

Retail Guide

Shopper Marketing



FACEBOOK



Shopping is no longer a place you go, it's something you do. Anytime. Anywhere.

Since the start of the COVID-19 pandemic, digital engagement accelerated with people spending more time on their smartphones and **3 in 5 shoppers are spending less time in stores**, as concerns for safety persist. The opportunity to influence the shopper isn't taking place where it used to.

Source: Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US - Mintel June 2020

The digital transformation that's taken place since the start of the COVID-19 pandemic was expected to take years. And many of these changes are expected to stick.

Online grocery sales will increase 28% to

\$85.5B

which is more than double the estimated rate of growth for 2019¹

72%

of online grocery shoppers in the US report using a mobile device to shop for groceries¹

1 in 2

global consumers surveyed expect to shop online more in the future²



To get into shoppers' consideration sets, you need to meet them where they are—on their phones.

Sources: 1. Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US - Mintel June 2020 2. "Coronavirus Research" by GlobalWebIndex (online survey of 15,271 people ages 16-64 in AU, BE, BR, CN, FR, DE, ES, GB, IN, IT, JP, NZ, PH, PL, RO, SG, US, ZA), Jun 29-Jul 2, 2020.



Digital facilitates the pre-shop, shop and post-shop phases

The shopper journey used to be linear with a clear progression from pre-shop to shop to post-shop, and where buying would happen mostly in the store. Today, mobile and ecommerce have reshaped this path with discovery happening long before shoppers get to the store.



DRIVE DISCOVERY AND INSPIRATION BEFORE SHOPPERS ENTER THE STORE

3 of 4

online shopping journeys include at least one visit to **Facebook apps**¹

48%

of **US food and beverage** shoppers turn to Facebook apps for **discovery**²

46%

of **food and beverage** shoppers in the US turn to Facebook apps and services for **inspiration**²

FACEBOOK INFLUENCES ONLINE AND IN-STORE PURCHASES

49%

of shoppers have purchased a product or service **online** as a result of seeing an ad on Facebook³

44%

of shoppers have purchased a product or service **in a store** as a result of seeing an ad on Facebook³

Providing an optimized omnichannel approach is critical for attracting and retaining new shoppers both in-store and online. Brands that can remove digital purchase barriers will successfully build trust and reliability and provide comfort for new shoppers.

Sources: 1. e-Commerce Path to Purchase by Verto (Facebook-commissioned study Sample: 18+ online population in the U.S. who completed an online purchase Jan - Feb 2020. 2. Food & Beverage Consumer Journey Study by Kantar Profiles (Facebook commissioned online survey of 2257 respondents ages 18-64, United States 2020.) 3. Omnichannel Study by Ipsos (Facebook commissioned online study of 4,425 people aged 18+, US Nov 2019-Jan 2020).

Digitize shopper marketing with Facebook and reach shoppers anytime, anywhere

Together, we can help you with the pre-shop and post-shop phases

- 1 Reach shoppers where they spend their time
- 2 Capture their attention with personalized, relevant content
- 3 Drive omnichannel sales
- 4 Unlock real-time performance
- 5 Enable innovation

Reach shoppers on Facebook with solutions that offer:

- 1 Unparalleled scale
- 2 Localized targeting
- 3 Personalized experiences
- 4 Flexibility
- 5 Customizable packages

Shopper marketing campaigns on Facebook drive omnichannel results



GREATER OMNICHANNEL RESULTS

+2.5%

sales lift

2X

incremental
ROAS



BIGGER BASKET SIZES

74%

drove higher in-store
transaction amounts

Source: Facebook Meta Analysis of Shopper Marketing Campaigns, Marketing Science Research, Sep 2020
(Analysis of 77 studies between 6/2018 - 8/2020).



Foundations for building a campaign on Facebook

TARGETING

Build a strategy to meet the audience needs of the campaign

Each shopper touchpoint leaves signals of intent that marketers can take action on. Leverage signals to connect the right products to people. Signals can be used for insights, targeting, optimization and measurement.

Tips to capture signals at every touchpoint

- **Capture intent across all surfaces:** Use pixel, SDK and/or offline conversions
- **Track the actions that matter:** Use standard, custom and app events to measure and optimize for the actions you care about on your website and app
- **Improve signal quality:**
 - Use advanced matching to match more of your site and app visitors with the people on Facebook
 - Enable first-party cookies to deliver relevant ads to people likely interested in your products or services



RETARGETING

Use Custom Audiences to connect with shoppers who have expressed a level of interest in or intent to purchase your product.



BROAD AUDIENCE TARGETING OR PROSPECTING

Use Lookalike Audiences to find people on Facebook who share similar characteristics to your most valuable shoppers.



GEO TARGETING

Use DMA, ZIP and city targeting to reach people in a certain location with retailer-specific content.

Build creative that converts

- Mix static and video creative in your campaigns for incremental direct response results—don't over-index on one or the other
- Highlight your brand early—make sure they see your brand within the first 3 seconds
- Showcase your produce or service (e.g., offer a mesmerizing demo of a recipe featuring your food product, highlight the ingredients)
- Build noticeable, thumb-stopping creative
- Provoke and promote with copy
- Personalize creative to your target audiences



56%

of campaigns with mixed creative had significant incremental conversion lift and **1.71% higher lift in sales**

Source: Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US - Mintel June 2020: e-Commerce Path to Purchase by Verto (Facebook-commissioned study Sample: 18+ online population in the U.S. who completed an online purchase Jan - Feb 2020. Fashion: 943; Grocery & Gourmet: 562; Health & Beauty 1463 online shoppers.)

MEASUREMENT

Facebook enables first-, second- and third-party measurement for shopper marketers across each of these:



CHANGE MINDSET

1P

3P

Brand Lift measures in Ad Recall, Awareness, Consideration, Intent and other brand KPIs



GENERATE TRAFFIC

1P

3P

Online Conversion Lift measures lift in online traffic objectives (e.g., coupon redemption, sweepstakes entry, etc.)

1P

3P

Store Visits Lift measures lift in visits to brick-and-mortar retail locations



DRIVE SALES

1P

3P

Sales Lift measures lift in short-term sales at a household level

1P

3P

Store Visits Lift measures lift in visits to brick-and-mortar retail locations

Be sure to consult with your Facebook Marketing Science Partner.

Tactics for driving successful marketing campaigns



Amplify shopper campaigns



Drive intent across channels



Distribute samples



Drive coupon redemption



Promote circulars online



Build loyalty



Generate sweepstakes entries

8 strategic areas of our ad platform that can help you drive efficient conversions:



OBJECTIVE



BIDDING



CREATIVE



TARGETING



PLACEMENT



OPTIMIZATION



AD FORMAT



MEASUREMENT

Facebook retail shopper marketing recipes

To meet today's shopper, you need shopper marketing solutions as dynamic as the journey itself.

AMPLIFY EXISTING SHOPPER CAMPAIGNS



Objective

Reach/Brand Awareness/Video Views/Messages



Target

Location/Brand + Lookalike



Optimization

Based on business objective



Bidding

Lowest cost



Placement

Automatic placements or 4+



Ad Format

Video, Carousel, Collection, Instant Experience



Creative

Mobile-optimized, relevant and persuasive creative to support the existing campaign

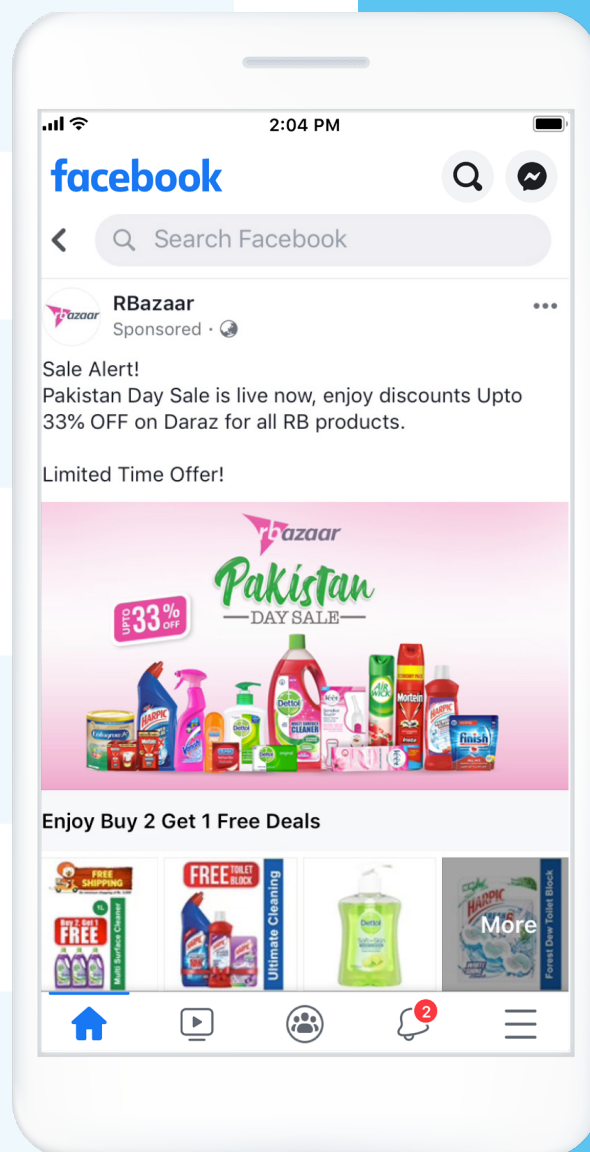


Measurement

Based on business objective

DRIVE ONLINE TRAFFIC AND SALES

	Objective	Traffic Conversion
	Target	Broad Audiences Lookalike Audiences
	Optimization	Link clicks Landing page views if applicable
	Bidding	Lowest cost bid Target cost with bid cap if target CPA/CPC is known
	Placement	4+ placements (Facebook News Feed/Instagram Feed and Stories) Automatic placements
	Ad Format	Mobile-First Video Instant Experiences Carousel
	Creative	Mobile-optimized, relevant and persuasive creative showcasing unique value proposition
	Measurement	Based on business objective











DRIVE HIGH-INTENT TRAFFIC ACROSS CHANNELS WITH COLLABORATIVE ADS

	DRIVE ONLINE SALES	DRIVE IN-STORE TRAFFIC	DRIVE IN-STORE SALES*
 Objective	Catalog Sales or Conversions	Store Traffic Objective	Store Traffic Objective
 Target	Broad Audiences	Broad Audiences	Broad Audiences
 Optimization	Conversion for lower funnel events: View Content, Add to Cart, Purchases	Store Visits	Store Sales
 Bidding	Automatic bidding (lowest cost with bid cap)	Automatic bidding (lowest cost with bid cap)	Automatic bidding (lowest cost with bid cap)
 Placement	Automatic placements	Automatic placements (placements available for STO outlined here)	
 Ad Format	Carousel, Collection	Single Image/Video/Carousel with Map Card and “Get Directions” CTA	
 Creative	Mobile-optimized, automated creative using your product catalog segment set and immediate call to action	Use promotional messaging with clear indication to drive traffic to local stores. Keep the copy under 35 words and utilize location tokens (e.g., “Shop “brand” at your local “retailer” stores). Add Map Card showing business address.	
 Measurement	Online Conversion Lift	Store Visits lift	Sales Lift or Matched-Market Lift









*Dependent on retailer availability

BRING YOUR CIRCULAR ONLINE









	Objective	Product Catalog Sales
	Target	Custom Audience (of loyalty members, store and online shoppers) If prospecting: Use Broad Audiences
	Optimization	Conversions, optimizing for lower-funnel events, e.g., purchase, to capture highest-intent audiences
	Bidding	Automatic bidding (lowest cost) Frequency: 2+
	Placement	Automatic placements or 4+ Note: If using custom IX to mimic physical circular, then consider Facebook News Feed only
	Ad Format	Carousel is recommended based on Facebook meta analysis. Collection with Hero Image/Video and/or Instant Experience can also be leveraged but should be tested against Carousel or BAU.
	Creative	Include a product set of 250 to 750 items. Highlight price/offer.
	Measurement	Online Conversion Lift

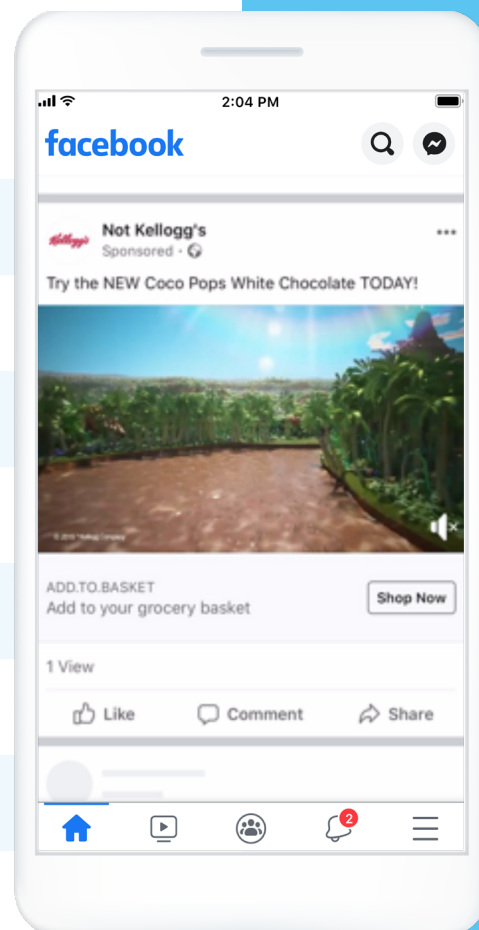


GENERATE SWEEPSTAKES ENTRIES AND LEADS

	Objective	Lead Generation
	Target	Based on business objective, consider Custom Audiences and Lookalike Audiences to get in front of consumers who are more likely to express interest
	Optimization	Leads
	Bidding	Lowest cost
	Placement	Automatic placements or 4+
	Ad Format	Single image, Video
	Creative	Mobile-optimized and immediate call to action
	Measurement	Online Conversion Lift, Store Visits Lift or Matched Market Lift

DISTRIBUTE SAMPLES

	Objective	Lead Generation (or Conversion if driving to landing page)
	Target	Based on business objective
	Optimization	Leads
	Bidding	Lowest cost
	Placement	Automatic placements or 4+
	Ad Format	Video, Carousel, Collection, Instant Experience
	Creative	Capture attention quickly, design for sound off and mobile, frame your visual story
	Measurement	Online Conversion Lift



DRIVE COUPON REDEMPTION



Objective

Messages or Conversions* for first-party coupon distribution
Lead Gen or Traffic if driving to third-party coupon sites such as coupons.com



Target

Based on business objective



Optimization

Replies or Leads



Bidding

Lowest cost



Placement

Automatic placements or 4+
(include Messenger if part of your coupon distribution)



Ad Format

Click to Message
Test: Single image or short-form video



Creative

Mobile-optimized and coupon-related call to action



Measurement

Online Conversion Lift, Store Visits Lift, Sales Lift
or Matched-Market Lift

*For Messages objective, in the Message Destination section, select Messenger, then Click to Messenger.
For the Conversion objective, in the Conversions section, select Messenger.



Let's recap

Shopper sales still happen in-store, but today's shoppers also discover and research products online.

Empowered shoppers blend online and in-store channels for product discovery, evaluation and purchase.

Facebook can help engage shoppers where they spend their time—on mobile—to help drive online and in-store growth.

