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PAID MEDIA FOR PERFORMANCE CAMPAIGNS

Global Media | Oct '21

AGENDA

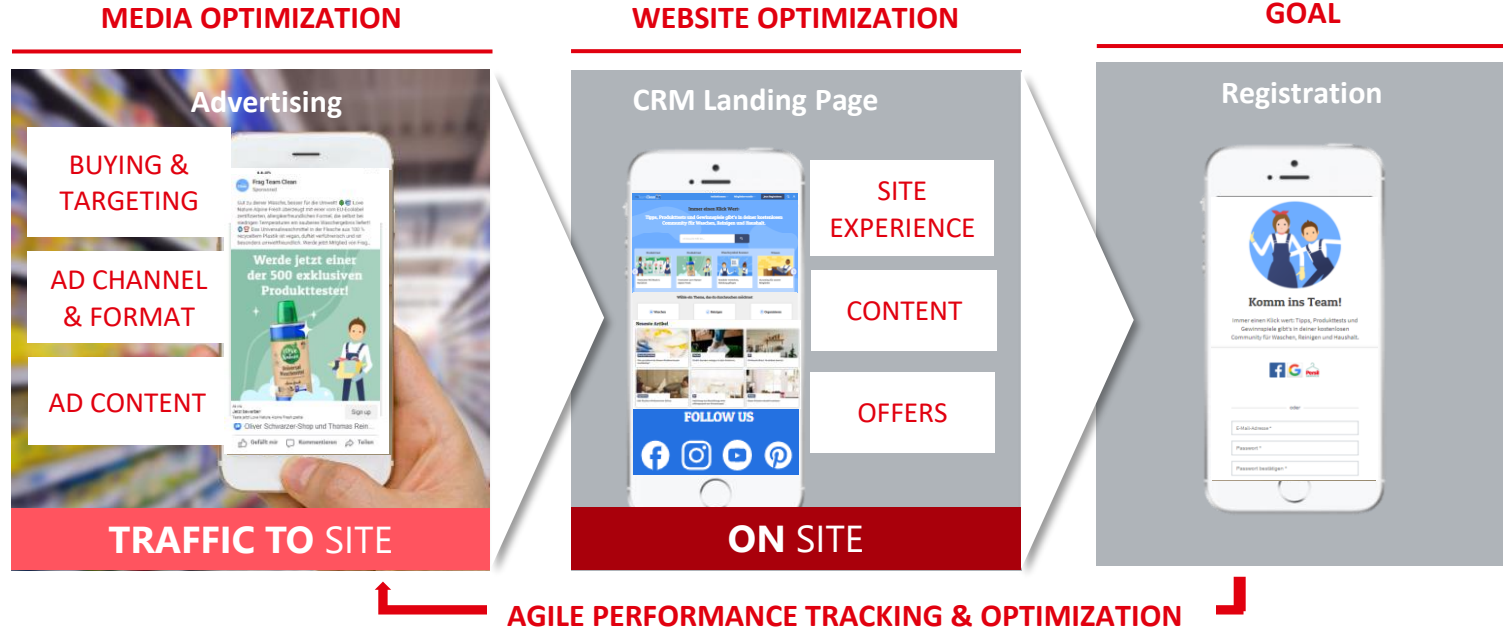
01 Best Performing Channels for CPL campaigns

02 Success Case Germany

03 Way Forward

▶ LEAD GENERATION IS A TEAM JOB

INFLUENCING FACTORS TO DRIVE A CONVERSION



- ▶ Channel performance impacted by several factors in/outside the ad
- ▶ Seamless cross-functional coop needed to optimize each step

▶ OVERVIEW OF PERFORMANCE MEDIA CHANNELS

ASSESSMENT BASED ON CONVERSION OPTIMIZATION POTENTIAL



Paid Search

**Paid Social
FB/IG**

**Paid Social
Others**

**Display &
Native**

Affiliate

Referral



CPC
Cost dep. on
peers, auction

CPC, CPM
Cost dep. on
peers / platform
trends

CPM, CPC, CPV

CPC, CPM

Fixed CPA

CPM, CPA
Partly fix cost



**Pull channel,
upon demand,
low volume at
start (unknown
brand)**

**Push channel,
high perf.
Potential &
optim. Current
cost increase**

**For watchlist - so
far low CR, CPC
ok, limited ad
options/targetin
g/optim.**

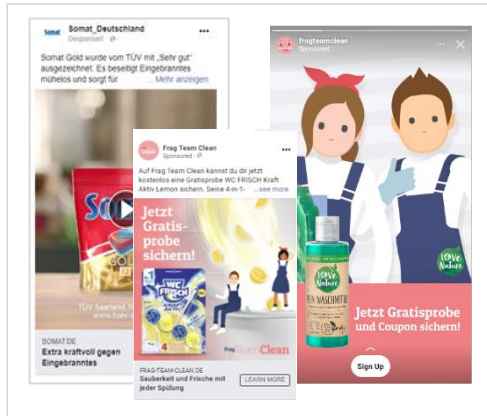
**Display so far
low CR & high
CPA, Native for
test, ideally CPA
deal**

**Fix CPA, no fast
on-off channel,
anti-fraud
process needed,
deals**

**Often high
cost/fixed price
& CPA**

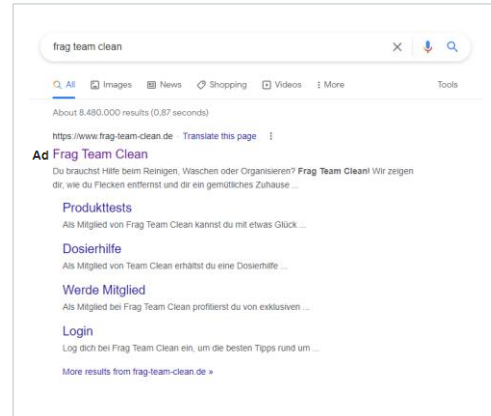
▶ FB/IG & SEA: CHANNELS & FORMATS FOR CRM

FB/IG



- Use image and video link ads, FBLA
- **Creative findings:** without logo, text with a community feeling, early brand mention work better
- Ensure **conversion tracking**

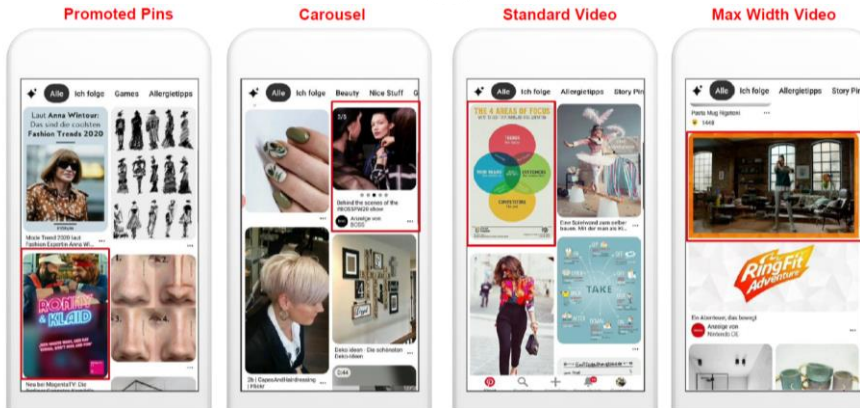
SEA



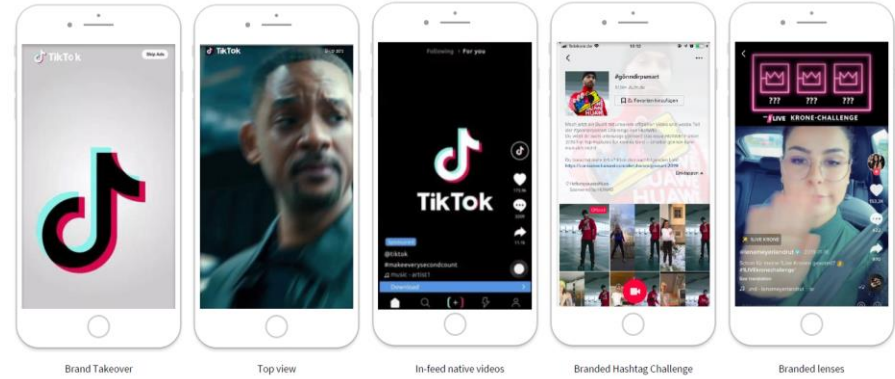
- Ensure **bidding on the right keywords & convert** „searches“ to leads
- Ensure **conversion tracking**

✓ ONGOING TRACKING & OPTIMIZATION

▶ OVERVIEW OF PINTEREST & TIKTOK TEST CASE HIGHER CPL VS. OTHER CHANNELS



- Objective: Lead campaign
- CPL: 86 €
- Campaign runtime: 1 week
- Target groups: Broad & Hygiene Keywords



- Objective: Traffic campaign
- CPS*: 18€ vs. FB & IG CPS: 1,40€
- Campaign runtime: approx. 2 weeks
- Target groups: Broad, A 25-55

*CPS: Cost per Session

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01 Best Performing Channels for CPL campaigns

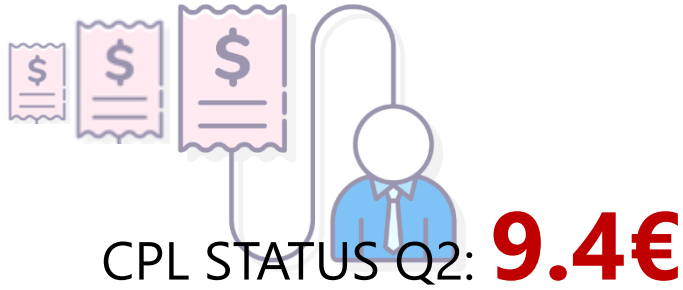
02 Success Case Germany

03 Way Forward

▶ REDEFINING USER ACQUISITION STRATEGY

FTC SUCCESS CASE: CPL EVOLUTION

CHALLENGES



- High CPL way above benchmark
- Struggle to achieve 2021 DOI target
- Legal and technical hiccups
- Formats optimization

SOLUTIONS



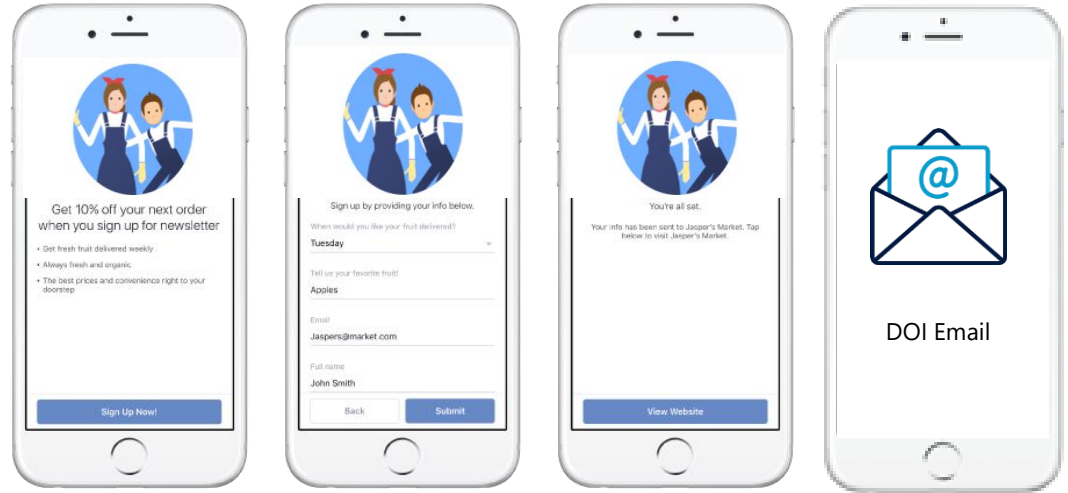
- Relaunch digital channels: Programmatic, Affiliate Light
- New performance partnerships and raffle co-operations
- Optimization of ad formats, creatives, incentives and budget

*Subject to change depending on actual performance

▶ FB LEAD ADS RESULT IN CPL REDUCTION

SIMPLE 3-STEP DOUBLE OPT IN


- SOI with the first contact
- Immediate DOI email is sent as the CRM is connected to Facebook
- Less Data Loss due to direct data flow
- Better optimization for the algorithm
- More accurate targeting



▶ PERFORMANCE PUBLISHERS OFFER FIXED DEALS

MULTIPLE INCENTIVES: INTERACTIVE PERFORMANCE

- Publisher provides attractive incentives
- Interactive Performance delivering 105k Leads for 4€
- Strict Quality and volume control with daily monitoring of campaign performance and ongoing lead validation



The advertisement features a blue background with a cartoon character in overalls sitting on a washing machine. Text includes 'Team Clean', 'Jetzt zur Community anmelden!', and a prize draw announcement: 'Und 1 von 5 High-End Haushaltsgeräten im Wert von über 10.000€ gewinnen!'. It also lists 'Tags & Follower', 'Produkte', and 'Sensibler Gewinnspiel' as criteria. At the bottom, it says 'Immer einen Klick Wert. Deine kostenlose Community für Waschen, Reinigen und Haushalt.' and shows various household appliances with numbered callouts.

Incentives

- Generating DOIs from product Samples works, but fluctuates -apparently heavily affected by competitive activity
- **Mixing with bigger incentive was overall successful, recommend to pilot WKZ in order to maximize Lead yield form Product tests and make it more plannable**

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03 **Way Forward**

▶ EARLY ADOPTER TESTING AND OPTIMIZATION

FACEBOOK CONVERSION API IMPLEMENTATION SUCCESSFUL

- It is imperative to find creative ways to thrive in a cookie-less environment
- FB CAPI creates a connection between an advertiser's marketing data and the Facebook systems
- Can be done manually or through 3rd party providers
- Benefits:
 - Data loss minimized
 - Stronger optimization potential
- FTC: First website to have FB CAPI implemented!
- Next step: countries with FB campaigns in 2022, please reach out to the global media team



[More Info](#)

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THANK YOU