

**Stop  
Optimizing Ads.  
Start  
Optimizing Data.**



**Heriberto Salcedo**  
Product Marketing Manager  
Meta

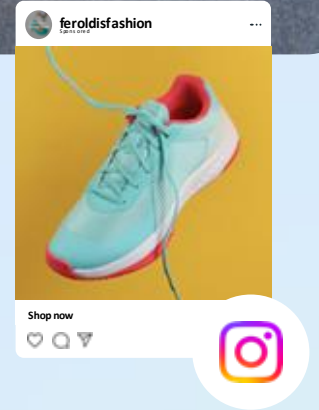
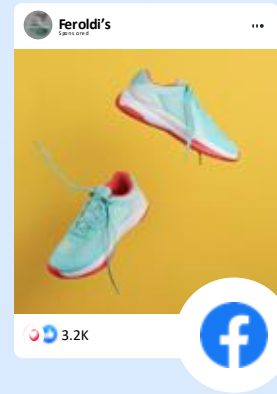


**Dustin Horning**  
RVP, Professional Services  
Tealium

Marketing teams spend a lot of time on creative but not as much on data

A little investment in data unlocks significant ROI





Every connection is an opportunity.



Hi, I'm checking on my order status.

Hi Anne, your order is shipping from Tokyo today!

A photograph of a woman with short dark hair, wearing a blue denim shirt, smiling broadly while looking at a man. The man is in profile, wearing a plaid shirt. They appear to be in a meeting or collaborative work environment.

We're in  
the business  
of growing  
businesses.



Every dollar spent on ads with  
Meta drives, on average, \$3.31  
in revenues.

\$1.00

SPEND

\$3.31

REVENUE

Source: Meta Q1 Earnings, Apr 2023.



# The data accelerator effect



## Resilient Connection

Leverage the right tools and infrastructure to effectively utilize your data

X



## Quality Input

Improve the quality of the data you use to increase accuracy and performance

X



## Iterative Measurement

Measure and iterate to generate insights and inform better decision making

Strategic investments in data quality and setup can multiply results.



RESILIENT CONNECTION



QUALITY INPUT



ITERATIVE MEASUREMENT



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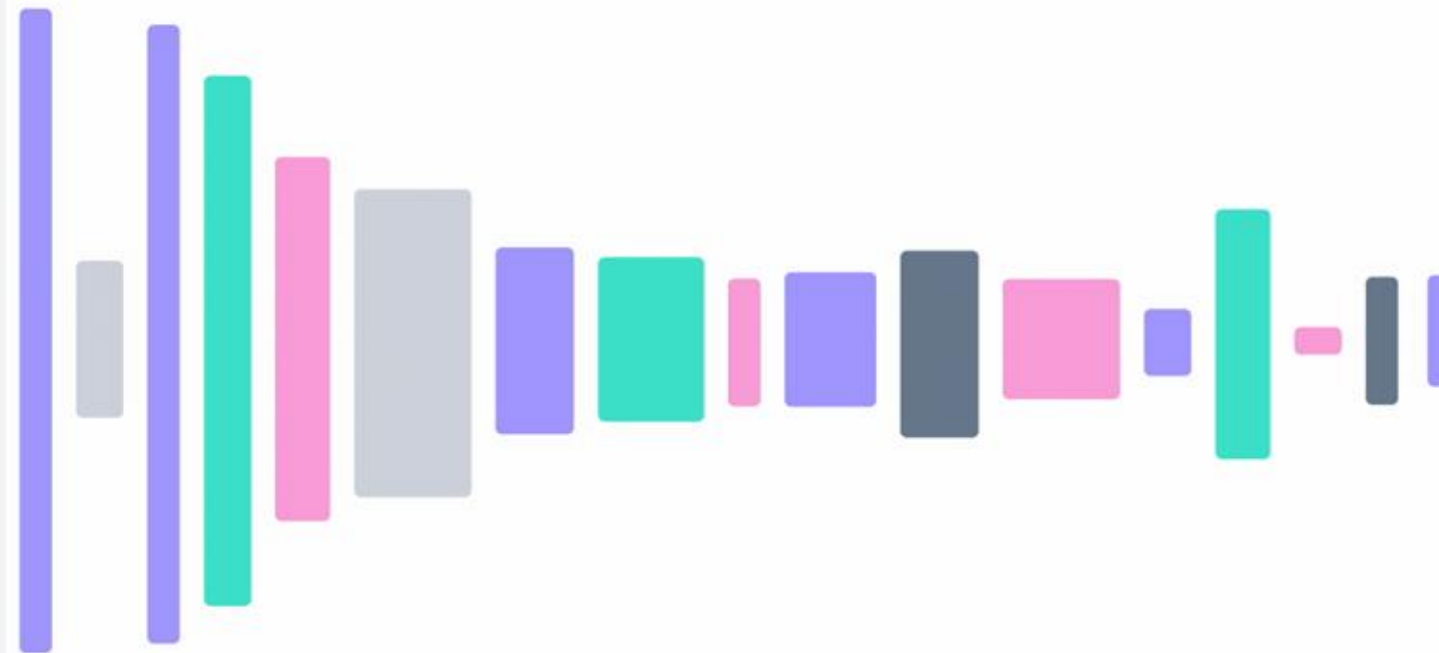
RESILIENT CONNECTION



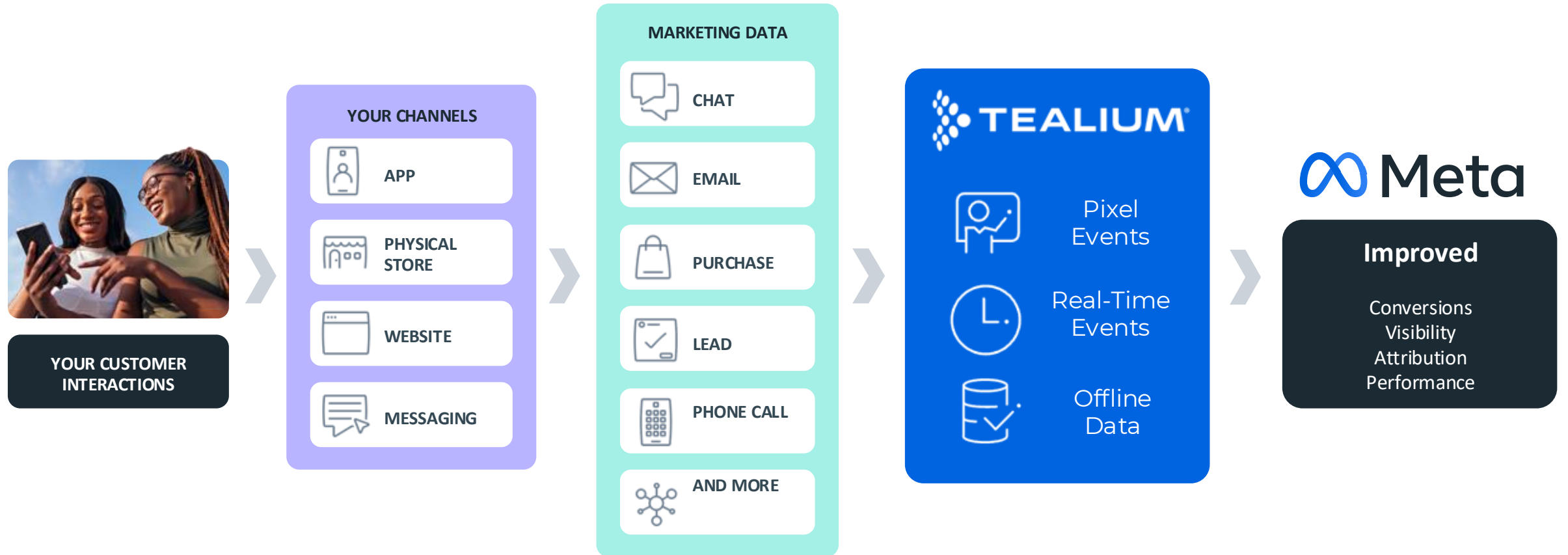
QUALITY INPUT



ITERATIVE MEASUREMENT



# Leverage one unified integration to measure online, app and in-store sales.



# Omnichannel data is the next lever for competitive advantage

## ADOPTION OF DATA SOURCES FOR AD MEASUREMENT

WEB

MOBILE

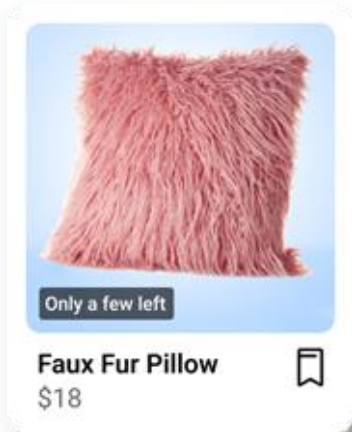
OFFLINE



It's not online vs in-store



It's just shopping



# Shoppers don't see channels.

Today's shopping journey increasingly blends physical and digital touchpoints, with consumers expecting seamlessness throughout.

62%

of consumers say they'll stop engaging with brands that offer inconsistent experiences.<sup>1</sup>

73%

of consumers expect real-time visibility into both online and in-store inventory.<sup>2</sup>

65%

Of customers say consistent omnichannel experiences are critical to their loyalty.<sup>3</sup>

# Unlock omnichannel growth with Meta

Your toolkit for omnichannel success



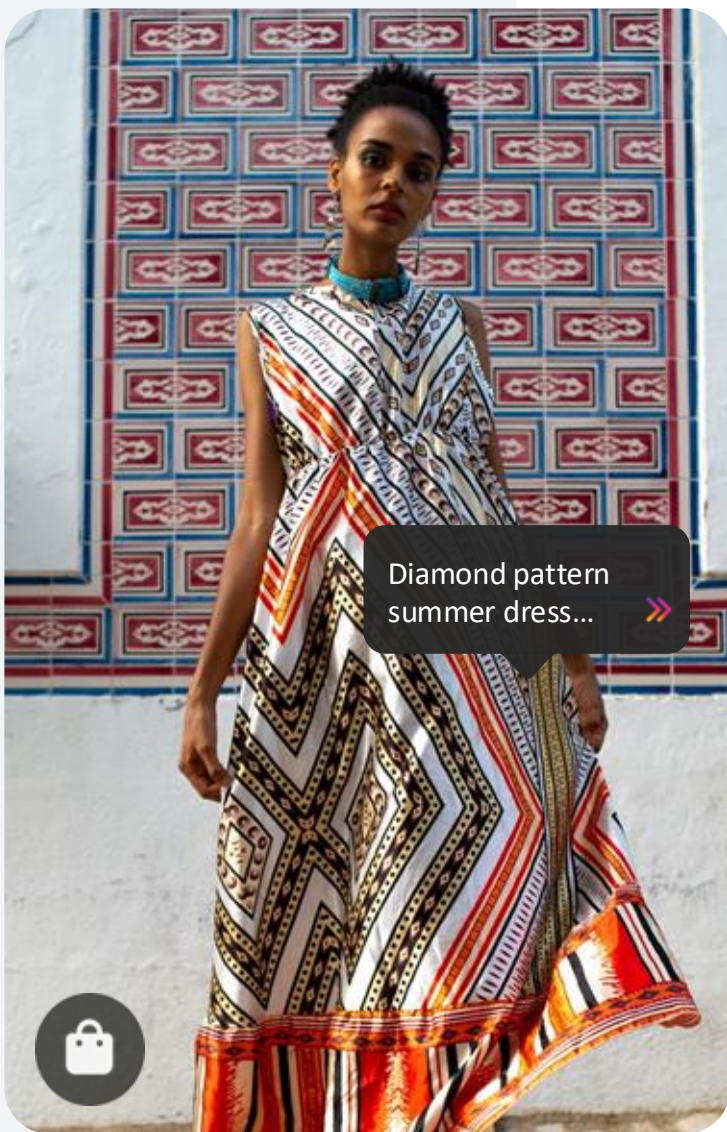
Share your store data



Shift to omnichannel strategies with store tactics



Future proof your business with Meta

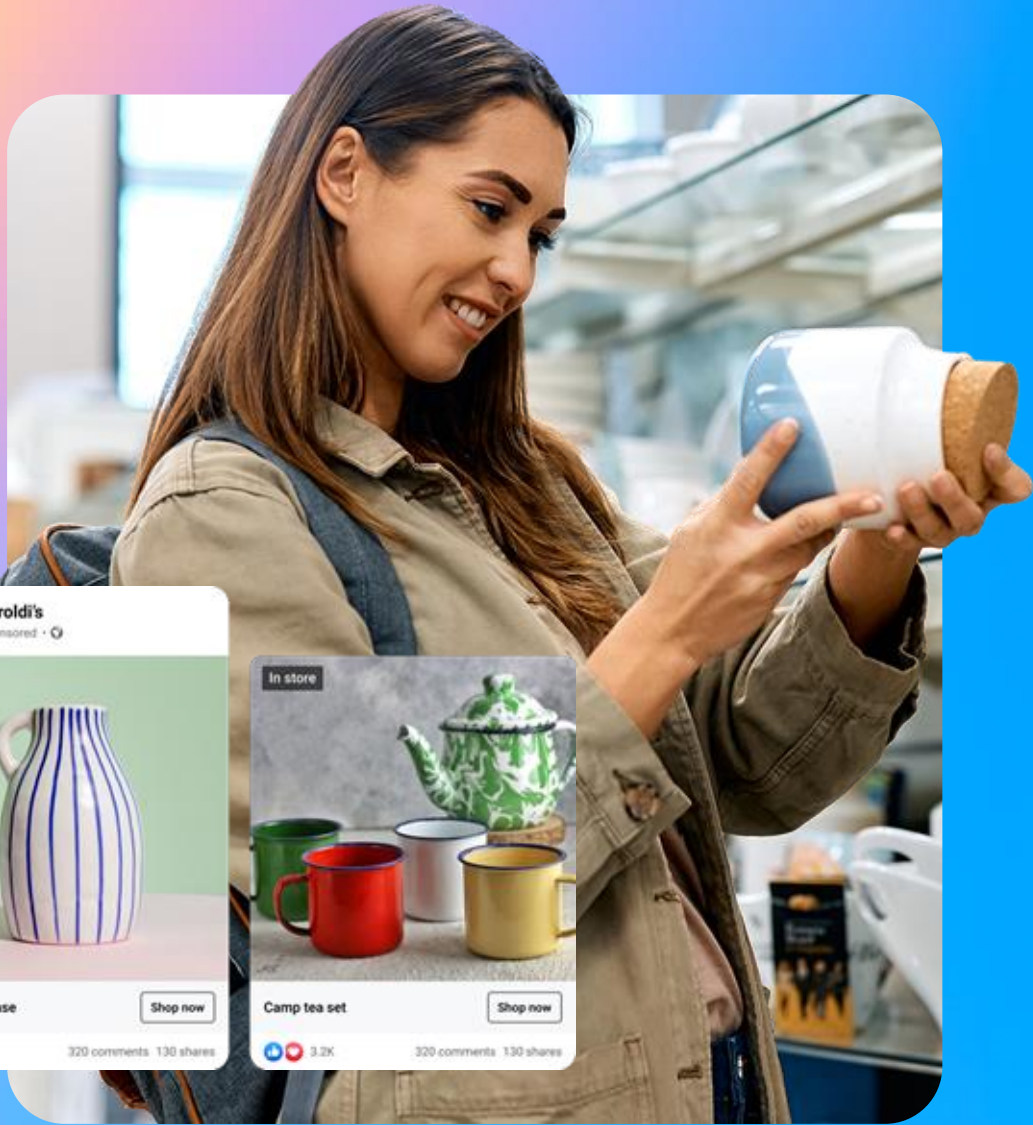


# Drive more sales and greater efficiency using omnichannel optimization

A meta-analysis split test of omni vs online showed that **omnichannel optimization** drove a:

↓ **15%**

lower cost per omni purchase (on average) compared to website only optimization.

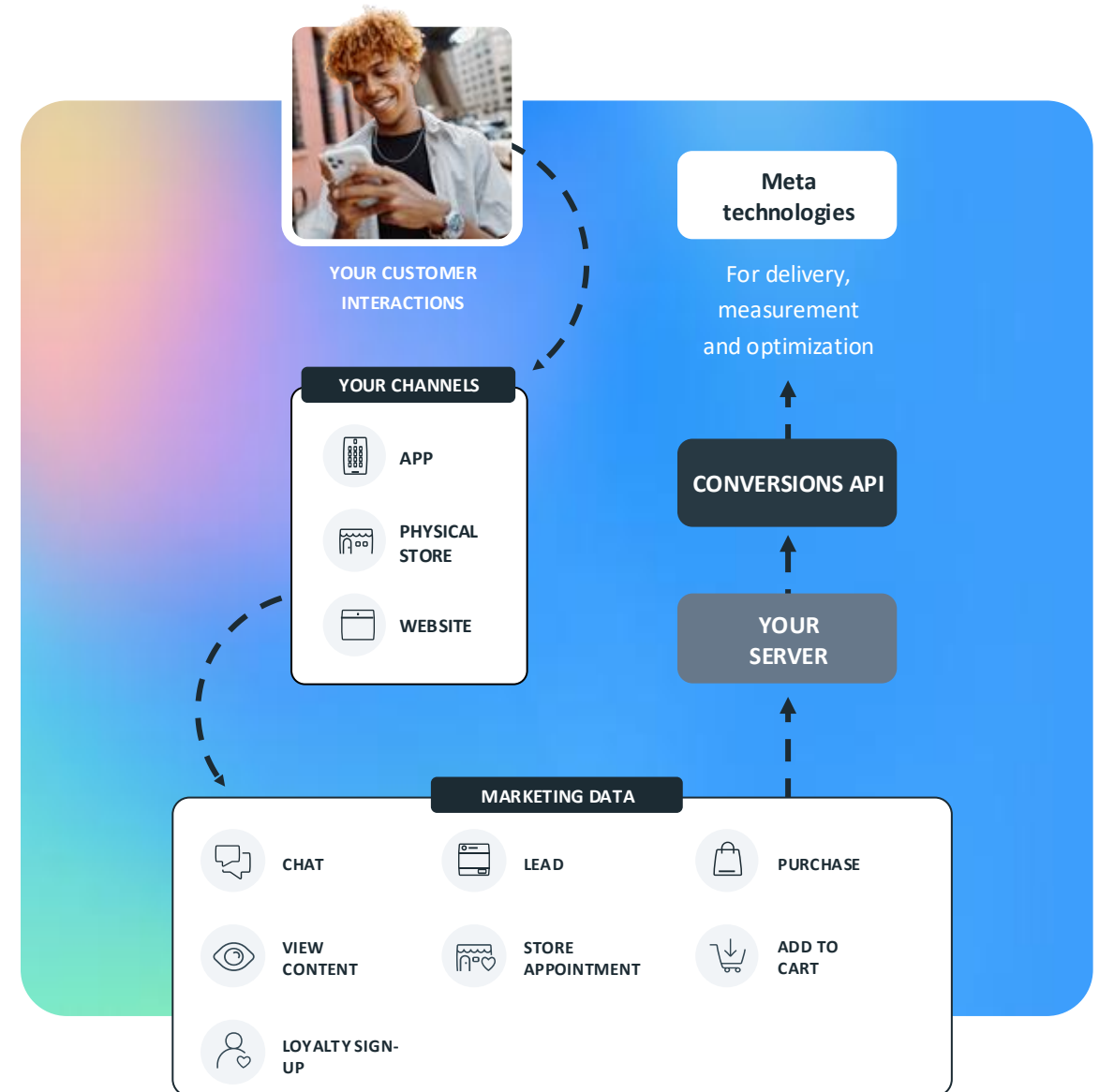


Fuel product discovery to drive purchases everywhere you sell.

- 01 Establish data connections
- 02 Strengthen data quality
- 03 Setup campaign
- 04 Drive measurement and testing

# Sharing offline data via Conversions API is the first step to unlocking omnichannel ads.

**Conversions API** lets advertisers integrate data from a variety of channels to improve campaign performance and get a more accurate view of their marketing impact.



# Getting the most out of your Conversions API for offline events implementation

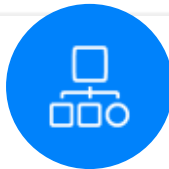
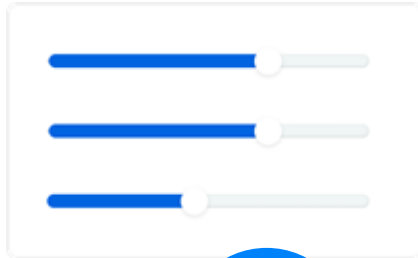
## Focus on the right parameters

Where possible, send both email and phone as they're strong match keys.

Include an order ID field and enter a unique identifier for each transaction.

Include your store location.

Event fullness is key! Send all of your offline and store events.



## Upload your data in a timely manner

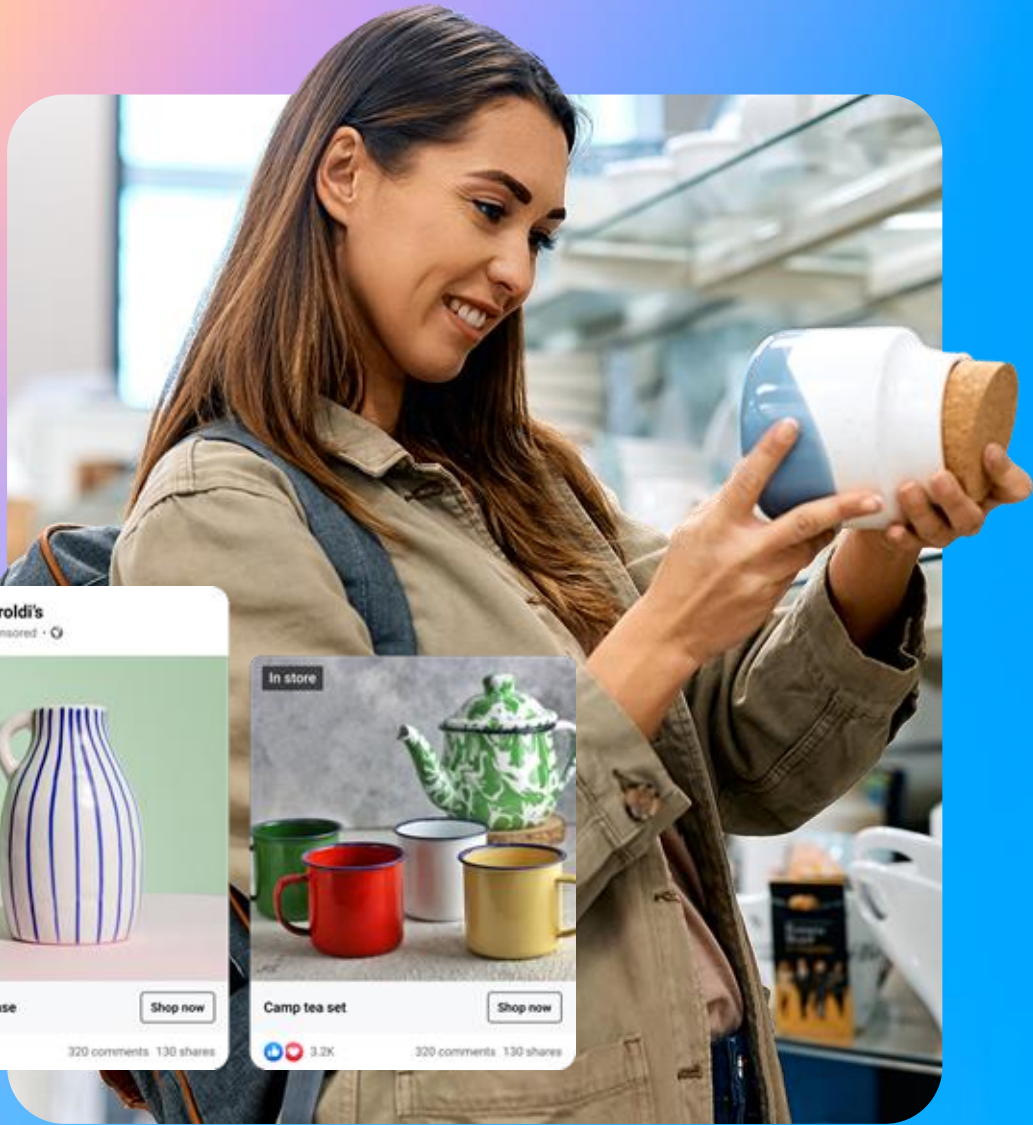
Uploading hourly is best practice, and the minimum cadence for sending data is daily.



## Analyze your online and offline impact

Start tracking your offline events for existing and new campaigns at the ad level to see how ads across Meta technologies are driving in-store sales.





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# Sharing quality store data drives stronger omnichannel outcomes.

Fuel your optimization with precise and comprehensive store sales data to improve match rates and measurement across the funnel.



# Offline data quality score ensures optimal signal.

This score evaluates how well your offline events align with advertising requirements from Meta.



## Fuel optimization with fresh information

Scores of 8.5 or higher ensure up-to-date data to optimize campaigns and enhance performance.



## Accurately reach online and store shoppers

High scores enable accurate retargeting, reaching relevant shoppers across channels.



## Get near real-time measurement

High scores enable precise attribution of offline conversions, crucial for understanding ad impact and refining strategies.

**Purchase**  
Active

Event Overview  
Event Coverage  
**Event Quality 1**  
Event Deduplication  
Data Freshness  
Sampled Activities  
Ad Sets  
Event Source

**Event quality**  
It may take up to 20 minutes for your events to be displayed.

Event match quality 7.4/10  
**Offline data quality 4.3/10**

Event match quality  
**Offline data quality 1**

The offline data quality score helps to show the overall potential effectiveness of event data shared from an offline source.

**Recommendations**

- Send your offline / physical store data more frequently  
Ensure data is up-to-date and accurate for better ad performance. Send your data to Meta system more frequent would enable this.  
[Learn more](#)
- Add more offline Purchase events to your dataset
- Add or update the value for your offline Purchase event

Current parameter performance

**Understanding the score**

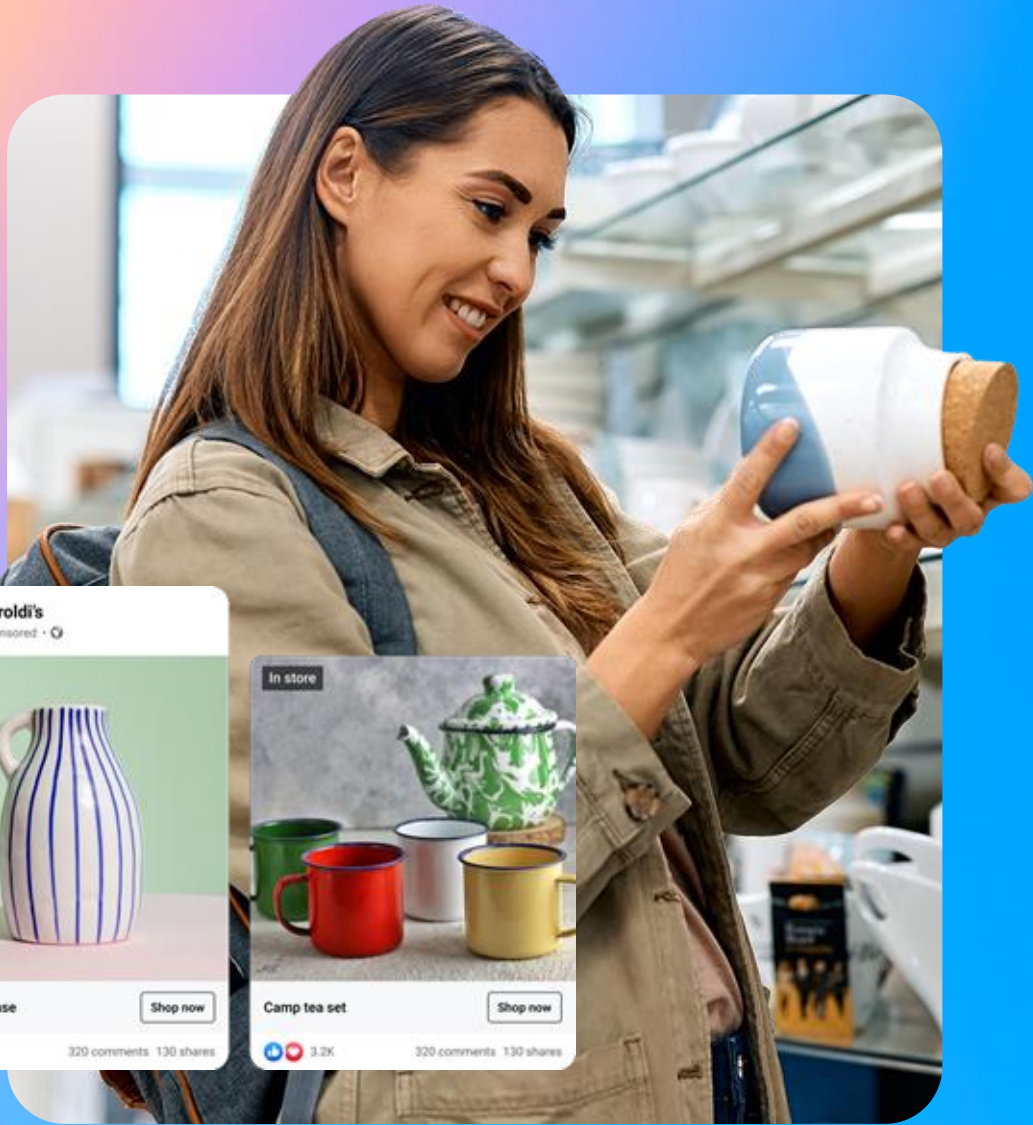
- High scores: 8-10
- Medium scores: 4-7
- Low scores: 0-3

Example for illustrative purposes only

# Best practices for maximizing offline events with Conversions API.

Strong offline data quality enhances omnichannel ads performance, improves measurement and optimizes campaigns.

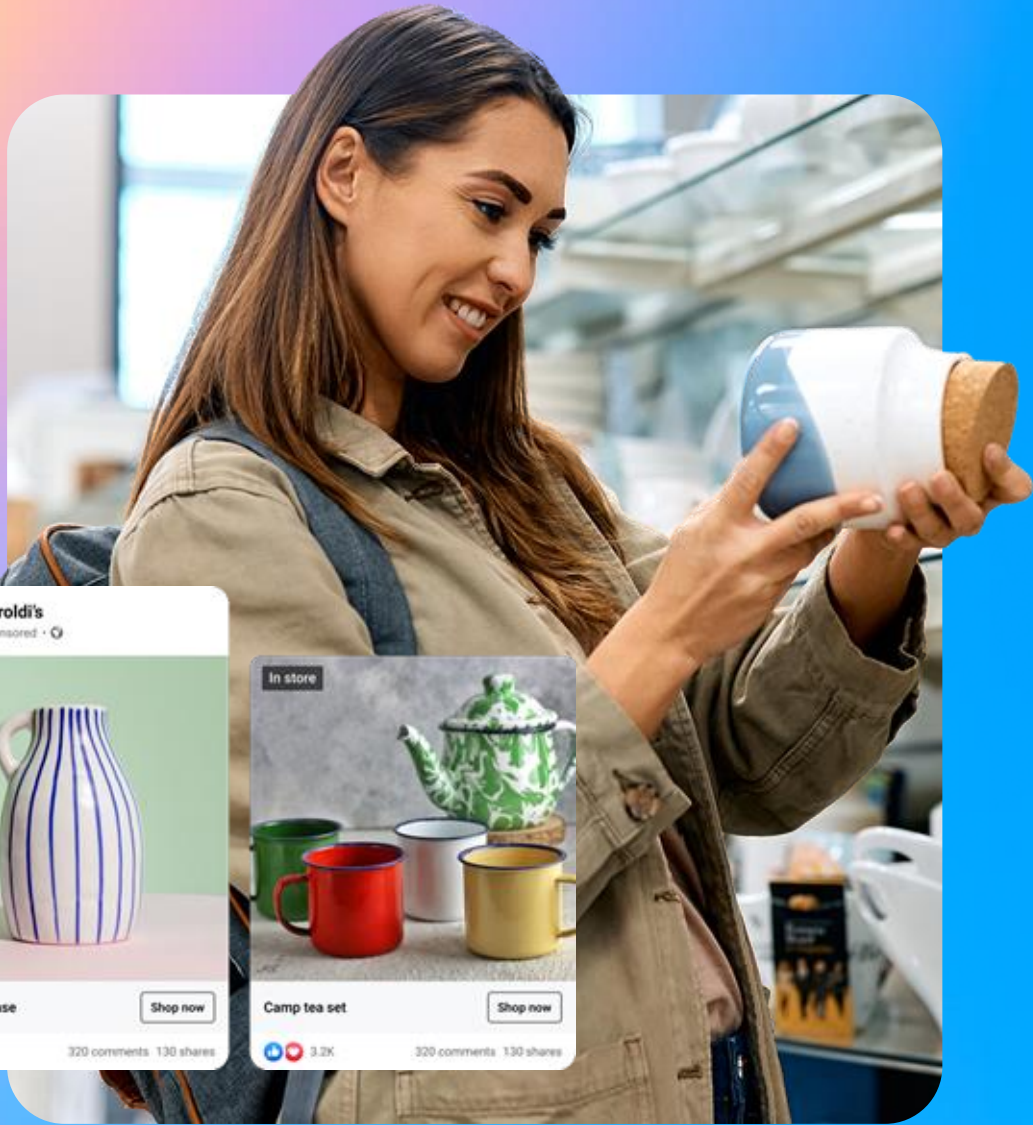
	Best practice	Action
<b>1</b> <b>FREQUENCY</b> How often you send data to Meta	Send offline events consistently.	Upload data daily
<b>2</b> <b>FRESHNESS</b> How current your data is	Ensure offline transaction data is not stale.	Send fresh data no older than 3 days.
<b>3</b> <b>ATTRIBUTION</b> Whether your ads track offline events for reporting	Accurately attribute offline conversions to ads.	Enable <a href="#">Automatic Tracking for Offline Events</a>
<b>4</b> <b>ACCURACY</b> Passing offline data without errors or inconsistencies	Ensure offline data set does not include online conversions.	Implement <a href="#">data validation processes</a> to minimize errors
<b>5</b> <b>PURCHASE VALUE</b> Passing purchase value with all your offline events	Pass correct purchase prices (e.g. no zero or negative values).	Ensure that value of purchase event $\geq 0$ .
<b>6</b> <b>ENHANCED</b> Additional options to improve performance	Ensure accurate store codes and content(s) IDs.	Pass Contents / Content ID and Store code



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Fuel product discovery to drive purchases everywhere you sell.

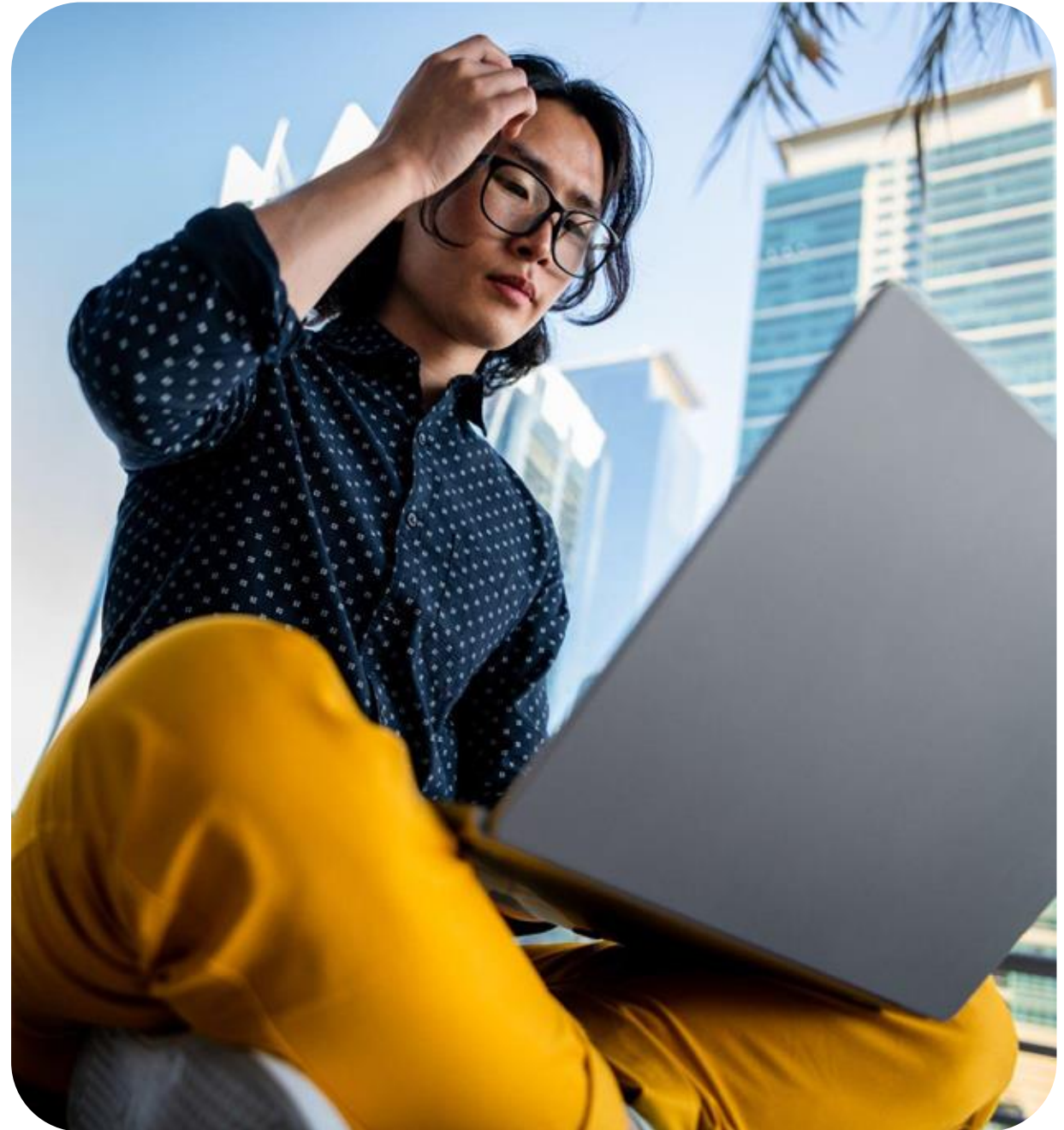
- 01 Establish data connections
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# Effective ad measurement is fundamental to driving ROI.

Regularly conducting marketing experiments can  
increase ROI by

# 20%

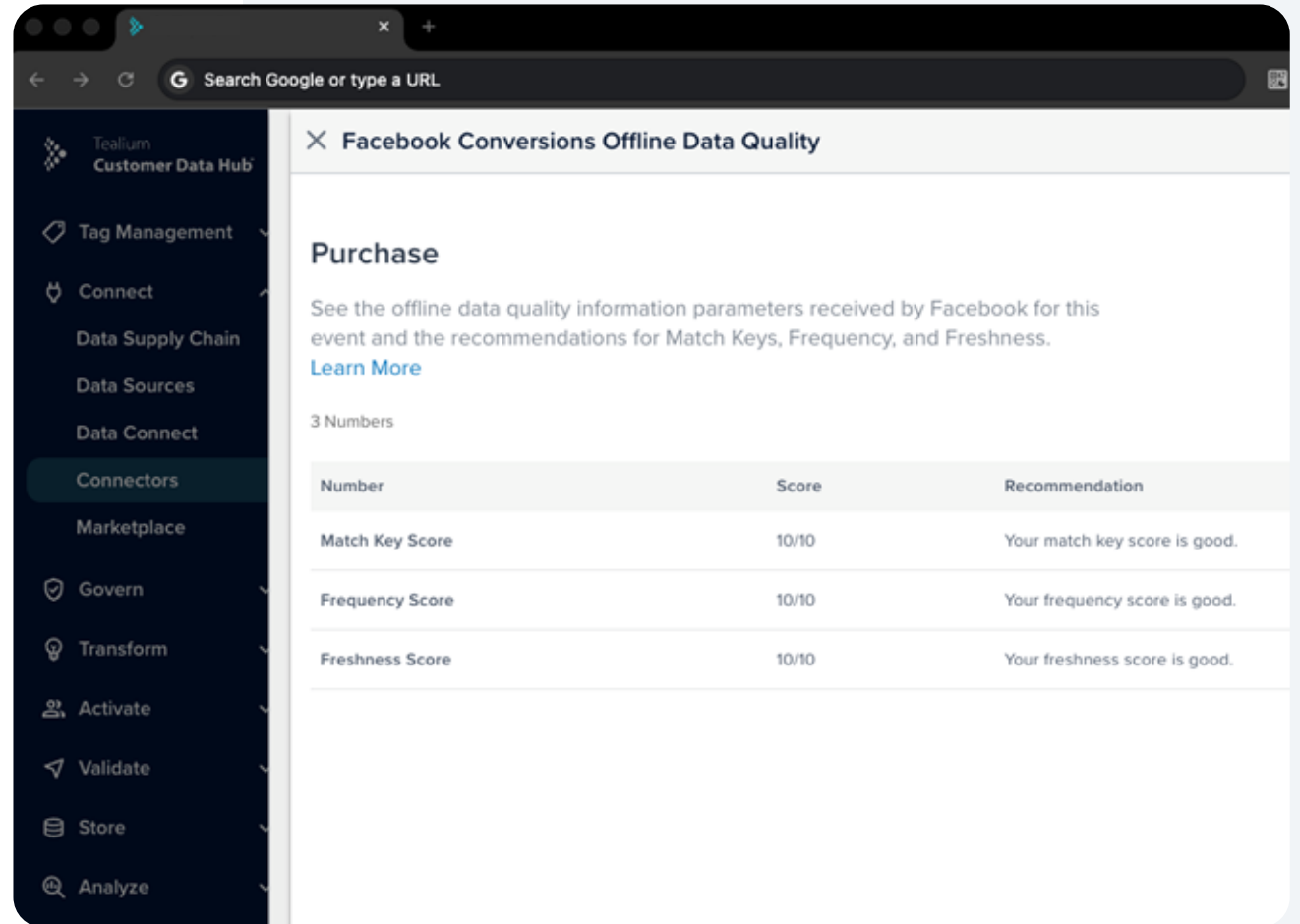
or more.



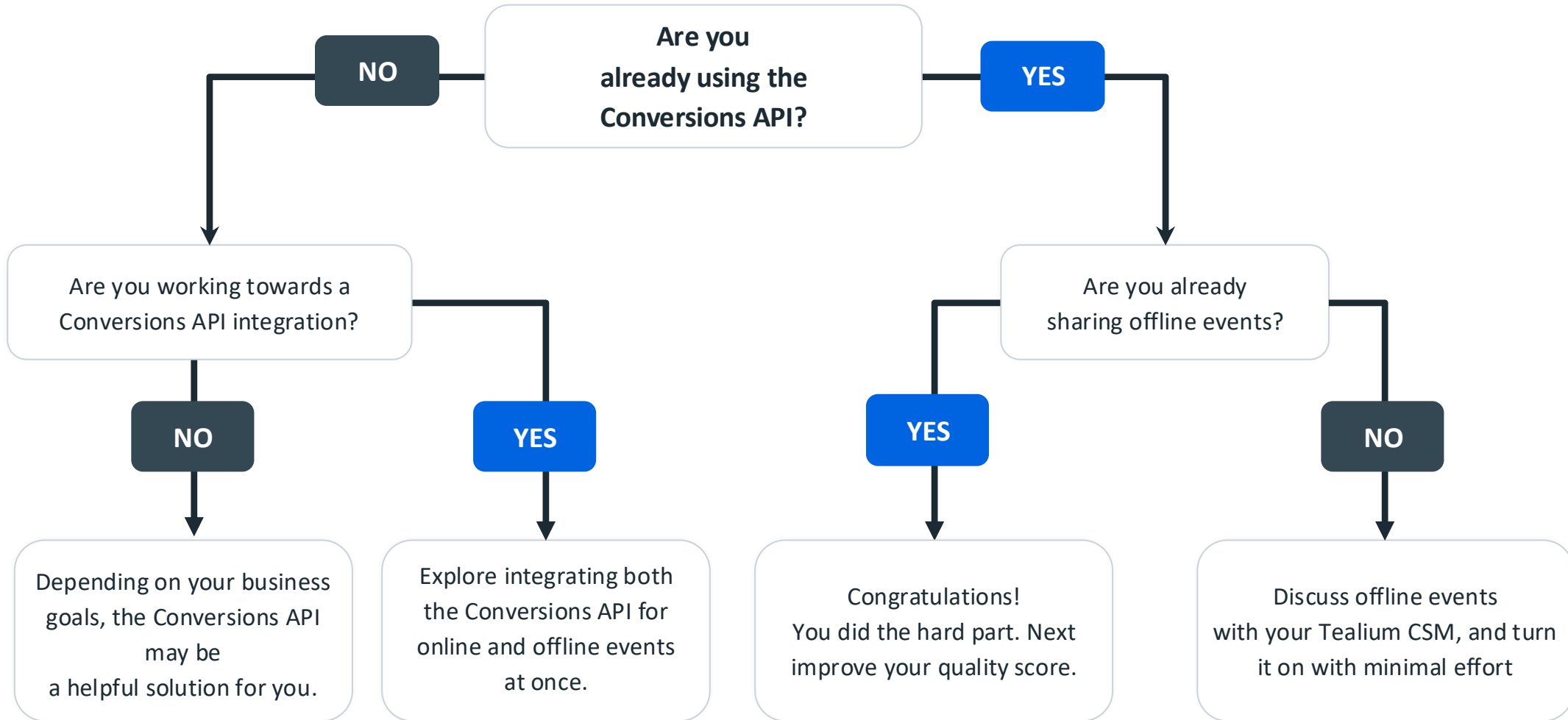
# Why use Tealium to send offline data to Meta

Average Offline Data Quality (ODQ) Scores for customers using Meta CAPI with Tealium

Match key score: 9.8  
Frequency score: 10.0  
Freshness score: 9.3  
**Composite score: 9.5**



# What should you do next?



# Thank You