



Meta Checkout  *Unlocked*

# Boosting Sales on Facebook & Instagram

*Navigating Meta's Social Commerce Ecosystem: A Practical Guide for Marketers*



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In a digital era defined by convenience and immediacy, online shopping has grown to become a key driver of retail success. According to a study by [Digital Commerce 360](#), U.S. e-commerce sales hit \$791.70 billion in 2020, a 32.4% jump from the previous year. This momentum underscores the need for businesses, both big and small, to optimize their e-commerce strategies for seamless customer experiences.

One compelling avenue to accomplish this is through Meta Checkout on Facebook and Instagram, a feature that taps into an active user base of billions to offer merchants an unprecedented reach.

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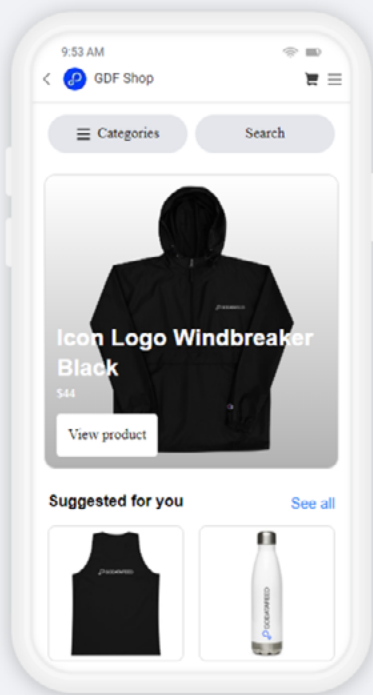
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# Introduction

Industry expert [Mary Meeker](#), in her widely read Internet Trends Report, said “ecommerce is evolving at an accelerated pace, and social media platforms are quickly becoming the new storefronts.” The introduction of Meta Checkout aligns with this trend, offering an on-platform checkout experience that enhances shopping convenience for users while providing merchants with tools to build compelling digital storefronts.

As businesses strive to meet consumers where they are, Meta Shops with Onsite Checkout stands as a transformative tool. Meta Checkout enables streamlined transactions, personalized shopping experiences, and a unique opportunity to leverage the power of social connectivity for business growth. If you’re eager to harness this potential, you’ve come to the right place.

Our guide will walk you through everything you need to know about Meta Shops with Onsite Checkout.



## CHAPTER 1

# Is this the Future of Social Commerce?

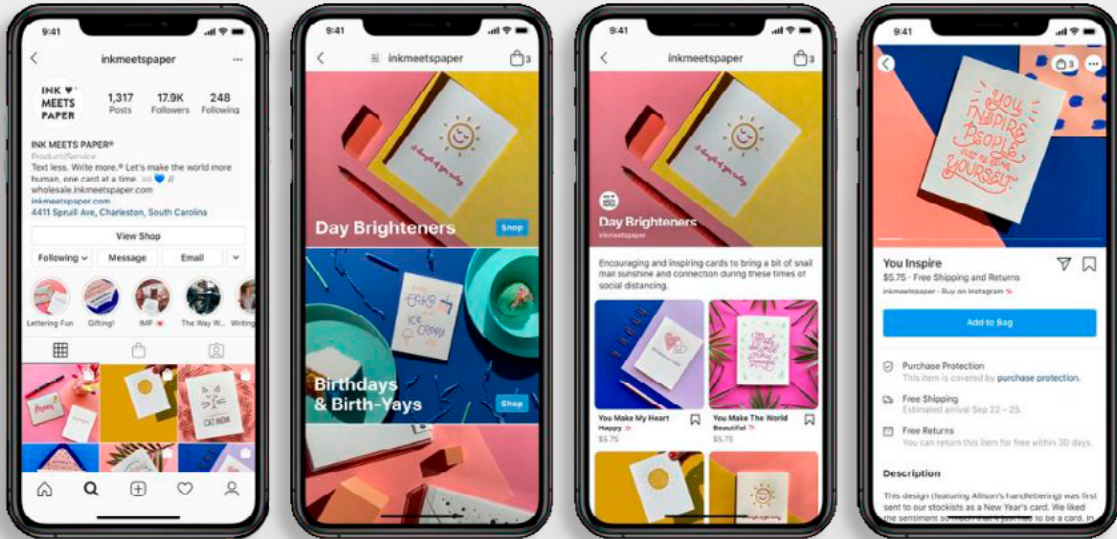
The world of social commerce is on the brink of a seismic shift.

Paths-to-purchase that send shoppers to external transaction pages have lower conversion rates. This is because shoppers are less likely to complete a purchase if they are taken away from a platform they're familiar with and comfortable using.

Native checkouts, on the other hand, allow shoppers to complete their purchase right then and there.

## Meet Meta Checkout

Revolutionizing the online shopping experience, Meta Checkout offers a novel, streamlined approach to how shoppers and merchants find and interact and do business with each other, all within the confines of a trusted environment.



Shops represents a strategic milestone for Meta, effectively integrating native checkouts and in-platform brand pages and product showcases into social commerce.

By enabling seamless transactions without users having to navigate away from their social apps, Meta Checkout is reimagining the way we shop online. That's something even **Amazon couldn't achieve.**

But unlike marketplaces' attempts at incorporating social elements into commercial platforms, Meta Shops with Checkout successfully blurs the lines between social and commercial – and actually enhances the user experience in the process.

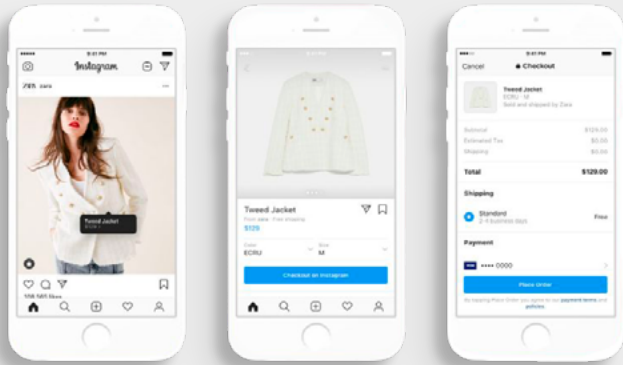
On the other side of things, Meta also thought things through: **Meta Shops with Checkout** gives merchants a native storefront for customers to find and interact with their products without leaving the privacy and convenience of Facebook or Instagram.

## → Meta cares so you should too

As a critical component of Meta's strategic roadmap, Meta Checkout serves multiple functions. For Meta, it strengthens Facebook and Instagram's commercial appeal, reducing the number of steps between product discovery and purchase, potentially driving up sales, boosting conversion rates, and fostering customer loyalty.



But we're just scratching the surface of Meta Checkout. In the following sections, we will take a closer, more nuanced look at what Meta Checkout is, how it works, and how it's a key part of Meta's plans for Shops on Facebook and Instagram. Next, we will look at how Meta Checkout gives merchants a competitive edge in a rapidly evolving digital landscape.



So, let's journey into the heart of Meta Checkout, exploring its intricacies and potential benefits in the realm of ecommerce.

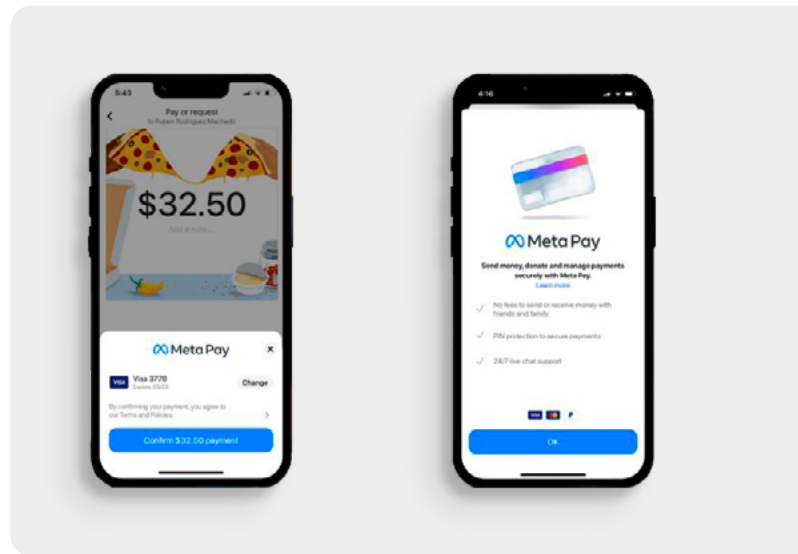
## Understanding Meta Checkout: A Closer Look

To begin to understand Meta Checkout, let's draw comparisons with checkouts we're already familiar with, such as those from Amazon or Walmart. These ecommerce giants are known as marketplaces. Marketplaces are marketing channels that allow shoppers to purchase a third-party merchant's products without leaving the channel. Marketplaces like Amazon, Walmart, eBay, Newegg, and others provide a seamless experience where customers can browse, add to their cart, and complete purchases all within the same platform. The strength of this model lies in its simplicity and ease of use, allowing customers to purchase what they need with minimal friction.



## → Meta's marketplace killer

In much the same way as marketplaces, Meta Checkout aims to deliver a similar streamlined shopping experience, but with a unique twist. Rather than taking place on a dedicated ecommerce website, these transactions happen right within Meta's social media apps. Imagine scrolling through Instagram, coming across a product that catches your eye, and being able to purchase it right then and there, without ever leaving the app. That's the power of Meta Checkout.



This approach fundamentally alters the social commerce customer journey. Shopping becomes more integrated with our daily social media activities, reducing barriers to purchase and increasing the potential for spontaneous, impulse buys. For Meta, this means greater control over the shopping process and a more significant role in the ecommerce landscape.

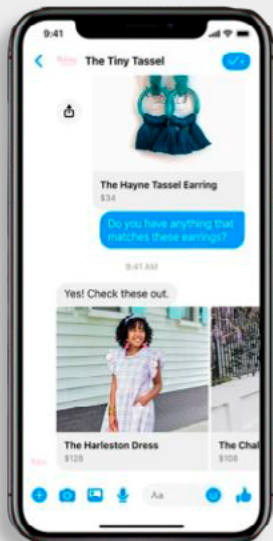
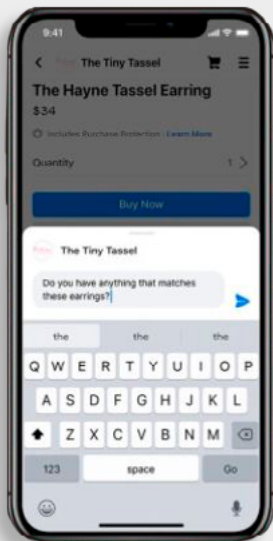
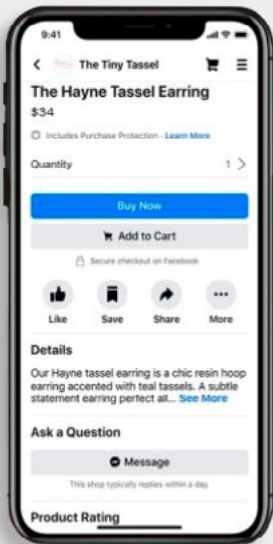
But we're just scratching the surface here. The benefits and impacts of Meta Checkout extend beyond mere convenience. As we delve deeper in the following sections, we'll explore the inner workings of Meta Checkout, and its potential benefits to merchants and customers alike. So, let's set the stage for an in-depth exploration into this game-changing innovation, readying ourselves to delve into the heart of Meta Shops, Meta Checkout, and why industry insiders believe it will redefine social commerce.



## → One-stop-shop, but make it Meta

Reflecting on Meta's strategic shift towards ecommerce, we see the rise of Meta Checkout as a pivotal piece of the puzzle. The digital world has been evolving at breakneck speed, with consumer preferences driving the need for convenient, user-friendly solutions. Will history see Meta Checkout as the vanguard of this change? It's possible. No other platform has come close to transforming the concept of ecommerce within social ecosystems.





Meta Checkout represents a one-stop-shop for online transactions, dovetailing perfectly with the “one-app, many experiences” philosophy that underlines Meta’s approach. As we witness the transition of social media platforms from mere content sharing hubs to comprehensive lifestyle and commerce ecosystems, the introduction of Meta Checkout appears to be a natural and strategic progression.

The potential reasons behind this strategic pivot range from increased user engagement, higher conversion rates, improved user experience, to offering an integrated platform for users to connect, share, and shop. Furthermore, by integrating the checkout process into its own applications, Meta can potentially gain more control over the user data and shopping behaviors, which could translate into more personalized and targeted advertising.

The ripple effects of this strategic pivot extend far beyond Meta’s own ecosystem. By setting the precedent for a seamless, integrated checkout experience, Meta could potentially reshape the ecommerce landscape, leading other social media platforms and online marketplaces to rethink their approach.

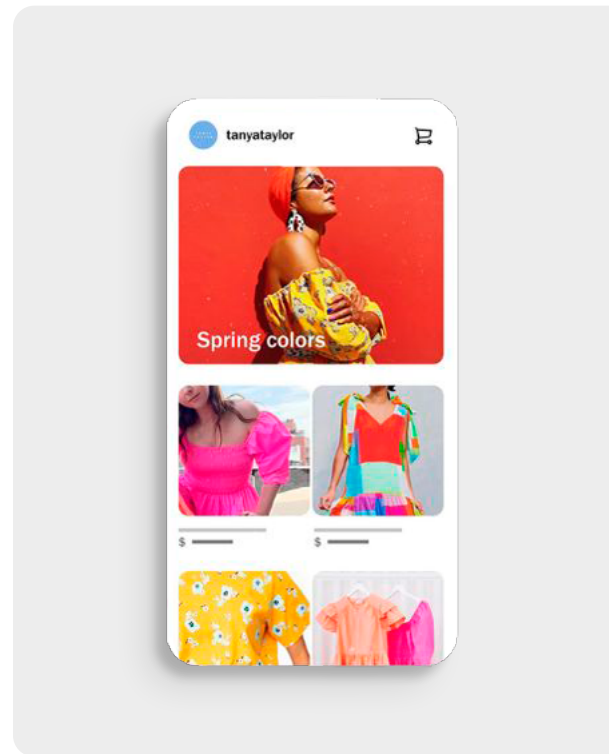
As you can see, the implications of Meta Checkout are far-reaching, and its potential benefits and challenges should be examined in detail. This is precisely what we will do as we move forward, exploring the mechanics of Meta Checkout, its potential impact on conversion rates, user experience, and security, as well as how it could offer a competitive edge in the saturated ecommerce market.

## → Social commerce reimaged

With the introduction of Shops, Shops Ads, and Meta Checkout, Meta bolsters its ecommerce portfolio. Together, these new features form a trinity of native ecommerce tools that hold the potential to reshape online shopping experiences and transform sales performance.

Let's take a moment to imagine the synergies between these tools. On one hand, we have Shops – Meta's solution for businesses to create an online storefront within the Meta ecosystem. On the other, we have Shops Ads – a way for merchants to promote their Shops to a wider audience. Enter Meta Checkout, the tool that can potentially enhance these features by providing a streamlined and secure payment process right within the app, eliminating the need for customers to navigate away to complete their purchase.

This integrated ecommerce solution can revolutionize the way merchants reach and serve their customers. Meta might favor merchants who make full use of these features, considering their commitment to providing a seamless shopping experience within the Meta ecosystem. For these merchants, the advantages are manifold. By reducing friction in the shopping process, they can potentially increase conversion rates and foster customer loyalty.



But how does Meta Checkout exactly contribute to this experience? What makes it stand out in the crowded ecommerce landscape? We will find these answers as we continue our journey. As we delve deeper into the technical aspects and benefits of Meta Checkout, we invite you to join us in exploring this ecommerce revolution in the making. Stay tuned. We're just getting started.





## CHAPTER 2

# Understanding the Revolution in Meta's Checkout Evolution

The world of social commerce is on the brink of a seismic shift.

Paths-to-purchase that send shoppers to external transaction pages have lower conversion rates. This is because shoppers are less likely to complete a purchase if they are taken away from a platform they're familiar with and comfortable using.



Native checkouts, on the other hand, allow shoppers to complete their purchase right then and there.

## THE CORE CONCEPT OF META CHECKOUT: **A Shift in Ecommerce**

At the heart of Meta Checkout is a transformative approach to the online transaction process. While conventional checkout solutions require multiple steps, redirections, and pages, Meta Checkout offers a streamlined, in-app checkout experience.



Meta Checkout stands out because it stays within the Meta ecosystem – encompassing Facebook, Instagram, and WhatsApp. Traditionally, consumers have had to leave these platforms and complete their purchases on a merchant’s website. Meta Checkout transforms this process by allowing users to buy products directly within these platforms.

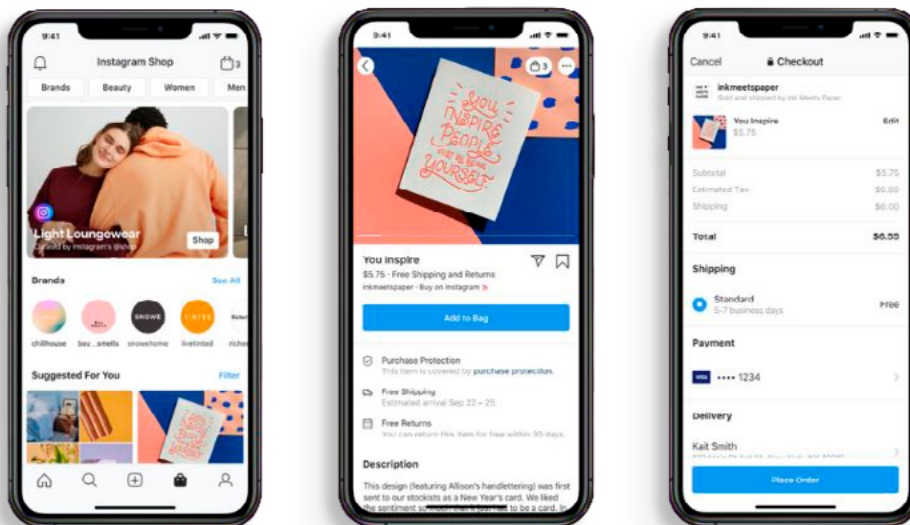
This embedded checkout experience reduces the steps needed to complete a purchase and minimizes the chances of cart abandonment – a common problem in ecommerce.

Now, let’s move on to examining the user experience aspect of Meta Checkout.

## USER EXPERIENCE:

# Seamless and Frictionless Transactions

The design of Meta Checkout is anchored in user-centric principles, offering a seamless, frictionless checkout experience that potentially translates into higher conversion rates for merchants.



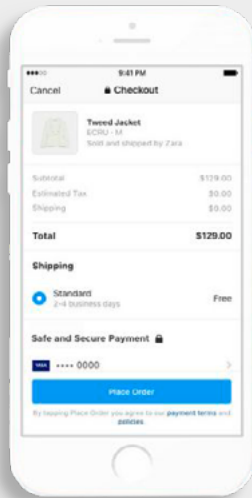
Traditional ecommerce often involves numerous steps — finding a product on social media, clicking the link, being redirected to the merchant’s website, adding the item to the cart, and finally, proceeding to checkout. Each step is an opportunity for potential customers to drop off. Meta Checkout condenses this process into fewer steps within a familiar platform, reducing friction and providing a smoother shopping experience.

Moreover, the in-app checkout process provides users with a consistent experience, maintaining the look and feel of the platform they are used to, eliminating the jarring transition to a merchant’s website. This comfortable and seamless user journey not only makes shopping more enjoyable, but it also builds user trust and loyalty, crucial elements in improving conversion rates.

Next, we’ll delve into another vital aspect of Meta Checkout – its robust security features.

## TRUST AND SECURITY:

# Safeguarding Online Transactions



In the world of ecommerce, trust and security are not optional – they are essential. Ensuring the integrity of transactions and the privacy of customer data is critical in maintaining user trust and encouraging repeat business. Meta Checkout takes this into serious consideration, offering robust security measures to protect both the buyer and seller.

Meta Checkout is equipped with advanced security protocols and data encryption methods, ensuring that payment data remains confidential and secure during transmission. In addition, to safeguard against fraudulent activities, it employs sophisticated fraud detection algorithms that screen every transaction. This two-pronged approach of data encryption and proactive fraud detection provides a solid defense against potential security threats.

Furthermore, Meta Checkout's integration with Meta's larger ecosystem allows for an added layer of security. User identity can be verified through their Meta account, and unusual transaction activity can be more readily detected and addressed, making online shopping safer for users and providing reassurance for merchants.

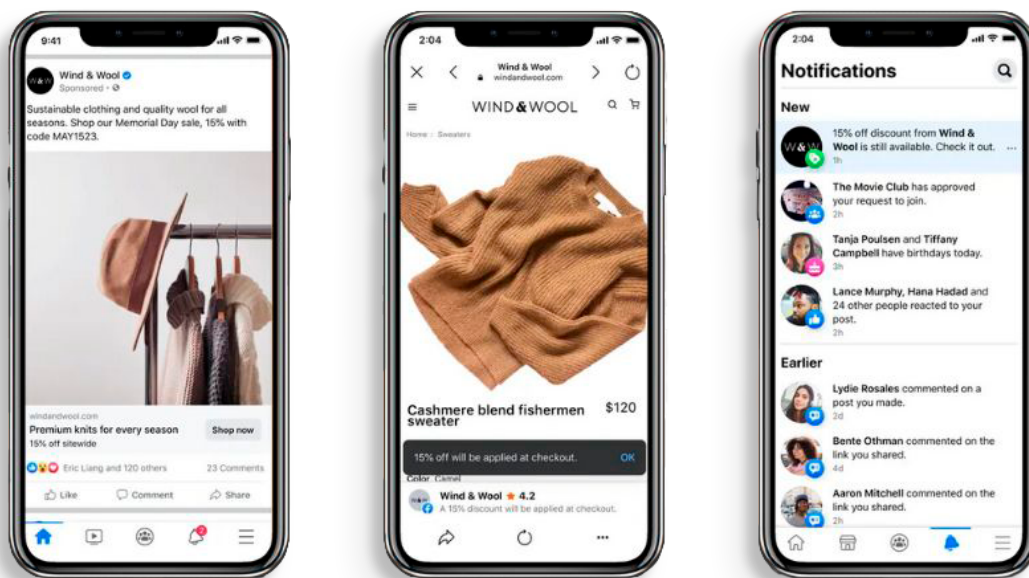
With trust and security unpacked, we now move on to discuss the practical benefits of Meta Checkout for ecommerce businesses.



HARNESSING THE BENEFITS:

## Boosting Ecommerce Performance

The value of Meta Checkout doesn't stop at improving the checkout experience or providing secure transactions—it extends significantly into the realm of business growth and performance. By leveraging the capabilities of Meta Checkout, ecommerce businesses have a new set of tools to optimize their operations and enhance customer loyalty.



Firstly, Meta Checkout can potentially increase sales by reducing cart abandonment rates. With its seamless and intuitive interface, customers are less likely to drop off during the checkout process, thereby increasing the chances of converting browsers into buyers.

Moreover, the unified shopping experience offered by Meta Checkout can enhance customer loyalty. By integrating all elements of the shopping journey, from product discovery to purchase, businesses can provide a superior customer experience that encourages repeat purchases. This holistic customer journey not only strengthens the brand-customer relationship but also fosters brand loyalty.



Furthermore, the data collected through Meta Checkout can provide valuable insights for businesses. By understanding customer behavior during the checkout process, businesses can refine their strategies, customize their offerings, and ultimately drive business growth.

Lastly, Meta Checkout can be a critical factor in expanding the reach of ecommerce businesses within the Meta ecosystem. By integrating seamlessly with other Meta applications, it can open new avenues for customer acquisition and revenue generation.

As we wrap up this subsection, let's delve deeper into the concept of Meta Checkout and explore how it ties together all elements of the online shopping experience.

## The Holistic Advantage of Tying the Online Shopping Experience Together

Meta Checkout not only streamlines the buying process but also ties all elements of the online shopping experience together in an impressively holistic manner. This complete integration is one of the key features that distinguishes Meta Checkout from traditional ecommerce solutions, offering a superior user experience that could potentially lead to higher conversion rates and boosted sales.







In traditional ecommerce experiences, shoppers interact with various platforms and touchpoints. They might encounter product advertisements via pay-per-click (PPC) marketing, visit a merchant's website to explore products, add items to their cart, and then complete their purchase through a separate checkout process. Each stage is distinct, and any friction in transitioning from one to the next can disrupt the customer's journey and lead to lost sales.

Meta Checkout's approach is fundamentally different. It ties together multiple stages of the ecommerce journey—from browsing creator content, receiving in-app notifications about stock quantities, reminding about items in the cart, to making the actual purchase—all back to a merchant's catalog within the Meta environment. This integrated experience reduces friction and provides customers with a smooth, uninterrupted shopping journey.

Furthermore, this holistic approach allows for more consistent and personalized interactions with the customer. Instead of disjointed touch points across different platforms, all customer interactions happen within the Meta ecosystem. This centralized environment can enhance user experience, making customers more likely to complete their purchases and return for more in the future.

As we conclude our exploration of its nitty-gritty details, we can appreciate the transformative potential of Meta Checkout. It offers a new paradigm for online shopping—one that prioritizes seamless user experience, secure transactions, and comprehensive integration of all shopping stages. In the next section, we'll explore how businesses can adapt to this new system and fully integrate Meta Checkout into their ecommerce strategies, optimally positioning themselves for success in the Meta ecosystem.



## CHAPTER 3

# The Benefits of Meta Checkout: A Competitive Edge

The digital marketplace is a dynamic and ever-evolving landscape, teeming with competition, sure, but also with opportunity. Such an environment requires that merchants adopt innovative solutions that give them an edge over competitors.

Enter Meta Checkout.

By providing a seamless shopping experience that keeps shoppers tethered to your Shop across various touchpoints, Meta Checkout gives you the opportunity to be present (and purchasable) when and where it matters most. But that's only one aspect.

Let's take a closer look at some of the benefits of toggling on your Meta Checkout.

BENEFIT 1:

## Access to a Larger Customer Base



**63M**

U.S. shoppers purchased something on Facebook in 2022

Source: [Statista](#)

In an era where digital presence has become almost synonymous with business success, visibility on the internet is no longer a luxury, but a necessity. Meta Checkout optimizes your Shop's existing online visibility by making your products purchasable at every touchpoint.

Through its integration with Facebook and Instagram Shops, the products listed in your Shops are automatically discoverable by millions of active users. The potential for visibility amplifies even further with your ability to tag products and have customers tag and share their purchases or wishlist items with their friends and followers, essentially enabling word-of-mouth marketing at a digital scale (more on that later).

Moreover, Meta announced plans to phase out Shops on its platforms that don't use the checkout feature. This move is expected to generate more traffic for Shops that early-adopt in-app purchases with Meta Checkout while limiting the traffic sent to Shops' products whose purchases require external site checkouts. Consequently, it helps merchants in gaining higher visibility by centralizing the purchase flow within the social media platforms themselves, reducing the need for external redirection.



**41M**

U.S. shoppers purchased something on Instagram in 2022

Source: [Hootsuite](#)



On top of all this, Meta Checkout leverages data-driven insights to feature products more prominently based on user behavior and preferences. This means that Shops not only gain visibility but also enjoy targeted visibility, reaching users who are more likely to be interested in their products.

Ultimately, this increased visibility can translate into a higher rate of discovery and engagement, leading to more potential sales. But discovery is just the first step; what happens when a business starts to grow?

## BENEFIT 2:

# Smooth Scaling

As businesses begin to expand, they are often faced with the challenge of managing increased traffic, transactions, and data. Smooth scaling is a critical factor in maintaining and enhancing the customer experience, and Meta Checkout shines in this regard.

Meta Checkout is built on the robust infrastructure of Meta's platforms, capable of handling billions of users and transactions. It's designed to scale as a business grows, effectively handling an increase in traffic and transactions without any hitches. As businesses onboard more products or see a surge in customers due to seasonal demand or a successful marketing campaign, Meta Checkout effortlessly handles this surge, ensuring the customer experience is not compromised.

Moreover, Meta Checkout intelligently manages the growing amount of data. For example, it tracks all the in-app transactions, capturing valuable data on customer behavior, preferences, and buying patterns. As businesses grow, they can utilize these insights to refine their offerings, optimize their marketing strategy, and make informed decisions.



This seamless scalability also has another significant benefit: it saves businesses from investing heavily in developing and maintaining their own checkout system or integrating multiple third-party systems. This ease of scaling allows businesses to focus on what they do best — delivering top-notch products and services to their customers.

Besides scalability, Meta Checkout also brings another key ingredient for sustained business growth — high customer retention. How does it achieve that?

### BENEFIT 3:

## Better Conversion and Retention Rates



# 70%

of Gen Z shoppers say they use Instagram to research products before making a purchase

Source: [Composed](#)

As businesses increasingly compete for consumer attention and loyalty, one thing becomes abundantly clear: customer retention is key. Offering an exceptional, consistent customer experience is vital to keep customers returning, and Meta Checkout contributes significantly to achieving this goal.

First, Meta Checkout enhances the customer experience by streamlining the checkout process. Customers are no longer redirected to external sites to finalize purchases. Instead, they complete transactions within the app they're already using, reducing friction and simplifying the process. This seamless experience means fewer abandoned carts and more completed transactions, leading to higher customer satisfaction.

The convenience of having all your shipping, billing, and credit card information pre-populated for one-click purchasing, as Meta Checkout provides, is an attractive proposition for customers. This effortless, fast, and smooth checkout process improves customer satisfaction, and satisfied customers are more likely to return, increasing customer retention.

Second, the integration of Meta Checkout with social media platforms like Facebook and Instagram means businesses can now meet customers where they already spend a significant amount of their time. Offering an easy and integrated shopping experience right within these social media platforms enhances customer convenience, further bolstering customer retention.

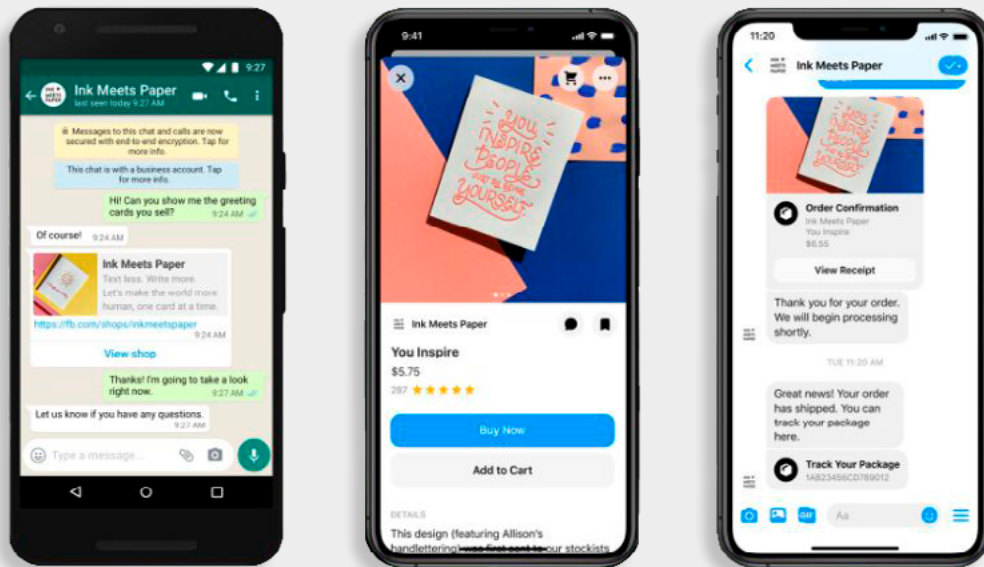
Furthermore, Meta Checkout assures customers of their transaction safety with its robust security measures. The platform's dedication to maintaining user privacy and securing transaction data goes a long way in building and maintaining customer trust. When customers trust a platform, they are more likely to stick around and make repeat purchases.

By prioritizing a smooth user experience, integrating shopping with popular social media platforms, and ensuring high security, Meta Checkout fosters customer loyalty and boosts retention rates.



BENEFIT 4:

# Shoppable Organic and Boosted Posts



Product tagging, a native feature of Facebook Shops and Instagram Shops, will now only be available to Shops that have enabled Meta Checkout.

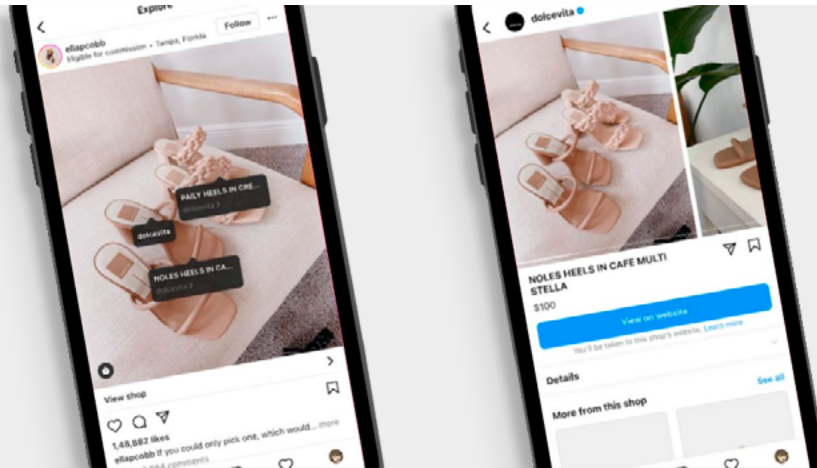
The beauty of product tagging lies in its ability to morph organic and boosted posts into interactive shopping experiences. Through this, merchants can directly link their products to their posts, turning casual browsing into potential purchases. The process is simple: when you create a post or boost an existing one, you can tag products from your catalog directly within the post. The moment viewers see an item they're interested in, they can tap the tag, which will whisk them away to the in-app checkout.



This mechanism offers a streamlined, frictionless journey from discovery to purchase, minimizing the steps a customer has to take to buy a product. By reducing these barriers, merchants can potentially increase conversion rates and average order value, while enhancing customer satisfaction. Plus, boosted posts with product tags can leverage Facebook and Instagram's robust ad targeting capabilities, reaching the right customers at the right time.

## BENEFIT 5:

# Sales from Influencers, Content Creators, and Affiliates



But the magic of product tagging doesn't stop with a merchant's own posts. The capabilities extend to third-party accounts as well, including influencers, content creators, and affiliate partners.

For influencers and content creators, this functionality allows them to tag the merchant's products in their posts. This means that when they share about a product they love, their followers can immediately find and purchase the item directly from the post. It's a win-win situation: influencers can provide a more interactive and engaging experience for their followers, and merchants gain exposure to a potentially large and engaged audience.

Similarly, for affiliate partners, product tagging in combination with Meta Checkout provides an efficient way to track and attribute sales, thanks to the platform's integrated tracking system. This makes it easier for merchants to manage their affiliate programs, and for affiliates to earn commissions.

## Leveraging Meta Checkout

Meta Checkout provides an effective platform for businesses to elevate their ecommerce strategies, translating into increased visibility, seamless scalability, and strong customer retention. How does all of this translate into increased profitability for your business?

[We'll dive into that in our next post.](#)





## CHAPTER 4

# Did Meta Just Solve Ecommerce's Broken Checkout Problem

A change in operations, especially one that deals with the intricate dynamics of customer transactions, could be a daunting task. But rest assured, we're here to guide you through it, providing clarity and answering some of the most common questions you may have about Meta Checkout.

As we delve deeper into this topic, we will explore the nuances of Meta Checkout's features, its cost structure, and any potential challenges you might encounter. Our aim is to equip you with the knowledge and confidence to make an informed decision about whether Meta Checkout is the right choice for your business.

# Concerns About Embracing New Systems

Adopting a new system always comes with its share of hesitations and uncertainties. When it comes to Meta Checkout, merchants often wonder about its integration into their existing workflows, its compatibility with their current ecommerce platforms, and the potential learning curve for their staff and customers.

First, we'd like to point out that the integration of Meta Checkout into your current business operations has been designed to be a smooth process thanks to GoDataFeed's Shops-integrated data feeds.

Another common concern is whether Meta Checkout will work seamlessly with your current ecommerce platform. The good news is that through [GoDataFeed's integration](#), Meta Checkout supports a wide range of platforms, including Shopify, WooCommerce, and BigCommerce, among others. This ensures that your shift to Meta Checkout will not disrupt your ongoing business activities. [Learn more about Meta Shops x GoDataFeed.](#)

As for the learning curve, Meta Checkout sports an intuitive interface designed with user experience in mind. Both your team and your customers will find it easy to navigate. Furthermore, Meta offers comprehensive support and resources to help everyone get up to speed quickly.

Embracing Meta Checkout can provide numerous benefits to your business. It offers an integrated shopping experience that keeps customers within the Facebook or Instagram app throughout their purchase journey, leading to higher conversion rates. In addition, the robust analytics provided by Meta Checkout can equip you with valuable insights about your customers' buying behaviors.

Thus, while adopting Meta Checkout may seem like a significant shift, it is a strategic decision that can enhance your business operations and drive growth. In the following sections, we will delve deeper into the technical aspects, costs, and potential challenges of Meta Checkout to help you gain a comprehensive understanding of this tool.



# 21%

of U.S. online shoppers have abandoned an order in the past quarter solely due to a “too long/complicated checkout process

Source: Baynard



## Functionality, Compatibility

Meta Checkout fundamentally diverges from traditional Meta product ads, shifting from a pay-per-click model to a more transaction-focused approach. Instead of charging advertisers every time someone clicks on their ad, Meta Checkout enables users to make purchases directly on Facebook or Instagram, which means merchants only pay when a sale occurs.

The process is designed to be seamless, sharing striking similarities with other in-app checkouts, such as Amazon's. Users can browse, choose, and pay for products without ever leaving the platform, thereby decreasing the chances of cart abandonment—a frequent concern for online merchants.

As for compatibility, Meta Checkout is built to integrate smoothly with various platforms. No matter the scale or type of your business, the ability to harness the power of Meta's vast social media user base can help you reach a wider audience.



# 2.58%

average global ecommerce conversion rate

Source: Invesp





**32%**

of all customers would stop doing business with a brand they loved after one bad experience

Source: Invesp

It's important, however, to distinguish between Meta Checkout—encompassing checkout on Facebook and Instagram—and what Meta calls offsite checkout. The latter refers to Shops that link to an external website, like the merchant's own web store. While both have their advantages, Meta Checkout provides a frictionless shopping experience within the platform itself, eliminating the need for users to navigate to a separate website.

Understanding the nuances of Meta Checkout can equip you to optimize your online business strategy, tap into new markets, and better serve your customers. As the digital landscape evolves, keeping up with new technology is key to remaining competitive and relevant.



## Understanding the Costs and Returns of Meta Checkout

When considering a new platform, it's only natural to ask: what's the bottom line? The cost of using a service like Meta Checkout is certainly a valid concern, and merchants need to be aware of the potential investment before they commit.



Meta Checkout has a clear pricing structure: it charges a selling fee for each transaction made through its platform. Unlike the pay-per-click model employed by many digital advertising platforms, this fee is a percentage of the transaction value, ensuring that merchants are only paying for actual sales, not just potential leads.

When considering the selling fee, remember that Meta Checkout is offering more than just a payment processing service. It's a comprehensive platform designed to seamlessly merge the shopping experience with social media engagement. The transaction fee covers this integration, providing a holistic approach to online sales that can significantly boost your brand visibility and customer reach.

As for hidden fees, the good news is that there are none. Meta Checkout is transparent about

its pricing, so you can budget accurately and efficiently. Its goal is to make the process as frictionless as possible, not just for customers but also for merchants.

The return on investment when using Meta Checkout can be substantial. By utilizing a platform frequented by millions of potential customers daily, your products are being presented to a larger and more engaged audience. This increased visibility, combined with the ease of in-app purchases, can lead to higher sales volume and, consequently, higher profits.

That said, the best way to understand the ROI is to put Meta Checkout to the test. Monitor your metrics, assess your results, and adjust your strategy as needed. And always remember: an investment in your business is an investment in your success.

## Overcoming Challenges with Meta Checkout

In any technological shift, stumbling blocks are inevitable. However, foreseeing potential challenges and preparing to tackle them head-on can help smoothen your transition to Meta Checkout.



# 69.8%

average cart abandonment rate

Source: Baynard



One common concern is the learning curve associated with integrating a new system into your current workflow. Fortunately, Meta Checkout has been designed with user-friendliness in mind. With comprehensive guides and a responsive support team, adapting to this platform can be a straightforward process. Additionally, Meta offers a wealth of online resources to guide merchants through the setup process and beyond, making it easier to navigate any initial confusion.

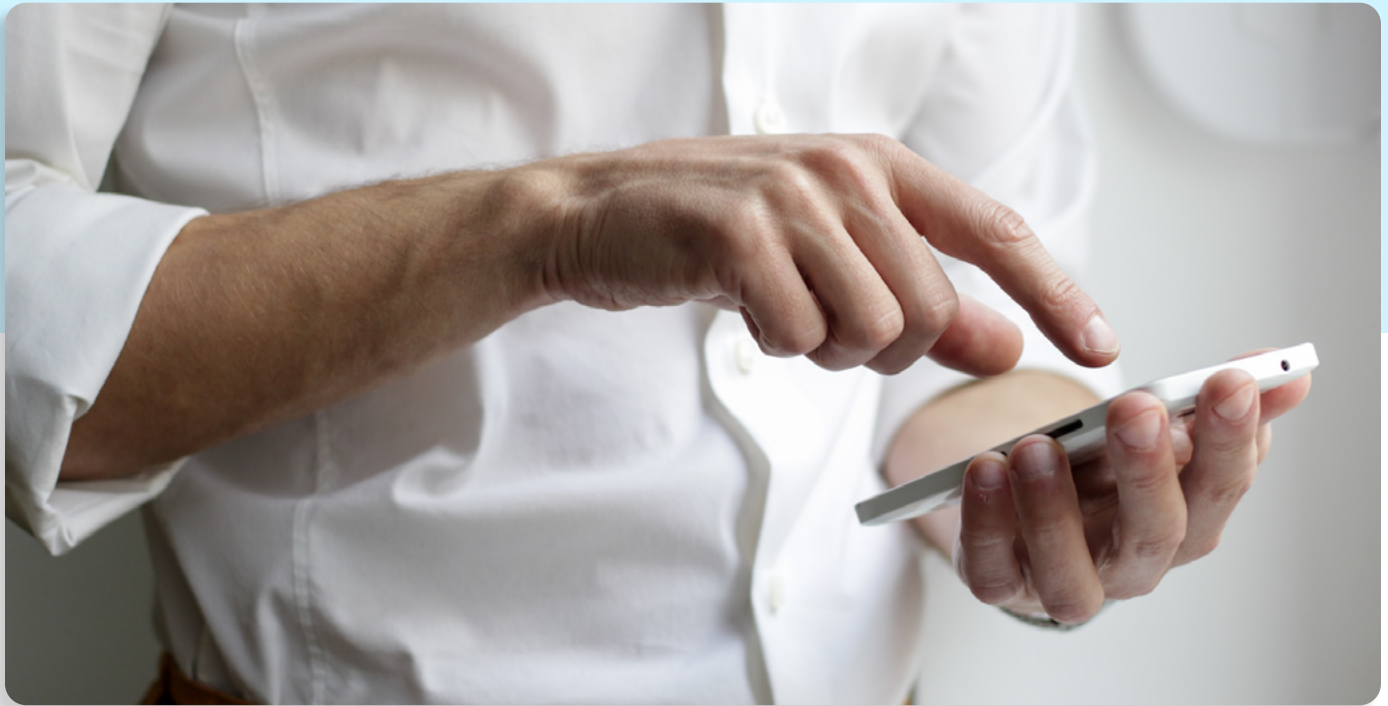
Another potential challenge lies in the integration of Meta Checkout with your existing ecommerce platform. The good news here is that Meta has worked to ensure compatibility with major ecommerce platforms, making integration a smoother process. For any hiccups, reaching out to Meta's support team can expedite resolution.



Merchants may also worry about potential disruptions to the customer journey, as shifting to in-app checkout could be a change for your clientele. The key here is clear communication - letting your customers know about the change, its benefits, and how to use it can greatly help in the transition. Plus, with the prevalence of social media shopping, most customers are likely to appreciate the convenience of this integrated shopping experience.

Remember, every technological transition has its hiccups, but the growing pains are often worth it in the long run. By tackling these challenges head-on and leveraging the potential of Meta Checkout, merchants are investing in a future of seamless ecommerce experiences.

As we look forward to the horizon, one thing becomes clear: Meta Checkout is not just a tool for today. It's an investment in tomorrow — and maybe a glimpse into the future of ecommerce.



## CHAPTER 5

# Meta Shops & Meta Checkout FAQs

We've covered a lot of ground on Meta Shops and Meta Checkout, so let's recap what we've learned so far. Here are the answers to your most frequently asked questions:

**Q: How does Meta Checkout deviate from traditional pay per click models typical of Meta product ads?**

**A:** Meta Checkout differs significantly from traditional pay per click models. Instead of redirecting users to an external website to complete a purchase — a standard practice in pay per click models — Meta Checkout allows users to finalize their purchases directly within Facebook and Instagram apps.

This approach is similar to the in-app checkout processes on popular ecommerce platforms like Amazon, providing a seamless, uninterrupted shopping experience.

## **Q: How are Meta Checkout, Shops, and Shops Ads interconnected?**

**A:** Facebook/Instagram Shops are a way for businesses to create an online storefront on Facebook and Instagram. Shoppers discover a Shop's products through the merchant's Facebook page or Instagram account, as well as organic posts that are tagged and linked to the product details that are housed in Meta Commerce Manager.

Checkout on Facebook and Checkout on Instagram is the process in which customers use Meta Checkout to purchase those products without leaving Facebook or Instagram.

Shops Ads allow merchants to optimize for conversions on Shops.



## **Q: What is the difference between Meta Checkout and what Meta refers to as offsite checkout?**

**A:** Meta Checkout, as the name suggests, refers to the process of checking out directly on Facebook and Instagram.

On the other hand, what Meta refers to as offsite checkout pertains to Shops that link to an external website, like the Shop merchant's own web store. However, it's important to note that as per recent announcements, support for offsite checkout will end, and new Shops will only be able to onboard with onsite checkout starting in June 2023.



## **Q: How can Meta Checkout increase conversion rates?**

**A:** Meta Checkout has the potential to significantly increase conversion rates due to its integrated checkout process. It minimizes disruptions and distractions that typically lead to cart abandonment.

By offering a more streamlined and convenient shopping experience, Meta Checkout can help businesses drive sales and grow their customer base.

## **Q: Will Meta charge a fee for transactions on Facebook and Instagram Shops checkout?**

**A:** Yes, starting July 1, 2023, Meta will remove its 5% selling fee and instead charge a standard processing fee. This fee is calculated as a percentage of the total transaction amount, including any taxes, surcharges, shipping, or state-mandated fees applied to the transaction.

The good news for sellers is that the fee covers the cost of payment processing.

## **Q: How can businesses benefit from the transition to Meta Checkout?**

**A:** The adoption of Meta Checkout represents an exciting new chapter in ecommerce. It combines the best aspects of in-app checkouts and traditional product ads while introducing several improvements aimed at bolstering conversion rates. Businesses have much to gain from these changes, and with the right preparation, the transition to Meta Checkout can lead to substantial growth and profitability.



## Q: How does Meta Checkout to improve conversion rates?

A: Meta Checkout can help you improve your conversion rates by making the checkout process more convenient and secure for your customers. Here are some tips on how to use Meta Checkout to improve your conversion rates:

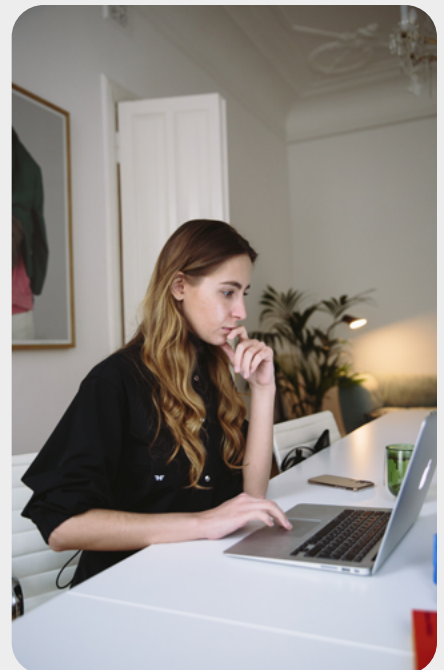
## Q: How does Meta Checkout help with campaign targeting?

A: Meta Checkout can help you target your marketing campaigns more effectively by providing you with insights into your customers' shopping behavior. For example, you can use Meta Checkout data to see which products your customers are most interested in, which payment methods they prefer, and which devices they use to shop. This information can help you to create more targeted marketing campaigns that are more likely to reach your ideal customers.

## Q: How does Meta Checkout keep shoppers — and Shops — safe?

A: Meta Checkout uses a variety of security features to protect your payment information, including SSL to encrypt your data as it travels over the internet, two-factor authentication to protect accounts and Shops from being accessed by unauthorized parties, fraud protection technology to help detect and prevent fraudulent transactions, and secure data storage in accordance to industry standards.

Do you have questions about Meta Shops or how Checkout works? Send it to us!





## CHAPTER 6

# Meta Checkout-Enabled Shops Are Already Seeing Success

The potential developments in Meta Checkout's functionality, the user experience it offers, and the benefits it provides to merchants are far-reaching, with implications that could transform the broader industry. The evolving landscape presents an exciting prospect, promising a future where seamless online transactions become the norm, not the exception.

Not convinced? Just look at the variety of merchants already racking up sales and making customers for life with exceptional experiences. From arts and crafts startups like the Woobles to designer jewelry brands like Maison Miru, the results speak for themselves.



We'll explore these merchant stories in a moment, but first, let's understand the reasons behind the results.

# Enriching the Shopping Experience, Expanding Your Shop's Window of Opportunity

Meta Checkout is not just about streamlining the buying process; it's about enriching the user experience at every touchpoint. With an emphasis on enhancing merchant capabilities, Meta Checkout is setting the stage for a dramatic transformation in the ecommerce landscape.

To begin with, the ability to tag products within the platform opens up a world of opportunities for merchants. From showcasing their catalog in a more engaging format to leveraging user-generated content for promotional activities, product tagging has the potential to increase product visibility and stimulate customer interest. This not only makes shopping more interactive but also allows merchants to highlight specific items, driving customer attention and potentially boosting sales.

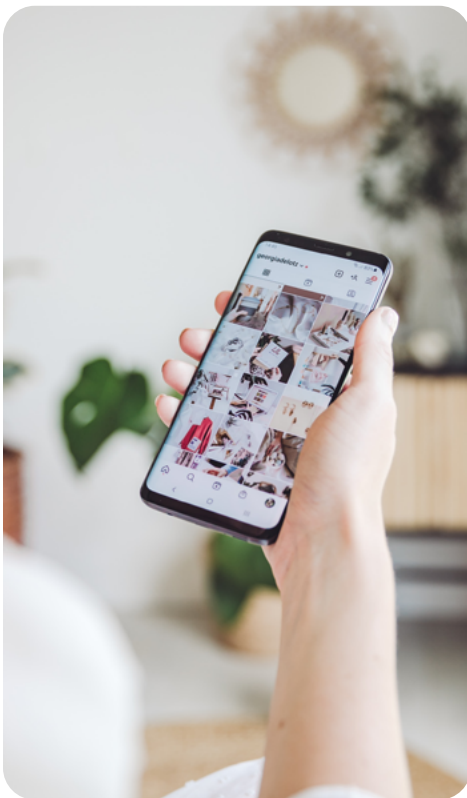


## PLEASE NOTE:

Shops using offsite checkout will lose the ability to tag products. Beginning August 10, 2023, Shops that don't have Meta Checkout-enabled Shops on Facebook and Instagram will no longer be able to tag their products and will also lose tags to products from previous posts. Only Shops with checkout on Facebook and Instagram enabled will be able to tag products from Shops after August 10, 2023.

The potential for collaboration with influencers, content creators, affiliates, and partners adds another layer to this dynamic. By enabling third parties to tag and link Shops products, Meta Checkout extends the merchant's reach beyond their immediate customer base. This symbiotic relationship not only facilitates wider exposure but also paves the way for more targeted marketing campaigns.

Furthermore, the integration of Meta Checkout with Shops, plus Facebook Pages and Instagram Accounts allows merchants to cultivate their brand identity within the social media ecosystem. By creating a distinct and immersive "storefront" that is deployed on demand and without a hitch, businesses can establish a strong brand presence, resonate with their target audience, and inspire customer loyalty.



## A Gateway to the Future of Social Commerce Success?

Meta Checkout offers a unique advantage to merchants, helping them to stand out in the crowded marketplace. The potential for business growth is amplified when combined with strategic use of Shops Ads, aimed at maximizing conversions.

But the benefits extend beyond the direct impact on sales.

The enriched user experience fostered by Meta Checkout has profound implications for customer loyalty. By offering a seamless, engaging, and straightforward shopping journey, businesses can win over customers and keep them coming back, driving long-term success.

Moreover, the scope for collaborations with influencers and other third parties, coupled with the ability to establish a distinct brand identity on social media platforms, means businesses can cast their net wider. They can reach beyond their traditional audience to tap into new customer segments, diversify their reach, and strengthen their competitive edge.

As more businesses recognize its potential and adopt this integrated solution to a disjointed path-to-purchase, we can expect a shift in social commerce norms. A more connected, interactive, and user-centric shopping experience may well become the new standard — and Merchants who adopt Meta Checkout sooner rather than later will be ahead of the curve.

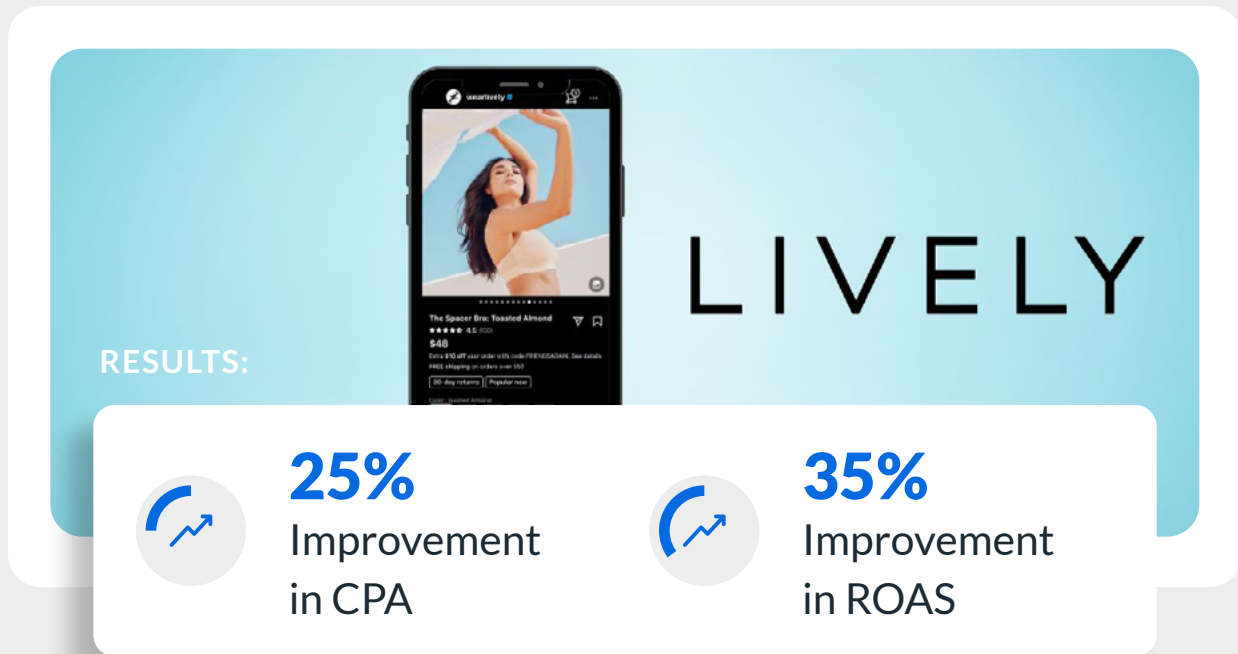
## CASE STUDIES:

# A Battle of the Checkouts

We tracked campaign performance for a few participating merchants. What we found was not unexpected, but it was surprising nonetheless. In general, adoption of Meta Checkout-enabled Shops led to significant dips in cost-per-acquisition and spikes in return on ad spend.

### → LIVELY

Inclusive apparel brand, LIVELY, boosted campaign performance when they added Meta Checkout-enabled Shops vs offsite only.

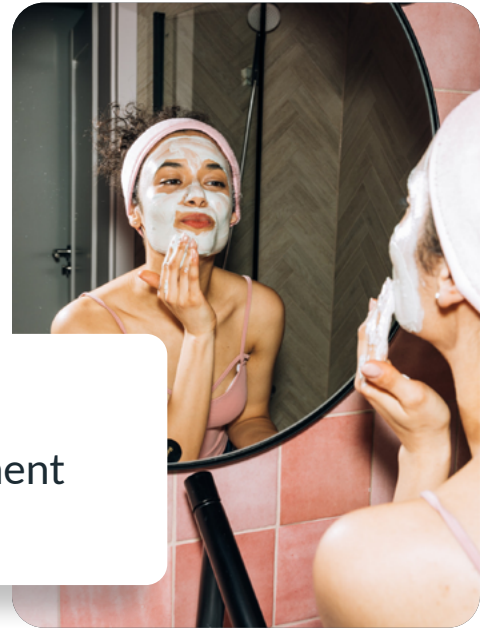


“ We are excited to see such a positive result from our Shops ads test. Shops ads allows our customers to have a seamless way to checkout, improving conversion rate, and customer experience as they never have to leave the app! We are planning to continue using Shops ads across additional campaigns over the coming weeks to help drive growth. ”

**CARLY LONDON, HEAD OF GROWTH**

→ OGEE

Organic clean beauty brand, OGEE, saw improved performance when they adopted a combination of offsite checkout and Meta Checkout-enabled Shops vs offsite only.



RESULTS:



**45%**

Improvement  
in CPA



**50%**

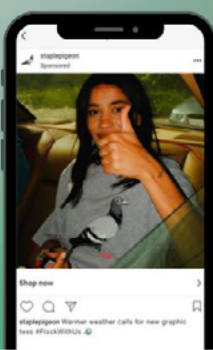
Improvement  
in ROAS

“At Ogee we have seen a tremendous increase in our ad performance since we started testing Shops ads (website + Shop). The performance improvement was so clear and big, that it is now a major part of our evergreen strategy. The path from ad to purchase isn’t linear and that having the option to include Shops in this non-linear path ultimately benefits our customers. Giving our customers one more place to learn about our products, get an extra touch point, see more social proof, etc. Plus, this additional on-platform interaction helps show our products to the right people at the right time to maximize conversion, basically a win-win for everyone!”

**ALEX STARK, CO-FOUNDER & CMO OGEE**



→ STAPLE

Streetwear brand Staple boosted campaign performance by incorporating Shops to their strategy versus “website only.”



# STAPLE

RESULTS:

-  **30%** Improvement in CPA
-  **38%** Improvement in ROAS



“ The barrier to entry with Shops ads was low and the build experience is a seamless one. We were able to make customizations easily. Overall, Shops ads allows us to effectively and efficiently bring Staple in front of more audiences who will enjoy our products. ”

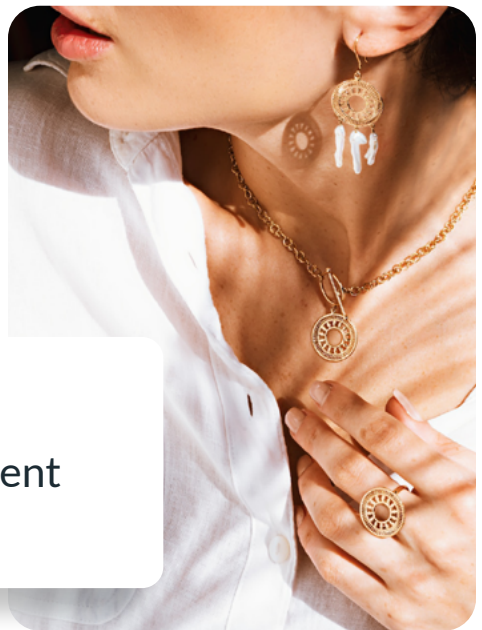
**KRISANNE SNIDER, SENIOR PAID MEDIA MANAGER, DIGITAL REVENUE MEDIA**

## → Maison Miru

Premium jewelry brand, Maison Miru, improved campaign performance when they added Meta Checkout-enabled Shops vs offsite only.

RESULTS:

-  **25%** Improvement in CPA
-  **30%** Improvement in ROAS





Meta platforms have always been foundational to the success of Maison Miru. We wouldn't be where we are without posting organically, cultivating our community of creators, and, of course, reaching our customers through advertising.

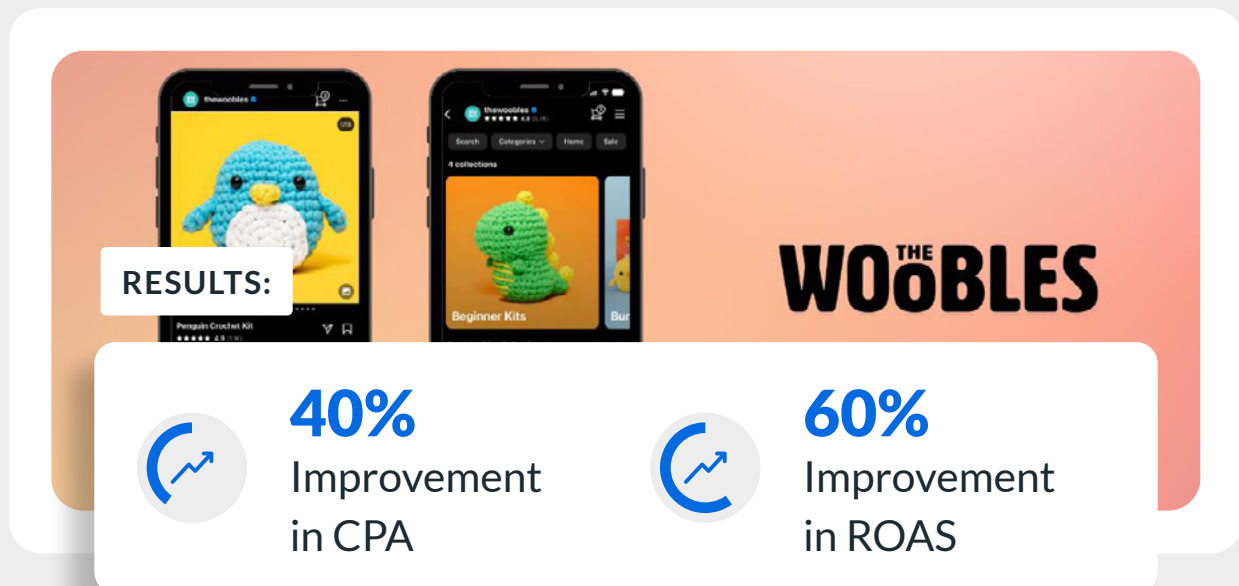
With our checkout-enabled Shop our customers were able to make purchases without ever leaving the app and their purchase journey was enhanced by years of community content contributions. Trying out Shops ads (website + Shop) felt like a no-brainer for us. We're always trying to meet our customers where they want to shop, using website + Shop does that!

“ We saw lower cost per purchase when we started using website + Shop last year compared to website-only campaigns. And we are thrilled to see the results of this latest test! We've already shifted ~40% of our spend to campaigns that use 'website + Shop', and plan to continue heavily investing in using 'website + Shop' within Advantage+ shopping campaigns going forward! ”

**MARK TONKELOWITZ, CO-FOUNDER**

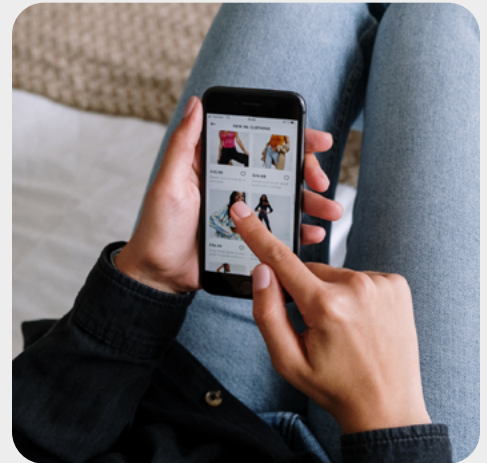
## → The Woobles

The Woobles saw improved big jumps in campaign performance for their stuffed animal learn-to-crochet kits after adding Meta Checkout-enabled Shops to their strategy vs offsite only.



“ Following the impressive results, we saw from the Shops ads (website + Shop) test, we’ve begun to add website + Shop to our evergreen campaigns. We’re seeing that by adding website + Shop, we’re able to scale faster at much lower acquisition costs (we’ve not seen before!) compared to website-only campaigns. ”

**JUSTINE TIU, CO-FOUNDER**



## OK, Your Turn

By now, you’re probably eager to learn how you can leverage Meta Checkout for your business. So let’s switch gears and delve into the practical aspects of implementing Meta Checkout.

In the following section, we’ll walk you through a step-by-step guide on how to incorporate Meta Checkout into your business model and maximize its potential.





## CHAPTER 7

# Unleashing the Power of Meta Checkout – A Merchant’s Guide to Implementation

Meta Checkout offers a ton of benefits, streamlining your business process and enhancing your customer’s shopping experience.

As you begin the process of integrating Meta Checkout, it’s important to note that Meta and GoDataFeed have worked hard to make the process as straightforward as possible, ensuring even small businesses with limited technical knowledge can successfully integrate it. So let’s get to it.

These are the key steps involved in implementing Meta Checkout:

## ① Meeting Commerce Eligibility Requirements

This is the first and foremost step towards setting up Meta Checkout.

A crucial part of the process is ensuring that your business meets the Commerce Eligibility Requirements set by Meta. This includes complying with Meta's policies, being located in a supported market, and demonstrating trustworthiness.

It's possible that some businesses may initially struggle with proving their trustworthiness or pinpointing their exact business representation. Consistency in your online presence, clear communication, and transparent business operations can help you meet these criteria effectively.



### REQUIREMENTS:



Policy compliance



Accurate representation of your business



Being located in a supported market



Demonstrating trustworthiness

## ② Setting Up a Shop on Facebook or Instagram

One of the great things about Meta Checkout is that you can set up your shop on either Facebook or Instagram (or both). These Shops will serve as your digital storefronts across Meta's platforms.

Seasoned Meta advertisers can use their existing Facebook Business Page and Instagram business account.

If you're a new player in the ecommerce field, follow [these instructions for Facebook](#) and [these for Instagram](#). If you face difficulties, there are dozens of other detailed online resources and YouTube tutorials available to guide you through the process.

## ③ **Configuring Checkout Options for Checkout on Facebook and Checkout on Instagram**

Depending on your business model and customer preferences, you can choose the checkout methods for your Shops.

You have the flexibility to enable customers to complete their purchase on your own website, on Facebook or Instagram, or via direct message.

Here are the steps to change your checkout method to Checkout with Facebook and Instagram in Commerce Manager:

- 1 Go to Commerce Manager and select your shop.
- 2 In the left-hand menu, click Settings.
- 3 Click Checkout method.
- 4 Find the checkout method you want to update and click the gear wheel.
- 5 Choose the "Checkout with Facebook and Instagram" option.
- 6 Click Change in the top-right.
- 7 Follow the steps to complete your change.

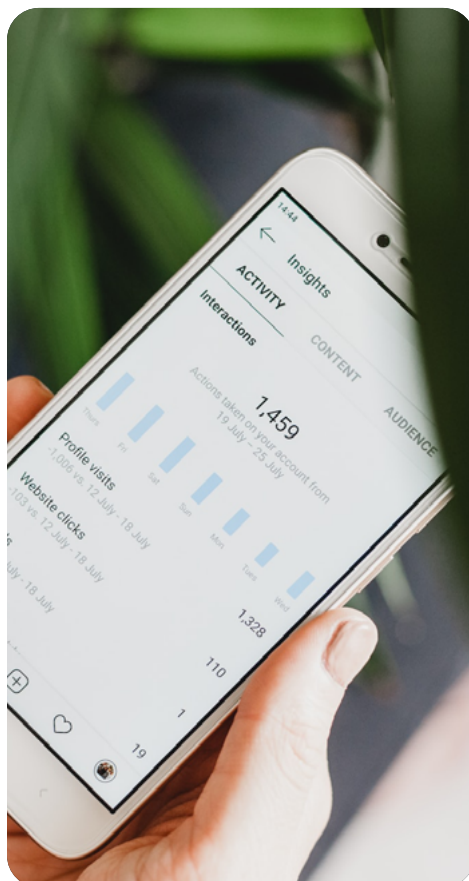
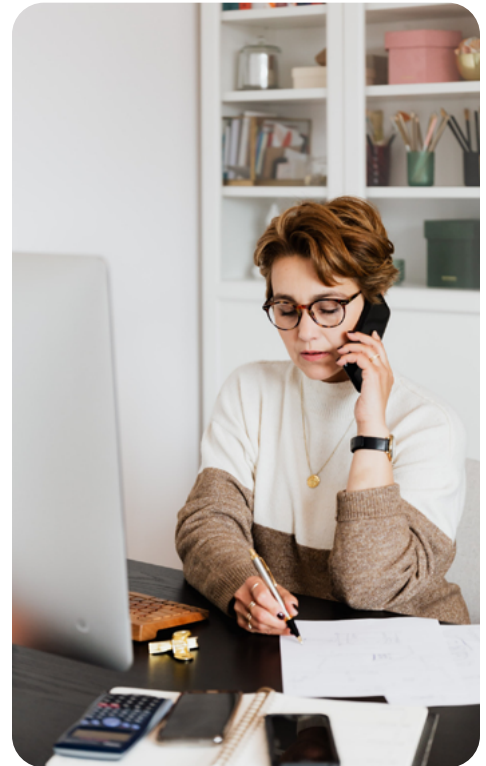
If you're changing your checkout method to Checkout on Facebook and Instagram, you'll need to [provide information about your business](#) to set up your shipping, customer service, and payouts preferences. [Learn more.](#)

## 4 Adherence to Policies

You are required to comply with the Seller Protection, Performance, and Accountability policies as well as Commerce Policies. This ensures a safe and secure shopping experience for your customers.

Adhering to Meta's policies ensures a safe and secure shopping experience for your customers. It might seem tedious to go through all the policies, but it's an essential step.

In case you find it overwhelming, consider seeking legal guidance to ensure compliance.



## 5 Preparing Your Business Information

To set up Meta Checkout, you'll need to provide some specific business information. This might include details such as your business category, bank account details, tax registration number, and more.

It's essential to have all these details at your fingertips to ensure a smooth setup process. If you're unsure about any of these details, it's best to consult with a business advisor or accountant to avoid any errors or delays.

In the end, the goal is to streamline the path for your customers from browsing to purchasing, making it as easy as possible for them to choose your products. While challenges may arise during the implementation process, don't let them deter you. With the right resources and persistence, you'll have Meta Checkout running in no time.



## 6 Connecting Your Catalog to Commerce Manager

After you've successfully set up your business page and chosen your preferred checkout method, it's time to connect your product catalog to the Commerce Manager.

This catalog will host all the items you plan to sell in your shop. While importing your product list into the catalog, it is crucial to ensure that all product details are accurate to avoid any discrepancies. If you already have a product catalog on another platform like Shopify or BigCommerce, you can easily sync it with your Meta shop, making the process even smoother.

For those who don't have an existing catalog, the Commerce Manager will create one automatically, where you can add your items later.

## Getting Help

If you encounter any technical issues during this process, reaching out to Meta's support team or refer to their **detailed help guides**.

[GET GUIDES](#)



# About Us

At GoDataFeed, we work daily to solve the most common problem facing ecommerce: Bad data.

Everywhere we look we see it. Product listings on the most popular shopping engines and marketplaces wasting impressions, wasting ad spend, wasting a good opportunity to make a sale. Incomplete data feeds, missing attributes, poorly structured titles, ineffectual descriptions. All of it costing advertisers potential shoppers — and in some cases, derailing their entire business.

GoDataFeed's cloud-based suite of product information management and distribution technology removes roadblocks to valid product feeds, enhances product data and streamlines how you publish products on ecommerce channels like Google, Amazon, and Facebook.

[SEE A DEMO](#)







***Bryan Falla** is a seasoned content marketing director with a rich background in journalism and creative writing. Over the past decade, he has empowered hundreds of retailers and brands to thrive in ecommerce marketing. A prolific writer, Bryan has penned over 1M words in marketing thought leadership through blogs, editorials, ebooks, and video content.*

# References

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- 2 [Checkout Methods and Eligibility Requirements](#)
- 3 [Checkout methods for Facebook and Instagram by Meta](#)
- 4 [Facebook Shops Forces Onsite Checkout & Ends Fee Waiver](#)
- 5 [Instagram and Facebook will force their checkout experience on Shops soon](#)
- 6 [Social Commerce Trending Higher for Consumer Conversions](#)
- 7 [Key Social Commerce Statistics You Should Know in 2023](#)
- 8 [Social commerce: The future of how consumers interact with brands](#)
- 9 [The Difference Between Social Commerce and Ecommerce](#)
- 10 [Common UX problems with ecommerce and how to avoid them](#)