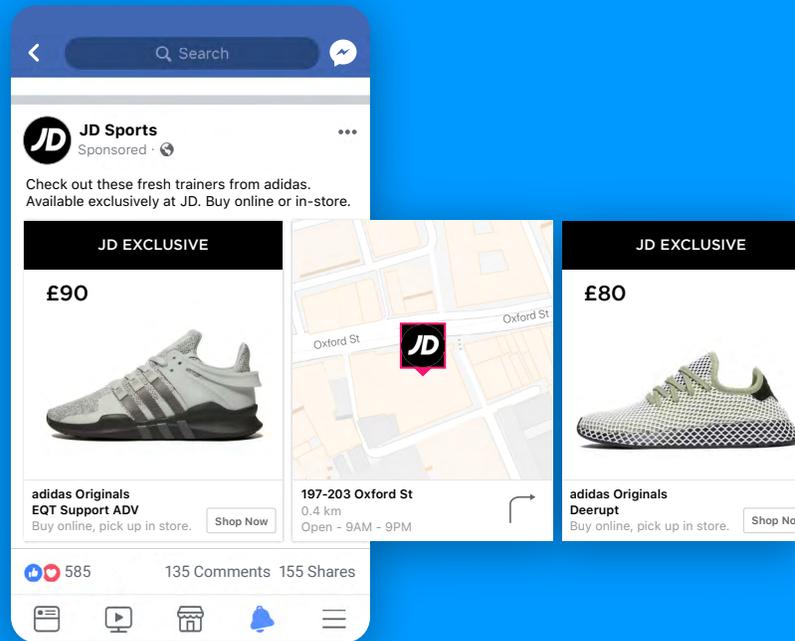


# Getting Started with Omnichannel on Facebook & Instagram



## WHAT IS AN "OFFLINE CONVERSION"?

For Facebook & Instagram, an **offline conversion** is any sale that cannot be tracked via a **website pixel or mobile app event**. An in-store sale, purchase via phone, or third party transaction are all examples of offline conversions.

## Why use Facebook to drive in-store sales?

### Your audience is on Facebook & Instagram.

Over [2 billion active users](#) on Facebook.  
Users spend [35 minutes](#) on Facebook daily.

### Customers still do the majority of their shopping in store.

[76% still prefer](#) shopping at a physical store.  
[73% use](#) multiple channels during their shopping journey.

### Facebook & Instagram have proven omnichannel success.\*

**27%** total in-store sales attributed to Facebook Ads

**31x** average omnichannel ROAS

**3x** average increase in scale

\*Based on 2018 StitcherAds data

# Why leverage in-store data for Facebook & Instagram?

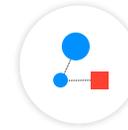
Knowledge is power. Understanding how your online spend is affecting offline results can help you make smarter marketing decisions. Through offline conversions, you'll be able to:



**Attribute in-store purchases** that happen as a result of your Facebook ads.



**Take action on omnichannel insights** with data-driven campaign optimization, leveraging online, mobile, and in-store data to drive sales across all channels.



**Personalize Facebook & Instagram ads** to drive an incremental lift in omnichannel sales.

## What is omnichannel campaign optimization?



### AUDIENCE OPTIMIZATION

Target customers with the highest online and in-store lifetime value, or lookalikes.



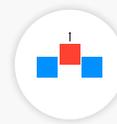
### CREATIVE OPTIMIZATION

Utilize omnichannel ad formats and dynamic templates to give customers online and in-store options for purchase.



### LOCATION OPTIMIZATION

Target sales by location and get local (city, region, zip, etc.) performance insights to inform campaign strategy.



### PRODUCT OPTIMIZATION

Showcase best-selling products or items frequently purchased together for a user's specific region or store location.



**StitcherAds uses all four optimization types to create a personalized, omnichannel ad experience for your customers to drive all-channel revenue.**

## OMNICHANNEL CAMPAIGN BEST PRACTICES

1. **Create** an offline event set and apply to all ad accounts
2. **Optimize** for both store sales (SSO) and online sales (oCPM)
3. **Segment** products based on regional buying behavior
4. **Apply** radius targeting to store locations
5. **Target** lookalike audiences of online and in-store customers
6. **Personalize** ads based on location, intent, and buying behavior
7. **Display** nearest store, directions, distance, hours, etc. in creative
8. **Promote** online and in-store best-selling, trending, and seasonal products
9. **Include** both online and in-store CTAs
10. **Attribute** on a minimum 7 day window

The image shows a Facebook ad interface for Saks Fifth Avenue. The ad is titled "Saks Fifth Avenue" and is sponsored. The main text reads: "Now available, a curated selection of handbags from our Spring-Summer 2018 Collection." Below this, there are four product cards, each with a callout number in a blue circle:

- Card 1 (Callout 6):** "Spring-Summer 2018 Collection" featuring a "Saint Laurent - Large Leather Shopper Tote". Below the image is the text "Buy online, pick up in store." and a "Shop Now" button.
- Card 2 (Callout 7):** A map showing the location of "611 Fifth Avenue", "0.2 miles" away, with "Open - 10AM - 8:30PM". A "Shop Now" button is also present.
- Card 3 (Callout 8):** "Spring-Summer 2018 Collection" featuring a "Fendi - Kan I Logo Leather Shoulder Bag". Below the image is the text "Online only." and a "Shop Now" button.
- Card 4 (Callout 9):** "New York Best Seller" featuring a "Christian Louboutin - Cabata Leather Tote". Below the image is the text "Buy online, pick up in store." and a "Shop Now" button.

At the bottom of the ad, there are engagement metrics: 775 likes, 105 Comments, and 195 Shares. Below these are icons for a menu, video, store, notifications, and a hamburger menu.

# How do I set up an in-store data integration?

1. Start by creating an offline event set in Business Manager and share with StitcherAds. [Learn how here.](#)
2. Upload your store locations in Business Manager. [Learn how here.](#)
3. Follow our [offline data spec](#) to easily export and send your in-store data.

Parameter Name	In-Store Purchase	Data Sample
First Name	Conor	1ef970831d7963307z
Last Name	Ryan	4cd970831d79633077
Email	retail@sti...	f1904cf1a9d73a55fa
Event Name	Purchase	Purchase
Product IDs	Shoes, Shorts	649441,2939054
Brands	adidas, Nike	brand:adidas,nike
Value	\$148.99	148.99
Store ID	North Austin	34456

## 5 THINGS WE'LL NEED DURING THE SETUP PROCESS:



Direct communication with your IT team



Your Facebook Business ID



Admin Business Manager access



A secure method of file transfer



Time of day for planned file transfer

# I don't know how to get started. Who do I need to talk to?

Since offline setup requires in-store data access, you might need to include some additional members of your team in the setup process. [Here's who you might need to talk to:](#)

## DIGITAL MANAGER

Typically this person will be charged with running or overseeing Facebook campaigns, paid social, and/or paid search. They are typically measured by online success.

## RETAIL OR OFFLINE MANAGER

This person will usually manage marketing and advertising related to in-store sales, footfall, and brand awareness. They might manage print advertising, in-store promotions, and events.

## OMNICHANNEL MANAGER

Although more rare, omnichannel managers typically oversee omnichannel initiatives, including paid social that drives both online and in-store sales.

## ANALYTICS/DATA/FEEDS MANAGER

Usually part of the IT team, this person holds the key to product feeds, inventory feeds, and commerce feeds that power online advertising. They will usually have access to in-store transaction data.

## MERCHANDISING MANAGER

Merchandising team members usually are not needed to get set up with offline conversion marketing on Facebook. However, this person could be helpful if you need to get teams aligned on in-store priorities and marketing.

## CMO OR HEAD OF ADVERTISING

Your CMO or Head of Advertising may be necessary for project approvals or team alignment. They will not need to be involved in setup or day-to-day management.

While these key stakeholders are common, every organization is different. If coordinating cross-department is challenging or you're worried you might not know the right questions to ask, feel free to connect us with all relevant team members. We will help streamline the setup process for you.

# I don't have the expertise or capacity to run omnichannel campaigns.

No problem! We can help there too. [Check out our service options here.](#)

## STILL LOST?

For more information, send us a note at [retail@stitcherads.com](mailto:retail@stitcherads.com).

