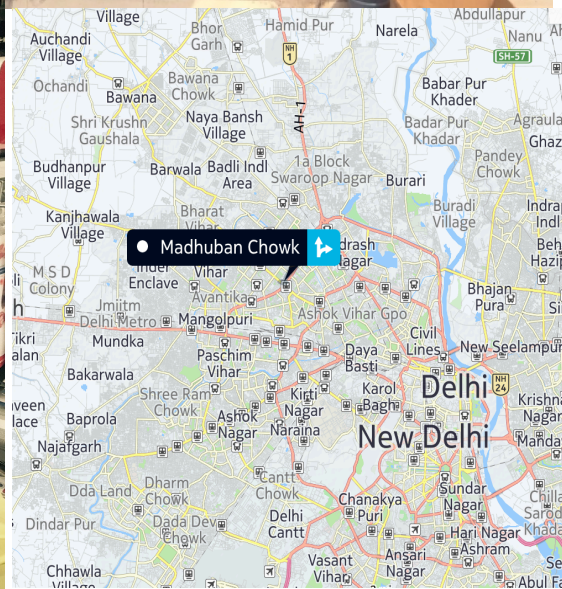


Kushagra Sagar

Partner Manager Lead,
Commerce Platforms, APAC



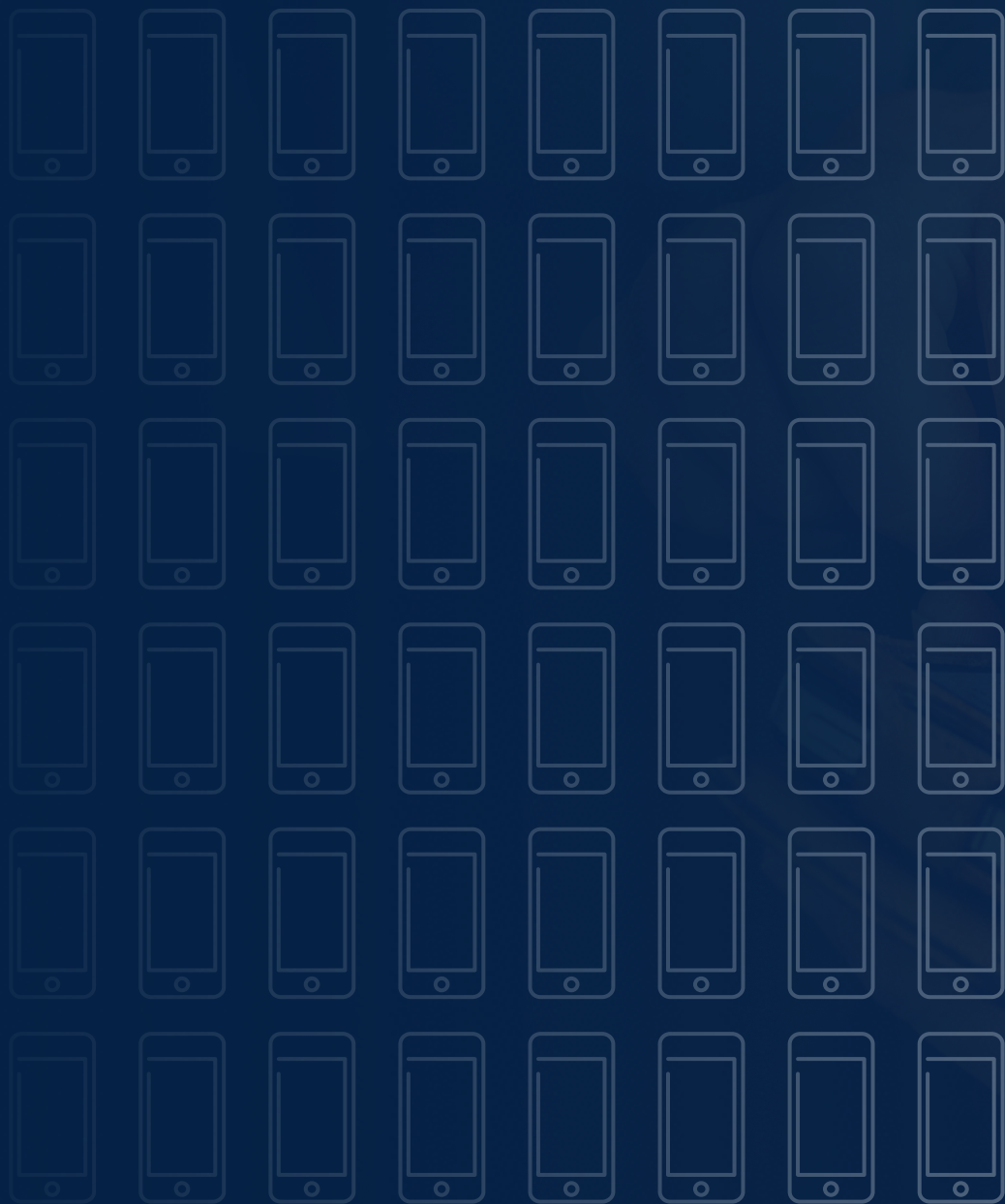


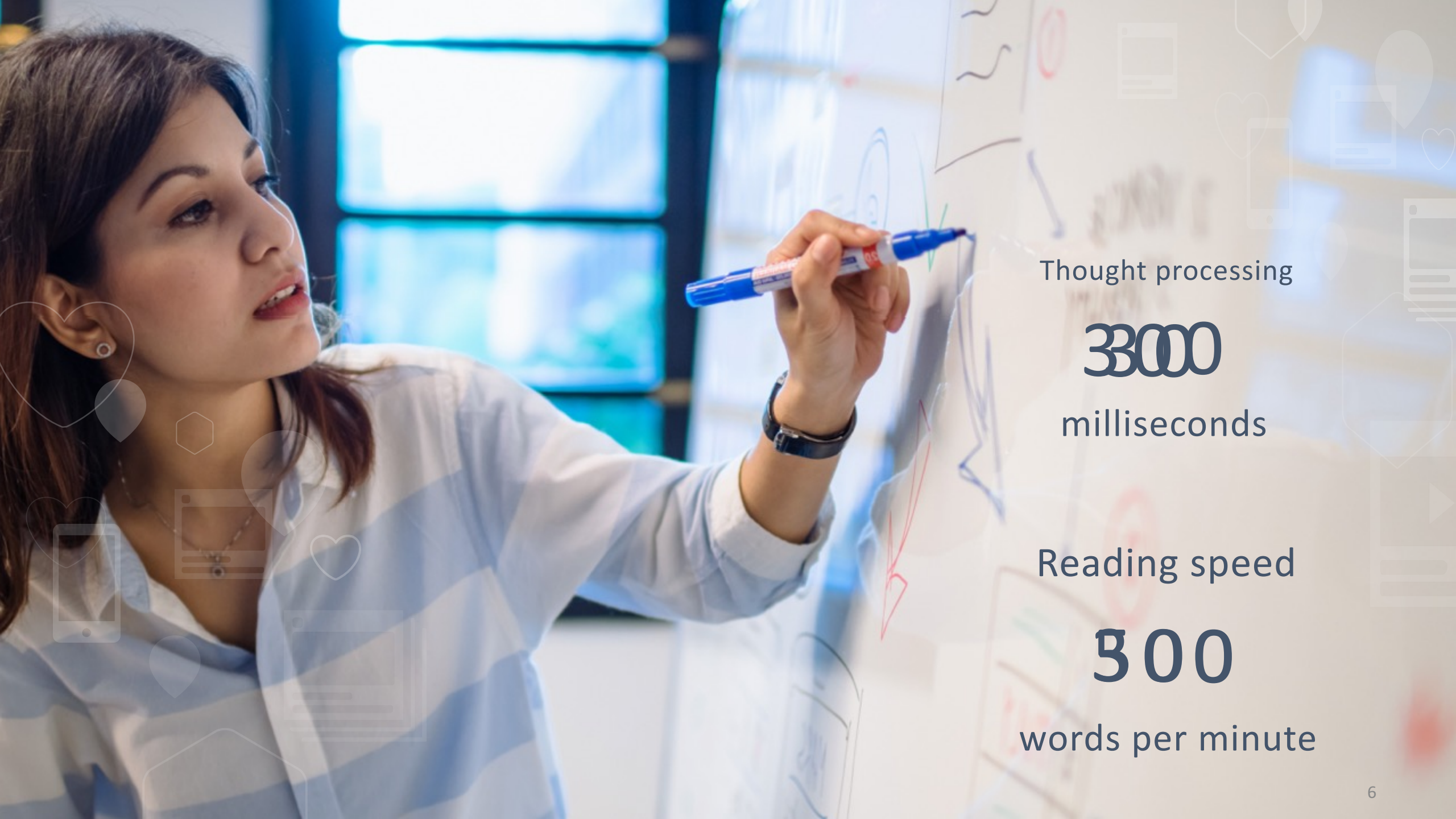
Row Labels	Values				
	Sum of Reach	Sum of Impressions	Sum of Clicks	Sum of Page Likes	Sum of Post Engagement
[09/17/2014] Promoting HomeCakes	1578	1594	130	99	
[10/28/2014] Promoting HW	4230	4546	515	431	3
Exercise 1	884	892	73	0	6
Exercise 2	1343	1359	129	4	11
HomeCakes - Page Likes	714	752	48	31	3
HW - Offer Claims	18410	23947	331	29	9
HW - Page Likes	6536	25890	178	74	1
HW - Post Engagement- 40% off	8433	11389	210	12	15
Post: "Flat 40% off on T-Shirts till Monday 10th Nov...."	3417	3568	244	13	19
Post: "Fresh stock of Jeans@HW Pitampura. Come Shop !!"	5067	5210	455	23	39
Post: "Suits @HWPitampura. Come Shop !!"	3708	3805	168	7	15
Post: "Sweater starting INR 995. Come shop at @HW Pitampura!"	14374	14700	891	30	76
Post: "Upto 40% discount @HW Pitampura on Shirts, Suits,..."	35370	50556	3052	47	254
Post: "Winters are here and so is our new stock. Come..."	3346	3503	176	3	16
Grand Total	107410	151711	6600	803	470

WHAT WE'LL COVER

1. Consumer Insights
2. Full Funnel Marketing
3. Audiences

Mobile has
fundamentally
reshaped the
consumer behaviour





Thought processing

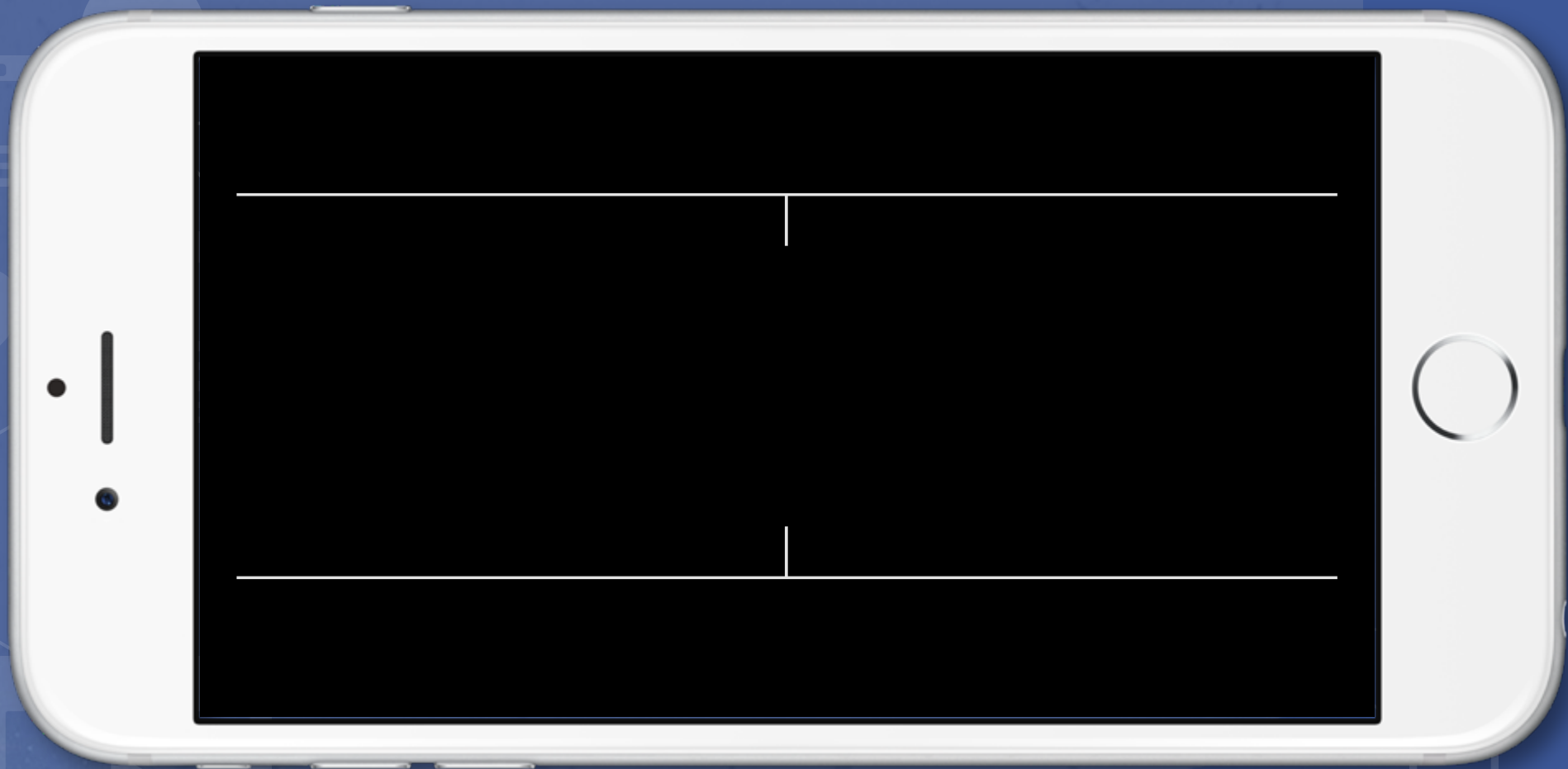
3000

milliseconds

Reading speed

300

words per minute



Consumer Insights





Consumers are
mobile first

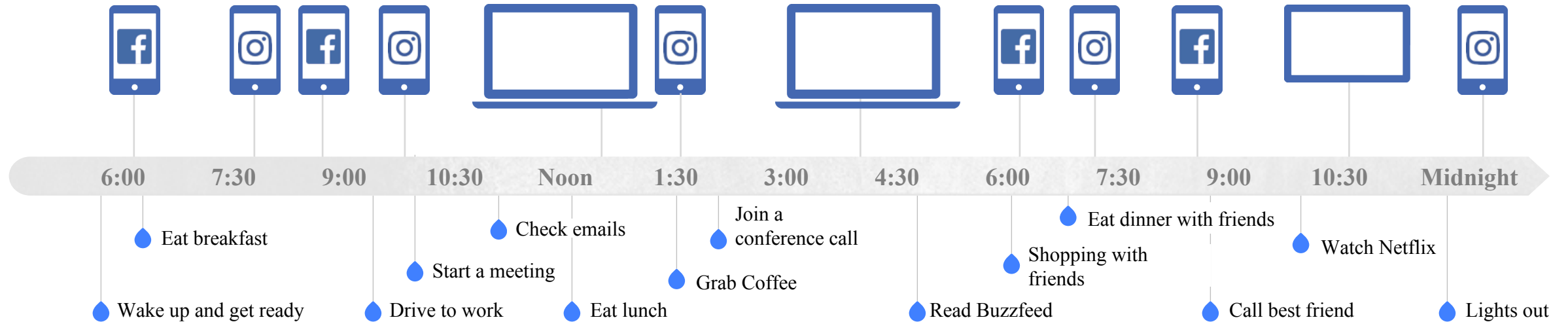


A close-up photograph of a person's hands holding a silver smartphone. The person has blonde hair and is wearing a ring with a large blue stone on their left ring finger. The background is blurred. Overlaid on the image is the text 'CONSUMERS HAVE TAKEN CONTROL' in teal and a larger paragraph in white.

CONSUMERS HAVE TAKEN CONTROL

People expect a variety of instantly accessible, on-the-go content that feels personally relevant and individually curated

Mobile provides an always on opportunity



50% of people are multi-screen viewers²

14^x Average number of times people check Facebook per day¹



2

Video Continues to Explode

VIDEO CONSUMPTION ON MOBILE

ON-THE-GO

CAPTIVATED VIEWING



SHORT SESSIONS

UNPLANNED

FREQUENT

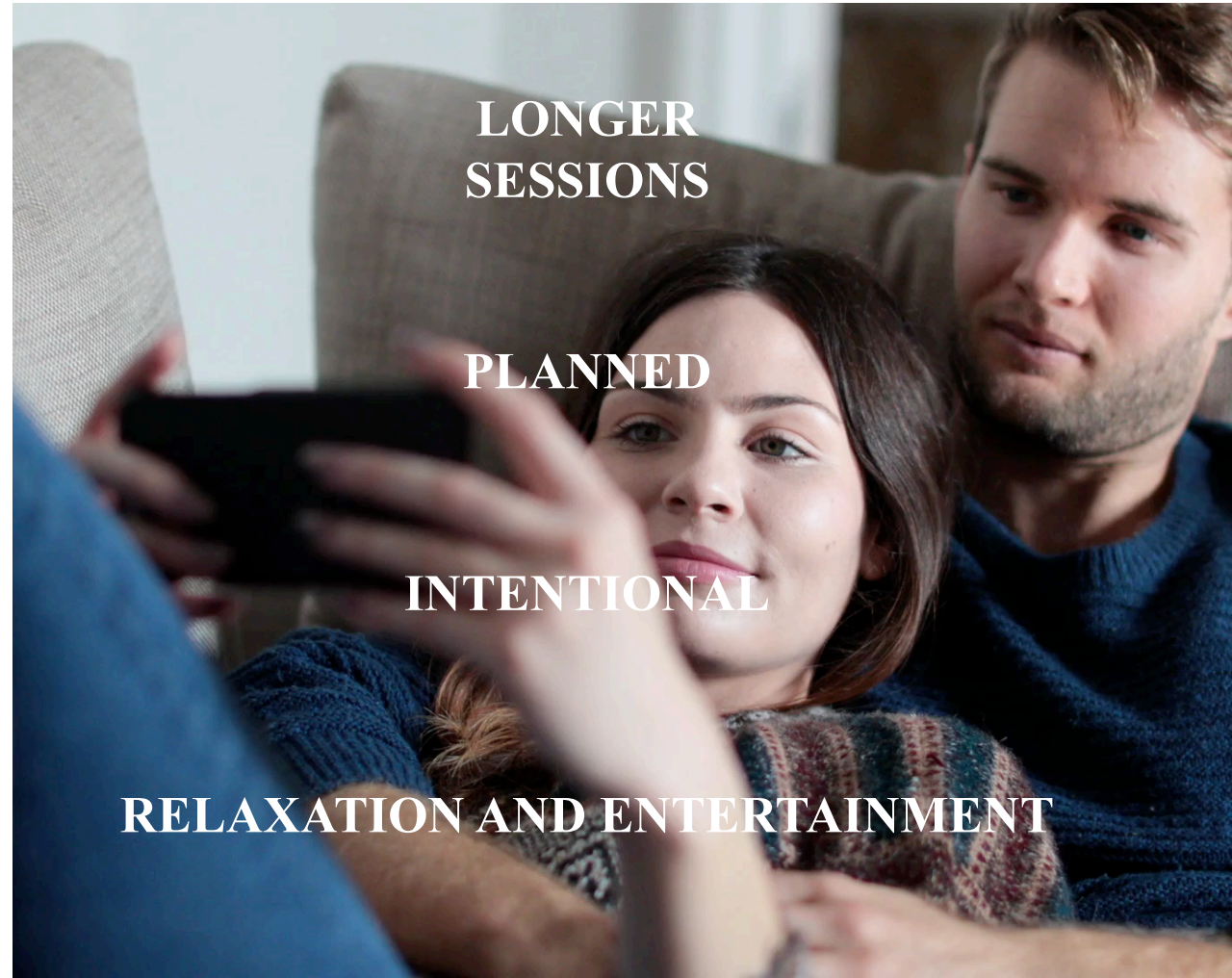
DISCOVERY AND CONNECTION



VIDEO CONSUMPTION ON MOBILE

ON-THE-GO

CAPTIVATED VIEWING



LONGER
SESSIONS

PLANNED

INTENTIONAL

RELAXATION AND ENTERTAINMENT

An overhead photograph of three people sitting around a round wooden table. A man with dreadlocks is on the left, a woman with curly hair is on the right, and another woman is at the bottom. They are all looking at their devices. On the table are two laptops, a tablet, a coffee machine, and some papers. The background is a grey concrete floor.

WHAT DO THESE CHANGES MEAN FOR ADVERTISERS?

VIEWING BEHAVIOR IS CHANGING

CAPTIVATED AUDIENCES ARE
BECOMING HARDER TO REACH

ADVERTISERS NEED TO
UNDERSTAND MULTIPLE
ECOSYSTEMS OF VIDEO CONTENT



3

Consumers demand instant experiences

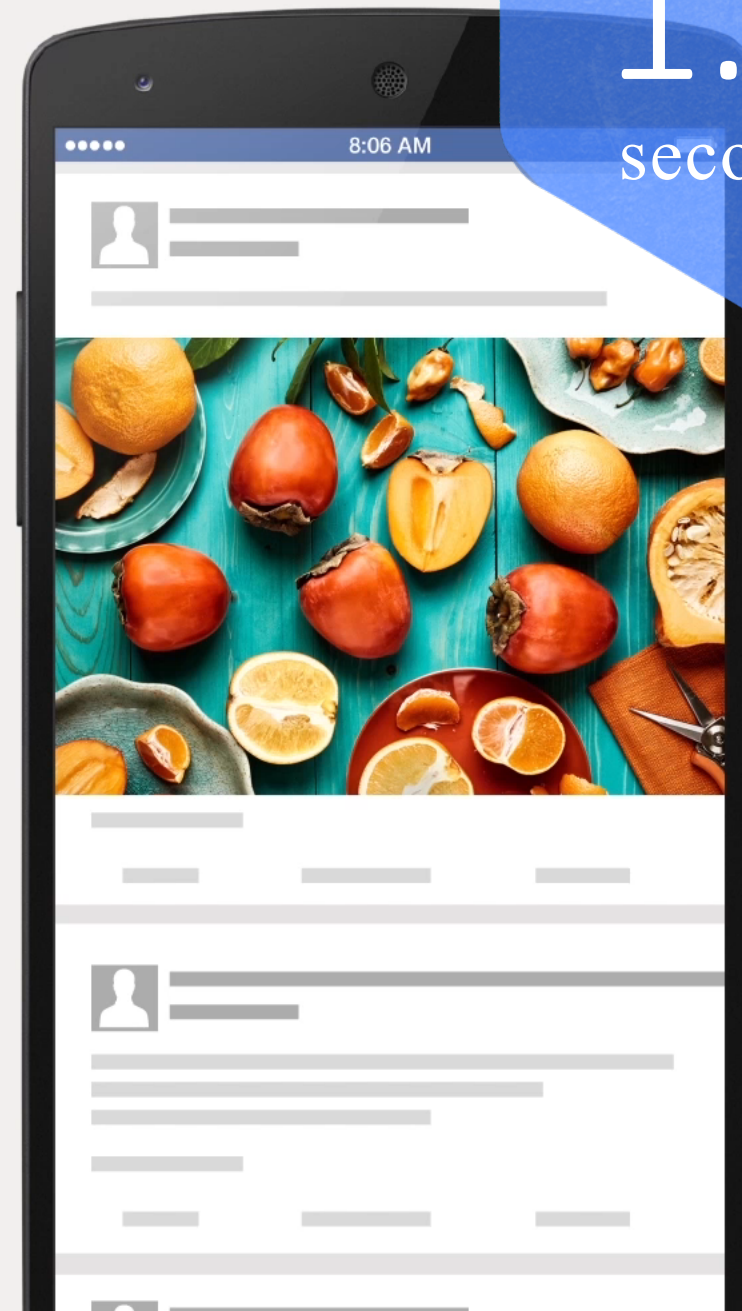
ON MOBILE, YOU NEED TO BE FAST

2.5
seconds

Source: Facebook data, Q3 2015



1.7
seconds



Mobile

92%

of Facebook users access it via mobile

Source: Juniper Research, October 2016

Video

5x

More time is spent on video content v/s Static content by consumers

Source: Internal Facebook data

Instant

1.7s

to stop someone's thumb, compared to 2.5s on desktop

Source: Internal Facebook data, Q3 2015

Gaining new customers with video ads

The ecommerce company saw a lower cost per app order after adding motion elements to its performance ads

ZALORA

3.5x

increase in
“add to cart”
in-app actions

3x

increase in
installs

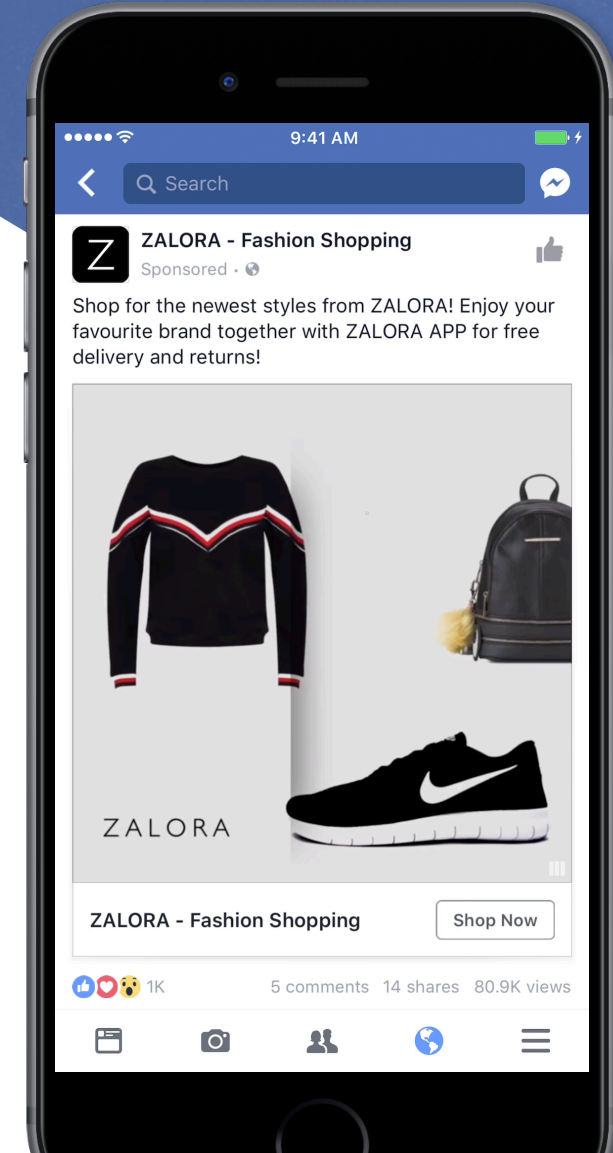
32x

lower
cost per install

33%

lower
cost per
app order

Zalora was amongst the first ecommerce companies to launch in the Philippines. Although popular in the Philippines, Zalora wanted to increase orders by highlighting its unique selling propositions of variety, trust and ease of return. Focusing on 4 video ad principles for mobile-optimised creative, the company ran a video ad campaign of motion features that played on loop. The campaign demonstrated that video paired with photo ads performed significantly better than photo ads alone.





Objective

1

Full-Funnel Marketing

Are you reaching out to your prospects at every step of the customer journey?

- 
- Awareness
- **Brand Awareness**
 - **Reach**

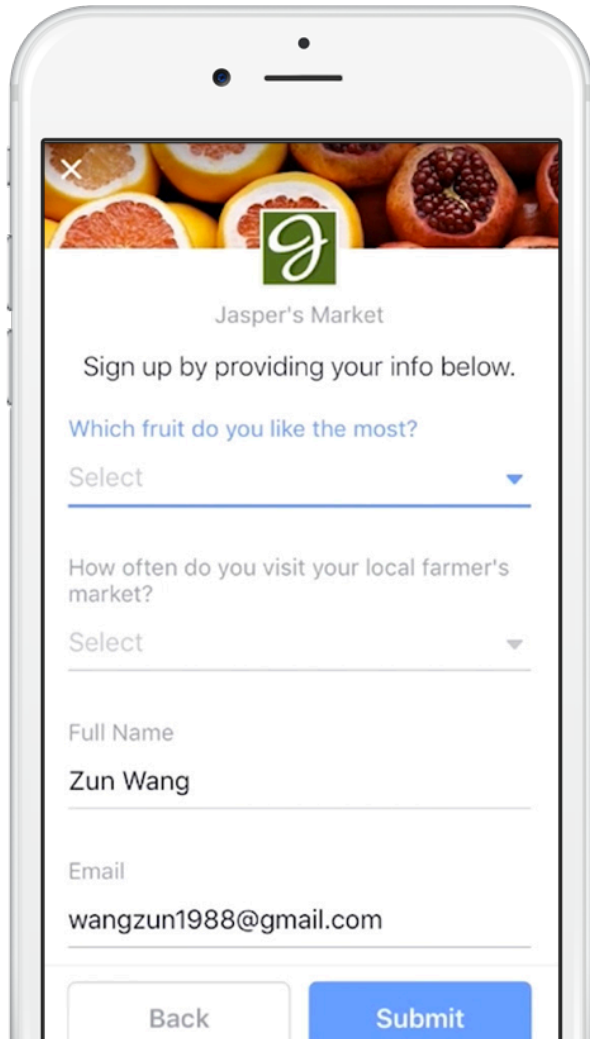
- Consideration
- **Video Views**
 - **Traffic (Landing Page View Optimized)**

- Acquisition
- **Lead Generation**
 - **Conversions**
 - Messages

- Purchase
- **Conversions**
 - Dynamic ads

Leverage forms different stages of the customer journey

Depending on your business objective, forms can help you move people through the funnel



Jasper's Market

Sign up by providing your info below.

Which fruit do you like the most?

Select

How often do you visit your local farmer's market?

Select

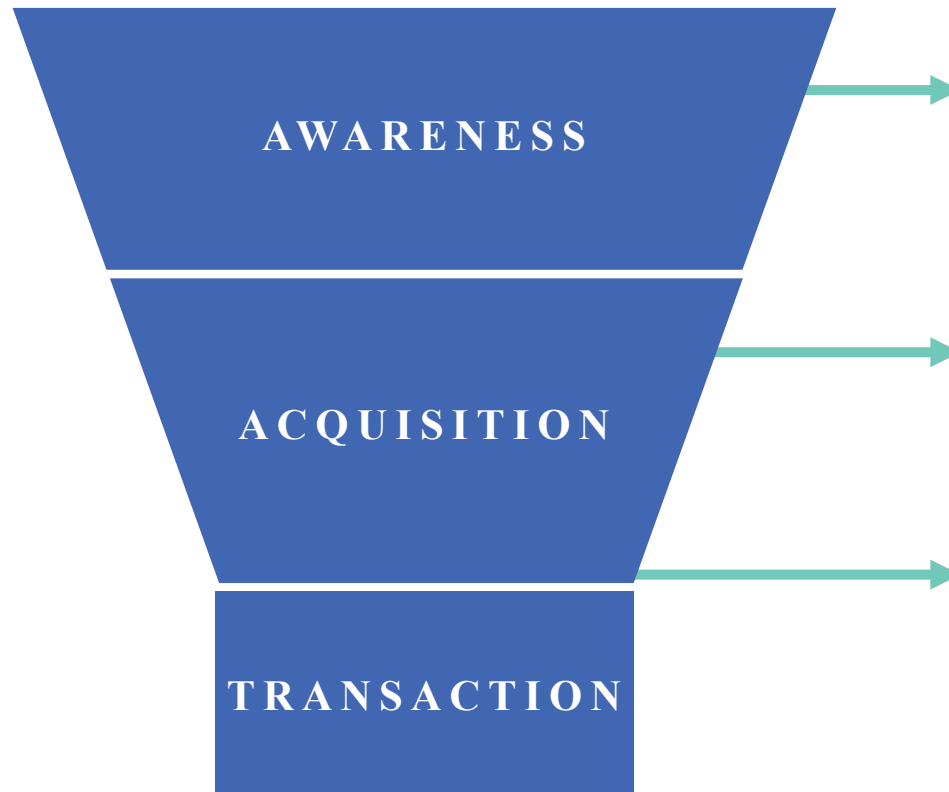
Full Name

Zun Wang

Email

wangzun1988@gmail.com

Back Submit



Add a form to brand campaigns to identify new customers, and high quality leads earlier

Run a lead generation campaign to identify leads who are further down the funnel

Use dynamic ads for lead generation to send forms to people who have expressed interest



Targeting

2

Audience Liquidity

Optimizing Audience Buying on the
Facebook Family of Apps

Targeting Expansion

The ability to be specific while also giving Facebook flexibility to deliver additional results

Detailed Targeting ⓘ **INCLUDE** people who match at least **ONE** of the following ⓘ

Add demographics, interests or behavior | **Suggestions** | **Browse**

Exclude People



Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion. ⓘ

Filling in the Gaps You Can't See...

An Example...



Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Eyewear

Add demographics, interests or behavior: [Suggestions](#) | [Browse](#)

Eye protection	Interests
Glasses	Interests
Sunglasses	Interests
Ray-Ban	Interests
Eye care professional	Interests
Fashion accessories	Interests
Contact lens	Interests
Optics	Interests

Connections ⓘ

Expands to capture conversions only if there's an opportunity to improve performance and provide more cost-efficient outcomes

**Broader
audiences can
make a real
difference**

detailed targeting is

2.2x

more expensive compared to
broad targeting

—

broad targeting has

1.19x

more reach than detailed
targeting



Placement

3

Automatic placements

Select to allocate ad set budgets across placements
where they're likely to perform better

Available placements



Facebook Feed

Instant Articles

In-stream videos

Right column

Marketplace

Stories



Instagram Feed

Stories



Home screen

Sponsored messages

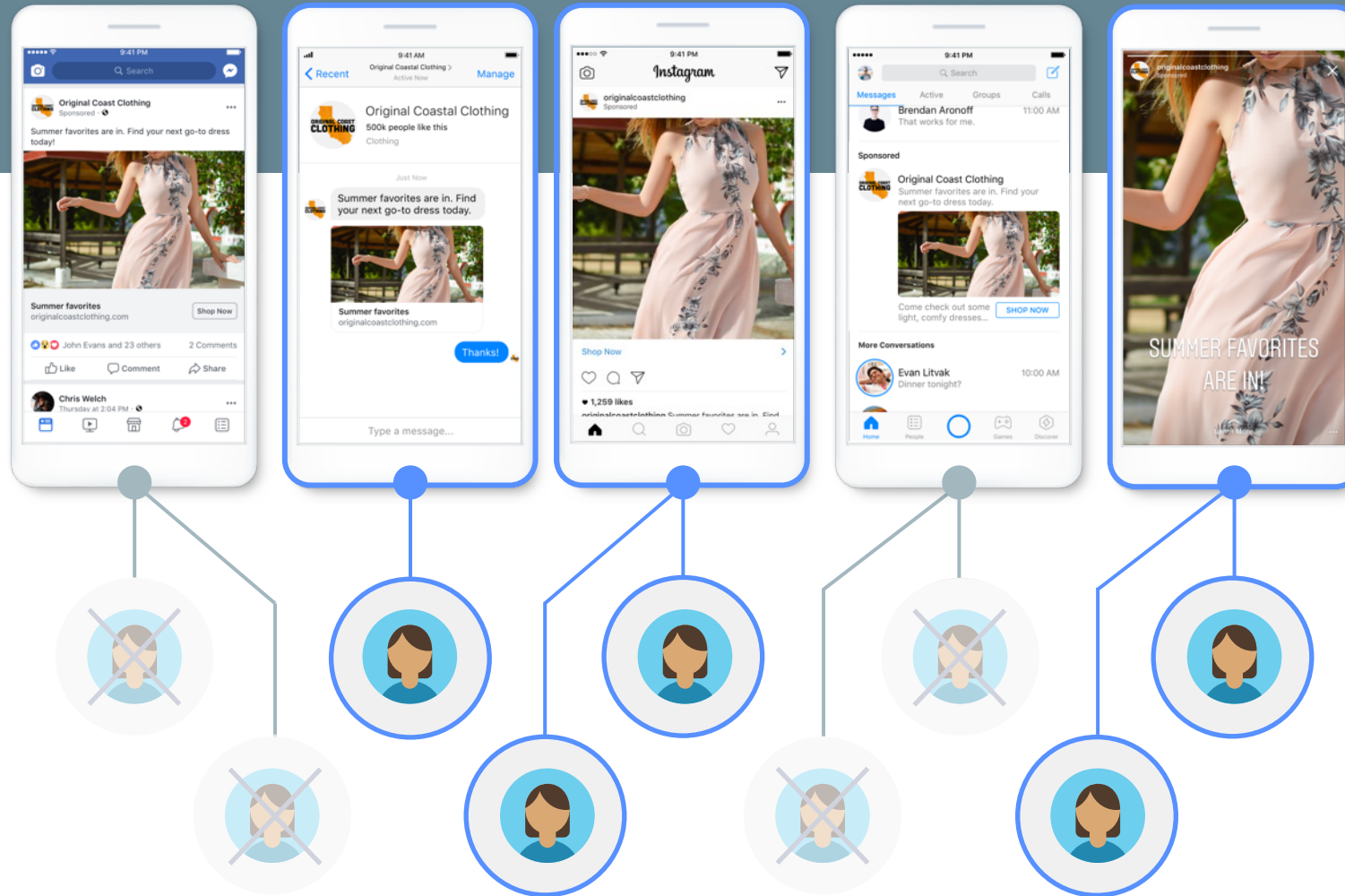


Native, banner and
interstitial

In-stream videos

Rewarded videos

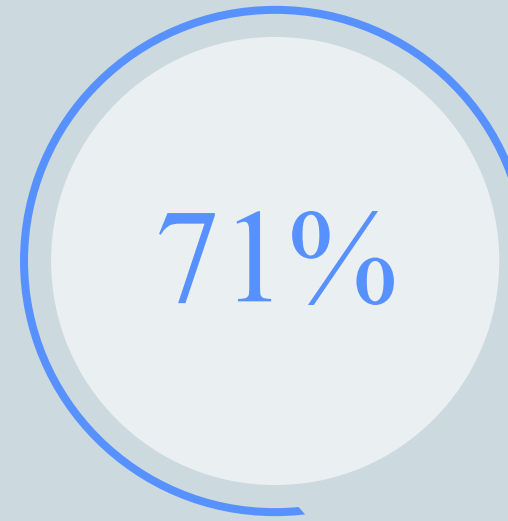
Limiting your placements gives you less opportunities to connect



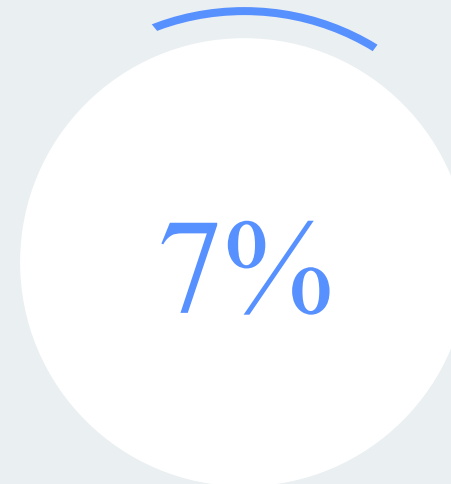
OPT INTO
4+
PLACEMENTS

On average,
automatic
placement
campaigns see...

Source: <https://www.facebook.com/business/news/insights/optimizing-direct-response-campaigns-across-facebook-instagram-and-audience-network>



decrease
In cost per
conversion



higher
reach



Budget

4

Campaign budget optimization

Toggle on to find the best way to spend across ad sets

3 key benefits of using CBO

MINIMIZE UNDER DELIVERIES



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.

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.

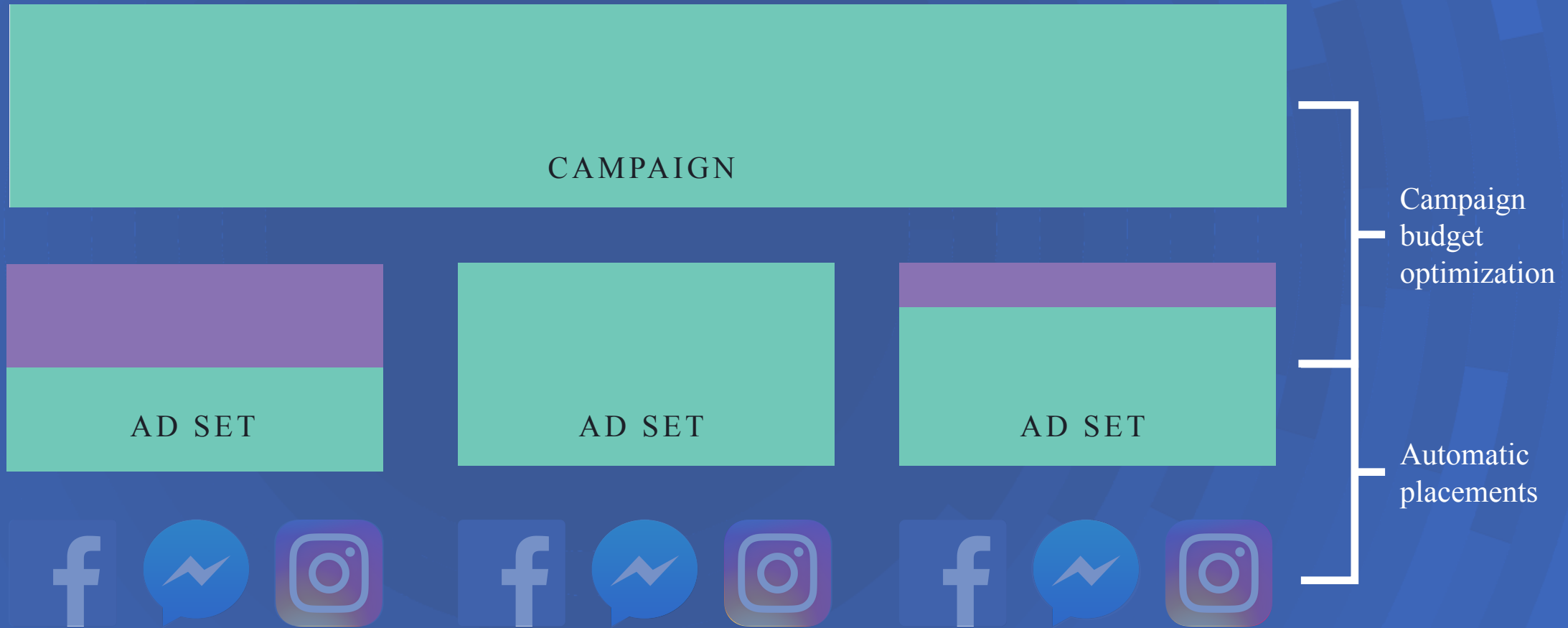
NO NEED TO ESTIMATE APPROPRIATE AD SET BUDGETS



Efficiency

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

As a best practice, we recommend using both Automatic Placements and CBO together





5

Auto advanced matching

Accurately attribute conversions and increase audience size

BEST PRACTICES

Set up Advanced Matching

Enable Automatic Advanced Matching

☒ Use Automatic Advanced Matching ⓘ






Find more conversions, improve optimization and remarket to more people using Automatic Advanced Matching. Facebook will use customer-provided data, such as email address and phone number, to match more site visitors to people on Facebook. This can lead to more attributed conversions and higher reach in your remarketing campaigns. [Learn more.](#)

Configure what customer data you want to be collected

- ☒ Email
- ☒ First Name and Last Name
- ☒ Date of Birth
- ☒ Gender
- ☒ City, Zip, Country

This information will be hashed before it is sent to Facebook. Sensitive information, such as financial, health, and government ID data will not be collected.

Brilliant Basics Checklist

		ACTION ITEMS		STATUS
BILLIANT BASICS	FULL-FUNNEL MARKETING	Test Lower Funnel objectives (Lead Gen, Conversions, Messages)	Use at least one objective in Upper Funnel (Awareness / Consideration) in addition to Lead Gen/Conversions objective	
	AUDIENCE LIQUIDITY	Select checkbox to enable Targeting Expansion for all eligible objectives (Conversions, Traffic, App Installs, Lead Gen, Messages, Store Traffic)	Utilize Core, Custom and Lookalike Audiences in campaigns	
	PLACEMENT OPTIMIZATION	Select automatic placements or at least 5+ placements for every ad set		
	CAMPAIGN BUDGET OPTIMIZATION	Turn on CBO across all campaigns		
	SIGNALS 101: AUTOMATIC ADVANCED MATCHING	Turn on Automatic Advanced Matching		

 = DONE  = WIP  = NOT COMPLETED

4 Strategic Audience Categories for Marketers

1

ON-FACEBOOK

Ongoing campaign
optimization &
audience insights

2

PIXEL-
BASED

Precise, behavioral-
based marketing

3

VALUE-
BASED

“More valuable
people are more
valuable”

4

OFFLINE DATA

Making long-term
data actionable
TODAY



1

On-Facebook

Ongoing behavioral data that can feed in to **campaign optimization**.

Post-campaign **audience insights** to inform creative executions on and off platform.

Signals that matter

- Video view attention (>10s)
- Ad engagement (clicks, visits)
- Lead form engagement/submits

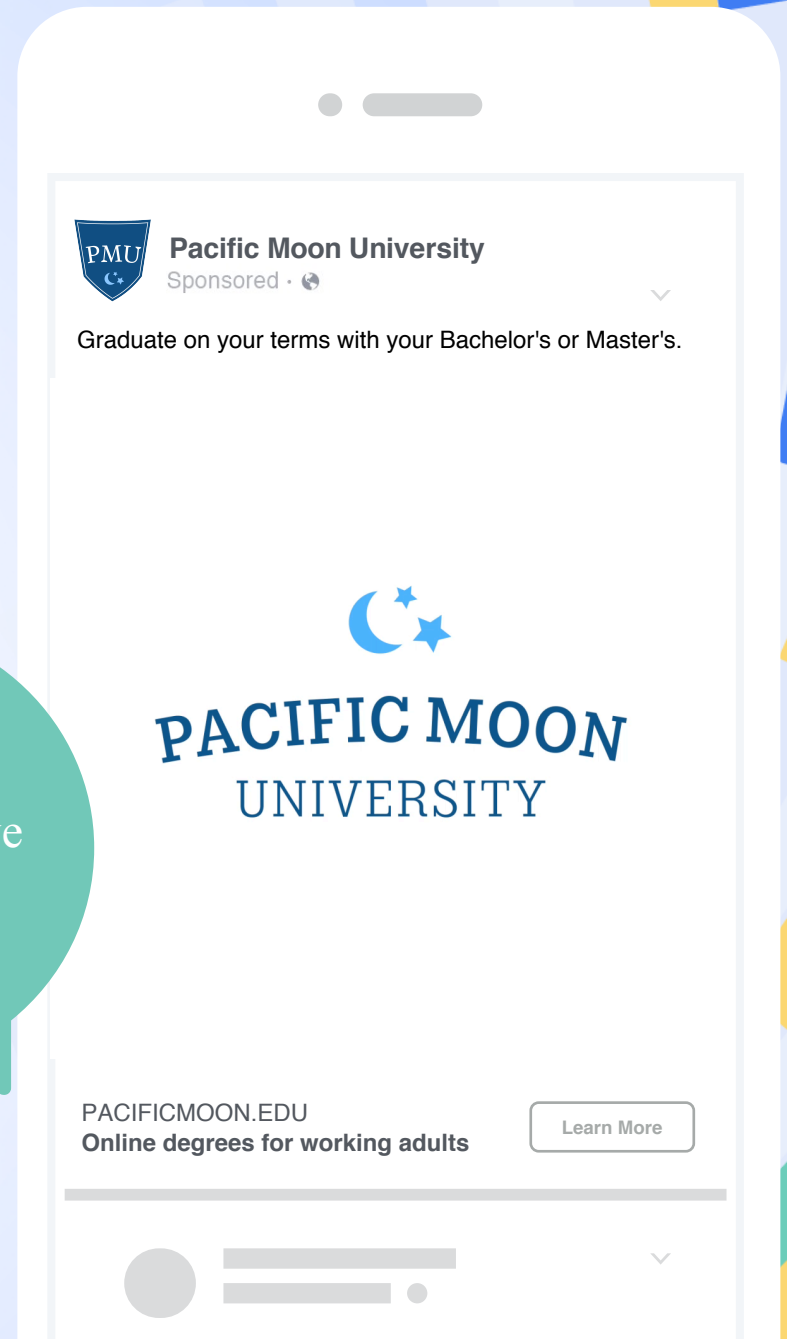
Business objectives supported

- Targeted awareness or consideration
- Lead generation

Value for advertiser

- Minimize waste
- Increased relevance
- Insight into key audiences to inform creative on and off Facebook

Example Creative
Execution





2

Pixel-based

Create an **instant-feedback loop** to tailor marketing to user behavior.

Minimize waste through exclusion audiences.

Signals that matter

- Website visitors – behavior indicates level of intent (time on site, pages visited, etc.)
- Lead start - retargeting
- Lead submit - exclude from prospecting, move to nurturing
- App start
- App submit
- Exclusion audiences

Business objectives supported

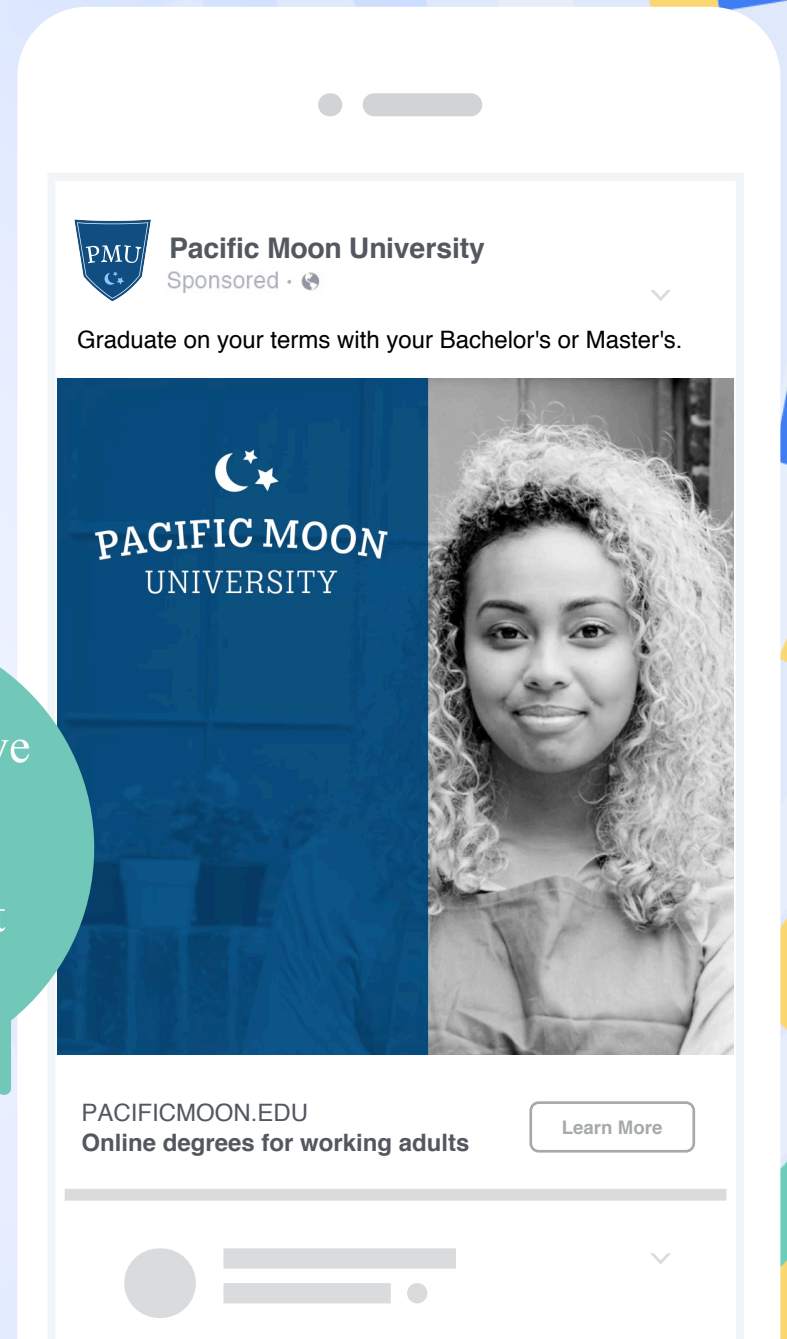
- Lead Generation
- Application completions

Value for advertiser

- Increased Visitor CVRs
- Reduced waste / increased relevance
- Scaled bidding based on intent-levels

Example Creative
Execution

App Start / Not
Complete



Add Parameters to enhance the data you can use from your Events | Higher Ed

You can use these for targeting, measurement or optimization

STANDARD WEBSITE ACTION	Standard Event Code	Examples of Custom Actions	Custom Event Codes
SPECIFIC PAGES ARE VIEWED	<code>fbq('track', 'ViewContent');</code>	When a page housing all Business Degrees is viewed	<code>fbq('track', 'ViewContent', {program_type: 'Business'});</code>
LEAD IS SUBMITTED	<code>fbq('track', 'Lead');</code>	When a lead is submitted for an MBA degree program	<code>fbq('track', 'AddToWishlist', {degree_type: 'MBA'});</code>
APPLICATION IS SUBMITTED	<code>fbq('track', 'SubmitApplication');</code>	When an application is submitted for the spring semester	<code>fbq('track', 'SubmitApplication', {Semester: 'Spring'});</code>

Standard events

E-Learning

Track actions along
the consumer journey



Recommended standard events and parameters for traditional/online education websites

STANDARD EVENT NAME	LEGACY SETUP	RECOMMENDED OPTIMAL SETUP	RECOMMENDED PARAMETERS BASED ON NEW SETUP	NOTES
PageView	Fire on every page	Fire on every page	None required	
ViewContent	View program/school specific page	View program/school specific page	program_name, program_type, program code (as content_id)	Must pass a content_id param for DPA retargeting
Search	Search for programs	Search for programs	program_name, program_type, program code (as content_id)	
Lead	Lead submitted	Lead submitted	Any info passed in lead form (ex: GPA, program name, program type, nursing- RN/BSN, currently employed, transfer credits, start date, location)	Ensure program name or code is passed (OPMs)
Contact		Send email/chat to admissions	None required	
Schedule		Schedule mtg w/admissions	None required	
CompleteRegistration		Register for classes	None required	
InitiateCheckout	Application started	Application started	Any info passed in application up to that point (ex: GPA, program name, program type, nursing- RN/BSN, currently employed, transfer credits, start date, location)	Ensure program name or code is passed (OPMs)
Purchase	Application submitted	Buy merch/tickets or pay for classes	content_id, content_name, content_type, currency, value	
SubmitApplication		Application submitted	Any info passed in application (ex: GPA, program name, program type, nursing- RN/BSN, currently employed, transfer credits, start date, location)	Ensure program name or code is passed (OPMs)
Donate		Donate to school	Currency, value	

Version 1.0 (Basic):
PageView, Lead, App Start, App Submit—base recommendation.

Version 2.0 (Intermediate):
Adds View Content and Search along with basic parameters.

Version 3.0 (Advanced):
Adds additional parameters that unlock DPA and value optimization.

BASIC

INTERMEDIATE

ADVANCED

3

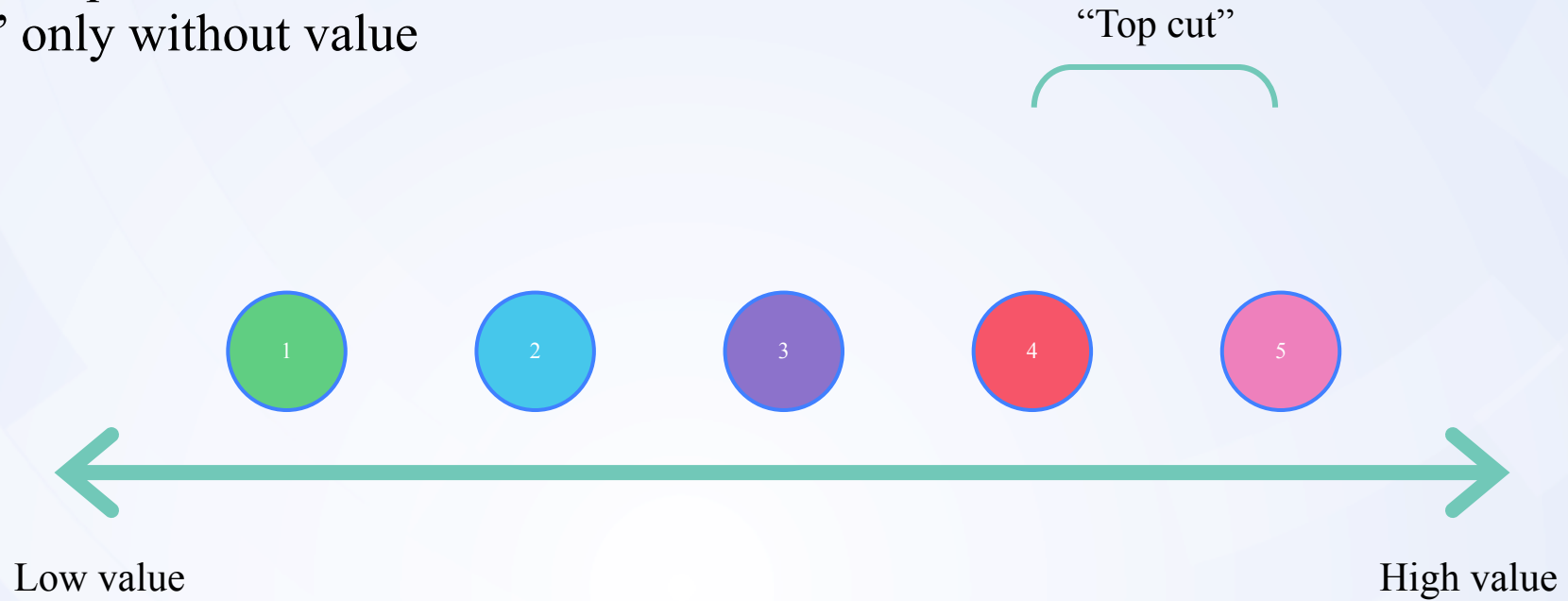
Value-Based

Maximize ROAS and LTV by setting granular values at the degree, program, and school-level.

Utilize VBLAL to **maximize volume** by understanding what is high and what is low value (greater accuracy than sending high value customers alone).

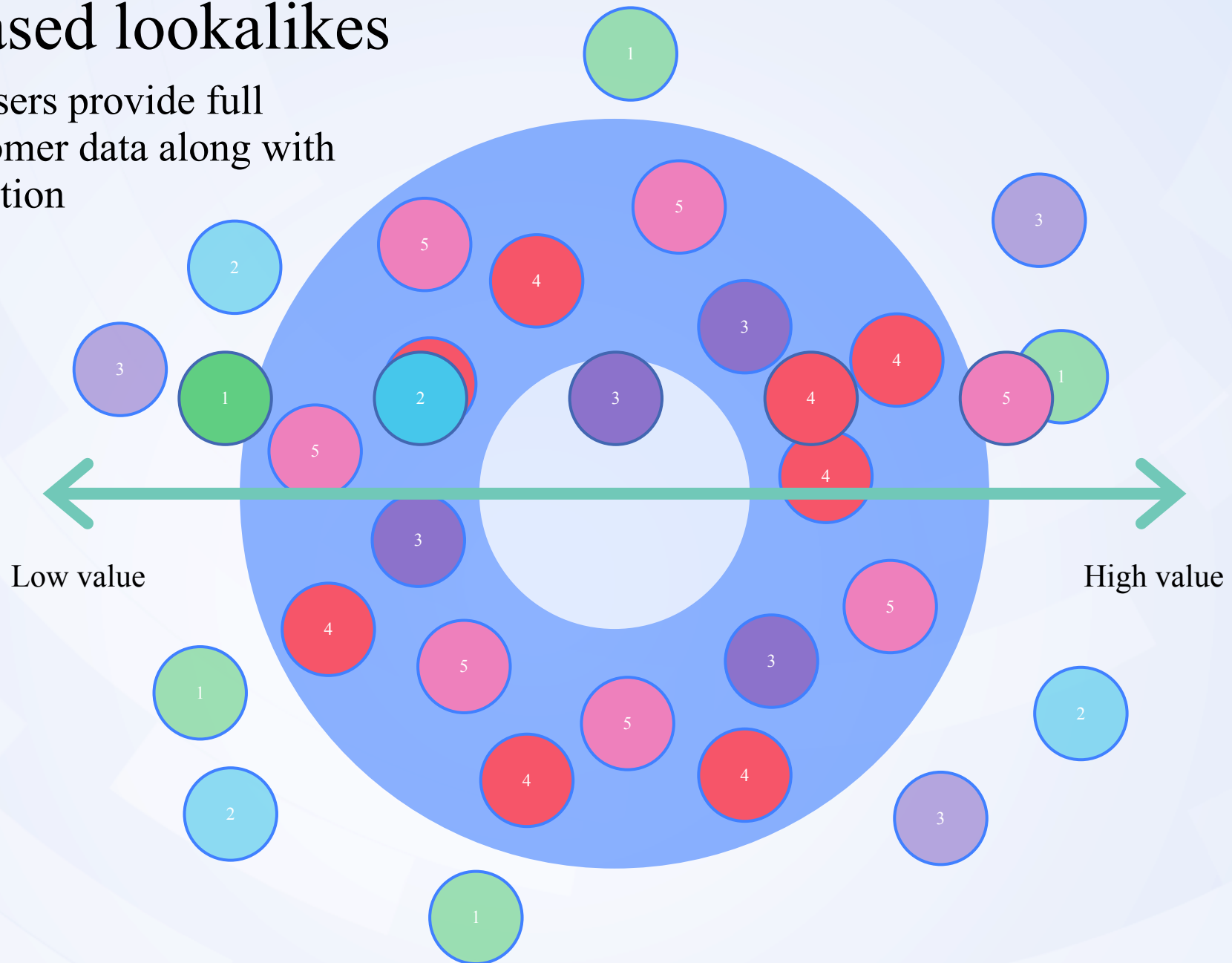
Lookalikes today

When advertisers provide info on their “top cut” only without value



Value-based lookalikes

When advertisers provide full range of customer data along with value information



Signals that matter

- Program-based value (nursing vs. business, etc.)
- Degree-type value (undergrad, graduate)
- True value at Lead, App, Enroll levels
- Search-based activity

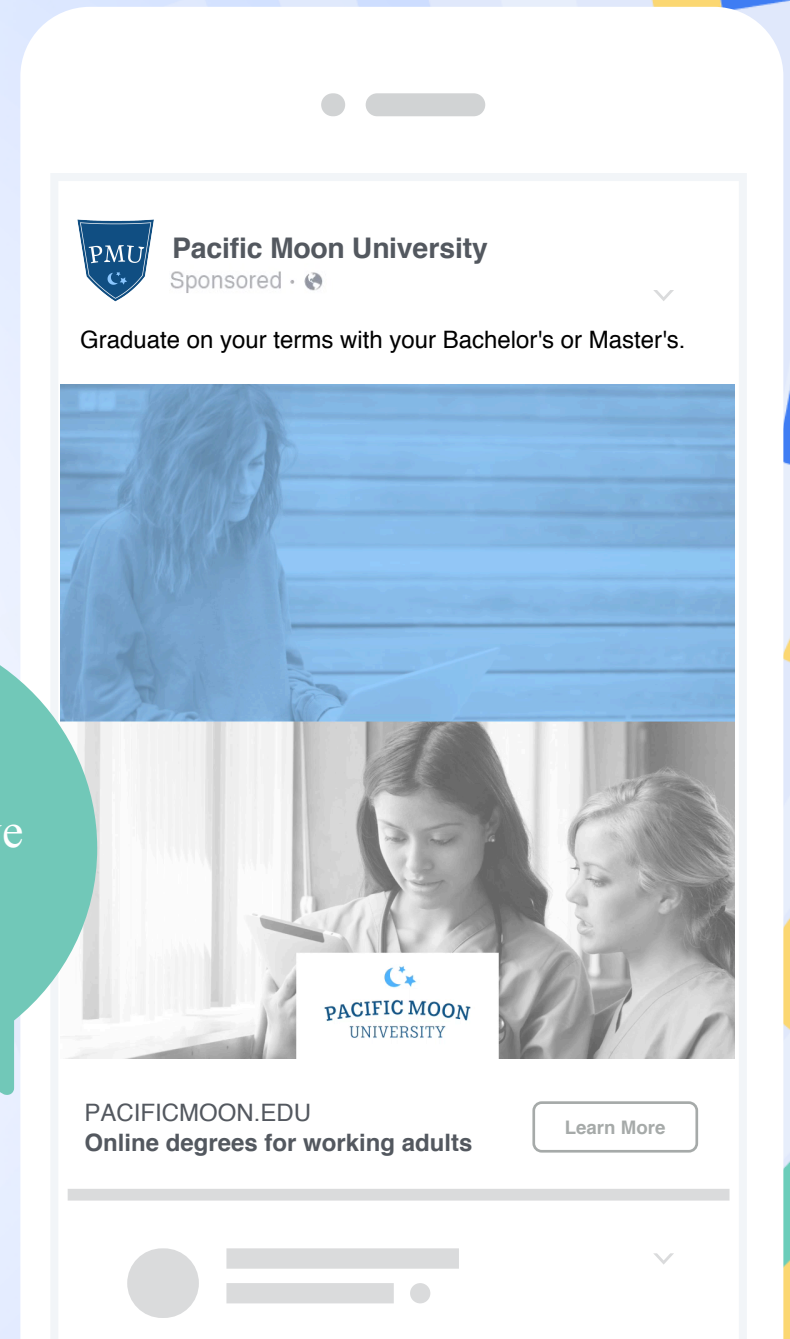
Business objectives supported

- Hit program-based targets
- Move from channel-based Lead targets to cross-channel portfolio management

Value for advertiser

- Higher volumes at acceptable costs (greater accuracy)
- Higher LTV / ROAS

Example Creative Execution





4

Offline Data

Tap into wealth of 1st-party **CRM and call center data** to enhance upper-funnel and lead generation activities.

Shorten the time from **insight to action** in marketing activities.

Signals that matter

- Applied, but not enrolled
- Call center 'could not contact' list
- Students who enrolled/reserved seat - reminders to show up
- Highest LTV students for seed list
- Continue to engage enrolled students- retention / LTV
- "Closed leads"- Re-engage past leads to restart process

Business objectives supported

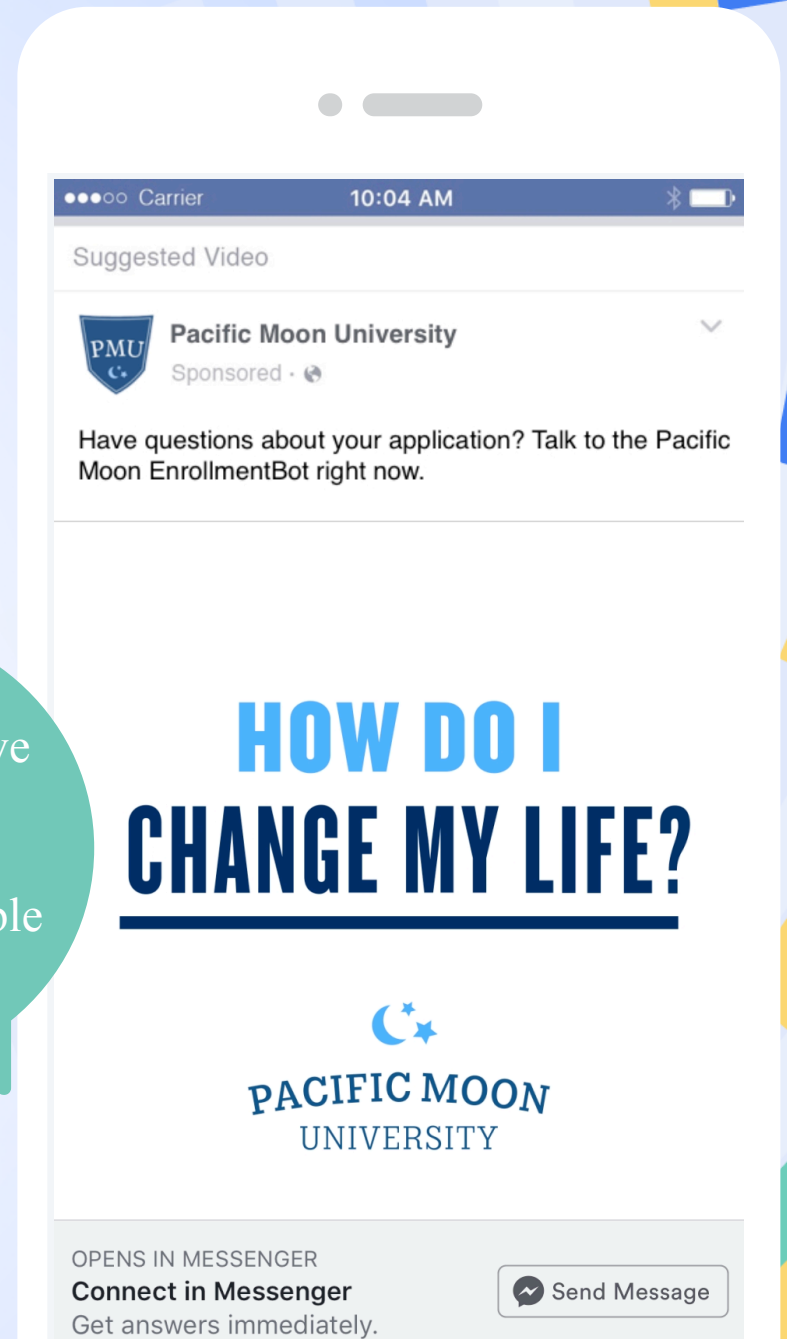
- Enrollments
- Retention
- Student Experience

Value for advertiser

- Extend reach of call center (contact more Leads)
- Low-cost/High-impact
- Model off ultimate goal (e.g. enrollments vs. leads)

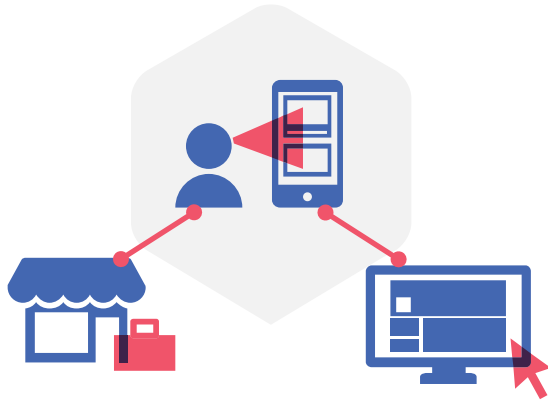
Example Creative
Execution

Call Center Unable
to Contact



Supercharge your digital efforts with real world metrics

Connect your offline data to your Facebook campaigns



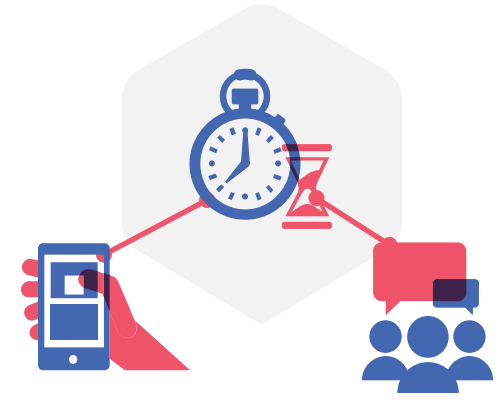
MEASURE TRUE VALUE

Account for your
ad spend across
channels



TARGET MORE OF THE RIGHT PEOPLE

Create richer audiences
based on offline
behaviors and attributes



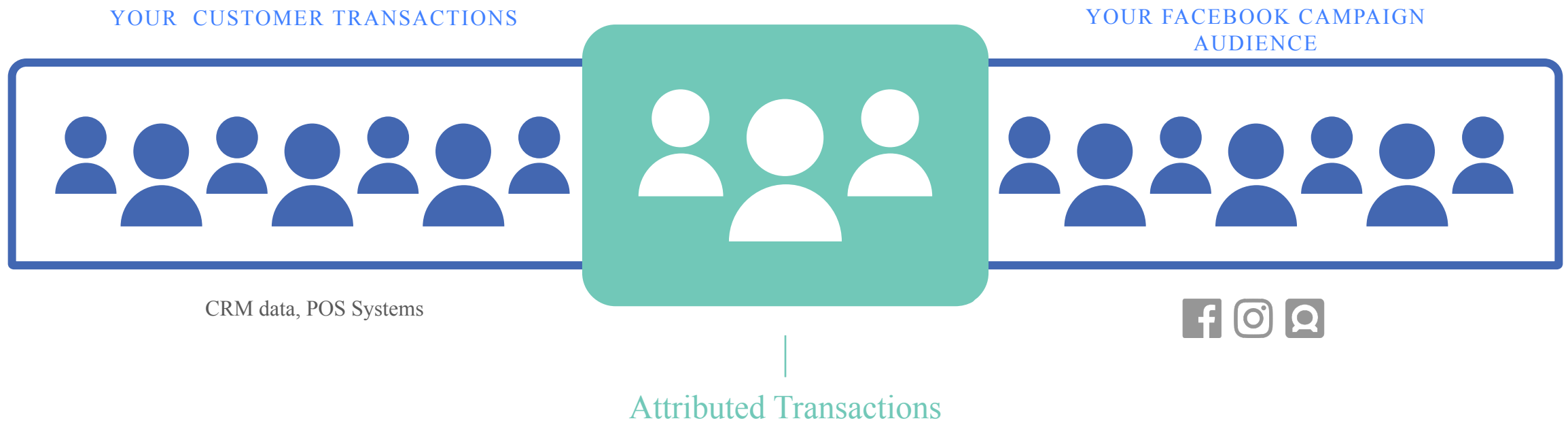
OPTIMIZE YOUR PERFORMANCE

Make better decisions
based on timely insights

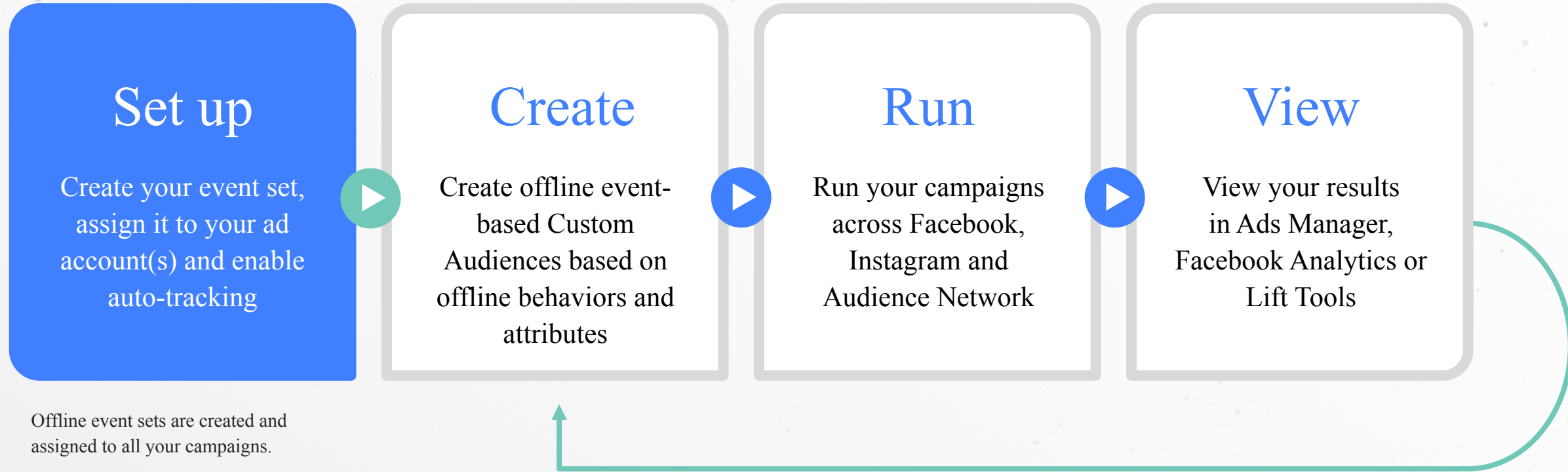
Match your transactions to your campaigns

Offline Conversions work for all advertising objectives, across Facebook, Instagram and Audience Network

Your customers on Facebook



Getting started with Offline Conversions

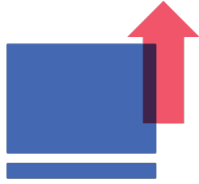


Offline event sets are created and assigned to all your campaigns.

For Offline Conversions API Only:
There is a one-time integration process to connect your transaction records (e.g. POS, CRM) to the API, after which data transfer will take place automatically.

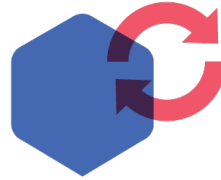
Hone your campaigns with offline insights

Connect your data in one of three convenient ways:



MANUAL CSV UPLOAD

Upload a CSV file manually with transactions data on a daily basis. Requires no technical expertise.



API INTEGRATION

Direct integration from client's customer system to Facebook for real time coverage.



TECHNOLOGY PARTNERS

Leverage FB partnerships with customer systems vendors and systems integrators. All the benefits of API, but you don't need to build it yourself.

KEY TAKEAWAYS & ACTION ITEMS

1

ON-FACEBOOK

Capitalize on interest by remarketing to video viewers

2

PIXEL-BASED

Implement standard events for improved performance
Layer in exclusion audiences for increased relevance and minimized waste

3

VALUE-BASED

Enhance current LAL strategy to include values and full spectrum of students

4

OFFLINE DATA

On-board call center “could not contact” or “closed/lost” leads as starting point



THANK YOU