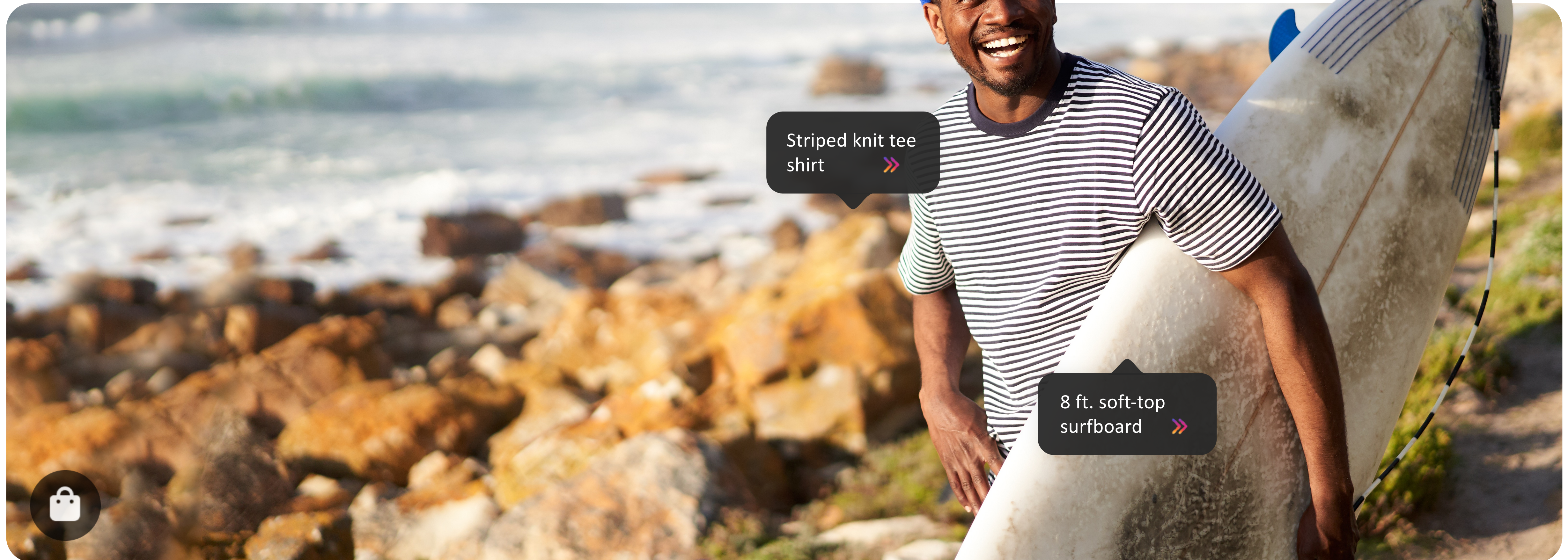
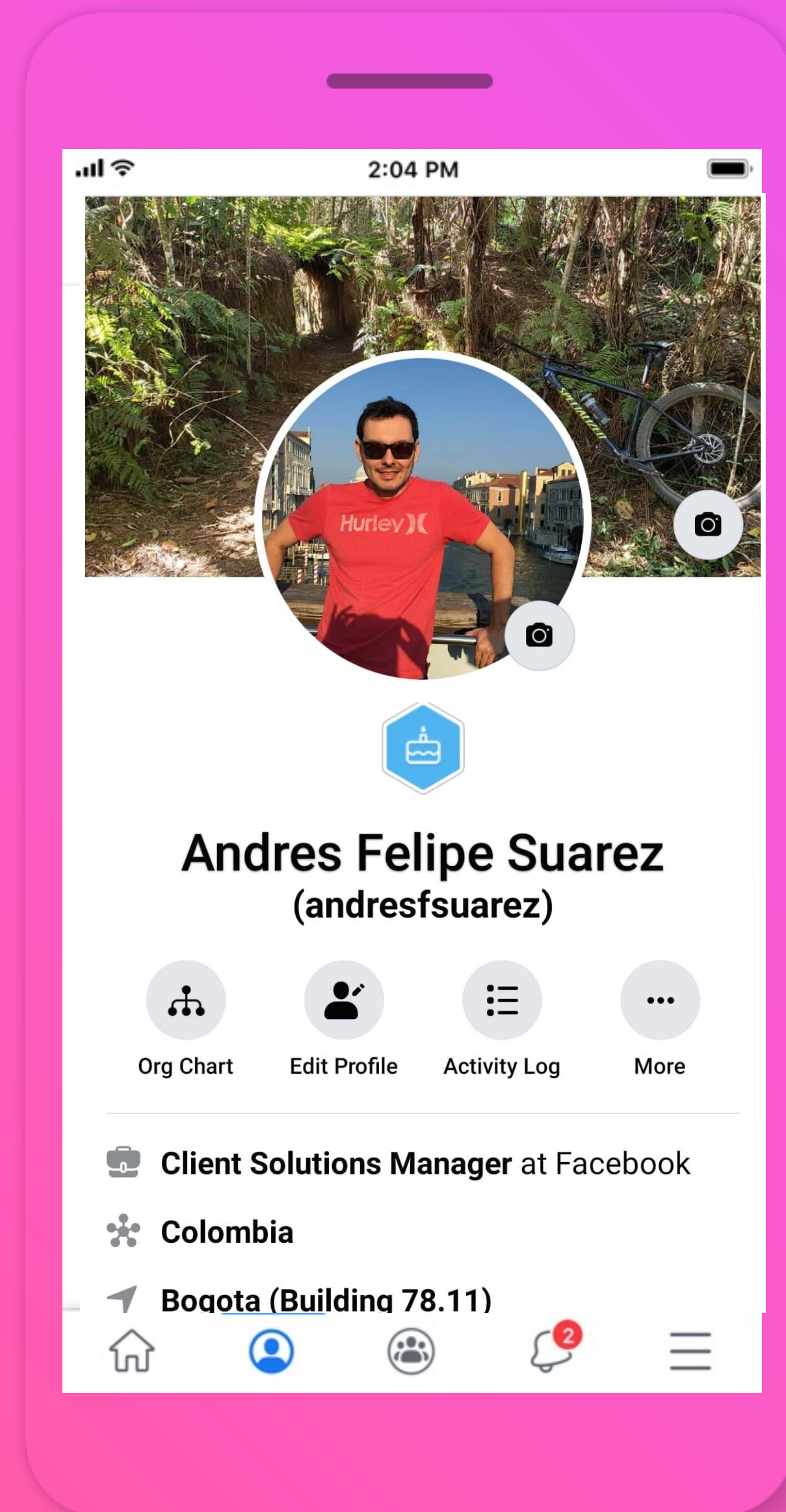


Discovery Commerce



Finding new customers in an evolved digital landscape



ANDRES FELIPE SUAREZ

Client Solutions Manager

Meta Región Andina

**Growth continues to be essential,
especially in challenging environments.**

Inflación

**Precio gasolina,
alimentos**

**Incertidumbre
política**

**Desaceleración
consumo**

Tasas de interés

Inseguridad

Guerras

“It may seem like a paradox, but recessionary periods actually provide fertile grounds for marketers to grow their brand’s market share.”

– MARK RITSON, GLOBAL BRAND CONSULTANT AND MARKETING PROFESSOR



Stripped Color
Cashmere Sw...
\$93



Little Lemon
Cafe



LaLueur Face
Cream
\$18



Color-changing nail
polish
\$10



@globalnonprofit
1.5M followers



Performance Mesh
Sneakers
\$145



Leather Slim Wrist
Watch
\$219

More than ever, people are
open to discovering brands
and products online that match their
interests or needs.



@chantouflowergirl
19.2K followers



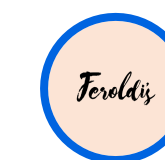
Handmade Ceramic
Bowl
\$32



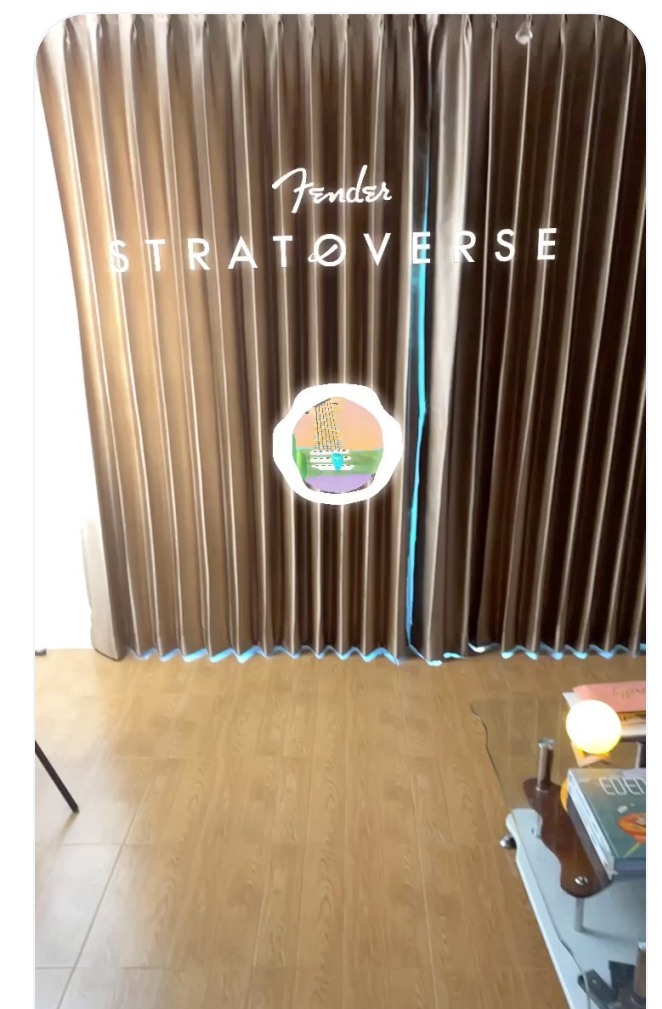
@kaiblue
309K followers



Oversized Rib Knit
Throw
\$105



Feroldi's
Retail store



Zoomture

Relevant experiences can make the difference between feeling overwhelmed or overjoyed.

2 in 3

online shoppers surveyed agree that social media makes them more likely to try new brands and products.



70%

of respondents get ideas on what products to shop from **creators**.



57%

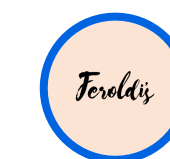
of discoveries come from **short-form video**.



1.3X

Gen Z and Millennial online shoppers are 1.3X more likely to prefer discovering brands/products using **AR/VR** than ages 35+.

Growth marketing
has traditionally
focused on those
most likely to
respond.

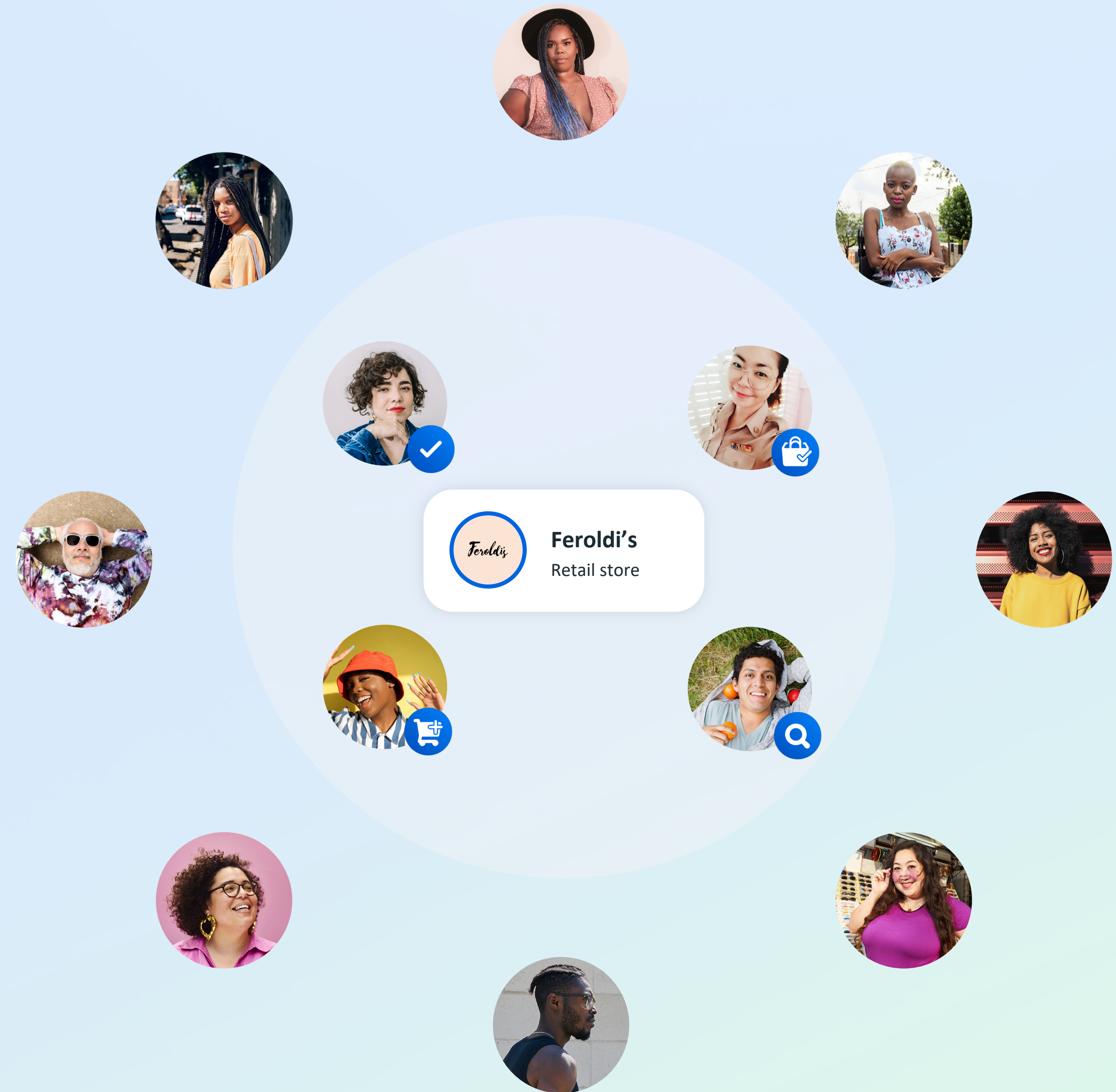


Feroldi's
Retail store



But marketing to
people who already
want to buy from you
isn't enough.

Potential intent is far greater
than existing intent.



FROM reaching people who already
want to buy from you

TO reaching new or existing
customers that want just what
you offer

Generate demand
through discovery.



Reaching new audiences can unlock growth.



Sugar Pink Blush Palette
\$30.00



REACH SPARKS CURIOSITY

+84%

greater organic search lift for reach and performance campaigns vs. performance alone per a 2020 meta-analysis¹

FUELS VALUABLE AUDIENCES

4X

increase in the size of retargeting audiences using reach and performance vs. reach alone²

AND DRIVES ACTION

+18%

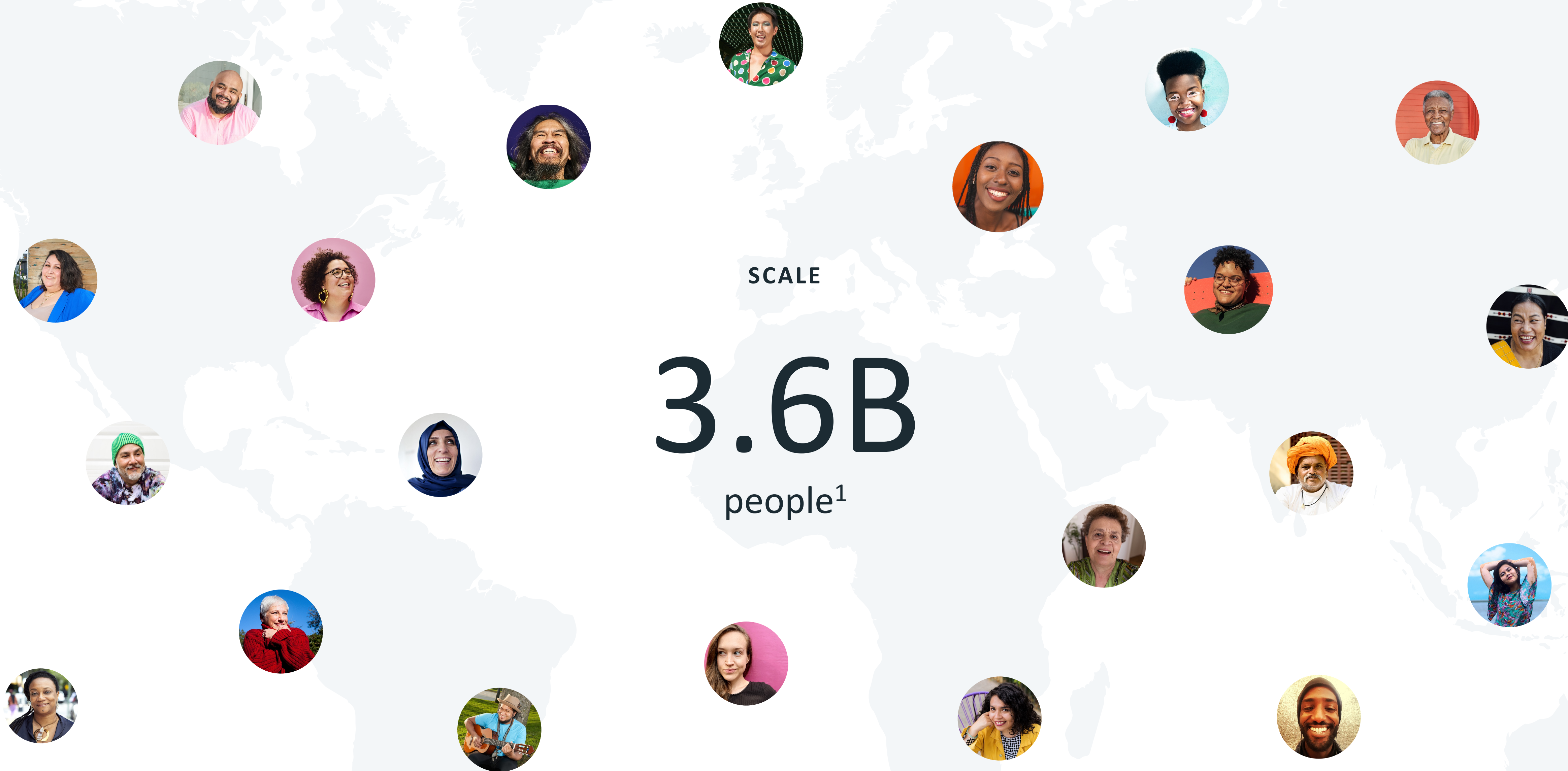
incremental sales when running brand and performance buying objectives concurrently³

Source: 1. APAC Search Lift Meta-analysis, 2020. 2. Based on 11 multi-cell experiments using performance & reach vs. performance alone.
3. "Examining the Effect of Simultaneous Ad Strategies on Facebook" by Mindshare (Meta-commissioned MMM analyses of US adults), Jan 2018–Dec 2020 (accessed Oct 2021).

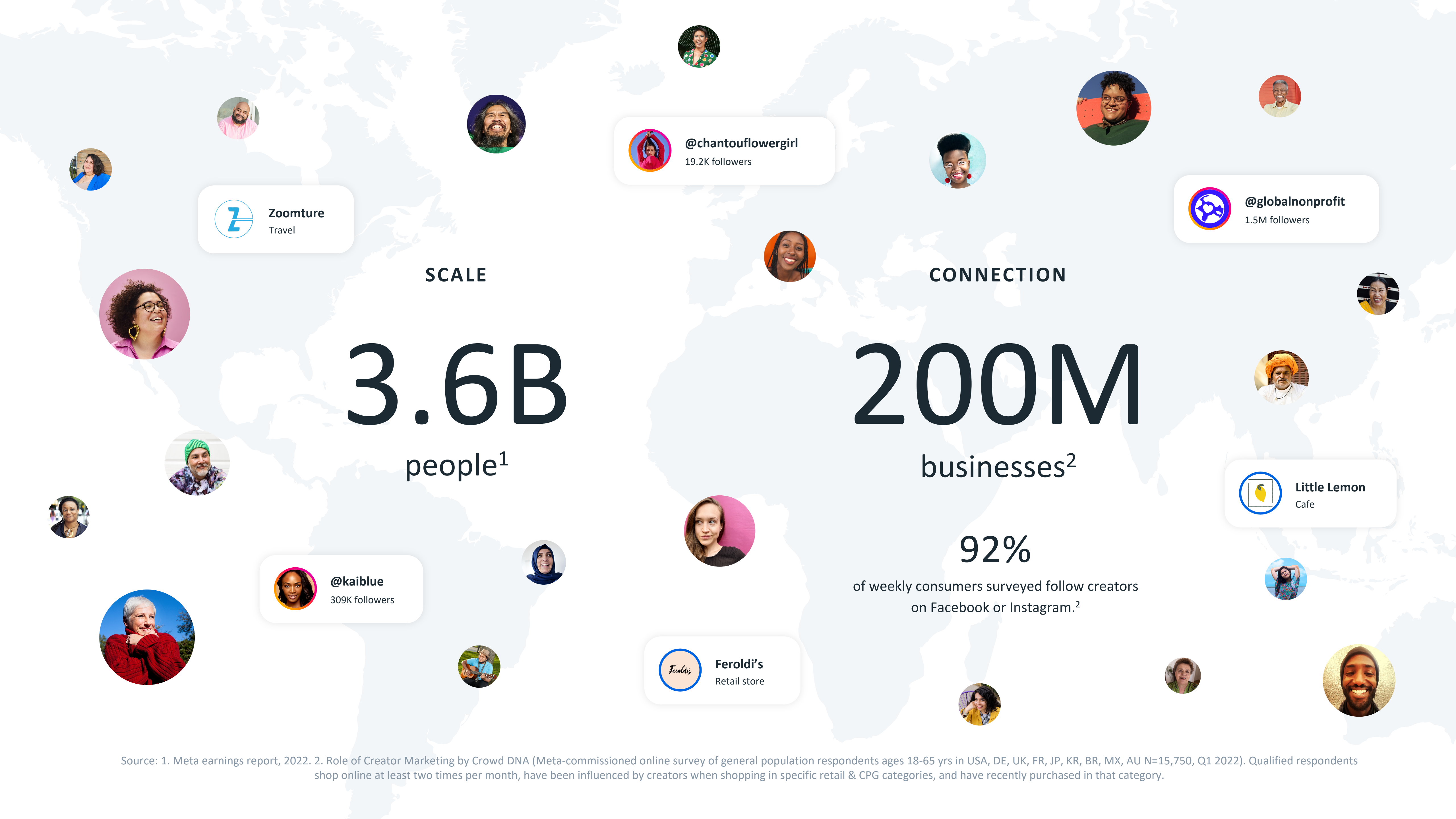
SCALE

3.6B

people¹



Source: 1. Meta earnings report, 2022.



SCALE

3.6B
people¹

CONNECTION

200M
businesses²

92%

of weekly consumers surveyed follow creators
on Facebook or Instagram.²



Zoomture
Travel



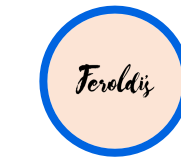
@chantouflowergirl
19.2K followers



@globalnonprofit
1.5M followers



Little Lemon
Cafe



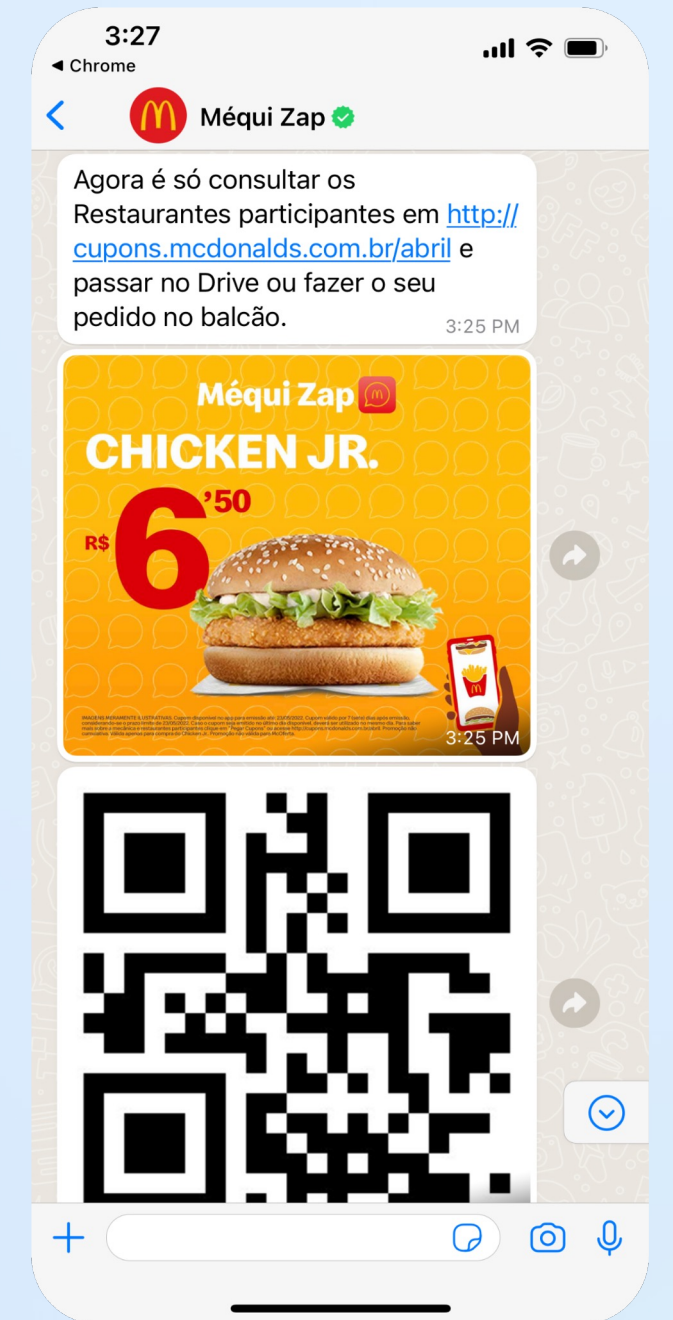
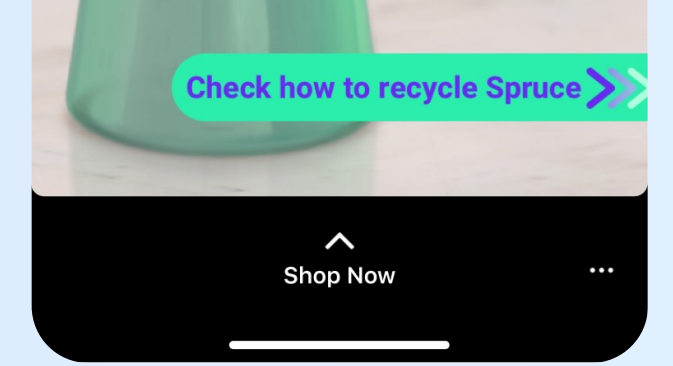
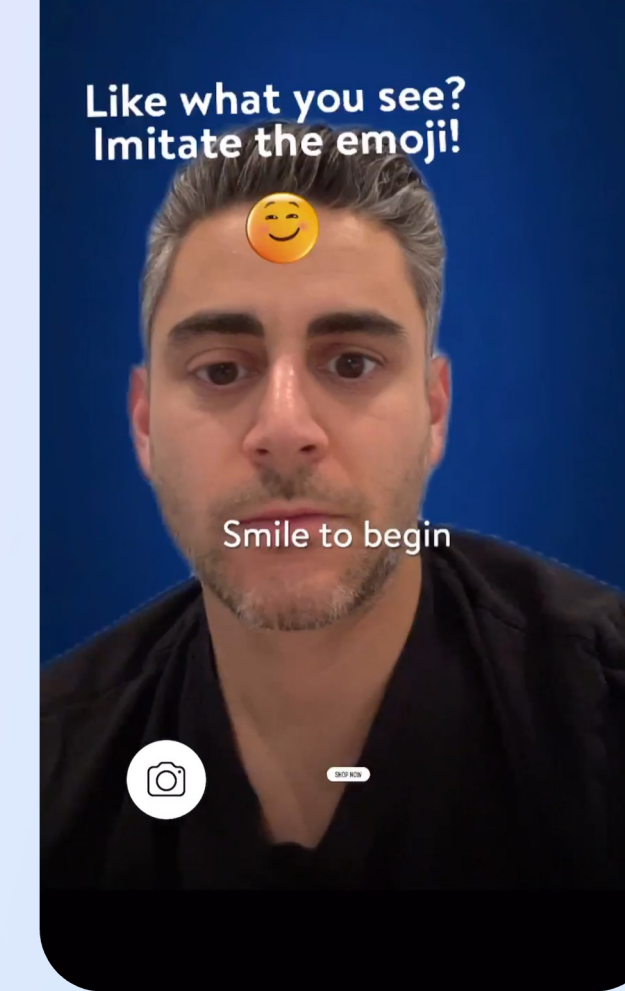
Feroldi's
Retail store



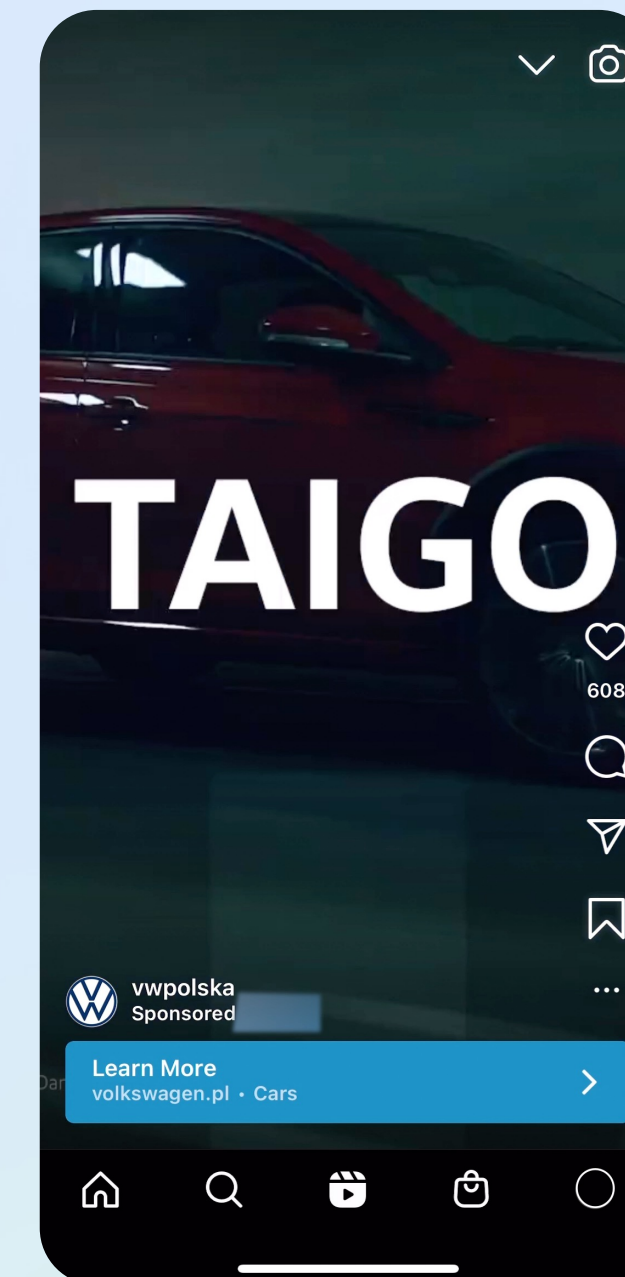
@kaiblue
309K followers

Source: 1. Meta earnings report, 2022. 2. Role of Creator Marketing by Crowd DNA (Meta-commissioned online survey of general population respondents ages 18-65 yrs in USA, DE, UK, FR, JP, KR, BR, MX, AU N=15,750, Q1 2022). Qualified respondents shop online at least two times per month, have been influenced by creators when shopping in specific retail & CPG categories, and have recently purchased in that category.

Connection drives discovery at an incredible scale across Meta technologies.

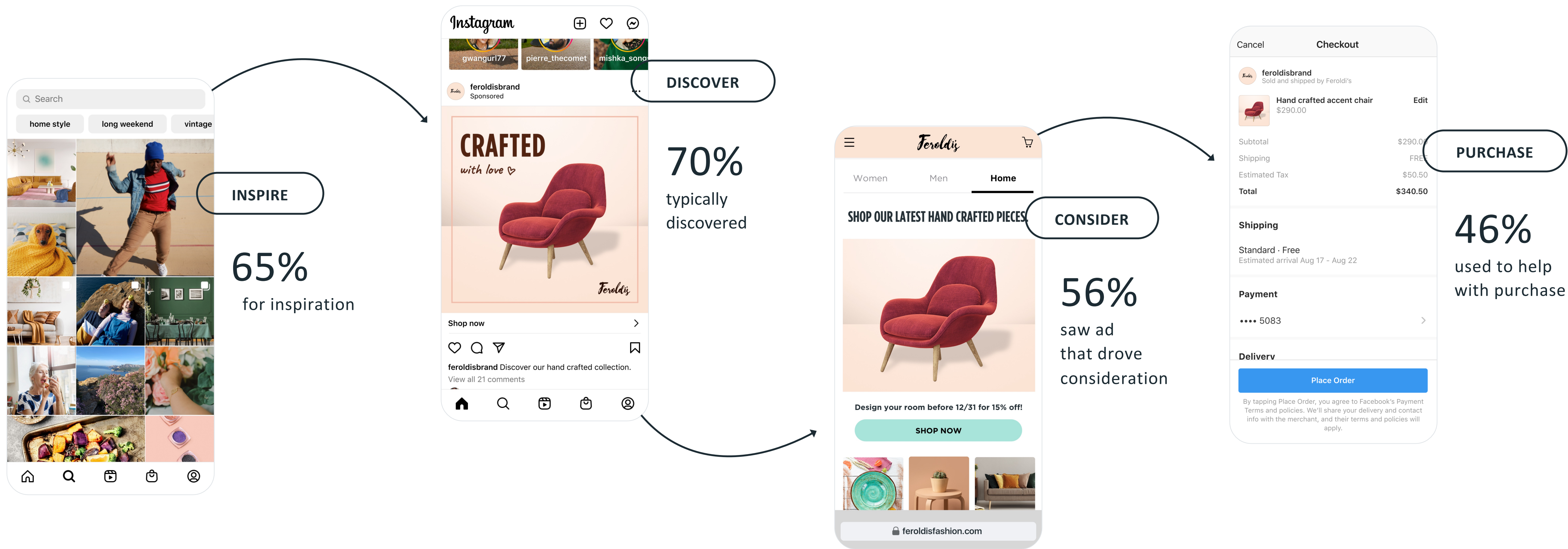


DISCOVERY



From discovery to purchase, more shopping experiences happen across Meta technologies than other platforms.

% surveyed online shoppers relying on Meta technologies during shopping journey



Source: "Discovery-Led Shopping Study" by GFK (Meta-commissioned online survey of 12,000+ respondents ages 18 - 74 in the AU, BR, CA, FR, DE, IN, ID, MX, SK, JP, UK, US, Q2 2022. Qualifying respondents shop online at least twice a month and made an online purchase of beauty, furniture, electronics and/or apparel in the past 3 months at the time of the study; questions cited A01, A07a/b, A09, A13, A32.

An end-to-end demand generation solution that flexes to your most important business goals



Reach new audiences.



Get leads.



Drive sales.



Retain and grow customers.

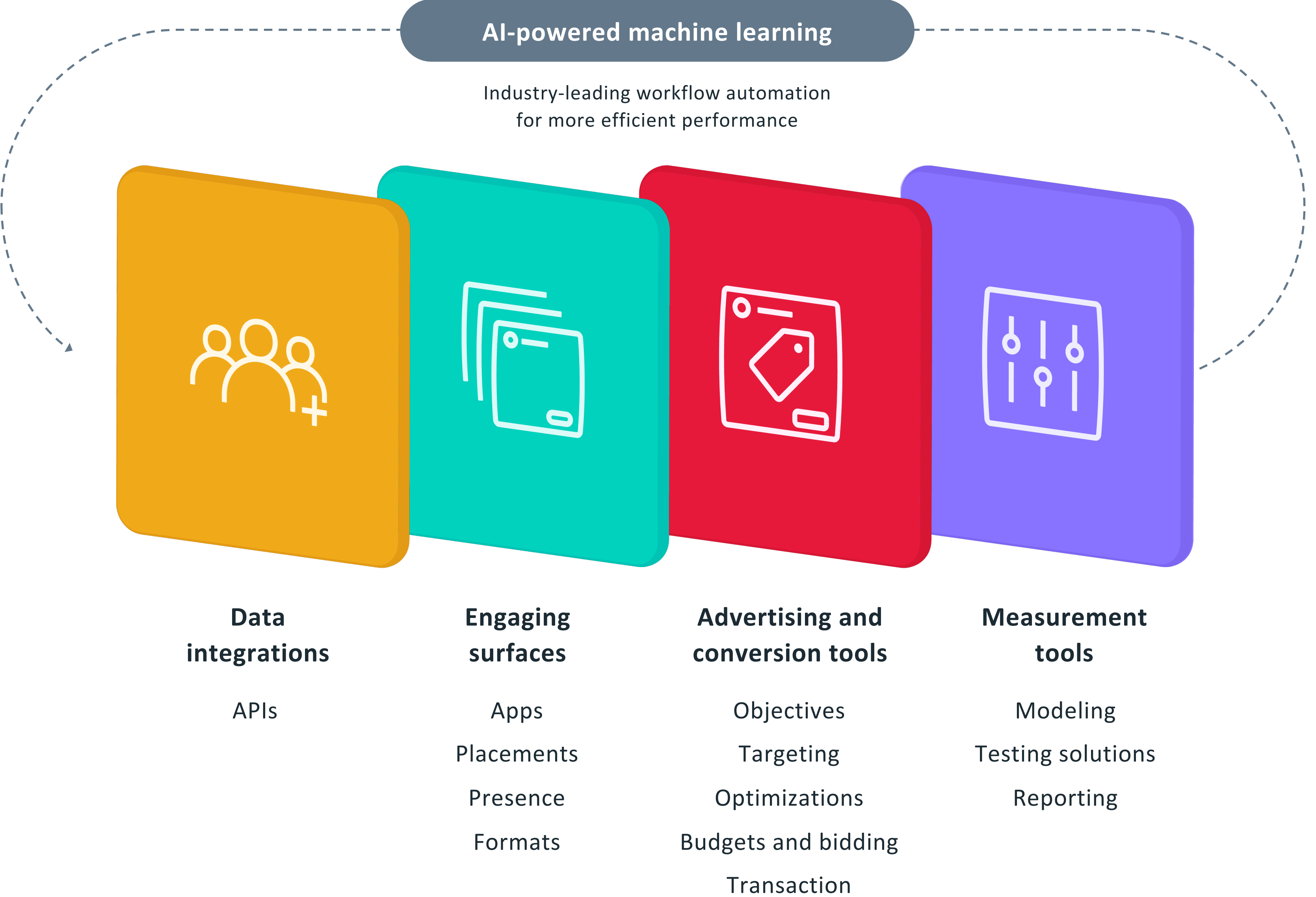


Expand across borders.



Connect with messaging.

META DISCOVERY COMMERCE SYSTEM



GREAT MARKETING STARTS WITH YOU.

The best marketing tools are only as good as what you put in.

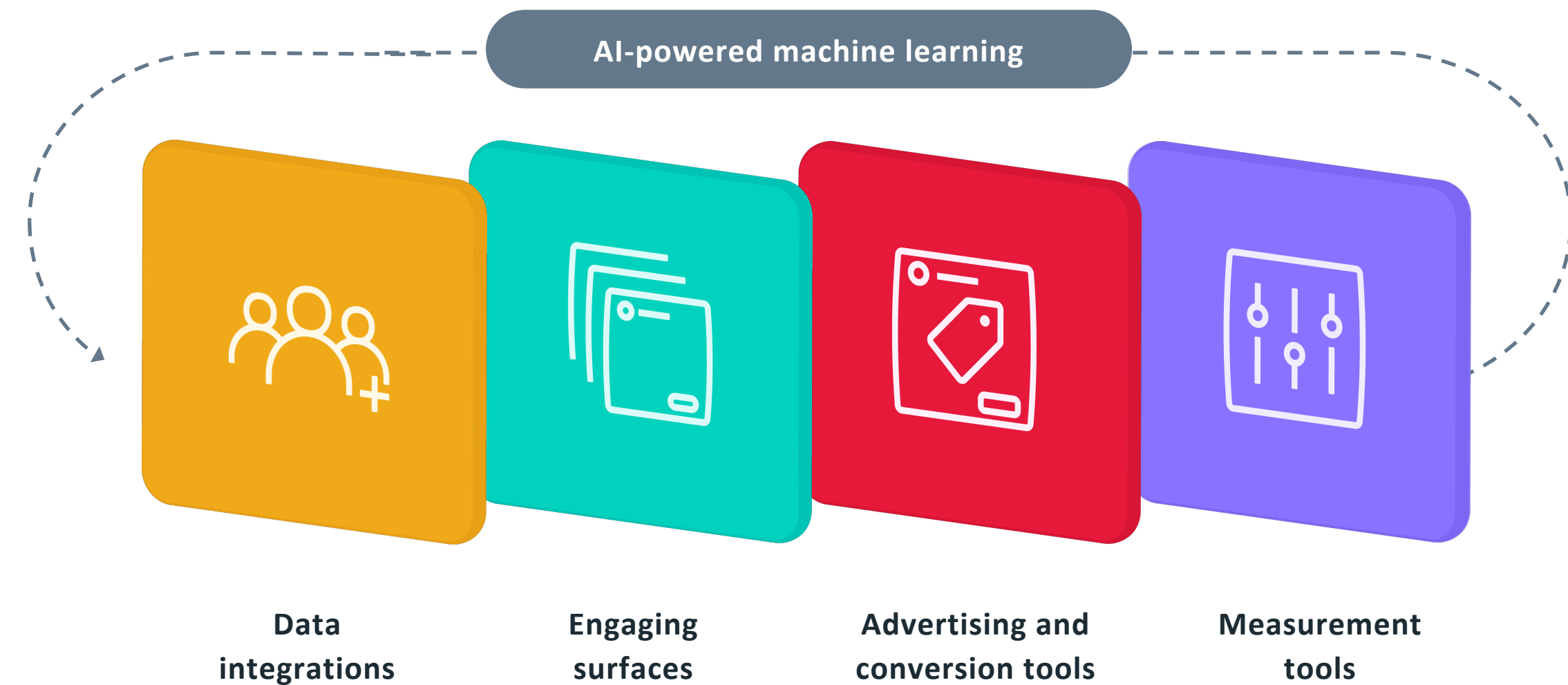
Your customer knowledge

Your great creative

Your business goals

Your rigorous measurement


META DISCOVERY COMMERCE SYSTEM




WHAT YOU GET

- ✓ Increase ad performance by unlocking your marketing data's full potential.
- ✓ Attract attention and engagement with relevant experiences where people are already spending time.
- ✓ Helps achieve business goals from discovery to transaction.
- ✓ Make smarter decisions with actionable insights.
- ✓ More efficient performance with less manual work to optimize campaigns.

Chess Connections
34.6K members



Likes Gaming




Console controller
\$40.00




Data integrations

Increasing ad performance by unlocking your marketing data's full potential

Feroldi's
Sponsored



Choose your fighter.



3.2K

Shop now

Visited Feroldi's website

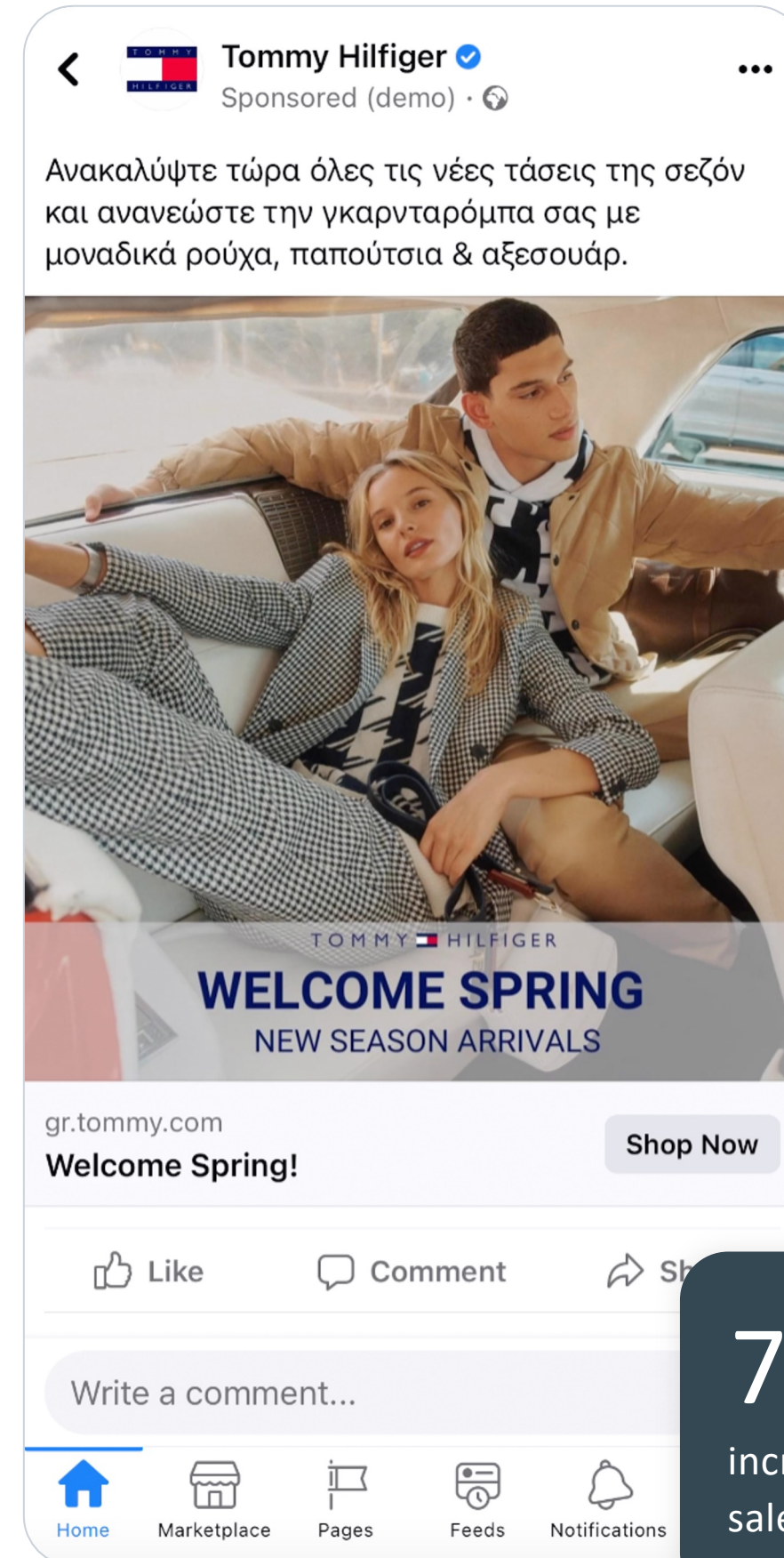
Lives in West Covina, CA

luckyshrub
Sponsored



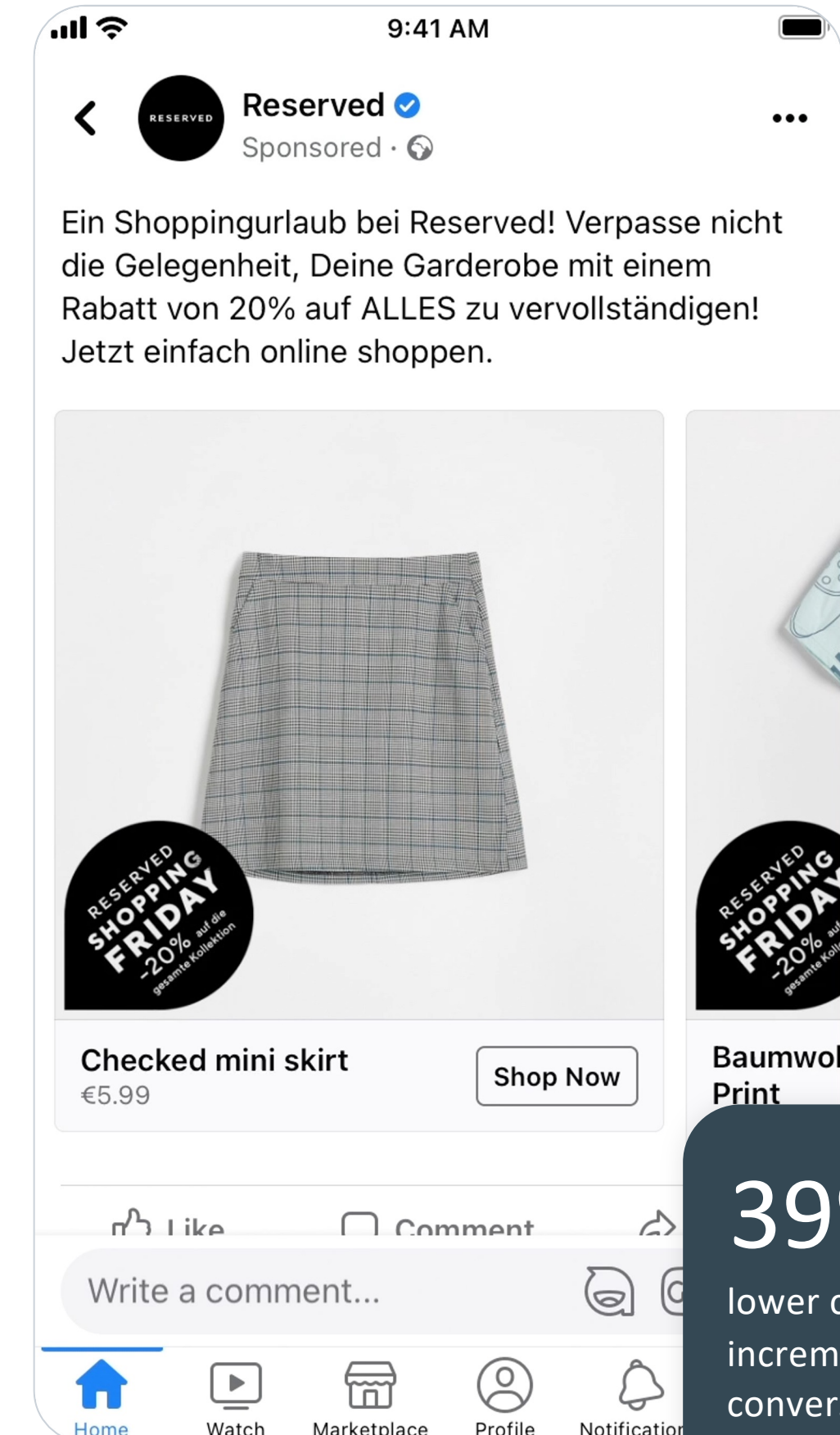
Shop now

Increasing ad performance by unlocking your marketing data's full potential



TOMMY HILFIGER GREECE

Improved return on ad spend by finding new audiences

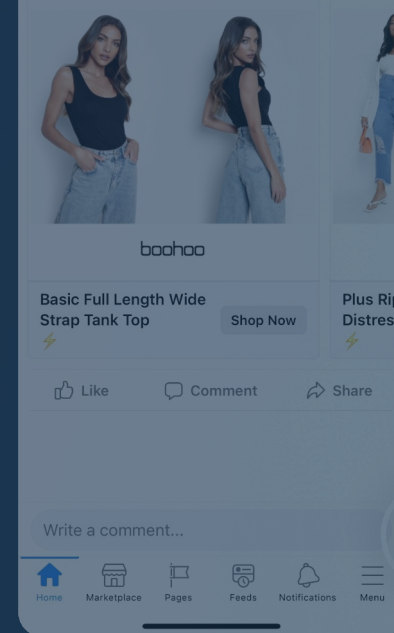


RESERVED

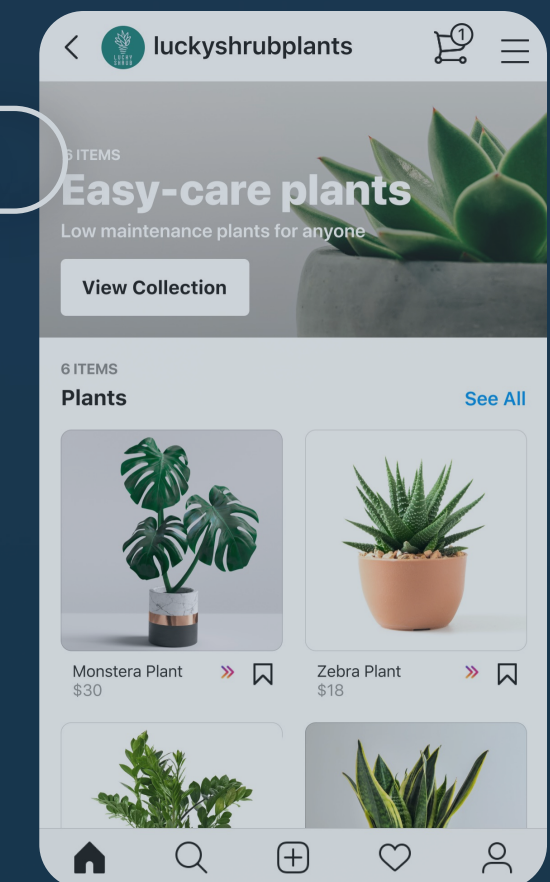
Reached people with the fashion items they'd be most interested in.



Click-to-message



Dynamic ads



Shops



Engaging surfaces

A diversity of mobile-optimized creative formats



Reels

In-stream video





A diversity of mobile-optimized creative formats



54%
lower cost per
purchase

CLINIQUE AUSTRALIA

Used branded content ads to feature creators sharing reviews of new product



3X
lower cost per trial
subscription than
with lead ads

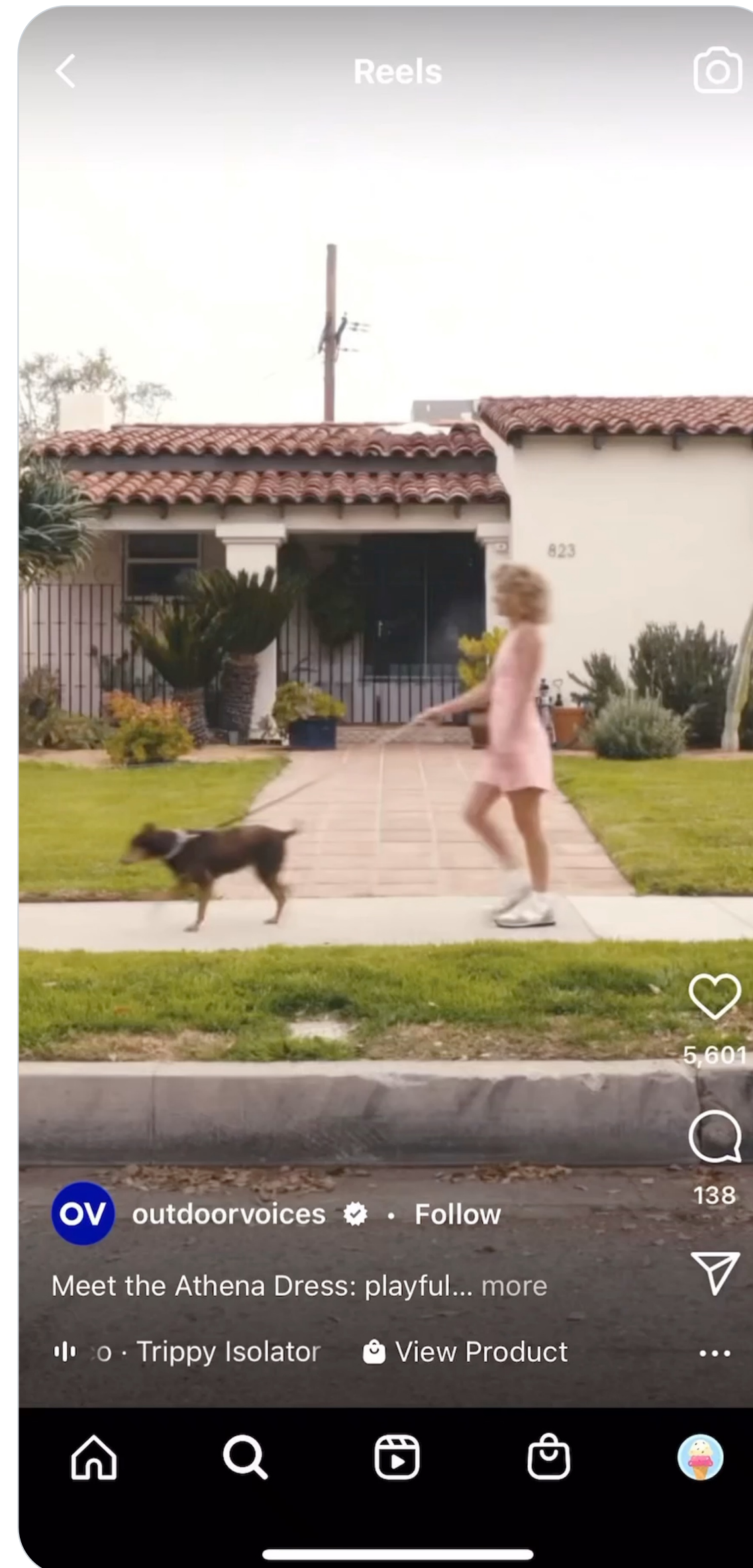
PLANTIN

Promoted app with Reels and saw increased efficiency



Reels inspire action with entertainment.

Engage your audience with short, entertaining videos that drive discovery and relevancy.



20%

of time spent on Instagram is driven by Reels.

30%

increase in the time people spent engaging with Reels across both Facebook and Instagram in Q2 2022



Stories surprise and delight audiences with immersive experiences.

Visual and immersive formats help businesses drive toward the outcomes they care about.





ENGAGING SURFACES



In-stream video helps connect people to brands through long-form stories.

Businesses can deliver longer, more complex messages within contextually relevant video.



Collaboration with creators unlocks meaningful connections, creativity and growth.

Businesses can gain a creative edge and a way into the language of culture by harnessing the qualities and skills of creators to meet different business objectives.



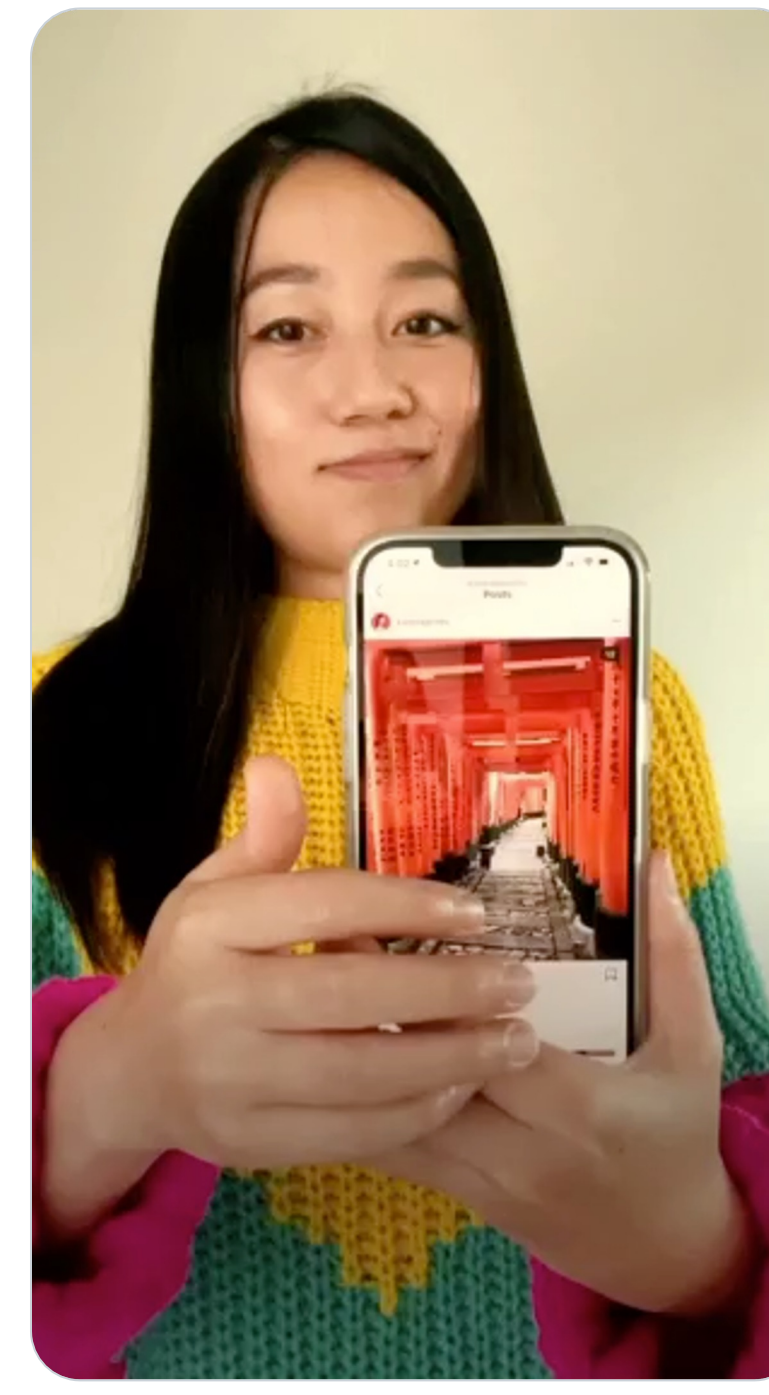
REINVIGORATE BRANDS.



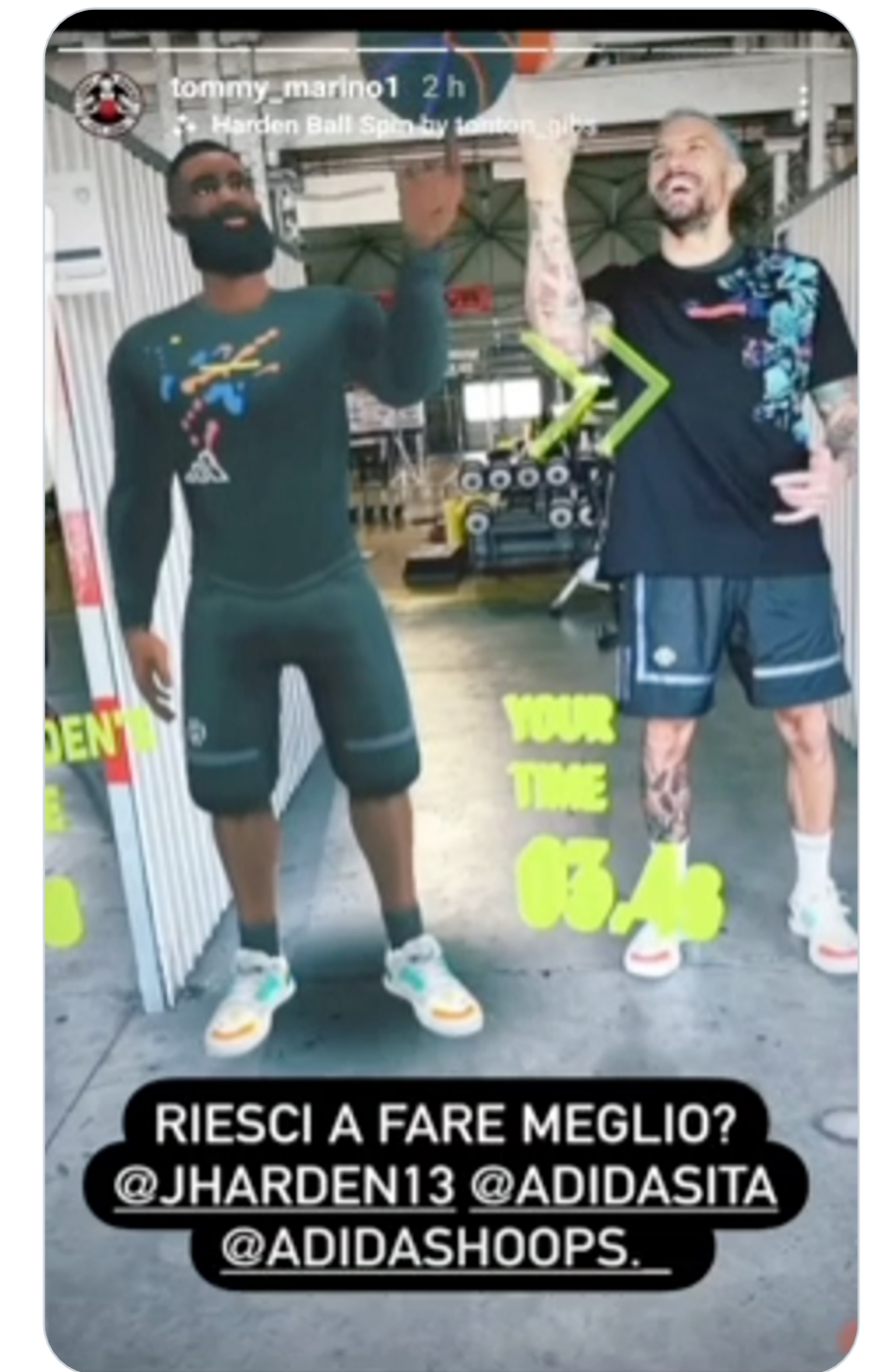
ACCESS NEW AUDIENCES.



MOBILIZE COMMUNITIES.



DRIVE SALES.

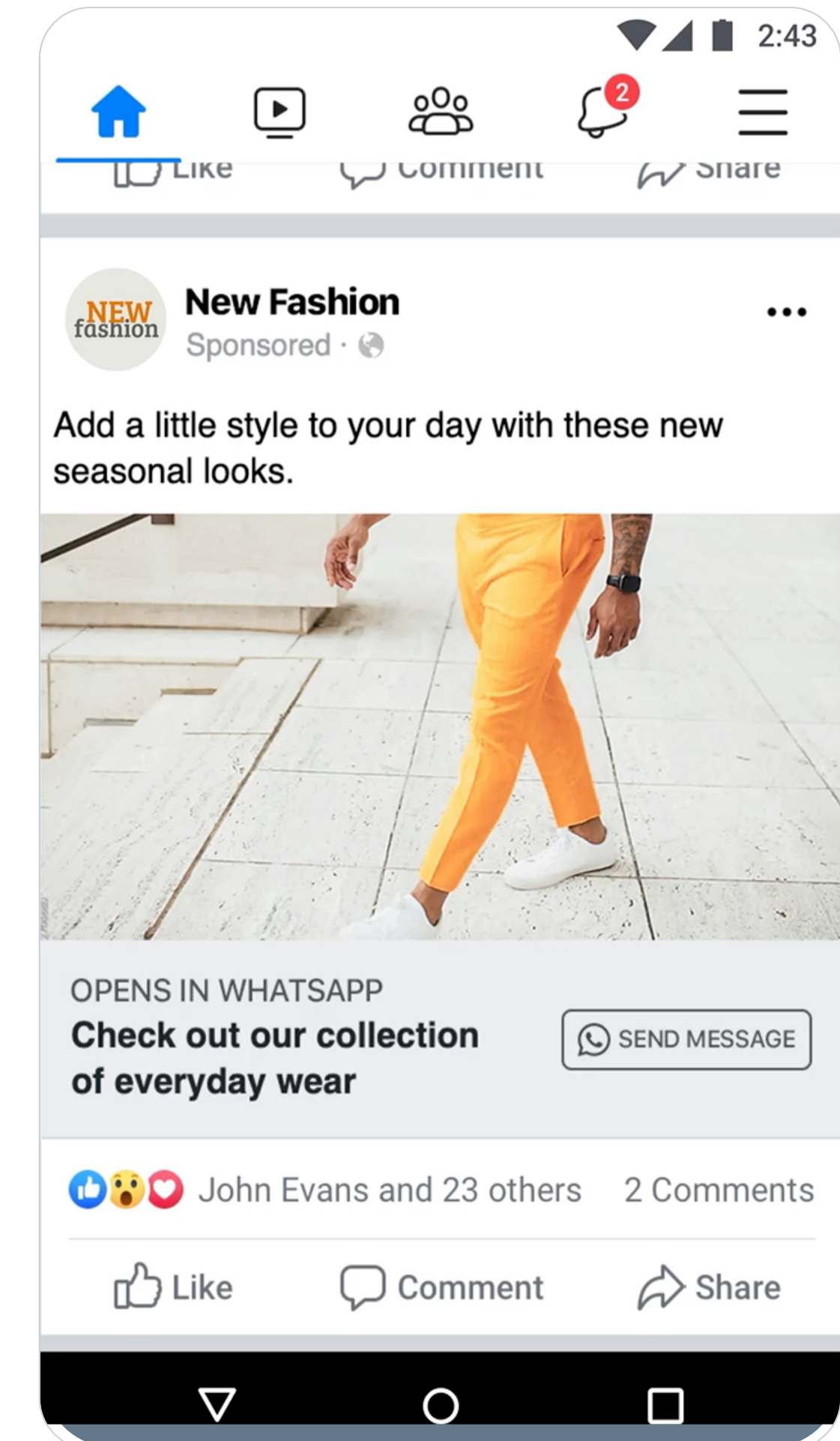
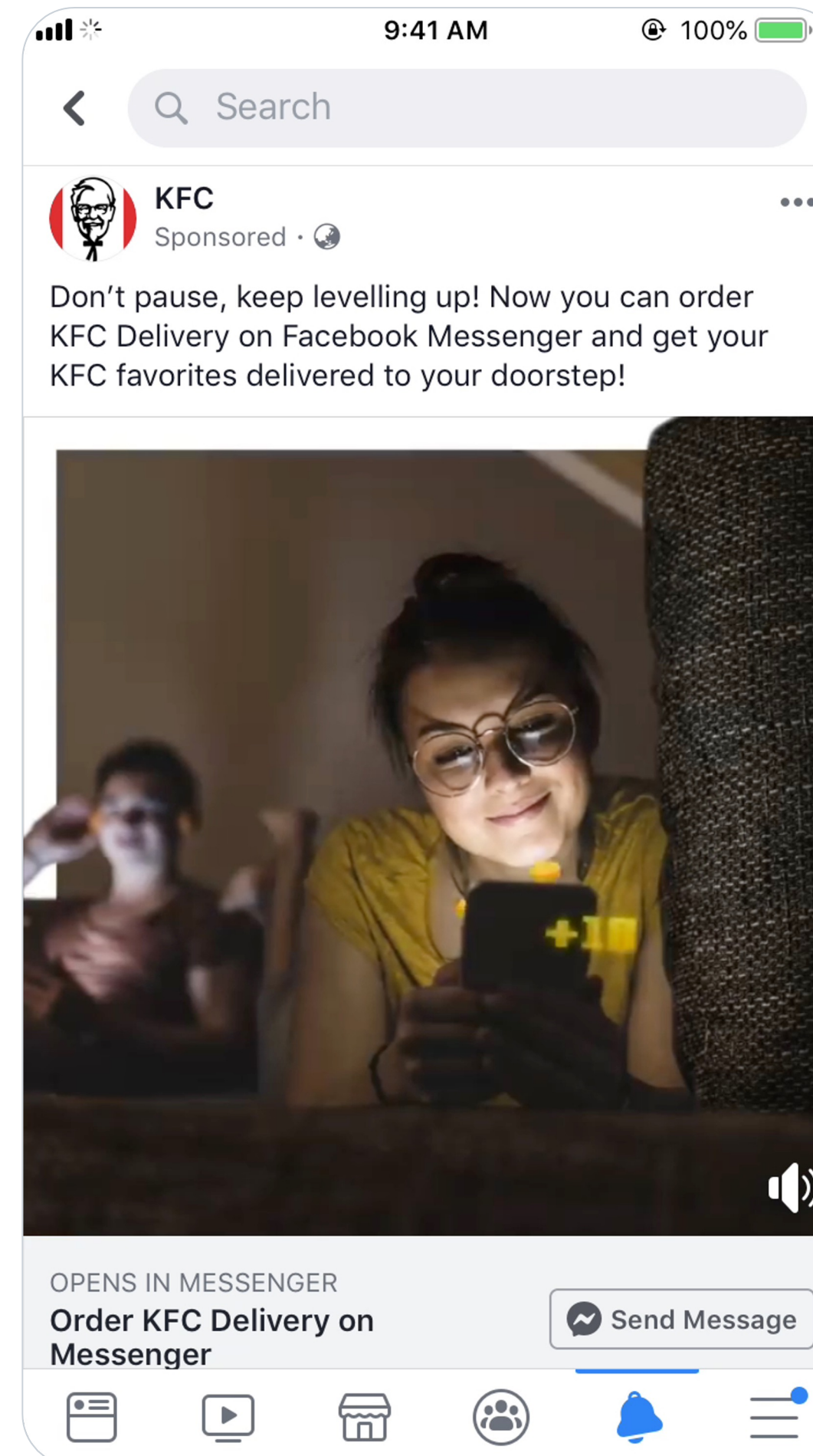


BUILD BRIDGES TO
EMERGING
PLATFORMS.



Sparking conversations with ads that click to Messenger or WhatsApp

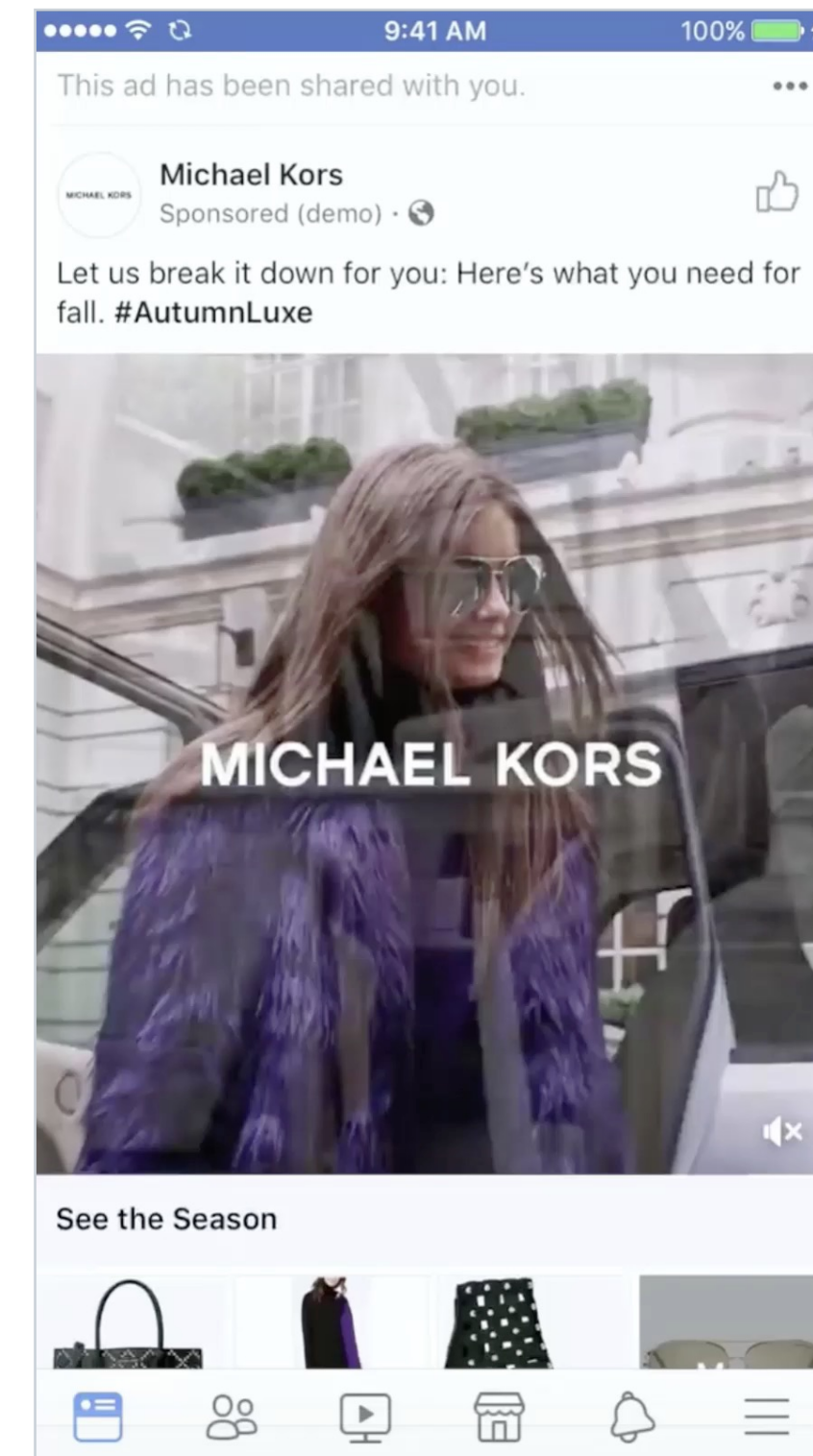
Messaging experiences make it easier for people to discover and initiate conversations with your business.



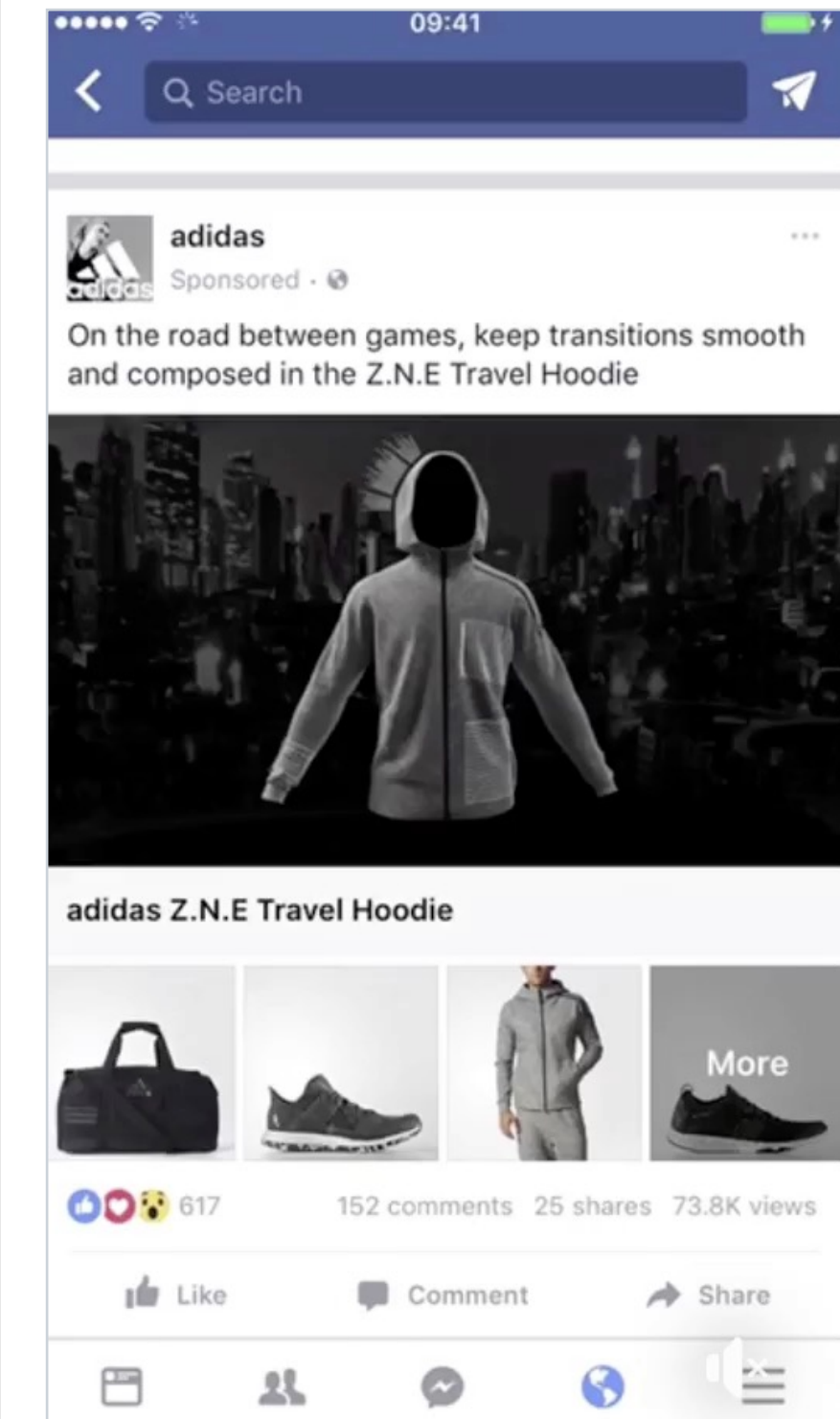


Collections and Instant Experiences entice people to explore.

Shoppable ad formats mean your product catalog can break through with thumb-stopping visuals and help people learn more without leaving Facebook or Instagram.

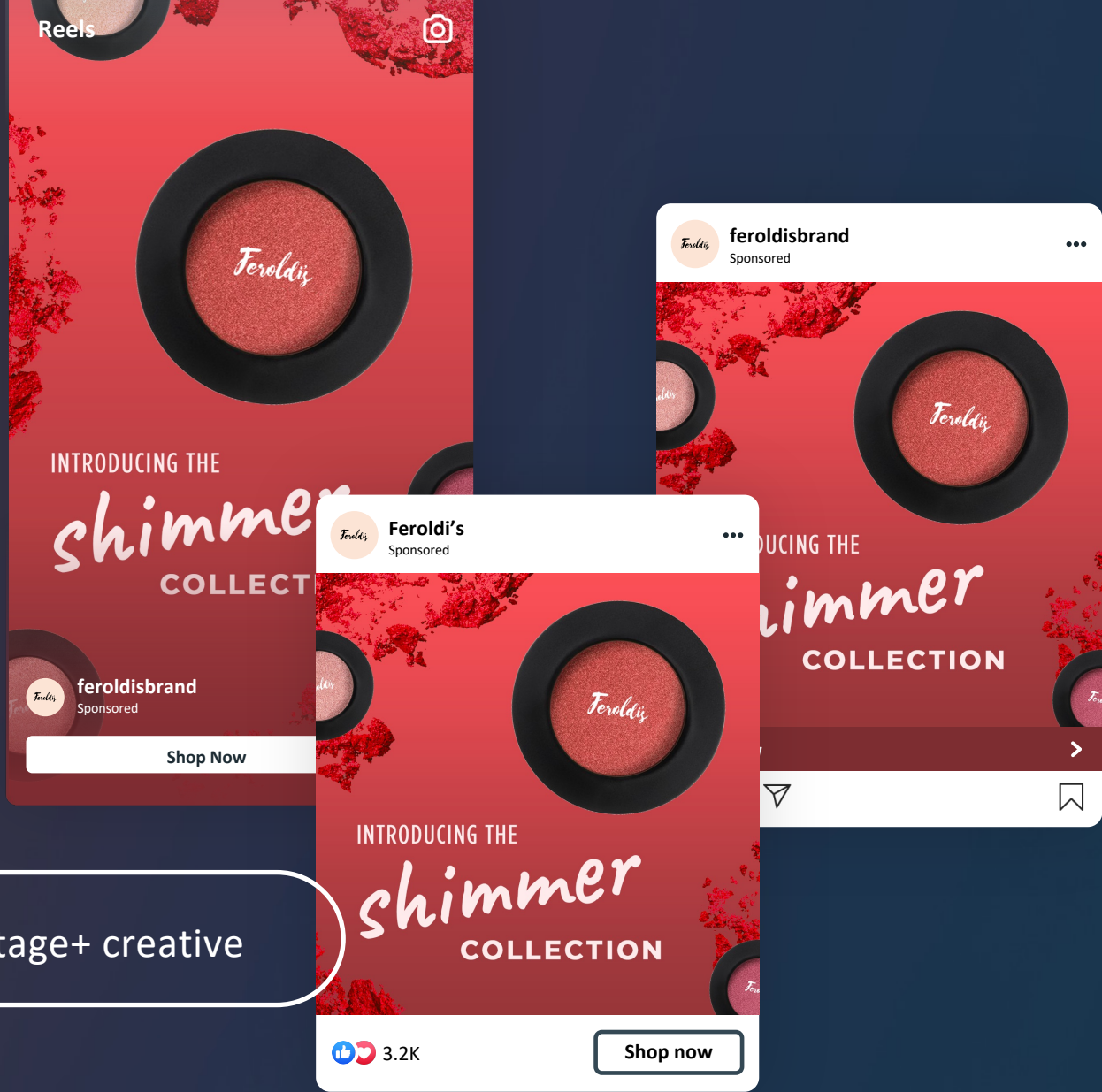



COLLECTIONS



INSTANT EXPERIENCES

Advantage+ creative




 Send message

Click to Experience



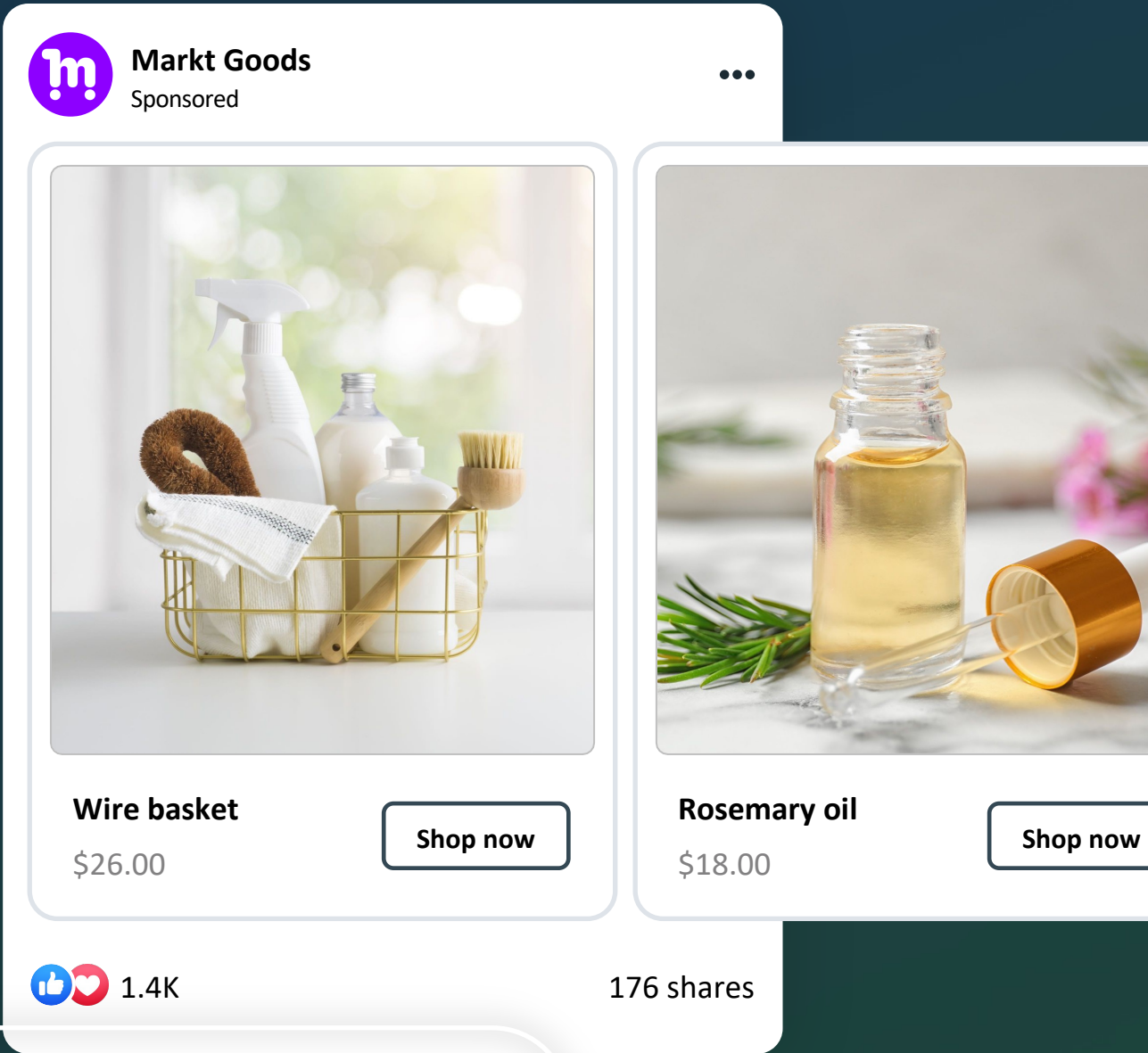
Advertising and conversion tools

Helping achieve business goals from discovery to transaction

 View Shop

Advantage+ shopping campaigns

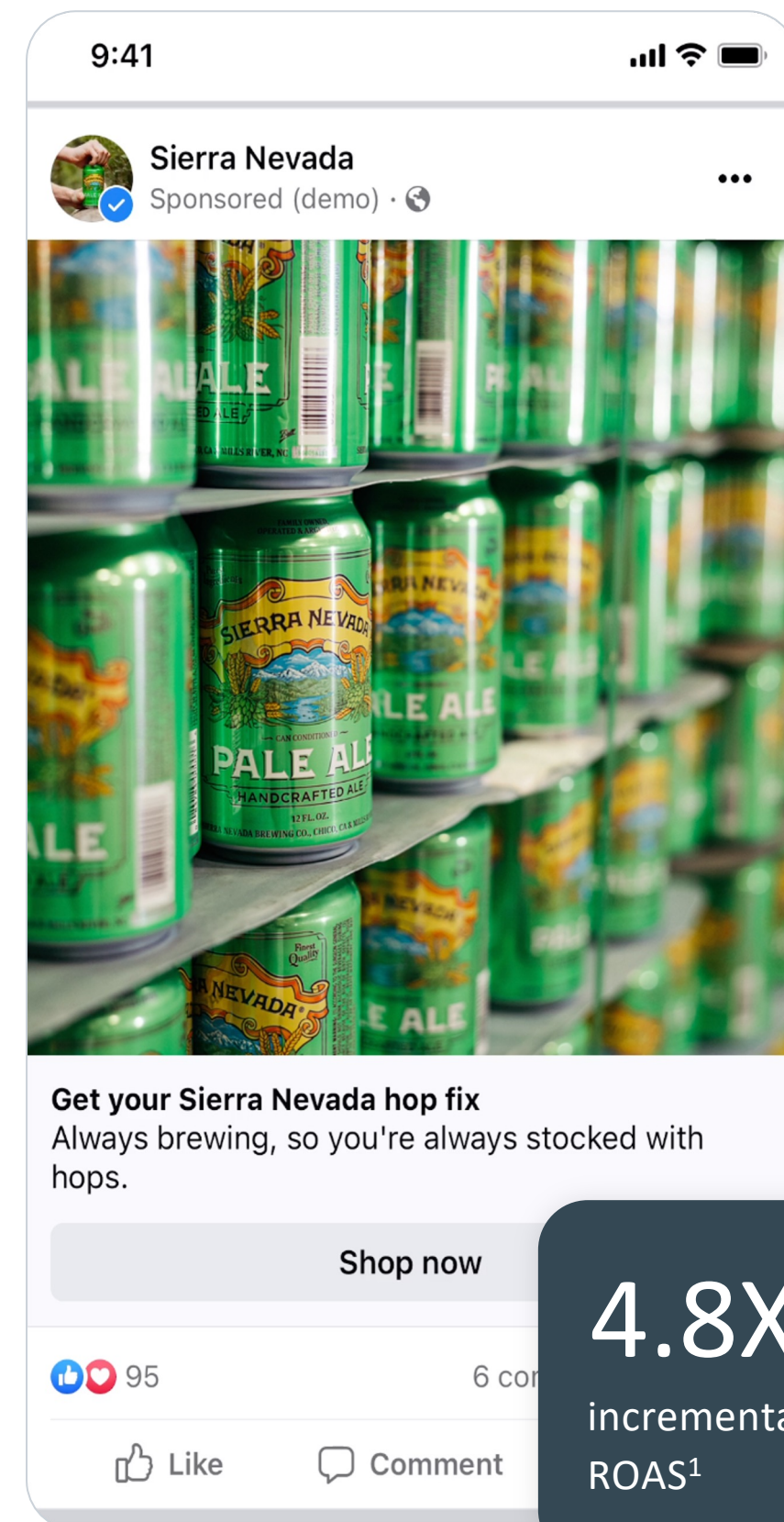
Advantage+ catalog ads





Helping achieve business goals from discovery to transaction.

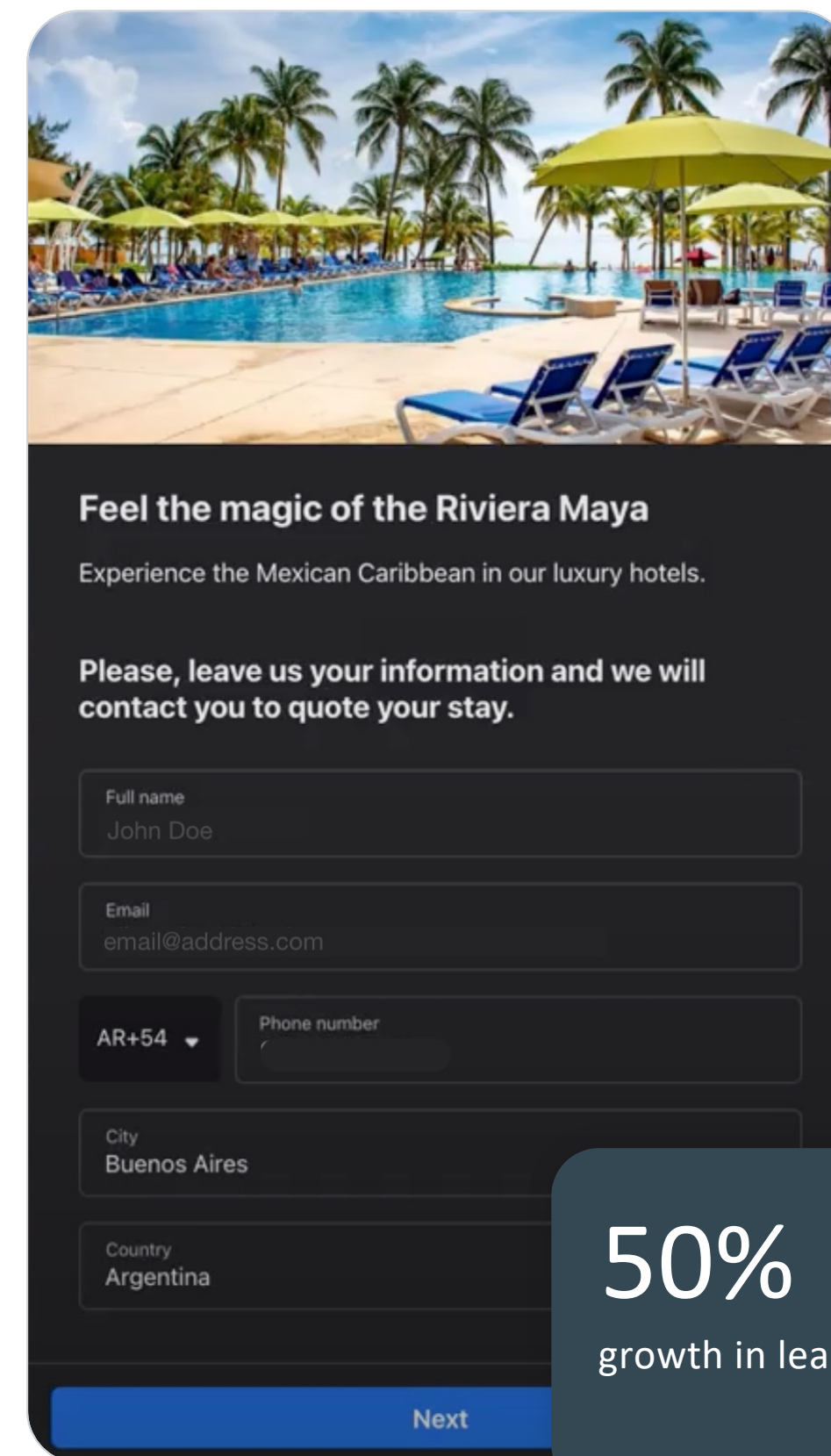
Reach new audiences.



SIERRA NEVADA

Reached more beer fans, resulting in more in-store sales

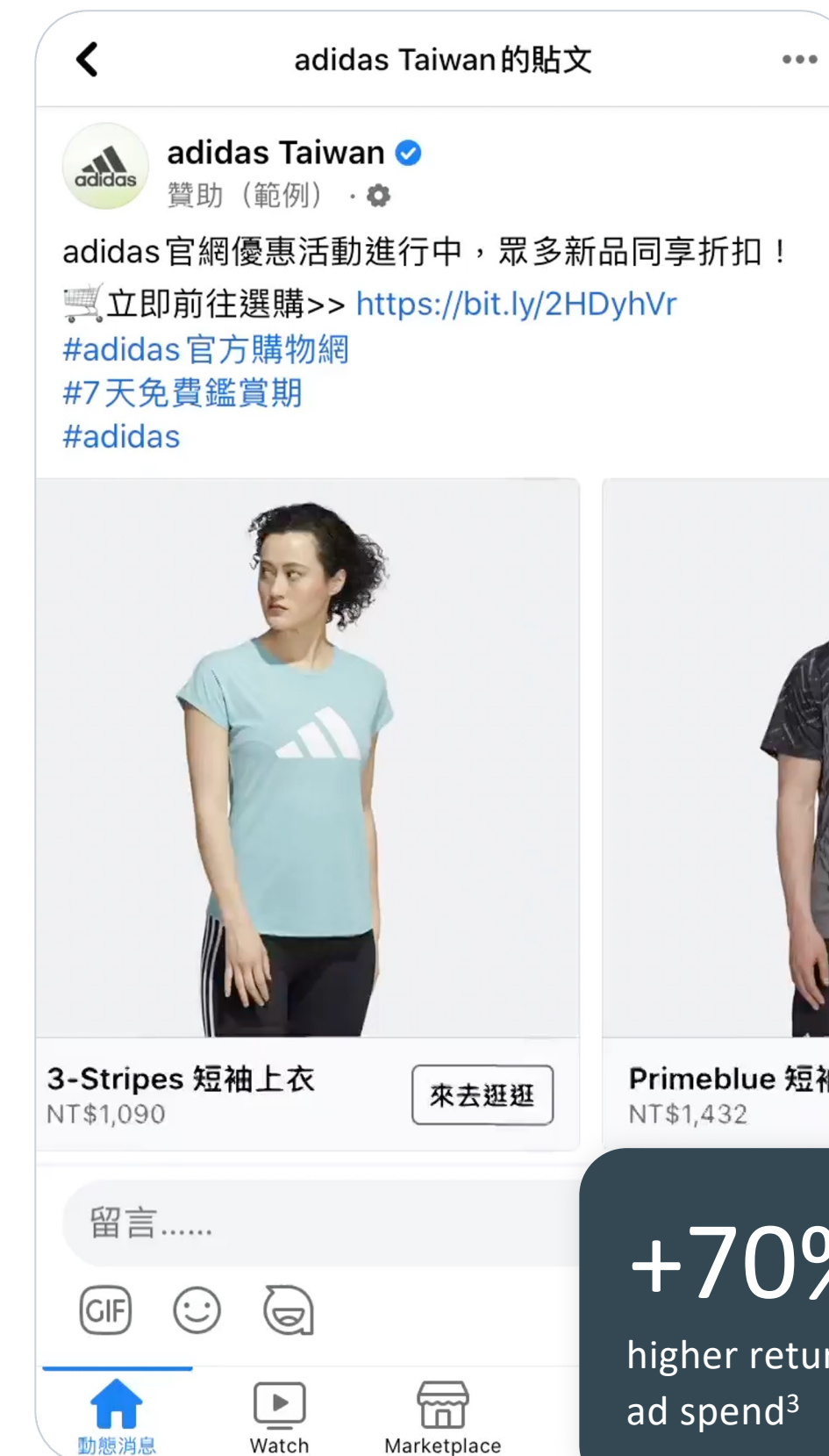
Get leads.



THE FIVES

Grew business using lead generation tools

Drive sales.



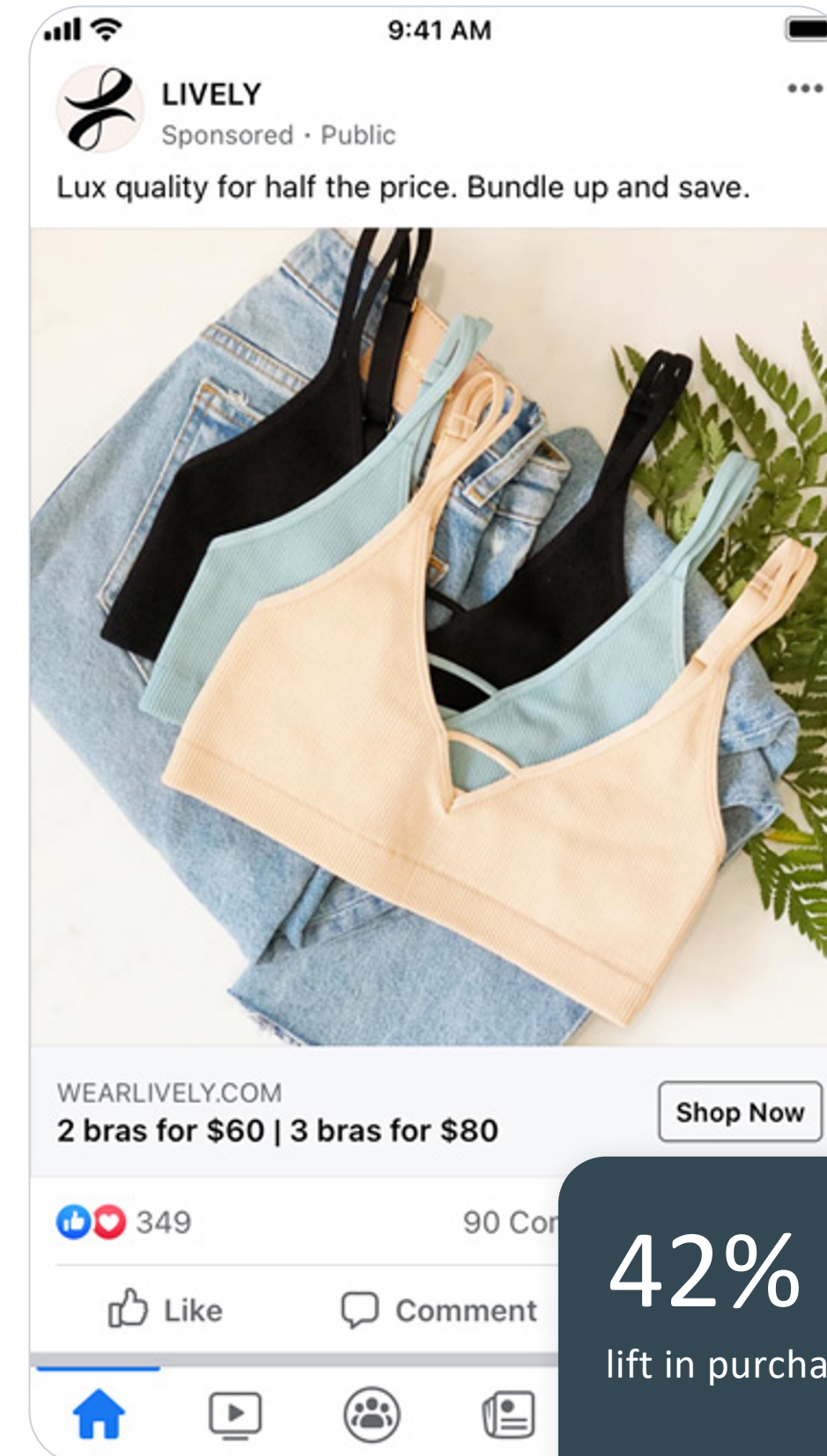
ADIDAS TAIWAN

Drove sales among new customers with Advantage+ catalog ads for broad audiences



Helping achieve business goals from discovery to transaction.

Retain and grow customers.



42%
lift in purchases¹

LIVELY

Encouraged customers to purchase again to drive repeat purchase

Expand across borders.

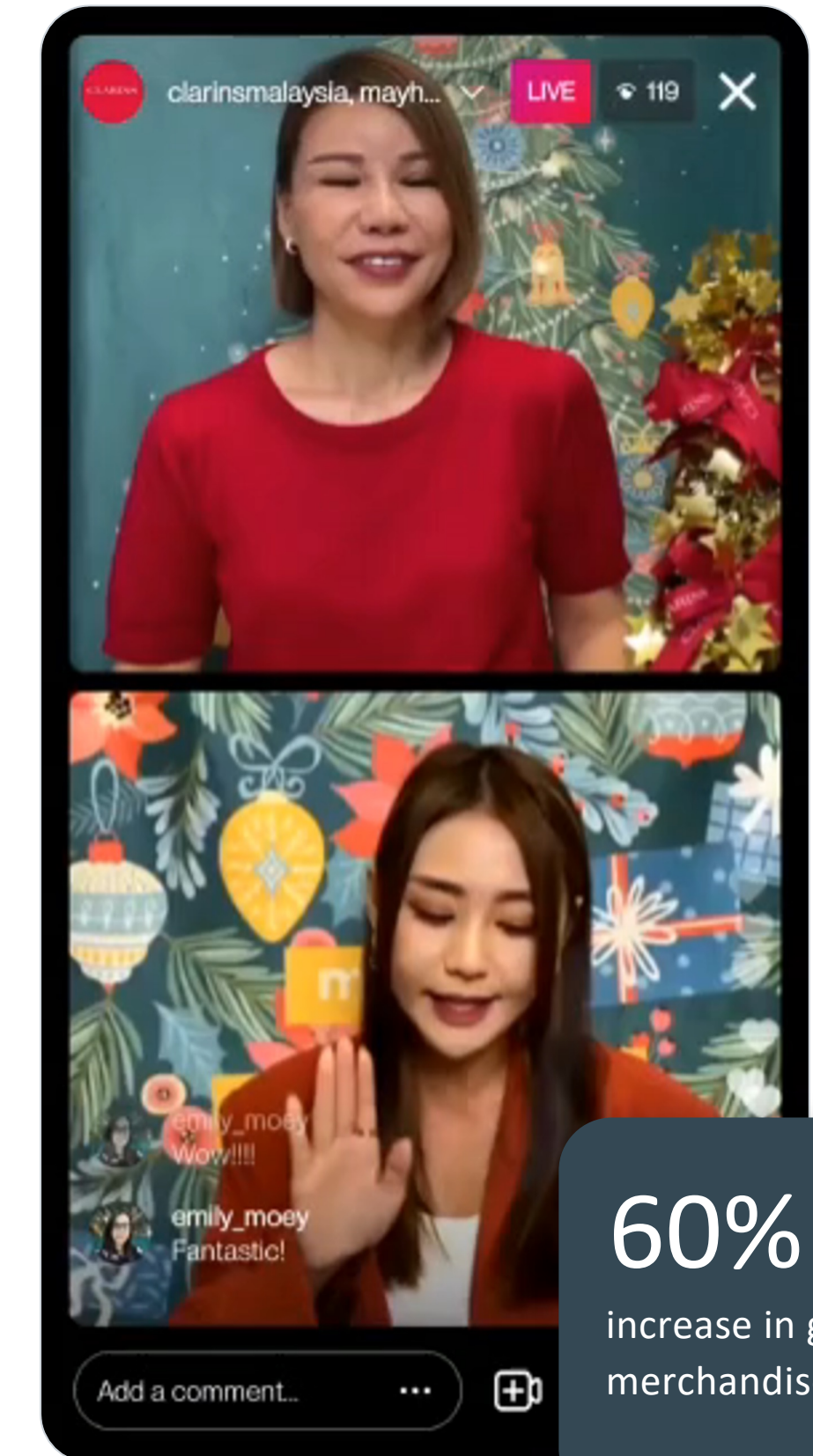


40%
decrease in cost per website purchase²

LUMIN

Expanded from the US to Mexico while increasing marketing efficiency

Connect with messaging.



60%
increase in gross merchandise value³

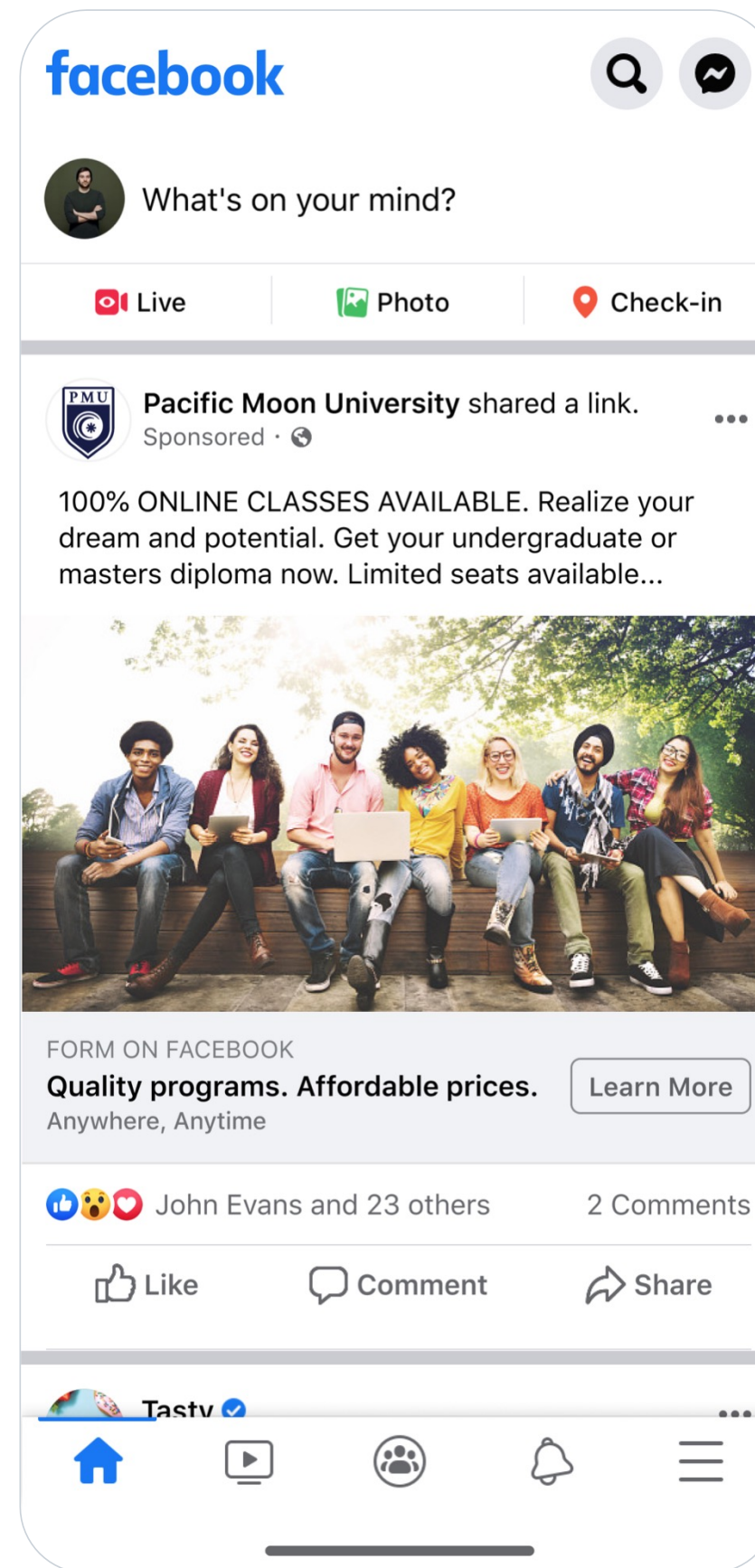
CLARINS

Drove sales through virtual beauty consultations via messaging

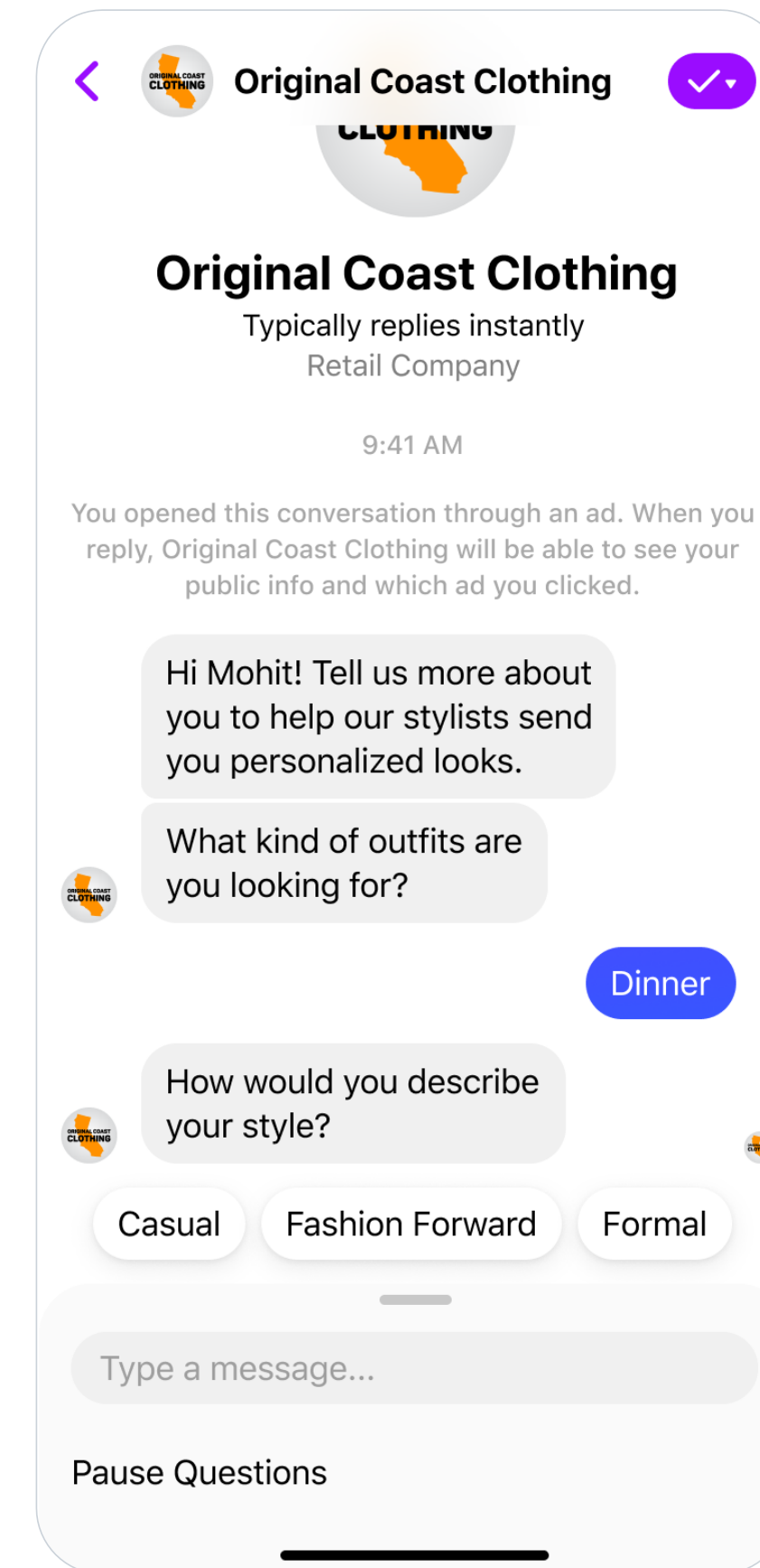


Finding qualified leads more easily with lead generation marketing

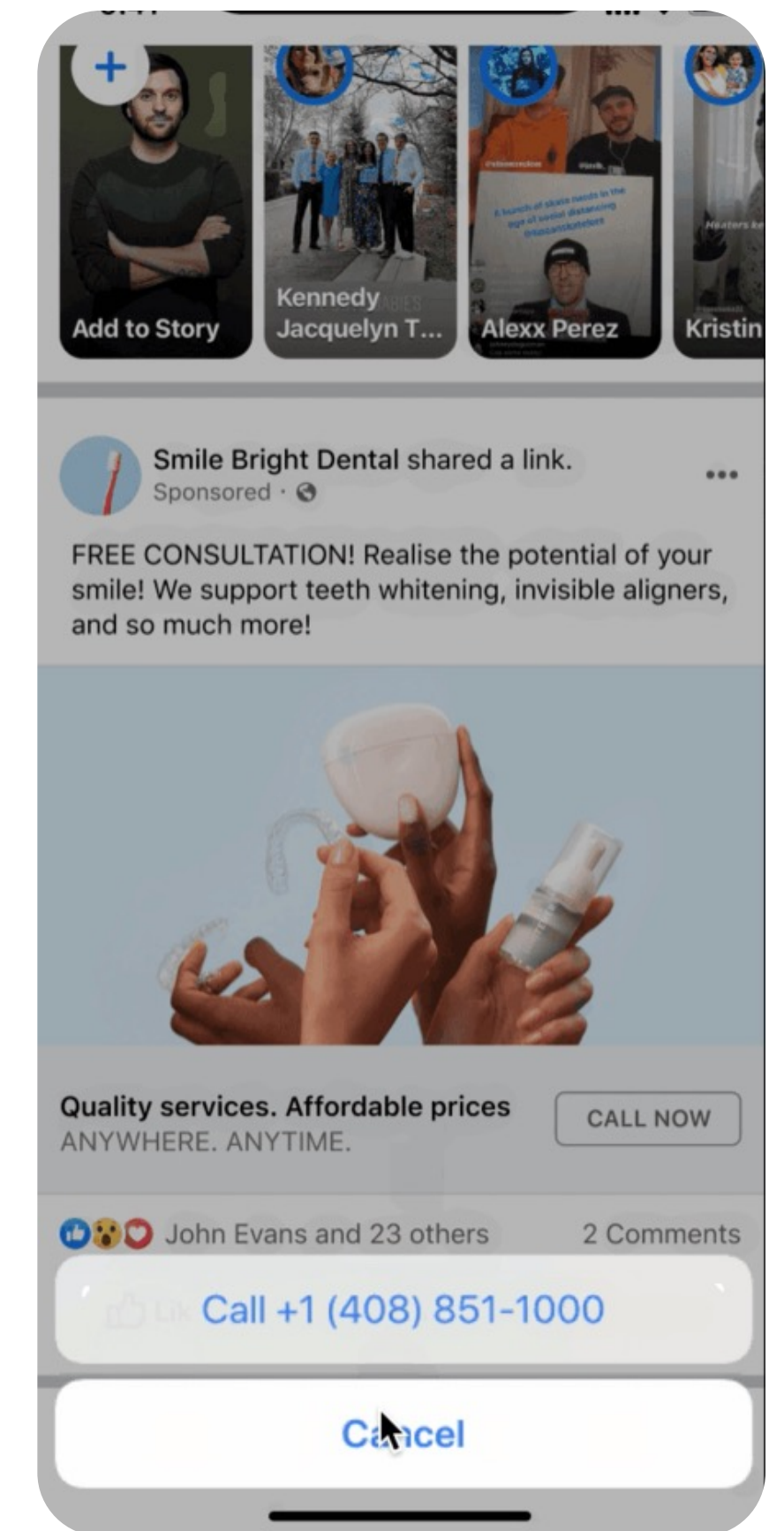
Make the lead generation process easier by creating frictionless experiences for people.



LEAD ADS (INSTANT FORMS)



LEAD GENERATION IN MESSENGER



CALL ADS AND CALL EXTENSIONS



Achieving more ambitious goals with less effort with Meta Advantage+

Connect with people who will care about your business at the right time in the right place —without tons of manual work.

OPTIMIZATION

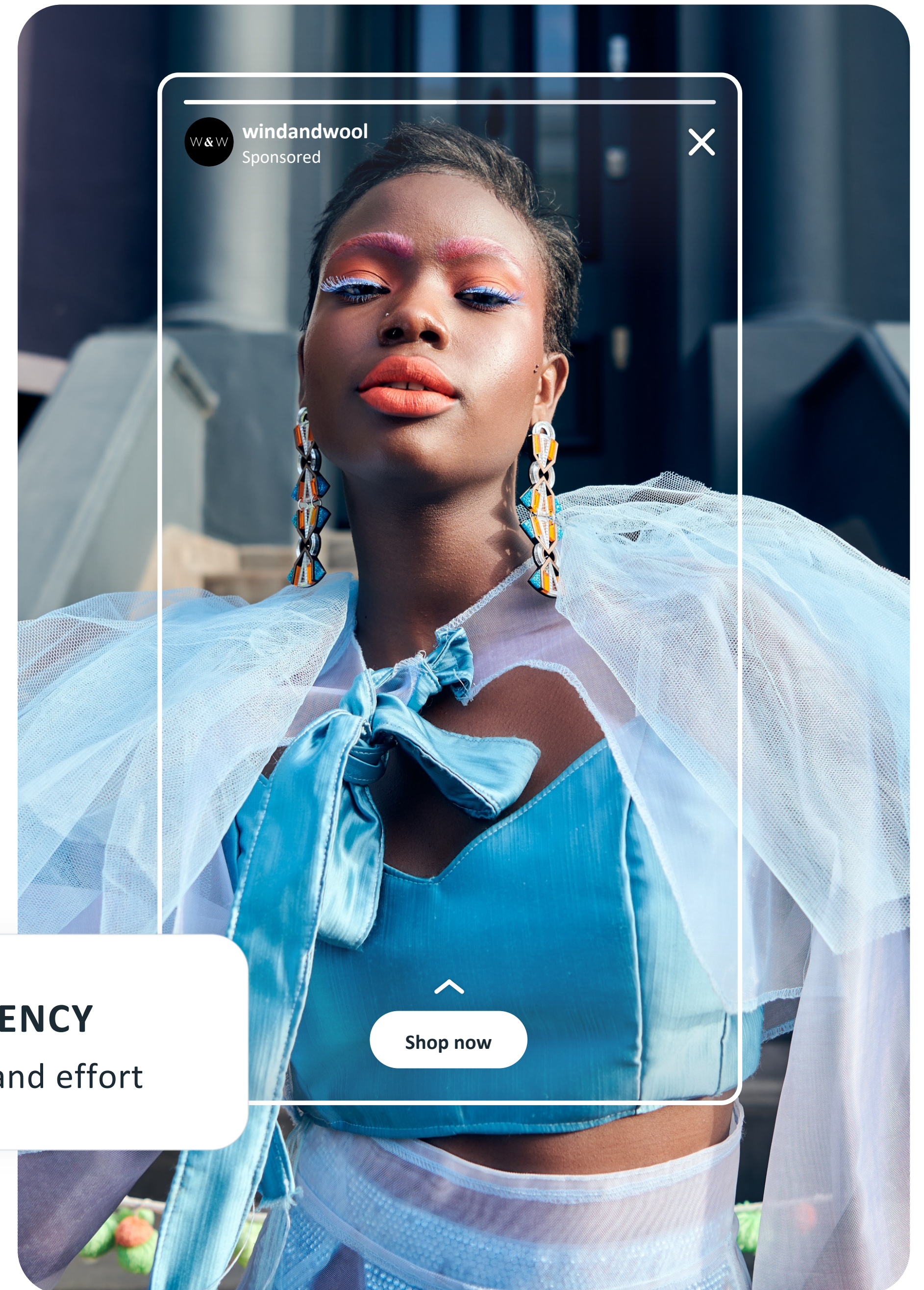
Better results

PERSONALIZATION

Deeper connections

EFFICIENCY

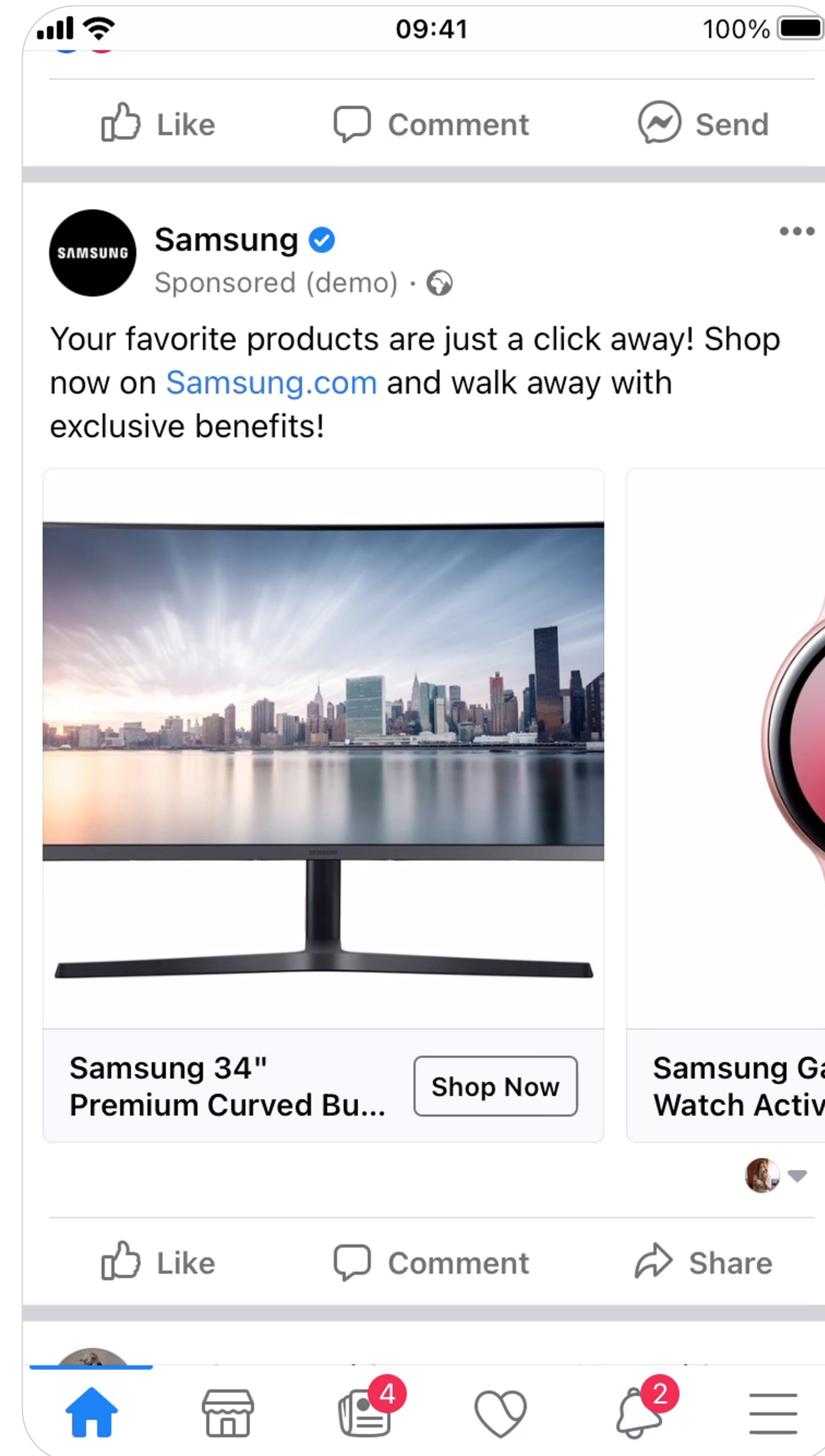
Less time and effort






Advantage+ catalog ads help products find people.


Use automation to dynamically match shoppers with products they are most likely to buy.

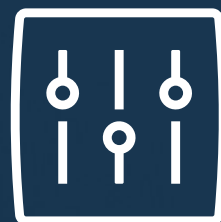


 **Experiments**


A/B Testing


Audience Insights


 **Audience**



Top added to cart

 Breakfast Blend
\$14
102 adds to cart

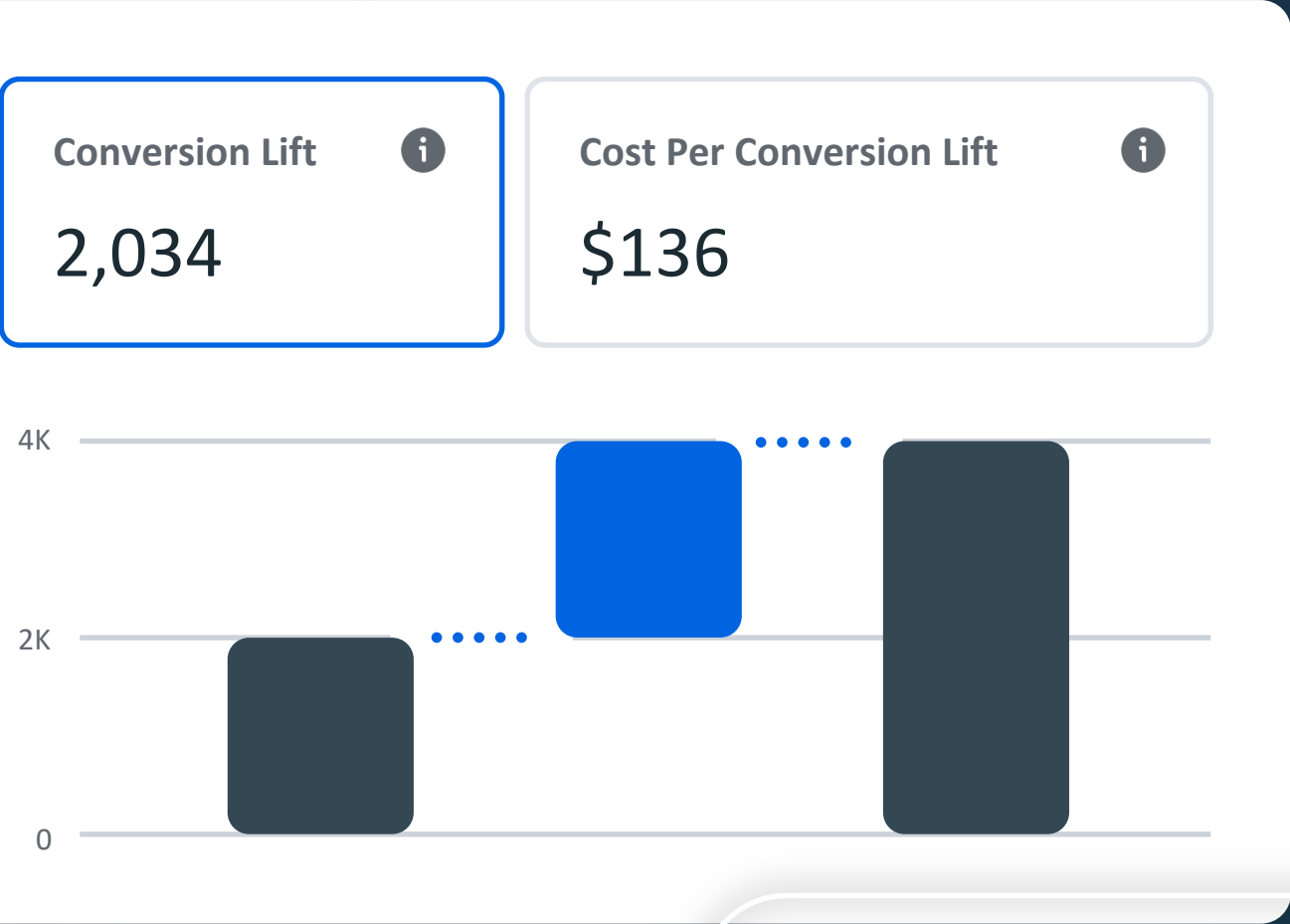
 Rainforest Blend
\$14
96 adds to cart

 Organic Colombian
\$16
74 adds to cart


Compare top products

Measurement tools

Making smarter decisions with actionable insights



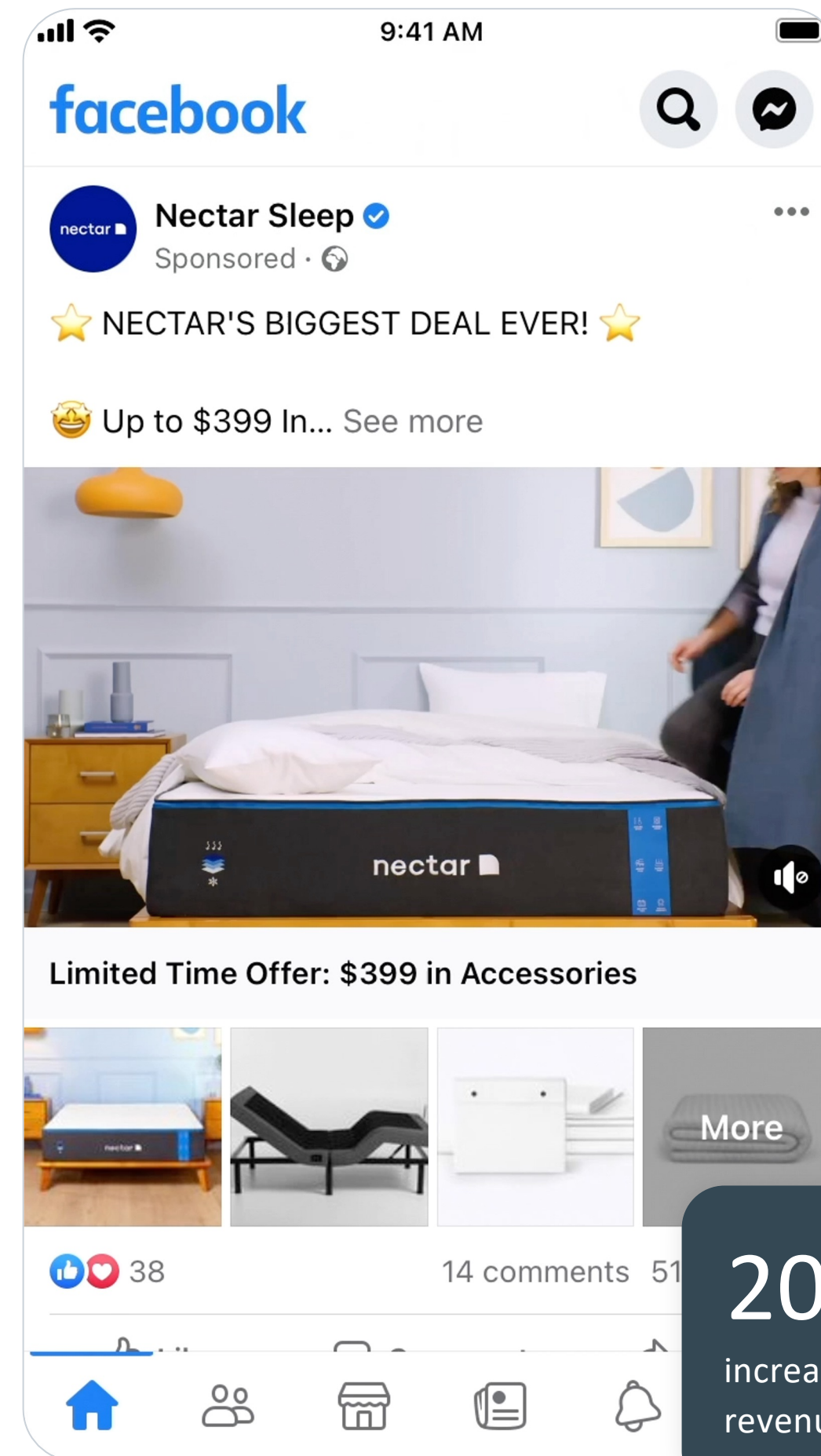
Conversion lift studies

 **Results**

Ads Reporting

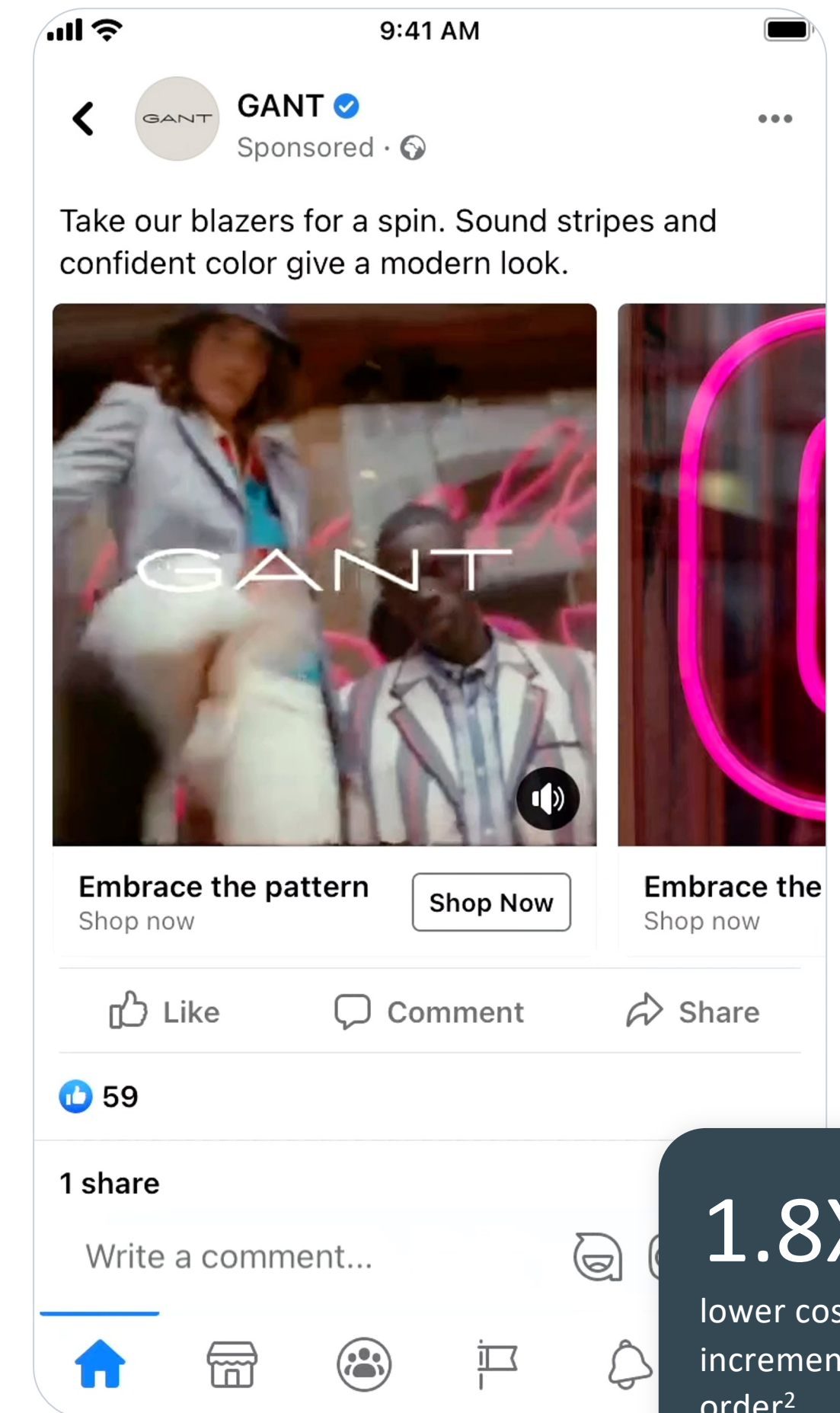


Understand impact
and
make smarter
decisions with
actionable insights.



RESIDENT

Optimized budget allocation to maximize
online sales



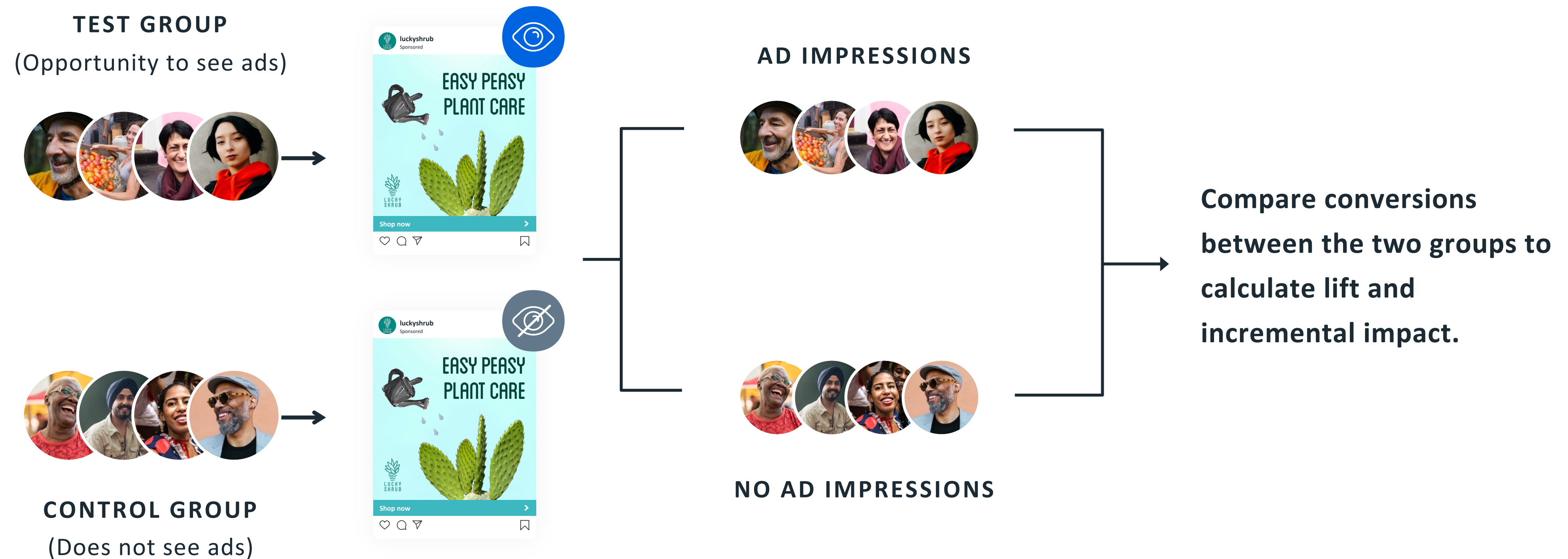
GANT

Gained insights to plan campaigns
and allocate budgets more effectively



Businesses can run lift studies to understand the incremental impact of their ads using test-and-control groups.

New lift solutions powered by Conversions API minimize the amount of individual data processed while preserving lift testing capabilities.



The best
marketing tools
are only as good
as what you put
in.

- ① Your customer knowledge
- ② Your great creative
- ③ Your business goals
- ④ Your rigorous measurement

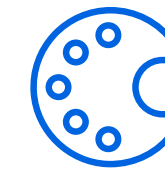
TURN ON DISCOVERY COMMERCE.

Drive product discovery.



- Deliver highly personalized ad experiences by setting up resilient data sources (CAPI, Meta Pixel, SDK, EMQ, advanced matching).
- Help ensure that your ads reach the people who will care about your business in the right place with the right message by setting up a liquid account structure.

Embrace rich creative canvasses.

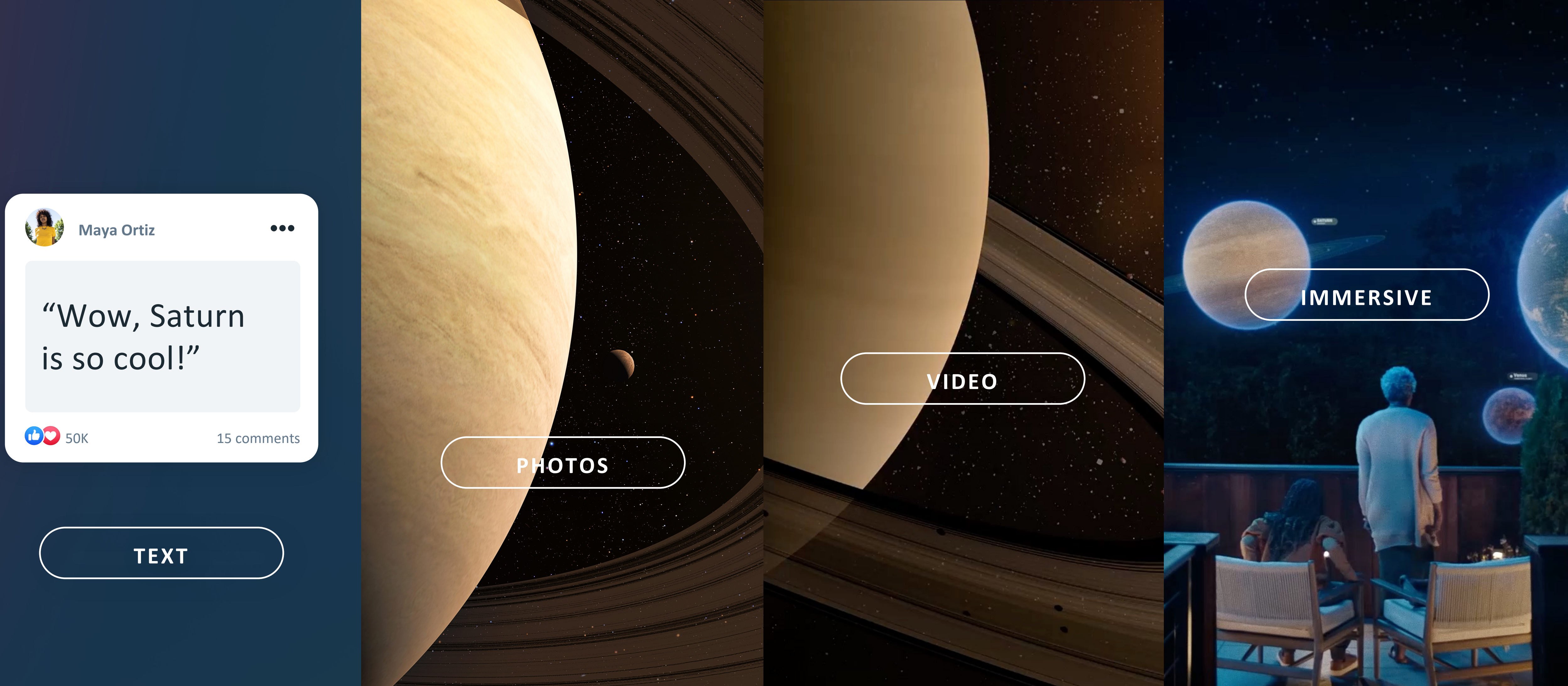


- Diversify your ad formats and creative concepts.
- Video formats
- Partnering with creators

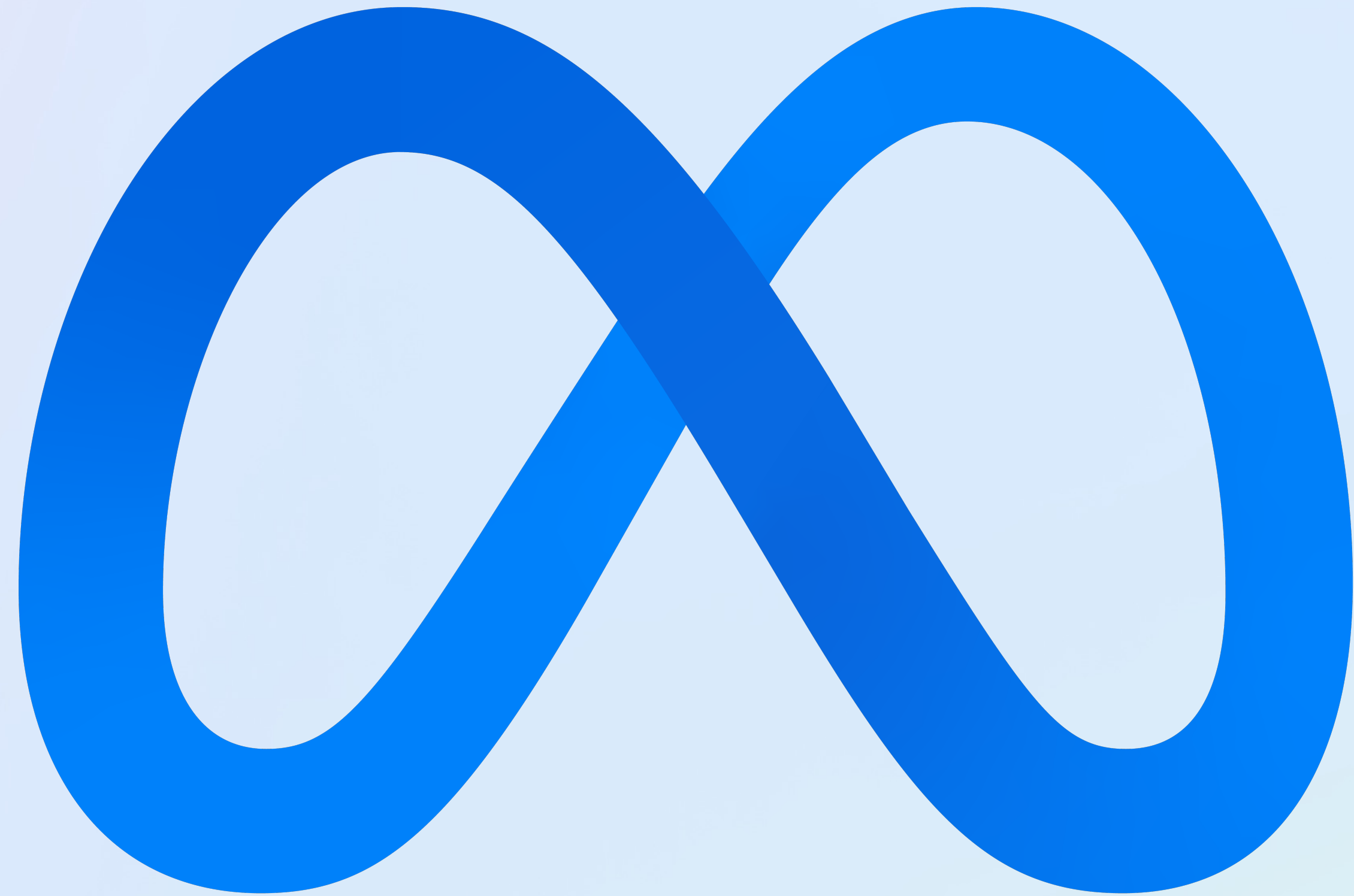
Make it seamless.



- Convert discovery into sales with ads formats that shorten the path to purchase like ads with product tags, digital circulars, Advantage+ catalog ads, Collaborative Ads, lead ads and ads that click to message.
- Optimize your website and checkout for purchase.
- Create a shop.
- Consider experimenting with collections in your shop.



Today's growth strategies can translate to tomorrow's technology.



∞ Meta