

THE FACEBOOK GUIDE TO

ZERO FRICTION SHOPPING



SHOPPERS WANT SHOPPING TO BE EASIER. TODAY.

Shoppers expect to find items they love, buy them quickly and have the power to easily re-engage with businesses post purchase. In order to meet these expectations, businesses are working to eliminate every point of friction in the buyer's journey.

Friction is any step or delay that might cause shoppers to abandon their journey. The increasing want for “now” makes each friction point more frustrating for consumers. This year, the opportunity cost of friction—because of usability issues caused by bad checkout flow and design—€24 billion is the opportunity cost of ecommerce friction in Germany in 2019, due to slow checkout processes and bad customer experience design for online shopping.¹

¹ Sources: “40 Cart Abandonment Rate Statistics,” Baymard Institute, Jun 2018. “Retail Ecommerce Sales in France,” eMarketer, Dec 2018. Exchange rate of USD 1 = EUR 0.87, Oanda.com, Mar 1, 2019.



YOUR FRICTION-BUSTING ACTION PLAN

The Facebook IQ team looked closely at where the largest points of friction are for consumers. We've taken these points and mapped them to solutions that can help all along the consumer journey, whether it's during discovery, purchase or post purchase.

Each of the tactics laid out here will help reduce friction in a shopper's buying journey. No matter if your business is already far along in eliminating friction or just starting out, see how these tactics can help ensure your zero friction future.

HERE ARE THE SEVEN FRICTION-BUSTING TACTICS WE RECOMMEND:

Lay the foundation for seamless shopping

Help your products find the right people

Ignite discovery

Make finding information and revisiting easy

Shorten the path to purchase

Let them convert where they want

Build loyalty



LAY THE FOUNDATION FOR SEAMLESS SHOPPING

With so much excitement around driving product discovery and purchase, it can be easy to let infrastructure take a back seat. However, having a good foundation in place is the first step to creating a seamless shopping experience.

Here are two Facebook solutions you can put in place to help enable seamless shopping from the beginning.

FACEBOOK ANALYTICS

Facebook Analytics can help you observe how people use your website or app throughout their purchasing journey. This will help you understand your shoppers' journeys online and offline and identify the friction points that can be alleviated.

FACEBOOK LOGIN

Facebook Login gives people a personalized experience, so they're more likely to find the things they want on your site or app. Help people minimize time and effort to register to a website or app in a secure, fast and convenient way.



40%

of website visitors
abandon a site after
3 seconds of delay²

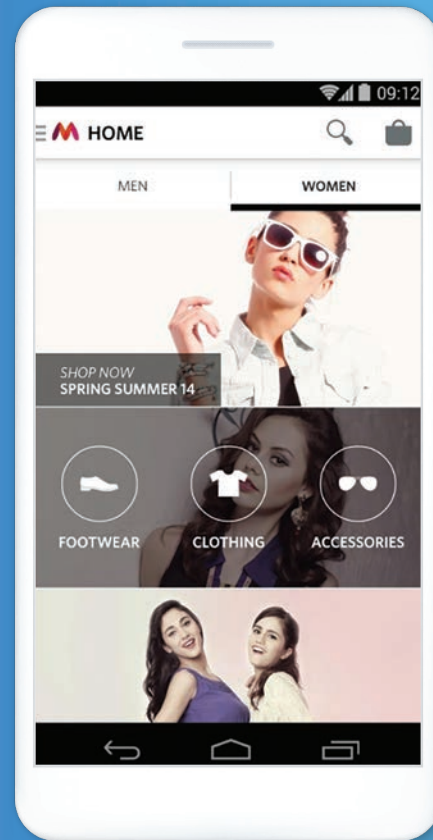


I have a question about something I ordered

Of course! What can I help you with?

MYNTRA SUCCESS STORY

Facebook Login provided an easy way for Myntra's users to log into the app and helped Myntra reach a large customer base on a variety of platforms.



25%
more time spent on average

20%
more screen views

28%
higher retention rate

32%
higher signup to purchase conversion rate

²The very real costs of bad website performance, Aberdeen.com, Sep 2017



Once a business has the foundation in place to ensure a great on-site experience, marketers can focus on discovery. To help shoppers discover the right products, it's essential that the right ads get to the right people, that they create excitement and give shoppers the information they want before making a purchase. These three essentials have been broken into the following categories: helping your products find the right people, igniting discovery and making finding information and revisiting easy.

HELP YOUR PRODUCTS FIND THE RIGHT PEOPLE

You have a variety of products that suit a variety of people. We want to help you promote the most relevant products to each and every one of your potential customers to increase the likelihood of purchase.

What happens when the right products find the right people?

- People buy the products that inspire them
- Shoppers are connected to the right product

³Mintel "Clothing Retailing," Germany, Oct. 2018



22%

of German fashion shoppers agree: "I am often dissatisfied with the clothes retailers recommend to me when shopping online for fashion"³

ZERO FRICTION SOLUTIONS

To ensure that the right products reach the right people, we recommend the below solutions.

FACEBOOK PIXEL, SDK AND OFFLINE CONVERSIONS

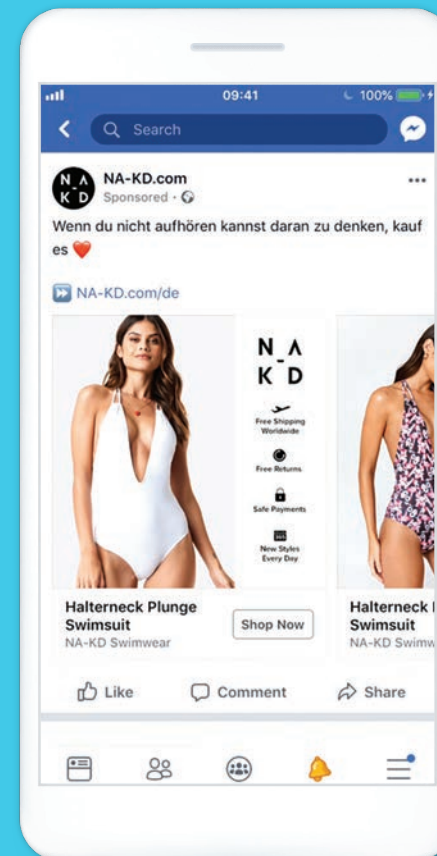
Your Facebook pixel, SDK and offline conversions will help you deliver more relevant ads to people based on their past actions on your website, app and in store. With these tools, advertisers can understand and leverage consumer behaviors to serve them ads that are relevant to their specific preferences and purchase journey.

DYNAMIC ADS FOR BROAD AUDIENCES

Automatically show personalized product recommendations to people before they even search. With broad audience targeting, you can reach people with products they will likely be interested in, even if they haven't visited your website or app yet.

NA-KD SUCCESS STORY

NA-KD wanted to use a new online sales attribution model to understand the true contribution of different campaigns and channels to its German sales. NA-KD's conversion lift test revealed that the campaign had delivered great returns from both new and existing customers.



Results:

8X

incremental return on ad spend for new customers

5.3X

incremental return on ad spend for new and existing customers

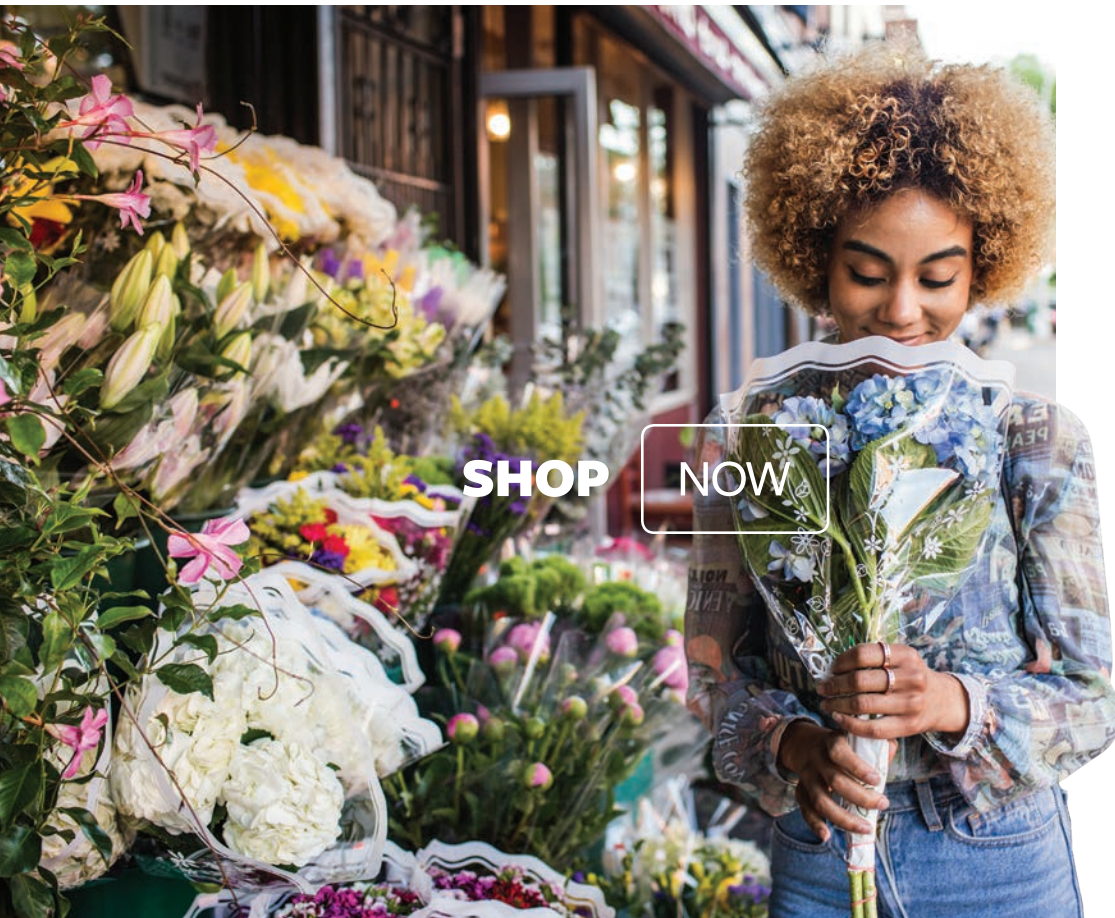
6X

higher return on ad spend for Facebook ads revealed by Facebook Attribution

* with Facebook pixel and automatic placements

IGNITE DISCOVERY

There are a variety of creative and engaging ways to ignite discovery across the Facebook family. From the ability to try on items from your mobile device, to interacting with ads to express preferences, see how you can ignite discovery through creativity and engaging ad formats.



ZERO FRICTION SOLUTIONS

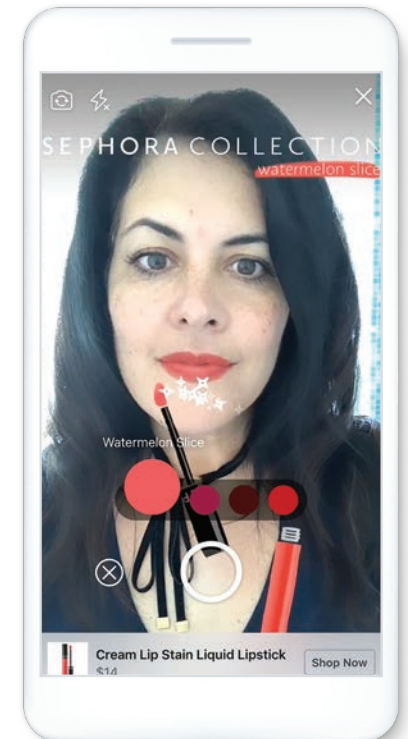
To inspire discovery, Facebook has created new placements and formats that can bring people closer to the products meant for them.

AUGMENTED REALITY ADS

With augmented reality ads, people can try on products from their mobile devices. Advertisers can incorporate camera effects into their ads post-click to bring people closer to their products. Augmented Reality ads are currently in testing with a limited alpha.

VIDEO ADS

We've designed our video advertising options to reflect the way people actually consume video—from bite-sized videos they watch on the go, to longer video styles they watch on the couch. In-stream video ads allow advertisers to deliver mid-roll video ads to people watching videos on Facebook from familiar publishers and digital-first creators.



STORIES ADS

Stories ads help you reach your audience in a full-screen, vertical environment where shoppers are highly engaged and immersed in the content. Today, Stories ads are available on Facebook and Instagram, and on Messenger for select objectives.

FACEBOOK MARKETING PARTNER SOLUTIONS

Here are our partner marketing solutions that can help you ignite discovery:

ADNAV SMART AI BY SHUTTLEROCK

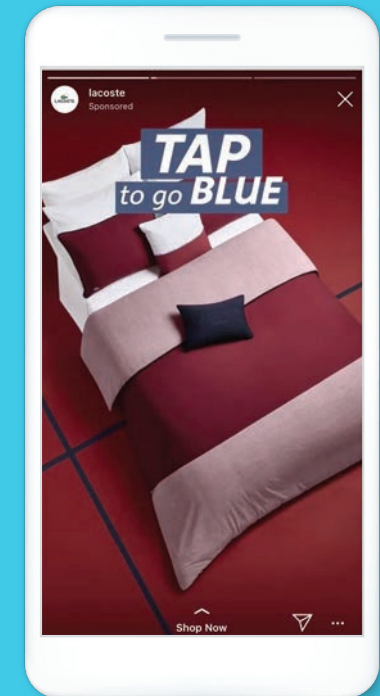
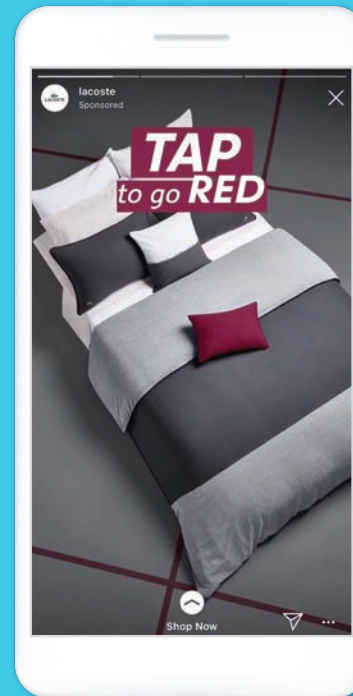
Predict ad fatigue and auto-refresh your creatives based on ad performance with Shuttlerock's AdNav AI technology.

MULTI-CHANNEL ADS BY 4C

Optimize your content across TV, social, video and mobile to deliver the right message at the right time.

LACOSTE SUCCESS STORY

Lacoste tested the carousel format for ads in Instagram Stories to measure its performance against another digital ad format. This resulted in:



* versus another digital ad format

MAKE FINDING INFORMATION AND REVISITING EASY

Before finding the perfect product, a shopper may want some information and time for exploration and consideration. Facebook offers formats and consumer features that can help your product catalog break through and encourage people to browse, learn, purchase or save for later.

To make it easier for shoppers to explore and consider your products, let's create an experience in which:

- Product information is easy to find and gives shoppers the details they need to consider a product
- Shoppers are introduced to multiple products, making it more likely to spot the perfect one
- When a shopper finds that perfect product, they can easily revisit that product later and make a purchase

⁴"Fixed failing deliveries: Improving data quality in retail"Addressy, December 2017



35%

of respondents (including those from Germany) abandoned their cart because the screen was not big enough to see what they were buying.⁴

ZERO FRICTION SOLUTIONS

Below are some solutions that give shoppers the information and flexibility they need and help advertisers break through to shoppers without making them leave ads to learn more.

COLLECTION ADS

By pairing an image or video with four images, the collection ad format helps businesses drive awareness, new customer acquisition and product sales. Showcase multiple products or features on Facebook or Instagram and make it easier for people to discover and browse.

INSTANT EXPERIENCES

Give people immediate access to your catalog through Instant Experiences within Facebook and Instagram. This format captures people's attention by virtue of being full-screen, easy to create, immersive and fast loading.

FACEBOOK COLLECTIONS & INSTAGRAM SHOPPING COLLECTION

Now on Facebook, people can save posts from friends, Pages, ads, Watch videos or Marketplace listings to a collection and share their collections with friends.

From Instagram shopping posts and stories, shoppers can save products from the product description page. Both of these features make it possible for shoppers to revisit and purchase the products that caught their eye.

HAWKERS SUCCESS STORY

For its 2017 collaboration with Spanish clothing brand El Ganso, the eyewear brand tested the collection ad format against photo ads, and found that the collection format boosted engagement by 86% and return on ad spend by 51%.



Results:

51%

higher return on ad spend
(2.31 vs 1.53)

30%

lower cost per purchase
(30.42 vs 21.15)



We have all been there: we are shopping on our mobile device on-the-go, and we find the perfect item. We have every intention of converting right away, but the checkout form is so long and/or the site is not optimized for our mobile device and as a result, we don't make the purchase. To make a better end to this story for both brands and shoppers, we need to shorten the path to purchase and make it easier for shoppers to convert where they want.

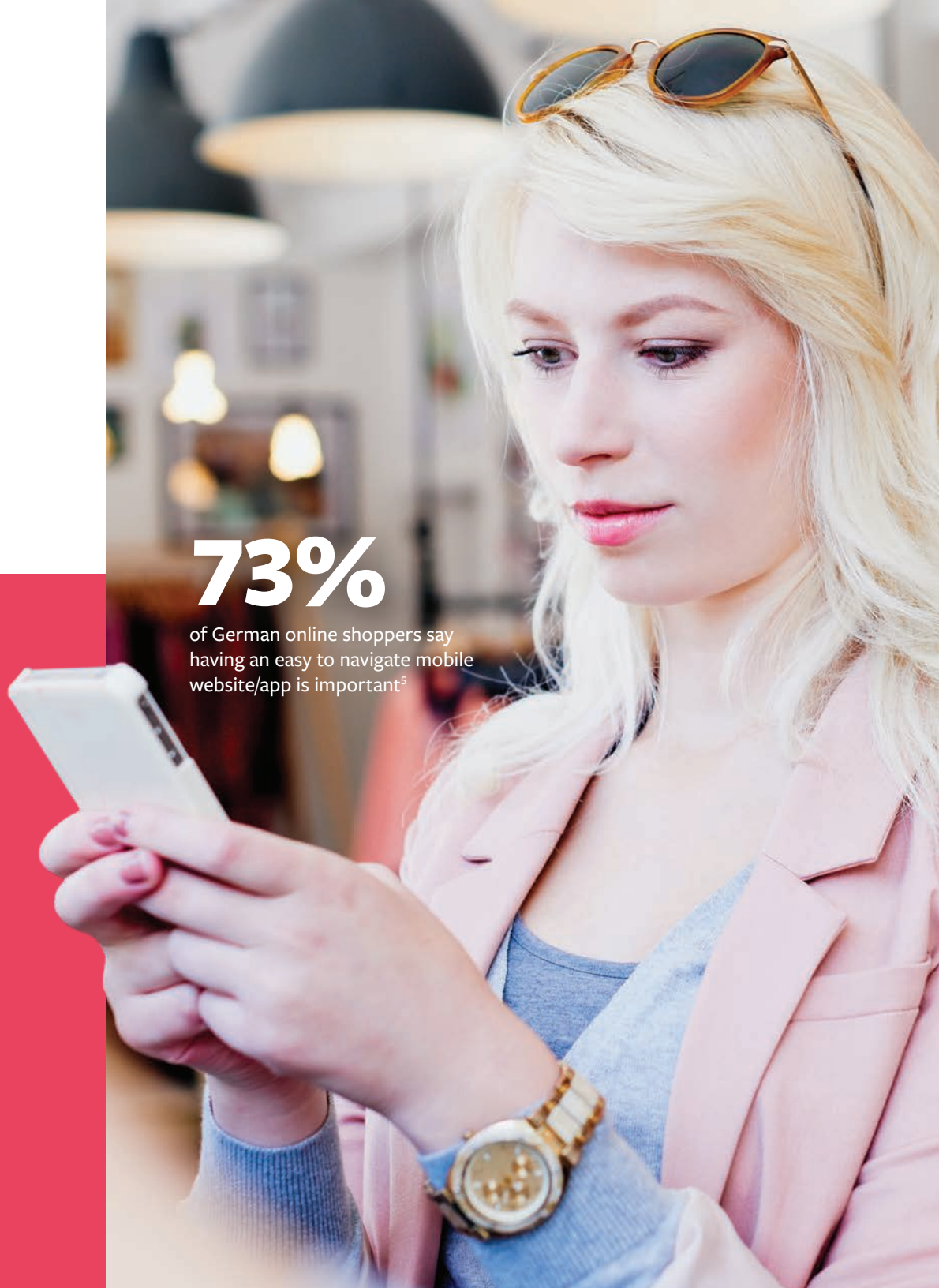
SHORTEN THE PATH TO PURCHASE

When a shopper finds the perfect item, they may want it right away. But many are overwhelmed with the many steps required to check out online. Shoppers want a fast path to checkout more than ever before.

In a world where shoppers can go from “I love it” to “It’s mine” seamlessly:

- Shoppers can find the perfect product on Facebook and check out without even having to leave the app
- People can find the products they love, get essential details and then go straight to the brand’s mobile site to convert

⁵ Mintel “Online Shopping Report,” Germany, July 2018



73%

of German online shoppers say having an easy to navigate mobile website/app is important⁵



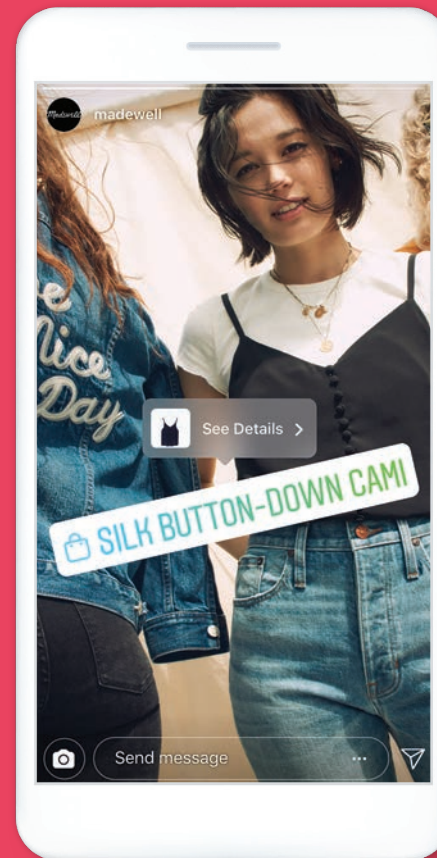
MARKETPLACE

Through a personalized shopping feed, people are connected to the right products. When they are ready to purchase, they can transact seamlessly within the Facebook app.



SHOPPING ON INSTAGRAM

Enable easy discovery, consideration, saving and purchase of your products on Instagram. Once a shopper finds the right product, they are just a few taps away from your mobile site for purchase.



90M

accounts on Instagram tap on a shopping post to learn more about products every month. Shopping on Instagram gives people a simpler way to shop.*

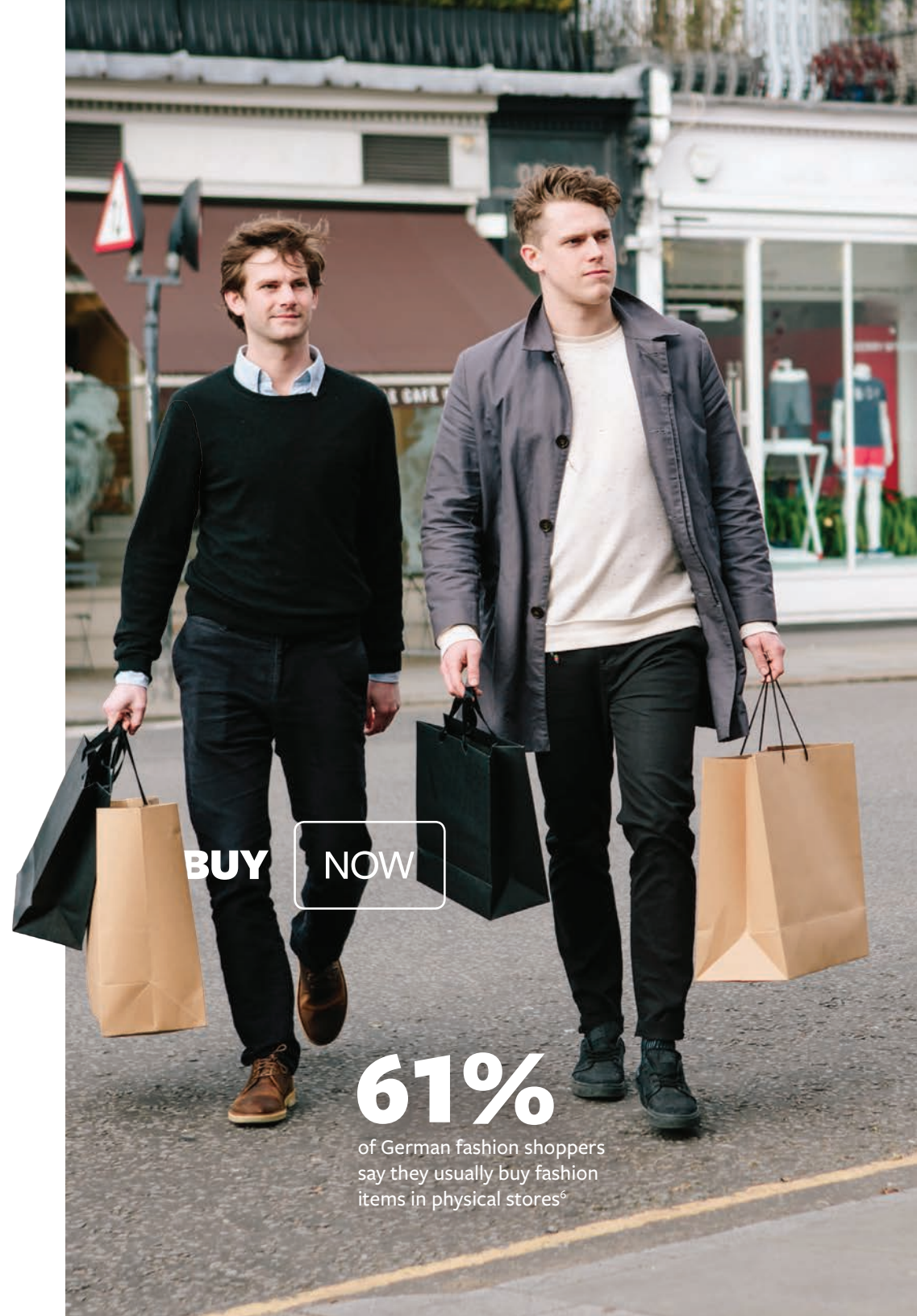


LET THEM CONVERT WHERE THEY WANT

People love to shop in store, but not all digital ads provide the information shoppers need to find and visit a store. Nurture your in-store shoppers with solutions that can tell them where to go to get the product they want.

We have tailored solutions that help in-store shoppers:

- Discover new products and find out where to go to purchase them from within the ad itself
- Receive ads for the stores that are closest to them, making it easy for them to visit and purchase



BUY NOW

61%

of German fashion shoppers say they usually buy fashion items in physical stores⁶

⁶ Source: "Fashion Consumer Journey Study" by Accenture (Facebook-commissioned online study of 1,390 people). Germany data. November 2018



ZERO FRICTION FUTURE SOLUTIONS

Even in a digital world, in-store purchases matter. Here are solutions that leverage digital advertising for in-store outcomes:

STORE TRAFFIC OBJECTIVE

The Store Traffic objective lets you reach shoppers around your stores by capturing attention with a locally-relevant message.

The ad automatically shows shoppers where their nearest store is with a store locator map card, and they don't even have to leave the ad unit. You can drive store traffic for a weekend event or big sale, handle store openings and redirect people to new stores if one location closes.

STORE SALES OPTIMIZATION

Drive in-store purchases by reaching people who are more likely to buy in your store. By connecting your in-store sales to Facebook, you can also build targeted custom audiences to reach—for example, those who are your highest in-store spenders, your most recent purchasers of a specific product category or even audiences that are similar to those, with lookalike targeting.

FACEBOOK MARKETING PARTNER SOLUTIONS

OMNICHANNEL SOLUTIONS WITH STITCHER ADS

Meet shoppers where they want to make their purchase, either online or offline, with an ad that highlights the right product, the right localized information and helps them get to their closest store.

SOCIAL FULCRUM'S STORE VISITS WITH OFFER PRODUCT

Get the right targeted offer to shoppers that are close to your store to drive store visits.

ZAPIER: LEAD ADS AND OFFLINE CONVERSION INTEGRATION

Connect hundreds of different CRMs and technology systems to Facebook Lead Ads. Additionally, Zapier has a strong offline conversion integration to help you connect online ad spend with in-store activity.

POST-PURCHASE

Discovery and purchase are exciting components of the purchase journey. The post-purchase phase, much like laying foundations, is easily forgotten but important to get right. There is a great opportunity to build loyalty post purchase by being there for customers, even after they have hit “checkout.”

BUILD LOYALTY

To turn new shoppers into returning customers, we have solutions to help you answer questions, keep them up-to-date and re-engage them with products that suit their tastes.

Here's what it looks like when brands use solutions focused on building loyalty:

- Customers can communicate with brands to get answers to questions about an order and build trust
- Without having to remember to visit a brand's website, customers learn about and fall in love with the new items that their favorite brands have launched
- Customers can sign up for updates from a brand to learn about sales and promotions that will lead to conversions

⁷ “Facebook 2019 Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 43,877 people ages 18+ across 29 markets (AE, AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH, CL, CO, CZ, DK, ID, IN, NL, RU, SE, TR, US and VN)), Jan 2019. Germany-only data.

ZERO FRICTION FUTURE: THE FACEBOOK GUIDE TO SEAMLESS SHOPPING

31%

of German holiday shoppers say they are somewhat or much more likely to buy from a business if they were able to contact them through an instant messaging service⁷



CHAT

NOW

ZERO FRICTION FUTURE SOLUTIONS

MESSENGER

Connect directly with your customers to offer support, gather feedback and re-engage at scale. Conversation helps build strong relationships with your customers or prospects. Nurture those relationships into long-term loyalty and drive the business outcomes you care about at every phase across the customer journey.

LEAD ADS

Make it faster and easier for people to get additional information about your brand with pre-filled contact fields. All your customers need to do is enter their information to build a closer relationship with your brand.

DYNAMIC ADS

Automatically promote complementary products to recent purchasers. With broad audience targeting, you can continue helping people discover new products they may be interested in.



MARKS AND SPENCER SUCCESS STORY

As part of their new brand campaign, Marks and Spencer used Messenger to help people plan their perfect Christmas. They developed a personalized experience to guide people through a menu of culinary delights. They saw these results:

21%

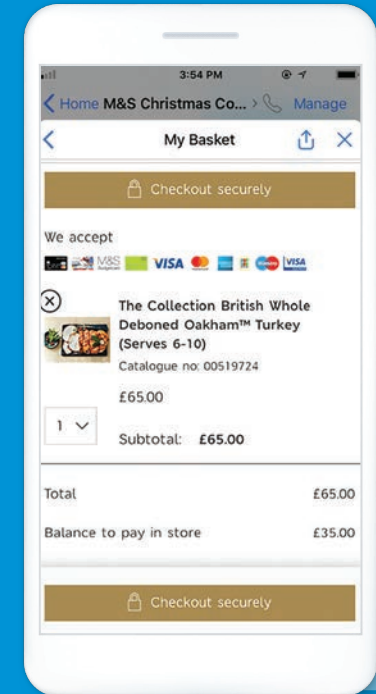
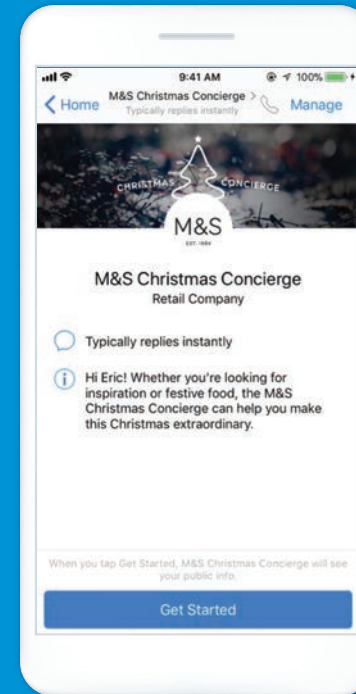
higher average Christmas food order value*

1/3

of messages sent reached a new audience

60%

of people who opened a conversation received personalized menu recommendation



* through Messenger (vs. mobile website)

FACEBOOK MARKETING PARTNER SOLUTIONS

AUTOMATED ADS & DYNAMIC RETARGETING BY SMARTLY

Automatically create and serve ads based on people's preferences and behaviors. Even targeting can be automated, using data from your feed.

SOCIAL MEDIA MONITORING TOOLS BY HOOTSUITE

Hootsuite offers a range of tools to help you monitor topics online and be more responsive across your online channels.

UNIFIED SOCIAL COMMERCE MANAGEMENT BY PAGE36

Re-engage existing customers based on their transaction history with this all-in-one platform.

ONLINE TO OFFLINE TRACKING BY DRIFTROCK

Connect your consumers' online and offline journeys to drive repurchase.

Visit fb.me/fmpsolutions for a complete directory of Facebook Marketing Partners.

DELIVER ON THE PROMISE OF NOW

Friction gets in the way. It stops discovery, takes the fun out of shopping and can keep brands from building long-lasting relationships with customers.

In this guide, we have covered how you can address every stage of the shopping journey to remove friction and create a cycle of discovery, purchase and post purchase that can repeat again and again.

Find your printable plan for solving friction across the buyer's journey below and, if you have any additional questions or items that need clarification, please reach out to your client partner.

	IN A ZERO FRICTION WORLD	HOW BUSINESSES CAN MAKE THIS A REALITY	SOLUTIONS
DISCOVERY	<ul style="list-style-type: none"> • People have a great on-site experience • Shoppers quickly find the products they want 	Lay foundations for seamless shopping	Facebook Analytics Facebook Login
	<ul style="list-style-type: none"> • People buy the products that inspire them • Shoppers are connected to the right product 	Help products find the right people	Facebook Pixel, SDK and Offline Conversions Dynamic Ads for Broad Audiences
	<ul style="list-style-type: none"> • The try-on experience is brought to life via mobile devices, increasing curiosity and building confidence • Ads inspire interest and give people different views of products and the ways they can fit into their lives 	Ignite discovery	Augmented Reality Ads Stories Ads Video Ads
	<ul style="list-style-type: none"> • Product information is easy to find and gives shoppers the details they need to consider a product • Shoppers are introduced to multiple products, making it more likely to spot the perfect one • When a shopper finds that perfect product, they can easily revisit that product later and make a purchase 	Make finding information and revisiting easy	Collection Instant Experiences Facebook Collections and Instagram Shopping Collection
PURCHASE	<ul style="list-style-type: none"> • Shoppers can find the perfect product on Facebook and check out without even having to leave the app • People can find the products they love, get essential details and then go straight to the brand's mobile site to convert 	Shorten the path to purchase	Marketplace Shopping on Instagram
	<ul style="list-style-type: none"> • From ads, in-store shoppers can discover new products and find out where to go to purchase them • Shoppers receive ads for the stores that are closest to them, making it easy for them to visit and purchase 	Let them convert where they like	Store Traffic Objective Store Sales Optimization
POST PURCHASE	<ul style="list-style-type: none"> • Customers can communicate with brands to get answers to questions about an order and build trust • Without having to remember to visit a brand's website, customers learn to fall in love with the new items that their favorite brands have launched • Customers can sign up for updates from a brand to learn about sales and promotions that will lead to conversions 	Build loyalty	Messenger Lead Ads Dynamic Ads



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