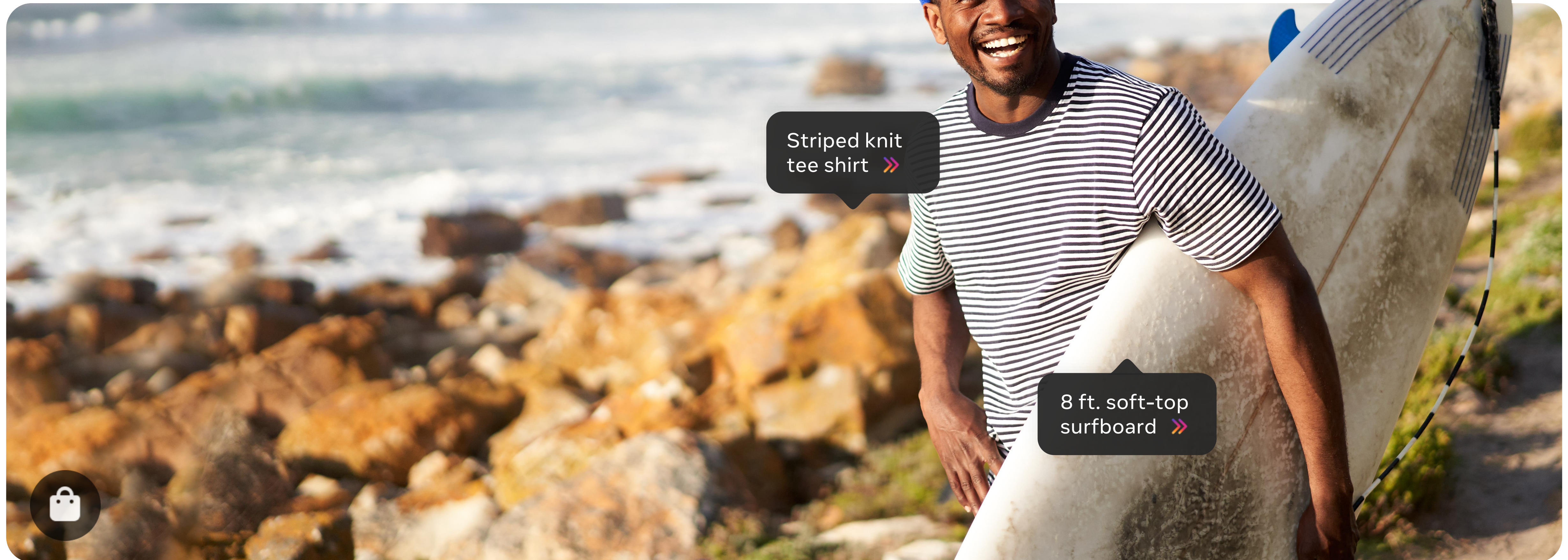




Sarah Owen

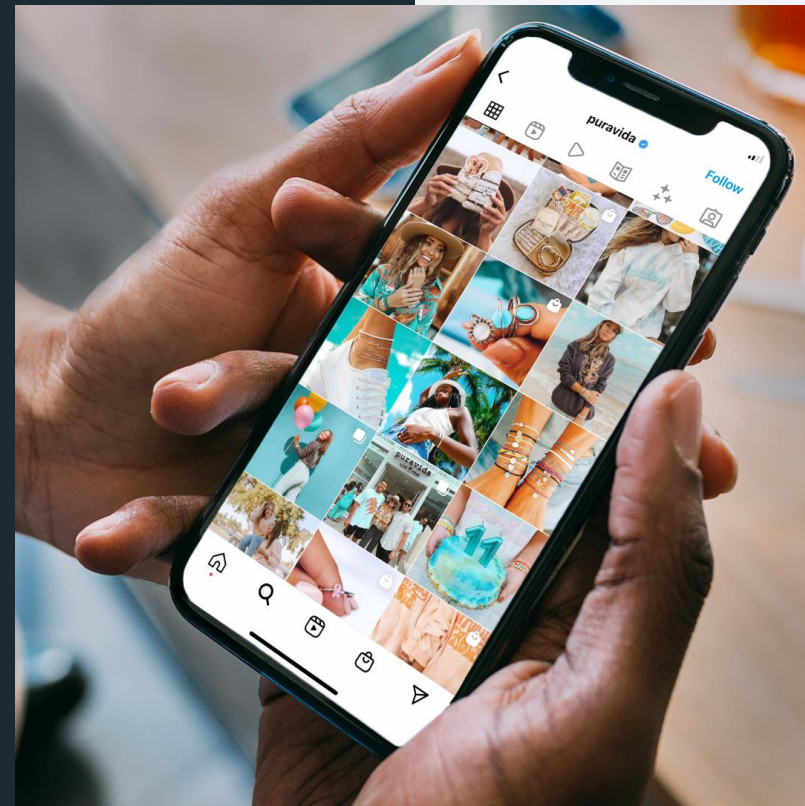
Industry Manager, eCommerce at Meta

Discovery Commerce

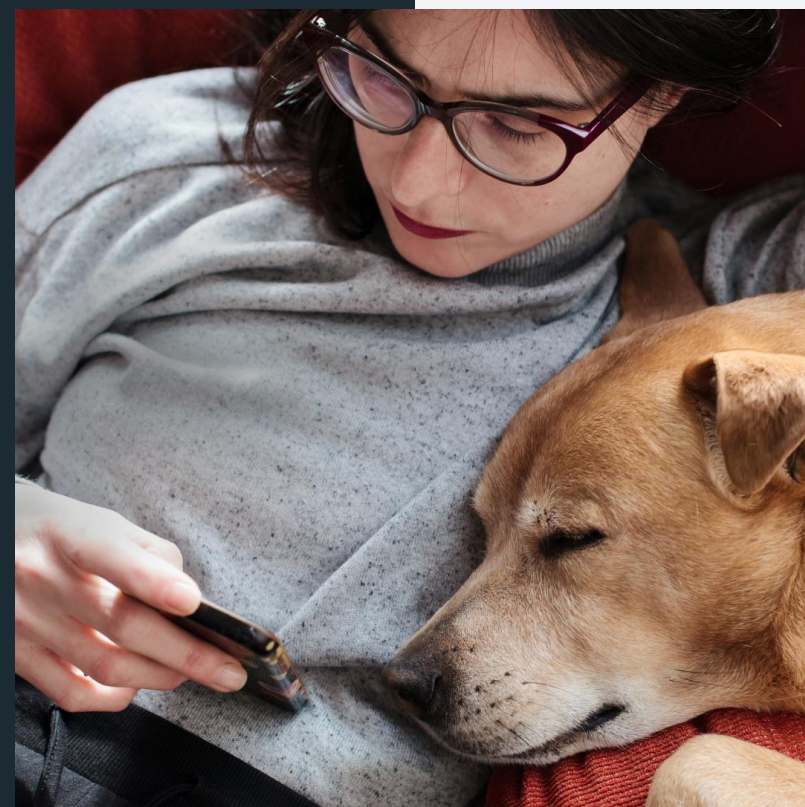


Finding new customers in an evolved digital landscape

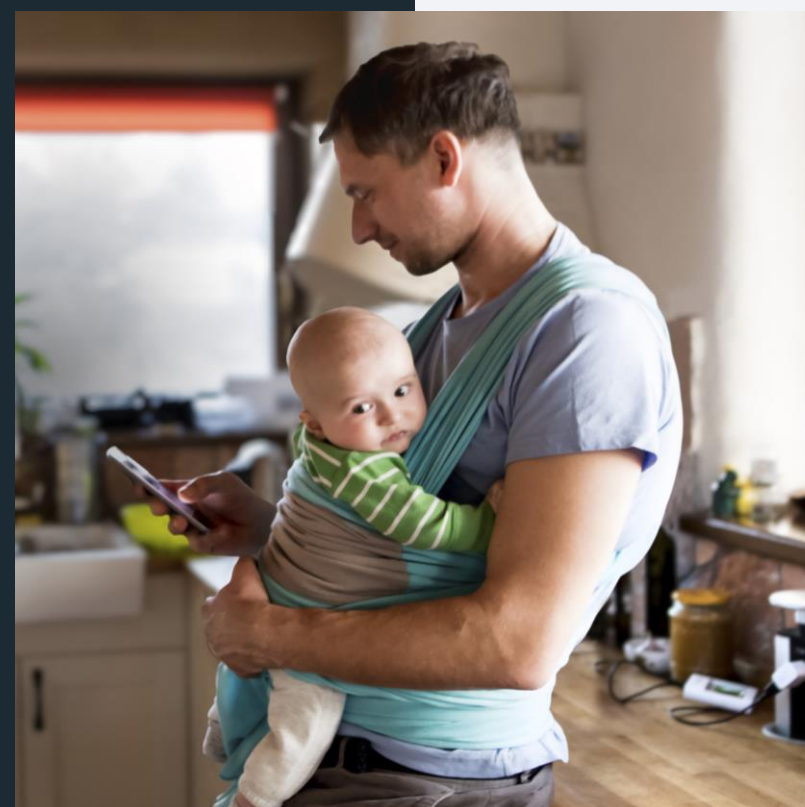
Sparking serendipitous moments of discovery



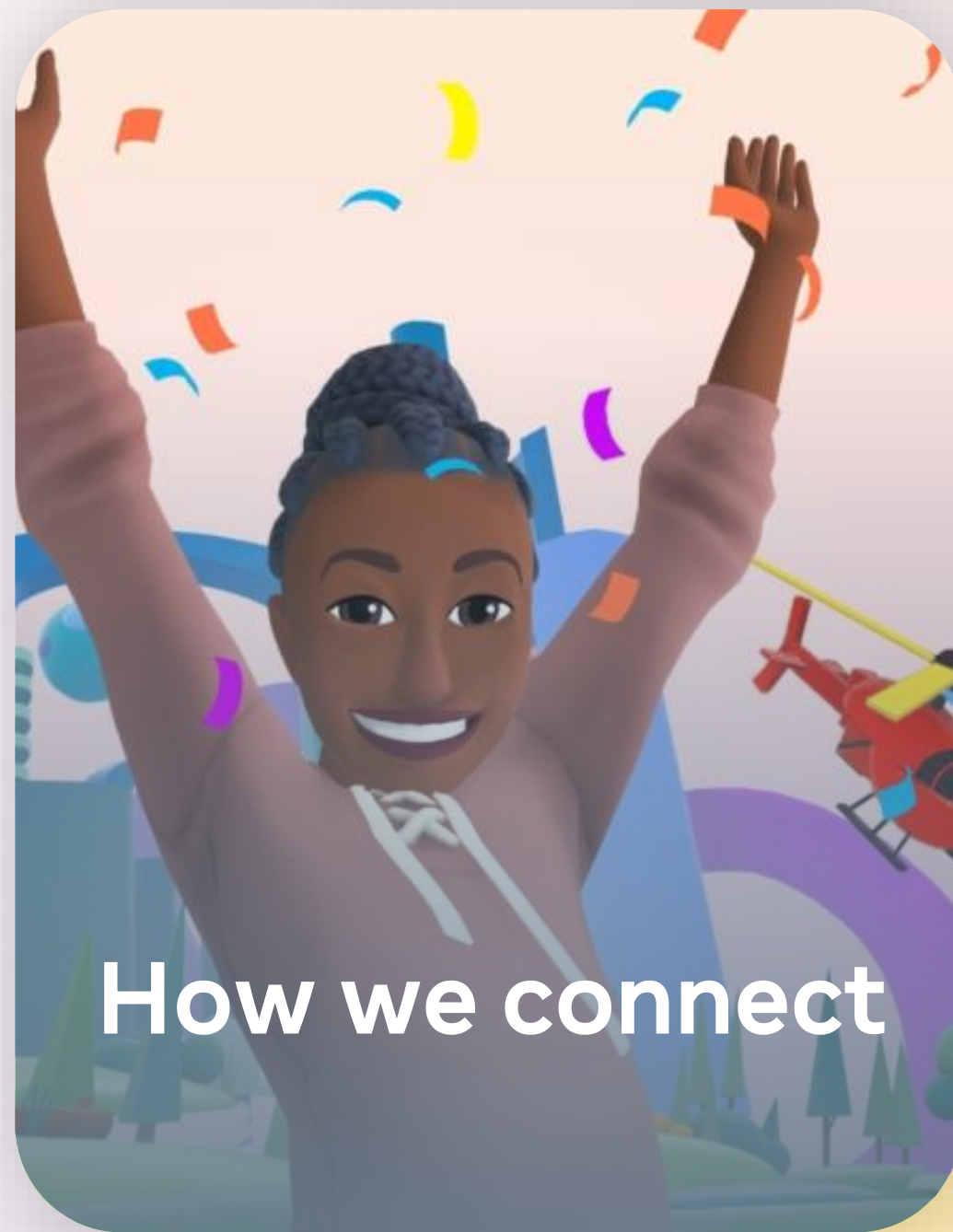
01 What is Discovery Commerce?



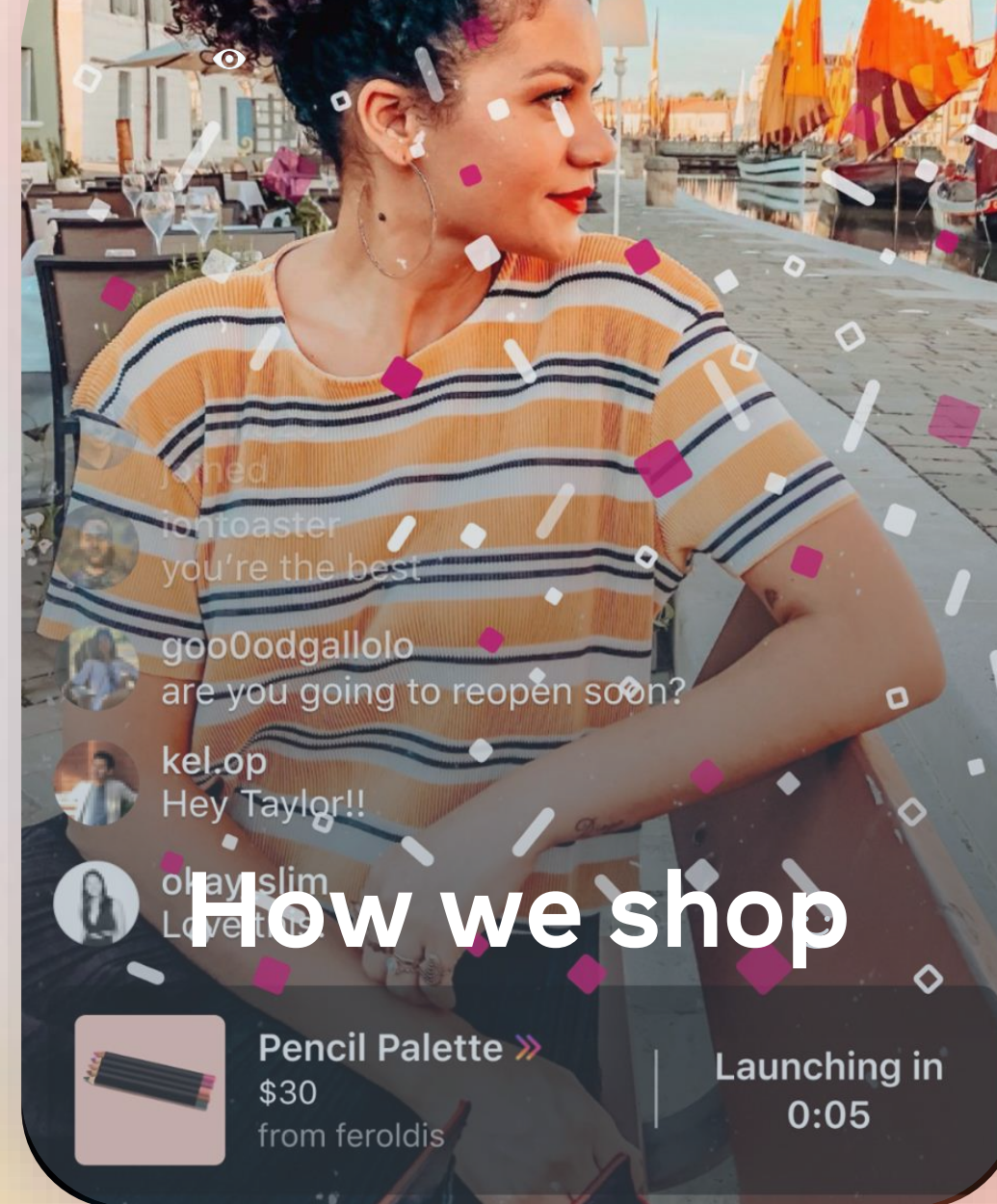
02 How do you generate demand through discovery?



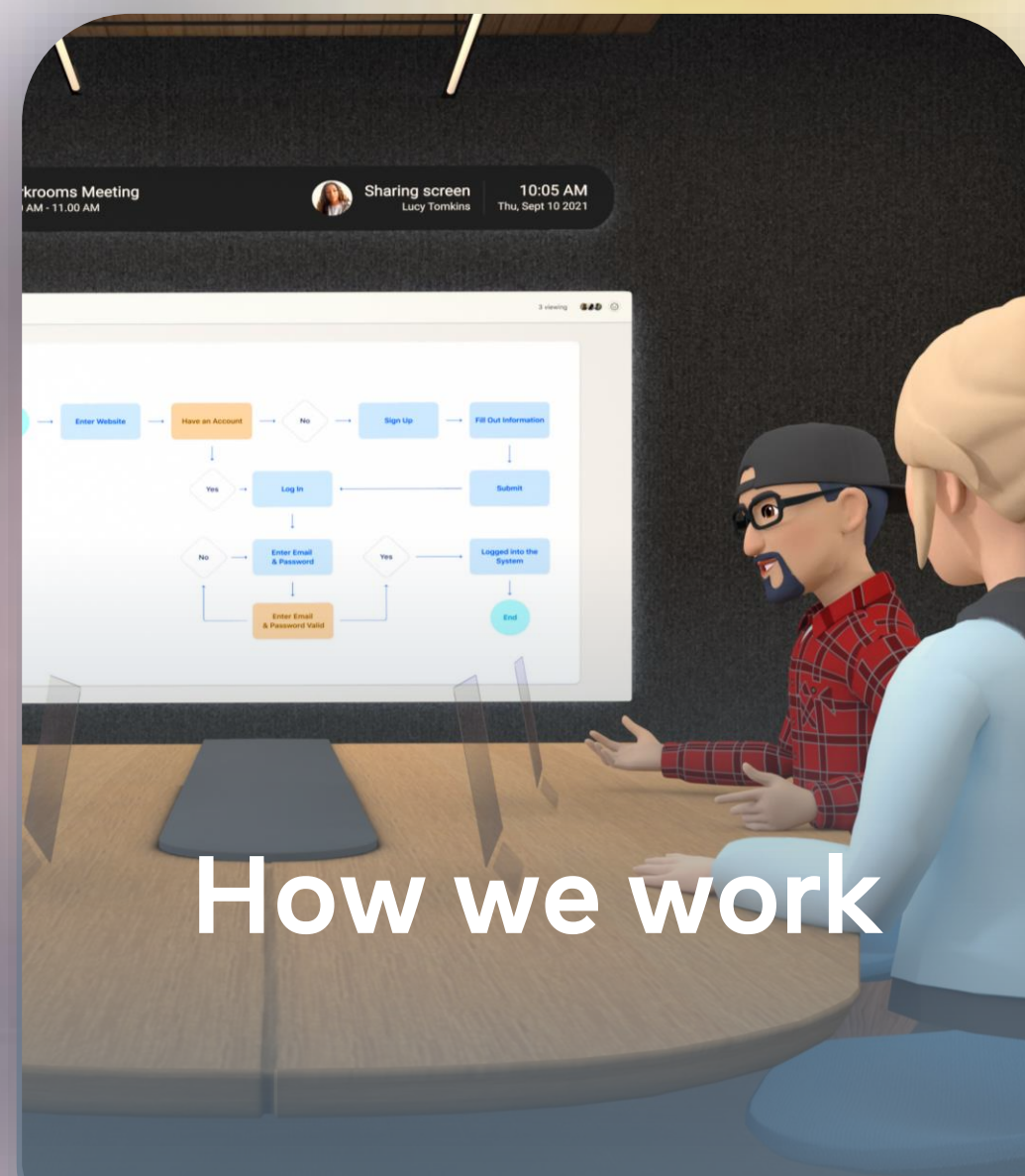
03 How does it work in practice?



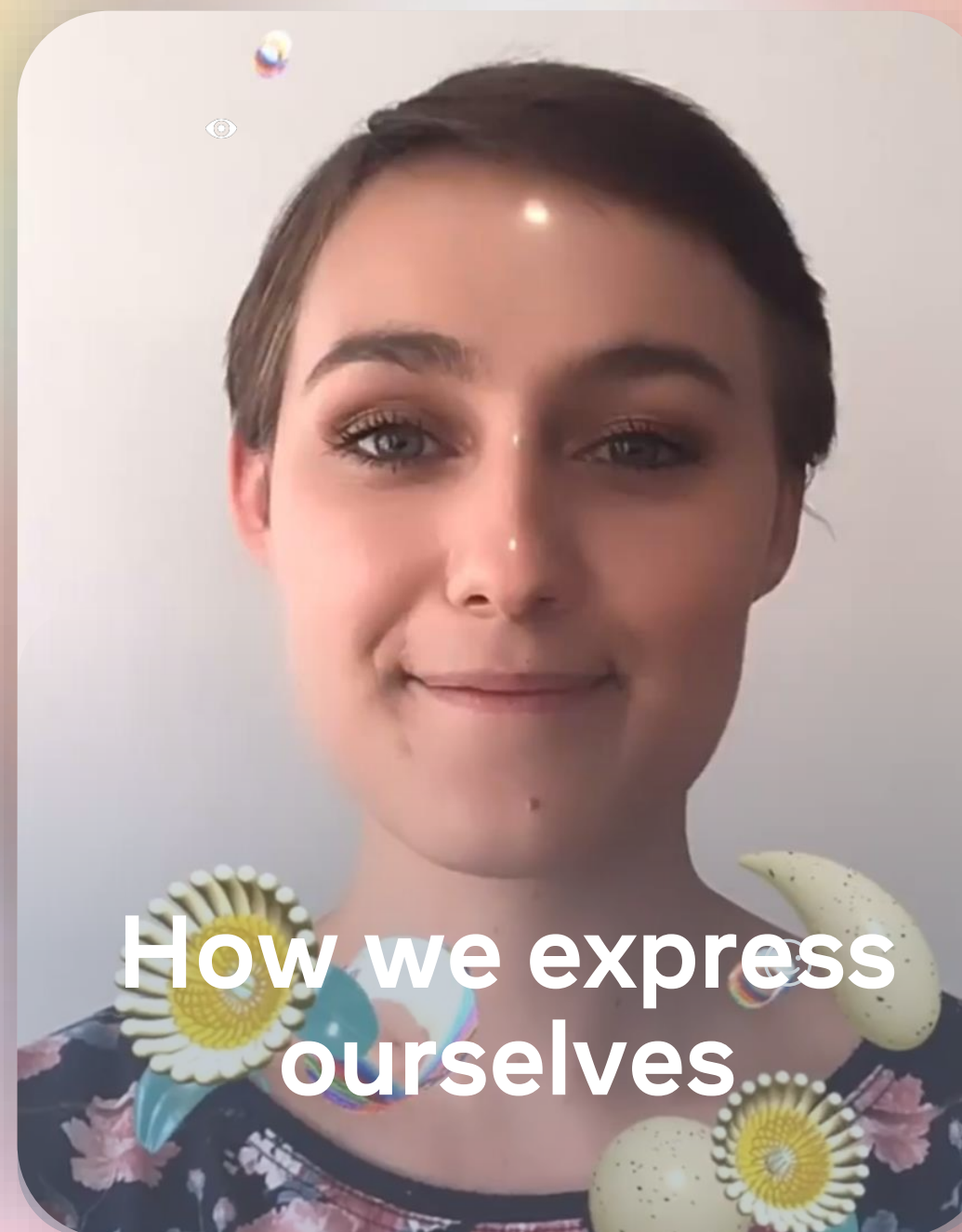
How we connect



How we shop



How we work



How we express ourselves

GLOBAL TRENDS

We are living
in a time of
transformation

Source: Meta Culture Rising: 2022 Trends Report.

Growth continues to be essential, especially in challenging environments.

**When it comes
to modern
supply chain
management,
time is of the
essence**

Forbes

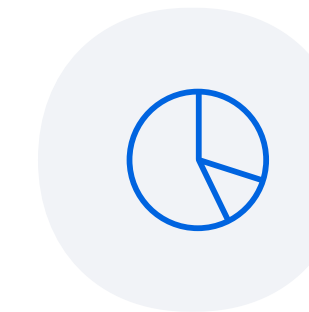
**World
economic
outlook update,
June 2022:
Gloomy and
uncertain**

International Monetary Fund



**Evolving ad
ecosystem**

Continued shifts are
affecting advertisers'
ability to succeed.



**Budget
efficiency**

More accountability
on marketing
investment ROI

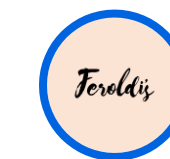
Supply chain and economic conditions
are creating challenges for all businesses.

Marketers are navigating
transformation across several fronts.

“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

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

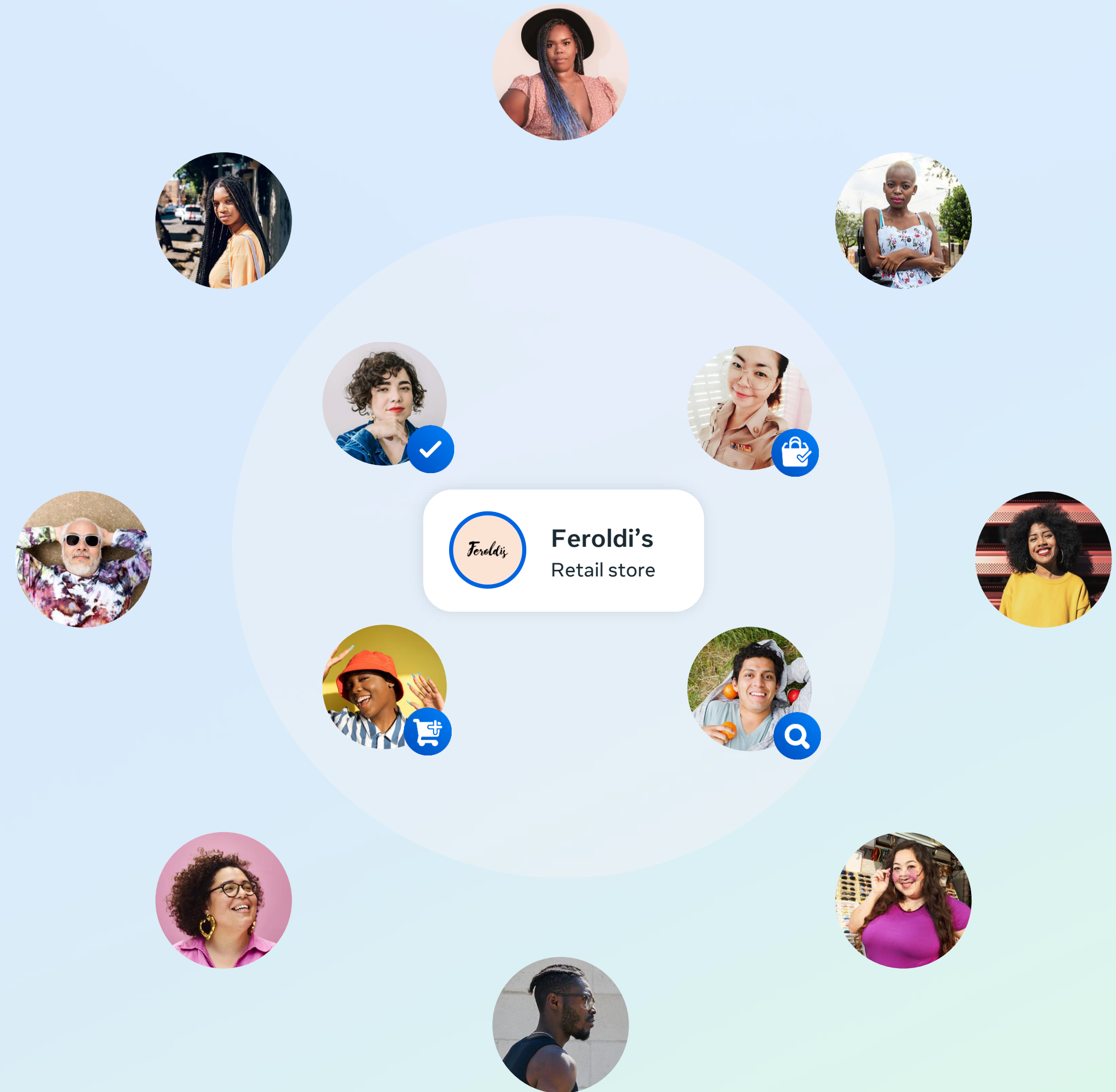


Feroldi's
Retail store



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 know they want to buy
from you

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

**Generate demand
through discovery.**


Markt Goods
Sponsored

...



Wire basket
\$26.00

[Shop now](#)



Rosemary oil
\$18.00

[Shop now](#)

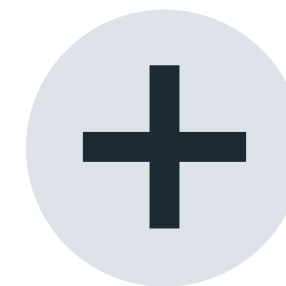
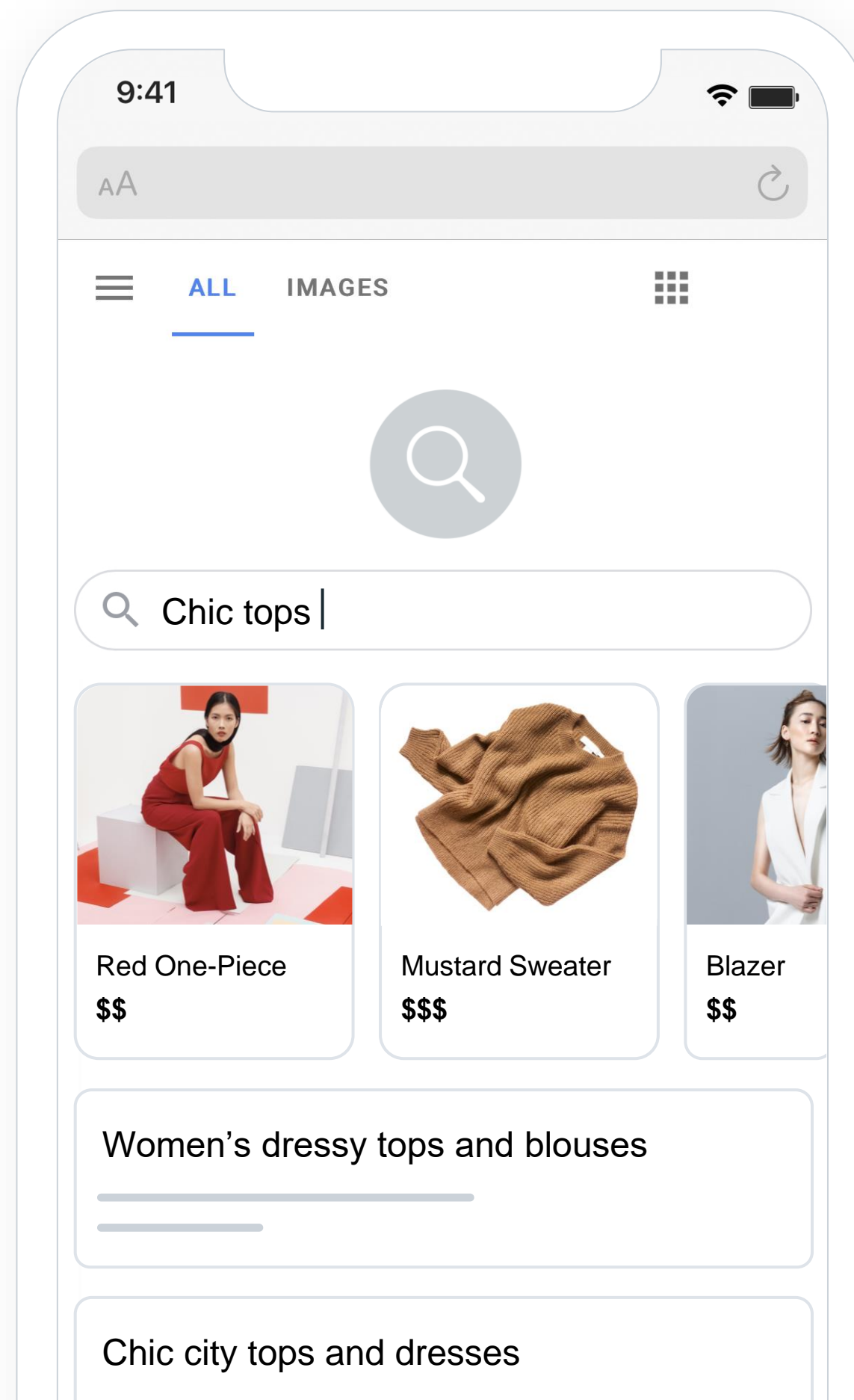
1.4K likes 176 shares

Advantage+ catalog ads

Thriving businesses recognize that the consumer journey starts well before intent

ECOMMERCE

People find products



DISCOVERY COMMERCE

Products find people



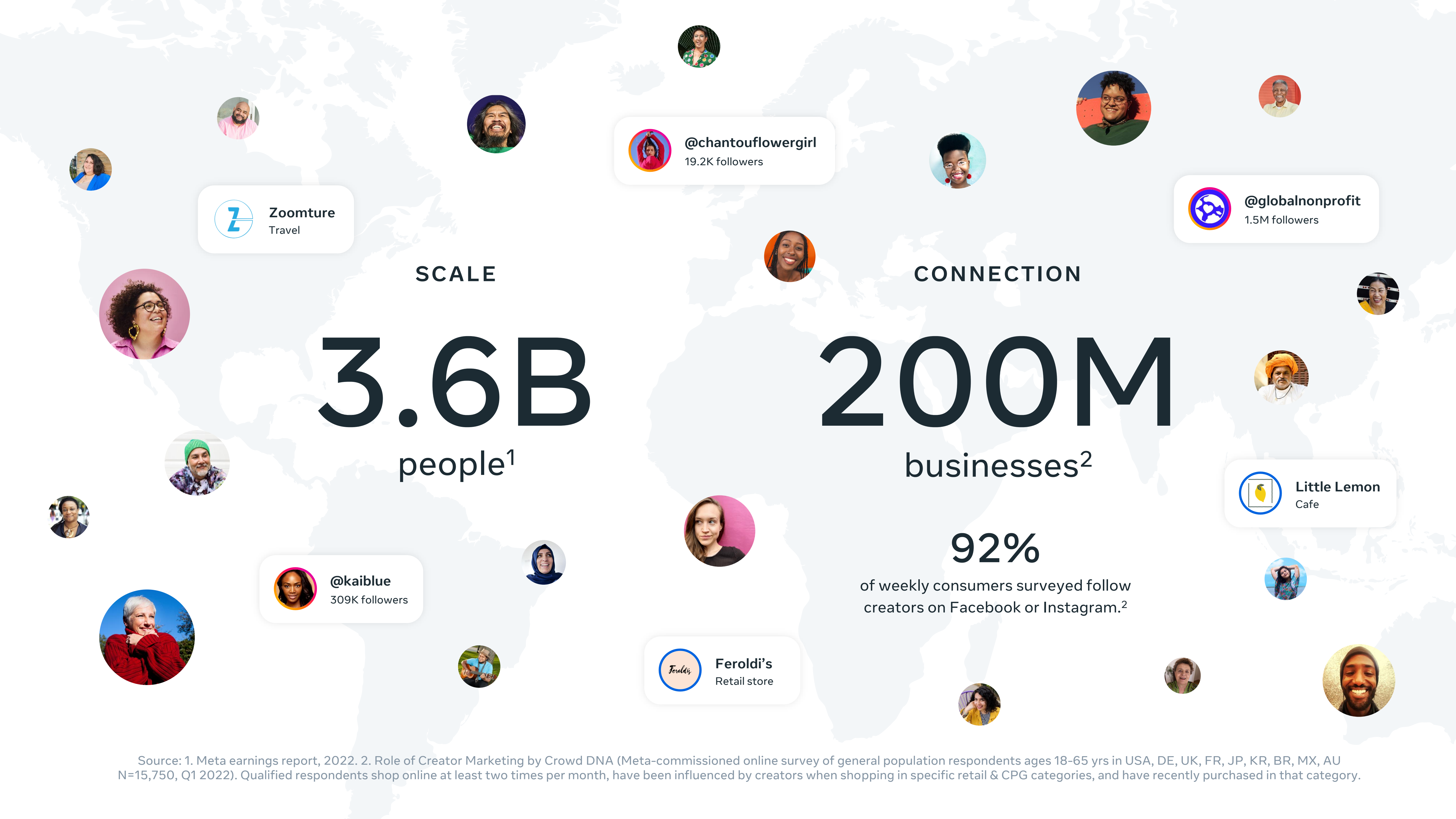


SCALE

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



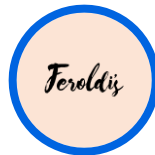
@globalnonprofit
1.5M followers



Little Lemon
Cafe



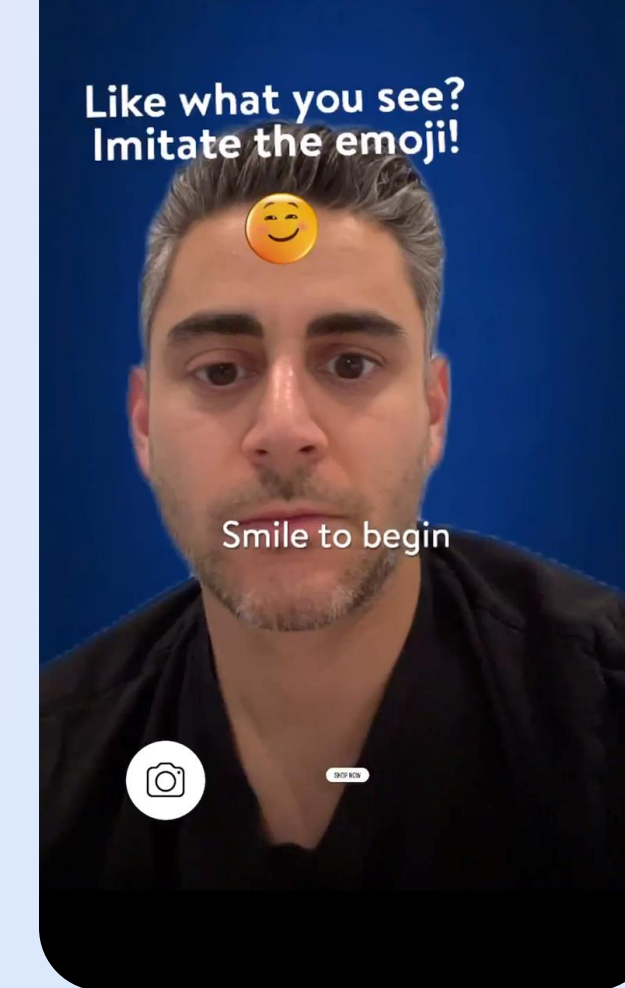
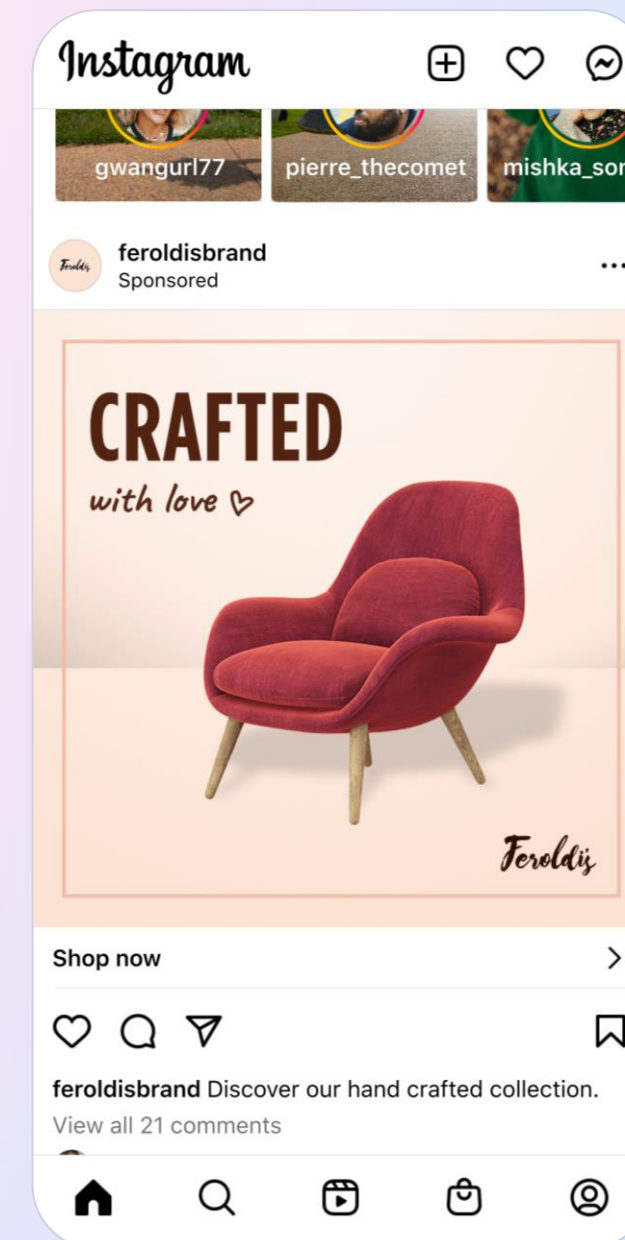
@kaiblue
309K followers



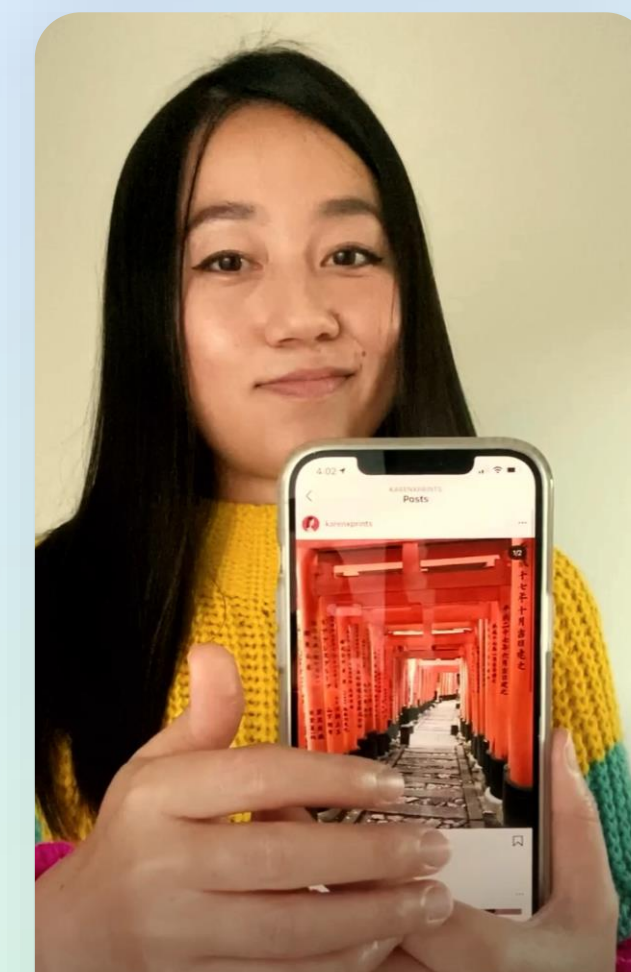
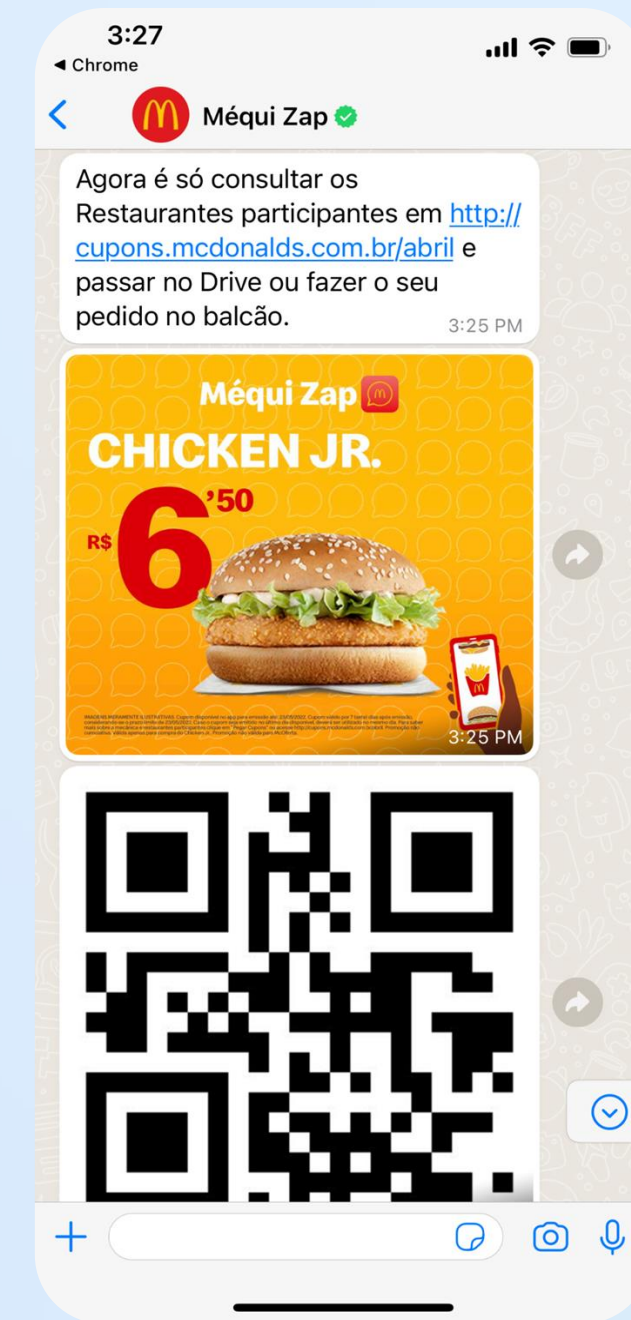
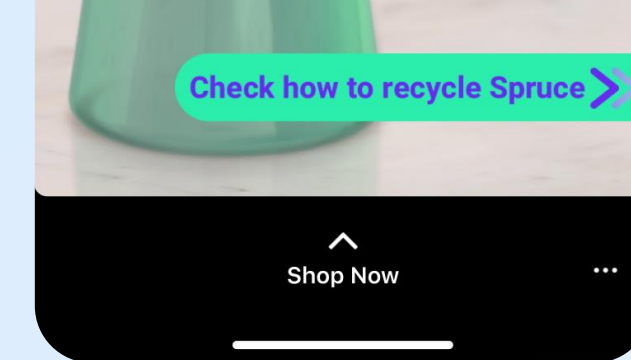
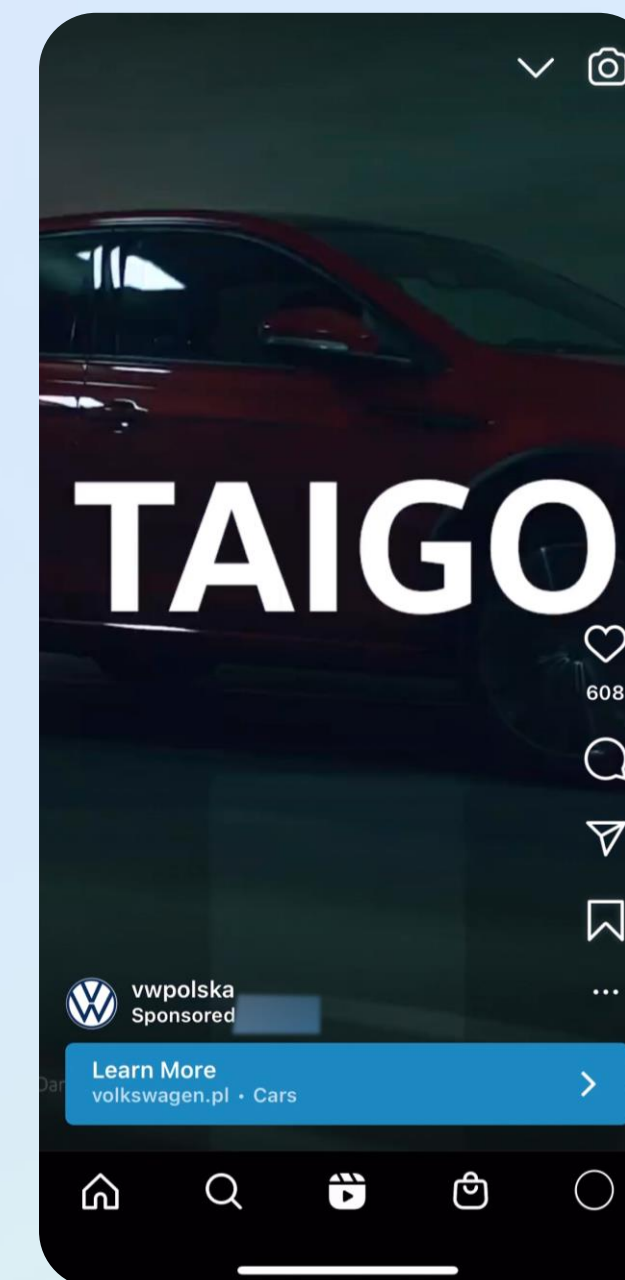
Feroldi's
Retail store

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.

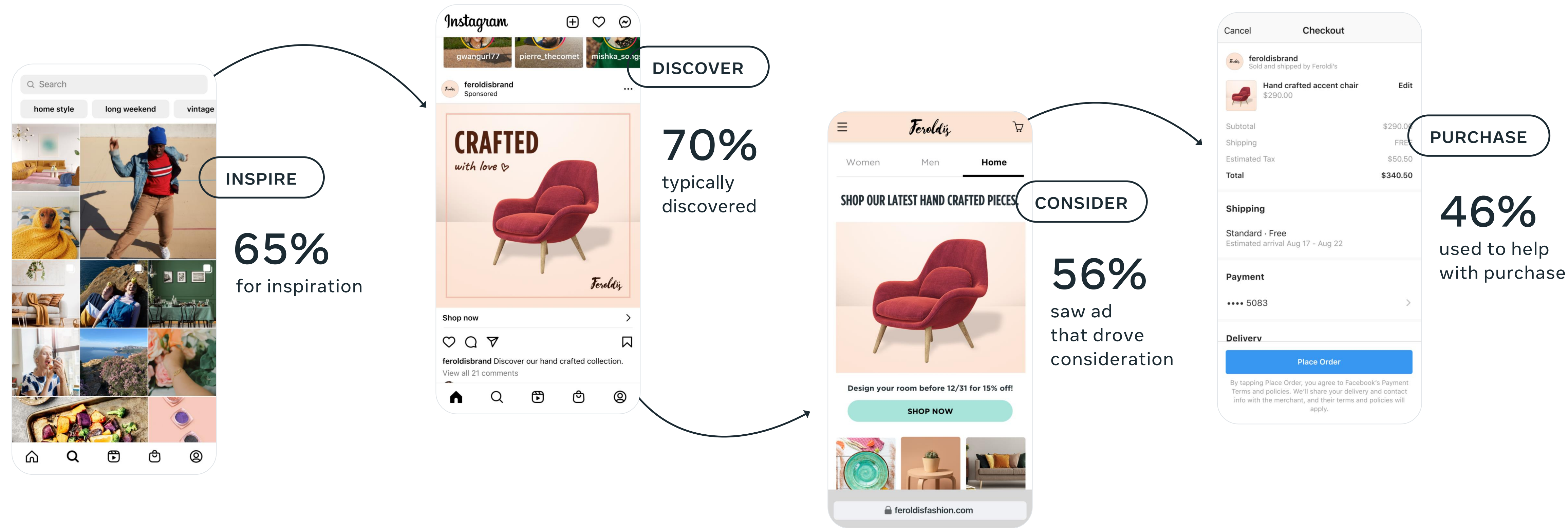


DISCOVERY



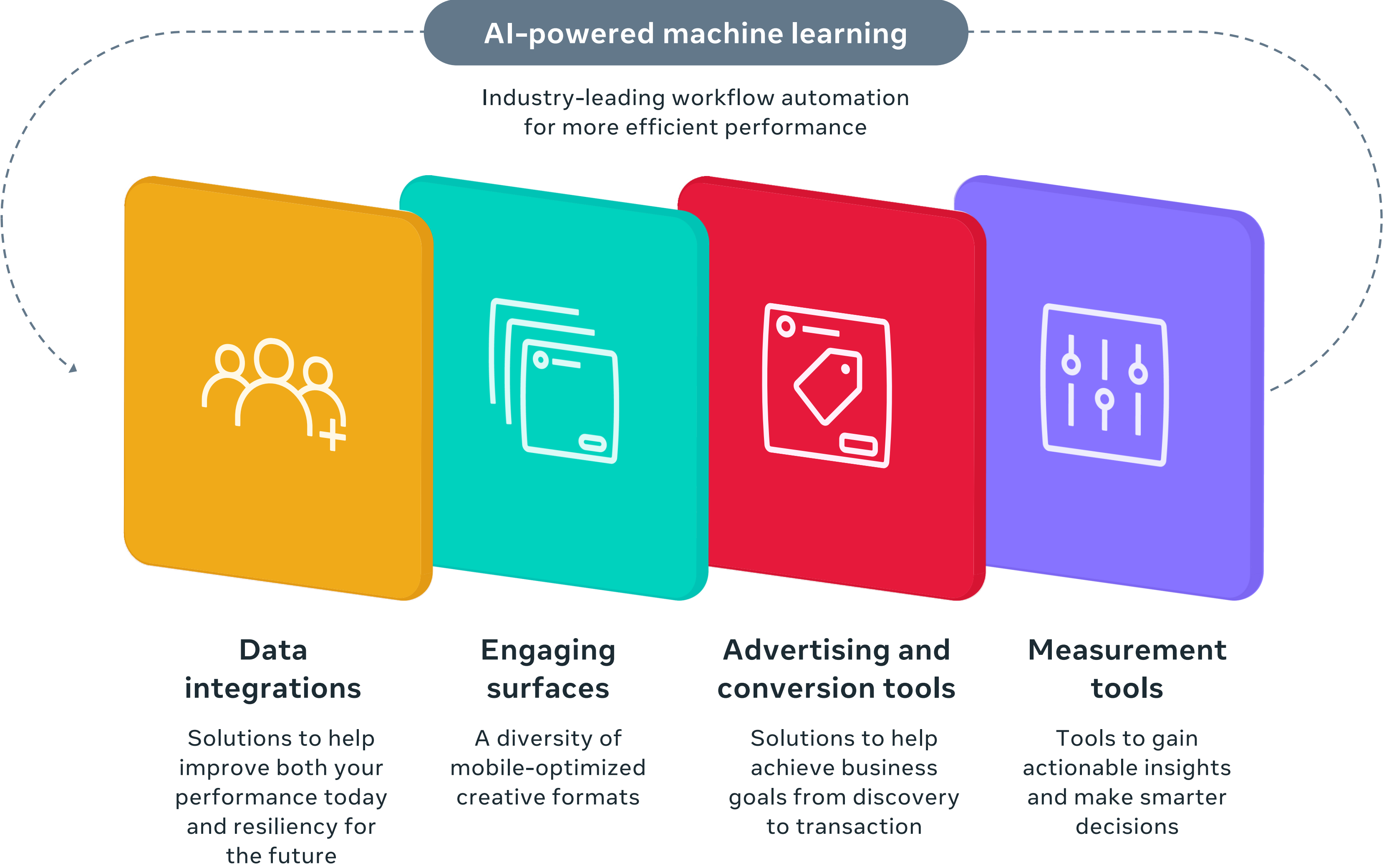
From discovery to purchase, more shopping experiences happen across Meta technologies than other platforms.

% 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.

META DISCOVERY COMMERCE SYSTEM



GREAT MARKETING STARTS WITH YOU.

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

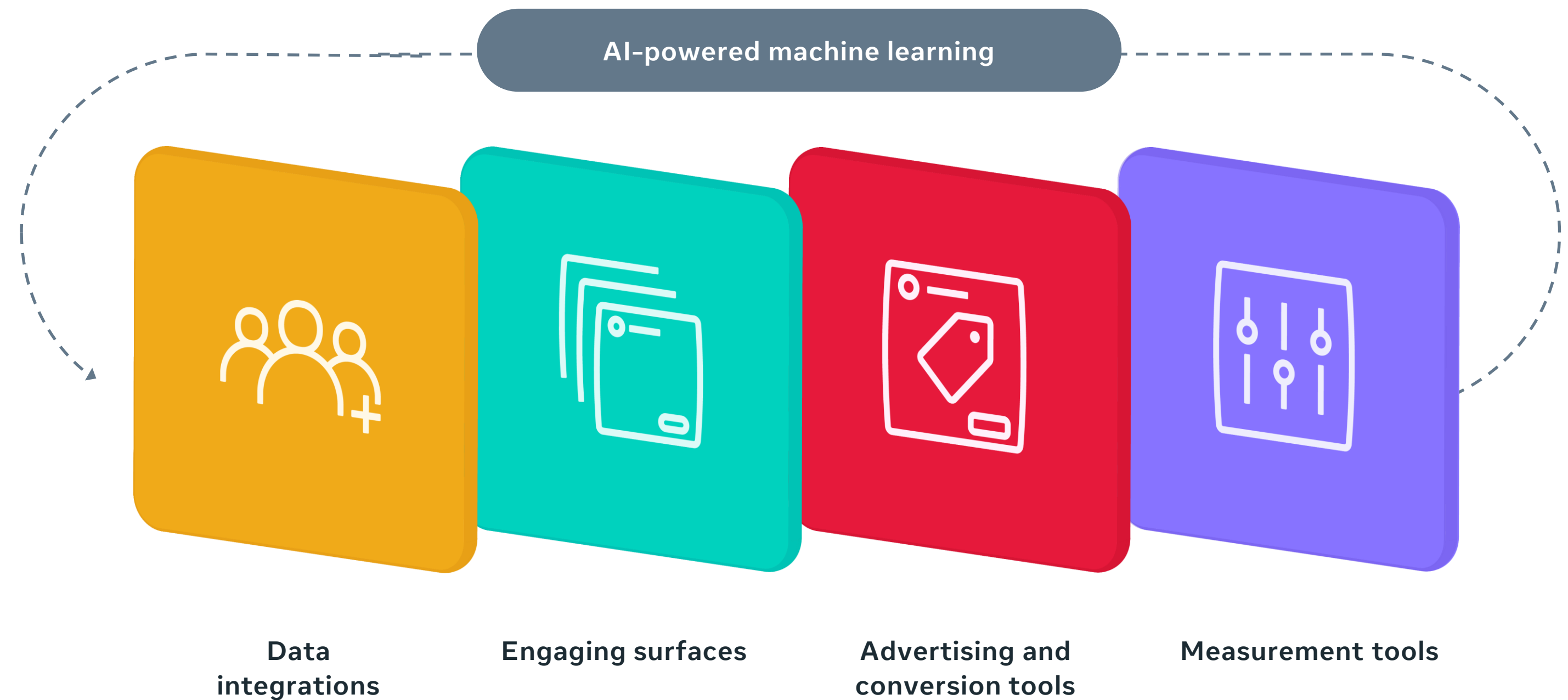
Your customer knowledge

Your great creative

Your business goals

Your rigorous measurement

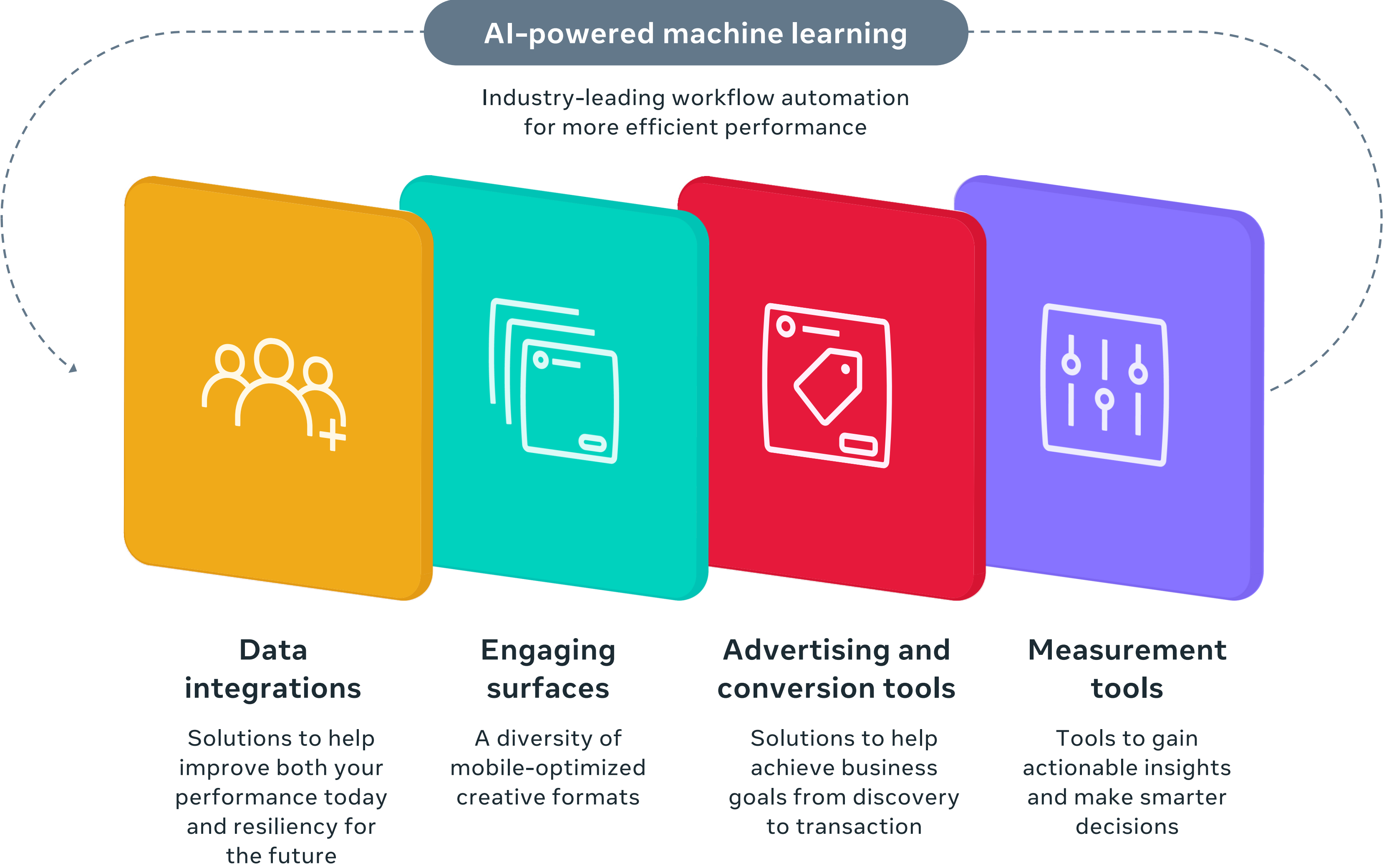
META DISCOVERY COMMERCE SYSTEM



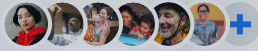
Bring your best to unlock the full value of the Meta Discovery Commerce system

- ✓ Increase ad performance by unlocking your marketing data's full potential.
- ✓ Capture 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.


META DISCOVERY COMMERCE SYSTEM



Chess Connections
34.6K members



Likes Gaming




Console controller
\$40.00



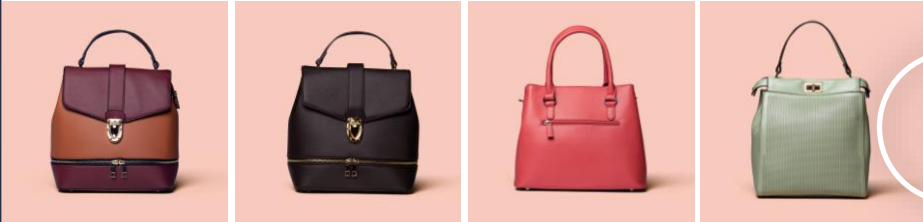
Data integrations

Integrate your customer understanding
directly and reliably

Feroldi's
Sponsored



Choose your fighter.



3.2K

Shop now

Visited Feroldi's website

Lives in West Covina, CA

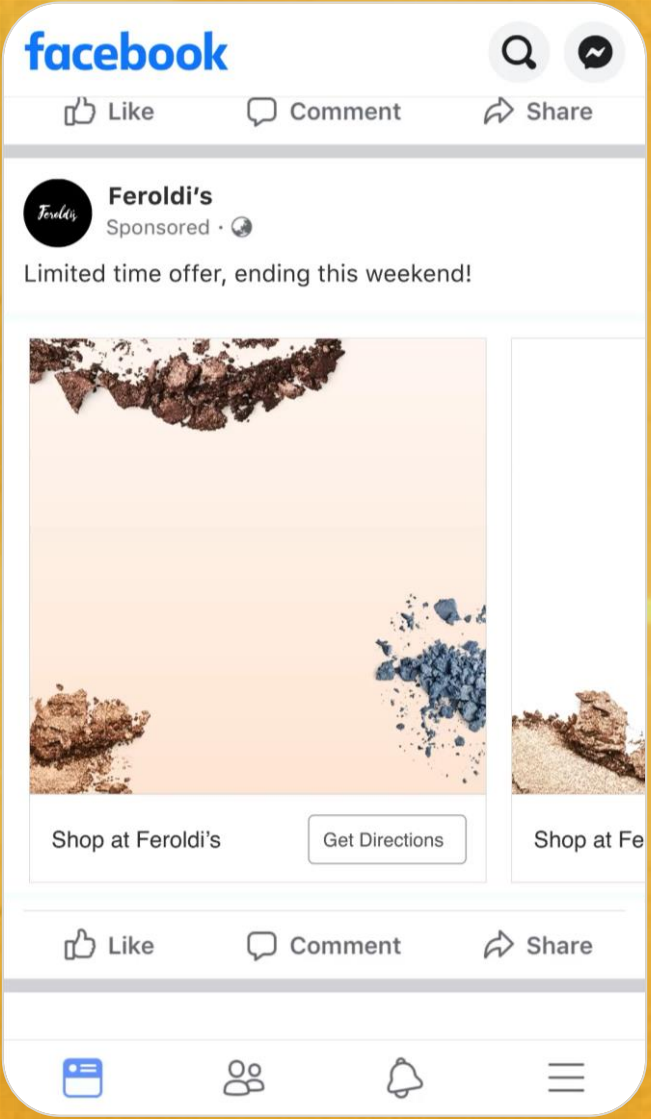
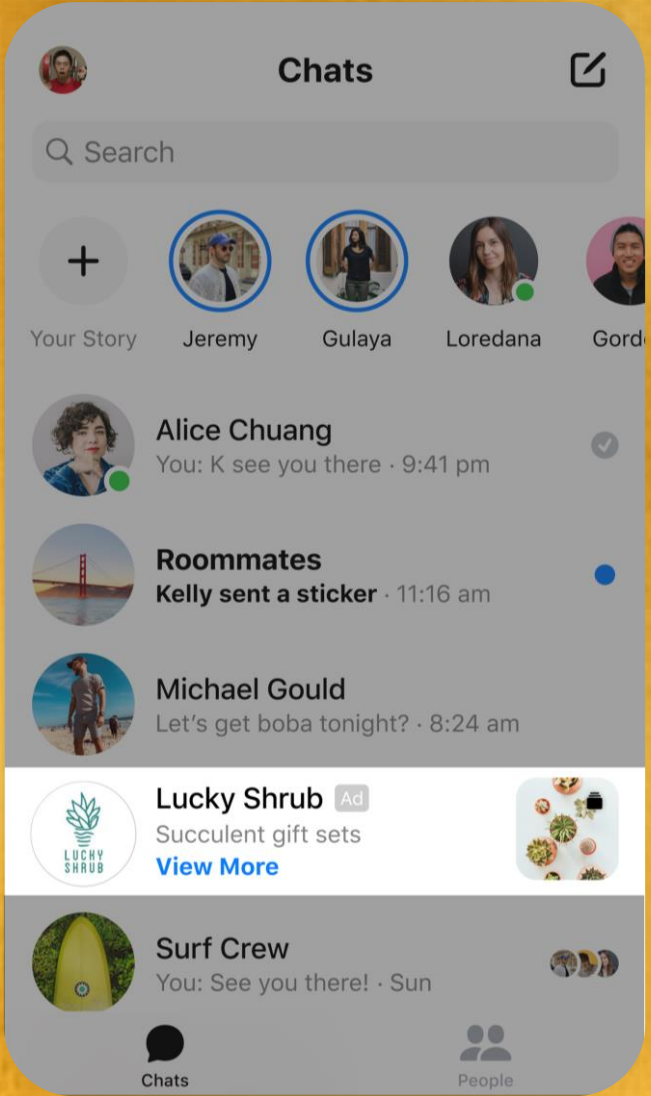
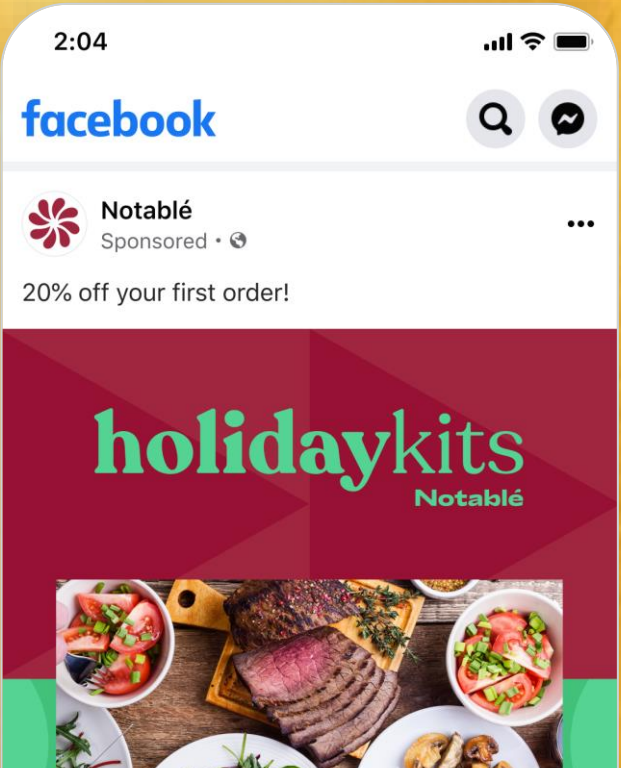
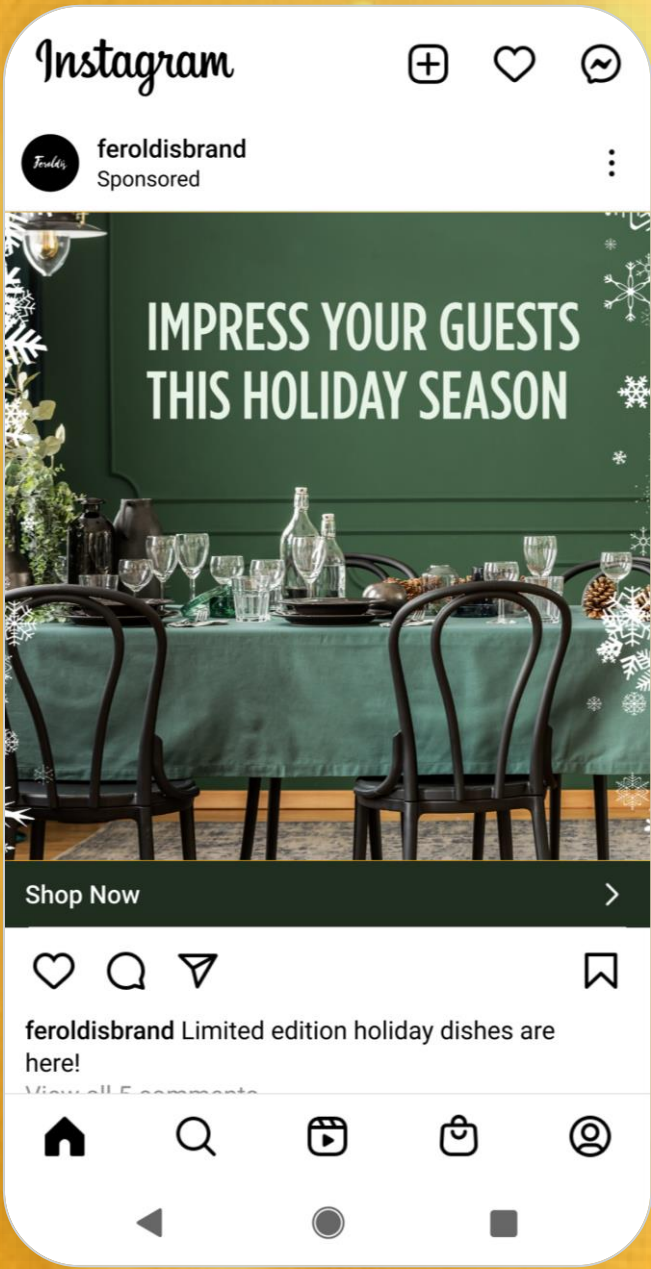
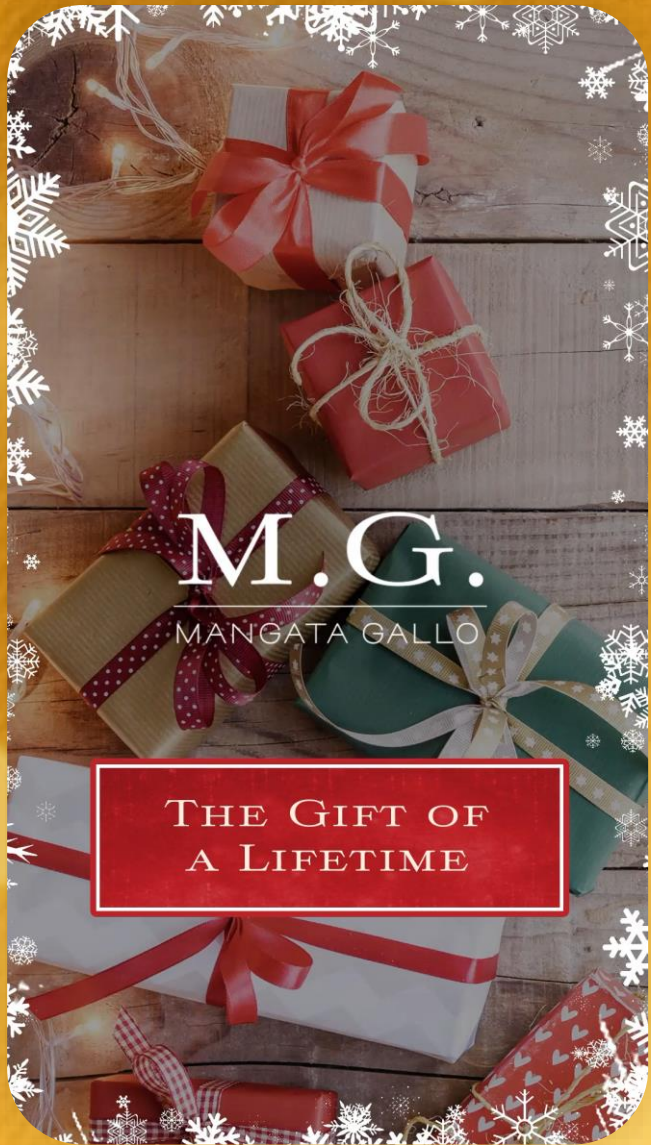
luckyshrub
Sponsored

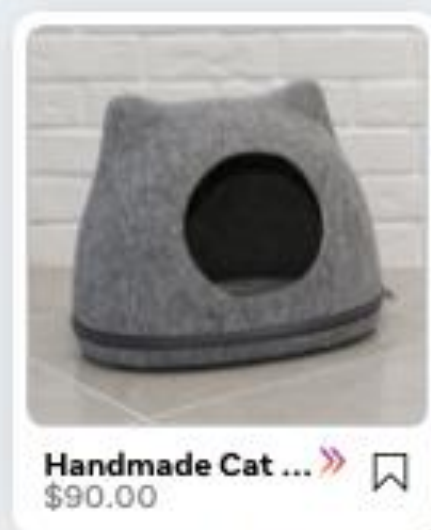


Shop now

WHY IT MATTERS

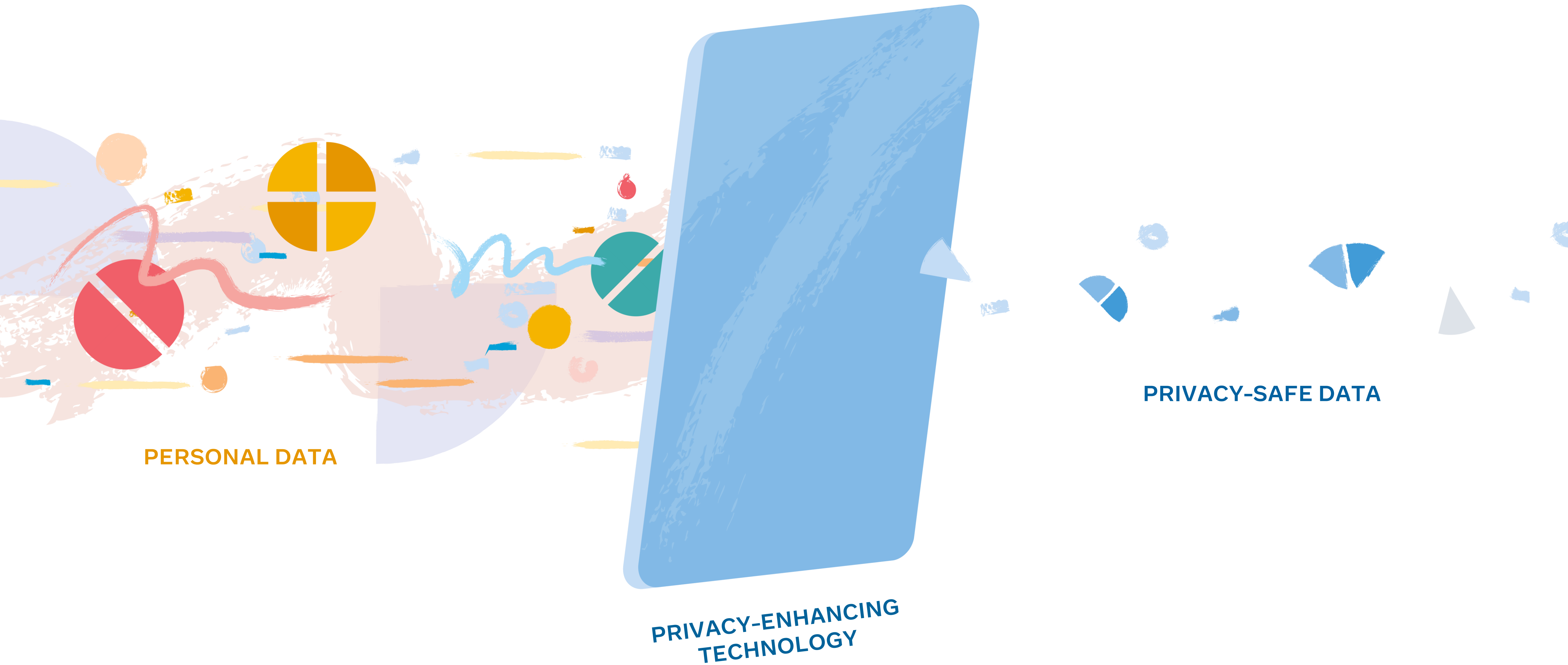
Personalization can
make the difference
between feeling
overwhelmed
or overjoyed





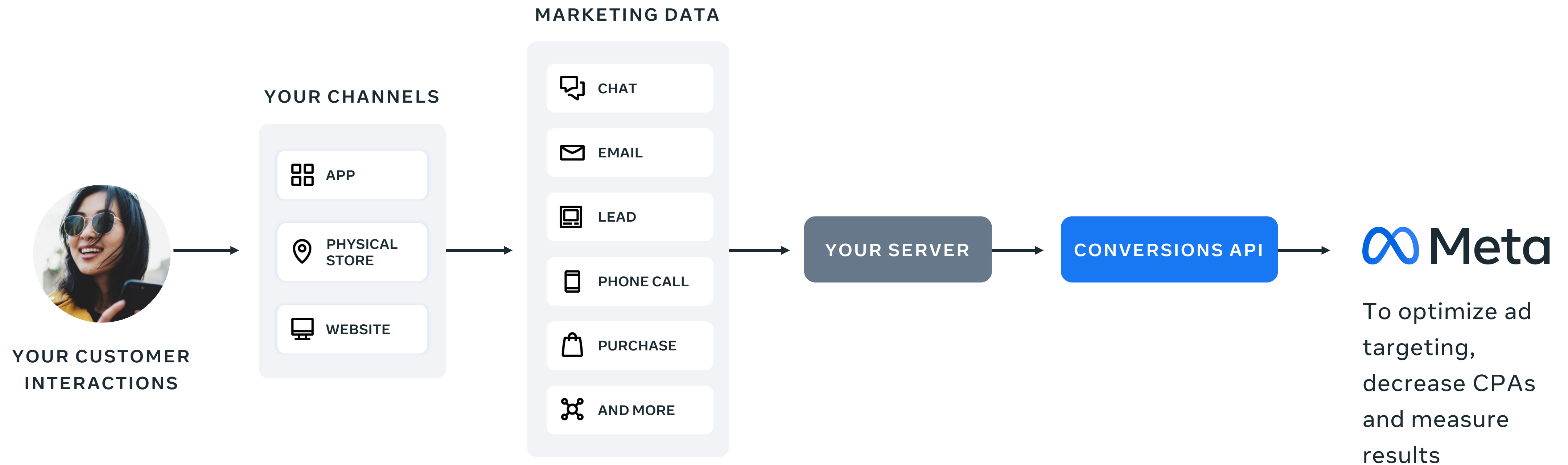
Discovery Commerce
is engineered
serendipity

Personalization and privacy can coexist

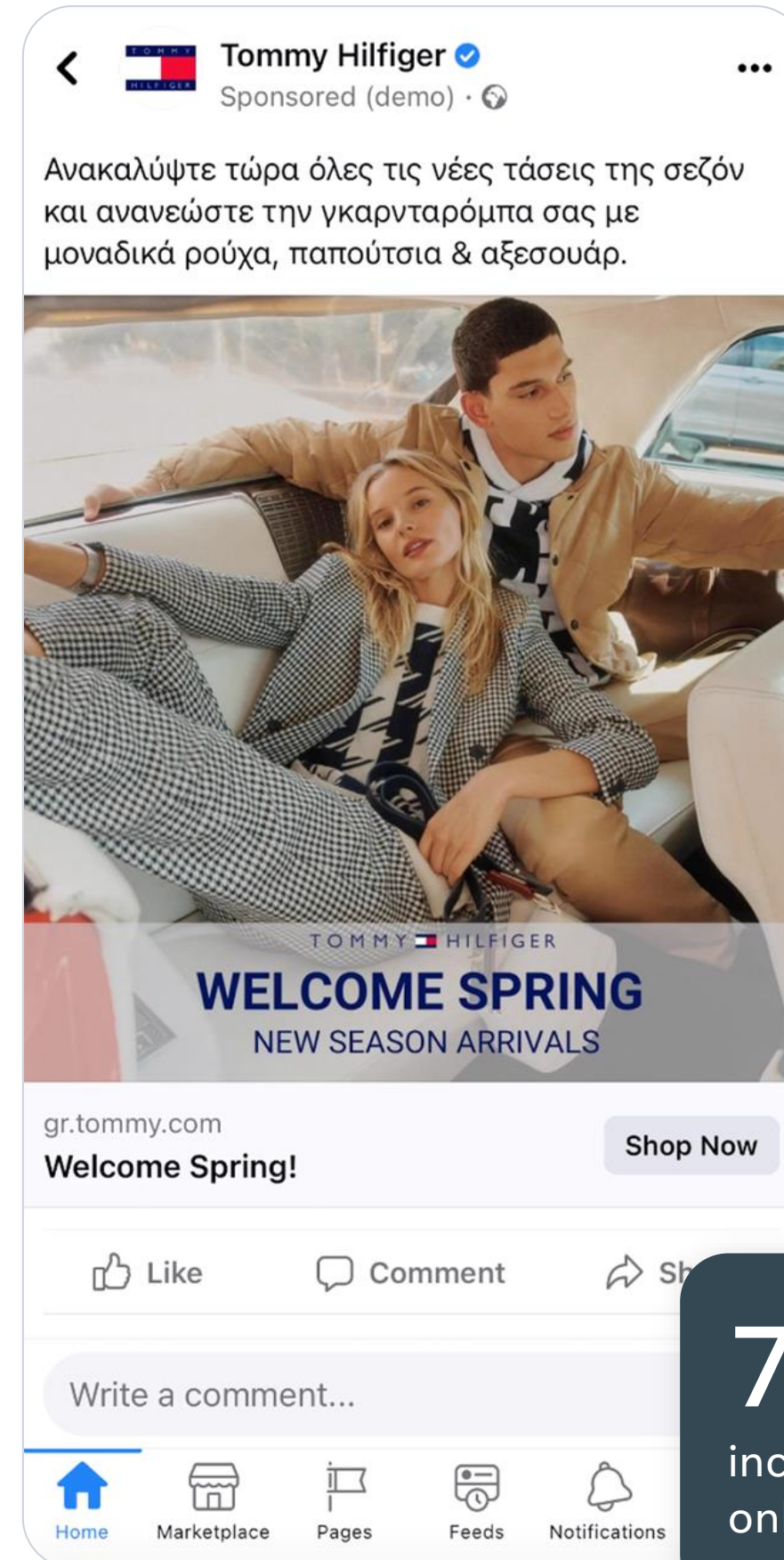


The Conversions API is a Meta Business Tool that creates a direct connection between your marketing data and the Meta system.

Resilient data sources to capture intent across surfaces and maximize data reliability

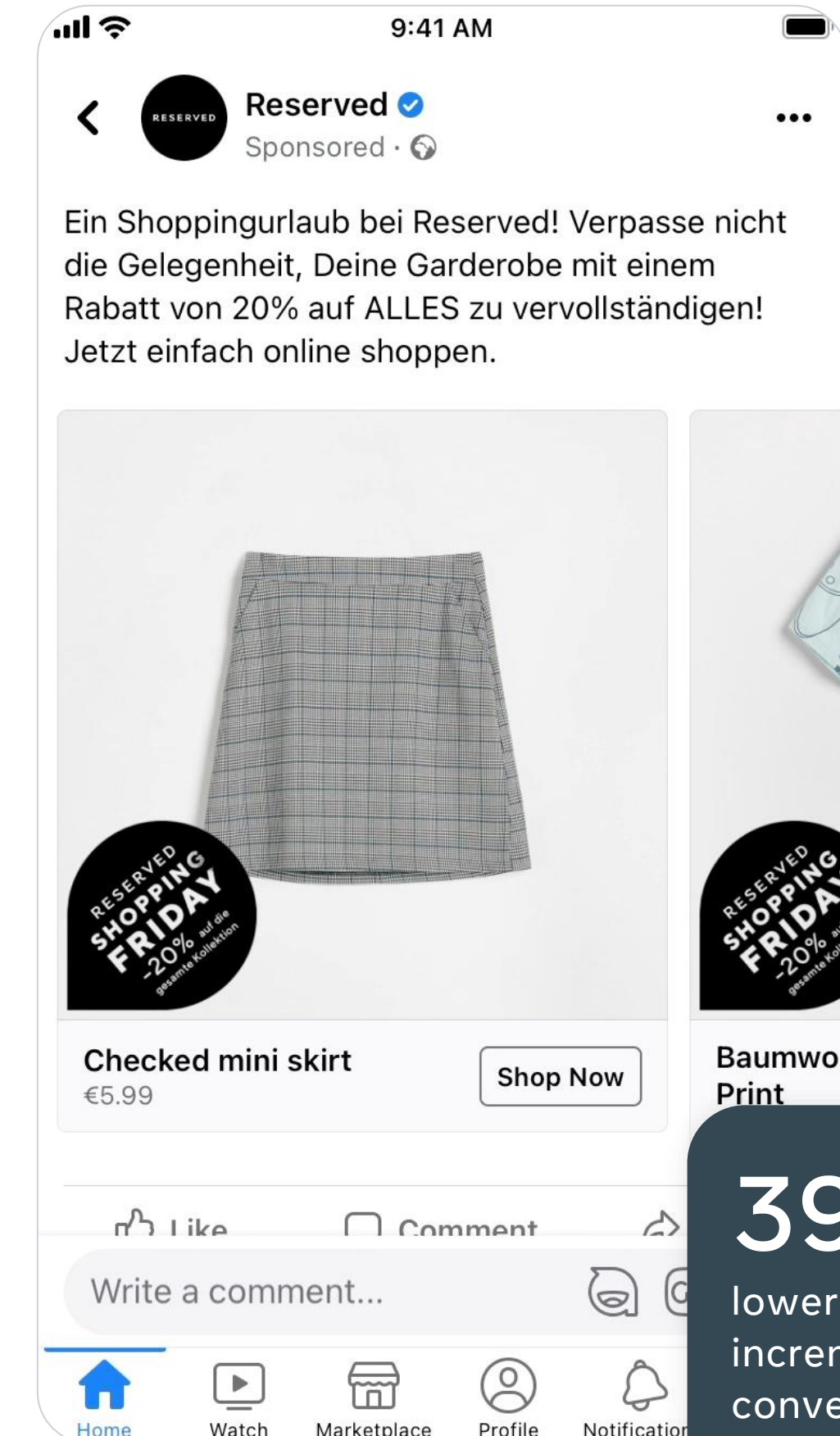


Increasing ad performance by unlocking your marketing data's full potential



TOMMY HILFIGER

Improved return on ad spend by finding new audiences

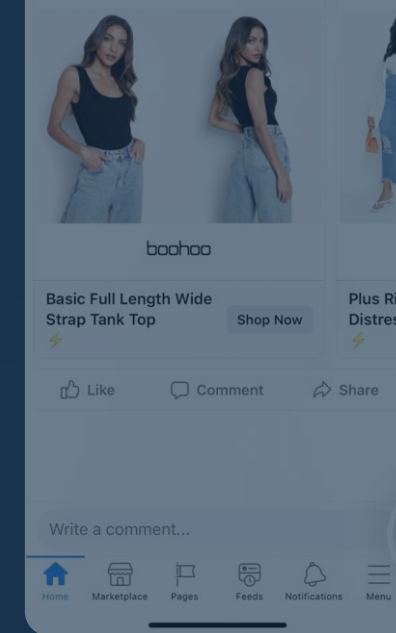


RESERVED

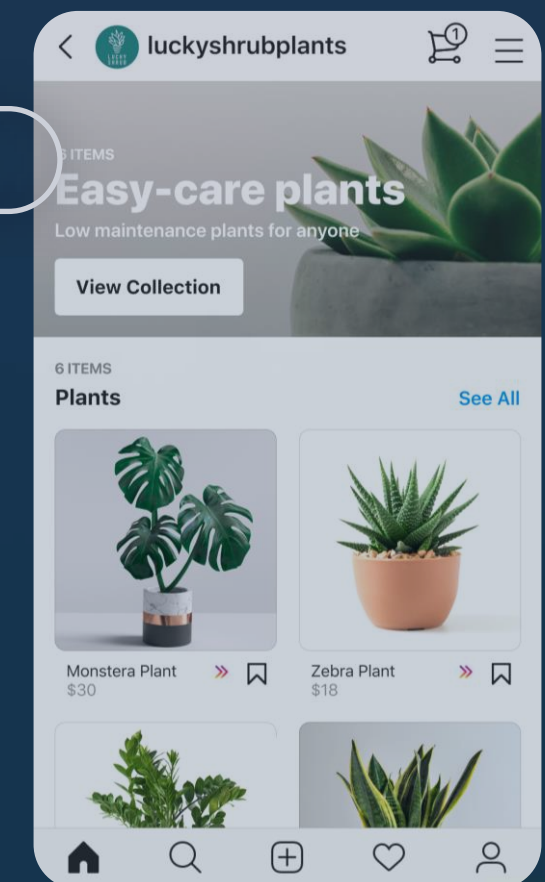
Reached people with the fashion items they'd be most interested in.



Click-to-message



Dynamic ads



Shops

Engaging surfaces

More ways to break through and bring people in with a diversity of mobile-optimized creative formats



Reels

In-Stream Video



WHY IT MATTERS

Using a mix of creative experiences helps engage and influence shoppers

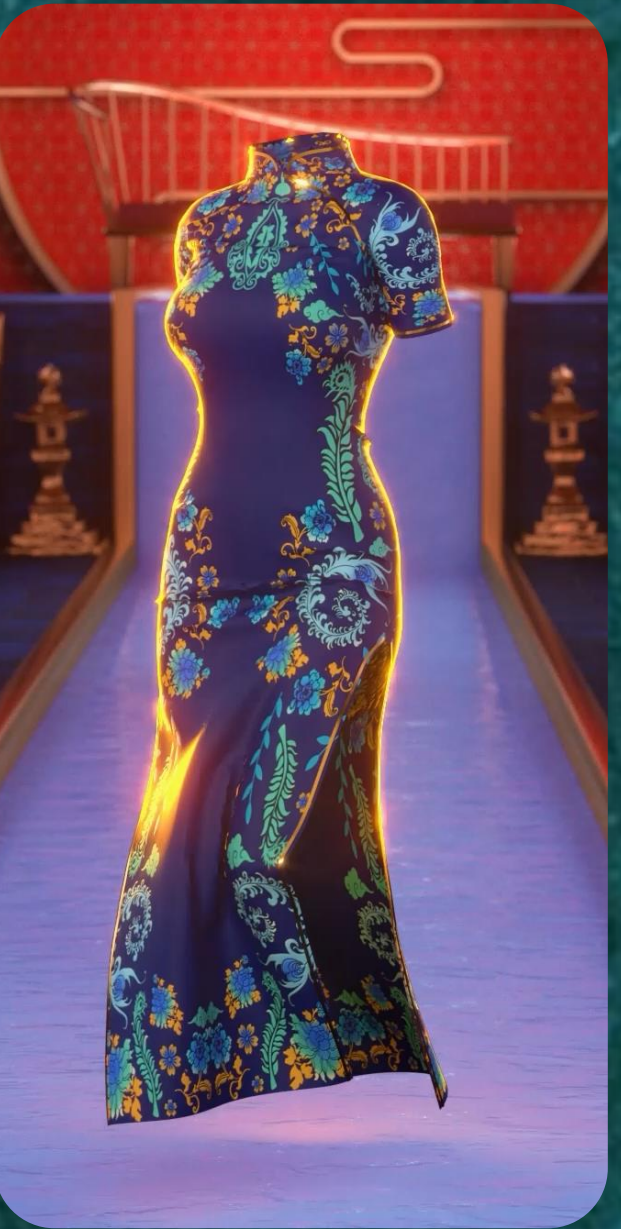
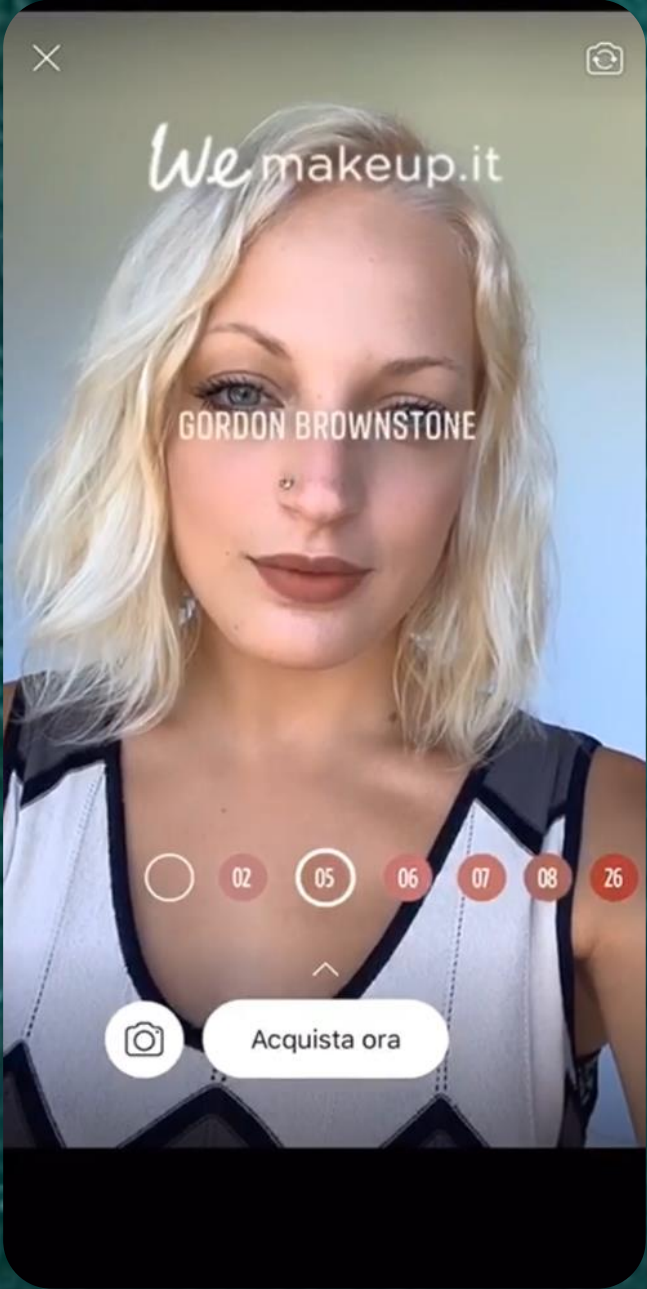
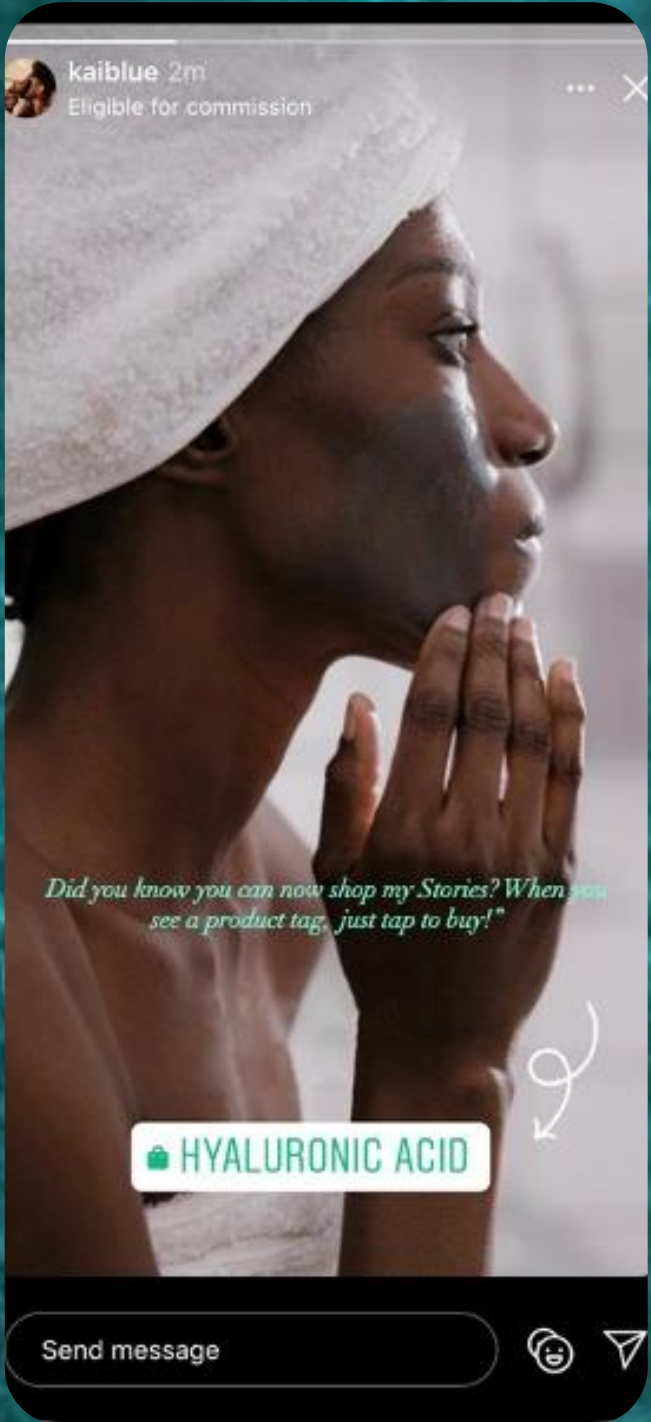
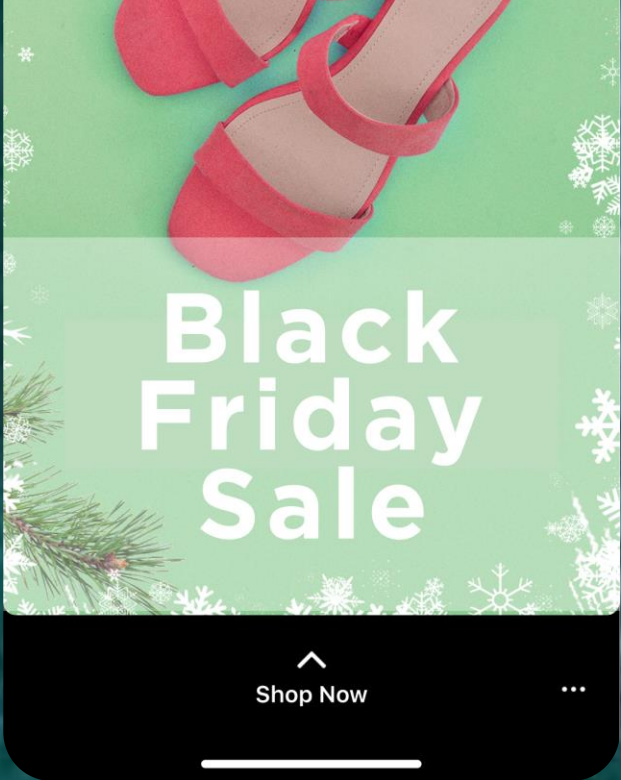
32%

increased efficiency.

9%

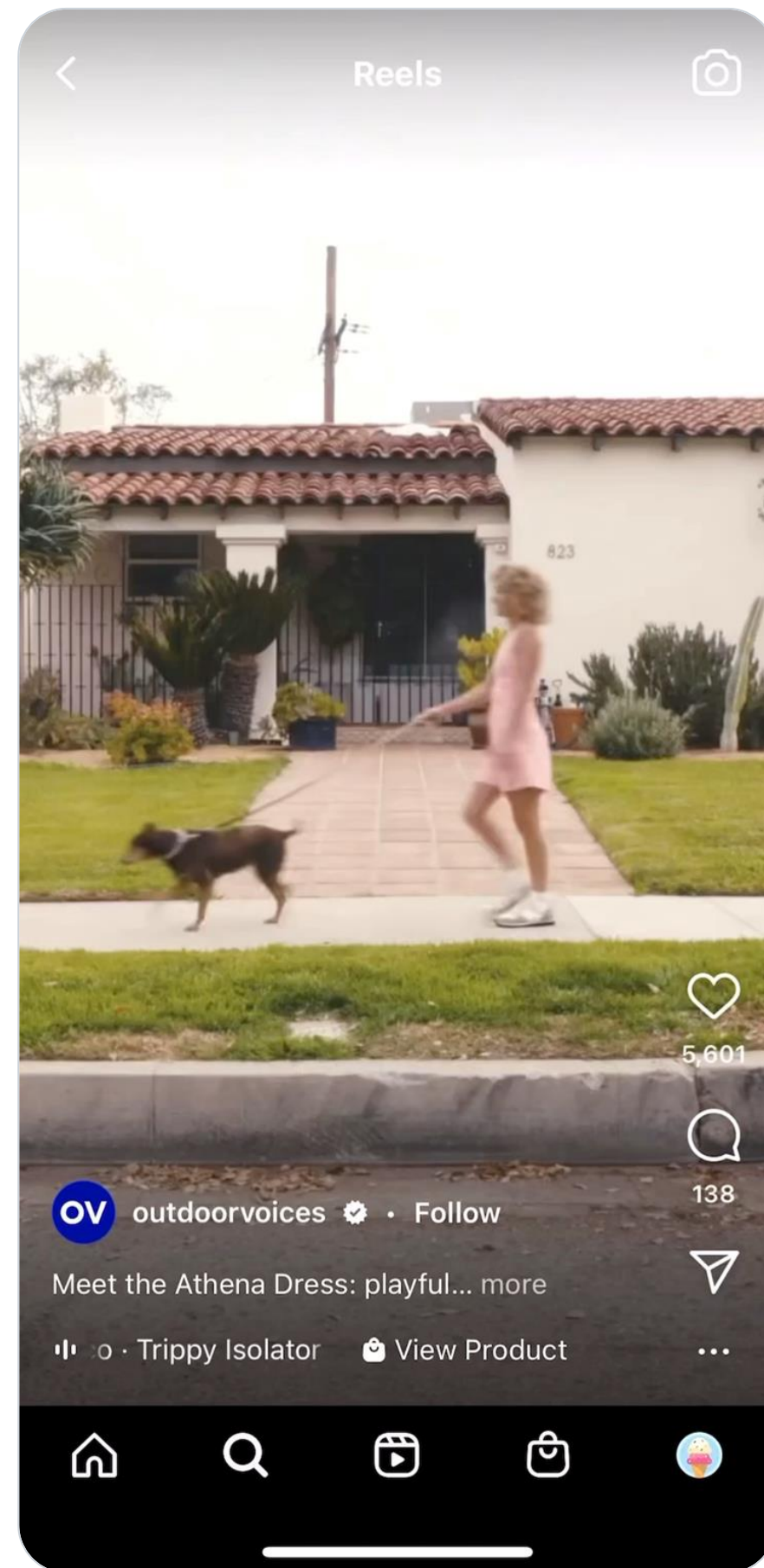
incremental reach.

Source: Internal Meta test comparing the performance of two identical vs two non-identical (creatively diverse) creatives in 2703 ad sets across verticals from 04-04-2021 to 04-26-2021.





Embracing a variety of video formats can help to achieve goals



DRIVE REACH AND ACTION



BUILD BRAND EQUITY



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.**

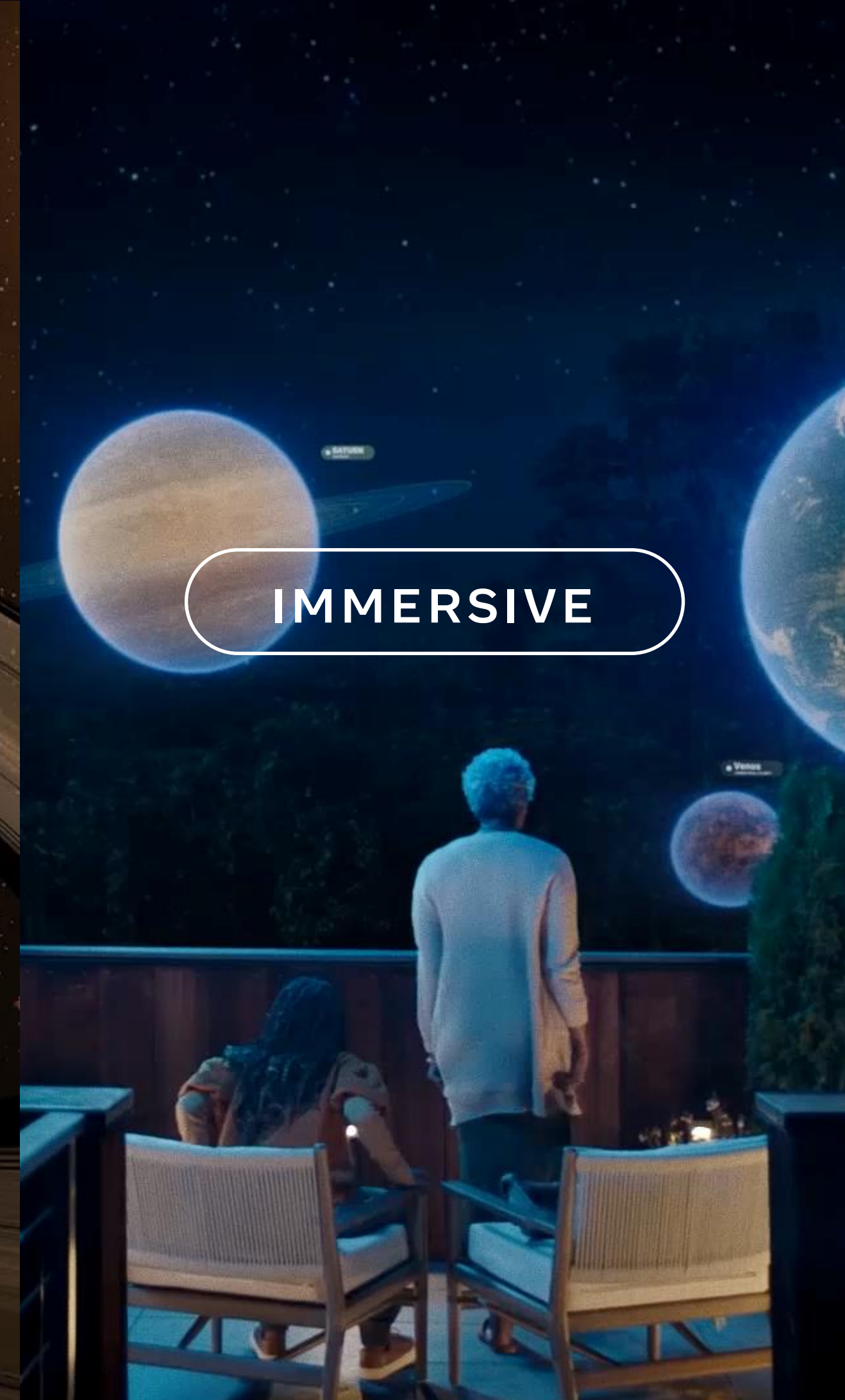
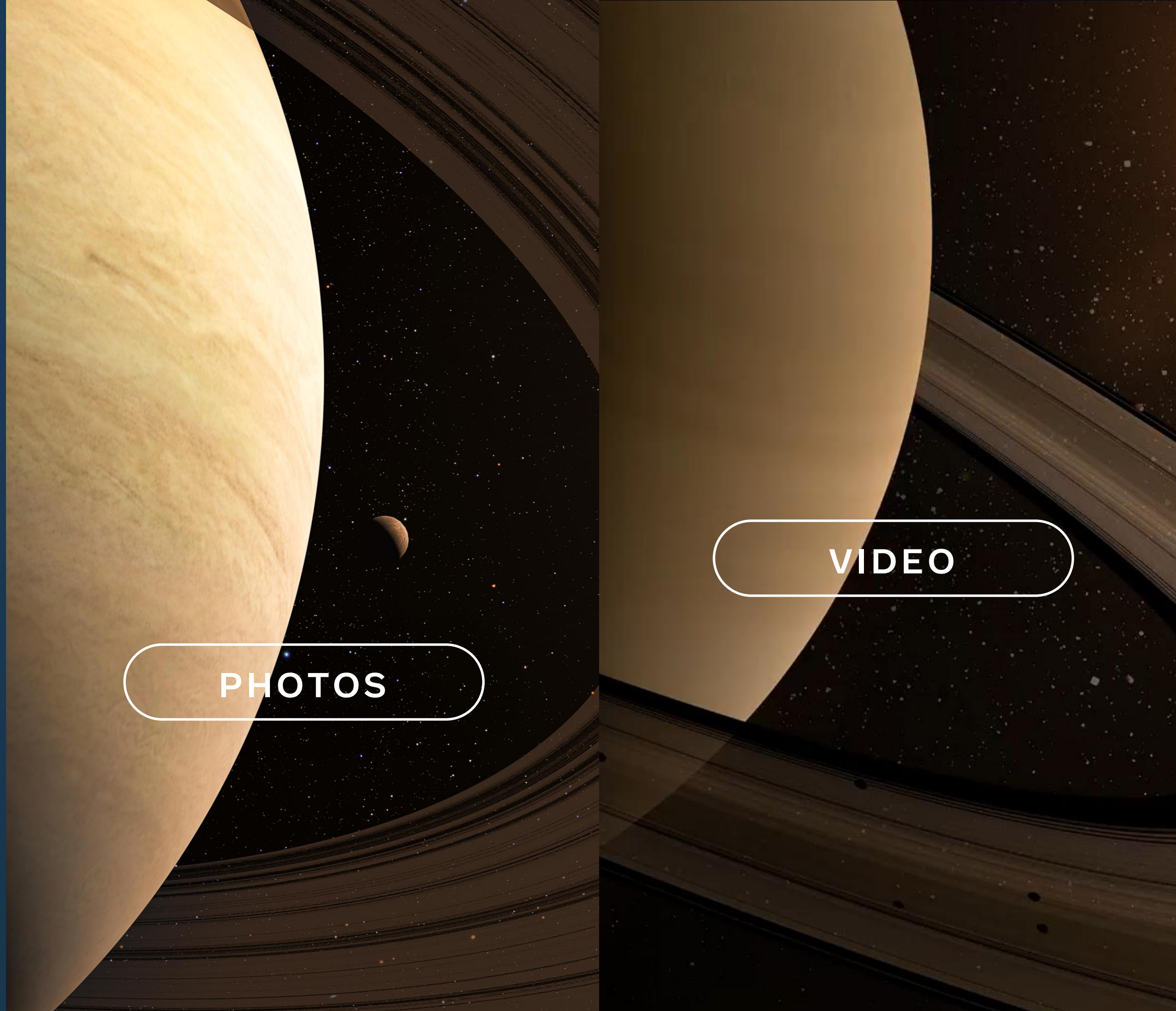
Bringing the magic of the in-store shopping experience to mobile with AR Try-on

Automatically show relevant products to people based on their interests and allow them to try on products before they buy





TEXT



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

Reels

feroldisbrand
Sponsored

INTRODUCING THE
shimmer
COLLECTION

feroldisbrand
Sponsored

Shop Now

feroldisbrand
Sponsored


INTRODUCING THE
shimmer
COLLECTION

Shop now

3.2K

Advantage+ creative



 Send message

Click to Experience


Advertising and conversion tools

Simplifying and shortening the path to purchase

 View Shop


Advantage+ shopping campaigns

Markt Goods
Sponsored



Wire basket
\$26.00

Shop now



Rosemary oil
\$18.00

Shop now

1.4K

176 shares

Advantage+ catalog ads

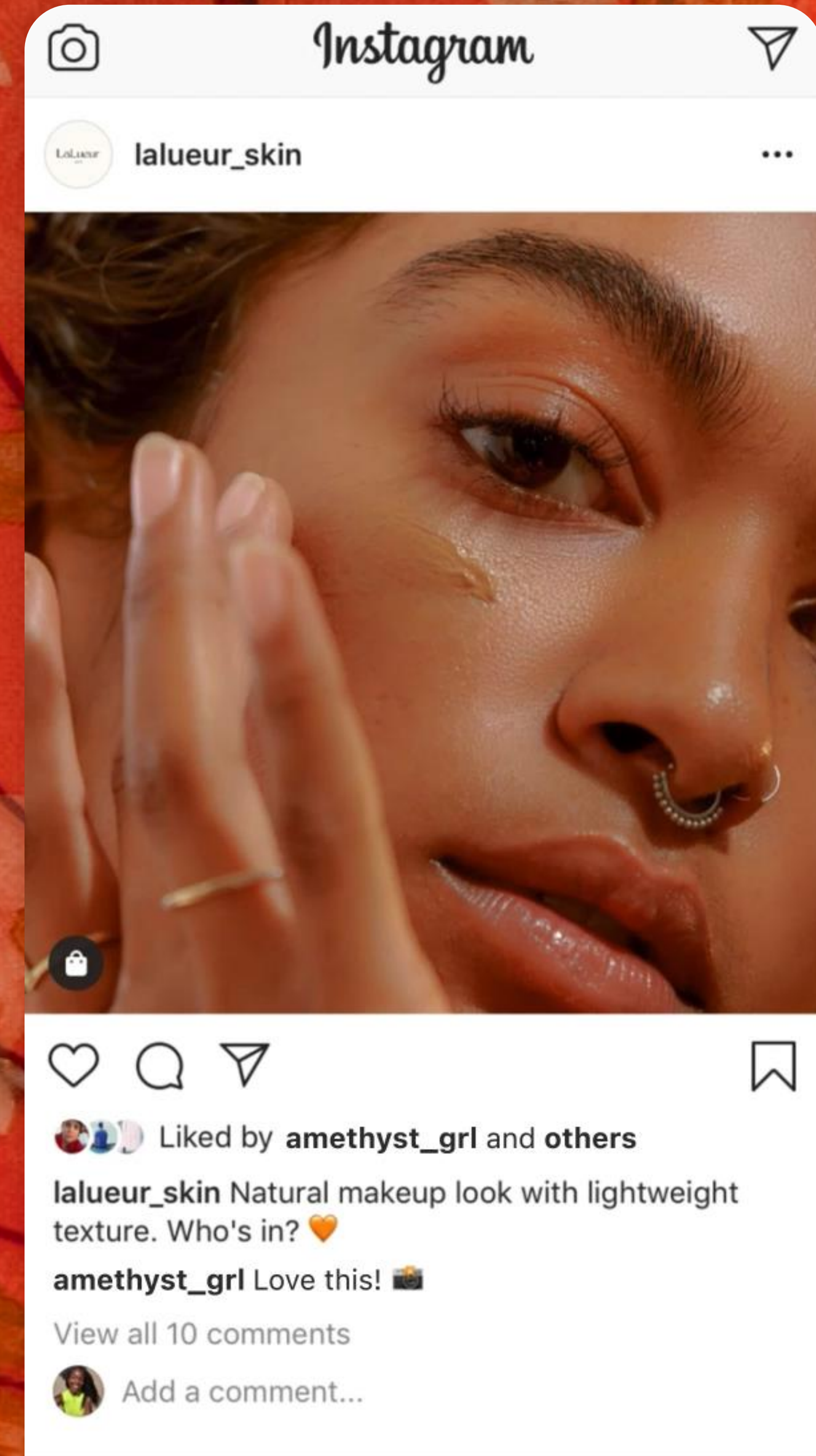
WHY IT MATTERS

A fast and easy shopping journey enables businesses to maximize spontaneous purchases

82%

of shopping carts were abandoned in North America in 2021.

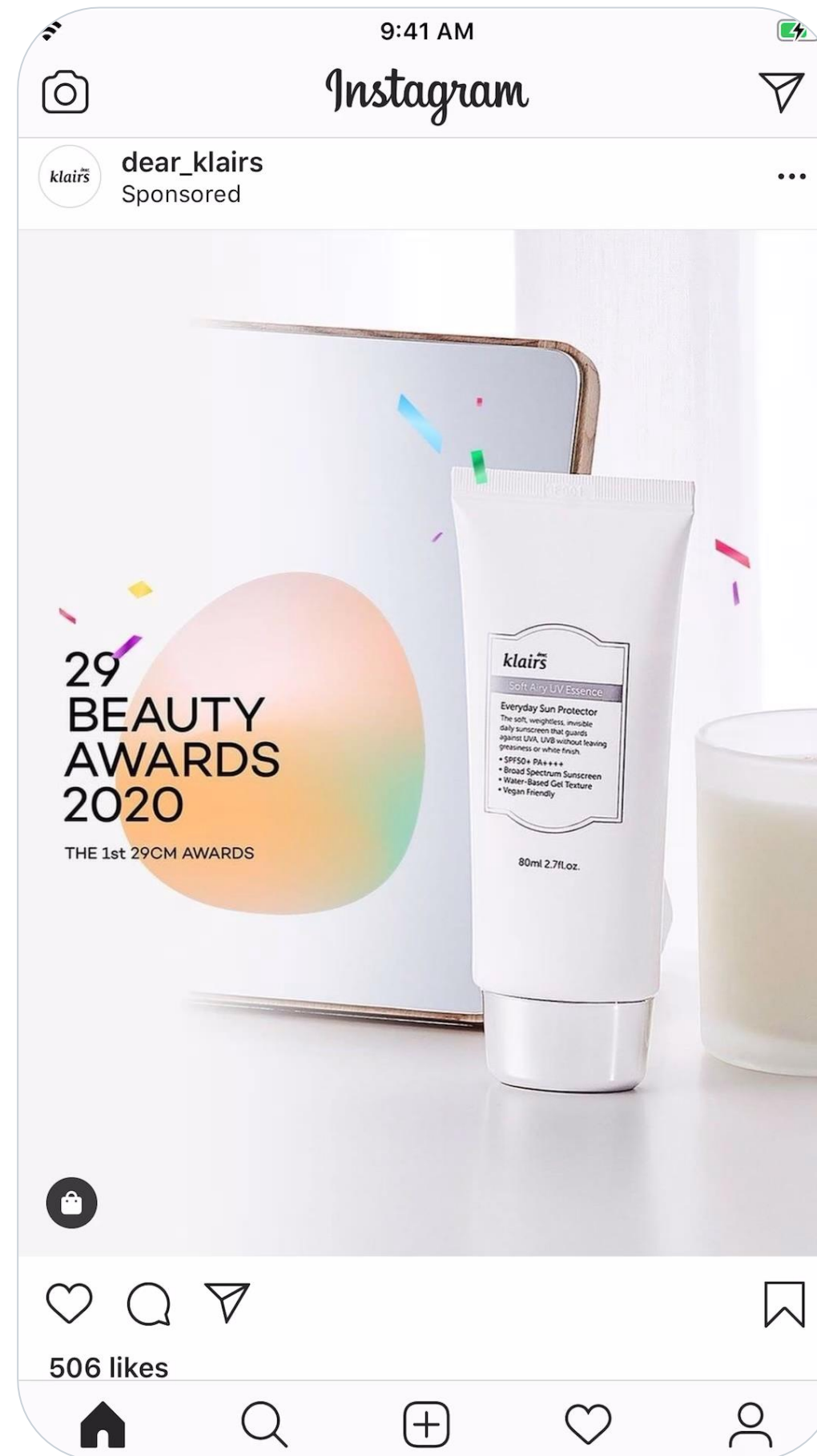
Source: "2022 Ecommerce State & Trends Report" SaleCycle, Feb 2022.



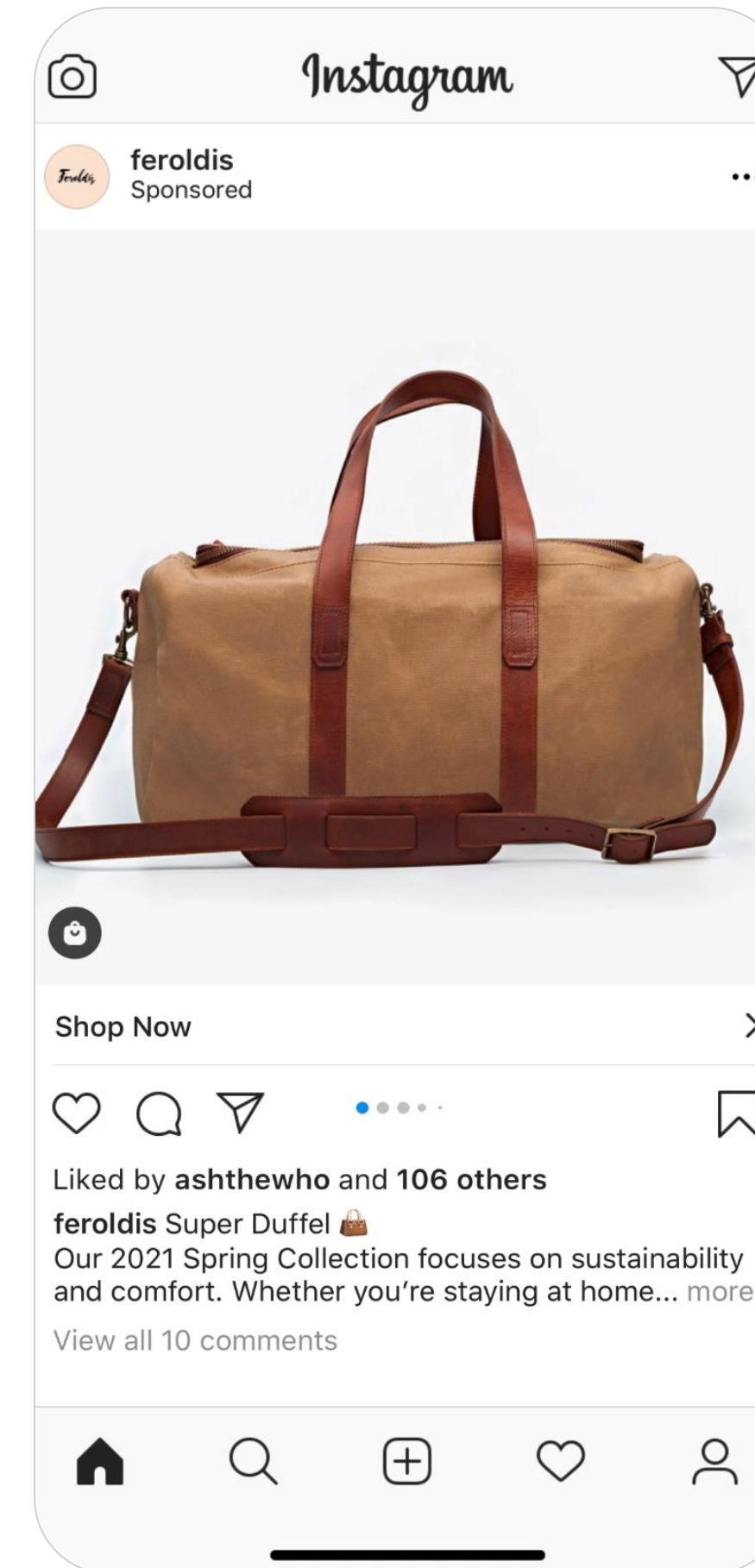


Convert demand into sales through personalized product recommendations

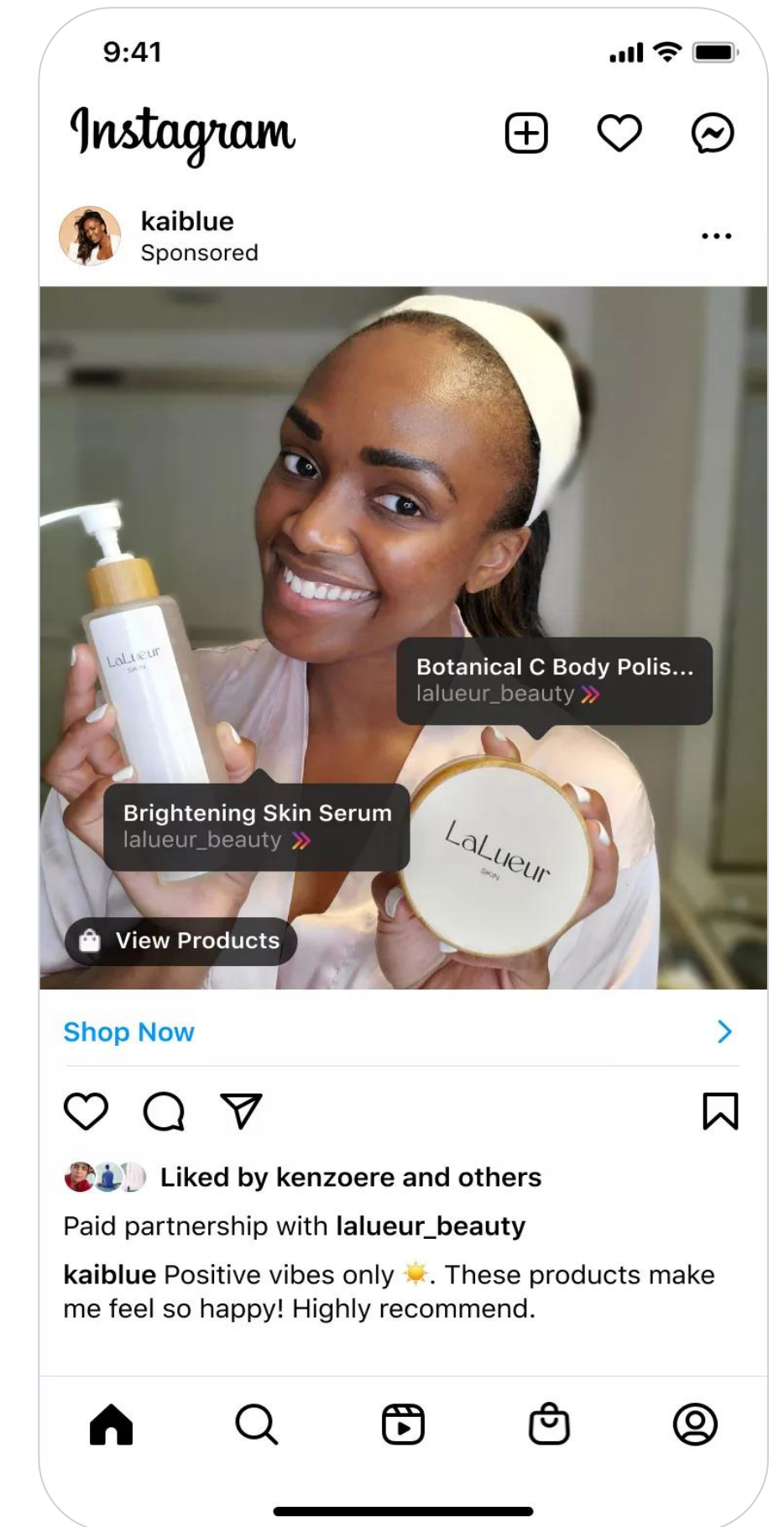
Support seamless shopping experiences



ADS WITH
PRODUCT TAGS



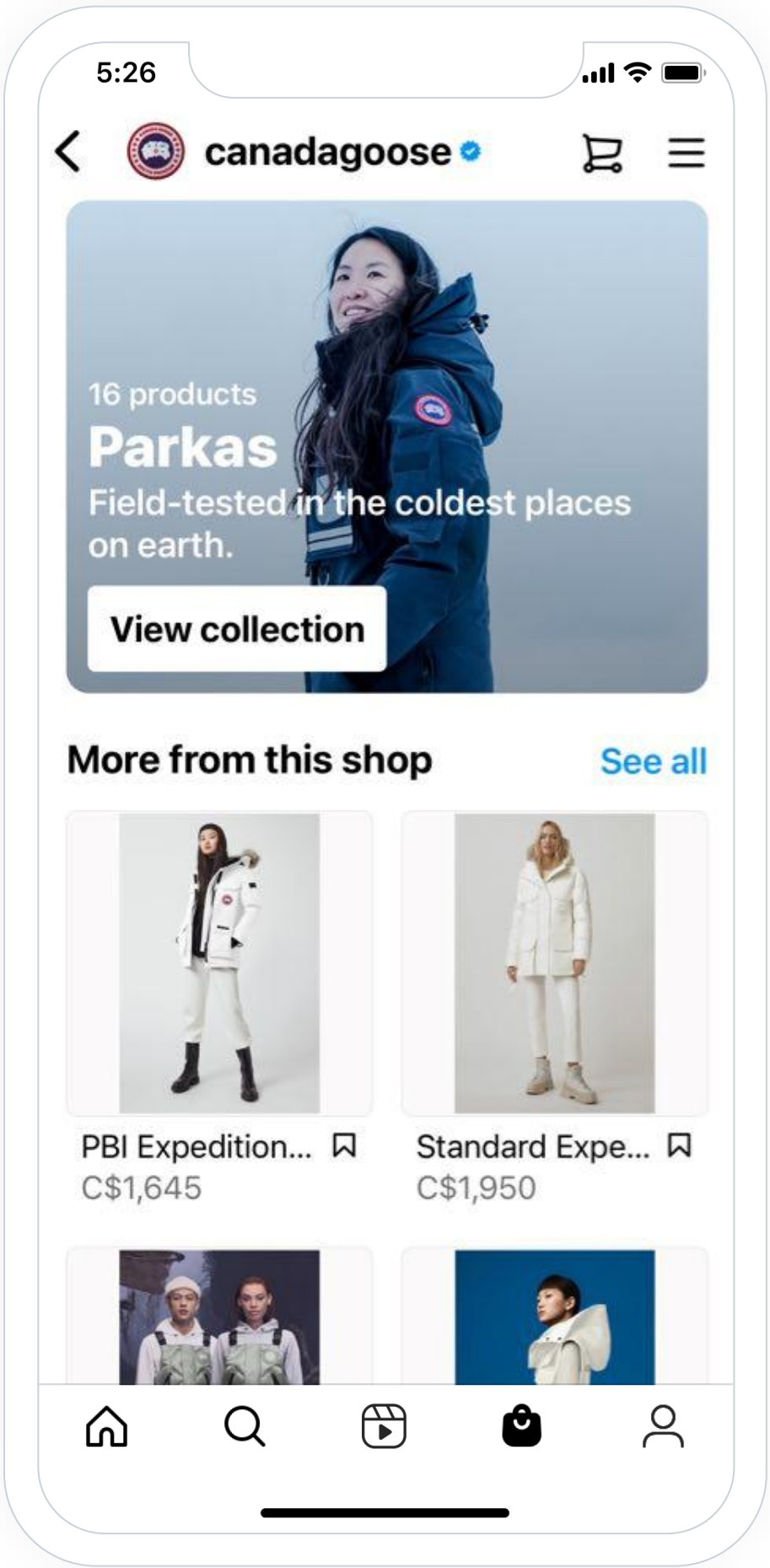
ADVANTAGE+
CATALOG ADS WITH
PRODUCT TAGS



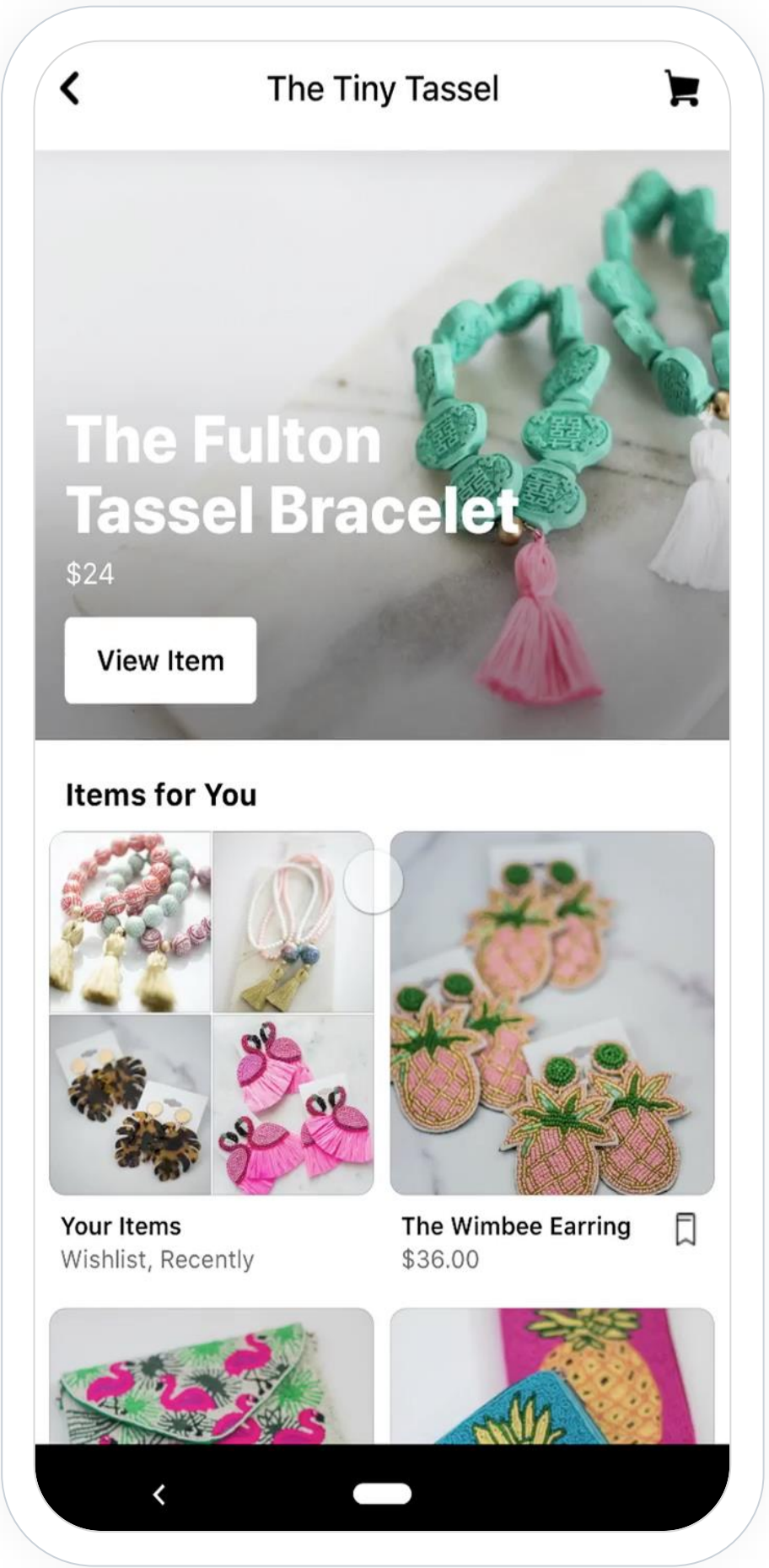
BRANDED CONTENT ADS
WITH PRODUCT TAGS

Enabling commerce through Shops

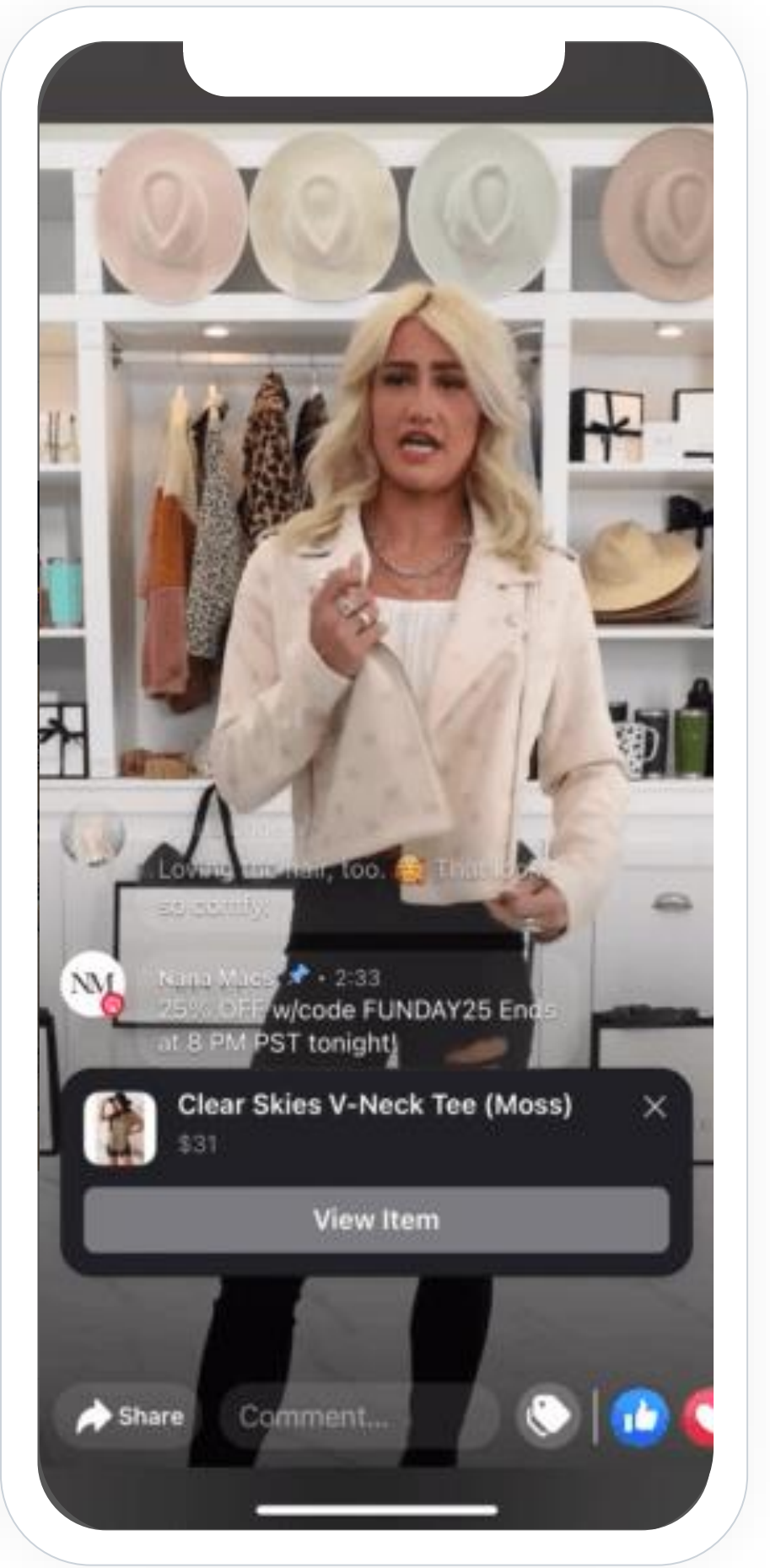
Help your customers discover new brands and products they love in places they're already spending time



Shops




Checkout*



Live shopping*

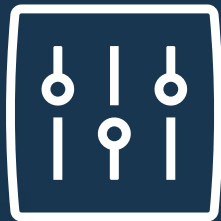
*not yet available in Canada

 **Experiments**




A/B Testing

Audience Insights

 **Audience**



Top added to cart

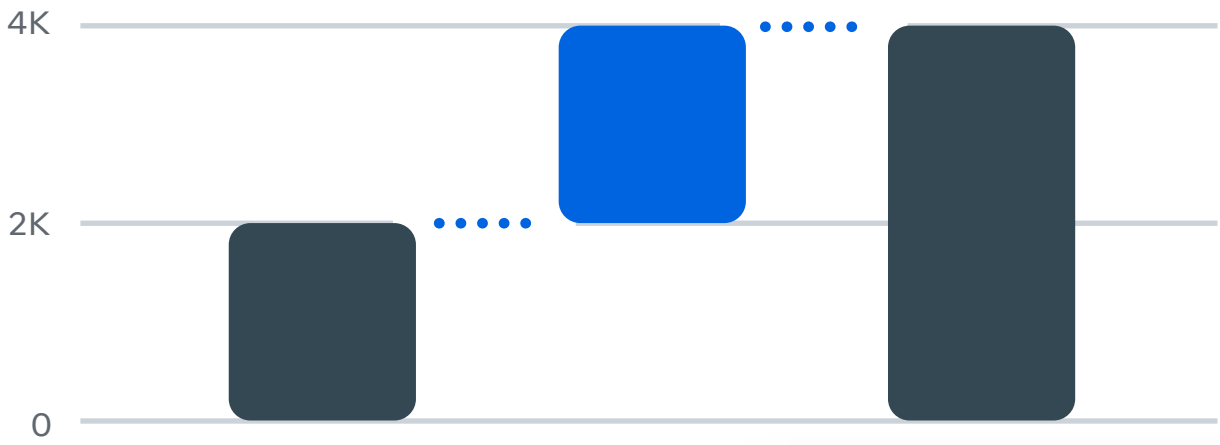
	Breakfast Blend \$14 102 adds to cart
	Rainforest Blend \$14 96 adds to cart
	Organic Colombian \$16 74 adds to cart

Compare top products


Measurement tools

Making smarter decisions with actionable insights

Conversion Lift ⓘ	Cost Per Conversion Lift ⓘ
2,034	\$136



Conversion lift studies

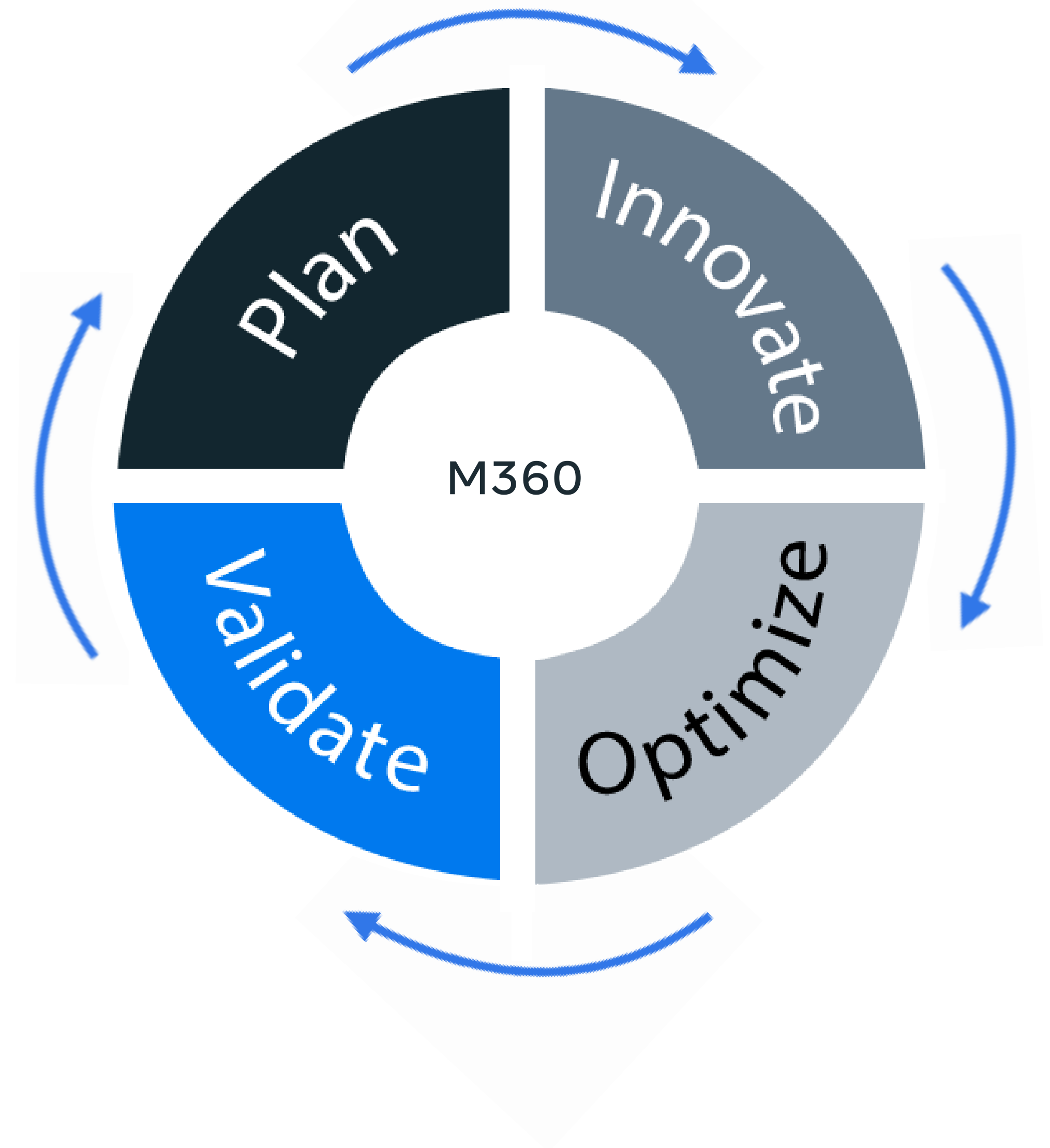
 **Results**

Ads Reporting

Change is a constant—and it's a challenge advertisers must anticipate in today's world.



Measurement 360 framework





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

Discovery Commerce is the present, and the future, of shopping



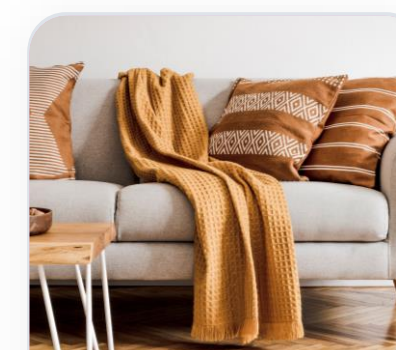
@chantouflowergirl
19.2K followers



Handmade
Ceramic Bowl
\$32



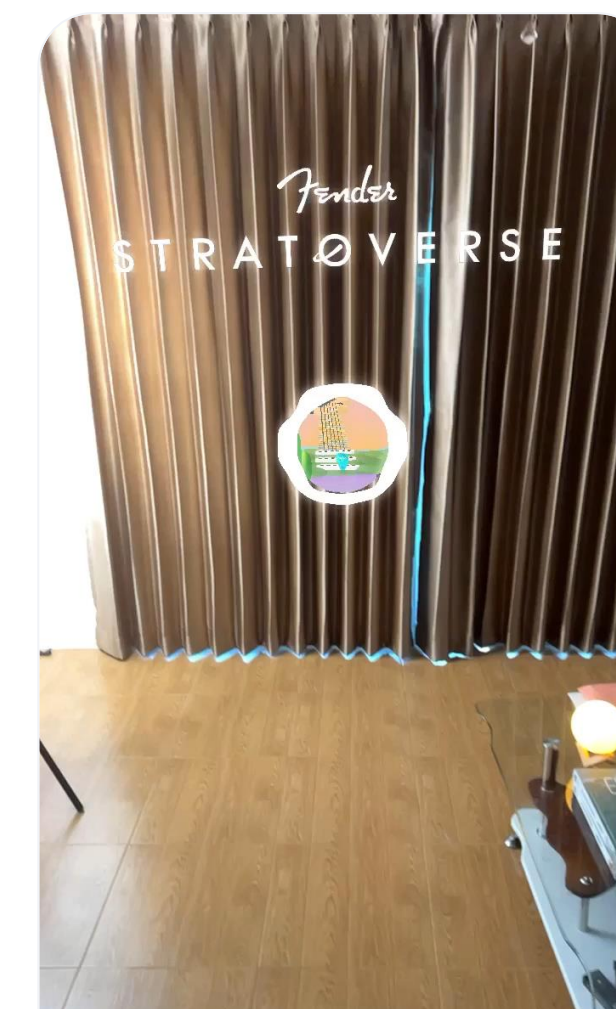
@kaiblue
309K followers



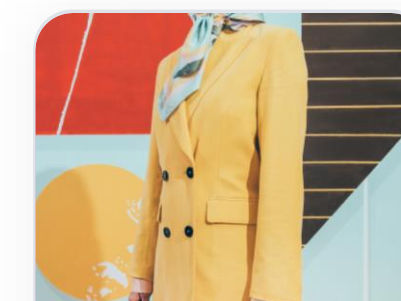
Oversized Rib
Knit Throw
\$105



Feroldi's
Retail store



Zoomture



Fireside discussion



Brooke McKay

Client Partner, eCommerce
at Meta



Duncan Blair

SVP, Marketing
Article