

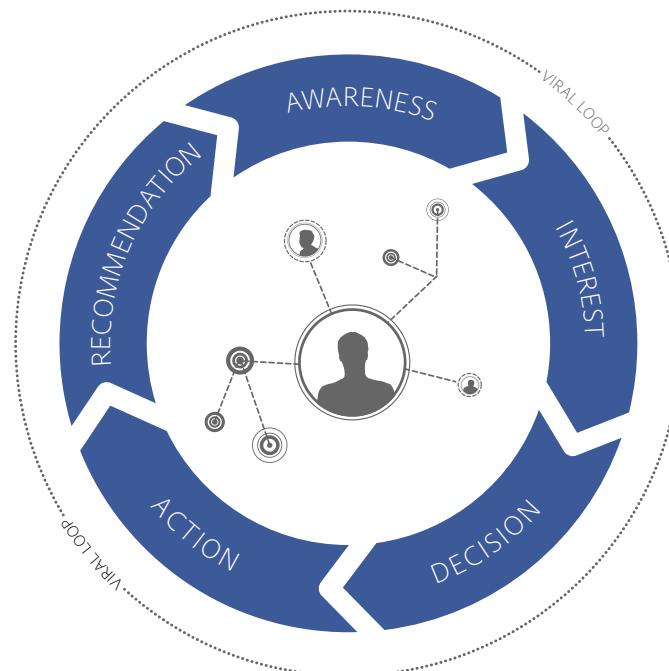
Best practices for measuring and optimizing the business impact of the Facebook Like button

A hands-on guide for leveraging solutions from Facebook and Adobe

Over 750 million people worldwide use Facebook to connect with friends and engage with the businesses and brands they care about. Businesses can build meaningful, lasting relationships with their existing and prospective customers and drive revenue by leveraging the power of the Facebook Platform and adhering to best practices to measure its impact and optimize performance. The Facebook Platform provides the data, tools, and products that enable companies to build solutions for the social web—including Social Plugins, which are powerful tools that can be added with just a line of code. One of the most widely adopted Social Plugins is the Like button.

The Like button has a unique ability to drive word of mouth and referral traffic from Facebook. Many businesses, however, implement the Like button without understanding all the benefits it can provide or without a plan in place to optimize it and maximize its advantages.

The power of the Facebook Platform and the Like button can be amplified when used in conjunction with the Adobe® Online Marketing Suite, powered by Omniture®, to measure and optimize social marketing efforts. Thousands of companies use the Adobe Online Marketing Suite to maximize marketing return on investment (ROI), including returns from social media initiatives. Facebook and Adobe developed best practices and established standards for marketers looking to measure and increase the ROI of their investments on Facebook.



Organizations worldwide are using social media interactions to turn their marketing funnels into viral loops.

The following outlines how to use components of the Adobe Online Marketing Suite—Adobe SiteCatalyst® and Adobe Test&Target™—to maximize the value of Facebook integrations. This paper focuses specifically on proven methods and solutions for measuring and optimizing the impact of the Facebook Like button, and how important and valuable this simple step can be for a business.

Optimizing the Like button with data: a high-level view of the process

To maximize returns from using the Like button, companies can follow a few important steps, including:

- Track interactions to determine how effective the Like button is on site traffic, engagement, and conversion
- Capture available data through Facebook Insights (at www.facebook.com/insights) to better understand the demographic profiles of visitors and customers who interact with the Like button
- Leverage these insights to optimize Like button placement and style, and help ensure a positive experience on the website and on the Facebook fan page
- Use this data to reach potential customers on Facebook more effectively through targeted advertising campaigns and Sponsored Stories (at <https://www.facebook.com/adsmarketing/>)

Measurable business returns from the Like button

Marketers have always understood the power of word of mouth to influence people, but only Facebook has the power to amplify word of mouth through the power of its social platform. When customers share a story about your business on Facebook, that story is published to their News Feeds and their friends' News Feeds. Because the average Facebook user has 130 friends, a company's message can be shared exponentially, with the influence and impact of a personal referral from a friend.

One of the most powerful ways to enable users to share on Facebook is by implementing the Facebook Like button on your website. Leveraging the Like button and Facebook's widespread distribution channels can help companies build lasting connections with existing customers and drive valuable new referral traffic to your website. The potential benefits of implementing and optimizing the Like button can result in significant, measurable returns. For example:

- Over 40% of Levi's traffic from all sources came from Facebook after the company added the Like button to its website.¹
- American Eagle added the Like button next to every product on its site and found Facebook-referred visitors spent an average of 57% more money than those not referred by Facebook.²
- The average media site integrated with the Like button sees a 300% increase in referral traffic.³



For best practices for adding the Like button on your website, please visit:

https://developers.facebook.com/attachment/LikeButtonBestPractices_v1.pdf.

Once you've implemented the Like button, it's important to measure and optimize how customers are interacting with it. The ultimate value of using the Like button varies greatly based upon how it is implemented, what data is captured, and how that data is used to inform optimization of the Like button itself.

Successfully measuring and optimizing the impact of the Like button requires three steps:

1. Implementation: What is the most effective way for my business to take advantage of Facebook's developer tools to implement the Like button?

¹Facebook internal data

²Facebook internal data

³Facebook internal data

2. Measurement and reporting: How should I set up tracking for the Like button within the Adobe Online Marketing Suite to maximize the data and insights from user interactions?
3. Optimization: How can I optimize the user experience with the Like button including placement, style (Like vs Recommend), features such as profile pictures, and so on?

Implementation

Facebook offers multiple [Social Plugins](#), including the Like button, that are easy to install on your website. This section describes in detail how to implement the Like button to help ensure that you can effectively measure and optimize its impact.

To gauge the performance of your website's Like button implementation, set up tracking within Adobe SiteCatalyst. To accomplish this, you must use the Facebook JavaScript SDK and XFBML to deploy the Like button plugin.

There are two options for the Like button plugin code: iframe and XFBML, both available on the [Developer Site](#) on Facebook. Although the iframe code may be faster to implement, it is best to choose the XFBML code in order to measure performance from the Like button. The XFBML code generates an iframe, but the benefit of using XFBML is that it exposes event triggers that allow you to track clicks using measurement and analysis solutions.

Exposes event triggers for custom tracking.

```

Your Like Button plugin code:

iframe
<iframe src="http://www.facebook.com/plugins/like.php?
app_id=201583653230690&href=http%3A%2F%2Fwww.facebook.com&a
mp;send=false&layout=standard&width=450&show_faces=tru
e&action=like&colorscheme=light&font&height=80"
scrolling="no" frameborder="0" style="border:none; overflow:hidden;
width:450px; height:80px;" allowTransparency="true"></iframe>

XFBML
<div id="fb-root"></div><script
src="http://connect.facebook.net/en_US/all.js#appId=201583653230690&a
mp;xfbml=1"></script><fb:like href="http://www.facebook.com"
send="false" width="450" show_faces="true" font=""></fb:like>
Okay

```

Using the Facebook SDK, the main function you will need to integrate with Adobe SiteCatalyst is `FB.Event.subscribe()`. This function allows you to subscribe to Facebook's global events. This is a callback function that tells Facebook when X occurs, do Y.

Below is an example of a Like event callback function for Adobe SiteCatalyst.

```

FB.Event.subscribe('edge.create', function(href, widget) {
s.linkTrackVars="eVar1,events";
s.linkTrackEvents="event1";
s.events="event1";
s.eVar1='fb:like';
s.tl(this,'o', 'fb:like-' + href);
});

```

Here, 'edge.create' is the instance of somebody clicking the Like button, and 'edge.remove' is the instance of someone unliking something. You can subscribe to and track both actions.

In the function above, if someone clicks the Like button, we have created a custom link that tells the plugin to pass the information to Adobe SiteCatalyst. In this instance, we are passing fb:like as our value into eVar1 as an instance of a Like occurring.

The next important step is to embed the plugin on your webpage using the Facebook JavaScript SDK. On the page level, there is an extra parameter that must be included, the 'ref' parameter. *Note that the 'ref' parameter is not included with the prebuilt code Facebook provides, so it must be added manually.*

In the example below, we named the 'ref' parameter "fbLike." However, the parameter or parameters can be named whatever you wish. If you have two buttons, you can have them return "fbLikeTop" and "fbLikeBottom," for example.

```
<html>
<fb:like href="http://adobe.com" ref="fbLike"></fb:like>
</html>
```

The 'ref' parameter automatically appends a query string parameter of 'fb_ref' to campaign data within Adobe SiteCatalyst to enable analysis of how the Like button is affecting the success of marketing campaigns. This provides marketers with an opportunity to close the loop around the Like button and capture clickthroughs in Adobe SiteCatalyst campaign variables using 'fb_ref.'

Measurement and reporting

Closing the loop

When visitors to your website like Adobe Systems, the Like will be exposed or published on their Facebook profiles and also on their News Feed. If one of the visitor's friends sees the story and clicks through to learn more about Adobe Systems, then Adobe SiteCatalyst will capture the clickthrough. Marketers can then look for the query parameter 'fb_ref=fbLike' in real time and pass that in as a campaign ID, populating campaign reports in Adobe SiteCatalyst to capture downstream customer activities that occur as a result of people clicking the Like button. This provides marketers with an opportunity to track Like button clicks and their subsequent influence on conversions.

If you've set up the Like button as described above, you can combine product reports in Adobe SiteCatalyst with campaigns by products and revenue to attribute revenue back to the initial click on the Like button. By combining product and campaign data side by side using a tool such as a spreadsheet, you can gauge the clickthrough rate and ultimately attribute revenue per Like. If a user clicks through multiple pages and ultimately purchases a product, it can now be attributed back to the initial click on the Like button.

To track revenue for each product resulting from clicks on the Like button, you will need to pull two reports from Adobe SiteCatalyst:

1. Using the Adobe SiteCatalyst Product Report, extract the total number of Likes by product. You have already set up 'eVar' as the success event that tallies up total Likes, making it possible to track Likes by product.
2. Use the Adobe SiteCatalyst Campaign Report to extract the revenue that has occurred as a result of clicks on the Like button. If you have set up your campaign correctly, when someone clicks through from a Facebook Like story to your site and makes a purchase or enacts another type of conversion event, the query string parameter of 'fb_ref' is appended to the end of the URL and is passed back to Adobe SiteCatalyst. This allows you to flag users who have initiated contact through the Like button story.
3. These reports, when compared side by side, will allow you to see how much revenue per product was generated as a result of clicks on the Like button and word of mouth.

Products		Likes	Product Views	Orders	Revenue
1.	Anyones Skinny Jean	12	1,920 1.6%	96 2.2%	\$14,210 0.2%
2.	Ocean Blue Jean	12	1,859 1.5%	88 2.0%	\$16,920 0.2%
3.	Not Your Mom's High-Waist Jean	12	1,815 1.5%	87 2.0%	\$18,928 0.3%
4.	Super High-Rise Wide Leg Jean	12	1,879 1.6%	84 2.0%	\$11,475 0.2%
5.	Velvet Dream Skinny Leg Jean	12	1,917 1.6%	80 1.9%	\$12,367 0.2%
6.	Straight Light Jean	12	1,820 1.5%	78 1.8%	\$17,010 0.2%
7.	Baby Blue Low Waist Jean	12	1,899 1.6%	77 1.8%	\$8,611 0.1%
8.	Basic High Waist Jean	11	1,739 1.4%	77 1.8%	\$9,875 0.1%
9.	Quartz Chronograph Watch	8	1,341 1.1%	77 1.8%	\$210,385 2.8%
10.	Bell Bottom Jean	12	1,767 1.5%	76 1.8%	\$12,800 0.2%
11.	Bling Belt High Waist Jean	12	1,879 1.6%	74 1.7%	\$19,000 0.3%

Gauging bottom-line impact

It is even possible using the methodology outlined above to aggregate the data to answer the question: Every time someone clicks the Like button, how many dollars overall does it generate for the business? This data can help companies determine how much revenue the Facebook Like button is generating to understand its effects not only on branding, but also on the bottom line.

Note that this process can be used to filter data on a number of variables including clickthroughs by product, site, friend, and so on. Even if someone converts after a lot of time has passed, the 'fb_ref' flag will be appended to the end of the URL that is passed back to Adobe SiteCatalyst, enabling attribution back to the initial click on the Like button.

What data points can be captured? And how far downstream can I track?

Using the 'ref' parameter and the methodology outlined in this paper, it is possible not only to determine how many times the Like button is clicked, but also correlate the action with other variables. For instance, marketers can determine which of their products, pages, and content (videos, photo galleries, opinion pieces) are most liked. They can then promote the most popular content and deploy more similar content. If developers include both Open Graph tags and the 'ref' parameter within the prebuilt code provided by Facebook, downstream conversion events—even if they are 20 clicks later on multiple websites—can be tracked back to clicks on the Like button.

Optimization

Like button presentation

The Like button can be presented in a wide variety of permutations. Placement is very important—the user needs to be able to see the button, and to understand what they are about to like. Best practices suggest putting the buttons near the title and pictures of the object, preferably left justified.

You can choose to use either "Like" or "Recommend" as the verb displayed. Like is typically more appropriate for products, for example, while Recommend is more suited to blog posts or other news-oriented content. However, it's a simple code change to switch the verbs so you can easily try both.

Like or Recommend buttons can show friends' faces, or feature a comment 'hover-over' box to encourage the user to write a comment. Like buttons can also be customized to meet your unique branding needs, including layout styles, light or dark color schemes, and font changes.

The screenshot shows a product page for 'Alice + Olivia Clothing' featuring a 'Presley Striped Sweater'. The page includes a product image, price (\$275.00), size and color selection options, and a description. Three callout boxes are overlaid on the page to highlight different Like button placements:

- Callout B:** Points to a Like button located above the product title.
- Callout C:** Points to a Like button located below the price.
- Callout A:** Points to a Like button located at the bottom of the product description.

Each callout box contains a blue circle with a white letter (B, C, or A) and a line pointing to the respective Like button. The Like buttons are standard Facebook-style buttons with the text 'Like' and 'Be the first of your friends to like this.'

Test and test again

The ability to modify several attributes of the Like button gives marketers the opportunity to test and then continually optimize Like button effectiveness using Adobe Test&Target. With Adobe Test&Target, marketers can gather information to determine which Like buttons are most popular, details about specific user preferences, and more.

Using the Open Graph Protocol

To get the maximum distribution for your Like stories, you must tag your webpages using the Facebook Open Graph Protocol. This means when a user clicks a Like button on your URL, a connection is made between your webpage and the user. Your page will appear in the 'Likes and Interests' section of the user's Facebook profile, and you have the ability to publish updates to the user. Your webpage will show up in the same places that Facebook pages show up around the site (e.g. search), and you can target ads to people who like your content.

We recommend starting your testing efforts with the placement of the Like button on the page. This can be accomplished using a straightforward A/B test. Because every situation is unique, your tests should start relatively broad before becoming progressively more specific. For example, a typical early test would include testing button placement on the page both above the fold and below the fold. A subsequent test could include placement near an action button, or close to user reviews.

From there, you may want to test the look and feel of the button using a multivariate test. Perhaps start by altering three elements—Like vs. Recommend, showing friends' faces or not, and displaying Like with the Send button next to it. Keep in mind that you may want to wait to reveal and test the number of Likes until the tallies look substantial.

Designing and executing the tests is straightforward. Adobe solutions offer an onsite visual interface that allows marketers to create and implement Facebook Like button tests directly on their websites—just as visitors will experience them—without any special configuration. Using Adobe solutions, you can pinpoint which visitors to your site are 'Facebook-engaged' users who have clicked the Like button, tracking this information within profile attributes in Adobe Test&Target. You can gauge the number of clicks on each variation of the Like button, or even determine particular individuals' preferences and analyze their subsequent downstream clicks. This provides insights into which Like button configurations perform best, and provides a feedback loop that allows for continual improvement of the button's effects on conversion.

More informed, effective marketing

Once you have tried several different variations of the Like button and have a sense of what works, we recommend running a subsequent test to determine which users interact with the Like button when many (or all) of the features are enabled. For example, try a Like button showing friends' faces, offering a comment 'hover-over' box, and showing the Send button. The hypothesis is that users who click on this type of Like button are likely to be some of your most enthusiastic brand champions.

Adobe solutions can automatically identify these users and create a special target segment that is socially engaged and self-selected to prefer your brand or your products. It might make sense to offer this segment special discounts, social-network-oriented messaging, or a dynamic image on your home page that is meaningful to this segment based on the insights gleaned about what they like. This is just one example of how data, such as clicks on the Like button, can significantly inform the delivery of more personal and relevant experiences to your customers and prospects.

The segmentation information related to Likes can be leveraged not only on social media networks, but also on more effective multichannel campaigns. A particular target audience might respond well to an e-mail marketing campaign, or to display ad retargeting, all crafted in a personalized, meaningful way based on information gleaned generally from Like button activity.

Conclusion

With the Facebook Platform, businesses can strengthen relationships with customers and prospects and drive revenue. By leveraging the power of the Facebook Platform and the Adobe Online Marketing Suite, as well as adhering to best practices, marketers have a way to measure the bottom-line impact of Facebook and optimize its performance. In particular, developers and marketers can now combine social measurement and monitoring solutions with methodologies related to deploying the Like button to gain valuable insights and guide marketing decisions.

By adopting comprehensive solutions from Facebook and Adobe and following best practices related to implementing, measuring, and optimizing the Like button, organizations can not only solidify customer relationships, but also determine the returns from Facebook to continually drive higher ROI.

For more information

Solution details:

www.omniture.com/en/products/online_analytics/sitecatalyst



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