

ROAS IS KILLING YOUR GROWTH

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**BRENDAN
& BETH**

..I hit rock
bottom

Wolfgang Bites: Watch - The Most Important Digital Marketing KPI



The image shows a YouTube video player interface. At the top, the video title is "Wolfgang Bites: The Most Important Digital Marketing KPI". The channel name "Wolfgang Bites" is visible on the left, and "Watch later" and "Share" buttons are on the right. The video content features a man with a beard wearing a plaid shirt, standing against a teal background. Large white text overlaid on the video reads "RETURN ON AD SPEND". In the bottom left corner of the video frame, there is a "MORE VIDEOS" button. The bottom of the player shows the video progress bar at 0:34 / 2:46, with the subtitle "Optimizing for business outcomes". Standard YouTube controls for play, volume, closed captions, settings, and full screen are also visible.







CFO's Love ROAS







All agencies want to drive growth...

"We help our clients achieve exponential growth through data-driven strategies"

"Our goal is to drive growth and revenue for your business through customised digital marketing solutions"

"We specialise in growth marketing strategies"

"The growth experts"

OUR
MISSION

Exceptional Digital Marketing
Driving
Extraordinary Business Growth



This is what Google looked like...



Google dresses

Web Images Videos News More Search tools

About 129,000,000 results (0.16 seconds)

SS14 Dresses Collection - ASOS.com
Ad www.asos.com/Dresses
Stylish Dresses for All Occasions. Free Delivery to Ireland. Shop Now!
Dresses for Weddings - Stylish Summer Dress - Free Delivery to Ireland

Missguided Dresses - Missguided.eu
Ad www.missguided.eu/Dresses
100+ New Styles Every Week! Shop Online at Missguided Now.

New Season Dresses - HouseofFraser.co.uk
Ad www.houseoffraser.co.uk/Dresses
Shop For Your Designer Dress Online Today With Free In-Store Delivery!
Up to 30% off Dresses - Coast Dresses - Phase Eight Dresses - Dresses New In

Dresses Online | Dress Shop & Womens Fashion & Clothing ...
www.dresses.ie/
Buy Dresses Online from Ireland's favourite women's fashion, clothing & online dress store. See our range of maxi, cocktail, party dresses and more.
Just Arrived Dresses - Wedding Guest Dresses - Dresses on Sale - Dress Shop

Dresses | Party, Evening and Maxi Dresses | boohoo
www.boohoo.com > Clothing > Dresses
Check out boohoo's range of dresses, which includes party, evening and maxi dresses for every occasion.

Dresses | Shop Dresses at Littlewoodsireland.ie
www.littlewoodsireland.ie > Women
★★★★★ Rating: 3.9 - 6,567 reviews - €5.00 to €629.00
Results 1 - 12 - Dresses from all of your favourite brands. Buy today and spread the

Ads

Formal Dresses On Sale
www.jjshouse.com/FormalDresses
Classy, Modern, Every Style, Color, Size 2-26W/Custom, for Under €89.

Formal Dresses Online
www.dressfirst.com/EveningDresses
Huge Selection Of Evening Dresses
Weekly Deal w/ 55% Off, Buy Today!

New Dresses Online
www.littlewoodsireland.ie/Dresses
Spread The Cost on a Great Range of Dresses with Free Delivery!

Dresses At George
www.asda.com/George
ASDA George Now Deliver To Ireland.
100 Day Satisfaction Guarantee!

Dresses at Simply Be
www.simplybe.ie/Gorgeous_Dresses
Latest Fashion at Low Prices
In Sizes 14-32 & Free Returns!

New Season Dresses
www.boohoo.com/
Gorgeous New Season boohoo Dresses



This is what it looks like now...

Google

dresses

All Shopping Images Videos News More Tools View in Google Trends

About 5,340,000,000 results (0.51 seconds)

Ads · Shop dresses

€14.00 SHEIN +€6.90 delivery	€219.00 Phase Eight +€10.00 deliv... ★★★★★ (31)	€12.00 SHEIN +€6.90 delivery	€340.00 Reformation Free delivery	€75.00 SilkFred +€7.70 delivery	€603.00 DVF Official Free delivery	€169.00 Phase Eight +€10.00 deliv... ★★★★★ (4)	€109.00 Whistles UK +€10.00 deliv... ★★★★★ (12)	€255.00 Ted Baker Free delivery	€4 St- +€
By Google	By Kelkoo	By Google	By Google	By Google	By Google	By Kelkoo	By Google	By Google	By

Top stories

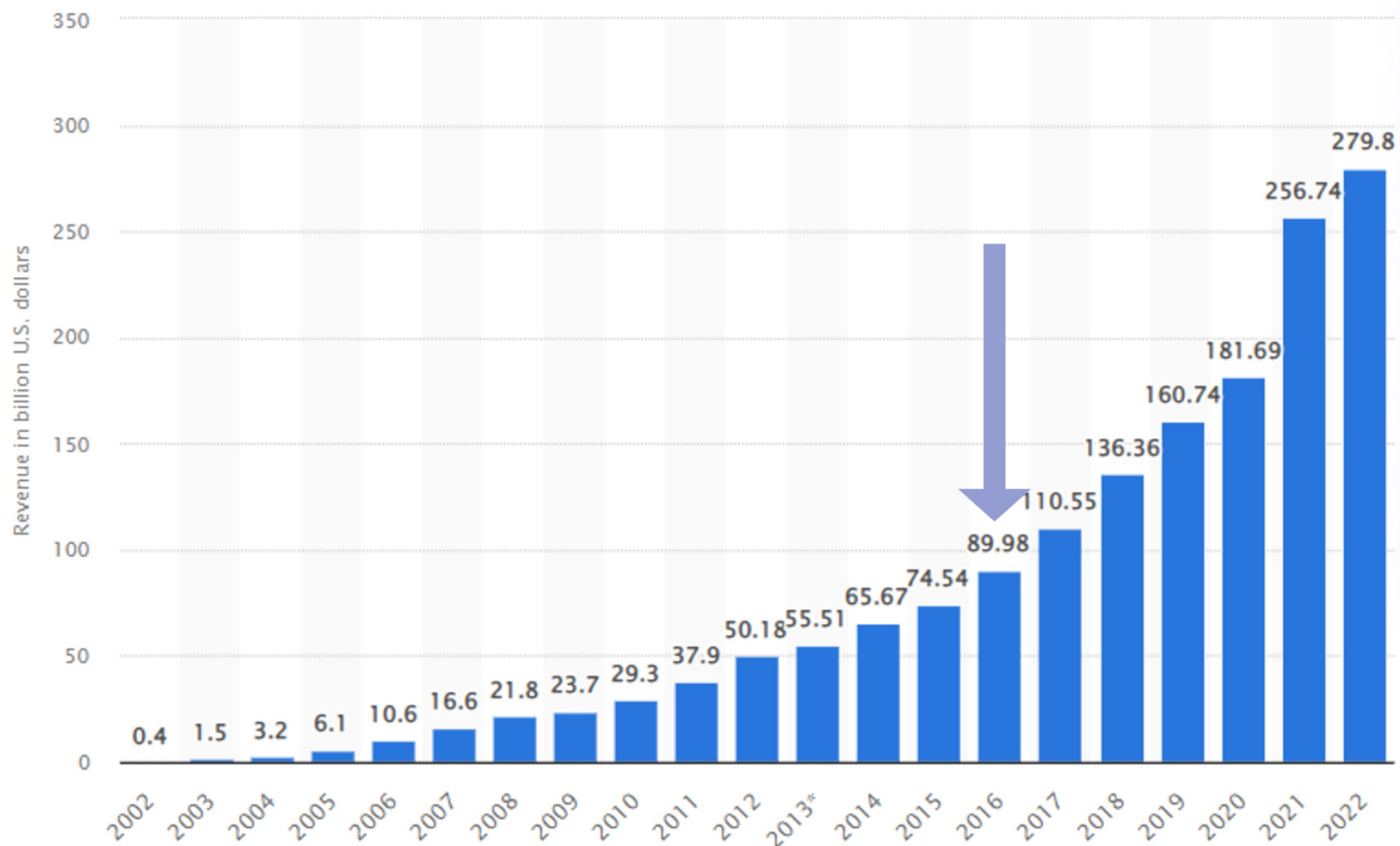
 I bought loads of party dresses from Shein in a 1XL – here's how they looked o... 3 hours ago	 Maura Higgins slammed for 'inappropriate dress' complaints by Lady Victori... 1 day ago
 Princess Beatrice looks	 I tried three Dunnes Stores

See results about

- Dress
Garment
- Clothing
Clothing are items worn on the body. Typically, clothing is ...



Paid search has matured...





● best
Search term

+ Compare

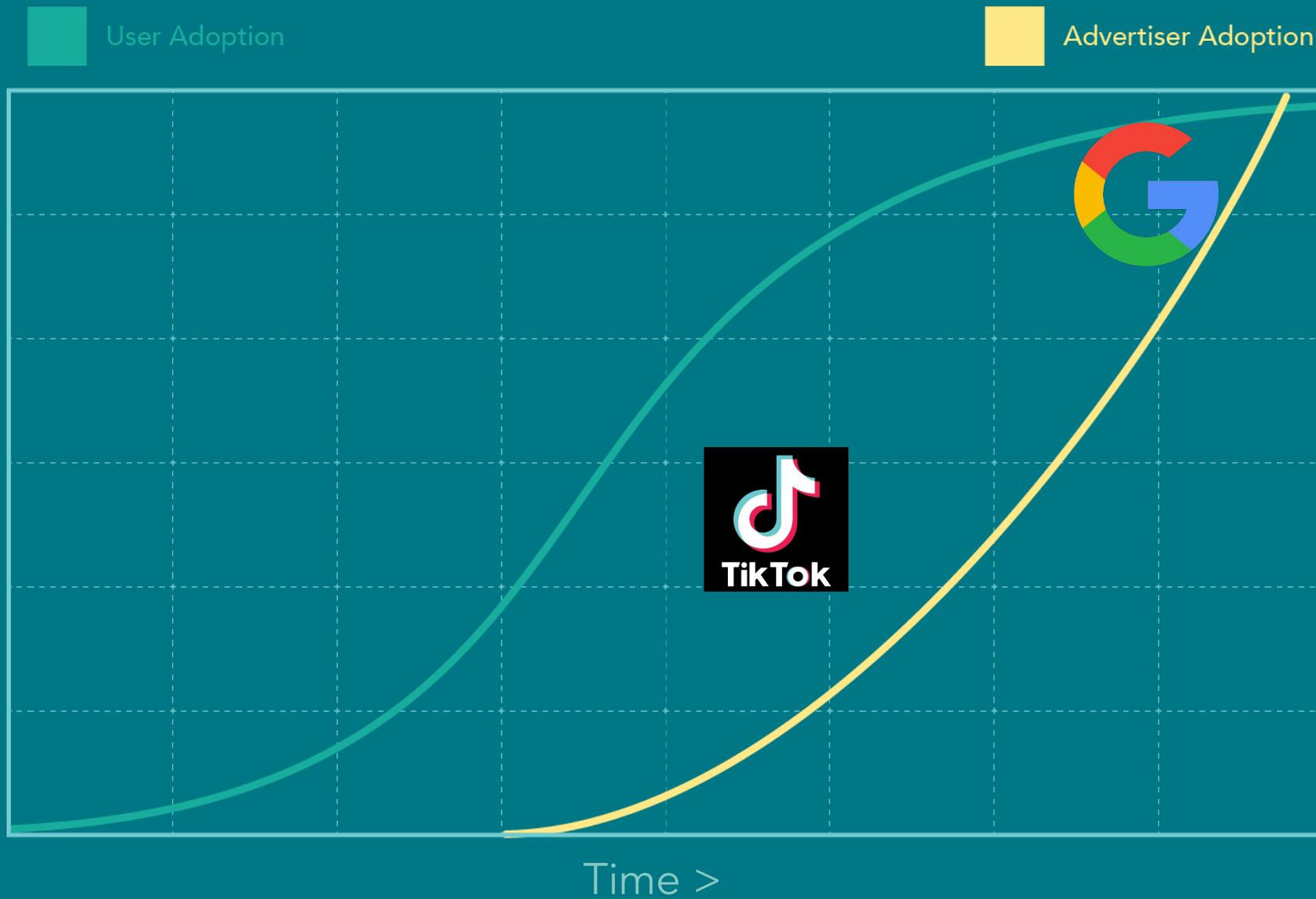
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾

Interest over time ?



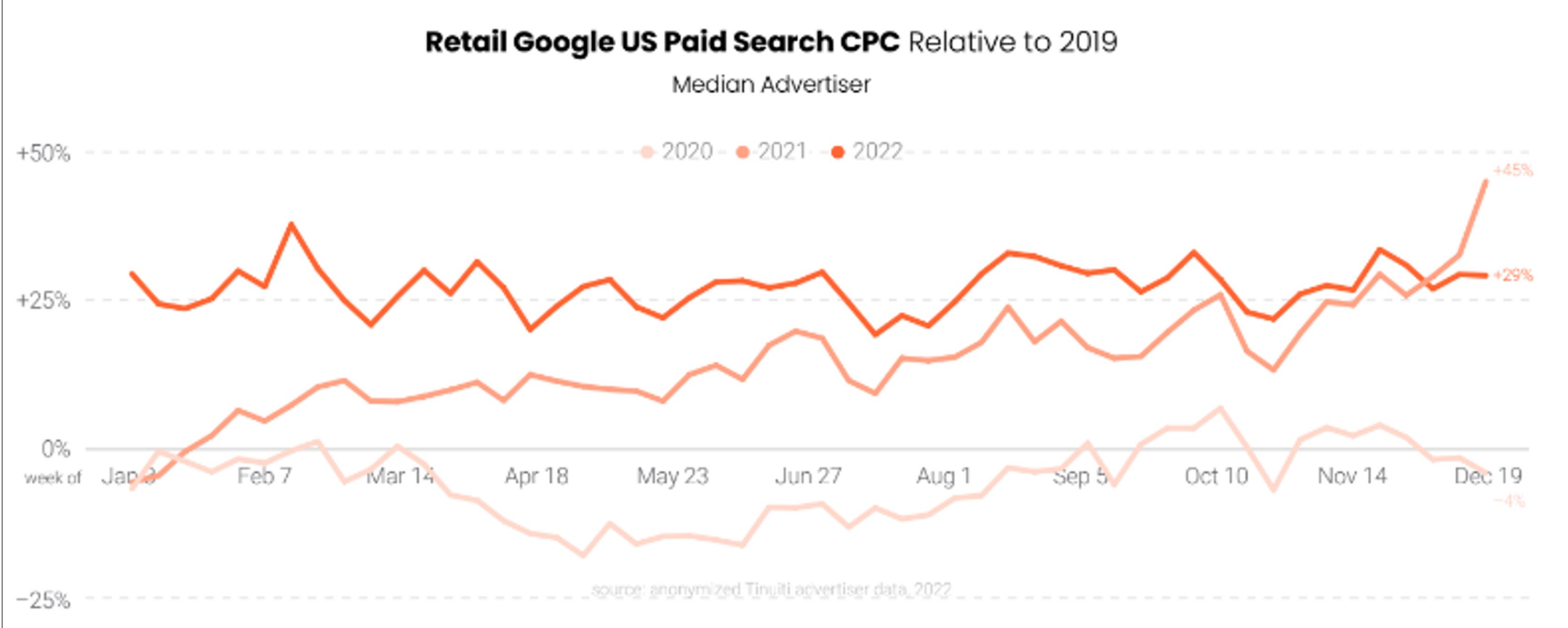


Ad Supported Platform Growth





And this is in line with wider industry trends



Source: Tinuiti



Looking at the Wolfgang Data Set ...

Ad Type	CPC Vs 2019
Search	+20%
Shopping	+38%



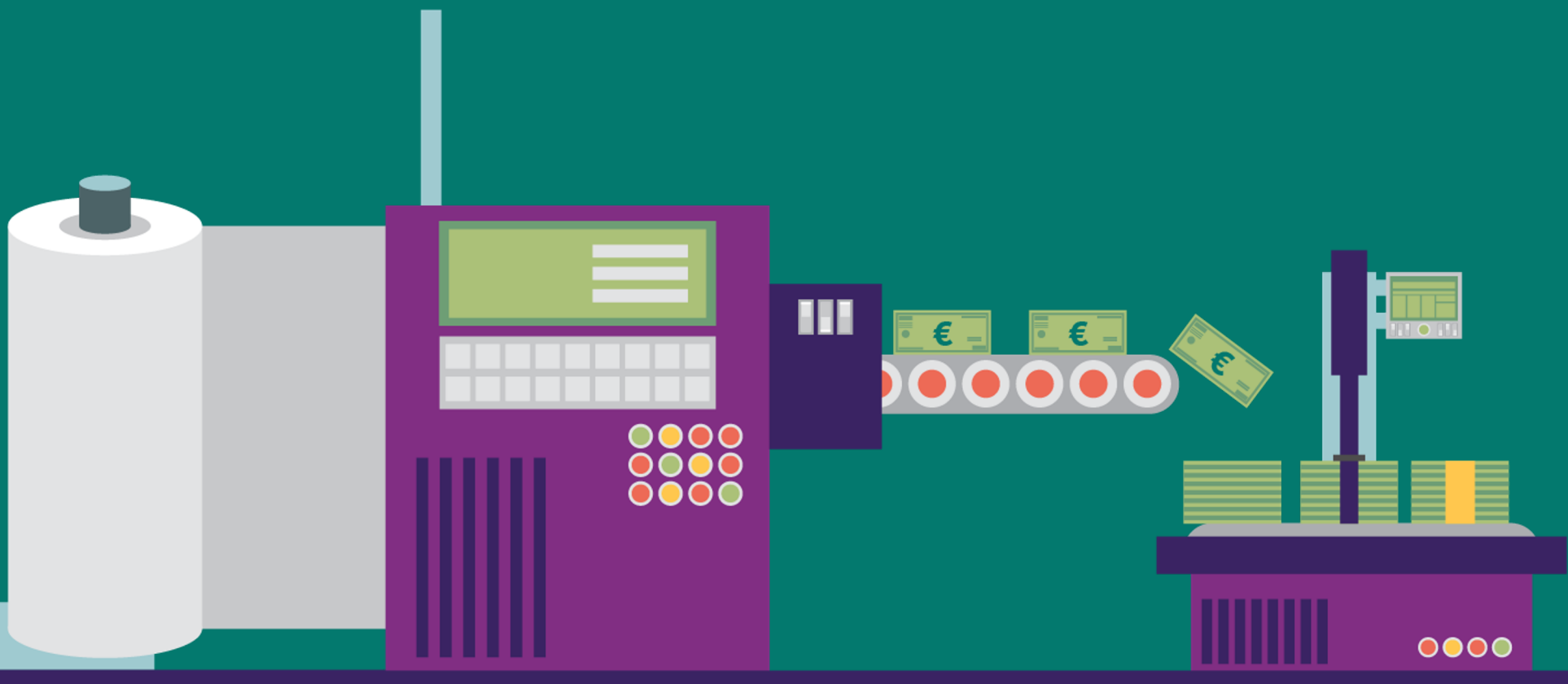
How does this impact ROAS?



ROAS = Revenue / Investment



CFO's Love ROAS





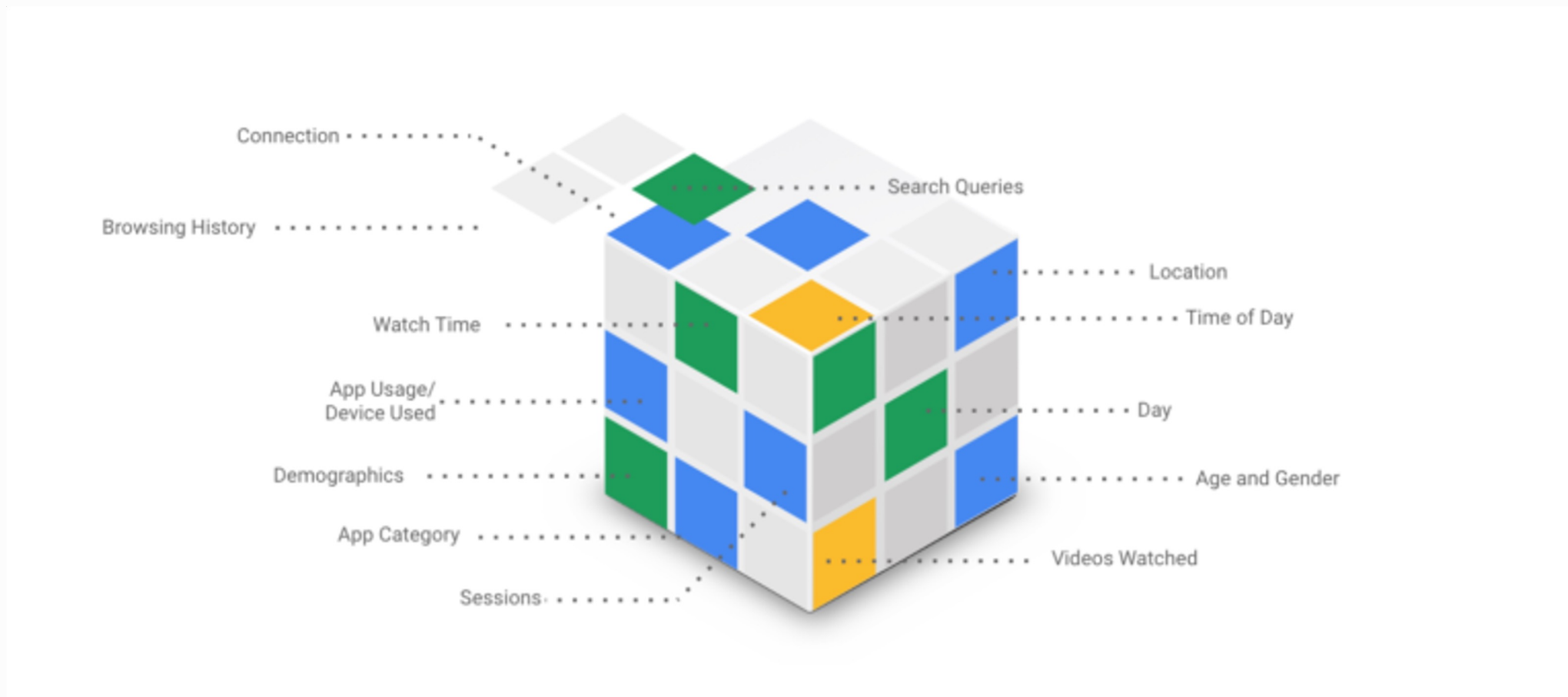
$ROAS = \text{Revenue} / \text{Investment}$



$\text{Revenue} = ROAS \times \text{Investment}$



We're actually talking about Target ROAS - SMART Bidding

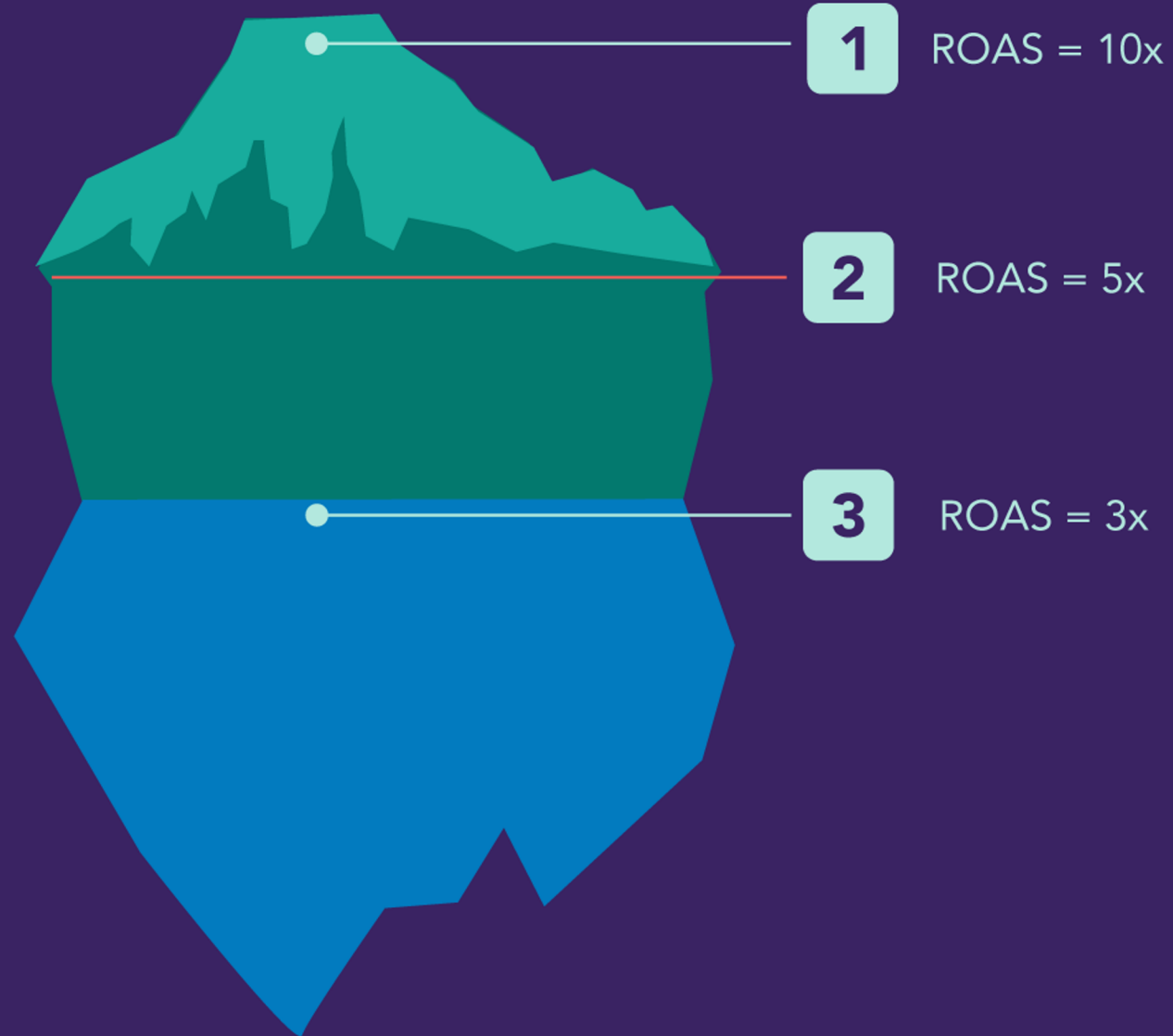


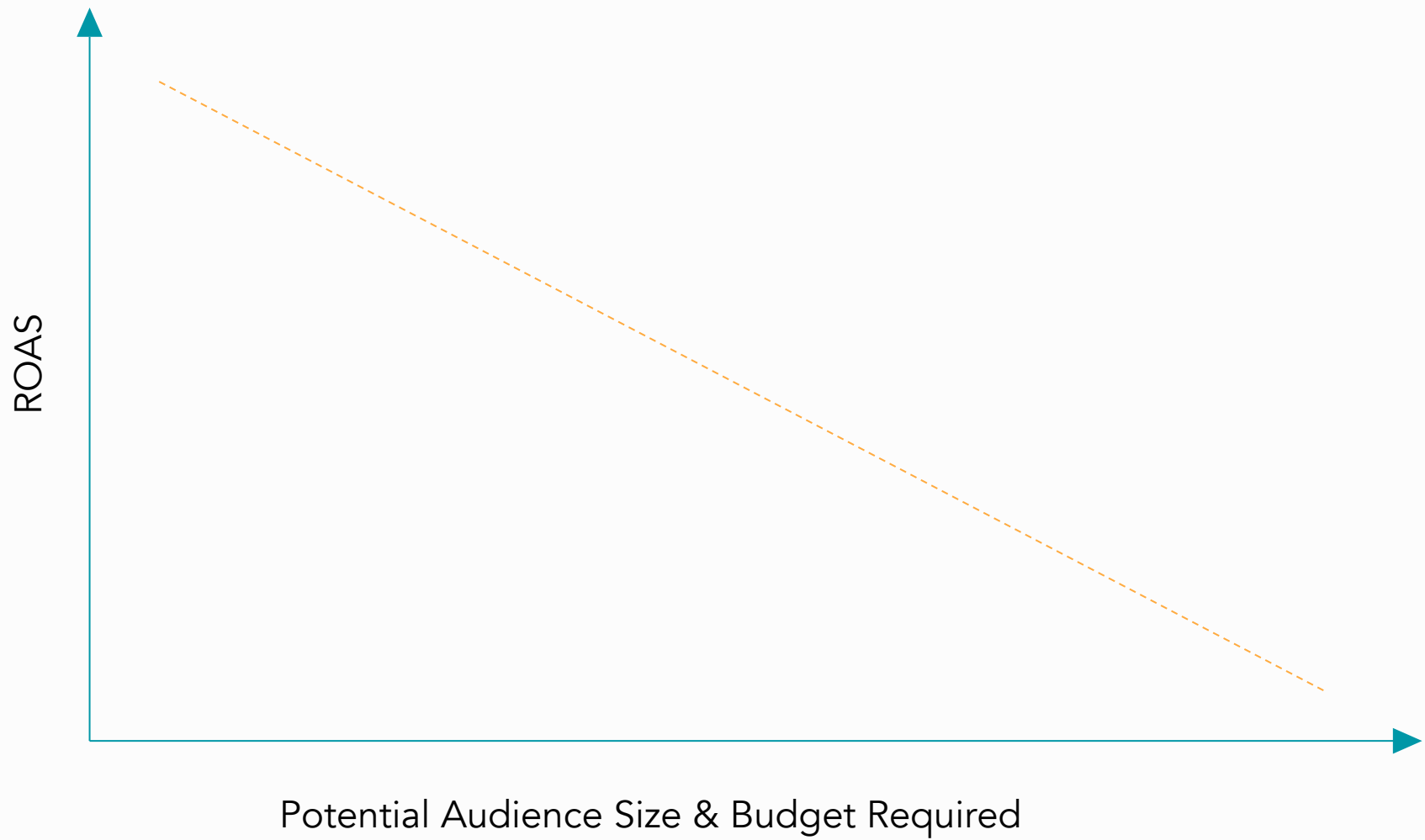


Google's Machine Learning then assesses the size of the audience likely to make a purchases and focuses in on the portion of that audience most likely to deliver on the target ROAS .



ROAS limits that we set, determine how much of the iceberg we can capture.









Simply targeting the same ROAS YoY
can stifle growth...



Goodhart's Law

When a measure becomes a target, it ceases to be a good measure

Source: Charles Goodhart, *Problems of Monetary Management: The U.K. Experience* (1981)



Effectiveness = Efficiency + Growth

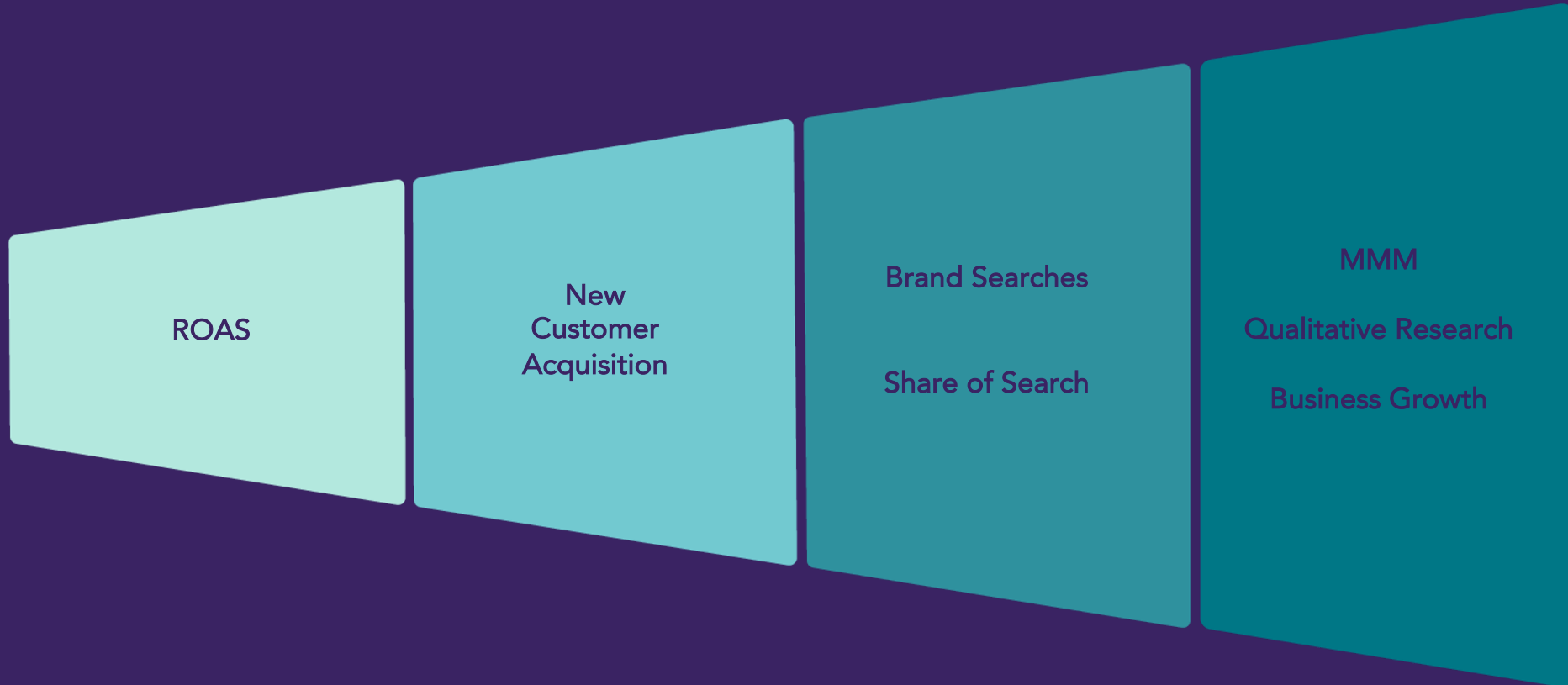
Extending our view of performance ...



Timeframe



Efficiency



Growth



Case Study



'Best Local Campaign (PPC) (Large)'



'Most Innovative Campaign - PPC (Large)'



**ROAS
above 12**



From Efficiency to Growth!

Grow business by **+15% YoY** in 2022

Online to drive **>20%**

#1

Relaxed ROAS target
to 7

#2

Win market share off
Ireland's biggest
sports retailer



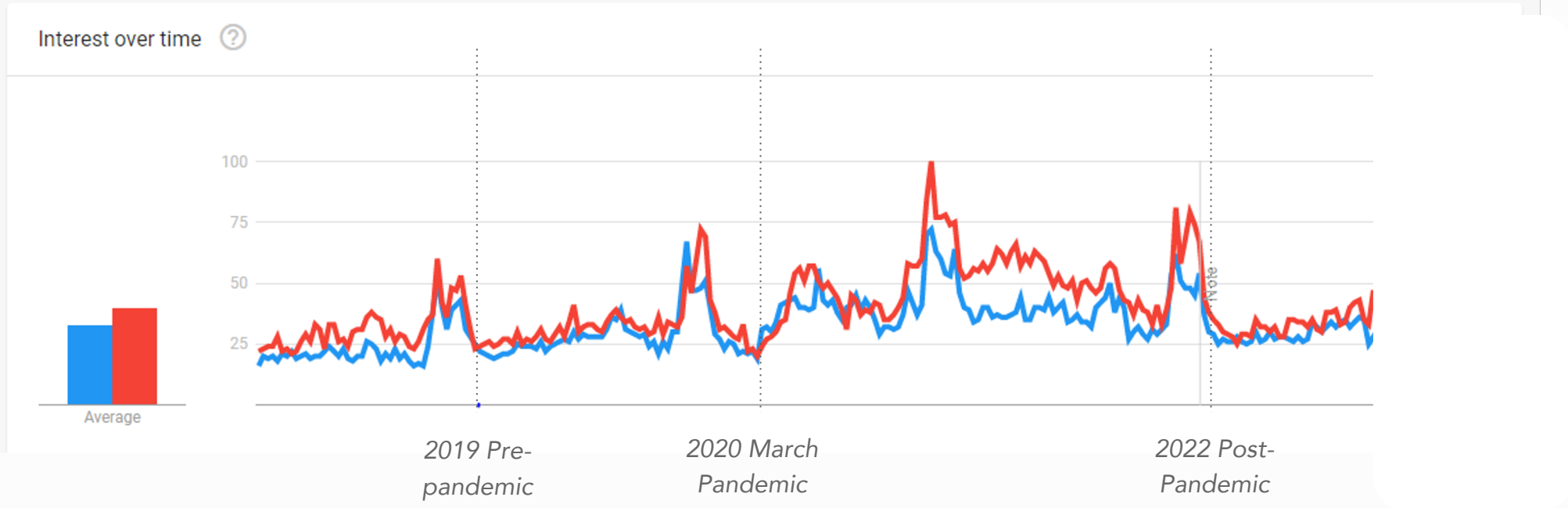
Lifestyle Sports were go-to sports brand in Ireland (58% share of search)

● Intersport Elverys
Clothes company

● Life Style Sports
Retail company

+ Add comparison

Ireland ▼ Past 5 years ▼ All categories ▼ Web Search ▼





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Relaxed ROAS target
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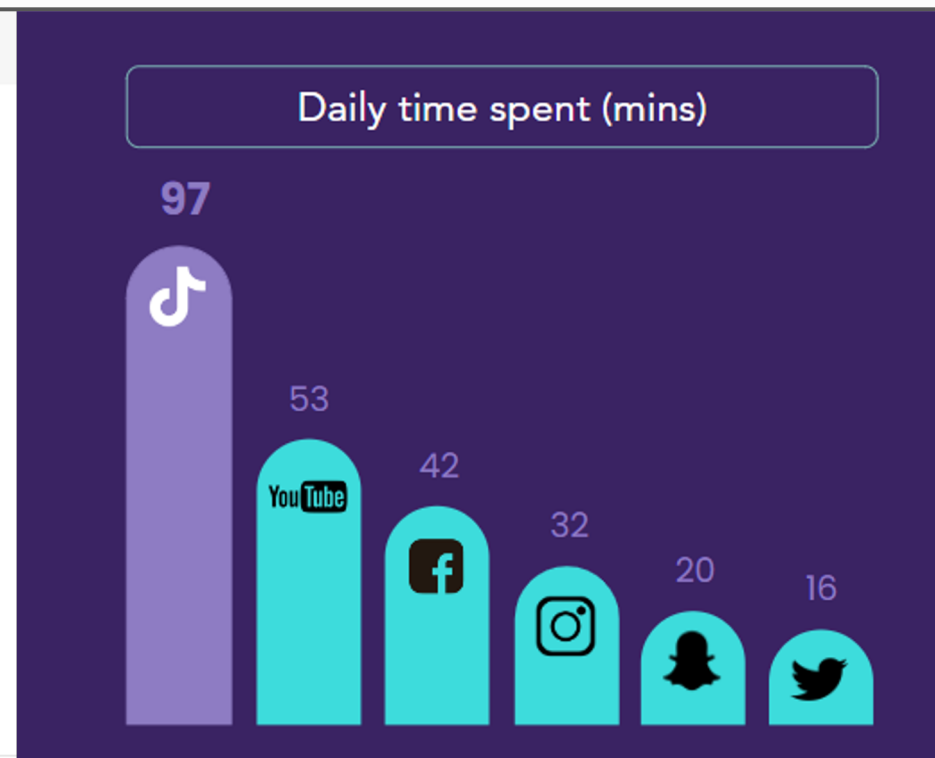
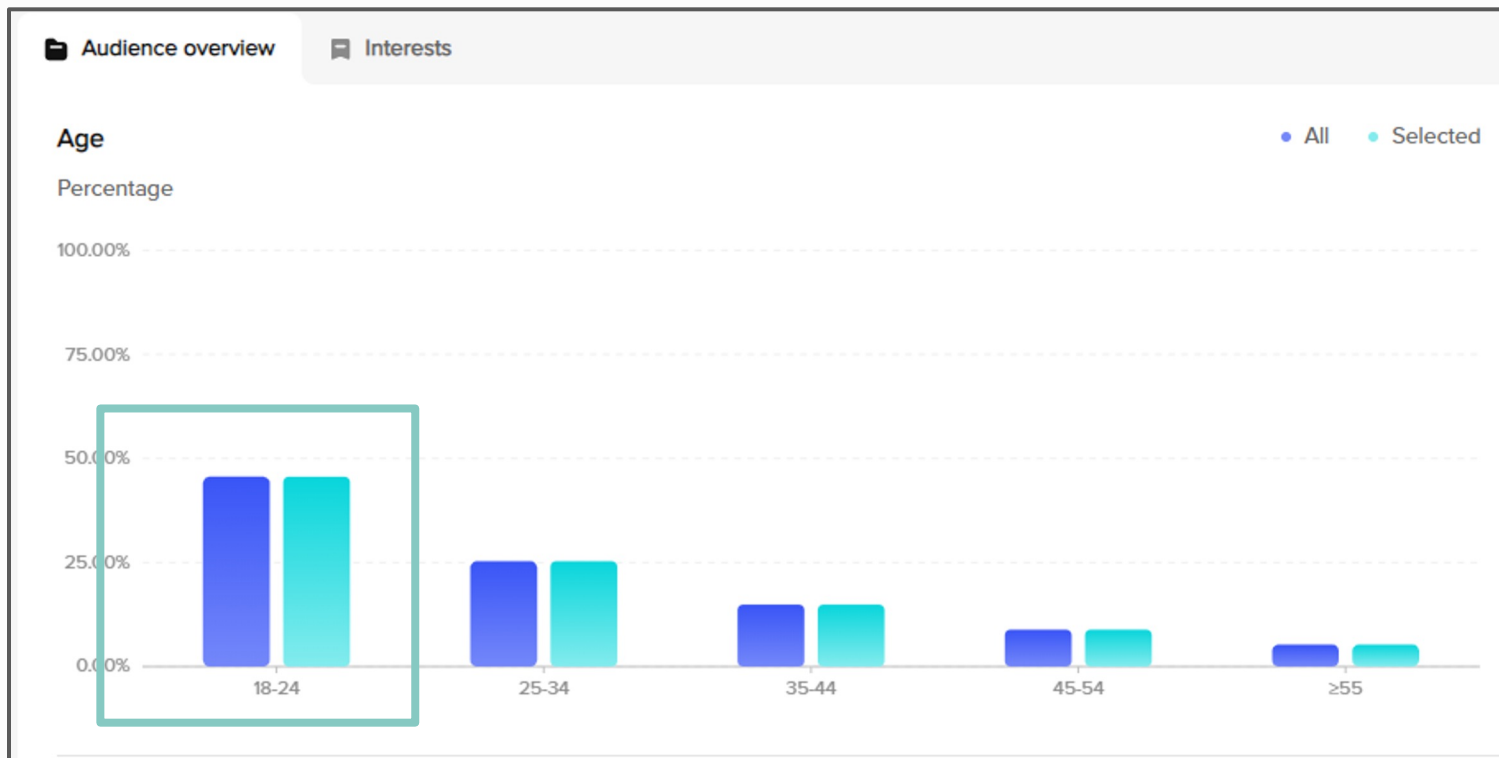
Win market share off
Ireland's biggest
sports retailer

#3

New customer growth
18-24 online revenue
contribution **>10%**

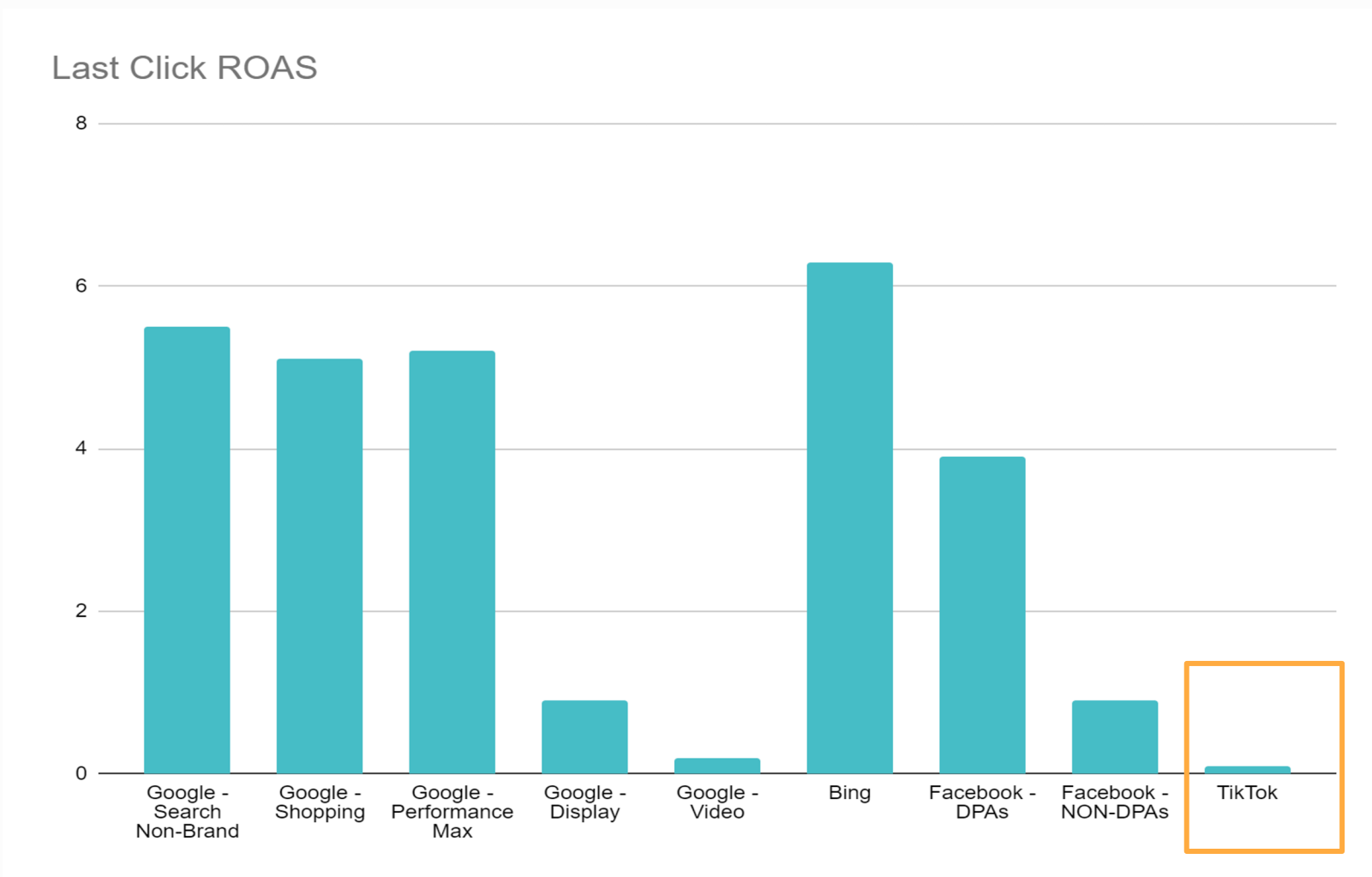


TikTok was where this audience were.



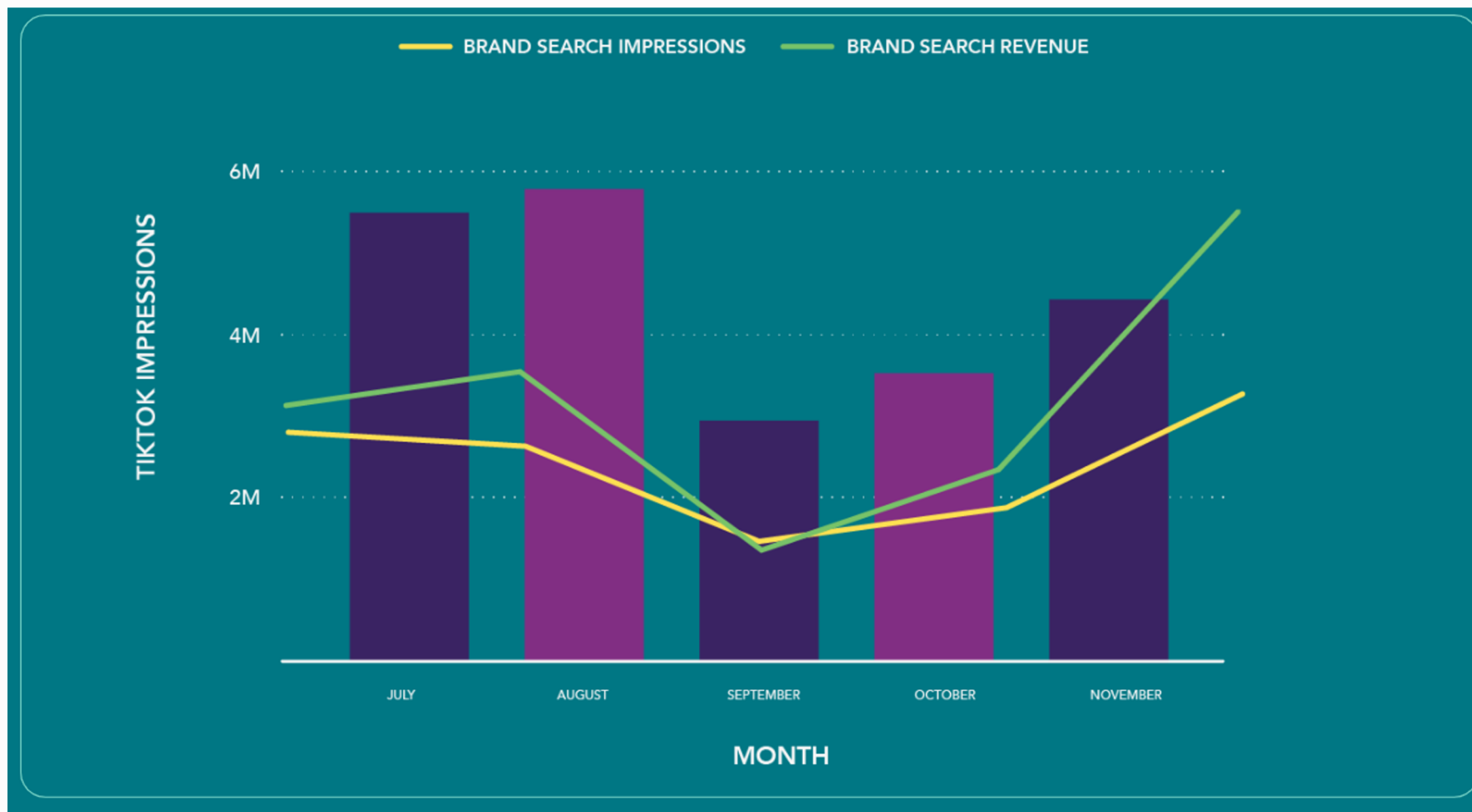


But Tik Tok had the lowest last-click ROAS.



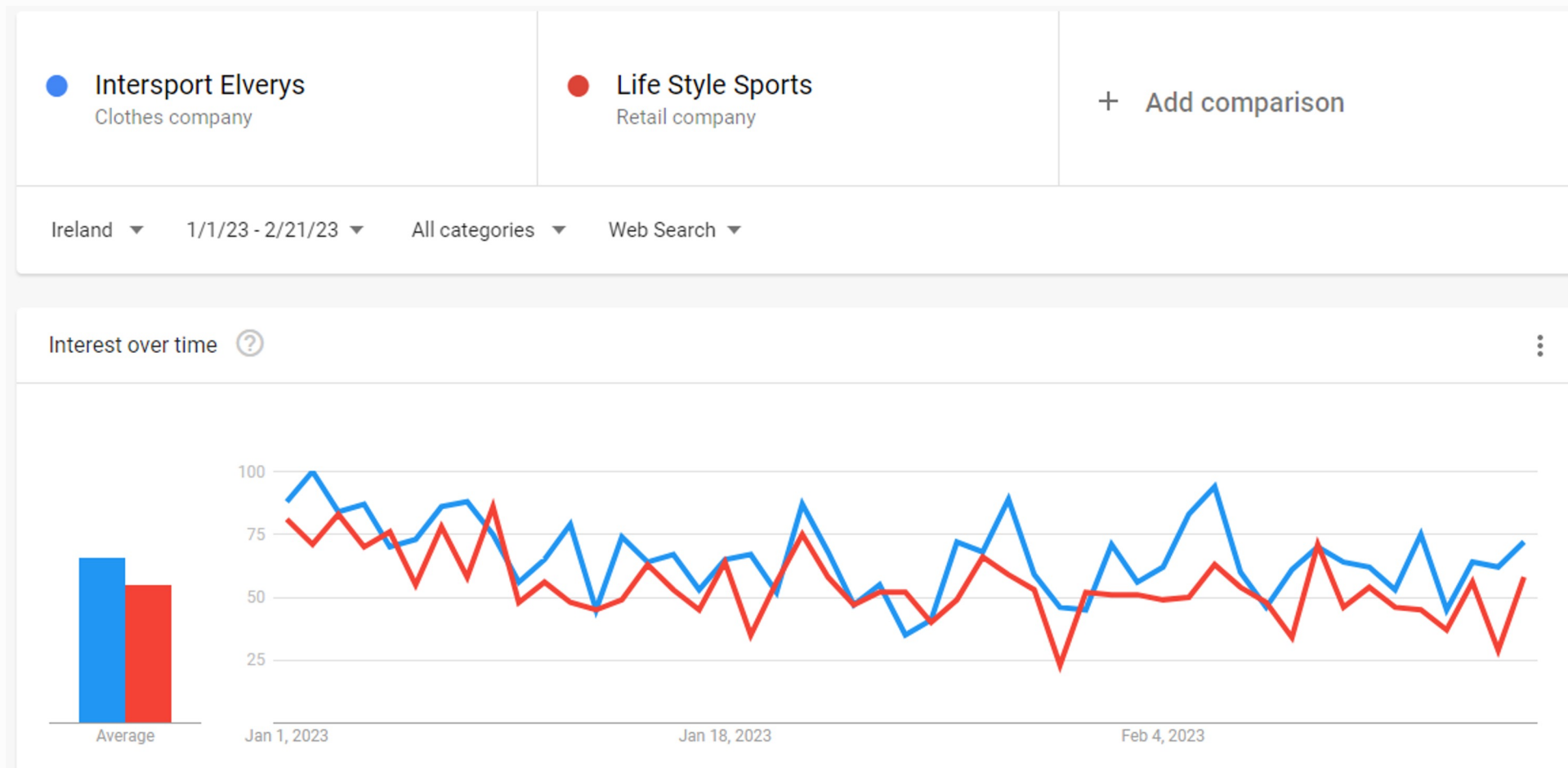


TikTok's impact on branded search





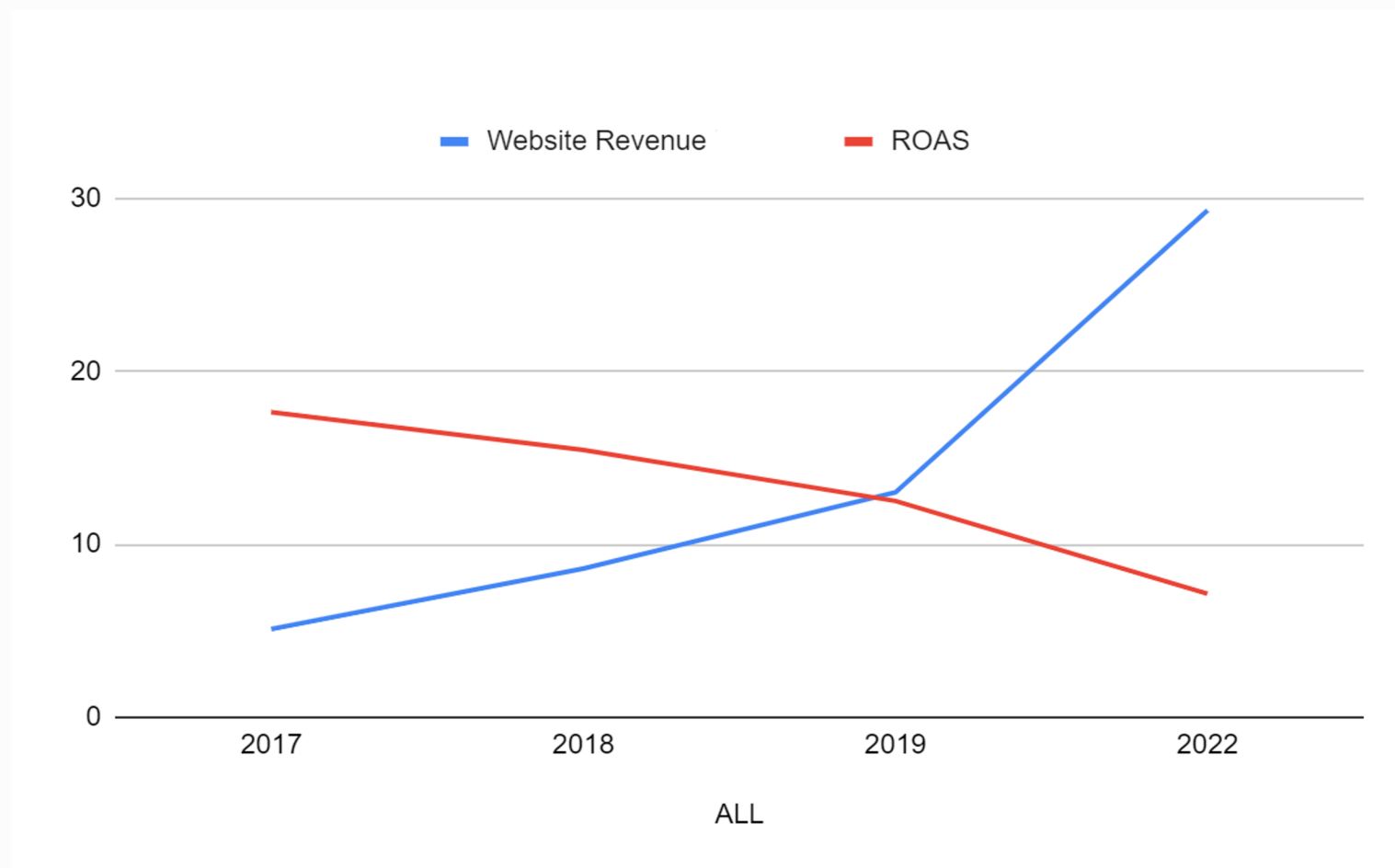
Share of search grew to 55%





Grow business by +15% YoY in 2022 (+18% achieved)

Online to drive >20% (>25% achieved)



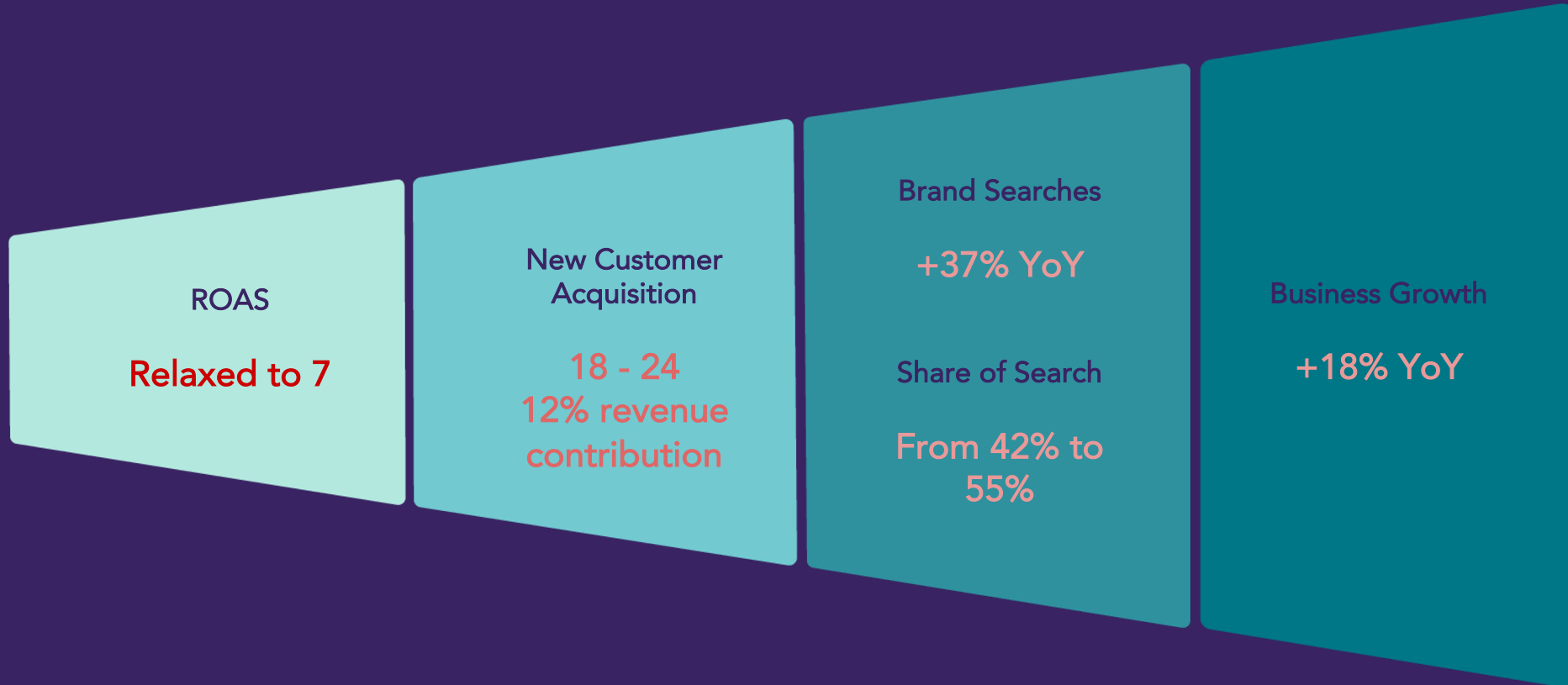
Extending our view of performance



Timeframe



Efficiency



Growth



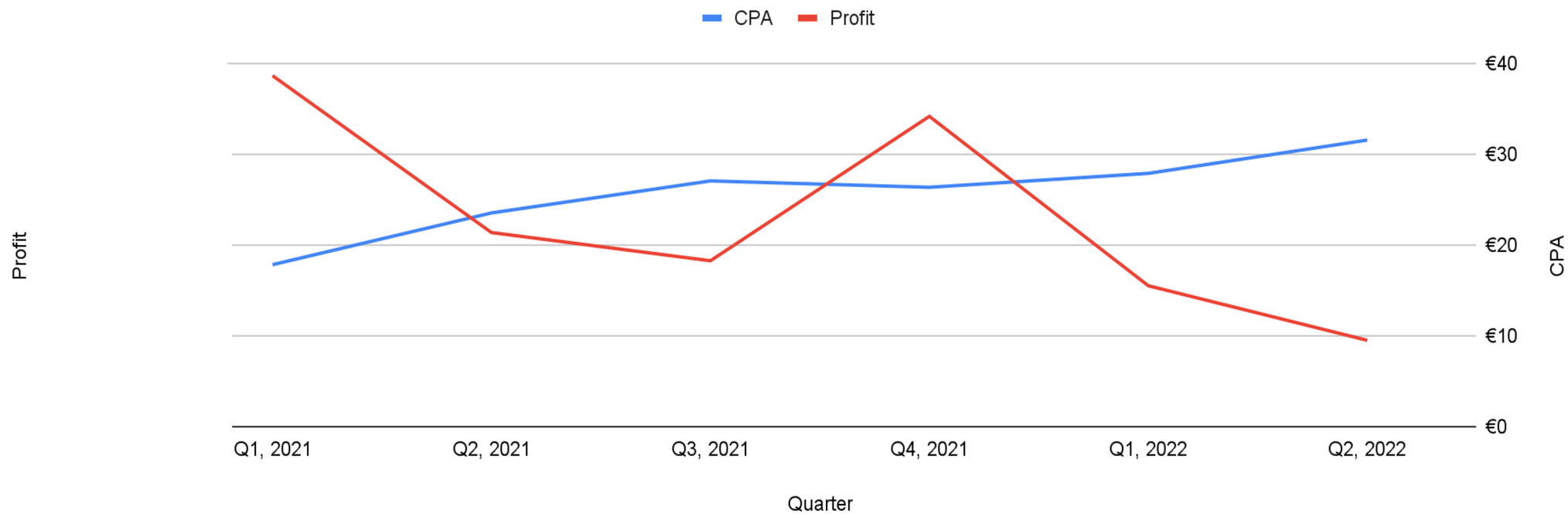
Case Study





Profits were in decline early 2022

Recent Trajectory - Profit vs. CPA





Q4 2022 Objectives

#1

Grow profit by 15%
YoY

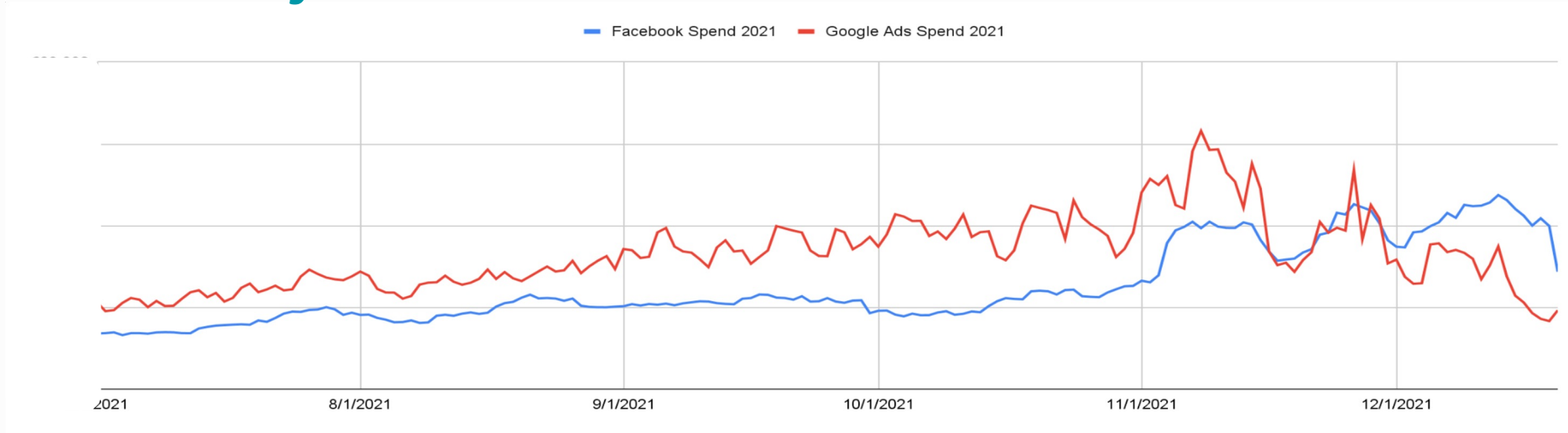
#2

Maintain new customer
growth

From Efficiency....

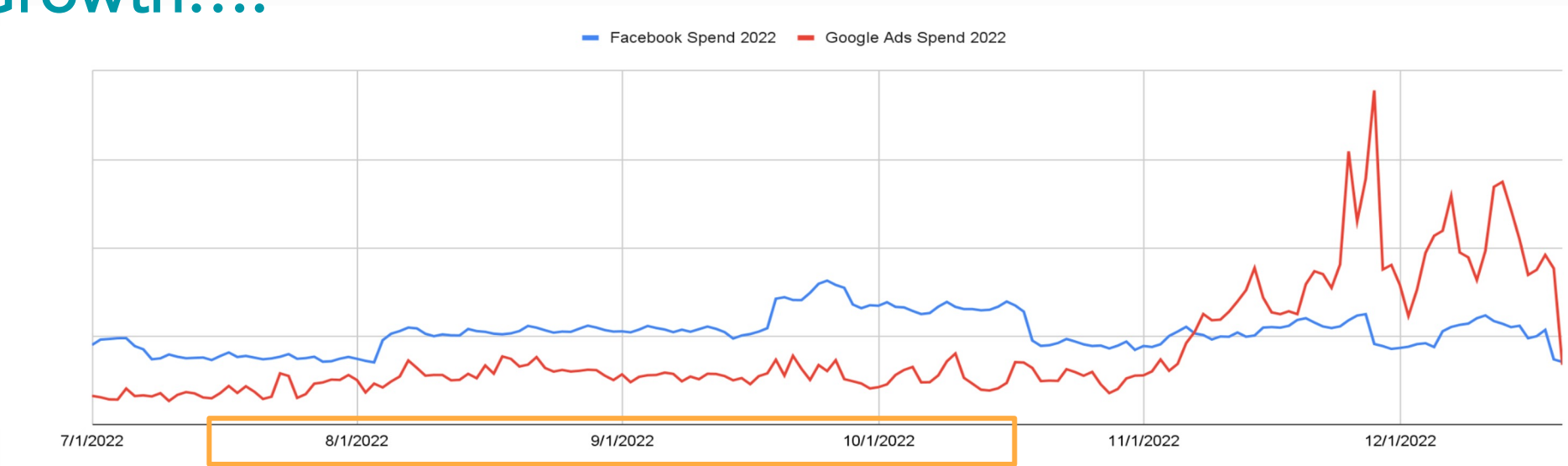


2021



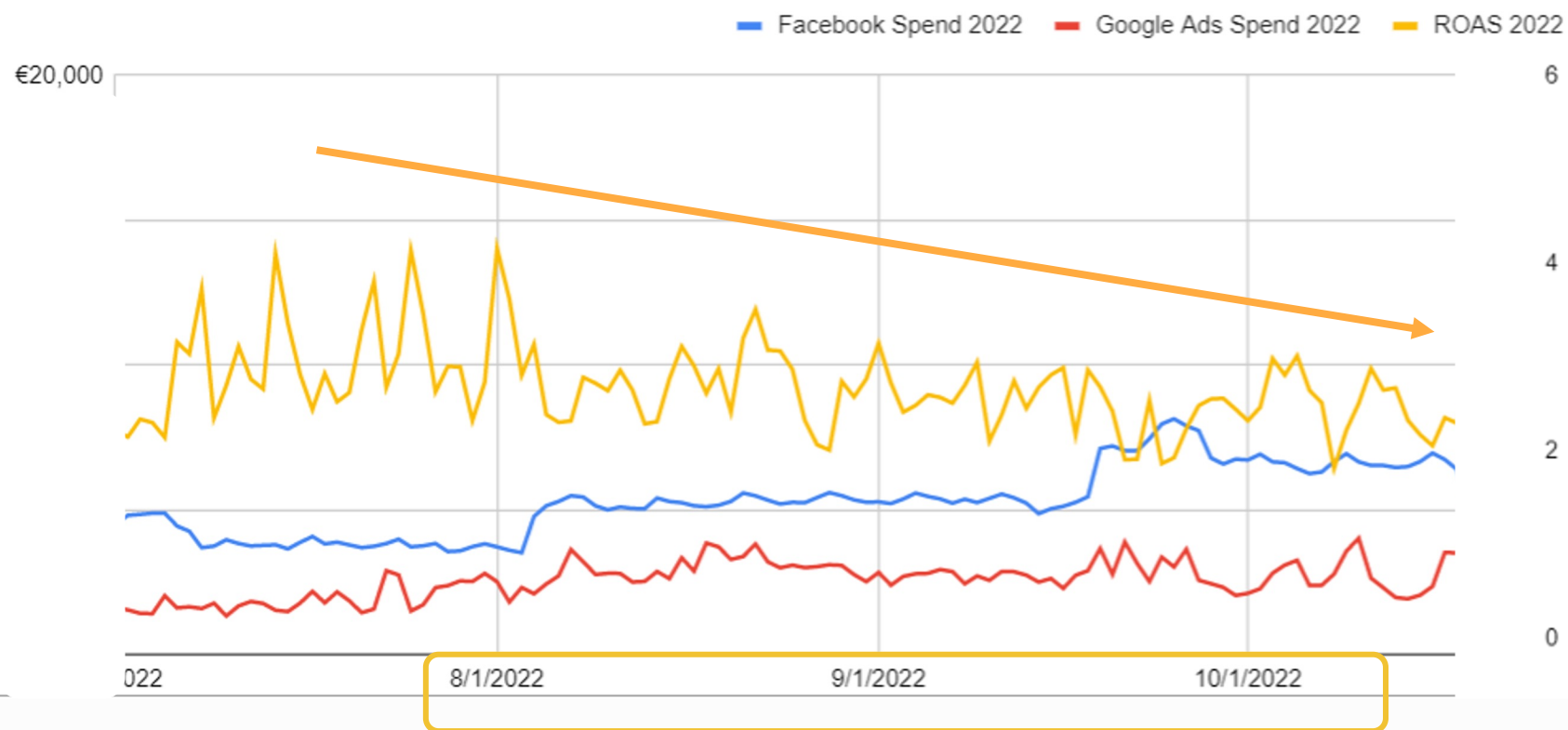
To Growth....

2022



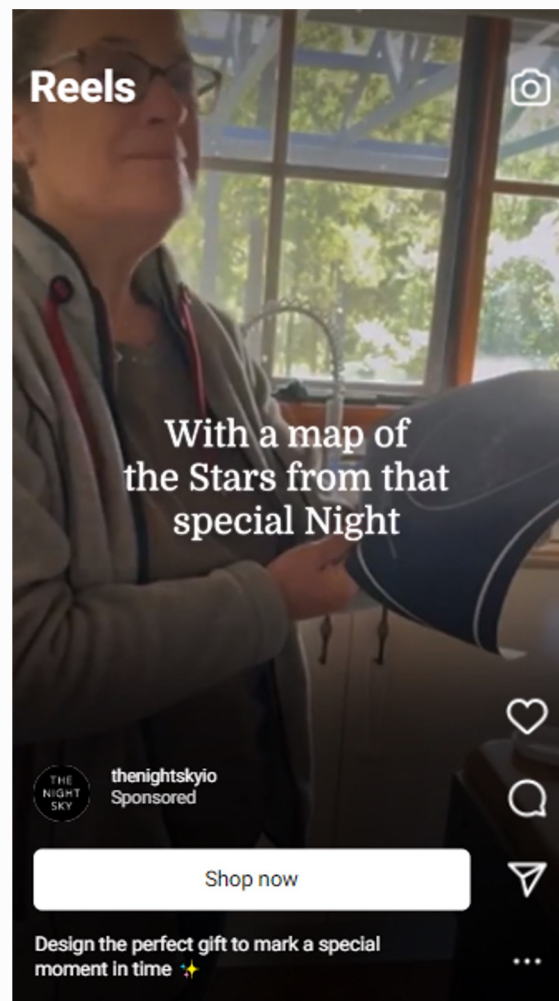


This was scary for the client...





Focused on UGC and trending Reels to build the brand.



Our social audience conversion rate was nearly triple the search average!

Extending our view of performance



Timeframe



Efficiency



Growth



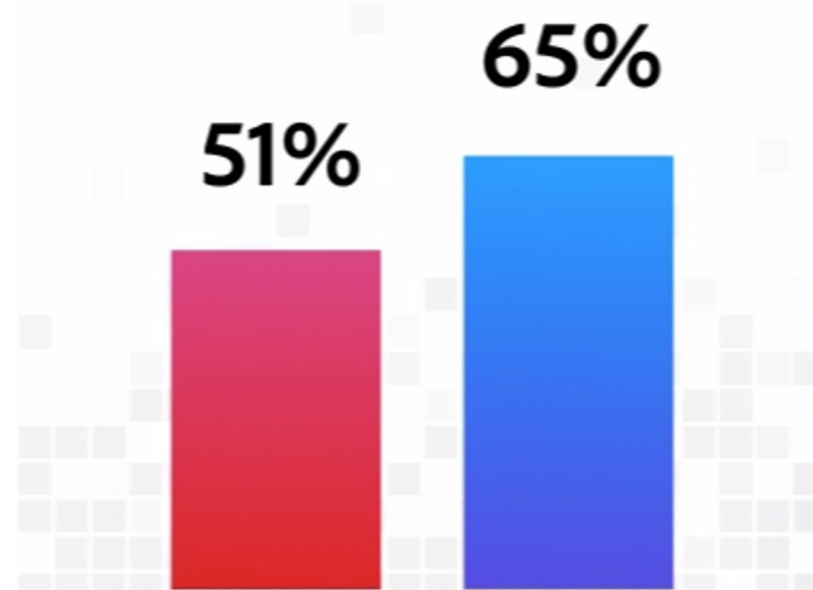
How can we take these learnings into 2023?

Resist short-termism!



Over the last three years, would you agree with these statements?

■ Leaders ■ Mainstream



Emphasis on immediate needs at the cost of longer-term planning.

Source: E-consultancy Digital Trends Report 2023

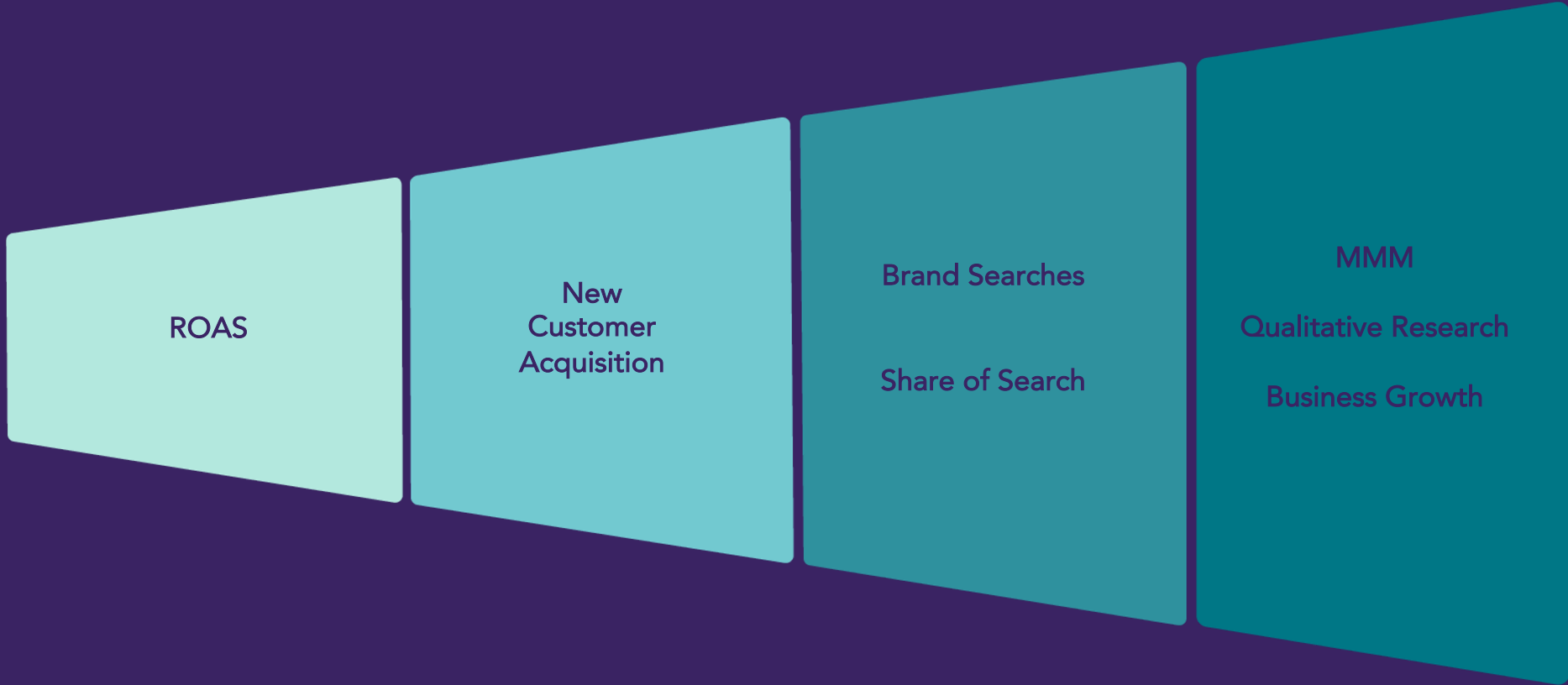
Report on growth metrics



Timeframe

Monthly Qtrly Bi-Annually / Annually

Efficiency



Growth

A portrait of a middle-aged man with short brown hair and glasses, wearing a dark suit, white shirt, and a green patterned tie. He is smiling slightly and looking towards the camera. The background is a blurred office interior with large windows.

CFO's Love ROAS

You!



THANK YOU!

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**BRENDAN
& BETH**