



# Retail 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 this, safety is the number one priority for everyone. At the same time, businesses need to react quickly to the changing landscape and change their strategy.

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

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



**Budgets shifting from brick-&-mortar to online**



**First-time online shoppers activating**



**Constant change in demand for specific product categories**



**Brands participating in the conversation**

# Retail advertiser

## Your COVID-19 checklist

-  **Revisit Dynamic Ads setup**
  - ❑ Check your catalog and pixel [setup](#) - required pixel events and product catalog fields, accurate availability data, and match rates.
  - ❑ If you are not running Facebook Dynamic Ads yet, now is the time to start. As consumers are searching products they need online, the dynamic ads recommendation algorithm will bring the most relevant products to people.
-  **Consider local differences in your messaging**
  - ❑ Be mindful of the local authorities' instructions in your ad messaging.
  - ❑ If you have special services, instructions or shopping hours for the immunocompromised, communicate these in your ads.
-  **Tailor your ads to the first-time online shoppers**
  - ❑ Due to social distancing and health concerns, many people who are used to shopping in-store are now online. Responding to this shift can make a big difference to your business.
  - ❑ Messaging about your online options, availability, free shipping or delivery times can ease the experience and directing to your e-store.
-  **Use automation to promote offers and products where the supply chain is still intact**
  - ❑ Supply chain is impacted differently market by market and things can change fast. Leveraging automation to reflect these changes in your ads enables you to keep your ads going despite potential challenges.
  - ❑ If you have a product catalog in place reflecting the state of your inventory, utilize this in your ads to automatically communicate accurate availability.
-  **Prioritize advertising products you can use at home**
  - ❑ Consider putting more budget behind products that make people's lives easier and more comfortable in their homes.
  - ❑ Create product sets or priority ranking for the relevant products in your Dynamic Ads set up.

# Smartly.io can help your business react fast



## Adopt eCommerce best practices

We can get you up to speed with the best industry solutions.

Highlight special online options in a visually engaging, mobile-first way with our Image and Video Template solutions. Easily adopt messaging as needed by using our automation tools.

## Localize easily & effectively

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

Customize your ads for your local offering and target people based on store pickup availability, opening hours, inventory, delivery area or instructions.

## Get technical expertise & support

Get our experts to help to set up your catalog and pixel in no time.

Our Smartly.io team is very technical and we solve our customers set-up challenges on a daily basis. If you are not running Dynamic Ads yet, we can get you going fast.

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

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- Self-Serve & Managed Service
- Performance & Creative Expertise
- 24/5 Chat Support