

Leveraging behavioural science to power international paid strategies

- By Charlotte Sharpe

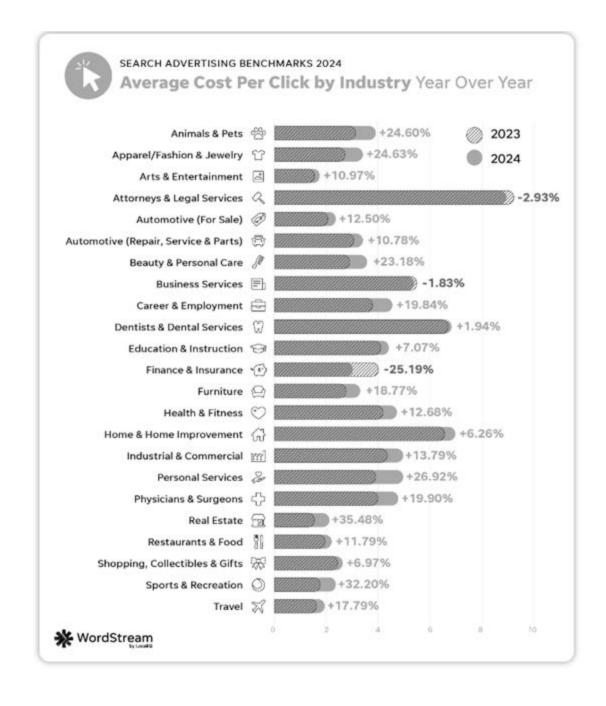
What you'll learn today

- Current paid media industry challenges.
- What is behavioural Science?
- How can you implement this into your international paid strategies.

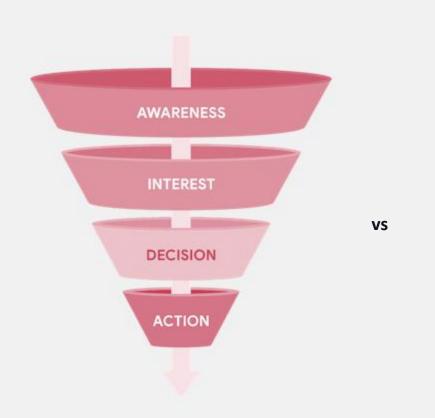


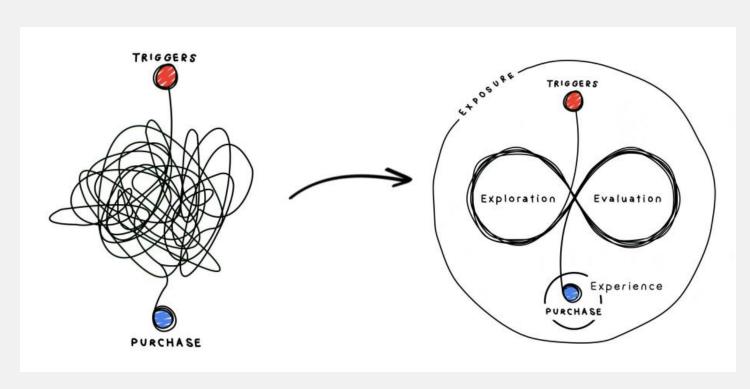
There are many new challenges in the world of paid media

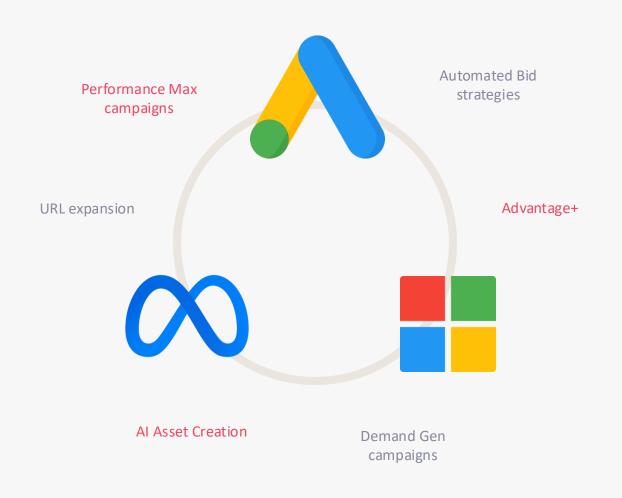
CPCs continue to rise across multiple different industries YoY



The path to conversion is no longer as linear. It's a lot messier.



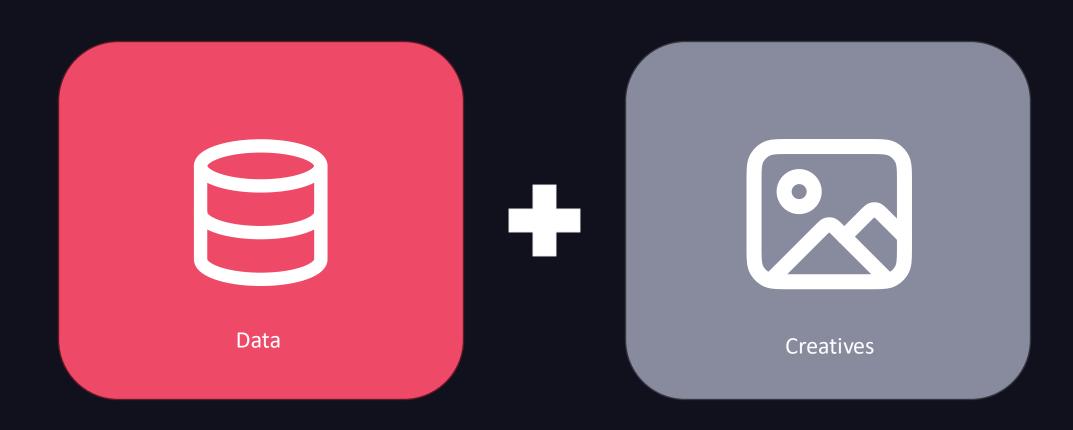




Campaigns are becoming more consolidated.

With a need to be more reliant on automated bidding

However, it's not all <u>doom & gloom.</u>
We still have control to <u>influence results.</u>



Behavioural science principals

6 key behavioural biases that heavily influence consumer decisions in the messy middle of the buying process.

Social proof



Use of recommendations and reviews from other businesses/customers can be persuasive.

Power of now

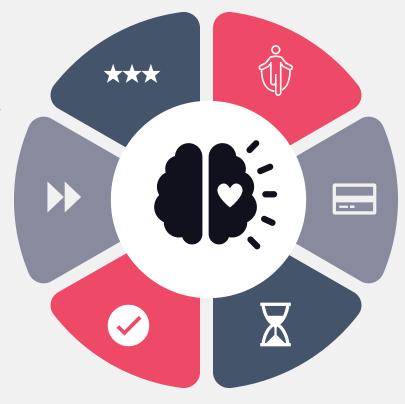


The longer you have to wait for a product/service the weaker the proposition becomes.

Authority bias (



Being swayed by an expert or a trusted source.



Category heuristics

Short descriptions of key product/service specifications can simplify purchase decisions.

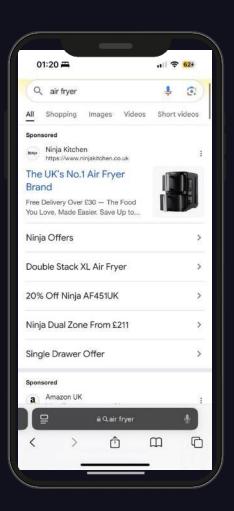
Power of free

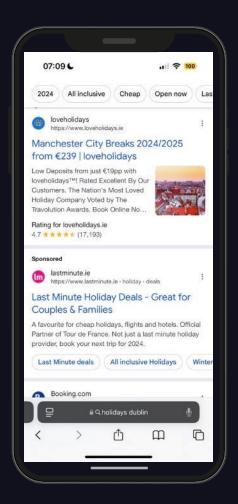
A free or perceived gift with a purchase, even if unrelated, can be a powerful motivator.

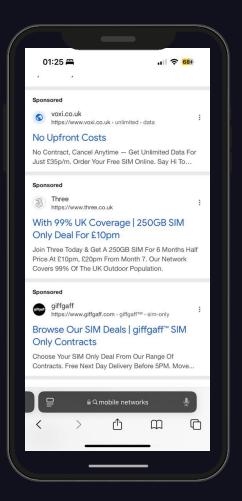
Scarcity bias

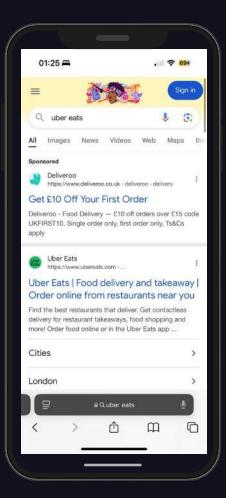
As stock or availability of a product decreases, the more desirable it becomes.

Apply behavioural science across Ad copy messages



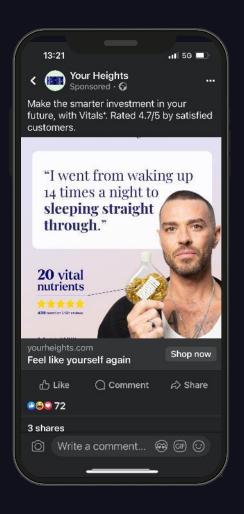




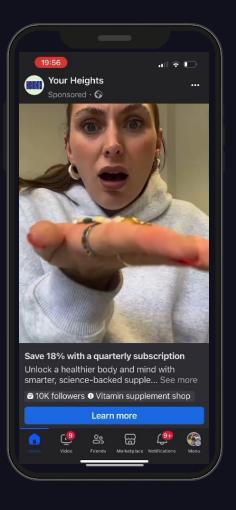


Apply behavioural science across images & videos









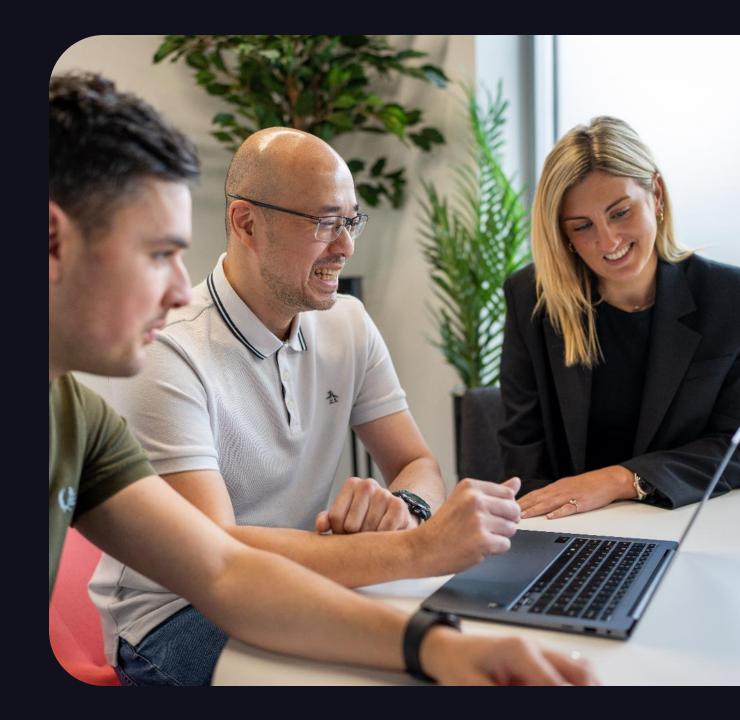
How do the different biases perform across our clients?



Now what?

Get started and test out the biases for your campaigns. find what the perfect combination is for your brand.

- Scan your current website/marketing materials.
- Assess which biases you're already covering.
- Create a test across one of your campaigns and continue to build on this.



CONNECTIVES

Thank you for listening.

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