



GAINING ADVERTISING EFFICIENCY IN 2024 AND BEYOND



TABLE OF CONTENTS

Introduction	03
Background, Economic Landscape, and Uncertainty	04
Efficiency and Goal Orientation	05
Media Buying Process and Goal Orientation	06
Tech Stack and Tools	07
Authenticity Still Rules Supreme	08
AI and Automation in Advertising	09
Balancing Goals vs. Client Emotions	10
Conclusions	02

INTRODUCTION

This ebook covers significant topics relevant to the changing economic landscape in 2024, the importance of efficiency for brands, and advanced strategies for driving media results.

This guide is tailored for sophisticated marketers, particularly those at the CMO or Media Director level, seeking to navigate the complexities of the modern advertising environment.

BACKGROUND, ECONOMIC LANDSCAPE, AND UNCERTAINTY



MOST [BRANDS] KEPT THEIR BUDGET FLAT IN 2024 INSTEAD OF THE TYPICAL 15-20% ANNUAL INCREASE.

Melissa Chase

Clients and stakeholders have expressed concerns about the shifting economic landscape.

2024 brings significant changes to the economic landscape, pushing brands to focus on efficiency more than ever. Media teams that recognize and adapt to these changes are poised to produce outsized results, gain traction among their clients and stakeholders, and create an era of productivity in digital media spend.

As an agency or media team, you are the strategic advisors that build confidence and provide clear, data-driven forecasts for your stakeholders.

To achieve this, conduct regular economic analysis using tools like eMarketer and Kantar. Adjust budgeting strategies by encouraging a flexible approach that allows for real-time adjustments based on economic indicators. Communicate clearly with stakeholders, keeping them informed about economic changes and how they impact media strategies.

Use data-driven insights to support your recommendations.



ADOPT A WAIT-AND-SEE ATTITUDE BEFORE COMMITTING MORE TO AD SPEND.

Melissa Chase

EFFICIENCY AND GOAL ORIENTATION



Efficiency in media and advertising is about delivering results with optimal use of resources. It involves not just cutting costs but enhancing the effectiveness of every dollar spent.

To do so, start by setting clear efficiency goals. Define what efficiency means for your campaigns—whether it's reducing cost per lead, increasing engagement quality, or speeding up conversion rates. Balancing opportunities for efficiency with the need for premium content is essential for driving qualified leads and achieving strategic objectives.

Invest in premium content that aligns with the brand's image. This often leads to better long-term results. Ensure that your campaigns cover the entire funnel, not just the bottom, to build brand awareness and nurture leads effectively.



FULL FUNNEL MATTERS. SO MANY ADVERTISERS PUMP MONEY INTO THE BOTTOM OF THE FUNNEL WHERE THERE ARE THE LEAST NUMBER OF HUMANS AND THE MOST EXPENSIVE CPMS.

Brooke Weller

MEDIA BUYING PROCESS AND GOAL ORIENTATION

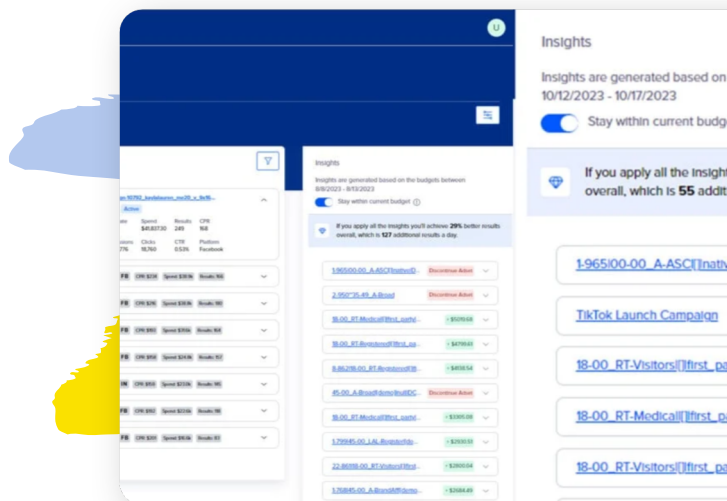
The media buying process often involves a mix of managed services and self-service programmatic tools. Effective data collection and analysis are crucial for understanding audience behaviors and optimizing media spend.

Blueprint's plug-and-play platform does all the hard work for you in the background. Once the platform, channel, and attribution accounts are connected, its AI learning model automatically gathers, organizes, and models the data. Dashboards light up, insights are live, and you can optimize your campaigns. Focus on your creatives and campaign objectives, let Blueprint crunch the numbers, and guide you with deep insights.

While managed services bring expertise and efficiency due to their team's experience, they should be used primarily at the beginning of your exploration into display advertising. They offer valuable insights from across different verticals and help in executing strategies effectively.

Once you are comfortable with the platform, switch over to self-service programmatic tools to gain more control and customization in media buying, enabling your teams to optimize campaigns in real-time based on performance data.

Ensure that your media buying decisions are directly linked to your campaign goals. Regularly review and adjust your strategies to stay aligned with your efficiency targets.



TECH STACK AND TOOLS

A sophisticated tech stack is essential for executing and reporting on your media strategies. Here are some critical tools and why they are important:

STRATEGY AND COMPETITIVE ANALYSIS TOOLS:

- ✚ Tools like Kantar, MRI, and eMarketer help understand market dynamics, consumer behavior, and competitive positioning. Integrate these tools to gain insights into market trends and consumer behavior, which are crucial for shaping effective strategies.

AD SERVERS AND DATA VISUALIZATION TOOLS:

- ✚ Campaign Manager and Datorama (owned by Salesforce) are used to manage ad placements and visualize data in real-time. Implement these tools to manage ad placements and visualize performance data, allowing for more effective analysis and decision-making.

BLUEPRINT TECHNOLOGY:

- ✚ Blueprint consolidates data from most advertising methods, including paid social, programmatic display, CTV, GA4, and Google ads. Adopt Blueprint to provide a holistic view of your campaign performance and help in making informed decisions. This unified view helps avoid discrepancies in attribution and provides clear insights into performance.



AUTHENTICITY STILL RULES SUPREME

Adopting authentic marketing strategies and emphasizing creative content is vital for 2024.

Lots of companies are experimenting with AI generated content. Proceed with caution.

AUTHENTICITY IN MARKETING:

- + Authentic marketing resonates more with audiences. Focus on creating content that reflects your brand's true values and connects emotionally with your audience. Authenticity should be at the core of your marketing strategy.

CREATIVE CONTENT:

- + Creative content that speaks to the audience in a genuine way will help brands stand out. Allocate resources to produce high-quality, engaging content. Use storytelling techniques to make your content more relatable and memorable.

ITERATIVE TESTING:

- x Continuously testing different approaches and optimizing based on performance data ensures that campaigns remain effective and relevant. Regularly test different content and strategies, using performance data to make iterative improvements and optimize your campaigns.

AI AND AUTOMATION IN ADVERTISING

AI and automation are increasingly influential in advertising. However, maintaining authenticity and ensuring a human touch in AI-generated content is critical to avoid pitfalls.

MORE ON THE IMPORTANCE OF AUTHENTICITY:

- + AI can help in generating content, but it needs to start from a genuine, human idea to be effective. Ensure that all AI-generated content is reviewed and refined by human experts to maintain authenticity and brand alignment. Without the human touch, AI-generated content can feel impersonal and fail to connect with the audience.

POTENTIAL RISKS:

- + Over-reliance on AI without proper oversight can lead to content that misrepresents the brand or fails to engage the audience.

WHERE AI CAN SHINE BRIGHTEST:

- + Tools like Blueprint leverage AI to analyze ad performance and provide insights into audience behavior. These insights enable continuous optimization of your campaigns and ad placements across platforms, ensuring strategies are adapted in real-time for maximum effectiveness.

“

WITHOUT THE HUMAN TOUCH, AI MODELS CAN GO THE WRONG WAY QUICKLY. SINCE THERE IS LEARNING INVOLVED [IN AI], YOU HAVE TO TEACH IT FROM A HUMAN STANDPOINT.

Brooke Weller

BALANCING GOALS VS. CLIENT EMOTIONS

Making strategic recommendations that align with your stakeholders' interests while addressing their concerns is a delicate balance. Incremental testing and clear communication are key to achieving this balance.

CHOOSE TESTING OVER EMOTIONS:

- + Emotions should not drive decisions about performance. Instead, base your recommendations on data and performance metrics. Use data to validate your strategies.

CONSIDER "HIGH TEMPO TESTING":

- + To stay ahead, marketers need to constantly create, test, and optimize campaigns. Create a culture of constant testing, measuring, scoring, and optimization. Use your tech stack to automate repetitive tasks, allowing your team to focus on strategic activities.

STAKEHOLDER EDUCATION:

- + Educating your stakeholders on the importance of ongoing testing and optimization can help them understand why certain strategies are recommended (and why some of them fail). Regularly communicate with your stakeholders about the importance of testing and optimization. Provide them with insights and data to support your recommendations.

“

OUR CLIENTS WANT TO KNOW EXACTLY WHERE THEIR MONEY IS GOING AND WHAT'S BRINGING IN RETURNS SO THEY CAN ADJUST THEIR BUDGET WISELY. BLUEPRINT ENSURES WE CAN PROVIDE THAT VALUE.

Brooke Weller

CONCLUSION

This ebook provides a guide to building the strategies and tactics we believe sophisticated marketers should employ in 2024. Emphasizing efficiency, authenticity, and continuous learning will be critical for navigating the evolving advertising landscape.

By leveraging advanced tools and maintaining a stakeholder-focused approach, media teams can achieve remarkable results.



BOOK A DEMO

**BLUE
PRINT**