

# EXPAND YOUR REACH ON FACEBOOK WITH CAROUSEL AND DYNAMIC PRODUCT ADS

## ChannelAdvisor Recommendations Increase Likelihood of Success

You've been waiting for a decade to fully leverage the massive popularity of social giant Facebook — a site that recently had one billion users logged in within a single day (that's billion with a "b").<sup>1</sup> Until recently, it was tough to monetise that popularity, if not impossible. Now, Facebook dynamic product ads are providing a successful way for retailers to profit from Facebook's tremendous reach.

### FACEBOOK DYNAMIC PRODUCT ADS: THE BASICS

Essentially, Facebook dynamic product ads are a type of **retargeting ad** that helps retailers promote their products to Facebook users. They can target your shoppers based on actions they've taken (or not taken) with a product on your website. The ads are driven by product data feeds and show up in a user's Facebook news feed on both desktop and mobile devices.

For years, retargeting has been popular with retailers because of its ability to entice shoppers back to a previously visited product page to complete a purchase. Dynamic product ads give you control over where those types of ads appear on Facebook — and who's viewing them.

### HOW DYNAMIC PRODUCT ADS WORK

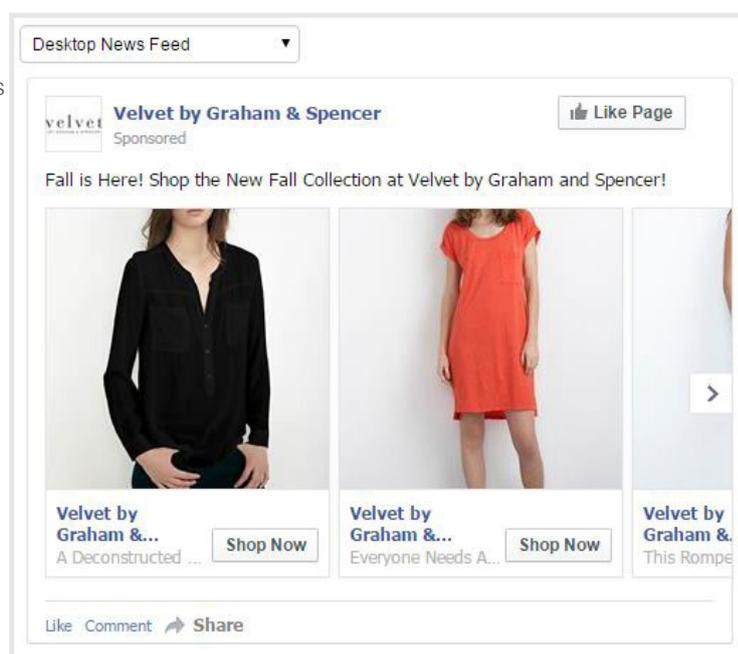
You can target site visitors with custom ad content based on multiple behaviour types. For instance, if a shopper visited one of your product pages or even placed a product in their shopping cart, you can serve them a dynamic product ad that features that specific product within their Facebook news feed. After all, shoppers are more likely to purchase a product they've already expressed interest in. With dynamic product ads, you can remind them of their original interest.

And if a shopper completes a purchase, you can try to upsell that customer with an ad that shows similar products or recommended accessories. For example, let's say someone adds a purse to their cart. You can show them ads for other purses if you'd like. Or, you can mix it up and show them shoes instead, since they might be looking for a matching outfit. It's all up to you.

Dynamic product ads also allow you to reach customers with ads on any device, regardless of your original touchpoint. The ability to track customers across device type gives you valuable insight into customer behavior.

### HOW CHANNELADVISOR SUPPORTS DYNAMIC PRODUCT ADS

Our support for dynamic product ads complements our other social support included in **ChannelAdvisor Digital Marketing**, and allows you to manage every aspect of your dynamic product ads from soup to nuts. That includes managing the functionality of your campaigns from both the ad and ad group level, as well as previewing the ad while it's being created. With our powerful Data Transformation Engine, you can create, schedule and send a product feed to Facebook. You'll also be able to view valuable performance reporting at the product level.



<sup>1</sup> <https://www.facebook.com/zuck/posts/10102329188394581?pnref=story>

Also, you'll now have one account to rule them all! No more logging in and out of your account inefficiently. Once you set up your account with Facebook, you can do everything within the ChannelAdvisor platform.

And the best part? As a ChannelAdvisor user you will be able to view and analyse your results from Facebook right alongside your other product ads and channels. You don't need to outsource this feed to this agency, or that feed to that provider. With ChannelAdvisor, it's all under one roof.

## CAROUSEL ADS: DIRECT RESPONSE AND BRAND AWARENESS

The Facebook Carousel Ad format provides you the ability to showcase up to five clickable images or videos in a news feed ad in one ad unit. These images best highlight your brand and products as potential buyers swipe through the carousel. Some advertisers have seen carousel link ads drive 30-50% lower cost-per-conversion and 20-30% lower cost-per-click than single-image link ads.\*

Leverage carousel ads to increase traffic and sales by:

- Showcasing Top-Selling Products
- Featuring New Product Lines
- Promoting Seasonal Products
- Demonstrating Product Use
- And much more

## CHANNELADVISOR RECOMMENDATIONS AND PRODUCT IMAGES

Our support for carousel ads, included in ChannelAdvisor Digital Marketing, allows you to manage and optimise your ads (and Dynamic Products Ads) all in one central location. We're utilising our expertise, Google Shopping performance history and existing product images to make informed recommendations for ads that have a higher likelihood of success.

Through ChannelAdvisor you can select existing product images, which reduces the time it takes to get your ads live and expand your reach to potential customers. It's challenging to wade through a large product catalogue and thousands of images and predict which five images will perform best and increase sales. ChannelAdvisor takes the guesswork out of it by analysing your Google Shopping performance history, along with your desired strategy. The result: intelligent recommendations to guide the creation and optimisation of your ads and boost performance.

If you'd like to learn more about what ChannelAdvisor can do for your digital marketing efforts, contact us at 1 300 887 239 or email us at [ausales@channeladvisor.com](mailto:ausales@channeladvisor.com).

\* Facebook, Inc.