



Facebook Connect 2.0



What's new?

Facebook Connect



Facebook Login



Facebook Like



Facebook Comment



Facebook Share

Facebook Connect 2.0



Facebook Login



Facebook Like



Facebook Comment



Facebook Share



Facebook App Invites **NEW**



Facebook App Links **NEW**



Facebook Analytics **NEW**



Facebook Connect



Facebook Connect enables customers to log in to your app using their Facebook accounts, like and comment on products, and share products on their own wall or with their friends.

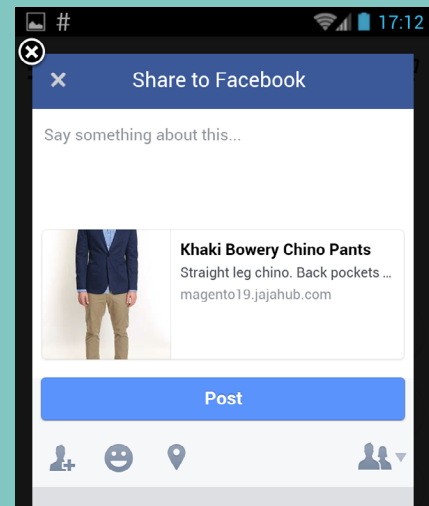


Facebook Login

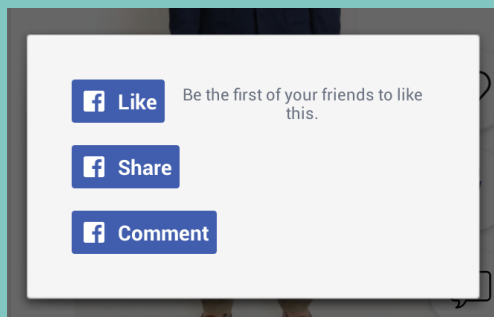
The form contains the following elements:

- Email input field with a person icon.
- Password input field with a lock icon and a question mark icon.
- ☐ Remember password
- Sign In button
- Log in with Facebook button (with Facebook logo)
- Create an Account button

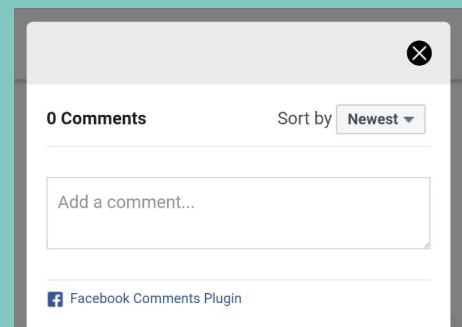
Facebook Share interface



Facebook Like, Share & Comment



Facebook Comment interface



- Enabling customers to like and comment on your products increases user interaction, which reportedly boost awareness and lead conversion.
- Facebook Share lets users add a personalized message to links before sharing their favourite products on their timeline, in groups, or to their friends. People who see this shared item and click on it, with the help of Facebook App Links, will be linked back directly to the product detail page on your app, or to your app listings on app store if they haven't installed your app yet.



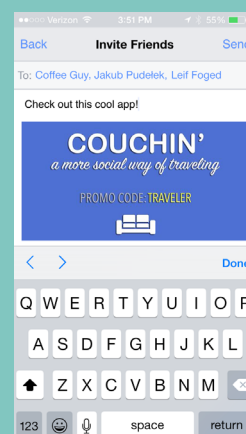
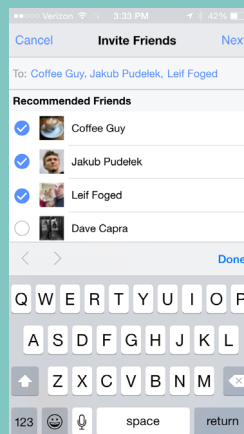
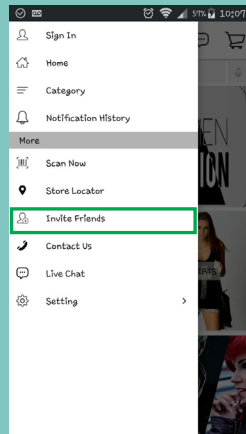
Facebook App Invites



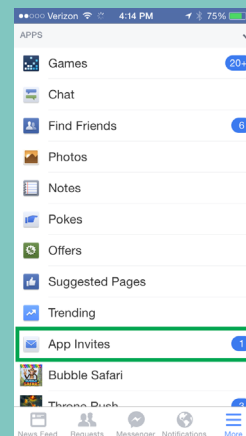
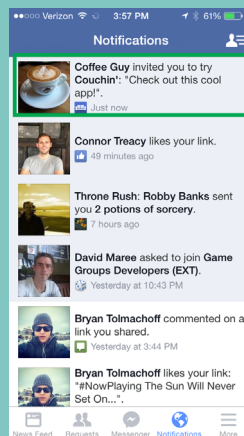
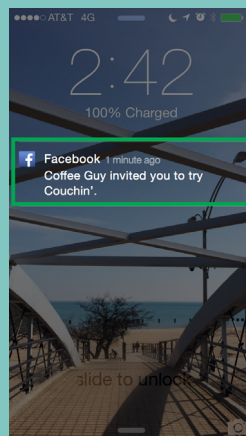
Facebook App Invites are a content-rich, personal way for people to invite their Facebook friends to a mobile app



Sending invites



Receiving invites



- Facebook Login is not required for app invites.
- Facebook App Invites is a private, friend-to-friend invite, similar to a direct SMS message.
- You can also include an image as part of the invite. If someone selects multiple recipients, each recipient will receive an individual invite. Once the invite is sent or canceled, the person will return back to the app.



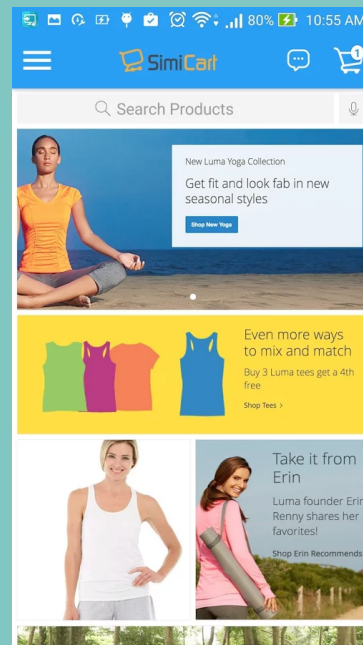
Facebook App Links



Facebook App Links is an open cross-platform solution for deep linking to content in your mobile app



Placing app link



- If someone shares a story on Facebook with content from your app, people can click on the story to view the content in your app. If they haven't installed your app, they will be redirected to app stores where they can download your app.
- Consumer studies show that around 60% of app discovery happens through social recommendation, that is, through links that are posted to channels like Facebook.
- Facebook App Links also works on Facebook Messenger, which is a much more private, personal and direct way to share information and recommendation.



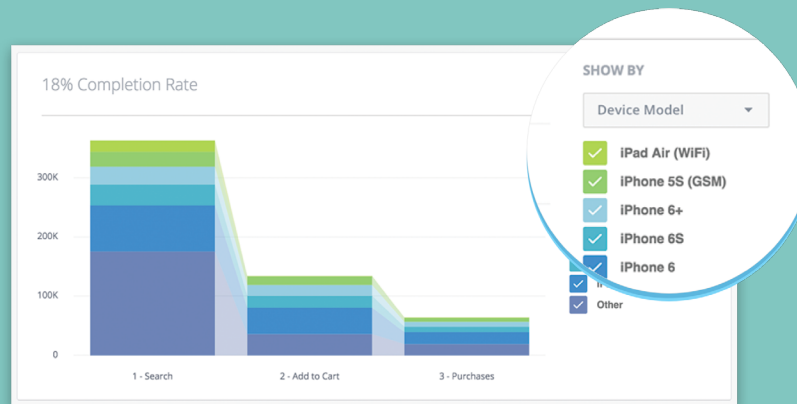
Facebook Analytics



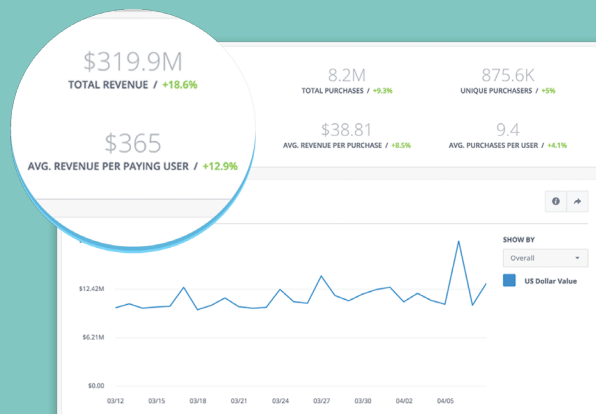
Facebook Analytics shows you how people engage with your business across devices, platforms and websites so you can get a clear picture of your customer activity.



Funnels



Revenue



- **Events:** Explore the actions that people take in your app. Facebook Analytics lets you measure the key actions you care about - such as installs, opens, searches, adding items to a cart, and purchasing - with support for 1,000 custom events.
- **Funnels:** Find out when customers have trouble using your app. You can use SimiCart suggested funnels or create your own ones.
- **Demographics:** get to know who are using your apps by using demographics from Facebook: age, gender, location, languages, education, interests and many more.
- **Revenue:** Measure your business with data on purchasers, revenue and purchase behavior. Then optimize customer experience by setting up funnels to measure conversion and find out where people have barriers to purchasing.