



INGAGER
INSIGHTS
WHITEPAPER

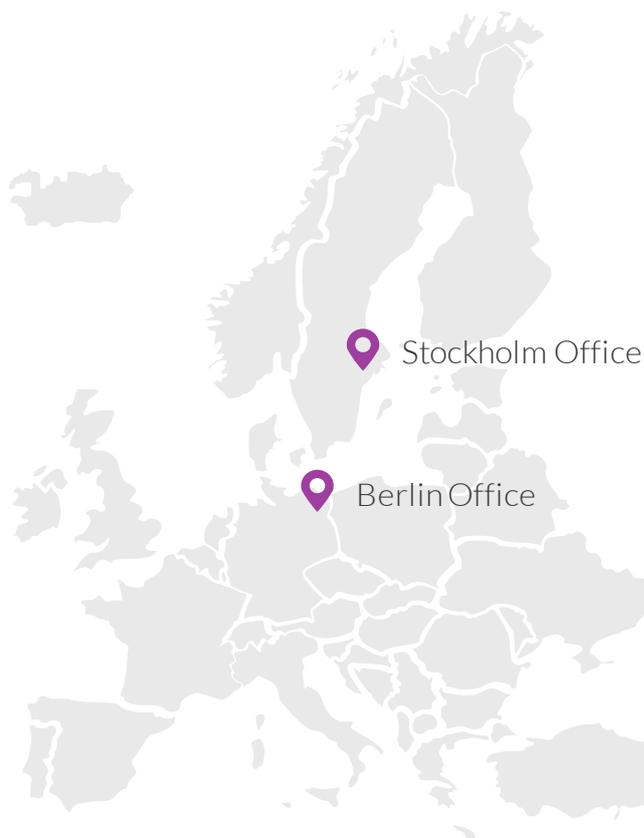
A WHITE PAPER FROM
INGAGER INSIGHTS

FACEBOOK ABROAD

THE INDUSTRY LEADER IN **FACEBOOK MARKETING**

Ingager is a fast-growing digital communications agency exclusively focused on the Facebook platform. Using in-house technology, Ingager provides its clients throughout Europe with profitable and measurable marketing services on Facebook, Instagram, Messenger, and WhatsApp. The company has offices in Stockholm and Berlin.

Ingager is part of Egmont, a leading Nordic media group.



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EXPAND YOUR BUSINESS

It is no secret that e-commerce is growing across industries and various markets. This present new opportunities for agile business at the same time is the rise of e-commerce a big headache for many.

Successful e-commerce requires the adaptation of a new mindset and the ability to act accordingly to rapid changes when it comes to consumer behavior and other parameters.

In theory is e-commerce great since you can address the entire global market through digital marketplaces or just your homepage. Reality often doesn't match theory and that goes for e-commerce as well. Most e-commerce companies sell their products primarily to one market, often being their domestic market. In order for business to take of is it crucial to leave the comfort zone, i.e. their domestic market. International e-commerce, if well executed, can provide scale and profit. Research shows that international e-commerce grow 1.3X faster than domestic e-commerce companies.

As we see user behaviour and preferences shift it is more important than ever to have an understanding of the user and how to adapt your marketing to an updated customer journey. At Ingager we believe in sharing knowledge and experience with others with the ambition to build a stronger understanding for how business can use the Facebook platform to drive results over the years most exciting commercial period.

We hope that you'll find new insights and inspiration.



BEST

SIMON BEYER

CHIEF STRATEGY OFFICER

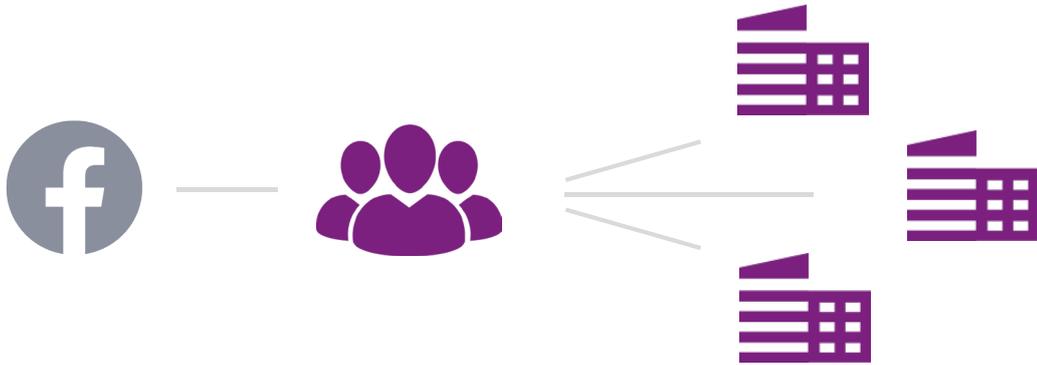
DESPITE GLOBALIZATION ARE ALL MARKETS STILL UNIQUE

As the proliferation of digital tools increases internet availability worldwide, any company can sell online, making international e-commerce easier than ever before for both pure play companies and brick and mortars. For traditional retailers, e-commerce can also serve as a testing ground to determine whether new, foreign markets will be successful before opening a physical location there.

*"No matter how much countries
have in common, each one is unique."*

While it's tempting for e-commerce professionals to assume expansion into a country with a similar culture will require less work, the word "international" is key. No matter how much countries have in common, each one is unique. Norway is not Sweden, Canada is not the United States and Belgium is certainly not France. Every global market deserves its own methodical planning and consideration. Localization can be hard but tools such as Facebook Ads Manager provides solutions that enables most companies to give international e-commerce a try. It might appear to be difficult to enter new markets but with the right tools, fitting competence and suitable experience can most companies enter new market.

TOOLS TO GROW YOUR BUSINESS OUTSIDE YOUR COUNTRY



One great way to approach international e-commerce is by using an infrastructure that already exists – Facebook for example. Facebook has more than 2,4 billion people using the main Facebook service and over a billion people on Facebook are connected to at least one business in a foreign country, and businesses – no matter how small – are looking to grow globally.

There are many time-consuming steps prior to entering a new market but using Facebook skip endless amounts of research to start advertising abroad. For those interested in new markets is it easy to expand current campaigns on Facebook to people most likely to respond from anywhere in the world with their contact details and further information about the products or services they are interested in.

How to grow your business

1

TARGET CUSTOMERS ANYWHERE IN THE WORLD

With Facebook's worldwide and regional targeting tools, it is possible to target your ads to people around the world, in a geographical region (e.g. Europe or Asia), or in a free trade area (e.g. Gulf Cooperation Council or NAFTA).

This way of targeting can be better than targeting several countries in several ad sets on Facebook. The systems in Facebook Ads Manager will deliver an advertiser's ads to the best-value customers for that specific advertisers' objective and provide useful insights into which ads work where.

2

DIY: INTERNATIONAL LOCATION TARGETING

To reduce the guesswork involved in buying ads abroad, we advise companies to start off by trying to target ads to multiple countries. Facebook's system will then deliver ads to the countries with the best cost per action, giving the advertiser useful insights into which ads work where.

If you use Ads Manager, look for Audience on Ad set – the level that appears after you've chosen your objective (location targeting is available for most objectives).



3 TARGETING OPTIONS

Using Locations, you can target:

- worldwide (type Worldwide)
- by country group or geographic region (e.g. type in Asia)
- by free trade area (e.g. type in GCC, the Gulf Cooperation Council)
- by sub-regions within a country (e.g. type in Texas)
- by other features (e.g. type in iTunes app store countries or Emerging markets).
- In Ads Manager, you can also select Browse to open a drop-down menu of regions and countries.



4 MEASURE YOUR RESULTS AND OPTIMIZE

Ads reporting shows you how your advertising is helping you achieve your business goals across Facebook. Use tools from Facebook to analyze your campaign results and learn more about your audience, your product sales, your campaign's reach and much more. With this data, you can make more informed



5 YOU CAN EASILY FIND CUSTOMER ABROAD WITH MINIMAL EFFORT

Finding new audiences in new markets can be time consuming and require a lot of research. That's why it is advisable to use the Lookalike Audience tool, which will help the advertiser to find audiences similar to the best customers that the advertiser in question currently have.

You can create a Lookalike Audience based on your existing customer list, pixel data, mobile app data or even fans of your Facebook Page. Using the source audience you provided, Facebook will then find people similar to (or who "look like") the source audience domestically, in another country or even internationally.

Let's say that your customers are in Germany but you want to find new audiences in Asia; you create a Lookalike Audience

to find new audiences in Asia similar to your best customers in Germany.

If your source audience contains people from different countries, you can use that source audience to find new audiences in new countries. So that you can use your source audience in France and Germany for example to find new people in new countries, or even in Europe or Worldwide.

If you ever experience challenges when setting up Lead Ads on the Facebook platform please give us a call – we are here to help.



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TAKE A LOCAL APPROACH

TO EVERYTHING FROM LANGUAGE TO PAYMENT SOLUTIONS

For some products and services can the conversion take place on facebook's platform while other requires more data input to be completed. In the case where the consumer can't complete the conversion on facebook will they many times land on your homepage. To seal the deal is it important to have a homepage that the customer can relate to, which can require localization.

Localization and translation are often used interchangeably despite being quite different. Translation converts one written language into another, while localization adapts everything else for the local audience: logos, website images, colors, and any other non-linguistic elements affecting sales. In the context of e-commerce, this includes ensuring that local payment and shipping options are available, that items are culturally appropriate for the target market, and that times, dates, and prices are correctly displayed in local formats (for example, 14:40 instead of 2:40 pm).

Additionally, address forms should be internationally optimized. While zip codes are required in the united states, they don't exist in many other countries. When they do, the format is different: postal codes in china are six digits long, for example. In canada, ireland, and the united kingdom, they are alphanumeric. For international customers to complete checkout, this field must be open and non-required, or adapted completely for different markets.

PAYMENTS

Accepting credit cards is a given in e-commerce, with 72 percent of all online transactions via credit or debit. While PayPal is popular on mobile, where nearly a third of its payment volume occurs, only 12 percent of online transactions are paid that way.

“The true solution for your customers’ needs will vary by location.”

This doesn’t just pertain to developing world countries: 29 percent of British retailers say cart abandonment comes from not offering the right payment options. The true solution for your customers’ needs

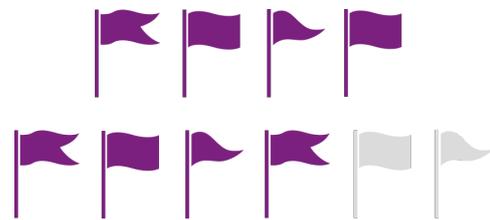
will vary by location. Even if companies do limit payment to credit cards, the question remains which one. In Brazil – where local card ELO’s popularity is quickly growing – 70 percent of credit card accounts are not authorized for international charges. This includes Visa and MasterCard, as well as local providers like Boleto Bancário, which processes 15 percent of the country’s online transactions. In France, Carte Bancaire is the leading card with more than 10 billion transactions a year, and Barclaycard is popular in the United Kingdom.

NEW MARKETS - NEW CHALLENGES

TAKE INTO CONSIDERATION THAT PENETRATION
OF E-COMMERCE VARIES BETWEEN MARKETS

For companies that are on the verge of going abroad with their offering via e-commerce are there several aspects to consider.

One important aspect is how well e-commerce functions in various markets. Some markets can seem attractive at first given low CPM's and high click-rates but it is crucial to see the bigger picture. There are markets in the developing world with low CPM's but where the infrastructure around the fulfillment and delivery sometimes lack accuracy. These markets should be avoided if companies want to make sure that their ads are displayed in markets that have a functioning logistic system and where there is a relevant purchasing power among consumers.



*Eight of the ten top countries
for online shopping can be
found in Europe.*

United Nations has summoned a Business-to-Consumer (B2C) E-commerce Index that lists the countries in the world that are best prepared for online commerce. Eight of the ten top countries for online shopping can be found in Europe which is not at big surprise.

Ideal markets to target



High internet
penetration



Reliable postal and
logistic services



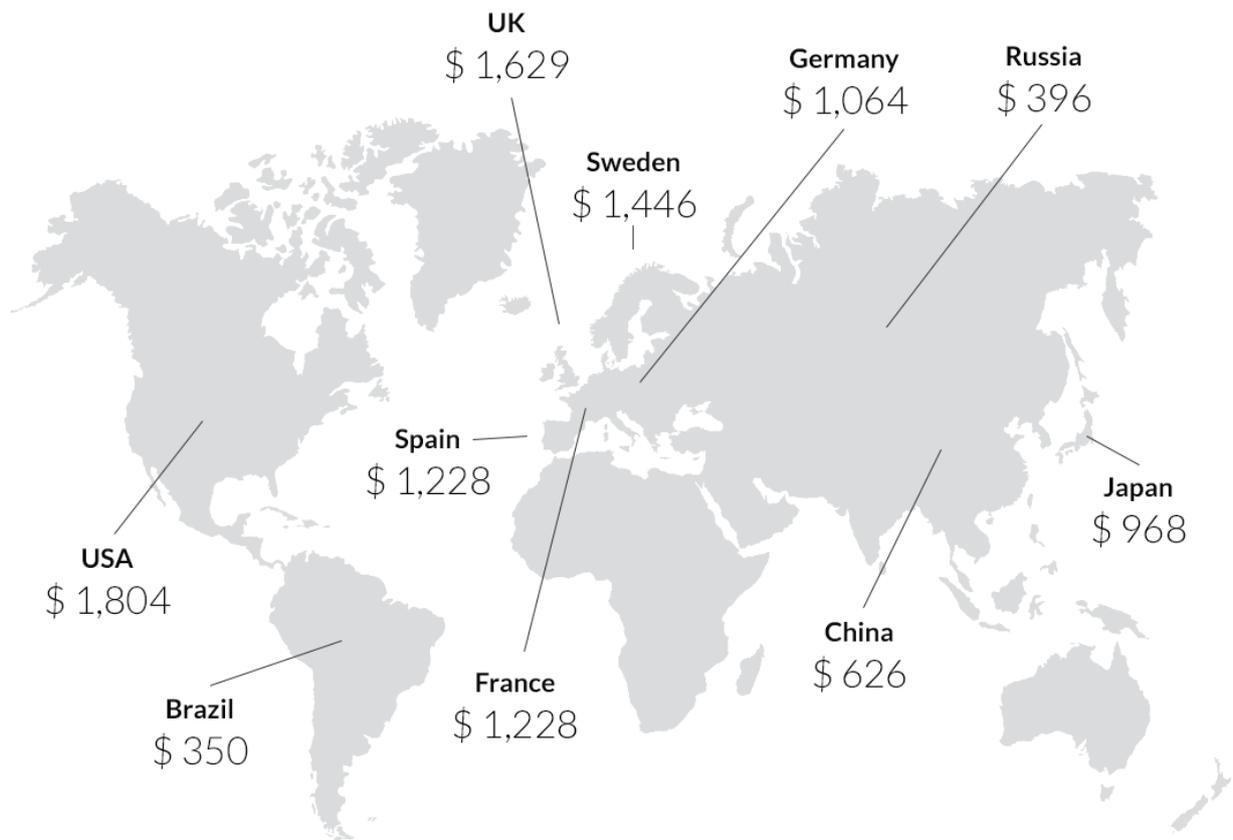
History of
e-commerce.

According to the report is it the Netherlands that has the highest values for most indicators, particularly in secure servers – a proxy for e-commerce shops – where it is top-ranked among all 151 countries included in the index.

High tech nation Singapore is number two on the list followed by european markets such as the UK, Sweden, Norway and Iceland. At first can these markets appear expensive to target your ads towards but in the end will it most likely be a good investment since they have the infrastructure, the behaviour and the resources to consume goods and service's via e-commerce.

Ideal markets to target are those with high internet penetration, reliable postal and logistic services and an proven history of e-commerce.

TOP COUNTRIES BY AVERAGE E-COMMERCE REVENUE BY ONLINE SHOPPERS



SUMMARY - NEXT STEP

Taking your business across borders doesn't have to mean starting new office's – by using platforms such as Facebook is it possible to penetrate markets on the other side of the globe. If done in a correct manner can the results be of great positive effect for you and your business. Even if it is technically manageable is it important to team up with people that possess relevant competences, adequate experience and state of the art Facebook skills.

The pace of development and new opportunities presented to us will only increase from here on. This is why it is crucial for all of us to start preparing and adjusting now – and not later. Ad spending on social media is predicted to increase with 20 % globally during 2020, hence competition will increase.

Understand the expectations and needs that your customers experience, meet their expectations and you will be more likely to succeed.

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