

PAID SOCIAL MARKETING DEEP-DIVE

GLOBAL MEDIA D2C PERFORMANCE, 11 MAY 2022



MAIN SOCIAL PLATFORMS BY MONTHLY ACTIVE USERS*

Monthly Active Users

Global Users Age Breaks per Platform

Gender



2.89B



1.4B



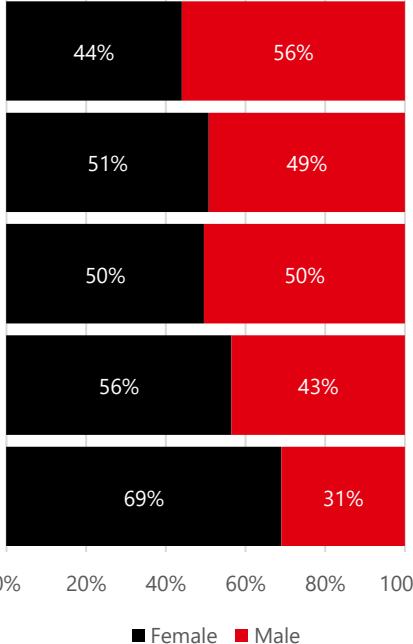
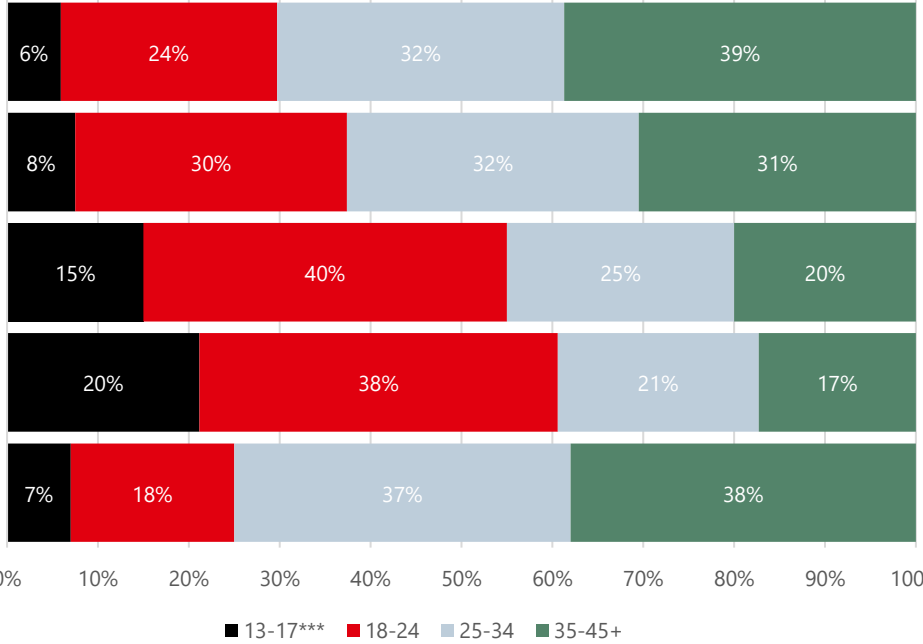
940M



513.9M



442M



■ 13-17*** ■ 18-24 ■ 25-34 ■ 35-45+

■ Female ■ Male



Sources: Statista July 2021; Hootsuite July 2021; Omnicore Agency June 2021; TikTok internal data; Pinterest internal data

INGREDIENTS OF A SUCCESSFUL PAID SOCIAL ACTIVATION

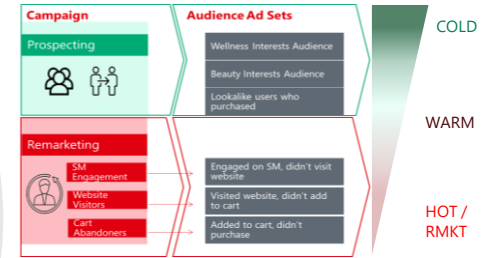
Cross-functional **planning**



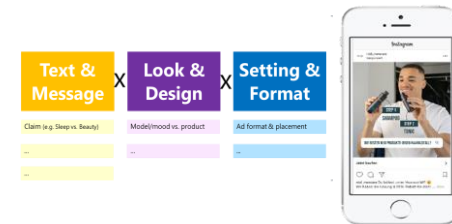
Inhouse **buying** & optimization



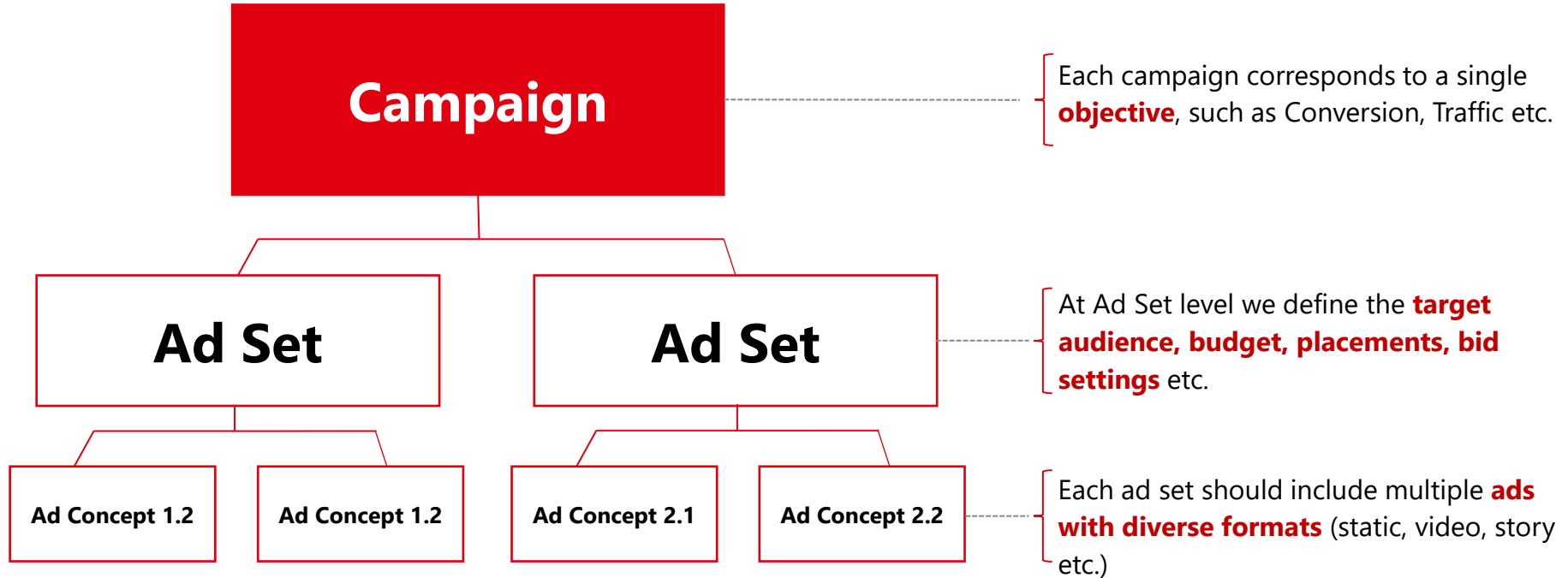
Build & scale shopper **audience**



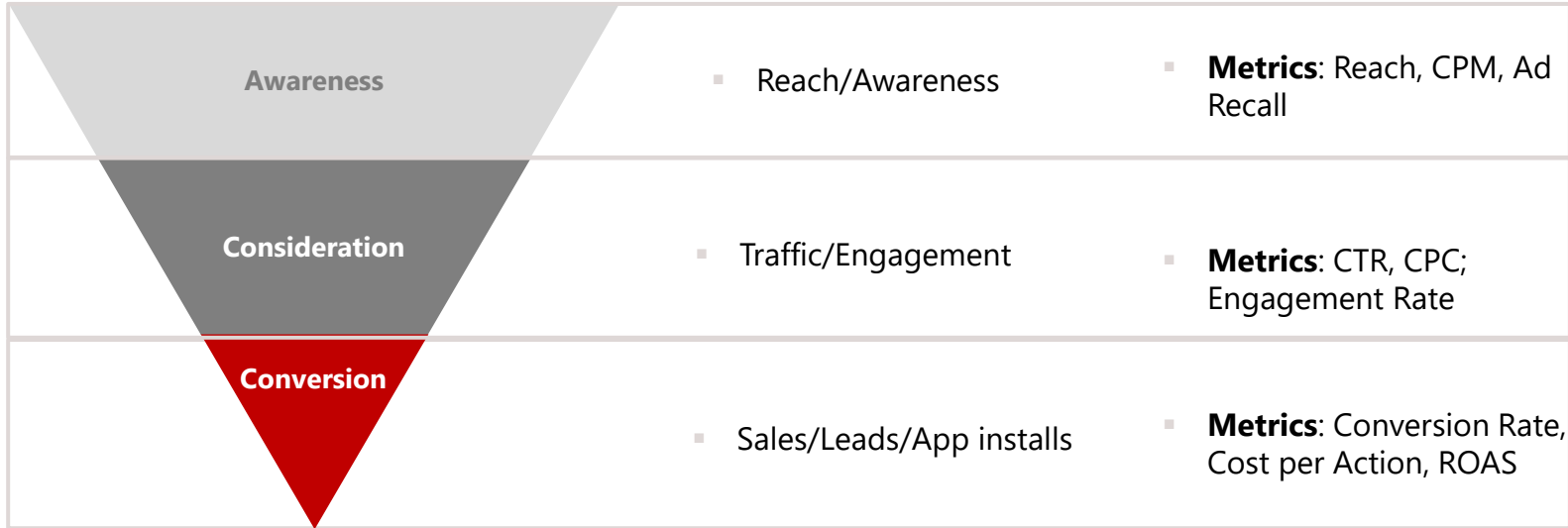
Creative success A/B testing



THE STRUCTURE OF A PAID SOCIAL CAMPAIGN



STEP 1: SETTING THE CAMPAIGN OBJECTIVE



*Naming of objectives and bidding settings can differ slightly from platform to platform.

STEP 2: TARGETING OPTIONS



WHO will see my ad?



Behavioral/Demographics Audiences

Custom Audiences: FB/IG data

Custom Audiences: advertiser website/app data



Locations
Location:
• Germany

Age
25 - 65+

Gender
Men

Brand safety guidelines apply

Detailed targeting
Include people who match 0

interests > Additional interests > Hairstyle

Hairstyle

interests > Additional interests > Personal care

Personal care

interests > Additional interests > Shampoo

Shampoo

interests > Beauty

Beauty

Q Add demographics, interests or behaviours Suggestions Browse

> Demographics 0

> Interests 0

> Behaviours 0

Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 4,600,000 - 5,500,000

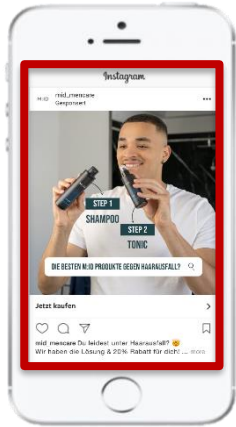


STEP 3: PLACEMENTS OPTIONS



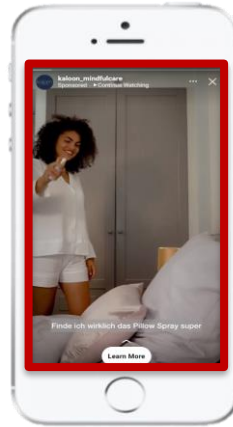
Brand safety guidelines apply

WHERE will my ad be show?



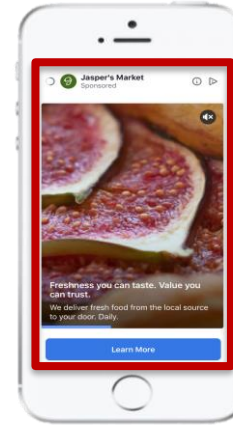
Feeds

- Preferred -



Stories/Reels

- Preferred -



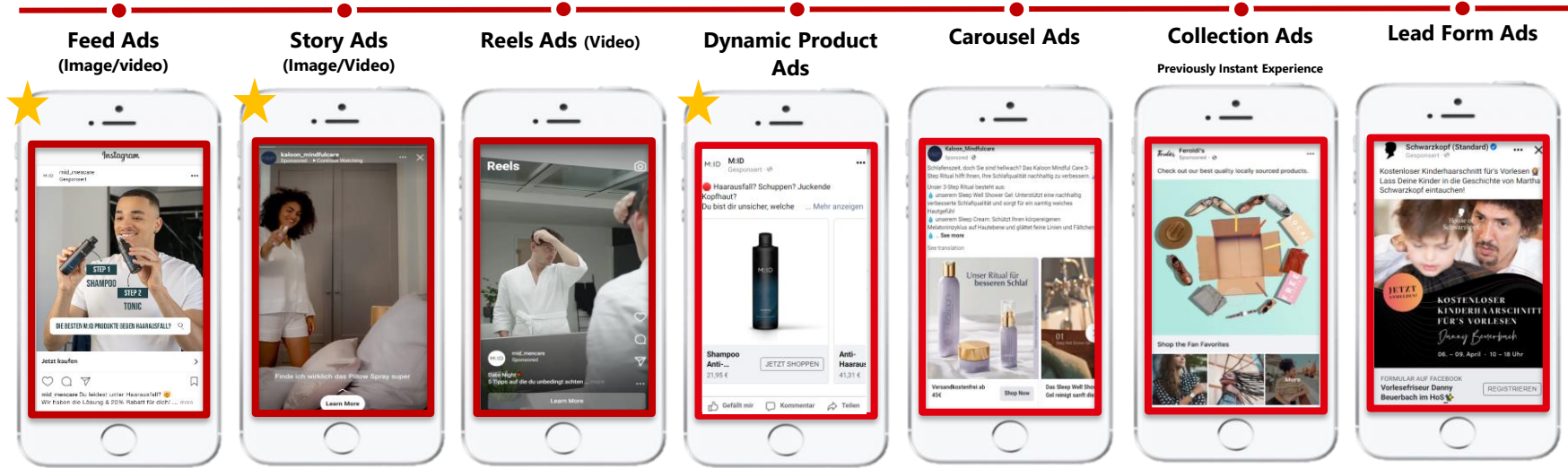
Audience Network

- Lower Prio (performance/brand safety) -

Size of inventory

<p>Feeds</p> <p>Get high visibility for your business with ads in feeds</p> <ul style="list-style-type: none"> Facebook Feed <input checked="" type="checkbox"/> Instagram feed <input checked="" type="checkbox"/> Facebook Marketplace <input checked="" type="checkbox"/> Facebook video feeds <input checked="" type="checkbox"/> Facebook right column <input type="checkbox"/> Instagram Explore <input checked="" type="checkbox"/> Instagram Shop <input checked="" type="checkbox"/> Messenger inbox <input type="checkbox"/> Facebook groups feed <input type="checkbox"/> 	
<p>Stories and Reels</p> <p>Tell a rich, visual story with immersive, full-screen vertical ads</p>	<p>Stories and Reels</p>
<p>In-stream</p> <p>Quickly capture people's attention while they're watching videos</p>	
<p>Reels overlay</p> <p>Reach people with sticker or banner ads as they watch short-form content</p>	
<p>Search</p> <p>Get visibility for your business as people search on Facebook</p>	
<p>Messages</p> <p>Send offers or updates to people who are already connected to your business</p>	
<p>In-article</p> <p>Engage with people reading content from publishers</p>	
<p>Apps and sites</p> <p>Expand your reach with ads in external apps and websites</p>	

STEP 3: AD FORMATS



★ Mandatory for performance campaigns.

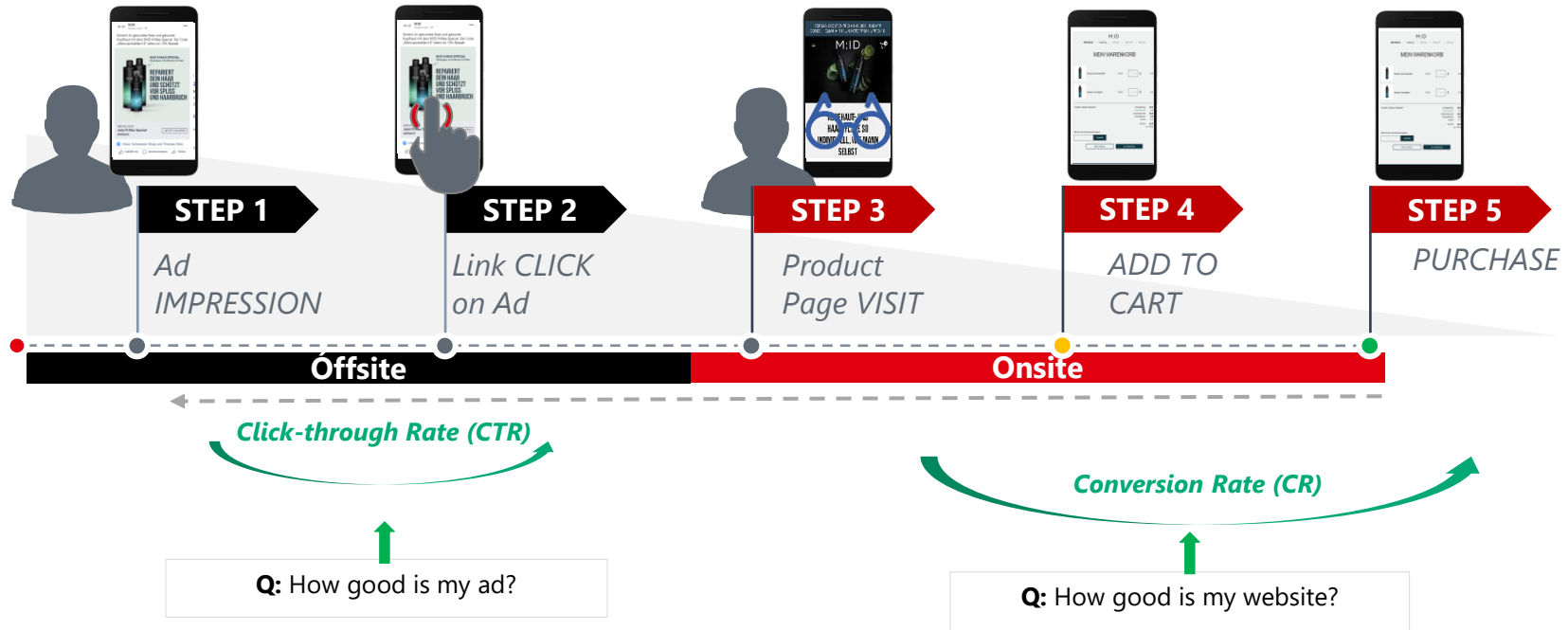
D2C SPECIFIC
→ ADV. RETAIL MEDIA /
SOCIAL COMMERCE

→ Lead gen. SPECIFIC



MAIN KPIS – HOW TO ASSESS SUCCESS?

Every step of the journey counts.



THE STEPS THAT GO INTO A CAMPAIGN - WELCOME TO THE MACHINE ROOM -

```

16 window.dataLayer.push({"smc":"","type":"","cat":"","tagtype":"","ut":"","ud":
17 };
18 setupDataLayer();
19 </script>
20 <script type="text/plain" class="optanon-category-C002">
21 const initOTM = function() {
22   (function (w, d, s, l, i) {
23     w[l] = w[l] || [];
24     w[l].push(
25       ["gtm.start": new Date().getTime(), event: "gtm.js"]);
26     var f = d.getElementsByTagName(s)[0];
27     j = d.createElement(s), dl = l ? "dataLayer" : "dataLayer" ? "M1" + l : "";
28     j.async = true;
29     j.src =
30     //www.google.com/gtag/js?id=UA-54843183-1 + dl + "";
31     f.parentNode.insertBefore(j, f);

```

1. WE CREATE A TRACKING PIXEL & DEFINE TRACKED EVENTS

Tracking is a MUST for performance marketing

Conversion tracking **MUST**-have for campaign



2. WE BUILD TARGETING GROUPS FOR CAMPAIGNS

Direct-to-consumer is all about the consumer

Demo & interests
Shopper lookalike
Cart abandon



3. WE MEASURE ALL KPIS FOR FAST & DATA-DRIVEN OPTIMIZATION

Daily monitoring & optimization based on data

Real-time copy edits
Live onsite conversion



METRICS AND KPIS – HOW DO WE ASSESS SUCCESS?

Q: How good is my ad?

Impressions

How often your ads were on screen for your target audience.

Impressions are different than Reach because they do not count unique users. If user A sees the same ad twice, it's counted as 2 impressions

Link clicks

The number of clicks on links within the ad that led to advertiser-specified destinations.

CTR (Click-through Rate)

= (Link Clicks/Impressions) x 100

Benchmark: 1%

The percentage of times people saw your ad and performed a link click.

CPC (Cost per Click)

= Amount spent/LinkClicks

The average cost for each link click.

CPA (Cost per Action)

= Amount Spent/ Purchases

The average cost we pay after users perform a valuable action, such as:

- **Purchase**
- **Registration**
- Add to cart etc.

CR (Conversion Rate)

=(Purchases/Link Clicks) X 100

Benchmark: 3-5%

The percentage of times people made a purchase on your website after clicking on an ad.

AOV (Average order value)

=Revenue/Number of Purchases

Average amount spent each time a customer places an order on our website

ROAS (Return on ad spend)

= Revenue/Amount Spent

The amount of revenue earned for our spend on advertising.

Q: How good is my website?

CHEAT SHEET: HOW TO MOVE A PERFORMANCE CAMPAIGN FORWARD?

Evaluation prompts

What to look out for

Optimization Strategy

- ✓ Am I utilizing automatic optimization to **leverage the platform's AI**? → Dynamic Product Ad, Broad Targeting, Campaign Budget Optimization (CBO), Automatic Placements
- ✓ Am I leveraging in-platform user signals to target **qualitative audience segments**? → Product Feed Catalogue, Lead Form ads, Retargeting Social Engagers

Ad Optimization

- ✓ Is my ad thumb-stopping and relevant to the TA to achieve a **good CTR**? → Click-through Rate, Cost per Click, CPM

Website Optimization

- ✓ Are my message, UX and offer seamlessly aligned between **what users see in the ad and on the landing page**? → Ad-to-landing-page experience
- ✓ Is my website good at selling the product's benefits **to improve CR**? → Conversion Rate, Add to Cart rate, ATC to Purchase Rate

THANK YOU.

