



# Facebook Canvas

Brand Stories  
Finally Come to Life in Social



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## Facebook Canvas: Brand Stories Come to Life

Facebook Canvas is a new type of social media post that hits the marketing sweet spot: a combination of interesting and effective brand storytelling with low-cost targeting capabilities that reaches and engages users on mobile devices.

While Facebook has always been a natural storytelling channel for people to engage and share meaningful moments with each other, it has presented creative challenges for marketers with an ever-changing algorithm that determines what people see based on content type over content substance.

For a while, a short, pithy text post was the content type favored by Facebook to show in user's newsfeeds. Then it was photos. Then it was links. Then it was video. This confusion over how to best engage customers led many

marketers to abandon creating truly socially engaging content and settle for delivering broadcast messages that frequently fails to convert or connect with its intended audience.

With Facebook Canvas, however, all that has changed. Marketing creatives can now use many different types of media within the same post, which means they can focus on simply telling their story using the tools that they prefer, not the tools that the algorithm favors.

Not only does Canvas allow marketing creatives to actually be creative again, early test results also show that Canvas posts engage viewers longer, more deeply, and convert at a better rate, making it the most effective type of ad product on the market today.

## What Is Facebook Canvas?

You can think of a Canvas as a post that can include every type of media that Facebook offers within one post. A Canvas is both an organic and paid option that appears only on mobile devices, so you have to design for smaller screens.

Canvas is an immersive, multi-sensory experience for users who view, touch, swipe, scroll, watch and listen to engage with Canvas posts on their mobile devices. Each Canvas consists of several pages of content, with each page delivered instantly, thanks to the same Facebook technology that powers their Instant Articles.

So what appears as a single post to a user can end up having 2-10 pages worth of content that the user will scroll or swipe to view. A Canvas can essentially be as long as you want or think you can hold the users attention. We've seen some effective Canvas posts take as long two minutes to get through.

Within a single Canvas, you can have between 1 to 6 different components. A product feed can offer up to 40 products with a 'buy now' or 'more information' button if you prefer to drive traffic to your own website. A single image carousel can hold between 2-10 images, but you can have up to 20 images total in your Canvas. You can upload as many videos as you want, not to exceed a total of 2 minutes, and you can add a call to action button on every single page.

What you can do in a Canvas post is limited only by your imagination.

## Measuring the Success of Canvas Ads

Because there are so many ways to engage with a Canvas post and a Canvas can be virtually as long as you want it to be, the primary metrics to gauge the effectiveness with these ads are completion rates and average viewing time.

Facebook says that in its early tests, more than half of the viewers who saw a Canvas ad engaged with more than half of it, with average view times of 31 seconds.

Other early adopters have reported stunning engagement times between 70-135 seconds, or 2-4 times the length of a traditional 30 second TV spot, in a medium where fewer than one-third of viewers watch more than 10 seconds of a video.

These are impressive engagement numbers that shatter the typical engagement rates in any other social channel.

Facebook Canvas is available now, and will be rolled out to Instagram sometime in Q3 of 2016. There are some indications that Canvas will also be available on the Facebook Audience Network (a Facebook-owned network that displays ads off of Facebook) by the end of the year.

### In Canvas, a marketer can use



Text



Carousels



Images



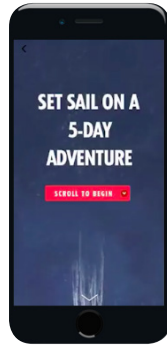
Product Feeds



Animations & Video

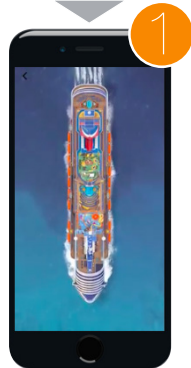


CTA Buttons



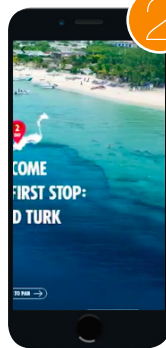
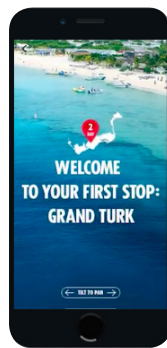
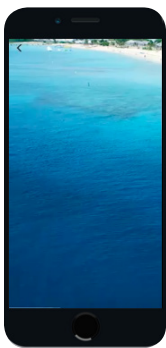
## Carnival's Canvas

One of the more successful Canvas ads to date was done by Carnival Cruises, who used their Canvas to show potential customers exactly what they would experience on a 5-day cruise.



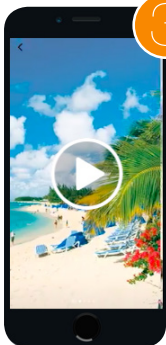
## What does a Canvas Look like?

A Canvas looks like any other post on a mobile device. It contains a header, a text, an image and a little arrow that indicates there is more to view.



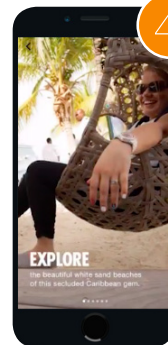
## What are some unique aspects of using Canvas?

Swiping right to left reveals more photos, like a Carousel ad. Each photo can have a call to action button if desired: download an app, learn more, find a store, etc.



## How does it keep the user engaged?

Scrolling from bottom to top reveals more parts of the story, and every time you scroll, you can add a Carousel to that image to add more to the story.



## Is it limited to static images?

Nope! You can display animations and videos in addition to images, or you can insert product pages – it's up to you to determine what kind of journey you want to take the viewer on.

“Canvas is an immersive, multi-sensory experience for users who view, touch, swipe, scroll, watch and listen to engage with Canvas posts on their mobile devices.”



## Case Studies

Facebook started testing Canvas in the fall of 2015 with a handful of brands and just launched the service to everyone on February 25th, so there aren't many case studies to examine quite yet. The early advertisers span a broad landscape of industries and include Coca Cola, ASUS, Wendy's, Carnival Cruises, and L'Occitane among others.

The results from these brands have been very positive, with advertisers seeing significantly higher click rates, views to completion, longer view times, higher engagement and call to action rates, and stronger brand recall than other advertising formats.

Here is a quick summary of what these brands are reporting:



**Objective:** build awareness for launch of a new aluminum bottle in South America.

**Results:** 16 million people reached, average view time of 18 seconds.



**Objective:** Brand awareness around "end bad gifts" 2015 holiday season campaign.

**Results:** 42% increase in ad clicks, average view time of 12 seconds, 70% of people who clicked on the ad visited ASUS website after exploring the Canvas.



**Objective:** Brand awareness, "deconstructing a cheeseburger".

**Results:** 39% ad views to completion, average view time of 65 seconds, 3% click thru rate to find nearest Wendy's location.



**Objective:** "Show, don't tell" the cruise experience

**Results:** 109K clicks at .91 cents CPC. Average view to completion rate of 66%, with 50% of clicks viewing 100% of the ad, average view time between 135-173 seconds, 10X longer engagement with ads over other formats.



**Objective:** Show customers how their beauty products are sourced and made.

**Results:** More than 50% of viewers engaged with final "shop now" call to action, average engagement time of 34 seconds, 11% higher recall over traditional ads.



In some cases, advertisers created extremely sticky customer experiences. Carnival Cruises, for example, noted that their ad run time was 120 seconds, but their average view time was between 135-173 seconds, which means that users continued to engage with the ad even after it was completed.

## Cost and Set Up

The very good news about Facebook Canvas ads is that they don't cost more than any other Facebook ad unit. There are no additional fees for the extra creative assets you get to use. You target and bid your budget the same way that you currently do.

The even better news is that Facebook has made it ridiculously easy to create a Canvas ad. In our test, we learned that once your assets are created, setting up a Canvas ad will only take around 10 minutes.

A Canvas ad is created first as a regular Facebook mobile post. You can create it as a 'dark' post that never appears in your Timeline, but we don't see any real advantage in that. If you're going to pay to boost the post, you may as well display it in your Timeline where some of your fans can view it organically and share with others.

- 1. To set up a Canvas ad, just go to your Facebook Power Editor, look at the bottom of the left-hand column, and you should see an option to select Canvas. Click on that, and the instructions from there are self-explanatory and easy to follow.**
- 2. If you go to your Power Editor and DON'T see an option to create a Canvas, you will have a few extra steps to create your first Canvas. After you create your first Canvas, then the link to make more of them will appear in the left hand navigation column.**
- 3. To create a Canvas if the link is not available, you'll need to go Facebook Power Editor, and under the**

**Manage Ads tab, click on "create ad". From there, go to "Destination", "Create Ad with Image" and select "Canvas" as the destination, as illustrated below.**

- 4. From there, you will be guided to add new components step-by-step. You can find a full Canvas tutorial [here](#).**

Creative marketers will find a nearly unlimited use for Canvas. Want to show your fans how your products are made, or give them a behind-the-scenes view of how your business runs or 'insider secrets'? Retailers, CPG, event marketers, entertainment, pharma and financial services industries will find Canvas helpful for doing that.

Want to bring the actual customer experience with your brand or products closer to potential buyers? The travel, beauty, health care, real estate and automotive industries will find Canvas a great tool for doing that.

Or how about showing off a new product line, new features or new uses for your products? You guessed it – Canvas will do that too. The technology industry can take note of that.

With Canvas, Facebook has provided brands with a powerful storytelling tool that reaches people on mobile devices in a holistic, deeply immersive format. We at LiveWorld are very optimistic about Canvas and the potential it has to resonate with consumers once creative marketers learn how to leverage this new capability. We give a strong recommendation that you send your strategists and creative team to Canvas to start engaging your customers to learn about and share your brand's story.

# About LiveWorld

Through services and software, LiveWorld empowers the largest companies in the world to deliver social customer experiences that deepen relationships between brands and customers. Our marketing, customer service, and insights solutions enable companies to maximize the potential of social media and online communities. LiveWorld services include strategy, campaign management, content moderation, customer engagement, social media analytics, and customer service. For over 19 years, LiveWorld has delivered services and software for moderation, engagement, customer service, and insight, enabling brands to manage social media and online community programs at scale. LiveWorld clients include the #1 brands in consumer packaged goods, retail, pharmaceutical, financial, and travel services. LiveWorld is headquartered in San Jose, California, with offices in New York City and Austin.

Learn more at [www.liveworld.com](http://www.liveworld.com).



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