

# Using social media for business growth



Angie Gifford

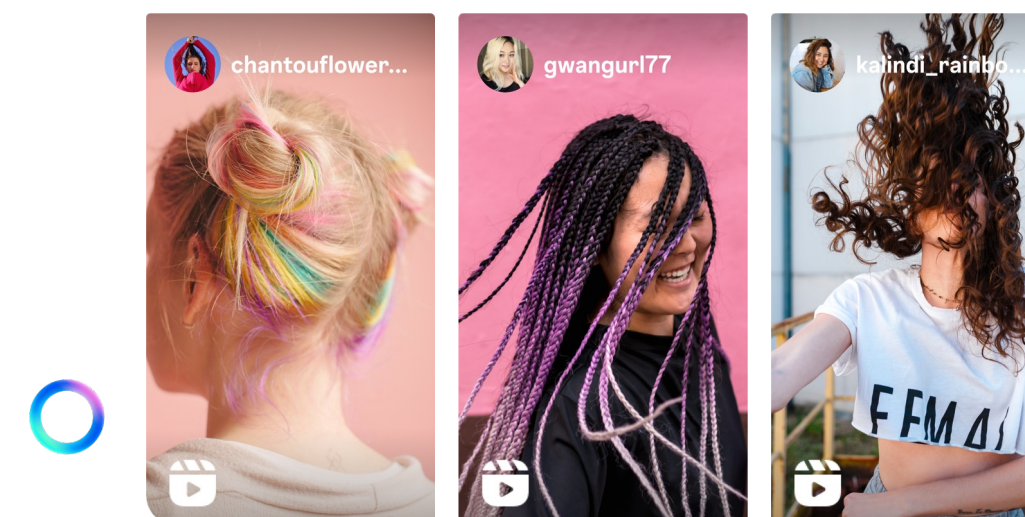
Senior Advisor to COO & Supervisory Board Member

 @angelikagifford



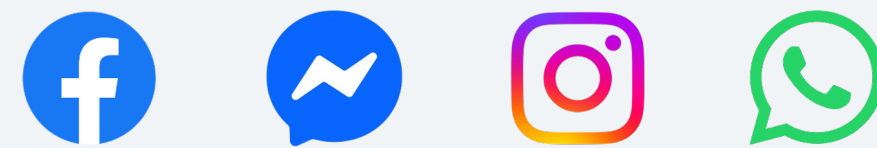
Can you show me Reels on current trending hair styles?

Sure! Here are some Reels on current trending hair styles.





# We connect businesses with people where they are spending their time



# 3.4B+

people that we estimate  
use at least one of our  
apps on a **daily** basis



# Businesses come to Meta to grow because our products work

We've built some of the most  
sophisticated AI advertising  
technologies in the world.



# Meta is tripling your investment

Automation and AI are  
accelerating results.

**\$1.00**  
spend

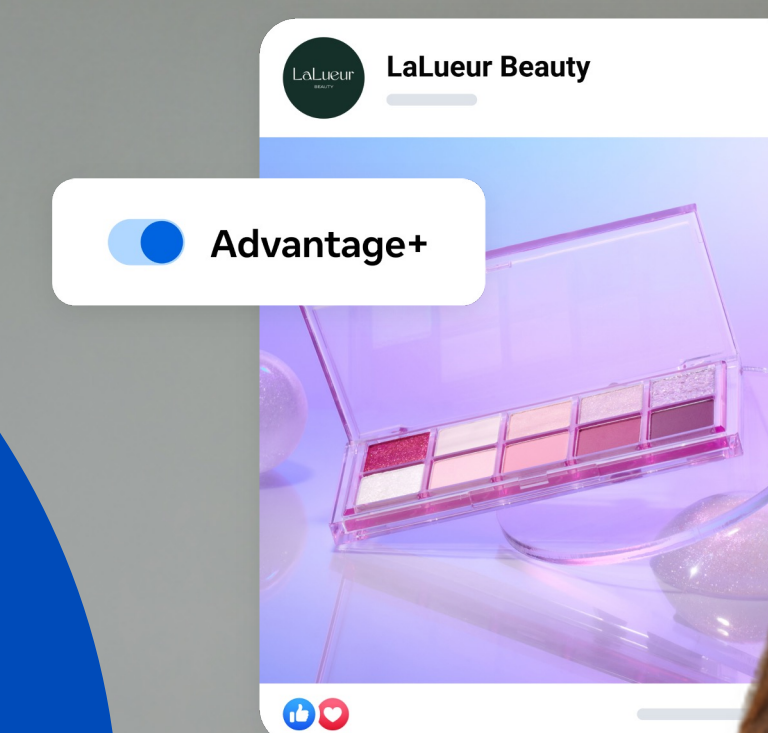
**\$3.71**

return on ad spend  
per dollar in 2024

**\$4.52**

return on ad spend for  
advertising using Advantage+  
shopping campaigns

22% INCREASE





# Meta is where brands connect with people, and turn them into customers

## REELS

Adding Reels to campaigns drives more **incremental value**, significantly increases the likelihood of **purchases**<sup>1</sup> and results in **higher brand lift**.<sup>2</sup>

## VIDEO

Global video time on Instagram and Facebook grew at **double digit rates year-over-year** in 2024.<sup>3</sup>

## BUSINESS MESSAGING

Every day, there are **600 million conversations** between people and businesses on Instagram Direct, Messenger and WhatsApp.<sup>4</sup>

Source: 1. Purchase results are based on 11 lift studies. All studies were run from Jun 2022 to Dec 2022 by global advertisers from various verticals including ecommerce, CPG, retail and professional services. Business-as-usual campaigns means Facebook Feed, Instagram Feed and Instagram Stories. 2. In a Meta-analysis of 63 brand lift studies across all regions, with a test design BAU (no Reels) vs BAU (no Reels) + Reels (at least 20% of cell investment) and ran between 02 Jan 2023 and 29 Feb 2024 for ad recall with 96% confidence. Campaigns using Reels ads resulted in a 14% higher average brand lift and 24% higher median brand lift than BAU campaigns.3. 2024 Meta earnings transcript, Oct 2024. 4. Meta Q323 earnings report, Oct 2023.



DIOR

## Driving purchase consideration during Ramadan with Meta Advantage+ creative for catalog ads

The luxury fashion brand Christian Dior Couture tested adding catalog ads to its consideration campaigns in the United Arab Emirates by using Meta Advantage+ creative with a creative enhancement called “add catalog items,” and found that it resulted in more landing page views at a lower cost.

5X

more landing page views when using Advantage+ creative with “add catalog items,” compared to usual strategy

81%

lower cost per landing page view when using Advantage+ creative with “add catalog items,” compared to usual strategy

Source: <https://www.facebook.com/business/success/christian-dior-couture-in-brief>



“As Instagram is a key platform for us in the Middle Eastern region, we’re happy to have found a new strategy that maximizes visibility and efficiency. Our ad campaign using Advantage+ creative with the “add catalog items” creative enhancement not only improved in-platform metrics, but also strengthened website-centric performance. We’ll definitely move forward with this ad feature for future campaigns!”

**Olga Kuznietsova**

Paid Social Media Manager  
Christian Dior Couture



CLARINS

# Strengthening customer connections with marketing messages on WhatsApp

Makeup brand Clarins wanted to foster a direct, conversational relationship with its customer base while also getting more information about the products and shades they like best in order to hone remarketing efforts. So Clarins partnered with WAX to deliver a Lipstick Day campaign of personalized messages on WhatsApp targeted to previous customers. Customers were asked to select which type of lipstick they prefer then shown a video of their selection and redirected to the Clarins website to get personalized advice.

4.5X

higher open rate  
than email\*

7X

Higher conversion rate  
than email\*

\*Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.  
Source: Meta success story, 2025

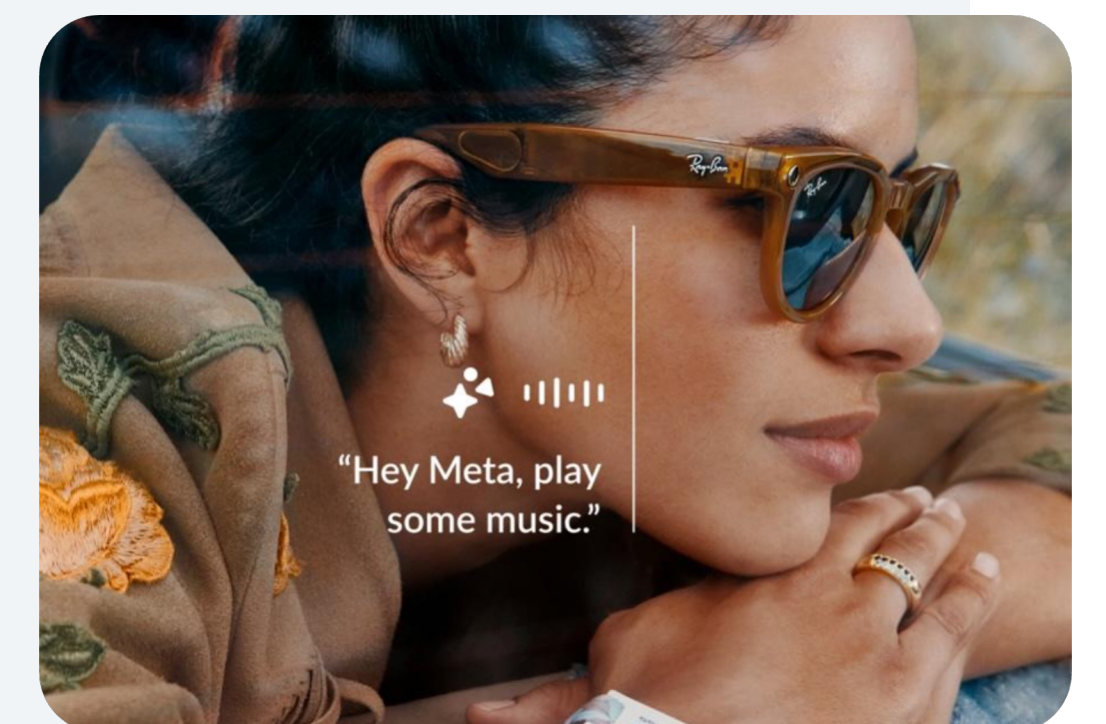
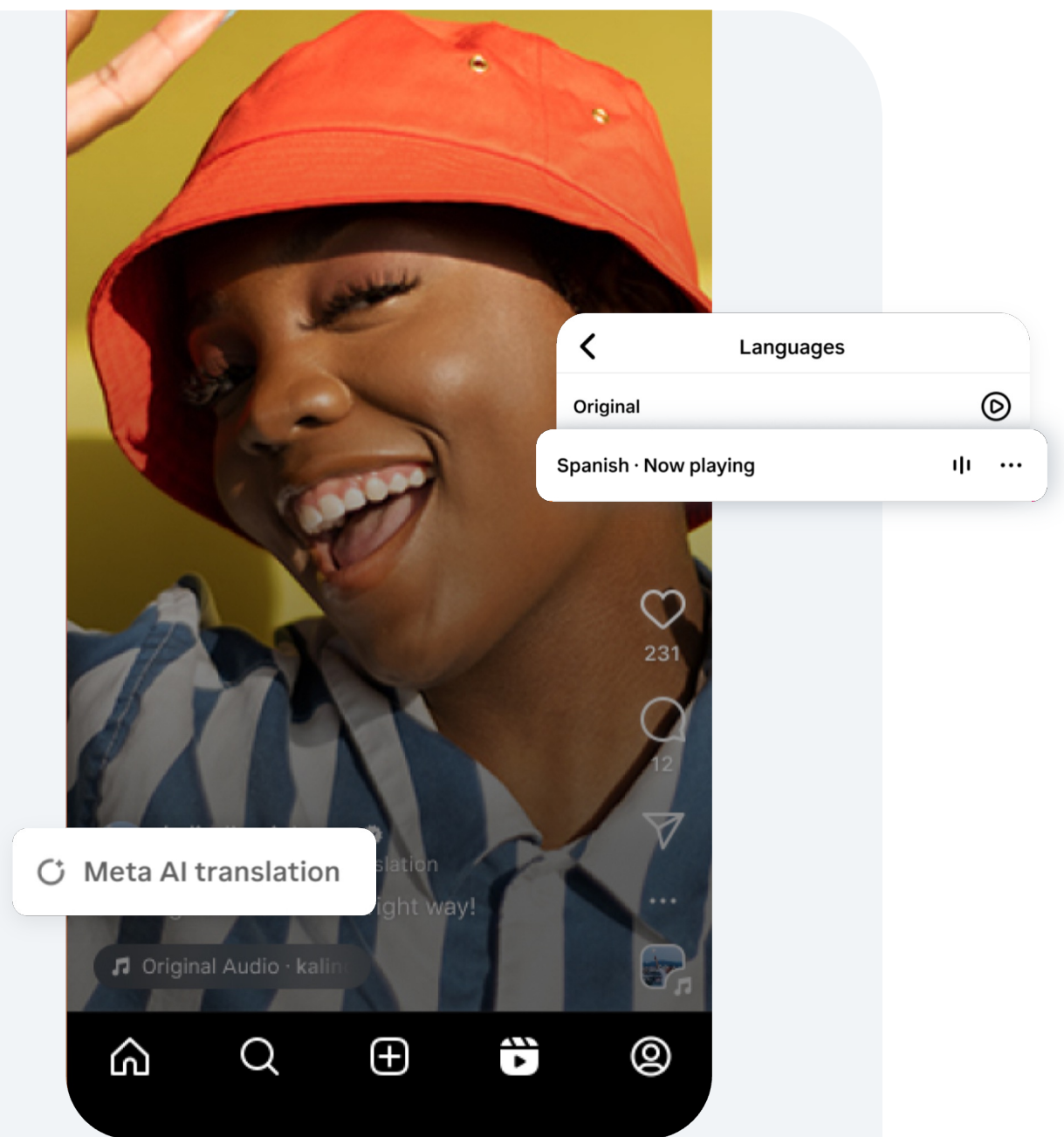


“The power of WhatsApp lies in its ability to facilitate meaningful connections with customers who have explicitly chosen to hear from us. Our National Lipstick Day campaign leveraged this platform to engage our audience in a more personal and effective way, resulting in outstanding open rates and a significant increase in conversion rate, far surpassing traditional email campaigns.”

**Stéphanie Catarino**  
Director, Ecommerce, Acquisition and CRM,  
France Groupe Clarins



Our leadership in  
AI technologies  
is redefining how  
businesses connect,  
create and grow





# Llama is leading the open source AI movement

1.2 billion      200k+

downloads since launch

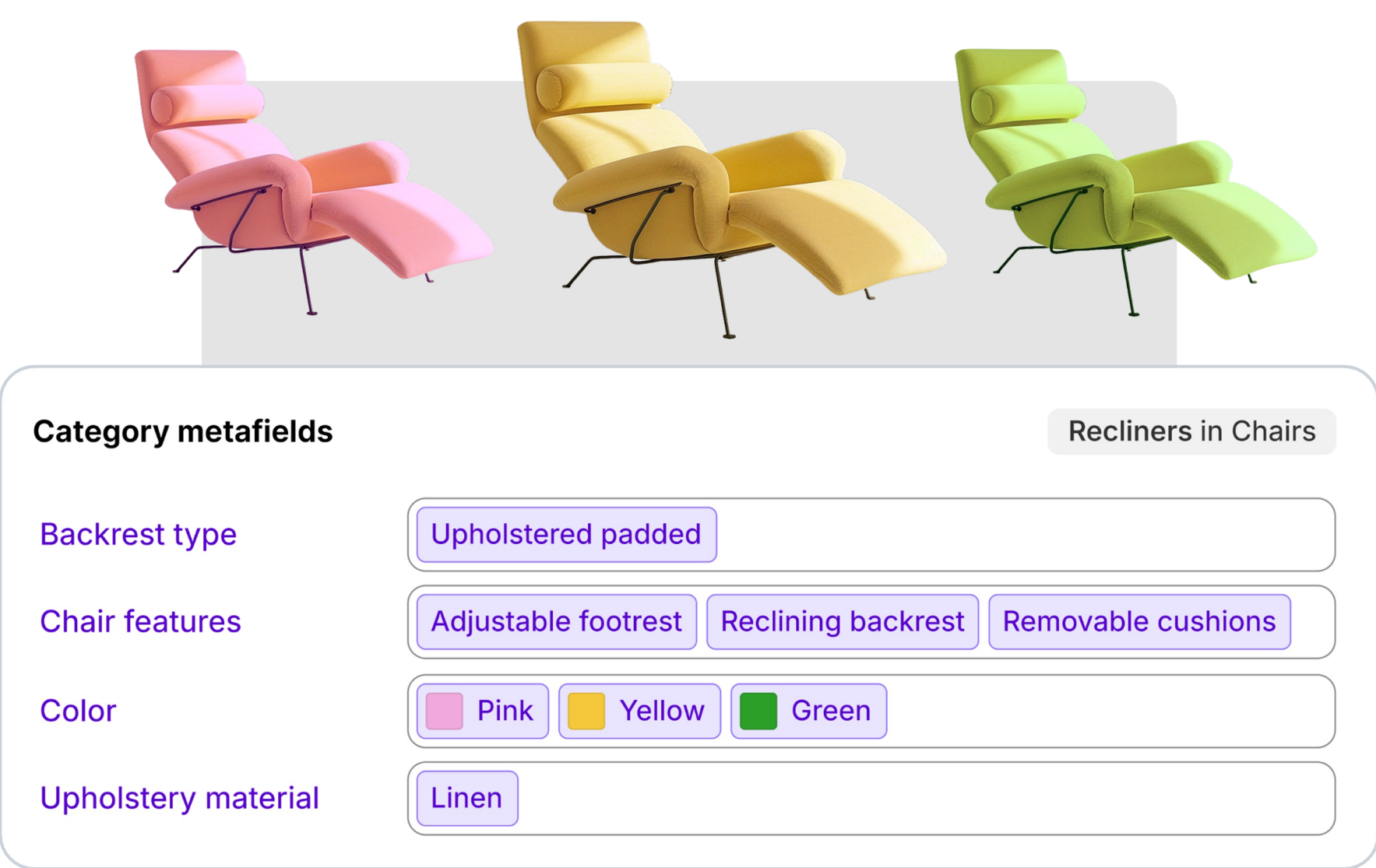
derivatives

## A FLOURISHING PARTNER ECOSYSTEM





# Business of all kinds are transforming their industries with Llama



## Shopify

Support work on company  
metadata and enrichment

## Tavus

Making a video interface  
more conversational



## Cornerstone

Making employee training  
an immersive experience

## Scribd

Enabling faster, easier and more  
accurate content discovery



**AGI**

Artificial general intelligence



**Building  
our future  
foundation**



**Metaverse**

Next computing platform





# Wearables are a step toward the next stage of technology

We expect billions of people will use more natural and human form factors, enabled by AI, to connect, access information, shop, work, manage their health, play.





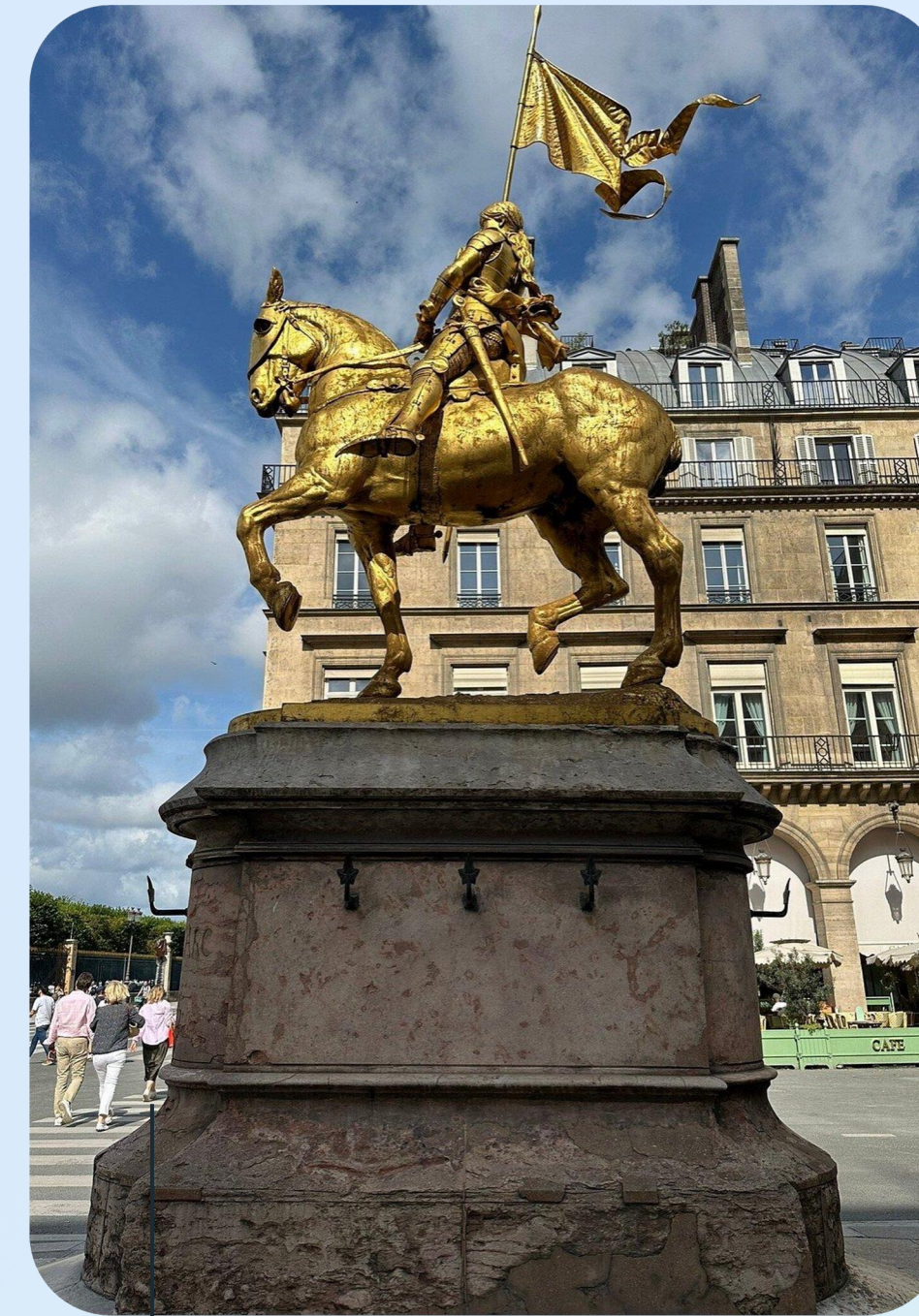
# Just say “Hey Meta...”



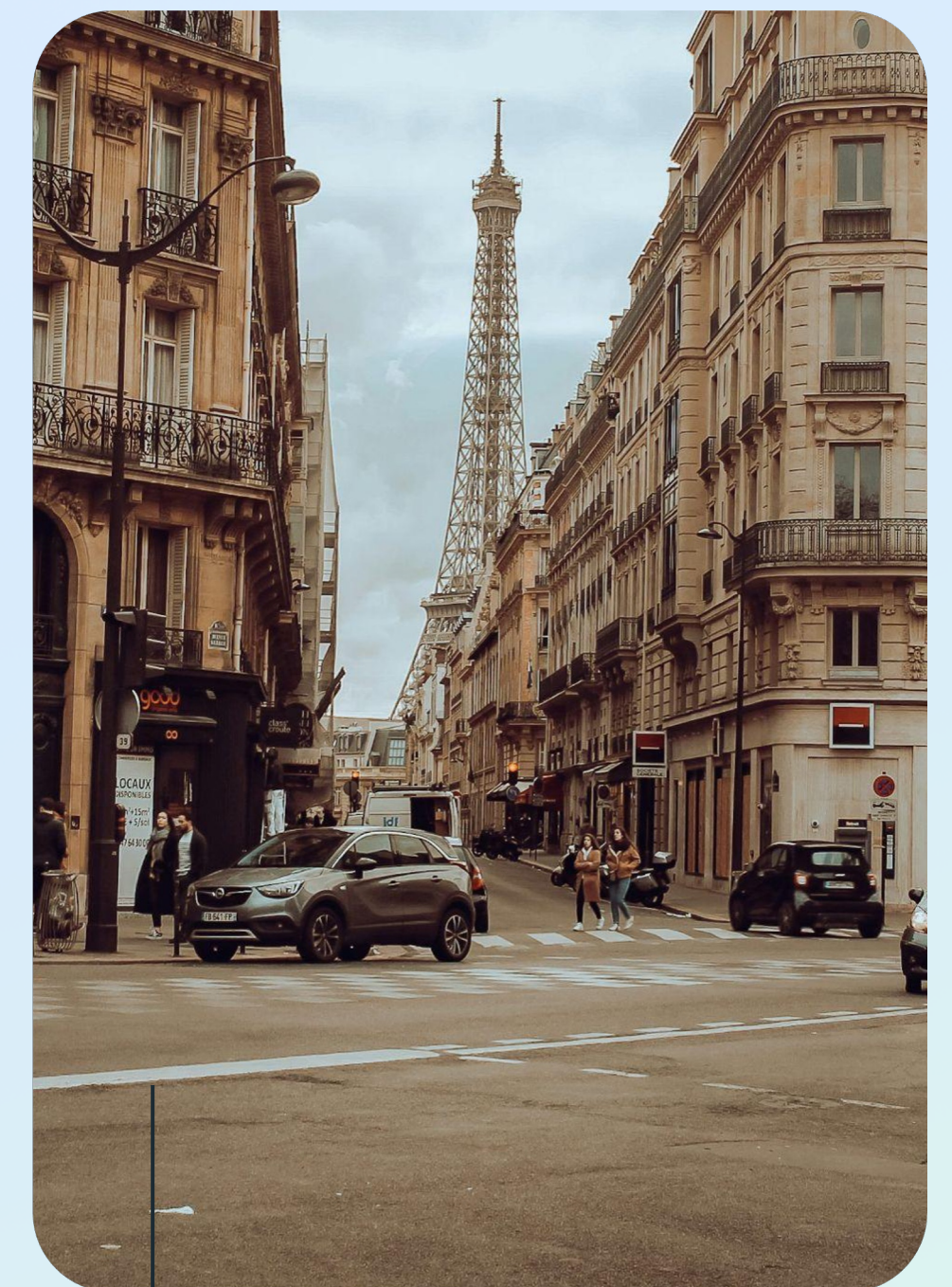
Hey Meta, start my running playlist on Spotify.



Hey Meta, what can I pair with this bottle of wine?



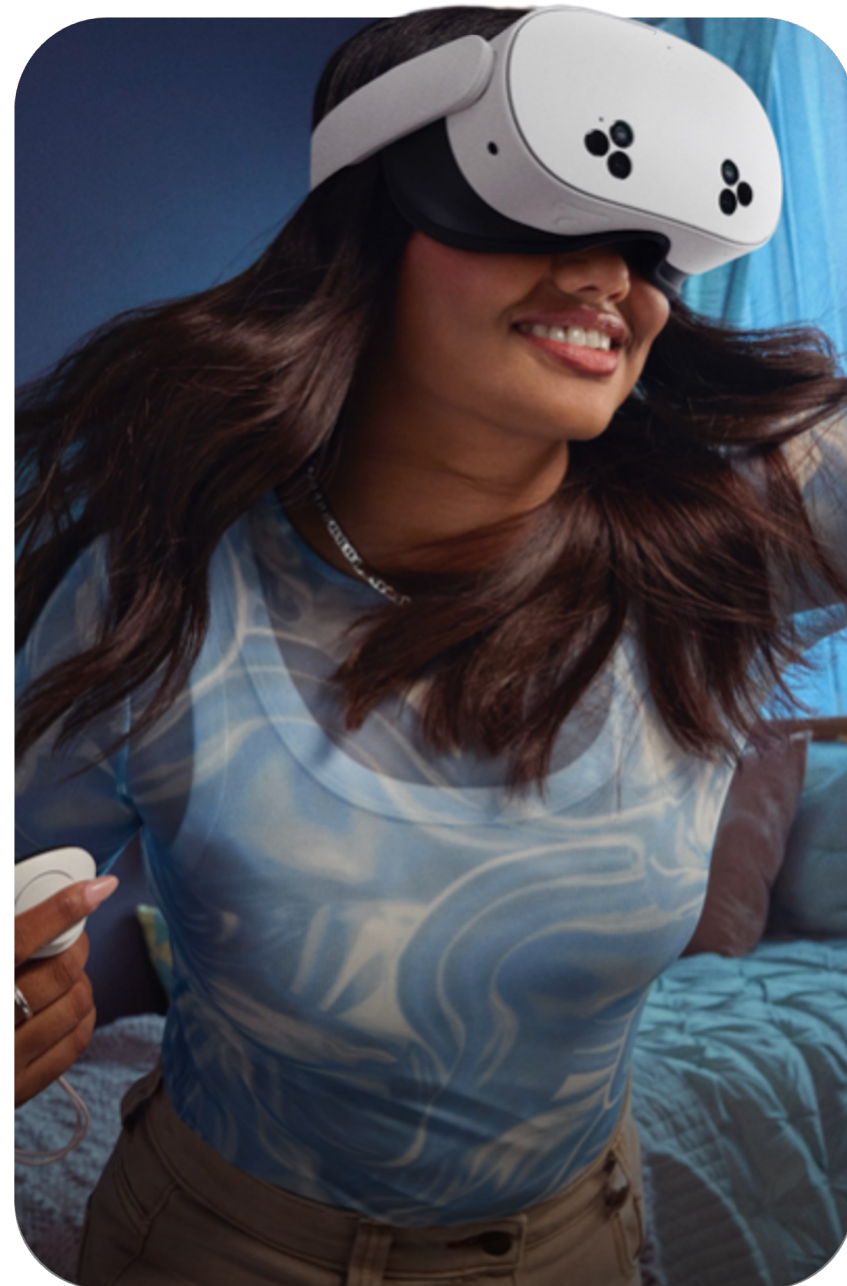
Hey Meta, who's on this statue?



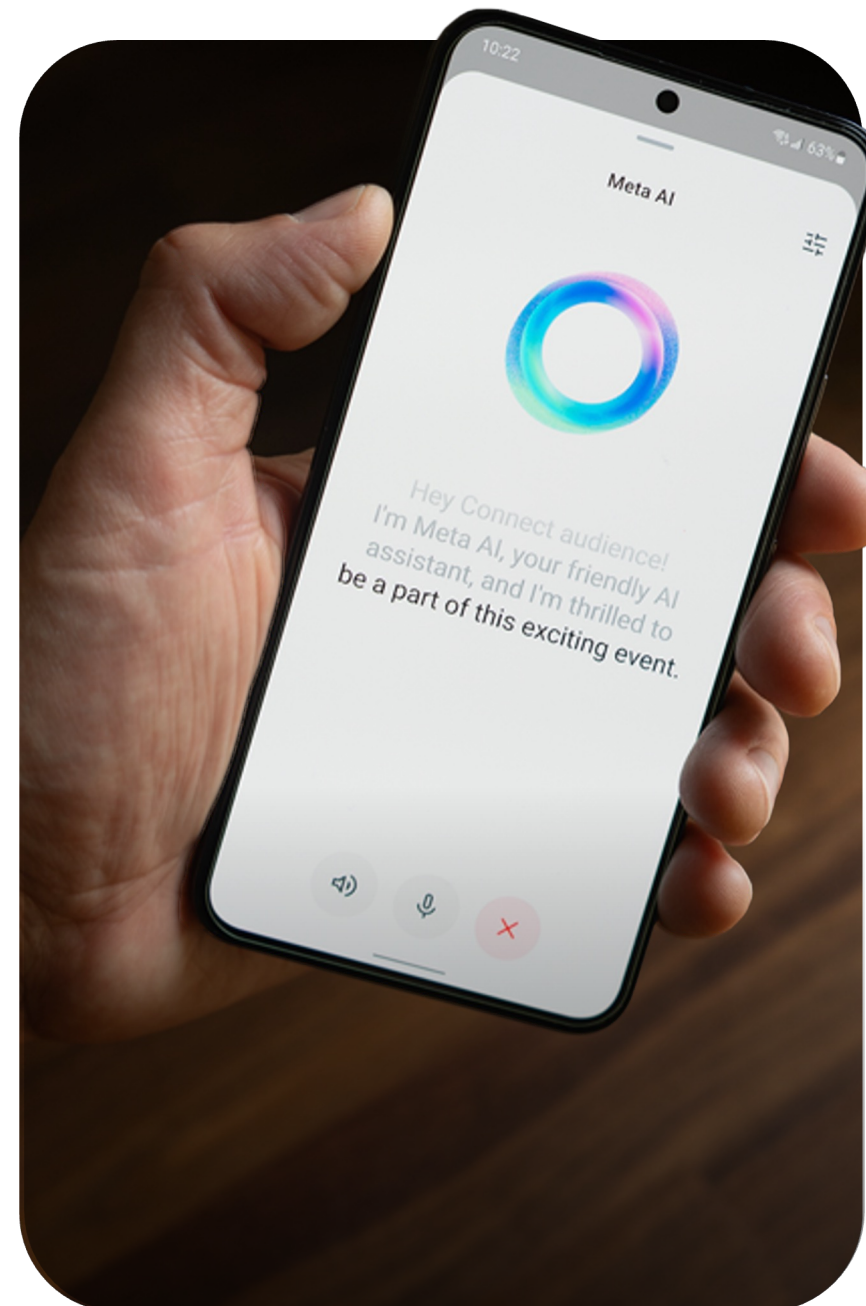
Hey Meta, what is a great place for a cup of coffee near here?



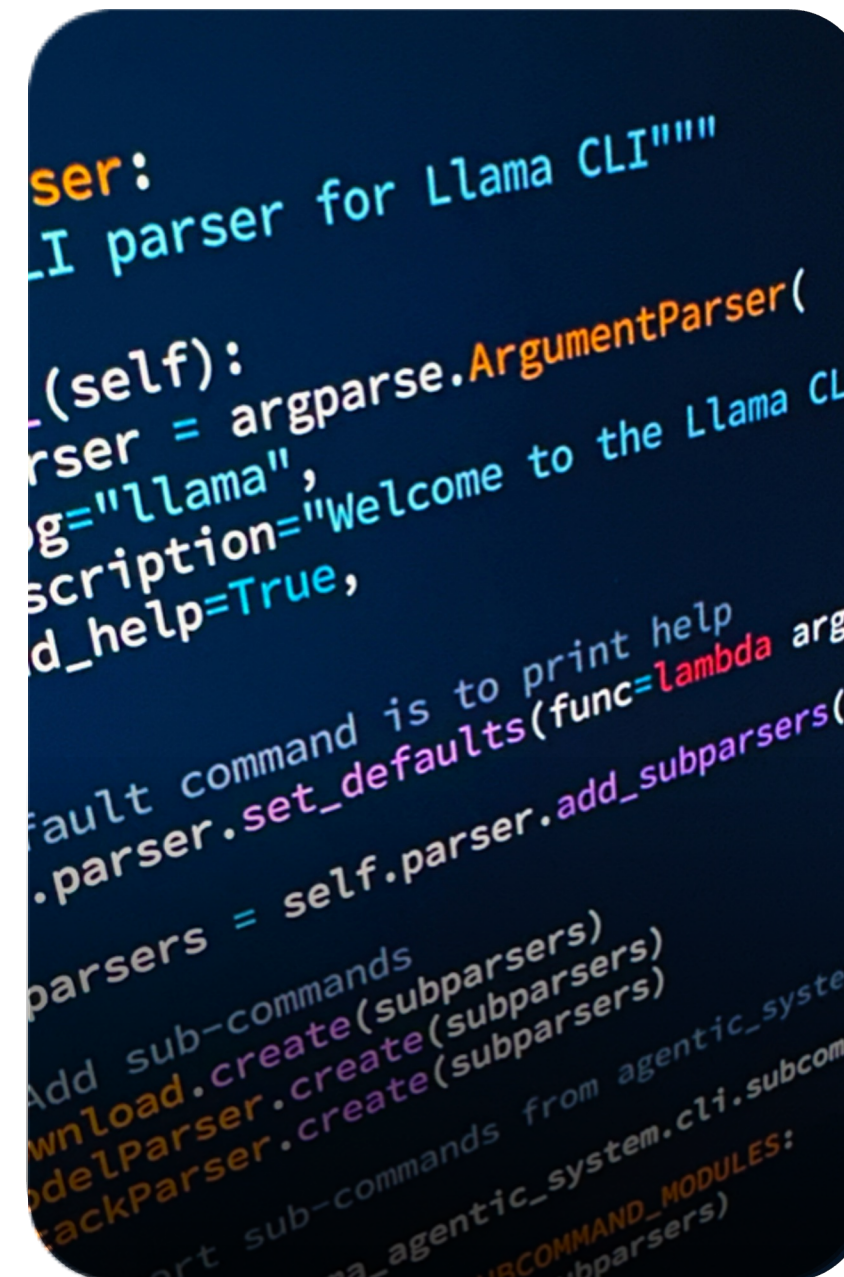
MIXED REALITY



META AI



LLAMA



RAY-BAN META

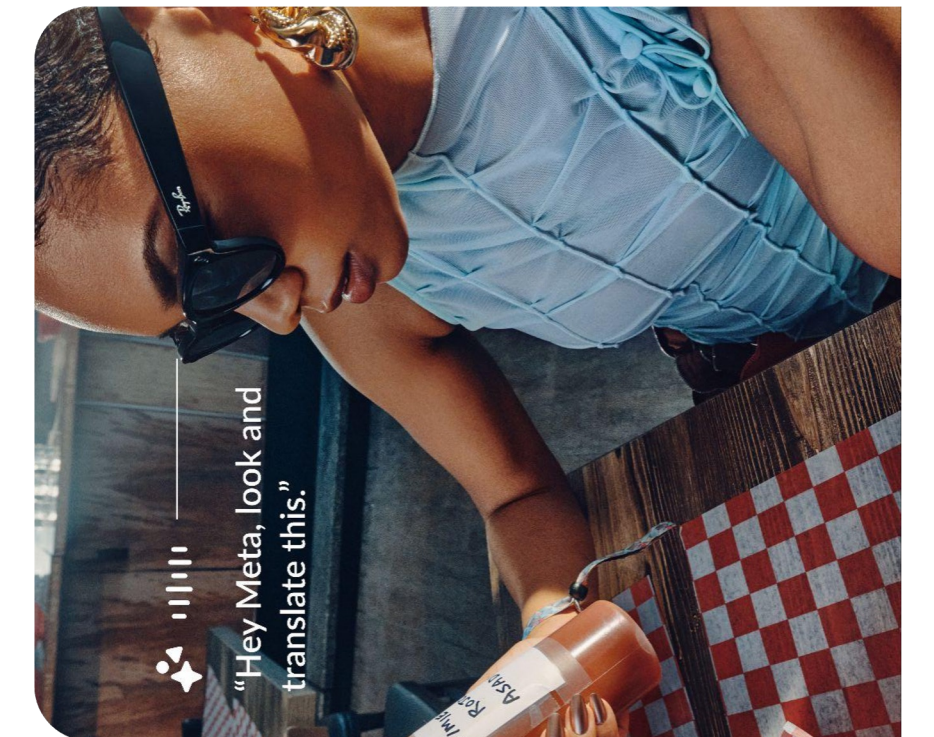
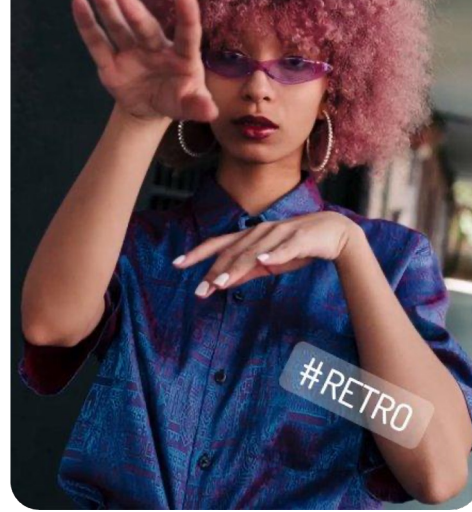


AR GLASSES  
PROTOTYPE



We will continue to advance social experiences  
in ways that have never been possible





# Let's build the future of connection together

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