

admetrics

Mastering Social Media Ads, Influencer Collaborations & UGC

Mastering digital promotion across all channels

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Mastering Social Media Ads

Best Practices for Crafting Social Ads

Historical data & trends

Reflect on past events: Analyze previous campaigns, identifying what worked and what didn't.

Understand key metrics: CVR, AOV, CM2, ROAS, New customer ROAS and POAS. Also look at RPRs and CLV of last year's sales campaigns to understand how much you can potentially spend on acquisition.

Plan your promotions

Detail your offers: Clearly outline the specifics of your promotions, including content type, discount size, validity period, and products involved.

Balance your content: Avoid overwhelming followers with promotions; intersperse with varied content types.

Craft eye-catching visuals

Stand out: With consumers bombarded by promotions, create visuals that grab attention and encourage exploration of your offers.

Trend-savvy: Be aware of current trends, like the rise of short-form videos in 2022, especially if targeting Gen Z.

Organize collateral

Stay organized: With increased content production during seasonal sales periods, consider developing a system to store and organize assets efficiently.

Best Practices for Crafting Social Ads

Optimize for mobile users

Ensure your content and website are mobile-friendly, as a significant portion of consumers shop on their smartphones during sales periods.

Tailor campaigns for mobile users, considering the unique behaviors and preferences of this audience segment.

Maintain consistency

Harmonize Your Channels: Ensure consistent messaging across all marketing channels to maximize traffic and conversions.

Crafting Engaging Ads: Copy and Visuals 1 / 3

Grab attention

Engage your audience with thought-provoking questions or offer solutions to everyday problems.

Use simple and direct keywords that are relevant to your audience's search queries.

1

Relevant keywords

Balance specific and general keywords to target both recurring and new consumers.

Avoid keyword stuffing; ensure your ad copy is readable and concise.

2

Provide value

Understand your target consumer's needs, questions, pain points, and preferences.

Ensure your ad copy offers solutions and value to the audience.

3

Compelling CTAs

Avoid clichés; use strong, unique CTAs that resonate with your audience's desires.

Use clear and direct verbs to guide the audience towards a desired action.

Draft CTAs that align with campaign objectives.

4

Crafting Engaging Ads: Copy and Visuals 2 / 3

Leverage power words

Use words that trigger psychological reactions, evoking emotions like trust or urgency.

Employ “you” and “your” for a personal touch.

5

Optimize for mobile

With the increasing use of mobile devices, ensure your ads are mobile-optimized.

Consider using expanded text ads designed for mobile optimization.

6

Maximize ad space

Use all available character space and ad extensions to convey more information.

Adhere to the recommended or mandatory character limits on different platforms.

7

Harness emotions

Steer clear of dull ads; instead, stir emotions to render your ads unforgettable and enticing.

Engage both negative and positive emotional triggers to fuel engagement and prompt action.

8

Crafting Engaging Ads: Copy and Visuals 3 / 3

Tackle objections

Address potential objections in your ad copy proactively to alleviate customer apprehensions.

Ensure your ad copy is valuable and relevant to the target consumer.

9

Showcase your UVP

Clearly highlight the distinctive qualities that differentiate you from the competition.

Accentuate unique offers, accolades, or aspects of your brand identity.

10

Promote local appeal

Even if you're a multi-location operation, emphasize your local business allure.

Incorporate location-specific terms and local contact numbers in your advertisements.

11

Test and refine ads

Engage in frequent A/B testing to discern and apply the most effective ad strategies.

Experiment with various keywords and phrases in headlines and body copy for enhanced performance.

12

Visual Ad Best Practices

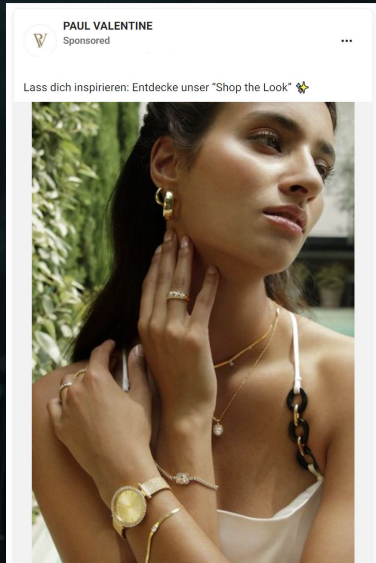
Make first impressions matter: Engage your audience with striking, high-quality images that instantly grab attention.

Highlight promotions: Clearly present any sales or promotional offers within your visuals, while complying with each platform's text-on-image policies.

Center on your offerings: Ensure the spotlight is on your products or services, delivering a straightforward and unmistakable message to viewers.

Expand ad format diversity: Implement an assortment of ad formats and aspect ratios to maximize reach and efficacy across various platforms.

Choose readable fonts: Opt for fonts that are not only bold and easy to read but also professionally formatted and color-coordinated to avoid any visual discord or readability issues.



Paul Valentine's Shop the Look Facebook ad featuring alluring yet simple graphics centered around the product.

Google Ads

Omnichannel Strategy: Crucial Factors Influencing Google Ads Performance

Ad Rank

Ad Rank plays a pivotal role in determining the position of your ads on the search results page. It's calculated based on your bid amount and the Quality Score of your ad.

Craft a Quality Score

The Quality Score is a metric that reflects the relevance and quality of your ad. It's influenced by the CTR, the relevance of your keywords, the quality of your ad copy and CTA, and the user experience provided by your landing page. A higher Quality Score can lead to lower costs and better ad positions.

Location targeting

The geographical location you target when setting up your ad significantly influences its visibility. For physical stores, target areas within a reasonable radius around your location. For e-commerce stores, target areas where you can ship your products. The location setting ensures that your ads are shown to users in the specified areas, enhancing their relevance.

Keyword selection

Choosing the right keywords is fundamental for the success of your paid ads. Your selected keywords should align closely with user intent. Each ad group within your campaign should target a small set of closely related keywords (ideally one to five), enhancing the chances of your ad being displayed for relevant search queries.

Omnichannel Strategy: Google Ads Campaign Types

Search campaigns

These are text ads appearing on Google results pages. With Responsive Search Ads, you can create dynamic ads with multiple headline and ad copy variations, allowing Google to display the best-performing combinations.

1

Display campaigns

Display ads are image-based and shown on websites within the Google Display Network. These ads are ideal for reaching audiences that align with your buyer personas.

2

Video campaigns

Video ads are displayed on YouTube and are effective for capturing user attention with the right keywords.

3

App campaigns

Promote your mobile application across various Google platforms. You provide the app information, audience, and bid, and Google handles the rest.

4

Shopping campaigns

These ads promote specific products with detailed information and are displayed on Google's search results pages.

5

Omnichannel Strategy: Google Ads Best Practices

Bidding strategies

- **Automated bidding:** Google adjusts your bid based on competitors, working within your set maximum budget.
- **Manual bidding:** You set the bid amounts for your ad groups and keywords, allowing control over spending on each ad.
- **Cost Per Acquisition (CPA) bidding:** Pay only when a user converts, ensuring you only spend when acquiring a customer.

Best practices

- **Use a PPC planning template:** Stay organized and visualize how your ads will appear online.
- **Avoid broad keywords:** Opt for specific keywords to ensure your ad reaches the right audience.
- **Set clear goals:** Define your objectives before creating ads.

Pro tips

Improve quality score: Work on enhancing your ad's Quality Score for better ranking and visibility.

Create relevant landing pages: Ensure your ads lead to landing pages that facilitate conversion.

Automate bidding: Use tools like Google's Smart Bidding to optimize the bidding process.

Employ negative keywords: Prevent your ads from appearing in irrelevant searches.

Measure and improve: Integrate with Google Analytics to track, analyze, and improve your ad performance over time.

Omnichannel Strategy: Optimizing Performance Max Campaigns

Performance Max (PMax) campaigns offer both opportunities and challenges for DTC brands, serving as a pivotal tool for maximizing reach, driving sales, and uncovering valuable insights.

⚠️ The double-edged sword of PMax

Introduced by Google, PMax campaigns are a powerful yet enigmatic tool. While they promise to maximize your reach and drive traffic and sales efficiently, understanding and navigating through their intricacies is crucial for success.

Importance of excluding branded terms

Branded keywords are known for their high conversion rates, often outperforming non-branded counterparts. With ROAS for branded searches reaching up to 30x, not excluding these from your PMax campaigns can result in skewed data and misallocated ad budgets.

Preventing keyword cannibalization

Avoid undermining your branded keywords by running separate campaigns for organic branded searches. This strategy prevents competition between your paid ads and organic results, ensuring efficient use of branded keywords to drive traffic and sales.

Key takeaways

Exclude branded terms: To avoid misleading data and optimize advertising budgets, always exclude branded terms from PMax campaigns.

Run separate campaigns: Implement distinct campaigns for organic branded searches to prevent keyword cannibalization and enhance the effectiveness of your advertising efforts.

TikTok Ads

Omnichannel Strategy: Crafting Your TikTok Advertising Strategy

Setting goals & KPIs

Before launching TikTok ads, establish clear campaign goals, KPIs, and budgets. Define objectives like driving sales, increasing brand awareness, or promoting new products, aligning with overall marketing goals. Utilize TikTok Ads Manager to set daily or lifetime budgets, or opt for no limit for flexibility.

Content strategy

Craft a content strategy that mirrors your brand voice and values. Engage with your audience, leverage TikTok trends, and encourage user-generated content (UGC). Experiment with various content formats and ad formats, staying authentic and creative. Test different angles and approaches to discover what resonates with your audience. Learn more about [How to create your TikTok ads creative strategy](#).

Engaging visuals

Develop visuals that grab attention. Use bold colors, incorporate movement, and experiment with text overlays, sound, and music. Keep visuals simple and clear, experimenting with TikTok's diverse content formats. Tailor ad copy to your audience, keeping it concise and engaging.

TikTok ad formats & placements

In-Feed Video Ads are standard and feel like native content, suitable for various campaign objectives. TopView ads offer prime placement, ideal for brand awareness. Brand Takeover ads provide high impact, while Branded Hashtag Challenges engage audiences through content co-creation. Branded Effects immerse audiences, offering high engagement levels.

Crafting Engaging Ads: Ad Copy and Visuals

SugarGang's TikTok viral campaigns.

Sugargang, an online brand focused on promoting and selling sweets from around the world, captivates its audience through bold communication strategies, including live streaming and street videos.

Using challenges and other similar trends, SugarGang manages to include in the short videos their eye-catching designed products and boxes, making every interaction memorable and their videos reach millions of views.

Their innovative video formats include text overlays, catchy sounds, and music, ensuring their content is straightforward yet impactful, perfectly leveraging TikTok's diverse video formats.

The ad copy is sharp, engaging, and precisely crafted to resonate with their enthusiastic fan base, showcasing advertising excellence for memorable campaigns. [Learn more about How to use ChatGPT to write video ad scripts for TikTok.](#)



Analyzing TikTok Performance with Admetrics Data Studio

Analyze creative performance

Use Admetrics Data Studio to analyze more than 100 performance metrics of your TikTok ads at the creative level.

Track video impact

Employ video metrics like Thumbstop rate and Video views to understand the effectiveness of your TikTok videos in engaging audiences.

Understand conversion potential

Use the metrics to comprehend a creative's conversion potential, aiding in making informed decisions for scaling ads on TikTok and other channels.

Preview best-performing creatives

Preview and identify top-performing videos and copy that drive sales, facilitating data-driven decisions beyond TikTok's native reporting.

The screenshot displays the Admetrics Data Studio interface with a table of TikTok ad performance metrics. The table is filtered for 'Campaigns for 1 Channel' and shows data for seven different ad creatives. The columns include Campaign, Marketing spend, Orders, Revenue, and three sets of Lift Interval metrics (ROAS, ROAS +1d view, and New customer ...).

Campaign	Marketing spend	Orders	Revenue	Lift Interval ROAS	Lift Interval ROAS +1d view	Lift Interval New customer ...
TOF Demo One	4,178.90€	43.00	2,418.39€	0.58x	0.58x	0.47x
TOF Demo Two	2,787.80€	18.00	733.90€	0.26x	0.26x	0.26x
TOF Demo Three	1,228.34€	89.00	2,919.88€	2.38x	2.38x	1.78x
TOF Demo Four	1,224.12€	23.00	1,236.26€	1.01x	1.01x	0.60x
TOF Demo Five	889.30€	110.00	4,925.30€	5.48x	5.48x	4.86x
TOF Demo Six	441.28€	19.00	893.94€	2.03x	2.03x	1.81x
TOF Demo Seven	0.00€	27.00	1,587.85€	-	-	-
	10,769.74€	309.00	14,717.53€	1.37x	1.37x	1.02x

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Meta Ads

Crafting Your Meta Advertising Strategy

Avoid major edits during sales

Refrain from significant alterations to targeting or creative elements as it resets the ad's learning phase, wasting precious time during sales campaigns.

1

Double check ad elements

Ensure your ad copy is typo-free and images contain minimal text. These seemingly minor details can significantly impact ad success.

2

Adjust your spending limits

Anticipate higher ad expenditure during seasonal sales and adjust spending limits accordingly to prevent disruption to high-performing ads.

3

Adhere to character limits

Maintain short headlines (under 25 characters) and link descriptions (under 30 characters) to prevent truncation. Studies suggest images with less than 20% text perform better.

4

Leverage paid advertising

With organic reach on Facebook diminishing, consider utilizing paid ads to effectively reach your audience among Facebook's 2.7 billion monthly users.

5

Omnichannel Strategy: Crafting Your Meta Advertising Strategy

Common mistakes to avoid

Unclear Targeting: Define your targeting persona meticulously, considering both demographics and psychographics.

Inadequate Strategy: Develop a comprehensive, multi-channel strategy with a conversion-optimized funnel.

Over Reliance on Discounts: While discounts are attractive, creativity in offers (like BOGO and bundles) is crucial.

Poor Campaign Planning: A successful sales campaign requires careful planning of various elements including copy, creative, audience, structure, multi-channel approach, offer, and funnel.

Strategic tips

Creative offers: Beyond discounts, consider innovative deals like Buy One, Get One (BOGO), bundles, and other enticing offers.

Comprehensive planning: With numerous components involved in a successful campaign, meticulous planning is essential to cover all bases from copy and creative to audience and offer structure.

Facebook Strategy for Optimal Budgeting & Scaling

Budgeting essentials

Allocate at least double your CPA per creative. For a \$20 CPA, assign a \$40 budget to each creative. Plan budgets for different phases: Anticipation (5%) Pre-Sales Campaign (80%) Sales Campaign (5%) Pre-Holiday (5%), and Holiday (5%).

Vertical scaling guidelines

Incremental Increases: Boost budgets by 10% for good results, 20% for very good, and 30% for exceptional outcomes.

Downscaling: If campaigns underperform, consider reducing the budget by 10%.

Budget-specific strategies

< \$2,000: With limited funds, be selective with creative formats, focusing on dynamic product catalogue ads.

\$10,000 Range: Plan multiple creatives but limit to one or two audiences for maximum impact.

Over \$100,000: Plan campaigns with 3-5 audiences and creatives.

Audience segmentation

Custom Audiences: Recommended for budgets over \$100,000, with a split of 30% retargeting and 70% prospecting.

Automation for scaling

Implement Facebook ad rules to efficiently manage high budgets, turning off underperformers and adjusting budgets. Examples:

Safe side: Disable ads if CPA is spent without a purchase.

Aggressive downsizing: Reduce budget by 10% every 12 hours if ROAS is below 2.

Hourly scaling: Increase budget by 10% hourly for exceeding ROAS

Daily scaling: Daily 10% budget increase for well-performing ROAS.

Strategic tips

Be meticulous with creative choices, especially with limited budgets.

With substantial budgets, diversify audiences while maintaining creative focus for optimal impact.

Strategies for Effective Facebook Ads

Fast-track budget delivery

Avoid Ad Review Delays: Ensure your Facebook ads are not stuck in review during the sales period.

Implement Accelerated Ad Delivery: This strategy allows for rapid budget expenditure to maximize ad visibility and engagement.

Use bid caps

Incompatible with Campaign Budget Optimization: Accelerated delivery requires the use of bid caps, which are not compatible with Campaign Budget Optimization campaigns.

Control Spending: Bid caps prevent overspending per purchase, helping you maintain adherence to your allocated budget.

Employ Facebook ads automation

Automate Non-Performing Ads: Implement rules to automatically deactivate ads that are not delivering the desired performance metrics.

Example Rule: Turn off ads after spending \$100 without conversions or if the Return on Ad Spend (ROAS) is below 1 within a 24-hour timeframe.

Monitor spending limits

Avoid Ad Pausing: Regularly check your ad account spending limit to prevent unintentional pausing of all your ads.

Active Monitoring Over Limits: Instead of setting spending limits, actively monitor your ads daily to avoid unexpected issues and ensure optimal performance.

Strategic tips

Daily Ad Monitoring: Engage in consistent daily review and monitoring of your ads to preemptively identify and address issues, ensuring a smooth and effective ad campaign during the sales season.

Practical Ad Budget Allocation During Marketing Campaigns: Cost Caps

When allocating a substantial ad budget, like \$1M, for seasonal sales campaigns, the decision between using Highest Volume (HV) and Cost Caps (CC) strategies is crucial. Here's a concise guide to understanding and efficiently utilizing these approaches for maximum returns.

Highest Volume (HV)

This approach prioritizes spending your entire budget, regardless of the Cost Per Acquisition (CPA).

Cost Caps (CC)

Focused on performance, CC ensures spending only occurs when it's profitable, maintaining a balance between expenditure and returns.

Overcoming the fear of Cost Caps

Many brands hesitate to use Cost Caps due to the fear of under-spending their budget. However, this strategy is designed to react dynamically to the auction environment, optimizing spending based on the availability of cost-effective purchases against the set target CPA.

Custom dynamic spending with Cost Caps

For instance, if your target CPA is €50, CC will adjust the spending based on the auction dynamics. During weekends, when users are actively scrolling through social media, there might be more purchases available at a CPA less than €50. Conversely, on less profitable days, the spending is automatically reduced to avoid higher CPAs.

Example scenario

Consider a fashion retailer: weekends see higher engagement and conversion rates due to consumers having more time to browse and shop. These days would have lower CPAs due to higher conversion rates. If that's the case, Facebook will increase spend on weekends when you can hit that CPA target, and reduce spend on weekdays when it's not as profitable.

Key takeaway

Cost Caps allow for smarter, more efficient budget allocation, especially during Black Friday/Cyber Monday when the auction environment is highly dynamic. It ensures that your €1M is spent judiciously, maximizing returns by capitalizing on the most favorable auction conditions.

Customer Story Paul Valentine



How Paul Valentine optimized MER by 22%

With the help of Admetrics, we were able to significantly increase our efficiency across all channels. We can now **better understand customer journeys** and adjust our advertising measures across different channels.

In optimizing our campaigns, we mostly rely on the 'Efficiency Score.' The Efficiency Score allows us to quickly respond to performance changes in ad sets. With this, we have been able to record visible successes in both Paid Social and Paid Search.

– Paul Keil

Performance Marketing



YouTube Ads

YouTube Ads for DTC Marketing

YouTube Ads have become a cornerstone for DTC brands. With its vast user base and diverse content, YouTube offers unparalleled opportunities for targeted advertising and brand growth.

YouTube Ads: A platform for diverse audiences

YouTube's expansive reach, with 1.7 billion unique monthly visitors, presents a fertile ground for DTC brands to connect with varied demographics. The platform's user base, comprising 54% male and 46% female, ensures that campaigns can be tailored to reach specific audience segments effectively.

The impact of YouTube Ads

YouTube Ads have shown a significant impact on consumer behavior. With a large percentage of U.S. users accessing YouTube daily, the platform provides a consistent touchpoint for brands to engage with potential customers. This daily interaction is crucial for DTC brands looking to build brand awareness and drive conversions.

Strategies for effective YouTube campaigns

- **Targeted advertising:** Utilize YouTube's advanced targeting options to reach your ideal audience based on interests, demographics, and viewing habits.
- **Engaging content:** Create ads that resonate with your audience, using storytelling and high-quality visuals to capture attention.
- **Performance tracking:** Leverage YouTube's analytics tools to measure the effectiveness of your campaigns, allowing for data-driven adjustments and optimization.
- **Diverse ad formats:** Experiment with various ad formats offered by YouTube, including skippable and non-skippable video ads, bumper ads, and overlay ads, to find what works best for your brand.
- **Brand integration:** Seamlessly integrate your brand into your ads, ensuring that your message is clear and aligns with your overall marketing strategy.

YouTube Shorts: The Shortcut to New Shoppers

YouTube Shorts has emerged as a powerful tool for reaching new shoppers, especially in the EMEA region and is acknowledged as for its effectiveness in product discovery and brand awareness.

Discovery platform despite sponsored content

YouTube Shorts is not just about entertainment; it's a discovery platform where viewers often find new products and brands.

Contrary to common belief, sponsored content on YouTube Shorts is well-received, particularly among Gen Z audiences.

Over half of Gen Z viewers reported making purchases after viewing sponsored influencer content on short-form video platforms.

Strategies for effective YouTube Shorts content

Combine Short and Long-Form Content: Brands with a YouTube channel should create both short- and long-form videos. This approach enhances overall watch time and subscriber growth, allowing audiences to explore topics and products more comprehensively.

Collaborate with creators: Partnering with YouTube creators can offer unique opportunities to reach the right customers. Creators understand their audience's preferences, making collaborations potentially more impactful.

Embrace vertical format: Traditional horizontal video ads are less effective in the YouTube Shorts format. Vertical videos under 60 seconds are more suited to the platform, enhancing user experience and performance.

Optimize content for shorts: When creating ads for YouTube Shorts, it's crucial to grab viewers' attention immediately and incorporate the brand early in the video. Employ bold visuals, unique editing, and catchy audio to make an impact.

Key Video Metrics to Watch

CPV (Cost of a 2-second video view)

This metric helps understand the cost-effectiveness of video views and indicates the need for adjustments. By analyzing the CPV, DTCs can assess how much they are spending for brief engagements, enabling them to optimize their video content and targeting strategies for more impactful and cost-efficient results.

Thumbstop (Hook) rate

This metric measures the video's ability to capture attention in the first few seconds, crucial for campaign success. The Hook Rate evaluates how effectively a video compels viewers to stop scrolling and watch, a key factor in determining the initial impact and engagement level of the content.

VTR (View-through rate)

This metric indicates the percentage of viewers who watch the entire video, reflecting viewer engagement and the effectiveness of the call to action. The VTR is essential for understanding how relevant the content is to your audience through to the end.

Video quartile rates (1st/2nd/3rd)

These metrics provide insights into viewer engagement at different stages of the video, helping to understand how much of the video content is being consumed. Video Quartile Rates allow content creators to pinpoint where viewers are most engaged or where they drop off, which is crucial for optimizing video content.

Engagement rate

This metric showing how viewers interact with the video, influencing the video's appeal and algorithmic favorability on platforms. It assesses the level of active participation, such as likes, shares, and comments, offering valuable insight into how compelling and resonant the content is with the audience.

Video quartile views (1st/2nd/3rd)

This metric offers insights into viewer engagement, assisting in assessing ad placement quality and creative effectiveness. It helps evaluating how well the video maintains interest over time and can provide valuable feedback for improving the content.

Amazon

Maximizing Amazon Sales

If you aren't already on Amazon, here's why you should use this channel now.

With over 50% of all online purchases in the US and 3,400 products sold per minute in Europe, Amazon is a behemoth in online retail.

Many e-commerce businesses have yet to fully leverage the sales and visibility potential offered by Amazon.

Challenges in Amazon sales tracking

Brands often struggle with isolated data from Amazon and their own store, lacking a comprehensive overview.

The vast Amazon landscape can be daunting for brands to navigate and analyze effectively.

Amazon's Prime Day - A Goldmine for DTC Brands

Amazon's Prime Day, initially launched in 2015, has evolved into a colossal sales event, surpassing the annual sales of major retailers.

With sales skyrocketing from **\$900 million** in its inaugural year to a staggering **\$12.09 billion in 2022**, Prime Day has become a pivotal opportunity for DTC brands to capitalize on.

The sheer volume of sales during Prime Day is astounding, with **300 million items sold in 48 hours in 2022**, averaging 60,000 items per minute.

The peak shopping hour was between 8-9 pm on July 13th, indicating consumer behavior trends and preferences.

Strategies for success

To make the most of Prime Day, DTC brands should focus on optimizing their Amazon listings and pricing strategies. This includes product listing improvements and using Amazon A+ Content for enhanced product descriptions with compelling visuals.

Pricing dynamics

Competitive pricing is crucial on Amazon. Brands should aim to offer the best deals while maintaining sustainable profit margins. Adjusting prices can significantly impact conversion rates and overall ad costs, making it essential to find the right balance.

Ad strategies for Prime Day

Ad strategies should be tailored to the growth stage of your business. Whether aiming for aggressive growth or stable sales, adjusting bid/budget rates and placement modifiers is key. Monitoring ad performance closely during Prime Day is crucial due to the high volume of traffic and sale.

Post-Prime Day opportunities

The period after Prime Day offers a valuable opportunity for remarketing and capturing customers who delayed their purchasing decisions. Employing strategies like offering small discounts or focusing on top-performing products can effectively attract residual traffic.

Getting a Holistic Marketing Overview with Admetrics Data Studio

Blended ROAS/MER dashboard: Obtain a unified view of your store and Amazon ROAS and Marketing Efficiency Ratio (MER).

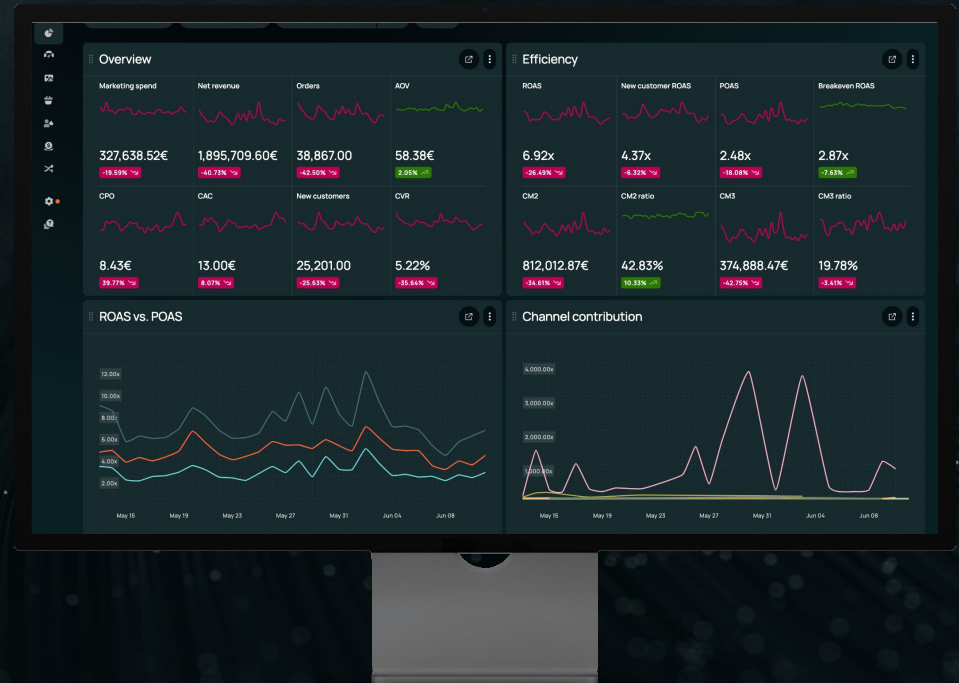
Holistic marketing overview: Experience a consolidated view of all marketing channels, eliminating data silos.

Amazon ad efficiency insights: Receive valuable data to optimize your Amazon ad campaigns effectively.

Cross-channel financial reports: Understand your costs and profits, with detailed reports including Amazon FBA Fees.

Granular product reports: Make informed decisions with detailed product-level reports.

Customer acquisition & retention: Gain insights into new vs. returning customers, profitability by product, and more.



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Pinterest Ads

Maximizing DTC Brand Visibility with Pinterest

Pinterest, with its 463 million users, has evolved from a simple idea-sharing platform to a marketing powerhouse.

It's a unique space where users actively seek products, services, and inspiration, making it an ideal platform for DTC brands to increase visibility and drive sales.

Pinterest is a key platform for organic marketing

High purchase intent: 83% of weekly Pinners have made purchases based on brand content on Pinterest.

Visual discovery engine: Pinterest serves as a discovery platform, where users find and plan future purchases.

Targeted marketing opportunities: Pinterest's targeting options allow brands to reach specific demographics and interests.

Benefits of using Pinterest

- **Increased brand exposure:** The visual nature of Pinterest attracts a vast audience, enhancing brand visibility.
- **Website traffic:** Strategic pinning can lead to increased traffic and higher conversion rates.
- **Revenue growth:** Pinterest users often have a shopping mindset, leading to higher conversion rates.
- **Evergreen engagement:** Pins have a long lifespan, continuously generating leads.
- **Storytelling:** Pinterest is ideal for sharing brand stories and values visually.
- **Insights and analytics:** Pinterest provides valuable data for optimizing marketing strategies.

Leveraging Pinterest Ads for DTC Brands

Pinterest ads are particularly effective for several reasons

High sales potential: Organic content on Pinterest significantly influences purchase decisions, with weekly users twice as likely to find it influential compared to other social media platforms.

Affluent audience: 45% of US users with a household income over \$100,000 are on Pinterest, indicating substantial spending power.

Versatile ad formats: Pinterest offers various ad formats, including standard pins, video pins, carousel pins, shopping pins, and collections, catering to different marketing needs and creative approaches.

Types of Pinterest Ads

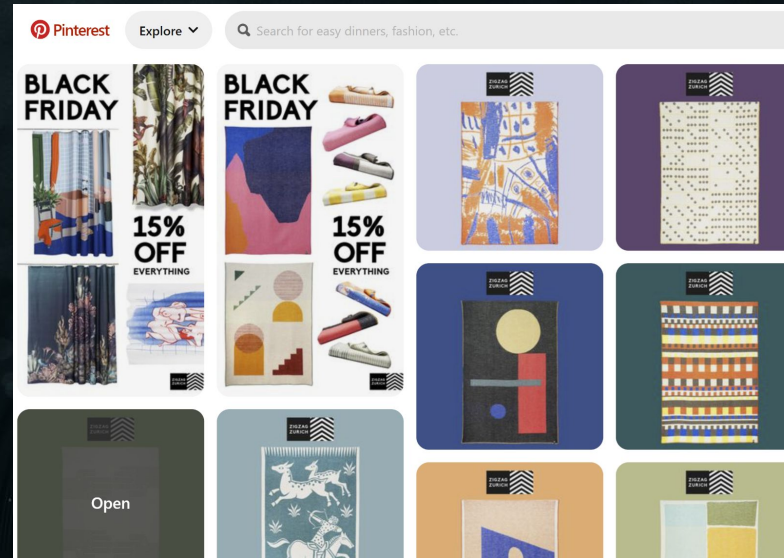
- **Standard Pins:** These are similar to regular pins but are promoted by brands. They can include a logo, link, short text overlay, and a detailed description.
- **Video Pins:** These ads are eye-catching and allow for more creative content, ideal for showcasing a range of products.
- **Carousel Pins:** These ads contain multiple images that users can swipe through, perfect for showcasing different product variations or uses.
- **Shopping Pins:** Directly linked to product catalogs, these pins facilitate immediate purchases, either within the Pinterest app or through external ecommerce sites.
- **Collections:** These ads feature a main image or video with secondary items, offering a comprehensive view of a product range.

Optimizing Pinterest Ads for Success

Targeting and creativity: Fine-tuned targeting and creative angles are crucial, especially for brands outside the traditionally popular Pinterest niches.

Ad placement: Ads can appear in user feeds based on browsing categories or in search results, targeting users actively seeking specific products.

Cost-effectiveness: Pinterest ad costs vary based on campaign goals, targeted keywords, and ad types. Brands can set maximum bids for engagement, click-throughs, or impressions.



ZigZag Zürich's Pinterest account highlighting their Black Friday offers among other bestsellers

Live Shopping Events

Live Shopping Events

With traditional cable TV viewership declining and social media platforms rising, live streaming offers DTC brands a novel way to engage with their audience.

Originating in China, where the live commerce market reached \$3.49 billion in 2021 and is projected to hit \$4.92 billion in 2023, livestream shopping blends the immediacy of live broadcasts with the convenience of online shopping.

This innovative approach has gained global traction, particularly during the COVID-19 pandemic, offering an interactive and immersive shopping experience.

Livestream shopping taps into psychological triggers

Social contagion: Peer influence and the desire to conform.

Parasocial Interaction: The perceived intimacy with influencers or celebrities.

Scarcity persuasion: Urgency created by limited availability.

Price Perception: The value associated with a product endorsed by influencers.

The key to successful livestream shopping is to be where your customers are. Popular platforms include:

- **Facebook Live:** Offers businesses the ability to stream on their pages and engage with followers.
- **YouTube Livestream:** Creators can schedule their products release within YouTube Studio and create anticipation around it.
- **TikTok Shopping:** Appeals to younger audiences with its creative and interactive format.
- **Instagram Live:** Similar to Facebook but caters to a different demographic.
- **Twitich:** Originally for gaming, now expanding to include shopping content.

Live Shopping Events

Strategies for successful livestream shopping include:

- **Optimal equipment:** Prioritize excellent lighting, crisp audio, and steady video quality.
- **Event promotion:** Market your livestream beforehand through diverse channels.
- **Product readiness:** Ensure your product pages are detailed with high-quality visuals and thorough descriptions.
- **Product showcasing:** Use the live setting to demonstrate and elaborate on your products.
- **Engaging content:** Maintain an entertaining and captivating stream.
- **Fostering connections:** Cultivate a personal touch and communicate your brand's ethos.
- **Performance analysis:** Leverage tools like Admetrics to gauge the livestream's influence on your sales.



Bog & idé, Denmark's largest bookstore chain uses live shopping to connect its online and physical stores. It puts a lot of effort into preparing live event scripts and selecting products, yet their events have a relaxed, fun tone that viewers respond to.

Influencer, UGC & Community Led Growth

Navigating Influencer Marketing

Understanding influencer marketing dynamics

Influencer marketing is pivotal, with 68% of brands engaging influencers across platforms like blogs, YouTube, Instagram, and TikTok.

The \$16.4 billion industry in 2022 leverages short video content popularity on social media. Thus, it's vital to effectively track revenue from influencer campaigns, moving beyond likes and shares.

Influencer collaborations

Follow these steps to effectively find, collaborate, and measure the impact of influencer partnerships.

Finding the right influencers

Identify Your Audience: Understand who your target customers are, their interests, and where they spend most of their time online. This insight will guide you in selecting influencers who resonate with your audience.

Research influencers: Select influencers whose values align with your brand, have a following within your target demographic, and exhibit high engagement rates, quality content, and audience trust.

Use influencer platforms: Numerous platforms and tools can assist in finding and vetting influencers, offering detailed analytics and insights into their audience and performance.

Structuring collaborations

Define objectives: Clearly outline what you aim to achieve with the influencer collaboration, whether it's increasing brand awareness, driving traffic to your site, or boosting sales.

Negotiate terms: Agree on the collaboration's scope, including the number of posts, type of content, posting schedule, and compensation.

Create a contract: Draft an agreement that covers all aspects of the collaboration, including deliverables, timelines, payment terms, and any legal considerations.

Leveraging UGC

User-Generated Content (UGC), including images, videos, text, and audio posted by users online, is a powerful tool for brands to build authenticity and engage communities.

Why UGC is particularly effective with Gen Z

Authenticity matters

Gen Z consumers crave authenticity. They prefer real, unfiltered content that reflects the diverse and inclusive world they inhabit. UGC naturally embodies this authenticity, as it showcases real people using products in their everyday lives.

Peer recommendations

Gen Z values the opinions and recommendations of their peers. UGC acts as a digital form of word-of-mouth marketing, where users willingly endorse and promote products they love and use.

Relatability

UGC often depicts scenarios and uses that resonate with Gen Z, making it easier for them to envision themselves using the products.

Interactive and engaging

Gen Z is more likely to engage with interactive and dynamic content. UGC encourages participation and content creation from users, creating a two-way interaction.

Maximize UGC for Gen Z engagement

Initiate campaigns encouraging content creation related to your brand, using hashtags for aggregation.

Feature this content across various platforms to enhance social proof and acknowledge creators.

Design campaigns centered around UGC, incorporating contests, challenges, or influencer partnerships that reflect your brand values.

Define KPIs like engagement, click-through, conversion rates, and ROI to gauge collaboration success. Post-campaign, assess performance against objectives and KPIs for insights into future influencer partnerships.

Mastering Video Scripting for UGC in DTC Marketing

Authentic, relatable, and engaging, UGC resonates deeply with audiences. The key to successful UGC lies in effective video scripting - a blend of strategic planning and genuine storytelling that reflects the voice of your brand through the lens of your customers.

Crafting the script: Balancing structure & spontaneity

Understand Your Audience: Begin by diving deep into your audience's interests, pain points, and preferences. This shapes a script that speaks to their desires and needs.

Set clear objectives: Is it to showcase product benefits, share customer experiences, or highlight your brand's values?

Incorporate storytelling: Encourage creators to share personal experiences that align with your brand narrative, making the content relatable and memorable.

Highlight key messages: Whether it's a unique selling proposition or a brand ethos, these messages should come across naturally in the UGC.

Encouraging creativity and authenticity

Empower Creators: Authenticity in UGC comes from real experiences and genuine emotions, which can't be scripted in detail.

Guidance on Visuals and Tone: Make sure the visual style and tone that align with your brand identity. Whether it's upbeat and fun or calm and soothing, the script should suggest the right vibe without dictating specifics.

Leveraging UGC for maximum impact

Multi-Platform use: Design your scripts to be adaptable across various platforms. Whether it's a short TikTok video or a detailed YouTube testimonial, your script should be versatile.

Call-to-action: Include a natural, compelling call-to-action. Whether it's visiting your website, checking out a new product, or joining a community, the CTA should seamlessly tie in with the content.

Measuring success: Establish metrics to measure the impact of your UGC. Analyze engagement, conversion rates, and feedback.

Real World Example: Eczema Honey Integrates UGC on their Landing Pages

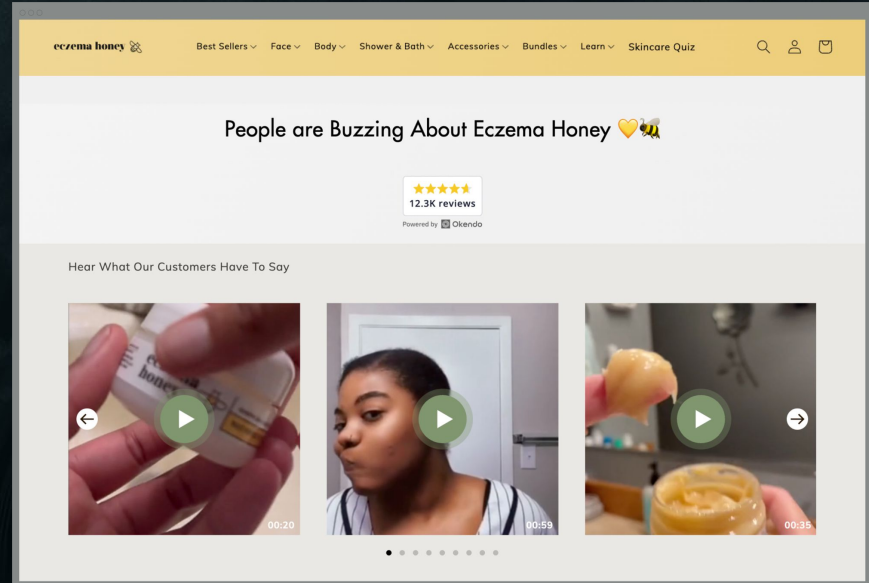
The US based DTC Eczema Honey has transformed their website experience around user generated content and highlights their customer stories with every occasion.

On their landing page, Eczema Honey places the Customer Reviews Carousel strategically just below the “Frequently bought together” section, featuring dozens of user-generated video content.

These reviews, coming from customers with a variety of skin types, effectively build trust by showing the product’s versatility and rapid effectiveness for everyone suffering from eczema.

The videos not only demonstrate the transformation users experience, from discomfort to comfort, but also offer a convenient shopping feature, allowing viewers to make purchases directly from the videos.

This approach has successfully boosted the overall store conversion rate (CVR) by 1% across all product pages on the website, according to ecommerce video platform Videowise.



Track Influencer and Affiliate Campaigns with Admetrics Data Studio

Track and analyze the performance of your influencer campaigns using **Admetrics Data Studio**, and make informed and strategic marketing decisions.

With Admetrics you can understand spend, sales, ROAS, and profitability of your influencer campaigns.

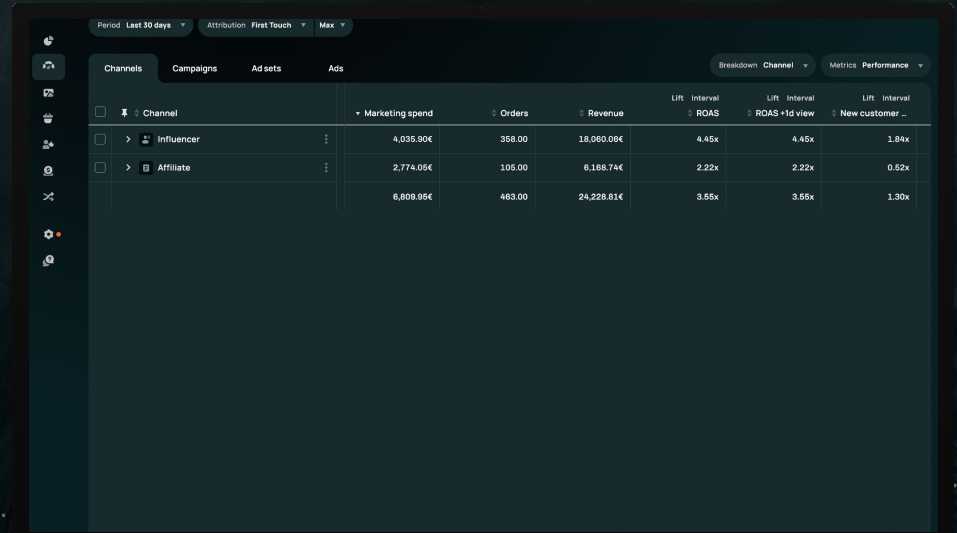
Accurately analyze and scale collaborations with influencers across different networks.

Track various channels, including affiliates, podcasts, or TV, and get a comprehensive view of your campaign's impact.

Based on this data you can evaluate the effectiveness of your campaigns and make data-driven decisions for future influencer collaborations.

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The screenshot displays the Admetrics Data Studio interface. At the top, there are filters for 'Period: Last 30 days', 'Attribution: First Touch', and 'Max'. Below these are tabs for 'Channels', 'Campaigns', 'Ad sets', and 'Ads'. A 'Breakdown' menu is set to 'Channel', and 'Metrics' are set to 'Performance'. The main table shows performance data for three categories: Channel, Influencer, and Affiliate. The columns include Marketing spend, Orders, Revenue, and ROAS (with sub-columns for LIFT and Interval).

	Marketing spend	Orders	Revenue	LIFT ROAS	Interval ROAS +1d view	LIFT New customer ...
Channel						
Influencer	4,035.90€	358.00	18,060.08€	4.45x	4.45x	1.84x
Affiliate	2,774.05€	105.00	6,168.74€	2.22x	2.22x	0.52x
	6,809.95€	463.00	24,228.81€	3.55x	3.55x	1.30x

Community-Led Growth for DTC Brands

Community-led growth is a strategy that emphasizes building and nurturing a community around a brand or product. This approach leverages the community's collective strength to drive brand awareness, influence product development, foster customer loyalty, and ultimately propel business growth.

By engaging and empowering the community, brands can create a loyal customer base that actively participates in and advocates for the brand, leading to organic growth and a stronger market presence.

The importance of community in DTC

Brand Advocacy: A strong community turns customers into brand advocates who promote your products organically.

Feedback and Innovation: Communities provide valuable feedback and ideas, driving innovation and improvement in products and services.

Customer Retention: Engaged communities enhance customer loyalty and retention, as members feel a stronger connection to the brand.

Building a brand community

Identify Your Core Audience: Understand who your customers are and what they care about.

Create Shared Spaces: Establish online forums, social media groups, or in-person meetups where your community can interact.

Encourage Interaction: Foster discussions, share insider news, and encourage members to interact with each other and the brand.

Engaging your community

Content Creation: Share content that resonates with your community's interests and values.

Exclusive Perks: Offer exclusive deals, early access to products, or special events to community members.

User-Generated Content: Encourage and share content created by community members to increase engagement and authenticity.

Community-Led Growth for DTC Brands

Leveraging community feedback

Product development: Use community feedback to inform product development and improvements.

Customer support: Provide support and address issues raised within the community promptly.

Measuring the impact of community-led growth

Engagement metrics: Track engagement within the community, such as active participation, content sharing, and discussion frequency.

Growth metrics: Monitor how community engagement translates into business growth, including referral rates, customer retention, and sales metrics.

Sentiment analysis: Assess the overall sentiment and satisfaction within the community.

Challenges and solutions

Scalability: As your community grows, find scalable ways to manage and engage with members.

Diversity and inclusion: Ensure your community is inclusive and represents a diverse range of voices and perspectives.

Consistency in engagement: Maintain consistent and meaningful engagement to keep the community active and involved.

Real World Example: Lululemon's Community-Led Growth Success Story

Lululemon, a leading brand in the athletic apparel industry, has achieved remarkable success through its innovative community-led growth strategy. This approach, known as the 'Power of Three', has been a cornerstone of their marketing and brand development.

- Brand Ambassador Program
- Content Creation
- In-store Events & Global Gatherings

Lululemon's community-centric strategy, deeply rooted in promoting wellness and healthy living, has been instrumental in its market success. By engaging influential fitness professionals as brand ambassadors and creating health-focused content, Lululemon has transcended being just an apparel brand to become a lifestyle advocate.

Their in-store and global events further foster a sense of community, enhancing customer loyalty and engagement. This long-standing approach has not only cultivated a loyal customer base but has also significantly contributed to Lululemon's dominance in the athletic apparel market.

WOMEN MEN ACCESSORIES SHOES LIKE NEW

Search

Community

Community is everything

While Vancouver, Canada, is where you can trace our beginnings, our global community isn't just where we are, it's who we are.

EXPLORE /
Explore
Discover all our community has to offer.

CONNECT /
Ambassadors
Discover how the Ambassador program elevates your community.

GROW /
Stories
By the people who inspire us, for living a life you love.

SWEAT /
Run guides
Chase your goals, from wherever you're at.

Creative Testing

Importance of Creative Testing

Prior to any marketing campaign, dedicate time for rigorous creative testing, including images, videos, headlines, and ad copy. Proactive creative testing is crucial for a successful campaign.

Below are key reasons underscoring the importance of testing for your initiatives:

Enhanced engagement

Testing allows you to identify which visuals, copy, and call-to-actions resonate most with your audience, fostering higher engagement levels.

Optimized performance

Through iterative testing, you can refine creatives that drive optimal click-through and conversion rates, maximizing the performance of your ads.

Informed decision-making

Data-driven insights garnered from creative testing empower you to make informed decisions on which creatives to push, ensuring efficient allocation of your advertising budget.

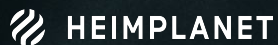
Reduced ad fatigue

Regularly refreshing and testing new creatives prevent ad fatigue, maintaining the interest and attention of your target audience.

Increased ROI

Investing in creative testing ultimately yields a higher return on investment, as it enhances the effectiveness of your ads, leading to increased sales and revenue during the sales period.

Customer Heimplanet



Testing Creatives Before Product Launch

We've been actively using the experiments and **Quantify** within **Admetrics** at Heimplanet. During a recent product launch, we extensively tested various creatives to identify which ones truly resonated.

The **experiments tool was invaluable in this process**. It allowed us to quickly pinpoint winning and underperforming ads, enabling efficient budget reallocation.

With Quantify, we could confidently conclude our tests without unnecessary extensions, as it provided all the data we needed to make informed decisions.

— **Jonas Gritzmann**
Marketing Manager



Learn how Heimplanet conducts pre-launch tests of their creatives and audiences, enabling them to find the best product launch strategies:

[WATCH VIDEO NOW](#)

Testing Creatives at Pace

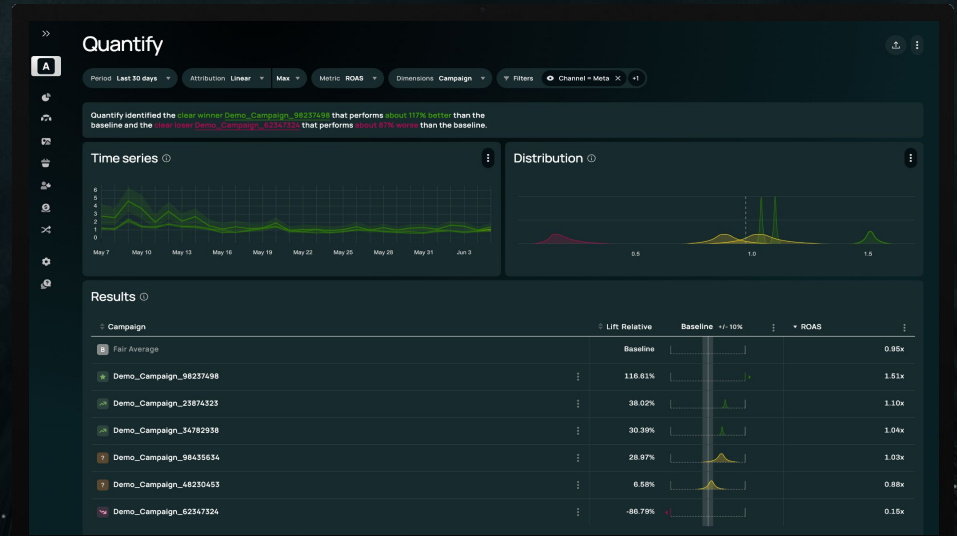
Admetrics Data Studio's integrated experimentation engine Quantify empowers marketers to accelerate testing and learning, and efficiently optimize campaigns, creatives, or landing pages.

Comprehensive analysis: Analyzes data from various sources, providing actionable insights and allowing testing of channels, campaigns, creatives, messaging, email copy, audiences, and bidding strategies.

A/B/n testing: Conduct experiments with multiple variants, testing different elements simultaneously.

Efficient and cost-effective: Achieve faster results with 60%-90% less data, saving time and budget, leading to quicker conclusions.

Data-driven decision making: Make informed decisions with credible performance data, eliminating guesswork.



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Leveraging accurate data & tracking

Tracking & Attribution Tooling

There's a variety of tracking and attribution solutions on the market. Here's what you should look out for in a solution:

Selection of attribution models

You should be able to seemingly switch and compare between single- and multi-touch models depending on your use-case.

Flexible attribution windows

Being able to limit attribution windows for specific use-cases is crucial. By default the tracked customer journeys should not be artificially limited, so also look out for unlimited attribution windows.

Ad-level and creative insights

Make sure you can analyze campaign, creative and ad-level data including all important KPIs, such as: ROAS, New Customer ROAS, POAS, CVR, AOV, or AOP.

Server-2-Server data passback

Ideally you should look for the ability to share the tracked data and customer journeys back to ad platforms like Meta, TikTok or Snapchat for improved ad efficiency.

Advertisement: If you are looking for a powerful tracking and attribution solution **make** sure to checkout **Admetrics**.

Leveraging Unified, Trustworthy Data for Measuring Ad Performance

Having a comprehensive overview of all performance metrics is non-negotiable for marketers aiming for effective ad scaling this year. This overview should be a reliable reflection of your advertising activities, updated frequently, ideally multiple times a day, to provide the most accurate insights.

Reliable data

Reliable data, updated multiple times daily, is vital for informed decision-making in advertising, especially for e-commerce and DTC brands where data informs everything from engagement to revenue

iOS 14+ privacy restrictions

The iOS 14 update changed data attribution, giving users more data control and advertisers less access. Adapting to these changes is crucial, and an accurate attribution tool to navigate this new landscape is essential.

Unified data

A platform consolidating all data provides a comprehensive campaign view, simplifying strategic planning and data management without switching between platforms.

Real-time insights

In digital advertising, frequently updated data is essential for real-time insights and responding to market and behavior changes promptly.

Precision in ad scaling

Accurate, unified data is crucial for scaling, offering clear insights into campaign performance, necessary adjustments, and optimal budget allocation, providing a competitive edge in data-driven marketing.

Challenges in Data Analysis

Missing trust

The inconsistency in data across various platforms, such as e-commerce platforms, advertising networks, and analytics tools, often leads to a trust deficit in the data. This discrepancy undermines the foundation upon which strategic decisions are made.

1

Manual efforts

The labor-intensive process of compiling reports manually and transferring data through copy/paste actions is not only time-consuming but also prone to human error, leading to inefficiencies and delays in actionable insights.

2

Poor data quality

The quality of data is frequently compromised by delayed reporting, inaccuracies in data entry, erroneous source data, and infrequent updates. These issues collectively degrade the reliability of data analysis, impacting strategic decisions.

3

Gaps & privacy restrictions

The challenges of ensuring complete customer journeys are exacerbated by privacy regulations and the spillover effects between channels, which introduce significant gaps in understanding customer behavior and preferences.

4

Silos

When Key Performance Indicators (KPIs) are managed within isolated team silos, it restricts both the availability and the visibility of critical data across the organization. This isolation hampers the holistic understanding of performance and opportunities for growth.

5

Overcoming Data Analysis Challenges

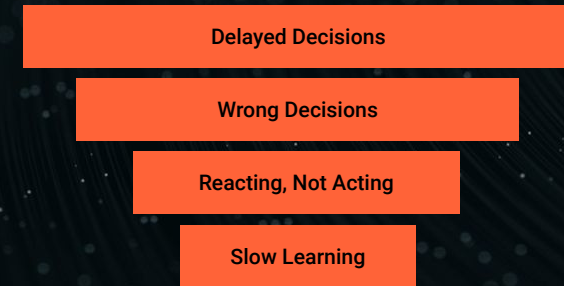
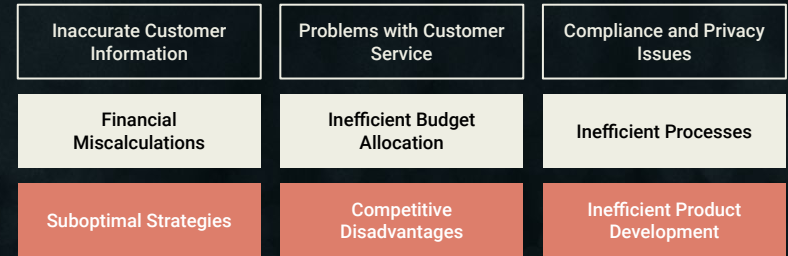
Relying on flawed or incomplete data not only wastes millions but also squanders immense potential

- Decisions are made too late
- Wrong decisions are made
- Teams react rather than act proactively
- Difficulties to implement agile testing and learning

Optimal performance is only achievable when teams can access clean data to make decisions at pace.

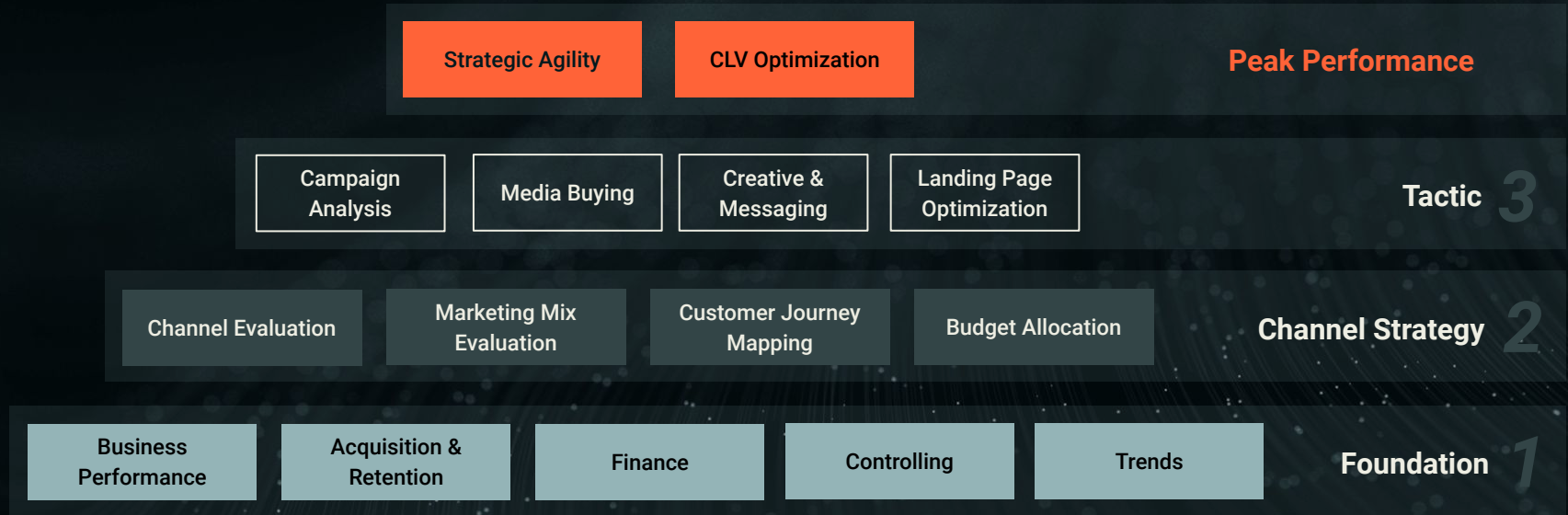
Beyond financial losses

The repercussions of decisions based on inaccurate data extend beyond financial losses, affecting brand reputation, customer satisfaction, and long-term profitability. It's a death spiral.



Reaching Peak Performance as Marketing Team

Marketing teams, that have access to accurate and up-to-date data, and can answer questions from all 3 layers, are able to reach **Peak Performance**.



The Importance of a Central Source of Truth

The critical role of accurate, high-quality data

As the e-commerce landscape is characterized by a privacy-first approach and the proliferation of diverse sales channels, the establishment of a **central source of truth** for marketing insights has become indispensable. Having a unified repository of data serves as the bedrock for **informed decision-making and strategic planning** in e-commerce marketing.

The necessity of a unified data warehouse

With consumer touchpoints scattered across various platforms—from social media to online marketplaces—the need for a centralized data hub cannot be overstated. This central source of truth transcends traditional data silos, offering a comprehensive view of marketing performance and consumer behavior across all channels.

Advantages of a central source of truth

Faster decisions: Centralized data equips the team with the tools to make swift, informed decisions.

Acting, not reacting: Proactive strategy development, instead of reacting—enhancing agility.

Data-driven agility: Unified data promotes agile, precise marketing adjustments.

Rapid testing and learning: Consolidated data accelerates experimentation, learning, and evolution.

Peak team performance: Optimal resource allocation and cross-channel synergy boost operational efficiency and impact.

How Data-Driven E-Coms Bring Everyone on the Same Page



Setup Admetrics in 15 minutes and Bring Your Whole Team on the Same Page

admetrics Peak Performance

Foundation 1	Channel strategy 2	Tactic 3
Holistic Dashboards ✓	Customer Journey Insights ✓	Customer Journey Tracking ✓
All KPIs at a Glance ✓	Channel Attribution ✓	Granular Reporting ✓
All Sales Channels ✓	Budget Allocation ✓	Attribution Modeling ✓
Customer Segmentation ✓	Marketing Mix Modeling ✓	Creative Reports ✓
Product-Analysis ✓	Surveys ✓	Affiliate/Influencer Reports ✓
New Customer Analyses ✓		A/B Testing ✓
Retention-Analysis ✓		

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Make Better Decisions. Everyday.

Thank you for exploring our comprehensive Digital Marketing Guide for DTCs: Mastering Social Media Ads, Influencer Collaborations & UGC. We trust that the insights and strategies shared will empower your DTC brand to maximize sales and engagement this shopping season.

We invite you to implement this playbook, strategies, and measurement with Admetrics Data Studio.

All your data in one place, enriched with state-of-the-art tracking and attribution so you can start making better decisions today. **Everyday.**

Admetrics is the central source of truth for hundreds of DTC brands that want to know better.

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