

24th May 2023

How to integrate Paid Social and Programmatic Display

ClickThrough
Digital. Accelerated.

Meet your hosts today...



OLIVIA GREEN

Paid Social Account Lead

DAN WILSON

Display Executive



Our Agenda

Introduction

Channel specifics, similarities & differences

Integration

The journey through the funnel & working together

Audiences

How can our channels integrate their audience personas?

Creative

How can a brand plan creatives for both channels?

Reporting

Looking into the reporting and attribution journey



**So, let's go back to square one.
What is Paid Social?**



Paid social allows you to target your most relevant customers

Paid social, it's an...

Opportunity

Solution

Chance

Possibility

Answer

No but really...

It's an opportunity

For discovery

It's a solution

Add extra support to your strategy

It's a chance

To 'find your tribe'

It's a possibility

To be more creative

It's an answer

To get more brand recognition

What about Display?



OF THE
MATTED IN

SPECI
PG-13

city outdoor

SELF
EE
←
P
T
W
W
TONY AW

Kinky Boots

L
A
C
E

"A majestic, mesmerizing
TRIUMPH!"
THE EVENING STANDARD

GLENN CLOSE
in
ANDREW LLOYD WEBBER'S
SUNSET BLVD.
10006 →

SUNSET BOULEVARD
music by ANDREW LLOYD WEBBER
book & lyrics by DON BLACK & CHRISTOPHER HAMPTON
Based on the BILLY WILDER film
Directed by LONNY PRICE

STRICTLY LIMITED ENGAGEMENT
Musical.com

The New York

A
BRONX
TALE

BROADWAY'S NEW HIT MUSICAL

"A COMBINATION OF
JERSEY BOYS & WEST SIDE ST
MATT WINDMAN, BPNYORK

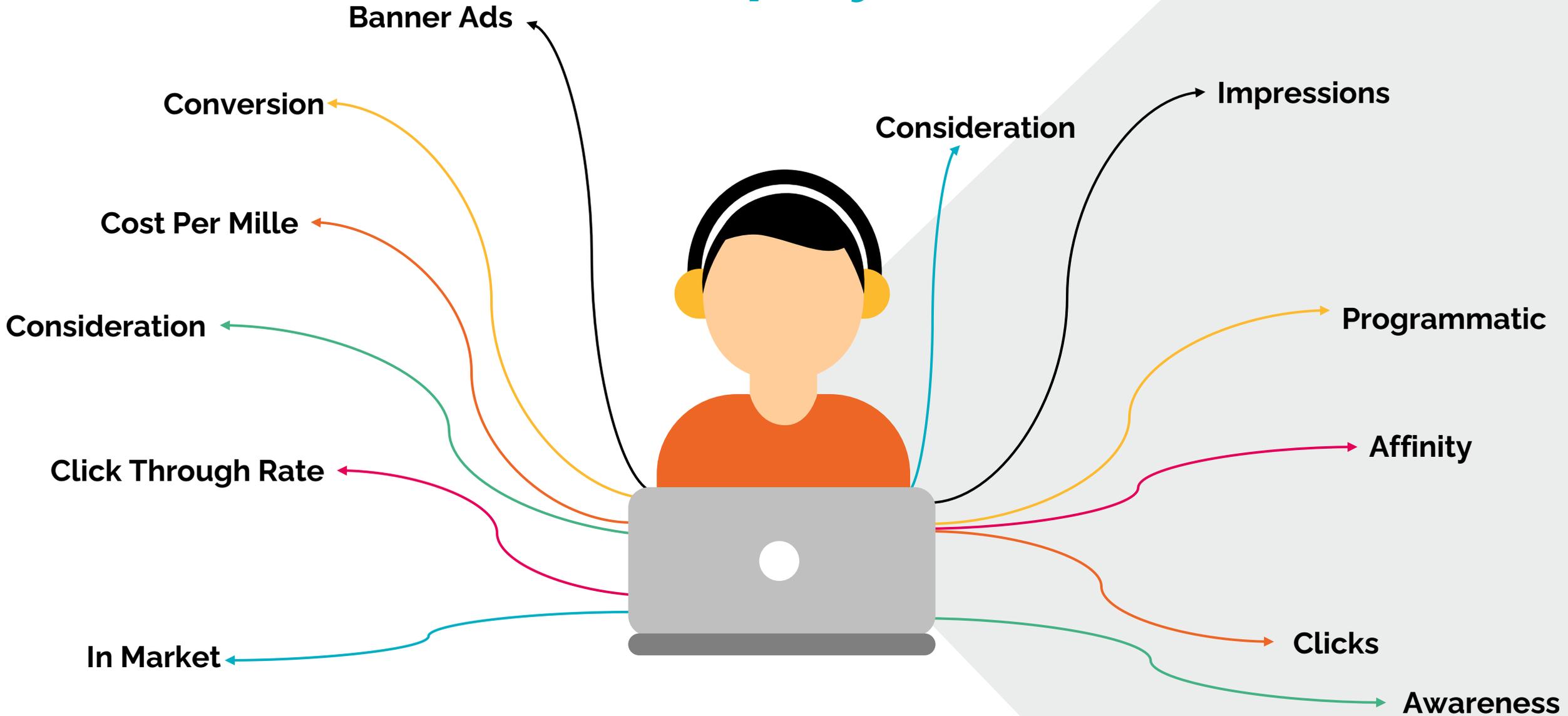
TELECHARGE.COM OR 212-239-6200 • LONGACRE THEATRE, 22
ABronxTaleTheMusical.com

F. NANNEL
COCOLOR

onal 24 4UN 24
street R 2111 R

OPEN 24 HOURS

Display?



Display!

Targeted

Finding users wherever they are

Banner Ads

Creativity is key



Traffic Generator

Taking users to site in their droves

Awareness

Keeping brand front of mind always



POLL?

**Out of Display and Paid Social...
which channel do you think drives
the best results?**

Because if Display and Paid Social were to go head to head, who would really win?



Neither... They're too similar but also too different

How are they similar?



What about how they're different?



Social ads are
more tailored



Audience
segmentation



Forecasting
and proposals



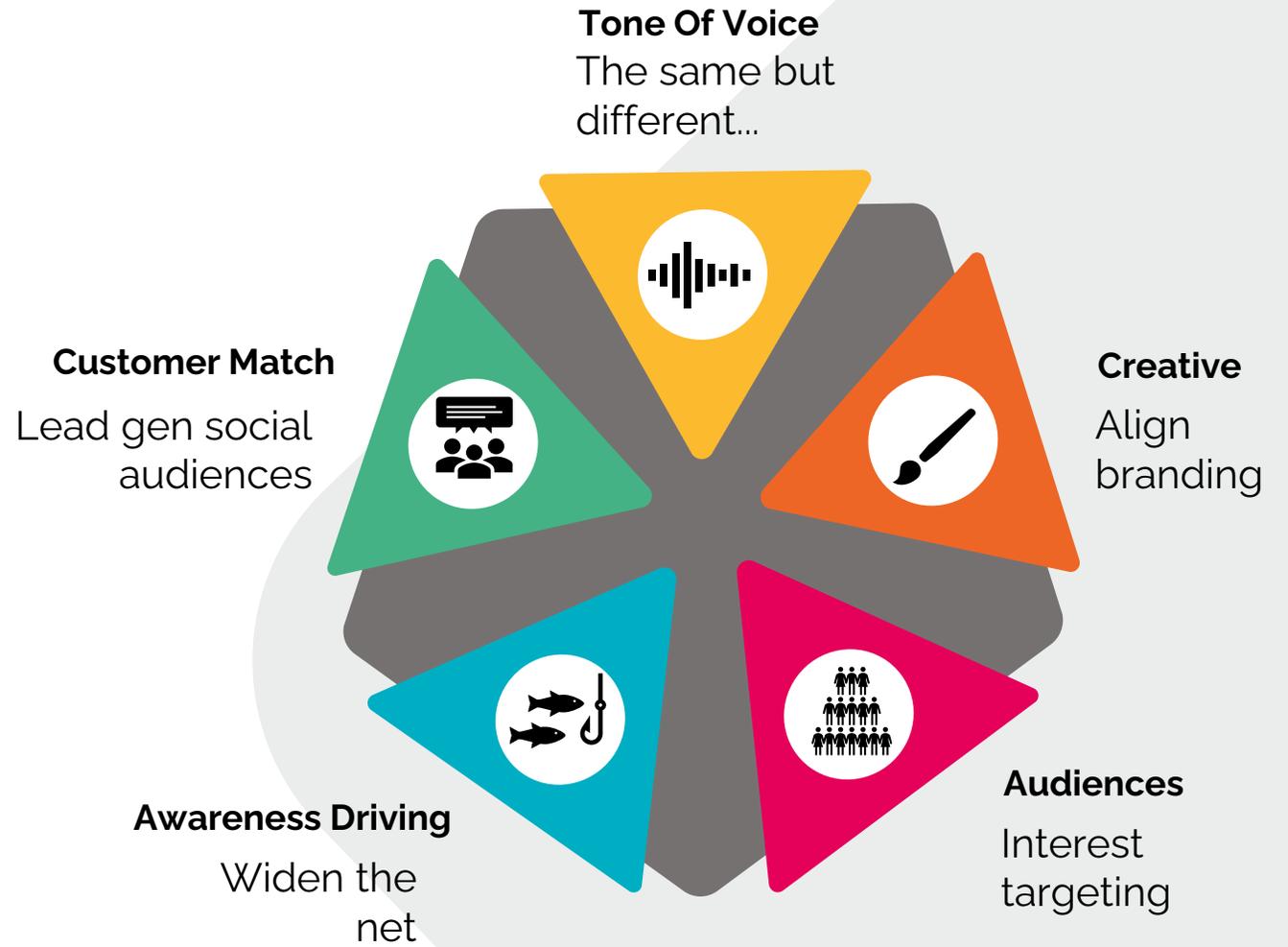
Campaign
Structures

Can Paid Social and Display work together?



Absolutely!

Aligning Tactics



Planning a creative rollout in advance to benefit both channels



Creating Creative



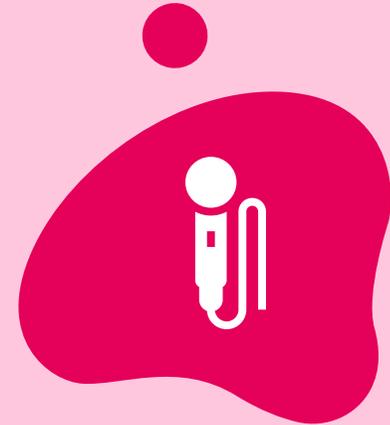
Control The Format

Paid social offers more flexibility - use it!



Get To The Point

Users are used to ads - cut through the noise



Speak From The Same Place

Keep tone of voice aligned across both

What about audiences?

Introducing The Spinach Theory!

Awareness



Consideration



Conversions



Which proves the importance of correct audience segmentation...

Awareness
Find new users!
Don't tread on old ground,
Awareness audiences are for discovery

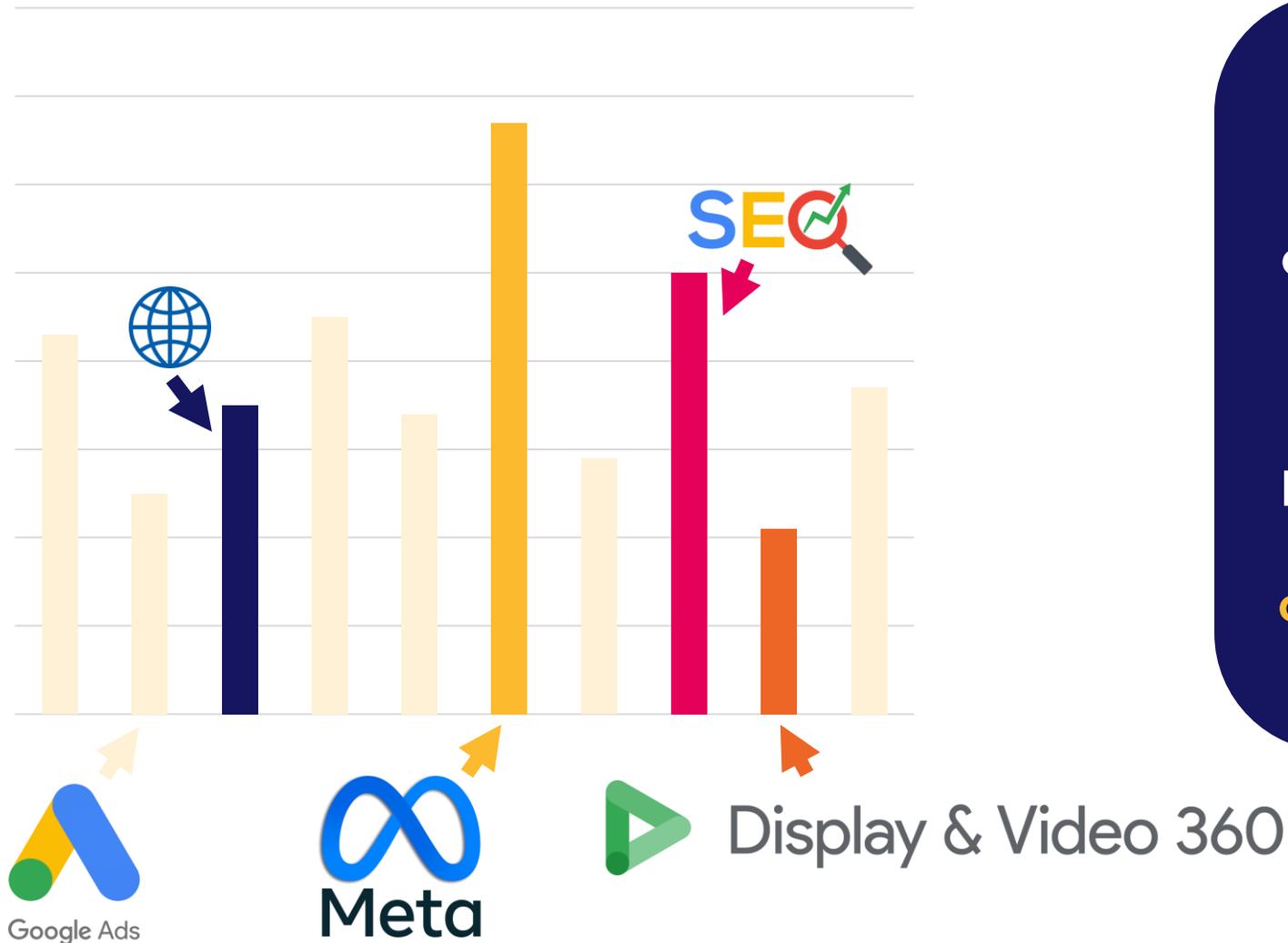
Consideration
The start of retargeting, use high intent audiences and LAL to push traffic to site



Conversion
Retargeting,
Retargeting &
Retargeting!!!

Audience Sharing
Use past campaign results from one platform on another
#Sustainability

Using data to back up audience optimisations



Use the landscape of all channel data to make optimisations within your audiences...

Optimisations could be based off **spend, product margins, CPA, ROAS** or **overall results** in general.

Check out our 'How to get more from PMAX' webinar...



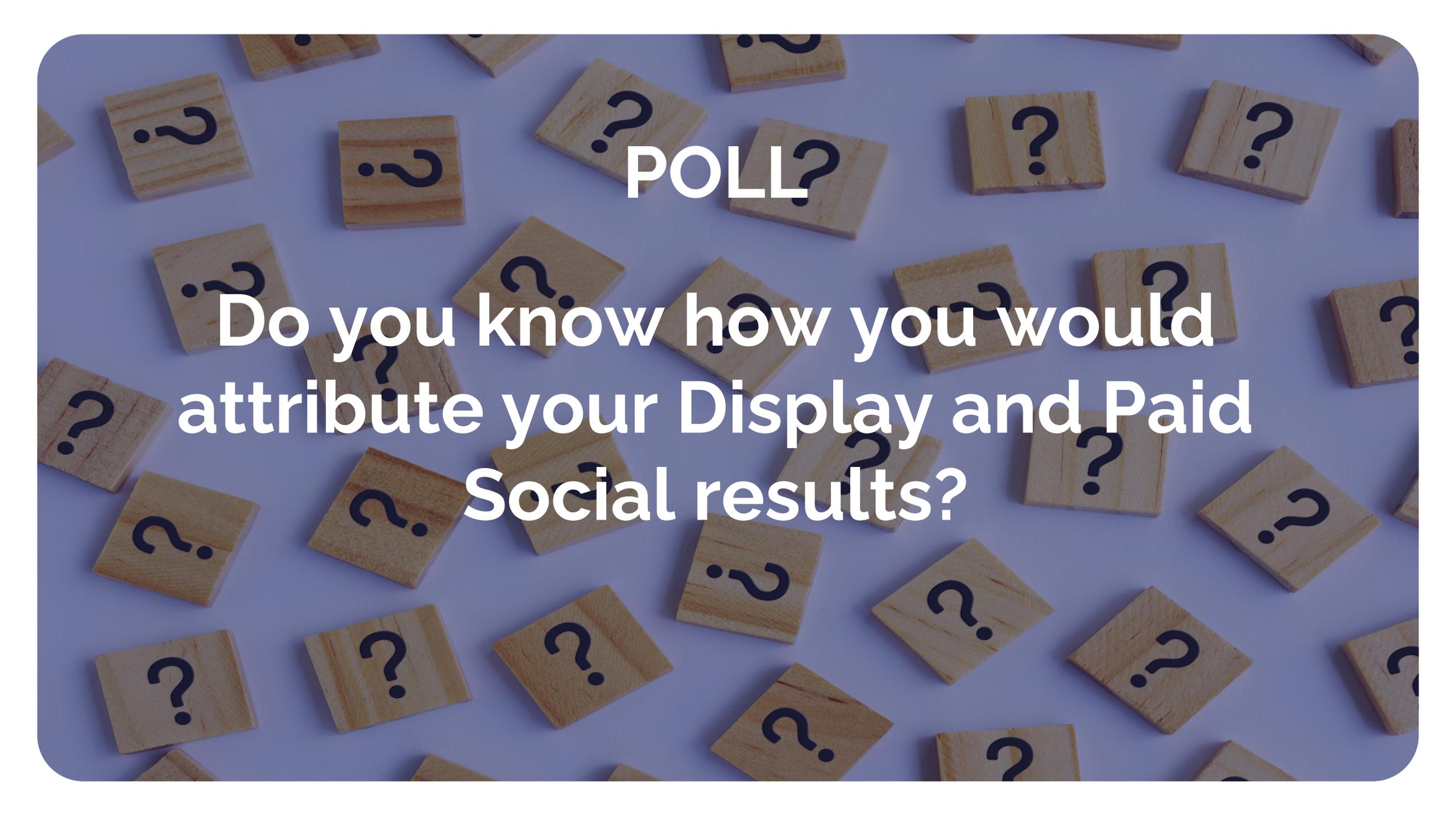
Application of business data

Leveraging product margin

Maximising on your product 'best performers'

Everybody LOVES leads...



The background of the slide is a light blue-grey color with a pattern of numerous small, light-colored wooden blocks scattered across it. Each block has a black question mark printed on its top surface. The blocks are arranged in a somewhat random, overlapping pattern, creating a textured, question-oriented background.

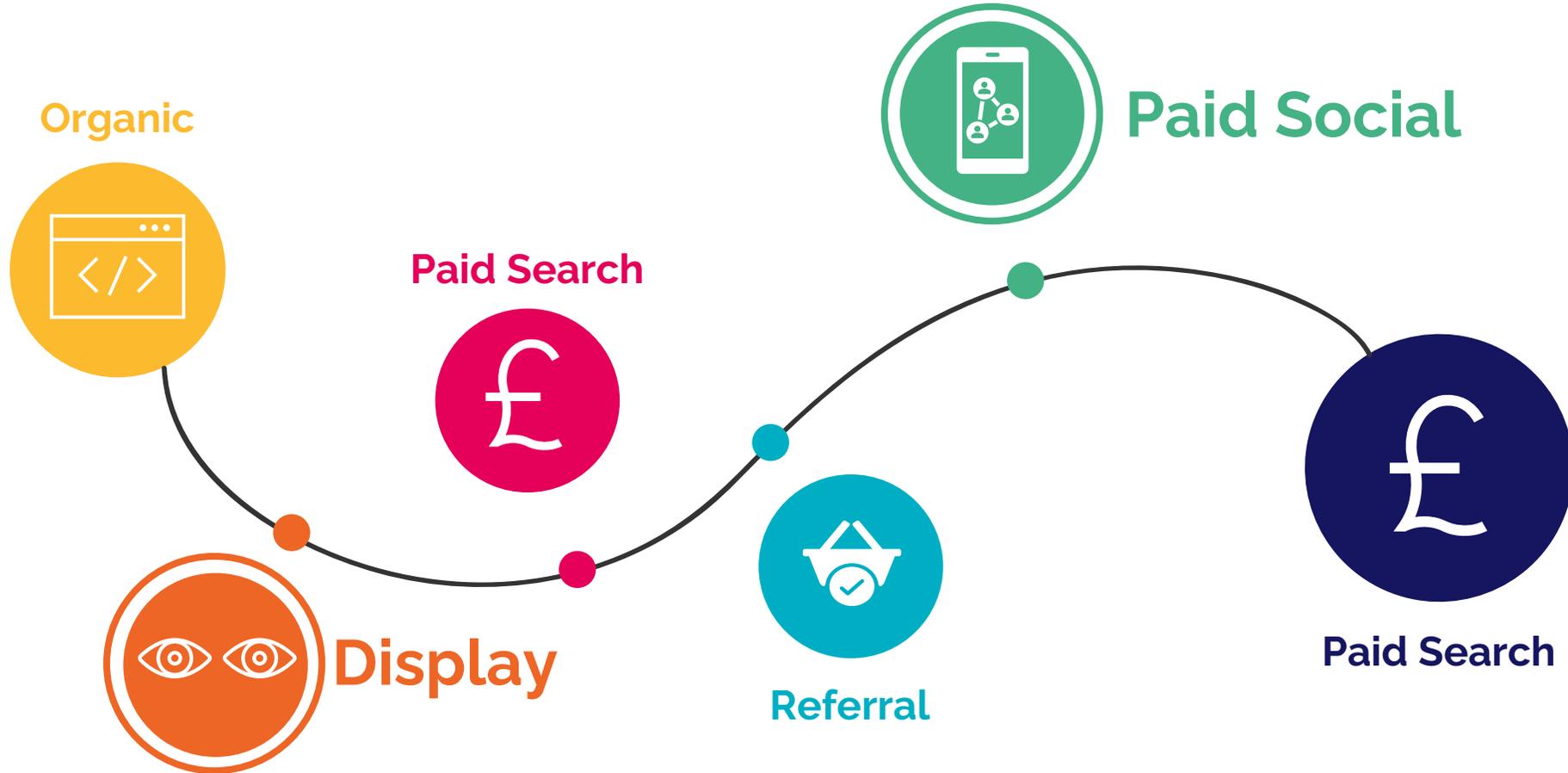
POLL?

**Do you know how you would
attribute your Display and Paid
Social results?**

How do we quantify sales if there aren't any?



Where Are The Conversions?!



SHEIN Summer Sale

UP TO 70% OFF

App Store Google Play

Clear Channel

20
ZONE

The Motorway Analogy

The Motorway Analogy



1. Driver sees McDonalds billboard
2. Driver gets hungry
3. Driver stops at services
4. Driver eats at McDonalds



Taking the motorway analogy into practice, how do our users know when to pull over and purchase and when to put their feet on the accelerator and browse?

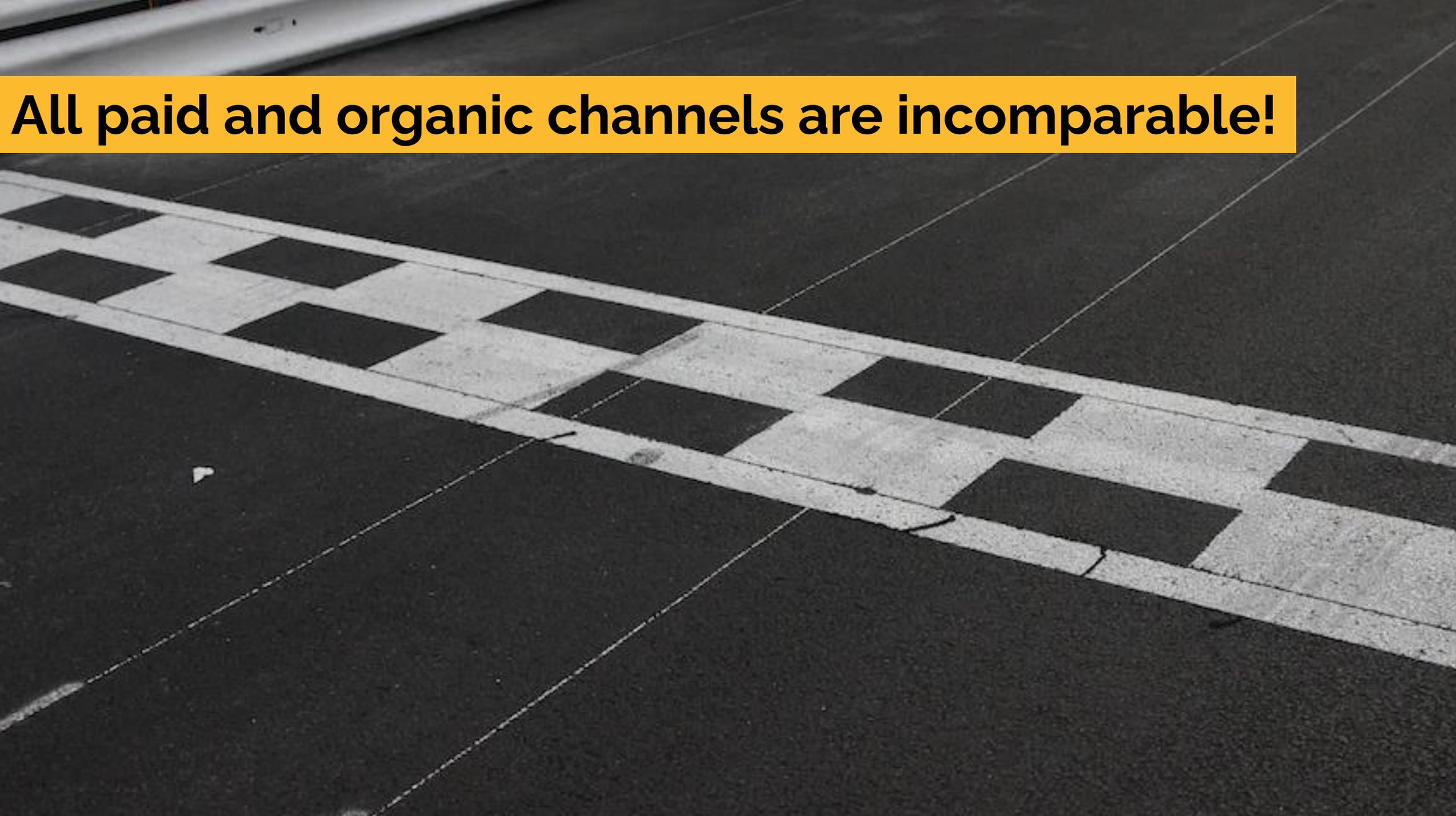
Where are users more likely to browse?



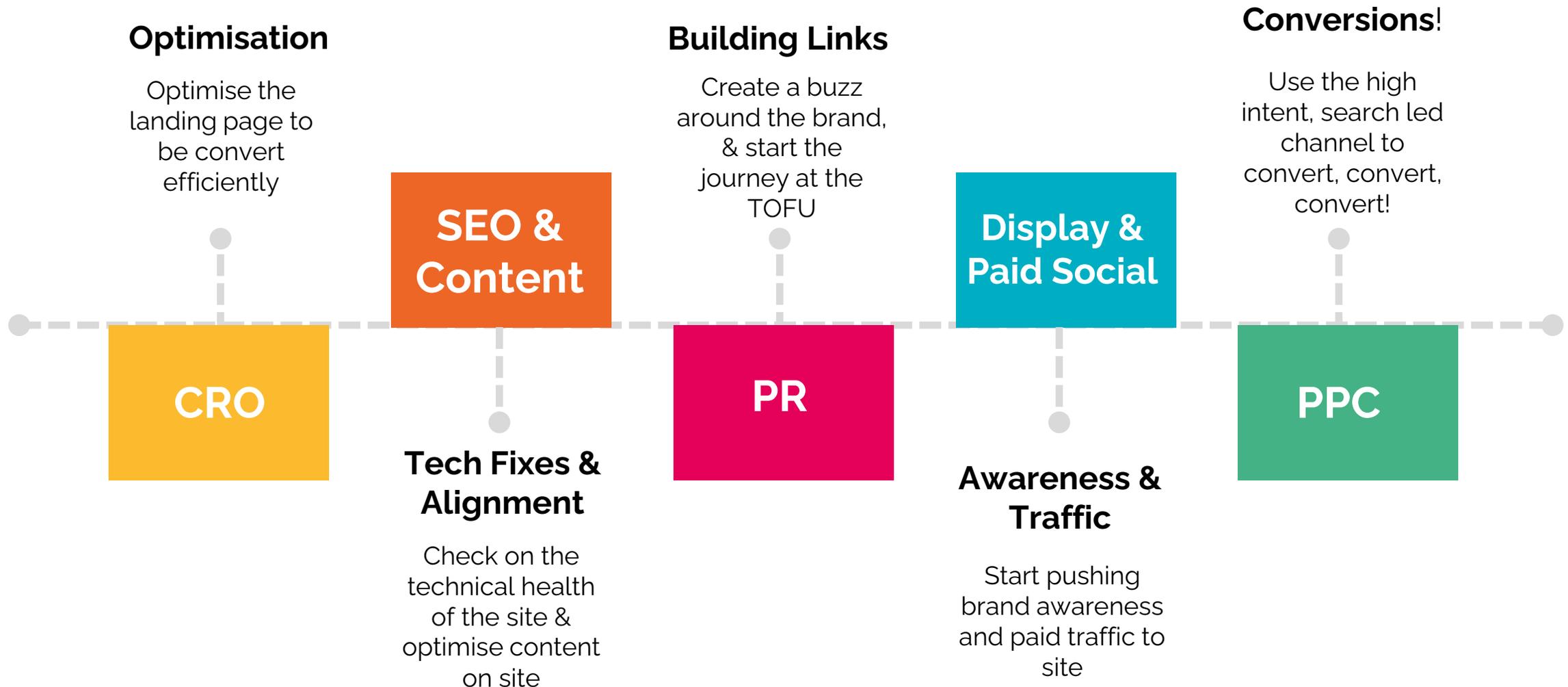
More importantly, where will they purchase?



All paid and organic channels are incomparable!



All channels should be used in unison, as an integrated journey...



The background of the image is a close-up, slightly blurred view of numerous British pound banknotes scattered across a surface. The notes are in various colors, including purple, blue, and green, and are partially overlapping each other. The focus is on the text overlaid on the image.

Our agency goal is that...

ClickThrough delivers **conversion-centric** strategies proven to accelerate business performance.

Does it work? Look at some of our results

Reach = +800% YoY

Traffic = +251% YoY

Conversions = +102%

CPA = -102%



Housing and
Accommodation
Provider

The results don't stop there...



**Floral Distribution
Company**

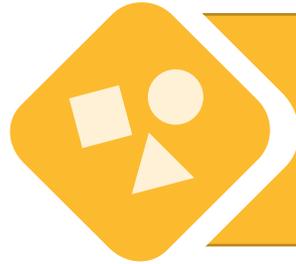
Reach = +345% YoY

Traffic = +183% YoY

Conversions = +93%

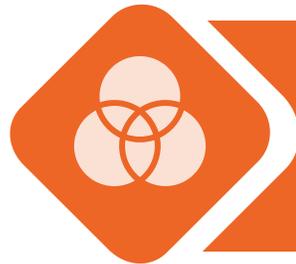
CPA = -137%

Summary



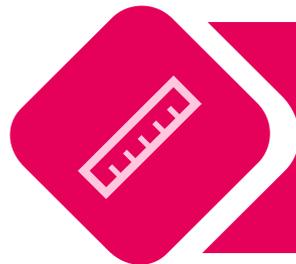
Go back to basics

Think about what you want to achieve from your Paid Social & Display campaigns



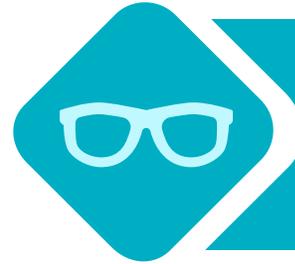
Don't compare

Our paid channels aren't enemies, they're allies



Align Tactics

Align strategy, audience segmentation and creative for a streamlined marketing strategy



Audience focus

Think about your audience journey, and streamline where possible



Utilise data

Make data led decisions when optimising accounts, across channels



Integration

Consider all channels and remember... they work in unison

What's next?

If you want to discuss how we can make an integrated display and paid social strategy work for you and your brand – or another aspect of your digital marketing, we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about display and paid social** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com

We work to accelerate traffic *and more* **importantly, convert it...**



We build organic visibility with **Technical SEO**



We tell your story with **PR & Content Marketing**



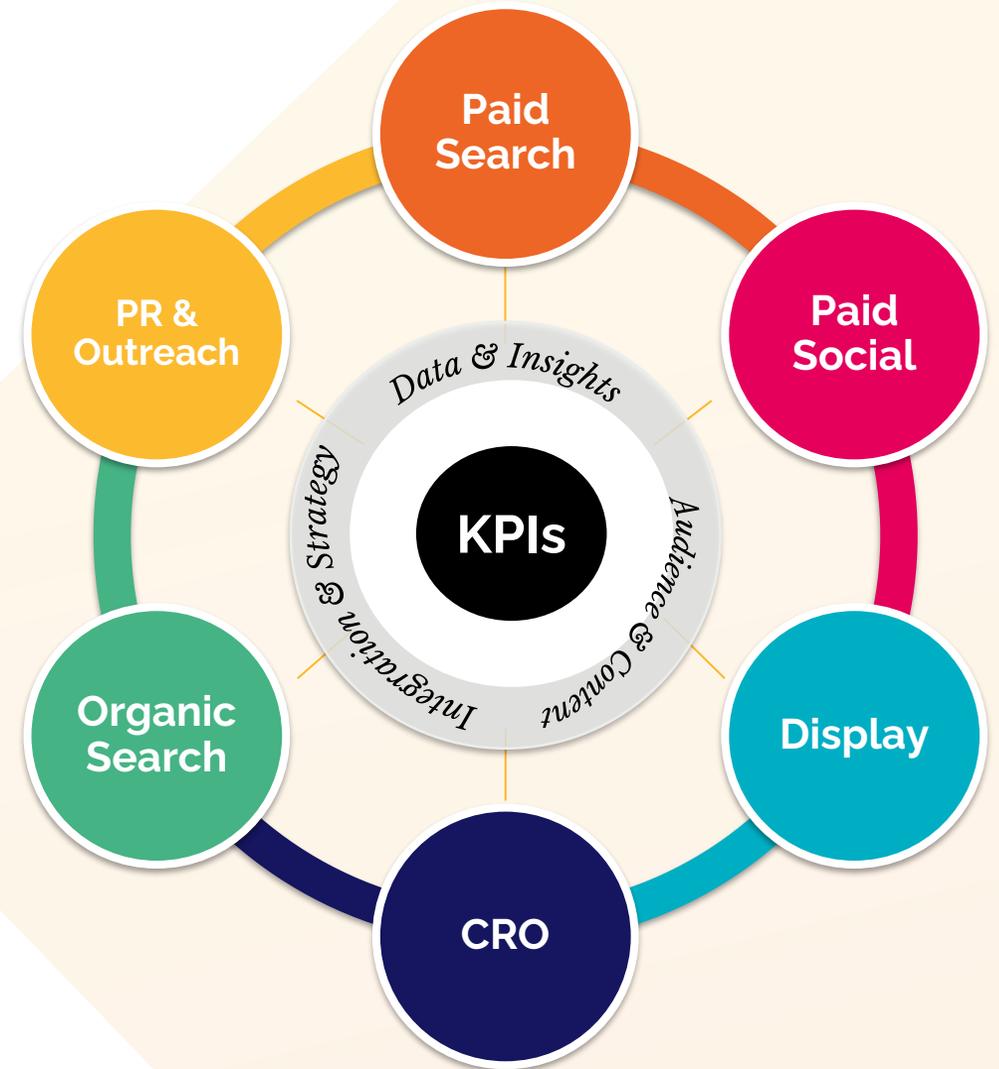
We get your brand seen fast with **Paid Search**



We target your ideal audience with **Paid Social**



We use a conversion-focused approach with **Data-led Design ® and CRO**



Reserve a space on our next webinar!



ClickThrough
Digital. Accelerated.

**How to
harness AI
technology
within your
marketing
strategy**

*Weds 28th June
11.30am BST*

Thank you

For further information please contact our experts

experts@clickthrough-marketing.com

ClickThrough
Digital. Accelerated.