

# Enabling ecommerce resilience

Strategies for marketers  
amid COVID-19



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These are  
unprecedented  
times



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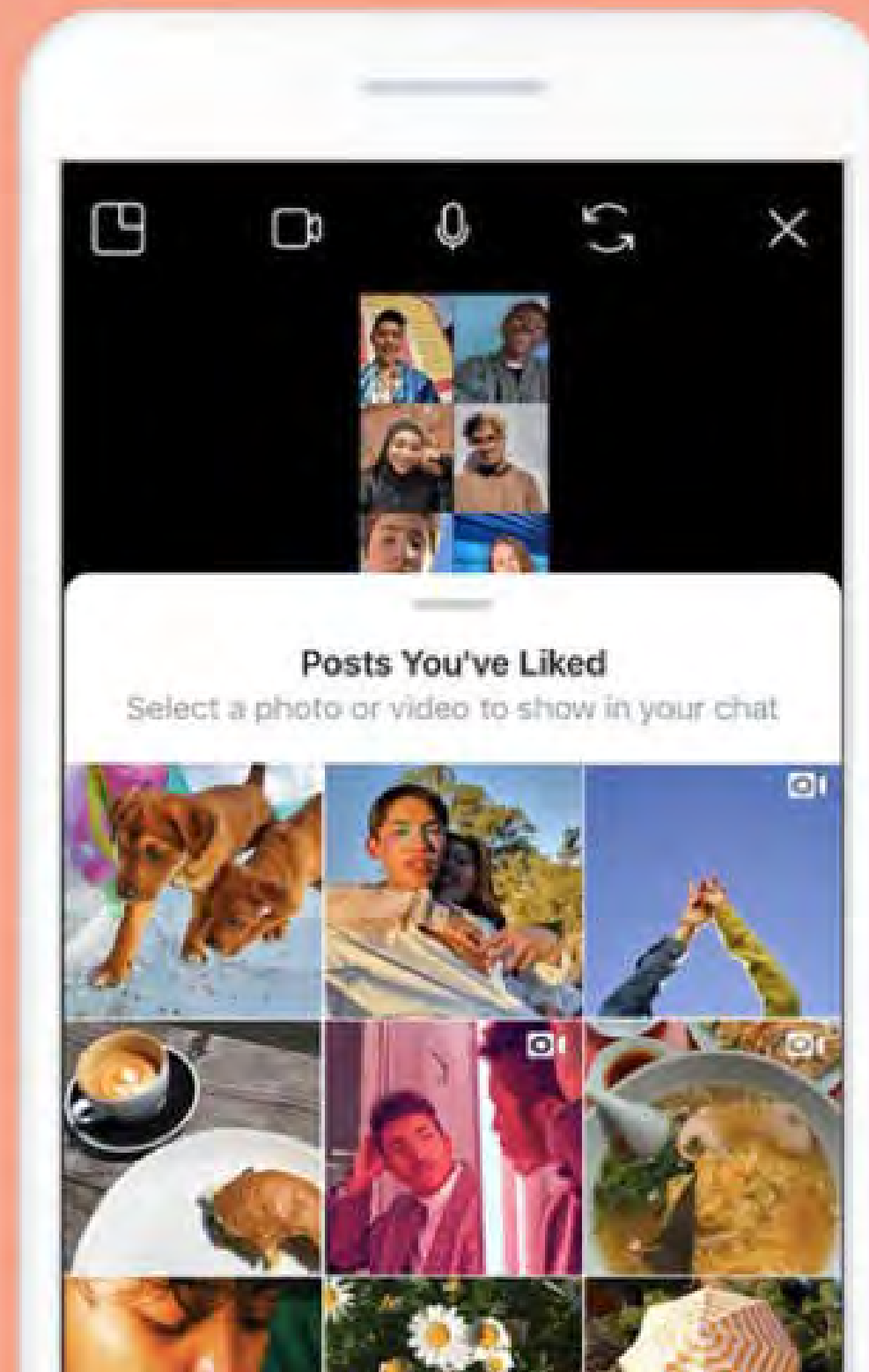
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They are embracing digital connections





People are changing their  
behavior

94%

of people surveyed globally  
say they have changed their  
behavior due to the COVID-19  
outbreak

Facebook IQ source: Global Web Index, survey of people in AU, BR, CN, DE, ES,  
FR, GB, IT, JP, PH, SG, US, ZA, Mar 16–20, 2020.

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People are adapting to  
new circumstances



BARCELONA, SPAIN



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# And trying new experiences

Some of the new behaviors people surveyed in China said they tried during the Coronavirus outbreak:

34%

Online  
consultation

33%

Online education

29%

Telecommuting  
software

26%

Paid online  
entertainment

21%

Watching live  
broadcasts

Facebook IQ sources: "Measuring the impact of the Coronavirus on China's Consumption" by Kantar, Mar 2020.  
GlobalWebIndex, survey of people in AU, BR, CN, DE, ES, FR, GB, IT, JP, PH, SG, US, ZA, Mar 16-20, 2020.

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People are on mobile even  
more now

70%

of global consumers say they're  
spending more time on their  
smartphone since the start of the  
COVID-19 outbreak

Source: Global Web Index Coronavirus Research, March 2020)

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How is this changing  
behavior impacting  
ecommerce?



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# Purchase priorities have shifted

## PLAN TO SPEND MORE

Fresh and organic foods  
Preventive health care  
Household care products  
Vitamins and supplements  
Savings  
Packaged food and drinks  
Pet supplies and services  
Nonprescription medications  
Education  
Utilities  
Insurance  
Mortgage, rent, home renovation  
Medical procedures  
Hair, face and body personal care  
Cars  
Mobile electronics  
Entertainment

## PLAN TO SPEND LESS

Cosmetics, perfume  
Shoes  
Men's clothing  
Home electronics and appliances  
Home décor  
Athletic equipment and clothing  
Tobacco, smoking  
Alcohol  
Toys and games  
Women's clothing  
Public transportation  
Gambling  
Restaurants  
Outerwear  
Travel  
Luxury and fashion

Facebook IQ source: "COVID-19 Consumer Sentiment Survey, Wave 2" by BCG (survey of people across FR, GB, IT, US), Mar 13-16, 2020.

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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

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# Consumers care about how brands respond

Among people surveyed globally,

## 2 in 3

say the way a brand responds to the COVID-19 outbreak will impact their likelihood to buy from that brand in the future

Facebook IQ source: Edelman Trust Barometer (survey of 12,000 people in BR, CA, CN, DE, FR, GB, IN, IT, JP, KR, US, ZA), Mar 2020

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#

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# Consumers don't expect brands to stay silent

64%

completely/somewhat  
agree that companies  
should acknowledge  
today's crisis and  
situation in their  
advertising

61%

completely/somewhat  
agree that it is now more  
important than ever to  
hear from brands to  
know what they stand  
for

61%

are completely/  
somewhat open and  
receptive to advertising  
in  
today's climate

Source: IPSOS "ADVERTISING THROUGH CRISIS: COVID-19 EDITION", March 2020

Facebook company



[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)

Even as they face evolving  
challenges

71%

of consumers globally say they think  
the virus will have a significant effect  
on their personal finances

Facebook IQ source: 1. "G7 countries perception of COVID-19" by Kantar (survey of 7,000+ people ages 16+ in CA, DE, FR, GB, IT, JP and US), Mar 19-21, 2020.

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# How are ecommerce businesses responding?



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Around the world  
businesses are finding new ways  
to put people first.



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# What we're seeing today



People have been affected across all aspects of their lives



Digital connection is more important than ever



Businesses need to adapt quickly to address consumer needs









# Pivoting in the new marketplace

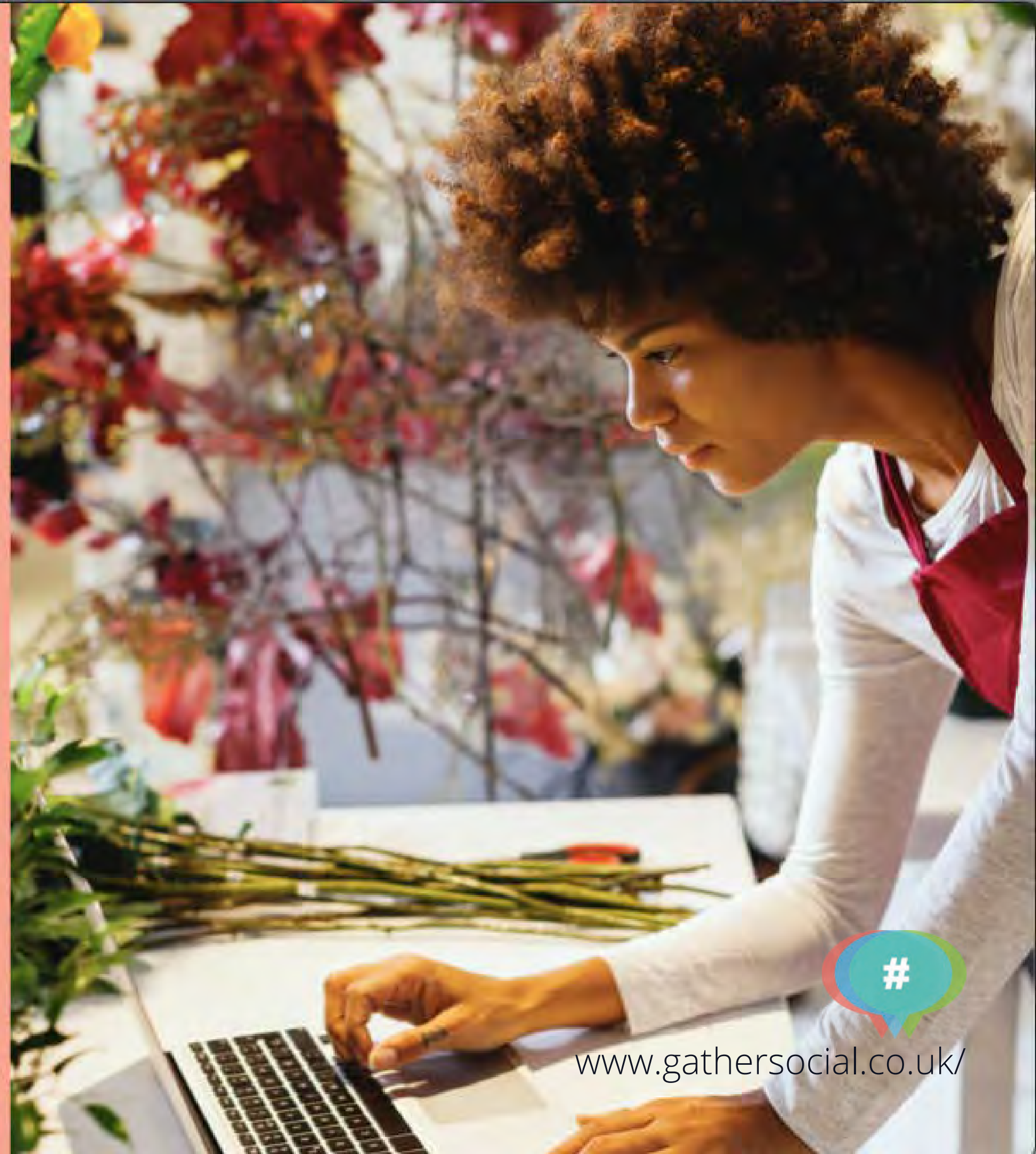


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# The journey to ecommerce resilience

-  Pivoting in the new marketplace
-  Adapting your customer experience
-  Managing your brand presence
-  Maintaining financial stability



# We're seeing that not all purchases are "essential"

## ESSENTIAL

## NON-ESSENTIAL

### Essentials

are necessary for survival or perceived as central to well-being

### Treats

are indulgences whose immediate purchase is considered justifiable

### Postponables

are needed or desired items whose purchase can be reasonably put off

### Expendables

are perceived as unnecessary or unjustifiable

Source: Harvard Business Review, Marketing in Downturn Economy  
<https://hbr.org/2009/04/how-to-market-in-a-downturn-2>





Pivoting in the new marketplace

# Starting with your consumer



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Pivoting in the new marketplace

# The health of your market is an important factor



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## Learnings from past downturn economies

Consumers will indulge on non-essential purchases, or “treats”, during economic downturns because they meet a personal need and are considered affordable.

Lipstick sales saw a  
**4% increase**

globally in the 1999-2000 recession

Impulse ice cream purchases  
**grew by 11%**

in France, while retail sales stagnated in 2009

Chocolate sales  
**grew by 12%**

in Germany in 2009, due to demand for high-quality treats offering “instant indulgence” to relieve stress.

Nail polish surged during the 2008/09 recession in the US and it outperformed retail sales

Source: MarketWatch article “Ulta will benefit from the ‘lipstick effect’ even if no one is wearing makeup while social distancing”, April 2020.  
Euromonitor article “Redefining the ‘Lipstick Effect’- Examples of Recession-Proof Categories”, November 2013





# Not all businesses are being impacted equally



ESSENTIALS

TREATS

POSTPONABLES

EXPENDABLES

Source: Harvard Business Review, Marketing in Downturn Economy





# How are consumers reacting to different markets?



## STABLE MARKET

- Will continue to buy and prioritize
- Will seek out lower-cost substitutes, such as private labels, if consumer is price sensitive



## MIXED MARKET

- Will deeply reduce or seek lower cost substitutions
- Will cut back on frequency and emphasize value
- Will be seeking deals



## DECLINING MARKET

- Will curtail or fully eliminate spending on both unnecessary and unjustifiable products

Source: Harvard Business Review, Marketing in Downturn Economy



Let's look at ways to pivot  
based on your market and your  
business



# Pivoting based on your market



## STABLE

### Adapt customer experience

- Remove friction from high-demand essentials
- Optimize supply chain and logistics
- Prioritize delivery for essentials
- Increase customer support
- Ensure site/app can support increased traffic

### Protect business efficiency

- Prioritize high value customers and products
- Consider how to acquire new customers



## MIXED

### Protect business efficiency

- Offer flexible payment plans
- Reward loyalty
- Consider promotion and sampling strategies
- Consider cross-selling essential categories
- Shift inventory planning toward more essential items
- Focus on more essential items
- Adopt regional/global fluidity

### Manage brand equity

- Drive relevance through product positioning
- Communicate stepping up of precaution



## DECLINING

### Protect business efficiency

- Consider promotional and sampling strategies
- Adopt regional/global fluidity
- Continue reaching out to the high value customers

### Manage brand equity

- Build future demand through brand building
- Focus on CSR initiatives
- Prepare for holiday season



# Pivoting based on your channel

## 100 % ONLINE

### Adapt customer experience

- Ensure all friction points are removed across payments, delivery, returns, customer service, etc.
- Pivot resources to focus on driving all customer enquiries/sales to online platforms
- Leverage customer service best practices

### Manage brand equity

- Consider the need for brand building

### Protect business efficiency

- Determine the priority of customer acquisition vs. retention

## OMNICHANNEL

### Adapt customer experience

- Optimize online experience considering customers who have never purchased online
- Stabilize your online infrastructure to be able to support online traffic
- Prepare for an influx of online customer support needs

### Protect business efficiency

- Consider how to acquire new online customers from previous in-store-only customers

### Manage brand equity

- Raise awareness of new online-only experience—especially to in-store-only customers



# Pivoting based on your business model

MARKETPLACE	DIRECT TO CONSUMER	SUBSCRIPTIONS
<b>Adapt customer experience</b> <ul style="list-style-type: none"><li>• Ensure all friction points are removed across payments, delivery, returns, customer service, etc.</li></ul> <b>Manage brand equity</b> <ul style="list-style-type: none"><li>• Consider building brand awareness around your CSR initiatives</li><li>• Communicate any stepping up of precaution or hygiene standards</li></ul> <b>Protect business efficiency</b> <ul style="list-style-type: none"><li>• Pivot your strategy based on varying impact on categories</li><li>• Consider how various customer segments are impacted</li><li>• Focus on retention of most highly valued customers/loyal customers</li></ul>	<b>Adapt customer experience</b> <ul style="list-style-type: none"><li>• Ensure all friction points are removed across payments, delivery, returns, customer service, etc.</li></ul> <b>Manage brand equity</b> <ul style="list-style-type: none"><li>• Build awareness for future demand</li><li>• Stay top of mind with current customers with direct and personalized response</li></ul> <b>Protect business efficiency</b> <ul style="list-style-type: none"><li>• Nurture your current high value customers with promotions/offers</li><li>• Consider longer term promotions to secure customers for longer</li></ul>	<b>Adapt customer experience</b> <ul style="list-style-type: none"><li>• Ensure all friction points are removed across payments, delivery, returns, customer service, etc.</li></ul> <b>Manage brand equity</b> <ul style="list-style-type: none"><li>• Consider offering free trials to build brand awareness and loyalty without diluting prices.</li></ul> <b>Protect business efficiency</b> <ul style="list-style-type: none"><li>• Consider customer acquisition</li><li>• Ensure the growth in customer base is aligned with growth in capability to serve these customers for longer term</li></ul>





# Pivoting based on your supply chain

## NON-DISRUPTED

### Protect business efficiency

- Prioritize delivery logistics
- Focus on high value customers
- Focus on higher margin products

## DISRUPTED

### Adapt customer experience

- Consider pre-order options
- Offer "Keep me informed" for future availability
- Deliver transparent communications on future availability
- Provide filter based on availability (Mercado Libre, Wayfair)
- Leverage alternative inventory management, supply chain routes or mediums for essentials





# Adapting your customer experience



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## A look at some common friction points

### PRE-PURCHASE

- Localized advertising and shopping experience
- Information clarity—specifically as some people shop online for the first time
- Shipping and delivery information
- Inventory management—with priority for essentials category

### PURCHASE

- Optimized and varied payment process (e.g., monthly installments, mobile payments, cash on delivery)

### AFTER PURCHASE

- Customer support
- Returns and exchanges
- Shipping updates





Adapting your customer experience

We all know how important  
the customer experience is

Among people surveyed globally,

1 in 2

said they'd pay more for products with  
assurances of quality and safety

Facebook IQ source: "Quality and Efficacy May Beat Out Price Sensitivities Amid Coronavirus Concerns" by  
Nielsen, Mar 5, 2020.

Facebook company



[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)

# Starting with trustworthy communication



## TRANSPARENT

Communicating  
honestly and clearly



## RELIABLE AND TIMELY

Making sure all  
information is  
accurate and current



## CUSTOMER- FIRST

Putting your customer  
first—considering  
their mindset and  
needs



## LOCALIZED

Offering an experience  
that reflects your client's  
culture, language,  
shopping preferences and  
current local situation





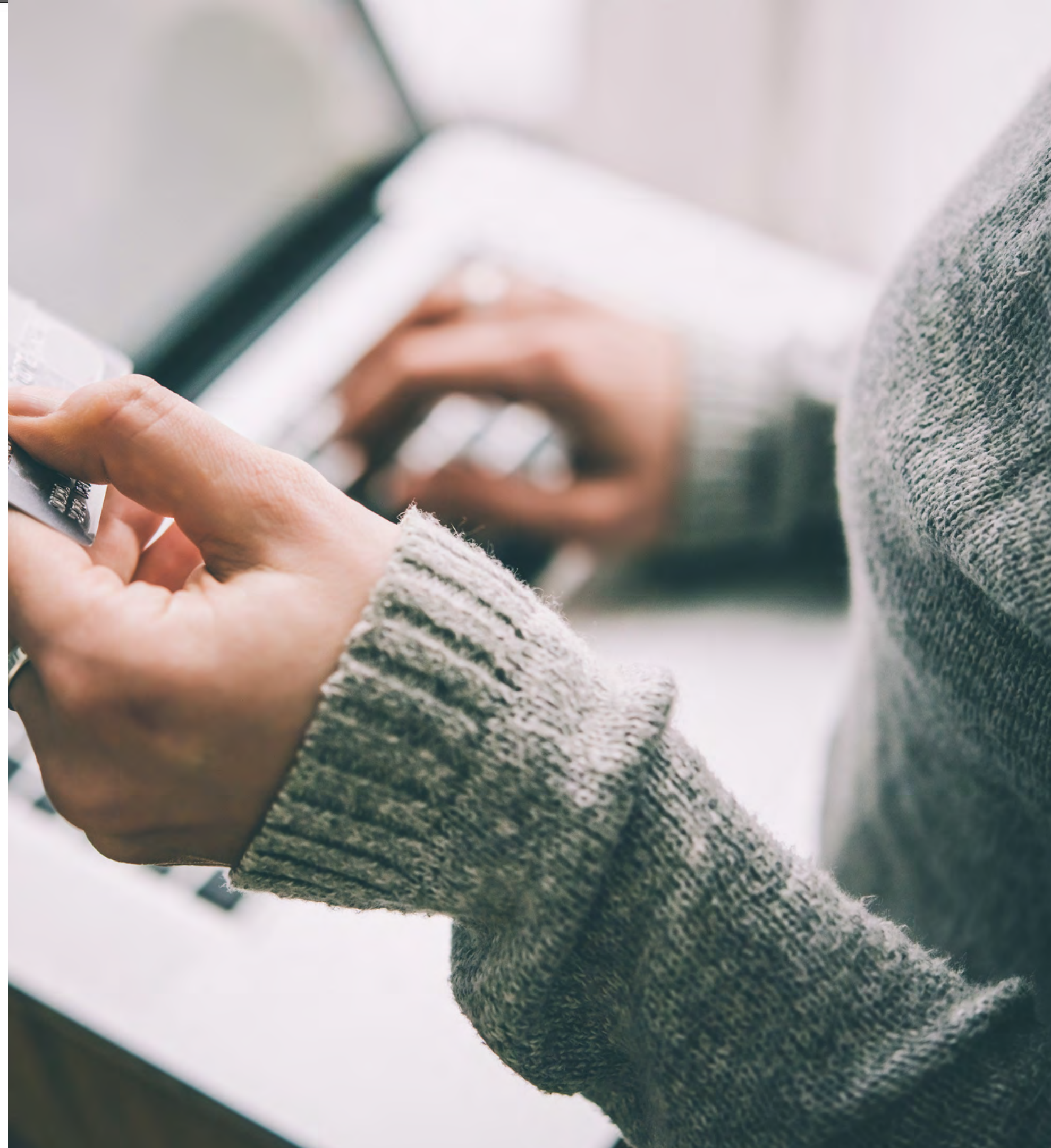
Adapting your customer experience

# Pre-purchase **BEST** **PRACTICES**



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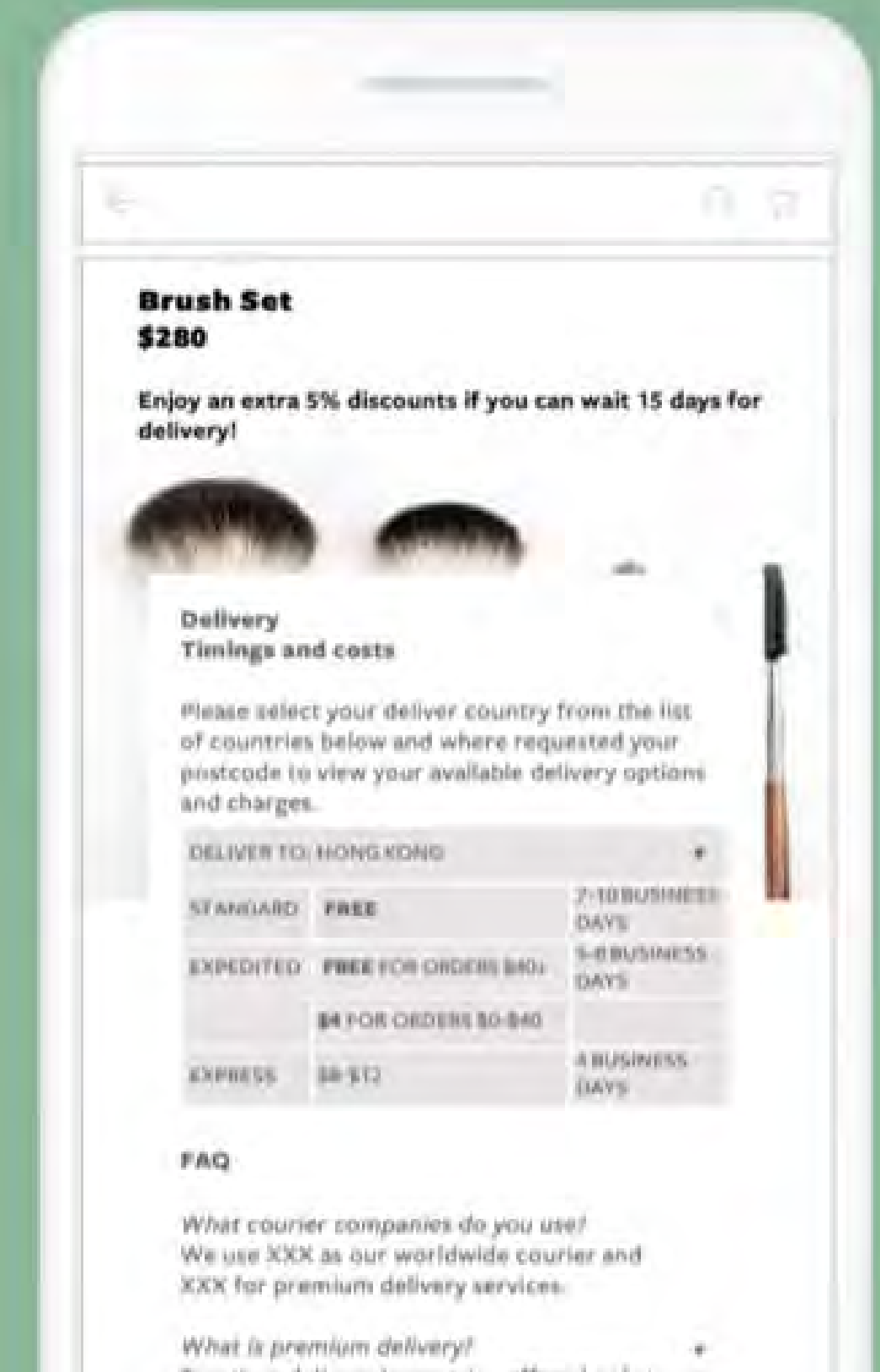
# Ensuring best-in-class purchase experiences

## INFORMATION CLARITY

- Consider what business information is needed
- Ensure product listing is relevant and accurate
- Highlight if your business provides essential services
- Provide clear customer support info
- Indicate clear refund or returns policy upfront
- Communicate various payment offerings
- Localize for new markets
- Avoid going dark on communications
- Provide content for first-time online shoppers

## SHIPPING AND DELIVERY UPDATES

- Prominently display logistical constraints
- Allow for pre-order if high demand item goes out of stock
- Be clear on delivery/shipping times
- Leverage alternative shipping mediums in case of disruption
- Include total processing and shipping time
- Indicate a delivery time range
- Be clear about the different delivery service types
- Ensure the shipping or refund policy is easily accessible
- Clearly communicate if longer shipping times are expected
- Communicate updated or more flexible delivery policies



# Facebook's policy on selling COVID-19-related products

Facebook is committed to protecting people against tactics leveraged to exploit the COVID-19 pandemic including hoarding, highly fluctuating prices, scams, and misleading claims.

As guidance from health authorities shifts across regions, our focus remains on prohibiting content that exploits this pandemic for financial gain by banning ads for a suite of products such as medical face masks, hand sanitizer, disinfecting wipes, COVID-19 test kits, etc.

We also prohibit ads for other medical products that guarantee prevention or a cure of the virus, or those that create a sense of urgency related to the virus (e.g., imply a limited supply).

**For more information:** <https://about.fb.com/news/2020/04/coronavirus/>



# Building better pre-purchase experiences across Facebook apps

## INFORMATION CLARITY

- Consider COVID-19 ad policies
- Use Facebook Groups and Pages to communicate all updates
- Localize static ads through dynamic language optimization

## SHIPPING AND DELIVERY UPDATES

- Update dynamic ad descriptions with shipping details
- Connect with a Global Expansion Partner to accelerate localized shopping

## INVENTORY MANAGEMENT

- Scale advertising only if you are confident of handling more orders
- Consider running fewer ads if you have limited inventory
- Use pixel-based Catalog to ensure your product listings are updated
- Turn on Automatic Feed updates in Catalog to make price and availability updates faster

- Localize your dynamic ads through multi-language, multi country dynamic ads
- Learn to troubleshoot product listings
- Update any purchase restrictions or policies relating to medical products on your website
- Conduct regular stock checks to ensure that products shown in your ads are available





Adapting your customer experience

# During purchase **BEST** **PRACTICES**



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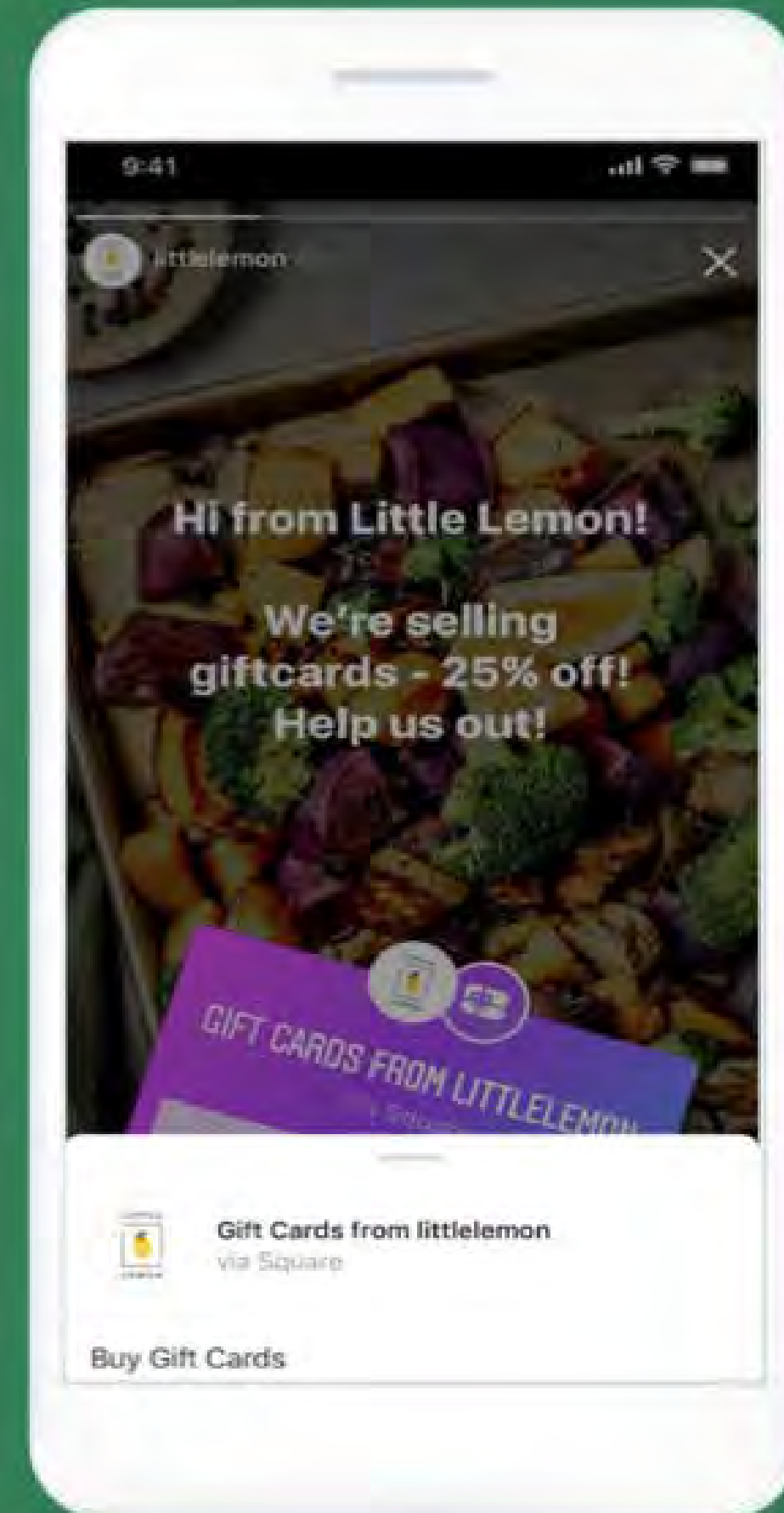
Adapting your customer experience

# Building better purchase experiences across Facebook apps

## PURCHASE FLOW

- Allow people to shop directly from your feed and stories with Instagram Shopping
- Consider people to purchase products locally with Marketplace
- *US only.* Enable Facebook Pay to make seamless and secure payments on Facebook and Messenger
- *US only.* Set up the capability to process gift cards\*, food order and fundraising on Instagram

Facebook company



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Adapting your customer experience

# Providing exceptional purchase experiences

## PURCHASE FLOW

- Optimize payment and checkout experience
- Ensure final tax and duty calculations
- Send post-purchase email confirmation
- State clearly your return and exchange policy
- Customize to local currency
- Include locally preferred payments method



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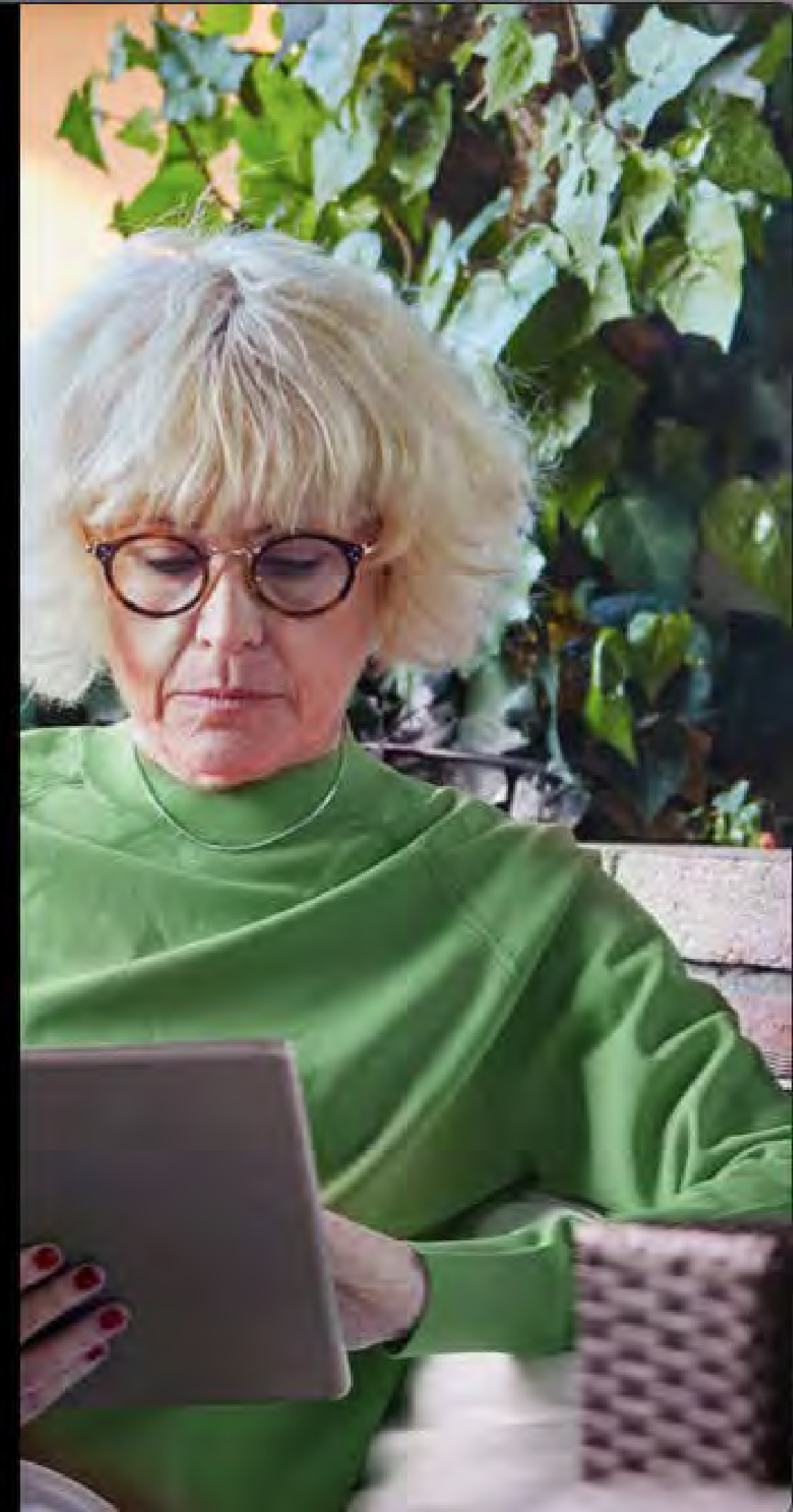
Adapting your customer experience

# Post-purchase **BEST** **PRACTICES**



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Adapting your customer experience

# Delivering great post-purchase experiences

## CUSTOMER SERVICE

- Set up always-on customer service teams
- Provide local language support for markets you export to
- Train all customer service teams on COVID-19 policies
- Create response templates for customer service teams
- Make sure service channels are available
- Be clear on response times
- Increase support with organic automation features

## MANAGING RETURNS AND REFUNDS

- Honor exchange and return policies
- Consider extending return windows



Adapting your customer experience

# Using insights to improve customer experiences

Our scoring system uses feedback from people that made a purchase after seeing an ad on Facebook

Ads from businesses with a score of 2 or lower will reach fewer people

On your Customer Feedback Dashboard, view feedback from customers and monitor Page score

Use these insights with your own customer experience metrics to identify improvement opportunities



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Adapting your customer experience

# Building better post-purchase experiences across Facebook apps

## CUSTOMER SERVICE

- Optimize all messaging channels across Messenger, WhatsApp and Instagram Direct
- Create COVID-specific responses via Messenger bot
- Ensure WhatsApp services are visible to customers
- Set up instant replies from your Facebook Page
- Save replies to your most frequently asked questions on your Facebook Page
- Crowdsource questions and respond to followers using the Questions sticker on Instagram Stories
- Connect with a [Global Expansion Partner](#) for local language support





## Managing your brand presence



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## Keeping a pulse on your brand

“ Building and maintaining strong brands—ones that customers recognize and trust—remains one of the best ways to reduce business risk.”

— HARVARD BUSINESS REVIEW,  
2020 HOW TO MARKET IN A DOWNTURN





# Evaluating the role of brand in recovery



## PRIORITY CONSIDERATION

- What is the priority of brand building vs. other recovery needs?
- Can your supply chain handle more demand?
- What are your current brand awareness levels?
- Do you need to build future demand?



## SUSTAINABILITY CONSIDERATION

- What is the current sentiment around your brand?
- Are you leading any Social Good initiatives?
- Does your brand have something unique and authentic to say?
- How are you adapting your business holistically based on your brand?





# Brand building during uncertain times

## BRAND AWARENESS

Staying top-of-mind with your consumer

- Establish distinct brand identity
- Show up where your customers are
- Adjust your media strategy

## BRAND RELEVANCE

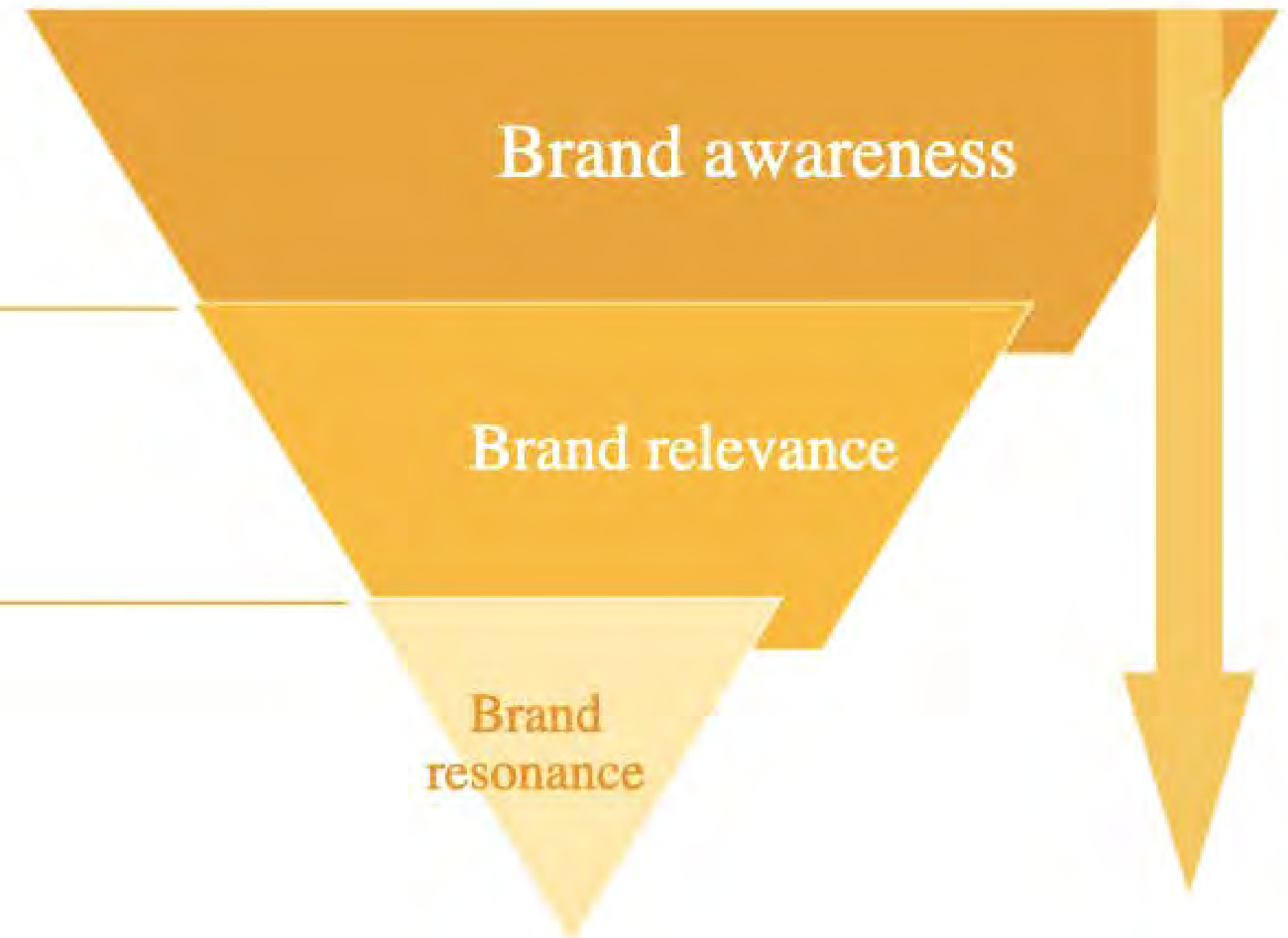
Highlighting unique differentiating points per category

- Adjust your audience strategy based on consumer needs

## BRAND RESONANCE

Building brand preference and trust

- Think about the role of your brand in the pandemic
- Adapt your business holistically and authentically





# Think globally, act locally

## Worldwide/ Regional targeting

Find the best  
potential markets  
based on the best  
cost per action

## Dynamic language optimization

Automatic language  
selection across a  
multilingual  
audience

## Multi-language and country dynamic ads

Show local  
currency, language  
and landing pages  
to local customers

## Multi-country lookalikes

Find similar  
audiences  
domestically, in  
another country  
or even  
internationally



Managing brand equity

# Building brand awareness



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## Visual identity also drives more impact

In a study by Facebook Creative shop on  
**NO VISUAL ID VS. BRANDED:**

**67%**

Had a higher lift in  
optimized conversion

**67%**

Had a higher lift  
in ad recall

**71%**

Had higher  
incremental ROAS

Source: Facebook Creative Shop pilot study with 9 clients. 2019

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# Why it's key to show up where your customers are

## 1 in 3

US consumers say they plan to watch more short-form online videos<sup>1</sup>

## 50%

increase in Facebook Live usage<sup>2</sup>

Short- and long-form video

Live streaming

Stories

Source: 1) Screen Engine/ASI "Impact of COVID-19 on Media" Fourth Wave Report, March 2020. 2) Facebook Internal Data, January to March 2020, US

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Managing brand equity

# Establishing brand relevance

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# A nimble media strategy helps when changes happen fast



## REACH

Continue to reach a high percentage of your target audience



## CAMPAIGN

Choose the best ad objective based on your main goal



## FREQUENCY

Maintain established best practices for your brand

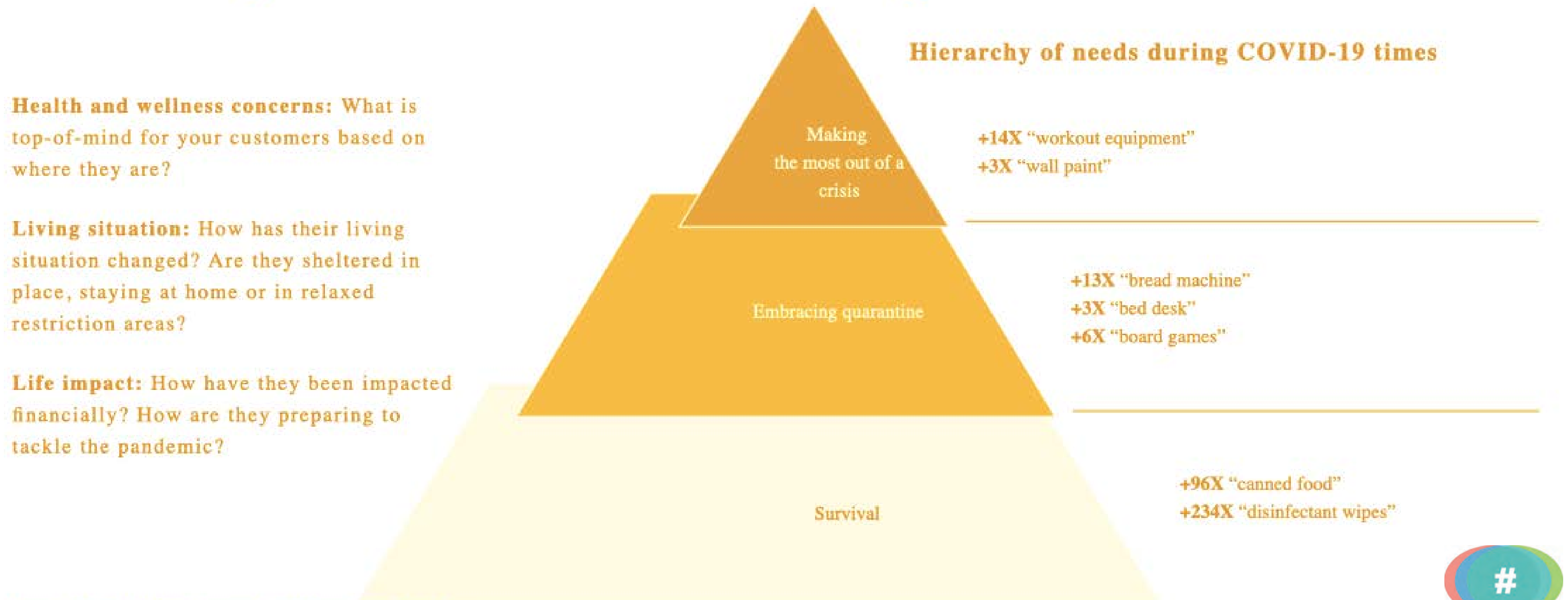


## DURATION

Plan in 2-week increments to accommodate changes



# How to adjust as consumer needs change?



Source: Forbes article "Impact of quarantine-driven demand surge, through the lens of Maslow's Hierarchy of Needs", April 2020

Chart represents the increase in keyword search ranks on Amazon.com, Profitero, US





Managing brand equity

# Creating brand resonance



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## People expect brands to pivot

Globally, people report most in favor of brands responding to the outbreak by:

83%

Providing flexible  
payment terms

81%

Offering free  
services

79%

Closing non-essential  
stores

67%

Helping to produce  
essential supplies



# What's the role of your brand in the outbreak?



## Help reduce the impact of the outbreak

- Support community-led initiatives for social good
- Reprioritize resources to support urgent needs and categories
- Provide expert information
- Help local businesses recover



## Support affected people and communities

- Provide products and services that increase mental and health wellness
- Empower people to connect as a group and build community
- Delight people with entertaining and/or uplifting content that's authentic to your brand





# Guiding creative mindset



## LEAD WITH EMPATHY

Acknowledge the context and realities for the industry and your business—most importantly empathizing with those of your customers and community.

Then work within them, not against them.



## STAY AUTHENTIC

The voice and role of your brand/product in people's lives is what has drawn people to you.

The more honest and true to who you are and what people have come to expect, the better you will connect and the more distinct you'll be from competitors.

Play to your strengths.



## ADD VALUE

The ideas you build should contribute something to your audience and the communities you're trying to connect with.

Think about how your brand can give them something they need:

- Comfort
- Advocacy
- A cathartic outlet
- A little entertainment
- An avenue to lend a hand



## People prioritize useful information from brands

57%

of respondents say they  
approve when brands that  
providing practical  
information/tips which help  
people to deal with the  
situation



# How can you adapt your business holistically and authentically?

## PRODUCT

How are you adapting your product to meet today's needs? Do you have new offerings? Are you expediting the elements certain products that are most useful today?

## PLACE

How are you ramping up shipping and delivery options? Are you considering new distribution channels?

## PRICE

Are you considering new payment options? Are you considering providing some discounts?

## PROMOTION

How is your communications strategy highlighting the authentic efforts you are making as a business?  
What promotions are you offering?







# Maintaining financial stability



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# Where can you be more efficient?



## TOP-LINE GROWTH

- Acquiring new customers
- Increasing value of current customers



## BOTTOM-LINE SAVINGS

- Increasing higher margin products
- Increasing higher value customer
- Increasing marketing efficiency



Maintaining financial stability

Finding efficiency in volatile market conditions will be critical

REVENUES

COSTS

Strategy

Top-line  
growth

Bottom-line  
savings

Profitability  
failure point





Maintaining financial stability

# A top-line growth approach



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Maintaining financial stability

# A strategy for driving growth

Growth focus

How Facebook can help

**ACQUIRING NEW CUSTOMERS**



Consider the best acquisition strategy mapped to broad targeting and identify the barriers and motivators to your product or category.

**REMARKETING TO CURRENT CUSTOMERS**



Determine how to best reach your current customers through focus on short term growth (cross-sell, up-sell) or long-term loyalty



# An approach for driving growth

## STRATEGY

## HOW FACEBOOK CAN HELP

### Acquiring new and lapsed customers

#### Categories and Products

- Identify hero categories that customers are mostly likely to come online for
- Get rid of any unprofitable categories
- Curate product set to be sensitive to customer needs
- Upload as many products as possible in the product set—by category and margin
- Ensure that the products mirror what is available on the website, by keeping your catalog updated with price and availability

#### Audience (Keep audiences broad and exclude existing customers)

- Dynamic Ads for Broad Audiences (exclude current customers)
- Multi-Language Multi-Country Dynamic Ads + Localized Catalogs
- Broad and Interest Based Targeting
- Lookalikes (+ Multi-Country Lookalikes)
- Custom Audiences (for lapsed customers)
- Worldwide/Regional Targeting

#### Optimization

- Conversion Optimization for Customer Acquisition
- Dynamic Language Optimization

### Remarketing to current customers

#### Cross-sell/up-sell

- Drive higher value products to customers who have purchased lower-value but similar products
- Selling products/categories that are normally purchased together

#### Loyalty

- Discounts for future purchases (or extending this broader into developing a loyalty program)
- Gift Certificates/discounts for future purchases
- Refer friends/social referrals
- Campaigns or special offers for loyal customers

#### Audience

- Dynamic Ads for Retargeting
- Dynamic Ads for Broad Audiences (to highlight various products to existing customers via an automated way)
- Multi-Language Multi-Country Dynamic Ads + Localized Catalogs
- Broad Targeting
- Custom Audiences

#### Optimization

- Value Optimization (with ROAS)
- Dynamic Language Optimization





# Finding the right audience

AUDIENCE STRATEGY	AUDIENCE	SITUATION	OUTCOME
Dynamic Ad for Broad Audiences	<b>Dynamic:</b> People are incorporated in the audience as they demonstrate intent for a product/service	<ul style="list-style-type: none"><li>Looking for high-intent customers at the product level</li><li>Open to new audience who may be different than existing customer base</li></ul>	Attract new people who demonstrate real-time intent for product/service
Custom Audiences	<b>Static:</b> Matches people who visit your website/app with people on Facebook, using the Facebook pixel	<ul style="list-style-type: none"><li>Have customers who have already visited website/app</li><li>Existing customer base is well-established</li></ul>	Re-engage customers on Facebook
Lookalikes	Audience matches people similar to seed  Audience in new market matches people similar to seed in existing market	<ul style="list-style-type: none"><li>People may or may not show intent for a certain type of product</li><li>Existing customer base is well-established</li></ul>	Drive interest among new customers who are similar to existing audience. Leverage your learnings to find new high potential audiences globally.



Maintaining financial stability

# How do you build creative for new customers?

CONSIDER WHAT'S IMPORTANT TO EACH AUDIENCE, THEN:

- 1 Identify the barriers and motivators to your category and to your product
- 2 Map your messaging by connecting barriers and motivators to benefits and calls to action
- 3 Layer on creative consideration for performance content



Maintaining financial stability

# A bottom-line savings strategy

Facebook company



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# Mapping out your barriers and motivators

- 1 **Capture** all possible reasons that would either encourage or prevent a consumer from entering your category or buying your product. When you get stuck, consider all different types of people or their lifestyles.
- 2 **Choose** the top 3 barriers or motivators that feel like the biggest opportunity to convert potential buyers.
- 3 **Differentiate** all creative routes visually and ensure that the motivations are not attracting a similar audience.
- 4 **Make.** Build your video, lightweight animation or static creative associated with your key barriers and motivations (clearly highlighted in the first 3 seconds). Struggling to build new creative? Use existing assets and remix them to represent a benefit.





# Automation can drive cost efficiency

## Cost efficiency levers

<b>ACCOUNT SIMPLIFICATION</b>	>	Simplify campaign and ad sets to reduce audience overlap and enable stronger performance
<b>PLACEMENT LIQUIDITY</b>	>	Opt-in to Automatic Placements to optimize delivery to the same audience across Facebook, Instagram, Audience Network and Messenger
<b>BUDGET LIQUIDITY</b>	>	Use Campaign Budget Optimization to fluidly allocate budgets to best performing audiences
<b>CREATIVE LIQUIDITY</b>	>	Use Placement Asset Customization to customize your ads for the audience behavior and best practices of each placement and to make sure your ad can run in as many places as possible
<b>AUDIENCE LIQUIDITY</b>	>	Audience Liquidity: Expand target audience to allow for more flexibility to deliver stronger results through Facebook's delivery system
<b>LEARNING PHASE</b>	>	Capitalize on the power of machine learning by exiting the learning phase with 50+ conversions per ad set within a 7-day period. Minimize the total number of edits.



# A strategy for driving savings

## Savings focus

## How Facebook can help

**INCREASING HIGHER  
MARGIN PRODUCTS**



Use Value Optimization (with ROAS)  
to increase higher value purchase

**INCREASING HIGHER  
VALUE CUSTOMER**



Use Value-based Lookalike Audiences to reach  
higher-value audiences using your existing data

**INCREASING MARKETING  
EFFICIENCY**



Use available marketing efficiency tactics:  
Automation cost-efficiency levers  
Integration with the server-side tool  
Optimization with the right measurement



Maintaining financial stability



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# Finding efficiency through integration

## FULL FUNNEL VISIBILITY

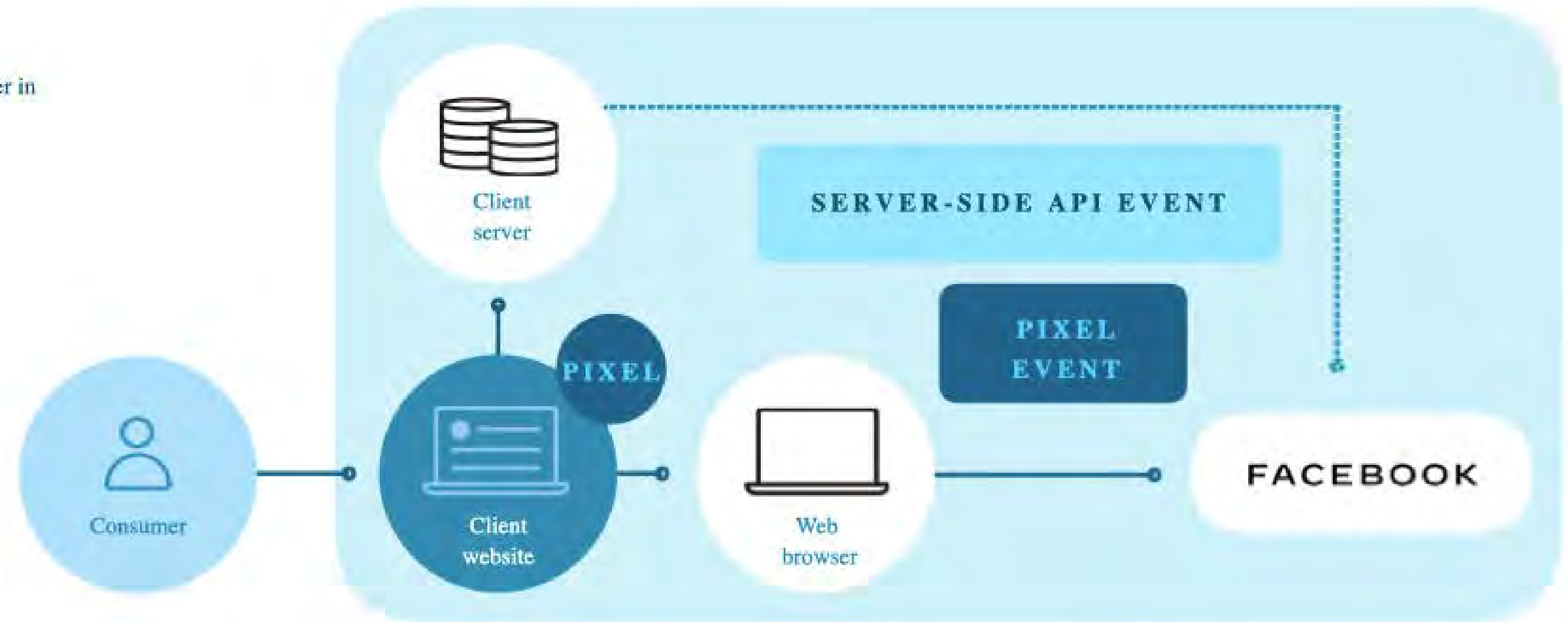
Track outcomes across multiple channels and lower in the purchase path

## STRENGTHENED DATA SHARING

Reduce the impact of dropoff due to technical issues

## DATA CONTROL

Better manage data shared and when you share it



Our server-side tool respects the privacy choices made by businesses and people



# Optimize with measurement that's least affected

MEASUREMENT PRODUCT	EXPECTED EXTENT OF COVID-19 IMPACT
Attribution (1P and 3P)	Low
Ads Experiments	Low
DAR/TAR	Low
Lift Measurement	Medium
Marketing Mix Modeling (MMM)	Medium

MEASUREMENT PRODUCT	EXPECTED EXTENT OF COVID-19 IMPACT
Brand Lift (1P and 3P) Facebook-managed or in Experiments (aka Test and Learn)	Medium
Conversion Lift/Test and Learn Facebook-managed or in Experiments (aka Test and Learn)	Medium
Cross-Publisher Conversion Lift	High
Store Visit Lift; Offline Sales Lift (1P and 3P)	High

# Key takeaways

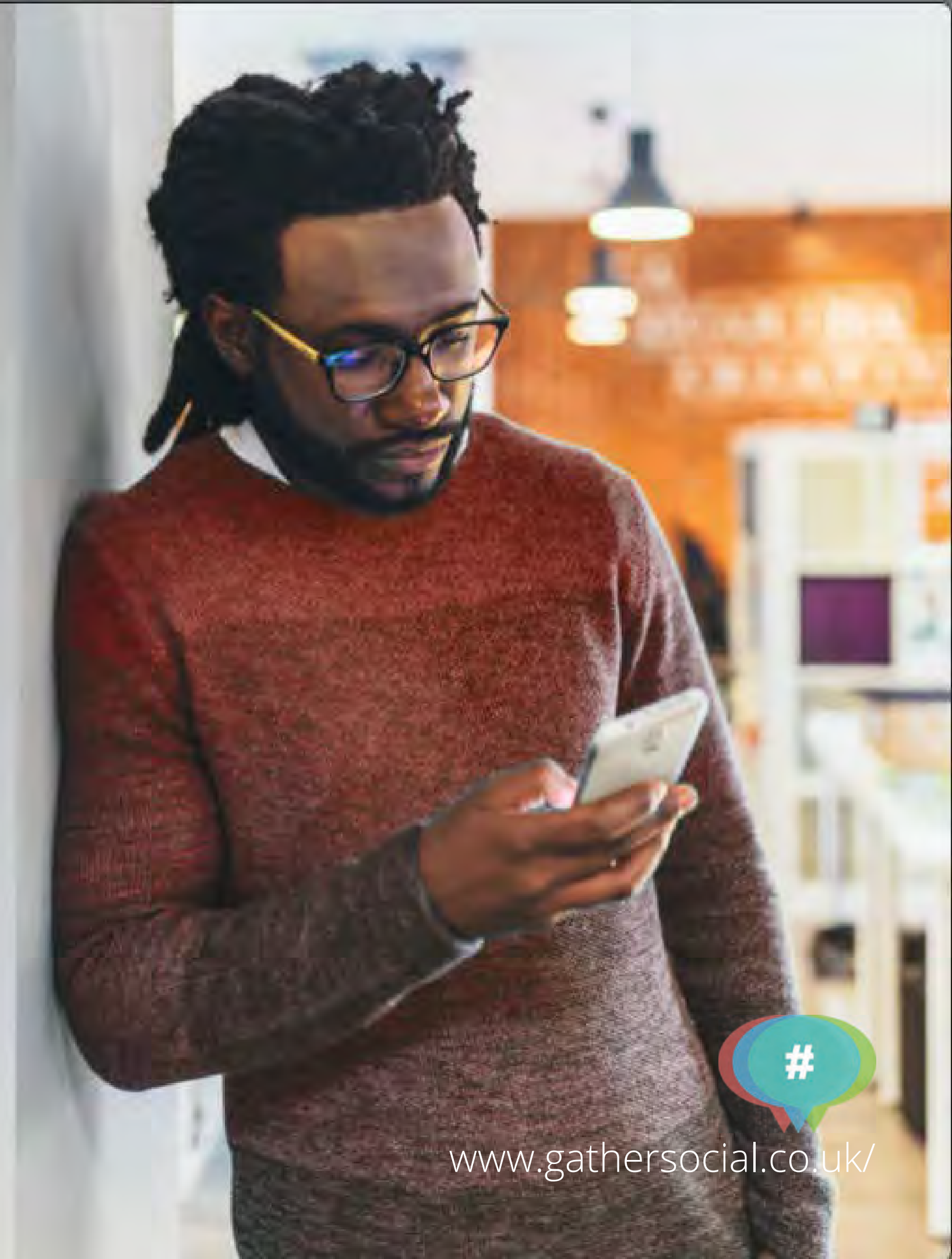


Key takeaways

## Building ecommerce resilience

- Focus on what's most critical to your business
- Put people first—be authentic and empathetic
- Rely on tools that can help you market effectively and efficiently

Facebook company



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# FACEBOOK



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