rise interactive

Rise's Four Pillars of Social Commerce Success

SOCIAL COMMERCE

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From how we dance to how we shop, there's always underlined something new happening on social media. U. S. sales from social commerce are predicted to reach nearly **$80 billion by 2025**. If you don't have your marketer hat on yet, put it on and **read that again**. Social commerce provides a can't miss opportunity for brands to create a seamless shopping experience where consumers already spend over 2.5 hours a day.

Rise, A Quad Company, is an expert in all things digital marketing, including social commerce. In this guide,

we're sharing our award-winning expertise and forward-thinking strategies to make the most out of this eCommerce necessity. We'll future-proof your brand's social media approach, keeping you ahead of the curve in a rapidly changing digital world.

We've compiled Rise's Four Pillars of Social Commerce Success to help you maximize your brand's revenue with strategic purchasing functionalities. Keep reading to learn what makes a successful social commerce campaign!

rise interactive + ULTA BEAUTY + (Snapchat)

Global Social Media Awards
WINNER
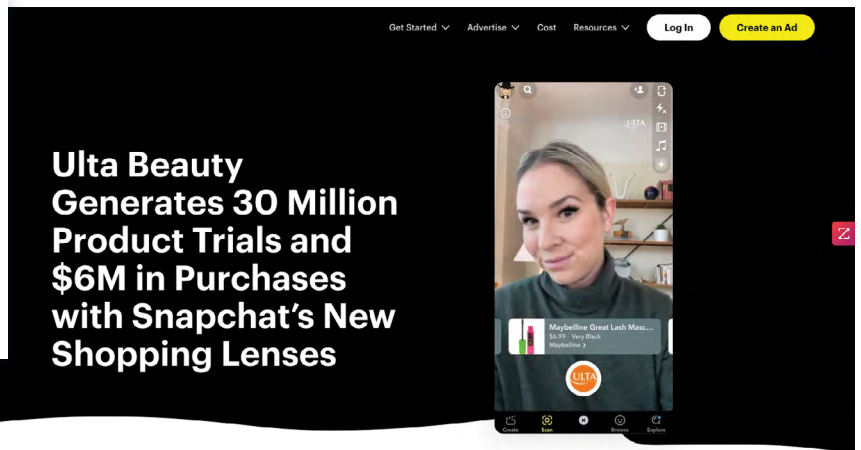
Ulta Beauty Generates 30 Million Product Trials and $6M in Purchases with Snapchat's New Shopping Lenses

30M
product trials

Less than $0.01
per product trial

+56%
ROAS vs. non-shopping Lens formats

43%
incremental reach vs. Snap Ads alone

The Story
Ulta Beauty uses the power of beauty to bring to life the possibilities that lie within each of us, with a mission to be the most loved beauty destination of their guests. In order to achieve this vision, ULTA is constantly looking for ways to excite and delight their guests - in store and online.

One of the ways they do this is by providing personalized shopping experiences for their customers at scale that drive product engagement and sales where they are already spending time - on social platforms. Specifically, through Augmented Reality (AR).

The Solution
Ulta Beauty partnered with Snapchat and their agency partner Rise Interactive to build a holistic AR shopping strategy with an always-on approach.

Their first goal was to make AR creation as easy as possible. To achieve this they utilized **Lens Web Builder**, a no-coding necessary tool that makes it easy to create AR Lenses in a matter of minutes with no 3D skills required.

They then leveraged Snapchat's new catalog-powered **Shopping Lens** format to seamlessly transform their product catalog into always-on AR. These Shopping Lenses included product SKUs and drove Snapchatters directly to each product page to purchase all on one Lens experience.

Finally, they used Pixel Purchase **goal-based bidding** to optimize their Shopping

Rise's Four Pillars of Social Commerce Success

A successful social commerce strategy starts well before the ad itself. While we know that social media is a key paid placement for eCommerce brands, you also need more than engaging images on the right social platform to make an incremental impact. Rise takes an audience-first approach that captures attention and conversions in equal measure. This guide will detail this approach to deliver a high-value shopping experience on social media using **Rise's Four Pillars of Social Commerce Success:**

1. Audience Diversification
2. Platform Playbook
3. Personalized Creative & Messaging
4. Insightful Measurement

Pillar 1

AUDIENCE DIVERSIFICATION: Diversify Audiences to Maximize Data Signals

Your brand's audience is the key to driving superior results. As cookies disappear and privacy standards evolve, it's time to think outside the box. Our experts at Rise leverage a diverse range of targeting capabilities to help you reach your consumers efficiently and compliantly in a privacy-first world. The audience hunt starts with maximizing the right technology and data signals.

In order to avoid data loss, you need to use a diverse set of audiences, powered by input-ready data. That means strategically incorporating everything into your campaigns from your own first-party data to interest-based audiences from the platform.

Ensure Diversification of Audiences to Avoid Data Loss

CRM Lists	Site Visitors	Post Engagers & Followers	Lookalikes	Interests & Demographics
Target users who have a deep engagement with your brand	Remarket to users who have browsed pages on the website	Engage with users who have connected with your brand	Find users who exhibit similar signals as your known audiences	Identify users based on their profile and online behavior

eCommerce brands typically have two types of customers: those who are **very in the know** AND those who **need a nudge**. Rise's audience-first campaign structures are built according to the specific customer type. Whether we're talking to existing customers, known prospects, or net new buyers who have not yet engaged with your brand, we build campaigns so the users see tailored messaging based on where they are in their purchase journey, and then allocate budgets accordingly.

Use First-Party Data to Drive Known Customer Experiences

Once you have your ideal campaign structure, it's time to maximize your first-party data. First-party (1P) data is all the data you have in your CRM, collected from different customer touchpoints, such as mailing list signups, app account creations, website interactions, or purchases. Then we look at the frequency and return of these engagements to enhance their lifetime value.

Find New Customers with Additional Qualified Data Sources

After saturating the pool of qualified 1P users, you're ready to incorporate additional audience sources, starting with **lookalikes**. Lookalike audiences find a pool of users that exhibit similar signals as your known audiences, using your 1P data as the source.

Once you have saturated lookalike users, you can move on to native audiences, such as **interest and behavioral targeting**, from all the platforms you are present on. While the quality of interest targeting has declined since iOS 14.5 was released, they still help narrow in on the right audiences that are specifically attached to the determined subject.
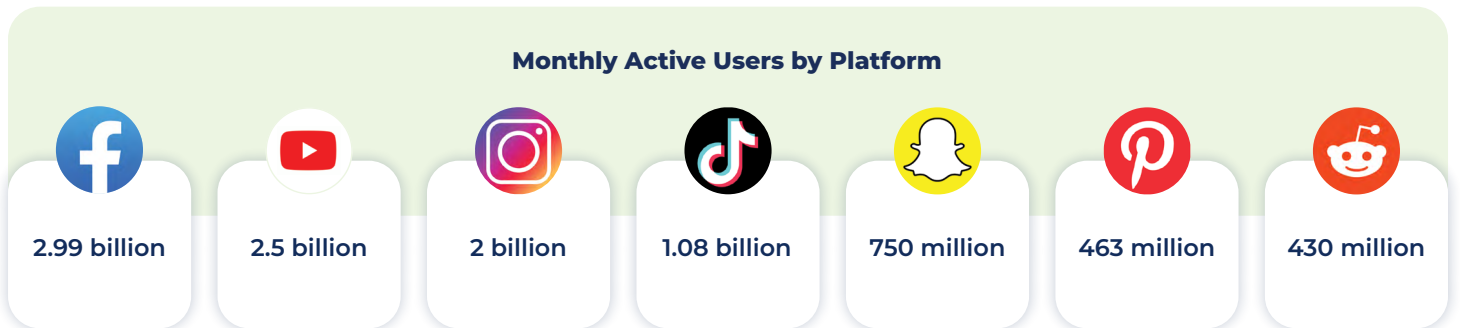
To combat declining quality from native sources and continue diversifying audiences, the next step is to lean into **third-party providers**. The goal of a third-party audience source is to track different behaviors over the Internet that can allow us to enhance that 1P, lookalike, and native audience targeting.

TAKEAWAY Sending your data "secret sauce" to the platforms fuels the entire brand engine, making it the most integral part of your social commerce approach.
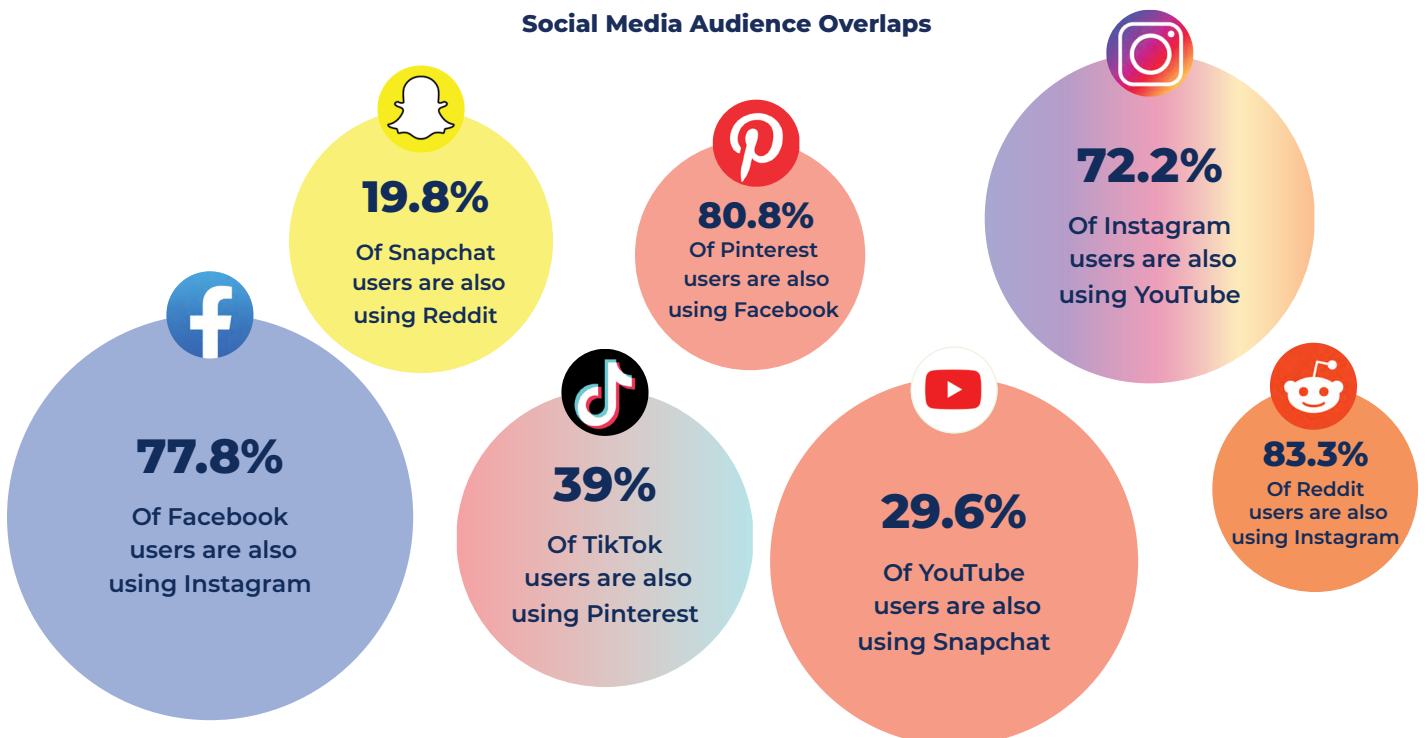
PLATFORM PLAYBOOK: Build a Playbook with the Right Platforms

Monthly Active Users by Platform

Facebook	YouTube	Instagram	TikTok	Snapchat	Pinterest	Reddit
2.99 billion	2.5 billion	2 billion	1.08 billion	750 million	463 million	430 million

* Note the # of users is over the age of 18

Step two for social commerce success is determining how each social media platform approaches the experience, relative to your audience. We all think we know what each social media platform does best and who is the most present on them. However, the numbers could tell a totally different story. Rise closely partners with all of the social media platforms for access to the real user story and innovative solutions that provide a competitive advantage.
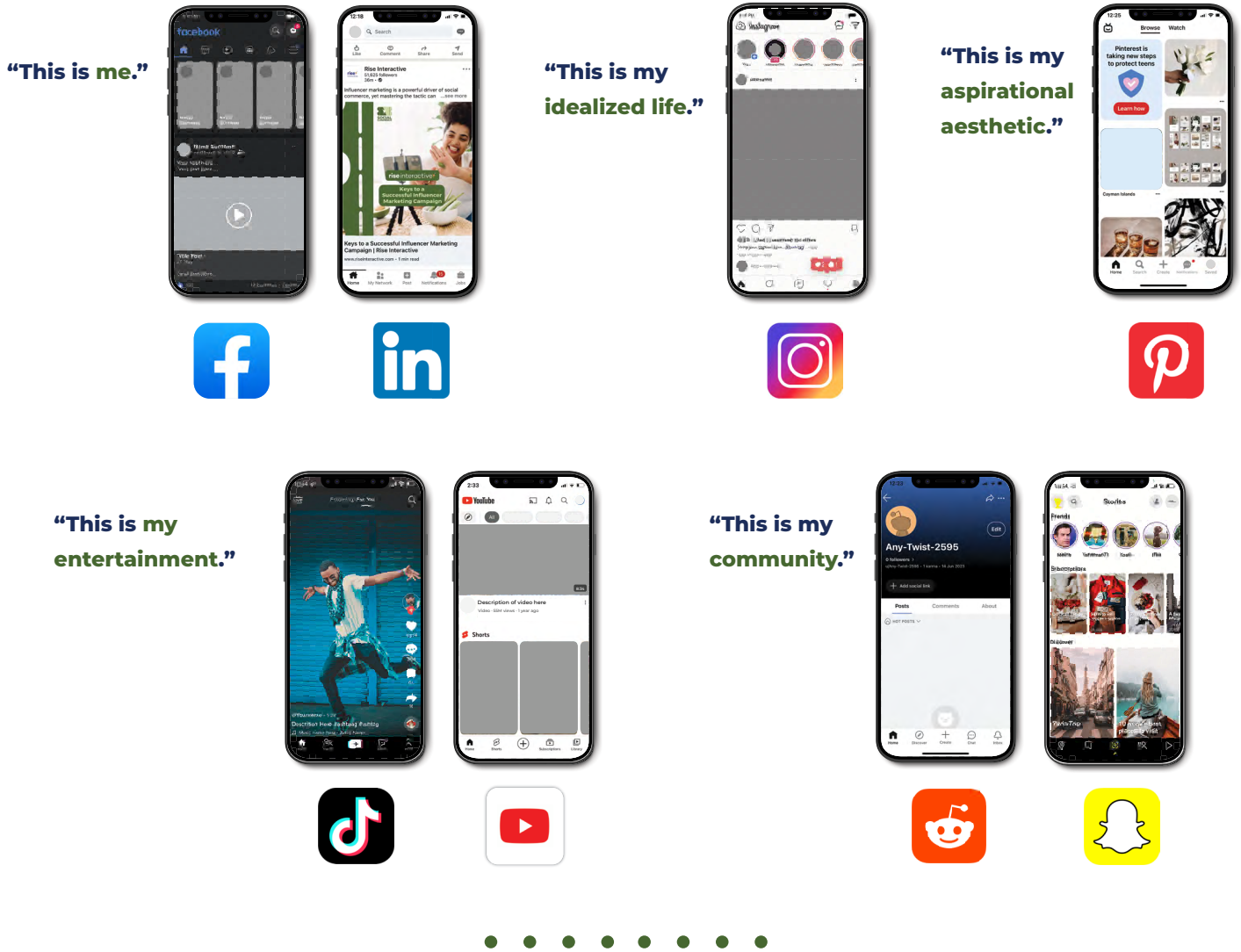
We use your audience insights to map and deliver the most relevant messaging to each identified persona — on the platform that best fits their media consumption. **Rise specializes in crafting custom platform playbooks tailored to your brand's individual needs and unique consumer behaviors**. Each social media platform provides a unique experience and, many times, exclusive audiences. By knowing the true segmentation and overlap between the different platforms, you can be present everywhere that your audience is. And based on the numbers below, they are in more than one place.

Social Media Audience Overlaps

19.8%
Of Snapchat users are also using Reddit

80.8%
Of Pinterest users are also using Facebook

72.2%
Of Instagram users are also using YouTube

77.8%
Of Facebook users are also using Instagram

39%
Of TikTok users are also using Pinterest

29.6%
Of YouTube users are also using Snapchat

83.3%
Of Reddit users are also using Instagram

* Note the # of users is over the age of 18

Users engage and showcase different aspects of themselves across social media. Keep the below rundown in mind when determining how to best message and engage with your audience on each platform.

"This is me."

"This is my idealized life."

"This is my aspirational aesthetic."

"This is my entertainment."

"This is my community."

• • • • • • • • •

Rise identifies the right platforms that align with your goals, helping your message reach the right people at the right time — amplifying your brand's voice and its action-driving impact on your audience. We are sharing some **platform-specific differentiators** and helpful tips below, keeping in mind that the perfect playbook needs to first and foremost factor in your audience details.

META & MEASUREMENT

Meta has the widest and largest audience of any social media platform. From Facebook to Instagram and What's App, there is an entire system of platforms in the Meta ecosystem that spans age, gender, behaviors, and demographics. Meta provides an **unmatched ability to efficiently scale** your performance marketing. With Meta Advantage, Meta's suite of automated ad products from placements to audiences, creative, and budget, you can escalate the value of AI in your campaigns.

The Meta powerhouse comes with advanced measurement capabilities such as the Conversion API (CAPI). Rise helps integrate CAPI for your brand to create a direct connection between your marketing data and Meta. **CAPI helps businesses:**

- Adapt successfully to changes in advertising with privacy-enhancing technologies.
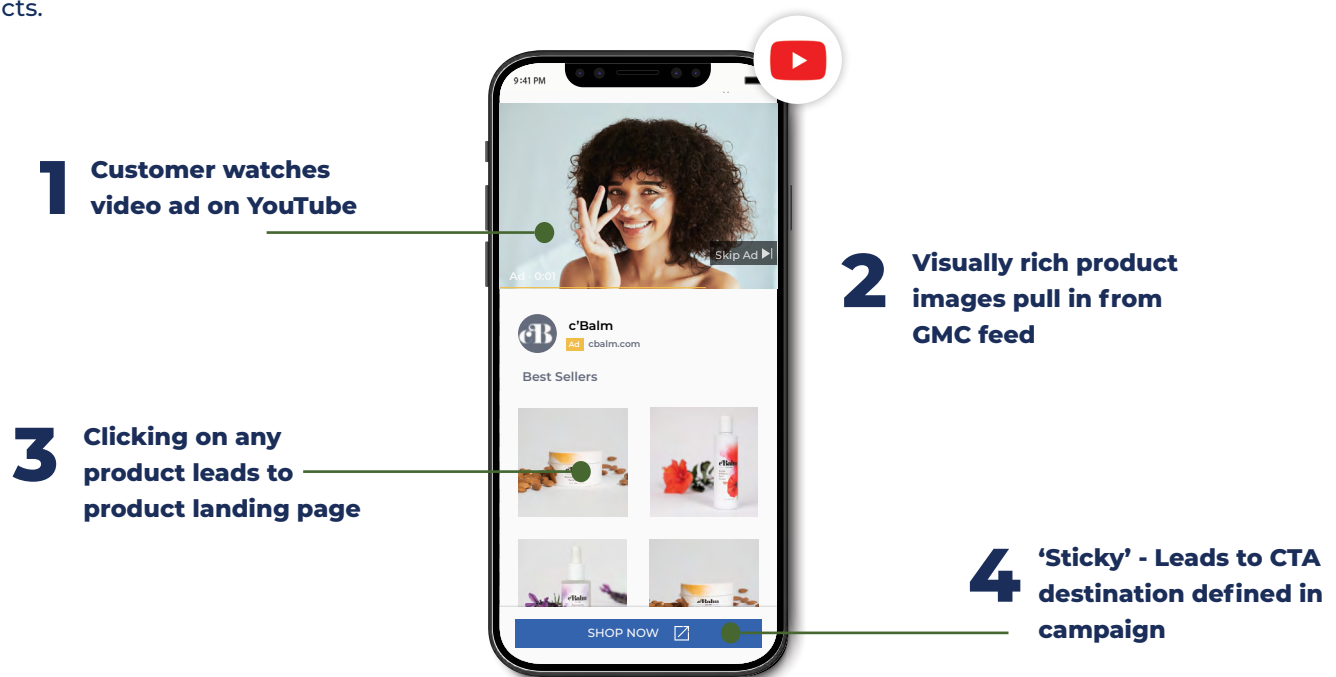- Improve ad performance with the same privacy controls and choices.

For eCommerce brands specifically, integrating CAPI allows Meta to securely send data on customer purchase actions taken on your website from your brands' servers directly to Meta's server leading to impressive results and future-proofed strategies.

YOUTUBE & SHOPPABLE VIDEOS

YouTube is **more than a video watching destination** for branding and consideration, and they have the shoppable results to prove it.

- 70% of YouTube viewers say that they bought from a brand as a result of seeing it on YouTube.[1]
- 60% of Americans search for a product on Google, and then learn more by going to YouTube before they buy it.[2]

YouTube is evolving into being a key part of the sales journey with visual, shoppable ads. **YouTube Video Action** campaigns help connect the compelling stories showcased on the platform with a digital call-to-action and relevant products.

1 Customer watches video ad on YouTube

2 Visually rich product images pull in from GMC feed

3 Clicking on any product leads to product landing page

4 'Sticky' - Leads to CTA destination defined in campaign

GOOGLE & AUTOMATED AI

Google isn't typically seen as a social media platform. However, Google's **Performance Max** leverages Google's machine learning algorithm and AI technologies to place and optimize ads across the Google ecosystem, which includes social-esque placements (think: YouTube, Gmail, Display, etc.).

> 66 *When consumers shop across YouTube AND Google search (as opposed to Google search alone), there is a 1.6x increase in basket size.* 99
>
> *- Google*

Performance Max **takes the guesswork out** of deciding which of your Google ads most deserves your next marketing dollar with optimizations across bidding, budget planning, audiences, creatives, attribution, and more.
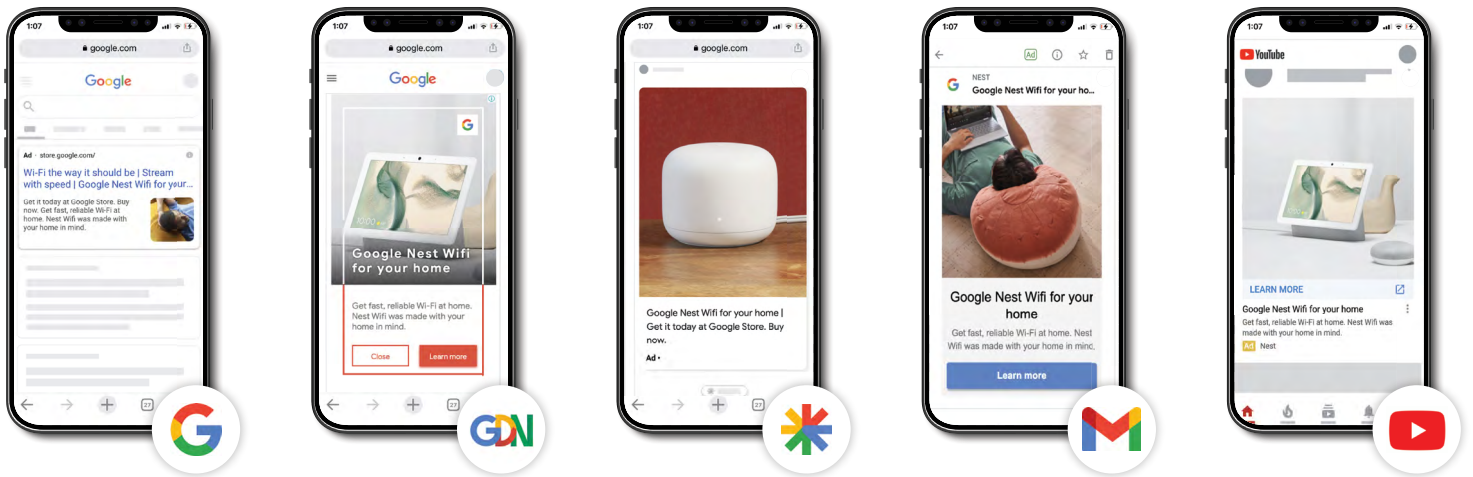
What makes Performance Max even more noteworthy is that all ad types, messages, creatives, and placements are competing against each other for the title of "best performer", which allows for new ad combinations to be discovered.

TIKTOK & CREATIVE

TikTok operates on a content graph, meaning, the stronger and more relevant the creative is, the better it performs. TikTok users are accustomed to discovering new products and services on TikTok and welcome brands to participate.

> 66 *Creative is responsible for 70% of an ad's success on TikTok. So, when wanting to set your social commerce up for success, creative is the number one lever to address.* 99
>
> *- Taylor Roy, TikTok Agency Partnerships Manager*

It is distinctively important to make creative that is native feeling to TikTok. Through iterative testing we know that TikTok ads are more effective if they look less like an ad and more native to the platform. **Make TikToks, not ads.**

Product → **Ad** → **Checkout**
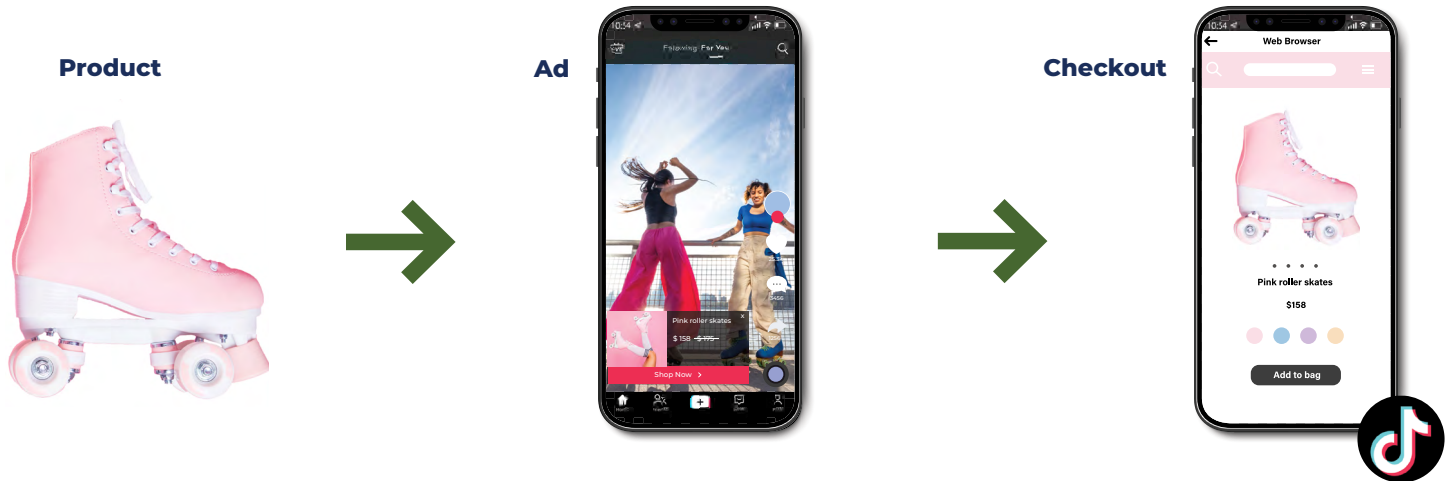
Tiktok's **Video Shopping Ads** provide the ideal opportunity to make TikToks that also drive conversions using in-feed videos. These shoppable videos take users seamlessly from the For You page to checkout, creating an optimal consumer experience.

Audience Truth:

Of users 18+, there are more Millennials on TikTok than Gen Z.

SNAPCHAT & AUGMENTED REALITY

Snapchat focuses on **enhancing relationships** between friends, family, and the world.

> *" Real relationships drive real influence in the purchase journey on Snapchat. Our community loves using the app to talk shopping, share new purchases with friends, ask for advice and recommendations, and try on products with our shoppable AR technology. "*
>
> *- Nadav Geft, Manager, Global Agency Development*

Relationships are so important to Snapchat that they commissioned a study with Murphy Research to better understand how people spend their time on social networks, and how they feel as a result. The study found that:

People on Snapchat report being the happiest on Snapchat of any platform in the social space. 95% of Snapchat users say the application makes them feel happy, more than any other app tested.

Snapchat's relationship-building and communication experiences are centered on the camera. The camera brings everything to life, and their immersive ad units reflect that core focus.

> " *We've introduced a series of compelling products to help Rise's advertisers maximize their commerce campaigns and drive success on the platform, at scale.* "
>
> *- Nadav Geft, Manager, Global Agency Development*

Snapchat's **Shoppable AR Lens** seamlessly integrates AR's "try on" capabilities with a larger focus on driving sales. Plus, their **Lens Web Builder** is a no-coding necessary tool that builds AR Lenses in a matter of minutes with no 3D skills required. Yes, you read that right. Using Snapchat's Lens Web Builder, you can build an augmented reality lens without the hassle.

Audience Truth:

75% of 13-34 year olds in the U.S. are on Snapchat
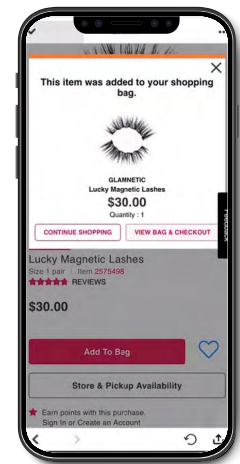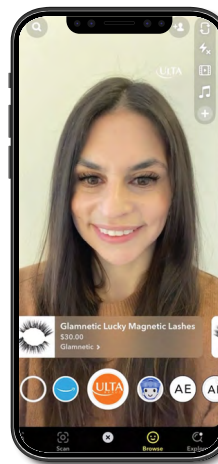
PINTEREST & SEARCHABLE SOCIAL

Pinterest is the platform for inspiration. It helps people find useful, relevant ideas — and then bring them to life. Pinterest also is a unique combination of social media and search. A user's search query drives the images and content they are shown based on targeting interests, 1P data, keywords, match types, and more. That means users are actively seeking content from brands, merchants, and creators, and brands need to plan accordingly for their image to be the most relevant search result.

> " *People use Pinterest to decide what to do, make, and buy. Use ads to reach shoppers when they're actively looking for new ideas.* "
>
> *- Pinterest*
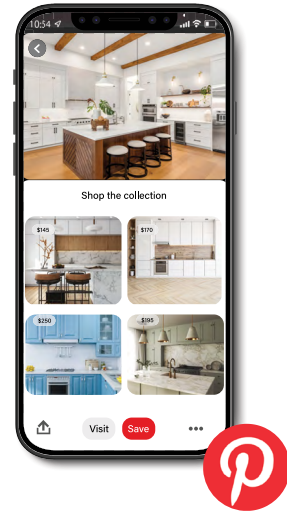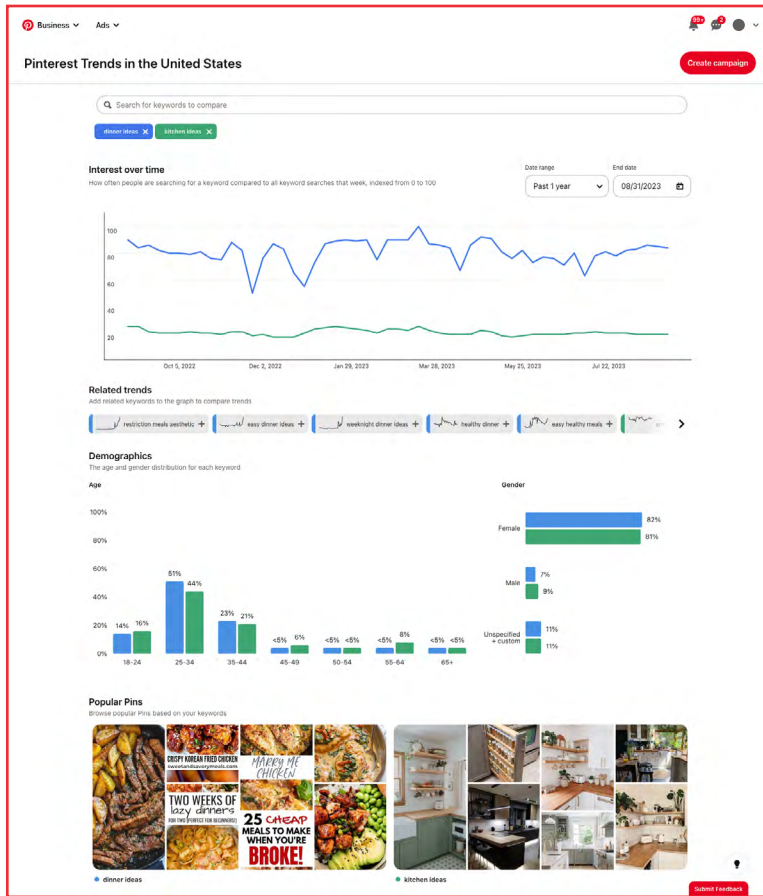
The searchable social media platform also built Pinterest Trends, a tool that shows trends based on search volume. Marketers can use this tool to uncover emerging trends and topics for strategy insights and inspiration.

TAKEAWAY Tailor your social media platform playbook to your brand's unique audience and consumer behaviors.

PERSONALIZED CREATIVE & MESSAGING: Customize Creative Based on User Intent

Creative tends to be where brands start on social media. What story do we want to tell and what should it look like? However, we now know that your social commerce strategy first needs the right building blocks to keep consumers fully engaged. We have the audiences and we have the preferred platforms. We're now ready to **build the optimal consumer experience** with tailored ad formats based on user intent aka the fun part, personalized creative and messaging!

Quick tip

Many shoppable ad units have their own creative best practices. A successful cross-platform campaign needs to take platform-specific creative strategies into account.

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SEQUENCED MESSAGING

In order to get the best return, you need to nurture your target audiences from discovering possibilities to completing a purchase. **Rise's approach to tailored communication is called sequenced messaging.** Sequenced messaging means you build your creative and messaging specifically for the desired ad unit or platform based on where the user is in their shopping journey.
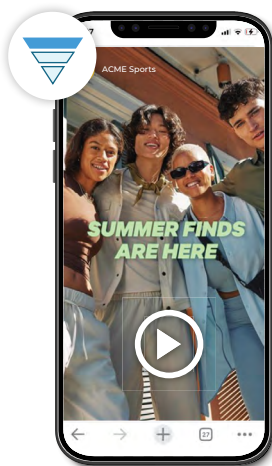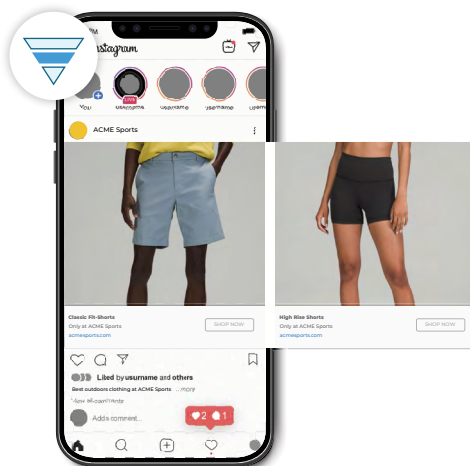
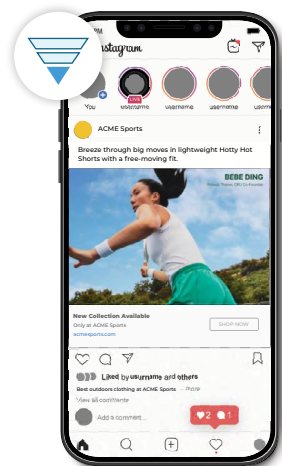| 1. Discover	2. Consider	3. Purchase
Someone is new to your brand and doesn't know what's available yet. Serve them a **video asset** where we can explain who we are beyond the products.	They clicked through the video ad to the site and poked around the different products. We follow up with a **carousel ad** that displays the products they searched and complementary ones to further tell the story.	Once they exhibit signals that they want to purchase, serve them a **conversion ad with a strong call to action**, such as any deals or offers, to underscore the urgency in making a purchase.

Engaging ad creative continues to be an integral part of driving success. Make sure to plan for and invest in this key portion of your social commerce strategy. The **Rise CX team** is filled with experts in building engaging AND strategic assets. Their focus is on making creative that clearly tells the product story, leverages applicable data signals, and speaks to your consumer.

While all of this creative planning can seem overwhelming, incorporating tactic-specific assets and ad units makes a monumental impact on your results. Consider rolling out your elevated social commerce creative in phases as you work to have the right assets and input-ready data for each feature.

TAKEAWAY Customize your creative and messaging for each platform and placement based on consumer intent.

POWER IN AUTOMATION

Where there's personalized creative, there's automation. Proactively using both makes the output well worth all the inputs. Each platform has a series of ad formats with its own best practices and capabilities. We are focusing on two of the most effective **shoppable ad units for conversions** with the help of automation. There are plenty of additional shoppable and social ad placements, especially to fill the funnel, but that's a whole other guide, or even a library!

The best social commerce strategies create a digital version of a brand's eCommerce or in-store experience. In order to build the ideal digital store, you need products, and you need them to always be up to date. **Collection ads** and **Dynamic Product Ads (DPA)** are two fundamental ad units that help make this digital in-store experience happen. Specifically they both:

- Personalize the shopping experiences with the most relevant product for the user
- Use product catalogs that are powered by feeds to showcase those relevant products
- Leverage a product feed to manage the "inventory" displayed

What is the difference between Collections and DPA? Both use a product feed with dynamic features and are core fundamentals for every social commerce campaign, but they are not exactly the same.

Collections have a hero image or video with dynamic product images in a grid below the hero. The hero image/video is manually provided. **Collections tell an engaging story with a user-friendly experience, producing results accordingly.**

DPAs are a carousel that automatically displays products a user recently viewed on your website. You guessed it, they pull the product(s) from your catalog via a feed. The carousel format can showcase products from your entire catalog or a product set. While not as engaging of a storyteller, **DPAs drive return with low creative lift and minimal creative fatigue.**

Collections   **DPA**

Collections vs. DPA
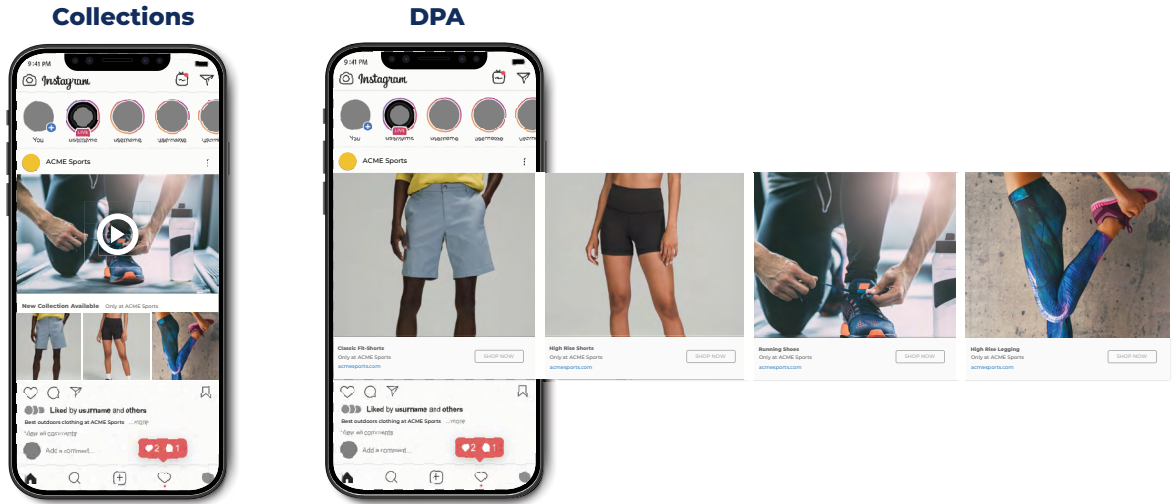
 Quick tip

We recommend at least 4 products in a product set for Dynamic Product Ads.

• • • • • • • •

We can't overemphasize the importance of setting up your product feed. All of the ad units mentioned in the second pillar, Platform Playbook, along with Collection ads and DPAs are best leveraged with a dynamic product feed integration. The feed integration process varies by platform, but this will fuel the entire shopping experience from consumer consideration right to the Product Detail Page (PDP) and checkout on the platform itself. Automation tools allow marketers to focus on pushing the strategy limits and more efficiently drive superior results.

 Quick tip

Integrate a *dynamic* product feed. Using a feed management tool makes sure your product data is updated in real time so your ads always display current products and pricing, as opposed to continuously manually uploading.

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TAKEAWAY All roads lead to including catalog-powered ad units in your social commerce strategy. Take the time to integrate a dynamic product feed into your campaigns.


INSIGHTFUL MEASUREMENT: Expand by Activating on Insights-Fueled Technology

We made it to the final pillar! This is the pillar that brings everything together and keeps the social commerce wheel gaining momentum. At this point, you have your audiences, preferred platforms, creative for shoppable ad formats, and the input-ready data to meet your consumers where they are. So, what's left? **Insightful Measurement.**

Measurement and data allow you to take everything to the next level by continuously activating on insights and optimizations. Forward-thinking brands are always looking for ways to expand and improve, and that should apply to your social commerce strategy. We use data-driven performance insights to determine what works best for your brand — and then do more of it.

You hear a lot about the power of data-driven marketing when it comes to digital performance (because it is powerful), but what you don't hear about is cross-channel, real-time measurement, all in one place. **Enter, Connex®.**
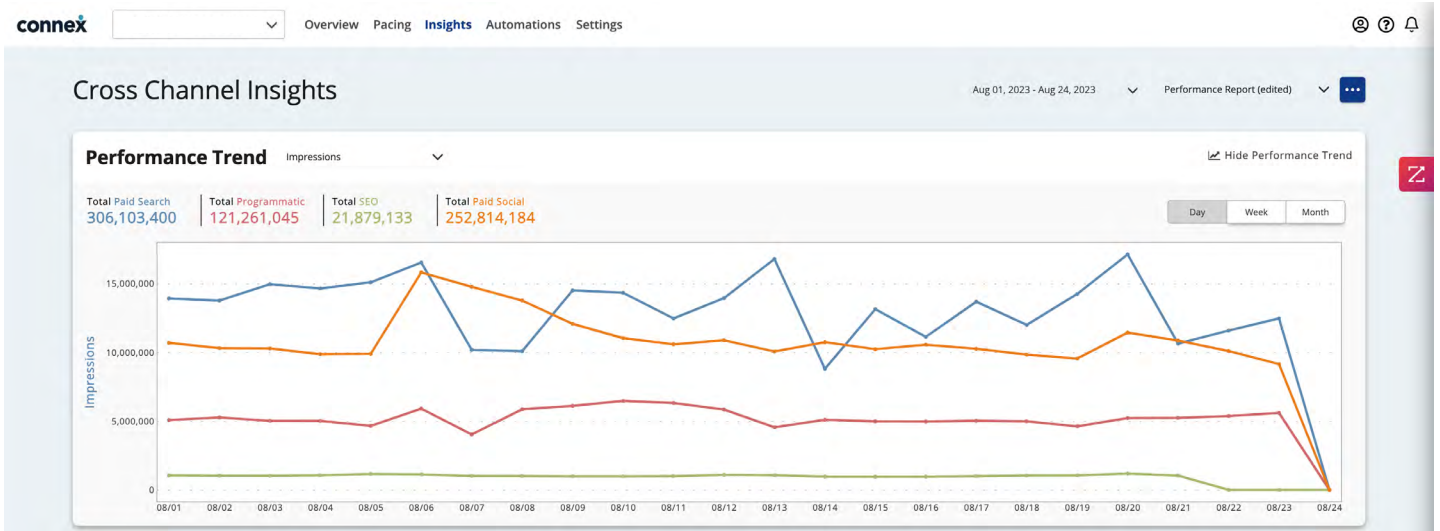
Connex® Home Page
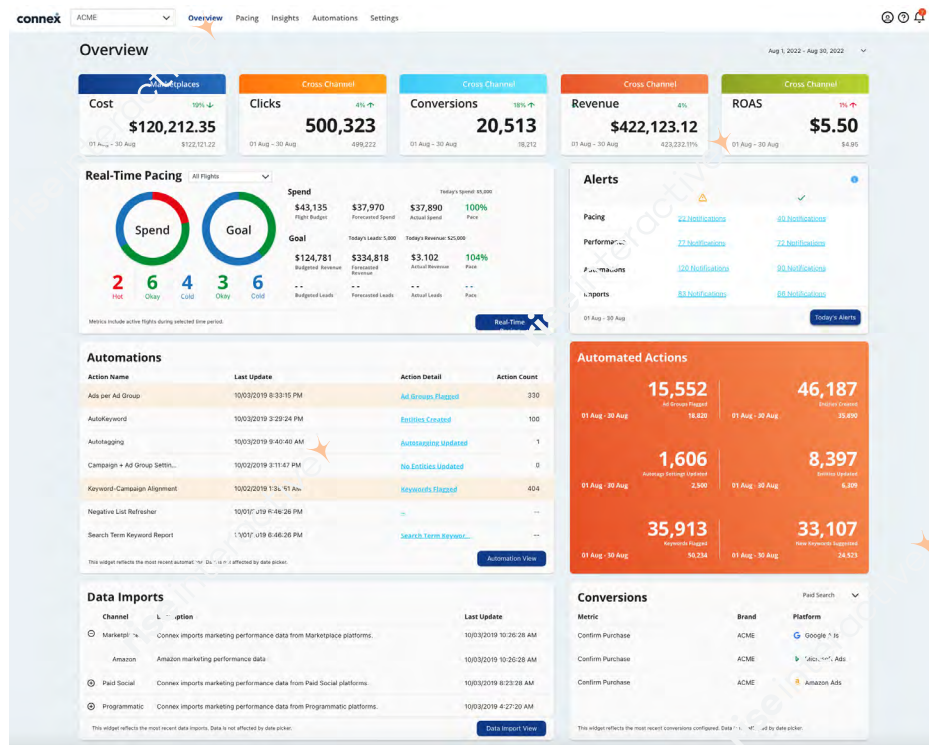
Connex is Rise's award-winning and proprietary media optimization platform that allows marketers to bring the best insights and strategies to life. It has 60+ data integrations, including all major platforms and marketplaces, along with on-demand, 24/7 access, and full transparency. Connex enables marketers to shift the focus from siloed data environments to cross-channel functionality.

When you're wondering why media is behaving the way it is and what to do next, Connex has an answer for that.

Picture this. Your team is launching a new product and will be promoting it in-store as well as with display, paid search, and of course, social media. The product and campaign launches, and you need to keep track of the offline and online results, in real-time. Connex can show you the KPIs for all of your channels and the campaign in one place. If you want to see and dig into **more granular data**, such as performance across the user journey, by product, or ad type, Connex has that too. The reports and views are customizable for you to find exactly what you need, at your preferred level of detail. Below are two high-level examples:

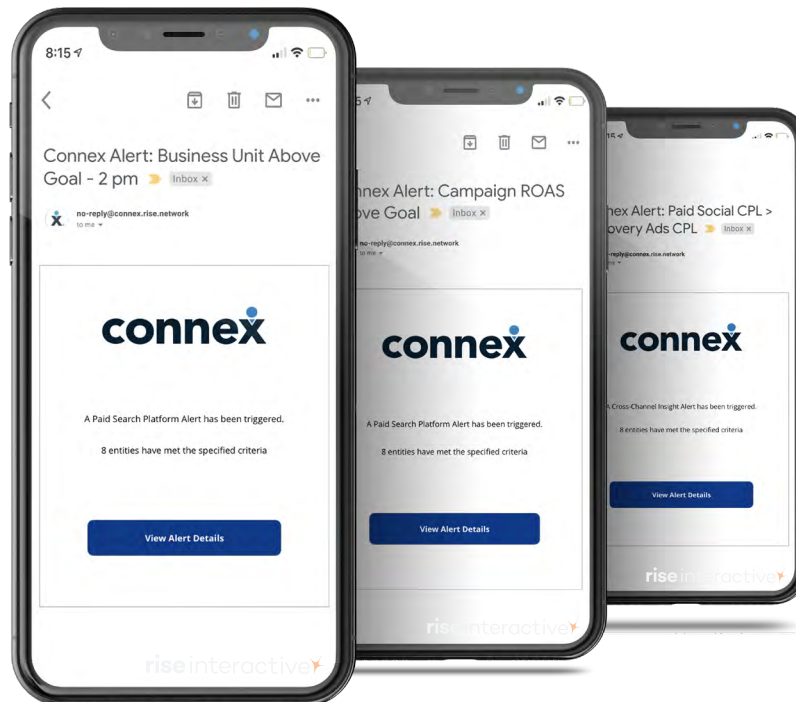### Cross-Channel Trends

Social Performance by Platform

CONNEX ALERTS

Our Connex innovation team then made things easier for all of us by building Connex Alerts. These automated alerts power real-time media optimizations from all angles. The alerts notify you via email, SMS, or Slack whenever something you determine that you want to know about is happening.

Consider this: It's a regular Monday at 3 pm. The team pulled data from the platforms, reviewed pivot tables, and has one last meeting before cleaning up emails. **THEN the ROAS of one of your campaigns spikes**. Would you know about it in enough time to make an impact? With Connex and Connex Alerts, you would! You can ditch the pivot tables and forget about missing critical optimizations. And that is just a regular Monday, imagine how helpful that would be during peak season.

TAKEAWAY Connex enables marketers to optimize in a cross-channel, real-time environment.

BONUS: CREATORS & INFLUENCER MARKETING

Consumers care where their content comes from, and they want to discover and buy from those they trust. That's where influencer marketing comes in using creators to promote products and services to their trusted followers. **Influencer marketing has grown to become a $13.8 billion industry** providing a more personalized way for brands to diversify their creative source and amplify their message authentically. Here's why:

- 1/3 of Meta beauty shoppers discover new brands from creators.
- Viewers say that YouTube is the #1 platform for researching a product/brand and making a decision about a purchase.[1]
- 42% of TikTok users say they are likely to discover products from creator videos.
- Snapchat users spent 10% more time viewing creator stories In the last three months of 2022 year over year.

Successful marketers acknowledge consumers' preferences and engage with them accordingly. Influencer marketing addresses that need by layering advertising onto the authentic relationship between a creator (aka influencer) and their follower. The creator acts as a source of truth, where followers can look for product reviews and recommendations, from someone whose opinion they trust more than they do brands. Many social media platforms now have direct creator marketplaces available for advertisers to browse, while influencer marketing partners provide communication and collaboration with creators across all platforms.

Quick tip

Your Collections hero image could be a creator, or even user-generated content.

How Rise Can Help

Leveraging social commerce as part of your marketing strategy doesn't have to be intimidating — and you don't have to approach it alone. Rise's proven Team + Technology approach combines deep industry expertise with the power of our proprietary technology and dedicated partnerships, to deliver next-level performance. Let us elevate your brand's social media presence to new heights of success as our strategy captures attention, engages your audience, and drives tangible results.

Want to learn more about how to shop and sell on social media and across digital marketing? **Reach out to Rise** today!