

CONNECTIVE3

C3

Who are
Connective3?



Unrivalled performance.

Personal growth. Performance
growth. Business Growth.

Connective3 is a connective of performance specialists focused on growth. We connect market-leading brands with the best talent by harnessing a growth attitude in our people.

We continuously cultivate an A-Team of talent throughout our business, by providing tools and support that reward our people for developing specialist expertise. Driving unrivalled performance for our clients.



What we do

Performance marketing

Connective3 is a high-performance marketing agency that uses data insights across all channels to achieve exceptional rates of growth.

Our expertise in **SEO, digital PR, content marketing, PPC, display, social media, strategy** and **CRO** is unrivalled.

Our team of 130 marketers deliver industry leading marketing activities for brands globally.

Our Services

Performance specialists focused on growth

Strategy

Digital Strategy

User Research

Data Analytics

CRO

MMM

Brand

Creative

Influencer

Social

Videography & Photography

Performance

Digital PR

Content Strategy

Display & Video

Paid Media

SEO (Incl. GEO and AI Search)

Paid Social

Our experience

We make the best brands **even better.**

Our team has extensive experience across multiple sectors including Finance, Beauty, Retail, Ecommerce, Travel and more.

With specialists across a broad range of sectors, we offer strategies that drive your marketing performance across our core services. And with international teams in-house, we're able to scale our approach globally.



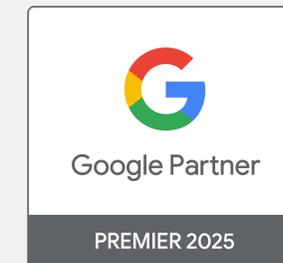
Our awards

Industry-recognised work

Since we were founded in 2019, we've achieved multiple award nominations and wins for our work across organic and paid search, with wins for thortful, Wren Kitchens, Reassured, Strata Homes and more.

Our most recent wins include Best Digital Marketing Agency at the 2024 Northern Digital Awards and Best Digital PR Agency at the 2024 UK Digital PR Awards.

We are also proud to be on the Google international growth programme as well as being members of the Google Premier Partnership – one of the top 3% of agencies in the UK.



Global reach

We work internationally

Our specialist teams are experts in delivering campaigns which drive performance across the **US, Canada, EU, UK, and Australia.**



Google Partners International Growth Program

Creating future proof marketing with tech and AI

Our in-house suite of AI tools, developed by our innovation team, are available exclusively for our clients, designed to offer competitive advantage within your niche.

Our approach

Rapid prototyping

We rapidly validate new approaches and technology.

Marketing-first innovation

We focus on features that add client value development through a marketing lens.

Connected experimentation

We embrace cross-functional collaboration to drive experimentation.

Our proprietary AI tech



Merlin AI

The AI-powered business tool connecting our team to insights and actionable knowledge.



Spark

Our advanced social listening and trend analysis platform for uncovering new opportunities and audience insights.



Brainwave

A data-driven ideation platform generating innovative e-solutions to power marketing creativity.



Link up

Offering digital PR reporting with enhanced performance insights.



Impact

Streamlined Marketing Mix Modelling (MMM) to optimise performance, reduce wasted budget, and provide strategic insights.



Ace

Our automated content evaluation tool for delivering actionable insights to improve impact and engagement.



Scan

An SEO-first alert system providing proactive monitoring and instant ranking updates.



Intel

The internal business intelligence tool driving our efficiencies to allow for more client growth.

Beyond ROAS: Building brands that drive real growth

Claire Stanley-Manock

Chief Strategy Officer

CONNECTIVE3



ROAS and even media revenue are media metrics,
and not business growth metrics

Media effectiveness



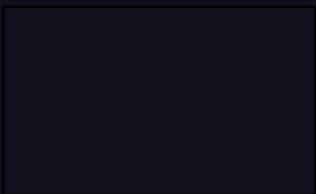
Commercial
effectiveness

C3 Growth equation

Commercial alignment + AI + Creative Diversity + Meaningful measurement

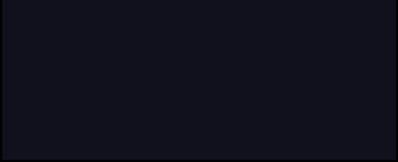
Consideration 1

Commercial alignment

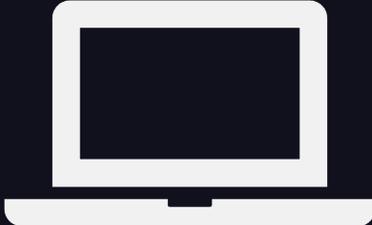


What matters most for the business should fuel algorithms

What should the paid media campaigns prioritise?



vs



Revenue per unit

£50

£600

What should the paid media campaigns prioritise?



vs



Revenue per unit

£50

£600

Margin per unit

£40

£20

What should the paid media campaigns prioritise?



vs



Revenue per unit

£50

£600

Margin per unit

£40

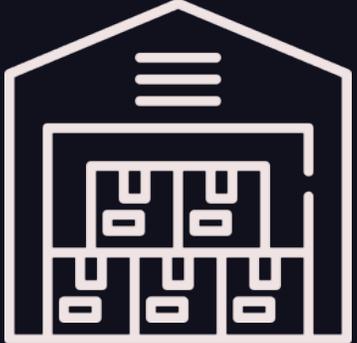
£20

Available units

3

400

What else should the paid media campaigns prioritise?



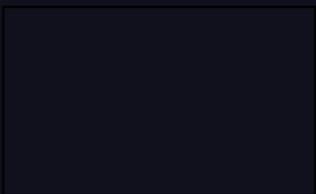
Old / remaining stock



Gateway products

Delivering commercial growth in practise

Consolidate to
what makes sense + 15+ experiments
a year + Learn fast and
fail faster + Agile budgets



Commercial alignment then unlocks a
demand led growth approach

Garden Furniture

70

60

50

40

30

20

10

0

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

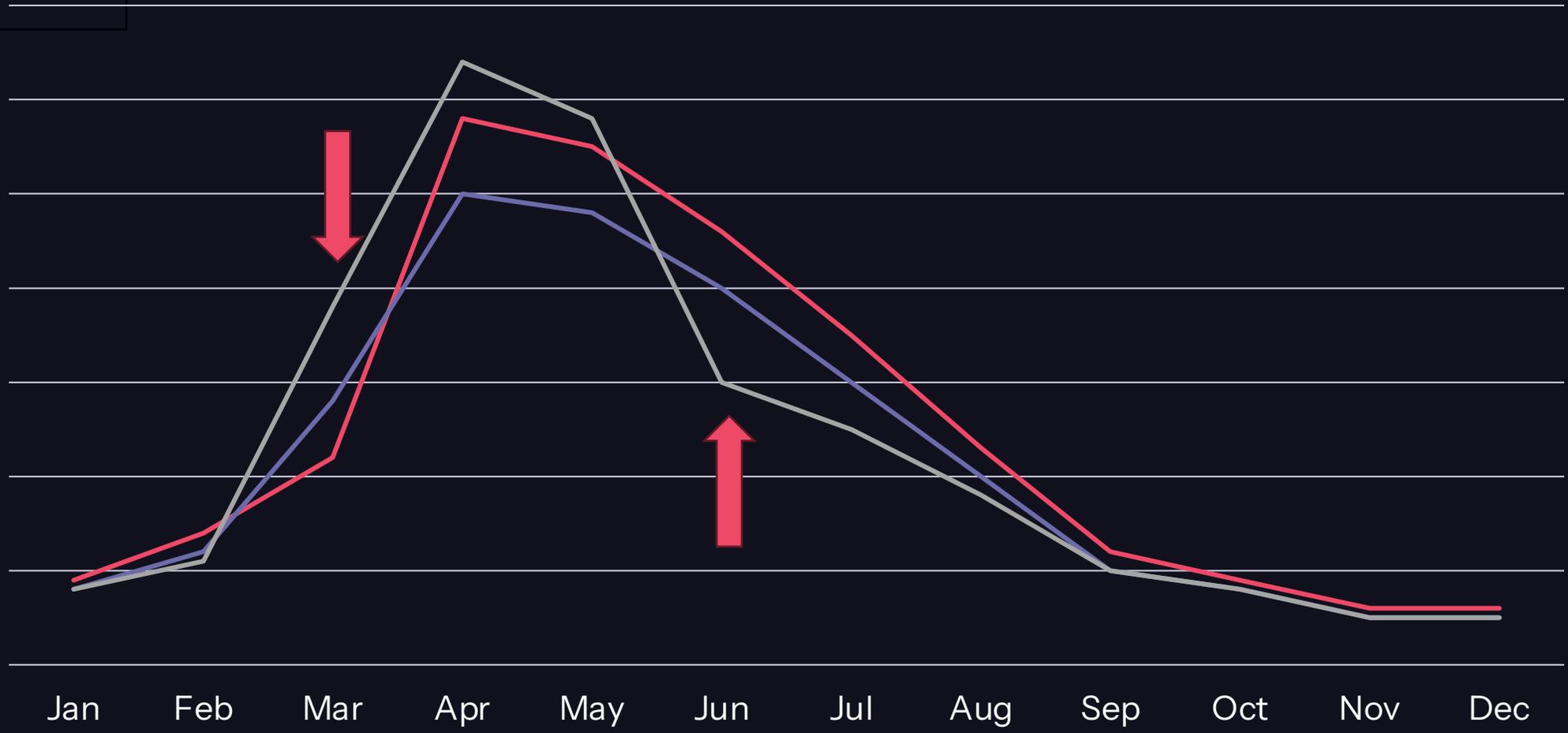
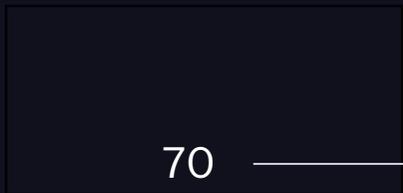
Sep

Oct

Nov

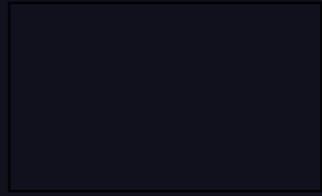
Dec

—2023 —2024 —2025 (Current)



Consideration 2

Creative Diversity



Creative is part of the new targeting
signals is the other



Find your **motivators**,
and translate them into **brand visuals**
and lots of **littles**

Creative with intent: Every angle builds a picture

New-to-You Crew

"I like discovering new products and flavours"

Vita Coco cater to different tastes and needs



Fitness Fanatics

"I'm looking for a new workout drink"

Vita Coco is great sports refreshment



Flavour Cravers

"I want drinks that have real flavour – not artificial"

Vita Coco uses clean, natural ingredients



Sustainability Seekers

"I'm only interested in products from brands that care for our planet"

Vita Coco is committed to making a positive impact



Party Posse

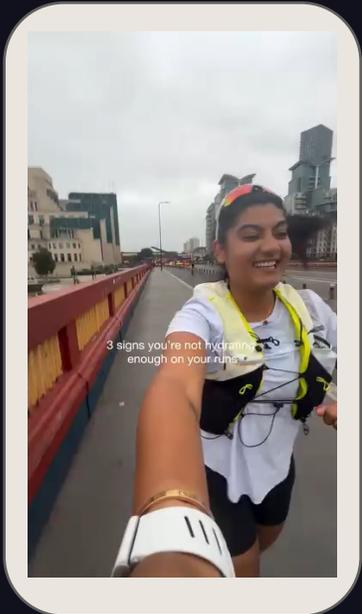
"I'm always on the look out for a hangover hack"

Vita Coco is a great recovery solution



Earning authentic attention: Real voices bring motivators to life and help tell the story.

Including people in your video sees **81%** higher effectiveness *(Kantar)*



Fitness & Recovery:
Runner Tips

Influencer Listicle



Sustainability:
Educational Humour

Vox Pop



Hydration:
Heatwave Drink Inspo

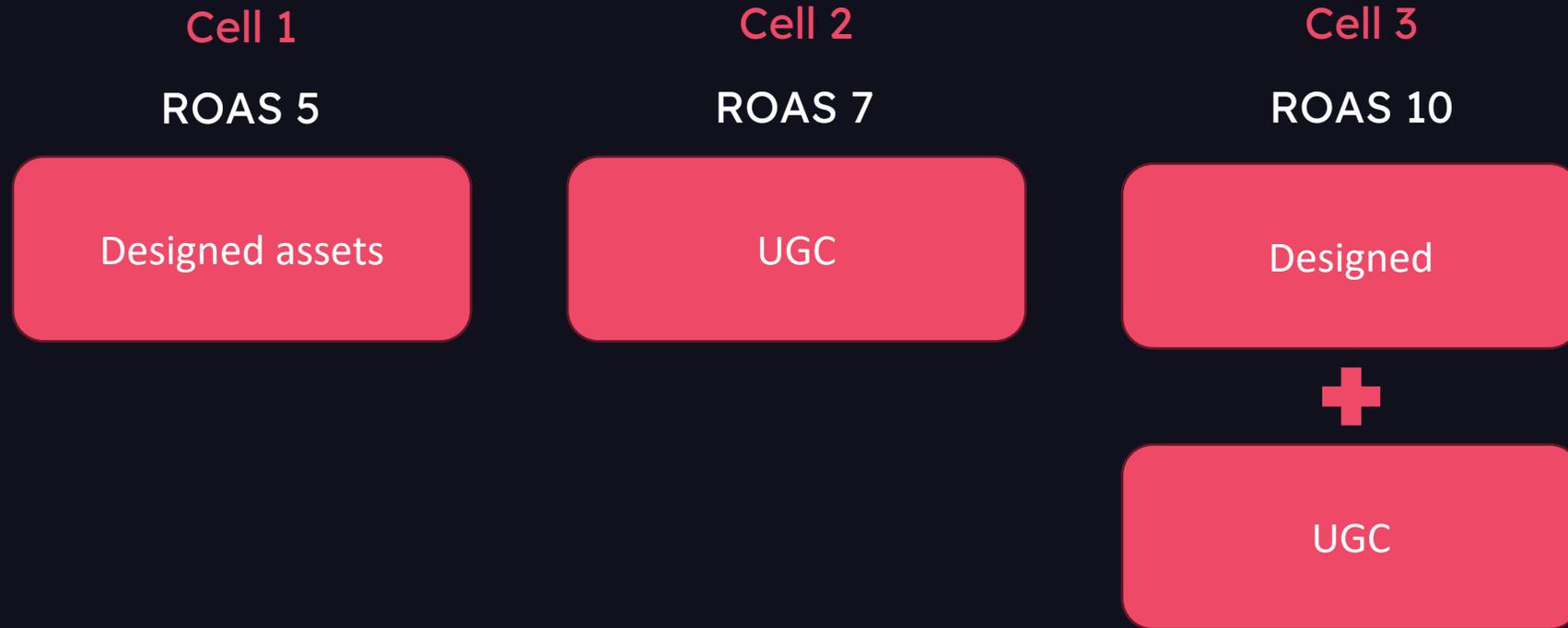
Daily Vlog



Health & Inspiration:
Matcha Tonic Recipe

UGC Tutorial

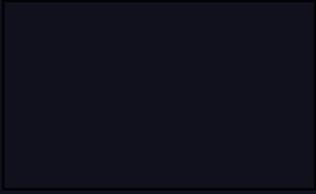
Designed versus organic assets



Creative testing:

Analysing different elements across ads highlights what's working

| | (3 sec views / Impressions) | (Thruplays / Impressions) | | | |
|-----------|-----------------------------|---------------------------|-------|-------|--------|
| | Thumbstop ratio | Hold rate | CTR | CVR | CPA |
| Listicles | 25.61% | 6.68% | 0.80% | 4.62% | £22.86 |
| Tutorial | 14.10% | 10.23% | 0.70% | 4.76% | £25.19 |
| Vlogs | 18.17% | 5.17% | 0.19% | 9.34% | £20.40 |



I mentioned signals also contributes to targeting

Use first party data to enhance signals and performance

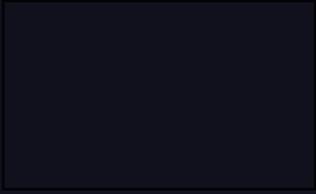


Previous sample order audiences overlaid

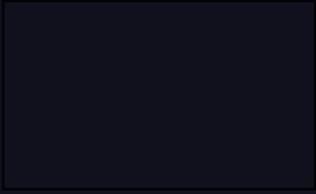


Consideration 3

Meaningful Measurement



No measurement solution is right or wrong, they all
build different views of the truth



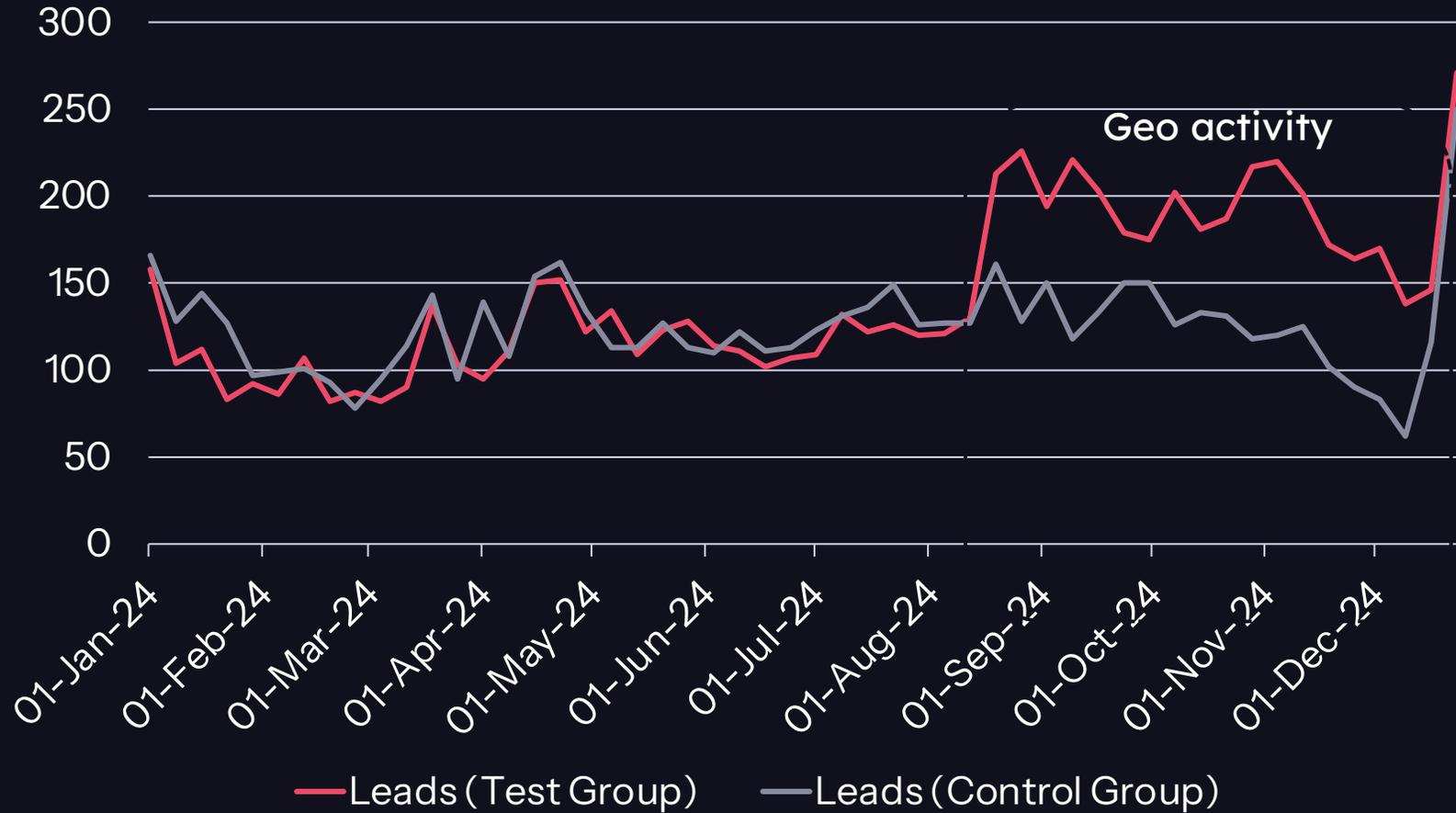
5 not so out of the box methods for measuring incrementality



Geo-lifts

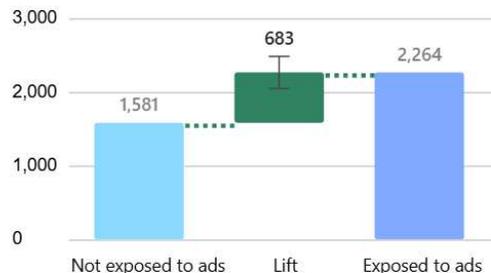
+50%
Leads in
exposed
test

Web Leads By Region



Conversion lift results

| | |
|---------------------------------|--|
| Conversion lift ⓘ 683 | Cost per conversion lift ⓘ \$621 |
|---------------------------------|--|

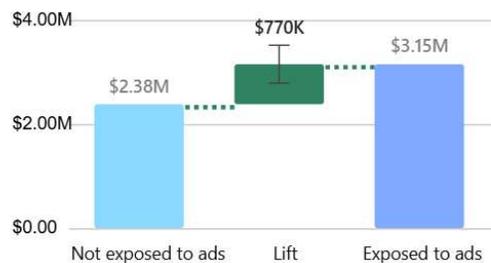


Lift score: >99.9%

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.

Platform lift studies

1.23x
ROAS lift
on organic

1.82x
ROAS lift on
direct



3

Causal Impact Analysis



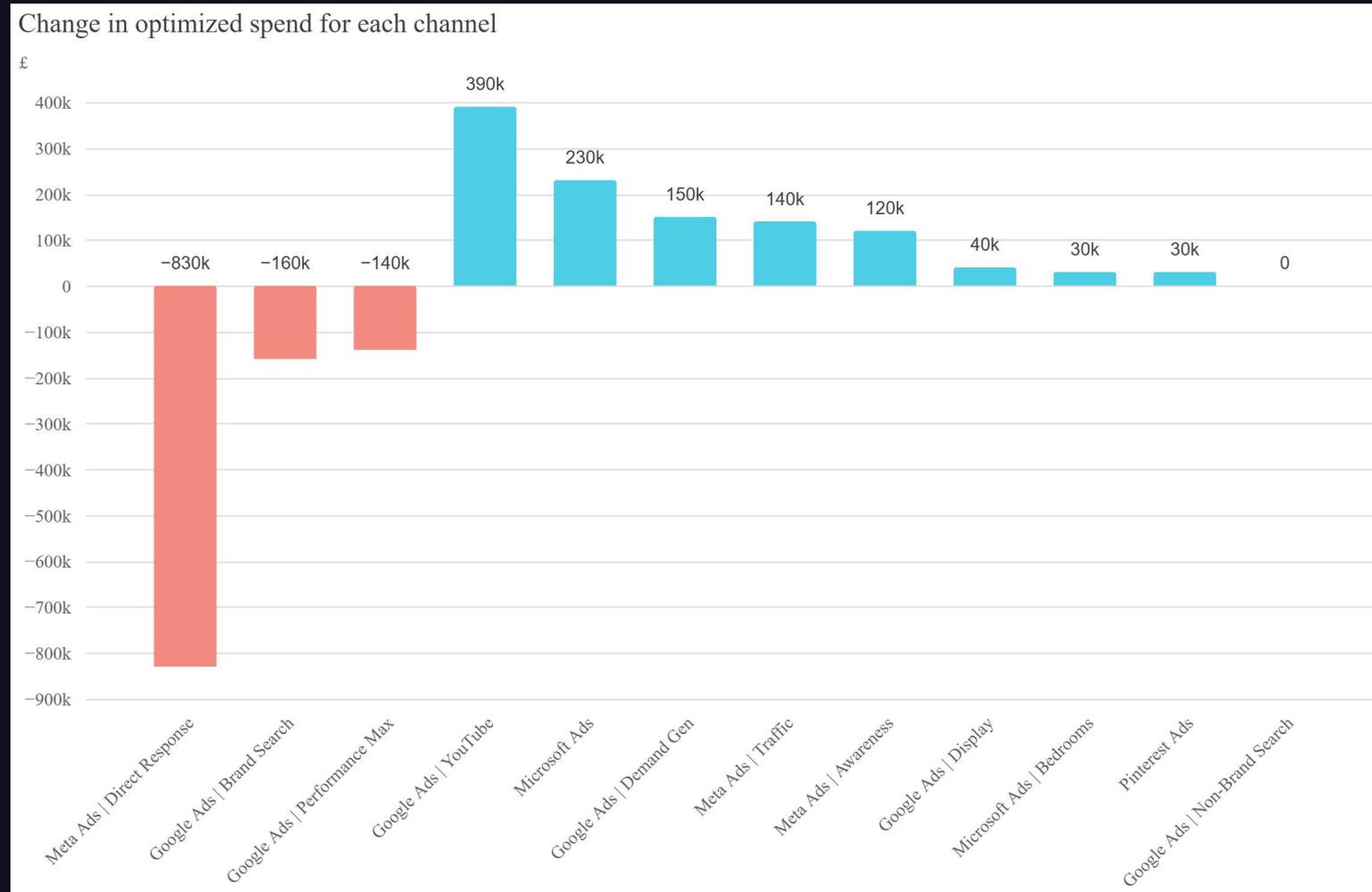
+276%
Item views

+285%
Add to cart

99.9%
Probability of causal impact



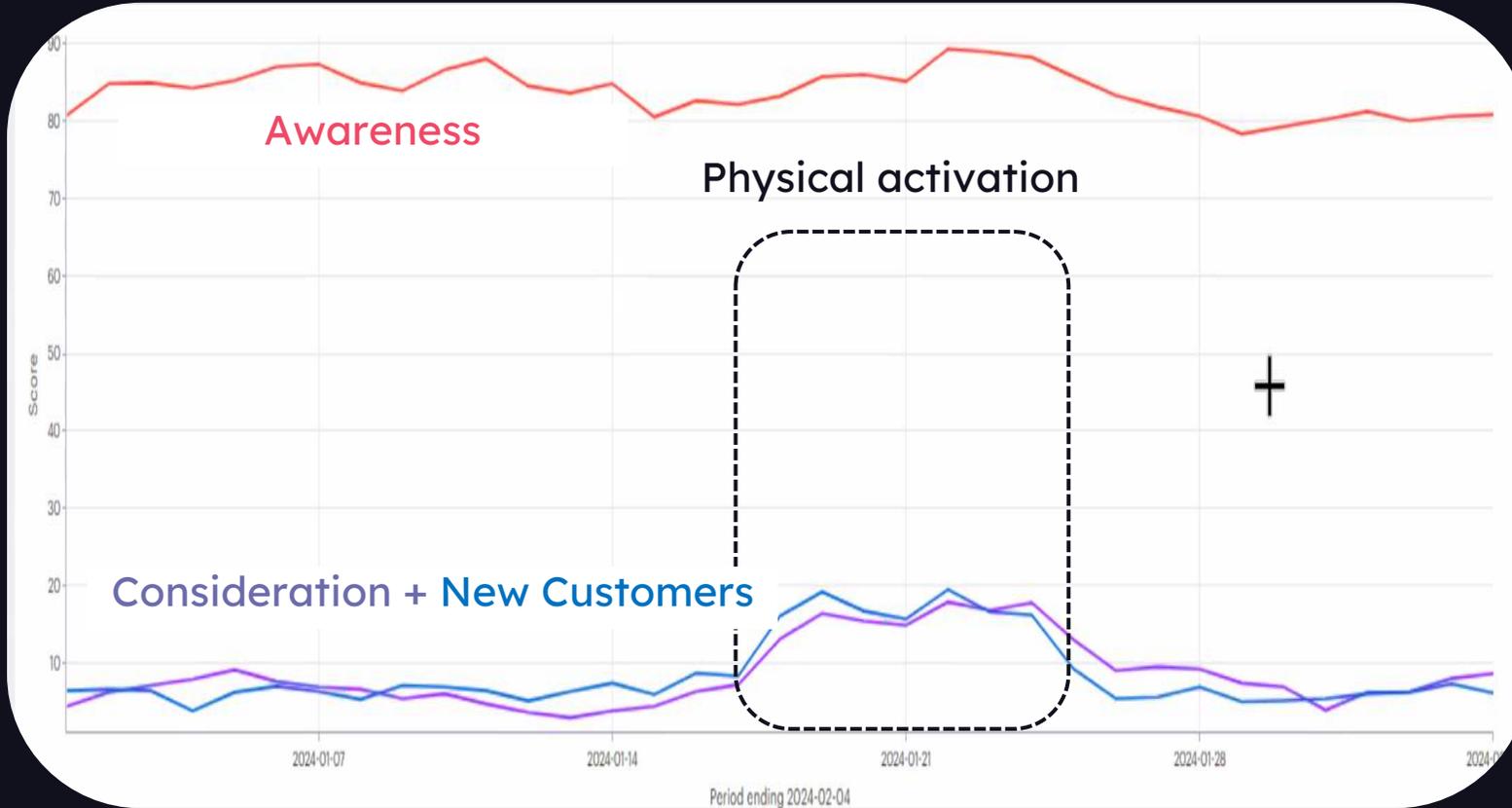
MMM



Response curves by marketing channel

5

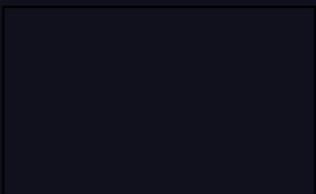
Brand studies



+6%
Awareness

+300%
Consideration

+333%
New Customers



3 recommendations for 2026

Recommendations

Understand what
makes your business
tick +

Spend time with
your agency to build
those insights into
marketing
campaigns +

Be prepared to
invest in things you
haven't had budget
lines before for

CONNECTIVE3

Thanks for listening!
Any questions?

Email me: Hello@connective3.com

