

# Performance Marketing on Instagram

From Inspiration to Action





# FROM INSPIRATION TO ACTION

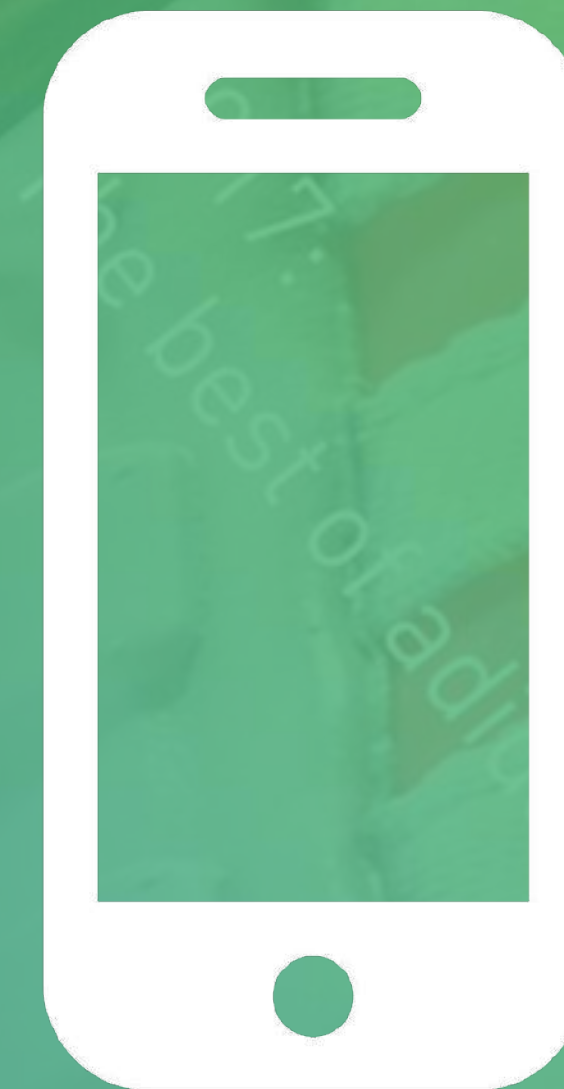
Performance Marketing on Instagram



Instagram



# THE WAY WE SHOP HAS CHANGED





# AND SO HAS ADVERTISING



**LOWEST PRICED IN ITS FIELD!**  
This big, beautiful Chevrolet Bel Air—like so many of our Chevrolet body types—lists for less than any comparable model in its field.

*(Continuation of standard equipment and trim illustrated is dependent on availability of material.)*

## Finest Features in Its Field!



New Royal-Tone Styling—Gorgeous New Exterior Colors

Alluring New Interior Colors

New Centerpoise Power

New Improved Power-Jet Carburetion

Extra-Smooth, Extra-Dependable Powerglide\*

39-Year Proved Valve-In-Head Engine Design

Extra-Easy Center-Point Steering

Extra-Safe Jumbo-Drum Brakes

Check them over, one by one, all the things you want in your next car. Then come in, examine and drive this big, bright, beautiful Chevrolet for '52! We believe you'll agree you've found your car; and we know that you'll discover that Chevrolet offers the most fine car features at the lowest cost. For here are *the only fine cars priced so low*. Brilliantly new in styling . . . outstandingly fine in quality . . . and *lowest-priced line* in their field! Come in—*now!*

More people buy Chevrolets than any other car!

\*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

*The Only Fine Cars* **PRICED SO LOW!**

# SMITH'S GARAGE

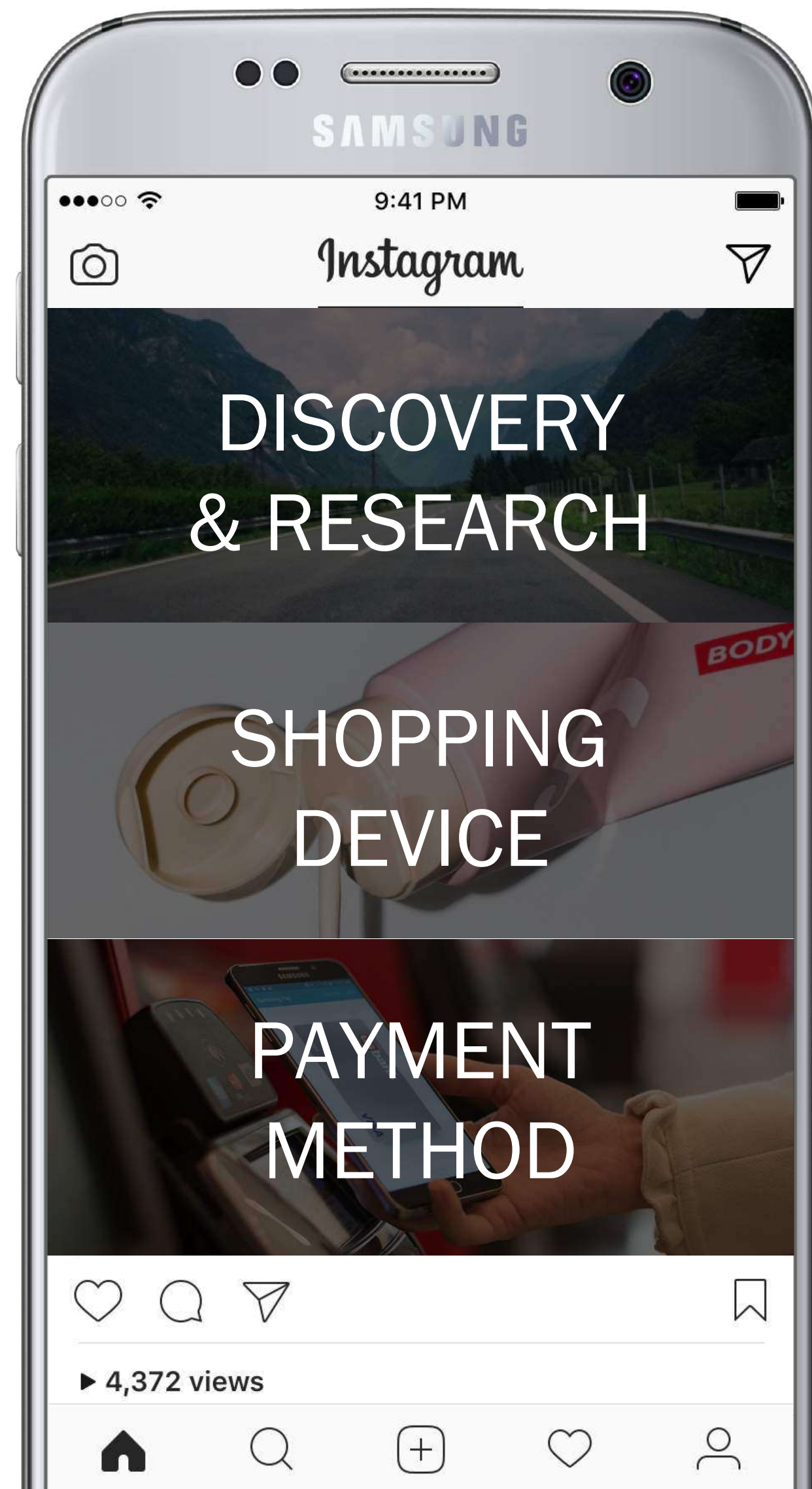
Vineyard Avenue Phone 2211 Highland, N. Y.



Instagram



# THE MOBILE PHONE IS A TRIPLE THREAT IN THE HANDS OF CONSUMERS



3.12

hours per day  
spent in apps

85%

of all US  
smartphone users  
shop on their  
phones

83%

percent of all US  
digital shoppers  
are buying via  
smartphone

Source: eMarketer. US Mobile Time Spent and Activities StatPack 2017, May 2017



SO WHAT?

# CONNECTING PEOPLE AND BUSINESSES IN MEANINGFUL WAYS

## ON INSTAGRAM

People connect to  
passions

## ON INSTAGRAM

People discover new  
places, trends, products  
and brands

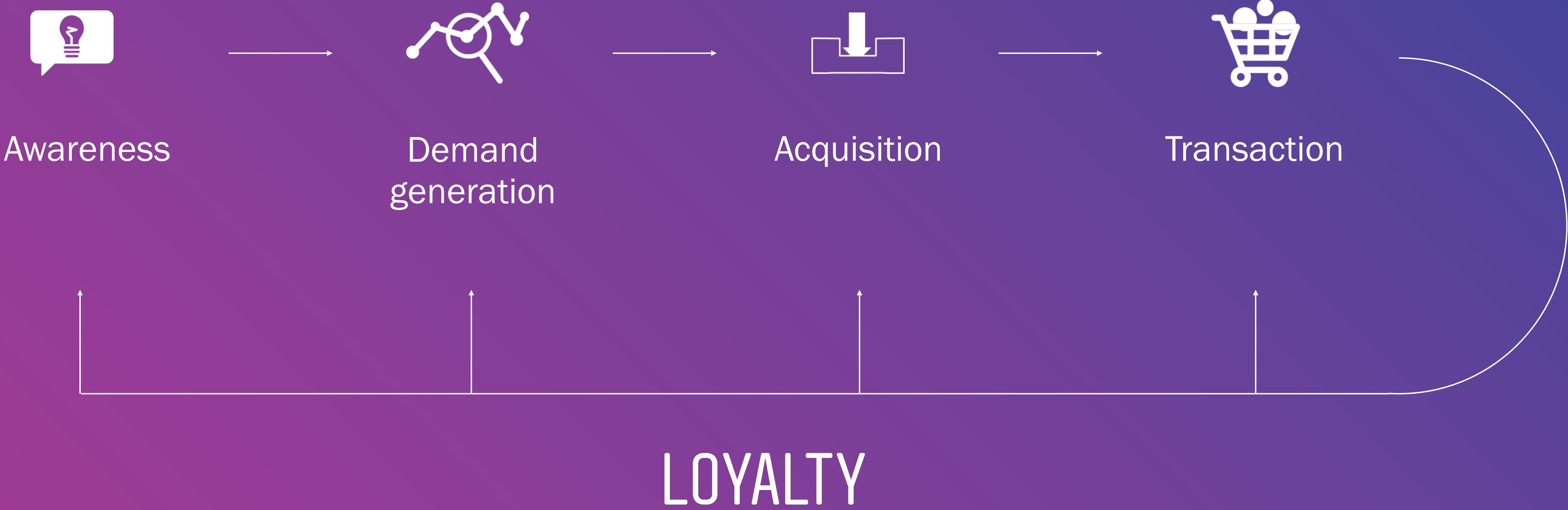
## ON INSTAGRAM

People connect to  
businesses through  
passions

## ON INSTAGRAM

Visual expression drives  
visible action

# DID YOU KNOW? INSTAGRAM IS A FULL FUNNEL SOLUTION



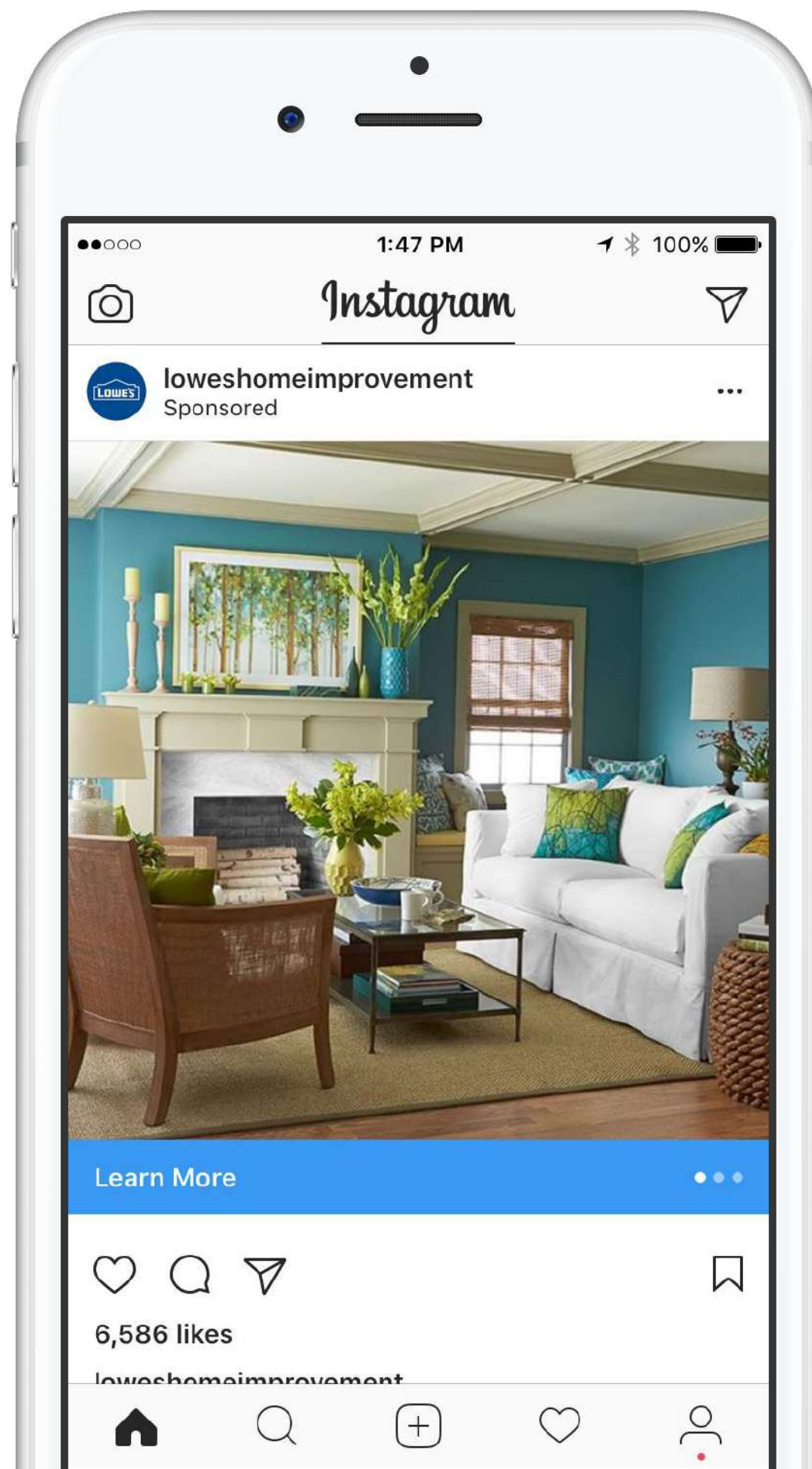


# VISUALLY IMMERSIVE FORMATS THAT DRIVE ACTION

From Feed to Stories. From Static to Video and Full Screen. From Permanent to Ephemeral.

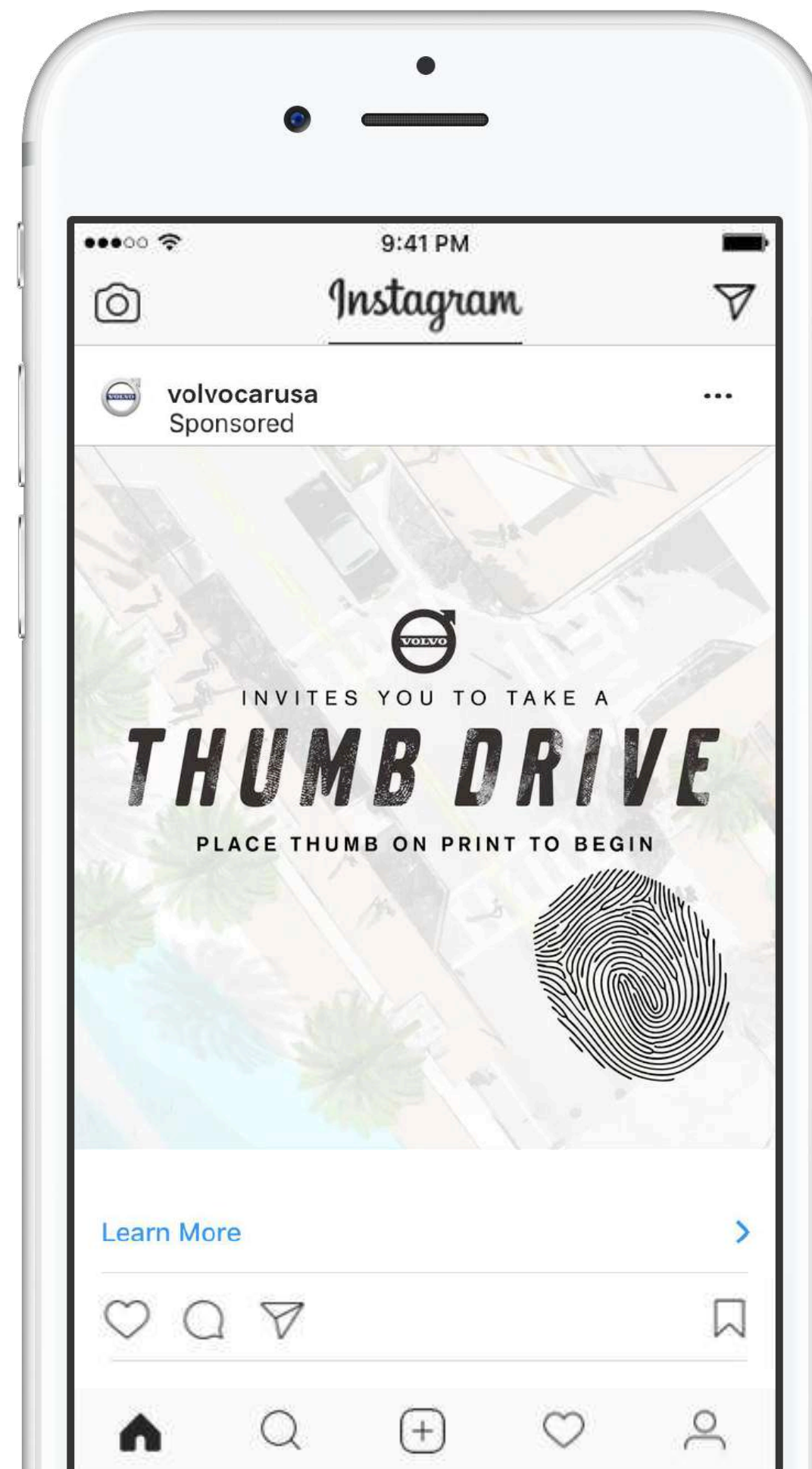
## PHOTO/FEED

Square, landscape, and vertical formats



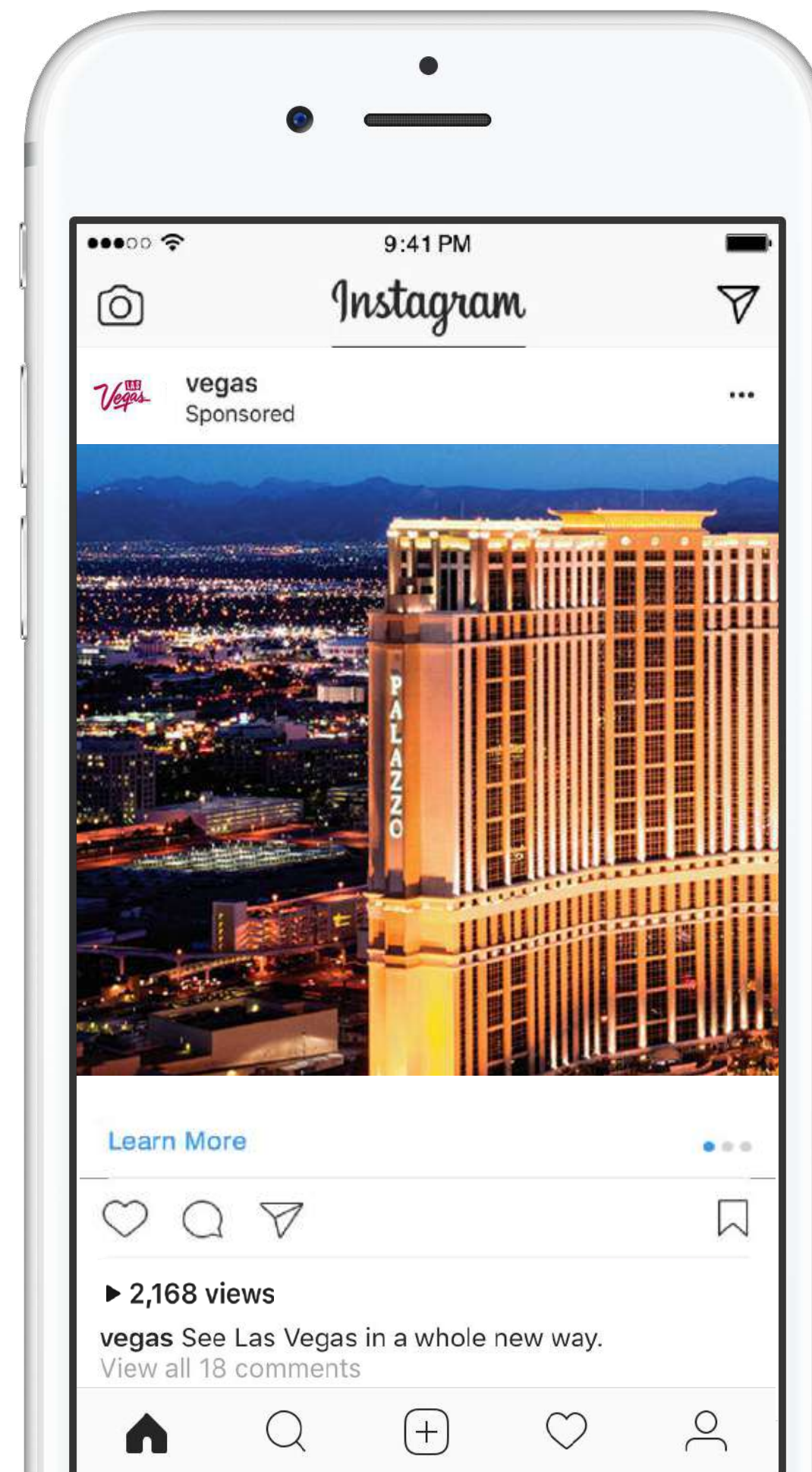
## VIDEO/FEED

Square, landscape, and vertical formats and up to :60



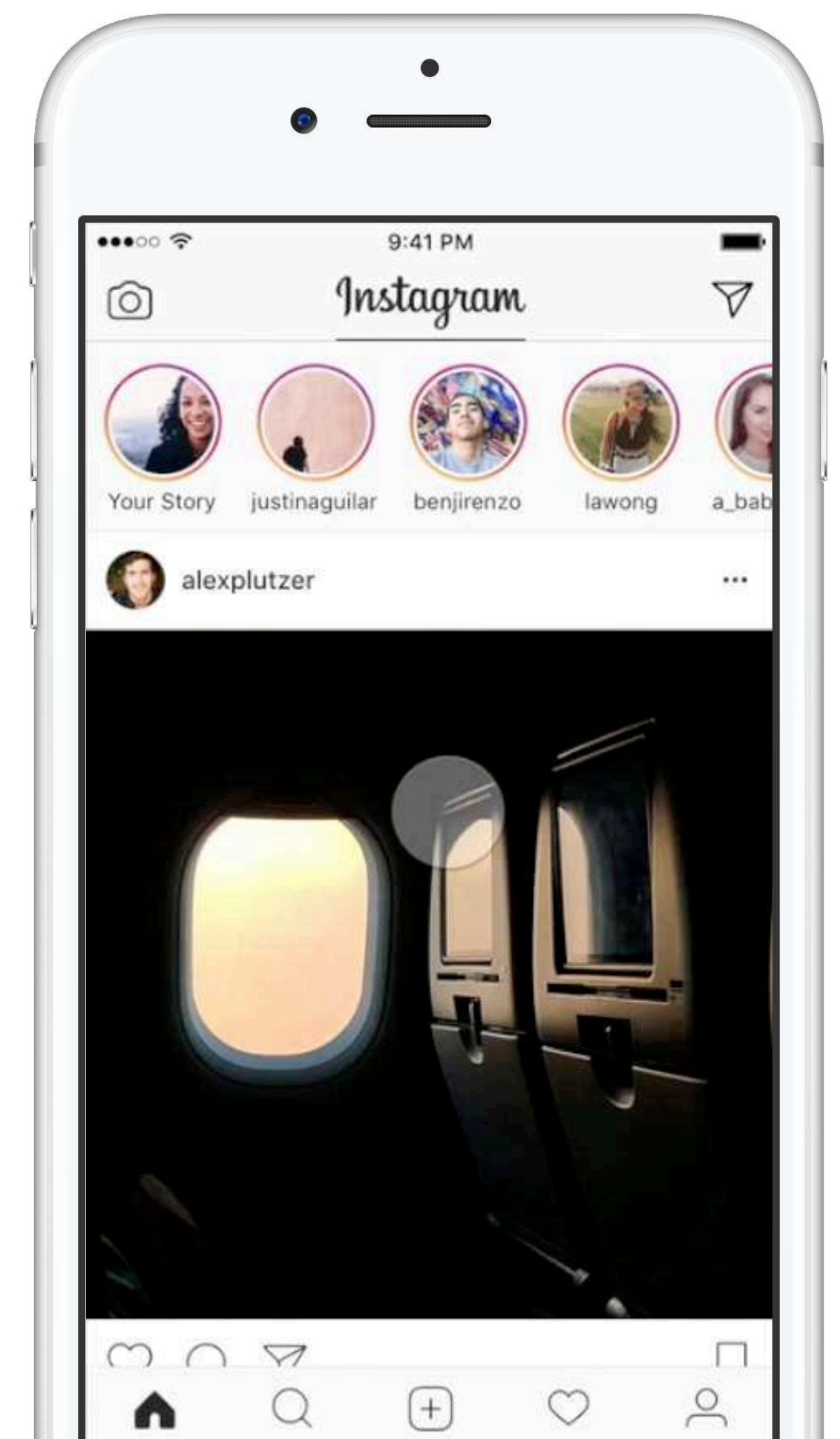
## CAROUSEL/FEED

Video and photo formats



## STORIES

Includes 15s video and photo





# INSTAGRAM AS PART OF THE FACEBOOK FAMILY OF APPS AND SERVICES



audience  
network



Instagram



# GETTING STARTED



Extend campaigns across Facebook, Instagram and the Audience Network

- You want to drive the most efficient outcome
- Maximize your reach across Facebook properties
- Drive value & media efficiencies
- You are platform agnostic



CHOOSE THE RIGHT  
OBJECTIVE



Mobile App Install

Website Conversions

Lead Generation

Product Catalog Sales



# TURNING INSPIRATION INTO ACTION

+33%

online sales lift

+17%

mobile app installs lift

Median sales lift in 2017 is 4.5%, compared to 3% in 2016. Median app install lift in 2017 is 21.75% compared to 18% in 2016. Source: Instagram analysis of lift tests comparing 2016 to 2017; 2016: Based on 9 MAI campaigns, 23 online sales campaigns. 2017: 31 MAI campaigns, 23 online sales campaigns.



## CHOOSE THE RIGHT OBJECTIVE



- Mobile App Install
- Website Conversions
- Lead Generation
- Product Catalog Sales

## OPTIMIZE FOR THE RIGHT EVENT



- Optimize for your true business value
- Choose the right conversion window

### View Through Optimization

Ad View ✓

Conversion

Attribution Window

1 Day

### Longer Attribution Window

Ad Click ✓

Conversion

Attribution Window

7 Days



## CHOOSE THE RIGHT OBJECTIVE



Mobile App Install

Website Conversions

Lead Generation

Product Catalog Sales

## OPTIMIZE FOR THE RIGHT EVENT



Optimize for your true business value

Choose the right conversion window

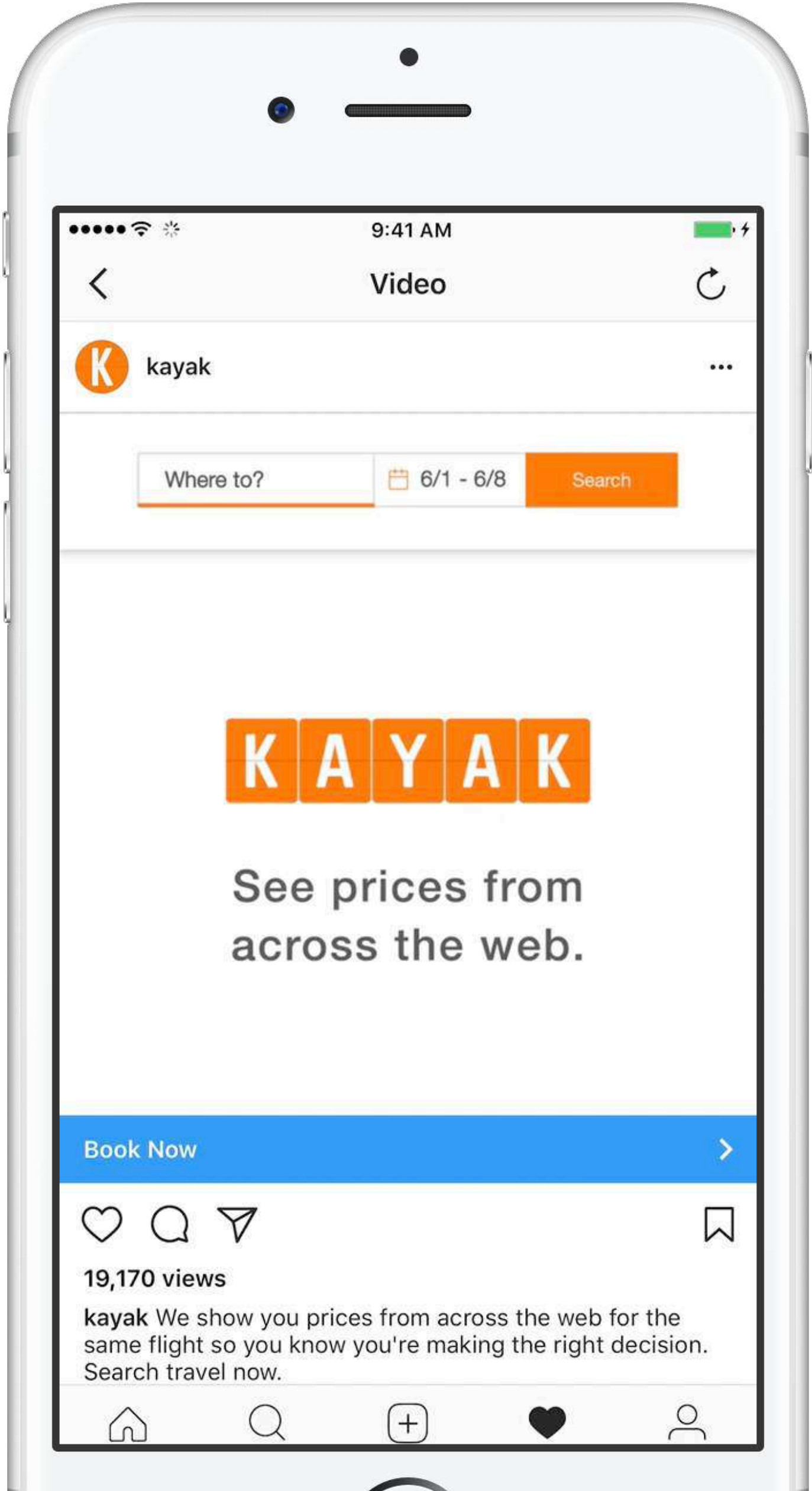
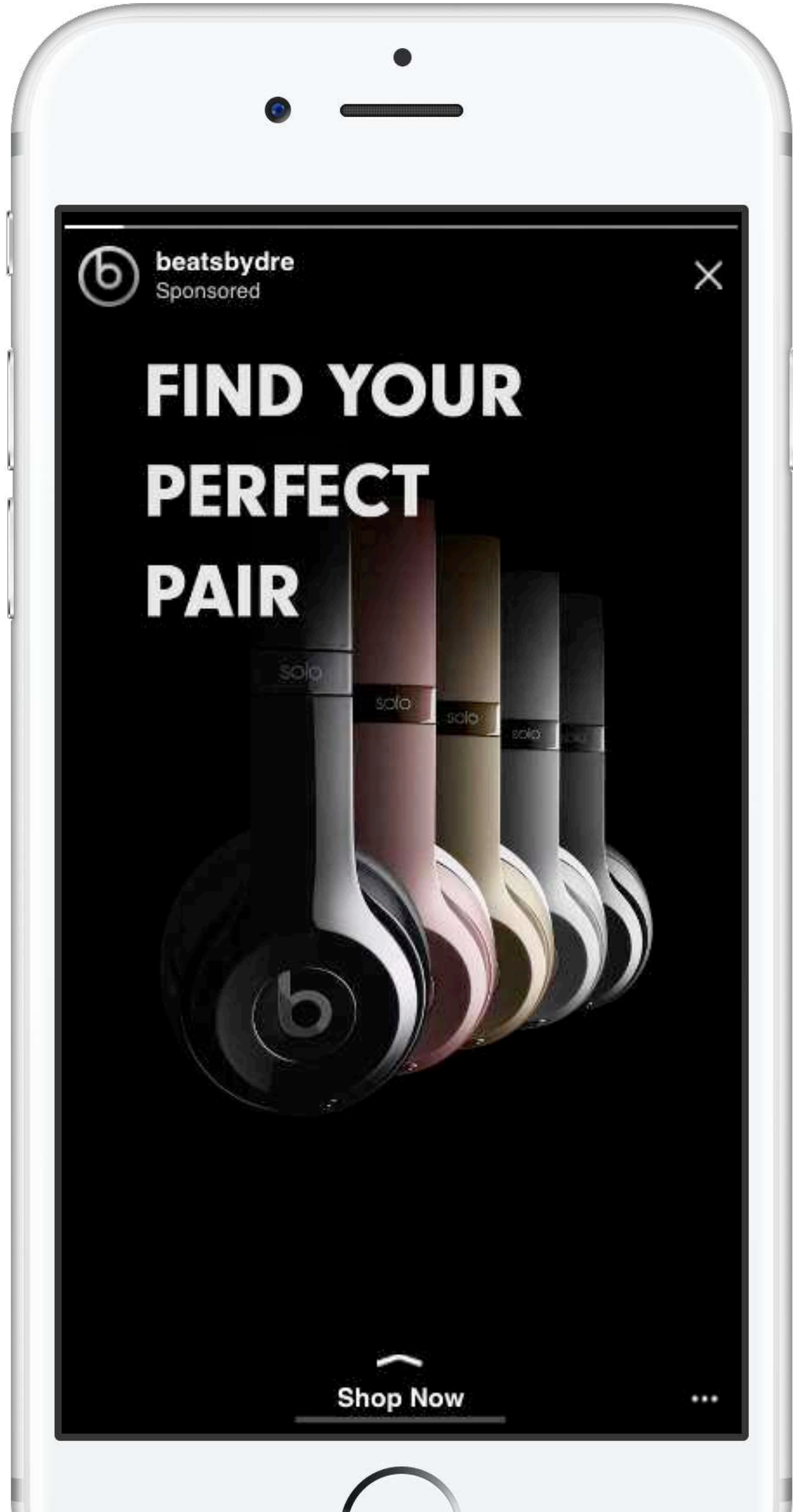
## CREATIVE TOOLS



Dynamic Creative  
Asset Customization



# CREATIVE CONSIDERATIONS





## CHOOSE THE RIGHT OBJECTIVE



Mobile App Install

Website Conversions

Lead Generation

Product Catalog Sales

## OPTIMIZE FOR THE RIGHT EVENT



Optimize for your true business value

Choose the right conversion window

## CREATIVE TOOLS



Dynamic Creative  
Asset Customization

## TRACKING AND MEASURING IMPACT



Conversion Lift  
3<sup>rd</sup> Party Measurement  
Separate Placement  
Performance Tracking



# IT'S WORKING! NOW WHAT?

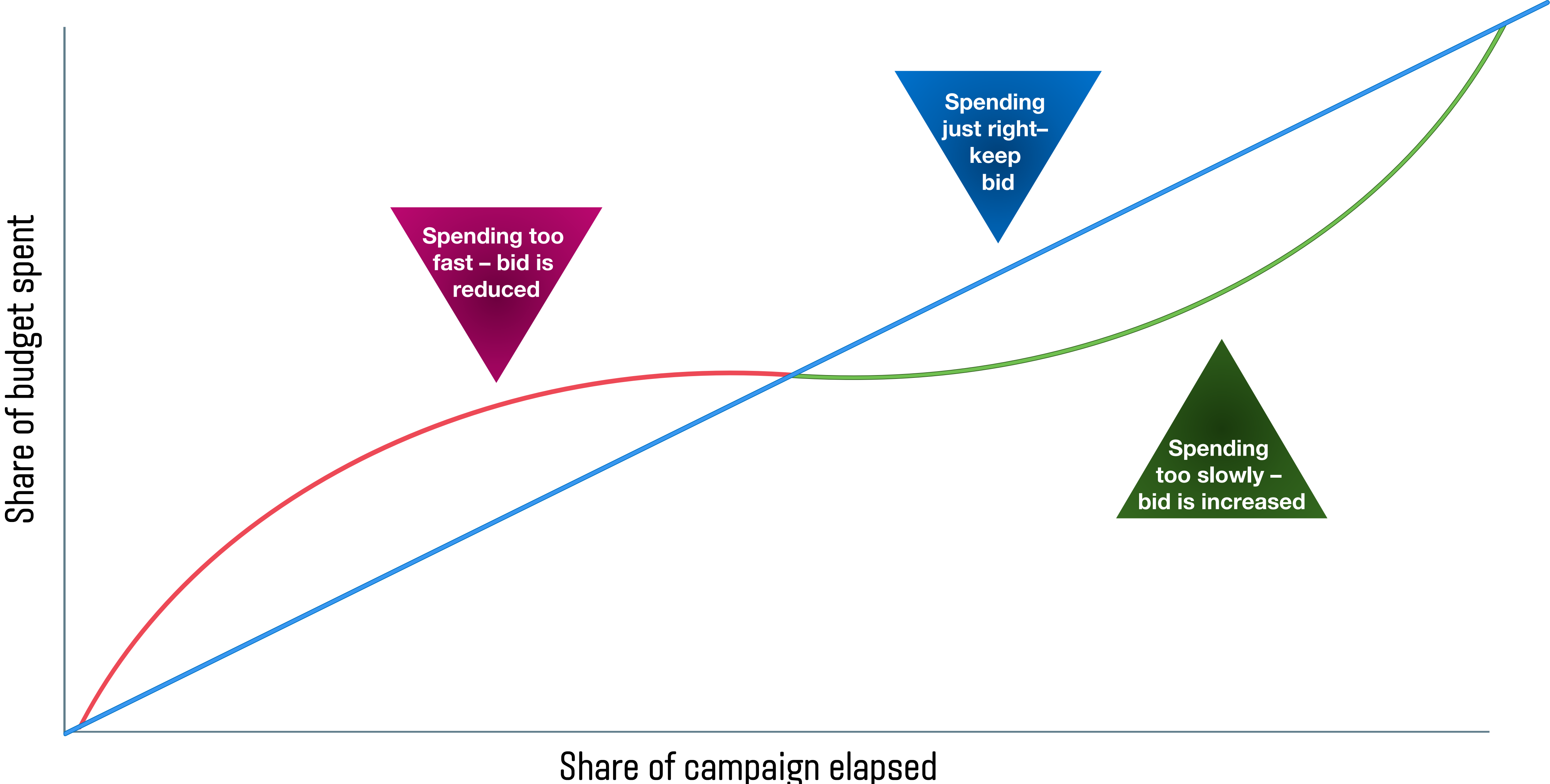
Increase budget,  
monitor CPA

Differentiate  
between  
auto-bid and  
manual bid

Optimize your  
creative,  
targeting and  
post-click  
experience



# IT'S WORKING! NOW WHAT?





# RUNNING ADS ON INSTAGRAM ONLY



audience  
network



Instagram



# RUNNING ADS ON INSTAGRAM ONLY



Reasons for buying media on Instagram only

- You want predictable delivery by platform
- You have dedicated budget for Instagram
- You want to test Instagram standalone impact
- You want to maximize reach on Instagram
- You want an outcome that we can't currently optimize for
- You want to implement your own testing frameworks



# GENERAL BEST PRACTICES



## OPTIMIZE

for the  
right action



## FOCUS

on right pixel and  
app event  
implementation



## MEASURE

cross-device and  
view through



## DELIVER

a delightful  
mobile experience



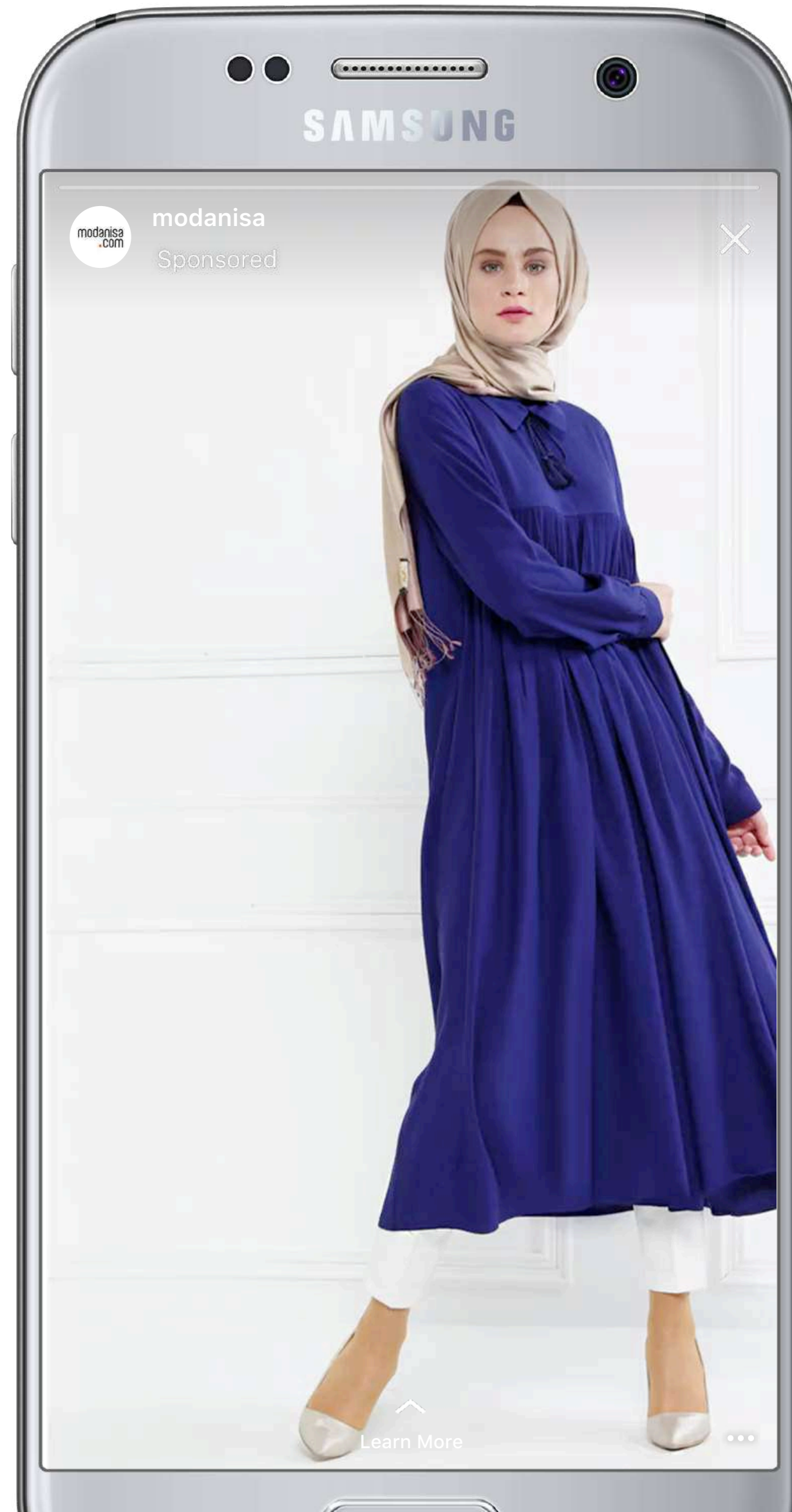
WHAT YOU MIGHT  
HAVE MISSED

ADS IN  
STORIES

ENHANCEMENTS  
TO EXISTING  
SOLUTIONS  
& PRODUCTS



# ADS IN INSTAGRAM STORIES: DRIVING IMPACT FOR BUSINESSES



Instagram's 1<sup>st</sup>  
Full screen Immersive Format

+

Facebook Ad Targeting

+

Audience

+

Measurement

=

AN UNMATCHED STORIES EXPERIENCE  
FOR BUSINESSES

# PERFORMANCE MARKETING IN ADS IN STORIES



## Available objectives:

- Website conversions
- Mobile App install & engagement
- Lead Generation
- Website traffic

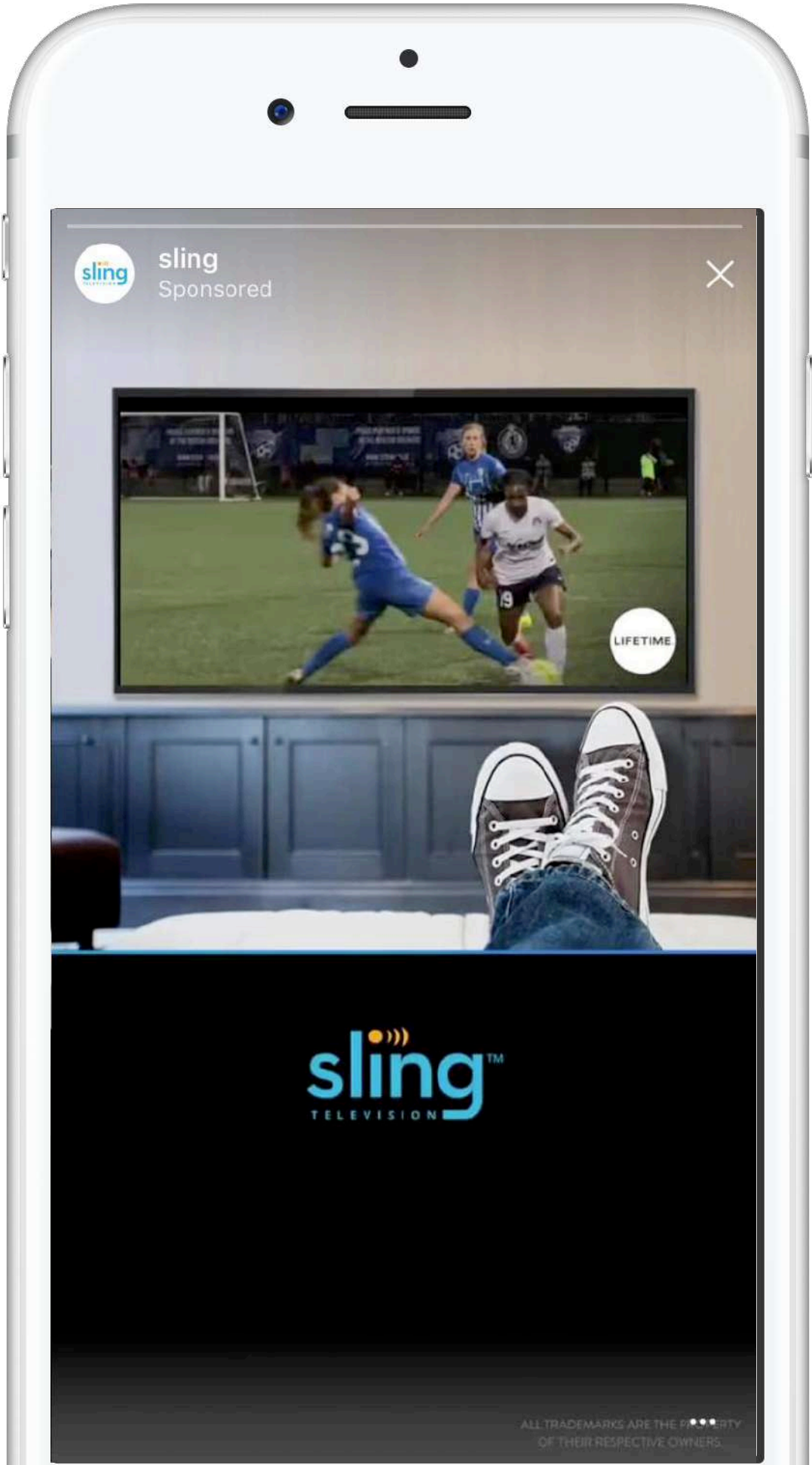
## Specifications:

- Native stories experience
- 9:16 creative
- Available through ads manager & API

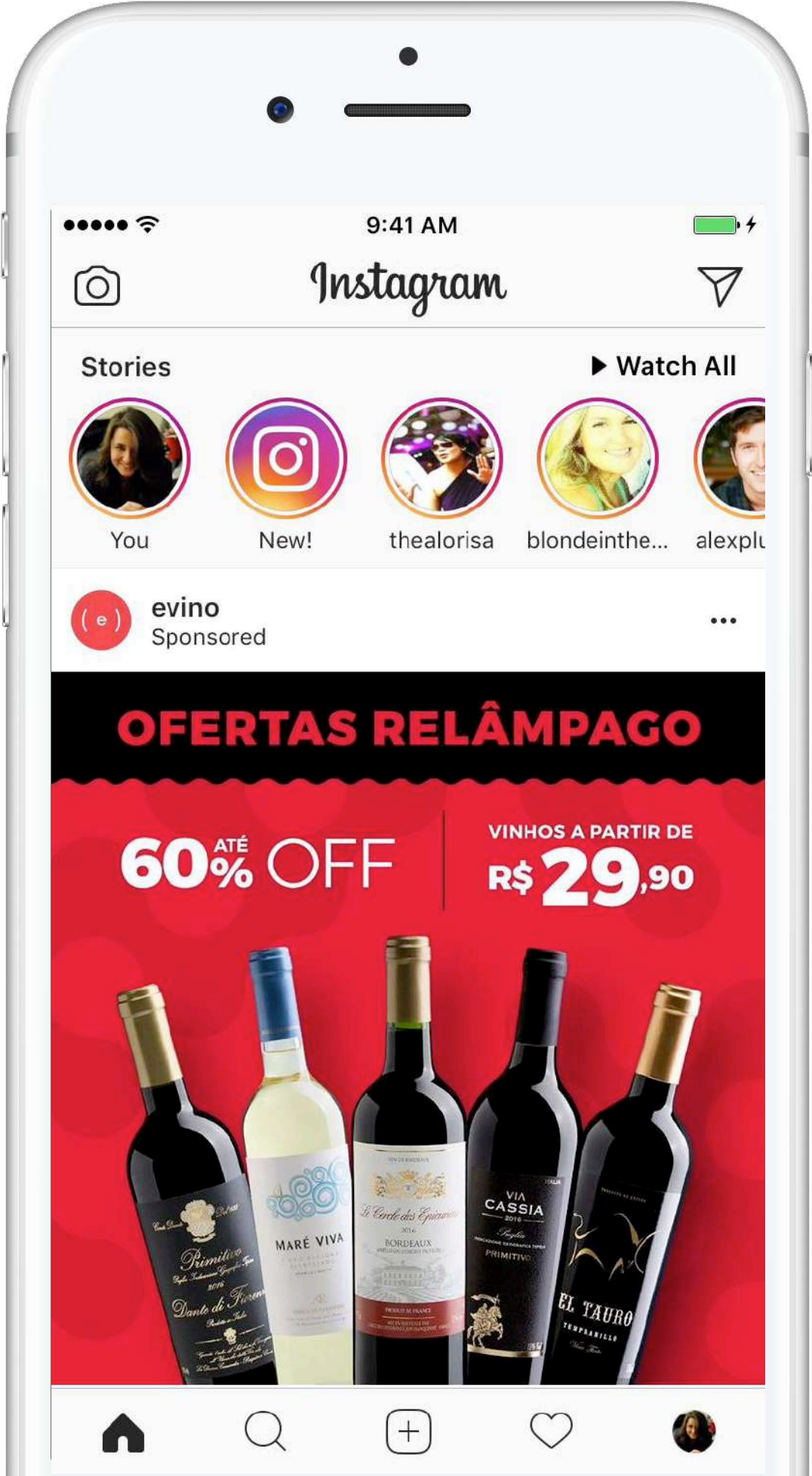


# ENHANCING OUR EXISTING SOLUTIONS & PRODUCTS

CANVAS IN STORIES



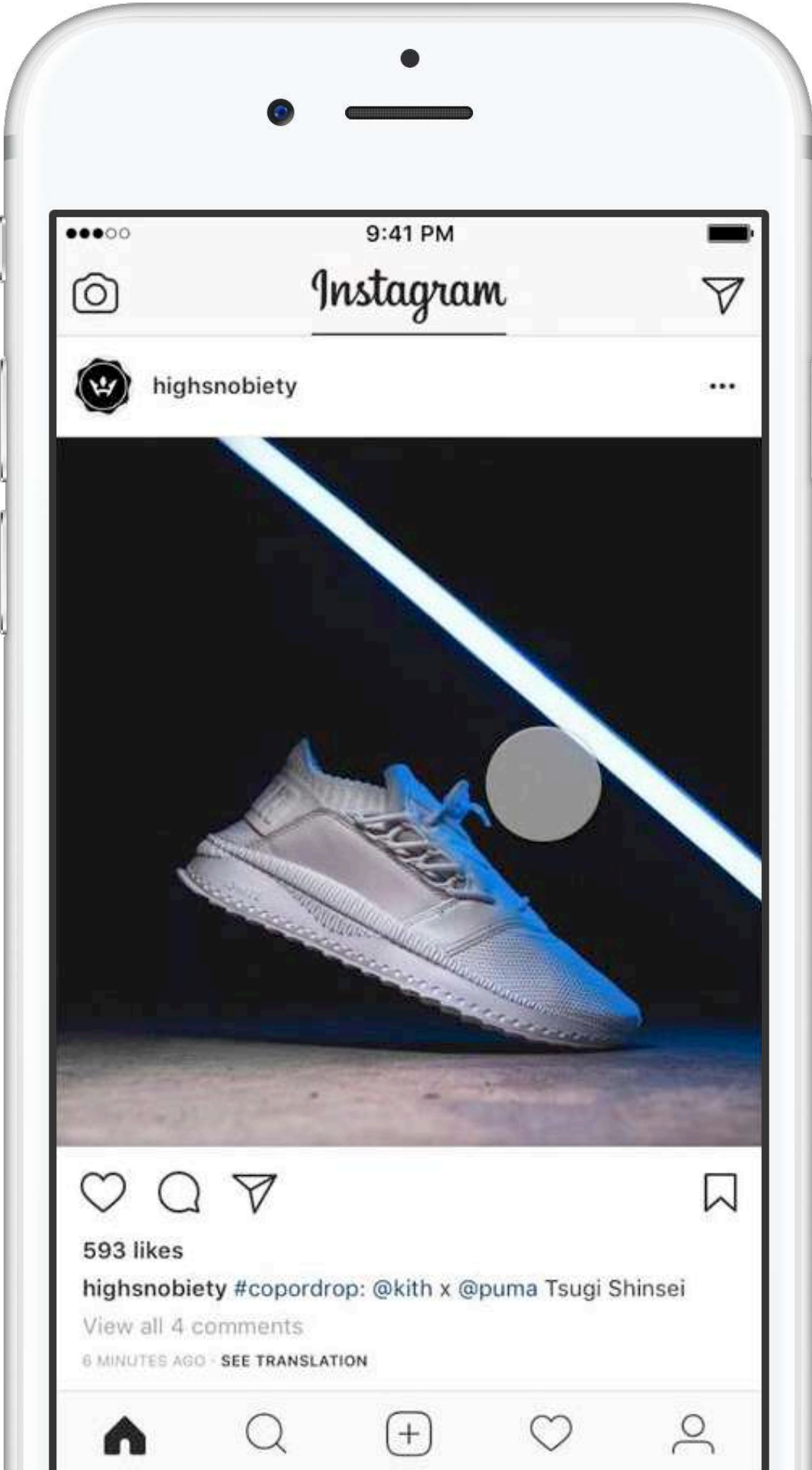
CANVAS IN FEED



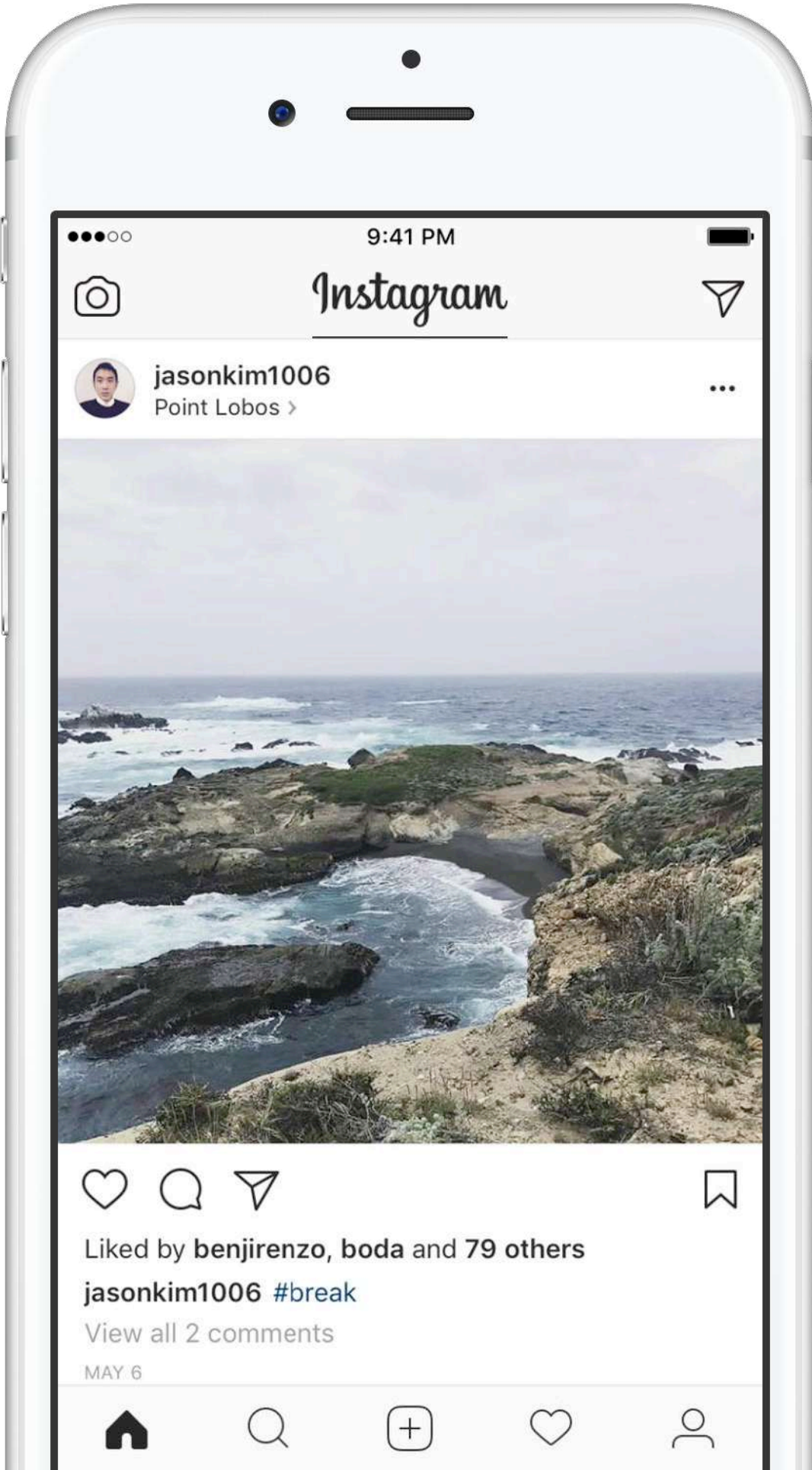


# ENHANCING OUR EXISTING SOLUTIONS & PRODUCTS

UPDATED POST-CLICK EXPERIENCE FOR VIDEO LINK ADS



IN-APP BROWSER RE-DESIGN

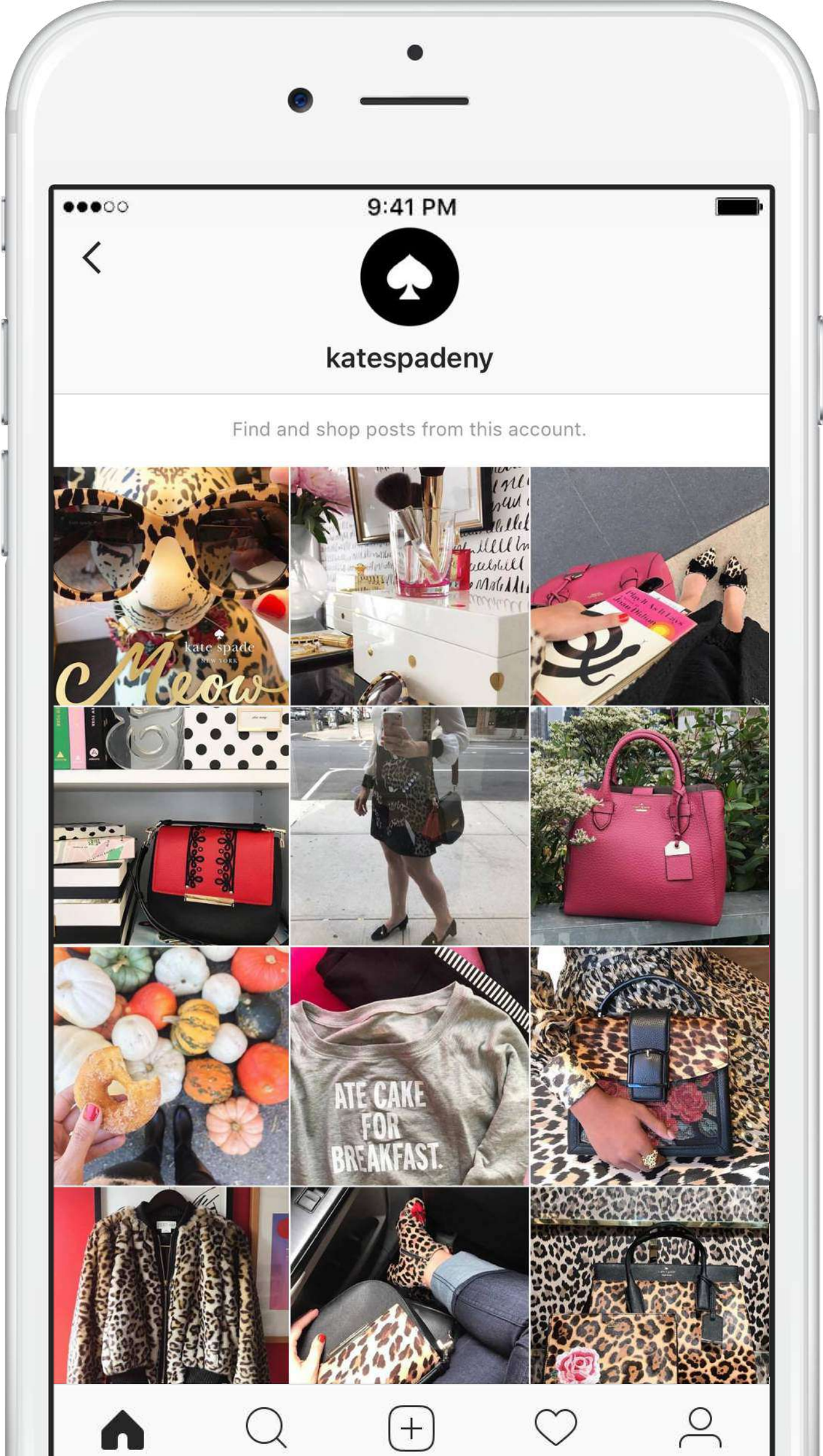
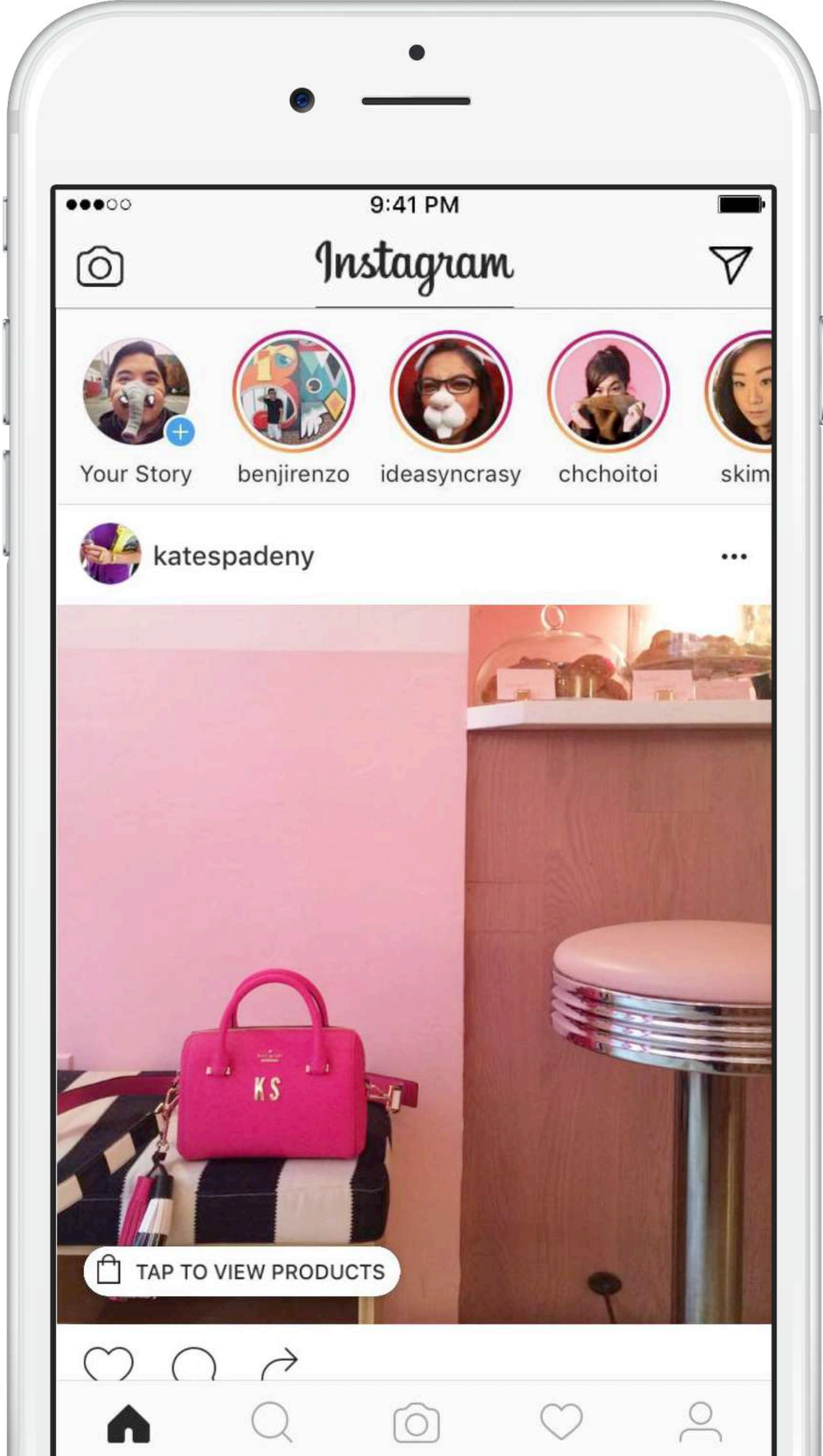


CONTEXTUAL CTA





# INSTAGRAM SHOPPING





TL;DR

