



Shopee
**MARKETING
SOLUTIONS**

Shopee Mega Sales
Facebook Ads with Shopee (CPAS)
Best Practices & Case Studies
Updated Aug 2021

Consumers greatly anticipate the Mega Shopping Season and actively look up information to help them make better decisions during the Sales



1 in 2

of consumers across the region
largely look forward to the Mega Shopping Season

>90%

of consumers across the region
proactively look out for information during the Mega Shopping Season

In fact, more than half of the consumers do not have a particular brand in mind when shopping during Mega Sales Season

54%

of shoppers are

- **undecided between several brands**
- **do not have any brand(s) in mind and browse online for inspiration**



46%

of shoppers **know which brand(s) to purchase from**

Consumers rely on various third-party sources to get more information on their Mega Sales purchase, which brands can leverage to influence decisions



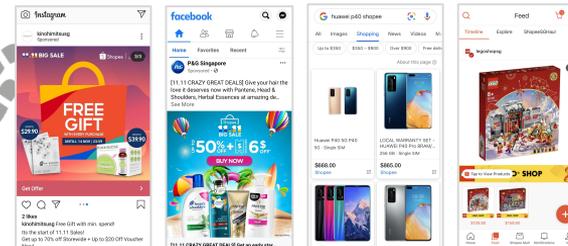
Driving traffic to brands' Shopee stores is a collaborative effort



Organic traffic from Shopee mobile and web active users



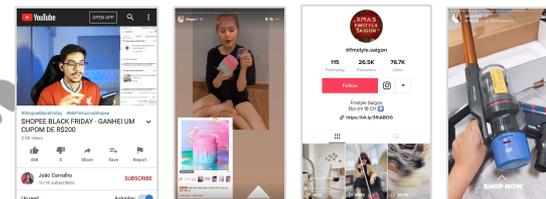
Brand Store on Shopee



Brand-driven traffic across various channels and touch points



360° Shopee-driven traffic from offline to online and from offsite to onsite



Third party-driven traffic from trustworthy influencers

Consumers are on multiple touchpoints, so should you

Consumer Behaviours	Potential Touch Points	Shopee Marketing Solutions
<p>Discovering without a specific product in mind - "I don't know what to buy yet"</p>		<ul style="list-style-type: none"> • Shopee On-platform Ads (Discovery Ad) • Facebook Ads with Shopee • Shopee Affiliate Marketing Solution • Shopee Engagement Products
<p>Searching with a product category in mind - "I want to buy a phone but not sure which model"</p>		<ul style="list-style-type: none"> • Shopee On-platform Ads (Search Ad) • Shopee Affiliate Marketing Solution • Google Ads with Shopee
<p>Looking for the best deal for a specific product - "I want to buy serum X from brand Y"</p>		<ul style="list-style-type: none"> • Shopee Affiliate Marketing Solution • Shopee Promotion Tools • Google Ads with Shopee

Facebook Ads with Shopee (CPAS)

Shopee Off-platform Ads: Facebook Ads with Shopee (CPAS)

Enable dynamic advertising to deliver the right content to the right customer

What is Facebook Ads with Shopee?

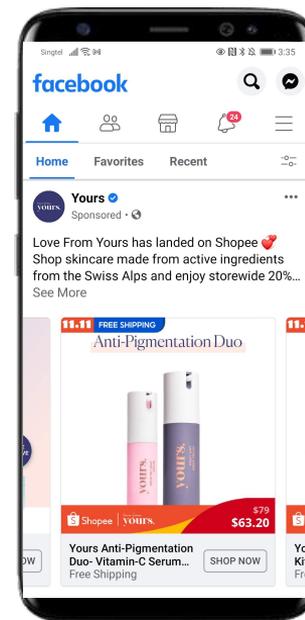
Facebook Ads with Shopee is a new way for brands and sellers to partner with Shopee and drive sales mainly via **Facebook Collaborative Ads (CPAS)** on Facebook, Instagram and its Audience Network

What are the benefits?

- Products can be **personalised** and featured **dynamically** based on individual customer's preference and behaviours
- Customers can land straight on **in-app product page**
- **Retargeting** a specific audience segment is enabled
- **Optimise for results** based on conversion data



Collection Ad



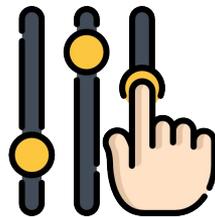
Carousel Ad

Why run FB CPAS ads with Shopee?



1

Higher Return on Ad Spend (ROAS) vs traditional FB/IG ads or other off-platform ad channels



2

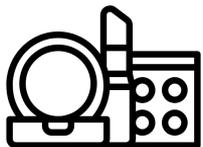
Easier to set up ads to drive customers to your Shopee store with an auto-synced catalogue



3

Smoother customer journey for buyers, with fewer clicks from your FB/IG ad to your Shopee store

1 Shopee's Return on Ads Spend (ROAS) from Top Categories



Beauty

5.1x



Consumer
Electronics

5.5x



Baby Food &
Milk

5.9x



Baby Diapers &
Toiletries

4.1x



Food &
Beverage

4.1x



Fashion

2.4x

2 CPAS Ads vs Non-CPAS Ads

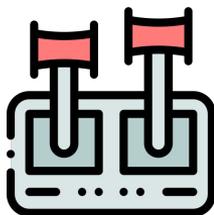
	CPAS Ads	Non-CPAS Ads
Conversion Data Tracking	 <p>Shared via Shopee's pixel data</p>	 <p>Shopee does not allow third party pixel</p>
Dynamic Ads	 <p>Products can be personalised and featured dynamically based on user preference</p>	 <p>Unable to identify and serve personalised ads to users</p>
Landing in Product Page in App	 <p>Users land straight to Product Page in App</p>	 <p>Without product feed deeplink, brands are unable to direct users to Shopee app directly</p>
Optimisation for Conversion	 <p>Ads can be optimised using lower funnel conversion data</p>	 <p>Can only use upper funnel click/view data</p>
Audience Retargeting	 <p>Can retarget specific audience who have interacted with your products before</p>	 <p>Can only rely on broad audience targeting</p>

3 Who can Collaborative Ads target?



*Exact audience segments and sharing criteria vary market by market

What are other benefits of running CPAS?



You have **full control** over your ad spend and performance



Easy, customisable reporting available directly in your FB Ads Manager dashboard



CPAS catalogues are shared to Sellers for **FREE!**

Strategies: Starting early and pacing your FB Shopee Collaborative Ads

There are a few strategies you can consider:

- **Start 7-14 days earlier** - before your Shopee campaign begins.
- **Avoid burst campaigns only**
Longer campaign duration provides time for FB to gather sufficient learnings to optimise which will contribute to improved performance across all metrics.
- **Scale budget nearing peak dates**
This can be done by just editing your current ad campaign and adjusting the daily budget manually.
- **Allocate sufficient budget** - to secure reach and conversions, allowing your ads to be fully optimised.

FB Collab Ads: Shopee Best Practices

- **Running Dynamic Ads** - FB Collaborative Ads allows you to run ads with Catalog Sales Objective.
 - ✓ Matches your products to users based on user interest/purchase intent
 - ✓ Optimised towards driving sales for your shop products
- **Best Practices:**
 - ✓ Use **Prospecting, Retargeting, Cross-selling & Upselling** campaigns - find new customers while generating sales from existing ones
 - ✓ Start **at least 7-14 days before** or as early as possible
 - ✓ **Keep your catalogue big** - rather than micro-segment into smaller product sets. Collaborative Ads work best with bigger catalogues so it can fully leverage on the dynamic matching

Promo Mechanics & Audiences

- **Incorporate Shopee branding** - Let the users know they can immediately purchase on a trusted platform.
- **Use Shopee's Brand Creative Kit** - Utilise elements from Shopee's campaign seller kit which contains attractive campaign frames for added interests on the offerings. Access the creative kit [here](#).
- **Display hero mechanics** (e.g. *GWP, Bundle Deals*) within your ad visuals to boost user interest and ad engagement in terms of clicks and conversions.
- **Target range of Audiences** - Access to higher quality and customized audience targeting with Prospecting, Retargeting Past Visitors, Retargeting Past Add-to-Carts, Cross-Selling, and Upselling.



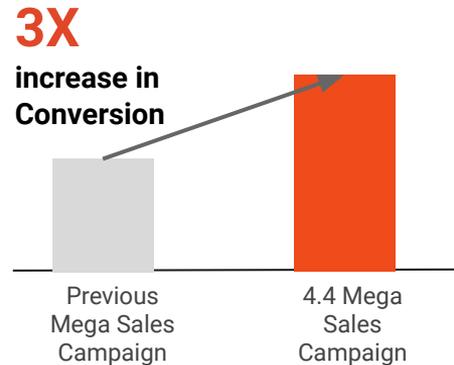
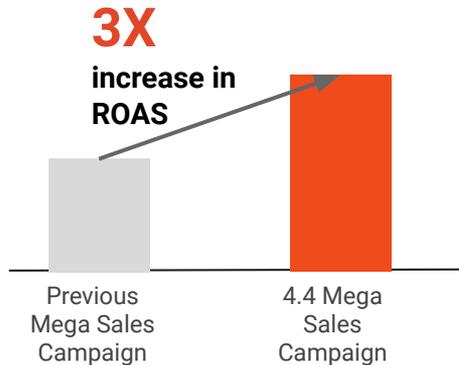
Boost mega sales campaign online sales through Facebook Ads with Shopee

As **Huggies** is shifting focus to the expanding online retail market in Malaysia, it tapped on **Facebook Collaborative Ads** to boost sales during the **4.4 mega sales campaign**.

The brand used **collection ad format** that features a primary image highlighting the brand's attractive promotions during the campaign period.



Results



Boost mega sales campaign online sales through Facebook Ads with Shopee



Optimize for lower funnel events by **selecting optimization event as “purchase” or “add-to-cart”**



Start running campaign **at least 1 week before the actual mega sale day** to allow sufficient time for machine learning



Apply **Campaign Budget Optimisation** to automatically distribute more budget to performing ad set



“The results were phenomenal and have demonstrated the power Facebook Collaborative Ads have on driving sales. Despite facing greater competition during the mega sales period, we were still able to outperform our previous mega sales campaign and gained more orders.”

– Petrina Lim, Digital Manager, Kimberly-Clark

Target new audiences through Facebook Ads with Shopee

The Story

Founded in Jakarta in 1999, ERHA is well known throughout Indonesia for its nearly 100 professional dermatology clinics throughout the country and its line of over-the-counter skincare and haircare products.

The Results

7.7X overall **return** on ad spend during **campaign period**

29X **return** on ad spend from **retargeting audiences**

6.7X **return** on ad spend from **prospecting audiences**

The Objective

The beauty brand hopes to reach audiences in Indonesia's urban areas, in order to increase online sales and return on ad investment.

The Approach

ERHA partnered with Shopee to run **Facebook Collaborative Ads** with dynamic product catalogue provided by Shopee during the **Ramadan campaign**.

It delivered the ads by choosing **automatic placements** including Facebook, Instagram and Audience Network.

The campaign **targeted lookalikes of past buyers** as well as customers who **viewed or added to cart but not purchased**.

ERHA and Shopee measured the impact the campaign had on sales.



Announcing online shopping through Facebook CPAS with Shopee

The Story

Launched in the Philippines in 2003 and distributed by Terry S.A., Incorporated, Havaianas is a well-known brand of high-quality flip flops that are casual and durable.

The Results

30X return on ad spend for **all mega-sale day Collaborative Ads campaigns combined**

8X return on ad spend for **all Collaborative Ads campaigns combined**, including always-on campaigns

The Objective

Havaianas wanted to build awareness of its online shopping options and scale its ecommerce business on Shopee efficiently.

The Approach

The brand launched its store officially on Shopee during the **6.6 mega-sale day in 2020** and ran **Facebook Collaborative Ads** with dynamic product catalogue provided by Shopee.

The campaign **included 3 mini phases:**

- Teasers that hinted what deals were coming
- The mega-sale day ads
- Ads for “after-party” clearance sales

For subsequent mega-sale moments throughout 2020, Havaianas used past audience insights to create **Custom Audiences** and **lookalike audiences of previous customers**.

What to look out for in 2021: adopt a trial-and-learn mindset and diversify your marketing strategies

Diversify Testing Objectives

- **Campaign Pacing Testing:** learn when to scale up and down
- **Targeting Strategy Testing:** learn which segment performs
- **Creative Design Testing:** learn which design or message works
- **Ad Format Testing:** learn which ad formats delivers better results

Diversify Off-platform Media Channels

- **Facebook Ads with Shopee:** make your products discoverable
- **Google Ads with Shopee:** capture offsite purchase intent
- **Shopee Affiliate Marketing Solution:** leverage on influential third parties

Diversify On-platform Touch Points

- **Shopee On-platform Ads:** capture onsite purchase intent
- **Shopee Live:** demonstrate your products in real-time
- **Shopee Feed:** build a follower base with quality content
- **Shopee Prizes:** make your brand more fun and interactive
- **Push Notification:** effectively reach out to Shopee users



THANK YOU

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