



Future-Proof Forum '26

Growth, AI, & The
New Performance Era



*Francisco Maldonado,
Chief Growth Officer of Fenyx*

He has two decades of experience harnessing data to scale revenue and drive growth.

He has driven growth across +20 countries for startups, top fintechs and Fortune 500 leaders. His track record includes AT&T, Ferrari, Tony Robbins, Apex Trader Funding and Kardia Guard.

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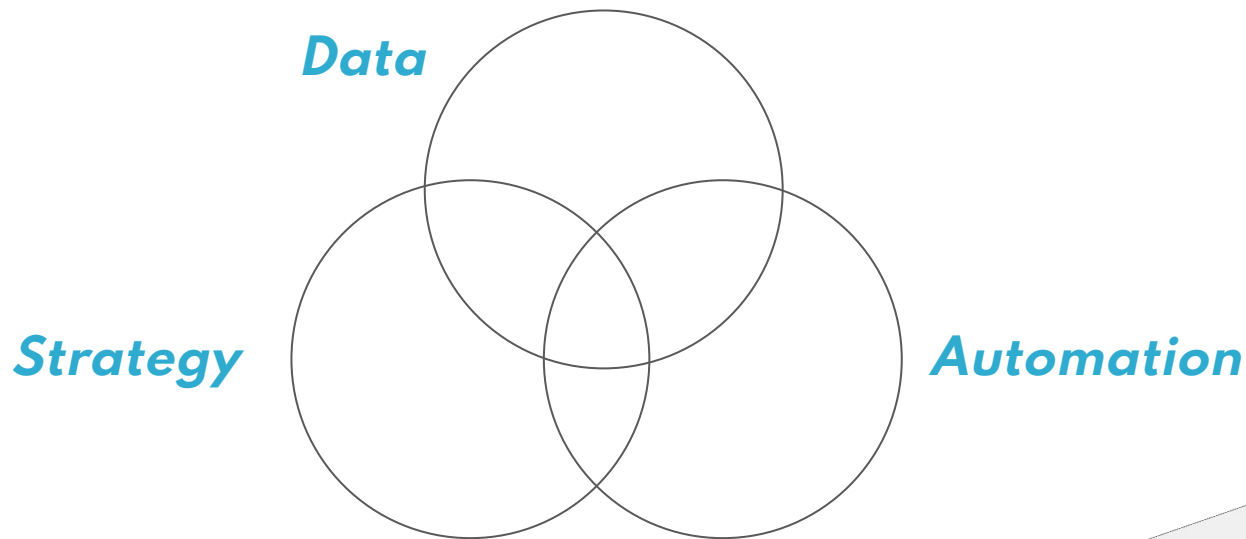
The New Growth Blueprint

Three Proven Shifts to be a Future-Proof Brand

Measurement, Optimization, Predictive Analytics



Growth Pillars



Growth Vocabulary

- + Growth Drivers
- + Growth Engine
- + KPIs

- + Data Agnostic
- + Product Market Fit
- + Critical Mass
- + Multivariate Testing
- + Statistical Significance

- + Performance Branding
- + Performance Creative
- + Creative Optimization

And So Many More...

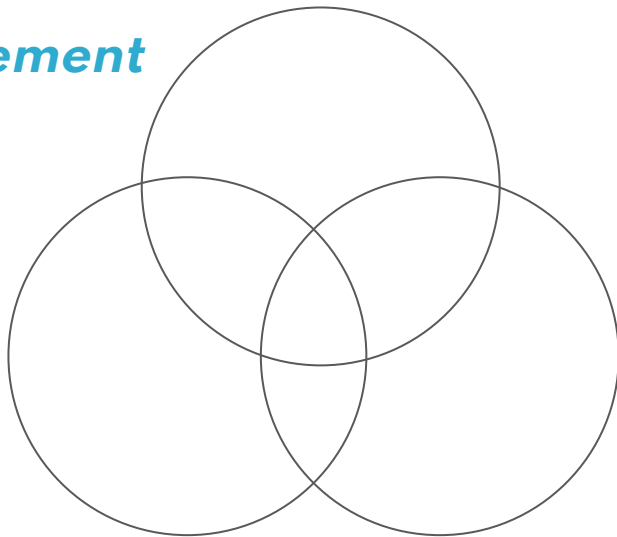


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The New Growth Blueprint

Measurement

*Optimization
for Creative*



*Predictive
Analytics*



Shift 1

Measurement

From Last-Touch Silos to Full-Journey Visibility

Shift 1

Measurement

From Last-Touch Silos to Full-Journey Visibility

Core Question

"Are we measuring the journey or just the transaction?"

Healthy Point of View

You can't optimize what you can't see.

Shift 1 / Measurement

The Shift (From → To)

From
Last-Touch Silos

To
Full-Journey Visibility

Practical Action

Map key engagement micro-events across the entire funnel to make full customer journey impact measurable.

Google Analytics & Ads

Leverage **GA4 Key Events**, **Data-Driven Attribution**, and **Enhanced Conversions** for cross-channel tracking.

Links via Email Available

Micro-Moments Since 2015



Shift 2

Optimization for Creative

From Big Idea Concentration Risk to Scalable Creative

Optimization for Creative

From Big Idea Concentration Risk to Scalable Creative

Core Question

"Are we placing our entire budget on a single 'BIG idea', or identifying creative that actually drives bottomline results?"

Healthy Point of View

Putting your entire creative budget into a single campaign isn't strategic—it's high concentration risk. Testing creative as you scale protects your investment and gives you a higher probability of healthy ROI.

Shift 2 / Optimization for Creative

The Shift (From → To)

From
Single 'Big Idea'
Campaign Bets

To
Scalable Creative Testing

Practical Action

Validate headline, message, and visual variations at micro-budget to identify top-performing outliers before scaling spend.

Google Ads

Deploy **Asset Group Variations, Responsive Ads Experiments, and Real-Time Asset Reporting.**

Performance Creative

Performance Branding



Split **A/B** Testing Isn't Enough Anymore

There are at least 15 total testable elements for Creative Performance

Element Category

Copy

Creative / Content Elements

- + Headline / Hook
- + Micro-copy
- + Call to Action (CTA)
- + Body Copy
- + Social Proof / Reviews
- + Value Proposition
- + Offer / Incentive
- + On-Screen Text Captions

Definition

Written text elements across ad assets, UI, and landing pages that communicate value, reduce friction, and direct user actions.

Element Category

Creative / Content Elements

Definition

Visual

- + Hero Image / Primary Visual
- + Color Palette
- + Typography & Font Weight
- + Ad Format & Aspect Ratio
- + Page / Layout Structure
- + Pacing & Edit Cuts
- + Thumbnails & Cover Frames

Graphical, structural, and aesthetic components that form the sight-based hierarchy, layout, framing, and visual flow.



Shift 3

Predictive Analytics

From Rearview Reporting to Predictive Data Bidding

Predictive Analytics

From Rearview Reporting to Predictive Data Bidding

Core Question

"Are we optimziing based on yesterday's transactions or tomorrow's customer value?"

Healthy Point of View

Advertising algorithms are only as strategic as the data you feed them. Anticipating customer value turns media spend into a revenue driver rather than a cost center.

Shift 3 / Predictive Analytics

The Shift (From → To)

From
Rearview Reporting

To
Predictive Value Bidding

Practical Action

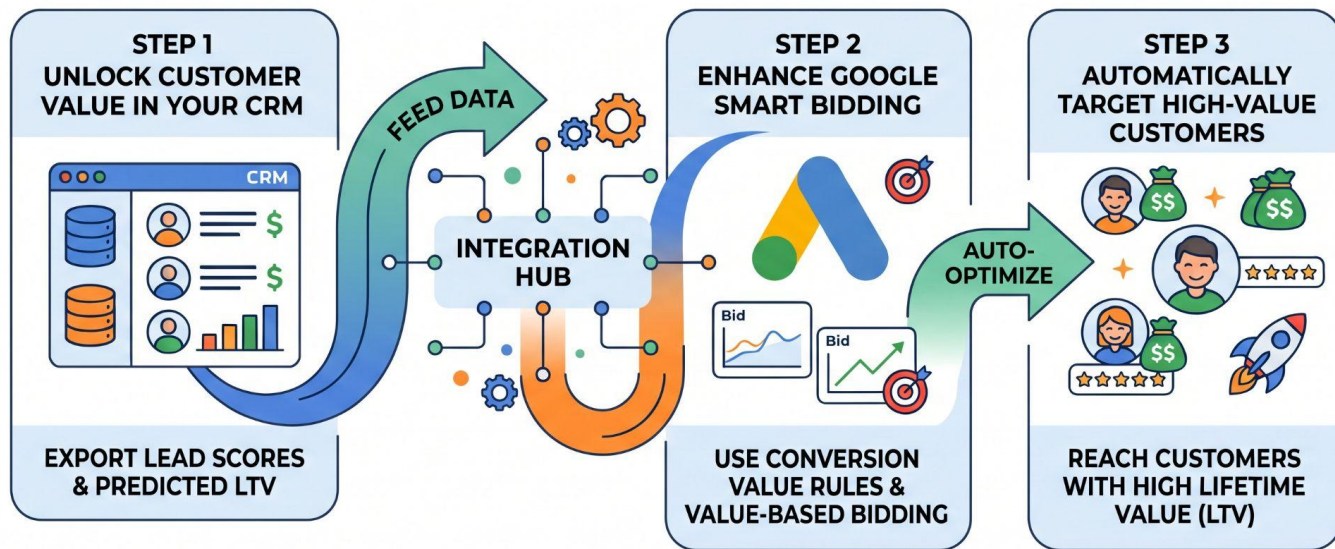
Feed CRM customer signals into Google Ads to calculate predicted Lifetime Value (pLTV) and auto-optimize bids toward high-value leads.

Google Ads

Feed CRM lead scores and predicted LTV directly into Google Smart Bidding to auto-target high-value customers.

Links via Email Available

Shift 3 / Predictive Analytics



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How will your brand harness
this next **era of growth?**



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