



The leading product locator in America

“Product X” Dynamic Facebook Ad

08/06/2018

Product X – Summary Requirements

1) Project Summary

Provide a solution that allows Facebook (and/or Instagram) ads to dynamically pull online product availability data from Destini, including product images, description, prices, stock availability, and the referral URL. The consumer will be presented with multiple choices without needing to leave Facebook/Instagram.

2) Identified Engineering Requirements

- Create new Destini service to identify specific UPC(s) to collect online product availability
- Format service to match the specifications to Facebook’s “Data Feed” XML requirements
- Provide documentation to PepsiCo for how to reference the XML feed for a particular UPC grouping.
- Integrate purchase tracking into Buy Online reporting.

3) Project Scope Requirements

- Unique consumer “clicks” earned through advertising should leverage Close.by Link credits
- No incremental spend available for project

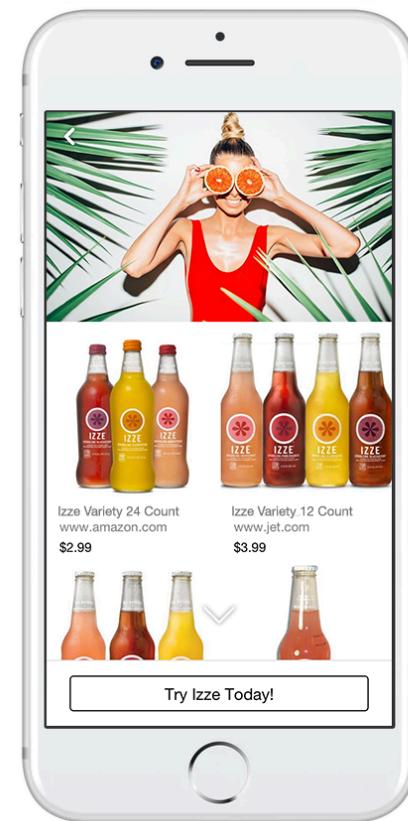


Product X – Engineering Requirements

1 Identify UPC(s) & Collect Data
 Destini stores selected UPCs for Facebook campaign, with ongoing replacement daily.

2 Provide data via XML
 Destini updates XML file(s) that are accessible to Facebook, and provides XML access information to PepsiCo for linking into Ad campaigns.

3 Track & Measure
 Ads pull data dynamically from XML file, and Destini tracks metrics via. Close.by Links.



**Note – Only select Ad units within Facebook can be powered by XML data feed.*

IZZE Facebook "Collection Ad" Sample Preview:

The image illustrates a user's journey through three mobile devices:

- Left Phone (Facebook):** Displays a sponsored ad for IZZE Sparkling Fruit Juice. The ad features a woman holding orange slices to her eyes. Below the image is the text: "IZZE Sparkling Fruit Juice", "Sponsored (demo)", and "Stay cool for the summer with IZZE Sparkling Fruit Juices. Available now from Amazon, Target, Walmart, and Jet.com!". A carousel of various IZZE juice bottles is shown under the heading "Explore our selection".
- Middle Phone (Product Detail):** Shows a detailed view of the IZZE variety pack. It features the same woman image at the top. Below are two product options: "Izze Variety 24 Count" priced at \$2.99 with a link to www.amazon.com, and "Izze Variety 12 Count" priced at \$3.99 with a link to www.jet.com". A "Try Izze Today!" button is at the bottom.
- Right Phone (Amazon):** Shows the Amazon product page for "IZZE Sparkling Juice, Clementine, 8.4 oz Cans, 4 Count". The price is listed as \$3.14 (\$0.09 / Fl Oz). The page includes a "prime pantry" label, a star rating of 4.5 from 2,289 reviews, and an "Add to Cart" button. It also states "In Stock" and "Ships from and sold by Amazon.com".

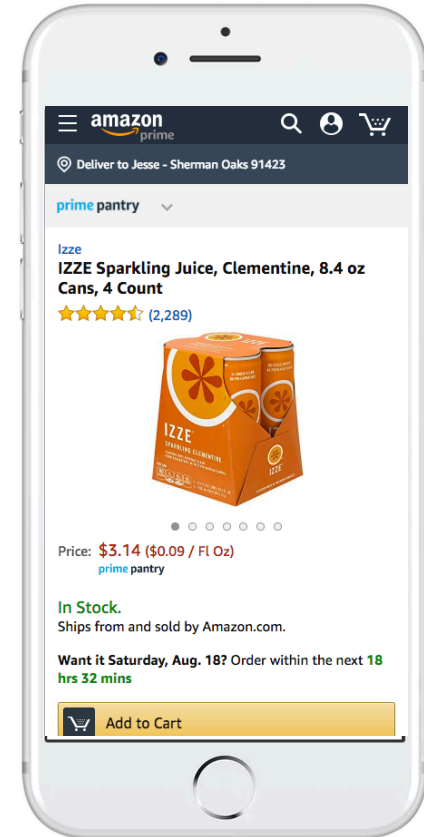
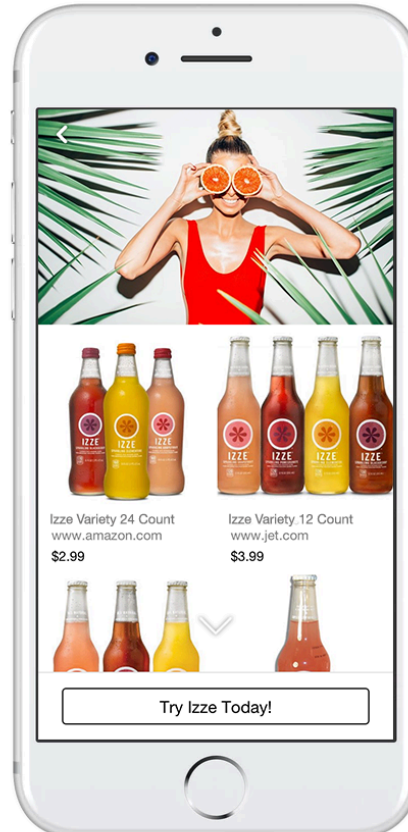
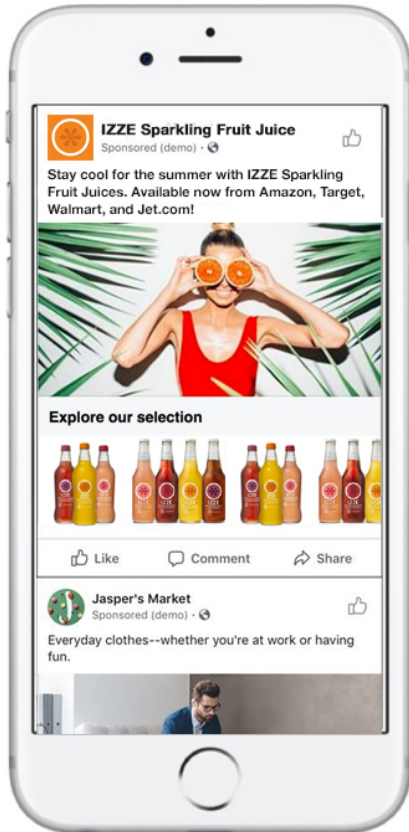


IZZE Facebook “Collection Ad” Sample Preview:

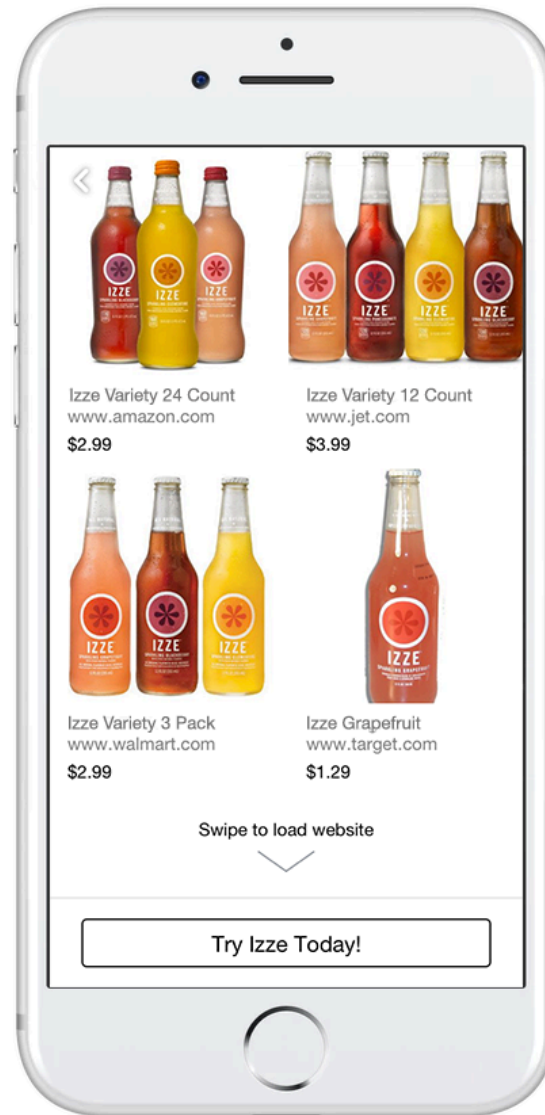
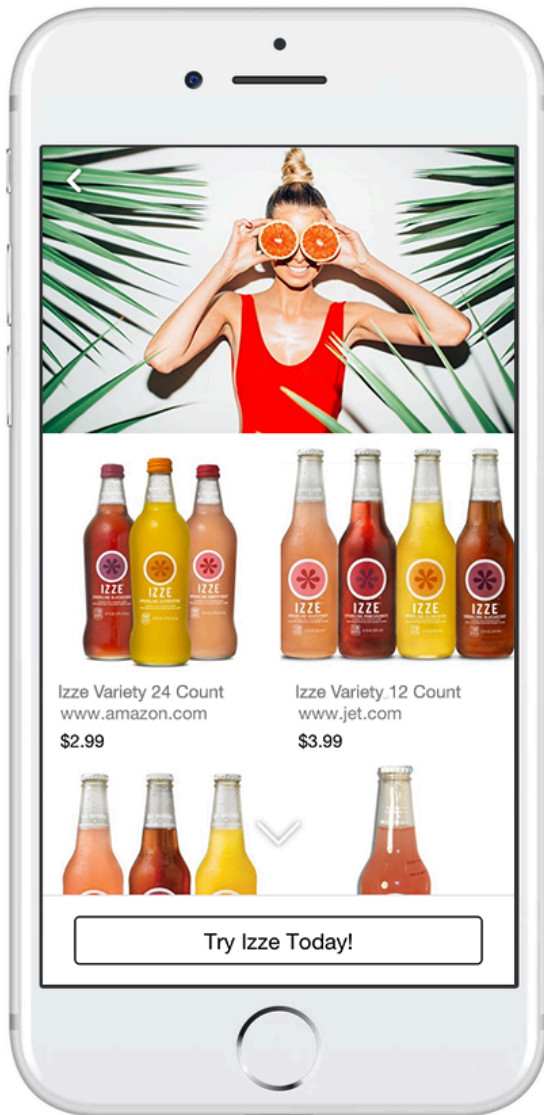
1: Collection Ad appears within targeted consumer’s newsfeed.

2: Consumer taps/clicks on ad to engage in full screen Collection Ad interface, and views all available products.

3: Consumer taps/clicks on specific product/retailer to then be brought directly to that page to complete transaction.



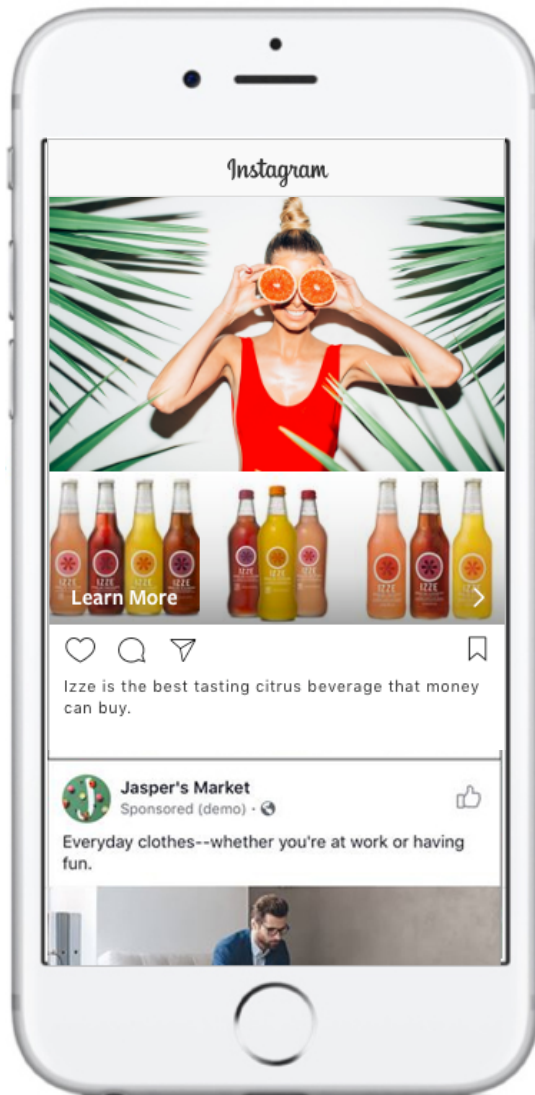
IZZE Facebook “Collection Ad” Sample Preview:



- Collection ad would automatically feed in product details from Destini server, including image, product title, price, and online retailer.
- Collection ad would display product availability from multiple online retailers based on what is currently available and in-stock.
- All click and purchase activity through these URLs would be included within Destini Affiliate Tracking



IZZE Instagram “Collection Ad” Sample Preview:



- Collection ads can also be distributed to the INSTAGRAM network through the same Facebook Ad Manager.
- Aside from slight interface variations, Collection ads will operate in the same dynamic capacity as they would on the Facebook platform.



Product X – Estimated Timeline

1) Initial Engineering

September – October, 2018

2) Proof of Concept / Internal Pilot

- November – December, 2018

3) BETA-Launch

- Q1, 2019





Thank you for the opportunity.

Please call 855-438-3378

or email support@destinilocators.com