Agility's **Precision Advertising** Elevates National Consumer Brand's Market Share, Revenue Growth, and Existing Advertising Efforts

3.12x
Revenue Impact
ROAS

525%
Lift in Conversion
Email + Agility

122%
Lift in Conversion
Google + Agility

494%
Lift in Conversion
FB + Agility

> "Precision advertising is not one of the ships in the harbor.
> **It is the tide that is raising all of the ships.**"
>
> *- Senior Marketing Manager*

Background

Revenue Range: *$750M - $2B*

Business Model: *D2C | Consumer Subscription | Digital Purchase Experience*

Primary Market Spend: *Paid Search, Paid Social* *Geographical Focus:* *United States*

BEFORE AGILITY

Before partnering with Agility, **a large national consumer brand mainly reached prospective members on paid social channels with a limited number of built out personas.** Like many advertisers, they didn't utilize advertising outside of paid search and paid social. Like many marketers, it was an unknown black box when it came to reporting and attribution. To overcome any questions of attribution, they focused their advertising efforts on direct response campaigns.

THE PROBLEM

Because of this, the company felt the squeeze that many online advertisers are currently feeling. **Their CPA was rising and CMAM was tightening.** This reliance on existing channels also put them in a precarious position, as any disruption to those channels would have a major impact on their business. Additionally, they needed a partner to help them expand to new audiences and grow membership.

ROAS
8.8x

Strategy and Execution

The relationship between the client and Agility began--and remains--highly collaborative. The client worked with Agility to shift from isolated channels, to precision advertising. This meant building clearly defined personas that would each receive a full-buyer's-journey ad experience unique to them. Agility's Precision Strategists worked in lockstep with the client to identify the best personas, messaging and ad experience, inventory combinations, and measurement design.

Persona 1

Persona 2

Persona 3

Persona 4

Persona 5

Persona 6

INITIAL TEST PERSONAS

To begin, we jointly developed several new personas, including one targeting a younger, female audience.

> "We're seeing that we're getting more site visits from personas that we typically didn't have in our minds as somebody that we could convert to a customer...We thought our core customer was a lot older. After working with Agility, we're seeing that there are multiple ranges that we can appeal to in terms of age and even gender."
>
> *- Senior Marketing Manager*

SKEPTICISM AND VALIDATION

Armed with a new targeting strategy, Agility and the client began running precision advertising. However, initial results didn't provide sufficient clarity into customer behavior. The client paused the campaign to study the impact, employing a third-party provider to help validate their results. **After third party validation produced evidence of reduced CAC and increased sales revenue, the client and Agility designed a new expanded test with larger budget.**

EXPANDING BEYOND TESTING

Agility employed a mix of display and CTV ads to reach the new target personas more effectively. To measure the residual impact of Agility's strategy, after several weeks, the campaign was placed in a cooldown period. **With the results satisfactory to both teams, the client launched another larger long-term campaign.**

> "If one of our personas is not performing on CTV, we're going to eliminate that from their media mix and still ensure that the messages that they're receiving on display, social mirroring, or audio are all relevant and cohesive to create that user experience that is ideal for that customer."
>
> *- Senior Marketing Manager*

Outcomes

Before Agility
Reliant on walled gardens
Limited persona understanding
Siloed marketing activities, minimal measurable effect on one another
Customer is served unrelated ads to their journey

After Agility
Empowered with greater reach than paid search and paid social combined
New personas already activated, expanding market share
Sequential/curated process produces lift across other channels
Customers actively progress through the buyer's journey spurred by relevant advertisements across channels

CUSTOM AD JOURNEYS CONVERT MORE

With precision advertising, the client and Agility understood that conversion to the client's membership involves a longer sales process than other industries like e-commerce. To capitalize on this, Agility helped map out more effective touchpoints for every stage of the buying process. And those increased touchpoints paid off. At the top of the funnel, Agility found that **34% of branded searches came just 12 hours after seeing an ad. Down funnel, 77% of conversions across all channels reported having also seen mobile ads.**

BEYOND MARKETING METRICS

However, Agility's relationship with the company goes beyond the metrics. Effective targeting requires a creative strategy. The client's membership involves a longer sales process than other industries like e-commerce. It requires more extensive education. **With precision advertising, the client and Agility were able to understand the sequential nature of the education process and move potential customers efficiently through the funnel.** Agility also used its network of advertisers to facilitate new strategic partnerships for the company.

The client has continued to increase spend, launch new precision personas, and align their entire marketing mix to these new personas. This creates an ad experience that is persona first, and consistent across all of their channels. They now have the ability to expand beyond paid search and social, and profitably grow through advertising.

> "One of the things that I like about [Agility's] methodology and leading audience is you're evaluating channels for each persona. You're not coming up with a strategy that says we need CTV, display, or social mirroring for every single persona. You're looking at the individual channels that work for that persona. So you're finding the people where they're already at."
>
> *- Senior Marketing Manager*

agility
PRECISION ADVERTISING