

Shape Up Your Paid Social with



SMARTLY.IO

Creative and Ad Buying
Automation for Retailers



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1

Win the Paid Social Game with Smartly.io

Winning retailers move fast, leveraging both online and offline to disrupt the industry. In today's channel-agnostic world, customers want it all - the full sensory experience pre-purchase as well as the convenience of shopping with the click of a button. Retailers have no choice but to embrace paid social in order to bridge the gap between online and offline.

Revolutionize your paid social offering with Smartly.io technology to create engaging customer experiences at scale:



Onboard and unlock the power of online and offline data to enable omnichannel media strategies.



Re-imagine the storefront online with ad formats that bring your brick & mortar experience online, combining both branding and product discovery.

Half of US retail sales (\$2.5 Trillion) are digitally-influenced and...



...estimated to grow to **58%** by 2022

2

Disrupt the Omnichannel Landscape

More than half of all retail dollars in the US alone are influenced by digital, however, roughly **90% of sales still happen in-store**. Retailers must adopt omnichannel strategies – optimizing for both results in their online advertising. Our creative solutions and online and offline sales data help you reach your target audience in a visual, engaging and effective way to create rich ad experiences and drive intent to purchase:

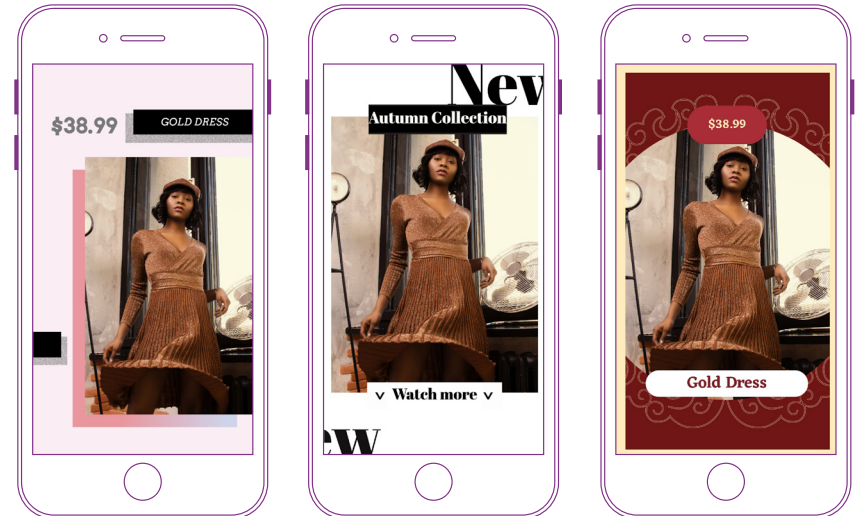
Local Advertising, Mass Reach

Use your store location data to localize ads. Promote your top products and feature best-selling products and promotions from national to store-specific level. Target sales per location based on cities, zip codes and coordinates. Make your digital storefront shoppable and have your ads synced with your inventory in real time.



Stand Out with Automated Retail Stories on Mobile

Stand out with your mobile discovery and experience with our creative ad templates. From Stories ads to personalized, mobile-friendly videos and high-performing Carousel ads, you won't need to break the bank to run a high volume of creative. You can even turn still images into video with a few simple clicks.



Drive Foot-Traffic and Sales

Smartly.io's platform and Facebook's Offline Conversion measurement capabilities track offline transactions driven by your ads. Target customers based on lifetime value and create lookalike audiences of your most profitable customers.

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Frávega Drives Foot Traffic From Facebook

Frávega, one of Argentina's leading electronics retailers with over 100 locations around the country, wanted to localize advertising to drive in-store sales.

Partnering with both Smartly.io and Facebook, Frávega identified stores with similar behavior in smartphone sales, so that external factors wouldn't impact their study.

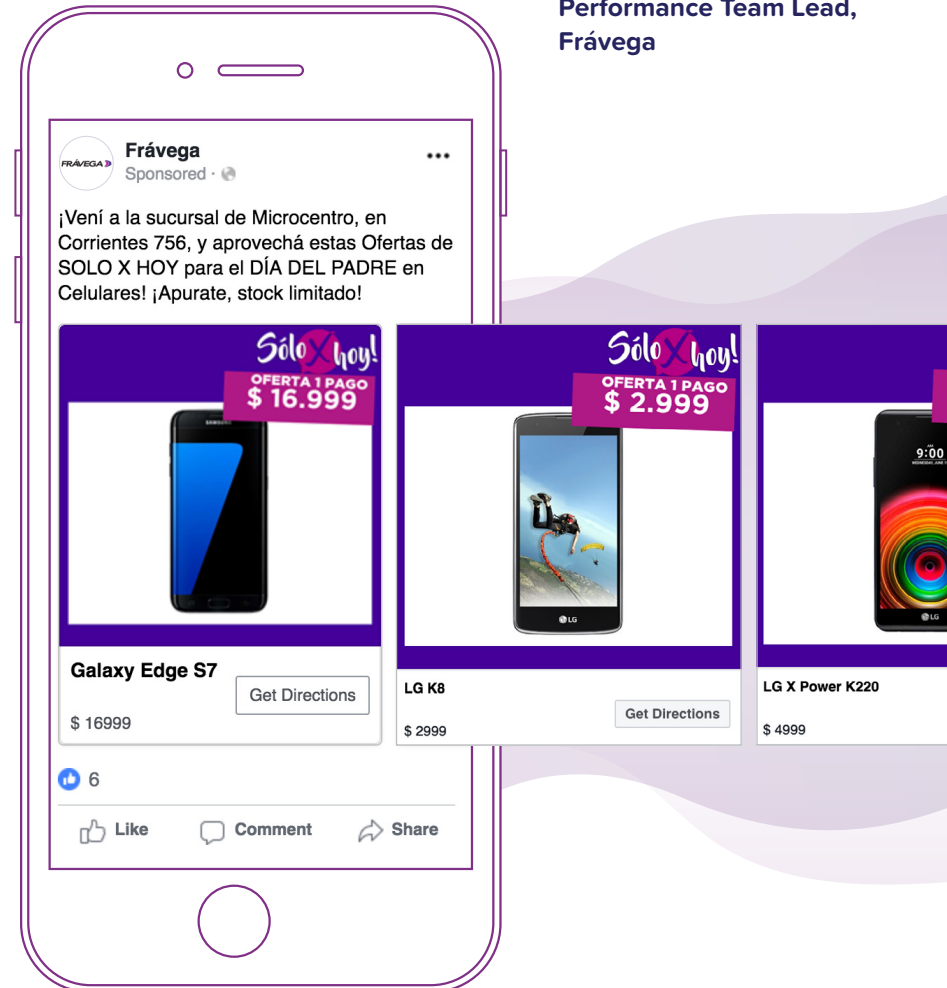
They ran a controlled test where two specific stores were geo-targeted with special offers in the smartphone category. These ads were created with Automated Ads and combined images from the feed with Dynamic Image Templates to show on-brand creatives, that rendered pricing based on the feed. Frávega saw a 3% lift in weekly smartphone sales as a result.

3% Lift in weekly smartphone sales



"Smartly.io's Video Templates solution brought us great results on Facebook - 49% lower CPA than with static images. We believe it's an excellent format to reach users with better quality ads and take full advantage of the branding impact of video."

Alejandro Fogaroli
Performance Team Lead,
Frávega



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Redefine Your Online Weekly Offers

Print circulars are a big part of retailers' marketing strategies, especially for grocery retailers where weekly offers are the norm.

Making this format work online can be difficult considering the different retail locations and sheer volume of products. Our Digital Circulars make targeting the right locations and audience at scale effortless since promotions can be customized for each location.

Unlock the power of hyper-localized offers with Smartly.io solutions:

Full-screen mobile experience for weekly store deals

Show directions to the nearest store

Target defined audiences based on interests, location, and key demographics

Optimize ads for store visits, store sales, web traffic or other objectives

Carrefour Italy

1370% ROAS by Recreating the Storefront Online

The image shows a smartphone screen displaying a Carrefour social media post. The post text reads: "Fino al 15 novembre fai una spesa online con consegna o ritiro per il giorno dopo e potrai vincere il tuo ordine! Scopri tutti i dettagli su: <https://vincilatuaspesa.carrefour.it/> See Translation". Three ad cards are overlaid on the post:

- Card 1:** "Vinci la tua spesa online" with a Carrefour logo and a truck icon. Text: "Fino al 15 novembre", "COMPRA ONLINE su carrefour.it", "Accedi al sito", "Buy Now".
- Card 2:** "Fai la spesa SU CARREFOUR.IT" with a computer icon. Text: "COMPRA ONLINE su carrefour.it", "Accedi al sito", "Buy Now".
- Card 3:** "Clicca SUL BOTTONE." with a computer icon. Text: "COMPRA ONLINE su carrefour.it", "Conferma il tuo ordine", "Buy Now".

Below the ad cards, the social media interface shows "Like", "Comment", "Share", and "159" likes. The bottom navigation bar of the app is visible.

+26% Conversion Rate

+27% CTR

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Walmart Brasil Takes Weekly Offers Online to Drive Offline Sales

Walmart Brasil struggled to bring their print ads to life digitally, including Facebook, as each region within Brazil featured different products on sale at varying price points. Utilizing Smartly.io's Automated Ads technology, the retailer created Digital Circulars with the same database as their print ad vendors - transforming them into Facebook Instant Experience ads and providing a new way for customers to redeem offers in-store across 16 regions.

48
seconds

Spent on average reading the offers

18%
of users

Looked up directions to the nearest store

30
minutes

Taken to create canvases automatically for hundreds of stores

65
times higher

Reach amongst the target audience with Digital Circulars

55
hours

Saved a week for Walmart had they otherwise created ads manually



"Smartly.io's Automated Ads allows us to communicate our offers to new customer segments - who now have an even bigger reason to visit our stores with promotions they receive on their mobile screens."

André Svartman
General Director of Marketing, Walmart Brazil



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A Partner and a Paid Social Platform for Retailers

Smartly.io is the partner of choice for retail brands who look to generate incremental revenue on paid social, including **Facebook**, **Instagram**, and **Pinterest**. We are a leader in social advertising automation combined with expertise and service, that help brands around the world automate their ad buying and creative production to drive transformative results.



“Our relationship with Smartly.io has been wonderful. I rarely fall in love with a partner, but the speed and quality of their work have been outstanding...”

Laura Joukovski
SVP Media + Analytics, TechStyle Fashion Group

ABOUT US



300
Smartlies
(and growing!)



17
Offices



700+
Brands



\$1.8
Billion in annual
ad spend



24/5
Live Customer
Support

Free onboarding

–
No annual contracts

–
Flexible service models:
managed and SaaS

OUR CUSTOMERS

FRÁVEGA

HelloFRESH

TechStyle[™]
FASHION GROUP

StubHub