

KANTAR | FACEBOOK     

How to boost Facebook Family of Apps impact on sales ?

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What did we measure?

29 Facebook family of apps campaigns



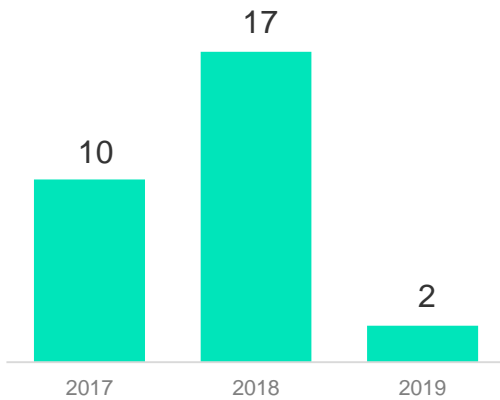
KANTAR

Consumer Media Measure
Modelling solution to measure media impact on sales

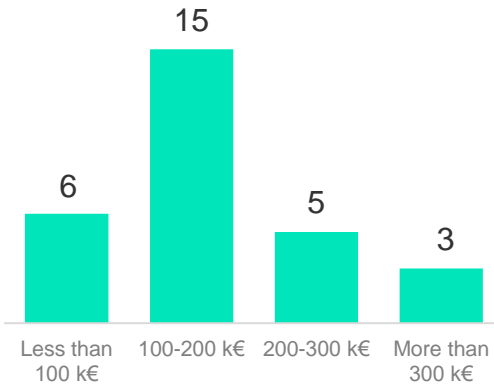


Return On Ad Spend

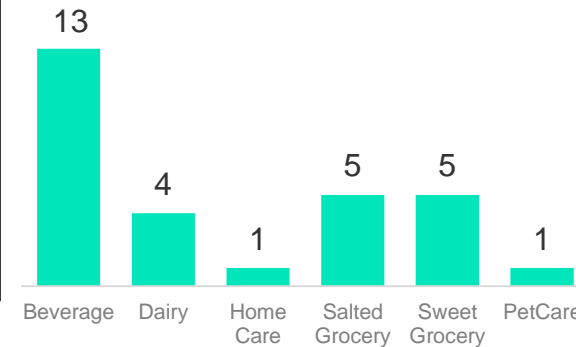
Campaigns run between 2017 and 2019



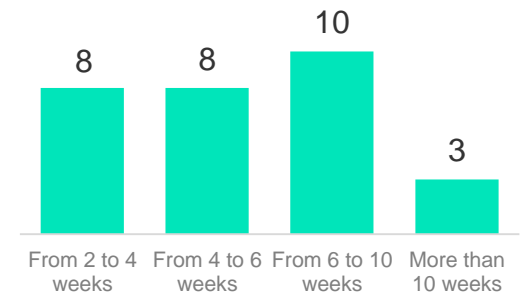
80% of the campaigns with 100+K€ budget



Campaigns for FMCG products with a large representativity of beverage

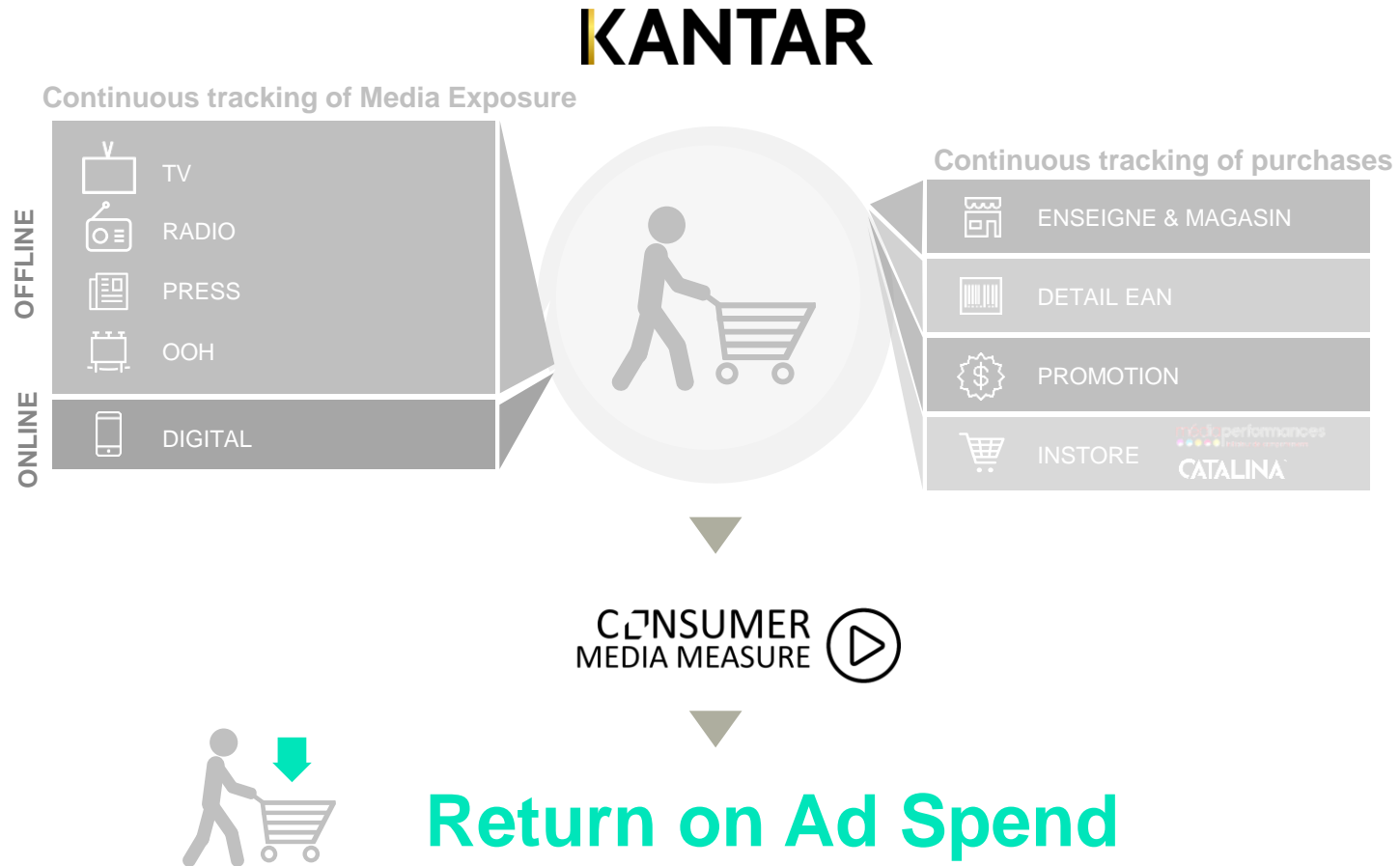


Different durations of the campaigns



How did we measure ?

Kantar Consumer Media Measure



What is ROAS ?

The ROAS (Return On Ad Spend) is the ratio between **incremental short-term sales** generated by the campaign and **investment** made on the campaign.

Incremental sales

generated by the campaign (in €)

Net investment

on the campaign (in €)


=

ROAS

2.0€

Average ROAS¹ on Facebook

On average Facebook generates twice the budget invested.

A young boy with curly hair, wearing a light blue t-shirt and dark shorts, is running barefoot on a sandy beach. He is holding a white toy airplane high above his head with his right hand. The background shows a wide expanse of sand and the ocean under a bright, hazy sky. The sun is low on the horizon, creating a strong lens flare effect. The overall mood is joyful and carefree.

But how to
maximize
FB ROAS ?

1.

Follow best practices from the platforms.

2.

Play it with TV... or not.

3.

Know what to expect for your brand.

1.

Follow best practices from the platforms.

2.

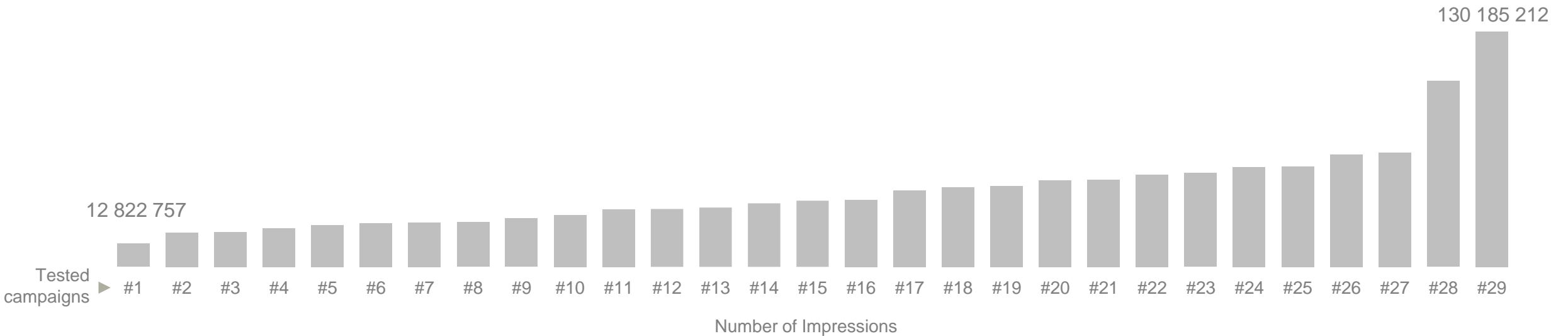
Play it with TV... or not.

3.

Know what to expect for your brand.

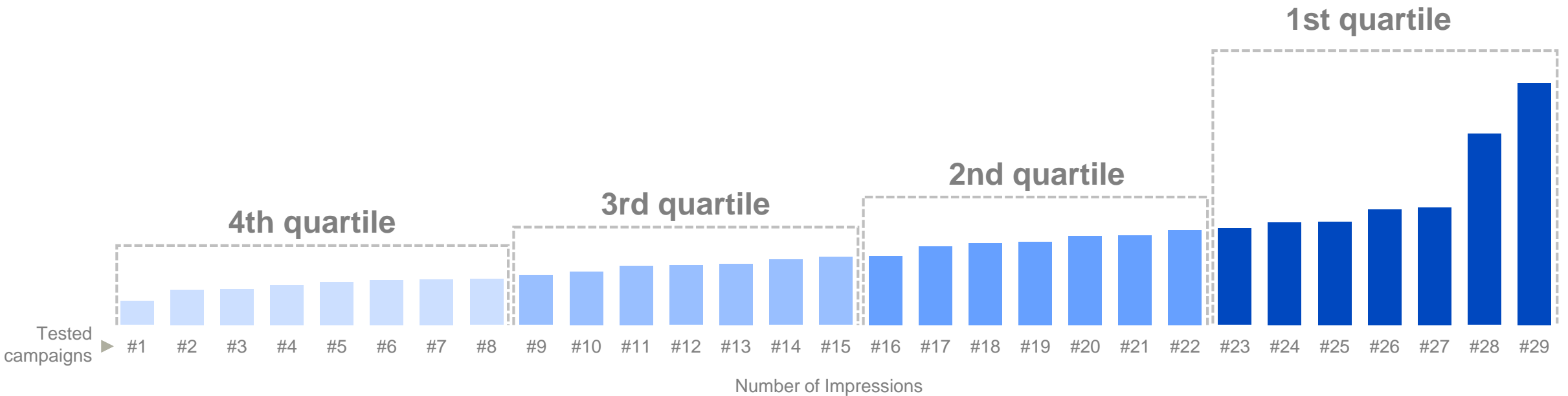
How did we proceed ?

- 1 We rank all the campaigns by the variable we want to test. Here **FB Impressions**.



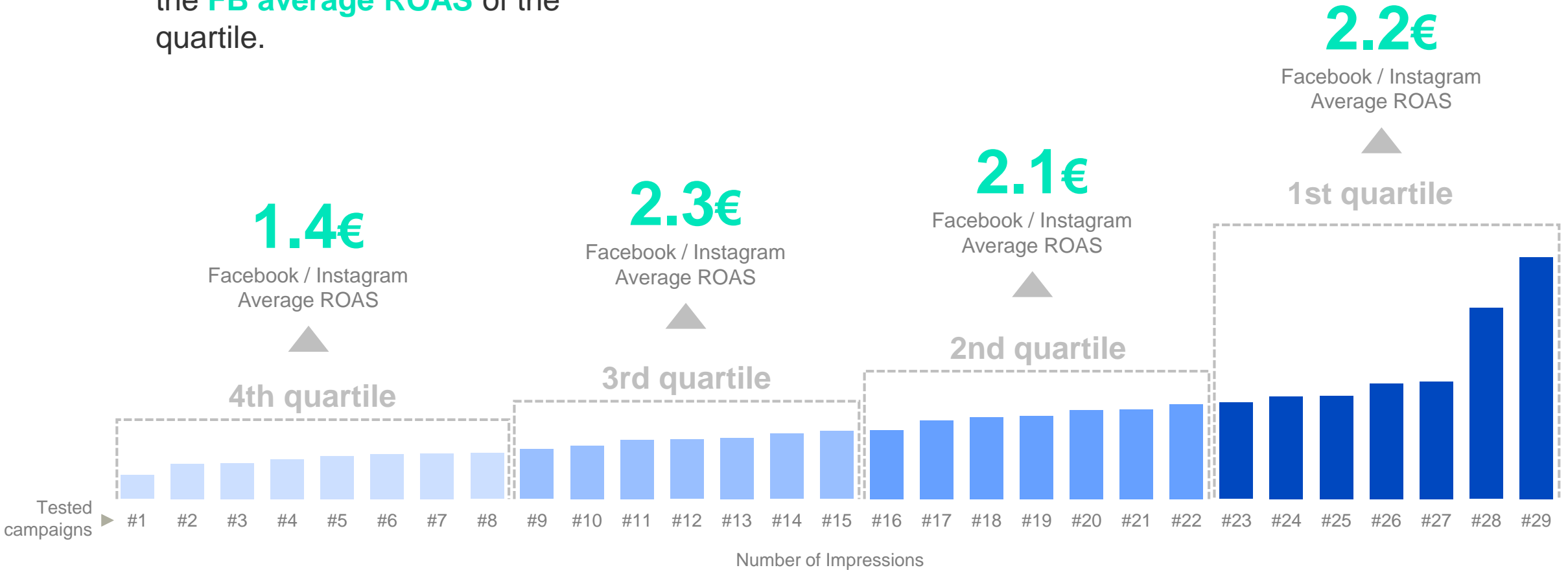
How did we proceed ?

2 We split the campaigns by **quartile**. We then have 4 groups of ranked campaigns.



How did we proceed ?

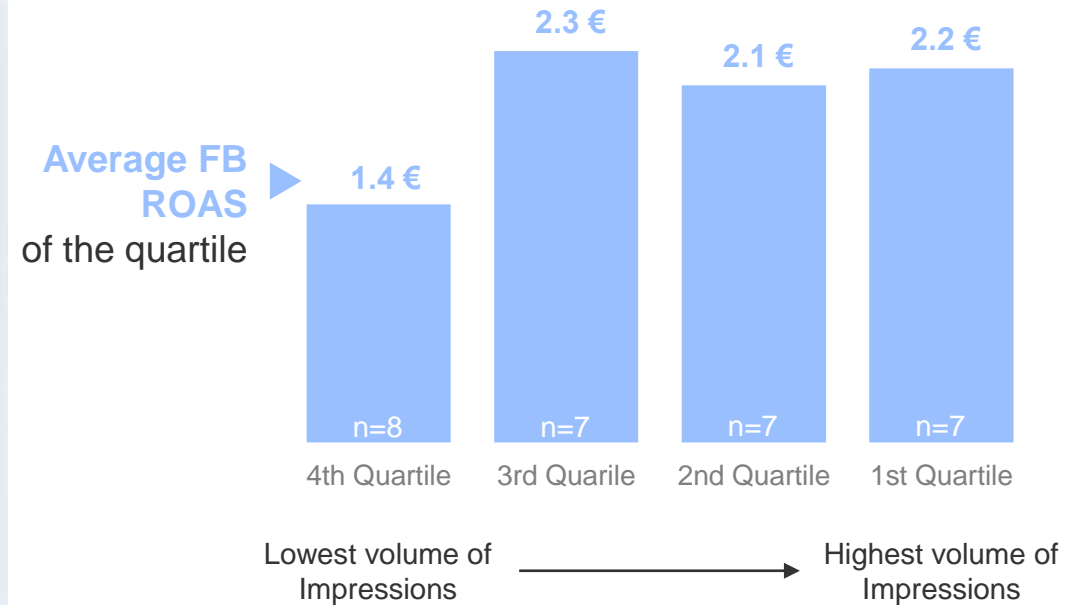
3 For each quartile, we calculate the **FB average ROAS** of the quartile.




How did we proceed ?



4 We check the impact of the studied variable on the **Facebook ROAS**.

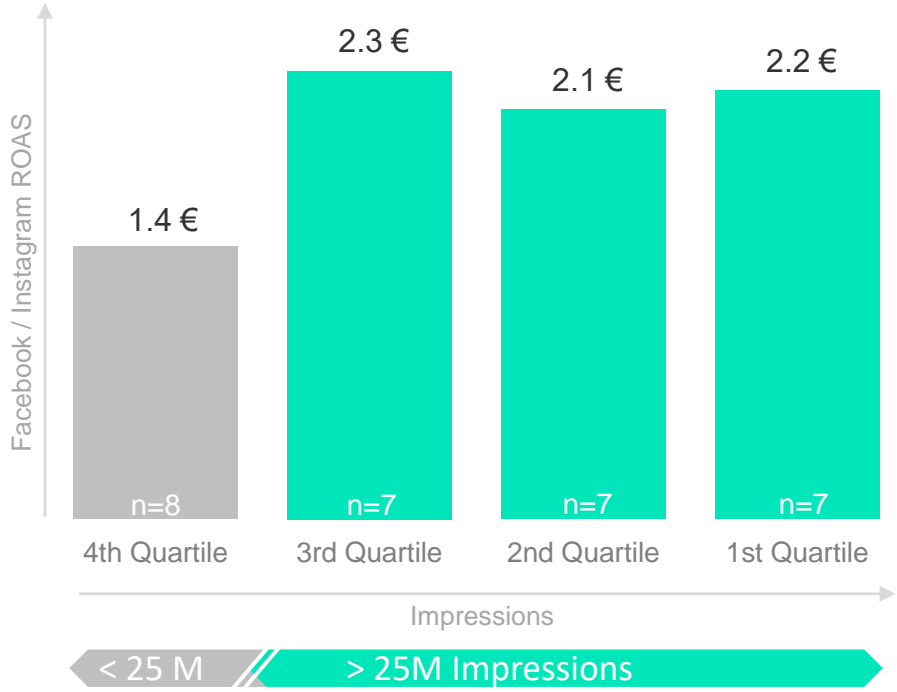




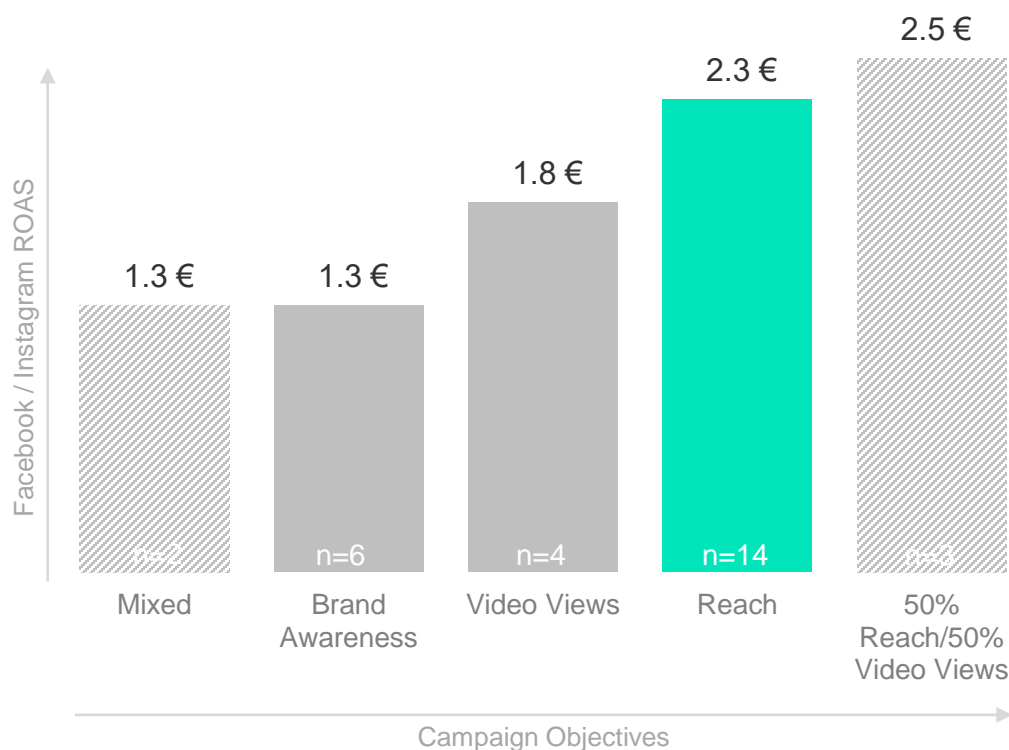
What are
the results ?

Average ROAS of campaigns with **more than 25M impressions** is 57% higher than campaigns with less than 25M impressions.

Impressions



Campaign Objectives



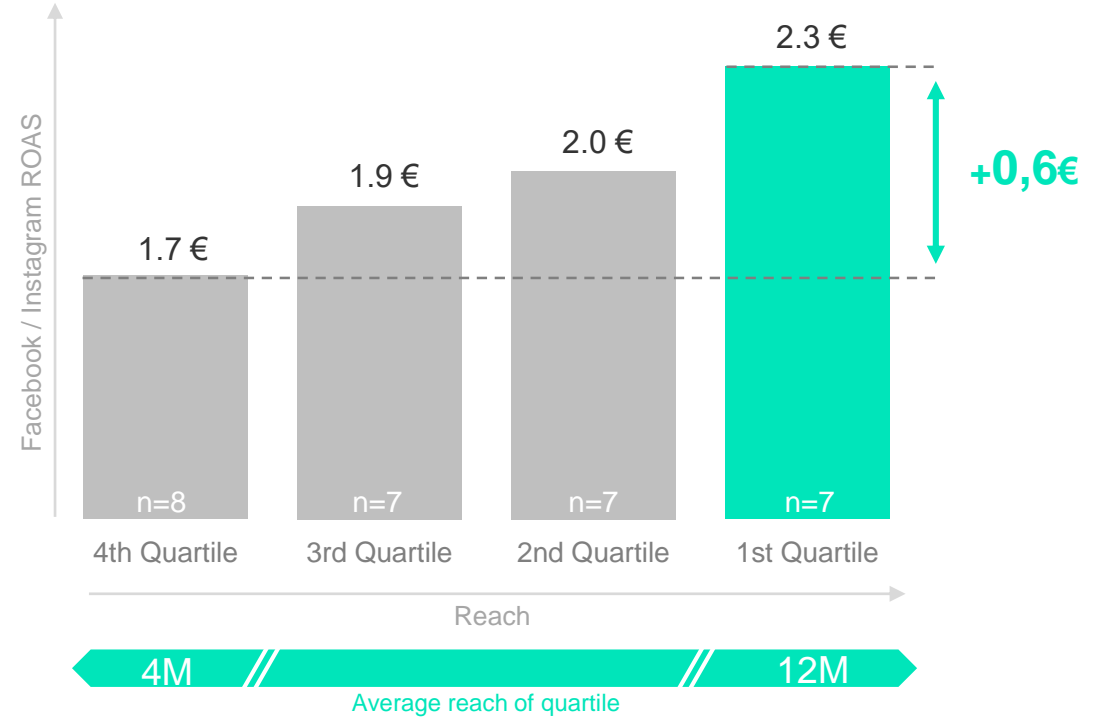
Campaigns with
Reach objectives
generate better ROAS.

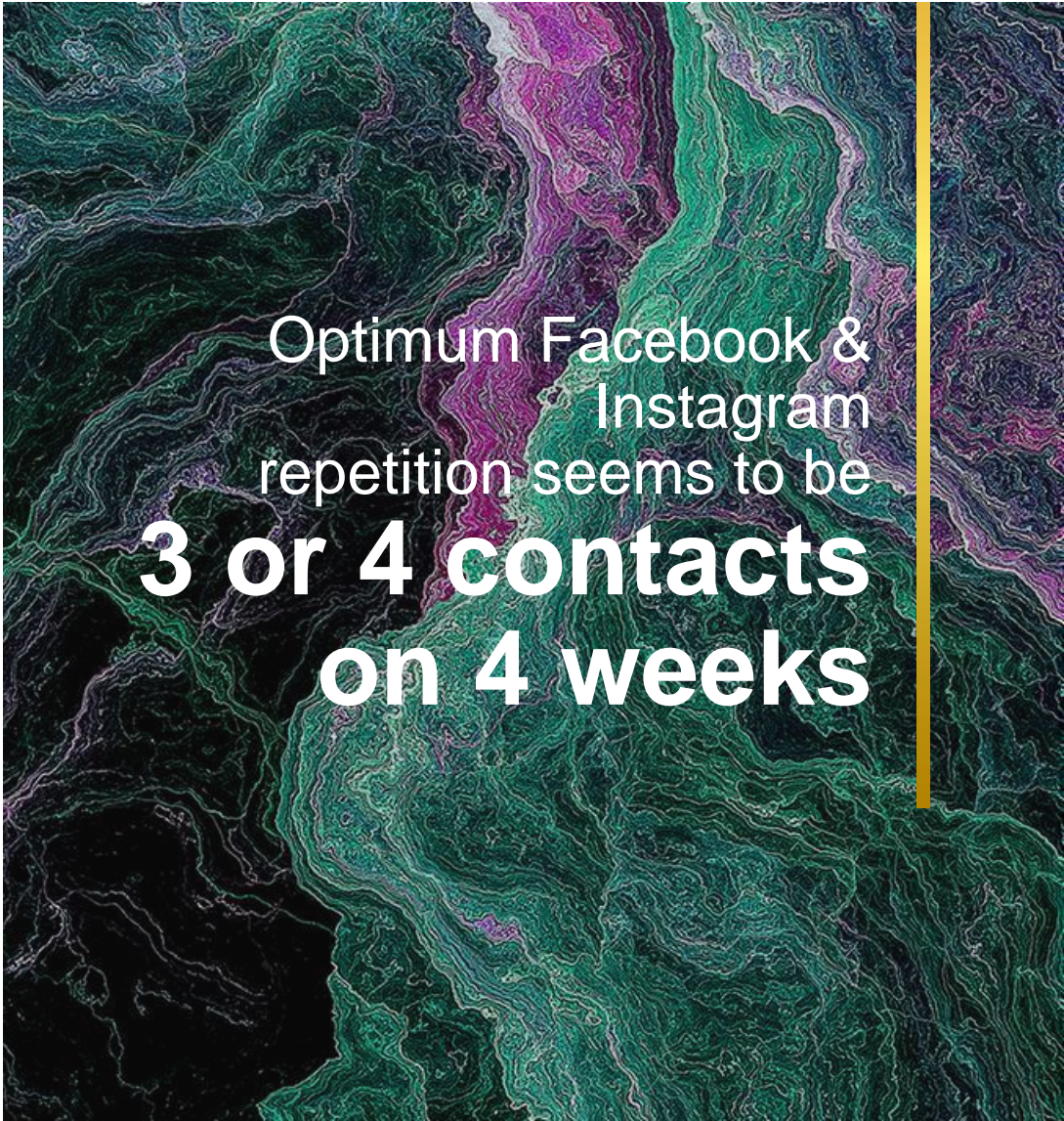
Campaign objectives	Definition
Mixed	Campaigns with more than 4 objectives
Brand Awareness	Campaigns optimized on brand impact
Video Views	Campaigns optimized on completion
Reach	Campaigns optimized on reach

Note: the 3 campaigns combining Reach and Video Views objectives raise a high ROAS but this hypothesis needs to be confirmed with further studies.

Campaigns with
Higher Reach
generate better ROAS.

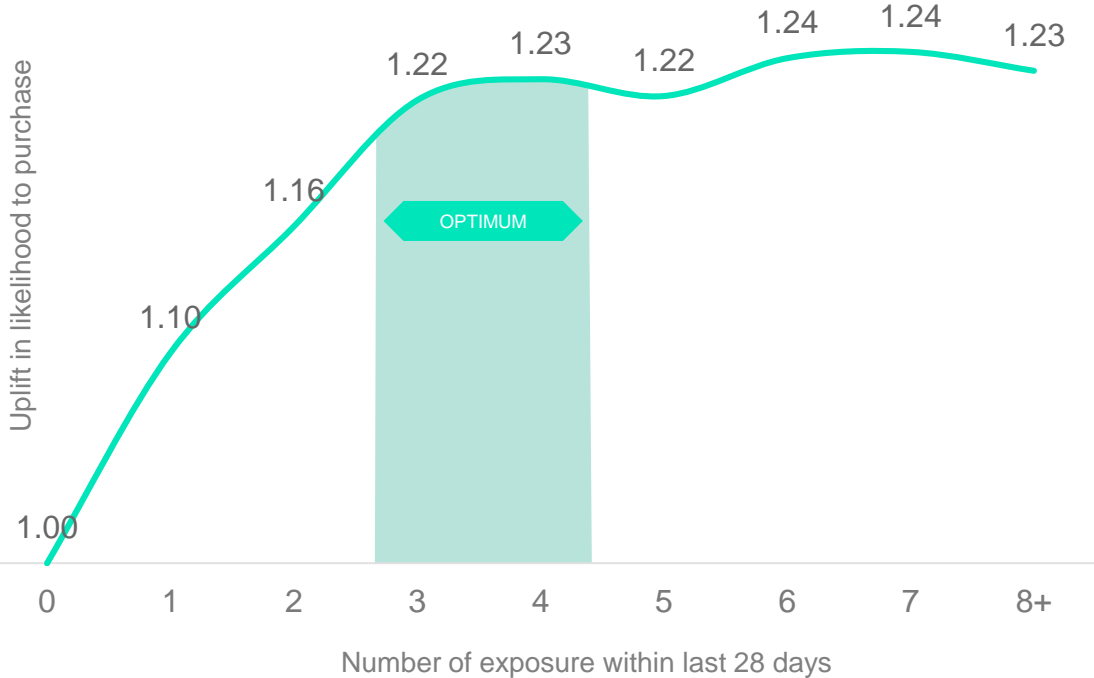
Reach





Optimum Facebook & Instagram repetition seems to be **3 or 4 contacts on 4 weeks**

Response curves



Beyond Reach and
weekly frequency,
**Creatives are
important !**

How did Facebook measure the creative score?



CREATIVE COMPASS

Creative Compass is a (beta) creative diagnostic tool developed by Facebook to deliver diagnostics for advertisers to better understand creative quality. This is crowd-sourced ad ratings for each creative diagnostics:

Please rate these images on the following statement
It is easy to identify the advertiser in the ad

It is easy to identify the advertiser in the ad

Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Submitted ads are rated by raters on Amazon M-Turk along 3 dimensions (noticeability, brand association and message comprehension) for static & video (at 3 seconds video view)
- 40 raters per dimension and condition
- Results are aggregated and the data is cleaned
- Ads with higher amounts of disagreements are weighted lower

Noticeability
This ad would grab your attention

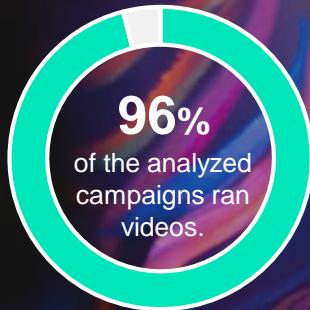
Brand Association
It is easy to identify the advertiser in the ad

Message Comprehension
It is easy to understand the message

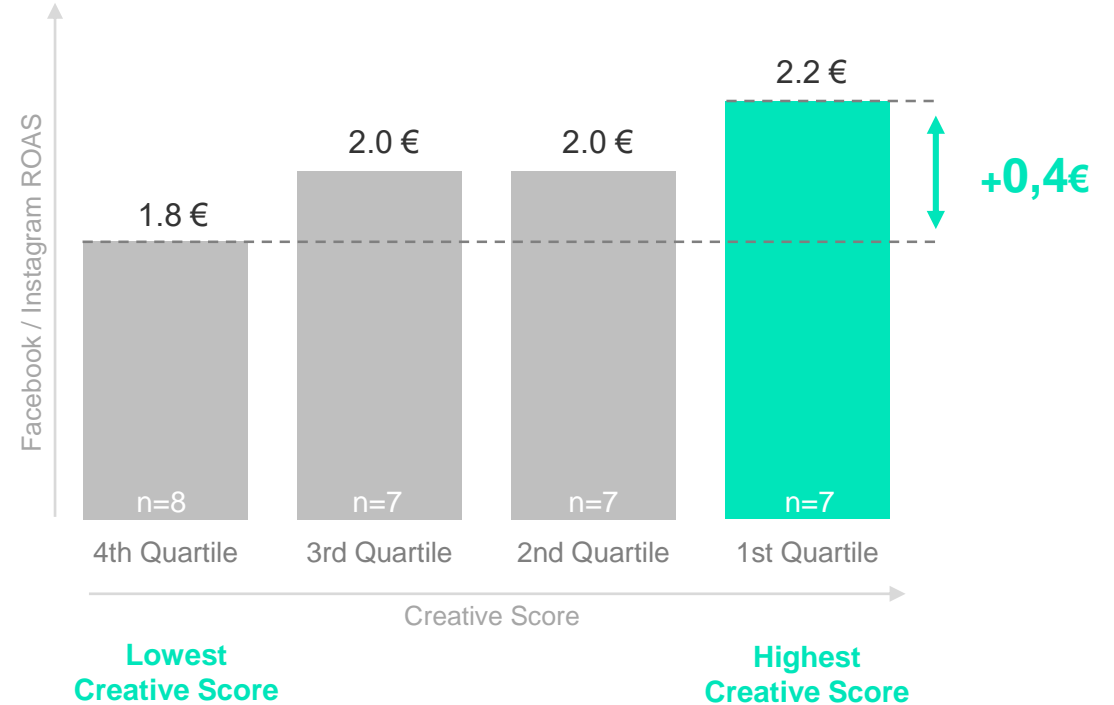
Following

basic guidances

of mobile and Facebook/Instagram optimized creatives can slightly increase the ROAS.



Creative Score



Don't miss your first

3''

3sc view rate



1.

Follow best practices from the platforms.

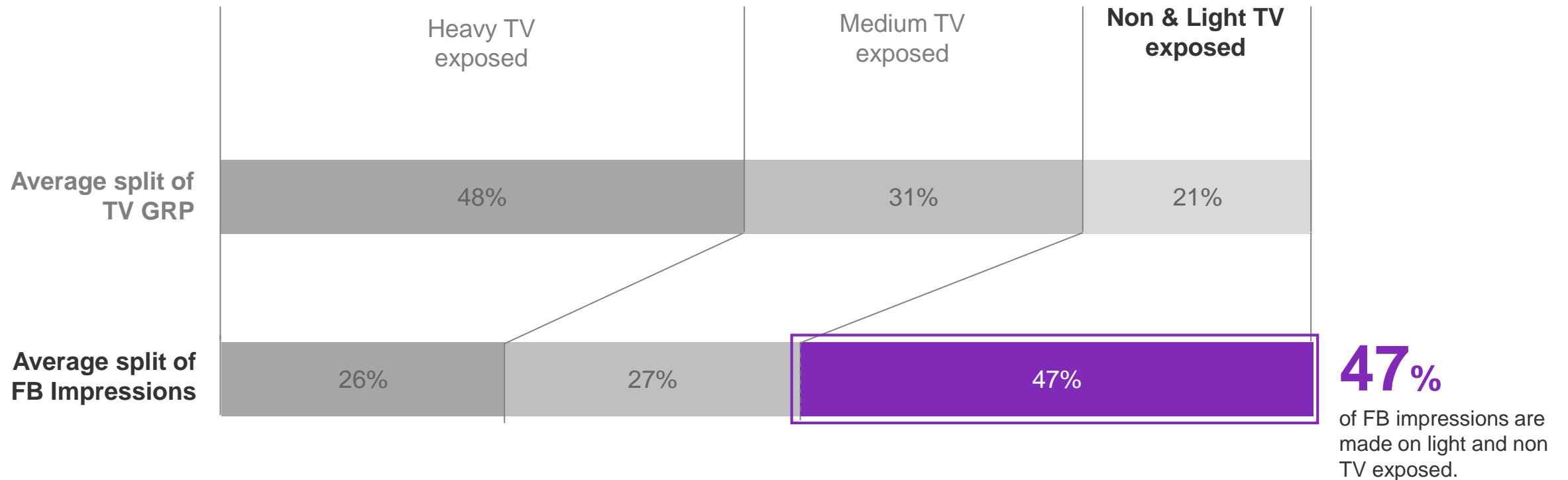
2.

Play it with TV... or not.

3.

Know what to expect for your brand.

Facebook/Instagram is good to reach Light & Non TV viewers.



Facebook is also efficient to impact people exposed to both.



Average TV + FB/IG synergy

+23%

Chance to purchase when exposed to both TV & FB/IG vs when exposed to only 1 media.

2.3€
Average ROAS on Facebook

n = 8

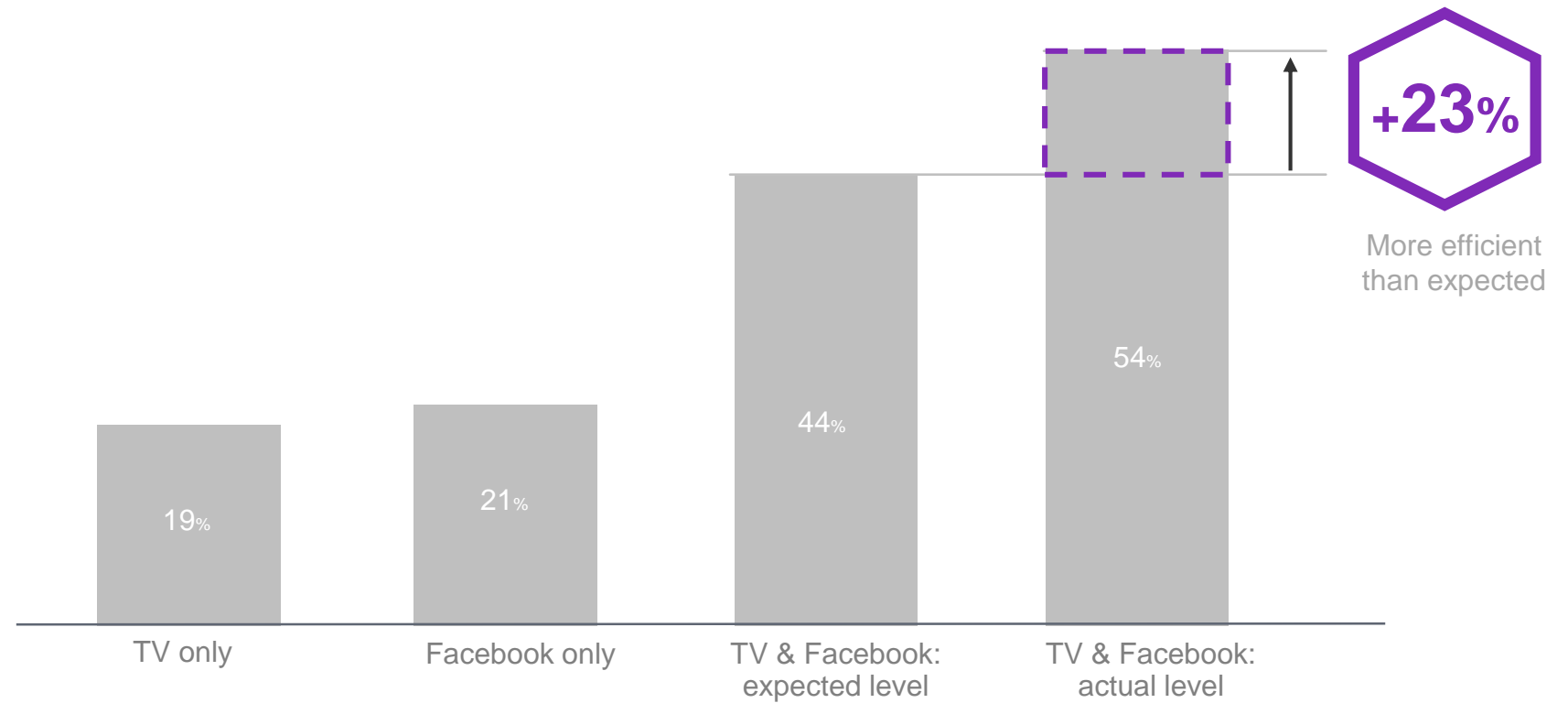
Campaigns with **highest synergy** between TV & FB/IG

1.8€
Average ROAS on Facebook

n = 9

Campaigns with **lowest synergy** between TV & FB/IG

Facebook is also efficient to impact people exposed to both.



1.

Follow best practices from the platforms.

2.

Play it with TV... or not.

3.

Know what to expect for your brand.

The FB profitability is slightly better on young brands.



n=7

Youngest Brands

25% brands with biggest part of sales made by under 35 y.o.
(more than 23% of sales)



n=7

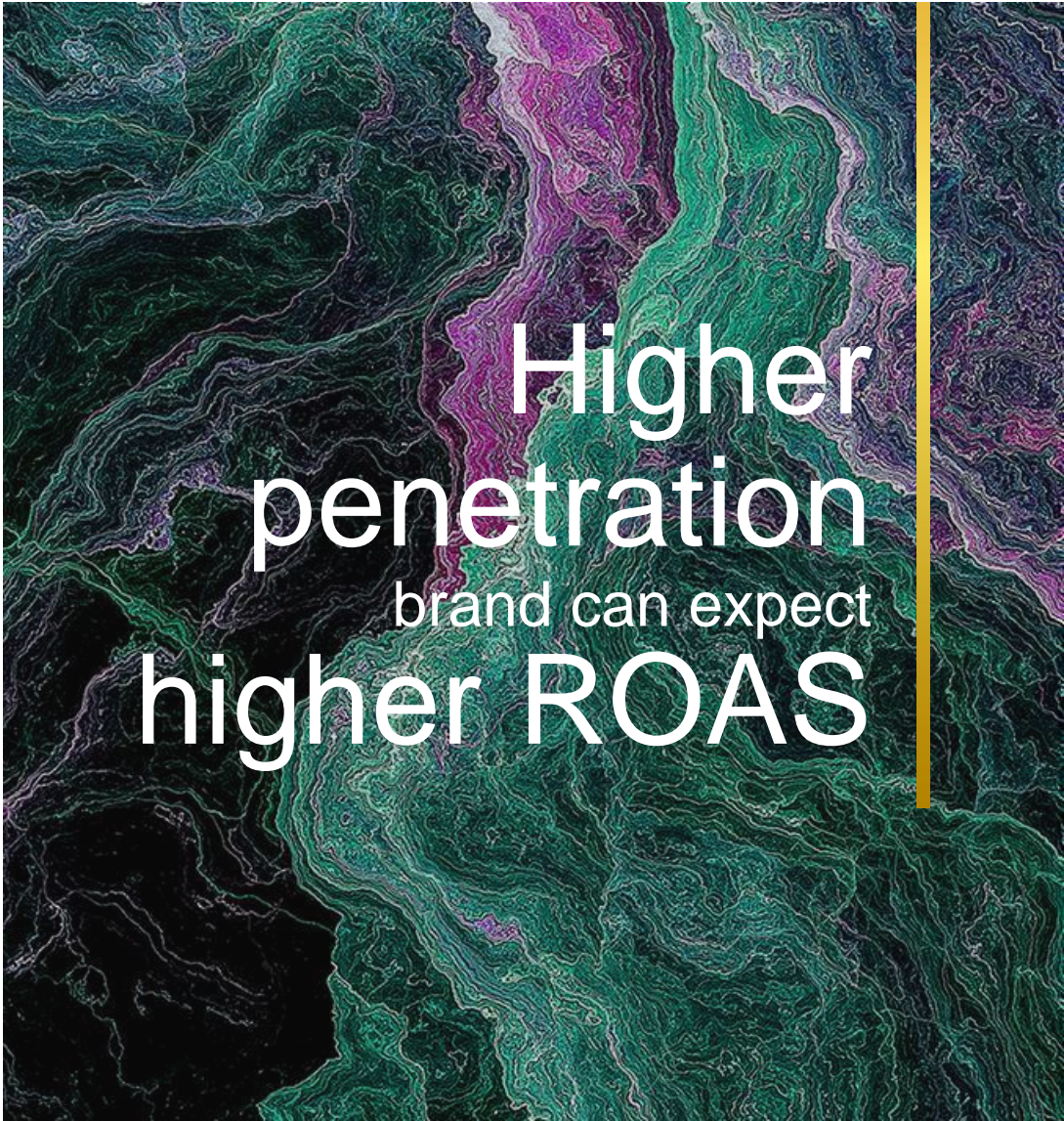
Older Brands

25% brands with biggest part of sales made by 65 y.o. or more
(more than 28% of sales)

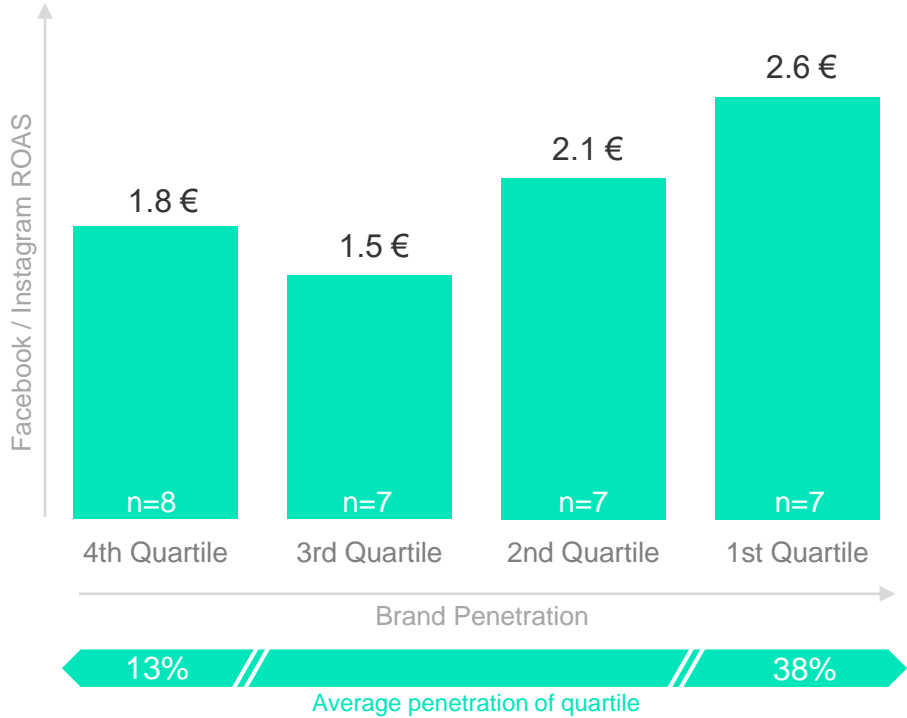
But small differences across market on FB efficiency.

Global results





Brand Penetration



Tend to favor a minimum power of the Facebook/Instagram campaigns.

- More than 25M impressions¹ seems to be a minimum to have a significant impact
- Repetition between 3 and 4 across 4 weeks²
- Prioritize Reach objective
- Optimize your creatives regarding basic guidance for mobile ads

Use the best complementarity between FB/IG and TV.

- 47% of Facebook / Instagram impressions are made on non or light TV viewers³
- Maximize Facebook and TV synergy to boost your ROAS

Know what to expect for your brand.

- Facebook / Instagram campaigns perform slightly better on younger brands but can also be efficient on older brands
- FB/IG campaigns can be efficient on all FMCG markets
- You can mechanically expect bigger ROI if you have bigger penetration

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