



*PERFORMANCE
DISPLAY MARKETING*

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*Smart fixes
that will boost your performance results*

criteo.

What separates a really successful performance campaign from the rest? Here, we've assembled some of the simplest and surest ways to get the ROI you want from your next campaign and avoid the most common - and costly - pitfalls.

Why performance display?

Ad spend on programmatic advertising continues to soar. Analysts project 2015 growth of 28% to \$36B in total spend. Performance display represents a significant portion of that market because it provides advertisers with a remarkably efficient and measurable way to drive sales from both new and existing customers.

Because performance display ads must drive sales, top performance display vendors utilize cutting edge technology to deliver results. Your business will benefit from a user-centric approach, pay-for-performance billing, and reach across all desktop and mobile devices.



\$19bn in post-click sales don't lie

Here at Criteo, we've seen it all. The Criteo engine has powered performance display campaigns for thousands of advertisers around the world, so we have years of data and experience related to what works, what doesn't, and where advertisers often get sidetracked. We also know the smartest ways to turn ordinary results into extraordinary performance.

In this guide, we share some of the most common errors brands make - along with tips to avoid them and top moves you should make to drive maximum performance.

If you're new to performance marketing, this guide will get you off on the right foot and maximize your initial performance. If you are already running performance marketing, you'll find useful tips that can be directly applied to existing campaigns.

Ready?
▶▶▶ LET'S GO!

The Criteo Top 5

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#1

Tone up your goals

Defining success is a vital to achieving it
What does ROI look like for your business?
What specific KPIs matter most to you?



To identify the right ROI target, test
campaign volume elasticity at different ROI
levels - i.e., how much revenue can the
campaign generate at \$5, \$7 or \$10?



Your KPIs and bidding strategy depend on
how much you are willing to pay to drive
a transaction from different types of site
visitors. Acquiring a new-to-file customer
will be more expensive than re-engaging
an existing customer, so adjust budgets and
targets to have one ROI per type of user.



Tip

Track the percentage of new-to-file customer transactions by source of traffic.

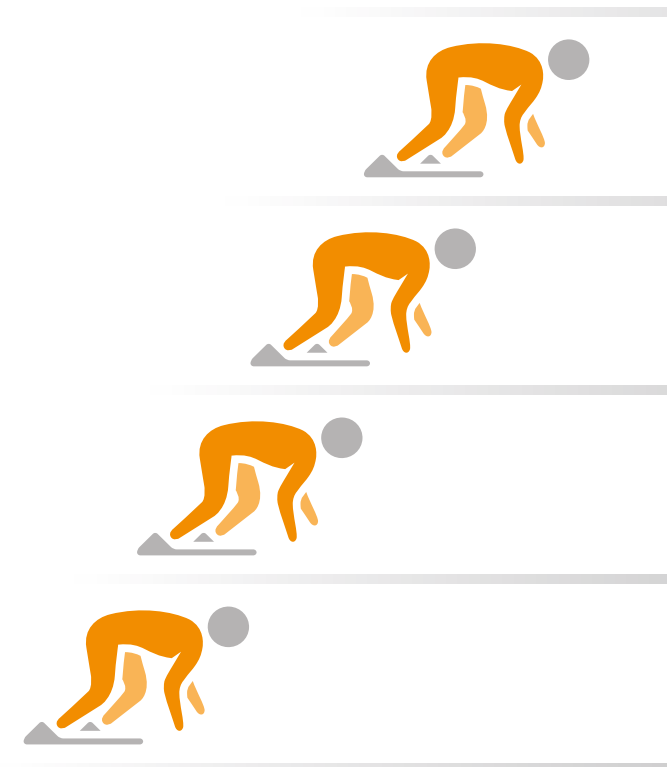
#2

Put people over placements

The best media plans don't focus on inventory, they focus on users. Examine every inch of your data to capture everything you can about your customer's purchasing behavior and journey.

- ? What's the average time between first visit and conversion?
- ? How many paid-for clicks are there per conversion?
- ? What's the bounce rate at each stage of the funnel?
- ? What's the average frequency of purchases from repeat customers?
- ? What's the rate of sales from new customers per channel?

»»» **Follow the user, and you find the conversion**



Tip

Understanding the customer journey may lead you to reassess how you attribute conversions. Test "second view" models, such as how much assisted/supported revenue (non-deduplicated) is generated against the last click revenue on every channel. That analysis will help you determine which channels you are over-valuing or penalizing.

#3

Smarten up your data

Data without insight is just ... data. Asking the right questions is key to getting the most out of your data resources, especially when there is so much information available.

Be prepared to lean on your ad tech partners for actionable, detailed insights.



Smart data = smarter decisions.



Tip

Consider enlisting in-house data analysts to challenge the data set and ask the right questions to convert data into actual business intelligence. Good analysts will pay for themselves many times over.

#4

Don't settle for junk

Premium inventory matters. It allows you to reach users that run-of-the-mill inventory can't and gain advantage over your competition. And don't just assume you're getting premium placements.

Ask your vendors how they buy and sell premium inventory, which RTB platforms and exchanges they work with, and whether they have direct relationships with publishers.



Banish the bots! Bot traffic generates artificial ad impressions and visits. Be sure your vendor has measures in place to prevent it. Direct relationships with publishers can protect your brand from bidding wars and fraudulent ad placements.



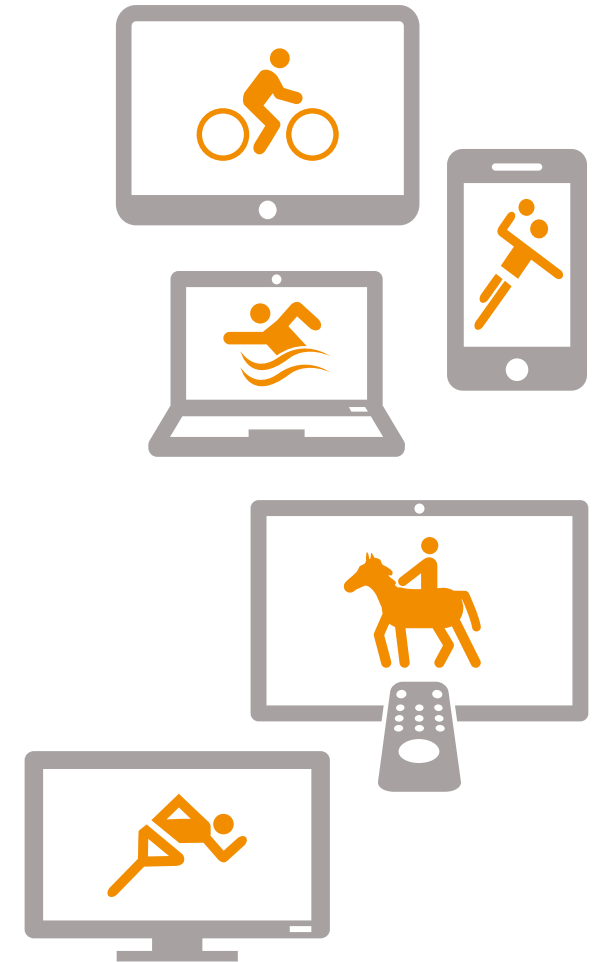
#5

Cure your mobilephobia

Your audience is spending more and more time on tablets and smartphones, so your display campaigns must be optimized for mobile, and your campaigns must span across devices.

To ensure your ads are compatible with all devices, use HTML banners vs. Flash, which can't run on Apple technology.

Ask your vendor to break down your traffic per device type so that you can cross-reference it with your own site traffic split. If you don't optimize for cross-device, your display campaigns will be siloed - and your performance will suffer.



Tip

Unlike Walled Gardens, open-source cross-device solutions provide access to the entire population of internet users. Verify that your cross-device solution is not artificially constrained by a dependency on a Walled Garden. Your share of sales from mobile devices is likely to approach your share of traffic from mobile devices, so carefully consider the share of sales from mobile devices send from each performance display vendor. It is likely that you will unveil a strong correlation with the overall performance they deliver for you.

Choosing a vendor? What to look for.

- »»» Awesome technology so the machines do most of the work.
- »»» Rich reports so you can visualise data and turn it into action.
- »»» Rigorous privacy standards and policies to ensure a positive user experience that protects your brand.
- »»» Reach across prime inventory and direct publisher relationships to broaden your audience exposure.
- »»» Results! Test two or three vendors for each type of campaign (branding, prospecting, and retargeting), then run test campaigns for one to two months. A cookie split (retargeting) and/or via exclusion pixels (prospecting) is a good methodology.



Make your next campaign your best ever



Performance display marketing is increasingly considered the go-to channel for marketers. It lets you target new customers or re-engage past site visitors at scale, using ROI-driven metrics. It has it all – if you do it right



Every campaign is different depending on your goals and the data points available to guide optimization. However, if you set specific goals, focus on the user, demanding smart data and premium placements, and embrace mobile, you are setting yourself up for success in performance display marketing.



And, of course, choosing the right partner helps. But regardless of the vendor you work with or the type and size of your campaigns, these guidelines will help you achieve your goals faster and more cost-effectively.



Now, get out there and perform!

[Get Started](#)