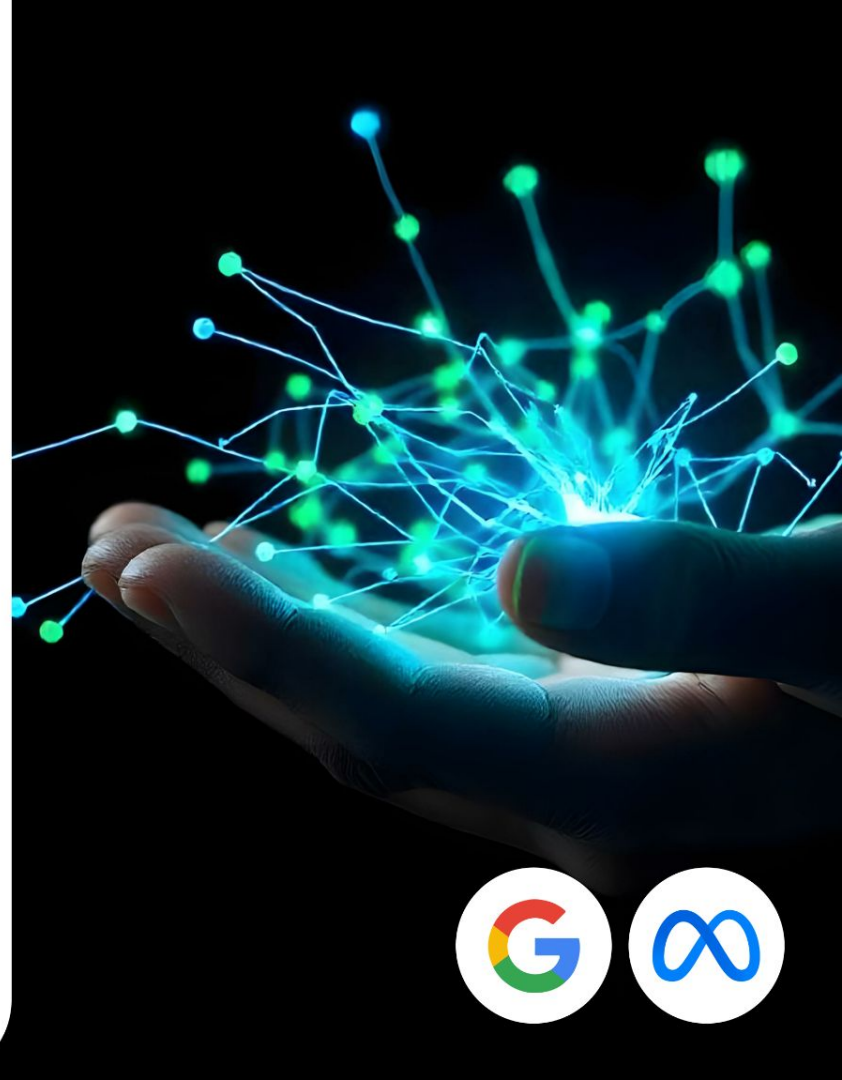




How to Maximize Your Paid Ad Sales in 2025

We'll Start Shortly



The Speakers



Kaitlyn Kerr

Social Media Manager at Agital, specializes in performance-driven strategies across platforms like Meta, Instagram, and TikTok.



Logan Durant

VP of Paid Media Strategy at Agital, helps develop high-performing search marketing and Google Shopping campaigns for top clients.



Laura Peterson

Managing Director at Agital, is a Google-certified expert in ecommerce and paid media, crafting data-driven strategies that deliver maximum ROI.

Agenda

1. Quick Win: Optimize Your Ads Today
2. The 2025 Paid Advertising Landscape
3. Budget Optimization & ROI
4. How Privacy Impacts Tracking & 1P Data
5. AI Powered Campaigns in Meta & Google
6. Connecting the Dots



Poll

What's your biggest challenge with paid advertising?

- a) Keeping up with platform changes.
- b) Allocating budget effectively.
- c) Tracking and measuring ROI.
- d) Creating ads that convert.
- e) Other (share in the chat!)

01 02 03 04 05 06

Quick Win: Optimize Your Ads Today

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Quick Win: Optimize Your Ads Today

Using audience exclusions in ad campaigns can reduce costs by 25% by focusing spend on high-potential audiences and excluding disengaged website visitors.



Actionable Tip: Use audience exclusions to reduce wasted spend.



Example: Exclude website visitors who didn't engage in the past 30 days to focus on high-potential audiences.



Stat: Campaigns with properly set exclusions reduce costs by 25%.



Quick Win: Optimize Your Ads Today

Exclude people who are in at least **one** of the following

Website

ECI - All Website Visitors 180 Days

ECI - Past Purchasers 180 Days

Customer List

All Subscribers

Customer List

All Customers

Engagement - Instagram

ECI - Insta Engagement 180 Days

Engagement - Page

ECI - FB Engagement 180 Days

Q Search existing audiences

Step-by-Step Example (Meta Ads):

- Navigate to Ad Set > Audience > Exclude.
- Select criteria (e.g. visitors who bounced in <5 seconds).
- Save and monitor results within 48 hours.





Trends Shaping the Future



Attribution, AI, & Privacy

- Attribution across paid channels murkier than ever.
- Meta Advantage+ campaigns help performance surge, but balancing them with existing campaigns is tricky.
- Google Performance Max is changing rapidly, impacting holistic strategy.
- Privacy laws make advanced tracking and first-party (1P) data more important.

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Budget Optimization & ROI



AGITAL FRAMEWORK

Virtuous Activity Cycle

Focus on 5 distinct outcomes of marketing to grow your business faster.

Every tactic is aligned with an activity.

The more activity we encourage, the faster your business grows.

We align our reporting and actions around our framework.

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Identify Customer Journey

The First Key to Unlocking Your Investment Strategy



Demand **Capture**

Search is Primary

- Searches for your products or category manifest regularly.
- Buyers often search for your products when they need them.
- Buyers can easily be persuaded by images, videos, reviews, price point, remarketing, persistent, and/or discounts.



Demand **Generation**

Social is Primary

- Part of a lifestyle category where brand is incredibly important, but purchases are largely based on desire and impulse.
- Novelty or problem solving products that don't have existing search volume.
- Customers have a brand bias in making a purchase from your category (often related to health or liability).



Agital's Proprietary Customer Lifetime Value Report Drives Smart Investment Decisions

CLV AT MONTH
12

\$115.16

↗ -2.80%

CPA ⁱ

\$17.18

↗ 22.40%

NET NEW
CUSTOMERS

13,298

↗ 7.20%

TOTAL
CUSTOMERS

16,855

↗ 8.80%

TOTAL ORDERS

24,967

↗ 13.50%

MONTH OF FIRST ORDER	TOTAL CUSTOMERS	NET NEW CUSTOMERS	CPA	MONTH												
				0	1	2	3	4	5	6	7	8	9	10	11	12
January 24	1,536	900	\$11.34	\$89.68	\$95.15	\$99.13	\$101.78	\$103.55	\$104.57	\$106.86	\$108.09	\$109.34	\$110.42	\$112.95	\$115.12	\$115.16
February 24	1,252	713	\$18.41	\$96.05	\$100.62	\$102.74	\$105.57	\$107.40	\$108.20	\$110.36	\$112.17	\$113.58	\$114.74	\$115.41	\$115.64	-
March 24	1,590	945	\$17.64	\$97.45	\$101.08	\$104.12	\$106.58	\$108.98	\$111.51	\$114.19	\$115.82	\$119.28	\$121.96	\$122.04	-	-
April 24	1,820	1,188	\$14.54	\$100.95	\$105.08	\$106.94	\$109.55	\$111.52	\$113.37	\$114.86	\$117.30	\$118.91	\$119.16	-	-	-
May 24	2,053	1,344	\$18.62	\$90.53	\$95.14	\$97.76	\$100.08	\$103.41	\$105.66	\$108.55	\$110.55	\$110.91	-	-	-	-
June 24	1,731	1,150	\$17.63	\$92.60	\$95.91	\$98.30	\$101.24	\$103.20	\$106.19	\$109.28	\$109.75	-	-	-	-	-
July 24	1,629	1,024	\$18.36	\$86.76	\$90.88	\$93.44	\$95.31	\$98.27	\$101.10	\$101.49	-	-	-	-	-	-
August 24	1,786	1,127	\$21.16	\$88.43	\$96.26	\$101.87	\$105.57	\$107.33	\$107.67	-	-	-	-	-	-	-
September 24	1,957	1,100	\$19.20	\$93.63	\$100.85	\$104.46	\$107.13	\$107.56	-	-	-	-	-	-	-	-
October 24	1,815	1,031	\$17.82	\$97.90	\$104.53	\$108.80	\$109.26	-	-	-	-	-	-	-	-	-
November 24	2,276	1,298	\$16.91	\$98.40	\$103.13	\$103.34	-	-	-	-	-	-	-	-	-	-
December 24	2,420	1,556	\$13.80	\$91.89	\$93.07	-	-	-	-	-	-	-	-	-	-	-
January 25	315	180	\$17.83	\$108.02	-	-	-	-	-	-	-	-	-	-	-	-



Our Playbooks Determine Relative Investment in Each Part of the Marketing Cycle

Awareness

Highly focused YouTube & Demand Gen campaigns targeting specific audiences who have already searched for your most relevant keywords. KPIs are ROAS-focused.

Consideration

Shopping/PMAX/Search campaigns driving high visibility in SERP for non-branded and competitor keywords. As much visibility as profitability allows for high volume/high competition “trophy” keywords that define your space.

Conversion

Strong visibility for your own brand name, while minimizing spend on existing customers. Remarketing to high value site visitors who have yet to convert while staying within ROAS goals.

Loyalty

Focused ad spend targeting past buyers, either promoting the replenishment of past purchase or cross-sell of adjacent products.

Focused

High

Medium

Focused



Our Marketing Activities Report Allows Our Strategists to Optimize Budgets Faster to Fuel Revenue Growth

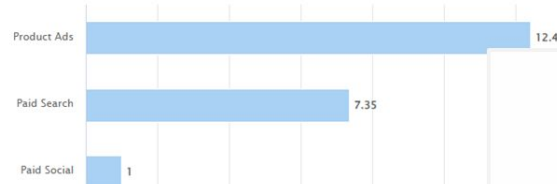
ACTIVITY	IMPRESSIONS	CLICKS	CTR	CONVERSIONS	CVR	AD SPEND	REVENUE	ROAS
Awareness	3,029,189	8,760	0.29%	500	5.71%	\$26,933	\$89,143	331%
Consideration	559,422	14,884	2.66%	291	1.96%	\$27,143	\$19,271	71%
Conversion	11,336,645	88,480	0.78%	5,061	5.72%	\$167,838	\$541,975	323%
Loyalty	72,937	363	0.50%	251	69.15%	\$1,526	\$39,692	2,601%
TOTAL ALL	15,324,793	124,134	0.81%	6,127	4.94%	\$229,242	\$693,919	303%

CAMPAIGN / AD SET	ACTIVITY	CHANNEL	ADVERTISING CHANNEL	IMPRESSIONS	CLICKS	CTR	VIEWS	VIEW RATE	CONVERSIONS	CVR	AD SPEND	REVENUE	ROAS
ECI - PMax - Best Sellers [CONV]	Conversion	Google	Performance Max	2,802,224	17,000	0.61%	3,508	0.13%	712	4.19%	\$31,507	\$58,513	186%
ECI - PMax - Vitamins [CONV]	Conversion	Google	Performance Max	2,336,368	12,851	0.55%	4,587	0.20%	655	5.10%	\$25,895	\$49,496	191%
ECI - [AWAR] - Cold - ASC+ Scaling Ad set	Awareness	Facebook	Facebook	792,835	2,454	0.31%	0	0.00%	380	15.48%	\$11,275	\$70,551	626%
ECI - PMAx - NCA - Best Sellers [CONV]	Conversion	Google	Performance Max	267,698	3,056	1.14%	252	0.09%	132	4.32%	\$10,783	\$12,750	118%
ECI - [CONS] [CONV] - Cold - ASC+ Testing Ad set	Conversion	Facebook	Facebook	291,838	2,186	0.75%	0	0.00%	231	10.57%	\$9,583	\$31,986	334%
ECI - [AWAR] - Cold - ASC+ BFCM Ad set	Awareness	Facebook	Facebook	233,572	897	0.38%	0	0.00%	79	8.81%	\$8,231	\$12,622	153%
ECI - PMax - Extracts [CONV]	Conversion	Google	Performance Max	895,039	4,973	0.56%	1,829	0.20%	232	4.67%	\$8,112	\$15,035	185%
ECI - PMAx - NCA - Health Goal [CONV]	Conversion	Google	Performance Max	264,418	2,794	1.06%	13,375	5.06%	120	4.29%	\$7,221	\$15,005	208%
ECI - NB - Vitamins [NBC] [CONS]	Consideration	Google	Search	78,246	3,127	4.00%	0	0.00%	99	3.17%	\$6,396	\$6,367	100%
ECI - Shopping - All Products [High] [CONS][CONV]	Conversion	Google	Shopping	526,213	5,868	1.12%	0	0.00%	50	0.85%	\$5,870	\$3,024	52%



Agital's Media Mix Modeling Tools Refine Investment Strategy Across Channels and Campaign Types

Channel Spend Opportunities



INSIGHTS

- The model's recommended ad spend allocation is showing that Product Ads may present 1x revenue opportunity than Paid Social. We do not recommend removing budget completely but rather incrementally shifting ad spend from lower yielding channels to higher yielding channels to continuously optimize the ad spend allocation.



LIFT CALCULATION

Paid Search: 80.07 % Product Ads: 12.49 % Paid Social: 6.8 % Update Forecasts Reset Lifts

MEDIA MIX MODELING

Show Forecast Intervals: ☐

MONTH	SPEND			TOTAL	FORECASTED REVENUE			ROI
	PAID SEARCH	PRODUCT ADS	PAID SOCIAL		REVENUE	ROI	ROI	
04/2022	\$54,909	\$26,512	\$10,339	\$91,760	\$790,202	13.81%	15.24%	16.89%
05/2022	\$51,621	\$12,714	\$10,913	\$75,248	\$462,762	15.61%	23.11%	4.79%
06/2022	\$15,483	\$11,312	\$13,348	\$40,143	\$208,951	10.93%	17.22%	7.08%
07/2022	\$10,883	\$12,383	\$9,581	\$32,847	\$208,457	10.15%	2.89%	20.39%
08/2022	\$16,913	\$15,262	\$5,475	\$37,650	\$409,001	15.32%	15.32%	26.26%
09/2022	\$12,481	\$24,481	\$5,202	\$42,164	\$528,287	15.61%	21.07%	10.08%
10/2022	\$12,512	\$26,813	\$6,004	\$45,329	\$599,638	15.77%	24.10%	14.61%
11/2022	\$10,460	\$47,389	\$11,187	\$117,036	\$693,246	14.74%	1.29%	20.89%
12/2022	\$12,171	\$58,738	\$15,806	\$147,215	\$1,131,285	14.78%	30.09%	6.62%
01/2023	\$12,883	\$21,374	\$10,051	\$44,308	\$544,299	14.59%	67.88%	-17.85%
02/2023	\$41,115	\$16,169	\$14,839	\$72,123	\$444,443	10.23%	45.17%	-17.81%
03/2023	\$12,786	\$25,381	\$15,205	\$53,372	\$541,276	14.74%	46.16%	6.11%

Spend Trends

Click and drag in the plot area to zoom in.



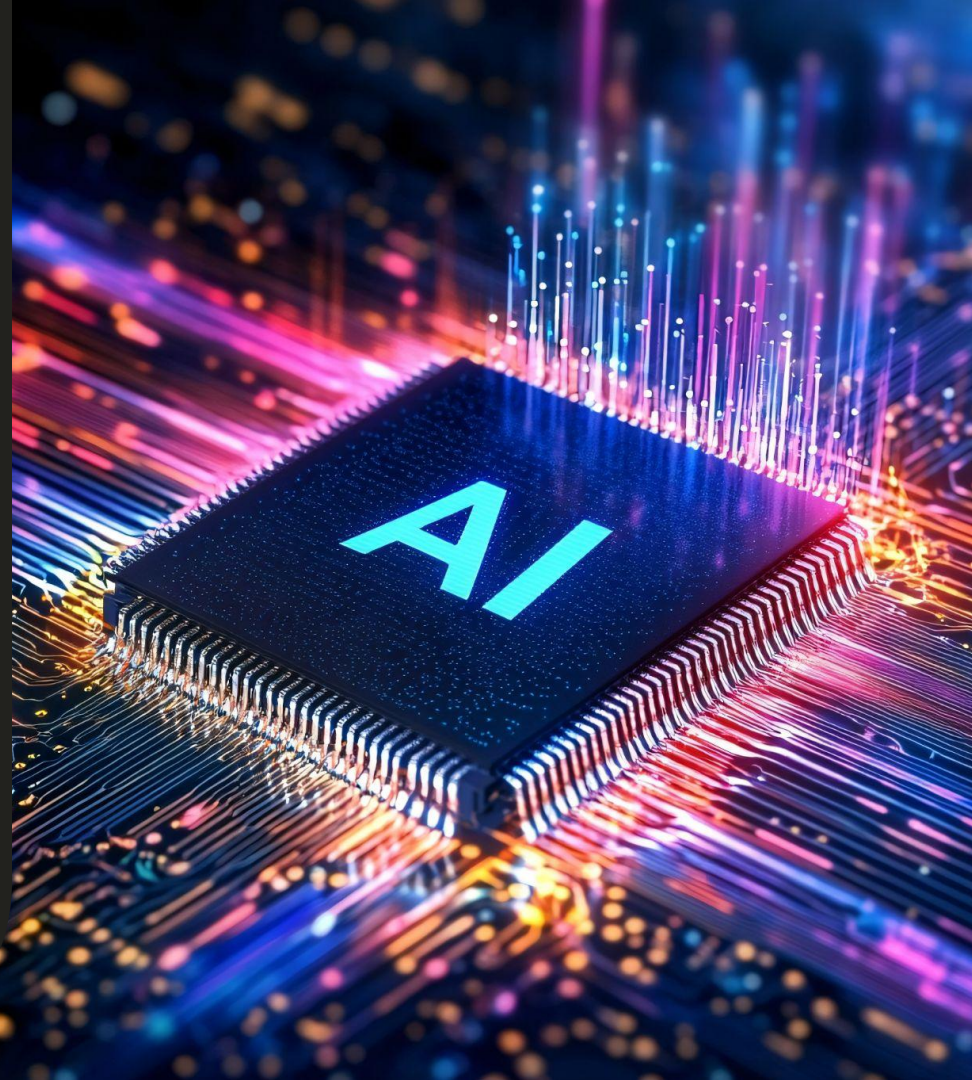


Poll

Do you feel like your company is based more on demand capture or demand generation?

- a) Demand Capture
- b) Demand Generation

How Privacy Impacts Tracking & 1P Data



Privacy Shaping Measurement



Ensure Advanced Tracking is in Place

- Ensure Enhanced Conversion tracking installed for Google Ads.
- Ensure the Conversions API (CAPI) installed for Meta.
- Agital's tracking team will ensure all pixels and codes installed correctly.

Strategic Takeaway:

Properly tracking conversion actions is vital to fuel AI with accurate data, so it can improve your advertising performance.



How First-Party (1P) Data Fuels AI

Leveraging 1P Data is More Critical Than Ever:

- Collect emails through lead magnets, loyalty programs, and gated content.
- Segment data based on customer value, including VIP and lapsed customers.
- Upload data to all ad platforms that support customer data.

Better Ad Targeting With 1P Data

- Target Lookalike audiences in Google & Meta to fuel new customer acquisition.
- Target existing customers explicitly for cross-sell or replenishment opportunities.
- Exclude existing customers in specific campaigns to balance ad budgets.



01 02 03 04 05 06

AI-Powered Campaigns in Meta & Google



Meta Advantage+ Shopping Campaign (ASC+):

AI-powered campaigns optimize ad delivery across channels.



Stat: Advantage+ campaigns see a 32% lower cost per acquisition.

Common Pitfalls:

- Not defining your audience.
- Not testing creative.

How to Maximize ASC+:

- Setup
- Creative



Meta Advantage+ Shopping Campaign (ASC+):

Audience Segmentation

<input checked="" type="checkbox"/>	Off / On	Ad set	Amount spent	Website purchases	Purchases conversion value	Website purchase ROAS (return on ad spend)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ECI - [AWAR] - Cold - ASC+ View charts Edit Compare ...	\$1,406.92	94 ^[2]	\$14,002.51 ^[2]	9.95 ^[2]
		Engaged audience ⓘ	\$355.26	5 ^[2]	\$287.66 ^[2]	0.81 ^[2]
		Existing customers ⓘ	\$345.28	87 ^[2]	\$13,582.89 ^[2]	39.34 ^[2]
		New audience ⓘ	\$706.38	2 ^[2]	\$131.96 ^[2]	0.19 ^[2]
		Results from 1 ad set ⓘ	\$1,406.92 Total spent	94 ^[2] Total	\$14,002.51 ^[2] Total	9.95 ^[2] Average

Key Benefits



Data-Driven Insights



Minimize Wasted Spend



Increase Efficiency



Meta Advantage+ Shopping Campaign: Creative

Providing a strong foundation of high-quality, diverse creative assets is crucial for maximizing campaign performance.



Identify content and messaging strategy.

Segmentation

Modalities



Diversify your creative.

Static

Carousel

Collection



Continuously test and iterate.

Regularly analyze performance & make adjustments.



solly baby

Off / On	Ad set	Website purchases	Website purchase ROAS (return on ad spend)	Cost per result	ECI - Average Order Value
<input checked="" type="checkbox"/>	ECI - [CONV] [CONV] - Cold - Advantage+ Shopping Ad set View charts Edit Compare708 [2]	6.64 [2]	\$12.48 [2] Per purchase (Meta and website)	\$84.75
	Results from 1 ad set ⓘ	.708 [2] Total	6.64 [2] Average	\$12.48 [2] Per purchase (Meta and website)	\$84.75 [2]
	.101 [2] Total	3.69 [2] Average	— Multiple conversions		\$84.75 [2]

350%

Manual Targeting ROAS
CPA - \$24

600%

ASC+ ROAS
CPA - \$12

71%

Increase in ROAS

50%

Decrease in CPA



Google Shopping & Performance Max Campaigns:

AI-powered campaigns optimize ad delivery across channels.



Stat: Performance Max (PMax) campaigns see an 18% increase in conversions.

Common Pitfalls:

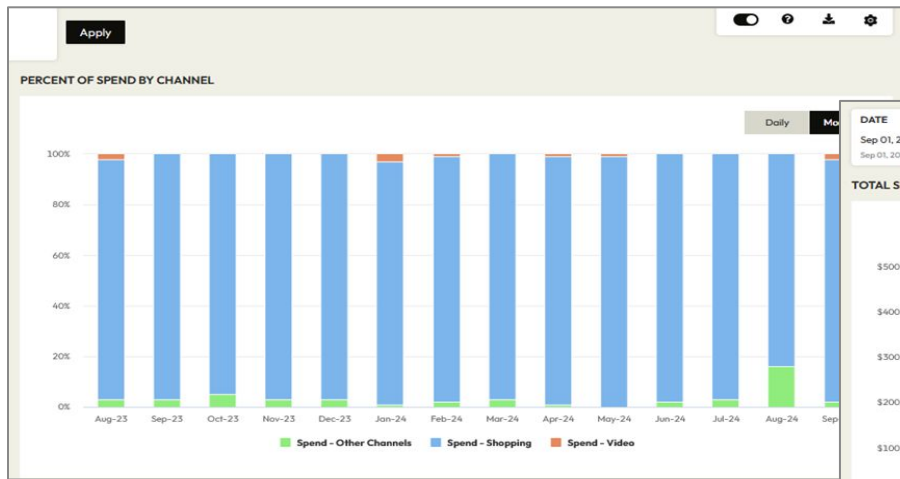
- Too much ad spend on display/video.
- Not segmenting new vs. returning customers.
- Not testing audiences and creative.

How to Maximize PMax:

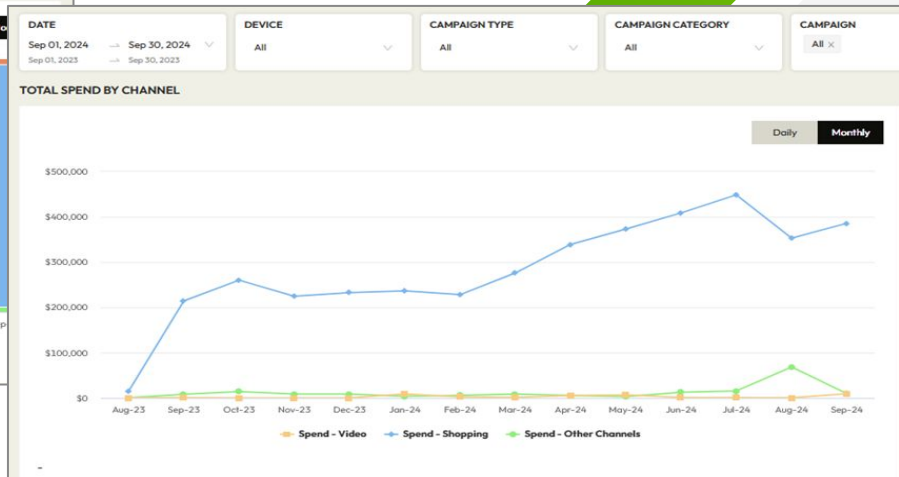
- Setup
- Creative
- Testing



Proprietary Performance Max Reporting



Performance by Asset Group



Spend by Channel



All About the Assets

Asset Gap Reporting Now Available

- Allowing for quick visibility into immediate areas of opportunity.
- Paired with Google's new asset-based performance data, it can be used to scale testing and asset expansion.

	ASSET GROUP	ADVERTISING CHANNEL	LANDSCAPE IMAGE	SQUARE IMAGE	PORTRAIT IMAGE	LANDSCAPE LOGO	SQUARE LOGO	VIDEO	TEXT	OTHER
:] [CONS]		Performance Max	8	16	12	0	5	0	89	10
:] [CONS]	Iota Phi Theta	Performance Max	2	3	3	0	1	0	18	2
:] [CONS]	Kappa Alpha Psi	Performance Max	1	3	2	0	1	0	19	2
:] [CONS]	Omega Psi Phi	Performance Max	2	3	3	0	1	0	18	2
:] [CONS]	Phi Beta Sigma	Performance Max	2	3	3	0	1	0	18	2
:] [CONS]	Zeta Phi Beta	Performance Max	1	4	1	0	1	0	16	2





Just For Jeeps leans into Google AI to increase revenue and efficiency in peak season.

Primary Marketing Objective

Grow Online Sales

Featured Product Area(s)

Broad Match | Performance Max

agital™



The Challenge

Just For Jeeps was entering their peak season and needed to increase visibility and revenue by generating and capturing demand in the marketplace, all while maintaining an ambitious 10x ROAS goal.

The Approach

Just For Jeeps utilized Google's *Power Pair* to activate the best of Google AI through Broad Match keywords paired with Performance Max (PMax) campaigns. In partnership with Agital, Just For Jeeps increased Broad Match investment by +208% PoP on key Jeep part search terms, while concurrently running an all products PMax campaign to ensure relatable accessory inventory would be visible.





Just For Jeeps leans into Google AI to increase revenue and efficiency in peak season.

Primary Marketing Objective

Grow Online Sales

Featured Product Area(s)

Broad Match | Performance Max

agital™



+216%

Conversions in Broad Match Search Campaign

+30%

Conversions in Performance Max

+47%

Gain in Conversion Value





Poll

Would you like a free advertising audit to identify opportunities to improve your campaigns on Meta and Google?

- a) Yes, I'm interested!
- b) Not right now, but send me more information.
- c) No, thank you.

Connecting the Dots



Key Tips

#1

**Get Tracking
& Attribution
Right**

#2



#3



Key Tips

#1

**Get Tracking
& Attribution
Right**

#2

**Optimize
Cross-Channel
Budgets**

#3



Key Tips

#1

**Get Tracking
& Attribution
Right**

#2

**Optimize
Cross-Channel
Budgets**

#3

**Nail
AI-Powered
Campaigns**



15m

Q&A

