Audience Validation & Retargeting

in a Post-iOS 14.5 World

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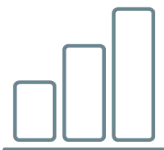
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Agenda

About FINCH

12 Years growing Brand in eCommerce

$1.25B Annual Client Revenue Generated

$100M Annual Ad Spend Under Management

Global organisation based in **Salt Lake City, Utah**

Global Headquarters
Salt Lake City · USA

UK/Ireland Office
Dublin · Ireland

DACH Office
Munich · Germany

Nordics Office
Oslo · Norway

APAC Office
Manila · Philippines

Over **185 Clients** in **12 Countries**

Strategic **Partnerships**

PREMIER Google Partner

Microsoft
MICROSOFT ADVERTISING
Elite Channel Partner

amazon ads

Meta Business Partner

theTradeDesk

What do we do?

FINCH Platform

Finch's eCommerce Growth Platform includes:

- Custom 12-Month **Growth Plan**
- Multi-channel data dashboard with **customizable reporting**
- Team and **project management software**
- **Automated campaign optimization** through proprietary and external technology

FINCH Expertise

Finch's industry-leading experts provide:

- **Domain expertise** that covers your entire growth journey
- Agile, high-level **strategies** developed from your data and backed by industry trends
- Up-to-date **insights** to bolster your in-house team.

amazon   Google   theTradeDesk   Microsoft Bing   yahoo!   facebook   Instagram   TikTok   Pinterest

How brands are growing with **FINCH**

Digital Marketing In-House

Cross-Channel Growth

Single Platform and Approach

Read more.

Read more.

Read more.

Brands we've helped to grow

Nice to meet you!

ALEX KENNEDY
Global Display Specialist
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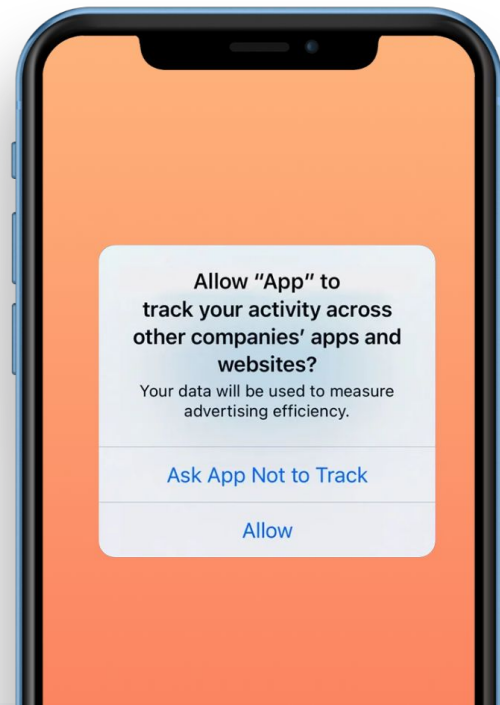
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The Challenge

Retargeting on Social Media Post-iOS 14.5
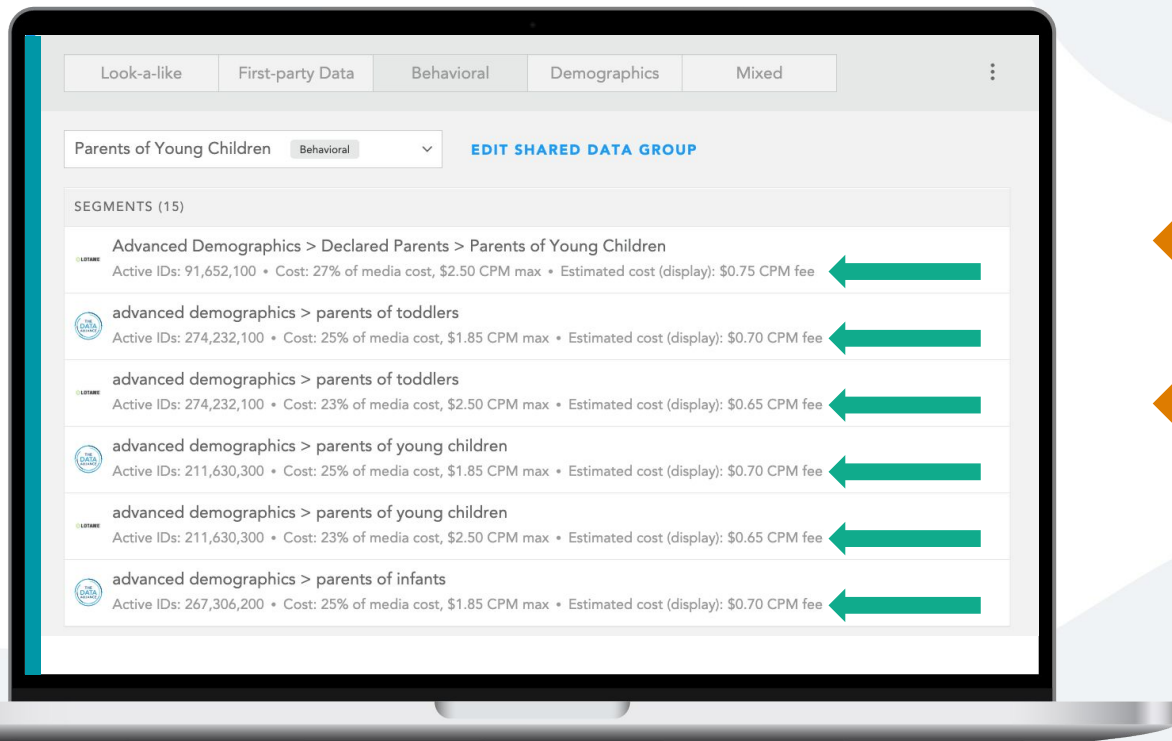
The Struggle is Real

iOS 14.5 debuted **April 2021**

Tracking opt-in rates range from **19-47%** **of iOS 14.5 users**

Ad platforms responded by:

- ✔ Revamping their tracking and attribution
- ✔ Moving to server side tracking
- ✔ Modeled or aggregated conversions are becoming the norm

Allow "App" to
track your activity across
other companies' apps and
websites?
Your data will be used to measure
advertising efficiency.

Ask App Not to Track

Allow

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The Struggle | Prospecting With DSP?

Increased Data Expenses

Budget Projection Challenges

Channel Benchmarking

Channel	CPM	CTR	CPC
DSP	$10.20	0.8%	$2.80
FB/IG	$5.80	1%	$0.58
Pinterest	$2.30	0.37%	$0.63
Snapchat	$2.00	1%	$0.20
TikTok	$1.80	1%	$0.18

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The Issues

Granular Target Prospecting on DSP can be expensive

iOS 14.5 lowered the available audience within social retargeting

Audience validation is challenging with multiple sources (which can also lead to double counting)

Achieving predictable growth through channels

How about you?

The Finch Solution

DSP and Social Media

Social + DSP Strategy

The Goal? Maximize the strengths of both channels

Prospecting

Utilize the strengths of paid social to effectively prospect customers and drive them down funnel through specific actions.
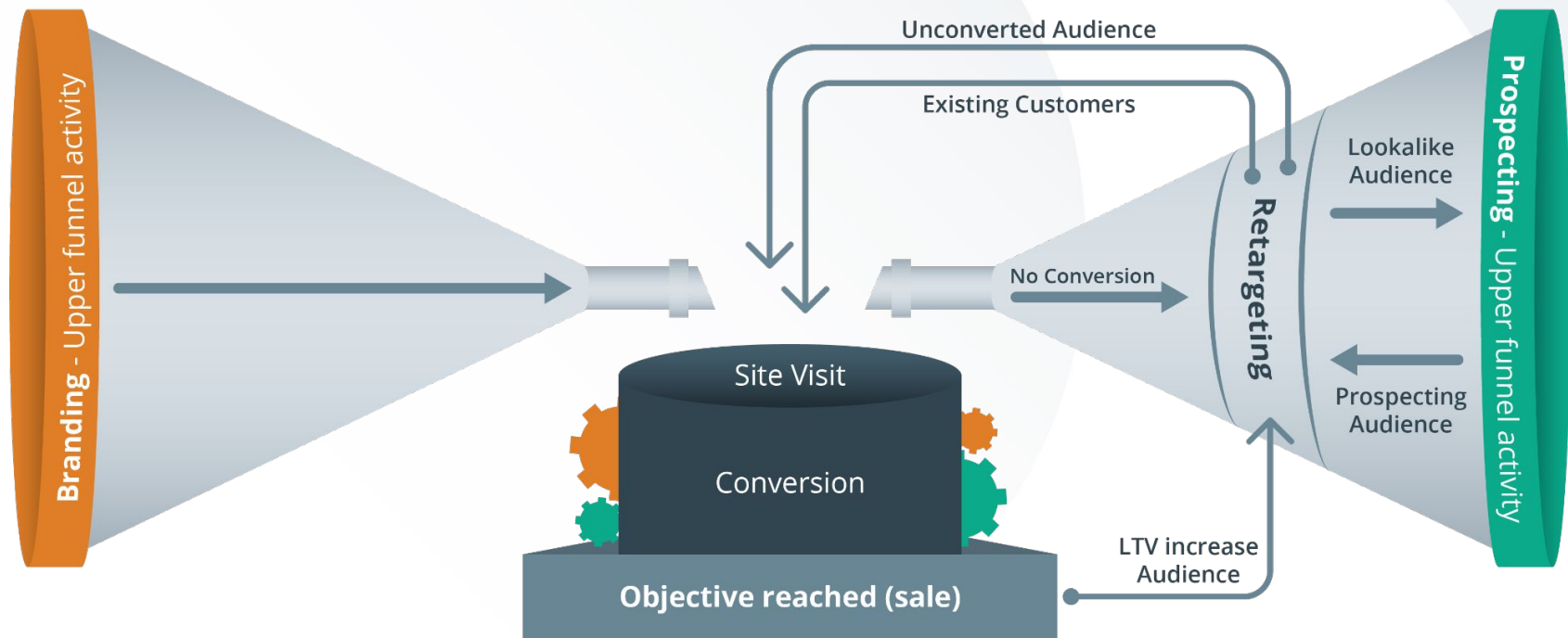
Retargeting

Take advantage of beneficial elements available in The Trade Desk and DSP to max out retargeting efficiency.

Validation

Utilize retargeting pathways to effectively measure quality & efficiency of prospected traffic from new channels.

DSP is a "Bowtie Funnel"

Branding - Upper funnel activity

Unconverted Audience

Existing Customers

No Conversion

Site Visit

Conversion

Objective reached (sale)

Retargeting

Lookalike Audience

Prospecting Audience

LTV increase Audience

Prospecting - Upper funnel activity

Know Your Audience with DSP

Measure Conversion Results Without Overlap: Fully exclude each audience type from each other via the source UTM at a user level.
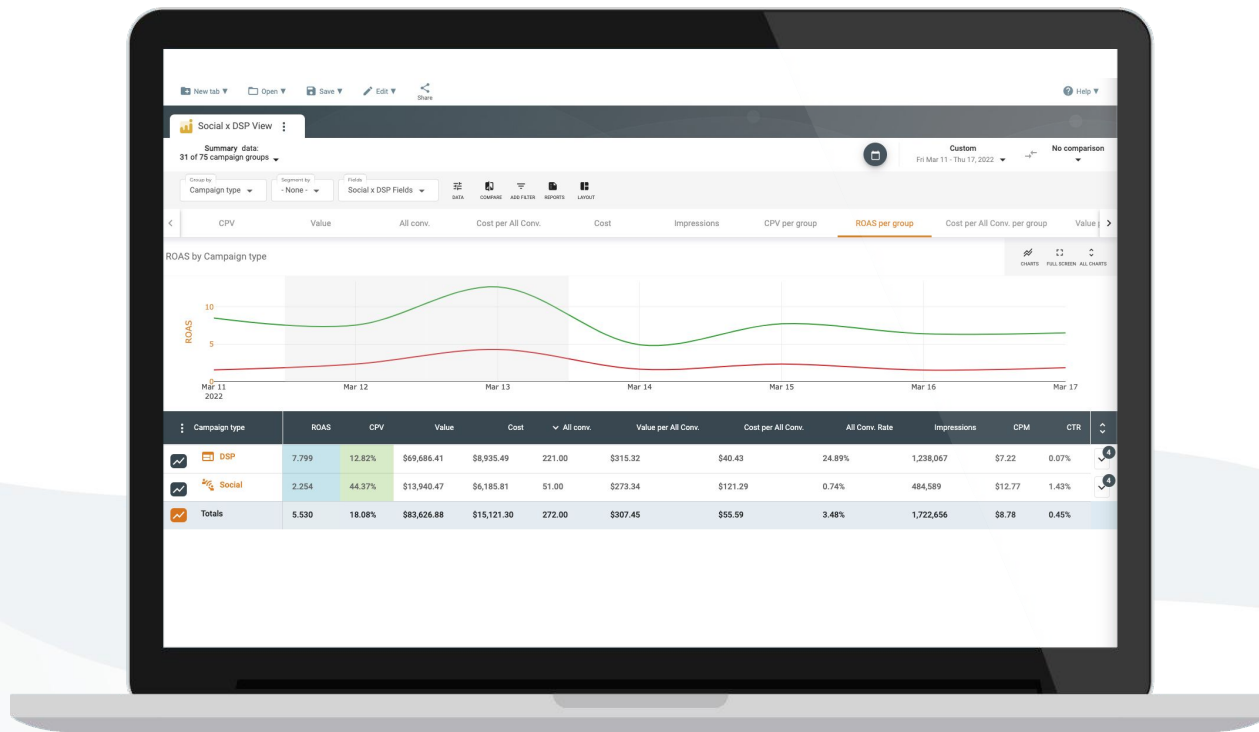
Remove Double Counting: Isolated retargeting cells using exclusions gives your greater control over frequency.

Track Lead Quality: Target cell granularity helps access the quality of social traffic generated.

Cross-Channel View in the Finch Platform

Overall Value Driven

$$\left(\begin{array}{c} \text{Prospecting Ad Spend} \\ + \text{Retargeting Ad Spend} \end{array} \right)$$

$$=$$

Overall ROAS

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How it Works

Example:

Customer spends **$5,000 per month on retargeting** on DSP, driving **revenues of $50,000**, and adds another **$5,000 in prospecting spend** with the sole goal of driving customers down funnel to retargetable landing pages and events (e.g. Add To Carts).

$$\left(\frac{\$50,000}{\$5,000 + \$5,000} \right) = 5$$

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Stats from Google Analytics

	UK	IE	DE	FR
AVG Basket Size local Currency	£115.68 [1]	€117.63 [2]	€104.20 [3]	€178.00 [4]
Avg Basket Size (USD)	$152.64 [5]	$155.21 [6]	$114.67 [7]	$195.88 [8]
Average Basket Size Overall		$154.60		
Total Audience (last 28 Days)	86,237 [9]	11,489 [10]	9,775 [11]	338 [12]
Total Audience Overall		107,839		
ROAS - RET	13	13	13	13
CPV	8	8	8	8
New Users - PROS			2,500	
Conversion Rate (RET)	3.25% [13]	4.65% [14]	1.85% [15]	1.24% [16]
Average Total Conversion Rate		3.27%		

<< for CSM to fill in

<< for CSM to fill in

<< These are the only stats needed from client, ROAS for retargeting and new users for prospecting

FQx/28dRET	6
FQx/28dPROS	10
CPMRET	$5.00
CPMPROS	$2.50
CTRRET	0.80%
CTRPROS	0.25%
Match Rate	96.20% << Last 30 days

Projected RET CPC	$0.63
Projected RET Cost / Conversion	$62.48
Projected PROS CPC	$1.00
Current ROAS	13.44
Current CPV	7.44
Budget (GBP)	£32,000.00
Value Return (GBP)	£430,107.53
Budget (USD)	$42,222.72
Value Return (USD)	$567,509.68

<< For CSM to fill in from Finch dashboard (insights) where relevant, last 28 days

	United Kingdom		Ireland		Germany		France	
	RET	PROS	RET	PROS	RET	PROS	RET	PROS
Impressions	497,760 [17]	0	66,315 [18]	0	56,421 [19]	2,499,938	1,951 [20]	0
Clicks	3,982	0	531	0	451	6,250	16	0
New Users						2,500		
Budget	$2,489 [21]	$0.00	$332 [22]	$0.00	$282 [23]	$6,249.84	$10 [24]	$0.00
Value Return	$19,754 [25]		$3,829 [26]		$958 [27]		$38 [28]	
RET ROAS	7.94 [29]		11.55 [30]		3.39 [31]		3.89 [32]	
Country Budget	$2,489		$332		$6,532		$10	
Country ROAS	7.94		11.55		0.15		3.89	
Country CPV	12.60		8.66		682.17		25.73	
Total Budget				$9,362				
Total ROAS				2.63				
Total CPV				38.09				
Total Account ROAS				11.48				
Total Account CPV				13.00				

Prospecting and Audience Validation

On Social Media

Why Prospect on Social Media?

✓ Build compelling creatives

✓ Deliver ads without incurring the CPM charges on DSP

✓ Low cost channel & audience growth

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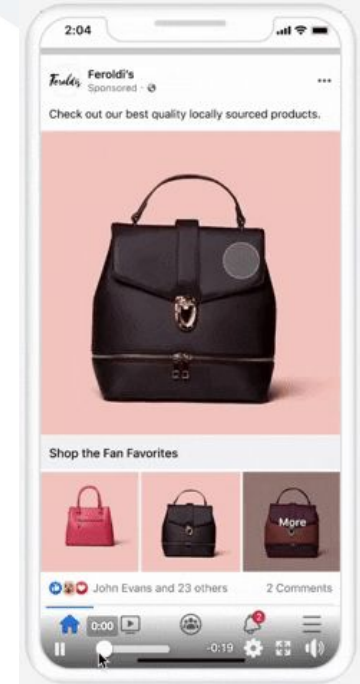
Biggest challenge for Facebook & Instagram Advertisers?

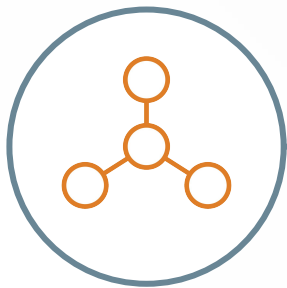Plateauing of performance and a spiraling of costs

Client Example | The Social Plateau

A retailer of toys & baby equipment in Norway plateaued in targeting all women aged 22-45.

- Sought additional means of growth

- Looked to Pinterest

- Found similar audiences at more favourable prices

    - CPCs - 35% lower than FB & IG

    - CPMs - 81% lower than FB & IG
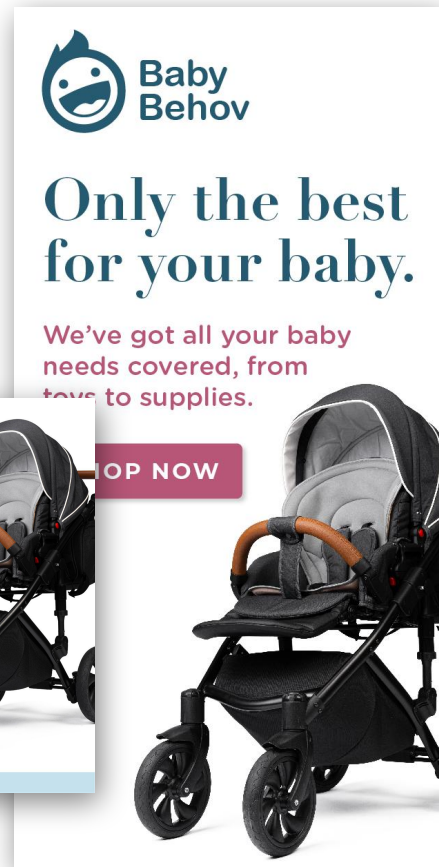
What Should You Do Right Now?

Diversify your digital
ad stack and become
less reliant on Meta

Leverage channels
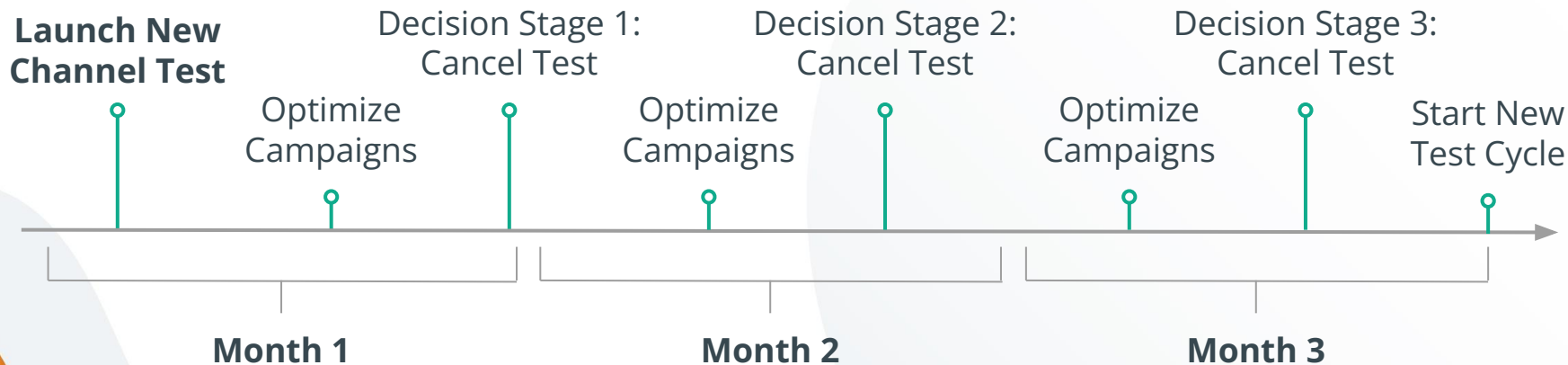like Pinterest,
Snapchat & TikTok

Utilize cheap CPCs
whenever possible from
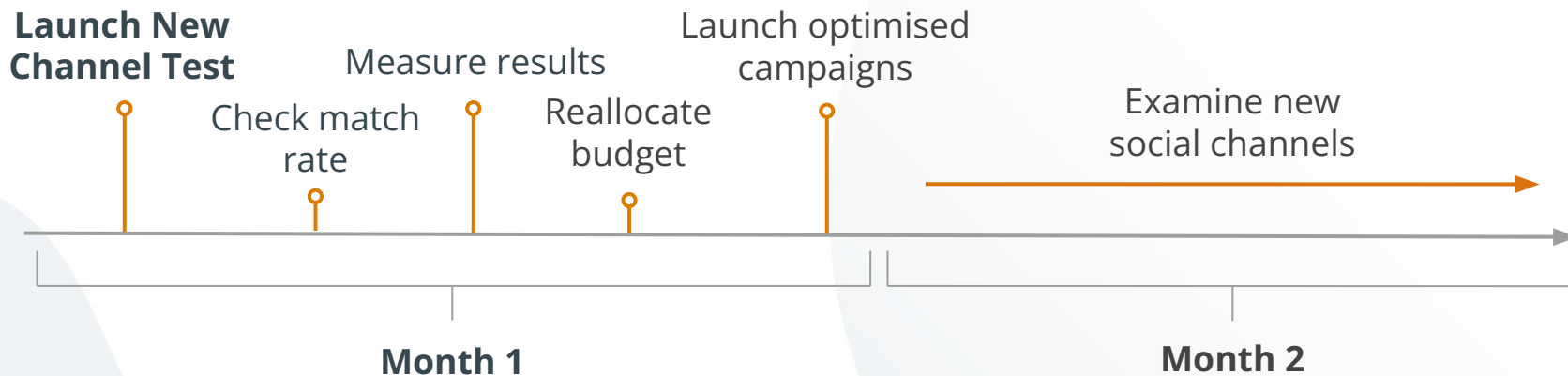social channels like
Snapchat & TikTok

Audience Validation

✔️ **The Goal:** Advertisers need a way to predictably grow and validate the quality of prospecting traffic coming from new channels.

✔️ **The Challenge:** Previously, testing new social channels was a time consuming and expensive process.

✔️ **The DSP + Social Solution:** With this combined strategy, it's possible to validate audience quality quickly compared to the old "wait & see" strategy.

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Comparative Timelines | "Wait & See" Approach

Launch New Channel Test

Decision Stage 1: Cancel Test

Decision Stage 2: Cancel Test

Decision Stage 3: Cancel Test

Optimize Campaigns

Optimize Campaigns

Optimize Campaigns

Start New Test Cycle

Month 1

Month 2

Month 3

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Comparative Timelines I **Finch Method**

Launch New Channel Test

Measure results

Launch optimised campaigns

Check match rate

Reallocate budget

Examine new social channels

Month 1

Month 2

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Proof of Concept

Preliminary results from clients

Proof of Concept | Outdoor Sports Retailer in the US

Pinterest Prospecting CPCs

+181%

Compared to Facebook

Pinterest Retargeting ROAS

+85%

Compared to Facebook

Pinterest Conversion Rate

+216%

Compared to Facebook

Pinterest Retargeting Basket Size

+23%

Compared to Facebook

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Bonus Stats | **Delivery Company** in Germany

DSP attributed revenue increase

+320%

Compared to previous period

DSP attributed revenue increase

+582%

YOY comparison

Time taken to increase results

2 Weeks

With adgroup finance granulation

Retained results for

6 Weeks

So far, with a less than 5% variance

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Key Takeaways

What you should know right now

How to Overcome App Tracking Opt-Outs In a Nutshell

1 **Prospect with Paid Social:** Utilize the strengths of paid social to effectively prospect customers and drive them down funnel through specific actions.

2 **Retarget with DSP:** Take advantage of beneficial elements available in The Trade Desk and DSP to max out retargeting efficiency.

3 **Validate Audiences with DSP + Social:** With this combined strategy, it's possible to validate audience quality quickly compared to the old "wait & see" strategy.

4 **Use Finch's Formula to Predict Growth:** Overall Value Driven/(Retargeting Ad Spend + Prospecting Ad Spend) = Overall ROAS.

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Sounds interesting? Let's Talk!

Sign up for a one-on-one meeting with the speakers - available exclusively for webinar attendees.

What you can expect:

✓ Clarify your **individual questions** on DSP/Social
✓ Evaluate how Finch can **help your brand to drive success** with remarketing

https://bit.ly/3Lqwpe2
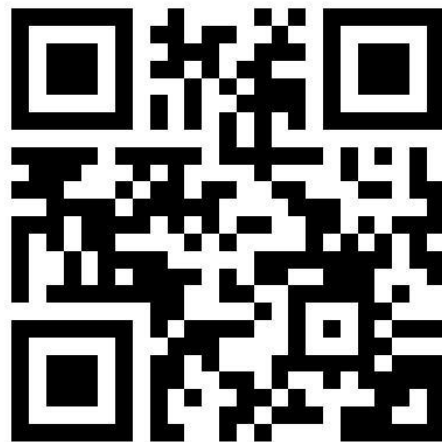
Q&A

Thank you.

We hope to see you soon.