
Bid strategy

AD SET

Targeting
Optimization event
Adding new creative
Bid strategy
Bid amount
Budget
Pausing for over 7 days

ADS

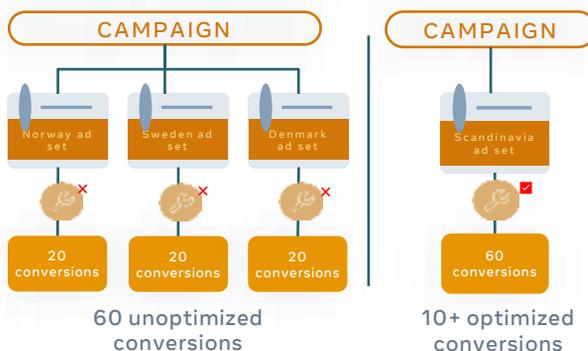
Any change

2

Avoid having too many sets

Practice account simplification

EDITS THAT WILL CAUSE AN AD TO RE-ENTER THE LEARNING PHASE



3

Avoid low conversion volume and constrained setups

Test new creative and marketing strategies to improve your performance over time



Small audience size



Low budget



Low bid or cost cap

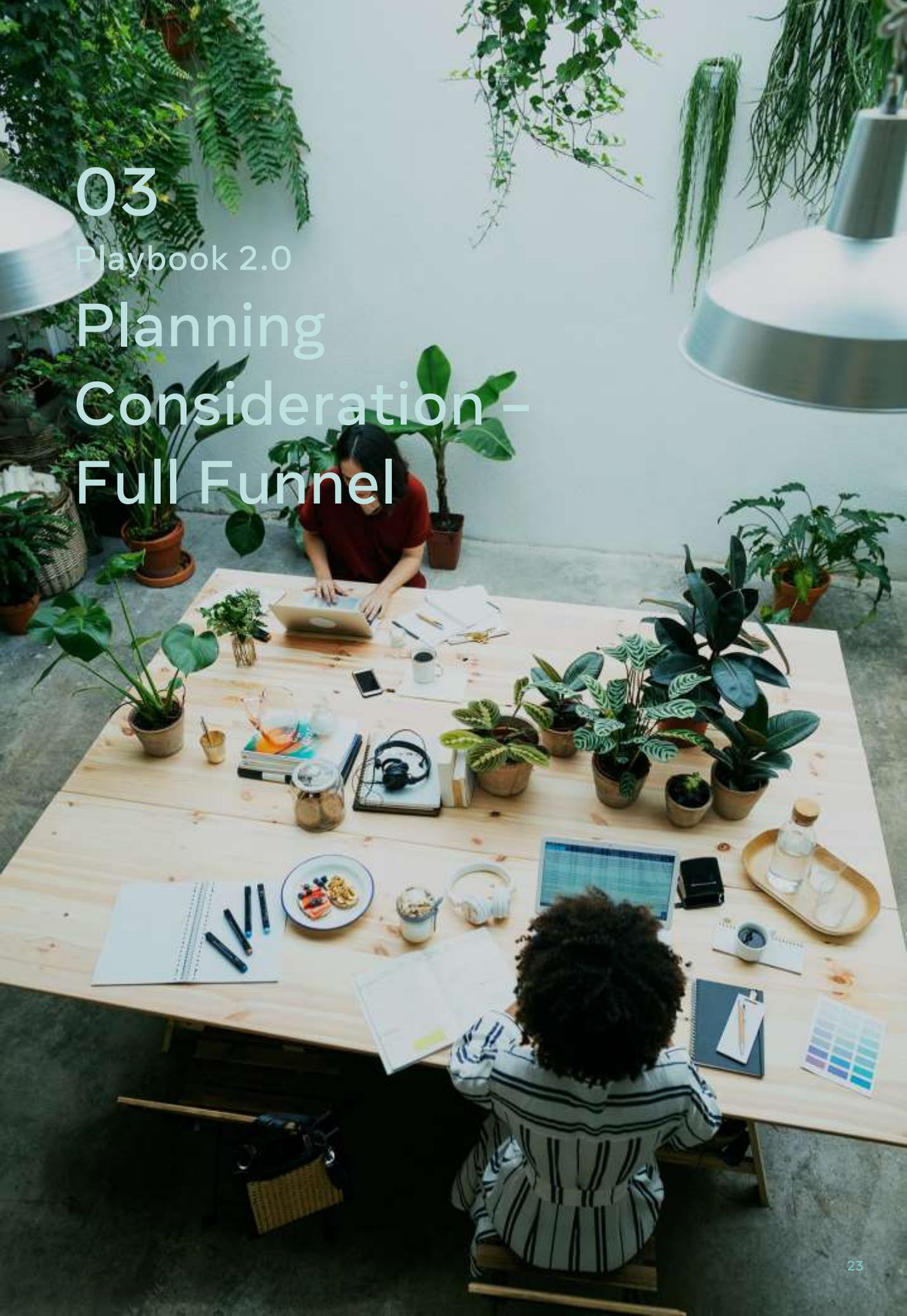


Infrequent conversion event

03

Playbook 2.0

Planning Consideration – Full Funnel



A new path to purchase for the Consumer Tech Industry

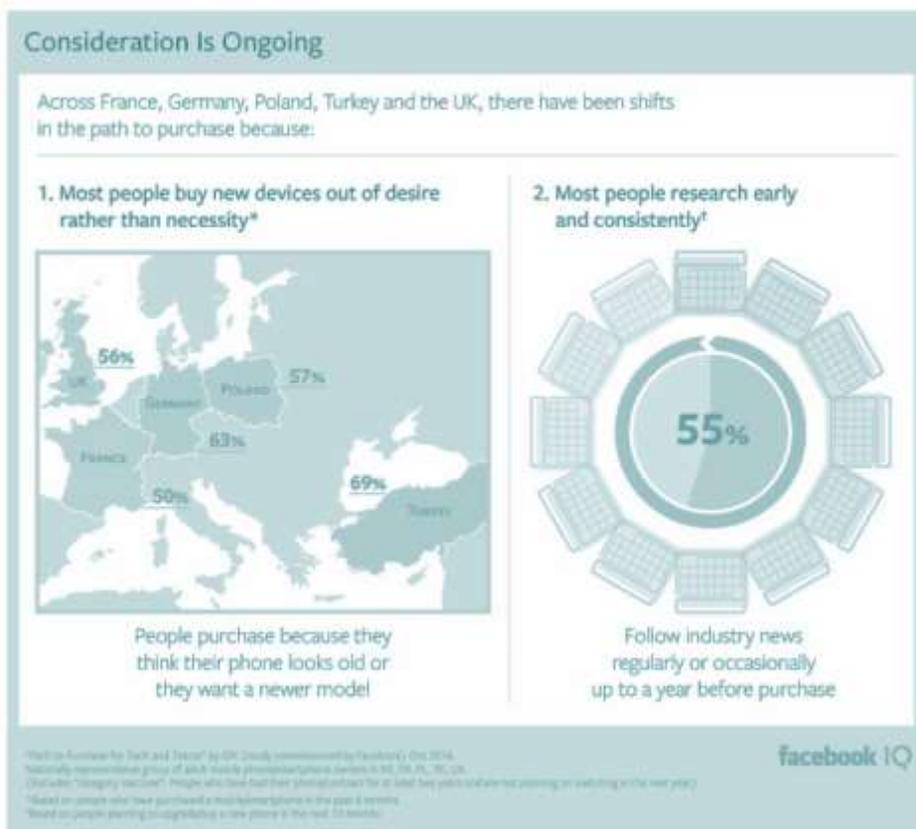
Taking the mobile industry as example, the path to purchase for mobile devices and carriers is entering its next era. As many mobile markets reach saturation, people are buying new devices out of desire rather than necessity. As the latest devices are announced throughout the year, many people are considering their options on an ongoing basis.

The consideration cycle is ongoing

We also found that most people across the markets that we carried the research, are consuming a light but steady diet of mobile and telco content **well in advance of their next phone purchase**. In the UK, 55% of people who plan to change phones within a year regularly or occasionally read news, articles or blogs about phones and mobile plans.²

The combination of people being both in **constant research mode** and **ready to switch devices** “because they want to” means that **personally relevant, well-targeted content** has the potential to trigger someone to **switch devices at any time**.

In the new path to purchase, many people are effectively “**in market**” **all the time**. To be considered when it matters and accelerate purchase before a competitor wins the switch, mobile manufacturers and carriers must also be “always on.”



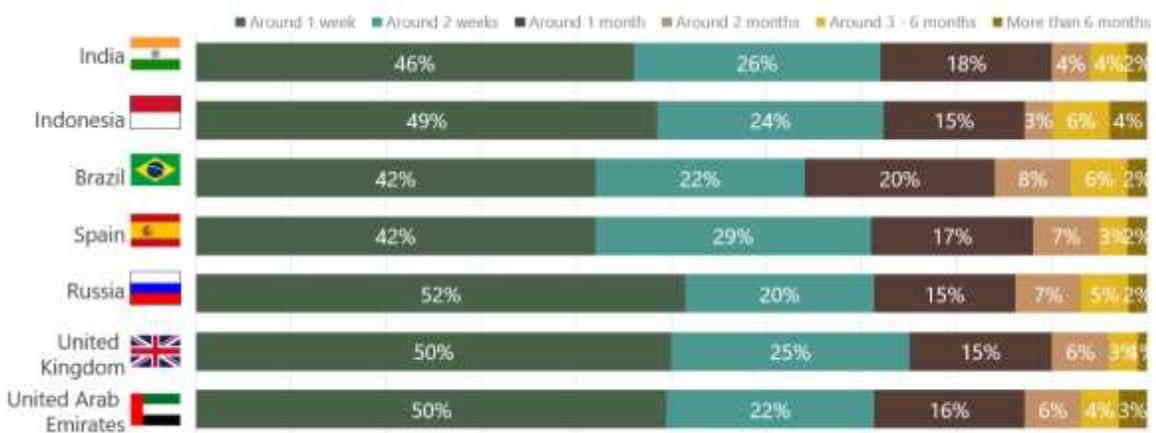
Smartphone purchase journeys take up to a month and majority finish the journey within 2 weeks

Generally, consumers would make the decision to buy smartphone in one month and majority of consumers (60%+) just spend two weeks to complete the purchase.

From GfK POS, we also note that on average, 55% of smartphone sales occur within the first 6 months post launch, followed by a period of extended long tail sales.

Product led advertising thus needs to address the pre-launch, launch and post launch phase bearing in mind the timeframes each period encompasses.

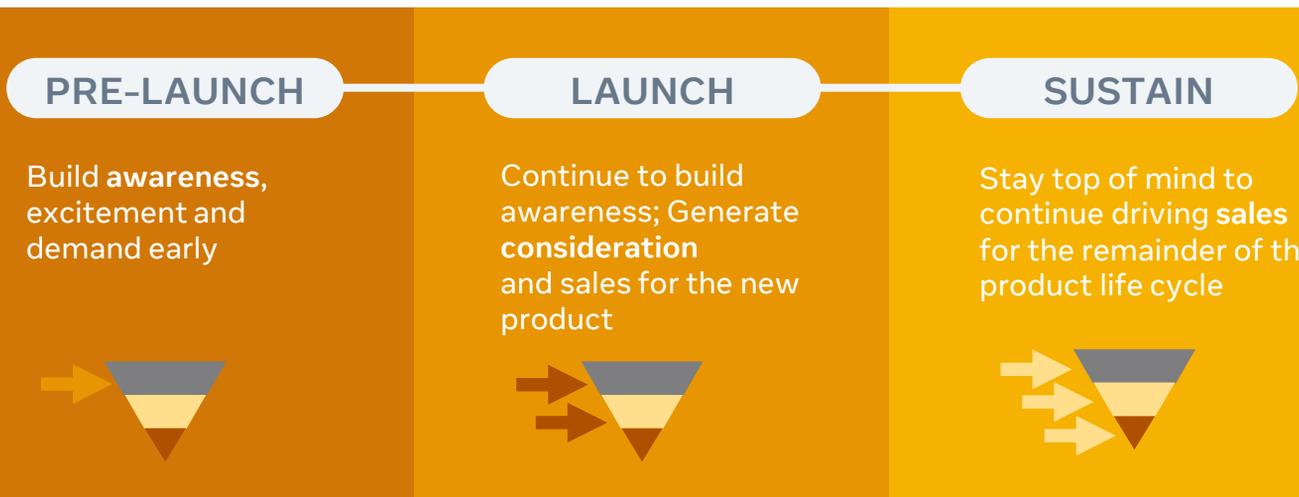
Length of smartphones purchasing journey



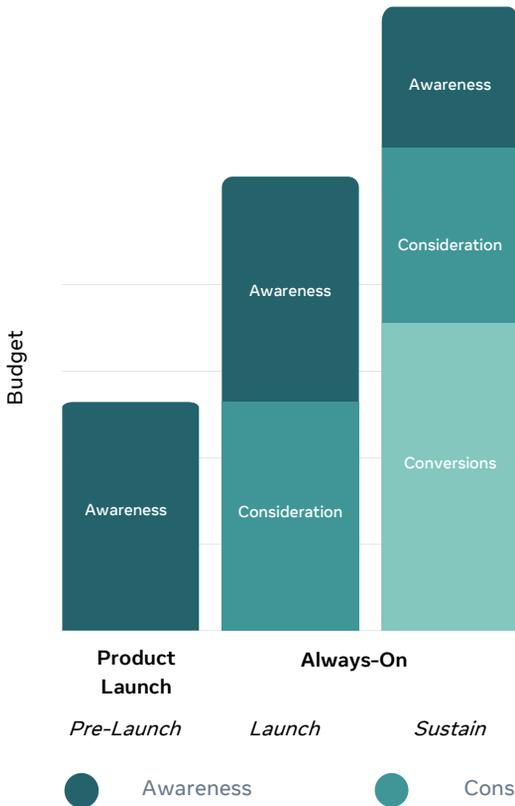
GfK – Consumer Tech Playbook
October 2020

For Consumer Tech Clients, A Successful Launch Is More Than A Moment, It's An Always-on, Full Funnel Strategy

Together, let's work toward your most important business objectives



Launch to Sustain Considerations



Pre-Launch

Warming up and teasing target audience about the new product launch in the coming week(s). This is where we focus on raising the awareness of the brand and product specifically.

Launch (Always-on)

Focus on reaching as many of your audience as possible in this stage. Building awareness at scale and strengthen the message association and building consideration of the brand or product.

Sustain (Always-on)

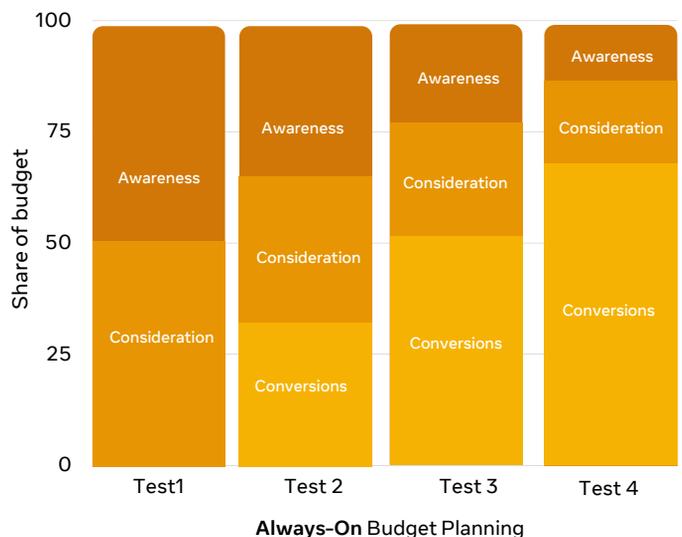
Entering the sustain phase after launch, plan for a more evenly split in objective usage, focusing on the full funnel strategy, from driving top of mind awareness to purchase, targeting all potential consumers in the purchase cycle.

Test budget allocation for always-on full funnel campaign

Use full funnel strategy to capture consumers at different stage of their purchase journey, even if your business is 100% performance driven.

“Branding plays a substantial role in business performance and brand equity is an asset that can be leveraged on as a sales driver through brand led advertising as brand equity drives 16% of sales”, according to GfK*.

Therefore, marketers should always test the budget allocation amongst the funnel according to the business goals and measure the impact continuously.





03

Playbook 2.0

Media Guide on Facebook

Media Guideline



	Awareness	Consideration / Demand Generation	Conversion / Transaction
Product Launch Themed-based	<ul style="list-style-type: none"> Reach & Frequency 		<ul style="list-style-type: none"> Auction
Always-On	<ul style="list-style-type: none"> Auction 		
OBJECTIVE	<ul style="list-style-type: none"> Brand Awareness Reach 	<ul style="list-style-type: none"> Traffic App Installs Video Views Lead Generation Messages Engagement 	<ul style="list-style-type: none"> Conversions Catalogue Sales Store Visits
TARGETING	<ul style="list-style-type: none"> Core Audiences 	<ul style="list-style-type: none"> Lookalike & Custom Audiences 	
PLACEMENT & AD FORMATS	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements
	<ul style="list-style-type: none"> Video Ads Image Ads Instant Experience Instagram Stories 	<ul style="list-style-type: none"> Video Ads Image Ads Lead Ads Carousel (Image or Video) 	<ul style="list-style-type: none"> Instant Experience Image Ads Collection Carousel
MEASUREMENT	<ul style="list-style-type: none"> Brand Lift Study 	<ul style="list-style-type: none"> Conversion Lift Study 	

03

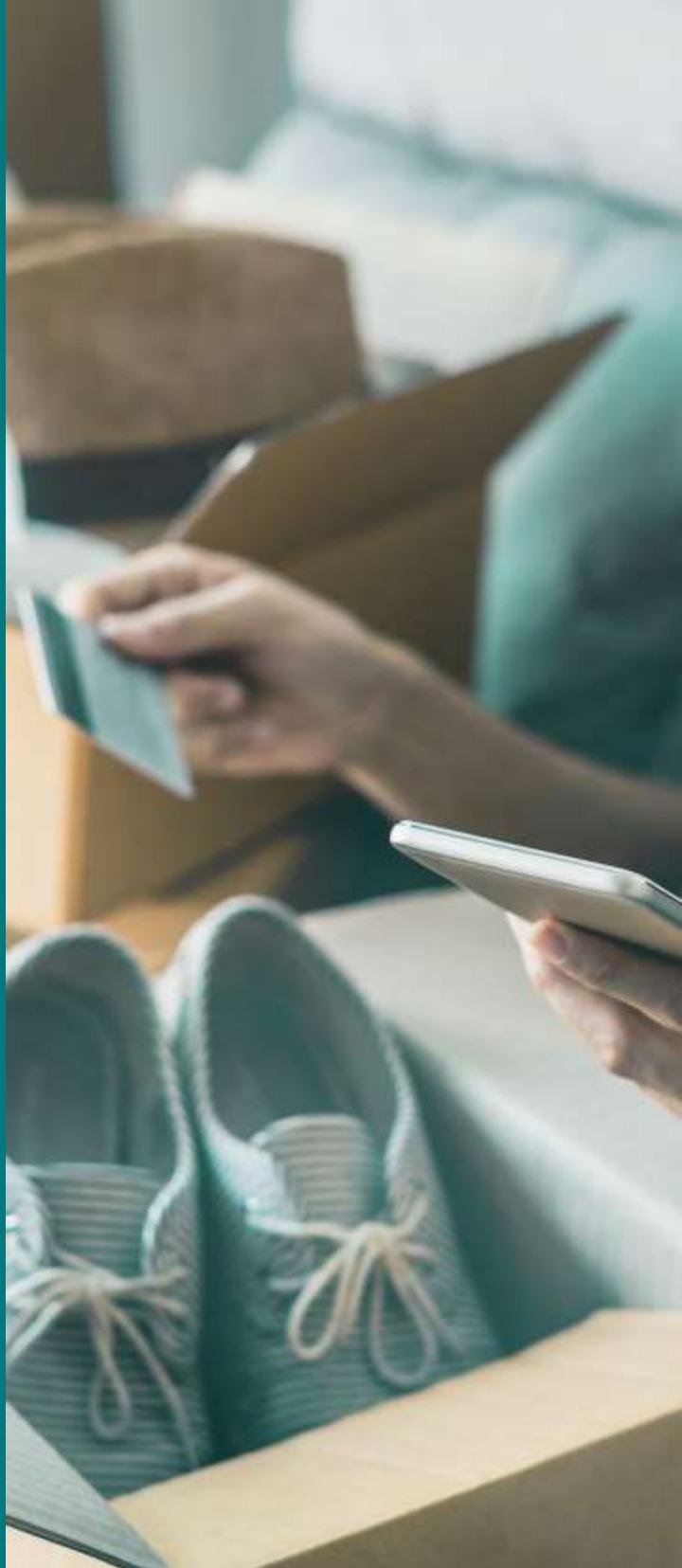
Playbook 2.0

Facebook Solutions



Facebook Solutions

Buying Type



Media Guideline

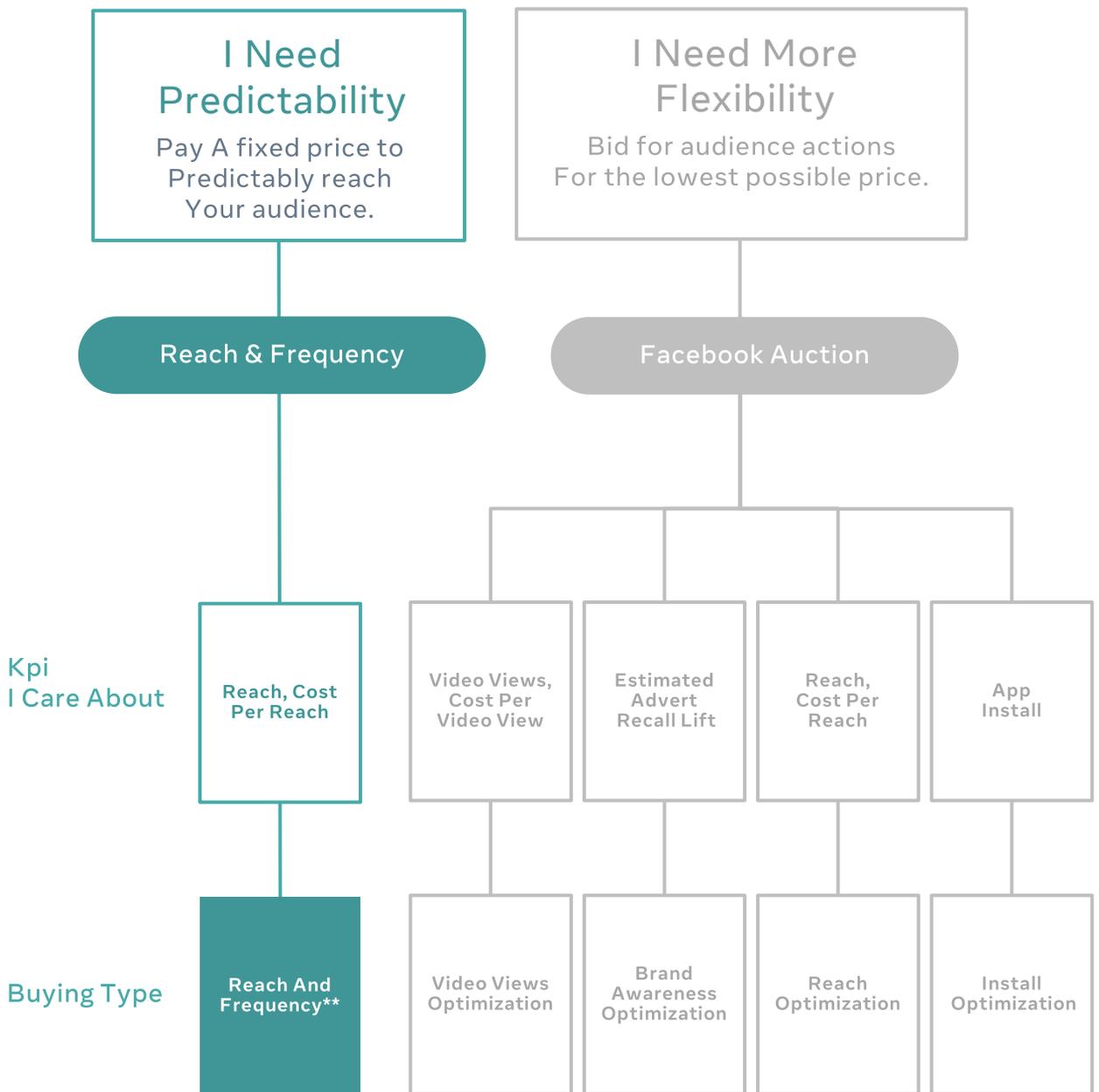


	Awareness	Consideration / Demand Generation	Conversion / Transaction
Product Launch Themed-based	<ul style="list-style-type: none"> Reach & Frequency 		<ul style="list-style-type: none"> Auction
Always-On	<ul style="list-style-type: none"> Auction 		
OBJECTIVE	<ul style="list-style-type: none"> Brand Awareness Reach 	<ul style="list-style-type: none"> Traffic App Installs Video Views Lead Generation Messages Engagement 	<ul style="list-style-type: none"> Conversions Catalogue Sales Store Visits
TARGETING	<ul style="list-style-type: none"> Core Audiences 	<ul style="list-style-type: none"> Lookalike & Custom Audiences 	
PLACEMENT & AD FORMATS	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements
	<ul style="list-style-type: none"> Video Ads Image Ads Instant Experience Instagram Stories 	<ul style="list-style-type: none"> Video Ads Image Ads Lead Ads Carousel (Image or Video) 	<ul style="list-style-type: none"> Instant Experience Image Ads Collection Carousel
MEASUREMENT	<ul style="list-style-type: none"> Brand Lift Study 	<ul style="list-style-type: none"> Conversion Lift Study 	

Reach and Frequency compared to the Auction

Reach and Frequency gives you the most predictability and control

Remember, it all starts with solving for a business objective. Use the following decision tree to decide which buying solution and optimization make the most sense for your goals and key performance indicators (KPI).



Reach and Frequency

Bringing the reach and attention on Facebook and Instagram into the hands of marketers



Transparent media planning and buying

Easily plan the reach and frequency of your campaigns to maximize your budget.



Predictable delivery

Giving you the confidence that what you planned will be delivered.



More controls

The highest levels of control over media delivery.

Transparent media planning and buying

Maximize your budget by seeing your trade-offs immediately

Reach and Budget Graph



Frequency Graph



Spend Graph



Strategic audience

Reach as a growth driver

- Marketers now have the opportunity to use precision to target audiences as well as mass scale to reach larger ones with digital and mobile platforms, like Facebook and Instagram. But if they limit reach, are marketers losing out on the opportunity to drive impact at scale?
- Reach has been—and will continue to be—an important driver of campaign effectiveness. For brand marketers, changing attitudes and behaviors at scale will ultimately lead to growing more business.
- For brand objectives, reaching more people can overall be a more efficient strategy. In an auction setting in particular, optimizing media buying and execution tactics towards reach—versus clicks or actions—will ensure the lowest cost per reach and cost per person impacted.

TIP 1

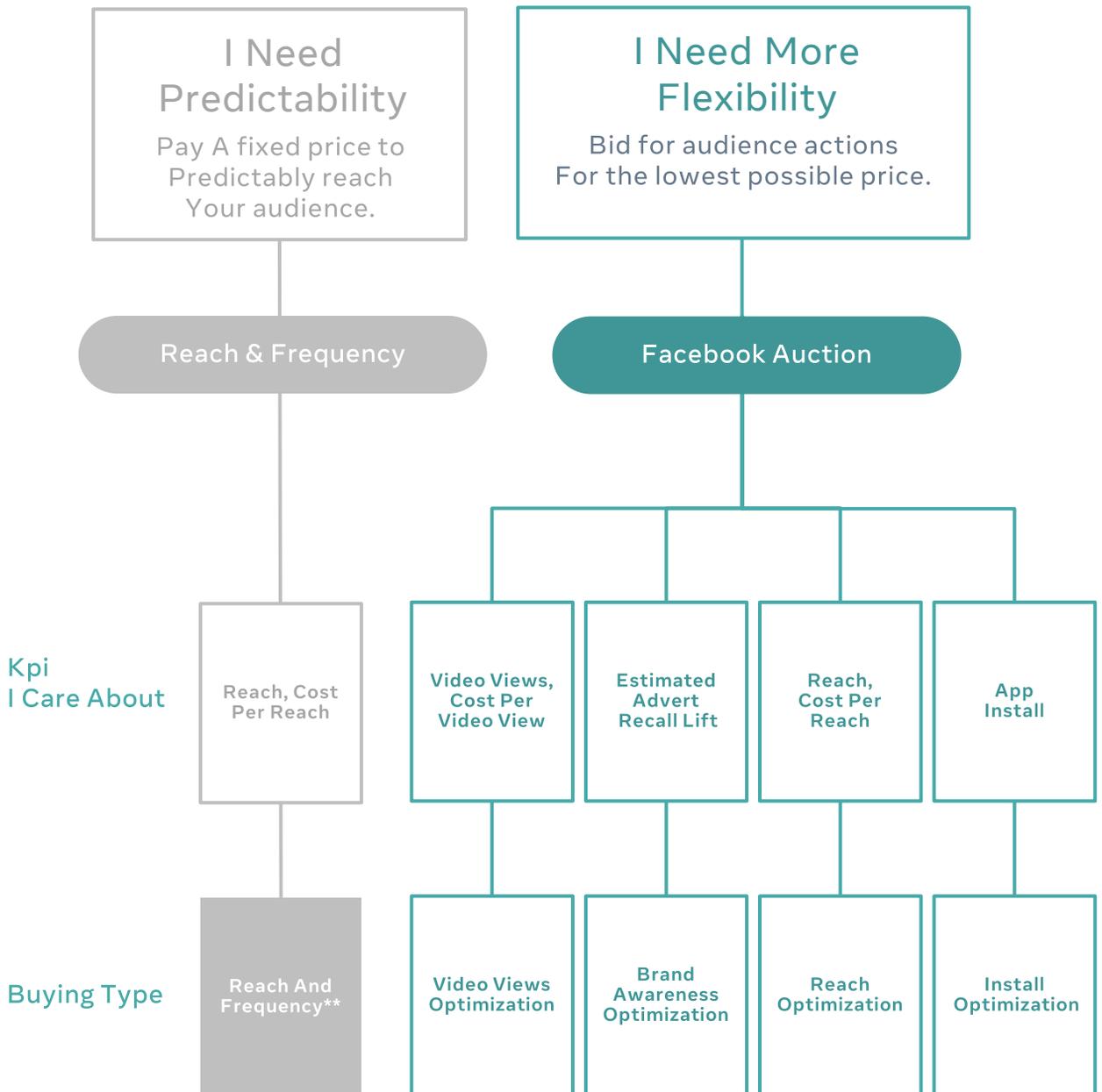
Reach at least 50% target audience during launch

TIP 2

Frequency at least 2 times per week

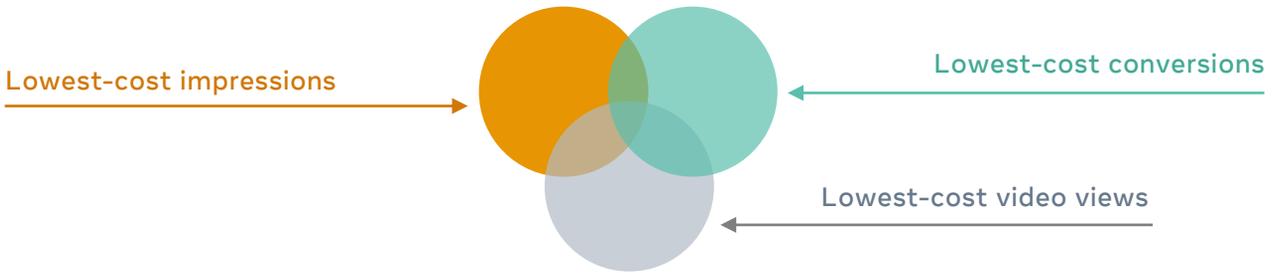


Auction



Auction

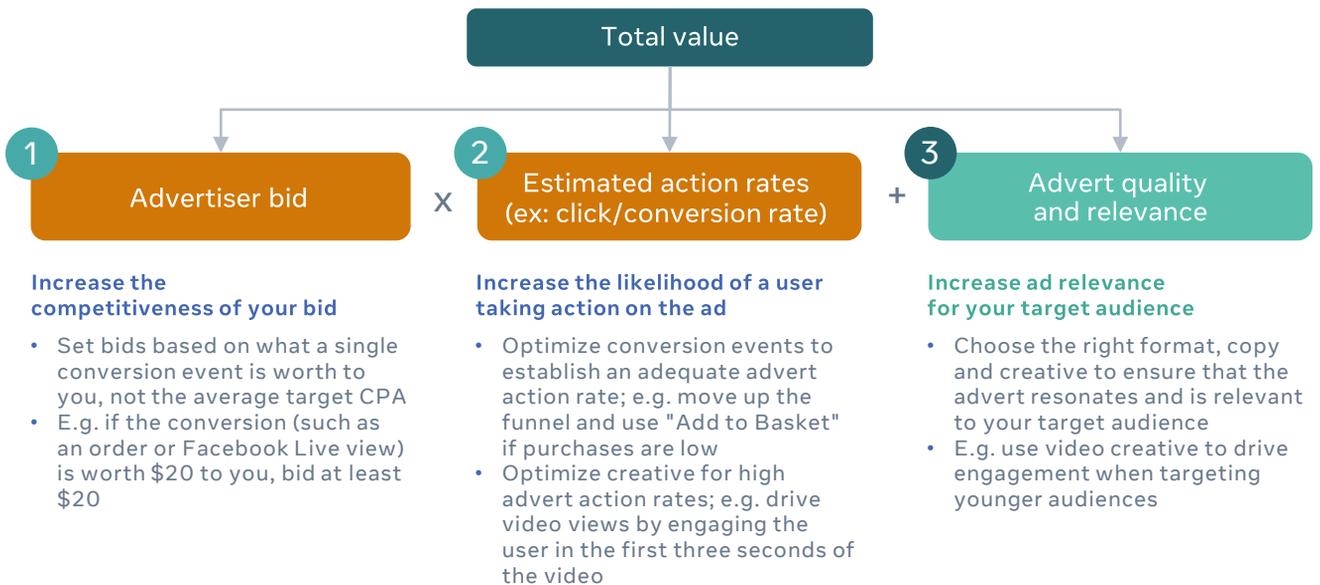
Each campaign is optimized for a different goal.



AWARENESS	CONSIDERATION	CONVERSION
<ul style="list-style-type: none"> Reach your audience Increase Brand Awareness 	<ul style="list-style-type: none"> Send People to your Website Get Installs of your App Raise Attendance at your Event Get Video Views Collect Leads for your Business 	<ul style="list-style-type: none"> Increase Conversions on your Website Increase Engagement in your App Get People to Claim your Offer Promote a Product Catalog

Compete in the Facebook ad auction effectively

Achieve a high total value for your advert by setting optimal bids and targeting the right audience with relevant ads



Total value ≈ advertiser bid x estimated action rates + ad quality & relevance

Auction

TIP 1

Increase the competitiveness of your bid (when driving low funnel actions such as purchase, or live video view)

TIP 2

Increase the likelihood of a user taking action (Set right campaign objective – conversion, video view, etc.)

TIP 3

Increase ad relevance of your target audience (Relevant creative for the target audience)



Facebook Solutions

Solve for a Business Objective



Media Guideline



	Awareness	Consideration / Demand Generation	Conversion / Transaction
Product Launch Themed-based	<ul style="list-style-type: none"> Reach & Frequency 		<ul style="list-style-type: none"> Auction
Always-On	<ul style="list-style-type: none"> Auction 		
OBJECTIVE	<ul style="list-style-type: none"> Brand Awareness Reach 	<ul style="list-style-type: none"> Traffic App Installs Video Views Lead Generation Messages Engagement 	<ul style="list-style-type: none"> Conversions Catalogue Sales Store Visits
TARGETING	<ul style="list-style-type: none"> Core Audiences 	<ul style="list-style-type: none"> Lookalike & Custom Audiences 	
PLACEMENT & AD FORMATS	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements
	<ul style="list-style-type: none"> Video Ads Image Ads Instant Experience Instagram Stories 	<ul style="list-style-type: none"> Video Ads Image Ads Lead Ads Carousel (Image or Video) 	<ul style="list-style-type: none"> Instant Experience Image Ads Collection Carousel
MEASUREMENT	<ul style="list-style-type: none"> Brand Lift Study 	<ul style="list-style-type: none"> Conversion Lift Study 	

Solve for a business objective

Facebook Marketing Funnel = Consumer's Purchase Journey

What should I focus?

Top of Mind

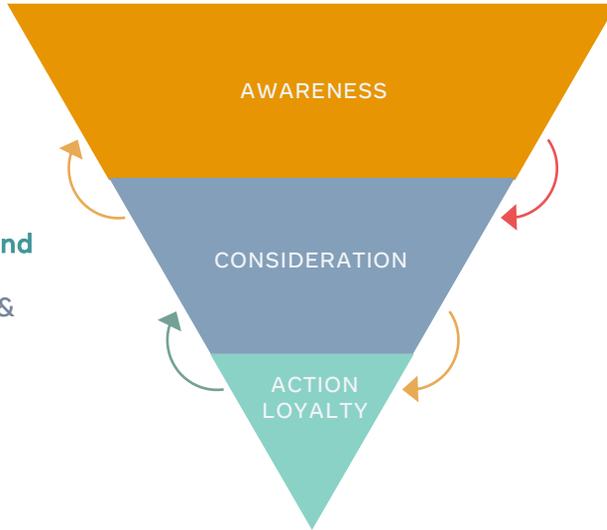
- Planting a seed
- Make an impression!

Generating interest and demand

All about your brand & product story

Triggering an action

KSP & Promotions!



Target Audience

Core Audiences

Reach people based on demographic, interest and behaviour.

Custom Audiences & LAL

- Retarget those who showed interest & look for people who look like them
- Re-engage them for retention and loyalty building

We built our delivery formats to align to your buying objectives

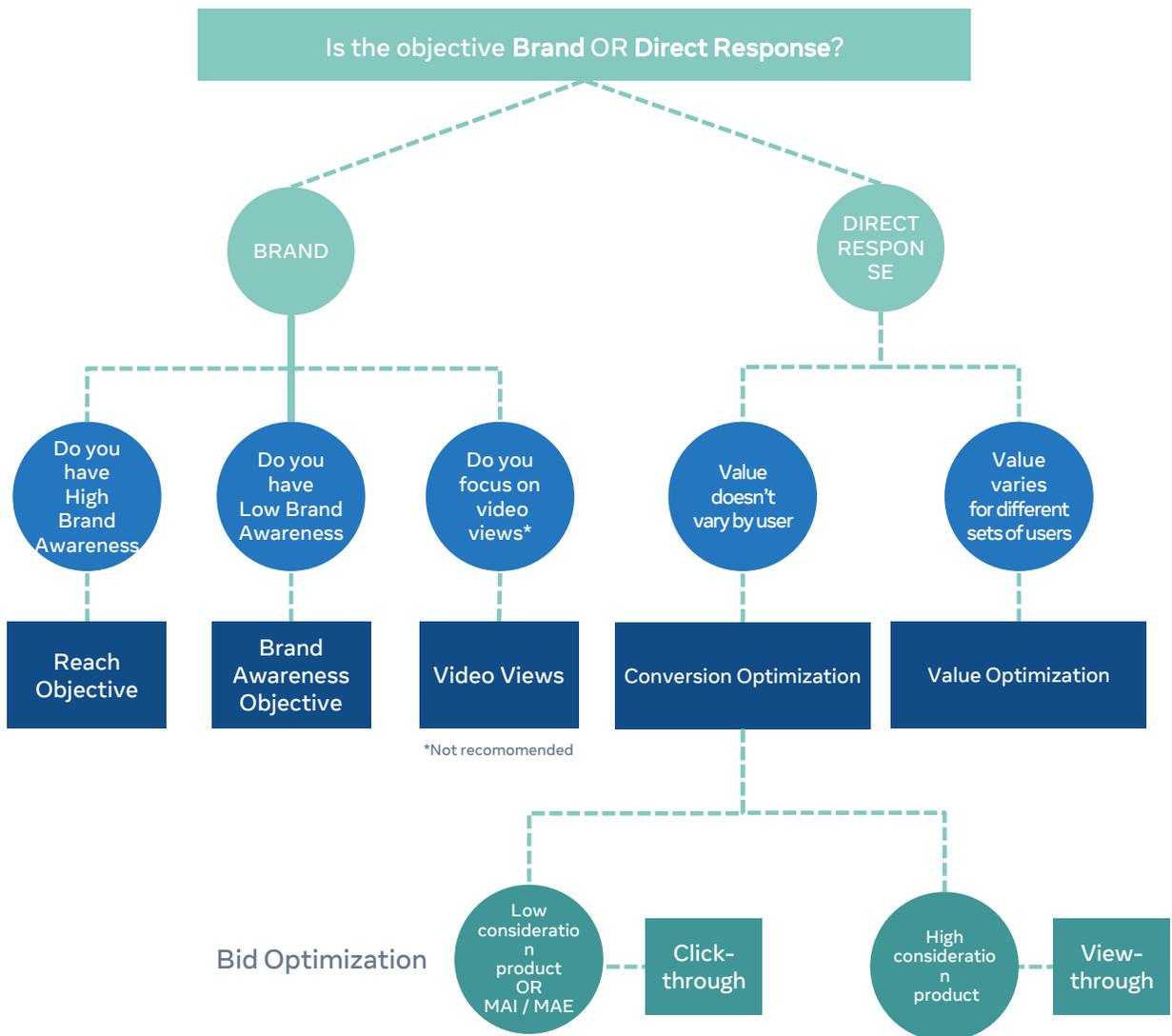
Raise Awareness	Consideration	Drive Action
<ul style="list-style-type: none"> • Brand Awareness • Reach • Video Views 	<ul style="list-style-type: none"> • App Installs • Website Clicks • Lead Generation • Page Post Engagement • Offers • Messages • App Engagement 	<ul style="list-style-type: none"> • Website Conversions • App Conversion • Catalog Sales • Store Visits • Offline Conversions

Campaign Objective

Remember, it all starts with solving for a business objective. The Facebook auction is designed to reach people who are more likely to perform the action that you chose as your campaign objective. Therefore it is important that your campaign objective matches your true business objective.

WHAT BUYING ROUTE SHOULD I CONSIDER?

Use the following decision tree to decide which buying solution and optimization make the most sense for your goals and key performance indicators (KPI).

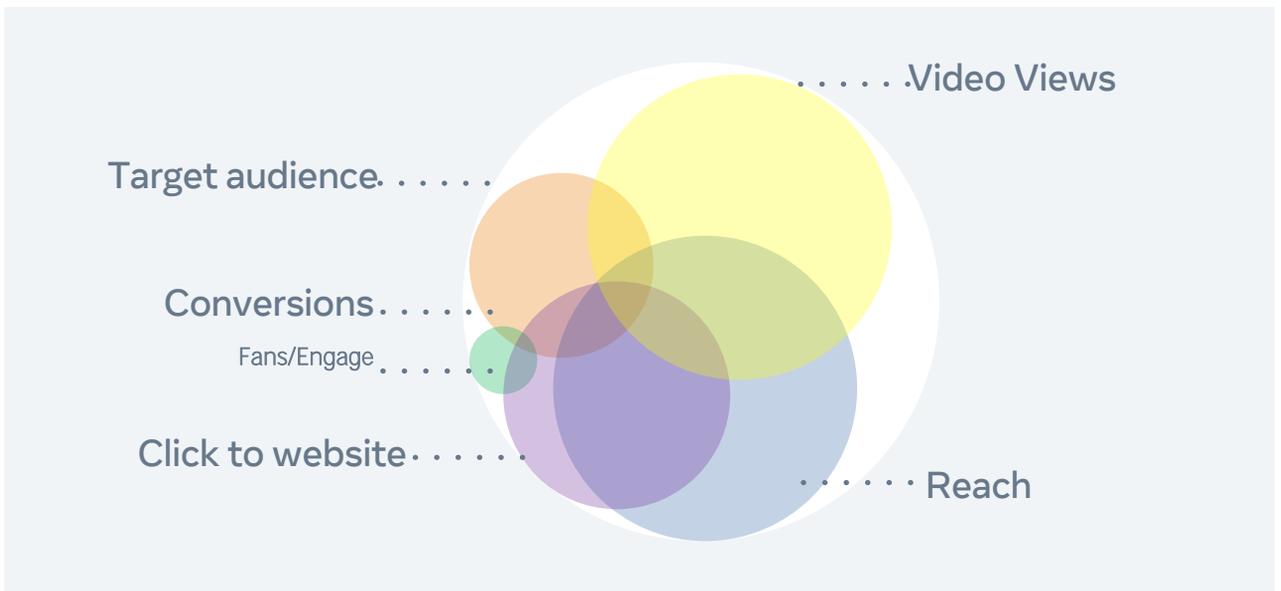


Solve for a business objective

Be ready to “catch” potential buyers at any stage of the journey as they could be considering a product at any time. So its essential for you to build your brand at create top of mind awareness at any time.



For an Always-on Strategy, use a combination of campaign objectives to increase the reach of your most valuable audiences to maximize the effectiveness of your advertising on Facebook



Solve for a business objective

CHECKLIST



Fulfill the brief to align on business objective with your agencies and Facebook team.

- E.g. Build awareness for new format: Brand Awareness or Reach objective
- E.g. Register to delivery service: Lead Generation objective
- E.g. Drive sales on line: Conversion objective



Select your primary objective. Focus on buying for business objective such as brand awareness or purchase (vs. Engagement).



Do not focus on growing fans, likes, comments or shares.



Engagement does not drive business results and should be only a metric to watch, not to drive.

Facebook Solutions Targeting



Reach real people with precision at scale

Targeting capabilities



Core audiences

Reach people based on demographics, interests, Location and behavior. Facebook's core targeting Option allows you to target people based on information shared On their profiles and the behavior they exhibit on facebook.



Custom audiences

Enable you to target people based on the data you have collected off Facebook in a privacy-safe way. With Custom Audiences target people based on:



Lookalike audience

Prospecting tool that look for people like your most valuable customers. This can be used for audience expansion or prospecting:

Demographics

Your CRM Data

People who have recently converted

Location

Actions people have taken on your website or mobile app

People who visit your website, download your app

Interest

People who have engaged with your ads

People in your CRM database & more

Behaviors

Facebook ad targeting helps you reach real people you care about at scale.

The platform also allows you to merge your own first party data to reach existing consumers / purchasers.

Targeting capabilities

Core Audience

Targeting that offers high reach and precision



Achieve massive reach while delivering relevant messages to segmented audiences



Demographics



Location



Interests



Behaviors

Custom Audience

People you know in the Facebook Family



- BENEFITS**
- **Scale** : Reach the 2 billion+ people who use Facebook every month
 - **Accuracy** : Use the data you own from your customer list, website or app to connect with your most valuable audiences
 - **Cross-device** : Reach people across devices on Facebook, Instagram, Messenger and the Audience Network.

Lookalike Audience

Find people who look like your customers and prospects



People you know



Website visitors



Mobile app users

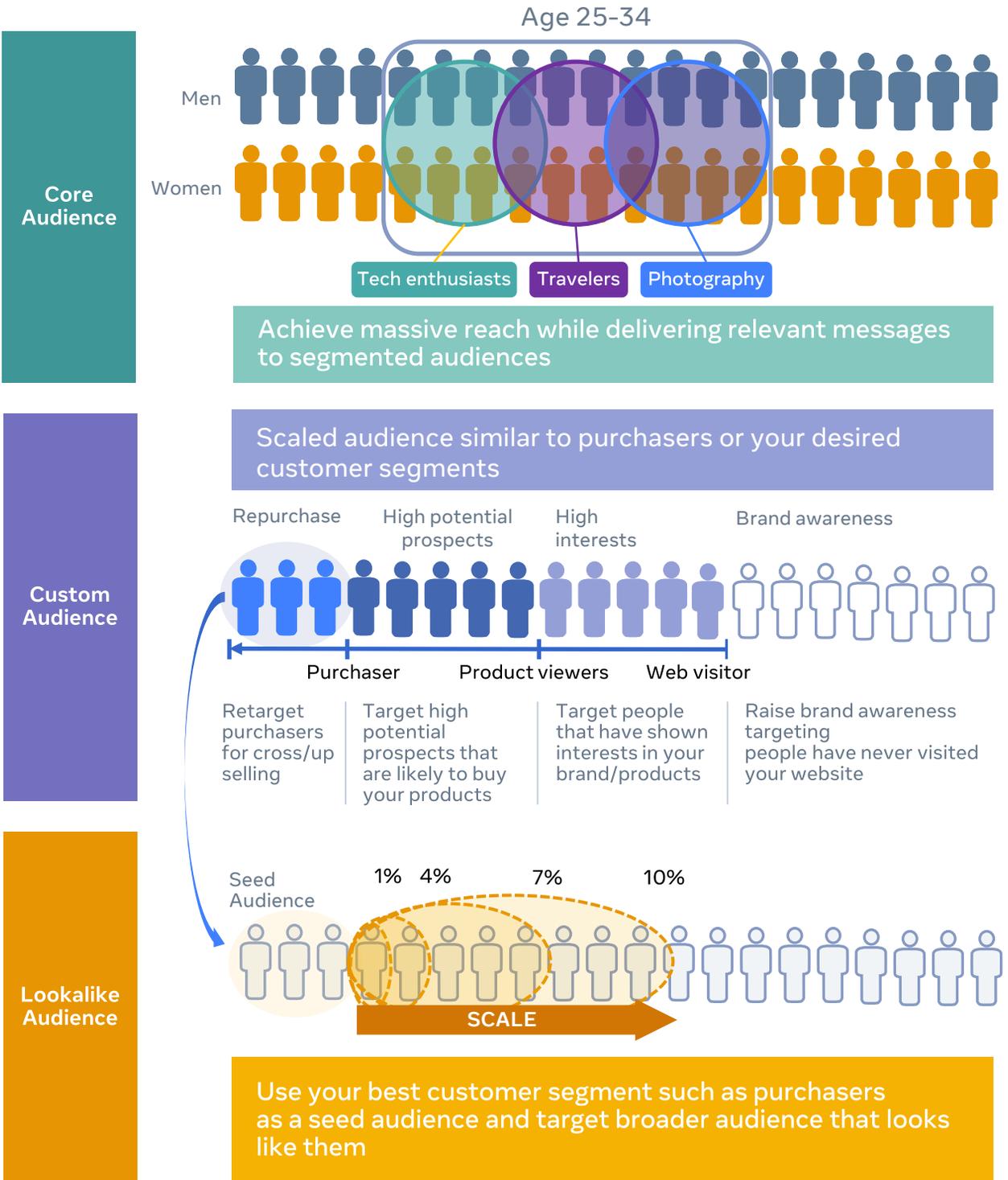


Fans of your business profile/Page

- BENEFITS**
- **Scale** : Reach the 2 billion+ people who use Facebook every month
 - **Expanded reach** : Reach people with similar characteristics to your most valuable audiences
 - **Cross-device** : Reach people across devices on Facebook, Instagram, Messenger and the Audience Network.

Lookalike Audience

How it works



Targeting

TIP 1

Use the broadest possible targeting, allowing system to uncover the best consumer for your campaign. Campaign with direct response goals could jump right in with broad, LAL or Custom Audience Targeting.



TIP 2

Enable “Detailed Targeting Expansion” in all available objectives when Detailed Targeting is used such as “Interest” & Behaviour” by going to your Ads Manager and go to > Audience > Detailed Targeting > click to check the box next to the “Expand detailed targeting” option.

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors

Suggestions Browse

Exclude People

Detailed Targeting Expansion ⓘ



Reach people beyond your detailed targeting selections when it's likely to improve performance.

Facebook Solutions Ad Formats



Media Guideline

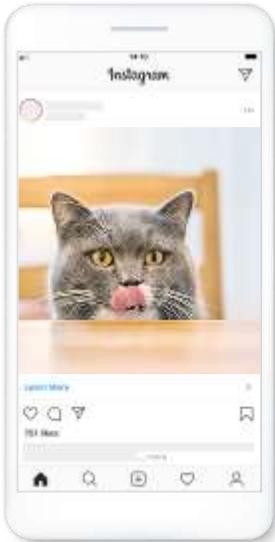


	Awareness	Consideration / Demand Generation	Conversion / Transaction
Product Launch Themed-based	<ul style="list-style-type: none"> Reach & Frequency 		<ul style="list-style-type: none"> Auction
Always-On	<ul style="list-style-type: none"> Auction 		
OBJECTIVE	<ul style="list-style-type: none"> Brand Awareness Reach 	<ul style="list-style-type: none"> Traffic App Installs Video Views Lead Generation Messages Engagement 	<ul style="list-style-type: none"> Conversions Catalogue Sales Store Visits
TARGETING	<ul style="list-style-type: none"> Core Audiences 	<ul style="list-style-type: none"> Lookalike & Custom Audiences 	
PLACEMENT & AD FORMATS	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements 	<ul style="list-style-type: none"> All Placements
	<ul style="list-style-type: none"> Video Ads Image Ads Instant Experience Instagram Stories 	<ul style="list-style-type: none"> Video Ads Image Ads Lead Ads Carousel (Image or Video) 	<ul style="list-style-type: none"> Instant Experience Image Ads Collection Carousel
MEASUREMENT	<ul style="list-style-type: none"> Brand Lift Study 	<ul style="list-style-type: none"> Conversion Lift Study 	

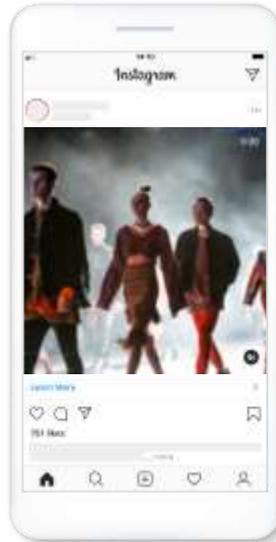
Ad formats

Basic

Image



Video



Carousel



Slideshow

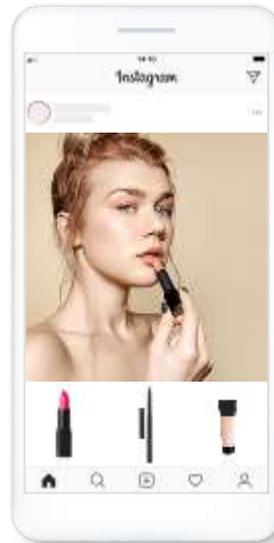


Recent updates

Instant Experience



Collection



IG Stories



Ad formats - Stories

Ephemeral communication requires less effort, making sharing easier and conversations quicker, more frequent and authentic.

NON-VERTICAL

IMAGE

REPURPOSED CONTENT

BESPOKE VIDEO

CAROUSEL

LOW LEVEL OF CREATIVE RESOURCING



Automatically transform non-vertical assets into native Stories creative*



Craft 9:16 vertical images and photos



Repurpose existing photos and videos by reframing them to vertical



Consider Stories format during asset creation to benefit from its unique creative canvas



Mimic organic behavior with up to 3 pieces of media*

HIGH LEVEL OF CREATIVE RESOURCING

AUTOMATIC PLACEMENT AVAILABLE



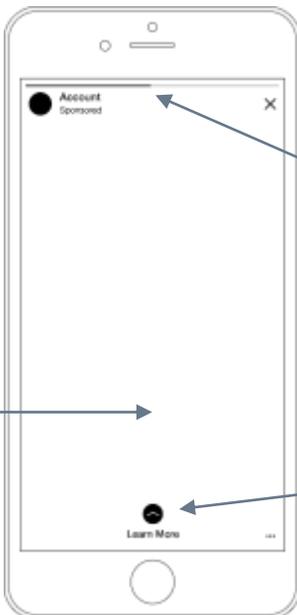
Video
15s



Still
5s

Clickable profile picture

Hold to pause



Progression bar

Swipe up to link

- Apply Now
- Book Now
- Call Now
- Contact Us
- Download
- Get Directions
- Learn More
- Send Message
- Request Time
- Save
- See Menu
- Shop Now
- Sign Up
- Watch More

Ad formats - Instant Experiences

Full screen experience now available in all formats



Image/Video



Carousel



Tilt to Pan



Call to Action



Single Image
Create up to 6 ads with one image each at no extra charge

Single Video
Create an ad with one video

Carousel
Create an ad with 2 or more scrollable images or videos

Slideshow
Create a looping video ad with up to 10 images

Collection
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Or create a one-of-a-kind experience

Instant Experience photo, video and dynamic capabilities allow consumers to engage and interact like never before.

Photo/ video



Carousel



Tilt-to-pan



Linked canvas



Swipe to Open



Facebook Solutions

Creatives Best Practices



From briefing to production

Pro tips: Think Mobile First

When getting the brief and working on the strategy

Ask: Are the mobile assets aimed at addressing a business challenge?

Ask: Does the client brief state a requirement for mobile-first assets?

During creative development

Ask: What's going to be the instant visual hook for the mobile asset/s?

Ask: What techniques are we exploring to retain attention? Are we considering the right asset length?

Ask: Is the brand integrated in a meaningful way within the initial attention window on the mobile asset/s?

During the PPM for the TV assets

Ask: Do we need to consider extra shots in the shooting board to better leverage a vertical format? Have we budgeted for the mobile aspect ratio edits?

Ask: Do we have the shots that will give us the proper proximity/focus when viewed on a mobile phone?

Ask: Do we have a sound-off treatment in mind? Have we budgeted for this editing/slate work?

During editing/post-production

Ask: Do my mobile assets fulfill all criteria? If no, what can be done about it? (This is the last chance we've got to correct it.)

Mobile First Creative considerations

Consider these questions when building for the mobile environment



Capture attention quickly



Design for sound off



Frame your visual story



Play more

Does the film capture attention and deliver a full message upfront in 15 seconds or less?

Is the core message clear without sound? Does it delight when sound is on?

Is the asset framed for mobile as a vertical ratio?

Have you previewed your work with Creative Hub?

47% of Ad Recall lift occurs in the first 3 seconds of video*. Highlight your brand from the very first second.

The earlier your ad delivers your brand's key message, the more reach you'll garner for the message.

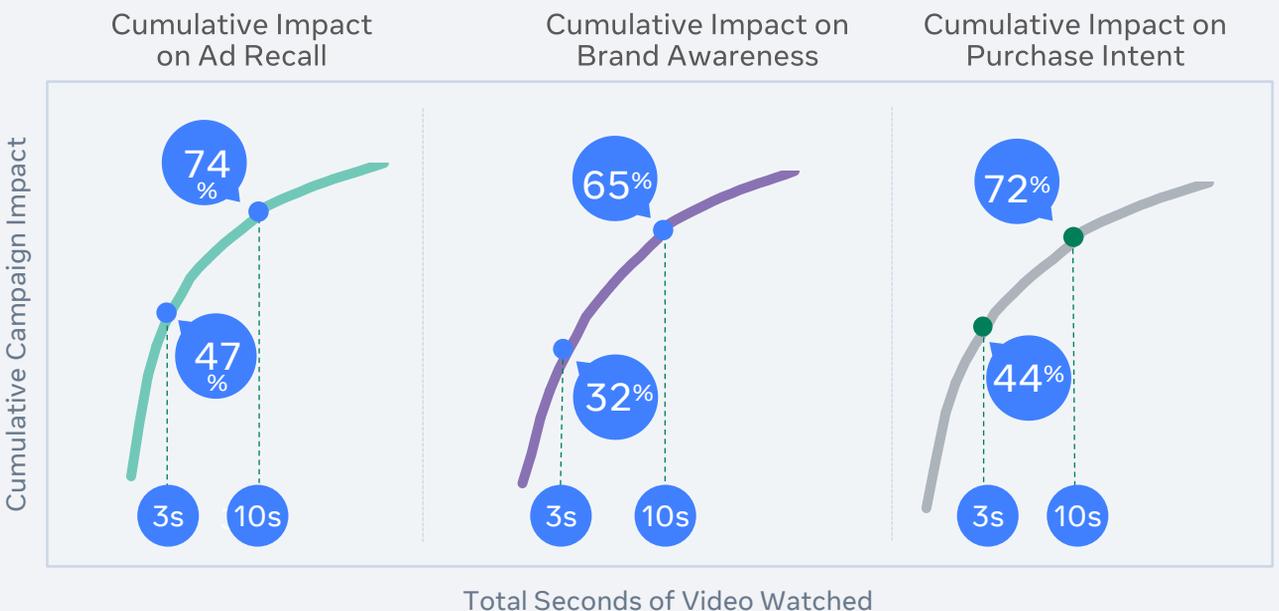
Facebook is testing video ads with sound on, but it's still important to build video ads that work for sound off

Deliver your videos in a 1:1 or 2:3 aspect ratio for more real estate in News Feed.

The thumb is the new remote control so use visuals that are arresting and will make an impression.

3" audition / Capture attention quickly

People who watched under ten seconds of video created up to 74% of total campaign value

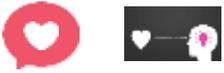


Source: Facebook commissioned Nielsen to analyze its database of BrandEffect studies, n=173 studies included video worldwide, mid-December, 2014 through mid-February, 2015. Test/control design measured attitudinal impact of an ad campaign.

Creative Best Practice Checklist

Is your creative built for business challenges and generate real business outcomes? (vs. just focusing on “engagement”)

Traditional



Mobile First



Tailored for success



Brand Link

Is it being true to the brand’s visual identity?

How easy is it to identify the brand quickly? (1-3 secs)

Emotional Connection

Does it offer information that informs or delights, creates emotional appeal?

Capture attention early

Does it grab your attention quickly? (3-second audition)
Have thumb-stopping power? 15 seconds or less? Does it deliver a simple to understand message within the first 5 seconds?

Design for sound off

Will it work just as well without sound?

Frame your visual story

Does the image/video have one obvious focal point? (product)

Play more

Have you considered more Innovative ways to portray your message?

Tailor your message

Are the assets differentiated enough for each target segment?

Use the right formats

Are photos/videos in 1:1 ratio to maximize news feed real estate?

Is vertical video suitable?

HAVE I USED THE MOST

Tools & Resources to get started

Placement Asset Customization

www.facebook.com/business/help/1044825198987622?id=369787570424415

Stories Template

www.facebook.com/business/help/449517262468597?id=369787570424415

Facebook And Instagram Ads Guide

www.facebook.com/business/ads-guide/

Creative Hub

www.facebook.com/ads/creativehub

Mobile Studio

www.facebook.com/business/m/mobile-studio

Facebook Partner Directory - Creatives

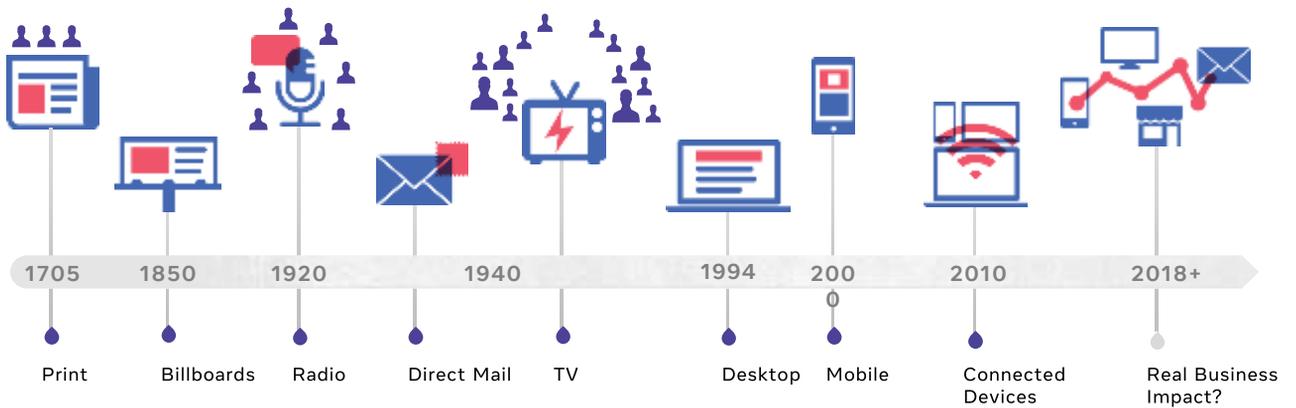
www.facebook.com/business/partner-directory/search?solution_type=creative_platform

Facebook Solutions Measurement



The evolution of advertising

New metrics for new channels



Measurement Metrics

Source: "From One Screen to Five", FBIQ in conjunction with Millward Brown Digital and Firefly Millward Brown, (commissioned by Facebook IQ), US only, March 2015

Siloed measurement of these emerging channels leads to missed results



TV
Publisher A



Desktop
Publisher B



Mobile
Publisher C



In-App
Publisher D



THE COMMON DENOMINATOR SHOULD BE PEOPLE

Measurement

Act with Confidence

1

Plan for people first

Start with a clear objective and use people-based data as the underlying foundation of all your campaign decisions — from setting your bid strategy to running a measurement study to optimizing based on insights you learn.

2

Focus on learning

Get comfortable testing different ad formats, creative executions and bidding strategies to really learn what works well – and what doesn't. Then take those learnings and act on them agilely, with confidence.

3

Compare across everything

Never act or measure in a silo, and don't think about measurement as something that should be done at a single moment in time. Think about your campaigns holistically from start to finish, objective to outcome and across platforms, channels and publishers.

Measurement solutions designed to understand real business impact



Audience Outcomes

Measure & optimize how you reach your audiences

Reach Reporting	Audience Insights
Split Testing	Nielsen Cross-Device Verification
Ads Reporting	Viewability & Verification Partners
Nielsen DAR & TAR	



Brand Outcomes

Measure how your media spend impacts brand objectives

Brand Lifts	Estimated Ad Recall (People)
-------------	------------------------------



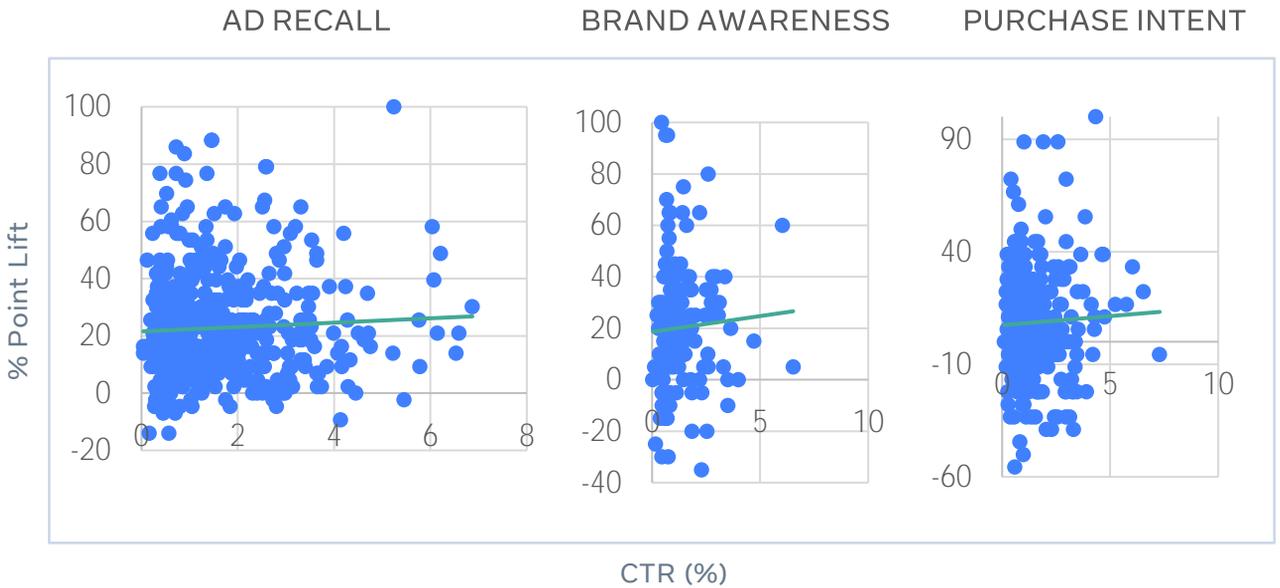
Sales Outcomes

Measure how your media spend impacts sales objectives

Conversion Lift	Conversion Reporting
Device Lift Test	Mobile Measurement Partners
Attribution	Multi-Touch Attribution Partners
Attribution Checkup	Marketing Mix Modeling Partners
Partner Lift	

Understanding Facebook's Lift Solutions

Clicks are not a good proxy for brand.



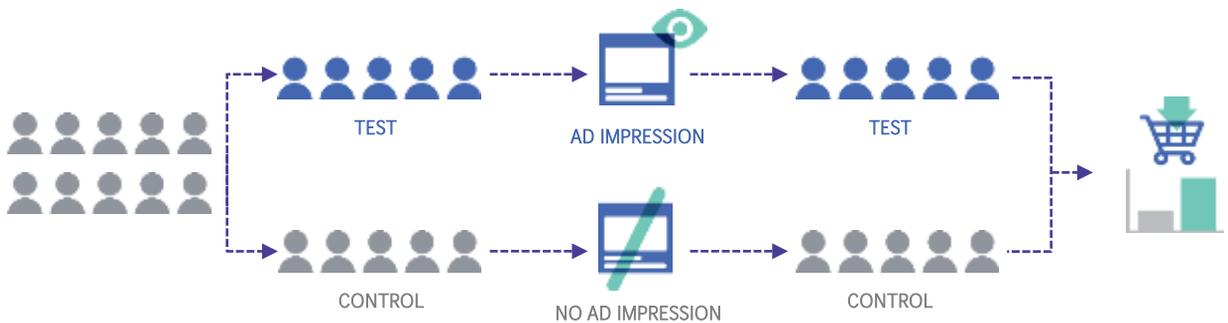
In our meta analysis analyzing over hundreds of campaigns, We found no correlations between clicks and brand lift results.

Methodology

This is how we solve for incrementality

Measure lift in:

- Brand outcomes
- Sales outcomes



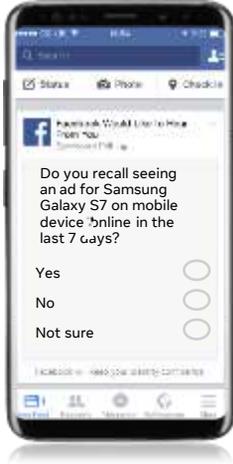
- 01 Identify the audience you want to target and the business objective you want to measure
- 02 Facebook randomizes your audience, then separates people into test and control groups
- 03 Ads are delivered to the test group
- 04 You pass your conversion data to Facebook via the Facebook pixel(s), a secure data upload or app events
- 05 Facebook compares the conversions in the test and control groups to calculate lift

Measure of the outcomes

Brand and Sales Outcomes

Brand Outcomes with Brand Polling (Facebook Brand Lift/Nielsen Brand Effect):

Polls delivered on our platform



Polls for Ad Recall, Campaign Awareness, Purchase Intent, etc.

Sales Outcomes with Device switch & Conversion Tracking (Facebook Pixel)

Use of Facebook pixel to detect conversions or device switch

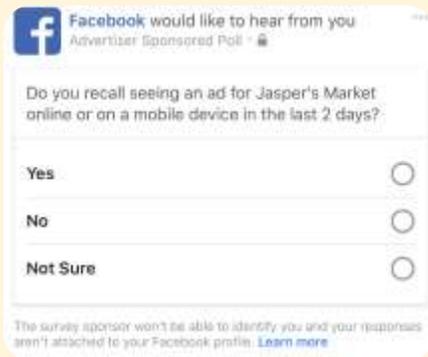


Device Switch / Conversions

FB server

Detection of device switch and/or meaningful conversions in Product View, Registration, Purchase, etc.

Polling

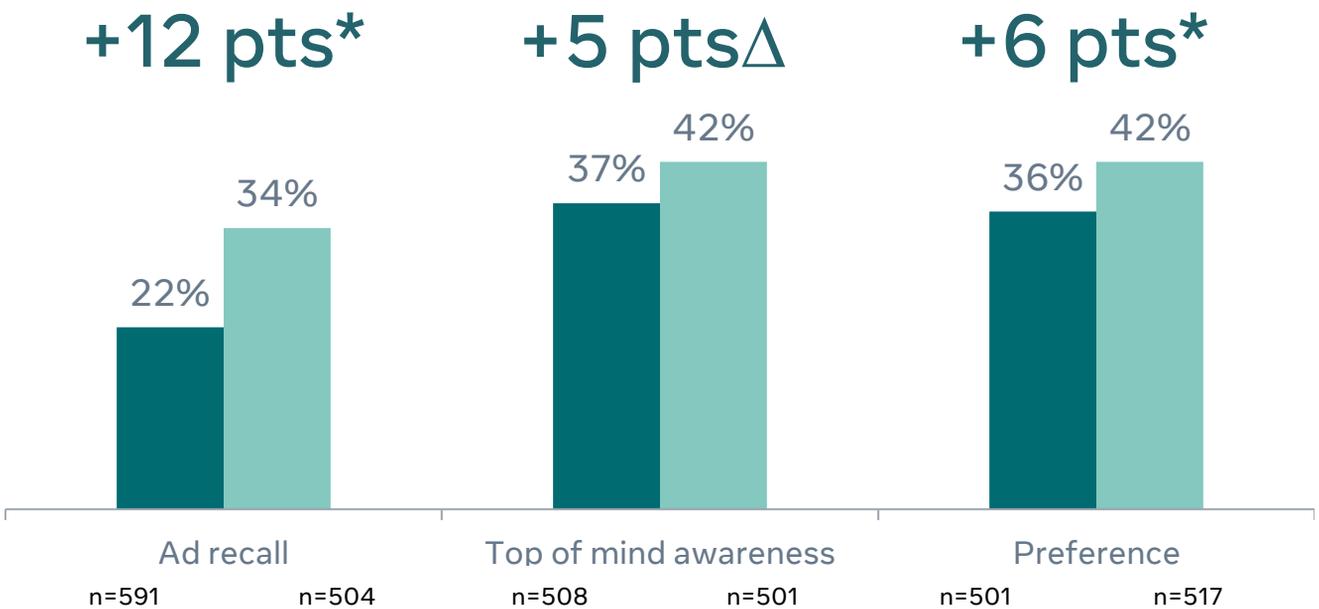


Brand Lift

Develop questions based on your campaign objectives



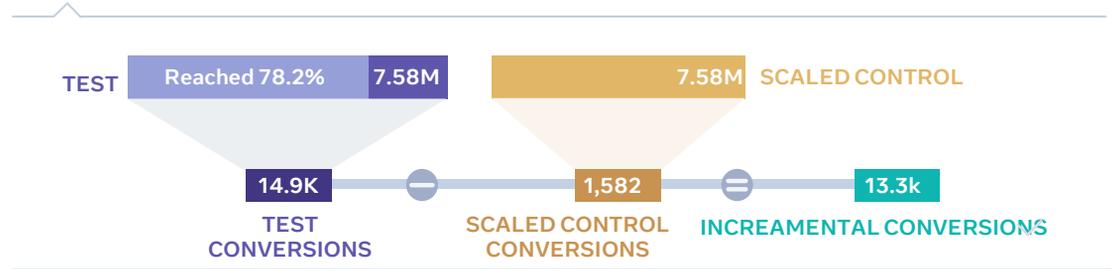
Brand lift result sample



Conversion Lift Sample

Conversion Lift (traffic)

Test Details Campaign Results



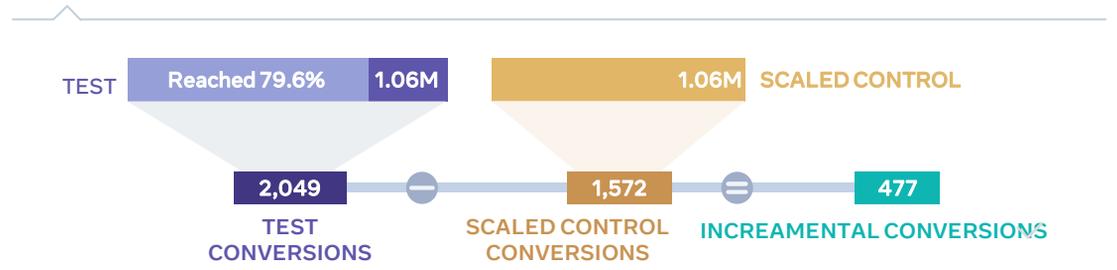
	Group Size <i>i</i>	Conversions <i>i</i>
TEST Group	7.56M	14.9K
Control Group	315K	88
Scaled Control	7.56M	1,582
% Lift		+950.3%

About statistical significance *i*

[View Test and Control Group Balance](#)

Sales Lift (device)

Test Details Campaign Results



	Group Size <i>i</i>	Conversions <i>i</i>
TEST Group	1.06M	2,049
Control Group	44.3K	66
Scaled Control	1.06M	1,572
% Lift		+36.0%

About statistical significance *i*

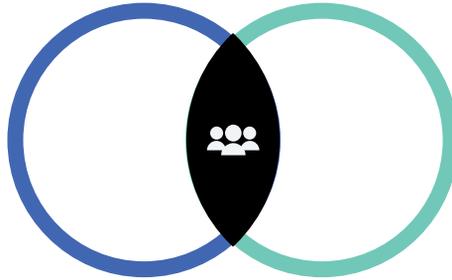
[View Test and Control Group Balance](#)

Brand Lift Best Practices

TIP
1

No other media for same brand/product should be running across Facebook's family of apps and services at the same time.

Campaign A
Reach Potential



Campaign B
Reach Potential

Holdout
(people don't see your ads)

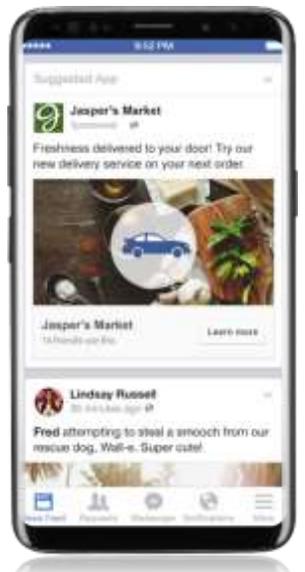
If other campaign is running for the same brand or product, please advise your Facebook client partner in advance so that we can combine the the holdout group

TIP
2

Where possible, set up the poll for the specific product being advertised.



“Do you recall seeing an ad for Jasper’s Market Delivery online or on a mobile device in the last 2 days?”



“Do you recall seeing an ad for Jasper’s Market online or on a mobile device in the last 2 days?”

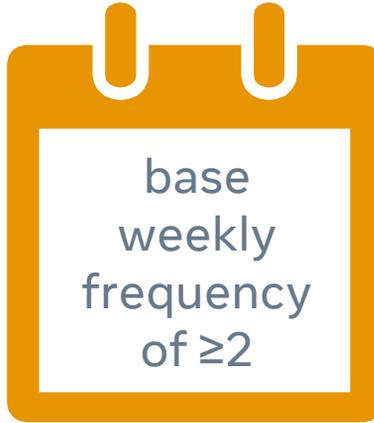


Brand Lift Best Practices

TIP
3

Ensure that your media weight is sufficient.

Start with a



and adapt based on market factors, message factors or other media factors.

Key note: Spend and media weight vary from country to country. Please refer to the Wiki on the Brand Lift Q&A Page for country-specific criteria.

TIP
4

Inadvisable to modify your campaign after the study is live.



Don't modify the campaign parameters like creative, budget, targeting or runtime after setting up the poll.

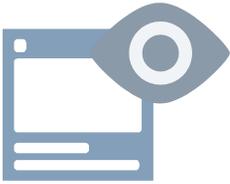
This may lead to non-significant results.

Single Cell vs. Multi Cell

Proving Facebook Works?

SINGLE CELL

FB ads vs. No Facebook Ads



Optimizing Facebook To Work Better?

MULTI CELL

Target A vs. Target B vs. Target C



MULTI CELL

Creative 1 vs. Creative 2

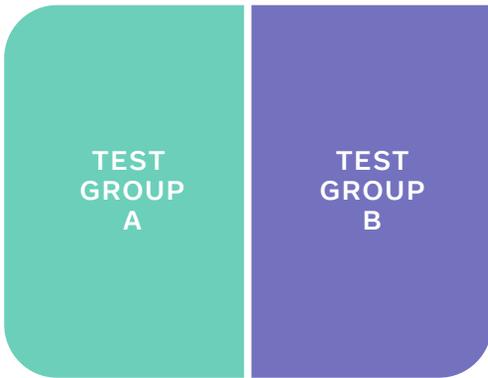


Ensure only 1 variable is being tested across cells in order to isolate cause

Lift vs. Split Testing

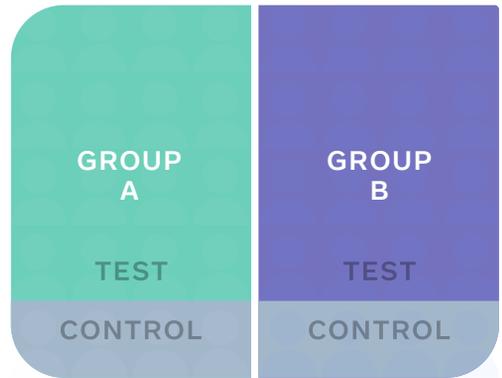
Optimizing Performance with Multi Cell Lift and Split Testing

What is the difference?



SPLIT TEST

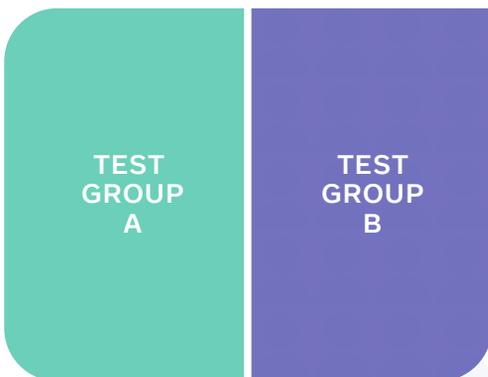
Split Testing has no control group
(correlation)



MULTI CELL LIFT TEST

Multi Cell Testing has a control group
(causation)

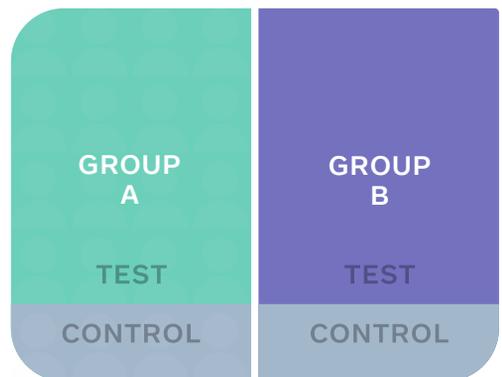
When to use each solution



SPLIT TEST

Day to day optimizations

Comparing auction dynamics /
bidding strategies



MULTI CELL LIFT TEST

Testing big strategy shifts

Comparing acquisition strategies like
DR
only vs Brand & DR conversion
strategies

Measurement

CHECKLIST

- ✓ Check with your Facebook team if your campaign is eligible for additional measurement.
- ✓ Measure business outcomes, not social metrics. Plan measurement goals in advance.
- ✓ Use measurement outcomes to inform your business decisions.
- ✓ Build learning agenda - test, learn, and iterate.

Facebook Solutions

New Solutions - Commerce

Collaborative Ads

Branded Content Ads

Facebook Shops



Collaborative ads online

Bringing brands and retailers together with Facebook's Collaborative Ads to win with the shoppers



From driving discovery to sales, mobile has disrupted the shopper journey.

Collaborative ads is a new solution that allows Brands that Sell Products through Online Retailers and Merchants to run direct sales campaigns.

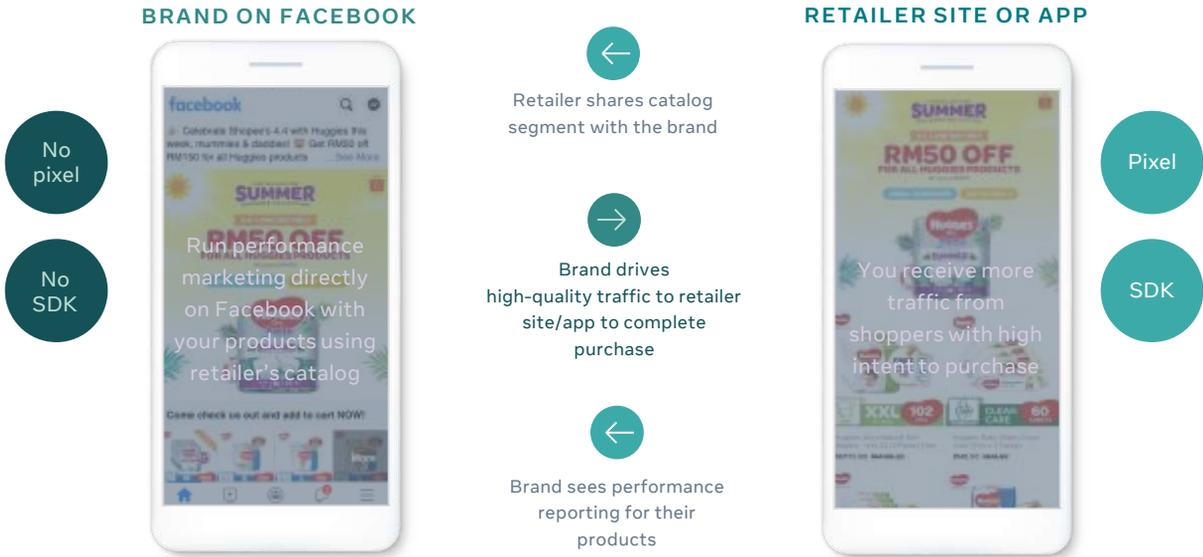
- 1. It's Personalized.** It automatically matches the right products to the right shoppers at scale based on their interests.
- 2. It's Simple.** It runs performance marketing campaigns with personalized creative that doesn't require configuring each individual ad, always showing products that are in stock and correctly priced.
- 3. It's Always-on.** Set up your campaigns once and measure results instantly.



How Collaborative Ads work

With Signals Set Up and Captured at the Retailer's side through the Facebook Pixel and SDK, Retailers simply share the Brand Catalog Segment with the Advertiser.

This then allows the Brands to run Performance Marketing Ads on Facebook where brands can drive high intent traffic to the retailer site to drive online sales!



Measure the impact of your Collaborative Ads campaigns on sales

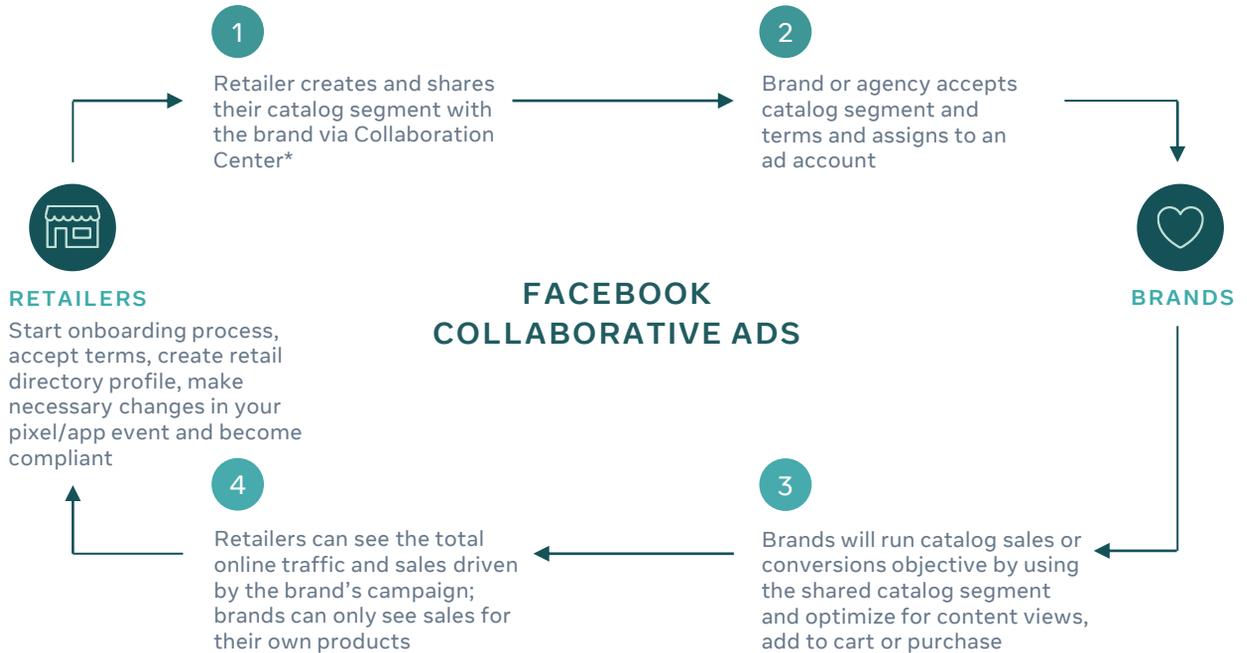
Some metrics will be visible to both you and your retail partners, while others are limited. While your retail partners can see metrics for the category and their stores, you can see the full picture of how your brand campaigns drive business outcomes for you.

In Ads Manager: see the total number of purchases and purchase value you drove in each campaign

In Product Level reporting: see which of your products (at SKU level) were purchased as result of each campaign

WHAT BRANDS CAN SEE	WHAT RETAILERS CAN SEE
<ul style="list-style-type: none"> Clicks Content views Value and number of add-to-carts with at least one brand item in the basket Value and number of purchases with at least one and item in the basket Specific SKUs of the brand's products that were added to cart and SKUs of the brand's product that were purchased 	<ul style="list-style-type: none"> Clicks — TOTAL number of add-to-carts (including brand products or not) that are driven by each brand partner TOTAL purchase conversion value and number of purchases (including brand products or not) that are driven by each brand partner SKU level breakdown of all purchases, quantity and purchase value that were driven by each brand partner

Get started with Collaborative Ads today!



*Only eligible retailers can participate. Brand advertisers should send a list of potential retailers and your Facebook account team will confirm if they are eligible. Access Retailer Directory [here](#)

Solution recommendation

Objective	Catalog Sales Conversions
Targeting	Broad Audiences
Optimization	Conversion for lower funnel events: View Content, Add to Cart, Purchases
Bidding	Lowest cost with bid cap
Placement	Automatic Placements
Ad format	Carousel Collection
Creative	Mobile-optimized, automated creative using your product catalog segment/set and immediate call to action
Measurement	Conversion Lift for bigger, strategic decisions that happen less frequently Split Testing for day-to-day decisions



Best practice recommendations solely to help inform ad campaign strategies; not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.

Tips to get started

Best practice recommendations solely to help inform ad campaign strategies; not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.

- PRODUCT SET**
- Start with a broader product set to drive efficient delivery and performance
 - Avoid creating too many product sets with few items
 - Use custom columns in your product feed to create advanced product sets
 - Use product names for filers-brand name

- PROSPECTING**
- Avoid using filters such as city, interest, and category targeting
 - Refrain from excluding all purchasers to maintain the potential for repeat purchases
 - Welcome all visitors to improve personalization of product recommendations
 - Avoid using Lookalike Audiences to ensure delivery

- CONVERSION EVENT**
- Plan for each of your ad sets to get 100+ lifetime conversions. It takes 50 conversions for our system to learn and optimize for conversions. We recommend an additional 50 conversions to take full advantage of this learning

- CREATIVE**
- Add a card that includes branding and other key information in a carousel ad
 - Tailor creative per targeting segment with a specific CTA

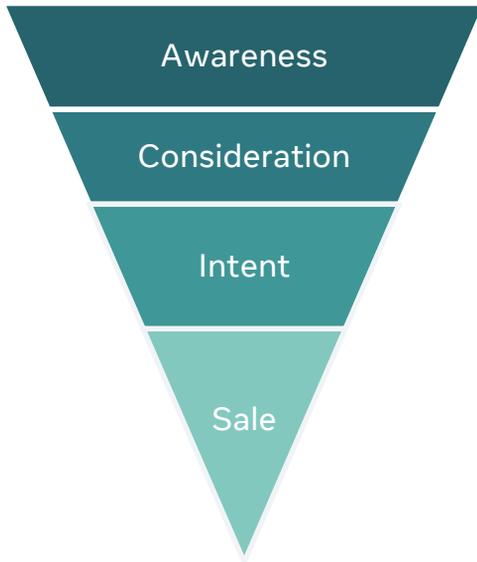
Key differences between conversion objective and catalog sales objective

	CATALOG SALES OBJECTIVE	CONVERSION OBJECTIVE
Targeting	<ul style="list-style-type: none"> • Retargeting of people who engaged with brands' products in merchants' website/app • Dynamic Ads for Broad Audiences 	Any targeting (it does not include retargeting of audiences on merchants' website/app)
Optimization	<ul style="list-style-type: none"> • Link click, view content • Conversion optimization (such as Add to Cart or Purchase) based on conversions including one of brand's products 	<ul style="list-style-type: none"> • Link click, view content and landing page views • Conversion optimization (such as Add to Cart or Purchase) based on all conversions that are driven by the brand
Creative	Limited customization of creative ¹ <ul style="list-style-type: none"> • Static image (optional) in Carousel • Hero image in Collections 	Full customization of creative ¹
Landing Page	Mostly directing to product details pages, only limited customization through: ² <ul style="list-style-type: none"> • Links in caption • Links from static/last card in Carousel 	Any landing page ²
Reporting	Performance reporting (View Content, Add-to-cart and Purchase Value for brand's products, SKU level Reporting)	Performance reporting (View Content, Add-to-cart and Purchase Value for brand's products, SKU level Reporting)
Placement	Any placement can be used except newer placements like Facebook Video Feeds, Messenger Stories, Audience Network videos	All placements

1: All creatives used by the brands can be viewed by merchants in Partner Ads tab in Catalog Manager
 2: Domain safeguard makes sure traffic always go back to the merchant's site/app

What we've seen work

Collaborative Ads works across the funnel



Marketing Objective

Use Case

Brand Value / Purpose

- Drive Brand Awareness
- Product Launches

Product Value / Purpose

- Showcase key features

Trials / Preference

- Website Traffic

Purchases

- Website conversions



Xiaomi Thailand

Xiaomi: Driving sales on 3rd party merchants using Collaborative Ads

The global smartphone provider ran Facebook Collaborative Ads with the aim of lifting sales and return on ad spend, achieving a 31% increase in purchase conversion for one of its third-party merchants.

27.9X

return on ad spend for Lazada

31%

increase in purchase conversion for JD

37%

lift in view content for Shopee

Branded Content Ads

Branded content is media that a creator or publisher posts that features or is influenced by a business partner in exchange for some kind of compensation. This partnership between brands and creators is "branded content".

69%

of respondents said they come to Instagram to interact with celebrities

68%

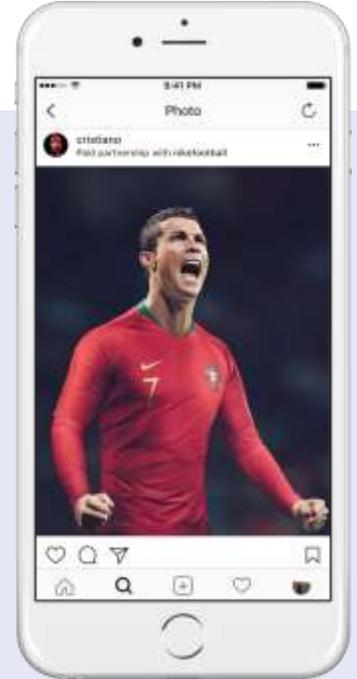
of respondents said they come to Instagram to interact with influencers.

80%

of people on Instagram choose to follow a business

Source: "Project Instagram" by Ipsos, Nov 2018.

Instagram has become a natural home for these partnerships to come to life. That's because creators on Instagram build authentic connections with their fans, and their fans look to them for inspiration. This has given rise to a truly diverse ecosystem of creators and brands that are developing paid partnerships globally.



Branded Content Ads allow advertisers to promote their collaborative content directly from the creators who post it.



SCALE

Scale Branded Content ads to resonate with everyone in your target audience regardless of who they follow.

OPTIMIZATION

Use branded content to achieve any of these campaign objectives: Reach, Brand Awareness, Traffic, Video Views.

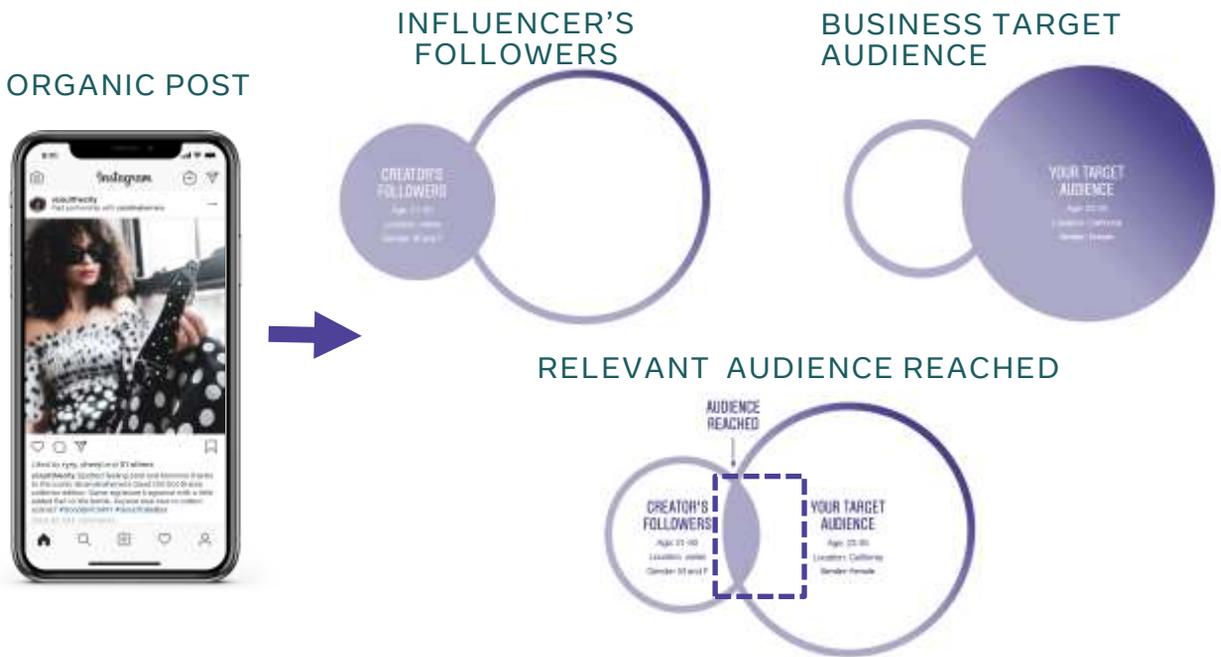
MEASUREMENT

Conduct testing and obtain insights quickly to make informed decisions on how to execute your branded content most effectively.

Difference between Branded Content & Branded Content Ads

Organic Branded Content

Organic branded content allows your brand to connect with a creator's highly engaged audience in the most authentic way possible.



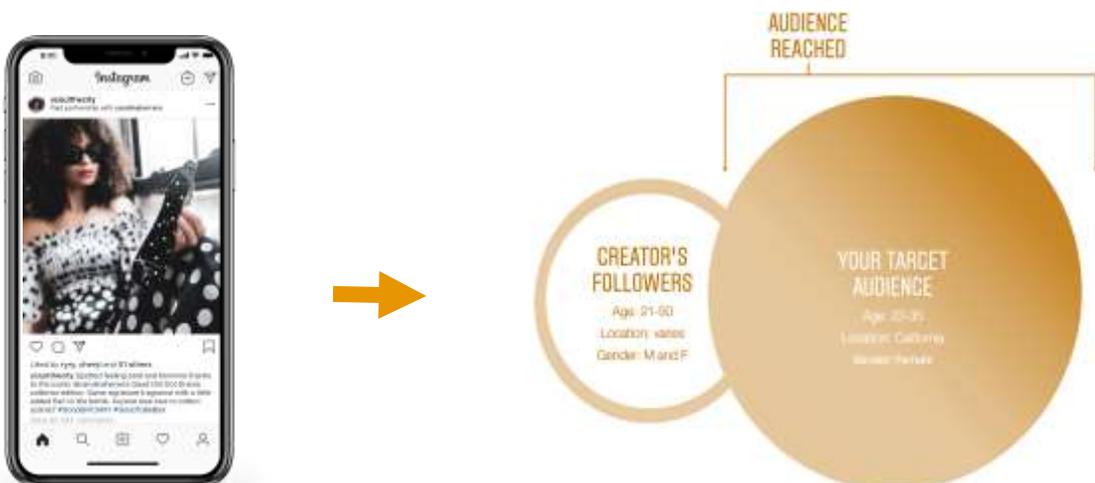
Branded Content Ads

When combined with organic, Branded Content ads offer 3 important benefits:

1. A way to achieve **more scale and reach** your specific target audience.
2. The ability to **optimize toward your campaign objectives** whether they are Reach, BAO, traffic, video views or post engagement.
3. **Measurement and testing** capabilities so you can make informed decisions on how to execute.

BRANDED CONTENT AD

RELEVANT AUDIENCE REACHED IN CASE OF BRANDED CONTENT ADS



Tips to get started

GETTING STARTED

ACCESS PERMISSIONS

Branded Content Approvals

Give the creator permission to tag your business in their branded content post.

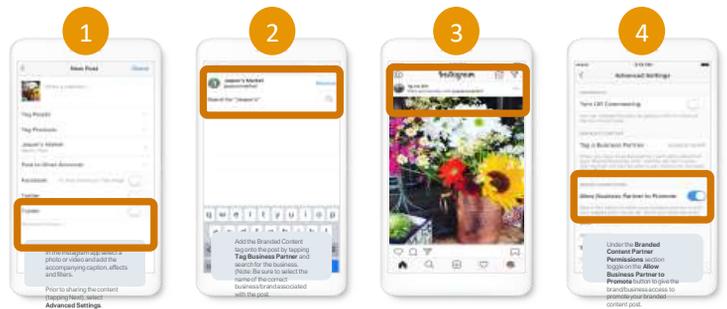


When a creator makes a [branded content post on Instagram](#) and tags your business, they can opt to **Allow Business Partner to Promote**. This will give you permission to promote the creator's organic branded content feed post as an ad.

Creators STEP-BY-STEP GUIDE

CREATING A NEW BRANDED CONTENT POST

First, create an Instagram branded content post and tag the business partner. You can only tag one business partner per branded content post, though you can work with more than one business partner. If you want to allow the business partner to promote your branded content post, you'll need to toggle on the **Allow Business Partner to Promote** in your Advanced Settings. You can always go back to previous branded content posts you've created and toggle this on if you want to give the tagged business partner permission to promote it. Additionally, you can always go back to an Instagram post and tag a business partner to make it a branded content post.

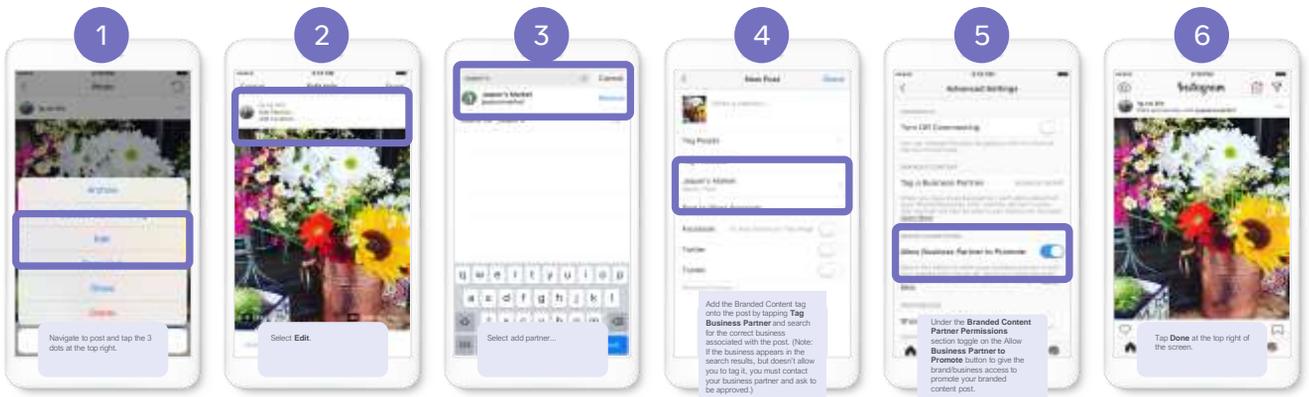


If you have given permission, your business partner now has the option to promote the branded content post.

Note that you are able to edit or delete your post before the business partner has promoted it. However, once the business partner promotes your post, you won't be able to edit or delete your post. The only way you'd be able to edit or delete the post is if the business partner completely deletes the promotion. You can archive the post at any time if you don't want the post to display on your profile.

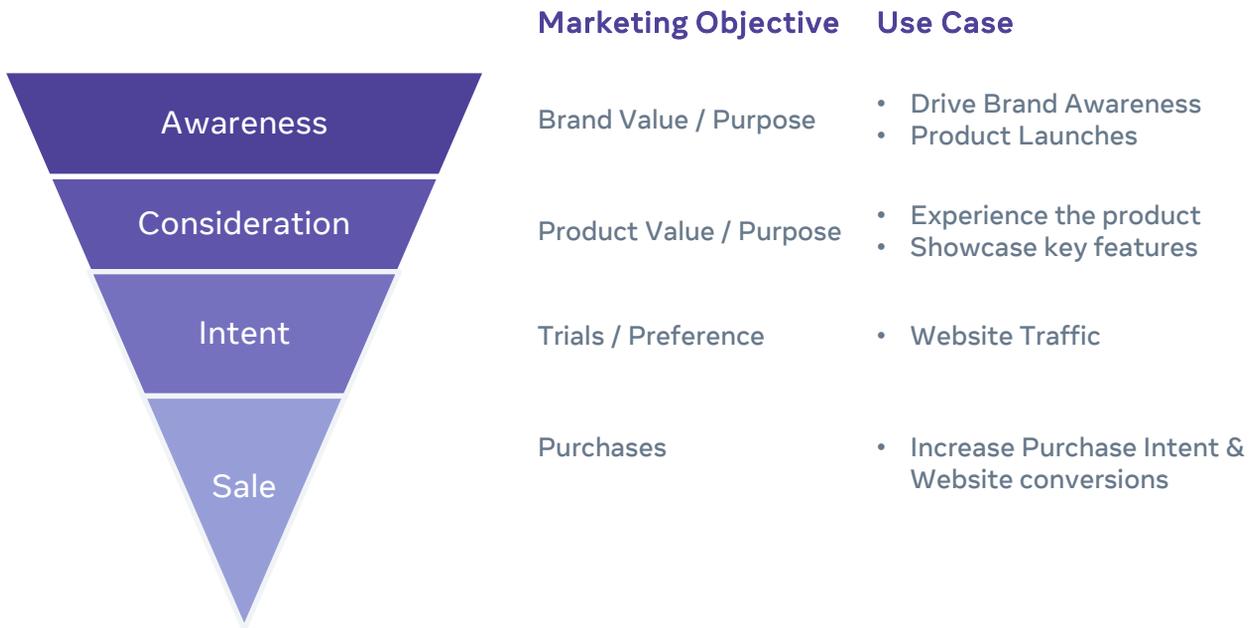
Creators STEP-BY-STEP GUIDE

PROMOTING EXISTING POST



What we've seen work

Branded Content Ads works across the funnel



Raising new product awareness with Facebook branded content ads



Reaching young, tech-savvy consumers
 The phone provider wanted to raise awareness for Its HUAWEI Y9s 2019 smartphone by connecting with millennial and Gen-Z consumers. Additionally, Huawei wanted to understand which type of ad content resonated most with its audience.

Huawei launched a new smartphone in the Philippines, the consumer electronics company used Facebook branded content ads to drive awareness, and saw a:

5.9 pt
 lift in ad recall

3.4 pt
 lift in brand awareness

2.5 pt
 lift in action intent

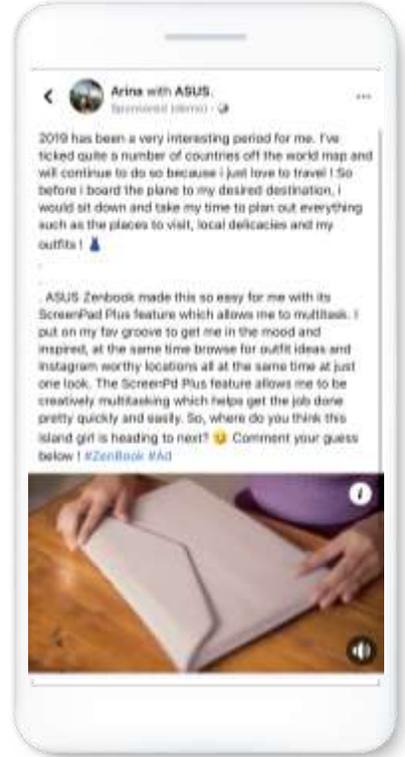
ASUS



The technology brand teamed up with Facebook Marketing Partner Vamp to run a series of branded content ads across Facebook and Instagram in Malaysia, increasing purchase intent by 3.8 points.

“With Vamp’s help, we were able to find creators who fit well with our brand and who were able to produce content that promoted our new products and reach new audiences on social media. Thanks to Facebook, we also now have access to important performance insights that will be instrumental in building an effective content strategy to grow our brand, moving forward.”

—Jeff Lee, Head of Social, Influencer and Media Buying, [ASUS](#)



1.7pt

increase in purchase intent for influencer branded content

3.8pt

increase in purchase intent for combination of influencer branded content and ASUS content

52%

lower cost per impression for influencer branded content than ASUS-only content

Facebook Shops

Your digital store front

Shops is a native and frictionless digital storefront across Facebook apps. It's our first step toward making online stores destinations for people to discover the products and brands they're most likely to love across Facebook apps.

If ecommerce is about connecting the right person to the right product, this other kind of experience, something we are calling "Discovery Commerce" is about connecting the right product to the right person. It's about driving discovery, demand and delight, while respecting people's right to privacy.

Brands that have made digital their top priority, like direct-to-consumer, are in a strong position to future proof their business. Brands that haven't, will need to prioritize shifting to digital. Businesses will need to meet their customers where they are (and right now they're online) and personalize their online experience - from discovery to purchase to post-purchase.

Facebook Shops makes selling online easy.

Customisable collections showcase your featured products.

A single shop experience works on both Facebook and Instagram.

Design features and creative tools help you bring your brand to life.

Keep your online sales going and growing.

Design your shop to reflect your brand

Customise your collections with the products you want to showcase, and use eye-catching imagery and design elements that build your brand identity. Shop setup is easy and takes just a few minutes.

Get global reach

People can access your shop from your Facebook Page, Instagram profile, Instagram Shopping ads or shoppable posts and stories.

You can also add shopping engagement custom audiences to your ad campaigns to reach people who are browsing and buying at your shop.

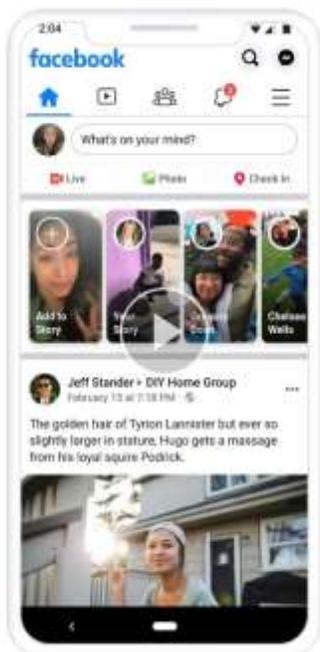
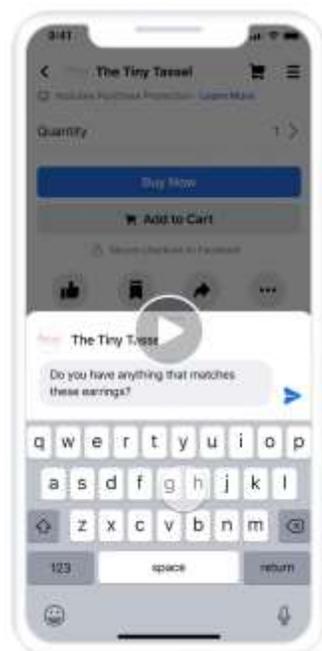
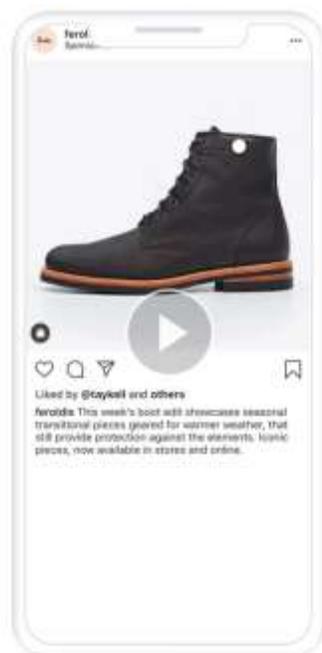
Drive discovery

Meet customers where they're already browsing and shopping.

Set up your shop across Facebook apps and your products will be eligible to appear in popular shopping destinations such as Facebook Shop and Instagram Shop.

Communicate directly

Shops let customers quickly get in touch with you through Messenger, Instagram Direct and soon WhatsApp, to ask questions, get support, track deliveries and more.



Customising your Facebook shop is free and simple.

Shops are available to eligible businesses all over the world. Check to see if shops are available in your region and visit Commerce Manager on desktop to create your first collection and set up your shop across Facebook apps.

2 Set up a shop in Commerce Manager.

Manager.

Make sure that you've followed the right steps to set up your shop in Commerce Manager*.

See what you need to get started

1 Build your collections.

Add six to 30 products to a collection, and use cover images and collection names that inspire people to see what's inside.

Learn more about collections.

1 Manage your catalogue.

You can use an existing catalogue or set up a new one that works across Facebook and Instagram.

Learn more about catalogues.

4 Customise your shop.

Use visuals, brand elements and custom colours to bring your brand to life. Arrange the layout and order of your collections so that people see your new and featured collections first.

Learn how to customise shops.

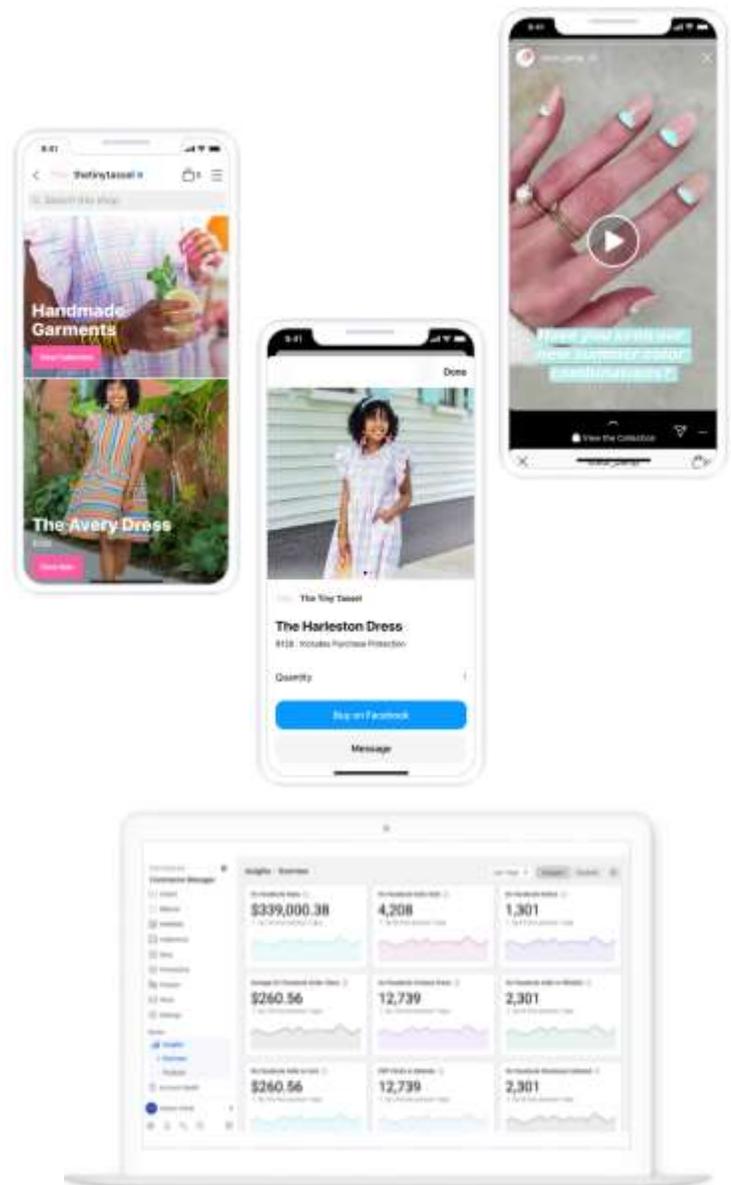
Shop Best Practice

1) Drive product discovery with every collection. Add new collections around seasonal events, promotions, upcoming launches or trends you've noticed from your followers so people can find more of what they'll love.

2) Design your collections for mobile first. Use full-screen images that work well on mobile, with photography that's not too cluttered. Write concise descriptions and collection titles that clearly describe the collection and make people want to take a closer look.

3) Attract more customers with Instagram Stories. People can get to your shop simply by swiping up on one of your stories on Instagram, where you can showcase your latest collections and build your brand presence.

4) Get valuable insights from your shop. View insights from your shop within Commerce Manager to see what's working and what you can improve.



Facebook Solutions

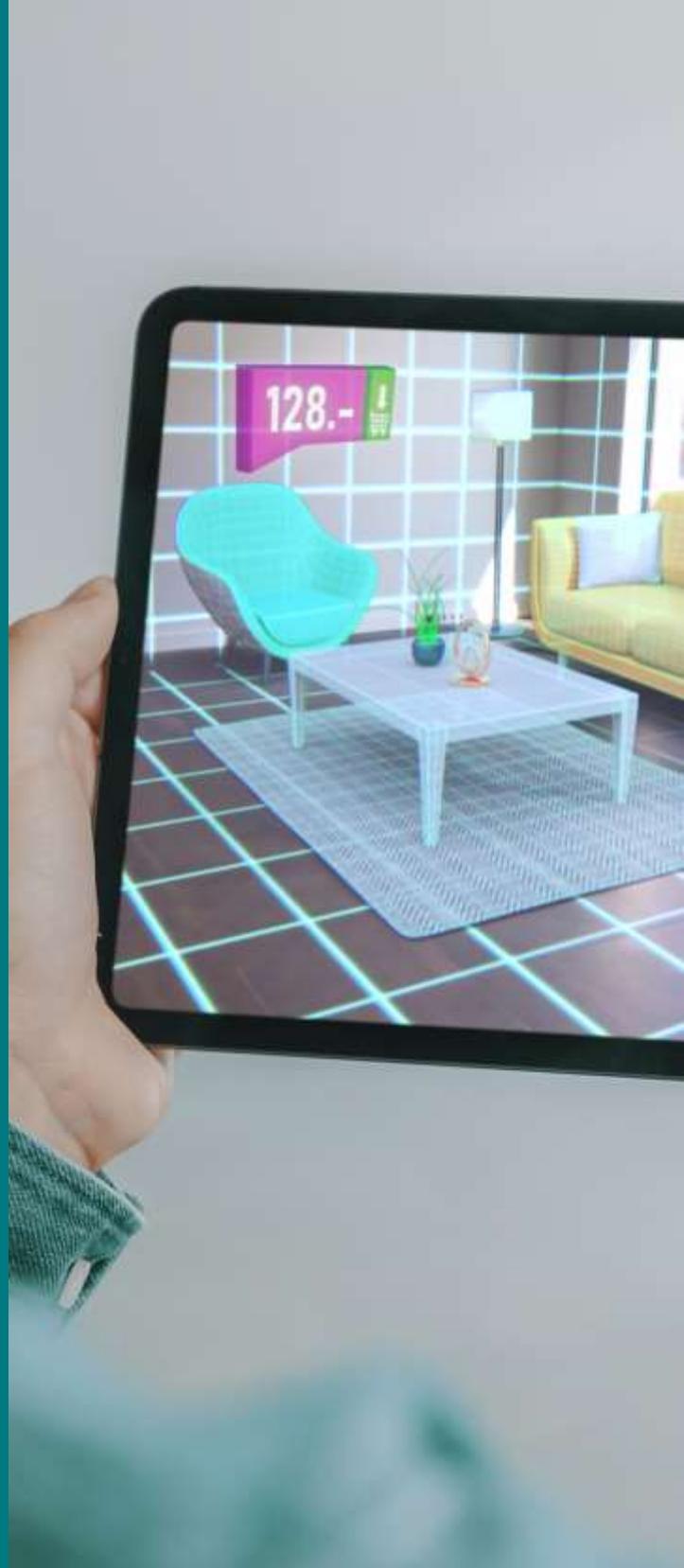
New Solutions - Innovative

AR Ads

Playable Ads

Messenger

Facebook Live



Augmented Reality Ads (AR Ads)

AR Ads enable advertisers to bring traditional offline experience online by integrating AR camera effects into ads as a native post-click experience, bringing people closer to the product and experiences, ultimately driving business results and enhancing customers' experiences with the brand.

For brand advertisers:

- this format offers a creative canvas
- where they can develop unique, fun, and immersive experiences to engage more deeply with their audiences

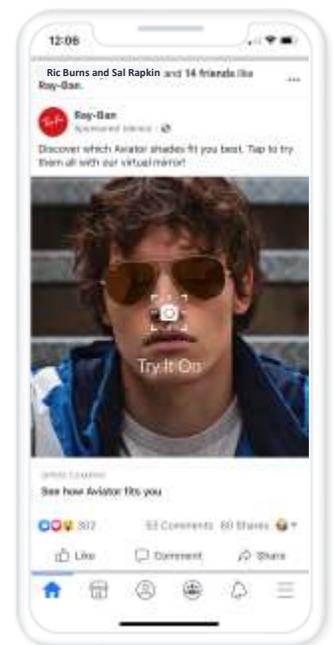
For DR advertisers:

- there is a clear opportunity to have consumers virtually interact with the brand or product immediately thereby increasing consideration and driving conversions

Connect with your community in new ways

Allow people to experiment with your effect or product in camera

Increase favorability or conversion rates



How does AR ad work?

AR ads leverage two main use cases: utility and expression to drive outcomes through, for example – product try on. AR ads in Facebook News Feed allow people to experiment with your brand’s AR camera effects in just one click from your ad.

And by incorporating calls-to-action within the camera experience, people can seamlessly go from engaging with your product—such as trying on a lipstick shade or exploring a new game—to making a purchase or installing an app.

AR ads are created in Ads Manager



Video Ad:
Recommended 1:1 or 4:5

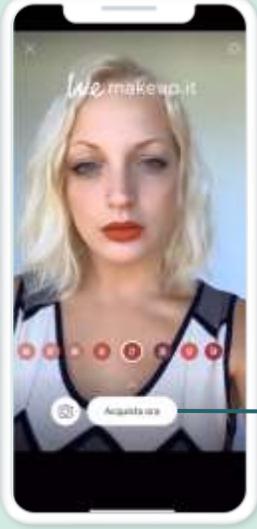
Graphic overlay option with camera icon is provided in Ads Manager (not customizable)
“Tap to try it on”
“Tap to see it in your space”
“Tap to interact”

Footer:
Headline “OPEN CAMERA” (not customizable)

Copy for Footer (customizable)

FEEED VIEW

AR effects are built in and published through Spark AR



CTA

EFFECT VIEW

Creative Best Practice for AR ads

Rinse Repeat



Design for repeat use. The most engaging effects are ones that can be used in different contexts. Effects that are relevant year-round have a longer shelf life.

Logo Love



Use text and logos correctly. You can include one logo or a short catchphrase in an effect. Keep in mind, people like to put their own stickers and text on their content.

Face Value



People like to see themselves and friends in their content. Avoid taking over the majority of the camera view or making people unrecognizable to themselves.

Party Time



Make your effects social. Consider adding support for multiple people to use your effect so they can use it with their friends and share it with others to enjoy.

Discovery on Facebook

Organic

Organic Feed Posts

Drive awareness of your effect, as more people use it and share it using the “Try It” CTA.

Links in description

Drive awareness of your effect, with adding link of the AR in the copy

Organic Influencer Push

Drive awareness of your effect, roping in influencers to showcase the AR

Paid

• Through Ads Manager:

• On Feed:

- Creative Format: Instant Experience
- Objectives: Brand awareness, reach, traffic, and conversions.
- Buying Type: Auction
- CTA: Standard CTAs in Ads Manager (Note: This is in the post-click experience and built in Ads Manager)
- Video Ad Overlay: Tap to try it on, Tap to see it in your space, Tap to interact (Note: This is overlaid on top of the video ad and built in Ads Manager)

• Stories:

- Stories with Swipe up

• Through Influencer Marketing

- Use BCA to showcase influencers using the AR ads through Stories or SFV

Discovery on Instagram

Organic

Instagram Profile

People can find effects you’ve published on your Instagram account, in the Effects Tab.

Links in description

Drive awareness of your effect, with adding link of the AR in the copy

Instagram Stories

All stories containing an AR effect have an attribution link. People can tap this link to access your effect. You can also enable the “Swipe up” feature in your Story to take people to the effect.

Organic Influencer Push

Drive awareness of your effect, roping in influencers to showcase the AR

Paid

• Through Ads Manager:

• On Feed:

- SFV showcasing the AR ad usage and promoted through ads manager with a link of the AR in description on Feed and Explore
- Automatically opens the camera (IG effect)

• Stories:

- Stories with Swipe up

• Through Influencer Marketing

- Use BCA to showcase influencers using the AR ads through Stories or SFV

Details about AR ads

SPECS

Video recommended 1:1 or 4:5 aspect ratio, sound is not supported

Video can be any length (demonstrate AR effect quickly)

Add graphic overlay in Ads Manager that says “Tap to try it on,” “Tap to see it in your space” or “Tap to interact”

Standards CTAs can be overlaid on effect, but not Feed ad

PLACEMENT

Facebook mobile News Feed (auction only)

OBJECTIVES

Brand Awareness, Reach, Traffic, Conversions

BESPOKE METRICS AVAILABLE

Effect shares:

The number of times someone shared a photo or video that using an effect from your ad

Instant Experience view time: The average total time, in seconds, that people spent viewing an Instant Experience

Note: Standard metrics also supported for AR Ads, available in Ads Manager

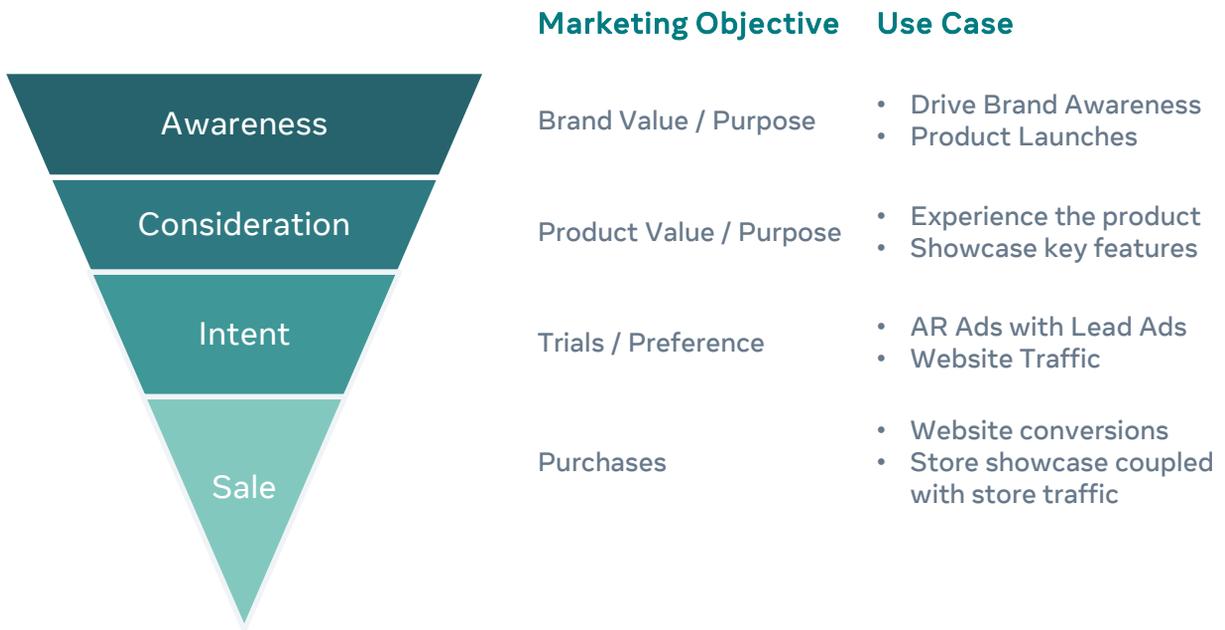
Steps to get started

- Concept the effect and video Feed ad
- Find a Spark AR Partner and create your AR effect
- Publish AR effect via Spark AR Hub
- Create your AR ad campaign in Ads Manager



What we've seen work

AR Ads works across the funnel



Vivo V19: New Product Launch

Vivo launched AR Un Boxing of its phone to allow customers experience the phone and its features remotely. Vivo used influencers from their own membership community as well as an assortment of micro influencers to promote the AR as well launched a contest for UGC with #vivo19outofthebox. The effect was promoted on FB as AR Ads and as stories with CTA's to effect on Instagram.

+9.5pts

Ad Recall

Vertical norm: 6.3pts

63M

Impressions

3X

CTR
Vs historical average



Dubai Properties: AR Ads paired with Lead Ads

Dubai Properties launched the Augmented Reality ad to invite people to take part in the immersive virtual tour. After reaching a large and engaged audience with this Augmented Reality ad, Dubai Properties then showed lead ads and Page posts with a lead form to the custom audiences of the AR ads.



<https://www.facebook.com/business/success/dubai-properties>

airBaltic: Driving Conversions



airBaltic and Mediabrands Digital used video ads and augmented reality effect to drive low-cost conversions. airBaltic used Facebook's trip consideration feature to reach a broad audience of highly relevant travel-lovers in the Baltic region who already intended to book a trip.



<https://www.facebook.com/business/success/3-airbaltic>

Playable Ads

Playable ad format is a highly customizable ad unit which combines interactivity - all the core mobile gestures like touch, swipe, flip and tap.

It is immersive, by showcasing your brand, product or service with a lead-in video and prompts people to tap to try, is interactive by offering a highly interactive experience with or without gamification.

Brands can build an experience with or without gamification to enable full funnel brand communication (Awareness, Consideration and Purchase Intent).

Immersive

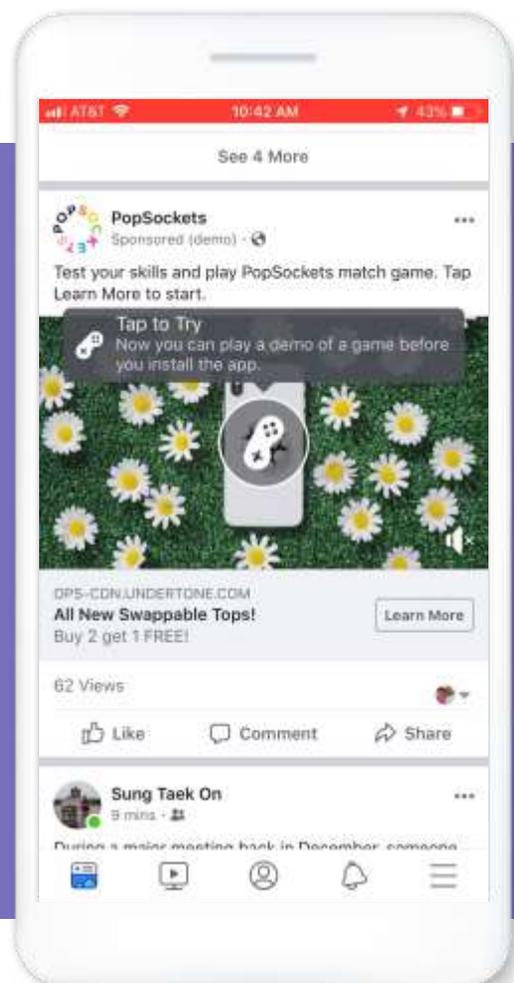
Showcases your brand, product or service with a lead-in video on News Feed and prompts people to play

Interactive experience

Offers people an interactive experience to learn about your brand, product or service

Engaged users

Drive higher intent users for your brand, product or service



3 Components to a playable Ad

With Signals Set Up and Captured at the Retailer's side through the Facebook Pixel and SDK, Retailers simply share the Brand Catalog Segment with the Advertiser. This then allows the Brands to run Performance Marketing Ads on Facebook where brands can drive high intent traffic to the retailer site to drive online sales!

Lead in Video



People will see a video play in feed with an overlay of a game controller icon and tip to tap to try.

Playable (Demo)



They will then be taken to a full-screen demo they can play to interact with the playable.

Call-to-action



The playable can include up to 1 external link to take user to an external site.

Playable ads specifications

Lead-in video

High quality video
Square, Horizontal
(aspect ratio of 4:5),
vertical video

Playable

Single HTML5 file
Less than 2MB
Portrait mode
Responsive design
Support for one external link

Best practices to level up your playable ads



Grab attention with video

Give a high-quality view into your app or a short tutorial during the lead-in video



Make your demo clear and fun

Provide instructions through text or visuals at the beginning of your demo to give a short tutorial on how to try your playable



Tailor your creative

Consider key areas that make up the playable experience: length, visual appeal



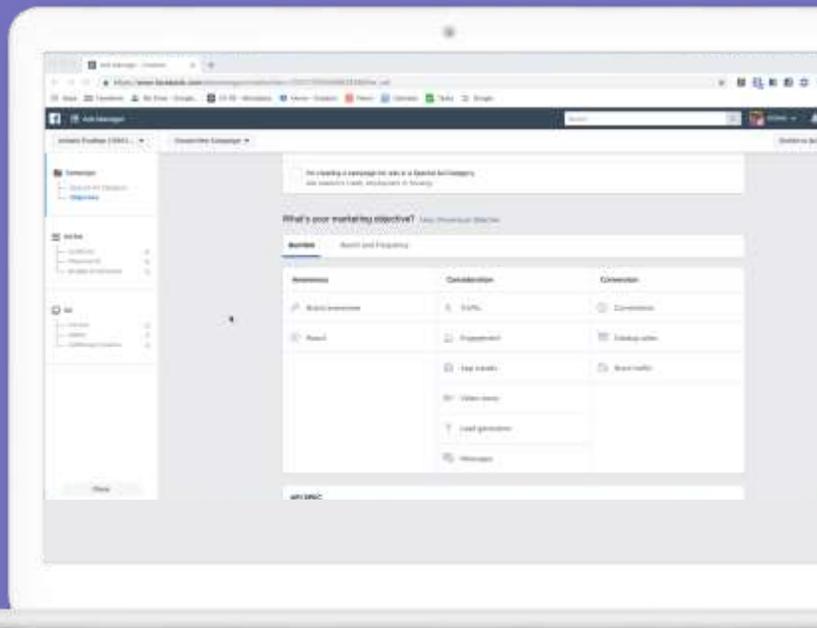
Test multiple assets

Try a few different creative approaches for your playable and lead-in videos to see what performs best

Getting started

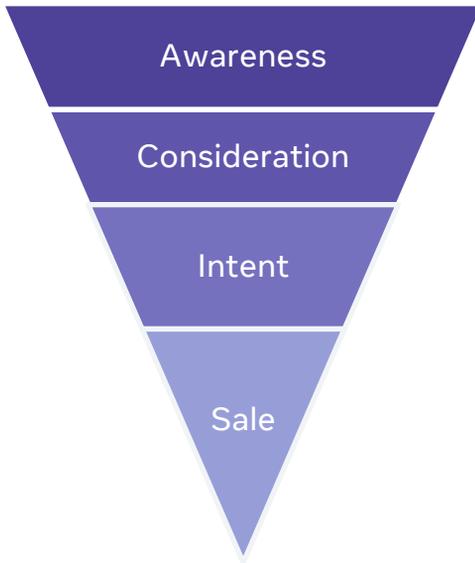
Available for Facebook News Feed placement

- Select the Facebook mobile News Feed placement only
- Select the Single Video format
- Upload the lead-in video
- Check 'Add a playable asset'
- Upload HTML5 for the demo



What we've seen work

Playable Ads works across the funnel



Marketing Objective

Use Case

Brand Value / Purpose

- Drive Brand Awareness
- Product Launches

Product Value / Purpose

- Experience the product
- Showcase key features

Trials / Preference

- Website Traffic

Purchases

- Website conversions / APP download

3.9 pt

lift in brand awareness over previous campaign

4.7 pt

lift in ad recall over previous campaign



Messenger

Messaging removes friction and offers convenience. The world has gone mobile and our phones have helped to create a relationship with information that's instant, direct, and personal. When asked why people message businesses, over 61% say messaging is the easiest, most convenient way to contact a business.

(Source: Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook commissioned survey of 8,156 people in BR, GB, IN, and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.



People prefer messaging over other communication channels

63%

of people across generations prefer to message than call or email

This new reality is changing the way people run businesses and millions of businesses around the world are using messaging apps to drive results.

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of 12,500 people ages 18+ who used a mobile messaging app in the past 30 days in AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, UK, US and VN), Mar 2016. Unless a market is selected or called out specifically, data is on average across the 14 markets. Millennials are defined as people ages 18-34, Gen Xers as 35-54 and Boomers as 55+.

Messaging helps businesses remove friction across the customer journey

Over 81%

message businesses to ask about products or services

Over 74%

message businesses to make a purchase

Over 75%

message businesses to get support for a product or service

Facebook IQ source: "Motivations, Mindsets and Emotional Experiences in Messaging (vs. Feed)" by Sentient Decision Science (Facebook commissioned survey of 8,156 people in BR, GB, IN, and the US), Jun 2018. Research refers to people surveyed who use a messaging app daily and have messaged a business in the past three months using one of their most commonly used apps.

Businesses are already seeing success using Messenger across their marketing Funnel

Messaging is critical to engaging customers and growing business



DRIVE AWARENESS
Help people discover your brand



ENABLE TRANSACTIONS
Create seamless buying experiences



ACQUIRE CUSTOMERS
Introduce your products or services to new customers



CUSTOMER CARE
Eliminate the frustration of waiting on hold



DRIVE AWARENESS

25pt

growth in ad recall

ENABLE TRANSACTIONS

2.6M

coupons generated via Messenger

ACQUIRE CUSTOMERS

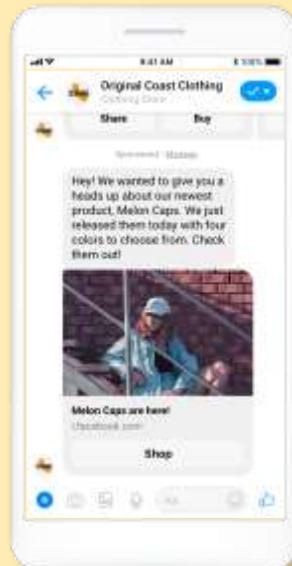
19%

click-through rate from message to website

CUSTOMER CARE

12x

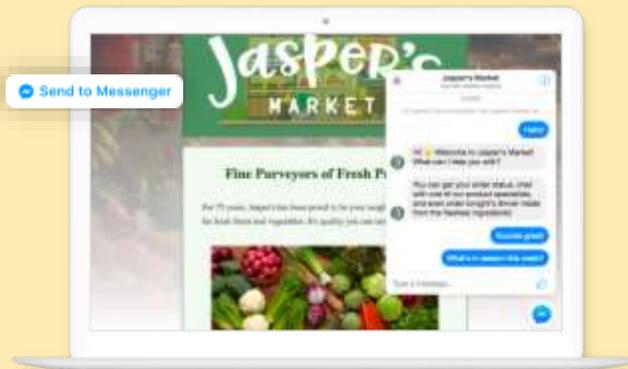
improvement to customer response time



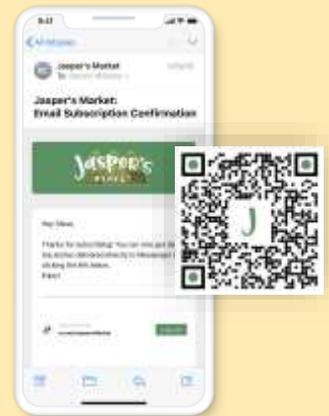
Where to start Messenger conversations?



On Facebook



On your website



Everywhere else

Encourage people to message your business across Facebook platform via paid solutions



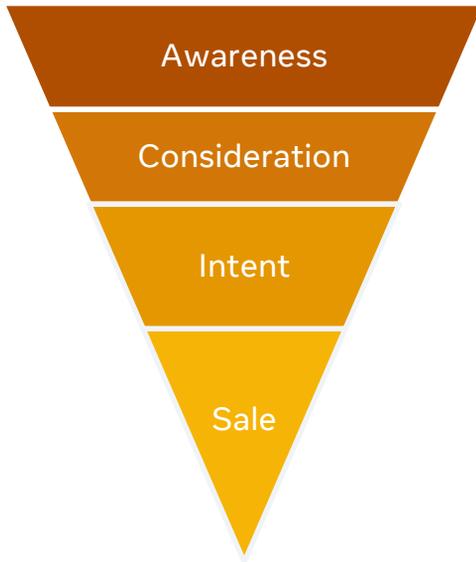
Ads that click to Messenger (Facebook & Instagram)



Sponsored messages ads appear in Messenger Inbox *where available* and as Sponsored Messages to reengage customers who previously messages your business

What we've seen work

Messenger works across the funnel



Marketing Objective

Use Case

Brand Value / Purpose

- Drive Brand Awareness
- Product Launches
- Customer Service

Product Value / Purpose

- Experience the product
- Showcase key features

Trials / Preference

- Drive Leads
- Website Traffic

Purchases

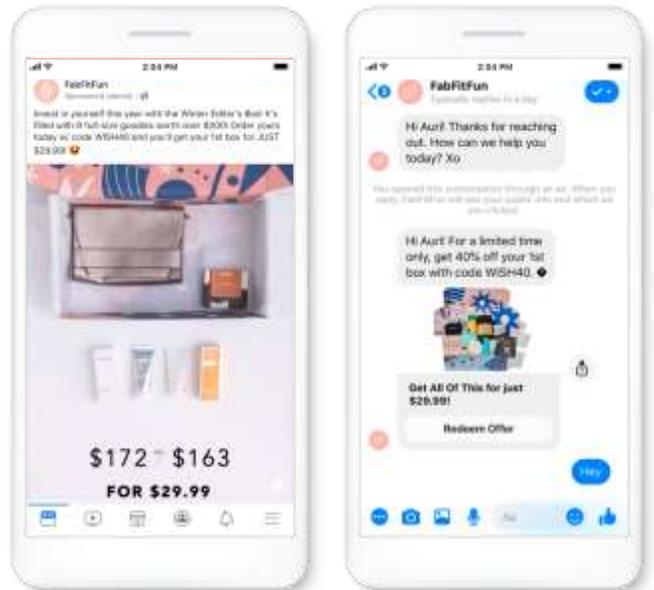
- Website conversions
- Store redemption with coupon code

Generate leads during Pre-sales with Messenger

fabfitfun

Drive coupon redemption with ads that click to Messenger

The subscription box retailer tested Facebook Canvas templates and added the collection format to Canvas in a campaign targeting new subscribers.



80%

increase in click-through rate

19%

increase in return on ad spend

14%

decrease in cost per acquisition

Driving Awareness at launch with Messenger



SUCCESS STORY

The soft-drink brand ran a brand awareness campaign to reinforce its connection to a young audience with music by engaging its audience through a bot for Messenger, resulting in a 5-point increase in awareness.

5-point

Increase in campaign awareness
(among 18- to 24-year-olds)

3.7-point

Increase in brand favourability

13.4-point

Increase in brand credibility
(among 35- to 44-year-olds)

2-point

Increase in association with music in January–April 2019

<https://www.facebook.com/business/success/pepsi-thailand>

Provide customer care with Messenger

50%
REDUCTION IN CALLS FOR CUSTOMERS WHO HAVE USED MESSAGING

3.5X
HIGHER EMPLOYEE PRODUCTIVITY

25%
HIGHER CUSTOMER SATISFACTION VS. CONTACT CENTER

Globe

8:04
Gie of Globe
Typical, mobile identity

Are you asking for the mobile number *****9316?

What can I do for you? You can choose from the options below.

Data Usage

As of 04/25(2019) 10:17, you've used 2.00GB of your 30.00GB total data allowance. You have 27.99GB left.

This includes your monthly GoSURF allowance, freebies like Facebook and Viber, add-ons like GoWATCH, and rolled over / shared data.

Is there anything else I can help you with?

Driving Purchase Consideration with Messenger

Messenger Bot Coupon Code

Messenger Bot that provide coupon code for the users to redeem for marketplace or retail stores

Success Stories

With Messenger coupon bot, Circle K in VN were able to drive more sales in store with the below results:

- 631k people reach
- 7,300 coupon codes distributed via the ads
- \$0.16 per message initiated
- 1.2% message rate to get coupon



Circle K Vietnam

78%
Store Redemption
vs 23% market
norm

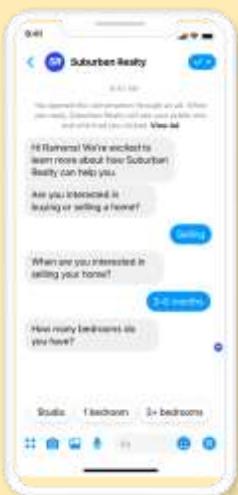
\$ 0.16
per Distribution
coupon code
distributed

1.2%
Message Rate
(631K reach)

Driving Leads with Messenger

Innovative Solution for Conversions

Messenger for Lead Generation



- Messenger for Lead Generation is an intuitive way to acquire leads and can be set up easily on Ads Manager
- Facebook Messaging products are the most used chat based buying application
- Nearly 5 in 10 Thais says they are comfortable talking with messenger bot

Make it entertainment

Testing Opportunity for Messenger for Leads

Cell 1

Lead Ads
or
Conversion
campaign

Control

Cell 2

Messenger
for lead
generation

Control

Minimum Budget : 500K THB
(FB will provide 150K THB coupon)

The framework for success



Create your presence

1. By having a Facebook Page, you're already on Messenger
2. Work with platform development providers to build your presence



Message customers at scale

1. Use automation, live chat, or both to communicate efficiently with your customers
2. Guide the conversation with quick replies and buttons



Drive discovery

1. Use paid advertising solutions to open conversations (Ads that click to messenger)
2. Use paid advertising re-engage people (Sponsored message - can only be sent to people who you have an open, existing conversation with)

Four steps to get started

Plan

- Which Products
- What to do:
 - Pre-sales
 - Launch
 - After sales
- Project timeline

Create

- What do users experience in your Messenger
- Which Messenger developer you work with
- R&R, milestones & Deadlines

Connect

- How to work it into a campaign to drive people to your Messenger – Online and Offline

Optimise

- By evaluating the performance of our business metrics, you can learn what works and improve service over time
- Test & Learn; Expand and iterate

Facebook Live

Live streaming allows you to record and broadcast events, performances and gatherings in real time to your friends or followers. The stream can be watched by viewers from their mobile phone, computer or connected TV. Live streaming, which can be done through Facebook and Instagram, also lets your audience interact with you right away through features such as reactions, shares, and comments.

Why go live?

People are reporting more time spent on social media because of the pandemic:



800M+

Daily active users across Facebook Live & Instagram Live¹



10B+

Obroadcasts made since Facebook Launched Live video²



50%

Growth in Facebook Live viewers in the US from Feb 2020 to March 2020³



71%

Of those surveyed globally expected companies to communicate with them in real time⁴

¹ Facebook, Inc, First Quarter 2020 Results Conference Call, 29 April 2020. ² Facebook internal data, as reported in a Facebook post by Facebook App Head Fidji Simo, March 2020. <https://www.facebook.com/fidji.simo/posts/10156724429142063> ³ Facebook internal data, Q1 2020. ⁴ Facebook IQ source: "State of the Connected Customer" by Salesforce Research. (Survey of more likely to use messaging for product research, than the global average 8,000 people across AU, CA, CH, DE, ES, FR, GB, HK, IE, IN, IT, JP, NZ, SG, TH and the US) Apr 2018.

Facebook Live vs Instagram Live

Live streaming can be done by any business with a Facebook or Instagram account. Both platforms offer live broadcasting with similar and varied capabilities, as well as diverse audiences based on the unique value of each app. Some key features are listed below:

		
Live scheduling	✓	
Branded content handshake	✓	
During and post-live amplification	✓	
Live polling	✓	
Live with high-end equipment or API	✓	
Native donate button	✓	✓
"Live With" functionality	✓	✓
Live Q&A		✓
Post to Stories		✓

How to get started

If you have a Facebook or Instagram account, you can set up live streaming using just your smartphone and a strong internet connection. For high production quality, stand-alone video cameras and streaming software can also be used (Facebook only).

BEST PRACTICES:

✓ Do



1. Engage with your audience

Actively respond to your viewers' reactions and comments during the broadcast.

Some techniques to drive healthy engagements:

- Say hello to commenters by name and reply to their comments.
- When possible, bring audience questions or comments into the broadcast itself by answering questions on-air.
- Pin great comments to the top of the chat.
- Going Live from an event? Encourage event participants to engage with the audience via the live comments.



2. Be creative

Try different types of broadcasts to keep your audience engaged. Try different phone or camera orientations, broadcast durations, and formats to see what works best for you.

Some ideas for your live broadcast include:

- Product launches or reviews
- Games, awards and contests
- Q&As or AMAs (Ask Me Anything)
- One-on-one interviews
- Tutorials and training sessions
- Event coverage



3. Be mindful before, during, and after

BEFORE ▶

- Test your camera, audio equipment and internet connection. Ensure you have a backup available.
- Give people advance notice through organic or sponsored posts to maximize your reach.
- Ask your audience to submit questions, topics and suggestions of what they're interested in — conduct a poll on your newsfeed or post a call to action in your Stories.
- Limit potential distractions.
- Use a tripod or stabilizer for a steadier shot.
- Maintain a consistent schedule, ideally at peak periods, so your viewers know when to expect you.

DURING ▶

- Maintain eye contact with the camera, not the screen.
- Engage with your audience.
- Get someone on site to monitor your stream and help solve problems.
- Consider using on-screen text to help new viewers.
- At regular intervals, introduce what's happening to people just tuning in and repeat your basic message.
- Share or embed the live stream on pages, groups, and websites you manage.
- Turn on comment moderation for a positive community experience.

AFTER ▶

- Save the Live to your Camera Roll and re-share as on-demand content in your Feed, Stories, or IGTV.
- See how your live video performed in the insights section of Creator Studio.
- Assess your performance and identify areas for improvement.



4. Measure results

The impact of your live stream can be measured in a number of ways, depending on your objective.

AWARENESS ▶



Audience

- Unique viewers
- Peak live viewers
- 1-minute video views
- Top audience
- Top location

Brand Lift Tests

- Percentage point lift
- Positive people impacted
- Cost per positive people impacted

CONSIDERATION ▶



Engagements

- Reactions
- Comments received
- Messages

CONVERSION ▶



Conversion Lift Tests

- Lift in conversion
- Cost per incremental conversion
- Return on ad spend (ROAS) based on incremental sales



5. Promote your live sessions

Beyond the broadcast, think of how Live fits into your overall strategy and how you can use it to drive business outcomes. Here are some of the ways you can promote your broadcast*:

*Available on Facebook and Instagram unless otherwise stated.

Schedule your broadcast

Schedule your broadcast up to one week in advance to notify your audience and to more easily connect when your stream begins. As soon as a live broadcast is scheduled, an announcement will be published to your page.

Event ads

Facebook events give your virtual events a presence on Facebook. You can help drive attendance by using event ads to promote your events on Facebook News Feed.

Countdown Sticker*

Use the Instagram Countdown Sticker in Stories to remind followers to tune-in. Followers can opt into a notification when it's time to tune in, as well as share your countdown sticker on their story.

*Instagram only.

Stories

Drive real-time action ahead of the broadcast by promoting it on Stories.

Collection ads

Each collection ad features a primary video or image with four smaller images below in a grid-like layout. You can use this format to highlight the products to be featured in the live stream.

Boost while live

Target broadly and optimize your video views for reach. Choose the "Accelerate delivery" option to optimize for efficiency over the life of a campaign.

Live With*

Go Live with a business partner, creator or fan. Using Live With prompts a notification to your collaborator's followers so it's a great way to reach new audiences.

*Available on mobile only.

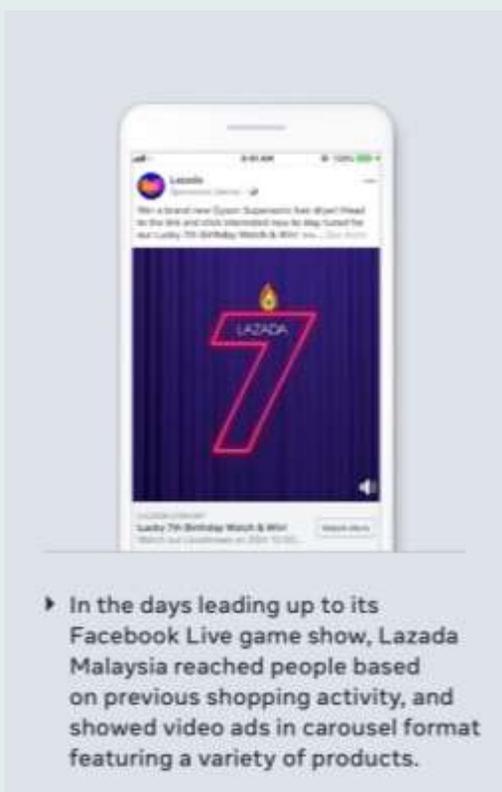
Retarget live viewers

Reach out to those who watched your stream and reward them with coupons or promo codes.

Branded content handshake*

Once your stream has concluded, you can partner with an influencer or publisher to promote your video. When posting branded content, tag brands by selecting the "tag sponsor" option.

*Facebook only.



BEST PRACTICES:

⊗ Don't



Don't be late

If you don't show up on time, viewers might wonder if the stream has been cancelled or if they tuned it at the wrong time. Worse, this may give people the chance to rethink their decision to watch.



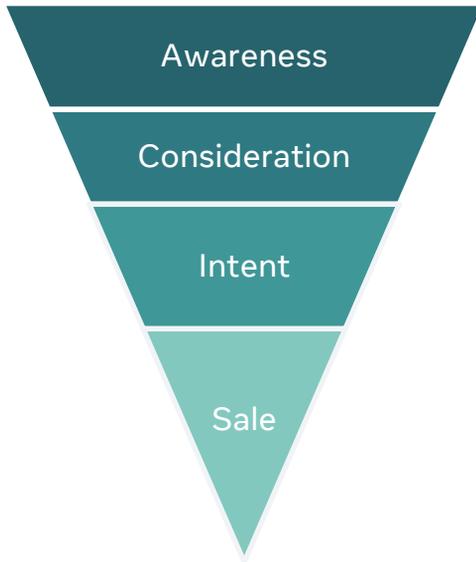
Don't violate intellectual property rights

If you're using any music, photos, or video clips in your broadcast, make sure you've secured permission to use them. Some content owners may require you to pay a fee before granting permission.

To learn more about Facebook's policies on intellectual property, visit <https://www.facebook.com/help/>

What we've seen work

Live works across the funnel



Marketing Objective

Use Case

Brand Value / Purpose

- Drive Brand Awareness
- Product Launches

Product Value / Purpose

- Experience the product
- Showcase key features

Trials / Preference

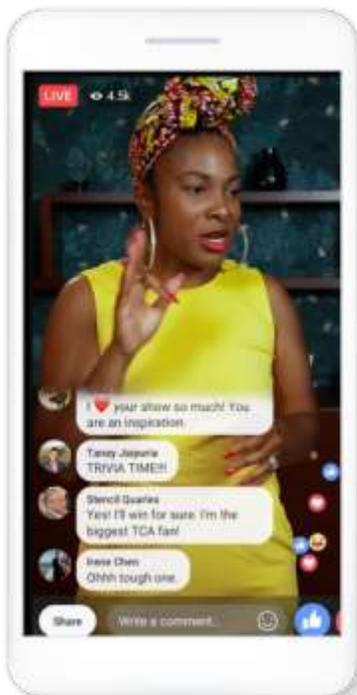
- Interaction with audience
- Website Traffic

Purchases

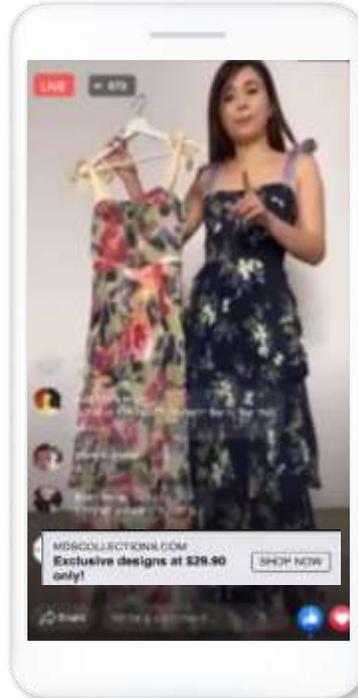
- Website conversions

Leverage FB Live to move people through the funnel

FB LIVE
for awareness



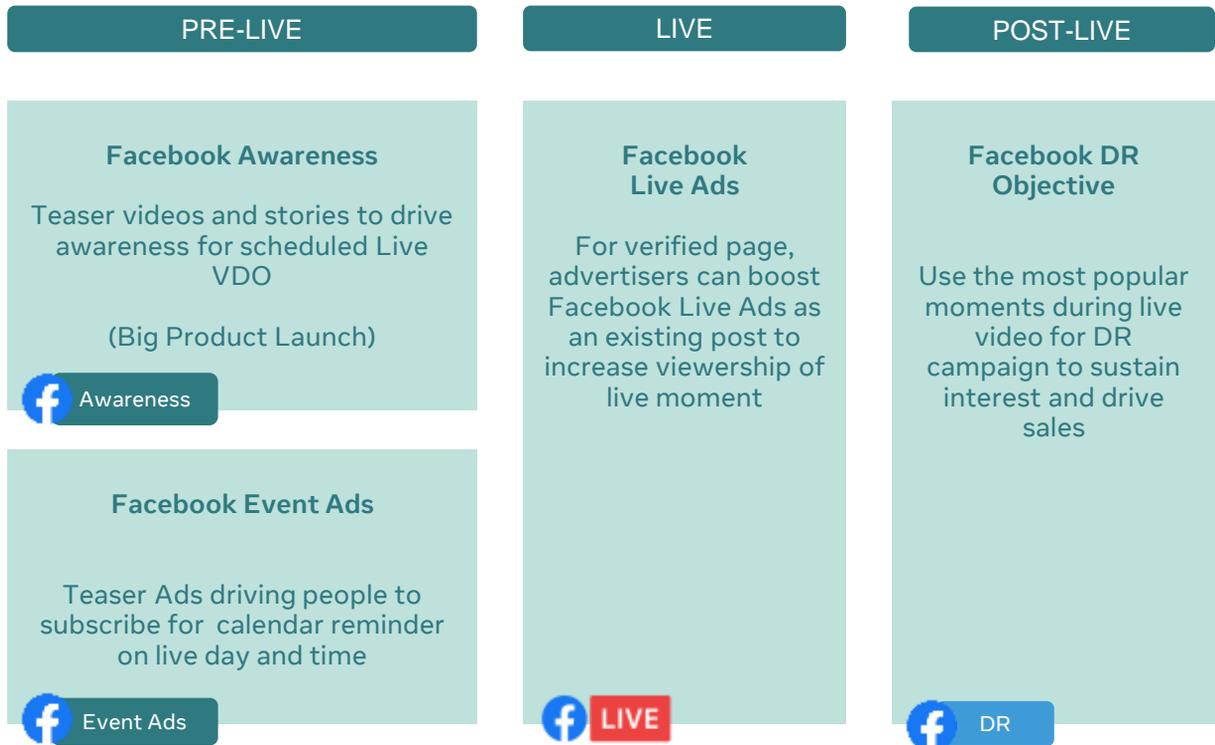
FB LIVE
for customer acquisition



FB LIVE
for shopping



Full Funnel Campaign Structure for Facebook Live



Driving Brand Awareness with Facebook Live

► M150 (THAILAND)

Boosting brand and event awareness with Facebook Live

The energy drink company ran photo and video ads to raise awareness in Thailand for a boxing match it sponsored and would stream via Facebook Live, receiving over 4.7 million video views.

14 mil
people reached

4.7 mil
video views

1.2 mil
people watched
the fight on
Facebook Live



Driving Interaction with Facebook Live

► TOKOPEDIA (INDONESIA)

Boosting engagement with Instagram Live and Stories

To boost engagement, the Indonesian e-commerce platform used Instagram Live alongside ads in Instagram Stories for the first time, which doubled sales for products featured in the campaign.

2.2x
increase in
unique
store visits

67%
increase in
product
page views

3.1x
increase in online
store visits for
featured brands



Driving Sales with Facebook Live

Case studies

► TESCO MALAYSIA

Boosting sales with Facebook Live

The well-known supermarket chain hosted a Facebook Live event to drive awareness and promote its Chinese New Year product selection, reaching over two million people in Malaysia and increasing sales by 11%.

2 mil
people
reached

11%
increase in sales
year-over-year

60,000
viewers with the
help of ThruPlay



A photograph of a man with a beard and short brown hair, wearing a white button-down shirt. He is smiling broadly, looking towards the right side of the frame. The background is blurred, showing what appears to be an office or library setting with bookshelves. The overall tone is warm and professional.

04

Cross Border Business - Best Practice on Localisation

Cross Border Business Best Practice

People around the world are more connected than ever before—to each other and to businesses as well.

It is therefore important for advertisers to get key insights about local shopper behaviours and motivations when entering into a new market and developing a growth strategy within a market.

Hence we would like to share some best practices when considering running cross border business and key tips on localisation such as importance of seasonal insights, local creatives and also local case studies to enable the cross-border journey which could bring brands to a closer world.

Insights & Solution to win in 2020 (India)

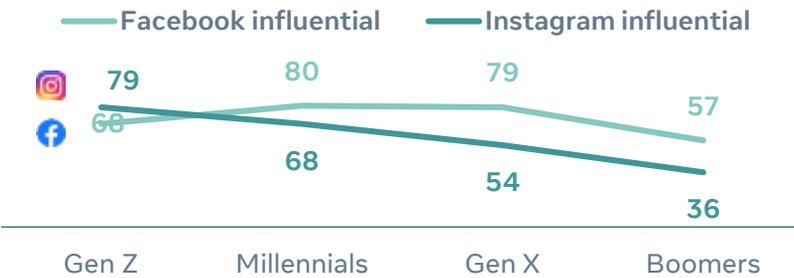
- 1) Digital dependence: Indians discover and purchase their favourite brands on Facebook family of apps
- 2) Rise of experiences : Virtual experiences & “made for social” videos inspire action among festive shoppers
- 3) New content equation: Authentic & vernacular content resonates with festive shoppers
- 4) More messaging: Indians prefer messaging businesses during festive shopping

Local Insights

From Discovery to Action, Facebook influences every stage of the Purchase Journey

Shopping habits of Gen Z and Millennials are influenced by Facebook and Instagram

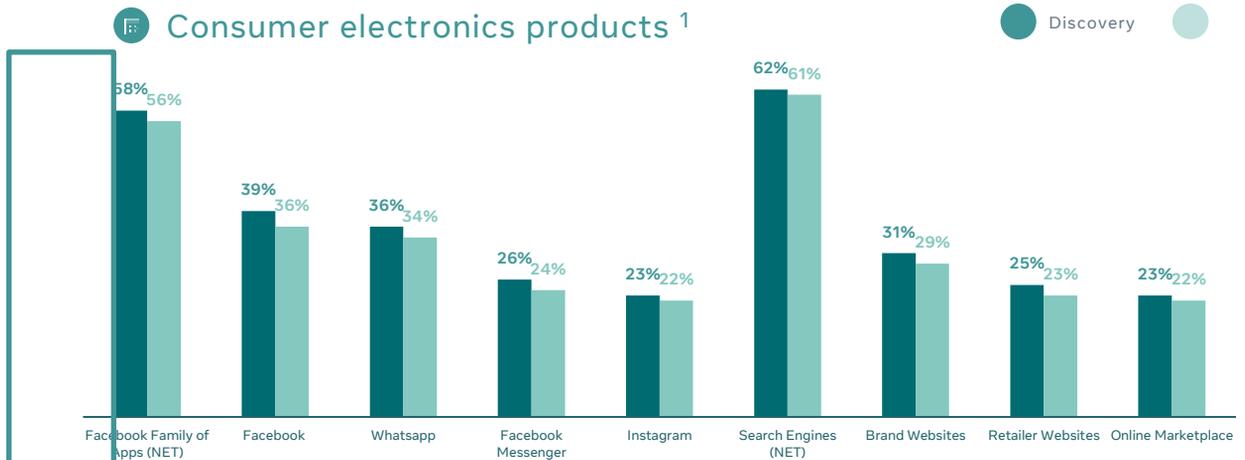
Gen Z's shopping is more influenced by Instagram
Facebook has influence across age groups



Influence of Facebook and Instagram in Diwali shopping

*Early shoppers defined as Diwali shoppers who start in September or before (Q101)
Source: YouGov Report, India; Base (Diwali Shoppers): All (1,260) aged between 18-64 years; Mobile shoppers (1,032); Early shoppers (202); High spenders (409).; 21st October 2019- 4th November 2019 ;Question . How influential is Facebook/Instagram in your holiday shopping?

Indians say Facebook family of apps is a major source of discovery and evaluation.



Source: Consumer journey survey by Kantar Profiles (Facebook commissioned online survey, India, 1030 respondents aged 18-64, 2020, 1.) Consumer Electronic Products

Full-Funnel campaigns on Facebook

FBB created an interactive web series on Instagram Stories during Durga Puja to drive in-store sales¹



28%

increase in coupon redemption rate from Instagram campaign

20K

Store visits led by IG campaign

Vodafone Play drove app installs with Facebook awareness and conversion campaigns²



43%

Lift in installs

38%

Lift in registrations

Honda drove car sales with awareness and conversion campaigns on Facebook³



4X

ROAS

45%

Lower cost per lead than other digital platforms

Pumping up sales with simultaneous Facebook ad campaigns⁴



50%

Increase in sales for MuscleBlaze

11pt

lift in ad recall

Source 1: FBB <https://business.instagram.com/success/fbb/>;

2 Vodafone: <https://www.facebook.com/business/success/vodafone-play> ;

3. Honda: <https://www.facebook.com/business/success/honda-india>

4. MuscleBlaze: <https://www.facebook.com/business/success/healthkart>

INSIGHT 1

Indians discover and purchase their favourite brands on Facebook family of apps

TAKEAWAYS

- Mobile influence has increased in the recent times
- Facebook family influences the entire consumer purchase funnel

SOLUTIONS

- Build full funnel campaigns on Facebook
- Leverage Single-Day-Reach-Frequency plans (SDRF) for high impact

Creative Insights

Digital Videos continue to influence buying behaviours during Festive seasons

Video is a near universal activity for festive shoppers

Post or watch video online during festive season¹

89%

In social media feeds (Facebook, Instagram)

Video viewing habits on Facebook family²

 22%

Watched something on Facebook Live

Increase in Live viewing in the recent times³

60%

increase in Live views in a week on Instagram (in Mar'20)

75%

In stories (Instagram)

 20% 19%

Created or viewed a Story Watched something on IGTV

33%

of 18-34-year-old watched a live stream since the beginning of the pandemic⁴

90%

On messaging services (WhatsApp)

 20% 20%

Sent a video Made a video call

Source: YouGov Report, India; Base: Total sample (1,585); ; aged between 18-64 years; 21st October 2019- 4th November 2019, Q4 2019 ; **Question 1:** There are now many ways you can watch and share video online. In which of the following ways do you watch or post video online? Please select one response in each; **Source 2:** GlobalWebIndex ; India ; All Internet Users 18+; **Options:** Mobile ; **Waves:** Q4 2019 ; **Question:** On Facebook Messenger, which of these have you done in the last month? ; **Question:** On Instagram, which of these have you done in the last month? ; **Question:** On Facebook, which of these have you done in the last month? ; **Source 3:** Facebook India Data, India, Aged 18+ , Week ending March 28 vs Week ending March 17, 2020

Virtual experiences and product demo videos influence purchases during festive season

Shoppers like to see videos which help them with gifting ideas and uplift their mood²

I like to see videos that...

47%

Give me new ideas about gifts to buy

Not just about mood lifting, videos and virtual experiences drive purchase¹

Virtual Experiences on the rise in the current times

With social distancing, mobile consumers will want to limit store visits for after-sales service



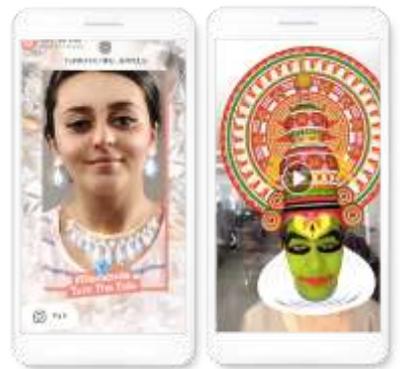
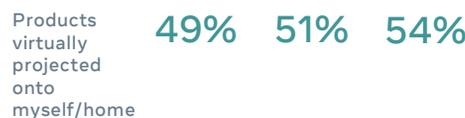
46%

Get me in the mood for holiday



44%

Emphasize families



Source: YouGov Report, India; Base (Diwali Shoppers) ; aged between 18-64 years; 21st October 2019- 4th November 2019 ; All (1,260); Shop in each category - Clothes and accessories (803); Health and beauty (481); Home and garden (324).; **Question 1:** Considering purchases you make over the holiday season, which of these would help you decide on purchases?; **Question 2:** Please select all that statements below that accurately complete this sentence for you. At this point in the holiday season, I like to see videos that...

INSIGHT 2

“Made for social” videos and new experiences inspire action among festive shoppers

TAKEAWAYS

- Video is on the rise. During festive season, people look for content to uplift the mood.
- People are turning to virtual experiences in the current times

SOLUTIONS

- Leverage Instream for your video ads
- Create virtual experiences through AR solutions
- Get consumers involved through interactive playable ad formats

Instream for Impact

Drive brand impact with Instream ads on Facebook

Instream

Aashirvaad Atta leverage Instream for brand impact¹



16pt

Lift in ad recall

Vodafone Thumbstoppers on Instream²



3.7X

Ad recall and uniqueness scores vs norm

3pt

Increase in message association

2.7X

Intent score vs norm

Source:1.)Aashirvaad Atta<https://www.facebook.com/business/success/aashirvaad-atta>; 2.) Vodafone: Mechanism/Methodology: Instream ; Brand Lift Study

Partner with empowering AR

Let consumers engage with your products in 360 degrees through AR experiences.

AR FILTERS

AR ADS

Source: Vivo: <https://www.facebook.com/business/success/vivo-india>

New Vivo v19 unboxed through AR



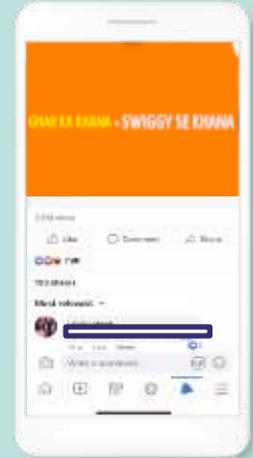
+9.5pt

Ad recall vs Vertical norm 6.3pts

3X

CTR vs historical average

Swiggy drove awareness of "Add-on" brand campaign using AR



+3.3pt

Ad Recall

Involve consumers with Interactive Ads

Drive consumer involvement with polling ads

Gamify communication with playable ads

Playable Ads

Polling Ads

Source: 1.) OnePlus: <https://www.facebook.com/business/success/2-oneplus>

One Plus launched new phone using Facebook playable ads¹



+3.9pts

lift in brand awareness over previous campaign

4.7 pts

lift in ad recall over previous campaign

Uber Playable ads for world cup campaign



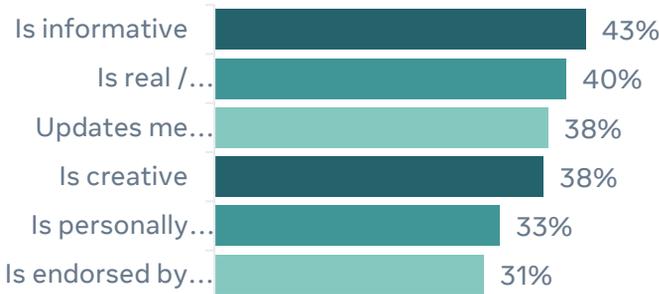
Content Localisation

Festive Shoppers seek authenticity and influencers can lend that to brands on Facebook & Instagram

Shoppers seek authenticity

Last year, festive shoppers in India wanted real, authentic and informative content, as much as sales/offers¹

Shoppers like to see content that...



Source: YouGov Report, India; Base (Diwali shoppers): All (1,260) aged between 18-64 years; 21st October 2019- 4th November 2019 ;Question 1. What types of activity from brands/businesses would you like to see on Facebook or Instagram during the holiday season?Source 2:IPSOS Instagram report

4/5 people associate brands on Instagram to be authentic²



Influencers are on Instagram, and play a key role in influencing shopper decisions

64%

users on Instagram as it allows interaction with Influencers ¹



Influencer videos influence purchases during festive season²



Videos of influencers demonstrating products

Category	Percentage
Clothes and accessories	46%
Health and beauty	52%
Home	46%

Passion seekers watch video content posted by influencers on Instagram³

40%

follow Technology content posted by influencers on IG

Source 1: IPSOS Instagram study; India; 18+, Source 2: YouGov Report, India; Base (Diwali Shoppers) ; aged between 18-64 years; 21st October 2019- 4th November 2019 ; All (1,260); Shop in each category – Clothes and accessories (803); Health and beauty (481); Home and garden (324).; Source 3.IPSOS Instagram study; India; 18+ (1500 users) For each of the topics you are interested in, what do you use Instagram for?

Vernacular content resonates well with Indian shoppers

Indians prefer vernacular ads while shopping

68%

Prefer to see advertising in their local language¹

51%

Think its important to have information in their local language while shopping²

Source: YouGov Report, India; Base (Diwali Shoppers) aged between 18-64 years: All (1,260); . 21st October 2019- 4th November 2019 ;

Question 1. Do you prefer seeing advertising in your local language when shopping for the holiday season?

Question 2. How important is it to have all information available in your local language, when shopping for the holiday season?



INSIGHT 3

New content equation: Authentic & vernacular content resonates with festive shoppers

TAKEAWAYS

- Influencers can influence purchases during festive season
- Vernacular content resonates well with Indian shoppers

SOLUTIONS

- Leverage Branded Content Ads to partner with authentic voices and achieve scale
- Leverage Interest targeting to reach audience preferring local language content

Build authentic connections leveraging influencers

Branded content ads help scale authentic influencer content

Branded content ads

Source: Facebook BLS Lift studies.

Hyundai Aura launched with Influencers using Branded Content Ads on FB and IG Platforms



+4.6pt Awareness **+3.7pt** Favorability

Vernacular Ads drive resonance with shoppers

Interest targeting

Dynamic Language Optimisation

Measurement in local languages

5 Star personalised campaigns at scale with local language content for their new 'Do Nothing' campaign



Three markets with stat sig lifts of +2.7, +3.4, +3.6 in ad recall

Create a Story and a Theatre with Ads - automatically!

Packaging is at least as important as the Product. Give the most powerful boost to your Digital Ads!

True blood Dynamic Ads

Most relevant Ads to trigger the highest intent amongst the Shoppers

A/B Test & Ad Refresh

Machine-learning driven A/B Testing across ad creative elements and automatic Ad Refresh to avoid Ad Fatigue

Temporal and Spatial

Incorporating temporal and spatial variables in the ad dynamically - to improve the response rates



Truly Local:

engage Shoppers in their local language preferences. Take hyperlocal beyond just campaign structures. Unlock the real value with localized messaging!

1000s of Localized Ads

Automatically generate Ad Messaging across 100s of languages as per the Area preferences - in matter of minutes

Engage across Ad-Types

Engage users across Text, Image and even Video Ads - all generated automatically by the system at scale!

Meet Brand Guidelines - always

All templates will be pre-approved by the Brands. And changing a template or introducing a new template across Campaigns is a few hours job and not days!

INSIGHT 4

More messaging: Indians prefer messaging businesses during festive shopping

TAKEAWAYS

- Purchases are more likely to increase when consumers have a more easier and direct connect with brands

SOLUTIONS

- Lead Ads to connect with quality customers
- Handhold purchase process through Click to Messenger, Click to Whatsapp

People are turning to messaging to connect with businesses

Among consumers in India¹:

75%

have used a chat or messaging app

62%

have tried a new messaging or chat brand or provider for the first time

77%

have used a messaging service to contact a business

57%

have used a messaging service to contact a business for the first time

90%

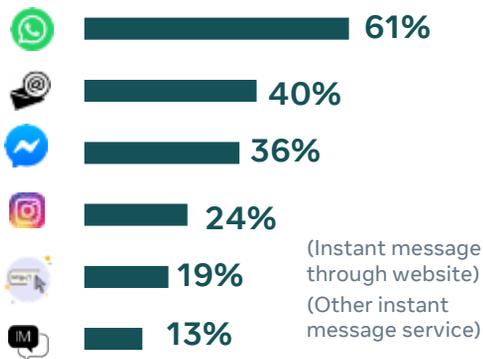
of conversational commerce within social and messaging happens on Facebook family²



Facebook IQ Source: Industry Micro-Shifts Monthly Tracker by Kantar Profiles (Facebook commissioned online survey of 2,001 online general population respondents per wave, ages 18+, India, Wave 1, May 2020): Question 1: In the past four weeks at the time of the study fielding period (May 2020) 3) Among those who engaged in behavior since the COVID-19 pandemic started ; Question 2- How do Internet Users Worldwide Use Mobile Messaging to Interact with Businesses?" (Australia, Canada, Denmark, France, Germany, India, Singapore, Sweden, UK, US) August, 2019.

Messaging services are used primarily as a means to provide a frictionless shopping experience during festive season

Whatsapp is the most used service for messaging during festive¹
 Services used to message businesses



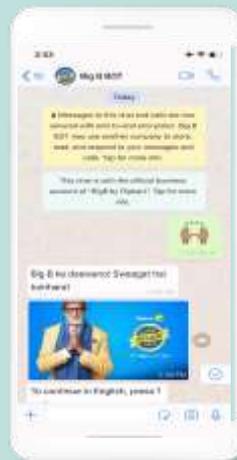
Commerce happens through messaging during festive season²
 Reasons for using a messaging service



Assisted selling on Whatsapp and Facebook

Lead Ads
 Click to Whatsapp
 Whatsapp API

Flipkart created a conversational experience with ads that click to WhatsApp¹



3.5X
 More conversions (compared to not using whatsapp)

\$2.5M
 In attributable revenue to ads that click to whatsapp

NoBroker used WhatsApp business API for automated property listings²



20X
 Annualised return on investment through cost savings

2.8X
 increase in properties let out or sold

Source:
 1.) Flipkart: <https://www.facebook.com/business/success/flipkart>
 2.) NoBroker: <https://www.facebook.com/business/success/nobroker>

Are you ready for
the launch?

Start Now!



Checklist

SMART MEDIA



Solve for a business objective

For an Always-on Strategy, use a combination of campaign objectives to increase the reach of your most valuable audiences to maximize the effectiveness of your advertising on Facebook

Do not just focus on growing fans, likes, comments or shares

Use reach as a growth driver

In general use broad targets that drive scale (e.g. Women 25+)

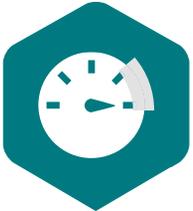
If segmenting is necessary, ensure aggregate targets drive **total reach**

Align Creative to target groups when relevant



Use the right buying route and optimization goals to deliver your business goals

Reach minimum 50-60% of your audience over the campaign period,
with adequate frequency (minimum 2 per week)
Optimize for conversion if there is a DR goal.



Let Machine Learning work for you

Choose the right campaign objective that matches your business objective. Optimise reach & ROI by opting in to automatic placements, campaign budget optimization.

THUMB STOPPING CREATIVE



Think Mobile First

Focus on Best Practices aligned to your business objective
Think about creatives that are Mobile First – Mobile Optimised

BUSINESS OUTCOMES



Measure to Learn & Improve

Measure Business outcomes, not social metrics

Plan the Measurement goals in advance

Use measurement outcomes to inform your business decisions

Build learning agenda - test, learn, and iterate

06

Useful Resources

For Research, Inspiration & News

Reach The World On Facebook

<https://reachtheworldonfacebook.com/>

Facebook IQ

<https://reachtheworldonfacebook.com/Insight>

Cross Border Insights Finder

<https://www.Facebook.Com/Iq/Tools-resources/Cross-border-insights-finder>

Facebook Business Blog

<https://www.Facebook.Com/Business/>

Instagram Business Blog

<https://Business.Instagram.com>

Audience Insights And Facebook IQ Research

<http://Insights.Fb.Com>

For Educational & Practical Information

Blue Print

<https://Reachtheworldonfacebook.Com/Learn/Courses>

Facebook Help Center

<https://www.Facebook.Com/Help/>

Facebook Ad Policies

<https://www.Facebook.Com/Policies/Ads>

Creative Inspiration

Facebook And Instagram Ads Guide

<https://www.Facebook.Com/Business/Ads-guide/>

Creative Hub

<https://www.Facebook.Com/Ads/Creativehub>

Mobile Studio

<https://www.Facebook.Com/Business/M/Mobile-studio>

For Finding Your Facebook Partners

Partner Directory

<https://www.Facebook.Com/Business/Partner-directory/Search>

Reseller

<https://Reachtheworldonfacebook.Com/M/Reseller>

Thank you

FACEBOOK     