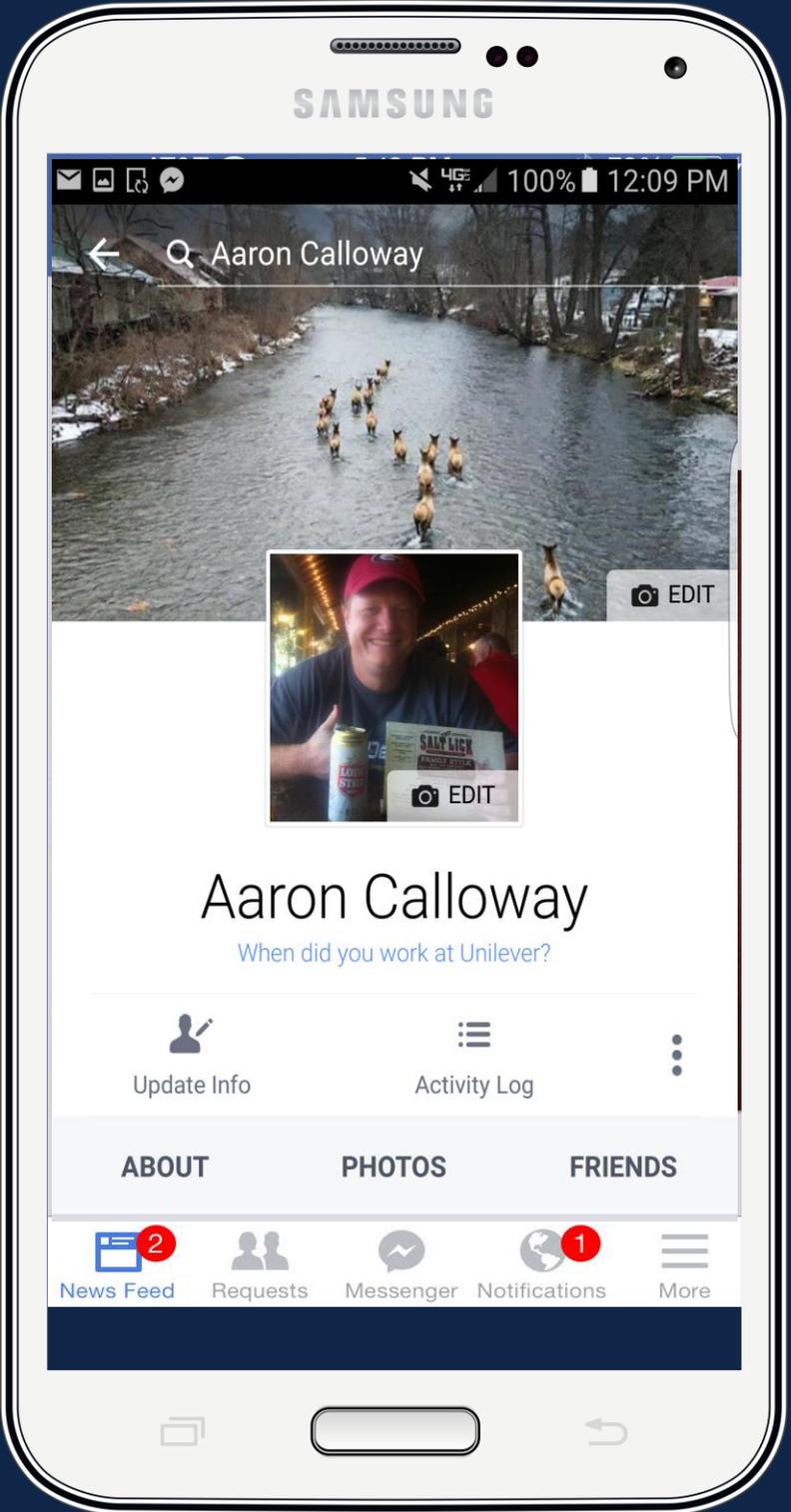


facebook

Aaron Calloway

Client Partner

United States



facebook

Our Global Facebook community



1.55 BILLION

people on Facebook
each month



900 MILLION

people on WhatsApp
each month



925+ MILLION

people on Groups
each month



700 MILLION

people on Messenger
each month



400 MILLION

people on Instagram
each month



1+ BILLION

People on Facebook every
day



8+ BILLION

video views daily



15+ MILLION

people online due to
internet.org



45+ MILLION

small and medium
businesses
using Pages

Q3 '15 Facebook earnings call

Facebook in United States of America



196M

people use Facebook
every month

151M

or 77% of monthly active
people return every day

Facebook in United States of America

196M

people

=

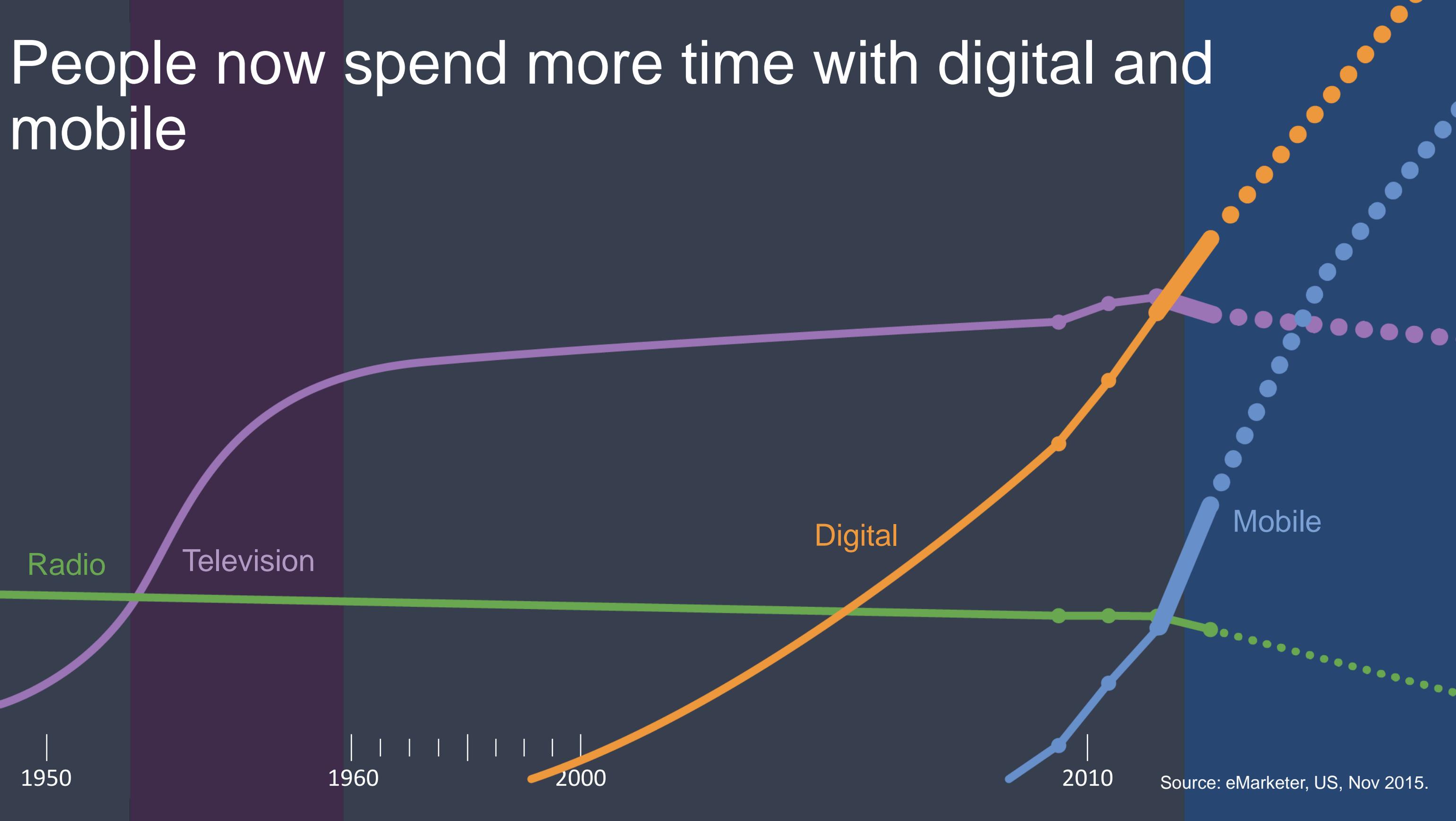
75%

of Internet users*

A photograph of three people, two men and one woman, looking at a smartphone together. The image is overlaid with a dark blue semi-transparent filter. The text is centered over the image.

Mobile devices are changing how we connect; 1 in 5 millennials have cut the traditional TV Cord

People now spend more time with digital and mobile



Radio

Television

Digital

Mobile

1950

1960

2000

2010

Source: eMarketer, US, Nov 2015.

When it comes to time on mobile, apps rule

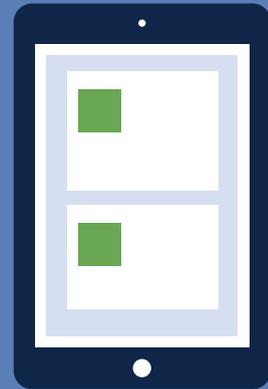
52%

of all time spent on digital
(mobile & desktop)
is in app

88%

of time spent in apps
are within people's
top five apps

Reach your audience at the center of discovery



176M

people access Facebook
monthly on mobile

90% of MAU

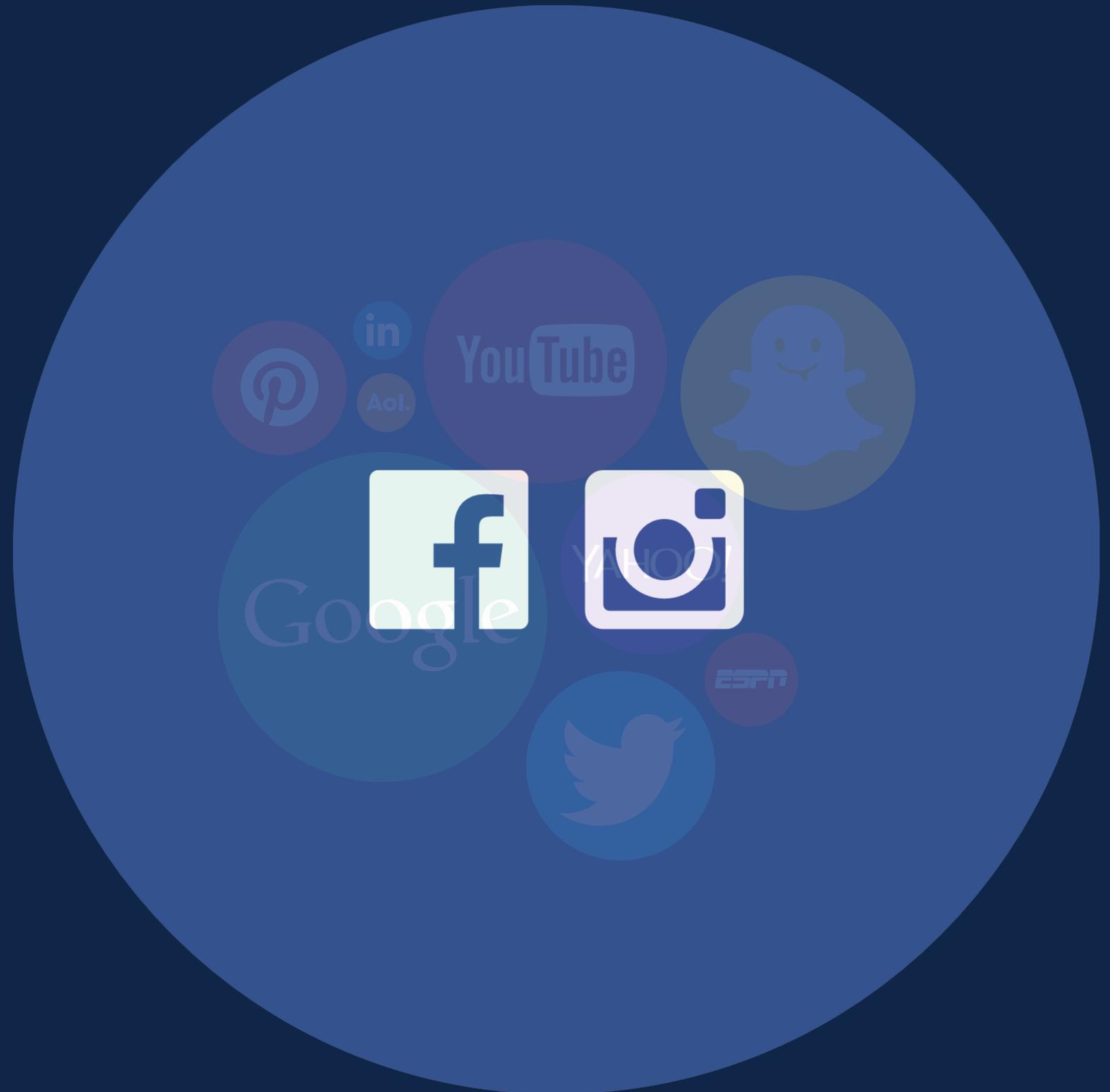
135M

people access Facebook
daily on mobile

89% of DAU

Time spent on Mobile

More than 1 in 5 minutes on
mobile in the US is spent on
Facebook and Instagram



This is your brain on mobile



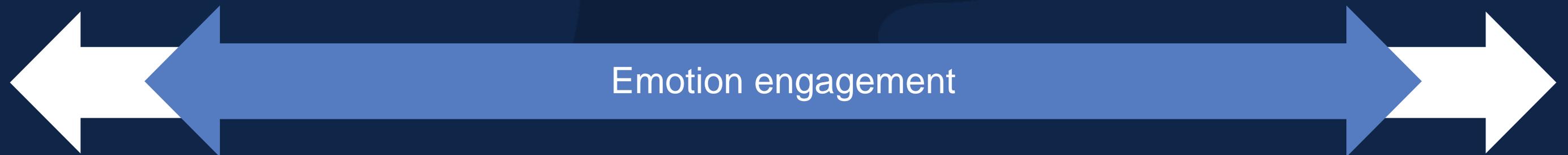
Television

- Cognitive load
- Distraction



Mobile

- General attention
- Approach motivation



Reaching People

Facebook Audiences



Core
Audiences



Custom
Audiences



Lookalike
Audiences

Core Audiences

- Targeting that offers high reach and precision



Demographics



Location



Interests



Behaviors



Top partners

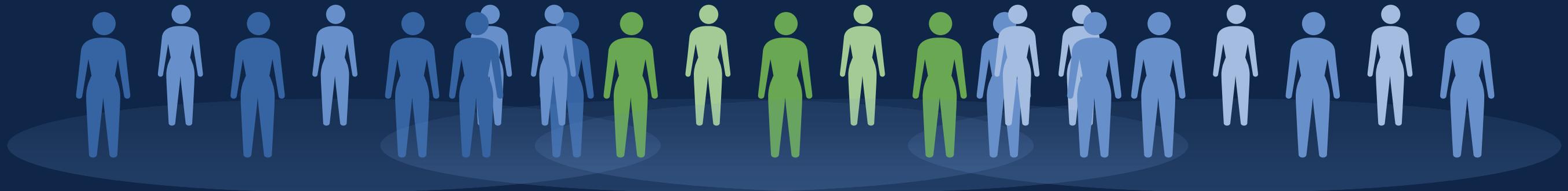
Custom Audiences

Reach people based on the data you own in a privacy safe way

People you know
Direct or through third-party

People you know
on Facebook

Facebook



- Email addresses
- Phone numbers, iOS IDFAs
- Facebook user IDs, app user IDs
- People from your website
- People from your mobile app

Matched targets

Lookalike Audiences

- Find people who share traits and interests with your customers



New prospects that look like your most valuable customers

People who have recently converted

People who like your Page, visit your site, download your app and more

Instagram

Instagram in United States of America

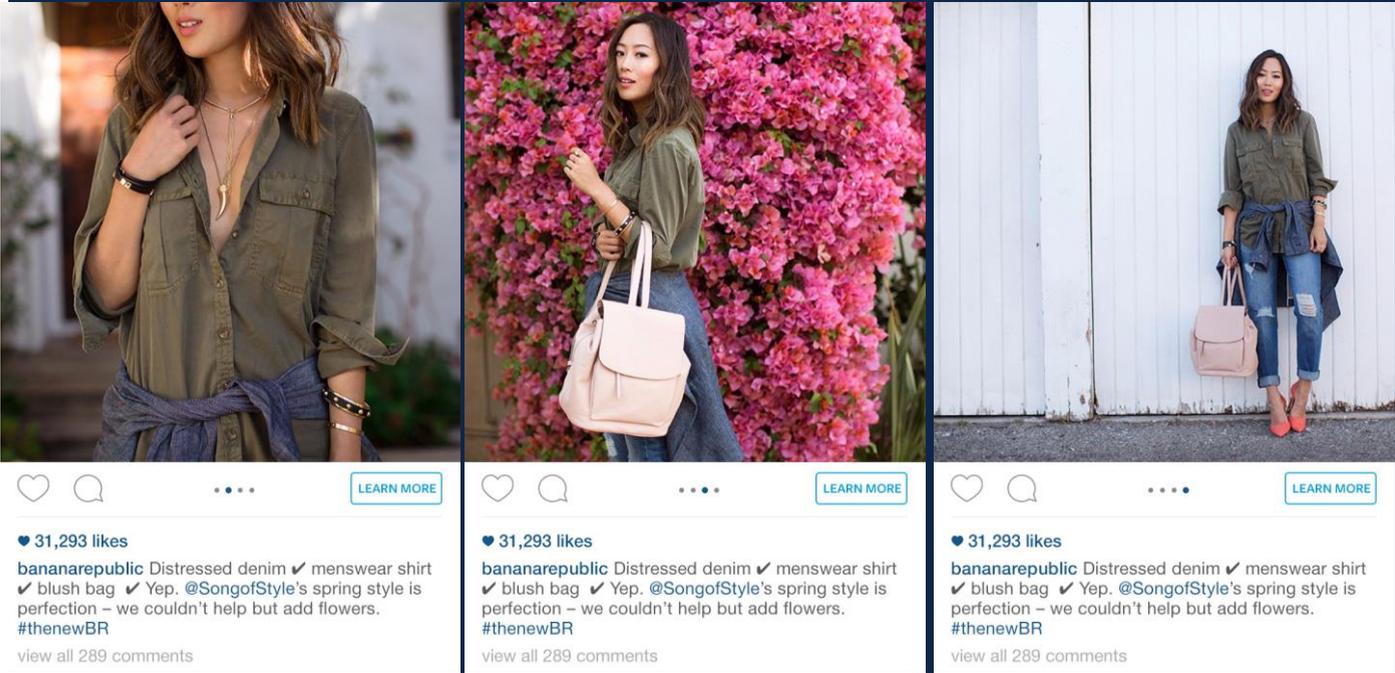
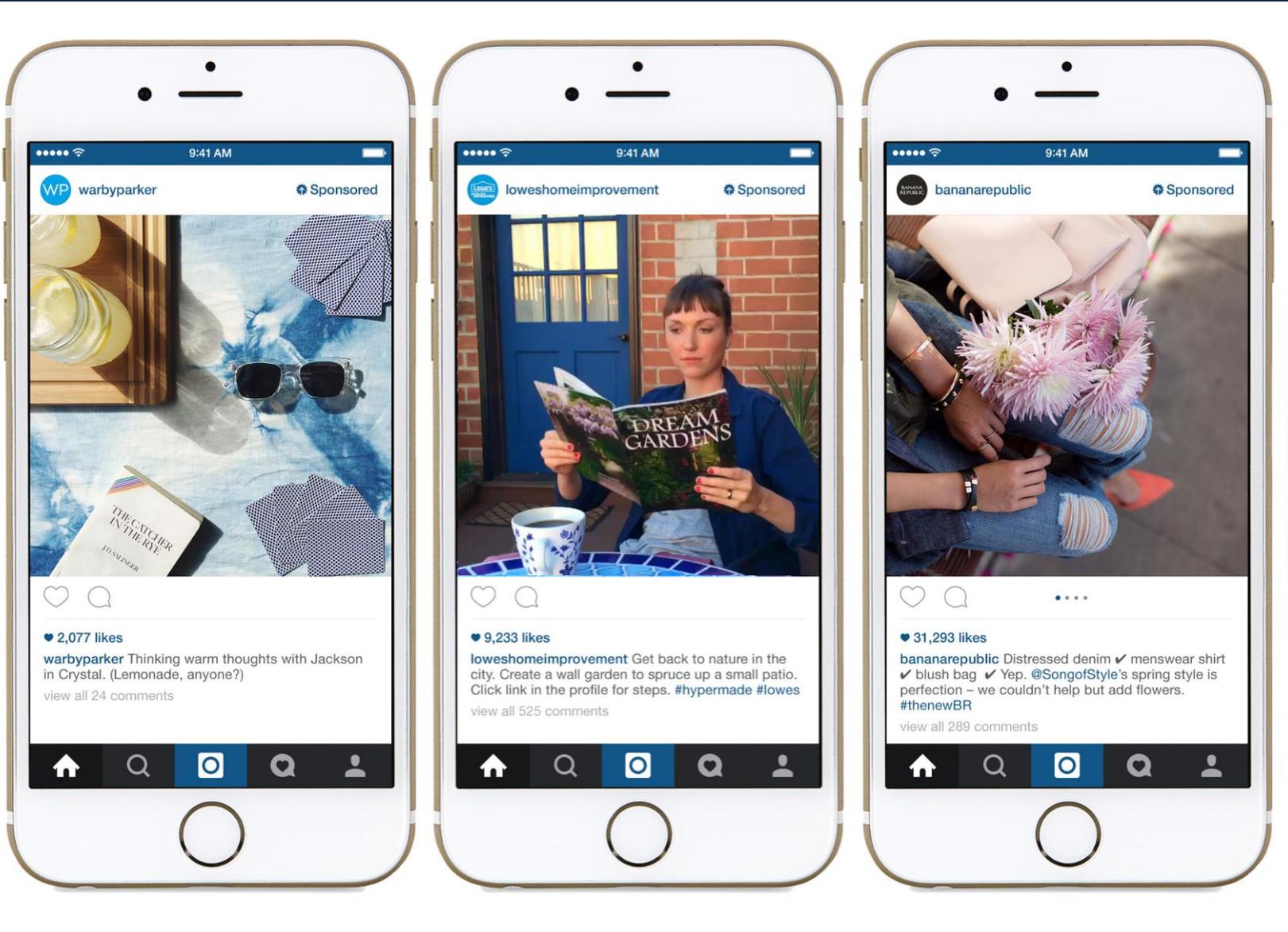


90M

Source: Based on Facebook internal data, Sep 2015.



EVOLUTION OF CREATIVE ON INSTAGRAM



IMAGE

VIDEO

CAROUSEL

EXPANDING OFFERINGS on Instagram – What you do on Facebook, you can now do on Instagram



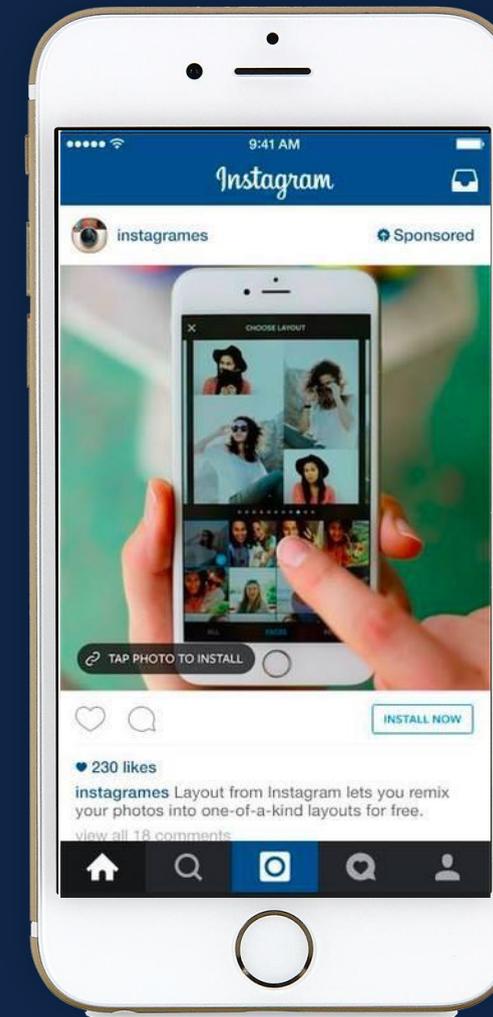
LINK ADS

Objective:
Drive Clicks



VIDEO ADS

Objective:
Video Views



MOBILE APP
INSTALL ADS

Objective:
Installs

Measure your Communication impact

Nielsen BrandEffect measures brand resonance

1

Ad displayed to user



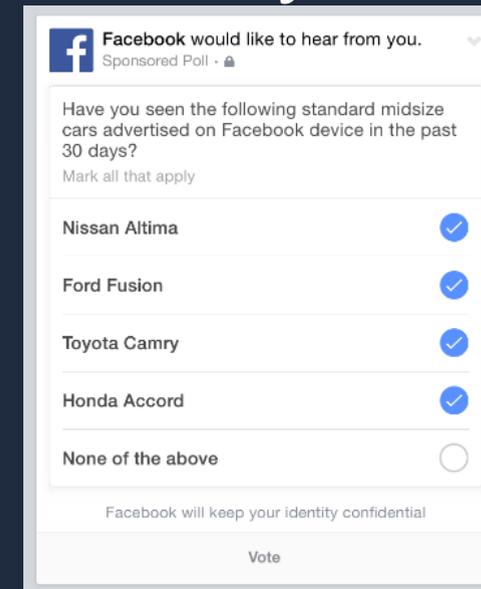
Control group created dynamically

Users randomly assigned to exposed and control groups while ads are served, balancing for targeting and site usage



2

Polls next day in ad context



Representative results

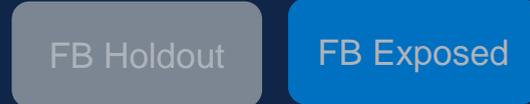
- Poll for brand awareness, message recall, and purchase intent
- Summary results delivered in 3 days
- High response rates ensure representative sample

Facebook + Nielsen Brand Effect Studies

1
FB sets up a regular BrandEffect study



2
FB assigns two ongoing Custom Audiences



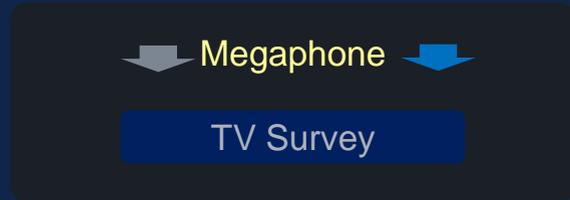
3
Nielsen manages TV survey in *Qualtrics*



4
FB drives people in CA's into TV survey link



5
Daily recruitment until sample complete



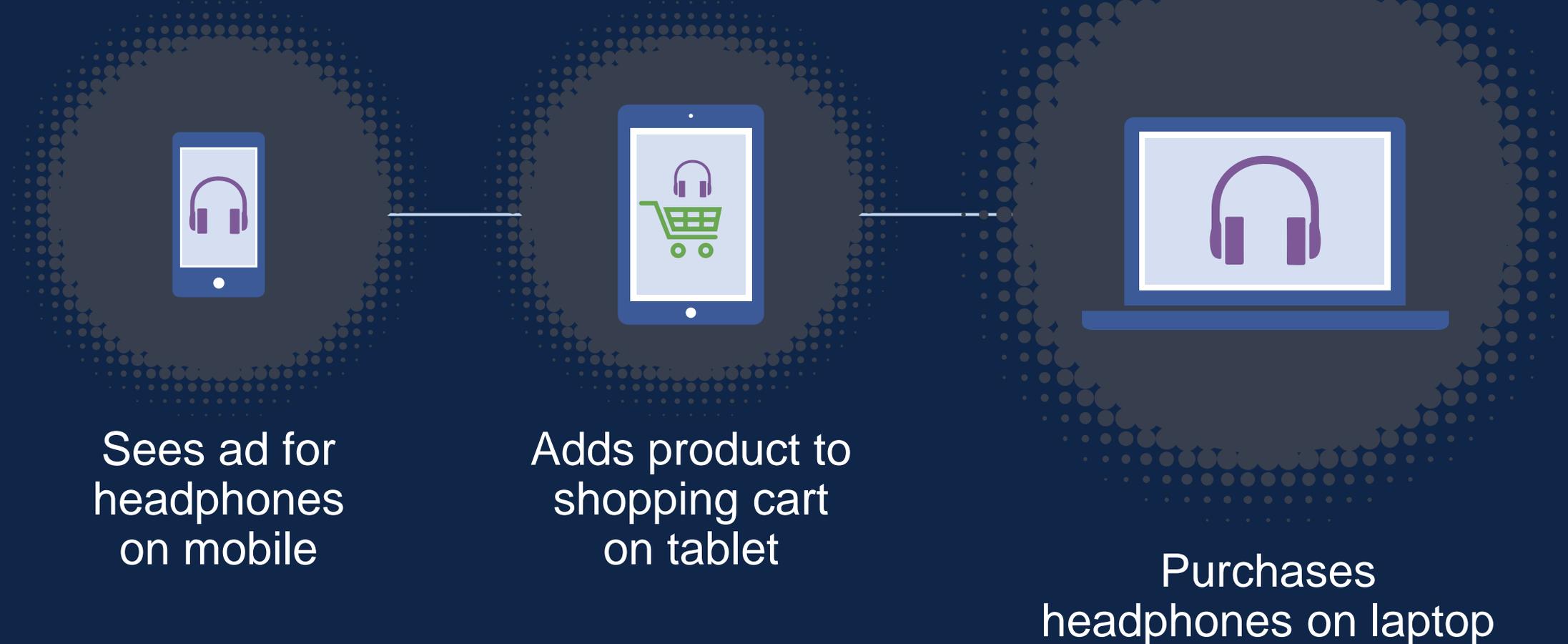
TV OTS Exposed

6
Data sent to Nielsen for final analysis

ideal output	Ad Recall %	Aided Awareness %	Message Association %	On-target Unique Reach * Align to TAR #'s	Cost per Branded Effect (Ad Recall, Aided Awareness) * Align to TAR on-target #'s
FB Only					
TV Only					
TV + FB Exposed					

Measure your consumers' path across devices

Tracking across devices, purchase example



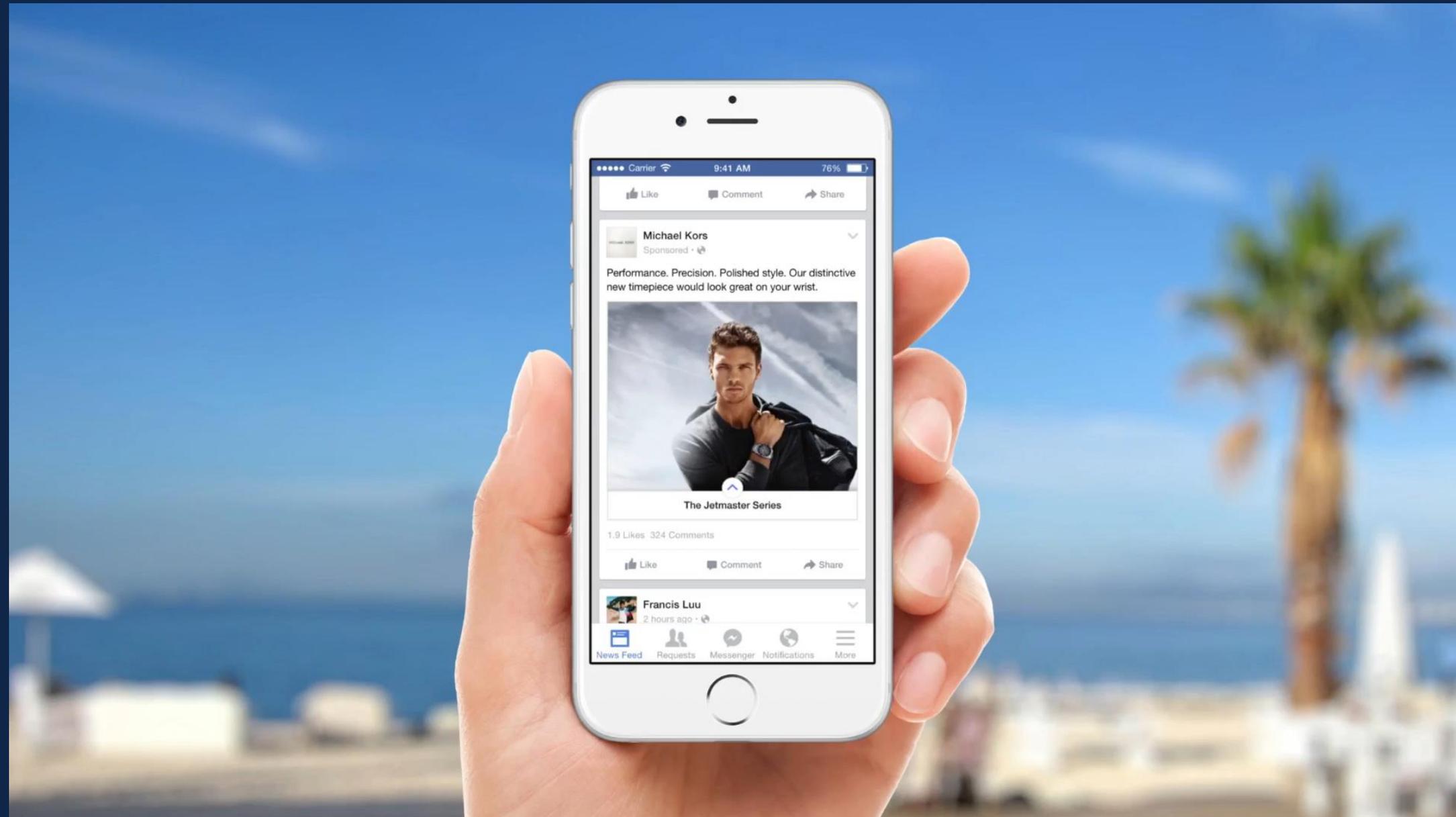
New Message Formats

Language on mobile is more visual

“Wow, Italy is so beautiful!”



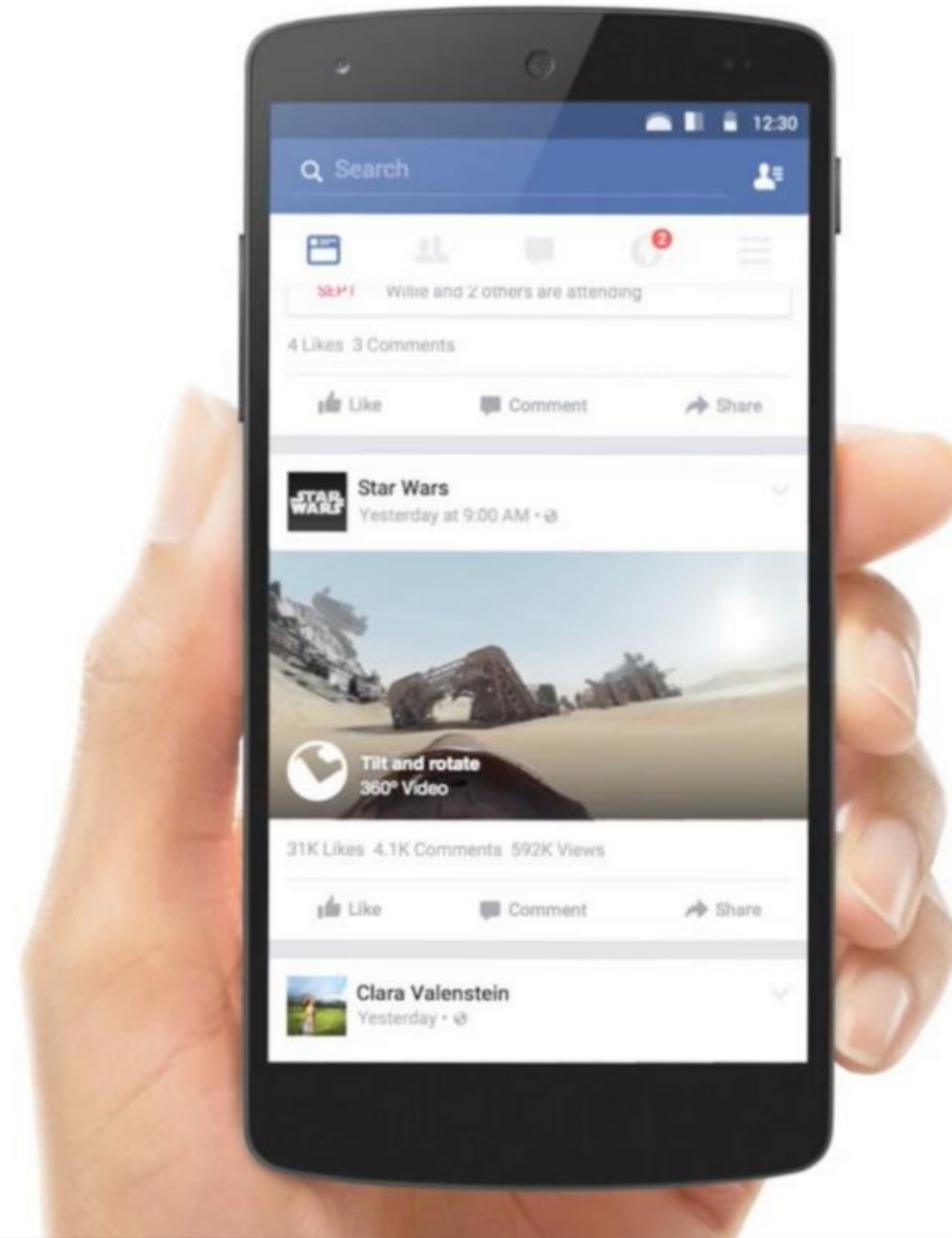
New Creative Formats - Canvas



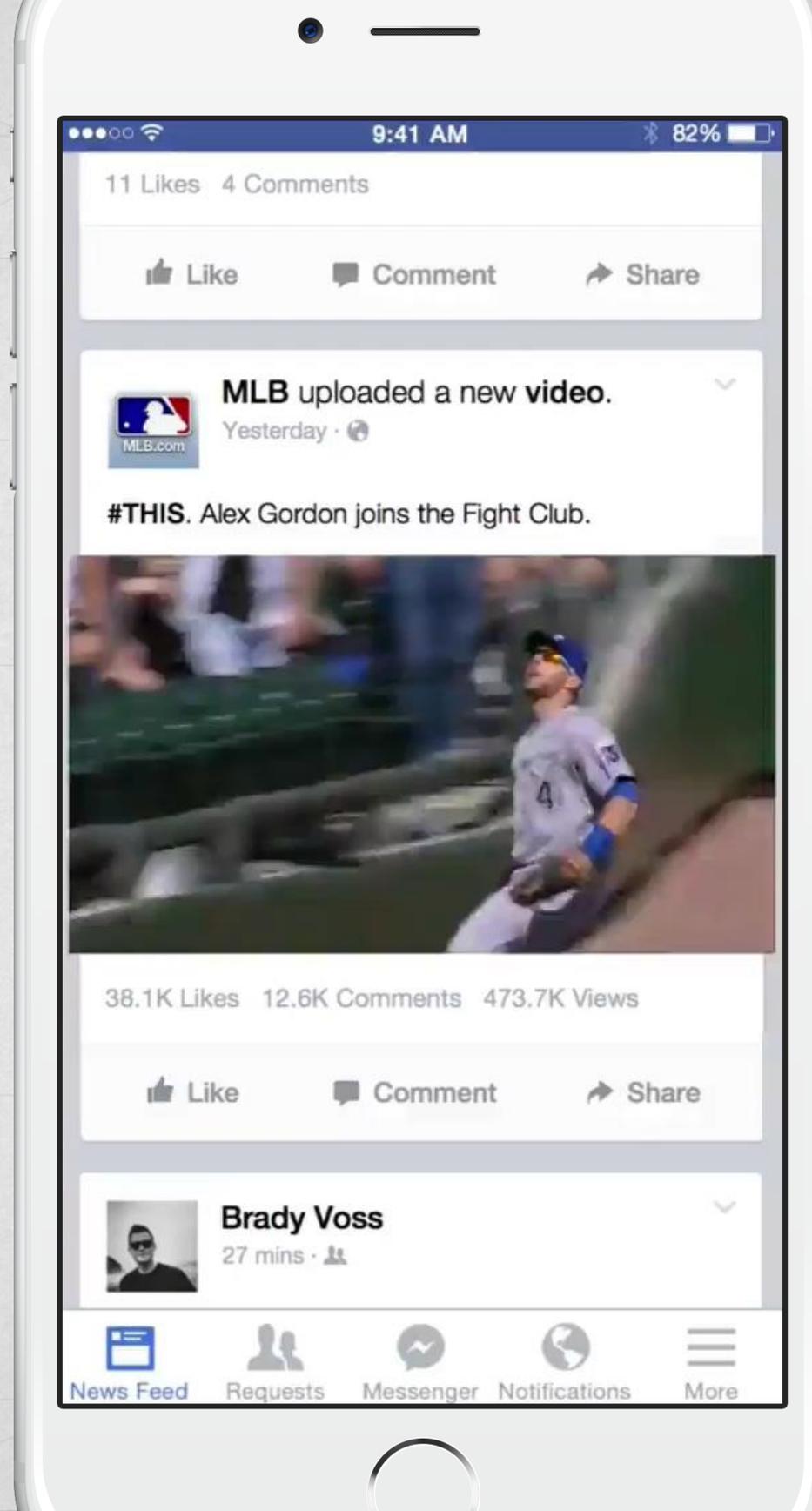
MENTIONS LIVE



360 VIDEO

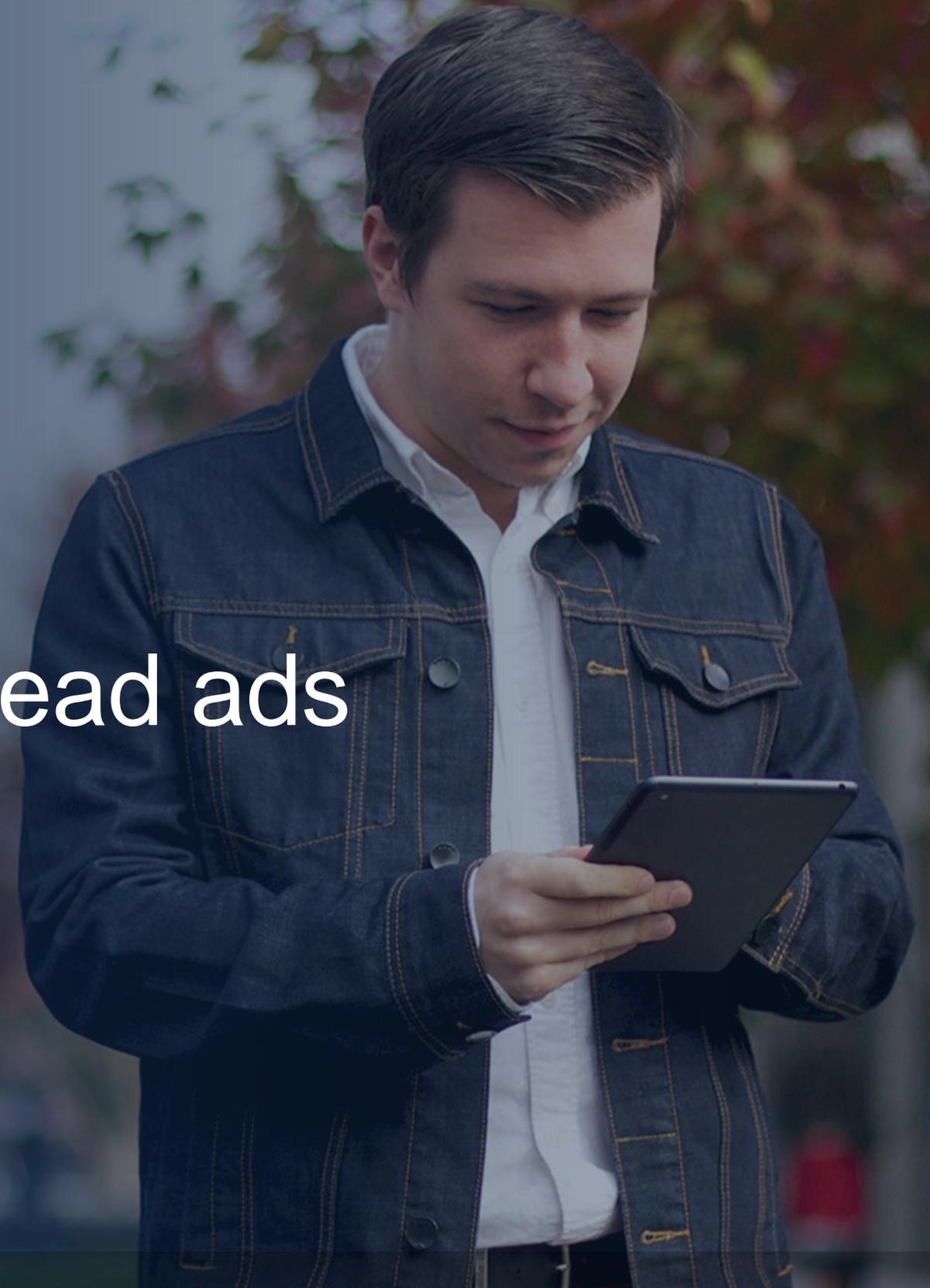


SUGGESTED VIDEOS



facebook

New Targeting Facebook lead ads



Easily create and customize forms

18

Pre-populated form fields

3

Optional customizable fields

The screenshot shows a 'Lead Form' configuration window with the title 'Lead Form' and a close button. The main heading is 'What information would you like to ask for?'. Below this, there are several sections of form fields:

- User Information** (with an info icon):
 - Full name
 - Email address
- CONTACT**:
 - Phone number
 - Zip code
 - Address
 - Country
 - City
 - State
- DEMOGRAPHIC**:
 - Gender
 - Age range
 - Relationship status
- WORK**:
 - Company name
 - Job title
 - Work phone number
 - Work email

Below these sections, there is a dashed box containing the text: 'In addition to user information, you can add up to 3 questions. Add an existing question or create your own.' and a '+ Add a question' button.

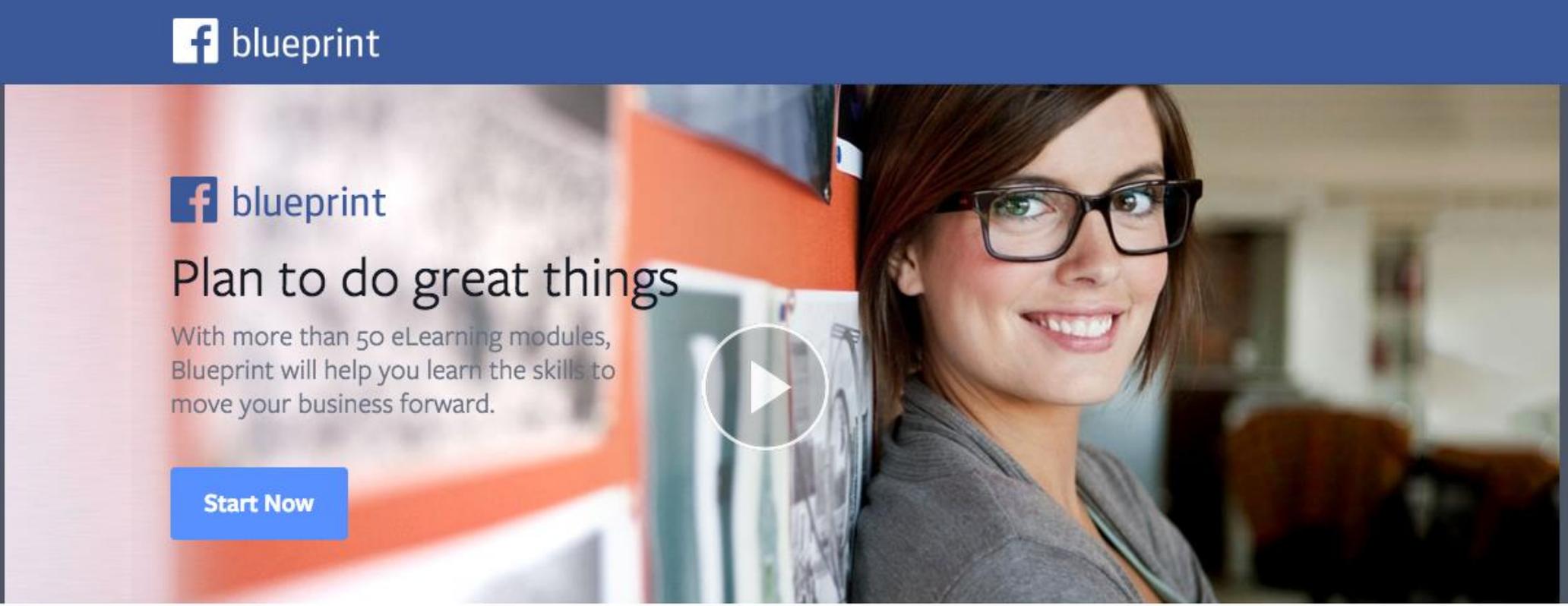
At the bottom of the window, there are three buttons: 'Back', 'Cancel', and 'Add Disclaimer'.

Messenger

Additional Resources

Additional resources and training

<https://www.facebook.com/blueprint>



f blueprint

f blueprint

Plan to do great things

With more than 50 eLearning modules, Blueprint will help you learn the skills to move your business forward.

Start Now

Your best work on Facebook starts here

