

Beyond the click: Building brands that drive real growth

Claire Stanley-Manock

Chief Strategy Officer

CONNECTIVE3





Good old fashioned branding



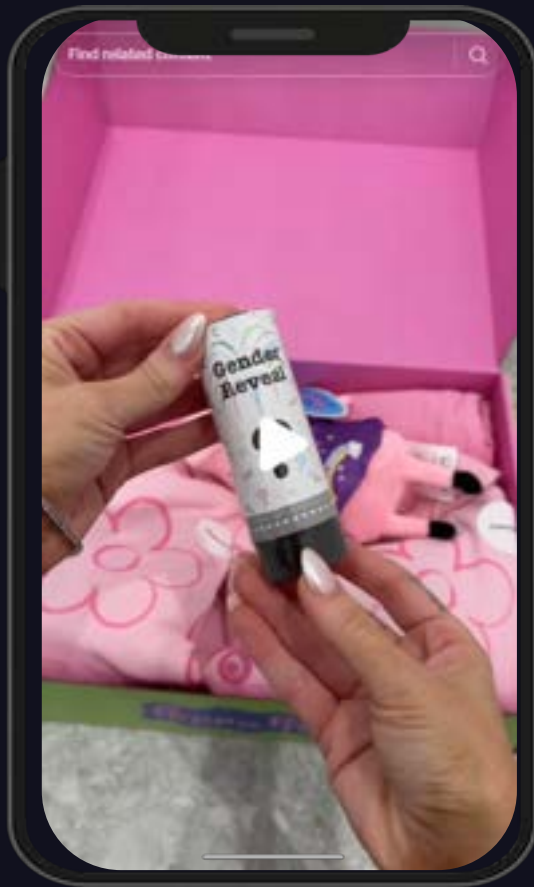
Attention & how our relationship with brands is changing





123.7
million views





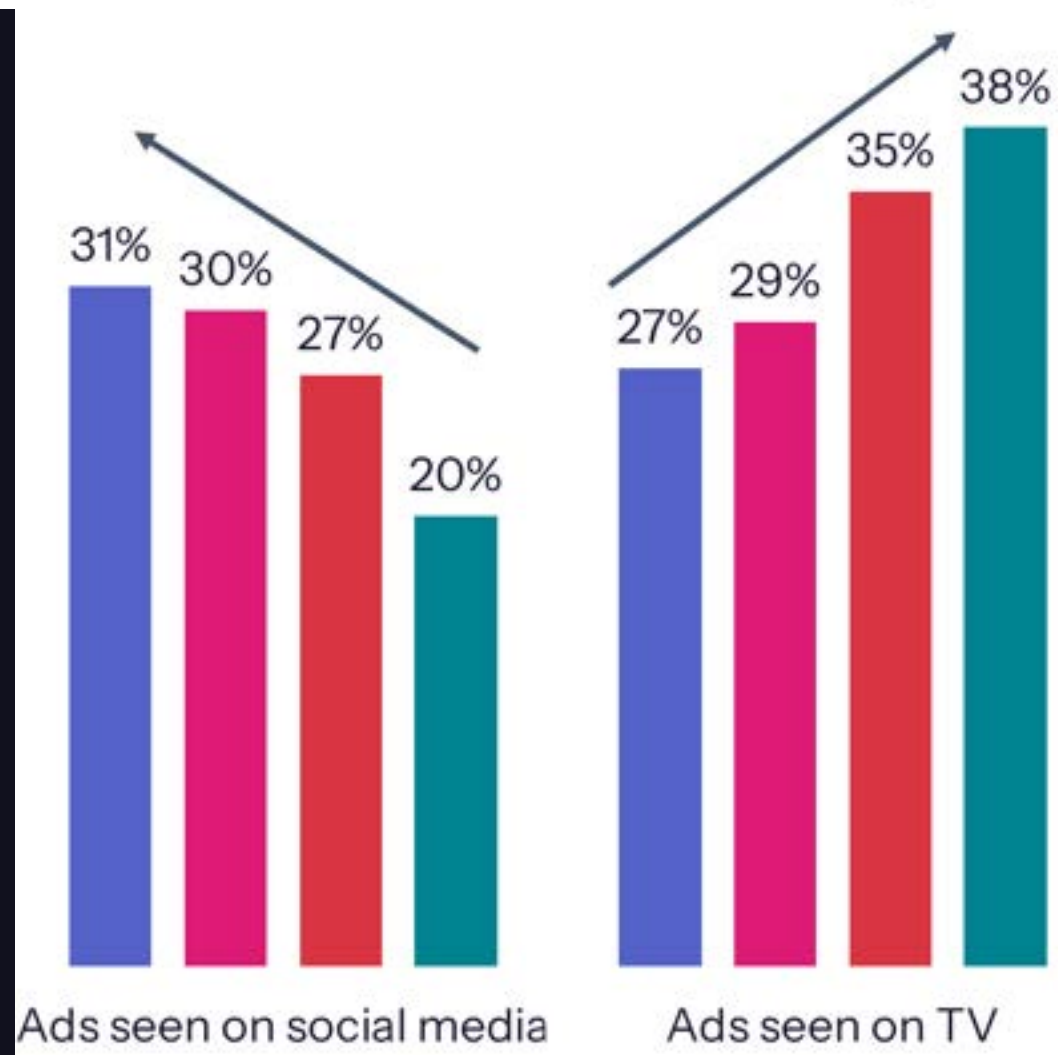
Gifted gender
reveal boxes





+285% increase in searches for
Peppa Pig overnight

■ Gen Z ■ Millennials ■ Gen X ■ Baby boomers



Tip 1

Understand your
audience and meet them
where they are true
creativity



600,000
Followers



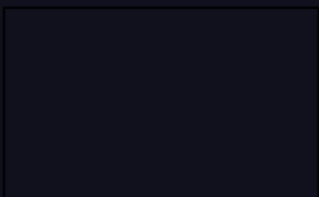
62,000
Authors
Last 30 days

118,000
Mentions
Last 30 days



"Sprinkles you can get in this country are totally s***. They look w***, they bake w***. Not to mention the Raspberry Glazed Donut Cookie. Don't even get me f***ing started."

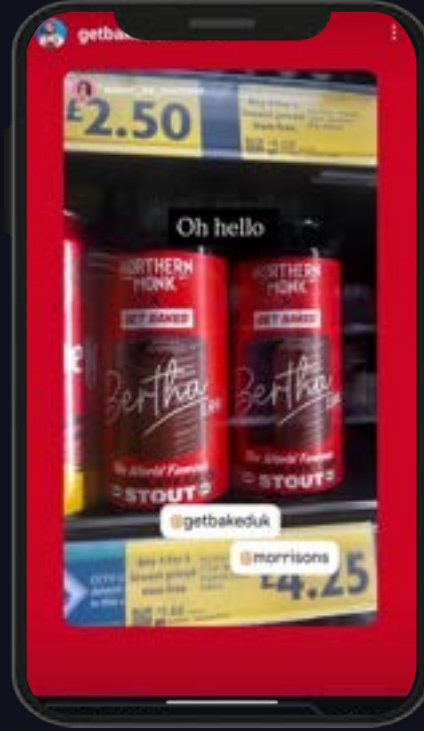
HAVE I GOT NEWS
FOR YOU



Lots of littles



Behind the
scenes



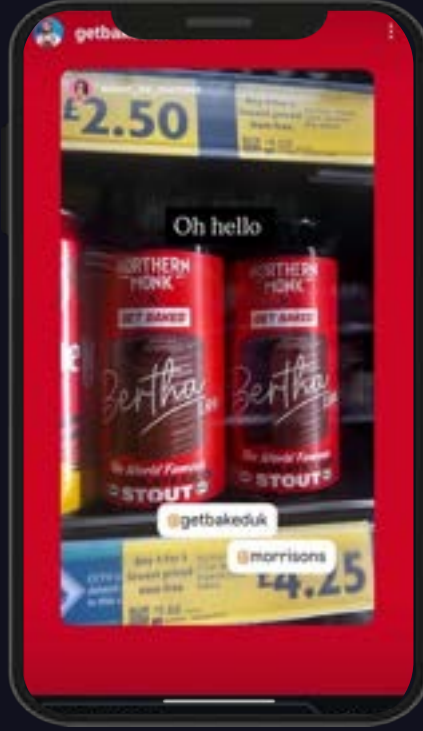
Collaborations



Outtakes



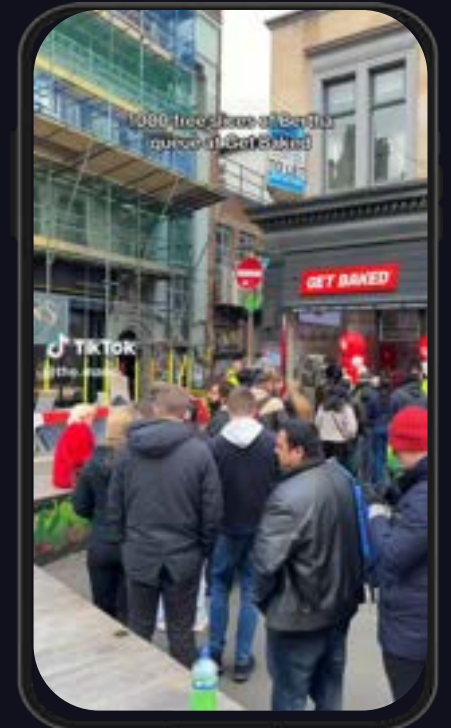
Behind the
scenes



Collaborations



Outtakes



Activations

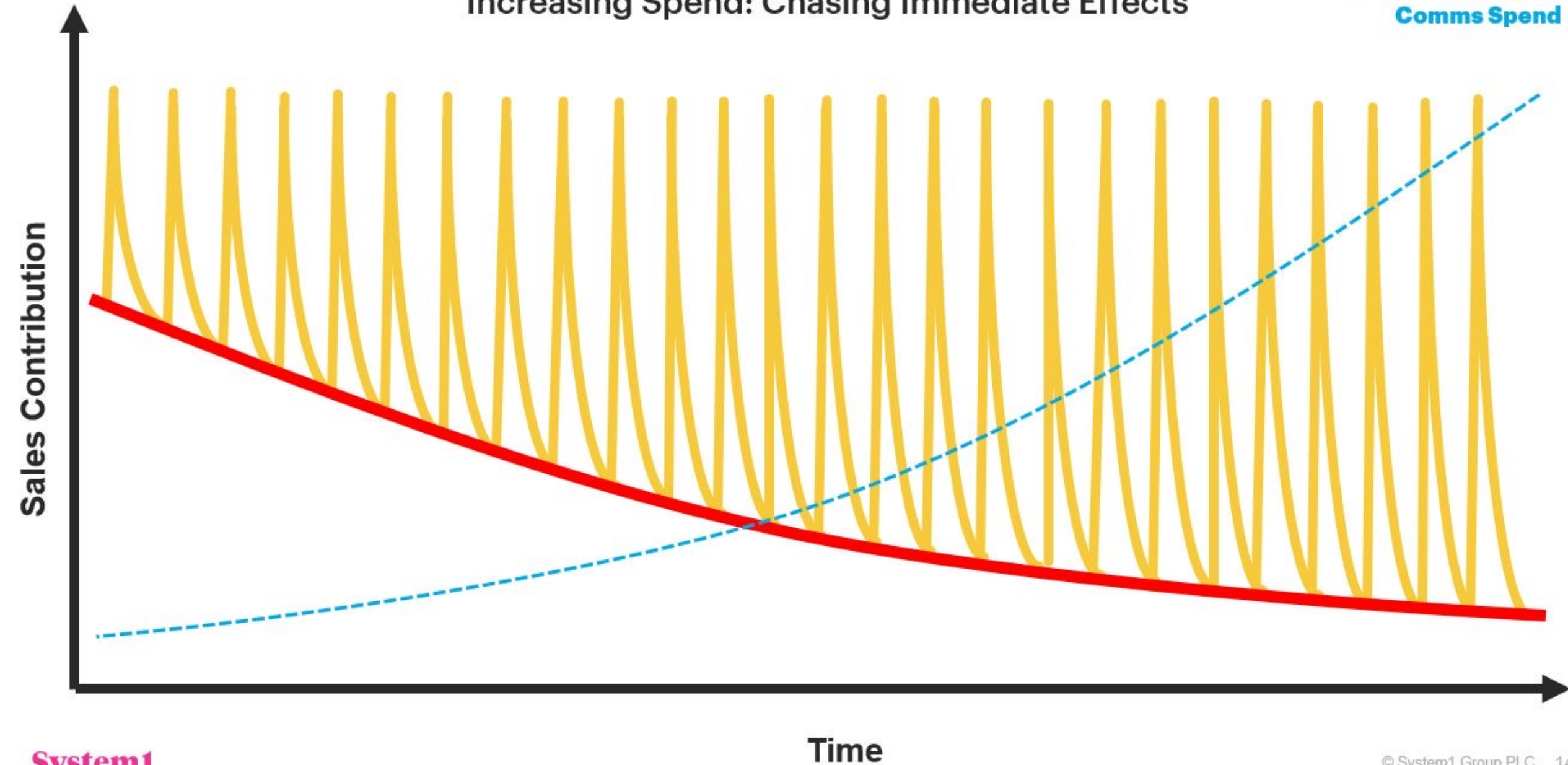


But why is branding so important?

The Performance Ostrich Effect

Increasing Spend: Chasing Immediate Effects

Base Sales
Performance Spike
Comms Spend



● branding
Search term



+ Compare

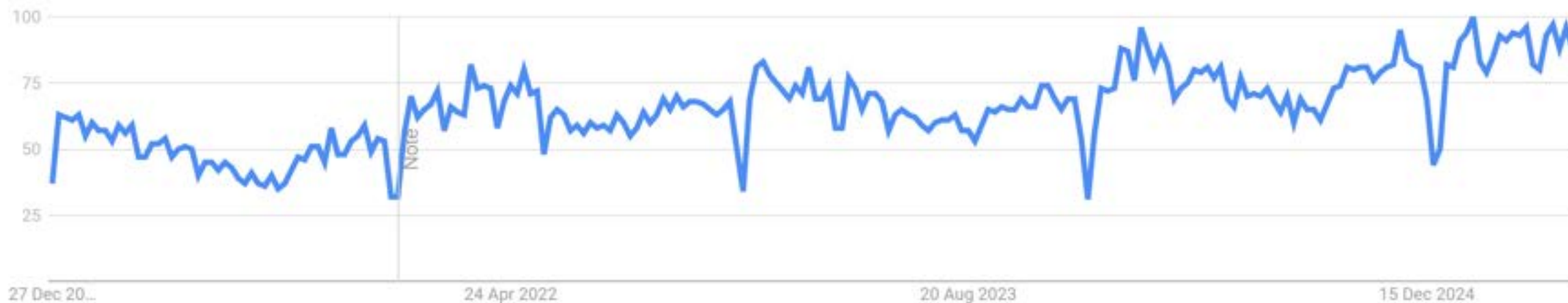
United Kingdom ▼

01/01/2021 - 20/05/2025 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ

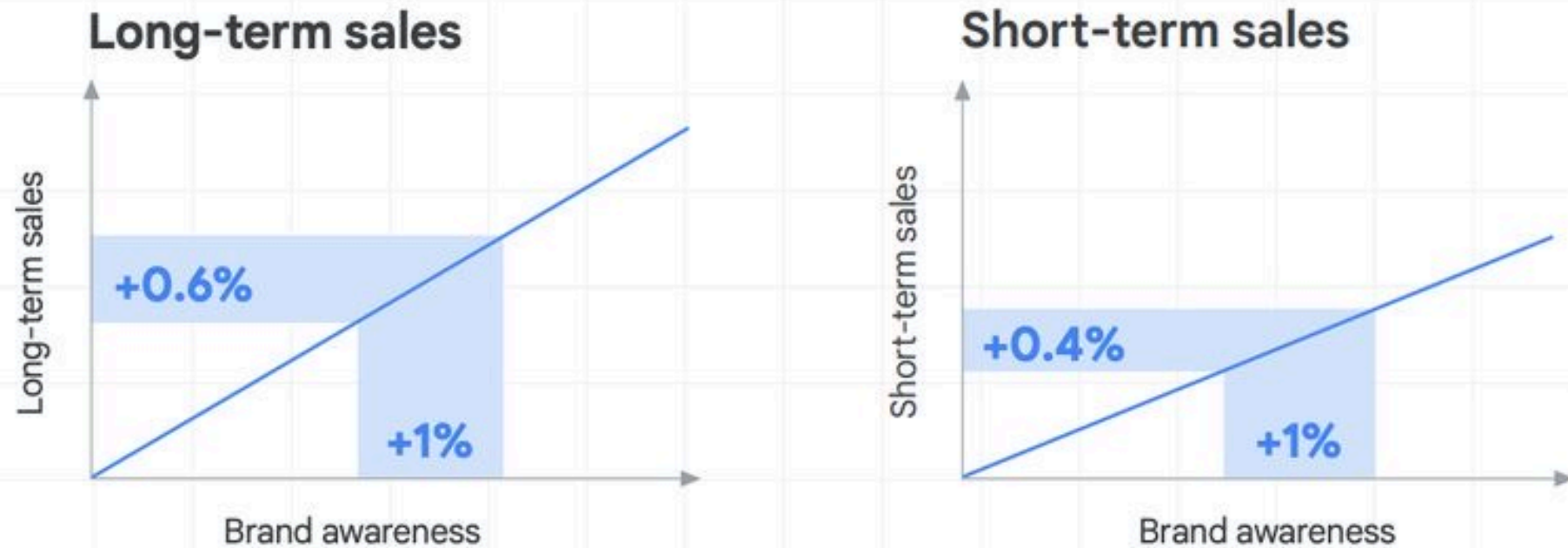


54%

Increase
in searches
Last 4 years

The impact of upper and mid-funnel brand investment on overall sales

Source: Google-commissioned Nielsen, UK, DE, FR, MMM Meta analysis across 20 CPG and non-CPG brands that measured TV, YouTube and Social Media channels, 2020–2022



Source: Google, Nielsen & WARC UK, DE, FR, MMM Meta analysis across 20 CPG and non-CPG brands that measured TV, YouTube and Social Media channels



Tip 2

Drive attention
and branding
with lots of little
consistently over
time



Direct response



Direct response



Branding

Price
increase

Demand
pool gets
smaller

Direct response

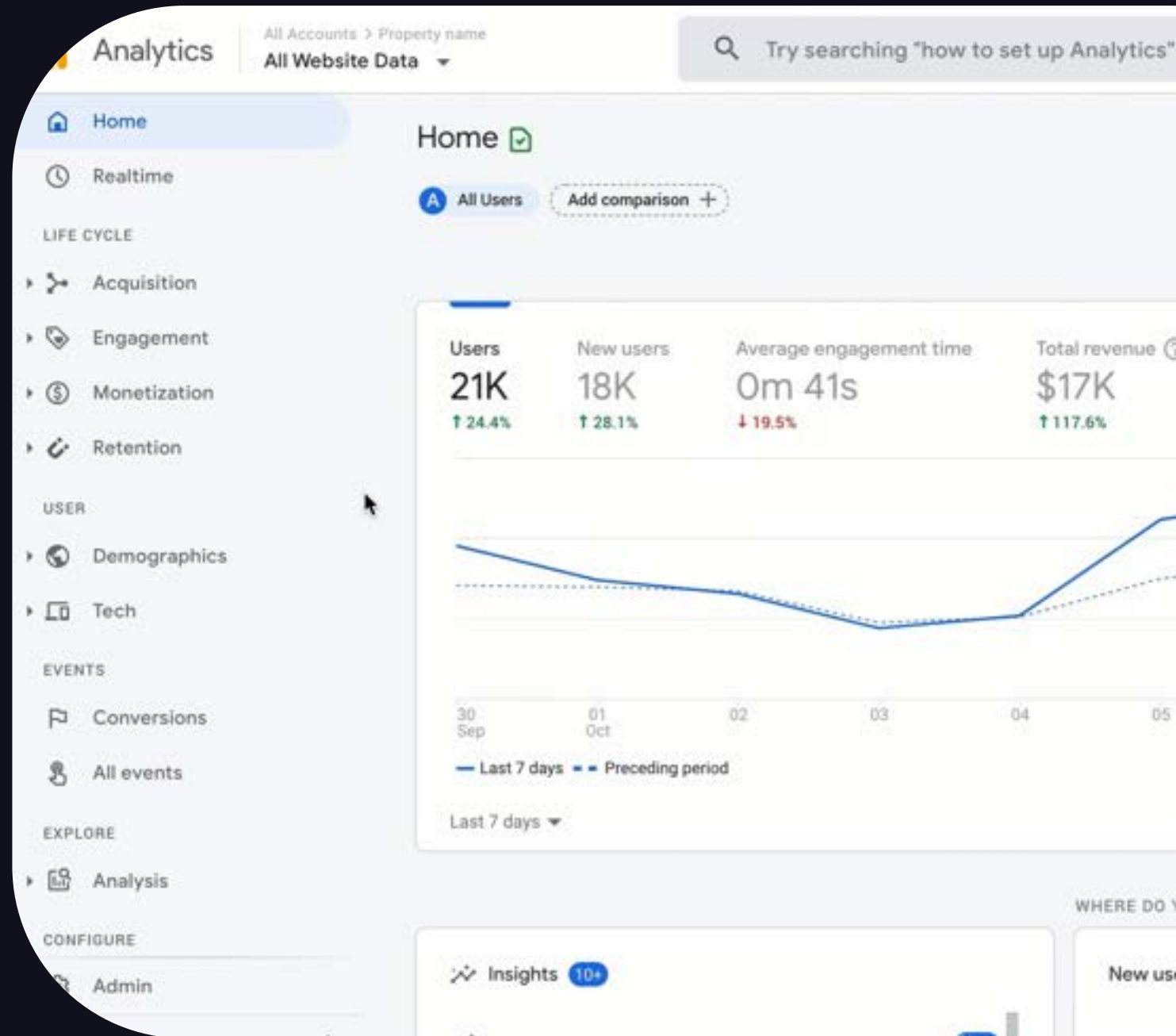
Budgets
get cut

ROAS
decreases

Branding



Marketeers



Humans



CFOs

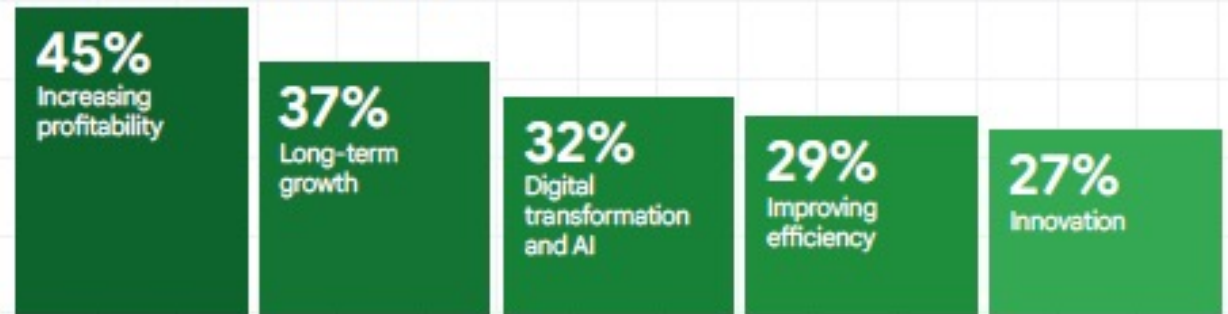
FIGURE 01

Company priorities for marketing and finance decision-makers

Marketing decision-makers



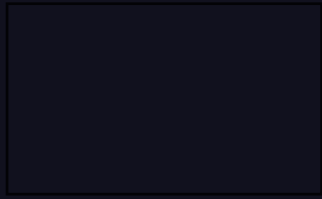
Finance decision-makers



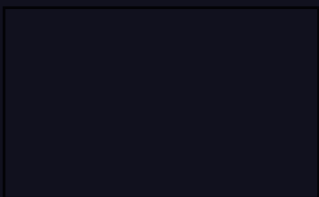
Marketing decision-makers include CMOs and other senior marketing leaders, finance decision-makers include CFOs and other senior finance leaders. Q: "Which of the below match your company's overall priorities for 2024/2025 best?"

Source: Google/Project X Initiative/Newton X, UK, DE, Profitable Growth B2B Research, n=126 marketing decision-makers & n=124 finance decision-makers, Aug 2024.





If we CFOs can **see the impact of branding**
it becomes a lot easier to invest in



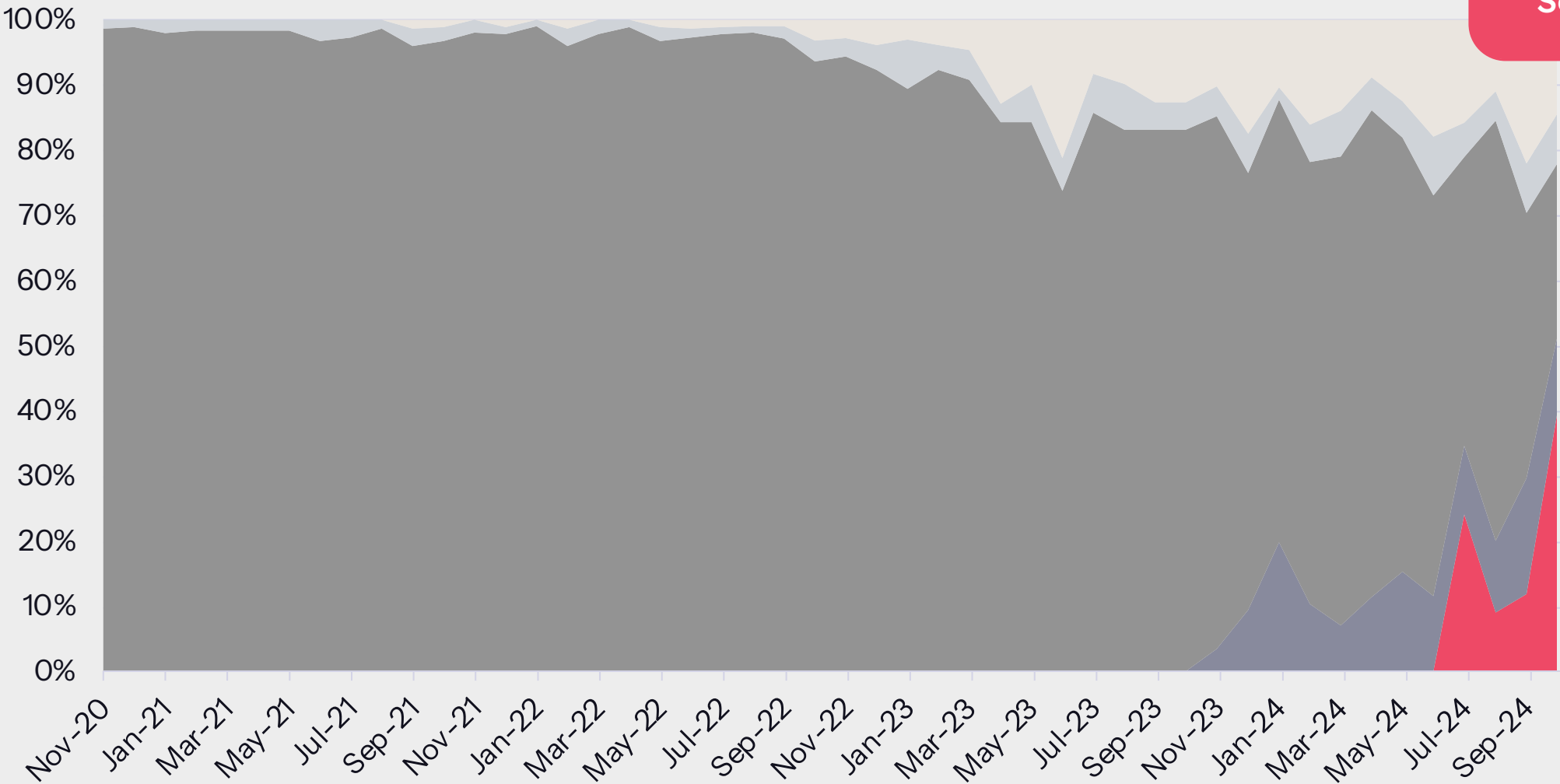
8 ways to measure brand & the impact of brand activity



Brand Measurement

Share of brand search

+40%
Share of Search





Brand Measurement

Brand search versus market share



Meta activity



+30%
Share of
Search

SEO visibility

+22%
Visibility



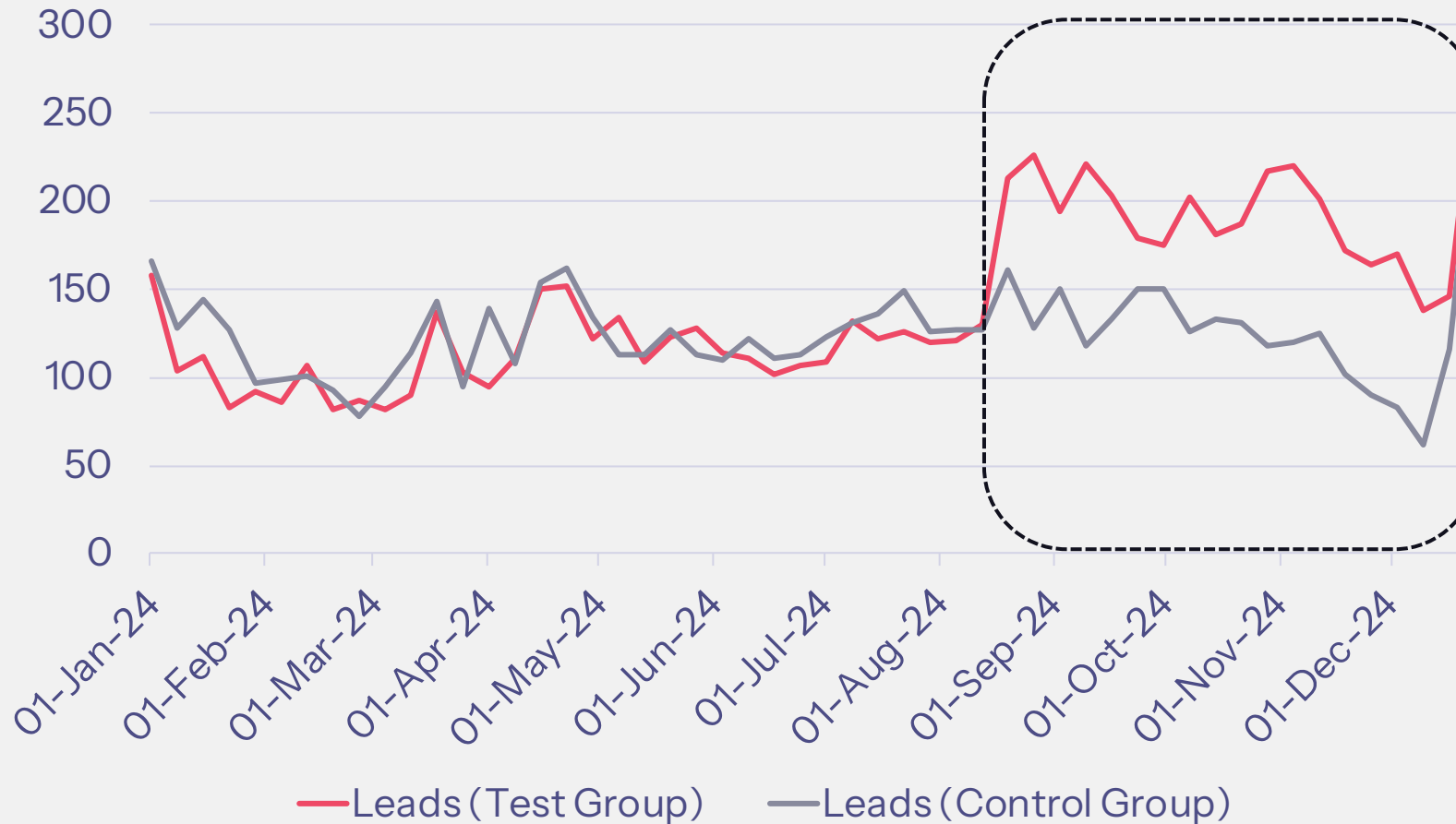
Brand Measurement

Geo Testing

+50%
Leads in
exposed
test

Web Leads By Region

Geo activity



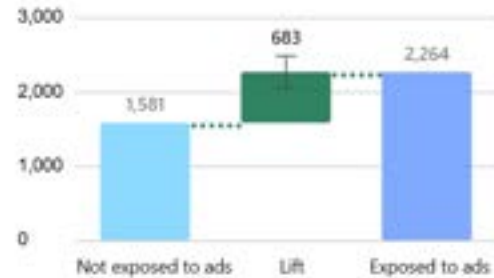
Conversion lift results

Conversion lift ●

683

Cost per conversion lift ●

\$621



Lift score: >99.9%

Your ads resulted in 683 incremental conversions.

There were 2,264 conversions among those exposed to your ads. Without your ads, there would have been an estimated 1,581 conversions.

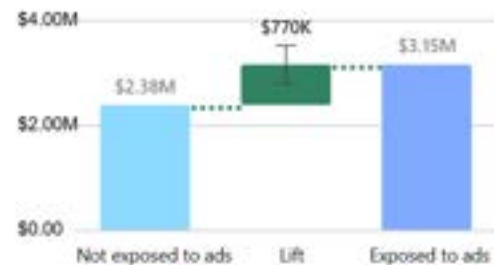
Sales lift results

Sales lift ●

\$770K

ROAS lift ●

1.82x



Lift score: >99.9%

Your ads resulted in \$770K in incremental sales.

There was \$3,150,003 in sales among those exposed to your ads. Without your ads, there would have been an estimated \$2,380,495 in sales.

Brand Measurement

Platform lift studies

1.23x
ROAS lift
on
organic

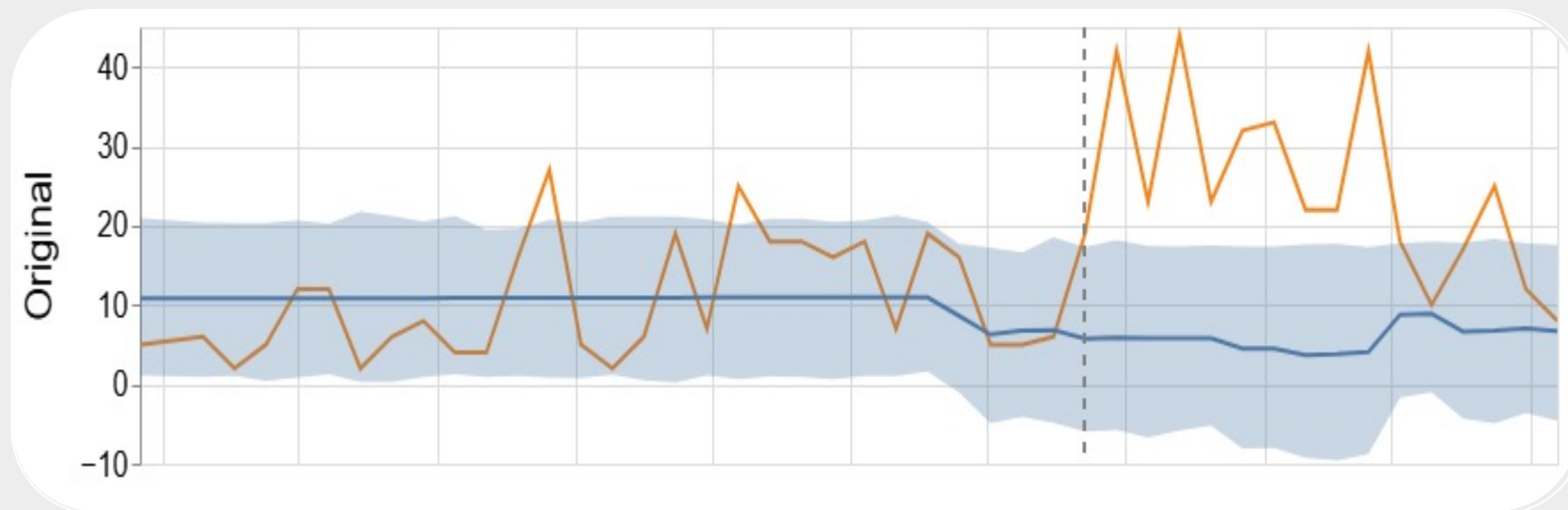
1.82x
ROAS lift
on direct



3

Brand measurement

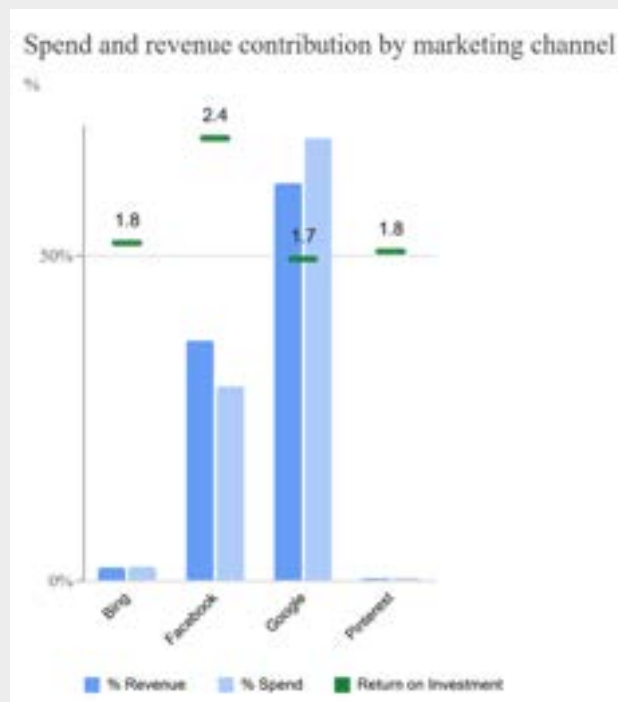
Causal Impact Analysis



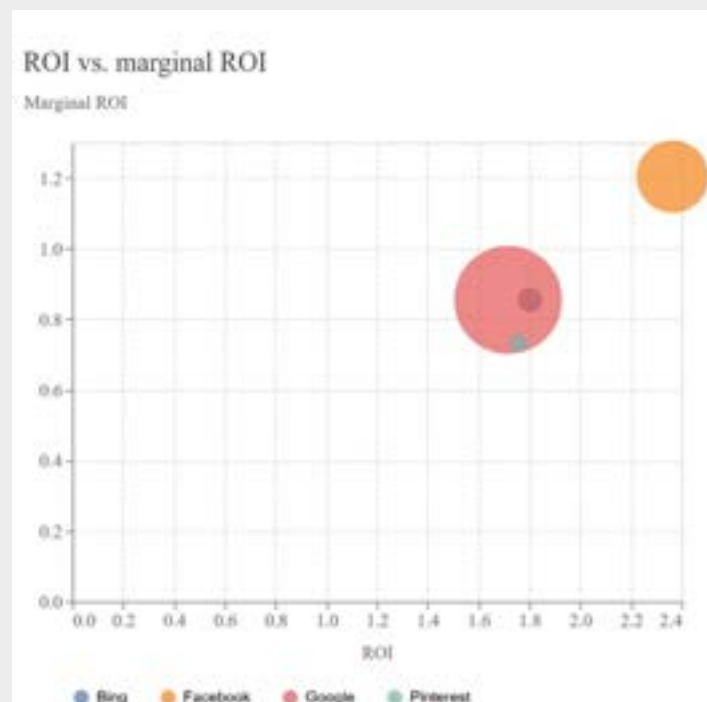
+276%
Item views

+285%
Add to cart

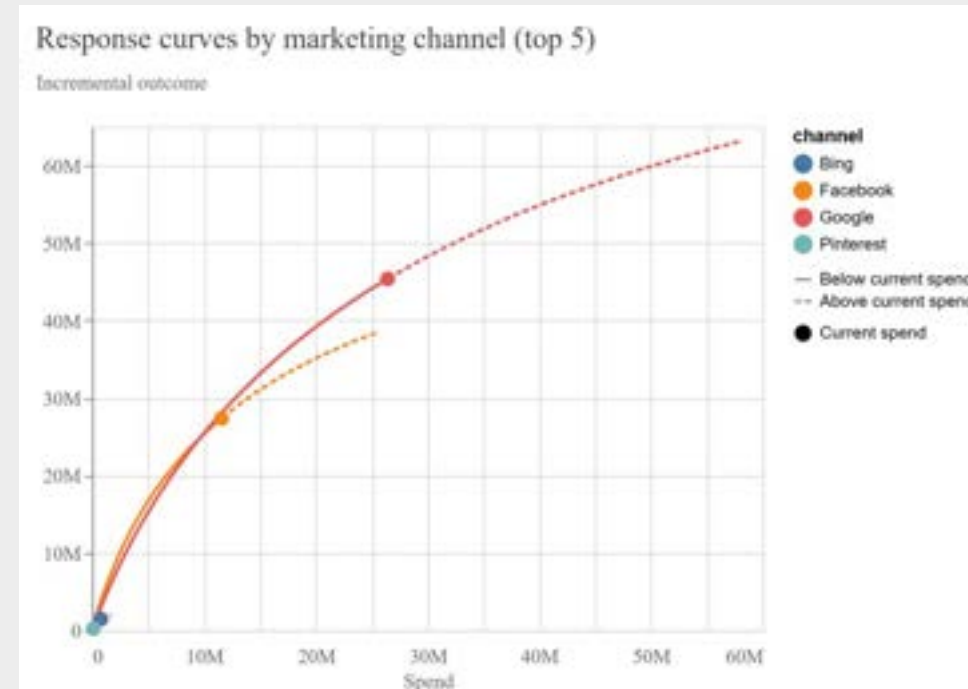
99.9%
Probability
of causal
impact



Spend and channel contribution



ROI Versus Marginal ROI



Response curves by marketing channel



Brand Measurement

Brand studies

Awareness

Physical activation

Consideration + New Customers

+6%
Awareness

+300%
Consideration

+333%
New Customers



~~Short term direct revenue~~

Tip 3

Measure for
success to
enable growth

~~Takeouts~~ Recommendations

Decide who your
brand would be if it
were a character /
celebrity



Invest in branding,
social and true
creativity



Commit to the long
term, and measure
appropriately

CONNECTIVE3

Thanks for listening!
Any questions?

