SHOPPING ON INSTAGRAM

# SPEAKERS

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# AGENDA

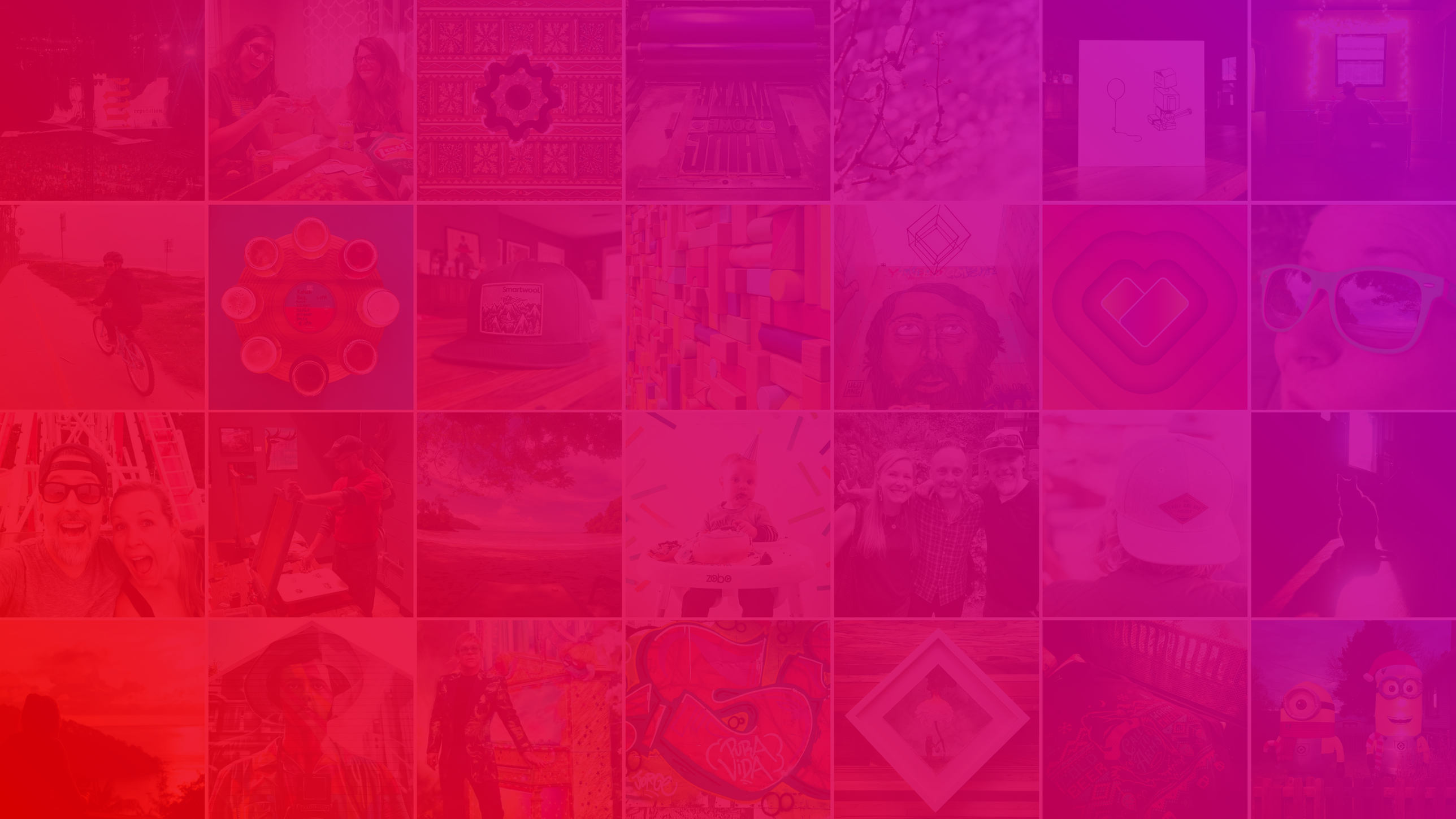
1. Shopping on Instagram
2. Checkout on Instagram
3. Shopping from Creators
4. How Can Feedonomics Help?
5. Q&A

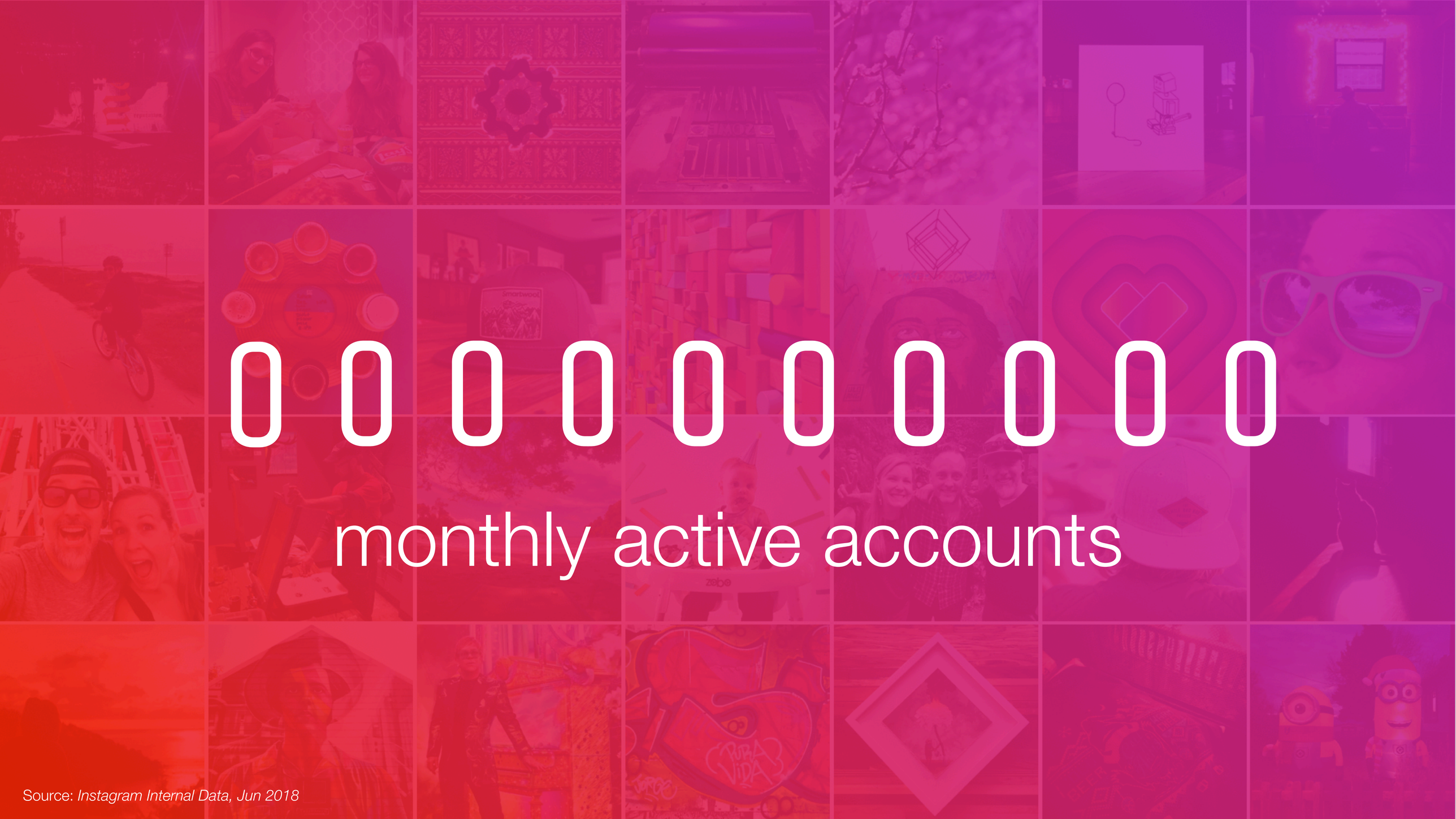
# SHOPPING TODAY

Imagery powers discovery

Creators spark inspiration

Mobile is key


Smartwool
zobo




Source: *Instagram Internal Data, Jun 2018*

# BRINGING YOU CLOSER TO THE PEOPLE AND THINGS YOU LOVE

INSTAGRAM IS WHERE PEOPLE

# LET BUSINESSES IN

80%

of people on Instagram follow a business[1]

~2 IN 3

people surveyed said Instagram is a place that enables interaction with brands[2]

Source: [1] Instagram Internal Data, May 2018
Source [2] ñProject Instagramò by Ipsos (Facebook-commissioned survey of 21,000 people aged 13ï 64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18ï 64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country

# PEOPLE WANT TO SHOP ON INSTAGRAM

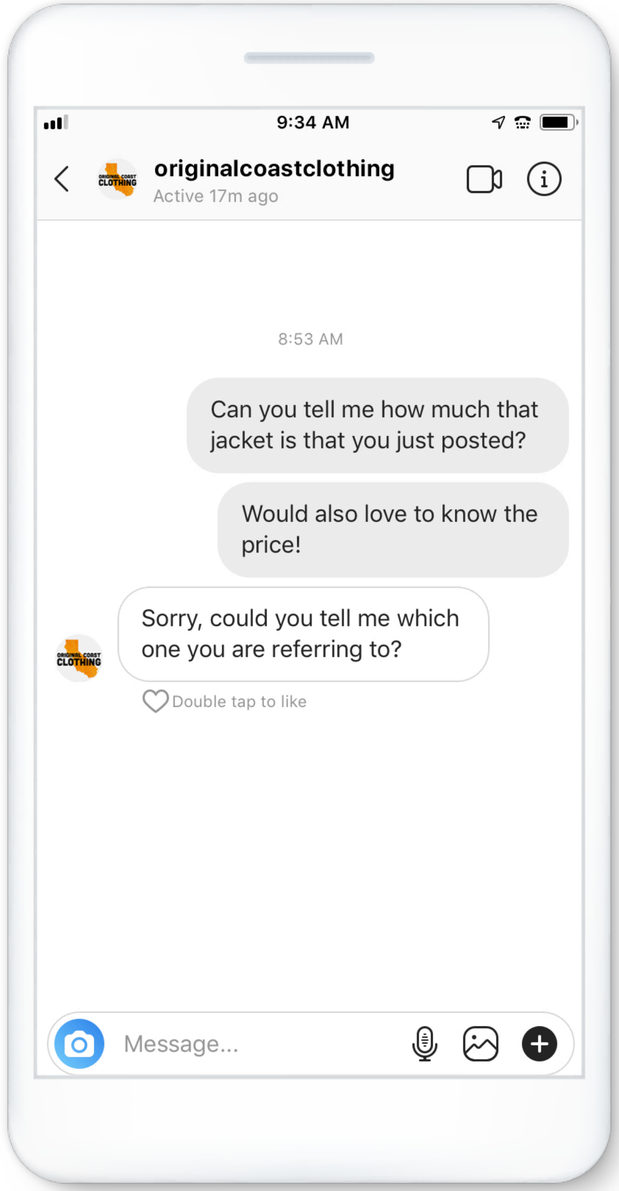
**83%**
discover new products or services

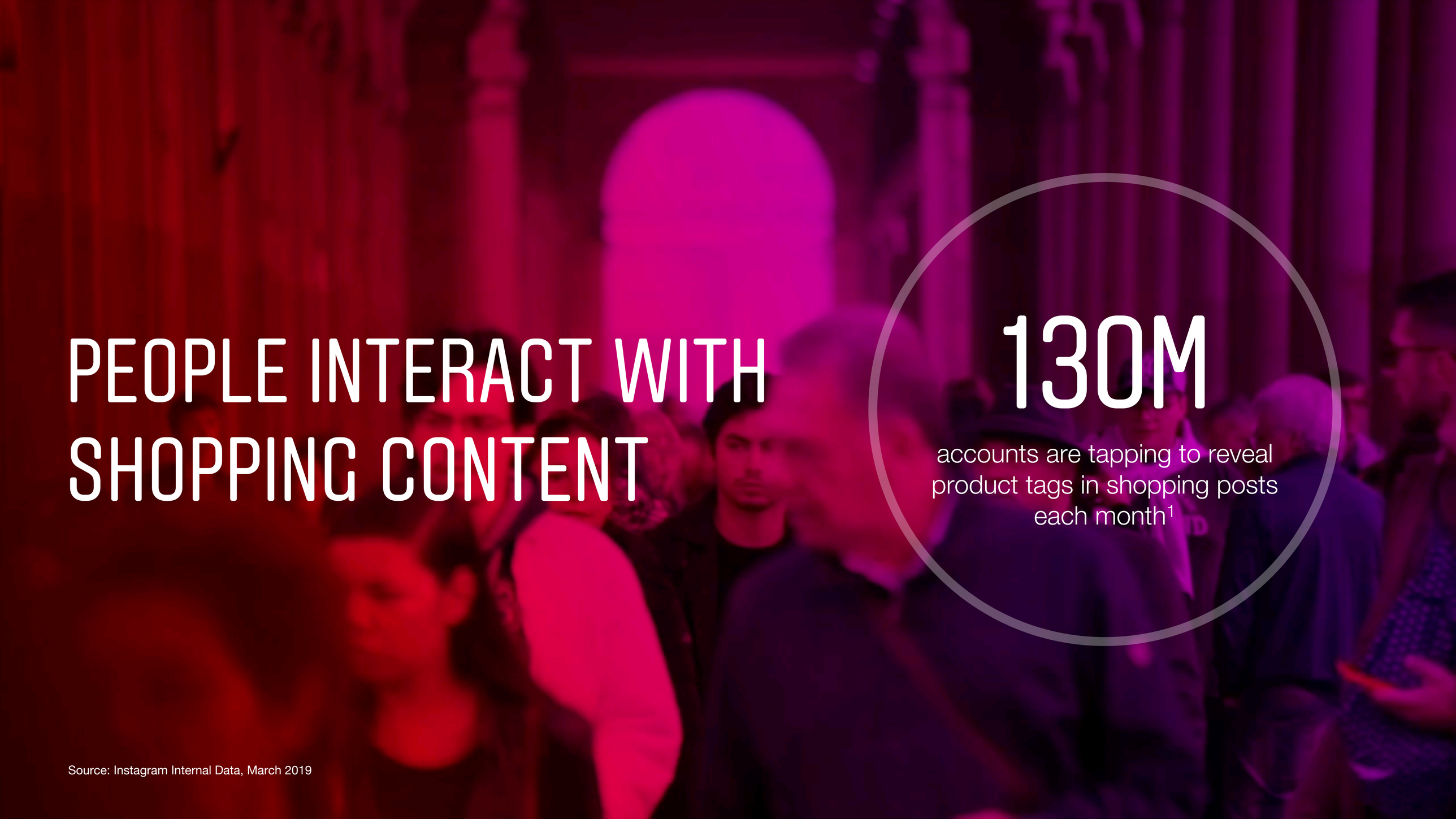
**81%**
research products or services

**80%**
decide whether to buy a product or service

Source: ñProject Instagramò by Ipsos (Facebook-commissioned survey of 21,000 people aged 13ï 64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18ï 64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country.

# CREATING A BETTER SHOPPING EXPERIENCE





# PEOPLE INTERACT WITH SHOPPING CONTENT

130M

accounts are tapping to reveal product tags in shopping posts each month[1]

Source: Instagram Internal Data, March 2019

# TRY SHOPPING ON INSTAGRAM TODAY

## SIMPLIFY

the shopping experience

## TELL A STORY

that incorporates your brand identity and products

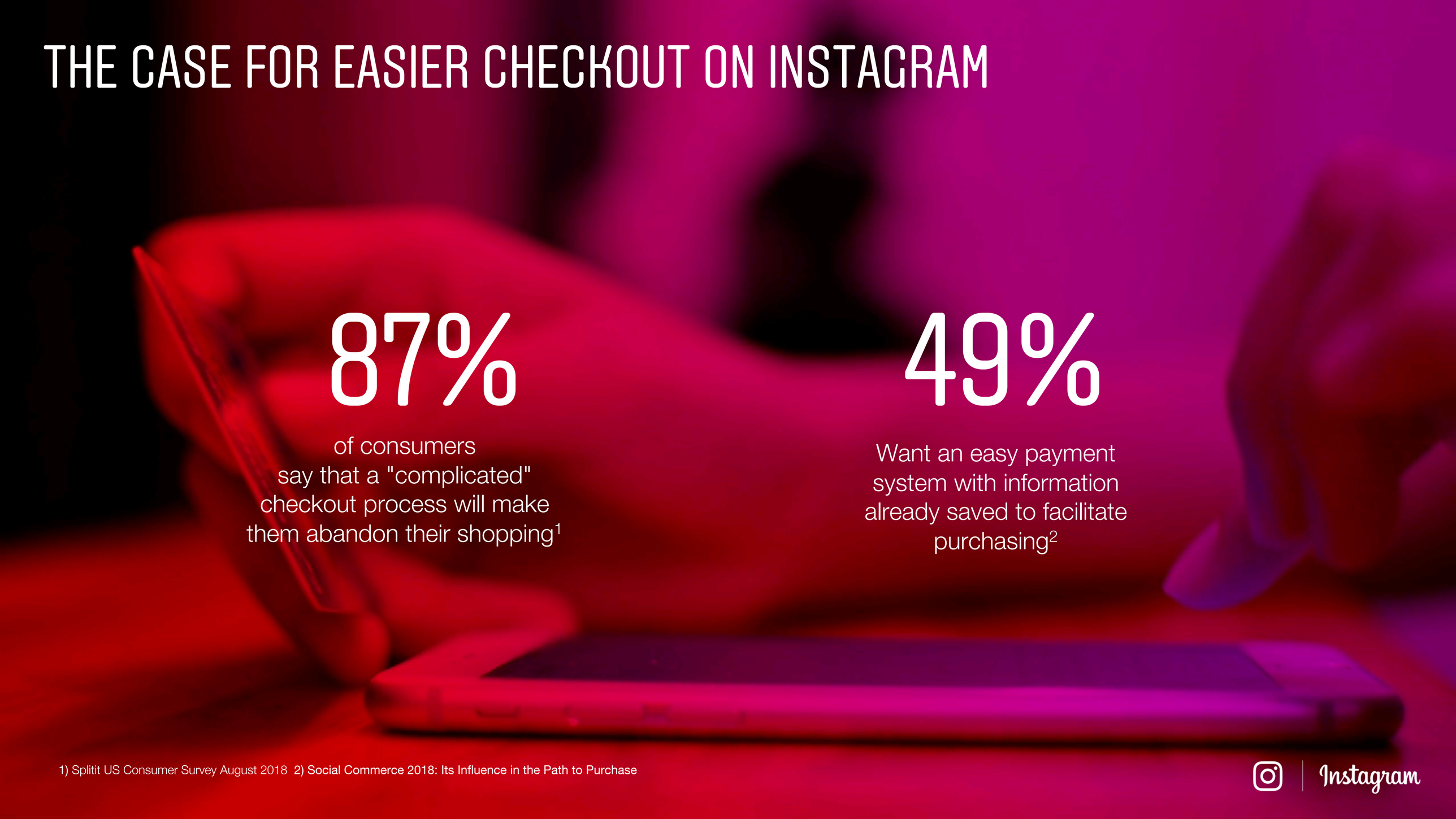
## SCALE

your current audience and new shoppers with your product

# ANNOUNCING CHECKOUT ON INSTAGRAM

Instagram

# THE CASE FOR EASIER CHECKOUT ON INSTAGRAM



**87%**

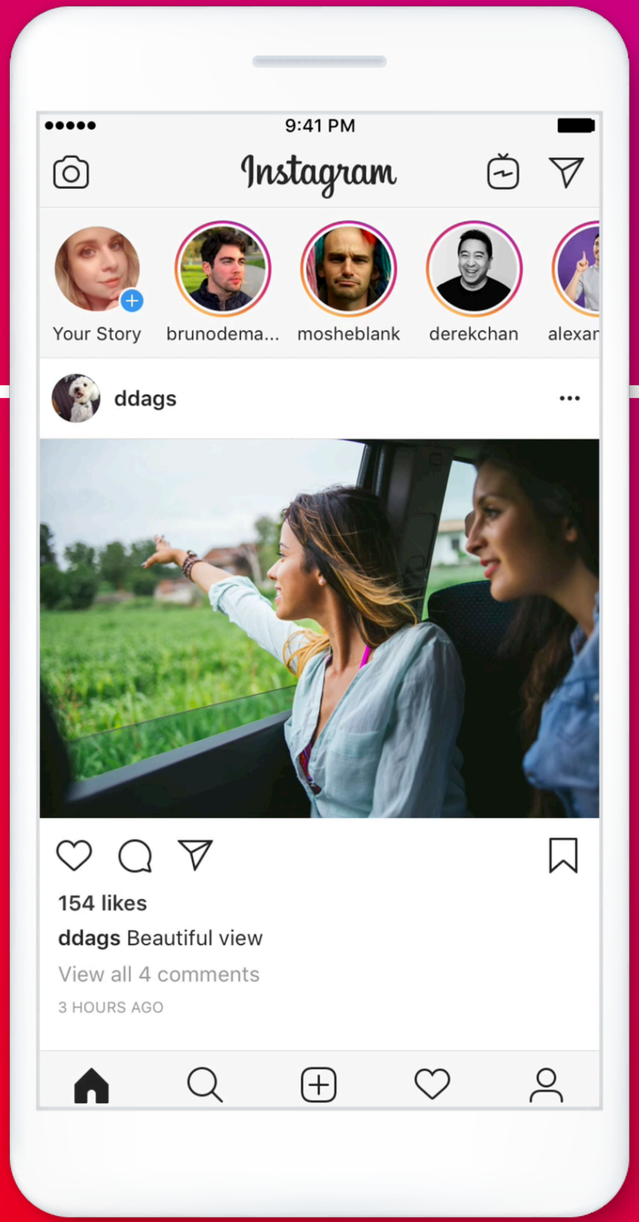
of consumers
say that a "complicated"
checkout process will make
them abandon their shopping[1]

**49%**

Want an easy payment
system with information
already saved to facilitate
purchasing[2]

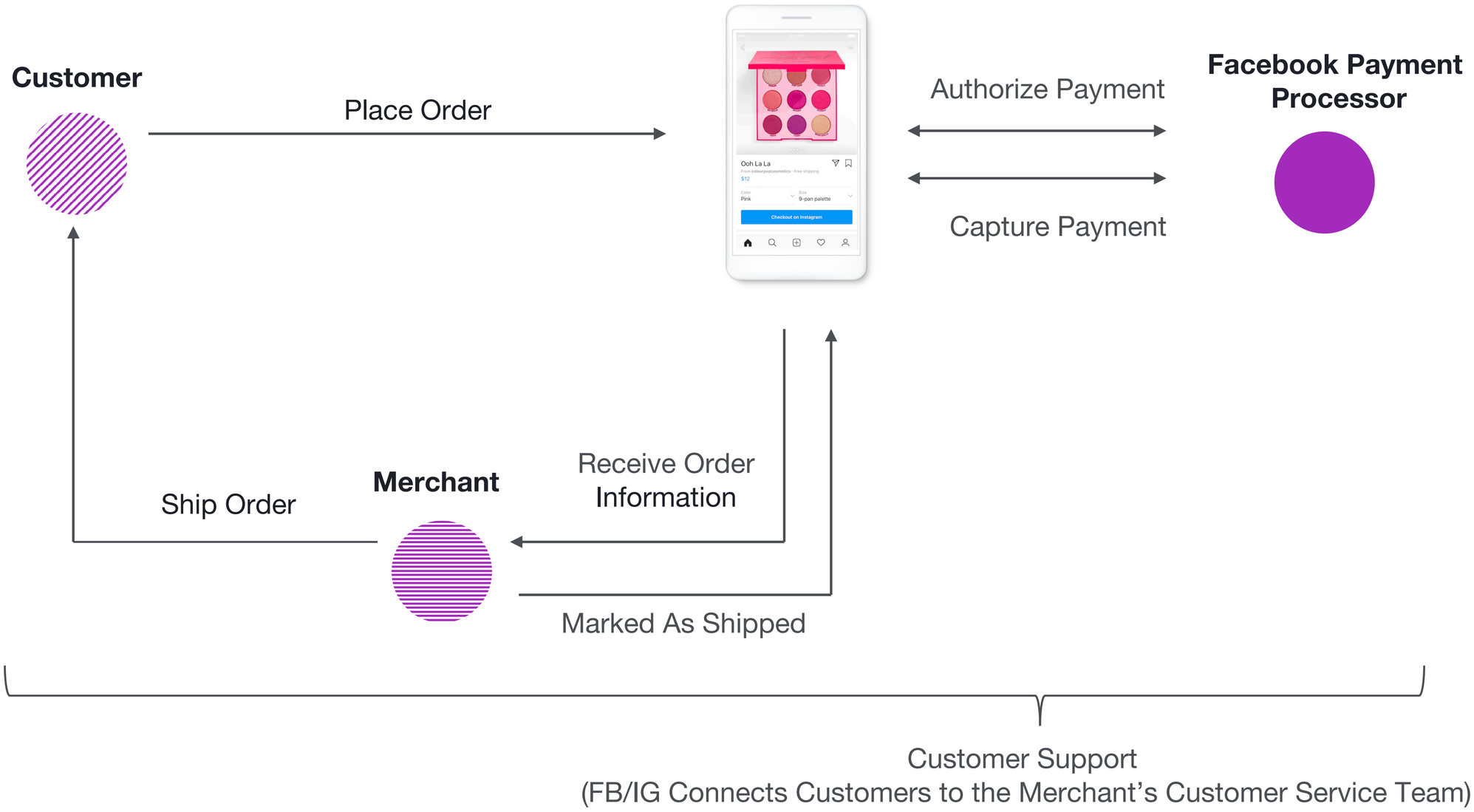
1) Splitit US Consumer Survey August 2018 2) Social Commerce 2018: Its Influence in the Path to Purchase

Instagram




# IN-APP CHECKOUT IN A FEW TAPS

# ILLUSTRATIVE EXAMPLE: CHECKOUT



# KEY THINGS TO NOTE

- Checkout is available to US consumers only (consumers outside the US will see View on Website button)
- Checkout is organic only; there currently are no paid advertising formats available
- Once live on checkout, all shopping tags going forward will be checkout-enabled. Businesses cannot revert back to posting offsite shopping tags
- Businesses will launch with a multi-item, single merchant shopping bag

# SOME KEY REQUIREMENTS

## BUSINESS

- Your business is registered in the US
- You have a US tax ID (EIN)
- You have a US bank account
- You can ship to US addresses
- You have US state tax IDs where you have a nexus

## LEGAL

- Agree with Facebook Commerce Product Merchant Agreement and Commerce Platform Policy

ANNOUNCING SHOPPING
FROM CREATORS
Instagram

# INTRODUCING SHOPPING FROM CREATORS

Checkout-enabled businesses can approve creators to tag their products in their feed or stories posts on Instagram

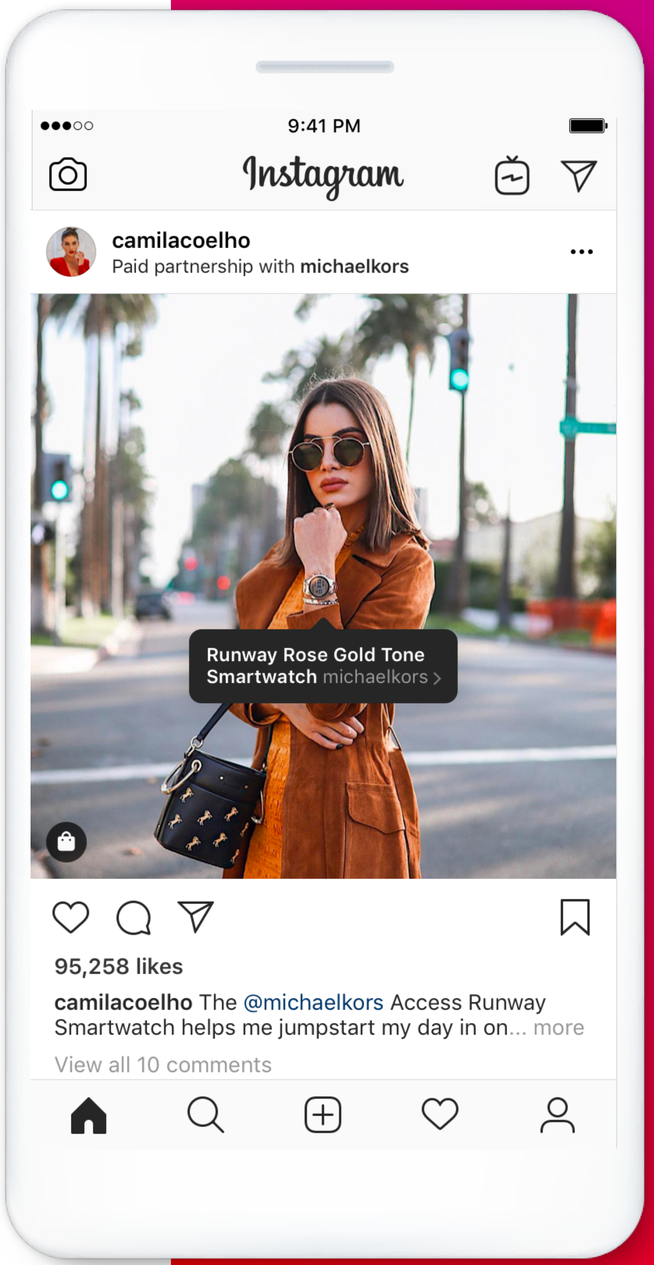
## KEY BENEFITS:

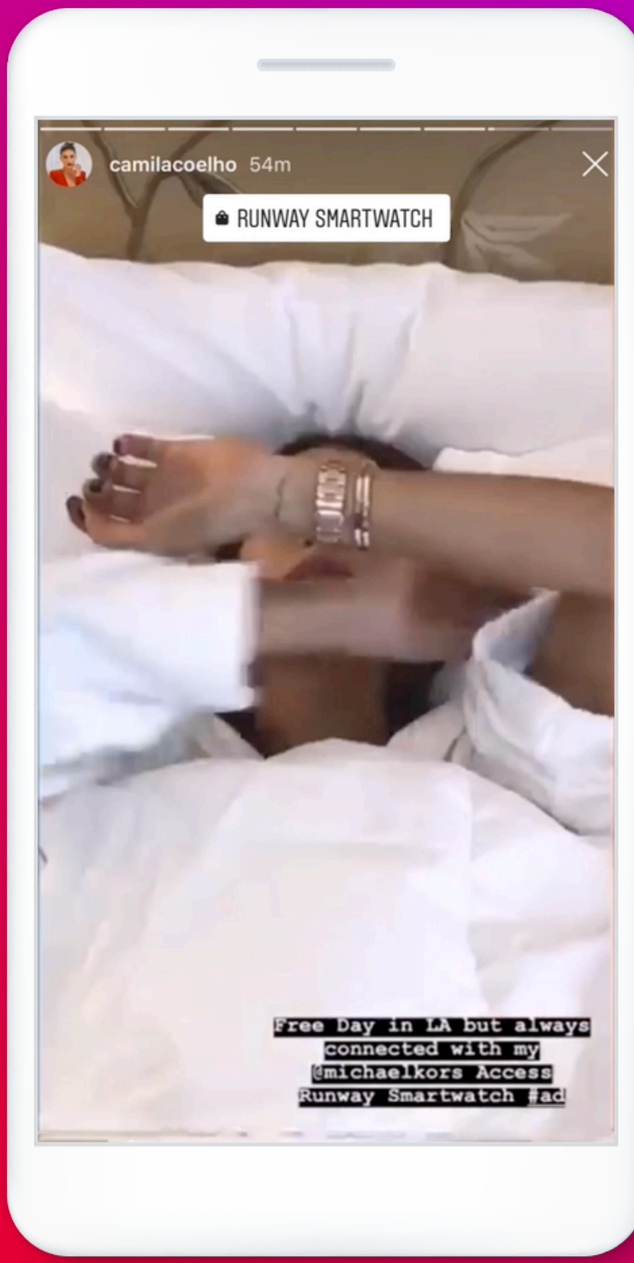
### Now easier for customers to find and buy your products from creators

Now shoppers can easily discover your products from their favorite creators and simply 'tap' to learn more and even checkout in app*

### Shared insights in-app

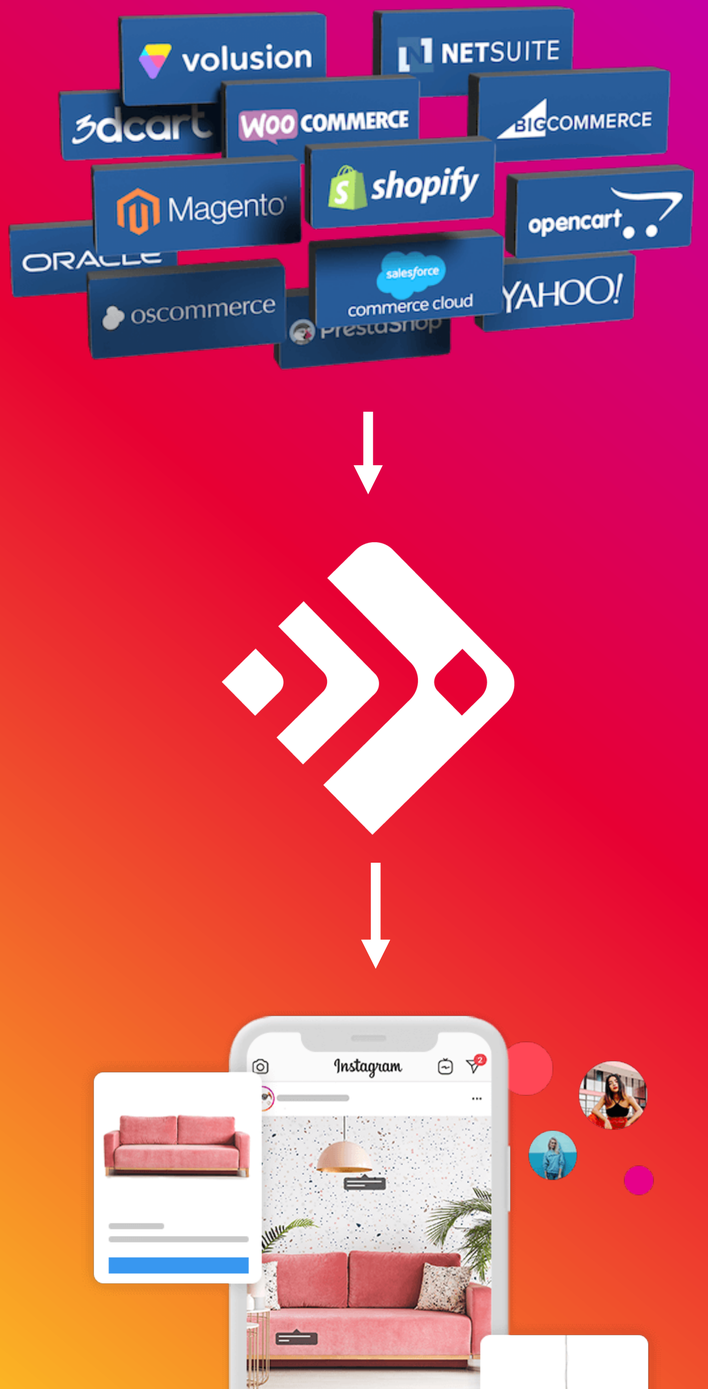
View in-app insights on the performance of the shopping posts that creators have made featuring your products



# HOW CAN FEEDONOMICS HELP?

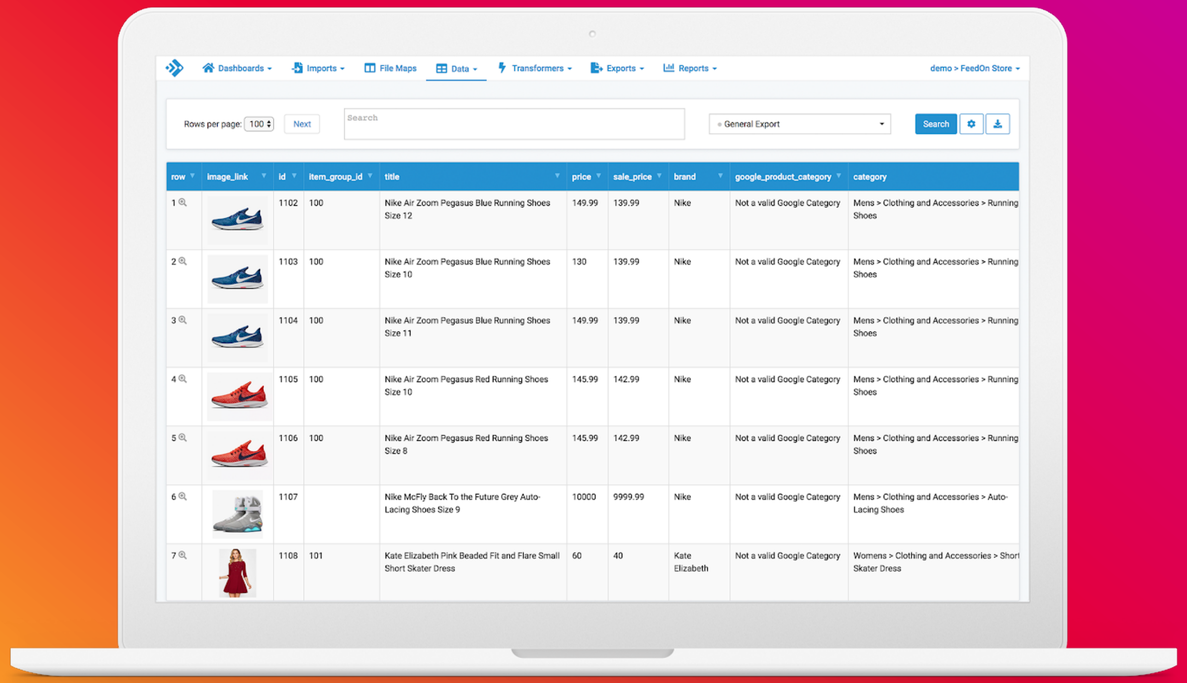
- Feedonomics can easily grab the products from any store, including Shopify, BigCommerce, Magento, Salesforce Commerce Cloud, and custom!
- Optimize product data to perform well
- Order management



# INSTAGRAM FEED OPTIMIZATION

Feedonomics offers unparalleled ability to customize your product data:

- Title A/B Testing
- Image A/B Testing
- Missing Attribute Population (color + size)
- Custom labels for advanced bid segmenting (Instagram Shopping)




| row | image_link | id | item_group_id | title | price | sale_price | brand | google_product_category | category |
|---|---|---|---|---|---|---|---|---|---|
| 1 | | 1102 | 100 | Nike Air Zoom Pegasus Blue Running Shoes Size 12 | 149.99 | 139.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Running Shoes |
| 2 | | 1103 | 100 | Nike Air Zoom Pegasus Blue Running Shoes Size 10 | 130 | 139.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Running Shoes |
| 3 | | 1104 | 100 | Nike Air Zoom Pegasus Blue Running Shoes Size 11 | 149.99 | 139.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Running Shoes |
| 4 | | 1105 | 100 | Nike Air Zoom Pegasus Red Running Shoes Size 10 | 145.99 | 142.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Running Shoes |
| 5 | | 1106 | 100 | Nike Air Zoom Pegasus Red Running Shoes Size 8 | 145.99 | 142.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Running Shoes |
| 6 | | 1107 | | Nike McFly Back To the Future Grey Auto-Lacing Shoes Size 9 | 10000 | 9999.99 | Nike | Not a valid Google Category | Mens > Clothing and Accessories > Auto-Lacing Shoes |
| 7 | | 1108 | 101 | Kate Elizabeth Pink Beaded Fit and Flare Small Short Skater Dress | 60 | 40 | Kate Elizabeth | Not a valid Google Category | Womens > Clothing and Accessories > Short Skater Dress |

# INSTAGRAM IMAGE PADDING

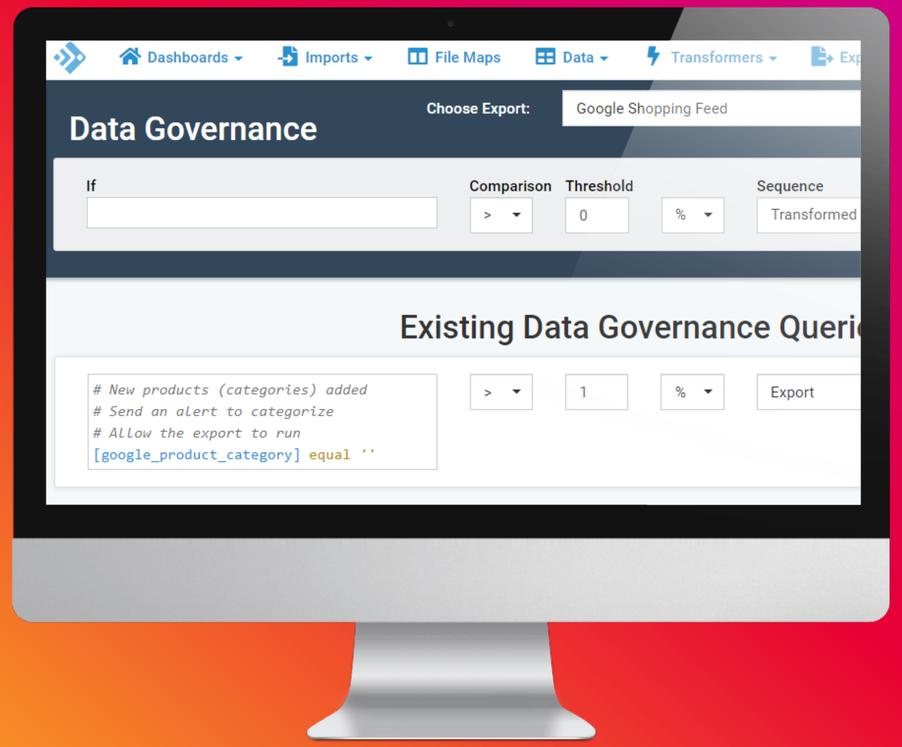
- Instagram requires square images at least 600x600 px
- Fashion and apparel images are often not square
- Feedonomics can easily turn portrait or landscape images into square images for Instagram

# DATA GOVERNANCE

What happens when new products are added to your feed?

Automatically get alerts when:

- New products are added and are not optimized
- Products are not categorized
- Products are missing critical attributes
- *Any* custom condition in your feed

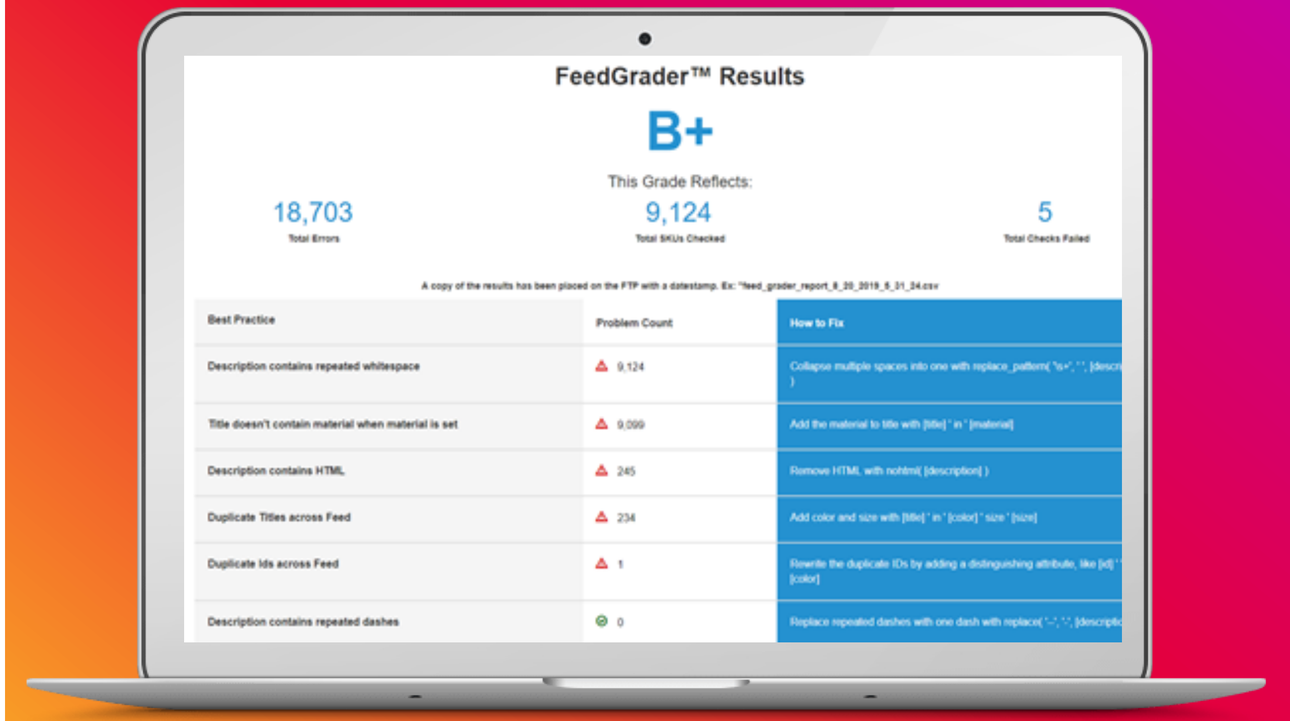


# HOW ORDER MANAGEMENT WORKS

1. Orders are pulled from Instagram
2. Orders are inserted into your store
3. Tracking numbers are pulled from your store
4. Tracking numbers are sent to Instagram

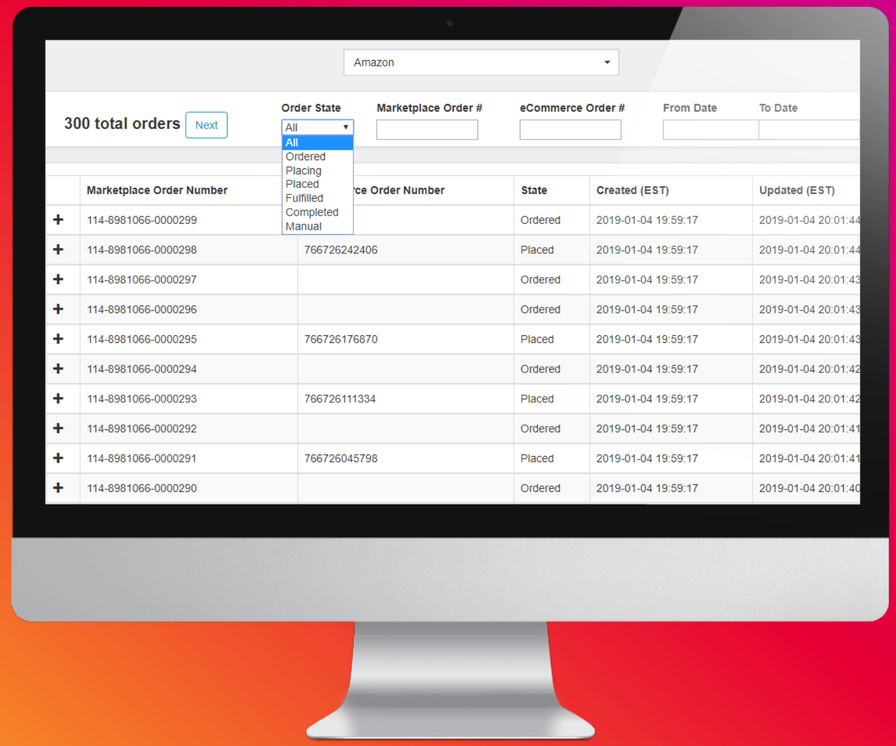
# IS YOUR PRODUCT DATA OPTIMIZED?

- Do you have problems with rogue HTML titles that do not contain brand, color, or size?
- Duplicate titles, IDs?
- Whitespace issues?



# SEE ALL OF YOUR ORDERS IN ONE PLACE

- The FeedAMP order dashboard shows all of your marketplace orders
- Easily filter by order status and date
- See the entire order journey

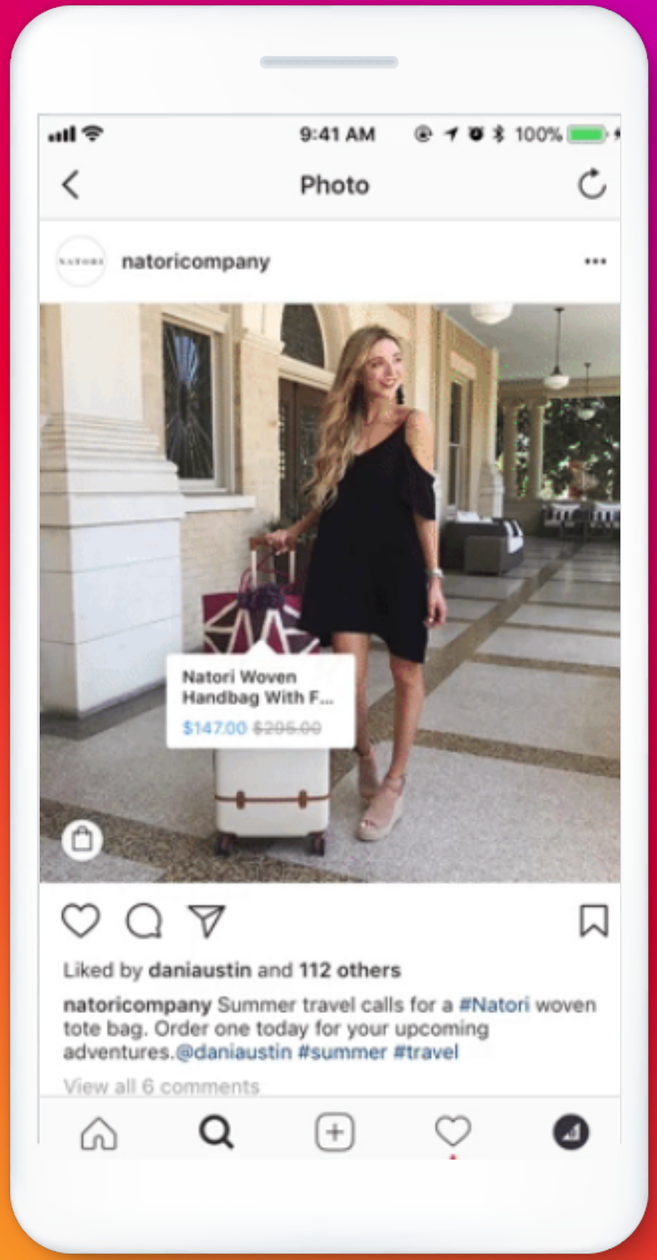


# INSTAGRAM SHOPPING CASE STUDY - NATORI

*Instagram has played a major role in helping us build a brand, and we love how the new shopping features allow us to easily showcase our products in a way that feels authentic to the community we have built.*

*In just a few short weeks of using the new shopping features on Instagram, we have seen a **100% increase in revenue from the channel** and a massive **1,416% increase in Instagram referral traffic** to our website.*

- Ken Natori, President of The Natori Company




Source: BigCommerce

# AGENCY CASE STUDY – HERO DIGITAL

A large client managed by Hero Digital needed to get their products live on Facebook and Instagram in time for Black Friday

Optimizations done:

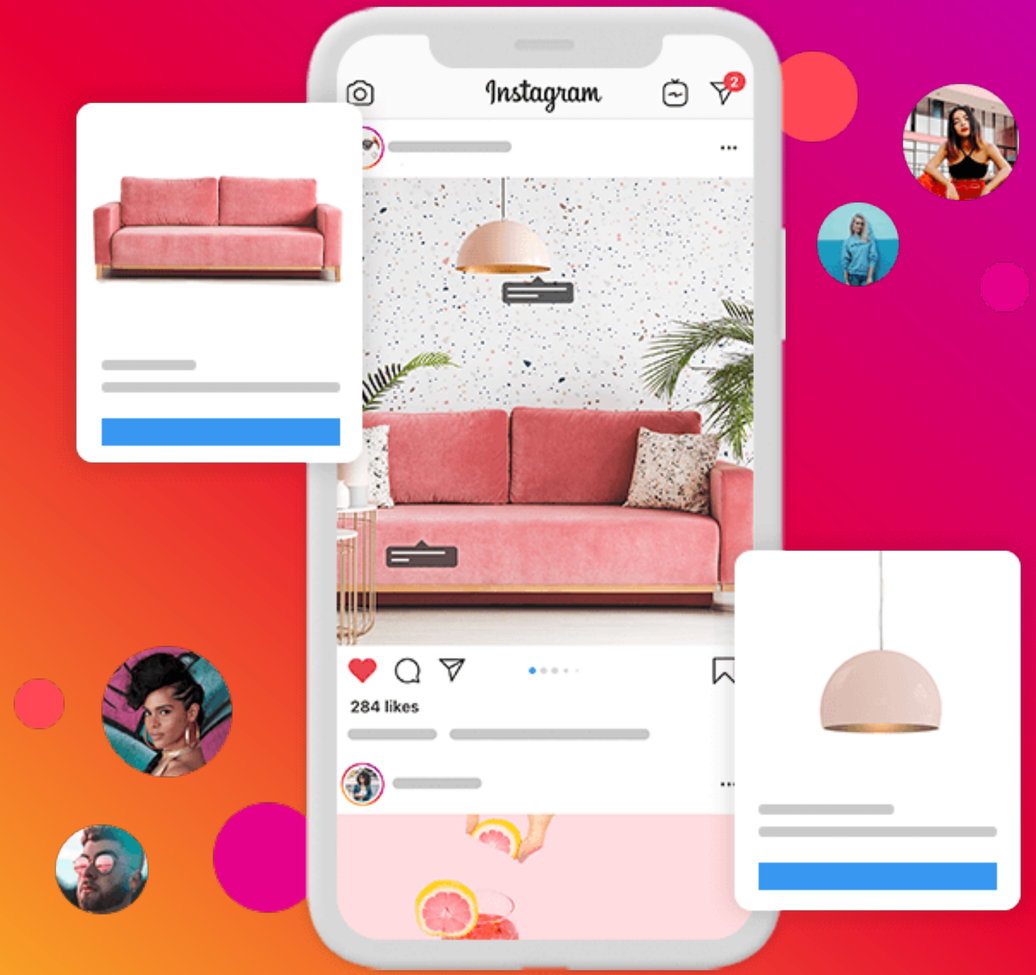
- Image padding
- Before: Adidas Short-Sleeve Industrial Work Shirt
- After: Adidas Short-Sleeve Industrial Work Shirt, Red, Size XL

Results:

- Return on ad spend increased by over 100%
- Due to excellent results, the client increased their ad spend on Facebook by over 250% YOY

# CHECKOUT ON INSTAGRAM – HOW TO GET STARTED

1. **Let us know if you are interested** - reach out to your Feedonomics Account Manager or hello@feedonomics.com
2. We will check your eligibility with Instagram
3. Start onboarding!



# QUESTIONS?