



# How to build profitable customer relationships using loyalty marketing

GroupM and Meta share perspectives on how to evolve online loyalty programs



# Table of contents

- 1 Foreword from Valerie Comparetto, Executive Director, Social US Practice Lead, GroupM
- 2 Executive summary
- 3 Defining digital loyalty
- 4 The loyalty equation: what businesses need to deliver to earn digital loyalty
- 5 The social inbox: leveraging digital channels to build customer loyalty
- 6 The playbook: next steps for advertisers to help grow customer loyalty on Meta technologies
- 7 Closing from Ian Simons, Head of Industry—Ecommerce, Meta
- 8 Appendix:
  - About the research
  - About the authors
  - Sources

1

# Foreword



## Valerie Comparetto

Executive Director, Social US Practice Lead, GroupM

The pandemic shifted our lives in ways both big and small. Lifestyles were transformed in some cases, while in others, behaviors quietly evolved to embrace a new normal. As with so many aspects of daily life, shopping habits were profoundly and permanently changed. Millions of people made the switch from purchasing their favorite products in-person to buying them online. In the US, 64% of surveyed shoppers tried different brands, websites and apps during the COVID-19 crisis to fulfill all purchase needs, driving a mass acceleration in ecommerce platforms.

Since the start of the COVID-19 pandemic,

## 2 in 3

consumers bought from a mix of new brands and brands they'd bought from previously.

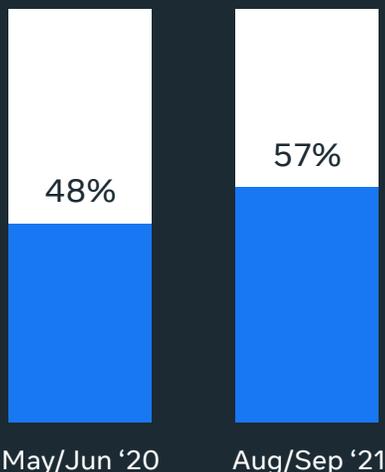


Not only did how people shop change, but their relationships with online brands and stores changed as well. Exchanges moved beyond being purely transactional as consumers reevaluated what was important to them, with many realizing that they wanted to purchase from brands that aligned with their values.

These changes, along with platform and privacy changes across the online advertising industry, have made an end-to-end loyalty strategy more important to marketers than before. The current landscape presents online brands and shopping platforms with a huge opportunity to build lasting, profitable bonds with their customers in a digital ecosystem. Companies that understand the new building blocks of loyalty will be best positioned to establish relationships with their customers and meet their needs over the long term.

In this paper, GroupM and Meta are sharing our perspectives on how the pandemic has impacted customer retention and growth. This work is primarily based on research commissioned by Meta and conducted by research firm HarrisX,\* in addition to other scholarly reports. We hope this information helps you set an online shopping loyalty strategy that creates brand resiliency and customer trust for years to come.

Online shoppers increasingly care whether the brand “supports values [they] believe in” when deciding the product/service to purchase.<sup>1</sup>



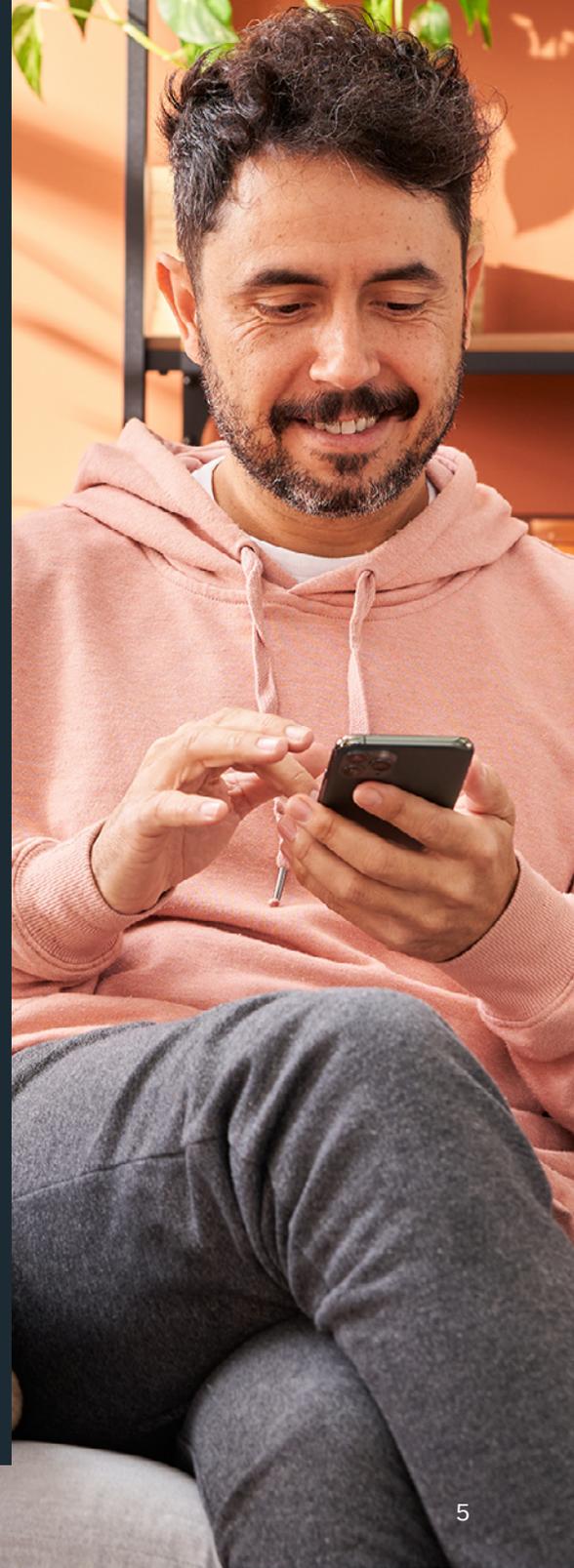
# Executive summary

The accelerated shift to online shopping driven by the pandemic presents businesses with an unprecedented opportunity to build loyalty strategies that better retain current customers and increase the value of existing ones.

When developing a strategy, it's key to understand that loyalty is about more than just repeat shopping. Loyalty is based on reciprocity: It is founded in shoppers' feelings that they are valued by a brand as much as they value the brand themselves.

Research shows that having a personal connection with a brand is equally important, if not more, than financial incentive in influencing where people shop. Once consumers form a personal connection, they not only become repeat customers, but also become advocates for their go-to shopping platforms.

Digital loyalty is driven by seamless shopping experiences, convenience, easy discovery, consistent availability, positive community endorsement and personal connections. Brands can leverage digital platforms to tap into these building blocks of loyalty and nurture relationships with their customers. Loyalty to consumers today means much more than the traditional emails from places you shop online. In fact, research shows that shoppers who use social media say they prefer receiving regular communications on those channels over receiving emails. Brands have the opportunity to build loyalty through digital and social channels by utilizing the best practices described in this paper.



# Defining digital loyalty

A young woman with long, dark brown braids is smiling broadly while looking at her smartphone. She is wearing a green tank top and a grey cardigan. The background is a blurred bookshelf. The image is part of a document page with a white text box on the right side.

There's an old adage that loyal customers are the best marketers. When modern customer loyalty programs were introduced in the 1980s, retailers were able to inspire greater brand connection and retention through punch cards and perks, enticing customers with discounts and special members-only sales. Then people-driven brands began building connections with TV hosts and personalities, laying the groundwork for online influencer and creator programs. As omnichannel and online shopping became the norm, choice was no longer bound by shelf space. Companies began creating flywheels of value through programs that not only offered functional benefits like convenient shipping options, but offered enhanced features like unlimited technical support or subscriptions to partner brands.

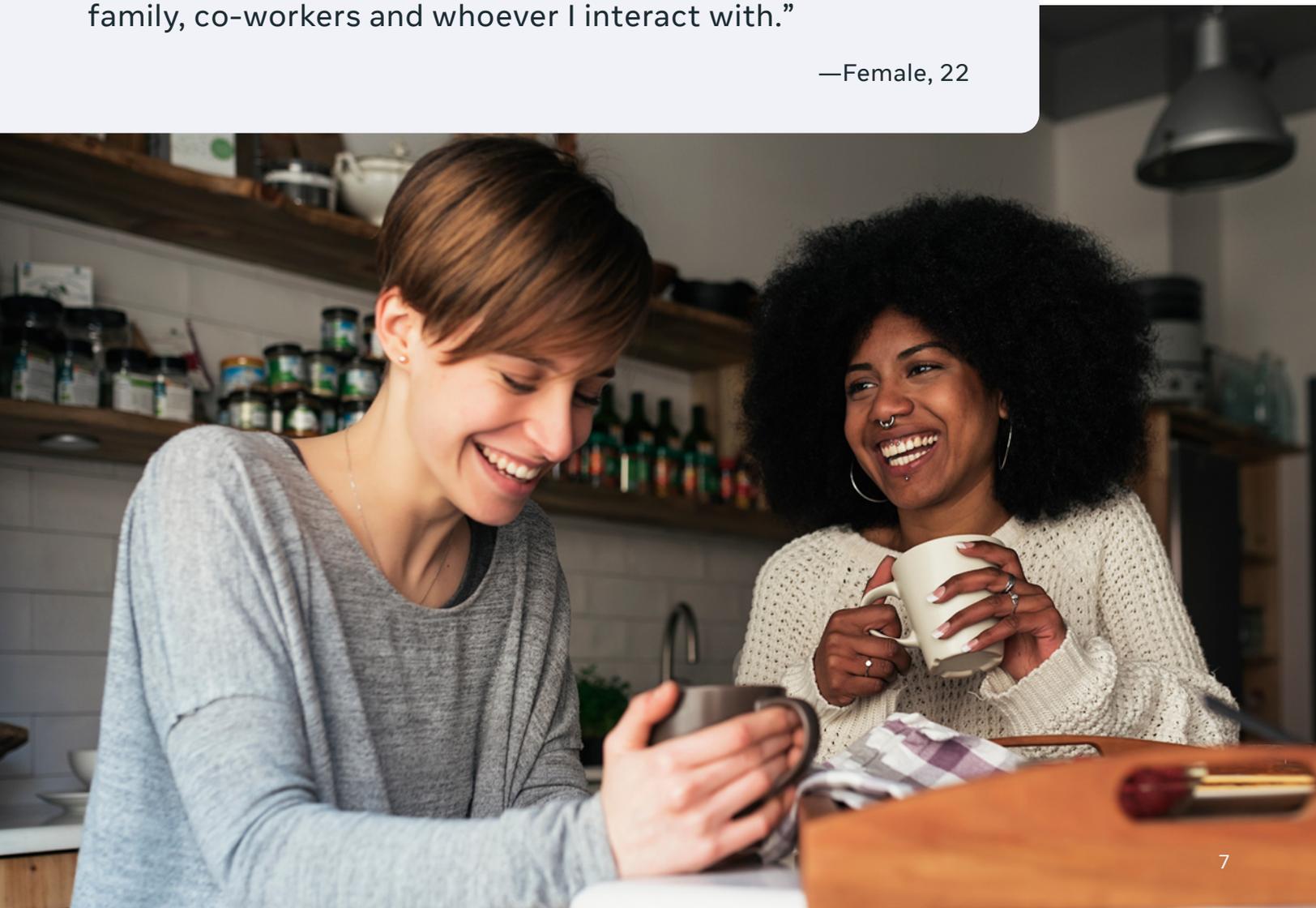
With more shopping choices than ever and dramatically expanded membership programs, loyalty is being redefined. The idea that it is only synonymous with repeat shopping may no longer hold true: 60% of US consumers surveyed say that a repeat purchase doesn't mean they are loyal to a brand. So, what makes the difference?

**Today's most loyal online shoppers are not only repeat customers, but also advocates for their go-to shopping platform.**

People who consider themselves loyal are 1.5 times more likely than other online shoppers to talk about their go-to online shopping destination with their friends and family. That advocacy is built on reciprocity and connection—consumers want to feel like they are valued by the brand as much as they value the brand.

“Loyalty is when I advocate for that company to my friends, family, co-workers and whoever I interact with.”

—Female, 22



“It’s more about the convenience for repeated stuff ... but I’m actually loyal to my night cream. My heart is behind it.”

—Female, 34

Consumers show loyalty to the brands that demonstrate they care about them. Among US consumers surveyed:

74%

say that if they have a good post-purchase experience with a brand, they are more likely to be loyal to it

69%

say that brands that help them make more thoughtful choices can earn their loyalty

66%

have a relationship with brand(s) they are loyal to

## SEEN IN ACTION



### A sweeter holiday for loyal customers

**The story:** A major retailer brand had been ramping up its exclusive loyalty program and, for the first time, wanted to see if running a members-only promotion online during one of the biggest shopping days of the year, Black Friday, would improve ad performance.

**The solution:** The company created an eye-catching online campaign that offered members of their loyalty program early access to their Black Friday sale and then tested its performance against their regular ads to see which drove greater results.

**The results:** Even during a peak holiday, the new loyalty program strategy was a huge success. The members-only ad drove 4.7 times more purchases and drove a 70% lower CPA (cost per action), underscoring that loyal customers can help drive greater efficiencies.

THE LOYALTY EQUATION:

# What businesses need to deliver to earn digital loyalty



To better understand what motivates loyalty to online brands and shopping platforms, we looked beyond the functional decisions that drive repeat purchases and unpacked factors that are at the heart of consumers becoming advocates. The analysis identified five core things brands need to deliver to earn customer loyalty: a seamless shopping experience, convenience, discovery and availability, community endorsement and personal connection.

THE FIRST WAY TO EARN LOYALTY:

## A seamless shopping experience

### EXECUTIVE PERSPECTIVE

“Apps once used to find inspiration have proliferated and become impulse-buying engines, collapsing the marketing funnel from inspiration to conversion to advocacy in one single visit. A well-executed experience, from creative to last-mile delivery, presents a unique opportunity for brands to earn a massive ‘pay it forward’ loyalty halo online, at the speed of ecommerce.”

—Lauren Lavin, North America Commerce Practice Lead, GroupM



Rapid advances in the technology that underpins ecommerce will continue to be the catalyst for growth for years to come.<sup>2</sup> Intimately knowing your consumer, and testing and learning what resonates with them, is more important than ever. Shoppers’ expectations for speed and convenience have never been higher, so businesses need to eliminate friction points throughout the shopper journey by making it easy to discover products, purchase and engage. It’s less likely that people will abandon a purchase or switch to a competitor if their journey is hassle-free. For example, 77% of surveyed US consumers say the ease of finding product information or descriptions is very important to continue shopping from a website or app. Many businesses that simply solve checkout usability issues can often see an increase in conversion rates. Offer guest checkout to new customers, a simple log-in for returning customers and a variety of payment methods to make purchases as easy as possible.

The cost of friction:

# 63%

63% of surveyed mobile consumers abandoned a product or site due to mobile usability issues that were preventable<sup>3</sup>

Additionally, consumers expect better ways to imagine or visualize products on brand and retailer sites. Paper catalogs only had to rely on two-dimensional photos to showcase their products, but today's ecommerce brands have a plethora of new technologies like AR, VR and live shopping to help customers better imagine a product in real life. And shoppers are eager and willing to try out new technologies—43% of surveyed US consumers say they would buy products directly from live videos of the brands, celebrities or influencers they follow.

## SEEN IN ACTION

### A smooth shopping experience—Jane<sup>4</sup>

**The story:** Jane is a curated, online marketplace that offers women's fashion, accessories, home décor, children's clothing and more from a wide range of small businesses, big brands and designer names. The company wanted to increase brand awareness and reach people in a convenient way where they were already spending their time (in this case, Instagram) and ultimately increase sales.

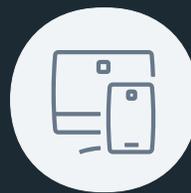
**The solution:** Jane began using different Instagram Shopping features, like allowing influencer partners to tag shoppable products, hosting weekly exclusive product "drops" and running Instagram live shopping events during mega sales days, to create seamless shopping experiences for their customers.

**The results:** After Jane onboarded Instagram Shopping, which helped create a frictionless shopping experience, it saw over \$419K in incremental sales within the first nine months, totaling 80% of total social sales.

## MARKETER ACTIONS TO DRIVE DIGITAL LOYALTY



Ensure the usability of your website and app experiences.



Offer novel and compelling cross-platform experiences that make it easier to discover and purchase products with a few clicks.

THE SECOND WAY TO EARN LOYALTY:

## Convenience

### EXECUTIVE PERSPECTIVE

“The pandemic drove businesses to pivot entire divisions of their organization to deliver on new customer needs, which required us as an agency to explain the impact of consumer behavioral shifts to different parts of the business. Organizational logistics and delivery became a part of our media briefs and we had to adapt go-to-market communication plans accordingly. This combined adaptability led to more streamlined, convenient experiences for our clients and their customers.”

—Chelsea Hover, Head of Commerce, OpenMind, a GroupM agency



Convenience is the cornerstone of ecommerce and a driving reason that online shopping has accelerated at such an astounding rate. Today, free and fast shipping is table stakes, and people expect businesses to take the next step. According to 66% of surveyed US consumers, the brands that earn their digital loyalty are the ones that go above and beyond by making life easier. This could look like proactively communicating purchase delays, sending a delivery service to personally pick up returns or offering prepaid shipping labels.

As shopping online becomes more and more convenient, consumers are less willing to suffer any roadblock to get what they want. Once people make up their minds, they want instant gratification, so the shopping experience should be quick and convenient, especially when it comes to delivery and returns. To continue shopping from an online website or app, 75% of surveyed US consumers say delivery speed is extremely important and 73% say the ease of returning items is.

“I’m loyal to [major online retailer]—if an item arrives broken, it’s always really easy to return. The free shipping is huge, plus the quickness of delivery means if I need something for my kids’ soccer in two days, it’s quick, easy and I don’t have to think about it again.”

—Female, 36



## SEEN IN ACTION

### A more direct connection—Women’s Best<sup>5</sup>

**The story:** Women’s Best, a sportswear and nutrition company, was growing rapidly and it needed a new way to process customer inquiries, as email was no longer able to meet its business needs or customers’ expectations.

**The solution:** The brand used WhatsApp to establish a central customer communication channel to resolve people’s queries and keep them updated on the status of their orders.

**The results:** Access to quick and direct customer support added a significant level of convenience for both shoppers and Women’s Best alike. Within the first month, the brand received over 30,000 customer service requests through WhatsApp, which allowed for 50% faster processing time for each inquiry.

## MARKETER ACTIONS TO DRIVE DIGITAL LOYALTY



Provide regular delivery updates



Weigh the cost of shorter delivery times and prepaid or in-store returning options to remove customer friction.



Remove post-purchase friction by offering multiple pickup and return options.

THE THIRD WAY TO EARN LOYALTY:

## Discovery and availability

### EXECUTIVE PERSPECTIVE

“During the pandemic, companies faced supply chain challenges and needed to understand, in real time, what recurring customers were searching for. We utilized social media, particularly Facebook, Instagram and Messenger from Meta, to engage loyal customers by leveraging on-platform signals. Additionally, we used our client’s CRM data to provide our clients with new, more contextually relevant ways to keep their loyal shoppers aware of product updates.”

—Chelsea Hover, Head of Commerce, OpenMind, a GroupM agency



While meeting demand is still critical, it’s important to also create demand by embracing the power of discovery. For loyal shoppers, these are the experiences that feel serendipitous, the “you get me” moments when a product finds a person by anticipating their wants and needs. Of US shoppers surveyed, 57% say the ability to discover new, relevant products is important to continue shopping from a website/app. Consumers see tech as being key to enabling this serendipity: More than half (56%) of US online shoppers agree that technology’s role is to recommend products that meet in-the-moment needs.<sup>6</sup> Businesses can combine machine learning with data that people have chosen to share to deliver successful discovery experiences, unlock unexpected audiences and build relationships that last.

Product availability is also an important factor to establishing digital customer loyalty, a challenge that many ecommerce companies dealt with during the pandemic as supply chain issues caused restocking delays. According to a December 2021 McKinsey report, over 60% of US consumers experienced out-of-stock items in the last three months,

and when this happened, only 13% waited for the items to come back in stock versus 39% who switched brands or products and 32% who switched retailers.<sup>7</sup> To help with this, retailers can try offering a wide variety of products, so if something is temporarily unavailable, similar items can be recommended. Additionally, brands can use live shopping on social media to highlight “Just arrived” items to keep viewers tuning in.

## SEEN IN ACTION



### A sellout live shopping moment—Zox<sup>8</sup>

**The story:** Zox, an apparel company that creates individually numbered, never-reproduced collectible wristbands, wanted to generate excitement and boost the sales of its newly released products.

**The solution:** Using checkout on Facebook and Instagram enabled Zox to take advantage of additional features such as live shopping, which allows people and businesses to feature and sell products in real time. The company’s founder hosted the event which, through features like live chat and instant “add to cart,” allowed the company to engage shoppers on a new level.

**The results:** The interactive live shopping experience was deemed a success: 461 product orders were placed during the first 30 minutes of the event, and 100 limited-edition product sets sold out within seconds of becoming available. The company saw \$28,392 in total sales, with a 13% conversion rate on the day of the live shopping event on Facebook.

## MARKETER ACTIONS TO DRIVE DIGITAL LOYALTY



Make it easier to navigate and search on your website so shoppers can easily discover products they want.



Leverage social media and messaging technologies to make it easier to discover new products that are personalized to a customer’s interests and needs.

THE FOURTH WAY TO EARN LOYALTY:

## Community endorsement

### EXECUTIVE PERSPECTIVE

“Communities are direct and powerful channels for building relationships, loyalty and belonging. Ecommerce companies that harness the power of community can drive higher lifetime value and give customers the ability to collaborate with their brand by allowing them to feel seen, heard and valued. It gives members the tools to spread love for your organization as wide as they can.”

—Kat Akbari, US Industry Manager, Meta



Another way to build loyalty is by providing customers with online community spaces to freely start relevant conversations and communicate with the company. This can deliver brand-related engagement at scale: Over half (54%) of surveyed US online shoppers participate in interest-based online communities, while nearly one in four (23%) participate in brand-sponsored communities.<sup>1</sup>

People lean on like-minded members of these communities to meet a range of needs, including to provide honest accounts of the products and services they're interested in. Candid reviews and photos help shoppers see how a product looks and functions in real life, contextualizing its use in everyday situations.

# 66%

of surveyed US consumers say that access to user product reviews and/or photos can build their loyalty

Online communities can act as a powerful form of endorsement, grounding products in real life and relatable situations that provide evidence of other people’s loyalty. When consumers see other people are being treated well or benefiting from a brand, it triggers a sense that they will have a similar experience. For example, repeat apparel customers are four times more likely to interact with brand-created groups on Facebook compared to non-repeat shoppers.

One way of engaging with specific communities is by partnering with online creators. Creators deeply engage audiences beyond just creating content: They build trust by sharing their skills and personalities, enabling two-way conversations and evolving their approach based on the needs of their communities. People connect to authenticity—it’s human nature—so they listen to creators who work with brands that have a natural affinity to them. Creators help brands appreciate, understand and represent diverse communities and help them tell their stories in a different way.<sup>9</sup>

“Positive reviews increase my likelihood to purchase, because I see people having a lot of good effects with the company consecutively. It says to me that they’re being treated right by the brand.”

—Female, 43, Pennsylvania



## SEEN IN ACTION



### A fruitful creative partnership

**The story:** Knowing creator partnerships often offer access to broader communities and niche interests, a major outdoor retailer had recently teamed up with a charismatic fly-fishing creator and was looking to determine how they should use branded content assets in their marketing strategy.

**The solution:** The company studied the performance of three groupings of ads: one branded content ad that highlighted the creator one using the brand's typical creative without the creator, and one that used both the creator asset and typical creative.

**The results:** The company learned that incorporating the branded content ad drove greater lower funnel results than the brand's typical creative. Their customers and community responded so well to the creator that moving forward, the brand plans to incorporate more branded content into their strategy to drive purchases.

## MARKETER ACTIONS TO DRIVE DIGITAL LOYALTY



Encourage reviews



Start an online community on the platforms your customers regularly visit to get them talking about your products.



Facilitate open discussions within your brand-sponsored communities to connect like-minded people.

THE FIFTH WAY TO EARN LOYALTY:

## Personal connection

### EXECUTIVE PERSPECTIVE

“The global pandemic has left us all feeling stressed. Now more than ever, consumers want relevant communications. Brands wanting to make meaningful, long-term connections with customers must do it in a responsible manner. Data, analytics and technology deployed in new, innovative ways can help brands make connections that build trust and loyalty.”

—Pratush Gupta, Executive Director, Data & Analytics, GroupM



It should be a goal of any ecommerce company to create an exceptional, personal experience that leaves customers with such a wonderful feeling that they would not think of shopping anywhere else, even if price was a concern. It's through connecting with shoppers on a personal level that companies show they care and value their loyal customers.

Personal connections with brands are forged when consumers feel the company has made an effort to connect with them on an individual level by offering personalized experiences and by showing that their needs are understood. It's the human touch in online chats or great customer service interactions that happen through messaging apps that can help people feel closer to a brand.

Another way to make personal connections with customers is by clearly communicating and demonstrating your company's values. Shoppers are increasingly searching for companies that align with their personal standards and seeking out content that reflects their ideals. For example, ecommerce brands that posted about sustainability on Instagram received 10.2 times more interactions per post than other content.<sup>10</sup>

“When I go to [shoe brand]’s website and they have people who want to chat ... they have a personalized presence. I’m asking silly questions like, ‘How long has this product been on the market?’ or ‘Does this product fit narrow-footed people?’ They come right back [with answers].”

—Male, 59, New York

## SEEN IN ACTION



### A philanthropic touchdown—Pillsbury<sup>11</sup>

**The story:** Baking goods company Pillsbury wanted to raise awareness of its partnership with “Operation Homefront,” a charity supporting military veterans and their families, to see if it could help create a positive brand lift. As part of its support, Pillsbury purchased a new home in the Atlanta metro area, where families could live rent-free while they transition out of the military.

**The solution:** To raise awareness of the initiative, Pillsbury decided to run a Facebook video ad campaign starring Atlanta Falcons football star Todd Gurley introducing an emotional military family to their new home. The ad included two calls to action: a “Learn more” button that linked to information about the partnership on Pillsbury’s website and a “Donate now” button that allowed viewers to submit their donation.

**The results:** Pillsbury’s ability to personally connect one of their core values with their community awarded them a 4.7-point brand lift for ad recall.

## MARKETER ACTIONS TO DRIVE DIGITAL LOYALTY



Build more collaborative relationships by committing to consistent listening and investing in reciprocal interactions.



Leverage social media to demonstrate your brand’s mission and create content to connect with consumers on shared values.

THE SOCIAL INBOX:

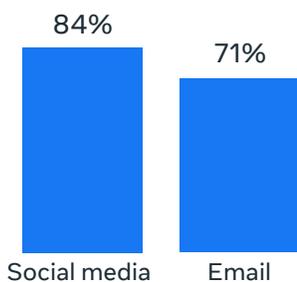
# Leveraging digital channels to build customer loyalty

Brands that stand the test of time forge an emotional connection that goes far beyond functional benefits or price. In fact, 60% of surveyed US consumers are more or equally motivated by personal connections with brands than financial incentives. A natural place to build those personal connections and deliver against the five drivers of digital loyalty discussed above is through digital channels and social media platforms.

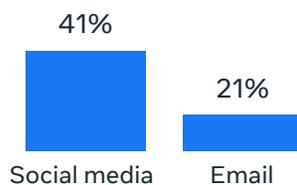
Social media offers brands a powerful opportunity to participate in conversations, nurture relationships and engage consumers directly with personalized content. Nearly half of surveyed US consumers say that brands that reach them through social media with relevant information can earn their loyalty over time. Unlike email, social channels allow for more collaborative, reciprocal interactions, and more people now say they prefer receiving communications from brands on social media rather than email.

Consumers expect to communicate with brands the way they do with everyone else, via social media and messaging channels.

Shoppers who use social media say they want to receive regular communications via...



Shoppers who use social media say they want to receive daily communications via...



## THE PLAYBOOK:

# Next steps for advertisers to help grow customer loyalty on Meta technologies

Now that you understand what digital loyalty is, the five factors that influence it and how to enhance it through digital channels, let's take a look at some of the practical applications advertisers use to retain and create high-value, loyal customers.

## Every touch point powers performance



Use a diversified marketing strategy to delight customers along the entire journey. Consider leveraging:

- **Creators:** They bring immense creativity, entertainment and organic relationships between themselves and their fans—and are a great channel for connecting with new audiences in an authentic way.
- [Advantage+ catalog ads](#): Using machine learning, this format automatically delivers relevant services or offerings to people based on their interests, intent and actions. They are a great always-on strategy for reaching consumers with intent to purchase.
- [Messaging campaign](#): Ads that click to message allow consumers to engage in conversation with your business and help manage your customer service.

## Personalization and privacy



In a recent study, 83% of US consumers say they are loyal to brands they trust.<sup>12</sup>

Through machine learning and tools like [Conversions API](#), brands can continue to deliver on consumers' expectations for personalization while respecting their privacy choices.

## Performance-driving creative



[Creative](#) has become one of the biggest opportunities you have to connect with your audience. Consider:

- **Diversifying ad formats:** Use a mix of ad formats (like carousel, Reels, Stories and Live) and/or use a mix of asset types (video and static images), so that you can connect with audiences with different viewing behaviors.
- **Testing and learning:** Test whether creative that is tailored to customer's intent can drive optimal remarketing value.
- **Developing creative specifically for remarketing** rather than reusing existing acquisition creative.

7

# Closing



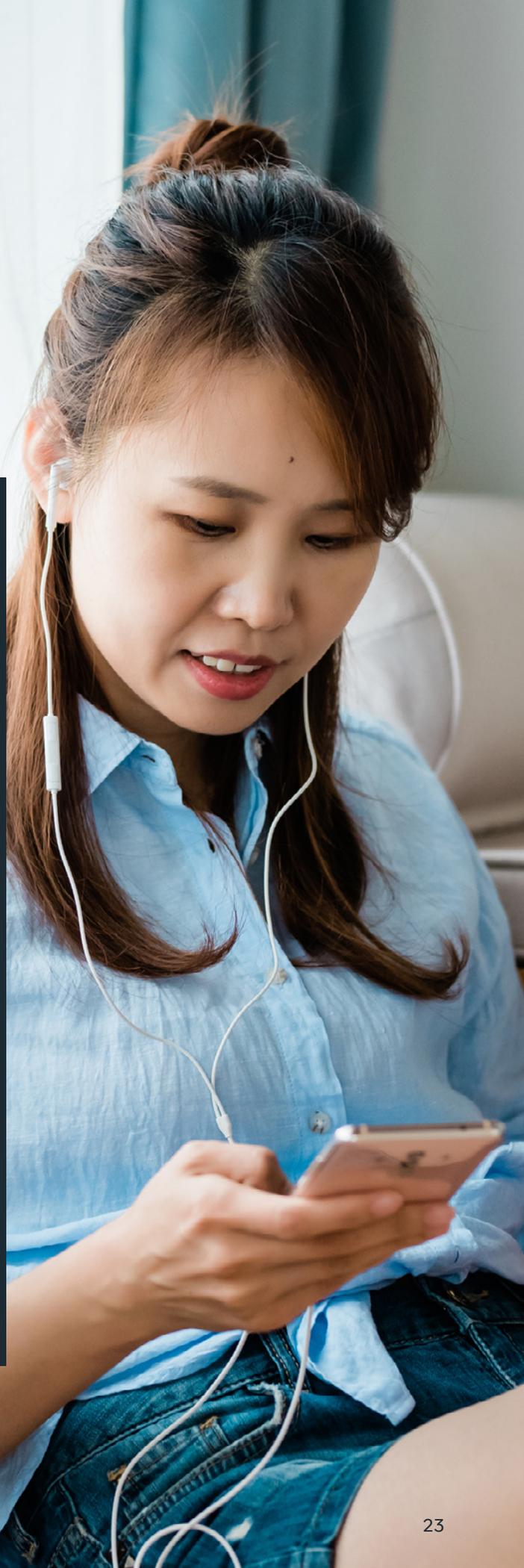
## Ian Simons

Head of Industry, Specialty Retail  
and Ecommerce, Meta

We are at the precipice of a major industry shift as ecommerce companies respond to the consumer demands that matured throughout the pandemic. While many academic studies have noted that it's often more costly to acquire a new customer than an existing one, we have the opportunity to reimagine that approach and become more comfortable investing in ways to retain high-value customers that will benefit long-term goals.

**A 5% increase in customer retention increases business profits by 25%–95%.<sup>13</sup>**

The most successful companies are focused on acquiring and extending the lifetime value of customers.



Driving new customer acquisition is not enough—it's important to give them a strong reason to stick around. Relying on promotions and pricing may not be enough. Brands must understand what their customers want and why they want it in order to develop a unique value proposition and loyalty strategy, in turn creating an army of advocates.

I see this everywhere in my personal life. The place where I purchased my couch offered proactive personalized service, such as sharing AR mockups of design recommendations, and this led us back to them to decorate many of the rooms in our home. The app experience for my thermostat is so good at communicating and optimizing based on our energy usage patterns that I've begun to purchase more smart home products from this company. My food delivery service sends me data on how much I am saving on fees using their annual membership, as they seemingly know that I have three kids, which is expensive!

Let's face it, physical items don't intrinsically create personal connection and loyalty on their own—it's the "whole product" you are offering that sets you apart from the competition. So grab this opportunity to reimagine your approach to building digitally loyal customers and help them become advocates for your brand, because in a digital-first world, no shopper is monogamous.



# Appendix

## METHODOLOGY

**Study goal:** To understand the impact of COVID-19 on consumer behavior and drivers of repeat business and loyalty to online shopping platforms

**Timing:** March-May 2021

**Method:** Facebook-commissioned research vendor HarrisX to conduct 1:1 interviews with online shoppers in the US (n=18) followed by a quantitative survey of 1,204 respondents in the US, adults 18+

**Shopping platforms:** Ecommerce websites/apps, retailer websites/apps, online marketplaces, brand websites, social media, subscriptions

**Loyalty drivers:** To unpack the factors that drive repeat shopping and referrals, Meta developed the Loyalty Index. Online shoppers who are loyal will continue purchasing from their go-to shopping platform beyond the pandemic and are open to sharing information about that brand/shopping platform with friends and family. Key drivers' analysis was run using Shapley Value.

## ABOUT THE RESPONDENTS

**Respondents were qualified as:** Age 18+ general population making online purchases in one or more of the listed product categories at least once a month and uses social media sites at least once a week

**Product categories included in this study:** Groceries, household supplies and personal care products, apparel, beauty/grooming products, consumer electronics, furniture and household appliances

## ABOUT THE AUTHORS



Meta builds technologies that help people connect, find communities and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.

For more information, please visit [www.meta.com/business](http://www.meta.com/business).



GroupM is the world's leading media investment company responsible for more than \$50B in annual media investment through agencies Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company Xaxis. GroupM's portfolio includes Data and Technology (Choreograph), Investment and Services, all united in the vision to shape the next era of media where advertising works better for people. By leveraging all the benefits of scale, the company innovates, differentiates and generates sustained value for our clients wherever they do business.

Discover more about GroupM at [www.groupm.com](http://www.groupm.com).

## SOURCES

- \* Unless otherwise specified: "Retain and Grow: Ecommerce Loyalty Research Study" by HarrisX (Facebook-commissioned online survey of 1,204 people ages 18+ in the US), May 2021.
1. Industry Micro-Shifts Monthly tracker by Kantar Profiles (Facebook-commissioned online survey of general population respondents ages 18+, N=14,350 across seven waves fielded 5/5/2020-8/11/2021, N=2,000 per wave, in the US).
  2. Chandel, R. Seizing the Next Era of Growth in Digital Commerce. The Wall Street Journal Technology | E-Commerce. 5 Oct, 2021.
  3. "Mobile Commerce Design," Baynard Institute, 2021.
  4. Instagram for Business Success Story, Jul 2020.
  5. Facebook for Business Success Story.
  6. "Discovery-Led Shopping Study" by GFK (Facebook-commissioned online survey of 1,002 people ages 18+ in the US, Q3 2020). Qualifying respondents made an online purchase of beauty, furniture, electronics and/or apparel in the past three months at the time of the study.
  7. "US consumer sentiment and behaviors during the coronavirus crisis," McKinsey & Company, Dec 2021.
  8. Facebook for Business Case Study, Mar 2021.
  9. Role of Creator Marketing by Crowd DNA (Facebook-commissioned online survey of general population respondents ages 18-65 yrs in USA N=1,750). Qualified respondents shop online at least two times per month, have been influenced by creators when shopping in specific retail & CPG categories, and have recently purchased in that category.
  10. Instagram global data; Jan 2021; Posts from Ecommerce Brands on IG.
  11. Facebook for Business Case Study, Nov 2020.
  12. Retain and Grow: Ecommerce Loyalty Research Study by HarrisX (Facebook-commissioned online survey of 1,204 people ages 18+ in the US), May 2021 (as seen in the "Retain and Grow Your Existing Customers for Ecommerce\_May 2021" narrative).
  13. "The Value of Keeping the Right Customers," Harvard Business Review, Oct 2014.