

MARKETING

Facebook launches interactive features for brands

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Facebook advertisers can now ask users interactive questions. Image credit: Facebook

By STAFF REPORTS

Social network Facebook is encouraging brands to be more playful in how they engage with consumers by introducing new advertising capabilities.

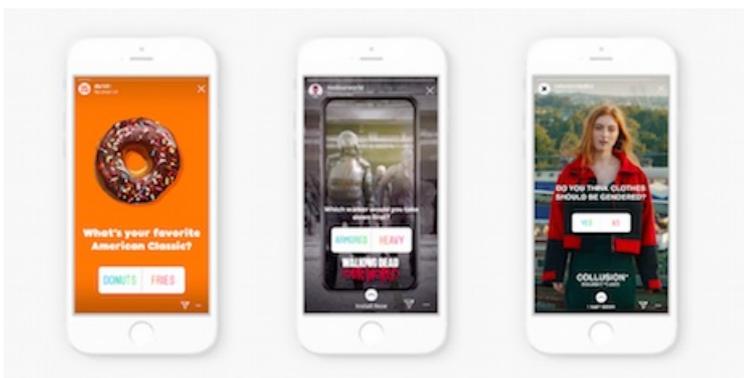
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The new options include video poll and augmented reality ads. As Facebook gives consumers more control over their personal data, the company is compensating by experimenting with other options for brands to interact with followers.

Facebook features

After the success of poll stickers on Instagram Stories ads ([see story](#)), Facebook is introducing the same offering to its primary platform. According to the social network's findings, poll ads have increased brand awareness and conversions.

Through these interactive questions, brands can ask consumers about their preferences among certain activities or products. For instance, a beauty brand can ask followers if they would rather splurge on mascara or lipstick.



Poll questions on Instagram. Image credit: Instagram

With social media users gravitating to augmented reality face filters and animation, Facebook is also expanding AR ads. In the United States alone, Facebook reports that more than 60 percent of users have tried an AR experience created by a brand.

Open beta for Facebook's AR Ads will begin worldwide this fall.

Advertisers will also be able to use Facebook's Creative Shop to create playable games. These branded games can encourage downloads and even purchases.

These new releases are among Facebook's strategies to encourage interactive advertising.

Facebook recently gave advertisers more tools to engage with potential clients via Messenger.

Launched on Aug. 29, a lead generation capability for Facebook Messenger lets brands link the ads to an automated chat, sending those who click into a conversation. Through the natural progression of the interaction, companies are able to learn more about individuals who showed an interest, and they can then integrate that data into their customer relationship management ([see story](#)).

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