

# From Bricks to Clicks

Taking your retail business online

(Covid-19 version)

FOR MMA EVENT

MAY 2020

FACEBOOK



# Hung Huynh

- Ecom/Retail vertical lead at Facebook
- 2 years at Facebook + 12 years of experience in Ecom/Retail industry
- Help corporation clients grow business with FB Ad solutions
- Can't wait to come back to Vietnam when Covid-19 ends



# What will be shared today ?

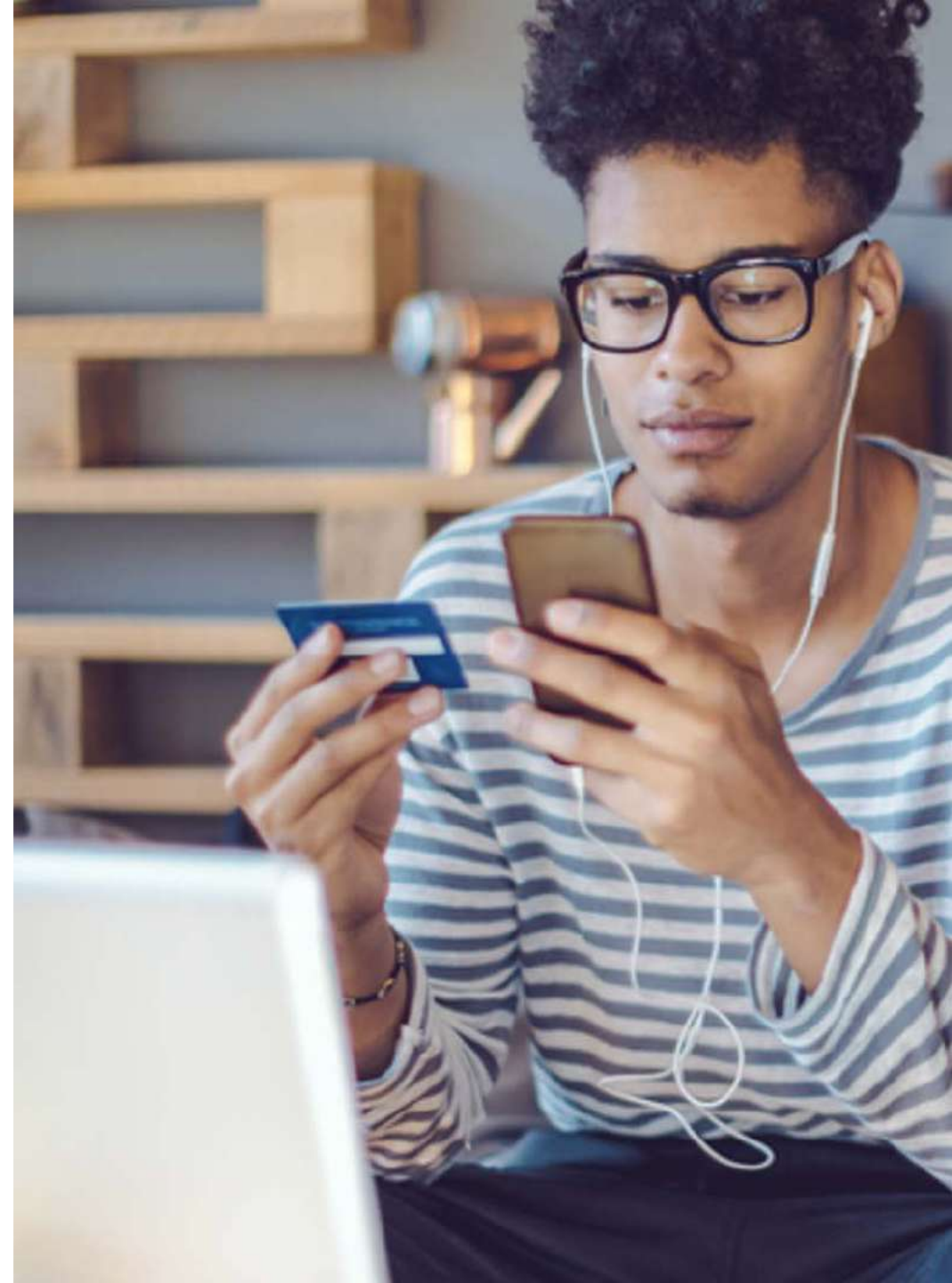
1. How consumer behaviours change on the digital ?  
5 min
2. What should retail business do to move from Bricks to Clicks ?  
25 min
3. Case study: Circle K  
10 min

How consumer behaviors change in the context of COVID-19?



# The desire to stay connected is rapidly changing behaviors

- More time on their smartphone: **70%**
- More news coverage: **67%**
- More shows/films on streaming services: **51%**
- More time messaging: **45%**
- More time on social media: **45%**
- More time on computer/video games: **36%**



Context

# Video group calls re-create in-person socialization

Participation in  
Messenger Group  
Video Calls has  
grown globally by

70%

In one week,  
time spent in  
group video calls  
has grown by

2x

Facebook IQ source: Facebook data, global, Mar 17, 2020.



# They're coming together **LIVE** for real-time experiences

Globally

**3 in 4**

are interested in Live streams of events that are cancelled or postponed

We've seen Facebook Live viewers in the US increase up to

**50%**

in a month



# And they still want to hear from brands - as long as they deliver relevant value.

**70%**

Completely Agree

*I want to continue to hear from brands and companies on what they have to offer and what they stand for.*

**64%**

Completely/Somewhat Agree

*I expect companies to acknowledge today's crisis and situation in their advertising.*

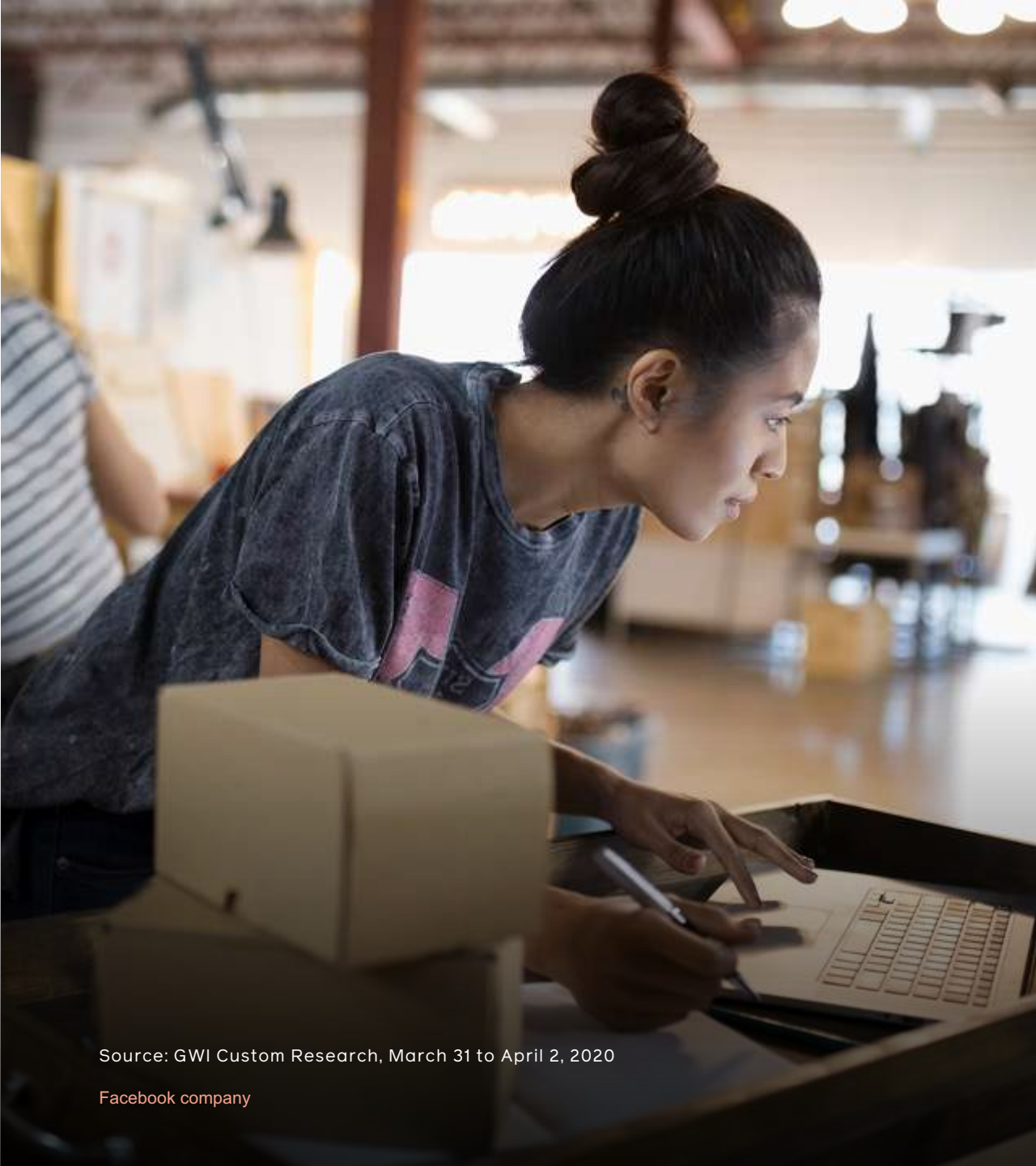
**10%**

Completely Agree

*Brands that advertise during today's climate are tone deaf.*







**People are turning  
to ecommerce more  
than ever**

**Almost half**

of respondents surveyed globally  
report that they are doing more  
online shopping due to COVID-19

Source: GWI Custom Research, March 31 to April 2, 2020

Facebook company

A young woman with long dark hair, smiling warmly, stands behind a counter in what appears to be a cafe or bakery. She is wearing a white button-down shirt under dark denim overalls. The background is filled with various items: stacks of white plates, coffee-making equipment, and shelves with jars and containers. The lighting is warm and slightly dim, creating a cozy atmosphere. The text is overlaid on the left side of the image.

What should retail  
businesses to move  
“From Bricks to Clicks” ?

People spend more time on Livestream & still want to hear from brands



Manage brand presence with Livestream & Instream

People spend more time on messaging



Build conversational shopping experience with Messenger

People are doing more online shopping



Drive sales & unlock partnership with Dynamic Ads & Collab Ads



Manage brand presence with Livestream & Instream



Build conversational shopping experience with Messenger



Drive sales & unlock partnership with Dynamic Ads & Collab Ads

**Awareness:**

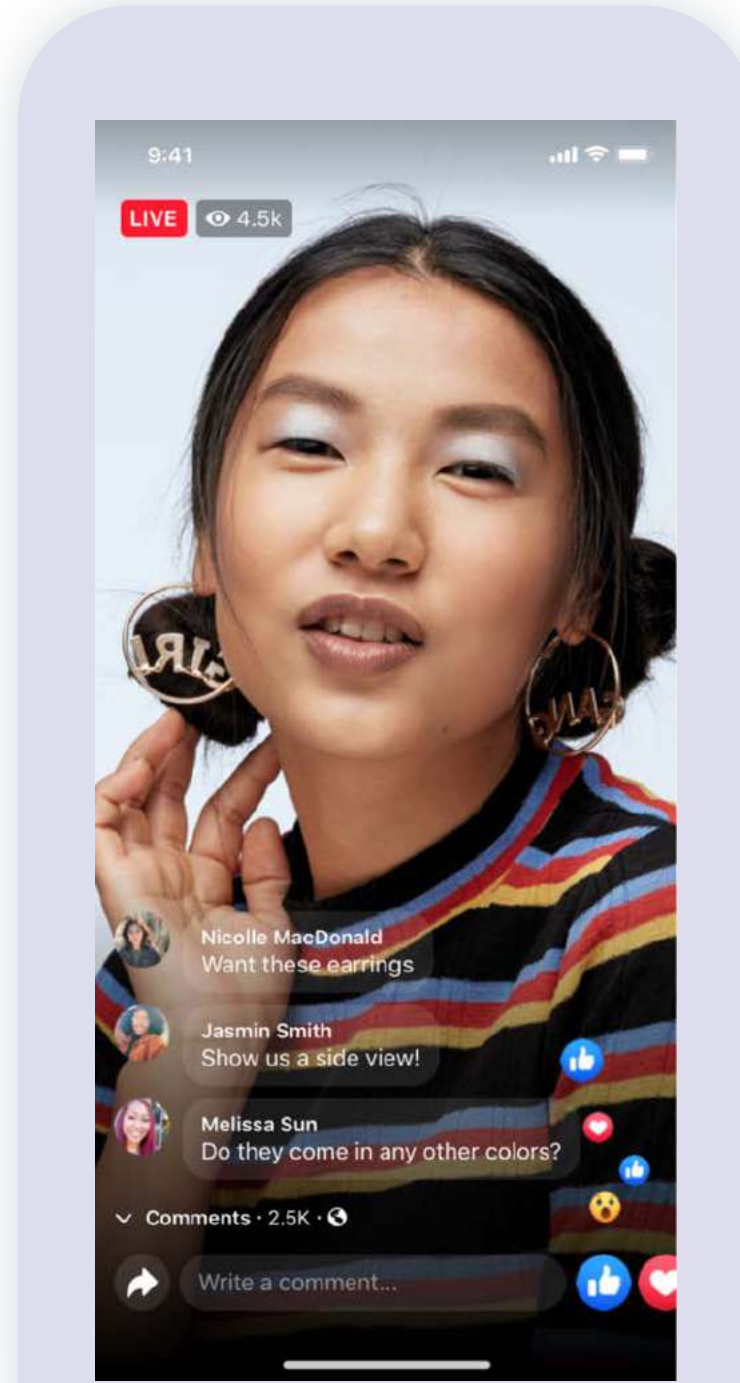
# **Facebook & Instagram Live**

# Connecting **LIVE**

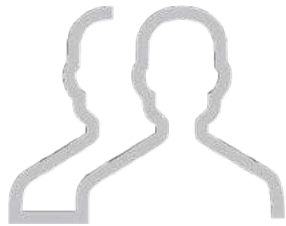
Among people surveyed globally

# 3 in 4

are interested in live streams of events  
that are cancelled or postponed



# How to host your live? Key considerations



## AUDIENCE

Consider your target audience, established following, overall brand tone across each platform



## TUNE-IN

Consider how will you drive tune-in and across which platforms, surfaces (feed / stories), using which tools (FB schedule live + event reminders), etc



## ENGAGEMENT STRATEGY

Consider how you'll show up in Live—should it be laidback/scrappy or more polished? Do you want to broadcast from your partners page? Will it be interactive Q&A? Is it meant to be ephemeral or live on as VOD?



## PRE + POST MEDIA STRATEGY

Will you drive pre-live awareness for tune-in? On Facebook, will you promote the final show after-the-fact?

# Consider to repurpose live assets to marketing assets



## LIVE DR ADS



Edit the most engaging parts of the live video into Ads to drive incremental sales





# Acquire users from livestream using Messenger

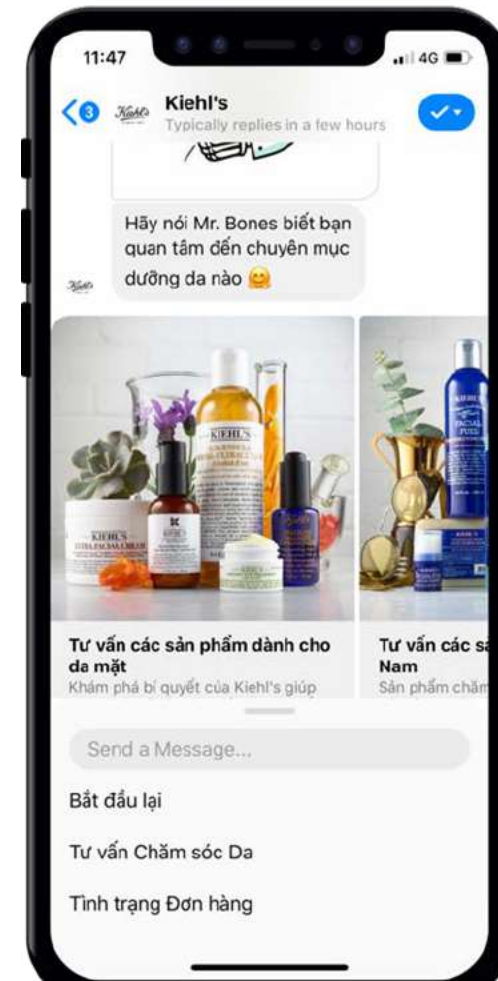
Live Stream



Page Post



Reconnect



# MEDIA PLAN PHASE



TEASER

## LIVE Announcement (*Pre*)

Influencer Organic + Paid  
(*Feed + Stories*)

Brand Organic + Paid  
(*Feed + Stories*)

LIVE  
STREAM

Live  
Live Boost

AMPLIFY

Live Highlights  
Retarget to engage

Day -7

Day 1 - Live

Day 2-14



# **CASE STUDY TESCO MALAYSIA**

# Tesco Malaysia

The retail brand wanted to find an effective way to lift awareness for its Lunar New Year offerings ahead of the holiday and was interested in exploring video ad options for the campaign, as video consumption peaks during the festive period.

11%

Increase in sales YOY

2M

People Reached

60k

Viewers with the help of ThruPlay

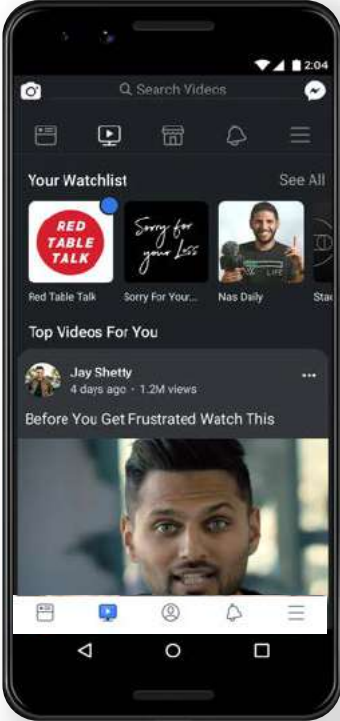


**Awareness:**

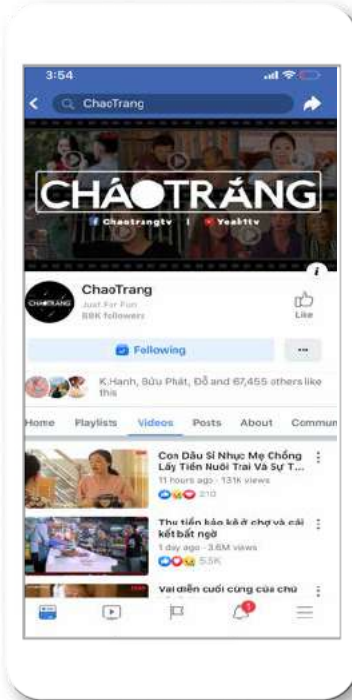
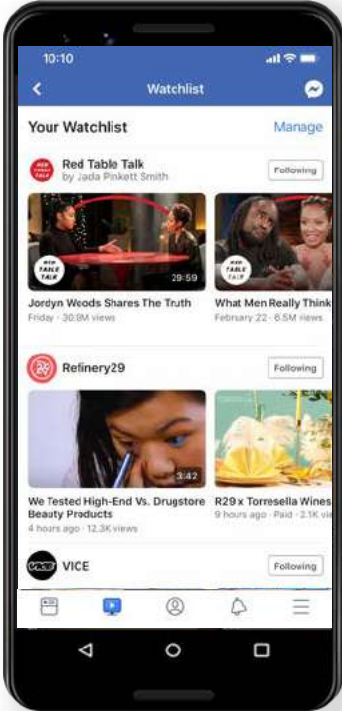
# **In-Stream Videos**

# REACH PEOPLE WHERE THEY'RE WATCHING

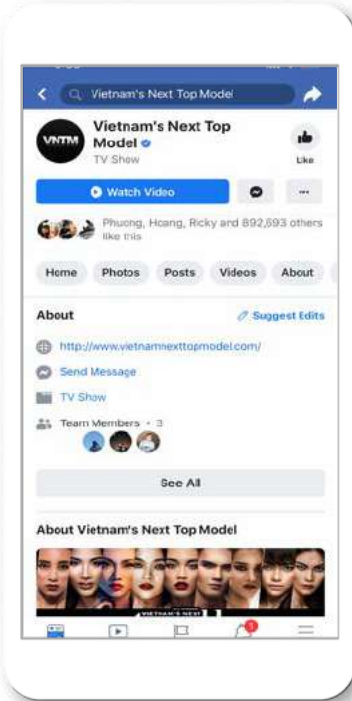
In-Stream Ad can run during original, publisher and creator content on Facebook or Audience Network



WATCH



NEWS FEED



SEARCH



SHOW PAGES



# REACH CAPTIVATED VIEWERS WITH IN-STREAM VIDEO ADS

## **CAPTURE ATTENTION**

Capture attention at scale across quality, socially-engaging long form video content

## **REACH**

Connect with key audiences at scale

## **MEASURE**

Drive measurable results with transparency and control



# OPT-IN TO IN-STREAM AS AN ADDITIONAL PLACEMENT AND UNDERSTAND HOW IT WORKS



**MIDROLL**



**5-15 SECONDS**



**NON-SKIPPABLE,  
70% COMPLETION  
RATE**



**SOUND ON**



**Recommend  
16:9 aspect  
ratio**



**PLAYS WITHIN  
PUBLISHER VIDEOS  
LONGER THAN  
3 MINUTES**



**APPEARS IN FEED,  
WATCH AND  
AUDIENCE  
NETWORK**





**CASE STUDY  
MAYBELLINE**



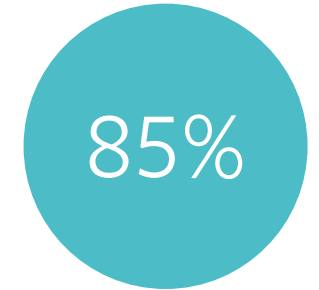
To promote the new make-up product, Maybelline ran a digital campaign **combining In-stream and Collaborative ads (CPAS) for the first time**. The combination creative a strong synergy in driving both the brand and conversion metrics.



Point lift in **Ad Recall**



Point lift in **Message association**



Video **completion rate (15s)**



2X Lift in **Sale**



**ROAS**



Manage brand presence with Livestream & Instream



Build conversational shopping experience with Messenger



Drive sales & unlock partnership with Dynamic Ads & Collab Ads



# CONVERSATION DELIVERS NEXT- LEVEL SHOPPING EXPERIENCES

How much does the coat cost?

Hi Lucy, the price is \$40 after discount

Do you accept COD?

Yes we do!

# It creates the “best of both worlds” experience

## Retail Store

- ✓ Competitive prices & discounts
- ✓ Ability to try & customize product
- ✓ Ability to bargain
- ✓ Salesman advice & clarifications
- ✗ Time/effort intensive
- ✗ Limited variety/options

## CONVERSATIONAL COMMERCE

## Online Shopping

- ✓ Convenience of shopping anytime, anywhere
- ✓ Access to large variety of products
- ✓ Products demonstration
- ✗ No touch & feel/demo
- ✗ No guidance during purchase
- ✗ Concern on product quality
- ✗ Difficult to navigate UIs

Source: “Conversational Commerce – the next gen of E-com” by BCG (Facebook-commissioned study of 8,864 people across BR, ID, IN, MX, MY, PH, TH, US and VN), Aug2019. Respondents, who bought from a business in the past 3 months using messaging, or sold to a customer in the past 3 months using messaging, May-August 2019. Source for internet messaging (IM) penetration is survey data and time spent on IM is an estimate based on ComScore data and survey data,

# Top 10 widely bought categories using chat



1. Clothes  
67%



2. Food delivery  
36%



3. Footwear  
32%



4. Skincare  
28%



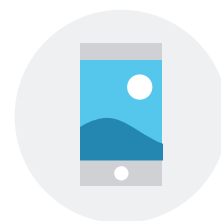
5. Handbags  
and wallet  
23%



6. Cosmetics  
30%



7. Watch  
18%



8. Mobile  
accessories  
26%



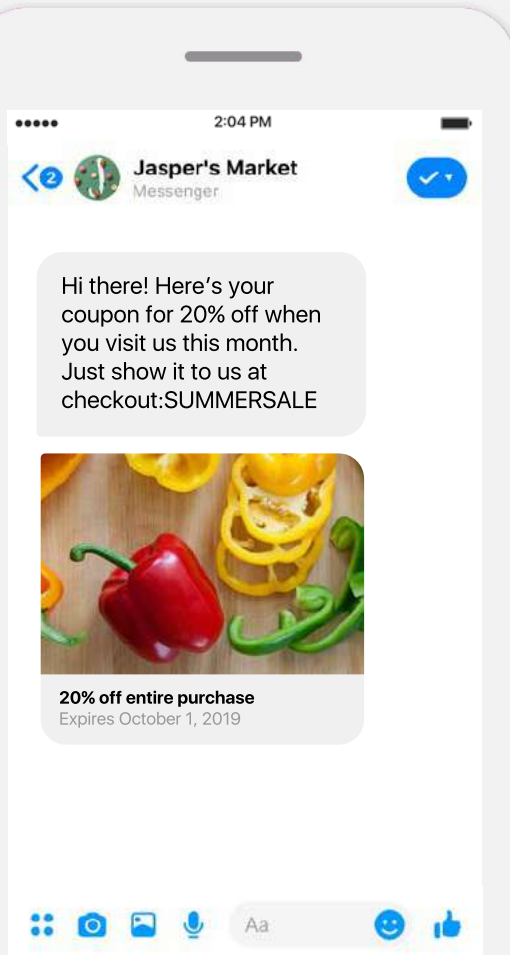
9. Hotel  
booking  
20%



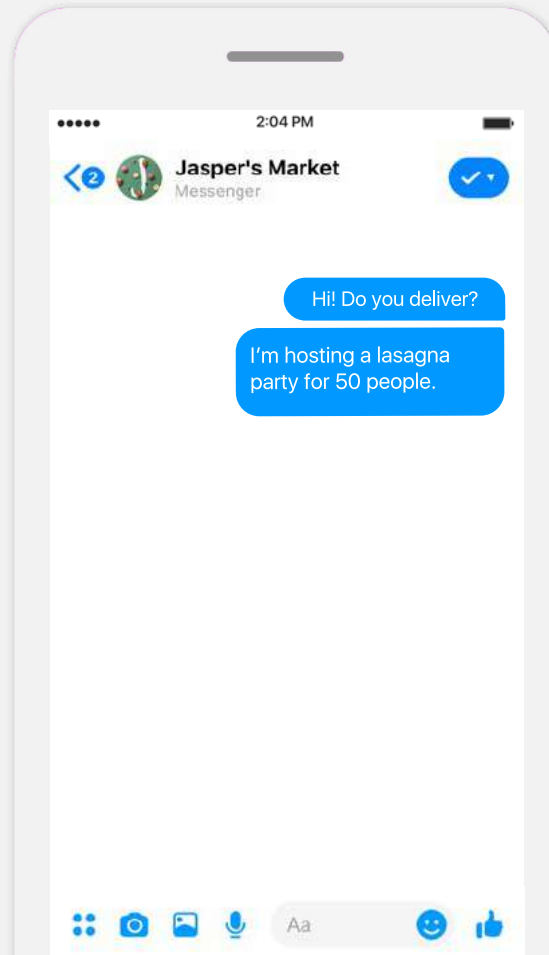
10. Car  
accessories

# Conversation can carry a consumer journey

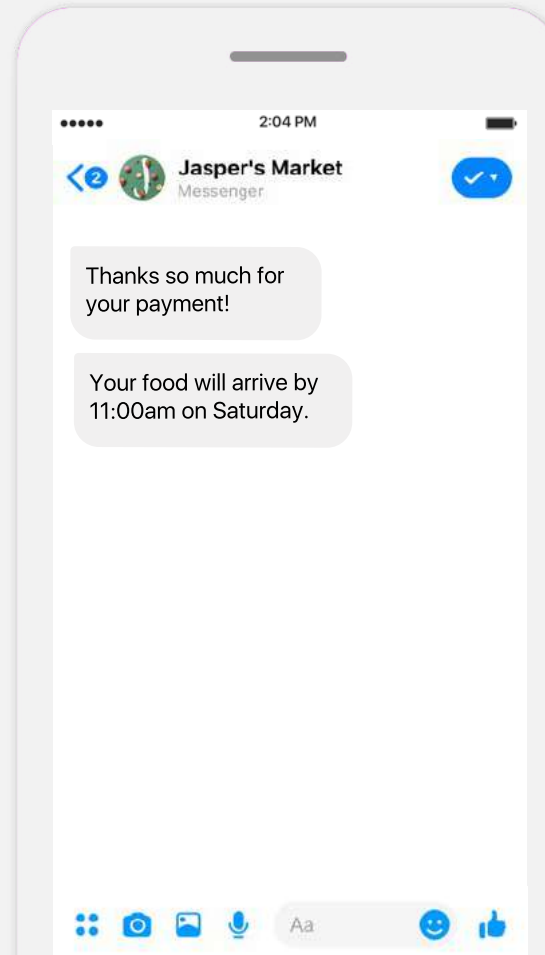
## Discover



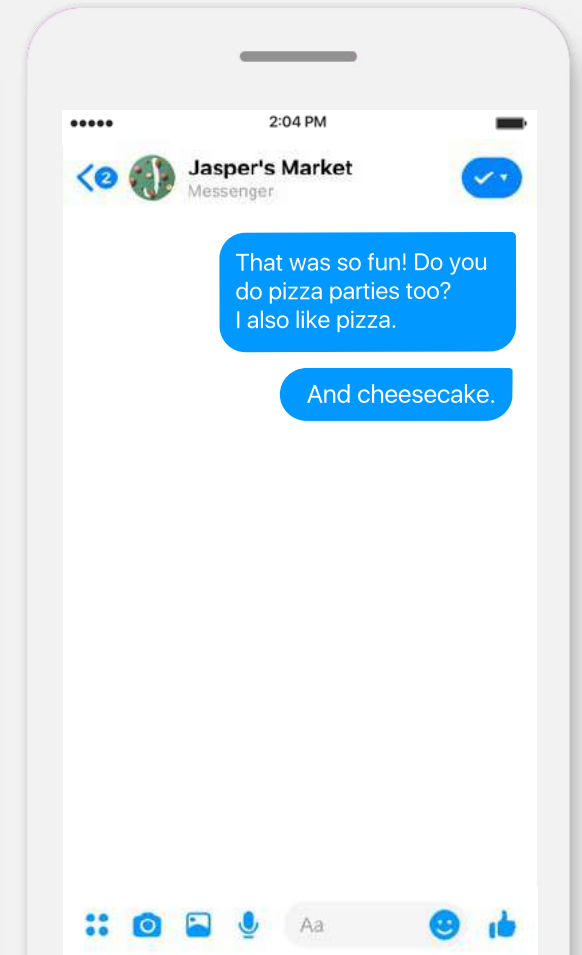
## Inquire



## Purchase



## Reconnect



# Getting Started

## IDENTIFY

the strategic role  
messaging will play

Consideration  
and inspiration

Fulfilment, tracking  
and care

Re-marketing

## LEARN

what makes a great  
messaging experience

Context

Customer

Content

## START

Building out  
your experience

Choose a problem  
better solved by  
messaging

Partner with the  
right developer



# Find conversational commerce partners that match your business needs

1

- **Storefront** set up
- **Inventory** management
- **Supply chain**

2

**Discovery:** Get people to discover your products on multiple surfaces and find the ones that are more likely to purchase

3

**Inquiry and purchase:** to manage multiple threads with customer, manage queue and workflow for the sales reps, faster replies, knowledge about customers to help increase satisfaction and close rate



6

**Analytics & reporting:** making data driven decisions for their marketing investments

5

**Remarketing & CRM:** Upsell, cross sell, return and services

4

**Order management & fulfillment:** shipping slip, order management, logistics tracking, payment services including COD

A close-up photograph of a person's hand holding a black smartphone. The person is wearing a white t-shirt. The background is a blurred, natural setting. On the right side of the image, there is a vertical grey bar and a horizontal teal bar. The text 'CASE STUDY MIA.VN' is overlaid in the bottom left corner.

**CASE STUDY**  
**MIA.VN**

# MIA.VN: LUGGAGE RETAILER



“In our experience, our customers often have specific questions about our products before purchasing. Retail staff can easily answer these questions in our stores, and we wanted to extend this ease to our online customers. This campaign has shown that Messenger is a great way to address customer’s questions and needs efficiently.”

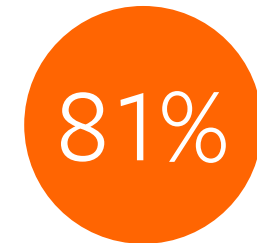
—Tuan Tran, CEO, MIA



increase in website views



return on ad spend (for both online and offline sales)



lower cost per conversion (compared to an average cost per conversion of all catalogue sales campaigns)

Link to case study: <https://www.facebook.com/business/success/mia>



Manage brand  
presence with  
Livestream &  
Instream



Build conversational  
shopping  
experience with  
Messenger



Drive sales & unlock  
partnership with  
Dynamic Ads &  
Collab Ads

Drive online sales with

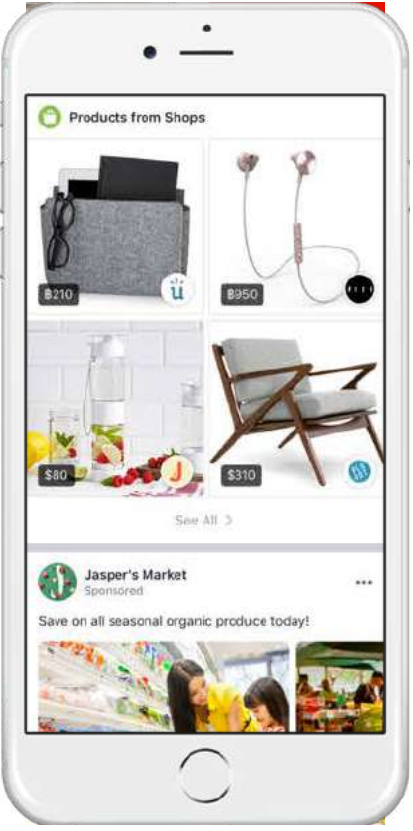
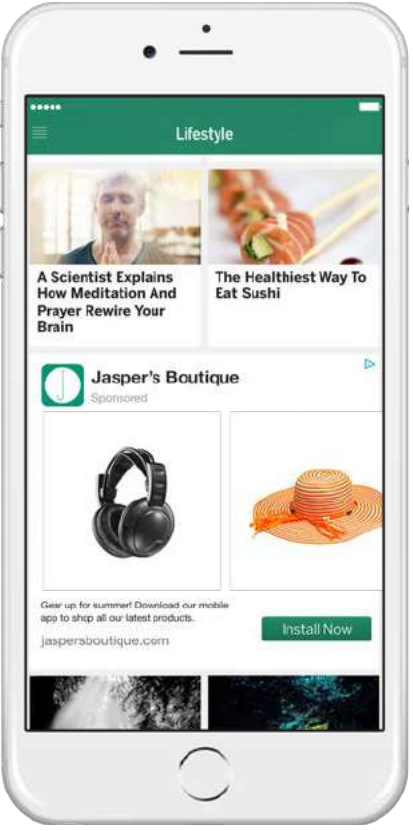
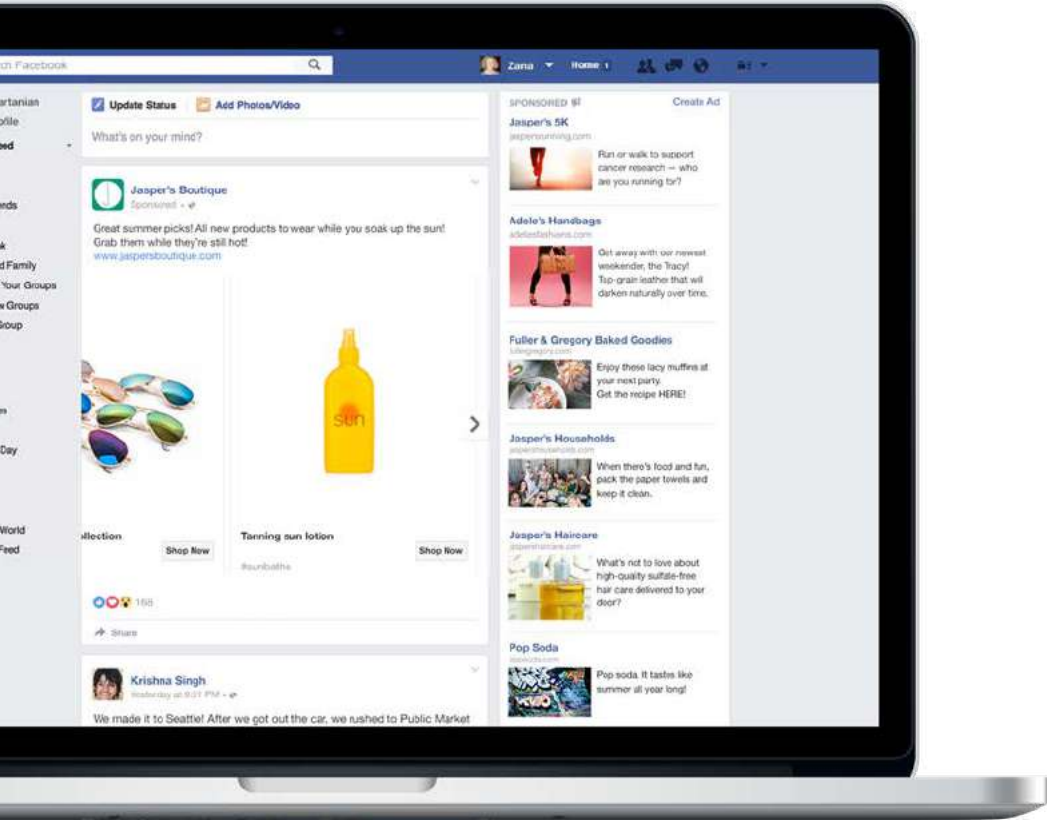
# Dynamic Ads

DON'T JUST WAIT FOR PURCHASE INTENT, *CREATE* PURCHASE INTENT

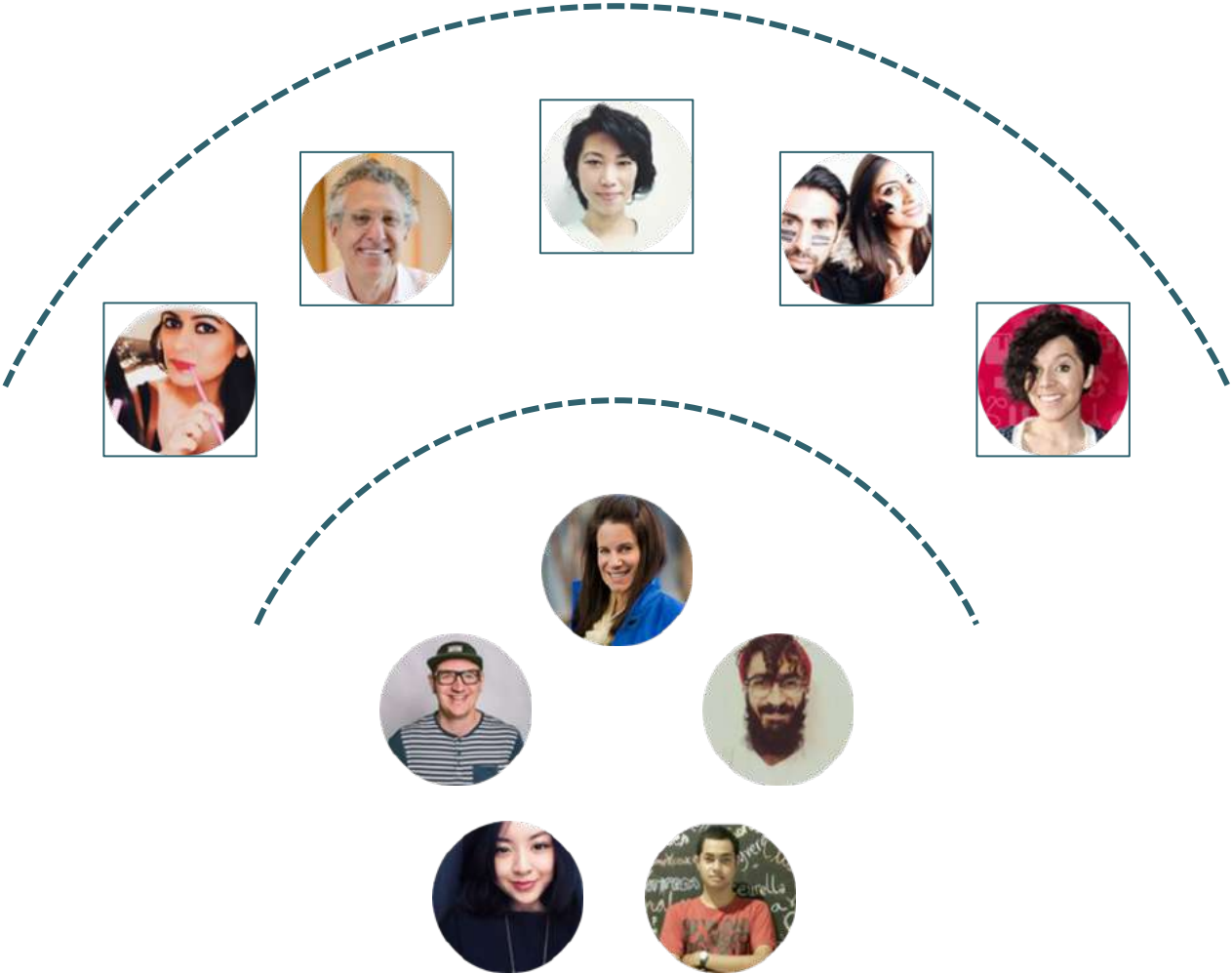


# Dynamic Ads

Automatically promote your entire product catalog across Facebook Family of Apps with Dynamic Ads



# Dynamically match the right product to the right person at scale



## BROAD AUDIENCES

Expand your dynamic ads to reach beyond your website or app visitors to generate demand

## RETARGETING

Target people who have been to your site or app to generate sales

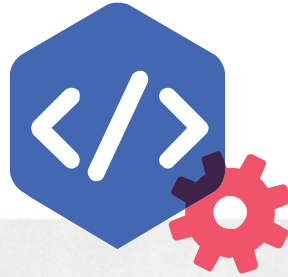


# Getting started with dynamic ads



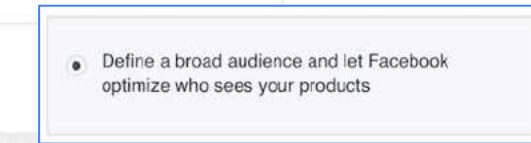
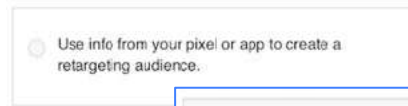
01

Upload your online product catalog to Business Manager



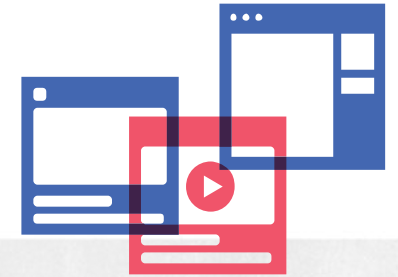
02

Place the Facebook pixel on your website and/or Facebook SDK and App Events in your mobile app



03

Choose your targeting option to focus on your recent site/app visitors or expand beyond them

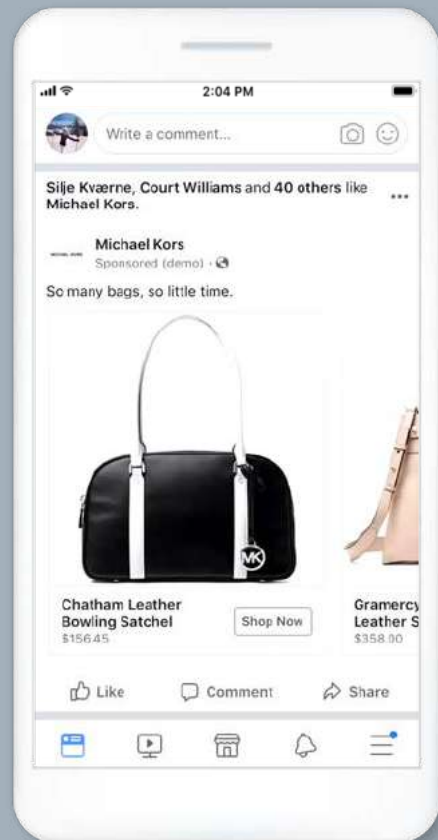


04

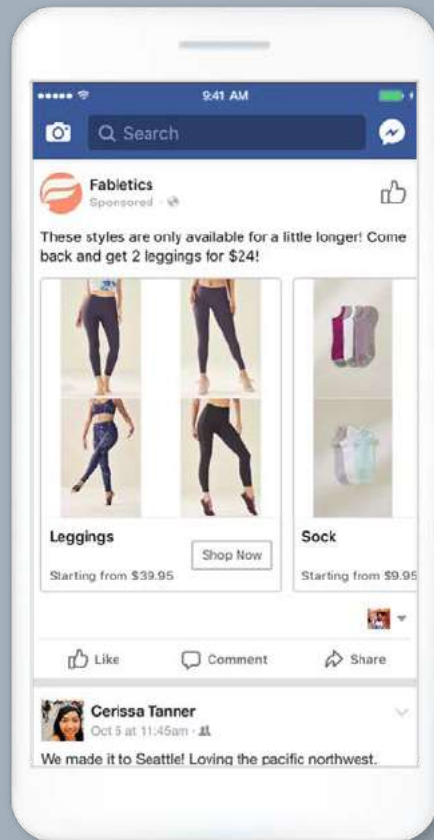
Set up your ad template

# Bring your brand and products to life with catalog-powered formats

Carousel



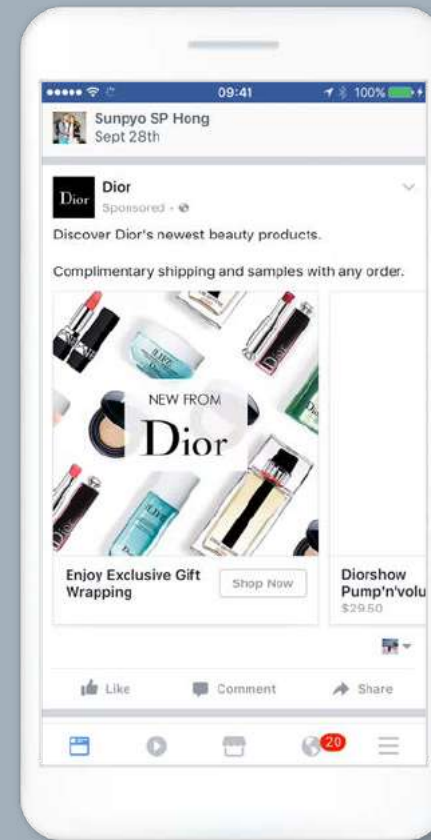
Categories



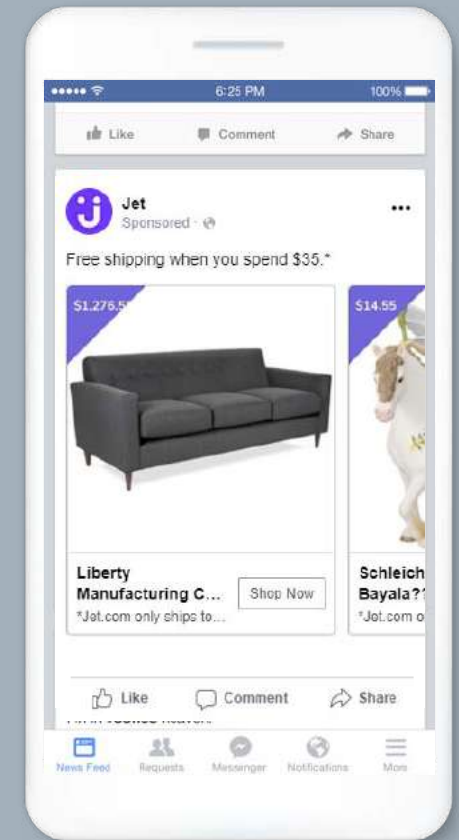
Collection



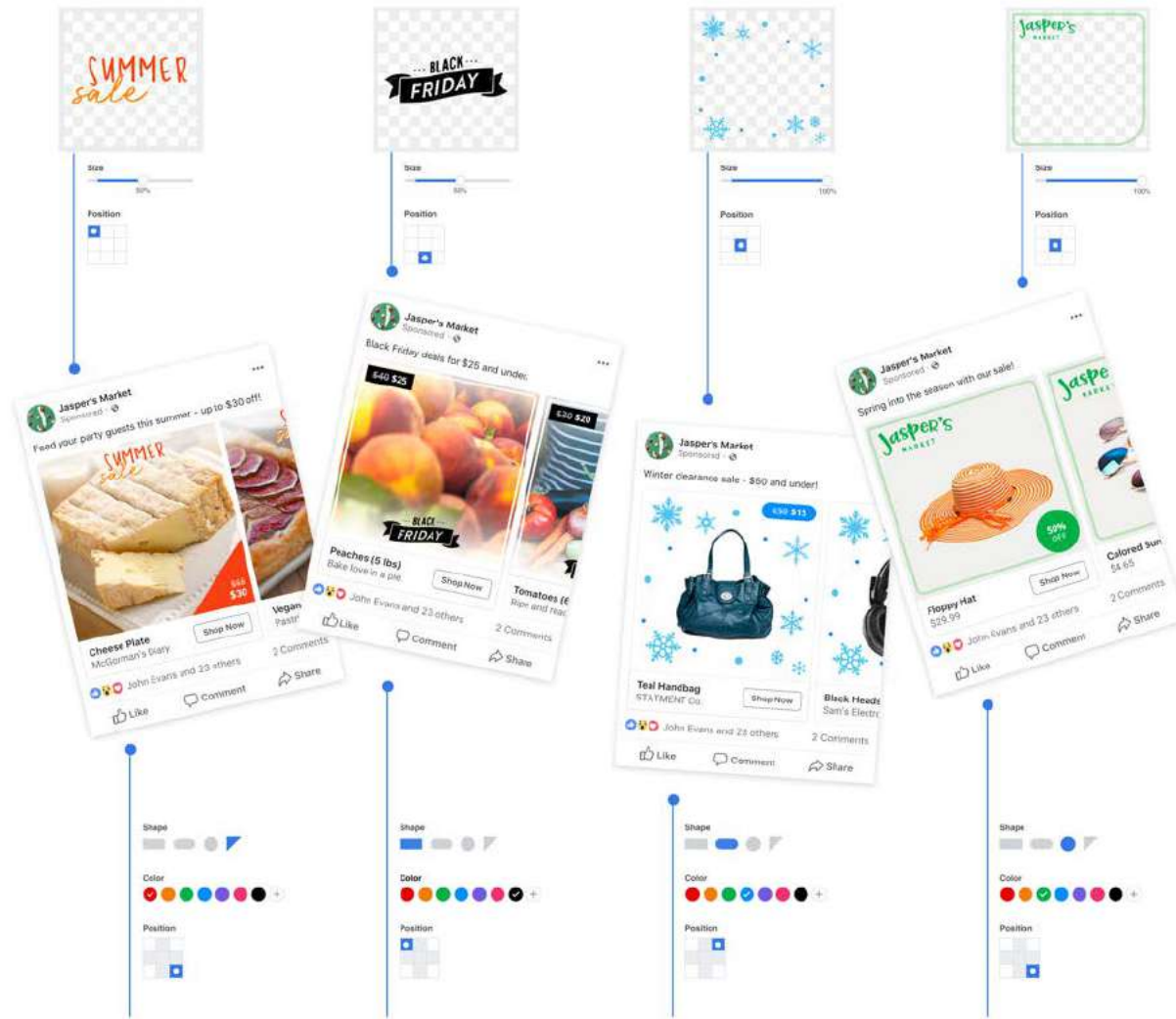
Fixed cards



Overlays



Customize your dynamic ads to drive more relevance



## FRAME

Work with your creative team to design decorative borders or logos for your dynamic ads

## CATALOG INFO

Automatically add information from your catalog, like price or discount, to images

A close-up photograph of a person's hand holding a black smartphone. The person is wearing a white t-shirt. The background is a blurred, natural outdoor setting. On the right side of the image, there is a vertical grey bar with a horizontal teal bar intersecting it. The text 'CASE STUDY' and 'TIKI.VN' is overlaid in the bottom left corner.

# CASE STUDY TIKI.VN



# Greater ROAS with Dynamic Ads & value optimization

The ecommerce platform ran dynamic ads with value optimization to its sales campaigns, realizing a 50% lift in return on ad spend for lower-priced products.

50%

lift in return on ad spend for low-priced product range

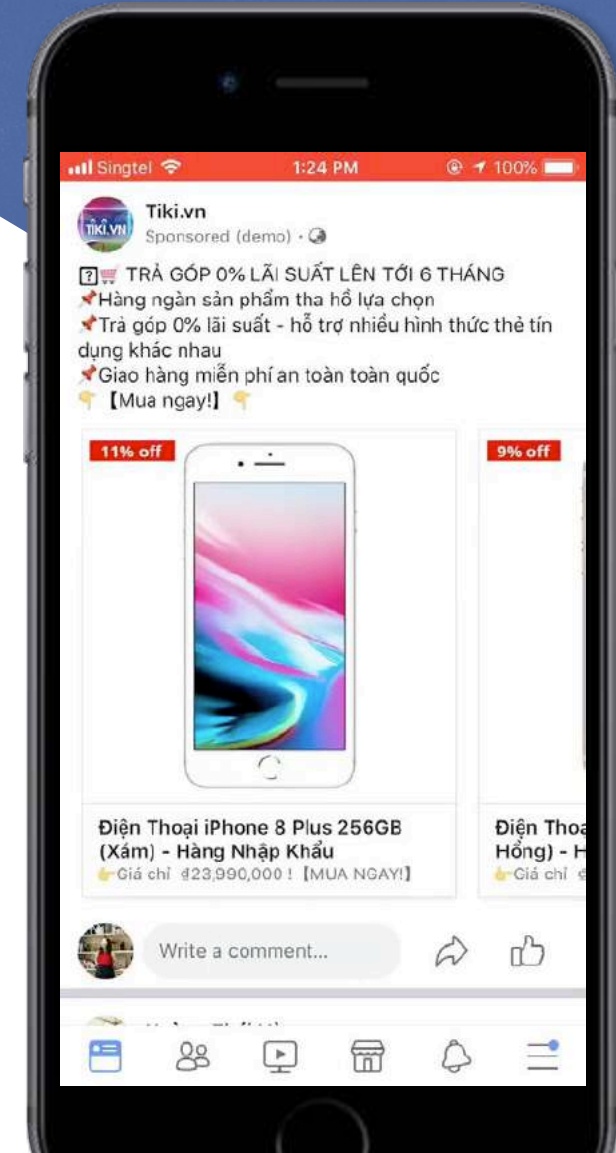
20%

lift in return on ad spend for high-priced product range

22%

lower cost per order for low-priced product range

Tiki ran 2 split tests, one for high-value products and one for low-value products, testing the impact of value optimization. Each used 2 dynamic ads, with one optimized for value and the other for sales conversions. The dynamic ads automatically featured products relevant to the interests of person viewing it. Both targeted a Custom Audience: people who had previously visited Tiki.vn's website or used its app. Tiki also created a lookalike audience that was based on the Custom Audience. The tests ran for 12 days in March 2018 and used automatic placements on Facebook, Instagram and Audience Network.



Unlock partnership with  
**Collaborative Ads**

>4x  
ROAS

6  
Countries

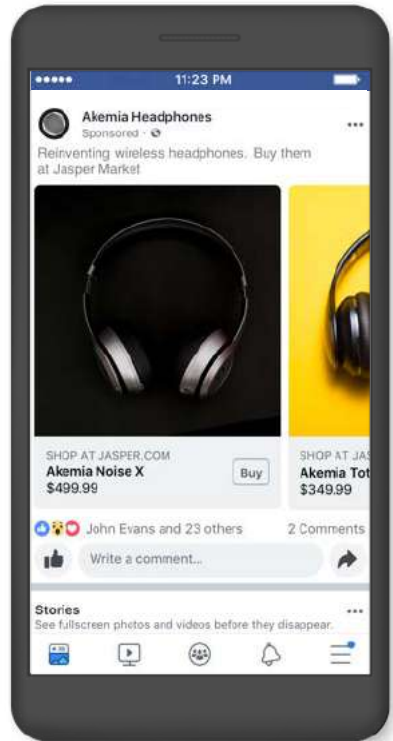
362  
Companies

Average Return On  
Ad Spend (ROAS) in  
Southeast Asia  
during H1 2019

# COLLABORATIVE ADS: HOW IT WORKS

Brand

 Akemia Headphones

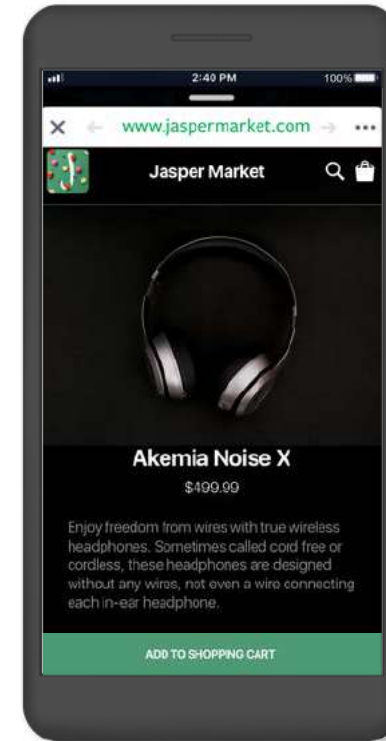


Run performance marketing directly on Facebook with your products using retailer's catalog

←  
**RETAILER SHARES CATALOG SEGMENT WITH ADVERTISER**

→  
**ADVERTISER DRIVES HIGH-QUALITY TRAFFIC TO RETAILER SITE OR APP**

←  
**COLLABORATIVE ADS PASS BACK SIGNALS FROM PIXEL/SDK**



Marketplace

Send traffic from shoppers with high intent to drive purchases



# COLLABORATIVE ADS

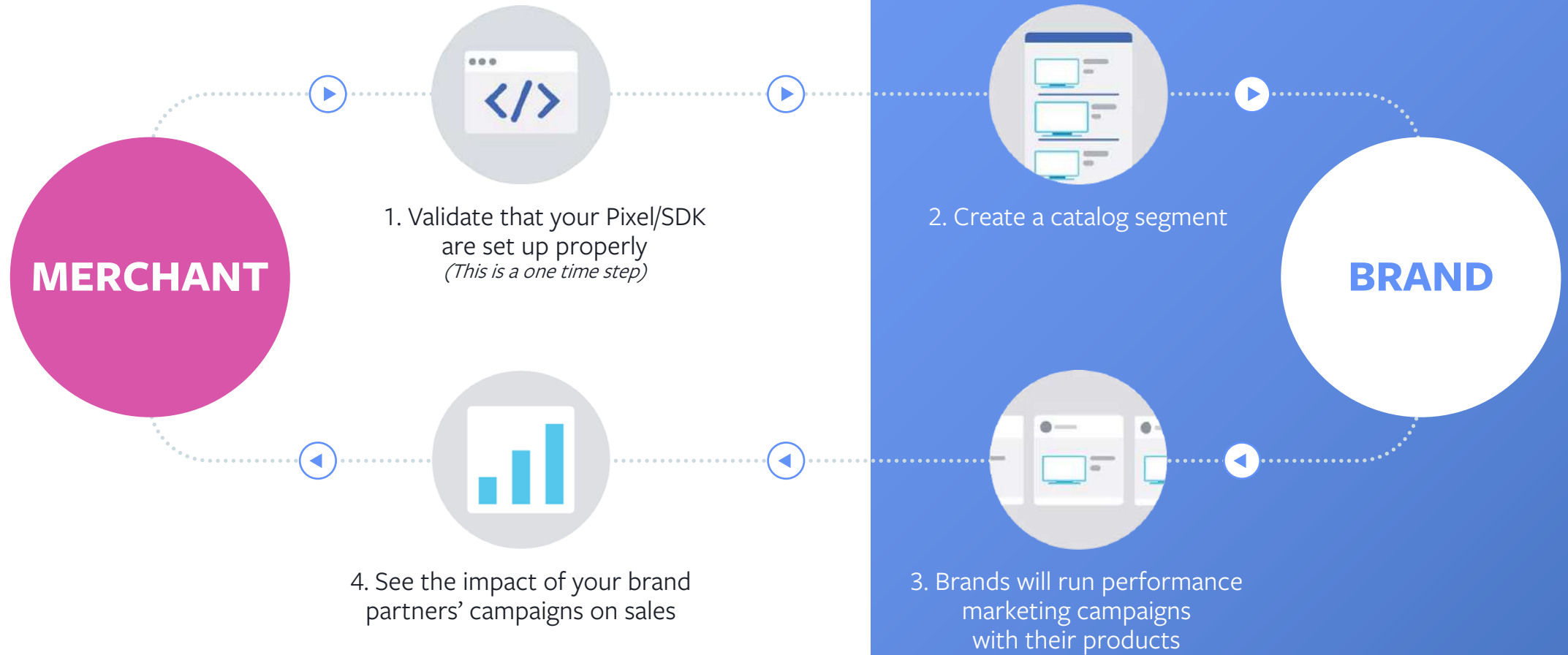
Reach high intent shoppers at the right time to drive sales



- Target people who are more likely to buy.
- Optimize your campaigns to drive results.
- Measure the impact of your campaigns on sales.

# THE PROCESS

is simple



# More online merchants are utilizing Collaborative Ads to drive quality traffic & purchases to sites & apps

4 in 2018



7 in H1 2019



YTD including pipeline



A close-up photograph of a person's hand holding a black smartphone. The person is wearing a white t-shirt. The background is a blurred natural setting, possibly a rocky or sandy area. The lighting is soft and natural. The overall composition is clean and modern.

# **CASE STUDY HUGGIES**

# COLLABORATIVE ADS CASE STUDY



Huggies Vietnam combined Facebook's Collaborative Ads, dynamic ads and retargeting to increase ecommerce sales



284%

return on ad spend

21%

lower cost per purchase

124%

lift in sales revenue within 2 weeks (compared to previous 4-week campaign without Collaborative Ads)

238%

increase in weekly purchases

To boost online sales, Huggies tested Facebook's Collaborative Ads in combination with dynamic ads and broad audience targeting. Huggies was able to run performance-driven dynamic ads to promote products from its Lazada store directly on Facebook, creating a Catalog Segment with the brand's products hosted on the ecommerce website, and then directly include the products in the dynamic ads in a Collection Ad format, pairing a hero video ad with 4 dynamic ads in a Carousel that featured products from Huggies' store on Lazada.

People spend more time on Livestream & still want to hear from brands



Manage brand presence with Livestream & Instream

People spend more time on messaging



Build conversational shopping experience with Messenger

People are doing more online shopping



Drive sales & unlock partnership with Dynamic Ads & Collab Ads

# Thank you

FACEBOOK

