

Tips to Guide Your Online Shopping

We're working hard to ensure advertisers on Facebook provide great customer experiences. Use the tips below to help you identify credible businesses and purchase with confidence.

Product quality

Make sure that the business is crystal clear about the product being offered. While it may be difficult to judge product quality online, there are a few things you should look out for before making a purchase.



GOOD SIGNS:

 <p>Clear photography</p> <p>Clear photography of the product, preferably in multiple images</p>	 <p>Exact dimensions</p> <p>Exact dimensions of the product are provided</p>	 <p>Size chart</p> <p>A size chart is provided that is relevant for buyers from different countries, such as US vs EU shoe sizing</p>
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WARNING SIGN:

An advertiser that relies on blurred, selfie or computer generated product images

Shipping

Look for advertisers to provide shipping costs and delivery times upfront.



GOOD SIGNS:

 <p>Clear shipping time</p> <p>Door-to-door shipping time is clearly conveyed on either the product page or during checkout</p>	 <p>Tracking</p> <p>Company clearly discloses whether tracking will be available</p>
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WARNING SIGN:


Be wary of businesses who only list "dispatch time," which is different than shipping time

Customer service

Sellers should provide clear customer service commitments.



GOOD SIGNS:

 <p>Clear policy</p> <p>A clearly stated return policy and time frame for returns or exchanges is provided</p>	 <p>Free returns</p> <p>Returns include free return shipping</p>
 <p>Contact us</p> <p>The seller provides options to contact them if any issues occur</p>	 <p>No restocking fee</p> <p>No restocking fee is charged for returned items</p>



WARNING SIGN:

Keep in mind that while international shippers will often offer "free refunds," the cost to return an internationally shipped item may be more than the price of the product