



Leveraging behavioural science to power international paid strategies

- By Charlotte Sharpe

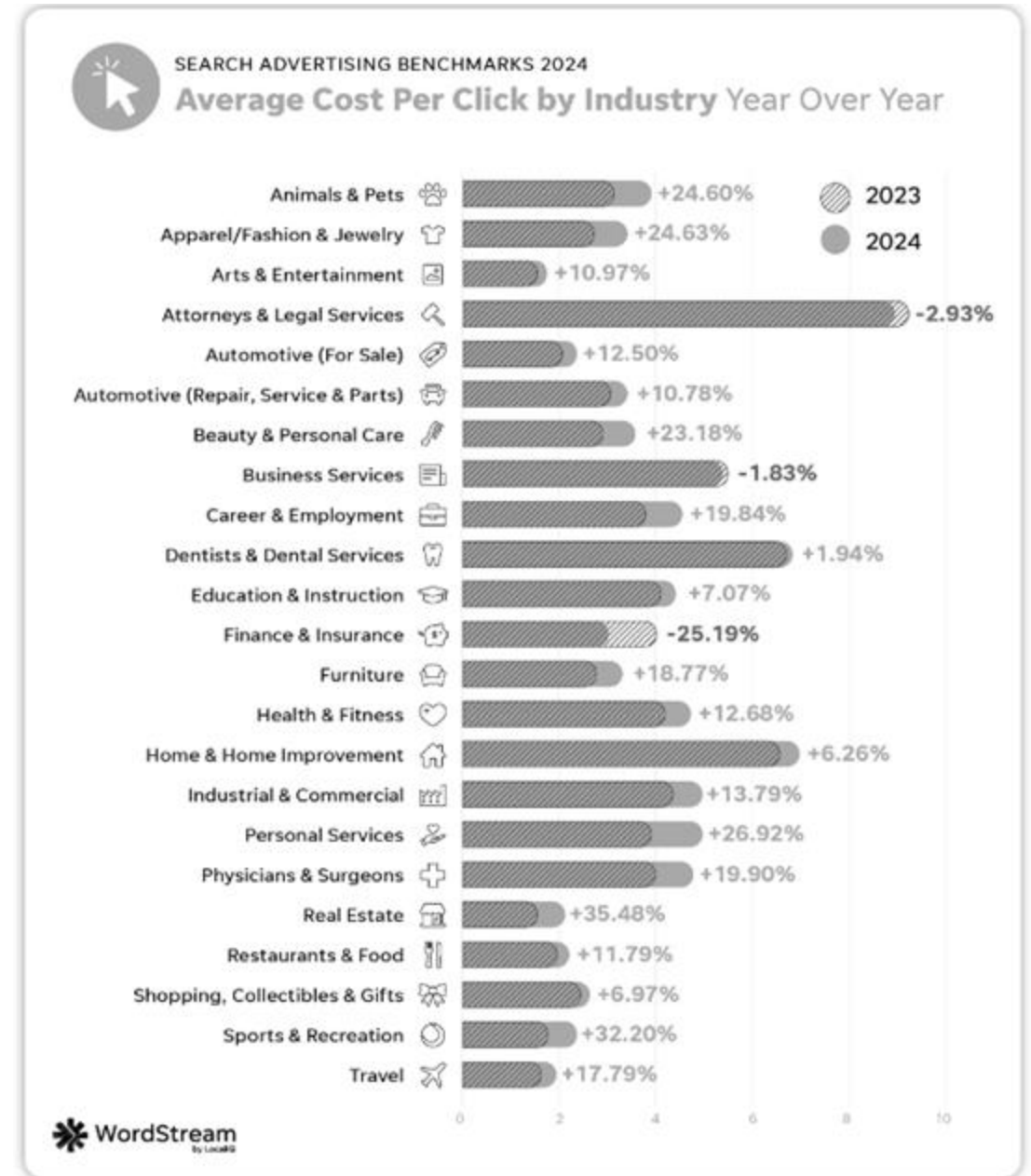
What you'll learn today

- 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

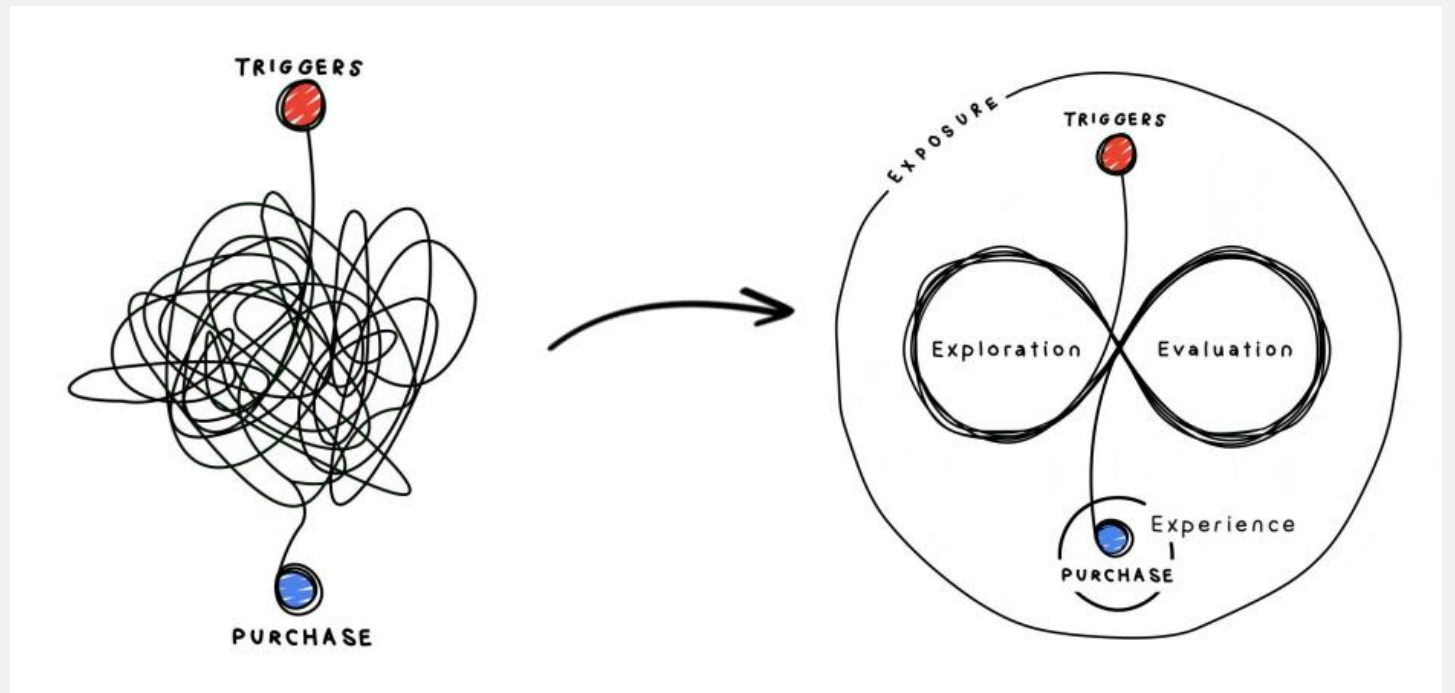
CPCs continue to rise
across multiple
different industries
YoY

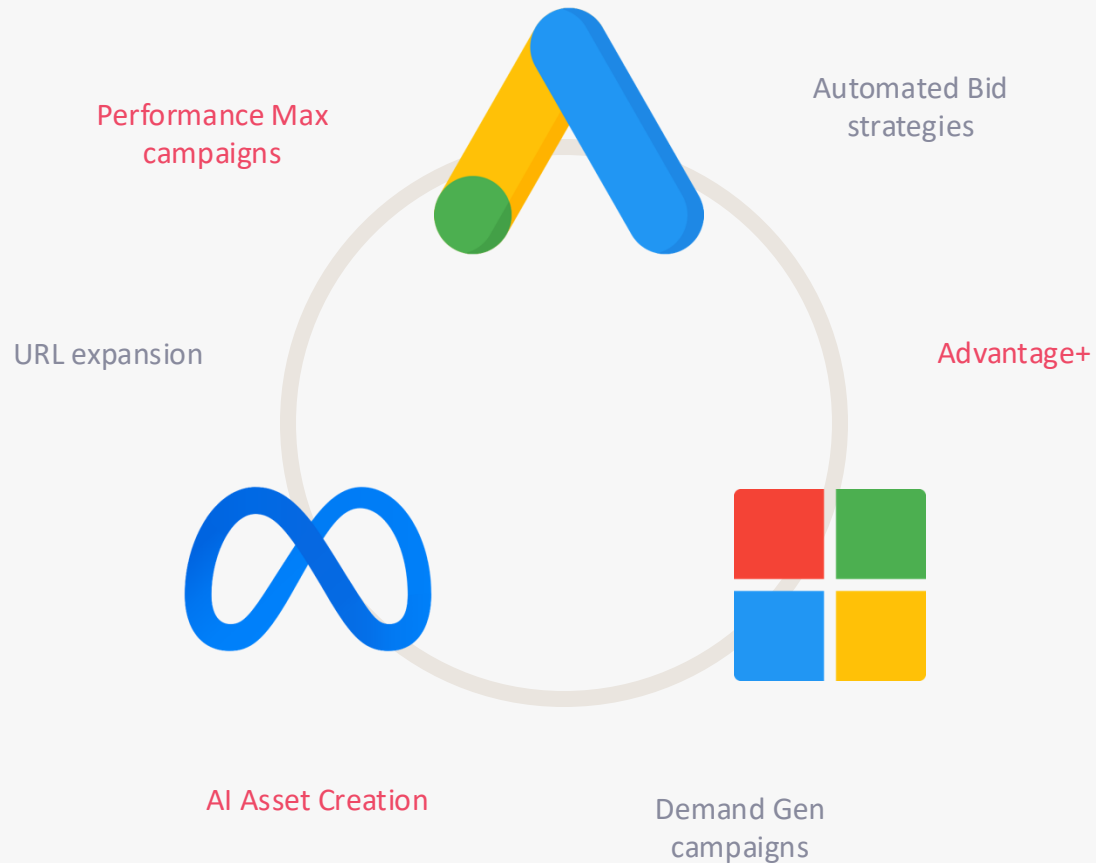


The path to conversion **is no longer as linear.** It's a lot messier.



VS





Campaigns are becoming more consolidated.

With a need to be more reliant on automated bidding

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



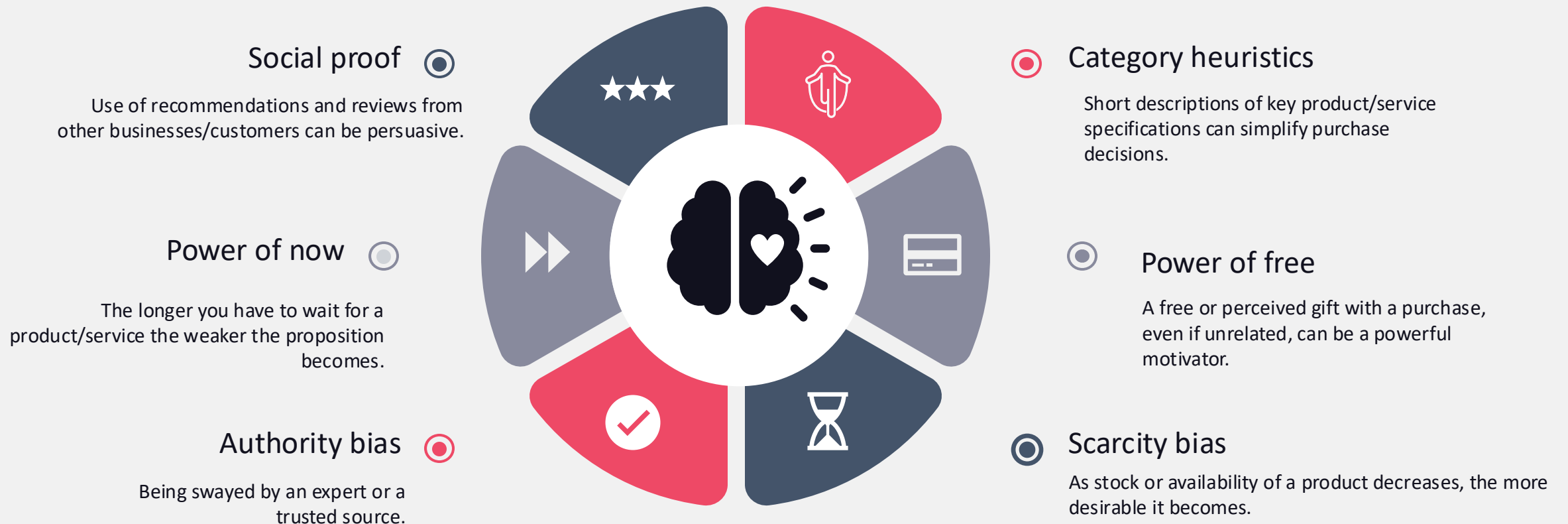
Data



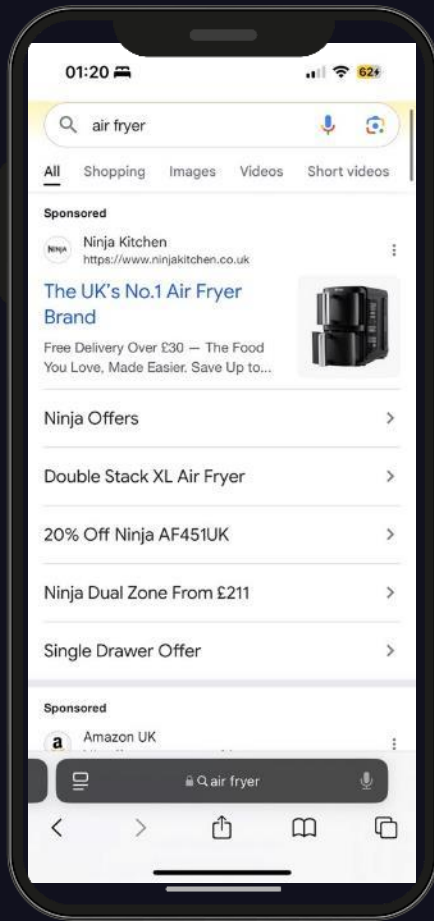
Creatives

Behavioural science principals

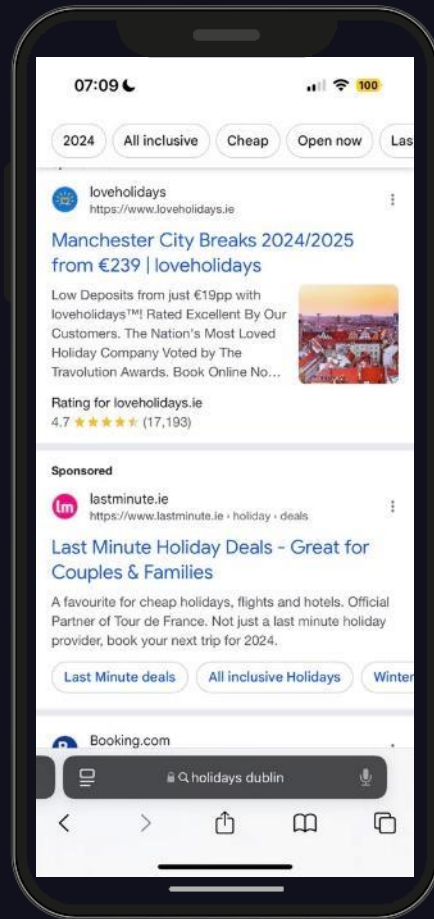
6 key behavioural biases that heavily influence consumer decisions in the messy middle of the buying process.



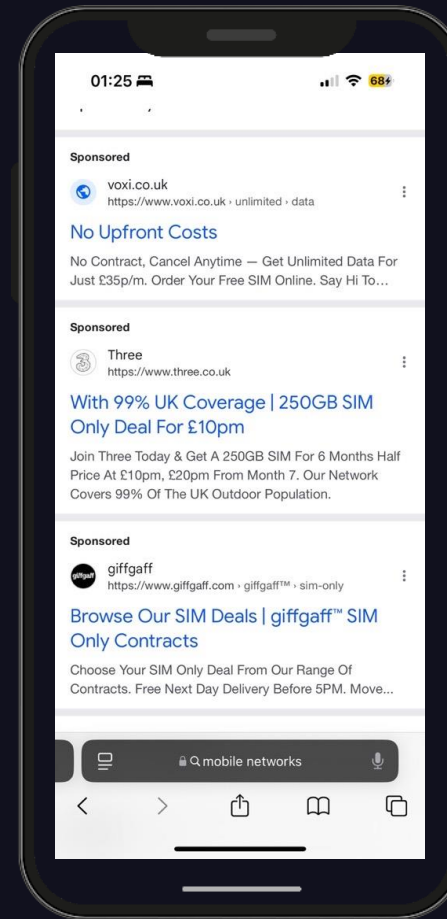
Apply behavioural science across Ad copy messages



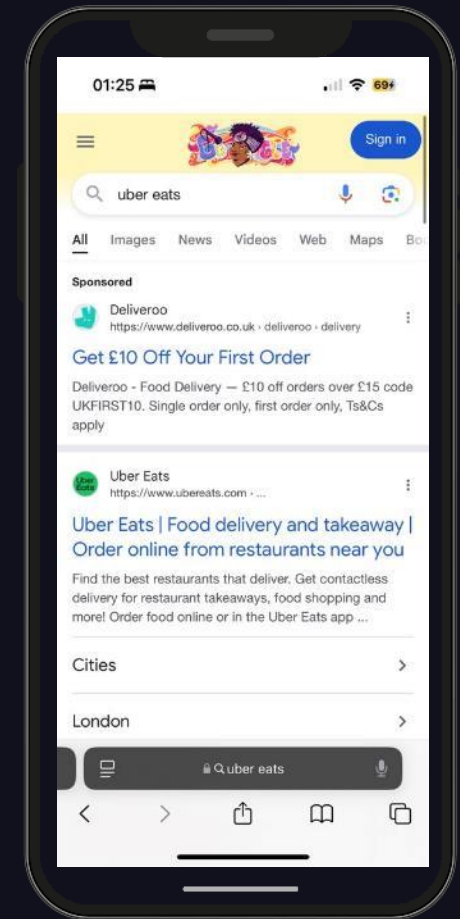
Authority Bias



Social Proof



Scarcity Bias

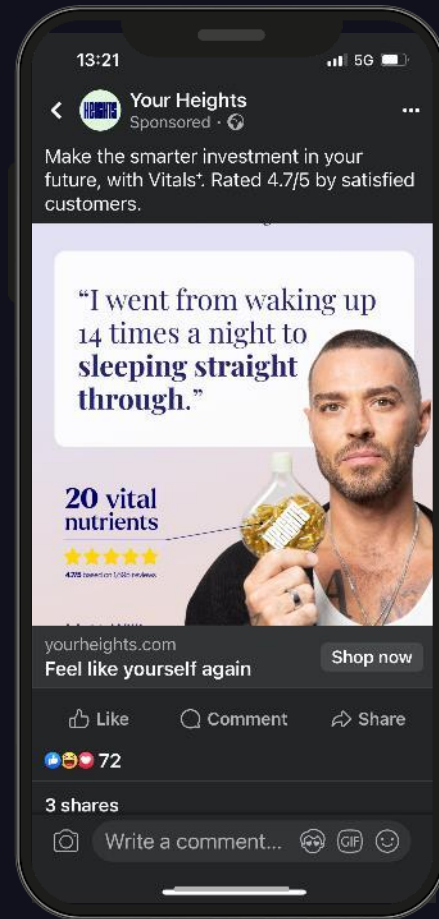


Power of Free

Apply behavioural science across images & videos



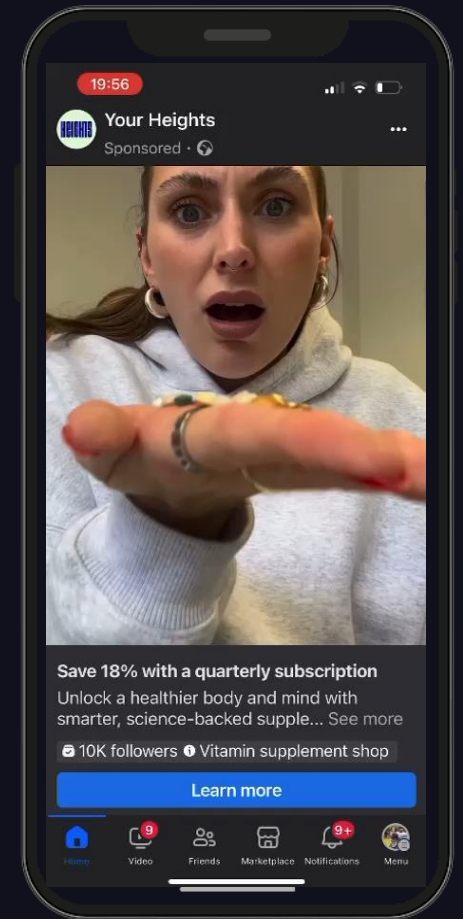
Authority Bias



Social Proof

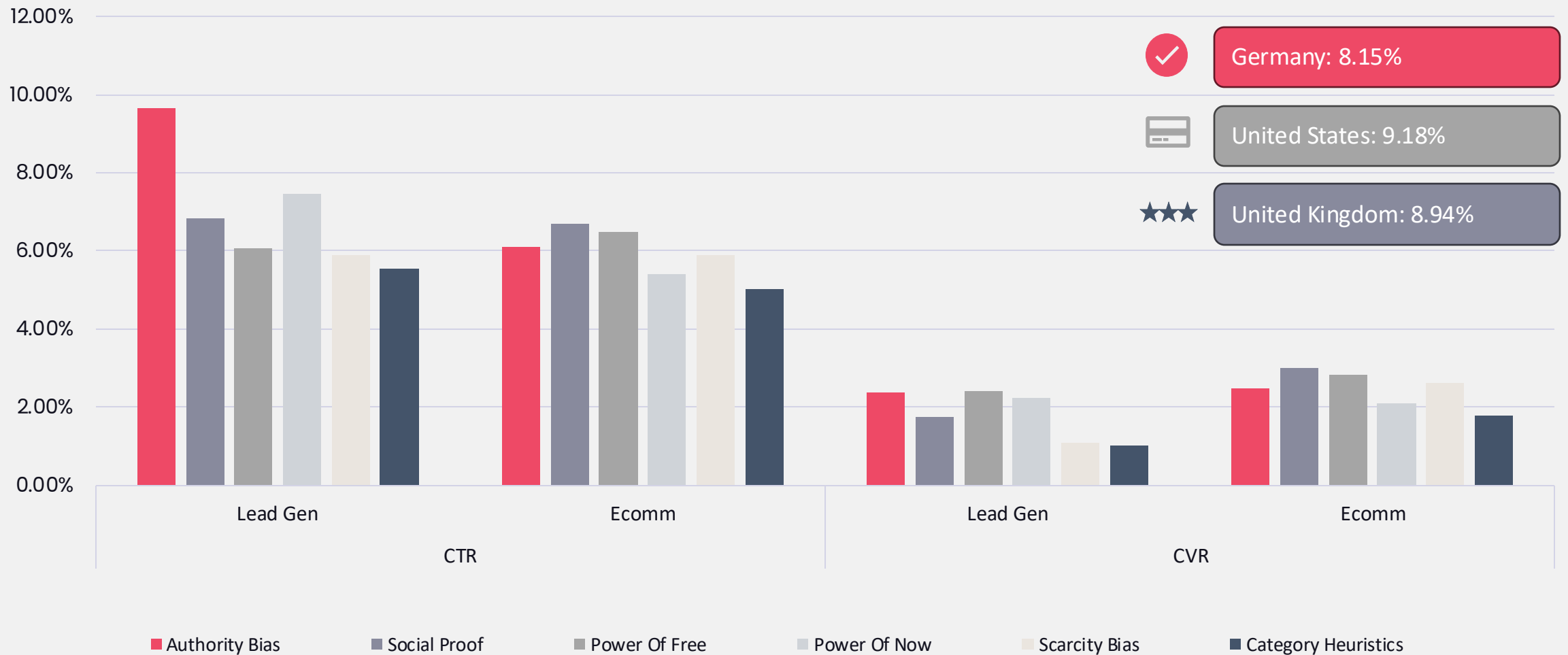


Category Heuristics



Power of Free

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.



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Thank you for listening.

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