

Hello Audience

Paid Ads in 2022 / 2023

Welcome

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Shall we?

Should I?



The world has changed in
the last 13 years and so
should your approach

Should I?



What did 2009 look like?





Happy
Birthdays

4







Should I?

In 2009



32%

of Americans have used a cell phone or Smartphone to access the internet for emailing, instant-messaging, or information-seeking.

<https://www.pewresearch.org/internet/2009/07/22/mobile-internet-use-increases-sharply-in-2009-as-more-than-half-of-all-americans-have-gotten-online-by-some-wireless-means/>

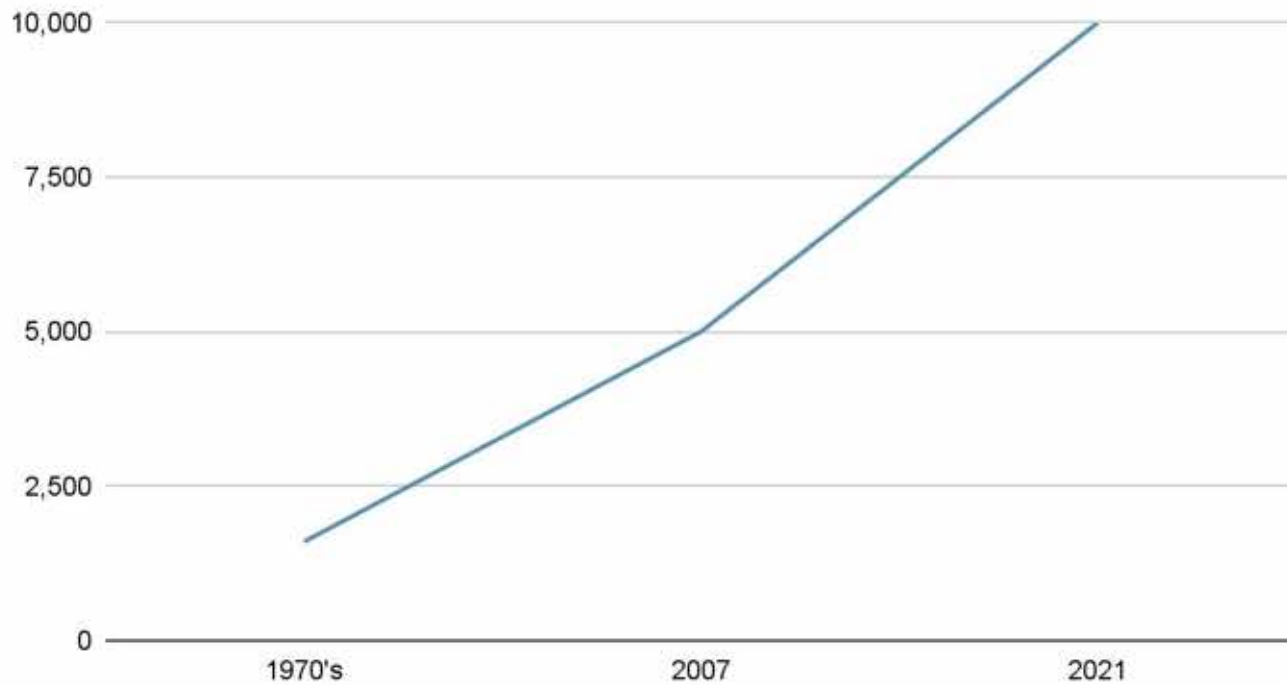
The average screen time in the UK stands at 3 hours 23 minutes per day

<https://elitecontentmarketer.com/screen-time-statistics/>

An average user spends two
and a half hours daily on
social media in 2022

<https://elitecontentmarketer.com/screen-time-statistics/>

Ads per day



History Repeats Itself – (1981 – 1982)

600 companies
16 industries

McGraw Hill (1980 - 1985)

256% higher sales
post recession

History Repeats Itself – 2008

27% drop in advertising

3.5 x more visibility

Thrive, don't survive

—

eBay: Stronger as One



History Repeats Itself – 2022

Marketing
data



How to?



Smart Practices

How to?



Machine Learning



How to? Performance Max

A performance max campaign is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign.

Google are seeing
an average
increase of

13%

Of total
incremental
conversions

https://ads.google.com/intl/en_uk/home/resources/performance-max-campaigns/

How to? Performance Max



36–68%

of total conversion value
came from branded
terms

17–56%

of spend was allocated
to shopping placements

How to? Cross-channel Reporting



Cross-channel
data-driven attribution
modeling

The Future?



Top Social Trends

Digital Diligence: Online is the next frontier for sustainability.

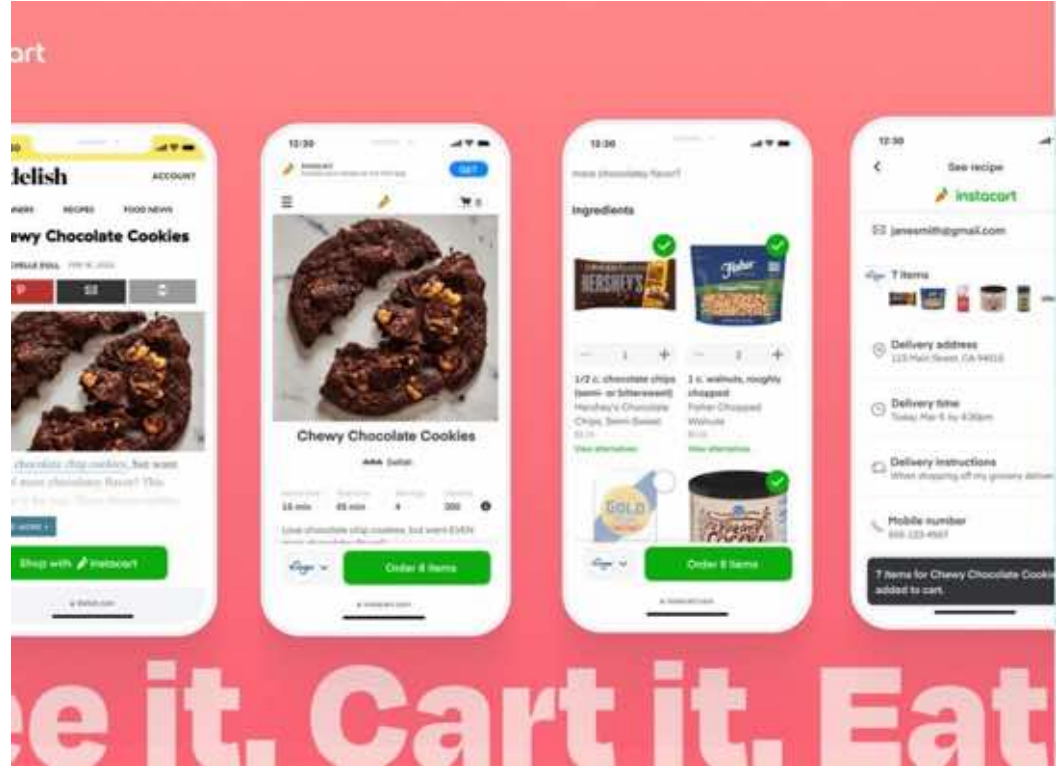


How can the digital products and services you offer (and consume) be less harmful to the environment?

Example: Energy company Dalkia adds 'delete by' dates to social media posts.

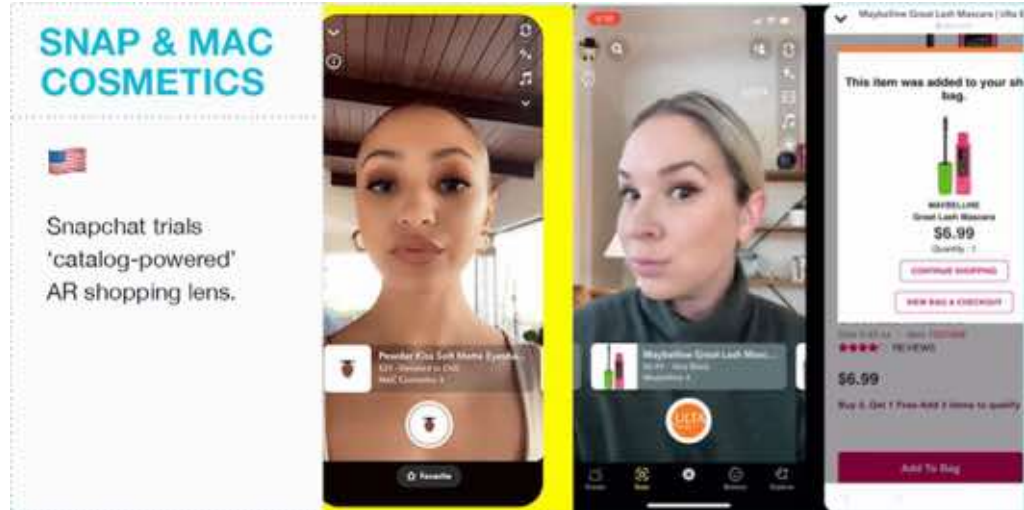
Social Commerce

Instacart created recipe videos with a CTA putting all the required items straight into the shopping basket – removing the friction of having to select items.



Thinking outside the box: MAC

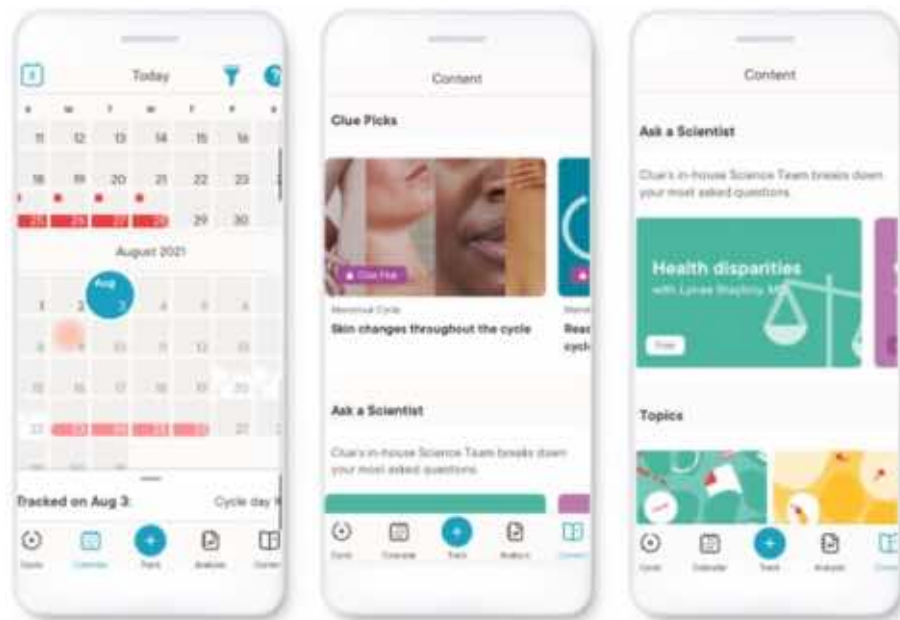
MAC trialed a campaign whereby users of Snapchat could try on different shades of lipstick via a filter and purchase it in the Snapchat app.



Thinking outside the box: L'oreal

L'oreal teams up with Clue, one of the world's largest period-tracking apps by global rankings.

L'Oréal plans to utilise data from the app to co-create in-app skin-care advice content related to hormones.



**Thanks for your time. Please get
in touch with any questions**

Noble Digital Performance

+44 (0)117 251 0073

hello@nobleperforms.co.uk

nobleperforms.co.uk

