



**centro**  
WEBINAR

# PROVING ROI IN PAID SOCIAL





**Amy Rumpler**  
vice president  
paid social

# WHAT WE'RE TALKING ABOUT

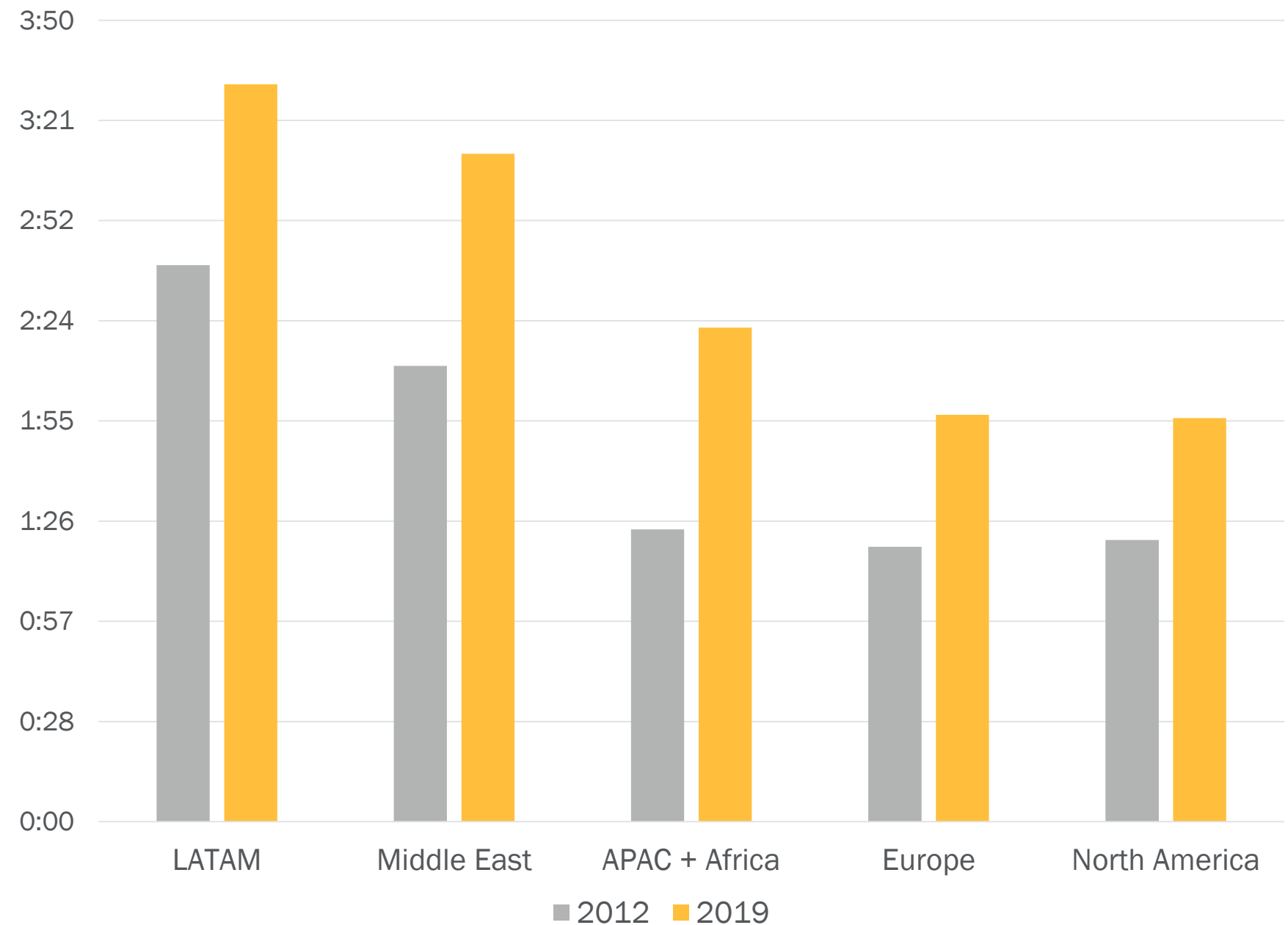
- + State of Social Media
- + Paid Social Benefits for Advertisers
- + Metrics that Matter
- + Beyond Media Metrics

**IS THE  
SOCIAL GLASS  
HALF EMPTY  
OR  
HALF FULL?**



# USER TIME SPENT ON SOCIAL MEDIA

Average Daily Time (hrs:min) Spent on Social Media  
Among Internet Users Worldwide, by Region

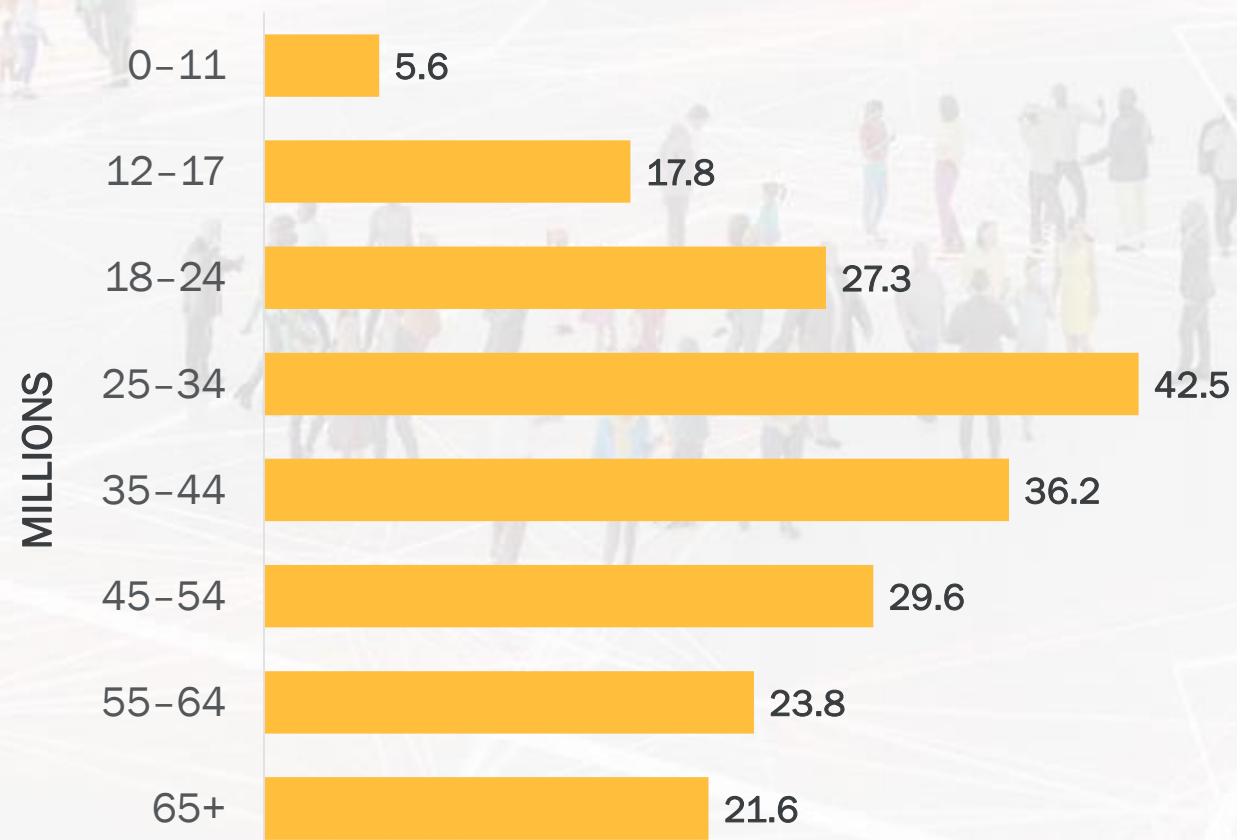


Source: eMarketer

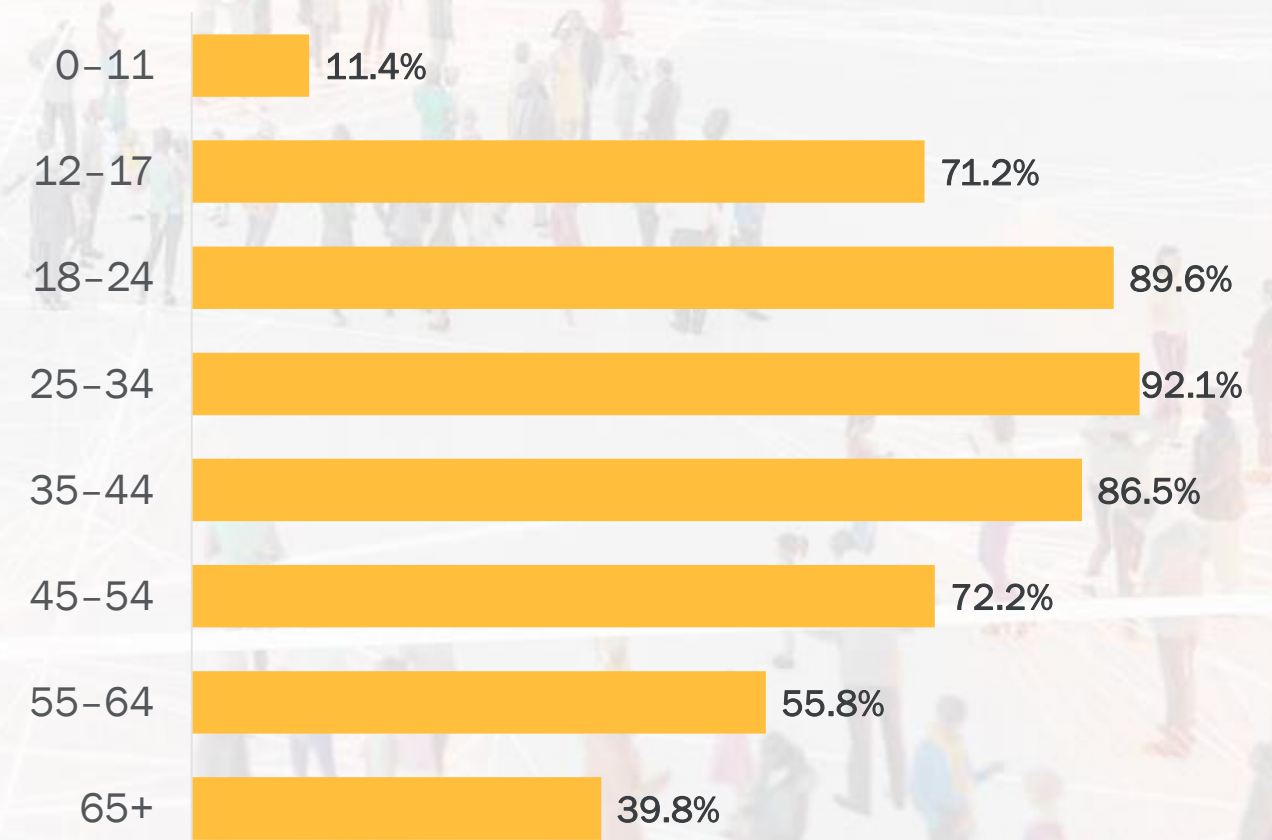


# TODAY'S U.S. SOCIAL USERS

## USERS BY AGE



## PERCENT OF THE POPULATION

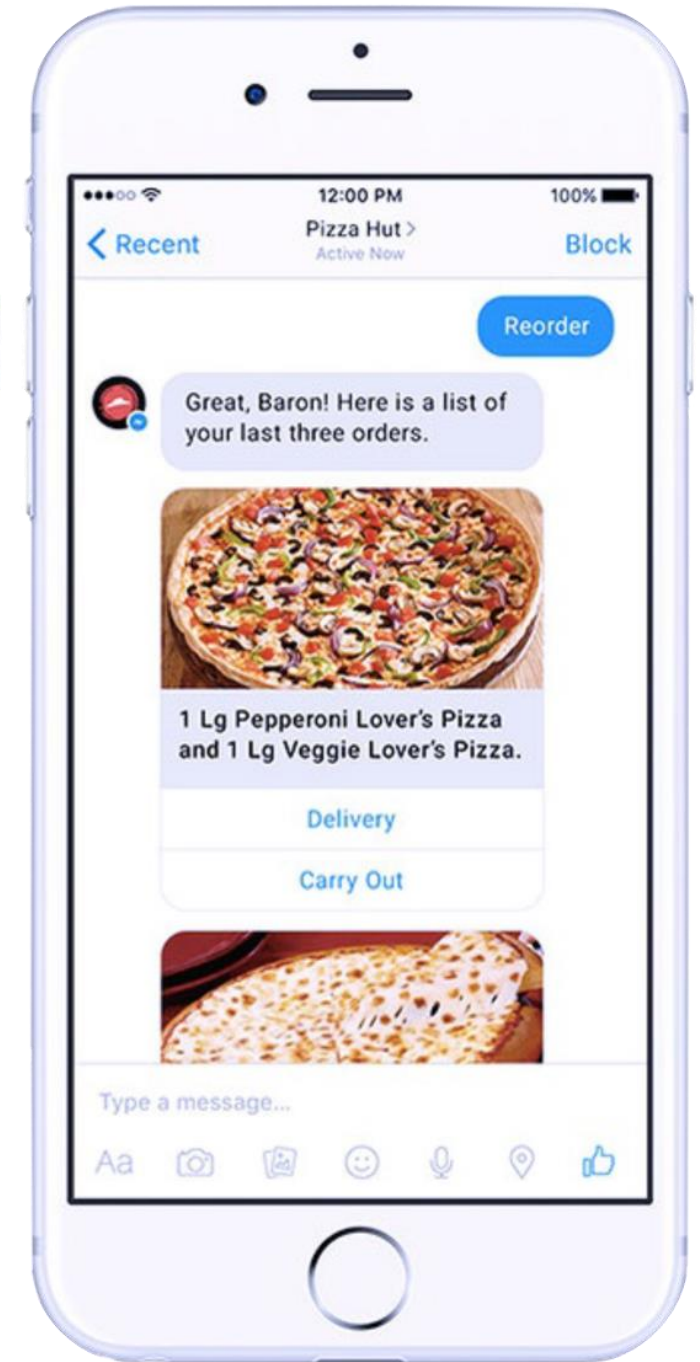
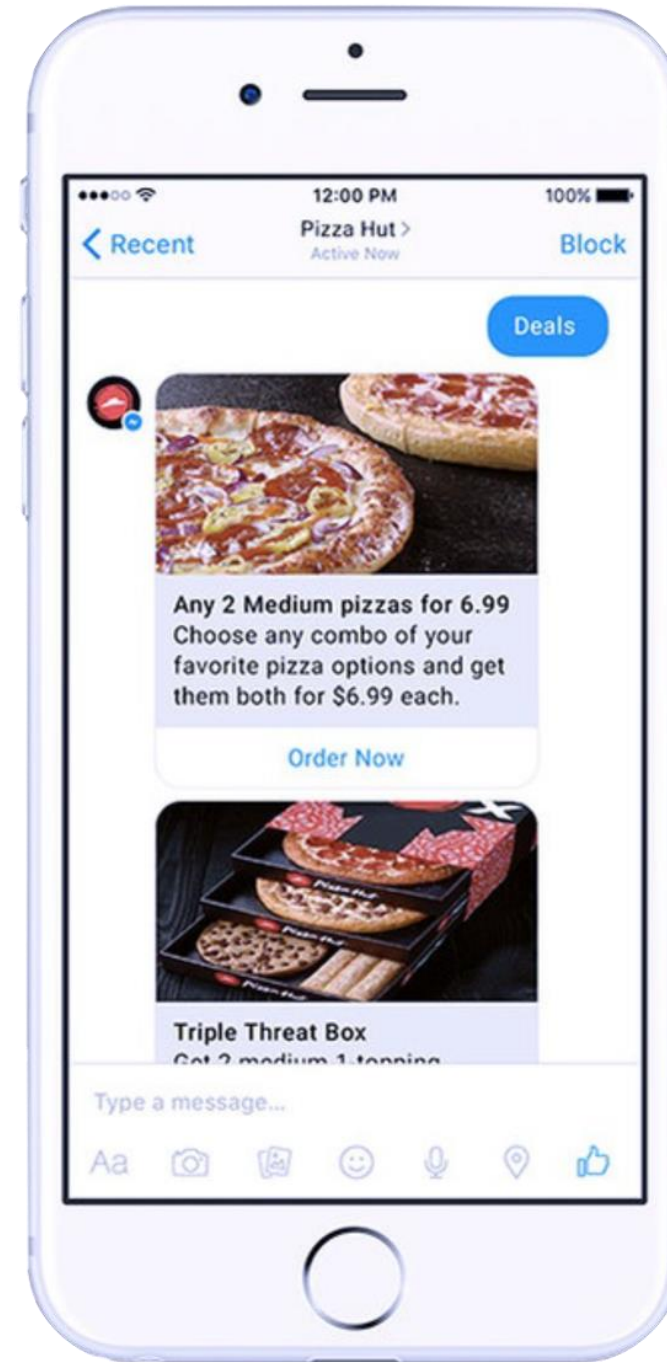
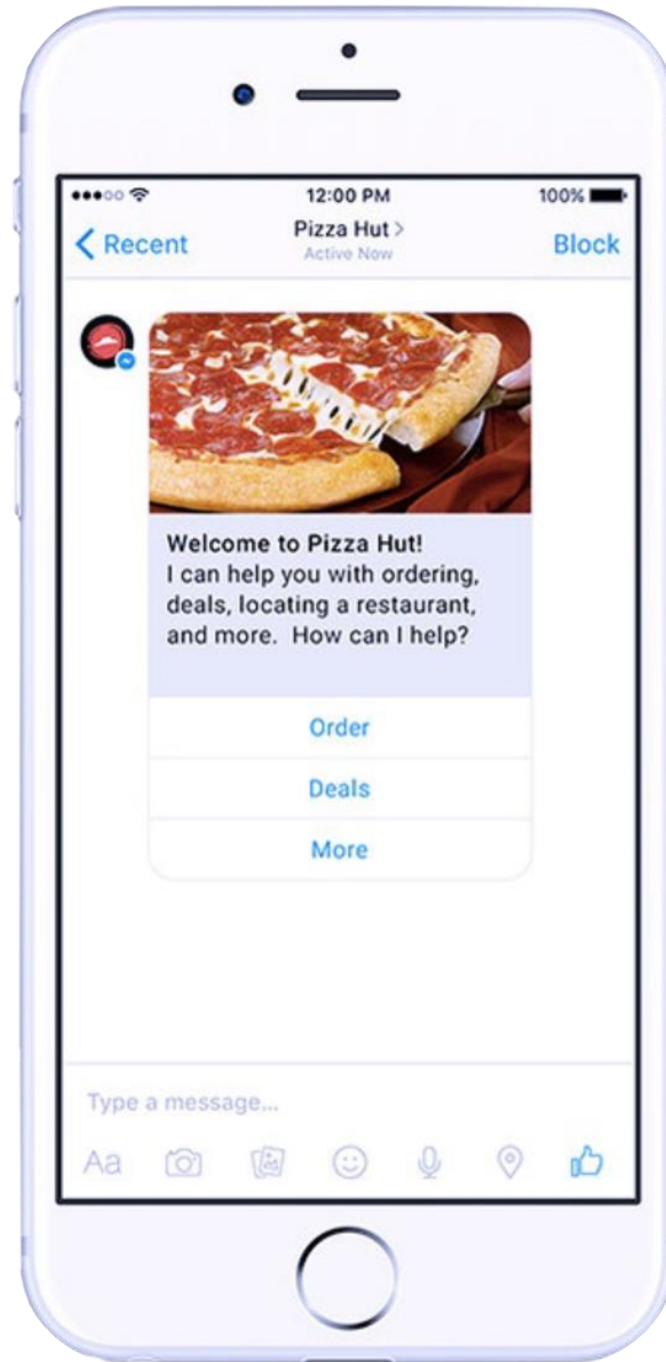


# RISE OF THE SOCIAL CONSUMER





# TOMORROW'S CONSUMER BEHAVIOR LOOKS DIFFERENT THAN TODAY'S





# THE DRIVE TO REGULATE SOCIAL MEDIA

## LAWMAKERS FEAR TIME SPENT IS TOO HIGH

“Social media is investing in the addiction of users.”

- Rep. Josh Hawley

## THERE IS POTENTIAL FOR MORE NATIONAL SOCIAL MEDIA REGULATION...

...But lawmakers disagree on the details

## FOCUS ON FAKE NEWS AND DEEP FAKES

New proposed bills hope to deter action with stronger punishments; Social publishers hope to eliminate spread through AI

## 61% OF USERS THINK THE THREAT TO ONLINE PRIVACY IS A “CRISIS”

- Fortune, July 2019

## \$5B FACEBOOK FTC SETTLEMENT

Requires future compliance with guidelines, impacting advertiser targeting capabilities and data usage



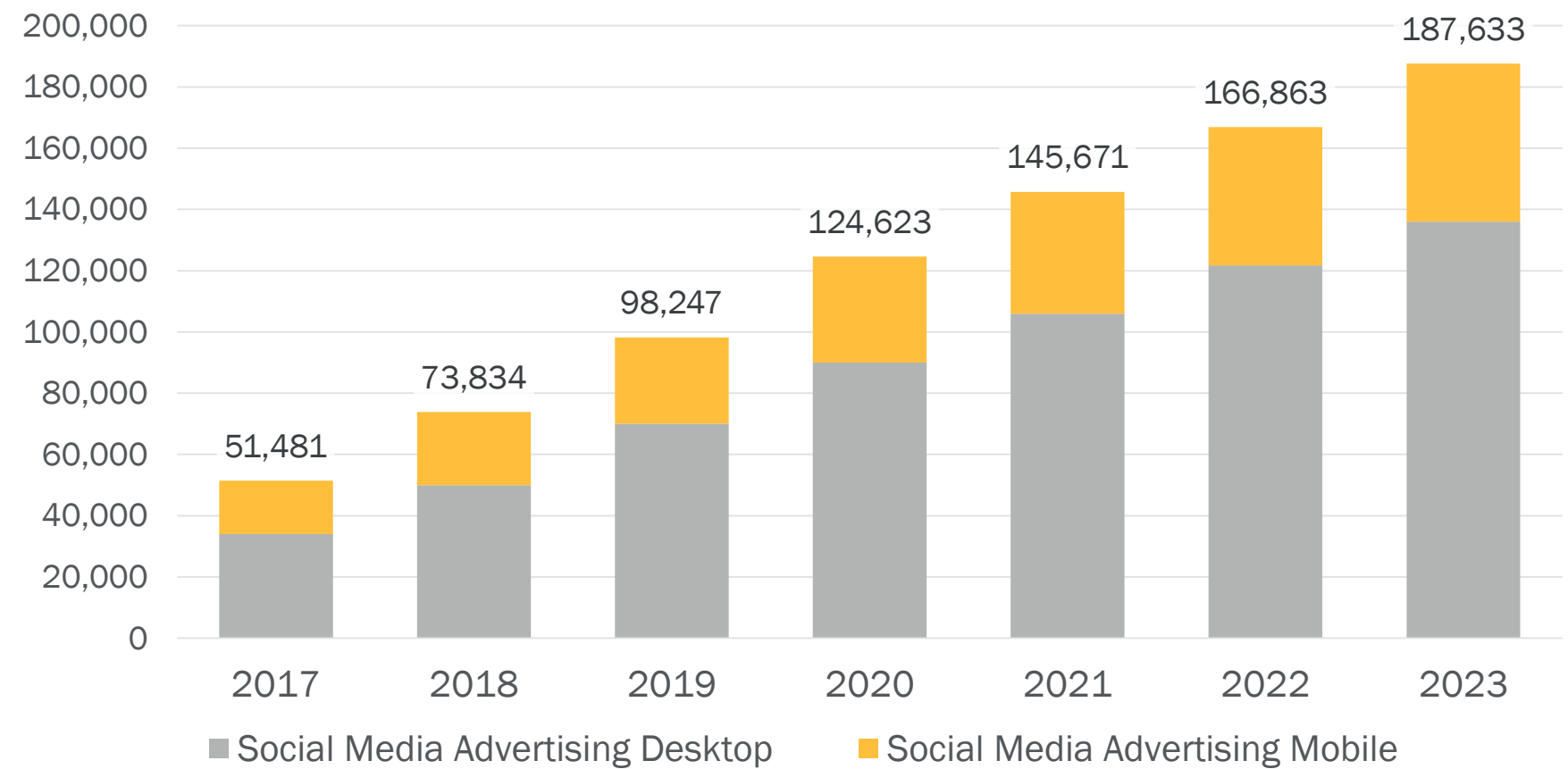


**“CHANGE IS THE  
ONLY CONSTANT”**



# EXPECTED GROWTH IN SOCIAL MEDIA ADVERTISING

Social Advertising continues  
to grow at double digits YOY



**facebook dominates**

83.3% Social Ad Revenue

# THE POWER OF THESE PLATFORMS

Broad Reach  
+ Active Engagement  
= Brand Influence

Massive granularity  
of targeting at an  
efficient cost

Increase conversions,  
or your chance for  
conversions on other  
media platforms

Extend social influence  
to other websites,  
apps and platforms



# BALANCING SHORT TERM KPI'S...

- Reach / CPM
- Frequency
- Ad Recall Rate / Cost per Ad Recall
- Engagement Rate / Cost per Engagement
- Video Completion Rate
- Click Through or Swipe Up Rate / CPC
- Page Views / Cost per Page View
- Online Intent Actions (Searches, Button Clicks)
- Offers Saved
- Adds to Cart, Initiate Form
- Leads Generated
- Store Visits
- Conversion Rate / Cost Per Conversion
- Return on Ad Spent Online or Offline

# ...WITH LONG TERM GROWTH



- Incremental Reach to TV Advertising or Other Channels
- % Lift in Brand Awareness
- % Brand Lift Related to Favorable Brand Opinions
- % Brand Lift Related to Likely Purchasers
- % Lift in Engagement
- Improvement in Video Completion Rate
- Improvement in Cost per Result Over Time
- Lift in Incremental Conversions (Offline or Online) Over Time
- Lift in Qualified Leads vs. Lead Volume
- Lift in Return on Ad Spend Over Time
- Lift in Return Customers or Customer Satisfaction
- Lift in Average Order or Customer Value





**BUILD BETTER  
MEASUREMENT SYSTEMS  
TO EMPOWER MARKETING  
DECISIONS**

# EMBRACE A TEST AND LEARN MINDSET

TO UNDERSTAND YOUR WINNING MIX OF STRATEGY AND TACTICS



## QUESTION

Placements?  
Targeting?  
Creative?  
Buying Settings?



## TEST

Set up and  
run a split test







## LEARN

Learn what works and act  
upon these insights to  
improve your future  
campaigns



# PRACTICAL EXAMPLE

WILL ADDING ADDITIONAL PLACEMENTS DRIVE MORE EFFICIENCY?

<input type="checkbox"/>	>   Ad Set B - Facebook, Instagram, Audience Network, Messenger	<input type="checkbox"/>	● Inactive	Lowest cost Landing Page Vi...	\$250.00 Daily
<input type="checkbox"/>	>   Ad Set A - Facebook	<input type="checkbox"/>	● Inactive	Lowest cost Landing Page Vi...	\$250.00 Daily

- Bought via Auction
- 5 Day Flight
- Conversions Objective with a CPLPV KPI
- 1 Previously High Performing Ad
- Retargeting Audience

**17%**  
**IMPROVED  
EFFICIENCY  
IN COST PER  
LANDING PAGE  
VIEWS**

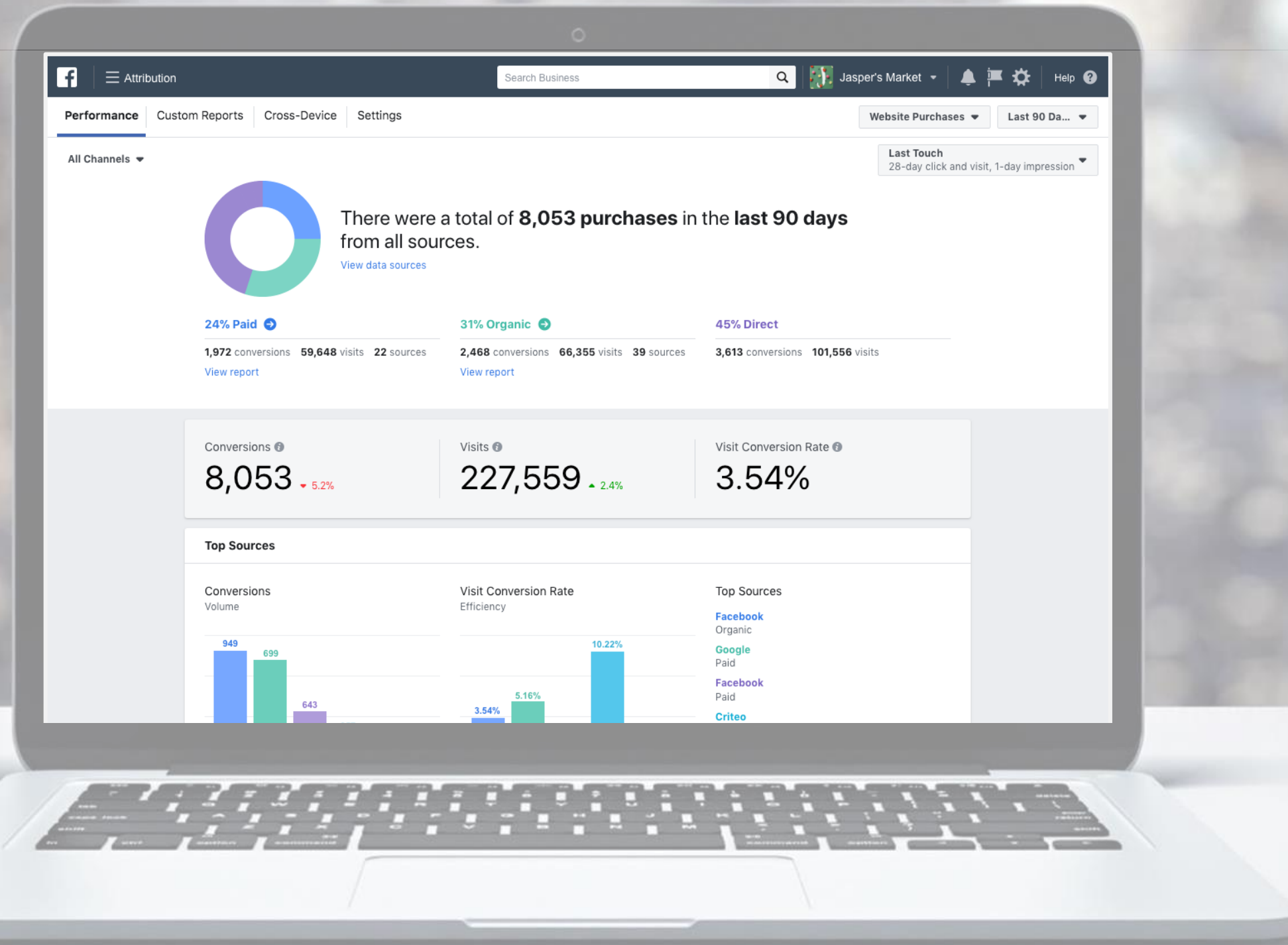
# LEVERAGE NEW TOOLS

## TEST AND LEARN LIFT TOOL

- How much impact is my campaign having on brand perception?
- How much impact is my campaign having on sales/conversions?

## FACEBOOK ATTRIBUTION

- How effective is my current digital mix in driving results?
- What channels are contributing to the path to conversion?
- What incremental value is Facebook driving?





# PRACTICAL EXAMPLE

HOW WOULD YOU DESCRIBE YOUR OPINION OF OUR BRAND?

## Poll Question

Abstract Favorability

How would you describe your overall opinion of [BRAND]

Answer 1: Very favorable (desired)

Answer 2: Somewhat favorable (desired)

Answer 3: Neutral

Answer 4: Somewhat unfavorable

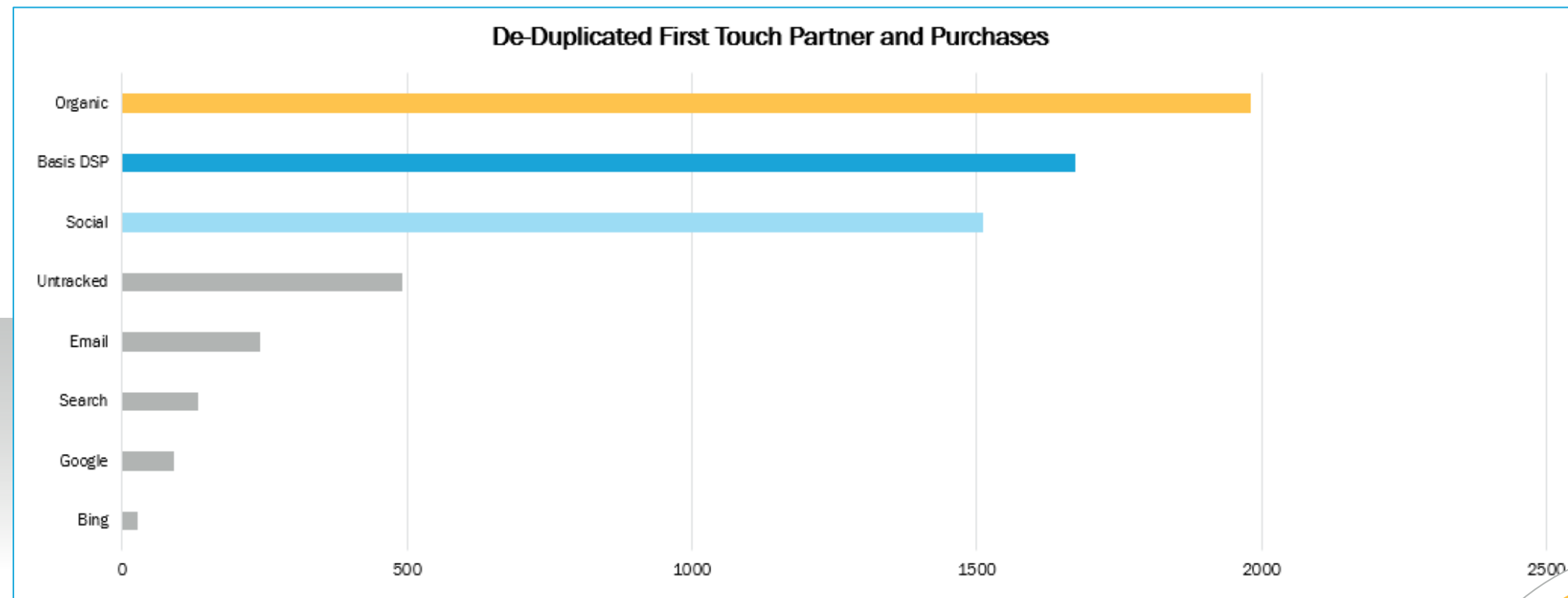
Answer 5: Very unfavorable

- Bought via Auction
- 4 Week Test Period
- \$34,000 Budget
- Reach Objective with a CPM KPI
- 2 Ads Promoting Product Benefits
- Interest-based Audience, Fan Lookalike Audience, Previous Page Engager + Lookalike Audience

**6 PT.  
INCREASE IN  
BRAND  
FAVORABILITY  
(BENCHMARK –  
1.1 PT.)**

# PRACTICAL EXAMPLE

## AM I INVESTING MY DIGITAL MEDIA DOLLARS IN THE RIGHT CHANNELS?



- Well-known brand running Search, Social, Programmatic
- 2 Month Flight
- \$500,000 Budget
- \$3.85 ROAS

- Ticket Sales Objective with a CPA KPI
- Hypothesis that Social and Programmatic weren't necessary to media plan, or investment level was too high

**FACEBOOK  
DROVE 46% OF  
REVENUE, BUT  
BASIS DSP DROVE  
THE HIGHEST  
ROAS**





**PUT YOUR MOST  
POWERFUL TOOL  
TO WORK...  
YOUR DATA**

45782145 - 52251861289  
1189115195f - 18482365  
32610555 - 52251 - 861  
4545- 82145 - 4156 - 1  
6772145 - 522518612891

05.21.2035 - 5 000 000 010  
05.04.2029 - 4 025 225 356  
03.07.2026 - 2 000 452 754  
02.15.2021 - 1 000 002 004  
08.23.2019 - 1 000 223  
02.15.2018 - 0 250 352

FINANCIAL STATISTICS  
MIN. 25% MAX. 84%

65 PERCENT

53 PERCENT

90 PERCENT

25 PERCENT

75%

0%

28%

37%

74%

55%

30%

80%

45%

-2k

-3k

# CONNECT BUSINESS OUTCOMES TO MEDIA RESULTS

Are the leads I'm generating quality leads? Are they converting to customers?

Can I show that my online campaigns drove a lift in offline sales?

What other intent signals or data can I pull in (qualified calls, customer service metrics, offline guest count, credit card data, third-party studies)?

Can I compare the average customer value or average order value lift over time?



**QUESTIONS?**  
**THANK YOU!**