

What's new

NEXT GEN AI



Palm trees in a snowy landscape

OCTOBER 2023

2024

Agenda

Platform updates

What's new for Businesses in 2024

01



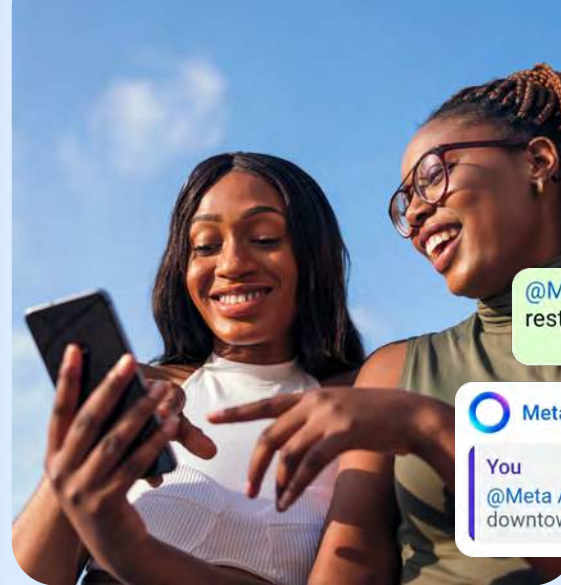
A hike with a polar bear

Platform

updates

Hey Meta, is it a fault if the serve touches the kitchen line in pickleball?

Yes, it is considered a fault in pickleball if the serve touches the kitchen line...



@Meta AI what are some good restaurants in downtown Austin?
12:30 PM

Meta AI
You
@Meta AI what are some good restaurants in downtown Austin?



Building for human connection



Hey, it's Max. I'm a sous chef who can dish culinary tips and tricks. What's on the menu today?



Connect with
3.8 billion
actives.





73M

users access Facebook
EVERY DAY



21M

users access Instagram
every month



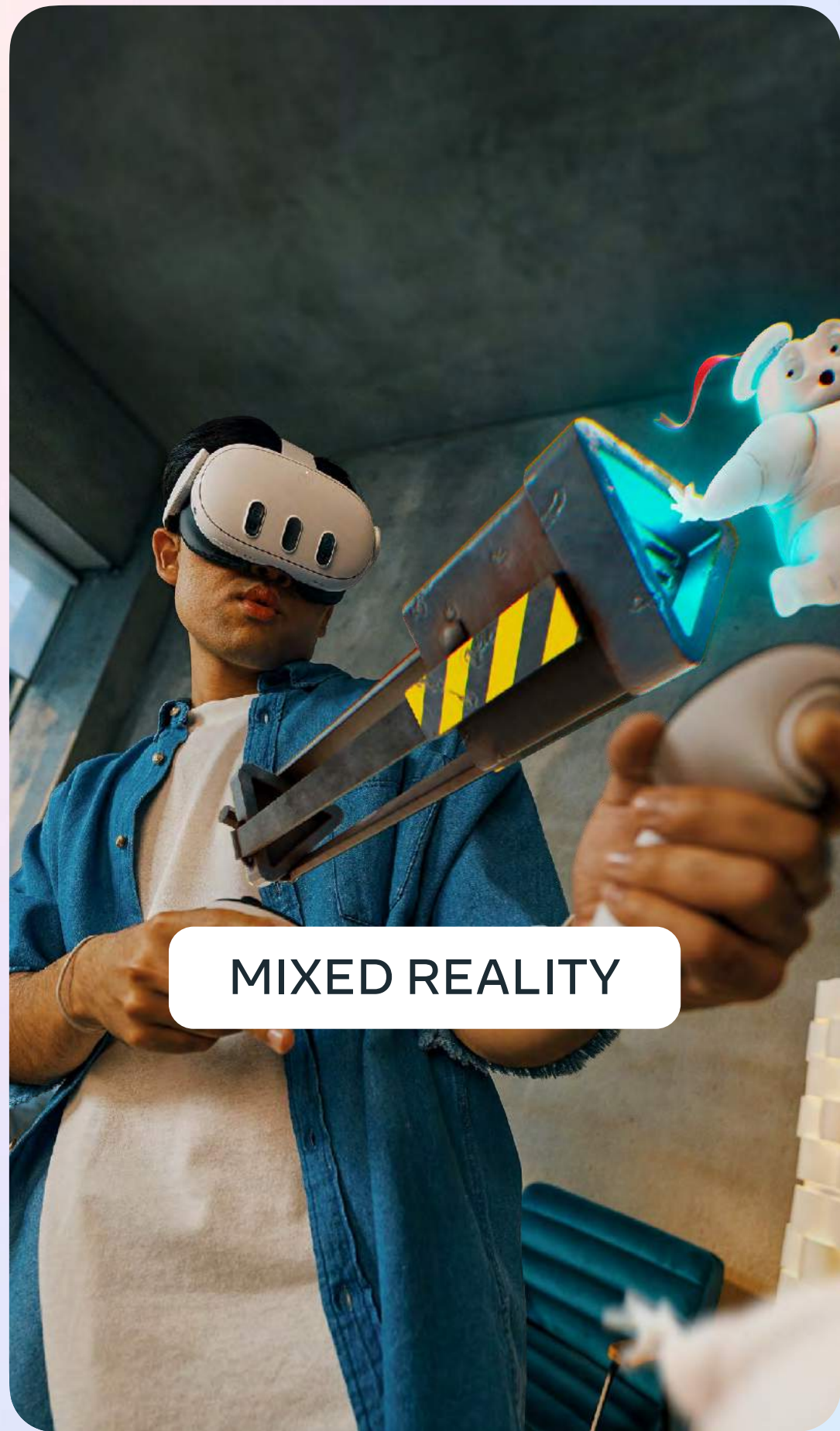
74M

users access Messenger
every month

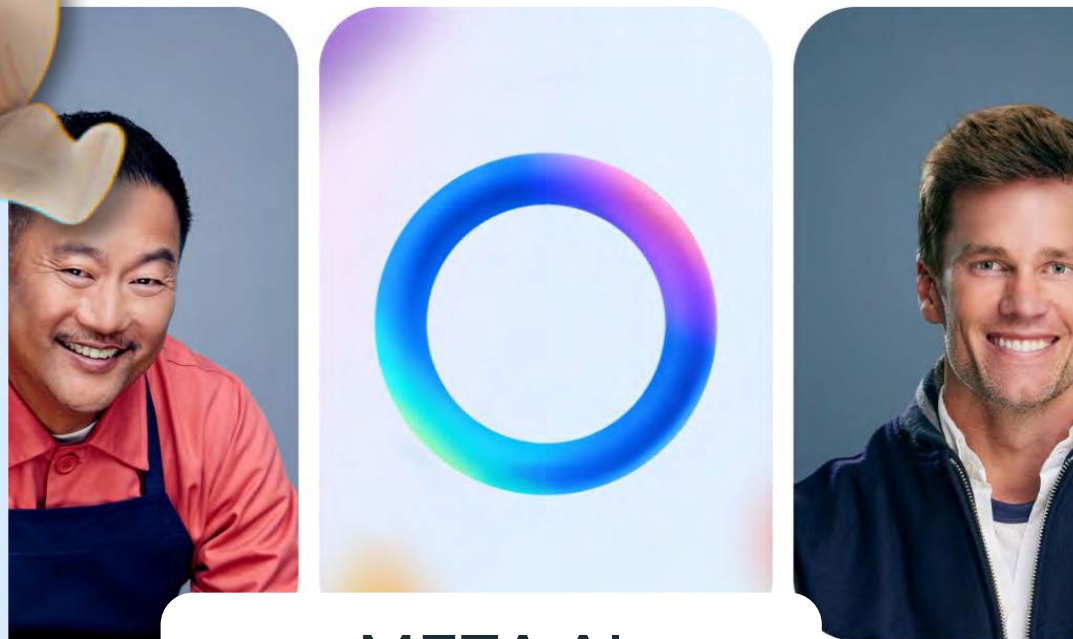


CONNECT 2023

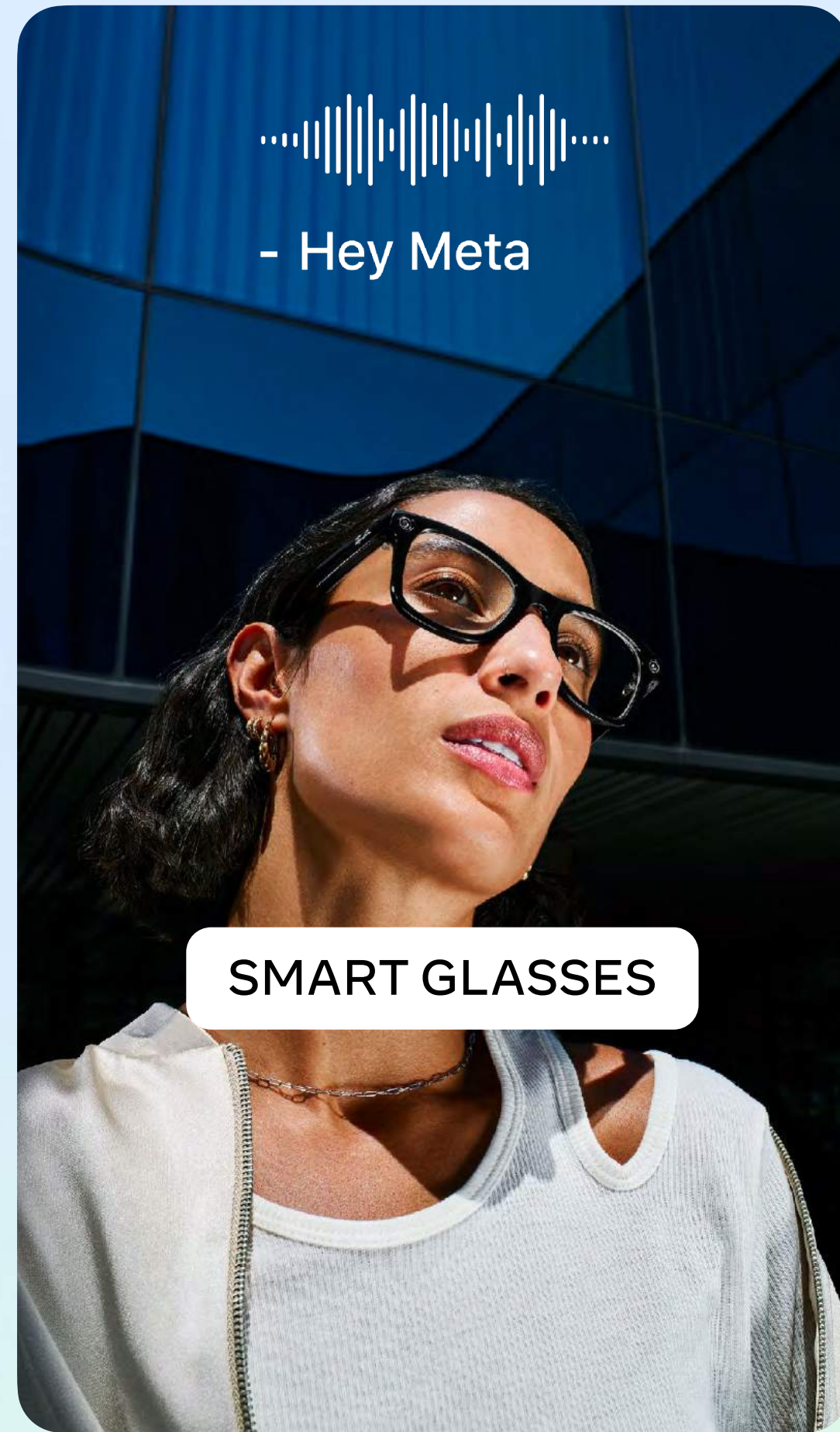
Expanding reality, today and tomorrow



MIXED REALITY



META AI



SMART GLASSES

02



A woman in flowers

What's new

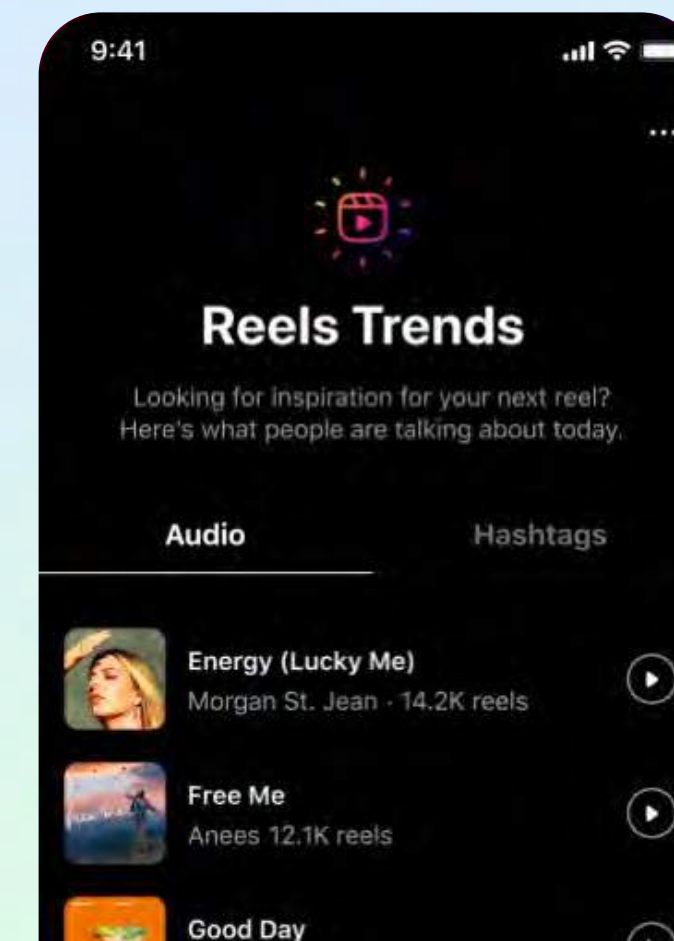
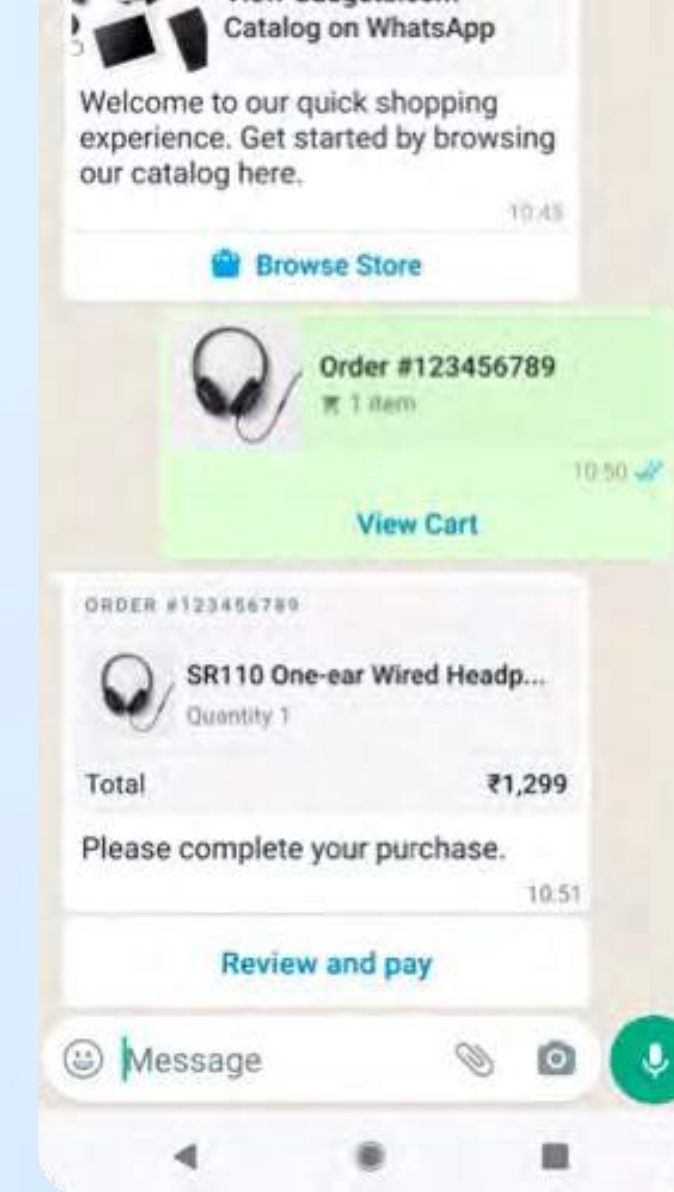
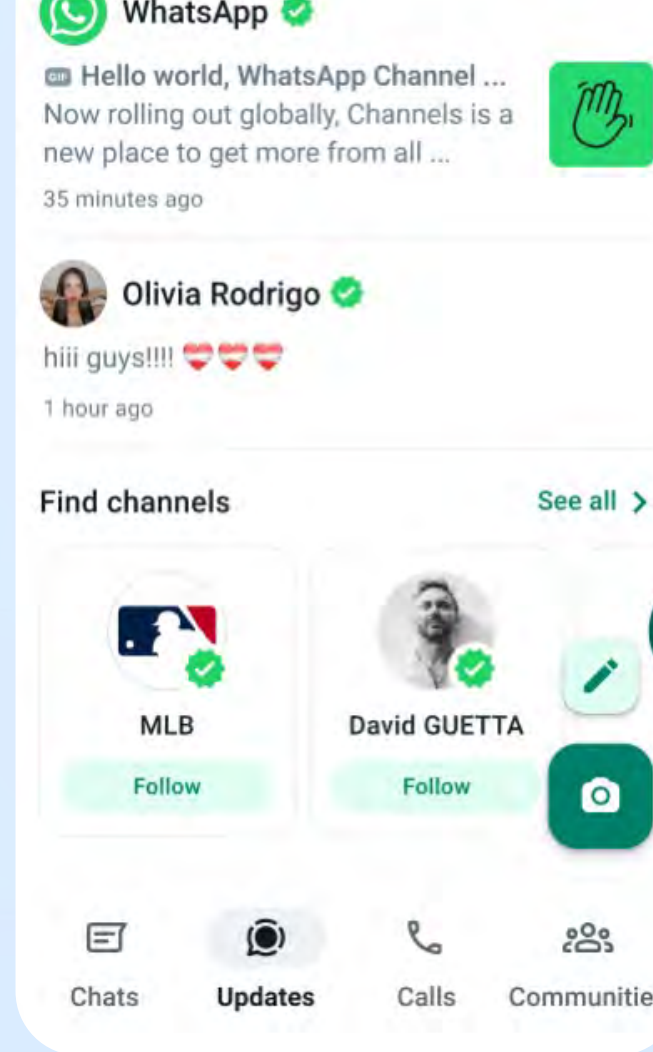
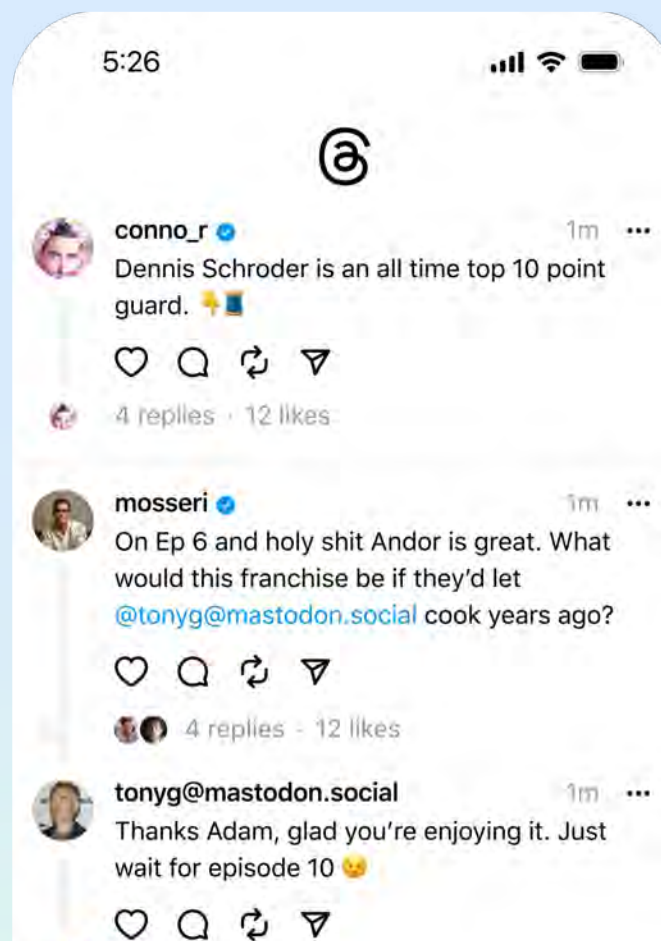


We're in the business of growing businesses

81%

of our investments today are aimed at improving our core apps and services for people, creators and businesses.

Source: Meta Q4 2022 Earnings





What's new 2024

Every connection is an opportunity with Meta

Build brand equity digitally

Meta moment

AR ads 2.0

Sounds of Reels

Ray ban Live

Shoptainment

Find quality customers at scale

Live commerce

Advantage + suite

Messenger Commerce

Messenger Coupon

Lead Ads 2.0

Increase customer values & engagement

Value optimization

AI in business messaging

Marketing Message

Data first marketing Tools and measurement

AI sandbox

Conversion lift

Search Lift

Robyn MMM



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Search Lift

Robyn MMM



Cultural Moment



Brand Launch



Seasonal Spike



Key Sponsorship

Building **moments** for your product



Audience Heavy Up



Start/End of Fiscal



Promotional Period/ LTO



Competitive Conquesting

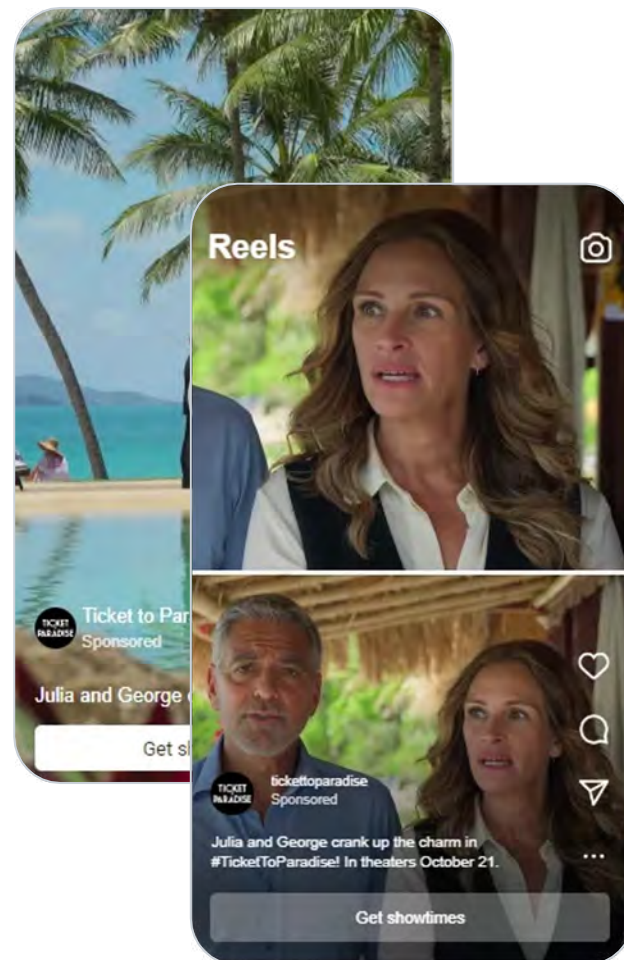
Meta Moment

ALL META VIDEO FORMATS, ALL IN ONE PACKAGE

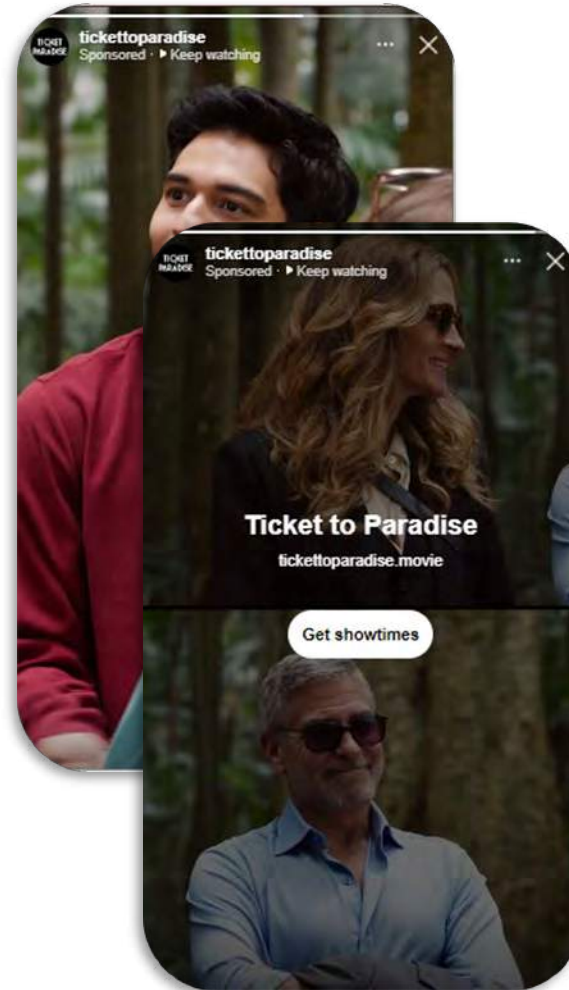
Supercharge awareness and boost big moments- drive increased SOV & attention with short, three-day flights



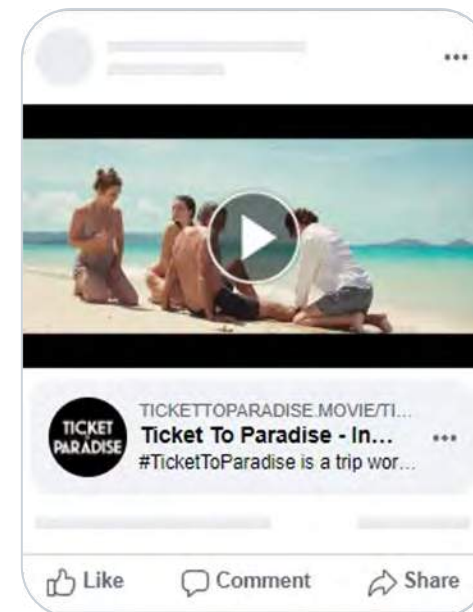
FEED



REELS



STORIES



IN-STREAM

Results from pilot participants:



Statistically significant lift in key metrics such as ad recall and brand awareness



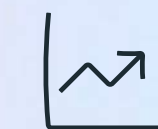
Avg 40% incremental reach beyond BAU campaigns



Significant lift in conversations about the promoted products/content



Improvement in brand tracking



Drove double-digit increase in search volume

Meta's Super Powers

Unprecedented Reach

Reach 3.7BN people monthly, outpacing our competitors

74M

Daily On Facebook

21M

Monthly On Instagram

Proven Performance

Meta Moment Maker scales media across proven placements in a new way

Lean in with your advertiser's performance and a new solution to complement proven success.

Targeting

Robust targeting capabilities to reach your addressable audience

Ability to leverage Meta's targeting capabilities (i.e., 1PD, age, gender, country/region, etc.) within a high saturation buy.

Flexibility

Our buying options are more flexible than our competitors

- Buying structure (Auction, R/F or Managed)
- Timing (1-3 days)
- Frequency Controls
- Brand Safety Controls
- Placement Selection

Launching KFC's new product, Nuggets, with QSR's first Meta Moment Maker

Opportunity:

- KFC began planning for their largest product launch of the year, Nuggets, and tapped Meta to bring forth high-impact, buzz worthy opportunities to drive reach, excitement, & ultimately sales with existing customers & new audience targets (young families & singles)

Approach:

- Meta Moment Maker was positioned as a high-impact, audience penetration package designed to drive high reach in 3-days with video-first solutions at efficient CPMs.
- Our strategy for the Nuggets campaign was 2-pronged; we recommended KFC begin their campaign with a Meta Moment Maker which would drive buzz & pique consumer interest in the new product, followed by a mass awareness BAU campaign. The M3 takeover proved highly successful, reaching an incremental 46.3M people on top of their BAU Nuggets campaign and driving the highest lift across the two-pronged strategy.
- **Measurement:** we ran a Master Brand Study with nested studies for Meta Moment Maker & BAU campaigns

Tips & Learnings:

If you will have other campaigns live and want clean results for M3 + BAU BLS, you will need to run these campaigns out of a separate ad account



Feed
(FB + IG)



Reels
(FB + IG)

Key Results:

Internal Only - Case Study TBD



Nailing and Scaling M3 and then Diversifying Measurement & Management to Win the Pitch

Opportunity:

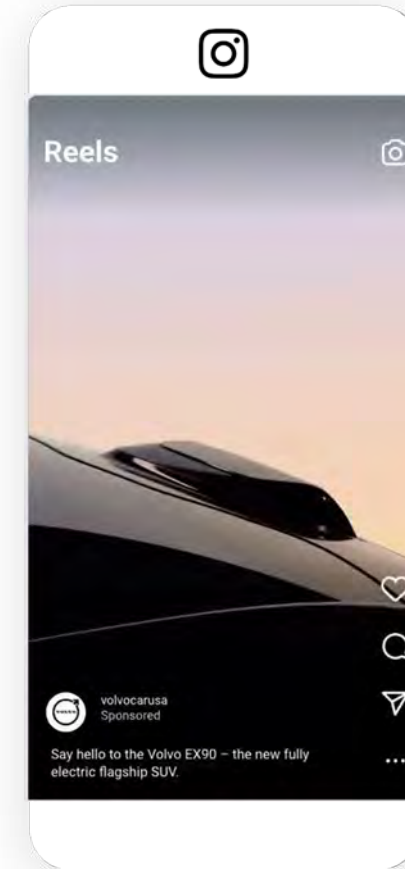
- [VOLVO] Presented M3 as a turn-key 'multiplier' for a Vehicle Launch
- [BMW] Positioned M3 as a high-impact, managed **DIGITAL** activation to appeal to Teams who used to manage ISR for a vehicle launch (TV, CTV, and OLV Buyers)
- [POLESTAR] Used Volvo learnings to execute M3 as one part of a vehicle launch, **measured within a Nested Study Approach**

Approach:

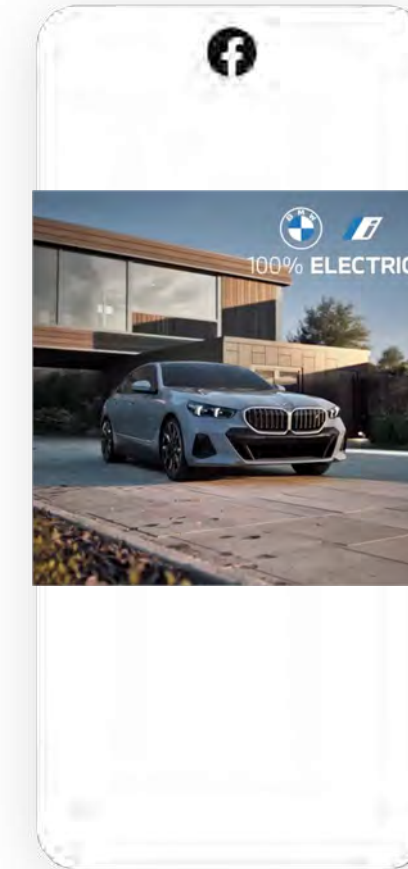
- [VOLVO] First to market advantage, ad credits, use of existing assets
- [BMW] Launching car like a Movie Premiere; appealing to additional bucket of \$ through Managed Service approach (unlocking TV/OLV \$)
- [POLESTAR] Leveraged Nested Study measurement structure to show individual and collective value of all launch media

Tips & Learnings:

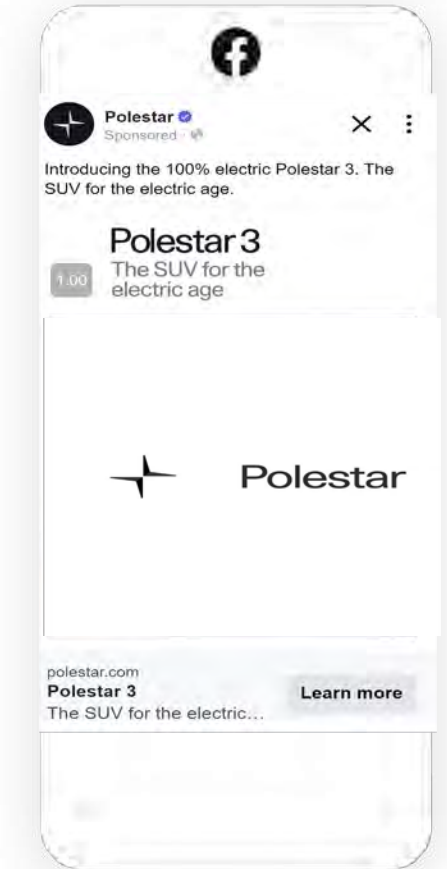
- Use blinded/competitor learnings
- Cater the opportunity based on the Team for largest revenue impact
- Diversify measurement strategy to continue the cycle: showcasing results → getting client buy-in



VOLVO
EX90 Launch

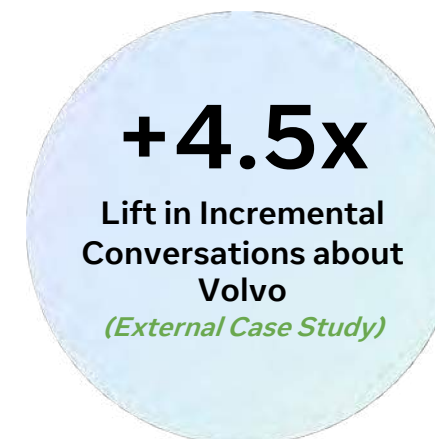


BMW
i5 Launch



Polestar
P3 Launch

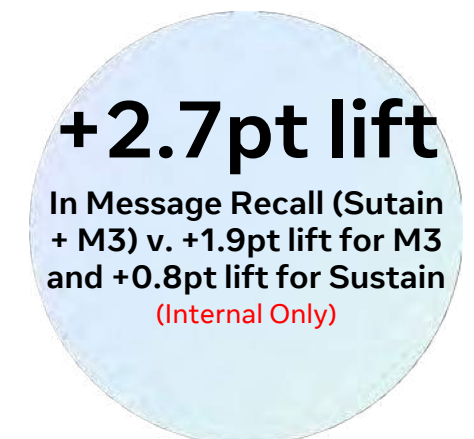
Key Results:



VOLVO
EX90 Launch



BMW
i5 Launch



Polestar
P3 Launch

AR Ads 2.0: Unleash your creative ideas



SELFIE AR



AR GAMES



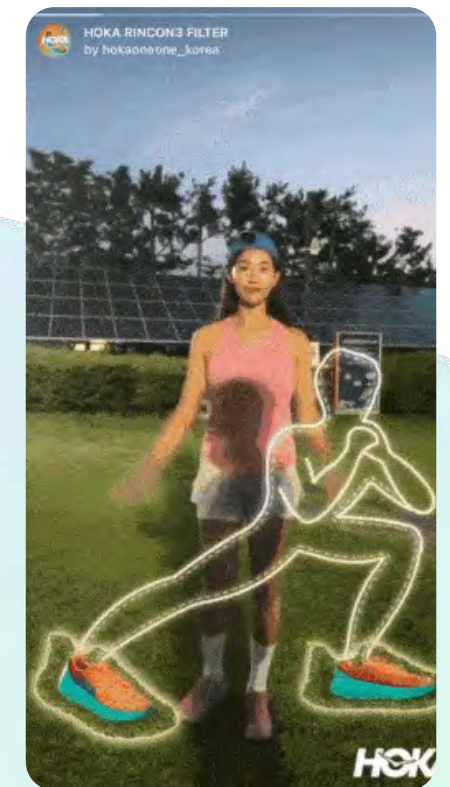
PRODUCT
VISUALISATION AR



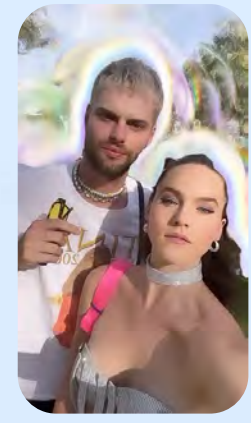
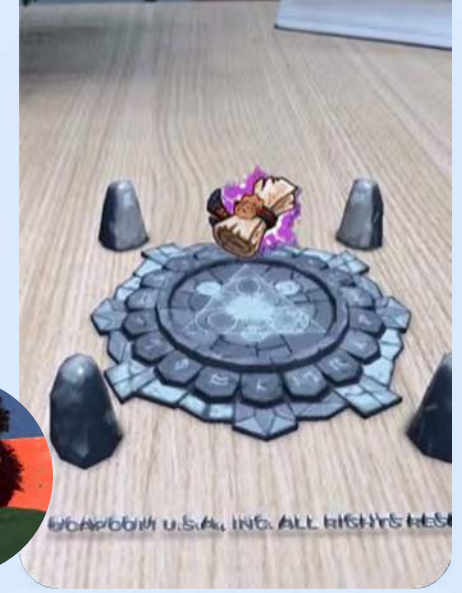
TARGET
TRACKING AR



IMMERSIVE AR



VFX AND
REELS AR



750 million people
use AR effects across Meta
technologies each month



AR ads enable an unparalleled reach

Placements



FEED

STORIES

REELS

Objectives

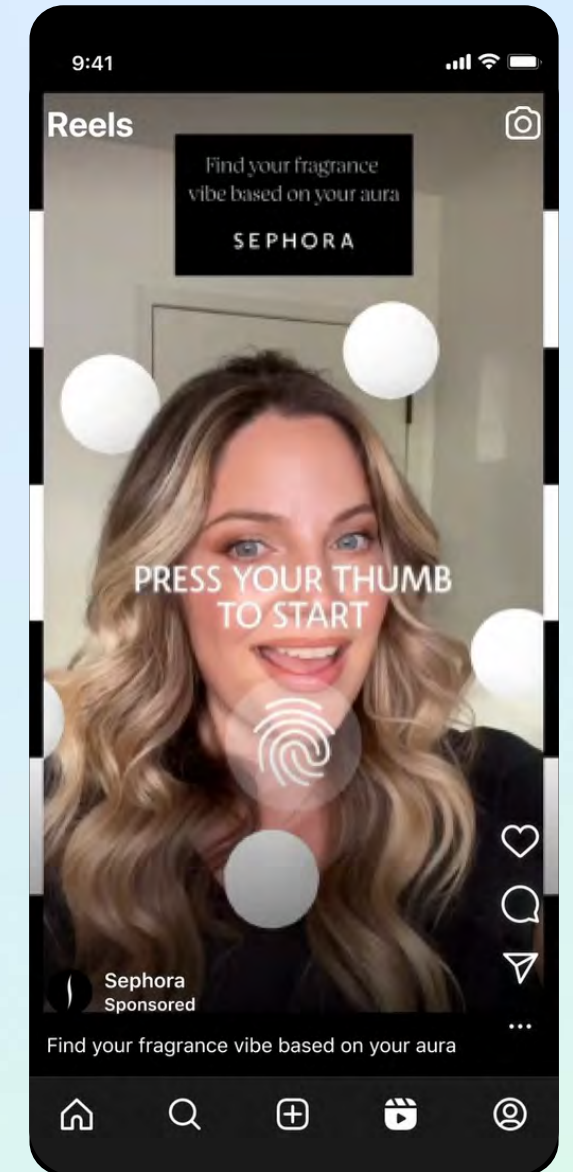
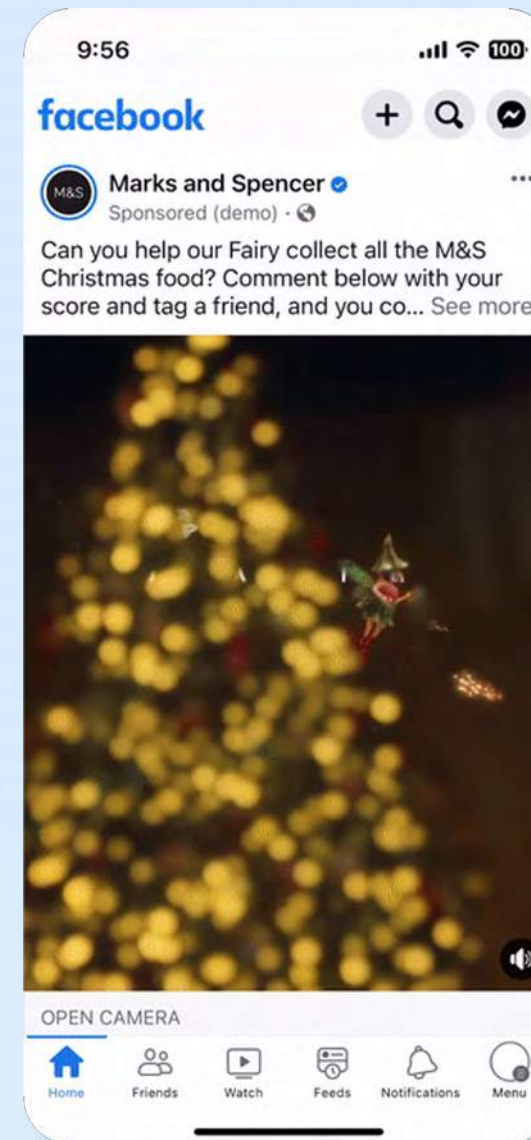
AWARENESS

TRAFFIC

LEADS

SALES

depending on optimizations



We partnered with
ten advertisers
to understand top &
mid-funnel value
of adding AR to
ad campaigns

3X

Boost in brand lift in campaigns
that add in AR Ads
vs BAU alone

59%

lower cost for campaigns that
incorporated AR effects
compared with the BAU-only
campaigns

+5.05pt

ad recall lift
for AR Cells alone

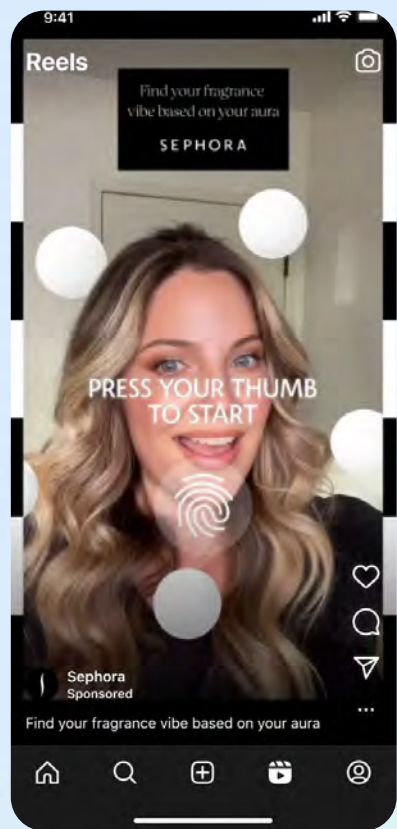
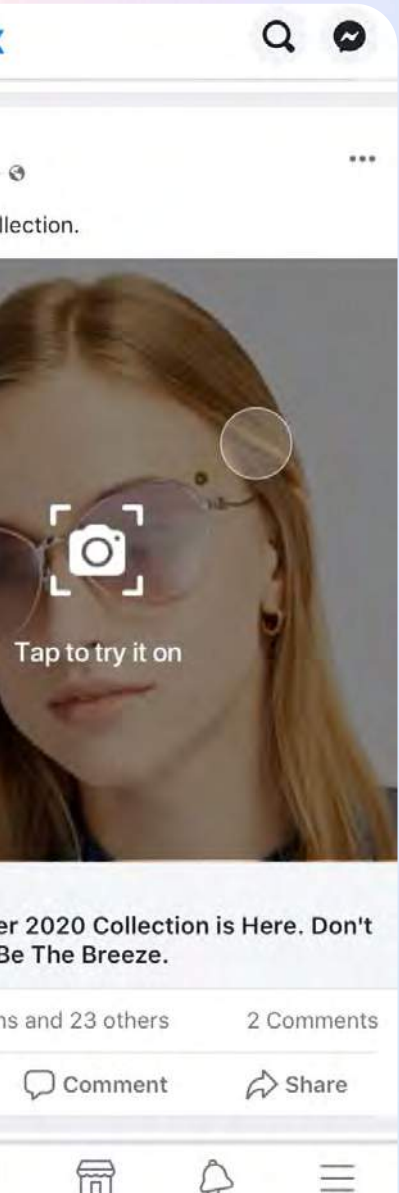
82%

likelihood of lower CPA when
combined with BAU vs BAU
alone

Source: Meta-analysis across ten lift studies conducted between Aug 2020 and Dec 2021; 17 Studies in 2022 & 2023, Global, Verticals: Auto, CPG, Banking, Insurance, and Retail.



AR Ads can successfully increase brand performance, esp. with Gen-Z audiences



6.7pt

average lift in incremental Ad Recall for experiments which included AR effects within their campaigns.

~15s

average time spent engaging with AR effects within ads.

Source: AR for Brands US cross-vertical meta-analysis (13 studies), 2021/2022

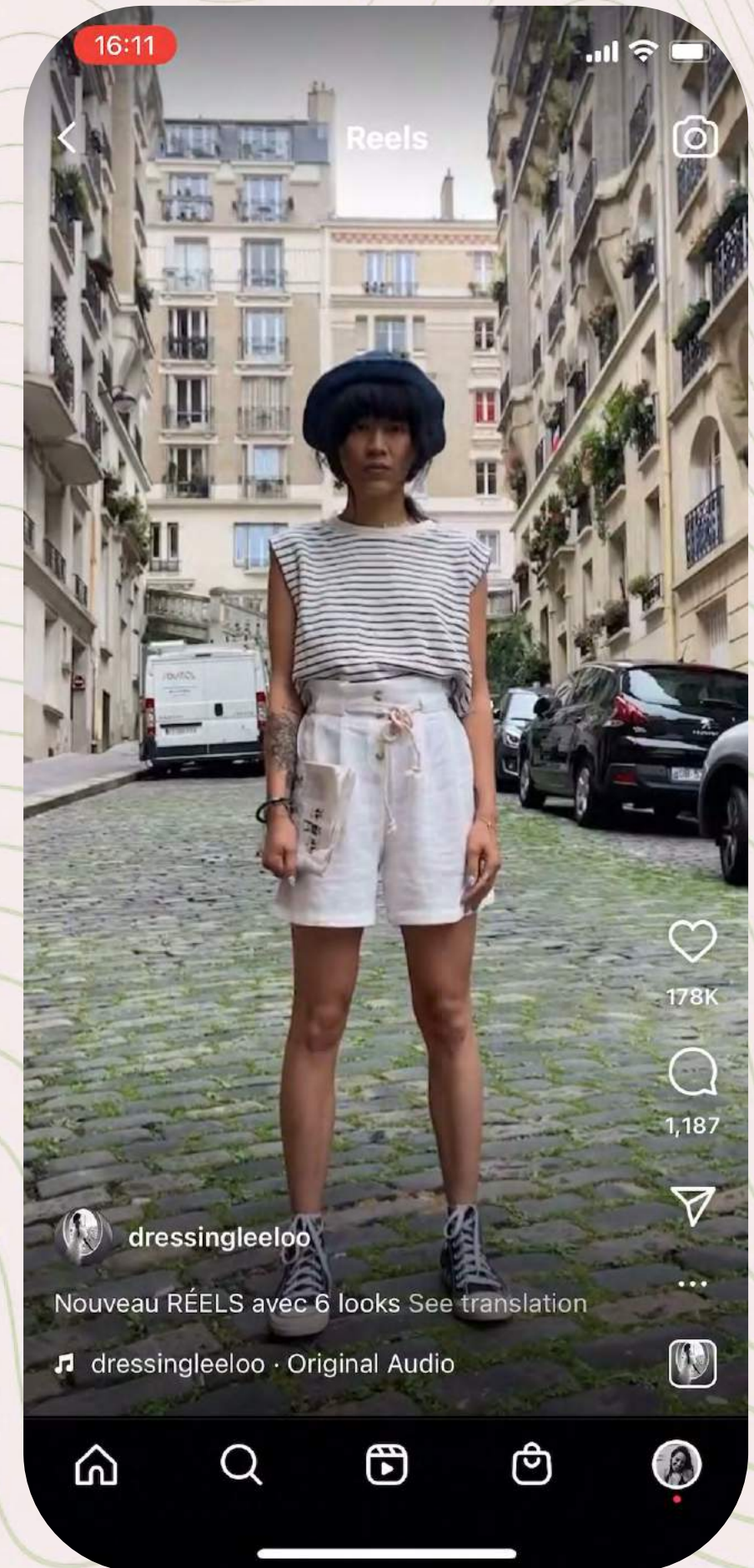
Reels offer a window into culture & sound serves as the creative spark that brings these stories to life

80%

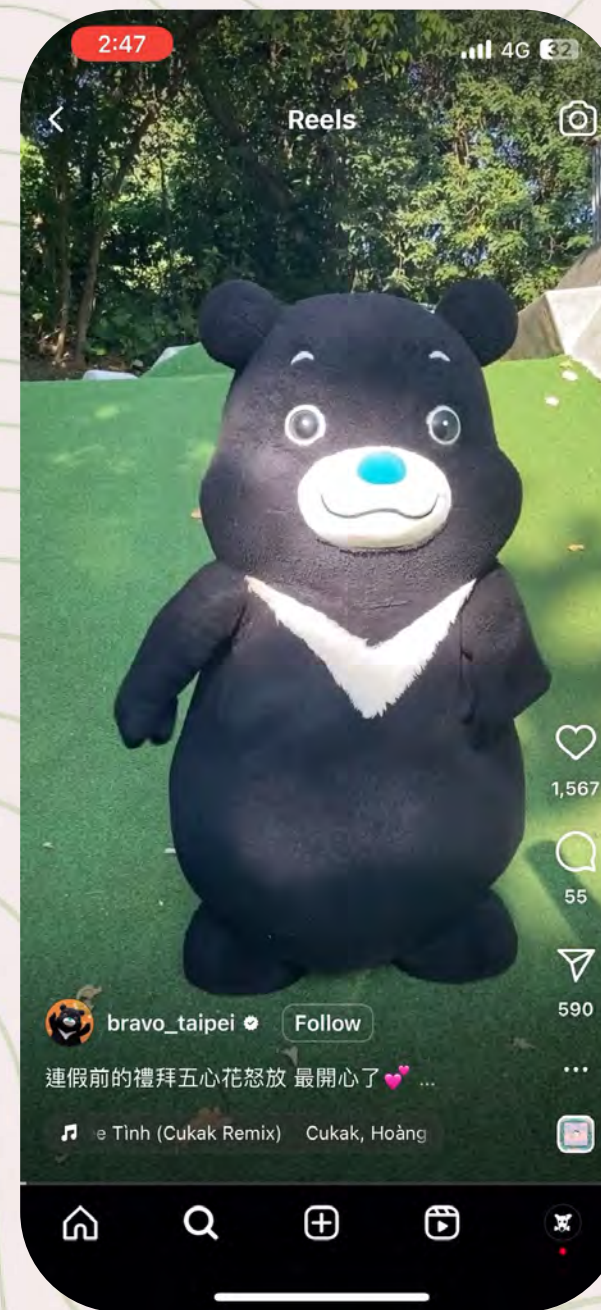
of Reels are viewed sound on

+15pt

statistically significant higher average positive response score for Reels ads that use music and voiceover compared to those that do not



People use sound to craft and retell their unique story on Reels



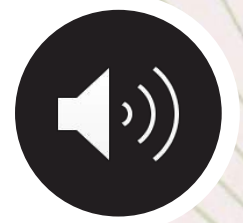
INTRODUCING

S  **OUNDS**
 **VIETNAM**

A collection of sounds designed for Vietnam's culture and built for DR narratives

Targeted at big sales moments

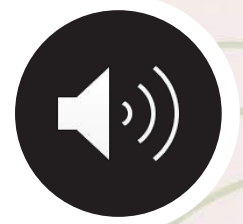
Product Launches



Mega Sales Days



Tết 2024



Designed to help advertisers ideate and create engaging Reels easily

Intro

Capture attention in the first 3s with a strong hook



Transition

Body

Maintain attention in the next 10-12s with product USP



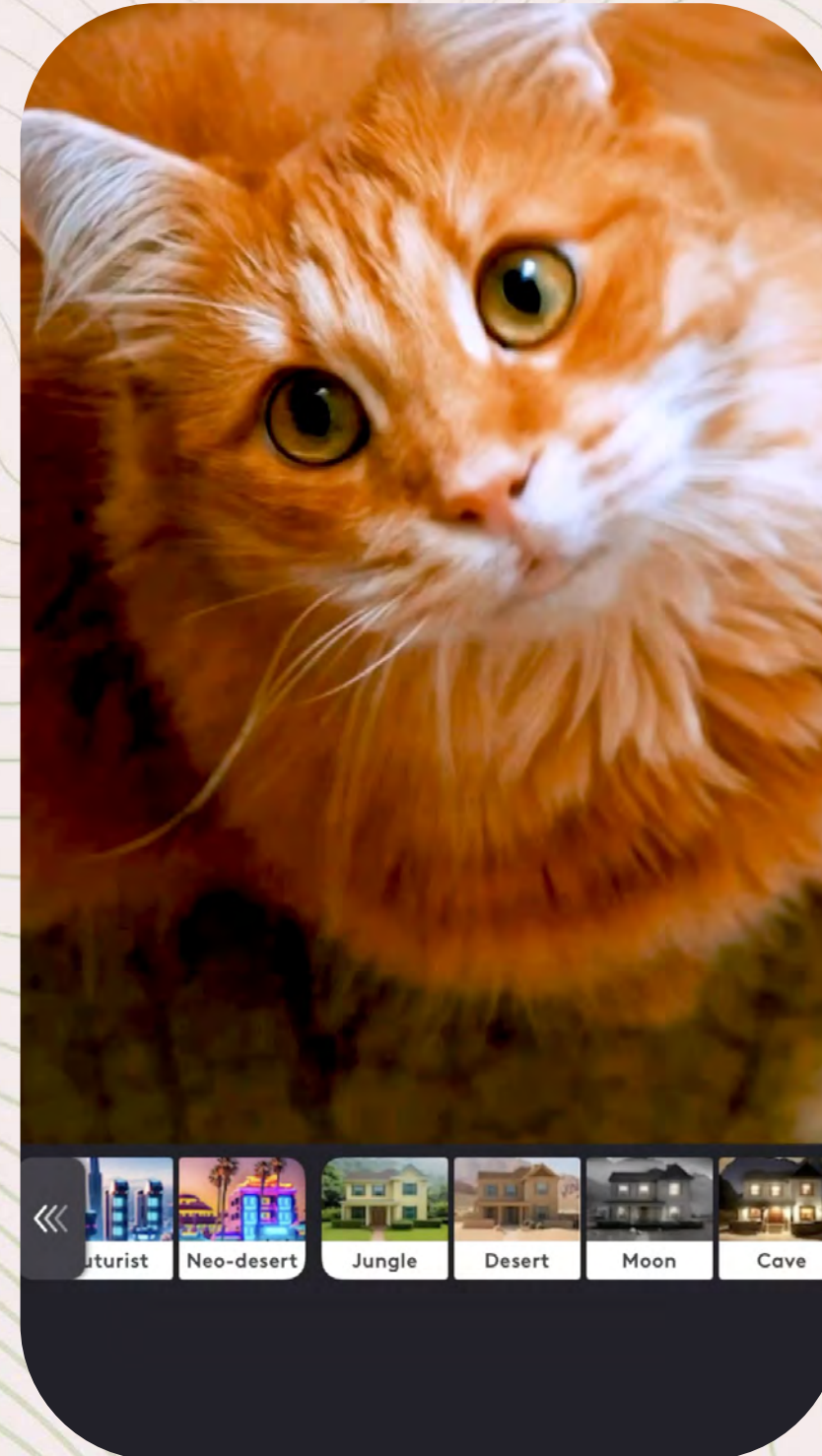
Transition

Outro

Reward attention with a strong CTA

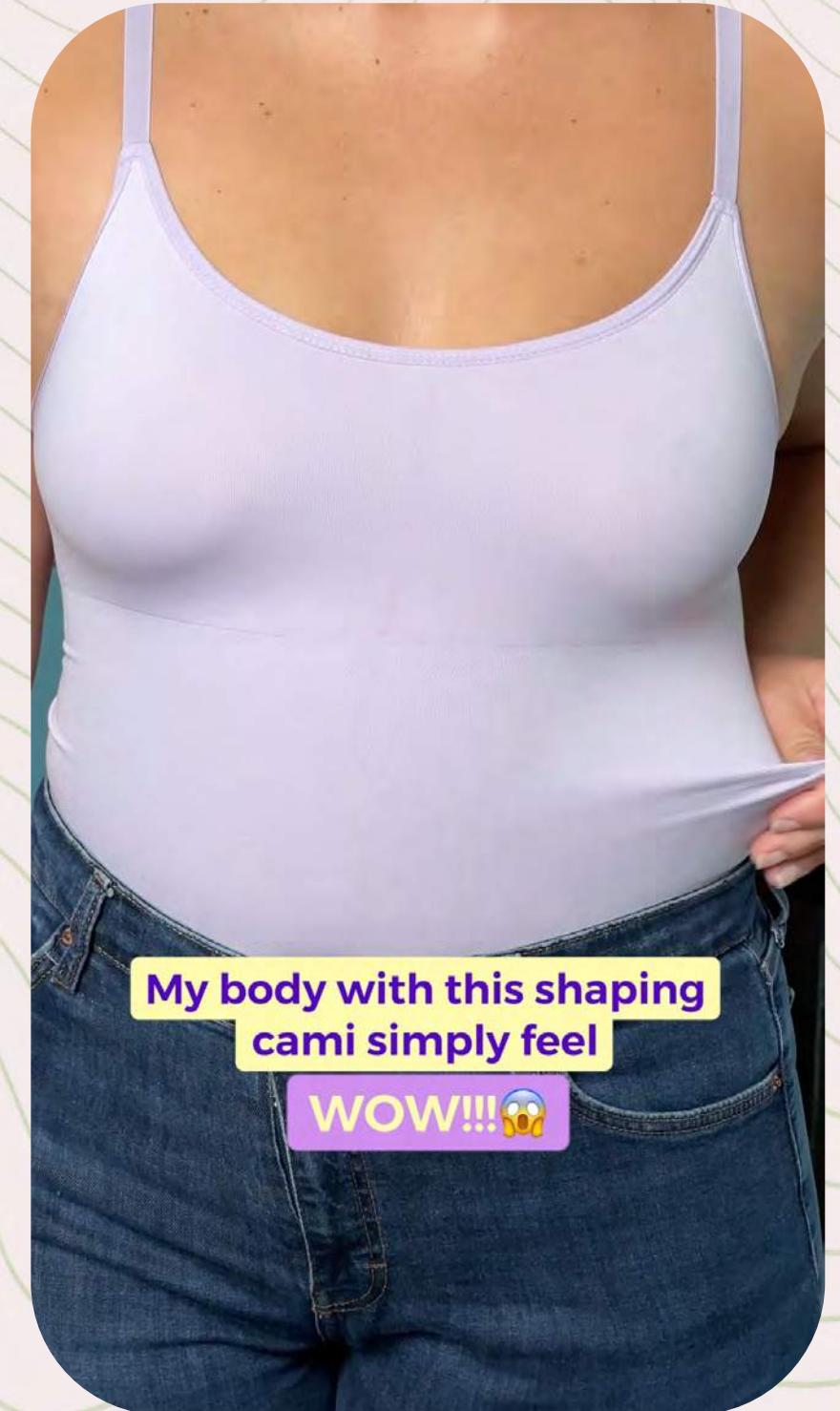


Composed based on two popular and commonly used story types on Reels



BEFORE/AFTER

Ideal for brands looking to demonstrate the product's effects.

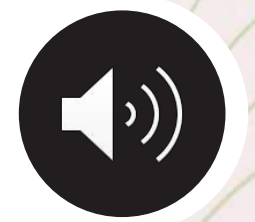


LISTICLE

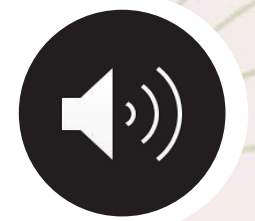
Great for brands wanting to showcase several products or explain product USP in an orderly manner

Spark your creativity and create engaging Reels with sounds

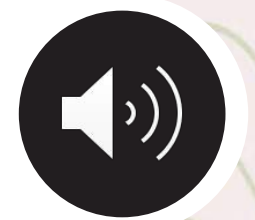
Do you want to do an unboxing and demo for a new product?



Do you have a time-sensitive offer?



Do you have items going on sale at unbelievable prices?

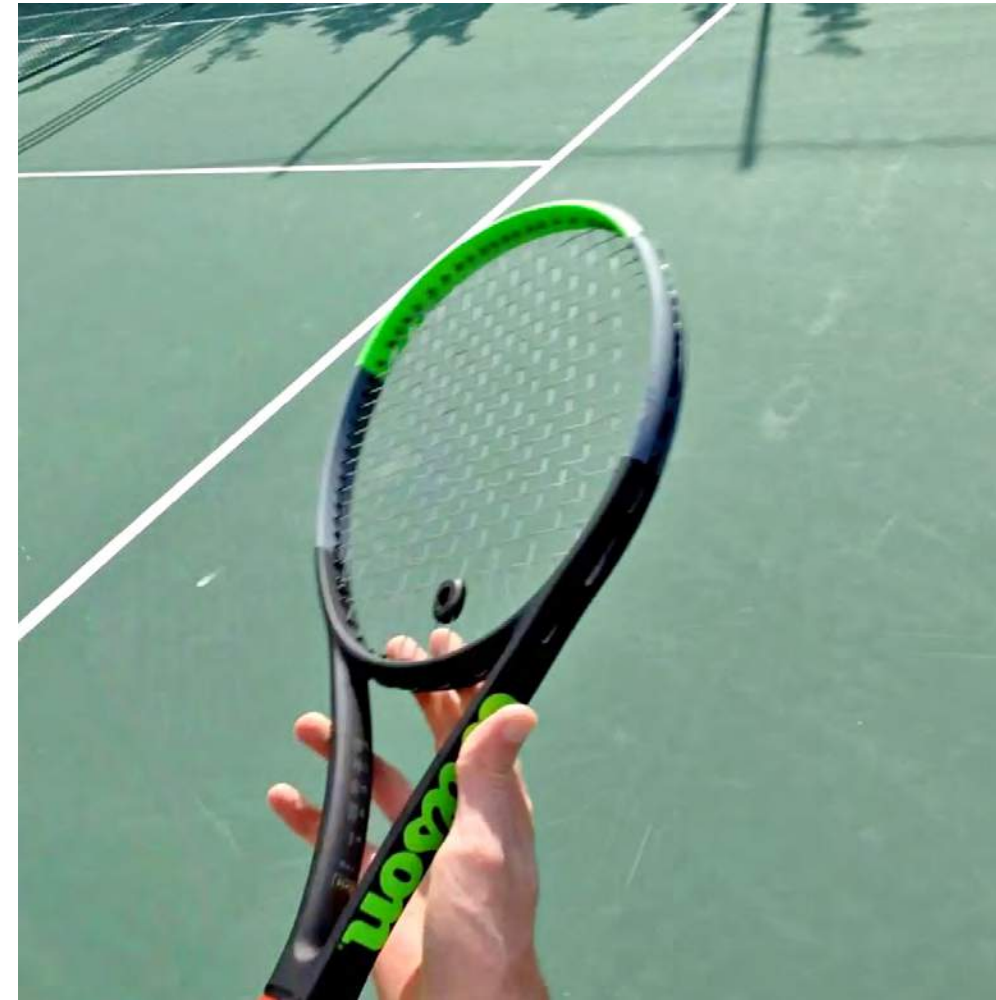
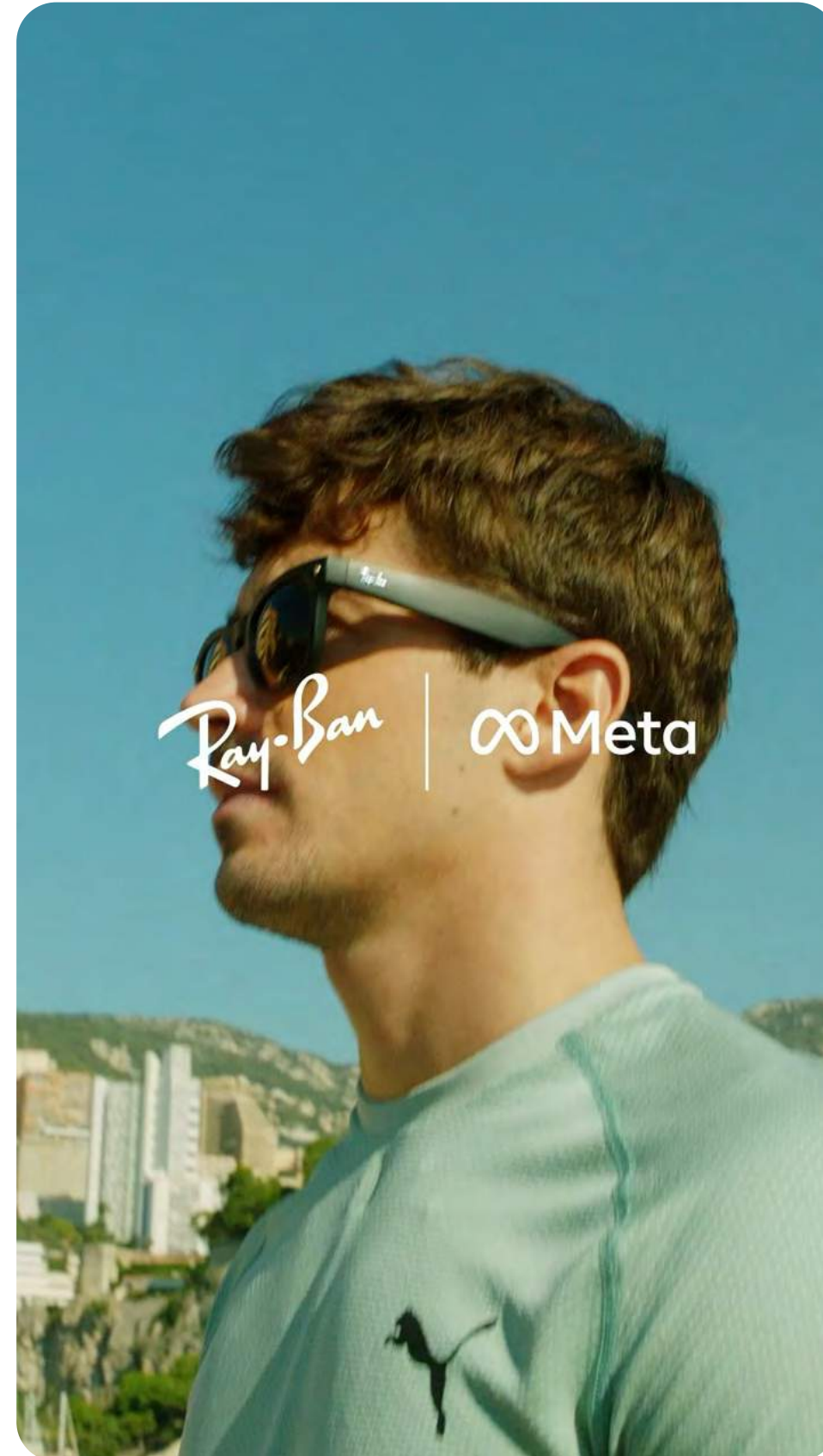




1:1/NDA ONLY
- DO NOT -
DISTRIBUTE

RAYBAN STORIES AS A CAMERAMAN

What if we used RayBan Stories to capture
first person immersive storytelling?



HÀNH TRÌNH KỶ THỦ
LET'S FEAST
VIETNAM



#significant

OFFICIAL TRAILER



Key Numbers

BEST REALITY & VARIETY SHOW OF THE ASIA CONTENT



28th BUSAN International Film Festival 4-13 October 2023

#1

most watched series on DANET



#7

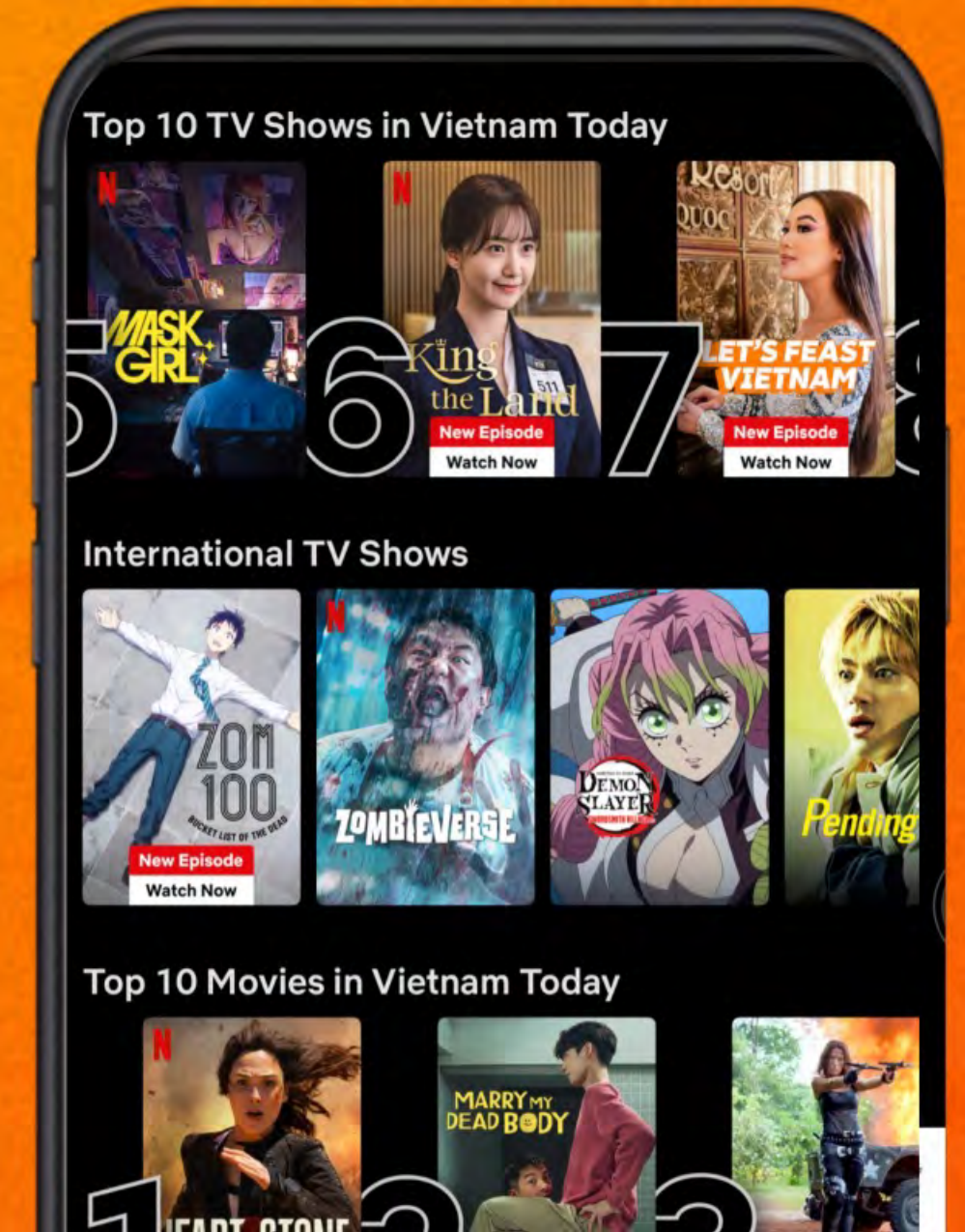
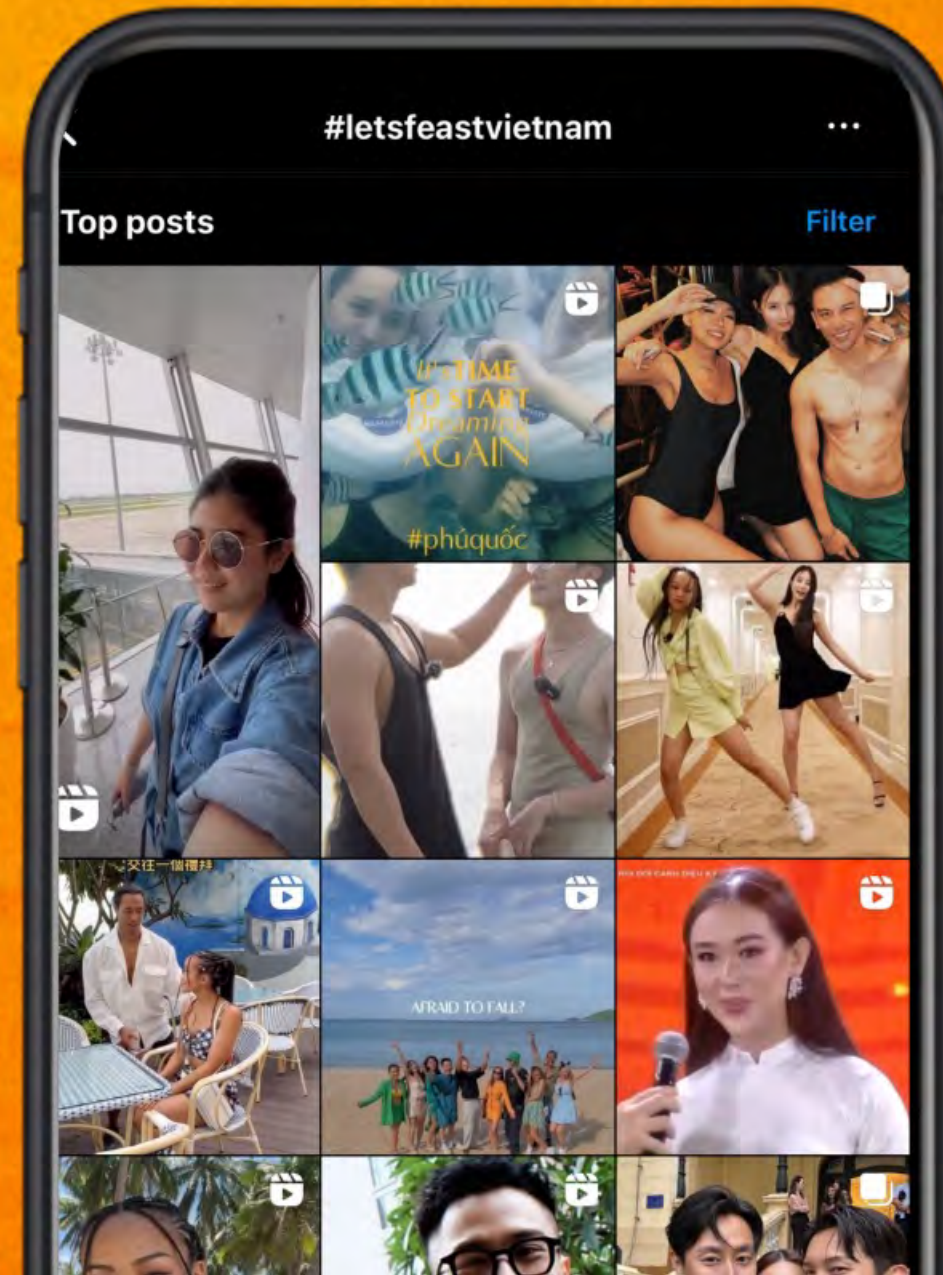
TV show on Netflix Vietnam/ Top Trending in Netflix VN



**10 eps x 45min
8PM every Tue & Wed
on Netflix (Asia) and DANET (Vietnam)**

40M+

Total views/plays of mentioned post about Let's Feast Vietnam



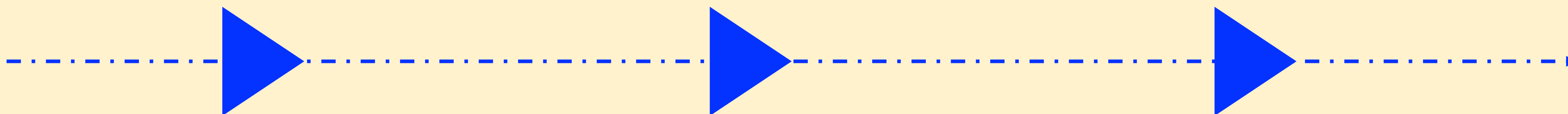
Let's Feast Shoppertainment - VIB

1 (VIB) + 1 (Entertainment Partnership) + 1 (Media Partner)
= \$\$\$ + Entertainment WATCH/Netflix unlocked

Product	VIB Super Card
Business Objective	Launch the new premium card among Gen Z & Young Millennial Affluents
Comms Objective	Highlight VIB Supercard's USP: THE ONLY WHITE CARD that offers flex cashback options among 3 passion points: Travel, Shopping, Dining
Challenge	How to stand out among "me-too" offerings & be relevant with Gen Z/ Young Millennials
Approach	Associate with audiences' no 1 interest - Entertainment (Reality show) & creators
Media Approach	Full Funnel



VIB LET'S FEAST SHOPPERTAINMENT FRAMEWORK




BEFORE

Amplify  +

Brand Association

EP. LAUNCH

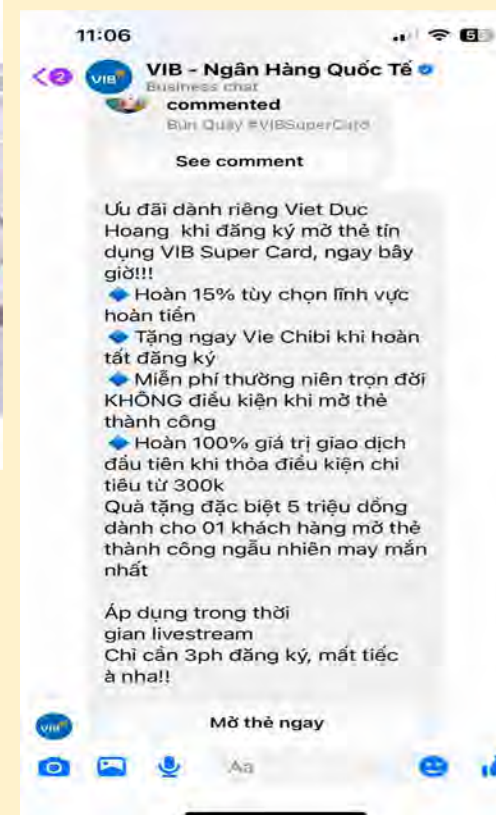
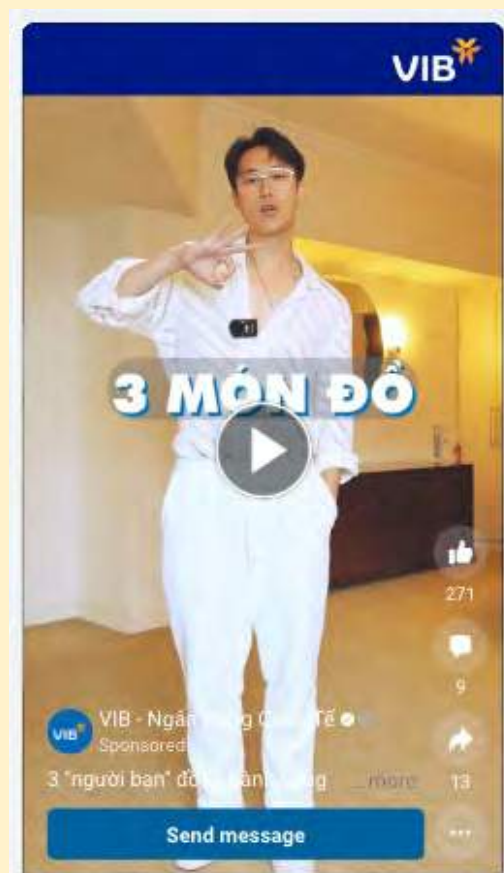
Enhance  +

Fan Experience

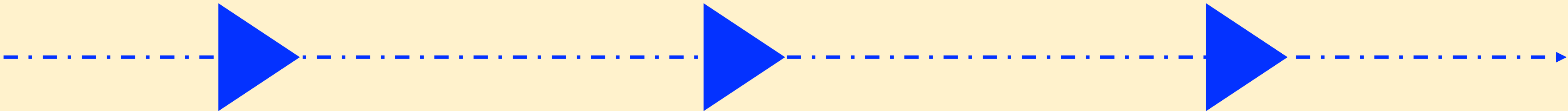
AFTER

Trigger  +

New Client Opportunities



RESULTS



BEFORE

Amplify  +

Brand Association

EP. LAUNCH

Enhance  +

Fan Experience

AFTER

Trigger  +

New Client Opportunities

BUSINESS IMPACT

LIVESTREAM VIEWABILITY & REAL-TIME BUSINESS RESULTS

6.7PTS

Ad Recall
(1.4x Vertical Norm, 1.6x Regional Norm)

2.3PTS

Action Intent
(3.8x Vertical Norm, 5.6x Regional Norm)

0.9PTS

Message Association

2.3X

Lower Cost Per Lead

69%

More Leads vs. daily AWO

275%

More Card Registration vs. daily AWO

617%

More Successful Card vs. daily AWO

325%

improve conversion rate (from lead to card) by vs. daily AWO

512K

Views

3.3K

Interactions

1.3K

hashtag #VIBSupercard during live

Shoppertainment proven to deliver **HIGHER QUALITY OF POTENTIAL CLIENTS** at more efficient cost per result, besides delivering key brand metrics



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Sounds of Reels

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Shoptainment

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Increase customer values & engagement

Value optimization

AI in business messaging

Data first marketing Tools and measurement

AI sandbox

Conversion lift

Search Lift

Robyn MMM



A+SC, A+AC

We are making continued investment in AI-powered automation and new products and tools to help deliver the right ad to the right people at the right time. These systems optimize for business outcomes.

Key Priorities:

- Advantage+ Shopping Campaigns
- Advantage+ App Campaigns

Achieve stronger performance with Meta Advantage

Apply the performance benefits of AI to your ad campaigns and maximize the value of each ad.



Get the best results with fewer, more efficient campaigns



Reach more people who are likely to be interested in your business



Deliver a personalized customer journey that drives action

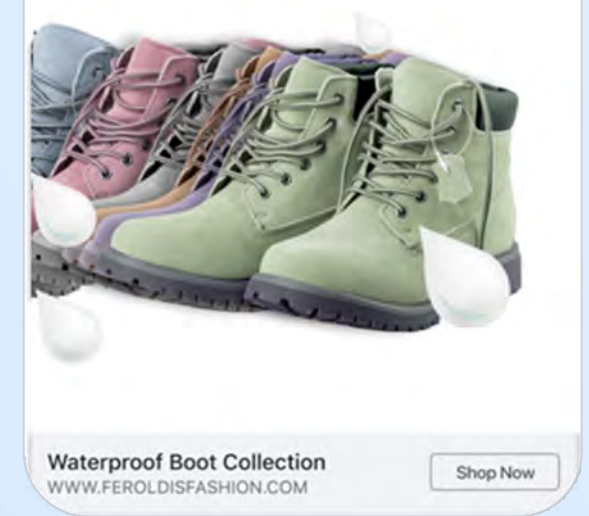


Save time and effort to free you up for strategic, big picture work

ADVANTAGE+ SHOPPING CAMPAIGNS

32%

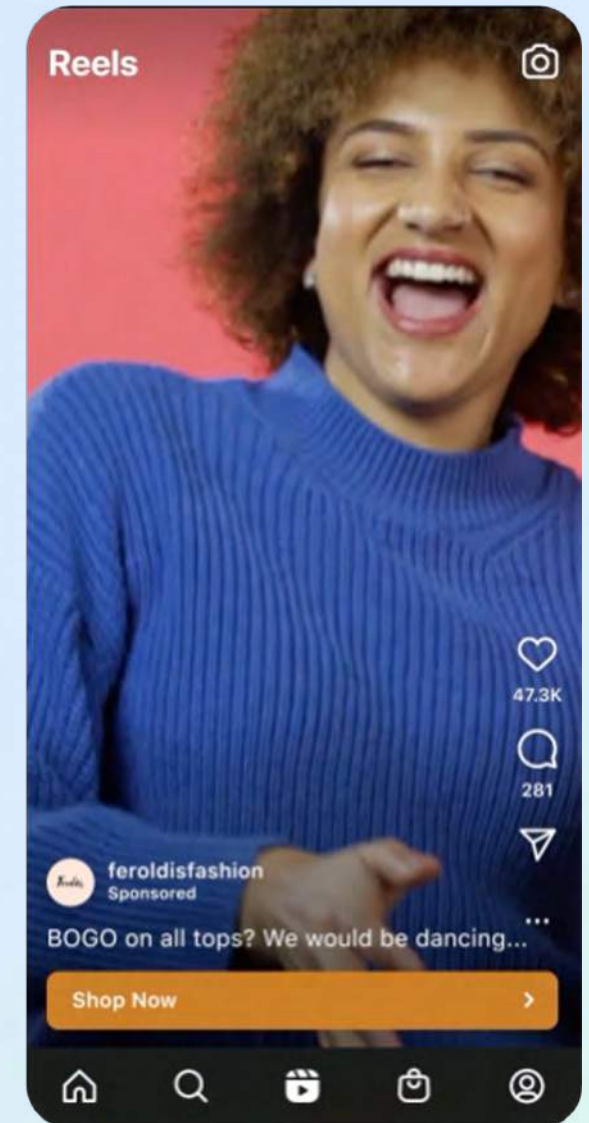
increased return on ad spend¹



ADVANTAGE+ APP CAMPAIGNS

9%

improved cost per action²



ADVANTAGE+ CREATIVE

14%

more incremental purchases per dollar spent³

Sources: 1. Meta internal study on Advantage+ shopping campaigns across 31 advertisers from NA, APAC, EMEA, and LATAM from July-Sept 2022; 2. Statistical Meta Analysis of 16 A/B global studies comparing SKAdNetwork Advantage+ App Campaigns (formerly Automated App Ad campaigns) and manual app ad campaigns in the gaming vertical during September 2021 and December 2021; cost per action is cost per optimized purchase conversions; Confidence of outperformance for CPI and CPA were with 88% and 89% confidence, respectively; 3. The analysis results are based on 2-weeks of experiment data on 118k global advertisers in Q3 2022 where the ads included used link clicks, offsite conversions, and landing page view optimizations. Results were statistically significant. To control for outliers, user conversion counts are capped at five for any campaign.

Meta Advantage allows businesses to automate any or all of their campaigns

Advantage+ complete campaign solutions

The most efficient way to reach your campaign goals.

Apply AI across all steps of your campaign.



Advantage+ shopping campaigns



Advantage+ app campaigns

Advantage+ single step solutions

Leverage the power of AI to execute more specific campaign strategies.



Audience automation

Advantage detailed targeting
Advantage custom audience



Creative automation

Advantage+ catalog ads
Advantage+ creative



Destination automation

Advantage destination:
Website, Shop*, App



Placement automation

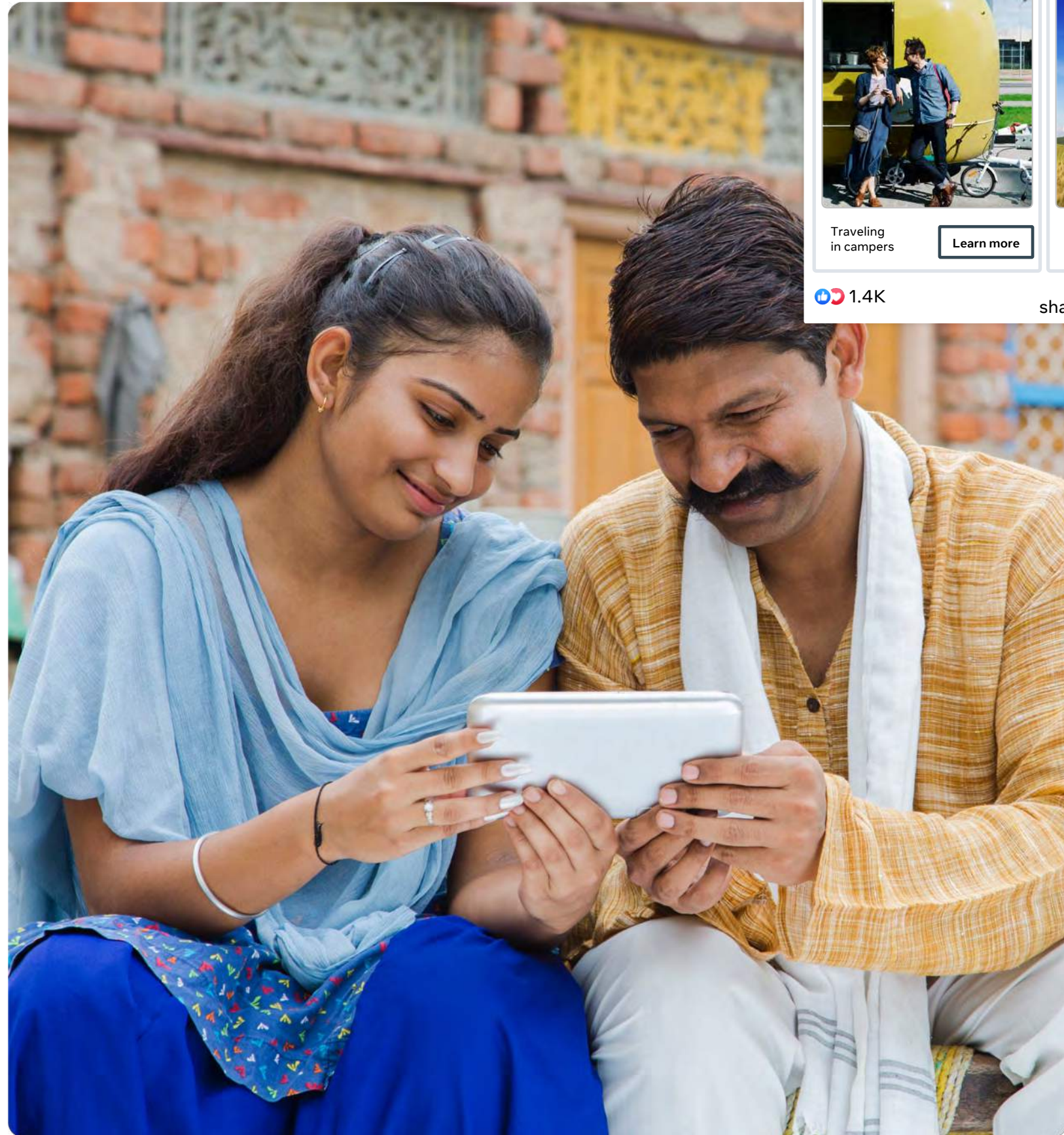
Advantage+ placements



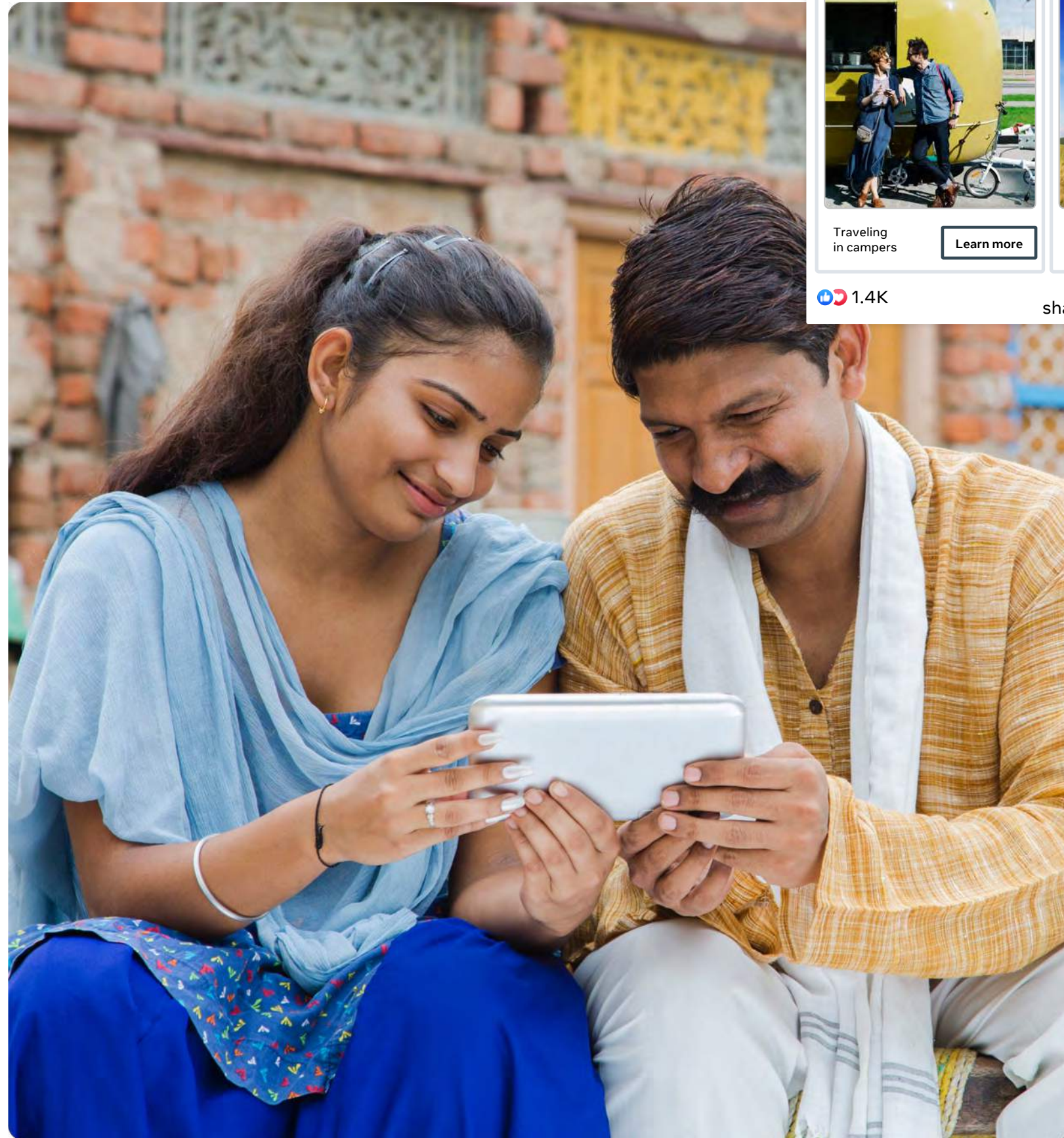
Budget automation

Advantage campaign budget

*Available to checkout-enabled businesses in the US



Advantage+ Catalog for Content is a **dynamic, always-on solution** that delivers relevant, personalized content to your brand's audiences at scale.

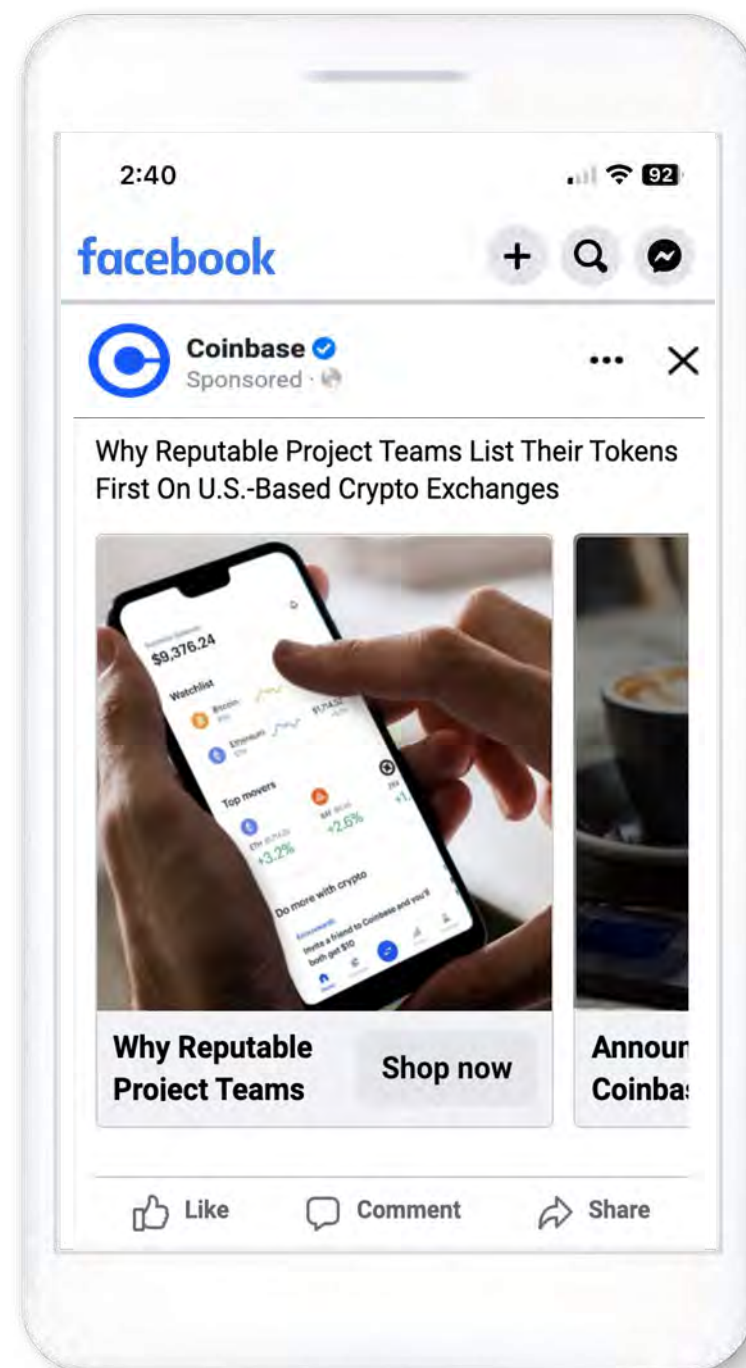


Advantage+ Catalog for Content is an **ideal solution for Financial Services** as it can be used to drive financial literacy, product education, brand engagement, and consideration.

Using Advantage+ Catalog for Content Ads in Financial Services

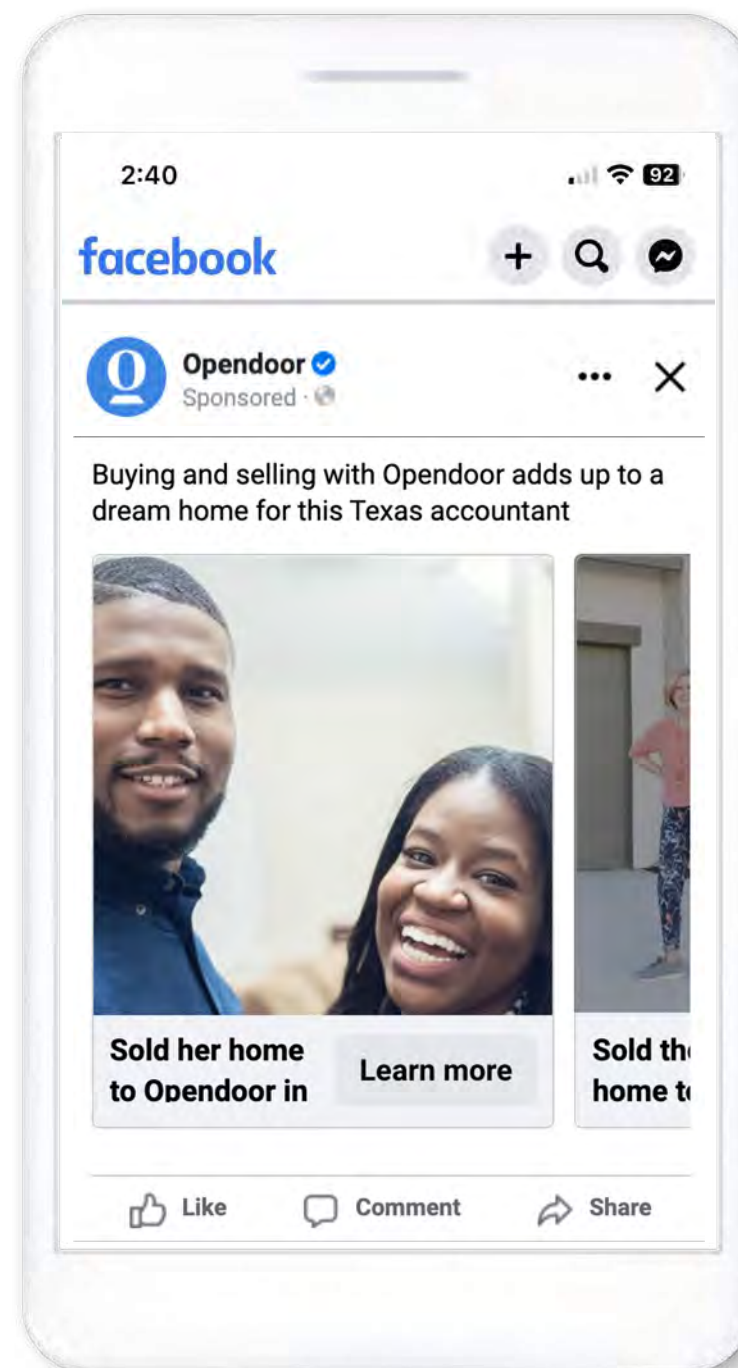
CRYPTOCURRENCY

Educate users on crypto-specific concepts such as stablecoins, non-fungible tokens, & memecoins.



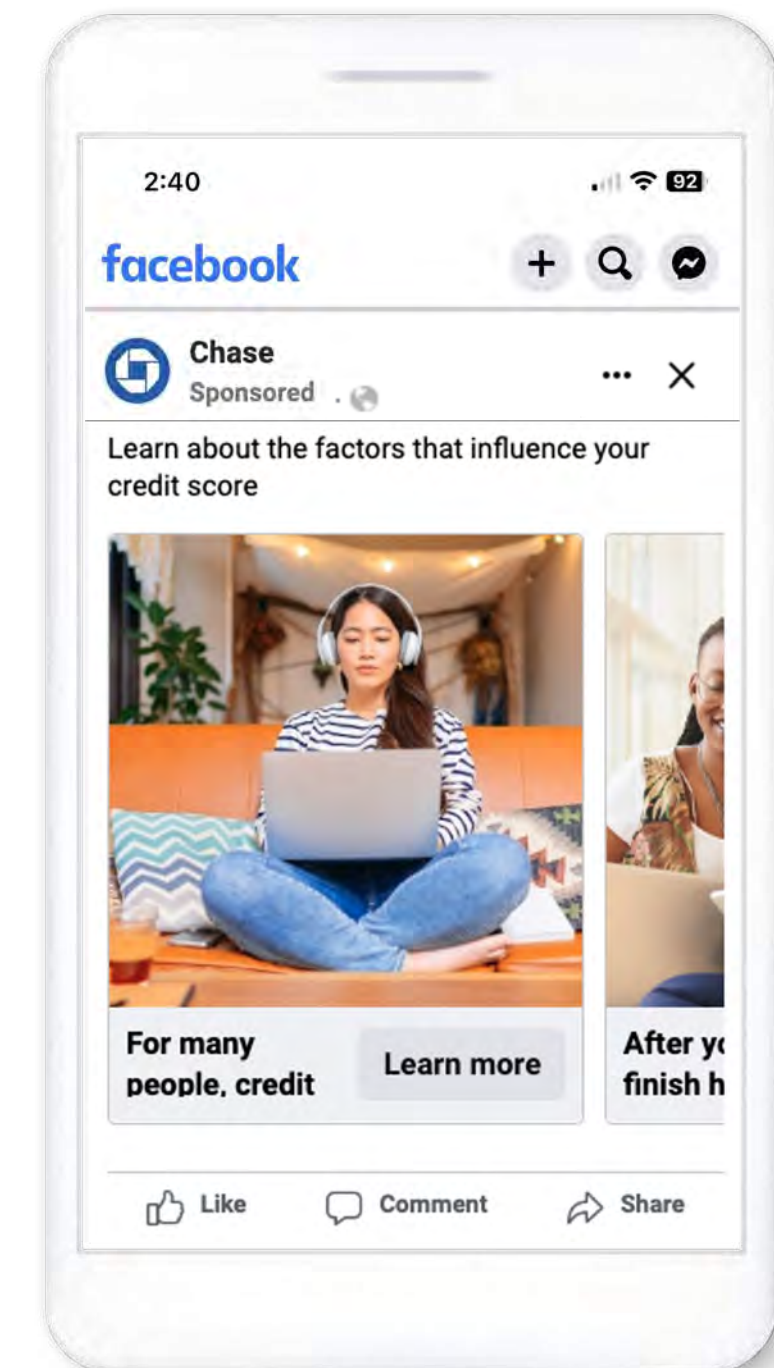
REAL ESTATE

Drive awareness of non-traditional ways of home buying or highlight recent customer testimonials.



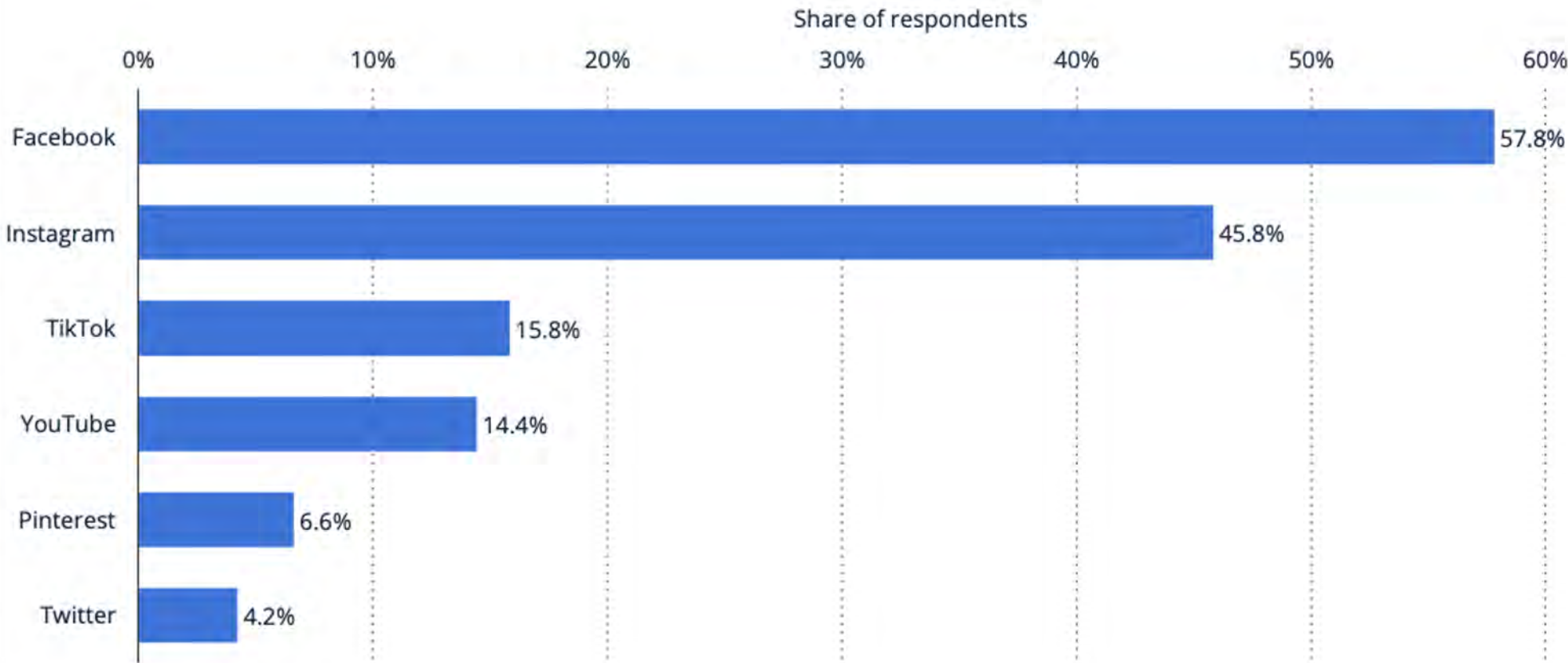
BANKING & CREDIT

Highlight credit card benefits or provide guidance on how customers can improve their credit score.



Facebook and Instagram are the most popular social platforms for live shopping

The main social platforms for purchases during livestream events in 2022



58%

Respondents have used Facebook for live shopping

46%

Respondents have used Instagram for live shopping

(* *Bazaarvoice, eMarketer, Insider Intelligence. Worldwide 2022 with 3,636 respondents age 13 and above,*

Meta offers diverse ways to boost Live Commerce beyond organic reach

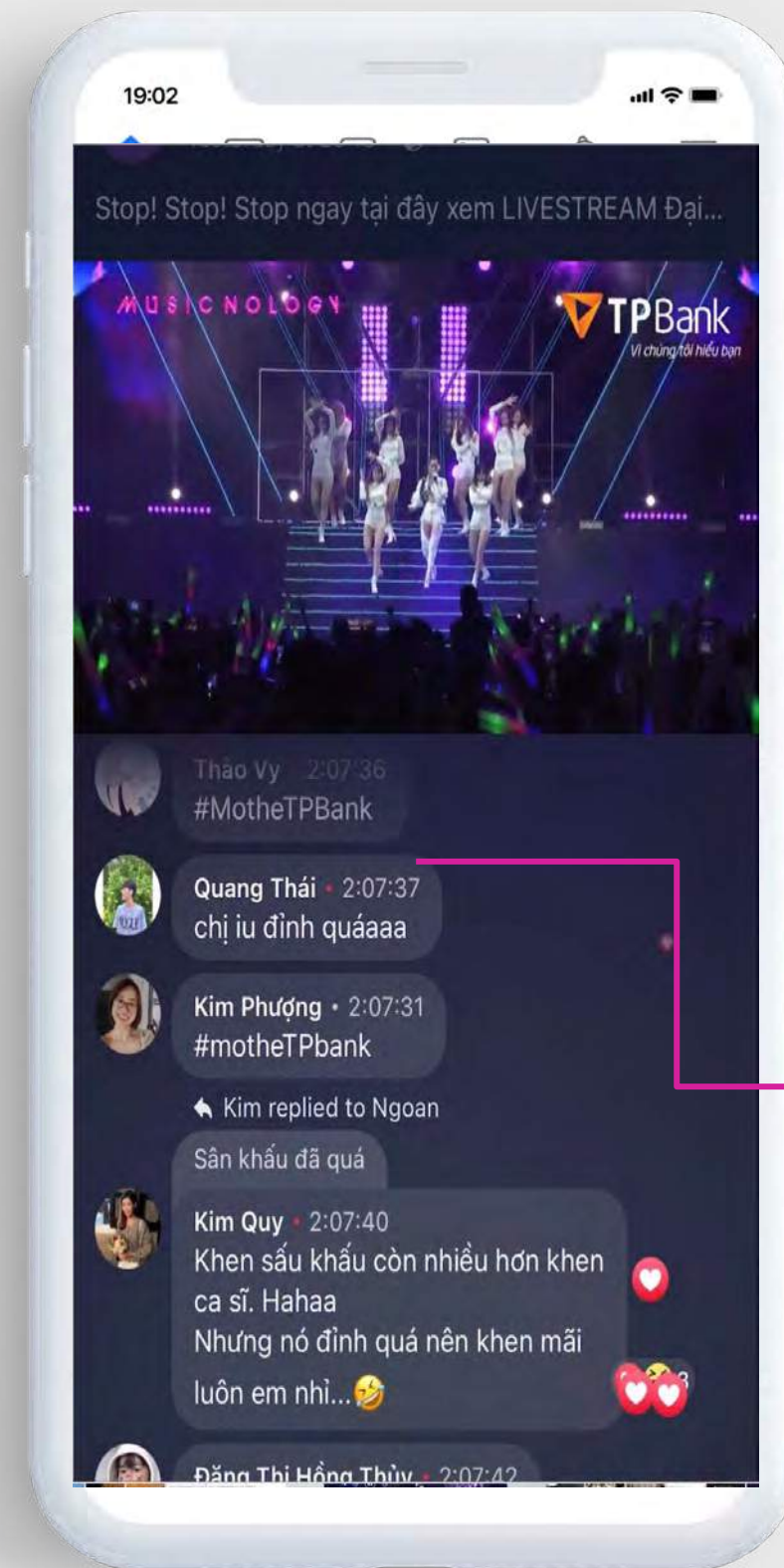
New

Objective	Live + Post engagement	Live + Video Views	Live + Click to Messenger
Optimization	Likes, shares, comments	Thruplay, 2-second view views	Conversations

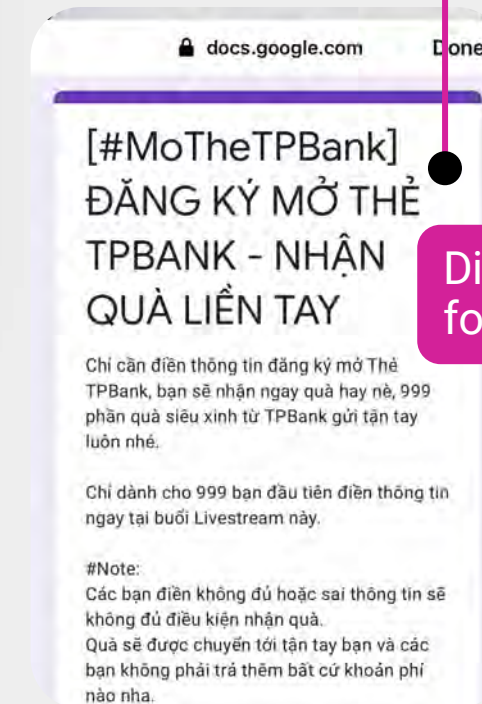
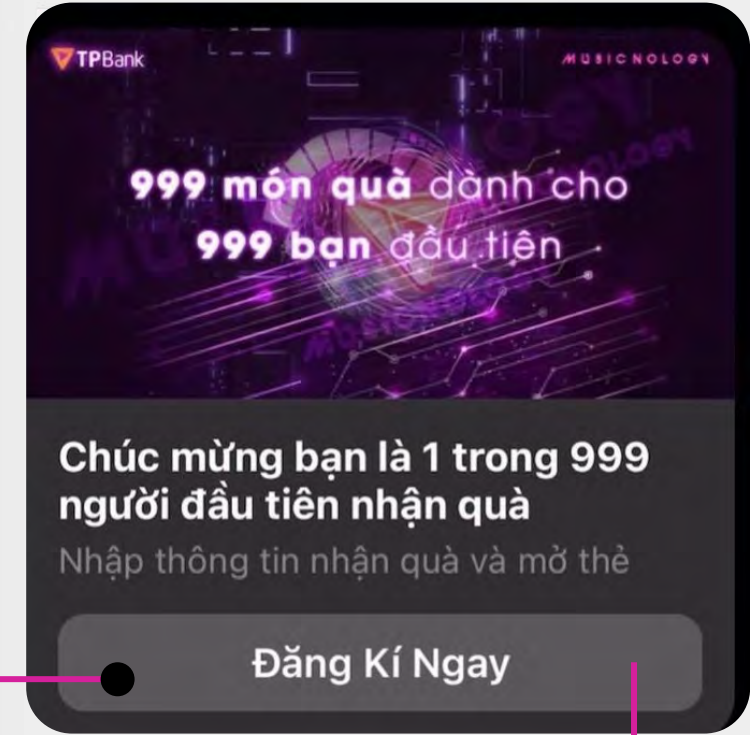
Capture 'moments of inspiration' with digital ads

Capitalize on 'moments of inspiration' with impactful Social Media ads that directly click to Messenger.

Boost conversions by having AI-driven personalized conversations, answer product queries, and transfer shoppers to live agents if needed.



Consumers comment #CampaignHashtag, an initiated message to be sent to users

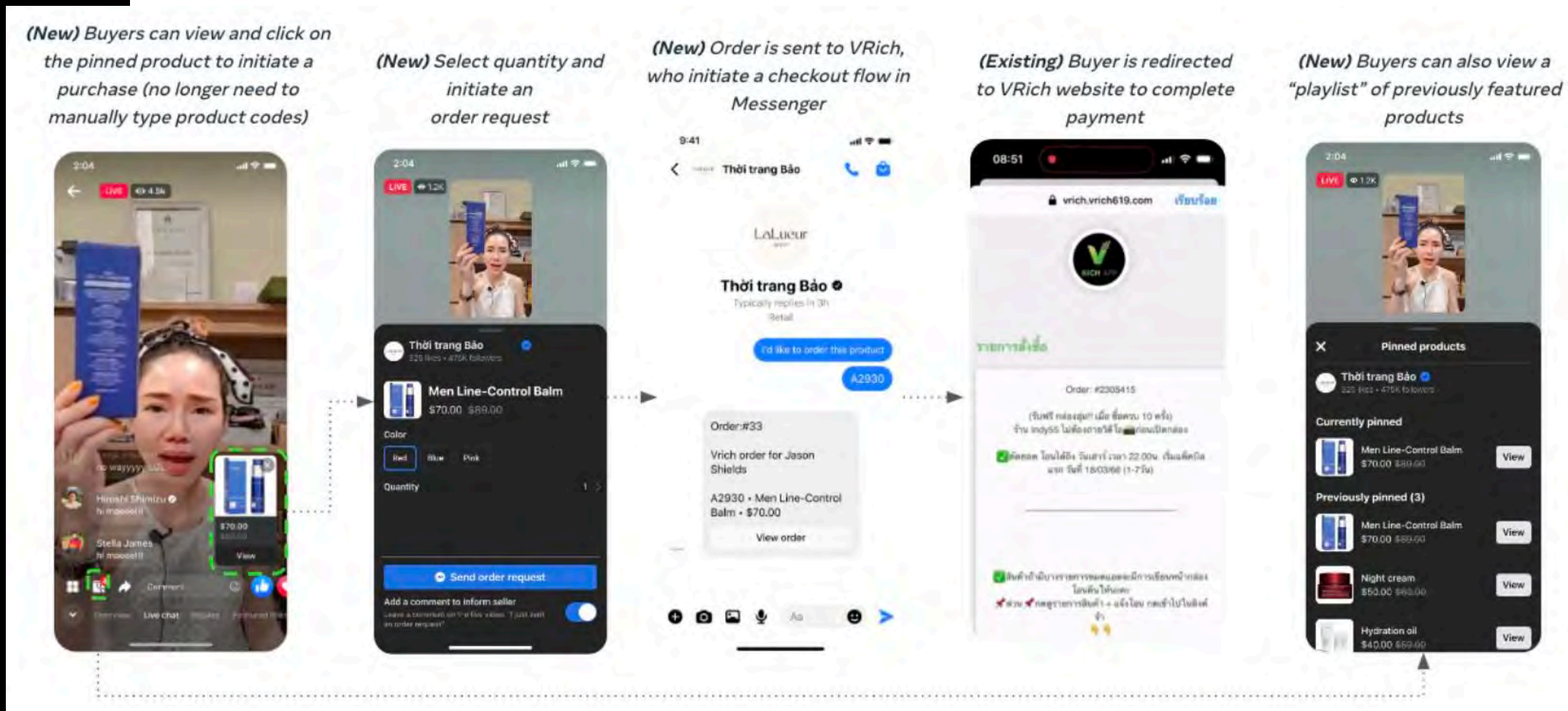


Direct consumers to sign up for credit cards

Livestream – Product Overlay

(Beta Solution)

Products banners and live display during live. Allow users to send order request via Messenger and proceed order check out flow via Partner.



Total Investment for the Live Commerce + Click-to-Messsage Test

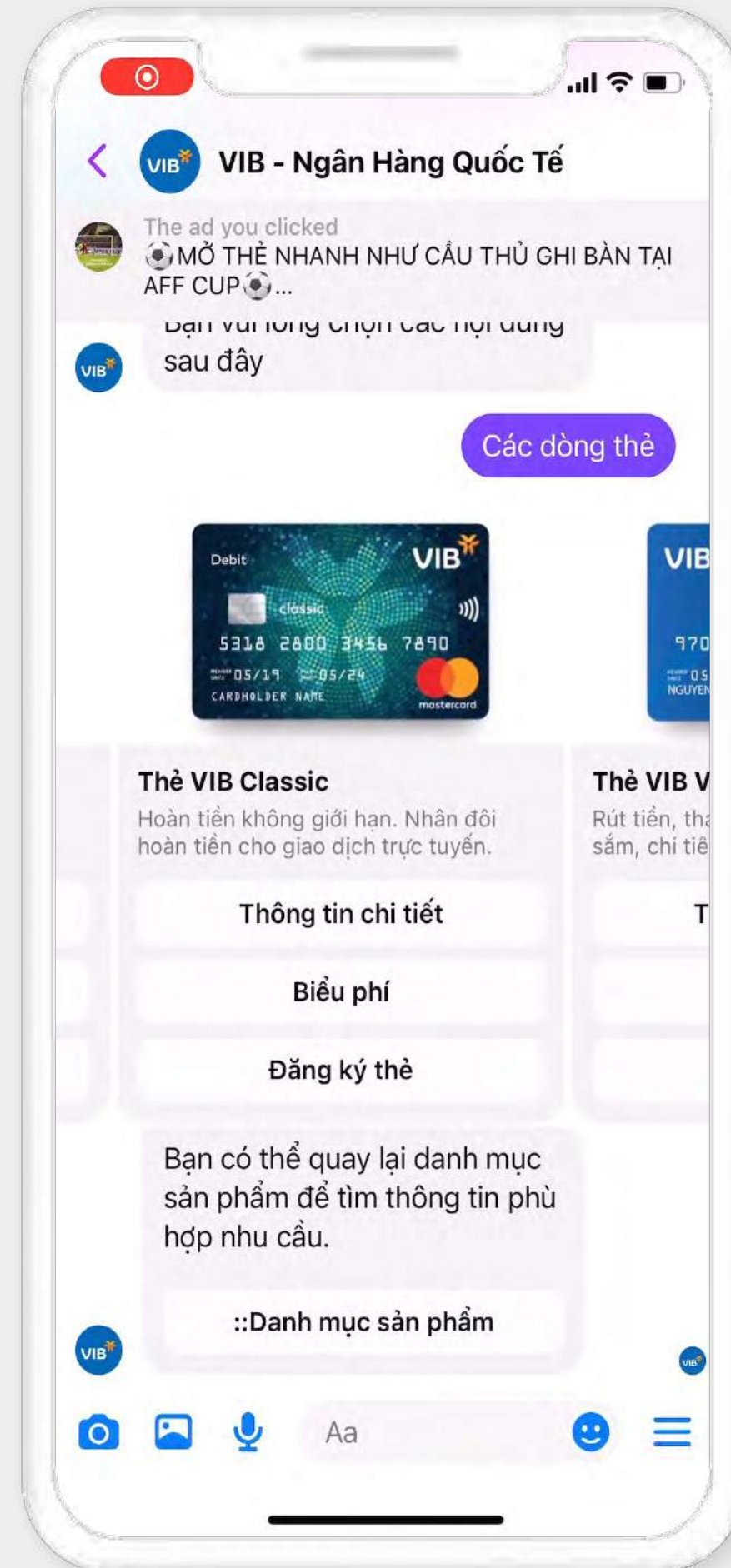
	1LIVE: 2 weeks teasing + 2hr LIVE + 3 weeks Follow Up (USD)	AWO: 10 LIVE: 2 weeks teasing + 2hr LIVE + 2 Months AWO (USD)
Brand pay to Haravan (chatbot, platform login) in 2 months (Meta already subsidized 1.5K)	3,500	3,500
Brand to pay 01 Haravan gamification in 3 weeks (Optional)	2,500	2,500
Brand to pay for ads spend Meta	Pre-LIVE: 15,000 During Live: 10,000 Post Live: 25,000	DURING LIVE: 5K x 10 LIVE = 50,000 AWO: 50,000
Brand to pay talent management + studio (excluding KOL/KOC fees)	850 (Discounted 5%)	7,278 (discounted 15%)
Meta ads bonus (CTM only)	Ratio 1:4	Ratio 1:4

Messenger commerce FinServ Product discovery

Bring your product catalogue directly to customers on Messenger.

Answer all their queries about every detail of the products and help them narrow down on their best match!

Direct customers to brand.com to register credit cards/ekyc



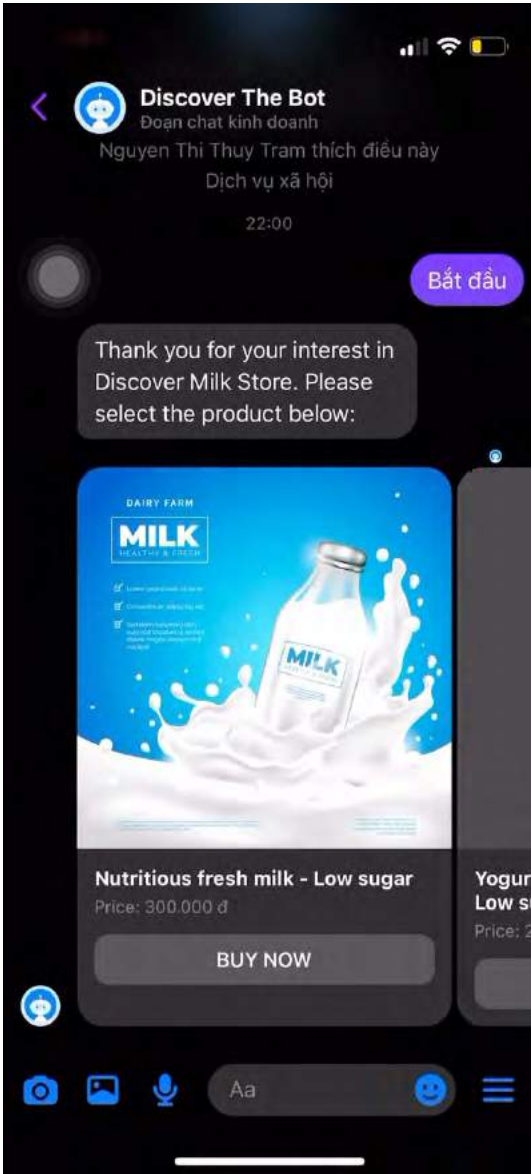
Messenger commerce – Partner solutions



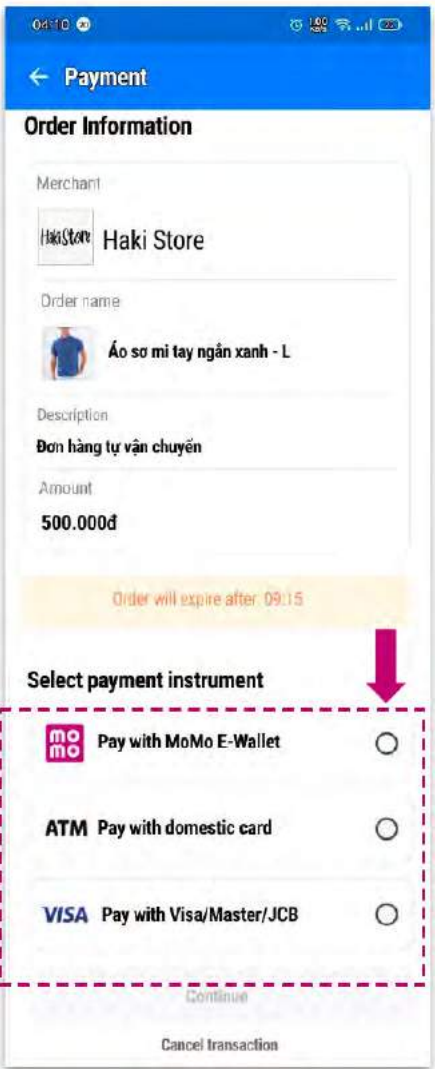
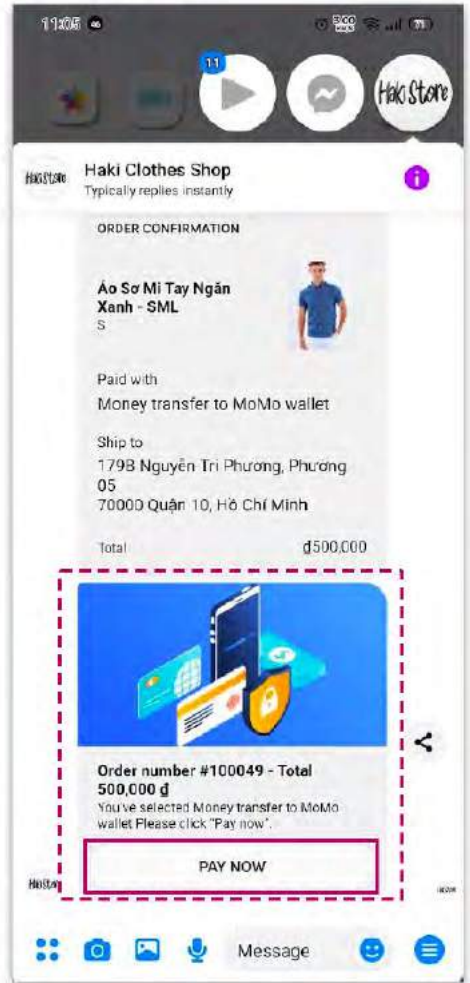
Right audiences see ads in Facebook



Click CTA in ads and engage with chatbot



Purchase

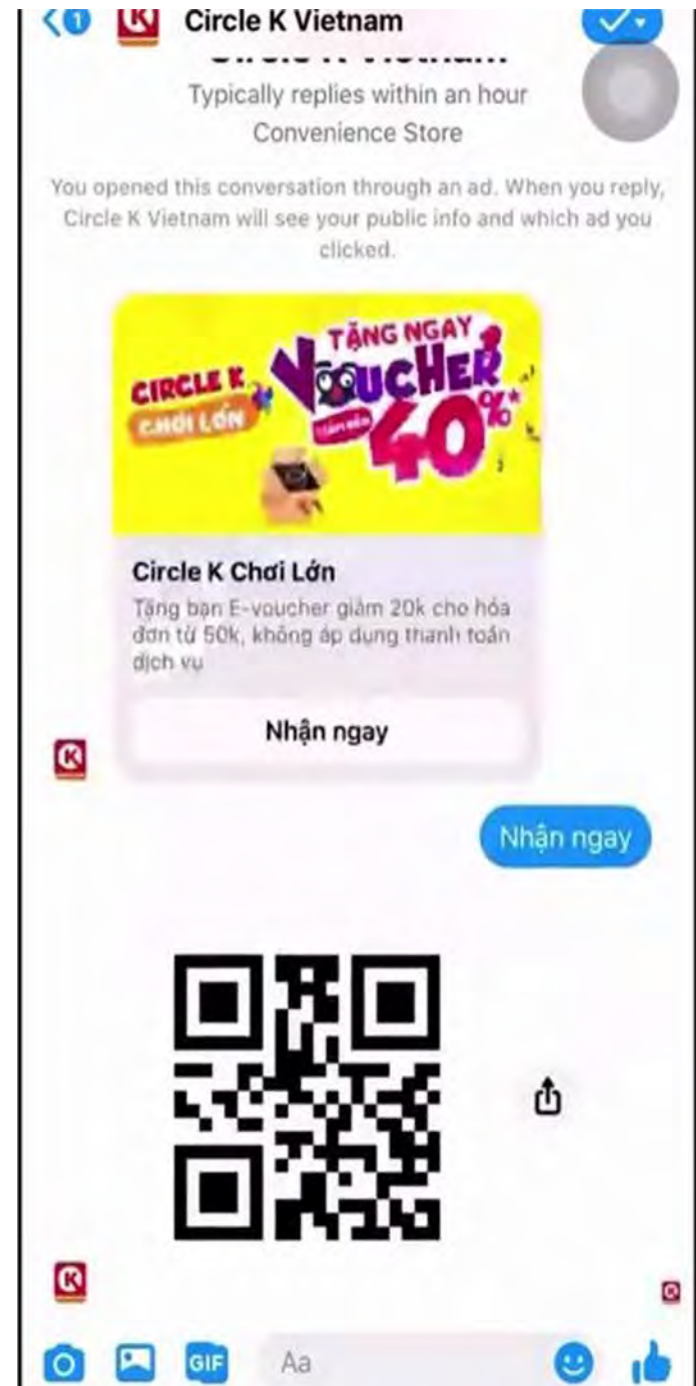


Payment

Messenger Coupon



Ads that clicks to messenger



Auto replies and distribute unique coupons

Use CTM Ads to distribute the coupons:

Uniquely: Means one coupon code will not be sent to another user

Limited: Means only a fixed no of coupons not more

Users can redeem these coupons at the physical store/ online Store

No need to build any automation or messenger bot to distribute coupons using Messenger.

Advertisers can see the number of coupons distributed via Ads Manager

Previous studies with Retail/CPG advertisers who already promote coupons via SMS/Marketing Emails/ & unstructured Ads (Generic Offer Ads Post) suggested cheapest coupon distribution cost via messaging



LEAD 2.0 BEST PRACTICES | CUSTOMIZATION FEATURES

Get higher quality leads by customizing your form

Customization features are used to tailor your form after you choose a form type.

Conditional logic (formerly Lead Filtering)

Create an Instant form that adjusts questions dynamically based on how the previous one was answered, to filter leads and get quality information from potential customers.

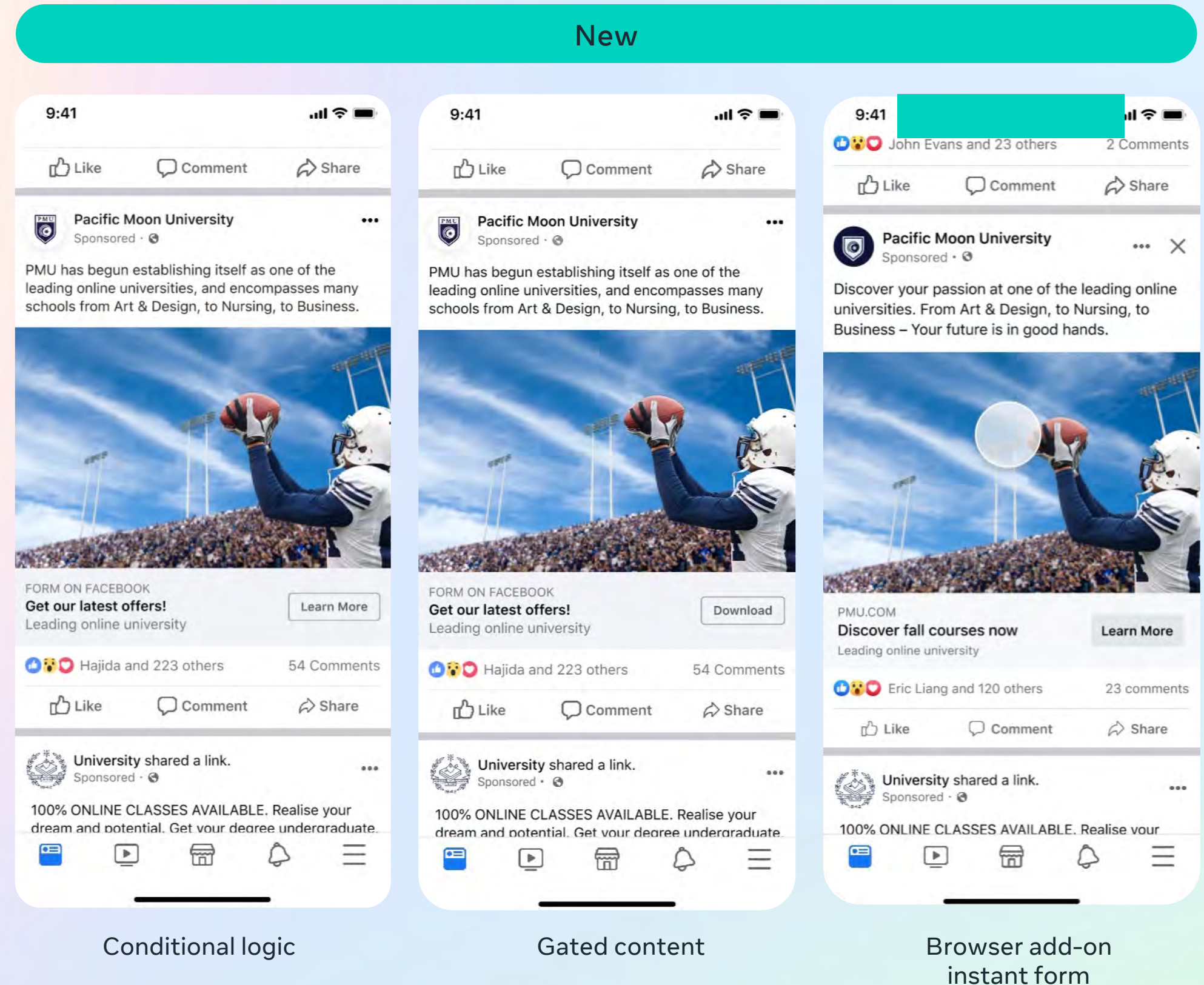
Gated content

Offer content like articles, white papers, or pricing, after a lead submits their info.

Browser add-on instant form* (formerly form extension)

When people are redirected to your website after clicking on your ad, they will be able to connect with your business via an instant form in the browser – which autofills to collect their relevant details.

*Browser add-on instant form is only eligible to advertisers with a website form, and cannot be stacked with standard instant form features like conditional logic or gated content



Conditional logic

Gated content

Browser add-on instant form



Follow up and nurture the sale

Live agent handoff

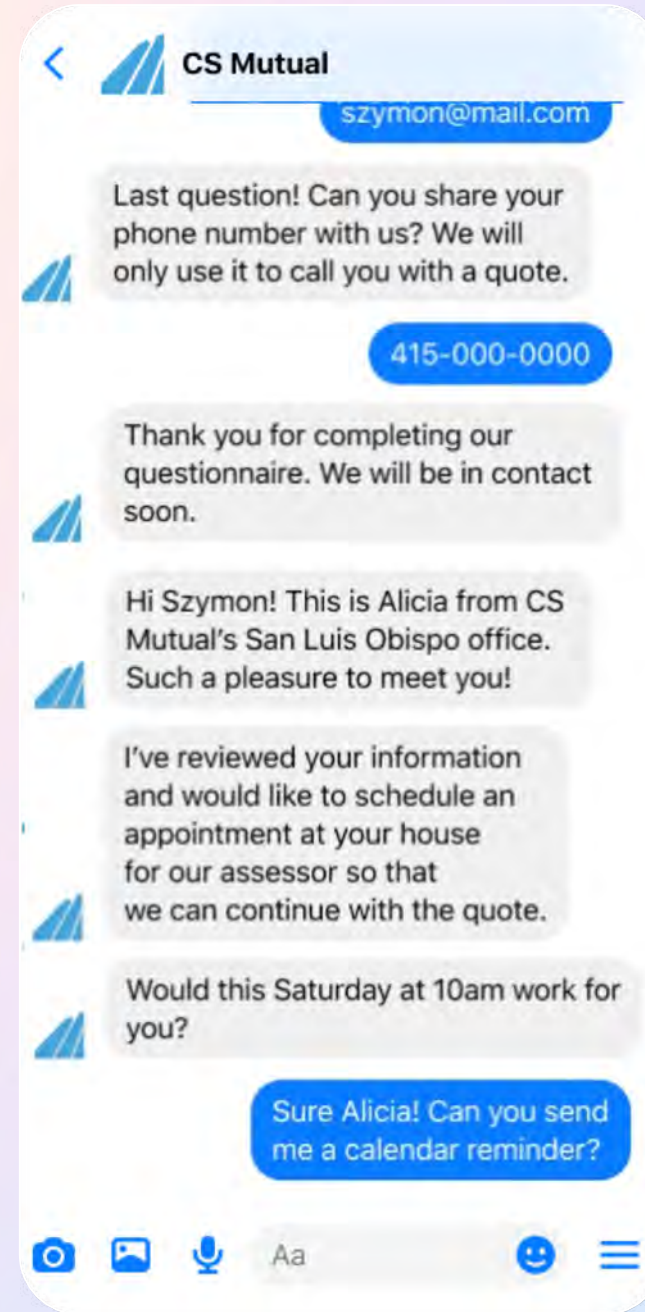
Automatically trigger a customer service agent to pick up where the lead left off in the chat after they submit or abandon

Sponsored messages

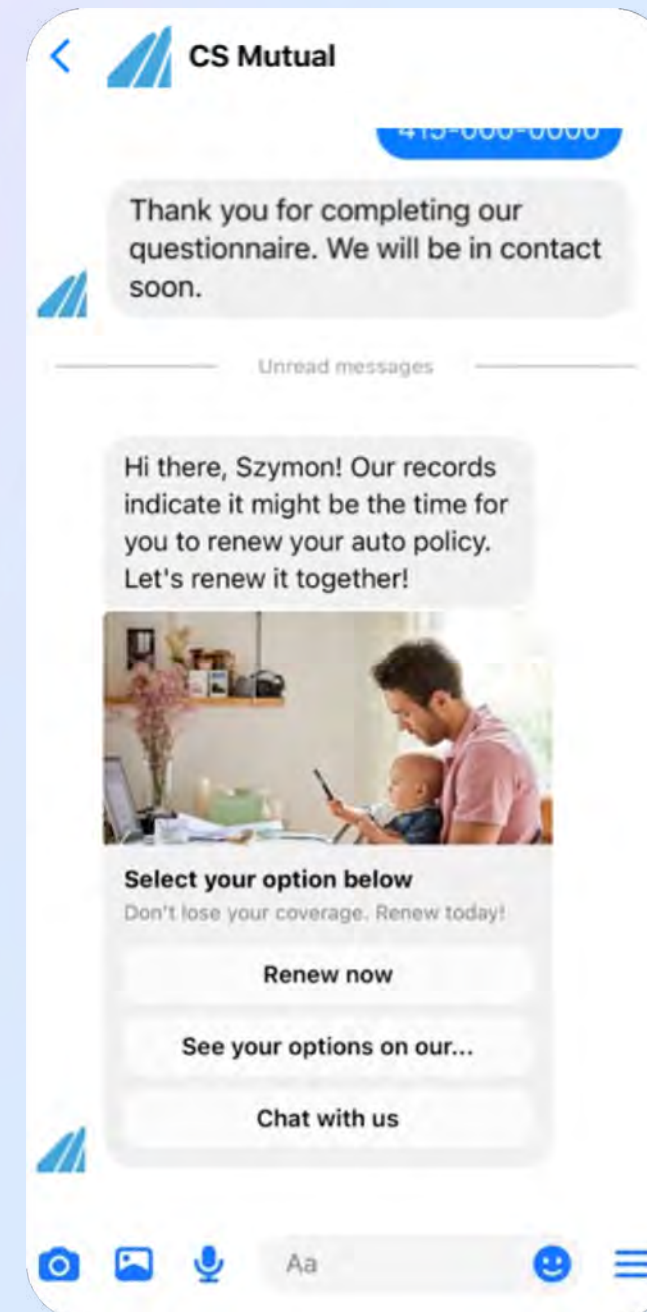
(if you don't have a third-party app)
Re-engage audiences who already have interacted with your page, posts, or ads. You can use them to remind people to contact you, purchase your product or service, or offer a promotional code.

Marketing messages

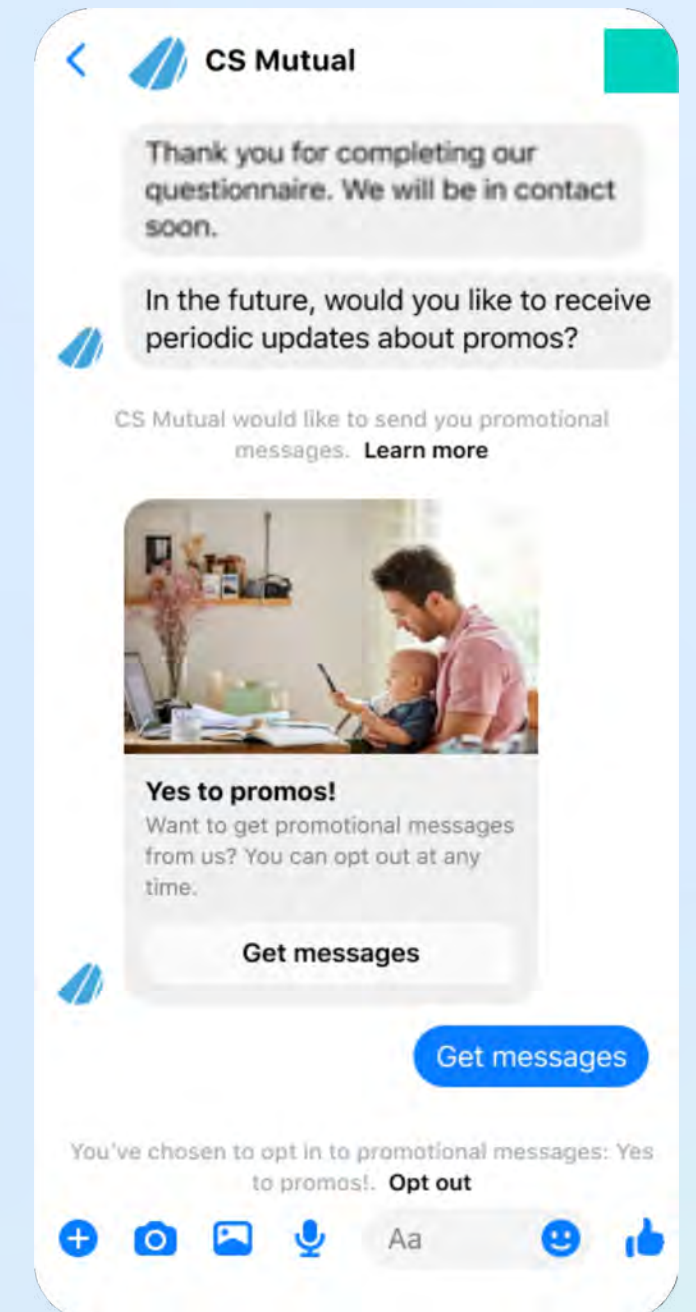
(if you do have a 3P app)
Periodic, automated messages mass-sent to your contacts who have opted-in.



Live agent handoff



Sponsored messages



Marketing messages



What's new 2024

Every connection is an opportunity with Meta

Build brand equity
digitally

Meta moment

AR ads 2.0

Sounds of Reels

Ray ban Live

Shoptertainment

Find quality customers at
scale

Live commerce

Advantage + suite

Lead Ads 2.0

Increase customer values
& engagement

Value optimization

AI in business messaging

Marketing message

Data first marketing Tools
and measurement

AI sandbox

Conversion lift

Search Lift

Robyn MMM

The Risk of Short-Term Measurement

CPA isn't a bad metric to focus on, it simply doesn't answer all of our questions . Balancing volume to value gives us an accurate view of how we should be assessing an acquisition channel, & therefore how much we are willing to pay for it.

Customer #	1 Day	30 Days	6 Months	Acquisition Cost	ROAS (6 Months)
	\$25	\$25	\$25	\$10	1.5
	\$25	\$75	\$125	\$18	3.5
	\$50	\$280	\$350	\$25	13

Value Optimization

Leveraging Meta's Value Optimization product will allow us to leverage high quality signals from advertiser's Conversions API integration to optimize for your true KPI.

- Unlock Highest Value and ROAS Bidding with Value Optimization
- Value Sets are created automatically, a min. of 4 and max. of 8 value sets



Business

03 / INNOVATION

AI FOR BUSINESS MESSAGING

Third-party AIs
(by developers)

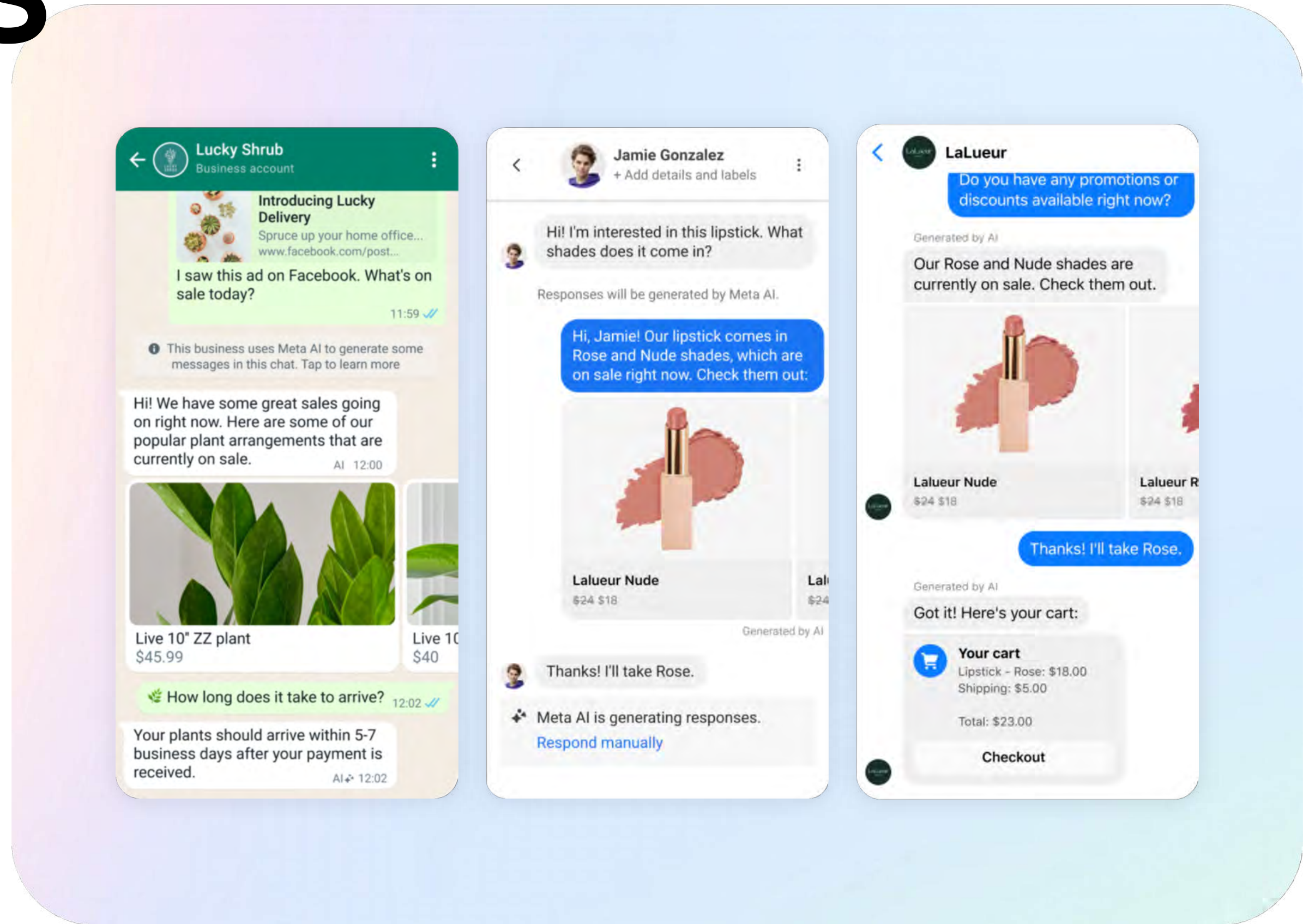


Messaging

Business

AI FOR BUSINESS MESSAGING

AIs for Business Messaging



Messaging

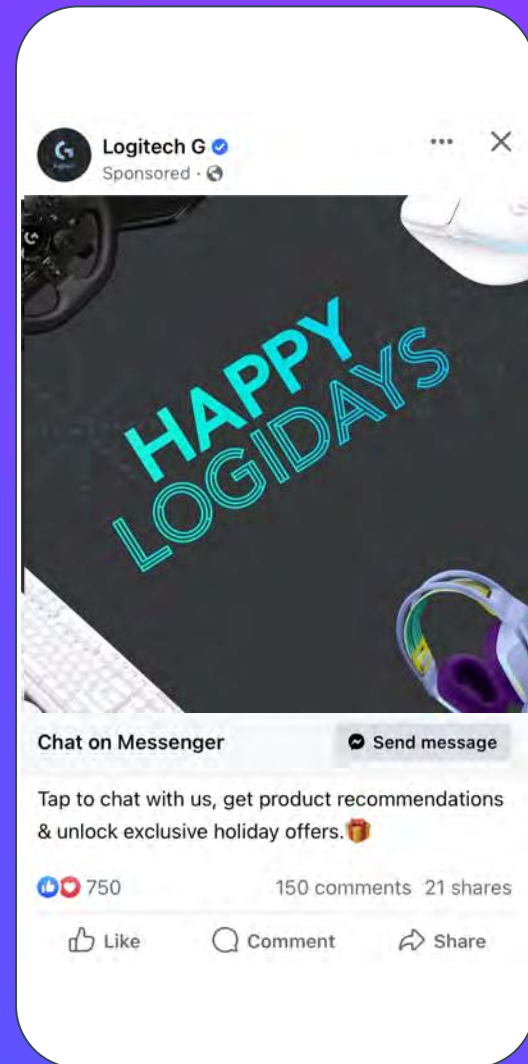
EXAMPLE

Click to Message Ads + Marketing Messages

To drive purchase and gifting of gaming accessories during the holiday season, Logitech created a gift bot that provided custom product recommendations and kept people coming back for 12 days of exclusive holiday deals.

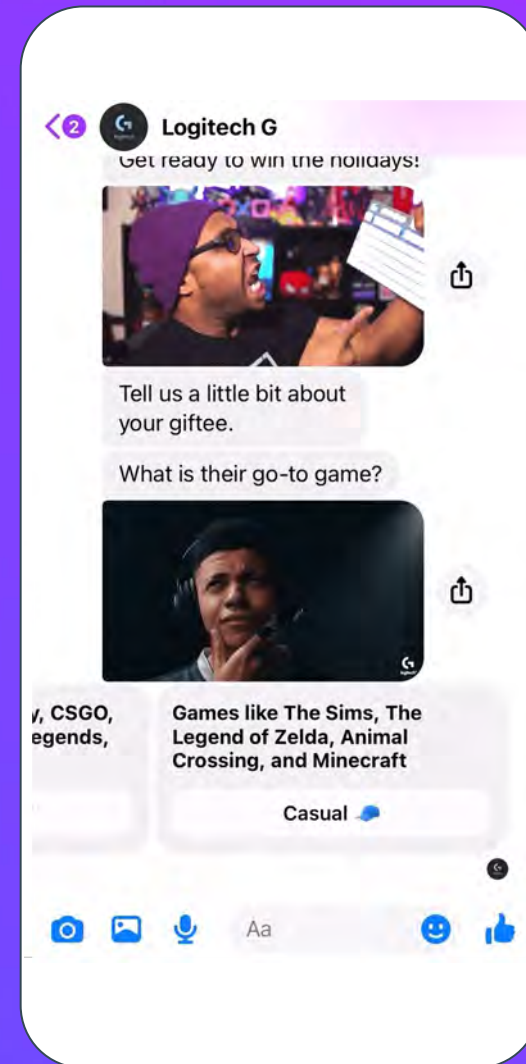
Grow a high-intent audience

Deliver personalized experiences



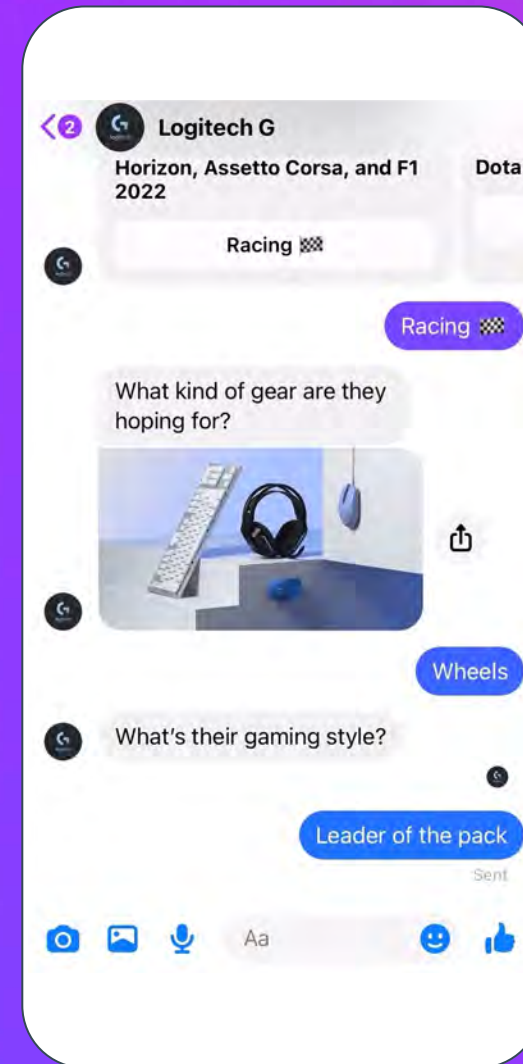
Click-to-Messenger Ads

Feed and Stories ads open conversation in MSGR or IGD



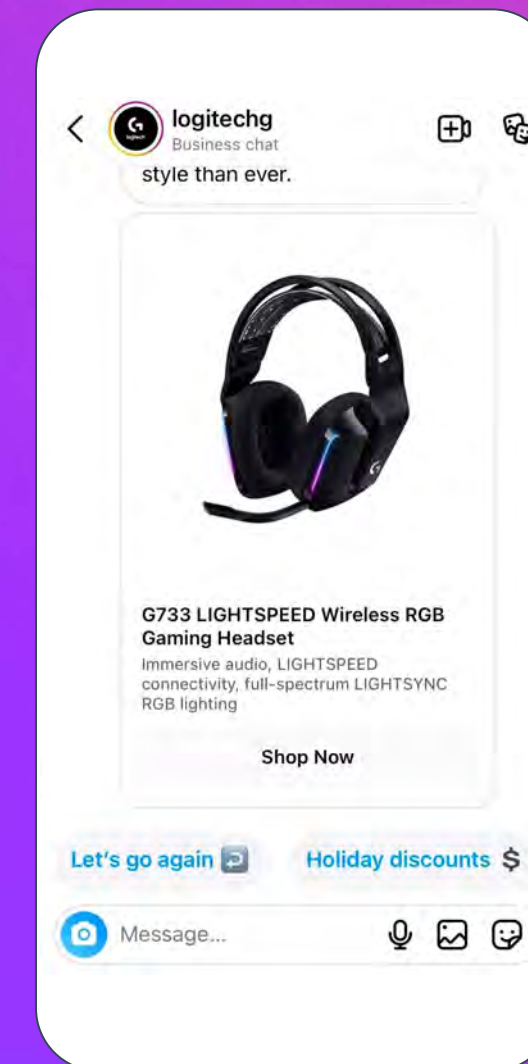
Gifting Q&A

Segment users based on answers about games, gear



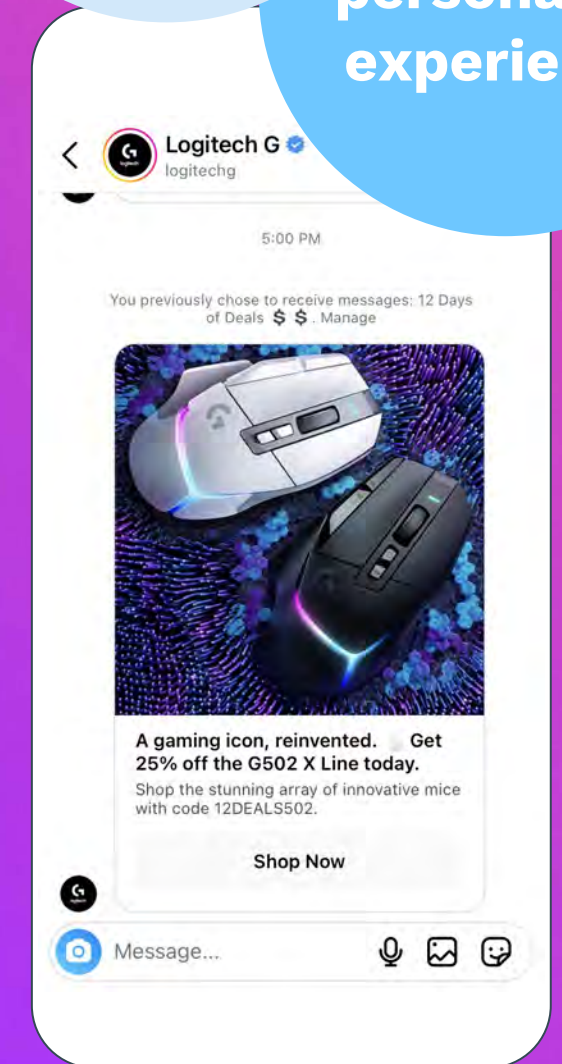
Gift Recommendation

Bot recommends product, "Shop Now" drives to webview



Marketing Message Opt-in

User agrees to receive daily messages from brand



Marketing Messages

User receives "12 Days of Deals" leading up to the holidays



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Creative

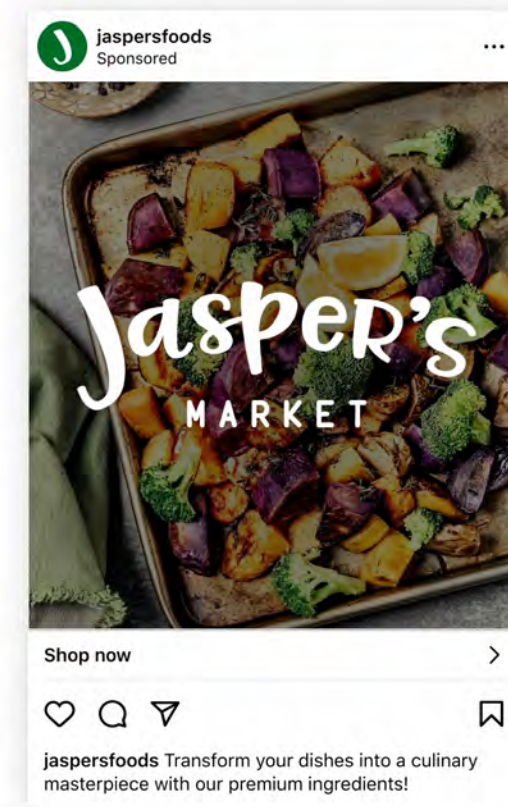
03 / INNOVATION

GENERATIVE AI CREATIVE FEATURES

Image expansion

Background generation

Text variations



Features

Creative

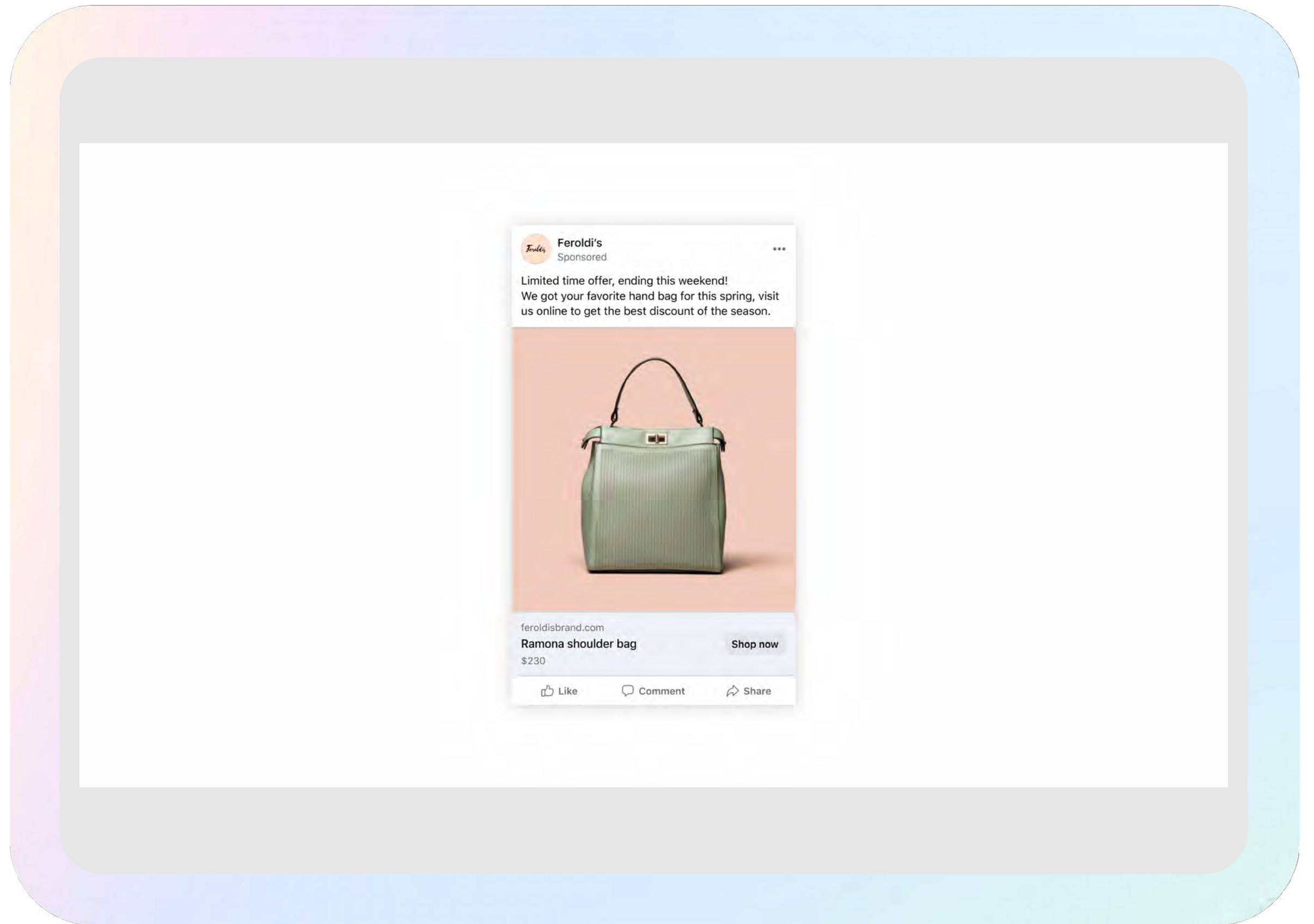
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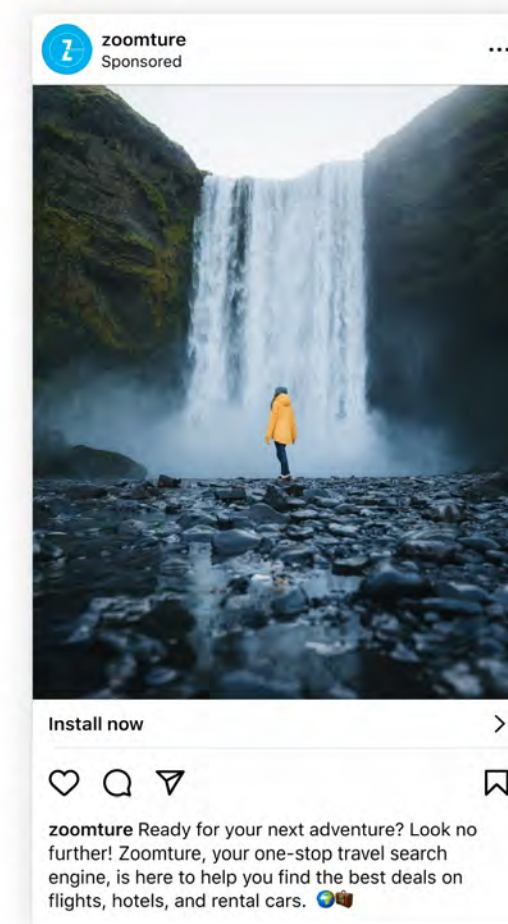
03 / INNOVATION

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Text variations



Features

Creative

GENERATIVE AI CREATIVE FEATURES

Future vision:
Towards more
brand-specific
outputs

Brand inputs

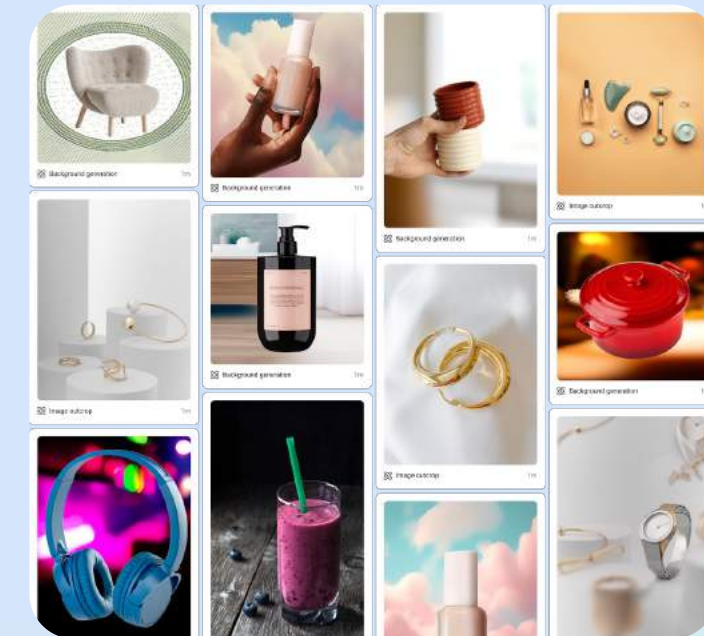
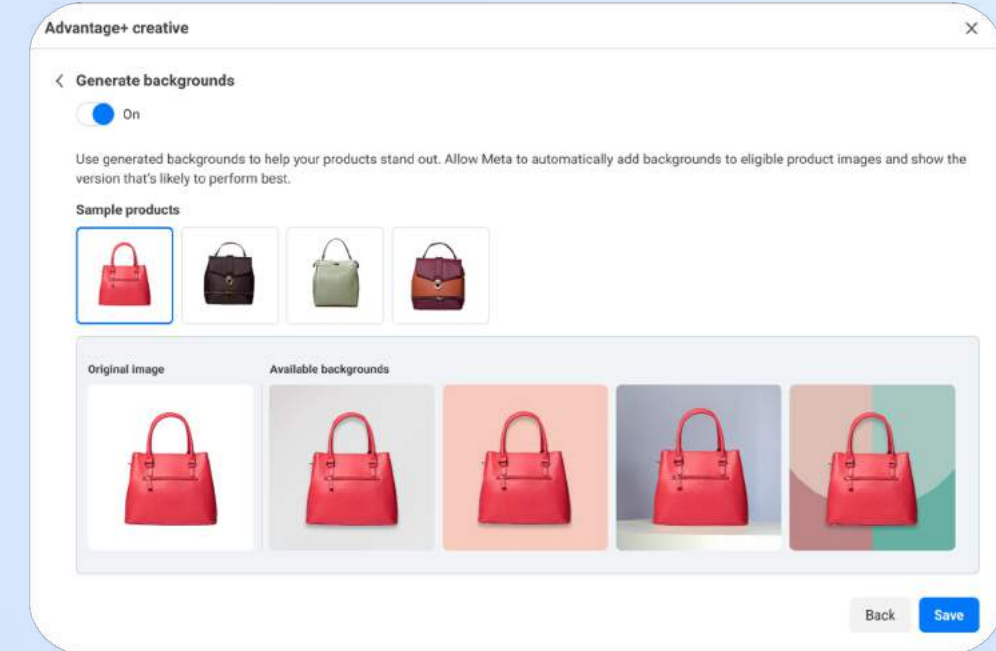
e.g.:

Logo

Imagery

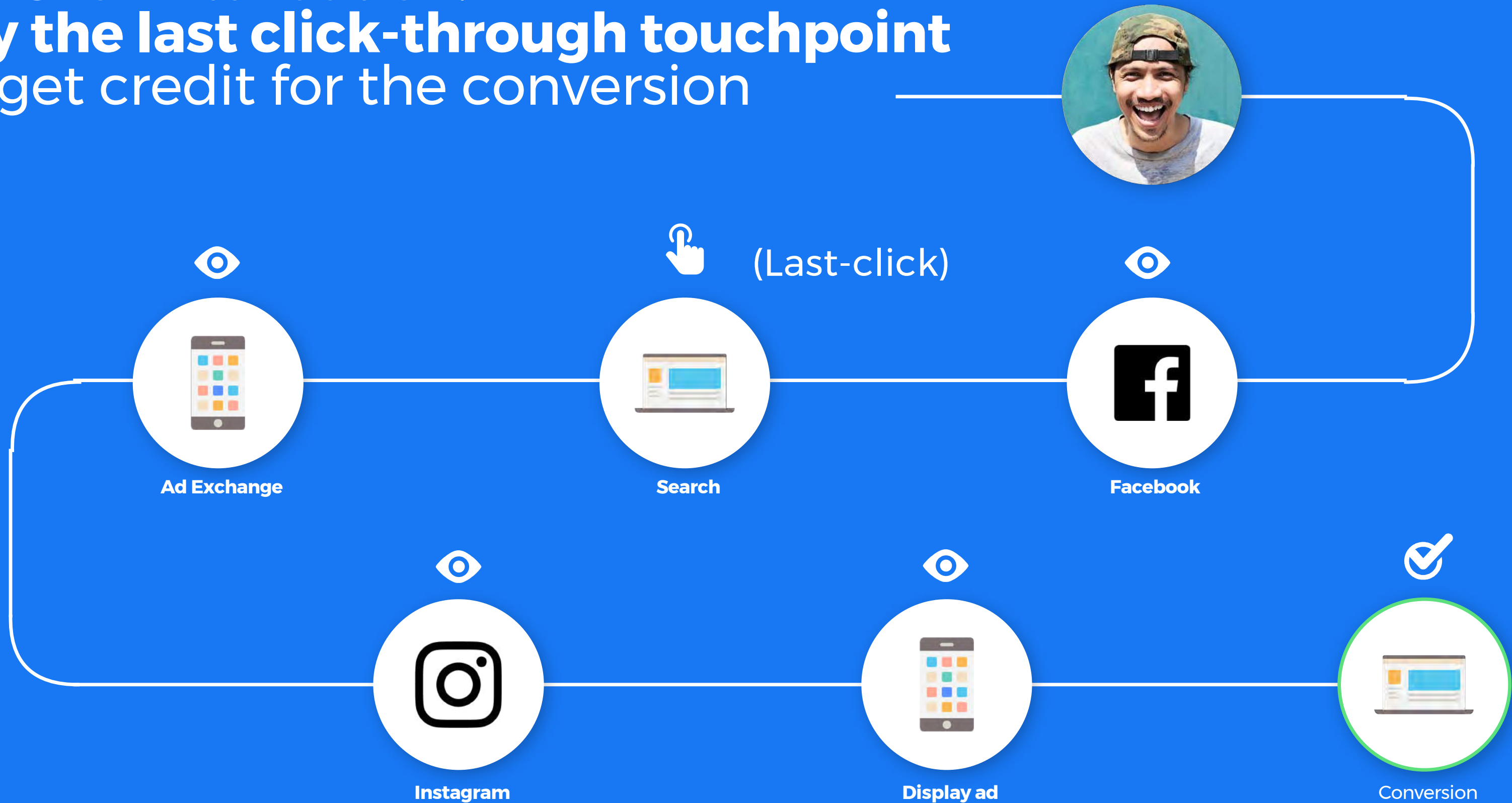
Colors

Copy



Features

Last-Click Attribution: Only the last click-through touchpoint will get credit for the conversion



Uncalibrated attribution models don't necessarily measure the full value of advertising on Meta.

On average, attribution undervalues Meta by

56%*

On average, results attributed to Meta ads in this study had to be calibrated to incremental results by

2.3x**

Meta was undervalued by uncalibrated attribution models in

59%*** of the studies

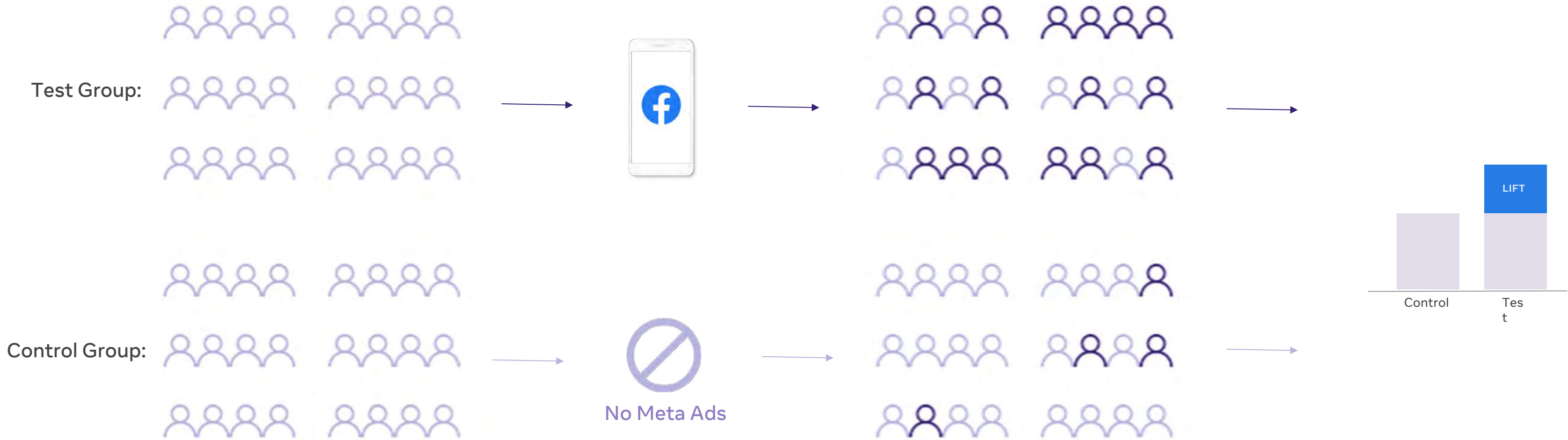
* calculated as: $1 - (1 / \text{CM})$ where CM is the multiplier (2.3 on average)

** calculated as: $\text{CM} = \text{Incremental results} / \text{Attribution model results}$

*** Meta is considered undervalued when the multiplier (CM) is higher than 1.2

Results of research done by Meta in cooperation with EMEA based businesses that ran Meta marketing campaigns. Based on 17 global Meta Conversion Lift studies ran between March 2022 - September 2022. This analysis compares estimates from Meta ad experiments of Facebook and Instagram marketing for clients to the value attributed to Facebook and Instagram by their internal attribution models (values provided by the clients).

Our conversion lift methodology allows advertisers to measure true value driven by their Meta campaigns



1. RANDOMIZE GROUPS

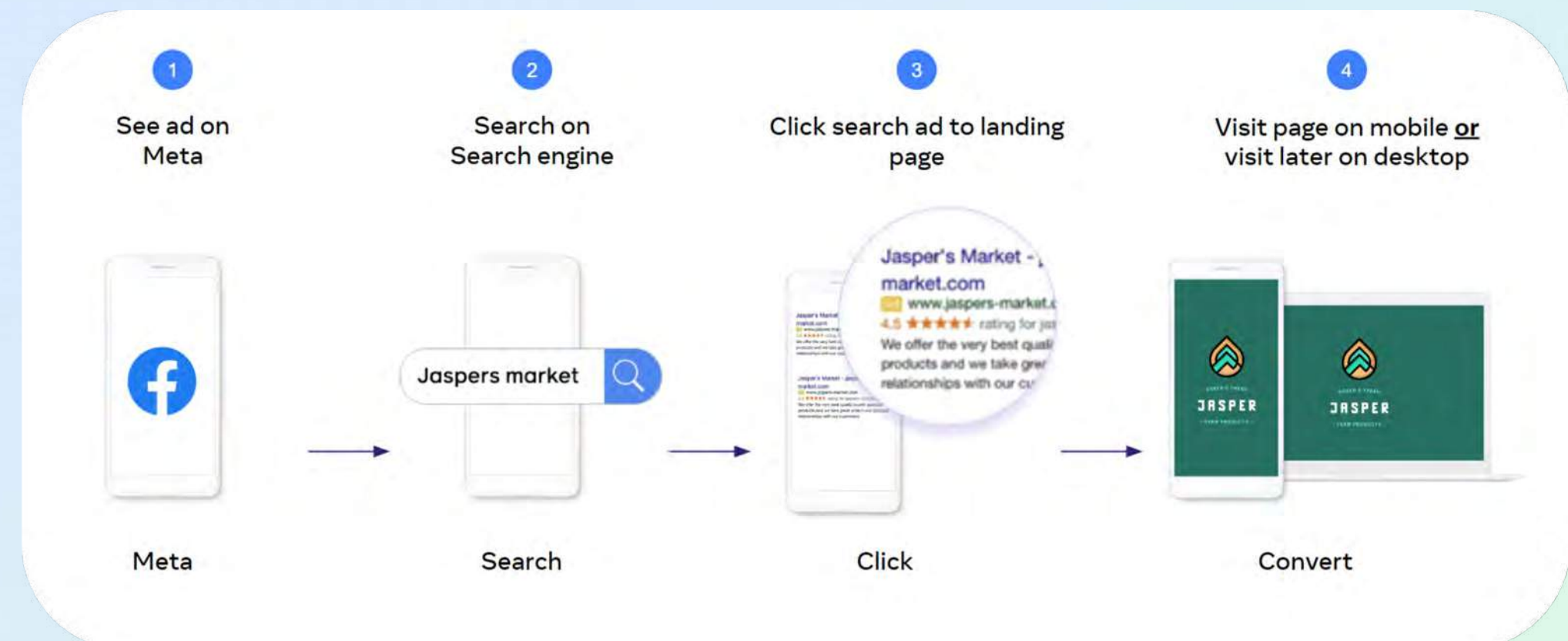
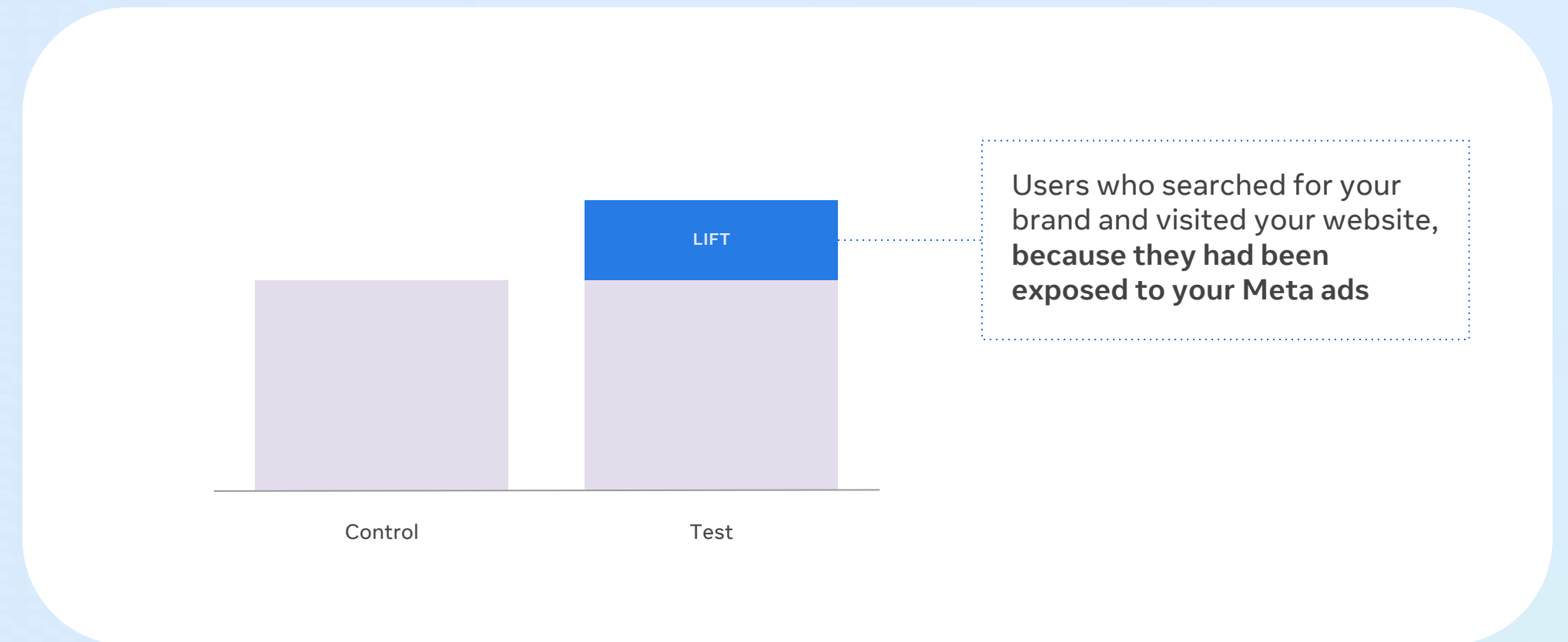
2. DELIVER ADS

3. OBSERVE CONVERSIONS

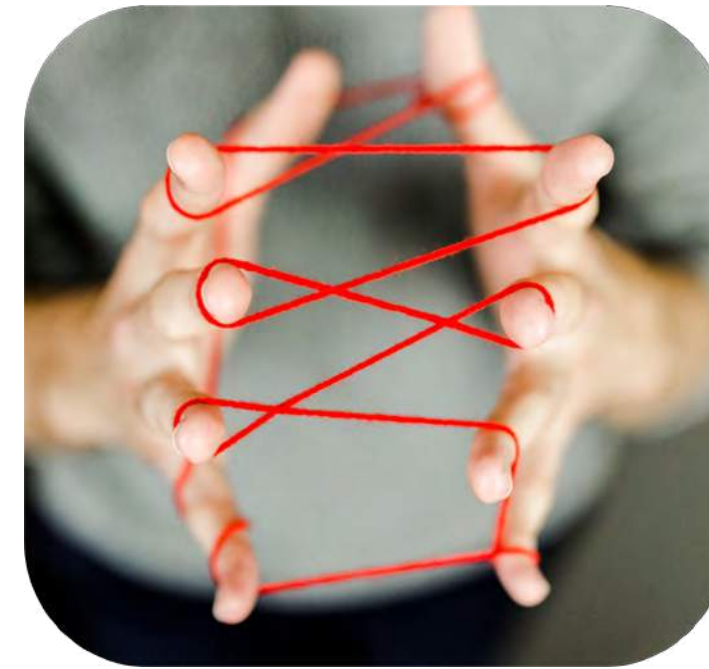
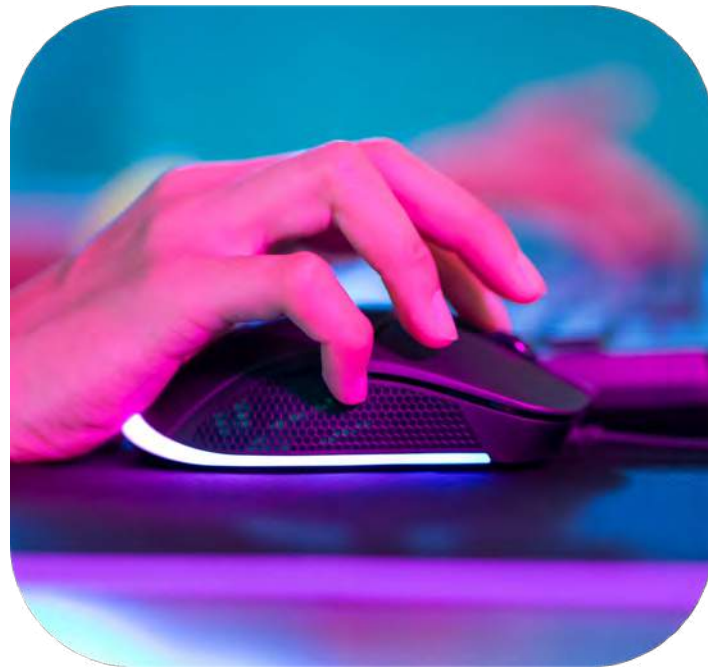
4. ANALYSE LIFT

Search Lift

- Track website visits that come from Paid Search campaigns in your conversion lift study and compare volumes across test and control groups, to **identify search website visits driven by Meta Ads**
- Other conversions events (e.g. purchase, add to cart) can also be tracked **in the same study**, to allow for incremental value to be measured across multiple KPIs



Search Lift



What is it?

Track website visits that come from Paid Search in your conversion lift study and compare volumes across randomised test and control groups, to **identify search website visits driven by Meta Ads**

Why run a study?

- Meta is a discovery platform. Discovery ads can **drive consumers to search for keywords** (especially branded keywords) before converting

- A Search Lift can help show **the more immediate impact of Meta ads** for advertisers with a long purchase cycle or advertisers testing tactics across the funnel (e.g. upper-funnel campaigns)

Requirements

- Conversions API, to allow for conversion lift testing

- Healthy Event Match Quality score (>5) for site visit events

- Ability to implement UTM parameters for branded & non-branded Paid Search campaigns

Getting started

1. Set up new **UTM parameters** (ideally one for branded keywords and one for non-branded keywords) for relevant Paid Search campaigns, to allow for a custom conversion event to be defined that tracks all site visits that come from the search engine of interest. The same logic can also be applied to measure organic search traffic
2. Create relevant **custom conversions** for Paid Search site visits in Events Manager
3. **Validate each new custom conversion** by comparing reported volumes in Events Manager with your current web analytics tool (e.g. Google Analytics)
4. Set up a **Conversion Lift study** to measure incremental traffic from Paid Search, driven by Meta ads

**E.g. Paid Search branded/non-branded keywords and organic search*

What is the Marketing Mix Models (MMMs) methodology?

Supervised machine learning Regression Models

EXTERNAL FACTORS



Weather



Seasonality



Macro factors



Competitors

Revenue / Installs



Multivariate Regression

Revenue = fn (Social, Display, Search, Seasonality....)

Revenue = BASE + A* Social Imps + B* Display Imps + C * SEO...

MARKETING INPUTS



Social Media



Content Marketing



Display



Mobile Marketing



Search Engine Optimization



Email Marketing



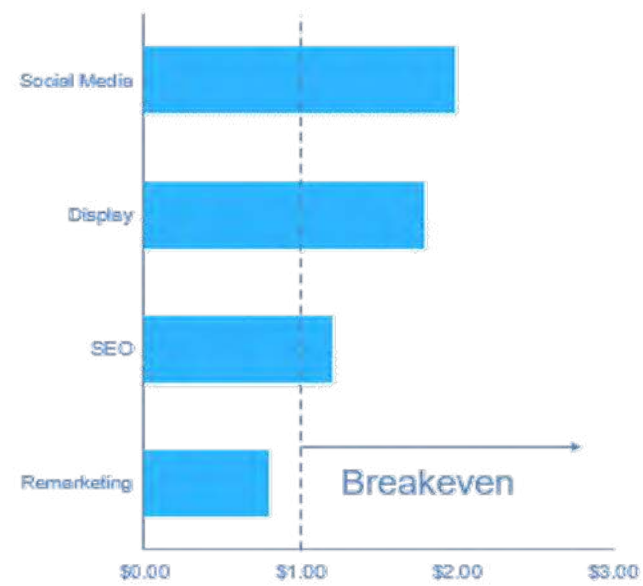
Remarketing



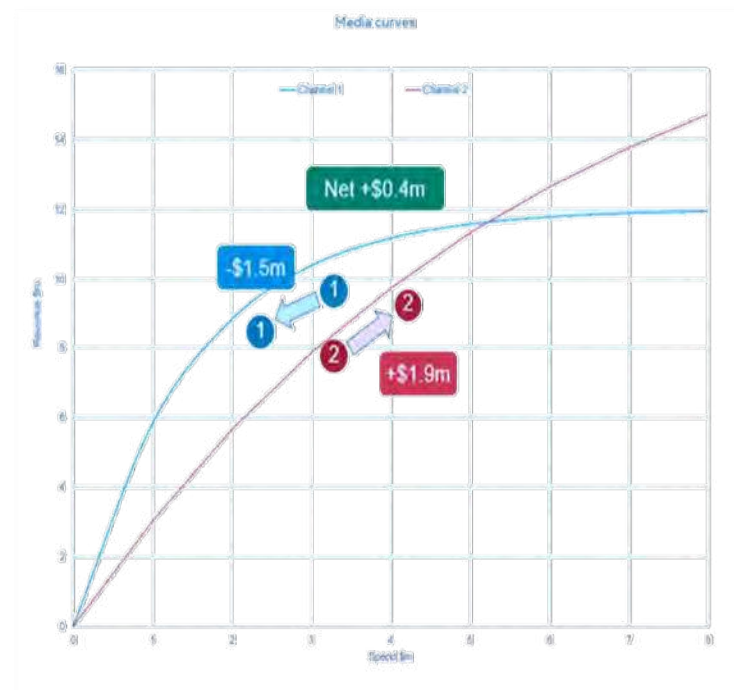
Video Marketing

What do MMMs provide ?

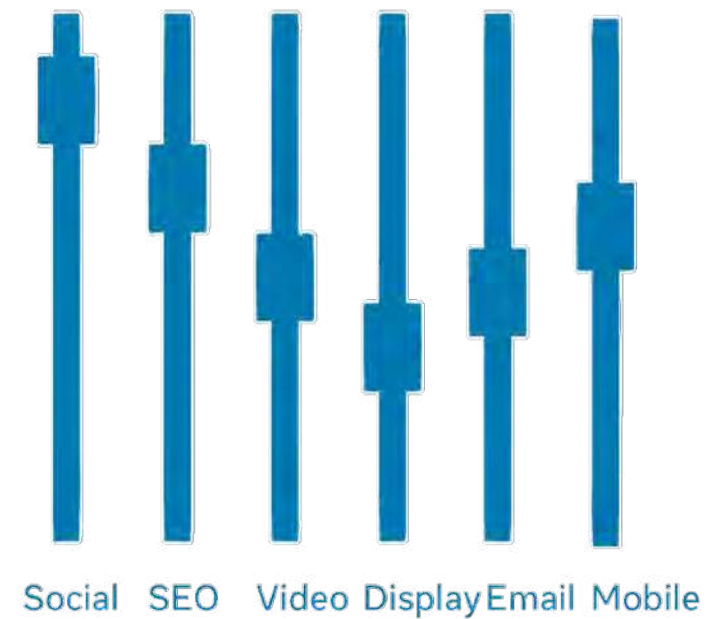
1) Understand ROI drivers



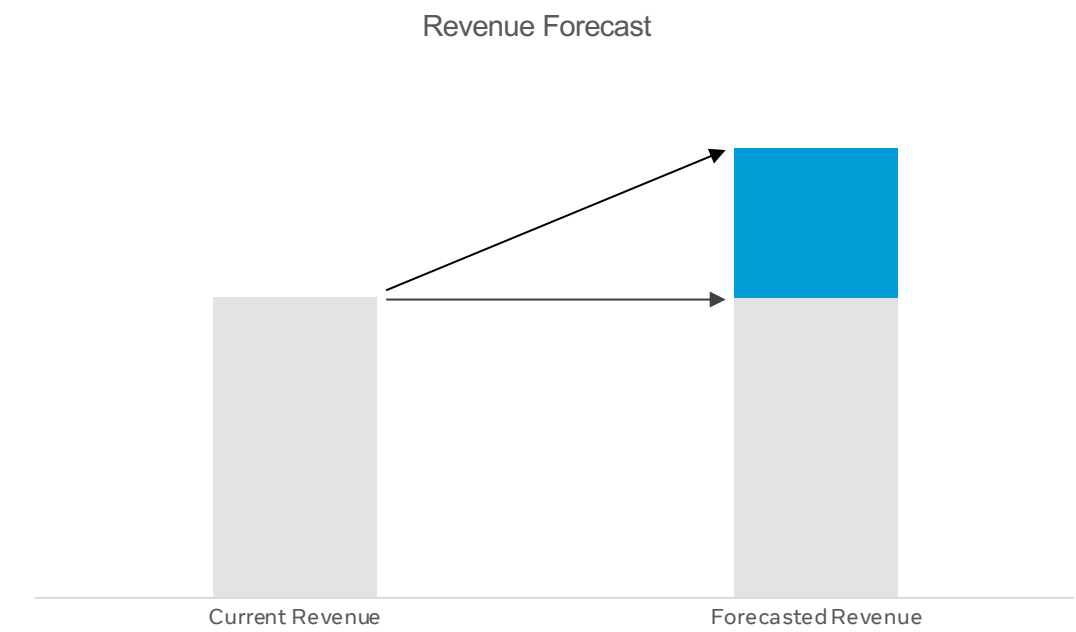
2) Optimization



3) Scenario Planning



4) Predict future performance





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