



**IL RUOLO DELLA
COMUNICAZIONE PER LA
SOCIETÀ DI DOMANI –
GENERARE VALORE E
CAMBIAMENTO CULTURALE**

Milano, 10 novembre 2017

MEASUREMENT: FUTURE IS TODAY

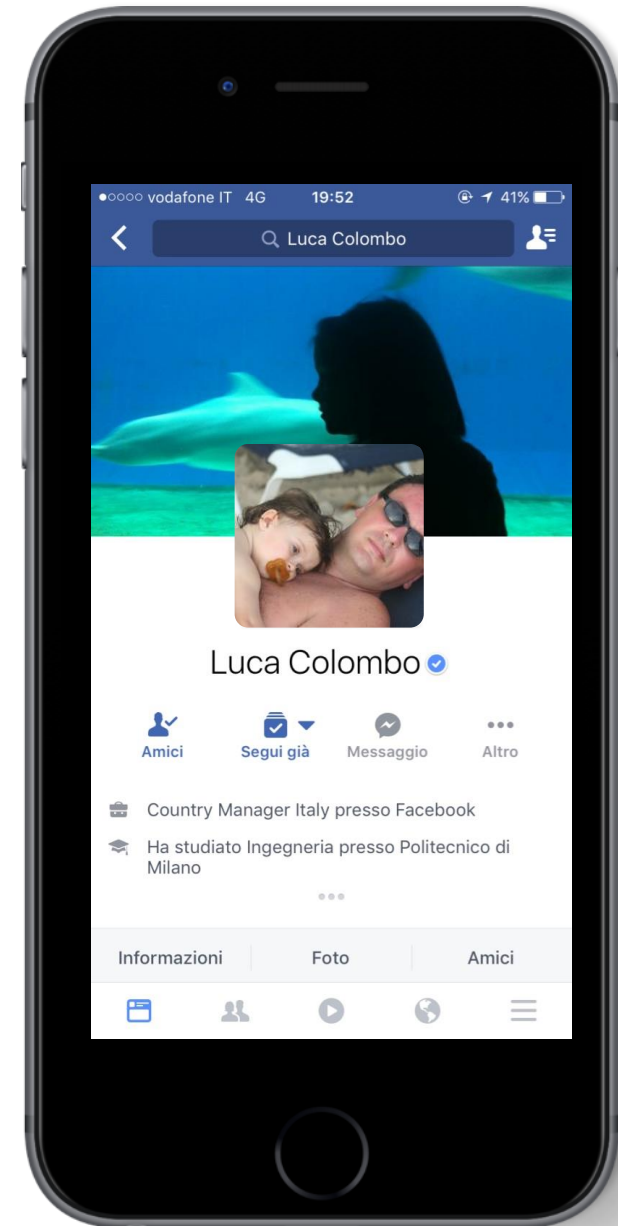
LUCA COLOMBO



Measurement: Future is Today

Luca Colombo

Country Director
Facebook & Instagram - Italy



WPP



The European House
Ambrosetti

Poor measurement misleads marketers

Cookies alone distort results

58%

Overstatement of reach¹

135%

Understatement of frequency¹

54%

Accuracy in broad age & gender targeting²

Metrics like clicks aren't a good proxy for results

90%

Of people who could buy your product don't click on your ads³

Models like last-click attribution can inaccurately value your touch points

22%

Of incremental revenue could be misattributed due to last-click models⁴

54%

could be misattributed when mobile spend is high⁴

People-based measurement helps you understand and grow your business, today and tomorrow



Use People-Based Data



Measure Metrics That Matter



Compare Across Everything

The majority of
the world will be
connected to
the internet

Over half the
connected world
will be making
purchases online

Over 75% of
the world's mobile
data traffic will be
video

85% of customer
interactions could
take place without
a human

BY
2020

A man in a brown trench coat is looking down at his smartphone. The background is a blurred outdoor setting with a railing and some greenery. The text is overlaid in white on a dark semi-transparent background.

How People-Based
Measurement impacts
your business?



Convenient Commerce



Good experiences will become
“invisible”— and bad ones
will drive people to abandon cart ...

More than

1 in 3

US shoppers surveyed
would like to shop on their
smartphone more

But

1 in 2

says poor navigation
or slow page load times
are a barrier

And

40%

of mobile website visitors
abandon a site at 3 seconds
of delay

**BECAUSE MOBILE SHOPPERS DEMAND
MORE**

ASK FOR SMOOTHER CHECKOUT

90%

of Frequent Mobile Shoppers surveyed in the US say a smooth checkout experience would motivate them to buy again from the same provider

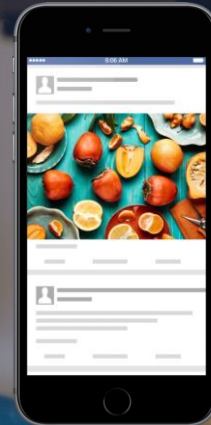


2

People (Move **FASTER**) on Mobile

- In News Feed, people consume a given piece of content faster on mobile than on a computer

TL;DR



41%
faster



People can recall
content on News
Feed after seeing it
for just

0.25s

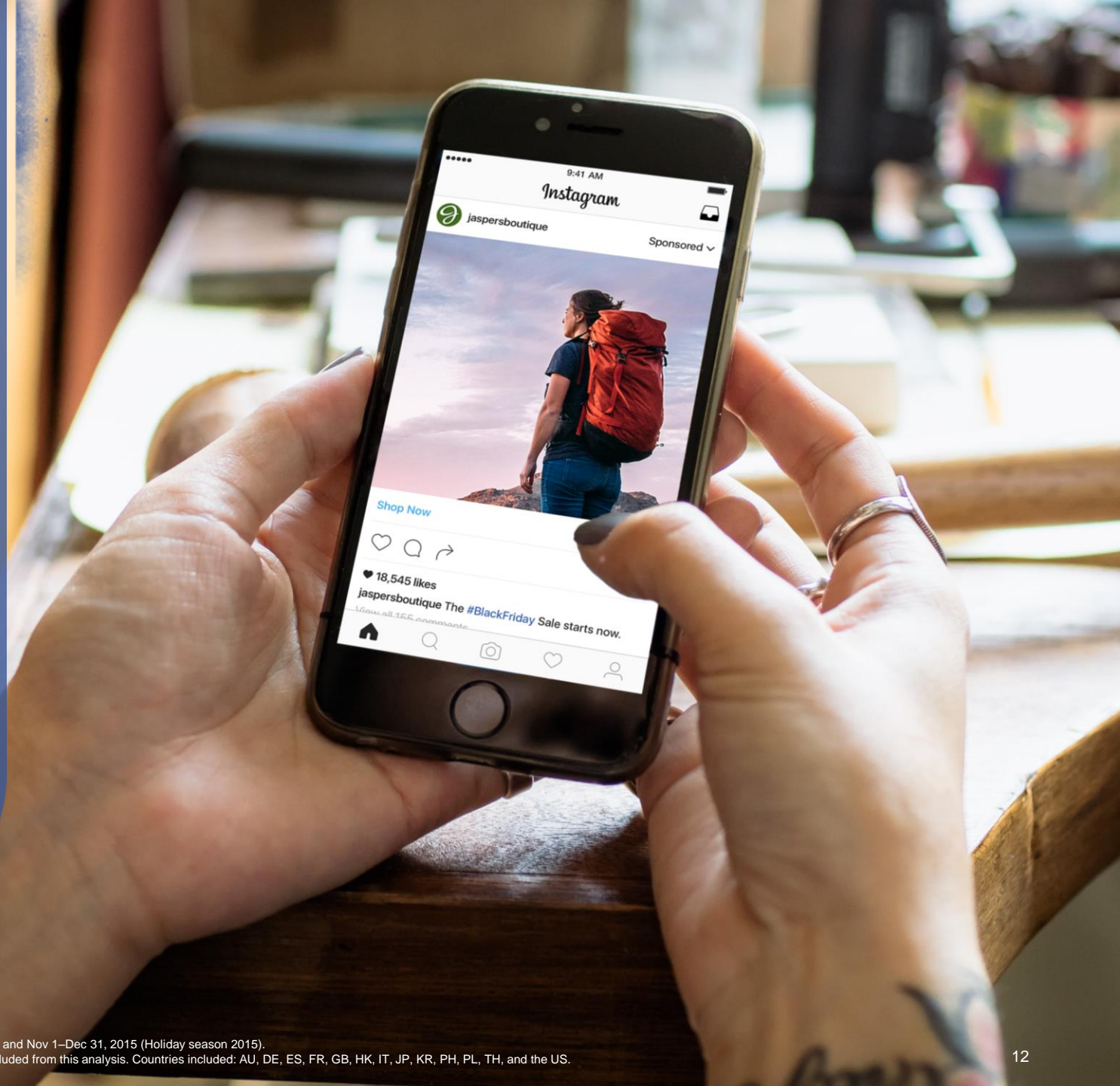
During the 2016
Holiday season,
Facebook saw, globally,
more conversions on
mobile than on
computers

53%

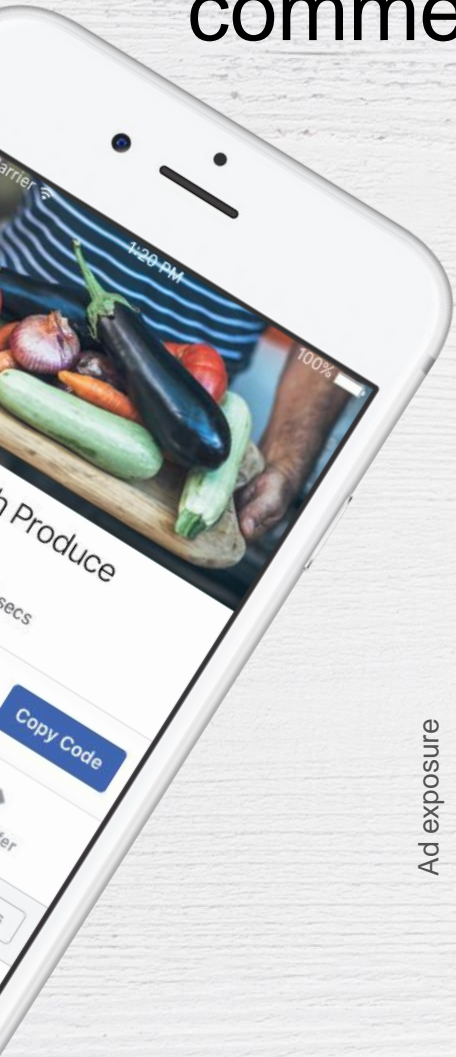
Mobile

45%

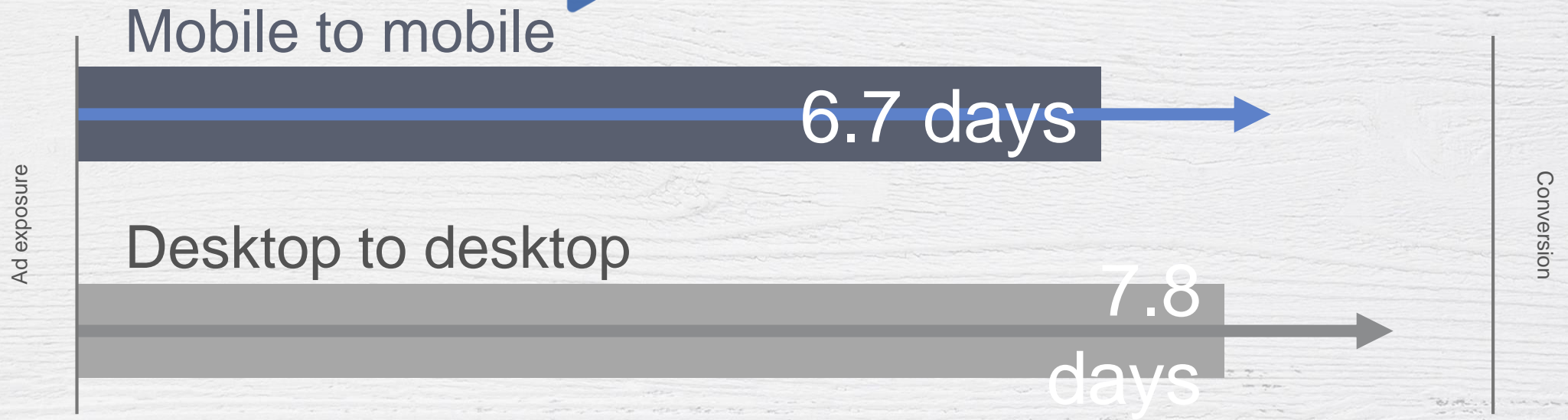
Computer



Mobile is accelerating the shopping journey for retail and e-commerce



13%
faster



3

Very Personal Assistance



Virtually there already

Some of the ways people surveyed would like to try VR

TRAVEL



67%

checking out destinations and hotels

RETAIL / CPG



59%

trying on clothes or makeup

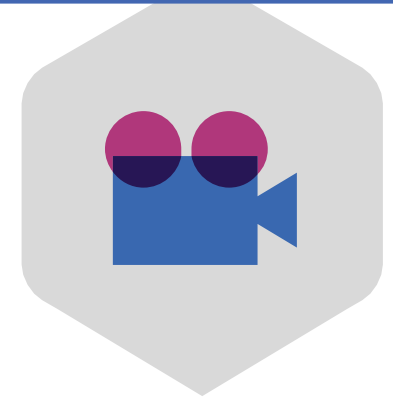
AUTOMOTIVE



51%

taking a car for a test drive

ENTERTAINMENT



51%

attending concerts or other events

Personalization is an expectation



Among travelers, nearly

1 in 2

agree that personalized ads save them time and effort¹



Among North Americans, more than

3 in 4

have chosen, recommended or paid more for a brand that provides a personalized service or experience²



Among people in North America and Europe, nearly

1 in 2

would stop doing business with a brand that repeatedly delivers a poor, impersonal or frustrating experience³

Facebook IQ Sources: 1. "Digital Travel Research Journey" by GfK (Facebook-commissioned survey of 2,400 people in the US ages 18–64 who had booked a business or leisure trip in the previous three months, Nov 2015–May 2016.

2. "Top Tech Investments For Retailers" by Forrester, May 2017. 3. "The Customer in Context" by The CMO Council, Jul 2017.

SUMMARY

People-Based Measurement

Mobile Moves Fast

Personalization is an
Expectation

Good XP will become
«invisible»