SMARTLY.IO

eComm Advertiser: Navigating the COVID-19 Landscape

COVID-19 has impacted the way we live our lives, look at our health, and run our businesses in a very short time. In times like these, safety is the number one priority for everyone. At the same time, businesses need to react quickly to the changing landscape and change their strategies.

Smartly.io helps brands deliver personalized social advertising at scale.

We can help your business react fast to the changing consumer needs and shift your advertising efforts where it is most impactful.

- **Challenges in the supply chain causing operational pressure**
- **Activating first-time Online shoppers**
- **Constant change in demand for specific product categories**
- **Brands participating in the conversation**

eCommerce advertiser
Your COVID-19 checklist

Adjust your tone and consider first-time online shoppers

1. Messaging is everything at a time like this. Shift your focus from promotional messaging and offers to safety and comfort.
2. Due to social distancing and health concerns, people who are used to shopping in-store are now online. Responding to this shift and catering to their needs can make a big difference.
3. Communicate your availability, free shipping, or delivery times to ease the experience for first-time shoppers.

Automate promoting products where the supply chain is still intact

1. Supply chains are impacted by the circumstances and things can change fast. Leveraging automation to reflect these changes in your ads enables you to keep them going despite the potential challenges.
2. Use automation to reflect your inventory levels in your ads.

Prioritize products you can use at home

1. Consider increasing the budget for products that make people's lives easier and more comfortable in their homes.
2. Create product sets or priority ranking for the relevant products in your Dynamic Ads set-up.

Consider local differences in your messaging

1. Be mindful of the local authorities' instructions in your ad messaging
2. If you have special services or additional instructions for the immunocompromised, communicate these in your ads.

Revisit your Dynamic Ads setup

1. Check your catalog and pixel setup - required pixel events and product catalog fields, accurate availability data and match rates.
2. If you are not running Facebook Dynamic Ads, now is the time to start. As consumers are searching for the products they need online, the recommendation algorithm will bring up the most relevant products to people.

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Smartly.io can help
your brand react fast

Adapt
your ad creatives
fast at scale

Shift your creative and messaging to reflect the situation across your full product offering.

Highlight your value in a visually engaging, mobile-first way with our Image and Video Template solutions.

Localize
easily &
effectively

The situation differs dramatically per region, country or even city.

Customize your ads per location, highlight based on the local availability, delivery options or special instructions.

Automate
your actions &
optimization

React to the quick changes in demand levels and adjust your advertising efforts accordingly.

Automatically scale up your budgets based on results and pause under-performing ads.

Smartly.io is more than a platform, **we are an extension of your team.**

- Self-Serve
& Managed Service

- Performance
& Creative Expertise

- 24/5 Chat Support