



Moments That Matter Digital Twists to Classic Rituals as People Go Mobile

Yini Guo & Greta Baisch

facebook IQ



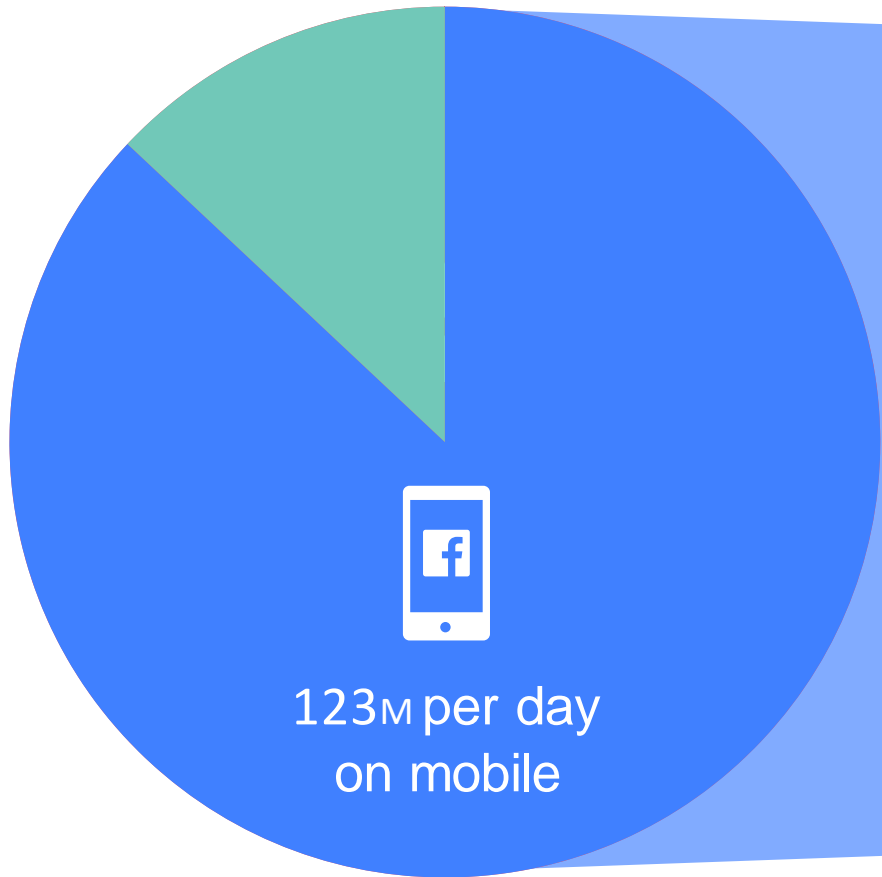


People have always had special moments in their lives.


From moving on to moving abroad, from engagement to wedding, these moments trigger the opportunity for change, celebration or gifting.

As these dates are personal to the individual, they have been difficult for advertisers to explicitly study and target.

UNTIL NOW.



Source: Left: Facebook Internal Data, March 2014. Right: US Mobile Total Monthly Minutes, comScore, July 2016



If we can understand more
about moments that
matter to people
leveraging our own data,
we can deliver experiences
that matter more to them.

We looked at three major moments in people's lives...



Getting
Married



Breaking
Up



Celebrating
Birthdays

Leveraging Facebook data and targeting...

Internal Data

People behavior on family of apps in Facebook during announced major life moments.

Survey

Device agnostic survey directly on Facebook of users who recently announced major moments on the platform.

Markets (EMEA)

United Kingdom

Poland

Netherlands

France

UAE

Adding digital twists to classical rituals...



NEW TRADITIONS AND
DIGITAL RITUALS ARE
EMERGING



FACEBOOK AND INSTAGRAM
ARE AN ESSENTIAL PART OF
PLANNING AND MANAGING
MOMENTS THAT MATTER



PURCHASE BEHAVIOR CHANGES
AROUND SPECIAL MOMENTS IN
PEOPLE'S LIVES

A group of five young adults (three men and two women) are gathered together, smiling and looking at their smartphones. They appear to be in a social setting, possibly outdoors, with a bright, warm background. The image has a soft, slightly blurred quality.

No.

1

New Traditions and Digital Rituals are Emerging

Newly engaged people share on social media straightaway

MAKING IT 'FACEBOOK OFFICIAL'

50%

of people update their Facebook status within 48 hours of becoming engaged.

17 Months

median length of engagement on Facebook

Source: Facebook data, FR, NL, PL, UK, UAE, people ages 18+ on Facebook who had indicated via a life event that they got married in 2015, Jan-Dec 2015 (accessed May 2016)

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Mobile is used to share the special moment and emerging technology adds to the wedding fun.

73%

of surveyed newlyweds agree that 'Mobile devices allowed me and my guests to capture more moments during our special day'.

15%

of surveyed newlyweds used a drone or action camera to capture footage from the ceremony/wedding reception.

25%

of surveyed newlyweds on Instagram used a personalized wedding hashtag.



New technology and traditions to relive the moment

Source: "Facebook Newlyweds" by Facebook IQ (Qualtrics fielded survey of 2,206 people ages 18+: 360 in FR, 527 in NL, 394 in PL, 619 in UK and 306 in UAE who indicated via a Facebook Life Event that they got married 6 months before the survey start date), Jul 11- 17, 2016.

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The digital way of birthday wishes is the new norm.

24

birthday posts on Facebook wall on average across the 5 countries.

72%

of people surveyed enjoy the creative ways to celebrate birthday on Facebook.

Facebook posts are more valued than traditional ways of celebrating a birthday across all ages

as compared to cards in a post and text messages, etc.

Source:

Left: Facebook Data: Random sample of Facebook monthly active users across UK, NL, PL, FR and UAE in 2015, 18+

Right "Birthdays on Facebook" by Facebook IQ, (Qualtrics-fielded survey of 6509 people ages 18+ in FR, NL, PL, UK and UAE random sample of Facebook monthly active users who had their birthday in the previous 3 months before the survey start date), Aug 30 – 16 Sept, 2016

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Facebook and Instagram
are essential parts of
planning the moment

Planning a birthday on the platform is easier.

14 days

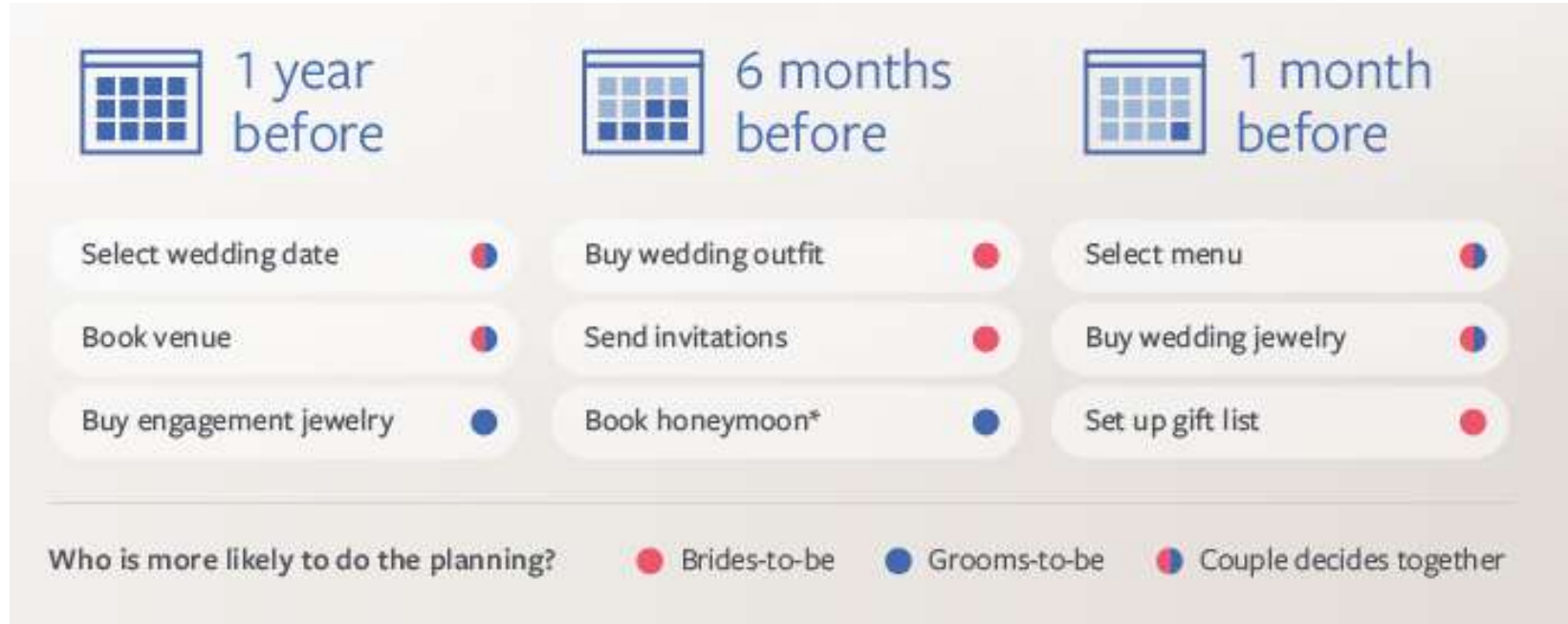
median number of days ahead of birthday for people to set up an event on Facebook

The peak 'set up celebration events' on Facebook happen 4 days before the birthday.

Source: Facebook Data: Random sample of Facebook monthly active users across UK, NL, PL, FR and UAE in 2015, people aged 18+

Wedding planning starts right from the get-go...

of surveyed newlyweds



Source: "Facebook Newlyweds" by Facebook IQ (Qualtrics fielded survey of 2,206 people ages 18+: 360 in FR, 527 in NL, 394 in PL, 619 in UK and 306 in UAE who indicated via a Facebook Life Event that they got married 6 months before the survey start date), Jul 11-17, 2016.

Social media is an essential part of wedding planning.

58%

of surveyed newlyweds agree that 'I love to look at other people's pictures and posts to find inspiration for my own special day'.

47%

of surveyed Facebook newlyweds used the platform to browse for inspiration for the wedding day.

Source: "Facebook Newlyweds" by Facebook IQ.(Qualtrics fielded survey of 2,206 people ages 18+: 360 in FR, 527 in NL, 394 in PL, 619 in UK and 306 in UAE who indicated via a Facebook Life Event that they got married 6 months before the survey start date), Jul 11- 17, 2016.



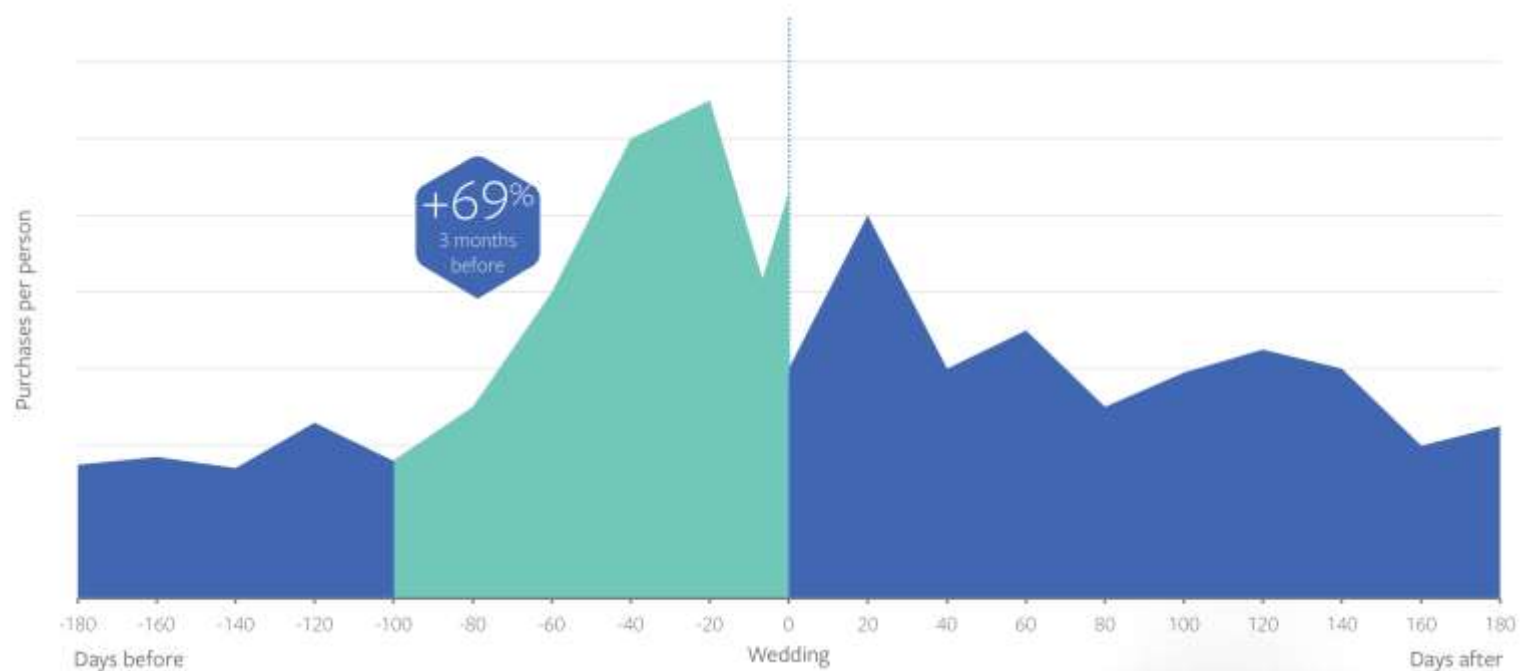


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3

Purchase behavior changes
around special moments

Retail purchases increased 3 months before the wedding.



Source: Facebook data, FR, NL, PL, UK, UAE, Apr 2015-Apr 2016 (accessed May 2016). Analysis of conversion pixel data for ads that were shown to people ages 18+ on Facebook who had indicated via a life event that they got married between Sep 2015 and Dec 2015. The gaming vertical is excluded from this analysis.

Gaining new experiences is more therapeutic for people following breakup.

Only

20%

of those who indicated they shopped after the breakup also found it valuable to help them recover.

2.19X

Men were more likely than women to say they found value in taking up cooking.

Source: "Birthdays on Facebook" by Facebook IQ, (Qualtrics-fielded survey of 6509 people ages 18+ in FR, NL, PL, UK and UAE random sample of Facebook monthly active users who had their birthday in the previous 3 months before the survey start date), Aug 30 – 16 Sept, 2016

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Self-gifting is a common behavior during birthday celebrations

6 in 10

survey respondents treated themselves to a birthday gift.

Top Categories of Self-Gifting

Fashion

Electronics

Jewelry

Beauty Products

Quality Time

Source: "Birthdays on Facebook" by Facebook IQ, (Qualtrics-fielded survey of 6509 people ages 18+ in FR, NL, PL, UK and UAE random sample of Facebook monthly active users who had their birthday in the previous 3 months before the survey start date), Aug 30 – 16 Sept, 2016

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Marketer Takeaways



People live their special moments on mobile and digital channels, providing a great opportunity for marketers to reach their audience



Understanding which purchase decisions matter during special moments can help identify relevant verticals and messages



Understanding when decisions get made leading up to and following special moments can help inform the right time to connect with your audience

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Insights.fb.com



Facebook IQ Moments Blogpost Weddings

<http://insights.fb.com/2016/08/31/weddings-from-hashtags-to-honeymoons/>

Facebook IQ Moments Blogpost Break Ups

<http://insights.fb.com/2017/02/03/what-mends-a-broken-heart-on-facebook/>



Q & A



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The Future Place



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