



EVERYTHING YOU NEED TO KNOW TO

# **BOOST**

THE PERFORMANCE  
**OF YOUR DIGITAL**  
**CAMPAIGNS**







# PERFORMANCE MARKETING

## A CHANGING MARKET

### Double good news!

The recovery in the advertising market has been confirmed. And this return to growth is largely down to investment in digital communication. With a 6% growth in 2015, the global digital ad spending amounts \$160 Billion worldwide<sup>1</sup>.

In fact, among all forms of media, the internet is the one that offers marketers the ability to most accurately measure their return on investment.

The figures speak for themselves: in 2015, 27,7% of advertising expenses were spent on online advertising<sup>2</sup>,

not far behind television (28.8%). It will be THE number one advertising media in 2018.

Its ROI-centric financial model, its completely new targeting capacity and the development of programmatic platforms that optimise distribution are just a few of the benefits attracting clients who are confronted with a mass-digitalisation of the customer journey. Indeed, multiconnected customers no longer buy without first making up their minds online, comparing prices, reading reviews on social networks. In addition customers buy more and more often on their mobile.

<sup>1</sup> According to EMarketer

<sup>2</sup> 15th edition of the online advertising market intelligence report (Observatoire de l'e-publicité), PwC, UDECAM

# OPTIMISED MODELS



Riding the wave of digital technology, performance marketing Professionals have developed financial models (CPA, CPL, CPC, CPM) that provide marketers with different solutions, based on to their objectives in terms of awareness, traffic generation, lead generation and acquisition.

While CPC and CPM aim predominantly for awareness and brand-memorisation, the CPA and CPL models aim to generate conversion's (engagement, subscription, sales).

So, By serving performance campaigns, publishers also have an interest in their success qualitative work, because for them it is an excellent way of monetising their audience. It's up to them to provide

the best exposure (the quality of the target market, position, formats, distribution). The more conversions they generate, the higher their commission.

For this kind of campaign therefore the risk is shared equally, as no conversions means no turnover for the publisher.

Knowing that a performance campaign often rely on several lever to achieve conversions, performance marketing professionals have put in place tracking tools that reward publishers according to their effective contribution to the engagement expected by the advertiser. It's a great example of a win-win partnership.



In a multi-device environment, new usage and expectations appear as functions and technologies advance: now it's all about delivering the right message, to the right person, at the right time, in the right place.

In addition to the performance of tracking tools, content quality, which creates value for the web user, is now the key to successful campaigns. Performance marketing professionals thereby rely more and more on networks of influential bloggers who develop a brand image while maintaining a new type of discussion with their target group, based on recommendation and engagement.

**2016 is witnessing a major shift in the digital industry that is putting the consumer at the very centre of the advertising strategy.**

**This document will aim at grasping the challenges of the new kind of relationship that brands have to maintain with their consumers.**

**We'll then focus on six keys to help you build an effective digital marketing strategy.**



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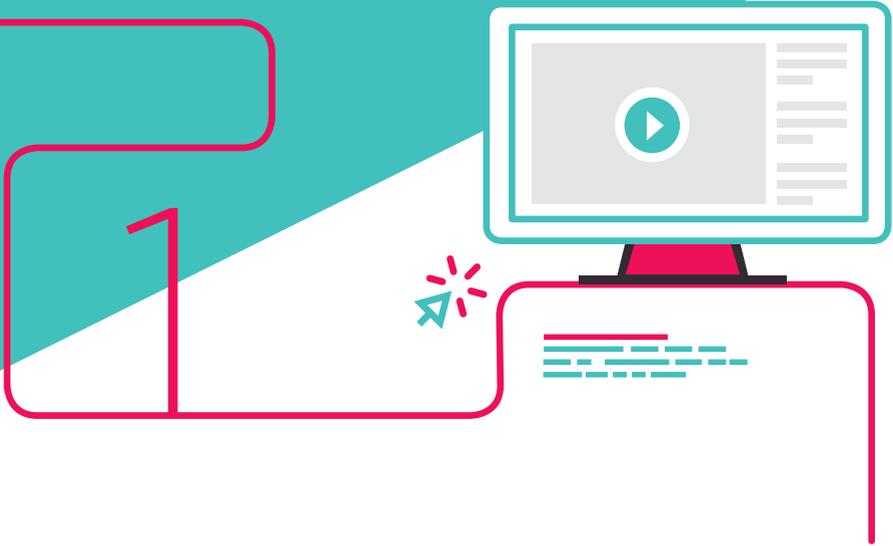




# PERFORMANCE MARKETING

THE KEY TRENDS IN 2016





## THE CHALLENGE OF LAUNCHING A CROSS-DEVICE STRATEGY

Between the initial contact with the brand (branding campaign) and the final online and offline purchases, the decision-making process is often long. The user is therefore exposed to your ads at different moments and through different advertising tools (display, retargeting, emailing, good-deals websites etc.).

Adding the fact that smartphone users are on the move all day long, it becomes essential to find solutions to avoid an interruption in the customer journey. It is therefore absolutely necessary to integrate the

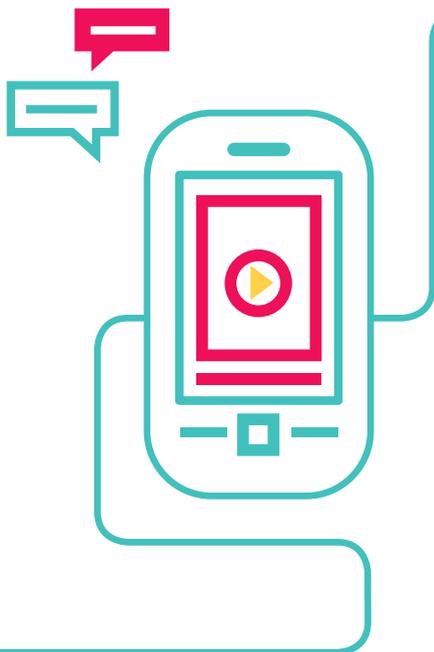
concept of user customer journeys into your advertising approach (multi-channel) and to integrate all devices when implementing the overall strategy to connect with customers in the right place, according to different times of day, until the final conversion.

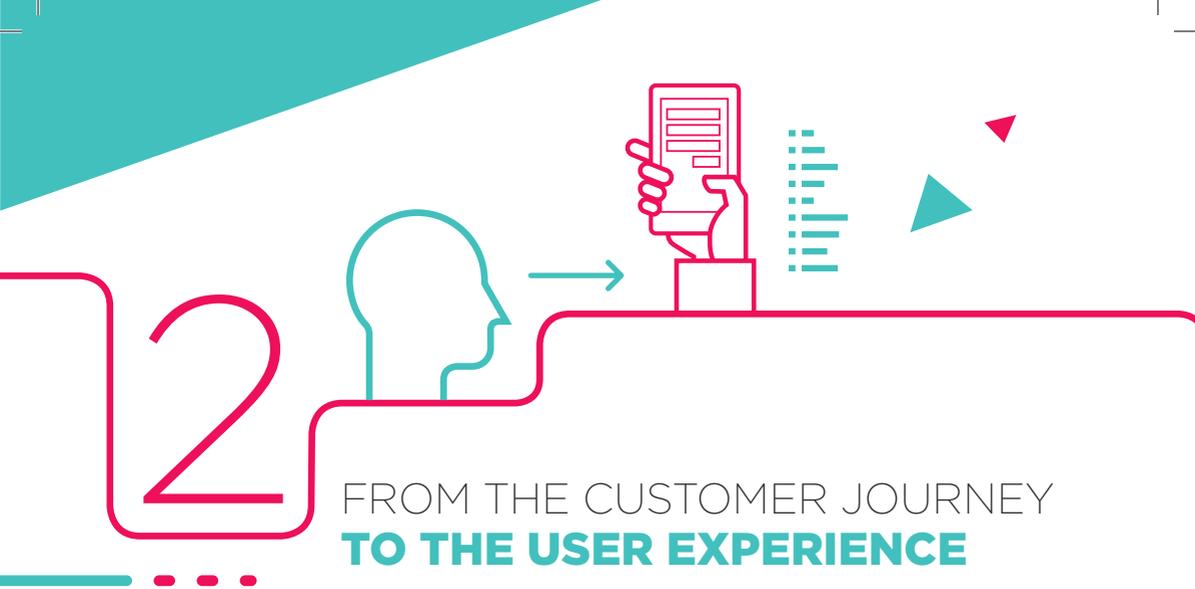
Thanks to the implementation of cross-device tracking tools, we can



now accurately measure the results of a campaign and better evaluate the performance of the messages and actions of a campaign.

Geo-tracking, made possible thanks to smartphones, has favoured the emergence of models such as drive-to-store, for example, making the connection between online and offline.





## 2

## FROM THE CUSTOMER JOURNEY TO THE USER EXPERIENCE

Conversation is an art best practised in pairs! That's why brands are encouraged to personalise the relationships they have with their audience. Throughout the four main stages of the conversion funnel (awareness - interest - desire - action), regardless of which channel is used (email, social networks, partner sites) brands must now show that they recognise their audience by sending the message or offer that will encourage the customer to continue the dialogue. Although the goal remains commercial, the challenge has become relational.

It means anchoring brand loyalty in a sustainable way by offering a fluid journey that begins online and often continues offline:

**75 %**   
**of online purchasing intentions end in an instore purchase<sup>3</sup>.**

The territory of marketing professionals is expanding. Ad design broadcasting messages must make the customer journey as natural as possible.

<sup>3</sup> <http://www.webmarketing-com.com/2016/02/03/45182-chiffres-8-tendances-2016-e-commerce>



## FROM BRANDING TO BRAND PERFORMANCE

Clients often find it difficult to position themselves between branding and performance. Historically, these have been two different needs and budgets with different objectives and different distribution channels. The good news is that these two models are now tending towards each other.

**Some even say that branding has entered the sphere of brand performance.**

Clients can now measure the suitability of their positioning and strategic choices against the target audiences they want to attract and measure their results. They can rely on tangible KPIs in order to measure the performance of their branding campaigns; cross-channel attribution, attention marketing and even the conversion rate.



# 4



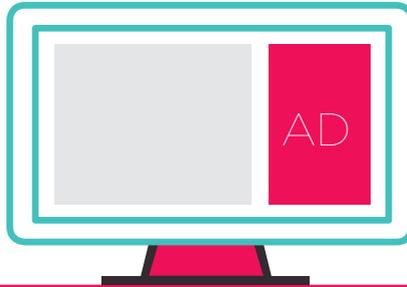
## PREDICTIVE MARKETING **THE ALLIANCE BETWEEN BIG DATA AND SMART DATA**

To guarantee successful campaigns, a defining relevant target market groups is essential. In addition to the importance of building solid partnerships between publishers and clients, it is now essential to cross-reference, within a Data Management Platform (DMP), customer data analysis (first party data) with that supplied by advertising networks, and data-exchange platforms (third party data).

DMPs also integrate data supplied by business partners (airlines and credit card companies) or those that have similar target groups (golf-club manufacturers and luxury car brands, for example). Cross-referencing this data (second party data) with that mentioned above further improves targeting and allows you to create a fully personalised journey from the first user visit on an e-commerce website.



- ✓ 
- ✓ 
- ✓ DPM



The use of DMPs aims to build a single customer repository through which it will soon be possible to deliver a unique purchasing experience. Based on the use of Smart Data (this being analysed, unlike Big Data which is gathered), it offers marketers an opportunity to enter into a «consumer-centric» dialogue. This approach lets you overcome the hurdles of aggressive advertising pressure, often seen as intrusive by web users.

This next-generation advertising, known as «programmatic», is revolutionising the relationship between brands and the consumer.

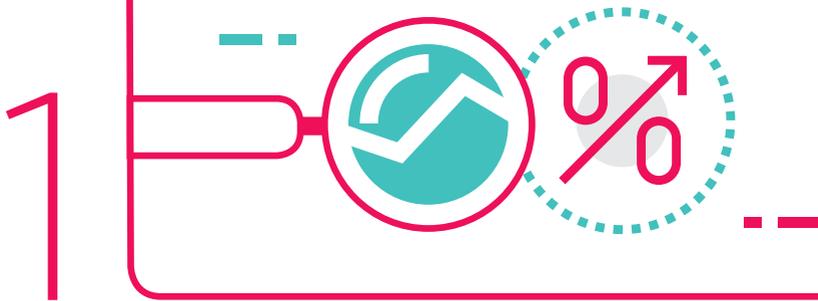






# THE EMERGENCE OF NEW MODELS





# CONTRIBUTION VS ATTRIBUTION

**Did you know that a customer visits an average of 7 sites before making their final purchase decision? Or that the time between first visiting a travel website and booking can reach up to 69 days<sup>4</sup> ?**

Faced with the volatility of web users, and strong competition, performance marketing professionals have had to review their «last click» attribution model, turning towards a contribution model. The long-applied rule to attribute the commission for a conversion to the publisher who generated the «last click» left many publishers, who couldn't work profitably and therefore stopped advertising for a client, even though they generated conversions and

helped the brand to gain awareness. Thanks to advanced tracking tools, it is now possible to identify all publishers involved in during the customer journey, and to thereby pay them according to their contribution towards conversion. This approach gives clients an overview on their customer's buying journeys, allowing them to identify which lever to use and push. Based on these insights, clients can optimise their marketing mix.

<sup>4</sup> Google barometer 2015



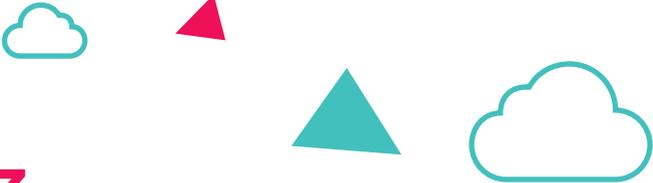
## 2 FROM PAY-PER-CLICK MARKETING TO ATTENTION MARKETING

Mobile web users browse the internet for more than two hours per day and spend an average of just 15 seconds on a page!. How do you then retain their attention and ensure you have the right number of intentional clicks, taking into account the «fat fingers» effect? These two fundamental questions have pushed performance marketing professionals to offer clients models other than CPM and CPC.

The challenges: guaranteeing qualified traffic and generating engagement.

Here are a few payment models that allow you to measure users' real motivations and their actual engagement level:

- > **Double-click:** (click on an advertising material + click on your landing page).
- > **CPC + ClickTime:** which calculates the time spent on your landing page, or even CPC+ CPA.



# 3 ENGAGEMENT MARKETING VS IMPRESSION MARKETING

Today, an important observation stands out: 30% of web users<sup>5</sup> have downloaded Adblock on at least one of their devices. Faced with this fact, advertising has to reinvent itself. It is a fact that marketing banners,

**30%**  
**of the users**  
**browse the Web**  
**using an ad**  
**block software**

considered intrusive and irritating, disturb customers when browsing (slower loading time, advertising pressure too high etc.). Personalisation and contextualisation are the two tools that performance marketers now have to offer for a better and seamless internet browsing. These tools enable higher engagement using effective, formats, that focus on the

relevance and quality of the content have appeared and allowing clients to significantly optimise their conversion rate:

- > native advertising, which is naturally integrated into editorial content where information is particularly well suited to mobiles (156% more investment anticipated over the next five years<sup>6</sup>),
- > video (20% more investment in 2015<sup>7</sup>)
- > other HTML5-type rich media formats

<sup>5</sup> Ipsos study for IAB France. 53% of 16-24 year-olds, 39% of 25-34 year-olds, 20% of 60 + have downloaded ad-blocking software

<sup>6</sup> Yahoo et Enders Analysis «Native advertising in Europe in 2020»

Read more at <http://www.frenchweb.fr/deux-tiers-des-depenses-de-native-advertising-concerneront-le-mobile-en-2020/230015#gZfFme3UDvI8vwdG.99>

<sup>7</sup> IHS, Video advertising, in Europe, the road to programmatic Ubiquity, sept 2015.5.



4

# INFLUENCE MARKETING VS PRODUCT MARKETING

In the 1950s, sociologist Katz affirmed that we could all be opinion leaders in an area: that for which others give us credit. Today, 88% of consumers are influenced by the comments of other users<sup>8</sup> and more than one third of 16-34 year-olds prefer social networks over search engines to find out about brands, products and services<sup>9</sup>.

Today, the internet has transformed opinion leaders by taking them from their peer group to the entire world. Expressing themselves on their favourite subjects, they gather fans and followers and become real points of references in their field. Given such an opportunity, brands are eager to develop influence marketing. But how do you interest and approach opinion leaders?

<sup>8</sup> Econsultancy.com

<sup>9</sup> JDN

## BUT HOW DO YOU INTEREST AND APPROACH OPINION LEADERS?

Opinion leaders know their audience and are able, more than brands, to create compelling content. Although their audience might be smaller than that of certain media, they nonetheless remain more specific and more inclined to interact because their affinity with the opinion leader makes them more receptive to their ideas. Opinion leaders are not only ambassadors for the brands they like, but also a real source of information whose legitimacy outstrips that of more traditional media.

There are multiple advantages on the advertisers side:

- > better targeting
- > a wider reach for the message
- > improved visibility and natural linking
- > a reduction in advertising costs (far less than the average for traditional advertising)
- > improved brand awareness and image
- > improve engagement levels (likes, comments, shares, mentions),
- > an increase in traffic to the advertiser's website
- > an increase in sales
- > the reactivation of inactive customers



Starting a relationship with the most influential bloggers on social networks, sending them press releases and buzzkits or inviting them to events to encourage them to promote your products helps them represent the brand and develop relationships with them. They are always on the lookout for new opportunities in order to share their own opinion.

Find out more: <http://blog.kwanko.com/en/marketing-performance/influence-native-4-conseils-reussir-vos-campagnes/>

**AN INFLUENCE CAMPAIGN IN PARTNERSHIP WITH THE BODY SHOP AND THE FAMOUS FRENCH INFLUENCER NOÉMIE MAKUPTOUCH**

**THE BODY SHOP.**

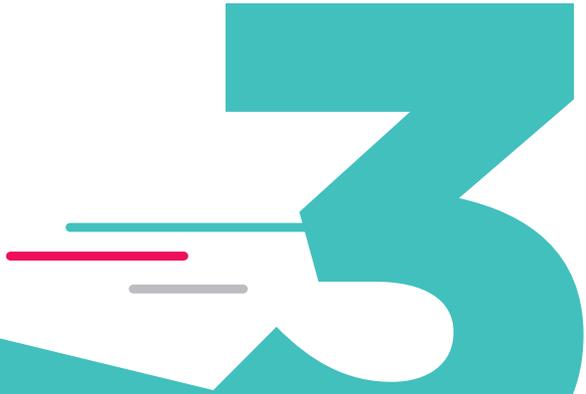


An online contest, a dedicated video, 3 instream video, 4 instagram posts in order to promote The Body Shop Xmas Advent Calendar.

**RESULTS:**

- + 123 000**  
LIKES
- + 2 886**  
COMMENTS
- + 18 000**  
FOLLOWERS
- + 200 000**  
VIEWERS





**SIX TIPS  
FOR BUILDING A WINNING  
SUCCESSFUL PERFORMANCE-  
MARKETING STRATEGY**





1

## DEFINE YOUR PRIORITIES

Before planning any performance-marketing actions, it is essential to define the campaign's objectives. Is it to generate qualified traffic for a branding purposes, or to generate leads visitors into prospects to increase your contact database? Is it to boost sales? To drive your website visitors to a physical location or store?

Based on the target, a strategy will be implemented, defining which levers to use as well as KPIs: the click- rate, subscription and conversion rate, as well as the time spent, rebound rate, basket abandonment and unsubscribe rates.

**What about your target group?** They are can be identified by, for example, gender, age, level of education and income, their consumer habits, location, media preferences, or interests. The more precise the target, the more



effective the targeting, hence the campaign. This is particularly true for email which, in 2015, saw a growth rate of 4% despite a global drop in sending volume<sup>10</sup>.

**The reason?** The various targeting possibilities allow you to optimise the performance of your emailing activities.

### **And the budget?**

Duration and amount are the two fundamentals on which you need to rely to calculate provisional return on investment. For examples, for CPA campaigns, you need to use long-term strategies to bear fruit.

It is nevertheless possible to put strategies in place for short periods with CPL/CPC and CPM campaigns.



<sup>10</sup> SNCD 2015



# 2



## CHOOSE YOUR PARTNER WELL

Taking into account the high growth rate in online advertising and its significant technical element, there are nowadays a vast number of players, acting on the market online marketing landscape.

In this context, where there are so many organisations (advertising networks, media agencies, affiliate marketing platforms, ad exchanges etc.) it is important to work with a provider partners that fully commit to your objectives, ensures reliable tracking solutions and has access to a qualitative network of publishers.



**The quality of the strategic guidance** is indispensable. To respond to your needs, your partner must suggest effective actions that rely on an excellent understanding of your business, your brand and your targets.

Once the campaign has been launched, your dedicated account manager will be your best asset.

In charge of steering the campaign, they'll act to optimise your ROI and will monitor the KPIs that you will have put in place with them..

**Respect for the advertising ethics,**

to which your customers are very attached, also depends on the quality of partners you choose, as well as the partners and sources from your partners. They are a trusted third-party and therefore committed to reliably tracking their clients campaigns and paying their publishers properly. Remember that paying publishers accordingly to their performance, leads to a higher interest in advertising for you and also optimise their sources. For example, members of the Interactive Advertising Bureau (IAB) or the Collectif de la Performance et de l'Acquisition (CPA, performance and acquisition collective) on the french market guarantee good practice (respect for copyright, ethical rules in gathering data for email databases etc.).



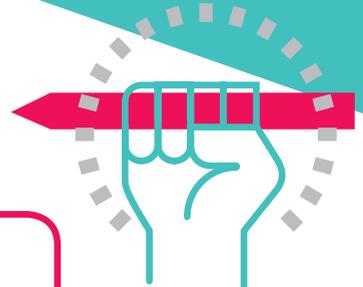
# 3 BE CREATIVE AND INNOVATIVE

**Try to be relevant in the relationship** you establish with your audience, demonstrating that you are sensitive to their values and that you know what they need. Analyse their browsing experience to integrate your audience and invite them to interact with you. Your landing page advert must also be simple, clear and contain a clear call to action.

It is important to adjust landing pages and advertising materials regularly, especially for seasonal events, sales as well as for trends in order to continuously attract attention of customers through new input.

Personalising and contextualising your emails and your advertisements is another key for successful communication. In order to implement this strategy consider using native advertising or well elaborated emailing materials (the opening rate for email, which involves content is 15% on average, while it is just 8% for a regular commercial email<sup>12</sup>)

<sup>12</sup> McMurray/TMG



• **Use images.** Images have a stronger emotional impact than the text and which will result in strong rates of engagement. To convince you: Tweets which include an image receive 150% more retweets<sup>13</sup> than those that don't have one; Instagram has an engagement rate of more than 4%<sup>14</sup>. Images convey the concept of the brand in a blink of an eye.

• **Use innovative formats** such as video which gives customers an opportunity for shares on social networks in its «instream» format. The

**+35%**  
growth rate  
for videos

proof: +35% growth rate for videos in 2015<sup>15</sup>. Video is also an excellent way of converting to sales at the end of the customer journey and is experiencing strong «outstream» growth on YouTube. To become viral, the videos must be, on the one hand, short and captivating and, on the other

hand, explanatory to offer reassurance. Video as a channel is essential when implementing e-commerce videos as it not only triggers the act of buying among 73% of web users<sup>16</sup>, but also develops and enhances of social selling which is experiencing strong growth.

<sup>13</sup> Forrester

<sup>14</sup> Emarketer Study

<sup>15</sup> Advertising market intelligence report published by the SRI (Syndicat des Régies Internet - union of online ad networks), PwC and the UDECAM (Union des Entreprises de Conseil et d'Achat Medias, Union of French Media Agencies)

<sup>16</sup> Visiplus blog : <https://blog.visiplus.com/contenu-web/6-chiffres-cles-qui-prouvent-limportance-de-la-video-pour-un-site-e-commerce-2016-02-05>



4

## PUT IN PLACE THE RIGHT ACQUISITION LEVERS

Performance marketing tools are numerous and respond to specific objectives.

### **Affiliate marketing programmes**

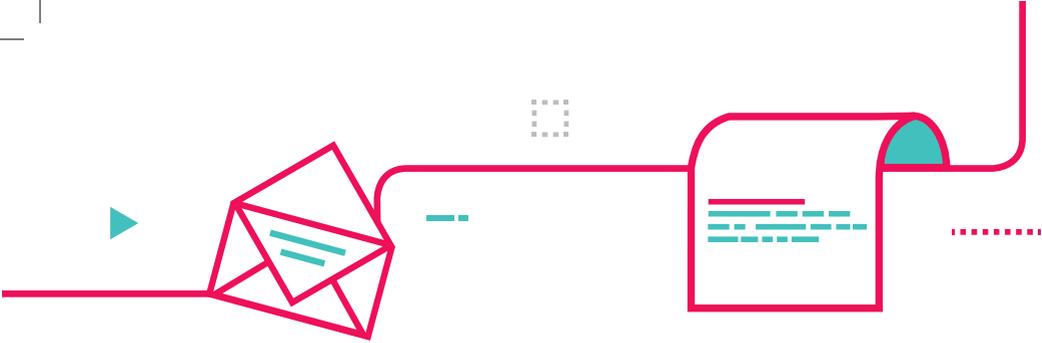
offer you the possibility of bringing all the levers into play, and orchestrating their performance campaign through a large network of partner sites (media websites, community websites, blogs, cashbackers or comparison sites). Publishers are paid according to results based on pre-defined objectives (impressions, leads, sales, subscriptions).

**Paid search** (purchasing keywords) or even Search Engine Marketing (SEM) is part of an online traffic-acquisition strategy. With a message that has a specific objective, and a

campaign integrated into a range of marketing actions aimed at, in addition to clicks, generate sales or leads, the results for this channel are excellent. Up 4% among advertising spending in 2015<sup>17</sup>, it is praised by marketers who appreciate it for its flexibility, simplicity and immediate responsiveness as well as the overall results..

**Display** with its diverse advertising formats and creative messages meets an extremely varied range of objectives (awareness, traffic acquisition, lead generation, conversion) which can be combined with other investments in

<sup>17</sup> 15th edition of the online advertising market intelligence report (Observatoire de l'e-publicité), PwC, UDECAM



performance-marketing (CPM, CPC, CPA, double-click CPC), making it a very attractive lever for clients. Up by 10% in 2015<sup>18</sup>, it represents one third of marketing-mix media spending, or more than one billion euro.

Boosted by the development of automated auctions (RTB), which lowers costs, display is experiencing strong growth on social networks: 31% more advertising revenue in 2015<sup>19</sup>.

**Emailing** in form of standalone or newsletter still generates good business for marketers clients as long as the target market group for sendouts is well defined and the rules of opt-in are respected from partners. With the emergence of technology platforms such as Emailbidding by Kwanko, which lets you launch campaigns in just a few clicks, email is also entering the

sphere of programmatic advertising. This tool offers the best ROI out of the marketing mix.

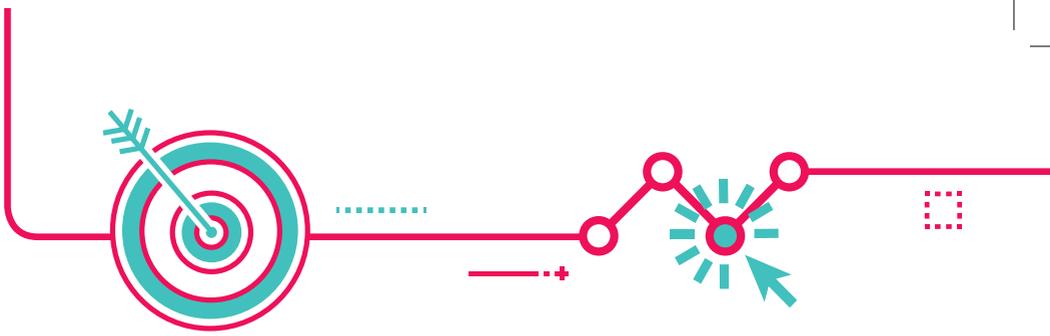
*<http://blog.kwanko.com/en/marketing-performance/generation-leads/7-regles-dor-de-mailing/>*

**Native advertising** offers an alternative to clients who want to reach their target group with less commercial advertising. This format focuses on quality content and offers them space to develop storytelling and capitalise on their brand image.

Contextualised and mingled into the editorial flow, it is, on the one hand, appreciated by media sites for creating value and being particularly well suited to small mobile screens, and, on the other hand, is praised by users because of its non-intrusive nature.

<sup>18</sup> 15e Observatoire de l'e-publicité, PwC, UDECAM

<sup>19</sup> Observatoire de l'e-publicité publié par le SRI (Syndicat des Régies Internet), PwC et l'UDECAM (Union des Entreprises de Conseil et d'Achat Medias)



It can be deployed easily on social networks. According to a very recent study<sup>20</sup>, it should represent 52% of Display spending by 2020. Native advertising spend is forecast to grow by 156% over the next five years and reach €13.2bn by 2020, according to a new report.

**Retargeting** complements actions carried out previously to improve conversion rates among visitors. It involves re-targeting web users, that have already visited your landing page by presenting personalised banners with products that interested them, on the network of partner sites that they visit.

Highly effective, with high conversion rates, this tool is suited to marketers with a large audience and a wide range of offers.

**Co-registration** aims to gather opt-in email addresses. Your offer is displayed as soon as the web user subscribes on a publishers website or makes an order on a partner e-commerce site. With an offer perfectly suited to the host site, you can then generate excellent quality profiles. Another advantage is the attractive acquisition cost given that costs per contact are shared.

**Good-deal websites and buyer's guides** focus on a community of buyers, used to seeking the best available offers. At the end of the conversion funnel, they allow the marketer you to finalise the sale. You mustn't forget them because they are very effective.

*Find out more: <http://blog.kwanko.com/en/marketing-performance/affiliation/bons-plans-pleine-mutation/>*

<sup>20</sup> Native Advertising in Europe in 2020, Yahoo et Enders Aanlysis, 2016



**Cashback** generates loyalty among e-shoppers by letting them benefit from an immediate discount on a shopping basket, or by letting them accumulate points, which can be spend on other products.

**Promo codes** are used in a similar way as cashback. Publishers offer their customers a discount voucher (for example, save 10€ when buying products worth 50€) on your products.

**Comparison sites** share this same approach. Often visited by web users in search of the best price, they are paid by on CPC or CPA and provide significant business for clients that feature a wide range of products with competitive prices.

**Real Time Bidding (RTB)** is the future of marketing. The figures for 2015 prove it: Today 40% of space is bought via RTB, up 61% compared to 2014<sup>21</sup>. Don't hesitate to use real time bidding which will optimise your costs considerably.

<sup>21</sup> Advertising market intelligence report published by the SRI (Syndicat des Régies Internet - union of online ad networks), PwC and the UDECAM (Union des Entreprises de Conseil et d'Achat Medias, Union of French Media Agencies)

# 5



## COORDINATION AND MANAGEMENT

### **Publishers are your partners.**

They all have an interest in working with clients, whose messages and offers are likely to attract their audience. The quality of these partnerships is essential because it allows you to develop win-win campaigns (challenges, competitions, operations for seasonal events) which boost performance and create value for you. Meeting publishers, which can bring you traffic from your target groups or can raise awareness for you in general, allows you to benefit from their feedback and create a personal relationship.

## MAIN PAY-OUT MODELS

**CPM:** cost per mille, based on the number of adverts displayed

**CPC:** cost per click on the advertising material

**CPL:** cost per lead when filling in a subscription form

**CPA:** cost per action, based on conversion (sales)

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## DOUBLE INDICATORS ALLOW YOU TO ESTABLISH TIERS OF PUBLISHER REMUNERATION, BY PRIORITISING THEIR EFFECTIVE CONTRIBUTION TO THE MARKETER'S OBJECTIVE.

**Double-click** (the first on the advertising material, the second on your website to confirm interest) offers the you a guarantee of a «real» click

**CPC +:** time spent on your landing page allows you to measure the relevance of your content, message and offer while guaranteeing quality traffic.

**CPC/CPM + CPA** directly measures conversion rates.

It's also possible to be more specific : new clients acquisition VS existing clients, differentiated basket comission per product category or per levers.

# 6

## MONITORING AND OPTIMISATION

You have defined your objectives with your partner in advance, in terms of click rates (CTR) and conversion rates (CVR) as well as your maximum acquisition cost.

**Your role:** define your key performance indicators.  
Your partner's role: provide you with a real-time view of your campaigns' performance to guarantee effective management.

**Your partners' reports** should be part of their deliverables. You must therefore be able to easily analyse the performance of each tool lever, device, publisher, and target group. Define the indicators that you want to monitor in advance, to be able

to quickly plan for modifications (creative elements, the day or time of publishing, targeting etc.) and to optimise your ROI.

While managing affiliate marketing programmes, which include different types of remunerations (CPM, CPC, CPA, CPL), it is particularly important to monitor the eCPM of each lever and each action, to be able to compare and choose the most profitable actions<sup>22</sup>.

<sup>22</sup> eCPM (effective cost per mille) is an indicator of the potential revenue generated by advertising space sold on the basis of performance (per click, per sales commission etc.) eCPM makes it possible to transform performance-generated income into income proportionate to 1000 advert impressions. <http://www.definitions-marketing.com/>



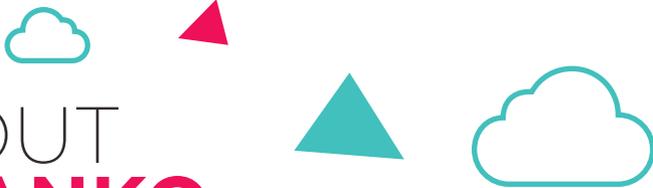
The notion of reach (percentage of web users or individuals belonging to a target group having been exposed to a form of advertising at least once during the campaign period) and KPIs such as the number of fans, views, visits and, of course, the level of engagement, are essential pieces of data.

### **A/B testing**

The responsiveness of the media offers the possibility of testing different varieties of your materials; for example colours, messages, font size or call-to-action designations. This practice commonly known as A/B Testing significantly

improves a campaign's click or conversion rate. Nevertheless, to be able to draw lessons from it, test only one element at a time (it's not about testing two different creative elements). Set yourself an improvement objective at the beginning and a sufficient sample size.

**It is essential to focus on a long-term strategy: don't hesitate to invest, launch and test as many formats as possible, and to study the performance of each.**



# ABOUT **KWANKO**

Founded in 2003, Kwanko is a french group specialized in web and mobile online advertising.

**Our business:** Online Performance Advertising

**Our vocation:** help our advertisers generate more sales, more leads and more quality traffic to their websites and their mobile apps / help our editors maximise their advertising revenues.

In order to optimize the performance of its campaigns, Kwanko draws on the expertise of its experts and its proprietary technologies

- > **NetAffiliation** for Affiliate Marketing campaigns
- > **Kwanko Mobile** (former Swelen platform), a pionner of Mobile Advertising. With this Marketplace, advertisers can launch branding, apps download and geolocated campaigns to drive traffic to their stores.

In 2015, Kwanko also took a stake in **Emailbidding**, an RTB Emailing self-service platform to reinforce its multi-channel strategy.

Already present in 18 countries in Europe and LATAM, Kwanko's ambition is to become a worldwide player in Online Performance Advertising.



