

LUXURY: CONNECTED

facebook





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Head of Industry
Beauty, Luxury & Retail



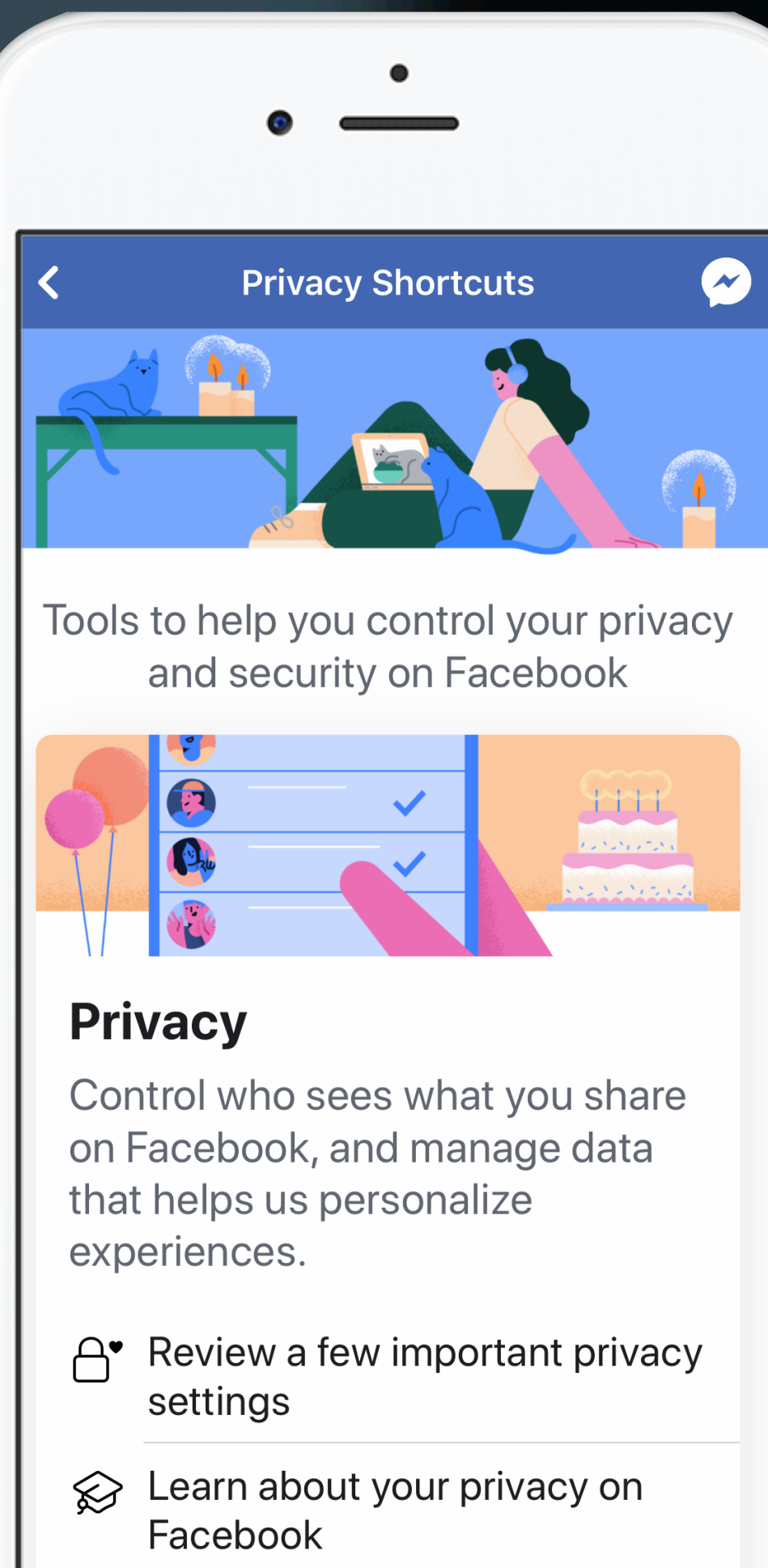
OUR MISSION

To give people the power to
build community and bring
the world closer together

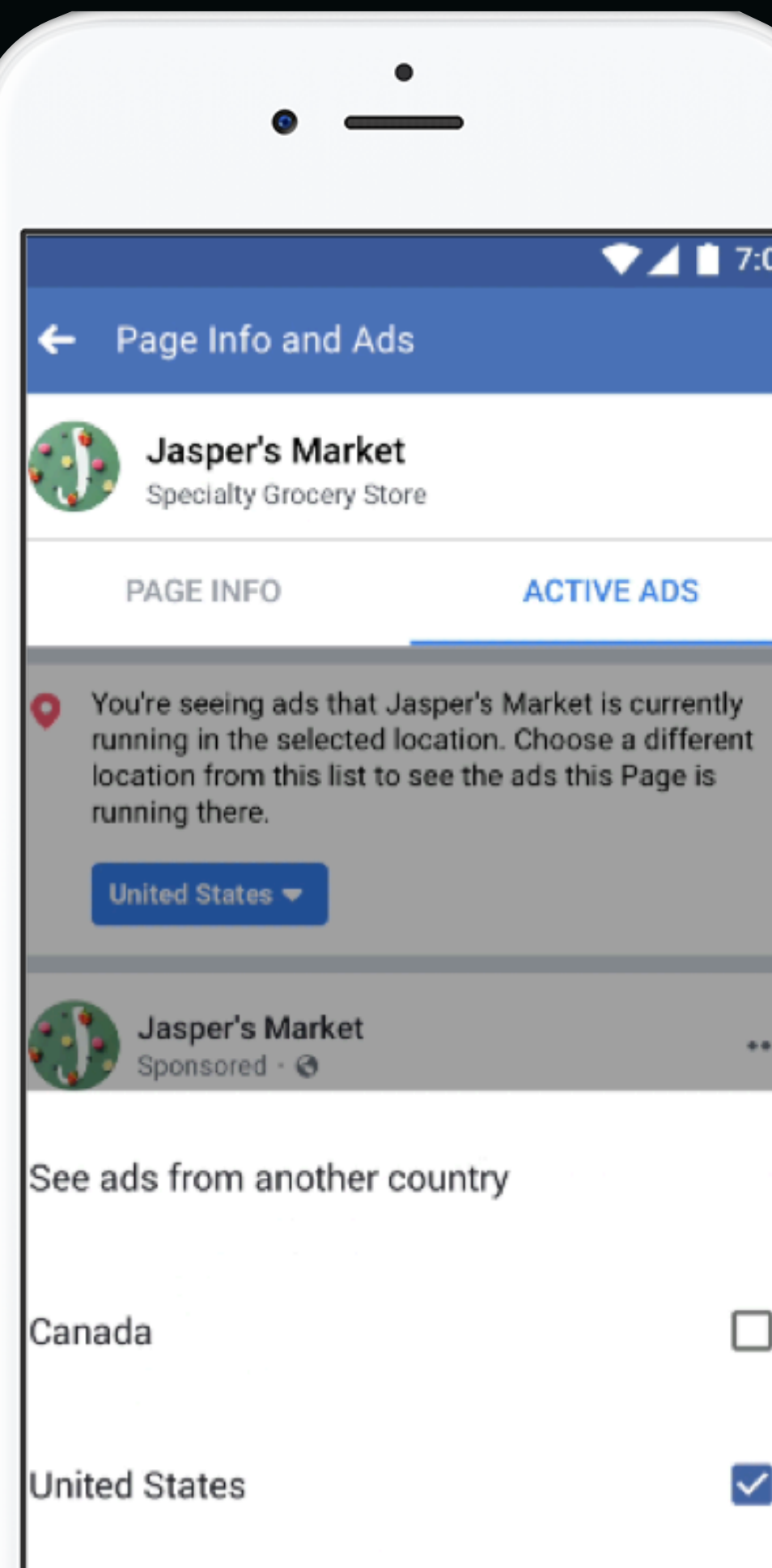
A photograph of two women sitting on a wooden bench outdoors. The woman on the left has long, wavy brown hair and is wearing a grey t-shirt. The woman on the right has long, curly red hair and is wearing a blue t-shirt. They are both sitting with their backs to the camera, and the woman on the right is hugging the woman on the left from behind. The background is slightly blurred, showing some greenery and a building. The text is overlaid in the center of the image.

Protecting people's
information
is the most important thing we
do at Facebook

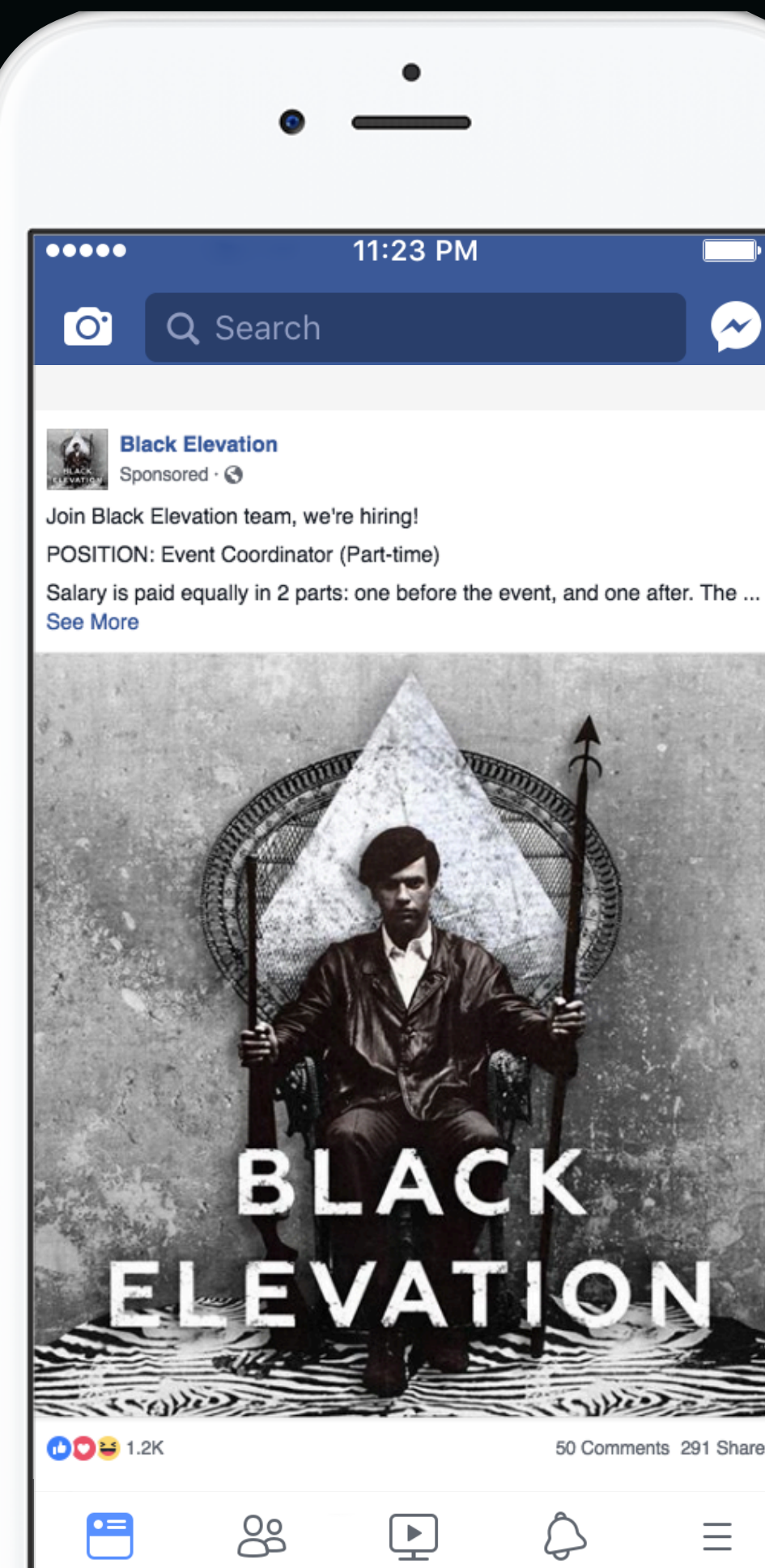
Privacy



Ad Transparency



Misinformation



Election Integrity





2.3B



1.5B



1B

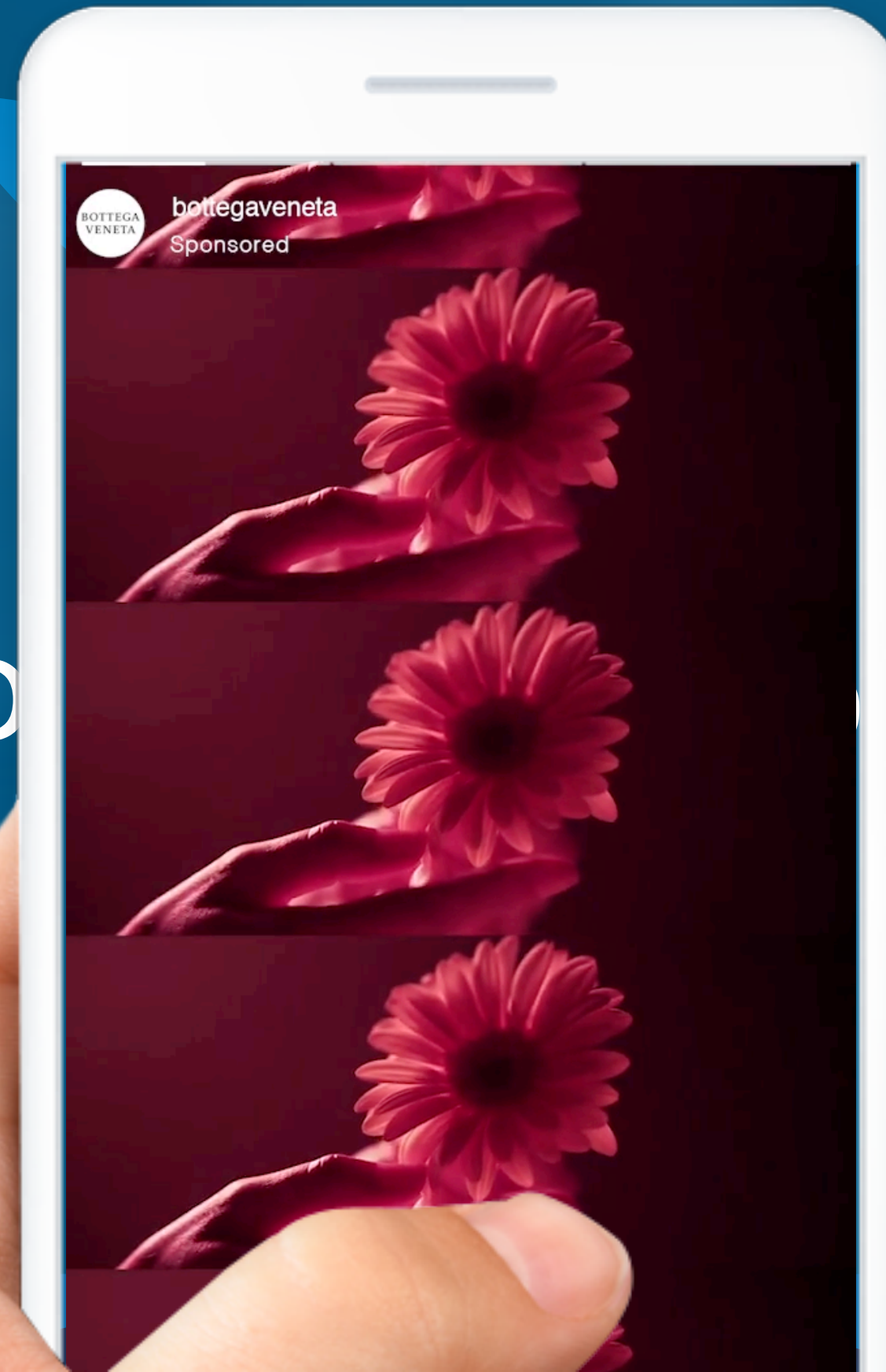


1.3B

People

Techno

mmerce



New Luxury Consumer

- 25-44 years old / Wealthy Urbanites
- Most likely to live in tech-hubs like San Francisco and New York
- Value Image, Status and Quality
- Strive to achieve high-social status
- Like to broadcast a lifestyle that impresses others
- Willing to pay more for high-quality products

Established Luxury Consumer

- 45+ years old / Wealthy Suburban Homeowners
- Live in affluent enclaves like Martha's Vineyard and Jackson, Wyoming
- Value Quality
- Prefer subtle status cues and timeless classics
- More likely to purchase specialized, limited release goods and services
- Willing to pay more for high-quality products

60% of ultra-wealthy consumers
are under the age of 35

18

34

49

54

-50%
Drop in
US Mail Volume

-30%
Players 18-34

-7.4M
Commercial Television
Loss in Viewers

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facebook
f @ @ @ @ @

150
magazines
shut down

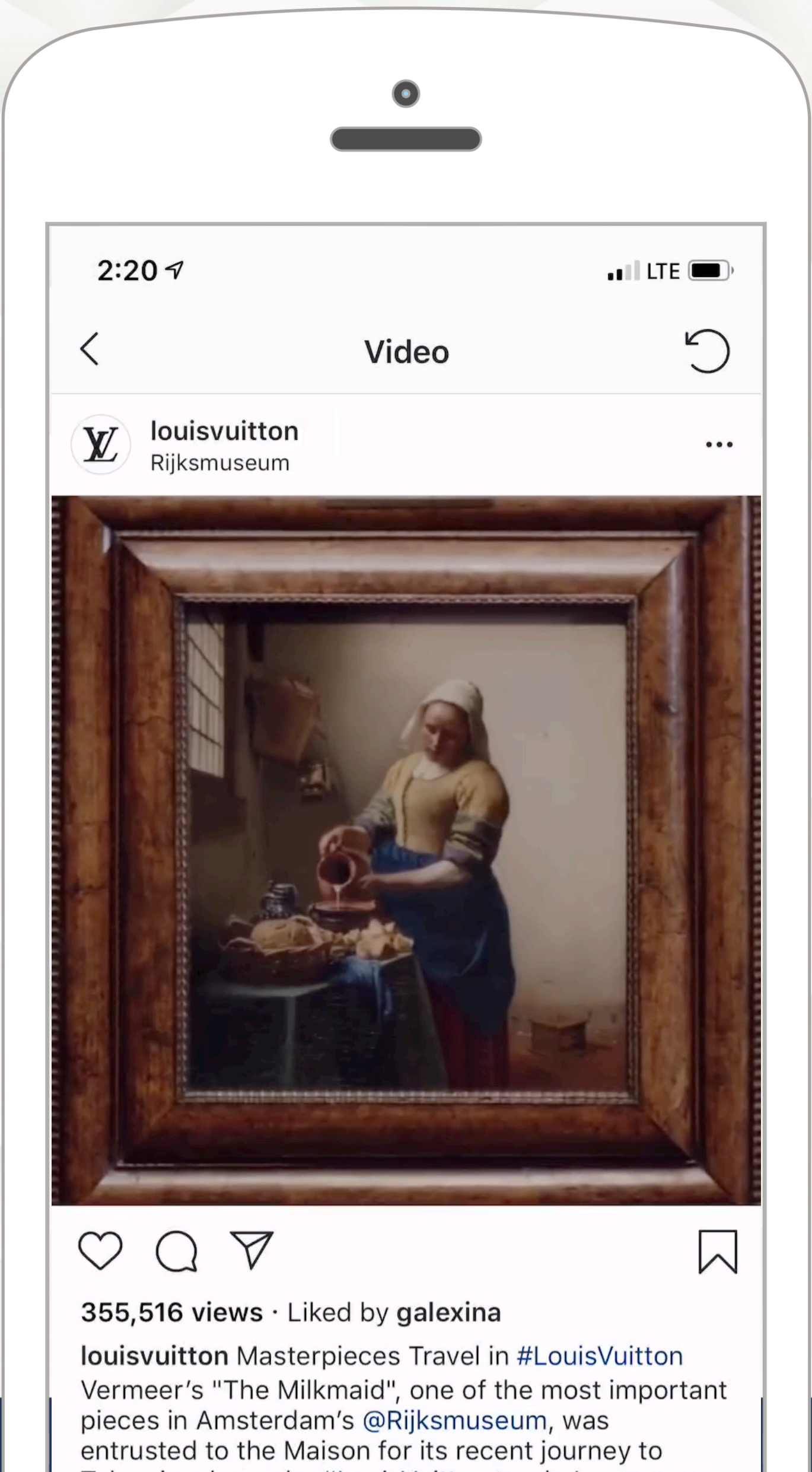
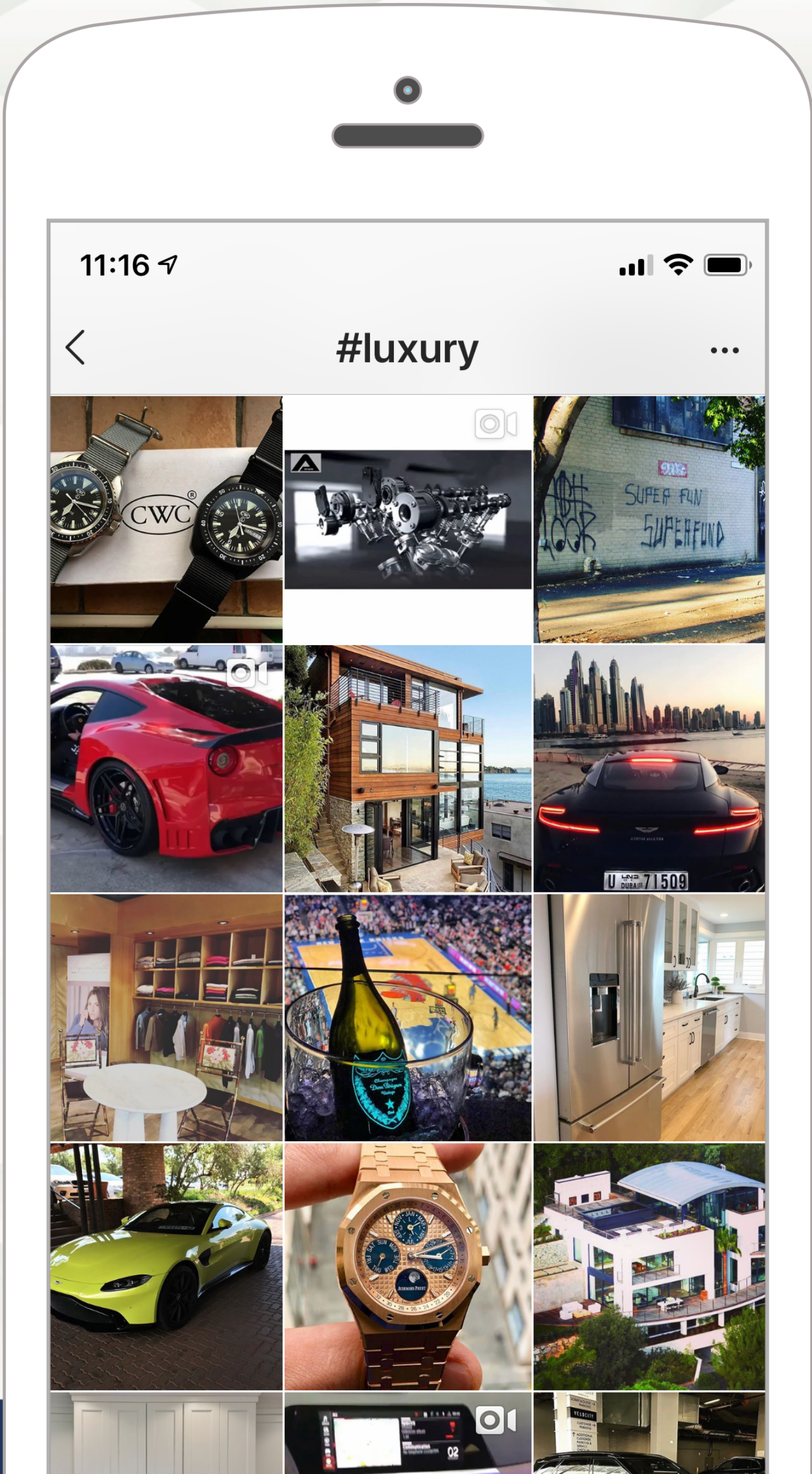
Source: 2018 Statistica, Nielsen Total Audience Report, CMAA Changing World of Country Clubs, USPS Quarterly Reports

67%

of US Consumers surveyed choose **Instagram** over magazines when looking for inspiration

LUXURY
LIVES
HERE

Source: "Print and Pixels Study" by Kantar Millward Brown (Facebook-commissioned survey of 3,068 people ages 18-55 in the US, and a qualitative part of 50 people ages 18-55 with a mix of IG only monthly users, magazine only subscribers and also both users, which is referred to as 'dual users'), Feb 2017.



Don't wait for purchase
intent to show up here

Mobile is the new window shopping
CREATE purchase
intent that transacts
here

67% of wealthy
smartphone users shop
on their devices

80% of luxury shoppers
research purchases of \$500 or
more online before purchasing
them in-store.

90% offline | 10%
online

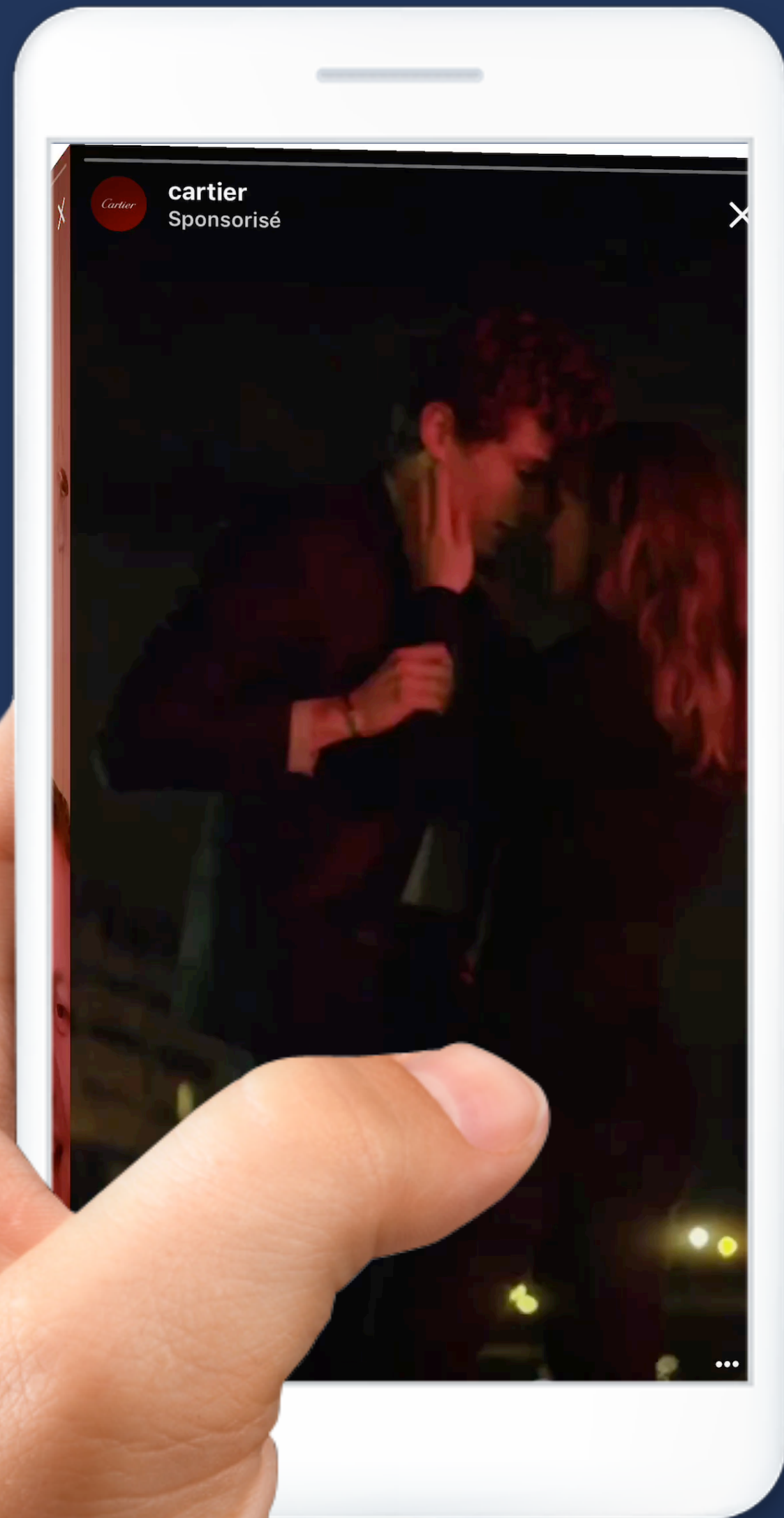


The future of marketing isn't big
data, it's big understanding

- Jay Baer

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f o g + e m



- 1 How can we **break through** to the next generation of luxury shoppers?
- 2 How can we **stay connected with our shoppers** before, during, and after the purchase journey?
- 3 Is there a way to **track and measure across all our marketing channels** to know what's really working?

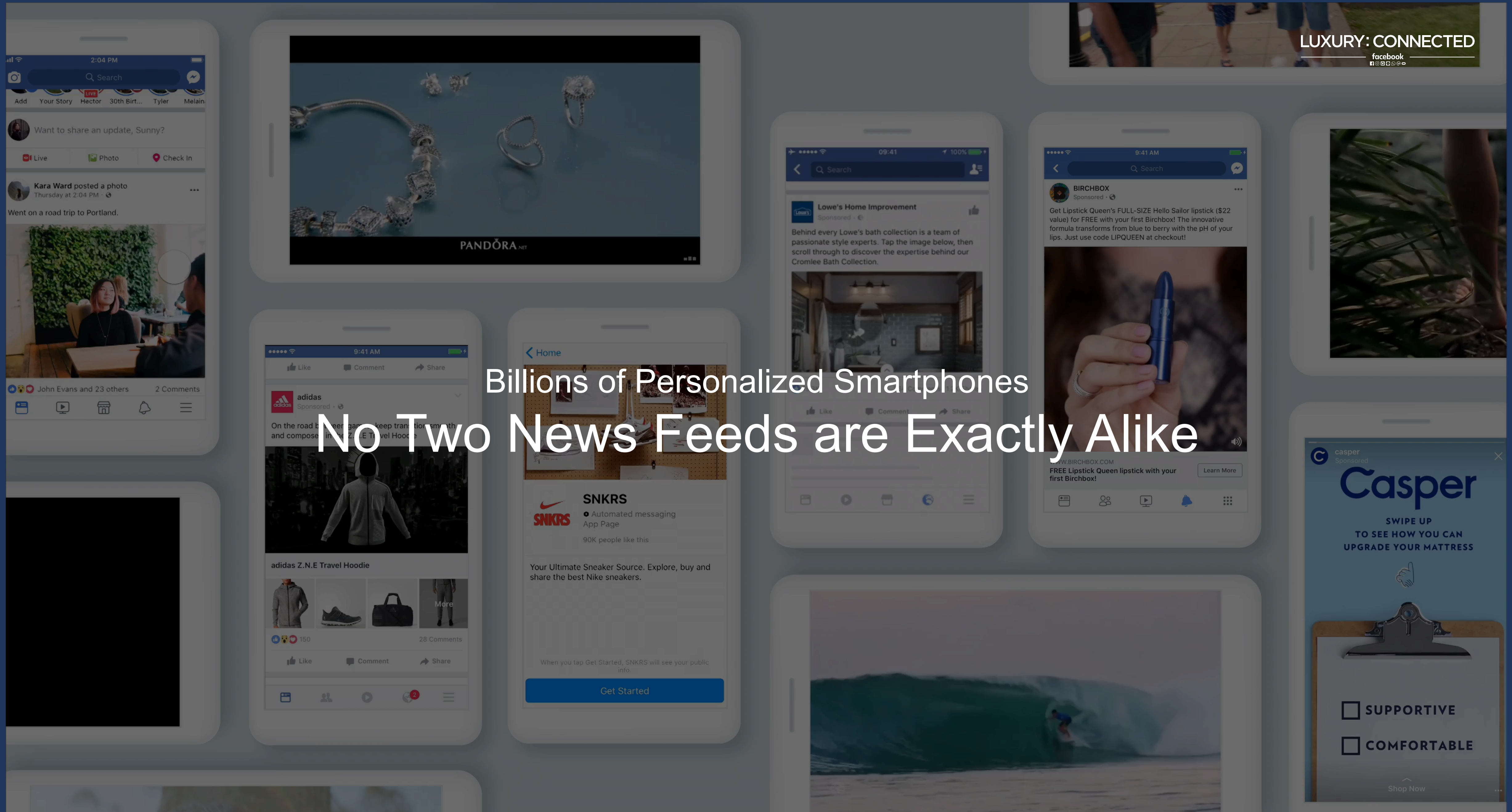
1

Breaking Through

The majority of consumers
prefer to see advertising that
is relevant to their interests

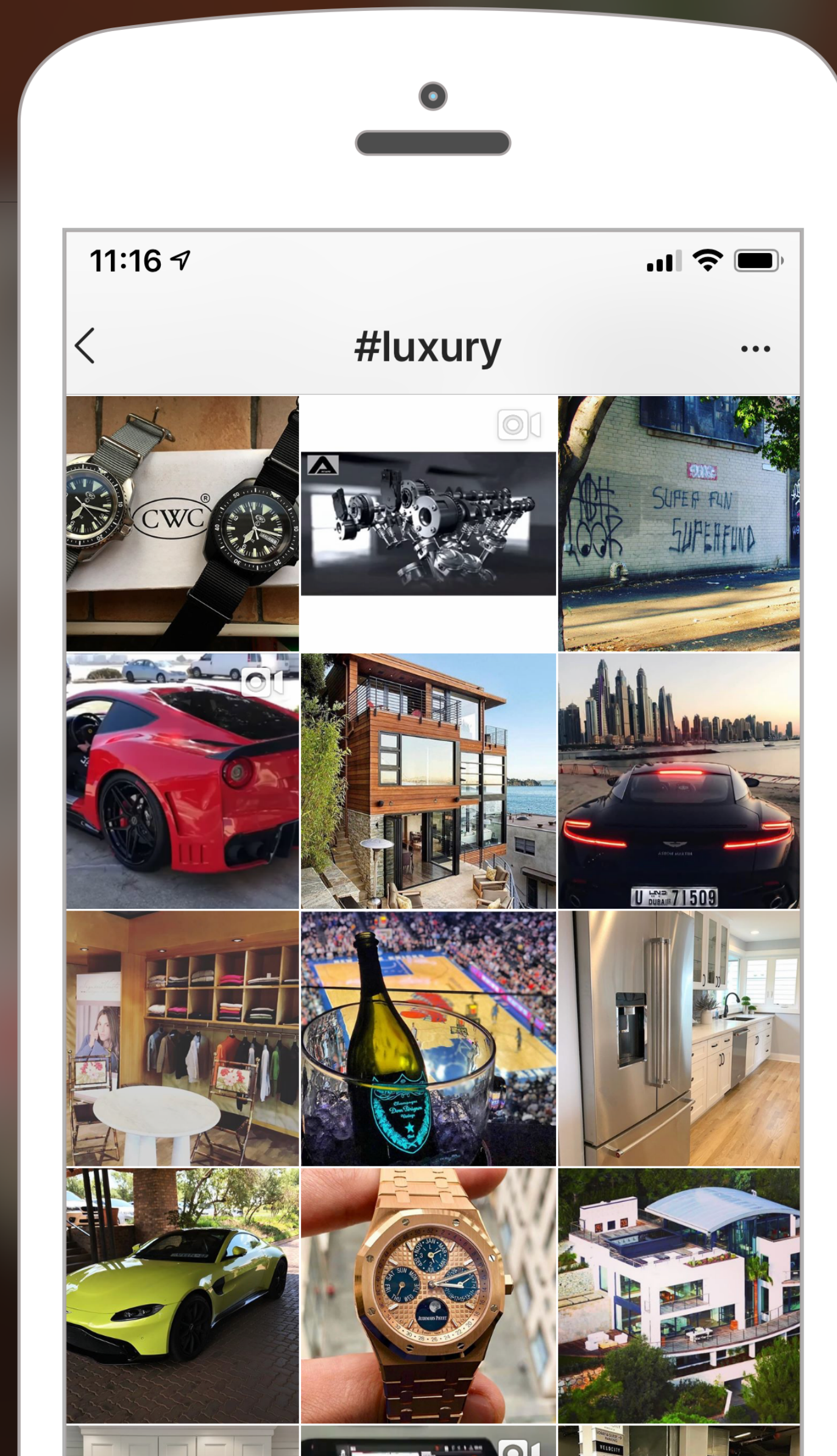
average person is exposed to
10,000+ Ad
I'm filtering out everything that isn't relevant to **ME**

Per day While consuming 265 pieces of
Messages
content
(and switching screens up to 21 times an hour)



Billions of Personalized Smartphones
No Two News Feeds are Exactly Alike

CONTENT & COMMUNITY

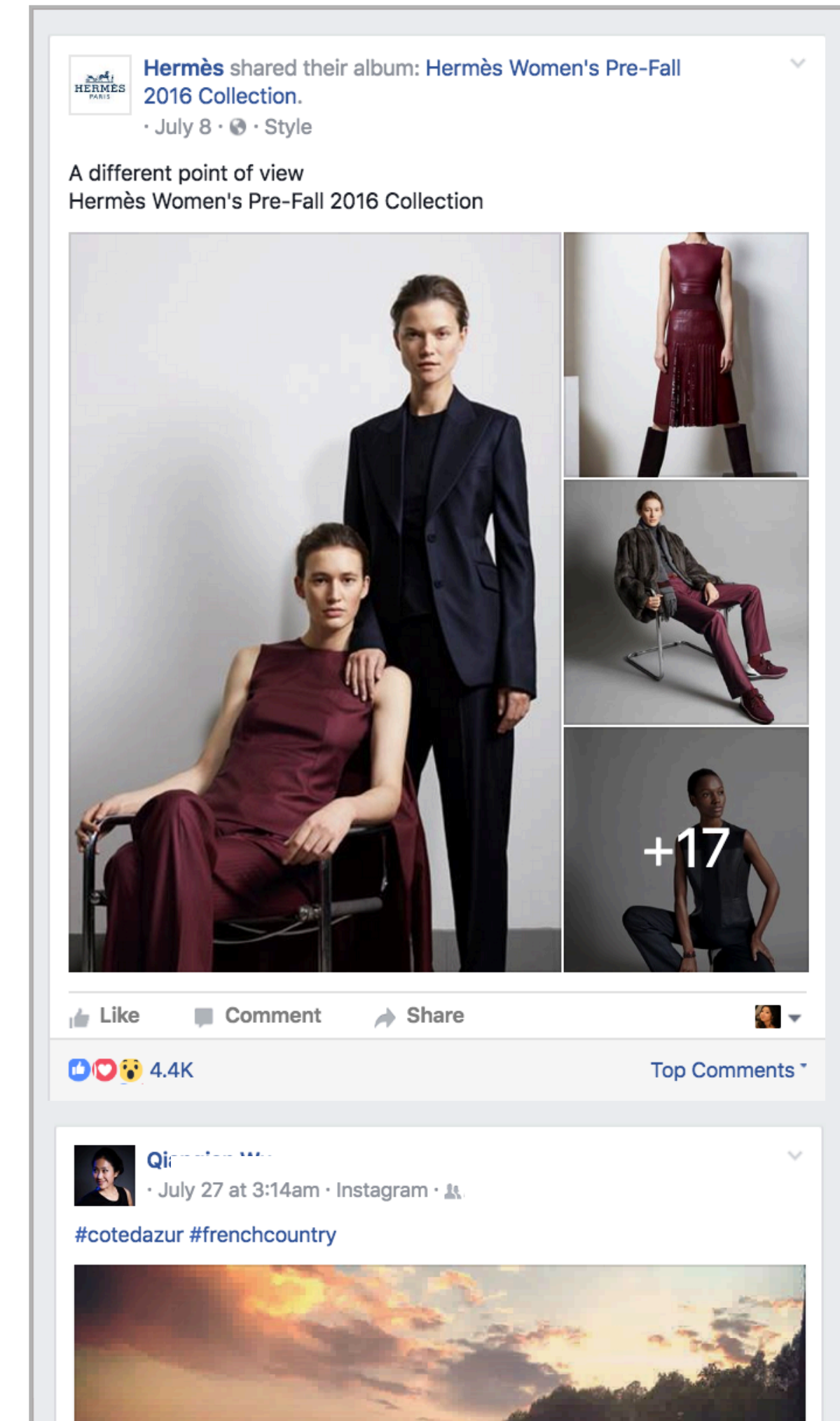


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facebook
f i g d o o e o

←
Meaningful
Connections
→

COMMERCE



58%

Visit a Brand's
website after seeing it
in Stories

31%

Have gone to the
store to buy it

Mansur Gavriel Success Story



To drive awareness and sales for its 2018 collection, Mansur Gavriel ran ads in Instagram Stories, Instagram feed and Facebook News Feed, driving 16.5X more clicks to the website compared to the previous year's show.

16.5X

More clicks to website compared to previous year's autumn/winter show

35%

Lower cost per thousand impressions with "ephemeral" creative content

1.27X

Return on ad spend for dynamic ads for broad audiences

12X

More people reached compared to the spring fashion show

"Instagram is the main platform for our New York Fashion Week show. Since our collection was "See Now Buy Now"—meaning that our audience could purchase pieces right away—we were able to drive both awareness and sales."

- SHIRA SUE CARMİ, PRESIDENT, MANSUR GAVRIEL

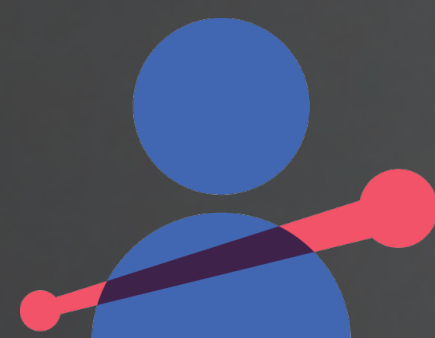
2 Virtual Connections

25% of consumers will abandon a business relationship if they feel personalization is lacking

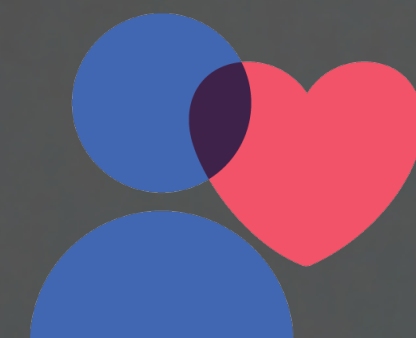
DEAR Mr KINKARD
I'm just writing to
thank you for your
great service,
work with you.



Instant

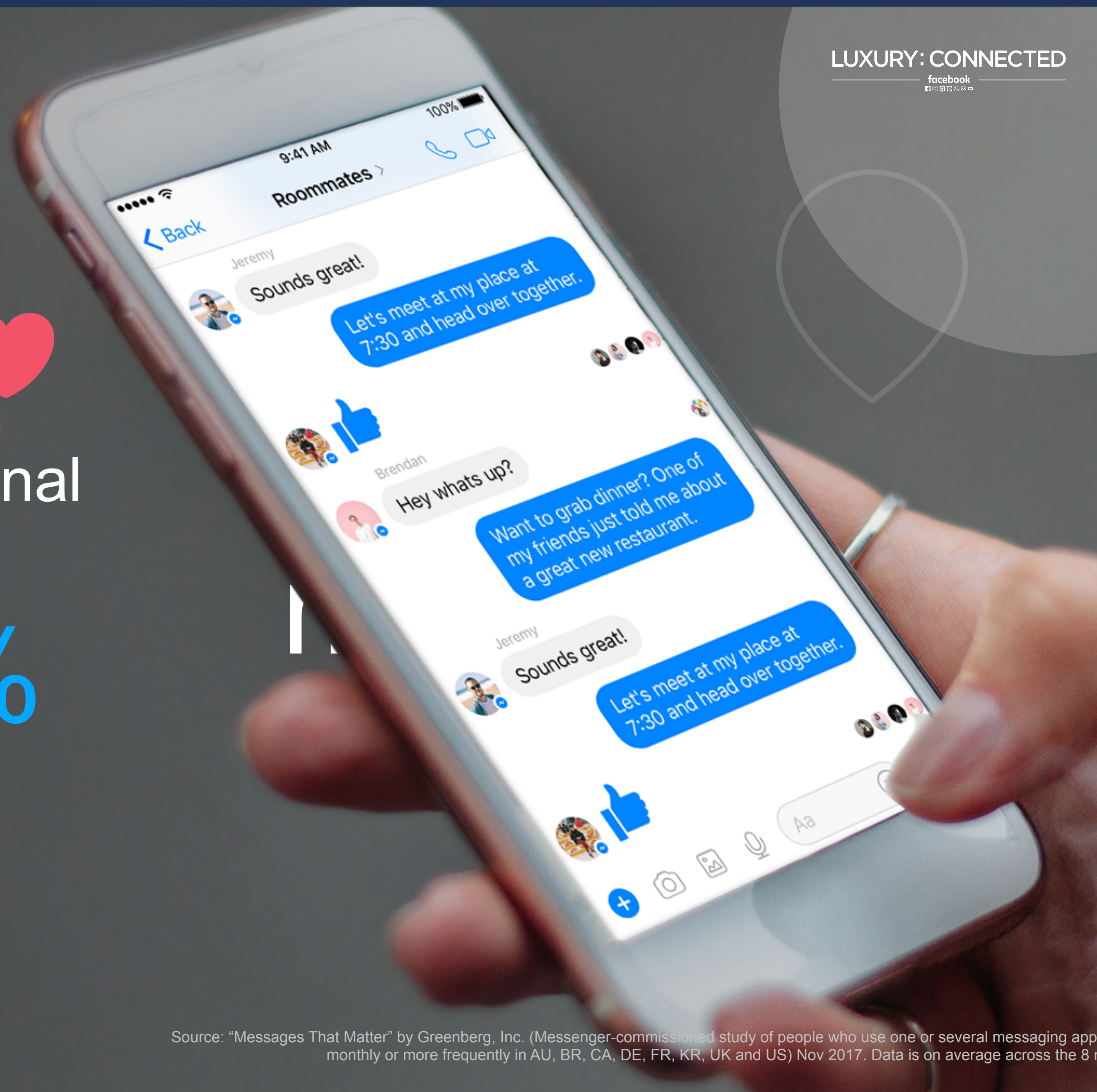


Direct



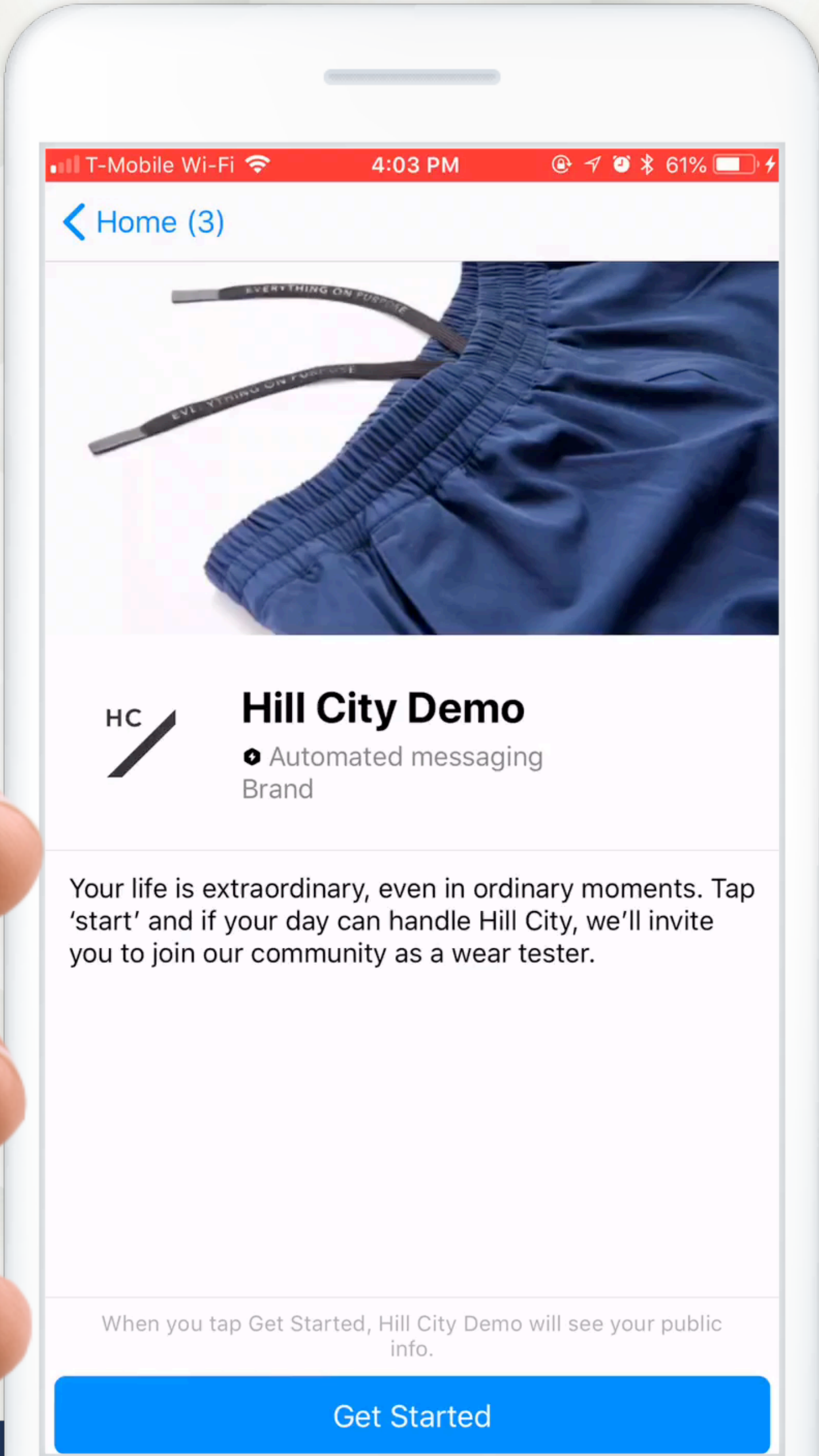
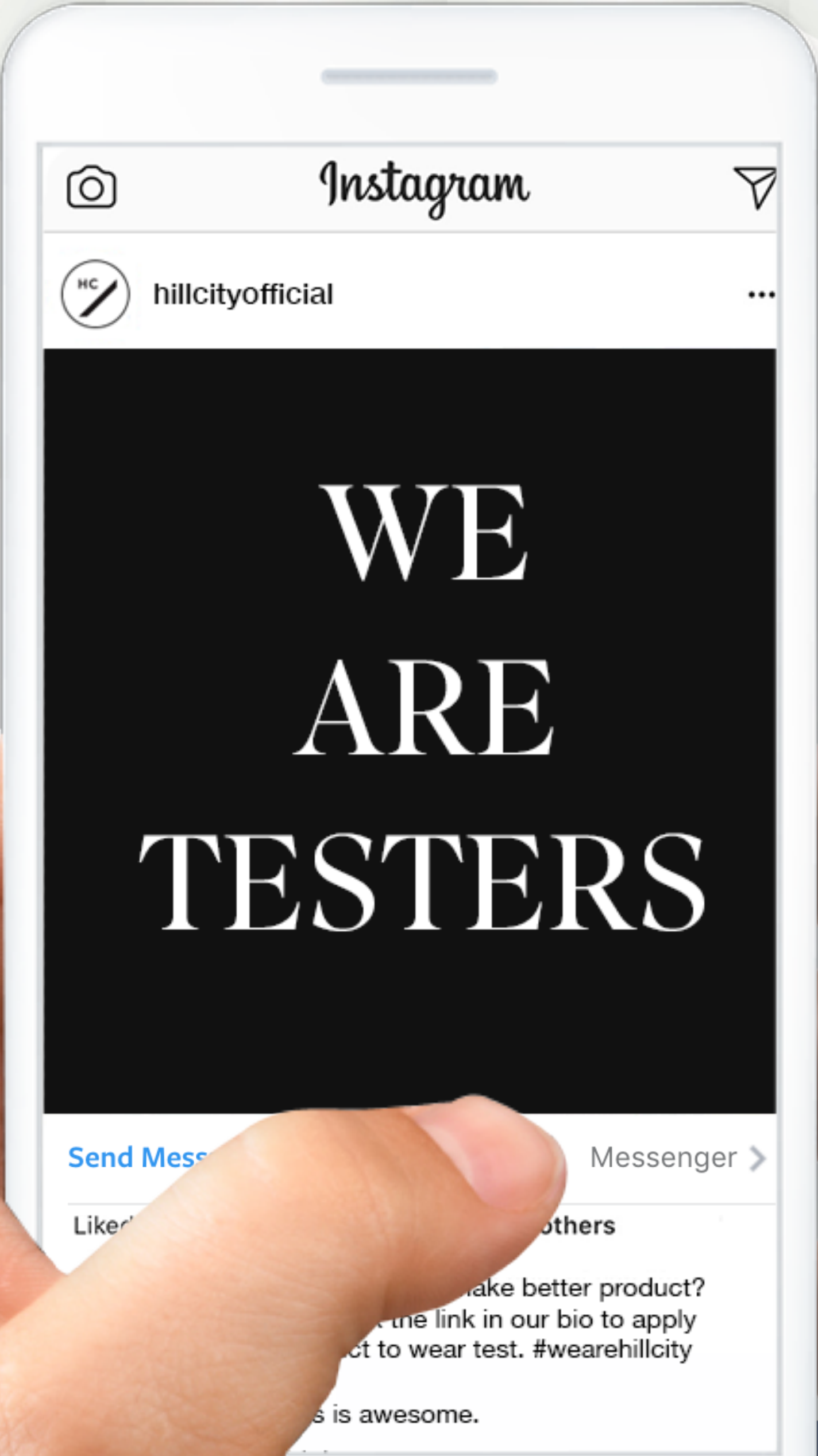
Personal

80% + 91%
of adults of teens



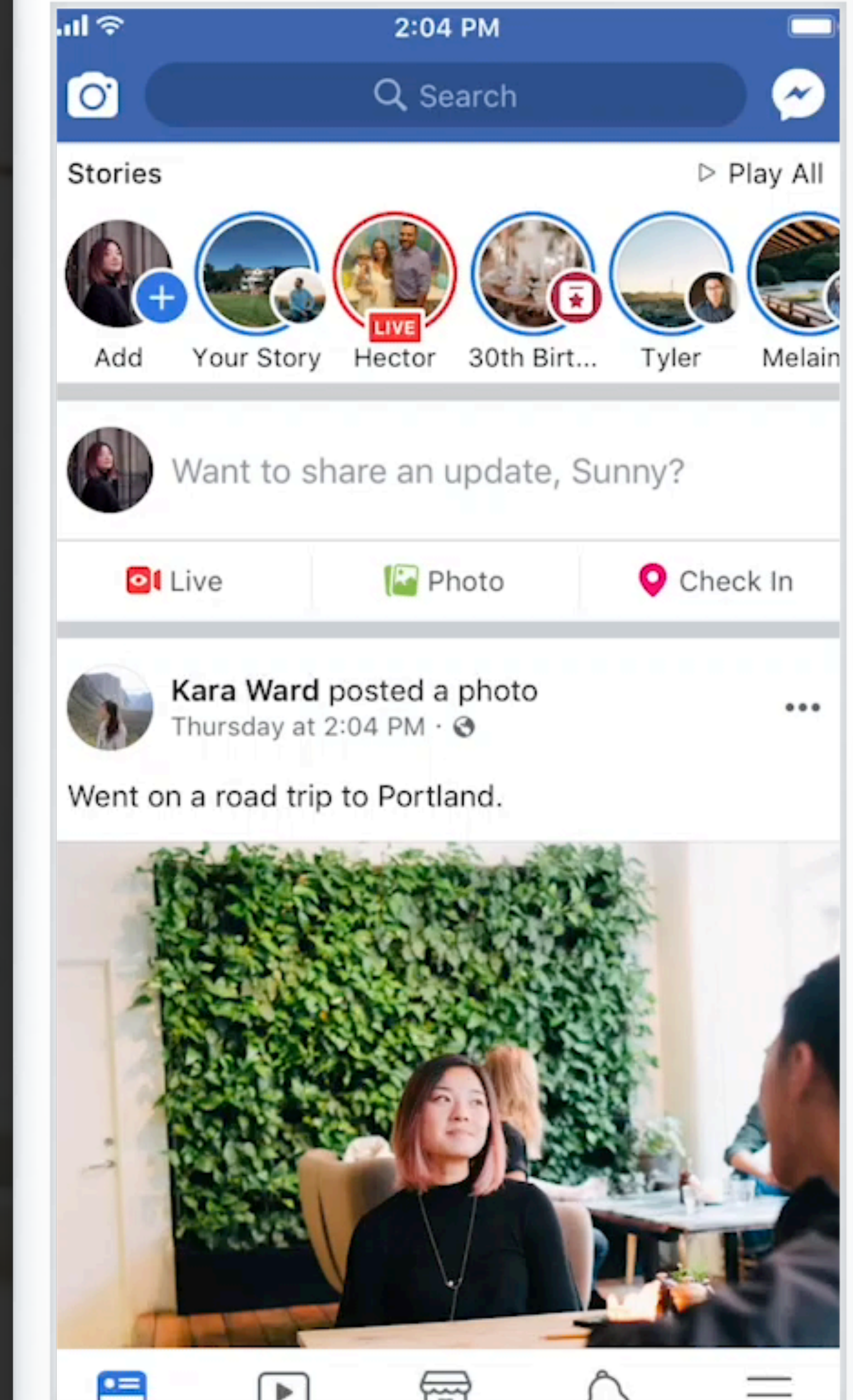
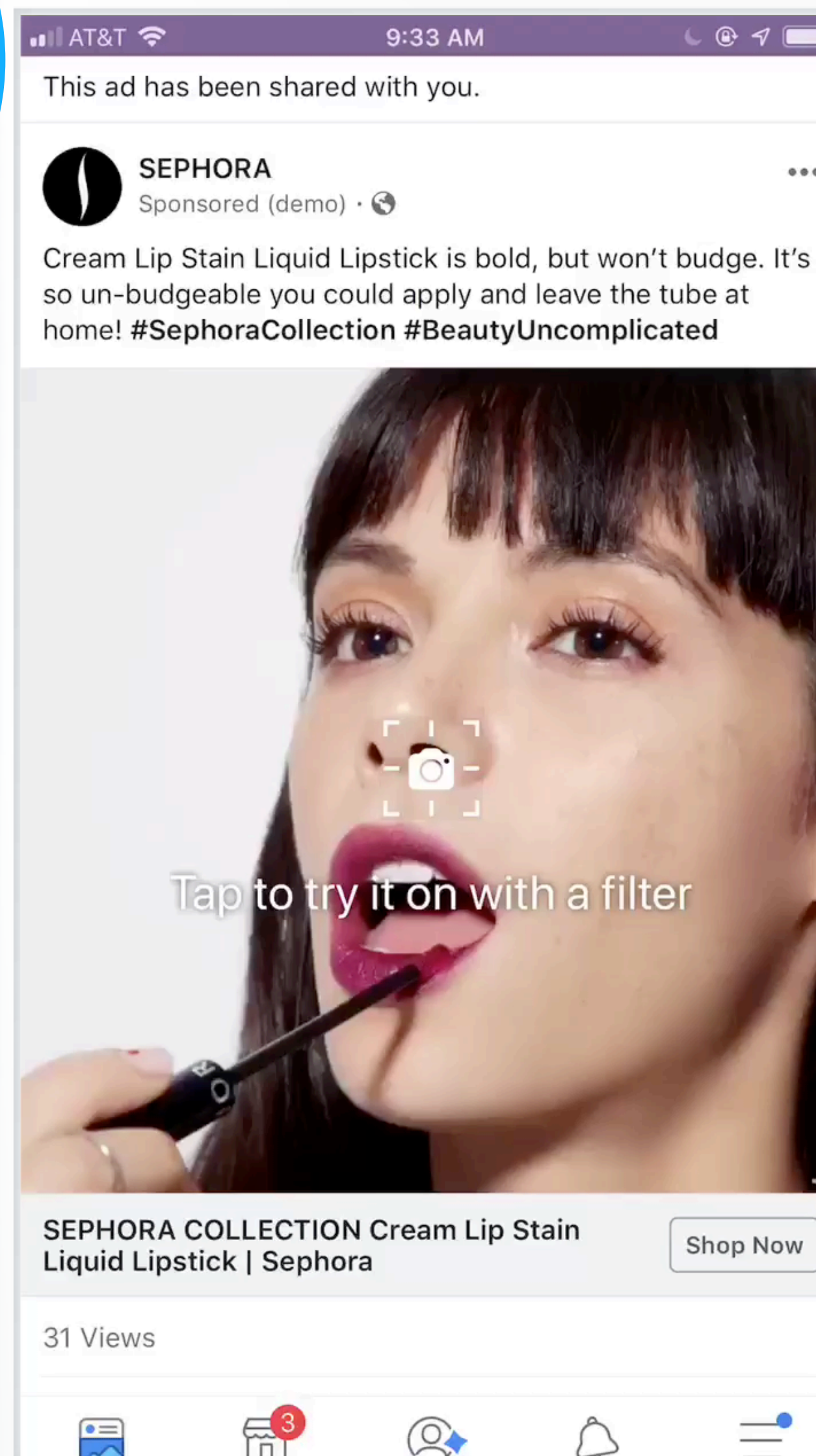
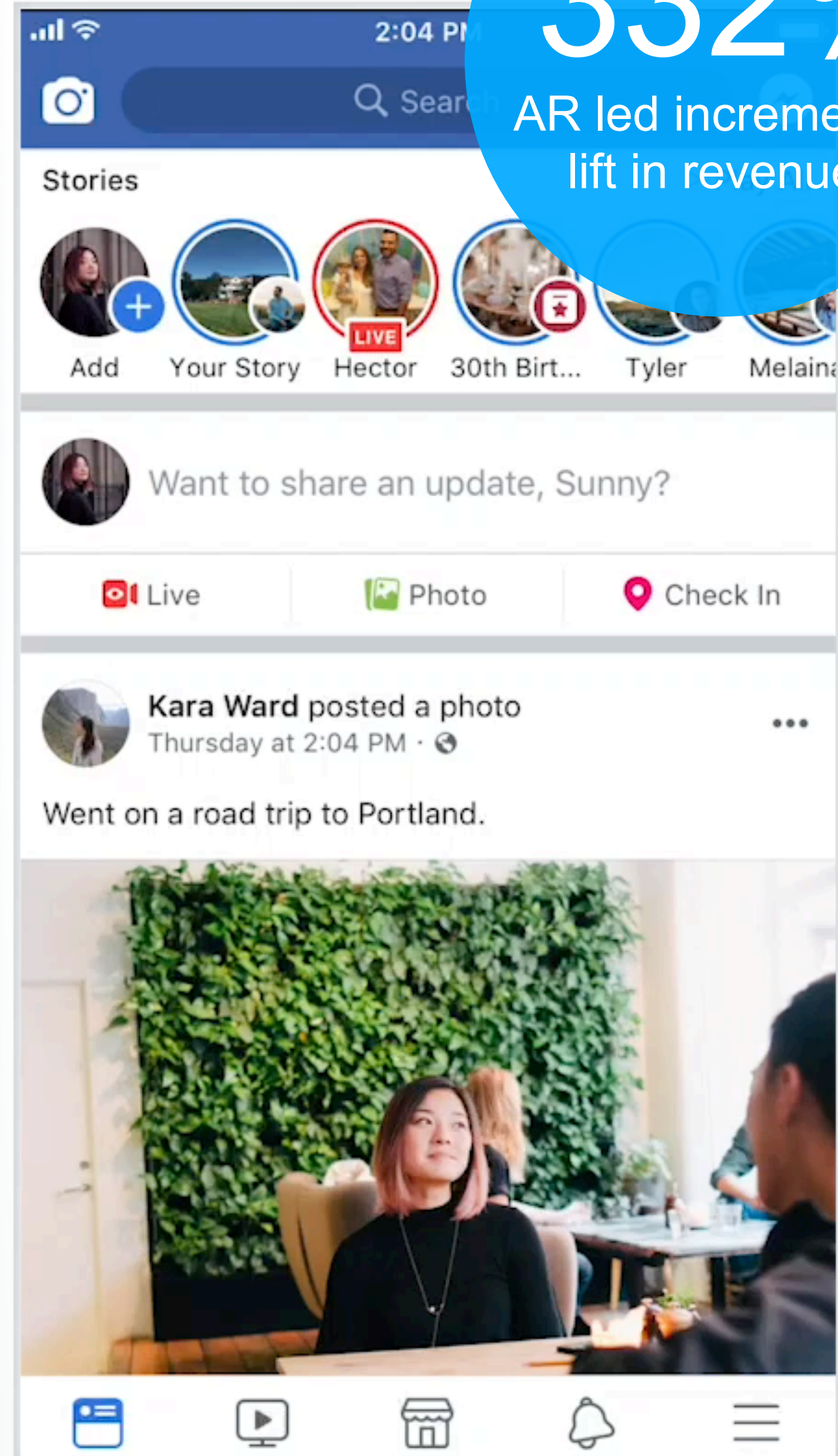
Messaging is becoming the new browser

If consumers can get something done over text, they will...



332%

AR led incremental
lift in revenue!





3

Customer-centric Marketing

New luxury consumers
pursue 8.1 average
touchpoints online & offline
before making a product
purchase

Your Luxury Customer

Online
Digital

Offline
Traditional

CHANNELS

Separate Marketing Dept
Social Teams
Digital Agencies
Email Lists
SEO, SEM
e-Comm Websites
DR-Driven Banners, Links,
Clicks, & Conversions

Official Marketing Department
Editorial Teams
PR and Creative Agencies
Product Development
Merchandising & Promotions
Co-Op and Shopper Marketing
Brand-Driven Television, Print,
OOH, and Sponsorships

Online
Digital

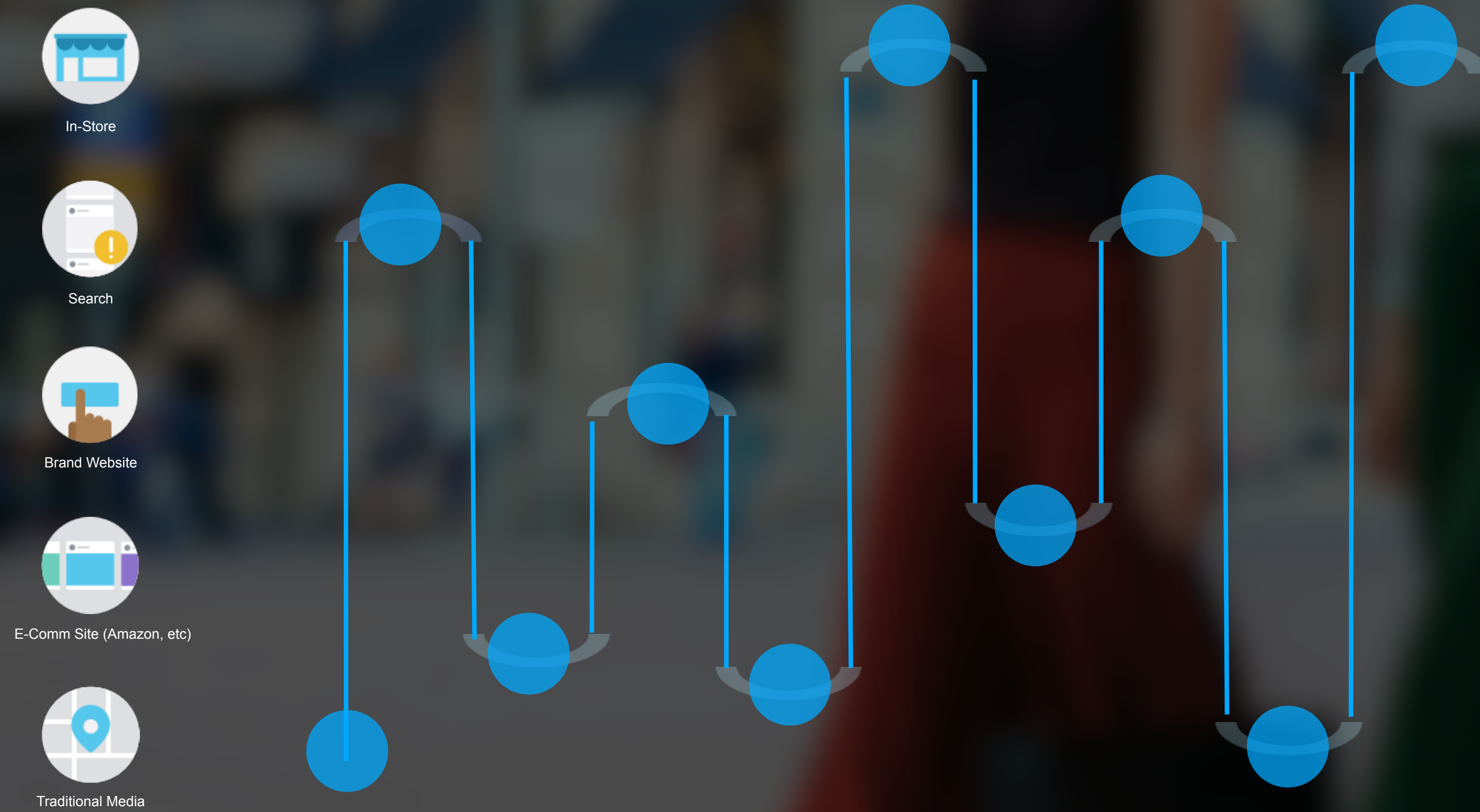
Offline
Traditional

CHANNELS



Luxury Path to Purchase

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Luxury Path to Purchase

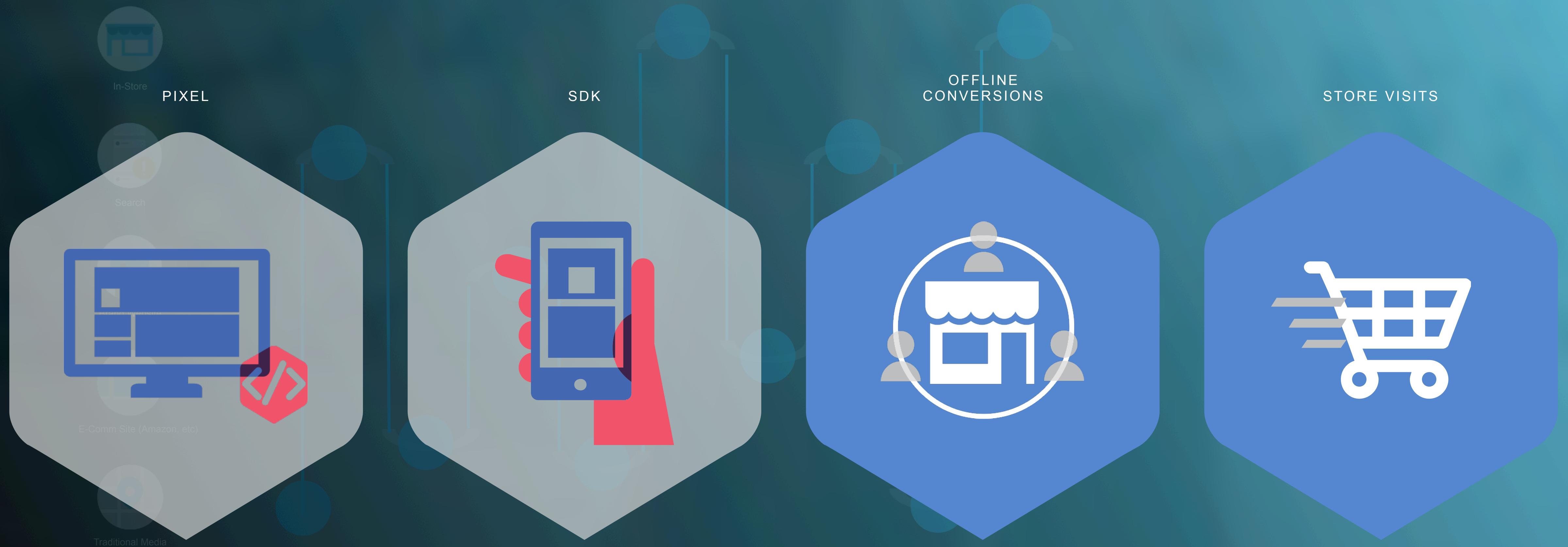
minutes per day the
average consumer is
on Facebook &
Instagram platform



Your Luxury Customer



Measure the impact of your ads wherever the conversion happens

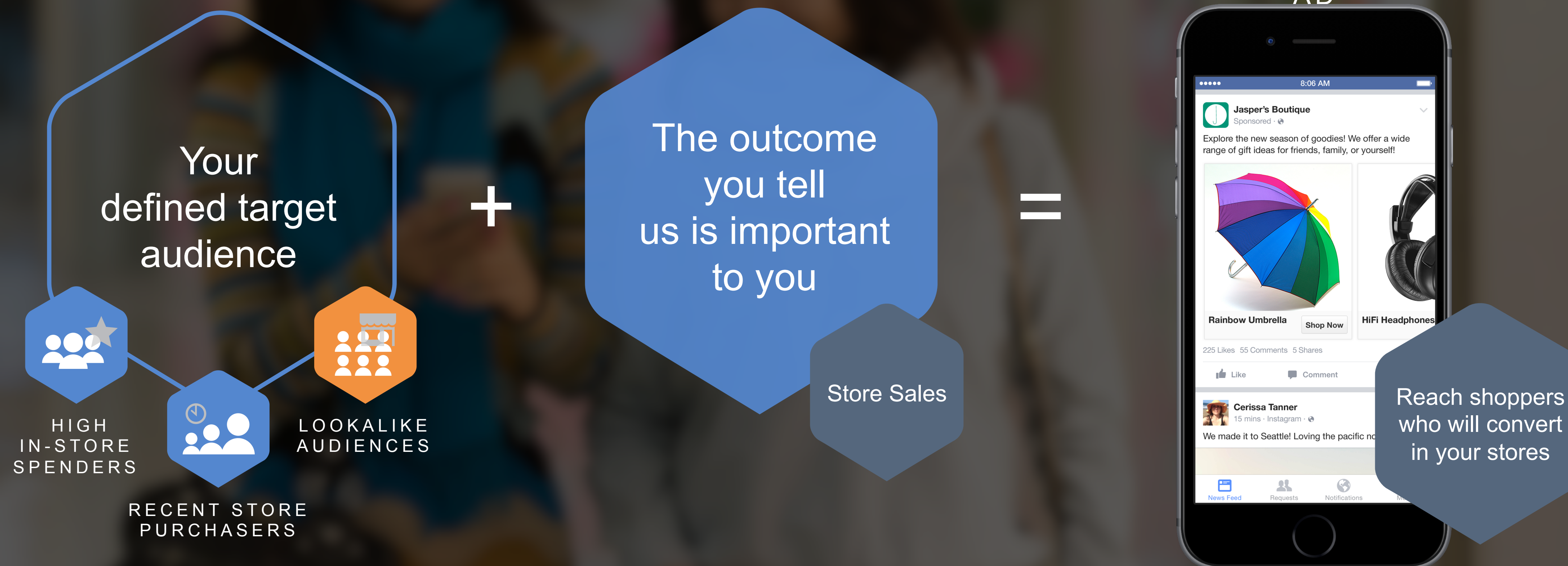


Offline data makes online ads work for stores

TARGETING

OPTIMIZATION GOAL

WHO WILL SEE YOUR
AD





56%

More vehicle
detail page
views with
Lookalike
Audiences

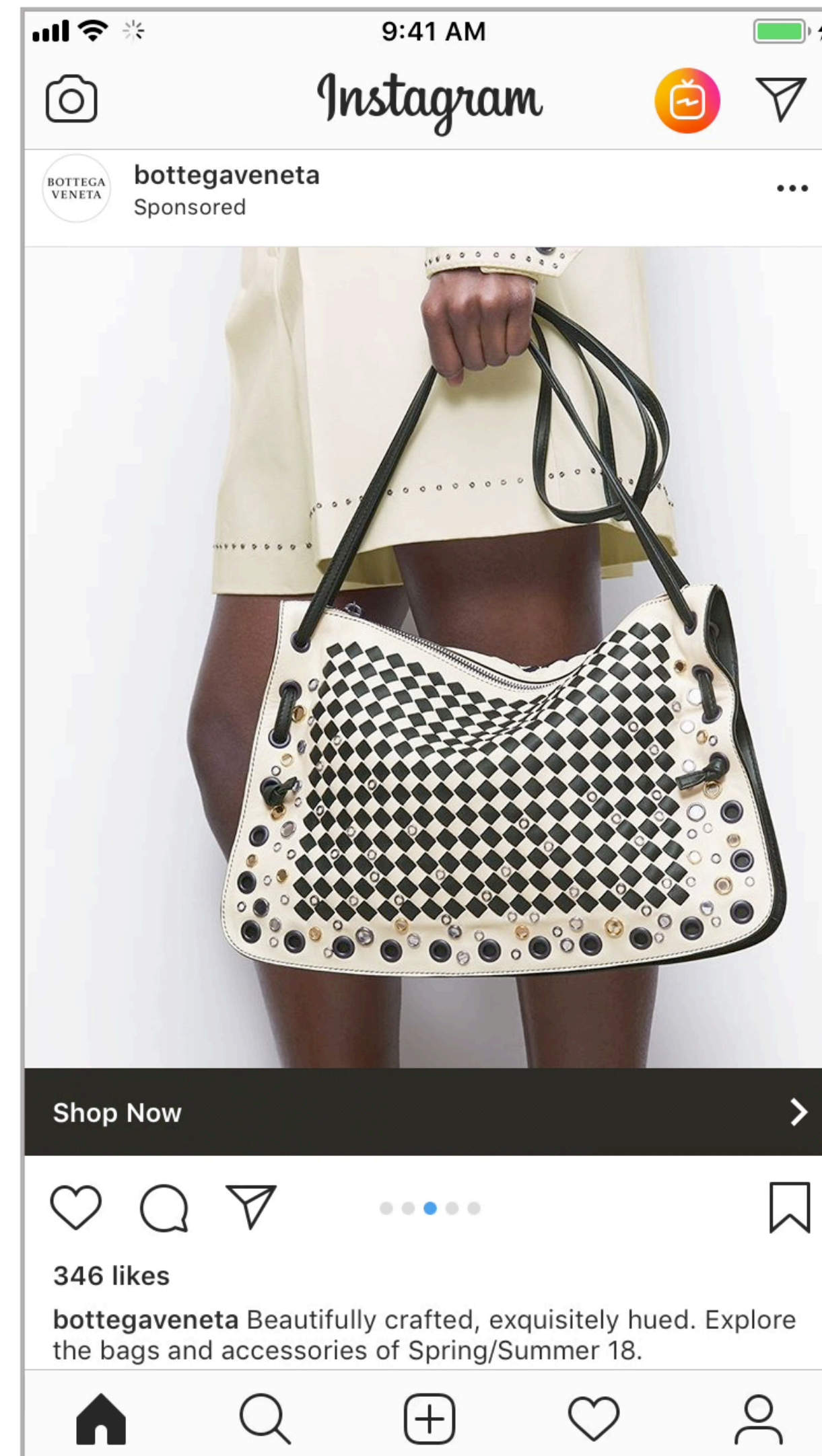


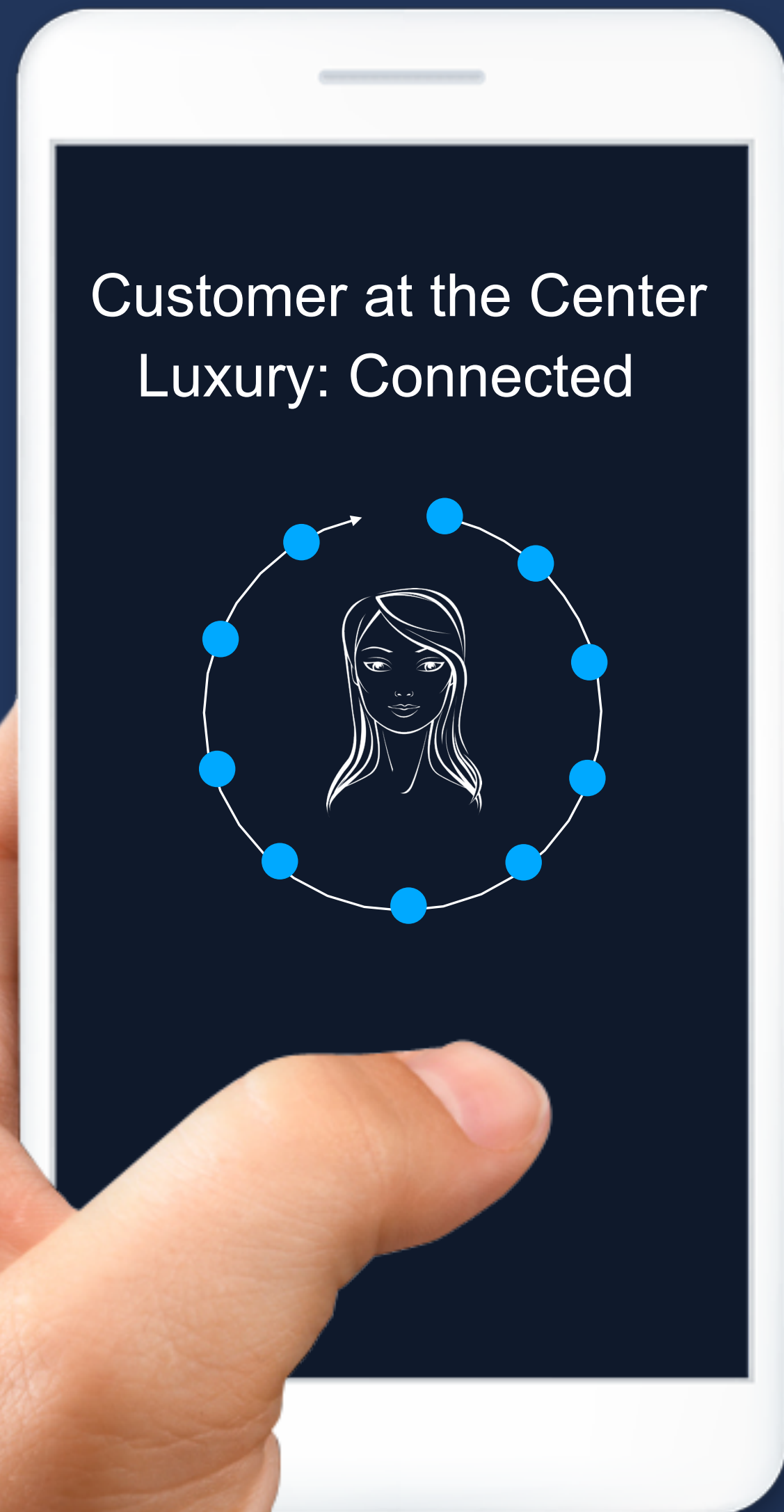
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BOTTEGA VENETA

68%

Incremental lift in
sales (online and
offline) with
Sequential and
Dynamic Ads





- 1 Breakthrough with intelligent targeting and relevant communication
- 2 Stay always on, always connected with 1:1 messaging services
- 3 Use Facebook mobile signals to connect the dots across all your marketing efforts

THANK YOU!