



AUDIENCEx

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PERFORMANCE  
MARKETING STRATEGIES  
FOR 2020

## 20 PERFORMANCE MARKETING STRATEGIES FOR 2020

As 2020 begins, it's time to start thinking about how you're going to approach your digital marketing strategy in the year to come. Maybe your tried and true strategies that used to work well are no longer driving results. Or maybe you're just looking for some fresh ideas to help find new customers or drive revenue.

Not sure where to start? Our campaign strategists have compiled a list of 20 strategies to help boost performance in 2020 so you can find new customers and grow your business.



## TARGETING STRATEGIES

### 001 // CAST A WIDE NET

Marketers often start their campaigns with a very narrow focus thanks to the many precise audience targeting tools available. But to help boost performance, try opening your targeted campaigns at the beginning. If you start wide, you can narrow down the targets as the flight continues, which gives you a chance to actually test your theories around your ideal audience.



### 003 // TRY A PMP

Private marketplaces (PMPs) offer access to a more exclusive data set than buying off-the-shelf 3rd party data. Yes, they cost more, but because you are buying them from the source, data quality is often higher. When competition is tough, spending more can help you actually reach your target audience.

## Preparation for your campaigns doesn't just mean defining goals.

### 002 // BOOST BRAND AWARENESS NOW

Preparation for your campaigns doesn't just mean defining goals. It's a good idea to increase spending on brand awareness tactics a few months before any large campaigns go live in order to have larger retargeting and lookalike pools when you're ready to go! Request pixels now to start building out those pools so you can grow your audience.



## 004 // HISTORIC GEOFENCING

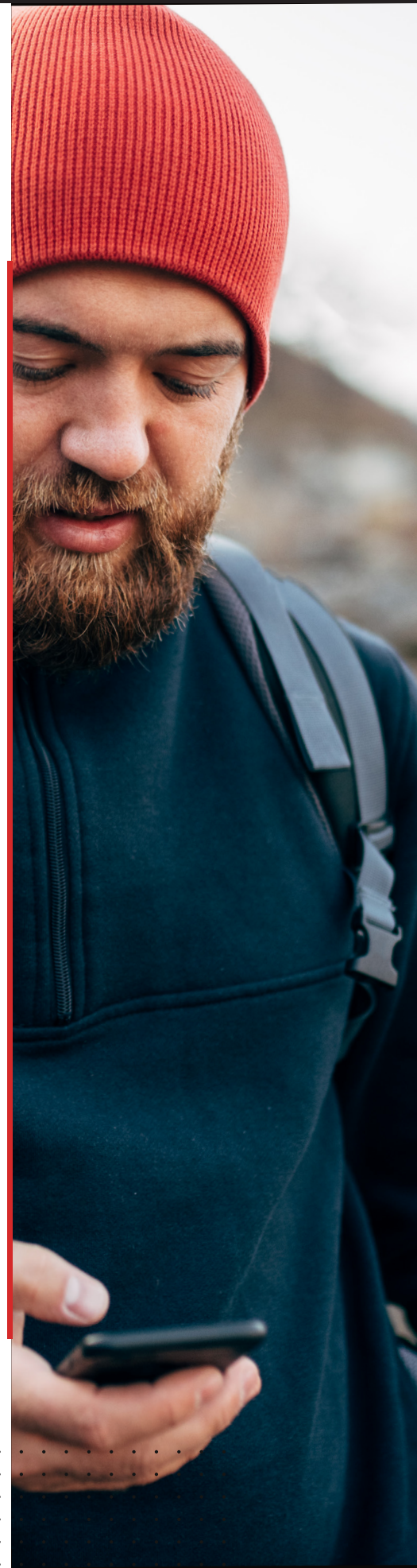
Take your geotargeting one step further with historic geofencing. This strategy is often used for conquering, by targeting anyone who has visited a competitor's location in the last 400 days, and pushing them to your location or website instead.

## 005 // CONTEXTUAL TARGETING

Try contextual targeting to ensure that your ads are reaching an audience who is already interested in your message. Think of this as the digital version of placing an ad in a niche magazine. If you know what your audience is reading, this is a good way to get in front of them, beyond behavioral targeting.

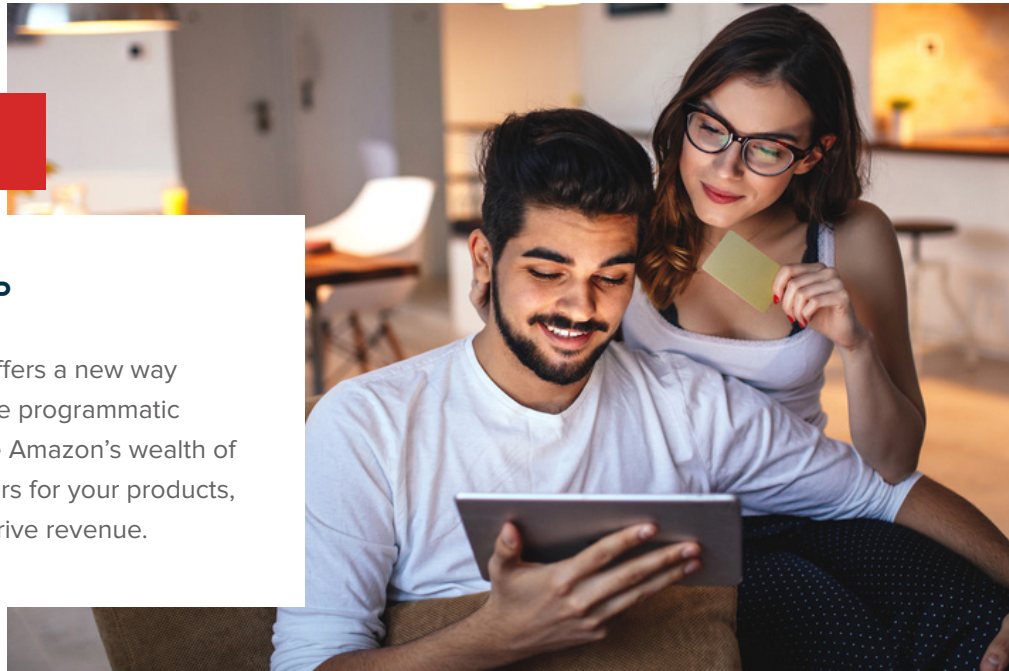
## 006 // INCREASE CPMS

The higher your bid, the better your chance of winning the view—and the click—from the competition. This tactic is especially important when you're bidding in competitive times of the year, like back-to-school shopping or the holidays.



**NEW CHANNELS****007 // AMAZON SEARCH & DSP**

For eCommerce retailers, the Amazon DSP offers a new way to sync Amazon search campaigns with offsite programmatic advertising targeting the same audience. Use Amazon's wealth of in-market first-party data to find new customers for your products, and reach them both on and off Amazon to drive revenue.



**Facebook is not the only channel. Have you tried LinkedIn? Twitter? Snapchat?**

**008 // GET SOCIAL**

Get in front of consumers where they already spend the majority of their time (on social), and show them a high-impact ad to prove why your product is a must-buy. Facebook is not the only channel. Have you tried LinkedIn? Twitter? Snapchat? Social platforms continue to pop up and gain popularity, and your marketing needs to keep up with your audience as they move around the internet.

**009 // EXPAND AT YOUR CHANNEL MIX**

Getting in front of consumers on multiple channels helps increase your chances of engagement and drives them further down the funnel. Consider adding audio, video, or CTV to existing display campaigns to reach audiences in a new way. Also look at device mix and leverage cross-device targeting and tracking for a seamless cross-channel experience.



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**86.88** minutes a day  
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#### 010 // PROGRAMMATIC AUDIO

By 2021, the average US adult will spend 86.88 minutes a day with digital audio, according to eMarketer. Programmatic audio provides a brand-safe, powerful, and measurable opportunity to immerse audiences in your brand, offering actionable insights, transparent reporting, and frequency capping across all channels. Unlike traditional radio ads, digital audio can more definitively target specific locations and tailor messaging to drive engagement.

#### 011 // DON'T FORGET SEARCH

PPC campaigns are a great place to reach consumers when they are in-market. Make sure the landing pages for each keyword group reflect those same keywords to increase your quality score and decrease the amount you are paying for each click.

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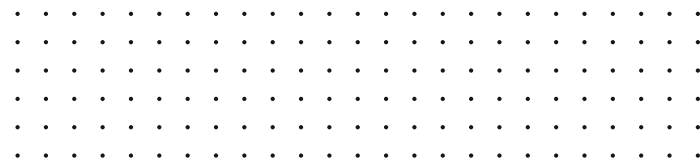
CTV provides a broadcast-quality ad experience, without the drawbacks of the ‘spray and pray’ approach of TV advertising.

## 012 // TRY CTV

Connected TV ads are an effective way of reaching your target audience—they are highly targeted, unskippable, trackable, brand-safe ads that are guaranteed to make an impact. They provide a broadcast-quality ad experience, without the drawbacks of the ‘spray and pray’ approach of traditional TV advertising. We can help with forecasting reach, frequency, and budget potential for seamless campaign planning, and help track conversions across screens and platforms.

## 013 // GOOGLE ADS SMART BIDDING

Google Ads makes use of machine learning in order to optimize your bids, offering several new abilities to maximize conversions, including the ability to adjust conversion actions at the campaign level, optimize bids over campaigns with a chosen set of conversion actions, or change your bids automatically when sales start or stop.



#### 014 // PROGRAMMATIC SITE SKINS

Bring creativity to your digital advertising by providing innovative Rich Media Ad formats. Skins are great for brand awareness and driving traffic to your site. If you're looking to build up a future lookalike prospecting audience (see Tip #2), this is a great way to make that happen.

#### 015 // IN-EMAIL PROGRAMMATIC BANNERS

Serving programmatic banner ads inside email newsletters means you are reaching an opt-in, engaged audience. Engagement for this channel can reach 10x the performance of display ads, according to LiveIntent.

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## CREATIVE STRATEGIES

## 016 // GET CREATIVE WITH YOUR CREATIVE

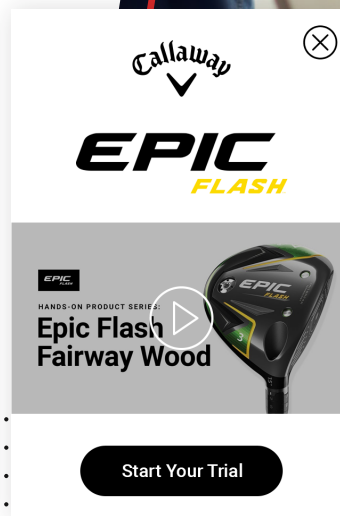
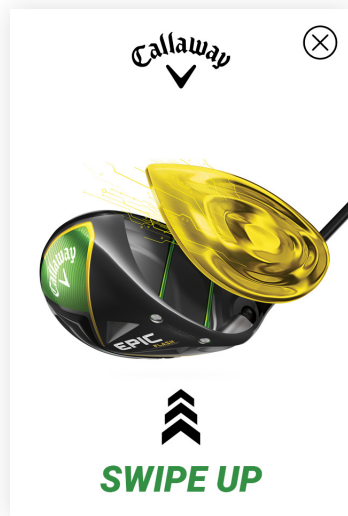
Could your creative use some fresh visuals or messaging? Take a step back if your past campaigns haven't been performing as well as you'd like. (aX has a team of in-house designers to help with your creative needs if you're looking for outside help.)

## 017 // TRY DYNAMIC CREATIVE OPTIMIZATION

Dynamic Creative Optimization, or DCO allows you to personalize the ads or messages a particular viewer or audience sees. This is a particularly strong strategy for retailers with multiple locations, or anyone who wants to show different messaging to different audiences.

## 018 // HIGH-IMPACT DESIGN

Try a creative strategy that utilizes high-impact visuals, but keeps the overall user journey top of mind. Leverage custom creative to build an experience that is attention-grabbing, interactive, and most importantly, highly relevant to your target audience across mobile, tablet, and desktop.



## POST-CAMPAIGN INSIGHTS

## 019 // MULTI-TOUCH ATTRIBUTION

Marketers are on a never-ending quest to prove their value beyond the last click. Multi-touch attribution (MTA) is one solution, and AUDIENCEx has partnered with LeadsRX to offer MTA as another slice of our unified reporting and dashboards, so you can measure the impact of your marketing activities.

## 020 // FOOT TRAFFIC ATTRIBUTION

For retailers with brick and mortar locations, consider adding in-store foot traffic attribution to connect digital efforts to retail lift in stores.

No matter what your goals are, there are innovative strategies to help you reach them. From utilizing specific targeting methods to trying out new digital media channels, these helpful strategies can help boost performance and find new customers. Get ahead of the Q1 slump now by planning out your campaigns while considering the best tactics to set you up for a successful year.

Ready to get started developing your strategies for 2020? Connect with our campaign strategists to learn more about how we can help you drive performance this year. Our team of experts offers full-service audience planning, creative design, media buying, and unified reporting and attribution for cross-channel campaigns to help you reach your goals.

**Let's start strategizing!**

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