



MISSION

Give people the power to build
community and bring the world
closer together



ESTEVÃO DE MARCO
GERENTE DE CONTAS

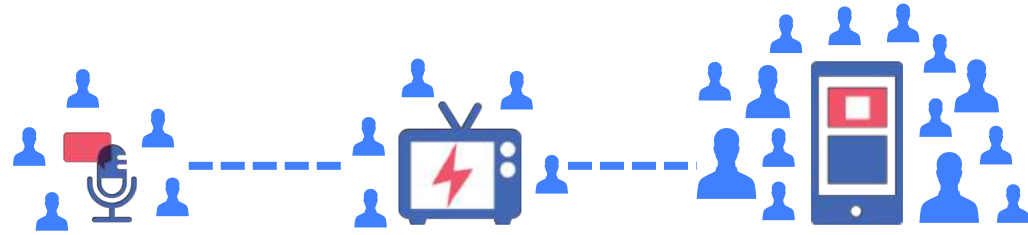


Mobile Revolution

TV
PG
DLV



Devices, channels and platforms are growing at an unprecedented rate ...



38 YEARS
Radio reaches
50MM people

13 YEARS
TV reaches
50MM people

10 YEARS
Mobile reaches
2B people¹

... and mobile is accelerating this change.

3+

Hours a day
spent on mobile²

7.9B

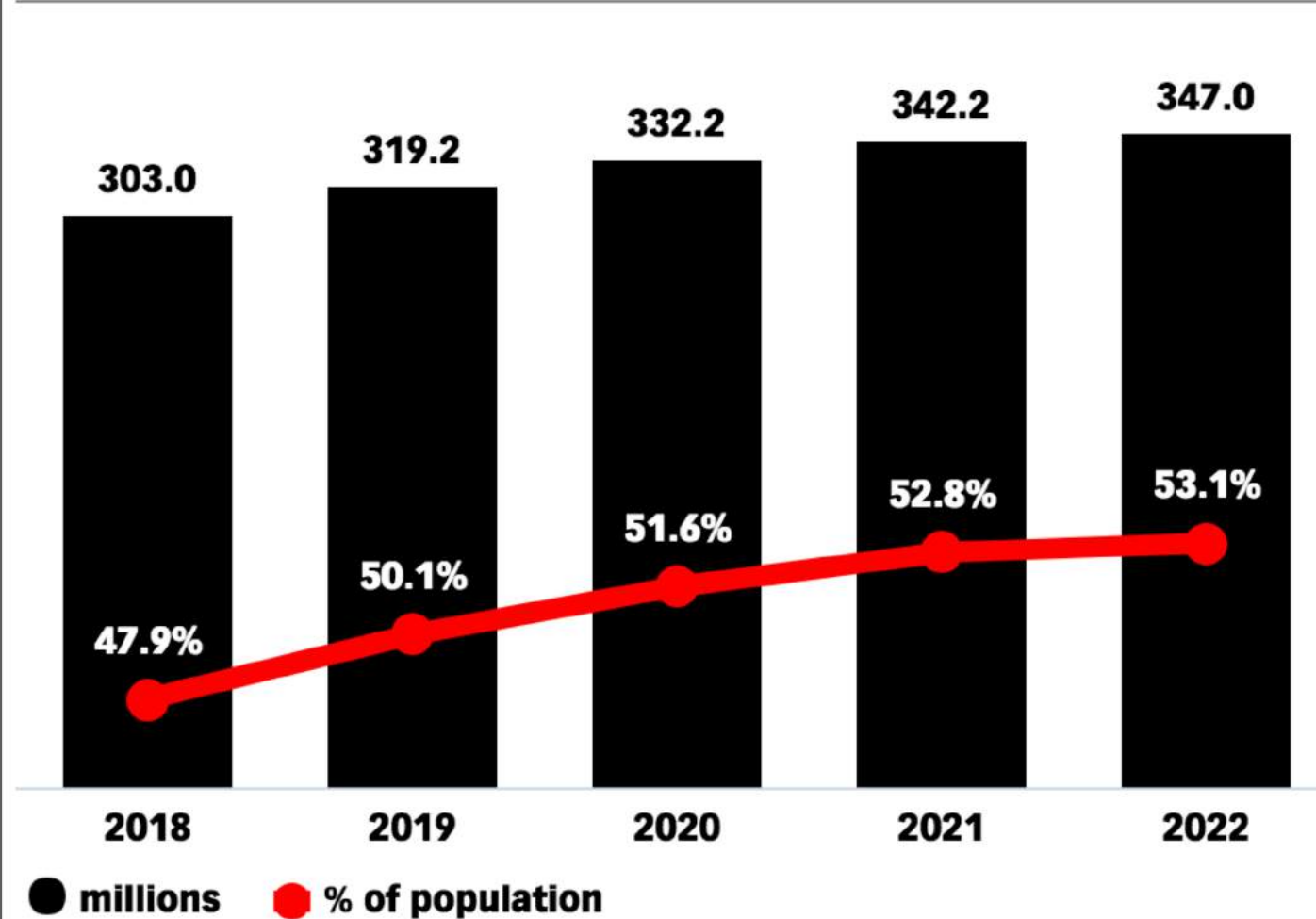
Global mobile devices
and connections³



Mobile internet usage keep on growing...

Mobile Phone Internet Users

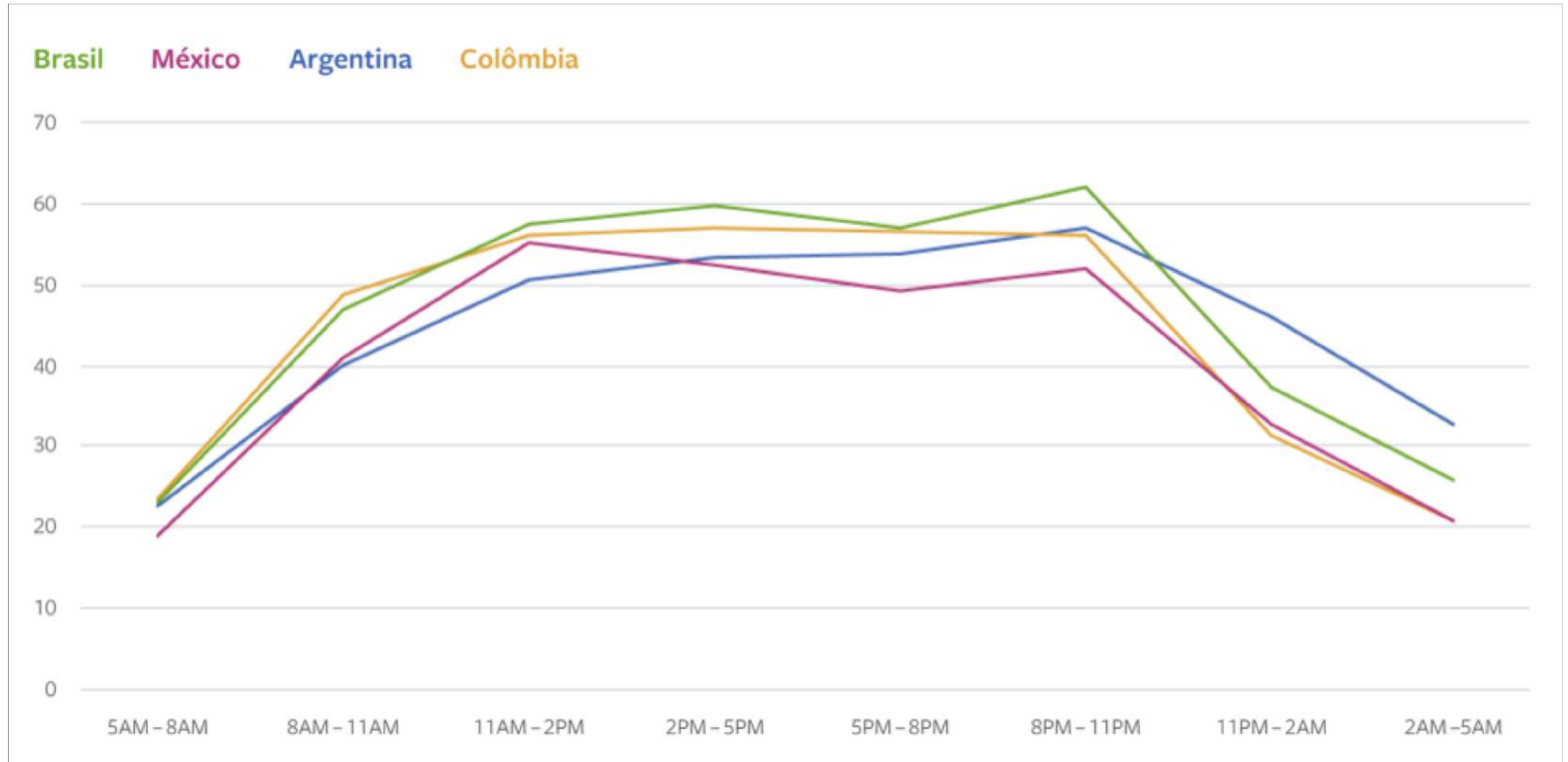
Latin America, 2018-2022



Source: eMarketer, April 2018

People use Smartphones During The Entire Day

Internet usage in minutes along the day

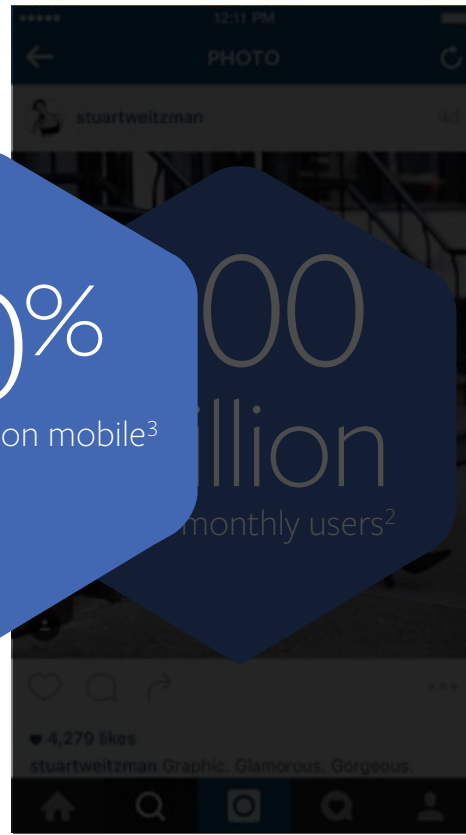


To reach people in mobile devices, find them where they spend time

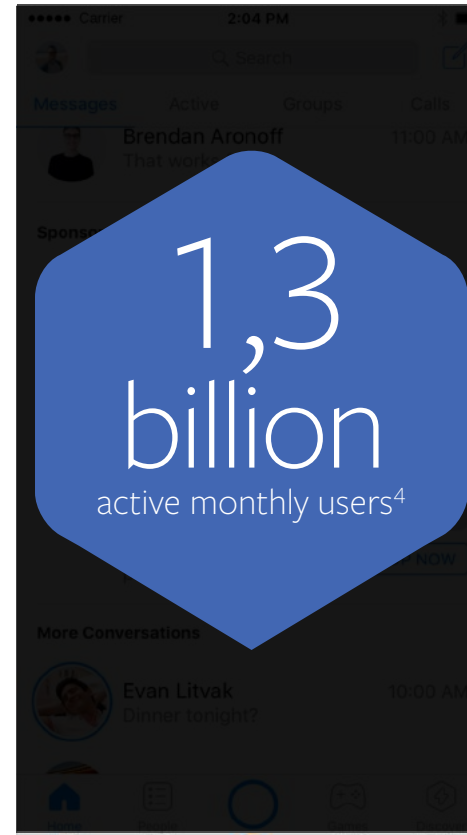
facebook



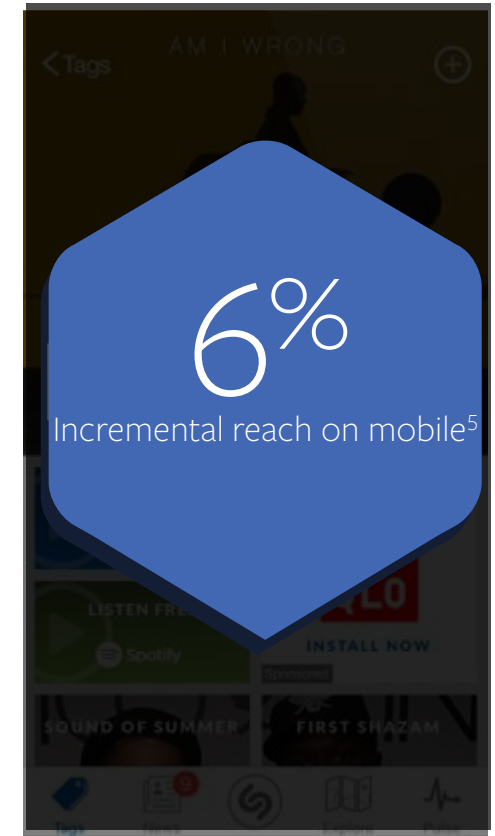
Instagram



Messenger



audience network



1. Balanço do Facebook, 4º trimestre de 2018
2. Facebook e Instagram, setembro de 2017
3. Baseado em Nielsen Mobile Netview, dezembro de 2015.
4. Balanço do Facebook, 4º trimestre de 2018.
5. Dados da US ComScore, Media Metrix, junho de 2015



People starts using
a mobile phone
each second



3,734,898,935

Internet Users in the world



1,258,571,432

Total number of Websites



170,205,459,095

Emails sent today



3,905,791,807

Google searches today



3,662,942

Blog posts written today



484,063,514

Tweets sent today



4,418,472,989

Videos viewed today
on YouTube



50,113,132

Photos uploaded today
on Instagram



80,338,699

Tumblr posts today



2,000,547,179

Facebook active users



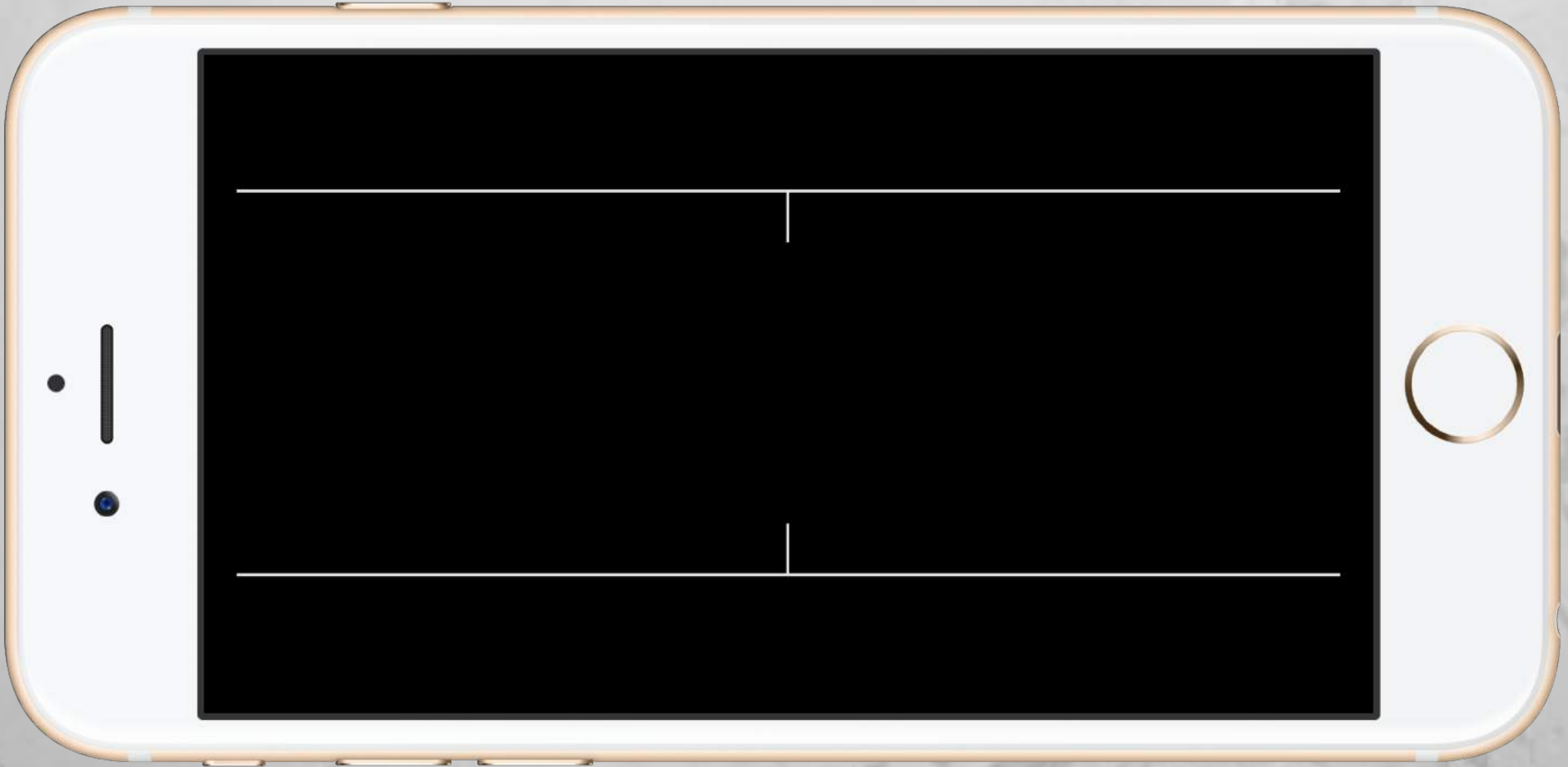
547,647,958

Google+ active users



309,448,121

Twitter active users



PEOPLE

consume content

FAST IN MOBILE

2.5
seconds



1.7
seconds



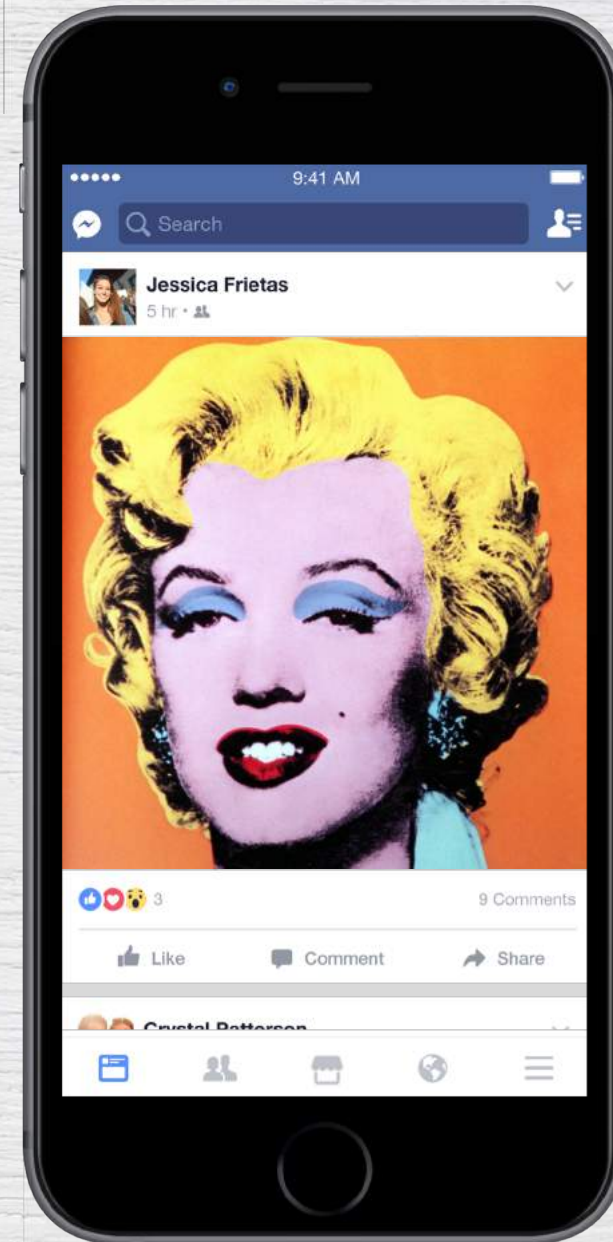
PEOPLE
remember content

FAST IN MOBILE

Ad recall after seen

0.25

seconds



16:9



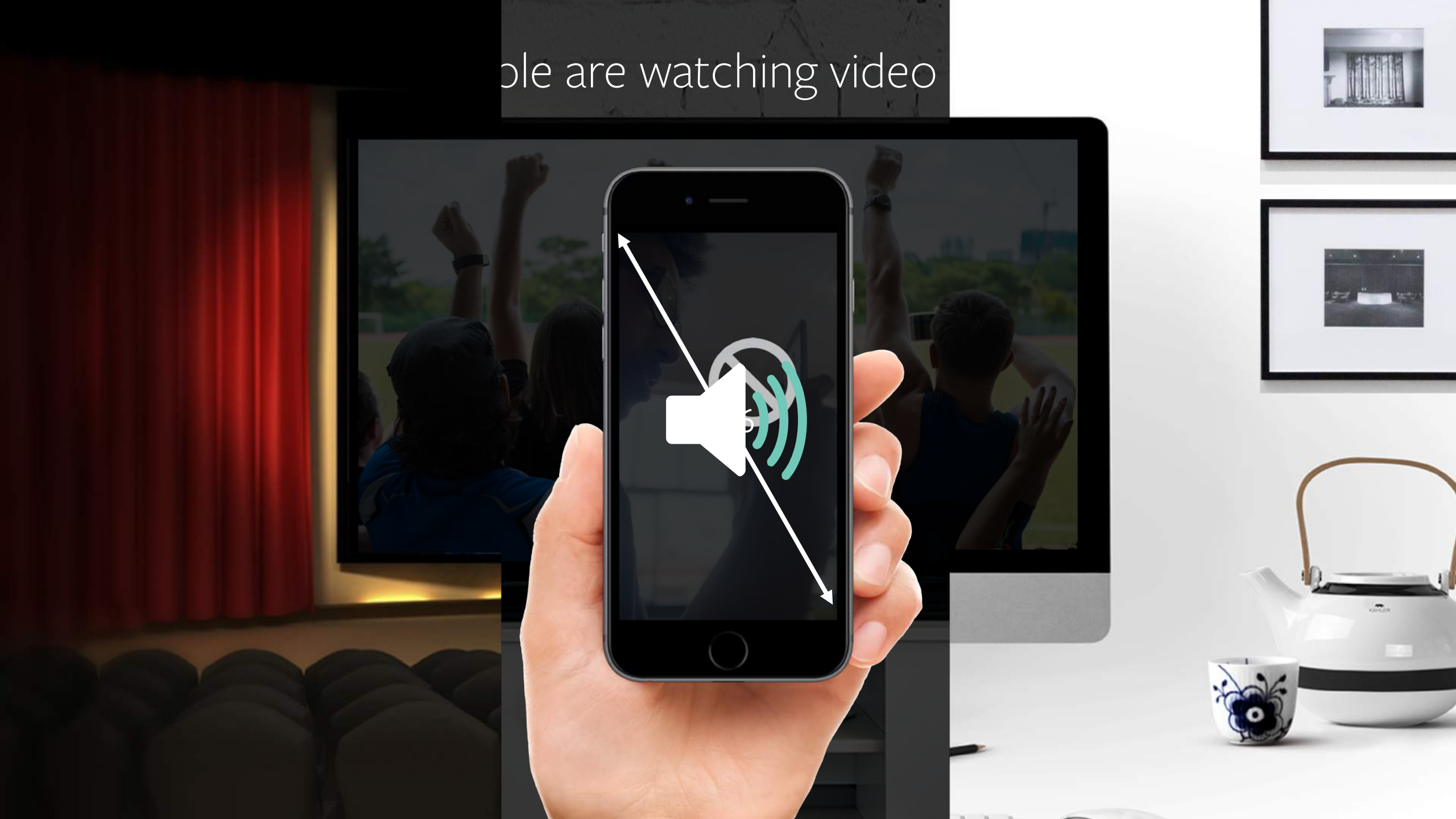
16:9

THEATER

TV

DESKTOP

People are watching video



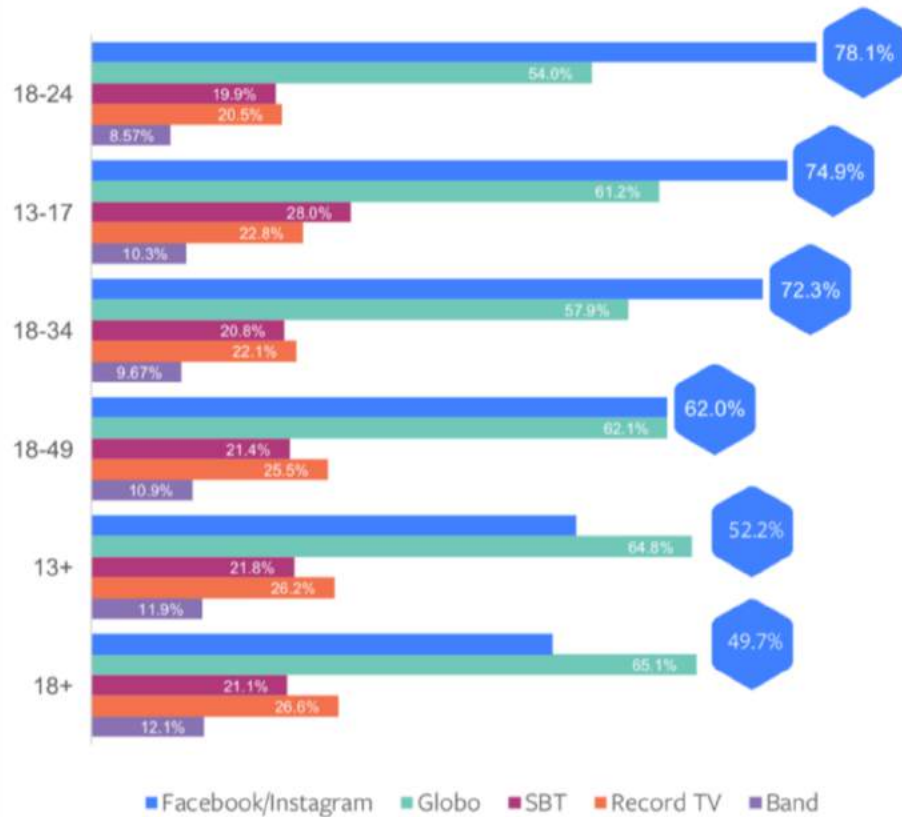


Digital Consumption

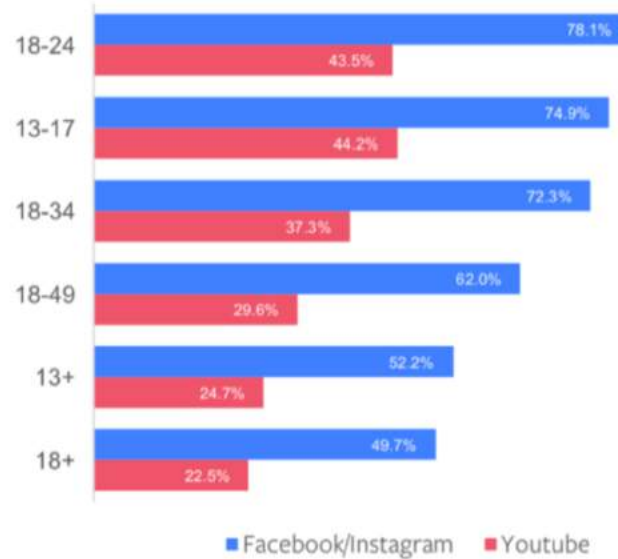
Within a media competitive scenario, Facebook is the best alternative for a high coverage maintenance in 2018

People who told that had watched/accessed yesterday

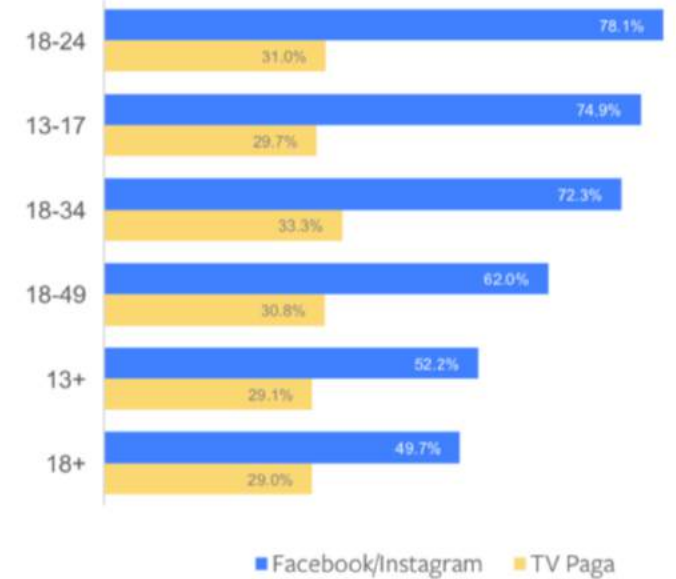
Regular TV



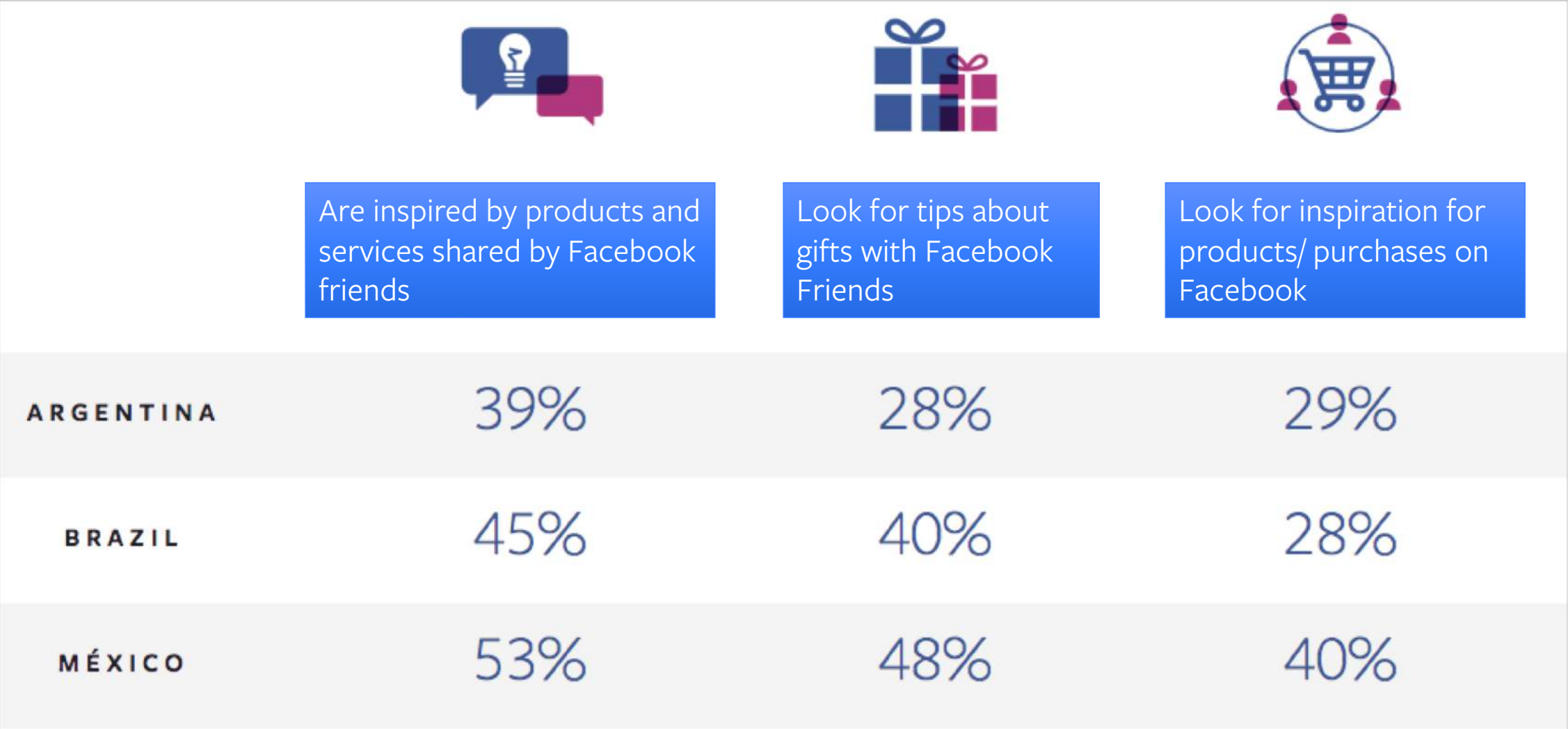
Youtube



Paid TV



Shoppers look for inspiration and tips on Facebook



Source: Placeholder text.

People say messaging enables them to

67%

stay in touch when they are unable to call or email

65%

share with as many people as possible as quickly as possible

60%

meet up with people more easily



Mobile messaging transforms relationships

60%

say it has changed the way they connect with others

Nearly

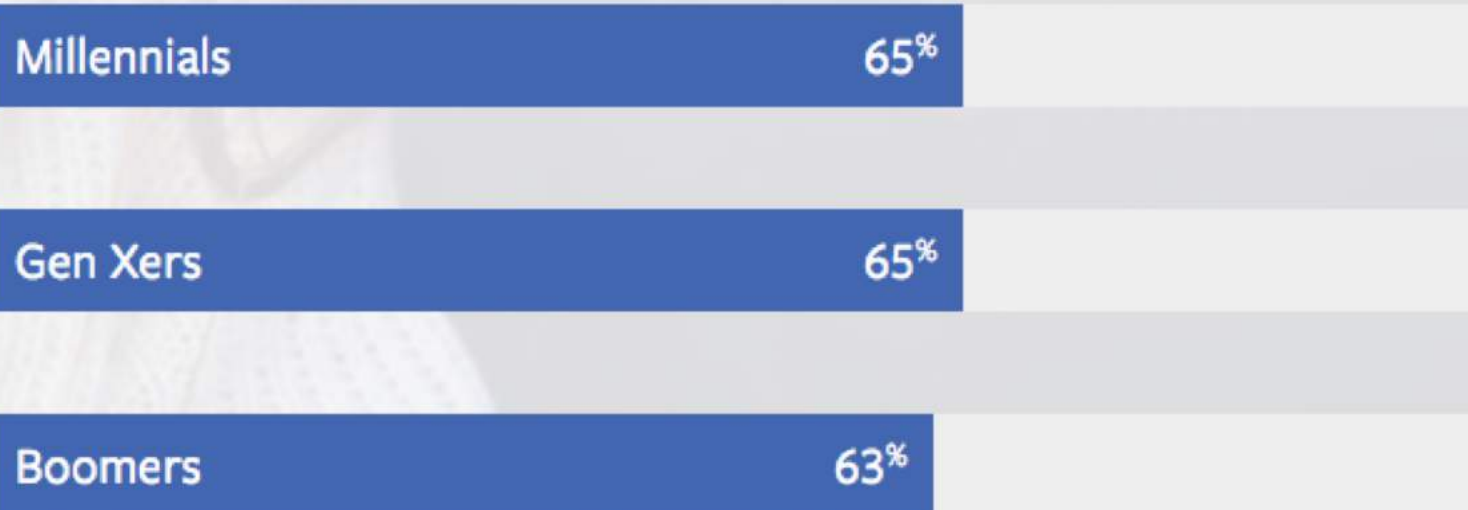
1 in 2

say it has helped improve their relationships



People across generations prefer to message than call or email

WHEN CHATTING ONE-TO-ONE OR WITH A GROUP





B2B Insights

What's Important to Business Buyers to Win Their Business?

	Baby boomers	Gen X	Millenials/ Gen Z
Being treated like a person, not a number	87%	83%	82%
Understanding how they use products/services	70%	75%	80%
Connected processes	65%	74%	81%
Instant, on demand engagement	55%	74%	79%

% RESPONDENTS, BY GENERATION

Note: "very important", traditionalists/ baby boomers born before 1965, Gen X born 1965-1980, millennials/ Gen Z born 1981-1999

Source: Salesforce, "Trends in Customer Trust," Sep 6, 2018

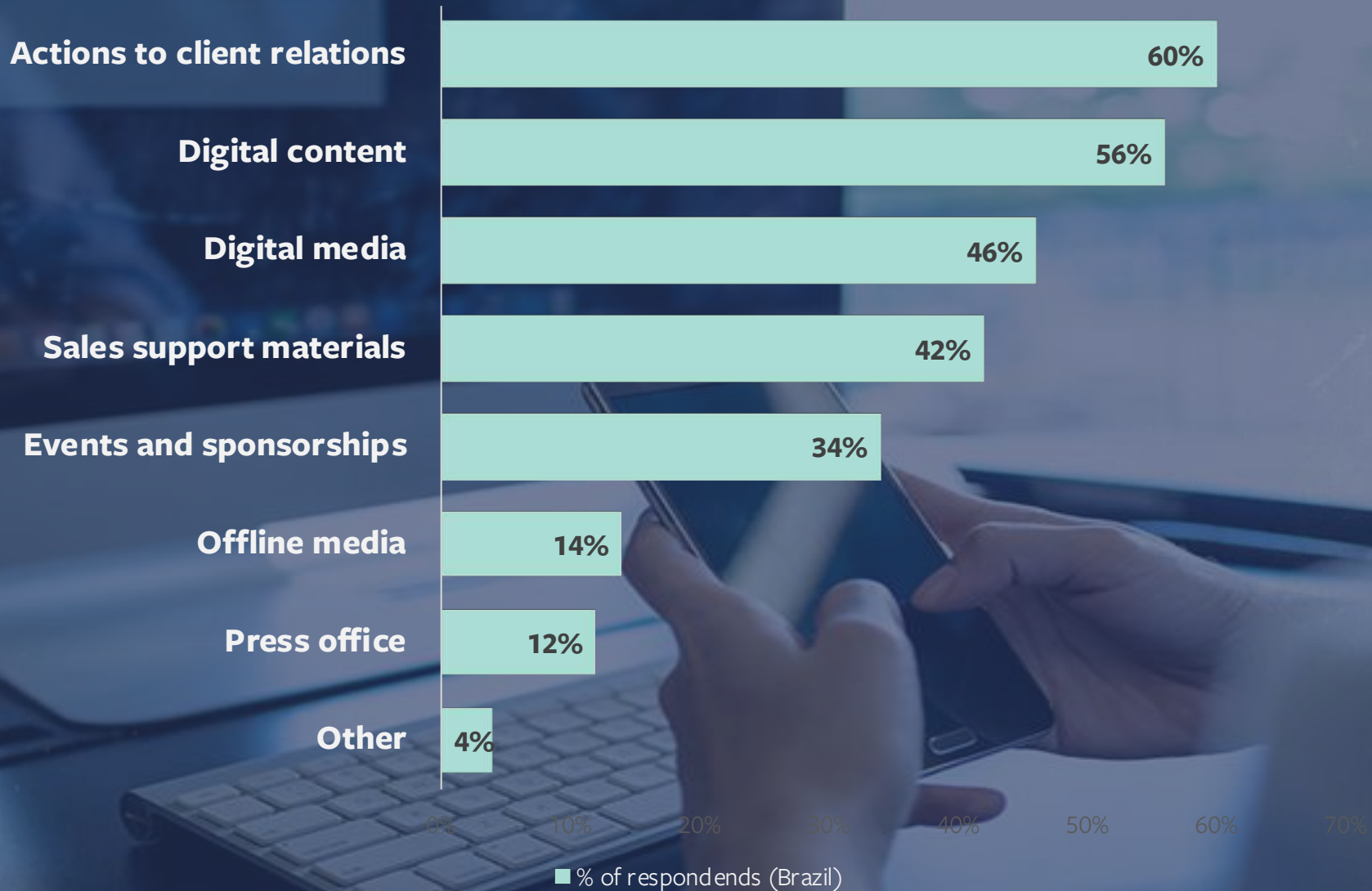
Goals of today's B2B/ B2C Social Media Marketing Strategy



% B2B MARKETER RESPONDENTS LATAM

Source: Hootsuite and We Are Social, "Barómetro Hootsuite 2018: LATAM," Sep 11, 2018

What Drives Sales According to B2B Sales Professionals?



More Business Decision Makers/Purchasers are on Facebook than any other digital platform

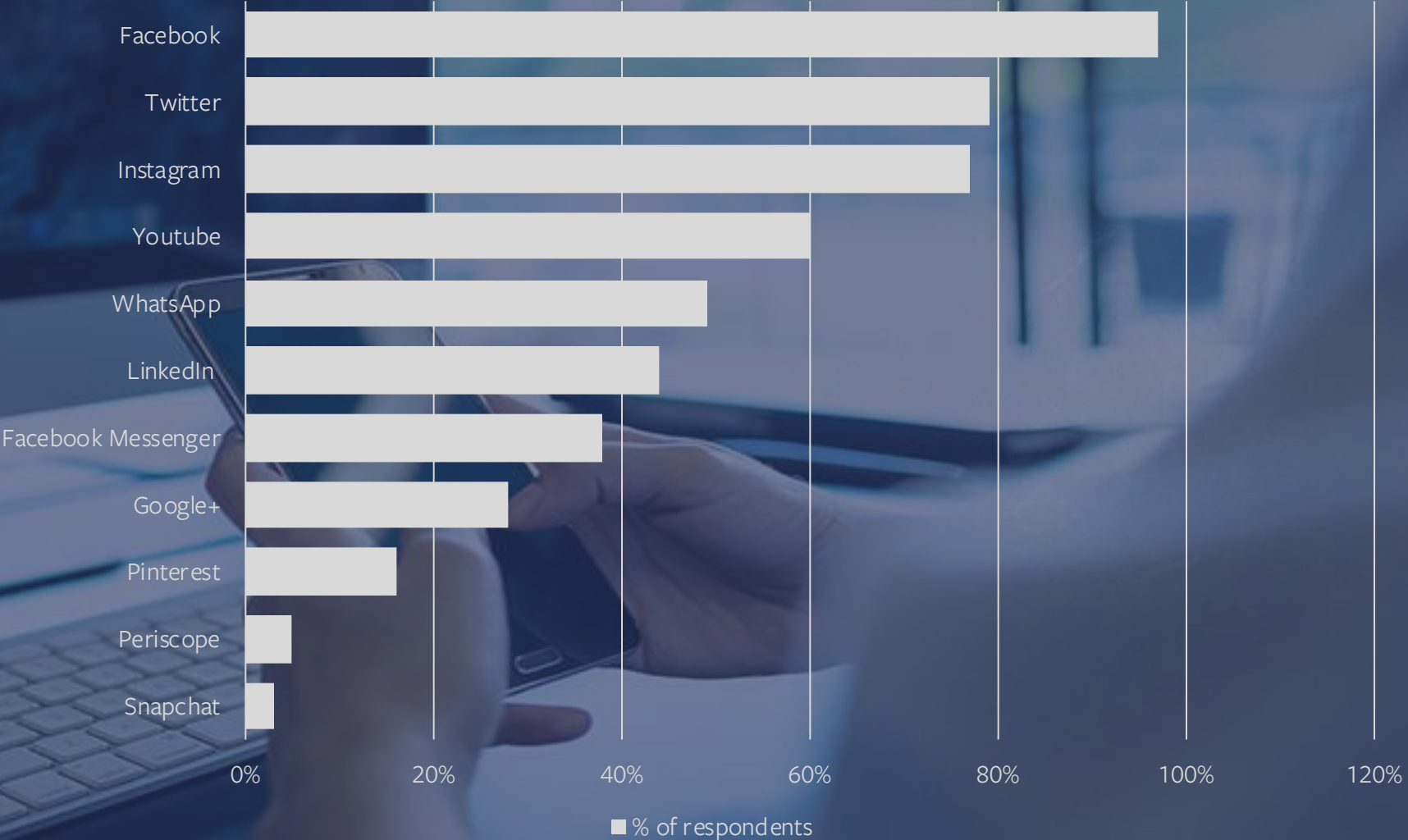
% Audience Penetration: B2B Purchasers



Companies are more active in Facebook than in any other internet environment



Most Used Social Media for B2B and B2C in LATAM



Source: Hootsuite and We Are Social, "Barómetro Hootsuite 2018: LATAM," Sep 11, 2018

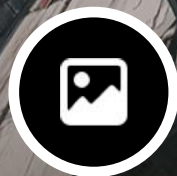


Video Revolution

Can't wait to see
Star Wars:
The Force Awakens!



TEXT



PHOTOS



VIDEOS

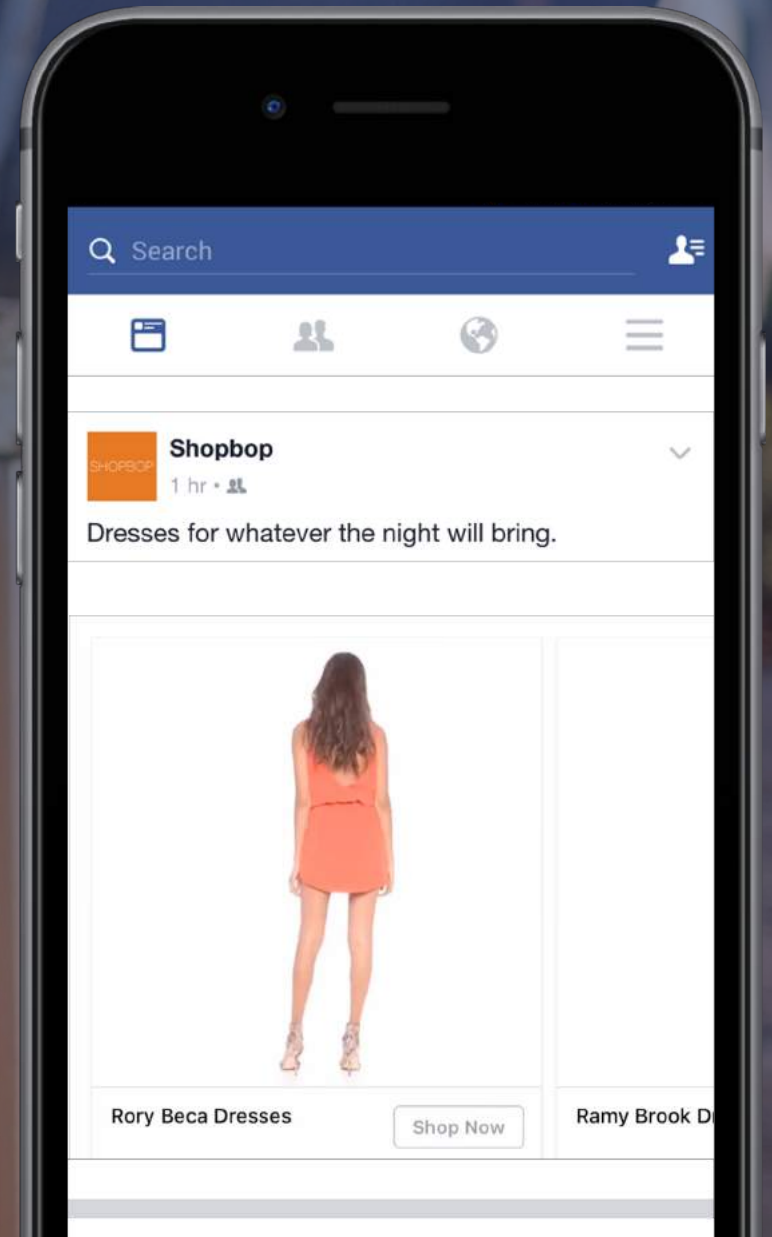


VR / AR



30%

Of online shoppers rather
to find new products via
video



Source: "Path to Purchase 2016" by Kantar (Facebook-commissioned survey of 5,523 people ages 18+ in the US who recently made a purchase in one of the following categories: beauty, packaged food, electronics, fashion, auto insurance, auto, auto parts) August 2016. Recently is defined as 3 months for retail and CPG, 12 months for auto-related categories.

75% Of online data traffic will be video until 2020

83% Of estimated digital video share on mobile in 2020

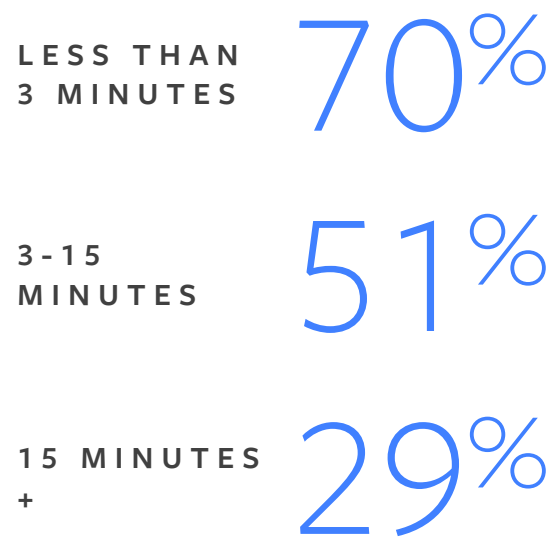
happened

Fonte: 1. ota: *usuários de internet de qualquer idade que assistiram em streaming ou baixaram conteúdo em vídeo através do celular (navegador ou aplicativo) pelo menos uma vez por mês; **usuários mobile de qualquer idade que assistiram em streaming ou baixaram conteúdo em vídeo através do celular (navegador ou aplicativo) pelo menos uma vez por mês; emarketer, janeiro de 2018; 2. “Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2015–2020” pela Cisco, 3 de fevereiro, 2016.



All video durations are consumed

Interviewed people in Brazil, Argentina and México:

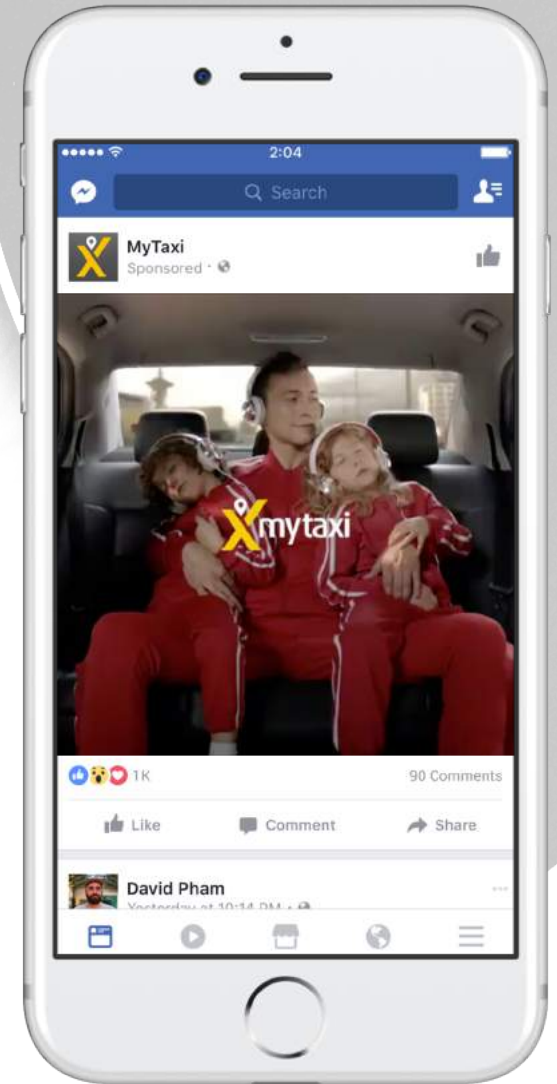
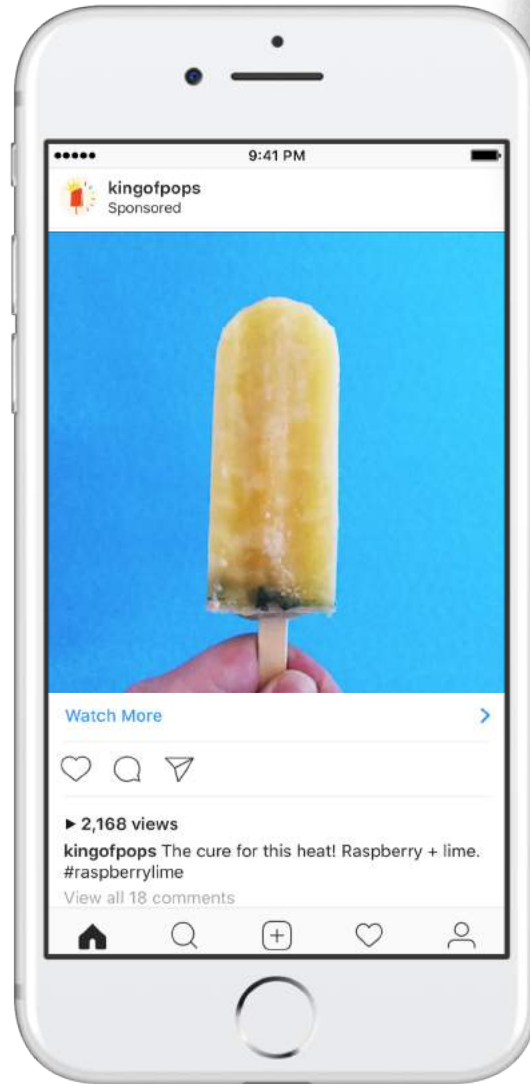
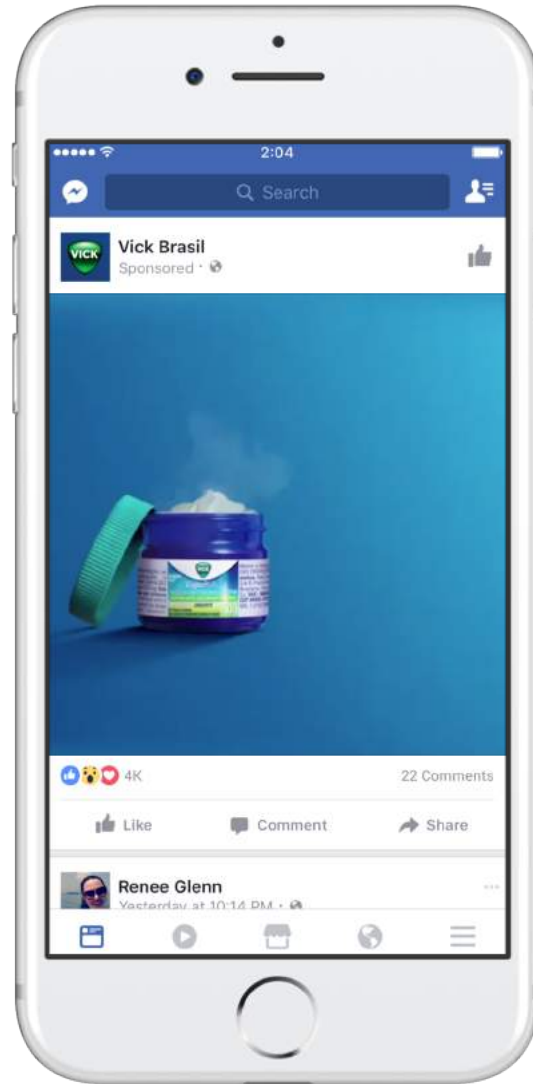
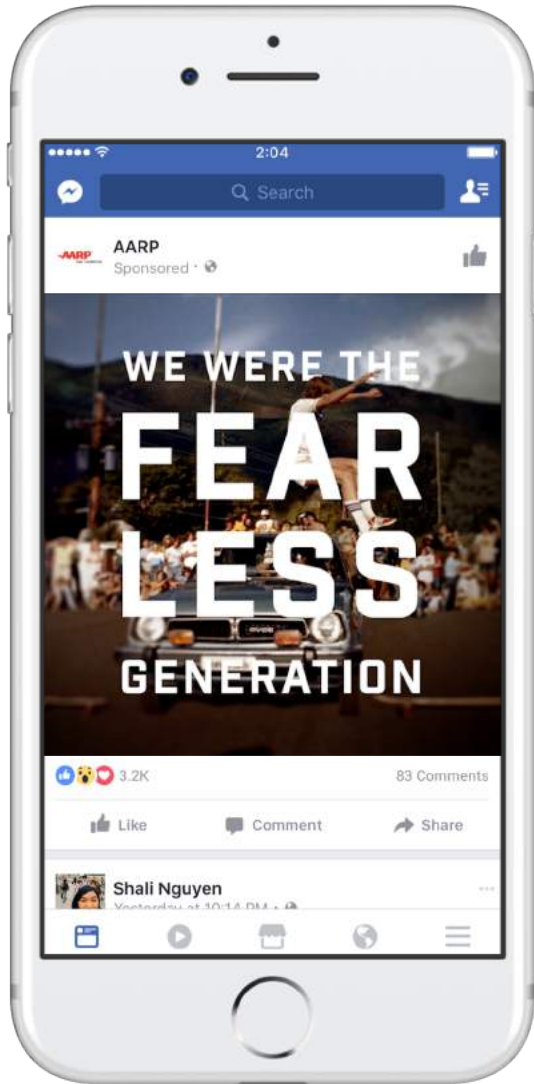






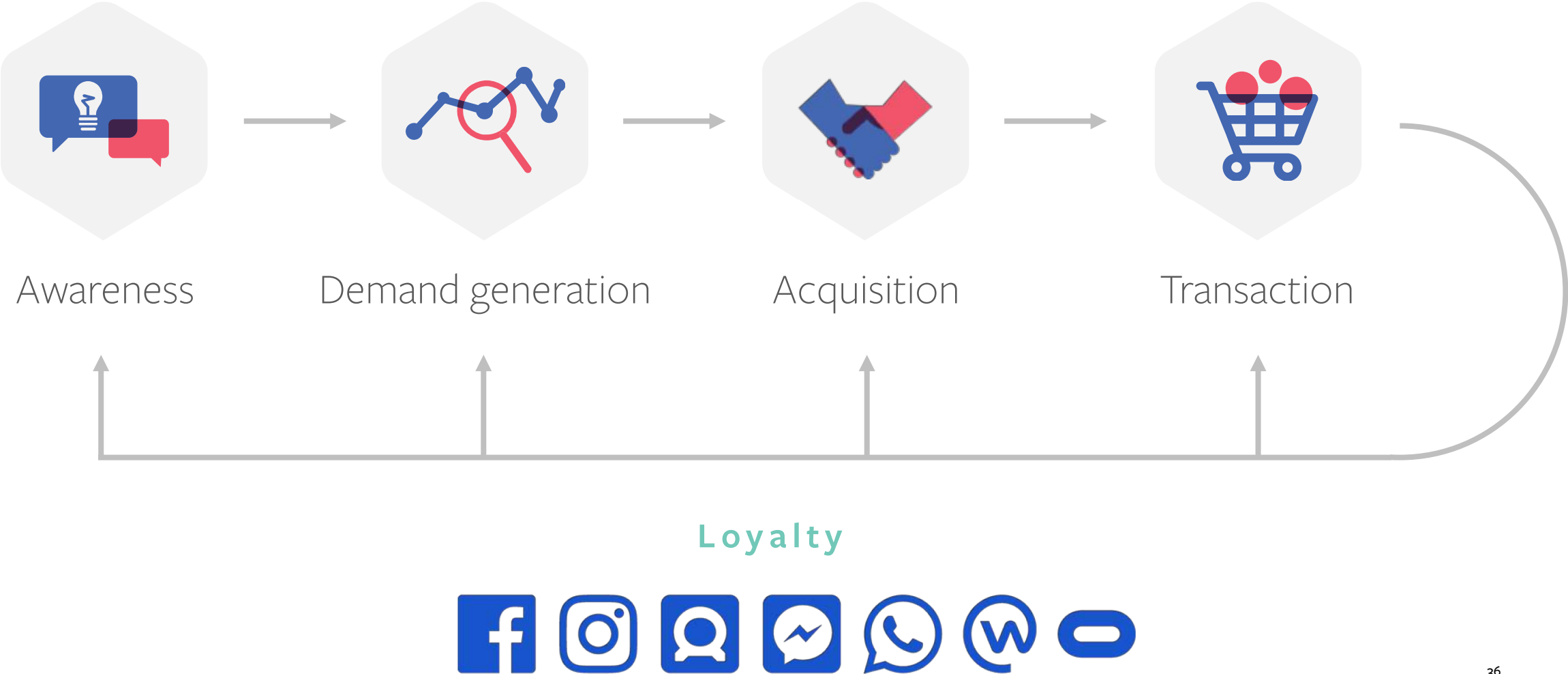
Facebook for Business

What do we do?



How can we help?

We are your partner in every phase of customer journey



Missed results through channels



TV

Publisher A



Desktop

Publisher B



Mobile

Publisher C



In-App

Publisher D



THERE IS NO COMMON DENOMINATOR OR CONETION BETWEEN CHANNELS



TV

Publisher A



Desktop

Publisher B



Mobile

Publisher C



In-App

Publisher D



THE COMMON DENOMINATOR IS PEOPLE

Targeting resources

Facebook Data



Demographics



Location



Interests



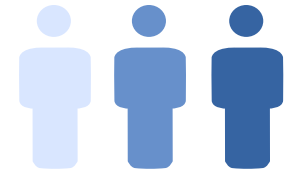
Behavior



1st Party | Advertiser Data



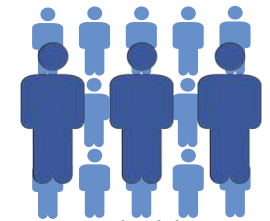
CRM



Website visitors



Custom Audiences



Lookalikes



Kahoot!



Thank you!

