

Enabling ecommerce resilience

Strategies for marketers
amid COVID-19



FACEBOOK



These are
unprecedented times

People are changing
their behavior

94%

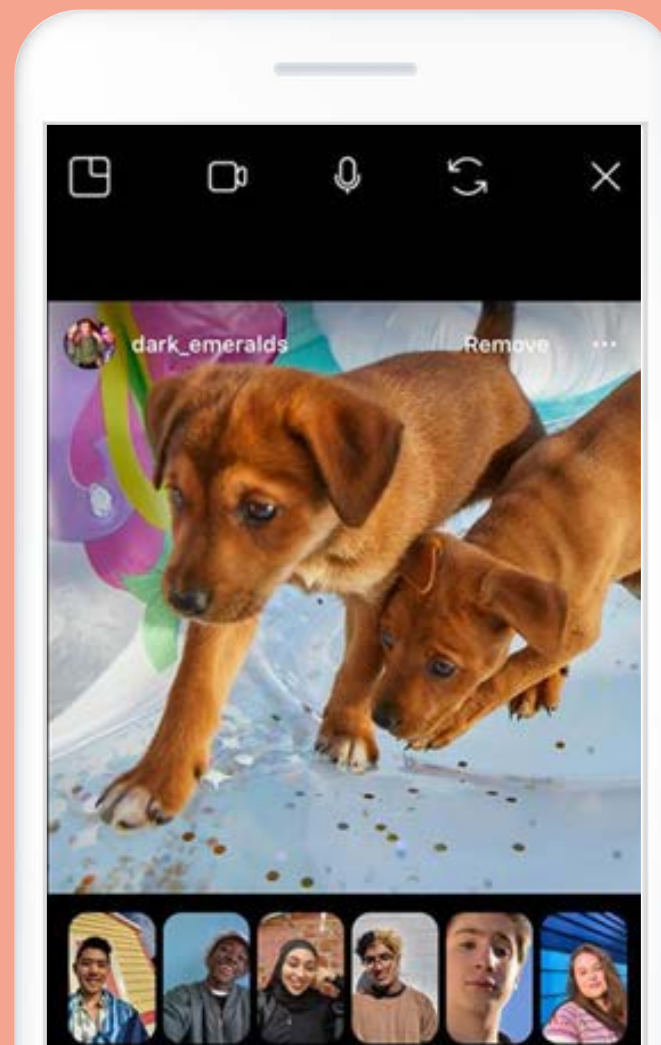
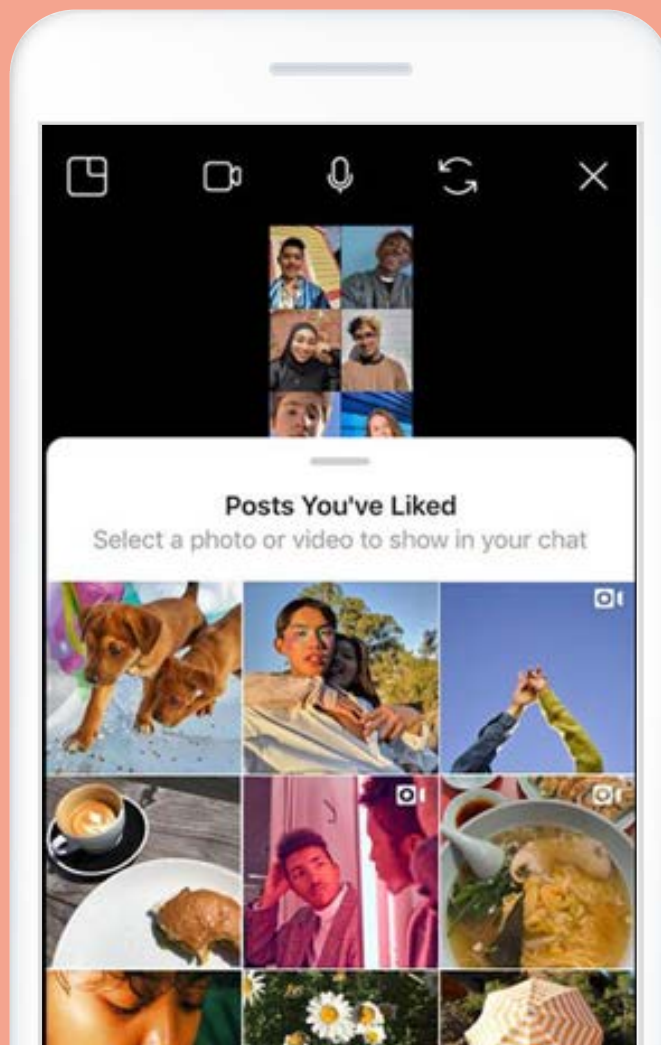
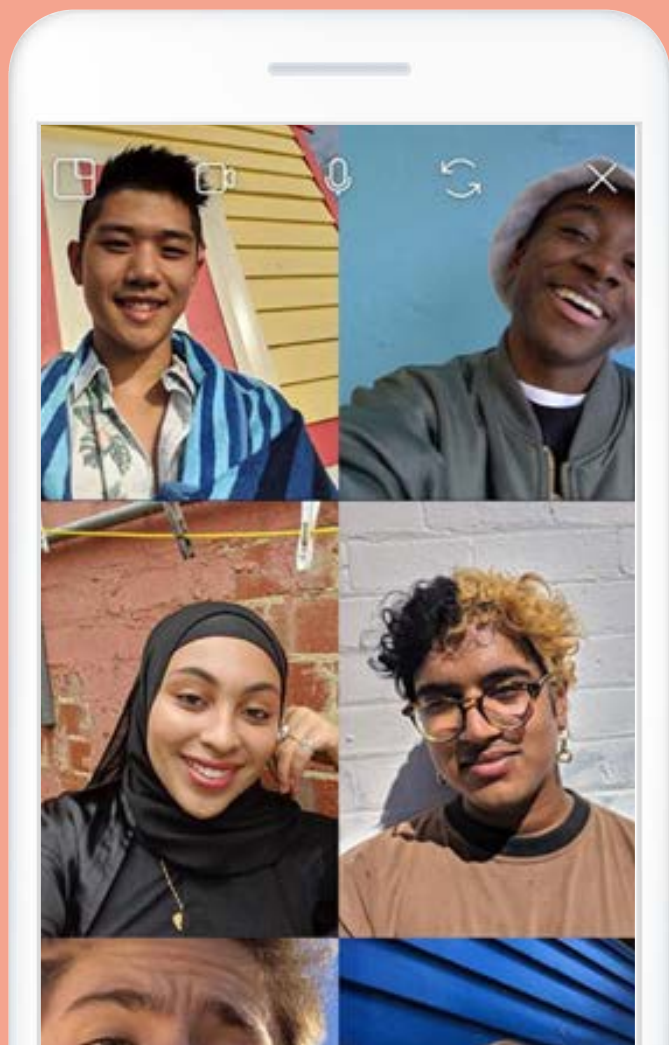
of people surveyed globally
say they have changed their
behavior due to the COVID-19
outbreak

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.

Facebook company



They are embracing digital connections



People are adapting
to new
circumstances



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.

Facebook company



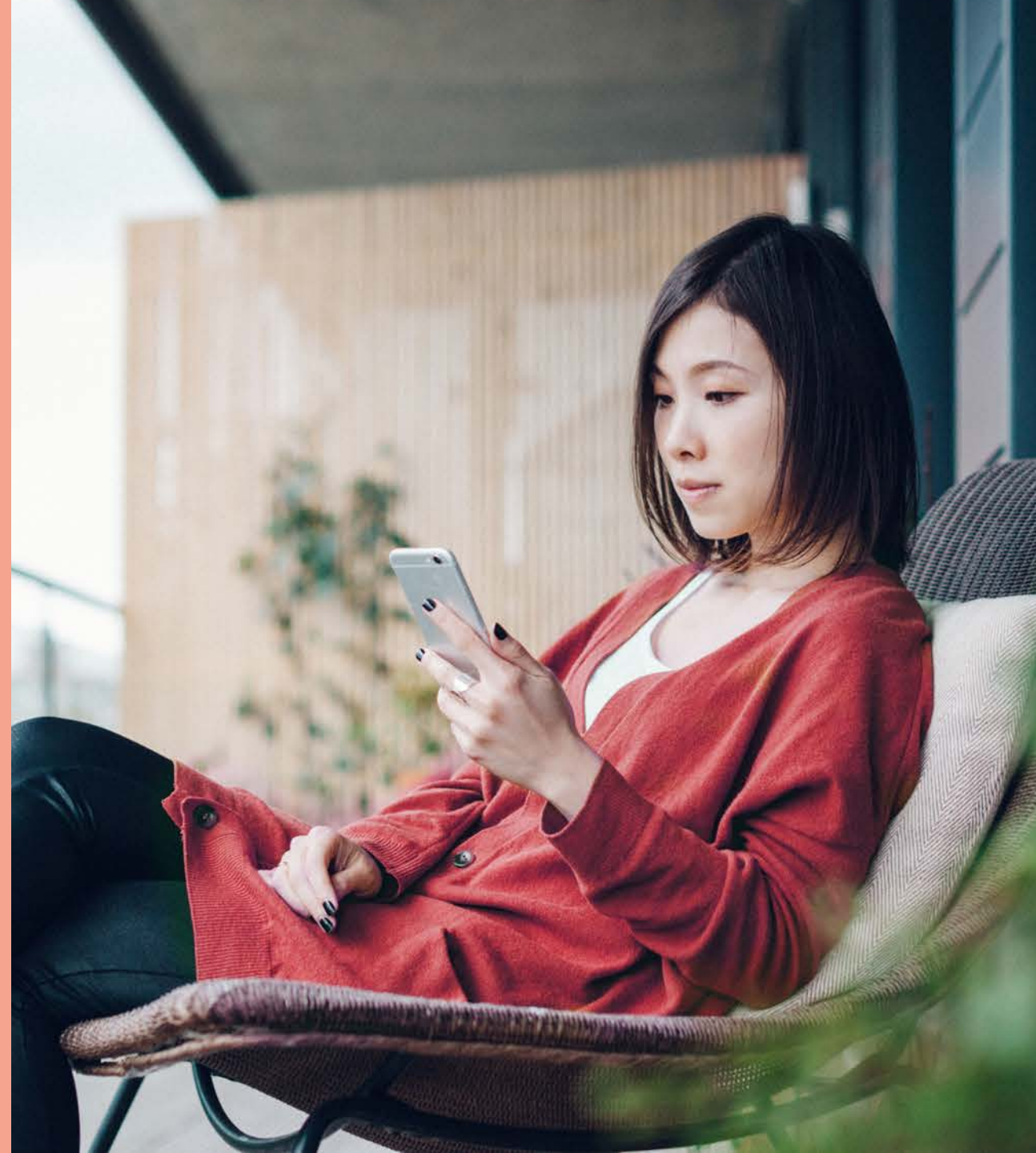
People are on mobile even
more now

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)

Facebook company



A woman with long blonde hair, wearing a blue and white striped shirt and blue jeans, stands in a room filled with cardboard boxes. She is holding a small white card in her hands. In the foreground, there is a white table with a red knitted sweater and a roll of brown tape. To the left, a black clothing rack holds several items of clothing. The background is filled with stacks of cardboard boxes, suggesting a warehouse or a storage area for e-commerce products.

How is this changing behavior
impacting ecommerce?



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

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.

Facebook company

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

Facebook company



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

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.

Facebook company

How are ecommerce
businesses responding?

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

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

The journey to ecommerce resilience



Pivoting in the new marketplace



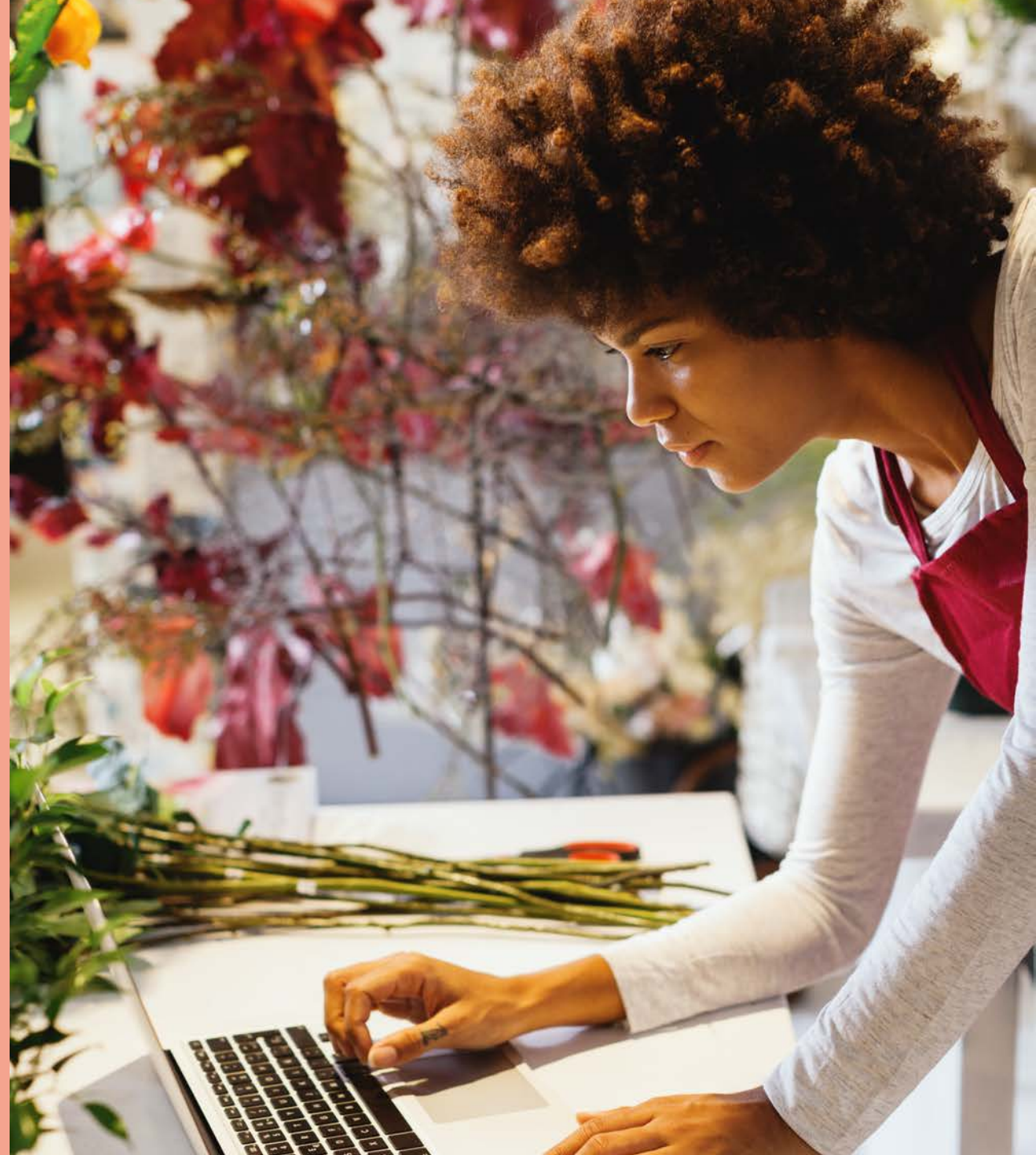
Adapting your customer experience



Managing your brand presence

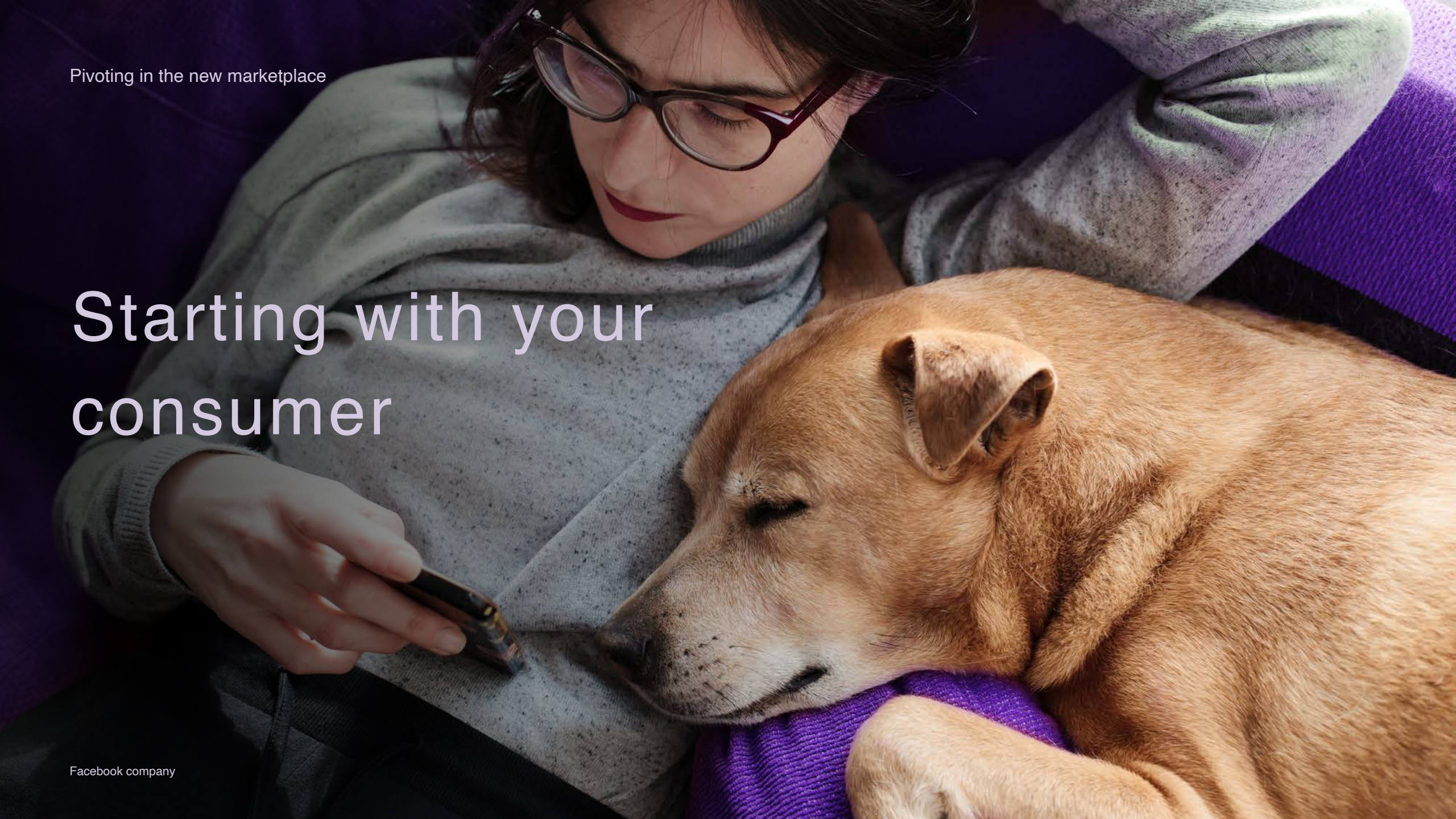


Maintaining financial stability





Pivoting in the new marketplace

A close-up photograph of a woman with dark hair and glasses, wearing a grey turtleneck sweater. She is looking down at a smartphone held in her right hand. A light brown dog is resting its head on her lap, with its eyes closed. The dog is wearing a purple collar. The background is dark and out of focus.

Pivoting in the new marketplace

Starting with your consumer

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

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.

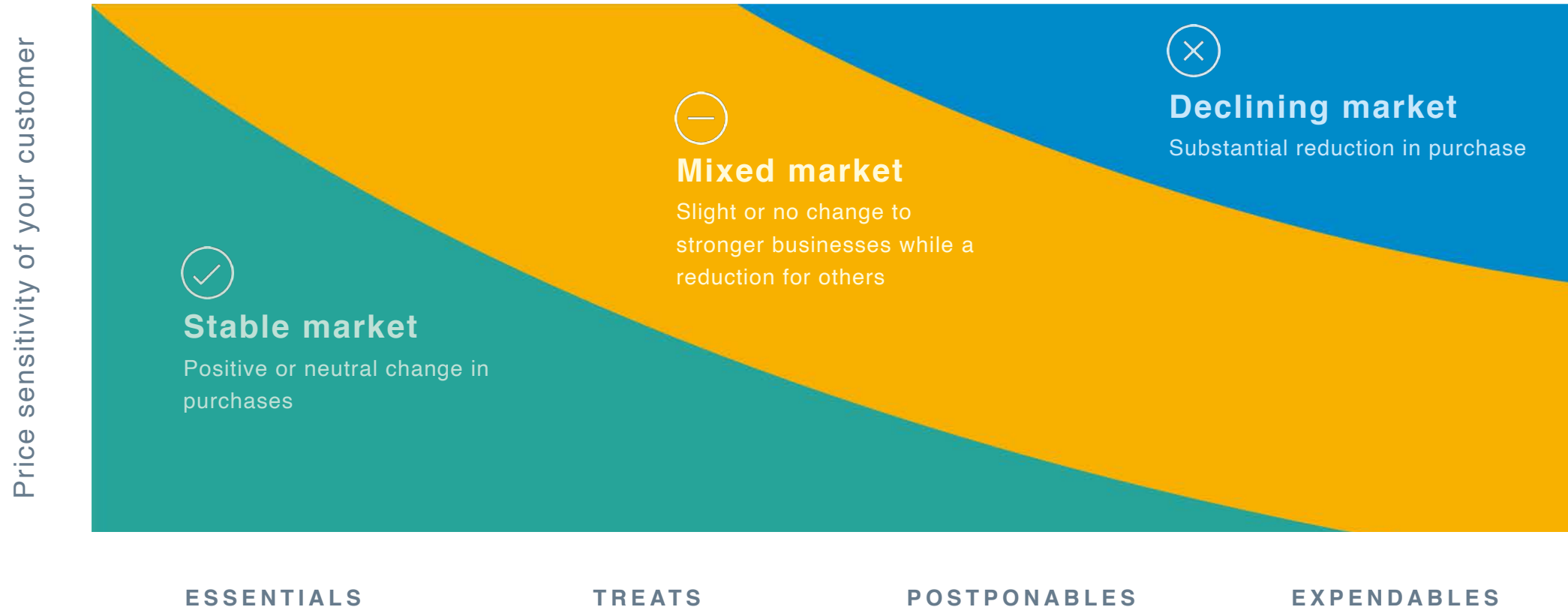
Pivoting in the new marketplace

The health of
your market is an important
factor



Pivoting in the new marketplace

Not all businesses are being impacted equally



Source: Harvard Business Review, Marketing in Downturn Economy

Facebook company

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

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

Pivoting based on your market

✓ STABLE ⊖ MIXED ⊗ DECLINING

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

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

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 business model

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

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 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

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



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

Pre-purchase

BEST PRACTICES

Facebook company



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

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/>

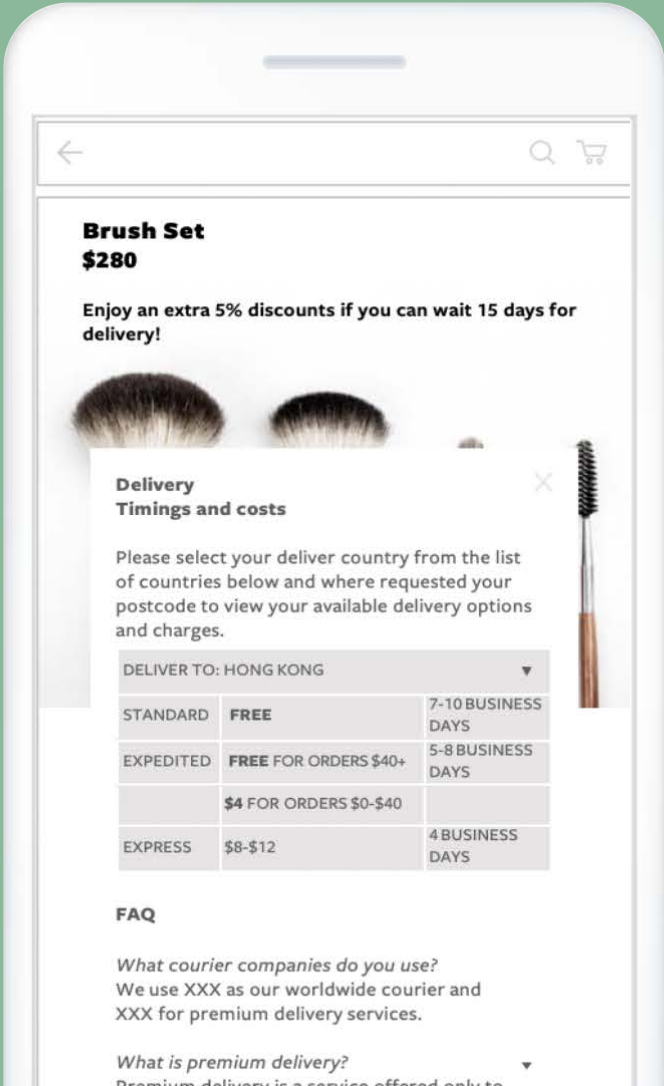
Ensuring best-in-class purchase experiences

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



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

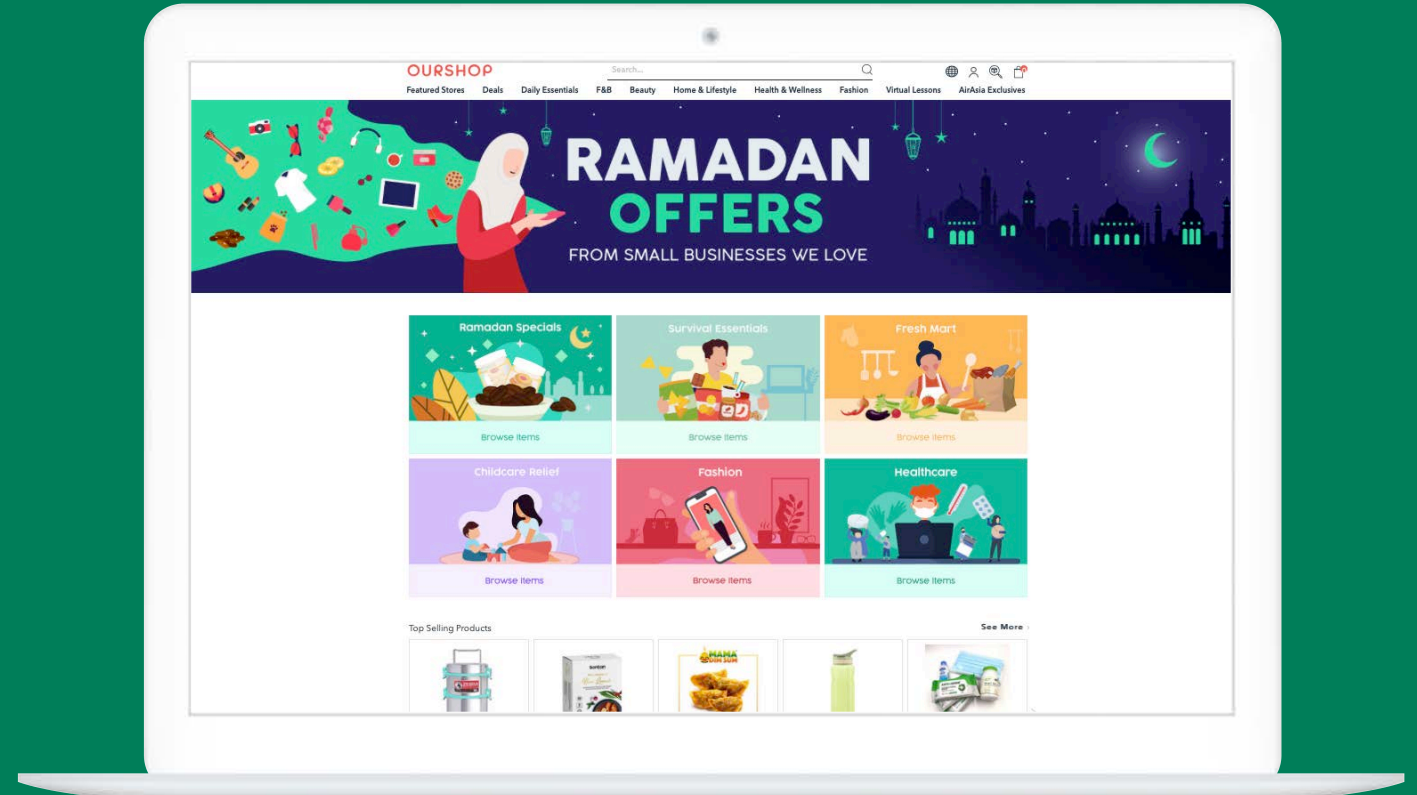
BEST PRACTICES

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

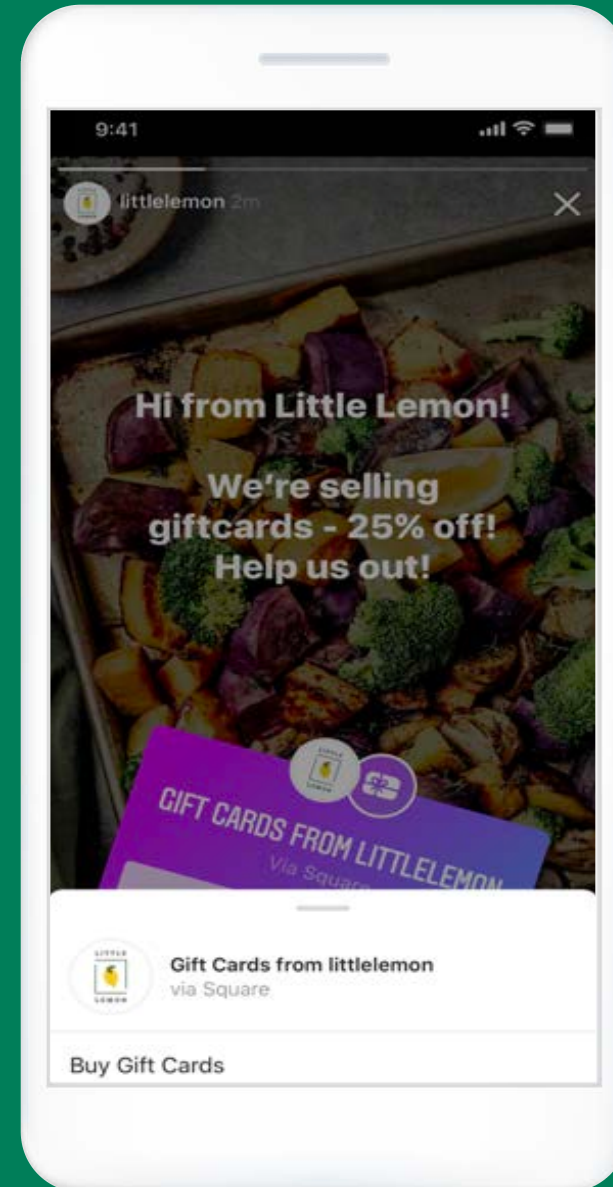


Adapting your customer experience

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



Adapting your customer experience

Post-purchase BEST PRACTICES

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

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

Adapting your customer experience

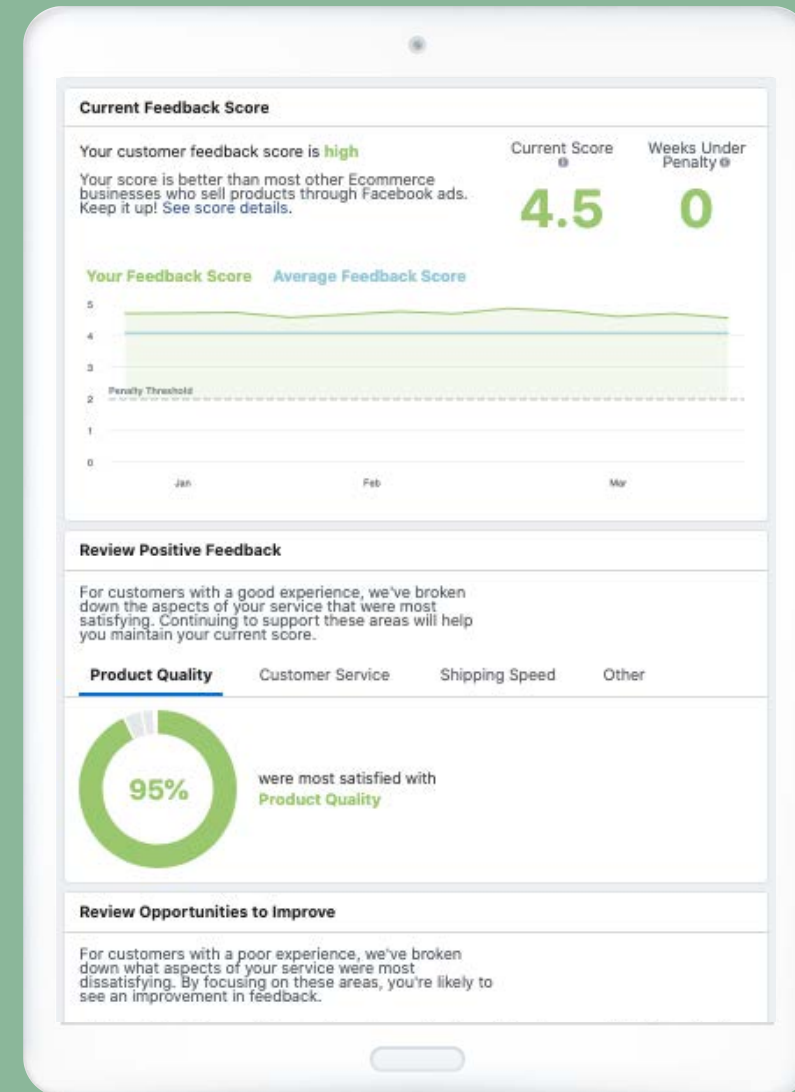
Using insights to improve customer experiences

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





Managing your
brand presence



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

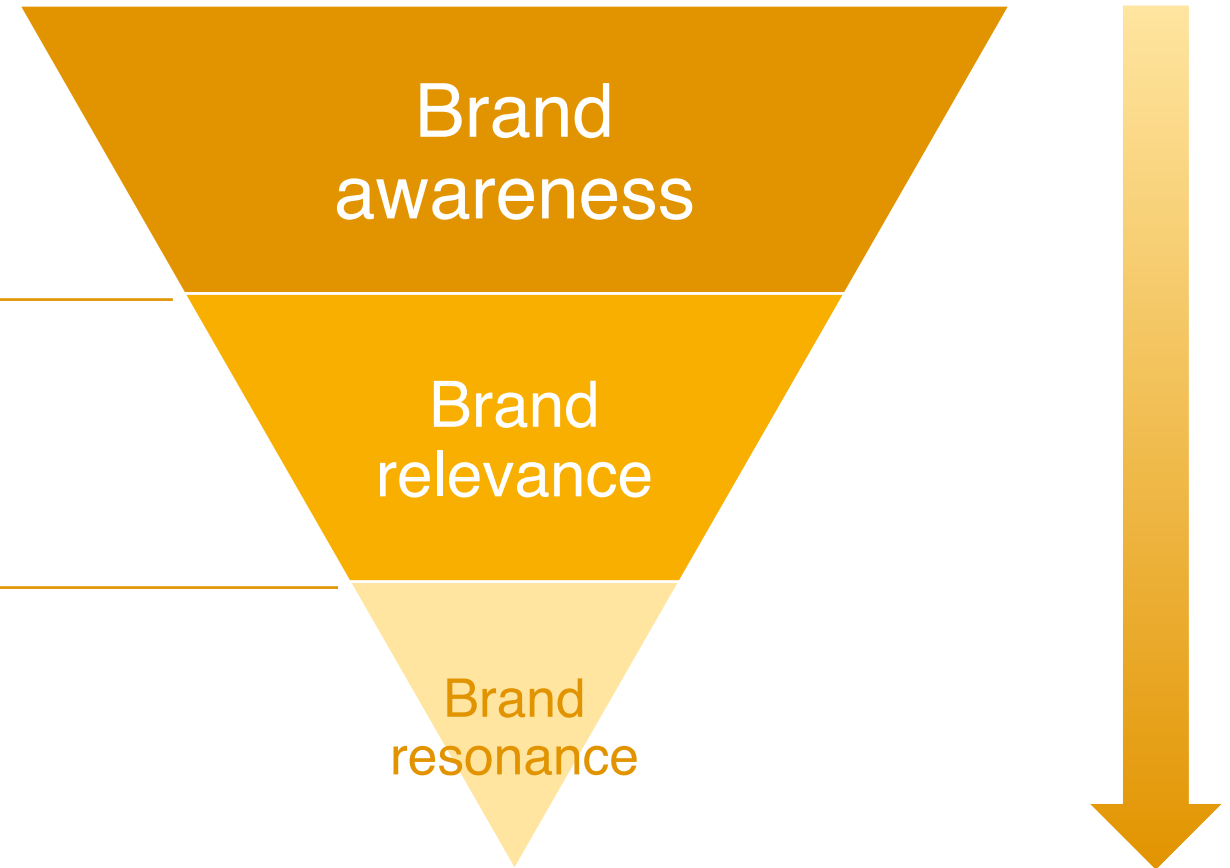
Highlighting unique differentiating points per category

- 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

Automate 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

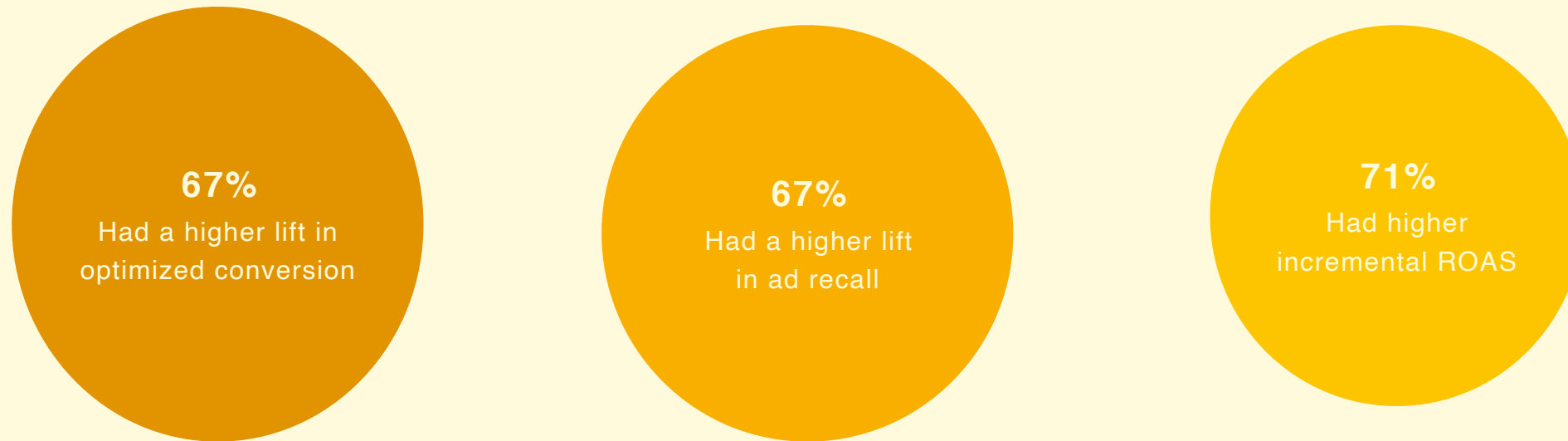
Building brand awareness

Facebook company



Visual identity also drives more impact

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



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

Facebook company

Managing brand equity

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 videos¹

50%

increase in Facebook Live usage²

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

Facebook company

A nimble media strategy helps when changes happen fast



REACH

Continue to reach a high percentage of your target audience



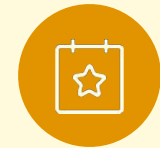
CAMPAIGN

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

Managing brand equity

Establishing brand relevance

Facebook company

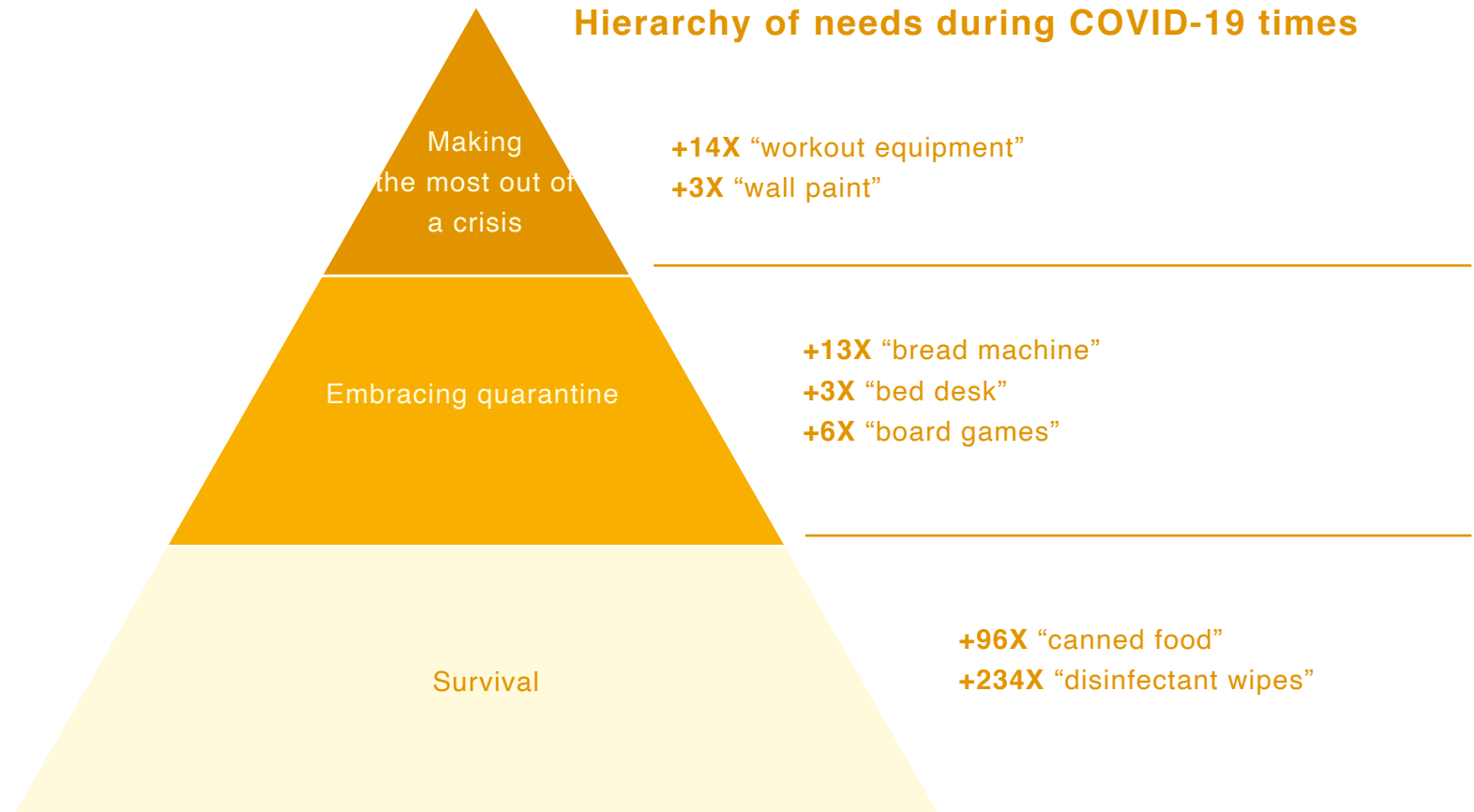


How to adjust as consumer needs change?

Health and wellness concerns: What is top-of-mind for your customers based on where they are?

Living situation: How has their living situation changed? Are they sheltered in place, staying at home or in relaxed restriction areas?

Life impact: How have they been impacted financially? How are they preparing to tackle the pandemic?



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

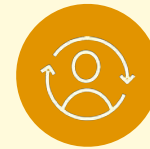
Facebook company

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

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

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

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:

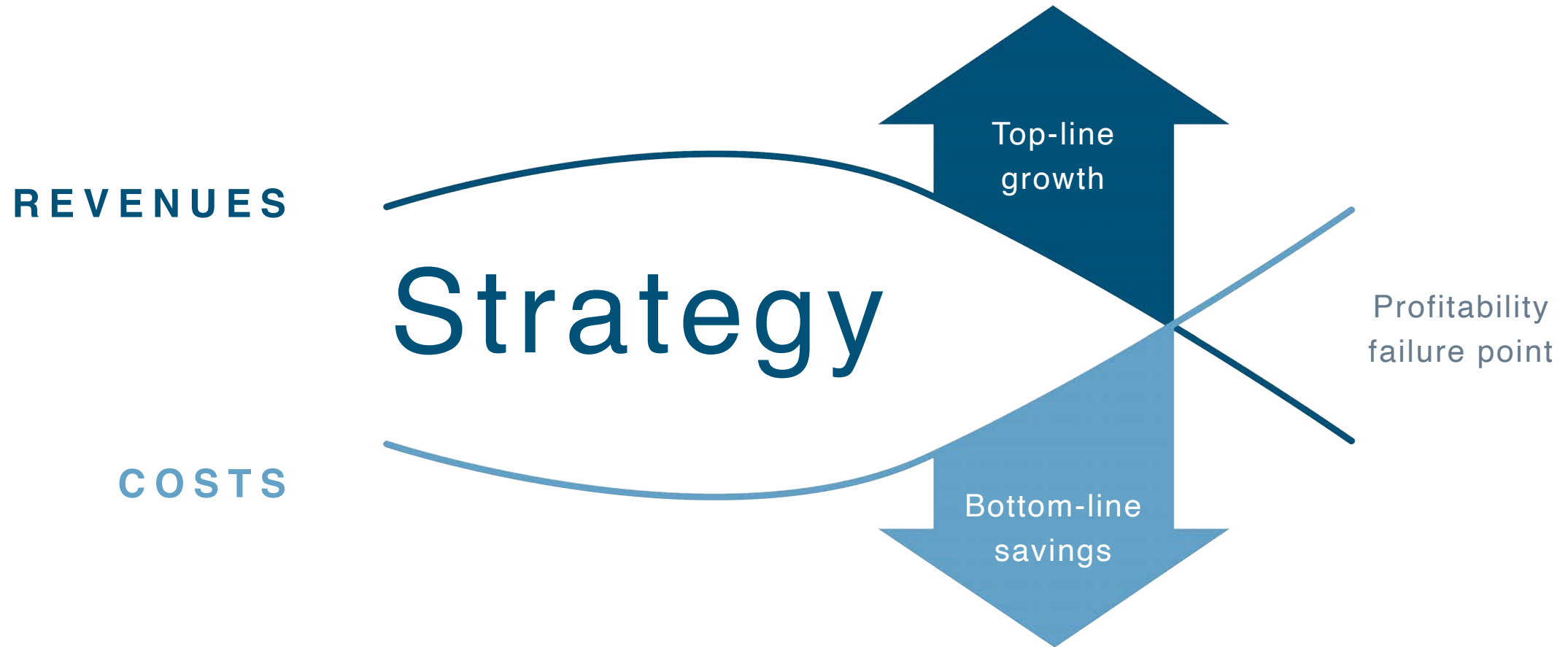
- Comfort
- Advocacy
- A cathartic outlet
- A little entertainment
- An avenue to lend a hand



Maintaining
financial
stability

Maintaining financial stability

Finding efficiency in volatile market conditions will be critical



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

A top-line growth approach



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 <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• 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
	Remarketing to current customers	Optimization <ul style="list-style-type: none">• Conversion Optimization for Customer Acquisition• Dynamic Language Optimization
Remarketing to current customers	Cross-sell/up-sell <ul style="list-style-type: none">• Drive higher value products to customers who have purchased lower-value but similar products• Selling products/categories that are normally purchased together	Audience <ul style="list-style-type: none">• 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
	Loyalty <ul style="list-style-type: none">• 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	Optimization <ul style="list-style-type: none">• Value Optimization (with ROAS)• Dynamic Language Optimization

Finding the right audience

AUDIENCE STRATEGY	AUDIENCE	SITUATION	OUTCOME
Dynamic Ad for Broad Audiences	Dynamic: People are incorporated in the audience as they demonstrate intent for a product/service	<ul style="list-style-type: none">Looking for high-intent customers at the product levelOpen to new audience who may be different than existing customer base	Attract new people who demonstrate real-time intent for product/service
Custom Audiences	Static: Matches people who visit your website/app with people on Facebook, using the Facebook pixel	<ul style="list-style-type: none">Have customers who have already visited website/ appExisting customer base is well-established	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">People may or may not show intent for a certain type of productExisting customer base is well-established	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

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.

Maintaining financial stability

A bottom-line savings strategy



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

Automation can drive cost efficiency

Cost efficiency levers

ACCOUNT SIMPLIFICATION		Simplify campaign and ad sets to reduce audience overlap and enable stronger performance
PLACEMENT LIQUIDITY		Opt-in to Automatic Placements to optimize delivery to the same audience across Facebook, Instagram, Audience Network and Messenger
BUDGET LIQUIDITY		Use Campaign Budget Optimization to fluidly allocate budgets to best performing audiences
CREATIVE LIQUIDITY		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
AUDIENCE LIQUIDITY		Audience Liquidity: Expand target audience to allow for more flexibility to deliver stronger results through Facebook's delivery system
LEARNING PHASE		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.

Maintaining financial stability

Finding efficiency through integration

FULL FUNNEL VISIBILITY

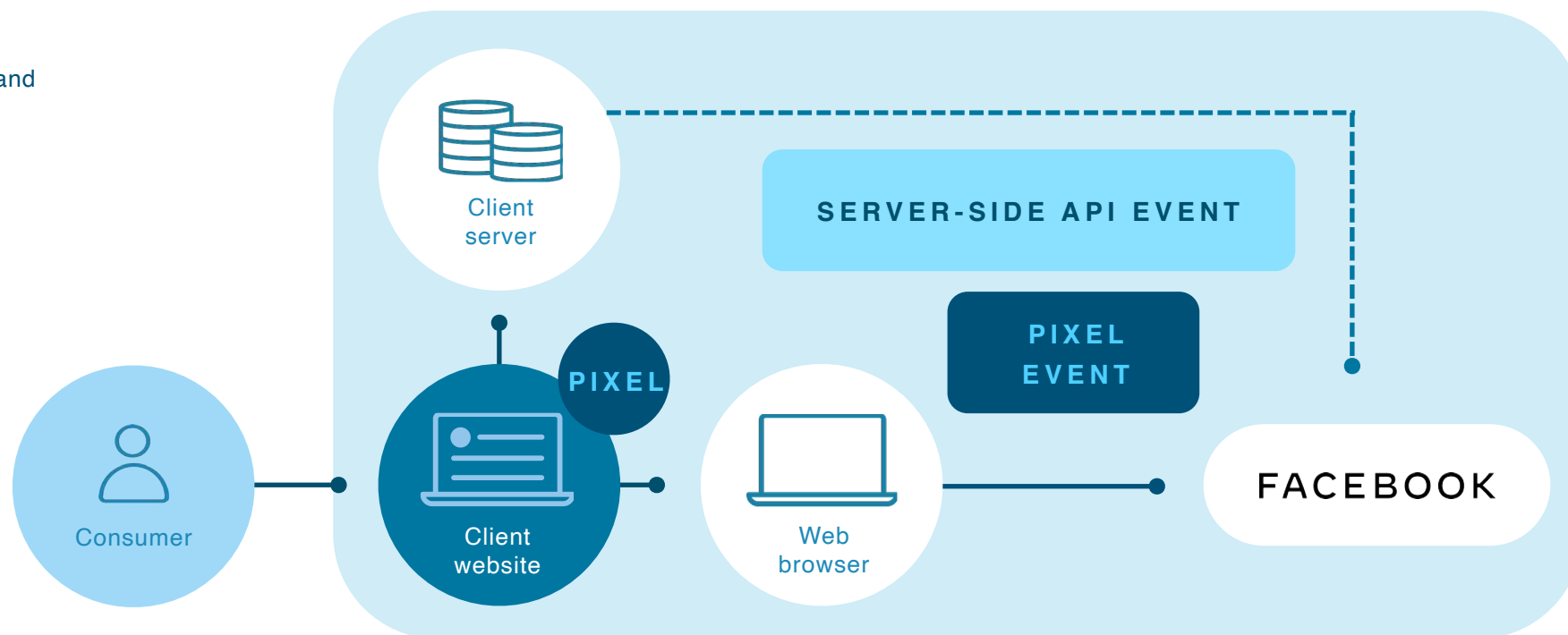
Track outcomes across multiple channels and lower in the purchase path

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



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