

CROSS-BORDER BUSINESS HANDBOOK

# Going global with Facebook

2016

**facebook**

## Going global with Facebook

People around the world are more connected than ever. In 2012, there were only 2.7 billion people on the Internet. By 2018, that number is expected to be 3.82 billion—a growth of 30%.<sup>1</sup> And last year, more than 900 million people around the world had at least one international connection on social media.<sup>2</sup>

These globally connected people are becoming global consumers. 361 million people worldwide have participated in cross-border e-commerce, and 429 million are international travelers.<sup>3</sup>

With 1.7 billion monthly active users<sup>4</sup>—one-fifth of the world's population— Facebook is uniquely positioned to help you reach your customers, wherever they are. People on Facebook and Instagram are at the center of personal connection and discovery. They are open to learning about new products.

According to our research, about 50 million businesses use Facebook to find customers, and 30 percent of their fans are from other countries.<sup>5</sup>

This cross-border business handbook was created to help you discover how Facebook can help your business grow. You'll find a wide range of information to help you communicate effectively with potential customers around the world. Each country section

begins with basic demographic information, followed by notable industry information that includes various business sizes, the scale of online shoppers, the number of smartphone users and more. Then, consumer behaviors on Facebook are covered. For example, you'll learn that the top categories discovered by Facebook users in France are entertainment, cosmetics, tech and luxury fashion.<sup>6</sup> And that 70% of Malaysians surveyed have seen or searched for information on Facebook before purchasing.<sup>7</sup>

It's never been a better time to reach new customers and new markets. We hope you use this handbook to take advantage of the opportunities your business has around the globe with the power of Facebook.

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<sup>1</sup>eMarketer Apr. 2016

<sup>2</sup>“Digital Globalization, The New Era of Global Flows”, McKinsey Global Institute, Feb. 2016

<sup>3</sup>“Digital Globalization, The New Era of Global Flows”, McKinsey Global Institute, Feb. 2016

<sup>4</sup>Facebook 1st Quarter Report, 2016

<sup>5</sup>Facebook Internal Data, Dec. 2015

<sup>6</sup>EMEA Country Profile Study, GfK (Commissioned by Facebook), France, December 2015, N=1000

<sup>7</sup>Malaysian on Facebook, TNS Study (Commissioned by Facebook), 2014. N = 1069

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### PG 116 INSTAGRAM BEST PRACTICES

Population: 24 Million<sup>1</sup>

Age Structure



51% of Men and 45% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# AUSTRALIA

TOP 5 CITIES by population<sup>4</sup>

Sydney | Melbourne | Brisbane | Perth | Adelaide

Official language: English 97%

Major Religion: Christianity<sup>5</sup>

GDP PER CAPITA PPP 2017 (projected)  
**\$44,915**

GDP PER CAPITA PPP 2020 (projected)  
**\$48,674**

facebook

2016 (projected)  
E-Commerce size<sup>8</sup>

## \$21B

2018 (projected)  
E-Commerce size<sup>8</sup>

## \$24B

INTERNET POPULATION<sup>9</sup>



**21 Million**

DIGITAL SHOPPERS<sup>8</sup>



**12.1 Million**

SMARTPHONE USERS<sup>9</sup>



**14.6 Million**

### OVERVIEW

RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)

## \$330 Billion

2020 (PROJECTED)

## \$349 Billion

FACEBOOK ACCESS<sup>3</sup>

15% used Android



accessed FB by using only mobile



used both desktop & mobile



used iphone, ipod or ipad

FACEBOOK APP USAGE<sup>10</sup>

DESKTOP



**14 Million** Monthly Active Users

MOBILE ONLY



**13 Million** Monthly Active Users

TIME SPENT<sup>11</sup>



**1.5x** more time spent on Facebook vs Youtube

facebook YouTube

GAMING INDUSTRY<sup>12</sup>



Average annual spend of **\$175.71** per gamer is well above regional average.

GAMER SIZE

**12.1 Million**

ANNUAL ESTIMATE

**>\$2 Billion**

40% of Australian PC/MMO players use Steam to download games.

DIGITAL TRAVEL SALES<sup>8</sup>



2017 (PREDICTED)

**\$7.07 Billion**

18%

Time spent on Facebook compared to online media time spent<sup>13</sup>



**92%** of students below 25 years old access Facebook on a daily basis <sup>7</sup>

**83%** of 16-24 year olds access Facebook on a daily basis <sup>7</sup>

**67%** of mums access Facebook on a daily basis <sup>7</sup>

People check Facebook <sup>7</sup>

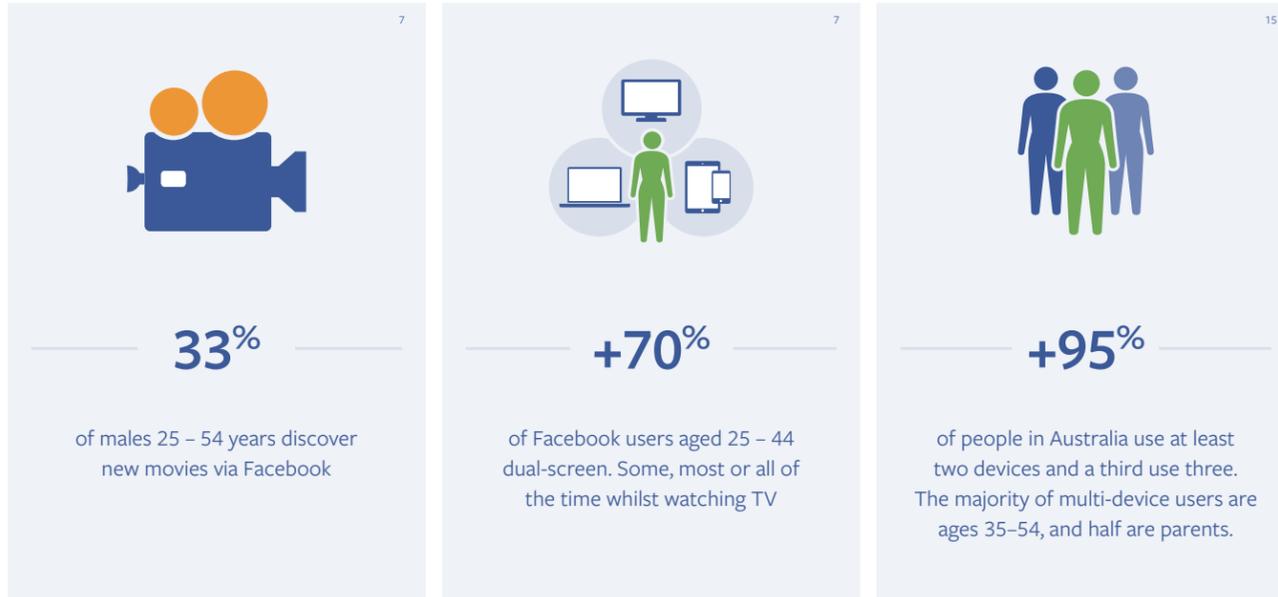
**14x/day**



**1 out of 4 people** say that wearables make them feel “advanced.”

Projected shipments of wearable devices will grow 20% by 2019, reaching **173 million units worldwide.** <sup>14</sup>

On average, **60%** of people who discover a business or product on Facebook remain on Facebook to learn more and/or go to their website <sup>7</sup>

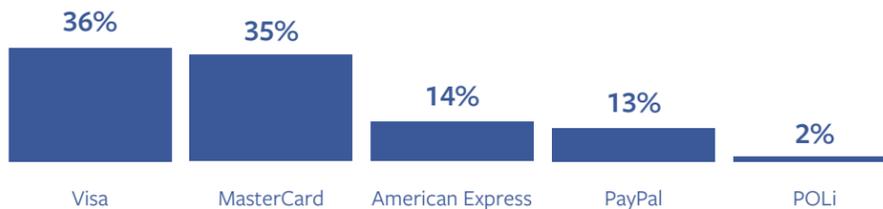


**MULTIPLE DEVICES ENABLES AUSSIES TO:** <sup>15</sup>

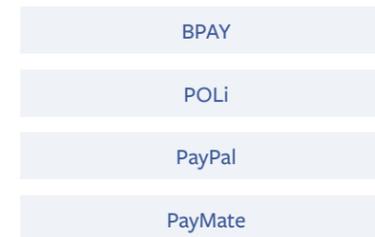


*66% of Australian multi-device users say they have used their smartphones by 9am*

**ONLINE PAYMENT METHODS USED** <sup>16</sup>



**OTHER PAYMENT METHODS USED** <sup>16</sup>



**Australia**

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> Australian Bureau of Statistics: Regional Population Growth, Australia, 2010 – 11

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> Aussies on Facebook 2015, Nielsen (Commissioned by Facebook), January 2015, N=1000

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> eMarketer, Jun 2015

<sup>10</sup> Based on Facebook data, March 2016

<sup>11</sup> The comScore audience product suite, comScore, total minutes spent among adults age 15+, facebook.com vs Youtube, Dec 2015

<sup>12</sup> Newzoo Global Games Market Data, October 2015

<sup>13</sup> Reach Study, TNS (Commissioned by Facebook), 2015

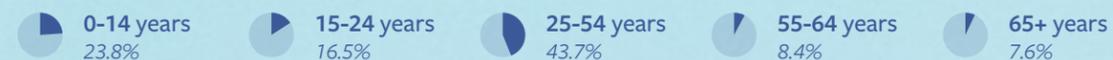
<sup>14</sup> “Fueled by Growing Demand for Smart Wearables, IDC Forecasts Worldwide Wearable Shipments to Reach 173.4 Million by 2019” by IDC, Sep 14, 2015

<sup>15</sup> “Multi-device Study” by GfK (Facebook-commissioned study of people ages 18–54 who use a smartphone, tablet, desktop or laptop at least once a week in AU, TH and TW), Oct—Nov 2015

<sup>16</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

Population: 209 Million<sup>1</sup>

Age Structure



66% of Men and 60% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# BRAZIL

## TOP 5 CITIES by population<sup>4</sup>

São Paulo | Rio de Janeiro | Salvador | Brasilia | Fortaleza

Official language: Portuguese

Major Religion: Christianity<sup>5</sup>

5% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)  
**\$15,500**

GDP PER CAPITA PPP 2020 (projected)  
**\$18,793**

facebook

## OVERVIEW

### RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)

**\$615 Billion**

2020 (PROJECTED)

**\$628 Billion**

### DIGITAL AD SPENDING<sup>8</sup>

Percentage of total media ad spending

16.6%

### MOBILE AD SPENDING<sup>8</sup>

Percentage of total digital ad spending

28.1%

\$0.93 Average cost per Install for FB mobile Ads<sup>9</sup>

### FACEBOOK APP USAGE<sup>12</sup>

DESKTOP



**105 Million** Monthly Active Users

MOBILE ONLY



**96 Million** Monthly Active Users

### GAMING INDUSTRY



GAMER SIZE

**62.5 Million**<sup>10</sup>

The top 10 grossing iPhone games account for **55%** of all revenue earned by the top 1,000 games for the device in Brazil.<sup>11</sup>

### INTERNET POPULATION<sup>7</sup>



**113.7 Million**

### DIGITAL SHOPPERS<sup>7</sup>



**80 Million**

### SMARTPHONE USERS<sup>7</sup>



**49.1 Million**

### DIGITAL TRAVEL SALES



2015

**\$12 Billion**

2017 (PREDICTED)

**\$15.4 Billion**<sup>14</sup>

38% intend to spend more on travel next summer<sup>13</sup>

### TIME SPENT<sup>15</sup>



2.2x more time spent on Facebook vs Youtube

facebook YouTube

8:1

Ratio of Android vs iPhone users on Facebook<sup>16</sup>

## TRENDS IN CONNECTIVITY

70% of people with Internet access who wanted to buy something in Dec 2014 regard the Internet as the main means of obtaining information about purchases.<sup>17</sup>



3.3x more people say they have access to exclusive content on Facebook compared with other digital platforms.<sup>18</sup>



## SHOPPING BEHAVIOR



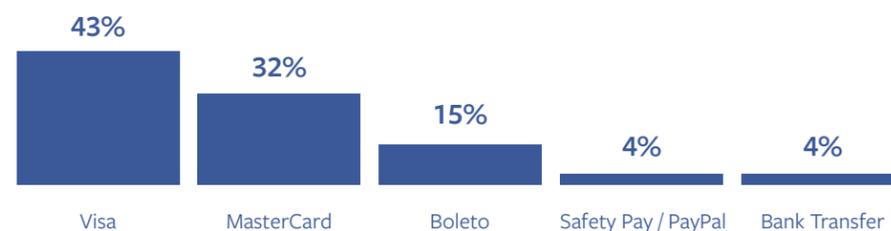
## WHILE USING FACEBOOK<sup>17</sup>



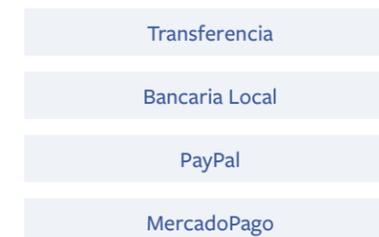
## SOCIAL PLATFORMS AND THE PURCHASING PATH<sup>17</sup>

Before purchasing	While purchasing	After purchasing
79% Look for information on the brand	37% Interact with the brand	63% Post information about the product
79% Look for information about products/services	32% Check-in to get discounts	63% Recommend the product
76% Look for recommendations and opinions of other consumers about the product	30% Ask friends and family for their opinions about the product	61% Recommend the retailer

## ONLINE PAYMENT METHODS USED<sup>21</sup>



## OTHER PAYMENT METHODS USED<sup>21</sup>

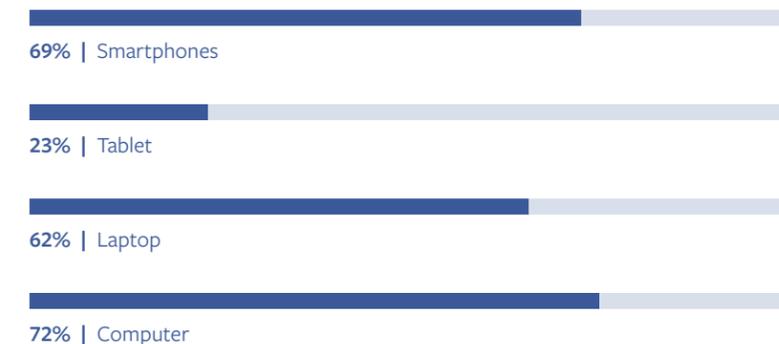


## USER SNAPSHOT



## HOW PEOPLE ACCESS FACEBOOK<sup>17</sup>

Smartphones are becoming increasingly important



## WHAT DO BRAZILIAN SHOPPERS DO AFTER FOLLOWING A BRAND ON FACEBOOK<sup>17</sup>



## Brazil

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> “Brazilian Institute of Geography and Statistics” 2014. Retrieved 12 September 2014

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> eMarketer, Jun 2015

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> Salesforce Marketing Cloud, “salesforce Advertising Index Q2 2015”, Nov 25, 2015

<sup>10</sup> Newzoo Global Games Market Data, October 2015

<sup>11</sup> “US Mobile Games Market Makes 247 Companies More Than \$1M a Year”, newzoo, Apr 2014

<sup>12</sup> Based on Facebook data, March 2016

<sup>13</sup> Facebook Internal Data, first quarter, 2015

<sup>14</sup> eMarketer, Dec 2015

<sup>15</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>16</sup> Facebook Internal Data, Jan 2016, accessed Jan 2016

<sup>17</sup> Connected Shoppers, Study Commissioned by Facebook, December 2014/January 2015

<sup>18</sup> Communications in a Digital World, Millward Brown Digital (commissioned by Facebook), July 2014, sample size =603, age 18 –44 who own a laptop, desktop, smartphone and/or tablet and use at least once a month

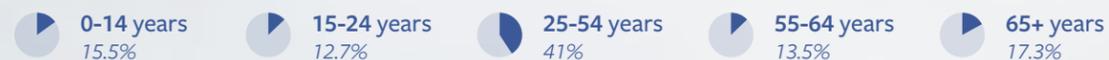
<sup>19</sup> Facebook Internal Data, Search on Facebook Brazil, August 2015

<sup>20</sup> Internal Facebook Data, Based on an Internal Survey in October 2014

<sup>21</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

Population: 36 Million<sup>1</sup>

Age Structure



49% of Men and 43% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# CANADA

## TOP 5 CITIES by population<sup>4</sup>

Toronto | Montreal | Vancouver | Calgary | Edmonton

Official language: English & French Major Religion: Christianity<sup>5</sup>

85% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)<sup>6</sup>

\$44,434

GDP PER CAPITA PPP 2020 (projected)<sup>6</sup>

\$46,310

facebook



2016 (projected)

E-Commerce size<sup>8</sup>

\$31B

2018 (projected)

E-Commerce size<sup>8</sup>

\$40B

INTERNET POPULATION<sup>7</sup>



28.9 Million

DIGITAL SHOPPERS<sup>7</sup>



21 Million

SMARTPHONE USERS<sup>7</sup>



20.3 Million

## OVERVIEW

RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)

\$479 Billion

2020 (PROJECTED)

\$499 Billion

DIGITAL AD SPENDING<sup>9</sup>

Percentage of total media ad spending

34%

MOBILE AD SPENDING<sup>9</sup>

Percentage of total digital ad spending

34.2%

\$3.89 Average Cost per Install for FB mobile Ads<sup>10</sup>

FACEBOOK APP USAGE<sup>11</sup>

DESKTOP



21 Million Monthly Active Users

MOBILE ONLY



18 Million Monthly Active Users

DIGITAL TRAVEL SALES<sup>8</sup>



2015

\$11 Billion

2017 (PREDICTED)

\$13 Billion

GAMING INDUSTRY<sup>13</sup>



Canada is the 8th largest gaming market in the world

GAMER SIZE

19.1 Million

33% of all Canadian gamers play a Mario game

TIME SPENT<sup>12</sup>



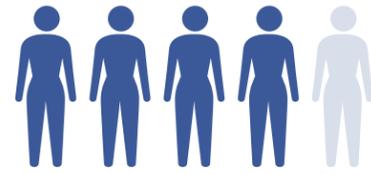
1.3x more time spent on Facebook vs Youtube

facebook YouTube

.6-.8x

Ratio of Android vs iPhone users on Facebook<sup>14</sup>

29% of all time spent on mobile properties in Canada happens on Facebook<sup>15</sup>



On average, 4 out of every 5 desktop Internet users in Canada are on Facebook<sup>17</sup>

CANADIANS SPEND ON AVERAGE...



40 min/day<sup>18</sup>

on Facebook and Instagram  
That's 1 out of 4 Internet minutes

IN OCTOBER 2014<sup>16</sup>



of Canadians said they used mobile to compare prices while in-store.



24 hrs/month<sup>18</sup>

on Facebook via mobile  
That's 1 out of 3 Internet minutes

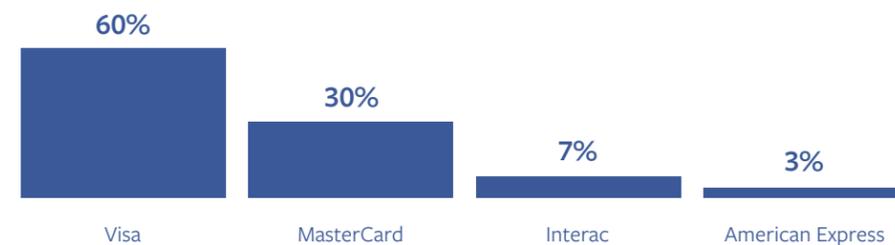


said they used mobile to make purchases online to avoid crowded stores.

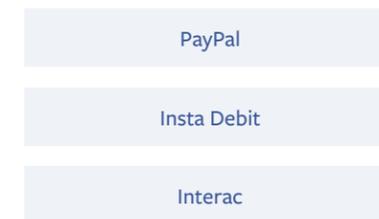
HOW USERS ACCESS FACEBOOK<sup>3</sup>

- 29% Only Mobile
- 55% Desktop & Mobile
- 28% iPhone, iPod, iPad
- 15% Android

ONLINE PAYMENT METHODS USED<sup>19</sup>



OTHER PAYMENT METHODS USED<sup>19</sup>



<sup>20</sup>

**\$1 Billion**

Estimated amount consumers spent on Halloween related items in 2015

<sup>20</sup>

**2.44x**

More Canadians are likely to post from a mobile device on Halloween

<sup>21</sup>

**\$150 Million**

Estimated amount spent on Valentine's Day gifts in 2015

<sup>22</sup>

**\$311 Million**

Estimated amount spent on Father's Day-related items in 2015

NEW MOMS IN CANADA POST MORE THAN NON-MOMS<sup>23</sup>



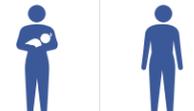
4X more video



1.6X more status updates



3.4X more photos



share 2X more

<sup>24</sup>

60% of households in Canada have men as primary or shared responsibility for grocery shopping in the household

## Canada

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> “Thomas Brinkhoff: The Principal Agglomerations of the World.”

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> eMarketer, Jun 2015

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> eMarketer, Sep 2015

<sup>10</sup> Salesforce Marketing Cloud, “salesforce Advertising Index Q2 2015”, Nov 25, 2015

<sup>11</sup> Based on Facebook data, March 2016

<sup>12</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>13</sup> Newzoo Global Games Market Data, 2015

<sup>14</sup> Facebook Internal Data, Jan 2016, accessed Jan 2016

<sup>15</sup> comScore Key Measures Beta, Mobile Metrix, May 2015

<sup>16</sup> “Reasons for Using a Mobile Device”, eMarketer, Oct 2014

<sup>17</sup> Calculated based on comScore Key Measures, Canada, Desktop, May 2015

<sup>18</sup> comScore Media Metrix Key Measures, Canada May 2015

<sup>19</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

<sup>20</sup> Facebook Internal Data, Oct 2015 (based on posts related to Halloween, CA aged 18+)

<sup>21</sup> Facebook Internal Data, Feb 2015 (based on posts related to Valentine’s Day, CA aged 18+)

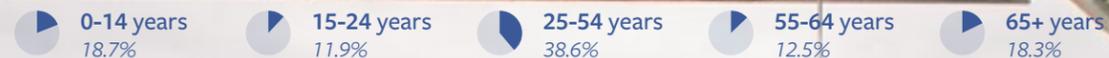
<sup>22</sup> Facebook Internal Data, Jun 2015 (based on posts related to Father’s Day, CA aged 18+)

<sup>23</sup> Facebook Internal Data, ages 18+, CA only, Jan 14–28, 2015

<sup>24</sup> Canadian Grocer Report, Jul 2015

Population: 64 Million<sup>1</sup>

Age Structure



54% of Men and 52% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# FRANCE

## TOP 5 CITIES *by population*<sup>4</sup>

Paris | Marseille | Lyon | Toulouse | Nice

Official language: French

Major Religion: Roman Catholic<sup>5</sup>

39% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)<sup>6</sup>  
**\$38,171**

GDP PER CAPITA PPP 2020 (projected)<sup>6</sup>  
**\$38,811**

facebook

## OVERVIEW

### RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)  
**\$764 Billion**  
2020 (PROJECTED)  
**\$774 Billion**

### DIGITAL AD SPENDING<sup>9</sup>

Percentage of total media ad spending



### MOBILE AD SPENDING<sup>9</sup>

Percentage of total digital ad spending



\$2.25 Average Cost per Install for FB mobile Ads<sup>10</sup>

### FACEBOOK APP USAGE<sup>11</sup>

#### DESKTOP



**31 Million** Monthly Active Users

#### MOBILE ONLY



**26 Million** Monthly Active Users

### DIGITAL TRAVEL SALES<sup>8</sup>



2015  
**\$23 Billion**

2017 (PREDICTED)  
**\$25 Billion**

### GAMING INDUSTRY<sup>12</sup>



France is the **3rd largest** gaming market in Europe

GAMER SIZE  
**30.7 Million**

37% of all French console gamers own a Nintendo Wii

### TIME SPENT<sup>13</sup>



**1.8x** more time spent on Facebook vs Youtube

facebook YouTube

1-2x  
More Android vs iPhone users on Facebook<sup>14</sup>

2016 (projected)  
E-Commerce size<sup>8</sup>  
**\$46B**

2018 (projected)  
E-Commerce size<sup>8</sup>  
**\$53B**

### INTERNET POPULATION<sup>7</sup>



**48.7 Million**

### DIGITAL SHOPPERS<sup>7</sup>



**42.9 Million**

### SMARTPHONE USERS<sup>7</sup>



**29.8 Million**

French smartphone users are constantly connected.



42% surveyed claimed that the benefits through mobile was “discovering new products and services”<sup>15</sup>

### USING MULTIPLE DEVICES



use more than 1 device to access Facebook<sup>16</sup>



say they use Facebook whilst watching TV



say they dual-screen during the show



say they dual-screen during advertisements<sup>17</sup>



94% of teens own multiple devices

Over half of surveyed teens in France own all three: a smartphone, a tablet and a desktop or laptop.<sup>18</sup>

### BY OWNING MULTIPLE DEVICES...<sup>18</sup>

64%

of teens say it helps them communicate more easily

72%

say it helps them to stay up to date with friends

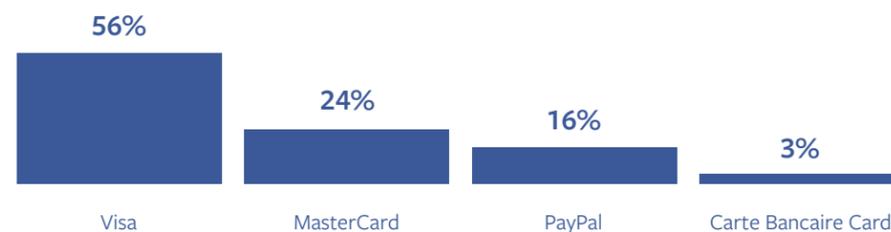
59%

say it helps them to get easy access entertainment

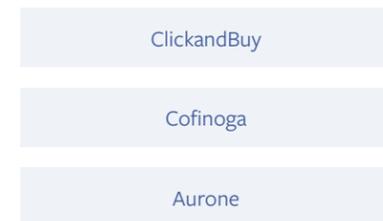


use FB daily, clocking up an average of **3 hours 58 minutes per day**<sup>15</sup>

### ONLINE PAYMENT METHODS USED<sup>19</sup>



### OTHER PAYMENT METHODS USED<sup>19</sup>



### DEVICE USAGE THROUGHOUT THE DAY<sup>20</sup>

■ = Smartphone ■ = Tablet ■ = Laptop/PC



### TOP CATEGORIES DISCOVERED ON FACEBOOK<sup>15</sup>



79% of French online watch Video at least monthly and 33% at least daily.<sup>15</sup>

- 38% | Trailers
- 38% | News
- 37% | Movies/TV shows
- 36% | Comedy



While out and about, teens use their smartphones for entertainment on the go...<sup>18</sup>

- 63% | Accessing social networks
- 62% | Playing games
- 71% | Listening to music
- 69% | Taking photos

25% surveyed selecting Facebook as one of their favorite platforms say it's the best to discover new content/ products or services

15% French surveyed plan to purchase more products online in the future

62% of French social media users chose Facebook as their favorite social media network (vs 21% for YouTube).

## France

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> Département of Paris, region of Île de France, Département of Bouches-du-Rhône, region of Provence-Alpes-Côte d'Azur, Département of Rhône, region of Rhône-Alpes, Département of Haute-Garonne, region of Midi-Pyrénées, Département of Alpes-Maritime, region of Provence-Alpes-Côte d'Azur.

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> eMarketer, Jun 2015

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> eMarketer, Sep 2015

<sup>10</sup> Salesforce Marketing Cloud, "Salesforce Advertising Index Q2 2015", Nov 25, 2015

<sup>11</sup> Based on Facebook data, March 2016

<sup>12</sup> Newzoo Global Games Market Report, 2015

<sup>13</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>14</sup> Facebook Internal Data, Jan 2016, accessed Jan 2016

<sup>15</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), France, December 2015, N=1000

<sup>16</sup> Facebook Audience Insights, France, January 2016

<sup>17</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), France, December 2015, N=290

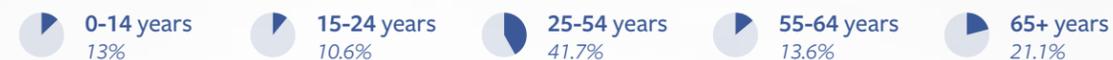
<sup>18</sup> "Multidevice Study" by GfK (Facebook-commissioned study of people ages 13-54 in GfK's panel who use a smartphone, tablet, desktop or laptop at least once a week in France) May-Aug 2015

<sup>19</sup> "Global-ecommerce-payments-guide", Adyen.com, 2015

<sup>20</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), France, December 2015, December 2015

Population: 80 Million<sup>1</sup>

Age Structure



55% of Men and 54% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# GERMANY

## TOP 5 CITIES by population<sup>4</sup>

Berlin | Hamburg | Munich | Cologne | Frankfurt

Official language: German

Major Religion: Christianity<sup>5</sup>

56% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)<sup>6</sup>  
**\$46,090**

GDP PER CAPITA PPP 2020 (projected)<sup>6</sup>  
**\$47,844**

facebook

## OVERVIEW

### RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)

**\$866 Billion**

2020 (PROJECTED)

**\$879 Billion**

### DIGITAL AD SPENDING<sup>9</sup>

Percentage of total media ad spending

27.8%

### MOBILE AD SPENDING<sup>9</sup>

Percentage of total digital ad spending

31.5%

\$2.51 Average Cost per Install for FB mobile Ads<sup>10</sup>

### FACEBOOK APP USAGE<sup>11</sup>

DESKTOP



**29 Million** Monthly Active Users

MOBILE ONLY



**25 Million** Monthly Active Users

### DIGITAL TRAVEL SALES<sup>8</sup>



2015

**\$30 Billion**

2017 (PREDICTED)

**\$33 Billion**

### GAMING INDUSTRY<sup>12</sup>



GAMER SIZE  
**42 Million**

Germany is the **5th largest** gaming market in the world, largest gaming market in Europe

PC/MMO games attract most players, followed by mobile phone games

Only in handheld gaming are there more women than men (54%), most are below 35 yrs old

### TIME SPENT<sup>13</sup>



**1.6x** more time spent on Facebook vs Youtube

facebook YouTube

**1-2x**  
More Android vs iPhone users on Facebook<sup>14</sup>

2016 (projected)

E-Commerce size<sup>8</sup>

**\$69B**

2018 (projected)

E-Commerce size<sup>8</sup>

**\$83B**

### INTERNET POPULATION<sup>7</sup>



**63 Million**

### DIGITAL SHOPPERS<sup>7</sup>



**52.6 Million**

### SMARTPHONE USERS<sup>7</sup>



**42.3 Million**

There are 10M soccer fans on FB in Germany<sup>15</sup>



FIFA is the second most played game franchise in Germany - more than 1 in 4 of all German gamers play it.<sup>12</sup>

IMPACT OF MOBILE<sup>16</sup>



74% of Germans use their smartphone daily, spending an average of 2 hours 29 minutes per day<sup>16</sup>



USING MULTIPLE DEVICES<sup>18</sup>



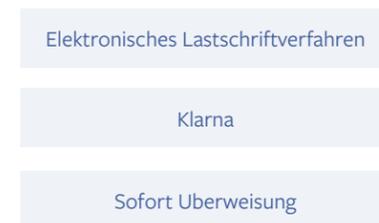
More than 4 in 10 teens own all three: a smartphone, a tablet and a desktop or laptop.

85% of German Facebook users access Facebook through mobile (38% access it on their mobile only)<sup>16</sup>

ONLINE PAYMENT METHODS USED<sup>19</sup>



OTHER PAYMENT METHODS USED<sup>19</sup>



DEVICE USAGE THROUGHOUT THE DAY<sup>20</sup>



TOP CATEGORIES DISCOVERED ON FACEBOOK<sup>16</sup>

16% of German plan to purchase more products online in the future



81% of Germans watch online video content at least once a month.<sup>22</sup>

- 38% | Movies/TV shows & Trailers
- 37% | News
- 35% | Comedy
- 29% | Product reviews/"how-to" videos

MOBILE ENTERTAINMENT TEENS LOOK FOR<sup>18</sup>

- 78% | Taking photos
- 64% | Accessing social networks
- 63% | Listening to music
- 48% | Playing games

- 32% | of Germans say they use Facebook while watching TV<sup>16</sup>
- 73% | do so during a show
- 84% | during the advertisements

## Germany

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> “Largest German Cities”, Statistics, Retrieved 14 November 2015

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> eMarketer, Jun 2015

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> eMarketer, Sep 2015

<sup>10</sup> Salesforce Marketing Cloud, “Salesforce Advertising Index Q2 2015”, Nov 25, 2015

<sup>11</sup> Based on Facebook data, March 2016

<sup>12</sup> Newzoo Global Games Market Report, 2015

<sup>13</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>14</sup> Facebook Internal Data, Jan 2016, accessed Jan 2016

<sup>15</sup> FB Internal Data, Q2 2014

<sup>16</sup> GfK EMEA country profile study, Germany, December 2015, N= 1003

<sup>17</sup> “eCommerce: Germany’s online share of groceries and drugstore items to double”, GfK GROUP, Aug 2015

<sup>18</sup> GfK Multi-Device Study (report commissioned by Facebook), September 2015

<sup>19</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

<sup>20</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), Germany, December 2015, N= 710

<sup>21</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), Germany, December 2015, N=547

<sup>22</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), Germany, December 2015, N= 946

Population: 30 Million<sup>1</sup>

Age Structure



70% of Men and 68% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# MALAYSIA

## TOP 5 CITIES by population<sup>4</sup>

Kuala Lumpur | Johor Bahru | Ipoh | Shah Alam | Petaling Jaya

Official language: Malay Major Religion: Islam<sup>5</sup>

20% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)  
**\$25,920**

GDP PER CAPITA PPP 2020 (projected)  
**\$28,562**

facebook

## OVERVIEW

### FACEBOOK APP USAGE<sup>10</sup>

#### DESKTOP



**18 Million**  
Monthly Active Users

#### MOBILE ONLY



**17 Million**  
Monthly Active Users

### GAMING INDUSTRY<sup>11</sup>

GAMER SIZE  
**14.6 Million**



**Third largest** gaming market in Southeast Asia; more than 1 in 2 players is also a payer  
*(above average for Southeast Asia)*

### TIME SPENT<sup>17</sup>



**1.4x** more time spent on Facebook vs Youtube



facebook

YouTube

of total online media time spend is on FB

2015

E-Commerce size<sup>7</sup>

# \$1.3B

### INTERNET POPULATION<sup>9</sup>



**20.6 Million**

### DIGITAL SHOPPERS<sup>7</sup>



**16 Million**

### SMARTPHONE USERS<sup>9</sup>



**10.1 Million**

Malaysia ranks **3rd** in the rate of growth of mobile shopping in Asia<sup>16</sup>

Over 20% growth from 25.4% in 2012 to 45.6% in 2014

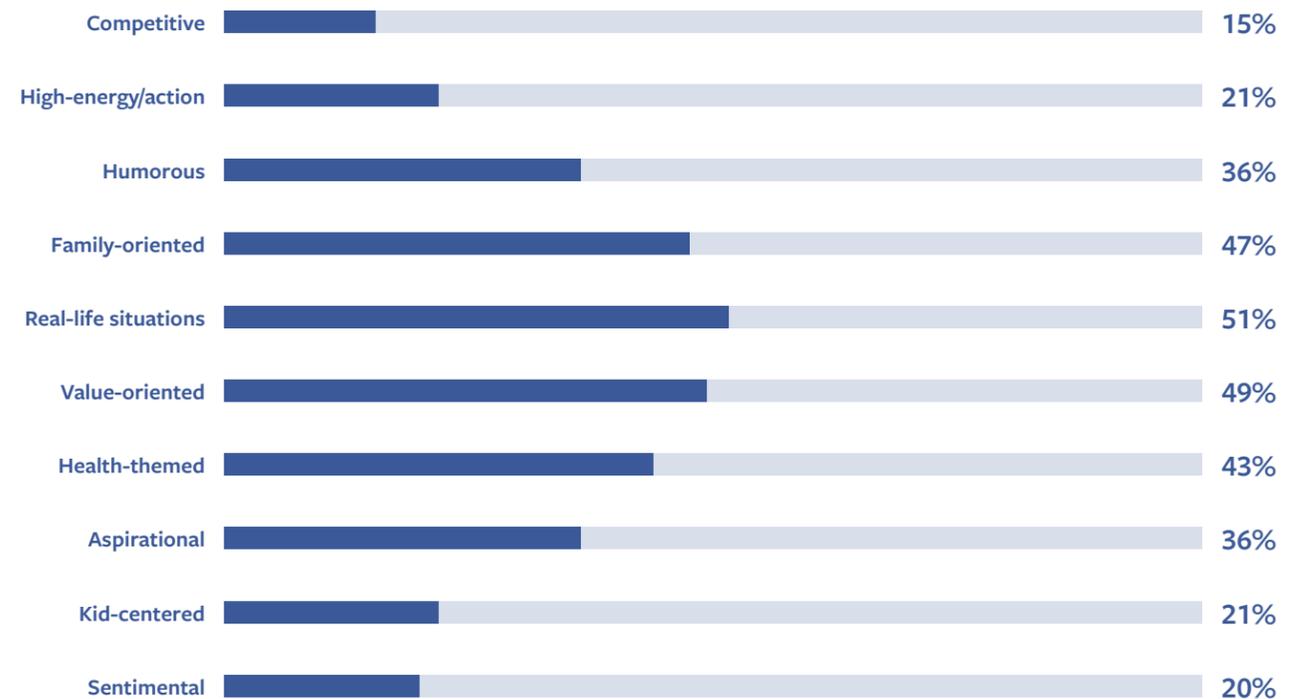
HOW USERS ACCESS FACEBOOK<sup>3</sup>



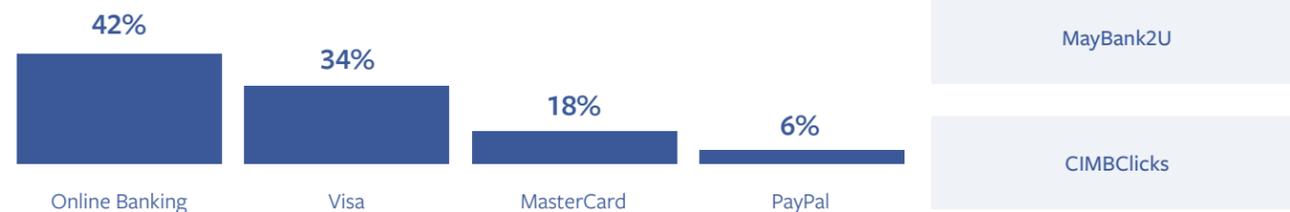
Average time spent on Facebook (roughly 2x more than TV)

**2 hours 35 minutes per day**<sup>12</sup>

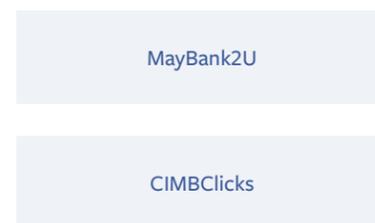
TYPES OF AD CONTENT THAT WILL MOST LIKELY RESONATE<sup>13</sup>



ONLINE PAYMENT METHODS USED<sup>14</sup>



OTHER PAYMENT METHODS USED<sup>14</sup>



FACEBOOK ACTIVITY<sup>15</sup>



## Malaysia

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> List of cities, Malaysia (2010), Department of Statistics, Malaysia, retrieved 28 Nov 2013

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> International Telecommunication Union, ComScore via UBS, Nielsen's global survey of e-commerce (Q1 2014), eMarketer, Trend Marco, MasterCard, Paypal, VECITA, A.T. Kearney

<sup>8</sup> "2016 e-Commerce Outlook by 11street: Mobile, Infrastructure & More Overseas Products", ecommercemilo.com, Dec 2015

<sup>9</sup> eMarketer, Jun 2015

<sup>10</sup> Based on Facebook data, March 2016

<sup>11</sup> Newzoo Global Games Market Report, 2015

<sup>12</sup> Reach study, TNS (Commissioned by Facebook), 2015 N = 1069

<sup>13</sup> Nielsen, "Global Trust in Advertising" as cited by Marketing Interactive, Sep 28, 2015

<sup>14</sup> "Global-ecommerce-payments-guide", Adyen.com, 2015

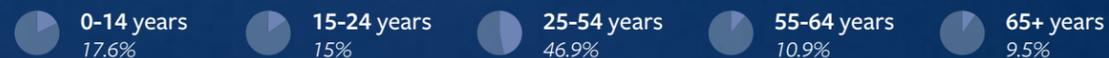
<sup>15</sup> Malaysian on Facebook, TNS Study (Commissioned by Facebook), 2014. N = 1069

<sup>16</sup> Mobile Shopping Survey, MasterCard, 2015

<sup>17</sup> the comScore audience product suite, comScore, total minutes spent among adults age 15+, facebook.com vs Youtube, Dec 2015

Population: 68 Million<sup>1</sup>

Age Structure



70% of Men and 69% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# THAILAND

## TOP 5 CITIES by population<sup>4</sup>

Bangkok | Nonthaburi | Nakhon Ratchasima | Chiang Mai | Hat Yai

Official language: Thai | Major Religion: Buddhism<sup>5</sup>

27% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)<sup>6</sup>

\$14,888

GDP PER CAPITA PPP 2020 (projected)<sup>6</sup>

\$15,892

facebook

2013

E-Commerce size<sup>7</sup>

# \$0.9 Billion

## INTERNET POPULATION<sup>8</sup>



26 Million

## DIGITAL SHOPPERS<sup>7</sup>



14 Million

## SMARTPHONE USERS<sup>8</sup>



10.1 Million

## FACEBOOK APP USAGE<sup>9</sup>

### DESKTOP



40 Million

Monthly Active Users

### MOBILE ONLY



38 Million

Monthly Active Users

## GAMING INDUSTRY<sup>10</sup>



### GAMER SIZE

19.3 Million

55% Payer-to-player ratio. Largest gamer market in Southeast Asia

31% of Thai mobile gamers play five days a week or more

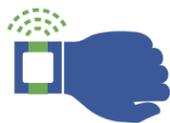
## WOMEN GAMERS<sup>10</sup>



Women are overrepresented in mobile phone and tablet games, where women aged 21-25 are most likely to play

3-4x

More Android vs iPhone users on Facebook<sup>9</sup>



**1 out of 4** people in Thailand say that wearing wearables makes them feel “advanced.”<sup>11</sup>

It's projected that shipments of wearable devices will have grown **20% by 2019**, reaching **173 million units worldwide.**<sup>11</sup>

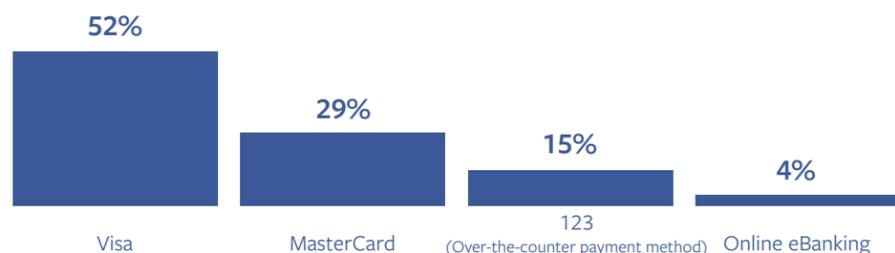
**FACEBOOK ACTIVITY**<sup>12</sup>



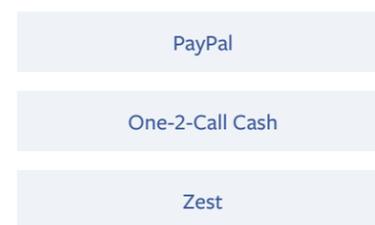
**HOW USERS ACCESS FACEBOOK**<sup>3</sup>



**ONLINE PAYMENT METHODS USED**<sup>13</sup>



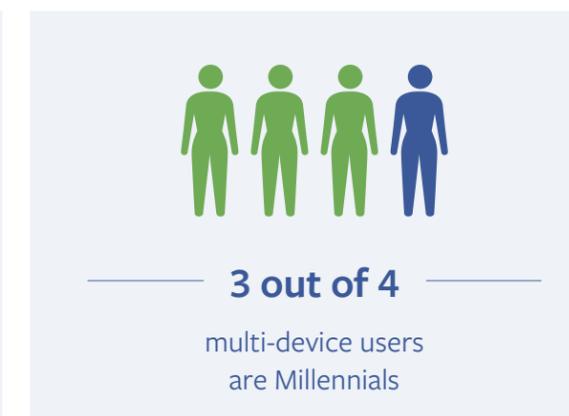
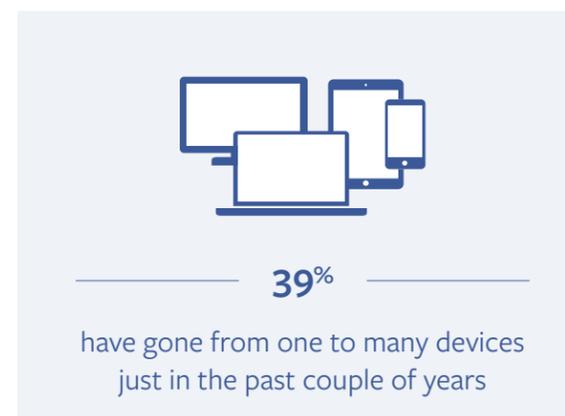
**OTHER PAYMENT METHODS USED**<sup>13</sup>



**USING MULTIPLE DEVICES**<sup>14</sup>



**Over 95%** of people in Thailand use at least two devices and a third use three: a smartphone, a tablet and a desktop or laptop.



**MULTI DEVICES ENABLES THAIS TO:**<sup>14</sup>



**79%** of Thai multi-device users say they have used their smartphones by 9am

## Thailand

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> Division of Research and Development System, Office of Development and Structure, Department of Local Administration, accessible: (1) 2014. Searched 6 February 2015 In Thailand

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> International Telecommunication Union, ComScore via UBS, Nielsen's global survey of e-commerce (Q1 2014), eMarketer, Trend Marco, MasterCard, Paypal, VECITA, A.T. Kearney

<sup>8</sup> eMarketer, Jun 2015

<sup>9</sup> Based on Facebook data, March 2016

<sup>10</sup> Newzoo Global Games Market Report, 2015

<sup>11</sup> "Fueled by Growing Demand for Smart Wearables, IDC Forecasts Worldwide Wearable Shipments to Reach 173.4 Million by 2019" by IDC, Sep 14, 2015

<sup>12</sup> Thais on Facebook, TNS (Commissioned by Facebook), June 2014. N = 1005

<sup>13</sup> "Global-ecommerce-payments-guide", Adyen.com, 2015

<sup>14</sup> "Multi-device Study" by GfK (Facebook-commissioned study of people ages 18–54 who use a smartphone, tablet, desktop or laptop at least once a week in AU, TH and TW), Oct—Nov 2015

Population: 102 Million<sup>1</sup>

Age Structure



75% of Men and 72% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# PHILIPPINES

## TOP 5 CITIES by population<sup>4</sup>

Quezon City | Manila | Caloocan | Davao City | Cebu City

Official language: Filipino

Major Religion: Catholic<sup>5</sup>

78% SPEAK ENGLISH

GDP PER CAPITA PPP 2017 (projected)<sup>6</sup>

\$7,644

GDP PER CAPITA PPP 2020 (projected)<sup>6</sup>

\$9,307

facebook

## OVERVIEW

### GAMING INDUSTRY



64%<sup>10</sup>

have first heard about a new game on Facebook

61%<sup>9</sup>

of Philippine PC/MMO gamers play only downloaded games

73%<sup>10</sup>

surveyed have played a game on Facebook

### FACEBOOK APP USAGE<sup>11</sup>

#### DESKTOP



51 Million Monthly Active Users

#### MOBILE ONLY



47 Million Monthly Active Users



of Filipinos using social media are on<sup>10</sup>

facebook

### TIME SPENT<sup>12</sup>



2.5x more time spent on Facebook vs Youtube  
6x more time spent on Facebook vs Twitter



1.2x more time spent on Facebook vs TV  
Totaling up to 2 hr and 25 min<sup>12</sup>

facebook twitter YouTube



18% | Time spent on Facebook compared to all other online media

6-7x

More Android vs iPhone users on Facebook<sup>11</sup>

2015

E-Commerce size<sup>7</sup>

\$1 Billion

Gamer Size<sup>9</sup>

29.5M

### INTERNET POPULATION<sup>8</sup>



53.7 Million

### DIGITAL SHOPPERS<sup>7</sup>



25 Million

### SMARTPHONE USERS<sup>8</sup>



26.2 Million

Women outnumber men in mobile segments

52% of mobile phone gamers and 56% of tablet gamers are female<sup>9</sup>



46% | accessed FB by using only mobile

44% | used both desktop & mobile



87%<sup>10</sup> surveyed have liked a business Facebook Page

86%<sup>10</sup> have liked a brand's page to get exclusive information

96%<sup>10</sup> have liked a brand's Facebook page to find out useful information



40% | have first heard about a new mobile app on Facebook<sup>10</sup>

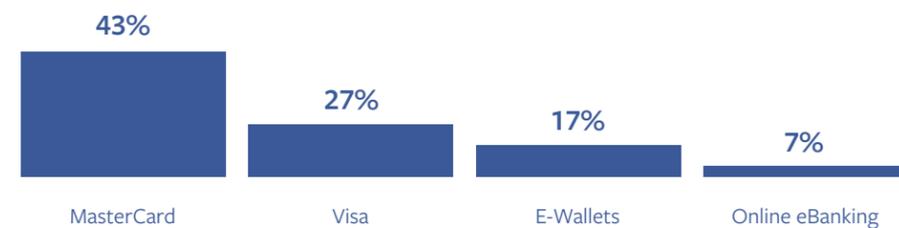


62% have first heard about a new movie, album, book, festival, event or show on Facebook<sup>10</sup>

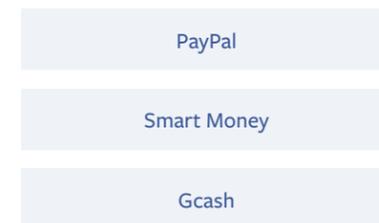


70% | have seen or searched for product information on Facebook  
51% | have discovered a new product

#### ONLINE PAYMENT METHODS USED<sup>13</sup>



#### OTHER PAYMENT METHODS USED<sup>13</sup>



#### Philippines

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> Philippine Statistics Authority, 4 April 2012. Retrieved 6 November 2015.

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> International Telecommunication Union, ComScore via UBS, Nielsen's global survey of e-commerce (Q1 2014), eMarketer, Trend Marco, MasterCard, Paypal, VECITA, A.T. Kearney

<sup>8</sup> eMarketer, Jun 2015

<sup>9</sup> Newzoo Global Games Market Report, 2015

<sup>10</sup> Filipino on Facebook, TNS Study (Commissioned by Facebook), 2014. N = 1021

<sup>11</sup> Based on Facebook data, March 2016

<sup>12</sup> Reach study, TNS (Commissioned by Facebook), 2015 N = 1069

<sup>13</sup> "Global-ecommerce-payments-guide", Adyen.com, 2015

Population: 65 Million<sup>1</sup>

Age Structure



49% of Men and 46% of Women Facebook users are between 18-34 years of age<sup>3</sup>



# UNITED KINGDOM

TOP 5 CITIES by population<sup>4</sup>

London | Manchester | Birmingham | Leeds-Bradford | Glasgow

Official language: English 97%

Major Religion: Christianity<sup>5</sup>

GDP PER CAPITA PPP 2017 (projected)  
**\$37,959**

GDP PER CAPITA PPP 2020 (projected)  
**\$38,564**

facebook

## OVERVIEW

### RETAIL SALES AND GROWTH<sup>8</sup>

2016 (PROJECTED)

**\$702 Billion**

2020 (PROJECTED)

**\$729 Billion**

### DIGITAL AD SPENDING<sup>9</sup>

Percentage of total media ad spending

49.6%

### MOBILE AD SPENDING<sup>9</sup>

Percentage of total digital ad spending

40.5%

\$3.87 Average Cost per Install for FB mobile Ads<sup>10</sup>

### FACEBOOK APP USAGE<sup>11</sup>

DESKTOP



**37 Million** Monthly Active Users

MOBILE ONLY



**34 Million** Monthly Active Users

### DIGITAL TRAVEL SALES<sup>8</sup>



2015

**\$37 Billion**

2017 (PREDICTED)

**\$43 Billion**

### GAMING INDUSTRY



UK is the **6th biggest** Games market in the world and second largest games market in Europe.<sup>12</sup>

Payer-to-player ratio of 61%, highest in Europe<sup>12</sup>

GAMER SIZE

**35.3 Million**<sup>12</sup>

**14%** Gaming Time Spent on mobile devices<sup>13</sup>

### TIME SPENT<sup>14</sup>



**1.2x** more time spent on Facebook vs Youtube

facebook YouTube

.6-.8x

More Android vs iPhone users on Facebook<sup>15</sup>

2016 (projected)

E-Commerce size<sup>8</sup>

**\$110B**

2018 (projected)

E-Commerce size<sup>8</sup>

**\$132B**

### INTERNET POPULATION<sup>7</sup>



**51.3 Million**

### DIGITAL SHOPPERS<sup>7</sup>



**42.9 Million**

### SMARTPHONE USERS<sup>7</sup>



**38.3 Million**

53% of UK social media users chose Facebook as their favorite<sup>16</sup>

17%

European country where the Personal Screen has the largest market share (Mobile screens together have 31% of the market)<sup>12</sup>

17%

Brits plan to purchase more online (23% for Facebook & Instagram users)<sup>16</sup>

APP SHOPPERS ARE BIG SPENDERS<sup>17</sup>

2.6x | app vs. a mobile site

1.5x | app vs. a desktop device

Revenue generated shopping by the average person in the UK.



68% of shoppers already use their mobile in store<sup>18</sup>



67% say they use smartphones daily, clocking up an average of 2 hours 2 minutes per day<sup>16</sup>

FACEBOOK WITH MILLENNIALS<sup>21</sup>



30% who have access to a smartphone say it has enabled them to “discover new products and services”

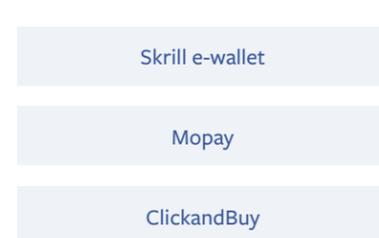


44% expect advertising to be relevant to them, particularly Facebook & Instagram users (58%)

ONLINE PAYMENT METHODS USED<sup>19</sup>



OTHER PAYMENT METHODS USED<sup>19</sup>



DEVICE USAGE THROUGHOUT THE DAY<sup>23</sup>



EVERY DAY ON AVERAGE...<sup>20</sup>



Facebook can reach 4 times more people than national newspapers in the UK combined

90% use a mobile to access Facebook (43% mobile-only access)<sup>16</sup>

ONLINE CONTENT<sup>22</sup>



1 hour 12 minutes a day is spent watching online videos

73% watch online video content at least once a month

TOP CATEGORIES DISCOVERED ON FACEBOOK<sup>16</sup>



TYPE OF VIDEO CONTENT BRITS LOOK FOR<sup>16</sup>

- 38% | Movies/TV shows
- 34% | Comedy sketches
- 33% | Product reviews/“how to” videos
- 32% | News
- 25% | Sports

29% | of Brits say they use Facebook while watching TV

84% | do so during a show

79% | during the advertisements

## United Kingdom

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>4</sup> World Urban Areas Report, Jan 2015

<sup>5</sup> Wikipedia.org

<sup>6</sup> Tradingeconomics.com

<sup>7</sup> eMarketer, Jun 2015

<sup>8</sup> eMarketer, Dec 2015

<sup>9</sup> eMarketer, Sep 2015

<sup>10</sup> Salesforce Marketing Cloud, “Salesforce Advertising Index Q2 2015”, Nov 25, 2015

<sup>11</sup> Based on Facebook data, March 2016

<sup>12</sup> Newzoo Global Games Market Report, 2015

<sup>13</sup> “The UK Goes Mobile”, comScore, June 2015

<sup>14</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>15</sup> Facebook Internal Data, Feb 2016, accessed Feb 2016

<sup>16</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), United Kingdom, December 2015, N= 1048

<sup>17</sup> App Annie Mobile App Forecast, Global, Q1 2016

<sup>18</sup> eMarketer UK, Sept 2015; Research Now, Multi-channel Shopping, UK, 2014

<sup>19</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

<sup>20</sup> Facebook Internal Data Based on Stated and Inferred Data, Average for June 2015 Compared to ABC, National Newspapers, March 2015

<sup>21</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), United Kingdom, December 2015, N= 768

<sup>22</sup> Facebook Audience Insights Tool, UK, January 2016. N=1048

<sup>23</sup> EMEA Country Profile Study, GfK (Commissioned by Facebook), United Kingdom, December 2015

Population: 324 Million<sup>1</sup>

Age Structure



Race Structure



49% of Men and 43% of Women Facebook users are between 18-34 years of age<sup>4</sup>



# UNITED STATES

TOP 5 CITIES by population<sup>5</sup>

New York | Los Angeles | Chicago | Houston | Philadelphia

Official language: English 95% Major Religion: Christianity<sup>6</sup>

TOP 2 FOREIGN LANGUAGES: SPANISH & CHINESE<sup>7</sup>

GDP PER CAPITA PPP 2017 (projected)<sup>8</sup>

\$53,347

GDP PER CAPITA PPP 2020 (projected)<sup>8</sup>

\$53,976

facebook

## OVERVIEW

### RETAIL SALES AND GROWTH<sup>11</sup>

2016 (PROJECTED)

\$4.8 Trillion

2020 (PROJECTED)

\$5.1 Trillion

### DIGITAL AD SPENDING<sup>12</sup>

Percentage of total media ad spending

31.6%

### MOBILE AD SPENDING<sup>12</sup>

Percentage of total digital ad spending

52.4%

\$3.11 Average cost per Install for FB mobile Ads<sup>13</sup>

### FACEBOOK APP USAGE<sup>14</sup>

DESKTOP



201 Million Monthly Active Users

MOBILE ONLY



182 Million Monthly Active Users

### DIGITAL TRAVEL SALES<sup>11</sup>



2015

\$168 Billion

2017 (PREDICTED)

\$190 Billion

### GAMING INDUSTRY<sup>15</sup>



US is the **second largest** Gaming market in the world with expected revenues of \$22 Billion.

GAMER SIZE

189.5 Million

SMARTPHONE GAMERS

115.2 Million<sup>16</sup>

Candy Crush is the most popular game in the US with 45% of all gamers playing it.

### TIME SPENT<sup>17</sup>



1.3x more time spent on Facebook vs Youtube

facebook YouTube

1:1

Ratio of Android vs iPhone users on Facebook<sup>18</sup>

2016 (projected)

E-Commerce size<sup>8</sup>

\$385B

2018 (projected)

E-Commerce size<sup>8</sup>

\$482B

### INTERNET POPULATION<sup>10</sup>



259.7 Million

### DIGITAL SHOPPERS<sup>10</sup>



205 Million

### SMARTPHONE USERS<sup>10</sup>



190.5 Million

## ON HOLIDAY SHOPPING

Facebook is the **#1 platform** for sharing Holiday experiences<sup>19</sup>



### TOP ONLINE SHOPPING DAYS<sup>21</sup>

For people on Facebook who were served an ad with a conversion pixel during the Holidays (2014)

Nov 28, 2014 (Black Friday)

Dec 1, 2014 (Cyber Monday)

Dec 15, 2014

Top days people tagged themselves at a mall during Holiday season (2014)

Nov 28, 2014 (Black Friday)

Dec 6, 2014 (Saturday)

Dec 13, 2014 (Saturday)

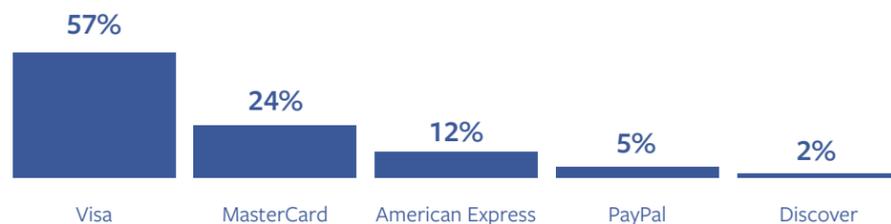
41% of people plan to shop more online next year than last year<sup>20</sup>



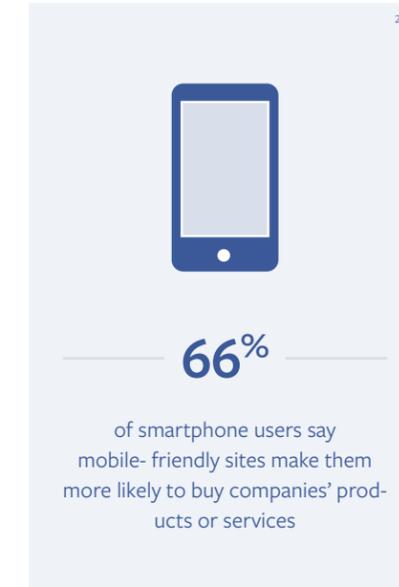
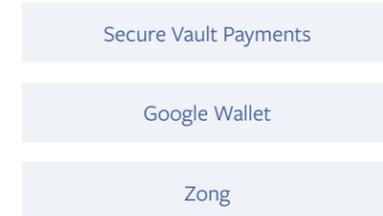
### SHOPPERS<sup>19</sup>



### ONLINE PAYMENT METHODS USED<sup>23</sup>



### OTHER PAYMENT METHODS USED<sup>23</sup>



### NEW PARENTS<sup>26</sup>



They are active on Facebook mobile as early as **4am** and peaking at **7am**

**1.3x** More time new parents spend on Facebook mobile vs non-parents



They post and share photos **2.9x** more and videos **5x** more than non-moms



Their posts about their babies get **37%-47%** more interactions

### TRAVEL<sup>27</sup>

While Americans are on vacation, mobile accounted for...



### IN 2016<sup>28</sup>

**51.8%** of travelers who book trips via digital means will use a mobile device.

### IN 2019

The number is predicted to be **69.8%**

### TOP HOLIDAY TRAVEL DESTINATIONS<sup>29</sup>

- |           |                 |
|-----------|-----------------|
| 1. Mexico | 6. India        |
| 2. France | 7. Germany      |
| 3. Italy  | 8. Spain        |
| 4. UK     | 9. The Bahamas  |
| 5. Canada | 10. Puerto Rico |

### FACEBOOK STATS

More than **1 in 5 minutes** on mobile is spent on Facebook and Instagram.<sup>30</sup>

**TARGETING ACCURACY<sup>34</sup>**  
Global 65% | Facebook 85%

**54%** of all time spent on digital is with mobile apps.<sup>32</sup>

Americans uploaded **5.91x** more content to mobile than desktop<sup>33</sup>

## United States

<sup>1</sup> Worldometers, accessed Feb 2016

<sup>2</sup> CIA World Factbook, June, 2015

<sup>3</sup> Overview of Race and Hispanic Origin: 2010, Census Briefs, Retrieved 2013

<sup>4</sup> Facebook Audience Insights Tool Dec. 6th 2015 - Jan. 6th 2016

<sup>5</sup> Thomas Brinkhoff: The Principal Agglomerations of the World, City Mayors.com

<sup>6</sup> Wikipedia.org

<sup>7</sup> 2011 Census Bureau Report, Aug 2013

<sup>8</sup> Tradingeconomics.com

<sup>9</sup> eMarketer, Jun 2015

<sup>10</sup> eMarketer, Jun 2015 and July 2015

<sup>11</sup> eMarketer, Dec 2015

<sup>12</sup> eMarketer, Sep 2015

<sup>13</sup> Salesforce Marketing Cloud, “Salesforce Advertising Index Q2 2015”, Nov 25, 2015

<sup>14</sup> Based on Facebook data, March 2016

<sup>15</sup> Newzoo Global Games Market Data, October 2015

<sup>16</sup> “So Many Apps, So Much More Time for Entertainment”, Nielsen, June 2015

<sup>17</sup> The comScore Audience Product Suite, comScore, Total Minutes Spent Among Adults Age 15+, Facebook.com vs Youtube, Dec 2015

<sup>18</sup> Facebook Internal Data, Jan 2016, accessed Jan 2016

<sup>19</sup> Facebook Internal Data, Poll of 500 respondents, ages 18+, selected as representative sample of US online population, Jul 2015

<sup>20</sup> Facebook Internal Data, Poll of respondents ages 18+, US only, Jul 2015

<sup>21</sup> Facebook internal data for people ages 18+ in the US, Nov–Dec 2014 (accessed Sep 2015)

<sup>22</sup> “From One Screen to Five”, in conjunction with Millward Brown Digital and Firefly Millward Brown, (commissioned by Facebook IQ). US only, n=500

<sup>23</sup> “Global-ecommerce-payments-guide”, Adyen.com, 2015

<sup>24</sup> USC Annenberg School Center for the Digital Future, “2015 Digital Future Project,” Dec.9, 2015

<sup>25</sup> “An Introduction to Cross-Device Customer Journey Mapping”, SIGNAL, Jan 2016

<sup>26</sup> Facebook Internal Data, based on reported and inferred data, US only, Jan-Apr 2015

<sup>27</sup> Facebook Internal Data, based on reported and inferred data, US only, May–Sep 2014

<sup>28</sup> eMarketer, Nov 2015

<sup>29</sup> Facebook Internal Data, ages 18+ in the US, Nov 15–Dec 31, 2014 (accessed Jul 2015)

<sup>30</sup> Nielsen Mobile Netview, September 2015

<sup>31</sup> Nielsen Digital Ad Ratings, Facebook Norms through July 2015, US only

<sup>32</sup> The U.S. Mobile App Report, comScore, Aug 2015

<sup>33</sup> National Retail Federation, Jan 2015

<sup>34</sup> (1) Nielsen Digital Ad Ratings, Feb. 2015; Facebook 85% source: (2) Nielsen OCR Norms Mar. 2015

## NOTES

### Digital shoppers (Millions)

Ages 14+; internet users who have browsed, researched or compared products digitally via any device during the calendar year but have not necessarily bought digitally.

### Retail ecommerce sales (Millions)

Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets.

### Gamer size

All people that play games on a PC, console or mobile device.

### Digital ad spending (% of total media ad spending)

Includes classifieds, display (banners/static display, rich media, sponsorships and video) and search (contextual text links, paid inclusion and paid listings); includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets on all formats mentioned.

### Mobile ad spending (% of total digital ad spending)

Includes display (banners, video and rich media) and search; includes ad spending on tablets; excludes SMS, MMS and P2P messaging-based advertising.

### Digital travel sales (Millions)

Includes leisure and unmanaged business travel sales booked via any device

### Internet users (Millions)

Individuals of any age who use the internet from any location via any device at least once per month.

### Retail sales (Millions)

Excludes travel and event tickets.

### Smartphone users (Millions)

Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month.

# Best Practices Checklist



It's never too early to start planning your cross-border campaigns.

Make sure you have the right tools in place, test your creative for different countries, and understand your customers' behavior before the campaign launch.



### Leverage Facebook's strategic insights about your customers

Use this handbook or Audience Insights to better understand your current and potential customers. These insights—including demographics, location, interests, psychographics, and purchase behavior—can help inform your creative strategy when targeting people in different countries. You may discover, for example, that high lifetime value (LTV) customers are 70% female,

like high-end retail brands, and live in the suburbs of specific geographic locations. Armed with this information, you'll be able to tailor your message more effectively when targeting these potential customers.

[https://www.facebook.com/ads/audience\\_insights](https://www.facebook.com/ads/audience_insights)



### Identify key audience segments

Determine which audience segments you will want to reach as well as how best to connect with them. For example, you might want to build different ad campaigns for your potential new customers, high LTV customers, loyalty members, and

email subscribers. By segmenting your audience into distinct categories, you can build different ad campaigns and target each segment with tailored creative that will most likely resonate with them.



### Design for mobile

More and more people are expected to shop on mobile more than ever. Advertisers should adapt their marketing, measurement, and purchase experiences for mobile.

While consumers opt for smartphones, tablets, or even feature phones, advertisers have greater opportunity and more creative real estate to drive discovery and purchases of their products.

Take time to test your ad campaigns and creative on mobile and optimize your mobile web and app purchase experiences. Ensure your creative aligns with an audience on the go. In addition, test separate mobile and desktop campaigns and set specific bids for each.



### Add the Facebook Pixel to your website and the Facebook SDK in your mobile app

To leverage all of the capabilities Facebook has built for retail and e-commerce advertisers, such as dynamic product retargeting, conversion optimization, and cross-device measurement, make sure your website is set up with the Facebook Pixel. If you have a mobile app, make sure it is set up with the Facebook's SDK with App Events. With these items in place, you can target people who visit your website or use your

mobile app on Facebook across all devices. For example, if a shopper browsed for watches on your mobile app but didn't purchase, you can automatically retarget them with an ad for that watch when they visit Facebook on their laptop.

<https://developers.facebook.com/docs/app-events>



### Test different creative formats in different countries

One creative does not apply for all markets. Budget some time to test the different creative formats for your audiences in different countries. For example, German customers may be more responsive to quality, while American customers may

be more responsive to price. Consider communicating clearly about your Unique Selling Point and testing strong call to action copy so you identify the best-performing creative prior to the campaign launch.



### Know your customer's conversion path

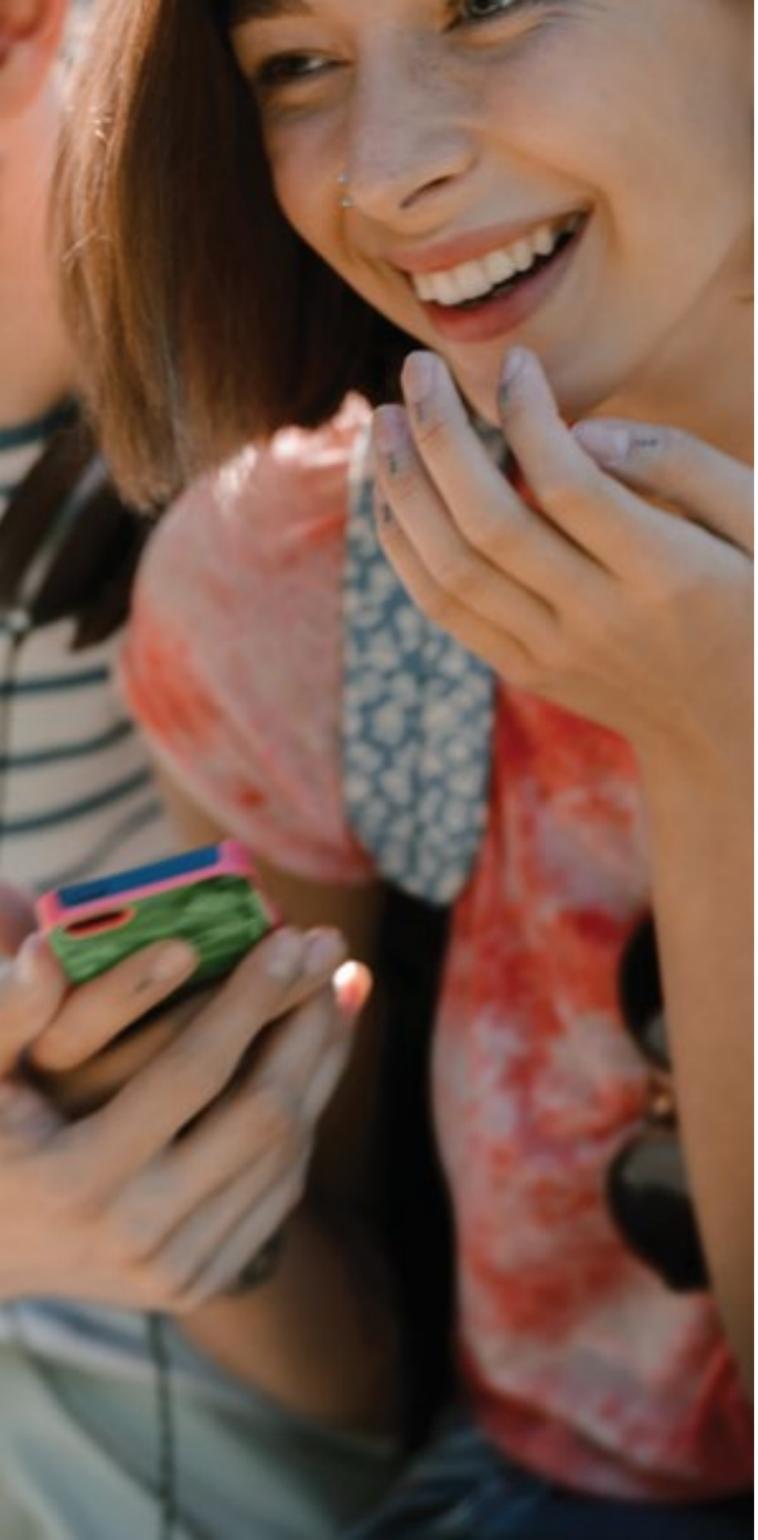
After implementing the Facebook Pixel, SDK, and standard events, you can review cross-device conversion paths in ads reporting. Using this data, you can identify typical conversion paths and tailor your marketing to accommodate your customers' behavior. For example, if your customers tend to browse on their mobile device and purchase on desktop, you can draw their attention with video on mobile and use an ad with a strong call to action on desktop.

Get started with the Facebook Pixel here:  
<https://www.facebook.com/business/a/online-sales/conversion-tracking>

Get started with the Facebook SDK here:  
<https://developers.facebook.com/docs/app-events>

<https://www.facebook.com/business/news/cross-device-measurement>

<https://www.facebook.com/help/510910008975690>



# Targeting

## Creative targeting to move real people

Reach the right people who are going to consider your brand, buy your product or visit your store. Here are some of the native targeting options available in the Facebook ads tools:

### Location

Target by country, region, postcode or even the area around your business.

### Demographics

Choose the audiences that should see your adverts by age, gender, interests and even the languages they speak.

### Interests

Choose from hundreds of categories such as music, films, sport, games, shopping and so much more to help you find just the right people for your brand and message.

### Behaviours

Find your best customers based on shopping behaviour, the type of phone they use or if they're looking to buy a car or house.

### Connections

Reach the people who like your Page or your app— and reach their friends too.

### Connection Speed

Reach people in low-bandwidth areas, ideal for delivery of slideshow ads.

## More ways to reach the right people

### Custom Audiences

You've got a list of people who already know your business. With Custom Audiences, you can easily target those same people on Facebook with specific messaging and creative.

### Lookalike audiences

Build an audience on Facebook with the same characteristics as the people who already love your business. It's like cloning, but without the scary implications.

### Audience Network

Facebook's Audience Network is a collection of mobile apps where you can serve ads using the same targeting and measurement tools as on Facebook. So you can extend your ad reach beyond News Feed, to everywhere your people are.

### Placement Optimization

Reach your target audiences and optimize performance in real time across Facebook, Instagram and the Audience Network. It's a great way to add reach and improve performance.

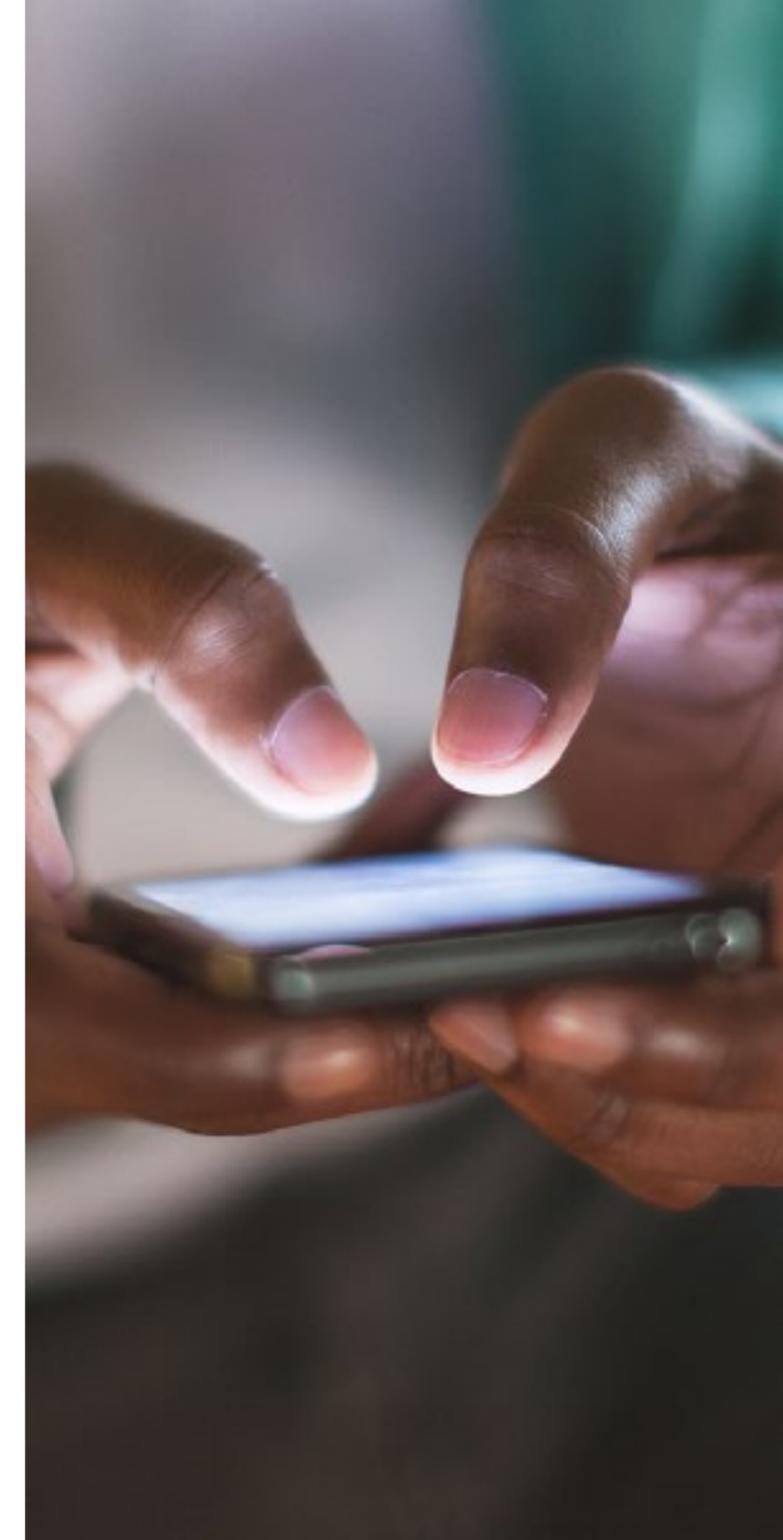
## Buy better on mobile

### Reach and frequency buying

Taking inspiration from traditional broadcast buying, Facebook reach and frequency buying lets you predictably manage audience sizes and the number of times they'll see your ad.

### TRP buying

In partnership with Nielsen's Digital Ad Ratings division, we now allow you to buy ads on Facebook by the same target rating points with which you buy TV.

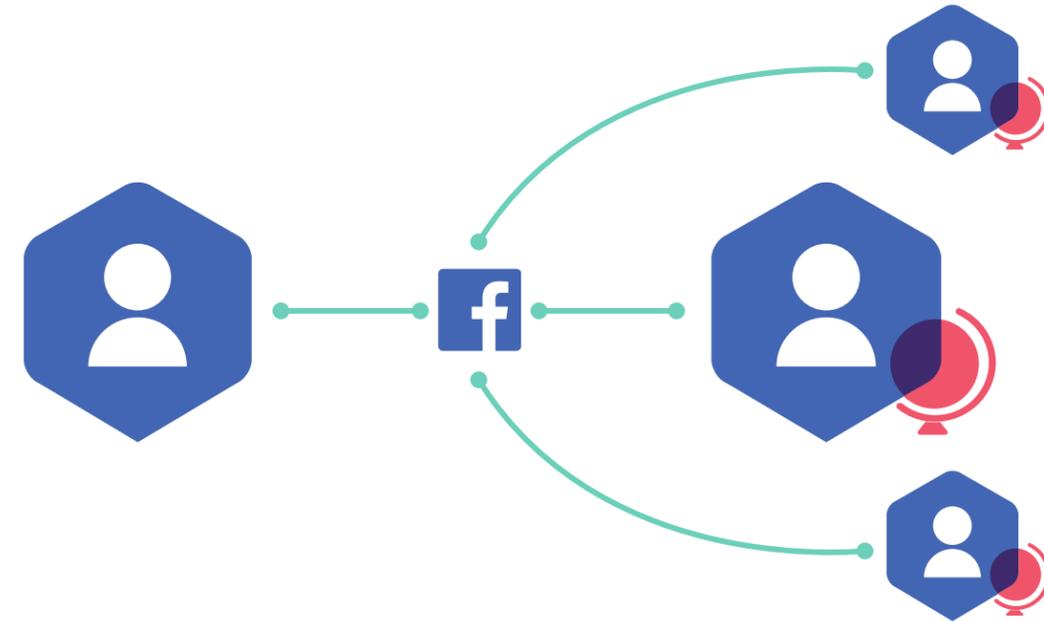


# New Targeting Features

## International targeting made easy

with our enhancement to Lookalike Audiences

Simply upload a list of your existing customers or high potential leads, then Facebook will find customers who are most likely to convert in foreign markets for you.



## Find the best market to thrive

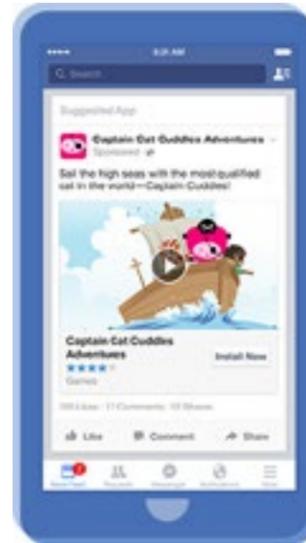
with Facebook's worldwide regions in location targeting

Select Worldwide, Region (e.g. South America) or trade group (e.g. European Economic Area) in location targeting when creating mobile app install, website conversion or mobile app engagement campaigns. Facebook's delivery system will then deliver to all countries within that grouping and will optimize delivery to the countries that are seeing the best return.



# How People See Ads

People use Facebook to discover what's new with their friends, family, and the things they care about. And your ads show up alongside these stories—seamlessly—on both desktop and mobile.



# Video Ads

## Stop thumbs with moving images

Nothing moves hearts quite like moving pictures. And video on Facebook and Instagram gives you a powerful way to tell stories that make people stop, watch, and care.

### USEFUL BITS



Catch attention quickly



Consider sound on and off



Lead with your brand

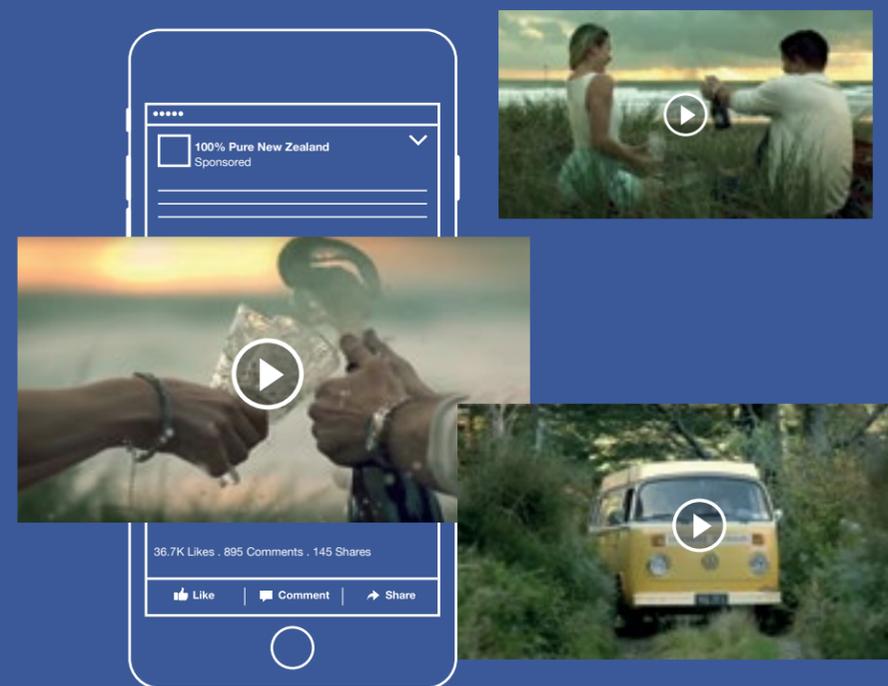


Target creatively

## 360 VIDEO

Give viewers a more immersive experience that changes how they interact with video. Learn more at [360video.fb.com](https://www.facebook.com/360video)

 100% Pure New Zealand



 SUUMO



**Tourism New Zealand** used a series of 3 videos, cinemagraphs and atomized storytelling to bring their story to life and push people through the funnel .

**SUUMO**, a popular real estate portal, became the first advertiser in Japan to run a single-day campaign that reached a broad audience up to 3 times a day. SUUMO successfully reached out to the younger generations on Instagram and raised its brand favourability.

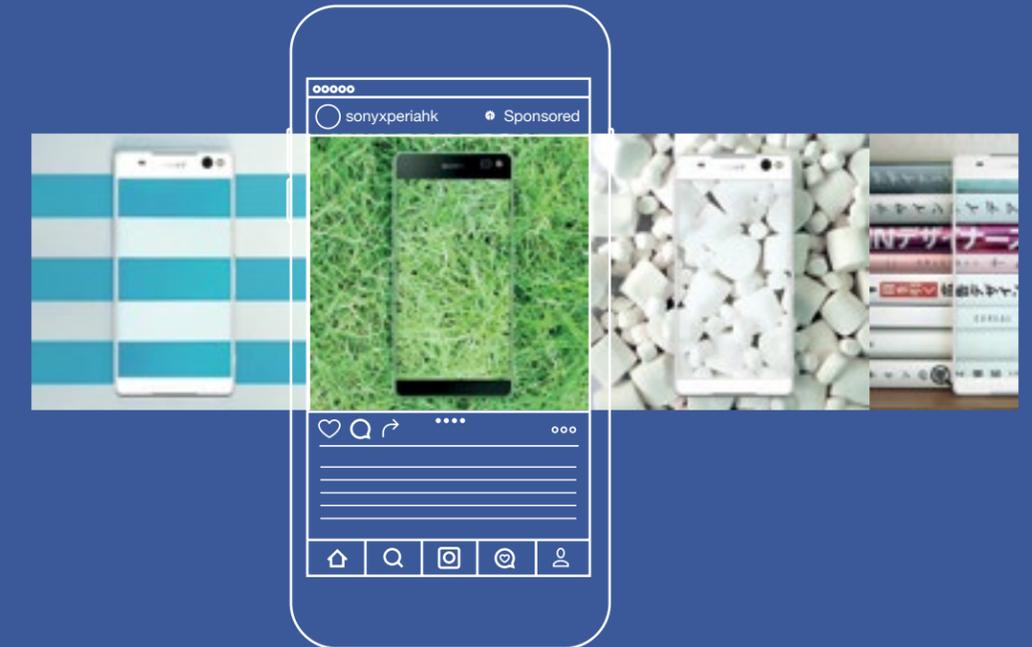
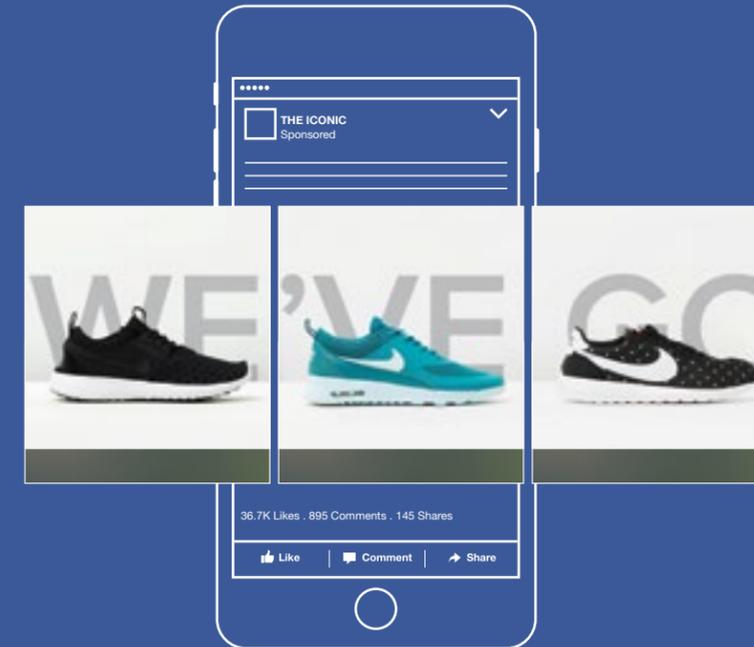
# Carousel Ads

## Tell your visual story

If every picture tells a story, imagine the story you can tell with 5 of them. With carousel ads, you can feature multiple products or photos, or walk people down a creative path. It's your visual playground in Feed.

### USEFUL BITS

- Use images of products when targeting people who have visited products on your website.
- Reach more people through video. Follow up with images that give more information about the product, service or brand you're advertising.
- Consider stitching your images together to create one panoramic visual.
- Create a theme for the videos and images in your carousel link ads.
- Test different creative strategies such as storytelling with video, product imagery, or starting with a brand video followed by more specific product or brand information.



**THE ICONIC** successfully used Instagram to lift ad recall and increase purchase intent, while Facebook helped to drive online sales. Of the audience that saw posts on both Instagram and Facebook, there were 23% more conversions and 25% more basket adds than of those who saw only the Facebook ads.

**Sony Xperia HK** The smartphone and tablet brand used Instagram to create mass awareness of a new product in Hong Kong and communicate key features to its target audience.

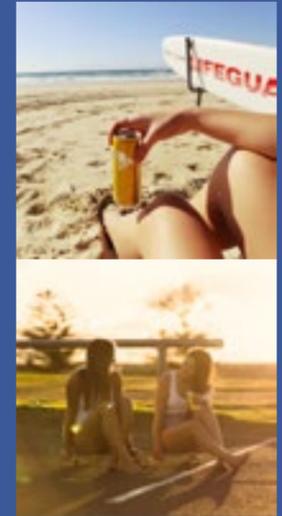
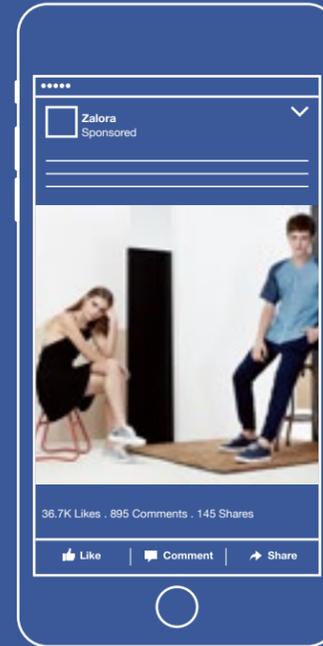
# Photo Ads

## Move people with a single still

If you've got lots of images to play with, Facebook can help you find the best-performing shots to make sure your campaign is bound to stop thumbs.

### USEFUL BITS

- Use the wide creative canvas to display large, prominent images.
- Build a consistent brand voice with a unique photographic style.
- Focus copy on your brand message.



**Red Bull** teased summer and new packaging with a bespoke Instagram campaign ahead of other media. Aspirational imagery and 15-second videos used subtle branding and product placement, along with a yellow filter to align with the colour of the new can and feeling of summer.

# Link Ads

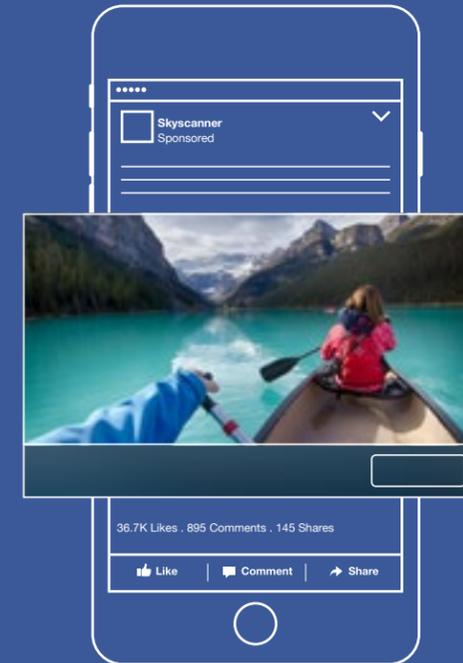
## Drive an immediate response

Whether it's making a purchase, finding out more about a product or visiting your site, get people to act and respond with Facebook link ads. Link ads allow you to create big, bold, and beautiful posts that fit right into News Feed. Add a call-to-action button to drive immediate action.

### USEFUL BITS

- Easily add a strong call-to-action button right from the ads tool.
- Showcase multiple products from your inventory using a carousel link ad.
- Get more engagement with video creative.

 Skyscanner



### DECIDE WHICH ACTION YOU WANT

Choose from five actions that best align with your business goal

**Skyscanner** applied what it had learned from previous studies to develop clean, inspirational ads that invited people to “Travel smarter”. Appearing in desktop and mobile News Feed in July 2015, the ads were targeted to 18- to 65-year-olds and featured clear calls to action to ‘Learn more’.

Add more creative real estate with the carousel format. Carousel link ads give you more creative real estate in News Feed to showcase compelling imagery for your brand and products, driving people to your website to convert. You can showcase up to 5 clickable images or video within a single ad unit and Facebook can optimize the order of the images based on relevance to each targeted individual.

# Lead Ads

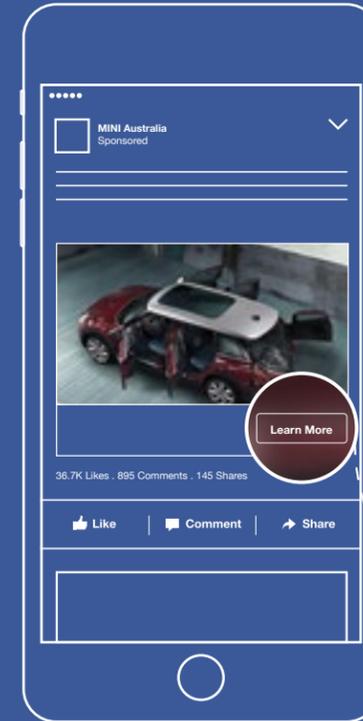
## A simpler way to complete forms on mobile

No one likes to fill out forms, especially with thumbs on a tiny screen that loves to autocorrect. Lead ads help make the process faster and easier by automatically populating contact information like email addresses. Combine lead ads with Custom Audiences to boost your CRM strategy.

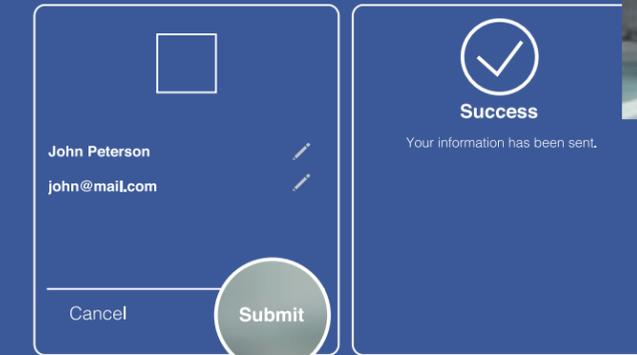
**USEFUL BITS**

- Spice up your lead ads with video.
- Choose a call-to-action button to suit your advert:

- APPLY NOW**
- DOWNLOAD**
- GET QUOTE**
- LEARN MORE**
- SIGN UP**
- SUBSCRIBE**



MINI Australia targeted people in different income brackets who weren't necessarily in the market. They captured customer information to help identify those most interested in their message.

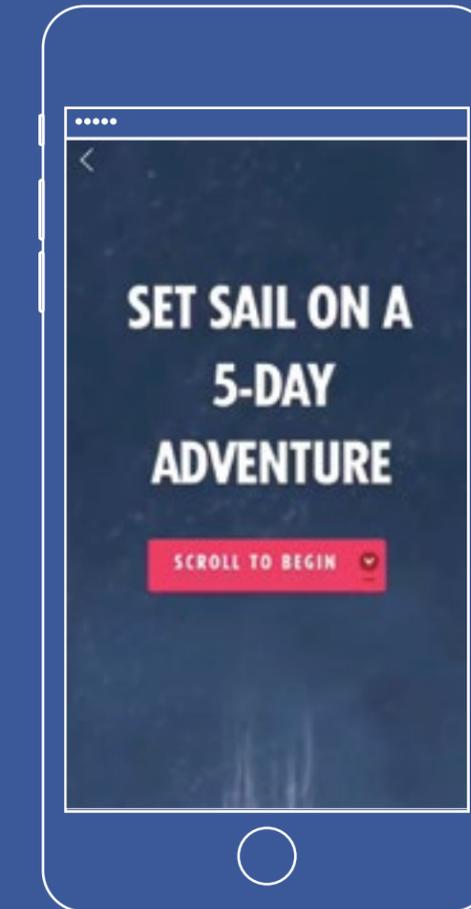
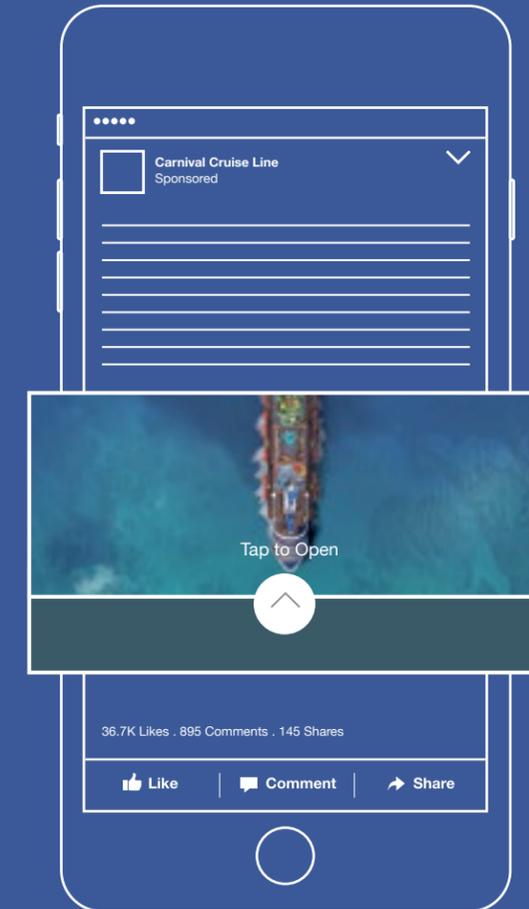


# Canvas Ads

## A new space for big ideas on Facebook

Tell your stories and showcase products in an immersive mobile experience that doesn't require a separate microsite. Canvas gives you all the space you need to move hearts with panoramic images, carousel, video, and an experience built for mobile.

 Carnival Cruise Line



**Carnival Cruise Line** ran its first Canvas campaign to target a broad audience of potential newcomers to cruising. The ad takes over the whole mobile screen so users can scroll through the rich imagery, showing off the cruise ship, the ports of call and vacation activities.



### REALLY, REALLY USEFUL BITS

#### TELL A STORY

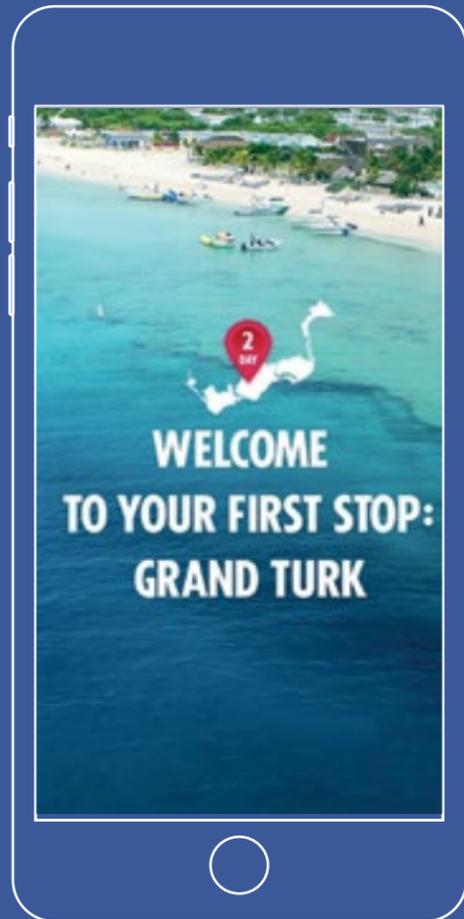
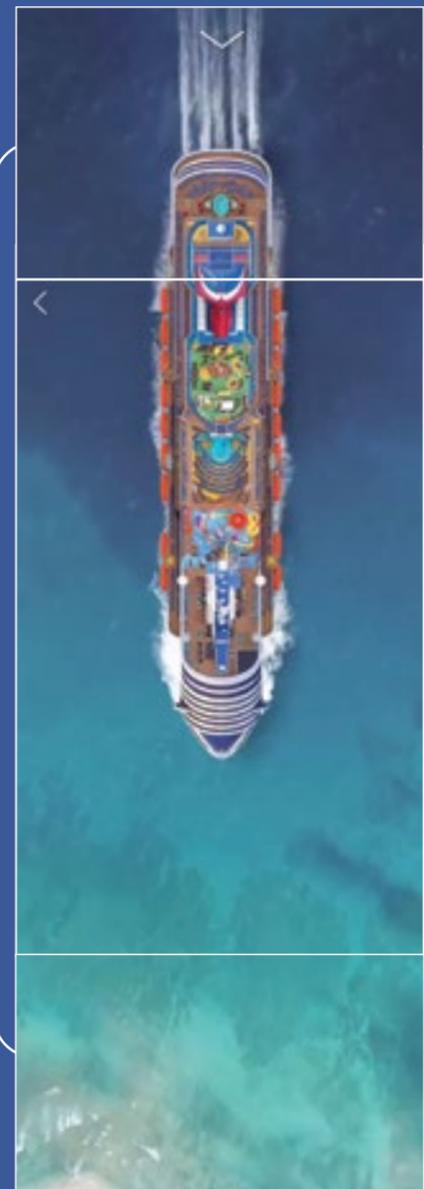
Ads with the Canvas experience perform better when the creative both tells a story and promotes a product. For example, feature a collection or attributes of a product rather than a long list of products.

#### MAKE IT INTERACTIVE

With Canvas, you can also include horizontal scroll elements so people can explore your story more deeply. This lets people engage with the products or attributes that resonate most with them.

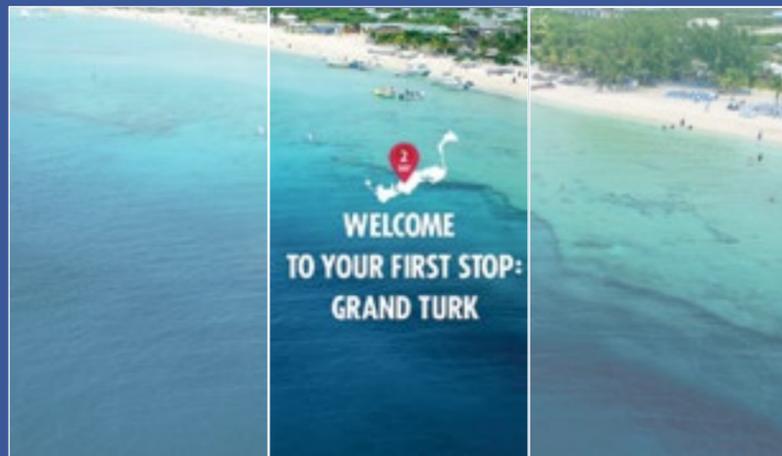
#### EXPERIMENT

This is a new in-app experience. Marketers are exploring innovative new ways and using creative elements to achieve their business objectives.



**TILT TO PAN**

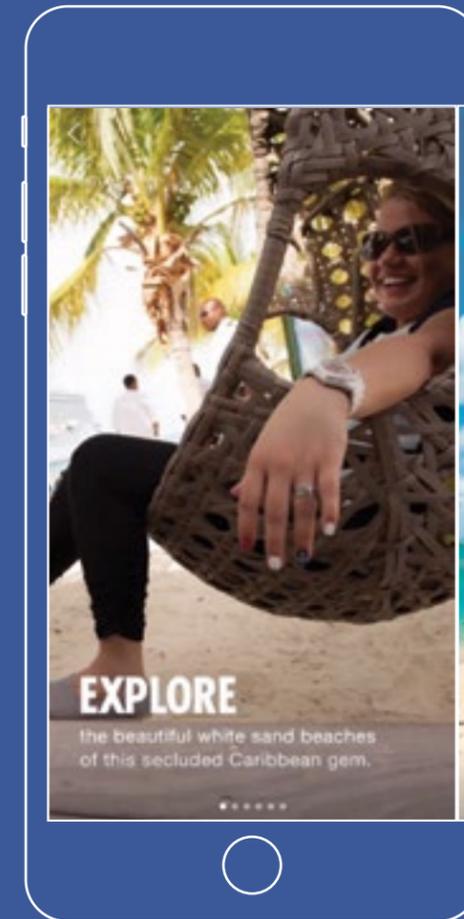
In Canvas, people can swipe through a carousel of images, tilt to view panoramic images and zoom in to view images in detail.



*50 percent of people who opened the ad scrolled through until the end. Also, the average time spent with the ad was between 135 seconds and 174 seconds, longer than the ad's running time of two minutes.*

**FLEXIBLE FOR ANY OBJECTIVE**

With Canvas, you have complete creative control to achieve any objective like telling your brand story, promoting a new movie and showcasing your products.



# Slideshow Ads

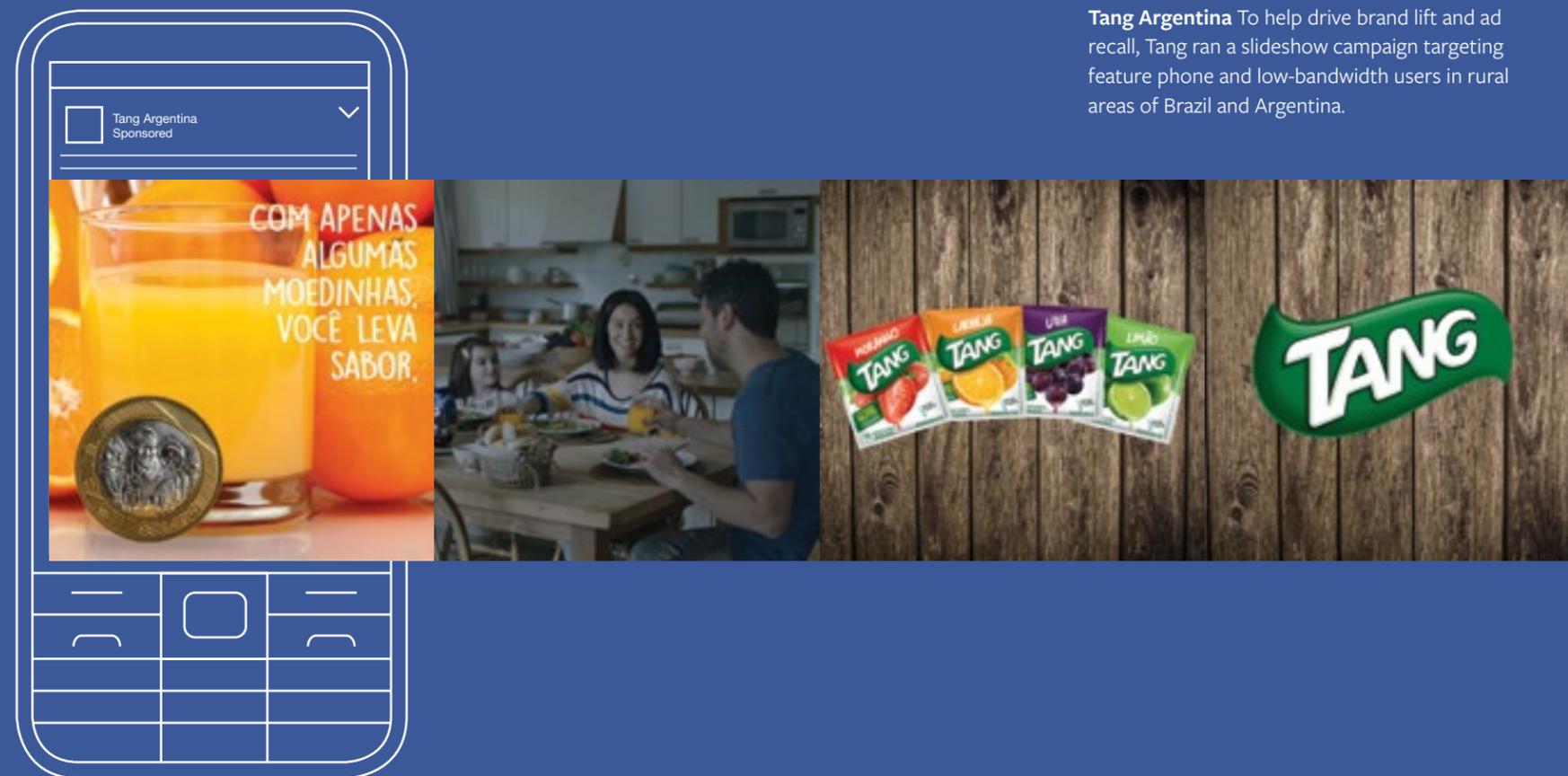
## Create moving ads from still images

Create the thumb-stopping impact of video with still images. Combine up to 7 photos to play as a simple yet captivating video. It's ideal for delivering a smooth video experience for feature phone users and markets with low bandwidth, or for anyone who wants a faster and easier way of building a video ad.

### USEFUL BITS

- Build your slideshow from 3-7 images.
- Adapt video to suit low-bandwidth markets by combining video screenshots.
- Control the video speed to create videos up to 15 seconds.
- Videos play without sound.
- Combine slideshow with targeting by bandwidth or device for optimal efficiency.
- For feature phone delivery, slideshows must be created in PowerEditor's Page Post Engagement objective.
- Available on Facebook and Instagram

  Tang Argentina



**Tang Argentina** To help drive brand lift and ad recall, Tang ran a slideshow campaign targeting feature phone and low-bandwidth users in rural areas of Brazil and Argentina.

# Ad Specs

### PHOTO ADS

**f**  
**FILE TYPE**  
.png or .jpg

**DIMENSIONS**  
Recommended aspect ratio: 1:1  
1080 pixels (max width) x 1920 pixels (max height)

**CAPTIONS**  
Text: 90 characters  
Images may not include more than 20% text.

**i**  
**FILE SIZE**  
Maximum 30MB per image

**FILE TYPE**  
.png or jpg

**DIMENSIONS**  
Recommended aspect ratio: 1.91-1:1  
Minimum 600 x 600 pixels  
Maximum 1936 x 1936 pixels

**CAPTIONS**  
Text: Maximum 2200 characters  
125 characters recommended

### CAROUSEL

**f**  
**FILE SIZE**  
Maximum 30MB per image

**i**  
**FILE SIZE**  
Maximum 30MB per image

**FILE TYPE**  
.png or .jpg

**FILE TYPE**  
.png or .jpg

**DIMENSIONS**  
Recommended aspect ratio: 1:1  
Minimum 600 x 600 pixels  
Maximum 1936 x 1936 pixels

**DIMENSIONS**  
Recommended aspect ratio: 1:1  
Minimum 600 x 600 pixels  
Maximum 1936 x 1936 pixels

**CAPTIONS**  
Text: 90 characters  
Headline: 40 characters  
Link description: 20 characters  
Thumbnail Images may not include more than 20% text.

**CAPTIONS**  
Text: Maximum 2200 characters  
125 characters recommended

### CAROUSEL WITH VIDEO

**f**  
**FILE SIZE**  
Up to 4GB max

**FORMAT**  
Recommended format: .mp4 or .mov

**DIMENSIONS**  
Recommended aspect ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillarboxing or letterboxing

**CAPTIONS**  
Text: 90 characters  
Headline: 25 characters

**VIDEO LENGTH**  
Maximum 120 mins

**ALLOWED CODECS**  
Video: H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan  
Audio: AAC audio compression, 128kbps preferred  
Frames: Maximum 30fps

### VIDEO ADS

**f**  
**FILE SIZE**  
Up to 4GB

**FORMAT**  
.mp4

**DIMENSIONS**  
Recommended aspect ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16.9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen, no pillarboxing or letterboxing

**CAPTION**  
Text: Maximum: 2200 characters  
Recommend: 90 characters  
Headline: 40 characters  
Link description: 20 characters  
Images may not include more than 20% text.

**VIDEO LENGTH**  
Maximum 120 mins

**ALLOWED CODECS**  
Video: H.264  
Audio: AAC  
Frames: Maximum 30fps

### LINK ADS

**f**  
**DIMENSIONS**  
Recommended aspect ratio: 1.9:1  
Recommended image size: 1200 x 628 pixels

**CAPTIONS**  
Text: 90 characters  
Headline: 25 characters  
News Feed description: 30 characters  
Images may not include more than 20% text.

### SLIDESHOW

**f** **i**  
**DIMENSIONS**  
Recommended aspect ratio: 16:9 (max 4:3) or 1:1. Images of same size and aspect ratio are recommended to avoid cropping.  
Recommended image size: 1280 x 720 pixels

**CAPTIONS**  
Text: 90 characters  
Headline: 25 characters  
News Feed description: 30 characters  
Images may not include more than 20% text.

### 360 VIDEO

**f**  
**FILE SIZE**  
Maximum 1.75GB

**FORMAT**  
.mp4

**DIMENSIONS**  
Recommended aspect ratio: 2:1 As high as possible with maximum 4K input (4096 x 2048 pixels)

**DEPTH**  
Mono

**VIDEO LENGTH**  
Maximum 10 mins

**ALLOWED CODECS**  
Video: H.264  
Audio: MP3 or AAC  
Frames: Maximum 30fps

### LEAD ADS

**f**  
**Call To Action (Optional)**

- Apply Now
- Download
- Get Quote
- Learn more
- Sign up
- Subscribe

**DIMENSIONS**  
Recommended aspect ratio: 1.9:1  
Recommended image size: 1200 x 628 pixels

**CAPTIONS**  
Text: 90 characters  
Headline: 25 characters  
News Feed description: 30 characters  
Images may not include more than 20% text.

### CANVAS

**f**  
**Canvas offers different components that can be combined in different configurations. Canvas is only available on mobile. You can view a full overview of Canvas at [canvas.facebook.com](https://www.facebook.com/canvas).**

**Canvas is an experience that is accessed by first clicking on a mobile ad unit and then the user is taken to a Canvas experience**

### LINK AD

**DIMENSIONS**  
Image ratio: 1.9:1  
Recommended image size: 1200 x 628 pixels

**CAPTIONS**  
Text: 90 characters  
Headline: 25 characters  
News Feed description: 30 characters  
Images may not include more than 20% text

### HEADER

**DIMENSIONS**  
66 (maximum height) x 882 pixels (maximum width)

**FILE TYPE**  
transparent.png  
Headers remain pinned at the top of the screen. If you don't want this behaviour, you can use an image or text element instead of a header.

### VIDEO

Videos will be set to autoplay with sound on, to loop and can also be set to appear full frame and will gently snap into place. Use a video to emulate an animated gif

**DIMENSIONS**  
Minimum resolution of 720p  
Full screen aspect ratio: 1.78:1; 750 x 1334 pixels  
Video will resize for landscape and play just the video pack in the pillar box

**FILE TYPE**  
Recommended format: .mp4 or .mov  
Portrait orientation is recommended  
Each Canvas can support 1 or more videos

**VIDEO LENGTH**  
The total of all videos must be 2 minutes or less

### PHOTOS

**FILE TYPE**  
Recommended format: .jpg or .png  
Up to 20 photos can be used in a Canvas

**DIMENSIONS**  
Image ratio: Images use the full width of the screen by default.  
Full-width image is 1080 pixels, but you can use wider images if you select the “fit to height (tilt to pan)” display option. A full-height image is 1920 pixels, but you can use a taller image if you select the “fit to width (tap to expand)” display option  
‘Fit to width’ ensures the image is full width and allows for variable height  
‘Fit to height’ forces the image to fill the screen top to bottom. If the image bleeds off the left and right edges, the image will have the ‘Tilt-to-pan’ behavior.

**TILT-TO-PAN**  
Allows a user to tilt the phone to the left or right to reveal more of the image. Select the ‘Fit-to-height’ option in the Photo component of the Create Tool

**DIMENSIONS**  
While the image can scale up to 5x the width of the screen (5400px), we recommend 3x (3240px) for performance and usability  
The image is 100% of the screen height (1920px)  
Image starts centered

### CAROUSEL

Images in carousels use the full width of the screen by default. They must also maintain the same dimensions from image to image  
Max 10 images per carousel  
Images can be full or partial height but all images should be the same size.

**FILE TYPE**  
.png or .jpg  
IO images per carousel max  
Pagination dots always appear along the bottom edge of the image. A light gray gradient appears at the bottom edge of the carousel images to provide contract for the pagination dots

**DIMENSIONS**  
1080 pixels (maximum width) x 1920 pixels (maximum height)

### PRODUCT SET

Advertisers must have uploaded a product catalogue to use this Canvas component. The unified pixel needs to be set up correctly as Canvas dynamically displays the best-performing products. Currently, advertisers cannot choose the order in which items appear.

Up to 40 products can be displayed

### TEXT

Canvas units can have multiple blocks of text up to 500 words each. The text will be displayed against a background color set by the theme (white, dark gray).

**FONT**  
Font face: Serif, Sans-serif  
Font size: 6 point up to 72 point  
Font color: #RRGGBB  
Alignment: Left, Center, Right  
Font style: Bold, Italic, Underline (applies to whole block not individual words)

### BUTTON

Use a header bar to introduce people to your brand and the Canvas experience. A few things to keep in mind:

Brand Logo (transparent png, max dimensions 66 x 180 pixel @3x)  
Headers remain pinned at the top of the screen. If you don't want this behaviour, use an image or text element instead

**DIMENSIONS**  
48 x 48 pixels of padding above and below

**CAPTIONS**  
30 character limit

# Facebook Case Studies



## ELEX



## Success Story

## Going global, the cross-platform way

The Chinese developer acquired highly engaged players in new markets after taking its successful mobile game Clash of Kings cross-platform, integrating it into Facebook.com.

# 50 Million

players globally

# 80%

higher player engagement rate than  
before going cross-platform

# 4x

increase in average playtime

## THEIR STORY

## Real-time strategy

Founded in 2007, ELEX is a Chinese company with global ambition. Its popular social games include Happy Harvest, City Life and Clash of Kings, a cross-platform real-time strategy game.

## THEIR GOAL

## Cross-platform experience

Recognizing gamers' preference for a seamless experience across devices, ELEX created a cross-platform version of its successful mobile game Clash of Kings by integrating it into Facebook.com. The company wanted to take the game global by making it accessible to gamers on their gadgets of choice.

## THEIR SOLUTION

## Reaching gamers where they are

As part of its “go global” strategy, ELEX rolled out Clash of Kings sequentially. Starting with Southeast Asia, it launched the game in one market at a time, fine-tuning its marketing strategy along the way, applying lessons learned in each region to the next. In this way, the company ensured it was better prepared to enter more mature markets like North America.

ELEX ran an awareness campaign to inform existing mobile players that they could now play Clash of Kings on desktop. The company

separated its audience by gender, targeting each group with customized creative. For example, female players saw ads featuring female characters and copy that addressed them as “Queen” and “my lady”, while male players saw male characters, scenes of warfare and images of weaponry, with copy that addressed them as “warriors”.

## THEIR SUCCESS

## Highly engaged fans worldwide

Since integrating Clash of Kings into Facebook.com in March 2015, ELEX has acquired players in brand new markets and achieved these results:

- 50 million players globally
- 80% higher player engagement rate than before the game became cross-platform
- 4X increase in average playtime
- Top 10 grossing game in over 80 countries

## TransferWise



### Success Story

## Wising up with conversion lift

A conversion lift test showed the online money transfer service that combining direct response ads with video can produce even better results than video alone.

# 24%

higher lift in registrations  
(video ads + direct response link ads  
versus video only)

# 90%

lift in incremental  
registrations

# 18%

lower cost per incremental registration  
(video ads + direct response link ads  
versus video only)

### THEIR STORY

## Fee-free transfers

Developed by the people behind Skype and PayPal and described by Richard Branson as a “disruptive innovation in financial services”, TransferWise allows people to send money abroad without incurring hidden fees.

### THEIR GOAL

## Better together?

TransferWise wanted to understand if using a direct response (DR) approach alongside video ads would work better than video alone in driving leads and registrations.

### THEIR SOLUTION

## Testing a new combination

Conversion lift tests accurately capture the impact of Facebook ads by comparing conversions in a randomized test group to those from a control group. In this study, people in the test group saw both video ads and DR link ads, while those in the control group saw only the video ads.

The ads featured TransferWise’s usual fee-slashing messaging and used the Facebook conversion pixel to track which ads directly generated leads and registrations. TransferWise targeted experts living in Australia and used Lookalike Audiences to identify additional potential customers.

### THEIR SUCCESS

## Right on the money

Overall, Facebook drove significant lifts in incremental leads, registrations and new users. And the results showed that—versus video alone—combining video and link ads was far more successful at generating new leads and registrations, as well as a lower cost per incremental registration.

Key numbers from the campaign, which ran for 4 weeks from August 2015, included:

- 24% higher lift in registrations (video ads + DR link ads versus video only)
- 18% lower cost per incremental registration (video ads + DR link ads versus video only)
- 90% lift in incremental registrations
- 2X higher lift in new leads (video ads + DR link ads versus video only)
- 2.5X lift in mobile app installs

## NewBornTown



### Success Story

## Going global with Facebook

The China-based mobile internet company used Facebook and Instagram to reach an overseas audience—especially people living in the US—on mobile.

# 38%

more app installs came from Facebook than all other digital channels combined

# 22%

lower cost per acquisition from Facebook than other digital channels

# 6.7%

higher retention rate using Instagram ads than other digital channels

### THEIR STORY

## Personalizing mobile

Based in Beijing, NewBornTown creates mobile technology that allows people to customize their mobile experience. 300 million people around the world use its Solo System apps, including its flagship mobile app, Solo Launcher.

### THEIR GOAL

## Crossing borders

NewBornTown wanted to grow its business by expanding globally and reaching young, mobile-savvy Android owners who live in the company's priority markets. It wanted to drive app installs and lower its cost per install.

### THEIR SOLUTION

## Targeting and personalization

To reach its mobile audience, NewBornTown ran mobile app install ads across both Facebook and Instagram, targeting people globally (with a focus on people living in the US) who own an Android device (because Solo Launcher is only available on Android).

The company also used location and interests targeting to personalize the ads. This strategy ensured it efficiently allocated its budget to reach precisely the right people.

Instagram in particular allowed the company to reach a younger, mobile-savvy audience. NewBornTown personalized its content to suit this group's tastes and their desire for visual inspiration.

### THEIR SUCCESS

## Boost for installs

NewBornTown's integrated mobile campaign (which ran from October 1–December 31, 2015) produced efficiencies and helped the company achieve these results in brand new overseas markets:

- 38% more app installs came from Facebook than all other digital channels combined
- 22% lower cost per acquisition from Facebook than other digital channels
- 6.7% higher retention rate using Instagram ads than other digital channels

## Modanisa



### Success Story

## Fashioning a new strategy for growth

Facebook's enhanced Lookalike Audiences tool helped the Turkish e-commerce brand continue its impressive global expansion, producing a return on investment that was 4x higher than previous campaigns.

# 4x

higher return on ad investment than  
keyword targeting campaigns

# 30%

higher customer acquisition  
rate than rival platforms

### THEIR STORY

## Turkish chic

Turkish startup Modanisa was launched in 2011 with a mission to give “choice in style” to 400 million Muslim women globally. The online retailer was named the most popular conservative fashion site in the world by State of the Global Islamic Economy Report 2015/16.

### THEIR GOAL

## Cracking the German market

To maintain its growth rate, Modanisa continually looks to expand into new markets around the world. It turned to Facebook to support its growth in Germany, aiming to bring new customers to its site and drive online sales.

### THEIR SOLUTION

## Different countries, similar traits

In previous campaigns, Modanisa had used simple keyword-based targeting to identify its audiences. To make its German campaign even more successful, the ecommerce company decided to test Facebook's newly enhanced Lookalike Audiences feature. Using this, Modanisa could take a group of existing customers in Turkey and identify people with similar characteristics in Germany: i.e., women who were likely to be interested in its message and products.

Modanisa used Facebook Marketing Partner Adphorus's ad creation tool to produce its own ads. The simple interface allowed the retailer to easily create multi-image carousel ads featuring clothes and other items that were suitable for Germany's Islamic community and climate. This combination of lookalike-based targeting and powerful ad creation helped Modanisa efficiently showcase its products to a highly receptive audience.

### THEIR SUCCESS

## Delivering in style

Modanisa's experiment with Lookalike Audiences was a great success, delivering a high return on ad investment and an impressive acquisition rate. Highlights of the 11-day campaign from March 2016 included:

- 4X higher return on ad investment than previous keyword-based campaigns in Germany
- 30% higher customer acquisition rate than rival platforms

## Air China



### Success Story

## Soaring high with Facebook

Air China used Facebook's Custom Audiences targeting tool to attract overseas customers to fly to China with the airline, resulting in a 109X return on its ad investment.

# 27x

return on advertising investment overall

# 109x

return on advertising investment after using Custom Audiences

# 1.28x

sales profit generated compared with other digital media

### THEIR STORY

## We go beyond

Air China is China's national flag carrier for civil aviation and the country's leading civil airline. As a member of Star Alliance, Air China offers flights to 90 domestic cities and more than 50 cities worldwide.

### THEIR GOAL

## Come fly with me

Air China not only wanted to enhance its brand image via Facebook, but also to use Facebook Ads to drive international ticket sales and make Air China the first-choice airline for flying to China.

### THEIR SOLUTION

## Precise ad placements

This was the first time that Air China used Facebook for direct response advertising to promote ticket sales, with the aim of improving Air China's brand awareness in overseas markets and generating greater return on investment.

Air China used creative images and text that showed scenic destinations in China, its extensive network coverage, and its new aircraft.

Its eye-catching ads also drew attention to discounts and offers. These ads were precisely targeted to reach different target audience groups, using Custom Audiences for frequent flyers and website Custom Audiences for online visitors. To achieve even better results, Air China takes the extra step of pinpointing Chinese customers living or staying abroad.

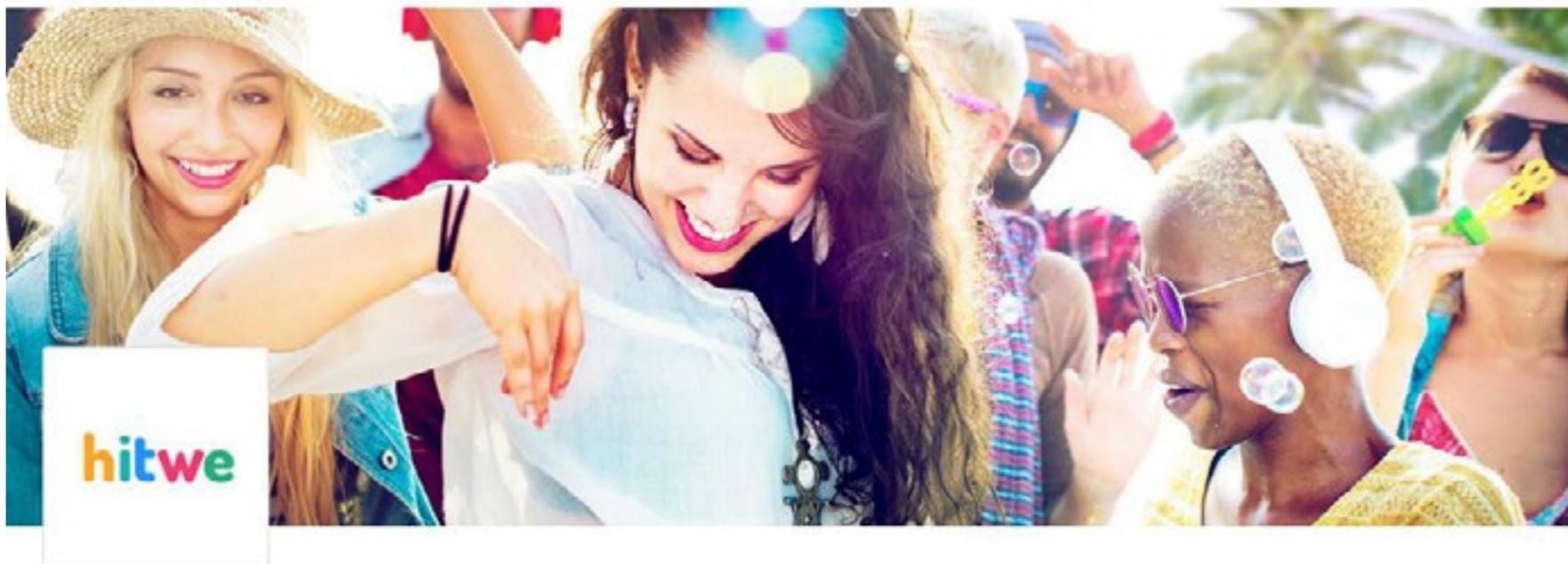
### THEIR SUCCESS

## Greater returns

Air China's return on investment has turned out to be up to 6X greater with Custom Audiences than with standard target settings. As a result of the campaign, which ran between August–September 2014, Air China achieved:

- 27X return on advertising investment overall
- 109X return on advertising investment after using Custom Audiences
- 1.28X profit generated compared to other digital media
- 55% of people who saw the ad on their mobile phone went on to complete transactions on their computers

## Hitwe



## Success Story

## Sharing the love in new markets

Facebook's range of creative ad formats, audience analytics and monetisation tools helped the social discovery app successfully expand into over 50 emerging Asian and African markets.

# Over 3 Million

app downloads in first 4 months

# 33%

decrease in cost per install

# 27%

uplift in eCPM (effective cost per mille)

## THEIR STORY

## Connecting people

The social discovery app Hitwe was launched in December 2015 and is aimed at emerging markets in Asia and Africa. The free app connects people with others they find attractive and earns revenue through native ads, including those placed via Facebook's Audience Network.

## THEIR GOAL

## More markets, more installs

With the aim of getting large numbers of people to install the app in multiple countries, Hitwe turned to Facebook for its ability to reach a massive audience and the opportunity to customise its marketing approach across diverse cultural, social and behavioural groups.

## THEIR SOLUTION

## Test, optimise, love

Facebook's advanced suite of tools allowed Hitwe to take a flexible approach to its app launch. With up to 300 active campaigns driving thousands of app installs across its various markets each day, the app developer had plenty of opportunities to test and optimise its ads.

Each culture and social group required its own tailored approach, so Hitwe used Audience Insights to understand the complexities and nuances of its multiple audiences. This deep level of insight—coupled with Facebook's sophisticated targeting options, including

Custom Audiences and Lookalike Audiences — allowed it to select and run relevant, high-impact ad creative for each cluster. Hitwe took advantage of the wide range of ad formats available on both Facebook and Instagram, including carousel and video. An emotive video drove awareness of the app and delivered the brand line, “Hit it off with Hitwe”. A range of locally relevant mobile app ads invited people to find singles in their area, with clear calls to action to ‘Install Now’. This flexible template allowed Hitwe to automatically tailor the creative to each region.

## THEIR SUCCESS

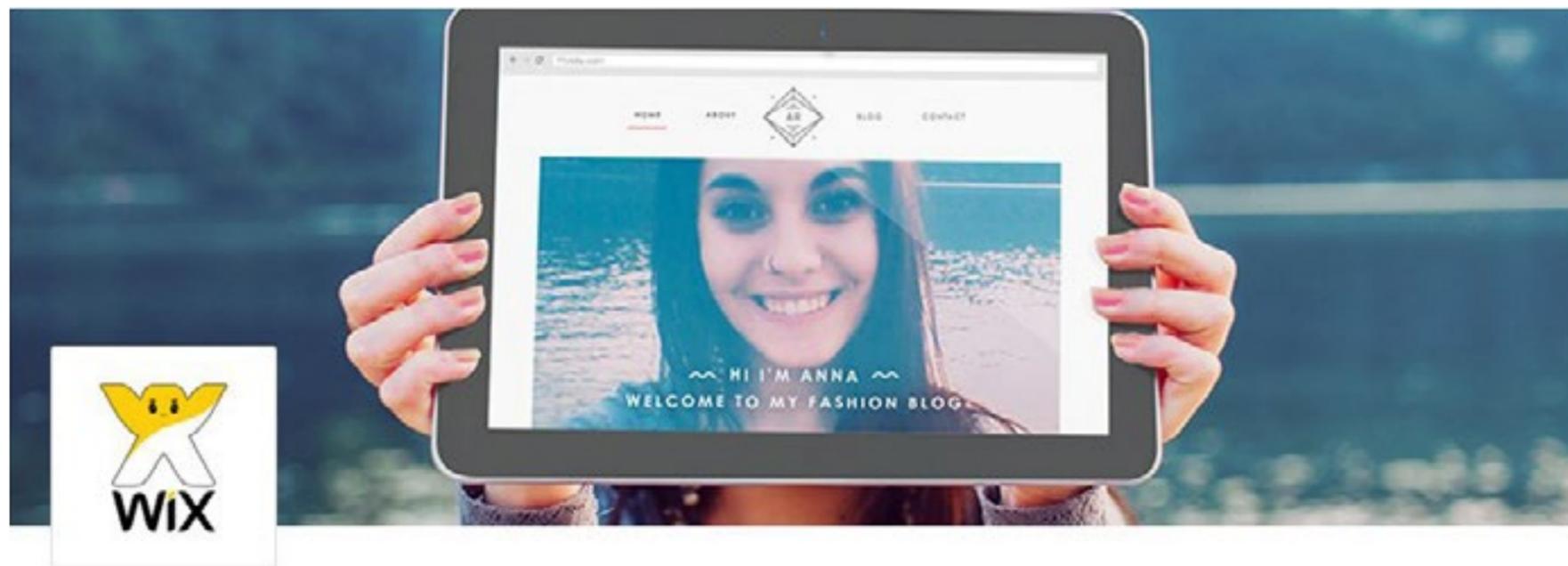
## From zero to hero

Close collaboration with Facebook helped Hitwe reach over 3 million app downloads in the first 4 months, making it a huge hit in over 50 countries. Accurately targeted, highly relevant Facebook ads also led to a huge 33% drop in Hitwe's cost per install compared to other major sources of traffic.

The campaign, which launched in February 2016, produced the following results:

- 33% decrease in cost per install
- 27% uplift in average eCPM (Audience Network versus other native ad networks)
- Top 10 social app in over 50 countries
- 10 million people reached by daily posts
- Over 500,000 video views

## Wix



## Success Story

## For more effective direct response, just add video

The leading web development platform used Facebook to help accelerate its growing business and become an industry leader by complementing a successful direct response campaign with brand-building video ads.

95%

target accuracy

8-point

increase in ad recall

6.8%

incremental uplift in  
premium subscriptions in  
DR-only test group

7.4%

incremental uplift in  
premium subscriptions in DR  
+ video test group

## THEIR STORY

## Getting ahead in the cloud

Founded in 2006, Wix.com is a cloud-based web development platform that provides drag-and-drop website building tools to over 70 million people in 190 countries. With Wix's powerful and easy-to-use tools, anyone can build, manage and grow their online presence—with no coding required.

## THEIR GOAL

## How can video help?

Wix wanted to measure the business impact of its Facebook campaigns. Specifically it wanted to find the best way to optimise its digital campaigns and drive return on investment by complementing its direct response (DR) advertising with the brand-building power of video.

## THEIR SOLUTION

## Putting video to the test

Wix created a highly engaging video campaign that demonstrated the simplicity of its interface, using ad creative that imagined a world in which reality itself could be 'dragged and dropped'. By creating a Lookalike Audience based on its highest-value US-based customers, Wix effectively targeted 15 million customers to test its campaign creative.

Partnering with Facebook, Wix then launched a comprehensive Reach-Resonance-Reaction study to compare the impact of DR ads combined with video ads versus DR ads alone. The measurement framework included Nielsen Digital Ads Rating (DAR) and Nielsen Brand Effect studies, as well as a conversion lift study with 2 test groups and 2 control groups that used conversion pixel tracking to identify what was driving registrations on the site.

## THEIR SUCCESS

## Super-charged subscriptions

The message was clear: building your brand with Facebook video delivers hard business results. With unique reach of 6.7 million people and 95% targeting accuracy, Wix's test campaign successfully delivered its message to the right audience and significantly increased ad recall. There was notable growth in new premium subscriptions thanks to the DR-only creative campaign, and adding video to the mix produced even better results.

As a result of the 40-day campaign that ran starting in March 2015, Wix enjoyed:

- 95% target accuracy
- 8-point increase in ad recall
- 6.8% incremental uplift in premium subscriptions in DR-only creative campaign (versus control)
- 7.4% incremental uplift in premium subscriptions in sequenced creative (DR + video) campaign (versus control)

## LAN



## Success Story

## Travelers flock to Cyber Monday sale

The South American airline used Facebook to promote its discounts on Cyber Monday and in just 2 days, posted its biggest sales of 2014, thanks to a retargeting strategy focused on audiences who were interested in its offer.

3.4x

return on investment in just 2 days

81%

total sales from display campaign

14%

savings on cost per acquisition compared with other online media

## THEIR STORY

## Direct route to a great passenger service

In 2012, LATAM Airlines Group was created through a merger between two of the industry's leading companies: LAN and TAM Airlines. The group connects the region to the rest of the world through a flight network covering North and South America, Europe, the Caribbean and Oceania. Each year, LAN and TAM carry about 66 million passengers to 135 destinations in 24 countries and transport cargo to 145 destinations in 27 countries. Together, LAN and TAM operate approximately 1,500 flights per day, carrying one in 2 passengers in South America.

## THEIR GOAL

## Next stop: Latin America

The main goal was to increase the sale of air tickets from the United States to Latin America during the biggest online sale of the year, Cyber Monday: a special day of online discounts taking place on the Monday after Thanksgiving Day in the United States.

## THEIR SOLUTION

## Talk to people who want to listen

LAN had a great offer to share, but also a good media strategy that took advantage of Facebook's Custom Audiences to talk to people with an interest in traveling.

From November 27–29, 2014, the company launched a teaser campaign consisting of link ads in News Feed, which sought to capture a database of responses to its initial discount offers.

LAN then activated its Cyber Monday offer on Facebook on December 1–2, 2014 with a message that spoke to 3 different target

audiences: people who liked the LAN Facebook Page, people who were interested in traveling to Latin America, and frequent flyers from the US to South America.

The link ads took visitors to the LAN website, with audiences segmented by country, so that they would find offers for the destination they were interested in.

LAN also carried out a retargeting campaign focused on people who searched for a flight, but did not buy one, during the 5 days leading up to Cyber Monday 2014.

## THEIR SUCCESS

## Beyond the target

Facebook Custom Audiences and registrations accounted for 81% of the total sales from display. Thanks to these tools, LAN was able to reach people who had visited the website but abandoned their purchase, people who were interested in flying with LAN, and people with similar profiles who were attracted by the destinations being promoted.

During the 2-day offer, the return on investment doubled, achieving a 3.4X return. During the teaser phase, 25% of the registration forms came via Facebook. And the platform's cost per acquisition was 14% cheaper than with other media.

## TESTIMONIALS



**ELEX**

“To take your game global, cross-platform games are the future. From pre-launch to post-launch, Facebook was a true strategic partner. We have such a close and collaborative working relationship with them that I see them as an extension of my own team. Facebook’s Developer platform, advertising solutions and worldwide reach allowed us to find new fans in brand new markets.”

**Xie Xianlin, President, ELEX**



**TransferWise**

“Ultimately, every pound we spend on marketing is a pound we could have otherwise invested in our product or spent elsewhere. We need to be confident we spend wisely and that it accelerates our growth. Facebook’s conversion lift tests have revolutionised how we measure performance and given us that confidence to a significantly greater degree than any other channel.”

**Russell Smith, Performance Marketing Manager, TransferWise**



**NewBornTown**

“Facebook and Instagram helped us build a loyal user base on a massive global scale. Solo Launcher’s mission is to let ‘information find you’, and it’s important that we find people who share our brand values. People who use Instagram tend to be young, innovative and curious, so there’s a natural affinity between them and the Solo brand.”

**Harry Liu, CEO, NewBornTown**



**Modanisa**

“Facebook’s international lookalike campaign helped us to reach niche audiences and customers all around the world. The focus on niche audiences led to significant increases on our acquisition ratios and supported our overall acquisition strategy.”

**Sami Güzel, General Manager & Partner, Modanisa**



**Air China**

“Facebook allowed us to connect with our frequent flyers and provide the right information based on the characteristics and needs of our target audience. As a result, we have been able to effectively identify and convert some potential customers while also reducing some of the losses associated with our online sales.”

**Lei Jing, Senior Associate Manager, e-Commerce, Air China**



**Hitwe**

“Facebook is a real superstar when we are talking about app installs. It offers a huge suite of opportunities with constantly evolving ad formats. I’m sure this is just the beginning of an exciting journey with Facebook.”

**Bohdan Moroz, Head of Social and PR, Hitwe**



**Wix**

“With the new testing capabilities, we were able to prove for the first time how video on Facebook can improve our performance-driven marketing efforts and increase our return on investment.”

**Shani More, Digital Media Director, Wix**



**LAN**

“The excellent results are a reflection of LATAM Airlines working hand in hand with Ariadna to build highly relevant audiences, which allowed us to benefit from Facebook’s tools and maximize revenue.”

**Denise Ruiz, Digital Marketing Manager for USA, Canada and the Caribbean, LAN**

# Instagram Case Studies



## ABSOLUT

## Lighting Up the Nightlife with Brilliant Creative

The prestige vodka producer, Absolut, used captivating video creative in a Facebook and Instagram campaign, lifting favorability and ad recall.

4pt

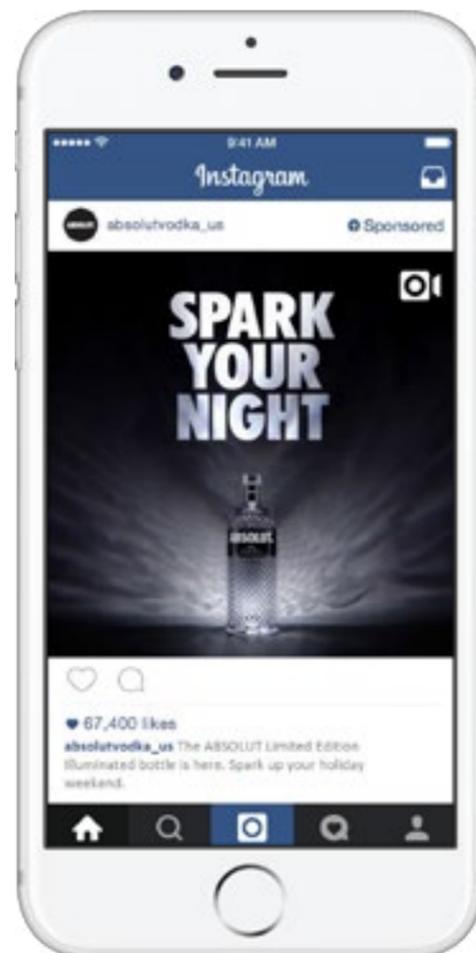
lift in favorability via Facebook

5pt

lift in brand awareness via Instagram

33pt

lift in ad recall via Instagram Marquee



## THEIR STORY

## A singular spirit

Created in Sweden in 1879, Absolut Vodka is famously dedicated to its single-source heritage and purity. Today, the brand is a global leader, known for its iconic bottle and its artistic marketing for its spirits. Absolut's Spark bottle is a limited edition multi-faceted bottle featuring a light in the bottom that creates a glittering night out.

## THEIR GOAL

## Sparking interest

Looking for a way to cause a sensation in the high-end spirits category, Absolut wanted to drive awareness and interest in its Spark illuminated bottle, encouraging people to “spark up your night”—whether they're entertaining and enjoying time at home or out with friends.

## THEIR SOLUTION

## Creative timing

Absolut teamed up with Facebook's Creative Shop to design a video series that played to a trendy crowd, while celebrating the brand's iconic past.

Each Friday, Absolut launched a new Facebook video ad linking to the Spark bottle eCommerce portal. The team used Facebook's targeting tools to reach people aged 21 to 49 in 18 focus states, who typically buy alcohol and drink on-premises, are interested in distilled spirits and typically order specific brands.

To drive more interest and reach a younger demographic at the campaign's mid-point,

Absolut selected the best videos to run as Instagram ads, timing them to run Labor Day weekend to capture the end-of-summer celebration crowd.

As the campaign came to a close, the team ran an Instagram Marquee ad, which created a single-day sensation with multiple high-reaching prime slot posts. Absolut reached a mass audience of mobile users aged 21+, ensuring maximum impact for the Spark bottle finale.

Absolut's campaign sparked, prompting a 5-point lift in brand awareness with Instagram and a 33-point lift in ad recall with the Instagram Marquee ad.

“We turned to Instagram because we wanted the launch of our limited edition Spark bottle to stand out and drive digital and real world love for the product and brand, by connecting the product with the occasion. Using Instagram's dynamic platform has helped us build a direct path to the consumer, and entice drinkers to engage both digitally and at retail. Maintaining edge is key to engage, recruit and retain millennial drinkers and Absolut strives for this through all our communication efforts.”

## Nick Guastafarro

Brand Director / Absolut Vodka

ABSOLUT.

## Playdemic

### Game On

Playdemic, one of Europe's biggest mobile gaming companies, used Instagram to raise awareness and drive installs of its popular title, Village Life.

60%

higher CTR compared with other social platforms

50%

lower CPI compared with other platforms

25%

increase in yield



#### THEIR STORY

### Mobile gaming for the masses

Playdemic is one of Europe's biggest mobile gaming companies. It started entertaining the world's players with casual strategy titles including Village Life and Gang Nations in 2010, and it has been growing ever since. The company focuses on delivering innovative and meaningful titles to mobile gamers everywhere.

#### THEIR GOAL

### Test, target, install

After carrying out a successful branding campaign on Instagram, Playdemic was keen to test mobile app install ads on a newly minted, DR ready Instagram. Playdemic wanted to reach a new audience and convey the value of their innovative titles, in this case, Village Life.

#### THEIR SOLUTION

### Creative cut through and clear messages

Using the single image app install adverts, Playdemic utilized optimized bidding (oCPM), a call to action and a combination of targeting options. These included lookalike audiences created from its own game and player databases, along with the exclusion of people who have already downloaded.

Alongside the sophisticated use of ad tech, the strategy used for the creative execution ensured that the core themes of the game were communicated in a clear, entertaining and intriguing manner - in the case of Village Life, that meant romance and family. This helped to quickly and powerfully convey the value proposition of the game and help it stand out in people's feeds.

The campaign saw significant results, including a 50% lower CPI compared to other platforms, along with a 60% higher Click Through Rate, and a 25% increase in yield. These excellent results prove that a combination of strong creative and careful targeting is the key to reach, low Cost Per Install and a strong return on investment on Instagram.

Playdemic is now keen to scale its advertising efforts on Instagram and expand with other titles in its stable.

"Since launching ads on Instagram, we have seen CPI undercut other platforms' ads by more than 50% whilst maintaining a high quality of user. CTRs are almost double of what we see on similar social platform ads with 7 day yield currently above any other user acquisition channel on the plan."

#### James Woodmansey

User Acquisition Director / Playdemic LTD



## Mercedes-Benz

### A Compact SUV for the Millennial Lifestyle

Mercedes-Benz USA launched the GLA, the automaker’s first compact SUV, through a distinctive campaign that used Instagram and Facebook ads together to achieve strong brand and direct response results.

14pt

Lift in Ad Recall of Mercedes-Benz Instagram Ads

54%

Increase in Website Visits from Instagram and Facebook Branding Ads

580%

Increase in Website Visits when Facebook and Instagram Ads Were Combined with Facebook Direct Response Ads



#### THEIR STORY

### A history of making history

Since inventing the first car in 1886, Mercedes-Benz has never stopped reinventing it. By leading with innovation in safety, performance and design, the brand is now the biggest selling luxury automaker in the U.S.

#### THEIR GOAL

### The car for a multi-dimensional generation

Mercedes-Benz USA set out to build excitement for the GLA among millennial drivers who admire the brand, but may not have considered it part of their lifestyle.

#### THEIR SOLUTION

### Fueling the launch

Mercedes-Benz put imagery at the center of their campaign pulling inspiration from the #ThingsOrganizedNeatly hashtag, creating whimsical and engaging ads highlighting the versatility of the GLA. The brand tapped photographers and brand ambassadors to answer the question, “What would you pack in your GLA?” and used their photos of neatly arranged items photographed from above on a custom GLA cargo mat to portray the versatility of the vehicle for various weekend trips.

Mercedes-Benz saw a 54% increase in website visits by serving branding ads to the same people across Instagram and Facebook. They also saw a 580% increase in website visits when Instagram and Facebook branding ads were paired with Facebook direct response ads. By using the two platforms to complement each other, Mercedes-Benz effectively moved people from awareness to action and sparked further discovery among their target audience.

“Using Instagram as part of our digital advertising mix means we can meet young buyers on their home turf. With branding advertising on both Instagram and Facebook, site visits jumped more than 50%. Combine that with our direct response Facebook campaign and the impact on lift was tenfold, driving users to our GLA model page to further interact with the product.”

**Eric Jillard**

GM, Marketing Services / Mercedes-Benz USA



Mercedes-Benz

## Qantas

### Home Is Where the Heart Is

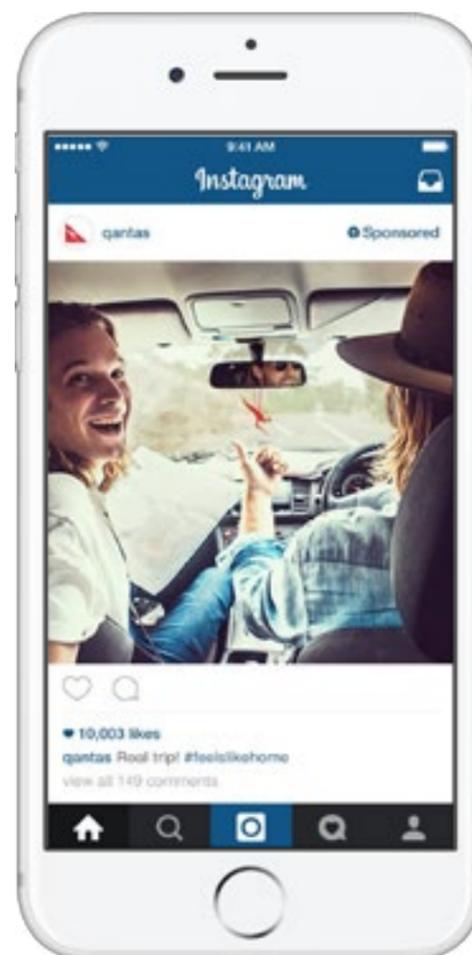
Qantas used a combination of Instagram photo and video-sponsored posts to reach a new, younger audience and rekindle the emotional connection with its customers.

30pt

Lift in ad recall

4pt

Lift in message association



#### THEIR STORY

Flying high for almost a century

Founded in the Queensland Outback in 1920, Qantas has been awarded the title “world’s safest airline” and has become Australia’s largest domestic and international aviation company.

#### THEIR GOAL

Reconnecting with the “Red Roo”

Qantas used Instagram as a part of its “Feels Like Home” campaign, to further drive positive sentiment and message association between the brand and traveling home, with a younger 18- to 34-year-old audience.

#### THEIR SOLUTION

Home for a new generation

As the first Australian brand to run both a photo and video campaign on Instagram, Qantas developed creative that would resonate with the Instagram community of travel-savvy millennials.

Qantas crafted imagery that was tailor-made for the platform and depicted quintessentially summer moments — the past times that the target audience enjoy when they return

home: surfing with friends, a day at the cricket or setting off for a road trip. While the 15-second videos featured raw and emotive scenes of real people reuniting at the airport with loved ones.

The two-phase campaign successfully drove a significant lift in ad recall (over 30 points) and a four-point lift in message association between Qantas and “feels like home.”

“Integrating Instagram into our media plan allowed us to reach millennials on their mobiles with bespoke photo and video creative that effectively added emotive layers to our core brand message.”

#### Jo Boundy

Head of Digital and Entertainment — Brand, Marketing and Corporate Affairs  
Qantas Airways Limited



## CCTV News

## A News Flash for Youth

China-based broadcaster CCTVNEWS was the first news brand in the world to advertise on Instagram and used the power of video to connect with its international audience and lift brand awareness in the US by 4 points.

3.7M

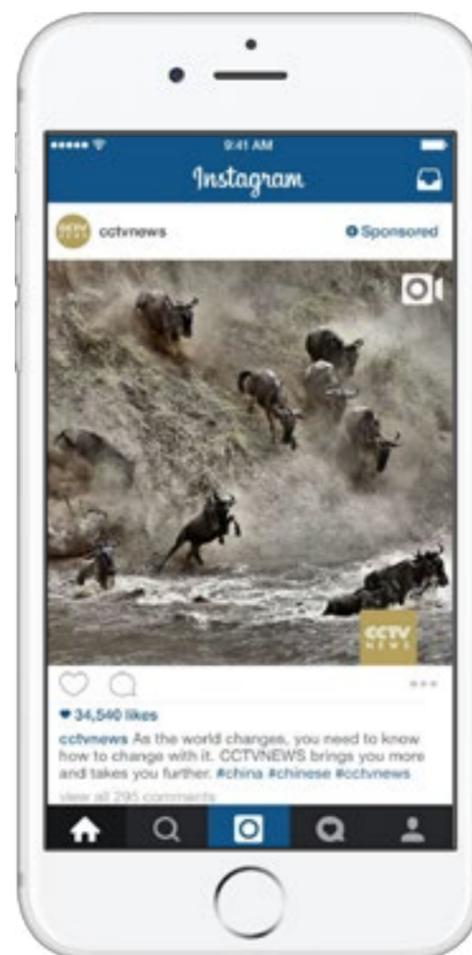
people in the US reached

6pt

lift in ad recall among 25 to 34-year-olds

4pt

lift in brand awareness



## THEIR STORY

## A window into China

Broadcasting in English, CCTVNEWS is a division of China Central Television (CCTV) – China’s largest television station. Through a combination of news stories and in-depth commentary, it offers a global audience the Chinese perspective on international affairs and an insight into modern China.

## THEIR GOAL

## A far-reaching story

CCTVNEWS wanted to reach millennials in the US and increase brand awareness. By engaging this audience on Instagram, they could position the channel as a trusted source of news and a place to stay in touch with Chinese culture.

## THEIR SOLUTION

## 15 seconds of fame

The two-week campaign targeted 18 to 34-year-olds living in the US, who use Instagram as a source of discovery. The broadcaster created two pieces of 15-second content that featured memorable moments from its documentaries and international stories. These dramatic videos sparked the Instagram community’s interest and with the subtle use of branding, successfully communicated that CCTVNEWS is the go-to source for world news – from a unique perspective.

CCTVNEWS’ campaign reached over 3.7 million people from the target audience and achieved a 6-point lift in ad recall among 25 to 34-year-olds. The videos had powerful cutthrough on Instagram and in the highly competitive entertainment landscape in the US, achieved a significant 4-point lift in brand awareness.

“Instagram advertising allowed us to reach our target audience at scale in the US. By producing video content specifically for the platform, that showcased the breadth and quality of our news programming, we could truly engage the English speaking youth community on mobile.”

## Zhang Shilei

Head of Multimedia Global Operation / CCTVNEWS



## BIRCHBOX

## Unwrapping Results With Birchbox

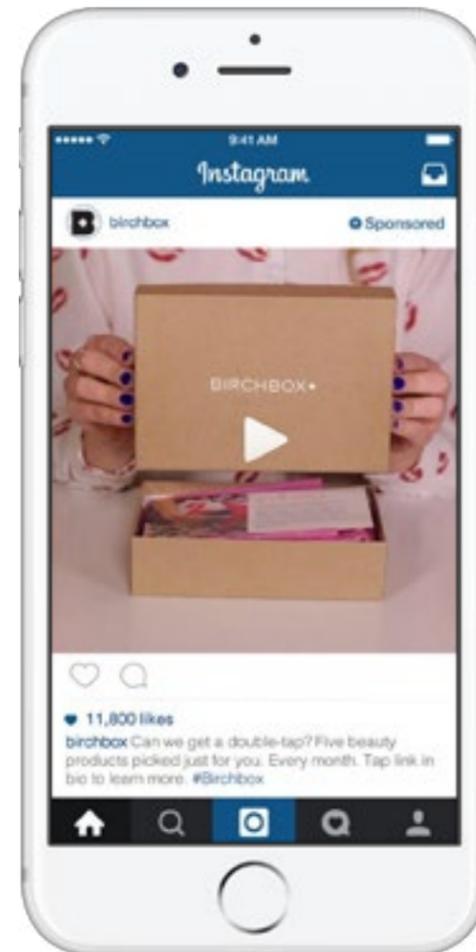
Birchbox created an Instagram video campaign capturing the surprise and delight of the monthly beauty subscription. Showcasing their upbeat editorial style and quality products, the 15-second videos made a big impact on potential customers, dramatically boosting brand awareness with its target audience.

12pt

lift in brand awareness

26pt

lift in ad recall



## THEIR STORY

## Out-of-the-box thinking

Born in 2010, Birchbox offers savvy consumers a personalized way to discover the best in beauty products and brands. Delivering original editorial content and hassle-free shopping through its e-commerce site - coupled with the undeniable excitement of the monthly unboxing - Birchbox makes modern beauty easy, efficient and fun.

## THEIR GOAL

## An audience makeover

As one of the fastest-growing beauty retailers, Birchbox looked to Instagram to boost brand awareness and spread its story of discovery to a new audience.

## THEIR SOLUTION

## The grand opening

To get the brand in front of potential customers, the team created a series of five captivating videos designed specifically for Instagram targeting its key demographic. Each video began with the ritual unboxing—highlighting a favorite part of the Birchbox experience.

Featuring clean creative in bright colors, the wordless videos were presented from a let-me-show-you point of view, mimicking the visual style of popular beauty blog posts. Later videos in the series went beyond the

unboxing to the product samples themselves, showing women applying lipgloss, highlighter and eyeliner. The women featured are all Birchbox staff members, a “real girl” strategy reflected in all of the brand’s editorial and social content.

The video campaign generated a sizeable 12pt lift in brand awareness and a 26pt lift in ad recall versus the control group.

“Instagram has been an incredibly effective engagement-driver among our current customers, so we wanted to leverage the platform in a creative way to reach new audiences as well. This video series was fun, friendly and cheerful - authentically showcasing what Birchbox is all about - and we saw a significant lift in brand awareness as a result.”

**Rachel Jo Silver**

Director, Social Marketing & Content Strategy / Birchbox

## Creative Best Practices

Instagram is unlike any other platform in its singular focus on captivating imagery. We have identified four key creative principles that have enabled brands to effectively engage with the Instagram community.

### On brand

Identify your brand's unique point of view that you want to share with the Instagram community. It's key that there is branding present in images for paid media to ensure brand linkage. This may be a logo, an iconic brand element, or a brand color.



### Consistent

On Instagram, consistency is key. If Instagram users can visit your account and quickly understand your brand's message, then they will be more likely to follow your brand and engage with your content. Brands should ensure that their message is consistent across both paid and organic content.



### Concept driven

Ideas are essential in paid advertising to drive metrics - to say something about your brand you need a message in your campaign. An idea can come to life through a storyline, a specific visual treatment, or a theme that carries through your brand's content. It can be conceptual, or it can be executional.

### Well crafted

Campaigns must be well-crafted to inspire the Instagram community. This does not always mean "expensive production" - it needs to inspire through whatever means are right for your brand's idea.

#### Strong Focal Point

Avoid using imagery that is a busy or complex composition. As a best practices one of the focal points should include a branded element.

#### Framing & Balance

Subtle details such as the rule-of-thirds, straightening, and symmetry make a big difference in the overall polish of an image and affect the tone of your shot.

#### Lighting & Detail

Every pixel is important when publishing to an audience with high-resolution screens.

