

ZERO FRICTION

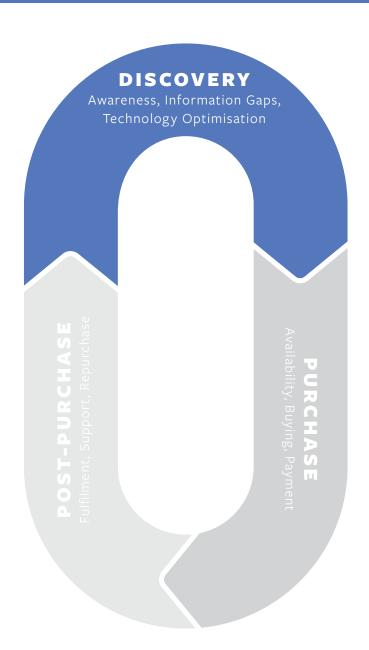
SOLUTIONS GUIDE

BY FACEBOOK IQ

DISCOVERY Awareness, Information Gaps, Technology Optimisation PURCHASE Availability, Buying, Payment 0

ZERO FRICTION FUTURE NOW

Today's consumers want everything now, making every step or delay a chance for them to abandon their journeys. This is friction, a problem that costs APAC over US\$325 billion¹ every year. For your business to thrive in the future, you need to take action today. Discover our solutions to common areas of friction, and start building a Zero Friction Future with Facebook.



DISCOVERY

Discovery is the first phase of your consumer journey. It's where people are beginning to take notice and be aware of your brand, product or service.

FRICTION IN DISCOVERY

In this phase, friction occurs when people have to make an effort to discover your brand or offerings. Discovery friction points fall under three categories: Awareness, Information Gaps and Technology Optimisation.

AWARENESS **FRICTION**

When people face problems or inconveniences in the process of discovering your brand, product or service.

COMMON FRICTION POINTS



Prospect doesn't know your brand, product or service exists



Irrelevant offers/ads



Too much time spent searching

ZERO FRICTION SOLUTIONS

Build awareness for your brand, product or service by serving more personalised, relevant ads to the right people.

FACEBOOK PIXEL AND SDK

Set up your Facebook Pixel and SDK to deliver more relevant ads to people based on their past actions, or the actions of those similar to them.

DYNAMIC ADS

Automatically show personalised product recommendations to people who have shown interest in your business.

FACEBOOK MARKETING PARTNER SOLUTIONS

ADNAV SMART AI by SHUTTLEROCK

Predict ad fatigue and auto-refresh your creatives based on ad performance with Shuttlerock's AdNav Al technology.

AUTOMATED ADS & DYNAMIC RETARGETING

by SMARTLY

Automatically create and serve ads based on people's preferences and behaviours. Even targeting can be automated, using data from your feed.

Visit <u>fb.me/fmpsolutions</u> for a complete directory of Facebook Marketing Partners.



of customers expect companies to anticipate their needs and make relevant suggestions before customer contact.



INFORMATION GAPS FRICTION

When there is an absence of information sources or services that are essential for prospective buyers to consider your brand, product or service.

COMMON FRICTION POINTS



Too much/too little information



Difficult to compare product/price



Can't chat or ask for help

ZERO FRICTION SOLUTIONS

Bridge information gaps by providing relevant information and connecting directly with customers.

CANVAS ADS

Give people a clear understanding of your brand, product or service with a fast-loading, full-screen mobile experience.

COLLECTION ADS

Showcase multiple products or features and make it easier for people to discover and browse, without even leaving the ad.

MESSENGER FOR BUSINESS

Connect directly with your customers to make suggestions, encourage purchase and offer support.

Top reasons cited by consumers for not converting on mobile:



20%

Can't browse multiple screens/compare



20%
Cannot see product details

TECHNOLOGY OPTIMISATION FRICTION

When there are basic technical issues at key points in the consumer journey, such as entering a store, website or mobile app.

COMMON FRICTION POINTS



Ads not linking correctly



Registration/form filling



Loading time too long



Content not optimised for all platforms

ZERO FRICTION SOLUTIONS

Create a seamless online experience with these tools.

CAROUSEL ADS

Prevent inaccurate links by showcasing multiple products or services, each with its own link.

LEAD ADS

Make it faster and easier for people to express interest in your brand with pre-filled contact information, and get more leads with less effort. Lead ads are also mobile-optimised and privacy-safe.

SHOPPING ON INSTAGRAM

Currently available in Australia, Japan and Korea. Available soon in other countries.

Give people fast, accurate access to pricing and product details by tagging your products on Instagram.

FACEBOOK LOGIN

Help people reduce time and effort to register to a website or app in a secure, fast and convenient way.

FACEBOOK MARKETING PARTNER SOLUTIONS

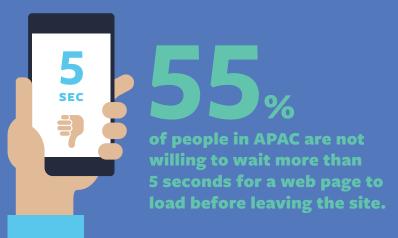
LEAD ADS WITH OFFLINE CRM BY DELTAX

An integration tool that lets you give consumers quick support after they've submitted their details.

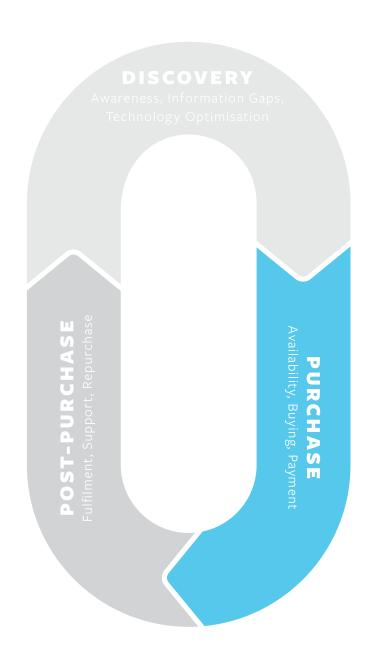
MULTI-CHANNEL ADS BY 4C

Optimise your content across TV, social, video and mobile to deliver the right message at the right time.

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Source: Limelight Networks,
"The State of the User Experience 2017", 2017



PURCHASE

The purchase phase begins from the moment potential buyers have decided on what they want, until the time payment is made.

FRICTION IN PURCHASE

Every step or delay in your purchase process that hinders people from getting what they want is friction. Friction points in this phase are divided into three segments: Availability, Buying and Payment.

AVAILABILITY **FRICTION**

When buyers are expected to make extra effort to find the brand product or service they want.

COMMON FRICTION POINTS



Don't know where to buy



Store too far away



Item out of stock

ZERO FRICTION SOLUTIONS

Always display the latest information on product availability and stores with these Facebook tools:

DYNAMIC ADS

Automatically deliver ads with the latest information on pricing and product availability.

STORE VISITS OBJECTIVE

Show ads to people who are most likely to make an in-store purchase.



41%

of digital shoppers say they are frustrated when products they saw online are unavailable in-store. **PURCHASE**BUYING

BUYING FRICTION

When any extra effort, wasted time or hidden costs are encountered in the process of ordering a product or service

COMMON FRICTION POINTS



Too many steps to complete purchase



Transaction/browsing history not stored



Buyer has to cross devices, channels locations or pages for transaction

ZERO FRICTION SOLUTIONS

Make it quicker and easier for people to buy

COLLECTION ADS

Let people browse multiple products and features, even before entering your web store. Tapping on a product leads them directly to the product page for easy checkout.

SHOPPING ON INSTAGRAM

Currently available in Australia, Japan and Korea. Available soon in other countries.

Tag your products on Instagram to instantly display pricing and product details. A 'Shop Now' CTA leads them directly to the product page for easy checkout.

FACEBOOOK PIXEL AND SDK

Set up your Facebook Pixel and SDK to deliver more relevant ads to people who have shown purchase intent.

Simple order process is an important factor that

40%

of APAC digital buyers consider before shopping.



Source: GfK, "Shopping Monitor", Oct 2016

PAYMENT FRICTION

When people aren't able to make their payment immediately or seamlessly.

COMMON FRICTION POINTS



Limited payment option



Checkout not mobile optimised



Limited trust for online payments

ZERO FRICTION SOLUTIONS

Give customers more flexibility with more ways to pay

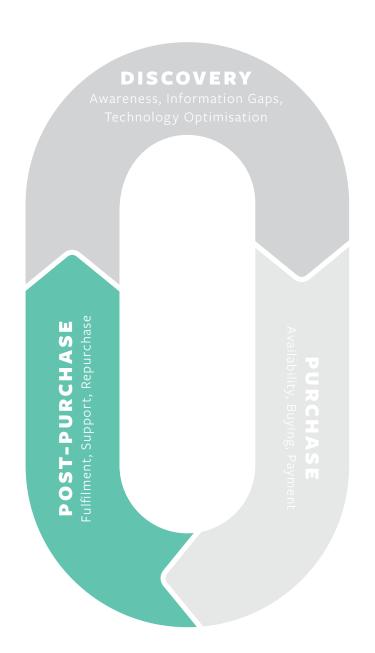
CASH ON DELIVERY CTA

Available in India, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

Let people know you accept Cash On Delivery as a payment option in your ads.

say they're likely to switch brands if the company doesn't provide an easy checkout process.





POST-PURCHASE

The final phase of the consumer journey, post-purchase covers all the touchpoints after checkout, from delivery to repurchase.

FRICTION IN POST-PURCHASE

In this phase, friction refers to any pain point that people experience after a purchase has been made. post-purchase friction points can be classified under Fulfilment, Support and Repurchase.

FULFILMENT FRICTION

When the actual product, service or delivery is not up to expectations.

COMMON FRICTION POINTS



Slow delivery



Actual item differs from order



Unexpected usage costs



Long collection queue/poor order tracking

ZERO FRICTION SOLUTIONS

Improve your post-purchase experience with these tips:

- Make sure that what's displayed on your ad or listing accurately represents your product or service
- Ship your goods on time, preferably with tracking information
- Honour any return and exchange policies advertised on your website

Most attractive benefits according to consumers:

Free return shipping %

Package tracking



SUPPORT FRICTION

When there is no adequate customer support or feedback channel post-purchase.

COMMON FRICTION POINTS



Poor returns/redressal process



No channel for feedbac



Customer support delays



Support only accessible through limited channels

ZERO FRICTION SOLUTIONS

Use these tools to provide better customer support

MESSENGER FOR BUSINESS

Connect directly with your customers to offer support and gather feedback.

WHATSAPP FOR BUSINESS

Get in touch with your customers easily with tools to help you automate, sort and respond in an instant.

FACEBOOK MARKETING PARTNER SOLUTIONS

SOCIAL MEDIA MONITORING TOOLS BY HOOTSHITE

A range of tools to help you monitor topics online and be more responsive across your online channels.

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89%

of those surveyed expected a brand to respond to them within 24 hours. Yet surprisingly, 56.6% of businesses still can't be contacted by social media. POST-PURCHASE REPURCHASE

REPURCHASE FRICTION

When there is a lack of communication with the customer once the product or service has been fulfilled.

COMMON FRICTION POINTS



No loyalty programme



No customer re-engagemen



No upgrade/upsell option

ZERO FRICTION SOLUTIONS

Drive re-engagement and repurchase with these tools.

DYNAMIC ADS: CROSS-SELL AND UPSELL CAMPAIGNS

Automatically recommend relevant items to your customers

FACEBOOK MARKETING PARTNER SOLUTIONS

UNIFIED SOCIAL COMMERCE MANAGEMENT BY PAGE 365

Re-engage existing customers based on their transaction history with this all-in-one platform.

ONLINE TO OFFLINE TRACKING BY DRIFTROCK

Connect your consumers' online and offline journeys to drive repurchase.

Visit **fb.me/fmpsolutions** for a complete directory of Facebook Marketing Partners.

of consumers expect companies to send them personalised offers





BUILD A ZERO FRICTION FUTURE NOW

The future belongs to businesses who remove friction for their customers. To find out more about our Zero Friction solutions, get in touch with your Facebook representative or explore the links below.

USEFUL LINKS

Learn more about Facebook Ad Formats **fb.me/adformats**

Find a Facebook Marketing Partner for your business fb.me/fmpsolutions

Discover powerful insights on Facebook IQ **facebook.com/iq**

Get the latest updates on Facebook **fb.me/new**

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