



FACEBOOK



# How Facebook is Driving the FinTech Revolution

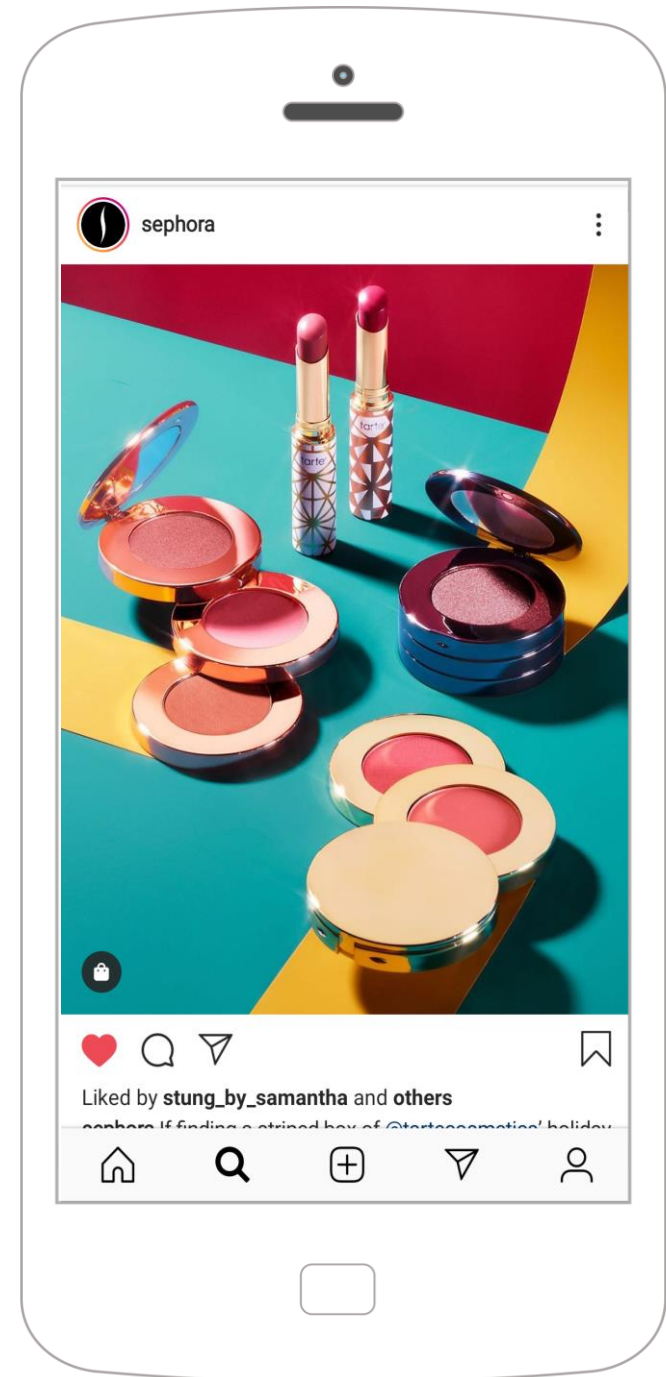
CATHERINE DURKIN

FINTECH HEAD OF INDUSTRY, FACEBOOK



Catherine Durkin

FinTech Head of Industry, Facebook



**“A Marketer’s Dream”**



"People will forget  
what you said, people  
will forget what you  
did, but people will  
never forget how you  
made them feel."  
Maya Angelou





77 percent of people say they're more likely to switch brands than they were just three years ago.

Accenture





**PEOPLE AND  
THEIR  
EXPECTATIONS  
ARE CHANGING**



**THE RISE OF THE  
DISRUPTORS**



**CHANGES IN  
THE LEGISLATIVE  
AND REGULATORY  
LANDSCAPE**

01



# PEOPLE ARE CHANGING

'RIGHT NOW'  
HAS BECOME  
THE NEW  
NORM





01



# PEOPLE ARE CHANGING

'RIGHT NOW'  
HAS BECOME  
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PEOPLE  
CHOOSE  
EXPERIENCE  
OVER PRODUCT



01



# PEOPLE ARE CHANGING

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PEOPLE  
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RECOMMENDATION  
S COUNT



01



# PEOPLE ARE CHANGING

'RIGHT NOW'  
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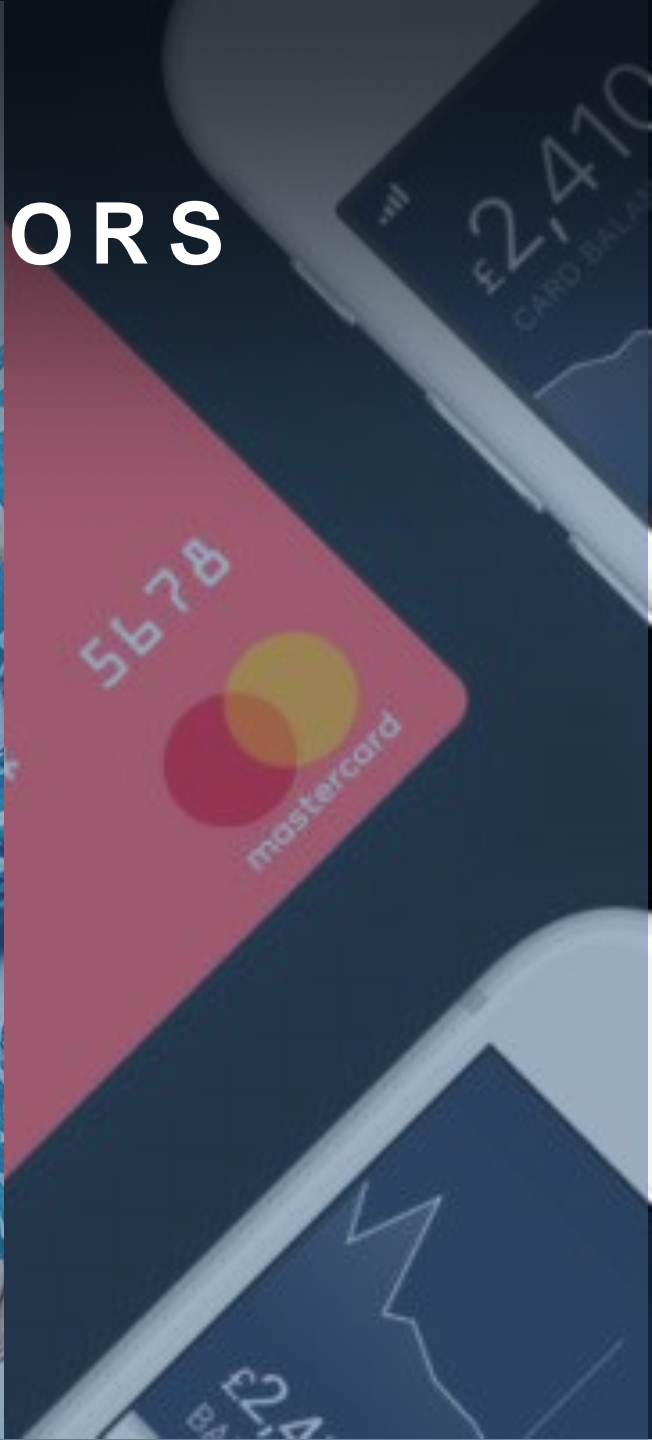
PEOPLE  
CHOOSE  
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OVER PRODUCT

RECOMMENDATION  
S COUNT



02

# THE RISE OF THE DISRUPTORS



02

# THE RISE OF THE DISRUPTORS

FOOD

SHAVING

SLEEP

MONEY

02

# THE RISE OF THE DISRUPTORS

FOOD



SHAVING

HARRY'S



DOLLAR SHAVE CLUB

SLEEP



MONEY



02

# THE RISE OF THE DISRUPTORS

FOOD



SHAVING

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DOLLAR SHAVE CLUB

SLEEP



MONEY

monzo

anorak

03

# GOVERNMENT AND REGULATORS

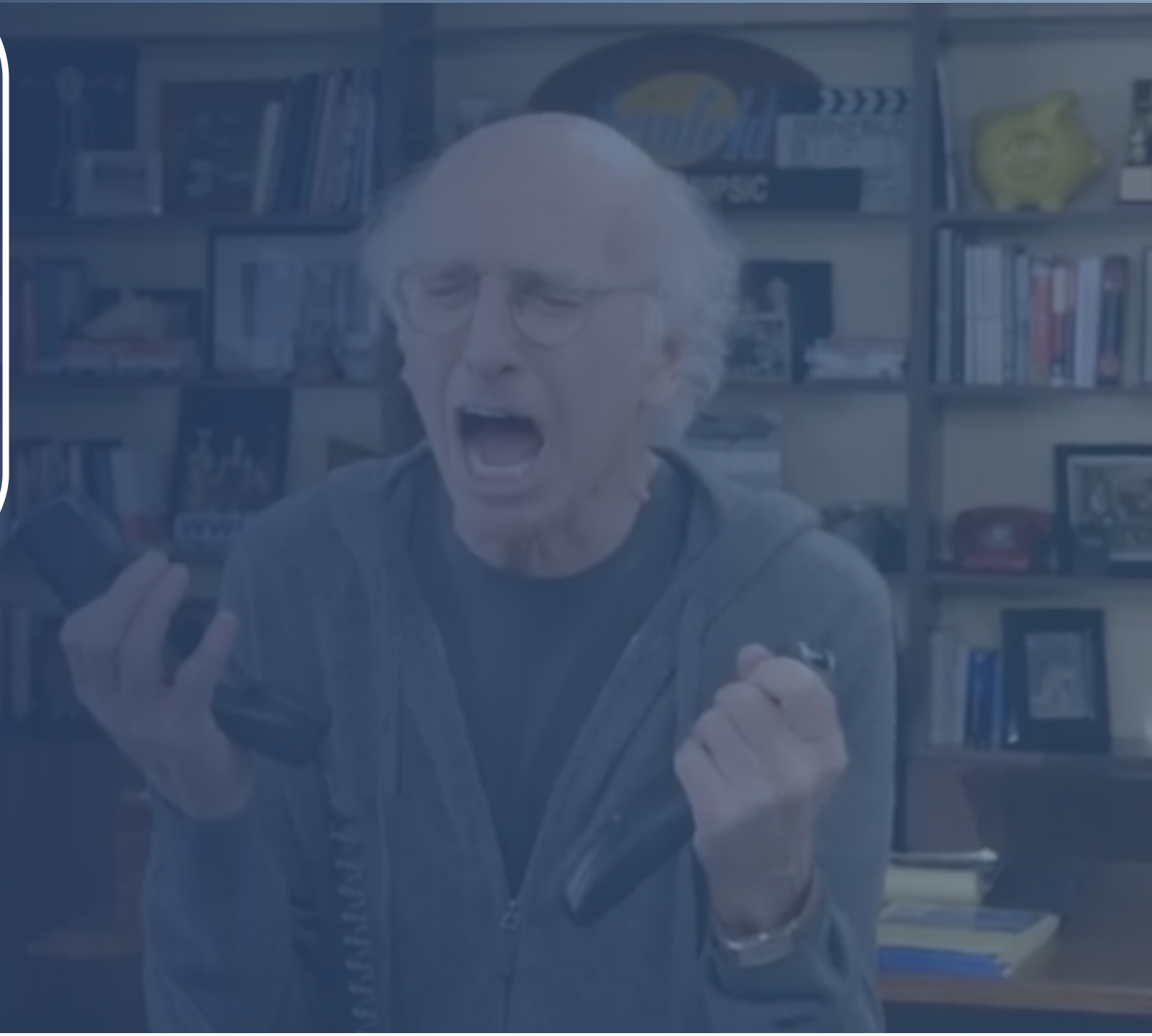






# 47%

of consumers globally  
have quit doing  
business with a  
company as a result  
of bad customer  
service or support  
experience



In the UK the estimated  
cost of customers switching  
due to poor customer  
service is more than  
£200bn”

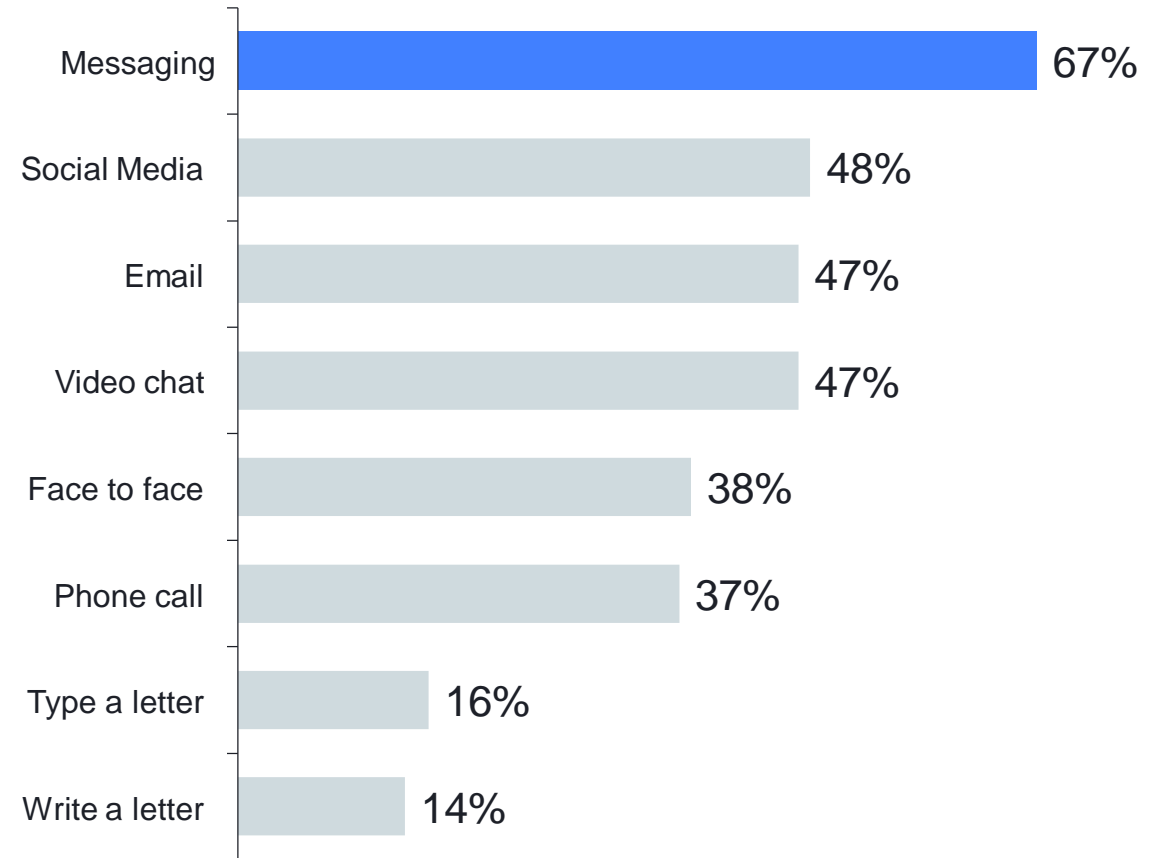
Source: Accenture, Digital Disconnect in Customer Engagement, 2016 (dollars converted to pounds at weighted average exchange rate for '15)

A young woman with long dark hair is smiling and looking down at her smartphone. She is wearing a dark brown jacket over a grey top and is holding a white coffee cup with a red lid in her left hand. The background is a blurred crowd of people, suggesting a busy public space. The entire image has a semi-transparent blue overlay.

It's the least we can  
do

Messaging is the fastest growing form of communication

Percentage of people who increased their use of each communication channel



Source: "Messages That Matter" by Greenberg, Inc. (Messenger-commissioned study of people who use one or several messaging applications monthly or more frequently in AU, BR, CA, DE, FR, KR, UK and US) Nov 2017. Data is on average across the 8 markets.



Source | Facebook Earnings, Q3 2018

A world map with a dark background and a network of white lines connecting various points. The map is color-coded: North America is blue, South America is green, Europe is purple, Africa is blue, Asia is green, and Australia is blue. Two circular callouts are overlaid on the map. The left callout is blue and contains the text 'Messenger 1.3bn'. The right callout is green and contains the text 'Whatsapp 1.5bn'.

Messenger  
**1.3bn**

Whatsapp  
**1.5bn**

# 64%

of people would  
choose messaging a  
business over picking  
up the phone or  
sending an email

Source: "Facebook Messaging Survey" by Nielsen (Facebook-commissioned study of people ages 18+ who use messaging apps across AE, AU, BR, FR, ID, IN, JP, KR, MX, TH, TW, the UK, the US and VN), Mar 2016. Data is on average across the 14 markets.



Expectations  
for businesses  
have changed

# Allianz

Fast quote on Messenger



**1:30min**

average time to complete all information necessary to receive a quote

**30sec**

to obtain a quote

**2**

methods for subscription  
*(by phone or request a call)*





“Facebook is our number one acquisition channel that fuels all our other growth channels. Working with Facebook helped us identify further scaling opportunities.”

**Kévin Debien**

Paid Marketing Lead, Plum

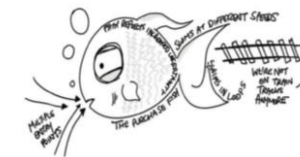
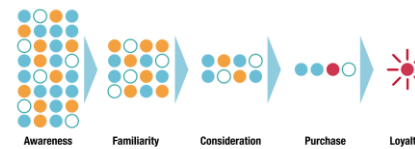
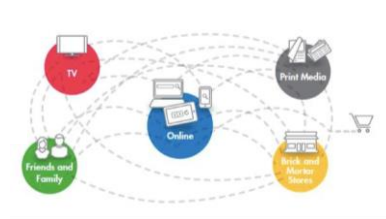
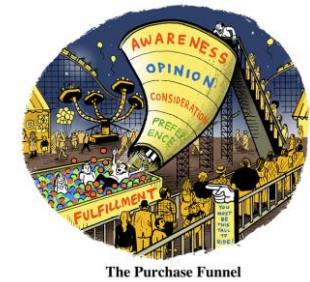
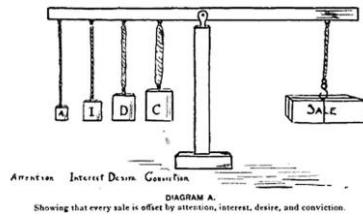
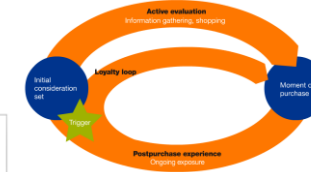
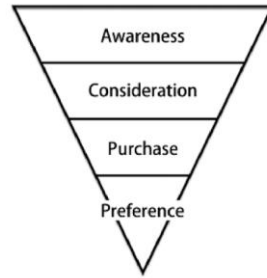


**NEARLY  
7 IN 10**

**BUSINESSES SURVEYED  
THINK THEY'RE  
COMMUNICATING  
EFFECTIVELY WITH  
THEIR CUSTOMERS**



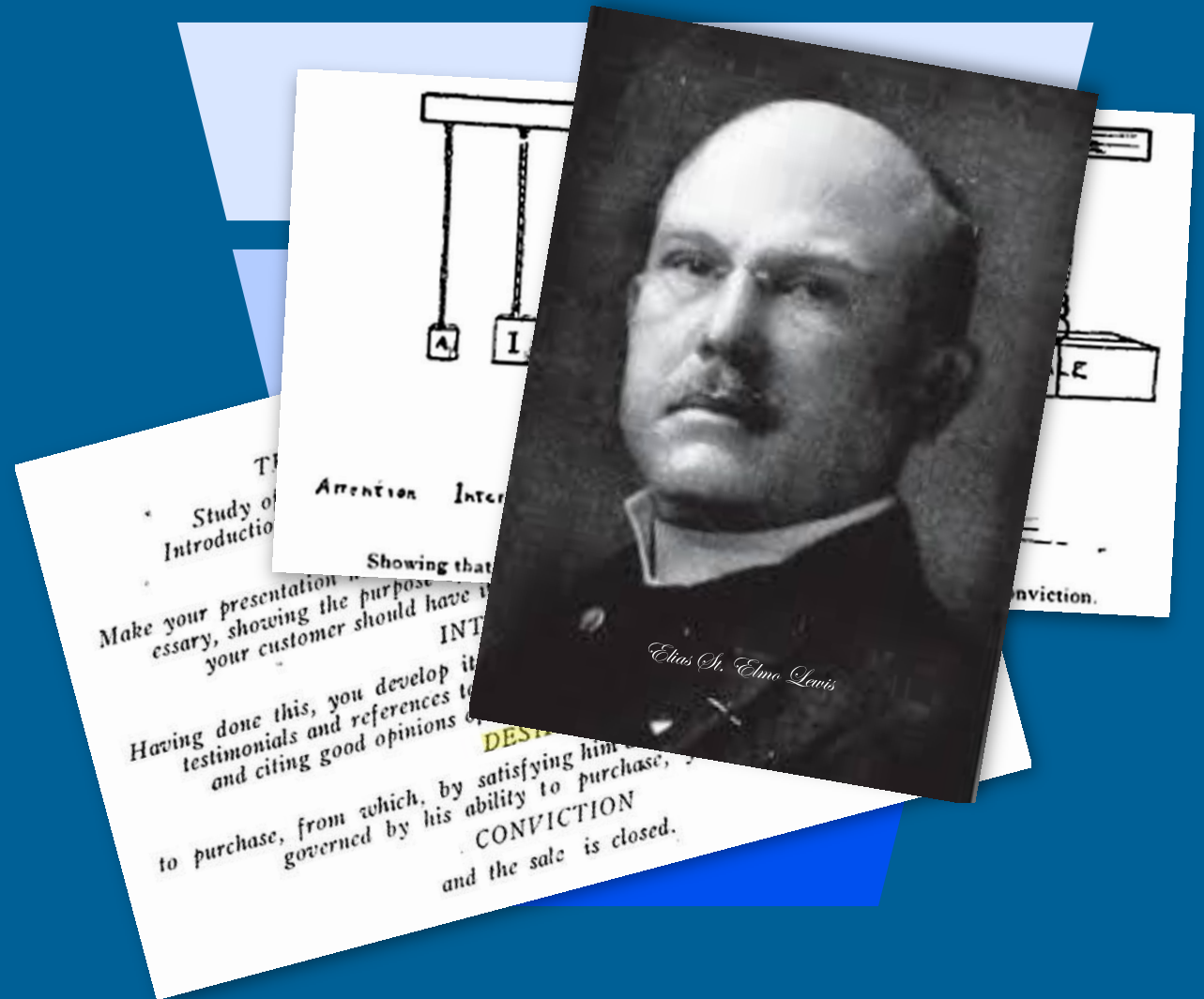
# CURRENT STATE OF THE FUNNEL



The marketing

funnel is

So **90s**...



# THE COLLAPSED FUNNEL

# THE COLLAPSED FUNNEL

# Marks & Spencer

Plan and purchase a perfect holiday meal with Christmas Concierge



21%

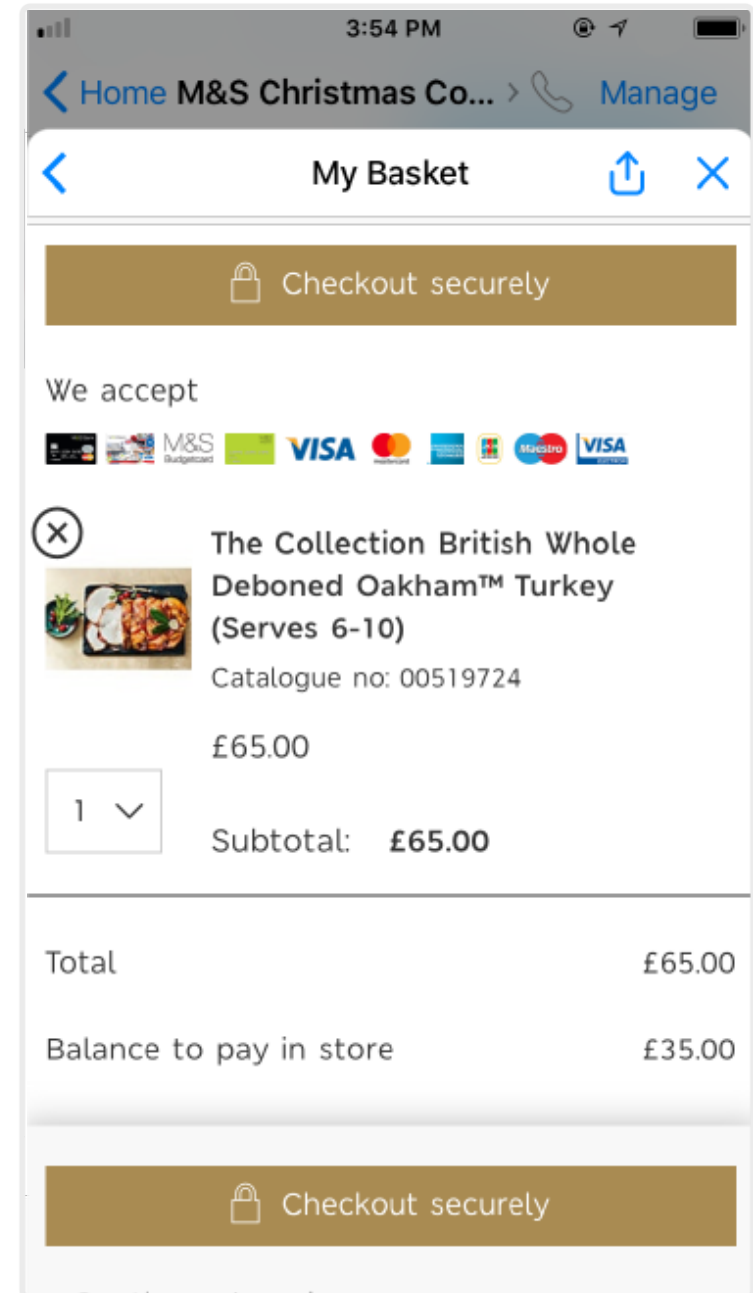
higher average order value through Messenger (vs Christmas Food website)

1/3

of messages sent reached a new audience for M&S

60%

of people who opened a conversation received personalized menu recommendations





# Switch by AXA

Fast, personalized, one-to-one service



“We’ve been able to reduce our average reply time and resolve 100% of all queries”

Amélie Oudea-Castera, Chief Marketing And Digital Officer, Axa Group

80%

customer satisfaction

95%

reduction in response time  
(3:40 average first reply time)

53%

reduction in negative comments on Facebook

100%

queries resolved  
(vs 86% for other channels)



# BUILDING LOYALTY



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FAST



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CONVENIENT



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PERSONAL

# Thank you

FACEBOOK

