

# Technology Narrative

Marketing consumer electronics in a mobile era



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# Trends



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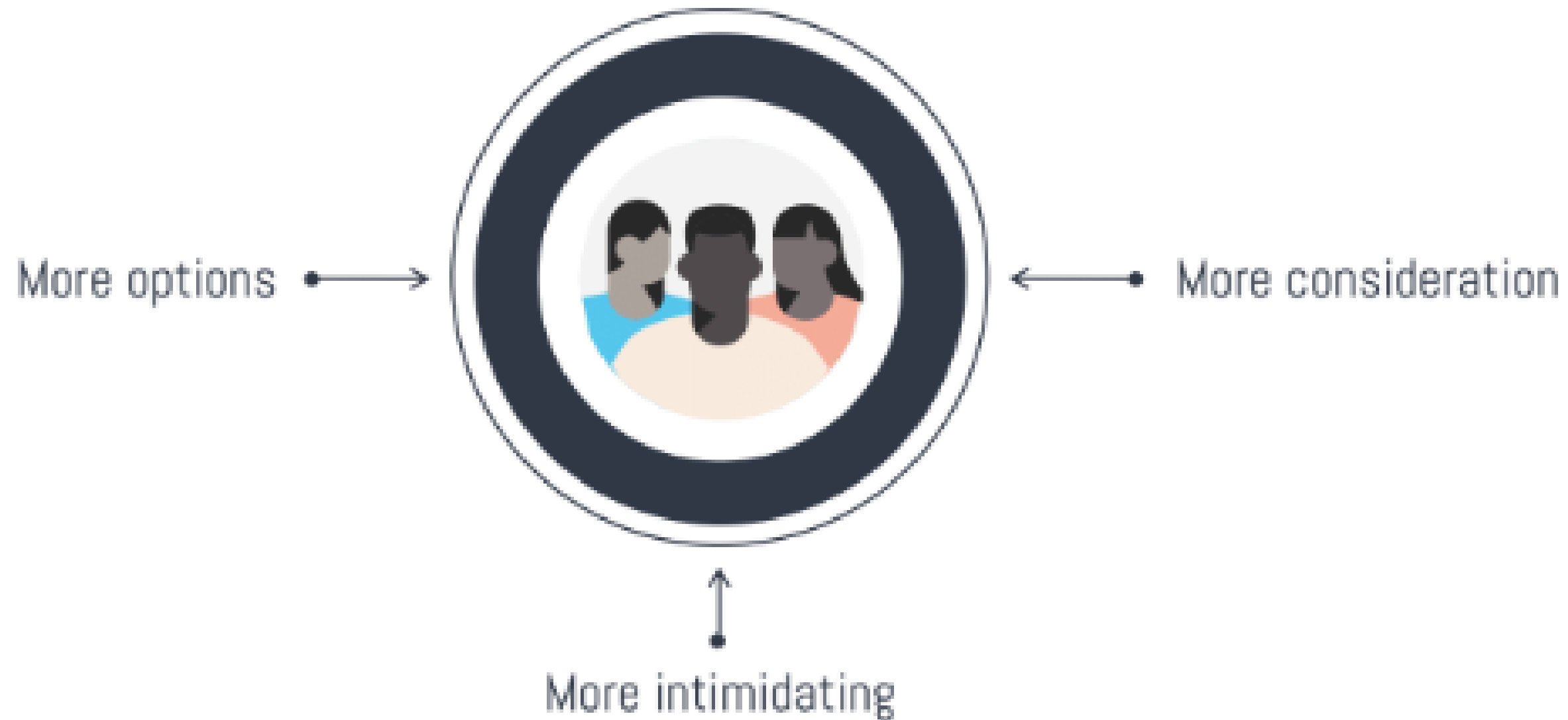
The consumer is in  
control



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# An industry built on innovation

Consumer electronics is a competitive, high demand and ever changing industry



← Ever changing →

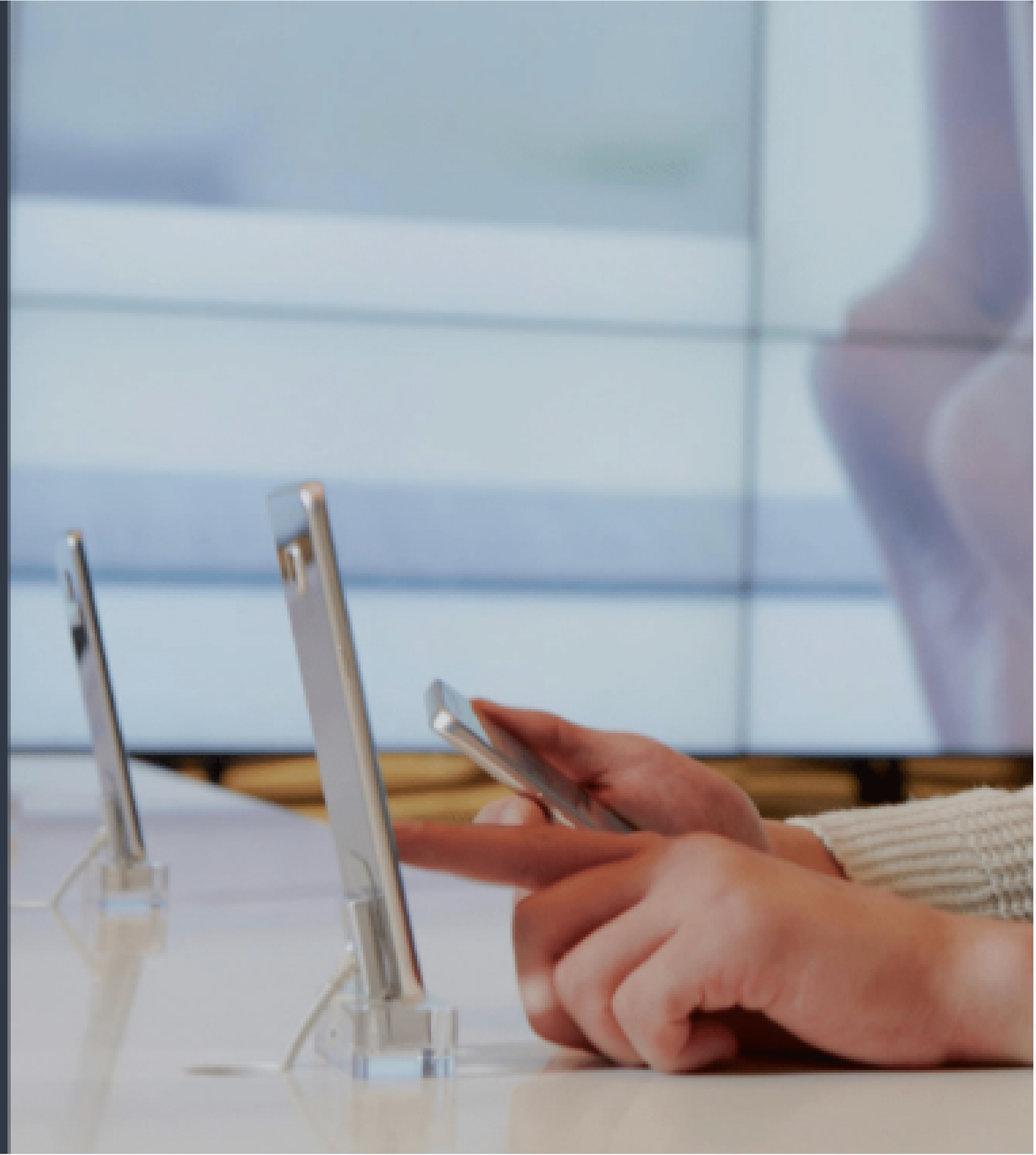


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Consumers are both  
intrigued and  
intimidated by  
technology

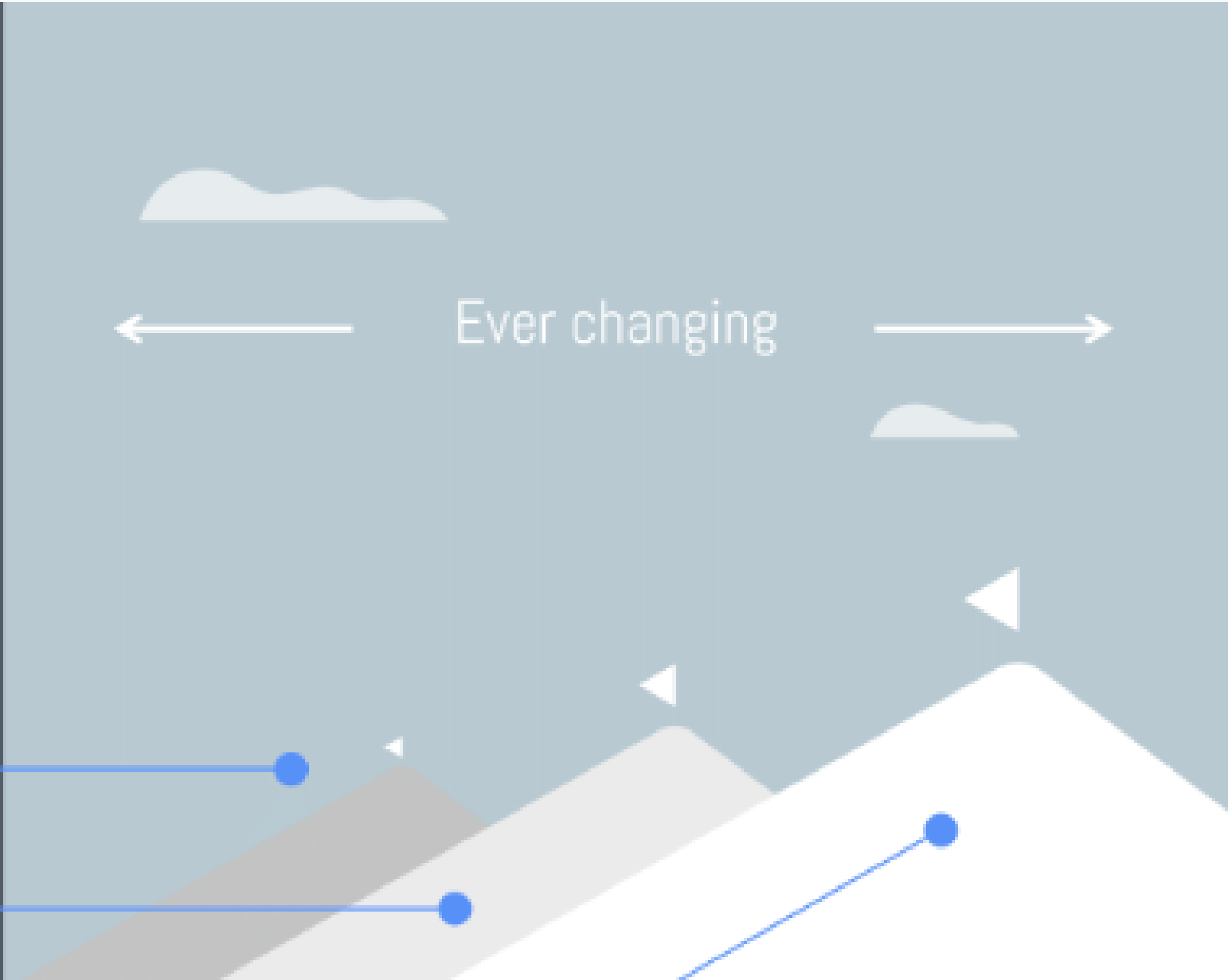


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# Challenges across the consumer electronics industry

- Special events (Christmas, Back to School, Black Friday)
- Longer consideration periods
- Increased competition

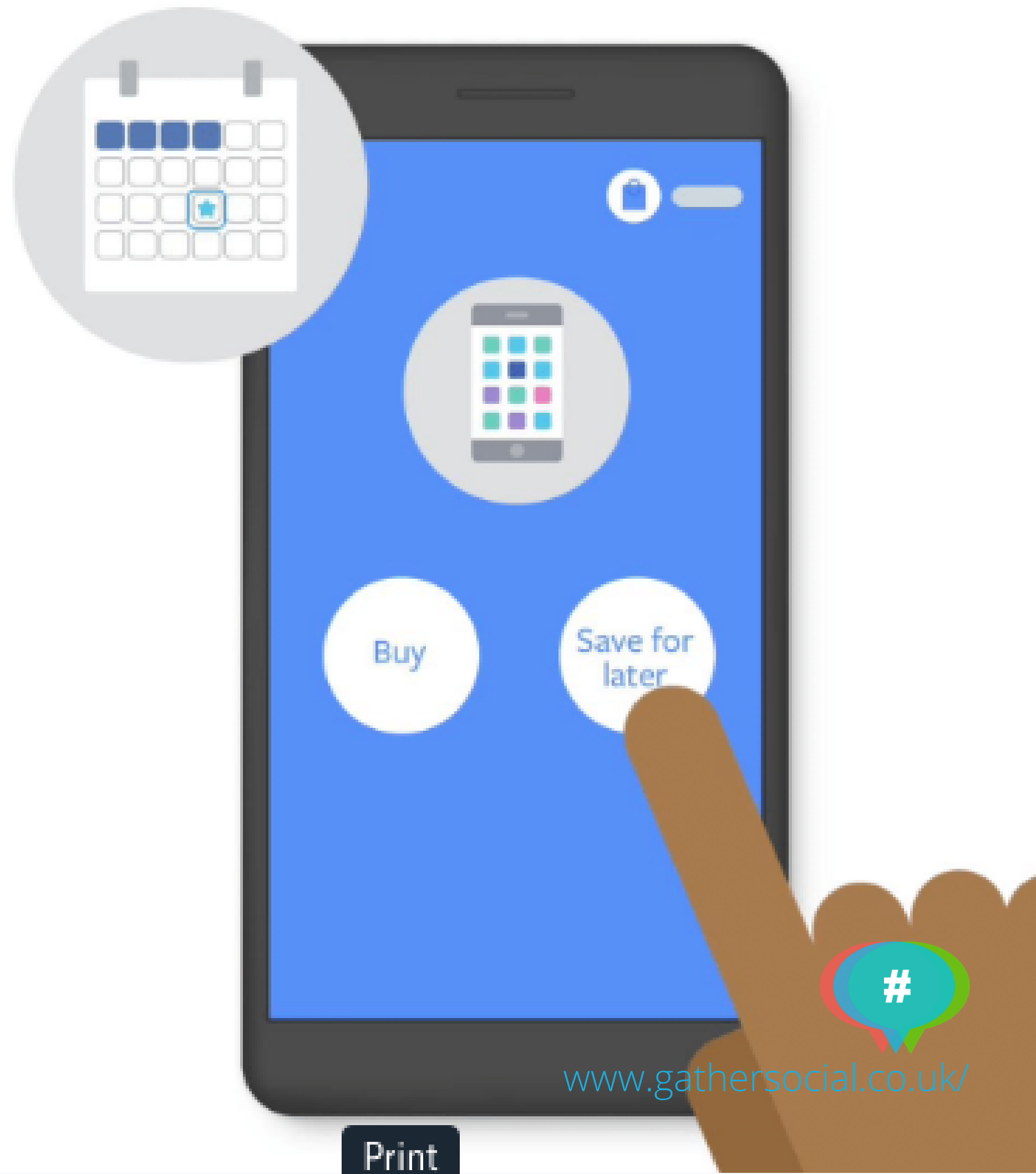


# Have to have or hang in there?

Anticipation over new product launches and special events can further delay the purchase process



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Print

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# People own their devices for longer

The life of a smartphone extended from 20 to 25 months at the end of 2017 to 27 months today

Source: 1. The Guardian, "Upgrade downturn: why are people holding on to their old phones?", Sep 2017, 2. Business Insider, "People are getting tired of buying new devices—and this chart proves it", Jan 2017, 3. Yahoo News, "Consumers are bored with today's tech and nervous about tomorrow's", Jan 2018, 4. The Wall Street Journal, "Four Love of Your Old Smartphone Is a Problem for Apple and Samsung", Feb 2018, 5. IDC, "Wearable Device Shipments Slow in Q1 2018 as Consumers Shift from Basic Wearables to Smarter Devices, According to IDC", Jun 2018.



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# Marketers need to adopt a strategic plan

The average digital consumer has three different devices that they use for different purposes at different times

Source: 1. Mettler, "4 Ways to Get Shopper to Tune into your Brand", 2018. 2. GlobalWebIndex, Device: GlobalWebIndex's flagship report on device ownership & usage, H1 2018.



Employ an integrated marketing strategy



Build on a foundation of understanding

- Seamlessly work across multiple channels
- Function in an always-on manner



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Consumer attention  
is more divided than  
ever before



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How do you connect  
to your consumer?



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You do it on mobile



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# Opportunity awaits

- Maximize resources
- Maintain contact
- Make your message heard



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Join the journey

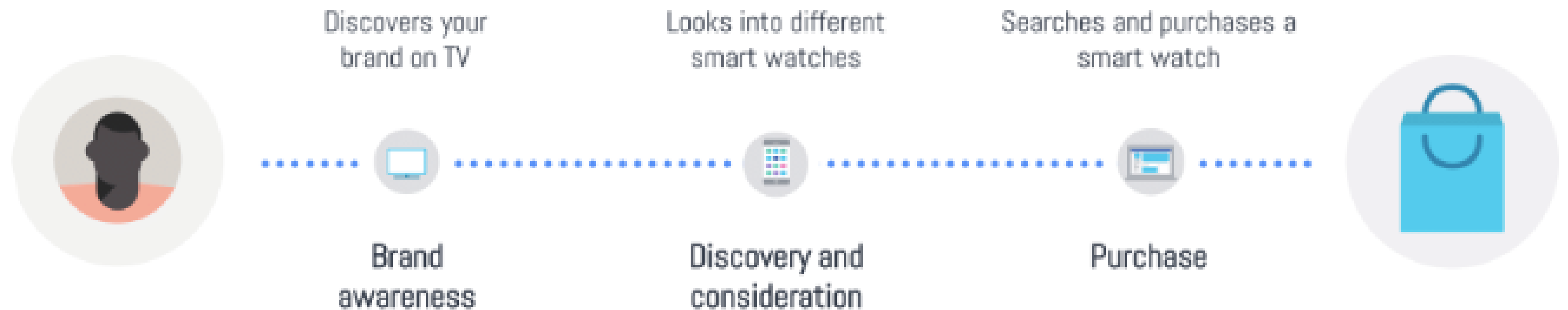


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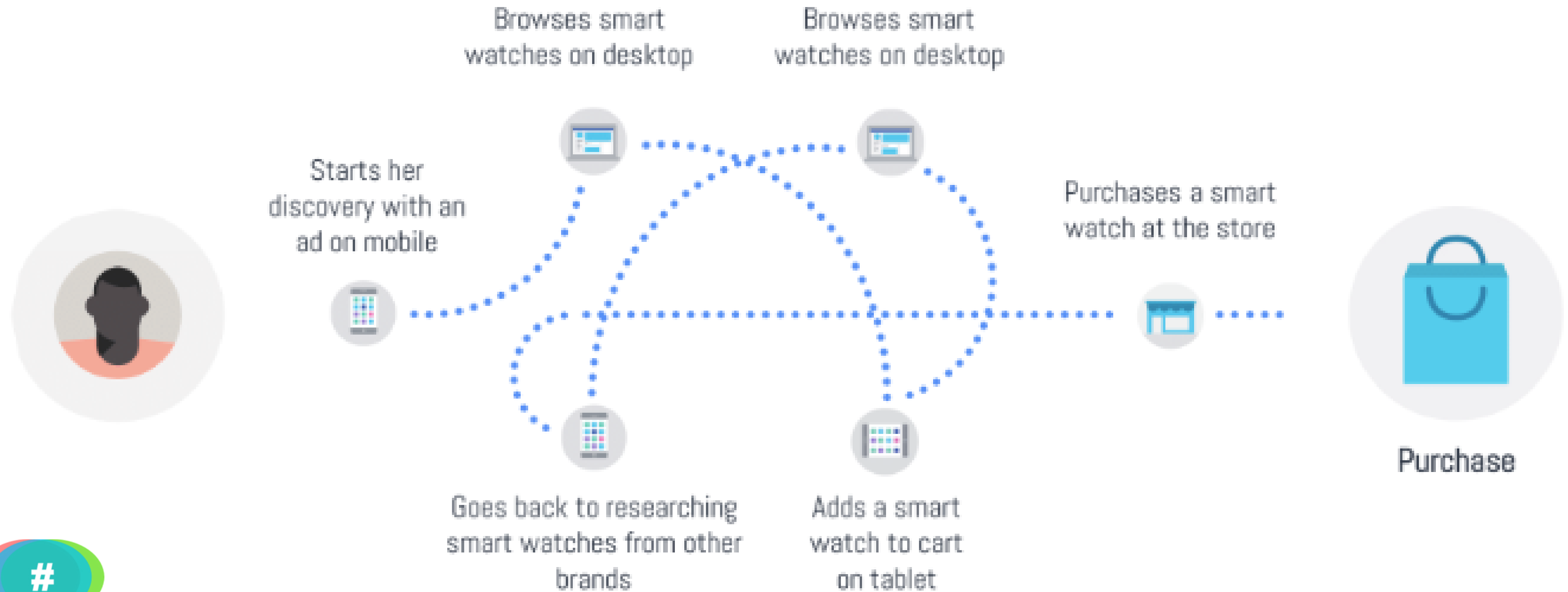
# Mobile has forever changed the path to purchase

Behind every shopper is a unique journey





# Today's consumer journey is omni-channel and non-linear





Always on, ever present

59%

of shoppers who use each platform weekly use Facebook and Instagram for shopping-related activities



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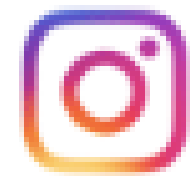
Source: Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).

# Reach people on mobile at scale to drive discovery



2.2B

active on  
Facebook



1B

active on  
Instagram



1.3B

active on  
Messenger



+1B

active on  
WhatsApp



1.2B

reached  
every month



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# We are your partner at every stage of the consumer journey



## Discovery

"I'm planning to buy a new device"



## Consideration and engagement

"I need to know more about the device I might buy"



## Loyalty and advocacy

"I'm thinking to buy a new device and tell my friends"



# Solutions




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# Identify your audience

- Location
- Demographics
- Lookalikes
- Custom Audiences (CRM)
- Interests
- Behaviors
- Third party





# Intent is a spectrum, not an absolute

## High

- Recently posted about looking for a new refrigerator
- Browsed refrigerators across multiple brand sites

## Medium

- Joined a group where people consistently share about gadgets
- Engaged with video ads from consumer electronics companies
- Went to an electronic company's Facebook page

## Low

- Engaged in similar activity/behavior as people who recently bought your products
- Liked a post about a GPS a friend recently took
- Has clicked on a consumer electronics ad in the past week



#

# Discovery



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

Source: Retail/eCommerce Consumer Journey Study (online, commissioned study by Accenture).



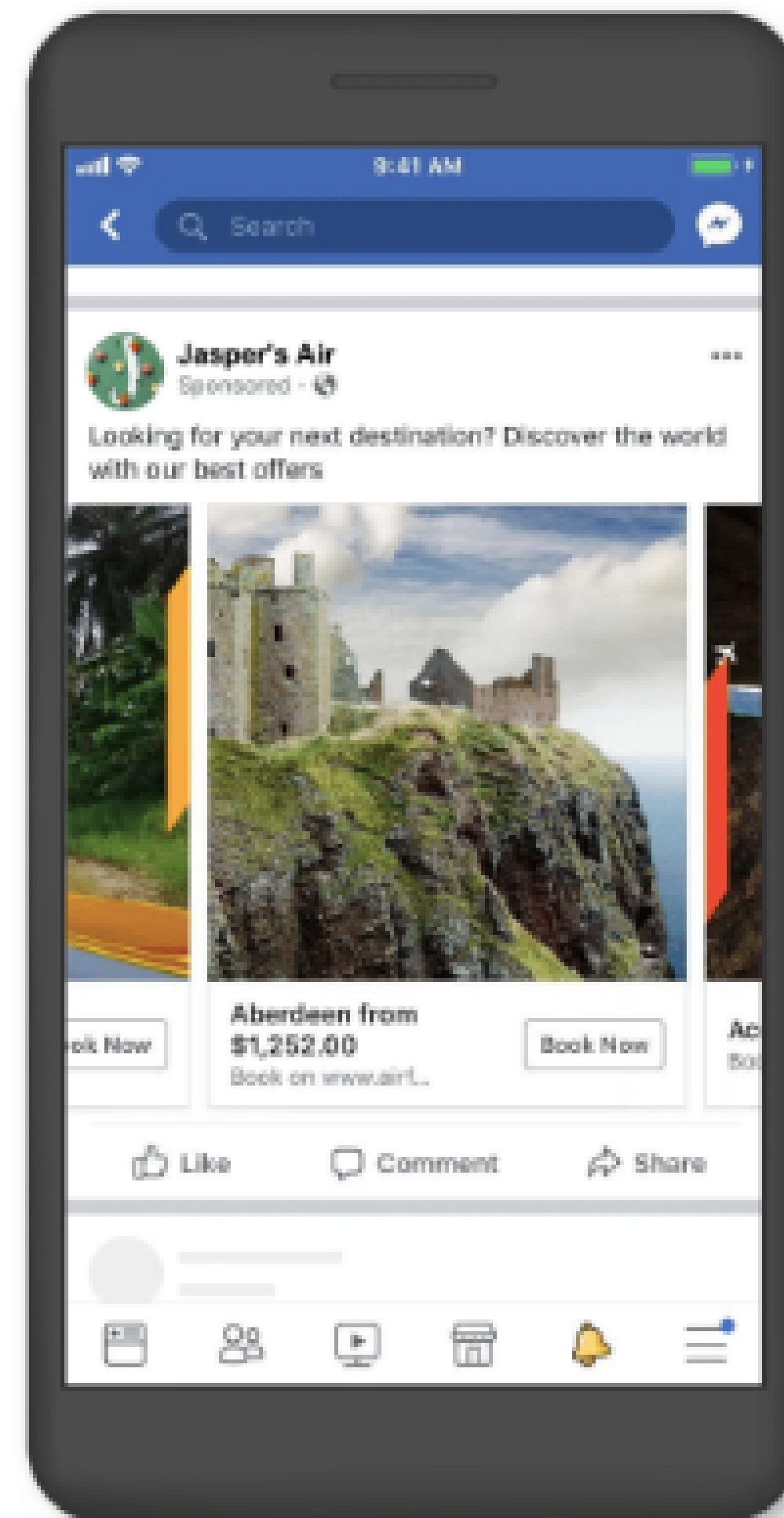
# Drive top-of-mind awareness of your brand

Use engaging creative to reach those most likely to pay attention to your ads



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

Source: 1. Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).



# Reach audiences with scale and segmentation

Reach the right audiences

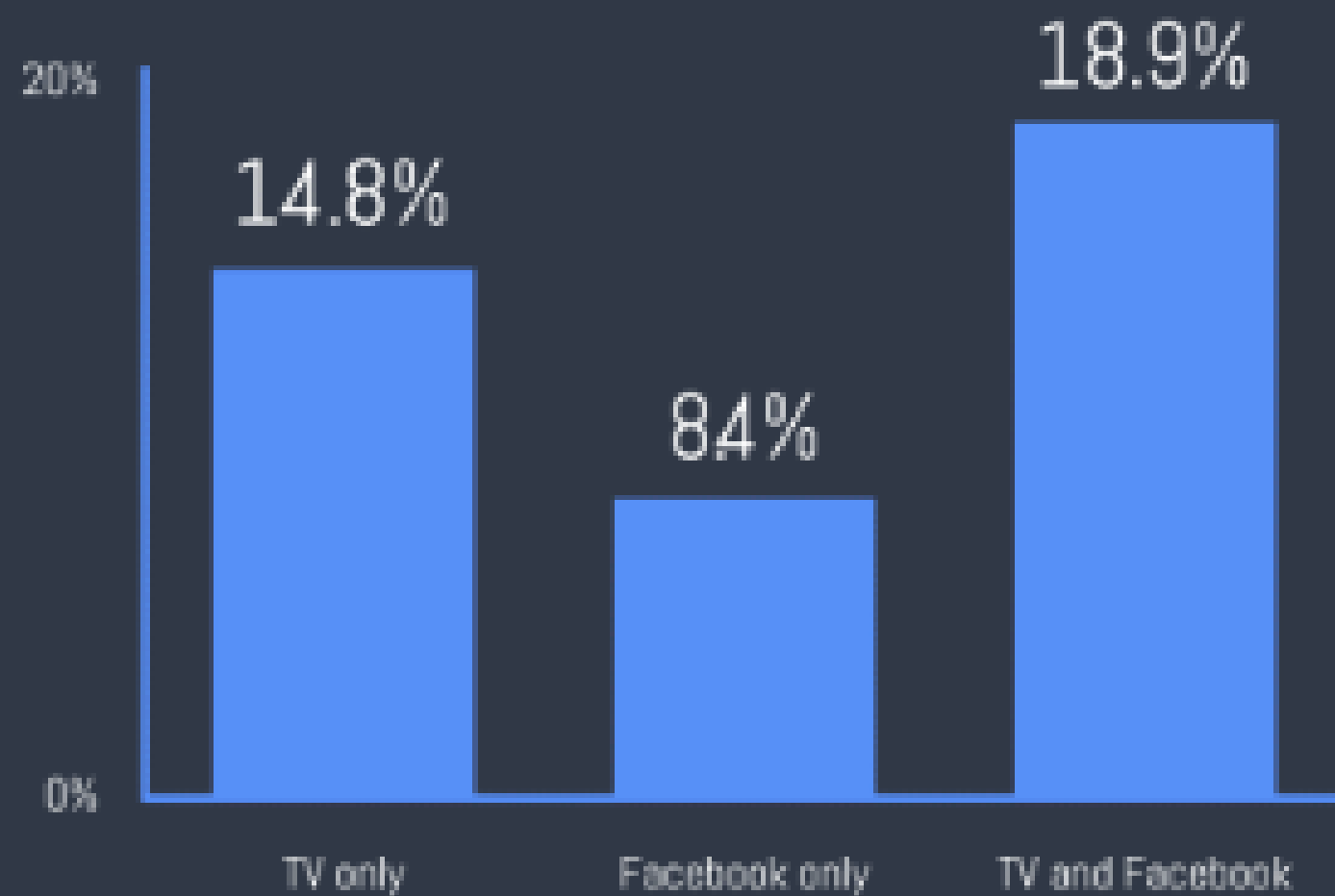


[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)

# Extend the power of TV advertising

TV and Facebook work better together

Average ad recall lift



Source: Nielsen Total Brand Effect with lift, 29 campaigns, June–October 2017.



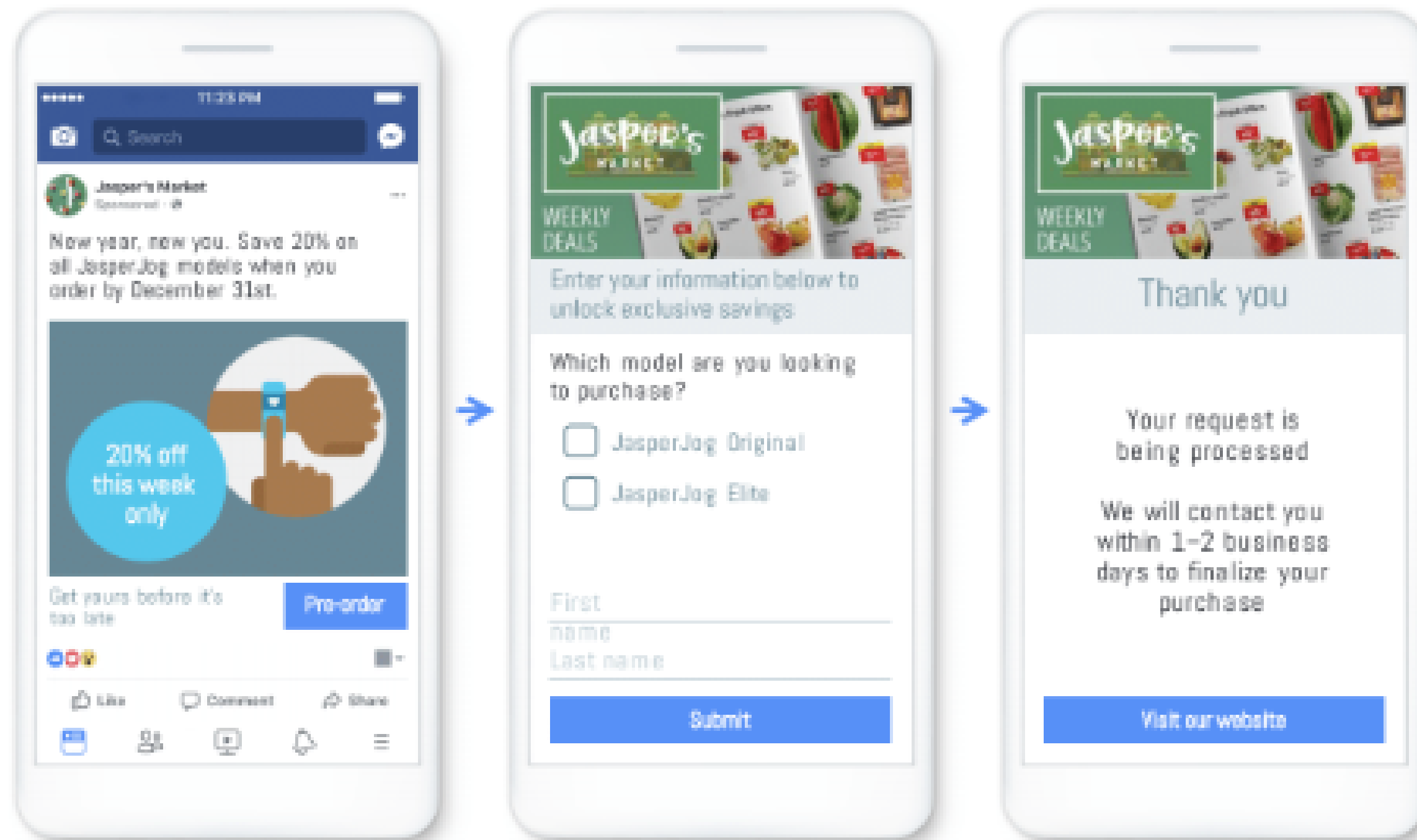
# Consideration and engagement



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

Source: Retail/eCommerce Consumer Journey Study (online commissioned study by Accenture).

# Acquire new leads, generate intent, grow lifetime value



- Acquire the right leads with interest-based targeting
- Retarget to people showing high intent
- Access leads in real time by syncing directly with your CRM

Pre-order of a new product



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# Dynamic Ads

Reach interested shoppers with relevant products in an automated, scalable way

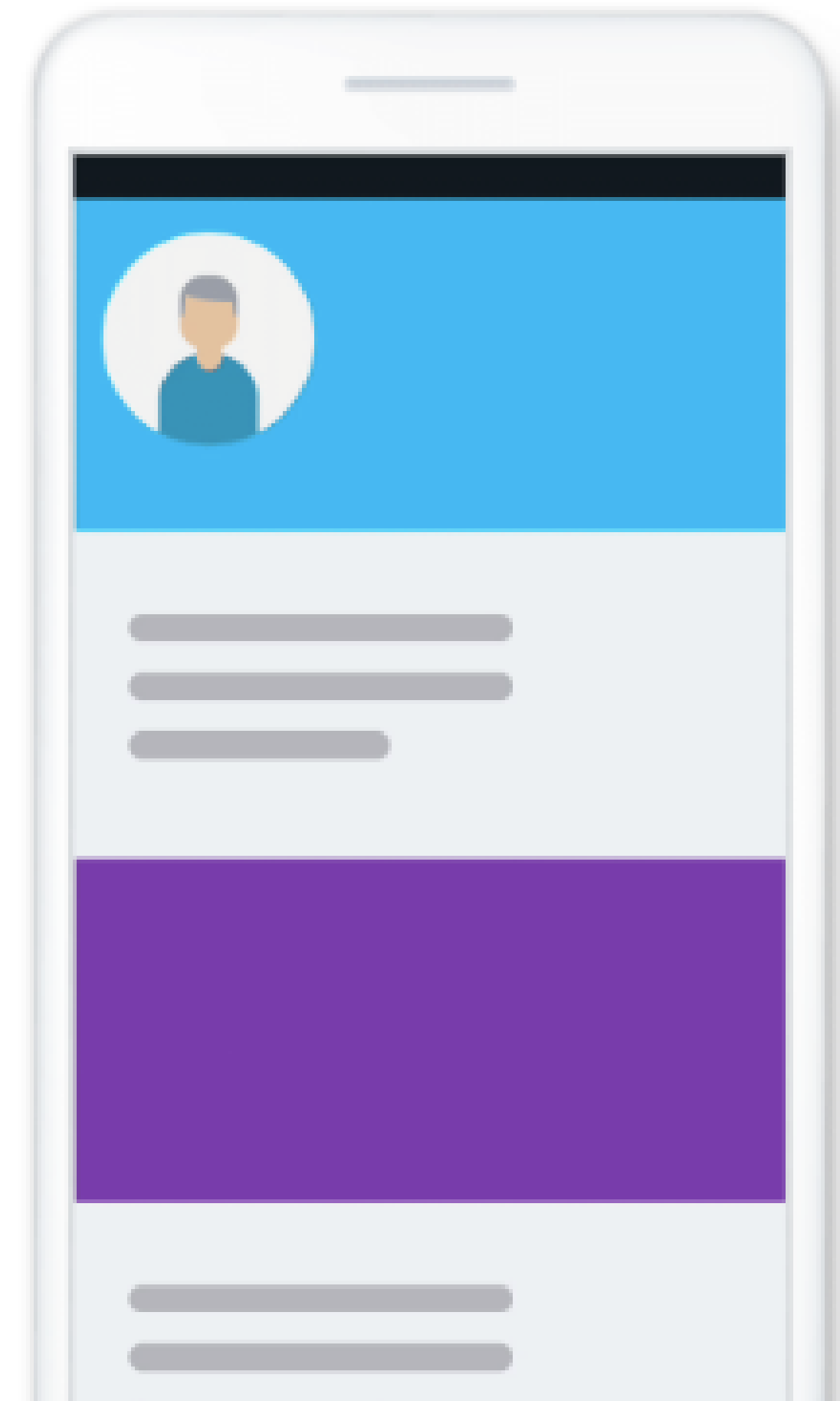


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Personalization is now  
expected everywhere:  
online and in stores



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



Build online  
campaigns for both  
online and offline  
audiences



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





# Collect and pass signals

using the Pixel and SDK  
to find performance at  
scale



Facebook Pixel

## Standard events:

- Viewing product
- Browse website
- Add to cart
- Purchase



Facebook SDK



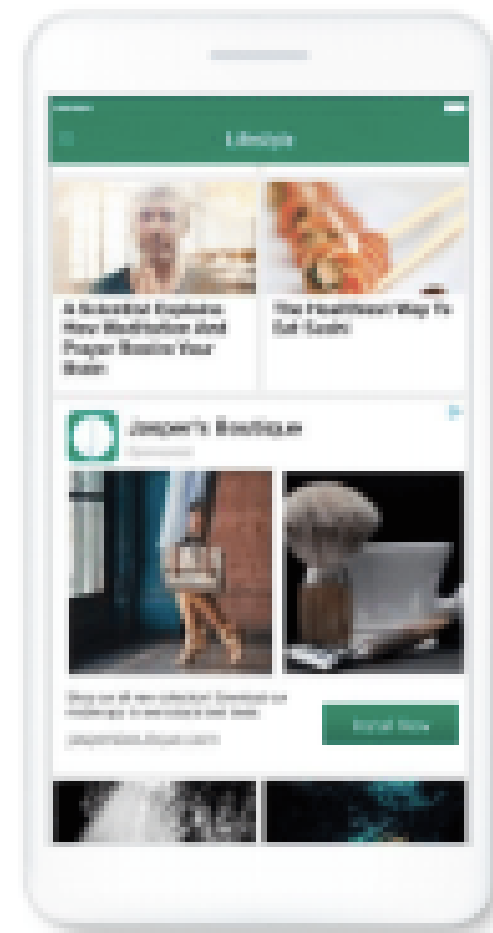
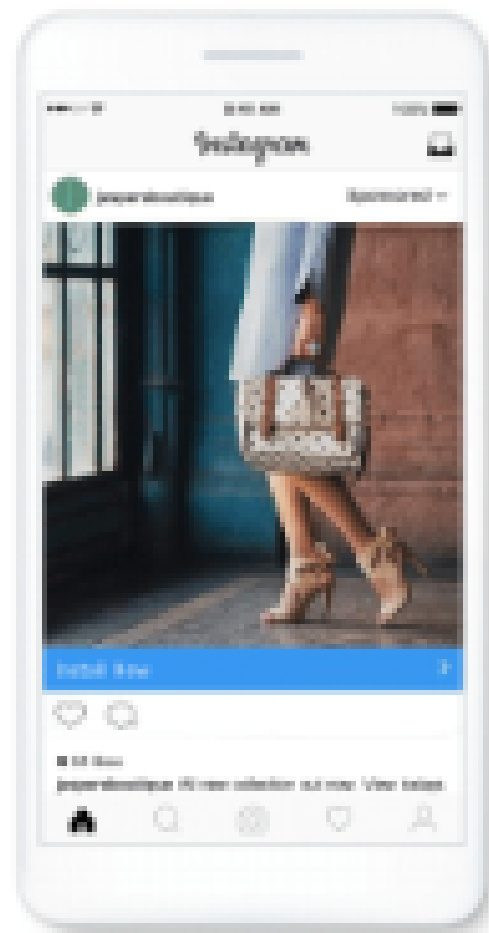
[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)

# Loyalty and advocacy



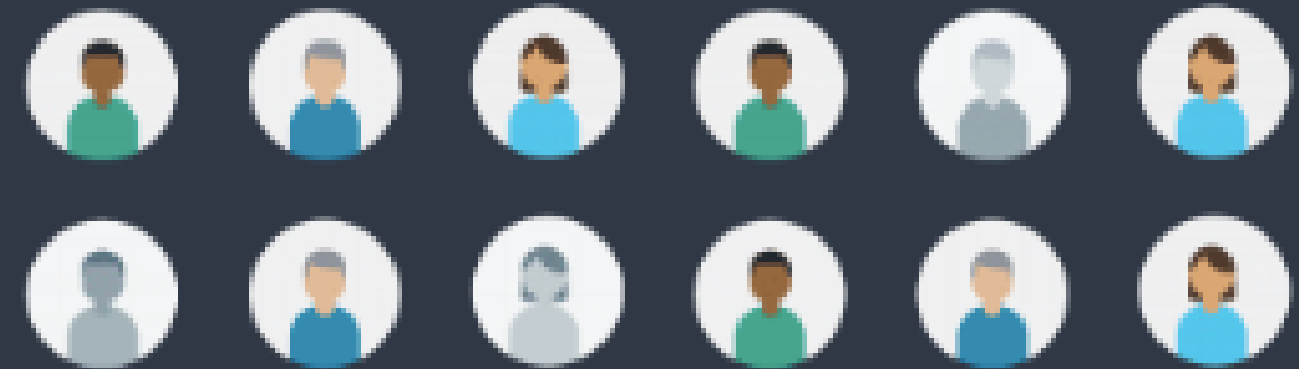
[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)

# Get customers to download your app to deepen their engagement with your products



Drive installs of your app on Facebook

INSTALL NOW



Reach people likely to install and take action in your app



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

# Loyalty leads to advocacy

Social is how you create advocacy

# 71%

of people discover electronics products as a result of a recommendation from friends or family



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

Source: Matter, "4 Ways to Get Shopper to Tune into your Brand", 2018.



# Manage consumer relationships with Messenger

Real time, rapid response

38%

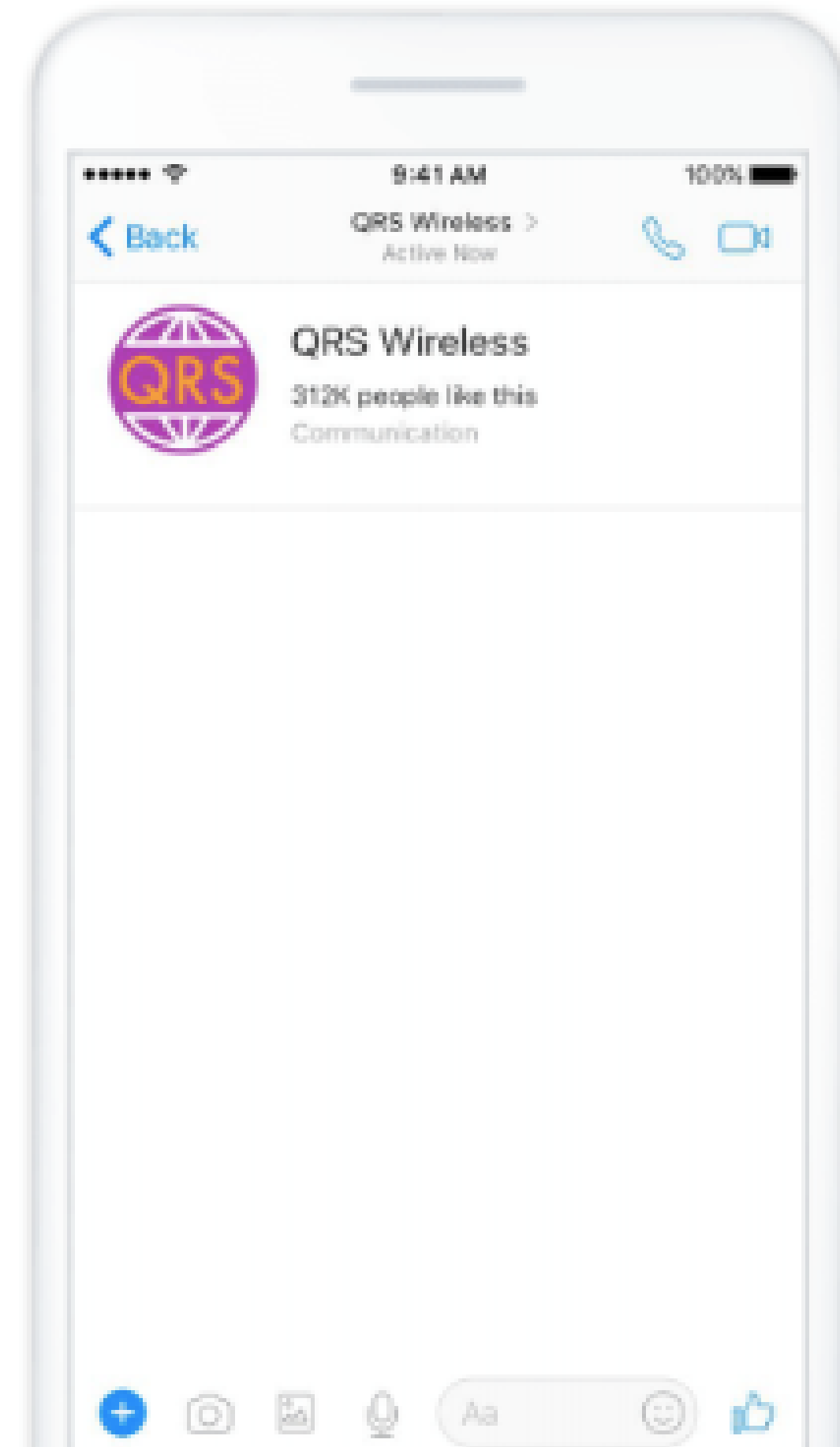
of people say that social media is the best way to get help urgently

79%

of the people interviewed said they are more loyal to organizations that are easy and simple to contact

Source: Chat, Tap, Talk: Eight key trends to transform your digital customer experience, digital 2017 customer research.

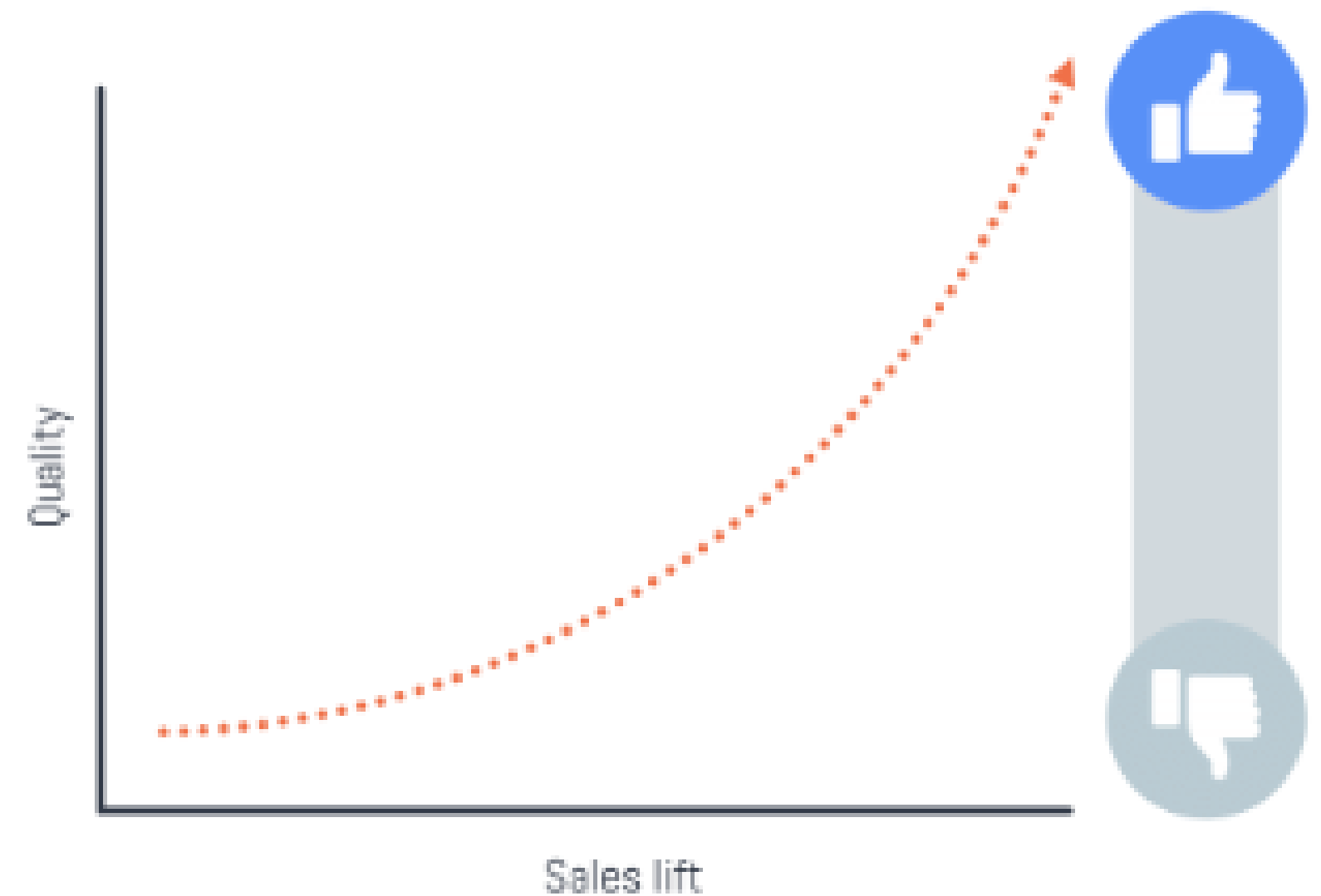
[www.gathersocial.co.uk/](http://www.gathersocial.co.uk/)



Creative is a key factor  
in determining  
campaign performance

56%

of a brand's sales lift from digital advertising can be attributed  
to the quality of the creative<sup>1</sup>



And on mobile, the gap between really good and really  
bad creative remains **significant**



# Creative considerations



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

Source: Wyzowl, 'The State of Video Marketing 2017'.

# Optimize for mobile

Drive better brand outcomes

## Mobile first video

Tends to be shorter in length and shows the brand in the first few seconds

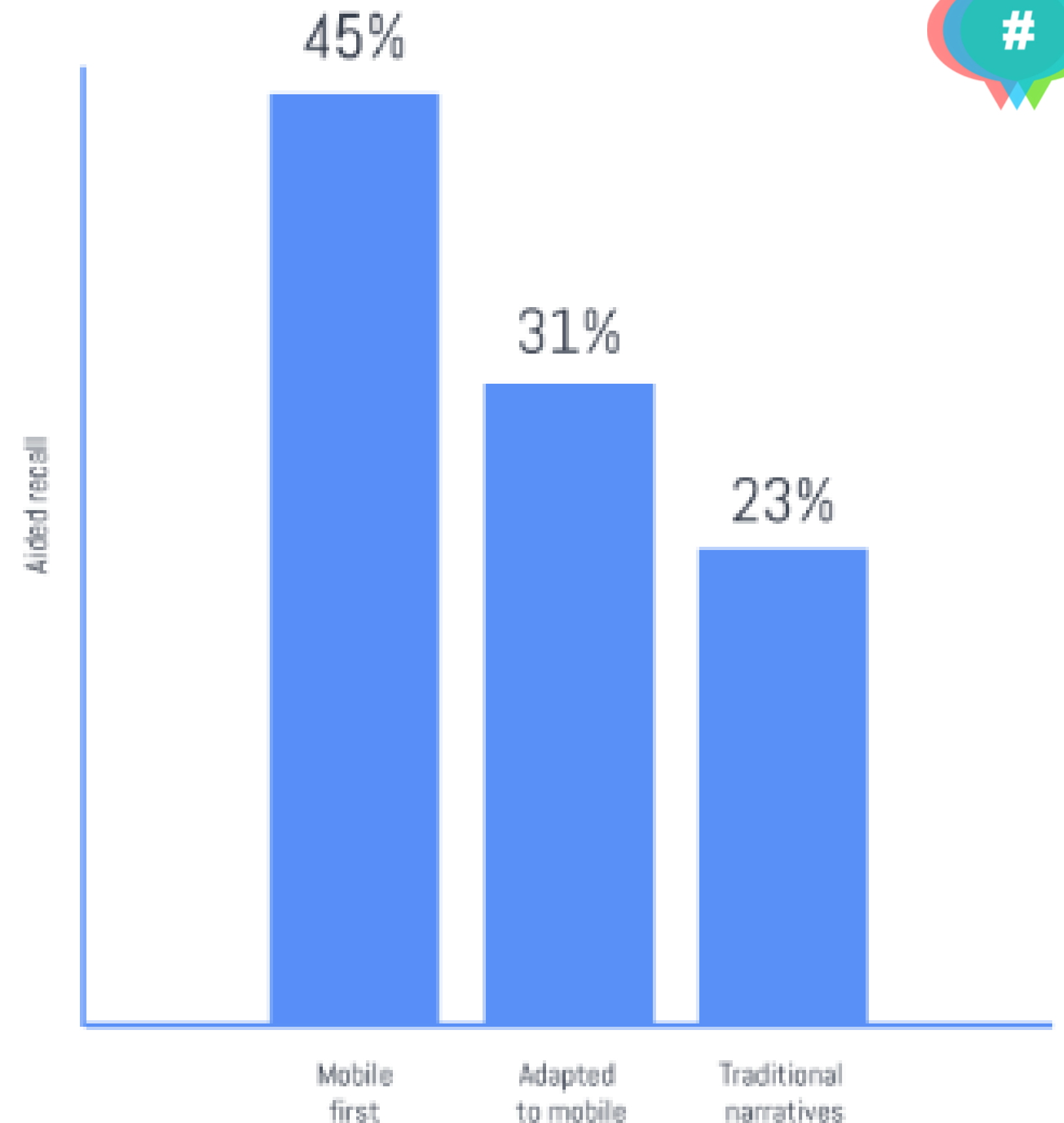
## Video that's been adapted to mobile

Tends to be longer in length and shows the brand in the first few seconds

## Traditional narratives

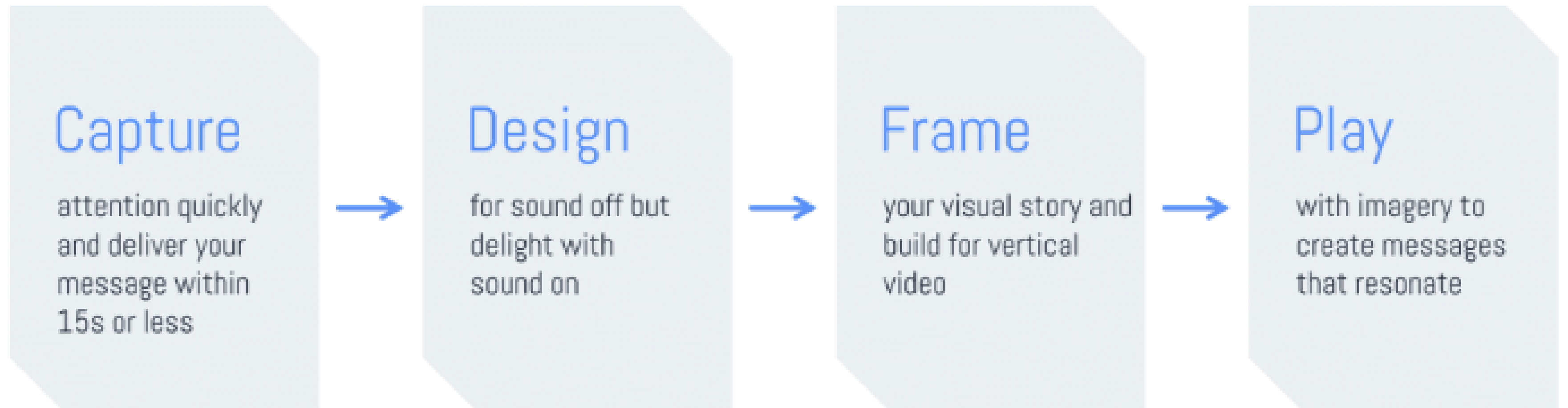
Tend not to show the brand in the first few seconds

Source: Motilab data—Facebook-commissioned study of 759 video ads distributed across 25 countries: Brazil, Chile, Mexico, Argentina, US, Philippines, Indonesia, Japan, Thailand, India, Greater China (Hong Kong), Korea, Australia, Vietnam, New Zealand, UK, Italy, Poland, France, Germany, Romania, Turkey, Spain, Saudi Arabia, and The Netherlands (2017).



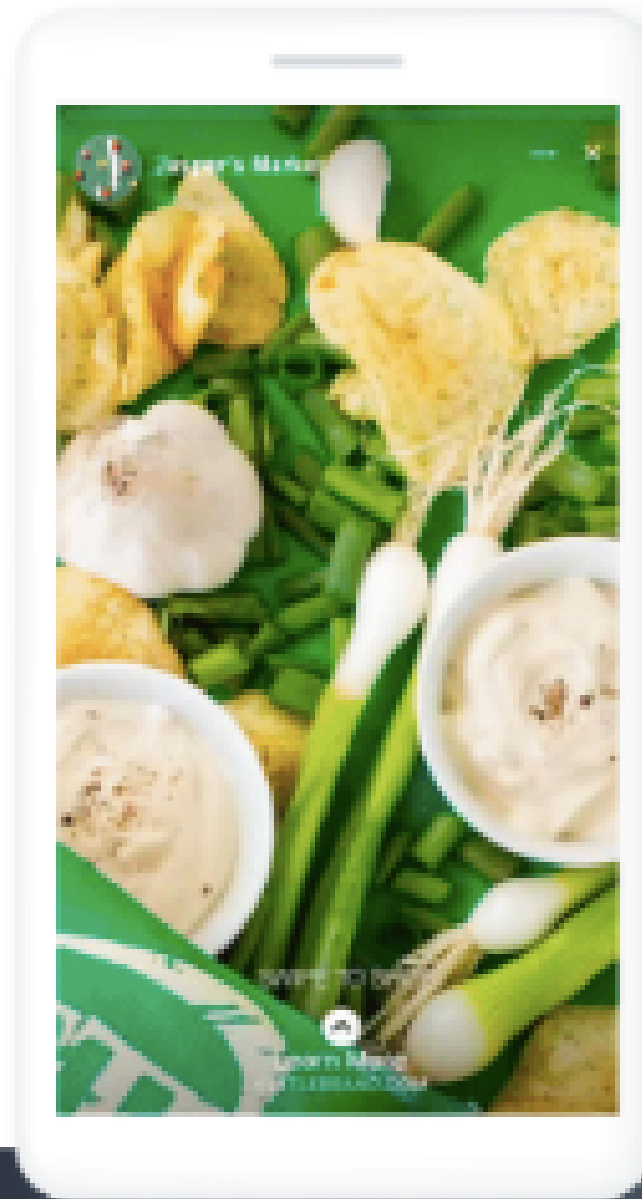


# Best practices for mobile-first video

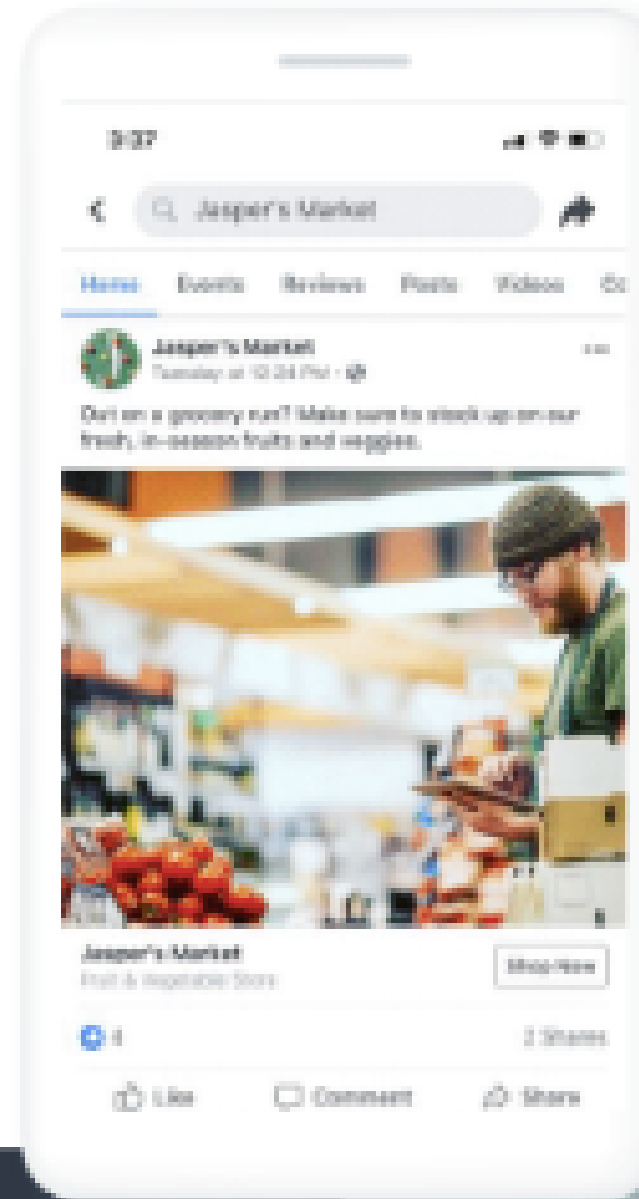


# Diverse placements for diverse objectives

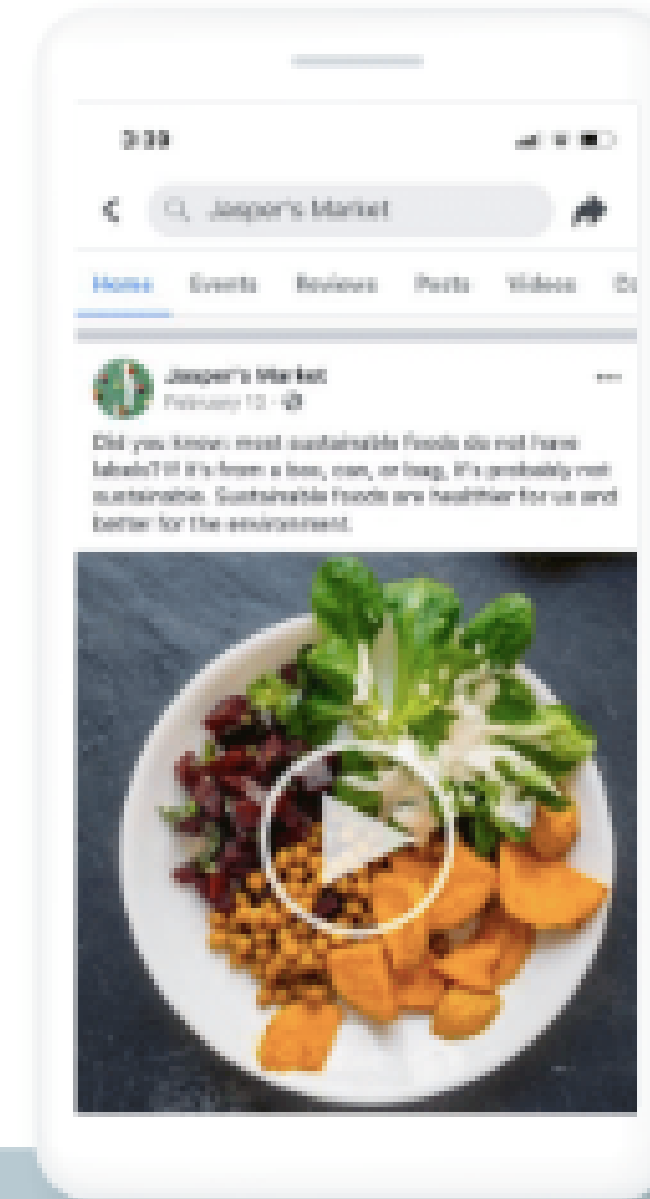
Stories



Feed



In-stream



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← On-the-go

Captivated viewing →

# 400M

daily active users of Instagram Stories<sup>1</sup>

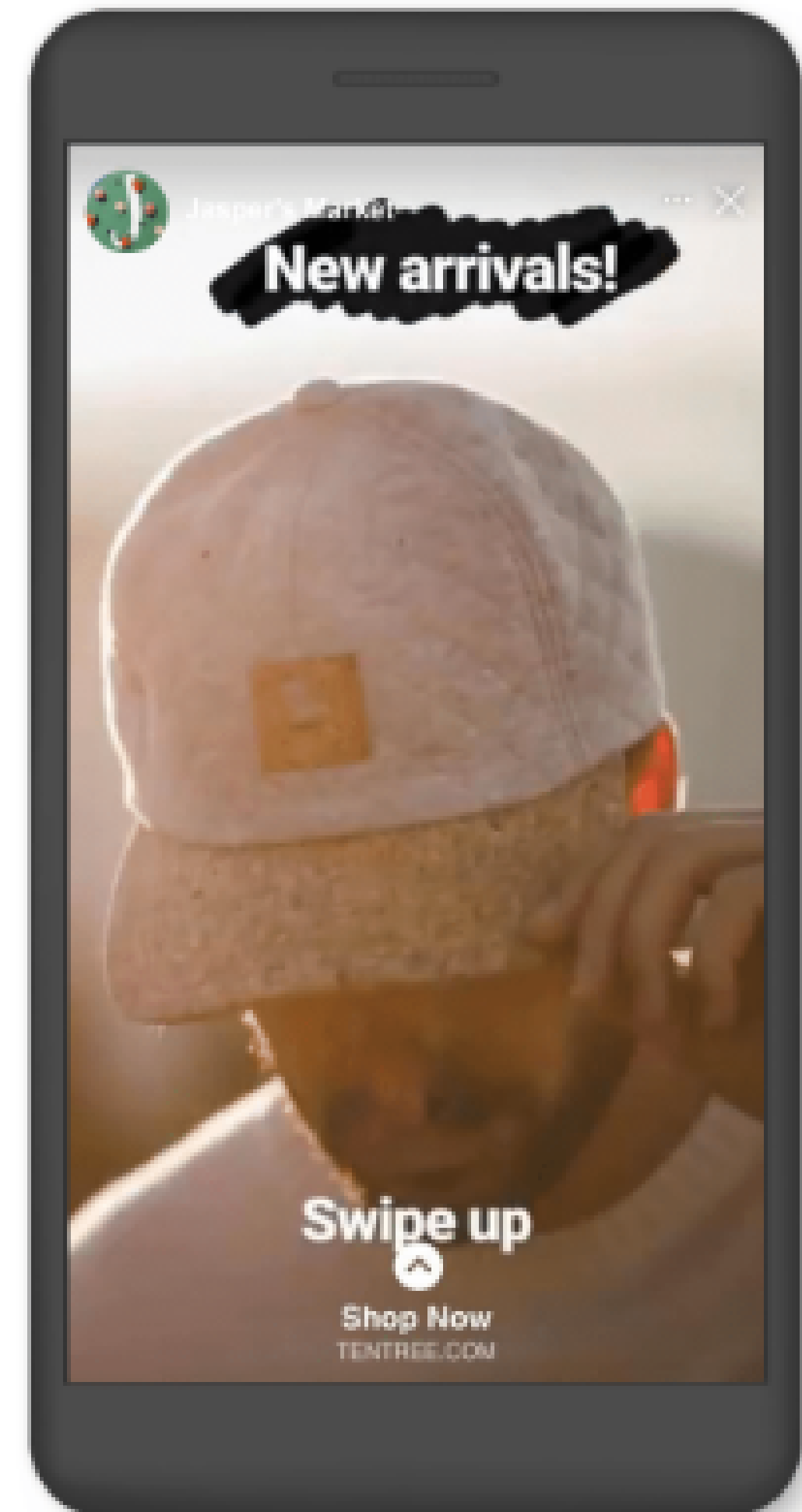
# 1B

Stories shared daily across the Facebook family<sup>2</sup>



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

Source: 1. Instagram internal data, November 2017, 2. Instagram internal data, March 2017.



# Measurement



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

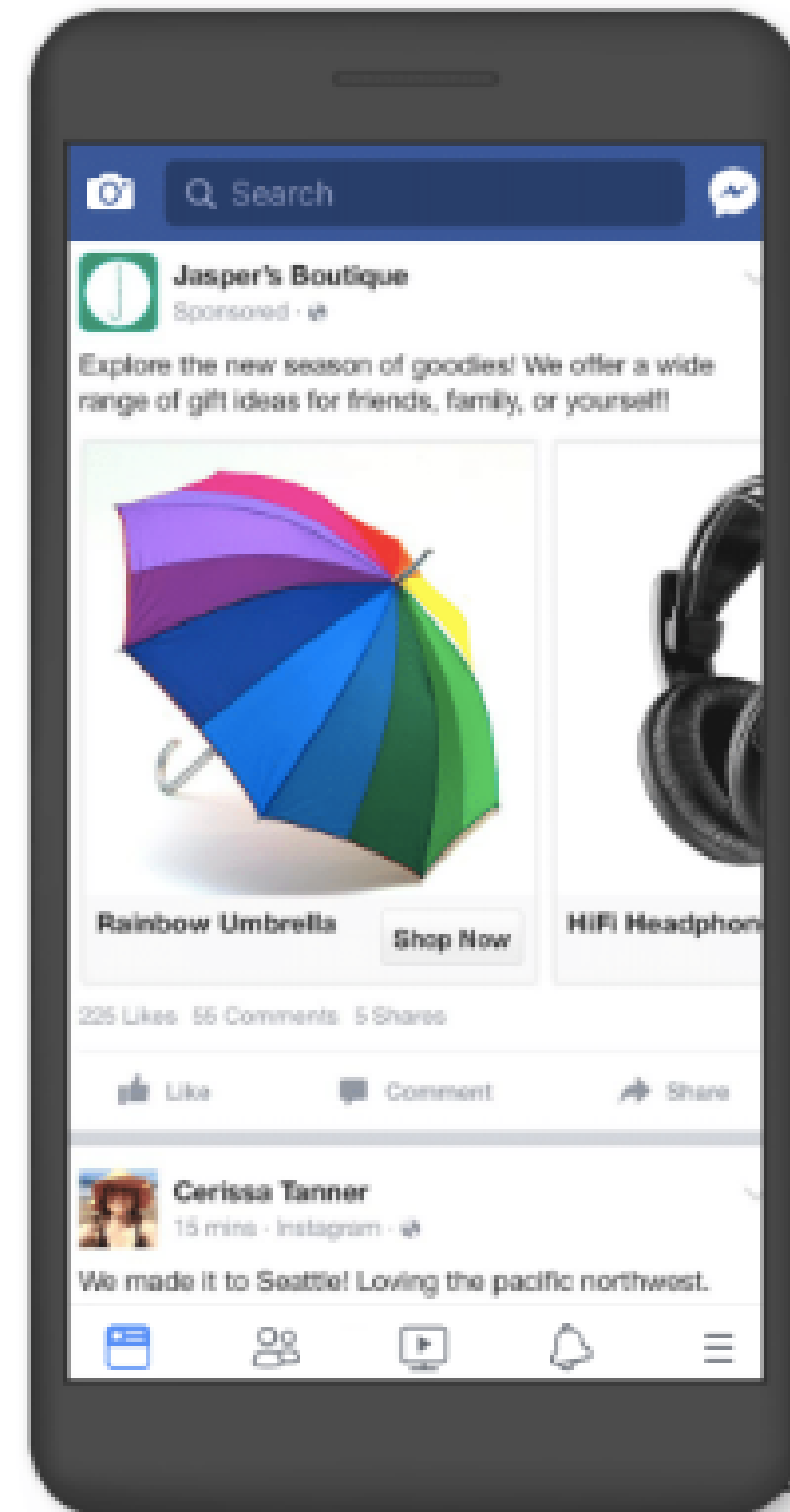
How many of you read the newspaper today?

How many checked your News Feed?



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

Source: U. RetailLife Commerce Consumer Journey Study (online commissioned study by Accenture).



# Drive real business results with effective measurement

## Walk

Track the right metrics  
(e.g. Cost per purchase, ROAS)

---

Ads Manager Reporting



## Run

Prove Facebook works for your  
business objectives

- 
- Online Conversion Lift
  - Offline Conversion Lift
  - Brand Lift



## Sprint

Determine how Facebook  
fits into your media mix

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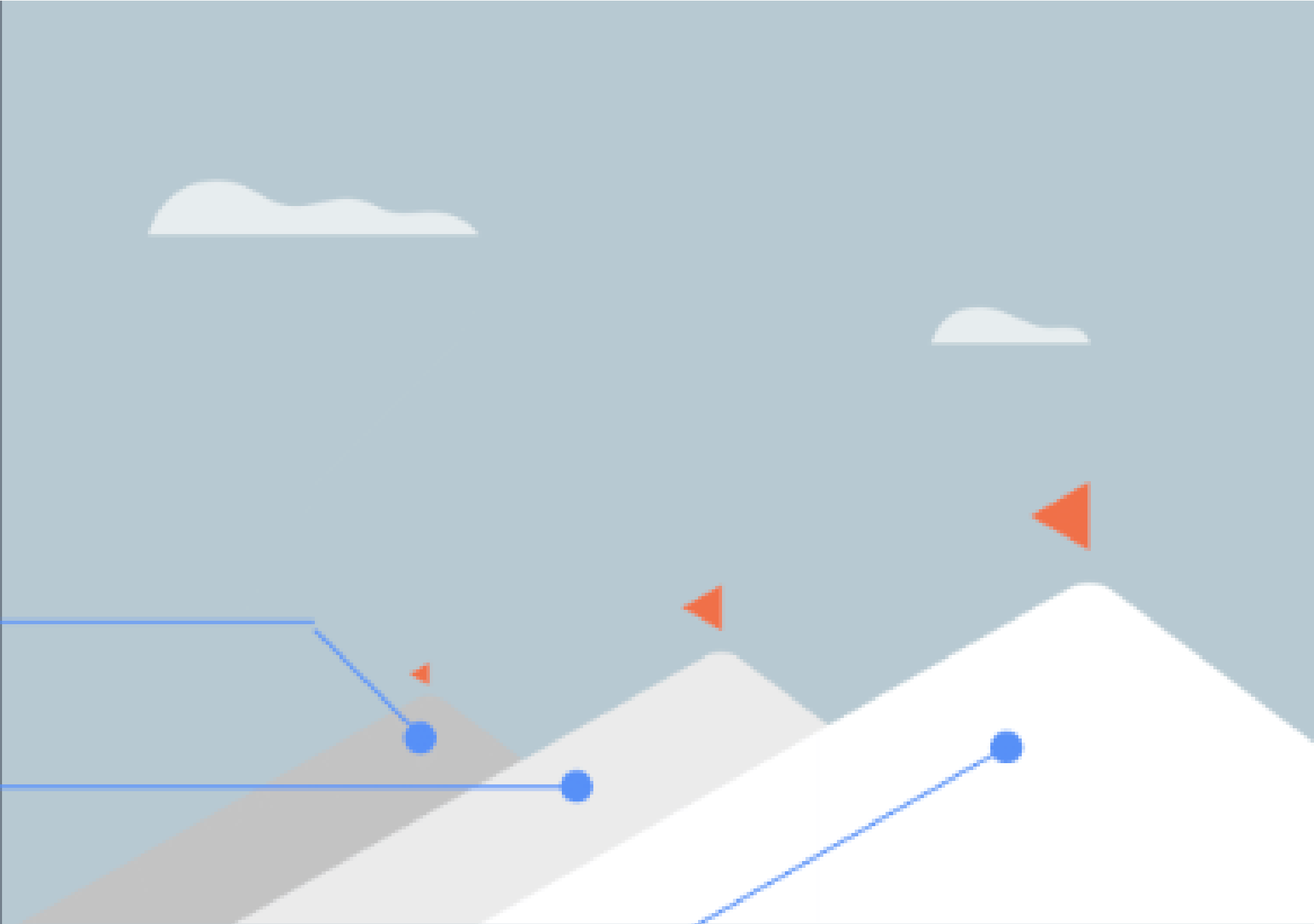
Partner MTA



# Measurement challenges

- Long purchase cycle
- Multiple, cross-device touchpoints across the consumer journey
- View-through conversions

In order to measure effectively you need to assure you're measuring accurately. That's why we rely on a people-based measurement system.



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

# Leverage experimental design

Facebook lift measurement enables marketers to understand campaign impact



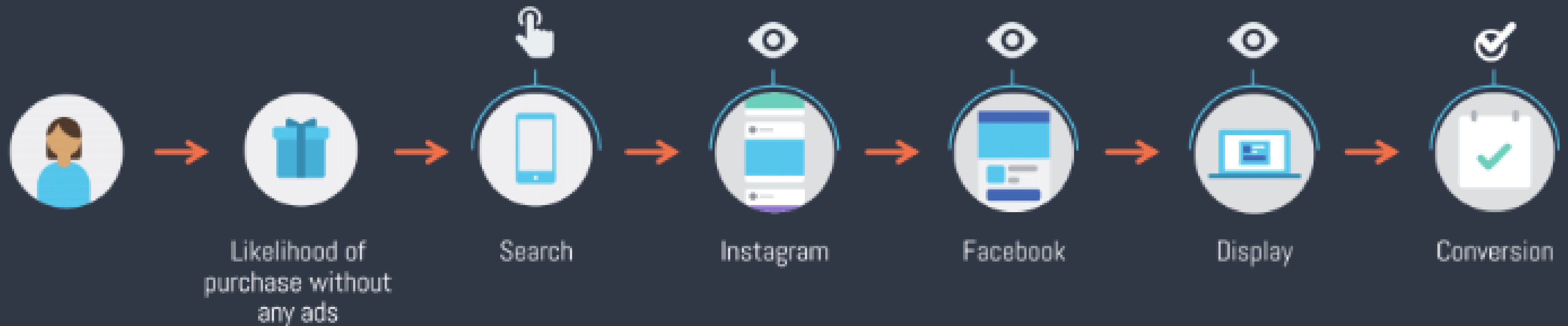


# Experimental design—The gold standard



# Assess digital performance with Multi-touch attribution

Measure touchpoints across all digital channels to properly allocate budget



# Comprehensive methodologies for cross-channel measurement

## MMM

Provides top line budget allocation by channel

## MTA

Assess digital performance across all touch points to properly allocate budget across digital channels

## Brand lift and conversion lift

Optimize Facebook investment through testing and learning across Facebook and use incrementality as Facebook's main KPI

## Facebook Ads Manager

Split testing

● Neustar Visual IQ

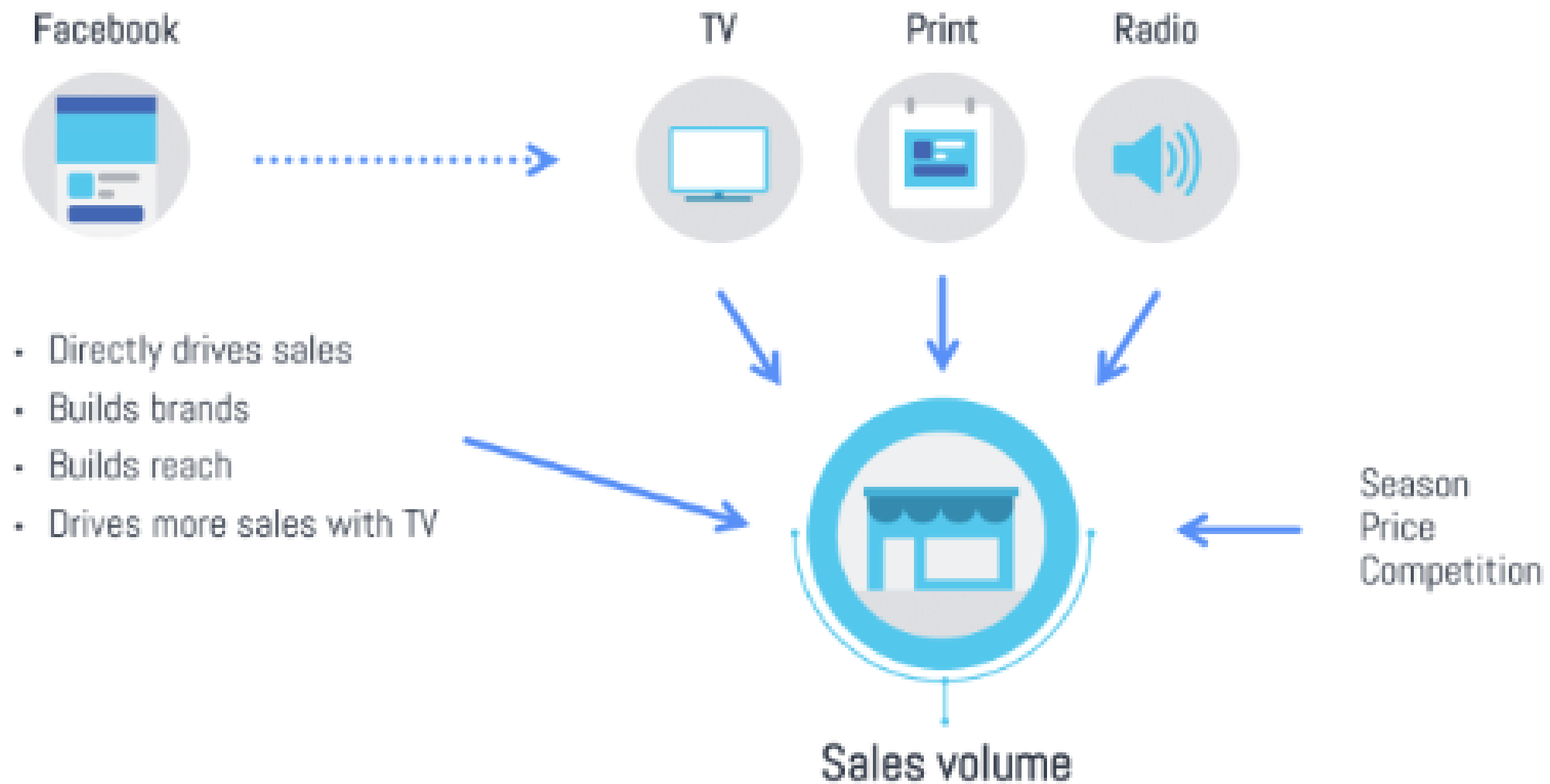
● Nielsen MillwardBrown Acxiom Facebook

● Facebook



# Compare Facebook to your other media campaigns

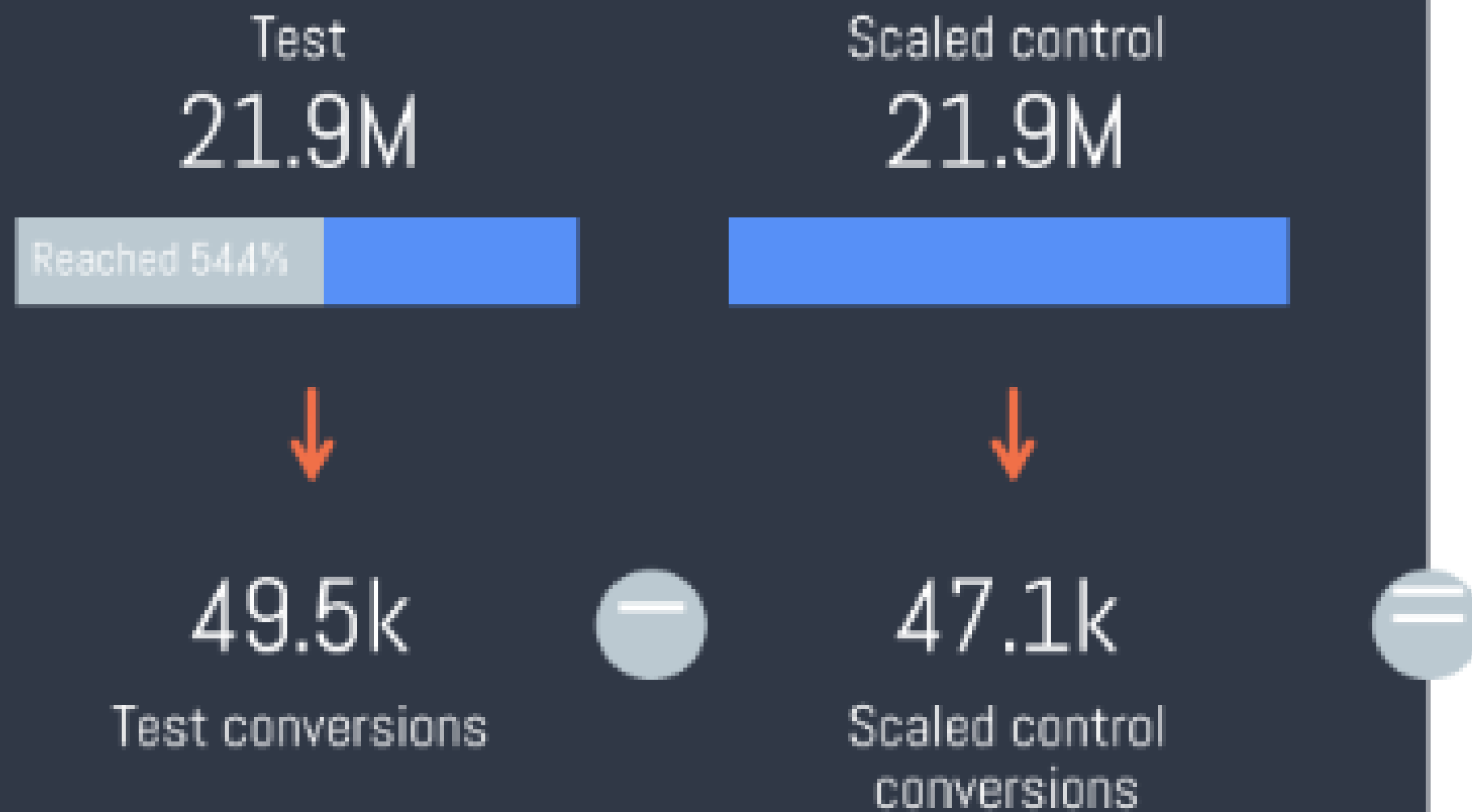
MMM measures each channel's role in driving sales and provides top line budget allocation insights



# Key takeaways



# Conversion lift measures incremental conversions/sales



2,421

Incremental conversions



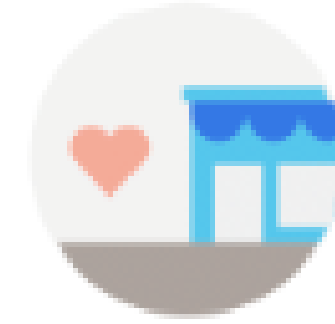
# Key takeaways



Reach consumer electronics customers where they're most engaged



Effectively launch your product portfolio and educate in an always-on manner



Build lifetime value and create advocacy across the entire consumer journey



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