

Technology Narrative

Marketing consumer electronics in a
mobile era



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How do you put your “best face forward”?

Do you have a mobile-first mindset?

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What are the benefits of people based measurement?

Key takeaways



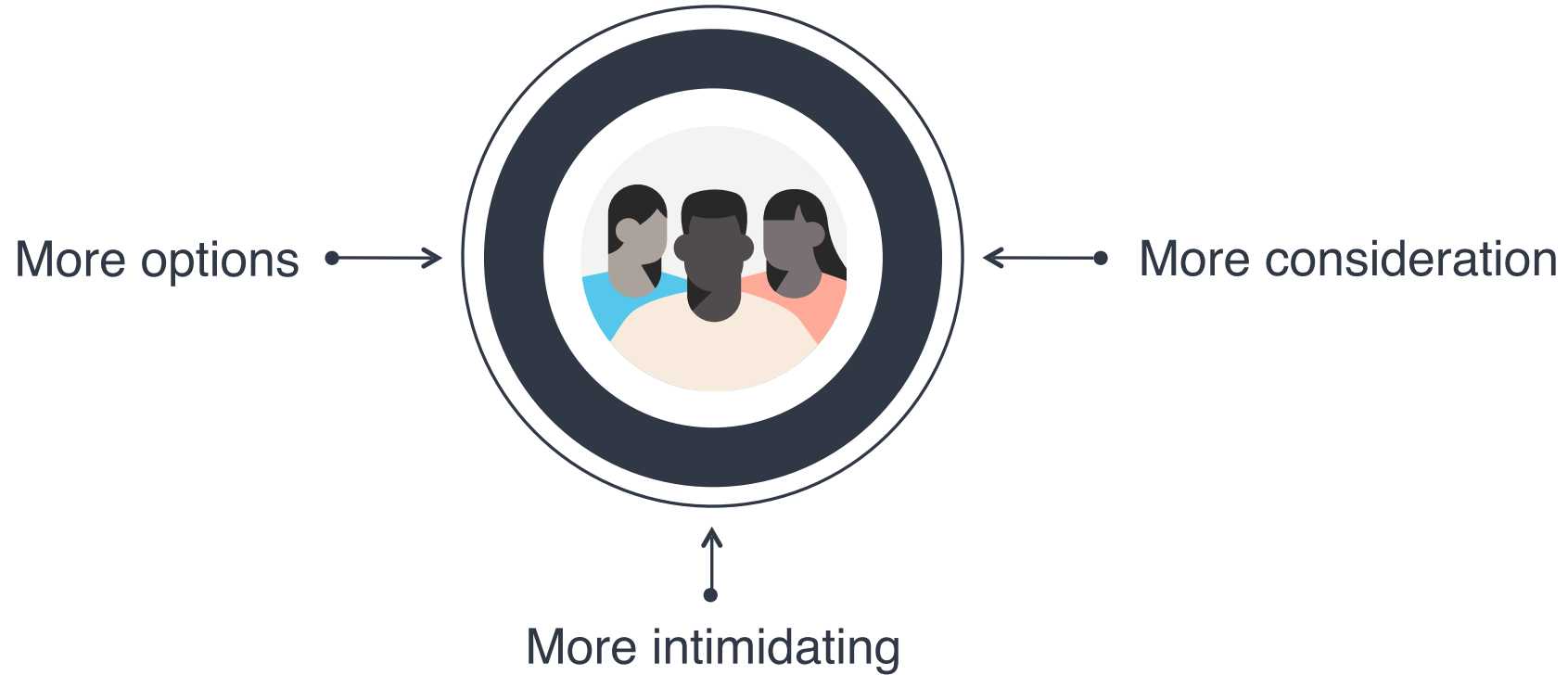
Trends



The consumer is in
control

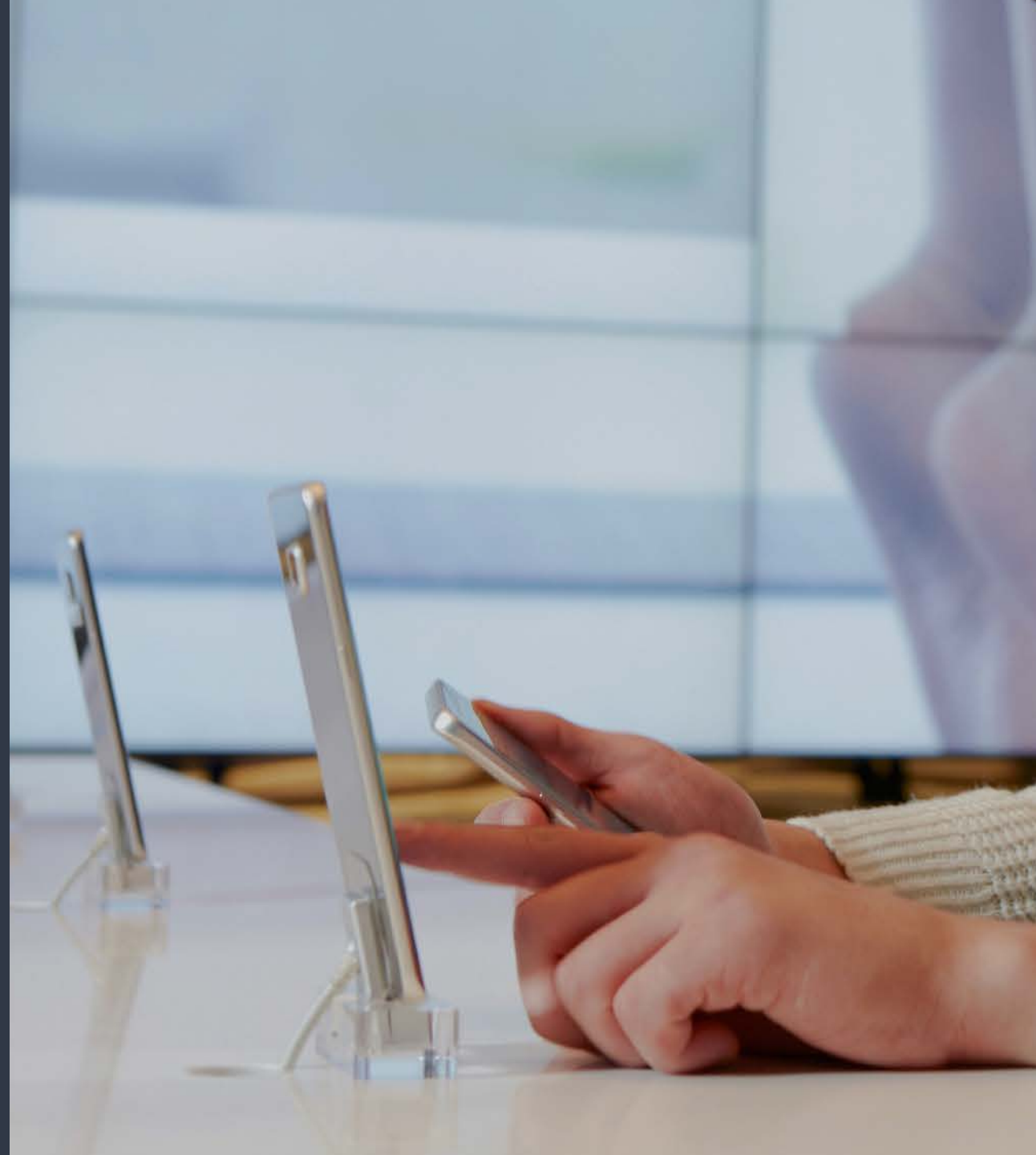
An industry built on innovation

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



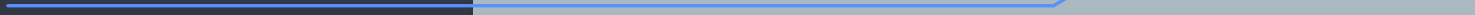
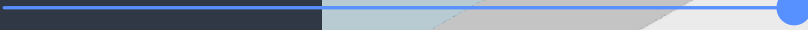
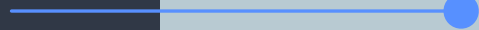
← Ever changing →

Consumers are both
intrigued and
intimidated by
technology



Challenges across the consumer electronics industry

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



Consumers take longer to decide what to buy...



August

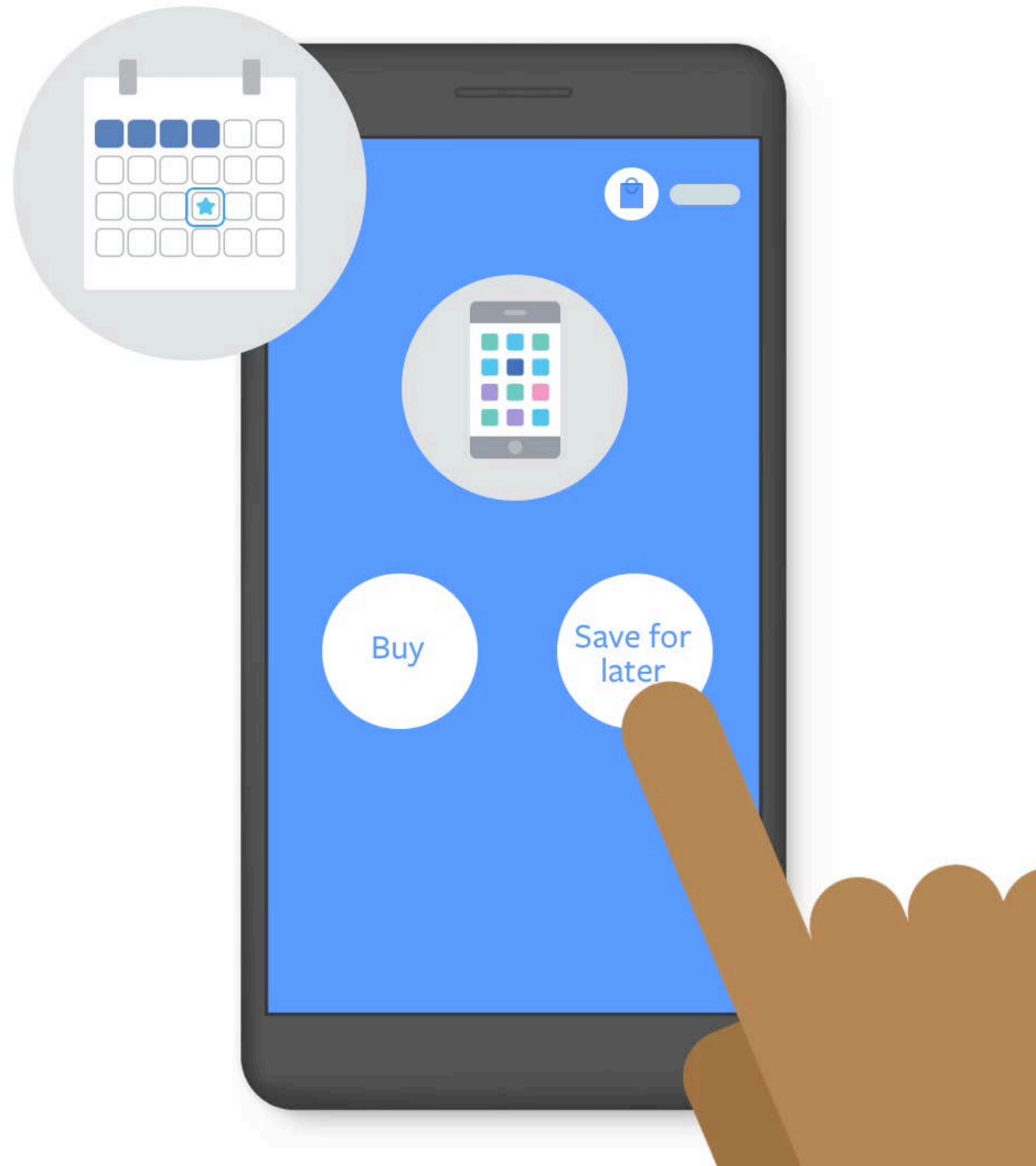


December

...and when to buy
it

Have to have or hang in there?

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



People own their devices for longer

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



Source: 1. The Guardian, "Upgrade downturn: why are people holding on to their old phones?", Sep 2017, 2. Business Insider, "People are getting tired of buying new devices—and this chart proves it", Jan 2017, 3. Yahoo News, "Consumers are bored with today's tech and nervous about tomorrow's", Jan 2016, 4. The Wall Street Journal, "Your Love of Your Old Smartphone Is a Problem for Apple and Samsung", Feb 2018, 5. IDC, "Wearable Device Shipments Slow in Q1 2018 as Consumers Shift from Basic Wearables to Smarter Devices, According to IDC", Jun 2018.

Consumer
attention is more
divided than ever
before



Marketers need to adopt a strategic plan

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



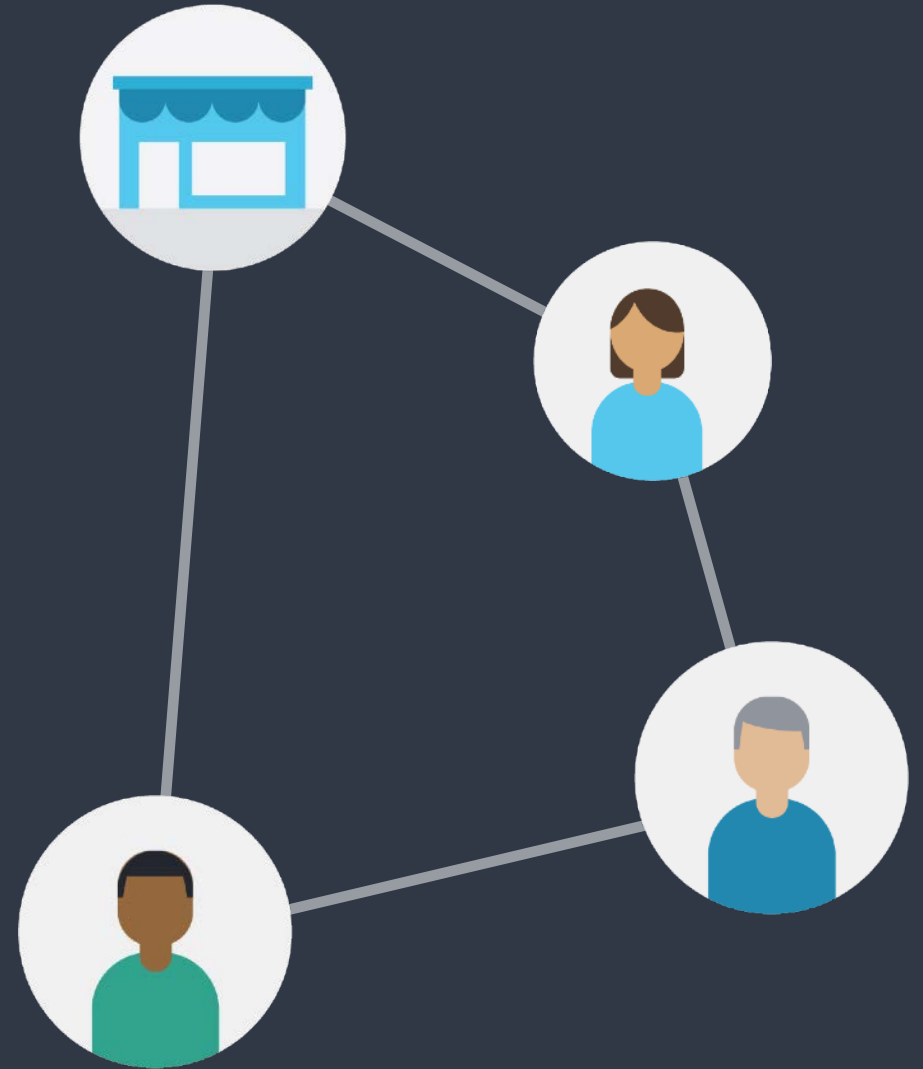
Employ an integrated marketing strategy



Build on a foundation of understanding

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

How do you
connect to your
consumer?



You do it on mobile



Opportunity awaits

- Maximize resources
- Maintain contact
- Make your message heard

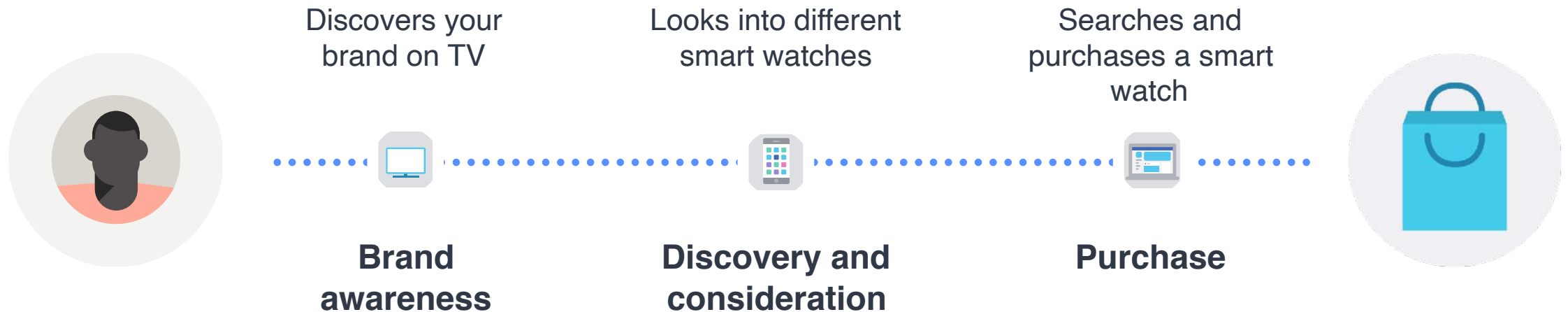


Join the journey

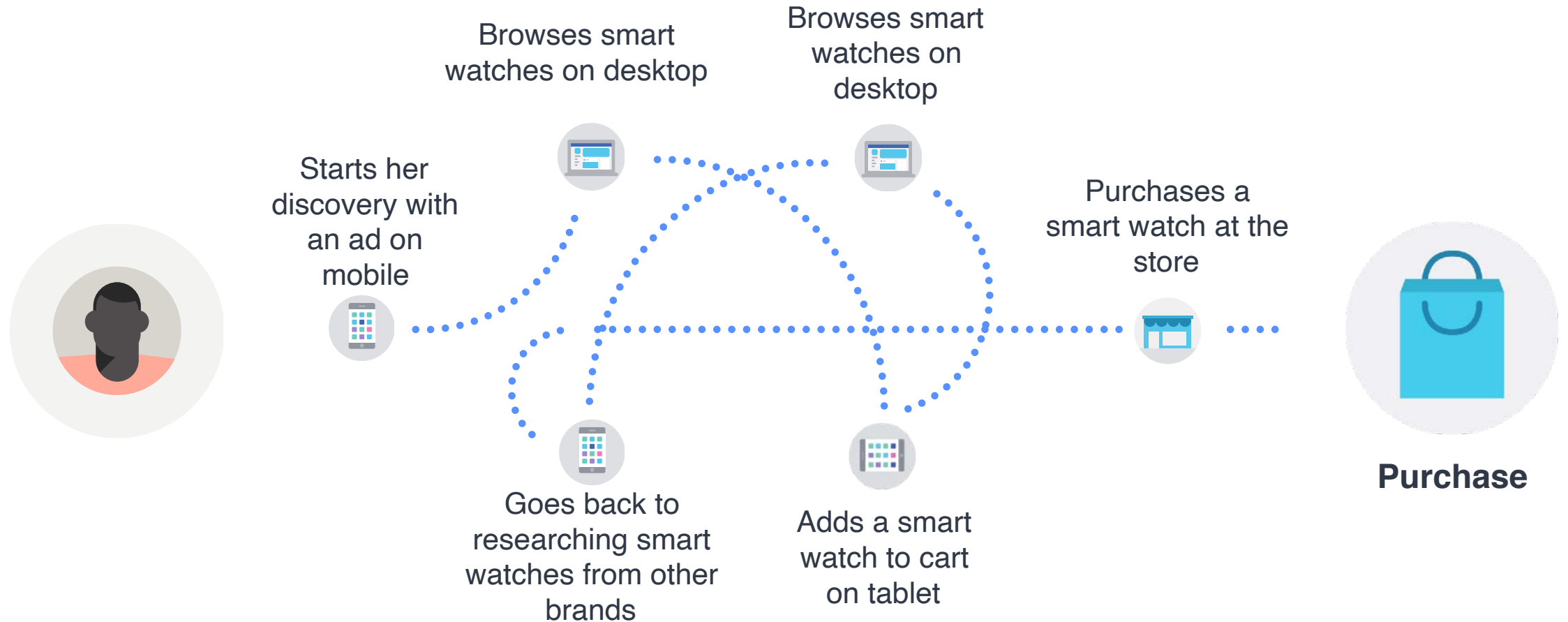


Mobile has forever changed the path to purchase

Behind every shopper is a unique journey



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





Always on, ever present

59%

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

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

Reach people on mobile at scale to drive discovery



2.2B

active on
Facebook



1B

active on
Instagram



1.3

active on
Messenger



+1

active on
WhatsApp

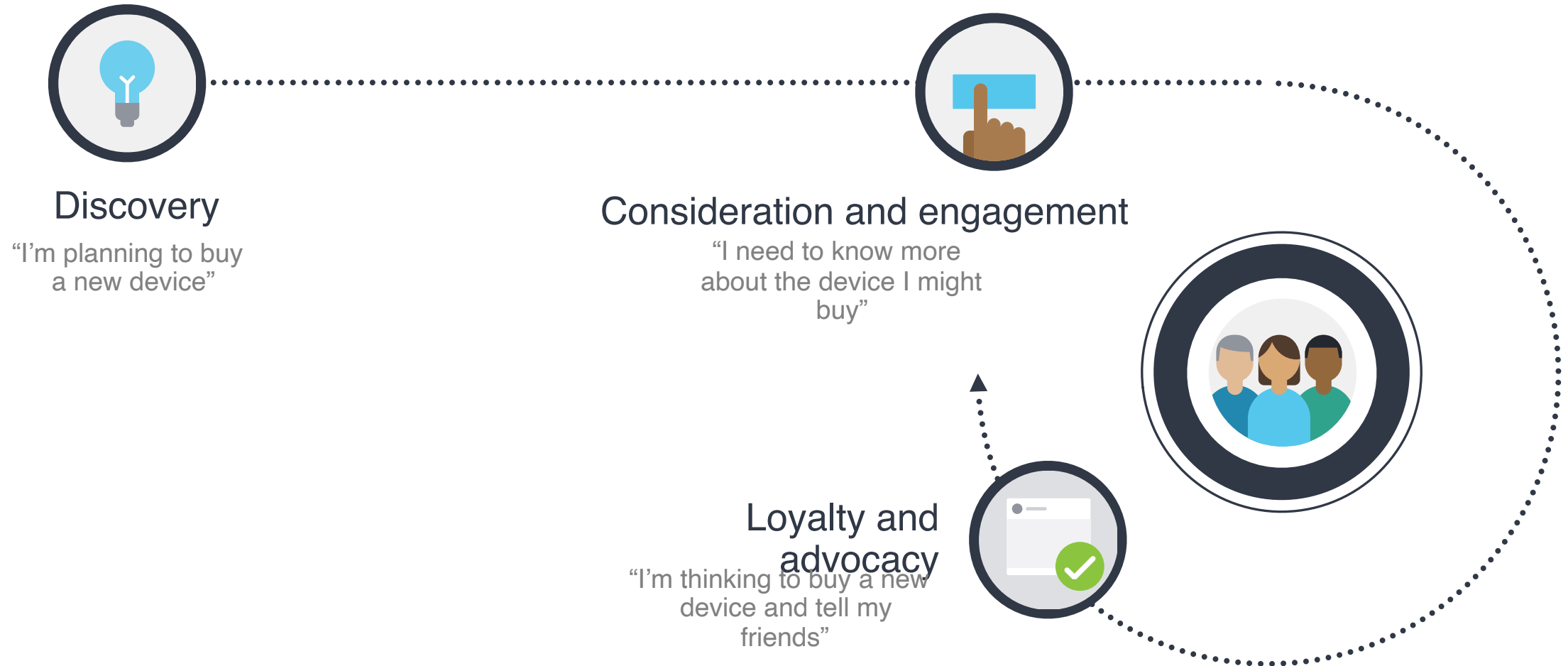


1.2

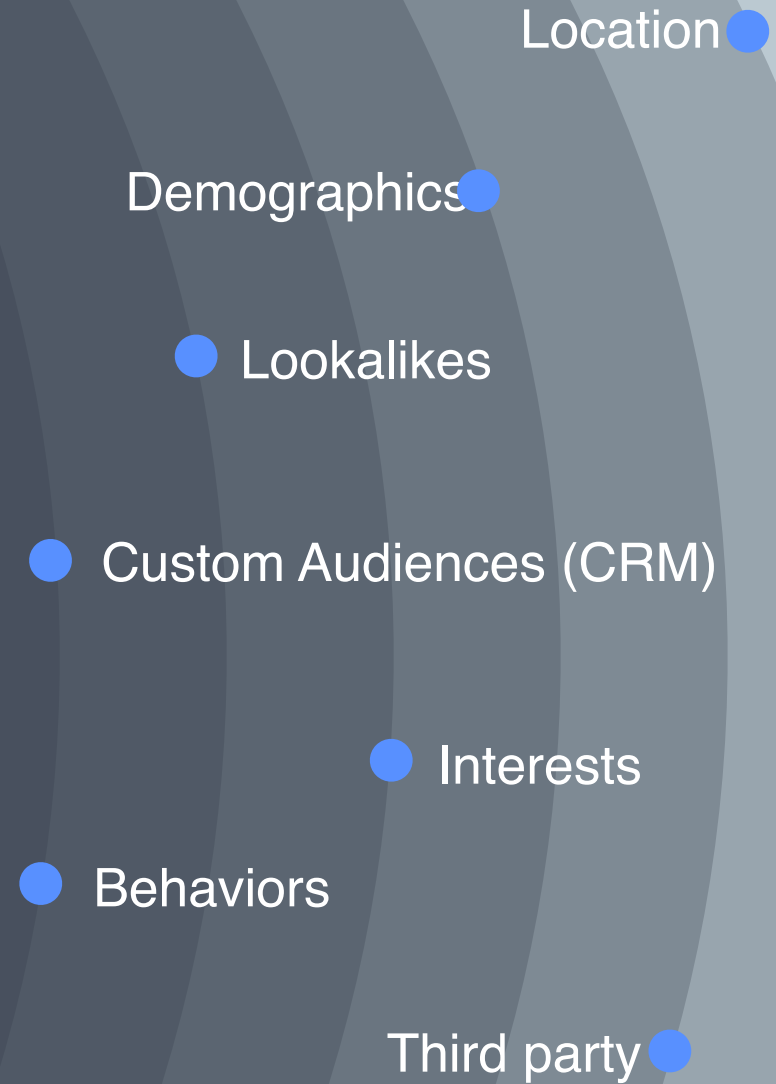
reached
every month

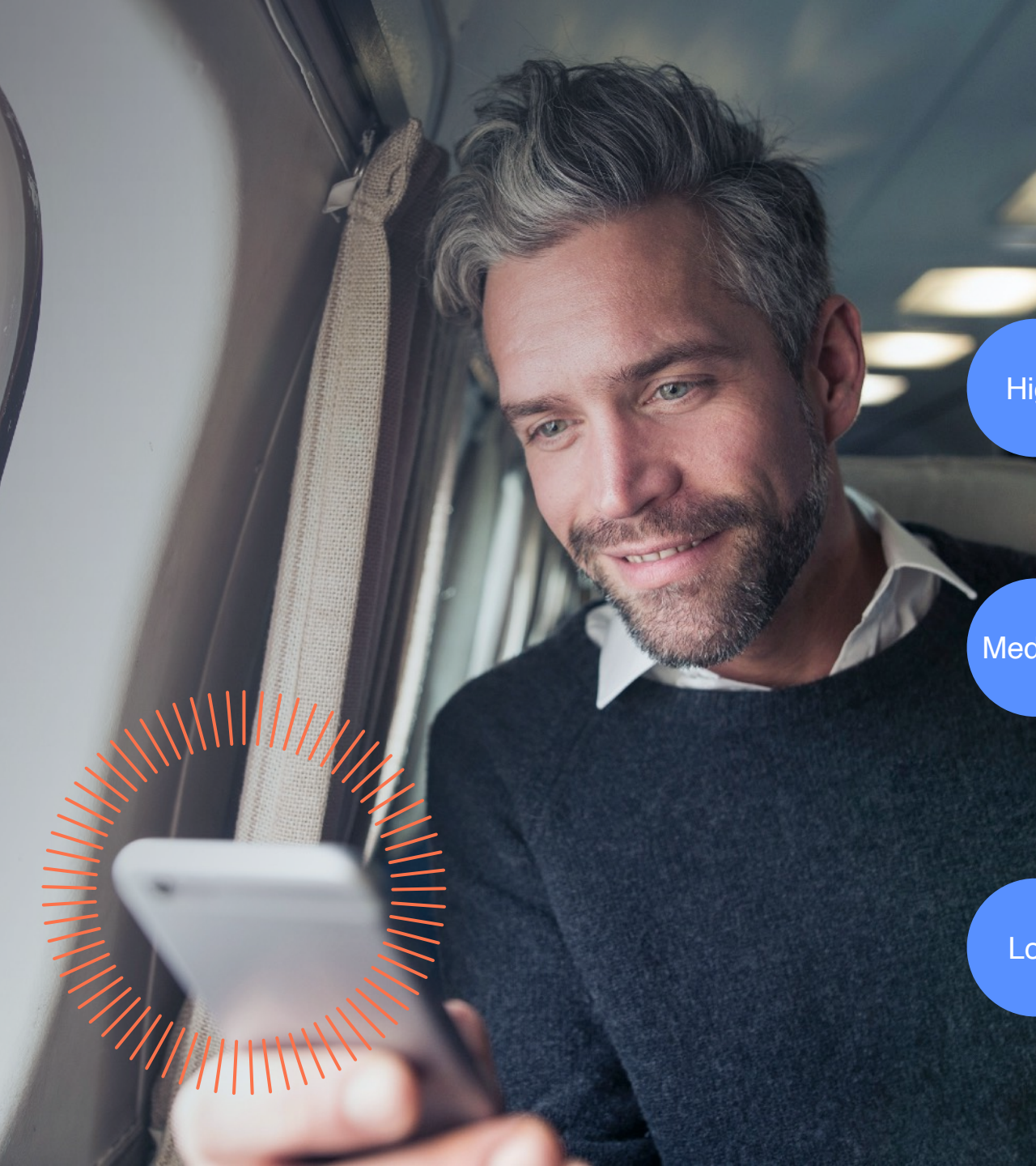
Solutions

We are your partner at every stage of the consumer journey



Identify your audience





Intent is a spectrum, not an absolute

High

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

Medium

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

Low

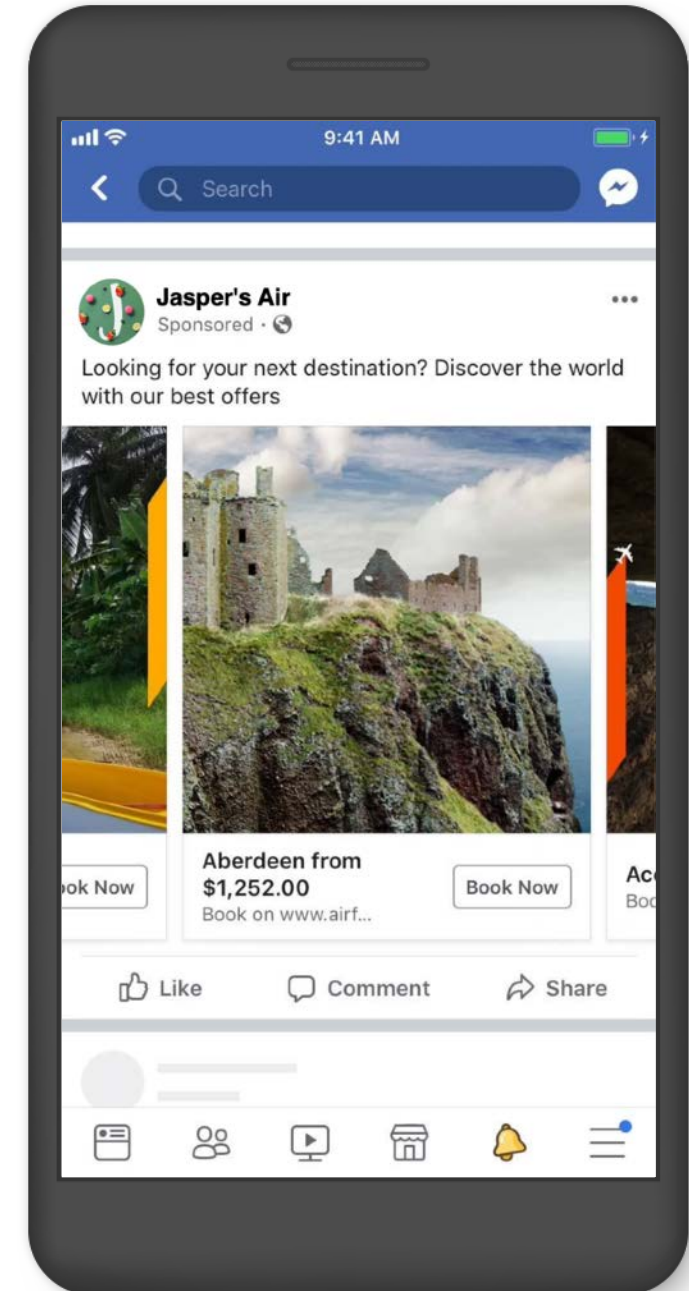
- Engaged in similar activity/behavior as people who recently bought your products
- Liked a post about a GPS a friend recently took
- Has clicked on a consumer electronics ad in the past week

Discovery

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

Drive top-of-mind awareness of your brand

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



Reach audiences with scale and segmentation

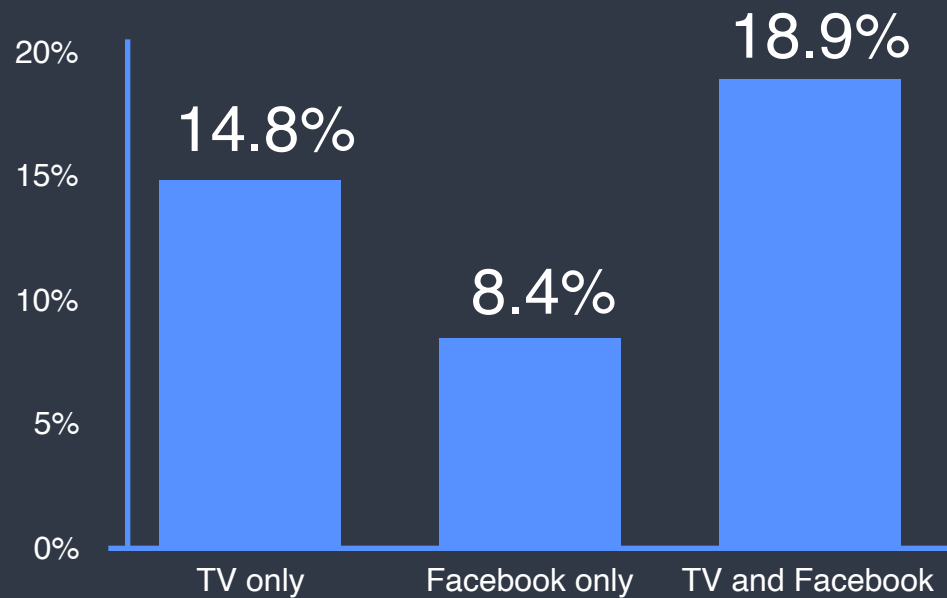
Reach the right audiences



Extend the power of TV advertising

TV and Facebook work better together

Average ad recall lift



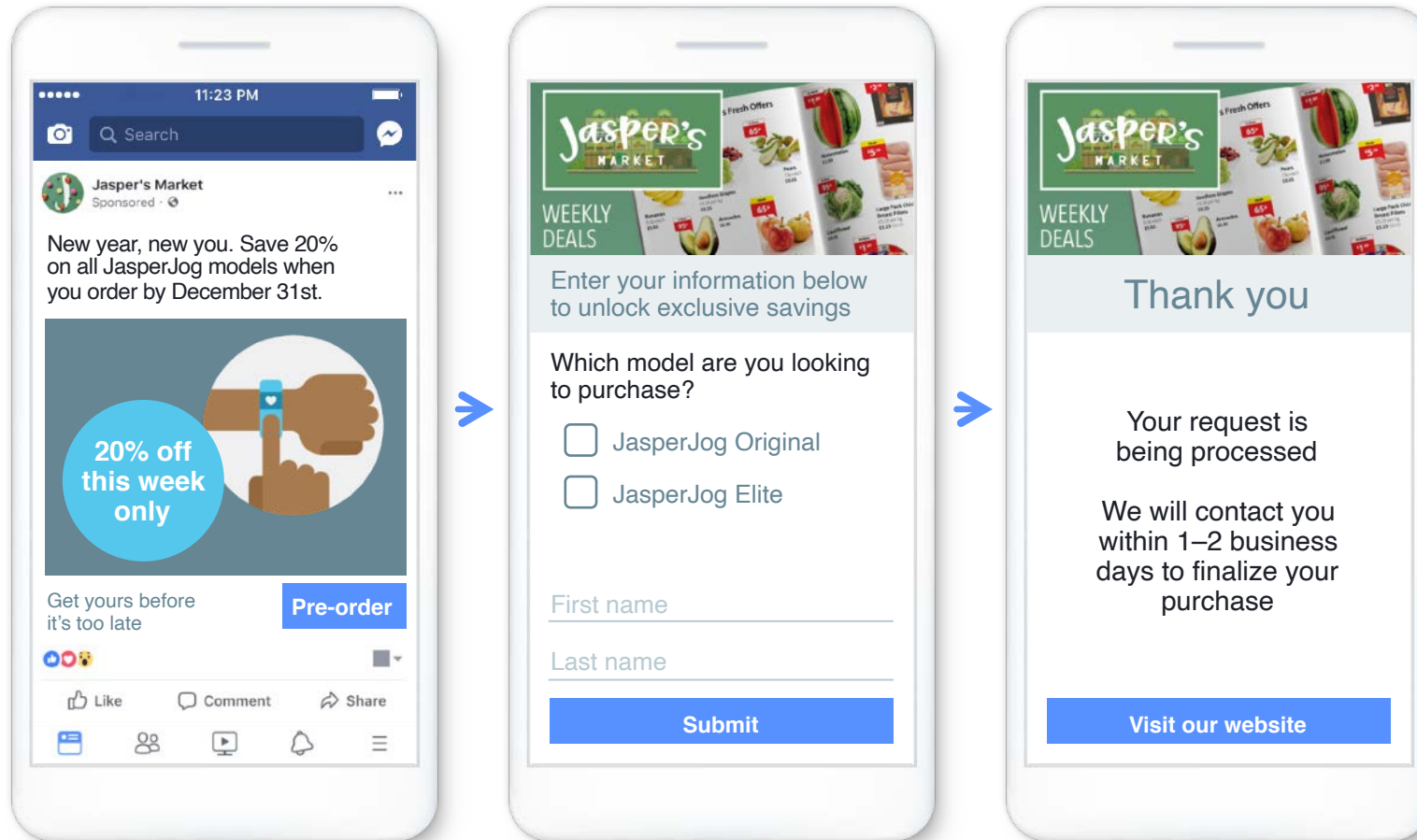
Source: Nielsen Total Brand Effect with lift, 29 campaigns, June–October 2017.



Consideration and engagement

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

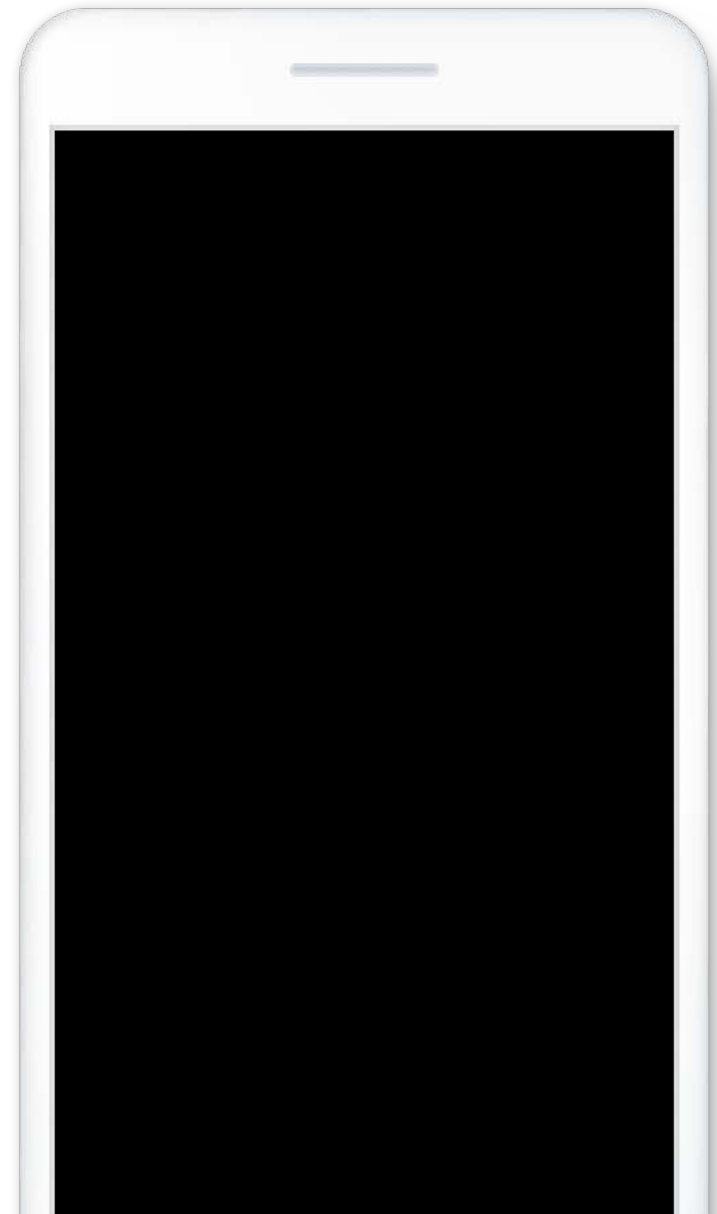
Acquire new leads, generate intent, grow lifetime value



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

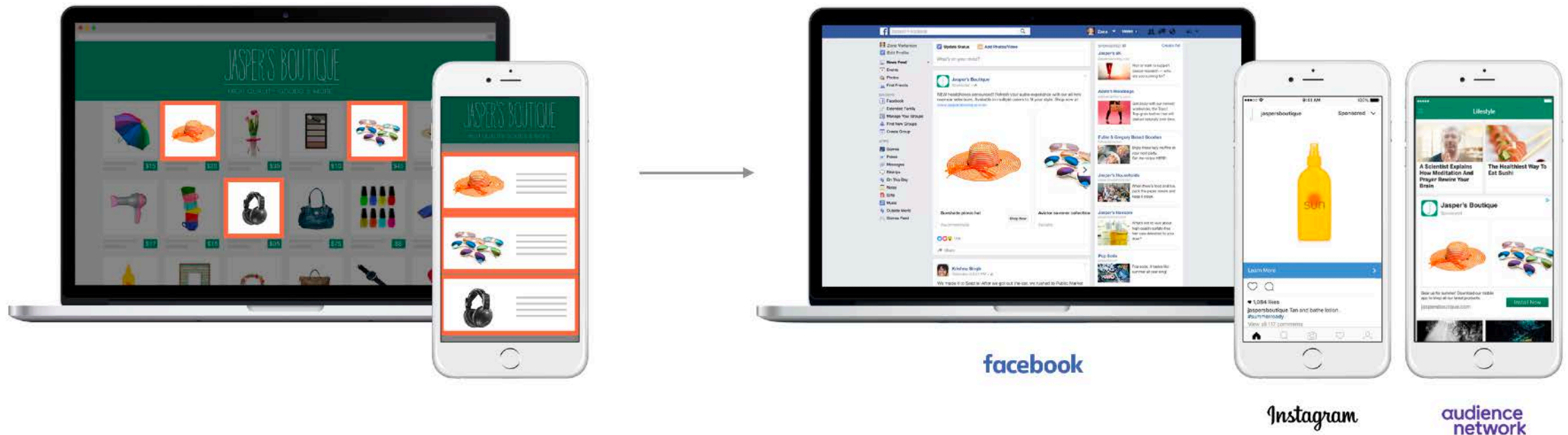
Pre-order of a new product

Personalization is
now expected
everywhere:
online and in stores



Dynamic Ads

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



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

Collect and pass signals

using the Pixel and SDK
to find performance at
scale



Facebook Pixel

Standard events:

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

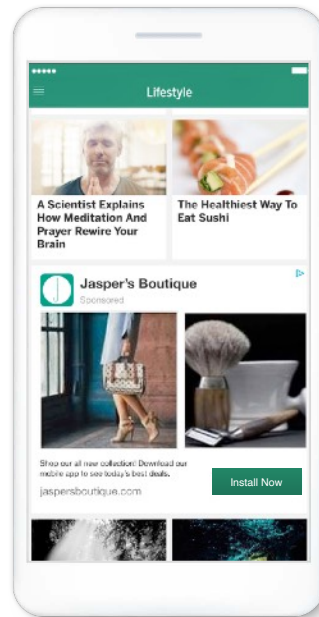
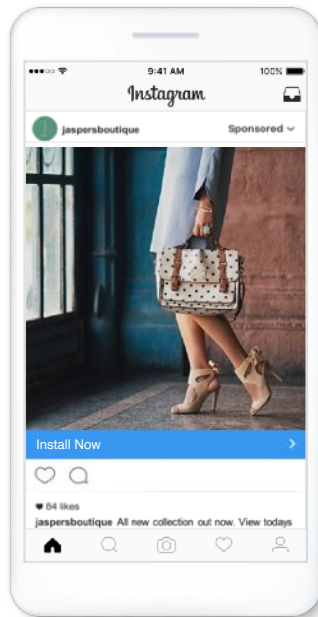
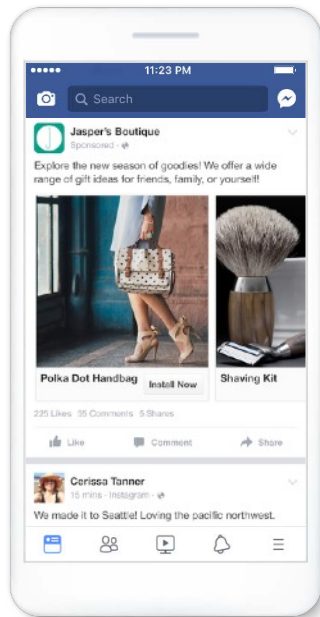


Facebook SDK

Build online
campaigns for both
online and offline
audiences

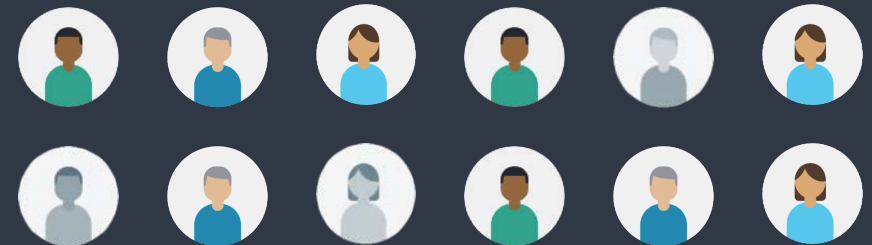


Get customers to download your app to deepen their engagement with your products



Drive installs of your app on Facebook

INSTALL NOW



Reach people likely to install and take action in your app

Loyalty and advocacy

Manage consumer relationships with Messenger

Real time, rapid response

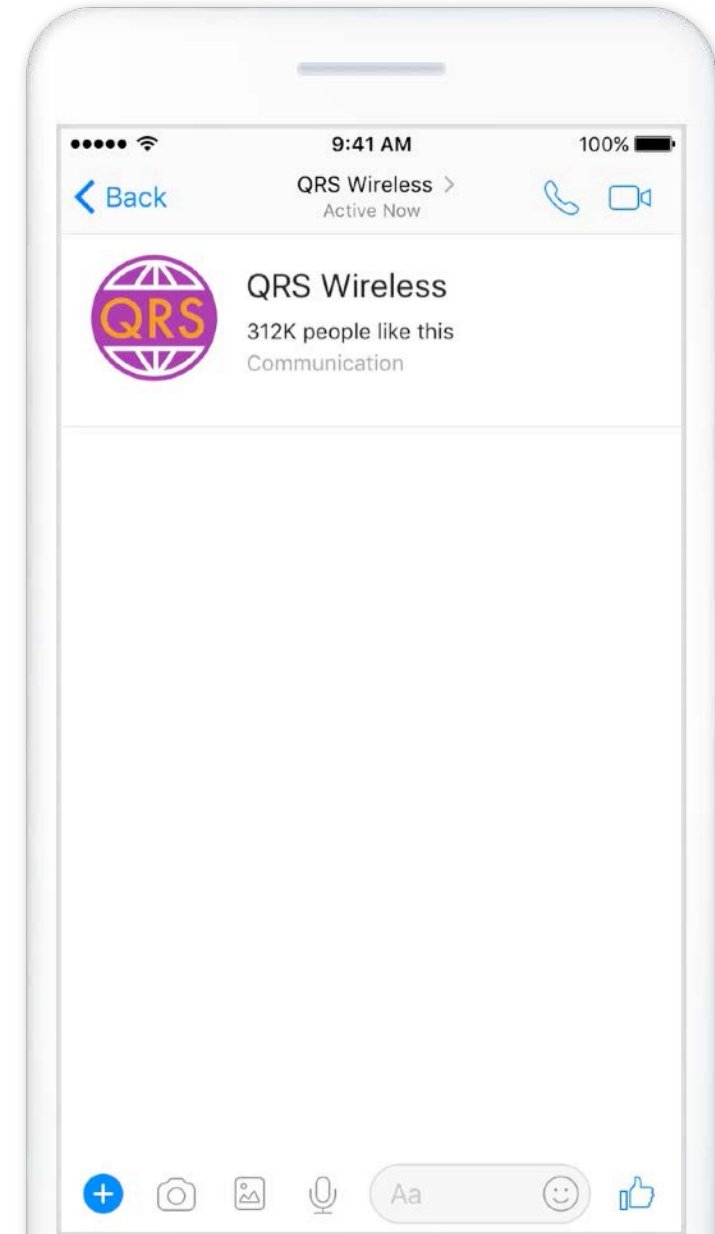
38%

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

79%

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

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



Loyalty leads to advocacy

71

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

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

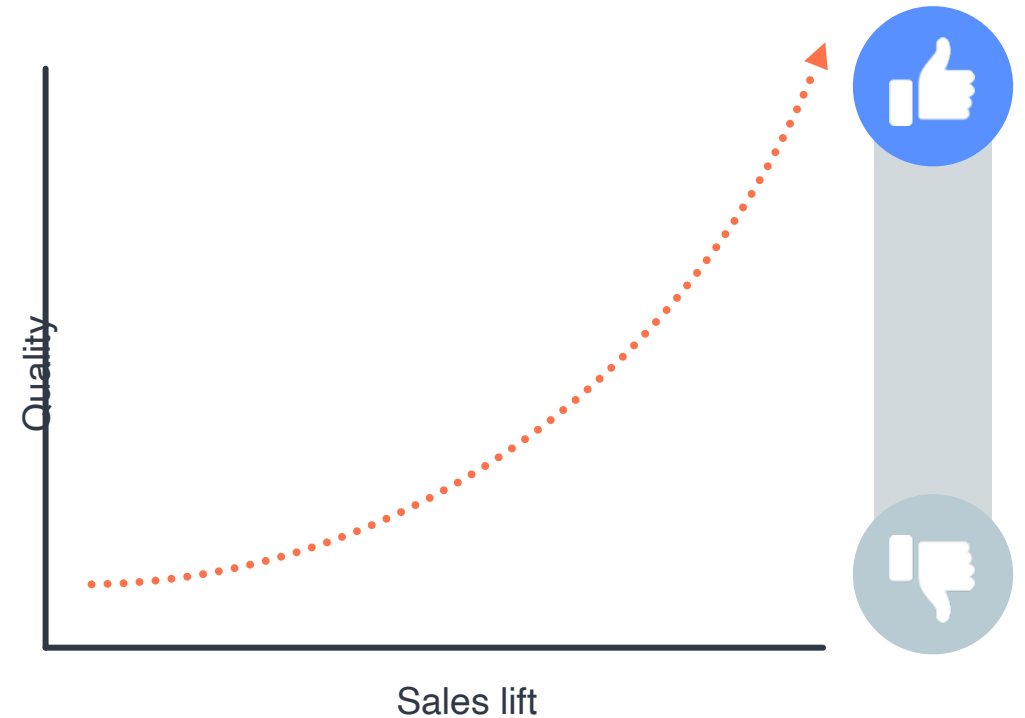


Creative considerations

Creative is a key factor in determining campaign performance

56%

of a brand's sales lift from digital advertising can be attributed to the quality of the creative¹



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

Optimize for mobile

Drive better brand outcomes

Mobile first video

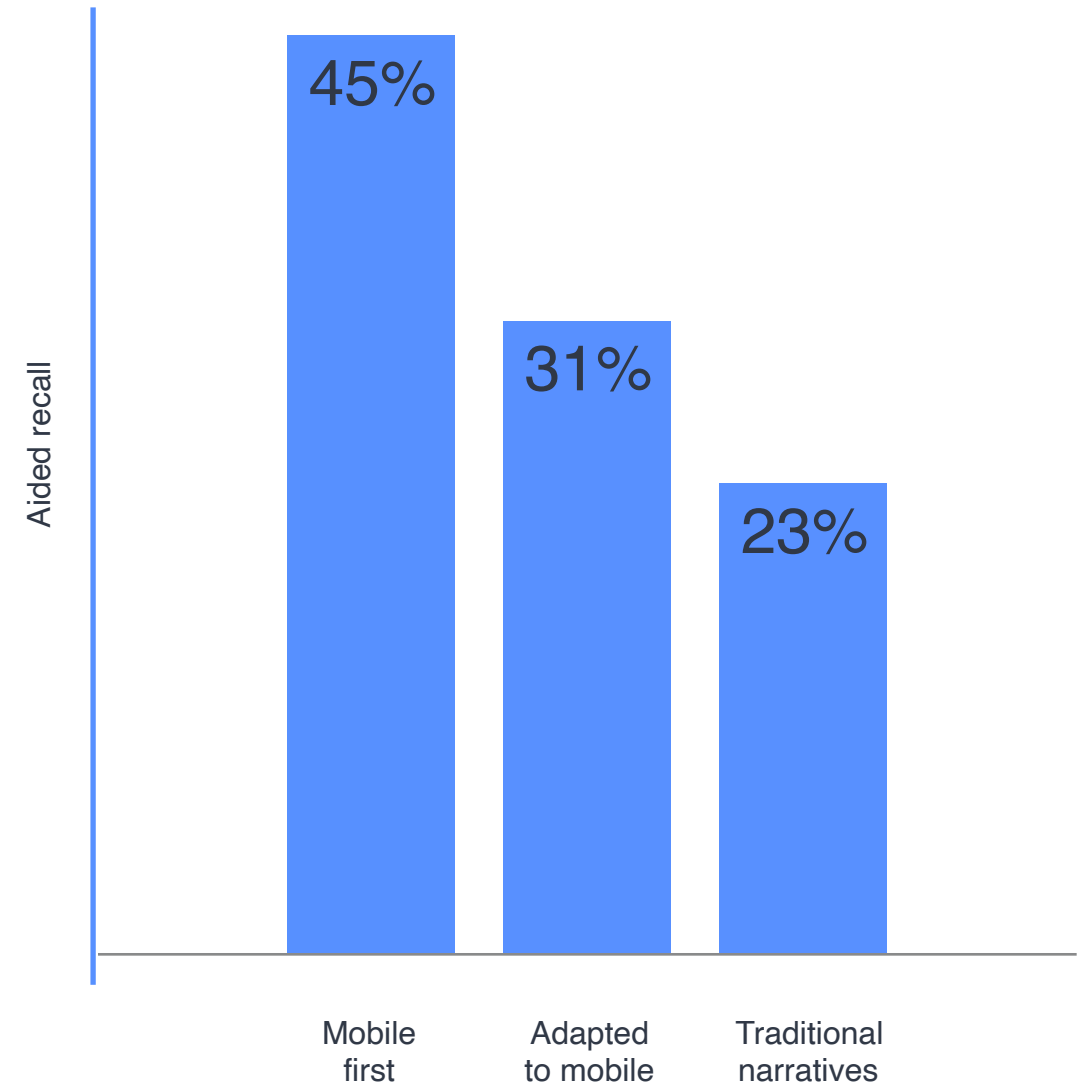
Tends to be shorter in length and shows the brand in the first few seconds

Video that's been adapted to mobile

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

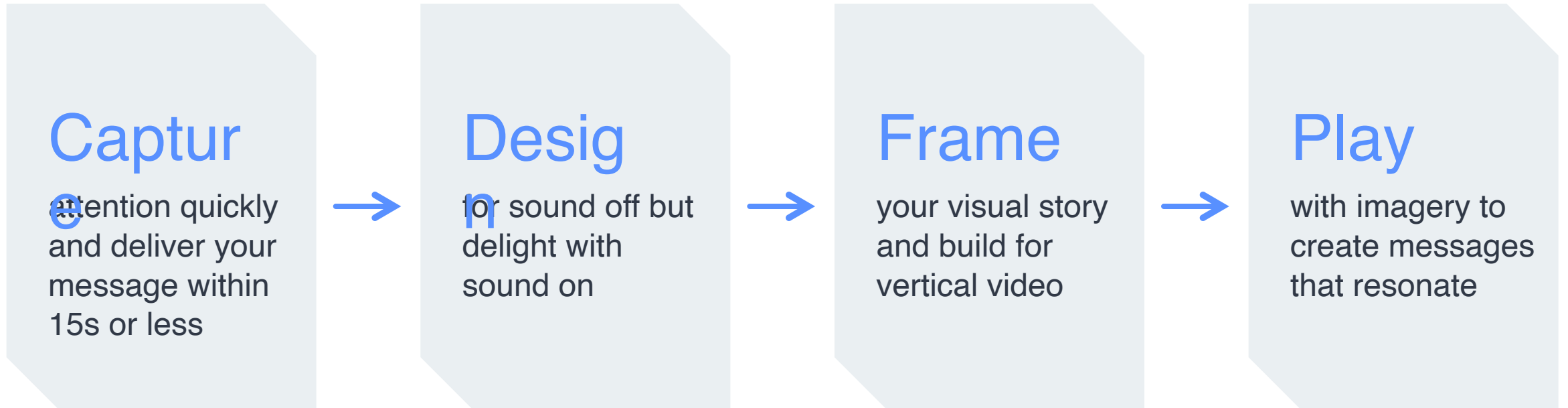
Traditional narratives

Tend not to show the brand in the first few seconds



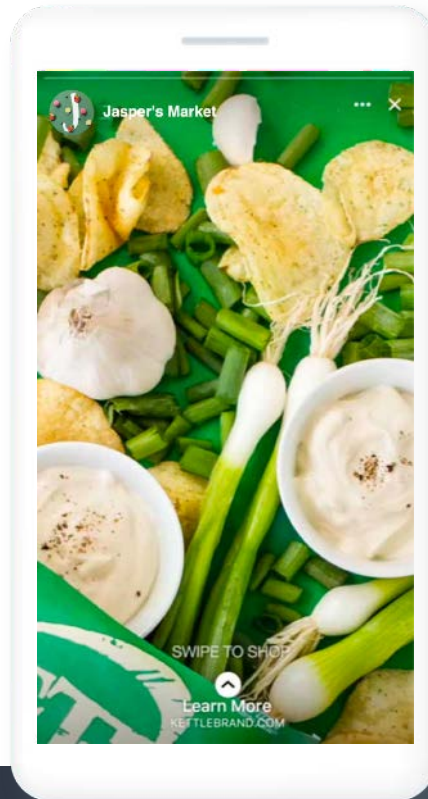
Source: Metrixlab data—Facebook—commissioned study of 759 video ads distributed across 25 countries: Brazil, Chile, Mexico, Argentina, US, Philippines, Indonesia, Japan, Thailand, India, Greater China (Hong Kong), Korea, Australia, Vietnam, New Zealand, UK, Italy, Poland, France, Germany, Romania, Turkey,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

Best practices for mobile-first video

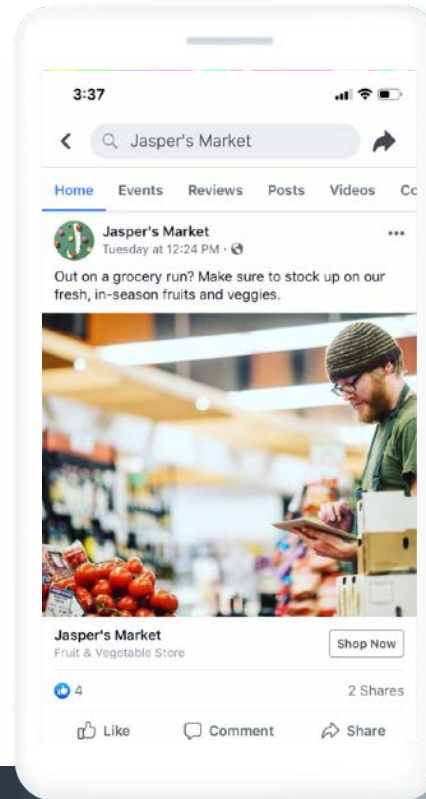


Diverse placements for diverse objectives

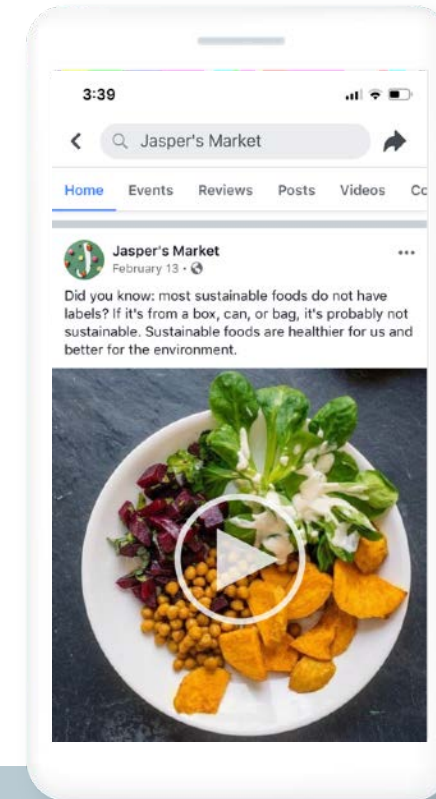
Stories



Feed



In-stream



← On-the-go

Captivated viewing →

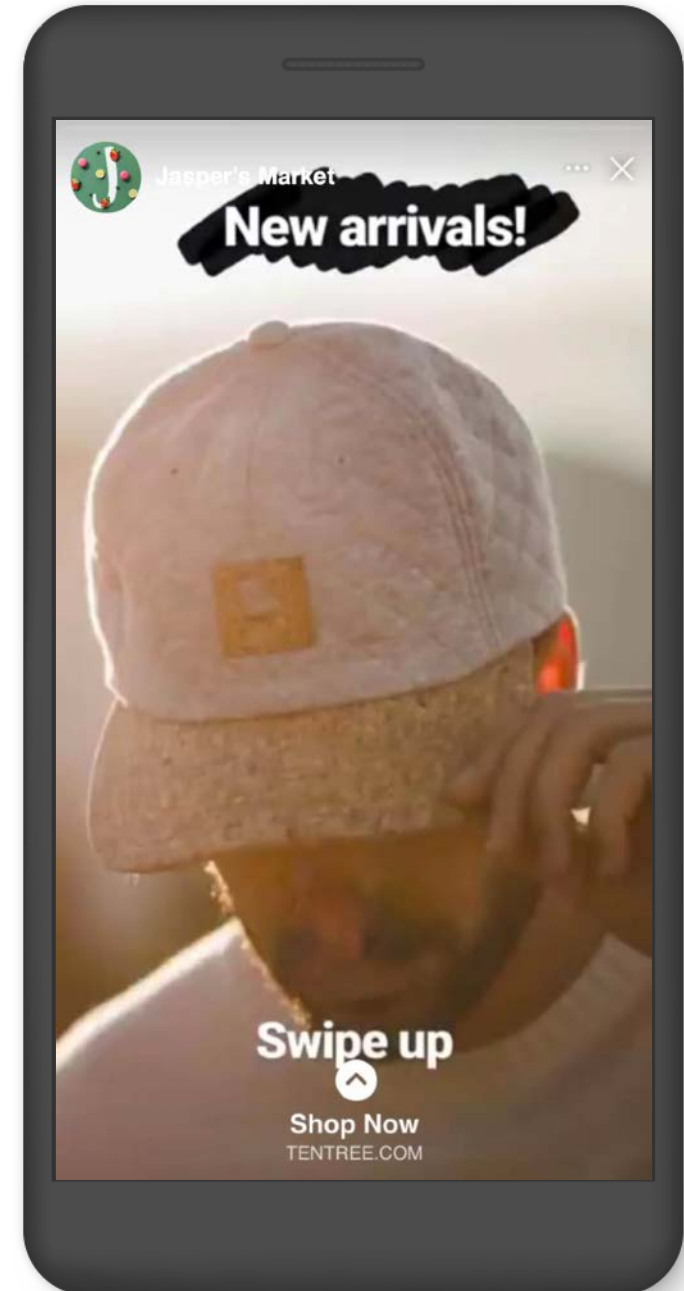
400M

daily active users of Instagram Stories¹

1B

Stories shared daily across the Facebook family²

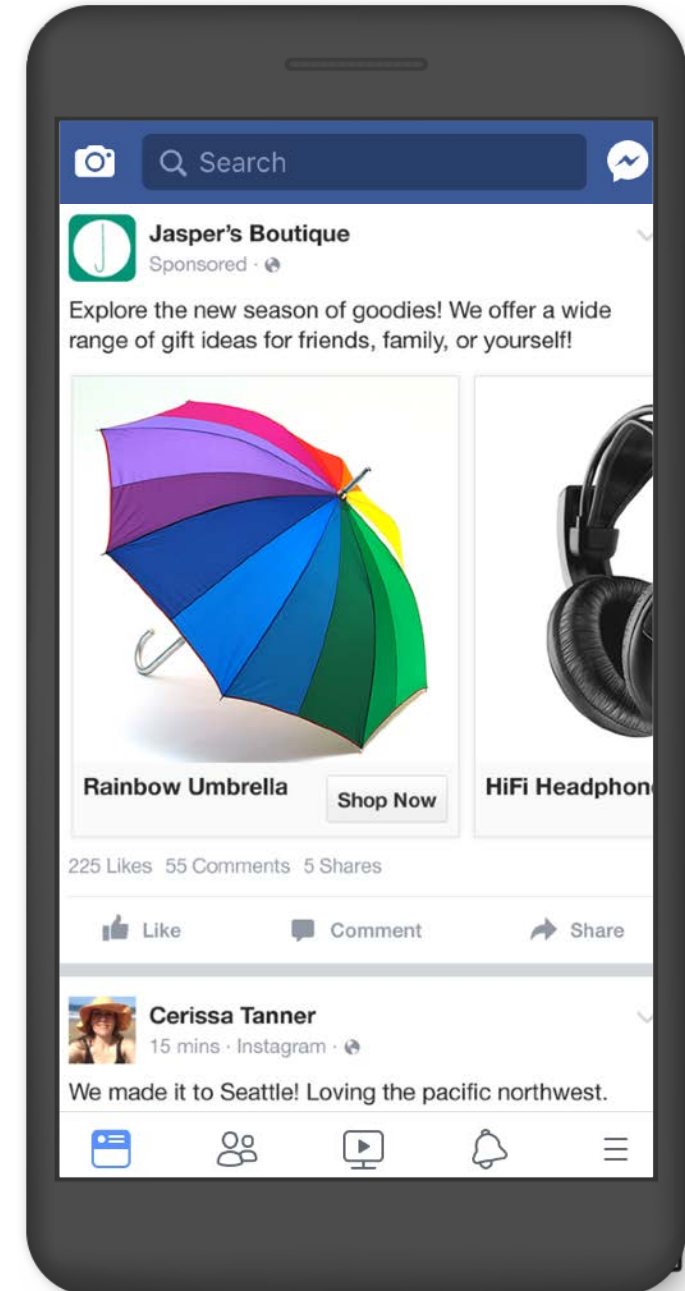
Source: 1. Instagram internal data, November 2017, 2. Instagram internal data, March 2017.



How many of you read
the newspaper today?

How many checked
your News Feed?

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

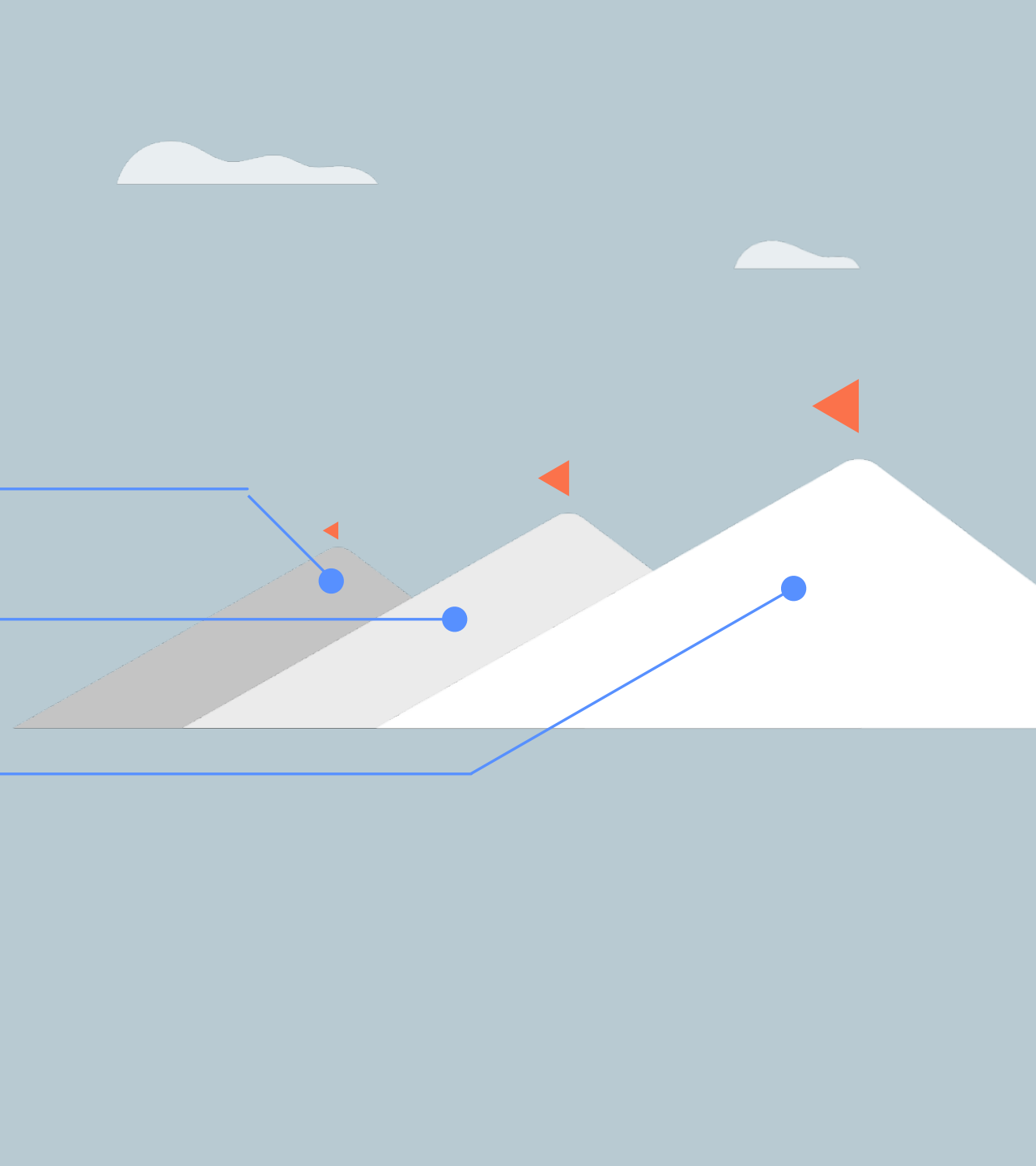


Measurement

Measurement challenges

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

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



Drive real business results with effective measurement

Walk

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

Ads Manager
Reporting



Run

Prove Facebook works for
your business objectives

- Online Conversion Lift
- Offline Conversion Lift
- Brand Lift



Sprint

Determine how
Facebook fits into your
media mix

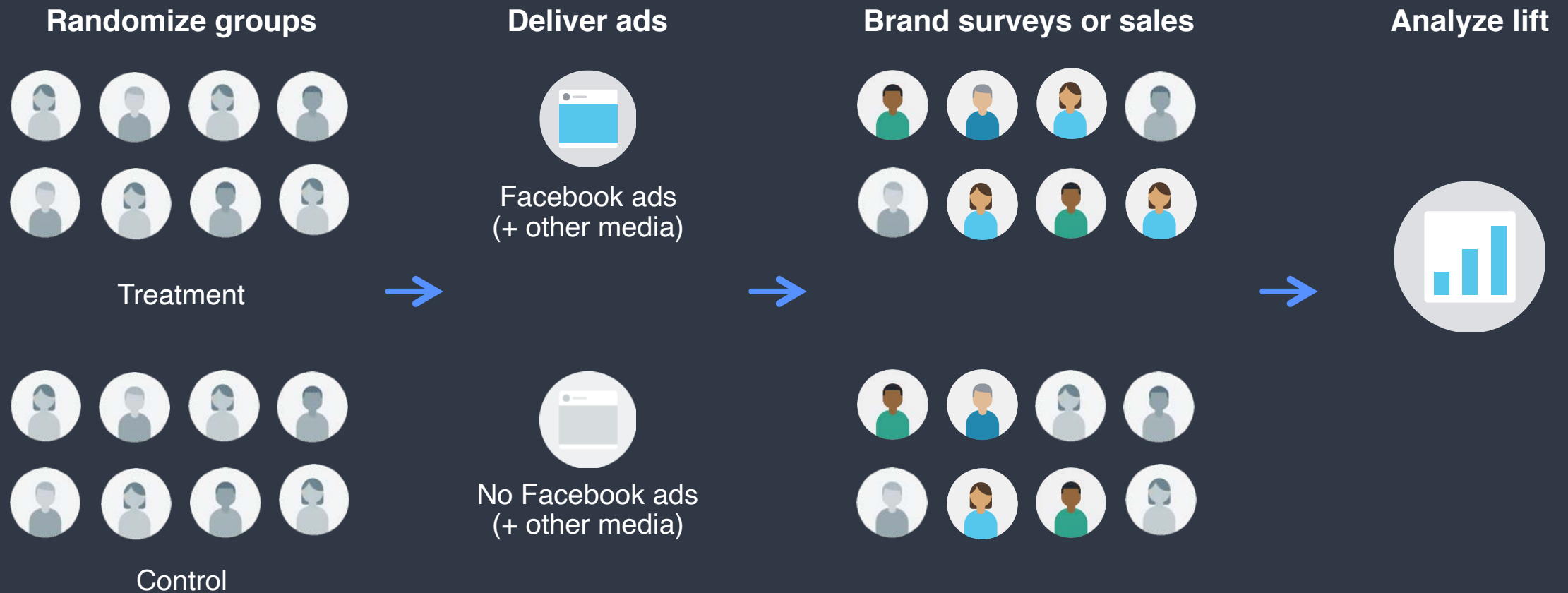
Partner MTA

Experimental design—The gold standard



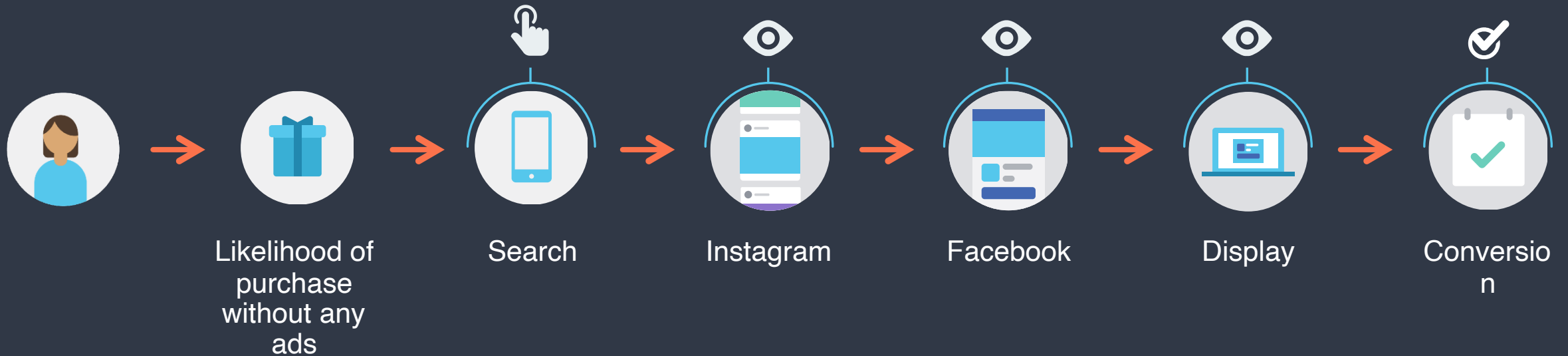
Leverage experimental design

Facebook lift measurement enables marketers to understand campaign impact



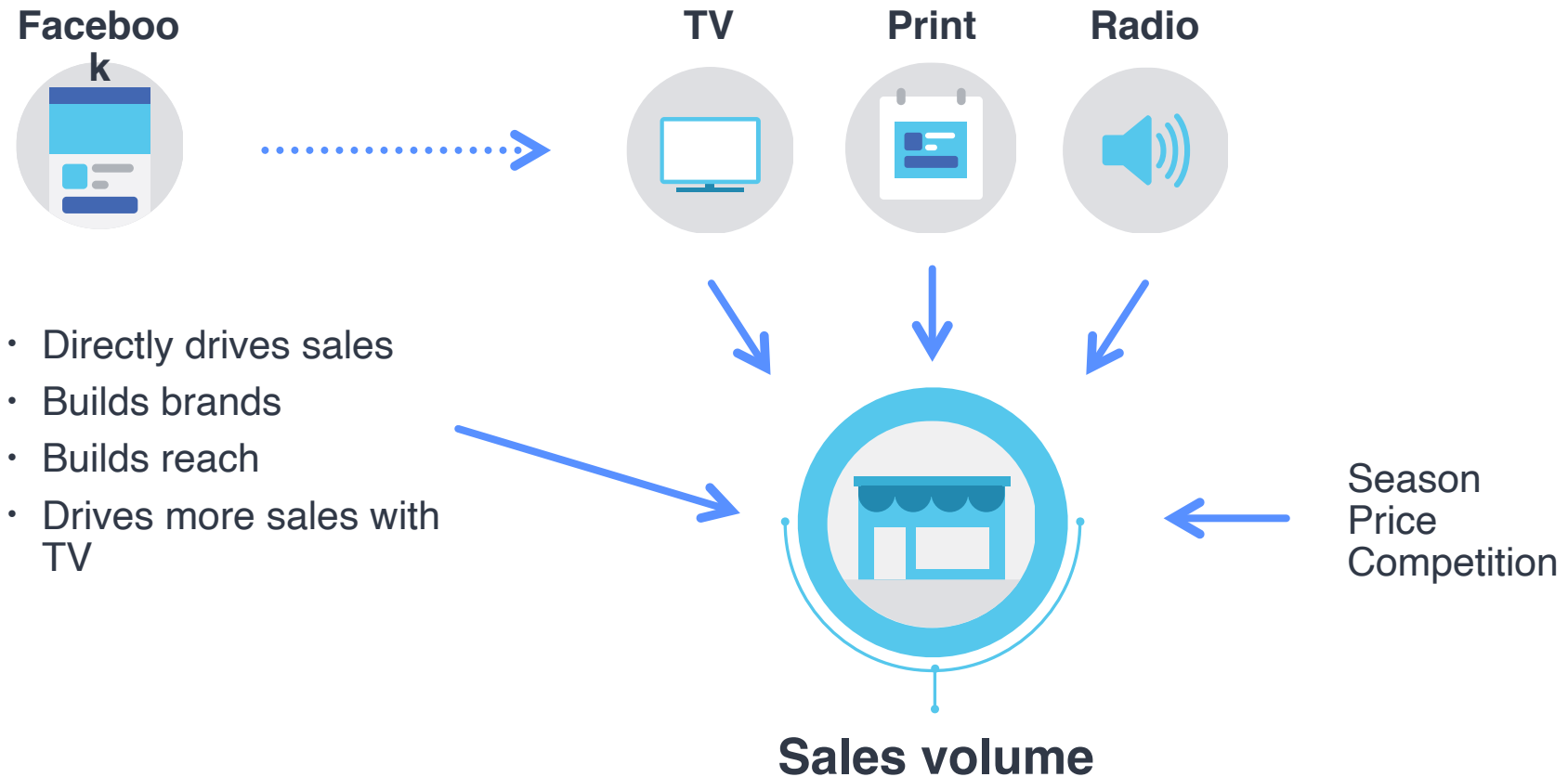
Assess digital performance with Multi-touch attribution

Measure touchpoints across all digital channels to properly allocate budget



Compare Facebook to your other media

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



Comprehensive methodologies for cross-channel measurement

MMM

Provides top line budget allocation by channel

MTA

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

Brand lift and conversion lift

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

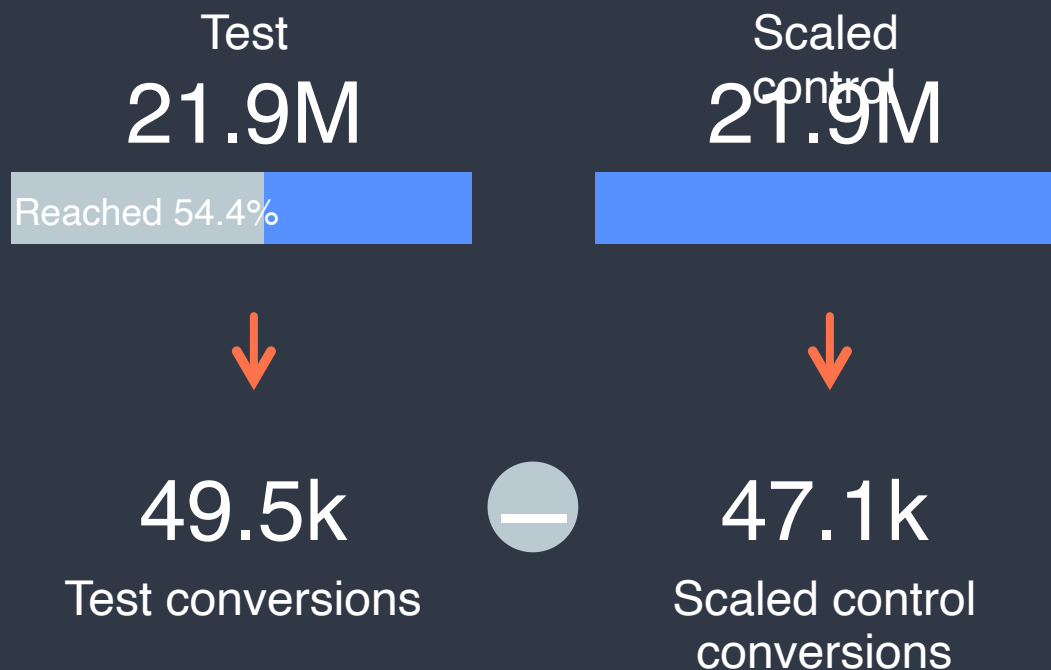
Facebook Ads
Split testing
Manager

Neustar Visual IQ

Nielsen MillwardBrown Acxiom Facebook

Facebook

Conversion lift measures incremental conversions/sales



2,421
Incremental conversions

Key takeaways

Key takeaways



Reach consumer electronics customers where they're most engaged



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



Build lifetime value and create advocacy across the entire consumer journey