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facebook
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Digital shopping behavior
have shifted more than we
ever anticipated

EUROPE GROCERY ONLINE GROWTH 2020



55%

from a growth rate in 2019 of 10%.
Highest online growth rates in Sweden,
the United Kingdom, Spain, and Italy.
— all above 60%

SWEDEN GROCERY ONLINE GROWTH



95%

observed the highest online growth rates
in Europe.

Digital shopping behavior
have shifted more than we
ever anticipated

Source: Kantar Group, July 2020

Source: www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/the%20path%20forward%20for%20european%20grocery%20retailers/disruption-and-uncertainty-the-state-of-grocery-retail-2021-europe-final.pdf

Source: <https://www.svenskdagligvaruhandel.se/wp-content/uploads/Dagligvaruindex-december-2020.pdf>

DIGITAL TRANSFORMATION

The new storefront



facebook
2012

Facebook helps
you reach
shoppers where
they already are

GLOBAL



3.51B

people globally are using
Facebook, WhatsApp,
Instagram or Messenger each
month¹

SWEDEN



6.8M



each month¹

5.6M



each day¹

97%

users access Facebook
monthly on mobile¹

Expansion of Brands

Distribution channels have disrupted



COVID HITS



UK SHARE OF ONLINE HITS +11% 2020

Feb 2020, £7.40 of every £100 spent on grocery was bought online. Feb 2021: £15.40



ON DEMAND ACCELERATES

Getir Gorillas Weezy

Tesco Whoosh Sainos Chop Chop

Ocado Zoom Iceland Swift Co op



UK SHARE OF ONLINE GROCERY 7%

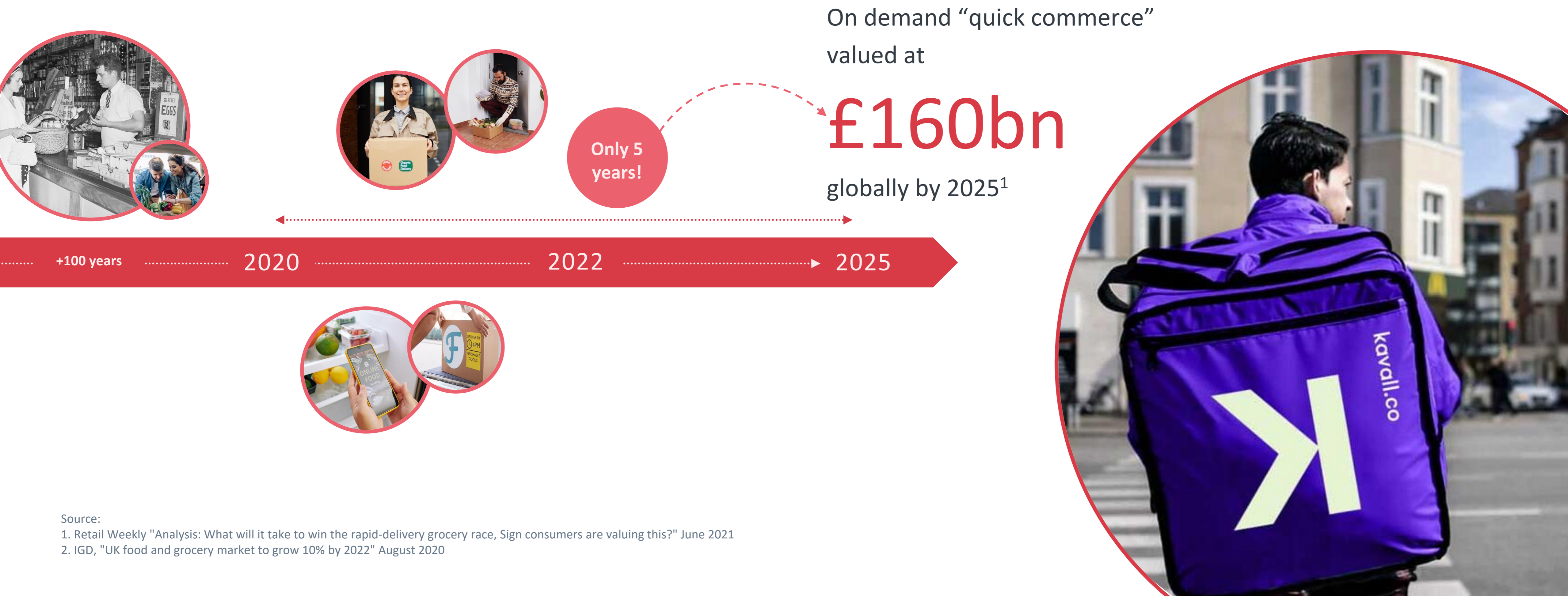


“JUST WALK OUT” STORES

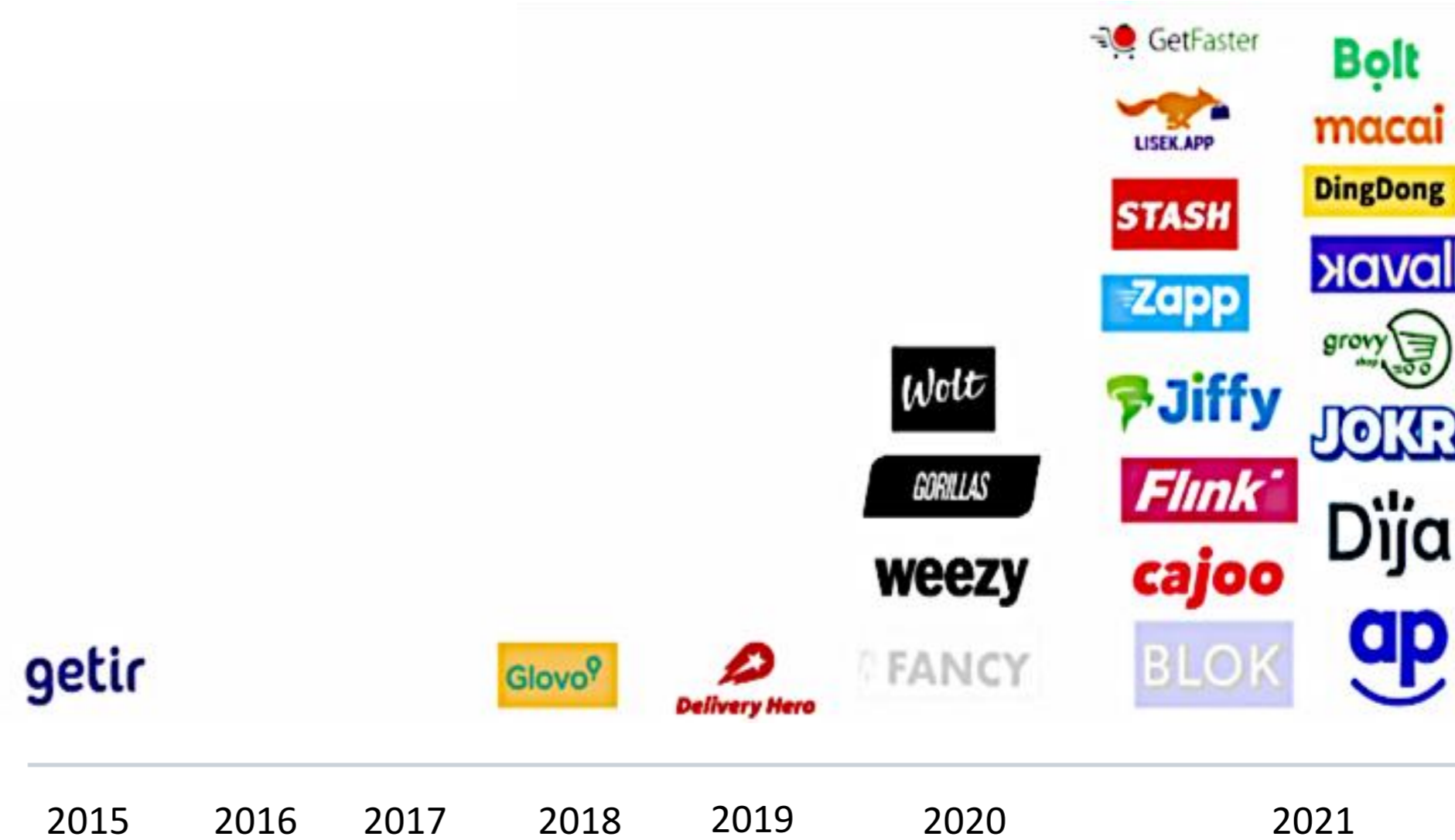
Amazon Fresh

Tesco Morrisons

Consumers placing value on quick commerce



Reimagining convenience as "10 minutes"



EMERGING COMPETITIVE SET

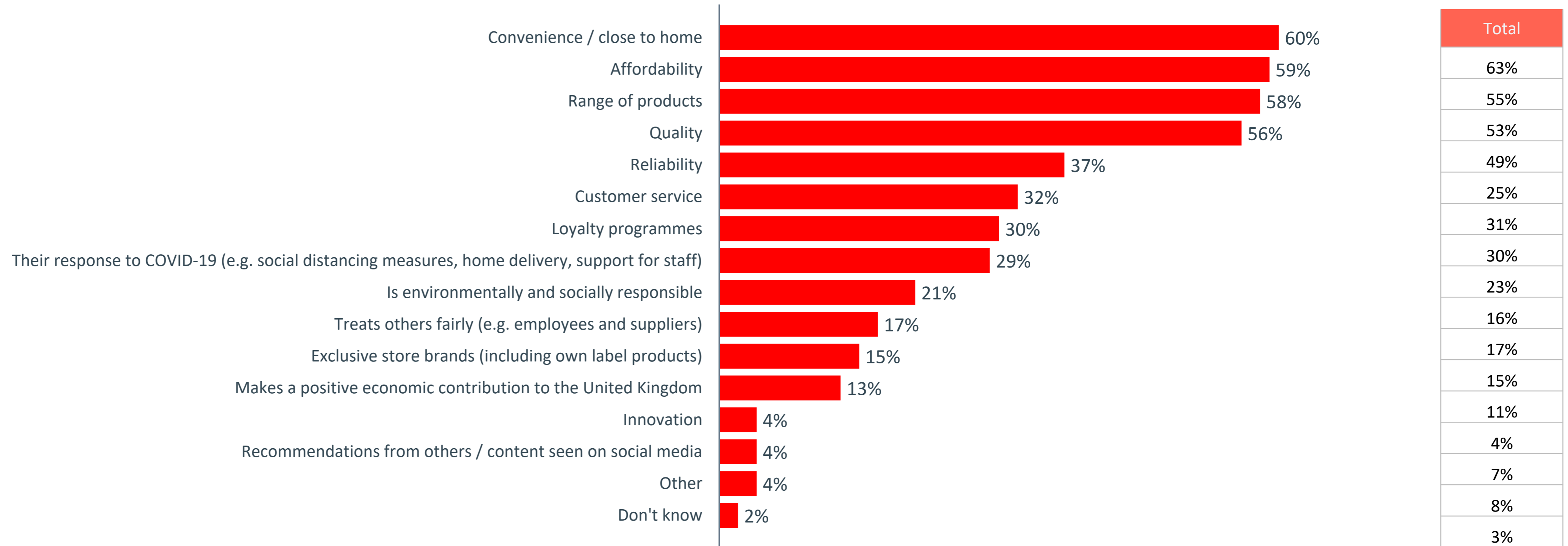


Source: Sifted, "On-demand grocery delivery: A regularly updated list of market expansions" September 2021
Source: <https://www.di.se/digital/efter-varderingsrusningen-intar-skane-med-livsmedel-pa-tio-minuter/>

Convenience remains core to choosing where and how to shop for Food

UK

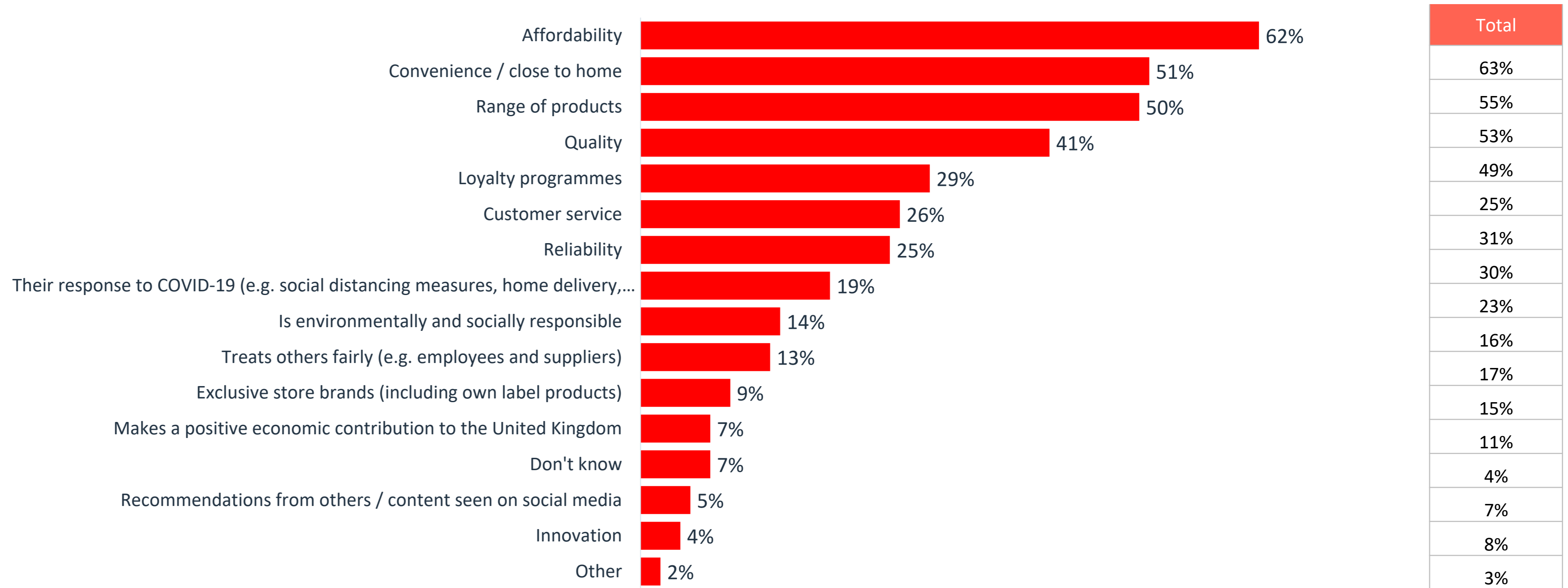
What factors, if any, are likely to make you choose one supermarket over another? Please select all that apply..?



Affordability, Convenience, Range of products remains core to choosing where and how to shop for Food

SWEDEN

What factors, if any, are likely to make you choose one supermarket over another? Please select all that apply..?



Digital shopping behavior have shifted more than we ever anticipated

Source: Kantar Group, July 2020

Source: www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/the%20path%20forward%20for%20european%20grocery%20retailers/disruption-and-uncertainty-the-state-of-grocery-retail-2021-europe-final.pdf

Source: <https://www.svenskdagligvaruhandel.se/wp-content/uploads/Dagligvaruindex-december-2020.pdf>

WEEKLY OFFERS



56%

Of swedes would like weekly offers prior to purchasing grocery products.

REASONS FOR COMING BACK



34%

service satisfaction is the main reasons why swedes decide to purchase groceries from the same online retailer / website again, followed by **ease to find** (32%) and **product range** (30%)

COMMONLY EXPERIENCED DRAWBACK



27%

of swedes experience products being **out of stock**

The need to
rearrange the store
around you



Think differently.

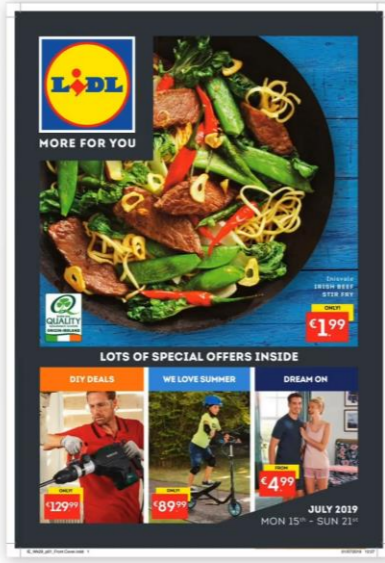
Digital shopping behavior is creating new demands for buying convenience



SEAMLESS SHOPPING

Make buying convenient and showcase offers and products in stock with Facebook Digital Circular



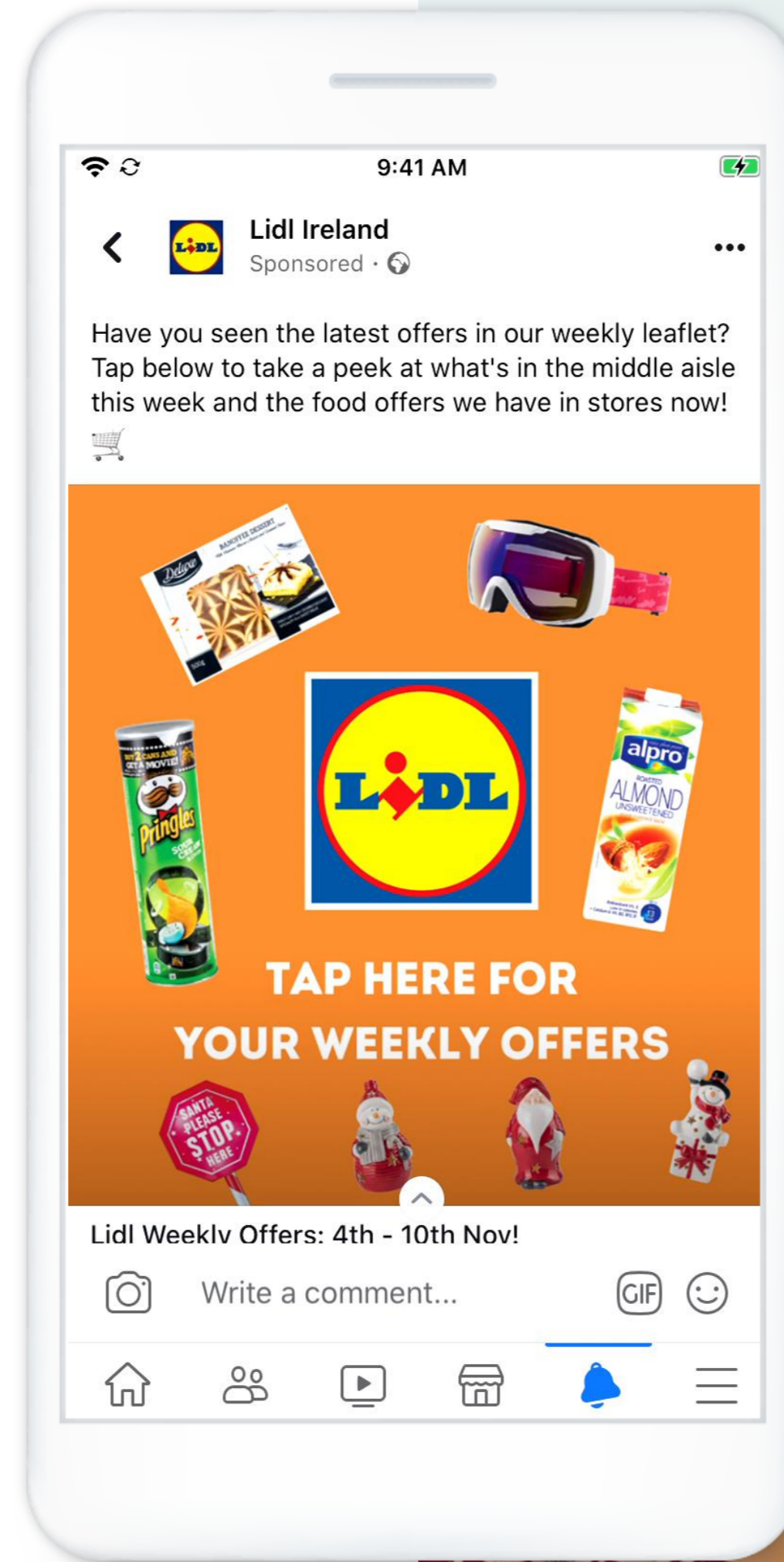


Digitise print: Deliver personalised and targeted comms to drive sales

10x
return on
ad spend

2.3%
increase in overall
turnover at trial
stores

2.7%
increase in number of
customers buying
promoted items



Digitise print: Deliver personalised and targeted comms to drive sales

14x
return on
ad spend

82%
lower cost for
Instant Experience
than printed leaflets

73%
of purchases from
people who had seen the
Instant Experience were
made in-store



SEAMLESS SHOPPING



CONSUMER

- Personalized
- Dynamic
- Convenient
- Actionable



BUSINESS

- Increase reach
- Reduce costs & lead times
- Drive omnichannel sales
- Create measurability
- Enable testing and innovation

What are the benefits
of running Digital Circular?

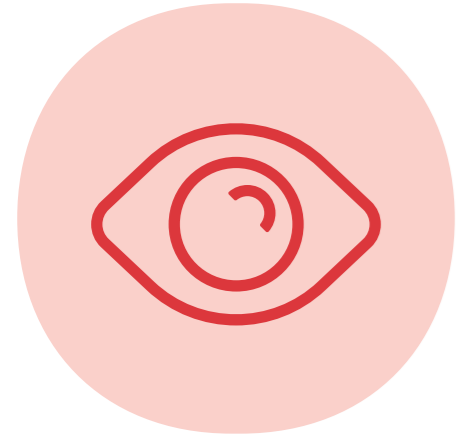


Re-imagine.

Facebook influences the shopper journey from discovery to purchase

of surveyed global food and beverage shoppers

DISCOVERY



53%

turn to **Facebook** apps for **discovery**¹

CONSIDERATION



51%

turn to **Facebook** apps for **inspiration**¹



47%

turn to Facebook apps for **evaluation**¹

PURCHASE



43%

have **purchased** a product or service **online** as a result of seeing an ad on Facebook²



42%

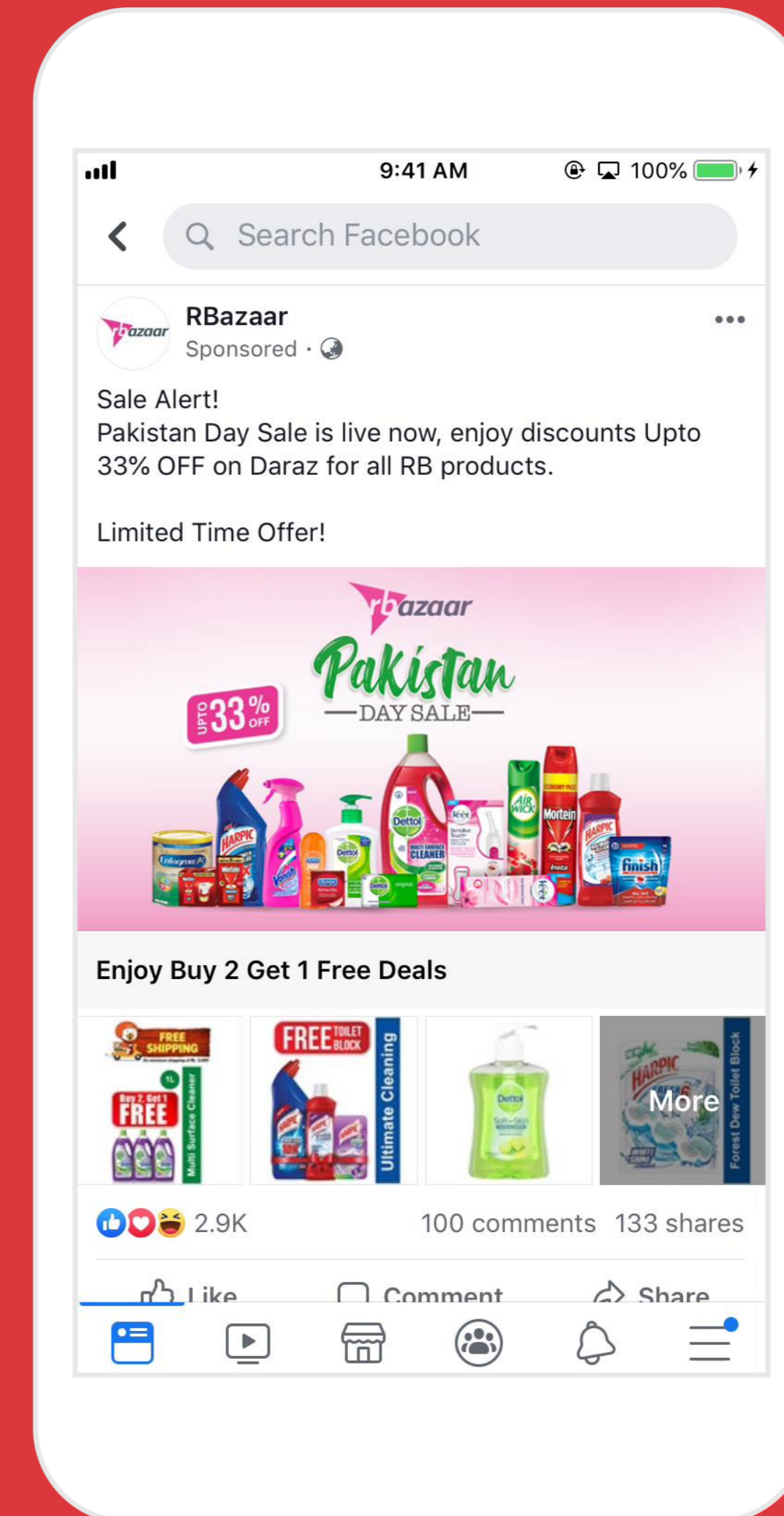
have **purchased** a product or service **in-store** as a result of seeing an ad on Facebook²

Bringing **brands** and **retailers** together with **Facebook's Collaborative Ads** to win with the **shoppers**



Meet shoppers where they are

Facebook Collaborative Ads help retailers and brands join forces where discovery happens



Increase traffic and sales with Collaborative Ads

MERCHANTS

Partner with brands to direct high-intent shoppers to your app/sites/stores

One month after adding their first brand connection, merchants globally see a median increase of

+12%

attributed online traffic¹

+10%

attributed online conversions¹

Source: 1. Data is from 5/1/2020 - 5/1/2021 and is based on monthly traffic and conversions attributed to Facebook campaigns and includes ~350 merchants who joined Collab Ads over that time frame. 2. ROAS is based on Facebook Collaborative Ads campaigns run over 3-month period (2/1/2021 - 5/1/2021) includes over 4000 brands.

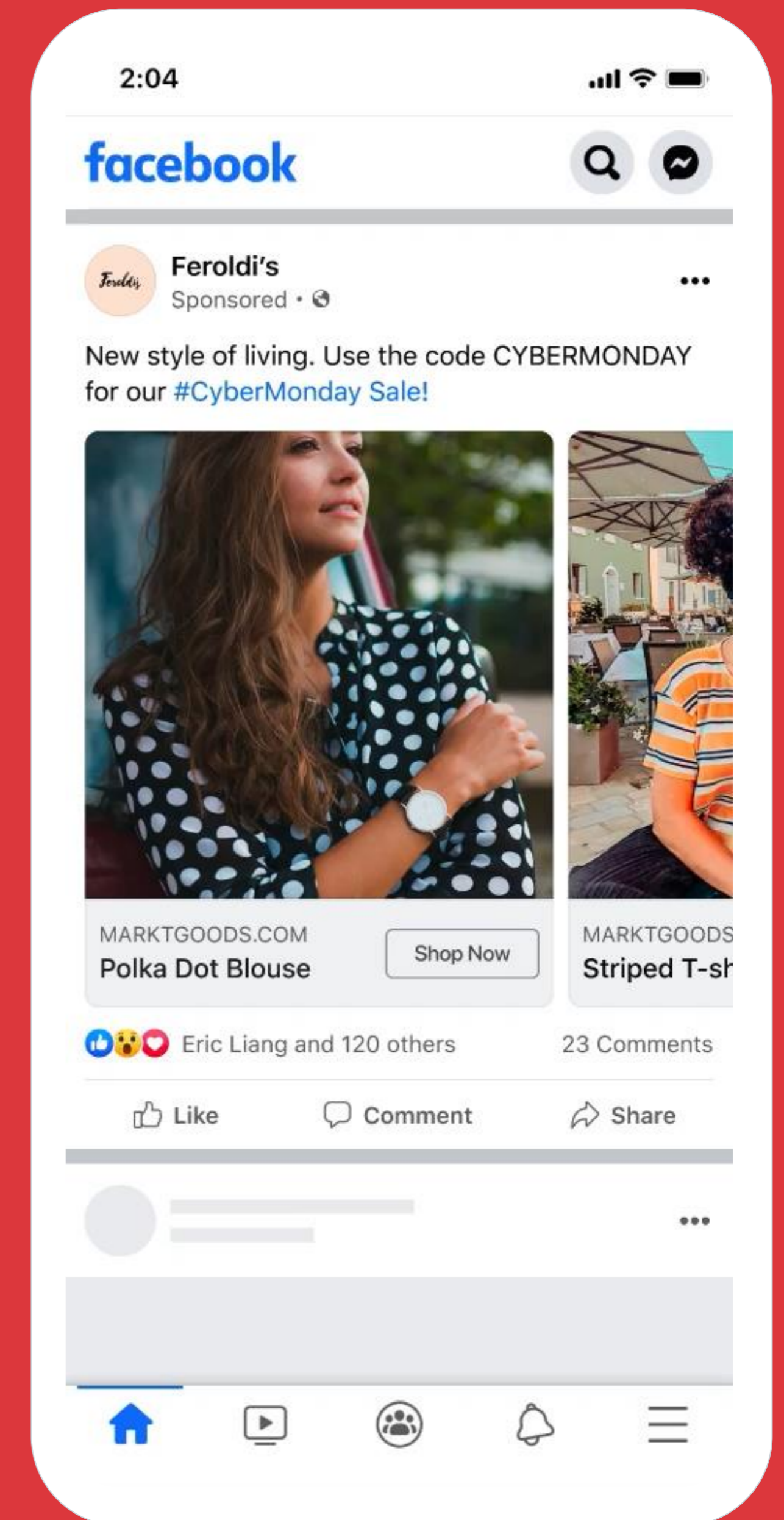
BRANDS

Drive value for your brands through Collaborative Ads

Brand running Collaborative Ads with product catalog sales see a median

2.3X

return on advertising spend²

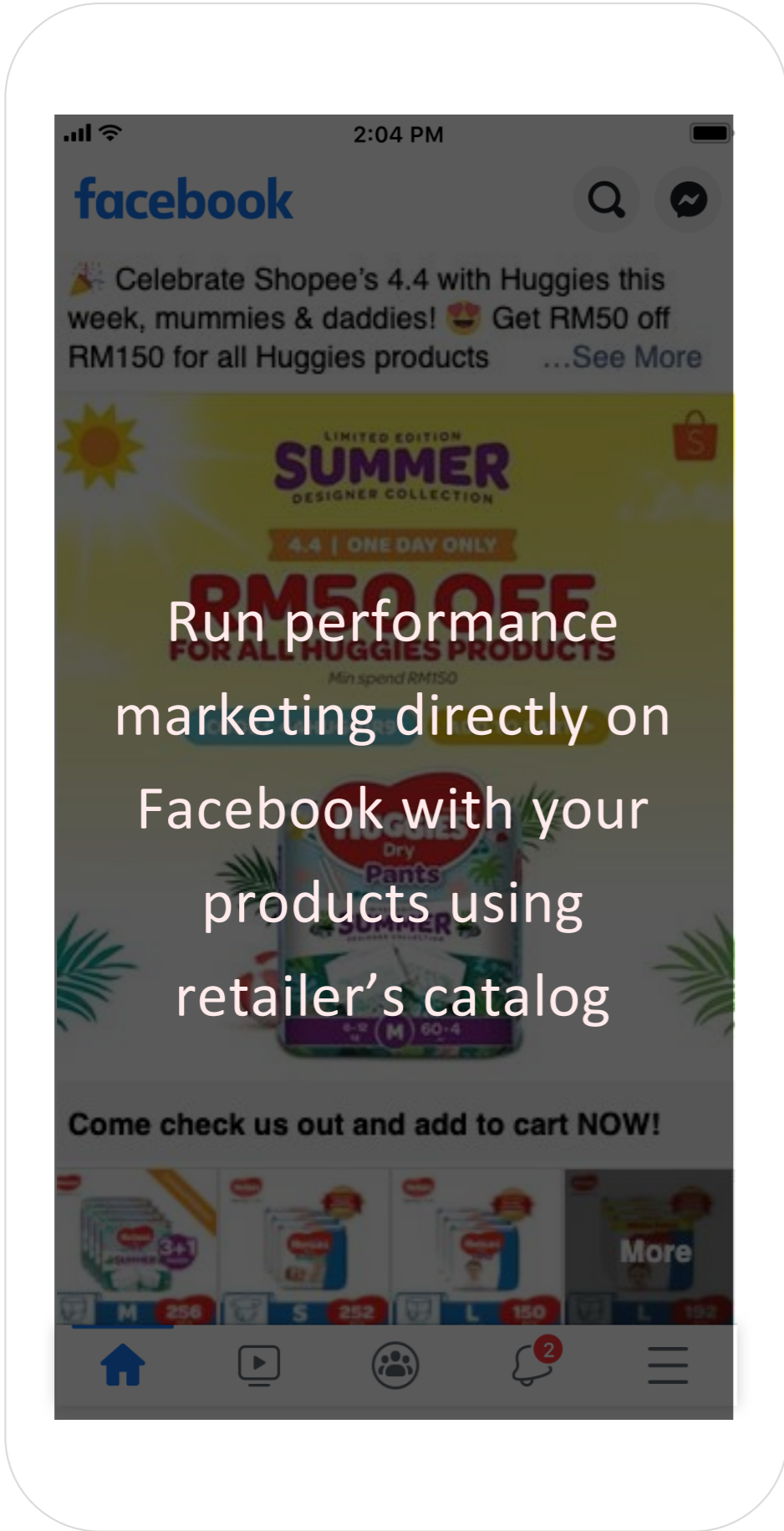


How Collaborative Ads work

BRAND ON FACEBOOK

No pixel

No SDK



Run performance marketing directly on Facebook with your products using retailer's catalog



Retailer shares catalog segment with the brand



Brand drives high-quality traffic to retailer site/app to complete purchase

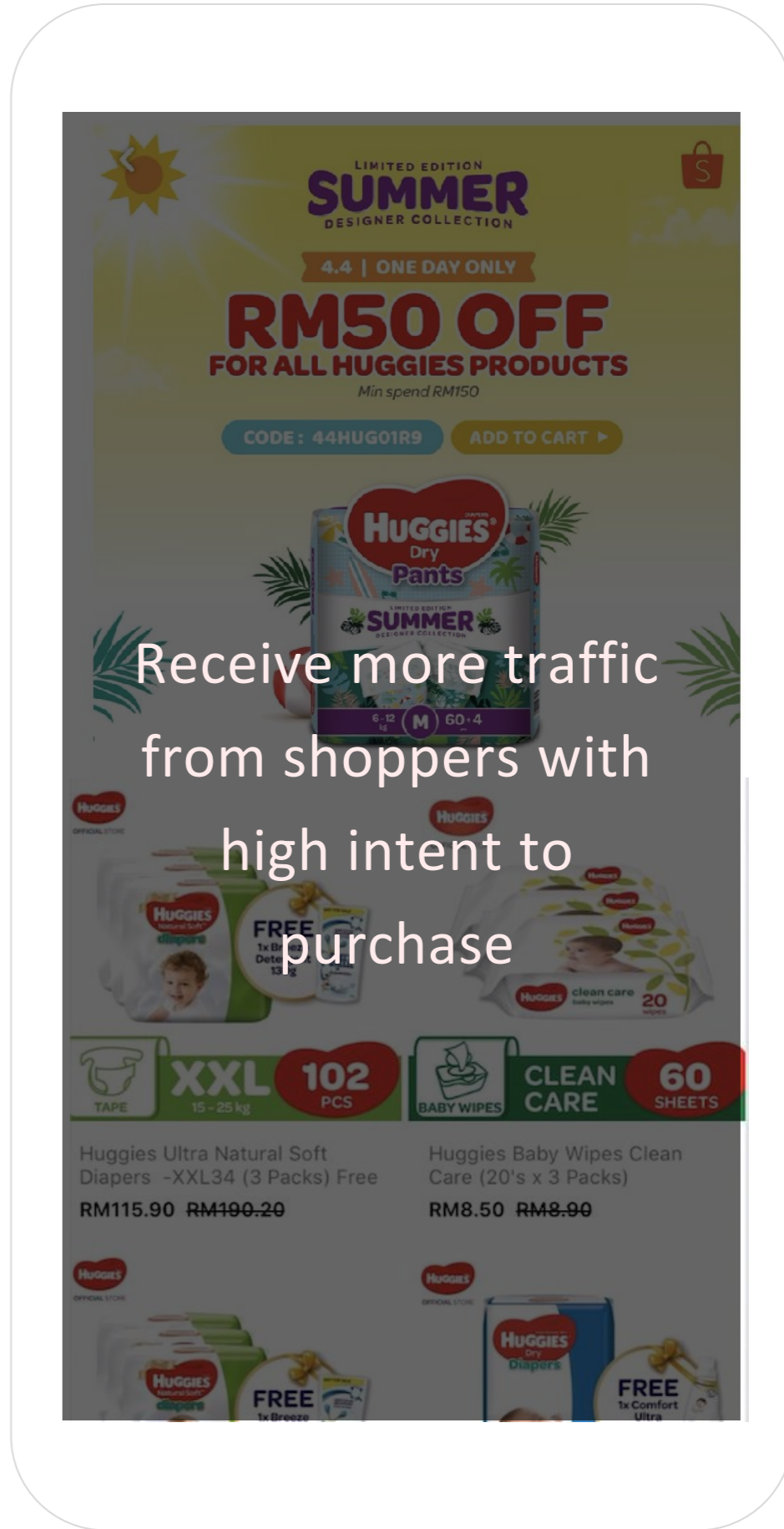


Brand sees performance reporting for their products

RETAILER SITE OR APP OR STORE

Pixel

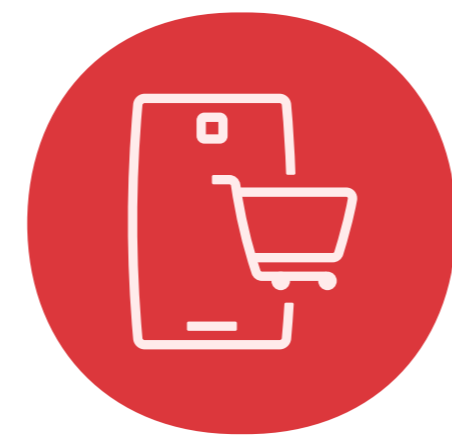
SDK



Receive more traffic from shoppers with high intent to purchase

Collaborative Ads complement co-op programs

Collaborative Ads can increase the breadth and efficiency of your brand partnerships



Site/App



Incremental traffic



Collaborative Ads

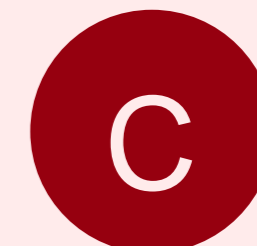
Brand



Brand



Brand



What are the benefits of running Collaborative Ads?



Direct high-intent traffic to your app/site



Optimize for online sales



Attract new shoppers via brand audience and Facebook's targeting tools



Ensure safe brand partnership directing traffic only to your site/stores



Understand brand business value through reporting



Build new monetization channels

Reach shoppers 365 days a year with an “always on” Collaborative Ads strategy.

Proctor and Gamble shifted from running single-campaign Facebook Collaborative Ads to an “always-on” campaign approach, which increased online sales by 2.6X.

2.6X
increase in online sales

2.5X
increase in purchase value of online sales

44%
increase in return on ad spend

80%
increase in number of add-to-carts

Source: Facebook Case Study



Thank you

Case Studies

The discount supermarket chain used Facebook Instant Experience to digitise its printed leaflets, resulting in a 10X return on ad spend and a 2.3% increase in overall turnover at trial stores in Ireland.

<https://www.facebook.com/business/success/lidl-ireland>

In Sweden, the international sporting goods retailer cut costs by 82% and boosted return on ad spend by 14X after using Facebook Instant Experience to create a virtual leaflet.

https://www.facebook.com/business/success/intersport-sweden?locale=en_GB

The consumer goods giant shifted from running single-campaign Facebook Collaborative Ads to an “always-on” campaign approach, to find out if it could grow business and online sales even further.

<https://www.facebook.com/business/success/procter-gamble-taiwan>

Additional info about Collaboration Ads:

<https://www.facebook.com/business/tools/collaborative-ads>

