



What is Precision Advertising?



Reaching new audiences and influencing them from first touch to purchase is now as effective as direct response. It's measurable and powerful. It's precision advertising—full buyer's journey, cross-channel advertising.



Summary

Brand Awareness Is Dead

The First Complete Ad Experience

Precision advertising makes it possible to control the ad experience across channels for each of your personas.

Hyper-Targeting

Precision advertising layers multiple first- and third-party data sources to reach only your hyper-targeted personas, anywhere they are.

Personas + Machine Learning

Precision advertising merges and identifies the best mix of millions of channels and ad variables across the open internet to create the highest converting and most cost-efficient ad experience for each persona.

Creative for Precision Advertising

Performance creative optimizes ad creative in every format for each unique persona and creates unforgettable ad experiences.

Measurement Science

Precision advertising uses rigorous data analytics to measure and tie advertising efforts to real revenue impact.

It's Now Possible

Over the last eight years, working closely with hundreds of CMOs, Agility has built a comprehensive platform that makes precision advertising possible for enterprises.



Audio Ad Variant D



Video Ad Variant B

Display Ad Variant A



Brand Awareness Is Dead

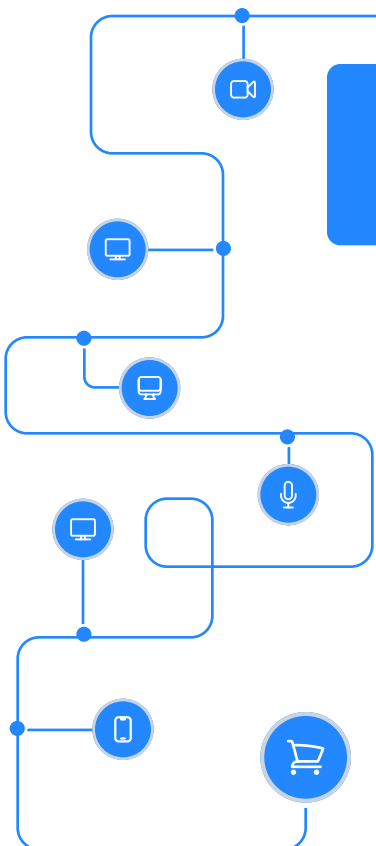
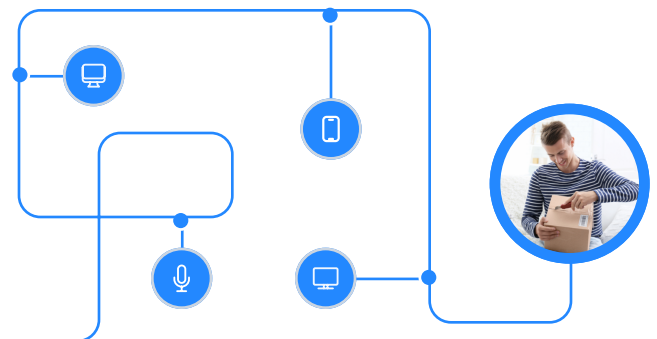


For many marketers, brand awareness is a four-letter word. It's too difficult to measure, budgets are tight (and tightening), and pressure for down-funnel results is stronger than ever. That's why marketers keep investing in capturing demand with down-funnel, direct-response marketing tactics.

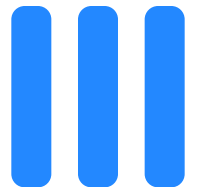
Brand awareness, meanwhile, has been equated with unscientific, untrackable marketing strategies like hiring a celebrity spokesperson or putting up a billboard. Those campaigns represent just one touchpoint. Every touchpoint is actually part of brand awareness—even direct response ones. But, because there's never been a perfect way to measure the effectiveness of each touchpoint in the customer journey, marketers unsettlingly settle for "Well, at least now more people know about us!"

This is why brand awareness is dead. Marketers no longer have to accept that reaching and educating new audiences is fuzzy, unscientific, expensive, difficult, or risky. Reaching new audiences and influencing them from first touch to purchase is now just as effective as low-funnel direct response. It's measurable and powerful. It's precision advertising—full buyer's journey, cross-channel advertising.

Engaging new audiences from first touch to purchase is now as effective as direct response. **It's measurable and powerful. It's precision advertising**—full buyer's journey, cross-channel advertising.

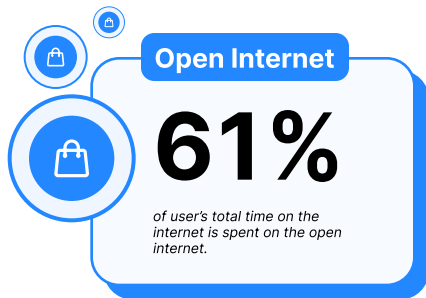


Fundamental Flaws In Today's Best Ad Strategies



For too long, it's been practically impossible to control the ad experience for target audiences across channels. Many marketers have no idea how many ads each audience sees or which ad types and messaging are responsible for driving conversions. **Where exactly should you put the next dollar?** The holy grail of digital marketing is identifying the right mix of touchpoints across all channels to maximize efficient conversions. Most marketers feel like their siloed channels make optimizing for Contribution Margin After Marketing (CMAM) just a daydream.

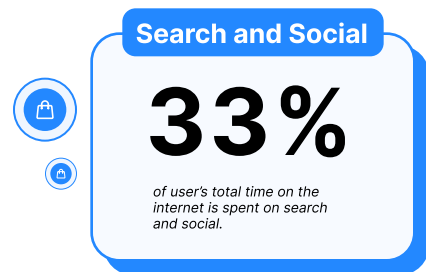
Adding to the frustration, Google, Meta, and most other isolated channels' costs and data transparency are trending in the wrong direction. Companies relying solely on these bottom-of-funnel channels are seeing their dollars stretch less as CPMs and CPAs rise. From 2022 to 2023, Meta's average CPM rose 7.4%, while TikTok rose 90% from 2021 to 2023.



Marketers are often surprised to learn that these platforms only capture a fraction of their audiences' online time. Consumers spend about 61% of their online time NOT on social or search platforms but instead using the open internet to browse, listen to music, watch streaming content, and more.

These problems with isolated channels mean marketers feel stuck. CAC is hard to maintain and conversion rates are plateauing (or plummeting). Marketers are working way too hard for small incremental improvements in performance. Many live quarter to quarter, hoping that performance will improve with the next new channel they test—if they can get the budget approved.

This all adds up to billions of wasted ad dollars every year.



Advertising Channels Are Merging

Luckily, advertising is changing fast. Netflix, Disney+, Spotify, and other advertising platforms sell their ad inventory through ad exchanges with real-time bidding (programmatic media buying) so marketers can follow audiences wherever they go digitally. These major players connecting to the open internet is a huge step in the right direction.

But buying a single ad type like CTV just continues isolating channels. There's still no control of the complete ad experience, including controlling every ad format across all channels to show exactly the right number of ads of each type with the best messaging for their stage in a buying journey. Marketers need zero wasted ads and efficiently optimized ad spend.

This is why a new category is emerging: precision advertising.



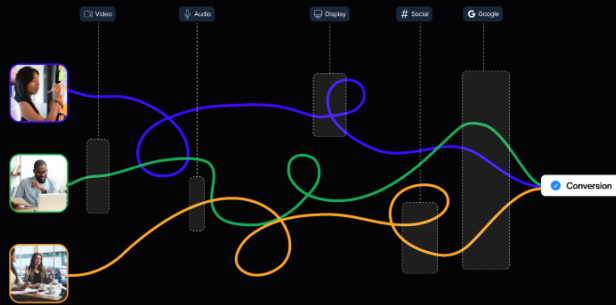
What Is Precision Advertising?

Precision advertising is the next evolution in online advertising. It merges advertising channels so that marketers can now:

- Layer in all first- and third-party audience data to truly hyper-target unique persona audiences
- Control the ad experience and messaging across channels for each unique audience
- Measure the impact of every advertising touchpoint across channels and prove incremental revenue growth

Marketers have finally found a way to reach only their audiences with the right message and ad type for each stage of their buying journeys. We're on the precipice of a new era. Entire marketing teams are shifting from having channel owners to collaborating and executing persona-first strategies.

Channels Limit Reach, Control, Optimization, & Measurement



Precision Advertising Connects Every Touchpoint In One Platform



Shifting to a persona-first marketing strategy isn't easy. It means creating the right buying experience for each persona, generating ad creative in all formats for every audience, building machine learning needed to optimize campaigns in real-time, implementing the tracking and data infrastructure needed to measure everything, and managing the audience data needed to make it all work.

It can seem daunting, but companies with ad budgets as small as \$100,000 per month are completely rewriting their marketing strategies around precision advertising after achieving exceptional results.

Why Precision Advertising Works



The customer journey involves multiple touchpoints, each of which influences buying behavior. If you can follow your target customer across the open internet and coordinate and curate those touchpoints across multiple channels with messaging that progressively drives toward conversion, you'll see more profitable advertising.

Now, the best advertisers are using precision advertising to effectively reach their target audiences, optimize their customer journey over multiple channels and ad types, test and iterate on their creative strategy, and measure the real impact of their efforts on revenue growth. Precision advertising is the most effective large-scale targeted advertising strategy, reducing CAC and driving efficient revenue growth.

“Precision advertising is not one of the ships in the harbor. **It is the tide that is rising all of the ships.**”

-Senior Marketing Manager
@ National Insurance Provider

Reach Your Personas—Everywhere



With cookies fading out, advertisers are looking for new data sources for targeting. Some platforms allow you to use demographic data to refine your targeting, others use geofencing, and others offer behavioral and contextual data.

Precision advertising layers multiple first- and third-party data sources—as well as geofencing—to pinpoint your customer to a T. Then, paired with your team’s knowledge of your customer’s journey, precision advertising uncovers the best places to serve ads at each critical point.

Precision advertising creates a “surround sound” ad experience that drives efficient conversions.

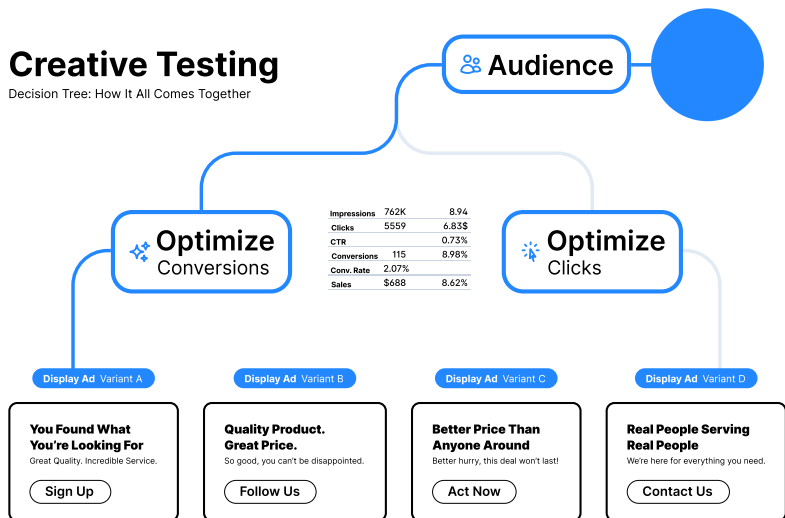
With precision advertising, the focus shifts from channel management, which uses siloed data sources to refine the audience, to a persona-first advertising strategy. Decisions change from “What channel is right for our budget?” to “What channel is right for the customer at this particular moment?” Every moment is optimized for the target persona. Millions of potential channels and ad formats flex to the individual persona in real-time—reaching them wherever they are—to always deliver the most relevant ad to the right person during critical moments in their journey.

Create Unforgettable Ad Experiences, Across Channels



Advertisers need to stand out and make a lasting impact in an increasingly crowded environment. Ads are also losing their effectiveness across the board. They’re aimless and overgeneralized because there’s no focus on refined and differentiated audiences.

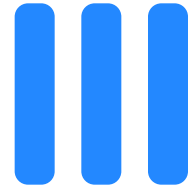
The importance of creating quality ads that speak to what your audience cares about can not be overstated. Every moment of the ad experience requires unique messaging relevant to the stage in the buyer’s journey and the details of how they’re targeted (intent, context, etc.).



Agility’s in-house performance creative team works with customers to rapidly develop and iterate on every aspect of the ad experience. We create multiple ad sets for every format to test and refine the design, messaging, and calls-to-action and create the most impactful ad possible. Best of all, we do all performance creative work at cost.

Agility works with major DSPs to buy the highest-quality ad inventory. Because we purchase a large number of ads every day, Agility customers get access to premium inventory they would otherwise miss out on. With integrated machine learning, we identify and deploy the precise, sequential, curated mix of ads and channels for each target persona.

Precision Measurement Proves Precision Advertising Works



Measurement becomes more robust when advertising isn't examined only through a limited, last-touch conversion lens. Agility has a team of data scientists who have set new measurement standards that make the customer journey and impact of advertising clearer than ever. Agility prioritizes the KPIs and metrics your customers care about and works with you to craft creative campaigns that move your needle.

Precision advertising innovates by harnessing newly available data to measure impact across channels. With that data, measurement methods like brand lift studies and PSA studies can now be used to paint the clearest picture of revenue impact possible.

Marketers are constantly asked to justify their ad spend. Before precision advertising, marketing and finance spoke different languages, with different terms and metrics. Now, CMOs and marketing leaders can confidently report to their boards or CFOs with easy-to-understand reporting and a direct impact on the bottom line. Precision advertising is a powerful boost to vital internal relationships.

Start Precision Advertising



Launching precision advertising is a simple process with the right team members involved. It begins with a 3-4 month test using the least ad spend possible to prove incremental profit. A complete implementation (after a year of testing) includes 20+ precision audiences, custom ads for every ad type and audience, and a robust measurement study. But a test starts with 2-3 audiences and 2-3 ad types, with a measurement study designed based on your available data. The audience data used in a test often will be from our data partners and our 1st party data. Still, in a full implementation, we would layer in your 1st party data for even more effective targeting.

Launching precision advertising with Agility usually includes 3 phases: a test (described above), a pilot (6-9 months of careful expansion), and a partnership (ongoing full implementation and management).

Precision advertising is a complete solution that includes audience strategy and data, creative ad production, and measurement science. We offer a performance guarantee for many companies, promising to fully refund ad spend if we don't achieve the performance goal.

Brand Awareness is Dead.

For more information on launching precision advertising, [contact a member](#) of the Agility solutions team.

