

CLAIRE STANLEY-MANOCK - PAID MEDIA DIRECTOR

# Driving growth in Paid Media



connective3



**brass**



**WMG**



**HOME**




**connective3**

DIGITAL MARKETING PERFORMANCE

# Driving growth in paid media



A man and a woman are sitting on a light-colored sofa in a modern, dimly lit room. The man, on the left, is wearing a light-colored button-down shirt and dark trousers, with his legs crossed. The woman, on the right, is wearing a dark long-sleeved top and a patterned skirt. They are both looking at a laptop that is open on the woman's lap. In the background, there is a large, round, white lamp on a black tripod stand. The overall atmosphere is professional and collaborative.

1. Get your data house  
in order

# Audit all data and tracking

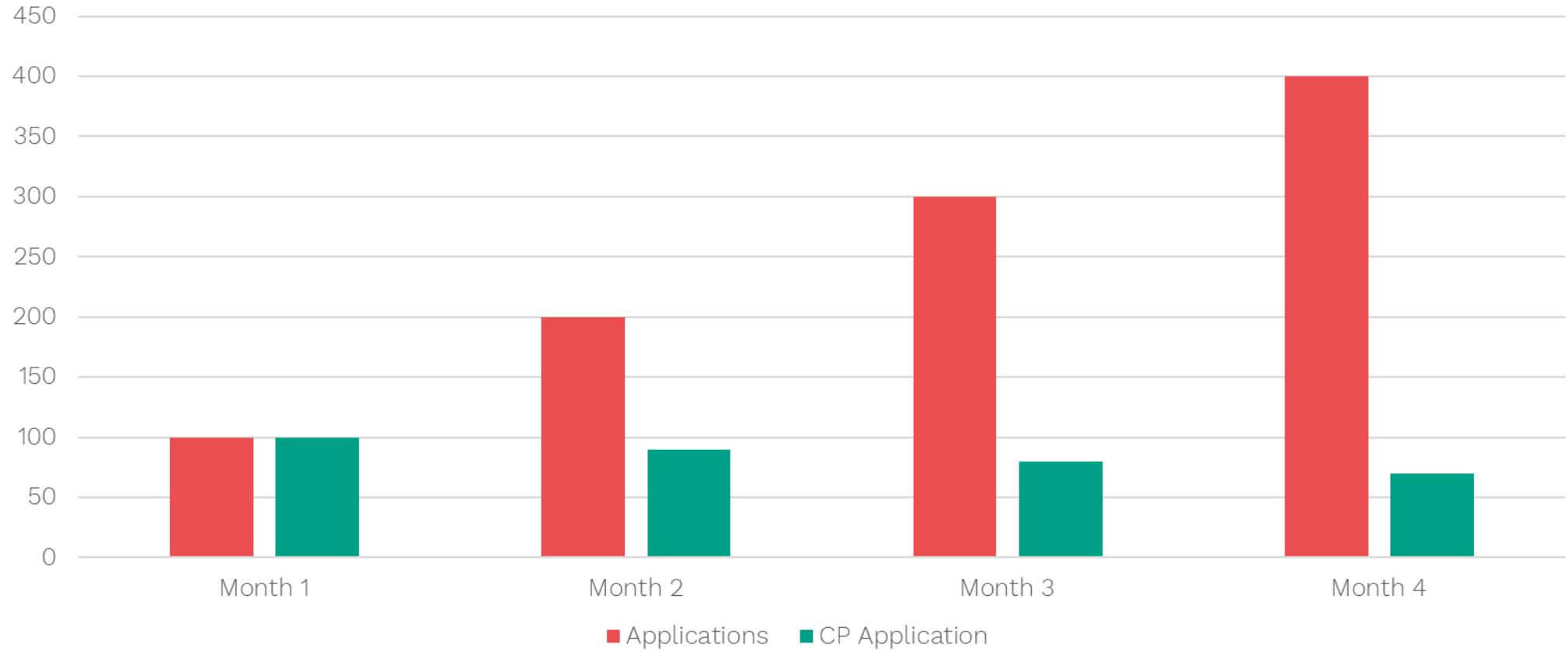
- ① What conversions are being tracked?
- ① Are all tags firing in the right place?
- ① What attribution model is applied?
- ① What is the single point of truth?
- ① Do you have offline conversions?



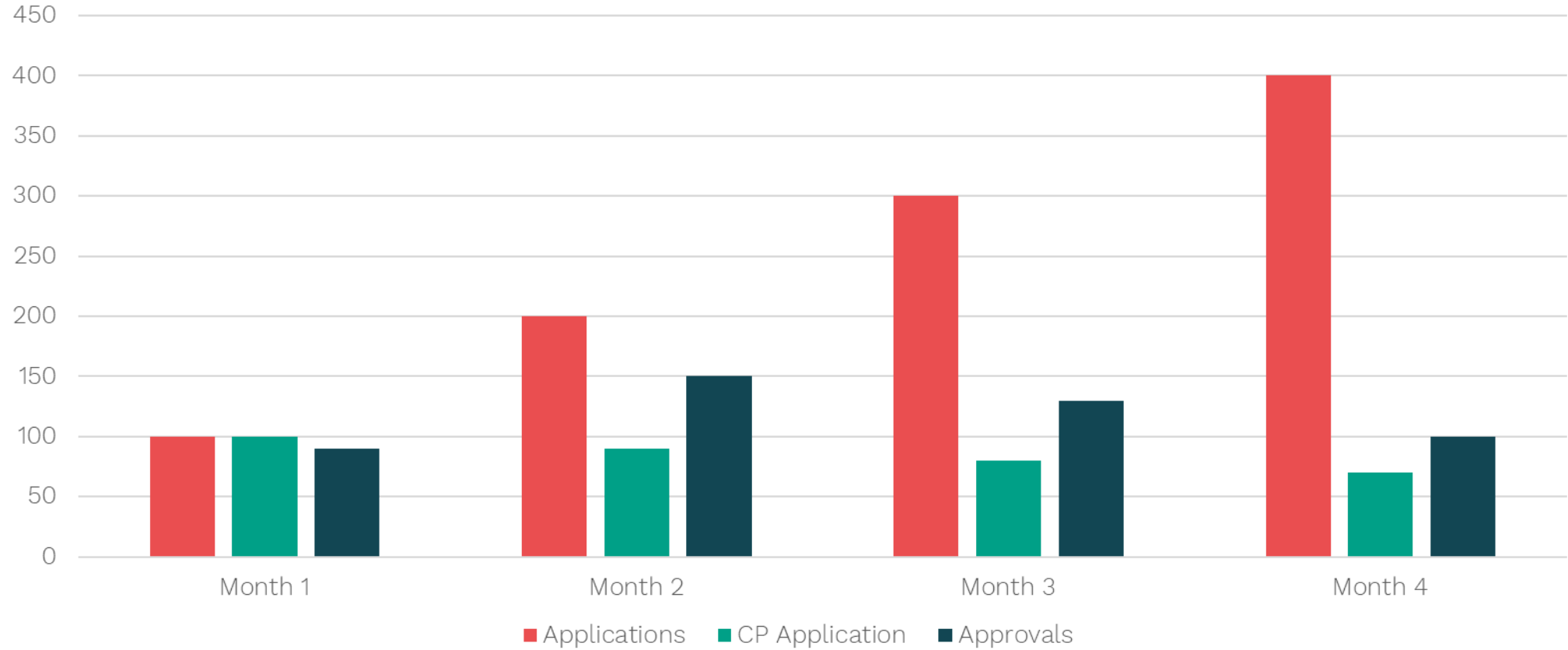
A grayscale photograph of a man and a woman sitting on a light-colored sofa. The man, on the left, is wearing a light-colored button-down shirt and dark trousers, with his legs crossed. The woman, on the right, is wearing a dark long-sleeved top and a patterned skirt. They are both looking at a laptop computer that is open on the sofa between them. In the background, a modern-style lamp with a large circular shade is visible on a tripod stand. The overall scene is dimly lit, suggesting an indoor setting at night or in low light.

2. Integrate as much  
data as possible

# Growth – Loan applications

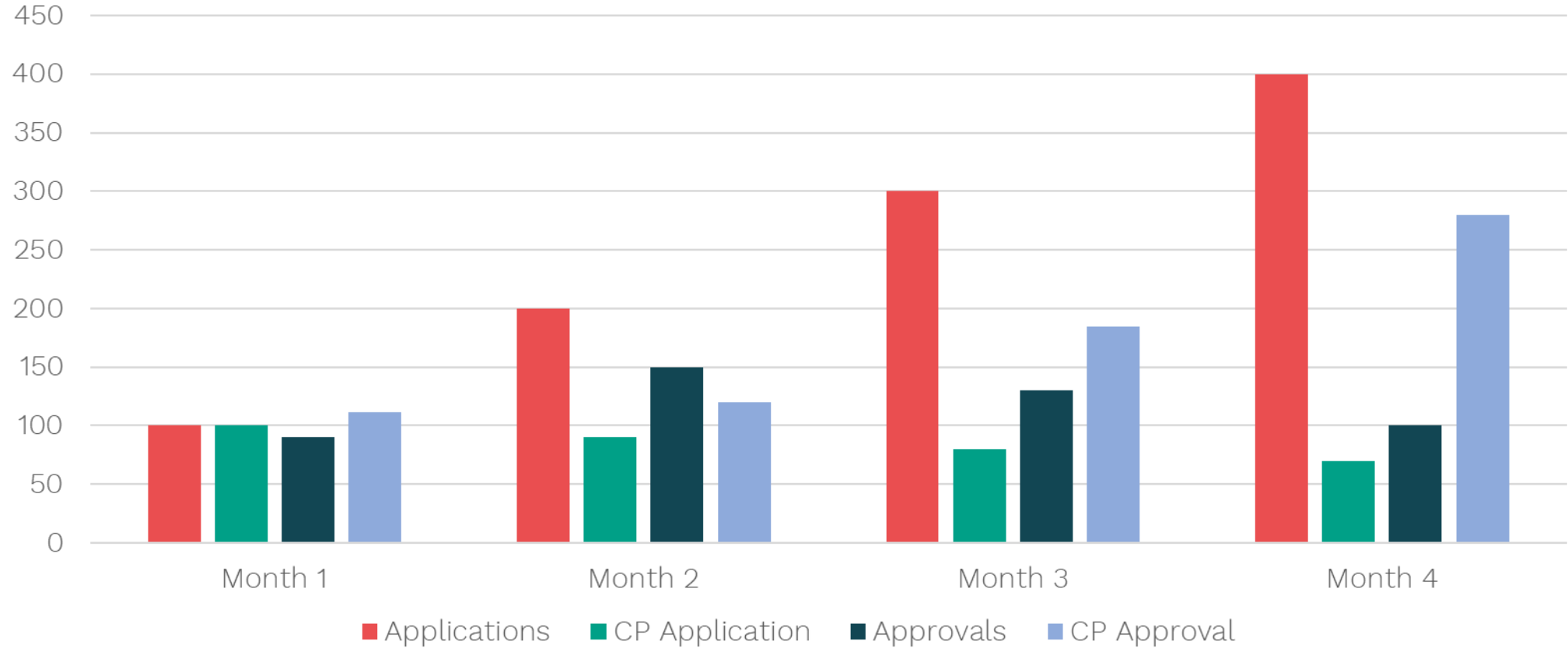


# Growth – Loan approvals

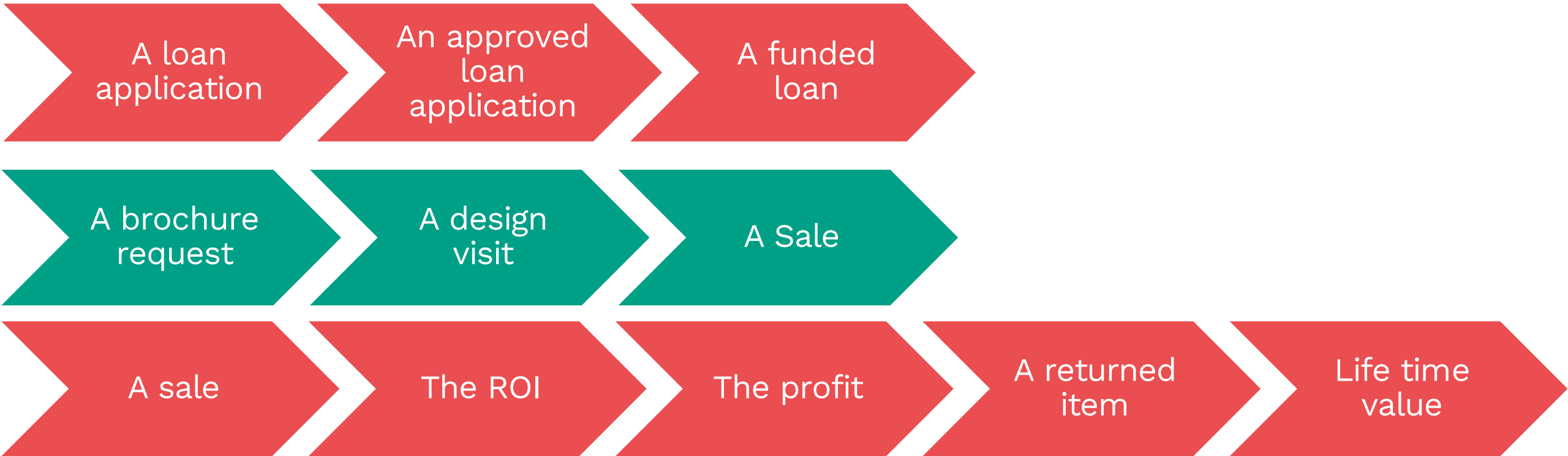




# Growth – Loan approval CPA

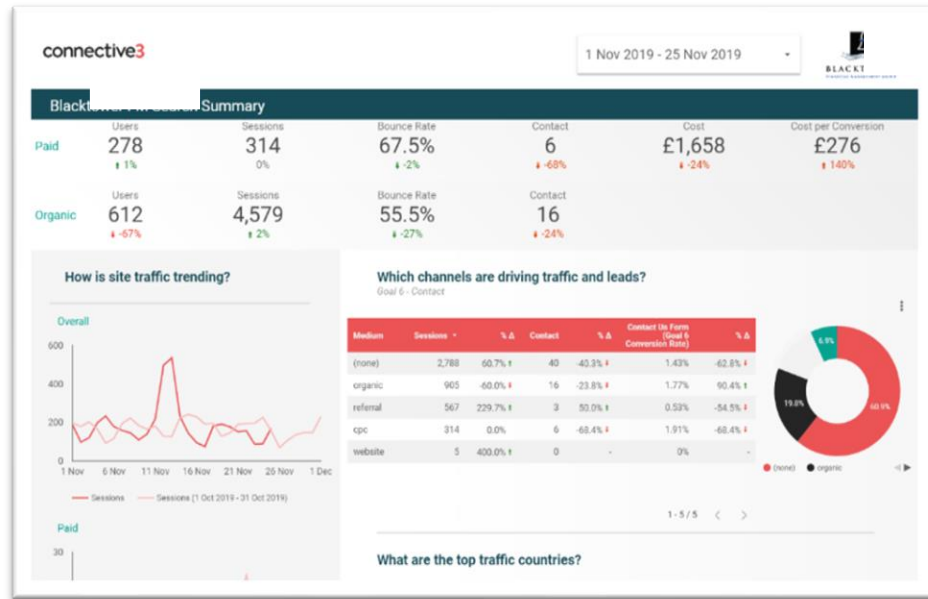


# Not all conversions are equal

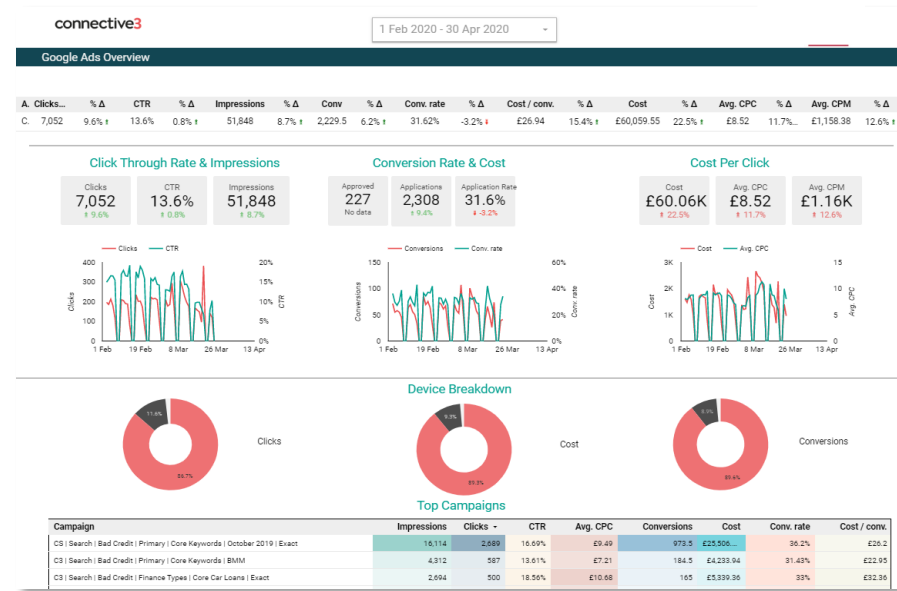


# Real time connected data

## CAMPAIGN SUMMARY



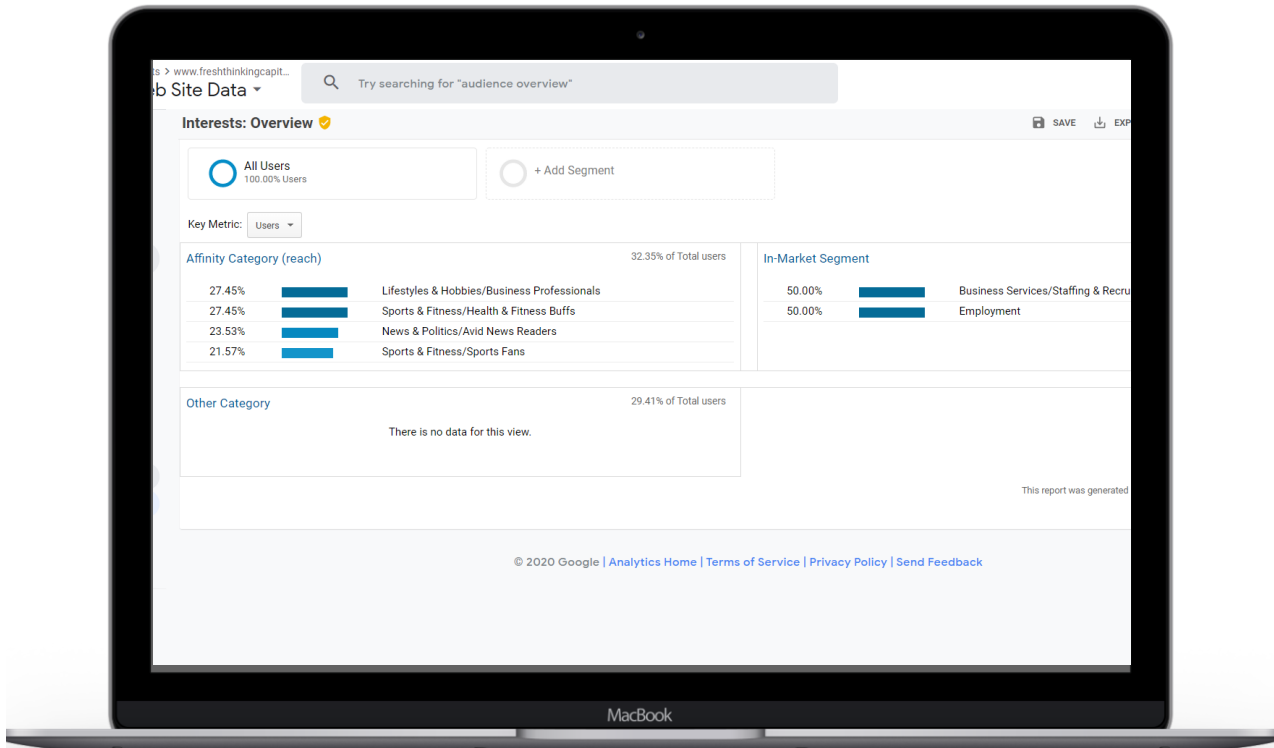
## CHANNEL DATA





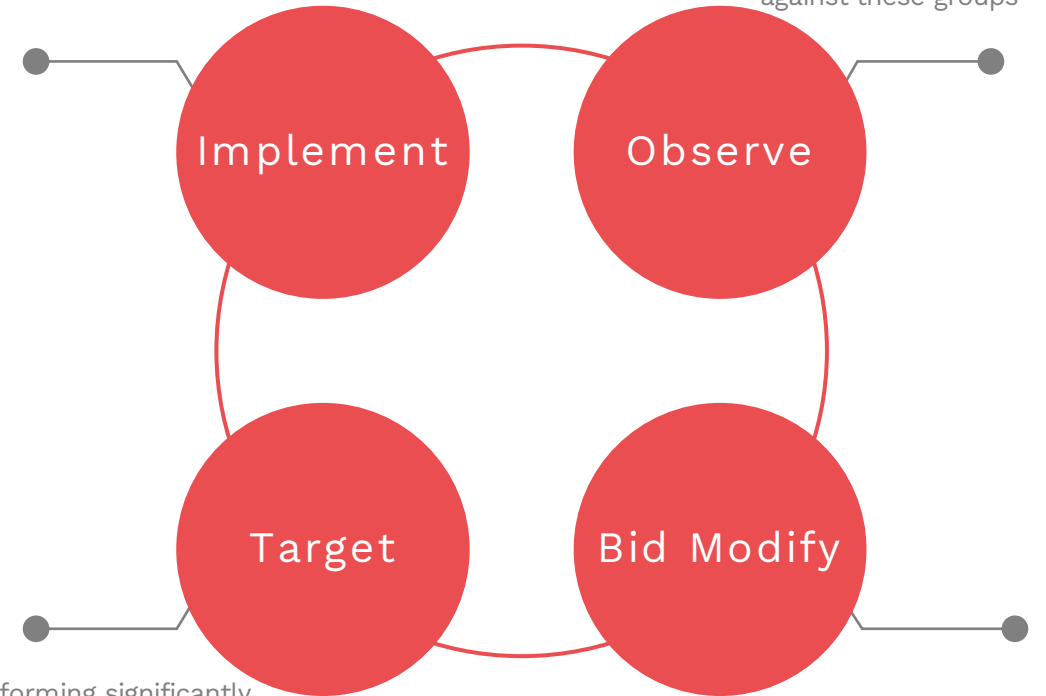
3. Focus spend on your potential customers

# Build universal audience buckets



Implement key audiences

Observe the performance against these groups



If performing significantly move audience to it's won campaign and tailor adcopy to the audience

Change bids according to audience performance

PAID MEDIA

# Audiences, not audience



1<sup>st</sup> TIME BUYERS



SECOND STEPPERS



FOREVER HOMES

PAID MEDIA

# Audiences, not audience



1<sup>st</sup> TIME BUYERS



SECOND STEPPERS



FOREVER HOMES



CITY CENTRE APT



NEW BUILD – OUT OF TOWN



COUNTRY HOUSE

A man and a woman are sitting on a light-colored sofa in a modern living room. The man, on the left, is wearing a light-colored shirt and dark pants, and is looking towards the woman. The woman, on the right, has blonde hair and is wearing a dark top and a patterned skirt, and is looking down at a laptop computer she is holding. A floor lamp with a large, round, white shade is positioned to the left of the sofa. The background consists of vertical blinds or a wall with vertical panels. The entire image is overlaid with a semi-transparent dark grey filter.

## 4. Match audiences with relevant messaging



# Audiences, not audience



1<sup>st</sup> TIME BUYERS



SECOND STEPPERS



FOREVER HOMES

Messaging

Help to buy

Get on the property ladder

Part exchange

Perfect family home

Quality, Guarantees,  
Warranties

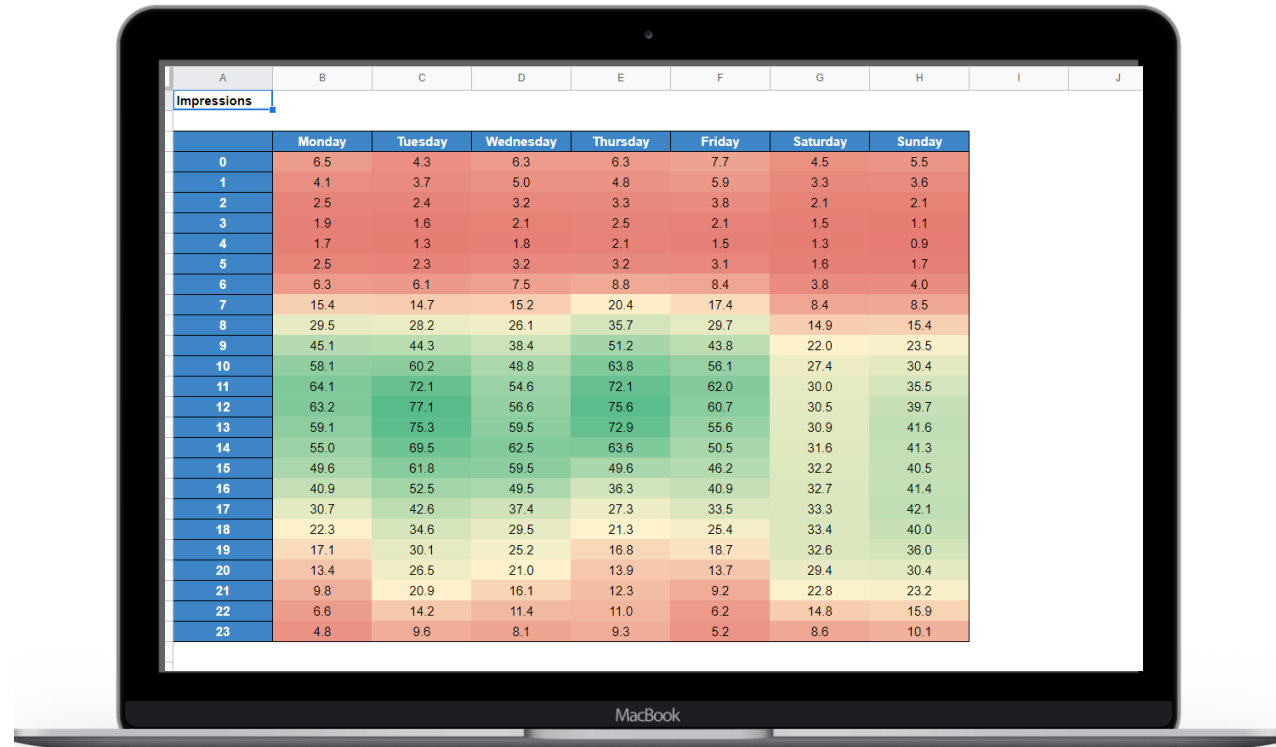
Perfect forever home for  
your family

A grayscale photograph of a man and a woman sitting on a light-colored sofa. The man is on the left, wearing a light-colored shirt and dark pants, looking towards the woman. The woman is on the right, wearing a dark top and a patterned skirt, looking down at a laptop computer she is holding on her lap. In the background, there is a large, modern lamp with a circular shade on a tripod stand. The overall scene is dimly lit, suggesting an indoor setting like a living room or office.

5. Focus budgets on  
top performing account  
areas

F O C U S

# Focus budget on top performing times



F O C U S

# Focus budget on top locations

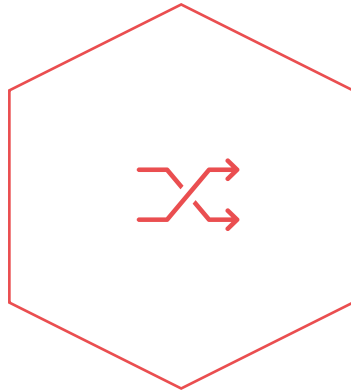


A black and white photograph of a man and a woman sitting on a light-colored sofa. The man, on the left, is wearing a light-colored button-down shirt and jeans, with his legs crossed. The woman, on the right, is wearing a dark long-sleeved top and a patterned skirt. They are both looking at a laptop that is open on the woman's lap. In the background, there is a large, modern-style lamp on a tripod stand. The overall scene is dimly lit, suggesting an indoor setting like a living room or office.

## 6. Test, Test, Test

T E S T , T E S T , T E S T

# Ongoing Structured Testing



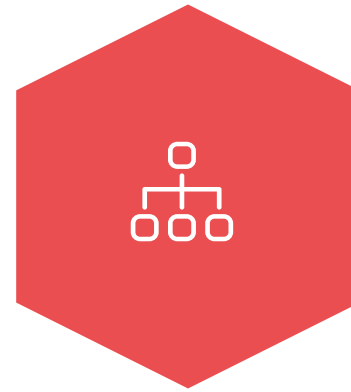
BID STRATEGIES



LANDING PAGES



ADCOPY



ACCOUNT STRUCTURE



KEYWORDS  
& MATCHTYPES

A grayscale photograph of a man and a woman sitting on a light-colored sofa in a modern living room. The man, on the left, is wearing a light-colored button-down shirt and jeans, and is looking towards the woman. The woman, on the right, has blonde hair and is wearing a dark long-sleeved top and a patterned skirt; she is looking down at a laptop computer resting on her lap. In the background, a floor lamp with a large, adjustable shade stands on a tripod. The overall atmosphere is professional and collaborative.

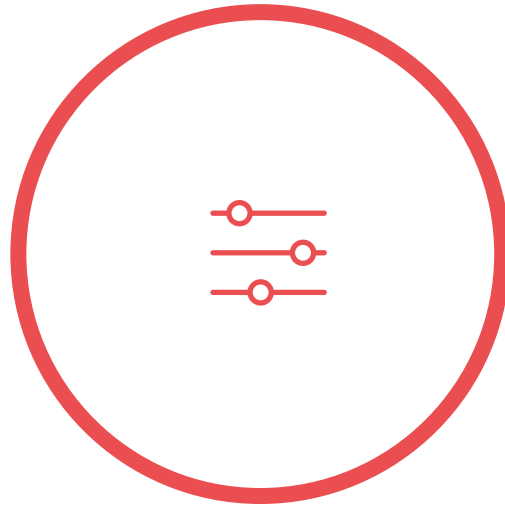
## 7. Agility, Flexibility & Transparency

WAYS OF WORKING

# Driving growth



AGILE CHANNEL  
AGNOSTIC OPTIMISATION



FLEXIBLE &  
TIMELY BUYING



TRANSPARENCY:  
CAMPAIGN  
COMMERCIALS



# 7 factors for delivering growth in paid media

1. Get your data house in order
2. Integrate as much data as possible
3. Focus spend on your potential customers
4. Match audiences with messaging
5. Focus budget on top performing account areas
6. Test, test, test
7. Agility, flexibility & transparency



DO  
GREAT  
THINGS

THANK YOU

Turn your great results into  
extraordinary performance.

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