
PERFORMANCE

MARKETING

WITHOUT PERMISSION

IMPRESSION



Liam Wade

Director of Performance

evidence → action



Full-funnel
marketing
measurement
technology

“without **evidence**, marketing
decisions are just guesses”



Integrated and
proactive
experimentation
process



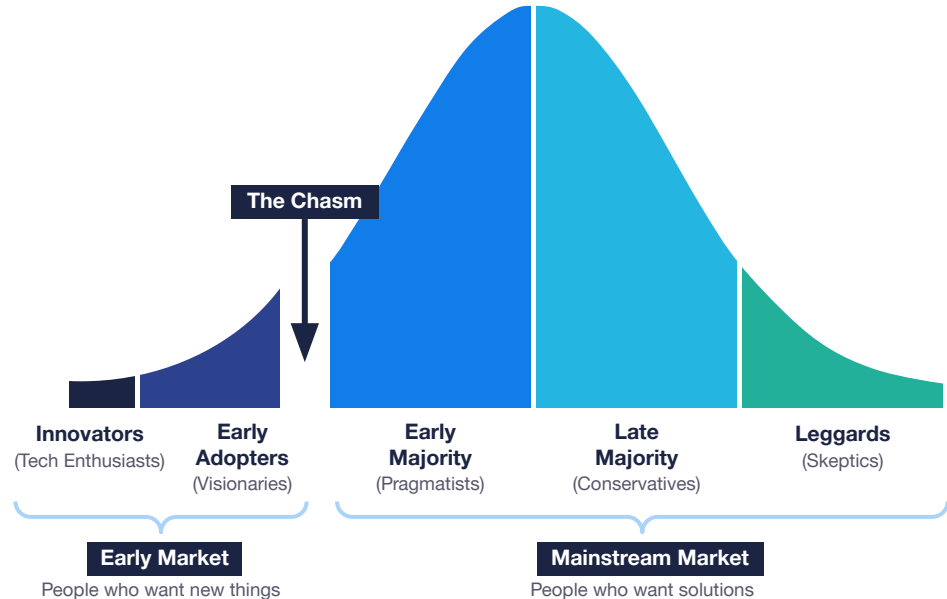
Digital talent
trained to
**challenge best
practice**

“the most impactful evidence
comes from **experimental action**”

IMPRESSION

There is a widening **Edge Gap** between those who innovative and the status quo

Crossing the Chasm - Geoffrey Moore



IMPRESSION

PERMISSION



ACTION



**Creative
Quality**



**Signal
Quality**



**Execution
Quality**

IMPRESSION

PERMISSION

Create a unique,
beautiful ad.

✓ Tweak based on performance!

IMPRESSION



"Information overload can limit the ability of consumers to process content, causing their attention to be divided [...] and leading to shorter collective attention spans"

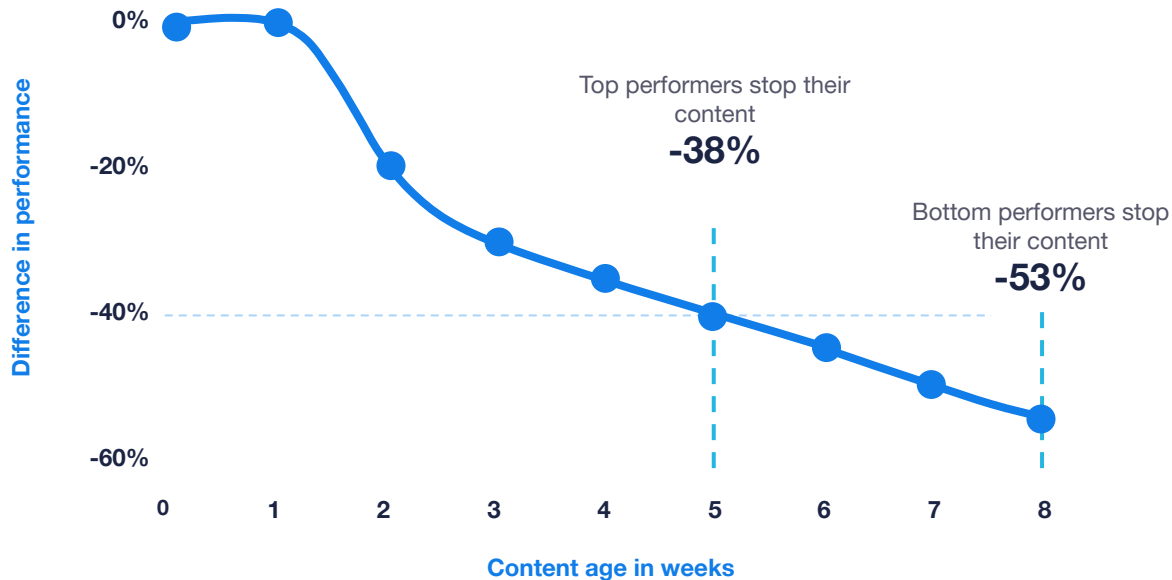
**nature
communications**

Accelerating dynamics of collective attention
by Lorenz-Spree, Mønsted, Hövel & Lehmann

IMPRESSION

Creative freshness

Ad fatigue can destroy your performance

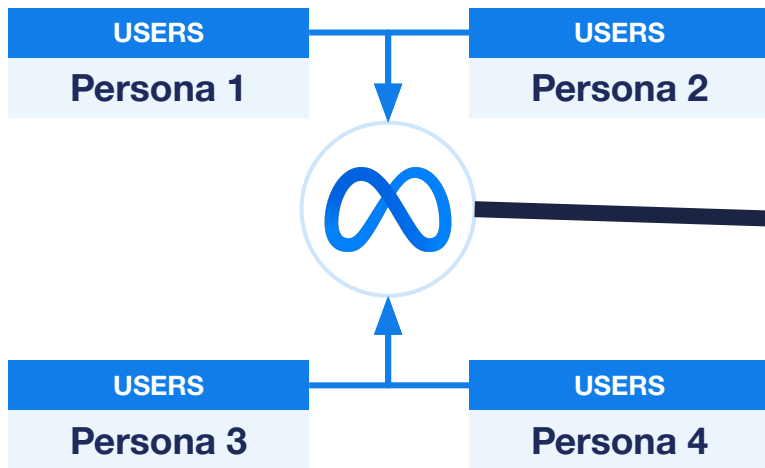


**Creative
fatigue sets in
from 8 days**

(according to TikTok)



And we act like it works like this:



IMPRESSION



ACTION

Creative velocity,
targeting diversity
and experimental
exploration.

IMPRESSION



Creative **velocity** beats perfection



ASOS

[Ads](#)

[About](#)

~530 results



Loop

[Ads](#)

[About](#)

~550 results

TAKE A BREAK FROM RESTLESS NIGHTS



Take the edge off noise



Wake up refreshed



No more tossing & turning



Gymshark

[Ads](#)

[About](#)

~1,700 results



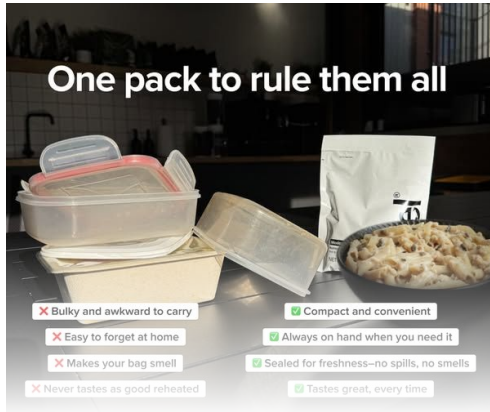


Targeting is ~~dead~~.

MORE IMPORTANT THAN EVER!

IMPRESSION

Don't mistake algorithms for targeting



USERS

Busy Professionals



USERS

Fitness Obsessed



USERS

Health-Conscious

Prioritise experimentation over perfection

EXPLORATION



ITERATION

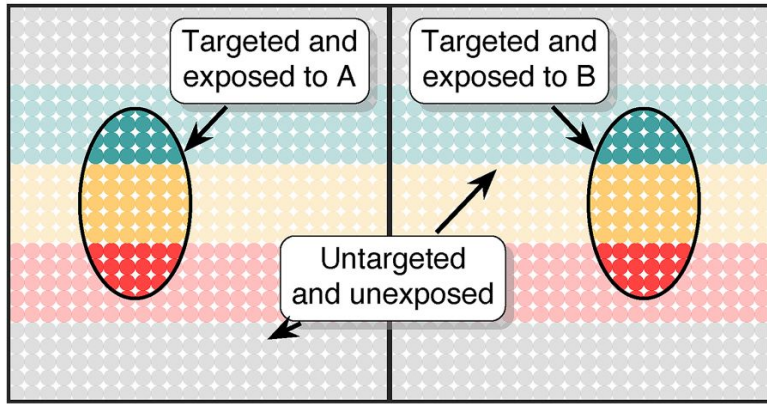


Brands taking creative risks
are **33%** more likely to achieve
long-term growth

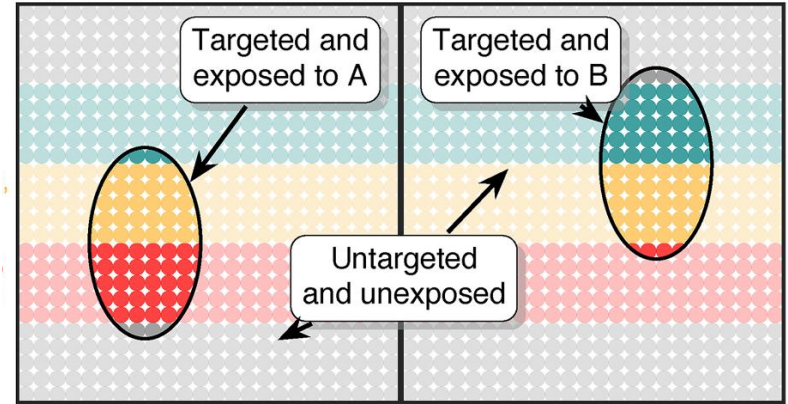
Deloitte - [Creativity As A Force for Good](#)

IMPRESSION

In-platform testing introduces bias

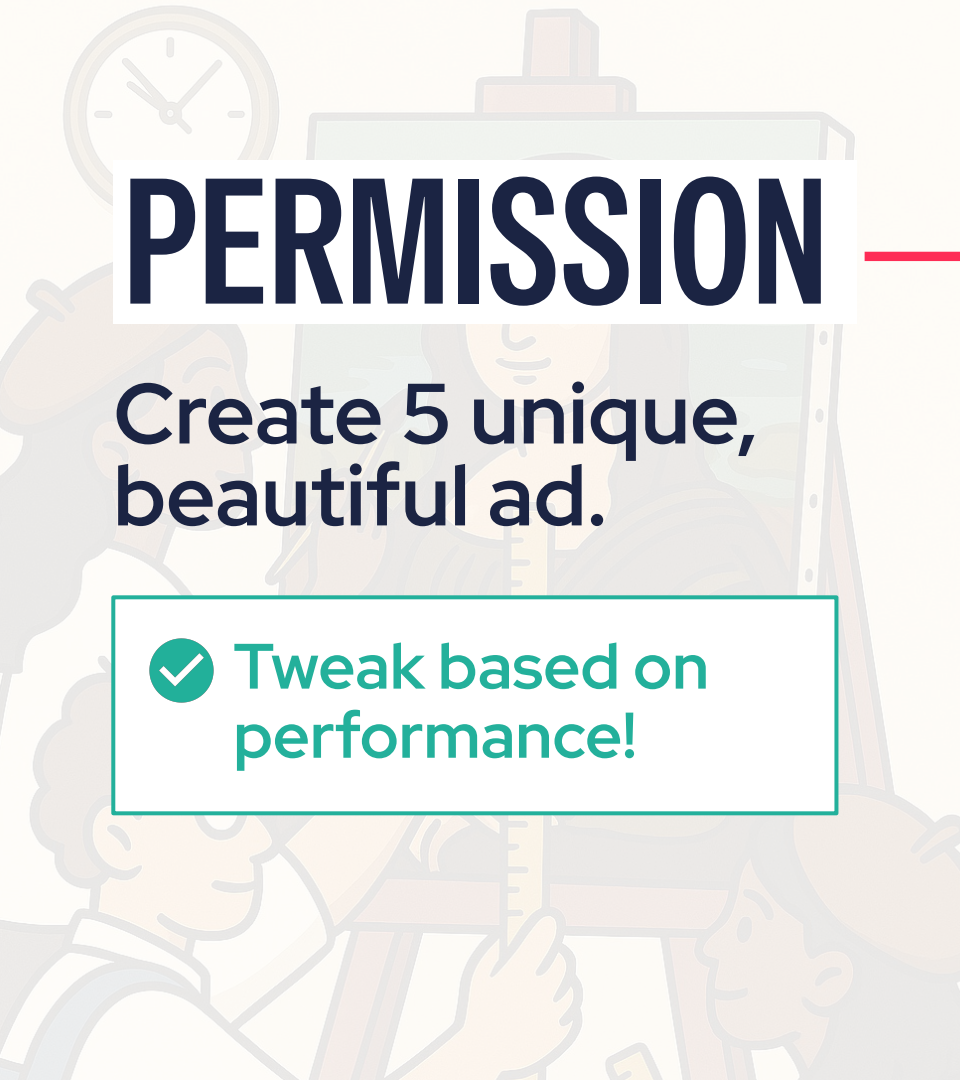


correct A-B test



divergent delivery

IMPRESSION



PERMISSION

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ACTION

Creative velocity,
targeting diversity
and experimental
exploration.

IMPRESSION

Are you led by permission or action?

Take our 5-min quiz

to receive your benchmarked

Performance Maturity Score™



PERMISSION



ACTION



**Creative
Quality**



**Signal
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**Execution
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IMPRESSION

PERMISSION

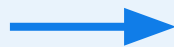
Tracking is perfect. Worship the dashboard.

✓ Increase ROAS!

IMPRESSION



Attribution



Contribution

Correlation

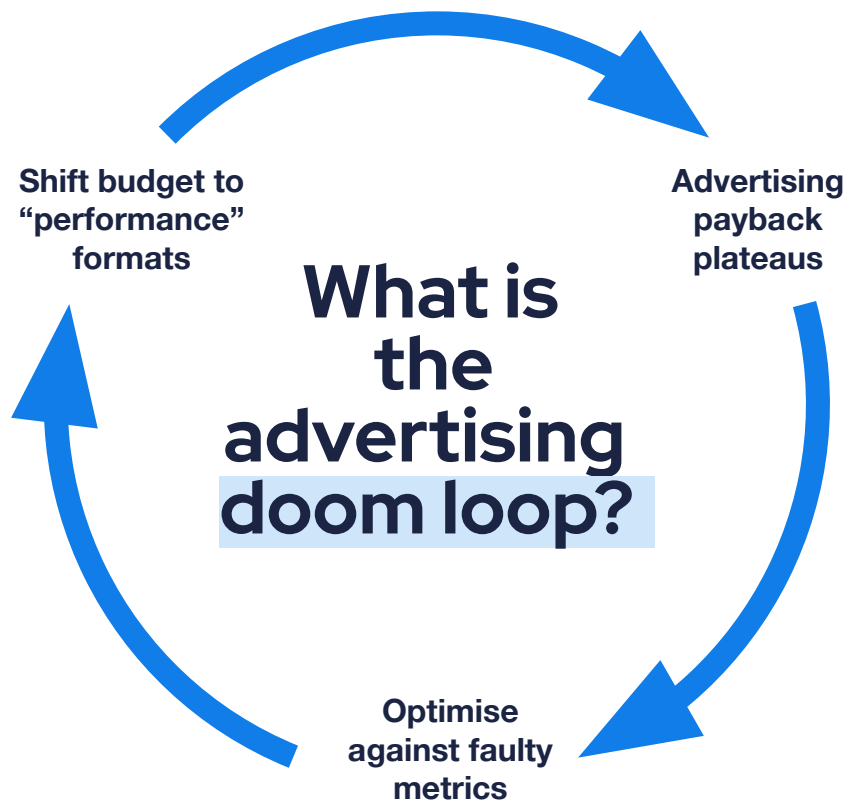
Causality

optimises to activity
easier to measure

optimises to activity
driving revenue

IMPRESSION

**An overreliance
on attribution
always leads to a
plateau in
performance**



IMPRESSION

So how do we reduce
our reliance on
attribution?

IMPRESSION

ACTION

Develop internal
measurement
practices.

✓ Take action!

IMPRESSION



Combining modelling & experimentation builds signal quality

REFLECT
Econometric Modelling

EXPLORE
Deep Experimentation

Model predicts future revenue performance
based on previous spend

Incrementality tests reveal
opportunities for revenue or profit growth

IMPRESSION



Only 8% of marketers run incrementality testing

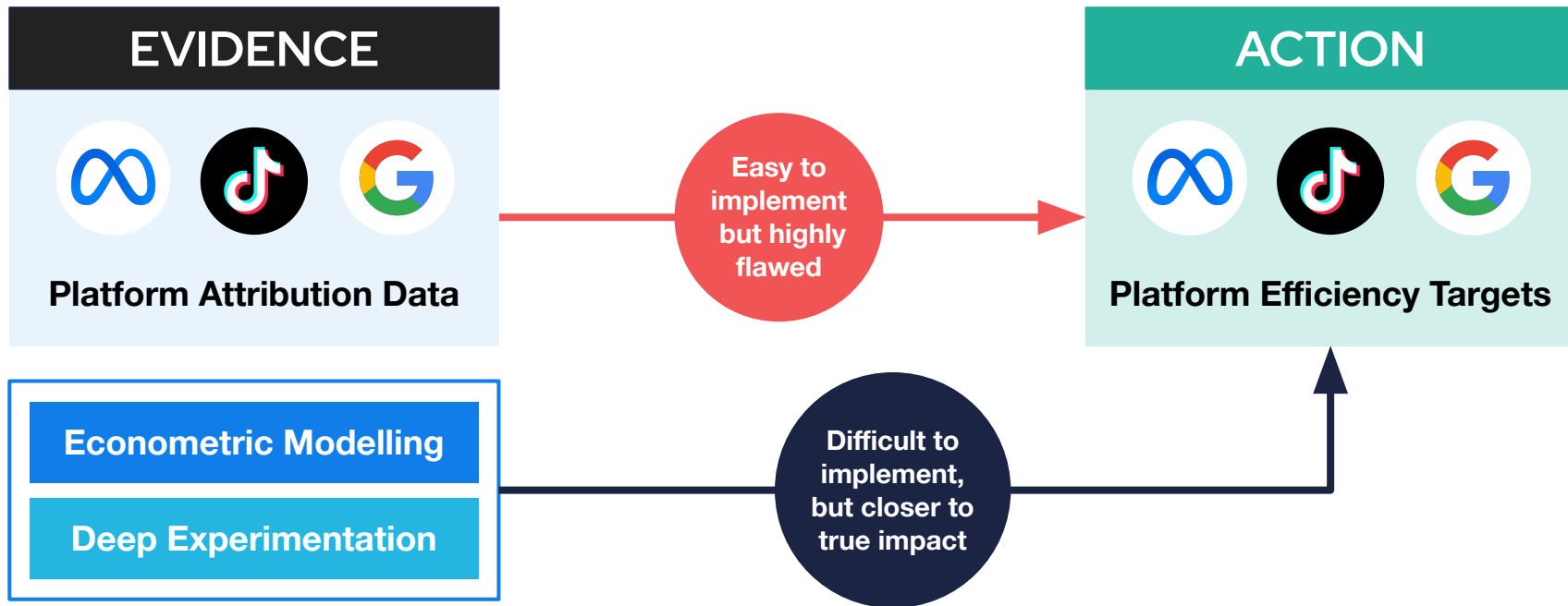
Supermetrics - Incrementality, The Only Guide (2024)
Emarketer - Solving the Retail Media ROI Challenge

IMPRESSION



It's not enough to
Improve signal quality
– you must take action

IMPRESSION

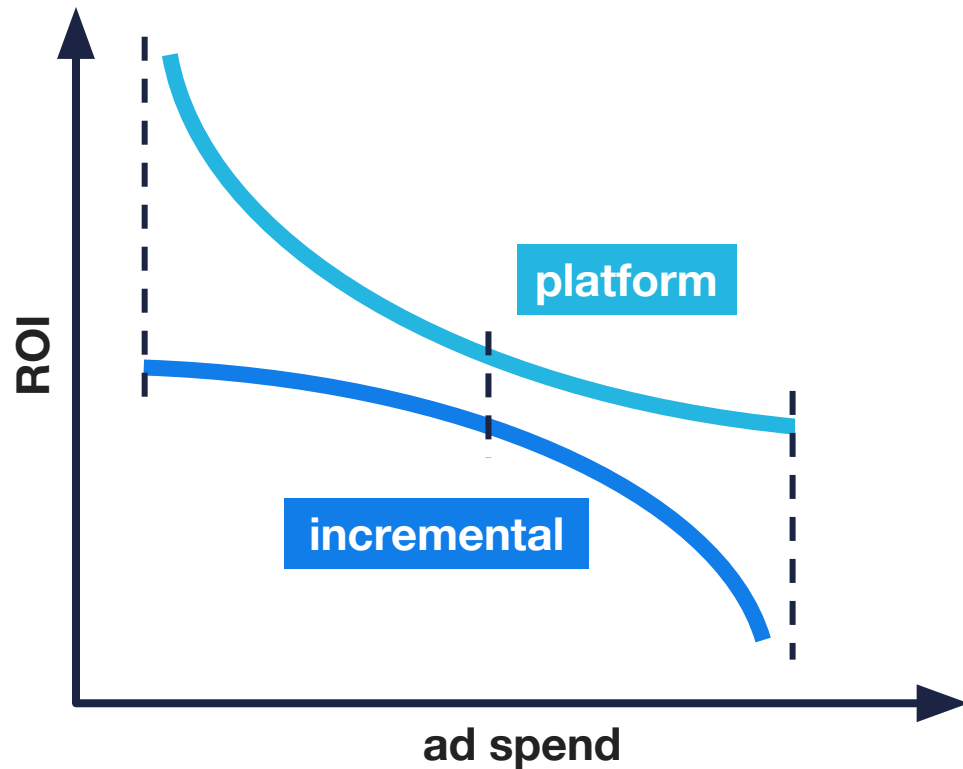


IMPRESSION

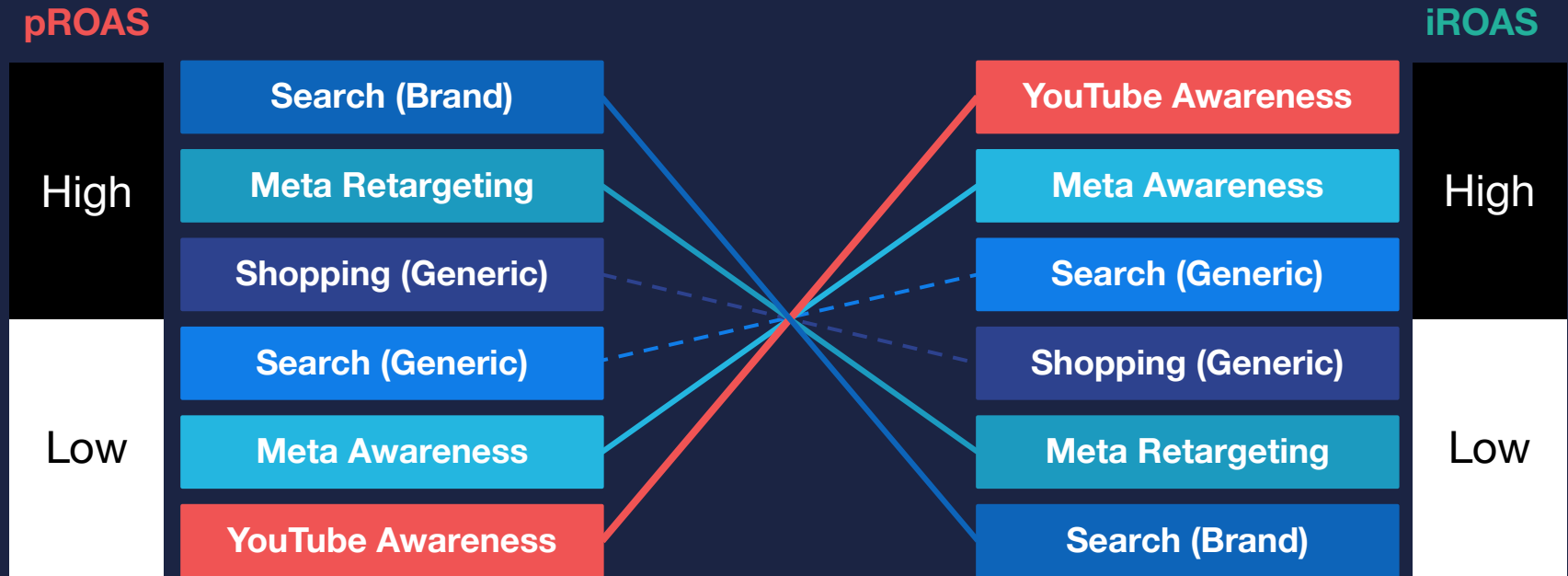
Variable
coefficients
are difficult
to predict

Consistent
experimentation
gives confidence

IMPRESSION



Rethink your attribution-led habits



PERMISSION

Tracking is perfect. Worship the dashboard.

✓ Increase ROAS!



ACTION

Develop internal measurement practices.

✓ Take action!

IMPRESSION

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PERMISSION



ACTION



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Quality**



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Quality**



**Execution
Quality**

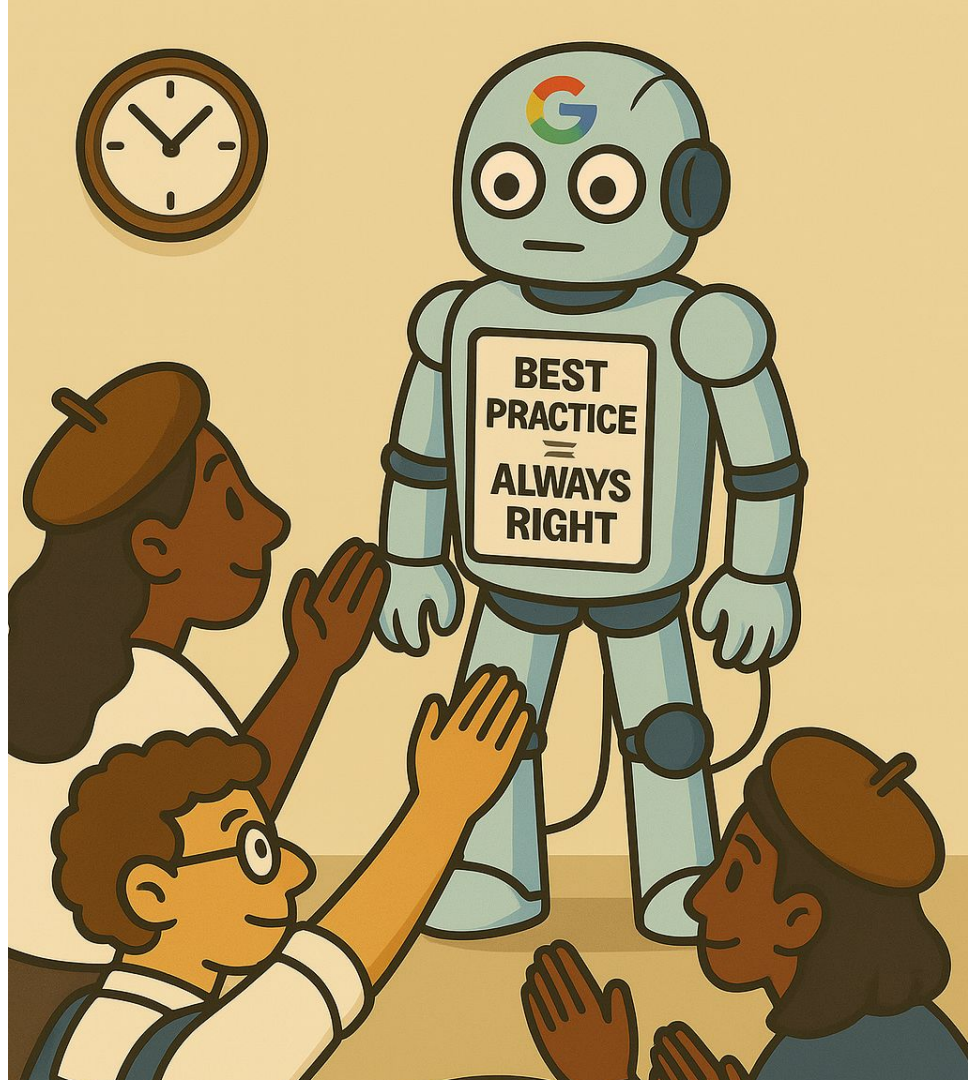
IMPRESSION

PERMISSION

The algorithm
knows best.

✓ Just plug it in!

IMPRESSION



A man with a cybernetic head and glowing red eye, smiling. The background is dark and moody, with another similar figure visible in the shadows.

Meta plans to automate ALL ad creation and targeting by 2026

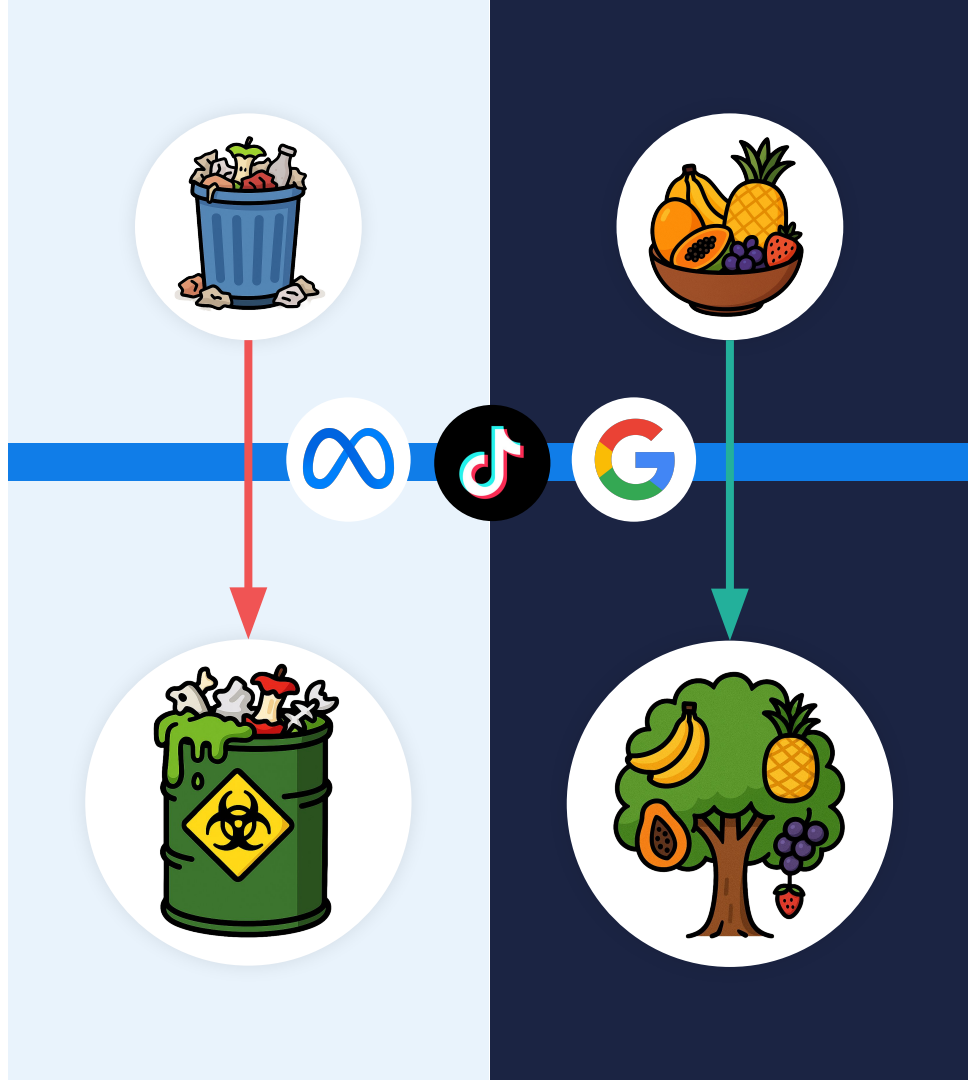
IMPRESSION

WSJ - [Meta Aims to Fully Automate Ad Creation Using AI](#)

AI amplifies your inputs

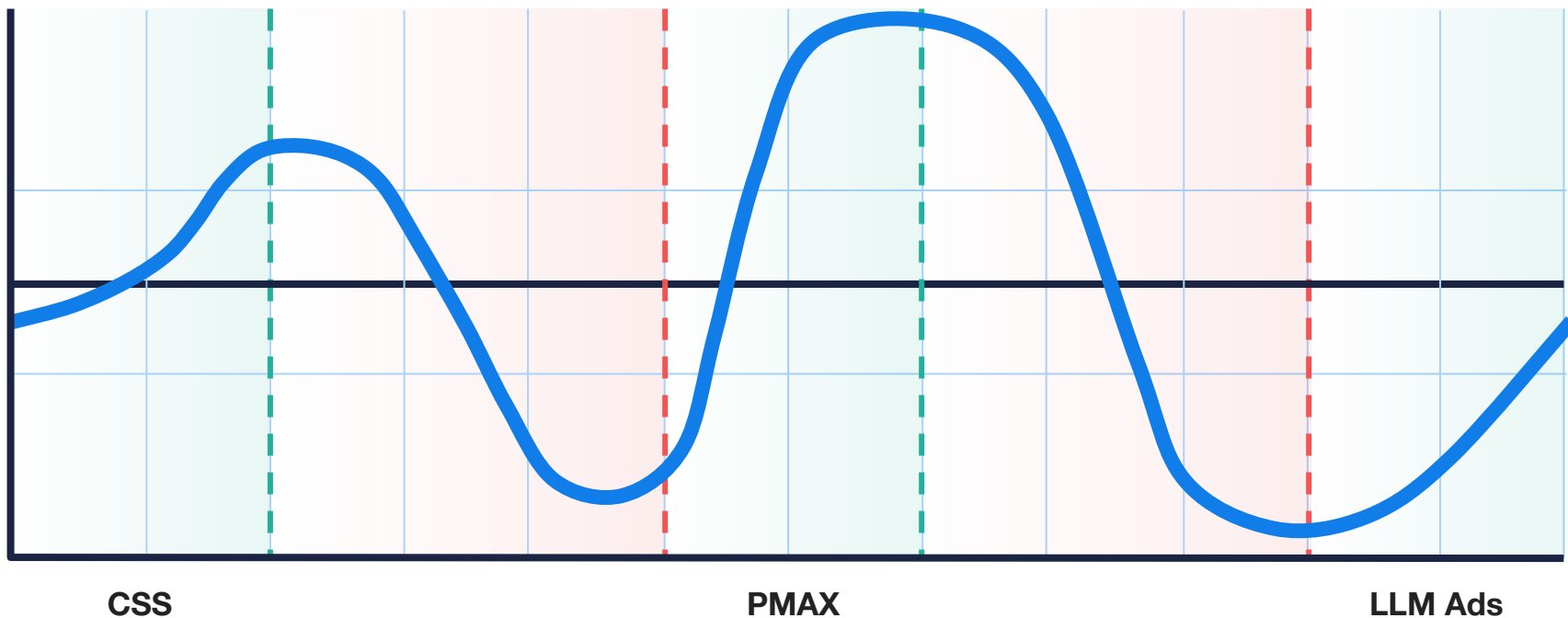
- ❌ Same input as everyone else
→ **average results**
- ✅ Introduce 1st party data:
channel, price, product depth
→ **outperform category**

IMPRESSION



Every Edge Fades

● Market Share



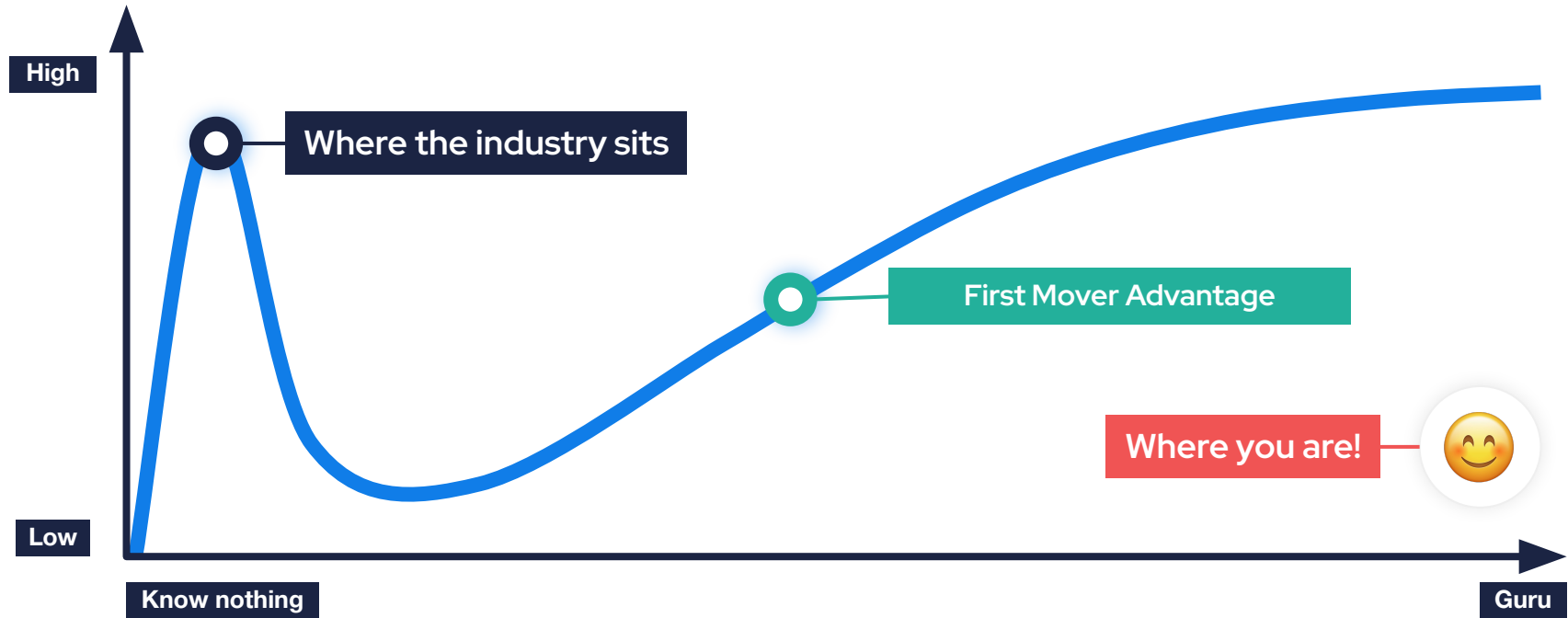
ACTION

Engagement,
experimentation
+ healthy
skepticism

IMPRESSION



Confidence X Expertise



Test new things as soon as possible for a first-mover advantage

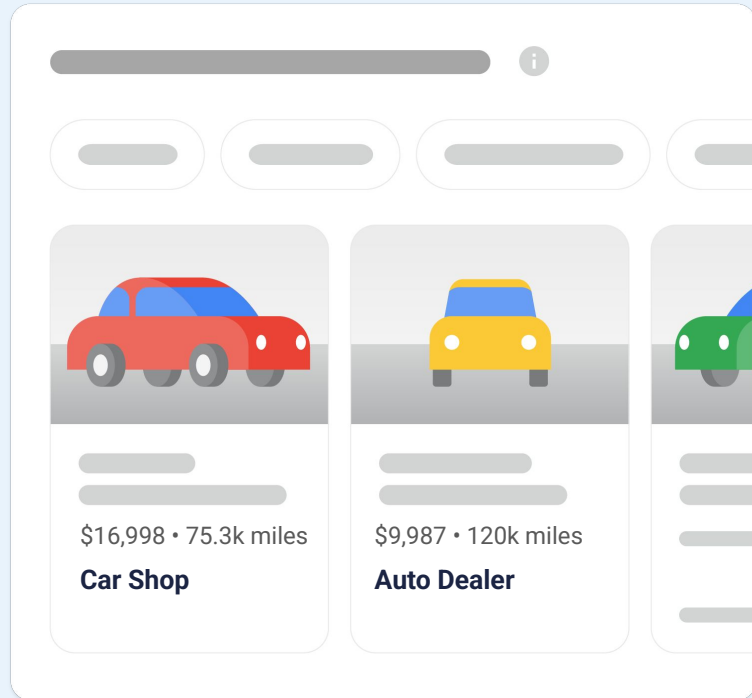
-55% cost per lead

+175%+ increase in leads



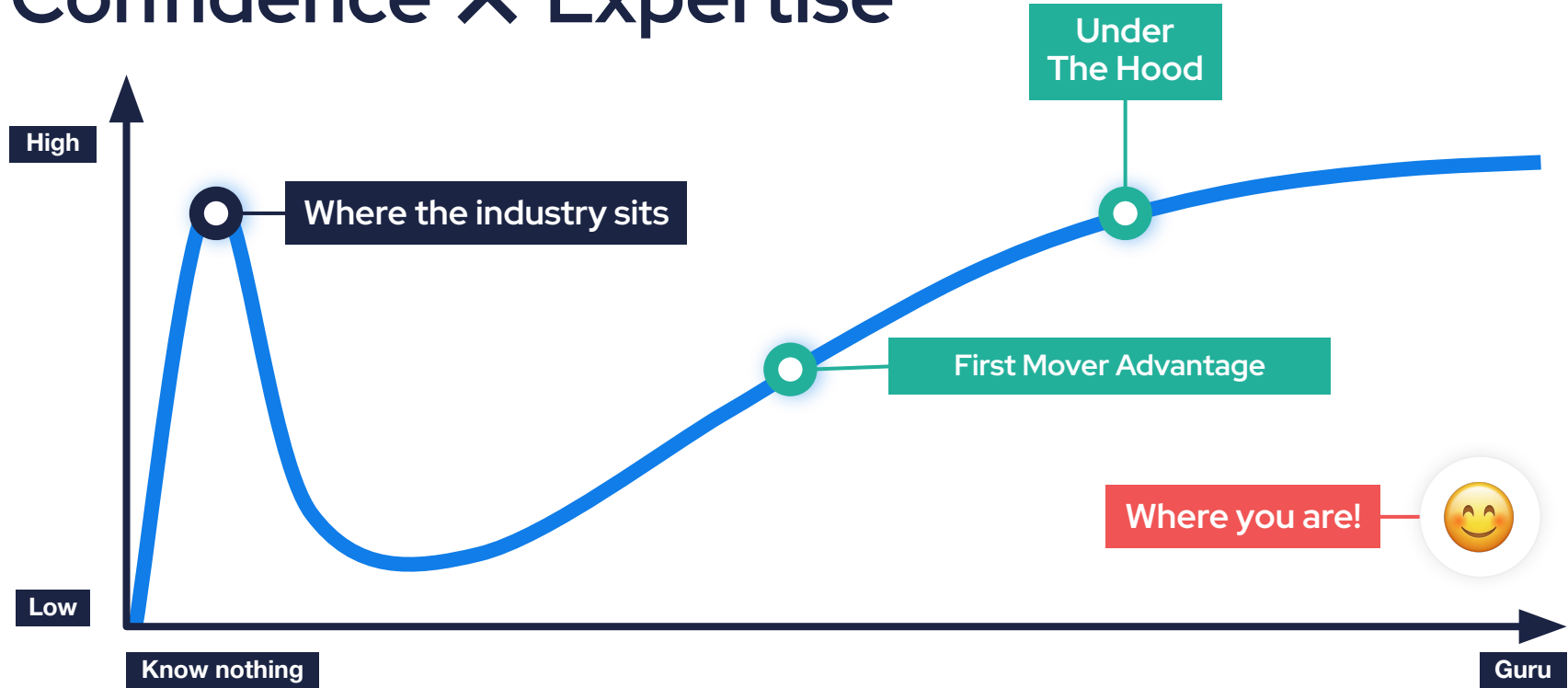
You need advanced data capabilities to make the best use of products in beta!

GOOGLE VEHICLE ADS



Impression - Internal Case Study, Online Car Marketplace

Confidence $\times$ Expertise



Understand more than the native UI allows

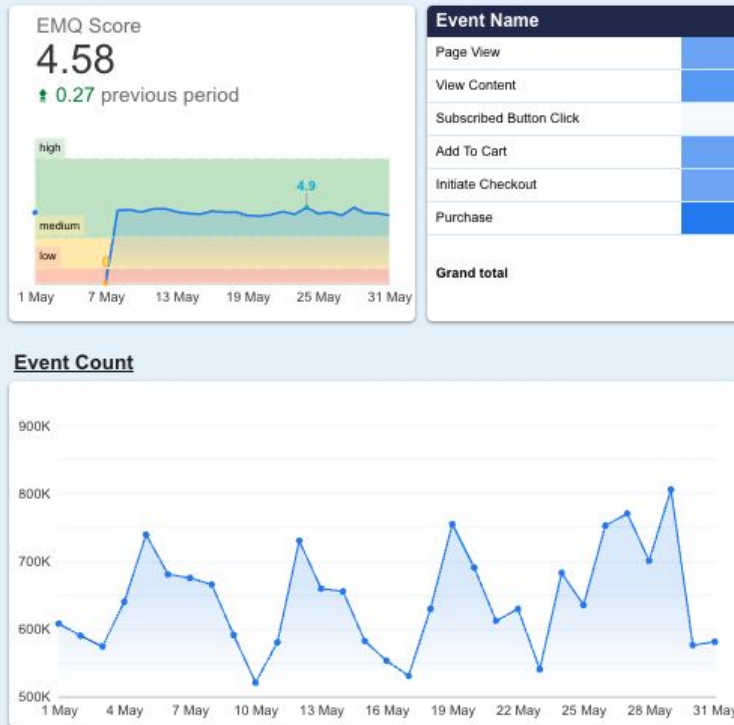
↑ Event Match Quality (EMQ)



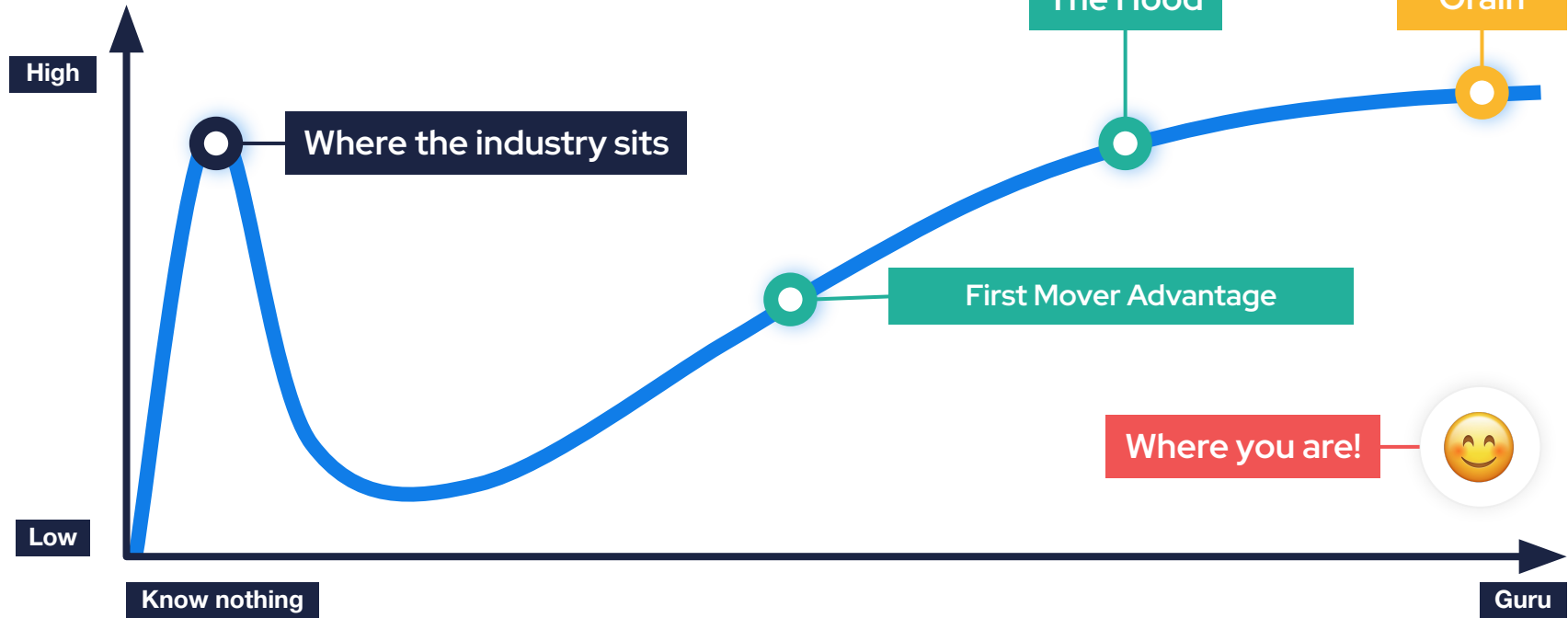
A small % of brands and agencies
are currently using the Meta
Signal Quality API

IMPRESSION

IMPRESSION CAPI INSIGHTS



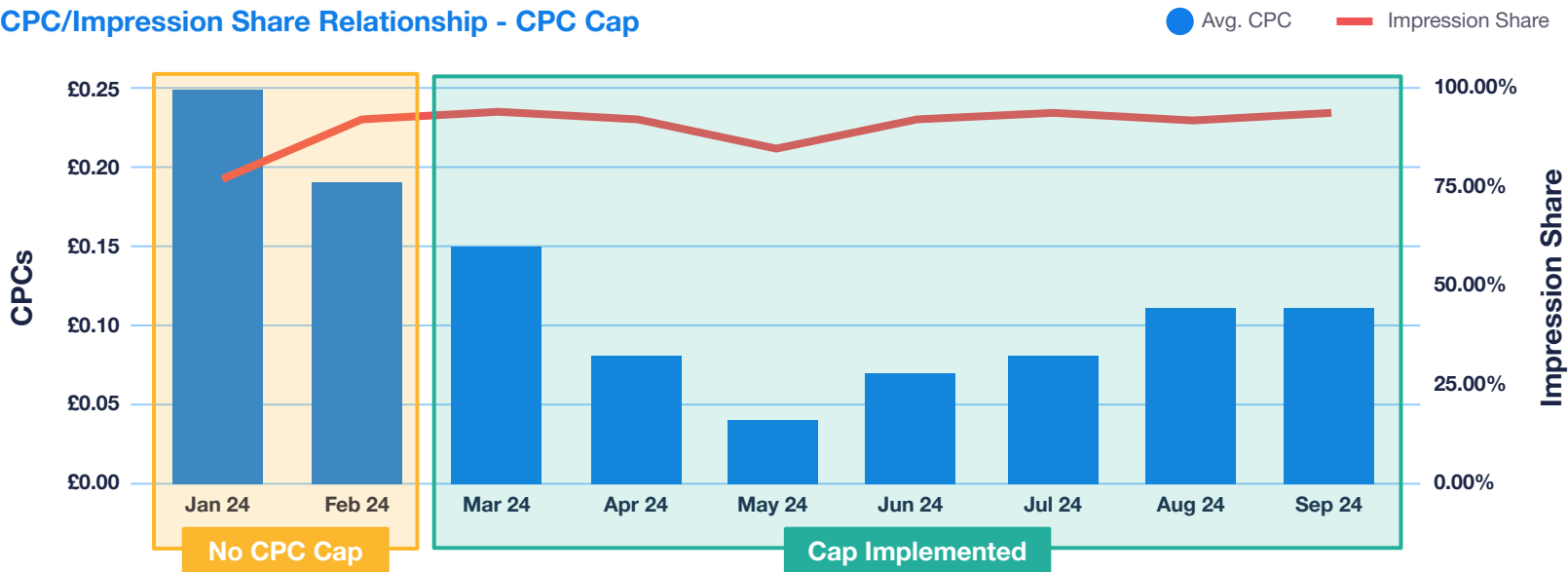
Confidence $\times$ Expertise



Control the machine

What if we set parameters to tame the automation?

CPC/Impression Share Relationship - CPC Cap

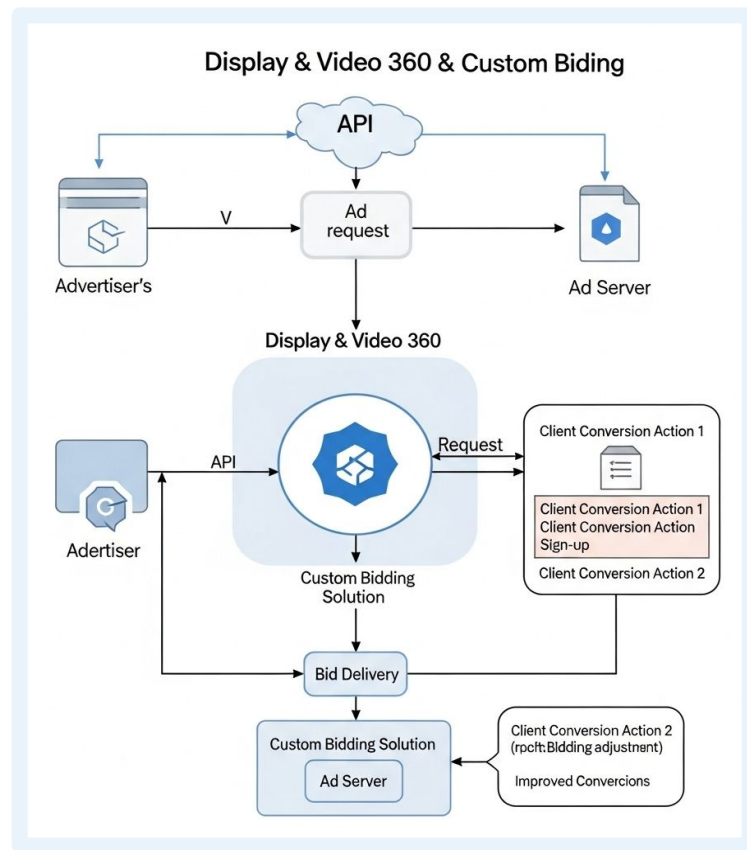


Redirect the machine

What if we create **custom** parameters within automation?

10% of advertisers use such techniques

-36%
reduction in
CPS



IMPRESSION

Control the machine

What if we set parameters to tame the automation?

35%

of advertisers use such techniques

Redirect the machine

What if we create **custom** parameters within automation?

10%

of advertisers use such techniques

Mislead the machine

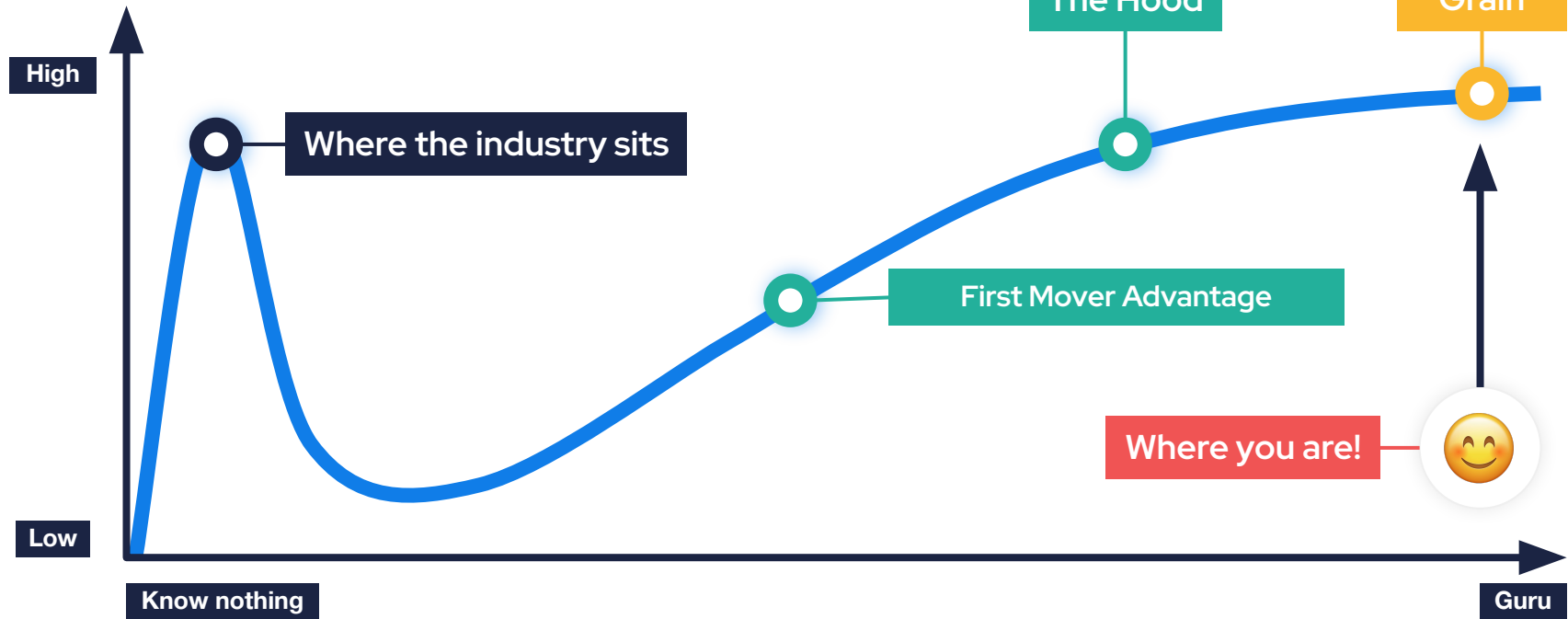
What happens when you process *fake* revenue data ... **on purpose?**

1%

of advertisers use such techniques

IMPRESSION

Confidence $\times$ Expertise



PERMISSION



The algorithm
knows best –

✓ Just plug it in.

ACTION



Engagement,
experimentation
+ healthy
skepticism

PERMISSION



ACTION



Creative
Quality



Signal
Quality



Execution
Quality



IMPRESSION

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Grab the extra slides?



Liam Wade
IMPRESSION

NOTTINGHAM

Fothergill House, 16 King Street
Nottingham, NG1 2AS

NEW YORK

160 Varick Street New York, NY,
10013, USA

LONDON

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

MANCHESTER

Colony, 1 Silk St, Ancoats,
Manchester M4 6LZ