The 2016 Mobile-First Ecommerce Manifesto
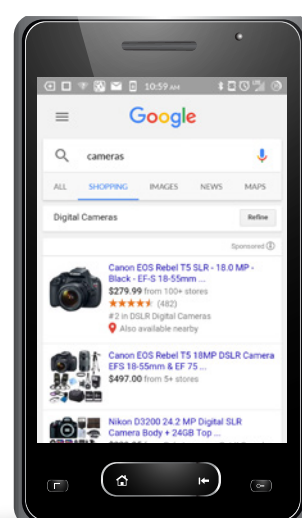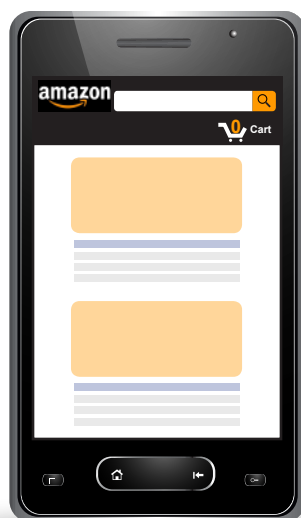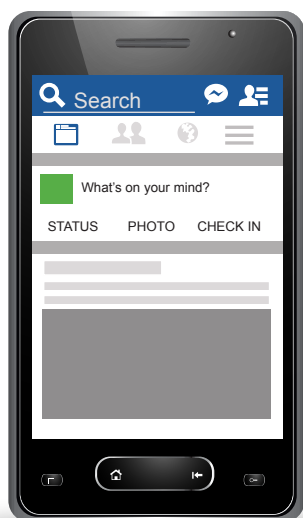
Exploit the Rising Opportunities with Amazon Sponsored Products, Facebook Ads, and Google Shopping

ROI REVOLUTION®
Ecommerce Marketing Experts

The 2016 Mobile-First Ecommerce Manifesto

Exploit the Rising Opportunities with Amazon Sponsored Products, Facebook Ads, and Google Shopping

MOBILE TRENDS
Overview from a Paid Search Perspective

Retailers can no longer afford to snooze the mobile alarm. It's already noon—time to get out of bed! Post-desktop ecommerce is approaching as the new reality. Even so, **too many retailers continue to function as if mobile were merely an add-on strategy.**

This is by no means a call to abandon desktop search optimizations in favor of mobile. While desktop traffic has indeed been stagnant for a couple years, the total volume doesn't appear to have fallen – yet. Instead, mobile traffic has risen to the level of desktop, but so far appears to be additive.

Using an initial framework of our paid search marketing data to represent the mobile trend as a whole, the introductory section of this report will briefly highlight the mobile transformation over the past 9 quarters.

This report will then present high-level recommendations to guide you in reallocating your mobile investments in your website, Google Shopping, Amazon Sponsored Products, and Facebook Ads.

MOBILE TRENDS
Overview from a Paid Search Perspective

Mobile's rise has been relentless.

Continuing at a pace in keeping with the most aggressive of projections, mobile paid search clicks are virtually on par with desktop. Restrict data to the top-performing Google Shopping channel, and the mobile future has already arrived. Mobile shopping clicks overtook desktop clicks sometime in the summer of 2015 and continue to rise.

In managing over $200 million yearly in paid search spend for ecommerce merchants, our insights are more than just anecdotal. The mobile trend line, while not unexpected, is meaningful nonetheless.

We've kept our paid search analysis on the following pages devoted to Google which dominates iPhone and Android device search.
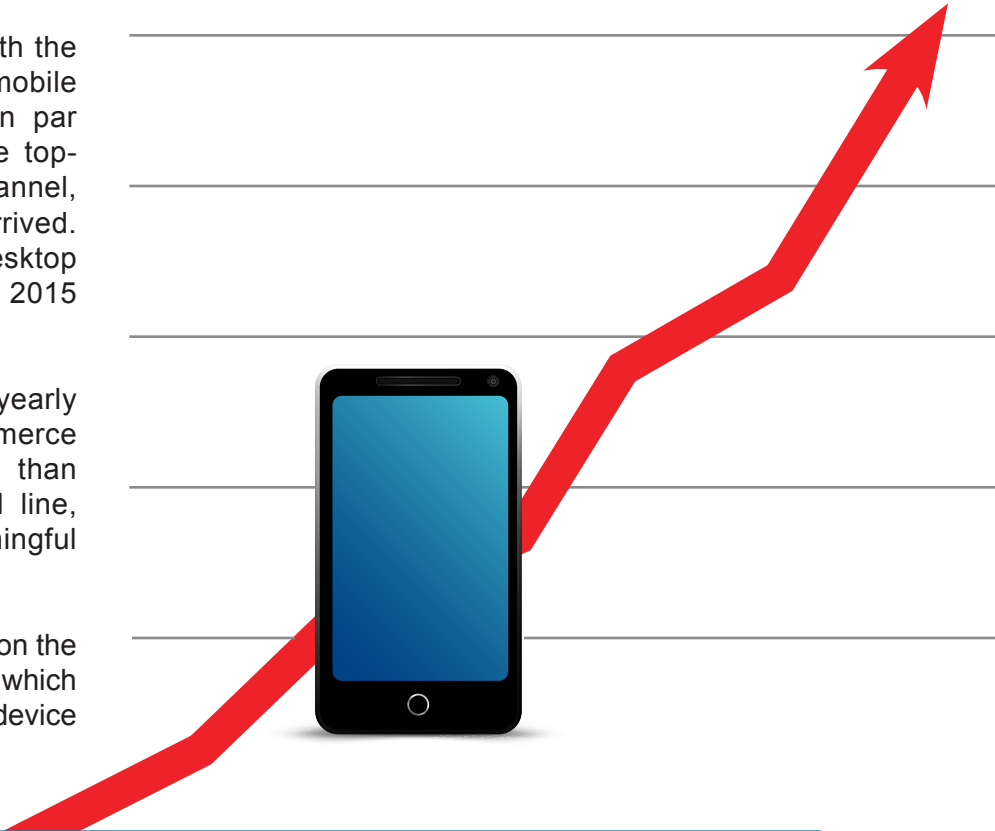
Over half of all Google paid search clicks are now coming from mobile devices.
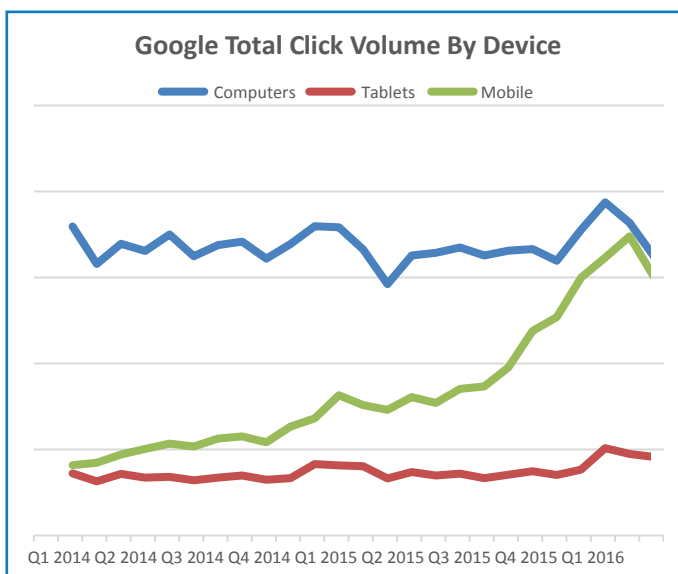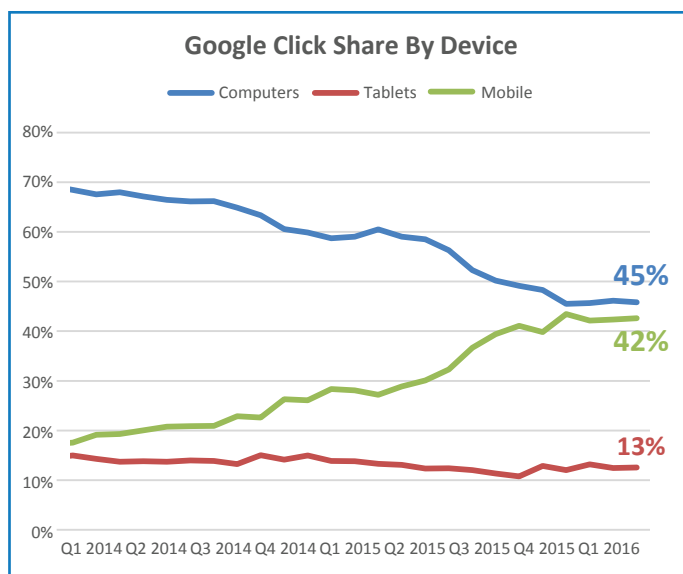
GOOGLE TEXT & SHOPPING ADS BY DEVICE

Mobile is nearly at parity with desktop computers.

Two years ago, 70% of the click share was coming from desktops. Now desktop click share has fallen to 45%, with mobile clicks just shy of this mark, rising to 42%.

It gets worse for retailers relying on a primary desktop browser experience. When you consider that a touch-focused tablet experience is often closer to a mobile than desktop, the dominance of desktop is already a thing of the past. Mobile + tablet click share is now 55%.

It's not shown in the charts, but desktop text ad CTR has fallen by nearly 25% Y/Y according to our Q1 2016 data. An increase in search impressions over the same period has almost exactly compensated for the lower CTR, keeping desktop click volume steady.

Google may be artificially supporting desktop clicks for the time being through their ongoing aggressive optimizations of the desktop search experience, most notably in their expanded text ads. We expect to see a gradual decline of desktop clicks over the next few quarters after their optimizations catch up with them.
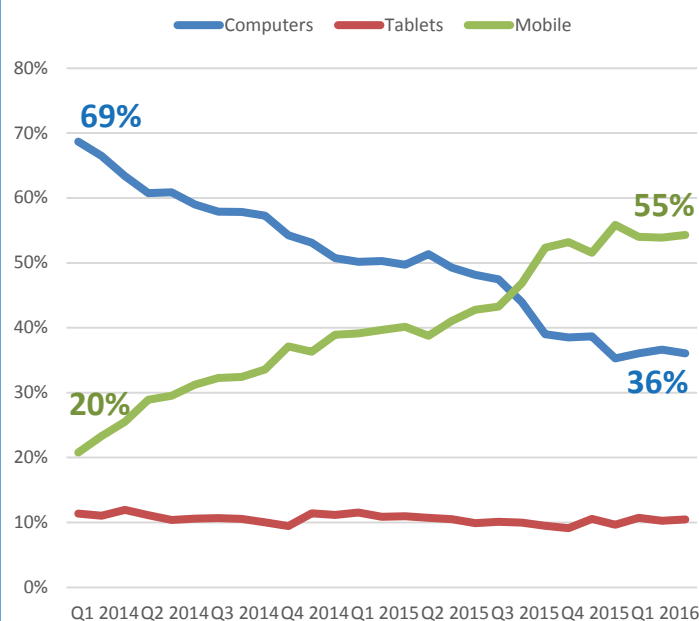
Google Click Share By Device

Legend: Computers — Tablets — Mobile

- 45% (Computers)
- 42% (Mobile)
- 13% (Tablets)

Y-axis: 0% to 80%
X-axis: Q1 2014, Q2 2014, Q3 2014, Q4 2014, Q1 2015, Q2 2015, Q3 2015, Q4 2015, Q1 2016

Google Total Click Volume By Device

Legend: Computers — Tablets — Mobile

X-axis: Q1 2014, Q2 2014, Q3 2014, Q4 2014, Q1 2015, Q2 2015, Q3 2015, Q4 2015, Q1 2016

Google Shopping represents 51% of all Google search ad clicks. As seen in the first chart, among these Google Shopping clicks, we're currently seeing 55% coming from mobile. In looking at the raw volume of clicks, Google shopping clicks have been steadily increasing across all devices.
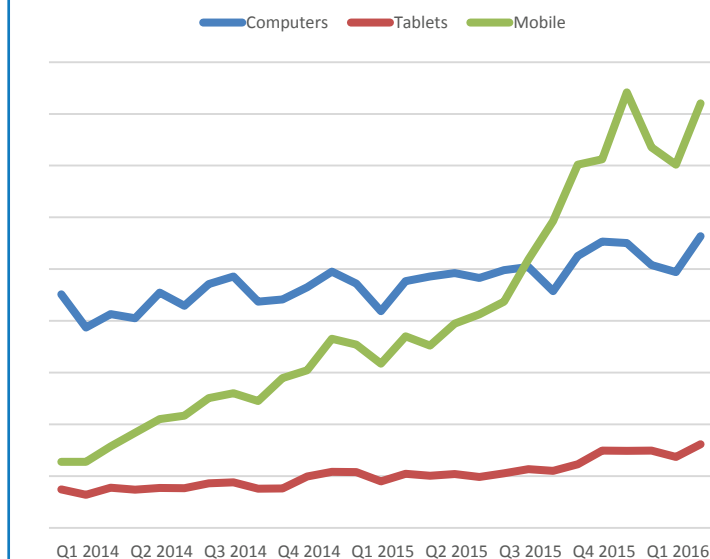
The second chart shows a mobile shopping click volume explosion, especially at the tail end of last year.

Shopping ads now dominate Google Search on mobile devices as a result of much larger ad units. This is pushing text ads and organic results nearly below the fold.

Google Shopping Click Share By Device

Computers — Tablets — Mobile

69%

55%

20%

36%

Q1 2014 Q2 2014 Q3 2014 Q4 2014 Q1 2015 Q2 2015 Q3 2015 Q4 2015 Q1 2016

Google Shopping Click Volume By Device

Computers — Tablets — Mobile

Q1 2014 Q2 2014 Q3 2014 Q4 2014 Q1 2015 Q2 2015 Q3 2015 Q4 2015 Q1 2016

MOBILE-FIRST ECOMMERCE
Growth Opportunities

This section begins with a brief discussion of the mobile implication to your website strategy, then dives into the details of exploiting mobile-first customer acquisition opportunities in Google Shopping, Amazon Sponsored Products, and Facebook Advertising.

Retailers aren't typically applauding the rise of mobile, because, let's face it, mobile conversion rates tend to lag far behind those of a desktop.

Yet when you consider that 70% of all of Amazon's holiday sales were from mobile, it is clear that near-perfect mobile optimization has the power to dramatically boost conversion rate. So, stop feeding yourself the line about mobile traffic being impossible to convert. There is a great deal of potential for growth when your mobile strategy lines up with the current and future reality.

MOBILE-FIRST ECOMMERCE
Growth Opportunities

Most currently accepted customer acquisition strategies were formulated in the previous reality of 10%-20% mobile traffic. Now with **50%-70% of traffic coming from mobile**, these strategies demand a second look.

It probably wasn't too long ago that you went "all in" on your current mobile strategy, yet retailer success is defined by the ability to appropriately adapt to changing trends. I'm sure you've noticed, the mobile trend has been changing quickly.

For paid search, mobile is just approaching the tipping point. Even with the staggering growth it's seen recently, it's still at a near-equal balance to desktop statistically.
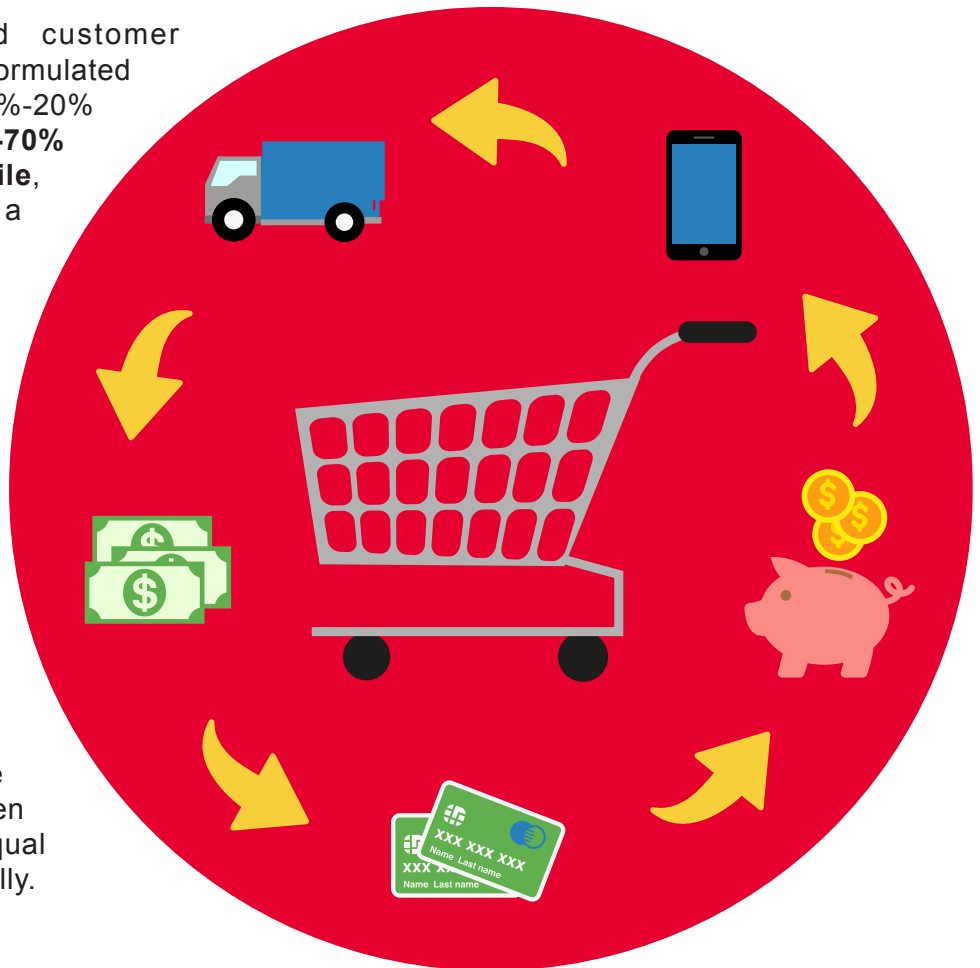
Google Shopping crossed the mobile tipping point last year. For Facebook and Amazon, the scales have long since tipped in mobile's favor.

MOBILE CHANNEL GROUND ZERO:
Your Website

Adapting your website to the ever-changing trends in digital marketing is not just important, it is necessary to keep your company from losing out on potential business.

As previously stated, the last five years have seen the methodical, consistent climb of mobile. This has led to a desktop (+mobile!) website strategy. There has been a huge shift by many companies to build a website that is responsive to both desktops and mobile.

Yes, responsive design is elegant and efficient. A purely responsive design certainly does a wonderful job altering the look of a site by hiding, displaying, and resizing objects. Sadly though, **this structure is unable to alter the entire mobile experience from page flow to checkout.**

It would be one thing if the audiences were functionally equivalent except for the size of the device. Yet the reality is that differing impulses, concerns, and even product affinities are present between the man out walking his dog and the man sitting in front of his desktop computer.

# MOBILE CHANNEL GROUND ZERO:
Your Website

Given that we are fast approaching a world with mobile as the primary traffic source for virtually all retailers, a mobile-first strategy is becoming just as reasonable as desktop-first responsive websites appeared to be three years ago.

Perhaps you can't think of any major gains to be had in your current mobile website experience, responsive or not. This could very well be true. Just make sure you're being honest with yourself in this estimation. "I wouldn't change it" and "It's not important enough to change" can easily become masks covering up the true reality of "I can't change it."

This isn't a riff against responsive design as much as a riff against making mobile subservient to desktop.

Looking at their mobile-heavy sales volume, one of our clients decided to go responsive with their website, but in the opposite direction. They designed a mobile-first website, with the entire structure and flow optimized for mobile users. The responsive elements then expand out the mobile-first design for a user-friendly desktop experience.

It's important to stay ahead of the curve, especially in a constantly shifting and changing market like ecommerce. Being left behind with a website that doesn't have a strong mobile focus can directly impact your overall ROI.
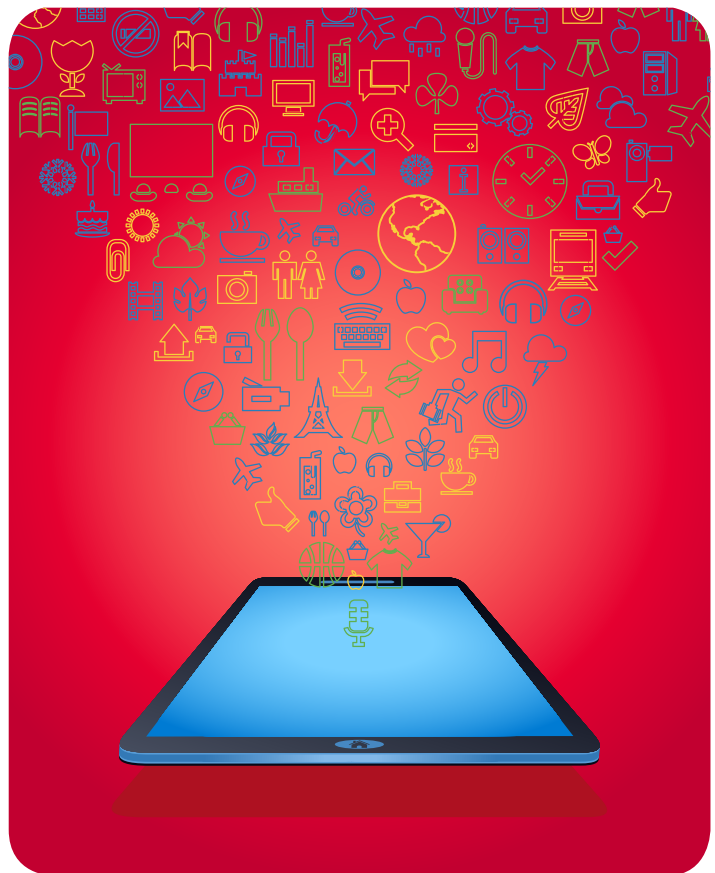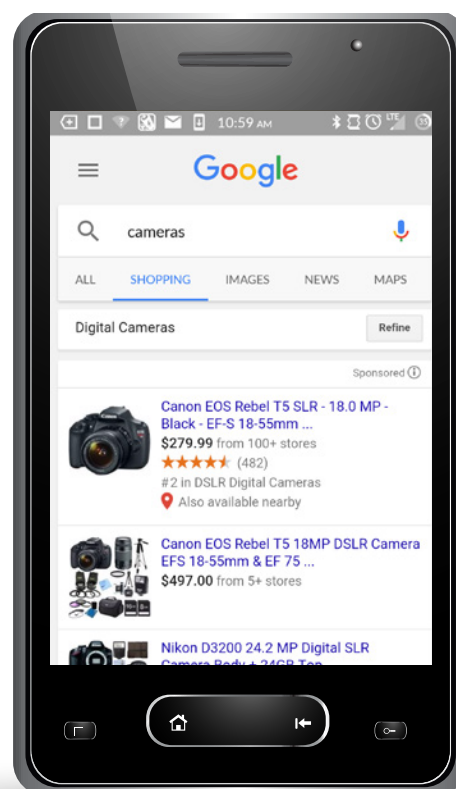
Google

Shopping

GOOGLE SHOPPING

As seen in the statistics presented a few pages back, 55% of all Google Shopping traffic is coming from smartphones. In just two short years, that percentage grew nearly 300%, and although the numbers have started to stabilize, are you willing to ignore almost 55% of Google Shopping traffic? We didn't think so.

Google Shopping offers prime search engine real estate you cannot afford to ignore. But many advertisers don't realize that the key to increasing profitability in Google Shopping lies beyond the settings Google recommends.

Think of it this way, if you were at a blackjack table at a casino, would you let the house play your hand? Of course not, because they have their own best interest in mind. You certainly can't blame them, but not utilizing your own custom setttings is killing your profitability.

The points to follow will help you branch out from typical default settings in Google Shopping so you can more fully leverage this channel.

GOOGLE SHOPPING
Mobile Bidding

Up until a few years back—assuming you weren't crazy enough to want exactly the same mobile and desktop bids and ads—advertisers were required to create separate AdWords campaigns to target mobile devices. Due to the poor performance and low traffic of mobile, however, **too many advertisers simply ignored mobile targeting altogether.**

In an attempt to push advertisers to follow the rising trend of mobile search, Google converted all legacy campaigns to "Enhanced Campaigns." Under this structure, which persists to the present, **campaigns must now target all devices**. To account for differences in performance, additional levers provide mobile-specific bid adjustment and ads.

This will be changing in the future as Google rolls out the complete overhaul of AdWords. They will be allowing bid adjustments to be made by device type (including tablets) at the campaign level, but that won't happen until 2017.

Currently, the argument made about mobile-specific websites can also be made for mobile-specific campaigns. Counteracting the normal functionality of standard campaigns simply requires a small hack.
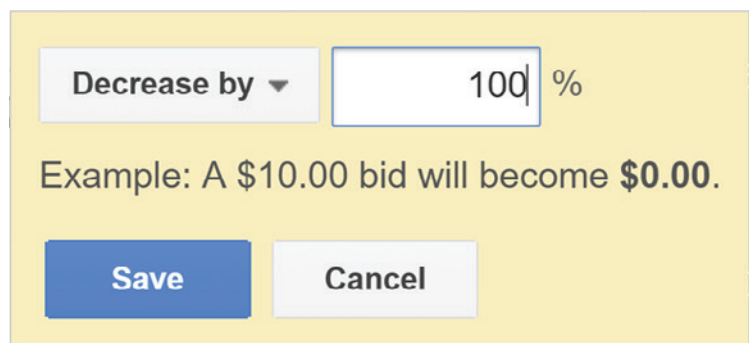
GOOGLE SHOPPING
Mobile Bidding

Mobile-specific campaigns not only allow distinct control over product & keyword groupings, there's also a psychological benefit to seeing top-level mobile campaign data at first glance.

The hack is straightforward and commonplace: A desktop campaign would have your true desktop bid within ad groups, with a -100% mobile bid modifier for the campaign.

The mobile campaign, on the other hand, would have dummy "desktop" bids in the ad groups. These bids would be smaller than the ones in the true desktop campaign so as to not attract desktop traffic, but large enough to allow meaningful percentage-based mobile bid modifiers.

A mobile-subservient mindset is only reinforced when mobile stats are relegated to a line-item in desktop-first campaigns. In-your-face mobile awareness encourages individualized optimization.
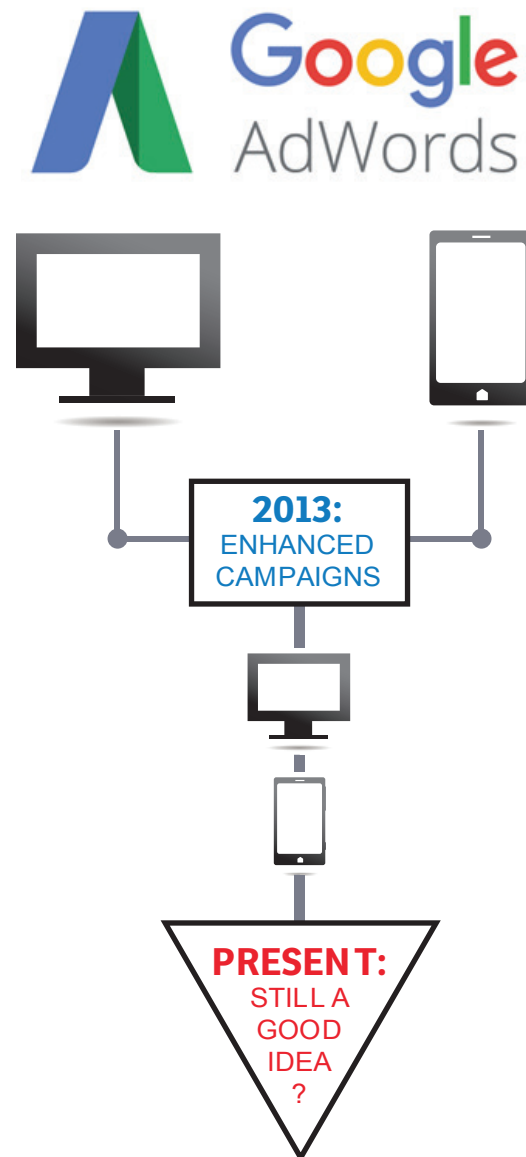
GOOGLE SHOPPING
Mobile Bidding

At the risk of making the case for separate campaigns too strongly, keep in mind that as an agency, we haven't been pushing all accounts to separate mobile and desktop campaigns. At this point, we've only begun to implement such a strategy in specific high-value campaigns where we've noticed enough of a difference in device performance that we deem the benefits of full control over campaign optimization to surpass the extra overhead involved in managing additional campaigns.

This is done on a case-by-case situation and certainly doesn't work for every business. If your business sees very little mobile traffic, now might not be the right time to consider separate campaigns. That's not to say that it will never be beneficial.

Advertisers must continue to look at the mobile data afresh to ensure they are giving mobile traffic the highest opportunity for success with structure and bids.

2013:
ENHANCED CAMPAIGNS

PRESENT:
STILL A GOOD IDEA ?

GOOGLE SHOPPING
Shopping Feed Quality

No amount of Google Shopping strategy can compensate for a sub-par product feed.

Without a great feed, you may still be profitable, but your opportunities will be very limited in the hyper-competitive Shopping landscape. The key to successful product ads is in the feed itself.

Successful Google Shopping advertisers think like their customers and ask the question: If I were buying this product, what would I want to see? What would I want to read about? When you think like the customer, building a great feed is easy.

When constructing a feed, most feed developers drift towards a "just get-it-done" or a "good enough" mindset that can limit success. Why? Because that's what everyone else is doing, and the name of the game is having more and better data than everyone else.

Customers want great information. You want great Google Shopping performance. The answer is a dedication to data quality.
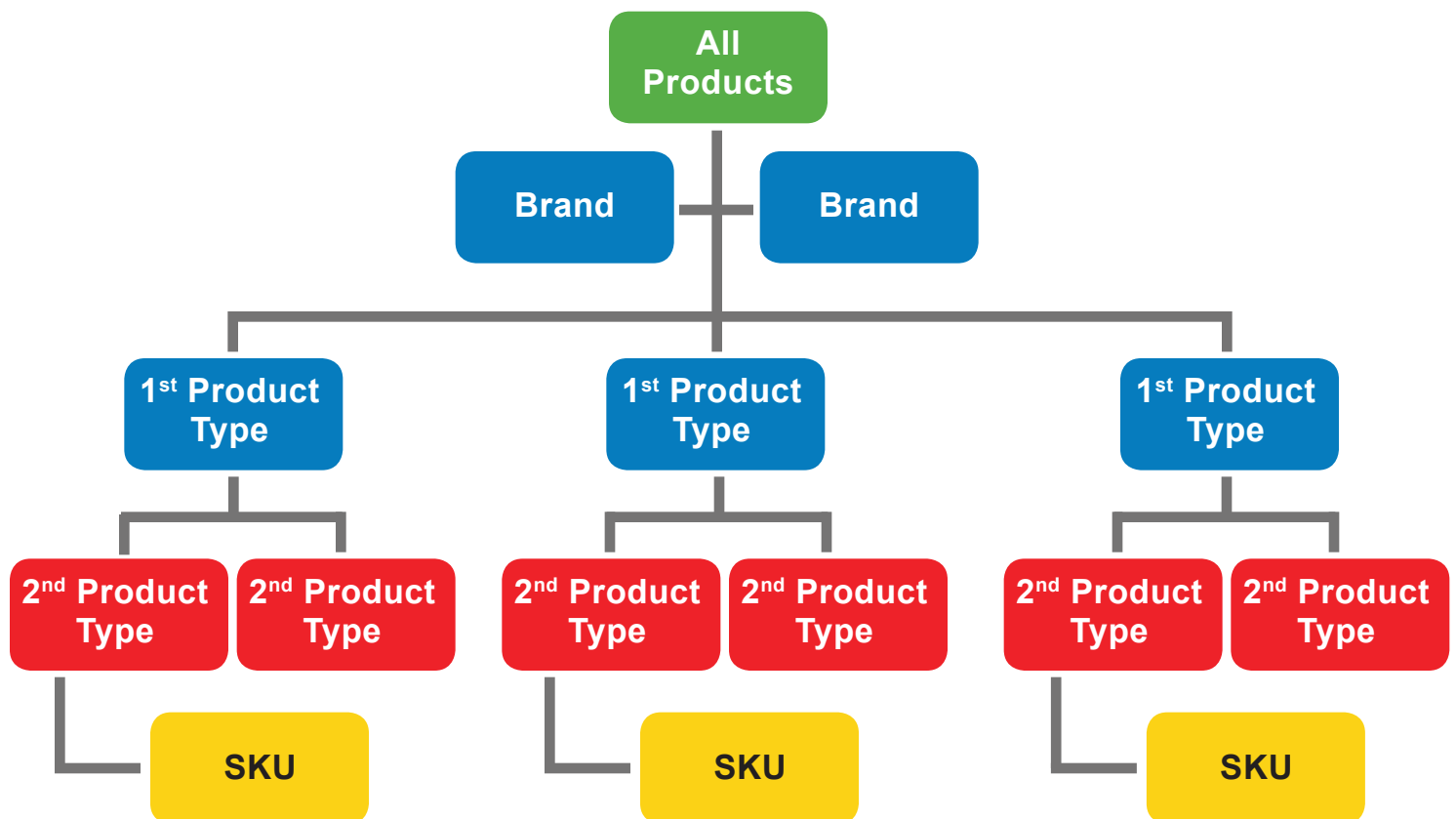
Your product feed data is the digital packaging for your online products. Since online shoppers can't handle the product itself, the data (labeling) becomes even more important.

GOOGLE SHOPPING
Shopping Feed Quality

Are all the products in your feed worth the same to your business? If not, then why would you only have one ad group for "All Products" in your Product Listing Ad campaign? **Dumping all products into one ad group with one bid doesn't allow retailers to bid profitably** based on product margins.

Segment your campaigns by category, brand, SKU, or custom labels to give them the same sort of control as tightly grouped keywords. Use the product targets and labels in your Merchant Center Feed to group together products by category, price, brand, or margin. We recommend an account structure that follows this hierarchy:

```
                        ┌──────────────┐
                        │ All Products │
                        └──────────────┘
              ┌──────────┐       ┌──────────┐
              │  Brand   │       │  Brand   │
              └──────────┘       └──────────┘

   ┌──────────────┐   ┌──────────────┐   ┌──────────────┐
   │ 1st Product  │   │ 1st Product  │   │ 1st Product  │
   │    Type      │   │    Type      │   │    Type      │
   └──────────────┘   └──────────────┘   └──────────────┘

┌──────────┐┌──────────┐ ┌──────────┐┌──────────┐ ┌──────────┐┌──────────┐
│2nd Product││2nd Product│ │2nd Product││2nd Product│ │2nd Product││2nd Product│
│   Type    ││   Type    │ │   Type    ││   Type    │ │   Type    ││   Type    │
└──────────┘└──────────┘ └──────────┘└──────────┘ └──────────┘└──────────┘

        ┌──────┐            ┌──────┐            ┌──────┐
        │ SKU  │            │ SKU  │            │ SKU  │
        └──────┘            └──────┘            └──────┘
```

Additionally, with conversion tracking available down to the keyword level, you can optionally track the dollar value of every sale. ROAS (Return on Ad Spend) metrics are then displayed as Value/Cost for your search, display, and product listing ad campaigns. **Optimizing according to this number allows you to bid according to revenue, not just conversions.**

GOOGLE SHOPPING
Use Custom Labels

Custom labels allow you to hand-pick a group of products based on a characteristic that is meaningful to your business. They are incredibly useful for segmenting out your ads based on a set of criteria that you determine to be important or unique and allow you nearly limitless freedom in setting up campaigns that are tailored to your business's exact needs.

These labels also enable you to customize your Shopping bids based on the product group's value to your business. If you're not using custom labels, you're missing out in a big way. You can add custom labels as a column in your feed, and then target your Shopping Campaigns by choosing these custom labels in the Shopping interface. Bid accordingly on these special targets.

id	title	custom label 0	custom label 1	custom label 2	custom label 3
TV_123456	LG 22LB4510 - 22" LED TV - 1080p (FullHD)		High	Stocked	
DVD-0564738	Merlin: Series 3 - Volume 2 - 3 DVD Box set		Medium	Stocked	Clearance
PFM654321	Dior Capture XP Ultimate Wrinkle Correction Creme 1.7 oz		Low	Drop Shipped	
CLO-29473856-1	Roma Cotton Rich Bootcut Jeans - Size 8 Standard	Fall	Medium	Drop Shipped	
CLO-29473856-2	Roma Cotton Rich Bootcut Jeans - Size 8 Tall	Fall	Medium	Drop Shipped	
CLO-1029384	Tenn Cool Flow Ladies Long Sleeved Cycle Jersey	Spring	Medium	Drop Shipped	Clearance

This is what custom labels will look like in your product feed.

Common custom labels group products by attributes like:

- **Best sellers/trending products**
- **Seasonality**
- **Profits or margins (high or low)**
- **Stocked or drop shipped**
- **Clearance/closeout status**
- **Price**
- **Loss leaders/promotional items**

GOOGLE SHOPPING
Use Geographic Bidding

Most accounts we come across in our diagnostic reviews are targeting the United States as a whole. This setting causes retailers to miss a big opportunity for ROI.

Another Google Shopping default is location targeting.

In almost every account, we see that some states convert fantastically for certain retailers, while others perform poorly, depending on variables like weather, demographics, and population.

We recommend starting simple—you'll want to immediately adjust bids for obviously profitable or unprofitable areas in order to boost your ROI, but avoid drastic increases or decreases until you have a chance to further analyze the data and find the best bid modifiers for your account.

Region	Impr	Clicks	CTR	Cost	Avg. Pos.	Conv	CPA	V/C	Conv %
Maine	65,260	779	1.19%	$ 388.78	1.3	18	$ 21.60	463%	2.31%
Iowa	137,208	1536	1.12%	$ 745.33	1.3	33	$ 22.59	484%	2.15%
South Carolina	175,600	2202	1.25%	$ 1,088.22	1.2	48	$ 22.67	387%	2.18%
New Mexico	72,022	826	1.15%	$ 409.48	1.4	18	$ 22.75	287%	2.18%
Rhode Island	54,538	713	1.31%	$ 351.41	1.2	15	$ 23.43	335%	2.10%

Region	Impr	Clicks	CTR	Cost	Avg. Pos.	Conv	CPA	V/C	Conv %
Alaska	34,886	332	0.95%	$ 155.83	1.1	1	$155.83	6%	0.30%
Oklahoma	174,662	2197	1.26%	$ 1,032.73	1.1	15	$ 68.85	39%	0.68%
Vermont	37,061	527	1.42%	$ 263.42	1.3	4	$ 65.86	175%	0.76%
Mississippi	83,529	1010	1.21%	$ 480.54	1.0	9	$ 53.39	36%	0.89%
Hawaii	81,902	801	0.98%	$ 381.53	1.2	9	$ 42.39	47%	1.12%

The data you find should look something like this—import to Excel and use a pivot table to quickly sort for your best and worst performers.

GOOGLE SHOPPING
Use Demographic Bidding

Demographics targeting is a relatively new option within Google Shopping, and one that we have found useful for many retailers. This targeting option builds off of location targeting and **allows you to adjust your bidding approach based on average household income tiers**. This is data that Google pulls through census data.

For retailers who sell high end or luxury products, it's no secret that the top income tiers perform the best. But these retailers are not the only ones who can see profit lifts from using demographic targeting.

By default, you won't see these targets in your account unless you add them.

We highly recommend adding these household income targets to your account, without setting any bid adjustments, in order to collect data and see if there are any household income performance trends.

If, after running these targets for several weeks to collect data, you notice that one income tier is performing significantly better or worse than others, you can then adjust your bids accordingly.

	Location	Bid adj. [?]
☐	United States	--
☐	Average household income, lower 50% (US) within United States	- 5%
☐	Average household income, 41 - 50% (US) within United States	--
☐	Average household income, 21 - 30% (US) within United States	--
☐	Average household income, 31 - 40% (US) within United States	--
☐	Average household income, top 10% (US) within United States	+ 5%
☐	Average household income, 11 - 20% (US) within United States	--
	Total - other locations [?]	

These are the demographic targeting options you will find in your Campaign Settings tab.

amazon
Sponsored Products

AMAZON SPONSORED PRODUCTS

70% of all of Amazon's holiday SALES were from mobile. Amazon has done the hard work to make it simple and fast for consumers to get what they want.

Over 44% of web shoppers go directly to Amazon for product searches, skipping over Google, Bing, or other search engines entirely. With over 300 million active customer accounts, you can easily see why properly utilizing Sponsored Products can be such a powerful tool, well worth giving accepting their commissions and control.

Whether you're an expert or amateur in AdWords and marketplaces, Amazon Sponsored Products are an excellent way to add value to your marketing campaign. In 2015 alone, Sponsored Products accounted for over $1.5 billion in sales.

The points we'll cover in the next few pages will help explain some of the basics of Sponsored Products, how they compare to different campaigns in AdWords, and how you can utilize them for your business.

Product Search Started on Amazon:
44%
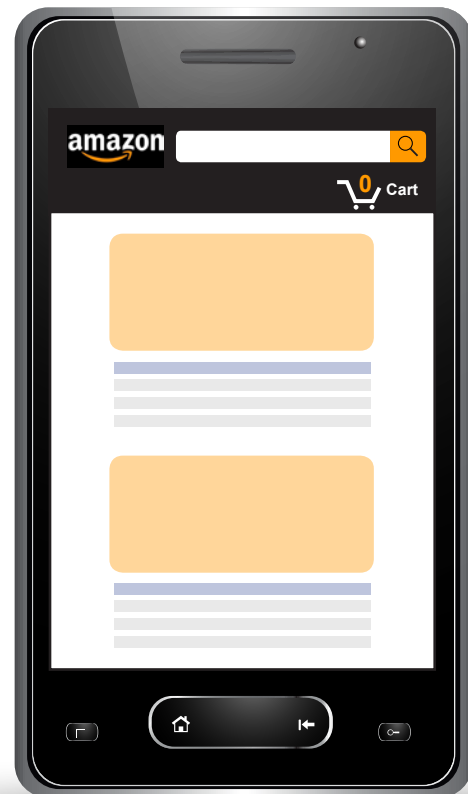
If you've worked in AdWords then you understand **your level of ad spend has no real impact on organic search ranking**. Regardless of what you advertise or how you do it, you aren't improving your SEO. Conspiracy theorists might say otherwise, but they might also say the moon landing was a hoax.
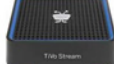
Conversely, **your level of ad spend in Sponsored Products directly impacts your organic ranking**. The more customers you generate from any orders, including those from Sponsored Product ads, the more authoritative and dependable Amazon considers your company. As your ads reach a bigger audience, you'll start to accrue more product reviews, gain more feedback, and gain more credibility from Amazon.

This is precisely what will help you improve your organic ranking over time and win the Buy Box more. That is, as long as you are doing things the right way and maintaining a high seller rating. Remember, **lots of sales don't mean much if you are receiving bad reviews and have poor customer service**.

Although you won't get the same brand recognition like with AdWords campaigns where customers are funneled to your website, **improving your organic ranking will naturally increase your ability to win the Buy Box** and appear in a better position on organic search pages.

> **Your level of ad spend in Sponsored Products directly impacts your organic ranking, which is one of the factors that increases your ability to win the Buy Box and have your ads seen more.**
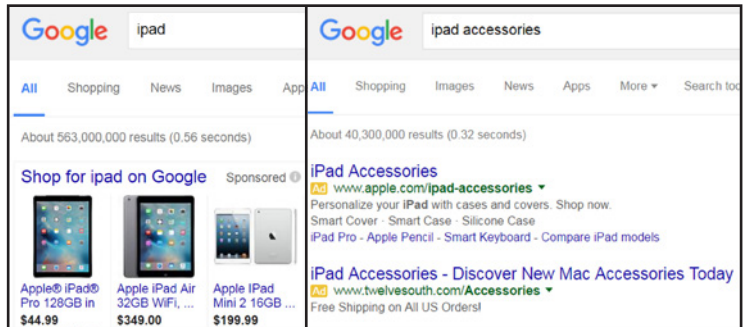
AMAZON SPONSORED PRODUCTS
Ad Placement

AdWords text or shopping ads appear mainly in two places across devices: Google Shopping and Google search results. Text ads appear at the top of the list, above the organic search results. Earlier this year, Google removed sidebar ads and added another slot above the organic listings for text ads. This was done to make results look the same across multiple devices and because of a drastically increased click-through rate (CTR) in those ads at the top compared to those on the side. This was yet another major change influenced by the increasing impact of mobile devices.

It's important to note that Google text and Shopping ads link to your website and are not being sold directly on Google. Each ad is unique for your product and your brand.

With Sponsored Products, ads may appear on page one of search results within Amazon.There is a **group of four ads on the right side of the results page** which are all Sponsored. They appear at the top of the page, adjacent to the organic listings.

AdWords Search Results- Display, Text Ads

Amazon Search Results- Right Side
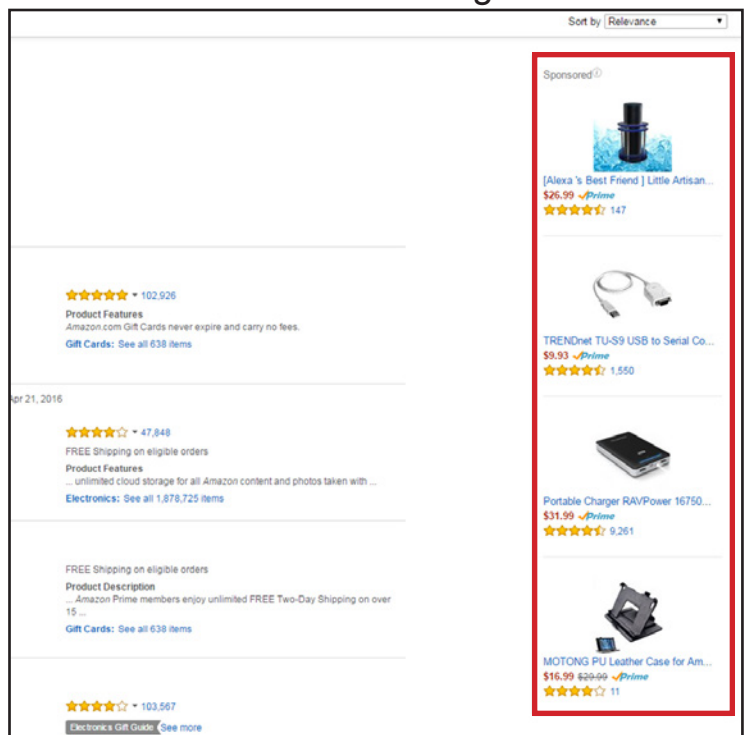
AMAZON SPONSORED PRODUCTS
Ad Placement

There are also two ads that appear on the bottom of the search results page in the last two listings.

Another place your ads may appear is on a product detail page. If you are selling a product similar to what's on the product detail page, your listing could show up in the related products section. This placement can help level the playing field and allow you to attain sales while consumers are looking at product that you might not even sell. Keep in mind, it's generally understood that your ads will only display when you're eligible to win the Buy Box.

Unlike Google, everything is sold directly on Amazon. Because of this, the consumer usually ends up assuming that Amazon is selling the product, which virtually negates the impact of seller recognition and repeat customers. This is offset by the positive impact on organic ranking and the gradual increase to your Buy Box win percentage.

Amazon Search Results- Bottom
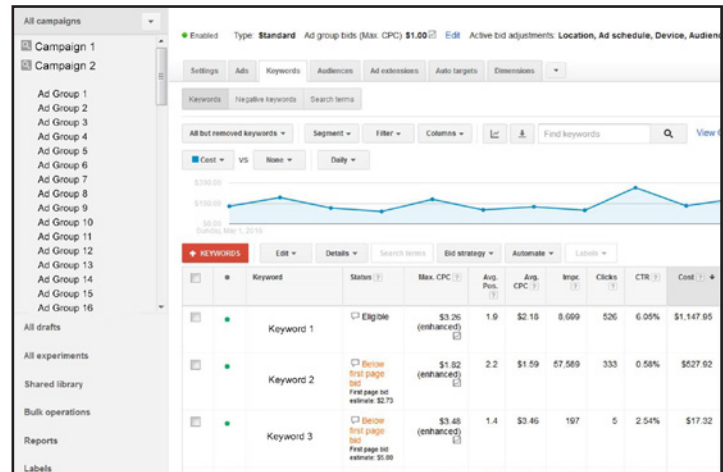
Amazon Product Details Page- Below Listing

AMAZON SPONSORED PRODUCTS
Campaigns, Feeds, & Keywords

In Google Shopping, setting up a campaign can be time-consuming. **You must painstakingly craft your feed because it dictates your campaign structure**. You start by importing all your relevant product data directly from your feed, then you segment out which products go with which ad groups. You must continually update this feed day in and day out to make sure it is current and meets Google standards.

For AdWords text ads you pick your keywords and decide how much to bid for them either as a whole or on a granular level. **Text ads are not as reliant on a feed**. You can certainly use a feed to focus on price updates and time-sensitive sales, but this is not a requirement.

Google Text Ad Campaign

Google Shopping Campaign

Product Feed Data

AMAZON SPONSORED PRODUCTS
Campaigns, Feeds, & Keywords

The campaign structure is quite **similar to that of Google text ads, however the end result looks more like Google Shopping ads** in terms of visuals. The selling information for your products, unless they are brand new to Amazon, is pulled from all of the sellers listing the product. All you have to do is input the ASIN or ISBN and you can start listing your ads.

Setting up Sponsored Products can be more straightforward than in AdWords, assuming your marketplace listings already include solid information such as an appropriate title, description, and general product information—all of which improve your relevance in the eyes of Amazon. You also need to utilize cogent keywords and maintain a high seller rating in order to become eligible to win the Buy Box.

Sponsored Products Campaign

		Keywords	Status ⑦	Est page 1 bid ⑦	Keyword bid ⑦
☐	● ↕	Keyword 1	Campaign paused	$0.20	$0.35 match bid
☐	● ↕	Keyword 2	Campaign paused	$0.22	$0.35 match bid
☐	● ↕	Keyword 3	Campaign paused	$0.30	$0.35 match bid
☐	● ↕	Keyword 4	Campaign paused	$0.30	$0.35 match bid
☐	● ↕	Keyword 5	Campaign paused	$0.31	$0.35 match bid
☐	● ↕	Keyword 6	Campaign paused	$0.30	$0.35 match bid
☐	● ↕	Keyword 7	Campaign paused	$0.20	$0.35 match bid
☐	● ↕	Keyword 8	Campaign paused	$0.27	$0.35 match bid
☐	● ↕	Keyword 9	Campaign paused	$0.19	$0.35 match bid
☐	● ↕	Keyword 10	Campaign paused	$0.05	$0.35

Ads | **Keywords** | Ad Group Settings

Keywords | Negative keywords

Actions ↕ | Add keywords | Enabled or paused ↕ | 🔍 Search keywords

AMAZON SPONSORED PRODUCTS
Campaigns, Feeds, & Keywords

Much like Google text ads, **Sponsored Products are run on a keyword bidding system**. You dictate how much you want your CPC to be as a group or at a granular level. You can allow Amazon to select some basic keywords for you or you can choose your own.

It's a good idea to choose keywords from your successful Google text ads as a starting point for Sponsored Products. Then when you've got a decent data set in Seller Central, you can change your keywords and bids manually in order to maximize your ROI.

Sponsored Products are run on a keyword bidding system like Google text ads, however they display more visually like Google Shopping ads.
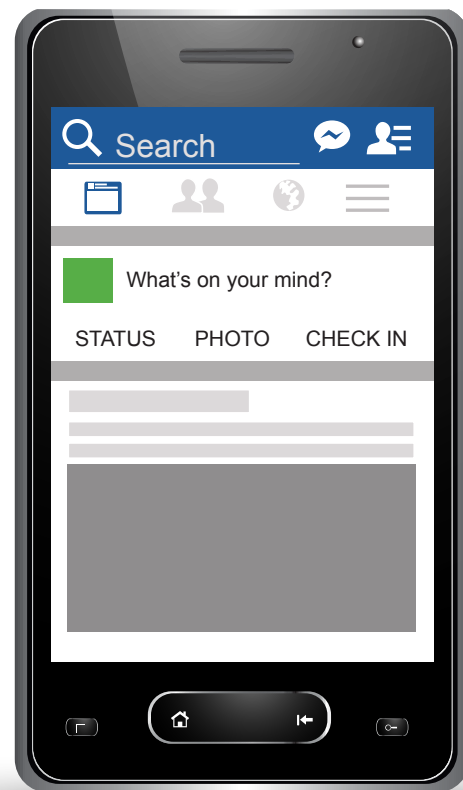
facebook

Advertising

FACEBOOK ADVERTISING

Here are the stats: 80% of Facebook traffic is mobile. 47% of their users ONLY use Facebook through a mobile device.

While Facebook already represents massive potential for retailers, there's perhaps an even bigger reason to put yourself in the game. The writing is on the wall (and in overlooked announcements from Facebook) of an upcoming game-changer from Facebook. If Facebook plays their cards right, this can be an even bigger channel for ecommerce orders than Google!

You may have come across news on Facebook's small-scale tests of an in-app shopping experience some months back. Once this platform is fully rolled out, after clicking your ad, users will remain within the Facebook app through the entire purchase process – from product selection to checkout to order confirmation. Retailers need not rely on a mobile optimized website or app of their own to convert mobile users. Facebook ads, some configuration, and your well-defined shopping feed would power this entire experience.

Assuming Facebook is able to get users to search for products instead of just passively scrolling upon product ads in their news feed, we will have an ecommerce revolution on our hands. This would be an Amazon Marketplace experience, except that retailers get to keep their full branding and ownership of their customers.
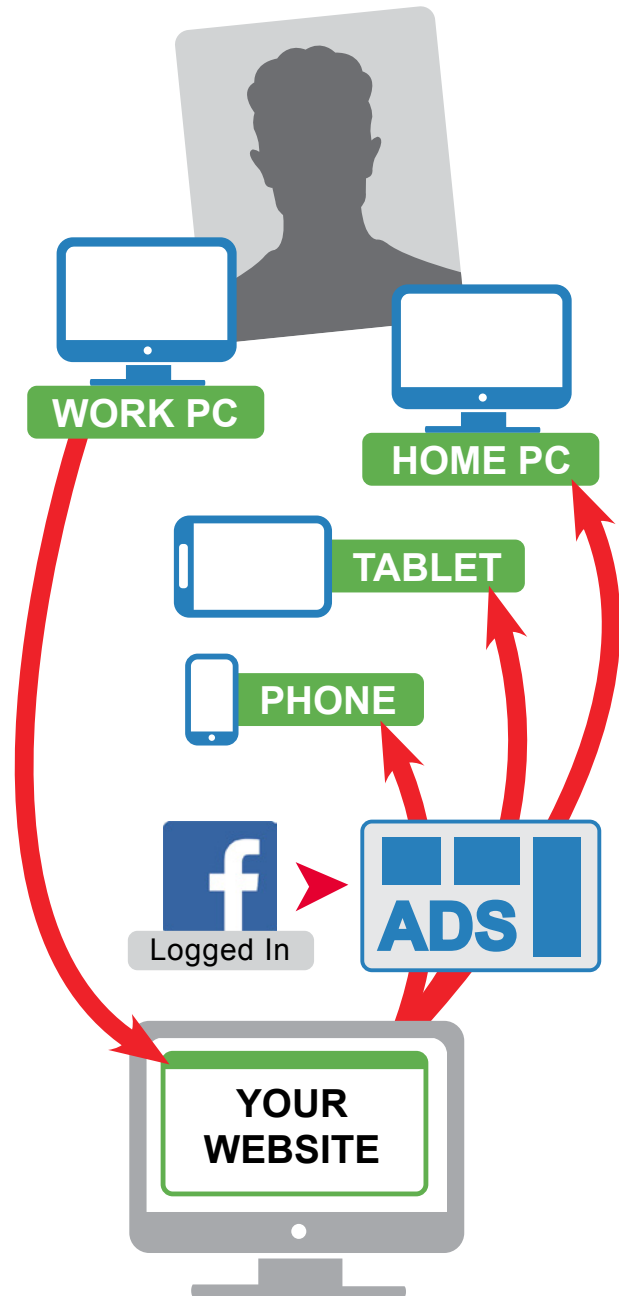
FACEBOOK ADVERTISING
Start with Remarketing

Remarketing is a MUST strategy that typically outperforms any other paid marketing channel. Are you neglecting it? You've got a lot on your plate, so we won't judge! In addition to whatever other remarketing you are doing, you need to be targeting the red-hot audience of site visitors and cart abandoners through Facebook as well.

Armed with your product feed, Facebook allows for dynamic remarketing of the exact products viewed by your remarketing audience. Facebook remarketing has some advantages over other platforms:

   • Facebook, of course, knows its users regardless of device. **They track actual people, not just cookies.** So whether you initially captured a potential buyer on mobile or desktop, you can reach them on whatever device they use next. Google can do this too, but with only a small percentage of their audience.

   • You can layer interest and demographic targeting on top of your remarketing custom audiences. A broad remarketing list of all website visitors can become even more responsive when you layer on an audience profile that you know is more likely to convert.


WORK PC

HOME PC

TABLET

PHONE

f Logged In

ADS

YOUR WEBSITE

What Facebook lacks in capturing the buying intent of their users, they make up for with insights fueling their ad/audience targeting algorithms. Facebook's awareness is primarily driven by profile data and in-app activity, but also through off-Facebook website browsing patterns and 3rd party demographic data sources. Facebook tracks their audience around the internet on any site with a "like" button, and they probably even know the age of your home!

For privacy reasons, Facebook doesn't expose most of these big data points to direct advertiser targeting, but your ads benefit nonetheless. Their ad optimization algorithms take every element into account to target your ads to the most responsive portion of the audience within your predefined targeting parameters.

If you're familiar with search engine marketing such as AdWords, the goal is usually to make your ads as specific as possible. The advertiser is responsible for getting the ball to the 5 yard line with highly targeted ad groups, after which the search engines employ their targeting magic using broad search term matching and bidding algorithms.

Such a strategy backfires with Facebook. With Facebook, your ad targeting only needs to get the ball 60 yards down the field. Facebook needs plenty of space for their auto-optimization to kick a field goal.
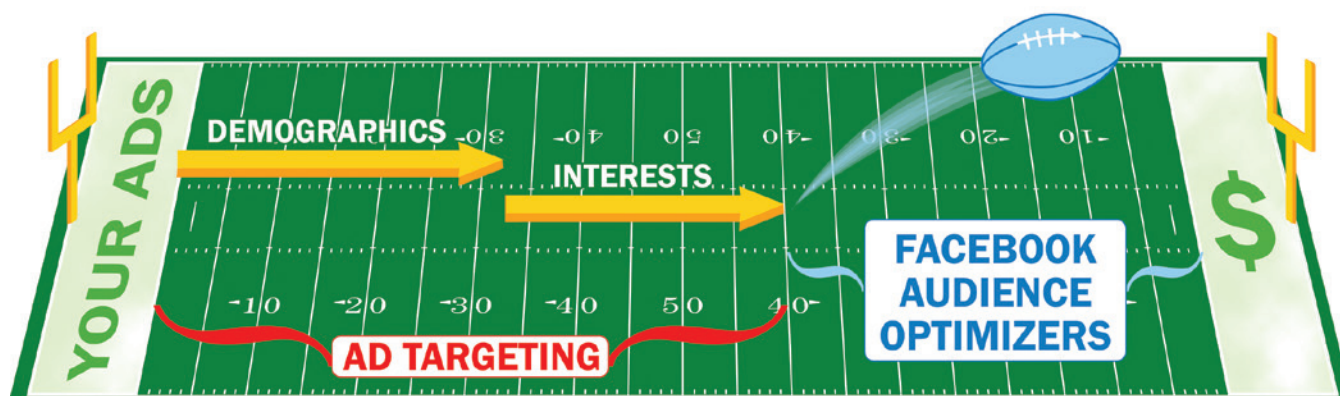
An audience size of 1MM to 1.5MM is the sweet spot for Facebook ad targeting. Your ads should broadly speak to this audience's interests. Facebook will then apply their optimization magic to show your ads to the users most likely to take the action you've specified, which for ecommerce is typically a conversion on your website.

FACEBOOK ADVERTISING
Images are So Important, You Should Use Five

Carousel Ads are the most promising development in social media advertising, yet still aren't being utilized by many retailers. These ads show up directly in a user's news feed and generate more clicks at a lower cost per click than any other social media ad unit we've tested.

Due to the increased likelihood of user interaction, Facebook has long extended the reach of image posts over those using text written out directly. It's no wonder that all Facebook ads require an image. But if 1 image is good, 5 are certainly much better!

With Carousel Ads, you can display up to five different images which can be pulled dynamically from your product feed, remarketing, or even direct image uploads.

The user is free to swipe through each of the images, but you only pay when the user clicks through to your website or engages socially with a comment, like, or share. You have the option to let Facebook automatically optimize the order of the images based on those determined to generate the highest engagement.

For the images themselves, try to get creative. With the exception of remarketing, product shots directly from your catalog often don't do as well as amateur-looking lifestyle shots. If you want to use product images, flat lay (where the shot is taken from above) tend to pull better.
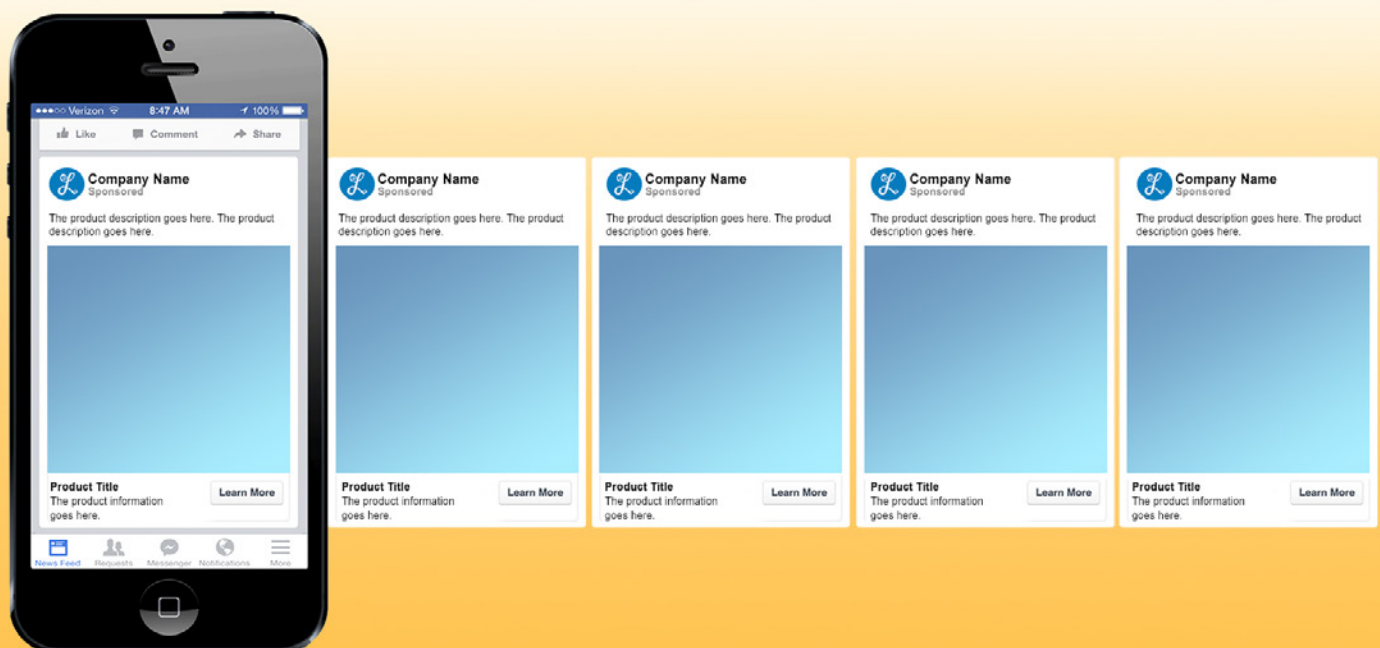
NEXT STEP

We've found the most direct path to success comes from to-the-point, one-on-one guidance from an expert. One of our ecommerce marketing analysts would be happy to provide qualified merchants with a free, 20-minute opportunity review on any of the topics covered in this report.

Identify Your Most Profitable Opportunities
Get an Analyst-Driven, 3rd Party Review—No Cost, No Obligation
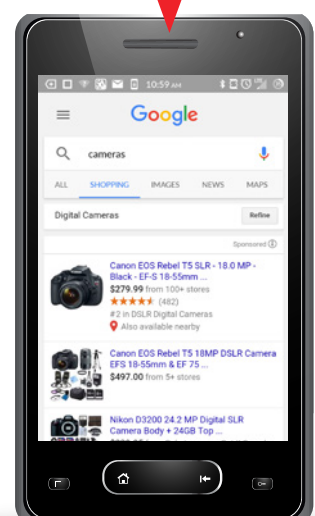### Choose a Channel:
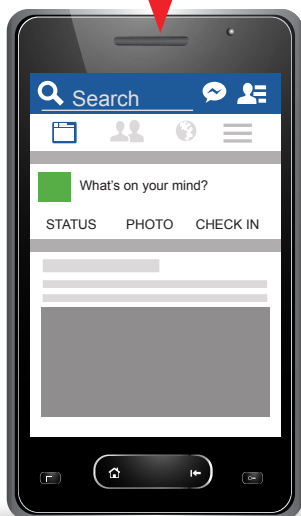
Facebook Advertising

Request your review by emailing **facebook@ roirevolution.com**. Include your website, phone number, and current monthly Facebook Ads spend.

Amazon Marketplace

Request your opportunity review by emailing **marketplaces@ roirevolution.com**. Include your website, phone number, and current monthly Amazon sales.

Google Shopping

Request your campaign checkup by emailing **google-shopping@ roirevolution.com**. Include your website, phone number, and current monthly AdWords spend.

ABOUT US

ROBUST TECHNOLOGY. RESPONSIVE EXPERTS.

We are ecommerce marketing experts who manage over $200 million in ad spend yearly for our 270+ clients, operating out of seven different countries.

Our unique approach puts our proprietary software suite in the hands of dedicated account teams whose singular focus is delivering remarkable results for our clients.

Dedicated to Achieving Client Success Through:

• Industry-leading paid search management of Google, Bing, and Yahoo.

• Reaching and expanding your audience through Facebook Ads management.

• Driving additional customers and sales through Amazon Marketplace management.

• Giving clients a competitive advantage with our ecommerce-empowered proprietary software suite.

• Offering expert resources, special reports, and white papers.

Interested in learning more?
Visit us at ROIRevolution.com today!