

IMPRESSION

From PPC to Paid Media

Bridge **The Gap** to
YouTube & Meta Advertising



Liam Wade
DIRECTOR OF PERFORMANCE

Certified



Corporation

You are the hero

But your kingdom is at risk



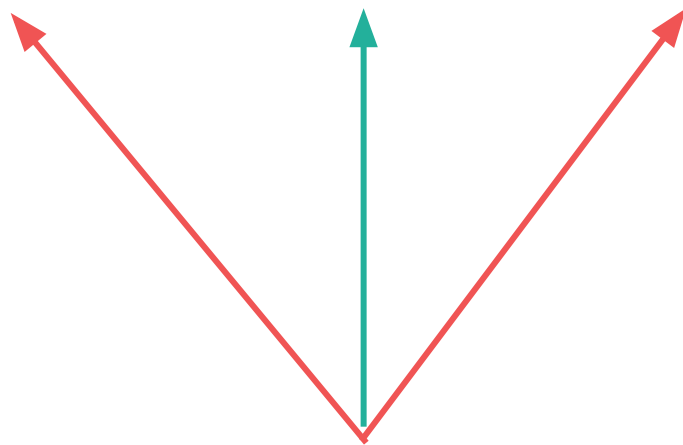
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You have capability

But do you have courage?

underestimation

overestimation



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evidence into action



DECISION-MAKING

DIFFERENTIATION

EXPERIMENTATION



Full-funnel
measurement
technology



Integrated
experimentation
process



Digital talent
challenging
best practice



Liam Wade

DIRECTOR OF PERFORMANCE

Breaking the PPC Barrier

The Strategy Wall

*The courage to forget
what you have learned*

The Measurement Trap

*The courage to re-think
your measures of success*

The Activation Gap

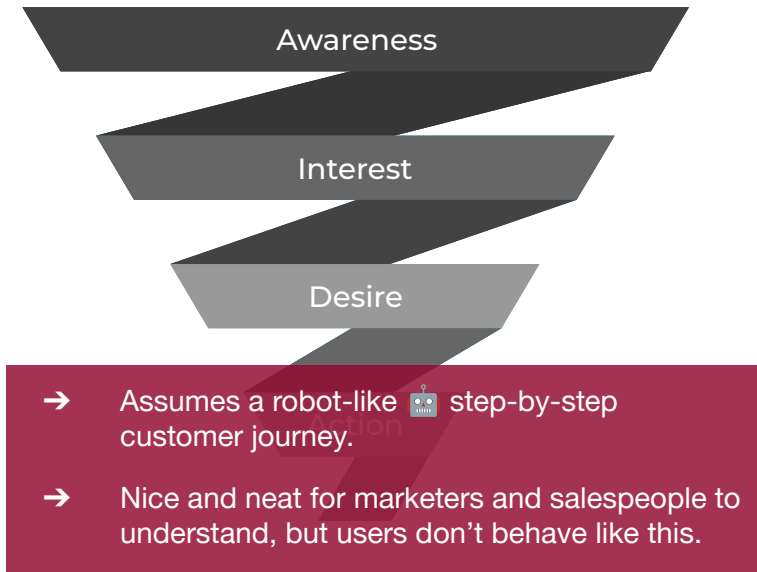
*The courage to learn old
skills again*

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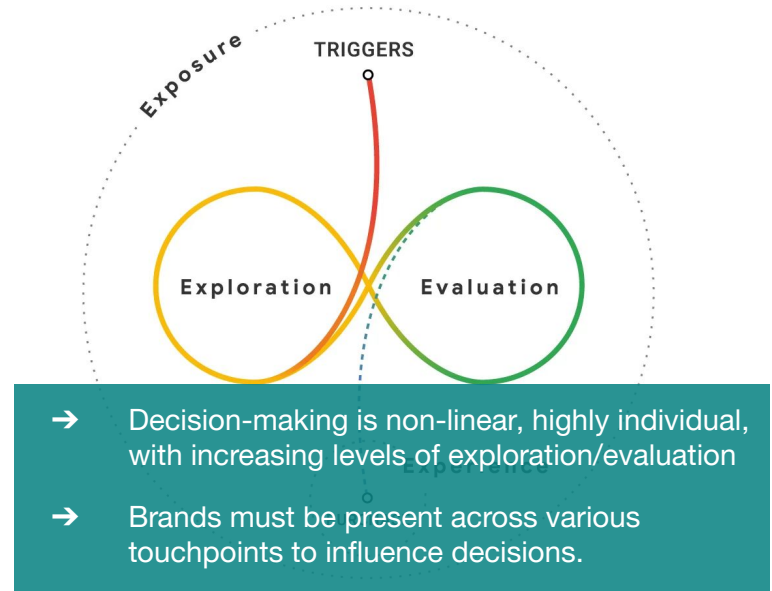
The
**Strategy
Wall**

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The Funnel



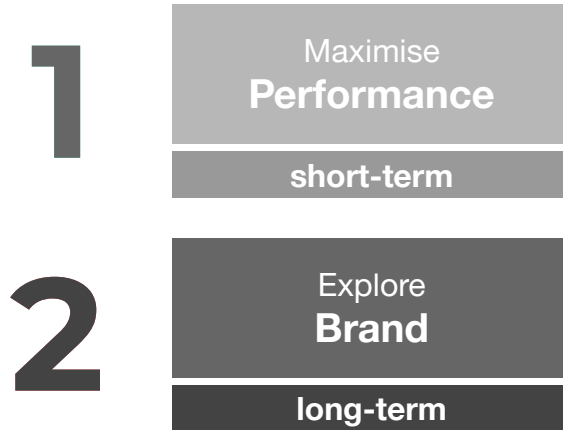
Messy Middle



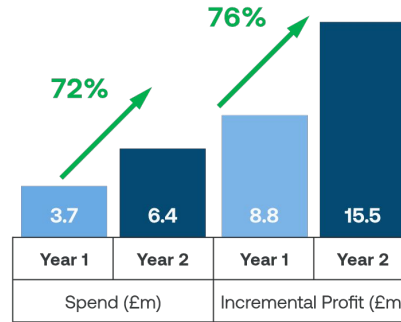
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- Google's "Messy Middle" (2020)

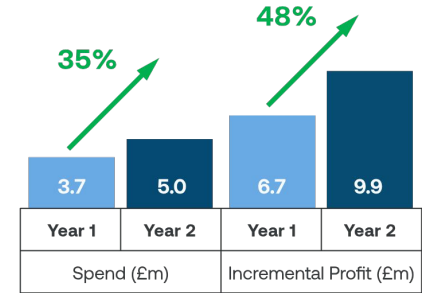
Brand vs Performance



Brand x Performance



Brand



Performance

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- AnalyticsPartners Brand v Performance (2023)

Let's be real

- Whatever helps you
make the **right decisions**

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Physical Availability

Easily accessed
and bought 

Mental Availability

Easily comes
to mind 

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- *Byron Sharp*

Remarketing

YouTube

Brand Campaigns

Remarketing

Meta

Brand Campaigns

Brand Search

Generic Search

Shopping

**Physical
Availability**

**Mental
Availability**

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But where
does your
audience
spend their
time?

ASPIRING HOMEMAKERS



63%

i138



79%

i106



73%

i122



19%

i117



33%

i121



55%

i148

RADIO

59%

i95

PODCASTS

60%

i130

BILLBOARD

33%

i105

ONLINE NEWS

42%

i188

TV

76%

i100

DIGITAL VIDEO

96%

i106

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*Statista

The
Measurement
Trap

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Attribution

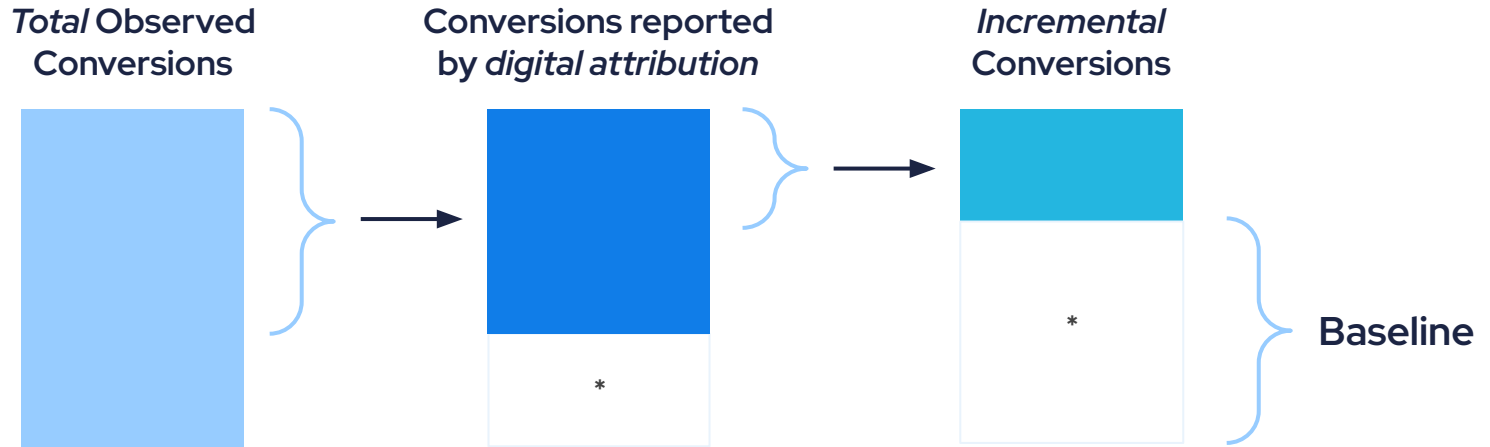
This channel made this sale happen

➔ **Contribution**

This channel contributed X / overall revenue

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Understanding incrementality



* these would have converted regardless

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Incrementality testing **in-flight**

Multi-cell geographical holdout testing

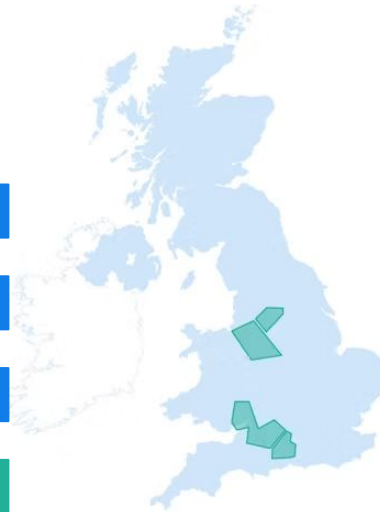
ISOLATE TESTING

CONTROL FOR EXTERNALITIES

LIMIT, DOUBLE, BEGIN OR PAUSE ADVERTISING

THE DIFFERENCE IN REVENUE IS INCREMENTAL

TREATMENT

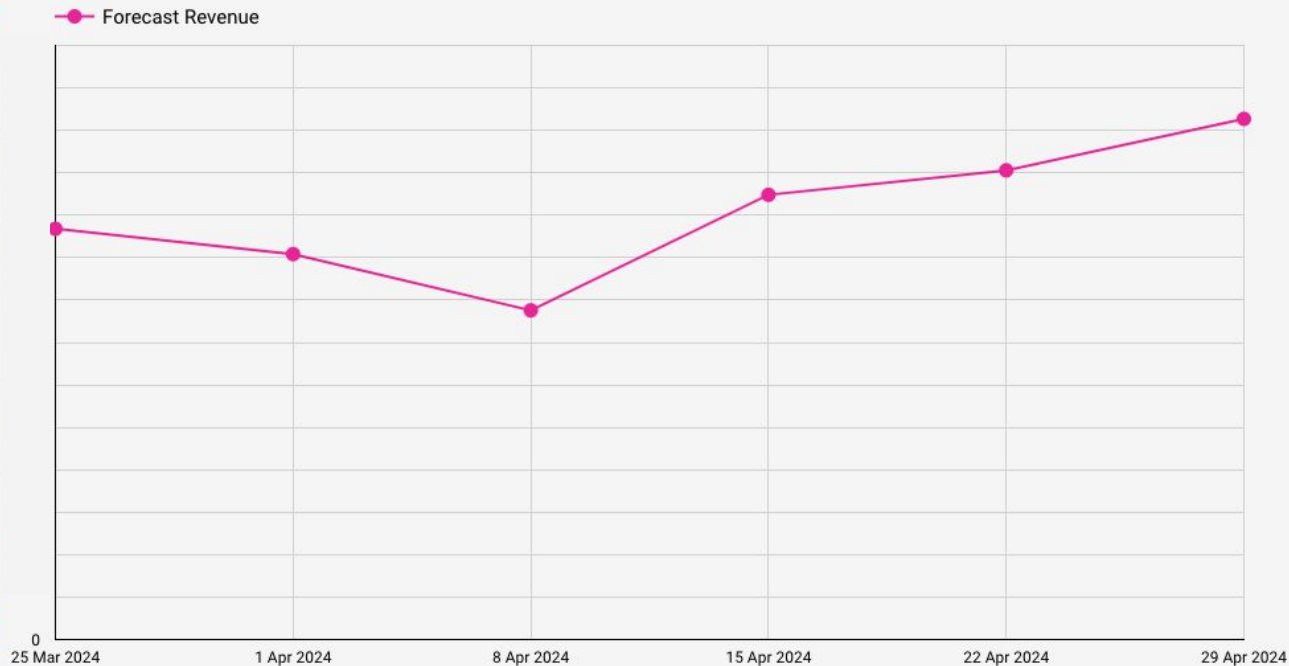


CONTROL



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Forecast
the **total**
revenue
generated in
a control
environment

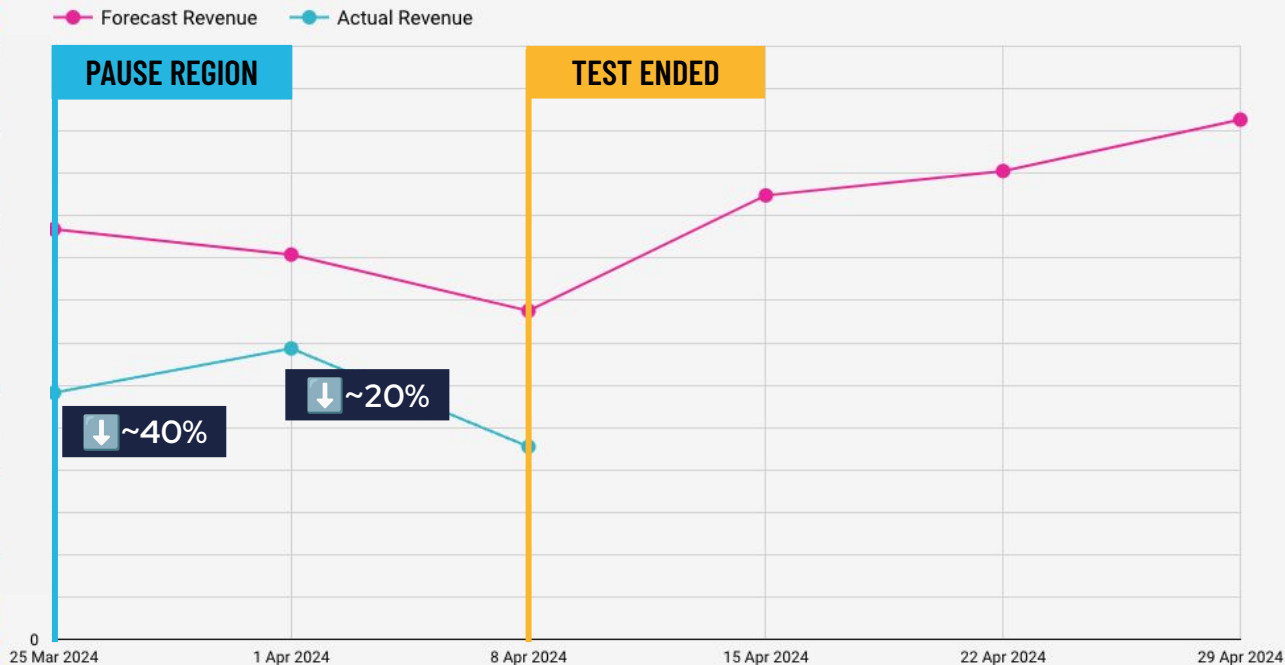


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Pause campaigns in test region & measure difference



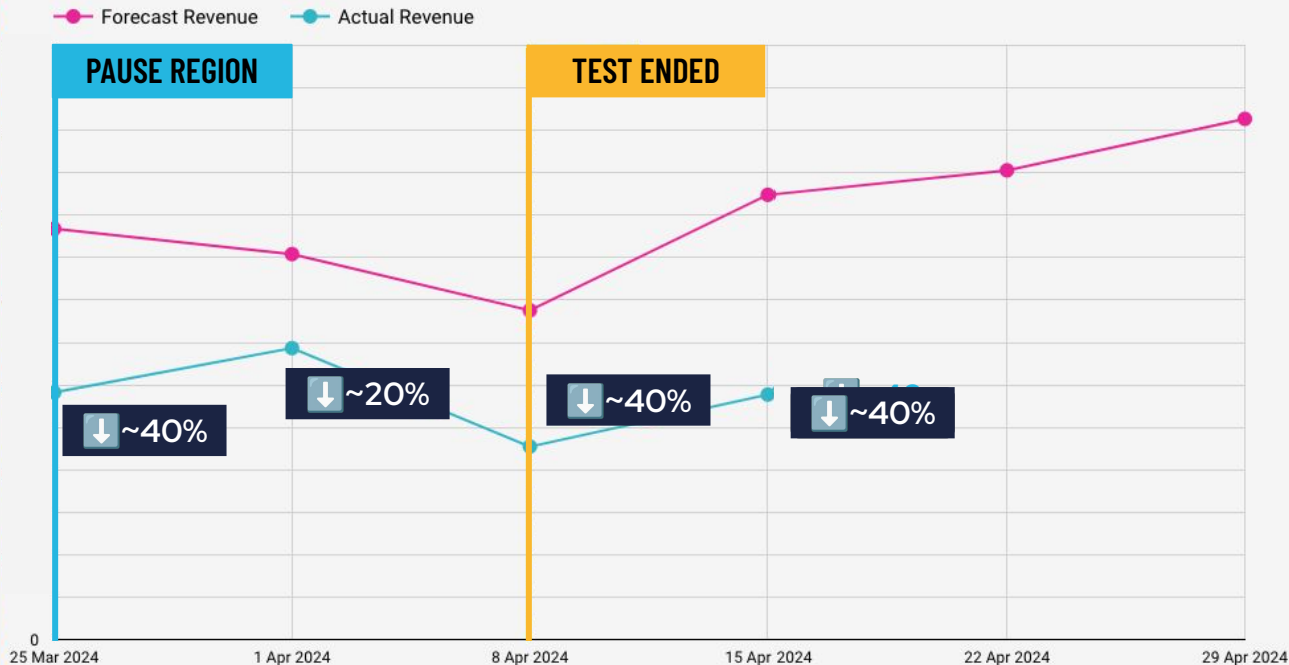
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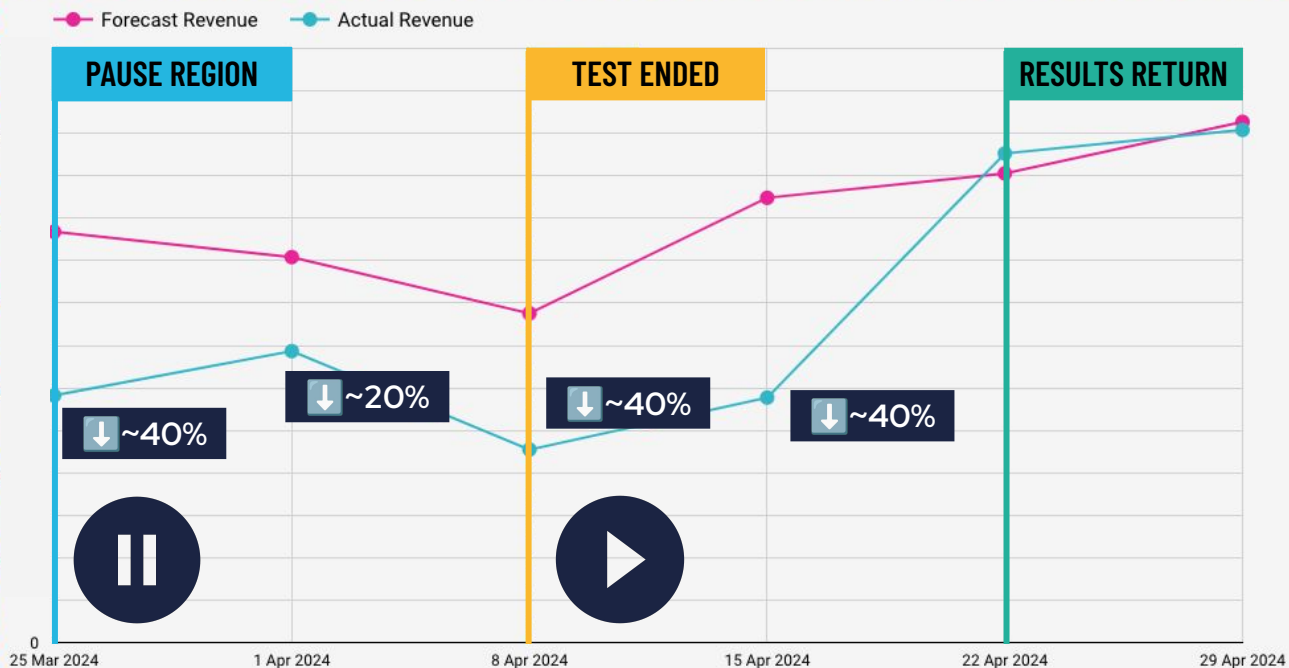
Resume campaigns in test region and measure impact



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The results
realigned to
forecast
level
2 weeks
later



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What is Paid Social contributing?



ATTRIBUTED OF TOTAL
REVENUE IN GA4



INCREMENTAL CONTRIBUTION
TO TOTAL REVENUE

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Impression Case Study: Norse Atlantic
Some data obfuscation has occurred to protect client information



Incrementality is a framework for **making decisions** - **not a test**

~~“Yeah, we’ve done
our incrementality”~~



Determine
Media Mix

Determine
Efficiency Targets

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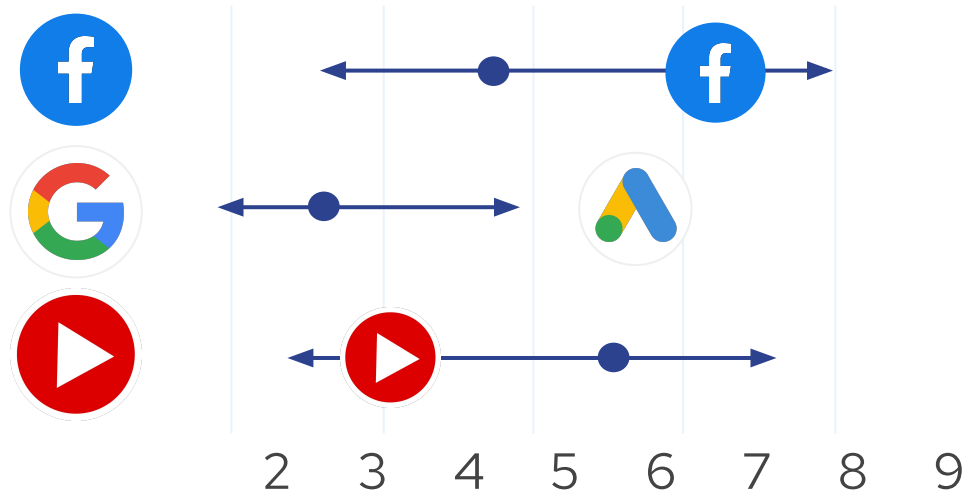
Media Mix Modelling

A statistical model which can explain overall business performance



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De-duplicate estimated channel ROI

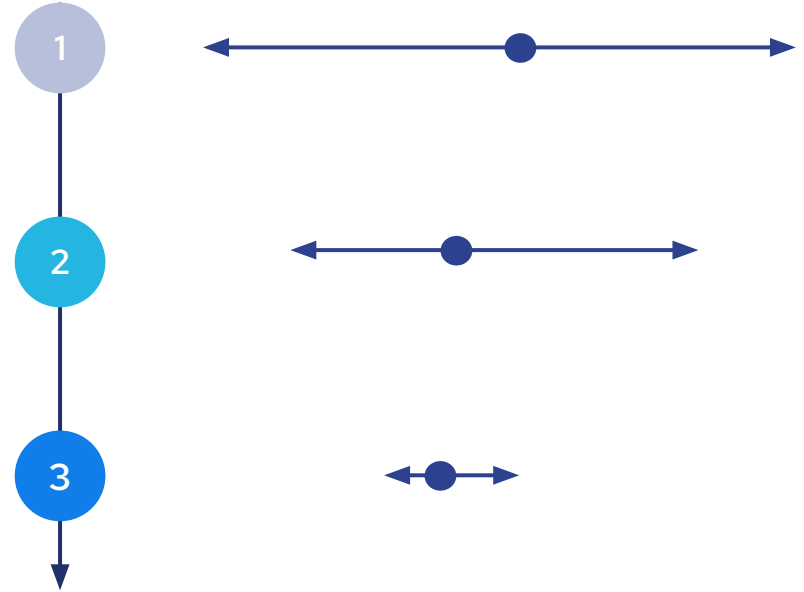


Client A - median ROI versus platform reported ROI

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—

**Consistent
experimentation
improves
future modelling
confidence**



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Combining modelling & experimentation builds **statistical confidence**



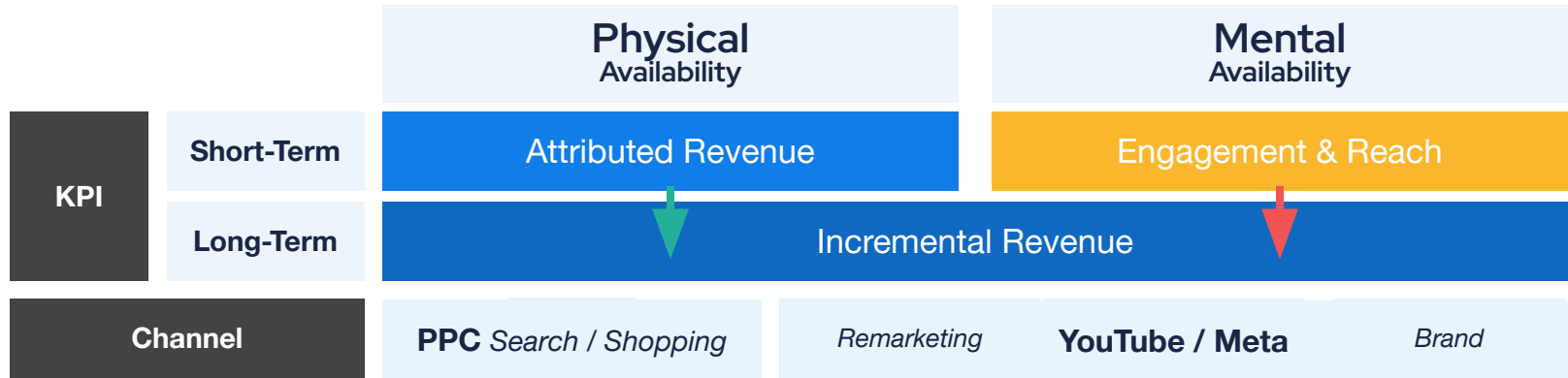
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The Activation Gap

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Why learn Strategy & Measurement first?

Because you've been lucky with PPC metrics to optimise towards



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—
You and your team
are already skilled

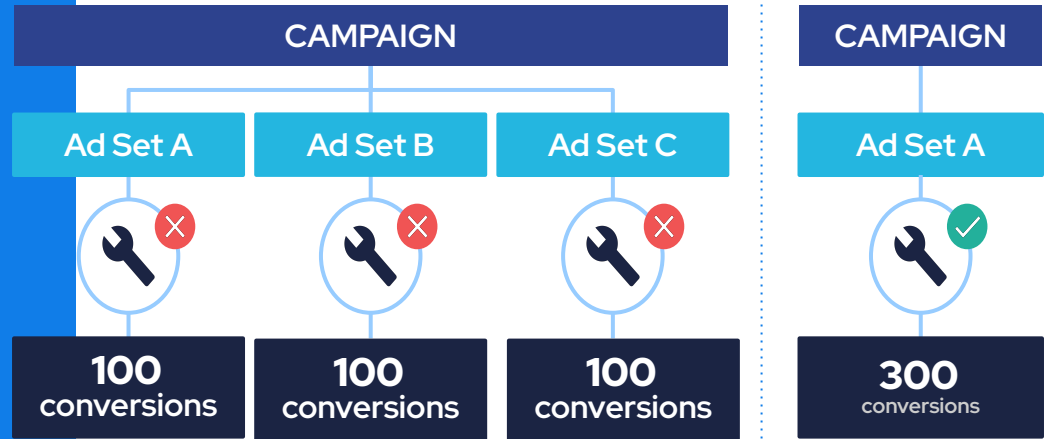


But you are
unbalanced

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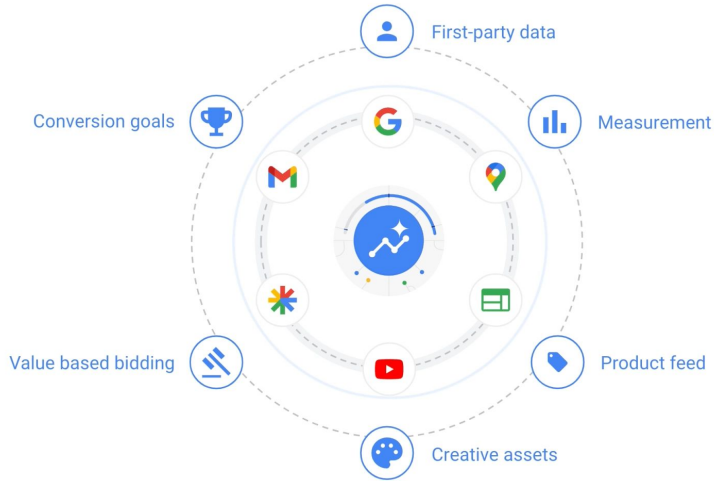
What do you already know?

- Algorithmic Bidding
- Campaign Consolidation
- Feed Optimisation
- "Black Box" Control



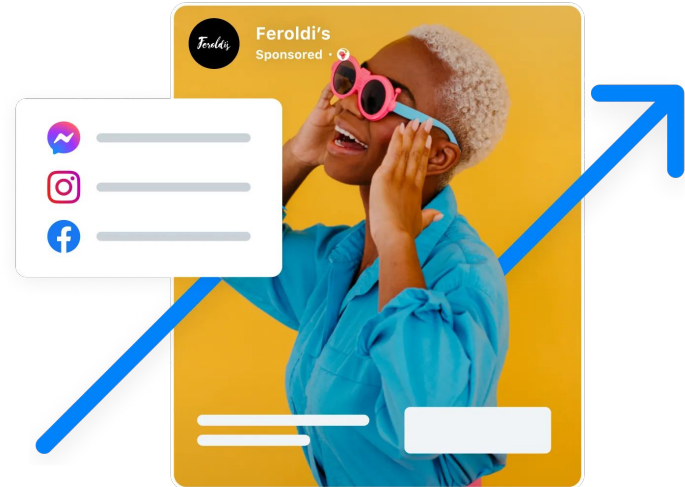
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If you can run Performance Max

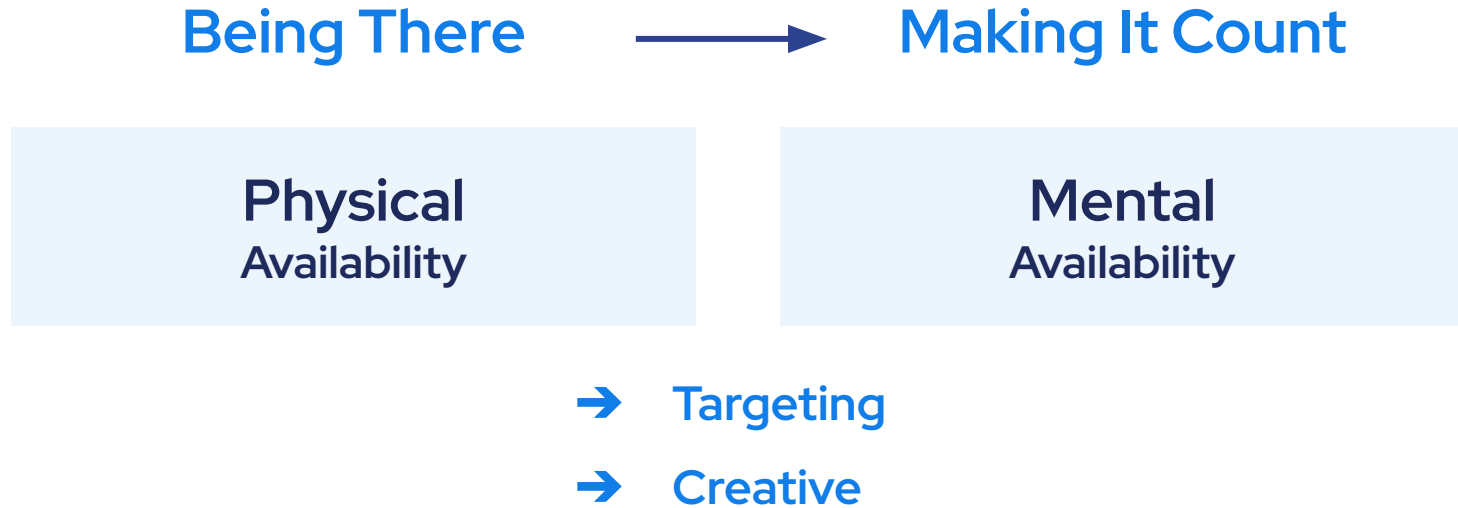


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You can run Advantage+

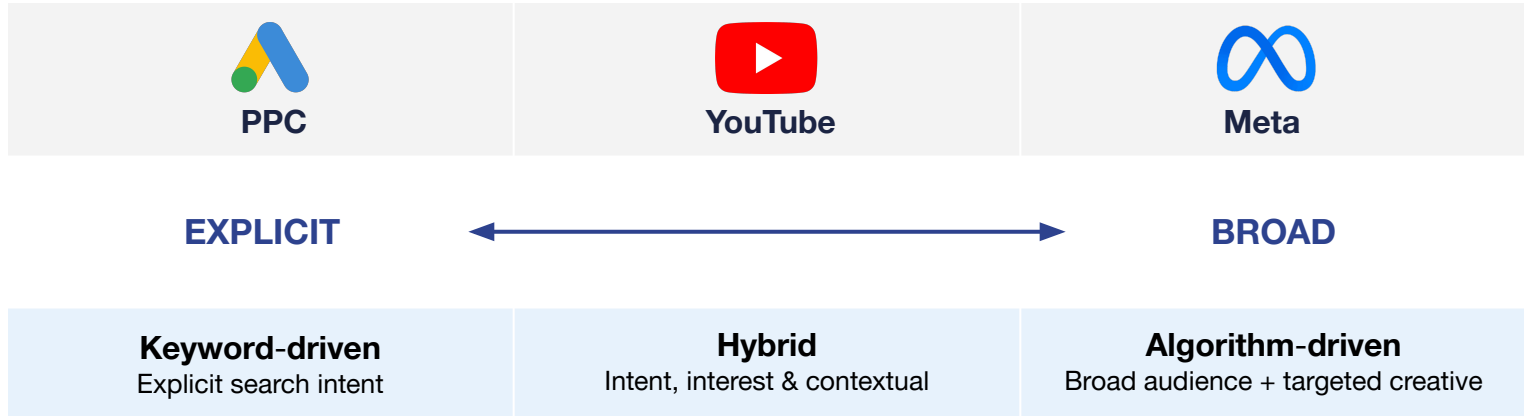


What do you need to learn?



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Targeting fundamentals



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56% of all auction outcomes
can be attributed to creative

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*Meta Study



BEFORE

Campaign

Ad Set 1

Busy Professionals

Ad Set 2

Fitness Enthusiasts

Ad Set 3

Weight-Conscious Consumers

One pack to rule them all

- ✗ Bulky and awkward to carry
- ✗ Easy to forget at home
- ✗ Makes your bag smell
- ✗ Never tastes as good reheated
- ✓ Compact and convenient
- ✓ Always on hand when you need it
- ✓ Sealed for freshness—no spills, no smells
- ✓ Tastes great, every time

Huel Hot and Savory Meal Packs

My secret health hack*

- Free shaker
- 40g protein
- 26 vitamins & minerals

Huel Black Edition

*Contains protein to support muscle growth

Fed up with diets that don't work?

- £20 Free T-shirt
- £10 Free shaker
- 40g protein
- 400 calories per meal
- 26 vitamins & minerals

Huel Black Edition

IMPRESSION

AFTER

One pack to rule them all



- ✗ Bulky and awkward to carry
- ✗ Easy to forget at home
- ✗ Makes your bag smell
- ✗ Never tastes as good reheated
- ✓ Compact and convenient
- ✓ Always on hand when you need it
- ✓ Sealed for freshness—no spills, no smells
- ✓ Tastes great, every time

Huel Hot and Savory Meal Packs

My secret health hack*



Free shaker

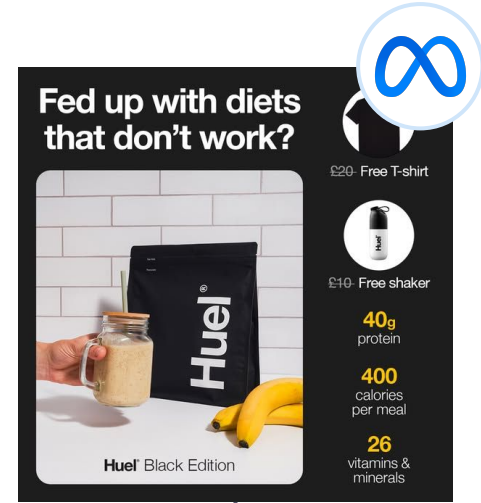
40g protein

26 vitamins & minerals

Huel Black Edition

*Contains protein to support muscle growth

Fed up with diets that don't work?



£20: Free T-shirt

£10: Free shaker

40g protein

400 calories per meal

26 vitamins & minerals

Huel Black Edition

Advantage+

Users

Busy Professionals

Users

Fitness Enthusiasts

User

Weight-Conscious Consumers

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Don't mistake algorithms for targeting



→ You need to do this work, whether or not you segment your campaigns in this way

→ And if your message / creative doesn't land, you won't target the right audience

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Fergus

ELECTRIFY YOUR WORKFLOW

THE POWER IS IN YOUR HANDS

START FREE TRIAL

Wizz
wizzair.com

WE ARE HIRING CABIN CREW

APPLY NOW

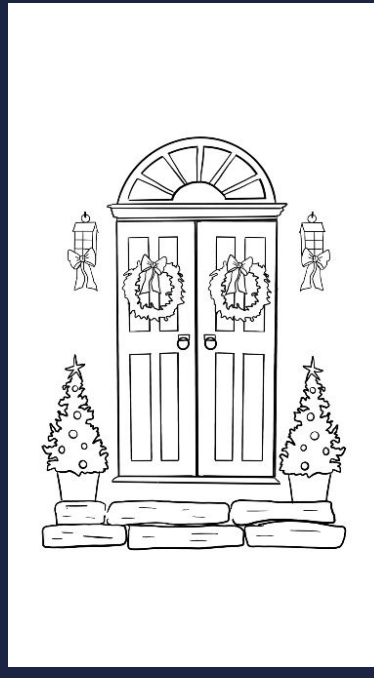
NORSE
LONDON GATWICK

NEW YORK

NEVER SLEEPS BUT YOUR FLIGHT WILL BE A DREAM

London Gatwick to New York
One-way
£219

Wizz
wizzair.com



Wizz
wizzair.com

WIZZ AIR MALTA

WE'RE HIRING FOR PILOTS

APPLY NOW

SALZBURG FROM £17.99

BOOK NOW

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Don't miss the moment.

Events. Tickets. Moments.

NEW OFFICIAL TICKET PARTNER

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Let's talk about creative

 hybrid mattress



Sponsored



Simba Sleep

<https://www.simbasleep.com> › mattress › hybrid

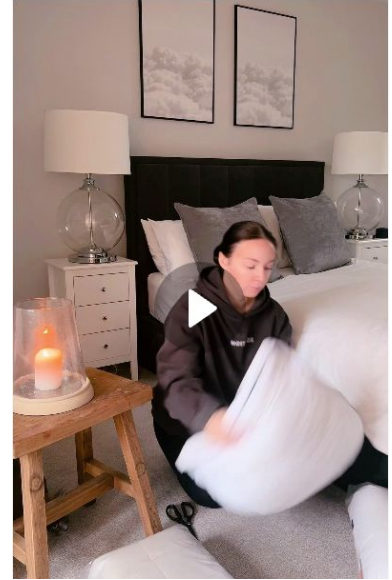
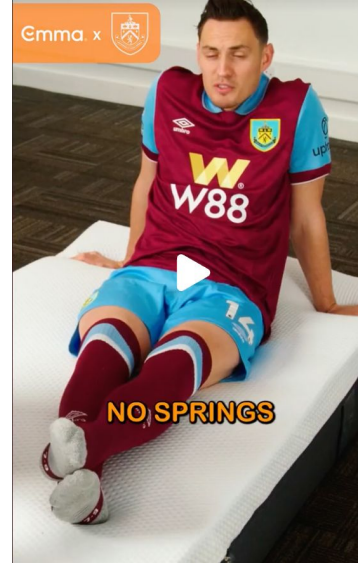
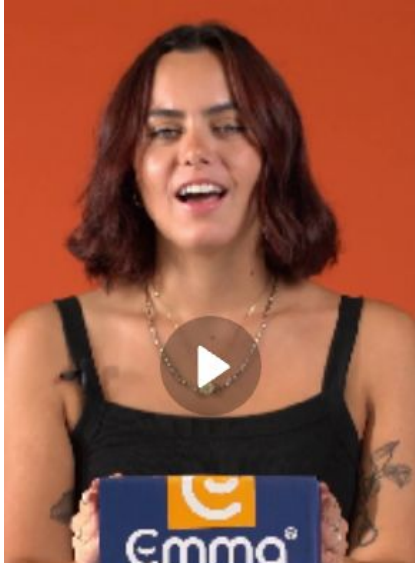
Winner of 6 Which? Awards | Best **Hybrid Mattress**

Upgrade your sleep the Simba way, with the planet's most five-star rated **mattress** brand.



Matching the query has biggest impact on CTR

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Performance Creative

Experimentation
& Volume

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-46%

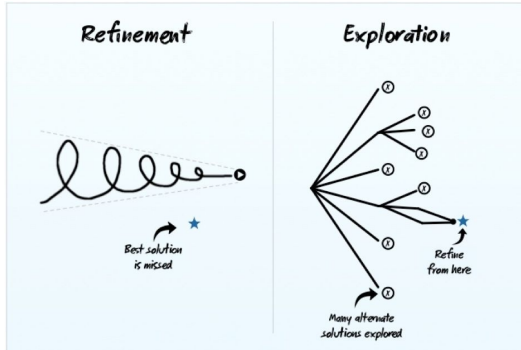
LOWER CPA

**From using 3-10 creatives vs 1
creative within your ad sets**

Statistical meta-analysis of A/B tests run in a cross vertical and global recruited experiment during Oct to Nov 2023 with SMB advertisers who spent at least \$5,000 in the last 90 days. - Meta Campaign Guidance

Creative Traps

Trap #1 Killing Creativity



Trap #2 Being An Alien

Create a strong brand connection

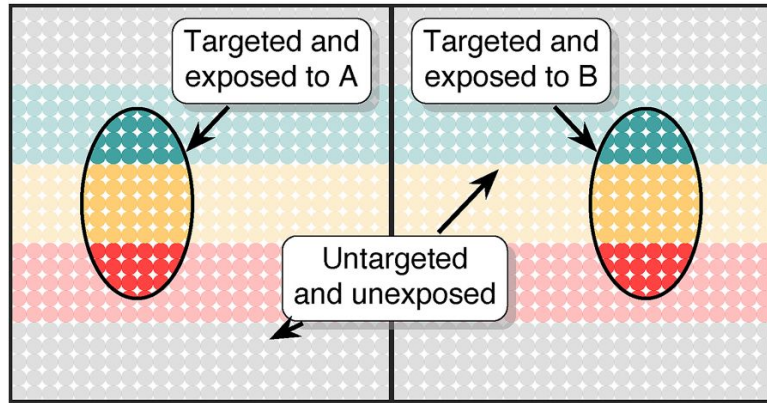
- ✓ Attention
- ✓ Motivation
- ✓ Understanding
- ✓ Trust
- ✓ Ease
- ✓ Memory

Trap #3 Being Manual

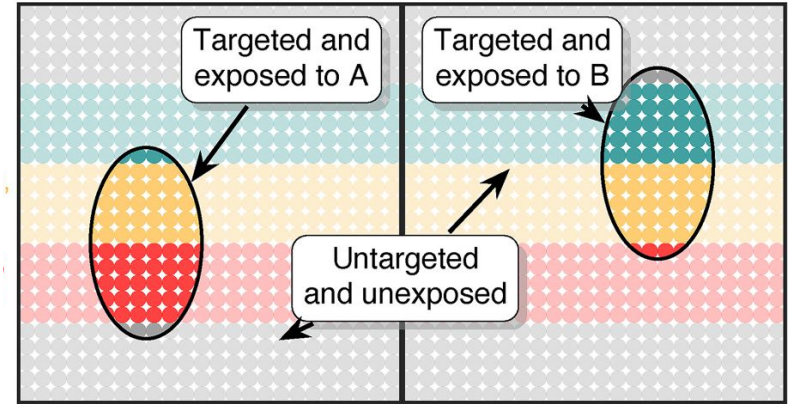


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Beware in-platform creative testing



correct A-B test



divergent delivery

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- *Braun & Schwarz - Where A-B Testing Goes Wrong*

Frequency is vital for mental availability

Balanced with **Creative Velocity** to maintain algorithm-performance.

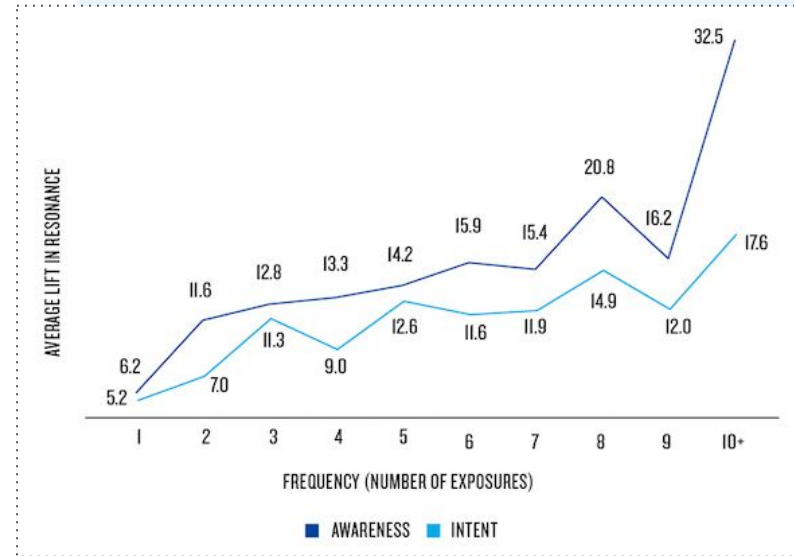
How much new creative you are producing month-to-month?



Benchmark:

1 x new creative per month for every €10k of media

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Ad awareness and intent increases with more exposure (Nielsen, 2017)

Concluding Our Journey

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Our Journey

The Strategy Wall

*The courage to forget
what you have learned*

The Measurement Trap

*The courage to re-think
your measures of success*

The Activation Gap

*The courage to learn old
skills again*

Re-think user behaviour.

Master:
Physical vs Mental
Availability

Invest in measurement.

Master:
The Art
of Incrementality

You have the skill.

Master:
Targeting
vs Creative

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You are the hero

Time to save your kingdom



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Thank you



Liam Wade
DIRECTOR OF
PERFORMANCE



NEW YORK

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10013, USA

LONDON

Runway East Borough Market,
20 St Thomas Street, London,
SE1 9RS

MANCHESTER

Beehive Mill, Jersey St, Ancoats,
Manchester, M4 6JG

NOTTINGHAM

Fothergill House, 16 King Street
Nottingham, NG1 2AS

