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

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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.
123M per day on mobile

1 in every 5 mobile minutes

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**
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)
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.
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
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.
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 6,009 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. 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.
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.

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.
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