

ENTERPRISE · PAID MEDIA · FRAMEWORK OVERVIEW

The Jump Digital Paid Performance System™

How we think about paid media differently — and why most campaigns leave significant revenue on the table.

THE JUMP DIGITAL PAID PERFORMANCE SYSTEM™

01	Demand Capture Architecture™ We map your entire addressable search landscape before spending a dollar. Every campaign is built on intent signals, not assumptions.
02	Conversion Velocity Framework™ Traffic without conversion infrastructure is just burn. We engineer the full path from click to closed deal before a campaign goes live.
03	Signal Intelligence Layer™ First-party data, offline conversion imports, and enhanced tracking give us the signal clarity most agencies never achieve.
04	Bid Efficiency Engine™ Automated bidding only performs when fed quality conversion data. Our engine is built to feed the algorithm what it needs to drive CPL down over time.
05	Revenue Attribution Model™ We connect ad spend directly to closed revenue — not just leads. Every dollar is traced to its downstream business impact.
06	Compound Growth Protocol™ Monthly optimisation cycles that compound performance gains. Campaigns managed by Jump Digital improve every month.

SIGNS THIS IS AN ISSUE FOR YOUR BUSINESS

- Spend increasing but cost per lead is not dropping — the campaign has plateaued without expert intervention.
- Leads arriving but sales team says quality is low — a targeting and funnel alignment problem, not a sales problem.

- No visibility into which campaigns are driving revenue – conversion tracking gaps leave you flying blind.
- ROAS declining month-on-month as auction competition increases and creative fatigue sets in.

The Difference Is in the Data Infrastructure

The gap between average and exceptional paid media is not creative. It is the quality of conversion data, the depth of audience architecture, and the consistency of optimisation cycles. These are not things most businesses can build alone.

SEE WHAT YOUR CAMPAIGNS COULD BE GENERATING

Book a paid media strategy session. We will audit your current setup and show you exactly what is holding performance back. jumpdigital.com.au/contact

Book a strategy session at jumpdigital.com.au/contact