

GROW YOUR EXPORTS



A Guide to Cross-Border Business Growth

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PREFERENCES OF THE MODERN CROSS-BORDER SHOPPER

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CATEGORY DEEP DIVE

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META SOLUTIONS TO DRIVE EXPORTS



Success Stories:

Businesses optimizing results across borders with Meta solutions



APAC → USA, CANADA, AUSTRALIA
32% lower cost per acquisition



INDIA → USA
100% Increase in completed leads



INDIA → AUSTRALIA, CANADA, EU, UK
13% higher return on ad spend



INDIA → UK
40% incremental sales using Advantage+ Creatives



INDIA → USA
69% increase in purchases



INDIA → USA
23% higher ROAS using ASC + Bid Multiplier



INDIA → USA
40% incremental sales using Advantage+ Creatives



AUSTRALIA → USA
45% Lift in Brand Awareness



INDIA → USA
11% higher purchases using ASC with Bid Multiplier



INDIA → USA
7% Lower overall Cost per lead



GERMANY → USA
55% Lower Average Cost Per Lead



INDIA → USA, UK, AUSTRALIA
32% higher ROAS using ASC with Bid Multiplier



INDIA → USA
82% Lower overall Cost per lead



Singapore → CANADA/EU /AUSTRALIA/JAPAN/SINGAPORE
40% incremental sales using Advantage+ Creatives



INDIA → USA
50% higher Return on Ad spend



APAC → USA
7% Lower cost per acquisition



INDIA → USA
30% Increase in Brand visits

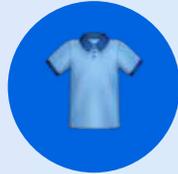


POLAND → EU, USA, AUSTRALIA
66% increase in return on ad spend

Categories: A Deep Dive into Key Trends and Insights Across Industries



APPAREL



MENSWEAR



BEAUTY



JEWELRY



CONSUMER ELECTRONICS PRODUCTS



PET RELATED PRODUCTS



FURNITURE & DECOR

Meta solutions across cross-border operations

Introduction to the Meta suite: Map solutions across levels in Beginner, Intermediate and Advanced

Start with key friction points and gradually build seamless experiences with Meta's global expansion partners

LEVEL 1

Beginner

- > Introduction to Meta technologies
- > Getting started with advertising on WhatsApp & Instagram.
- > Setting up campaigns in Meta Ads Manager

LEVEL 2

Intermediate

- > Leveraging best practices
- > Unlocking AI-enabled tools
- > Automation
- > Simplifying account structure
- > Creative diversification for impact

LEVEL 3

Advanced

- > Scaling reach with Partnership Ads
- > Driving efficiency with Conversions API
- > Maximizing results with Bid Multipliers

PARTNERS

Global expansion partners

Meta Business Partners

Global expansion partners

Preferences of the Modern



1

2

3

Cross-border Shopper

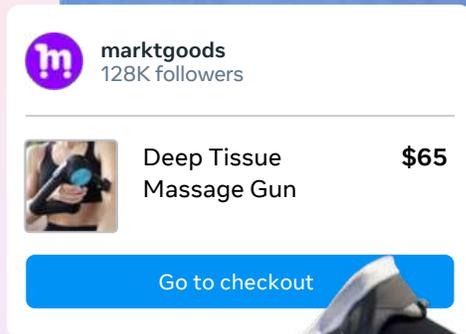
 Meta

People are increasingly using **TECHNOLOGY** to make purchases from across the **GLOBE**

This meets their growing need for an abundance of options



The growth of cross-border shopping is setting the stage for a commercial landscape that could be predominantly international



marktgoods
128K followers

Deep Tissue Massage Gun \$65

Go to checkout



2X

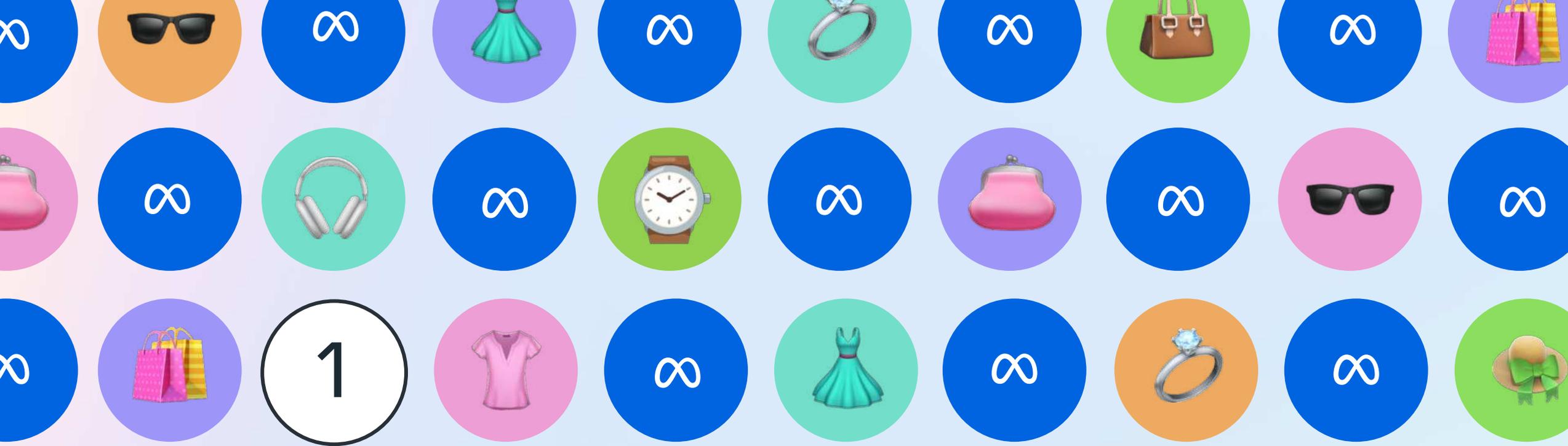
faster cross-border trade growth.

(107%) versus domestic growth

(48%) in the next 5 years

\$3.3T

predicted value of cross-border ecommerce in 2028.



New shopping decisions.

Cross-border shoppers demand an abundance of options to find the best product/deal and want to make quick decisions autonomously.



As **CROSS-BORDER SHOPPERS** seek to make the right choice in a world of abundance, shopping decisions become more complex

61%

Want to have a large selection of products to choose from



72%

Actively seek out promotions/offers before making a purchase



People who shop from **ABROAD** are open to try out new products and brands




70%

are always open to products that match their interests or meet their needs



71%

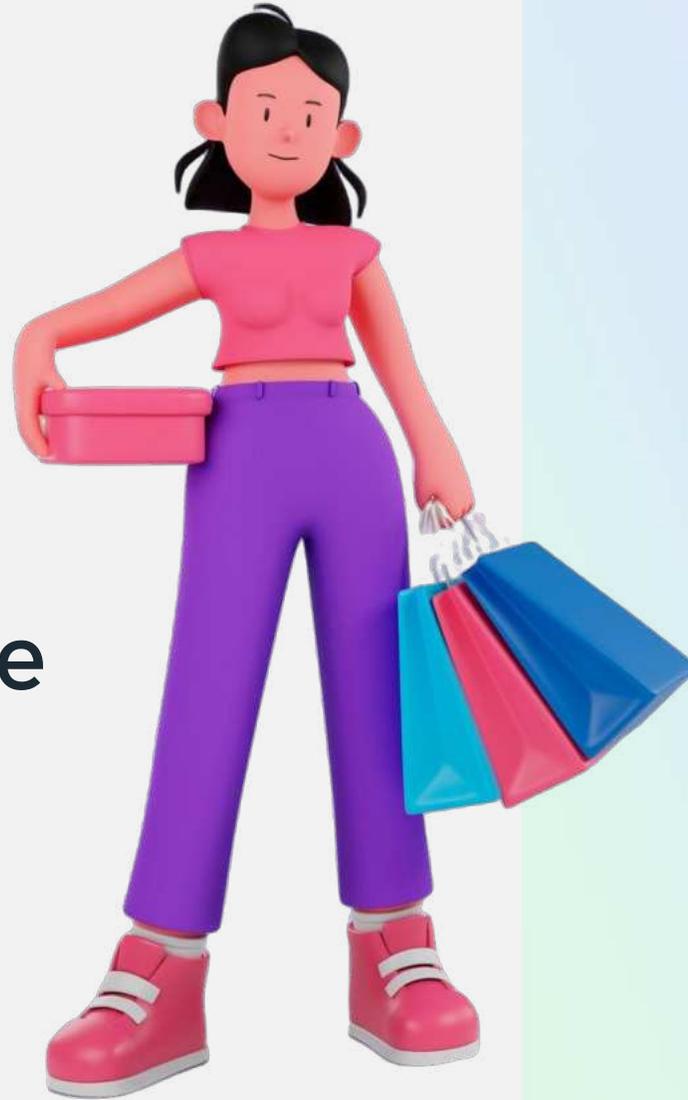
are open to shopping from new brands they discover




72%

are open to try out new brands they haven't heard of before if they find an attractive promotion / offer

Cross-border shoppers want to make faster purchase decisions without the need for outside help / guidance



ACCELERATION OF SHOPPING JOURNEYS

51%

Want to shop for products on their own without help/guidance

48%

Make same-day (25%) or same-week (23%) shopping decisions

59%

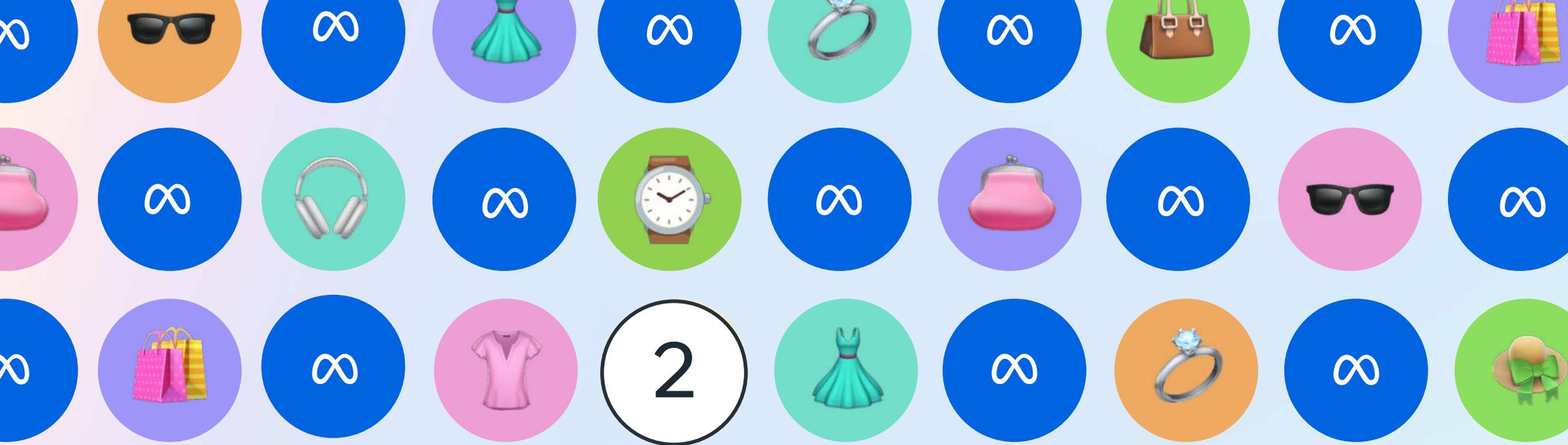
Make spontaneous shopping decisions based on promotions / offers they receive

48%

want to spend a minimal amount of time looking for the right product

57%

make, over time, more unplanned purchases online as shopping becomes more convenient



Expectations of shopping experiences

Cross-border shoppers want to be empowered and feel validated as they navigate shopping decisions with experiences that offer more personalization, connection, information, and entertainment.

People who shop internationally expect experiences that empower them to make decisions in a world of abundance

PERSONALIZATION



Curated product discovery

INFORMATION



Access to product information to guide decision making

ENTERTAINMENT



Presentation of shopping content in an entertaining form

CONNECTION



Recommendations by trusted sources

Facing more options, **CROSS-BORDER SHOPPERS** expect a shopping experience that is personalized based on their interests and preferences



71%

feel more motivated to start shopping when they see products that resonate

62%

want their shopping experiences to be personalized based on their unique interests and preferences

Consumers who buy from foreign markets expect more personalization features on a shopping site / app

Personalization-related shopping features on a site/app consumers want:



Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.



73%

More detailed information about the product



55%

Stay up to date on brand's news and product updates



49%

Learn about a brand's story and values

Cross-border shoppers want to feel empowered to make an educated decision by having access to product/ brand information



70%

Product comparisons across sites



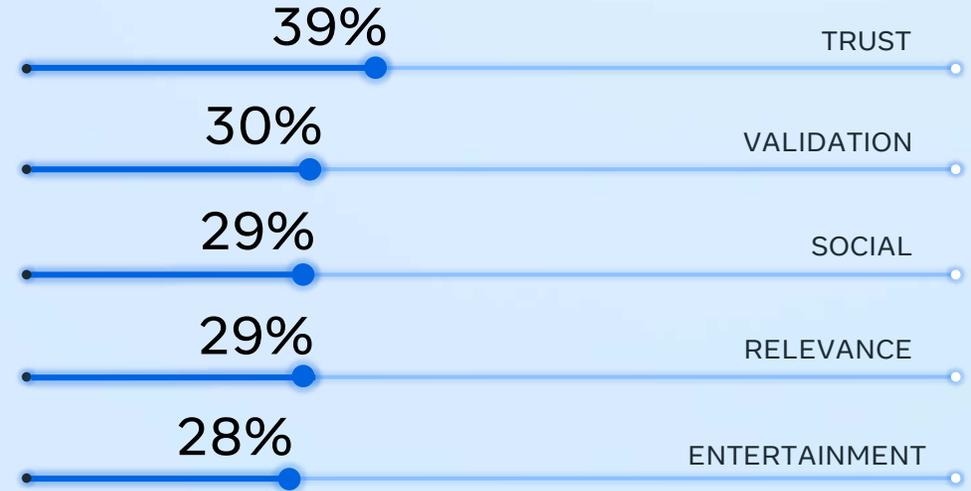
41%

Use new technologies (e.g., AR) to explore a product in a more immersive setting



Cross-border shoppers rely on their connections for trust, the social experience, entertainment, and relevancy.

TOP REASONS FOR SHOPPERS TO CONNECT WITH SOCIAL COMMUNITY



40% Suggested from friends and family

27% Posted by someone I know

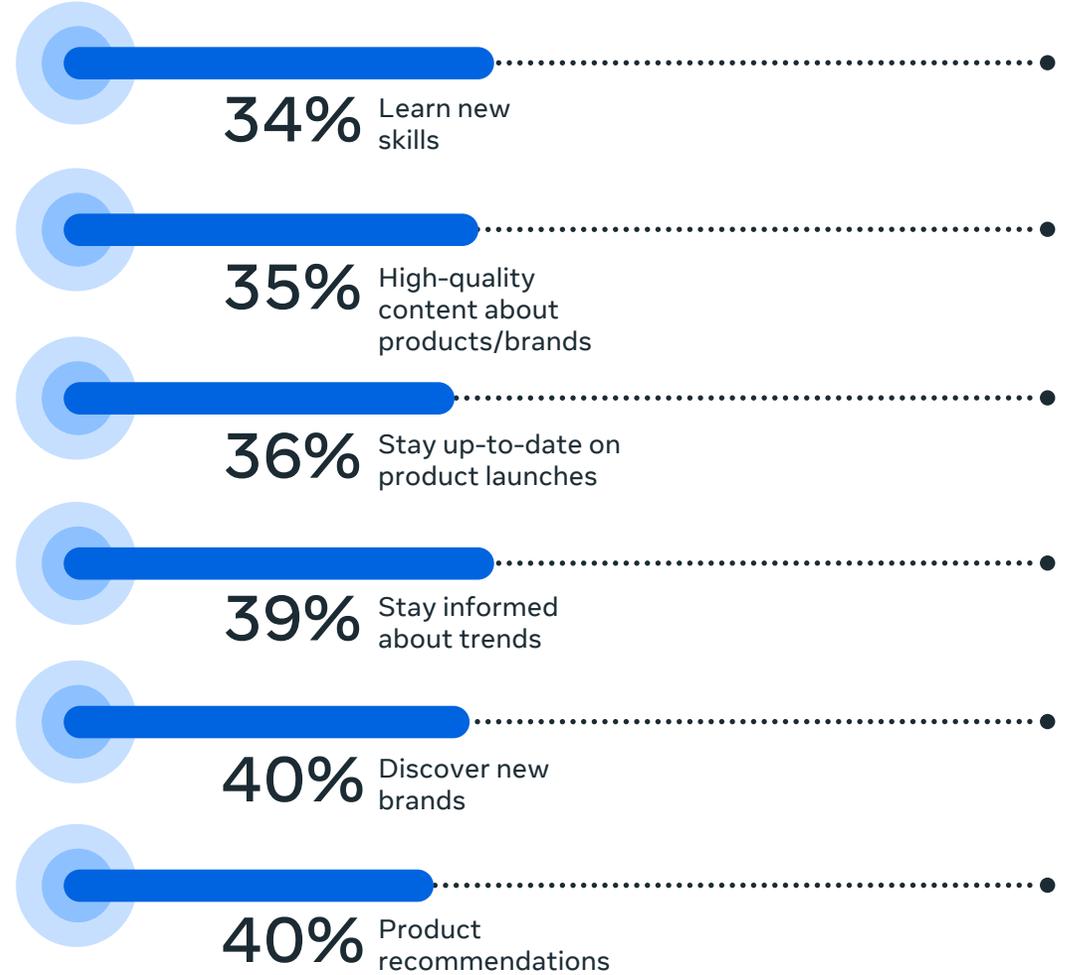
31% Shared by influencer

Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.

Shoppers follow online creators to discover new brands and products from abroad



TOP REASONS TO FOLLOW INFLUENCERS*



*) Among those who follow influencers

Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.

Consumers want to shop on cross-border sites that empower them to connect with people they trust

Connection-related shopping features on a site/app consumers want

53% Inspiration and product ideas for gifts I can give to friends & family

50% Seeing / discovering products that are currently going trending / go viral

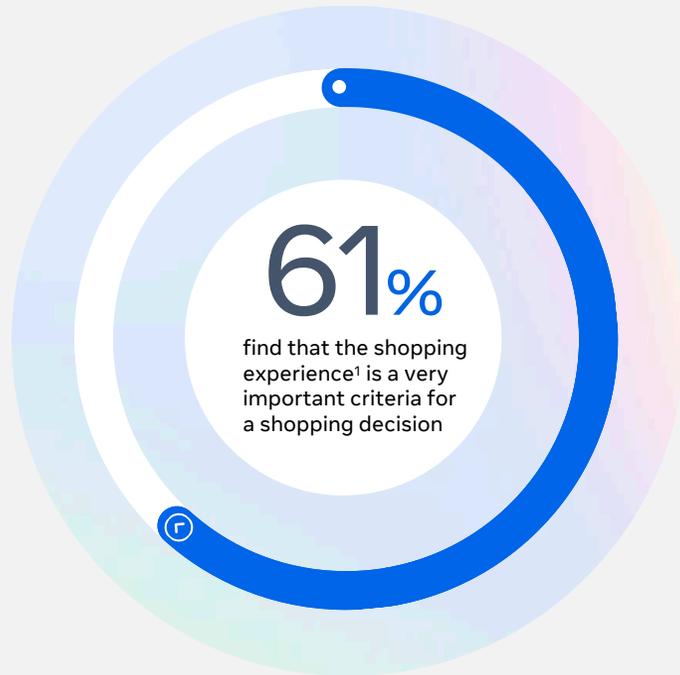
49% Ability to share product recommendations and/or shopping list with my friends & family

42% Connection with communities of people they don't know in real life, but share similar preferences / interests (e.g., online groups)

39% Live Streaming purchase opportunities, e.g. Live Shopping

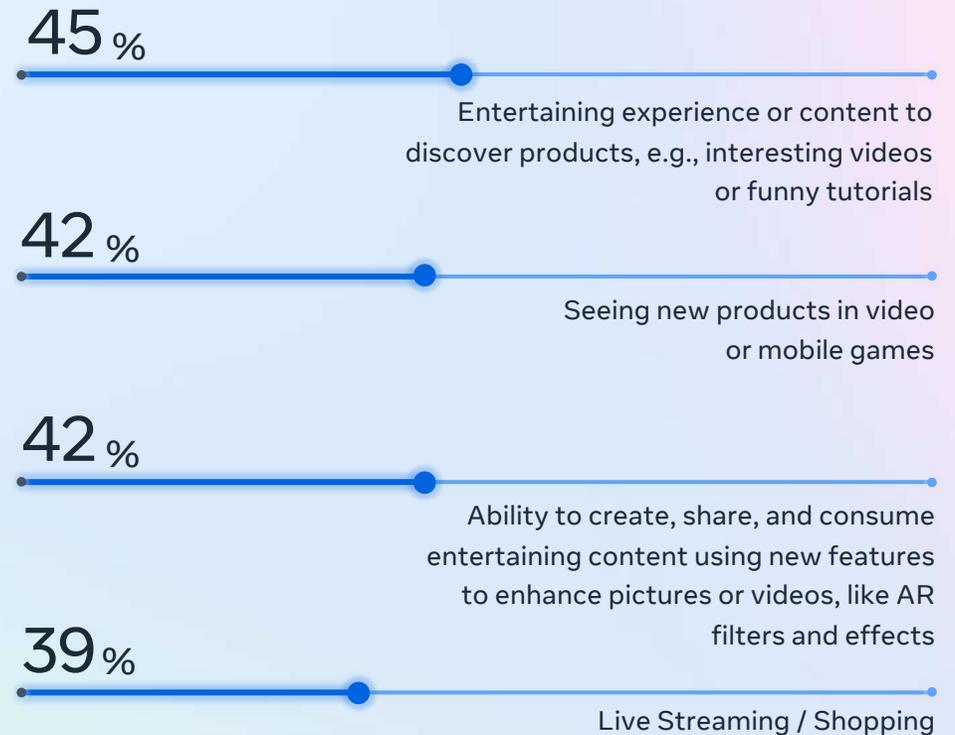
39% Connection with creators / influencers who have special expertise or talent in this category

Shoppers want to discover and evaluate products from other markets in an entertaining format

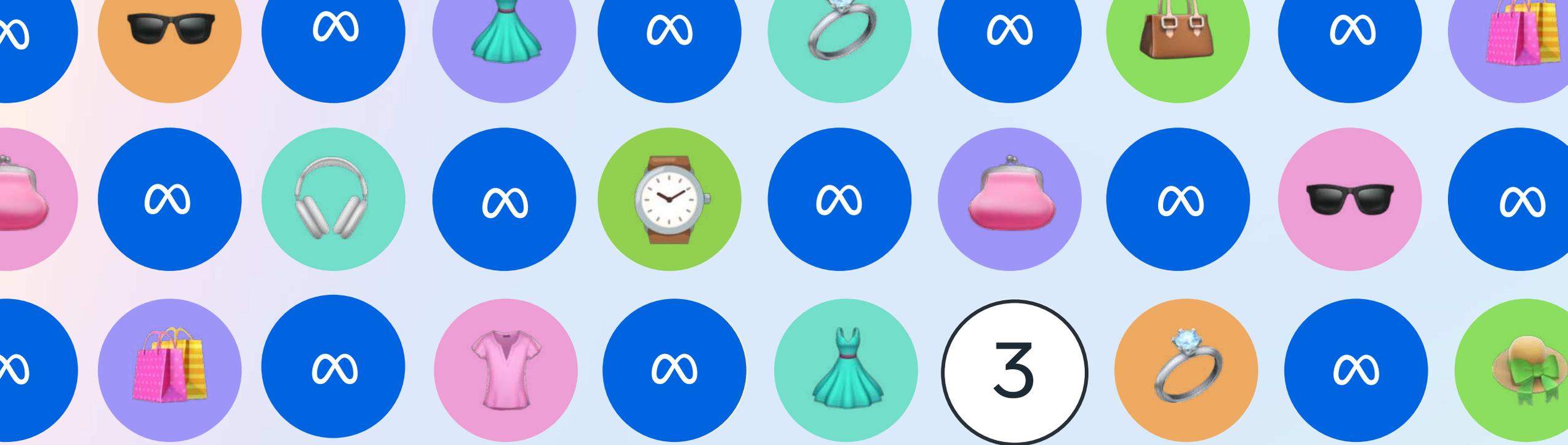


> ENTERTAINMENT-RELATED
 SHOPPING FEATURES

ON A SITE/APP CONSUMERS WANT



1) e.g., pleasant showroom (in-store) or website (online) that offers entertaining content and a variety of ways to experience products
 Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.



Social Media as key shopping platform

Social media has been established as a key commerce platform as modern cross-border shoppers appreciate the connectivity and entertainment it provides throughout the consumer journey.

When buying from foreign markets, consumers shop on Meta for a multitude of reasons

TOP REASONS TO SHOP ON META TECHNOLOGIES*



35%

RELEVANT
INFORMATION ON A
BRAND/BUSINESS PAGE

34%

CUSTOMER/USER
REVIEWS

33%

PERSONALIZED
CONTENT

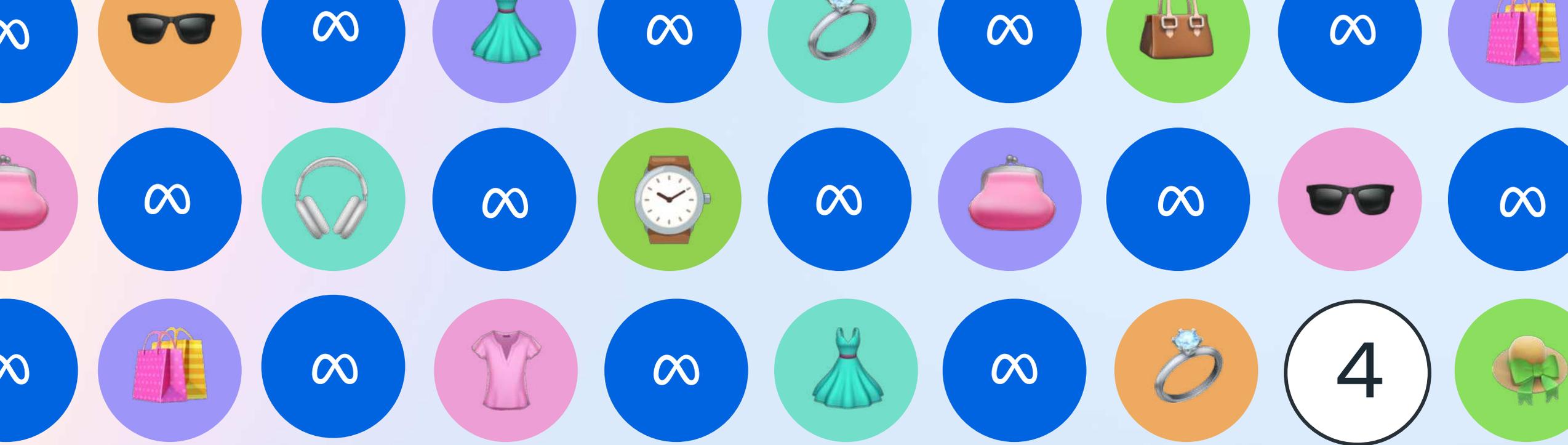
34%

PERSONALIZED
ADS

33%

TRUST
INFORMATION SHARED
BY FRIENDS/FAMILY

*) Among those who follow influencers
Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.

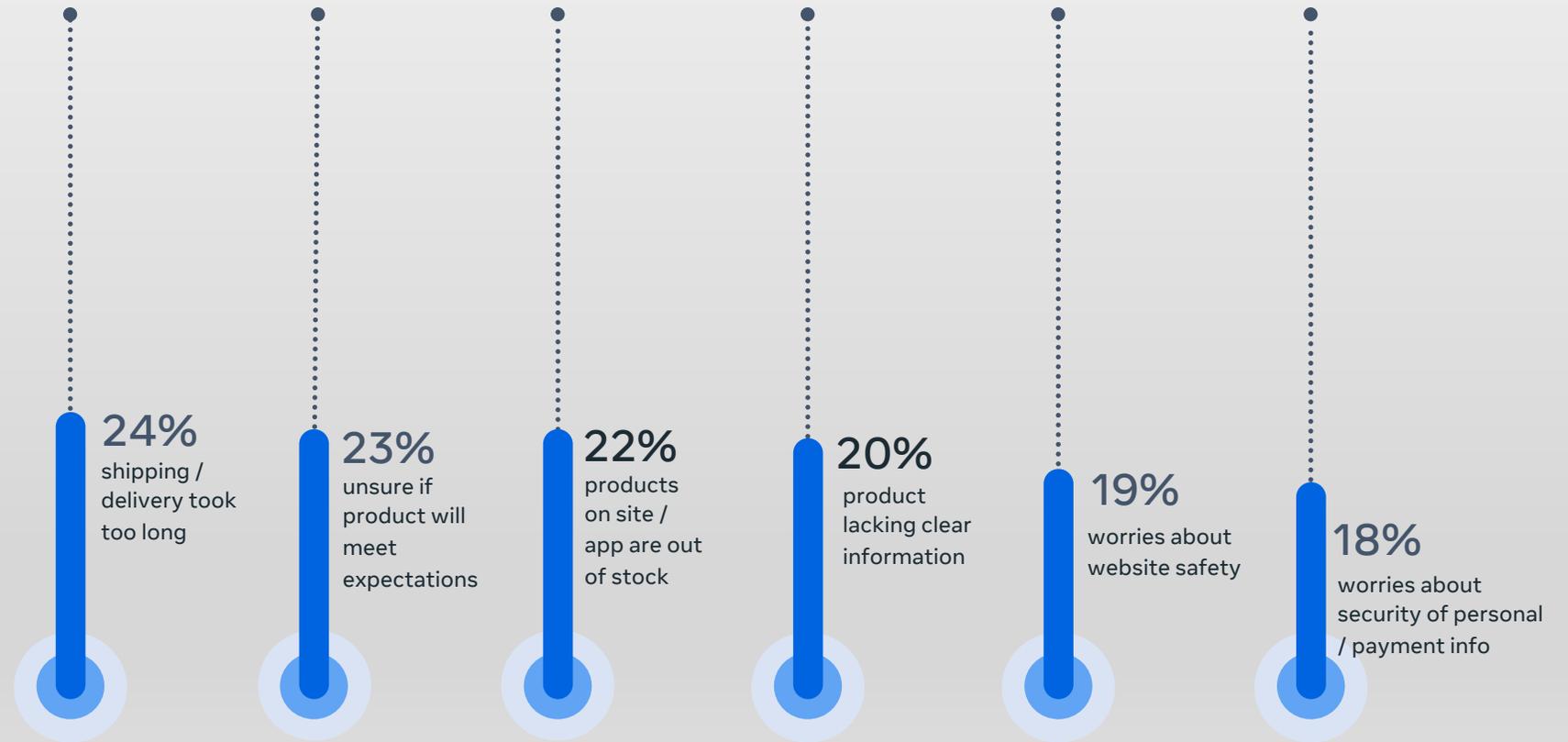


Seamless experience from welcome to checkout

When shopping internationally, people's seamless navigation and decision-making are often hindered by friction points. Cross-border shoppers expect seamless experiences every step of the way.

To navigate cross-border shopping, consumers want a seamless experience

TOP DISRUPTORS REPORTED BY SHOPPERS



Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.

Convenience driving most important website/app features for cross-border shoppers

MOST IMPORTANT WEB/APP FEATURES



*Among those who use mobile apps to make purchases
Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 14,591 shoppers ages 18-64 across AUS, BRA, CAN, FRA, DEU, IND, JPN, MEX, KOR, GBR, USA, THA who made a cross-border purchase in the last 6 months), September/October 2023.

Category

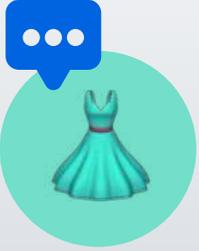


1

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Deep-Dive



APPAREL



The way people shop for apparel is changing as shoppers move to mobile channels and social media, seeking a more personalized, connected and entertaining experience



Key trends transform apparel shopping as physical and digital blend

RISE OF THE VALUE-CONSCIOUS SHOPPER



Inflation and other macroeconomic factors have caused shoppers to reevaluate their habits



THE NEXT ERA OF HYBRID SHOPPING

Shoppers are increasingly blending the best of online and in-store shopping to maximise each channels' benefits

CREATOR CULTURE



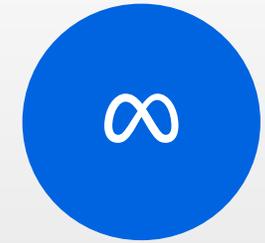
Creators are playing an increasingly important role in inspiring shoppers across the purchase journey

CROSS-BORDER BUSINESS

Opportunities to grow and find your customer in new markets



RISE OF THE



VALUE - CONSCIOUS



CONSUMER



High inflation is impacting shoppers across the globe



Top three countries with the highest inflation rates:



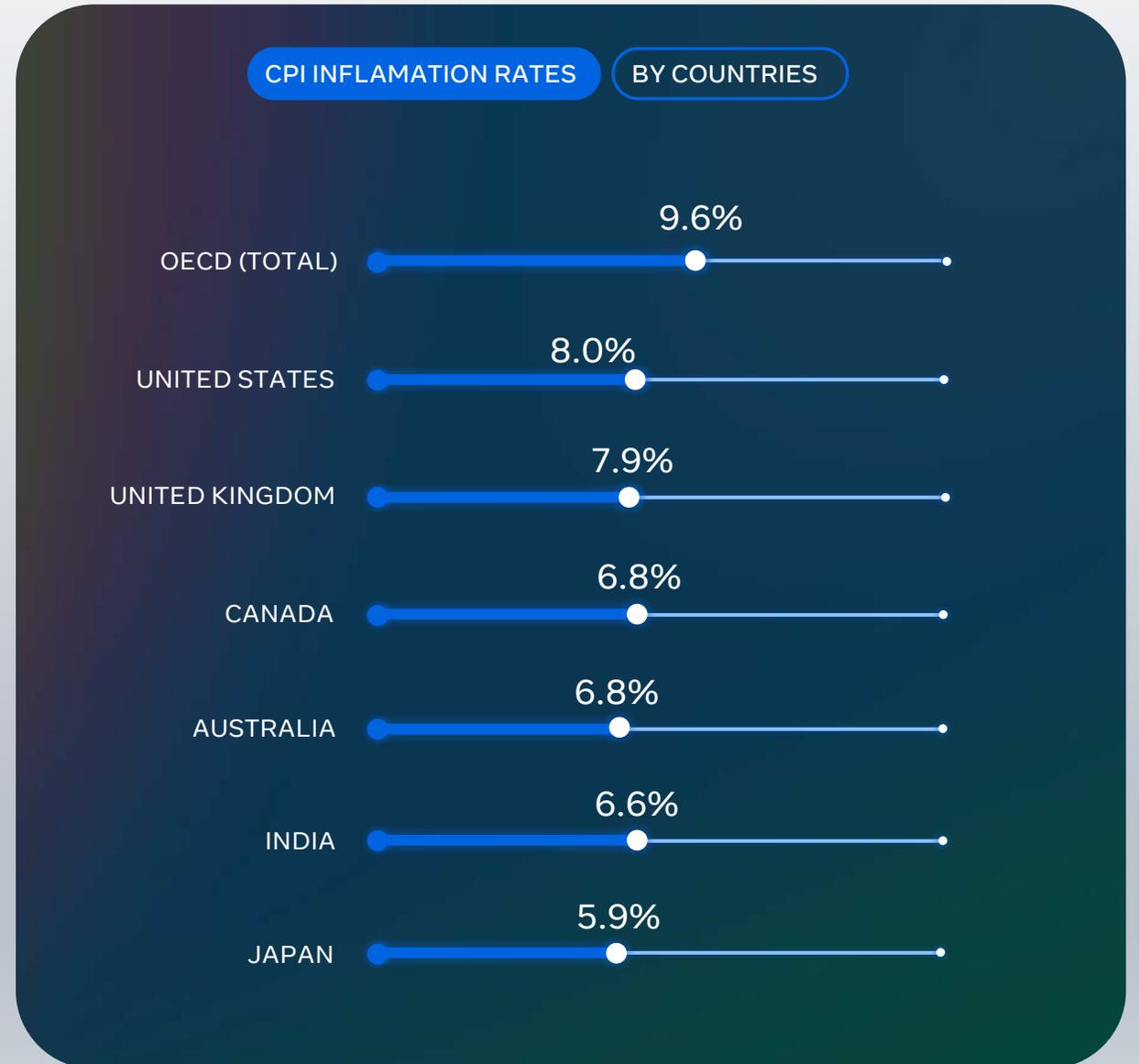
UNITED STATES



UNITED KINGDOM



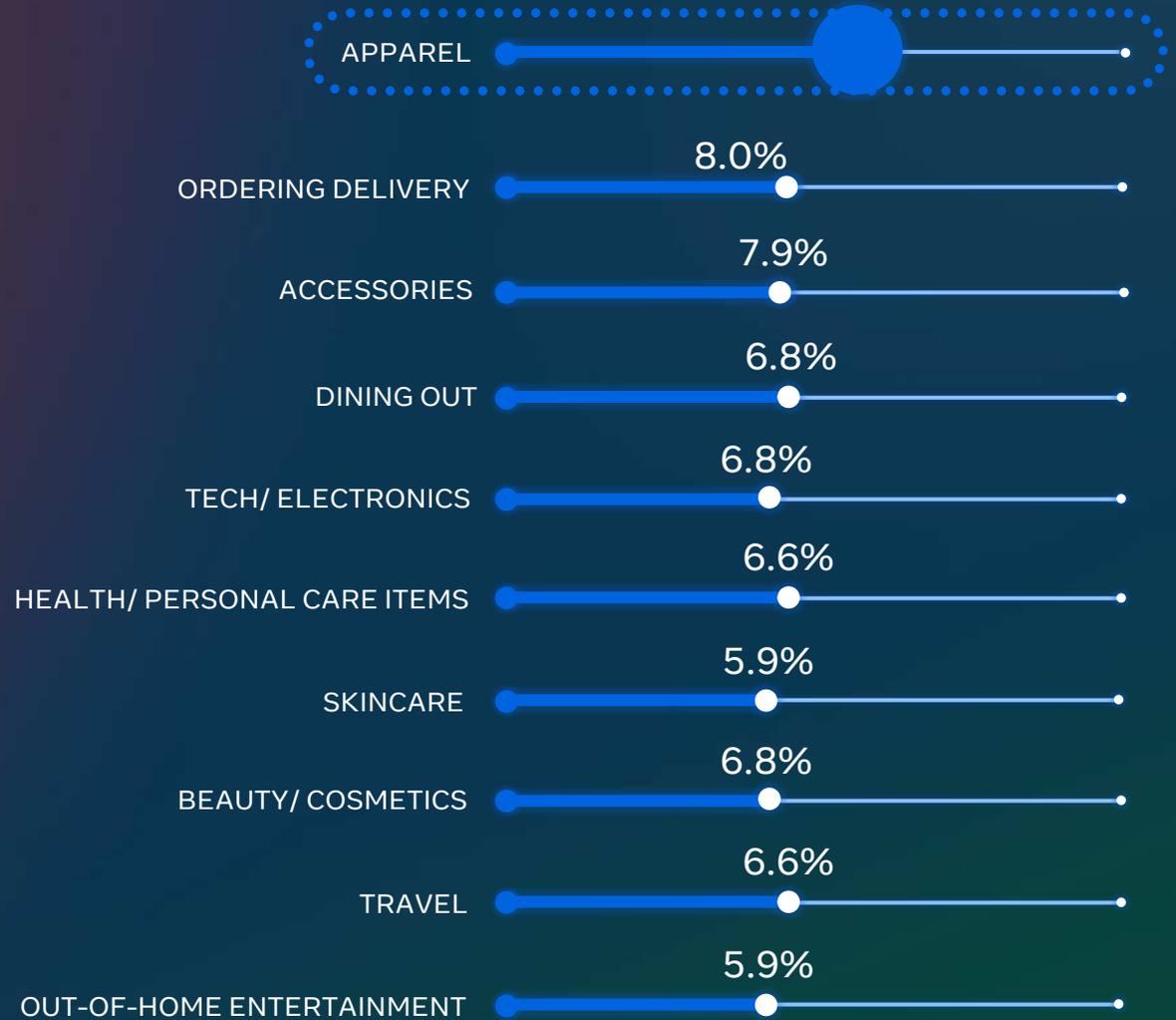
CANADA



Despite rising cost-consciousness, fashion remains a top non-essential category for shoppers to treat themselves

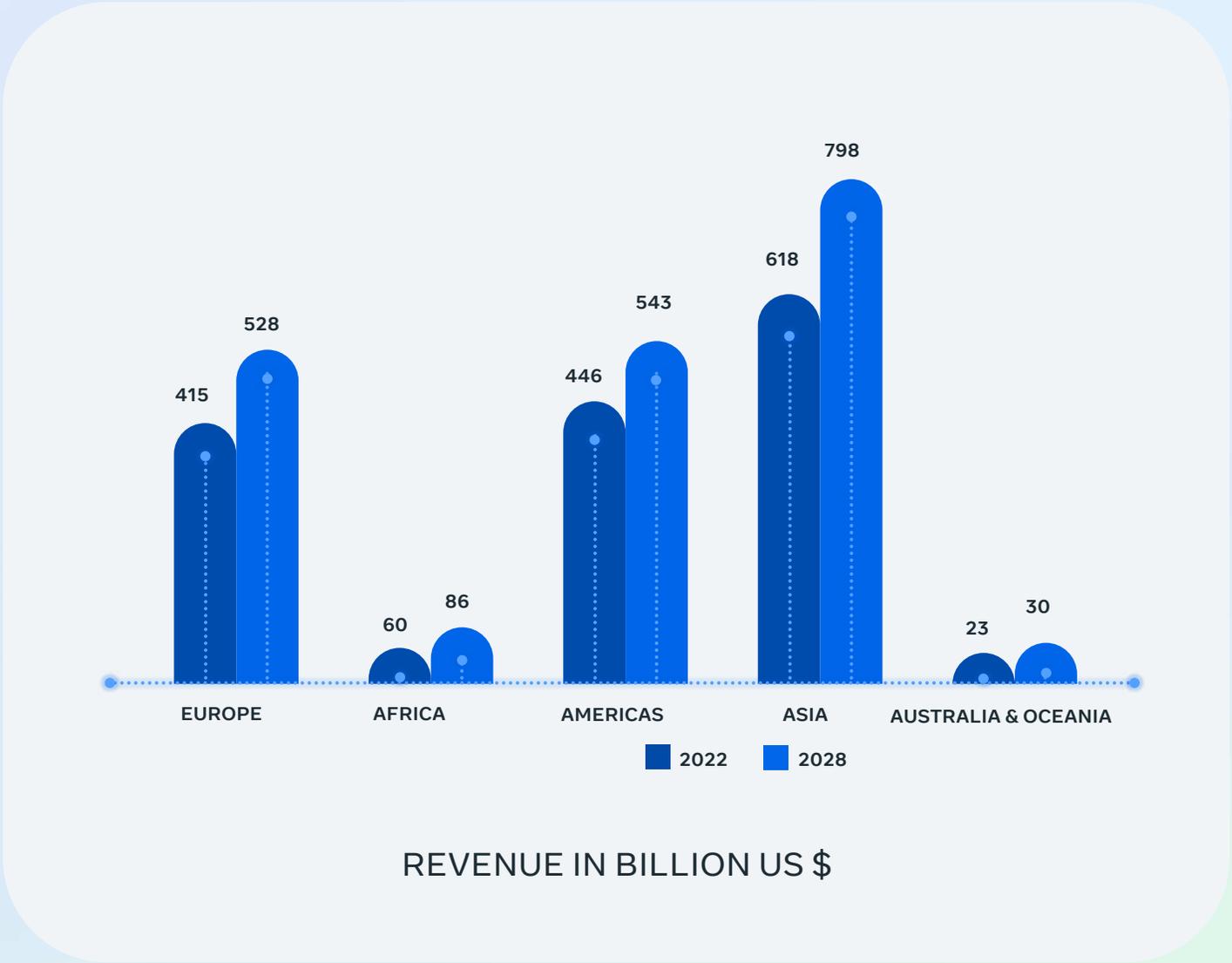


% of consumers who've purchased one of the following categories to treat themselves in the past 6 months 9.6%



The apparel category in Asia holds the largest fashion revenue, amounting to

US\$617B



Notes: (1) CAGR: Compound Annual Growth Rate
Source: Statista Market Insights 2023

WHAT IT MEANS FOR BUSINESSES

1 It's never been more crucial to communicate value



2 Incorporate brand building with performance to differentiate



3 Lean into trends and innovation to re-emerge stronger



THE NEXT

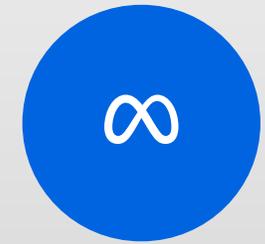


ERA

OF



HYBRID



SHOPPING



Increasingly, the shopping journey begins online and ends in-store



2X growth in consumers saying they research products online before buying them in-store from 2020 to 2022

Today’s fashion customers see no difference between online and in-store channels. It’s all just shopping.



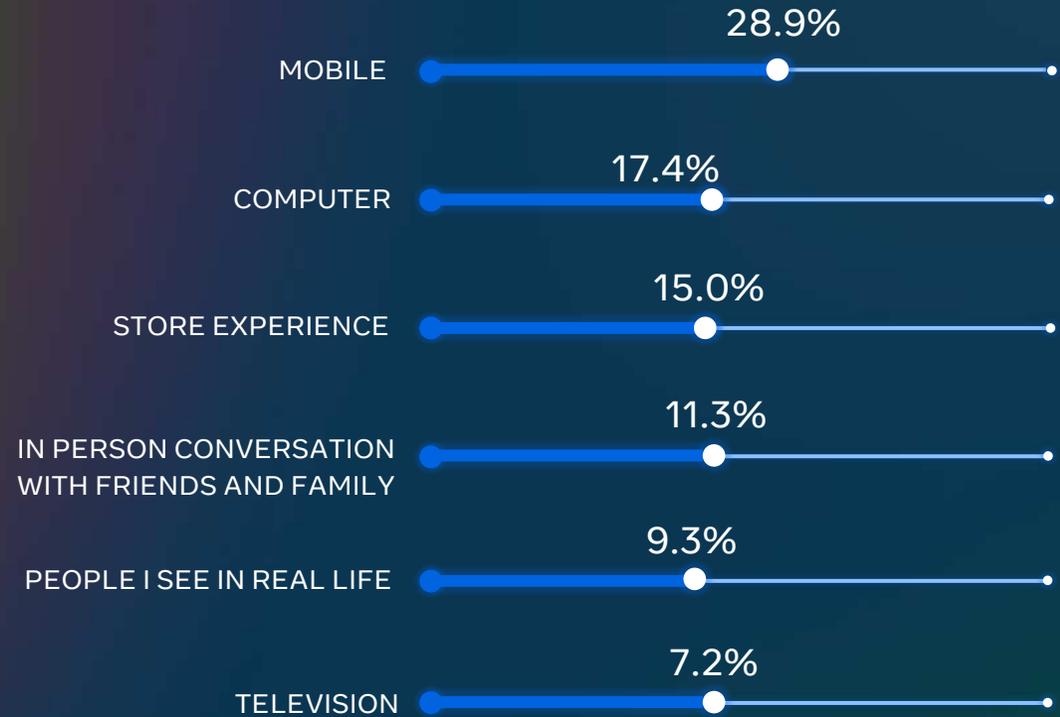

43% of shoppers prefer to mix online and in-store channels when shopping for fashion

Source: "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 43,863 retail shoppers, ages 18+, in AU, BR, CA, FR, DE, JP, MX, KR, TH, UK, US), Aug-Sep 2021. Unless otherwise specified, the data is a cross-country average between all 11 markets in the study.

In APAC, inspiration & discovery for apparel happens more online than in-store



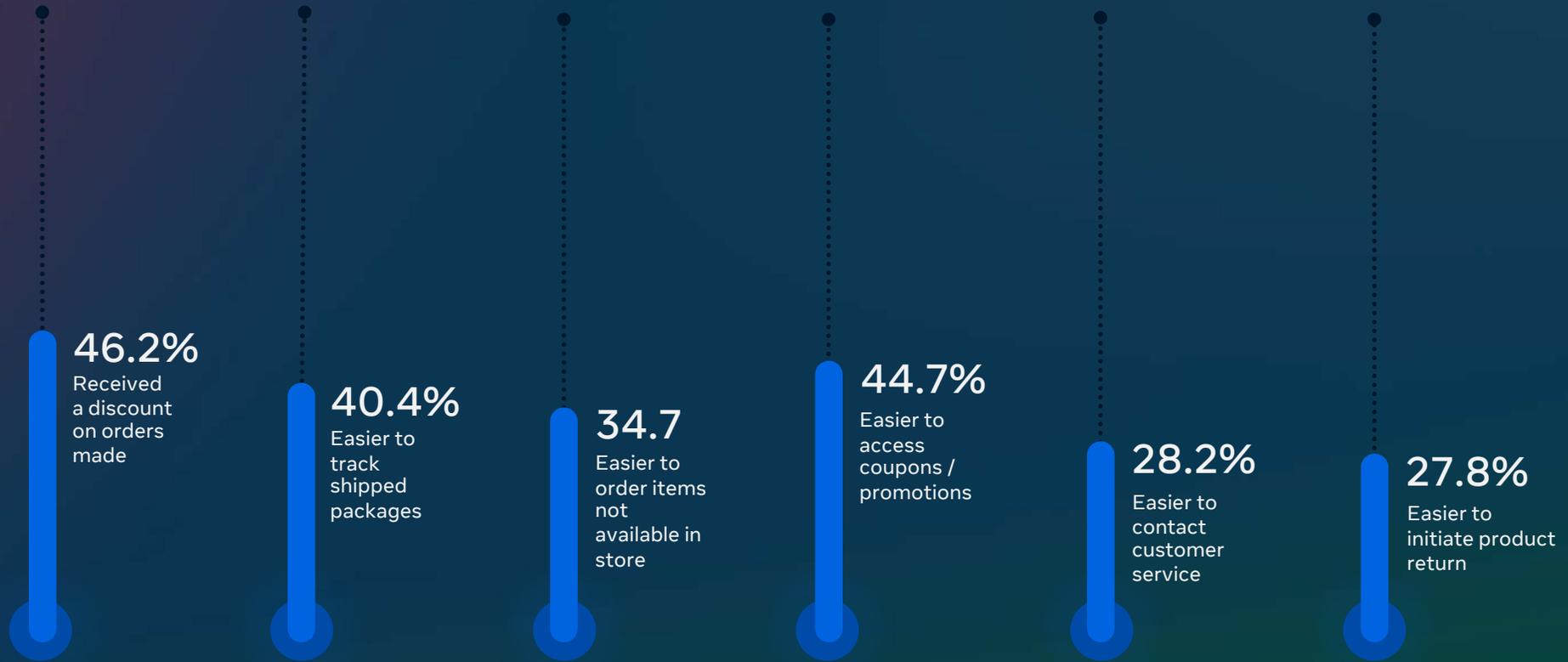
Channels/Devices Used for Inspiration



PERCENTAGE OF RESPONDENTS

Mobile apps become key shopping destinations as they offer the convenience many shoppers seek

CONVENIENCE-RELATED REASONS FOR USING MOBILE APPS*



*Among those who use mobile apps to make purchases
 Source: 'Consumer Shopping Study' by Kantar (Meta-commissioned online survey of 30,278 shoppers ages 18-64 in AU, IN, JP, TH, KR), September/October 2023

Top benefits of shopping for fashion in-store



Top benefits of shopping for fashion online



Source: "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 43,863 retail shoppers, ages 18+, in AU, BR, CA, FR, DE, JP, MX, KR, TH, UK, US), Aug-Sep 2021. Unless otherwise specified, the data is a cross-country average between all 11 markets in the study.

In this new era, expectations continue to rise around shopping experience

88%

of customers agree that the experience a company provides is as important as its products or services¹

(Up from 80% in 2020)

growth in conversations on Facebook globally about “customer experience” from 2020 to 2021²

+60%

As expectations heighten, friction points become more apparent



Top pain points experienced when shopping in-store for fashion:



Products not in my size or colour



Higher prices



Long checkout lines



Products often out of stock



Hard to find what I'm looking for



Source: 'Transformation of the in-store experience' Study by HarrisX (Meta-commissioned online survey of 467 in-store fashion shoppers ages 18+, United States, August - September 2021)

WHAT IT MEANS FOR BUSINESSES

1 Embrace Agility



2 Maximize benefits while minimizing barriers across channels



3 Deliver on personalised expectations



2



MENSWEAR





 The way people shop for apparel is changing as shoppers move to mobile channels and social media, seeking a more personalized, connected and entertaining experience



Despite the economic headwinds, the **GLOBAL** menswear market continues to maintain stable growth

\$555.3 billion

Menswear accounted for one-third of all global apparel market revenue in 2023¹



\$90 billion

The US is the country with the highest revenue in the global apparel market, with menswear revenue reaching \$90 billion in 2023²

3%

Growth in the US menswear market is expected to outstrip the womenswear market (2.1%) over the next five years, with e-commerce playing an even more significant role in menswear sales²

Source:
 [1] Statista, Apparel: Market data analysis and forecast, accessed November 2023
 [2] Mintel, Men's Clothing US 2023, accessed November 2023

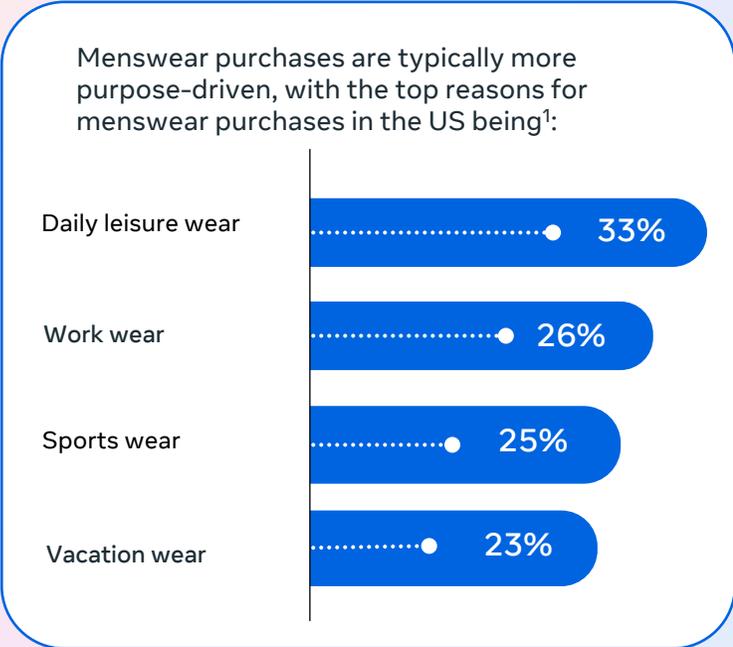
"Young men" is the main consumer group for menswear

>1/3

More than one-third of Gen Z (37%) and Gen Y (35%) buy clothing at least once per month¹

>50%

In the US, Amazon and Macy's contribute over half of online sales revenue for menswear



Younger men purchase clothing more frequently and participate more actively in fashion than older men¹

Menswear consumers rely on platforms more than womenswear consumers¹:

Source:
 [1] Deloitte, Deloitte's Connected Consumer Survey 2023, accessed November 2023
 [2] GfK, Smart Home Market Dynamics 2023, accessed November 2023
 [3] Mintel, Men's Clothing US 2023, accessed November 2023

Fit, functionality, and looks are the three main factors that male clothing consumers consider

Fit is the most important aspect:¹

50%

50% of men consider fit to be the most important factor when purchasing clothing¹

Compared to women, men are more concerned about the multifunctionality of clothing:¹

30%

30% of men consider the functionality of clothing to be the most important factor, compared to 20% for women¹



Younger men place a higher value on the look of clothing:¹

32%

32% of Gen Y and Gen Z males believe that the aesthetics (appearance) of clothing are the most important factor, and they want to follow trends and wear fashionable clothes. The figure is only 9% in the elderly male group aged 55 and over¹

Source:

[1] Mintel, Men's Clothing US 2023, accessed November 2023

Key trends leading the men's fashion market

Sports casual style



The sports casual style blurs the lines between traditional sportswear and casual wear, making fashion fans, fitness enthusiasts, and everyday consumers seeking comfort and elegance feel equally at home in the sports sector.

The CAGR for global men's sports casual wear is forecast to reach 5.5% in 2023-2032¹, with the men's sector growing more rapidly than women's sports casual wear.

Brands can seize the opportunity to create sports casual wear with more functionality, catering to men's needs across a variety of situations, including work, everyday leisure, and exercise.

The Gender-neutral trend



The US has led the trend for gender-neutral clothing. 36% of surveyed US consumers reported purchasing clothing of a gender other than their own, the highest proportion of all countries, followed by Sweden and the UK².

54% of men aged 18-44 believe retailers should offer gender-neutral clothing lines³.

Key terms for gender-neutral clothing: multifunctional profiles and clean cuts, minimalism, color preferences that are not strongly associated with gender, such as black, white, gray, or earth tones, while grayish-pink, lavender, and sage green are also good choices.

Personalized recommendations and subscription-based clothing boxes



Men need help and advice when shopping for clothing.

In addition to implementing more personalized clothing and size recommendations on your website, offering subscription-based clothing box services can also help target men's clothing concerns on a one-on-one basis.

Source:

[1] Allied Market Research, Athleisure Market by Gender, by Product Type, by Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2023-2032, accessed November 2023

[2] Klara Insights and Dynata via McKinsey&Company: The State of Fashion 2023, accessed December 2023

[3] Mintel, Men's Clothing US 2023, accessed November 2023

Key trends leading the men's fashion market

Plus size menswear



Diversity, equality, and inclusivity



Sustainable development



The global plus size clothing market was worth \$288 billion in 2023, with a CAGR forecast to reach 5.7% in 2023-2033¹.

There is huge demand for plus size menswear in the US, as 4 in 10 men are classified as obese².

Brands can launch plus size menswear based on the needs of the larger gentlemen, offering styles that are aesthetically pleasing at the same time as being practical and comfortable, providing a more inclusive range of sizes.

52% of black men believe that a company's efforts in diversity, fairness, and inclusivity are important factors influencing their shopping decisions³.

Clothing brands should properly recognize the more open attitudes of the younger generation towards gender-fluid identities, rethink clothing design, marketing and promotion strategies, as well as promotional layouts within physical stores, so as to create more inclusive brands.

The global sustainable clothing market was worth \$10.2 billion in 2022⁴.

Two-thirds of men believe that sustainability in the fashion industry is important, while 43% say that a brand's sustainability efforts influence whether they shop there³.

Men's clothing brands need to provide more tangible evidence for their sustainability efforts.

Source:

[1] Future Marketing Insights, Market Survey on Plus Size Clothing Market, accessed December 2023

[2] CDC, Healthy weight, overweight, and obesity among US adults, accessed December 2023

[3] Mintel, Men's Clothing US 2023, accessed November 2023; Klara Insights and Dynata via McKinsey & Company: The State of Fashion 2023, accessed December 2023

[4] SNS Insider, Sustainable Apparel Market, accessed December 2023

How to explore overseas expansion opportunities in the menswear industry



Provide thoughtful advice for menswear purchases to help them resolve their selection dilemmas. Try collaborating with local fashion influencers to provide style advice, outfit tips, or launch co-branded clothing, in order to encourage menswear sales.



Create a diverse and inclusive clothing style that allows men of different ethnicities, skin colors, body types, and dressing styles to find suitable clothing options.



Prioritize sustainability by designing, manufacturing, and distributing clothing in an eco-friendly manner, and truthfully showcase the brand's efforts in sustainable development.



Develop multi-purpose menswear suitable for various occasions, catering to male consumers' need for versatile clothing options.





BEAUTY



Beauty customers are seeking a more personalised, connected and entertaining shopping experience and are moving to mobile channels and social media.



Key trends transform apparel shopping as physical and digital blend

BEAUTY IS
A DISCOVERY FIRST CATEGORY



People are discovering new brands through social platforms and creators they deem as trustworthy.

HYBRID SHOPPING
BECOMES THE STANDARD

Stores are the dominant destination to buy beauty products, but shoppers follow hybrid shopping journeys as they go online for inspiration and research.



BEAUTY SHOPPERS WANT
CHOICE

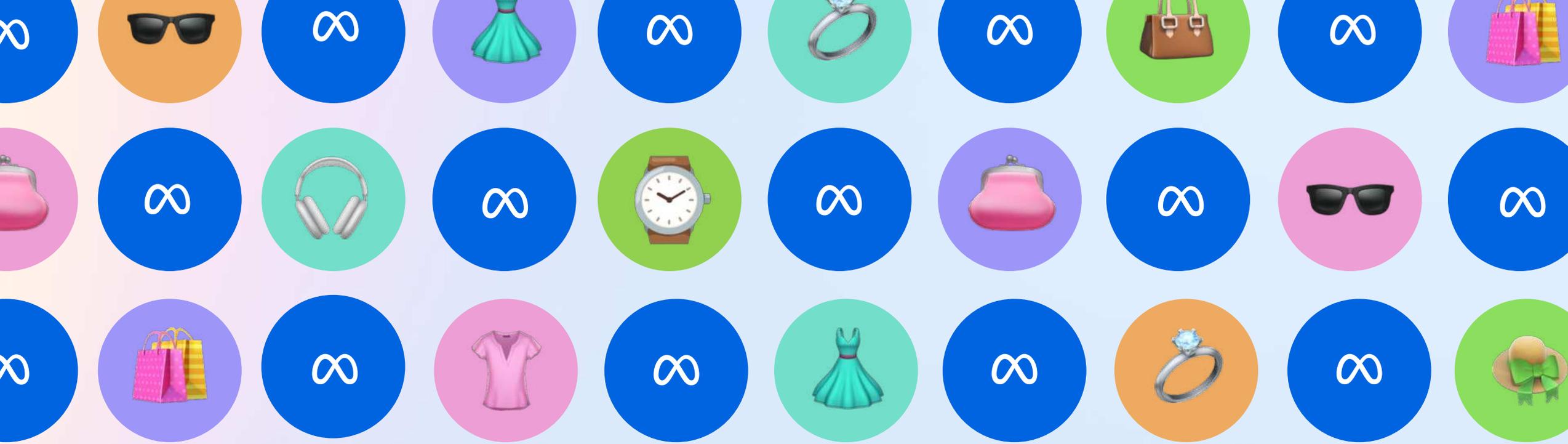


Shoppers demand an abundance of options to find the best products and deals, and want to make quick decisions autonomously.

BEAUTY SHOPPERS ARE
INFLUENCED BY CREATORS



Today, people trust recommendations from the creators they follow, and are more willing to try new brands and products that receive genuine endorsements.



Beauty is a discovery first category

Shoppers demand an abundance of options to find the best beauty products and deals, and want to make quick decisions autonomously

Meta is the #1 destination for beauty shoppers to discover new products



50.9%

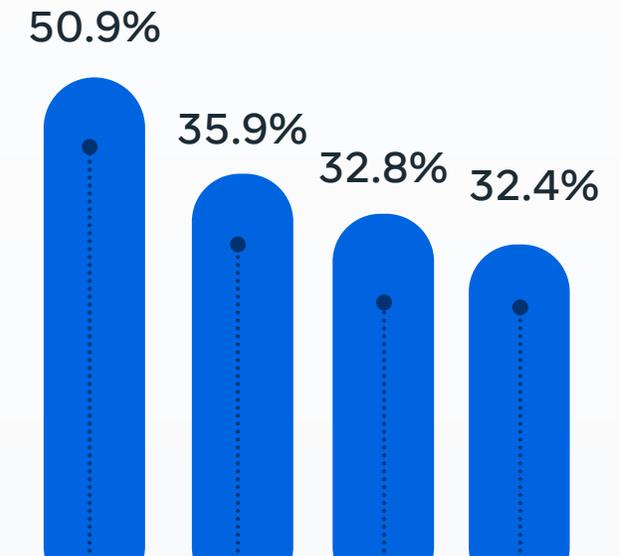
Meta Technologies NET
(Facebook, Instagram,
Messenger, WhatsApp)



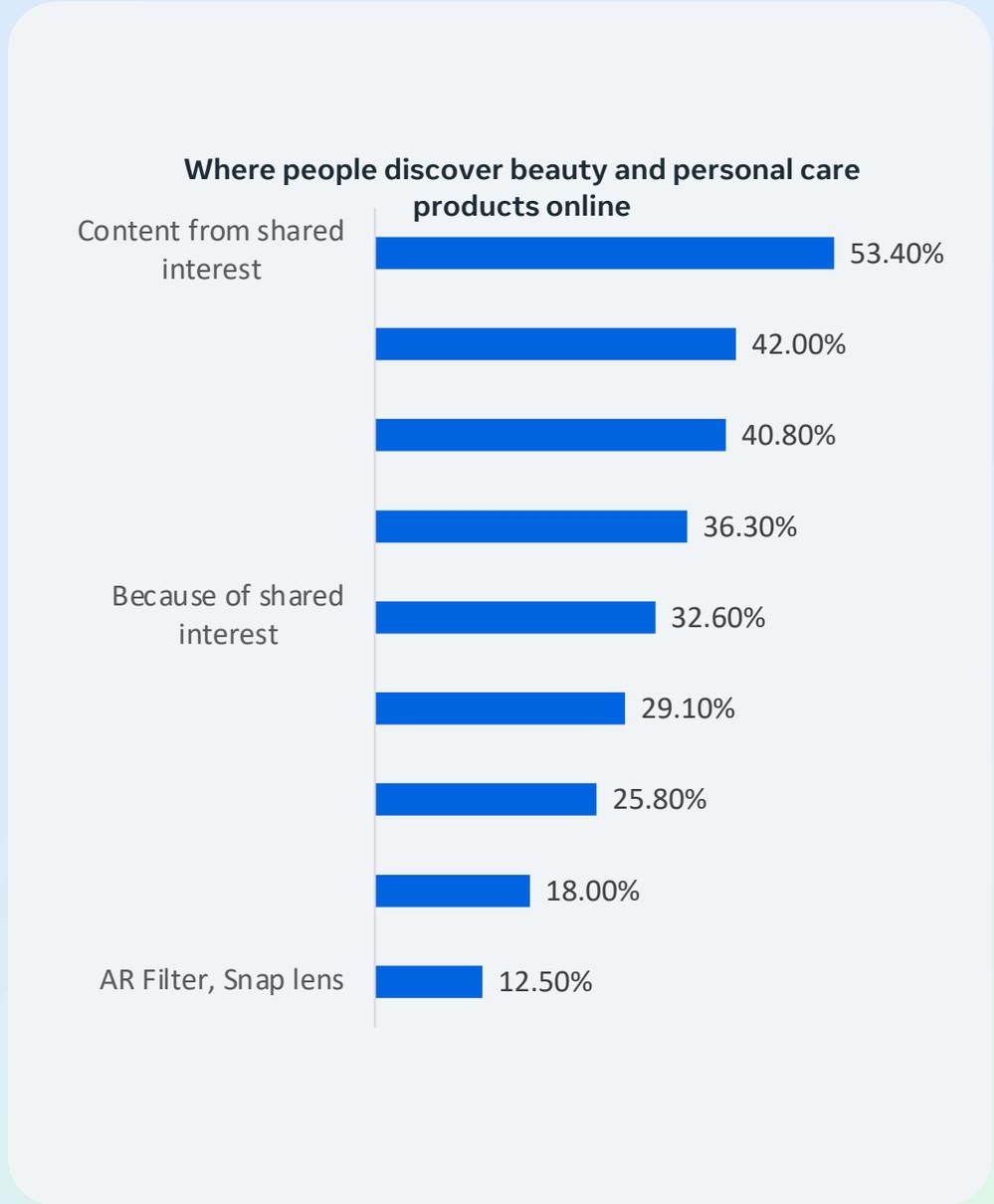
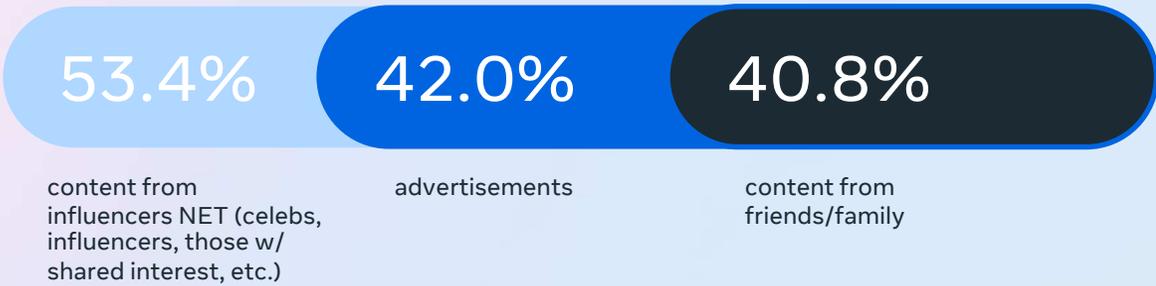
35.9%

Search NET (Google
Search & Other Search)

Online sites/apps used for discovery
(i.e. how people hear about brands/products)

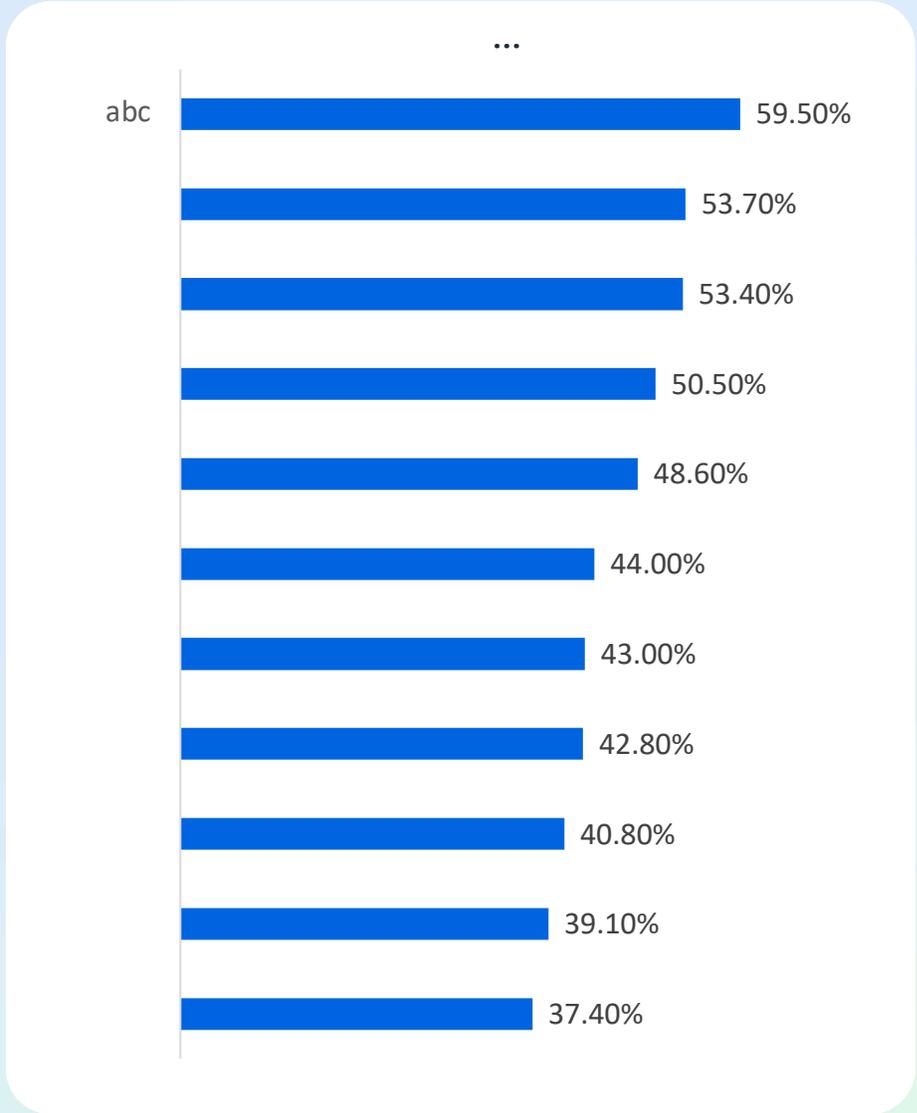


Creators and influencers are more influential to beauty discovery than family and friends



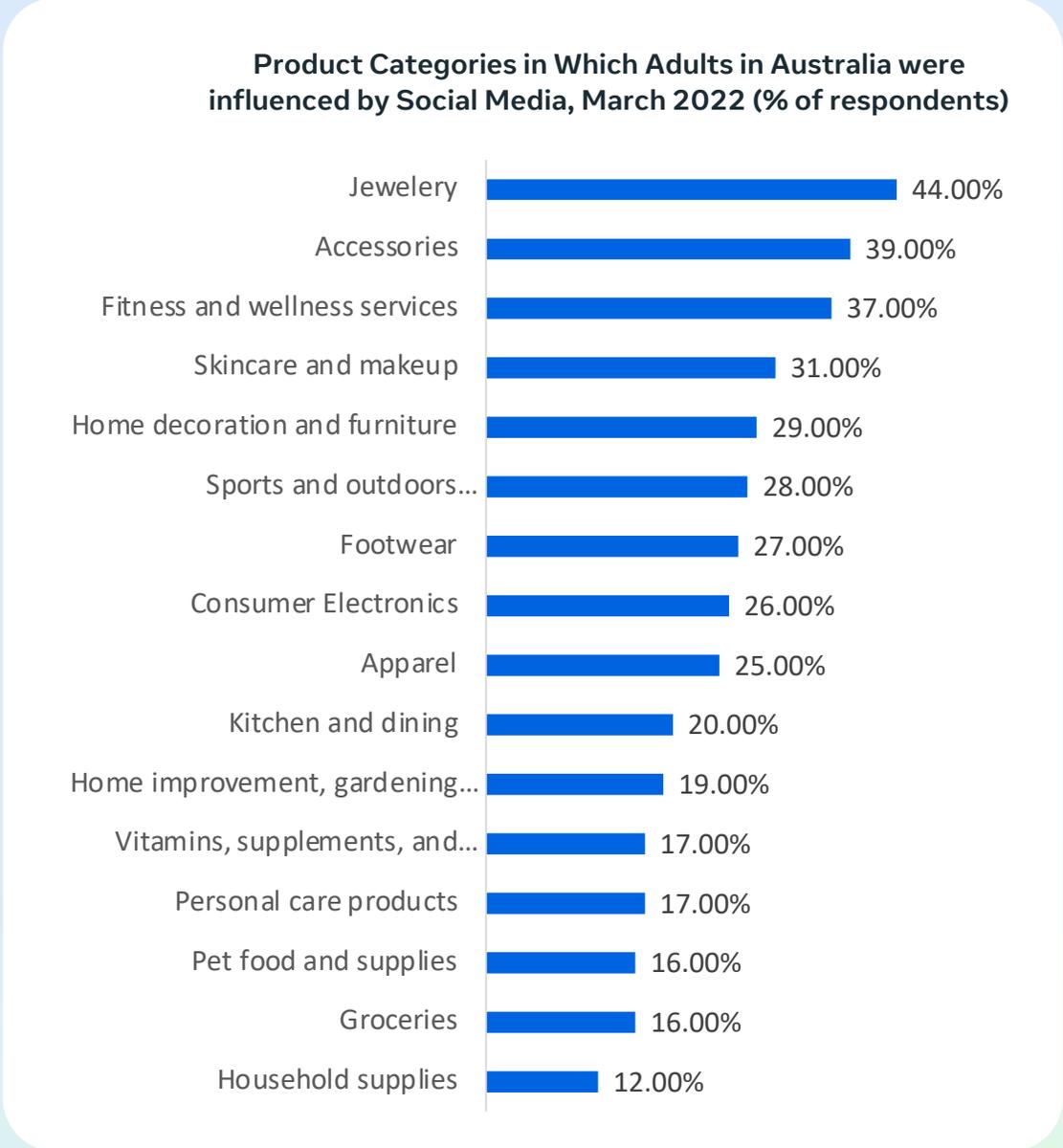
Study: Beauty & Personal Care Consumer Journey Study – Sample: Beauty & Personal Care Consumers – Sample Size: Study: 82,005, Current Base: 23,896 – Filters: Wave equals 2023 – August/September – Variables: Q510. Through which of the following sites, apps, and services do you discover or hear about beauty and personal care products? – Unweighted

Beauty shoppers are loyal to their favourite brands, but they seek out new brands and discover new brands online in stores.

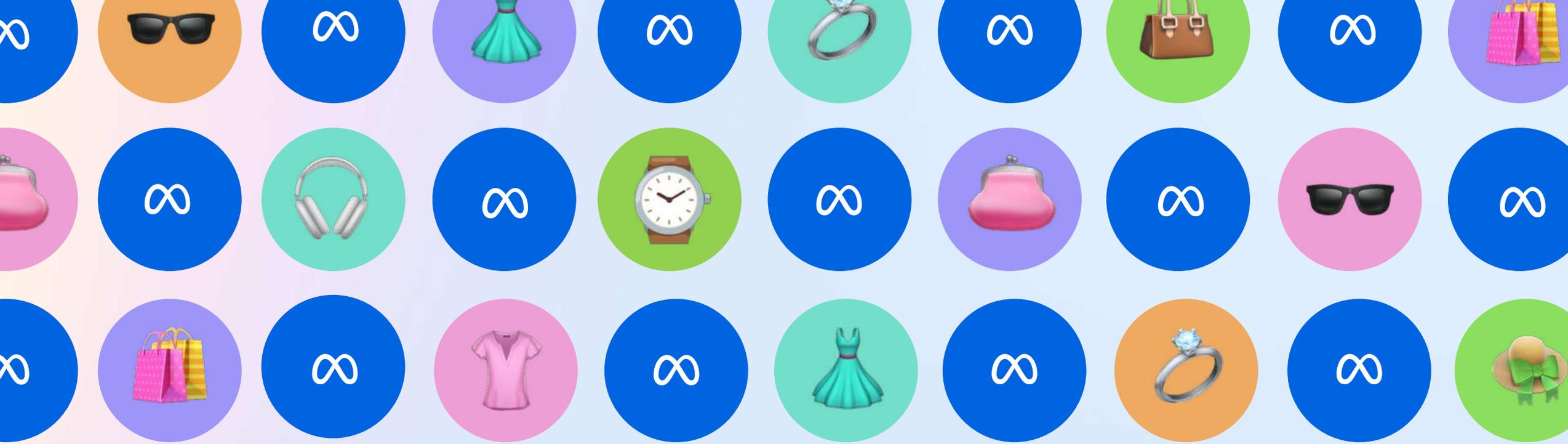


Study: Beauty & Personal Care Consumer Journey Study – Sample: Beauty & Personal Care Consumers – Sample Size: Study: 82,005, Current Base: 23,896 – Filters: Wave equals 2023 - August/September – Variables: Q555. Please indicate your level of agreement with each of the following statements. (Options), Q555. Please indicate your level of agreement with each of the following statements. (Responses) – Unweighted

Beauty shoppers are amongst the top three most-influenced by social media



Note: ages 18+ who purchased in each category in the past 3 months
 Source: McKinsey & Company, "COVID-19 Australia Consumer Pulse Survey," May 9, 2022



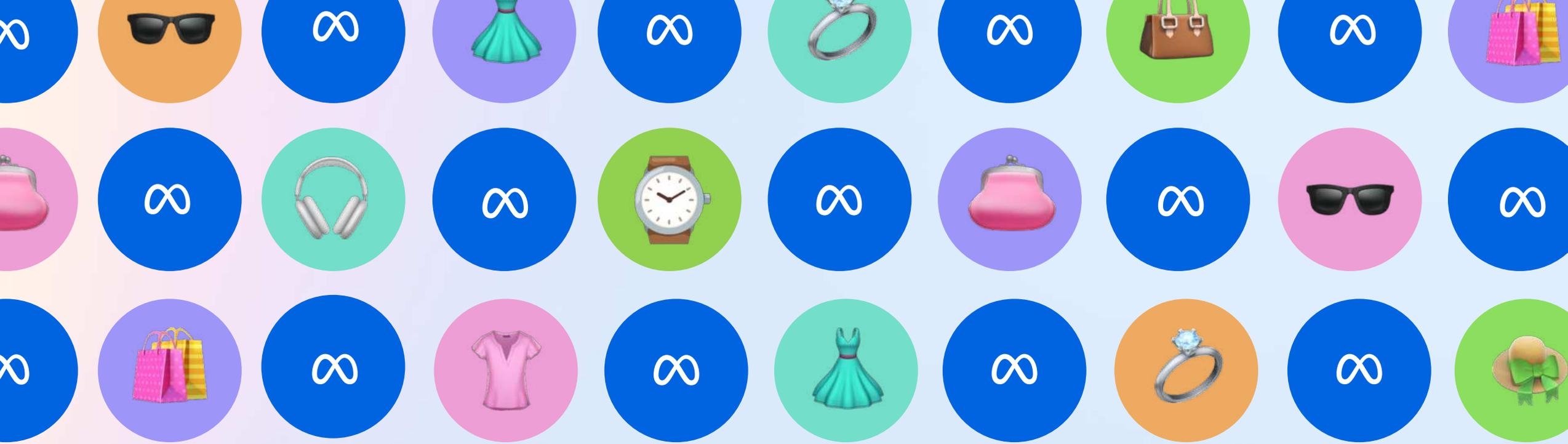
Hybrid shopping becomes the standard

When shopping internationally, people's seamless navigation and decision-making are often hindered by friction points. Cross-border shoppers expect seamless experiences every step of the way.

The beauty customer journey is becoming an online-offline experience

WHERE PEOPLE DISCOVER BEAUTY AND PERSONAL CARE PRODUCTS ONLINE





Beauty shoppers want choice

Shoppers demand an abundance of options to find the best beauty products and deals, and want to make quick decisions autonomously

As shoppers navigate more choice in categories like beauty, they are open to trying out new products and brands.



63% 

are always open to products that match their interests or meet their needs

67% 

are open to shopping from new brands they discover

67% 

are open to try out new brands they haven't heard of before if they find an attractive promotion / offer



JEWELRY



Jewelry products have excellent foundations for overseas expansion

China has abundant resources in terms of cultivating production capacity for gemstones, gold and freshwater pearls, coupled with strong government support, which, combined with the synergies created by industrial clusters in regions such as the Bohai Rim, Yangtze River Delta and Pearl River Delta, have built up powerful resource advantages for the overseas expansion of jewelry products.

>\$30 billion

China's exports of precious metals and jewelry products exceeded 30 billion US dollars in 2022, representing a period of continuous growth since 2020¹

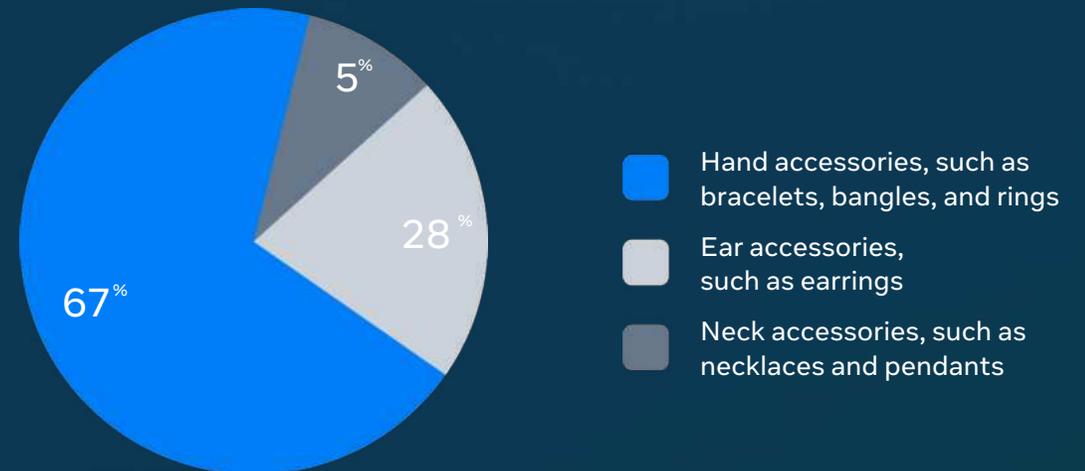
US

Largest export destinations for Chinese jewelry and accessories²

Export destinations for Chinese jewelry and accessories in 2022 (by export value)³



Main categories for Chinese jewelry exports in the second half of 2023³



Source:

[1] Statista, Value of precious metals and jewelry products exported from China from 2014 to 2022, accessed December 2023

[2] General Administration of Customs of the People's Republic of China, accessed November 2023

[3] 2023 Global Accessories Industry Consumer Trends Report, Meet Intelligence, August 2023

Personalized custom jewelry is the leading trend

What is personalized custom jewelry?

As the name suggests, the personalized jewelry market involves creating and selling custom-made jewelry based on consumers' preferences. The degree of customization can vary greatly, from adding names, initials or special graphics, to creating unique pieces based on specific consumer requests (including colour, shape, materials and design).

In recent years, the rapid development of e-commerce and the widespread use of online customization tools have made it easier for consumers to design and purchase personalized jewelry. Retailers selling personalized jewelry can potentially capitalize on this opportunity by targeting a more global customer base.



\$31.6 billion

Size of the global personalized jewelry market in 2023¹

8.2%

2023-2030 CAGR for the global personalized jewelry market¹, far exceeding growth for the global jewelry market as a whole (4.6%)

Almost 1/10

Personalized jewelry as a proportion of the overall jewelry market in 2023¹²³

Source:

[1] Market.biz, Global Personalized jewelry Market Leading Industry, Upcoming Opportunities and Forecast to 2030, published 2023

[2] Custom Market Insights, jewelry Market Size, Trends and Insights Product Type Outlook , Material Outlook, and By Region - Global Industry Overview, Statistical Data, Competitive Analysis, Share, Outlook, and Forecast 2023-2032, accessed November 2023

[3] Market Analysis Report, jewelry Market Size, Share & Trends Analysis Report By Product Type , By Material , By Region, And Segment Forecasts, 2023 - 2030, accessed November 2023

Understanding trends in the US jewelry market

2023

Jewelry and accessories trends in the US¹

Mixing and matching different materials



Vintage and oversized

Colorful designs create a childlike sense of fun



Gender-neutral jewelry

Sustainable jewelry



Materials suitable for on-demand printing of bracelets or necklaces:

Gold, silver



Stainless steel

Leather



Titanium alloys

Materials suitable for on-demand printing of bracelets or necklaces:

Engraving: Engraving consumers' names, meaningful short phrases, or various patterns and symbols



Printing photos: Printing consumers' favorite photos on the surface of the jewelry

Options for mixing and matching materials, such as incorporating birthstones/Lucky gemstones/Pearls/Resins/Woods, etc



Provide personalized message card services to meet consumers' gift needs

Source: [1] Net-A-Porter, 5 key Jewelry Trends to Know in 2023; Medium, 10 Top Accessory Trends from A/W 2023; Fefinary29, 8 jewelry Trends That Will Ensure You Shine Bright in 2023; accessed and sorted in November 2023



FURNITURE & DECOR



There is a strong demand for **home decor products** and e-commerce sales performance is robust

\$126 billion
 Size of the global home decor market size in 2023¹

8.9%
 CAGR for the global online home decor market³

\$32 billion
 The US is the world's largest home decor market, worth \$32 billion in 2023²

#2
 Furniture and home products will become the second largest category in US e-commerce in 2024⁵

Top three categories in US home decor⁴:

- Floor coverings (e.g. carpets, wooden flooring, vinyl sheets, and tiles)
- Furniture
- Household textiles



[5] eMarketerSource:
 [1] Statista, Home Decor Worldwide, accessed November 2023
 [2] Statista, Home Decor US, accessed November 2023
 [3] Research and Markets, Global Online Home Decor Market 2022-2026, accessed November 2023
 [4] Allied Market Research, U.S. Home Decor Market by Product Type, Distribution Channel, Income Group, Price and Category: Opportunity Analysis and Industry Forecast, 2020-2027, accessed November 2023
 [5] US Ecommerce Sales Growth by Product Category, 2022-2027, access November 2023

Home decor is the **fastest-growing subcategory** in the ‘Print On Demand’ market

The gradual, but steady transition to remote is continuing in the US. In 2023, 12.7% of full-time employees choose to work from home, while 28.2% of full-time employees adopted a hybrid work model¹. Spending more time at home is a long-term trend that further stimulates the growth of the home decor market.

Popular: POD home decor products

Wall decor art: includes posters, wall decals, canvas prints, and gloss metal prints, meeting consumers demand to improve the home environment for a relatively small outlay



Throw pillows or cushions: combining different textures, fabrics, and printed patterns



Candles: global revenue from only candles used to create a cozy home atmosphere reached \$10 billion in 2023³



Drinkware, represented by mugs: This is virtually a must-have product for everyone and is also suitable for gifting

Blankets: strongly seasonal products that reach their peak sales each year with the arrival of cold weather.



Footstools and bean bag sofas: While these have a higher unit price, they cater to consumers’ desire to give their home a greater feeling of comfort and contentedness



+27.5%

On-demand customized home products are the fastest-growing subcategory, with growth surpassing the average for POD (24.6%)²

Source:

[1] Zippia, Remote Work Statistics, published 2023

[2] Grandview Research, Print On Demand Market Size, Share & Trends Analysis Report By Platform (Software, Services), By Product (Apparel, Home Decor, Drinkware, Accessories), By Region, And Segment Forecasts, 2023 - 2030

[3] Statista, Home Decor Worldwide, accessed November 2023

Aligning closely with trends while carefully catering to consumer demand for personalization

Young consumer groups represented by Gen Y and Gen Z have a strong desire for individuality and personal expression. Mass production and standardized products are the norm today, so consumers are keen to find unique products that reflect their individuality and values and resonate with them on an emotional level. To attract such consumers, POD businesses must conduct in-depth research on their needs and preferences. Businesses should understand their needs in a tangible way through direct communication, satisfying their desire to stand out from the crowd.

Providing consumers with personalized customization options requires businesses to rethink their operational approach and adjust strategies and operational models accordingly, improving core processes including production, distribution, marketing, and customer service. To achieve this, brands need to:



Optimize supply chains ahead of time and assess supply chain resilience



Closely monitor local social media trends, including trends influenced by popular films and shows, as well as those led by celebrities and influencers



In addition to focusing on major holidays such as Valentine's Day, Mother's Day and Christmas, try developing products tailored to the specific needs of niche audiences



Offer consumers the most diverse customization options possible, (e.g. materials, colors, shapes, engravings and patterns) to allow them to express themselves uniquely



Utilize both brand marketing and product marketing to strengthen emotional connections with consumers and cultivate customer loyalty



PET-RELATED PRODUCTS



The global pet product market is bucking trends in the wider economy

The performance of the pet industry is particularly impressive in the context of the current macroeconomic pressures. Global consumers' purchasing power in the pet category is actually rising, exhibiting a strong degree of counter-cyclical resilience.

USD \$261 billion

Size of the global pet industry market in 2022¹

6.1%

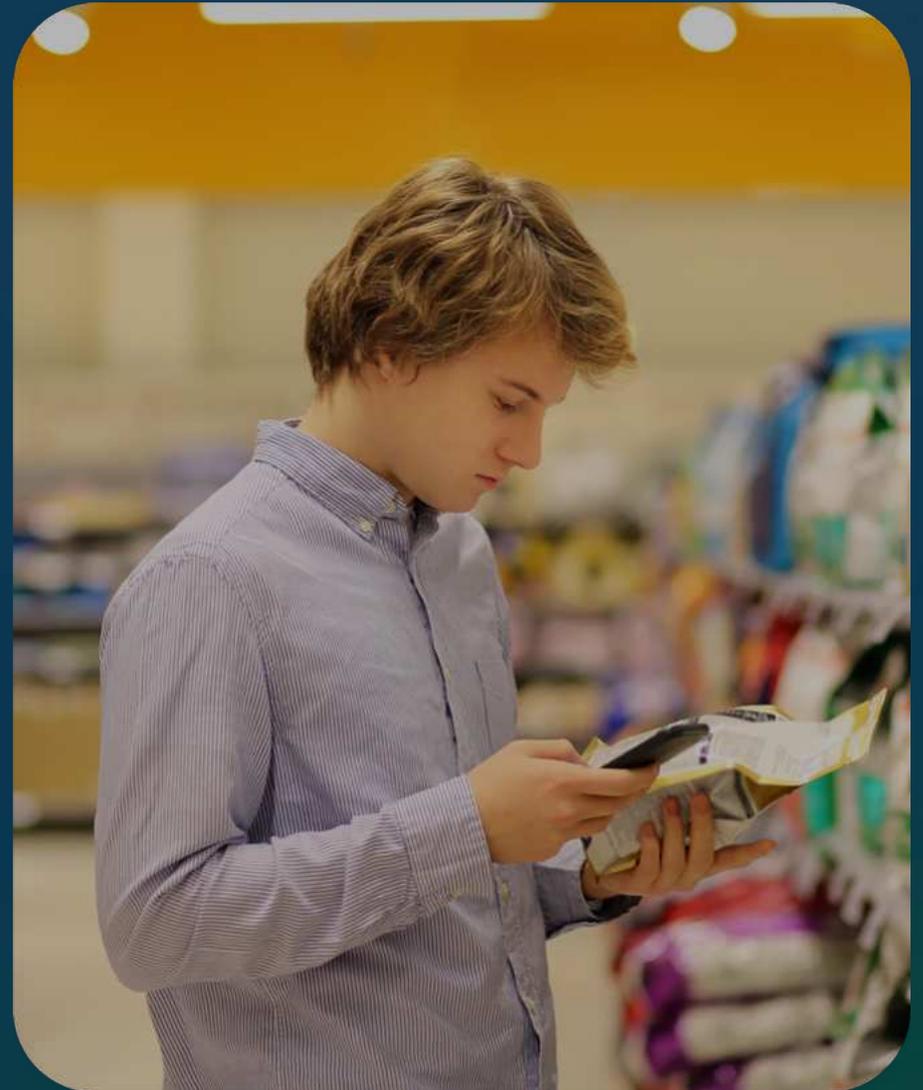
CAGR of the global pet industry, 2022-2027¹

US

World's largest pet economy market¹

USD \$136.8 billion

Total consumer spending on pets in the US in 2022²



Source:
 [1] Common Thread, Pet Industry Trends, Growth & Statistics: Unleashing Your Ecommerce Pet Marketing, published 2023
 [2] APPA, Total U.S. Pet Industry Expenditures 2022, accessed November 2023

After three years of rapid growth, the US pet supplies market is returning to a steadier growth rate

6%

The US pet supplies market is maintaining steady growth:¹

Growth in the US pet supplies market is forecast to reach 6% between 2023 and 2025¹

\$34.2 billion

The US pet supplies market was worth an estimated \$34.2 billion in 2023¹

US: Pet ownership is growing steadily and there is continuous growth in the pet market

The US pet industry entered a period of rapid growth from 2020

2^x

THE CAGR FOR THE US PET INDUSTRY IN 2020-2022 WAS MORE THAN DOUBLE THE RATE IN 2009-20192

66%

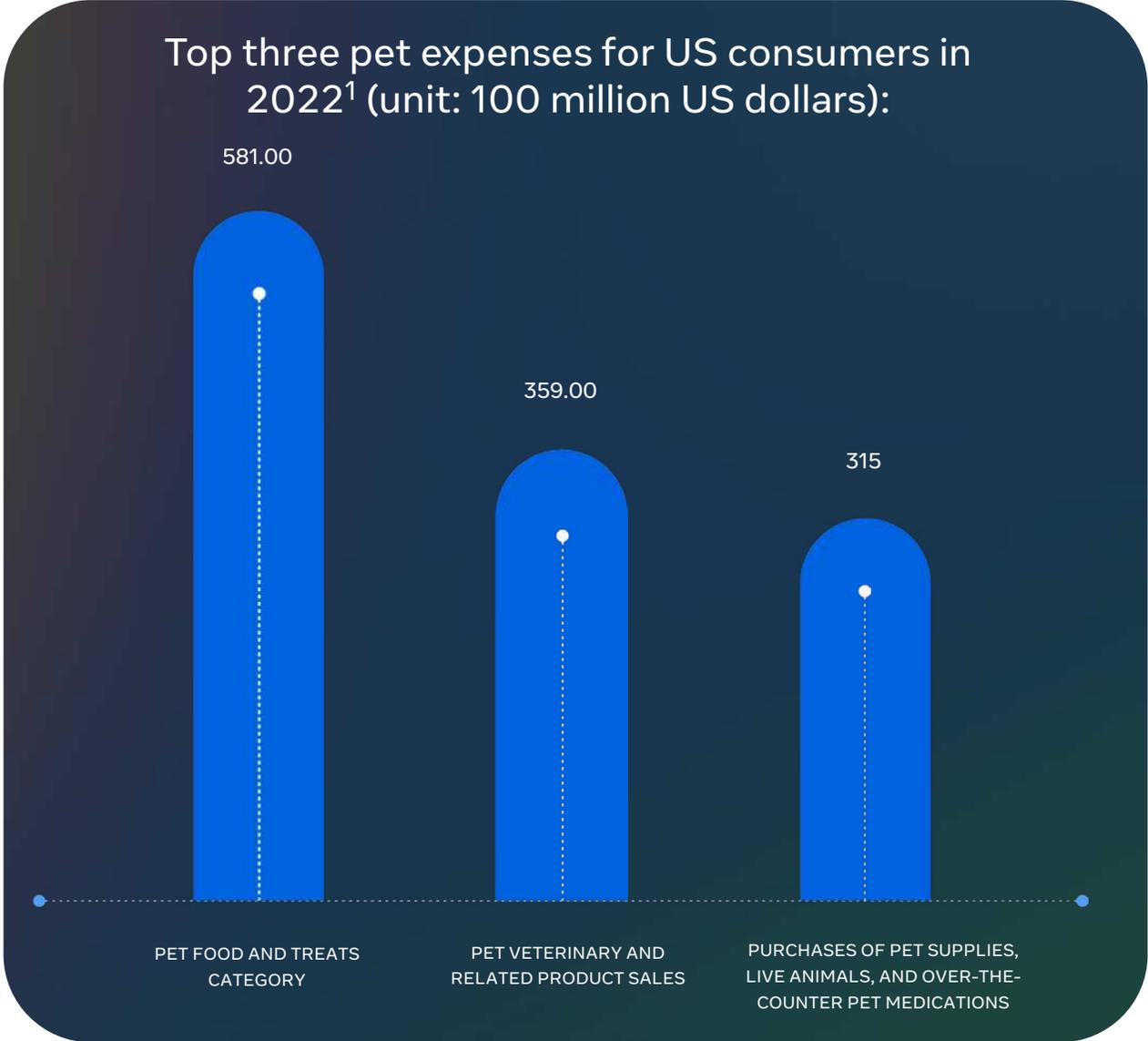
THERE IS HUGE DEMAND IN THE US PET MARKET2: OF US HOUSEHOLDS OWN PETS

65 MN

DOG-OWNING HOUSEHOLDS

47 MN

CAT-OWNING HOUSEHOLDS



Source:
 [1] APPA, Total U.S. Pet Industry Expenditures 2022, accessed November 2023
 [2] APPA, US Pet Owner Survey 2023-2024, accessed November 2023

Online shopping has become an abroad channel for US consumers to purchase pet supplies

29 %

PURCHASE PET SUPPLIES THROUGH A COMBINATION OF ONLINE AND OFFLINE CHANNELS



36 %

MAINLY OR EXCLUSIVELY PURCHASE PET SUPPLIES THROUGH ONLINE CHANNELS

+15.7 %

US E-COMMERCE SALES OF PET SUPPLIES INCREASED BY 15.7% YEAR-ON-YEAR IN 2022, MAKING IT ONE OF THE FASTEST-GROWING CATEGORIES²



Source:

[1] Statista, Online Pet care market in the U.S, accessed November 2023

[2] eMarketer, Retail Sales Growth by Product Category, US, 2022, accessed November 2023

The pet food and supplies market in the US is relatively centralized



8/10

The first 8 of the top 10 global pet food manufacturers were us companies in 2022¹

36%

Of us consumers surveyed said they had visited the chewy website and purchased pet supplies over the past year²
 best-known online pet supplies websites for us pet owners²

45%

Petsmart and petco animal supplies together accounted for 45% the US pet supplies market in 2022
 chewy ranks first among online stores selling pet supplies

Best-known online pet supplies websites for us pet owners:

- PetSmart
- Chewy
- PetCo

Source:
 [1] Pet Food Industry, Top Pet Food Companies, accessed November 2023
 [2] Statista, US Online Pet Care Market, accessed November 2023

Pet owner mindset: Things given to pets must be of good quality



80%

of pet owners agree that they are willing to pay a higher price for good-quality pet products

Demonstrating a brand's social responsibility helps attract pet owners

76%

of pet owners agree that they are willing to pay a higher price for good-quality pet products

Pet owners pay attention to the raw materials in pet products

77%

Pet owners express interest in pet products that use environmentally friendly materials or promote eco-friendly practices

Pet owners are gradually getting younger and increasingly prioritize their furry friends' quality of life



49%
of pet owners are millennials or Gen Z¹



MAIN CONSIDERATIONS FOR US PET OWNERS PURCHASING PET SUPPLIES:

High-quality products: Despite the economic downturn, pet owners will not compromise on the quality of pet food and supplies; instead, they look for promotions and discounts to reduce expense

Companionship anytime, anywhere: They would like to have their pets accompany them even outside of their homes

Sustainable and eco-friendly products: They would like products that are durable and come from sustainable sources

MAIN CONSIDERATIONS FOR US PET OWNERS PURCHASING PET FOOD:

Does it suit the pet's taste?
Is the food made with all-natural ingredients?



Source:
[1] APPA, US Pet Owner Survey 2023-2024, accessed November 2023
[2] Mintel, US Pet Supplies Report 2023, accessed November 2023
[3] Mintel, US Pet Food Report 2023, accessed November 2023

Three key trends in the development of pet supplies: Preventive care, natural ingredients and functional advantages

Pet owners want to ensure that the things they provide to their pets will not harm them or cause potential health issues. The pet products they are most interested in are¹:



45%

PET SUPPLIES WITH FUNCTIONAL ADVANTAGES



43%

PET SUPPLIES TAILORED TO THE UNIQUE NEEDS OF THEIR PETS



34%

PRODUCTS THAT MAKE PETS MORE INDEPENDENT



34%

TOOLS TO PROTECT PETS' SAFETY ANYTIME, ANYWHERE



49%

HEALTH AND BEAUTY PRODUCTS WITH ALL-NATURAL INGREDIENTS



29%

TECHNOLOGY THAT HELPS IMPROVE PETS' HEALTH



CUSTOMIZATION

American consumers demonstrate a high level of acceptance of smart pet products, with over half (52%) purchasing smart devices for their pets. No dominant player or players have yet emerged in the pet smart device market, so the conditions are very favorable for cross-border companies to breakthrough. Brands can focus on addressing the subtle headaches that pet owners encounter, highlighting how new technologies and tools can help owners better understand their pets' daily needs and health. Examples you could consider include interactive buttons for pets, self-cleaning litter boxes, heated cat beds, and pet tracking collars.

Pet owners want to convey their emotions towards their pets through unique customized products. In addition to conventional pet supplies such as collar tags, clothing accessories, mats, and beds, you could also consider offering customized food tailored to pets' specific needs, as well as creating stuffed toy "clones" of beloved pets for owners.

Anthropomorphism

Millennials and Gen Z have become the mainstay of pet ownership, and are focused on a mindset of considering pets "not just animals, but also family members". In addition to basic essentials such as food, clothing, shelter, and supplies, it's important to consider pets' travel and health needs, for example with pet safety belts and carriers, pet supplements, pet grooming products, and pet health monitoring devices; it's also helpful to assist pet owners in celebrating heartwarming moments with their pets on major holidays or special occasions.



SMARTIFICATION



The global smart pet products market is estimated to reach

\$10.1 billion

by 2028, with a CAGR of 19.9% from 2022 to 2028¹

\$1.7 billion

US consumer spending on pets for Valentine's Day 2023²

2/3

Pet owners consider pet needs when devising financial plans³

Source:

[1] Global and China Smart Pet Market Status and Future Development Trends 2022-2028, published 2022

[2] National Retail Federation, Annual 2023 Valentine's Day Spending Survey, conducted by Prosper Insights&Analytics, accessed November 2023

[3] Mintel, US Pet Supplies Report 2023, accessed November 2023

How to explore overseas opportunities in the pet industry



Pet food or treats: Fully understand and strictly comply with local laws and regulations, obtain the relevant food product licenses and certifications, and consider how to capture niche markets from the leading companies.



Pet smart products: In addition to the products themselves, particular attention should be paid to the quality of after-sales service, including establishing a comprehensive after-sales service systems and professional overseas customer service and maintenance teams, and opening offline experience stores when the time is right.

Secondly, when building sales channels, consider a multi-channel configuration that encompasses mainstream cross-border e-commerce platforms, local e-commerce platforms, independent websites, and offline distributors, as this will effectively mitigate constraints imposed by platform rules.

In terms of marketing, fully leverage social media platforms like Facebook and Instagram to expand promotion channels for pet products with digital technologies such as short videos and live streaming. At the same time, build up the company's pet product ecosystem and pet service culture through information sharing, strengthening brand promotion, and accumulating more loyal customers.



Firstly, the pet industry in North America is relatively mature, with mainstream brands dominating both the pet food and pet supplies markets. Cross-border enterprises should carefully select niche segments and establish strong brand awareness, attracting audiences with innovative technology and unique selling points as they start building up their level of differentiation

7



CONSUMER ELECTRONIC PRODUCTS



The global consumer electronics market is experiencing a period of recovery

In 2022, global GDP reached **\$89.7 trillion**, while year-on-year growth slowed to 3.1%. Global GDP growth is expected to decline further to 2.1% in 2023 as economic pressures increase¹.

The consumer electronics industry is also being buffeted by global economic headwinds and inflation, and also temporarily slipped into growth stagnation in 2022. While smartphones and computers remain the largest product categories (comprising 75% of total market share²), they have reached saturation point globally, limiting their future growth potential and resulting in sluggish growth.

Source:

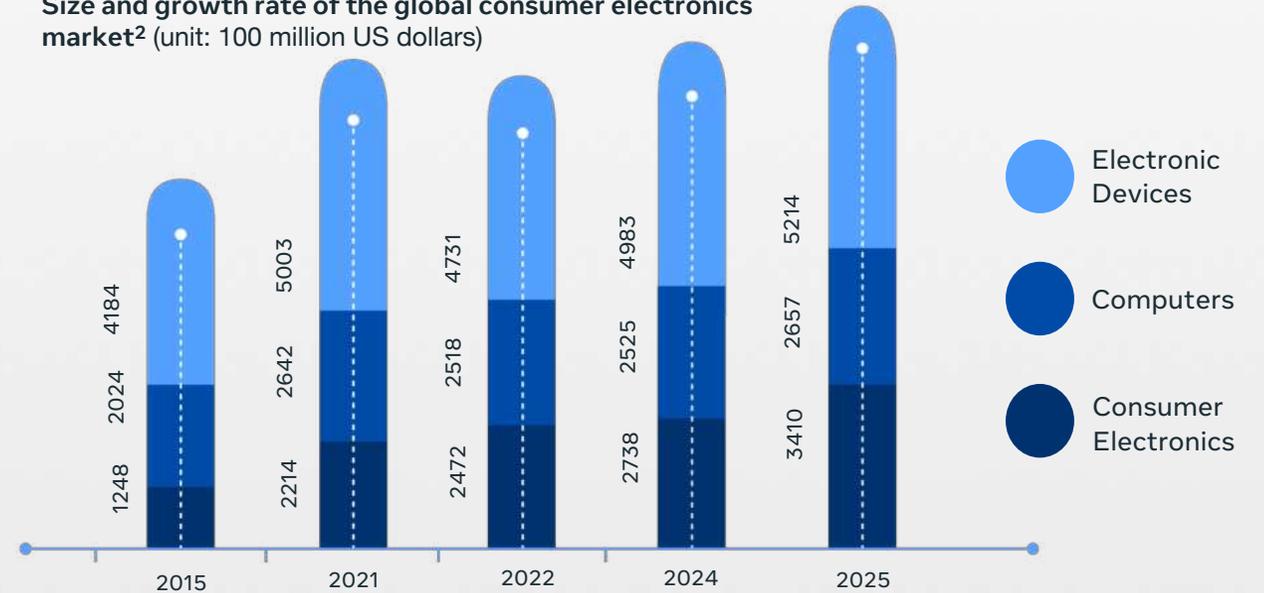
[1] World Bank, Global Economic Prospects, published June 2023

[2] Meet Intelligence, 2023 Consumer Electronics Overseas Expansion White Paper, published June 2023

[3] IDC, Worldwide Quarterly Mobile Phone Tracker 23Q4, published October 2023

[4] Canalys, PC Analysis, published October 2023 [5] Canalys Estimates (sell-in shipments), Wearable Band Analysis, November 2023

Size and growth rate of the global consumer electronics market² (unit: 100 million US dollars)



Shipping data for various segmented categories indicates that the global consumer electronics industry has already entered a period of recovery:

3.8%

Smartphone shipments have reached a turning point, with only a 1% year-on-year decline in the third quarter of 2023 and shipments expected to grow by 7.3% in the fourth quarter, with a growth rate of 3.8% in 2024³.

7%

Global personal computer shipments in the third quarter of 2023 declined by only 7% year-on-year, marking the smallest decline for the industry in over a year and indicating that inventory levels and potential demand are recovering further⁴

4%

In the third quarter of 2023, global shipments of wearable wristband devices achieved year-on-year growth of 4%⁵

...the potential of niche categories is yet to be unleashed

Global consumer electronics sales show several noteworthy trends:

+12.6%

CAGR of power storage products, 2022-2026¹

\$110.3 billion

Size of the smart wearable products market in 2023; CAGR is forecasted to be 15.3% in 2023-2029²

PORTABILITY AND SLIMNESS



The increasing adoption of miniature electronic components has accelerated the product iteration of devices such as power banks and smart wearables, making them increasingly favored by consumers.

MINIATURIZATION

Small appliances and smart home products that can improve quality of life have driven the growth of the global consumer electronics market.



DIVERSE USAGE SCENARIOS



Top players in the consumer electronics industry are heavily investing in research and innovation, aiming to provide unique value to consumers in product design and usage scenarios.

SUSTAINABILITY AND ENVIRONMENTAL FRIENDLINESS



With increasing awareness of electricity consumption and its adverse effects on the environment, there will be growing attention towards energy-efficient and eco-friendly electronic devices in the future.

Source:

[1] Meet Intelligence, 2023 Consumer Electronics Overseas Expansion White Paper, published June 2023

[2] Market.us, Global Smart Wearables Market by Type, By Product, By Application, By Region and Companies - Industry Segment Outlook, Market Assessment, Competition Scenario, Trends, and Forecast 2023-2032, accessed December 2023

In major markets such as North America and Western Europe, e-commerce is a key sales channel



29.4%

Share of consumer electronics sales accounted for by North America¹

21.6%

Share of consumer electronics sales accounted for by Western Europe¹

#2

Computers and consumer electronics is the second-largest sales category in US e-commerce²

USD \$181 billion

US e-commerce sales of computers and consumer electronics in 2023²

Source:

[1] Meet Intelligence, 2023 Consumer Electronics Overseas Expansion White Paper, published June 2023

[2] eMarketer, US Ecommerce Sales Growth by Product Category, 2022-2027, access November 2023.

Consumer motivations and obstacles in the consumer electronics industry



KEY CONSIDERATIONS WHEN PURCHASING CONSUMER ELECTRONICS PRODUCTS¹

- Quality
- Ease of use
- Price
- Product characteristics
- Warranty/guarantee

MAIN CONCERNS WHEN PURCHASING CONSUMER ELECTRONICS PRODUCTS¹

- Unstable connections
- Prone to breakdowns
- Excessively complicated system upgrade requirements
- Difficult to set up, not user-friendly
- Batteries are prone to aging
- Personal information and privacy security



Source:

[1] Meet Intelligence, 2023 Consumer Electronics Overseas Expansion White Paper, published June 2023

The growth of wearable devices stems from the improvement in quality

The wearable device market continues to grow

630 million units

Estimated shipment volume for 2027¹



With regard to the iteration and upgrading of wearable devices, consider meeting usage needs in targeted scenarios or tailoring functions and designs for specific demographics, such as:

- GPS location sharing and alarm functions help provide a greater sense of security
- Fall detection functions for the elderly
- Tracking the location and vital signs of infants and children

6.8%

Growth in smartwatches is above the overall market average

CAGR for smartwatches, 2022-2027¹



62%

Headphones are the largest category of wearable devices

2023 market share²

Smart clothing, smart rings, and glasses with augmented or virtual reality functions will also see upward trends

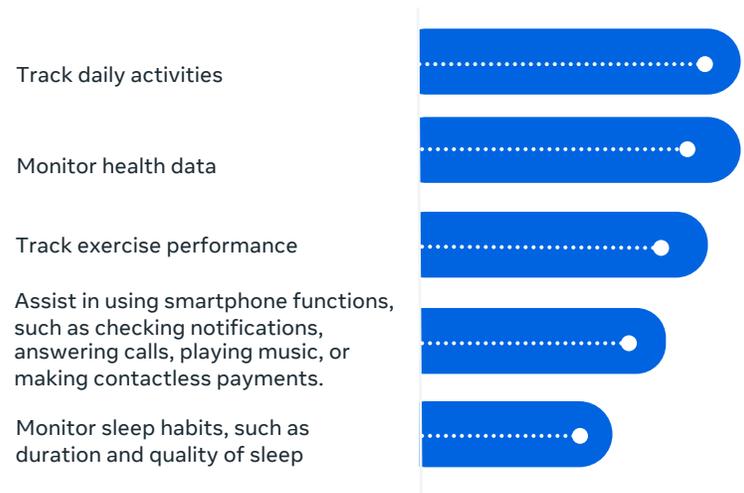
Source:

[1] IDC Worldwide Quarterly Wearable Device Tracker, September 20, 2023

[2] IDC Worldwide Quarterly Wearable Device Tracker, June 23, 2023

Focus on exploring the purchasing potential of the middle-aged and elderly population

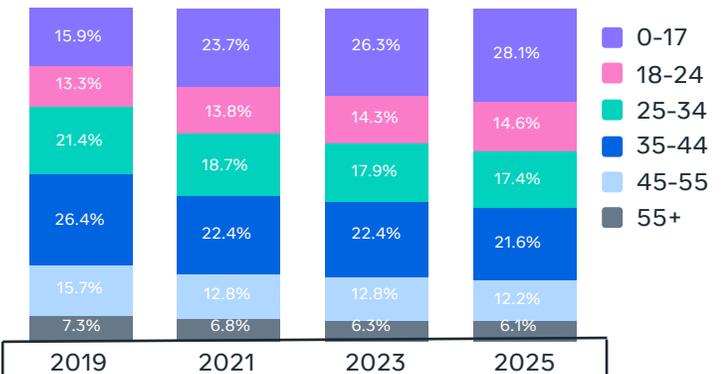
Main reasons that US consumers purchase wearable devices²



Around 1/4

Proportion of Americans who own wearable devices as of 2023¹

US Smart Wearable Users, by Age, 2019-2025 % of total



Note: at least once per month; individuals of any age who wear accessories or clothing that have the ability to connect to the internet (via built-in connectivity or tethering), which in turn collects and exchanges data with a manufacturer, operator, or other connected devices; must have features that can be used without being tethered to a smartphone, PC, or other internet-connected device; excludes medical devices

Source:
 [1] IDC Worldwide Quarterly Wearable Device Tracker, September 20, 2023
 [2] IDC Worldwide Quarterly Wearable Device Tracker, June 23, 2023

Smart home devices have vast growth potential

The rapid proliferation of Internet of Things (IoT) systems, burgeoning demand for smart security and access control systems, and growing awareness of environmental sustainability issues are all strong drivers of the development and adoption of smart home devices.



12%

Smart home devices as a proportion of all home devices in 2022¹

USD \$114.5 billion

Global smart home market revenue in 2022, with an 2022-2028 CAGR forecast to reach 11.4%¹

Source:

[1] Statista, Smart Home Worldwide Revenue, accessed November 2023

[2] Deloitte, Deloitte's Connected Consumer Survey 2023, accessed November 2023

The US is the world's largest smart home device market

USD \$30.86 billion

Size of the US smart home market in 2022¹

<30%

In 2023, none of the smart home devices in the US had a coverage rate exceeding 30%²

The key factors for adopting smart home devices are: Intimately associated with daily needs, improves quality of life



Safety and access control are the largest categories in smart home devices¹

#1

Consumers in the smart home category highly prioritize home security, with nearly all products showing high intent to purchase being related to safety

77%

Proportion of smart home device users who believe the device has improved their quality of life¹



The home healthcare sector is the fastest-growing category²:

- Faced with rising healthcare and insurance costs, consumers are increasingly relying on home healthcare products for home self-monitoring and diagnosis
- The increase in people's fitness and health awareness has also propelled the growth of this niche market.



\$800

In the past year, the average American household spent \$800 on connected devices¹

Source:

[1] Deloitte, Deloitte's Connected Consumer Survey 2023, accessed November 2023

[2] Grandview Research, Smart Home Market Size, Share & Trends ReportSmart Home Market Size, Share & Trends Analysis Report By Products , By Application, By Protocols, By Region, And Segment Forecasts, 2023 - 2030, accessed November 2023

Fully smart homes are still too far away; practicality is the primary factor.

85%

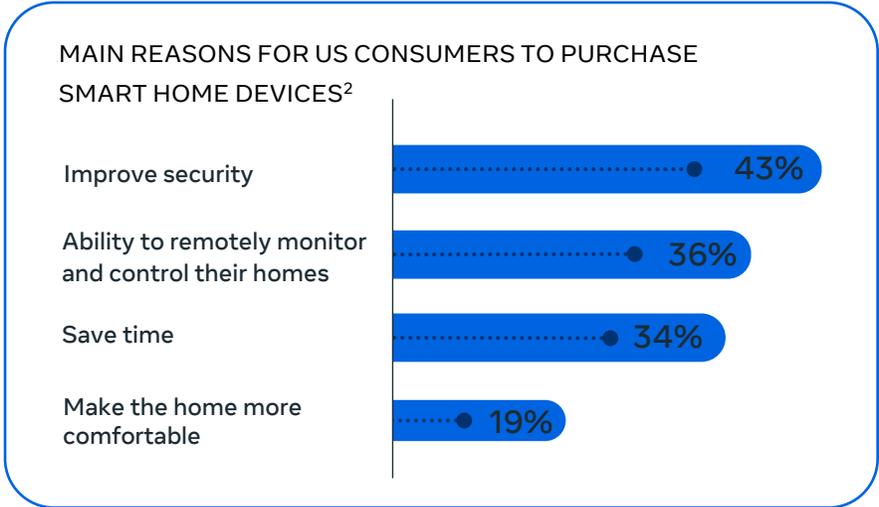
Consumers say that they prioritize specific features or devices that cater to their immediate needs and preferences¹

79%

Consumers indicate that interoperability between home devices is very important or somewhat important¹

1/3

More than 1/3 of consumers would like all their devices to work together seamlessly¹



KEY FACTORS PREVENTING CONSUMERS FROM USING SMART HOME DEVICES²:

HIGH PRICES 43% of global consumers say this is the main obstacle

PRIVACY CONCERNS 63% of consumers are concerned that their personal information may be used for fraud; 31% of consumers are concerned that smart homes may affect their privacy, and one-fourth of consumers are concerned about security issues, especially with devices like voice assistant speakers, home security cameras, and smart speakers.

LACK OF EXCITEMENT REGARDING TECHNOLOGICAL INNOVATION Smart home products lack sufficient appeal for many consumers. In developed countries in Asia, North America, and Western Europe, there is a significant issue with indifference towards tech products.

Source:
 [1] Deloitte, Deloitte's Connected Consumer Survey 2023, accessed November 2023
 [2] GfK, Smart Home Market Dynamics 2023, accessed November 2023

Small household appliances are expected to maintain positive growth in the coming years

\$325.6 billion

Projected size of the global small household appliance market in 2027¹

5.71%

CAGR for the global small household appliances market, 2023-2027¹

Source:

[1] Research and Markets, Global Small Appliances Market(Cooking, Personal Care, Vacuum Cleaners&Food Preparation):Insights&Forecast (2023-2027), accessed November 2023

[2] Euromonitor, Five Small Appliances to Watch in 2023, accessed November 2023



Although there was a slight year-on-year drop in demand for small household appliances in 2022, demand still exceeded the same period in 2019. Following a decline in sales, small household appliance sales are expected to rebound in 2023 and maintain positive growth in the coming years²:

Amid macroeconomic pressures, low prices become a selling point: Small household appliances are typically priced in the mid to low range, generally below \$200

Prices are relatively elastic and consumers don't mind delaying purchases to take advantage of promotional discounts

People tend to prioritize spending in the household category

In mature markets like North America, small household appliances that can genuinely improve the living experience are more appealing to consumers

Small appliance manufacturers can start from the following points to create business growth opportunities¹:



Combine AI and automation technologies



Prioritize space utilization and multifunctionality to help urban consumers maximize space efficiency



Help people cultivate healthy lifestyles and caring for their health in simpler ways



Create an ecosystem by providing a range of services



Address niche and specific consumer needs to enhance their home experience

Meta Solutions for



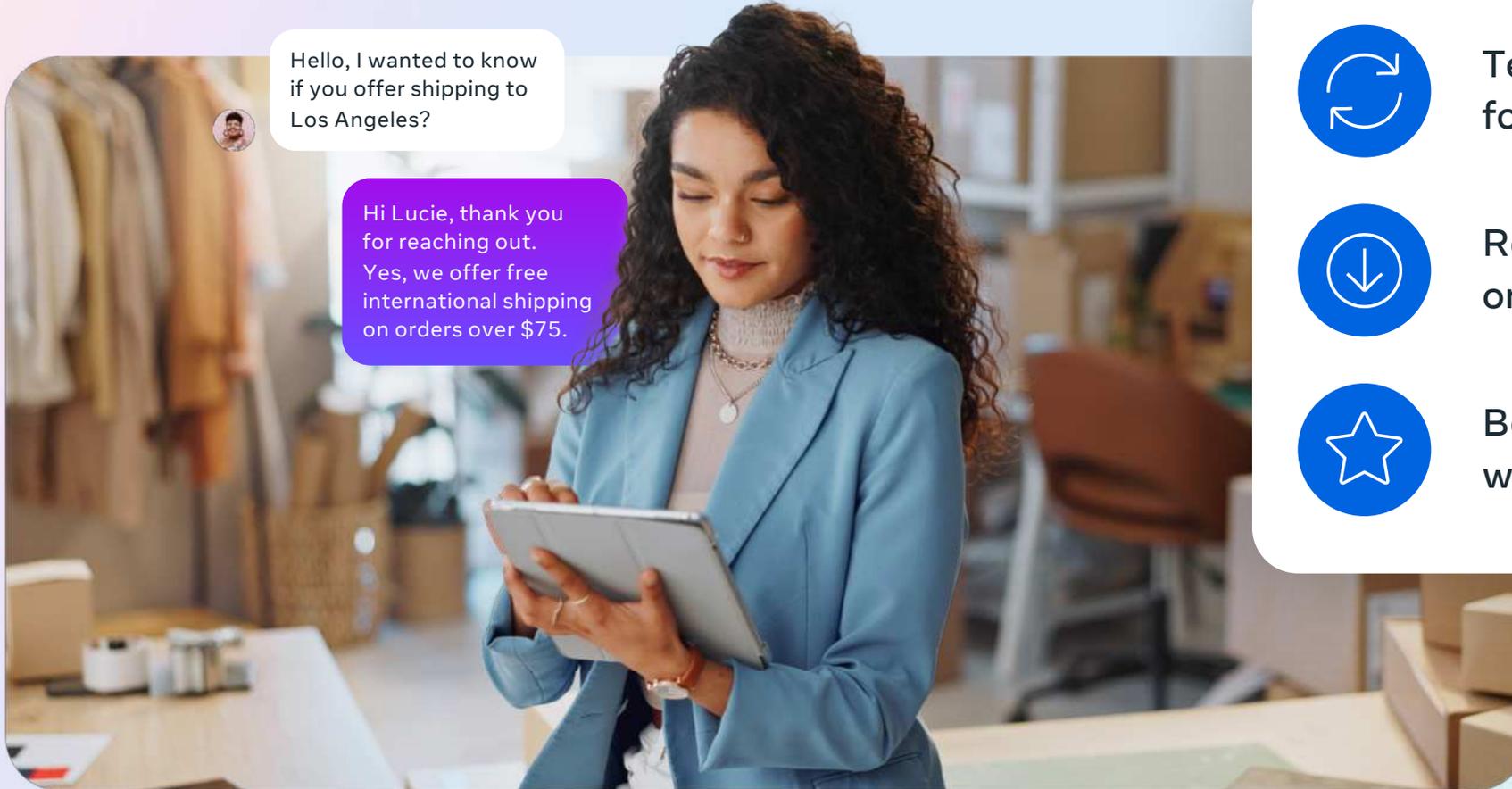
Cross-Border Business

 Meta

2

3

Businesses are embracing market expansion for a **variety of reasons**



Test new destinations for better ROI



Reduce risk from dependence on any one market or region



Beat or keep up with competition

93%

of business decision makers surveyed cite cross-border trade as a key priority.

Leading cross-border businesses are growing internationally by building seamless experiences

DISCOVERY



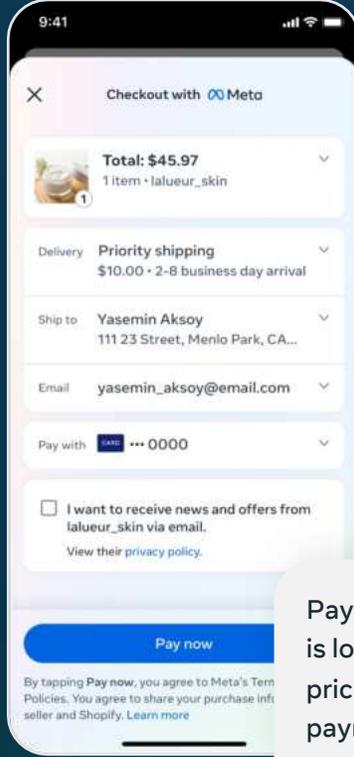
Ads are AI-enabled to match the right message to the relevant people.

EVALUATION



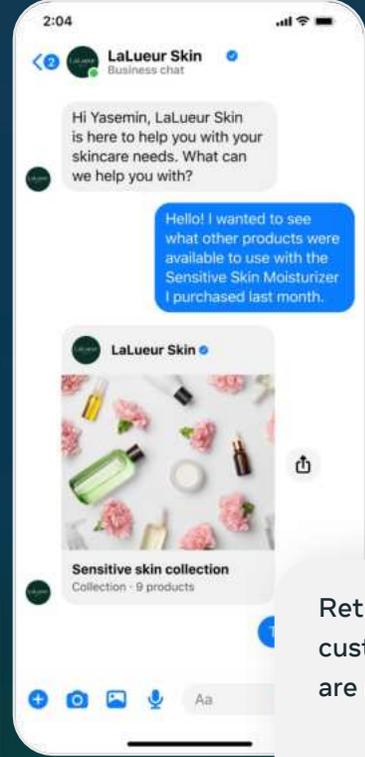
Landing page is translated and display meets local taste.

PURCHASE



Payment journey is localized from pricing transparency to payment options.

POST-PURCHASE



Returns and customer service are made seamless.

AI is ushering in a new era of cross-border experiences

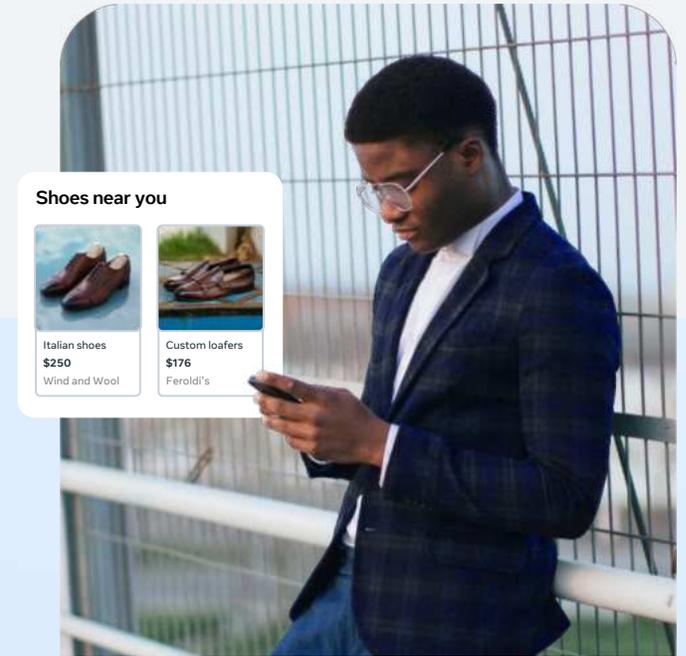
Making the world even more accessible by further collapsing the distances that used to stand between us



Globally viral trends



Real-time translation across text, speech, images and videos



Product recommendations that match local and individual drivers

AI-enabled tools across Meta technologies are driving borderless reach and performance by efficiently matching products with shoppers

HIGHER REACH

8% year-over-year increase to

3.19B

daily active people around the corner and across the globe¹

BETTER PERFORMANCE

20%

increase in Q4 conversions year-over-year²

3.7X

return on ad spend in 2024³

Source: 1. Meta Q4 2023 earnings, family daily active people (DAP) as of December 31, 2023. 2. Meta Q422 earnings, Feb 2023. 3- Results from a large-scale experiment run on Meta's platform from April 22, 2024 - May 5 2024. Advertisers included used Offsite Conversion Optimization for their campaigns and were measuring purchases.

Meta Solutions Framework



Tailored solutions to help businesses grow at every stage of their cross-border journey


LEVEL 1
Beginner

Ideal for exporters new to Meta or businesses already using Meta and taking their first steps into global markets. Focuses on building a strong foundation.

LEVEL 2
Intermediate

Designed for businesses actively spending across multiple markets and looking to optimize performance and scale efficiently. Provides strategies to unlock new efficiencies and drive impact.

LEVEL 3
Advanced

For businesses that are established one market and are ready to expand into new territories. Offers advanced tools and strategies for seamless growth.



BEGINNER

Build a strong foundation with Meta technologies, WhatsApp & Instagram ads, and campaign setup.



Engage with customers on Facebook and Messenger

SHARE INFORMATION AND UPDATES

You can use your Facebook Page to share important information, posts and updates with your customers. This helps to keep them informed about your business and what's new. You can also add personalized details to your Page to make it easier for customers to find you.

MANAGE YOUR PRESENCE WITH META BUSINESS SUITE

To save time and streamline your online presence, you can use Meta Business Suite to manage and schedule posts across Facebook, Messenger, Instagram and WhatsApp.

We cover how to use this tool in more detail later in this training.

ENGAGE WITH CUSTOMERS

There are many ways to engage with customers on Facebook:

Host events, create a group or join a group.

Use Messenger to send and receive messages (we cover how to encourage conversations through Messenger in a later module).

Create a shop to sell products directly on Facebook and Instagram.

SELL PRODUCTS WITH SHOPS

With Shops, you can create a digital storefront for your business and sell products on Facebook and Instagram. This free tool enables you to customize the look and feel of your shop, add a store catalog, and manage your inventory and sales using Commerce Manager.

GET NOTICED WITH ADS

Want to reach more customers? Use Meta Ads Manager to create ad campaigns that align with your business goals.

You can create ads, set a budget, and choose ad placement options across Facebook, Messenger and Instagram.

Engage with customers on Instagram

CONNECT WITH YOUR AUDIENCE

With a business account on Instagram, you can showcase your business through compelling visuals, engage with your audience, inspire action and build a loyal customer base.

EXPLORE DIFFERENT WAYS TO TELL YOUR BRAND STORY

As a business on Instagram, there are many different ways that you can share content to build your presence and reach more people. This includes:

Posts: Share photos and videos that showcase your products, services or company culture.

Stories: Share behind-the-scenes content, sneak peeks or exclusive offers that disappear after 24 hours.

Live videos: Broadcast live videos to engage with your audience in real time and share updates.

Reels: Create short, entertaining videos that showcase your brand's personality

ENGAGE WITH YOUR AUDIENCE

There are also several ways to interact with your followers and build relationships:

Hashtags: Use relevant hashtags in your posts to connect with people who are interested in your content.

Mentions: Tag other accounts in your posts to collaborate and expand your reach.

Messages: Respond to customer inquiries with personalized messages.

Live videos: Engage with your audience in real time and share updates.

SELL PRODUCTS WITH SHOPS AND PRODUCT TAGS

If you have a shop on Facebook, you can also make it visible on Instagram so customers can browse and purchase products directly from your business account. You can add product tags to your reels, stories and posts, prompting people to purchase products in-app or from your website.

USE THE PROFESSIONAL DASHBOARD

The professional dashboard and insights provide valuable information about how your followers interact with your content. This knowledge can help you create posts that resonate with your audience.

Build relationships with WhatsApp Business

There are many different ways WhatsApp Business can help you connect with new and existing customers worldwide.

START CONVERSATIONS WITH SHORT LINKS AND QR CODES

After you create a business profile, make it easier for people to reach you by sharing short links and QR codes that open a chat window in WhatsApp when scanned.



CUSTOMIZATION

Use built-in features of WhatsApp Business to keep up with customer conversations: Quick replies can provide fast answers to frequently asked questions.

Greeting messages can welcome customers to a chat.

Away messages can let customers know when to expect a reply.

CREATE A CATALOG AND COLLECTIONS

Share products with a catalog and collections and make it easier for people to browse and discover things they might want to buy from your business.

USE ADS THAT CLICK TO WHATSAPP

Ads that click to WhatsApp on Facebook and Instagram help people discover your business and start a conversation about pricing or recommendations. When someone clicks on your ad, a WhatsApp chat with your business opens automatically.

ESTABLISH AN



AUDIENCE



FOR

YOUR FACEBOOK PAGE

Key tools for your business

Grow your audience with page posts

- **Status posts:** Share quick updates with short, text-only posts.
- **Message posts:** Include a Send message action button to ask the people who like your Page to provide feedback or start a conversation.
- **Feeling or activity posts:** Update people who like your Page with a current mood, feeling or activity for the day.

In addition to Page posts, there are several other ways you can use Facebook to engage with current and potential customers, create meaningful experiences and connect with people around common interests.

Facebook Stories

You can use Facebook Stories to share photos, videos and text that are only visible for 24 hours to the people who like your Page. This tool works well for sharing exciting news and creating authentic experiences.

Facebook Reels

Reels are short-form videos up to 90 seconds with music, audio, AR (augmented reality) and other engaging effects. Reels are accessible to anyone on Facebook—not just people who like your Page—so they are a great way to help new people discover your business. You can create reels using the Facebook app.

Facebook Live

Facebook Live enables you to broadcast live events, performances and gatherings. Viewers can watch from a phone, computer or connected TV. You can start a live video from a profile, Page, community or event.

Facebook Events

You can use Facebook Events to organize in-person events or host online events. Online events enable people to gather virtually and enjoy premium content. Attendees may pay a fee to access events, which can help your business earn money.

Facebook Groups

Groups provide people with a space to share photos and videos, have conversations, make plans and more. You can use your Page to create or join a group to connect with customers in a more private forum and have authentic conversations around shared interests.

Sell Products

And Services



Facebook also has several tools to help businesses add value for **COMMUNITY** while generating revenue online. These tools can help you advertise, provide offers and manage appointments.

Advertising

You can create and pay for ads through your Page to increase awareness of your business and reach new customers. There are options to promote a Page, boost a post and manage ads directly from the Page.

Offers

You can create and pay for ads through your Page to increase awareness of your business and reach new customers. There are options to promote a Page, boost a post and manage ads.

Appointments

You can also tell people about your services and availability, and collect and manage appointment requests through your Page. You can send reminders and confirmation messages for upcoming appointments using SMS and Messenger.

Measuring success on Facebook Pages

Once you start adding content to your Page, you can use the professional dashboard to learn more about your Page performance. The page overview tab shows in-depth information about how people engage with your page, including data on reach and actions taken on the Page.



Page Insights

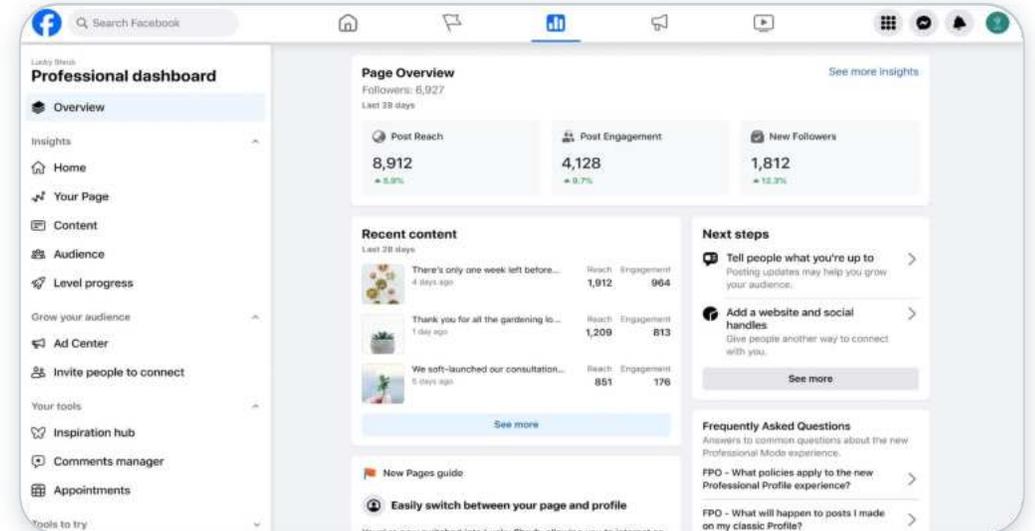
You can also access insights about your Page, audience, and posts on Facebook for mobile. From the Facebook app, tap **Professional dashboard**, then tap **See more insights** to view more details about your Page.

Audience Insights

Audience Insights helps you learn more about the types of people interacting with your Page and content, including their interests and aggregated demographic information. This can help you better understand your target audience and create content that resonates with them.

Post Insights

Post insights helps you track performance metrics on your posts to better understand what content resonates with current and potential customers. By analyzing post insights, you can identify which types of content are most engaging and adjust your content strategy accordingly.



Grow your audience

Once your Page is set up, you can begin to explore different tools to increase engagement and grow an audience for your Page.

Invite people

Start by telling customers and friends about your Page. Encourage them to like and share it.

Engage Regularly

Keep your Page active by posting regularly, responding to comments, answering questions, and introducing new products or services. Use the professional dashboard to track when your followers are most active and what content they engage with the most, then plan your posts accordingly.

Welcome new visitors

Pin a welcome message to the top of your Page to greet visitors. Include important information, specials and promotions to grab their attention.

Gather Feedback

Encourage customers to write reviews and recommend your Page. Positive reviews can build trust and credibility, attracting more customers.

Create a Group

Establish a Facebook group linked to your Page to build a community of engaged followers. This can increase your Page's visibility and attract more likes.

Share your Page

Promote your Page on your personal profile and other social media apps to let more people know about it.

Advertise

Consider boosting posts or running ads on Facebook and Instagram to reach a broader audience. This will require a budget

External Sharing

Don't limit your sharing to Facebook alone. Promote your Page on your business website and marketing materials to help it reach a wider audience.

BEGINNER

INTERMEDIATE

ADVANCED

Assign page access

As more people like your Page, you may need support managing and moderating your posts and Page. Page access enables you to give other people permission to help maintain your Page. You can decide how much control to give to each person.

	ADMIN	EDITOR	MODERATOR	ADVERTISER	ANALYST
Content: manage or delete any content	×	×	×		
Messages: respond to private messages	×	×	×		
Comments: respond to, edit and delete comments	×	×	×		
Linked accounts: add, manager and remove linked accounts	×	×	×		
Ads: create, manage and delete ads	×	×	×	×	
Insights: analyze Page, post and ad insights for performance	×	×	×	×	×
Events: create, edit and delete events	×	×			
Removal and bans: remove and ban people from the Page	×	×			
Settings: manage and edit all settings	×				
Access: add and remove Facebook or task access for a Page	×				

Page access

The creator of a Page becomes an admin automatically. As we just saw, admins have full access to all features and settings on a Page and the ability to give Facebook access or task access to others who help manage the Page. You can grant Page access to people who manage your Page and give someone Facebook access with full control or partial control.

1.

Facebook access with full control

When granted full Facebook access, a person can additionally manage and edit all settings, including adding or removing access for other people and deleting the Page. People with Facebook access can switch to the Page and manage it on Facebook.

Three types of control are:

2.

Facebook access with partial control

When granted partial Facebook access, a person can control tasks including content, messages, comments, linked accounts, ads, insights, events, removals and bans. People with Facebook access can switch to the Page and manage it on Facebook.

Task Access

When granted task access, a person can control only specific tasks for a Page. People with task access manage content, messages, community activity, ads and insights. They can manage these specific tasks only from Meta Business Suite and Meta Ads Manager. This means they can't switch into the Page or manage it on Facebook.

3.

CONNECT WITH



PEOPLE



ON



INSTAGRAM

Benefits of a business



Account on Instagram

People around the world come to Instagram to connect with friends, discover new interests and share what they love.

Businesses of all sizes can use Instagram to attract people to their products or services, share their brand story and build relationships with customers.



New accounts on Instagram are set up as personal profiles by default. When you convert a personal account to a business account, you can run ads on Instagram to promote your products and services. You can also access free tools and features designed to help you achieve your marketing goals. These tools and features include:

- Professional dashboard and insights to better understand your audience and how your content performs.
- Tools to help customers contact your business directly.
- Features that enable customers to purchase directly from you on Instagram.

Set up a business account and profile

CREATE A USERNAME

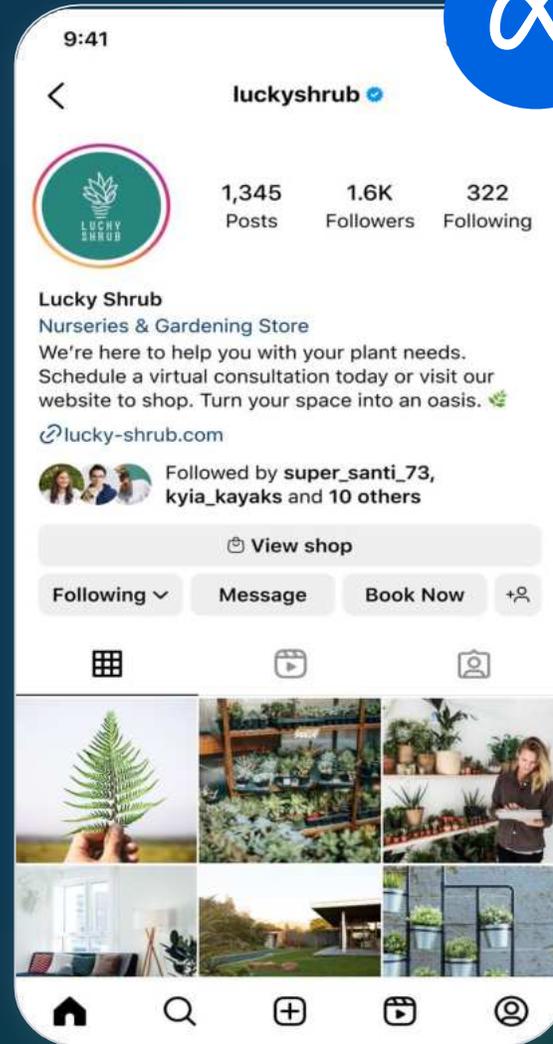
Choose a username that helps people recognize or easily find your business on Instagram.

USE A BRANDED PROFILE PICTURE.

The profile picture should reflect your business personality and can even be your logo. Your profile picture will appear in the upper left corner of any photos or videos that your business account posts.

ADD A BUSINESS CATEGORY

Add a business category to help people understand what types of products or services your business offers.



TELL PEOPLE WHAT TO DO

People can learn more about your business in the bio. The maximum bio length is 150 characters, so keep it brief and use keywords or emojis to attract attention.

ADD CONTACT DETAILS

Help people reach your business by adding contact information and contact buttons to your profile.

PROMPT PEOPLE TO TAKE ACTION

Get people to do something by adding an action button to your profile. An action button enables people to take an action, such as making a reservation or booking an appointment through a third-party service, directly from the profile.

BEGINNER

INTERMEDIATE

ADVANCED

Connect with customers



POSTS

Share photos and videos in your Instagram posts. For multiple photos or videos, create a carousel. A carousel enables you to share up to 10 photos and videos as a single post. Posts appear in feed and on your profile. You can use posts to help people learn about your products and services.

STORIES

Use Instagram Stories to share short, fullscreen, immersive content that disappears after 24 hours. You can use your story to share the authentic, human side of your business, such as behind-the-scenes footage of the team at work. You can also include interactive stickers to start conversations and learn more about your customers.



REELS

Use Instagram Reels to create multi-clip videos up to 90 seconds that can be edited with music, audio clips, special effects and other creative tools. Try to make your reels entertaining, digestible and relatable.

LIVE VIDEOS

Use Instagram Live to broadcast long-form live videos in an immersive, fullscreen format. This is an effective way to bring an event online, give customers something special to watch, or collaborate with another account. Start or schedule fullscreen videos that are up to four hours in duration. You can use videos to connect, inspire, educate and entertain your audience in real time.

CONNECT WITH



CUSTOMERS THROUGH

WHATSAPP  BUSINESS

Connect with customers through WhatsApp Business

With a business profile, you can highlight products and services, answer questions, and communicate with customers. You also have the option to create a digital storefront with a catalog so you can easily share and recommend products and services through chats.

WhatsApp Business also makes it possible to manage orders, shipping and payments. Similar to Messenger, you can improve the efficiency of your communications with customers through automated messaging for greetings, away messages and quick replies.

SET UP A WHATSAPP BUSINESS ACCOUNT

1.

Download WhatsApp from Google Play for Android or the App Store for iOS.

2.

Open the app and start by verifying your business phone number. WhatsApp will then send a confirmation code to that number

3.

Set your business name.

4.

Build your profile.

Android: Tap three dots. Tap Settings and your business name.

iOS: Tap Settings and your business name.

Once you set up your WhatsApp Business Account, consider linking it to a Facebook Page. Linking a WhatsApp Business Account and a Page enables you to use posts and ads on Facebook to send customers to WhatsApp. After you link your WhatsApp Business Account with your Facebook Page, you can also synchronize your business information across both accounts. This helps ensure that your business information stays updated and consistent for customers.

Manage messages with Automation

Your ability to respond quickly can improve customer experiences and make your business seem more reliable and credible.

With automated messaging tools, your business can stay connected with customers at any time and manage their expectations.



GREETING MESSAGES

Automatic initial response to customers who send messages

Great for greetings and basic business information

AWAY MESSAGES

Automatic message when you can't respond immediately

QUICK REPLIES

Replies to common questions

Personalization: GIFs, images and videos

MARKETING MESSAGES

Messages to reengage previous customers and reach new people

Can include offers, announcements, coupons, sales and promotions

Organize customer messages with labels

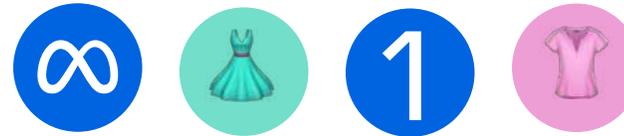
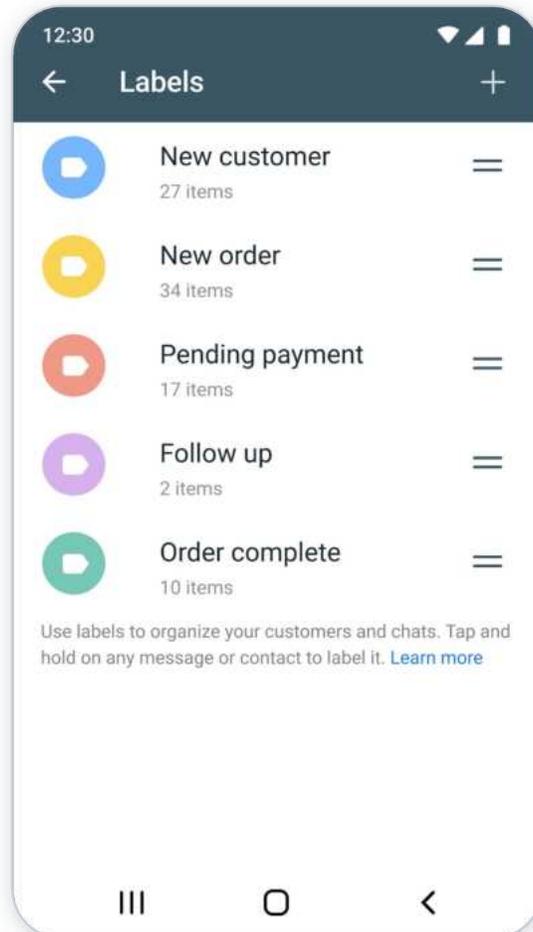
As your business grows, the volume of messages will increase. It can be helpful to organize conversations into different categories. Labels enable you to organize messages into separate groups—such as orders, returns and customer conversations—by applying different colored labels for each.

WITH LABELS, YOU CAN:

Organize and filter important customer conversations by category.

Quickly find and respond to messages that need your attention.

Color-code conversations with contacts and keep track of order status.



YOU CAN CREATE AND CUSTOMIZE YOUR OWN, OR USE DEFAULT LABELS SUCH AS:

NEW CUSTOMER

NEW ORDER

PENDING PAYMENT

FOLLOW UP

ORDER COMPLETE

PAID

IMPORTANT

LEAD

GET STARTED WITH



ADVERTISING ON



FACEBOOK AND INSTAGRAM

Get started with advertising on Facebook and Instagram

Advertising on Facebook enables you to reach people who are not already following your Page or Instagram business account. The ads can be used to reach people who are likely to engage with them based on their location, interests and other factors. Marketing teams can create posts about their products and services on a Facebook Page to build their brands online.



POSTS

When businesses want to reach people who are not already familiar with their products and services, they can advertise across Meta technologies such as Facebook and Instagram. Ads appear with a **Sponsored** label.

ADS

Businesses can create posts about their products and services on a Facebook Page to build their brands online. This content is displayed to their Page followers.

BEGINNER

INTERMEDIATE

ADVANCED

Creating ads

You can also create new ads directly from a Facebook Page without using existing posts by clicking Advertise. Different ad types and settings are available depending on the unique goals of your business.

Ads can help reach people who don't follow your Facebook Page or Instagram account already.

Use a page post

Consider using an existing post from a business Page to build an ad with more capabilities than if you just boosted the post. You can change the image and content of the post or leave it as it is.

Use Facebook post images

If you don't have high-quality visuals to use in your ads, browse the library of stock images available.

Run an ad continuously with a daily budget

This provides the ad delivery system with the flexibility to allocate money to more dynamic auctions and spend less on other days.

Automating ads

You can use automated ads for a simplified way to boost engagement on a regular basis. Automated ads provide a continuous plan for advertising a Page's highest performing posts on a daily budget. When you run automated ads, you can set goals and the ad delivery system will boost posts likely to perform best.

Benefits

Boost engagement on a regular basis.

Set a daily budget to continuously boost a Page's highest performing posts.

Run ads likely to perform best based on advertising objectives you choose.

Creating ads from an Instagram account

Instagram can help you connect with the customers you care about. Prepare a plan before you advertise to help you stay organized, save time and grow your business.

To Create a Plan:



STEP 3:

Decide who you want to reach

When you select posts and stories to turn into ads, use photo and video content that's unique to your brand and attracts people's attention. Use insights to learn more about how your posts and stories perform.

STEP 1:

Establish a presence on Instagram

Set up an Instagram business account and create a profile that includes your contact information and other relevant details. Keep your account active with recent photos and videos so you can establish your credibility when people visit your profile from an ad.

STEP 4:

Create a content calendar

Plan out your posts and stories in advance. Use a content calendar to align our messaging with campaigns, events or product launches. Aim for consistency in the tone, format, and timing to keep your audience engaged.

STEP 2:

Set a Goal

What do you want to accomplish with advertising? Create a SMART goal: it should be specific, measurable, achievable, relevant and time-bound. For example, you can create a goal to increase your followers to 500 within the next month.

STEP 5:

Choose your best content

When you boost a post, you can create a target audience for it. Define your audience to make sure that the people who are most likely to become customers will see your ad.

Creating ads in Meta Ads Manager

Step 1

Make sure you have a Facebook business Page. When you Create a Page, you automatically have an Ads Manager account.

An account ID number, currency and time zone will automatically be assigned to you based on your location. You may change your currency and time zone, but doing so will set up a new Ads Manager account. Follow the pop-ups to deactivate your old account. You'll still be able to view old accounts in Ads Manager, but ads under the old account will stop running.

Set up an ad account for your business

We'll use this information to create a new ad account and add it to Little Lemon.



Little Lemon

Your new ad account will be part of this business portfolio.

Industry ⓘ

Food and beverages

Time zone and currency ⓘ

Confirm these settings match your business location. You won't be able to change them later.



(GMT-07:00) America/Los Angeles

USD - US Dollars

Edit

By creating an ad account, you agree to [Meta Terms of Service](#) and [Advertising policies](#) on behalf of Little Lemon

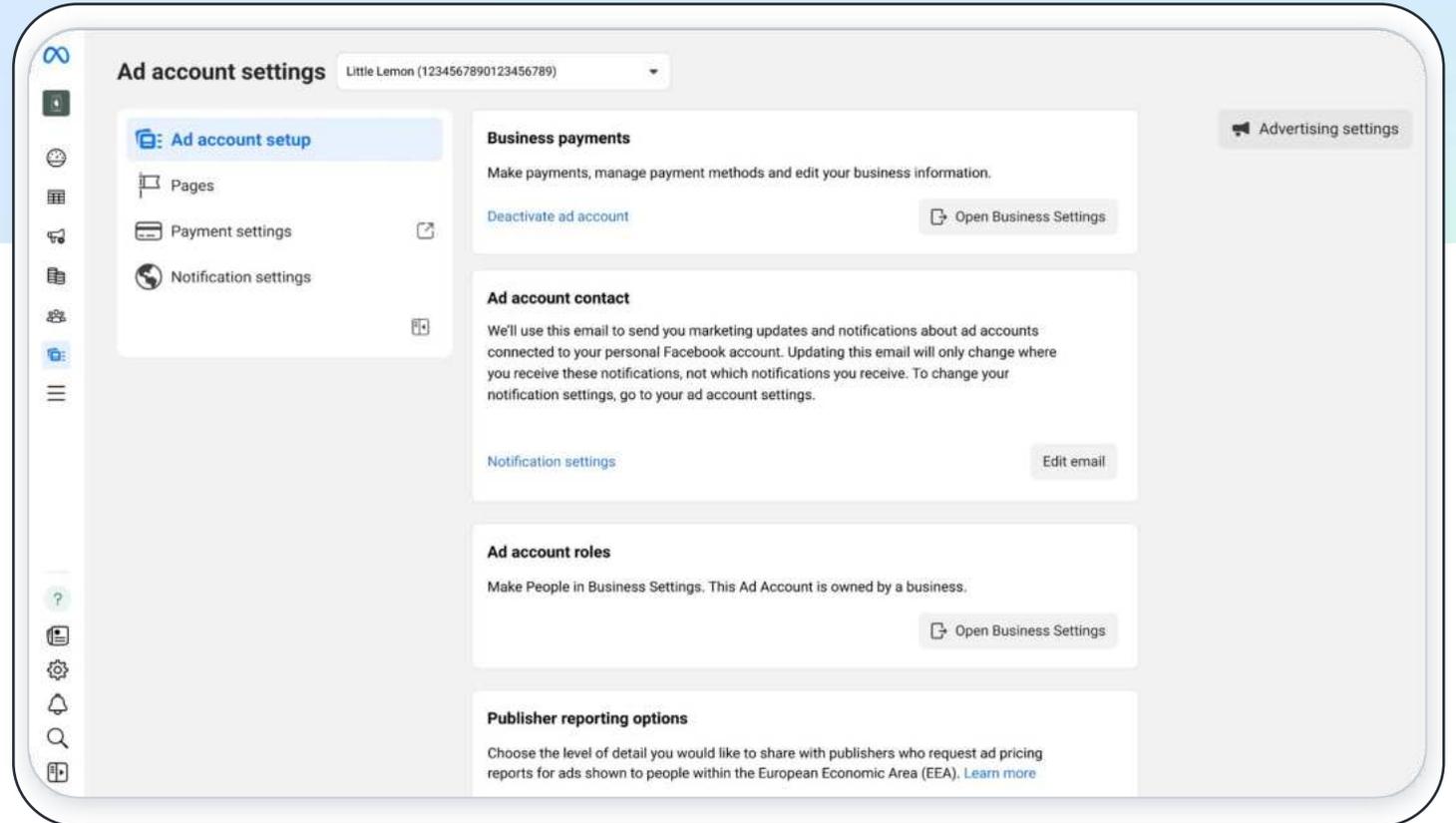
Back

Create

Creating ads in Meta Ads Manager

Step 2

View your ad account settings to confirm your account information.

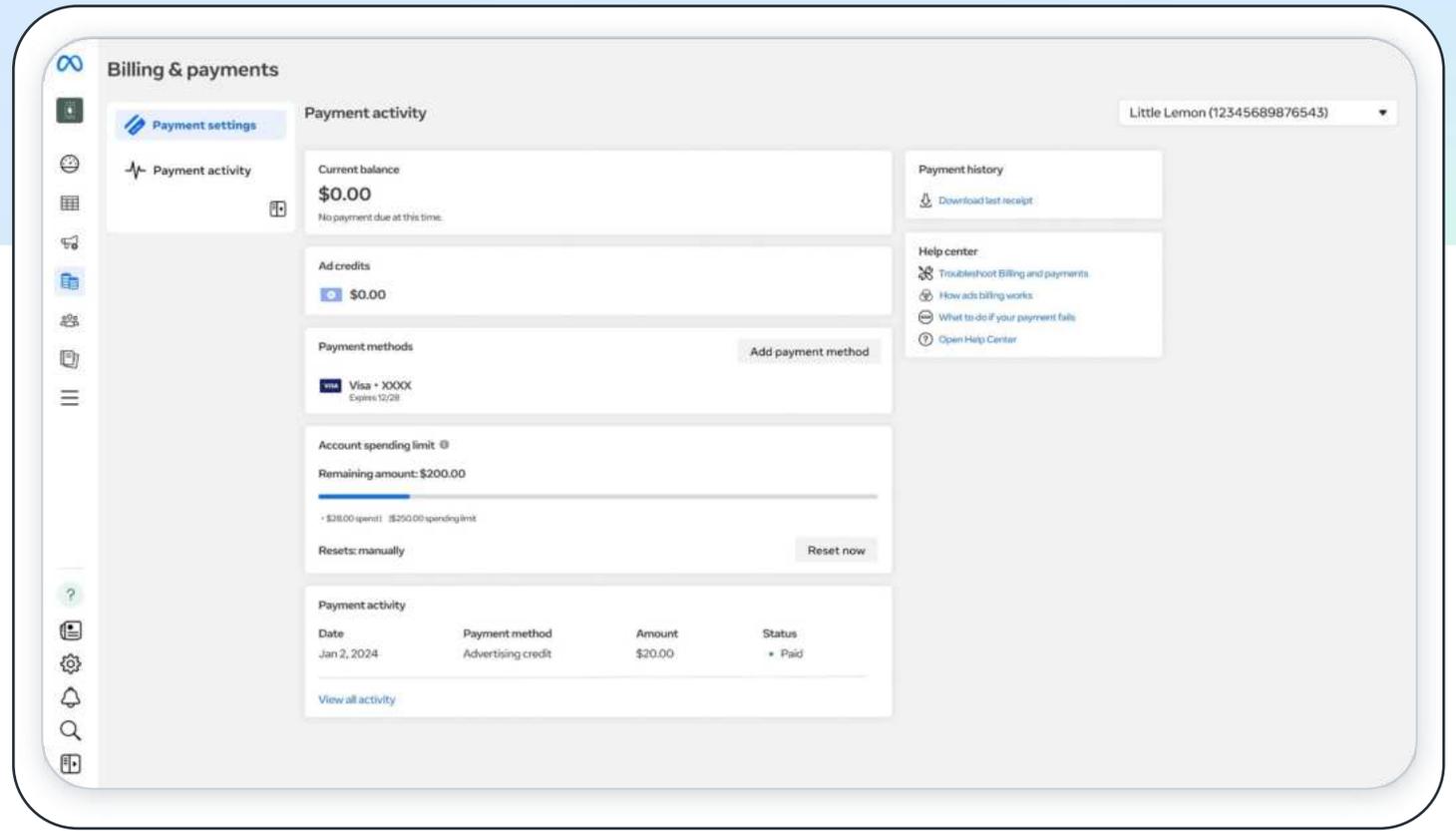


Creating ads in Meta Ads Manager

Step 3

Click the credit card icon on the left side to access payment settings. You must enter payment settings in order to run ads. Here, you can:

- See your balance.
- Enter your payment method. You may add more than one, and you can return to payment settings to remove or change your methods at any point.
- View payment activity. You can view your payment activity per ad account.
- Confirm your business info. This section will have your business name, address and currency.



Ad Creation level

Ads you create in Ads Manager have three parts: campaigns, ad sets and ads. Collectively, these parts are called the campaign structure. Knowing how they work together will help your ads run the way you want and reach the people most likely to be interested in them.

CAMPAIGN LEVEL

This is where you select the ad objective, or overall goal of your campaign.

AD SET LEVEL

This is where you define the audience you'd like to reach, choose your ad placements, determine a budget and set a schedule.

AD LEVEL

This is where you design the ads. You can choose your ad format, upload images and video, and add text, links and more.

Campaign Level

The first level of a campaign structure is the campaign, where you choose an objective for your ad. An objective is your business goal, or what you want people to do when they see your ad.

For example, you may want to increase traffic to your website or find the audience that will be most likely to purchase your product or service.

THERE ARE SIX OBJECTIVES

[Awareness](#), [traffic](#), [engagement](#), [leads](#), [app promotion](#) and [sales](#). Depending on your objective, you may be required to set a destination for your ad. The destination is where people will be directed when they click your ad. You can set your destination to an external website, a mobile app registered on the Meta for Developers site, Messenger or WhatsApp.

Create a new campaign New ad set or ad ✕

Auction ▾

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#) Cancel Continue

Ad set level



Once you set your objective, you can start designing ad sets. An ad set is nested under a campaign, and the settings you choose on this level will influence what choices are available to you at the ad level (the last level). You can have multiple ad sets within a single campaign, which will enable you to segment the audiences you are targeting your ads to later on. You also choose placements, set a budget and choose scheduling options at the ad set level.

PLACEMENT

Placement determines where your ads will be displayed. You can decide which technology to run your ads on and whether the ads will appear in-feed, between stories, in-stream (before, during or after video content) or in-article. You can choose these manually or turn on Advantage+ placements to run ads on all available placements.

A/B TESTING

You will also have the option to run an A/B test at the campaign, ad set or ad level. A/B tests enable you to change variables, such as your ad creative, audience or placement, to determine which strategy performs best and improve future campaigns.

BUDGET AND SCHEDULING

At ad set level, you define how much you want to spend and how long your ads will run. You can choose between a daily budget or lifetime budget and set start and end dates. These settings help control delivery pacing.

AD LEVEL

Ad is the final level. This is where you determine your ad creative—including visual elements such as text, images and video—and set an action button.

AT THIS LEVEL YOU CHOOSE

1

FORMAT

2

AD CREATIVE

3

LANGUAGES

INTRODUCTION



TO



CAMPAIGN



OBJECTIVES



Introduction to campaign objectives

A well-defined goal is specific, measurable, achievable, relevant and time-bound.

S Specific

M Measurable

A Achievable

R Relevant

T Time-bound



Align a business goal to an ad objective

There are 6 campaign objectives (formerly, there were 11 objectives) to choose across the three stages of the customer journey.



Buying types

There are two ways to buy ads across Meta technologies: auction and reservation (previously known as reach and frequency). The two buying types offer varying flexibility and predictability, and the buying type best suited to your campaign depends on your ad objective. In Ads Manager, you can determine the buying type at the campaign level.

You can choose from:

1 Auction

Advertisers can bid for audience actions or impressions with a variety of tools that impact cost per result.

2 Reservation

(previously known as reach and frequency): Advertisers pay a fixed price to predictably reach their audience. This buying type is only available to qualified advertisers. When you purchase a campaign through reservation, you can buy it 3-6 months in advance. You also need to select an audience of at least 200,000 people.

Maintaining the campaign

Since the learning phase occurs whenever you create a new ad set or make a significant edit to an existing ad or ad set, try not to make significant changes that will reset the learning phase. Typically, 7 days or 50 conversions are recommended to make up the learning phase of the ad. View the results of your ad campaign in Ads Manager or Facebook Ad Center and optimize your ad based on the insights you gain.

Create your campaign 



Run your campaign

Customize, save and review reports to understand ad performance.



Refine your Campaigns based on ad performance

CREATE AUDIENCES IN



META



ADS



MANAGER



Create audiences in Meta Ads Manager

NEW AUDIENCE

Select your audience manually based on characteristics such as age, location and interests.

CUSTOM AUDIENCE

Reconnect with people who have shown interest in your business using your customer information or data from Meta, such as video views and Facebook Page visits.

LOOKALIKE AUDIENCE

Use customer information to find new people similar to your existing audience across Meta technologies.

Types of audiences

New audiences

Define your audience manually through demographics, interests and behaviors to reach people likely to be interested in your ads.

Location

Reach people who live in same city, country or community.

Demographics



Behaviours: Reach people with similar behaviours. For example, your audience might read the same publications, visit the same websites, have similar hobbies or play the same sports.

Interests: Reach people with similar interests such as products, topics or activities

Custom audiences

Custom audiences enable you to reconnect with people who have already shown interest in your business. This includes people who previously visited your website or downloaded your app. You can use a variety of audience sources to create a custom audience. This can include data from Meta technologies or your own sources.

For example, using your sources, you could create an audience based on people who:

- Visited the business website. Use information from the Meta Pixel to create an audience based on actions, such as purchases.
- Used the business’s app and took actions, such as launching the app.
- Interacted with the business or its catalog.
- Interacted with the business offline, such as over the phone or in-store.

You can also create an audience based on people who interacted with the business across Meta technologies. For example, people who:

- Followed or interacted with the business’s Facebook Page.
- Interacted with one of its events on Facebook.
- Interacted with its Instagram account.
- Used Shops to make a purchase on Facebook or Instagram.
- Watched its videos on Facebook or Instagram.
- Interacted with its on-Facebook listings.
- Opened or completed a form from ads with the leads objective.
- Opened its Instant Experience on Facebook or Instagram.

Lookalike audiences

1 CHOOSE A SOURCE AUDIENCE

Start by selecting a custom audience that will serve as the basis for your lookalike audience. If you have the Meta Pixel installed, you can directly create a lookalike audience without needing a custom audience first.

2 IDENTIFY COMMON CHARACTERISTICS

Use Meta technologies to analyze demographic information and interests of your source audience. This makes it easier to identify other audiences who might be interested in your business, product or service.

3 CREATE A LOOKALIKE AUDIENCE IN ADS MANAGER

Go to Ads Manager and click Create a lookalike audience. Here, you can select your lookalike source. The source helps the ad delivery system find people with similar traits. Note that people in your source audience will be excluded from your lookalike audience unless you use the pixel as your source.

4 SELECT AUDIENCE LOCATION AND SIZE

Choose where your lookalike audience is located and decide on the size of the audience.

The source audience you select for your lookalike audience sends information to Meta about which qualities to match. The audience size you choose during the creation process determines how closely the lookalike audience matches the seed audience. This size is expressed on a scale from 1–10, which corresponds to the percentage of the population of a particular country that you want matched with your seed audience. A good size for a source audience is 1,000–50,000 people. The quality of the source audience is also important. For example, a seed audience of best customers could lead to better results than a seed audience comprised of all customers.

You can use new audiences, custom audiences and lookalike audiences to find new customers and reengage existing customers with ads. In the next section, discover tips to help you create audiences for your next campaign.

Create audiences in Ads Manager



LOCATION



INTEREST



BEHAVIORS



DEMOGRAPHICS

1

BROAD TARGETING

means that you're mostly relying on the ad delivery system to find the best audience for your ads. This approach can lead you to potential customers you wouldn't have known about otherwise. You still have to use at least a few basic targeting parameters, but it's a good approach if you're not sure who you want to target ads to.

2

DETAILED TARGETING

enables you to refine the group of people your ads are shown to. You can do this with information such as additional demographics, interests and behaviors.

CHOOSE AD PLACEMENTS



BUDGET



AND SCHEDULE

IN META ADS MANAGER

Choose ad placements, budget and schedule in Meta Ads Manager

TYPES OF BUDGET



ADVANTAGE+ CAMPAIGN BUDGET

This budget type makes the most efficient use of spending for the best overall results



INDIVIDUAL AD SET BUDGETS

This budget type gives more control by setting budgets at the ad set level



How you're charged

1 IMPRESSIONS

Get charged for every 1,000 impressions you receive on a campaign, also known as CPM (cost per 1,000 impressions). CPM measures the total amount spent on an advertising campaign divided by the number of impressions and multiplied by 1,000. Most ad objectives charge on a CPM basis.

2 LINK CLICKS

Get charged for every click on an ad, also known as cost per click (CPC).

3 ACTIONS

Get charged every time someone completes the action you want. This is also known as cost per result. This charge choice is only available for actions like video views.

There are two types of ad budgets to choose from in an ad set: daily and lifetime budgets. You can select each type of ad budget from the dropdown menu next to Budget under Budget & schedule in an ad set

1 DAILY BUDGET

This budget type controls how much you spend each day during your campaign.

2 LIFETIME BUDGET

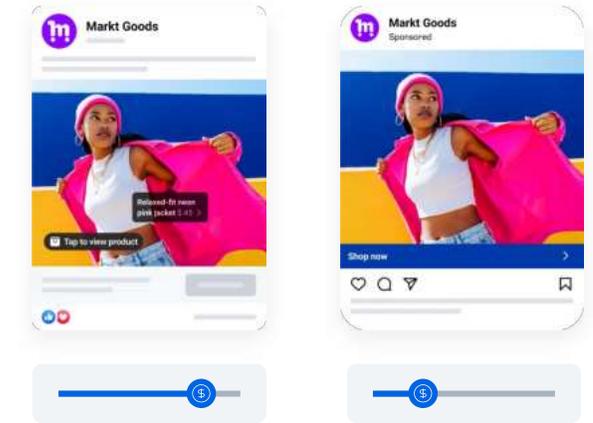
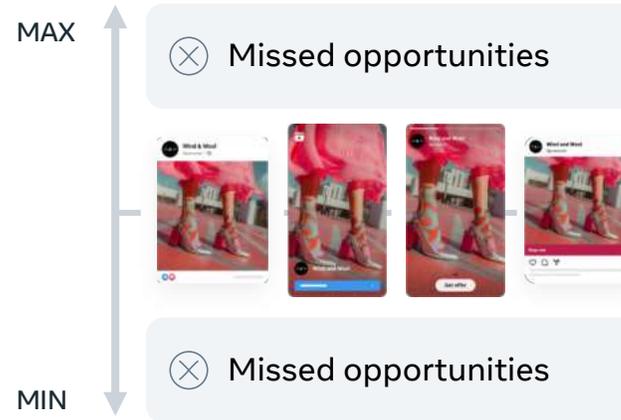
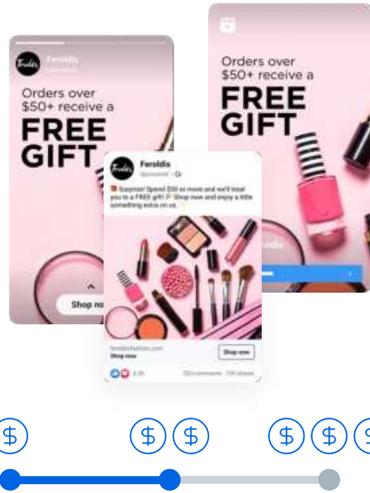
The amount you're willing to spend over the entire run of an ad set or campaign. You won't be charged more than your lifetime budget for your ad set's results unless you change your delivery settings.

What to consider when choosing a lifetime or daily budget?

A lifetime budget enables you to maximize results and keep overall costs as low as possible. A daily budget restricts how much the ad delivery system can explore opportunities across the lifetime of a campaign.



Advantage+ campaign budget best practices



To allow your budget to flow to the best opportunities, set your budget at the campaign level (not the ad set level).

Avoid using both minimum and maximum budgets for the same ad set.

Apply a minimum or maximum budget *only* when you require investment in specific ad sets.

How to choose ad placements in Ads Manager

Choosing ad placements relevant to your audience will help you to reach people where they spend the most time.

Each placement has different benefits, so it's up to you to decide which strategy is most effective.



- Feed:** Get high-visibility for your client or business with in-feed ads.
- Stories and reels:** To tell a visual story with immersive vertical ads, choose story ads and Reels ads.
- In-stream ads for videos and reels:** Reach people before, during or after they watch a video or reel.
- Search results:** Place your ads next to relevant Facebook and Marketplace search results.
- Apps and websites:** Your ads can appear in external apps and websites.
- Messages:** Send offers or updates to people who are already connected to your business.

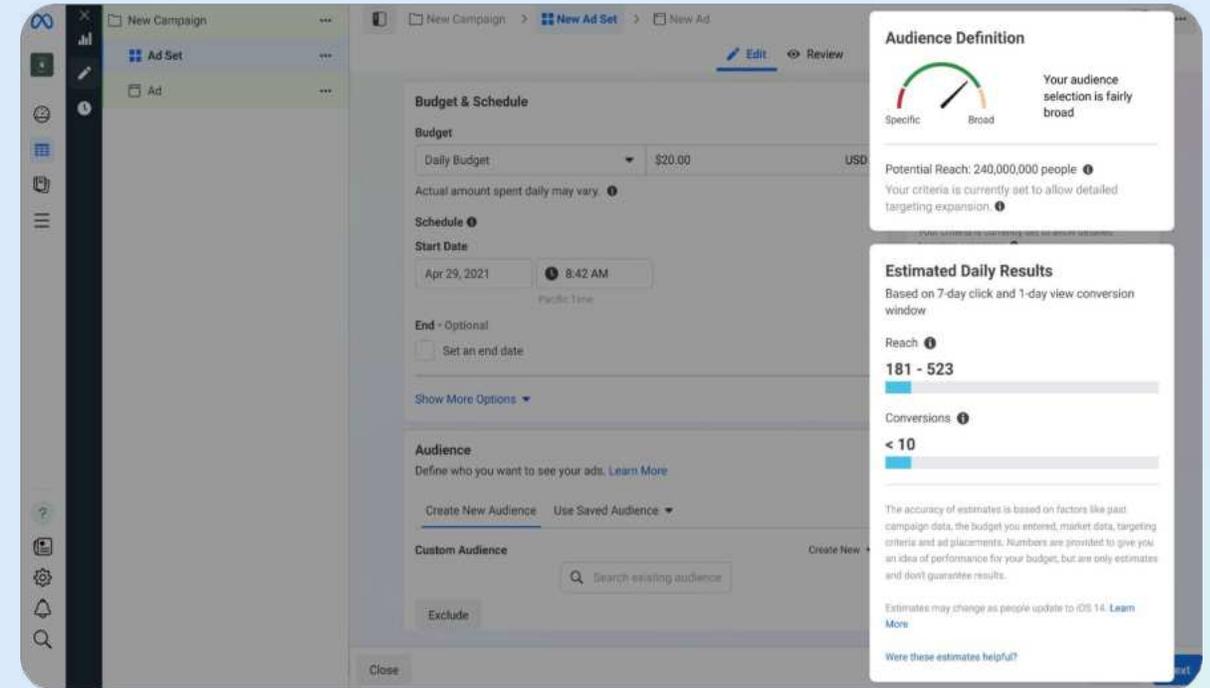
Advantage+ placements put your Ads where your customers are



- Advantage+ placements use AI to place your ads where potential customers are most likely to convert by finding the most cost-effective opportunities across Meta technologies.
- Advantage+ placements enable the ad delivery system to efficiently use your budget and increase your ad exposure. Your ads can be seen on all placements available for your settings including Facebook, Messenger, Instagram and Meta Audience Network.
- Manual placements let you choose the technologies and placements where you want ads to appear. If you choose manual placements, select several different placements.

Improve ad delivery

When you're setting up a campaign, first refer to the two sections in the ad creation flow, known as potential audience reach and estimated daily results.



Potential Audience Reach

This shows an estimate of how many people you can reach based on your audience definition and placements. It helps you understand if your audience is too broad or too specific. A well-defined audience balances specificity with sufficient reach potential. For example, a broad audience might reach up to 2 million people. Increasing your budget can further expand this reach.

Estimated Daily Results

These estimates vary with your budget and are crucial for setting financial expectations. They are available for various campaign objectives like app installs, event responses, and more. A higher budget typically increases both reach and results. If the full budget isn't spent, these estimates may be lower in confidence.

Adjustments to **improve** your ad



Budgets

Increase the amount you're spending to reach a larger audience or reduce spending to achieve a different cost per result ratio.



Advantage+ Budget

If you've selected the Advantage+ campaign budget setting, don't manually pause and un-pause your ads. Advantage+ campaign budget reserves and spends your campaign budget on active ad sets, and pausing an ad set removes it from consideration.



Placements

Change your placement options to see which ones yield the best results, or try Advantage+ placements if you haven't been using them.



Running Ads

If you scheduled your ads to run at specific times and aren't getting the results you hoped for, try to let them run continuously. This way, you'll get more results in the times you hadn't scheduled.

Customize ad creation in Meta Ads Manager



Choose the Ad format that aligns closely with your business objective and the assets you have available. You can also use multiple formats to enhance your campaign performance.

Image ads: Convey simple, straightforward stories about your business or brand. Suitable for all objectives.

Video ads: Attract attention with motion and sound. Ensure videos are short and engaging. Suitable for all objectives.

Carousel ads: Showcase different products or tell a cohesive story through multiple images or videos in a single ad. Each piece can have its own headline, description, link and action button.

Slideshow ads: Create video-like ads with motion, sound and text. These are lightweight and effective across devices and connection speeds. Ideal for reaching audiences in emerging markets with slower internet connections.

Collection ads: Offer a visual and immersive shopping experience with a cover image or video and multiple products underneath. Tapping the ad opens a fullscreen Instant Experience that enables people to browse and purchase up to 50 products instantly.

Creative Best Practices for Ads

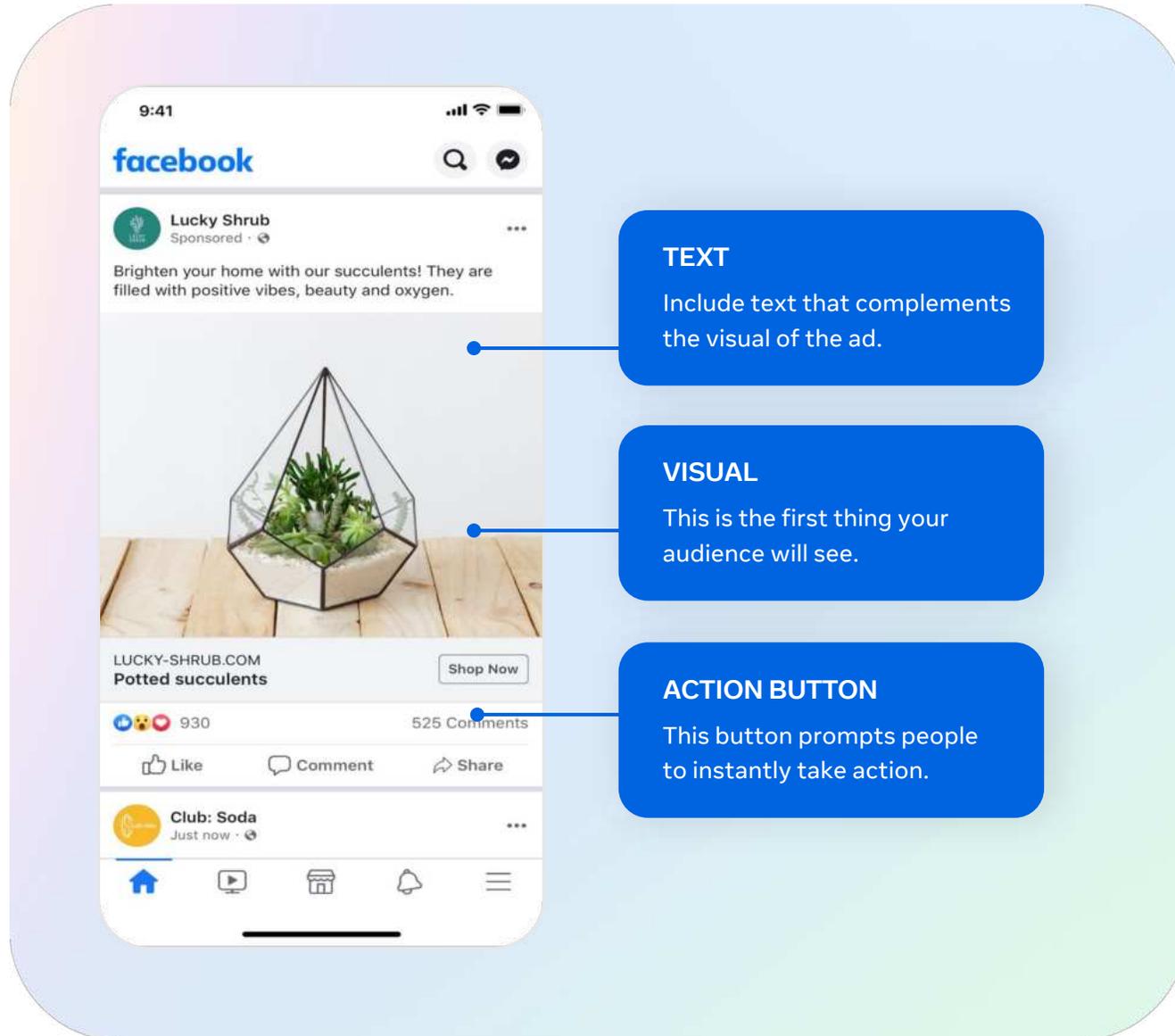
- Select an ad format based on your business goal: The objective you choose will help you determine which ad formats work best to achieve a particular business goal.
- Customize the ads to the audience: Choose an ad format based on what customers want to experience when they interact with your business. You can test different formats to see what works best.
- Review how different placements look: Once you select your ad creative, you can see how the ad will look. Different visuals may be more appealing in different formats.

Set up ad creative

AD SETUP

Once the ad creative is complete, it's time to set up the ad. Consider the following before ad setup:

- **Ad format:** Select a format that aligns with the business goal.
- **Ad creative:** Choose a visual that can grab your audience's attention.
- **Primary text:** Write a caption that complements the ad creative.
- **Placements:** Make sure to check how the ad looks in different placements.



Report settings



Search

Use the search bar to find and customize the results you see in Ads Manager.



Filters

You can use filters to find specific campaigns, ad sets or ads, and then customize the results you see in Ads Manager. You can choose from preset filters or create your own custom filter.



Date Range

The default setting for date range is the last 30 days. To change this, you can either specify the date range or select a new date preset.



Breakdown

You can sort your campaigns, ad sets or ads by:

Time: days, weeks, two-week intervals or months

Delivery: aggregated, anonymized information about who your ad was delivered to

Action: actions taken as a result of your ad
If you scheduled your ads to run at specific times and aren't getting the results you hoped for, try to let them run continuously. This way, you'll get more results in the times you hadn't scheduled.



INTERMEDIATE

Optimize and scale with best practices, AI tools, automation, and creative diversification.



Unlock cross-border performance with tailored Performance 5 Best practices



FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

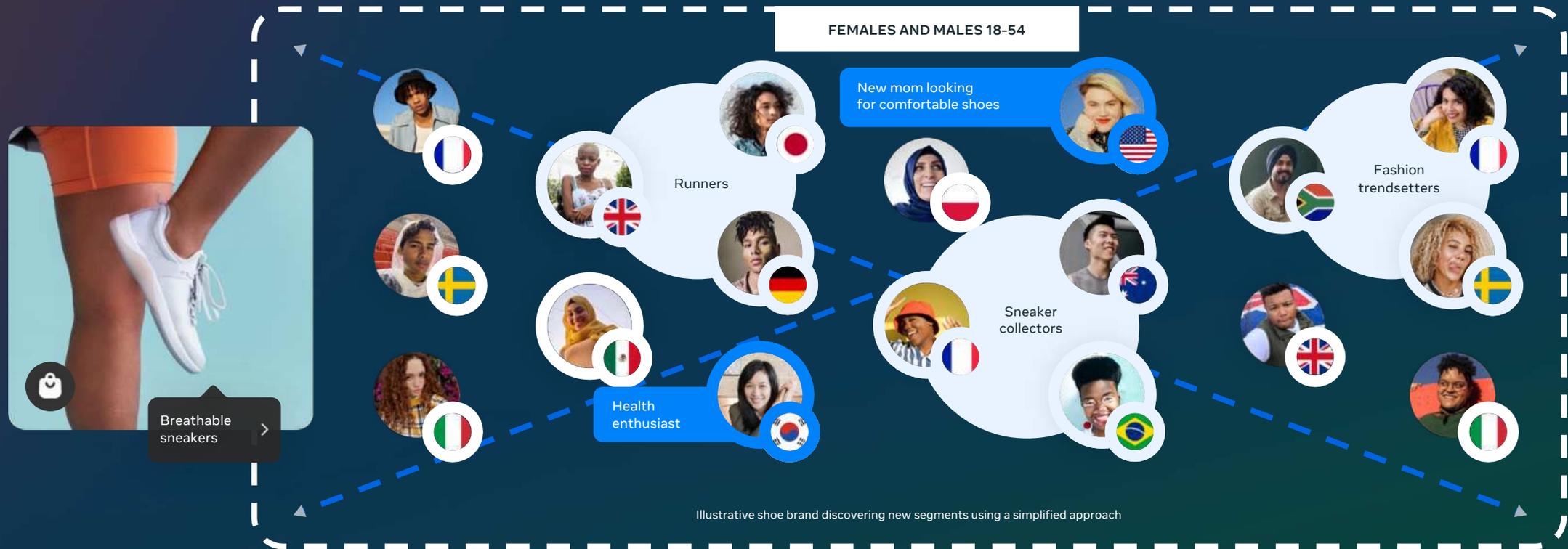
5 Results validation

BEYOND MEDIA

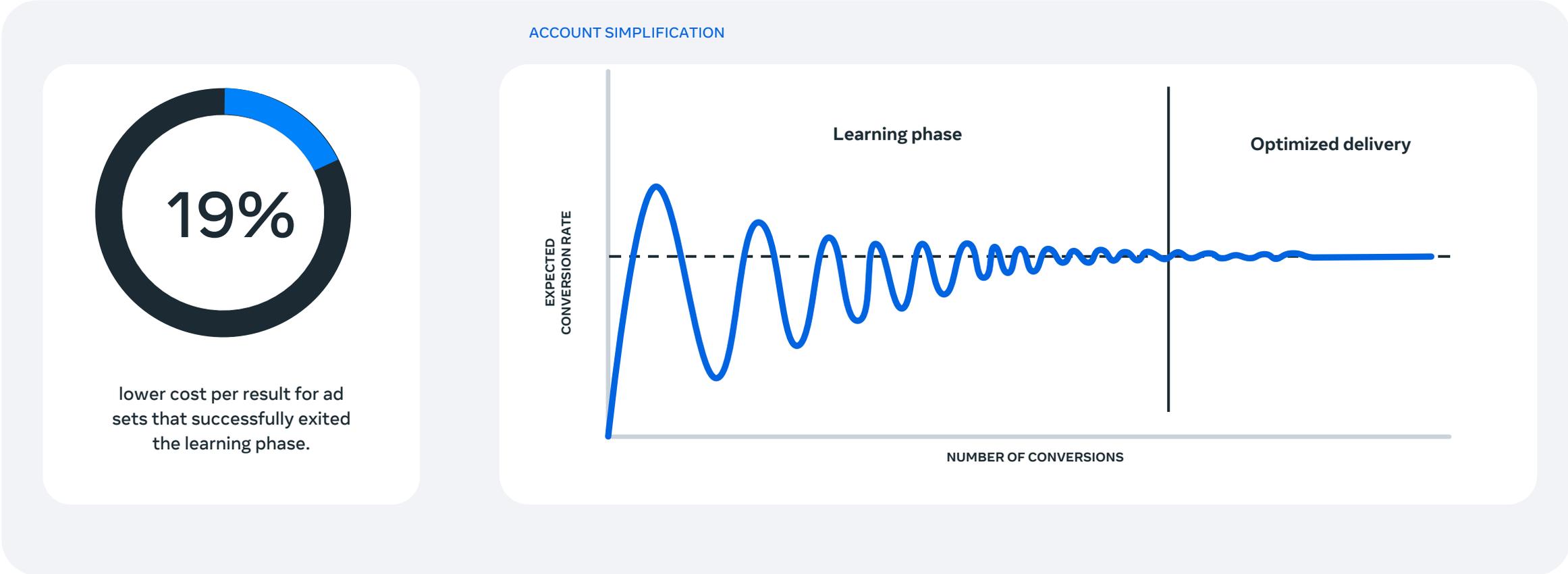
+ Cross-border operations

A larger pool of opportunities helps AI learn across different demographics, regions and cultures

Performance marketing has historically focused on detailed segmentation to increase relevance. Today, starting broad enables AI to deliver increased relevancy and effectiveness.



When a campaign starts running, each ad set goes through an initial “learning phase”. Simplifying account structures helps the AI systems get the results you need faster.

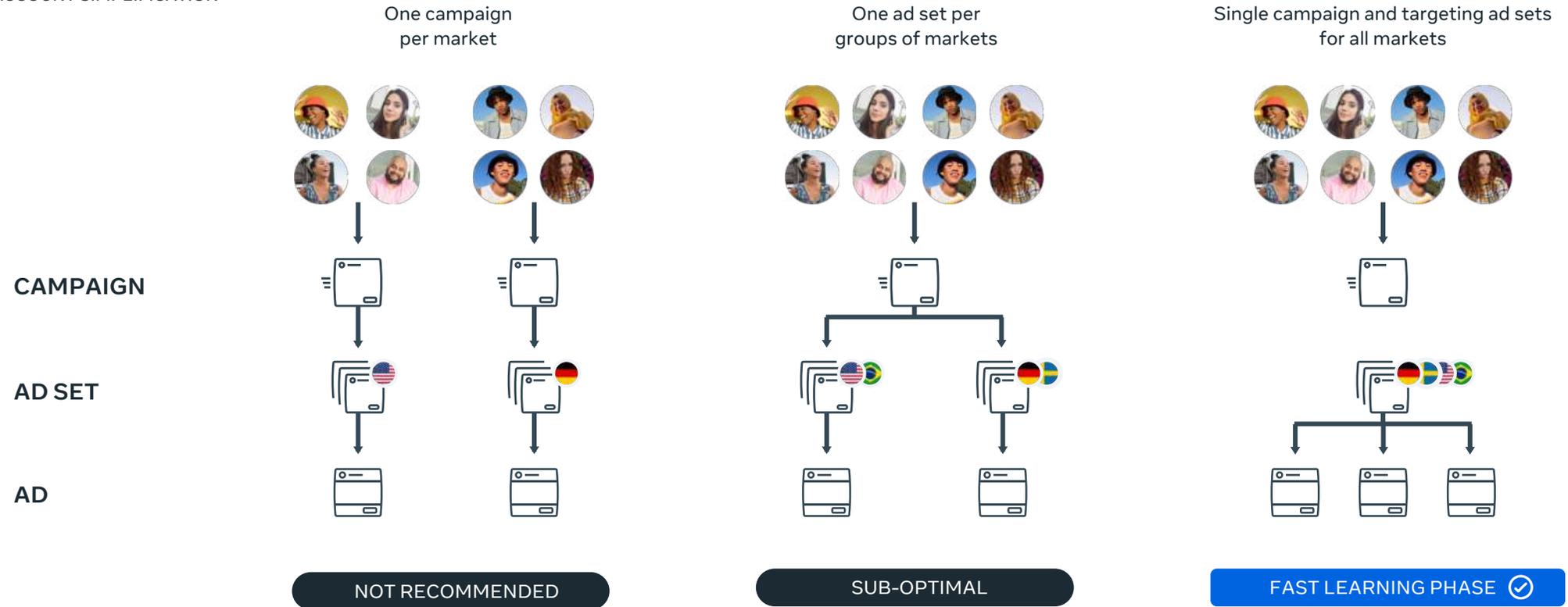


Source: Analysis excludes smaller tail-end advertisers who are not eligible to see spend in learning details and uses only purchase optimized activity from October 2022.

Simple account structures produce more opportunities to reach customers

This enables AI to learn quickly and deliver more efficient results

ACCOUNT SIMPLIFICATION



Consolidate destination markets to simplify your account



Consider similarities when grouping markets.

If grouping all markets is unfeasible, test grouping some markets by similarities such as:

- > Profitability
- > Purchase drivers
- > Culture / language
- Lifetime value
- > Trending categories



Use spending limits on market groups only when necessary.

Full budget automation is most likely to drive better results. But you can set min/max spending limits when more control over budget distribution across markets is required.



Optimize for events with sufficient volume (50 conversions/week).



Group significant edits together to avoid restarting the learning phase.



28%

lower cost per purchase for ad sets that had more than 50 events per week.

BEGINNER

INTERMEDIATE

ADVANCED

💡 Case Study

TARGETING → USA

In line with its global expansion efforts, Royaura set out to increase sales and return on ad spend. They recognised the need for a more automated approach to drive better efficiencies. Their team grouped all destination markets together in one ad set using Advantage+ shopping campaigns.

BUSINESS OBJECTIVE

Increase online sales.

MEDIA TACTIC

Account simplification

32%

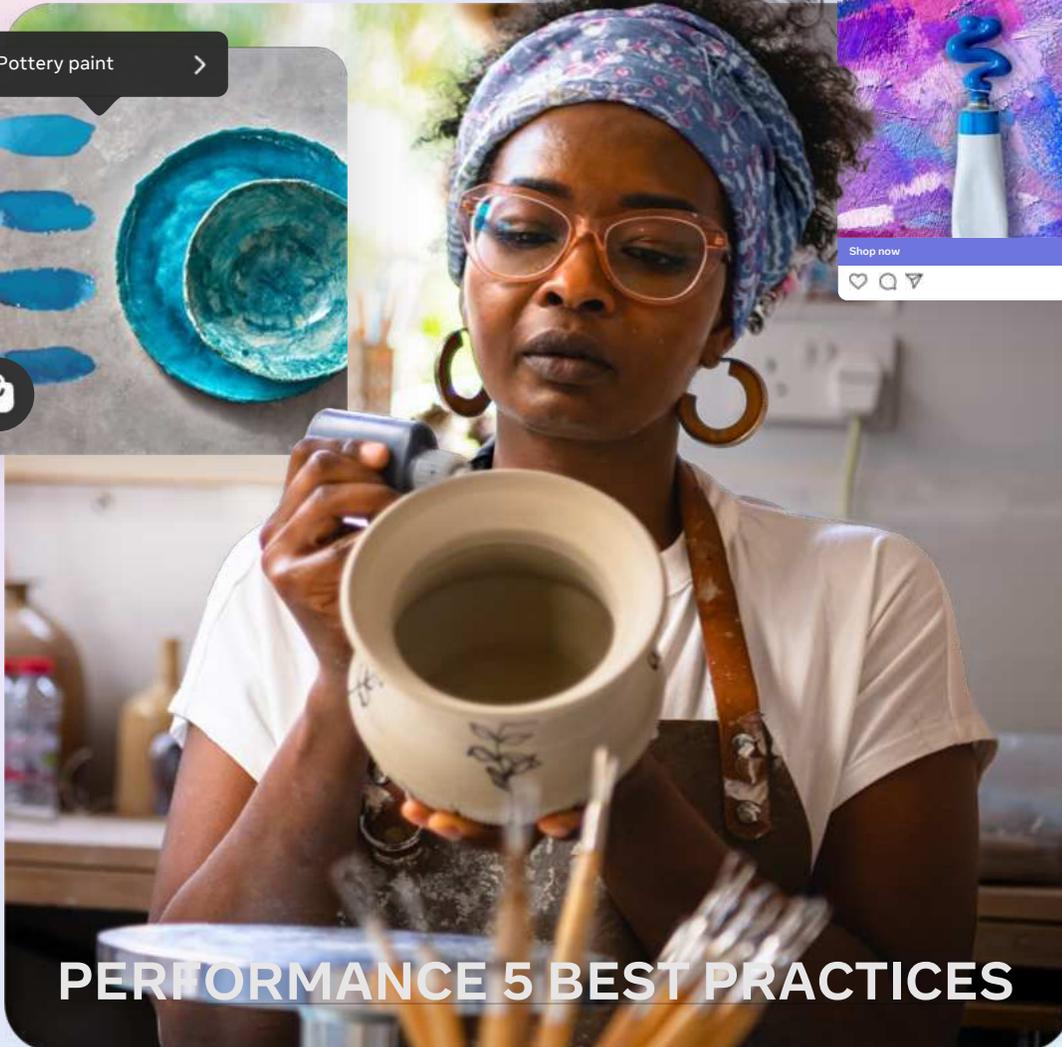
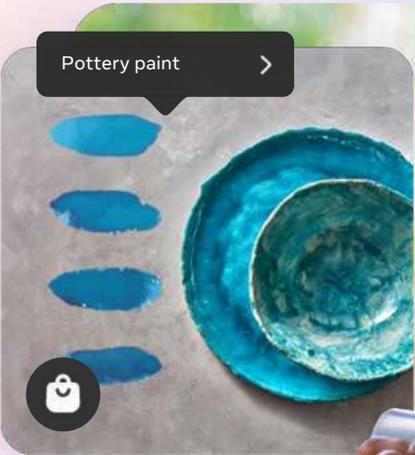
lower cost per acquisition



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PERFORMANCE 5 BEST PRACTICES

FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

+ Cross-border operations

When advertising in a **new destination**, marketers face many unknowns



Budget

How do I divide my budget across regions?



Creative

Which creative resonates the best with different shoppers?



Destination

How can I proactively reach the most promising audience?



Placement

Which platforms do locals engage with the most?



Audience

Will people convert better on my site or shops?

Leading marketers are leaning on automation to optimize performance across all campaign levers

BEGINNER

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ADVANCED

Advantage + Shopping Campaigns helps drive international sales efficiently

Advantage + Shopping Campaigns optimizes across multiple campaign levers including budget, creative, destination, placements and audience.

17%

improvement in cost per conversion

32%

increase in return on ad spend cost

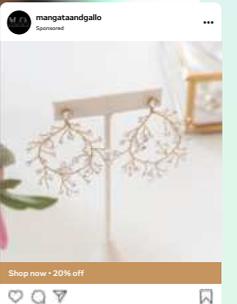
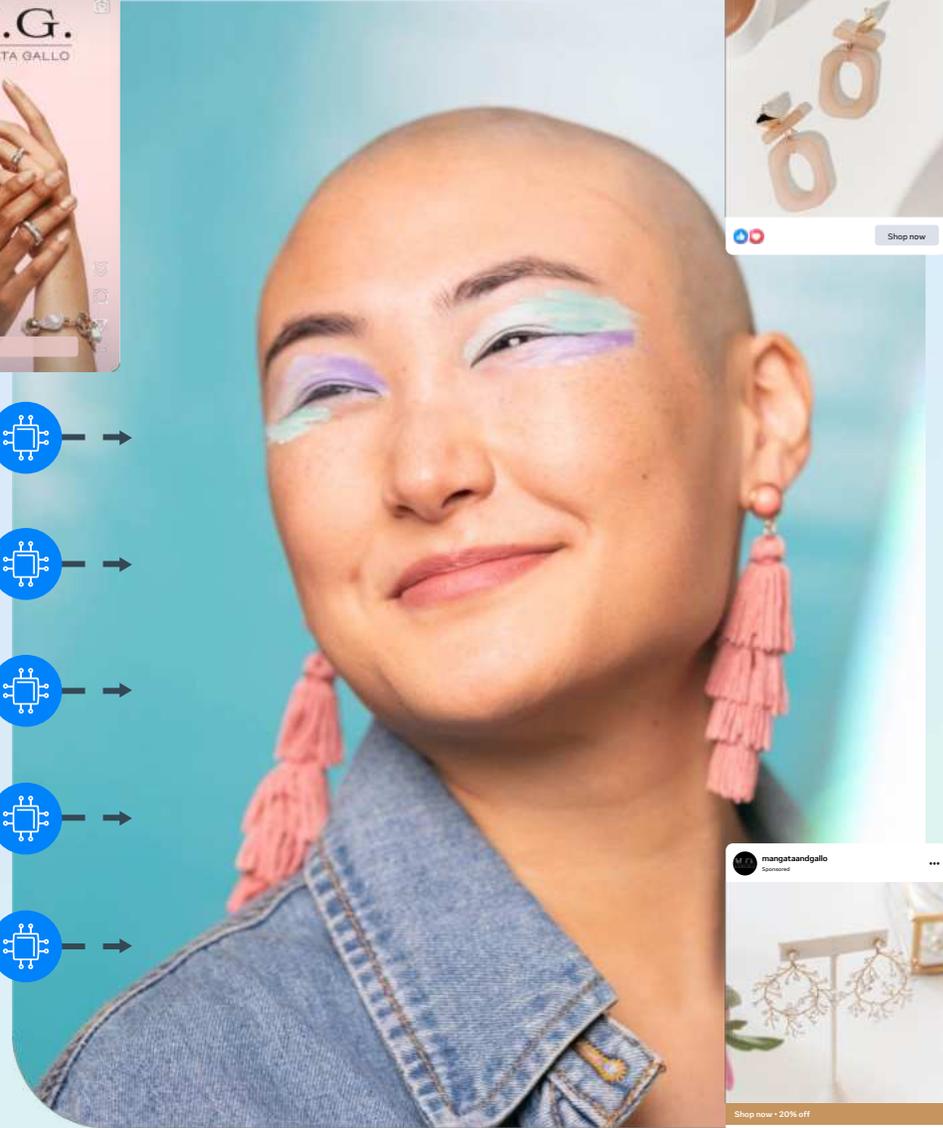
BUDGET

CREATIVE

DESTINATION

PLACEMENT

AUDIENCE



AUTOMATION

Equip Advantage+ Shopping Campaigns with the right creative, audience and destinations to succeed in new markets



Budget

Advantage+ Shopping Campaigns further improves as you scale in both new and existing markets.



Creative

Use an international catalog to localize your offering at scale.



Destination

Use Shops ads* to send customers where they're most likely to convert - your website or shop on Facebook and Instagram.



Audience

Upload existing local and international customers to inform the delivery system.

If entering a new market, use expanded optimizations to drive mid-funnel conversions if lower-funnel events are still scarce.

30 to 70%

3% improvement in cost per purchase¹ when increasing Advantage+ shopping campaign budgets from

Source: 1. Meta-Analysis of 83 A/B tests running in the period of 3 March 2023 and 1 October 2023 across 13 verticals, including Business to Business, Consumer Packaged Goods, E-commerce, Education, Entertainment and Media, Gaming, Healthcare, Pharmaceuticals and Biotech, Professional Services, Restaurants, Retail, Technology, Telecom, Travel. Business-as-usual (BAU) campaign(s) could be conversion campaign(s) or Advantage Catalog Ad (A+CA). The results showed that campaigns with a higher A+SC budget share of 70% had a lower cost per result with 98% confidence than those with a lower A+SC budget share of 30%.

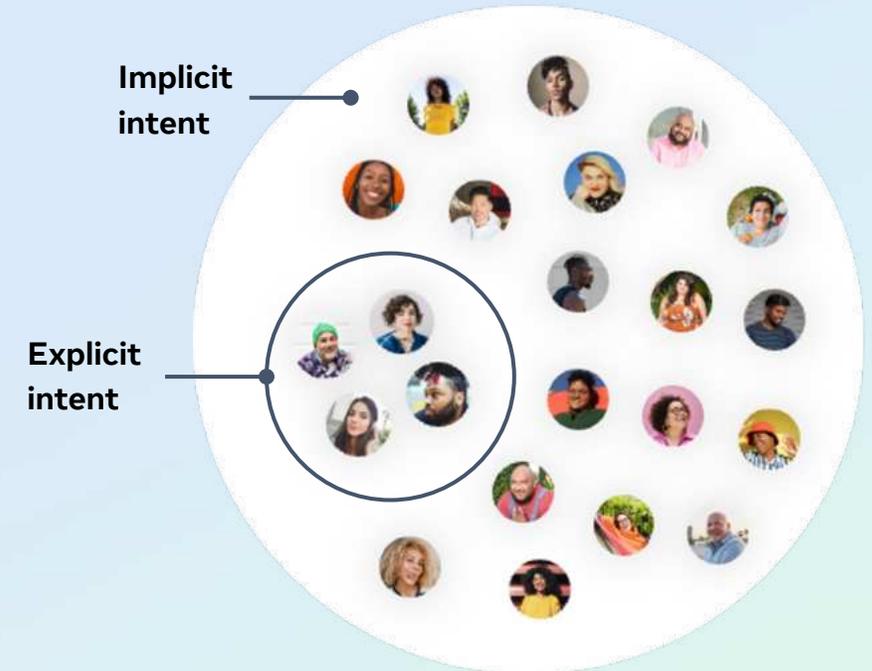
* Shops ads are only available for businesses with checkout-enabled shops that are either based or have legal presence in the US.

Source: Analysis excludes smaller tail-end advertisers who are not eligible to see spend in learning details and uses only purchase optimized activity from October 2022.

There are 3 key features of A+SC that drive performance

01 AUTO TARGETING FEATURE (ATF)

- **A+SC casts a wider net so you can connect your brand with more people likely to be interested in your products and services**
- **Auto Targeting Feature automatically create several target segments ahead of time and incorporates information to guide Meta's delivery ranking models. Right now we use several target segments defined by ATF, for example:**
 - People who have had an upper funnel interaction with the website
 - People who have purchased on your website
 - People who have interacted with your Instagram or Facebook Pages



There are 3 key features of A+SC that drive performance

02 END TO END AUTOMATION

A+SC is an End to End solution that enables automation across every step of the ads creation process and helps businesses connect with the right audience, at the right time, in the right place.



Automate your entire campaign setup



**Audience
automation**



**Creative
automation**



**Destination
automation**



**Placement
automation**



**Budget
automation**

BEGINNER

INTERMEDIATE

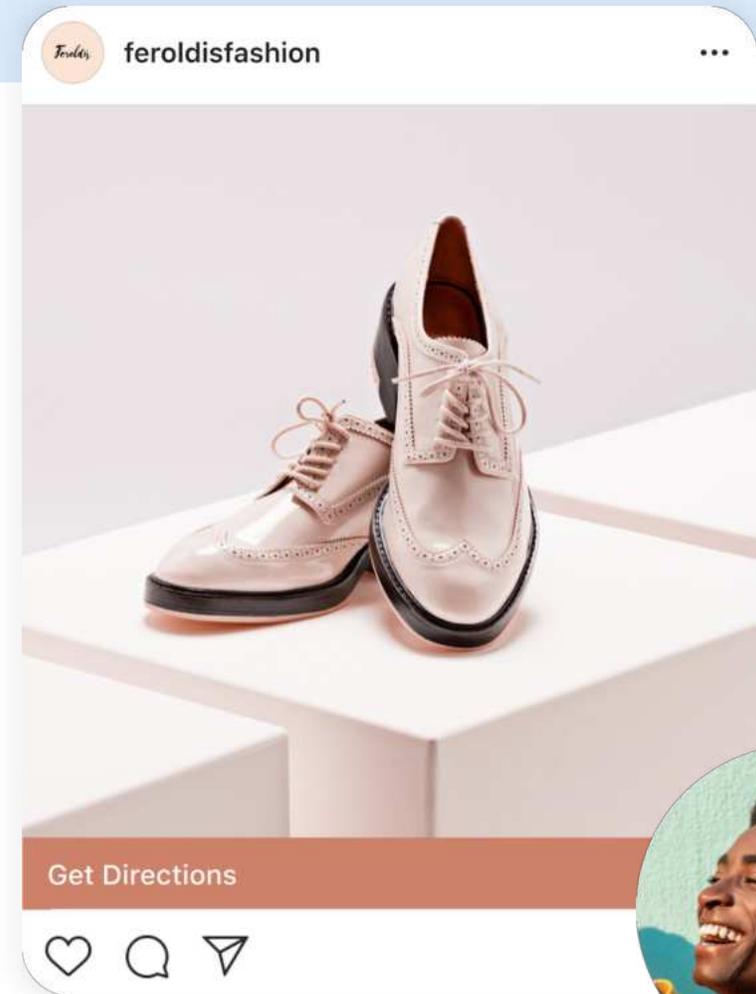
ADVANCED

There are 3 key features of A+SC that drive performance

03 CREATIVES

Meta's new A+SC machine learning model optimizes creatives for people most likely to take an action, and delivers relevant and high-performing variations that appeal to unique interests.

- Upload a mix of lifestyle and product imagery
- Create upward of 150 creatives
- Import your product catalog of static images or video.



Case Study

INDIA → USA

As part of the brand’s international expansion into the USA, Huda Beauty wanted to reach new customers and drive sales through its website and shops on Facebook and Instagram. They ran Advantage+ shopping campaigns with Shops ads and saw better performance overseas.

BUSINESS OBJECTIVE

Increase online sales

MEDIA TACTIC

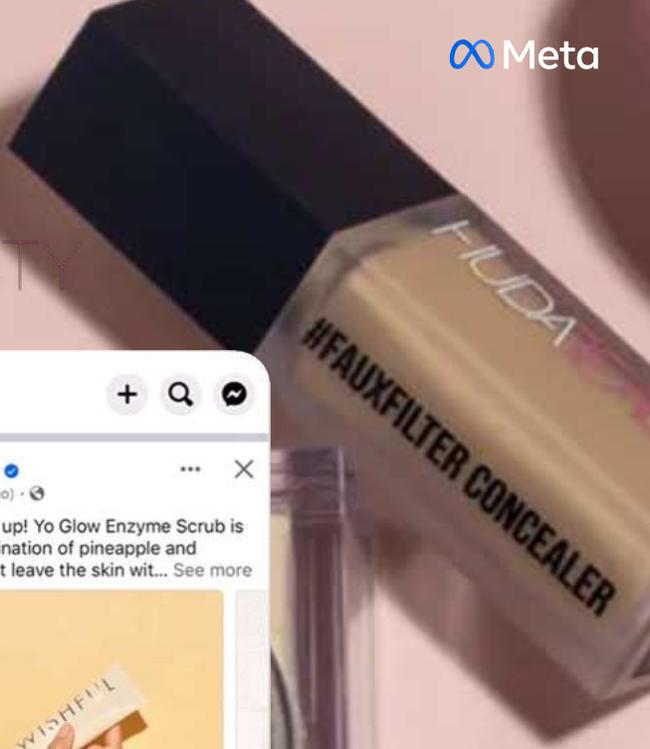
Advantage+ Shopping Campaign

41%
lower cost per purchase

69%
increase in purchases



HUDABEAUTY

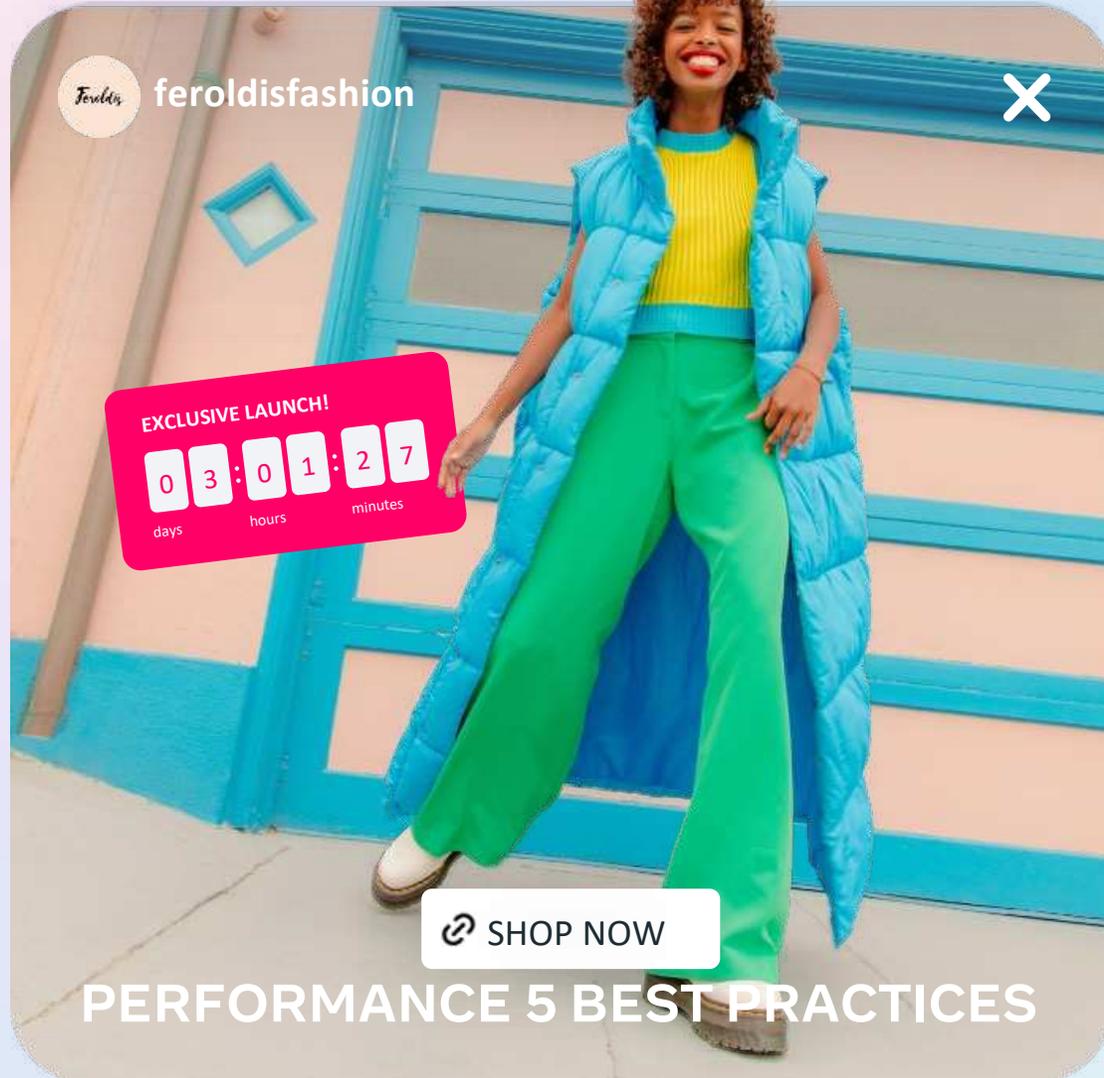


All results are self-reported and not identically repeatable. Generally expected individual results will differ. Source: Meta case study, Feb 2024.

BEGINNER

INTERMEDIATE

ADVANCED



FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

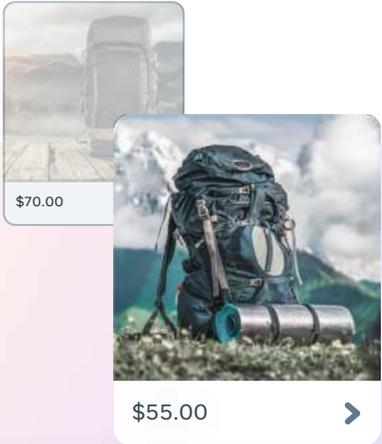
+ Cross-border operations

Different people might shop for different reasons

INTERNATIONALLY

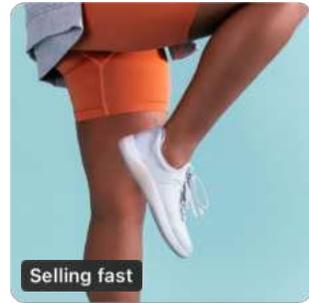


Diversified creative helps meet people's unique motivations



Quality

Many individuals purchase products from abroad in pursuit of goods renowned for their superior craftsmanship.



Breathable sneakers >>

\$75.00

Brand values

Some people want access to brands that align with their values, preferences and lifestyle choices.



Skincare bundles
\$50-85

Hi Bru! Check out our restock of Korean skincare products:
laleuer.com

2:46 PM

Price

Some people may seek to take advantage of lower prices overseas.



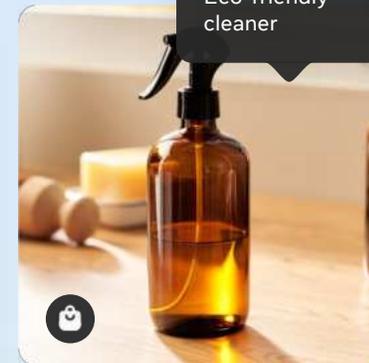
Premium hog hair brushes
€40.00

Subtotal	€40.00
Shipping	FREE
Total	€40.00

Place order

Availability

Certain products may not be available or may have limited availability in local markets.

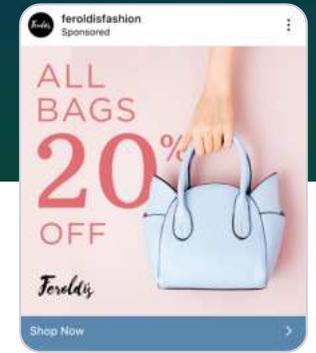
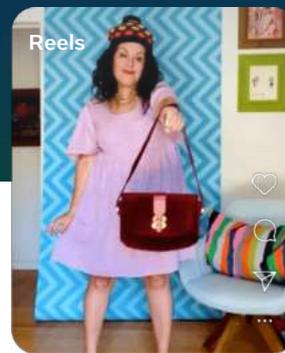
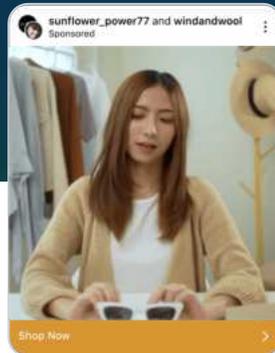


Cultural experiences

People in different regions have different cultural contexts around category and product related motivators or barriers.

CREATIVE DIVERSITY

Diversifying concepts, formats and languages enables AI to deliver the most relevant ads and maximize the effectiveness of your campaigns



Concepts

Diversify concepts with visual execution around motivators and barriers to speak to multiple audiences.

- Emotional benefits
- Rational benefits
- Product benefits

Formats

Diversify formats to appeal to various consumption styles. Consider:

- Capture attention with Reels ads.
- Collaborate with local creators using partnership ads.

Languages

Diversify languages with dynamic language optimization to deliver your ads in people's preferred language.

Source: 1. Page visits results are based on 12 lift studies, add to cart results are based on 13 lift studies and purchase results are based on 11 lift studies. All studies were run from June 2022 to December 2022 by global advertisers from various verticals including Ecommerce, CPG, Retail and Professional Services. Business-as-usual campaigns means Facebook Feed, Instagram Feed and Instagram Stories. / T141489849. 2. We conducted a 2-week long large-scale study measuring incremental effects with 14k global advertisers across multiple verticals in Q3 2022. Results showed that adding ads that were opt-in to Facebook Reels placement delivered 3% more incremental purchases per dollar spent compared to not opt-in to Facebook Reels placement. To minimize skew, we cap conversion counts at 5 for each user for any given ad account in the test. The result is statistically significant at 90%. / T138452282. 3. Results from meta-analysis of a series of AB tests run by the Sales teams, Marketing Science Partner team and the Data Science team within GBG Marketing Science in the ECommerce Enterprise, ECommerce-Scaled, Disruptors, Retail, CPG, Scaled-Tech, Travel and Travel verticals from June 2021 to January 2022 across the NA and APAC regions. Partnership ads were previously known as branded content ads.

Two approaches for cross-border creative diversification

Insights-driven creative

Start by deep research then move to creative diversification.

Useful when targeting one market or a group of very similar markets.

Step 1: Start by deeply understanding the destination market(s), to understand barriers and motivators.

Step 2: Build diversified creative based on findings using the right messaging and executional ideas for local audiences.



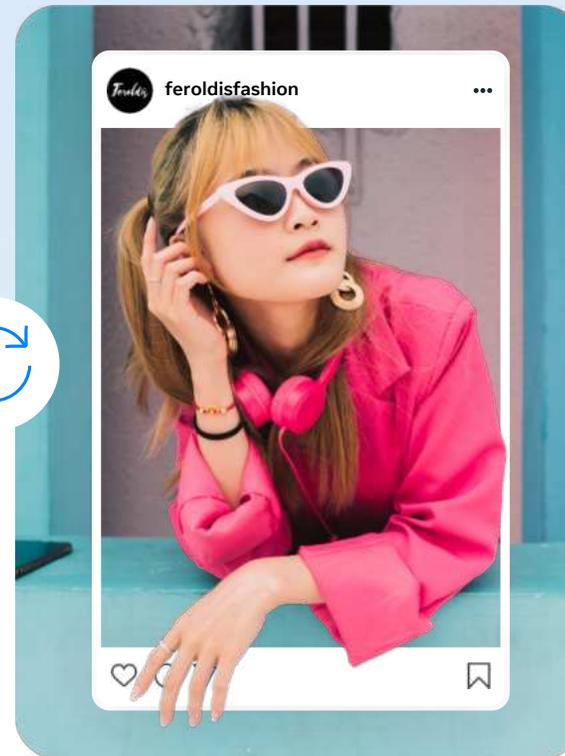
Creative-driven insights

Start by creative diversification then iterate based on results.

Useful when targeting a group of disparate markets.

Step 1: Start by building diversified creative that meets general purchase motivators and barriers.

Step 2: Run creative together to deduce insights and inform next iteration of your ads.



BEGINNER

INTERMEDIATE

ADVANCED

💡 Case Study

AUSTRALIA → USA

the
oodie

The Oodie team wanted to reach a new audience in the US and improve brand awareness, consideration and sales during holiday sales. They ran partnership ads featuring well-known creators and saw incremental results.

BUSINESS OBJECTIVE

Reach new audiences and increase sales.

MEDIA TACTIC

Creative diversity.

41%

incremental sales

66%

lift in ad recall

45%

lift in brand awareness



All results are self-reported and not identically repeatable. Generally expected individual results will differ. Source: Meta case study, Aug 2023.

💡 Case Study

eCommerce

TARGETING → THE UK

The VYG team aimed to reach a new audience in India and the UK. They implemented Meta’s Standard Enhancements on all their creatives and noticed better performance compared to when the enhancements were turned off.

BUSINESS OBJECTIVE

Reach new audiences and increase sales.

MEDIA TACTIC

Turning on all Standard Enhancements

40%

Incremental sales

30%

Drop in CPR



BEGINNER

INTERMEDIATE

ADVANCED

Case Study

TARGETING → INDIA

The iFade team aimed to reach a new audience in India and boost sales. They implemented Meta’s Standard Enhancements on all their creatives and noticed better performance compared to when the enhancements were turned off.

BUSINESS OBJECTIVE

Reach new audiences and increase sales.

MEDIA TACTIC

Turning on all Standard Enhancements

4%

incremental sales

5.7%

Drop in CPA

8.4%

lift in brand awareness



iFADE



TRY IT RISK-FREE FOR 60 DAYS

88% not 100% sure! Don't worry, we're so confident you will love the iFADE that we are giving you 60 days to test it out. If it doesn't live up to your expectations, you'll get a full refund. No questions asked. That's just how we roll.

SECURE YOUR iFADE NOW →

All results are self-reported and not identically repeatable. Generally expected individual results will differ. Before After Testing: H1 Aug 23 Vs H2 Aug 23

💡 Case Study

APAC → USA



The OGL team wanted to lower its cost per acquisition and increase sales in key destination markets. They decided to diversify their creative by testing the Reels format with new creative messaging that focuses on sustainability. Their team also engaged authentic creators to turn attention into action.

BUSINESS OBJECTIVE

Increase reach / online sales.

MEDIA TACTIC

Creative diversity.

7%

lower cost per acquisition

6%

lower cost per click

6%

lower cost per 3-second video view



All results are self-reported and not identically repeatable. Generally expected individual results will differ. Source: Meta case study, Sep 2023.

💡 Case Study

GERMANY → USA



Berlin based language learning app Babbel wanted to reach new people in a cost-effective way, driving leads and conversions in the US as efficiently as possible. By adding Reels ads to its usual mix they were able to unlock new audiences and achieve better sales.

BUSINESS OBJECTIVE

Increase reach / online sales.

MEDIA TACTIC

Creative diversity.

55%

lower average cost per incremental lead

11%

higher unique reach



💡 Case Study

POLAND → EU, USA, CANADA, AUSTRALIA



Displate wanted to increase international online sales and improve its return on ad spend. Adding Reels ads to their media mix helped AI-enabled advertising solutions deliver better results.

BUSINESS OBJECTIVE

Increase reach / online sales.

MEDIA TACTIC

Creative diversity.

66%

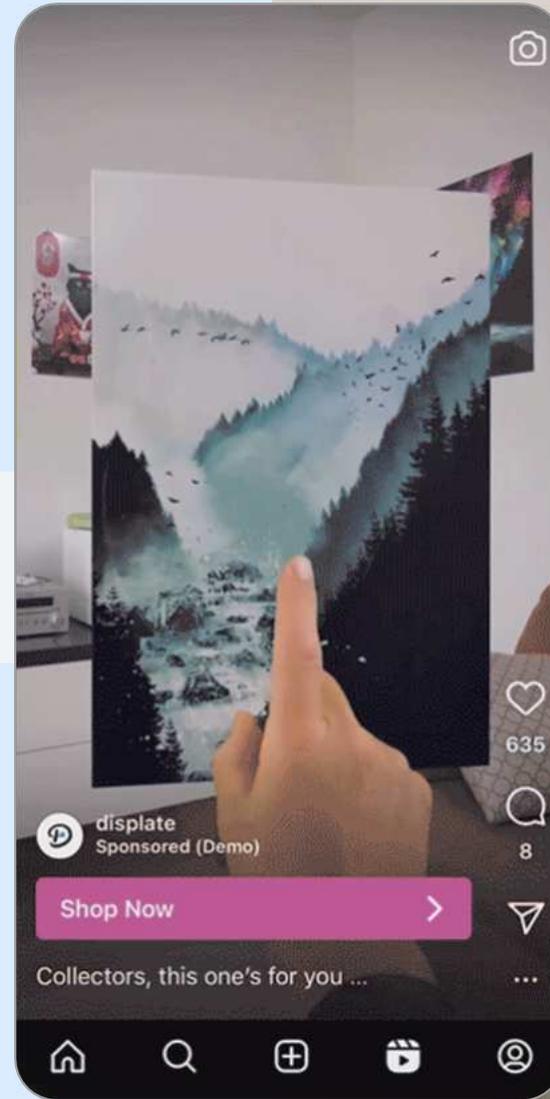
increase in return on ad spend

67%

increase in sales volume

64%

increase in sales value



All results are self-reported and not identically repeatable. Generally expected individual results will differ. Source: Meta case study, Sep 2022.



ADVANCED

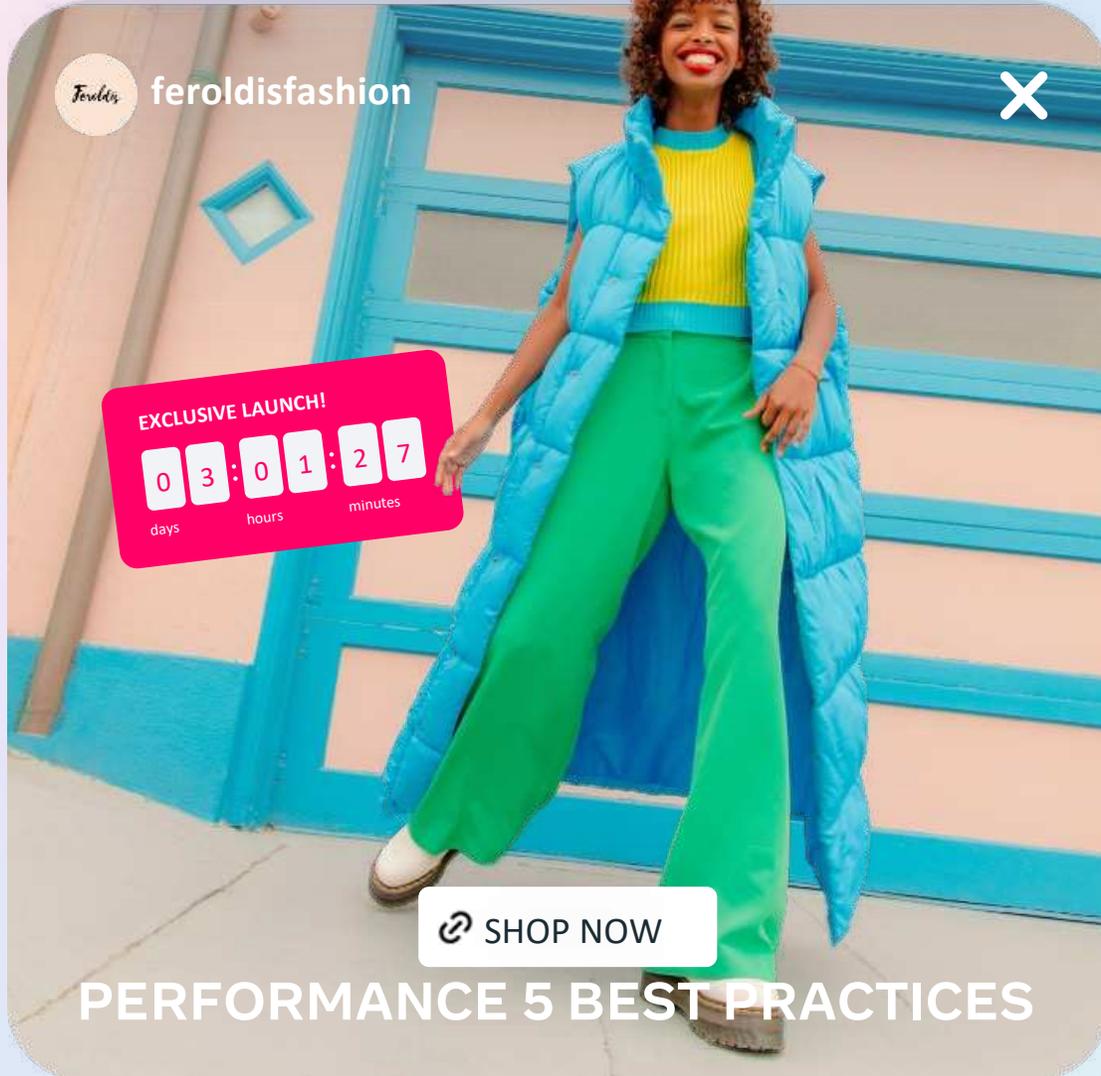
Maximize impact using
Partnership Ads, Conversions
API, and Bid Multipliers.



BEGINNER

INTERMEDIATE

ADVANCED



FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

+ Cross-border operations



Collaborating with creators is a unique opportunity to harness authenticity and reach.





@chantouflowergirl
19.2K followers



@kaiblue
309K followers



@mirikitcooks
57K followers



303M

estimated creators worldwide.



@vlad.paints88
102K followers



@nora.needs.cheese
1.4M followers



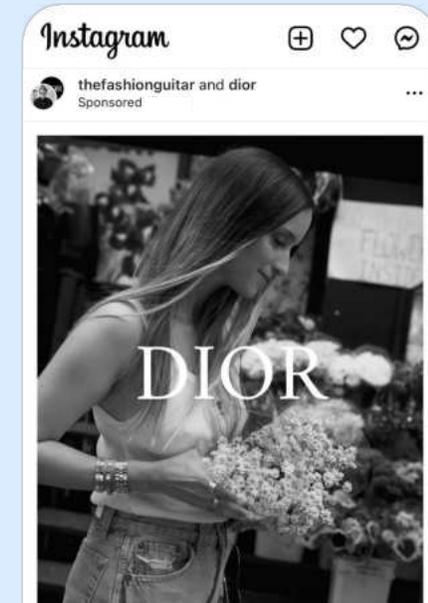
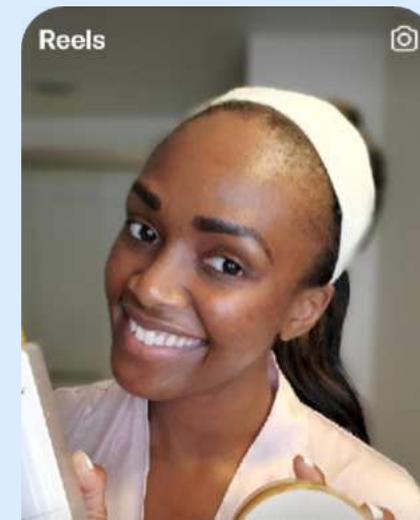
Creator marketing is growing exponentially

\$26B

estimated advertising spend on creator marketing in 2022 alone¹—up nearly 20%.¹

Creator marketing spend is predicted to grow faster than social ad spending through 2025.²

Source: 1. PQ Media Research. 2. Insider Intelligence, eMarketer, July 2023.



BEGINNER

INTERMEDIATE

ADVANCED

People spend their time and money with creators across Meta technologies



minutes were spent with creator content globally across Meta technologies in 2023.¹



of consumers make a purchase within a couple of days after seeing creator content on Meta technologies.²



would consider switching brands when a product is promoted by a creator they follow.³

Source: Tubular Labs | Audience Ratings | Platform: Facebook | Top 1000 Creators Per Creator Type | Minutes Watched (based on 30s quality views) | Global Audience. 2. Global Media Study by Ipsos. (Meta-Commissioned online study of 34,015 people ages 13-64; internet population; monthly mobile internet users, monthly video viewers, and monthly messaging app users in the US, CA, UK, DE, FR, BR, JP, KR, IN, TH), February 2023 - May 2023). 3. Role of Creator Marketing by Crowd DNA (Meta-commissioned online survey of general population respondents ages 18-65 yrs in USA, N=1,750). Qualified respondents shop online at least two times per month, have been influenced by creators when shopping in specific retail & CPG categories, and have recently purchased in that category.

BEGINNER

INTERMEDIATE

ADVANCED

Partnership ads is the most performant and transparent way for advertisers and creators to run ads together

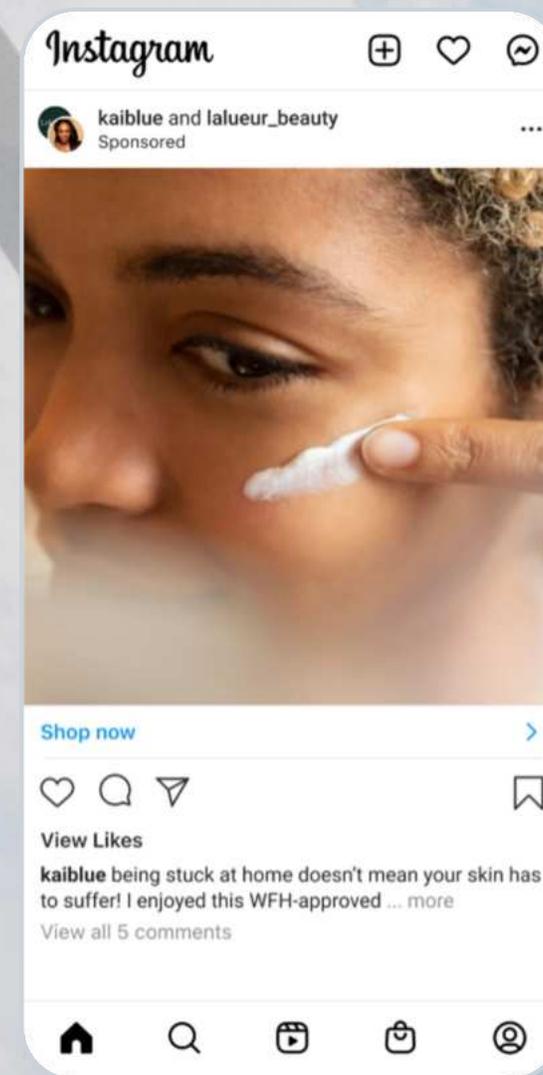
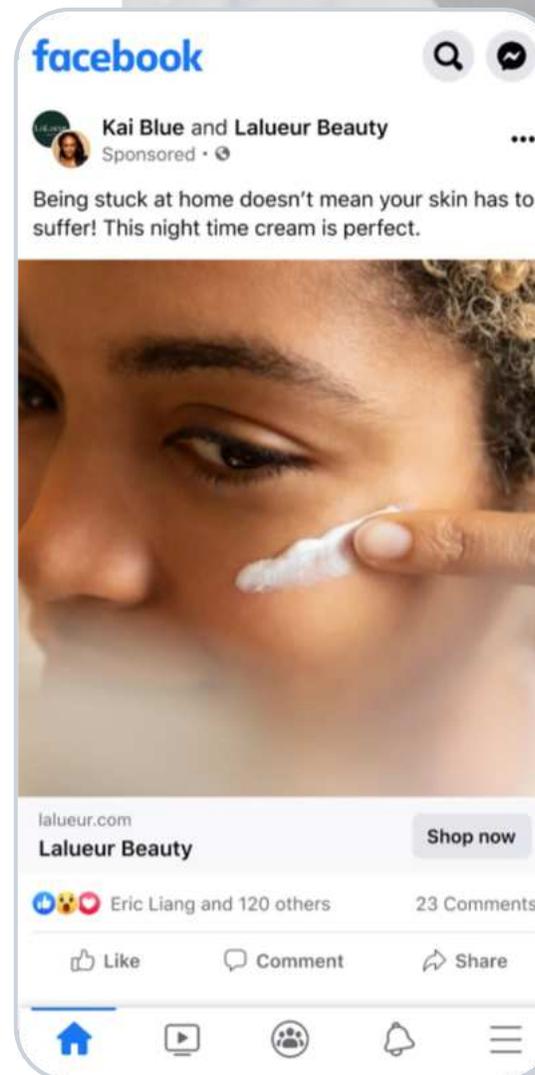
Partnership ads allow you to run ads with a creator's handle to scale your partnerships. Mixing partnership ads into always-on strategies drives better results.



Use signals from both creator and brand handles for stronger ranking and performance



Drives reach beyond the creator's audience



BEGINNER

INTERMEDIATE

ADVANCED

Why use partnership ads?



Reach

Reach beyond just the creator or partner's audience



Performance

Use signals from two handles to drive stronger ranking and performance



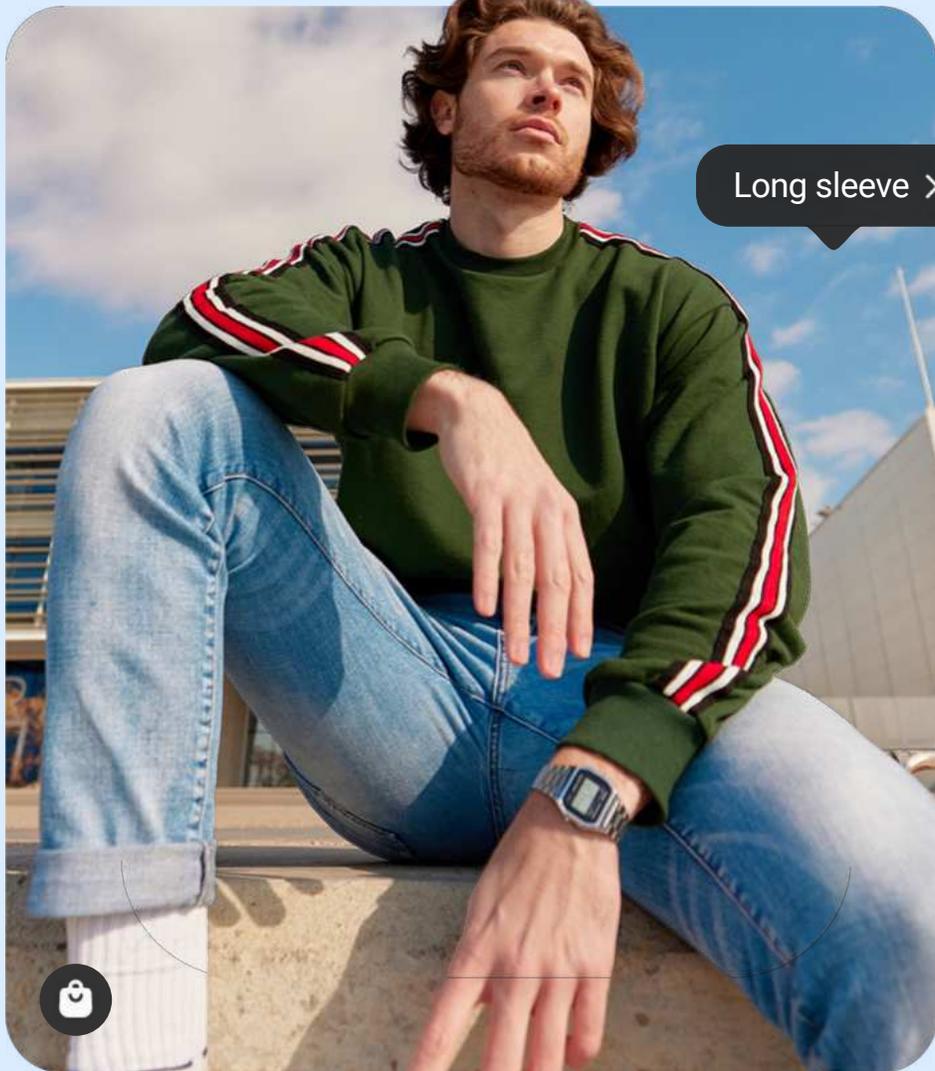
Creative

Tap into creators to build authentic, mobile-first creative assets

BEGINNER

INTERMEDIATE

ADVANCED



Long sleeve >

Mix in creators to your always-on campaigns to maximize performance

By adding partnership ads to always-on ad strategies:

↓ 19%

reduction in CPAs

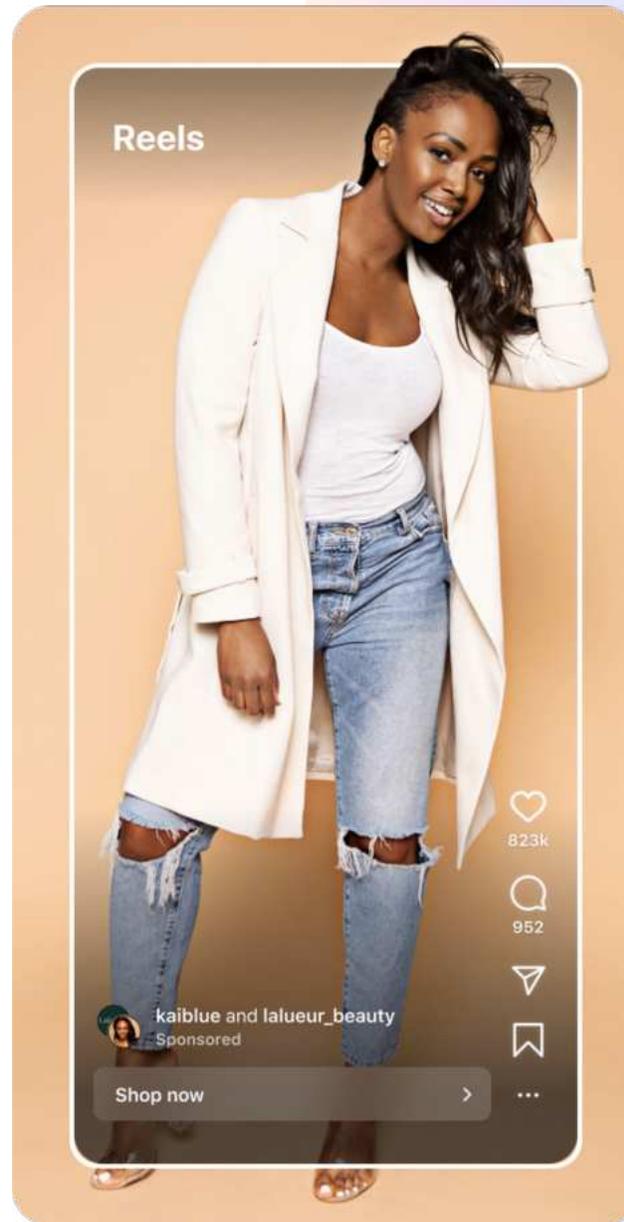
↑ 53%

higher click-through rate

Source: Meta analysis of results across 15 advertiser tests: e-commerce enterprise, e-commerce-scaled, disruptors, retail, CPG, scaled-tech, travel and travel verticals from June 2021 to January 2022 across the NA and APAC regions. NOTE: Partnership ads were formerly known as branded content ads.

Reels partnership ads see better video engagement

Partnering with creators to make Reels allows businesses to jump on real-time trends.



By adding partnership ads to business-as-usual ads:

18%

lower cost per click

25%

higher click-through rate

22%

higher thruplay rate

21%

higher 3s video playrate

BEGINNER

INTERMEDIATE

ADVANCED

Partnership ads run across multiple placements and objectives

FEED



STORIES



REELS



OBJECTIVES

- ✓ Awareness
- ✓ Traffic
- ✓ Engagement
- ✓ Leads
- ✓ App promotion
- ✓ Sales

BEGINNER

INTERMEDIATE

ADVANCED

The Creator Marketplace is Instagram's new one-stop shop for connecting with creators.

MATCHMAKING



Personalized, machine learning-driven creator recommendations based on first-party data from day one

SELECTION



Bespoke filters using authenticated audience data to narrow results

OUTREACH



Structured project and campaign briefs with automated permissioning, all with Instagram DMs

COMMUNICATION



Communicate with creators through a priority inbox just for creator partnerships

INSIGHTS



Bespoke media-level campaign insights

Here are a few golden rules to follow when briefing a creator

DO COLLABORATE



Engaging with a creator is a partnership, not a one-way street. You should always give your creator room to create, by ideating with them and collaborating to find the right idea together.

DO KEEP IT BRIEF



It may take longer to write a shorter brief, but you'll increase your chances of success if your creator understands what you need from the outset.

DO INSPIRE



This is your opportunity to inspire your creator, so take the time to bring your brand to life and excite your creator with the potential for their own creativity to make a real difference by using mood boards or providing examples of work you've seen that you like.

DON'T FORGET THE CONTRACT



In addition to a brief, you'll also need a contract with a creator, which is where all legally binding specifics will be covered such as payment terms, usage rights, territories, disclosure, exclusivity and non-compete terms.

BEGINNER

INTERMEDIATE

ADVANCED

Tech Bucket
Hat in Sage >>



Consider a mix of macro- and micro-creators

Creators can range from celebrities to the neighbor next door, from macro creators (100k – 1MM followers) to micro-creators (~50k followers). From a study of people aged 18+ who are weekly users of Facebook and/or Instagram and who also follow creators, we learned:

25%

follow mostly or only
social media stars or
macro creators

18%

follow mostly or only
micro-creators

42%

follow a mix of both

Most users follow a mix of social media stars and micro-creators. It is important to consider the creator spectrum to understand what resonates most with your consumers.

Source: “Impact of creator marketing on brand building and shopping” Study by YouGov (Facebook-commissioned online study of people aged 18+, weekly users of Facebook and/or Instagram, followers of creators, Aug-Sep ‘21). Micro-Creators: creators who address more of a niche market with less than 100,000 followers. Numbers are based on unweighted average across the following countries: United States, United Kingdom, Mexico, Japan, France, Germany, Brazil, and Australia

BEGINNER

INTERMEDIATE

ADVANCED

Creator marketing best practices checklist



Use partnership ads

Prioritize partnership ads versus other branded content formats.



Boost performance with a mix of BAU and PA

Include partnership ads (PA) on top of evergreen strategies.



Diversify your creator mix

Consider a mix of macro- (100k - 1MM followers) and micro-creators (~50k followers).

💡 Case Study

INDIA → USA



Aza Fashions, a luxury retail brand based in India, wanted to drive festive sales in one of their largest markets - USA. They leveraged Creator content amplified by Partnership ads and set up a search lift study to measure the impact on brand searches.

BUSINESS OBJECTIVE

Increase online sales

MEDIA TACTIC

Creator content + Partnership ads

30%

Increase in Brand Search Visits

BEGINNER

INTERMEDIATE

ADVANCED

Ami Desai with Aza. Sponsored · 🌐

GRWM for a Diwali party with @azafashions in less than 10 minutes! I love the intricacies of Indian wear but when I'm with ...see more

azafashions.com
Buy Red Saree
Chiffon Printed... [Shop now](#)

Caryn Evilia an... 15 comments 6 shares

Like Comment Share

Shivani Bafna with Aza. Sponsored · 🌐

wait till the end... SUCH A STUNNER BY @azafashions RIGHT?! 🍷🌻🌻🌻🌻 ...see more

azafashions.com
Buy Yellow Cape
Organza Floral... [Shop now](#)

Joy Torno ... 17 comments 16 shares

Like Comment Share

💡 Case Study

BEGINNER INTERMEDIATE **ADVANCED**

AUSTRALIA → USA

The Oodie team wanted to reach a new audience in the US and improve brand awareness, consideration and sales during holiday sales. They ran partnership ads featuring well-known creators and saw incremental results.

BUSINESS OBJECTIVE

Reach new audiences and increase sales.

MEDIA TACTIC

Partnership Ads



All results are self-reported and not identically repeatable. Generally expected individual results will differ. Source: Meta case study, Aug 2023.

Case Study

BEGINNER

INTERMEDIATE

ADVANCED



Estée Lauder Turkey

Estée Lauder wanted to drive awareness and consideration for its foundation makeup line while testing the effectiveness of branded content against business-as-usual creative.

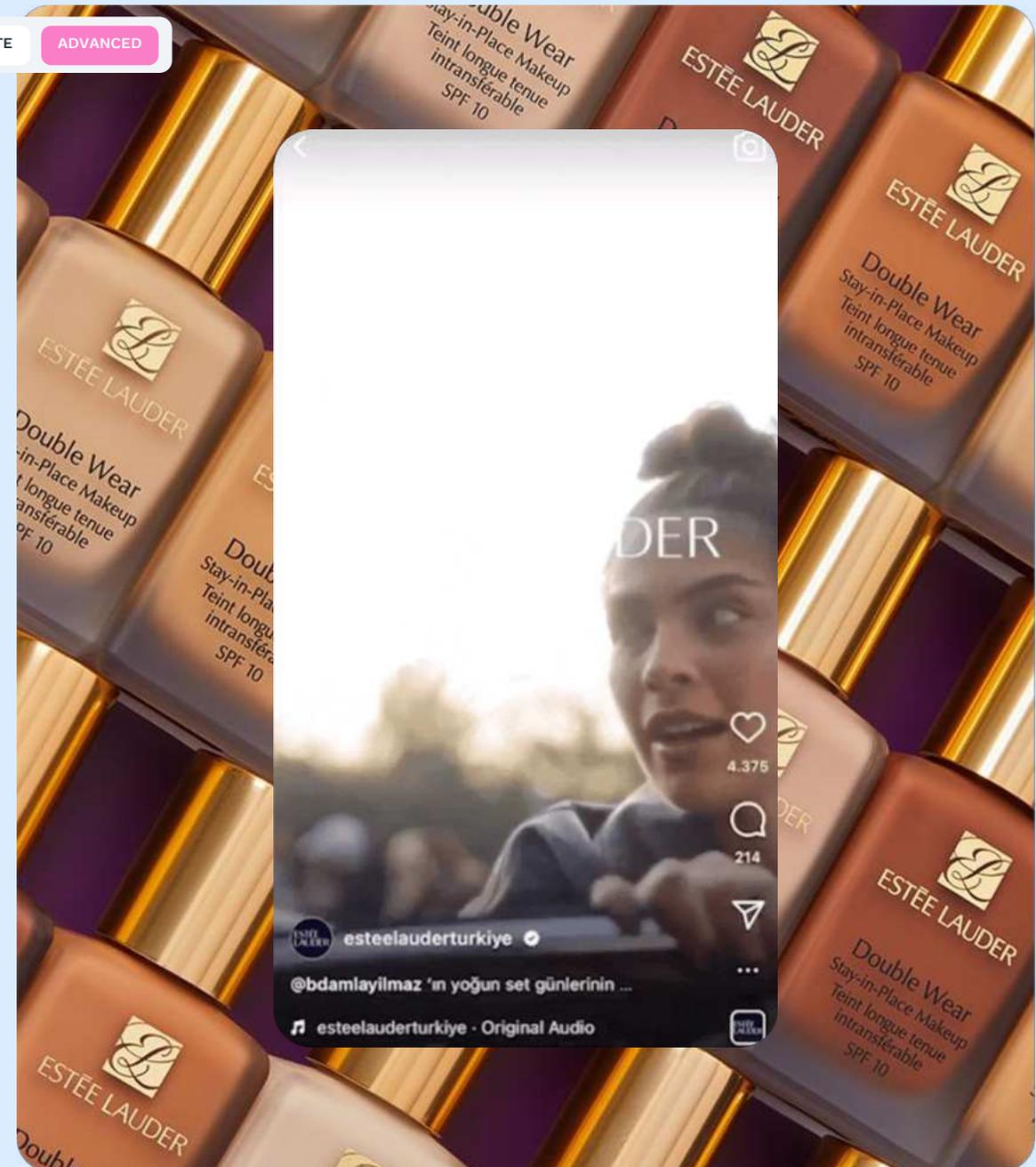
To promote its foundation makeup products in Turkey, Estée Lauder decided to use branded content on Instagram. To test the effectiveness of the branded content approach, Estée Lauder conducted a multi-cell brand lift study with business-as-usual ads in one cell, and branded content in the other.

5.7pt

lift in ad recall for partnership ads in comparison to business as usual ads

5.6pt

lift in brand awareness for partnership ads in comparison to business as usual ads



💡 Case Study



Starbucks

Nestlé wanted to raise awareness about Starbucks At Home cold coffee products, including its Freddo espresso and Freddo cappuccino drinks that feature cold foam.

At the same time, Nestlé wanted to refine its strategy by determining the relative impact of micro-influencers (those with 1k - 100k followers) and macro-influencers (100k - 1m).

Compared to macro-influencer ads, micro-influencer ads saw:

3X

higher brand favorability

3.3X

higher ad recall

9X

higher action intent

BEGINNER

INTERMEDIATE

ADVANCED



Case Study



Clarins success story

Clarins UK harnessed the power of creators to mark the launch of their Everlasting Youth foundation and help drive sales. The beauty brand used branded content with an awareness objective to showcase the breadth of their product offering: 24 shades suiting every skin type. A multi-cell conversion lift study showed that adding these formats helped decrease cost per incremental conversion and increase incremental sales.

69%

decrease in cost per incremental website purchase with branded content and business-as-usual (BAU) assets in comparison to BAU only

121%

increase in incremental website purchases from branded content and business-as-usual (BAU) assets in comparison to BAU only

BEGINNER

INTERMEDIATE

ADVANCED



Case Study



TUI success story

The UK's largest holiday provider wanted to understand the role Meta, and specifically the introduction of branded content in addition to its BAU campaign across Facebook and Instagram, has in driving awareness for TUI's flagship hotel, TUI Blue. TUI worked with Davina McCall to generate mobile-first videos for partnership ads that ran across Facebook and Instagram. Results were measured with a Facebook brand lift study.

19%

higher brand awareness when adding branded content to BAU

7pt

lift in awareness when adding branded content to BAU

\$.43

cost per incremental shift in brand awareness

Source: Meta case study, TUI, 21st June - 27th July 2022..

BEGINNER

INTERMEDIATE

ADVANCED



💡 Case Study

BEGINNER

INTERMEDIATE

ADVANCED



Carlton Dry

Beer brand Carlton Dry wanted to create a brand strategy that could help refresh its image and connect with a Gen Z audience in a way that communicated inclusivity and authenticity.

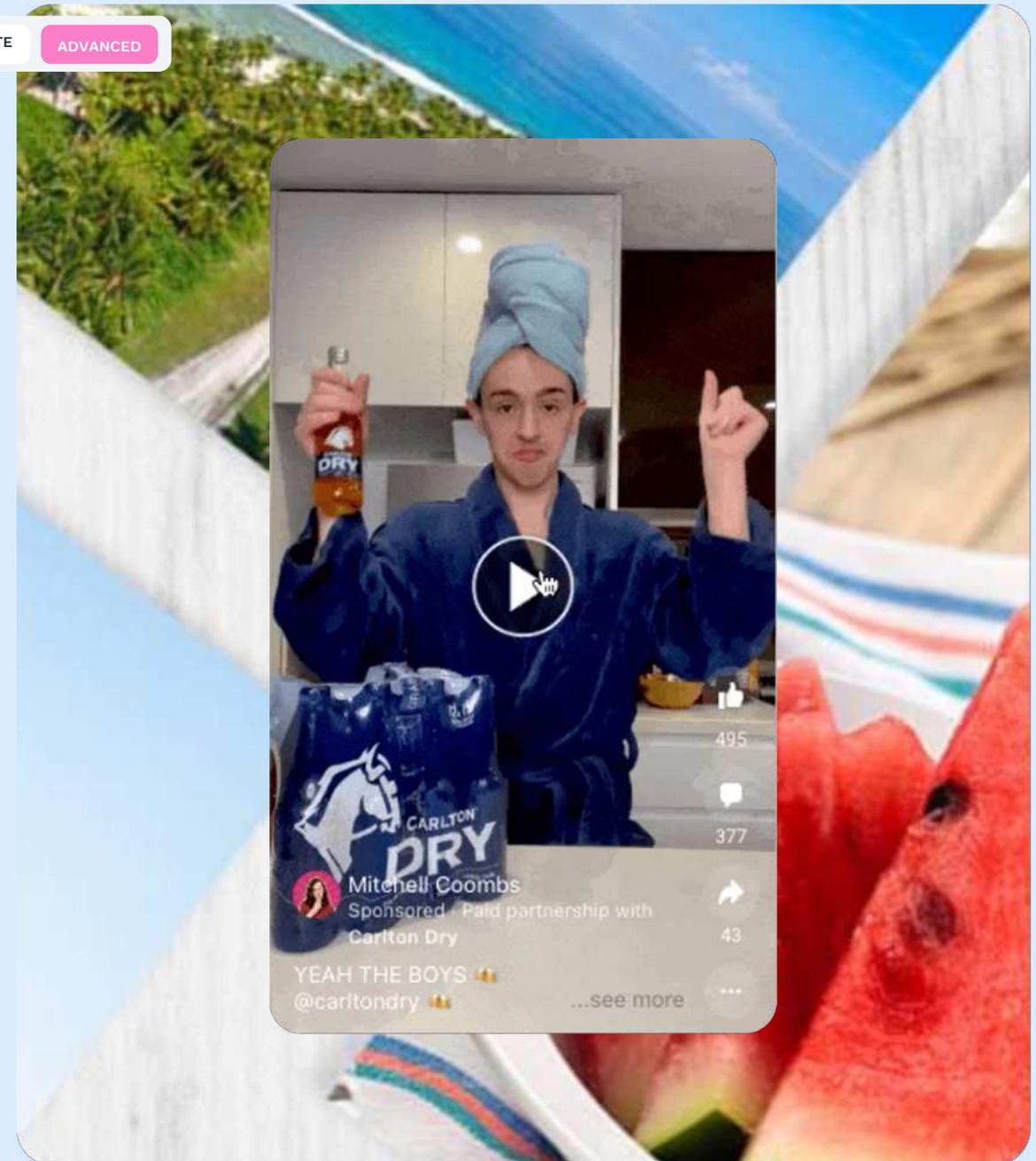
To reach Gen Z as authentically as possible, Carlton Dry worked with a diverse group of four creators connected to Gen Z culture. The creators worked with the beer brand to produce a Reel that they each posted to their own Instagram account.

5.5pt

higher incremental
lift in affinity

58%

higher incremental
reach



BEGINNER

INTERMEDIATE

ADVANCED

Run partnership ads with Advantage+ catalog ads to optimize performance

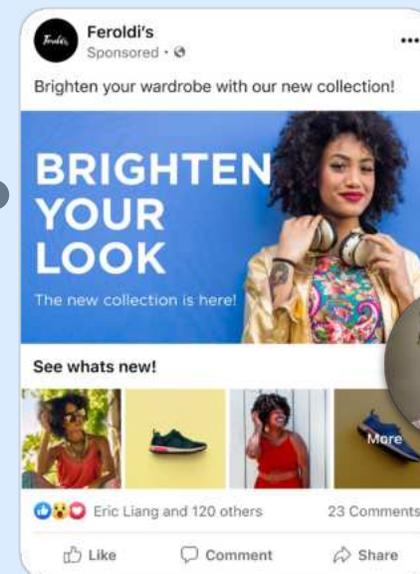
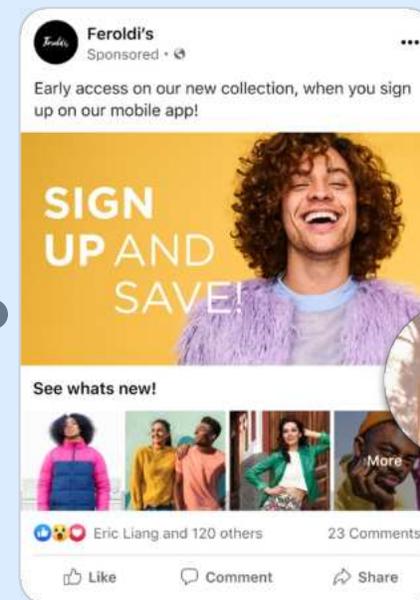
Increase creative diversification and personalization with authentic creator content



Diversify your catalog creative

New features are available to use with Meta's centralized hub for product assets

- See improved performance and better results for your business with the ability to upload videos amplified with automation.
- Offer more personalization through the catalog's system of mapping to individual product IDs that offer more signal than static ads.
- Leverage authenticity and include creators with different catalog ad formats (collections).



BEGINNER

INTERMEDIATE

ADVANCED

Advantage+ catalog ads

Advantage+ catalog ads is an automated solution that enables advertisers with large product catalogs to leverage the power of machine-learning to deliver personalized ads to shoppers with implicit or explicit intent.

Promote your entire catalog to interest shoppers.

➤ **Automation**

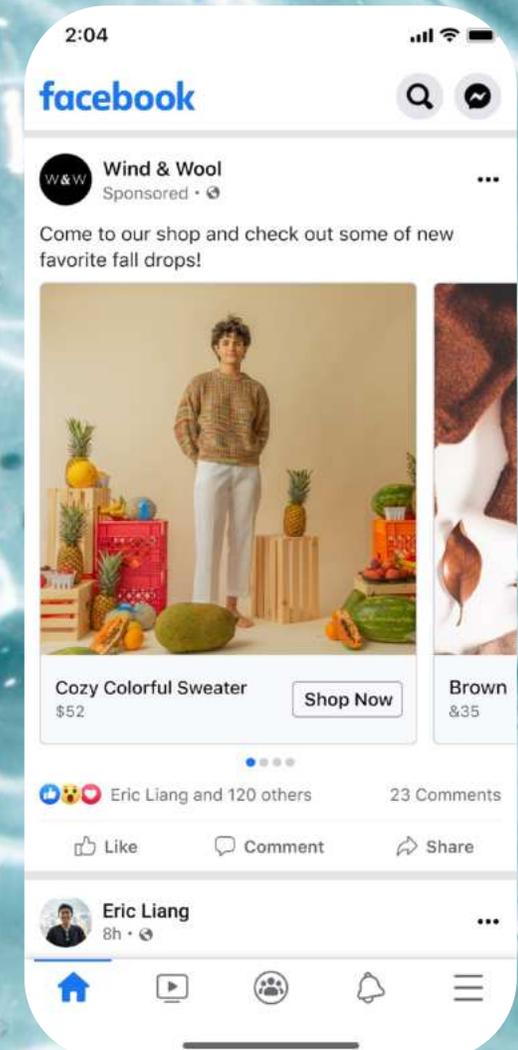
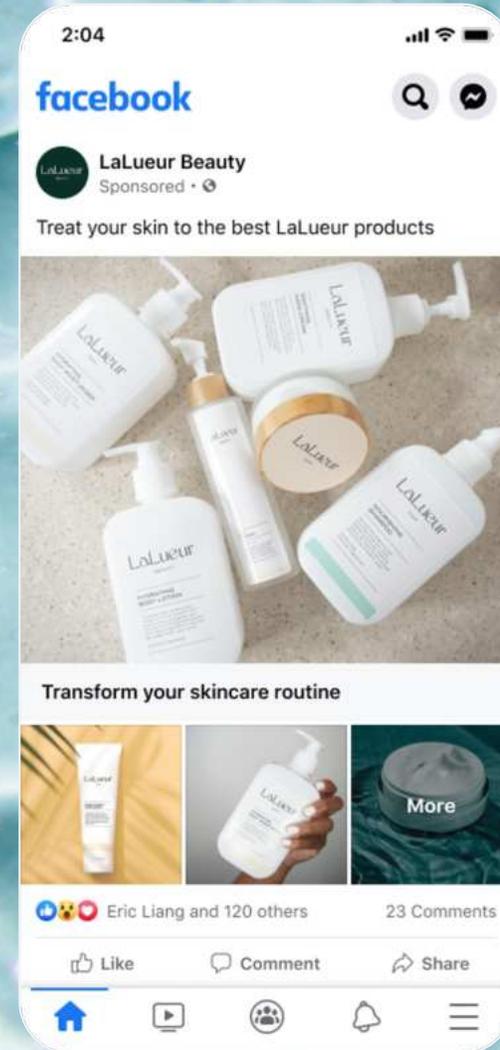
Promote your entire catalog of static or video creative with machine learning.

➤ **Personalization**

Connect relevant product to people where they spend their time.

➤ **Efficiency**

Drive efficient sales of your catalog.



BEGINNER

INTERMEDIATE

ADVANCED

Introducing partnership ads support for Advantage+ catalog ads*

We're empowering advertisers to integrate creator content into Advantage+ catalog ads via partnership ads to:



Optimize performance

Increased creative diversification enables machine learning to optimize ad performance by delivering even more personalized content.



Tap into creator authenticity

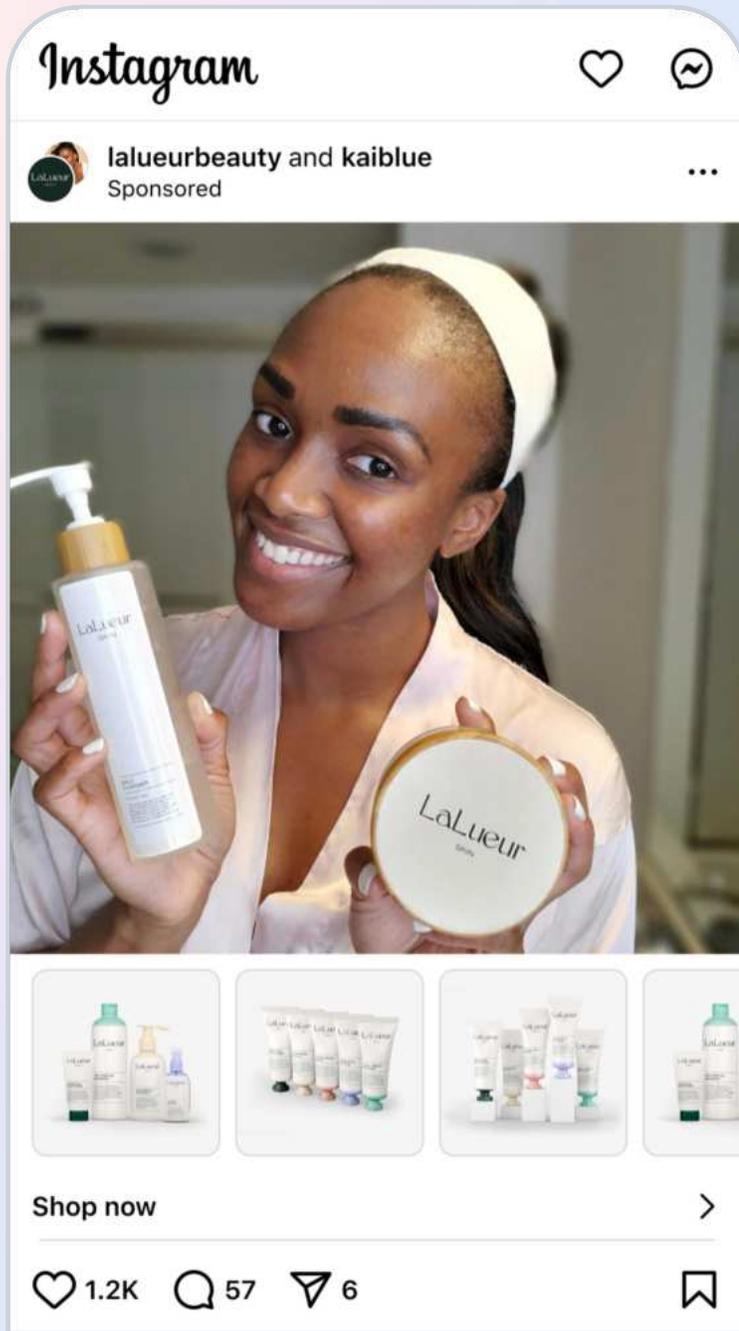
Leverage the authenticity of creator content to further engage audiences based on their interests.



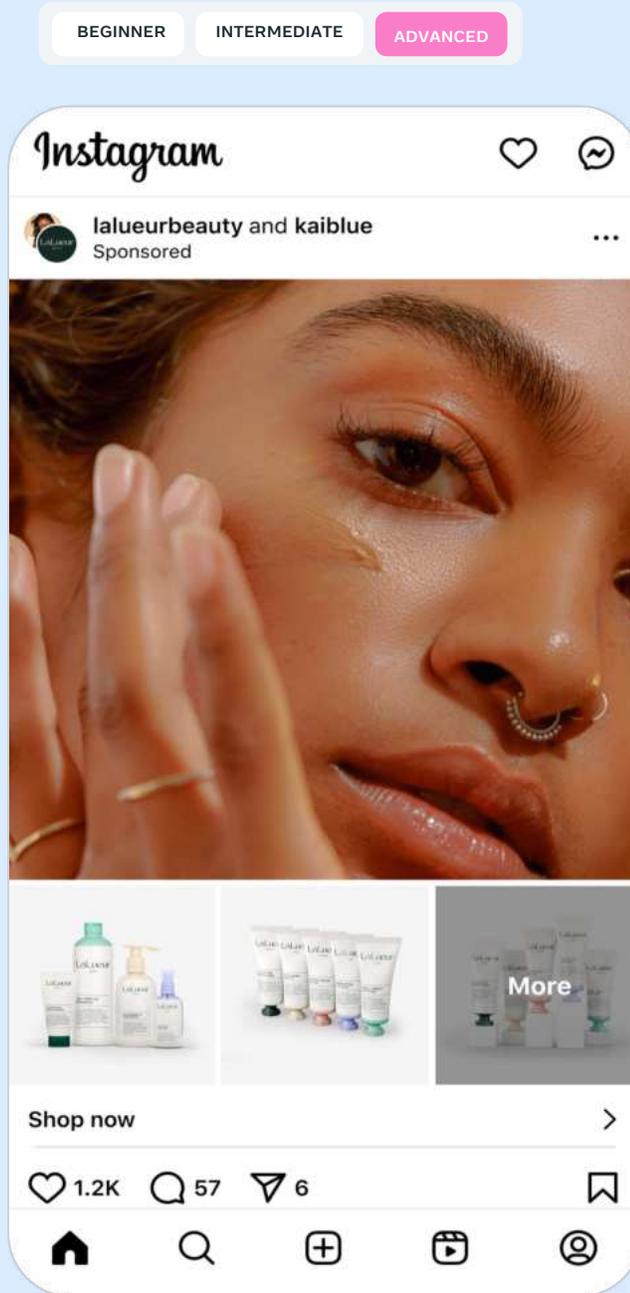
Scale creator content

Get more value out of your investment in creator content by showcasing it in catalog ads.

*At this time, support is for collection ads only. Manual and Advantage+ shopping campaign flows supported.



Optimize performance by using partnership ads and Advantage+ catalog ads together



By adding partnership ads in the collection format to carousel ads campaigns:

10%

lower cost per acquisition

4%

higher click-through rate

12%

higher conversion rate

Best practices checklist

- ✓ Use existing creator images and videos to start testing this format right away.
- ✓ Get [account-level permissions](#) with the creator featured in the partnership ad if you want the ad to start delivering right away.*
- ✓ Integrate this format into your carousel ad campaigns to optimize performance.
- ✓ Take a test and learn approach using the testing framework provided.

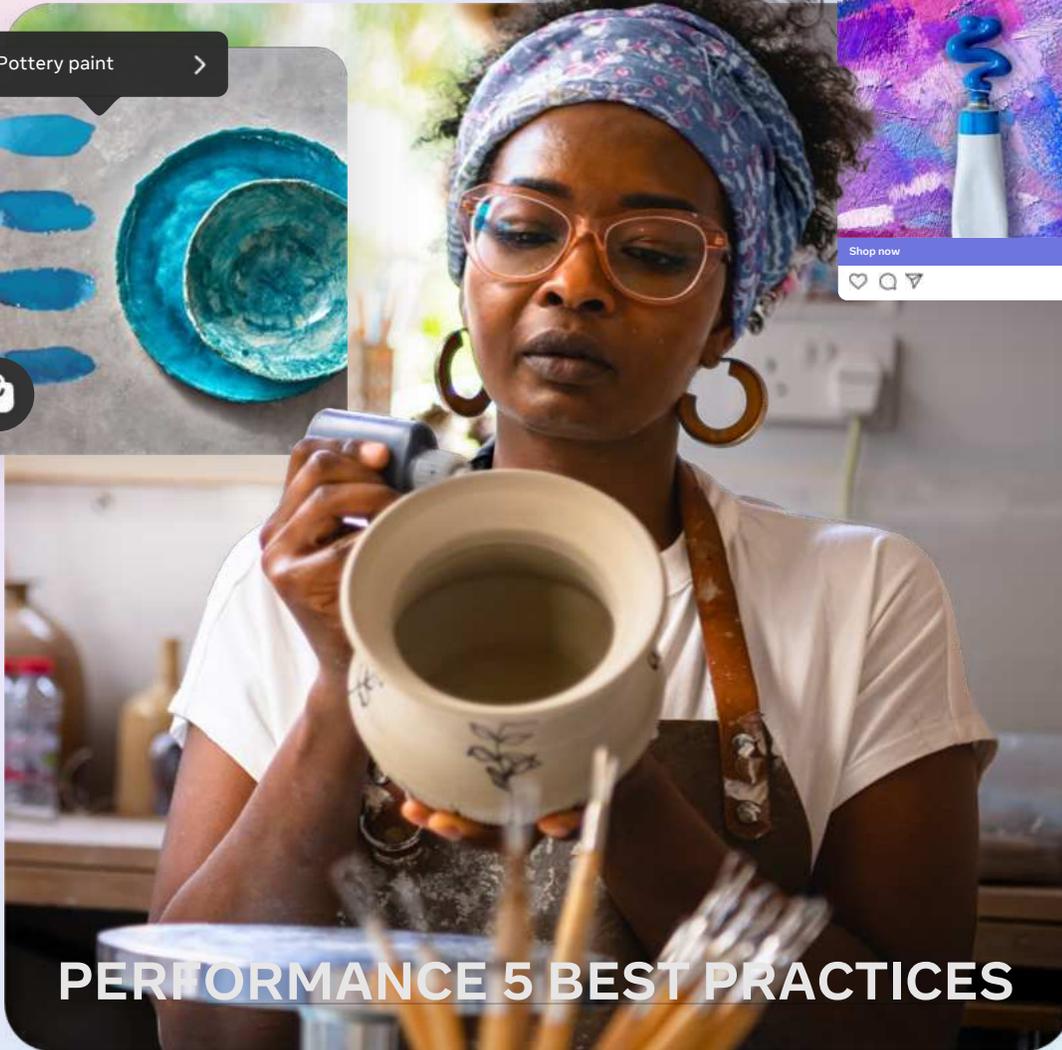
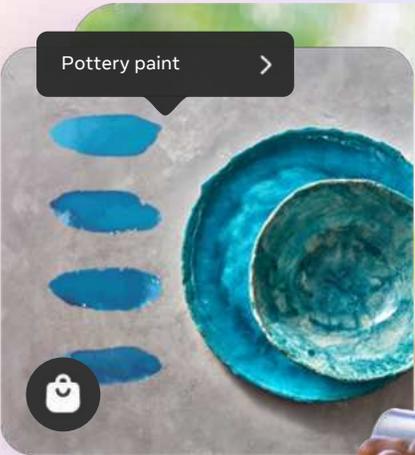


*Although you can publish your ad before the permissions are established, the ad will not start delivering until the creator accepts the permissions request

BEGINNER

INTERMEDIATE

ADVANCED



PERFORMANCE 5 BEST PRACTICES

FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

+ Cross-border operations

Bid Multipliers

Bid multipliers enable advertisers to reduce the amount of audience segmentation required while still maintaining a nuanced bidding strategy that bids differently for each audience segment.

Advertisers benefit from better ad delivery while avoiding over-segmenting campaigns into larger number of ad sets with relatively small audiences. Signal consolidation allows **more data** to the ad set for **feedback** and **optimization**.

Bid multipliers are not specific to an objective. They are compatible with the following objectives: App Install, Clicks, Landing Page Views, Lead Generation, Offsite Clicks, and Offsite Conversions.

Traditional Segmentation

Campaign

Ad Set 1:
W18-24 (\$10 Bid)

Ad Set 2:
W25-34 (\$15 bid)

Ad Set 3:
M18-24 (\$8 bid)

Bid Multipliers

Campaign

Ad Set 1:
W18-24 (\$10 Bid)
W25-34 (\$15 bid)
M18-24 (\$8 bid)

How Bid Multipliers Work

STEP 1

Set Base & Max Bids

Base Bid = \$60

Note: Bid Multipliers max at 1x. Technically you cannot bid 2x for a segment.

If you want to increase a bid on a certain segment, you need to increase your base bid and then adjust (decrease) your multipliers for the other segments.

STEP 2

Segment Audience & Apply Bid Multipliers

Audience Segment	Bid Multiplier (Input)	Effective Bid (Output)
F18-24	1x	\$60
F25-34	0.5x	\$30
F35+	0.7x	\$42
M18-24	0.5x	\$30
M25+	0.7x	\$42

💡 Case Study

INDIA → USA

Improving ROAS using Bid Multipliers

The online ethnic wear brand wanted to lower its cost per acquisition and increase sales in the USA market. They ran a Purchase-optimized Advantage+ Shopping Campaign with Meta's Bid Multiplier tool to effectively target the female audience.

BUSINESS OBJECTIVE

Increase online sales

MEDIA TACTIC

ASC + Bid Multiplier.

23%

higher Return on Ad Spend using ASC with Bid Multiplier, compared to usual ASC campaign

22%

decrease in cost per purchase with campaign using bid multipliers, compared to usual ASC campaign



Mirraw

Sponsored

Library ID: 1047022713725935

Step into style with Paulmi and Harsh's latest collection. Each piece is thoughtfully designed to combine sophistication with contemporary trends, ensuring you look and feel fabulous. Discover your new favorite outfit today! ✨💎 #PaulmiAndHarsh #WomensApparel #StyleReimagined



MIRRAW.COM



MIRRAW.COM

Case Study

INDIA → USA

Increase in Sales using Bid Multipliers

Mirraw is always interested in finding new ways to strengthen the results of its ad campaigns on Meta. The online ethnic wear brand wanted to lower its cost per acquisition and increase sales in the UK market. They ran an A/B test to measure the impact of a Purchase-optimized Advantage+ Shopping Campaign with Bid Multiplier to effectively target the female audience.

BUSINESS OBJECTIVE

Increase online sales

+11%

higher purchases using ASC with Bid Multiplier, compared to usual ASC campaign

MEDIA TACTIC

ASC + Bid Multiplier

-10%

decrease in cost per purchase with campaign using bid multipliers, compared to usual non-bid multiplier ASC campaign



Mirraw

Sponsored

Celebrate every occasion in style !!!

- ✓ Grand Festive Sale – Flat 50% Off Sitewide
- ✓ 10% Cashback + Free Shipping Offers*



Maroon Chiffon Embroidered...

Shop now



Like



Comment



Share

BEGINNER

INTERMEDIATE

ADVANCED

Libas

Case Study

INDIA → USA, UK, Australia

Improving ROAS using Bid Multipliers

The online ethnic wear brand with a strong retail presence in India wanted to lower its cost per acquisition and increase sales in the USA, UK & Australia markets. They ran a Purchase-optimized Advantage+ Shopping Campaign with Meta’s Bid Multiplier tool to effectively target the female audience.

BUSINESS OBJECTIVE

Increase online sales

MEDIA TACTIC

ASC + Bid Multiplier

32%

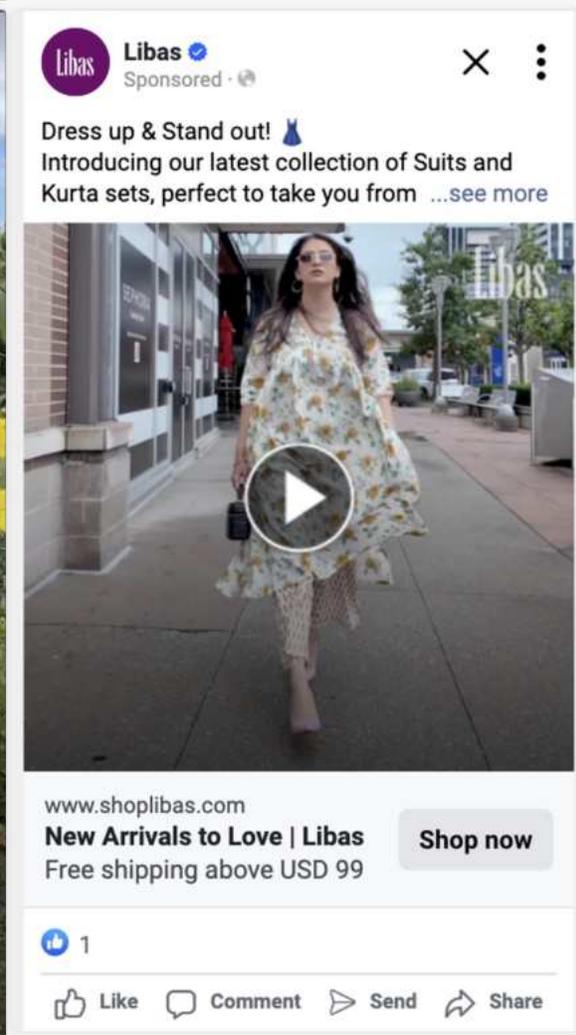
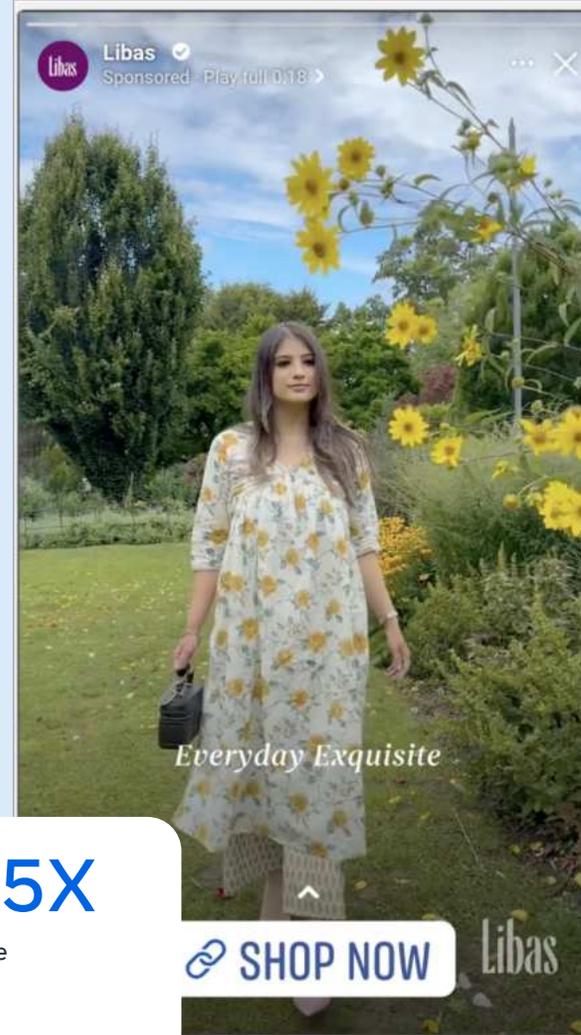
higher Return on Ad Spend using ASC with Bid Multiplier, compared to usual ASC campaign

30%

decrease in cost per purchase with campaign using bid multipliers, compared to usual ASC campaign

1.5X

scale



💡 Case Study

INDIA → UNITED KINGDOM

Muddy Mat, a pet care brand, aimed to scale its campaigns and improve ROAS. To achieve this, they used Advantage+ Shopping Campaign (ASC) with Bid Multipliers, placing higher bids for male audiences compared to females. This strategy led to a 3x increase in scale, a 50% higher ROAS, and a 43% reduction in cost per purchase.

BUSINESS OBJECTIVE

Increase in ROAS

50%

higher return
on ad spend

3X

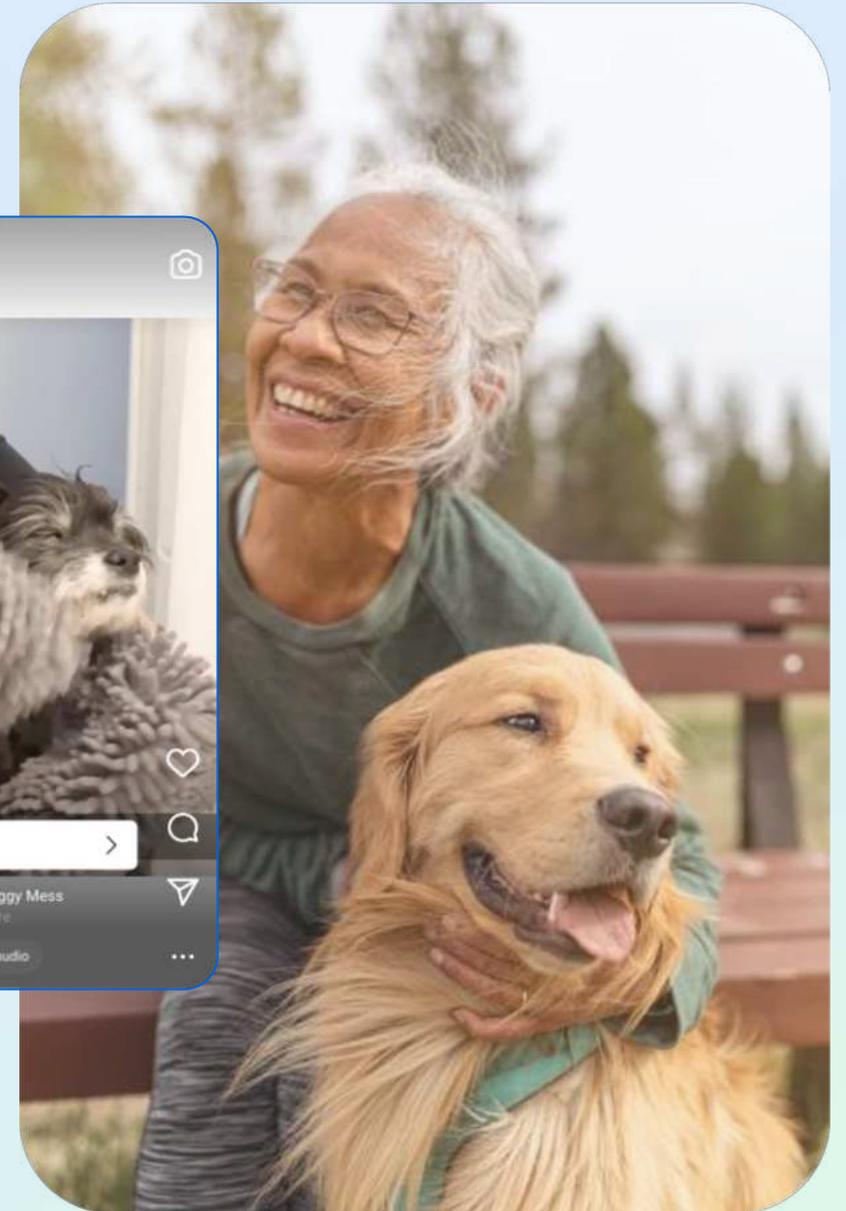
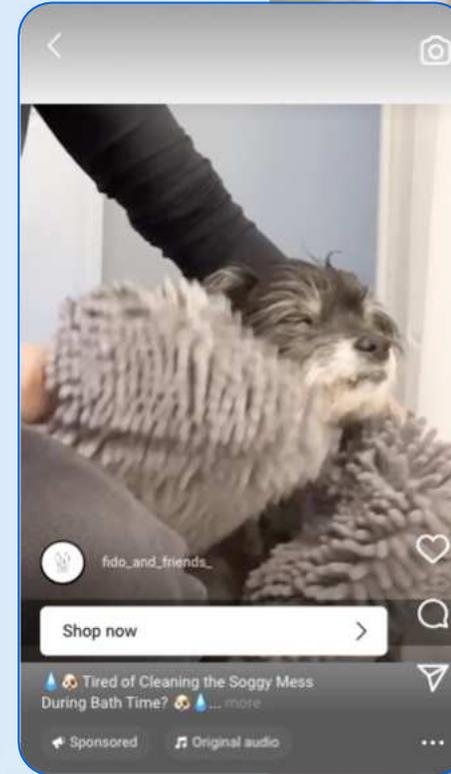
Scale

43%

Drop in Cost
per conversion

MEDIA TACTIC

ASC Bid M campaign



BEGINNER

INTERMEDIATE

ADVANCED



FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

+ Cross-border operations

In unfamiliar markets, **quality data** can help inform advertising strategy

DATA CAN HELP BUSINESSES



Benefit from learnings in existing markets.



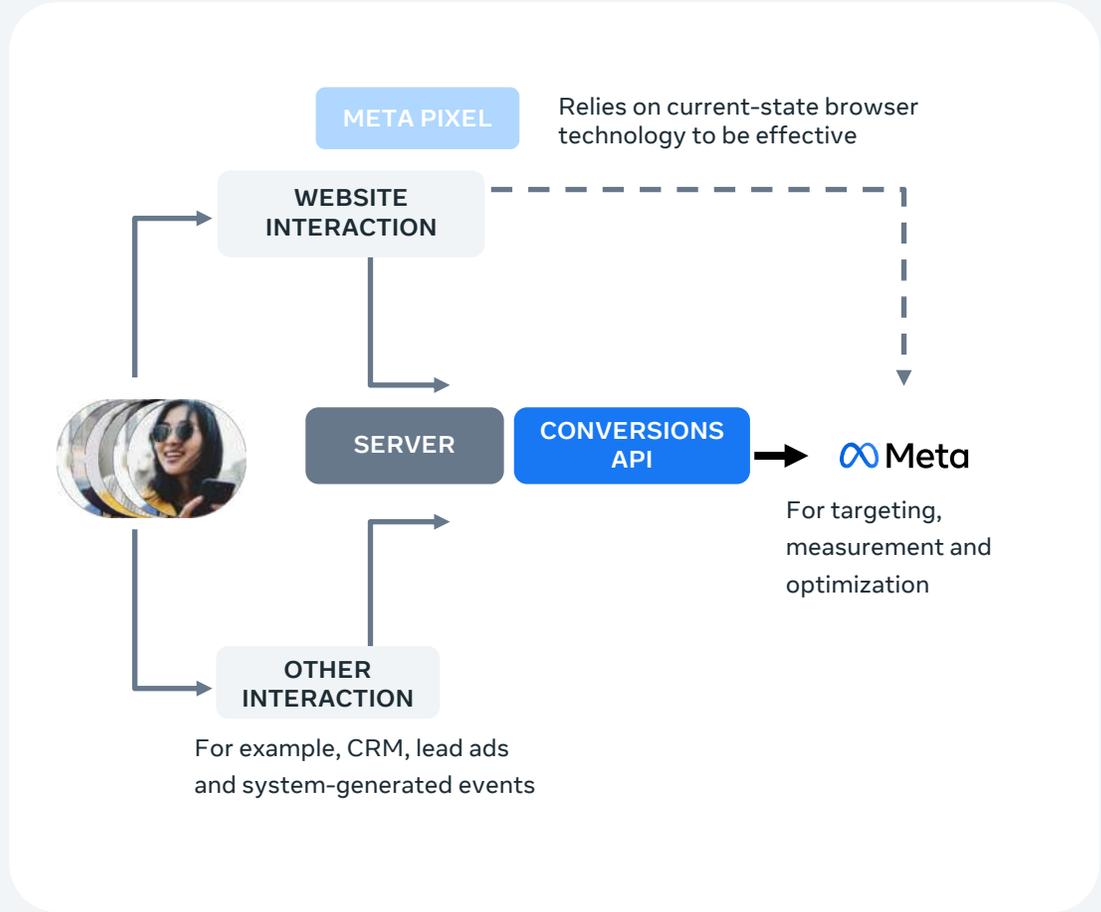
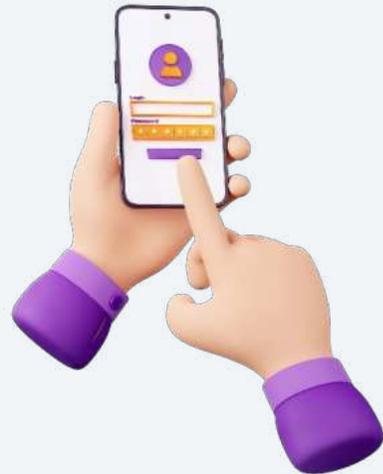
Attribute what is driving success in new markets.



What is the Conversions API?

The Conversions API is a Meta Business Tool that creates a direct connection between your marketing data and Meta.

This helps you to use your own marketing data to optimize ad targeting, decrease cost per action and see a more complete picture of campaign outcomes while respecting people's privacy.



A high-quality Conversions API setup helps businesses better understand and connect with shoppers in new markets

Conversions API creates a direct connection between your marketing data and Meta across all your channels.

13% cost per result improvement*

- ✔ Significantly improve your advertising performance.
- ✔ Improve measurement intelligence.



*Conversions API support for app and offline events has been introduced in Half 2, 2022—expect expanded functionality and supported use cases in 2023.

Source: Based on 28 global A/B experiments of direct, partner or Conversions API Gateway integrations between May to Aug 2022.

Power your expansion goals with an effective data infrastructure

If entering a market with lead generation goals:

Integrate CRM with the Conversions API.

15%

reduction in cost per quality lead compared to ads using the leads performance goal¹

44%

increase in rate of converting a lead to a quality lead compared to ads using the leads performance goal¹

OR



If entering a market that is big on messaging:

Power click-to-message ads with a Conversions API integration.

Source: 1. Results based on A/B tests on 273 advertisers, with ads delivered globally from Jan 11-28, 2024, and included incentives. Results were statistically significant at a 95% confidence level. Performance may vary. Conversion from lead to quality lead occurs when a user takes a qualifying, lower-funnel action identified by the business, which moves them into a "quality lead" status. Qualifying actions or events vary by business, based on their individual sales funnel event stages.

Case Study

BEGINNER

INTERMEDIATE

ADVANCED

USA → CANADA/EU/AUSTRALIA/JAPAN/SINGAPORE

PatPat wanted to increase their international reach and conversions at a lower cost while prioritising people’s privacy. They used the **Conversions API** and Meta Pixel with Facebook Login to match ad metrics with individual profiles in a way that respects consent and delivers more performant marketing.

BUSINESS OBJECTIVE

Increase reach / online sales.

MEDIA TACTIC

Conversions API, Meta Pixel and Facebook Login.

31%

higher website sales conversion rate with inclusion of Facebook Login.

2.2x

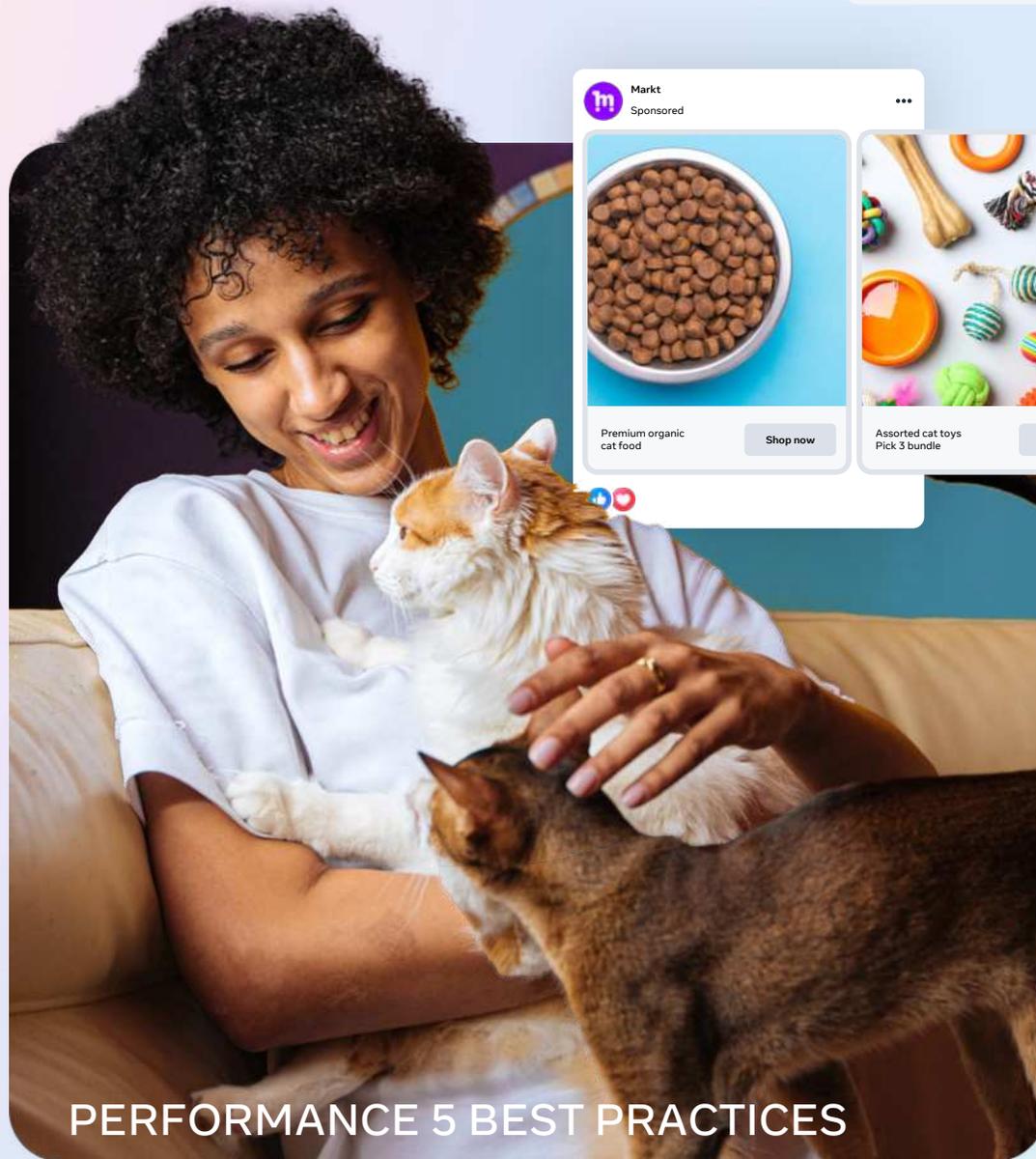
higher return on ad spend with inclusion of Facebook Login.



BEGINNER

INTERMEDIATE

ADVANCED



PERFORMANCE 5 BEST PRACTICES

FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

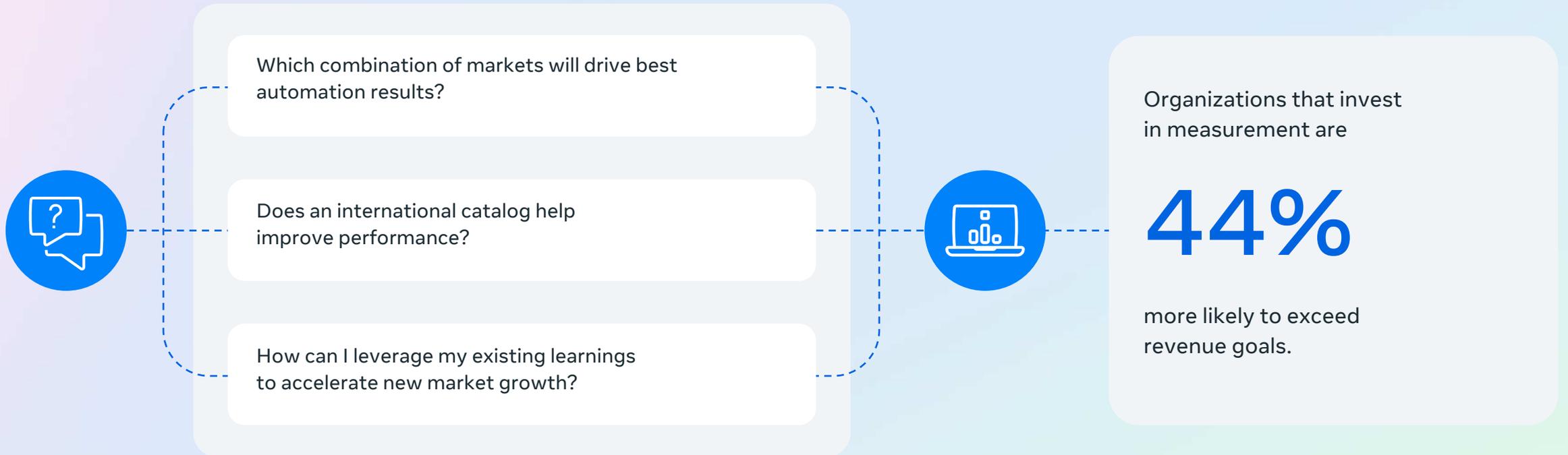
4 Data quality

5 Results validation

BEYOND MEDIA

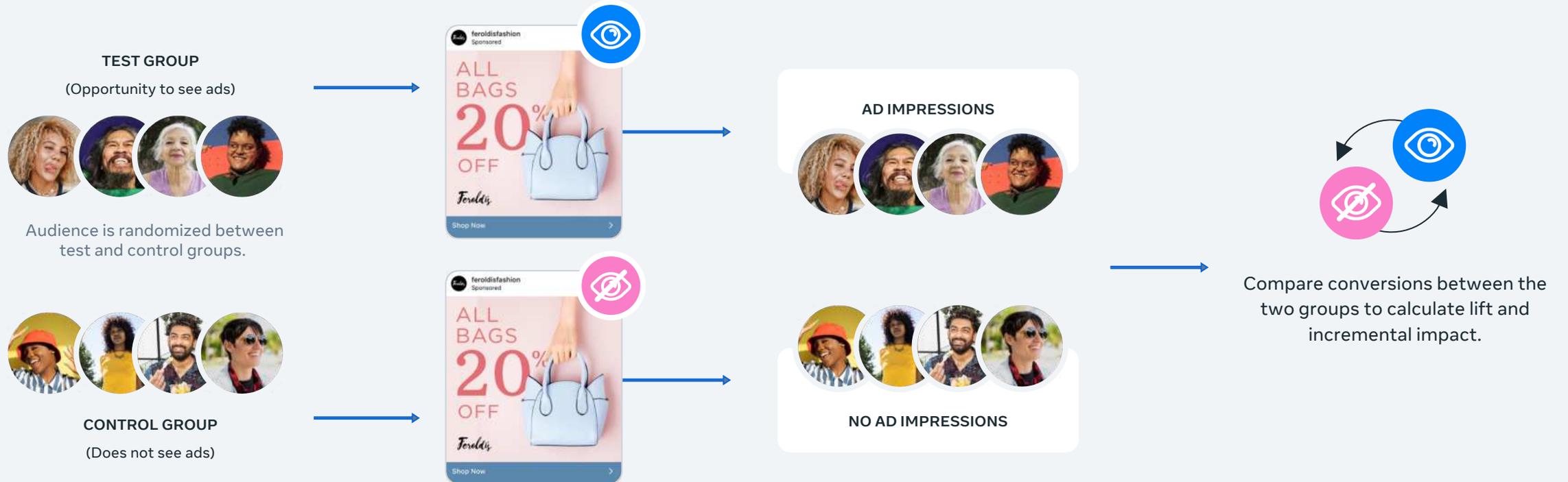
+ Cross-border operations

Measurement helps understand the true impact of international marketing and inform more effective strategies



Conversion Lift measures advertising impact on sales using test and control groups

By measuring the incremental impact of ads, businesses can determine which marketing efforts generate the most ROI



Test design sample

Which combination of markets will drive the best results?

HYPOTHESIS

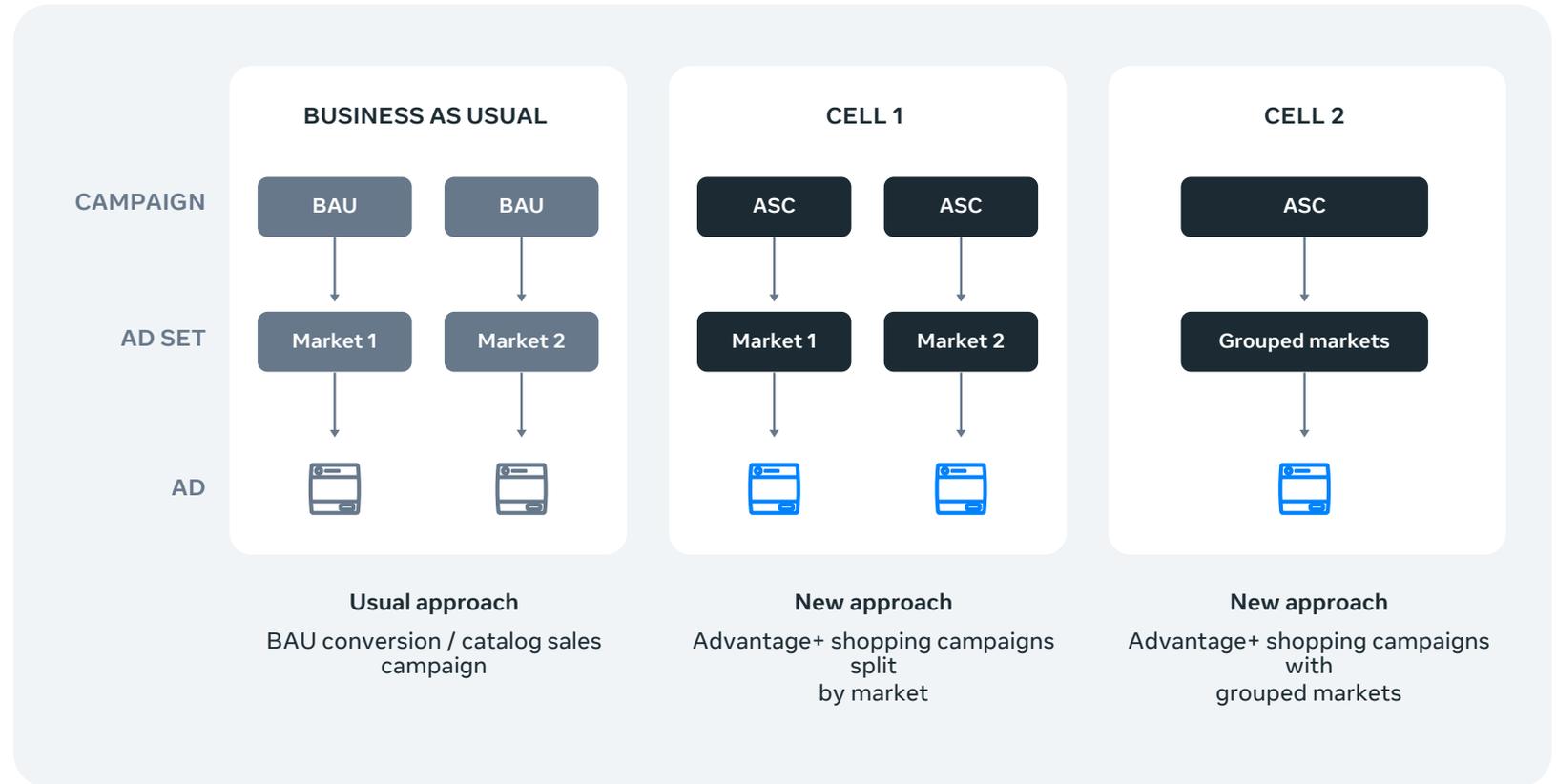
Does the Advantage+ shopping campaigns (ASC) perform better with grouped markets?

RECOMMENDATIONS

- Keep everything else constant across cells.
- For this test, we recommend limiting number of countries to <4.

TEST STRUCTURE

Conversion Lift preferred, if not, A/B test.



*Conversions API support for app and offline events has been introduced in Half 2, 2022—expect expanded functionality and supported use cases in 2023.

Source: Based on 28 global A/B experiments of direct, partner or Conversions API Gateway integrations between May to Aug 2022.

Test design sample

Does an international catalog help improve performance?

HYPOTHESIS

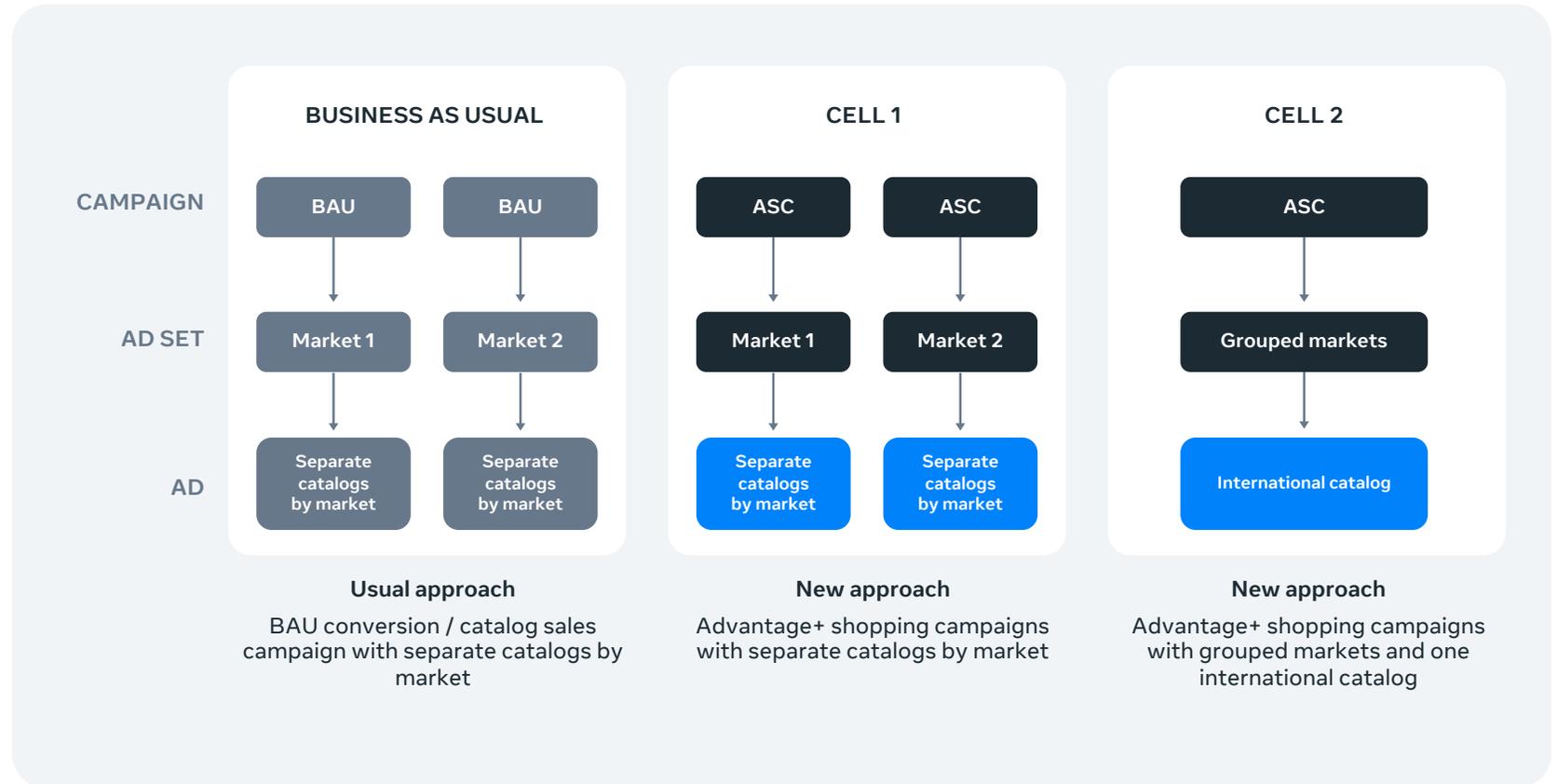
Does the Advantage+ shopping campaigns (ASC) perform better when coupled with an international catalog?

RECOMMENDATIONS

Keep everything else constant across cells.

TEST STRUCTURE

Conversion Lift preferred, if not, A/B test.



Test design sample

How can I leverage my existing learnings to accelerate new market growth?

HYPOTHESIS

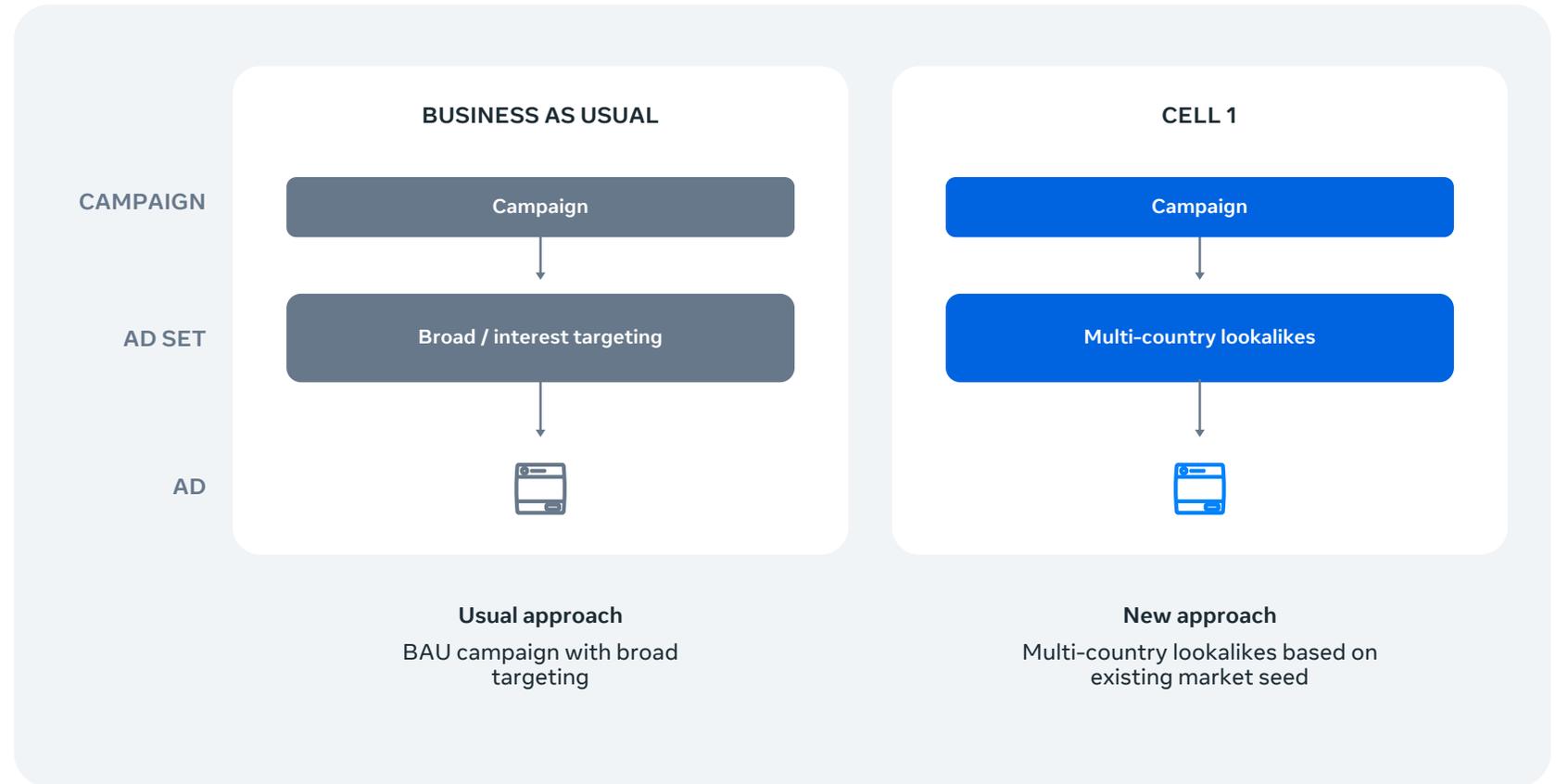
Do multi-country lookalikes with a seed from existing markets help drive better performance?

RECOMMENDATIONS

Keep everything else constant across cells.

TEST STRUCTURE

Conversion Lift preferred, if not, A/B test.



*Conversions API support for app and offline events has been introduced in Half 2, 2022—expect expanded functionality and supported use cases in 2023.

Source: Based on 28 global A/B experiments of direct, partner or Conversions API Gateway integrations between May to Aug 2022.

Case Study

BEGINNER

INTERMEDIATE

ADVANCED

SINGAPORE → AUSTRALIA, CANADA, EU, UK

The international jeweller wanted to connect with jewelry lovers in several countries more efficiently. They ran a test on multi-country Advantage+ shopping campaign and saw an increase in return on ad spend.

BUSINESS OBJECTIVE

Increase online sales

MEDIA TACTIC

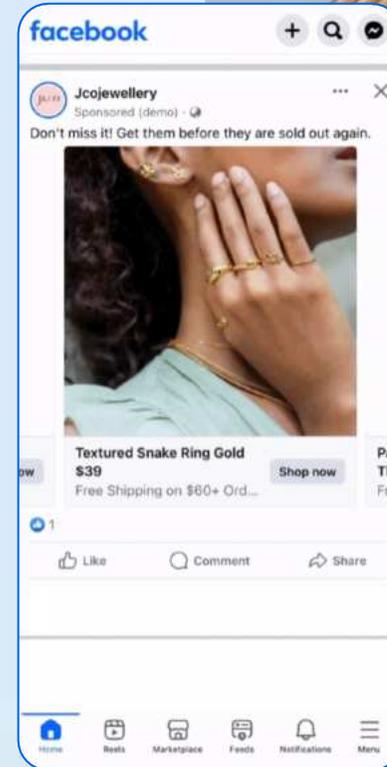
Results validation.

13%

higher return on ad spend

2X

more clicks to website



BEGINNER

INTERMEDIATE

ADVANCED

Case Study

INDIA → USA

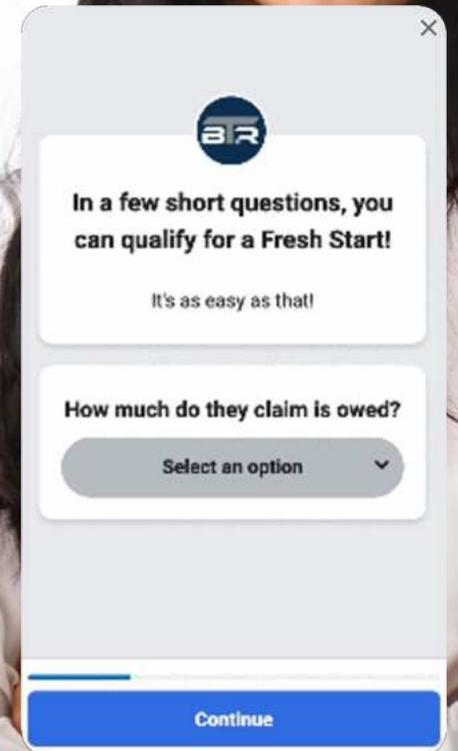
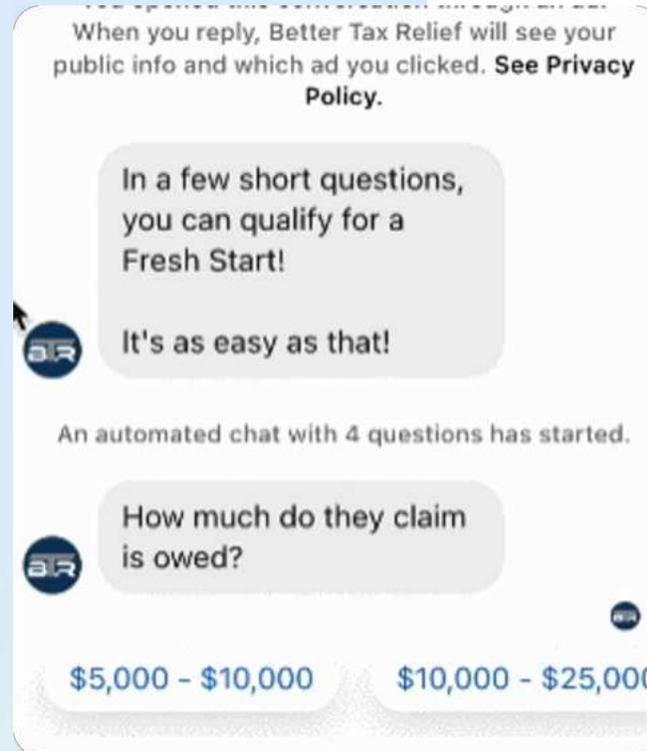
Better Tax Relief wanted to scale leads with better cost per lead; we used a combination of click to messenger and instant form campaigns to achieve profitable numbers. While instant form was the winner, we managed to scale up CTM DO owing to an impressive cost per lead in the upcoming months as well.

BUSINESS OBJECTIVE

Increase leads for tax relief customers

MEDIA TACTIC

A/B testing of Click to Messenger DO vs instant form




Winner : Instant form

7%
Lower overall Cost per lead

5%
Increase in completed leads

Case Study

INDIA → USA

Better Tax Relief wanted to scale leads with better cost per lead; we used a combination of website form and instant form campaigns to achieve profitable numbers along with higher conversion rates. Despite instant form clearly winning, we noticed a higher conversion rate for website forms which we ended up scaling.

BUSINESS OBJECTIVE

Increase leads for tax relief customers

MEDIA TACTIC

A/B testing of website form vs instant form

Winner : Instant form

82%
Lower overall Cost per lead

11%
Lower CPMs



BTR BETTER TAX RELIEF

In a few short questions, you can qualify for a Fresh Start!

It's as easy as that!

How much do they claim is owed?

Select an option

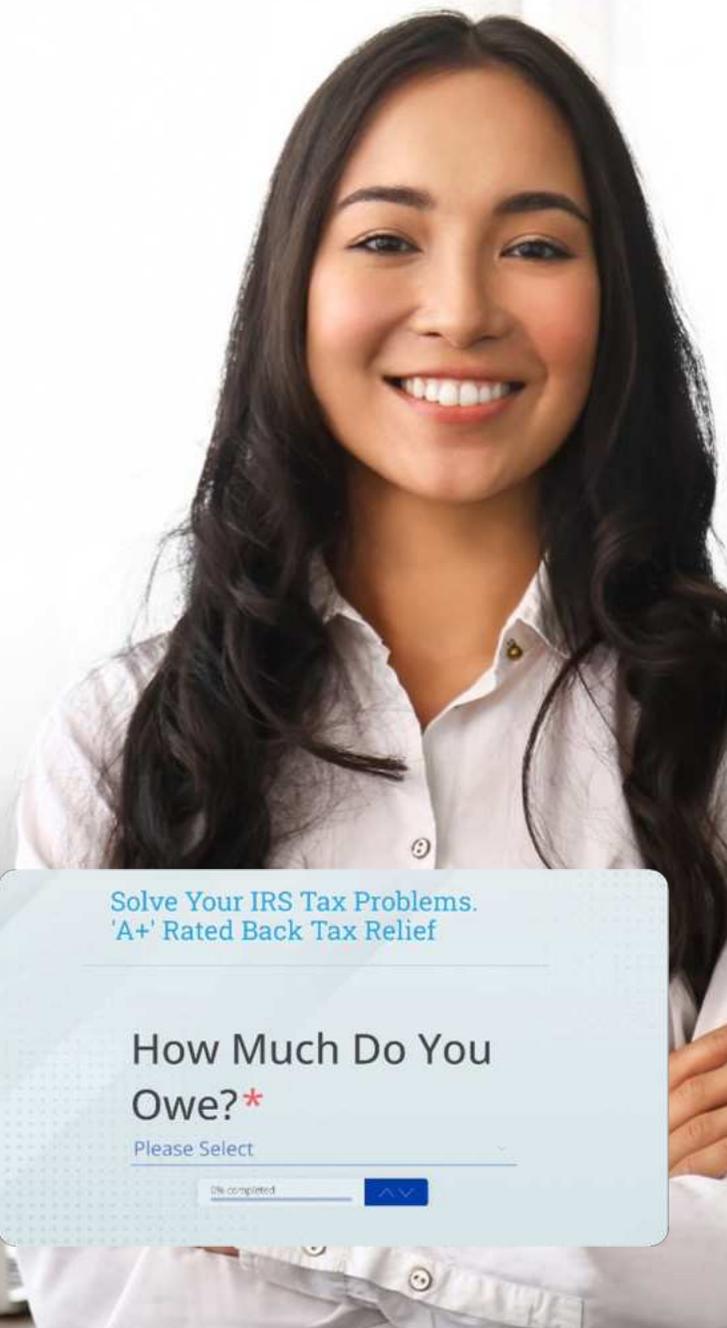
Continue

Solve Your IRS Tax Problems. 'A+' Rated Back Tax Relief

How Much Do You Owe?*

Please Select

0% completed



All results are self-reported and not identically repeatable. Generally expected individual results will differ. A/B Testing, Dec 2023.

💡 Case Study

BEGINNER INTERMEDIATE **ADVANCED**

INDIA → USA

Amity One Tax wanted to scale leads with better cost per lead; we used a combination of website form and instant form campaigns to achieve profitable numbers along with higher conversion rates. Despite instant form clearly winning, we noticed a higher conversion rate for website forms which we ended up scaling.

BUSINESS OBJECTIVE

Increase leads for tax relief customers

MEDIA TACTIC

A/B testing of website form vs instant form

Winner : Instant form

51%
Lower overall Cost per lead

110%
Increase in completed leads

Amity One Tax logo

In a few short questions, you can qualify for a Fresh Start!

It's as easy as that!

How much do they claim is owed?

Select an option

Continue

1 of 5



1 Purpose — 2 Tax Details — 3 Basic Info — 4 Confirmation

Apply To For Your Free Consultation Today.
Agents are ready to get you financial solutions.

What Prompted You to Seek Tax Solutions? *

- I Received a Notice from the IRS
- Wage Garnishment, Lien or Levy
- Unpaid Taxes / Owed Back Taxes
- Other

Continue

All results are self-reported and not identically repeatable. Generally expected individual results will differ. A/B Testing, Sep '24

BEGINNER

INTERMEDIATE

ADVANCED

FIVE MEDIA BEST PRACTICES TO DRIVE CROSS-BORDER SALES

1 Account simplification

2 Automation

3 Creative diversity

4 Data quality

5 Results validation

BEYOND MEDIA

+ Cross-border operations



International shopping is often impeded by friction points that hinder seamless navigation and decision-making

Web and app language is not relevant

Payments methods are limited

Currencies are not localized

Subtotal	\$199.00
Fees	\$30.00
Total	\$229.00

Pricing and taxes are not transparent

Delivery options are limited

60% average conversion rate uplift when shopping experiences are hyper localized for international markets.¹

Setting up your business for cross-border trade doesn't have to happen all at once

Start with key friction points and gradually build seamless experiences with Meta's global expansion partners

LEVEL 1

Ad/landing page localization

- Translate ad creative to local language.
- Translate only the landing page to local language.

LEVEL 2

Operational friction

- Solve for operational friction points:
 - Taxes and duties
 - Payment methods
 - Shipping and logistic
 - Returns and refunds

LEVEL 3

Creative diversity

- Add a mix of creative concepts that talk to local purchase drivers.
- Translate Reels with subtitles/voice over.
- Partner with local creators.

LEVEL 4

Full localization

- Translate your full website including product feed.
- Adopt global social media structure with local market managers.
- Set up fully localized customer support.

PARTNERS

[Global expansion partners](#)

[Global expansion partners](#)

[Meta Business Partners](#)

[Global expansion partners](#)

TESTING

Existing vs translated creative/landing page.

Existing vs localized shopping experience.

Existing vs diversified creative.

Existing vs fully localized journey.

Every connection is an opportunity.

It's Your World.

