

# IMPROVING OUR MEDIA STRATEGIES & CREATIVITY WITH DATA

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TBWA\



# CHASE + [ PERSADO ]

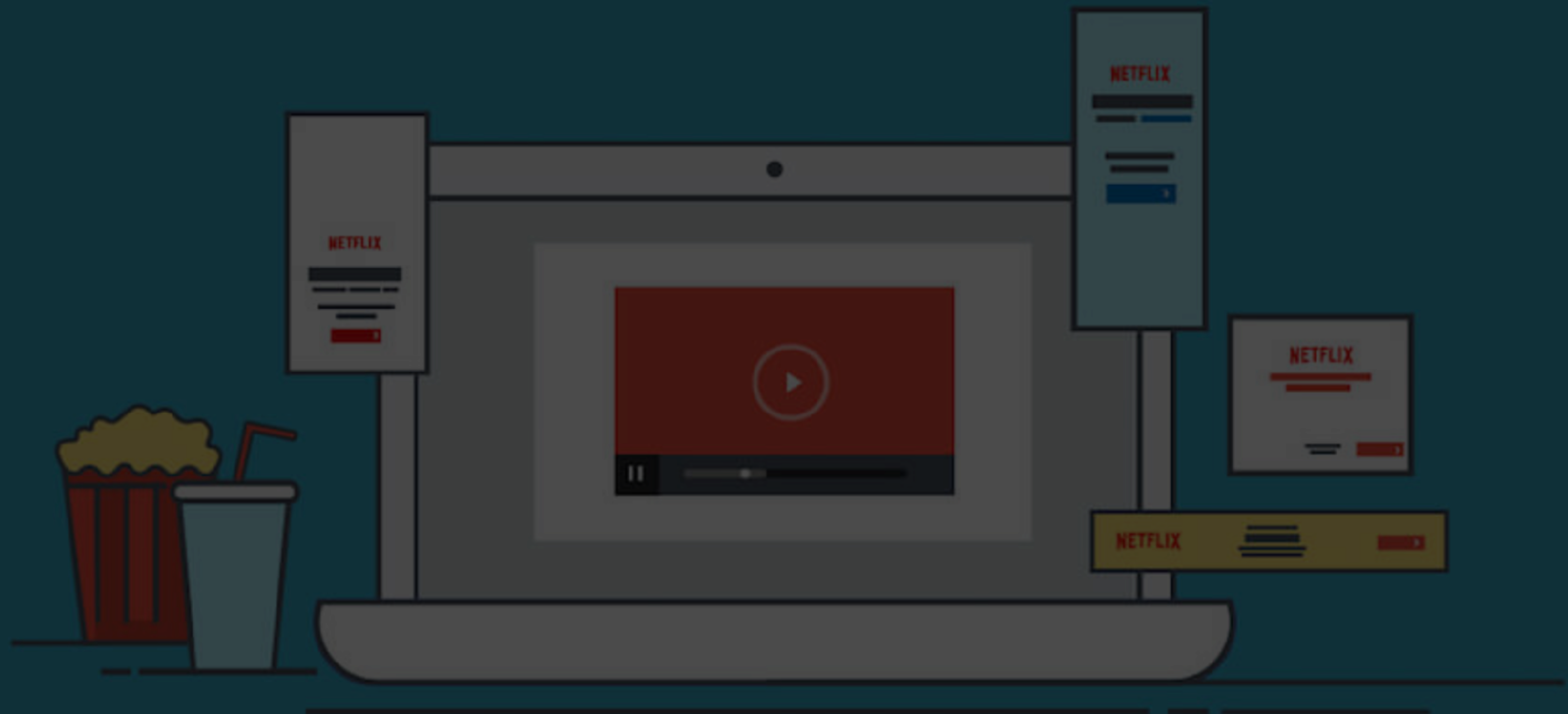
“Machine learning is the path to more humanity in marketing. Persado’s technology is incredibly promising. It rewrote copy and headlines that a marketer, using subjective judgment and their experience, likely wouldn’t have. And they worked.”

Kristin Lemkau  
CMO of JPMorgan Chase

[Learn More](#)







**The challenge:**  
Audiences are clicking less and less on digital ads.

# Reasons



They're intrusive



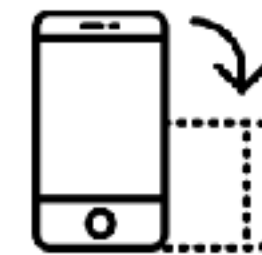
Irrelevant  
to me



Not clear



Off context

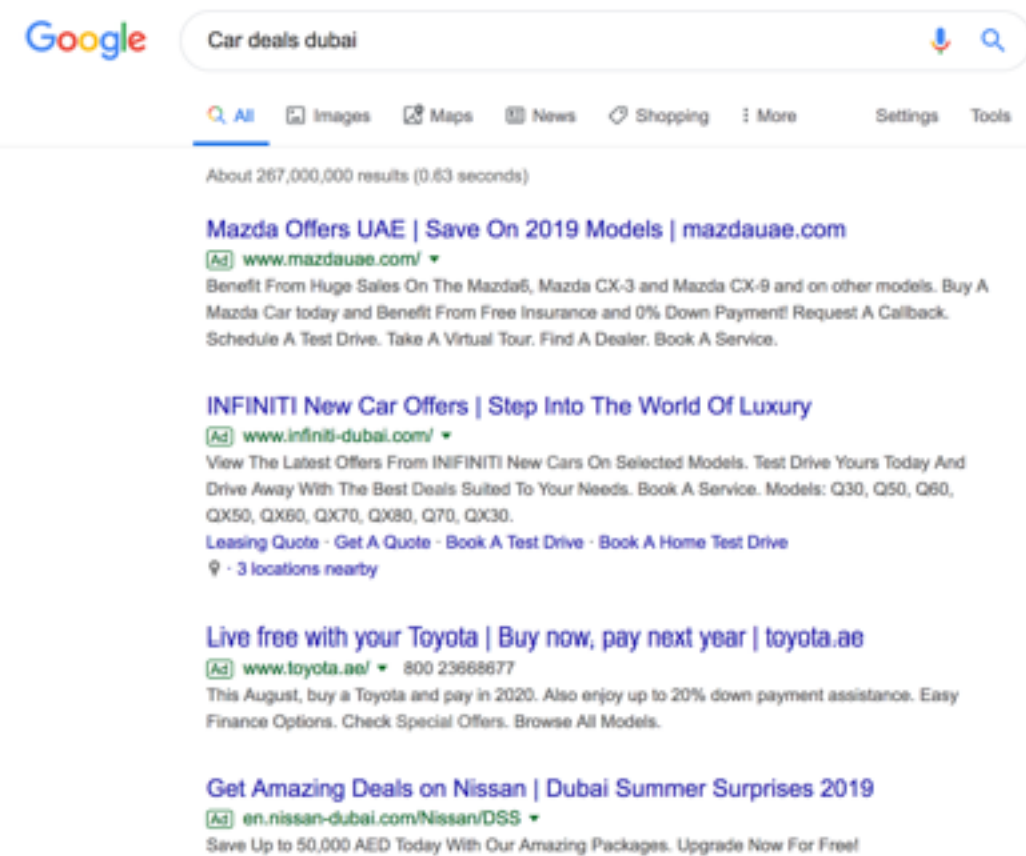


Not mobile  
optimized

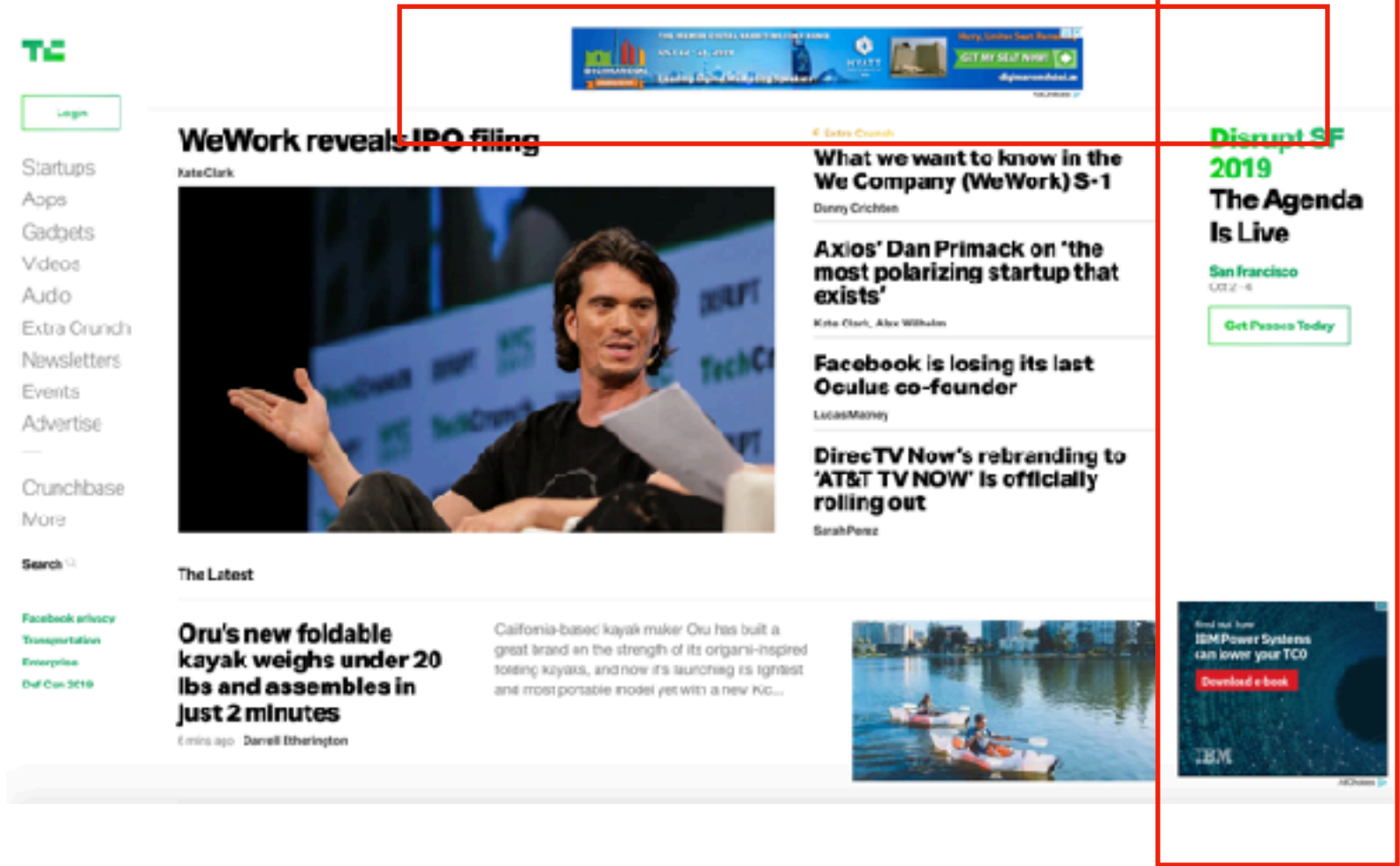


# General concepts

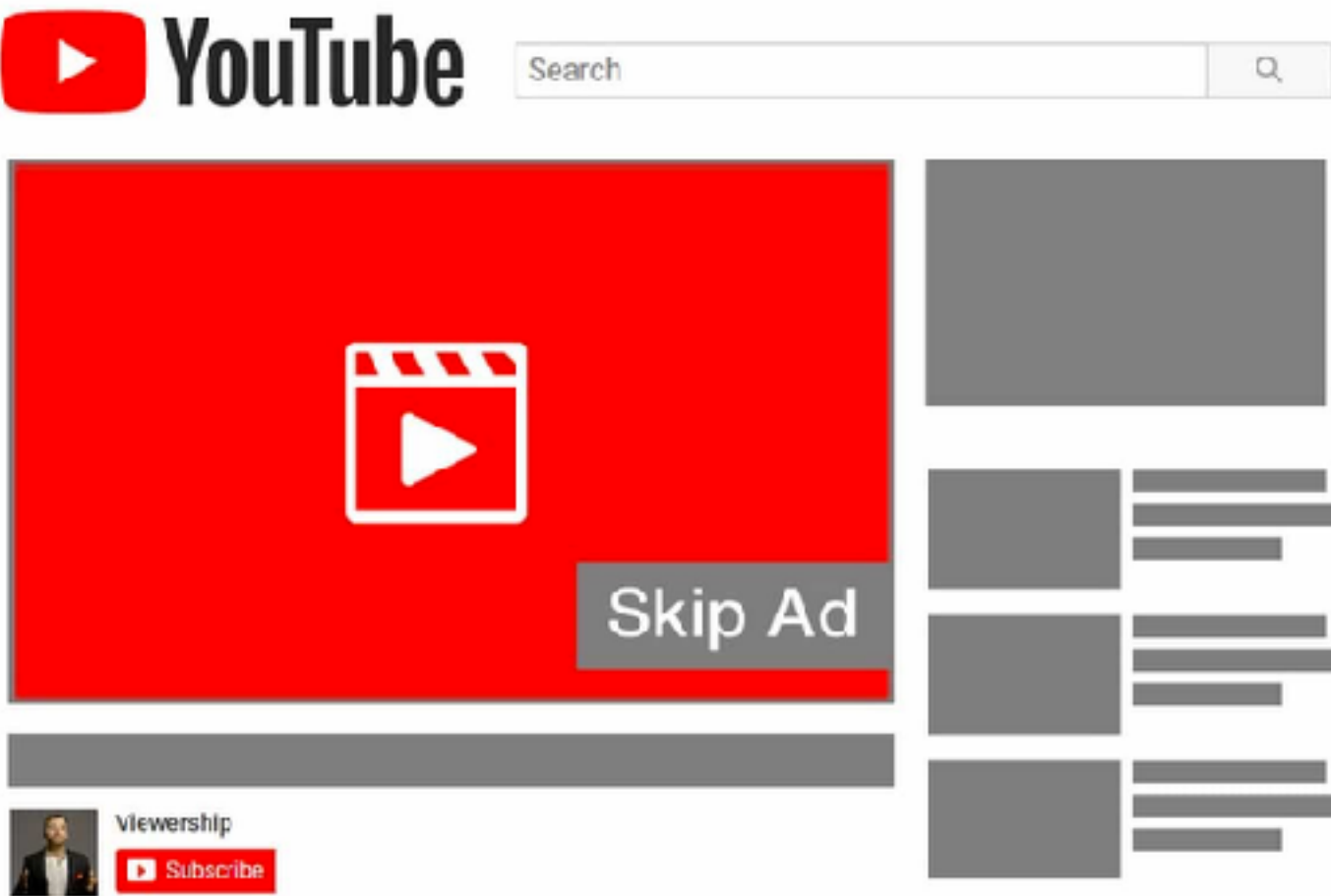
Search, Display and Video ads



CPC



CPM



CPV

# Some interesting numbers



- . CTR on Display = 0.35% on average.
- . CTR on Search = 0.91% on average.
- . CPV on Youtube = \$0.20 to \$0.30 USD

CTR By Industry\*

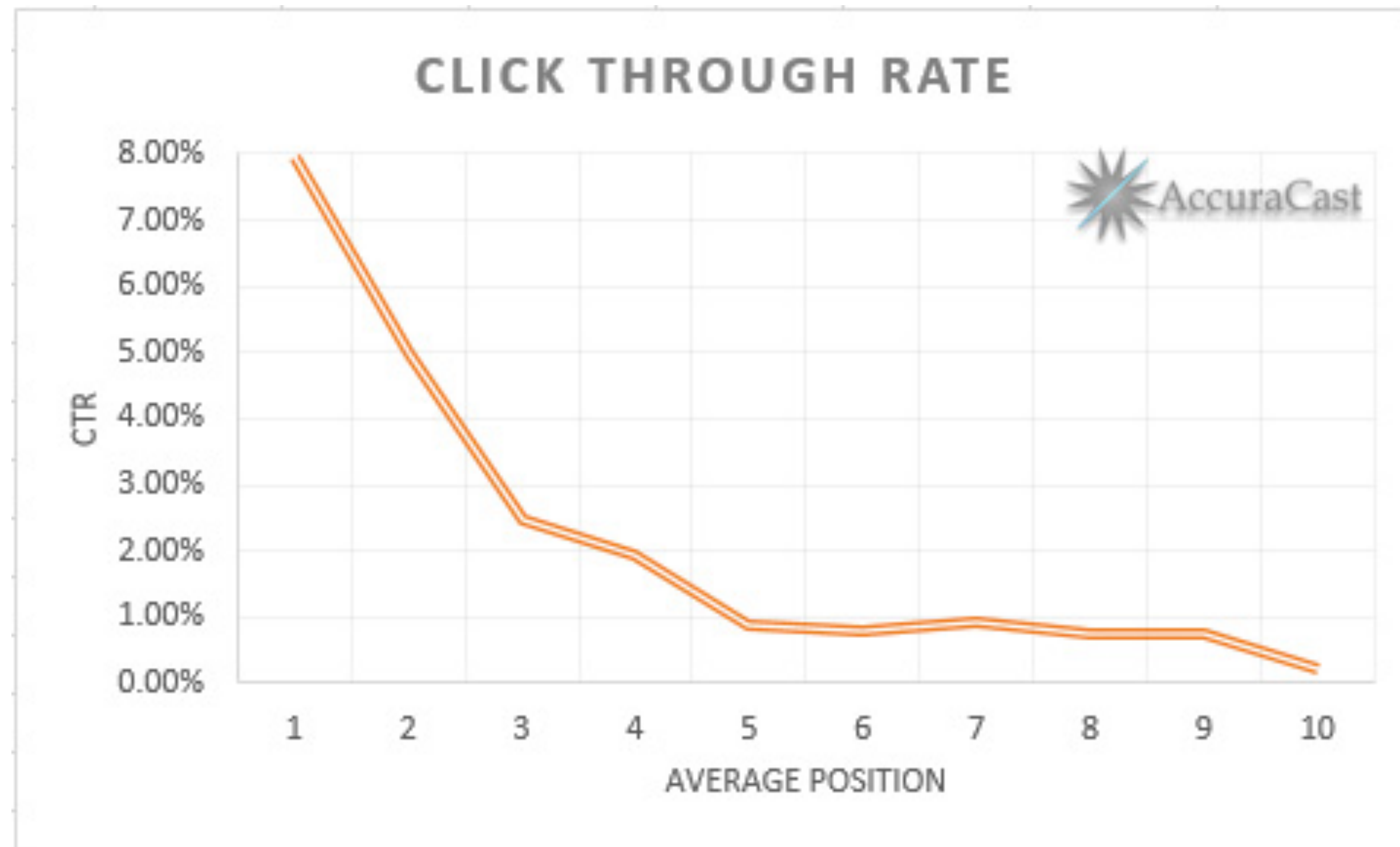
| Industry               | Google Display Network (GDN) | Search |
|------------------------|------------------------------|--------|
| Advocacy               | 0.52%                        | 1.72%  |
| Auto                   | 0.41%                        | 2.14%  |
| B2B                    | 0.22%                        | 2.55%  |
| Consumer Services      | 0.20%                        | 2.40%  |
| Dating and Personals   | 0.52%                        | 3.40%  |
| Ecommerce              | 0.45%                        | 1.66%  |
| Education              | 0.22%                        | 2.20%  |
| Employment Services    | 0.14%                        | 2.13%  |
| Finance and Insurance  | 0.33%                        | 2.65%  |
| Health and Medical     | 0.31%                        | 1.79%  |
| Home Goods             | 0.37%                        | 1.80%  |
| Industrial Services    | 0.35%                        | 1.40%  |
| Legal                  | 0.45%                        | 1.35%  |
| Real Estate            | 0.24%                        | 2.03%  |
| Technology             | 0.84%                        | 2.38%  |
| Travel and Hospitality | 0.47%                        | 2.18%  |

\*Source: Hubspot



# But those numbers are variable

Even on search 🤔



# Do they work?

Absolutely!!! - But is not easy or cheap.

Average conversion rates by industry\*

| Industry               | Google Display Network (GDN) | Search |
|------------------------|------------------------------|--------|
| Advocacy               | 0.37%                        | 4.61%  |
| Auto                   | 0.79%                        | 2.27%  |
| B2B                    | 0.96%                        | 2.58%  |
| Consumer Services      | 0.96%                        | 5.00%  |
| Dating and Personals   | 0.41%                        | 2.75%  |
| Ecommerce              | 0.96%                        | 1.91%  |
| Education              | 0.50%                        | 4.13%  |
| Employment Services    | 1.28%                        | 3.97%  |
| Finance and Insurance  | 1.75%                        | 7.19%  |
| Health and Medical     | 0.77%                        | 2.51%  |
| Home Goods             | 2.19%                        | 3.68%  |
| Industrial Services    | 0.88%                        | 2.58%  |
| Legal                  | 0.98%                        | 4.35%  |
| Real Estate            | 1.49%                        | 4.40%  |
| Technology             | 1.04%                        | 2.55%  |
| Travel and Hospitality | 0.53%                        | 2.57%  |

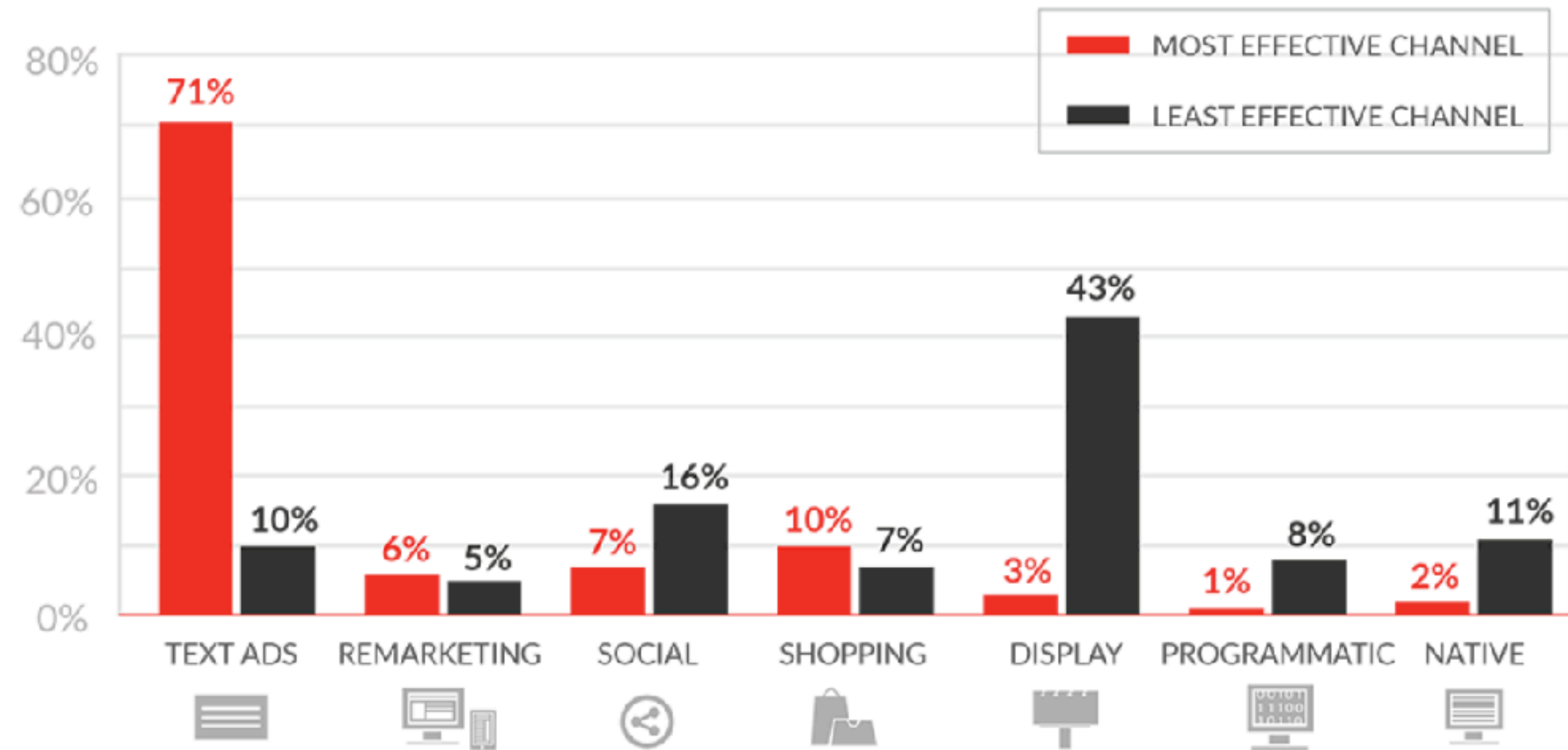
Average CPA by industry\*

| Industry               | Google Display Network (GDN) | Search   |
|------------------------|------------------------------|----------|
| Advocacy               | \$86.49                      | \$37.31  |
| Auto                   | \$49.37                      | \$63.00  |
| B2B                    | \$38.54                      | \$63.57  |
| Consumer Services      | \$71.88                      | \$75.40  |
| Dating and Personals   | \$43.90                      | \$6.91   |
| Ecommerce              | \$30.21                      | \$46.07  |
| Education              | \$80.00                      | \$42.13  |
| Employment Services    | \$129.69                     | \$105.79 |
| Finance and Insurance  | \$41.14                      | \$51.74  |
| Health and Medical     | \$48.05                      | \$126.29 |
| Home Goods             | \$31.96                      | \$86.68  |
| Industrial Services    | \$68.18                      | \$77.52  |
| Legal                  | \$61.22                      | \$135.17 |
| Real Estate            | \$59.06                      | \$41.14  |
| Technology             | \$19.23                      | \$69.80  |
| Travel and Hospitality | \$45.28                      | \$60.31  |

\*Source: Hubspot



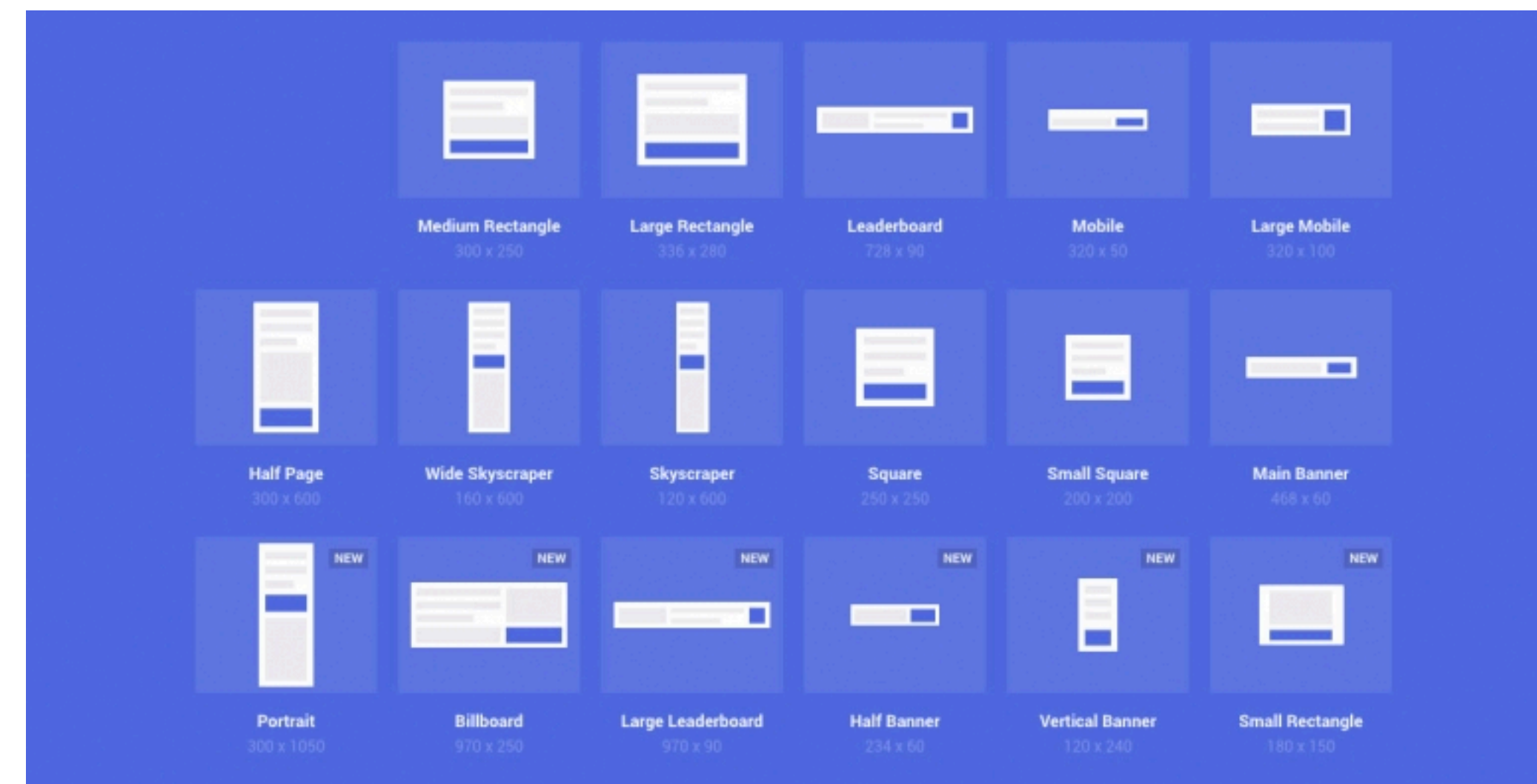
# Most effective ads



<https://www.acquisio.com/blog/agency/10-display-advertising-statistics-every-ppc-marketer-needs-to-know/>

# Best sizes to consider - in order of priority

- 728 x 90 – Leaderboard
- 300 x 250 – Inline Rectangle
- 336 x 280 – Large Rectangle
- 120 x 600 – Skyscraper
- 160 x 600 – Wide Skyscraper
- 300 x 600 – Half-Page Ad
- 970 x 90 – Large Leaderboard
- 320 x 50 – Mobile Leaderboard



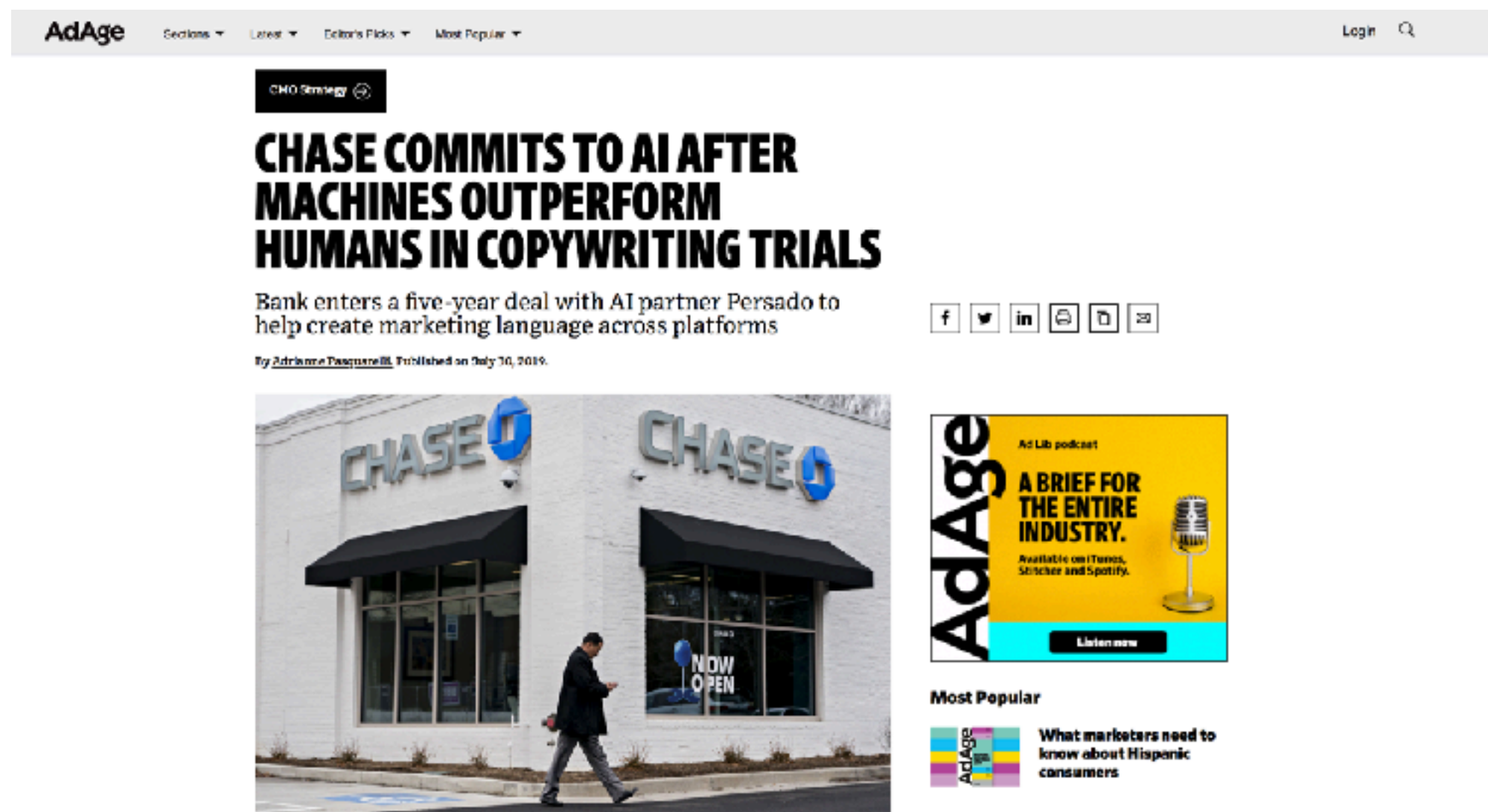




Can we beat those numbers?



# Persado and Chase say they did!



"Chase says that ads created by Persado's machine learning performed better than ads written by humans, with a higher percent of consumers clicking on them—more than twice as many in some cases"

"One digital ad written by humans read, "Access cash from the equity in your home." However, Persado's version, "It's true—You can unlock cash from the equity in your home," performed better with customers"



# Dell Case Study

PERMUTATIONS EXPLORED: 256 | Facebook

[P]

## CONTROL

 Dell  
Sponsored

Dive into mind-bending virtual reality now. You'll never look at gaming the same way.



Shop Alienware 17  
VR-ready system.  
DELL.COM

Shop Now



## PERSADO

 Dell  
Sponsored

We've brought you virtual reality at its finest. It's yours for the taking!



Click to see more



View Gaming Laptop  
VR-ready system.  
DELL.COM

Shop Now

CLICK RATE 0.012%

CONVERSION  
RATE 0.007%

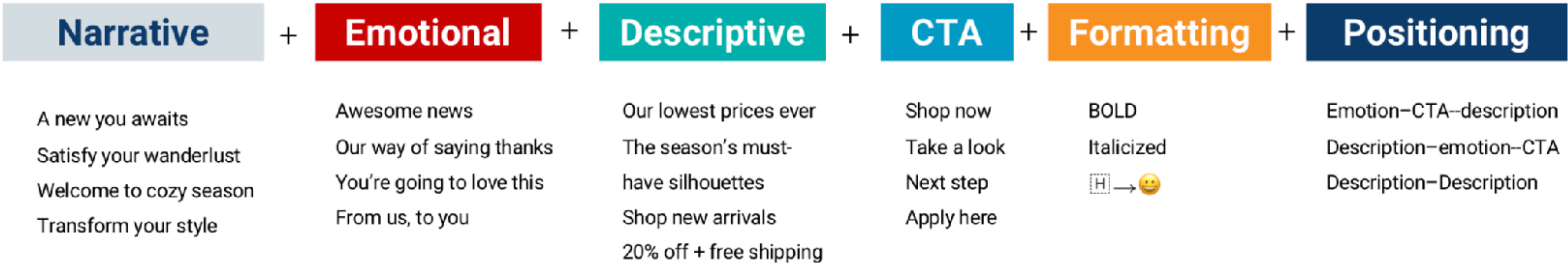
0.015%

0.014%

100.4%  
CONVERSION LIFT

21.8%  
CLICK LIFT

# The anatomy of a winning online Ad



# The anatomy of a winning online Ad

**Emotional:** 48%  
**Descriptive:** 36%  
**Formatting:** 15%  
**Functional/CTA:** 0.03%

**Dell**  
Sponsored

We've brought you virtual reality at its finest. It's yours for the taking!

Click to see more

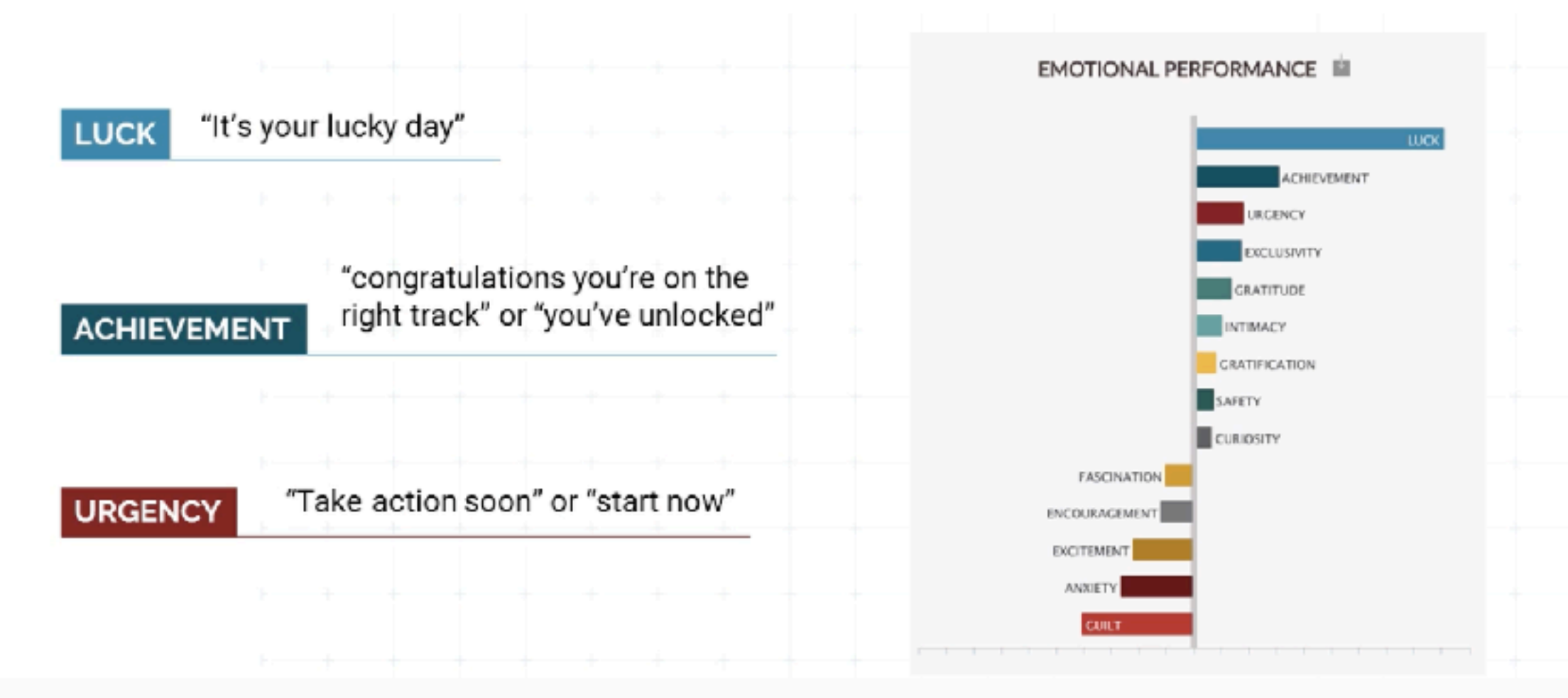
View Gaming Laptop  
VR-ready system.  
DELL.COM

Shop Now

ENCOURAGEMENT  
DESCRIPTIVE  
GRATIFICATION  
OBSERVATION  
DESCRIPTIVE



# Top performing emotional phrases



CTAs are key functional phrases

Navigation

CLICK HERE TO CONTINUE

NEXT STEP

Observation

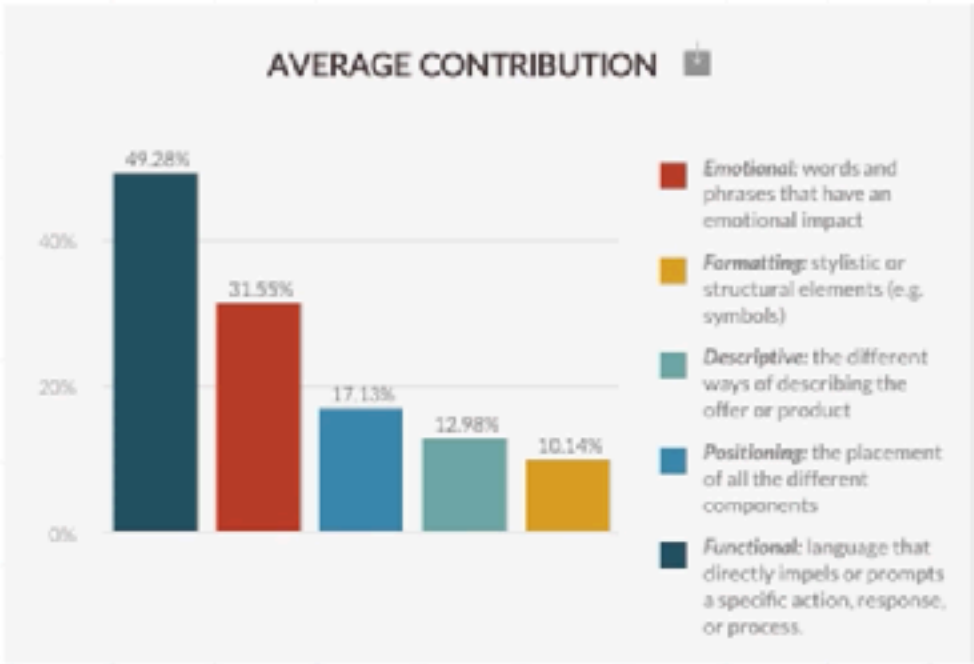
VIEW OFFER

SEE YOUR OPTIONS

Acquisition

GET YOUR CODE

GET XX% OFF





# 8 Tips to build better media campaigns





# 1. Outdoor happiness and sense of urgency perform better

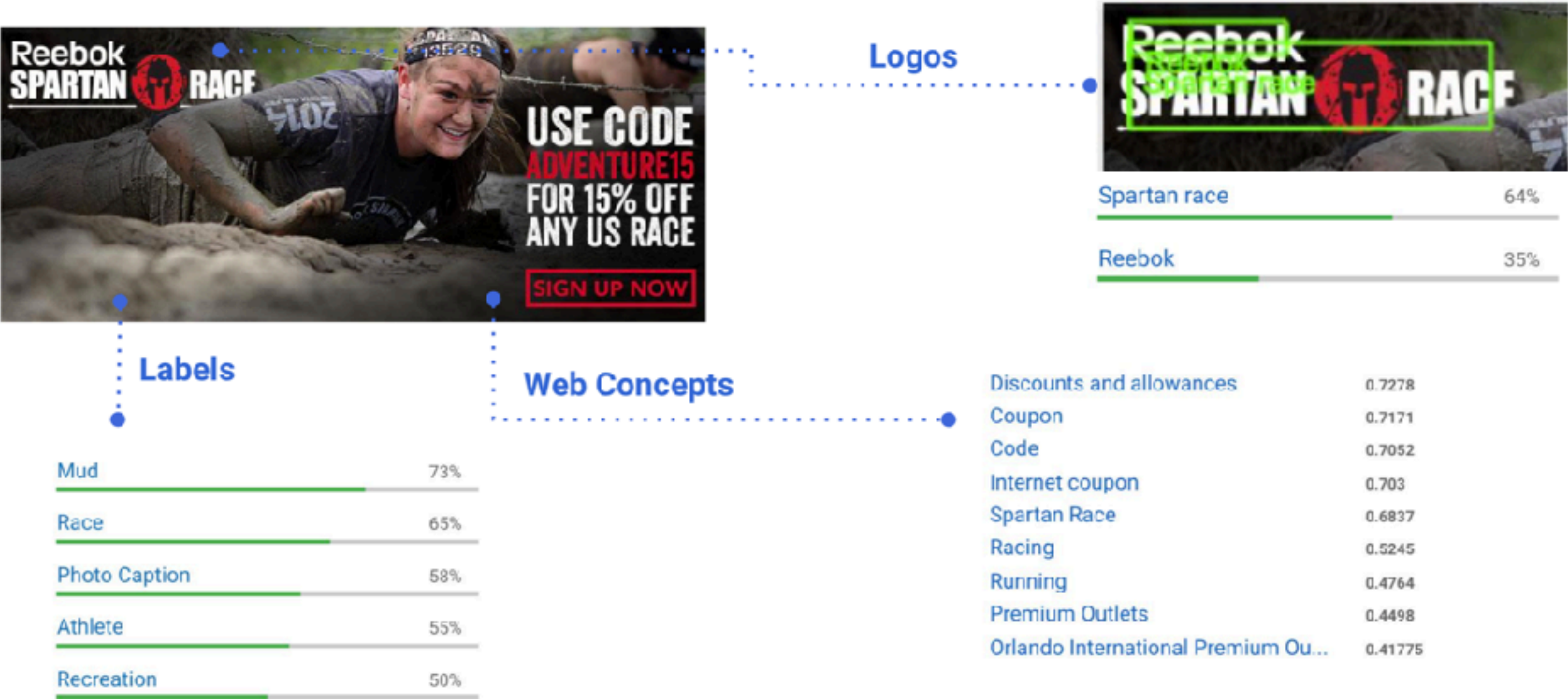
Showing the **brand logo** within the **first five seconds** of a video increases recall.

Creatives with **multiple faces** showing **happiness** lead to higher engagement.

Creatives with **natural, outdoor images** like **trees** or **beaches** outperform those with city images.

Keywords like “**limited**” or “**exclusive**” are critical, but only X% of our creatives have them.

As of today, discovering these requires **manually tagging** individual creatives.



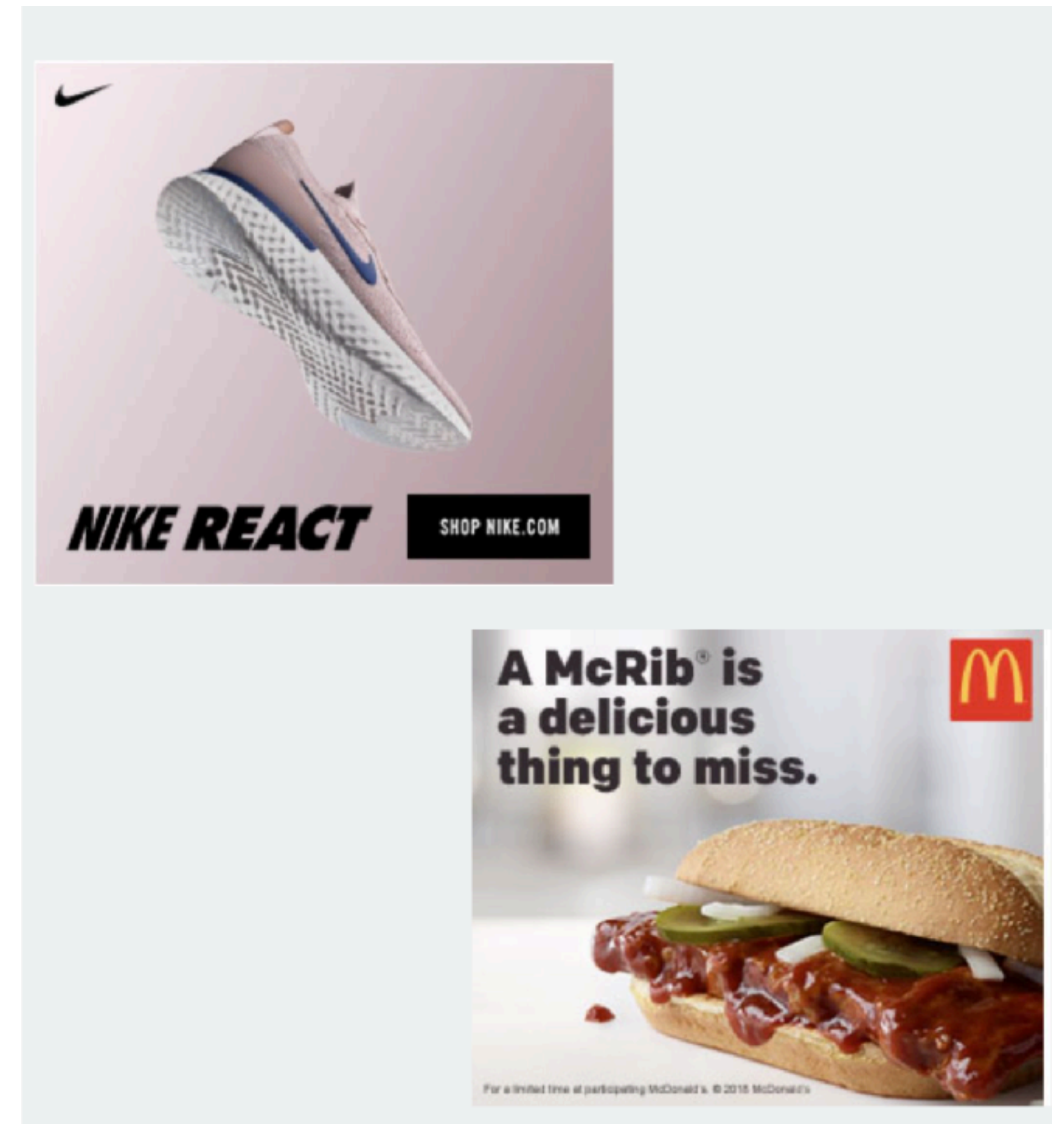


## 2. CTAs and other elements

- Limit the number of fonts - (try webfonts!)
- Keep headlines short. Shorter headlines can make your message more visible.
- Choose headlines that work across all ad sizes.

Along word like "extravaganza" may not work well in a tall narrow ad size like 160x600. You may need to reduce font size to fit the entire word.

- Avoid heavily styled text.
- Actions verbs recommend.



### 3. Mobile first!

- 70.3% of all display ads in the US are mobile, compared to 29.7% for desktop.

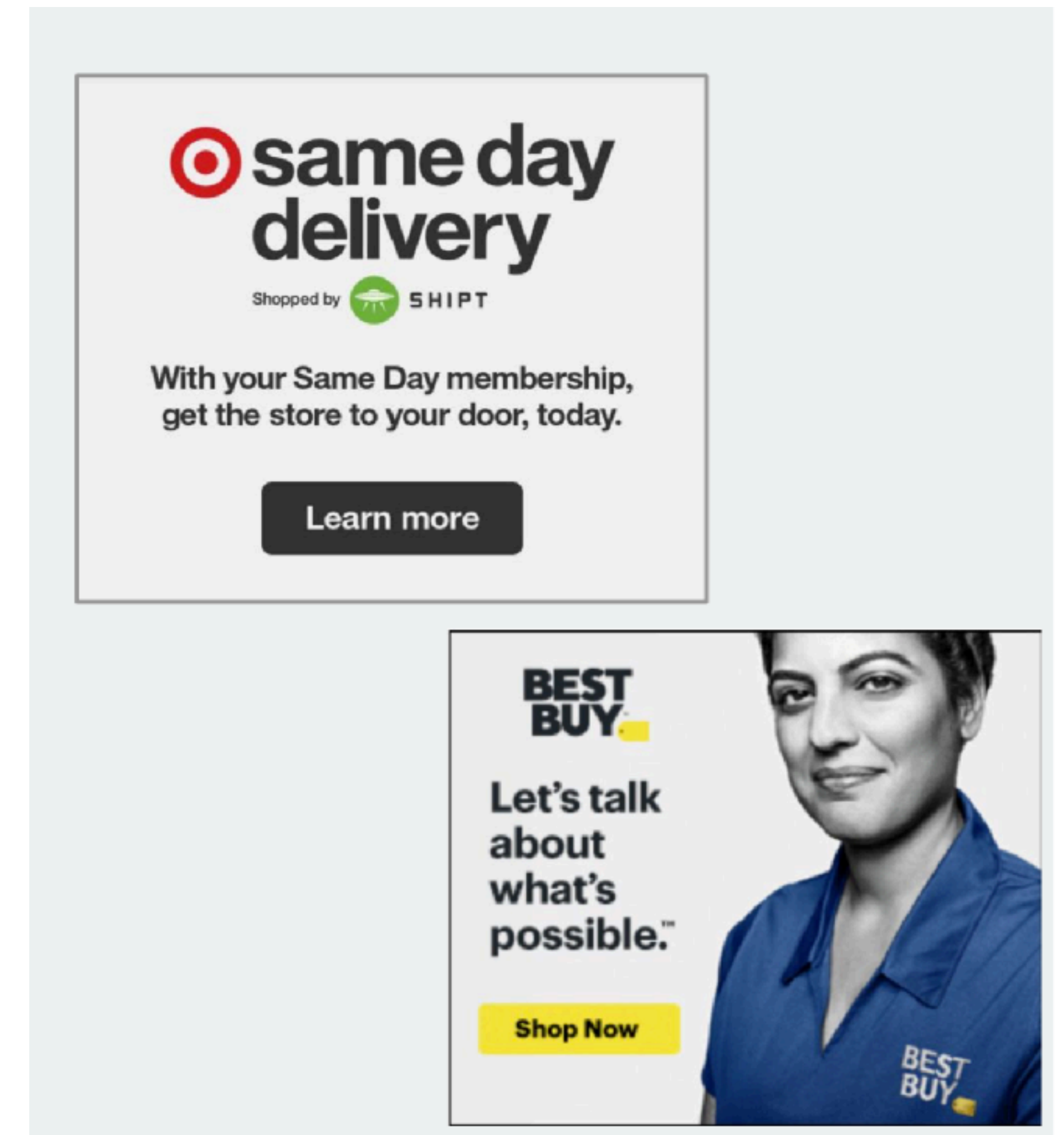
#### Best Practices:

- With limited screen space, consider using a clean, simple design.
- **Keep text short.** Keep consistent typeface and font throughout.
- **Keep your logo in upper left or right corners.** Give logo visibility with "breathing space" around it.
- Always include "Call to Action" At least one image



## 4. Recommendations for text

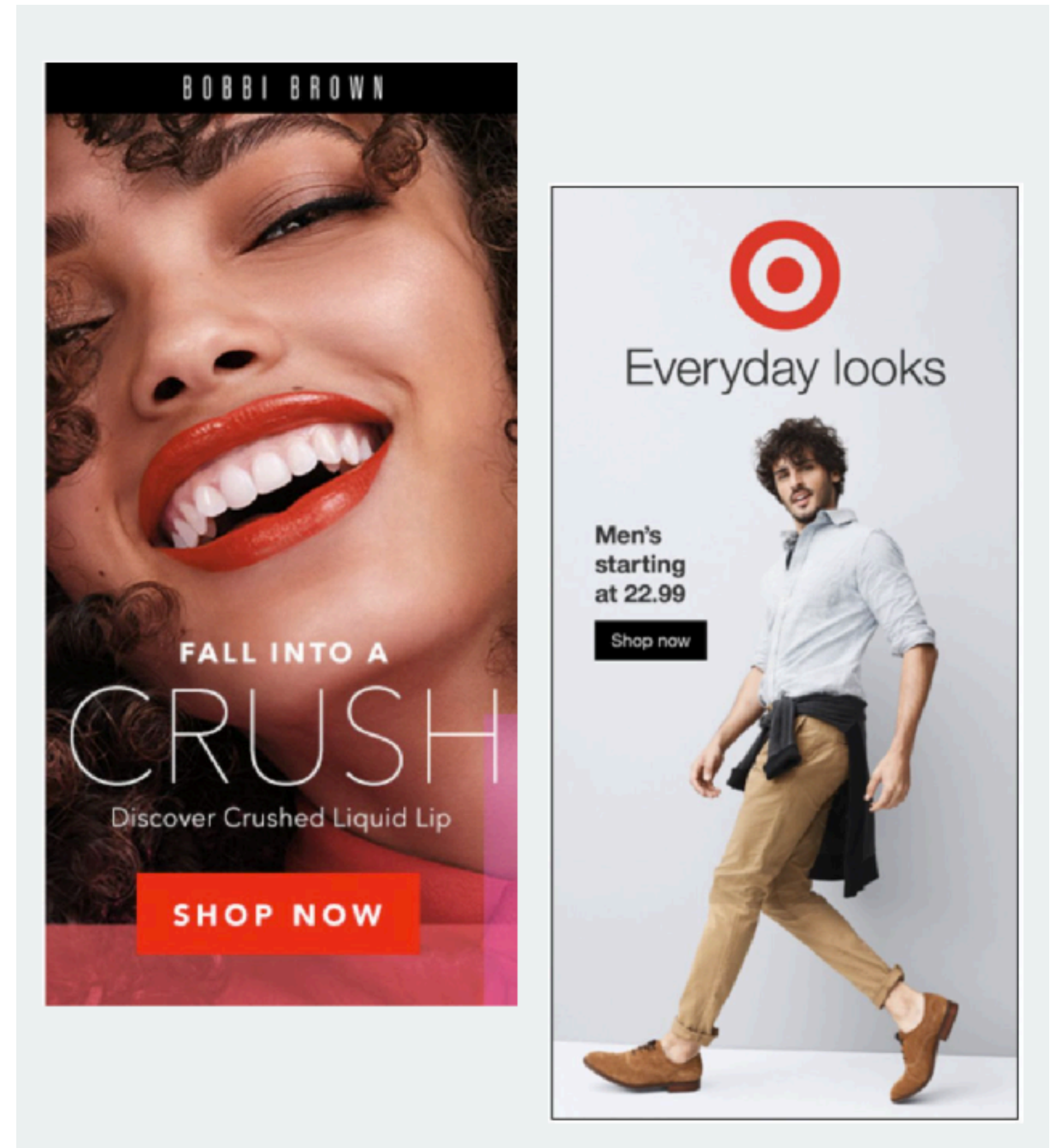
- Use animation sparingly in dynamic text.
- Test special characters for visual appearance in your feed before publishing the content live.
- Match the message on your landing page to the message in your ad. This benefits users and can improve conversions.
- 35 characters or less per line for best visibility At least 2 lines; make each line unique
- Make sure to preview the text on different placement sizes.





## 5. Recommendations for images

- **Reduce File Size** JPG or PNG files should be less than 1 MB.
- Don't overlay logos / other graphics on images.
- Blank space should not take up more than 80% of the image. Your product or service should be the focus.
- Use single images. Collages are not recommended.



# 6. Keep an eye on the weather



70% of British people check the weather forecast at least once every day\*

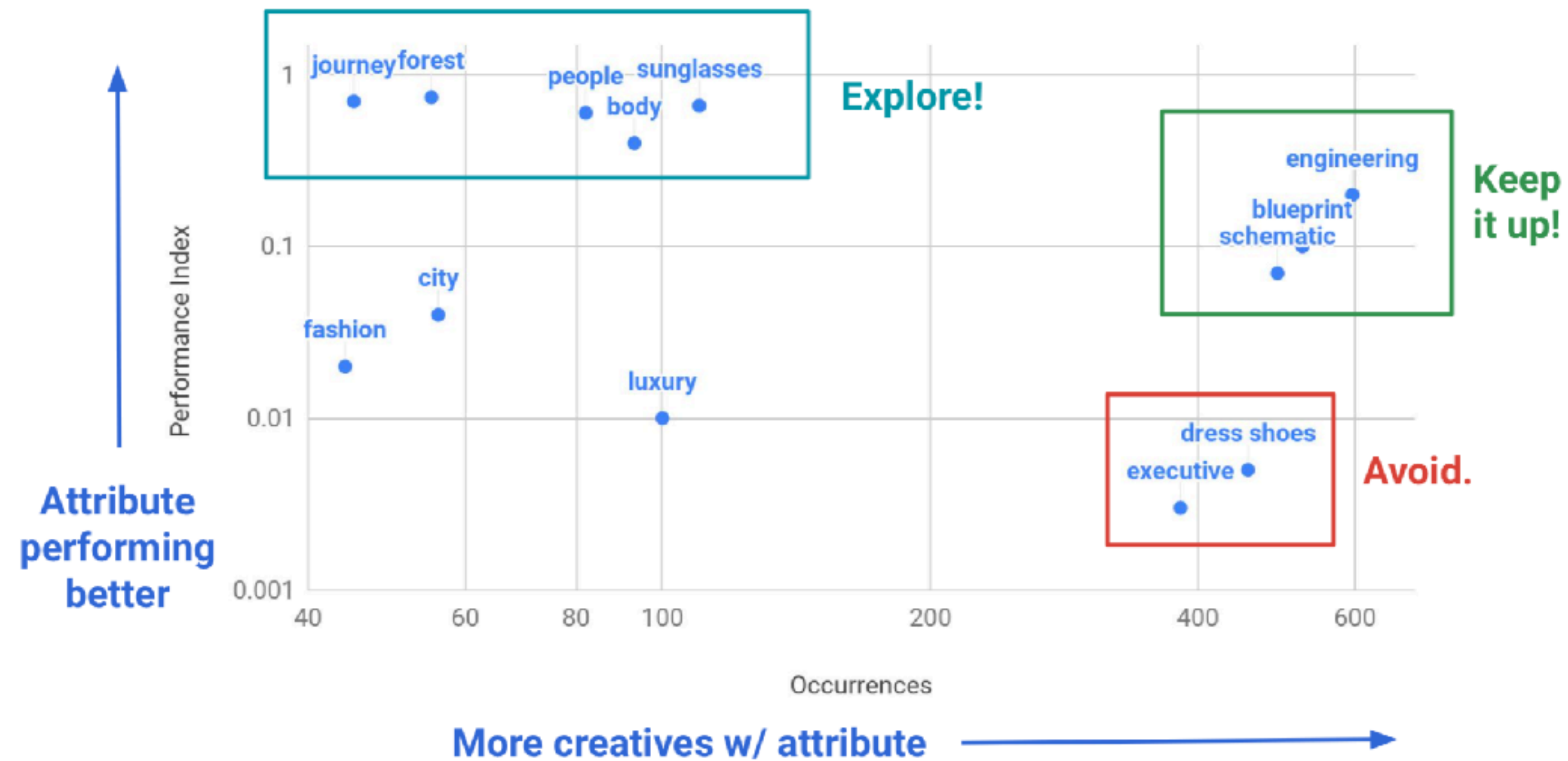


| Weather   | Temperature  | Humidity or UV index   | Extreme conditions  |
|---|--|--|---|
| Define specific criteria based on 73 different weather conditions: sunny, light rain, heavy snow, fog, or clear sky.<br><br>Also including precipitation and snow levels. | For specific temperature, brackets or temperature changes. | Humidity level, so that fresh cold beer ad pops at the right time. | From haze to hurricane, and other dusts, volcanic hash or clear sky in Scotland |

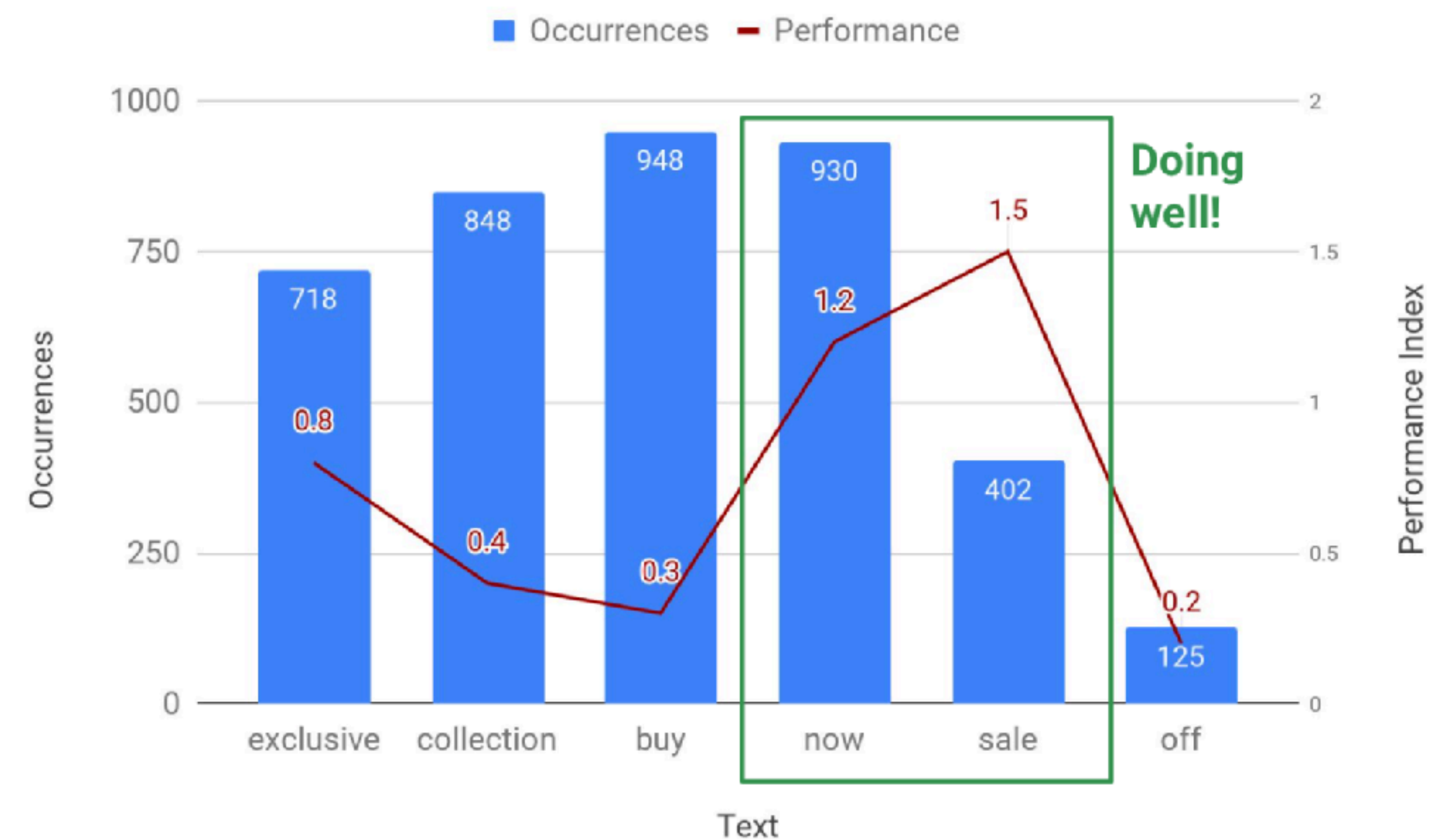
<http://www.weatherunlocked.com/media/1096/the-complete-guide-to-weather-based-marketing.pdf>



## 7. Label the ads/performance to inform creatives



# 8. Text analysis - Label CTAs and copies







# Thanks

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