

The Big Reset: Your Facebook Advertising in a Post iOS14 World



20 October, 2021

What we'll be covering today:



State of the Union



Signal Loss



BranDR



Full Funnel Measurement

At the forefront of digital innovation since 2012



Built to help brands harness the power of data and tech



500+ digital experts in 9 global offices



Over \$3B deployed to date



40-400% business impact



Part of kyu and Hakuhodo DY, alongside:



BEworks



Godfrey
Dadich.

IDEO



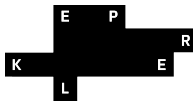
public
digital

RedPeak

sidlee

SYPartners

Session 1: State of the Union



Katie Baldwin
Director of Midsize Agencies, North
America



Hannah Grobmyer
AVP, Client Solutions (US)



Session 2: Signal Loss



Marcus Cumby
Product Marketing Manager,
Delivery & Optimization



Andrea Fenel
Social Media Channel Lead,
HSBC Digital Hub



Nick Graham
Client Partner (UK)



Facebook's response to iOS 14.5+, updates and vision for the future

We know businesses are experiencing challenges because of Apple's AppTrackingTransparency launch with iOS 14.5+ this spring. This timeline intends to help businesses understand our vision for the future and navigate these shifts with the product information they need.



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Reduce frequency of manual edits

and make fewer, more strategic changes.



Improve

event match quality for Conversions API integration.



Prioritize

higher frequency, lower funnel events in Events Manager.



Analyze

reporting after 72 hours and at the campaign level to account for Event aggregation and delays.



Consolidate campaign audiences

by adjusting budgets and bids to exit the learning phase and achieving 50 conversions per week per ad set.



Test and learn

new bidding, format and audience strategies to identify what is working today and how to evolve over time as our improvements continue.



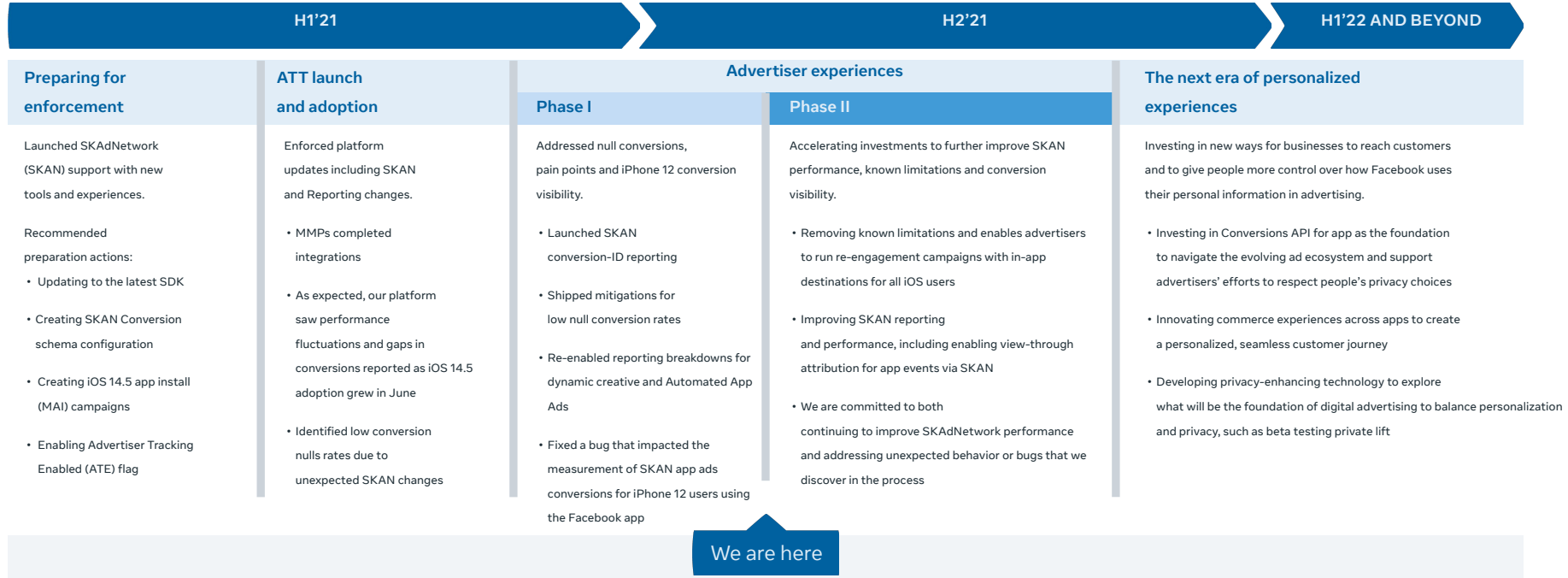
Integrate

through Conversions API to help improve performance with a direct connection between businesses' marketing data and the Facebook systems that optimize ad targeting, decrease cost per action and measure results.



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audience consolidation recommendations such as bucketing Lookalikes or interest and behavior with high overlap into larger groups.



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Leverage

Automated App Ads (AAA) or Campaign Budget Optimization to help consolidate campaigns with its simplified structure of one campaign, one ad set and one ad.



Navigating Signal Loss With HSBC UK

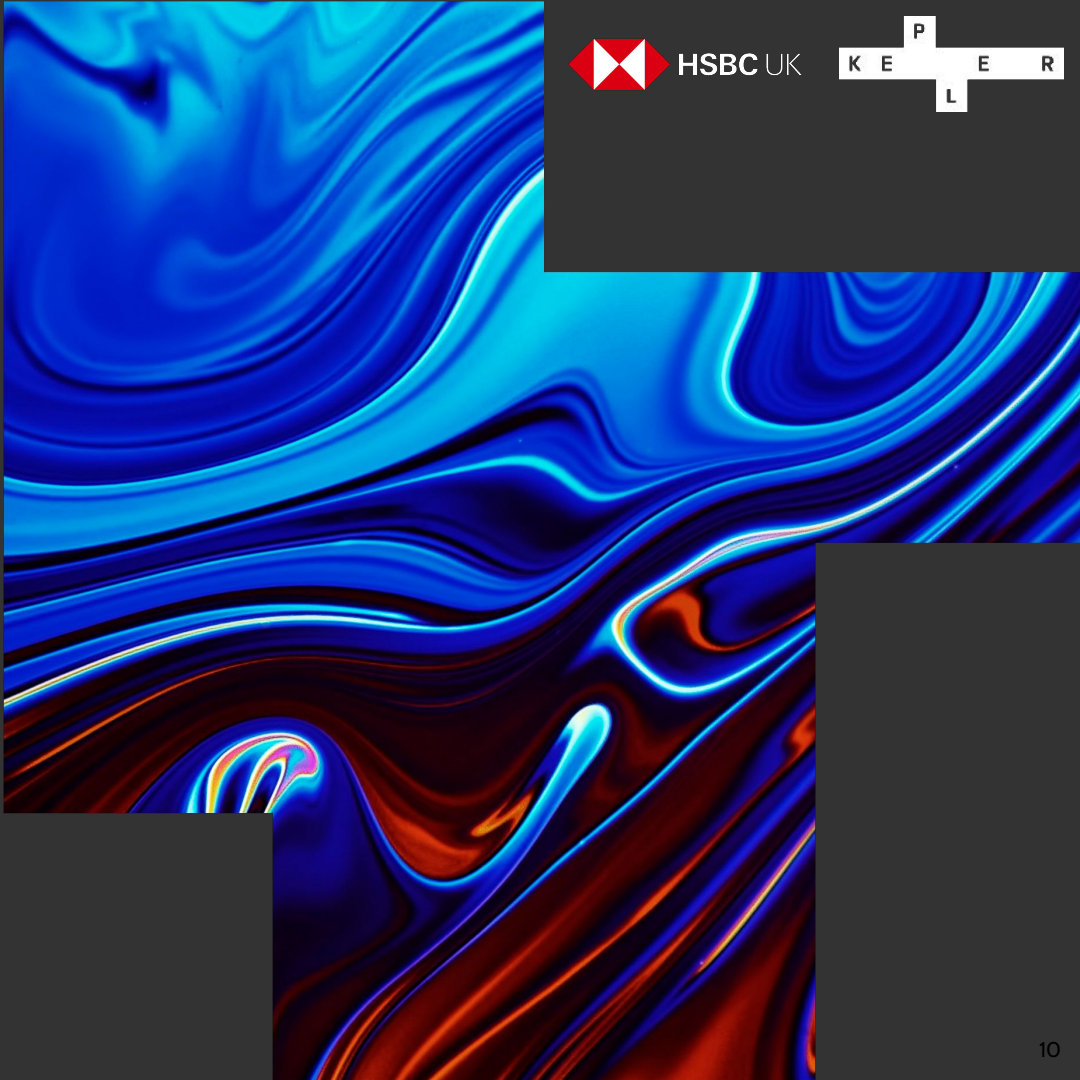
Andrea Fenel, HSBC UK

Nick Graham, Kepler EMEA

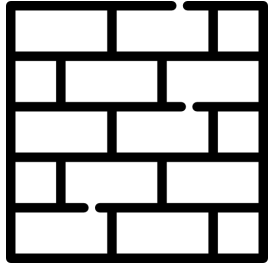
Facebook The Big Reset, October 2021



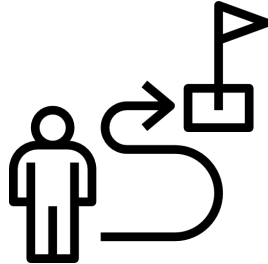
HSBC UK



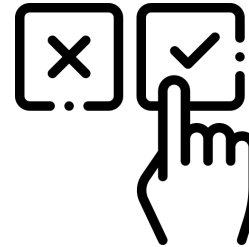
Background of internal challenges



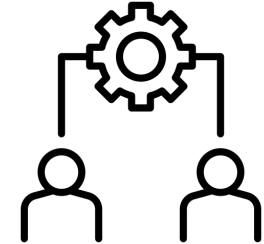
Siloed brands, products and services



Time Lag from application to sale

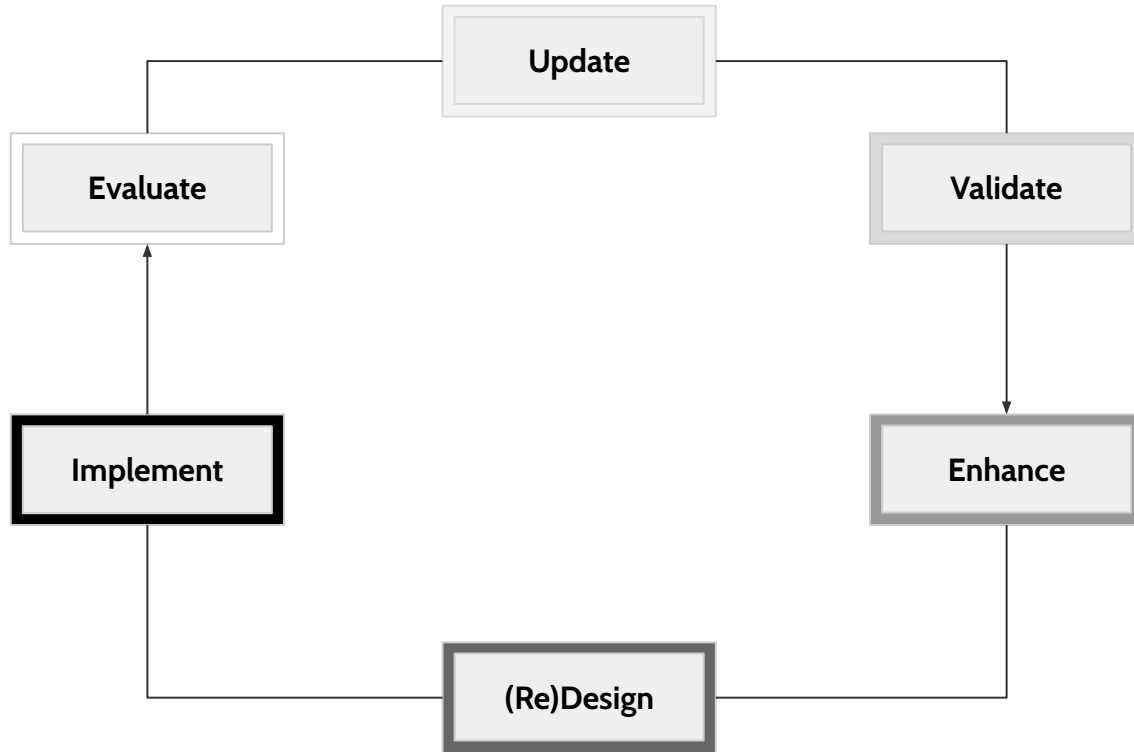


Accepts, refers and declines



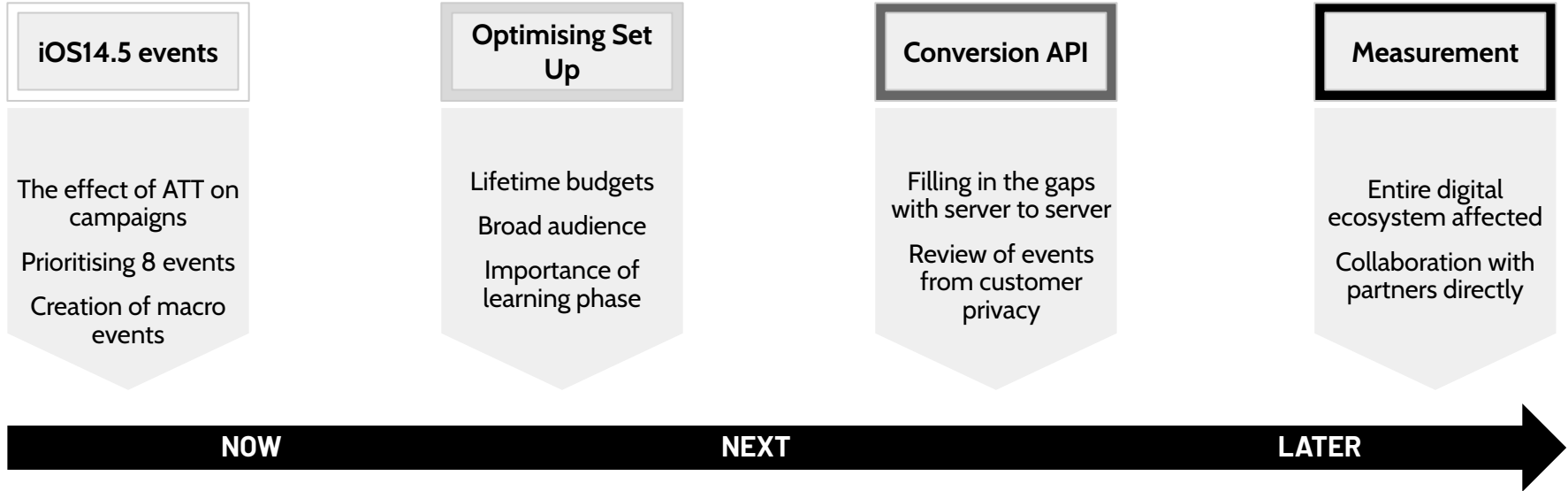
Reliance on ETB vs NTB customer

Kepler's approach to optimising media operating model



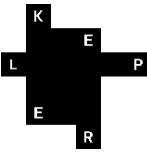
Roadmap for tackling signal loss

HSBC's quest to retaining data driven excellence

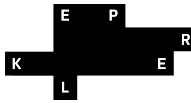


Key takeaways

- Ongoing testing and consistent program measurement will remain key for strategic growth in the near future
- Balance between short term and long term priorities
- Take a customer centric approach to your data management
- Transparent and collaborative approach to finding solutions



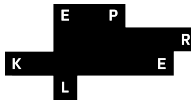
Session 3: BranDR



Sam Doyle
EMEA Scaled Lead, Creative Shop



Session 4: Full Funnel Measurement



Paul Fagan
Marketing Science Partner,
Northern Europe



Seán O'Mahony
VP of Digital Marketing



Peter Rice
Director, Marketing Systems Strategy
(US)



A person is sitting on a rocky ledge, wearing dark blue jeans and bright yellow sneakers with white laces. A black camera with a red strap is lying on the rocks to the left. The background is a textured, layered rock face.

Full Funnel Marketing

Maximise sales in the short term while building brand for the long term.

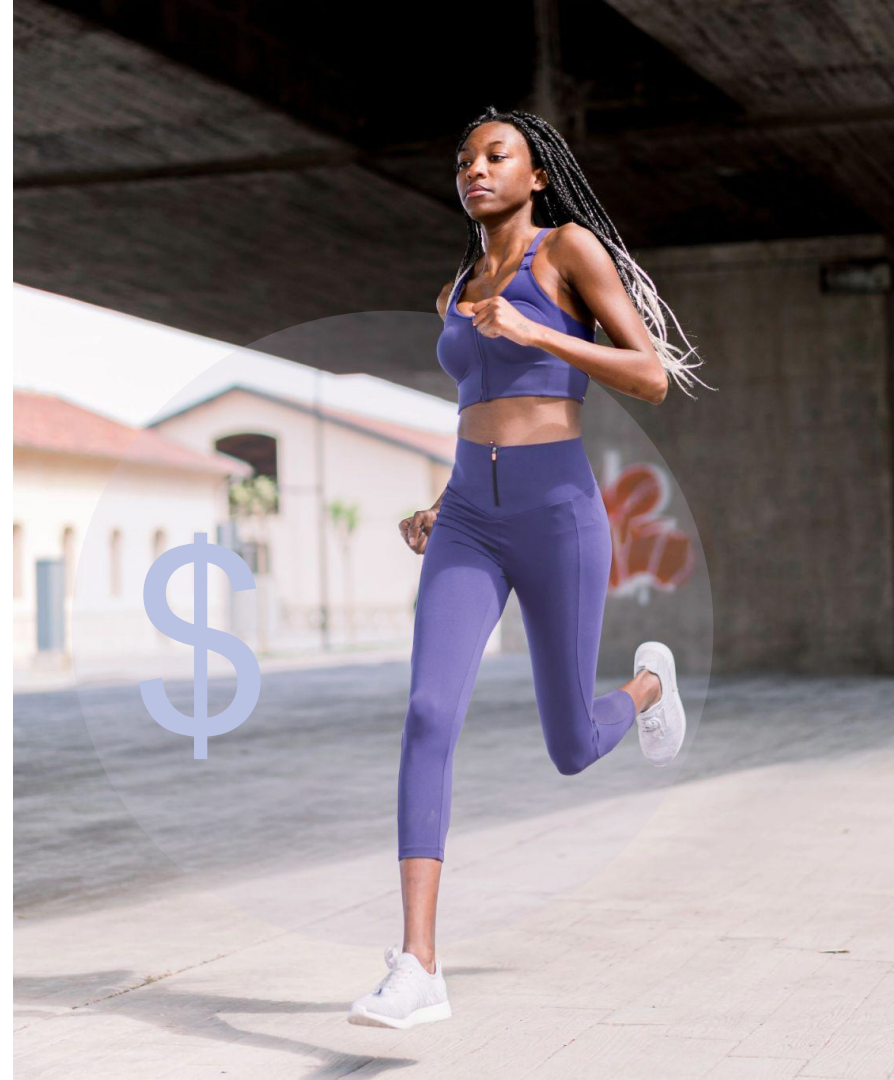
What we'll cover

- 01 What do we mean by full funnel?
- 02 Stages for improving full funnel integration
- 03 Creative is a key driver of campaign effectiveness

How we think about Brand Building

Brand Building is a **longer-term process** from activating sales in the short-term to generating sustainable revenue growth in the long-run

- ❑ Les Binet, Peter Field (2013): 'The long- and the short of it'
- ❑ Les Binet (2020): Les Binet on why long-term marketing matters in the age of short-termism, WARC
- ❑ Mela, Lodish (2007), When brands are built over years, why are they managed over quarters?, Harvard Business Review
- ❑ Ataman, Mela, van Heerde (2010), The long-term effect of Marketing Strategy on Brand and Sales, Journal of Marketing Research



01 What do we mean by full funnel?



A full-funnel approach helps to drive both short- and long-term goals.

The Objective you set determines the price you pay & the audience that sees your ad.



**Leverage our various
campaign objectives to
meet people where
they are and take
action**

LONG TERM:

Reach and Increase
Awareness



SHORT TERM:

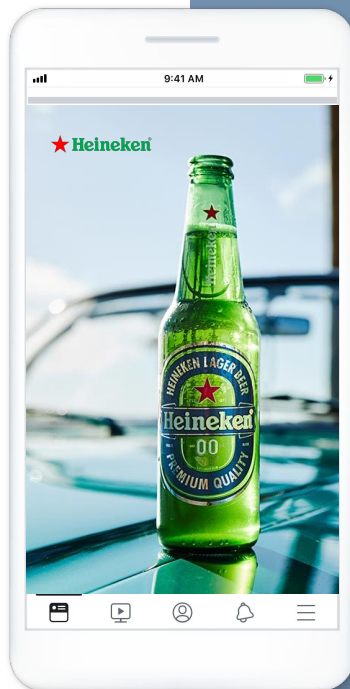
Conversions, Store Visits,
App Engagements

Is it possible to generate long-term value with ads on Facebook?

LONG-TERM MMM

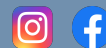


Using Advanced Marketing-Mix Modeling, we found that media drove significant ROI in the long-run for Heineken. ROI of ad spend on Facebook & Instagram increased by 71% when long-term effects were taken into account



+71%

increase of ROI for Facebook & Instagram when **long-term effects** are taken into account



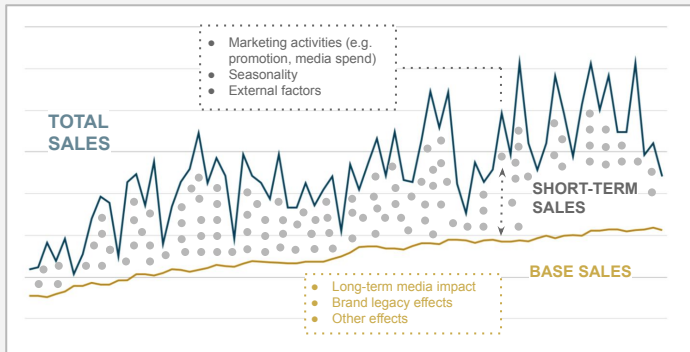
1.7x

Increase in ROI

made by all advertising investment

13%

of Heineken sales were discovered to be attributable to the “brand legacy” effect of previous brand building efforts

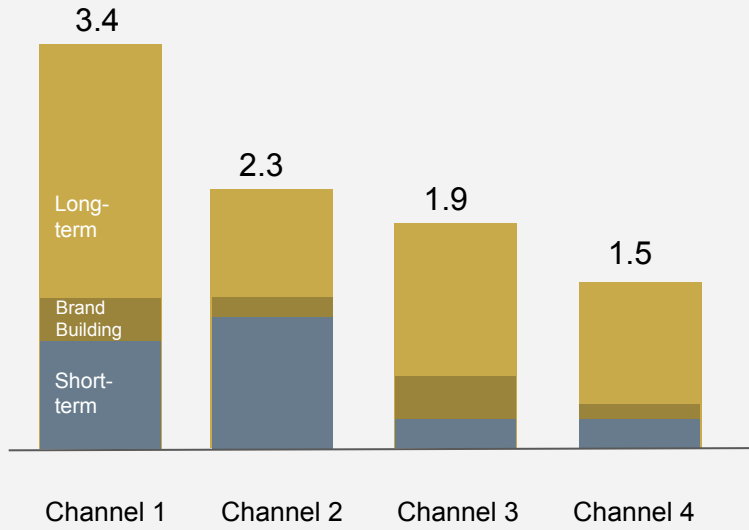


Illustrative example

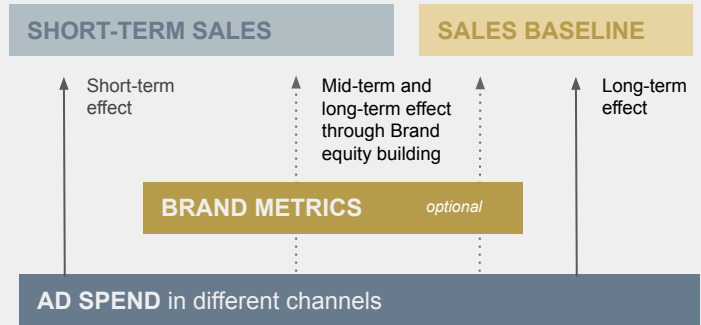
MODELING SHORT- AND LONG-TERM EFFECTS FROM ADVERTISING

Total ROI on AD SPEND

Illustrative example



MODELING FRAMEWORK



Short-term Sales = Sales activated through Marketing activities in the short-term
 Short-term Sales = Total Sales - Base Sales

Full Funnel Marketing

02 Stages for improving full funnel integration



Stages for improving full funnel integration

To optimize the sales efficiency, all stages of the funnel should be active. This builds audiences and long-term effects.

1

BUILD the funnel

Introduce or increase branding campaigns to build audiences and drive performance.

2

IMPROVE the funnel

Follow the best practices to improve brand and performance metrics.

3

OPTIMIZE the funnel

Adopt a better budget split between awareness, consideration and conversion.

4

EXPAND the funnel

Increase investment within a positive ROI to grow profitably.

Actionability plan

Awareness level / Brand Spend %



BUILD the funnel

By investing in all parts of the funnel (awareness, consideration, conversion) a higher reach will be achieved, the auction will optimize quicker and result in a higher efficiency in conversions caused.

APPROACH

Relevance

For markets with a low spend in awareness and/or a low awareness within the population and confidence in brand building impact on conversions is needed.

Goal

Achieve a long-term efficiency through building audiences and creating awareness – both for the brand and for collections.

Campaign recommendations

Adding a campaign optimized for brand awareness with broad targeting allows for brand awareness to build audiences for the consideration and conversion campaigns.

STUDY DESIGN

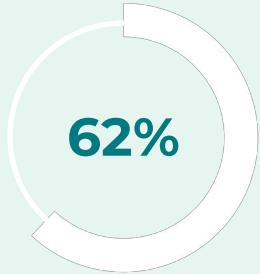
To build market specific insights an experiment comparing a full funnel vs consideration/action only can be run.



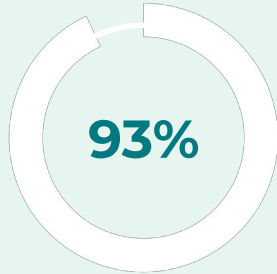
It is recommended to adopt best practices based on the findings. Reach out to the Global team for vetting of suitability and support on study design.

Business impact

Running a full funnel strategy can achieve



Improvement in
return on ad
spend



higher reach



Higher brand
awareness

*Based on Facebook Case Study for Pandora DE, run March 12- April 15 2020. Comparing a full funnel approach to consideration/conversion only. Please note that market specific results might differ.
Read more: <https://www.facebook.com/business/success/2-pandora-germany>



IMPROVE the funnel

By identifying current gaps in best practice, optimizing the strategy per funnel step and bidding for the right audience and metric in the auction – a higher return on ad spend can be achieved.

APPROACH

Relevance

For markets where performance can be improved through targeting and/or objective.

Goal

Achieve best practices across the funnel –optimal delivery and expansion of audiences through brand awareness bidding to broad audiences.

Campaign recommendations

Bid for broad audiences in awareness stage, optimized for brand awareness. Run DABA campaigns to improve auction delivery.

STUDY DESIGN

Impact of moving to broad targeting

Bidding for broad audiences is likely to expand the audience, optimizing the algorithm faster and hence impact the bottom-line.

Impact of optimizing for brand awareness

Bidding for the objective each funnel stage is working to achieve (awareness for brand) improves the likelihood of moving that metric.

Interest Targeting

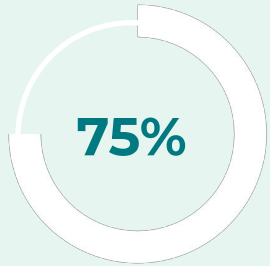
Broad Targeting

Current objective

Brand Awareness objective

Business impact

Running a full funnel strategy can achieve



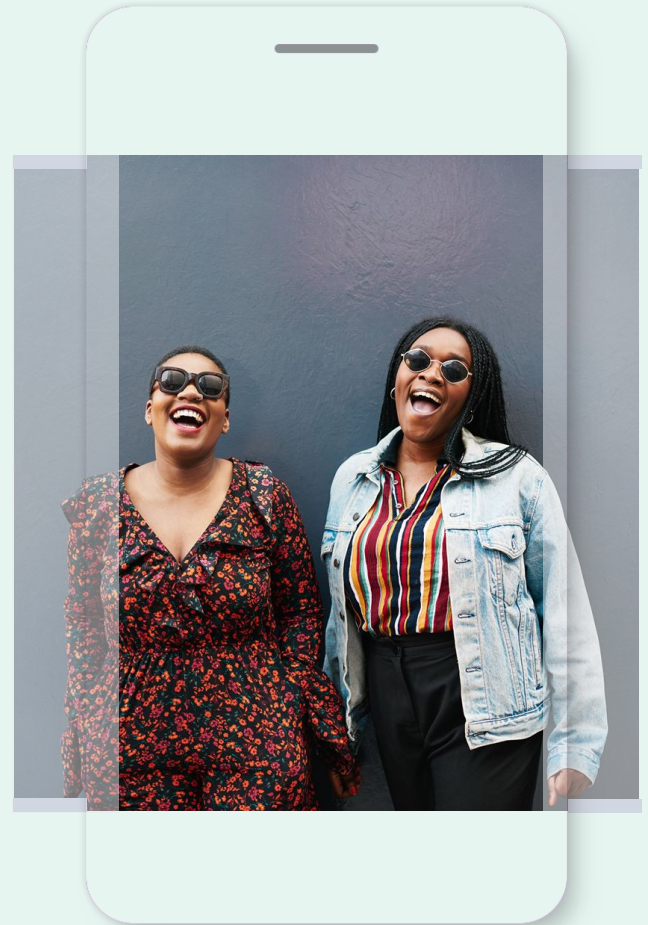
Targeting broad is 75% more efficient for brand than when targeting narrow audiences*



Campaigns with a least a frequency of once a week are up to 4x more efficient.



Campaigns with a weekly frequency of 2 or more are up to 8x more efficient than campaigns with a weekly frequency below 1*.



*Nepa White paper, 2020 : "Driving long-term and short-term sales using Facebook and Instagram advertising"

OPTIMIZE the funnel

By setting the always-on budget split to a higher share in top-funnel stages, the audiences for lower funnel campaigns are increased and more conversions can be achieved in the long-run for the same investment.

APPROACH

Relevance

For markets where insights into how to split budgets between the different funnel stages are needed.

Goal

Achieve confidence in which split to apply and cases for alternative splits.

Campaign recommendations

High: Recommended always-on. Drives the most efficient long-term effects, past 3 weeks.

Medium: For regions where brand owns the top-of-mind awareness.

Low: For short sales spurs with goal of clearing stock quickly.

STUDY DESIGN

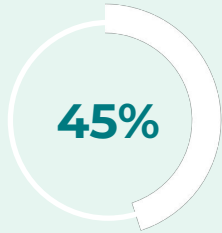
Fixing the retargeting budget and evaluating long-term effects from high, medium and low spend.



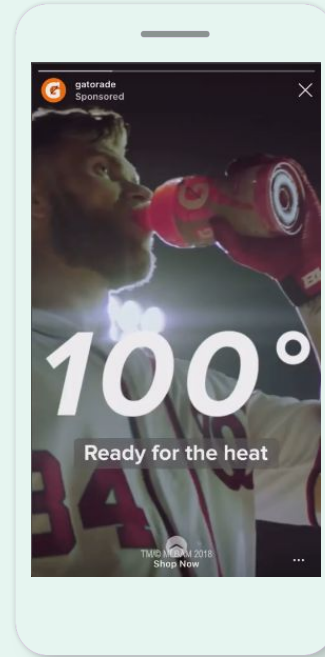
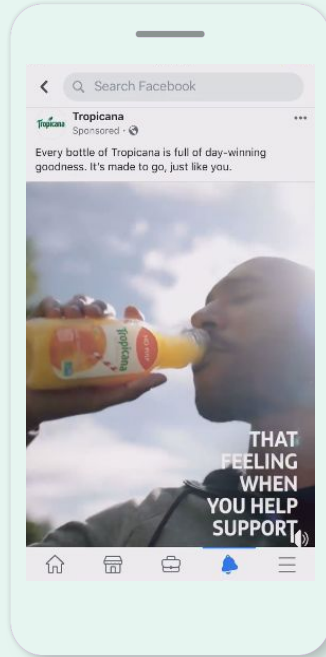
Retargeting budgets are kept stable across the cells and the indicated split above refers to the consideration: awareness split.

Business impact

Growing sales volume by increasing media investment across Facebook platforms can drive



higher ROAS than the digital partner average*



Expanding the target audience and increasing the overall reach can achieve



lift in return on ad spend**

*Based on Nielsen Marketing Mix Model data for Tropicana, January 1—April 25, 2018. Read more: <https://www.facebook.com/business/success/2-tropicana>

** Based on Gatorade data from Facebook Marketing Partner: Oracle Data Could, June 22—October 10, 2018. Read more: <https://www.facebook.com/business/success/gatorade>

EXPAND the funnel

By estimating the impact budget shifts have on CPAs, an estimation model built on historical data will help predict how budget shifts might impact the CPAs and through testing incremental CPAs.

APPROACH

Relevance

For all markets wanting to estimate the impact of budget shifts on CPAs.

Goal

Achieve confidence in which split to apply and cases for alternative splits.

Campaign recommendations

- Use campaigns and an account with no major strategic changes that might have impacted CVR.
- Build for one event type only that occurs at least 10 times per row
- Use CPA/Conversions as the dependent variable

STUDY DESIGN

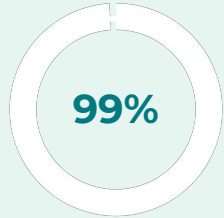
Budget scaling testing – evaluating the new budget level as identified through the estimation model.



This test should be reiterated multiple times to reach a point where the increase in budget is no longer yielding a positive ROAS.

Business impact

Allocating a higher budget, within positive ROI levels, can achieve*



Lift in online purchases with larger budget



incremental add-to-cart events with scaled budget



more incremental sales revenue with larger budget

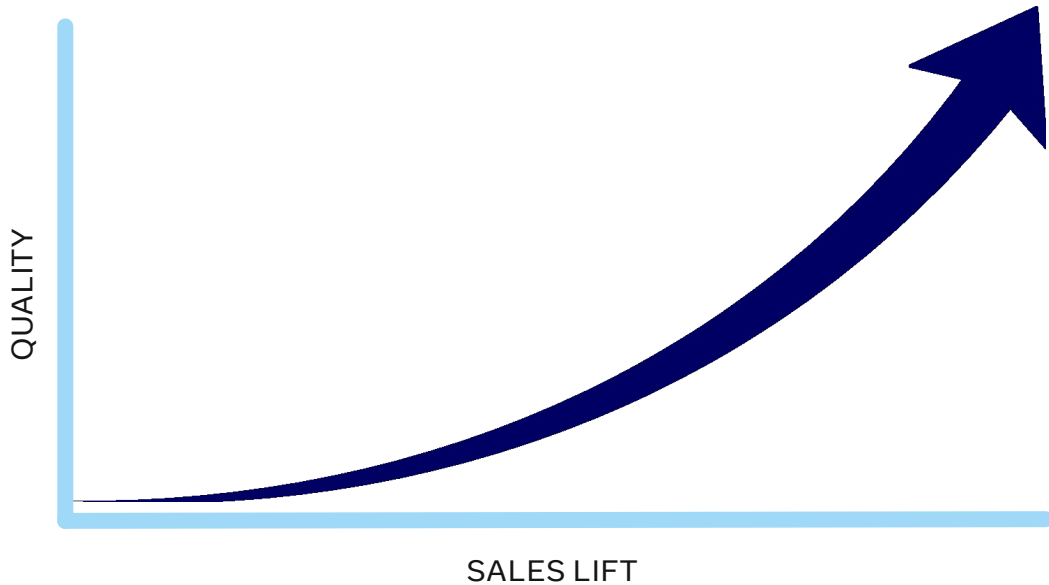
*Based on Facebook Case Study for Olipop, run July 1-31, 2020. Comparing Business-as-usual budget levels to scaled budget levels.
Read more: <https://www.facebook.com/business/success/olipop>



03 Creative is a key driver for creative effectiveness



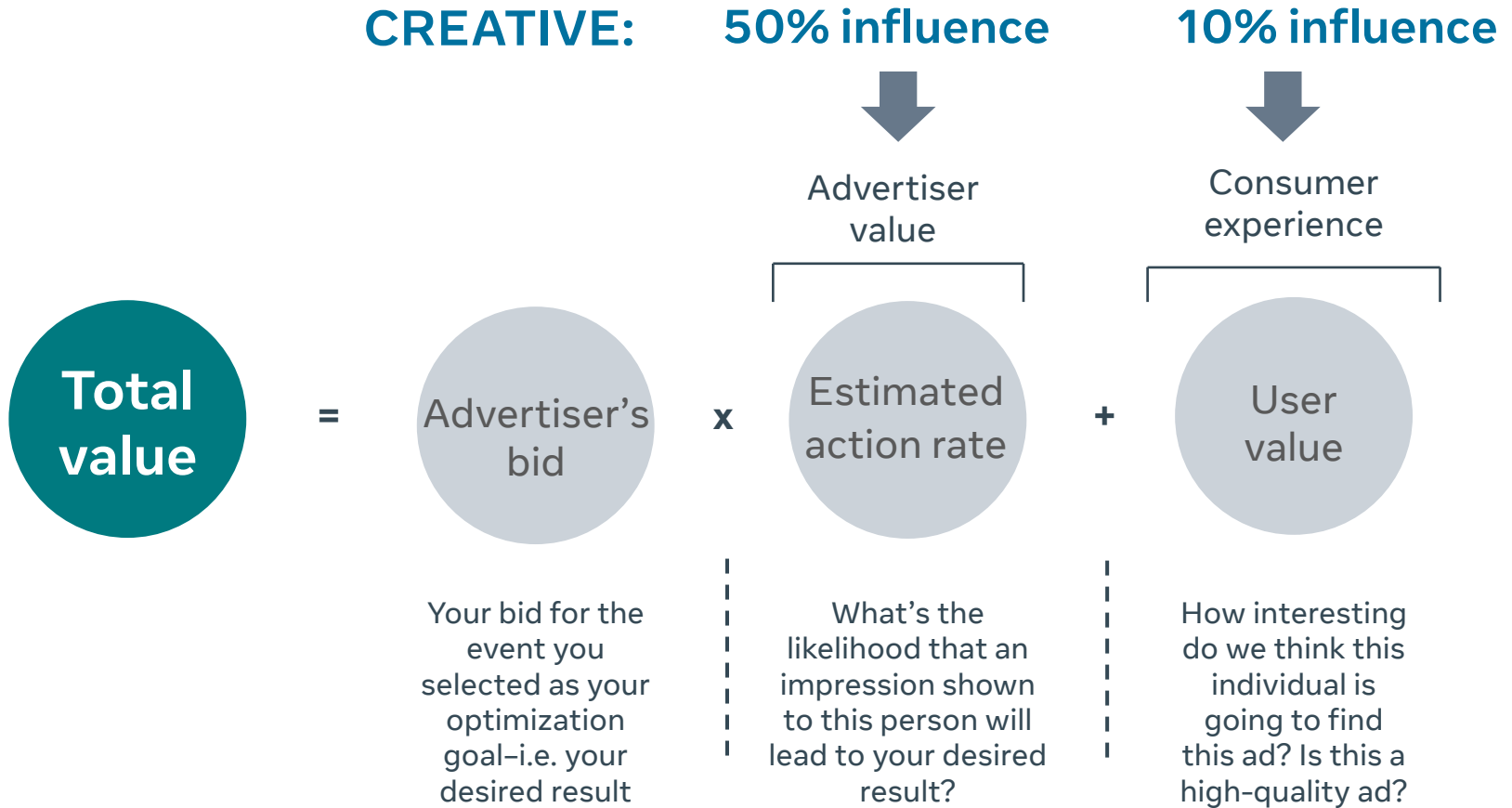
Creative is a key driver of campaign effectiveness



56%

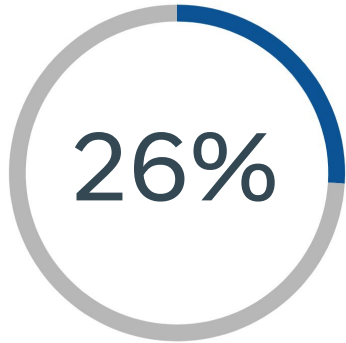
of sales lift from digital advertising can be attributed to the quality of the creative

And on mobile, the gap between good and bad creative is significant

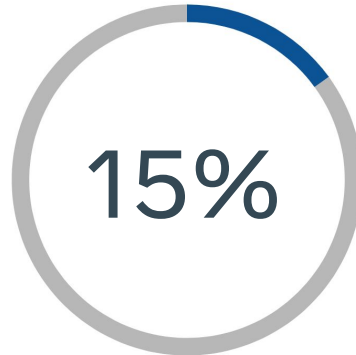


Creative experimentation and optimisation drives better business outcomes

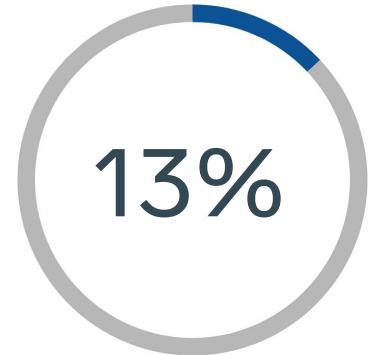
Through analysis of 162 test & learn campaigns, winning creative assets had a...



Lower cost per action



Lower cost per ad recall



Lower cost per action intent

Key takeaways

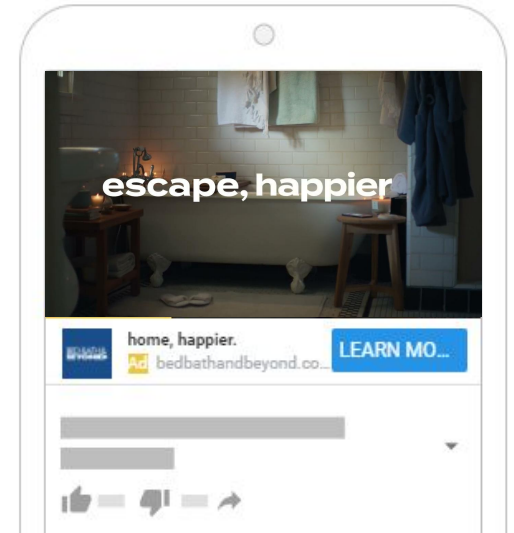
- To **optimize sales efficiency**, all stages of the funnel should be active. This builds audiences and long-term effects.
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 - **Improve** the funnel: Follow the best practices to improve brand and performance metrics.
 - **Optimize** the funnel: Adopt a better budget split between awareness, consideration and conversion.
 - **Expand** the funnel: Increase investment within a positive ROI to grow profitably.
- **Select the right objective** and optimization goal in line with your KPI's
- Creative experimentation and optimisation drives **better business outcomes**
- Take an iterative approach to testing: **ask - make - learn, adapt and repeat.**



Thank you

FACEBOOK     

Bed Bath & Beyond's home, happier campaign applies a full-funnel approach to creative messaging



Thank you!

To learn more, contact us at
marketing@keplergrp.com



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The Creative Forecast

Five creative behaviors shaped by culture for building campaigns of the future.



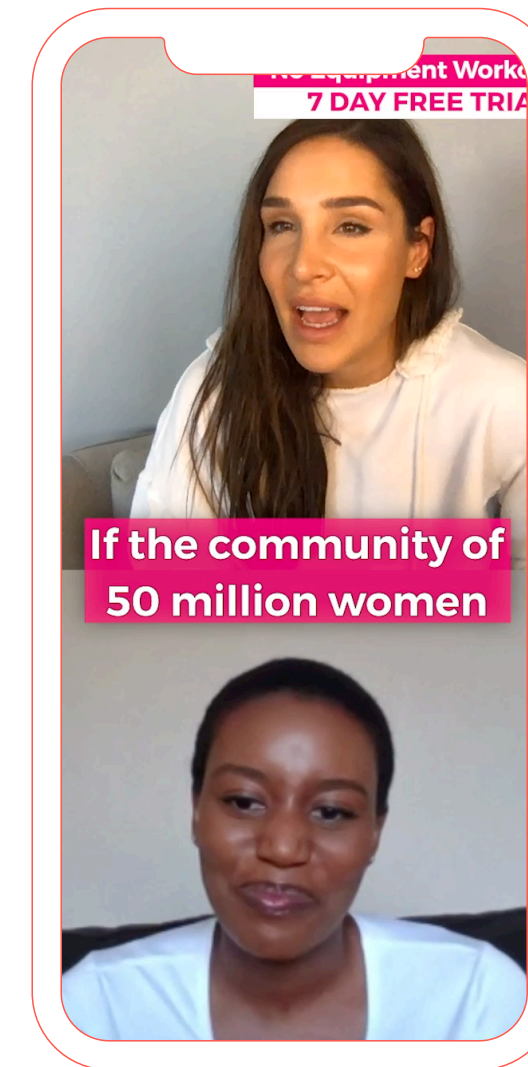
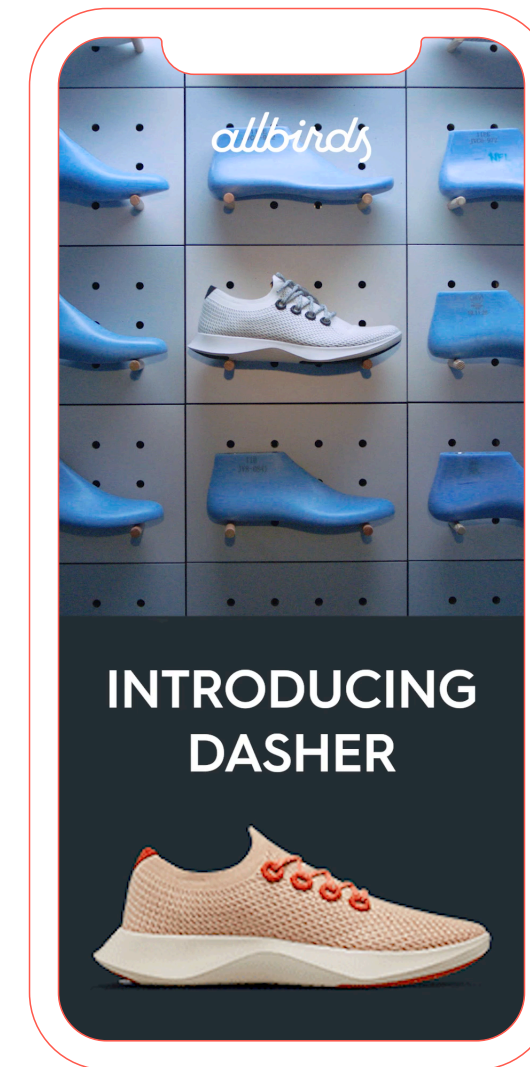
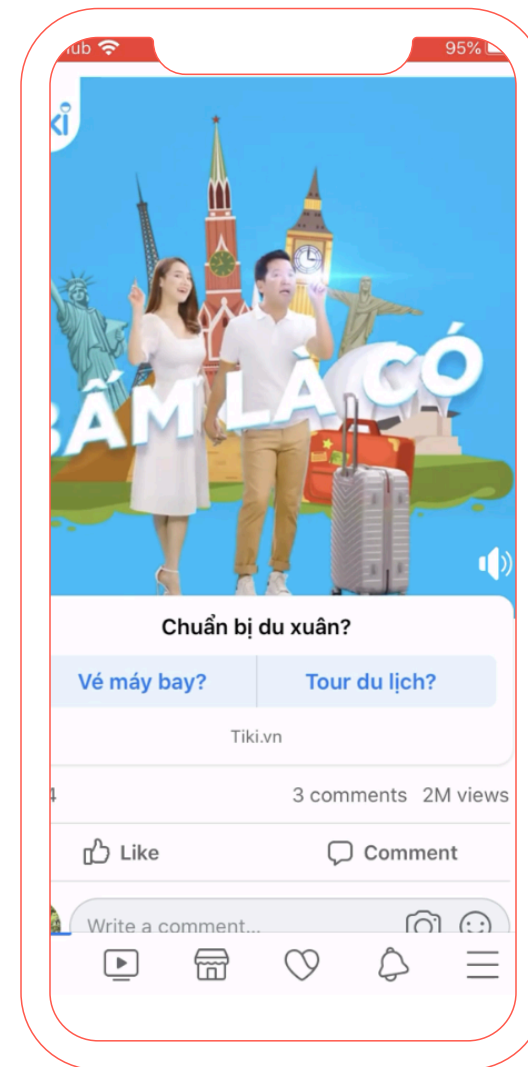
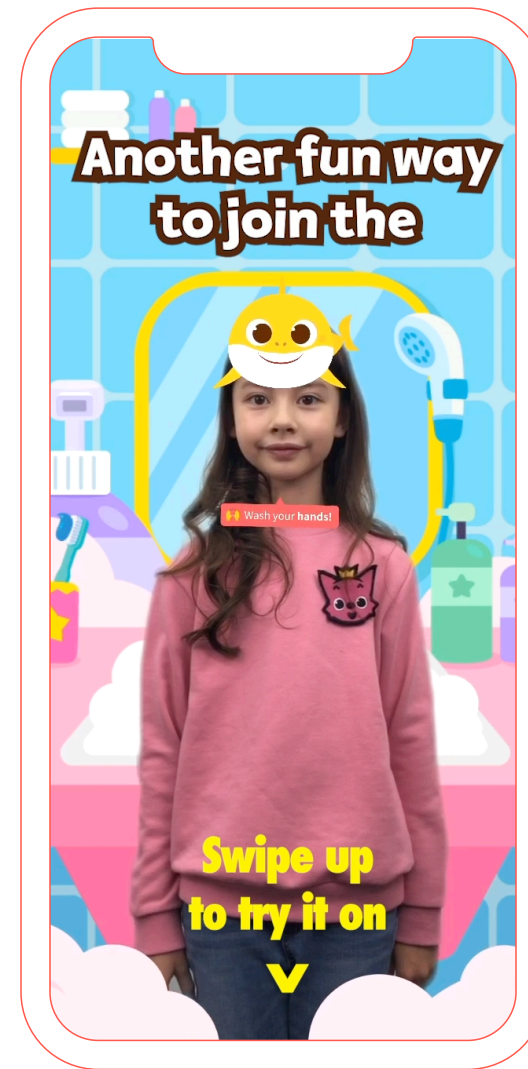
The creative climate has always been shaped by culture.

Each year, we take a look at what emerged, to see what might be ahead.

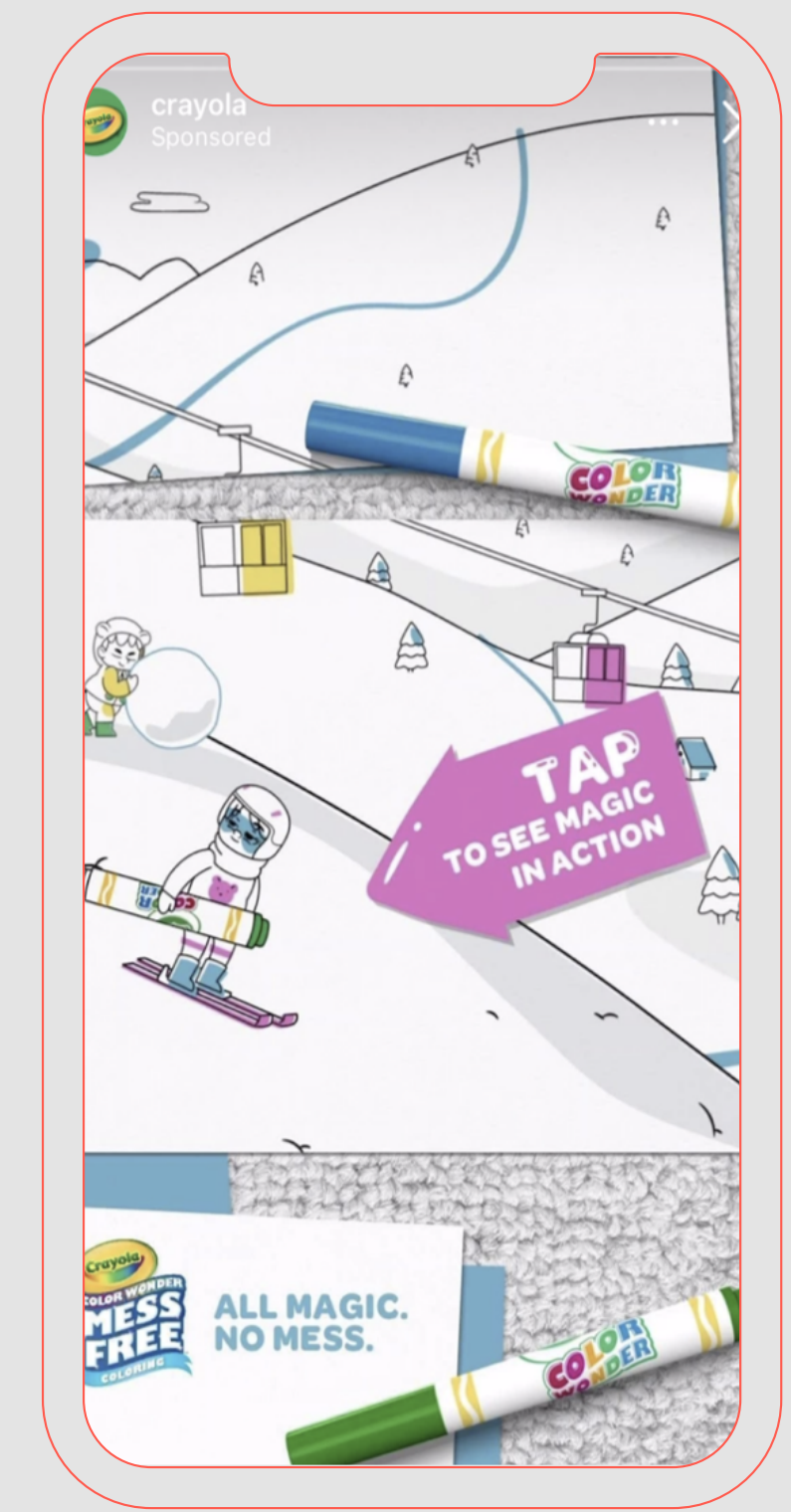
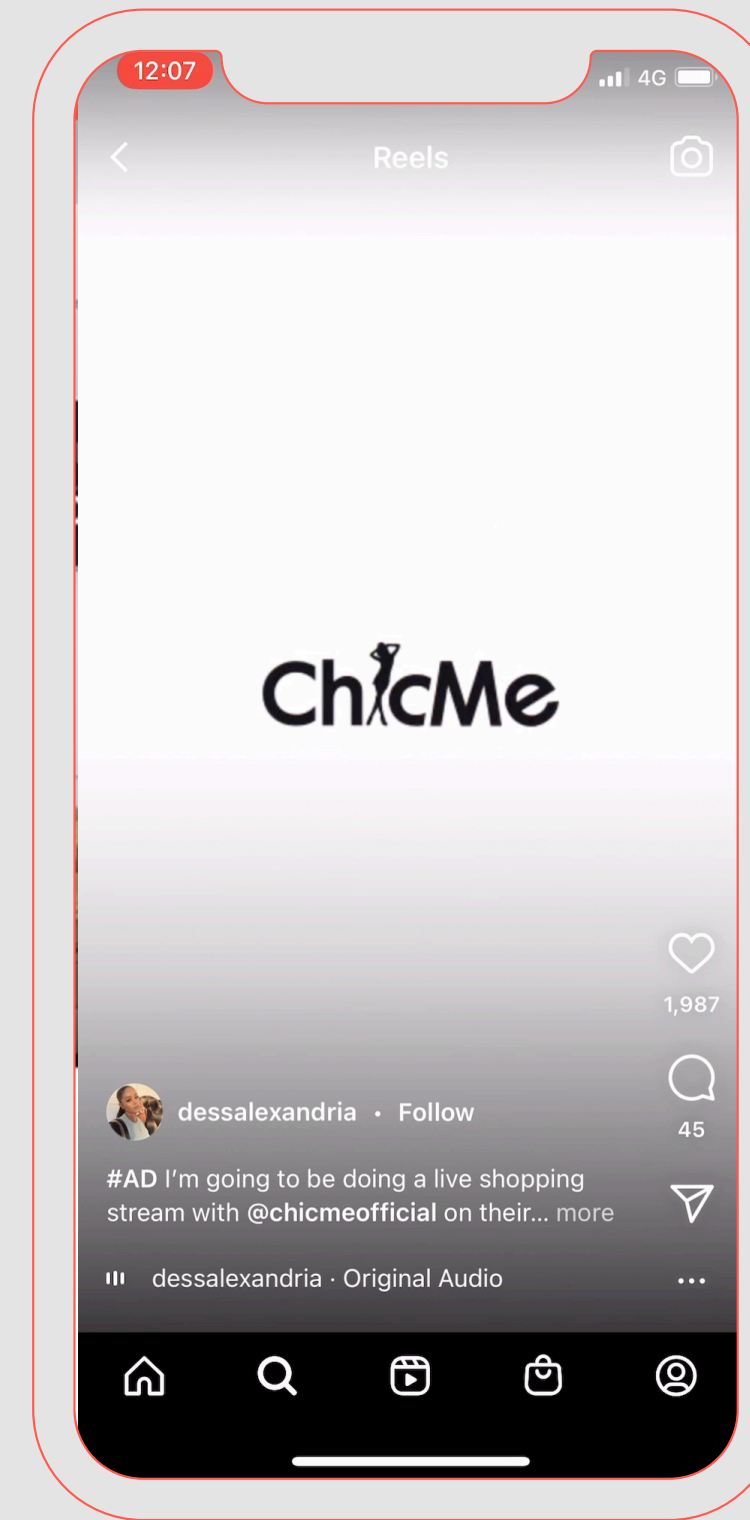
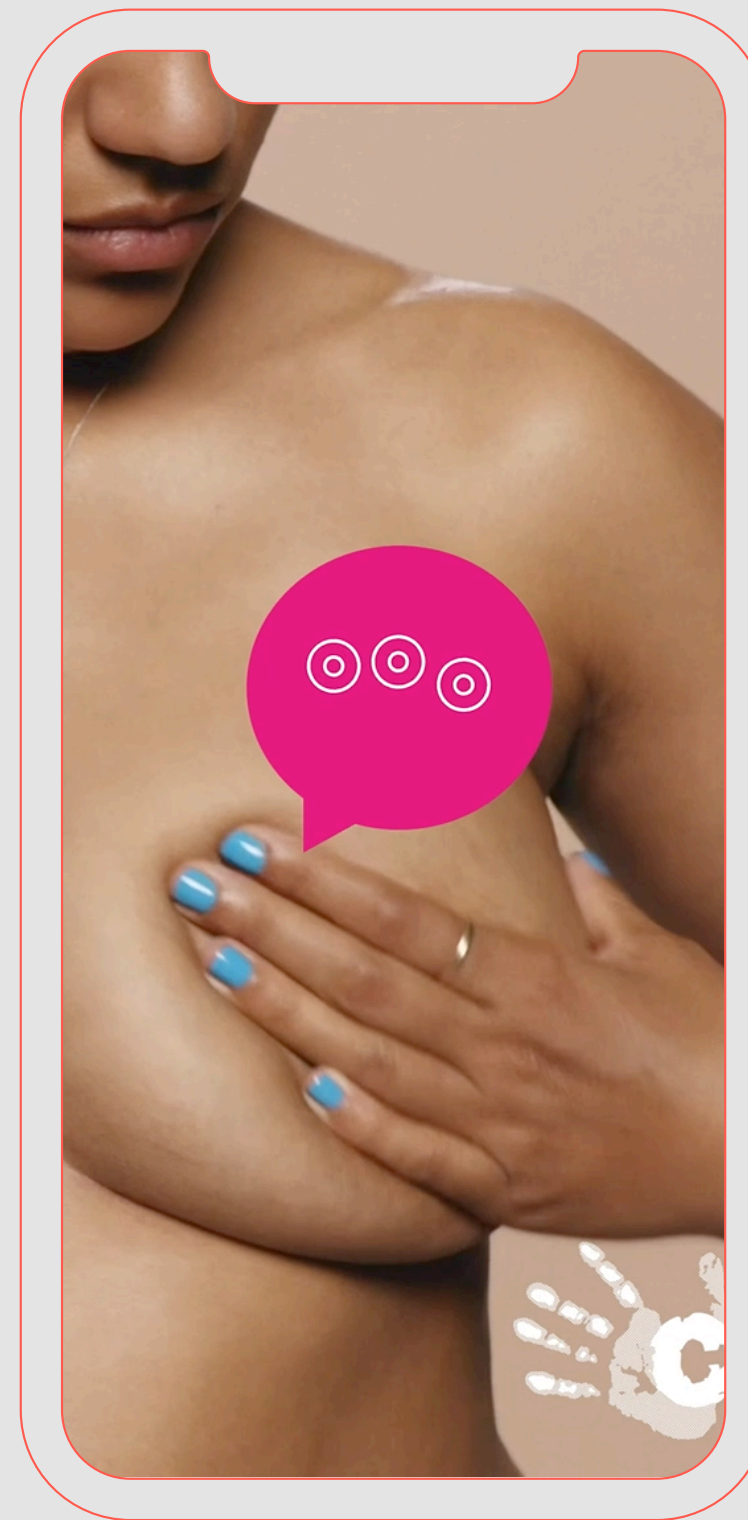
**This is
The Creative
Forecast.**

We analyzed 100 of stand out “Lighthouse” campaigns created by Creative Shop and Collaborators to identify the most common themes across that work.

Our top forecasted trends are based on themes that appeared in ~20% to 50% of these 100 high-performing ideas.



People are pushing for their brands to become more culturally aware, more personal, and more participatory.



The cultural shifts highlight five behaviors for what and how we build creativity for the future:

01. Build Inclusively

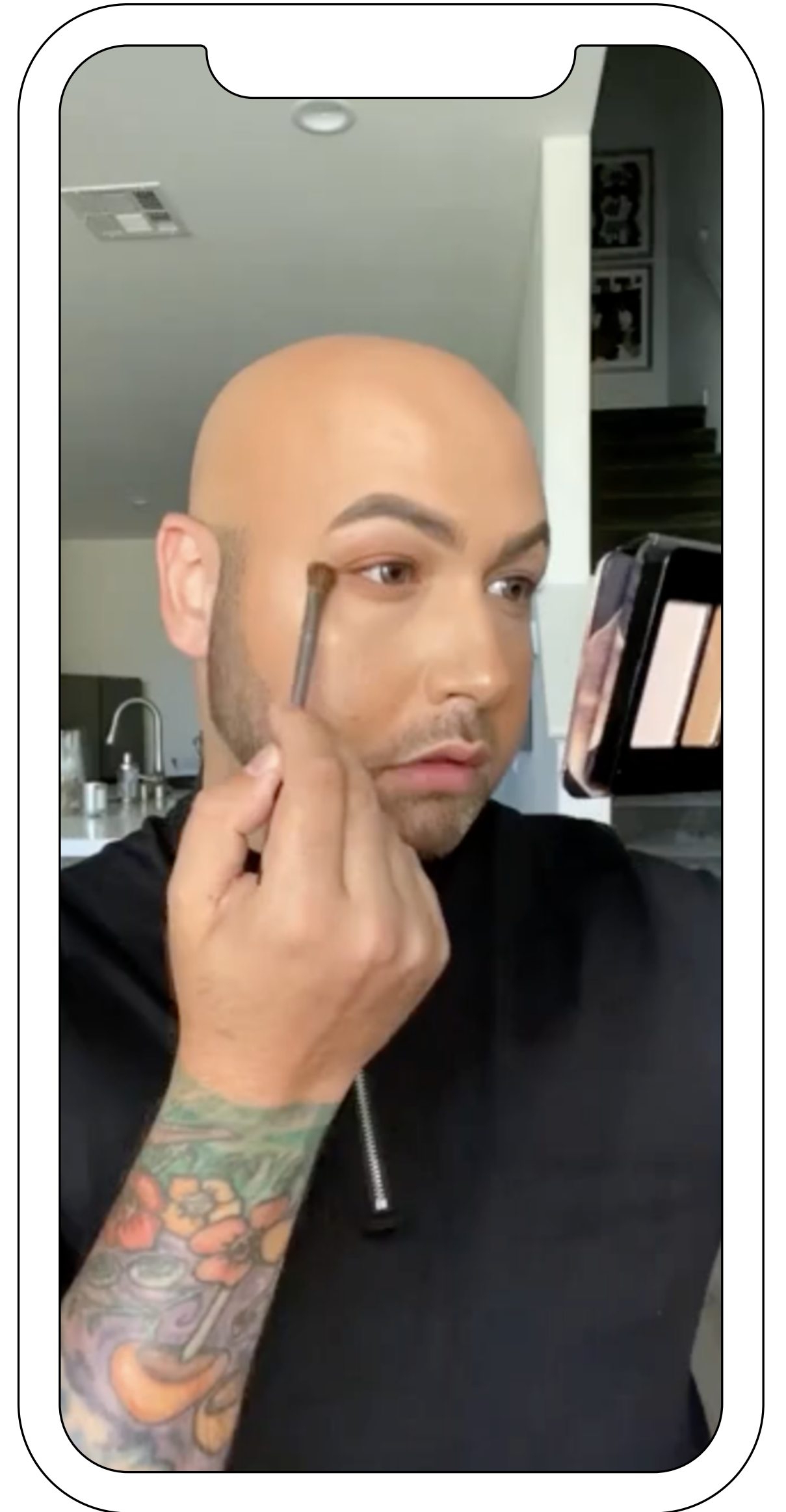
02. Create Edutainment

03. Sell with Ideas

04. Speak Platform Language

05. Reward Self Discovery

01 / Build Inclusively



People rose up and spoke up for a world that sees everyone.

Brands that broke through started fully reflecting and depicting their audiences and found wider acceptance and relevance.

20%

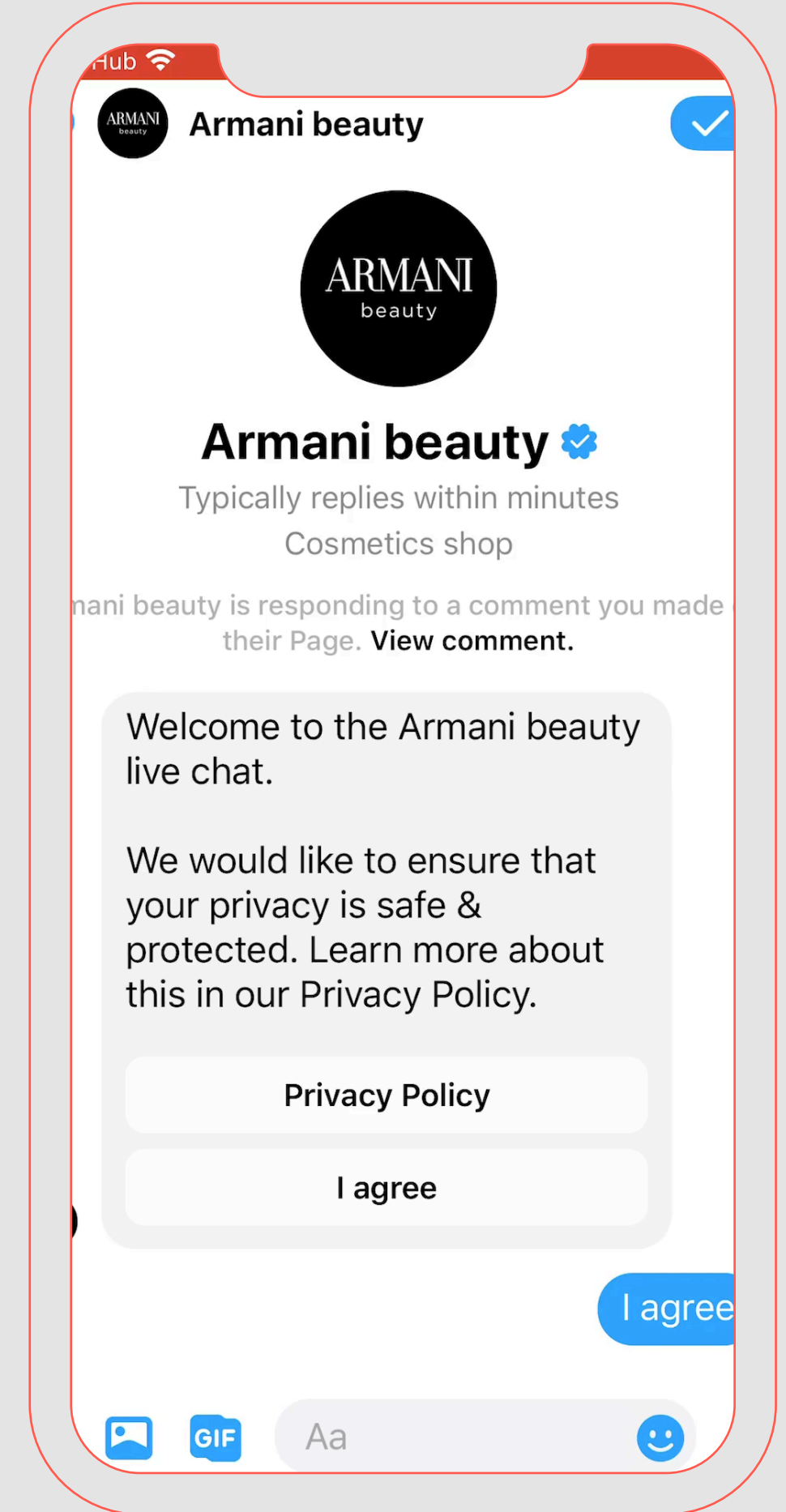
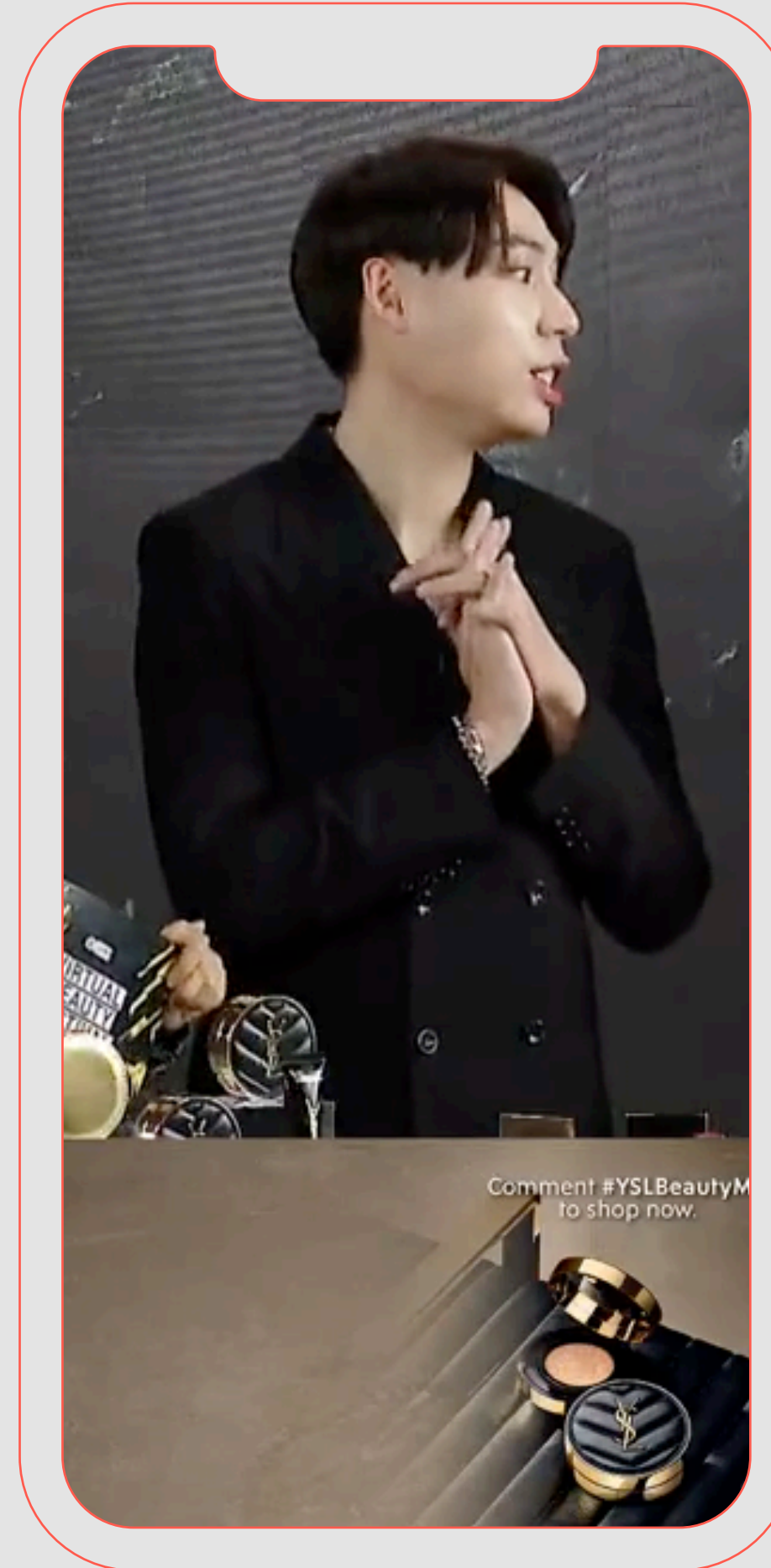
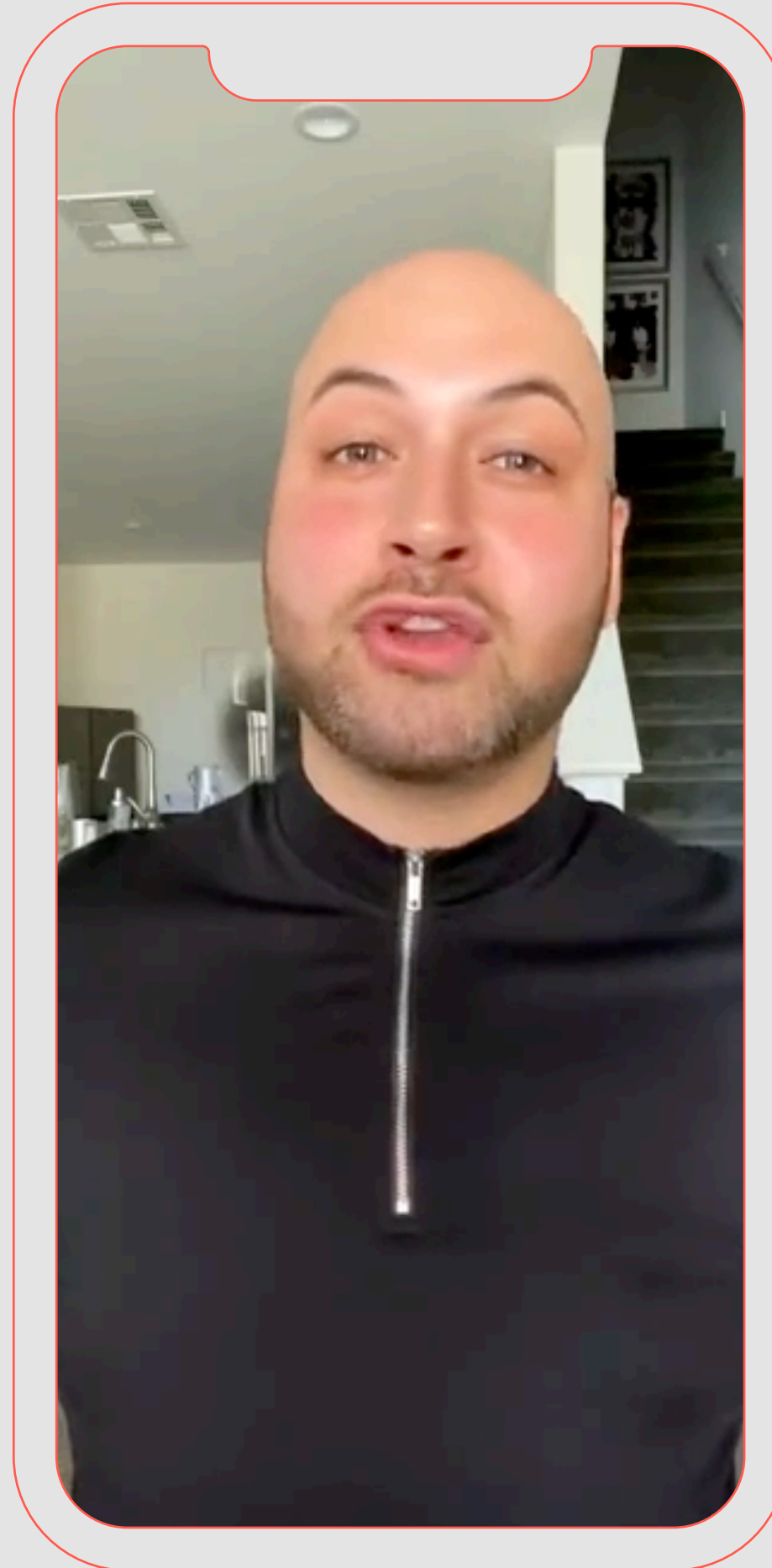
of campaigns

3.76

avg. Grow
Business score



L'Oreal saw a chance to advocate for a much more representative audience, and used inclusivity to makeover the image of the typical beauty festival.



01. Build Inclusively: Creative Springboards



How can we authentically and truthfully represent our whole potential audience?

What if there's a group of people we're currently overlooking that we could serve better to create more inspiring and inclusive work?

Is there a topic or issue for which we could uniquely advocate or champion a solution?

Is there a cultural taboo we could shed light on in an authentic way to make a deeper connection with people?

02/ Create Edutainment



Without a lot of choice, we quickly opened our eyes to new ways of learning.

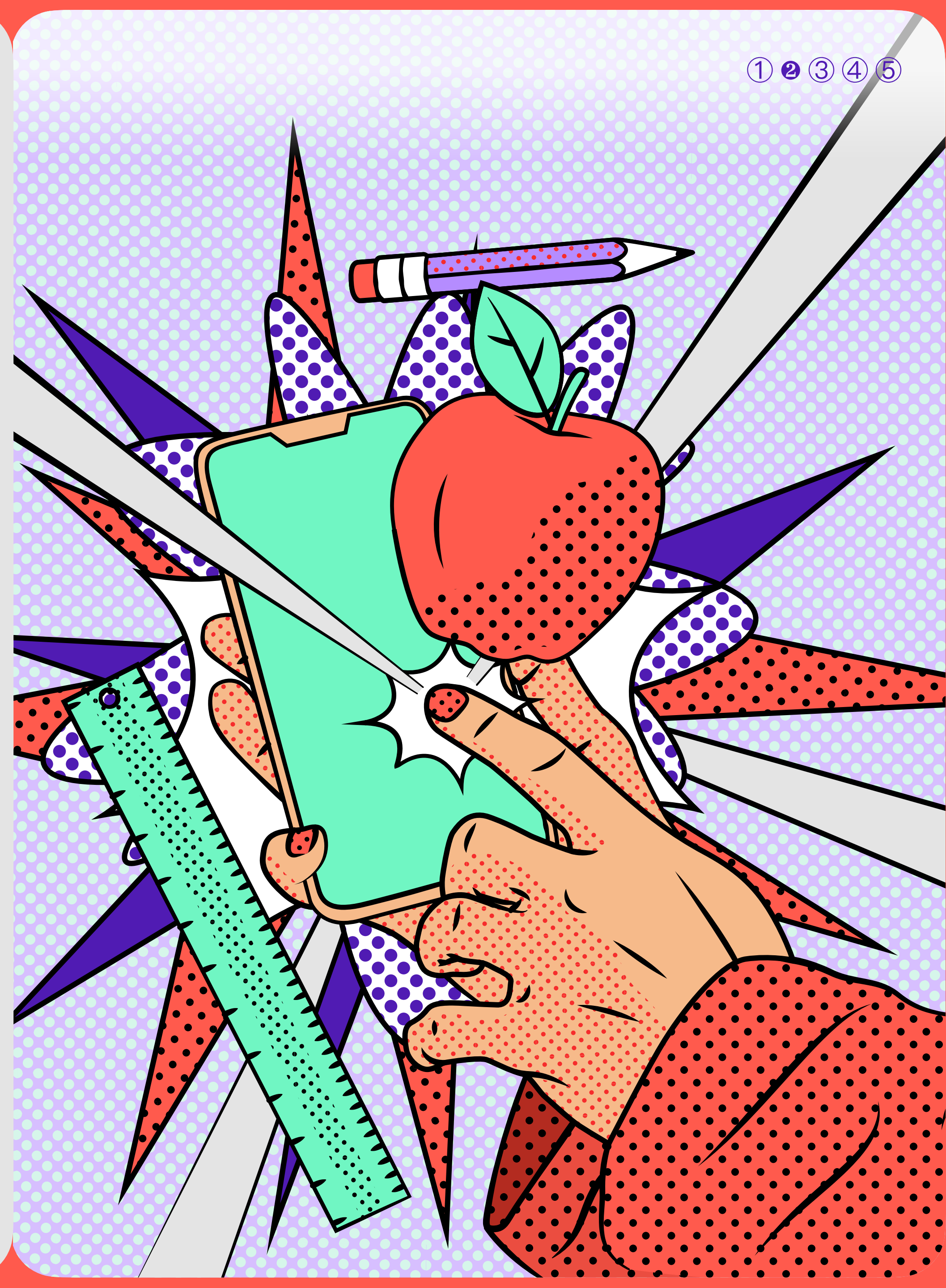
Brands that earned attention built experiences that reimagined learning so it didn't feel like a chore.

25%

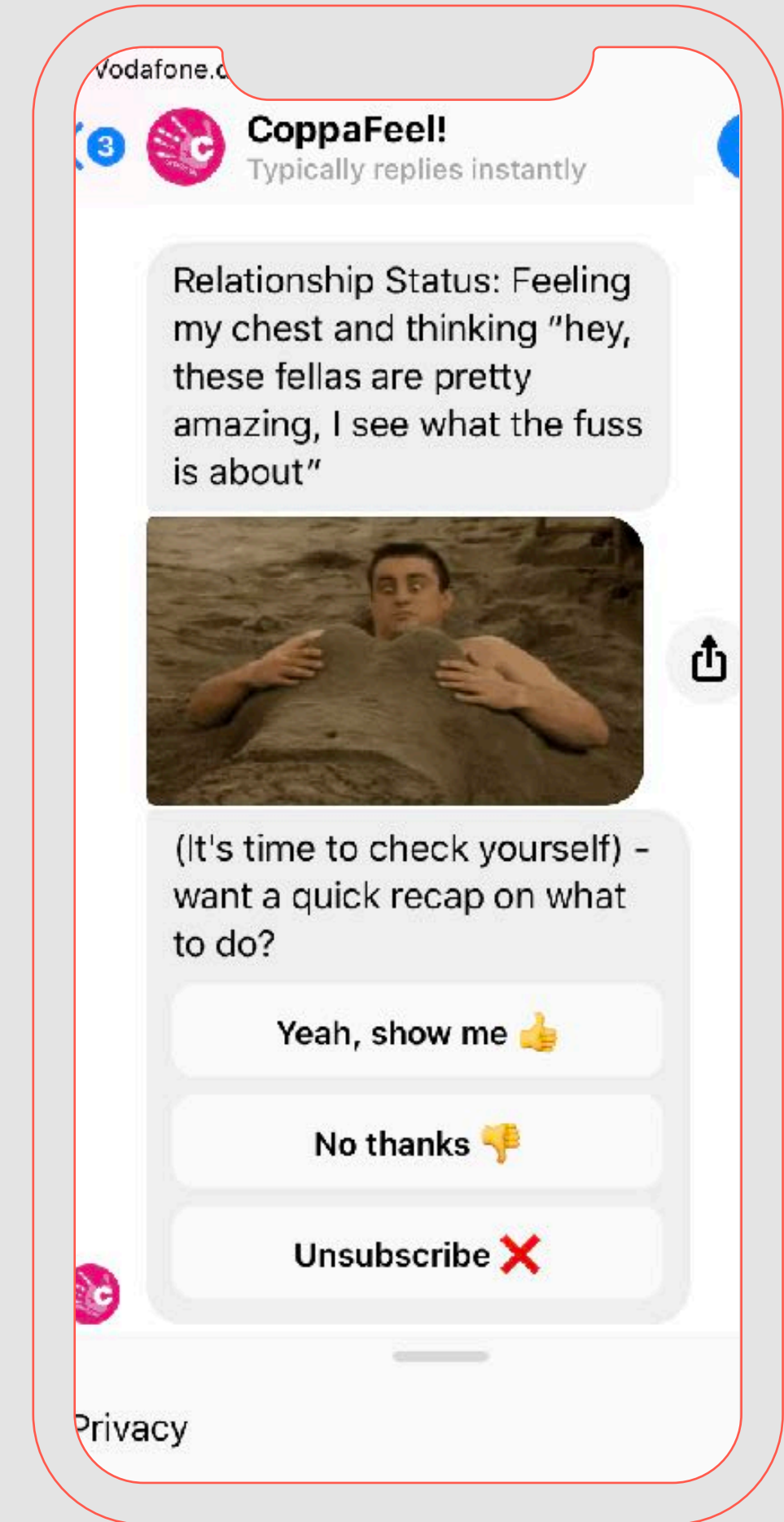
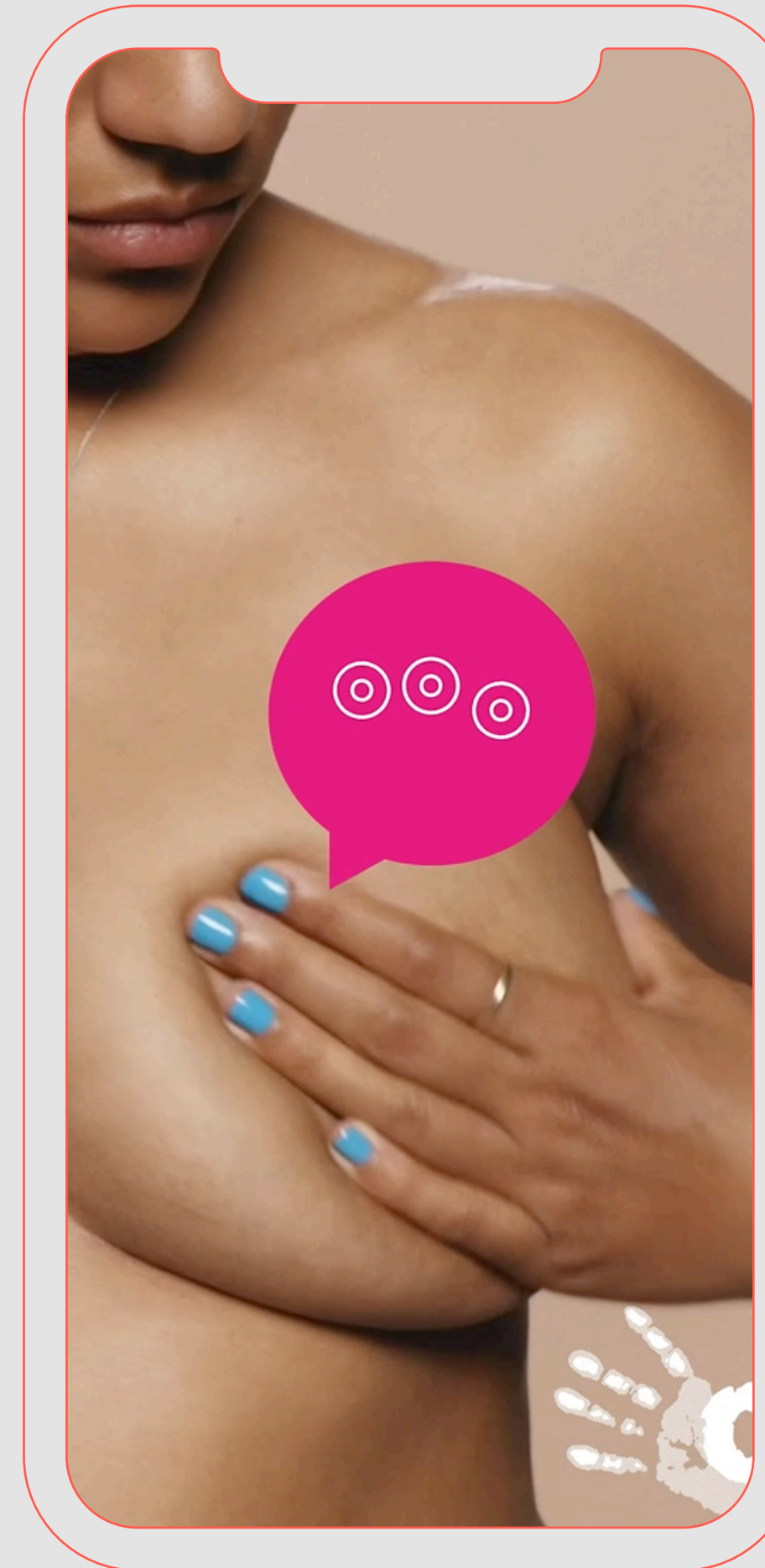
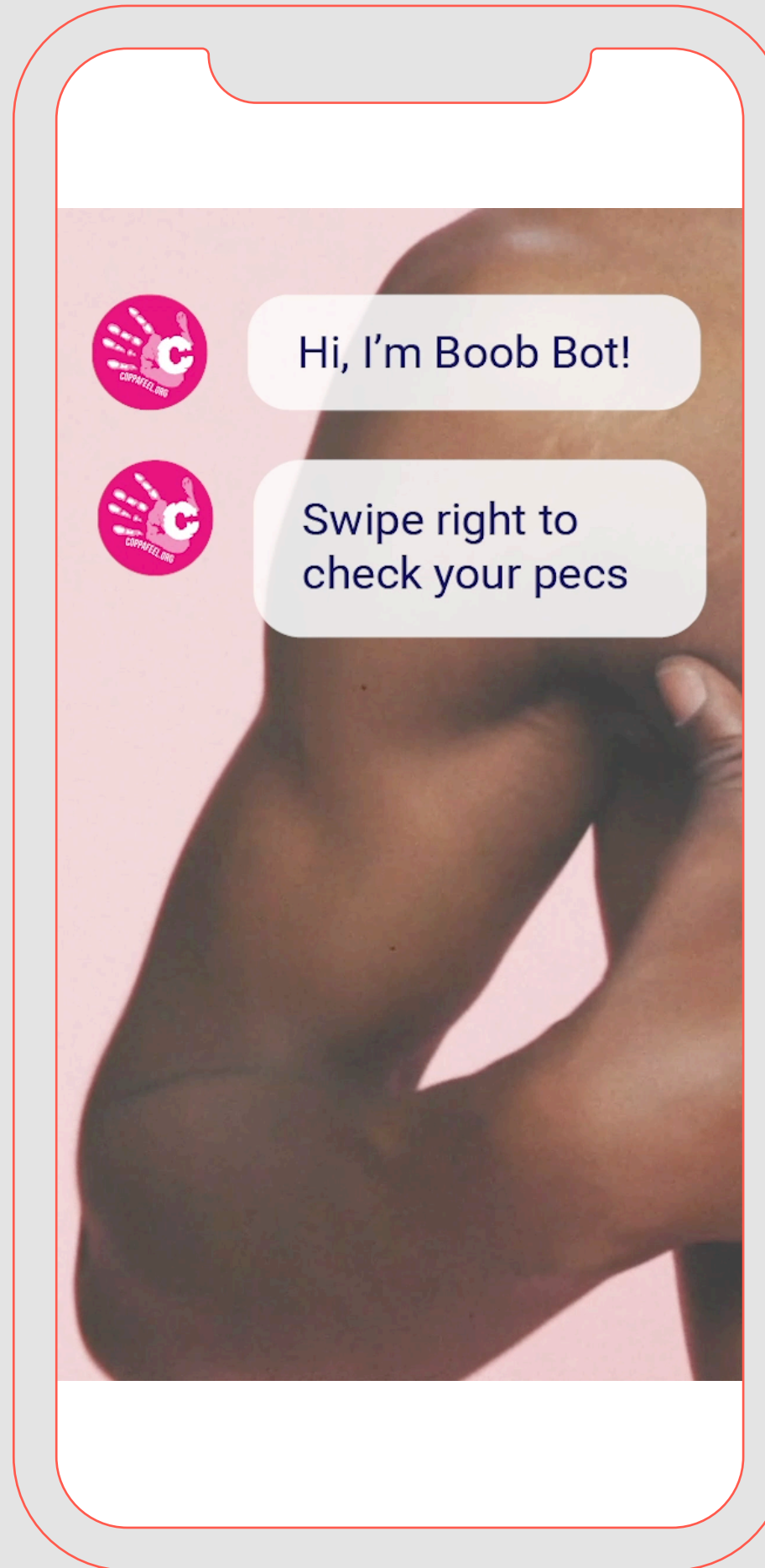
of campaigns

4.25

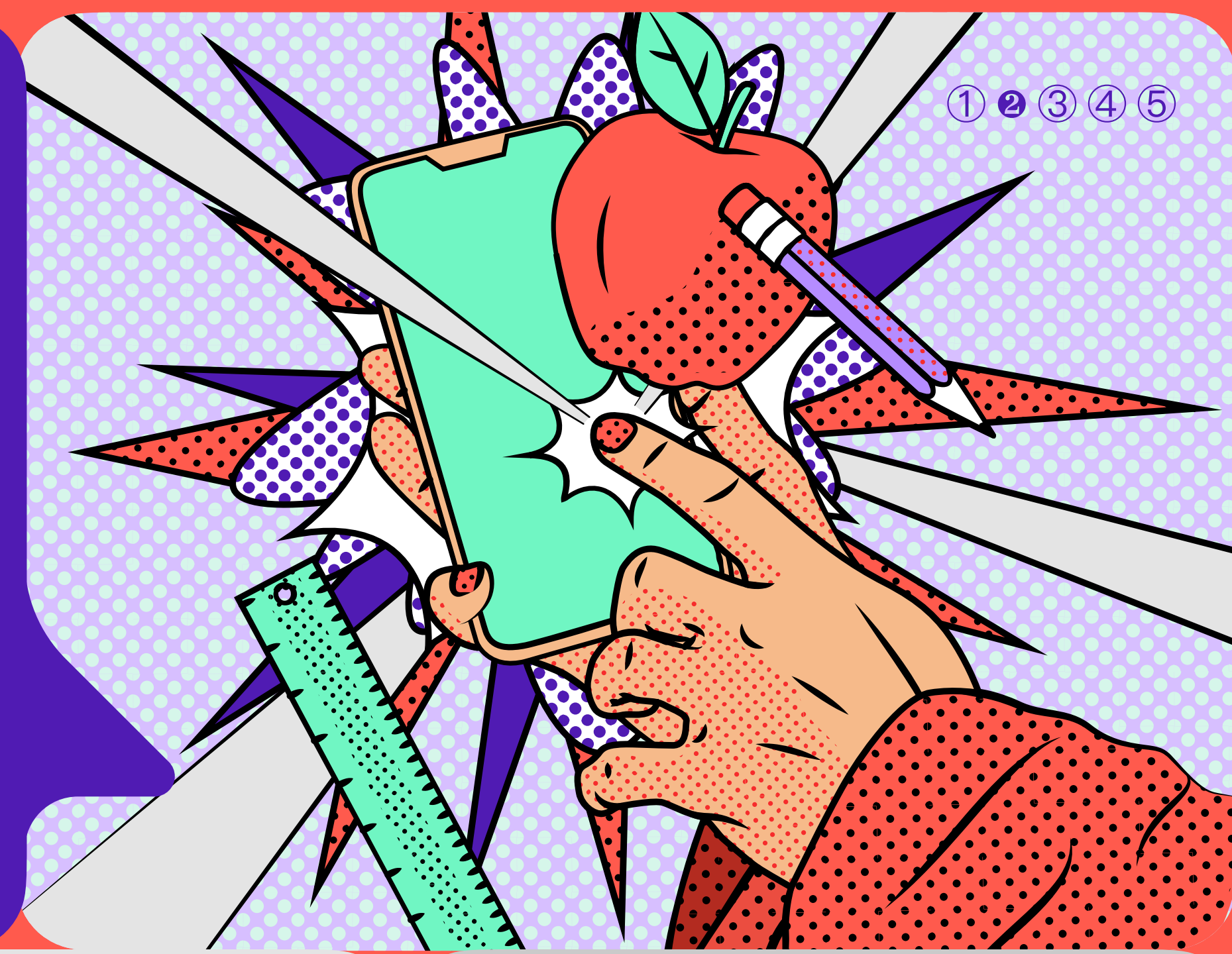
avg. Grow
Business score



Coppafeel promoted breast cancer awareness with levity and utility through a thumb-stopping campaign that drove to messenger to enable habitual self-guided breast checks at home.



02. Create Edutainment: Creative Springboards



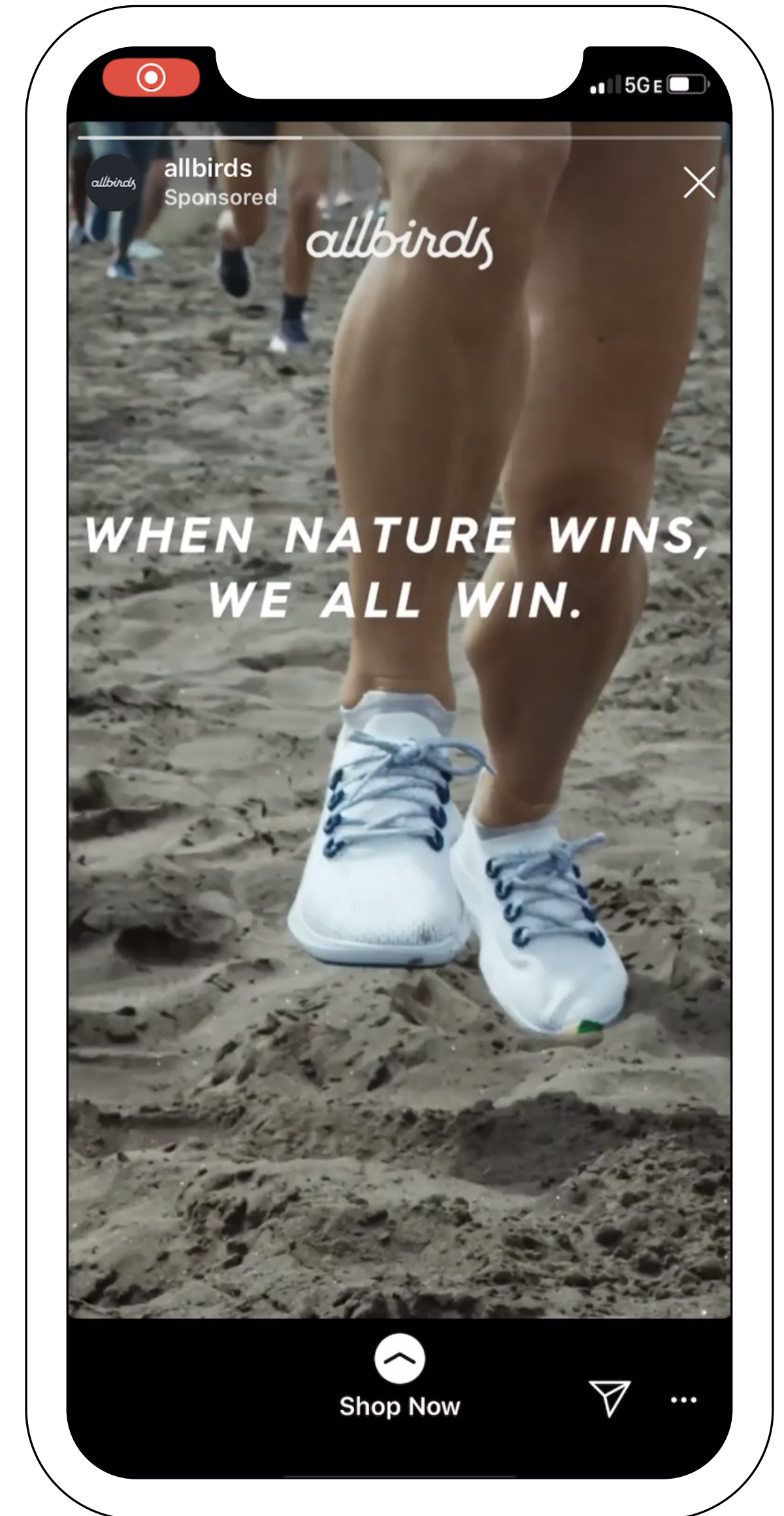
What if we turn the problem to solve into a behavior we want to create or people to emulate?

How can we turn our story into compelling entertainment (passive or active) that earns attention without feeling like a chore?

If we were going to reward audiences for their time and attention, what could we give them?

How could we turn our ideas into something truly useful to our audience?

03/ Sell with Ideas



Our feeds became our spontaneous and always-on discovery engines - and we're as comfortable as ever with it.

Brands at the forefront don't just open conversations with ideas, they build them to convert.

18%

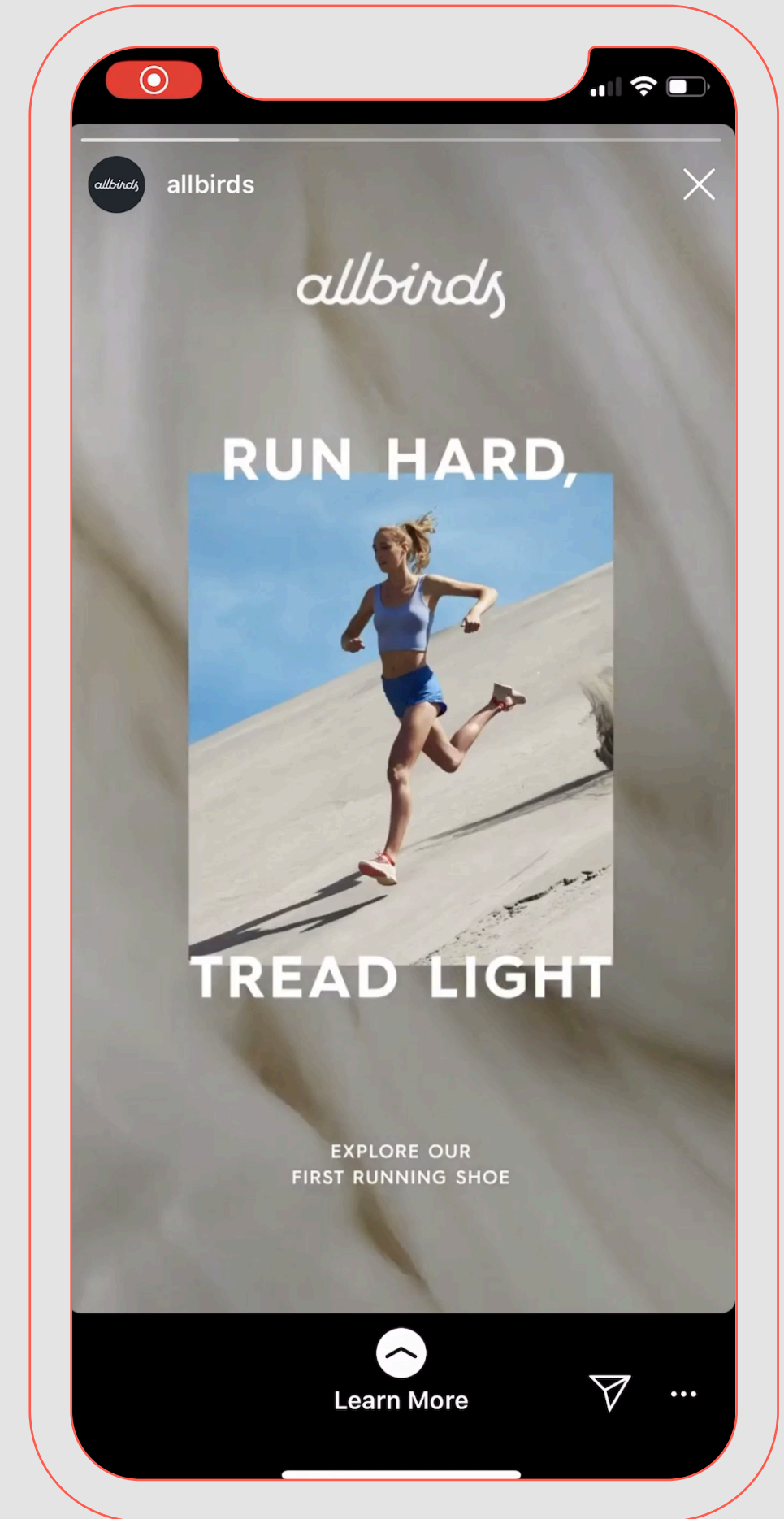
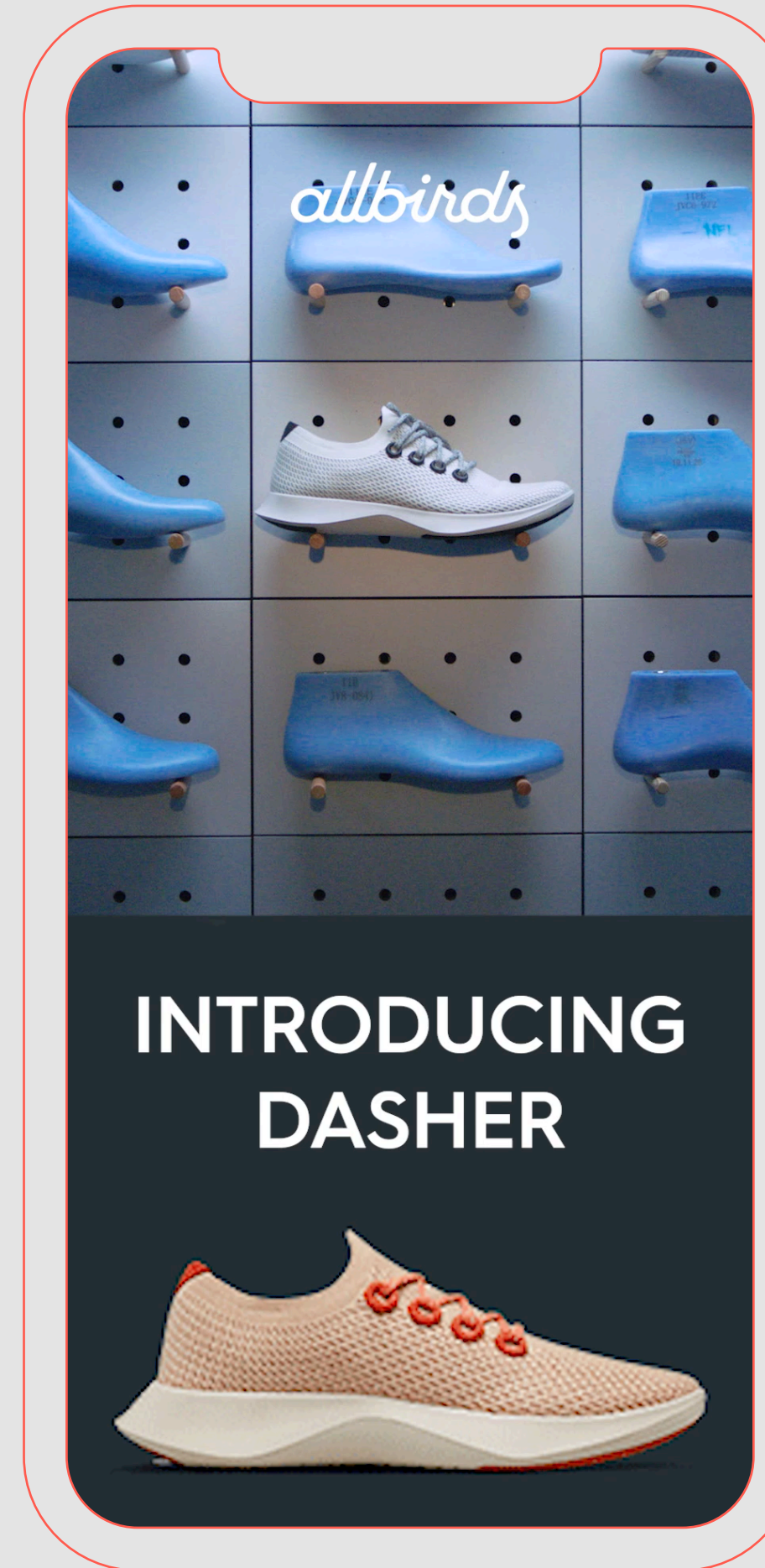
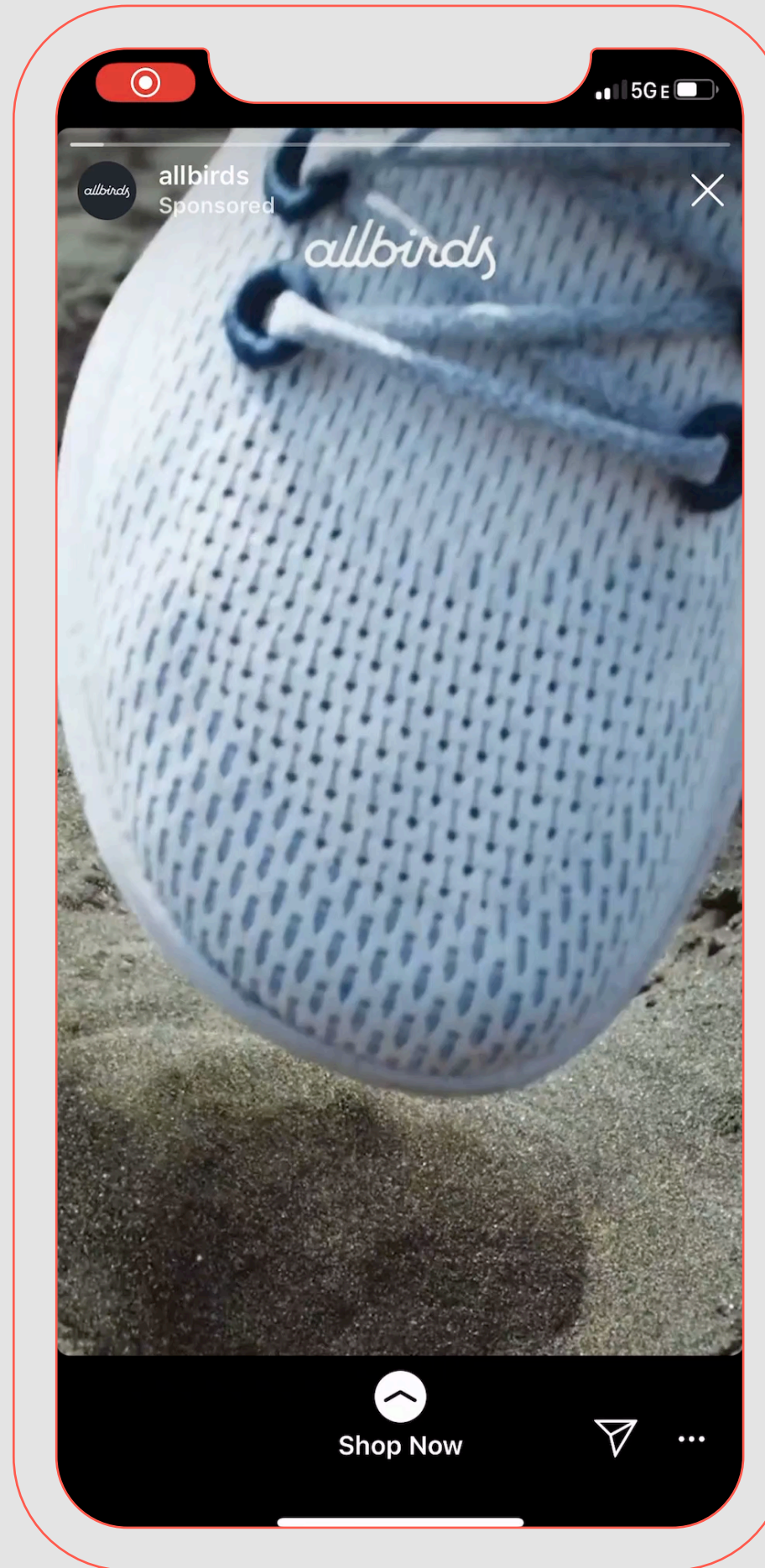
of campaigns

4.0

avg. Grow
Business score



Allbirds don't just launch a shoe, they take key motivations of durability and sustainability and turn them into an idea - "Run Hard, Tread Light" - that changes the category conversation.



03. Sell with Ideas: Creative Springboards



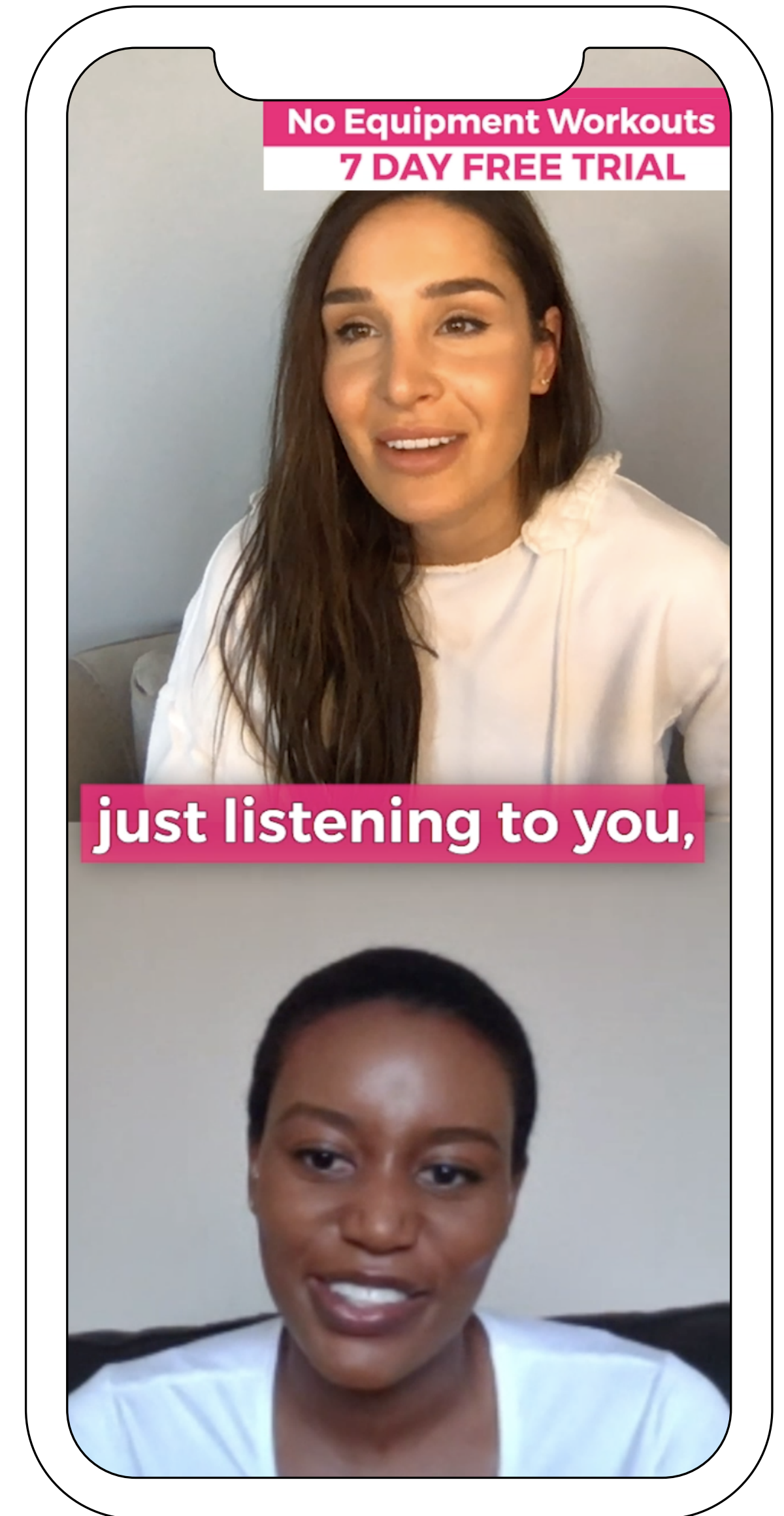
How can we use a differentiating concept not only to drive interest but to convert potential buyers?

What if we could turn a pivotal sales moment into a thumbstopping idea?

What if we leveraged an aspect of our brand, product or a relevant moment in culture to inspire a larger idea?

What audience needs to know us better? How can we design experiences that speak to their key motivations?

04/ Speak Platform Language



As makers, we didn't just color outside the lines to express ourselves, we basically had to reinvent them.

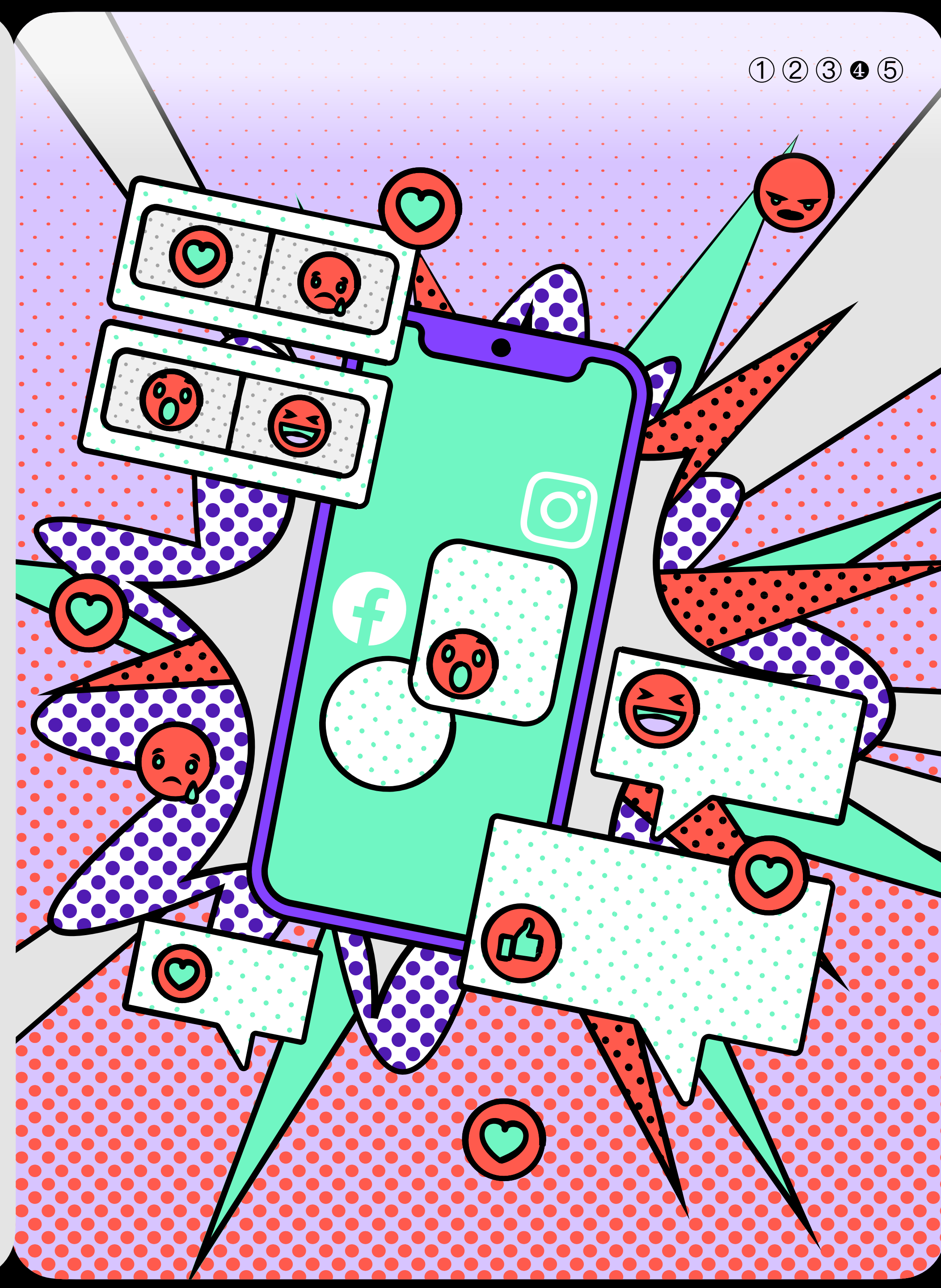
Brands turning heads were leaned into lofi methods of production, UGC, and creators (to name a few) to make themselves more authentic and relatable.

24%

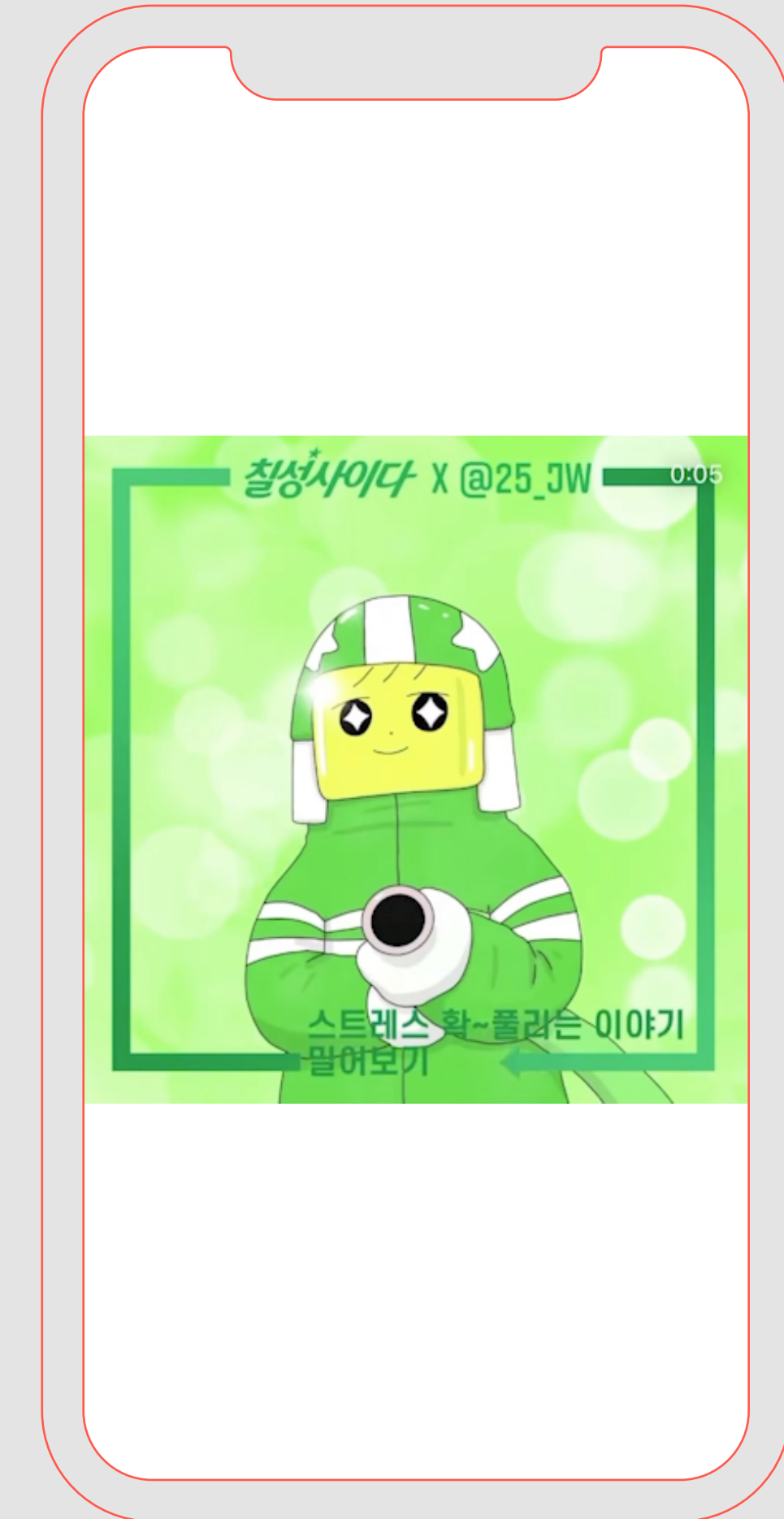
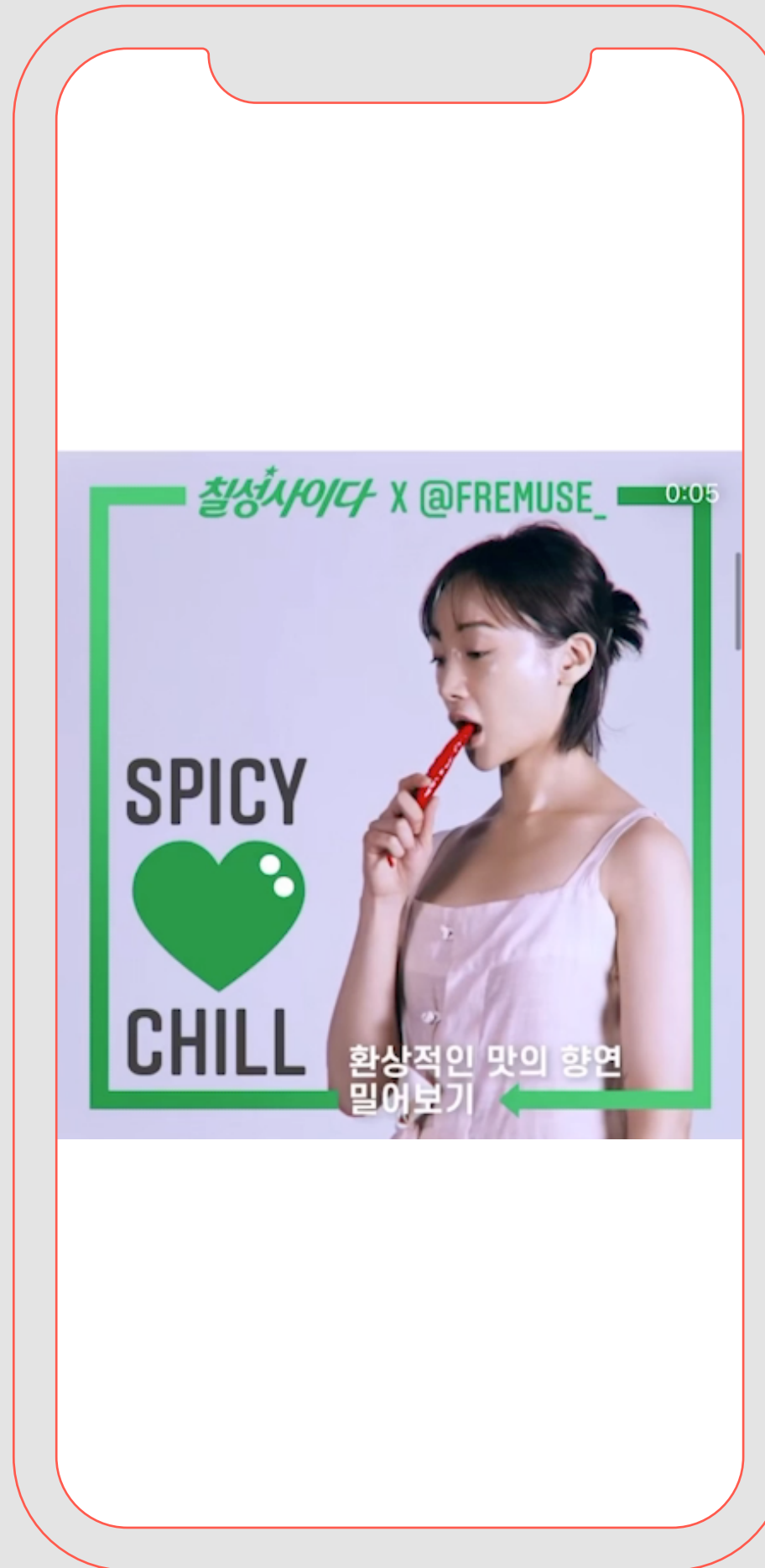
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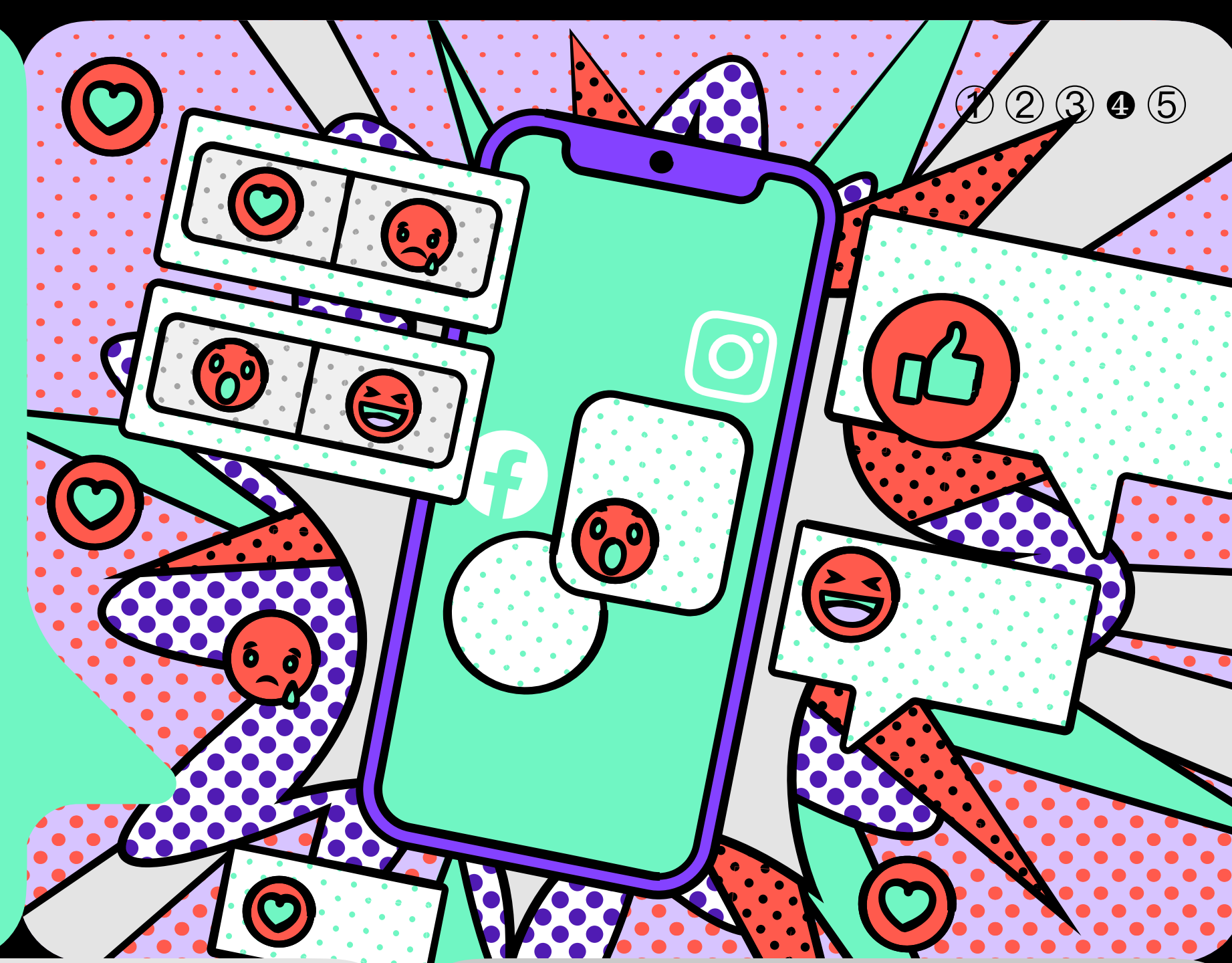
avg. Grow
Business score



Lotte Chilsung re-launched their brand through creator's artistic expressions to take the idea of "spicy loves chill" and turn it from a consumption occasion into a cultural trend.



04. Speak Platform Language: Creative Springboards



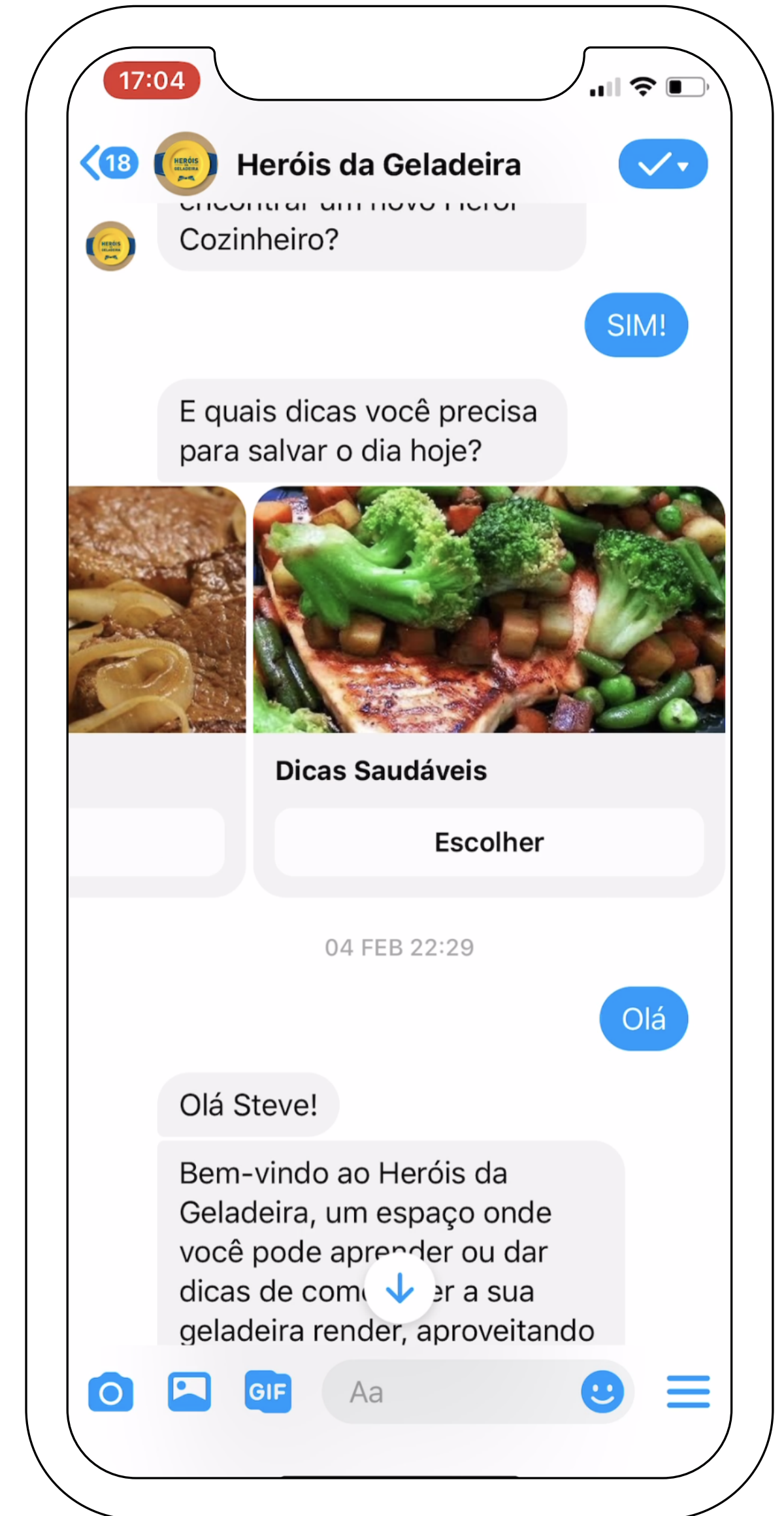
How can the natural language of our platforms be an integral storytelling tool to connect with people on their terms?

If we leverage an existing platform trend, can we make our story even more relatable?

What if we activated a community to tell a shared story in their own language, from their own platforms?

Which creator's authentic voice can help to diversify and amplify our own?

05/ Reward Self Discovery



We jumped down the digital rabbit hole and loved where it went.

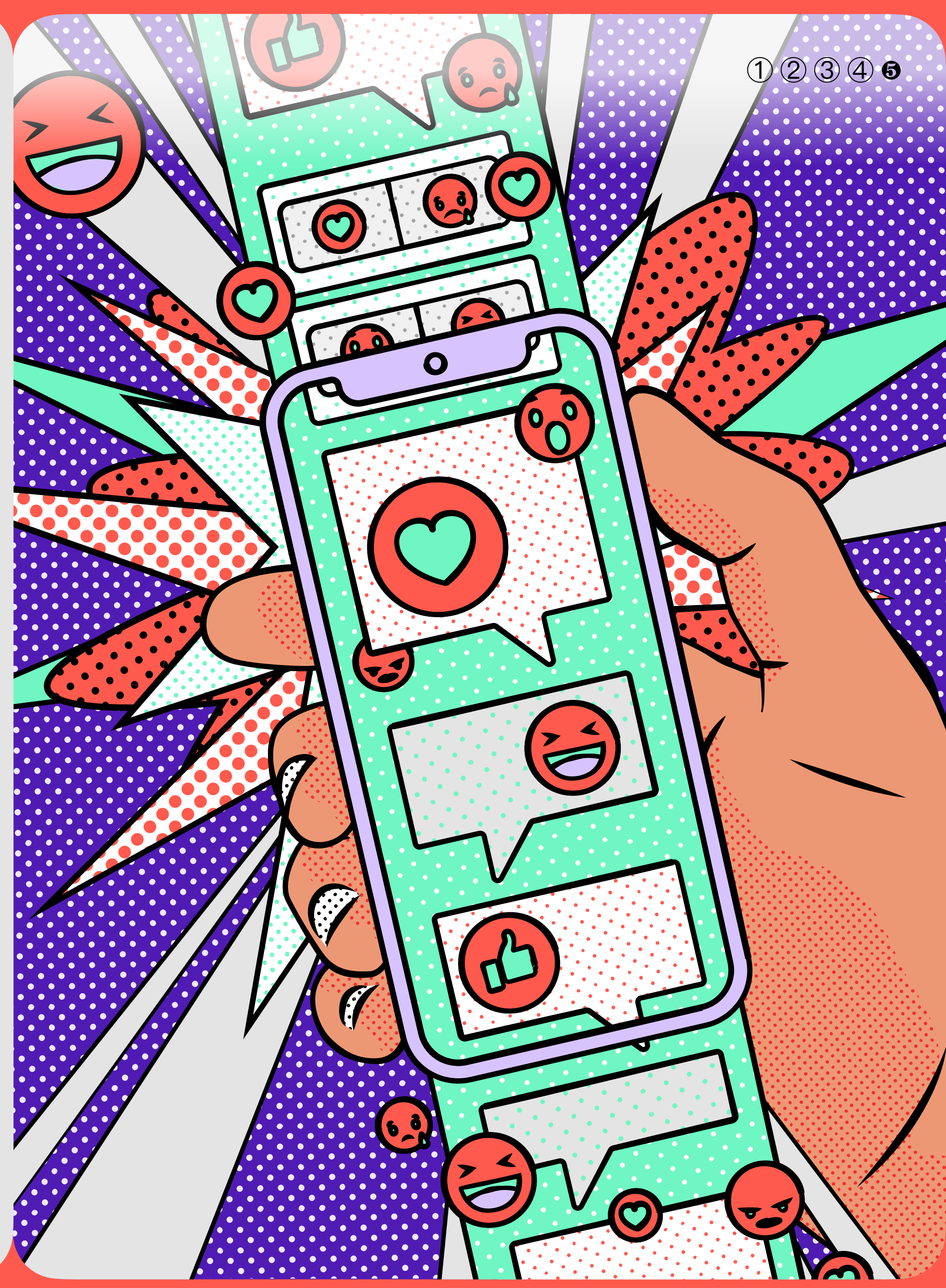
Brands connecting deeply realized that brand-building is a participation sport and fed our desire to explore on our own.

46%

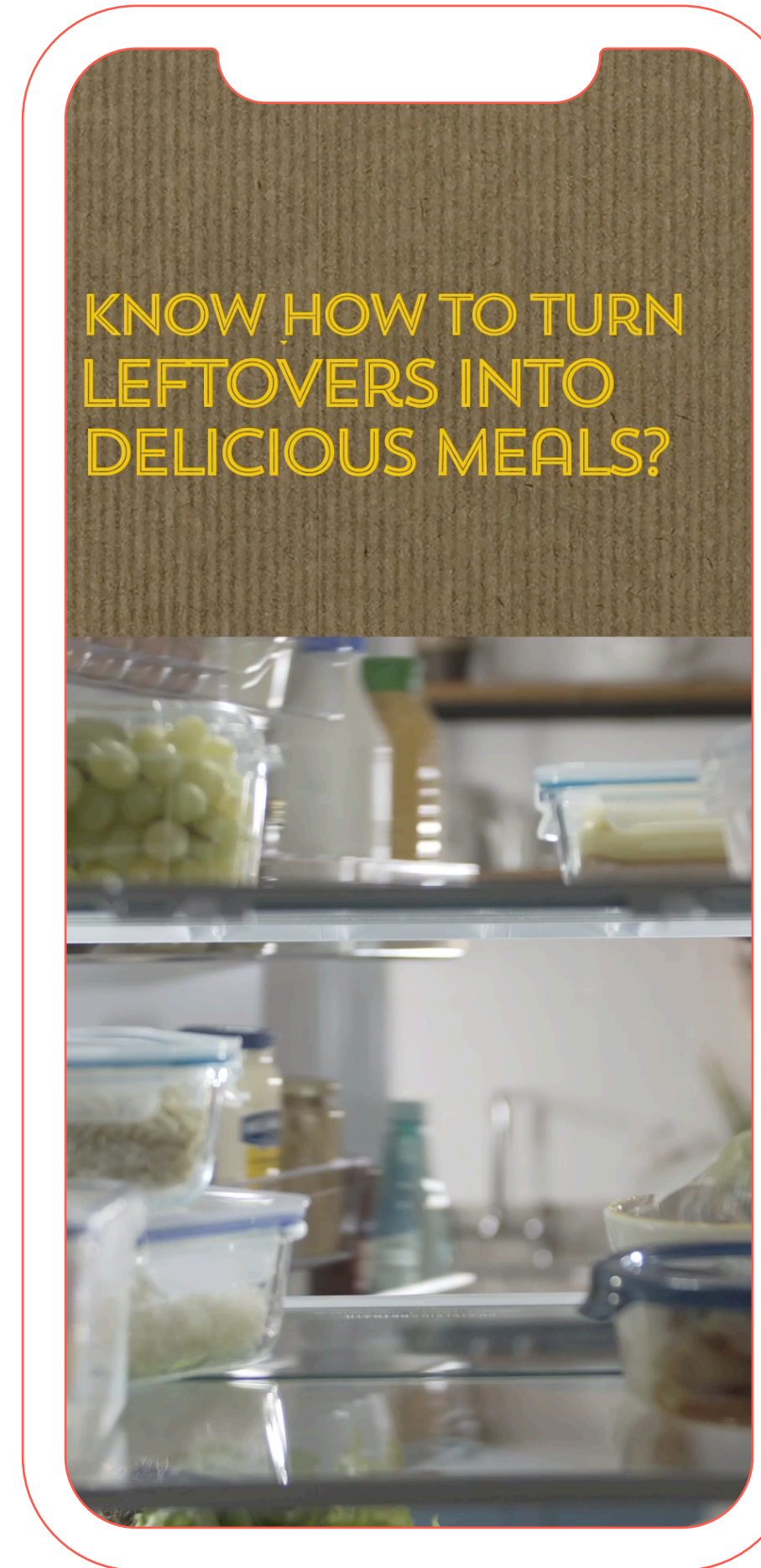
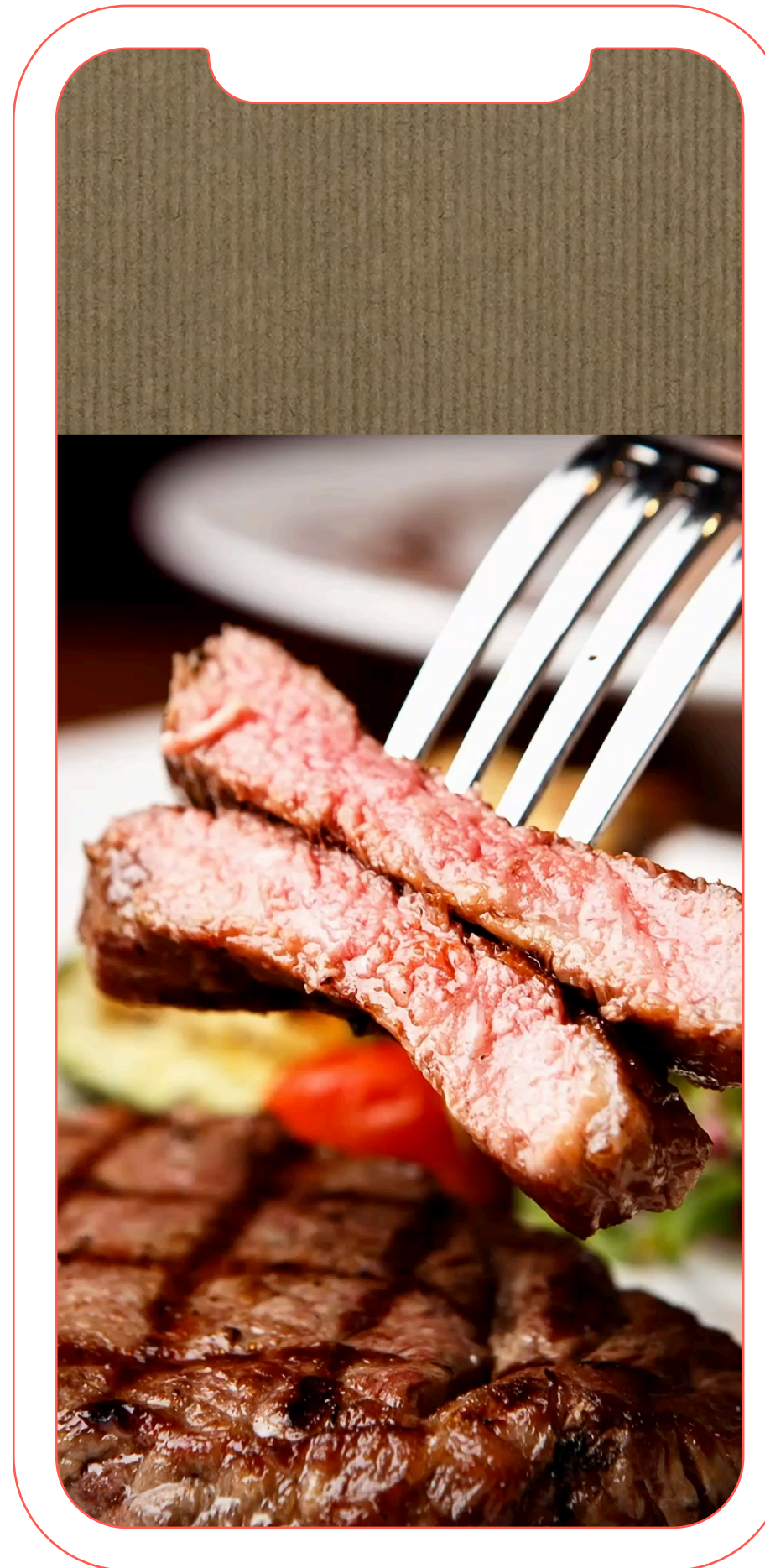
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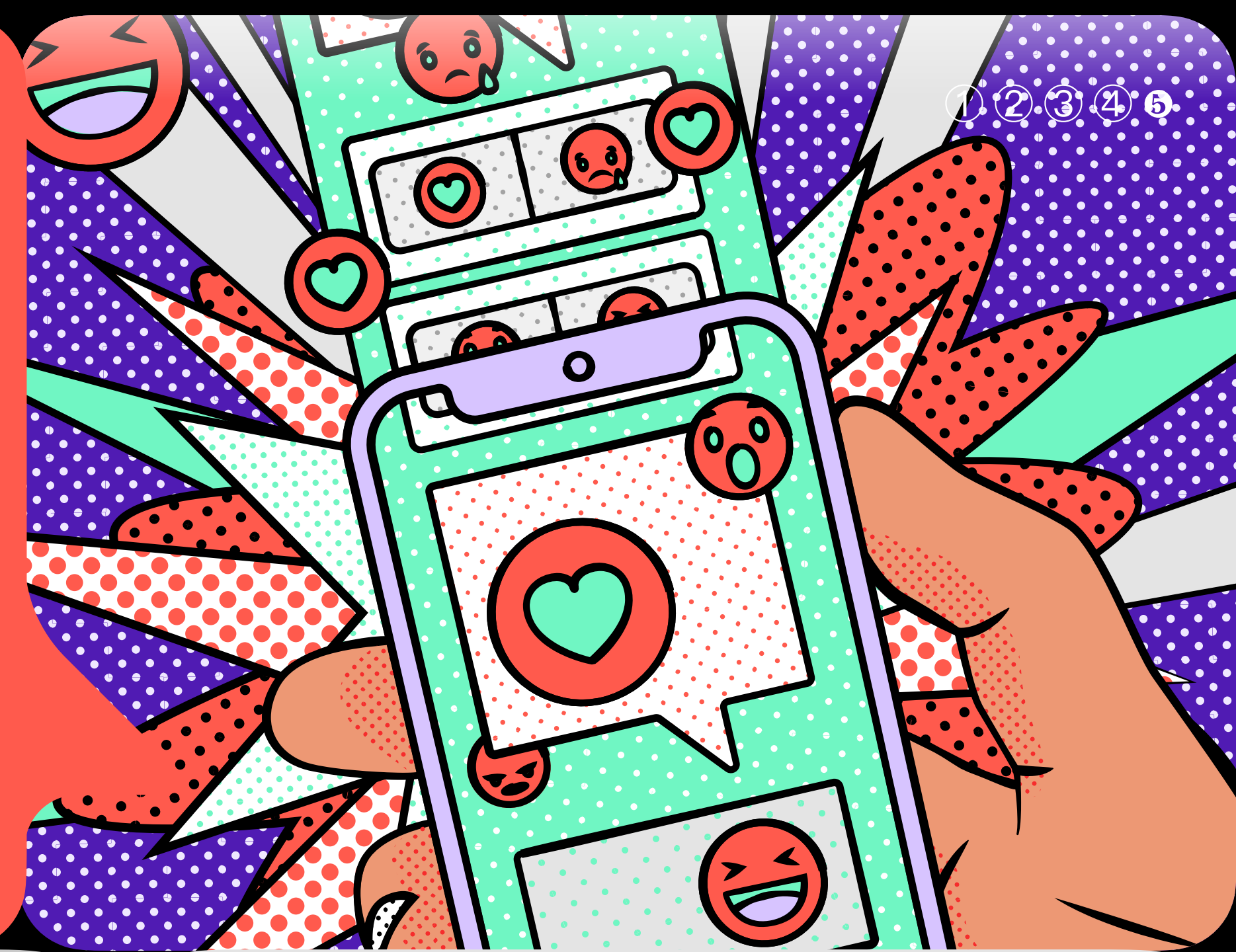
avg. Grow
Business score



To take cooking help to a new level and make sure **Hellman's** was the key ingredient, they created a Messenger bot that creates connections between people looking for ideas of what to do with the leftovers and the Social Gastronomy community.



05. Reward self-discovery: Creative Springboards



How can creating ideas that drive participation and discovery elevate our connection with our audiences?

What linear stories can we tell?
What if we built our ideas as rewards along that narrative path, with the hope of delighting our audience along the way?

Where could we use the community's real time feedback and support? How could we take their ideas and turn them into action?



Thank You!