

# The power of discovery in driving commerce





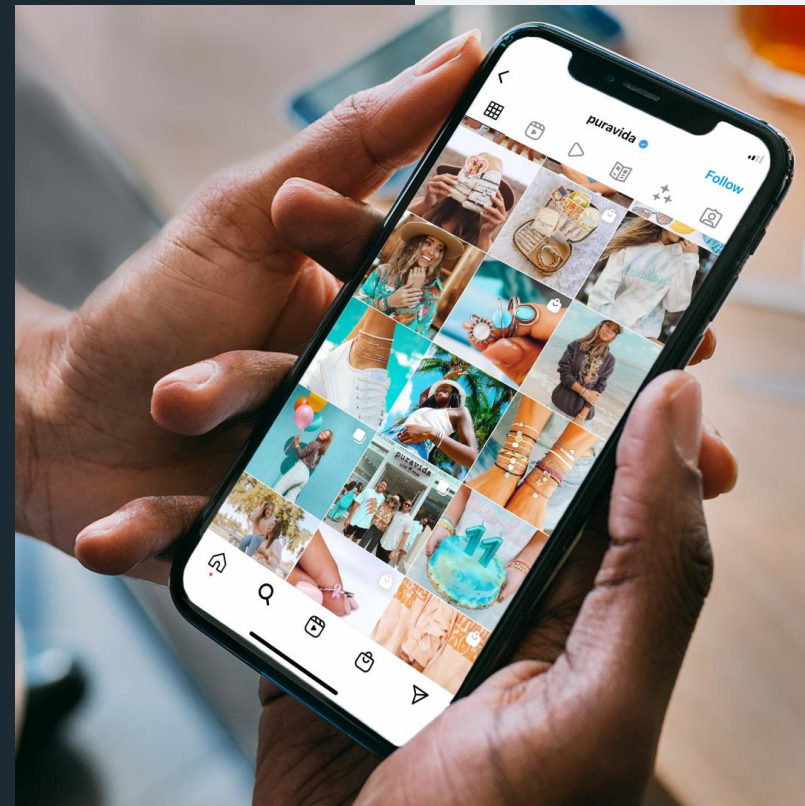


# Torri Gunn

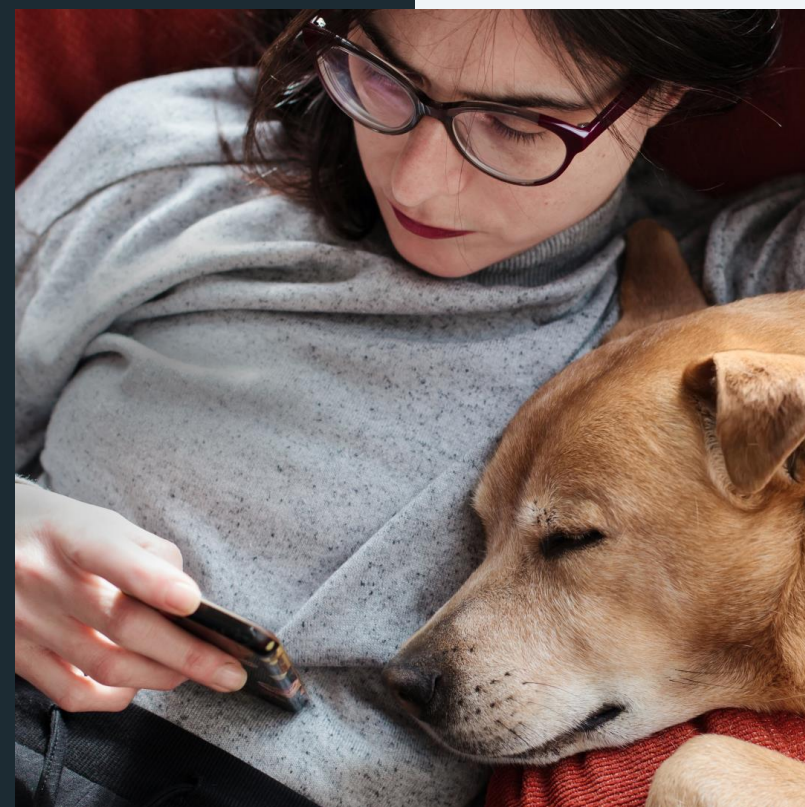
Industry Manager, Retail & Retail Media



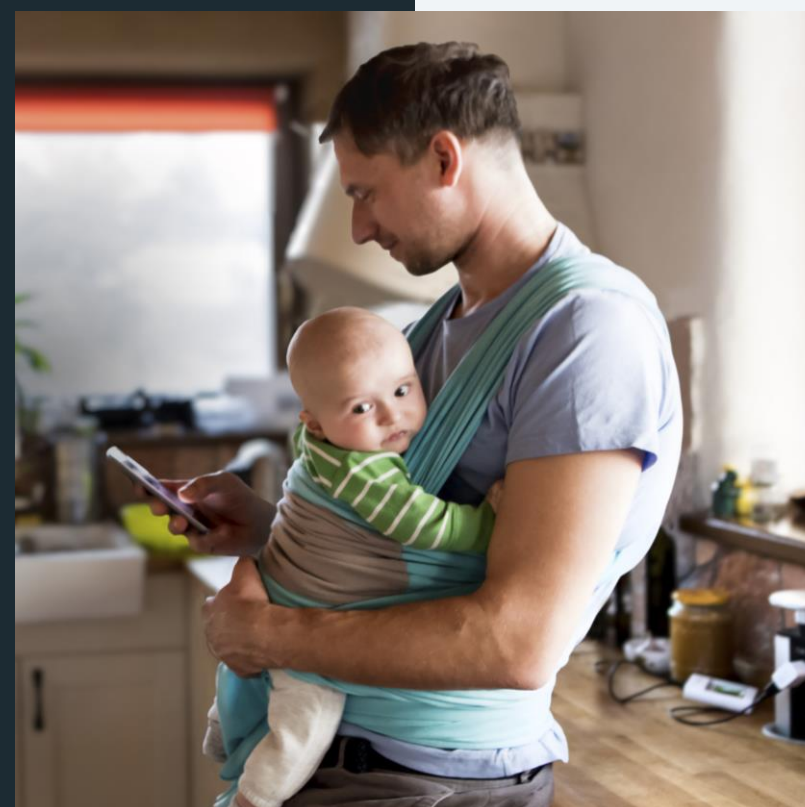
# Sparking serendipitous moments of discovery



**01** What is Discovery  
Commerce?



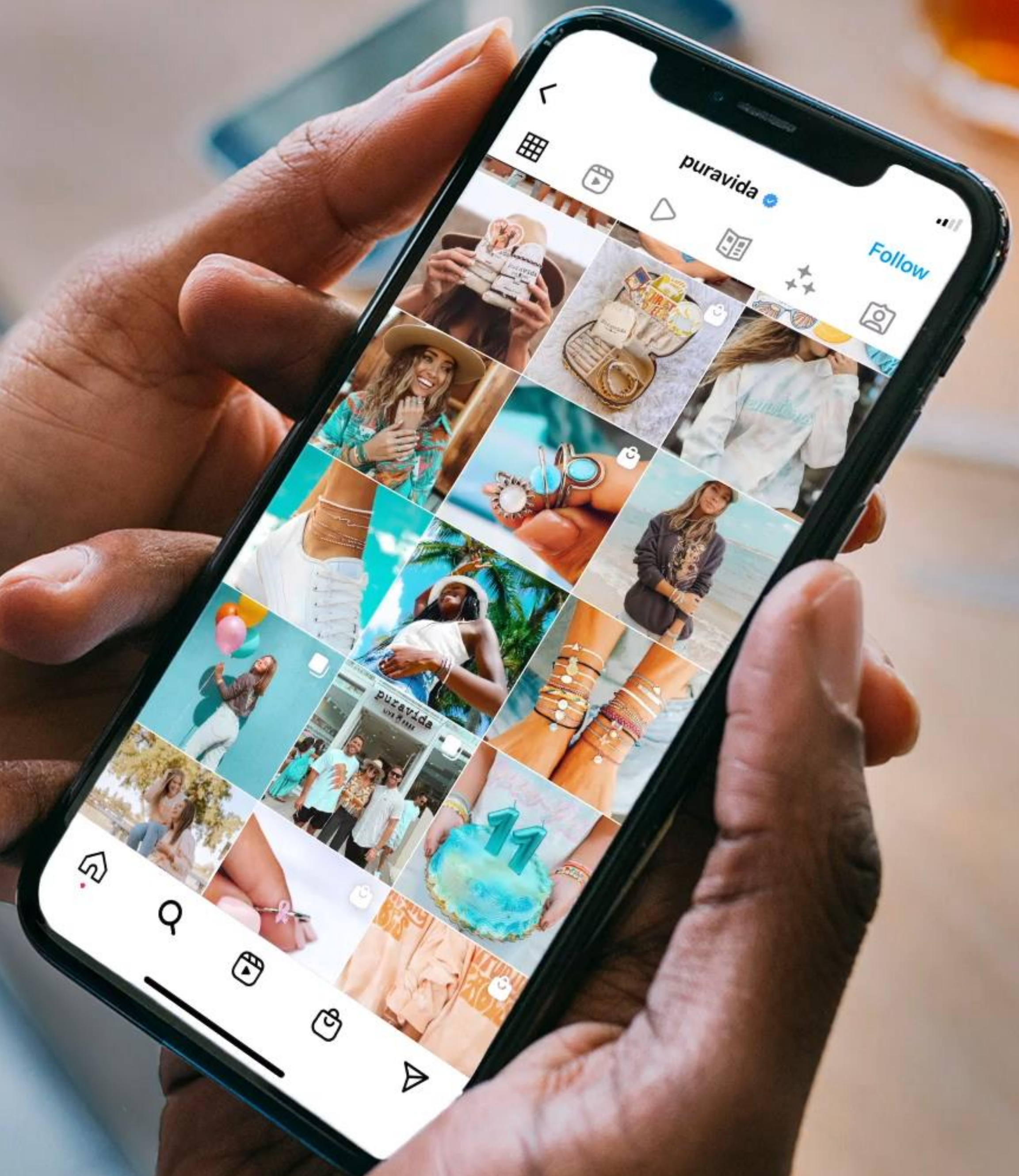
**02** How do you generate demand  
through discovery?



**03** How can you engineer  
serendipity?

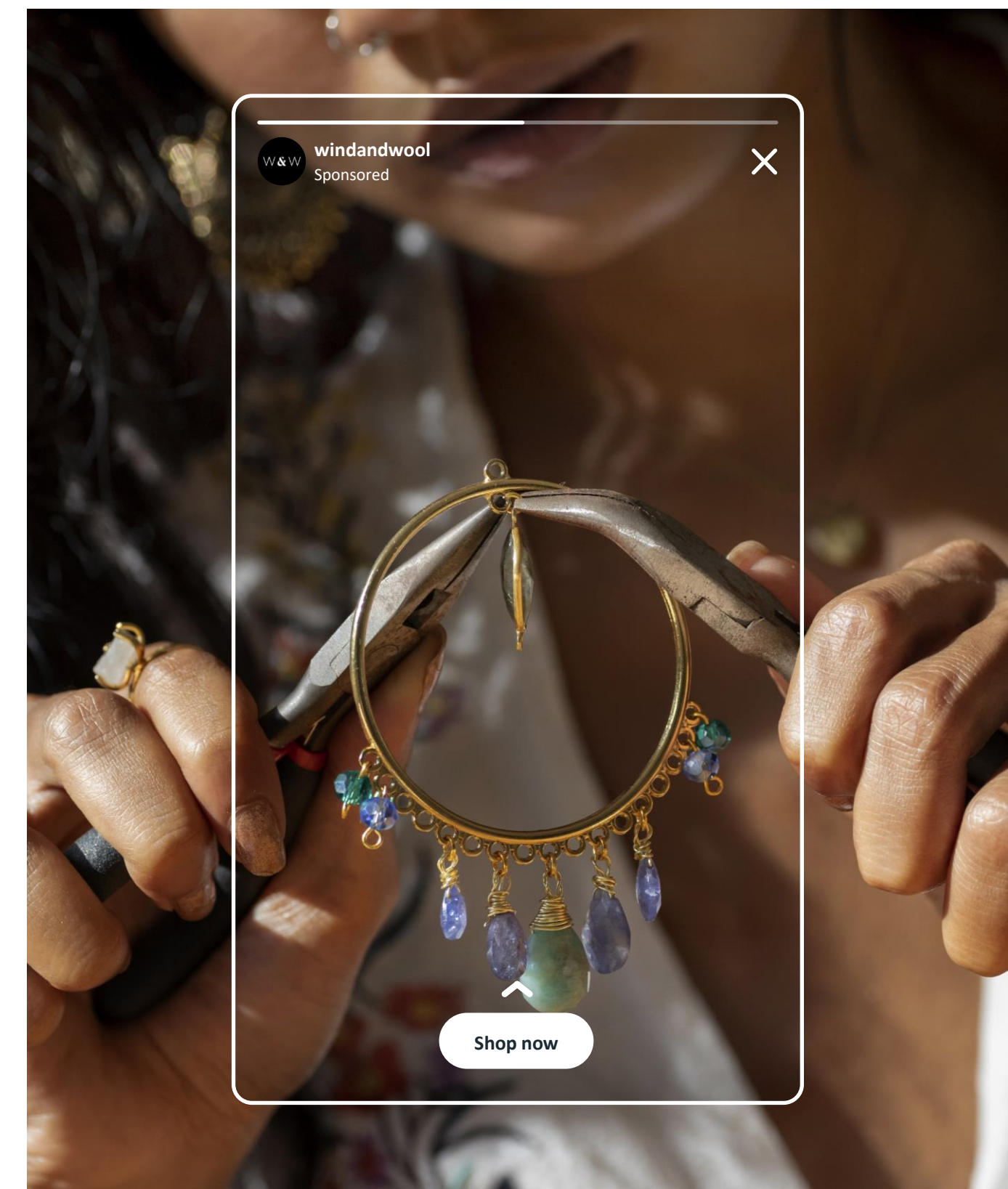


What is Discovery  
Commerce?





# The Internet has democratized creation and access

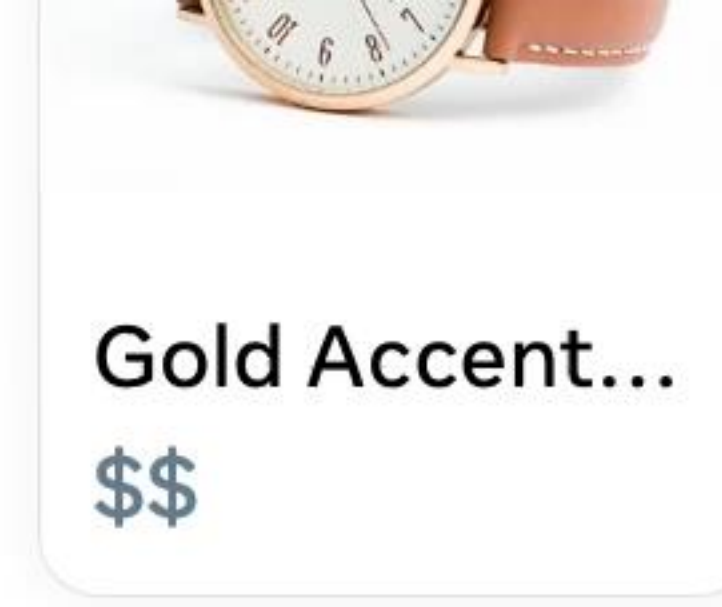






Cabinet

\$\$



Gold Accent...

\$\$



Butterfly Eff...

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Cooking Po

\$\$

People have  
infinite choice,  
but finite attention



Gem Earrings

\$



Brown Hat



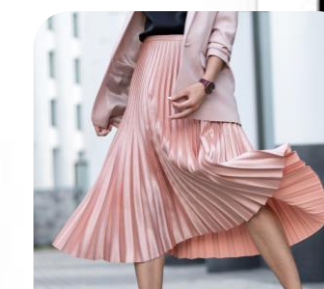
All-day Lip

\$



Exclusive "W...

\$\$



Wool Swea

\$\$

# People have moved from...



## **GOING SHOPPING**

Routine, functional, intent-based



## **ALWAYS SHOPPING**

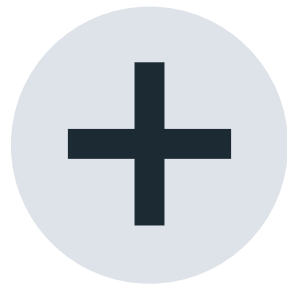
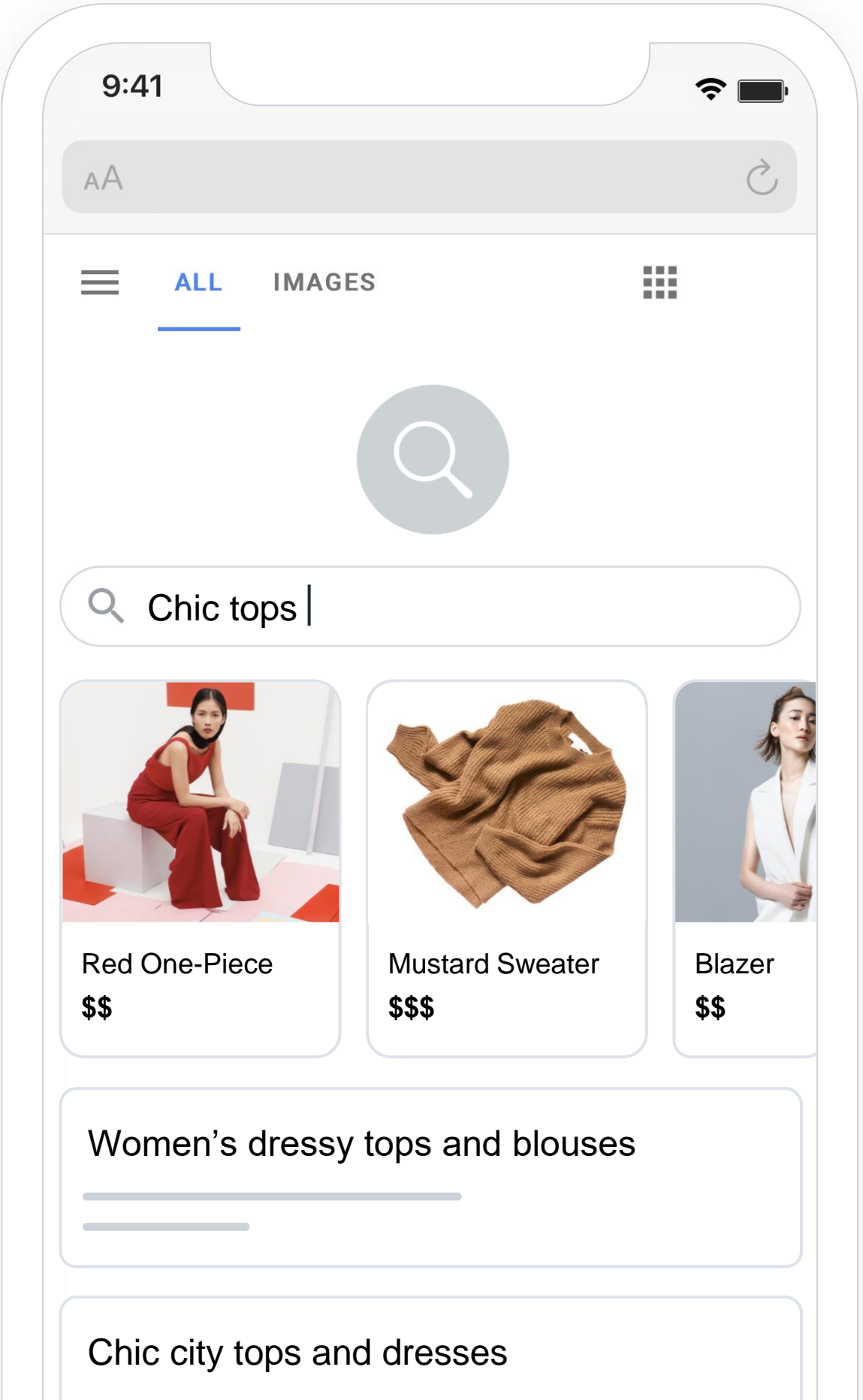
Serendipitous, curated, integrated  
into daily life



# Thriving businesses recognize that the consumer journey starts well before intent

## ECOMMERCE

People find products



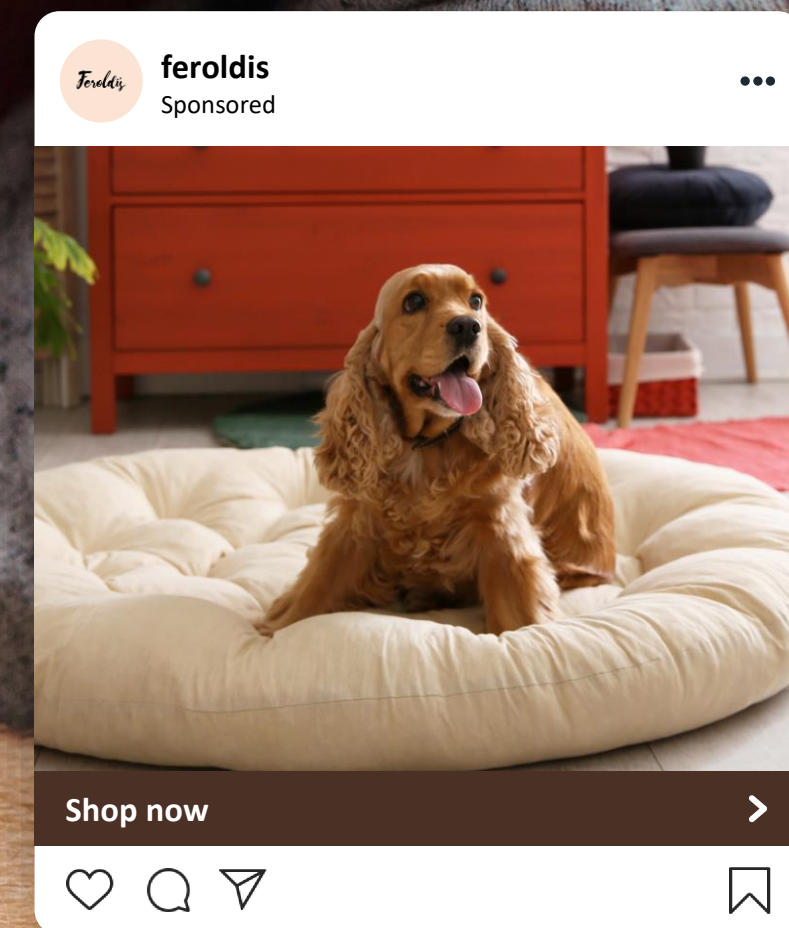
## DISCOVERY COMMERCE

Products find people

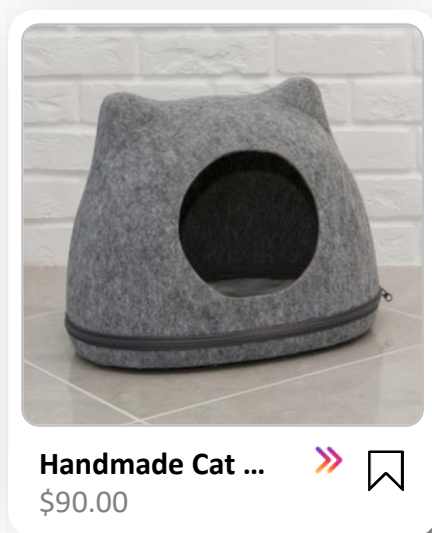
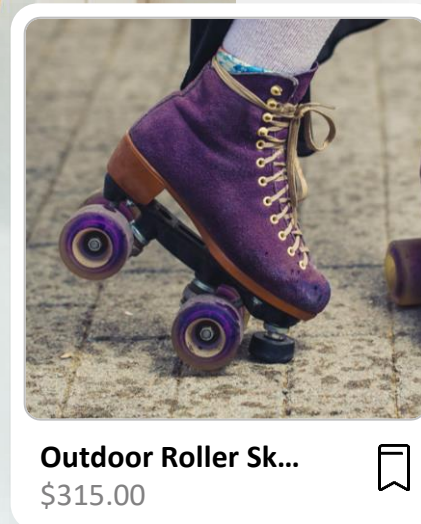
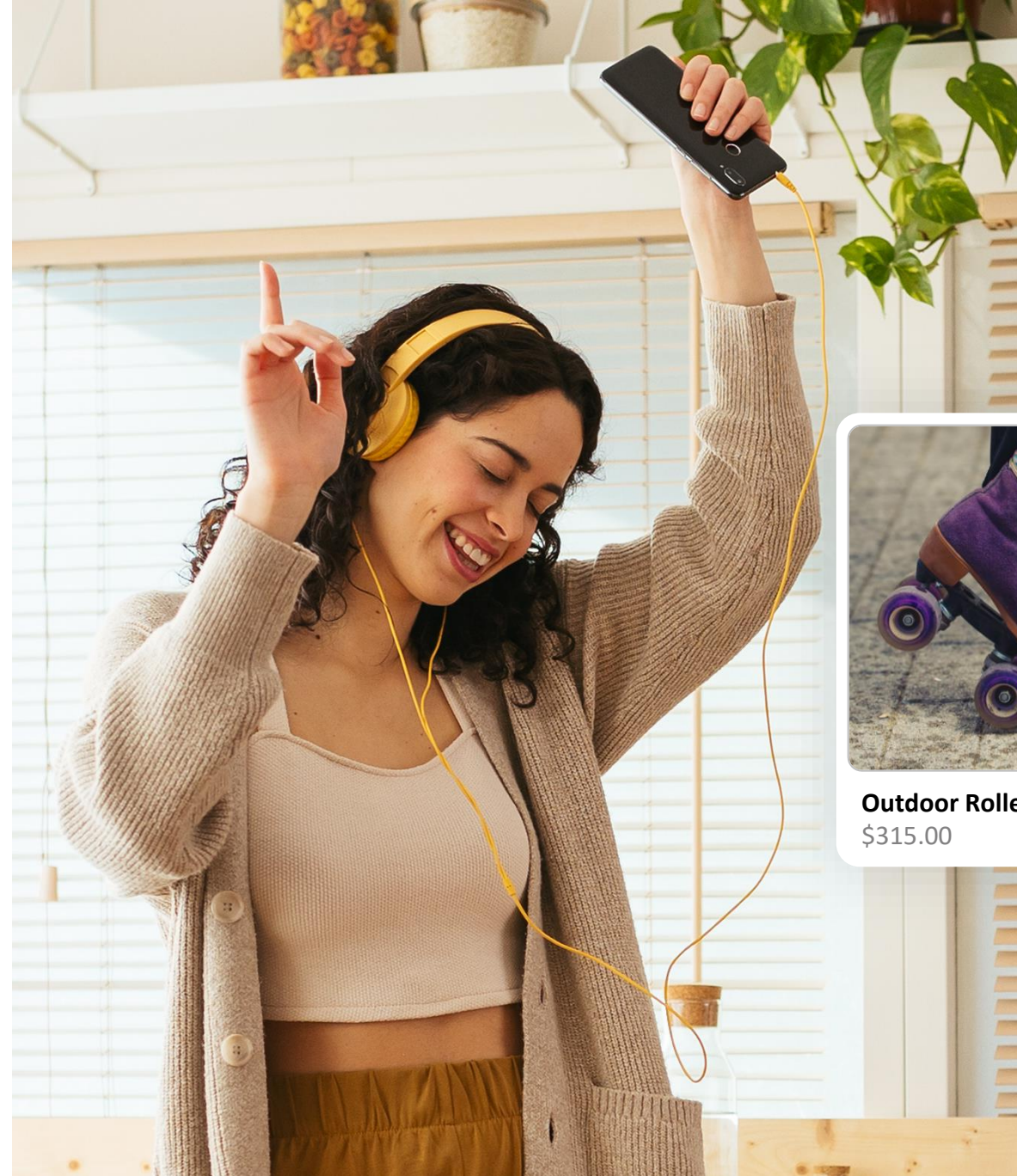
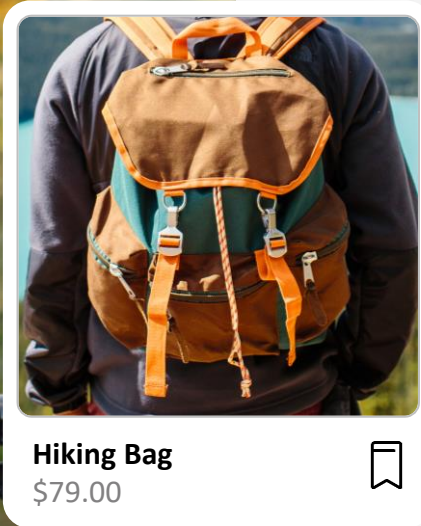




How do you generate demand  
through discovery?



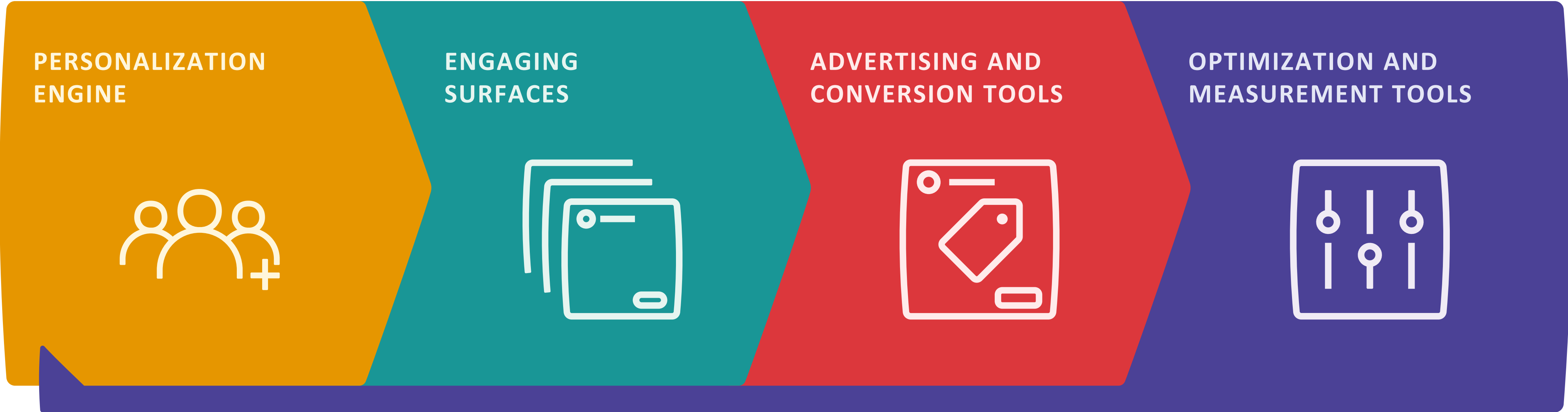




Discovery Commerce is  
engineered serendipity



META DISCOVERY COMMERCE SYSTEM





# Key tips for driving discovery

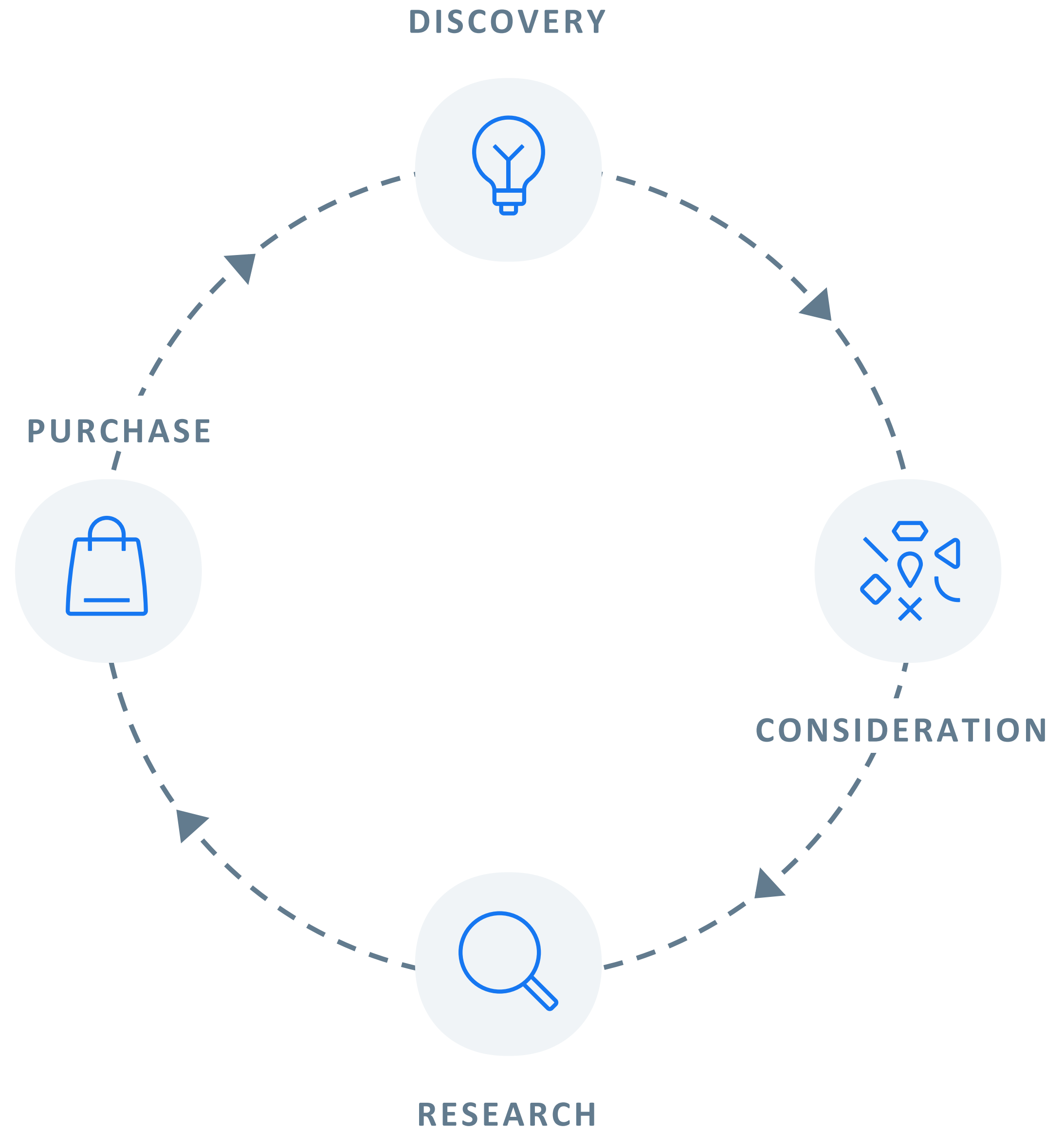
- 1 Embrace agility for an optimal customer experience
- 2 Personalize while protecting privacy
- 3 Optimize your marketing for mobile
- 4 Measure what matters





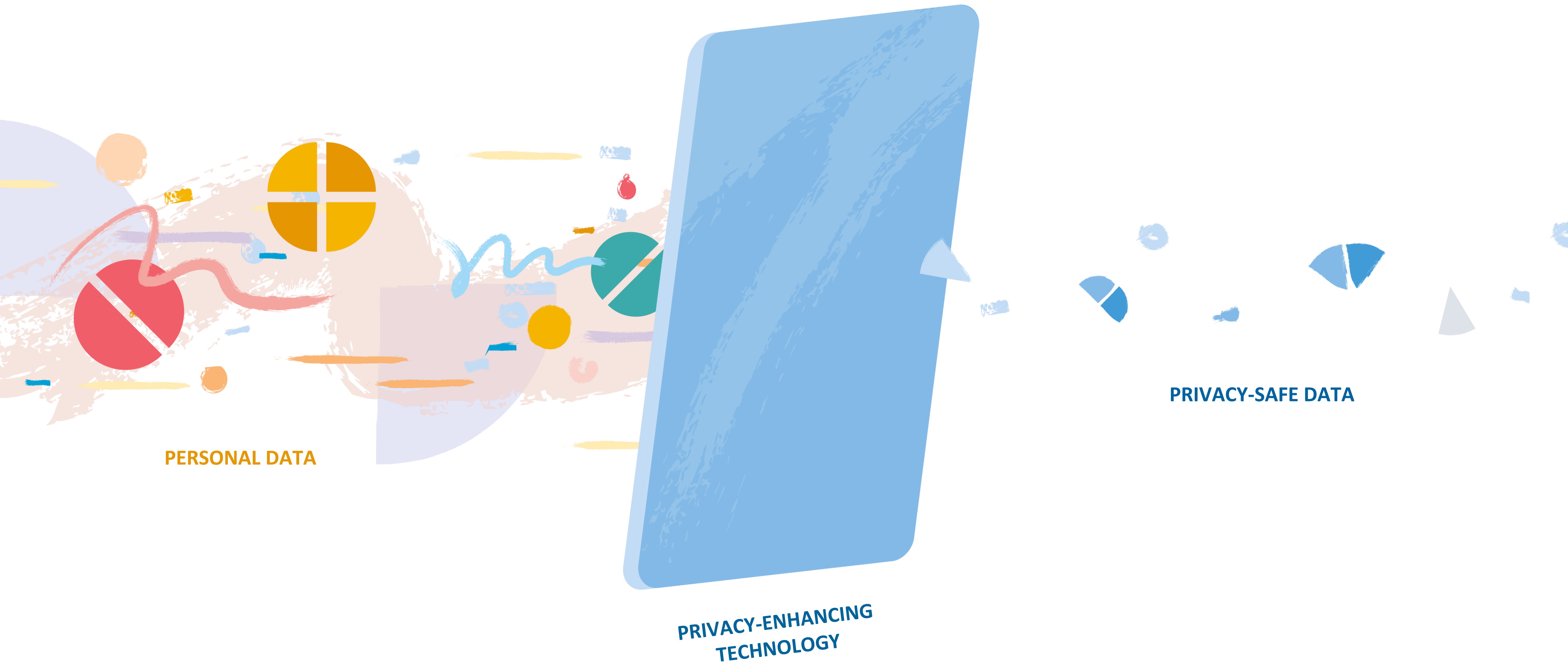
Embrace agility for an optimal customer experience

# Successful companies support modern shopping journeys





# Personalization and privacy can coexist







Optimize your marketing for mobile

Think differently about  
your marketing to  
captivate your customer  
through discovery

- ✓ Create mobile-first creative campaigns
- ✓ Build short-form video
- ✓ Frame your content for mobile
- ✓ Highlight your brand early
- ✓ Use a clear message



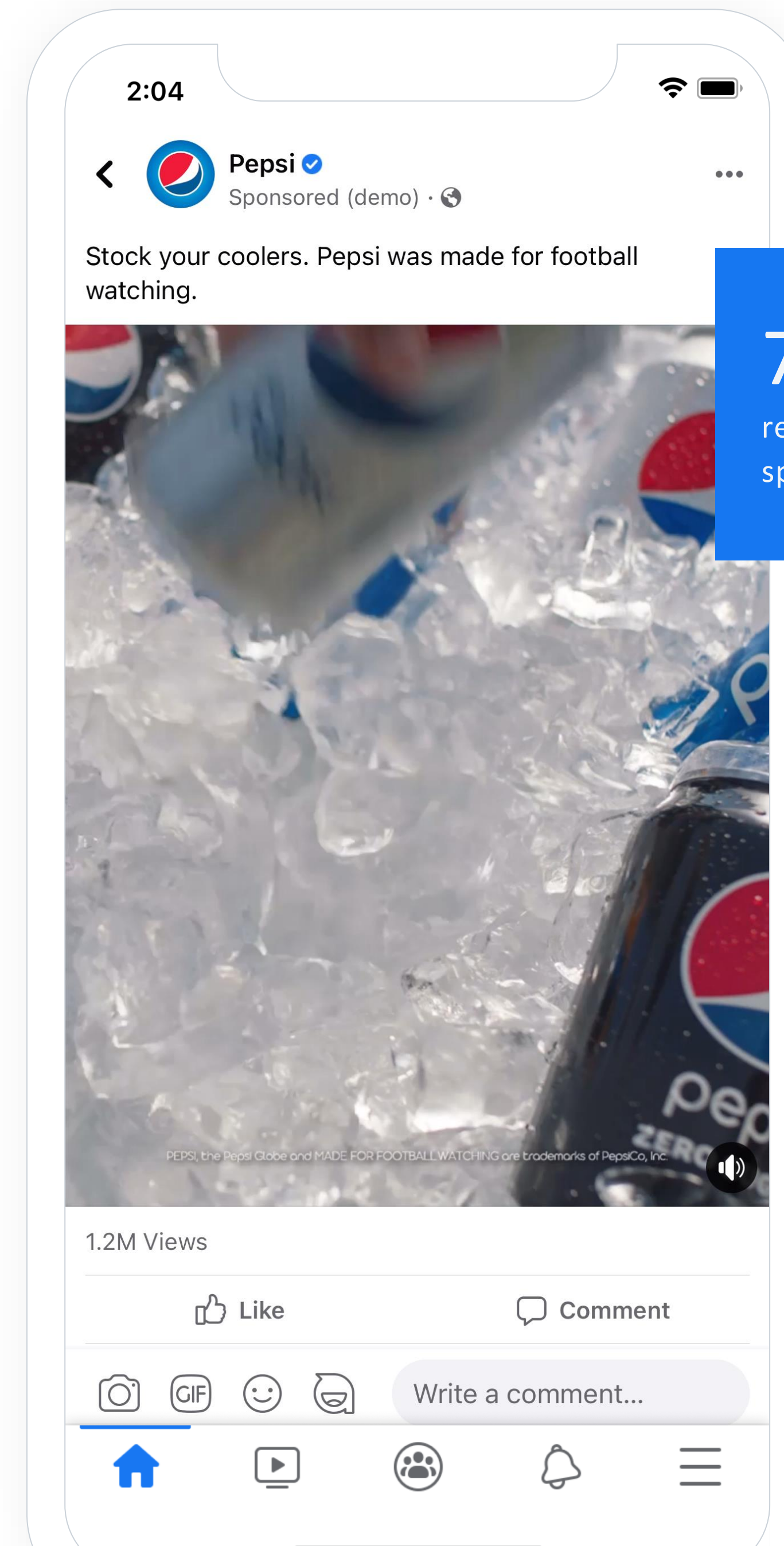


Optimize your marketing for mobile

Deliver curated creative experiences to people where they're already spending time

Pepsi showcased mobile-first creative across multiple surfaces

Source: Meta case study, Sep 2021.



7.6X

return on campaign ad spend

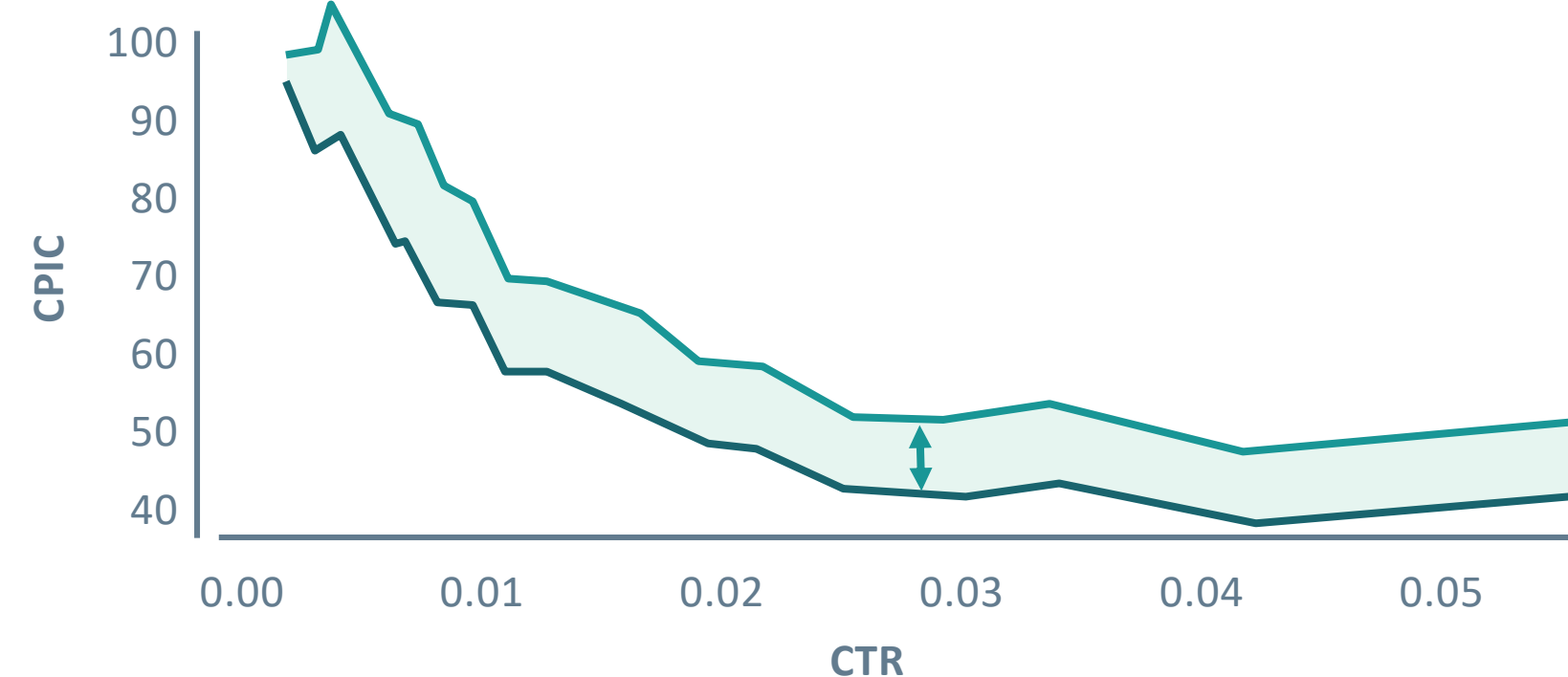
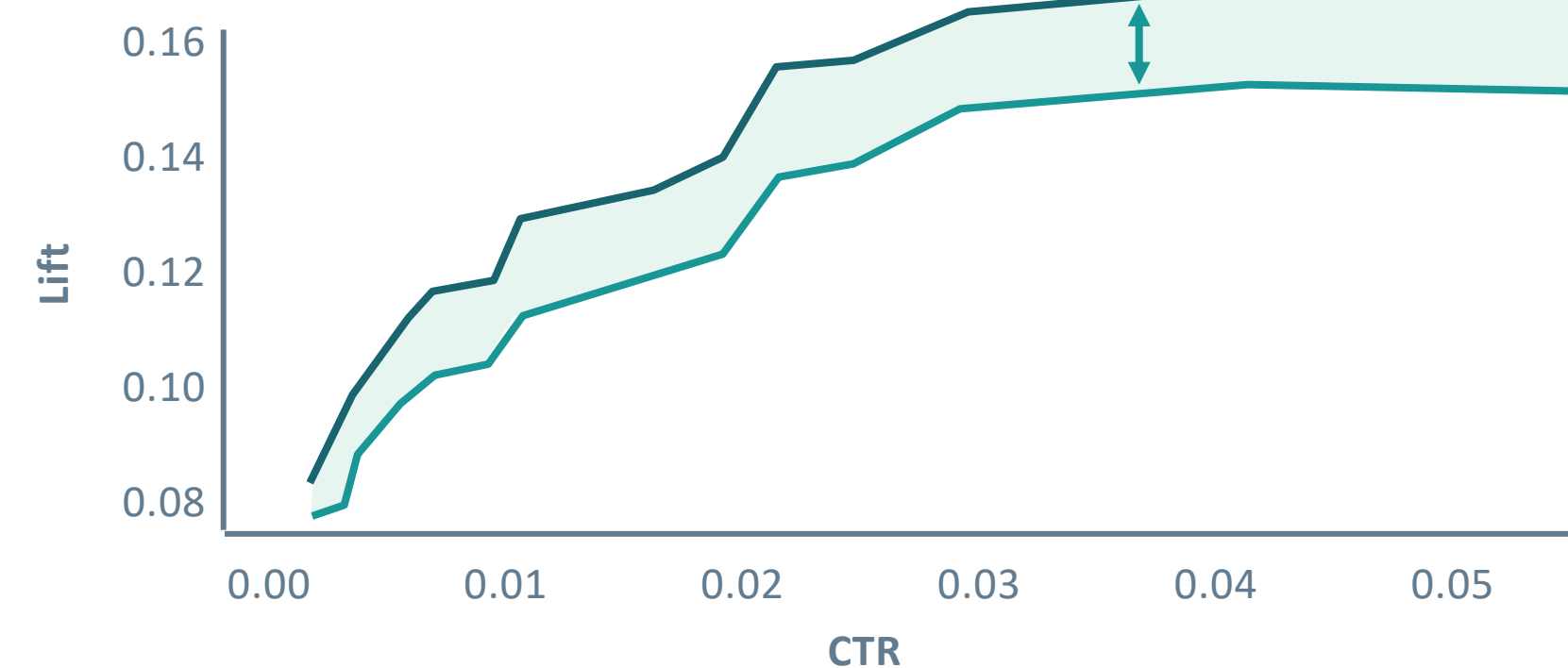




Measure what matters

# Optimizing for conversions drives better results

## Clicks

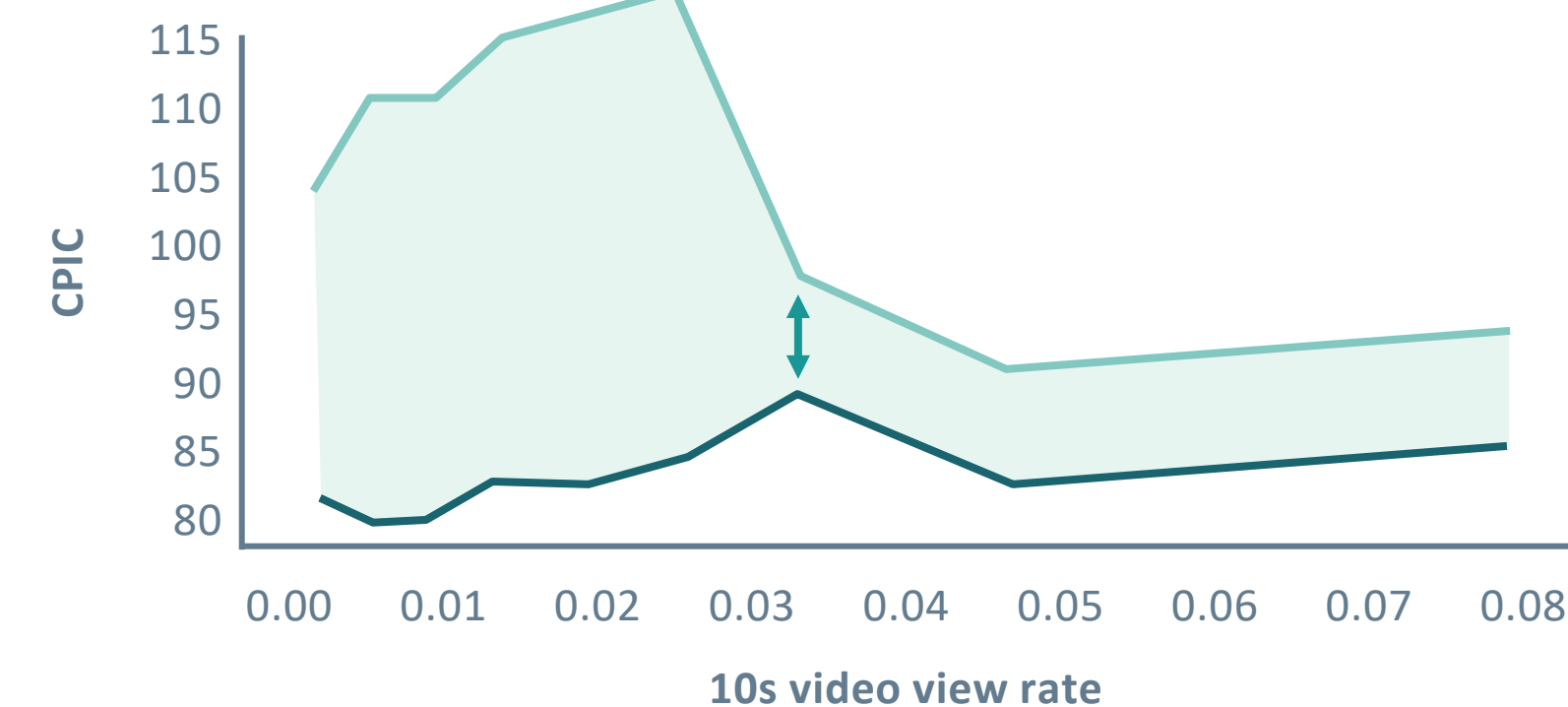
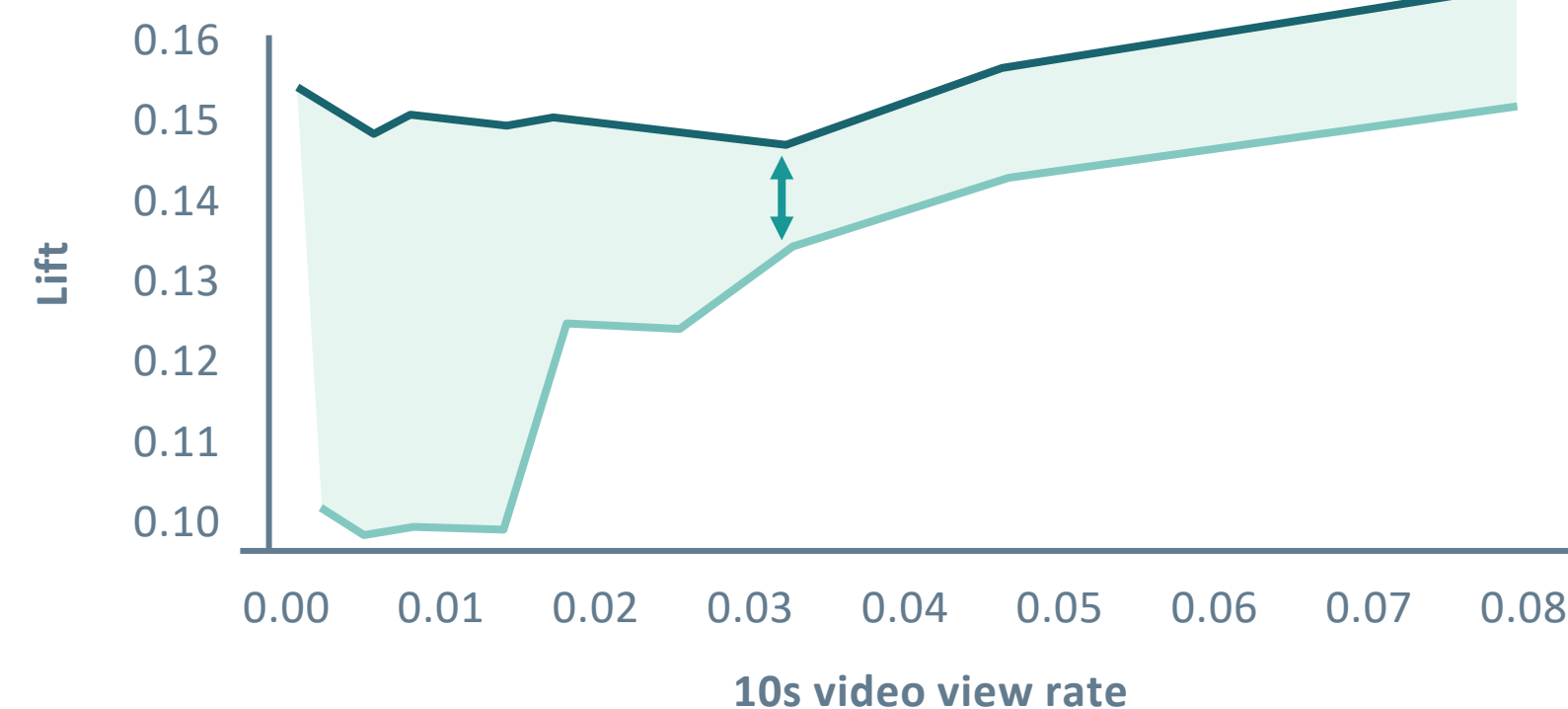


10%

average higher lift in campaigns optimized on business outcomes

Conversion optimization  
Traffic optimization

## Video views



10%

lower costs, on average

Conversion optimization  
Video view optimization

Source: Facebook data on 7,200 studies with 9,300 different cells with pixel purchase objectives from August 2017 through October 2019.





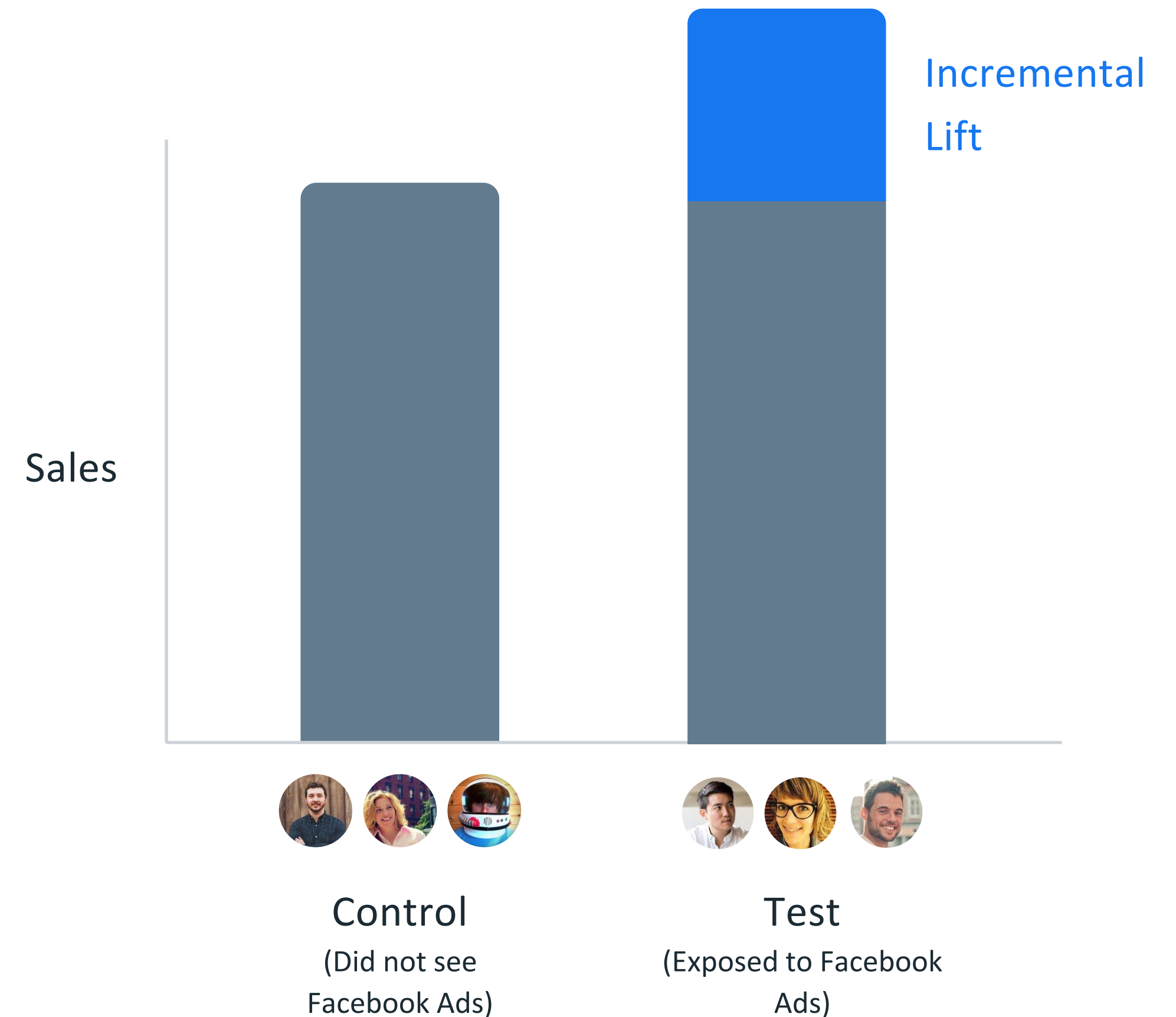
Measure what matters

# Incrementality is our standard

Incrementality measures the causal effect driven by an isolated marketing activity, by answering the key question:

**“What would have happened anyway?”**

This objectively allows us to understand, the true value being delivered.





## Measure what matters

incremental return  
on ad spend (iROAS)


lift in omni-channel sales,  
with online sales growing by  
more than 20% and in-store  
by 6%

2:04

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Bay Days is on! Find your favourite fall styles during our biggest sale.

YOUR BEST STYLE AT HOME






UP TO


55% OFF

HOMEWARES

SAVE ON OUR TOP BRANDS

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