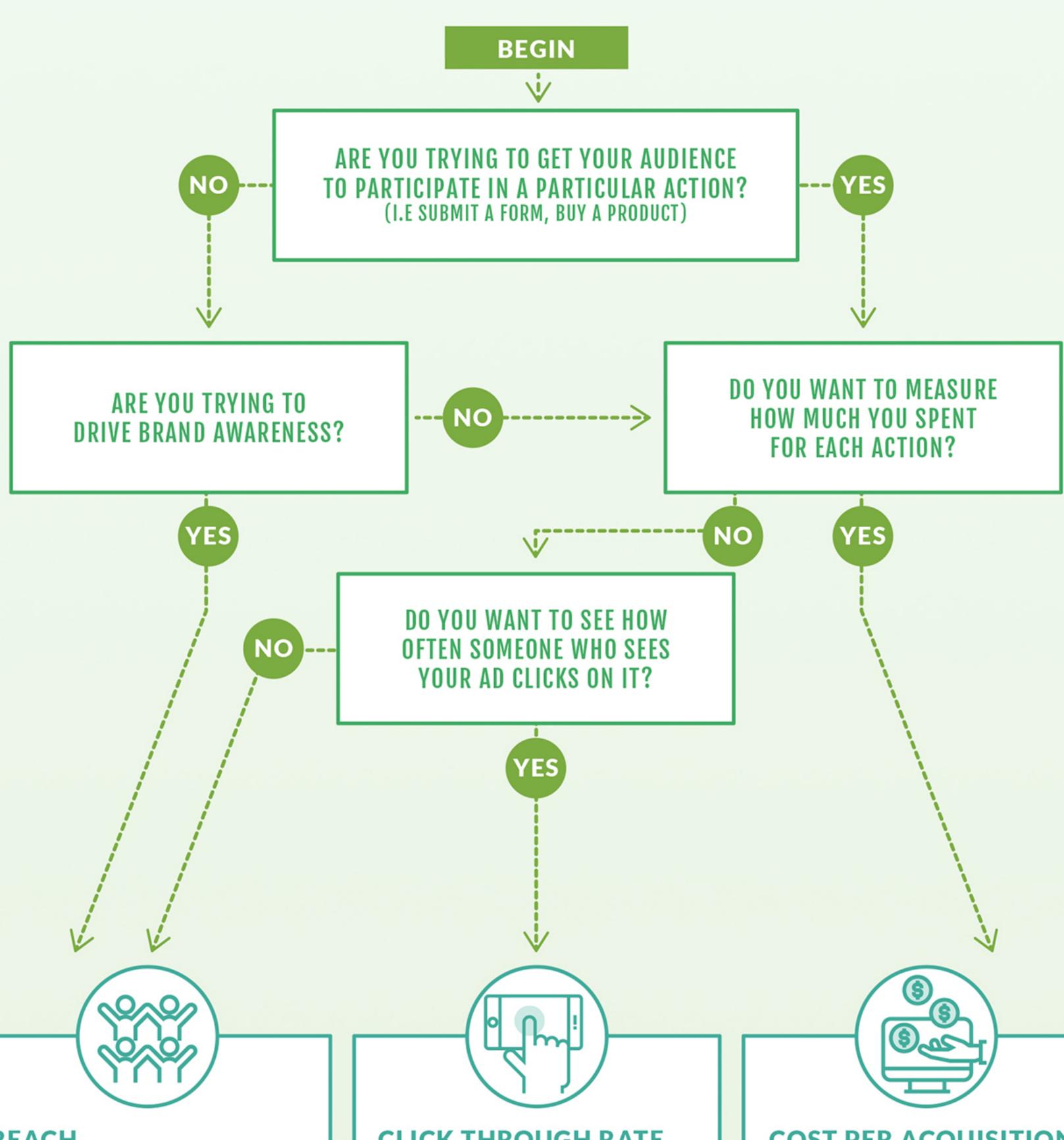
# DIGITAL ADVERTISING STRATEGY GUIDE

In order to have an effective ad campaign, marketers must create a digital advertising strategy that will reach specific audiences and drive ROI.

# IS YOUR GOAL FOR YOUR



## **REACH**

Number of impressions that are paid for during the campaign.

- Measures which ad is receiving the most views and focus efforts of those ads performing best
- Used for brand awareness campaigns

# **STRATEGY TIPS**

Explore using contextual targeting to reach the most users that might be interested in your product or business.

## PERFORMANCE METRICS TIPS

The key metrics you should look at are the number of impressions and win rate. Also look for ways to optimize for greatest reach by impression.

# **CLICK THROUGH RATE**

How often someone sees your ad and clicks on it.

- Measures which ad is resonating with your audience to help determine if ads and targeting is correct for your audience
- Used for intent campaigns or traffic driving campaigns

# **STRATEGY TIPS**

Look at using retargeting or CRM targeting for users that are showing purchase intent.

## PERFORMANCE METRICS TIPS

Ensure you are tracking the full conversion funnel. Look for ways to retarget users that have dropped out of the funnel during purchase.

# **COST PER ACQUISITION**

How often someone sees your ad, clicks on it, and completes specified action.

- Measures how much you have spent to get the specified action
- Used for direct response or lead generation

## **STRATEGY TIPS**

Think about using video creative or ensure your creative has a strong call to action.

## PERFORMANCE METRICS TIPS

The key metrics you should look at are the number of clicks as they relate the number of impressions. Also look for ways to optimize the delivery of your campaign based on sites that produce a solid number of clicks.