

Seamless Social Commerce



IAB Digital Mastery Workshop

1st May 2024

Today's Speakers:



Andy Weldon
Senior Account Manager –
UKI Commerce



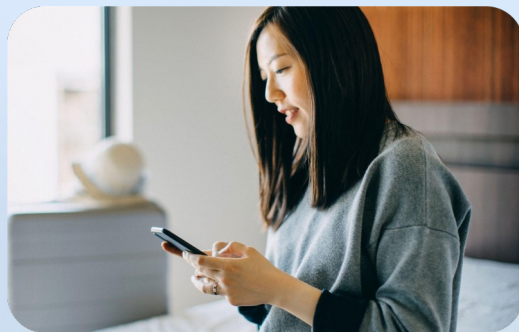
Lauren Smith
Senior Account Manager –
UKI Commerce

The landscape for performance marketing is constantly changing



Economy under pressure

Growing inflation, household disposable income declining in numerous markets



Ad ecosystem evolving

Policies, people and platforms evolving the ad ecosystem, reducing data for optimization



A competitive opportunity

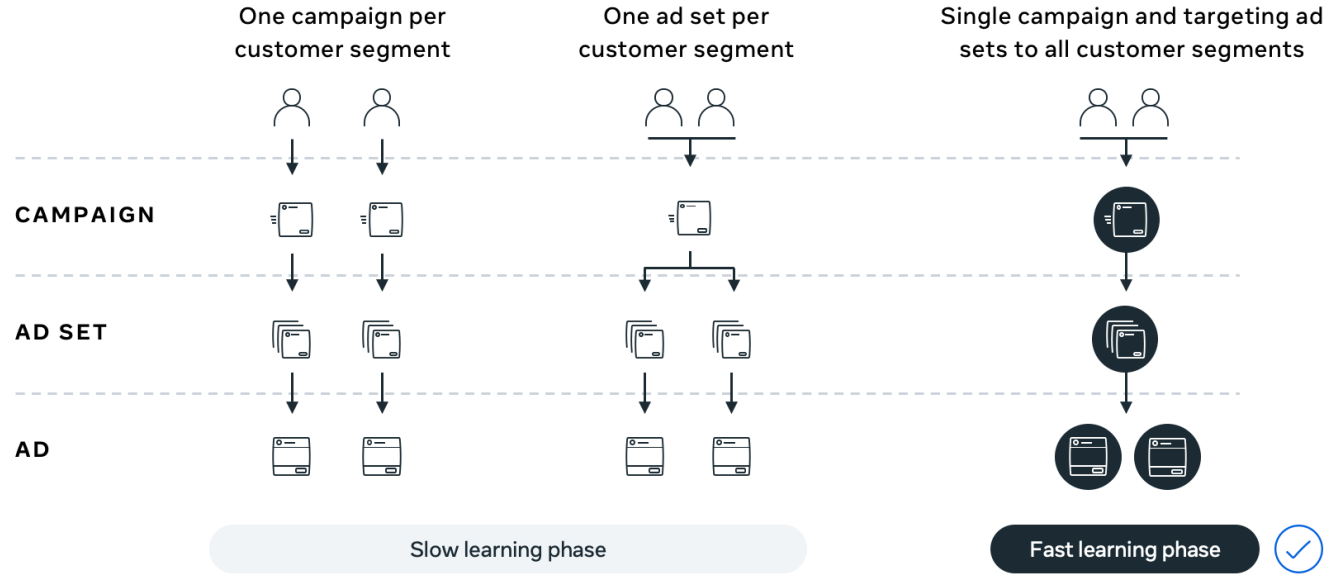
Increased focus on true value as marketing budgets come under the microscope



So, we're continuing to invest in and build AI-powered ad products and tools that address performance needs

Account Simplification

When a campaign starts running, each ad set goes through an initial “learning phase”. Simplifying account structures helps AI systems get the results you need faster.



Like Meta Advantage, our AI-powered suite of automation ad products

Automate your entire campaign setup



End-to-end automation solutions

Advantage+ shopping campaigns

Advantage+ app campaigns

These solutions enable automation across every step of the ads creation process and help businesses connect with the right audience, at the right time, in the right place.

or select individual automation levers to address your business needs



**Audience
automation**



**Creative
automation**



**Destination
automation**



**Placement
automation**



**Budget
automation**

Advantage+ shopping campaigns

An end-to-end automated portfolio solution for performance marketers

Create a single campaign for all performance objectives and Meta will automate the process—across audience, creative, budget, optimization and destination—to effectively deliver the right ad to the right person.



Better performance

Uses machine learning to deliver the highest-performing ads



More efficiency

Optimizes for fresh, high-performing creative with minimal manual input



Greater scale

Connects you to more people while respecting people's privacy choices

Better performance

New machine-learning models from Meta automate creative, audience, optimization, budget and destination levers to pair the right ad to the right person, while maximizing performance. 31 advertisers who added Advantage+ shopping campaigns to businesses-as-usual campaigns saw:

17%

improvement in cost per action

32%

increase in return on ad spend

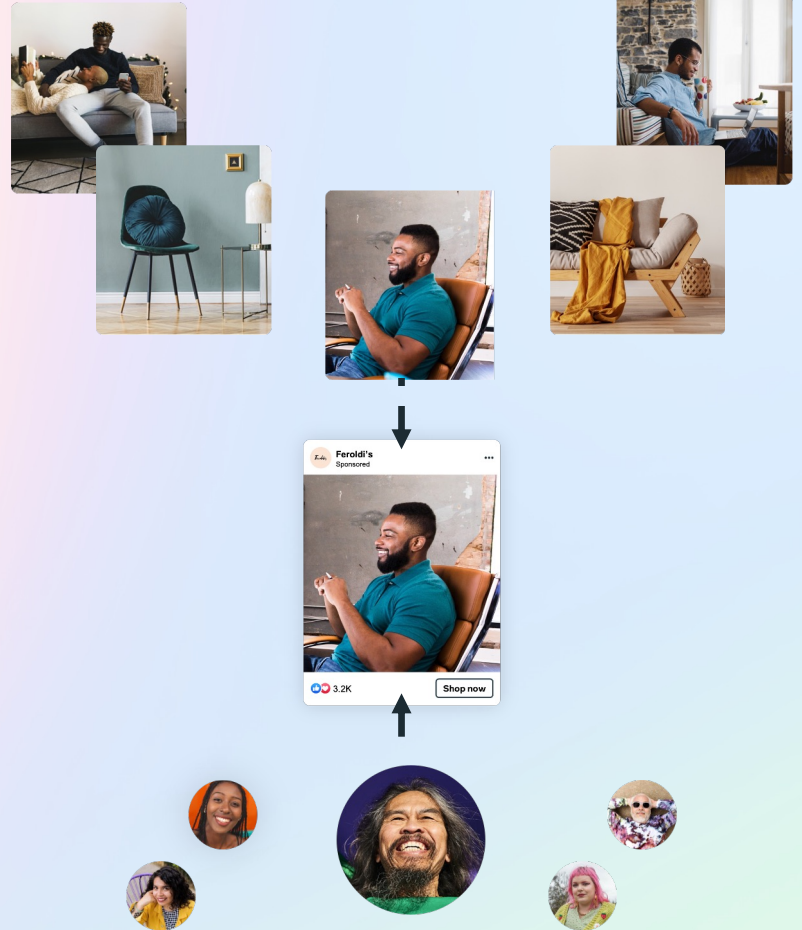
Source: Meta internal study on 31 advertisers from NA, APAC, EMEA, and LATAM from Jul-Sep 2022.



More efficient

Our new machine learning will optimize creative for the people most likely to respond and deliver relevant and high-performing variations that appeal to unique interests.

- Upload a mix of lifestyle and product imagery.
- Create upward of 150 creatives.
- Import your product catalog of static images or video.



Greater scale

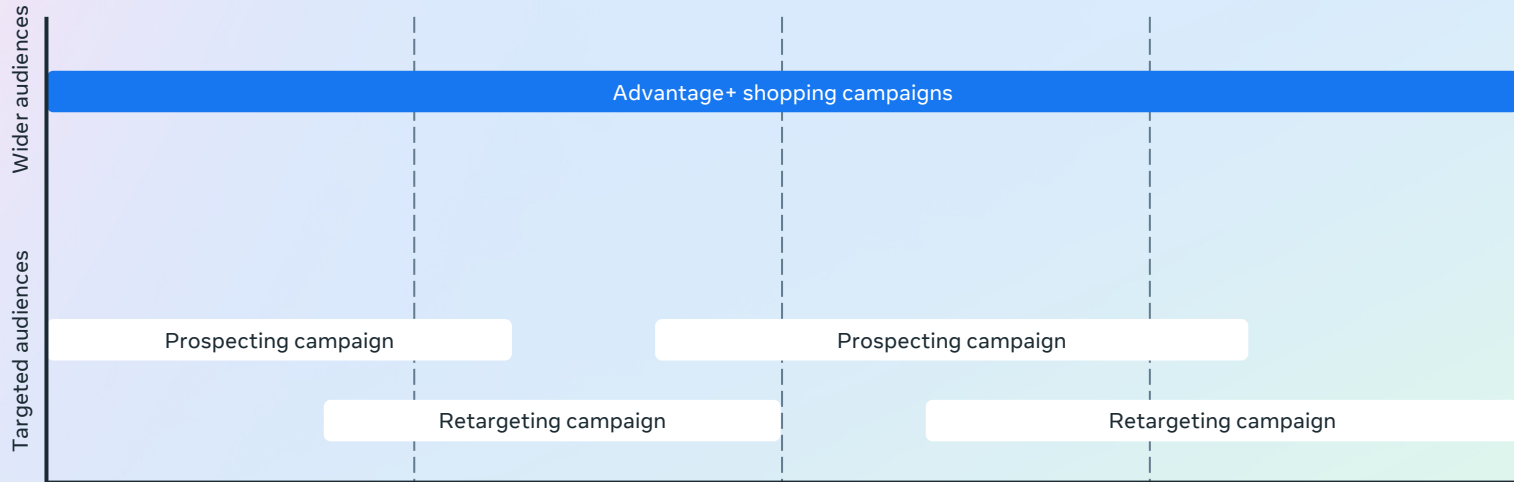
Advantage+ shopping campaigns cast a wider net so you can connect your brand with more people likely to be interested in your products and services.

Implicit intent

Explicit intent



Advantage+ shopping campaigns is recommended for always-on performance



Campaign management just got easier

What used to take multiple budgets and weeks of testing multiple campaigns...

Example



Advantage+ placements



Broad targeting



Creative differentiation



Advantage+ campaign budget

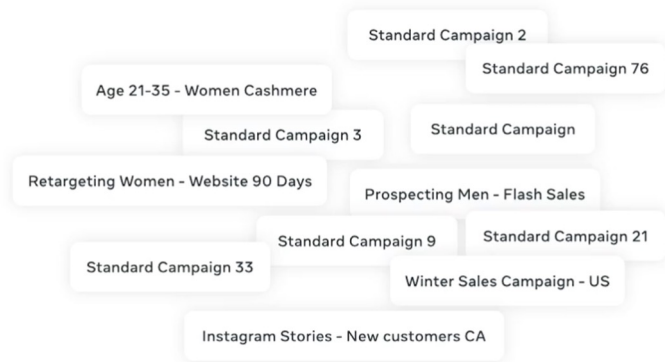


Account simplification



MULTIPLE CAMPAIGNS

... is now simplified with machine learning



- Faster campaign setup
- Less ongoing maintenance
- Optimized for predictable outcomes
- New vs. existing customer reporting

GREATER SCALE

New feature

Scale manual campaigns instantly with one-click upgrade

Streamline your campaigns and tap into the value of end-to-end automation by upgrading existing business-as-usual campaigns to Advantage+ shopping campaigns.

This new duplication feature will help save time so that you can see better performance at scale with a quicker set up.

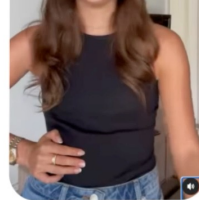
Getting started

- 01 Determine an always-on strategy for your Advantage+ shopping campaigns.
- 02 Upload creative assets (lifestyle and/or Advantage+ catalog ads).
- 03 Test and iterate.

Reels capture our attention with relatable, short-form entertainment

- **Immersive**, sound-on vertical videos
- **Unvarnished**, lo-fi and relatable
- **Concise** stories, simply told
- **Mix** sound, videography and storytelling to entertain us

1: Meta Q4 2023 Earnings, Feb 2024 2: Analysis of approximately 2.2M global Facebook and Instagram Reels Ads. Research findings do not guarantee future results. 3: Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+; monthly active users who are active Instagram users in Q1 2022). Additional source citations in speaker notes 3. Analysis of approximately 2.2M global Facebook and Instagram Reels Ads. Research findings do not guarantee future results.



3.5bn

People share Reels over 3.5 billion times every day²

+22

Reels creative that featured audio brand cues showed a statistically significant higher average positive response by +22 points than ads without audio brand cues.²

27%

Higher click through rate for Reels ads with a human presence³

Reels turns attention into action, supercharging your campaign performance

Awareness

Adding Instagram Reels ads to existing Facebook and Instagram Feed and Stories ads campaigns directionally outperformed Instagram Feed and Stories ads only for Favorability and Purchase Intent.¹



Consideration

Adding Instagram Reels ads to business-as-usual (BAU) direct response campaigns significantly increased the likelihood of page visits (97%), add to cart (97%), and purchases (90%).²



Conversion

In our tests, we saw that using the language of Reels creative approach improved cost-per-incremental conversions for lower funnel conversion events by a **median of 51%**.³

1. Meta Internal Data, based on data from 13 brand lift studies with global brands across multiple verticals in Q4 2021. 2. Page visit results are based on 12 lift studies, add-to-cart results are based on 13 lift studies, and purchase results are based on 11 lift studies. All studies were run from June 2022 to December 2022 by global advertisers from various verticals including E-commerce, CPG, Retail, and Professional Services. Business-as-usual campaigns mean Facebook Feed, Instagram Feed and Instagram Stories. 3. Meta-analysis of conversion lift tests with 11 global advertisers across 9 verticals, conducted in November 2022.

Want to speak the language?

Start with these creative essentials.

Reels ads turn attention into action, supercharging results.

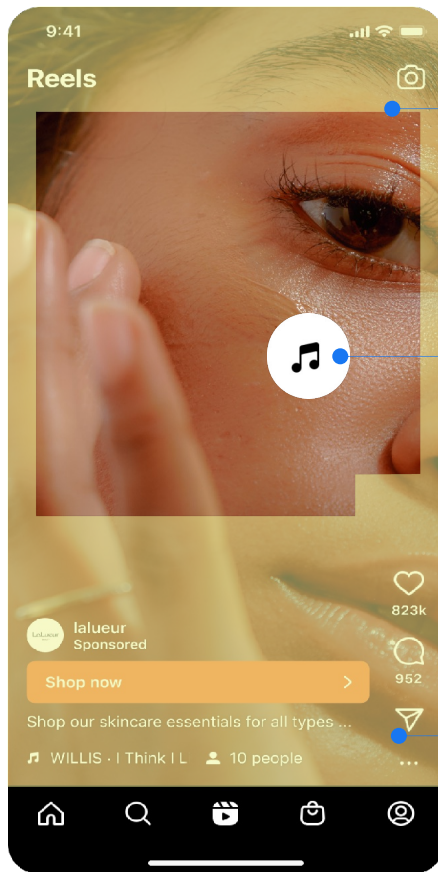
And when you build them the right way - vertical video, sound-on, in the safe zone - they're even more powerful.

34.5%

Lower CPA than image ads on Reels ¹

15%

Lower CPA than non 9:16 video ads without audio on Reels ²



Build for vertical video

Use 9:16 video to make your ad feel immersive

-48pts

In our analysis of reels ads manually opted into reels, we found that vertical ads on average had a 48% lower CPA compared to non-vertical ads. ²

Build audio-on

To make your video captivating

+15pts

Reels ads with both music and voice-over show a 15-point statistically significant higher average positive response score than those without sound. ³

[Learn more about Sound Collection](#)

Build in safe zones

To ensure your key messages aren't obscured by the Reels UI

+39%

On average, the CTR for ads within studies identified as respecting the Reels Safety Zone are 39% higher than ads within studies which did not. ⁴

1. Results modelled based on a Gradient Boosted Decision Tree (GBDT) model looking at 140k video DR Ad Sets with any delivery on Reels, across regions and verticals delivering from 7/1/23 - 7/14/23 which had non-zero conversions (outliers removed). Other video is defined as any video asset that does not include all creative essentials - 9:16 and audio. For example, a 9:16 video without audio would be considered another video. 2. Analysis of 265K reel ads where Reels delivery was specifically selected (not using automatic placement) run by small businesses between Nov 2019 and May 2022. The relationship was statistically significant in a model controlling for other factors. Research findings do not guarantee future results. 3. Consumer Study by MetrixLab. (Meta-Commissioned online study of 10,000 people in the US ages 18+, monthly active users who are active Instagram users in Q1 2022). Full detail in speaker notes 4. Analysis of placement-level results for ads associated with 58 global Brand Lift studies that were self-identified at the time of study creation as testing the addition of Reels as a placement to a current campaign strategy. Studies run from June 2021 through March of 2022. An ad is determined to have violated the Reels safety zone if any portion of overlaid text, brand identity, or product label is obscured by any portion of Reels user interface or persistent camera icon.

M&S

Marks and Spencer Ireland success story

M&S wanted to reach new audiences, drive sales and improve its ad campaign performance metrics. M&S had previously run Meta Advantage+ catalogue ads with success. Taking a test-and-learn approach, M&S decided to see if running ASC might increase website sales further. The team used the Advantage+ placements feature to automatically deliver ads across all of Meta's placements, as well as the Advantage+ campaign budget feature to automatically distribute the budget across the best-performing ads in real time.

3x

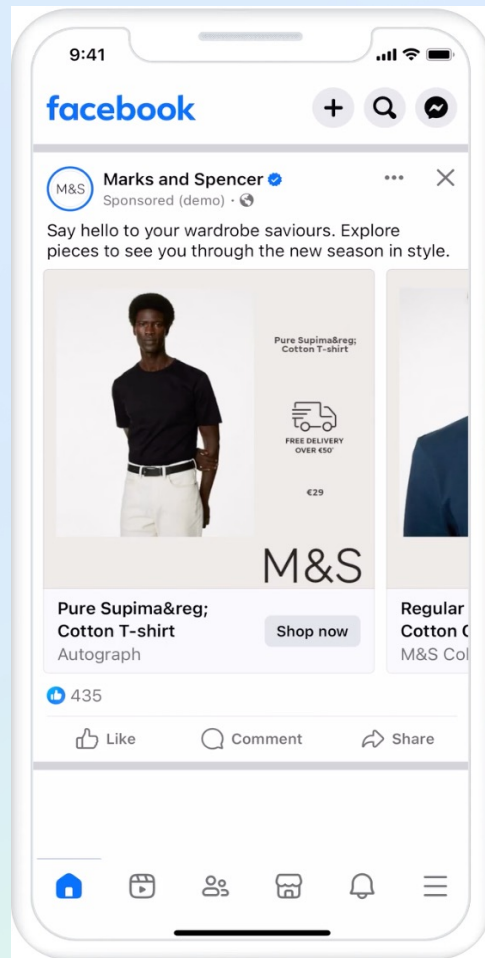
more incremental sales with ASC, compared to Advantage+ catalogue ads

3x

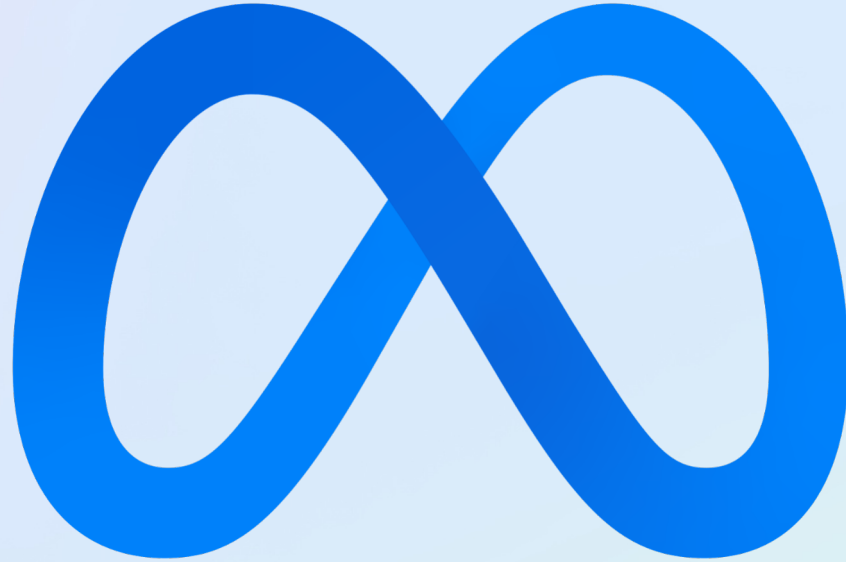
higher incremental return on ad spend with ASC, compared to Advantage+ catalogue ads

52%

lower cost per conversion lift with ASC, compared to Advantage+ catalogue ads



Thank You!



 **Meta**