

# ACCELERATED DISRUPTION

ALTERING THE PERFORMANCE  
MARKETING ECOSYSTEM

## By the end of this session you will...

1

Know the key challenge areas for the industry and agencies

2

Know how to prepare yourself for an attribution nightmare

3

Know how agencies will survive in a post-manual bidding era

4

Know the best way to ensure your agency partnerships flourish

## 1. INTRODUCTION

## 1. KEY AREAS

a. ATTRIBUTION

b. AUTOMATION

c. PARTNERSHIPS

## 1. TAKEAWAYS







Media buying

A collection of logos for various advertising and media buying platforms. On the left, there are logos for Microsoft Advertising, Search Ads, and amazon advertising. In the center, there are social media logos for TikTok, Pinterest, LinkedIn, Twitter, Facebook, and Instagram. On the right, there is the Google Ads logo.

The logo for INCUBETA, featuring a stylized circular icon with two diagonal lines and the word "INCUBETA" in a bold, sans-serif font.



Product development

Logos for product development partners. On the left is the logo for "BY BUY BYE" (a stylized 'b' followed by the text). On the right is the logo for "seamless search by INCUBETA" (the text "seamless search" in a stylized font with "by INCUBETA" underneath).

The logo for ADDESU, consisting of the word "ADDESU" in a bold, blue, sans-serif font, enclosed in a rounded rectangular frame with a pink border.

Role of performance media agency is to maximise return across  
**Google, Amazon, Facebook, Apple** and others

The last five years have been a period of accelerated change driven by  
changes in **regulation, technology and communication**

This has impacted **control and visibility**, causing everyone to reevaluate  
their role

These changes have been seen in three key areas

- **ATTRIBUTION** --
- **AUTOMATION** --
- **PARTNERSHIPS** --

## 1. INTRODUCTION

### 1. KEY AREAS

a. **ATTRIBUTION**

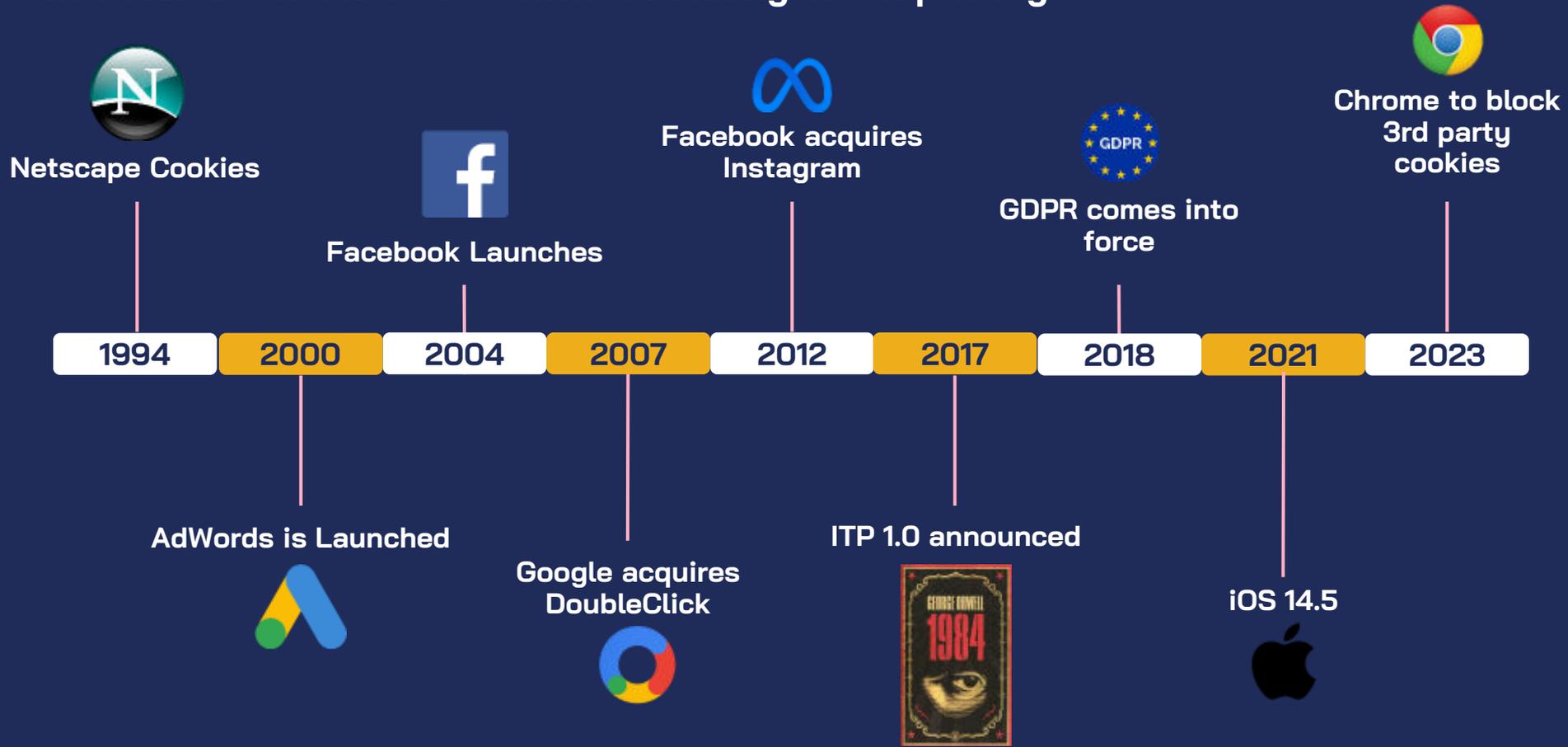
b. AUTOMATION

c. PARTNERSHIPS

### 1. TAKEAWAYS



Can't talk about attribution without talking about privacy



## COMPLEXITY



Industry regulations, anti-tracking browsers and walled gardens

All making a true picture of the customer more difficult

## RELIABILITY



With no view of the customer, the data we have on campaign success is no longer clear

Back resorting to econometrics and utm parameters

## DECISIONS



With data less reliable or even completely useless, making decisions becomes more difficult

The value of an agency is now difficult to measure

# ATTRIBUTION: Problems

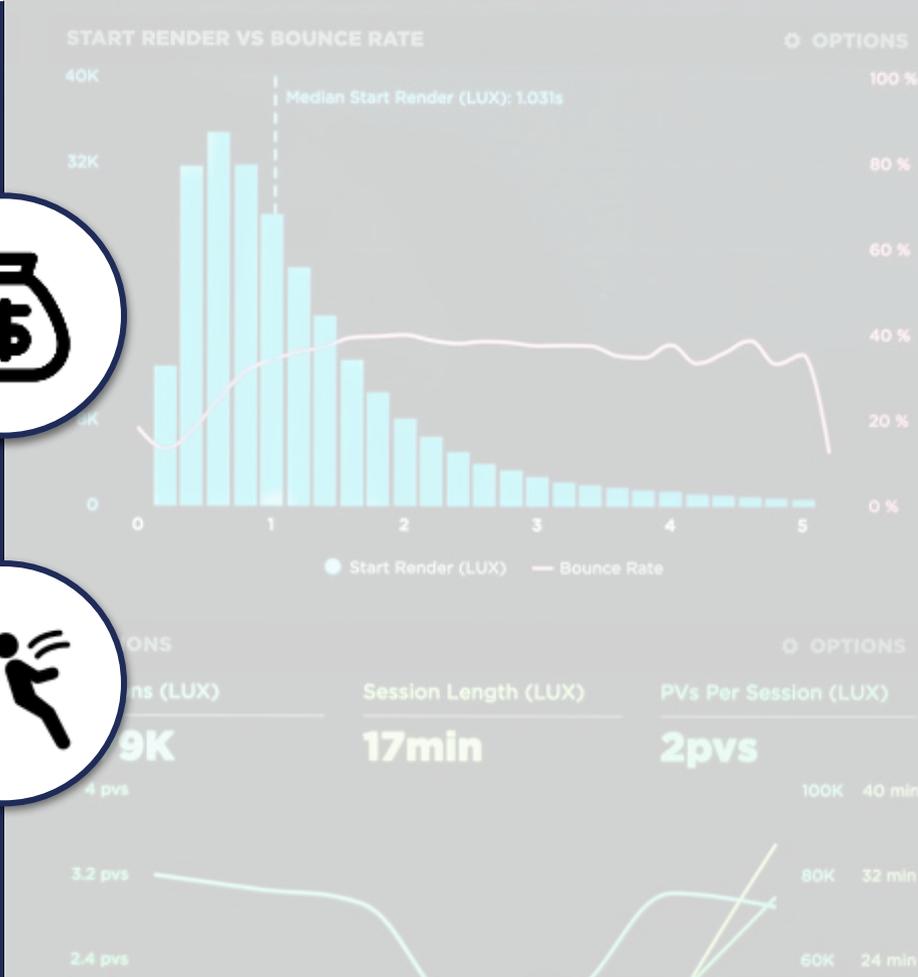
## Strained Budgets

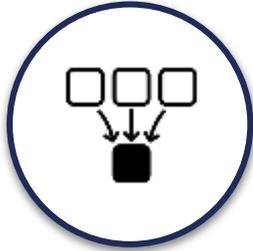
- Budget being diverted to find new attribution solutions
- Proof the budget is working is hard to come by



## Strained Trust

- Spending time proving value, rather than delivering
- Proof is coming in so many forms, causes confusion





## Unified ID

Looking progressively more unlikely as a solution with so many players. More likely to become even more fractured



## In-house team

Ideal solution, however, is clearly a more expensive solution to proceed with. Likely that the best position is to move with a hybrid approach of Independent advisor and in-house team



## Independent Attribution

Maintain a partner that is not influenced by your media budgets. Therefore can remain independent in making decisions about success and failure of media

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Six years ago most automation was rule based, but no longer



## Ad Platform Automation

All ad platforms now offers automation that promises to deliver better ROIs.



## External Bid Automation

Aimed at solving problems outside of what the key ad platforms see as beneficial



## Analysis & Reporting

Aimed at complementing your marketing strategies, giving deeper insight than is available from campaigns

1.

## TRADE OFF

Automation often leads to **reduced insight** into your campaigns, as the technology developers look to keep their secret sauce secret

2.

## MEASUREMENT

The value is often reported within the 'walled garden' it was optimising, and thus **does not factor in the wider customer journey**

3.

## VALUE

Agencies always strive to prove value, but with **less data and less control** this becomes increasingly difficult to do



## Wider Value

Agencies must offer wider value to their clients.

- (1) Be more strategic in their thinking
- (2) Develop complementary Tech



## Testing

There is new automation tech on the market every day. It can seem overwhelming; however, never stop testing the technologies



## Independent Advisors

Work with an independent advisor that can help you select and work with the best in class. Whilst this is a cost, it will save you time and money in the long run as focus can be pushed back on media spend.

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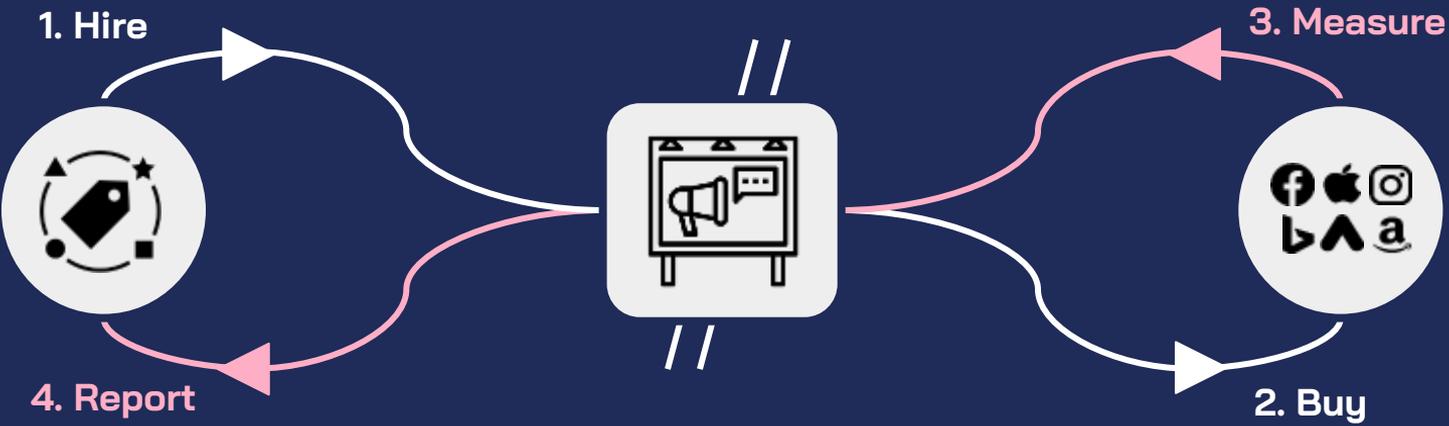
c. **PARTNERSHIPS**

## 1. TAKEAWAYS





## The blocker of Trust



**Advertisers**

**Media Buyer**

**Ad Platforms**

**Agility**

**Transparency**

**Measurability**

Being able to quickly and simply test new partners is not possible due to long term contracts

A lack of transparency or a perception of it, due to where the knowledge is sat

Siloed reporting is often misleading & overstates the channel performance



## **In-house Team**

Bringing the whole thing in house, does not really solve the problem. It is more a solution to avoid the problem. The likelihood is that you will still have to work with specialists in some form



## **Pick Wisely**

Work with a trustworthy agency and get quotes. You will still be left with situations where trust will break down as mistakes are made. Having reassurance of others, always helps.



## **Independent Advisors**

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1

Key challenges agencies face are in **Attribution, Automation** and **Partnerships**

2

Unified ID is not coming anytime soon, so ensure you have talented analysts and independent **attribution** partners

3

Agencies must prove value beyond media buying as **automation** eats away at visibility and control

4

Working with an independent advisor will help your **partnerships** flourish, by giving you back time