

Maximize Your Performance

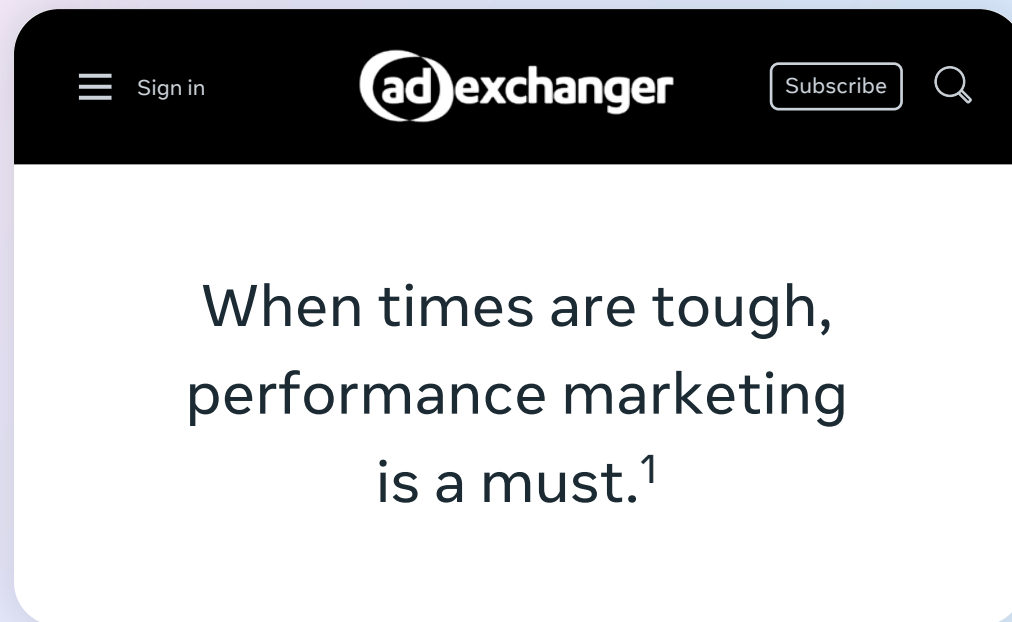
# Navigating a New Era of Measurement



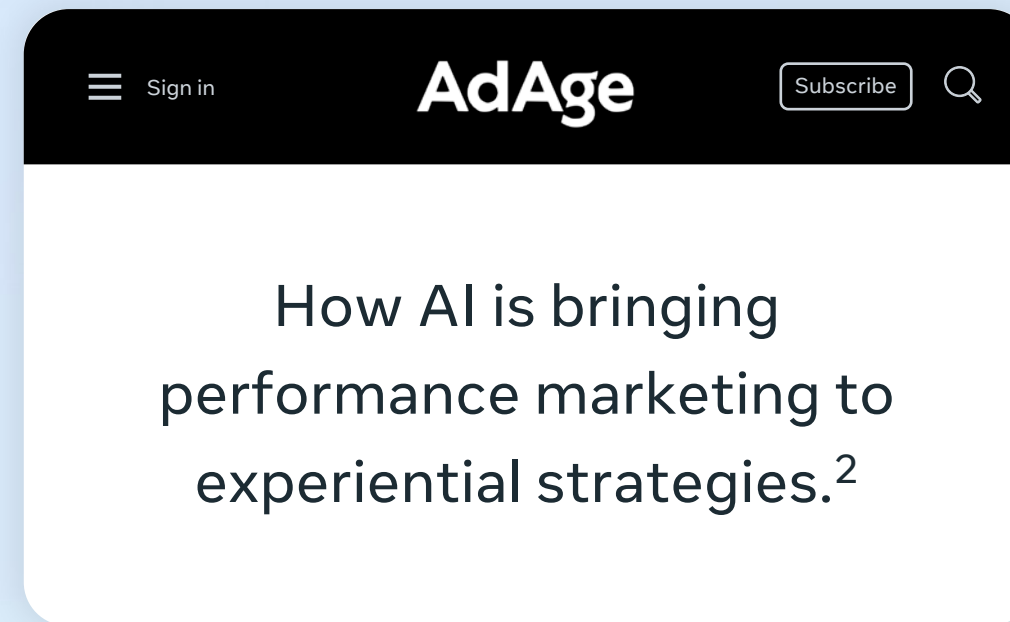
## INDUSTRY CONTEXT

# In today's landscape, performance matters more than ever and marketers must navigate increasing complexity

Performance  
is critical



AI capabilities and  
new consumer experiences



Evolving  
advertising landscape

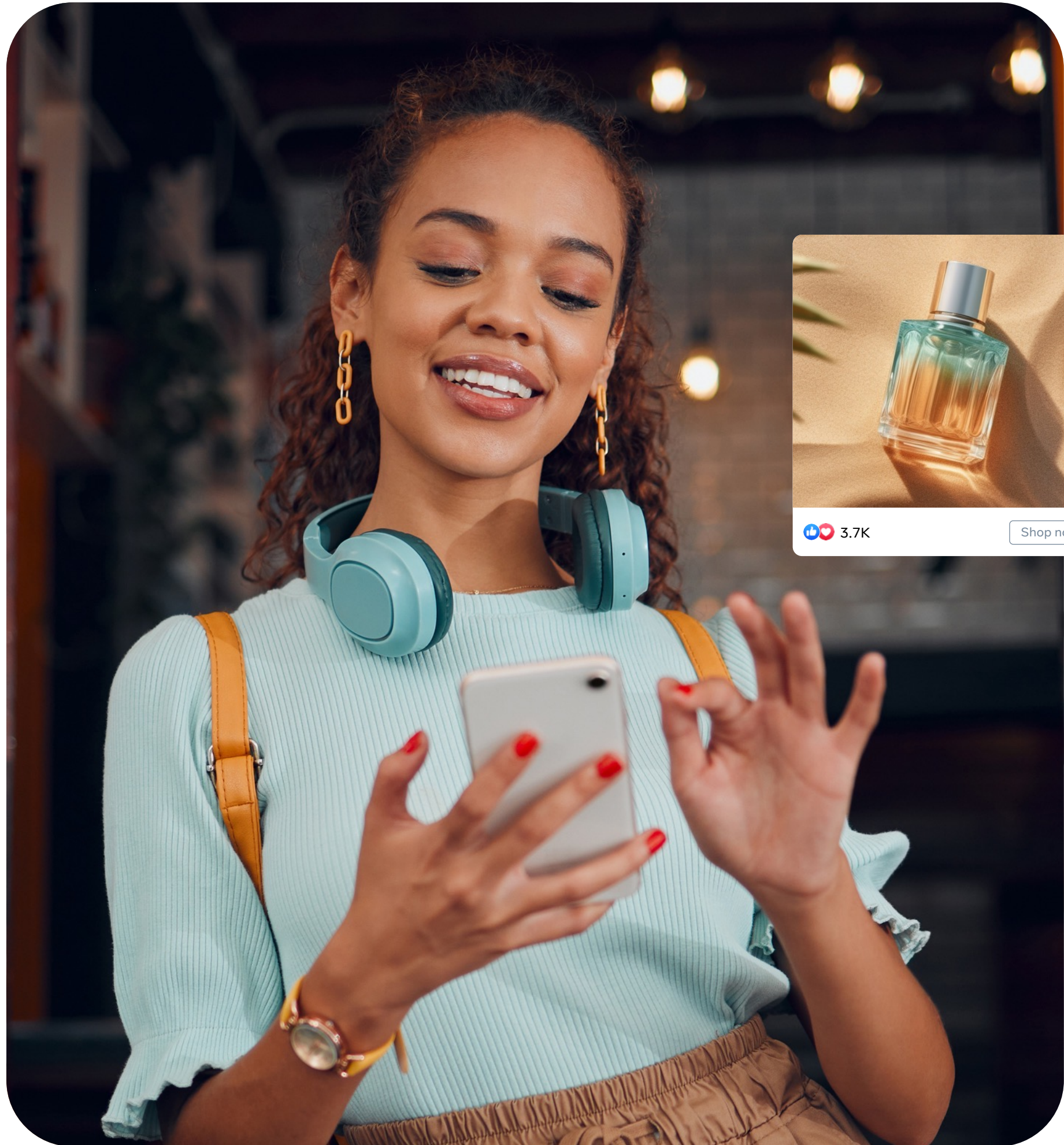


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Sources: 1. AdExchanger "When times are tough, performance marketing is a must" Sean Popen, EVP of Matterkind. Opinion: Data-Drien Thinking. Nov 10, 2022.

2. "The Wall Street Journal, WSJ. Jan 2023 3. AdAge "How AI is bringing performance marketing to experiential strategies" Lindsay Rittenhouse. Marketing News & Strategy. May 2023.

3. Forbes, "How Can Advertisers Navigate Further Without Cookies?" May, 2023.



## INDUSTRY CONTEXT

# Measurement is key to effective marketing performance

Businesses that run 15 experiments in a year see

# 30%

higher ad performance that year, compared to ones that run no experiments

Source: "Marketers Underuse Ad Experiments. That's a Big Mistake," HBR



Croissant >>  
AED 12



# You shouldn't think about measurement solutions in isolation



3,827

Reach

1,492

Engagements

1,063

Clicks





# Meta Measurement tools aim to

- 1 Unlock incrementality and true value
- 2 Allow for efficiency and agility
- 3 Support the future proofing of your measurement strategy



01

# Unlocking Incrementality and True Value

The Power of Measurement

UNLOCKING INCREMENTALITY AND TRUE VALUE

# Incrementality empowers data-driven decision making and drives results

Last-click attribution undervalued ads on Meta technologies by

**56%**

when compared to results from experimental lift studies

2,764  
Reach

632  
Purchases

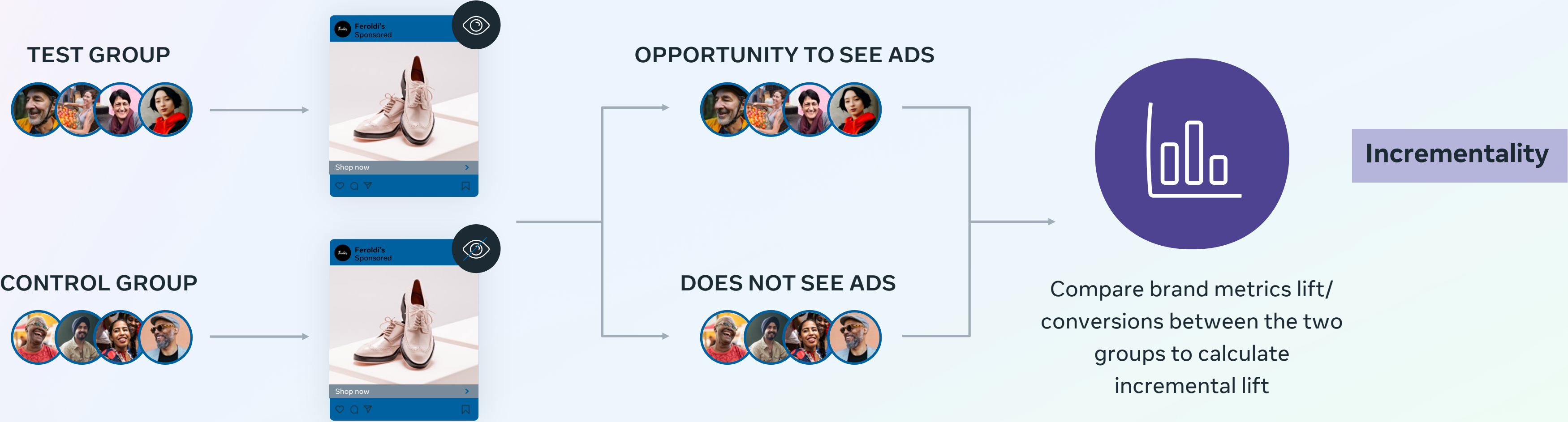
405  
Views

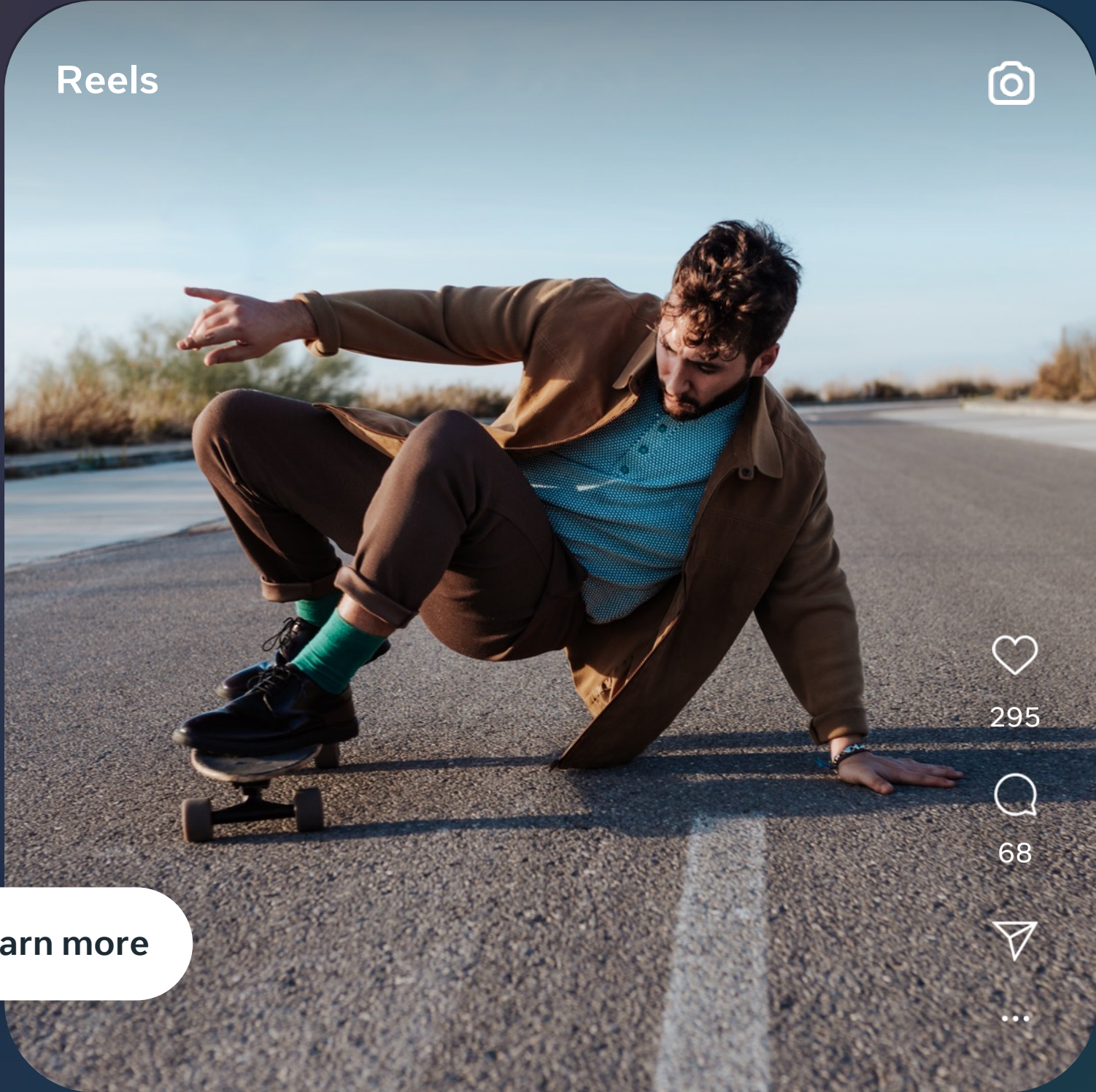
When businesses pick the wrong marketing strategy as a result of ineffective measurement, they lose out on value

Source: 17 global Meta Conversion Lift studies run between March 2022- September 2022, comparing estimates from Meta ad experiments of Facebook and Instagram marketing for EMEA advertisers to value attributed by their internal attribution models

# Lift Methodology (Brand and Conversion Lift)

Understand how much incremental return on investment is driven by advertising and identify strategies that perform best.





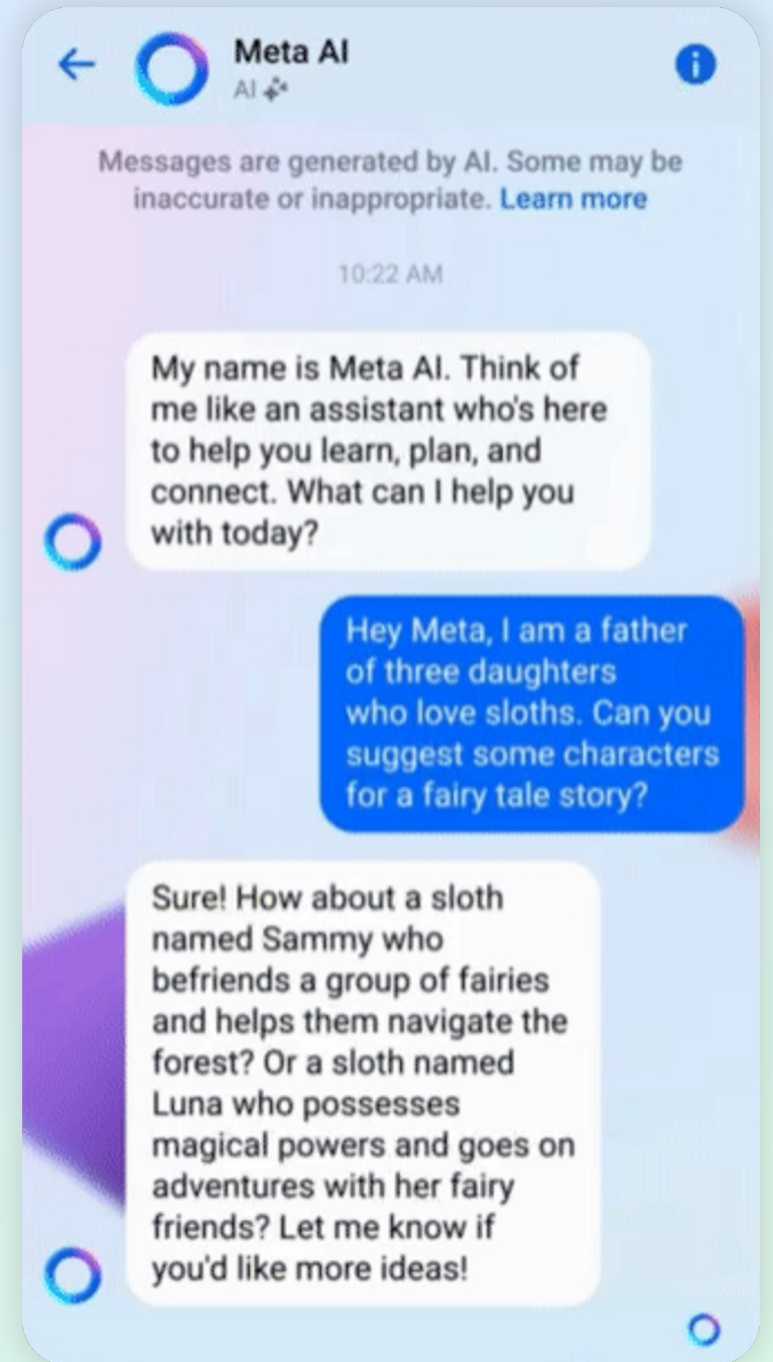
Learn more

02

# Efficiency and Agility

Adapting Swiftly to Market Dynamics

# Adapting to changing market dynamics



# Deliver superior results with Meta Advantage

Apply the performance benefits of AI to your ad campaigns and maximize the value of each ad.



Get the best results with fewer, more efficient campaigns



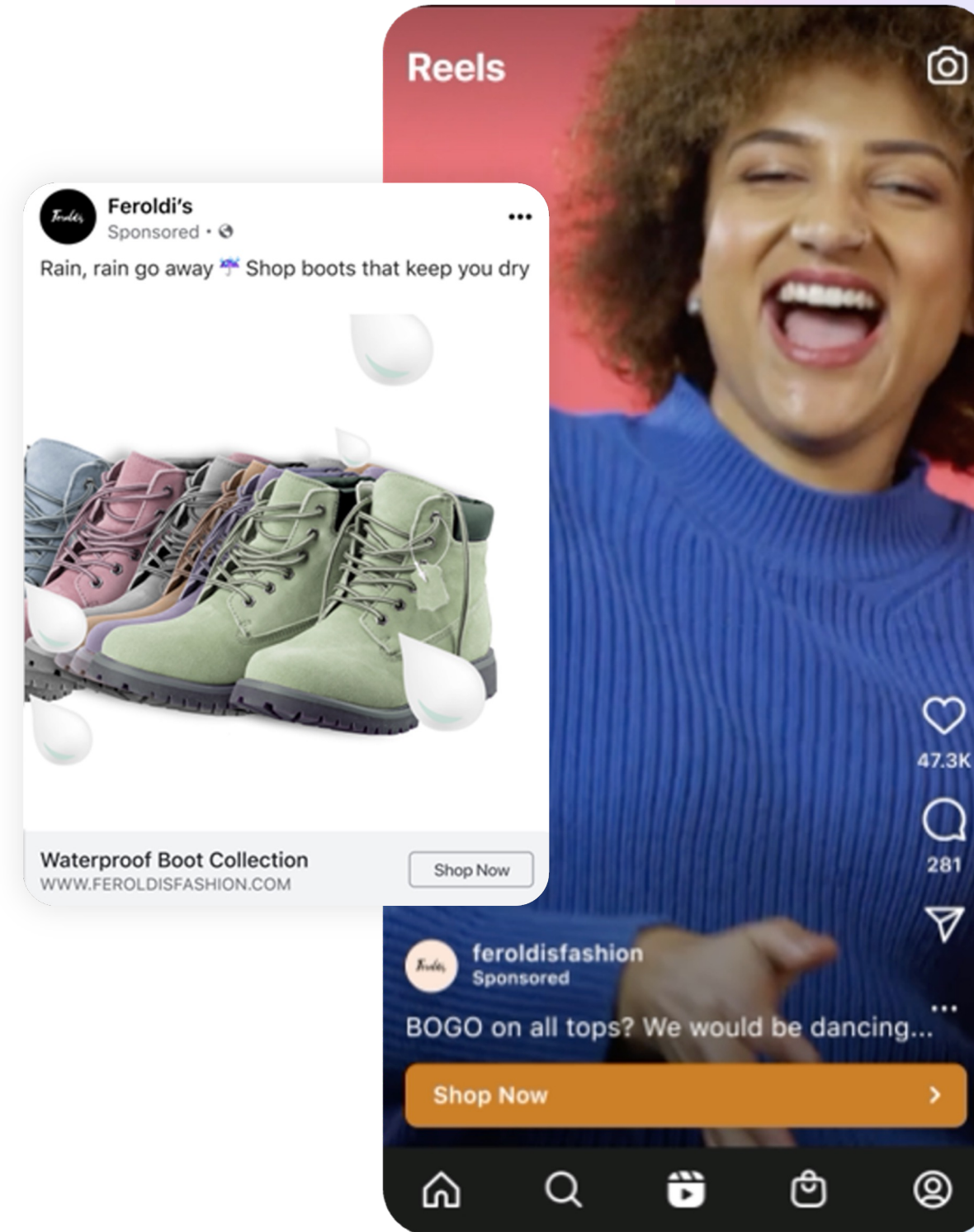
Deliver a personalized customer journey that drives action



Reach more people who are likely to be interested in your business



Save time and effort to free you up for strategic, big picture work



ADVANTAGE+ SHOPPING CAMPAIGNS

32%

increased return on ad spend<sup>1</sup>

ADVANTAGE+ APP CAMPAIGNS

9%

improved cost per action<sup>2</sup>

ADVANTAGE+ CREATIVE

14%

more incremental purchases per dollar spent<sup>3</sup>

Sources: 1. Meta internal study on Advantage+ shopping campaigns across 31 advertisers from NA, APAC, EMEA, and LATAM from July-Sept 2022; 2. Statistical Meta Analysis of 16 A/B global studies comparing SKAdNetwork Advantage+ App Campaigns (formerly Automated App Ad campaigns) and manual app ad campaigns in the gaming vertical during September 2021 and December 2021; cost per action is cost per optimized purchase conversions; Confidence of outperformance for CPI and CPA were with 88% and 89% confidence, respectively; 3. The analysis results are based on 2-weeks of experiment data on 118k global advertisers in Q3 2022 where the ads included used link clicks, offsite conversions, and landing page view optimizations. Results were statistically significant. To control for outliers, user conversion counts are capped at five for any campaign.

## EFFICIENCY AND AGILITY

We're making it easier for you to test our Meta Advantage products to better determine how and where automation may make sense for you.

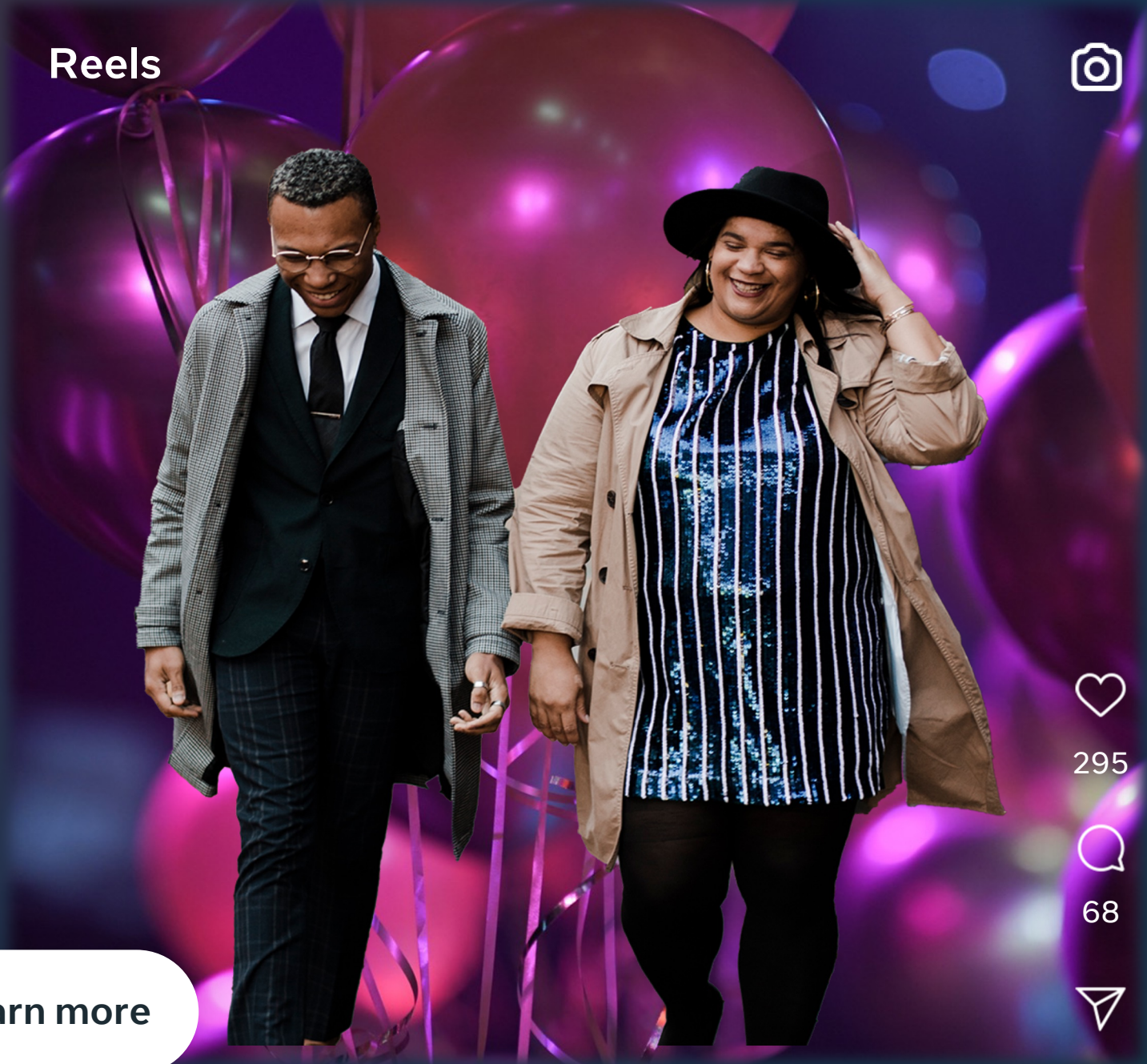
The screenshot displays the Meta Ads Manager interface. At the top, it shows 'Account Overview' with the account ID '188234987234897616 (12903873127...)' and buttons for '+ Create campaign' and 'Review & publish (14)'. A greeting 'Good Afternoon, Jacklyn' is visible. The main content area features 'Performance recommendations' with two cards:

- Turn on Advantage+ creative features to optimize [#] [ad/ads]**: Potential outcome is **3% lower CPA**. Includes a 'Review ad sets' button and an 'A/B test this recommendation' button.
- Turn off ad sets impacted by auction overlap**: Potential outcome is **30% more conversions**. Includes a 'Review ad sets' button.

An 'A/B test Advantage+ creative' modal is open in the foreground, showing details for a test:

- Test duration**: Jan 13, 2023, 12:00 AM - Jan 17, 2023, 12:00 AM
- Versions**:
  - Version A: Spring Collection Ad Set (\$60/day)
  - Version B: Copy - Spring Collection Ad Set with **Advantage+ creative** (\$60/day)
- Total budget**: \$480.00

The modal includes 'Cancel' and 'Confirm' buttons at the bottom.



Reels



295



68



Learn more

03

# Case Studies

Putting the Theory into Reality



# Wear to go online: Increasing sales and return on ad spend

6thstreet.com wanted to drive sales on its ecommerce platform and maximize the efficiency of its advertising on Meta apps. It used Meta's Advantage+ shopping campaigns to reach people at all stages of their purchase journey.

**67%**

lower incremental cost per order, compared to usual campaign

**3X**

incremental return on ad spend, compared to usual campaign

**2X**

increase in reach, compared to usual campaign





# Modern looks for the modest woman

Modanisa, the leading global online retailer in modest fashion, wanted to test Advantage+ shopping campaigns to increase its sales in the French market.

## 28%

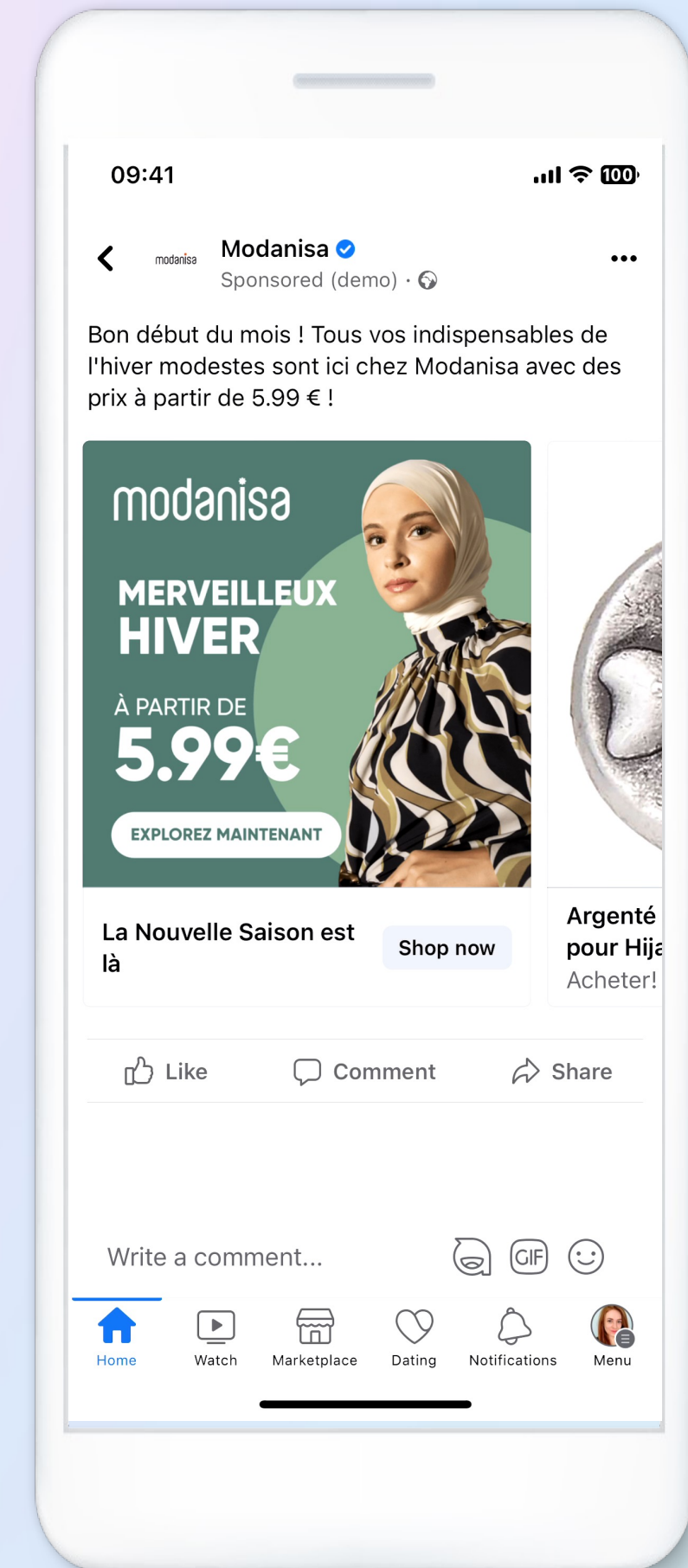
reduction in cost per purchase with ASC

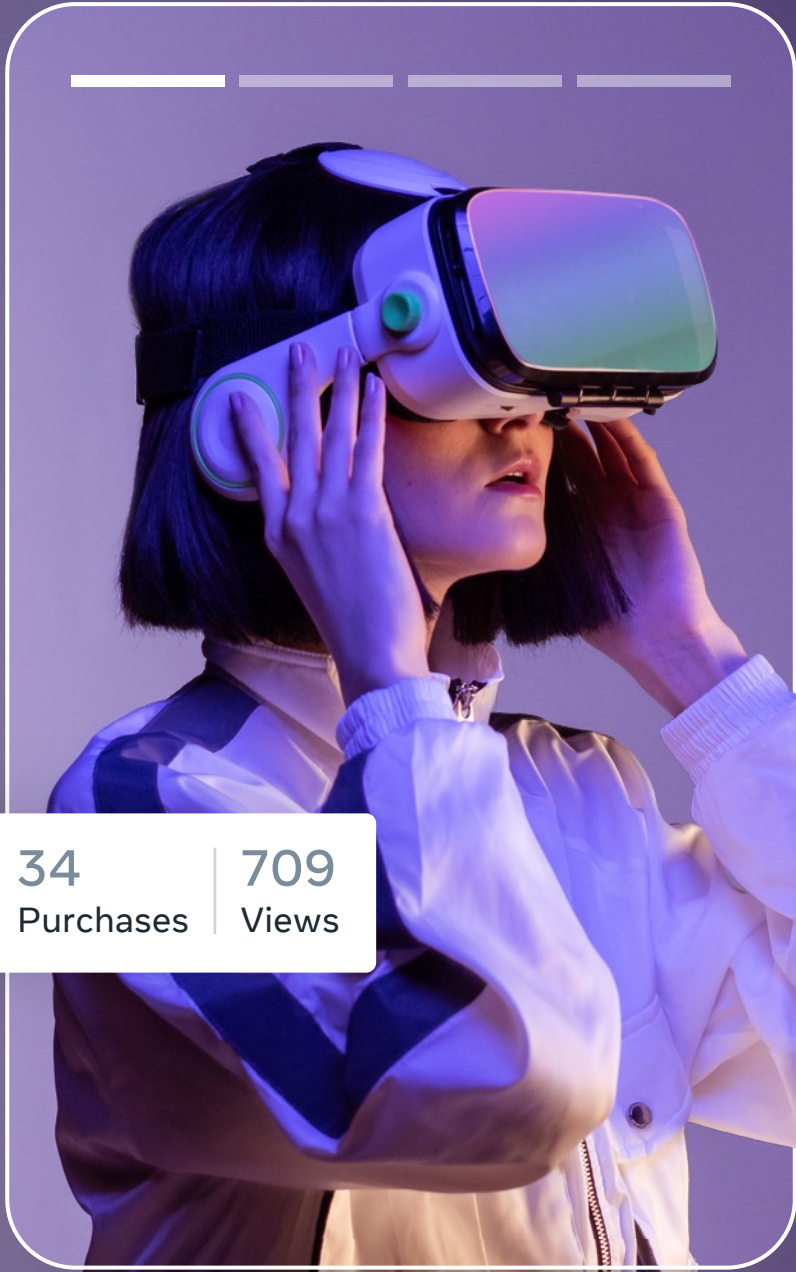
## 44%

increase in purchases with ASC

## 27%

increase in reach with ASC

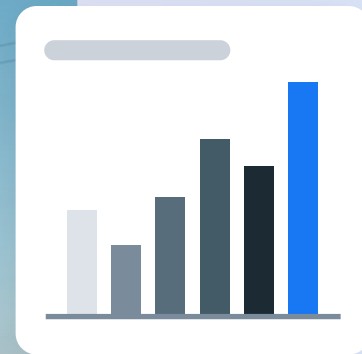
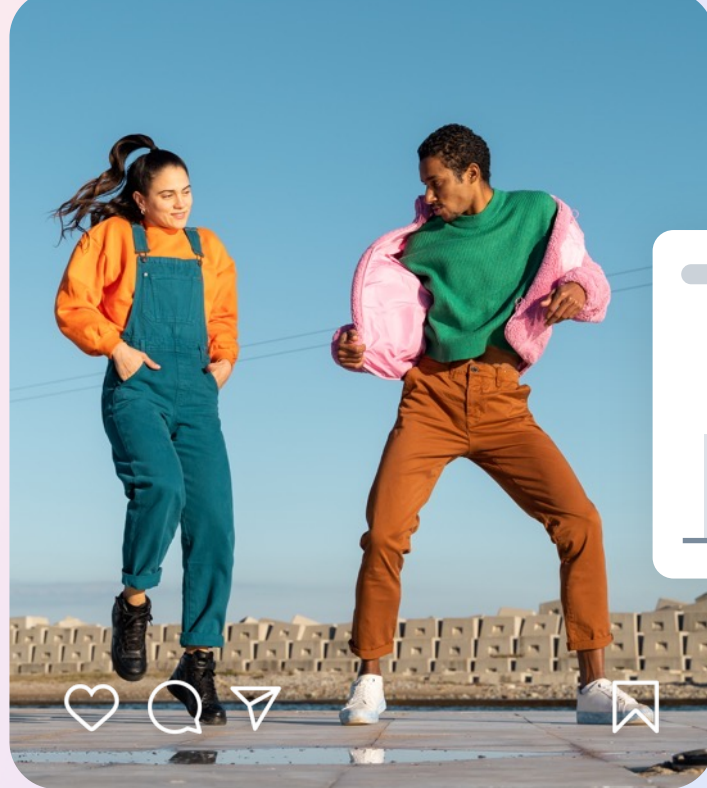




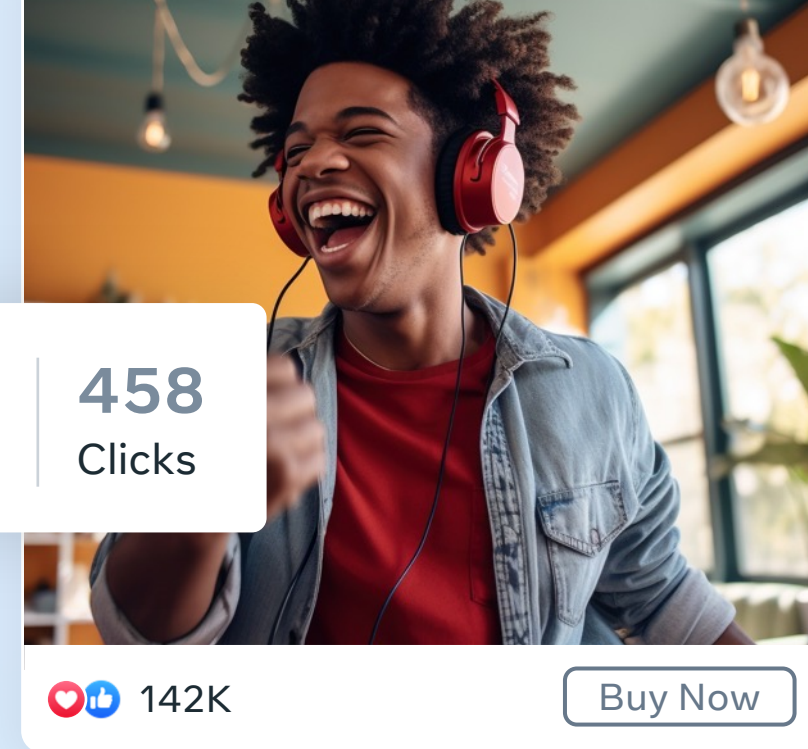
1,051	34	709
Reach	Purchases	Views

03

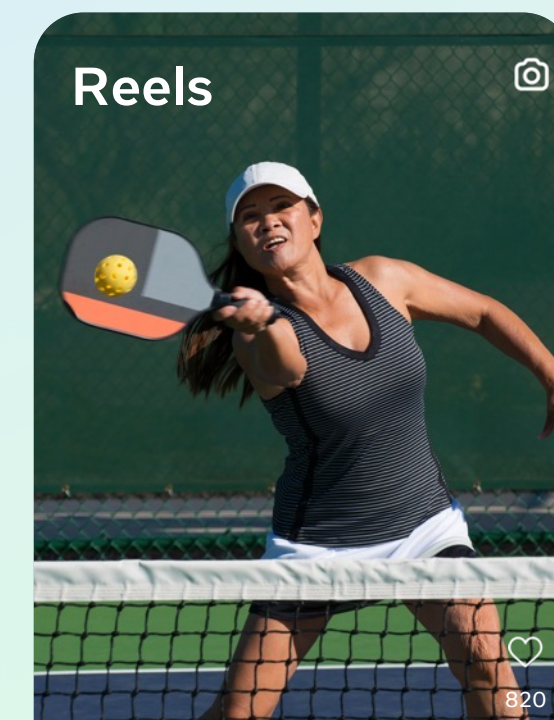
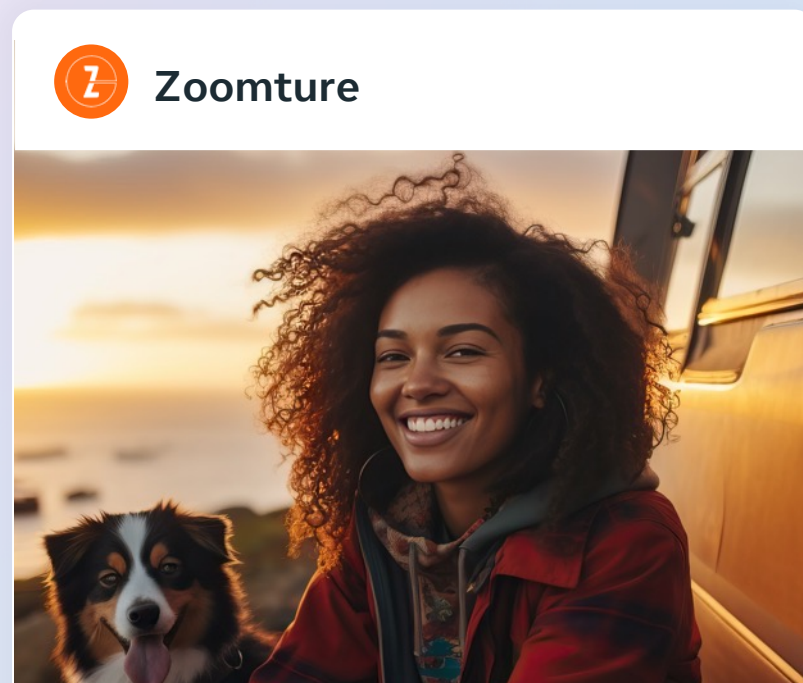
# Future-Proofing Your Measurement Strategy



821	349	458
Reach	Engagements	Clicks



# A new day for Marketing Mix Modeling





725  
Reach

349  
Leads

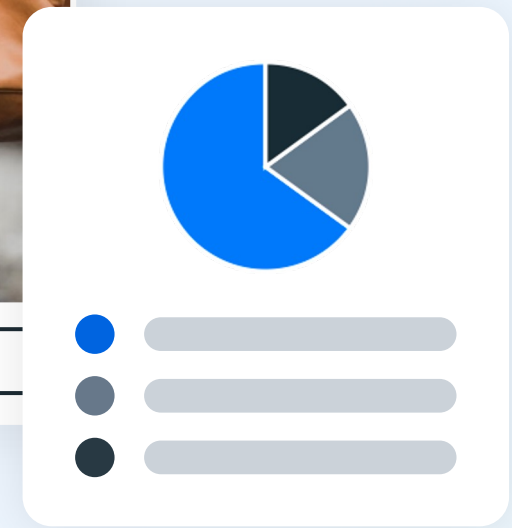
142K

Buy Now

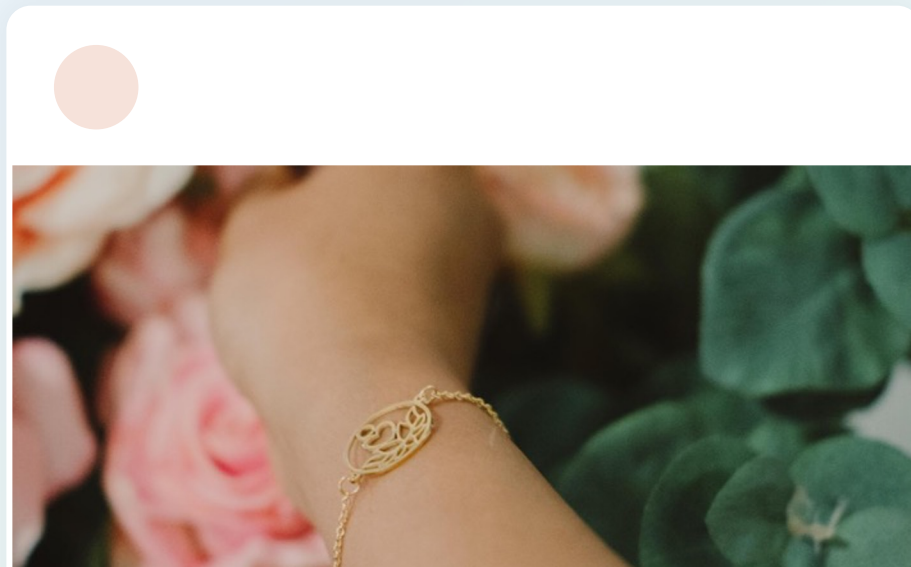
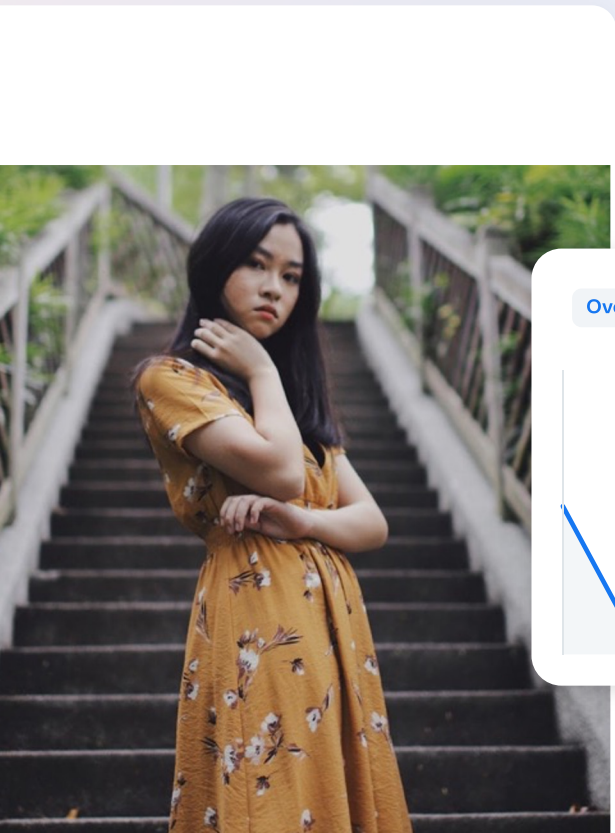


85K

Buy Now



There is no 'one-size-fits-all' tool for understanding impact



129K

# You can use the strengths of certain measurement tools to address gaps in others

Common measurement solutions will have fundamental tradeoffs, like scope, rigor, and speed

MEASUREMENT APPROACH	Scope Cross-channel	Rigor Causal incremental lift	Speed Frequency, real time
<b>Modeling</b> Marketing Mix Modeling			
<b>Experiments</b> Conversion and Brand Lift Studies			
<b>Attribution</b> Ads Manager, Web Analytics			

# Maximize your performance in a new era of measurement

- 1 Innovate within your media measurement to drive profitable business growth.
- 2 Adopt an agile measurement approach by triangulating methodologies and data sources.
- 3 Apply a lens of incrementality to everything you do and use experiments to calibrate.

