



Strategy Labs

x



**Driving Sales**  
**Throughout**  
**the Whole Year**



# Locations

## We are growing:

We have over 50 employees across the US including:

- ▶ Spokane, WA
- ▶ Salt Lake City, UT
- ▶ Phoenix, AZ
- ▶ Fort Collins, CO
- ▶ Missoula, MT
- ▶ Aguascalientes, Mexico



50



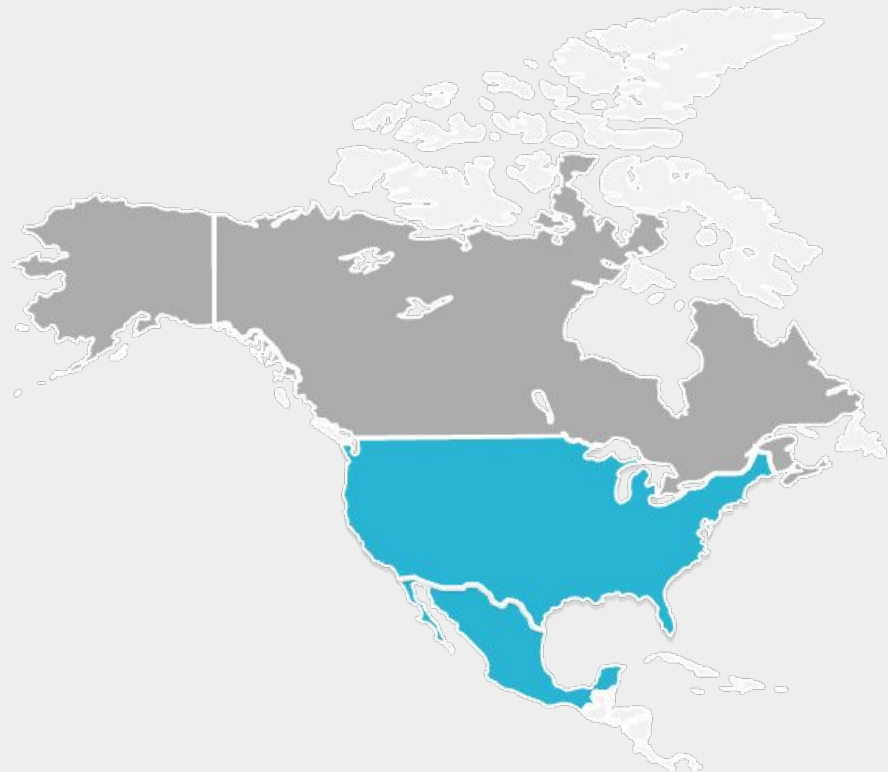
60%



40%

## Our Mix:

Our client portfolio includes 60% ecommerce and 40% lead generation, with a mixture of global and national brands.





Last time we talked about knocking  
Q4 out of the park.

Now in Chase Field, let's talk about  
knocking it out of the park  
for the rest of the year.



# A lookback to our Q4

## Ad Spend of Cyber Five 2023



**\$316K**

Total ad spend



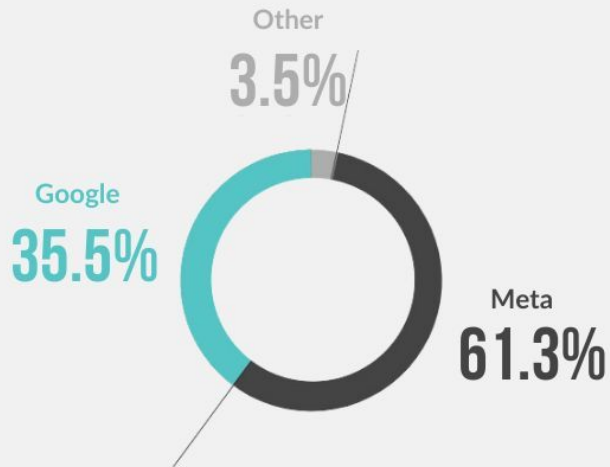
**\$4.5M**

Total revenue

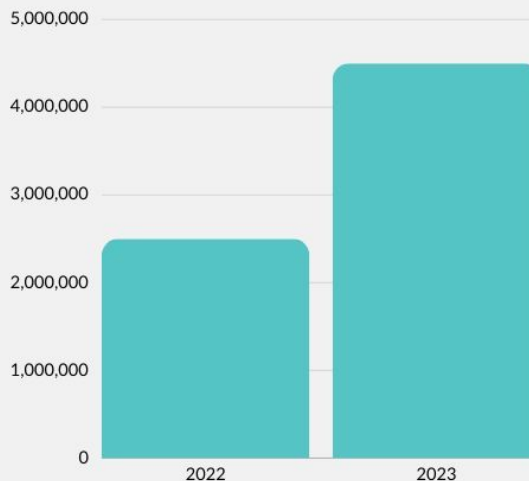


# A lookback to our Q4

Where the dollars went



Revenue nearly doubled YOY



Continuous testing showed better performance in Facebook, contrasting last year's success in Google. All weekend, we made **real-time pivots** to drive the best results in the most lucrative channels.



# Our Q4 strategy

PHASE  
**01**

The Early Birds

PHASE  
**03**

Black Friday

PHASE  
**05**

Opportunity  
Valley

PHASE  
**02**

The Loyalists

PHASE  
**04**

Cyber Monday

PHASE  
**06**

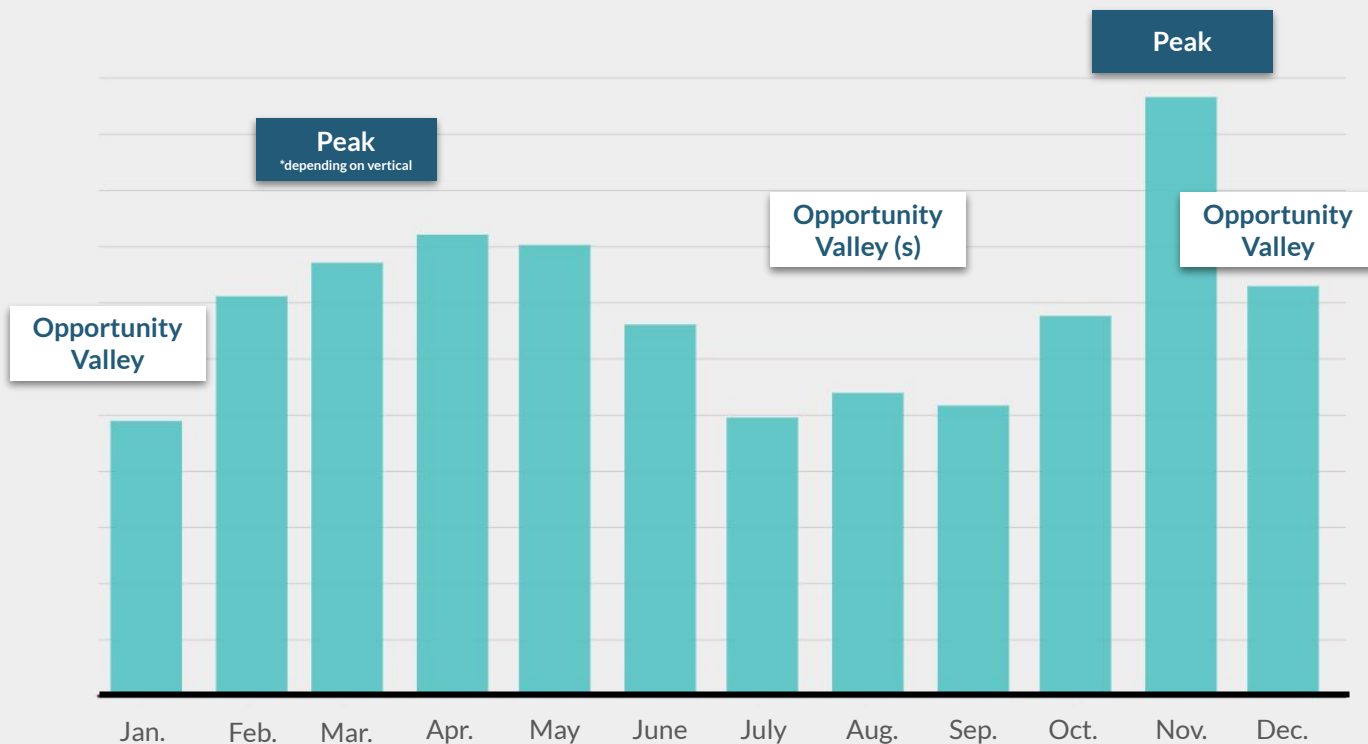
Q5-January



So what other **opportunity valleys** are there?



# The peaks & valleys

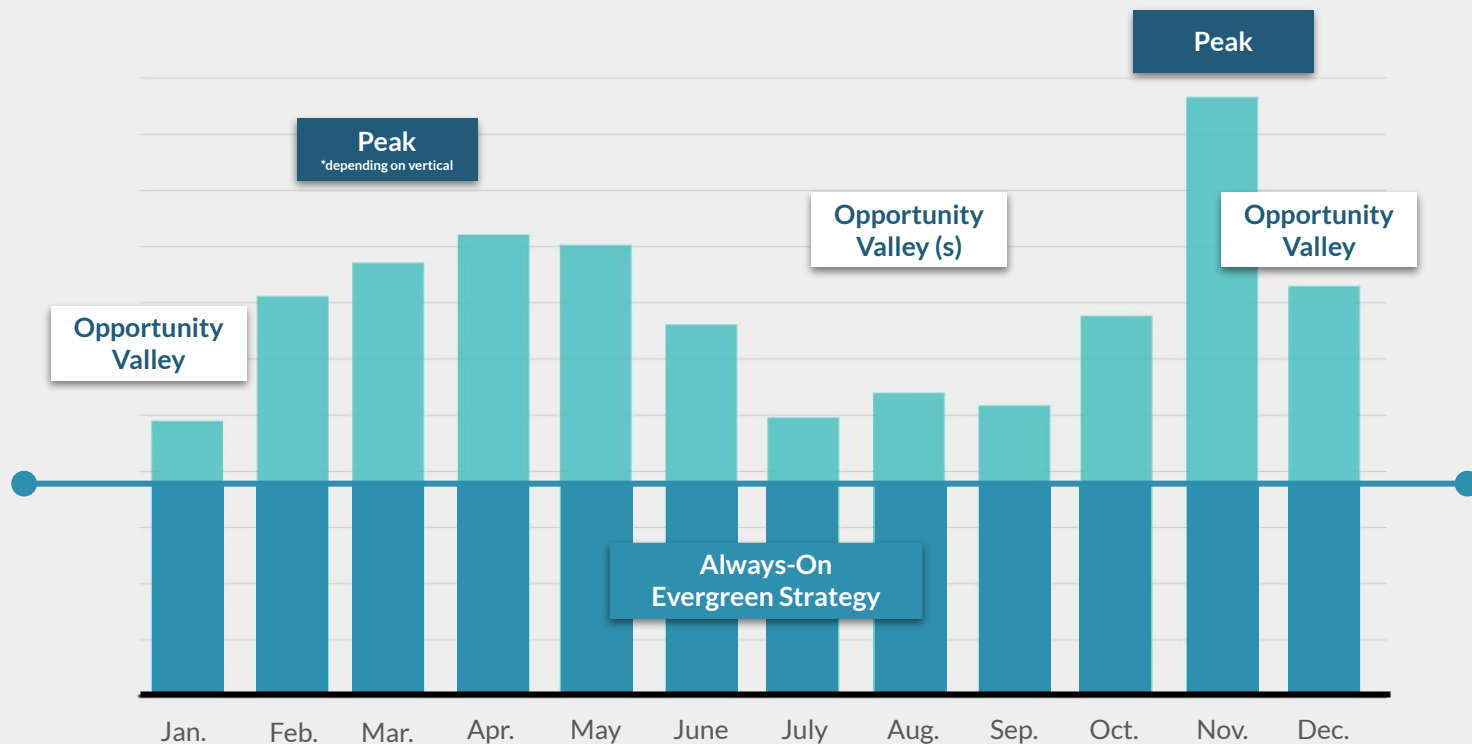


Note: This graph also aligns with CPM trends



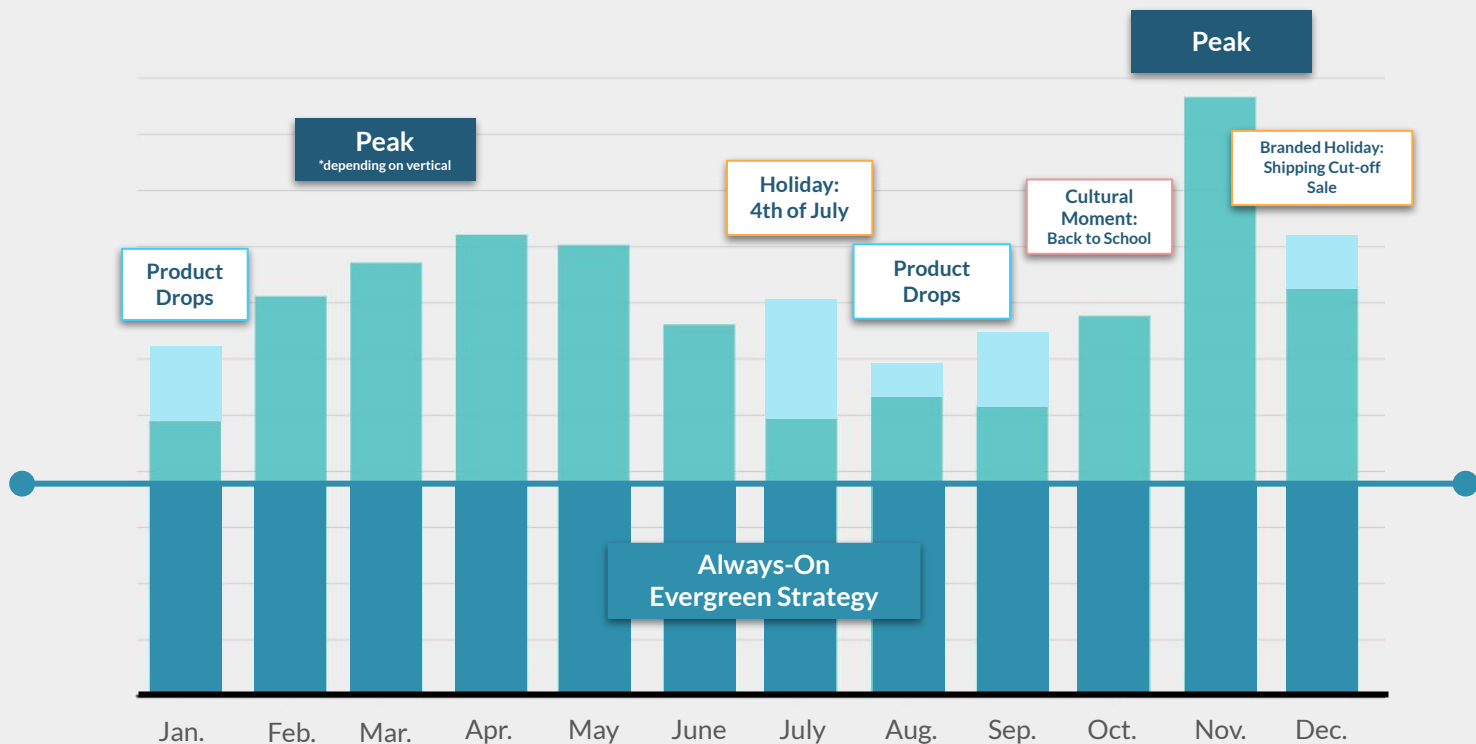


# The role of “always-on”



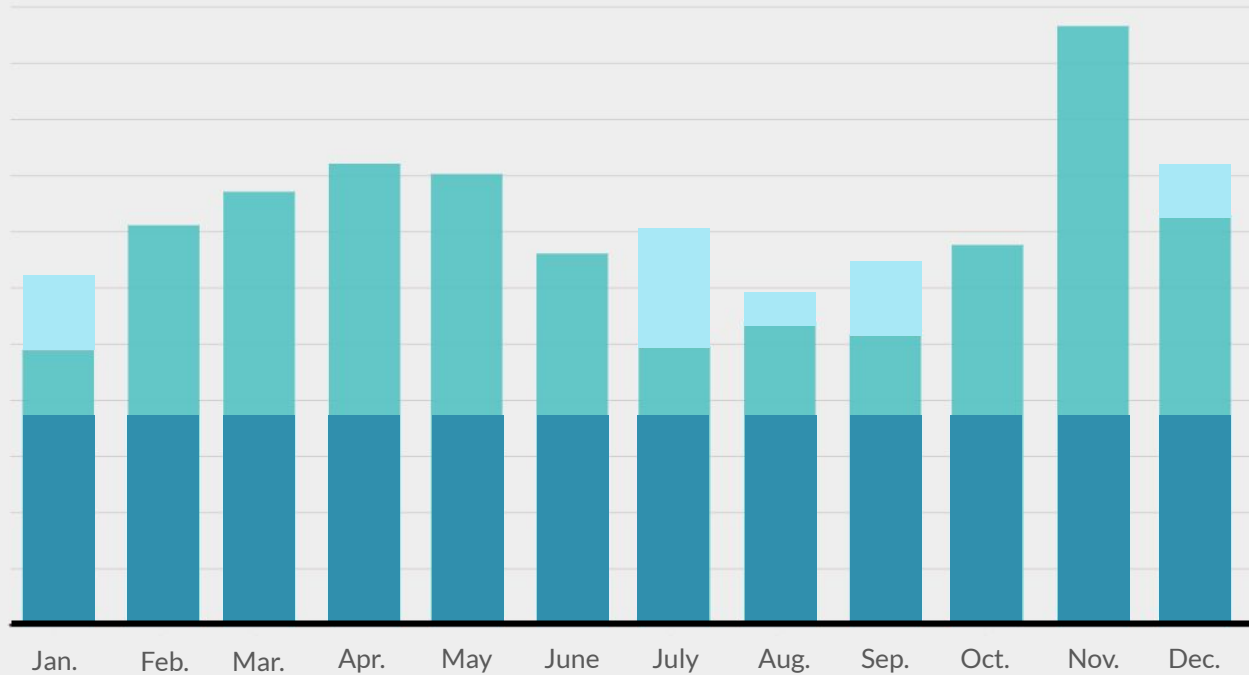


# Adding in more peaks





# The result: better, more stabilized revenue





# 5 strategies to boost sales within the valleys.



**1** Capitalize on existing **holiday demand**.

**2** Highlight **product drops**.

**3** Tap into **cultural events**.

**4** Create your own **branded holiday**.

**5** Nurture **always-on campaigns**.



# 1. Capitalize on existing demand

**Align promotions with gift or sales-oriented holidays** to remain competitive and capitalize on existing purchase intent.

**Don't overlook smaller holidays that uniquely align with your brand.** In addition to providing top-line growth opportunities, ad auctions are generally less competitive, which allows for greater efficiency.





# Strategy for holidays:

## Fill the funnel, rinse, repeat

### 1 Reach New Audiences

Start generating demand before the holiday.

Cast a wide but meaningful net.

Leverage Meta & Tiktok to effectively identify new customers.

### 2 Lean Into Retargeting

Lean into social retargeting and SEM to seamlessly convert recent site visitors.

Focus on everyday value messaging (shipping, returns, financing).

### 3 Amplify Efforts With Promotions

Amplify performance via sitewide discounts or curated promotions.

Leverage automated ad solutions to reduce design strain.

# Creating the funnel

Introduce the brand and product

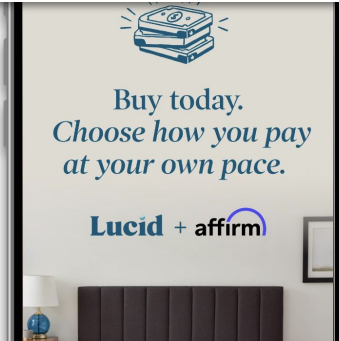


**Establish credibility & leverage social proof:**

- Press features
- # of 5-star ratings

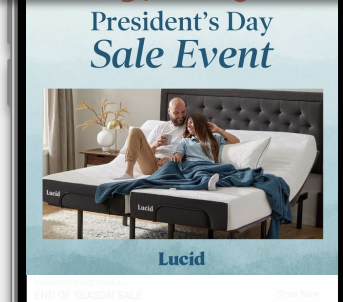
**Highlight best-sellers**  
**Tap into relevant creators**

Reinforce reasons to buy



**Shipping & return policies**  
**Financing options**  
**Warranties**  
**Customer reviews**  
**Low maintenance & care**

Drive volume using promotional messaging



**Convert lingering demand through:**

- Discounts
- Buy X get Y offers
- Free giftcards
- Etc.

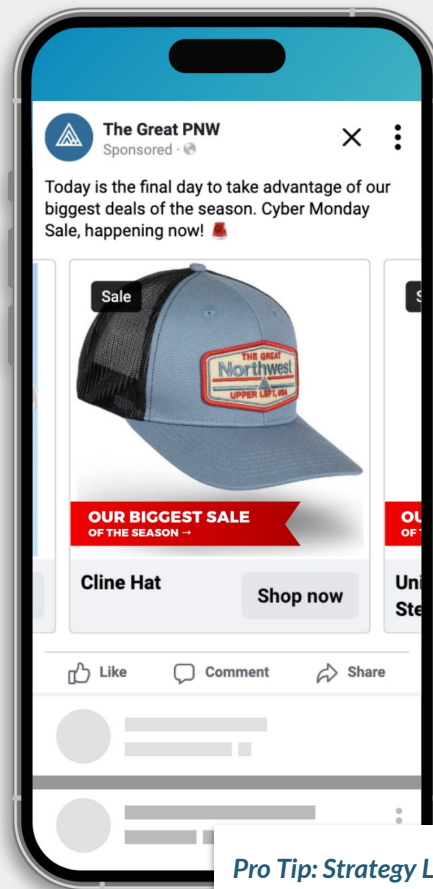




# Dynamic ad frames

Frame overlays enhance your catalog ads by:

- ▶ Adding visual callouts to dynamic elements, while retaining the personalization catalog ads naturally have.
- ▶ Serving as a quick and easy way to tap into seasonal moments without straining your design team.



*Pro Tip: Strategy Labs clients who had ads with relevant frame overlays saw on average a 70% increase in CTR compared to similar ads.*



## 2. Highlight product drops: Tap into brand loyalists

Generate loyalty with invite-only access:

1. **Scarcity:** Fosters brand affinity and rewards dedicated customers.
2. **Intrigue:** Enhances customer experience with personalized sales
3. **Demand:** Time these releases with intentionality. When could your brand use the seasonal boost?
4. **Exclusivity:** Adds value for newsletter subscribers with exclusive offers.

### Mystery Drops

We know you're looking for the latest drops. And we've got something **extra-special** up our sleeves—**available only in the Nike App**. On 6.16 we're dropping a lineup of **coveted** comeback styles.

These **sneakers are hot** and **quantities will be limited**, so don't sleep on this event.





# 3. Tap into cultural moments: Find what resonates with your brand

## Identify the moments

Research industry and cultural trends to find moments that resonate with your brand.

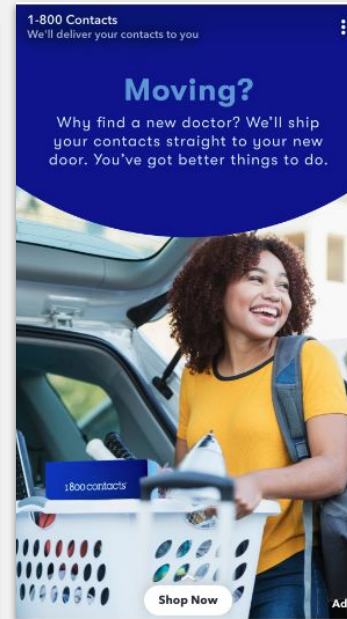
**Examples:** World Series, March Madness, Masters, Back to School, Tax Returns, Elections Season, etc.



For Mom



For Young Adults



For Going to College



# Finding cultural moments: Trends

**Pinterest Trends**

golf

- golf
- golf outfits women
- golf aesthetic
- golf tournament outfit
- golf cake
- golf outfit

**Top trends in United States**

celebrity

Pinterest Trends

# Google Trends

**Google Trends**

Home Explore Trending Now

baseball hat

United States Past 12 months All categories Web Search

**Interest over time**

baseball hat 100

Mar 19 - 25, 2023

Mar 5, 2023 Jun 25, 2023 Oct 15, 2023 Feb 4, 2024



# Finding cultural moments: Meta Ad Library

## Competitive Research Tools

► Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.

The screenshot displays the Meta Ad Library interface on a MacBook Pro. The top navigation bar includes the Meta logo, a location dropdown set to "United Sta...", a filter dropdown for "All ads", and a search bar containing "Baseballism". The main content area is titled "Launched March 2024" and features three ad cards:

- Ad 1 (Left):** "Baseballism x Los Angeles Dodgers Samurai LA tee now available for pre-order. More teams coming soon." The ad image shows a white t-shirt with a blue and red design. The text below the image reads: "Baseballism x Los Angeles Dodgers https://www.baseballism.com/collections/los-angeles-dodgers". A "Shop now" button is visible at the bottom right of the ad card.
- Ad 2 (Middle):** "The Only 40oz Tumbler with a Bat Handle Grip. Get yours this season." The ad image shows a green and red tumbler. A "Shop Now" button is visible at the bottom right of the ad card.
- Ad 3 (Right):** "Free Limited Edition Giveaways to Kick-Off the New Season! #SpringTraining #BaseballSeason". The ad image shows a collection of baseball caps. A "Learn" button is visible at the bottom right of the ad card.

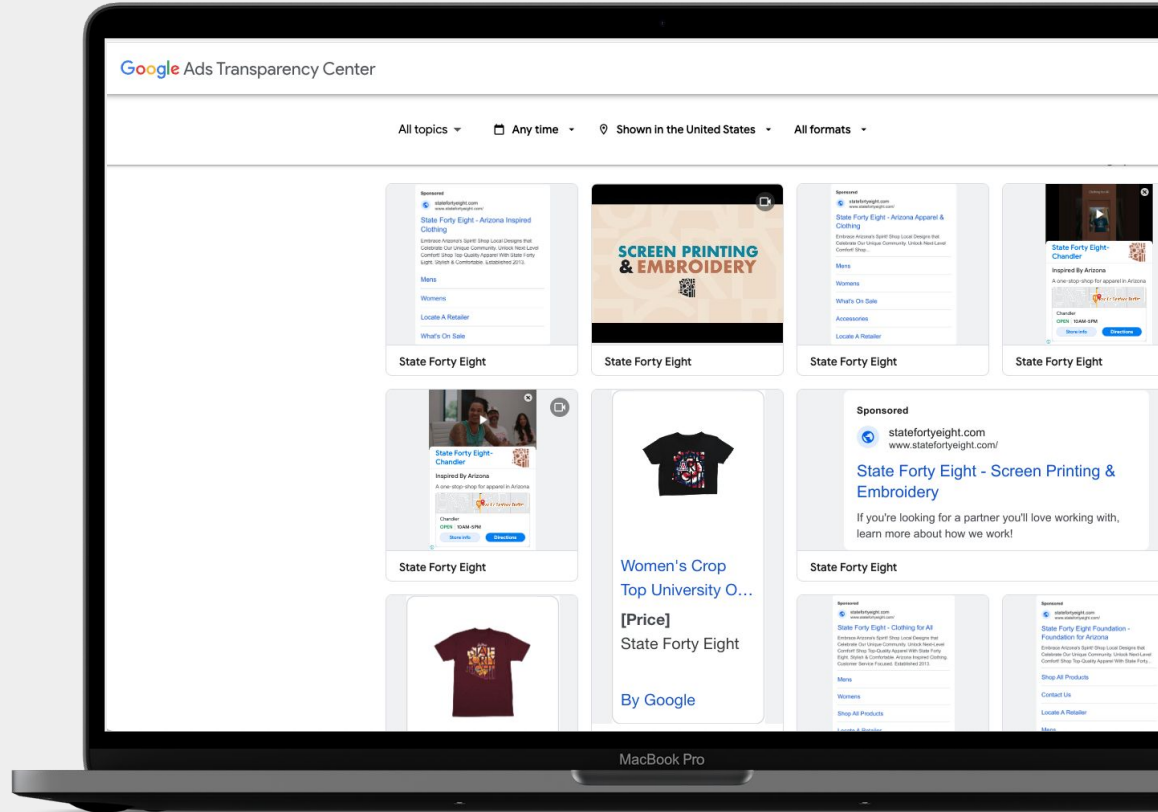
Each ad card includes a "See ad details" button at the top and a "Started running on" date (all on Mar 1, 2024). The interface also shows platform icons (Facebook, Instagram, Messenger) and a "This ad has multiple versions" indicator for each ad.



# Finding cultural moments: Transparency Center

## Competitive Research Tools

- ▶ Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.

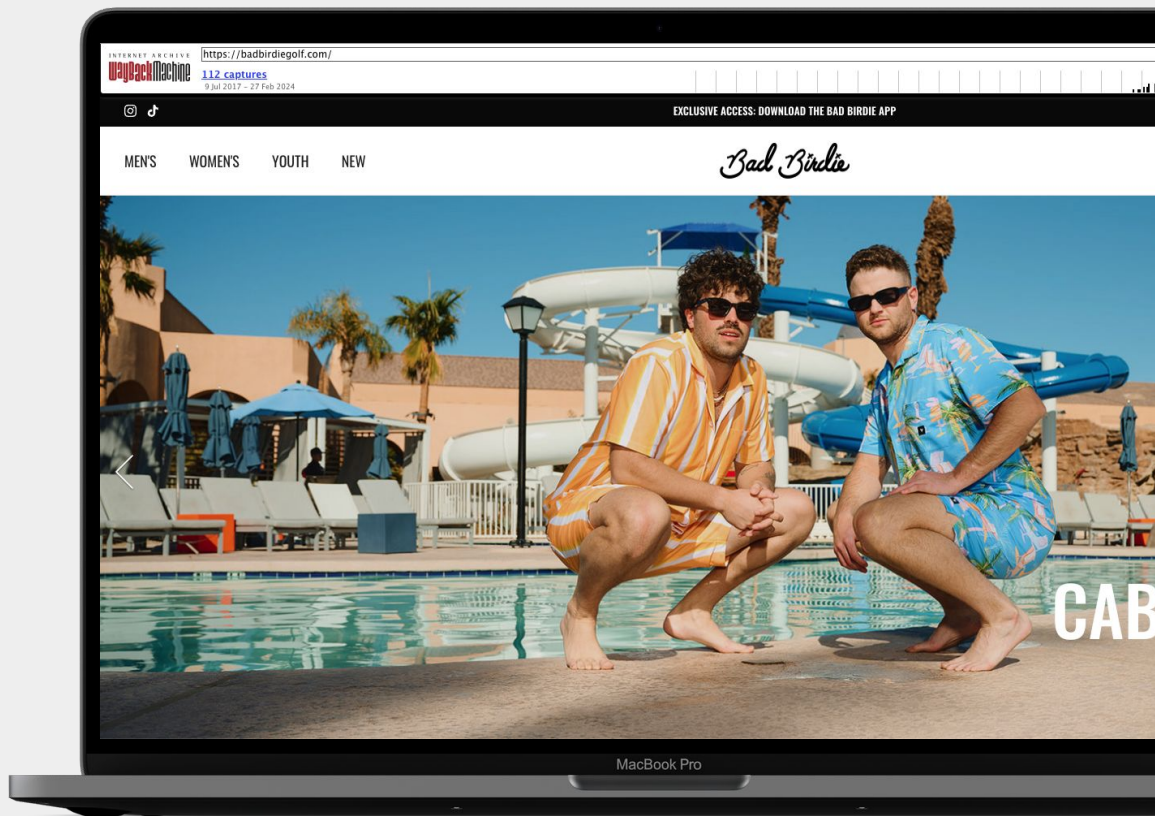




# Finding cultural moments: Wayback Machine

## Competitive Research Tools

- ▶ Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.





## 4. Create your own branded holiday, or ride the wave of other's.

Amazon has created a manufactured holiday with its **Amazon Prime Day** that continues to break records. The sales event accomplishes two things:

1. **Drives sales growth during a historically slow time**
2. **Increases adoption of their loyalty program, *Amazon Prime***

Launch a corresponding promotion during Amazon Prime Day and tap into deal-seekers in the market. Or, mobilize your brand loyalists and create your own event throughout the year.

**\$12.9BB**

Estimated global sales for Amazon during their July '23 Prime Day

**6.1%**

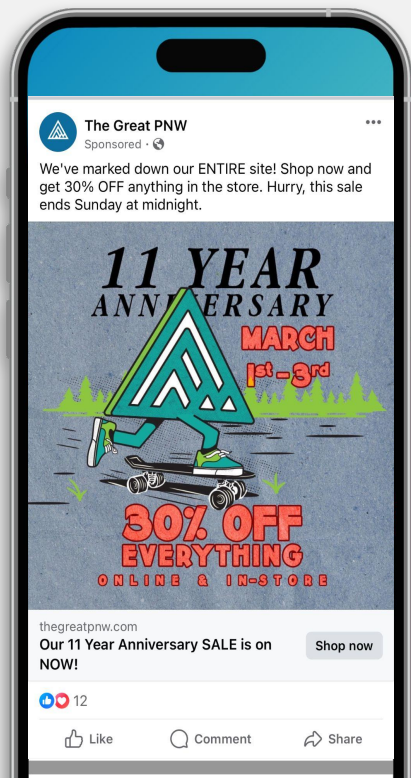
U.S. ecommerce sales growth during the same period

**42%**

Average increase in two-day traffic to top four Amazon competitors



# Client case study



**149%**  
Increase in sales during the event

**67%**  
Increase in site visits

**4.2X**  
Increase in repeat purchasers

**1.3X**  
Increase in first time purchasers



## 5 Tips to Create Your Own Branded Holiday

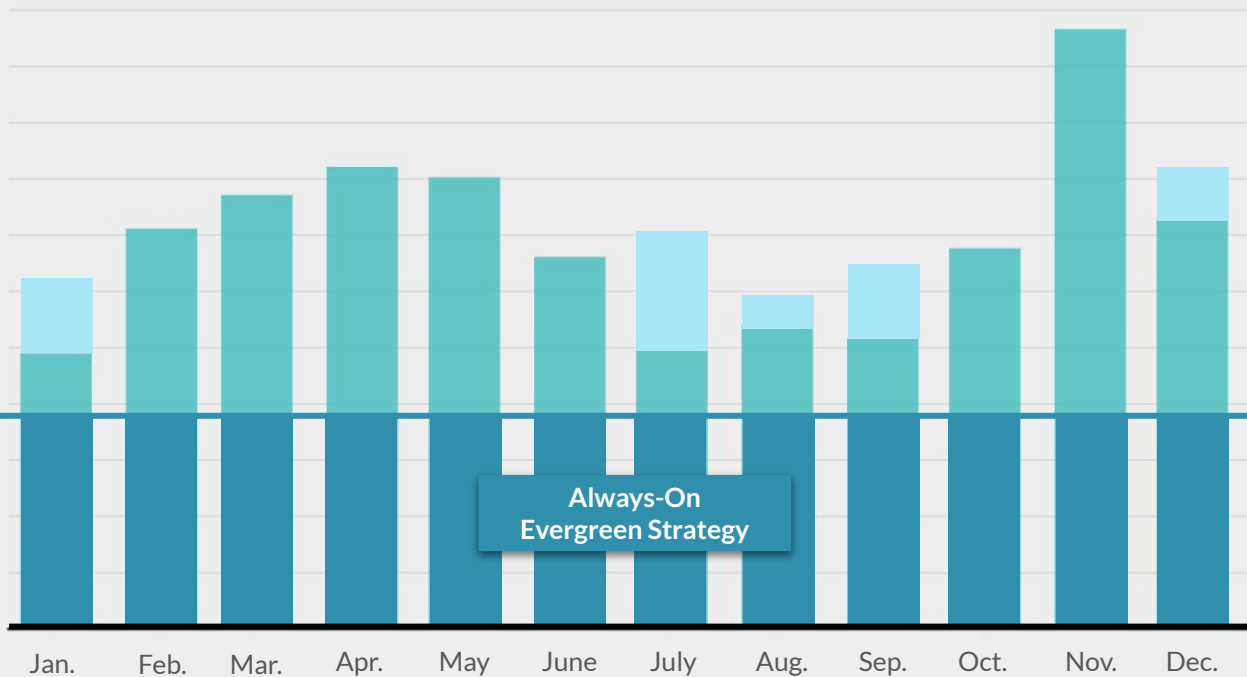
1. **Lean into first-party data** and consider targeting past purchasers not actively engaged with email.
2. Reach new customers and **build retargeting audiences** before the event using add-to-cart campaigns.
3. Don't overthink the creative—static assets and **dynamic overlays make for some of the most effective sale ads.**
4. For non-sitewide promotions, **consider creating a curated landing page.**
5. Compliment paid efforts and **reach brand loyalists using organic channels** like email and organic social.

*\*Compared to previous weekend.*



## 5. Nurture “always-on” campaigns

The foundation of your brand’s stability and success lies here.





# Nurture “always-on” campaigns: The unsexy everyday

## 1 Lean into automation

*Meta Dynamic Ads, Google PMax*

Highly scalable.

Personalized to each user.

Requires little maintenance.

Promotes account and performance stability.

## 2 Maintain clean data

*Platform integrations*

Audit your product catalogs.

Automate your CRM audiences.

Pass events through browser pixels *and* server-to-server integrations.

## 3 Templatize creative

*“Bread-and-butter” strategies*

Static ads for top-performing categories.

Bestseller “product features” that highlight items that are always in-stock.

Lightly animated brand gifs.



**To recap...**



**1** Capitalize on existing **holiday demand**.

**2** Highlight **product drops**.

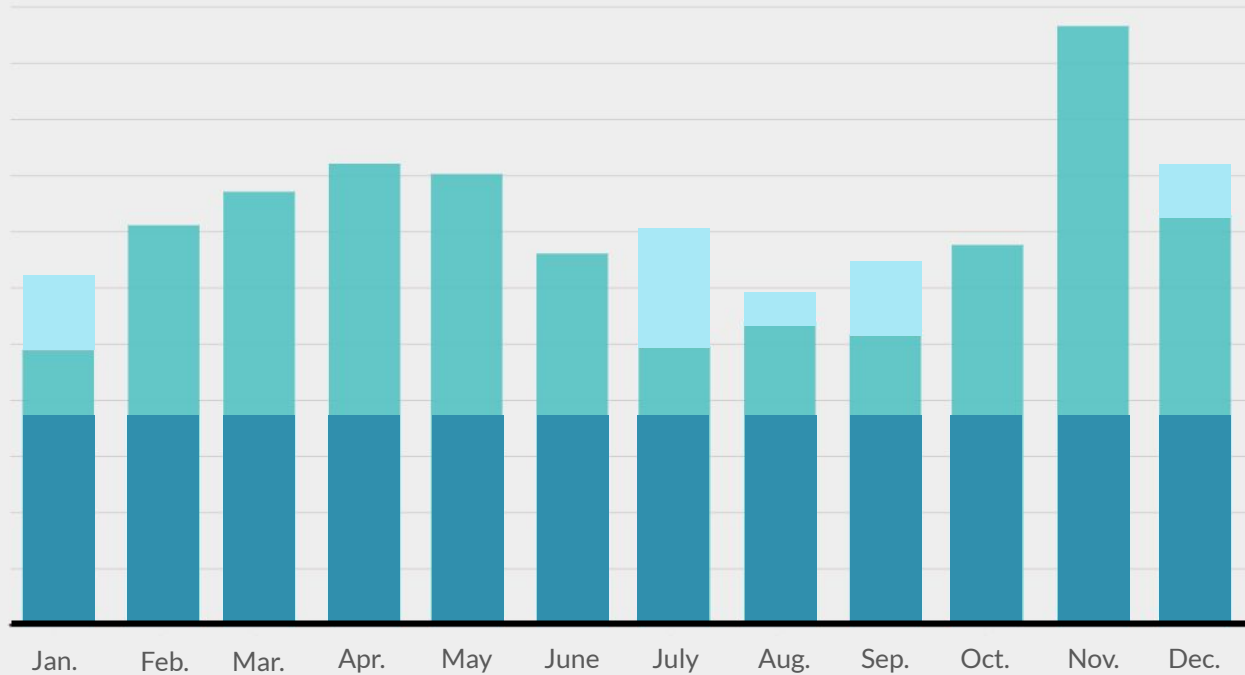
**3** Tap into **cultural events**.

**4** Create your own **branded holiday**.

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# The result: better, more stabilized revenue





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**Thank you!**