



ENGAGING THE MOBILE SHOPPER

ETHAN ARPI | @ETHANARPI
PRODUCT MARKETING LEAD,
SHOPPING





WHY INSTAGRAM



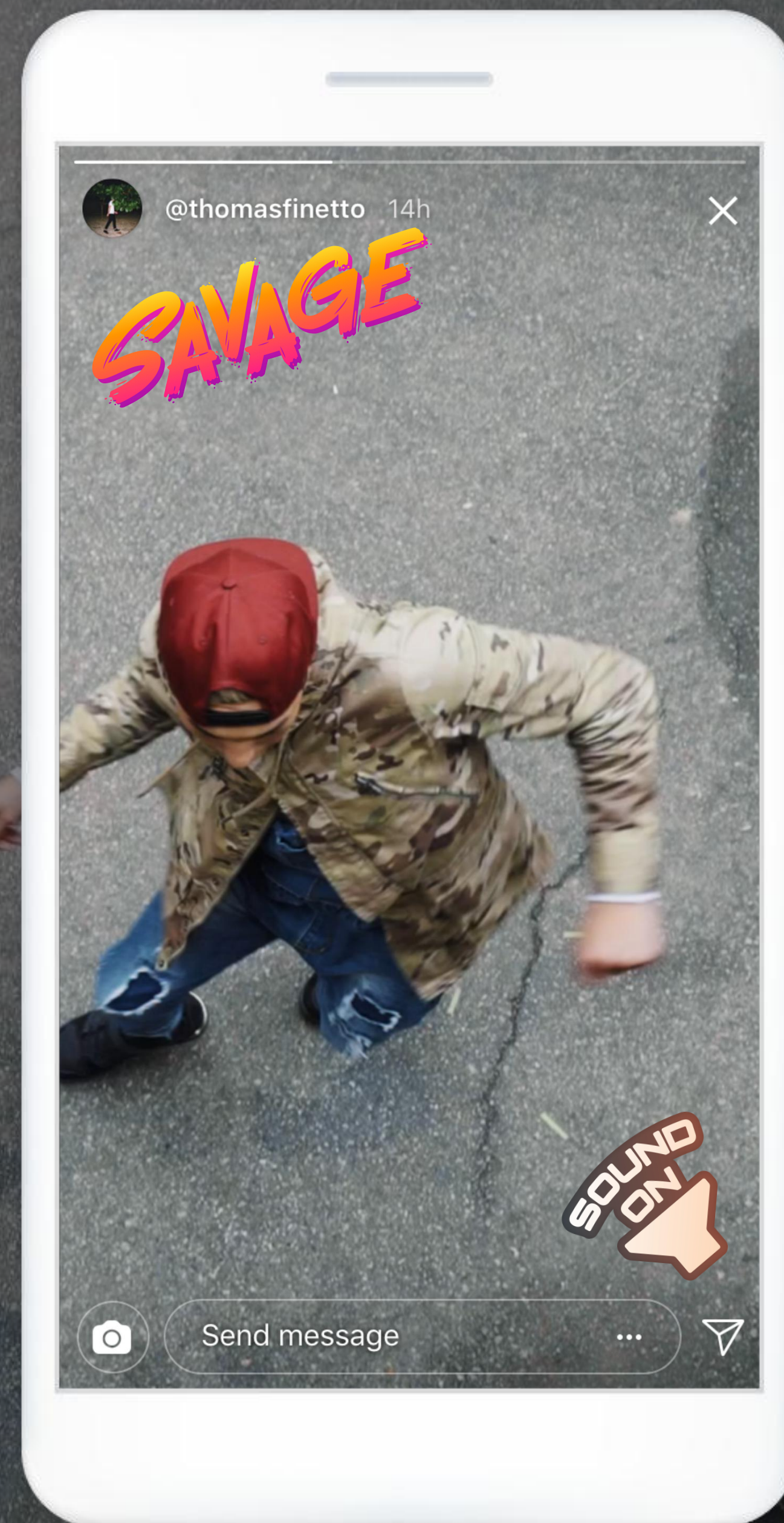
THE FUN OF SHOPPING



INSTAGRAM SHOPPING



CREATIVE TIPS

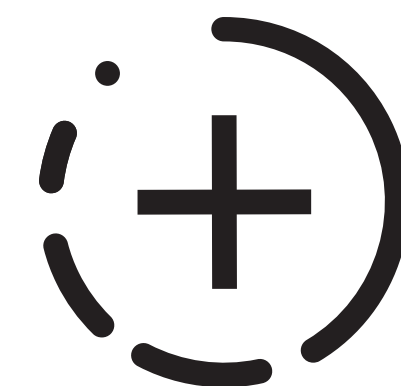




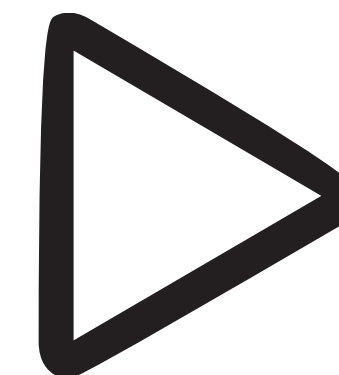
RECENTLY.



2016.



2013.



2010.



Instagram



0,000,000,000
monthly active
accounts



IN THE UK,
INSTAGRAMMERS
SURVEYED ARE USING
THE PLATFORM MORE
AND MORE **52%**

of people surveyed self-report they
use
Instagram more than they did a
year ago

31%

say they expect use it even
more in the coming year

Facebook IQ Source: "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people ages 13-64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US), Nov 2018. All participants said they used Instagram at least once per week.



📍 **LONDON**



Instagram

BRINGING YOU CLOSER
TO THE PEOPLE AND
THINGS YOU LOVE



Travel

News

Movies

Music

Technology

Food & drink

Fashion

Sports

Health &
fitness

Skincare &
cosmetics

Source: "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people aged 13-64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18-64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country.



Instagram



NEARLY 2 IN 3

people surveyed said Instagram is a place
that enables interaction with brands¹

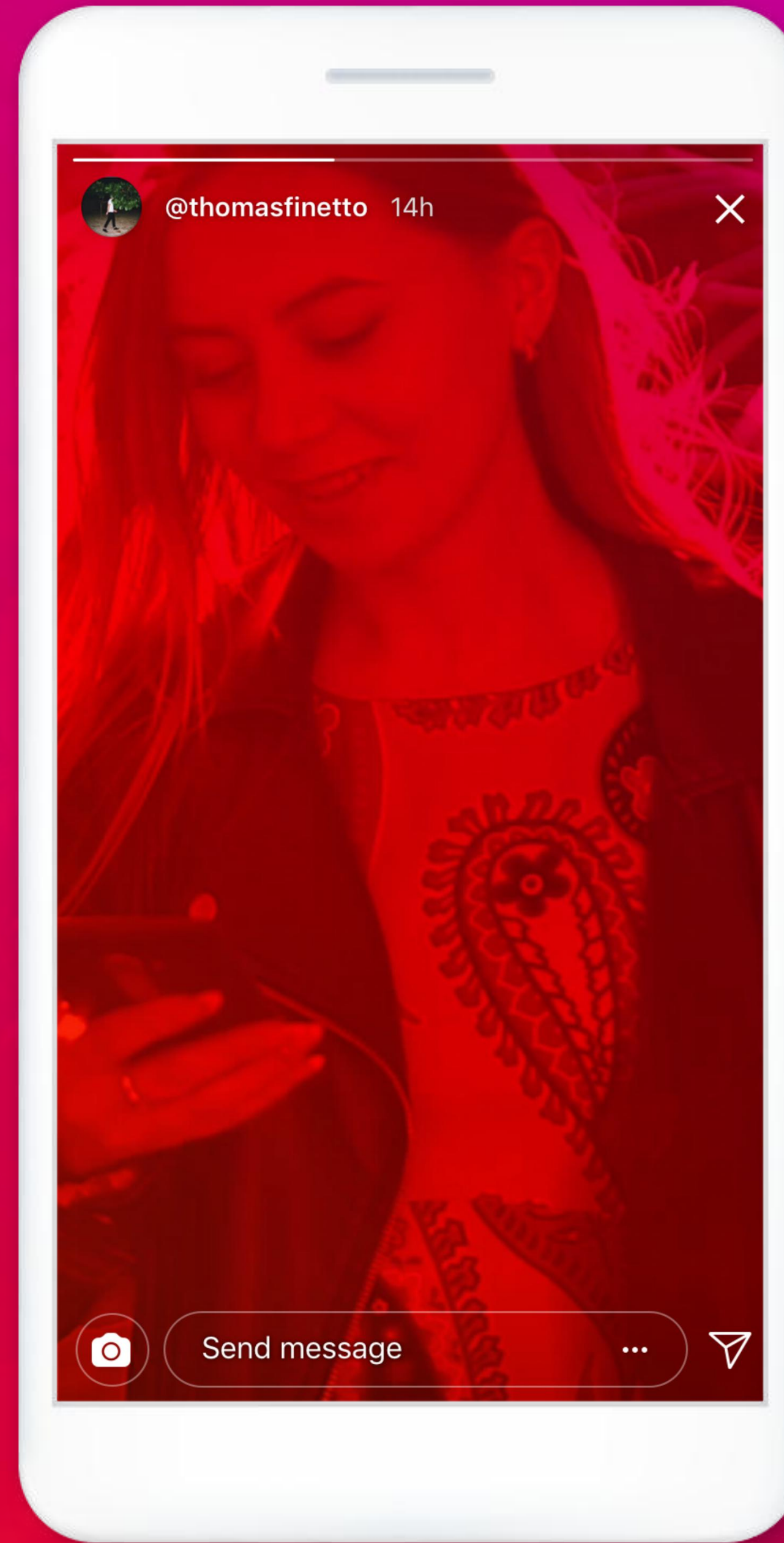


50%

are more interested in a brand when
they see ads for it on Instagram¹

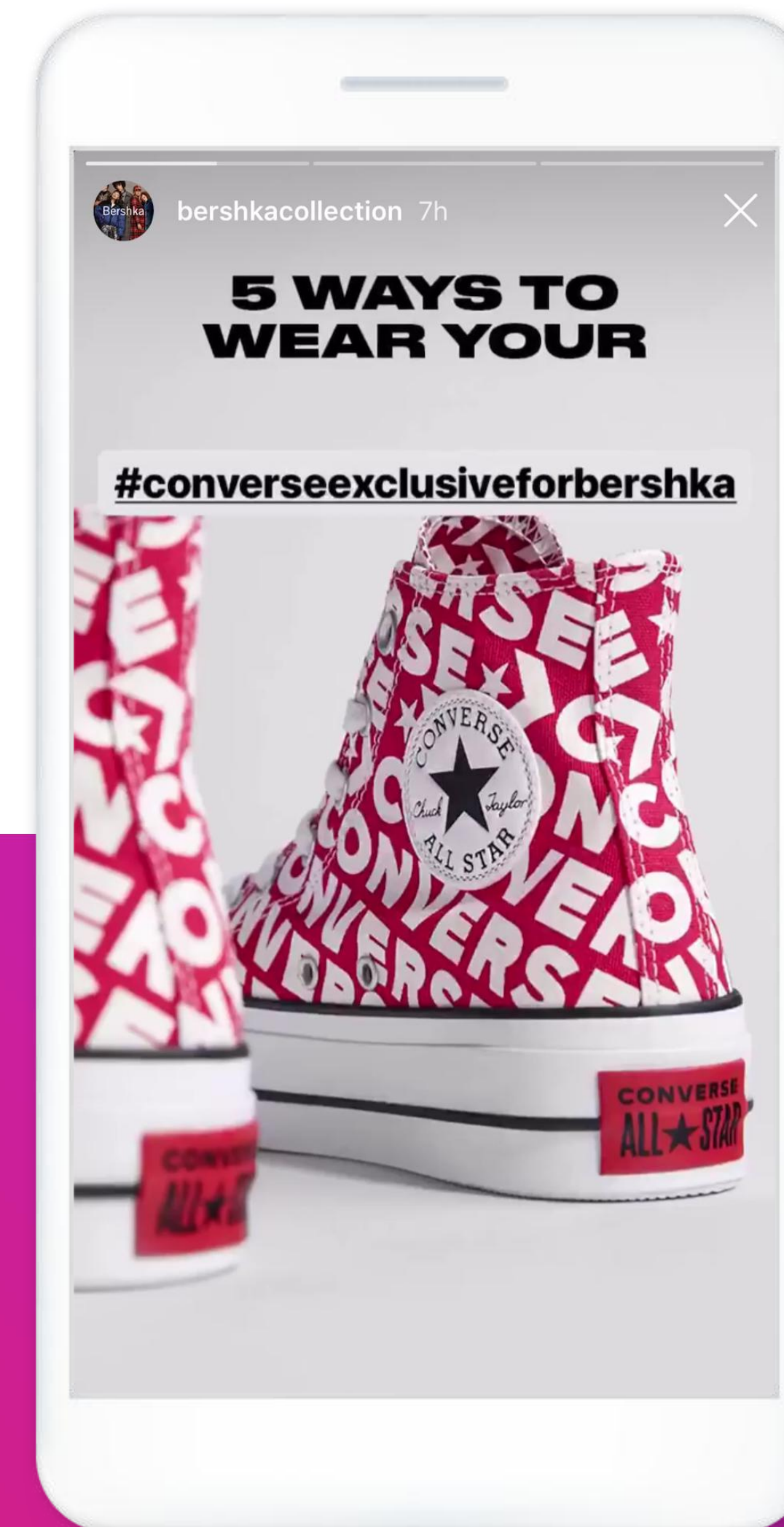
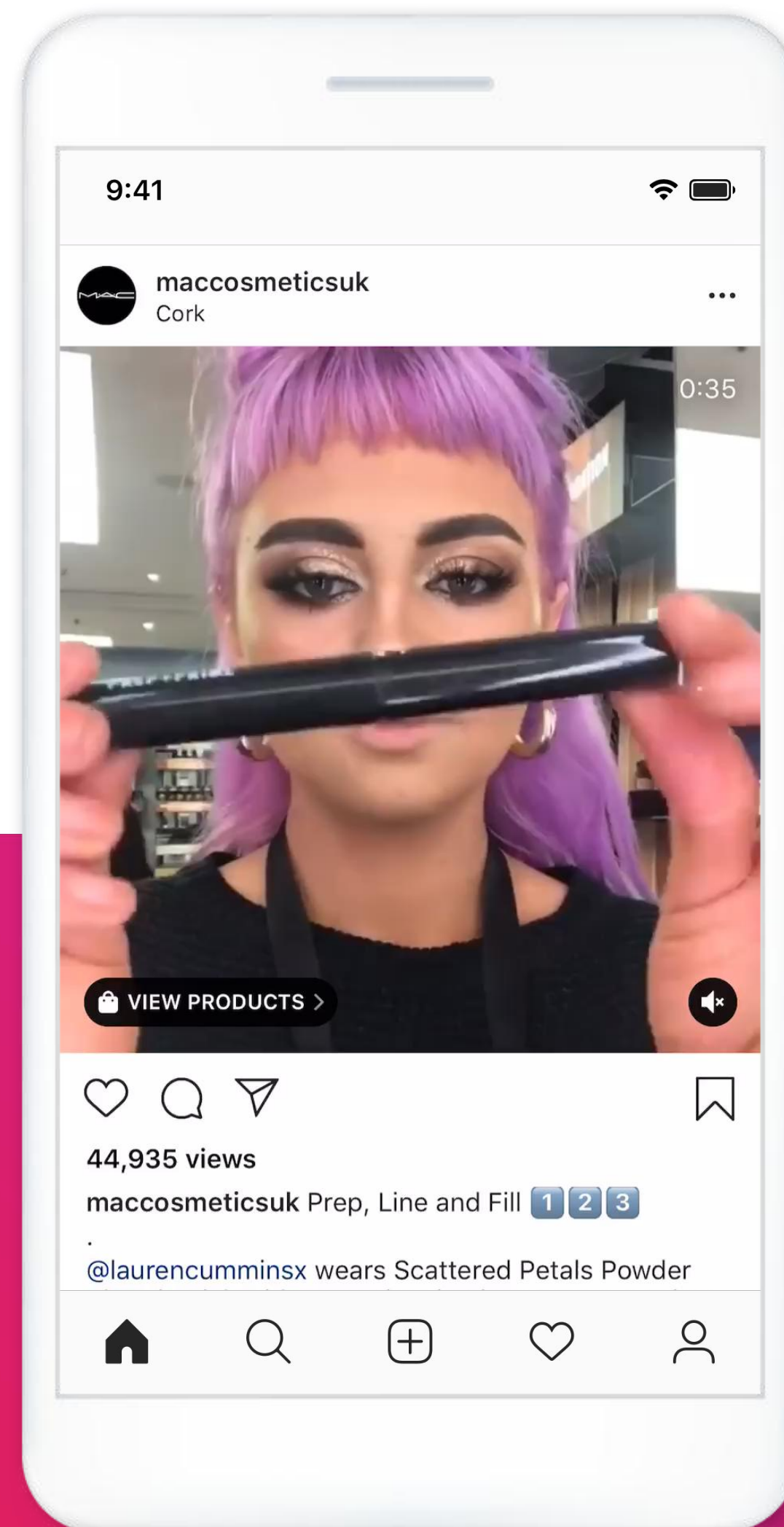
Source: [1] "Project Instagram" by Ipsos (Facebook-commissioned survey of 21,000 people aged 13–64 in AR, AU, BR, CA, DE, FR, IN, IT, JP, KR, TR, UK, US and aged 18–64 in Japan), Nov 2018. All participants said they used Instagram at least once per week. Survey response styles might vary across countries due to cultural differences, but scale anchors remained fixed within each country. [2] Instagram Internal Data, May 2018

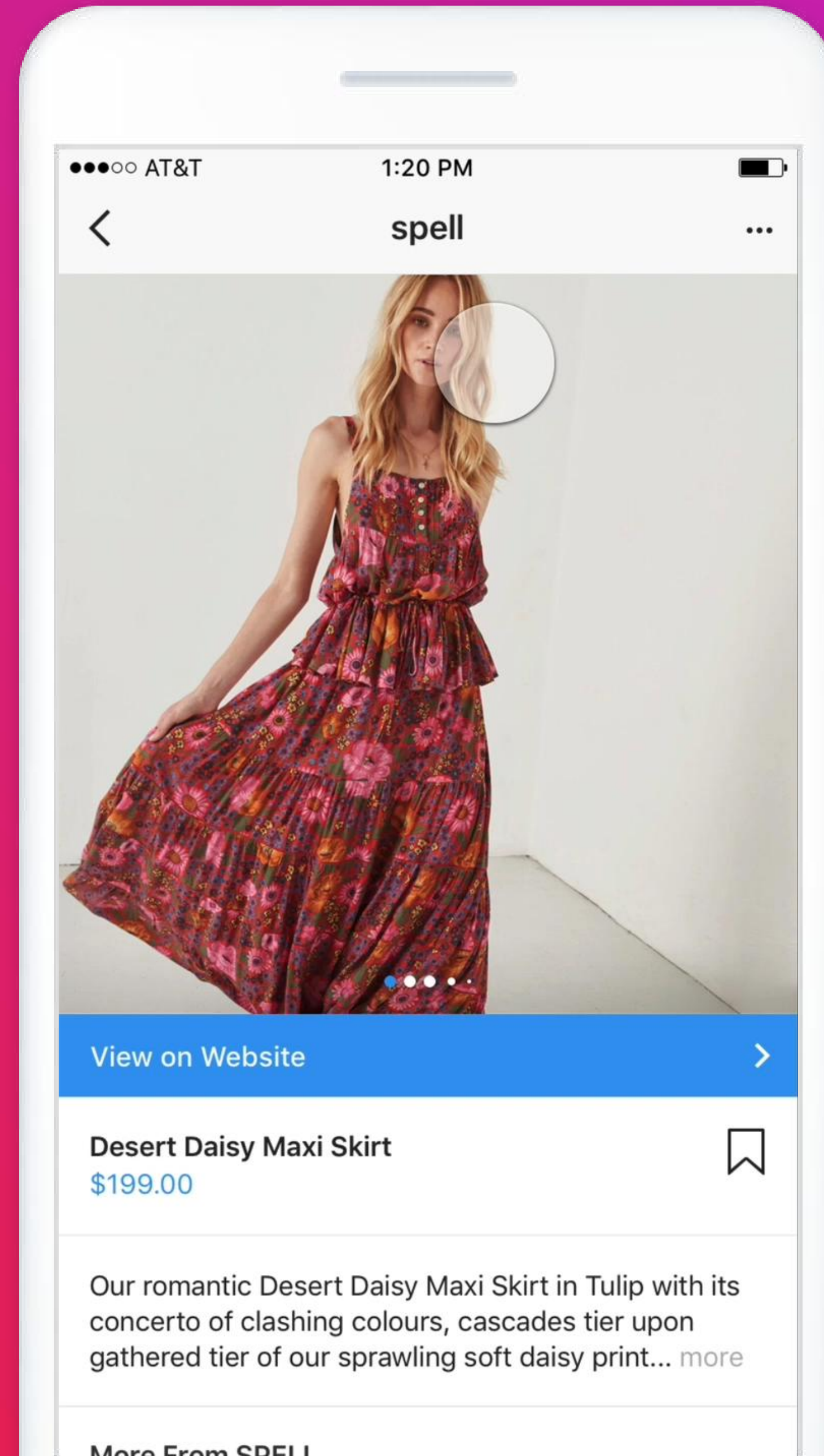
yasss



SAVAGE







People surveyed say Instagram helps them with the following:



83%

discover
new products



81%

research
products and services

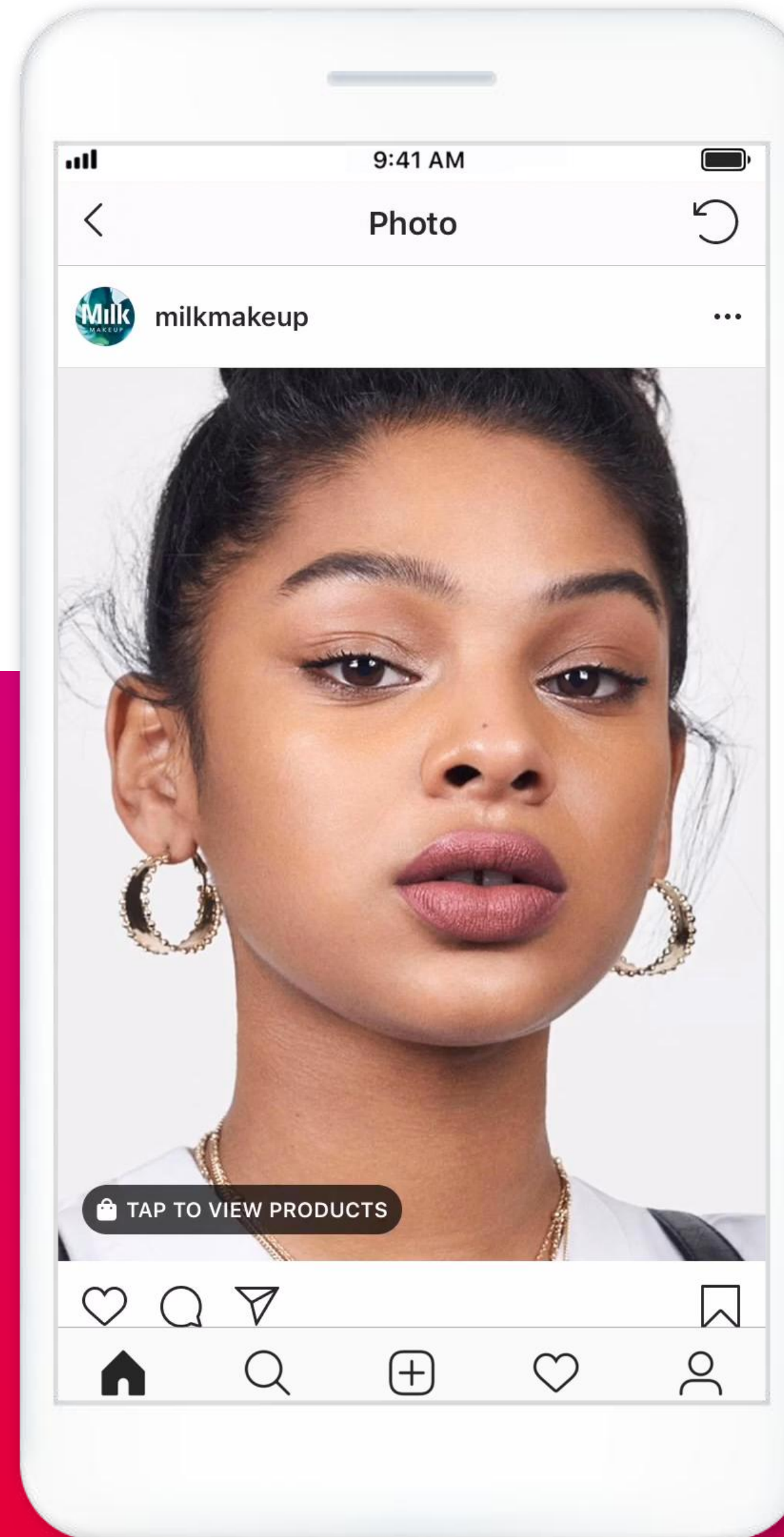


80%

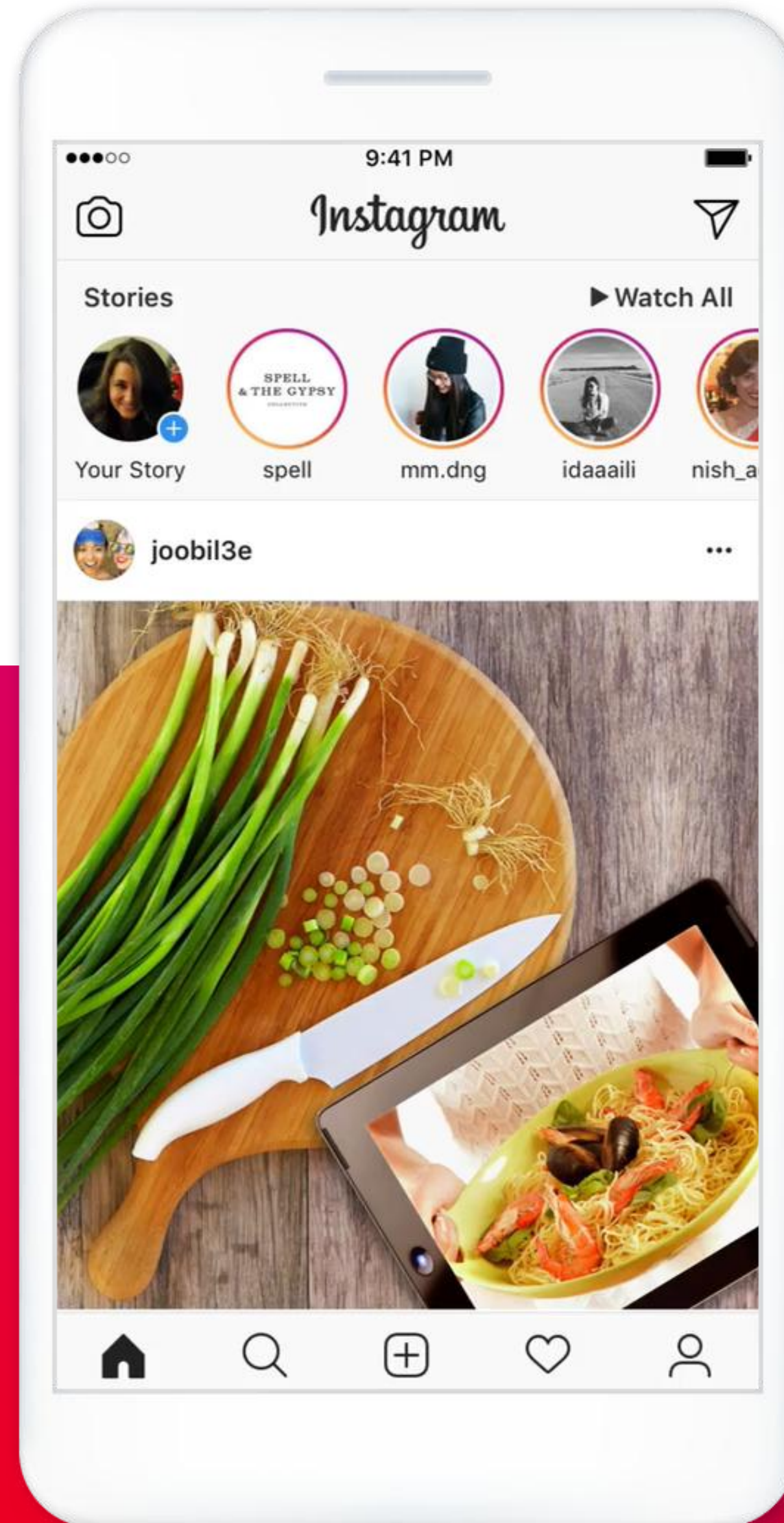
decide whether to buy a
products and services



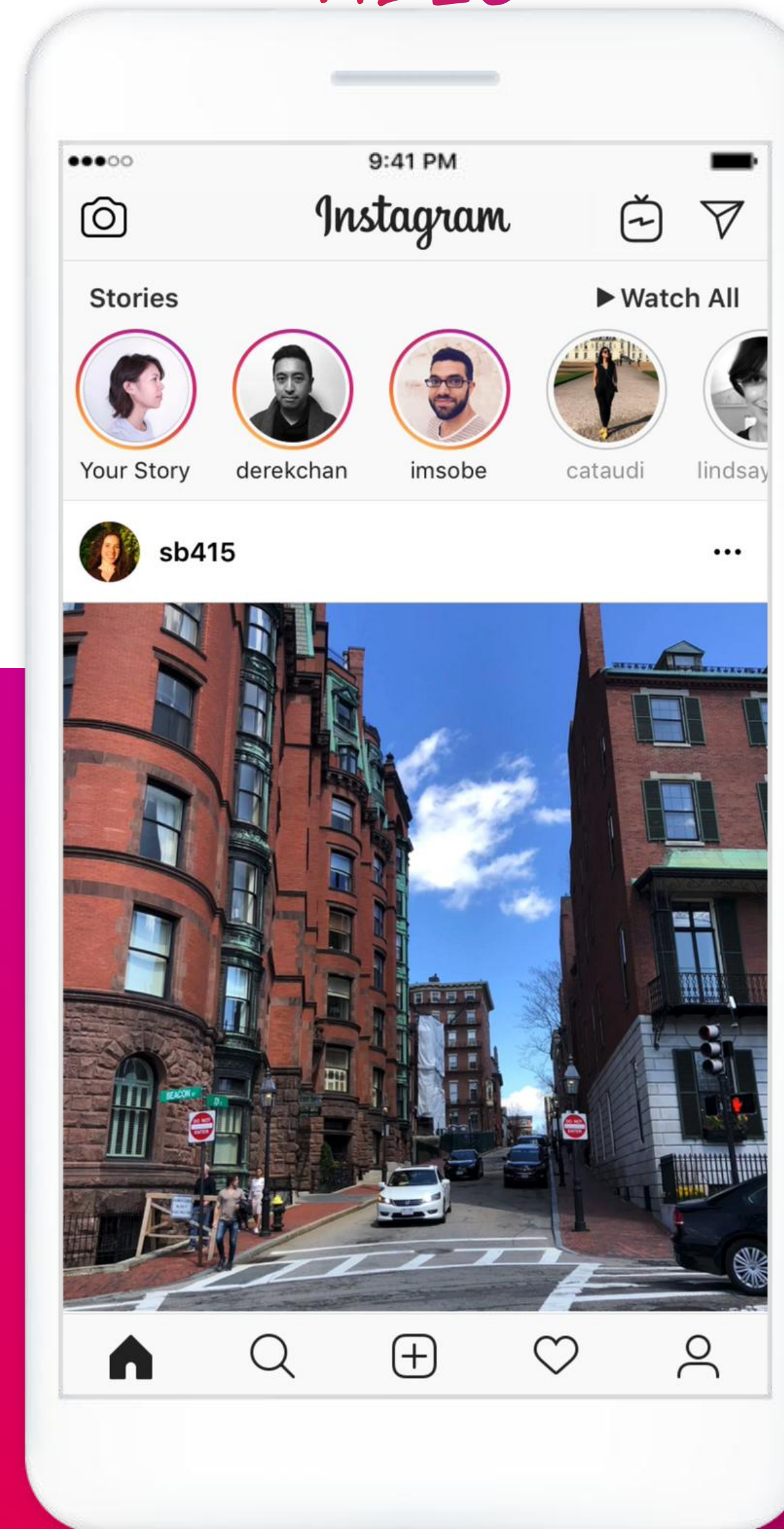
SIMPLICITY



STORYTELLING STORIES

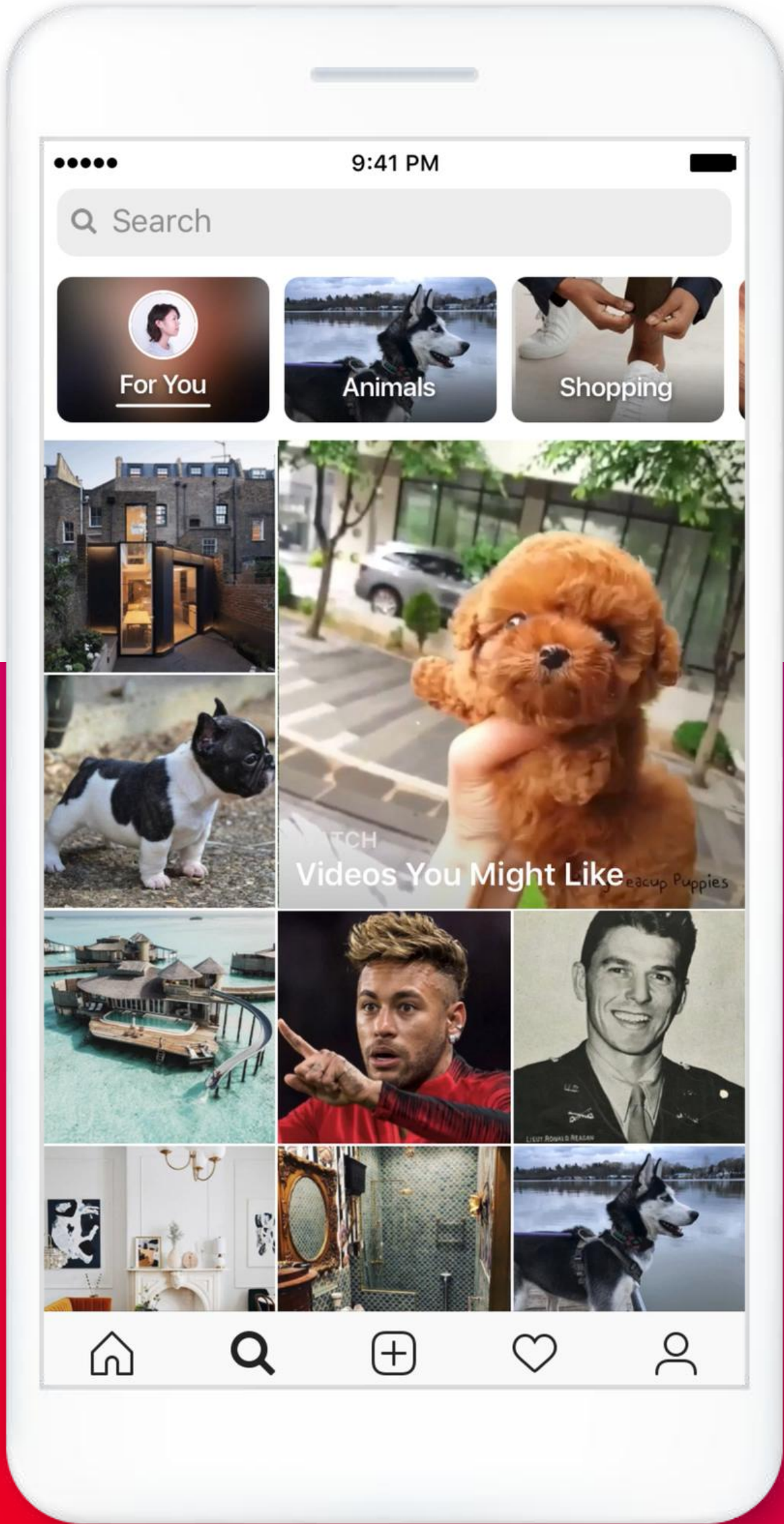


SHOPPING IN VIDEO

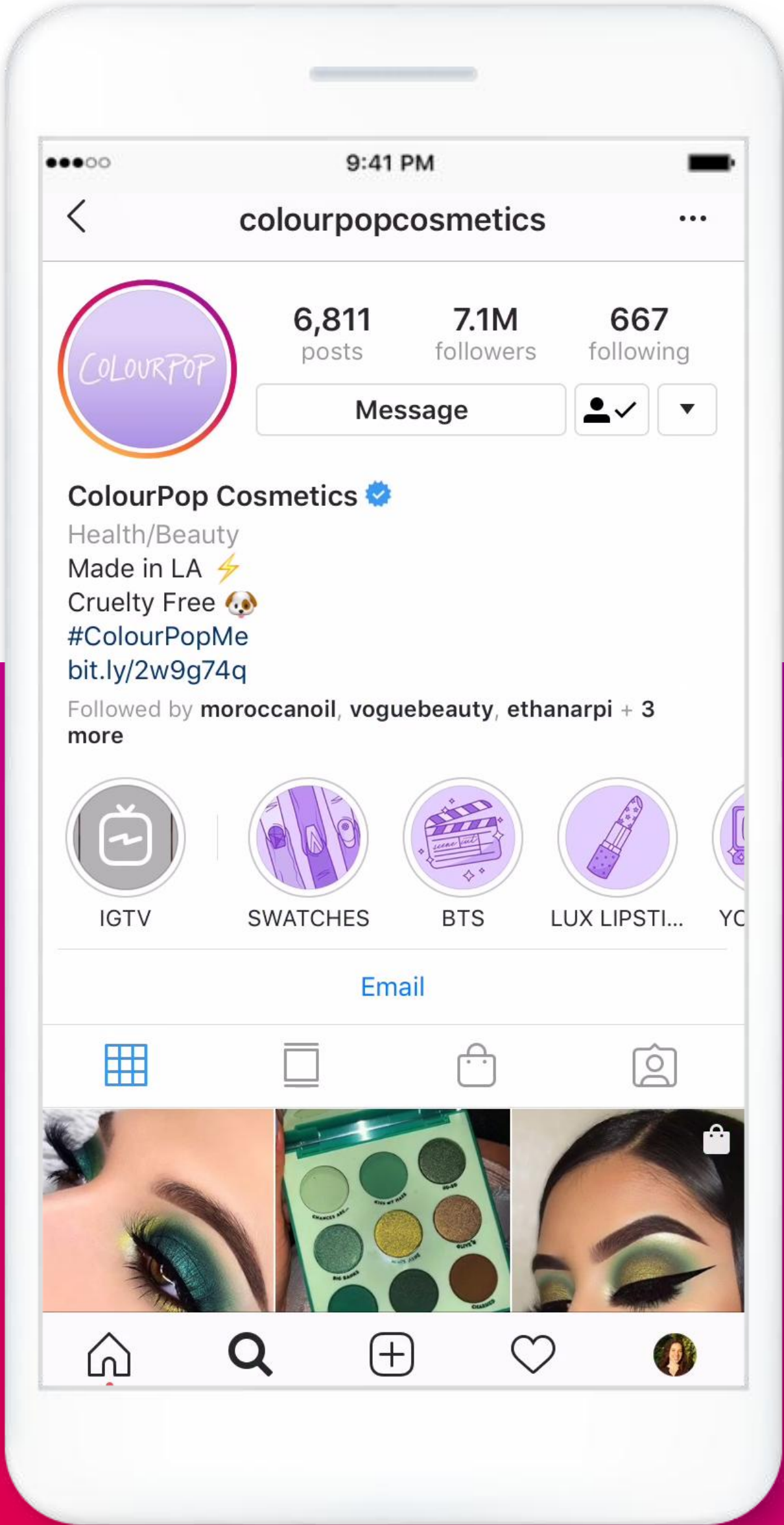


SCALE

EXPLORE



SHOP ON PROFILE



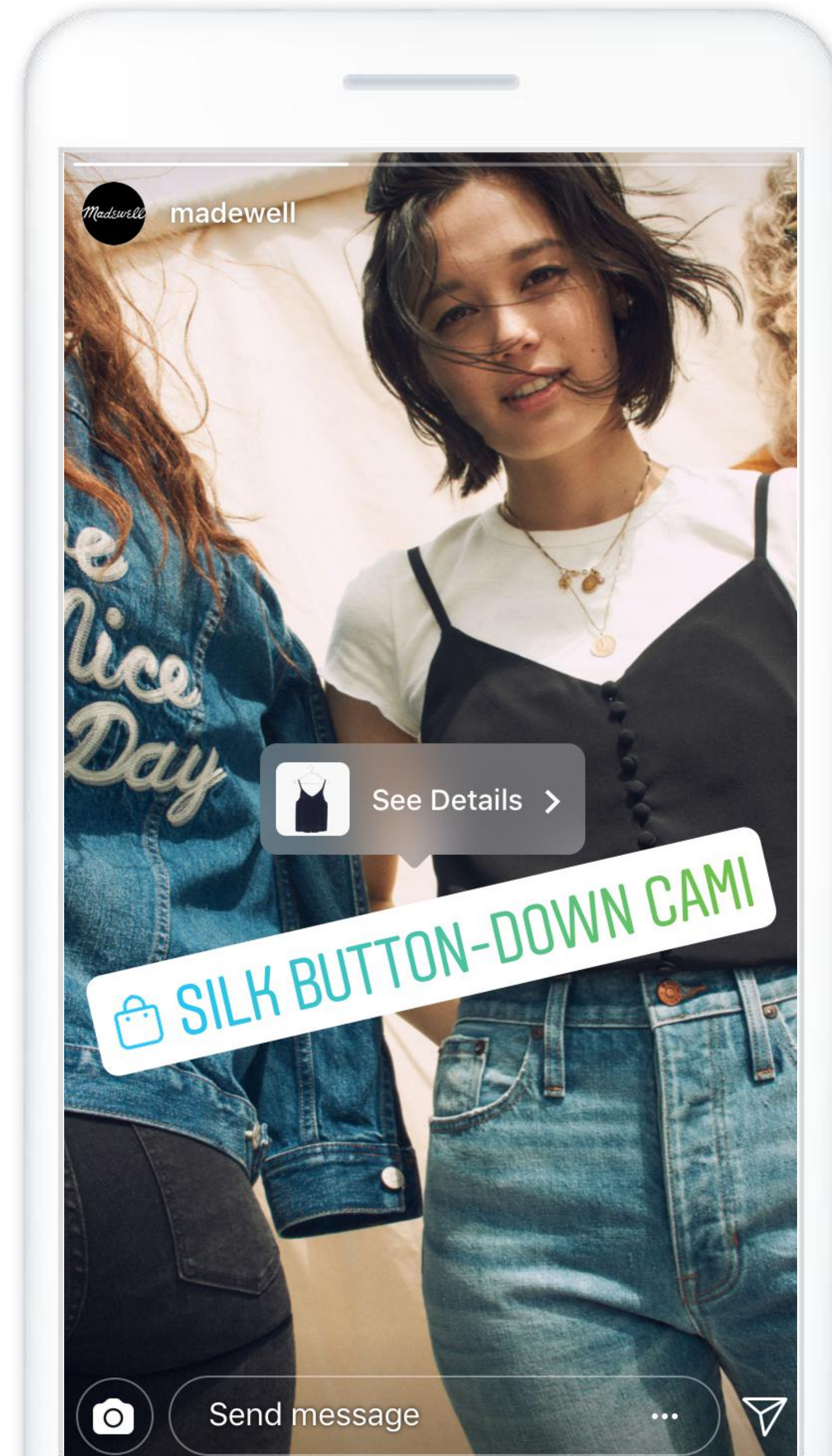


PEOPLE
INTERACT
WITH
SHOPPING
CONTENT

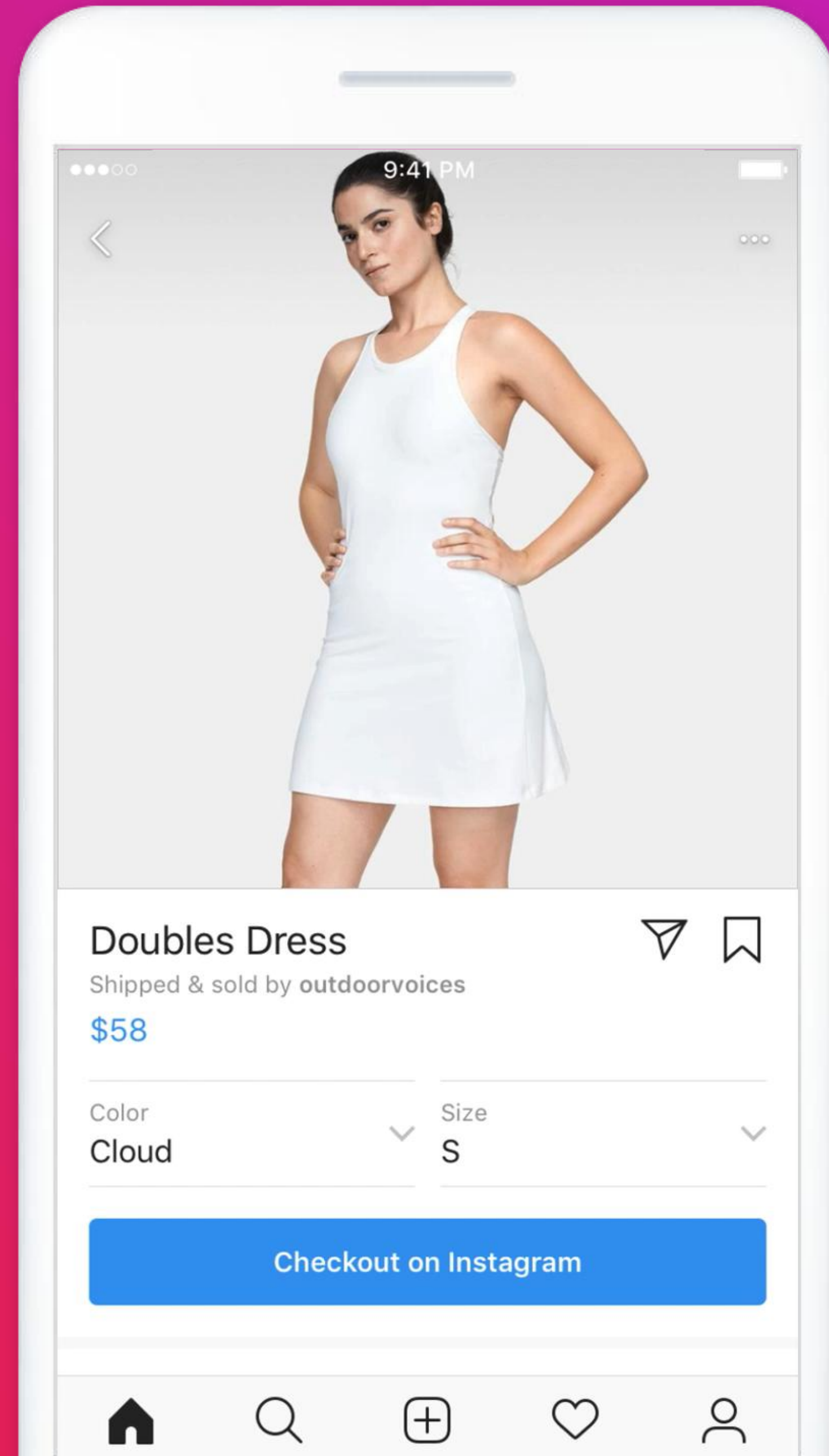
130M

*accounts are tapping to
reveal product tags in
shopping posts each month¹*

ONCE
PEOPLE
MAKE UP
THEIR
MIND, THEY
WANT IT
NOW



INTRODUCI NG CHECKOUT

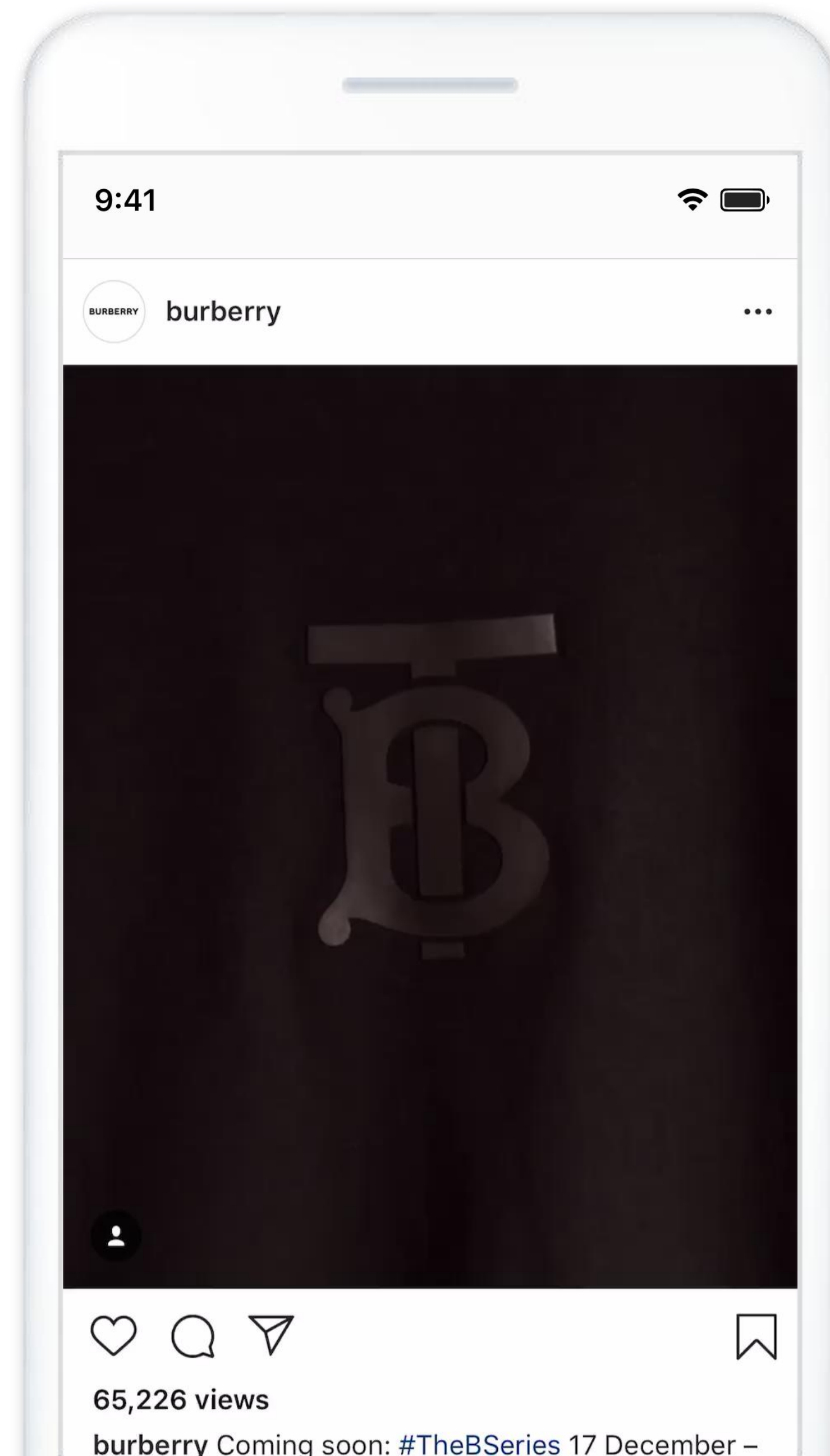


EMBRACE THE
COMMUNITY

ATTENTION

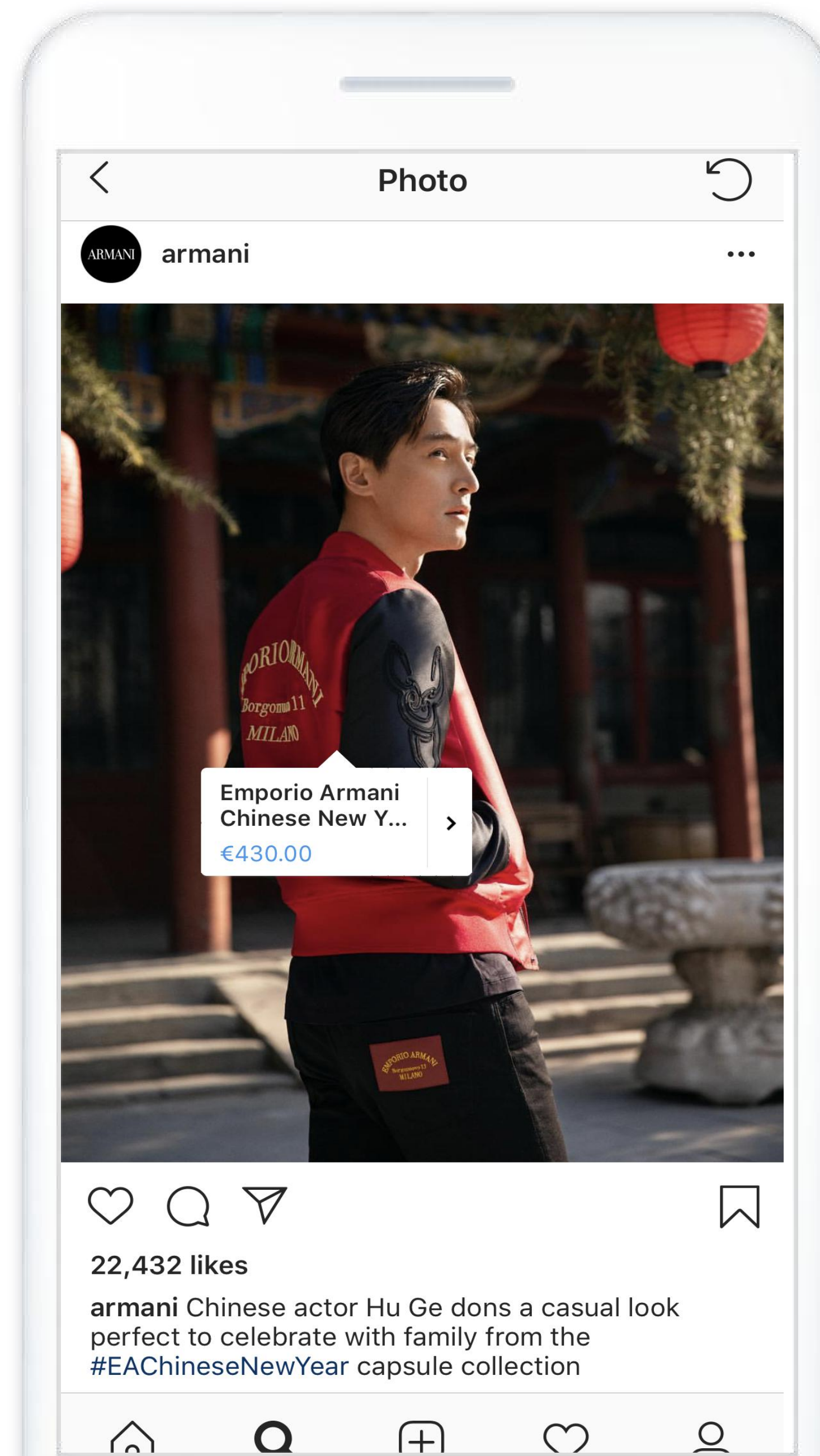
DROP IT
LIKE
IT'S HOT

Burberry
The B Series



ATTENTION CONNECT TO CULTURE

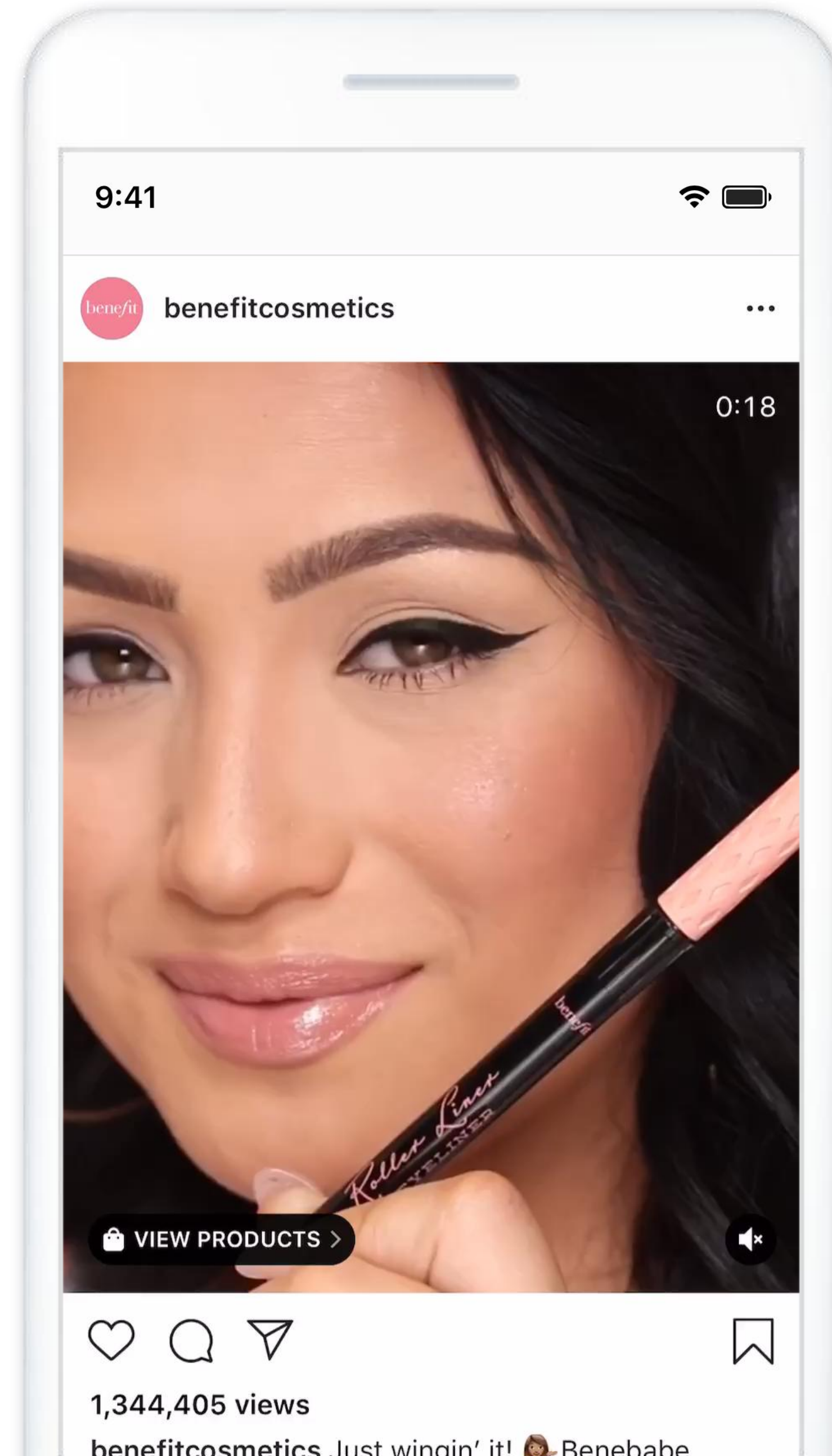
Emporio Armani X
Chinese New Year



CONFIDENCE

TEACH
THEM
HOW

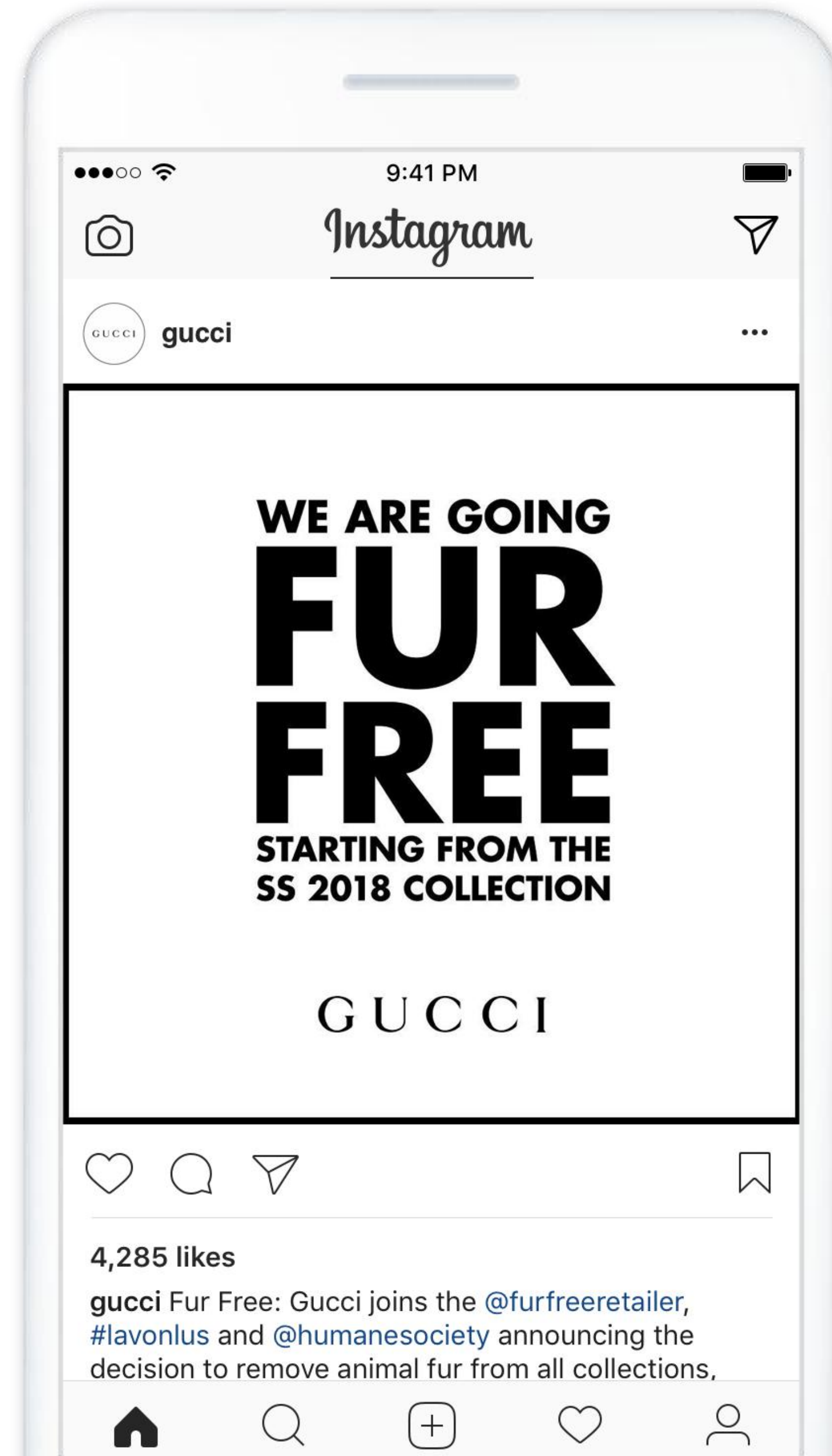
Benefit
Tutorial



CONFIDENCE

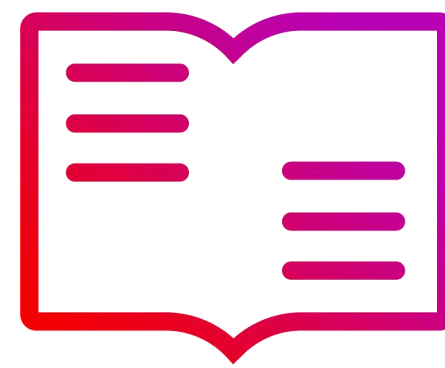
TAKE A STAND

Gucci
Values





REACH



TELL A
STORY



SIMPLIFY



BRINGING YOU
CLOSER TO THE
PEOPLE AND THINGS
THAT YOU LOVE

