

# Building First Party Audiences For Better ROI

Navah Hopkins - Adzooma



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CONFERENCE AND  
OUTFITTER EXPO







## About Me

Worked with thousands international brands since 2008

International speaker

Pet mom, gamer, and star wars fan

Navah Hopkins

VP of Strategic Marketing



## Agenda

Building **Our** Audience

Message **Mapping**

**First Party** Wins



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# What Does First Party Data Mean?

First-party data is information you collect from your customers, site visitors, and app users during their interactions with your products and services.

To be considered first-party data, information must be collected from your own sites, apps, physical stores, or in other situations when **people have directly interacted with your products and services.**



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# What Does Third Party Data Mean?

Third-party data is user information that you purchase or otherwise obtain from other sources.



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**Who Cares?**







**David Temkin**

*Director of Product Management,  
Ads Privacy & Trust – March 3, 2021*



Developing strong relationships with customers has always been critical for brands to build a successful business, and this becomes even more vital in a privacy-first world. **We will continue to support first-party relationships on our ad platforms for partners,** in which they have direct connections with their own customers. And **we'll deepen our support for solutions that build on these direct relationships** between consumers and the brands and publishers they engage with.



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# Building Your Audience



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Navah Hopkins

@navahf



What's the most important "lever" in digital advertising?

#ppc #ppcchat #google #facebook #content #sem  
#social #microsoft

Keywords

18.4%

Creative

39.5%

**Audiences**

**42.1%**

38 votes · Final results

11:06 AM · Apr 9, 2021 · Twitter Web App



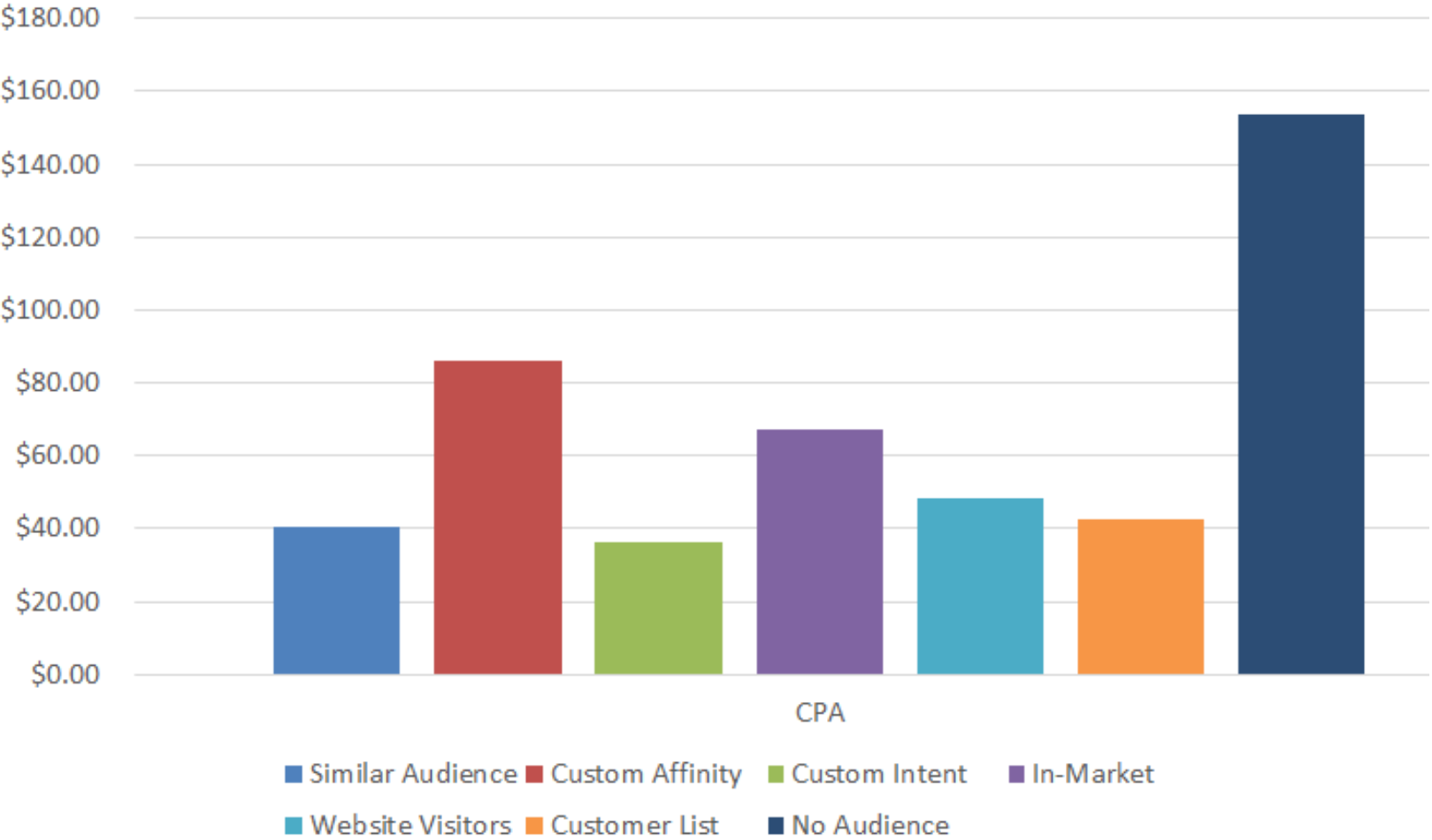
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**21,000 Google  
Accounts** with at  
least \$1 of spend  
and at least 1  
conversion

CPA Averages Q4 2019



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# Facebook Lookalike Audiences **Hold Power Too**

Audience	Spend	CTR	CPC	CPM	Registrations	CPA
<b>Broad</b>	\$498	0.37%	\$6.82	\$25.12	18	\$27.68
<b>1% Lookalike</b>	\$502	1.07%	\$4.15	\$44.70	68	\$7.38

AdEspresso study

**375%**  
CPA Improvement



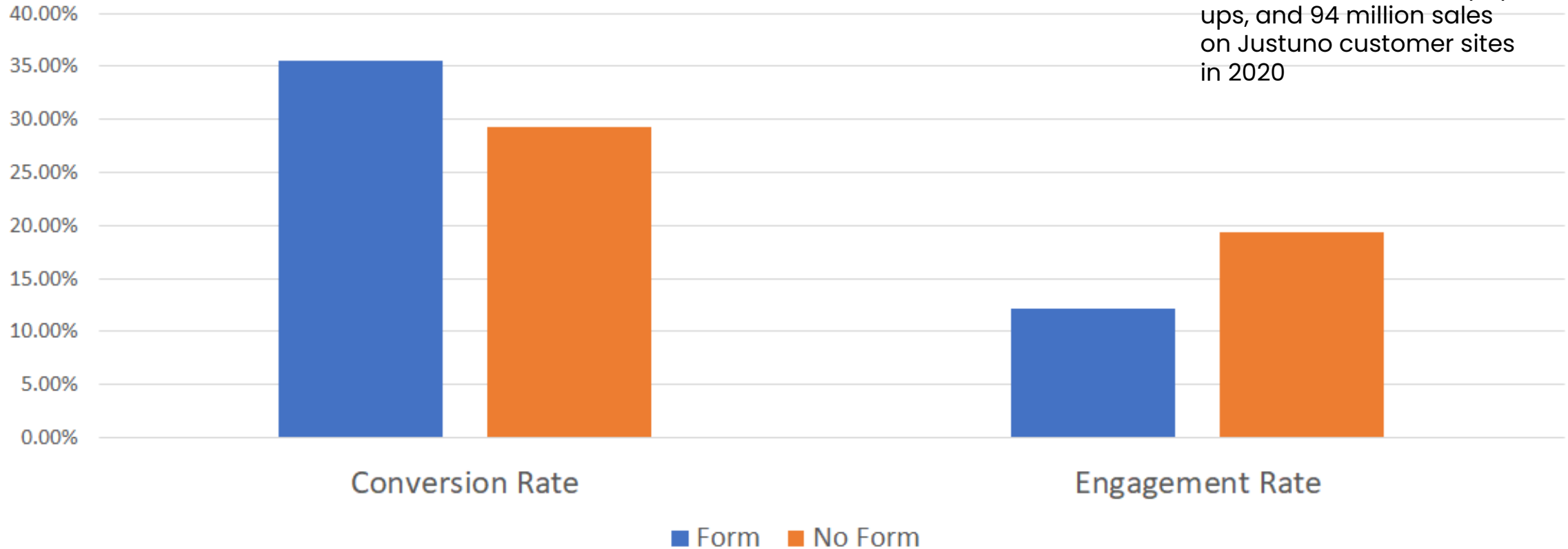
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## Form vs No-Form On Page CRO

Based on 3 billion website sessions, 33 thousand pop-ups, and 94 million sales on Justuno customer sites in 2020



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Beginning with **Intent Driven Audiences** means Understanding:

**Who** your people are

**Why** they want what they want



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# 95%

**of purchasing decisions  
are driven by  
subconscious  
instead of facts**

---

***Gerald Zaltzman,***

*Harvard University*



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# Who are your people?

POWER



MOTIVATION



FREQUENCY



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What will **their Buying Journey** look like?

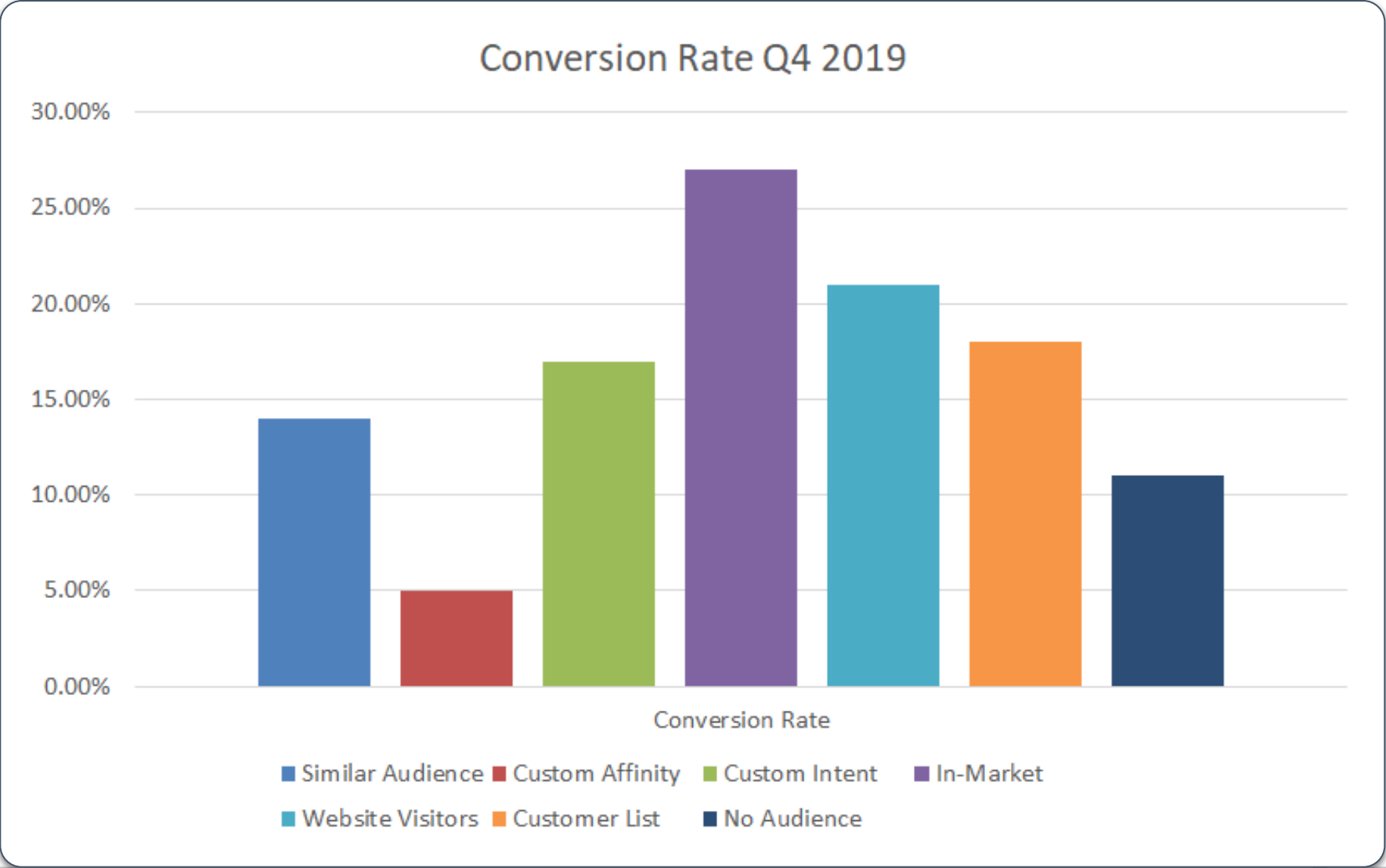


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**21,000 Google Accounts** with at least \$1 of spend and at least 1 conversion



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These answers will help you craft the best possible  
**Creative Experiences** to earn their **Business** and **Trust**

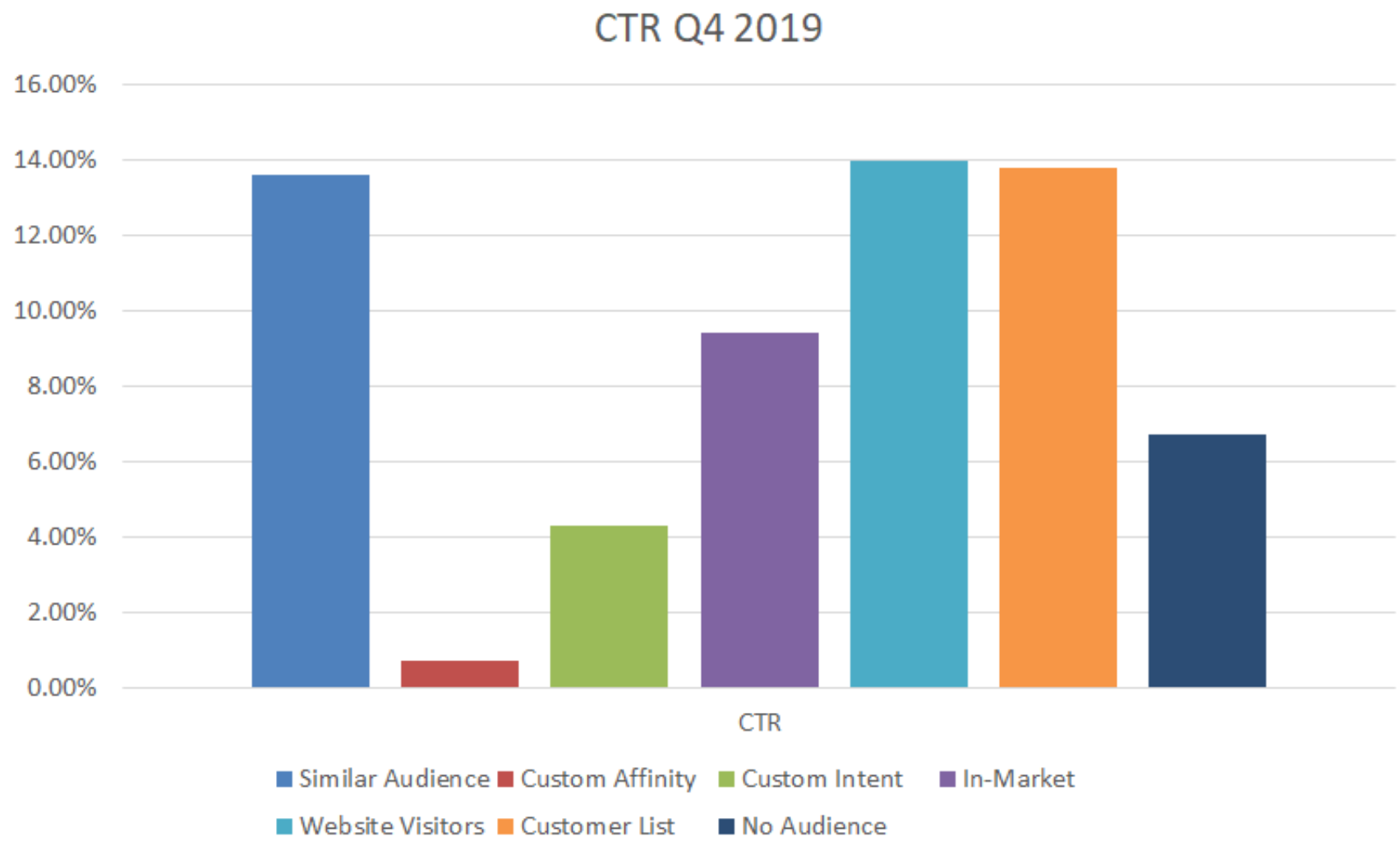


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**21,000 Google Accounts** with at least \$1 of spend and at least 1 conversion



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# 74% of Marketers don't Message Map (AdWeek)

**Dominate your Competition** with **Creative** instead of Budget



+



=



+



=



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**Earning Trust** is the First Step to **Earning Business**

**202%**

**Conversion Rate Improvement**

Echo Language From Ads

**82%**

**Read Before Buy**

Reviews/Testimonials



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49%

Consumers say they would like to receive promotional emails from their **favorite brands on a weekly basis.**

*Statista*

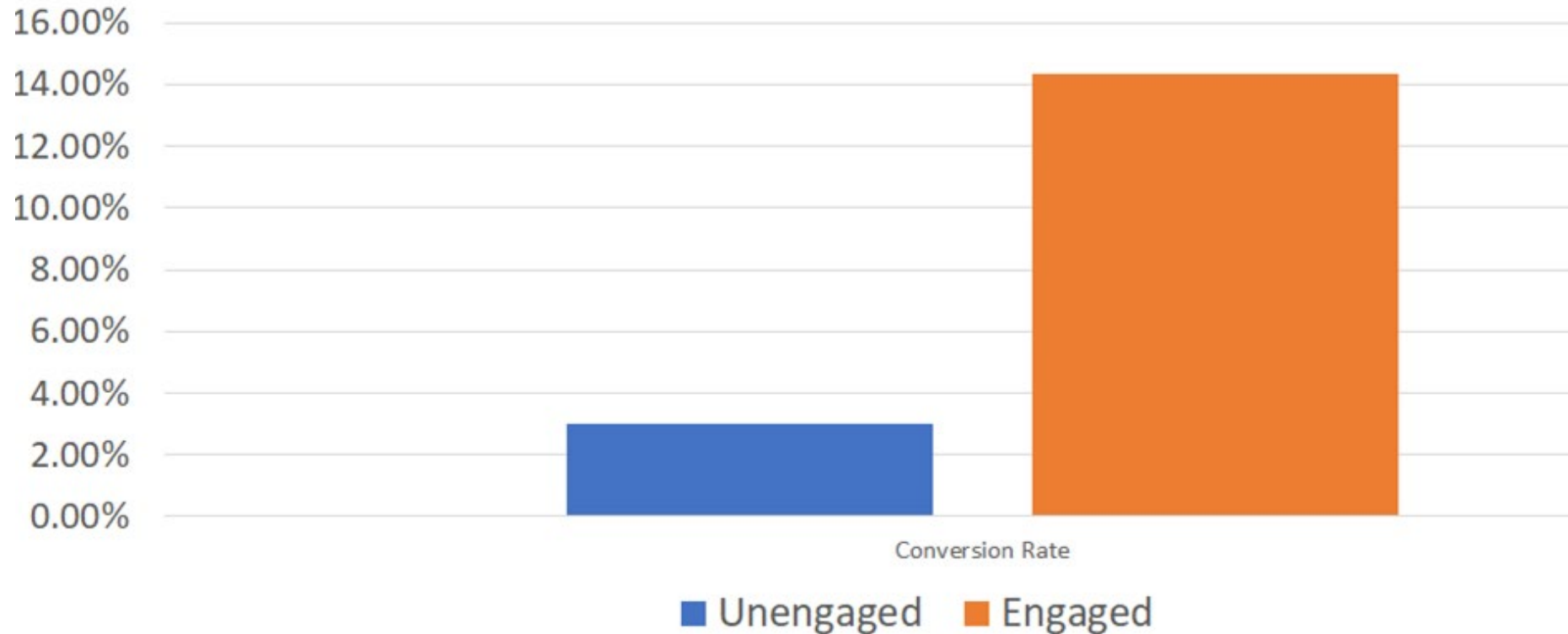


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# On-Site CRO Can Help Grease The Wheels!



Based on 3 billion website sessions, 33 thousand pop-ups, and 94 million sales on Justuno customer sites in 2020



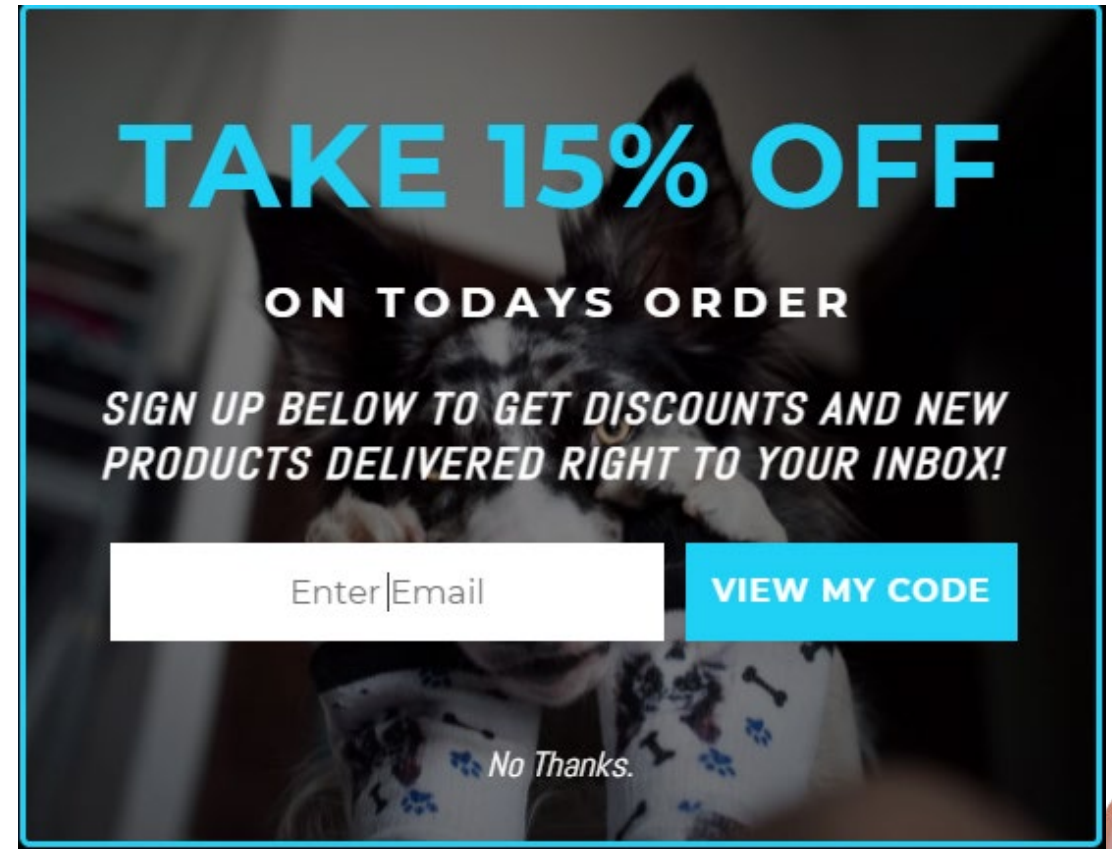
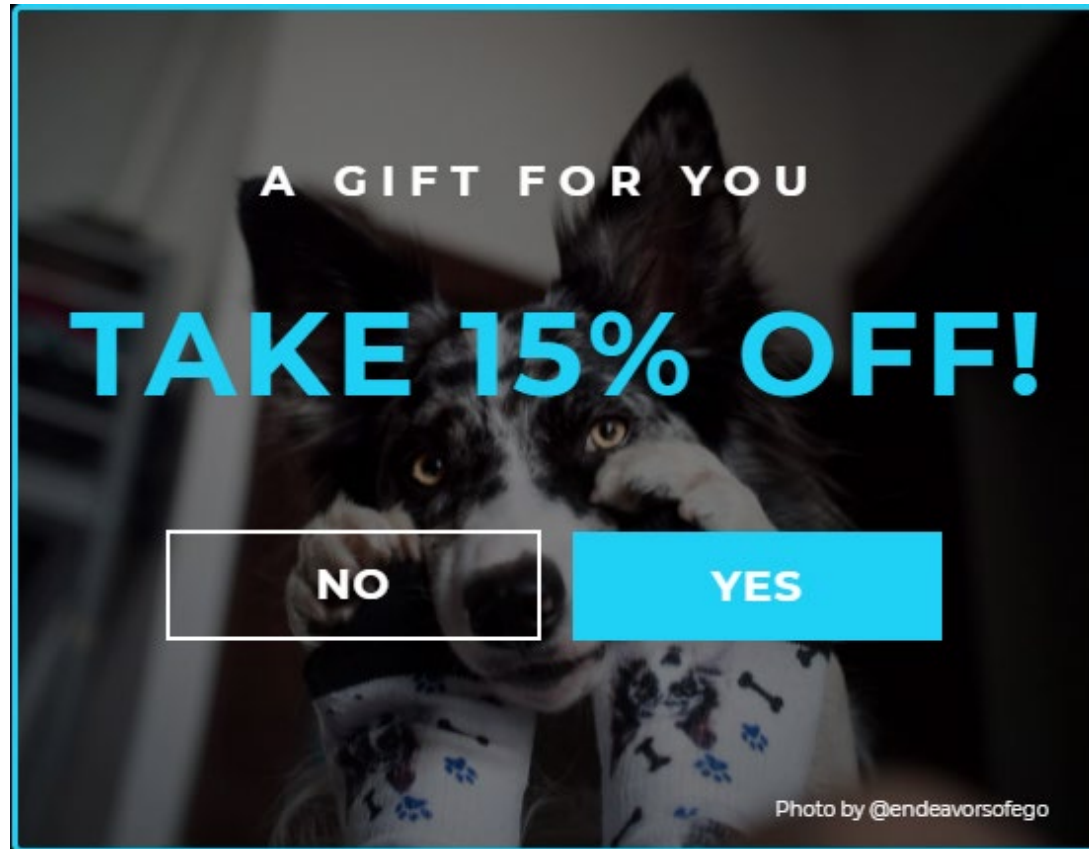
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If it's **early in the buyer journey**, **offer a little commitment**



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# Get Your customer In The Habit Of Saying Yes!

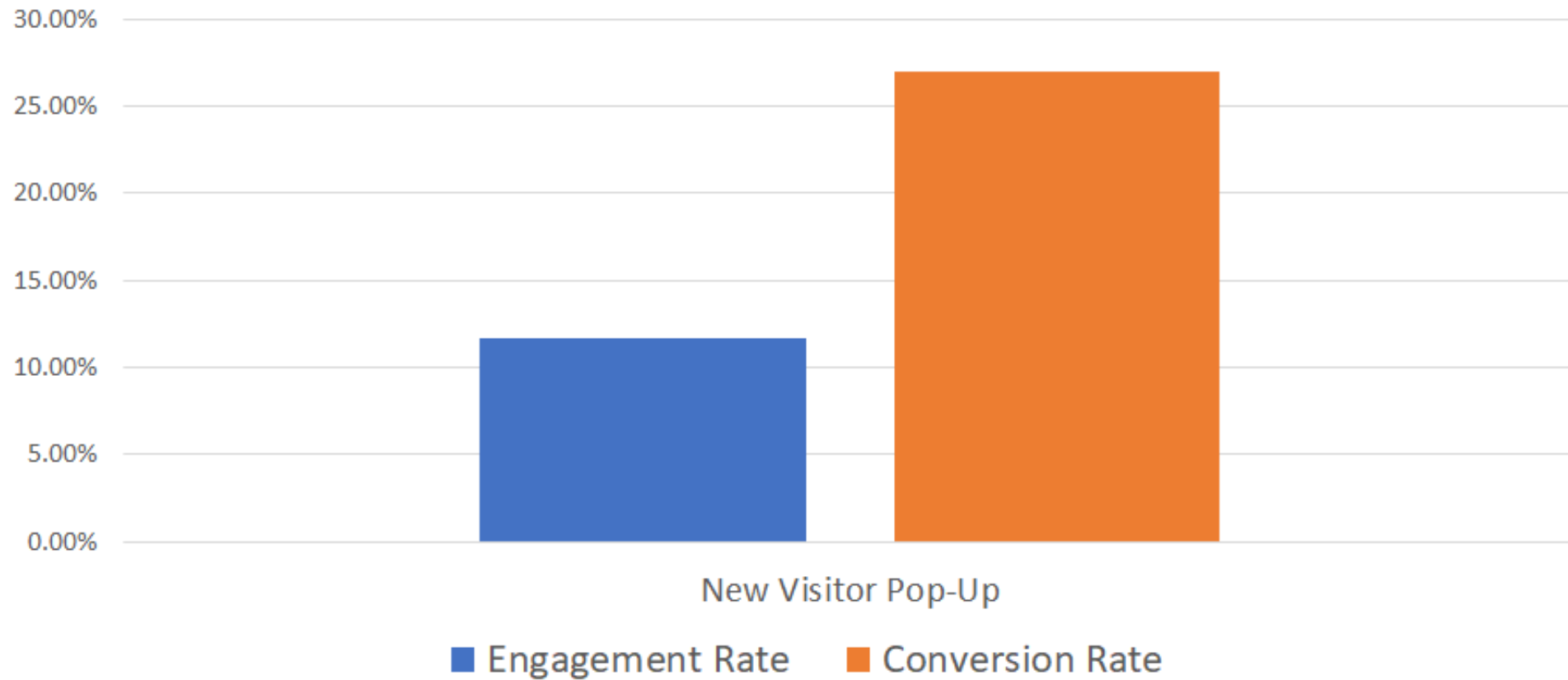


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## Two Step Welcome Pop-up



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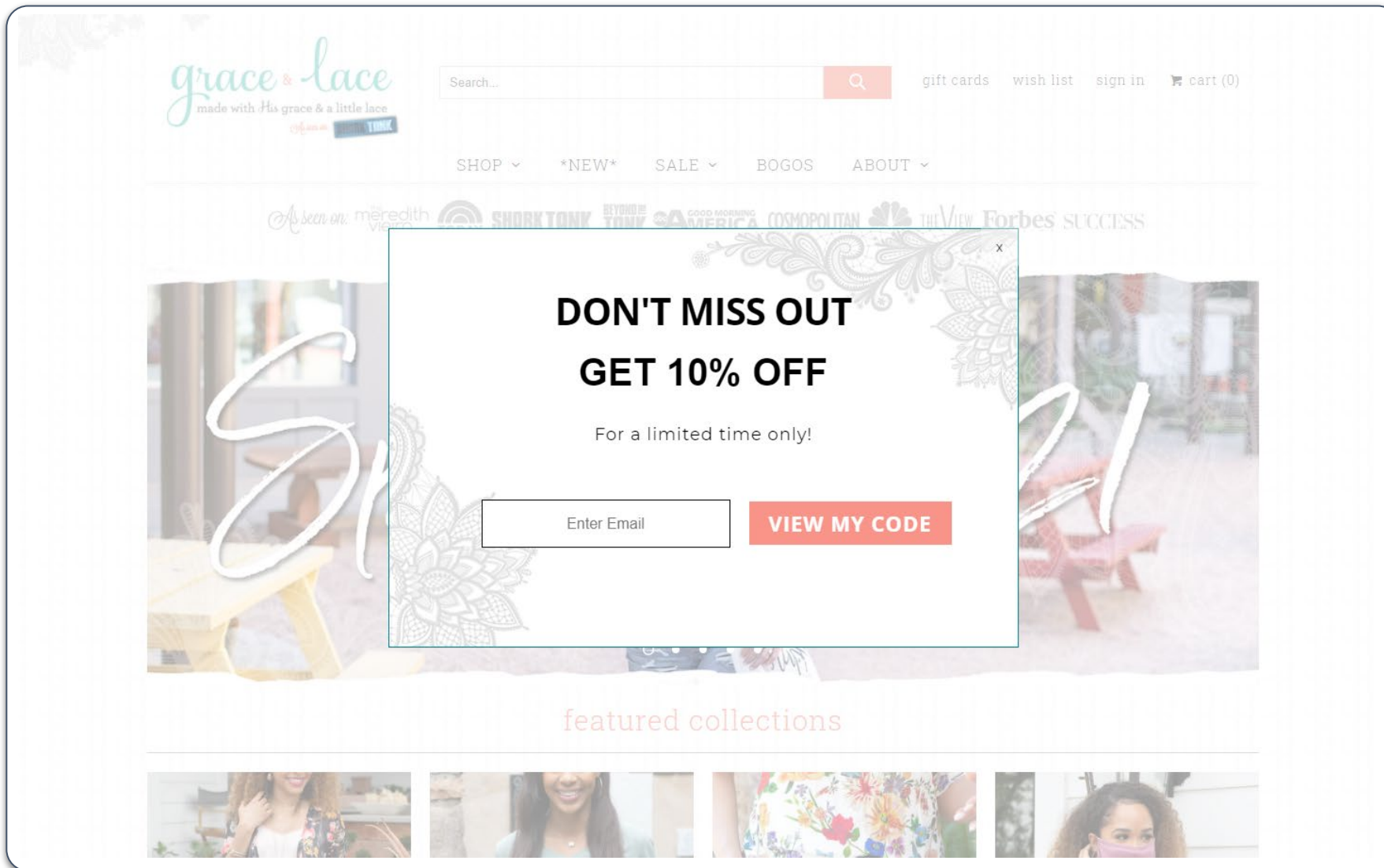
# What If They're Just Not Ready?



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**Exit offers** can be a great way to **keep the conversation going**

Sense of urgency, but keeping it polite and on brand

"My" plants the seed that they've already opted in

FOMO!

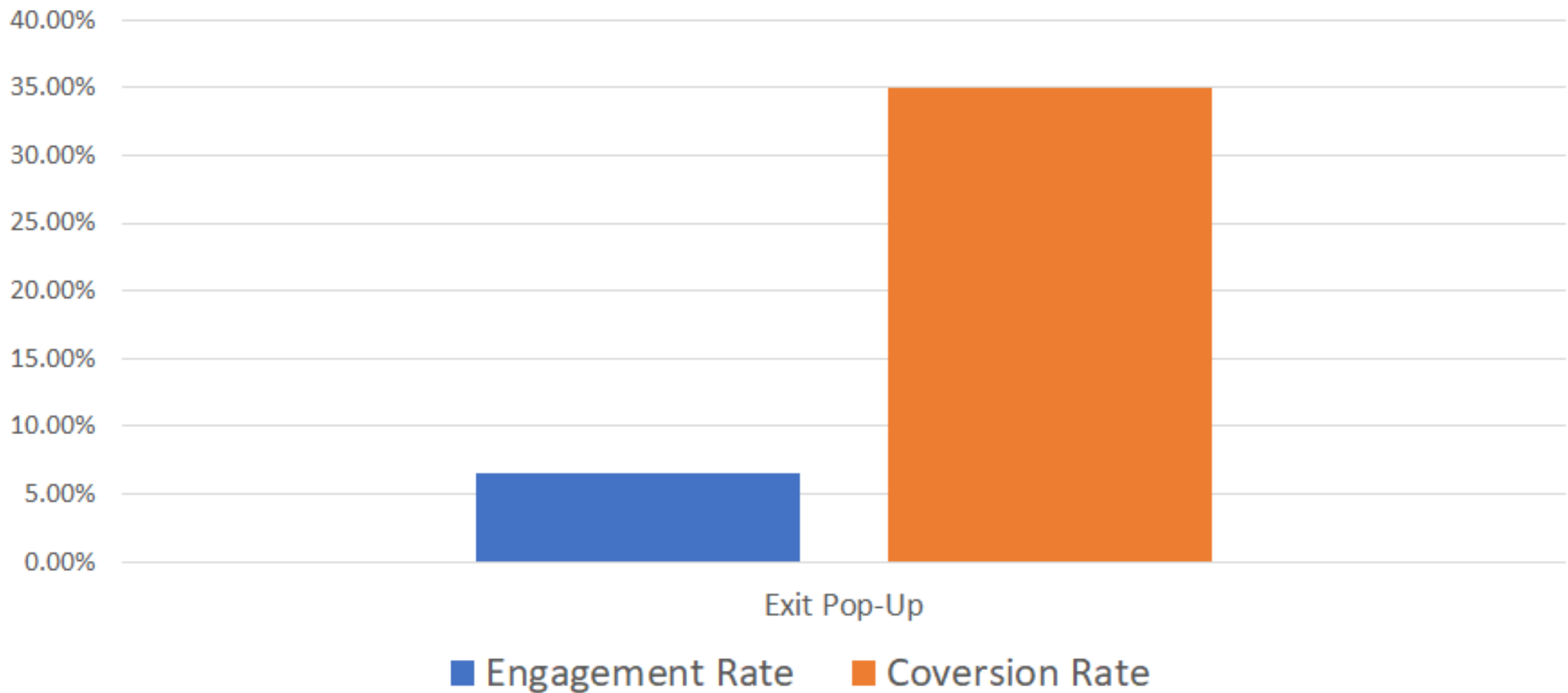


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## 10% Off Offer On Exit

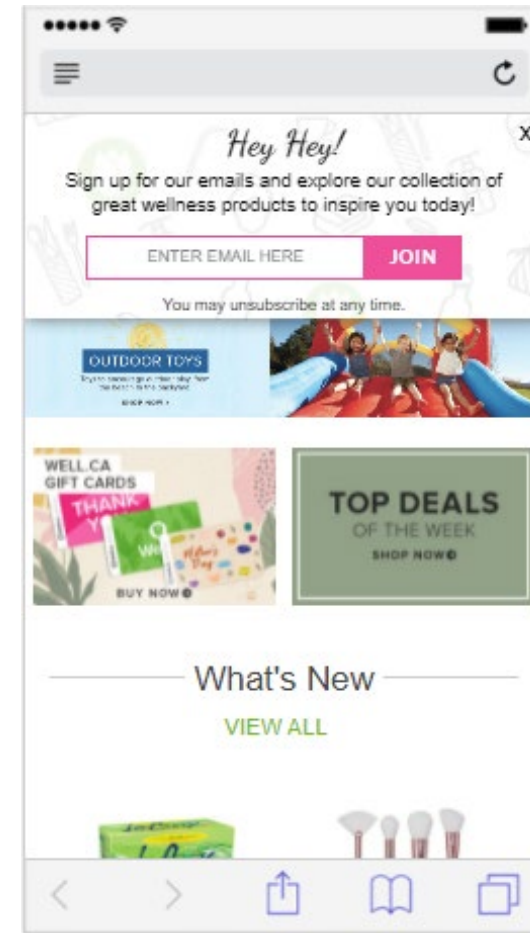
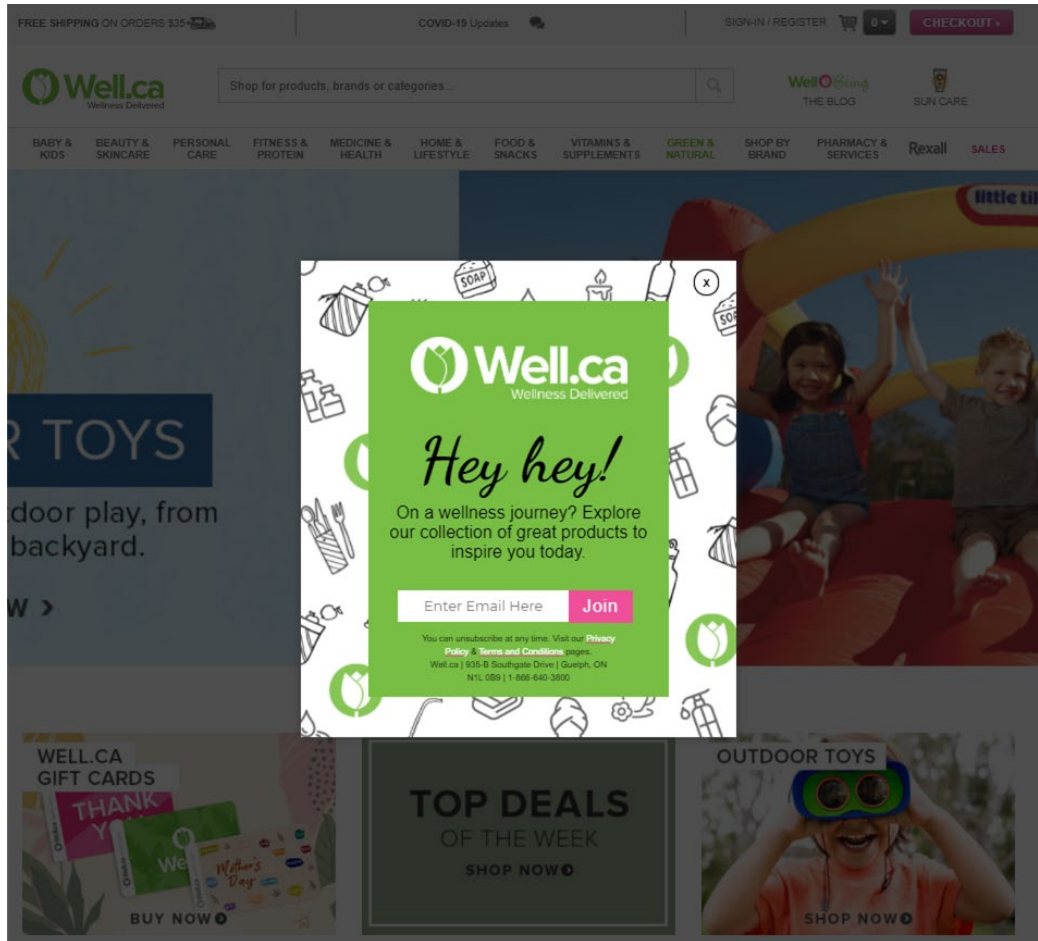


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# You don't always need a Discount



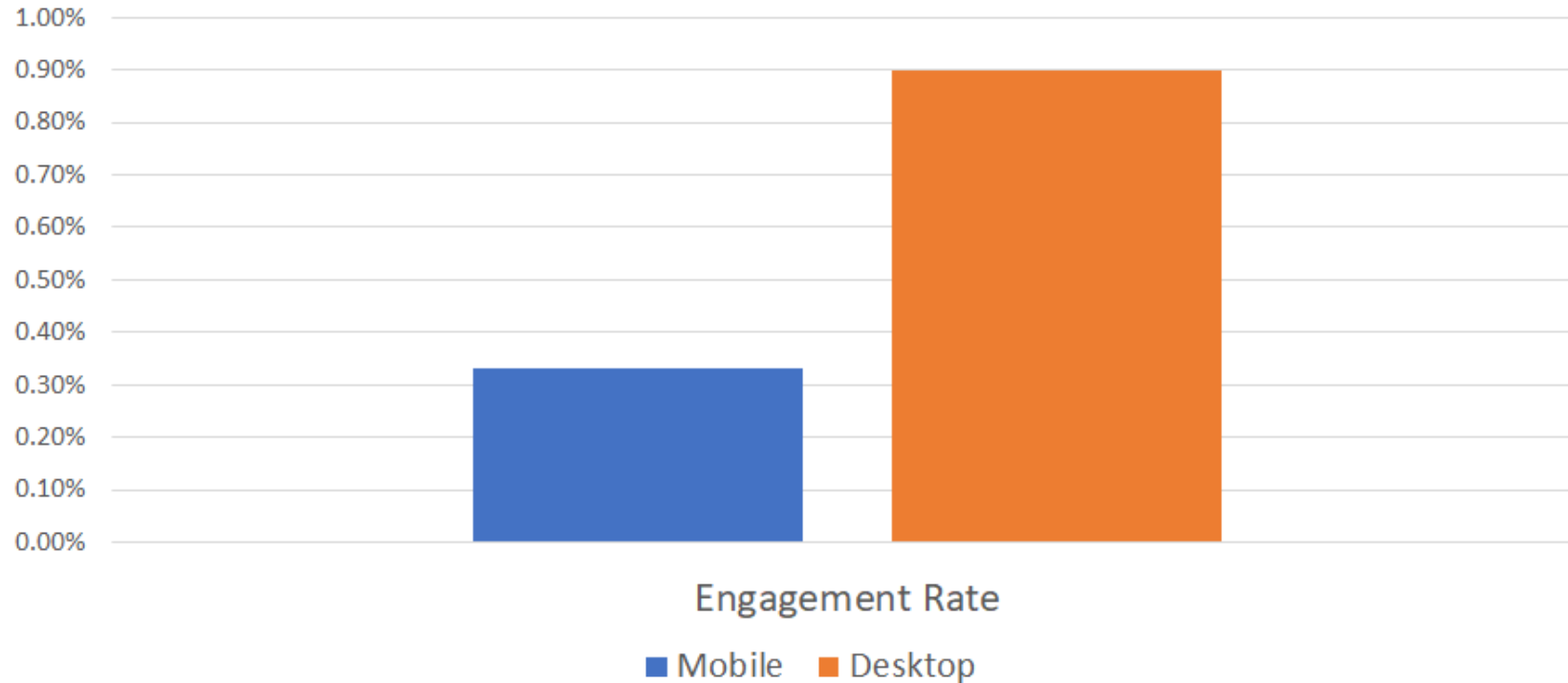
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## Desktop does **a better job** of engaging **when there isn't an offer**

Engagement Rate For No-Offer Lead Capture



- 4,177 emails collected between mobile and desktop
- 24% who gave an email bought something



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# Message Mapping Creative



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**Ads & Landing Pages** play equal,  
but different roles in the **Path to  
Conversion**



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# Ads **Make A Promise Grounded** In Keywords/Topics

## Your Buyer Persona Is **Likely To Engage** With

**ZipRecruiter**  
Sponsored

This year try ZipRecruiter for Free! The smartest way to hire. 80% of employers who post on ZipRecruiter get a quality candidate through the site within the first day.



WWW.ZIPRECRUITER.COM/POST-A-JOB  
**Post Jobs For Free. Find Great Talent Today.** [Learn More](#)  
ZipRecruiter learns what you're looking for, identifies peo...

197 38 Comments 43 Shares

Like Comment Share


**GET UP TO \$10  
REWARDS CASH  
WITH PURCHASE.**



**GET IT AT  
GameStop**

**BUY NOW**

late show with stephen colbert



Privacy. That's iPhone.

Ad: 604 Visit advertiser's site

Hashtags: #WhyIGotFired  
4,391,741 views · Sep 13, 2018

45K 1.1K SHARE 7% SAVE

Ad · <https://www.cheapoair.com/> (646) 738-4910

**Cheap Flights to Napa, CA - Enjoy Great Savings On Flights**

Save With Our Cheap Flights to Napa, CA. Book Tickets Today from 600+ Airlines!

**Cheap Summer Fares**

A Great Time to Book Summer Flights  
Now's the Time to Book for Summer.

**Vacation Package Deals**

Get the Whole Package Here!  
Flights, Hotels, Cars, and More!

**Top 25 Flight Deals**

Our Low Price Deals on Top Cities  
100% Safe Shopping Promise!

**One Way Flights Under \$29**

Grab One Way Flight Deals Under \$29  
Book Tickets on CheapOair® Now!

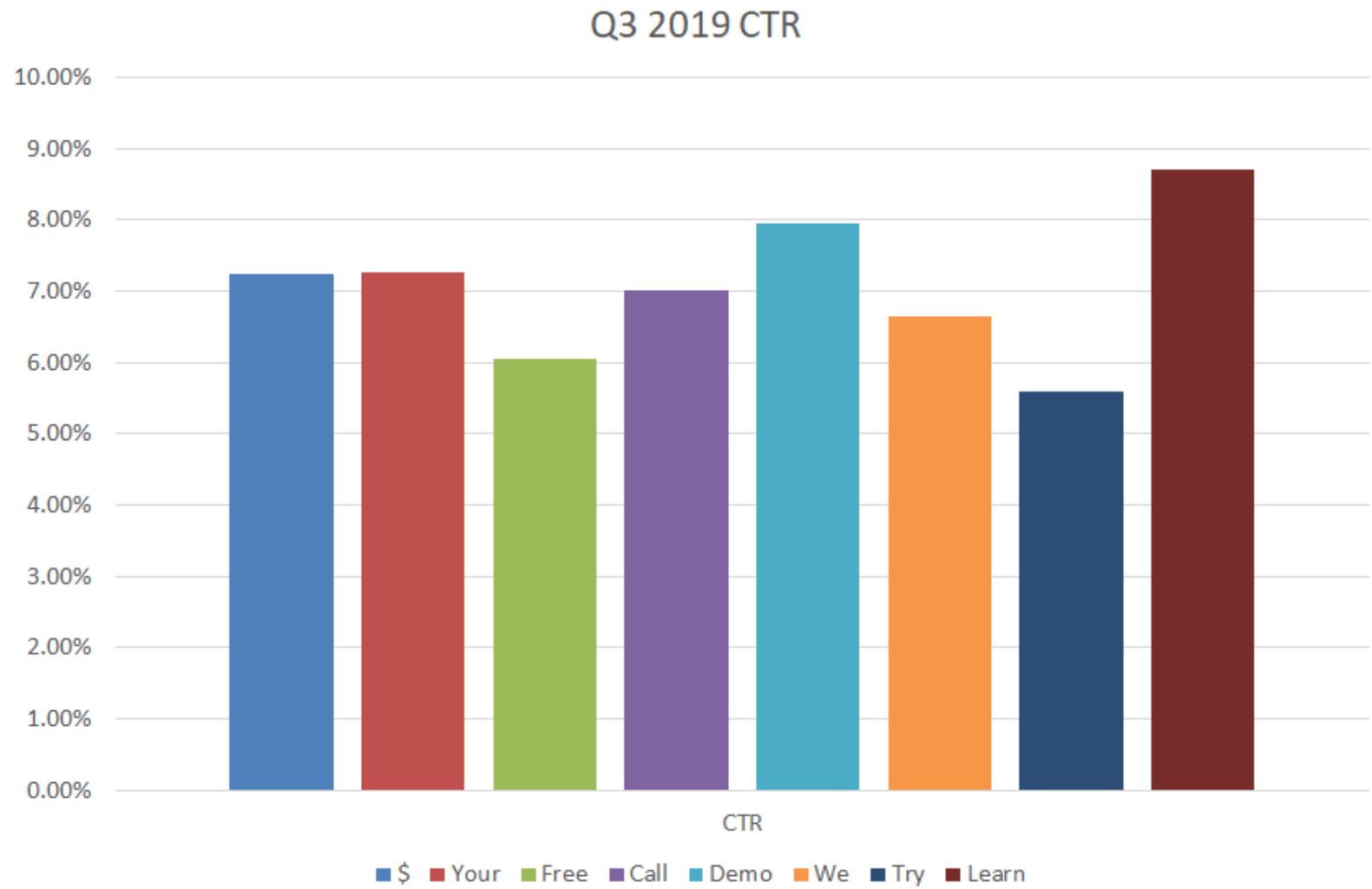


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50,618 ads with  
at least one  
click in Q3

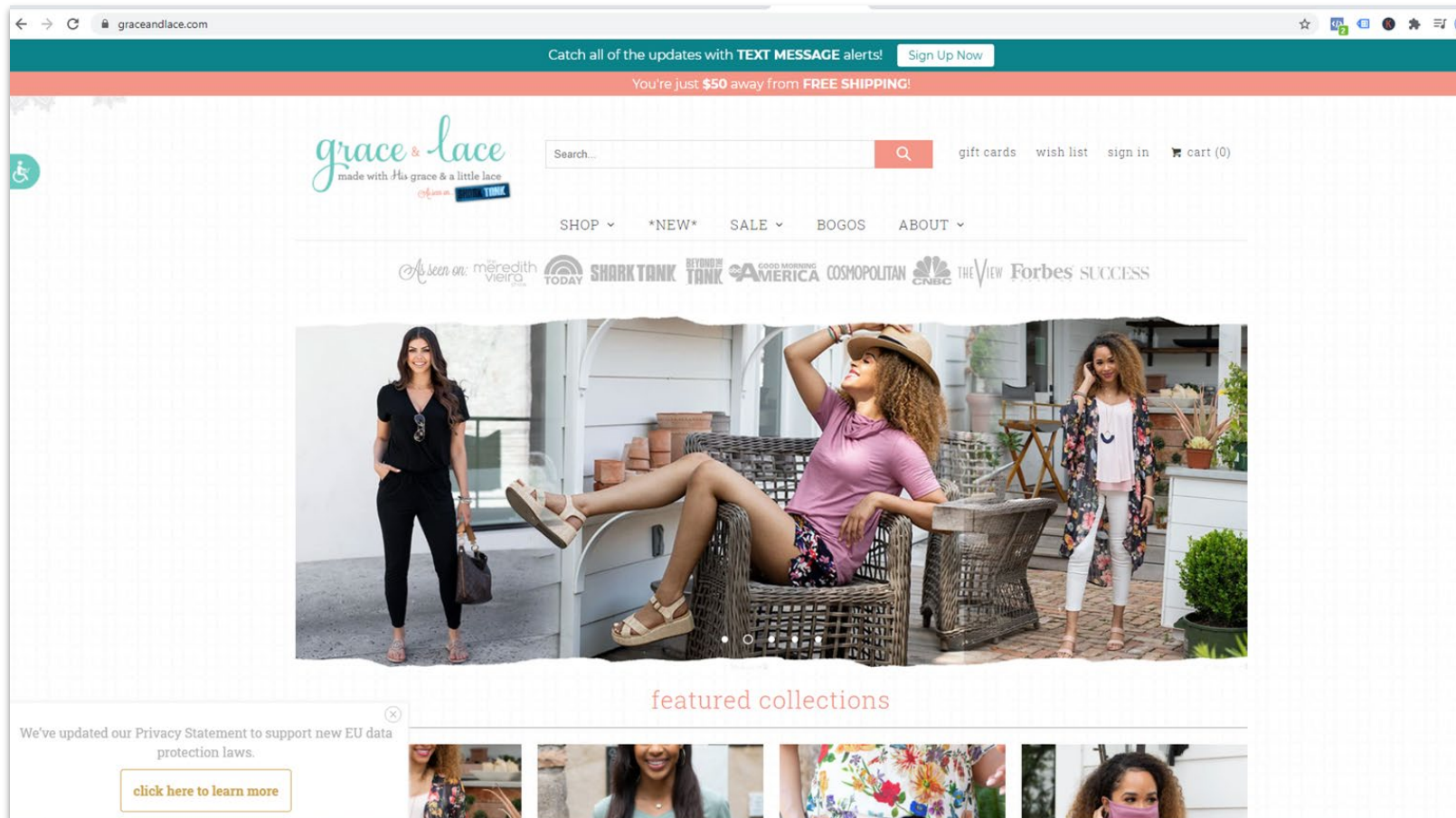


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# Landing Pages are Sales People delivering on that promise **through feeling and facts**



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Search...



[gift cards](#)

[wish list](#)

[sign in](#)

[cart \(0\)](#)

[SHOP](#) ▾

[\\*NEW\\*](#)

[SALE](#) ▾

[BOGOS](#)

[ABOUT](#) ▾

*As seen on:*



featured collections

We've updated our Privacy Statement to support new EU data protection laws.

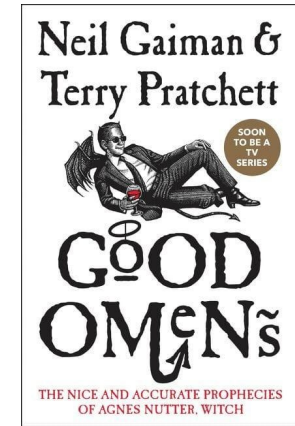
[click here to learn more](#)



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**80%**  
of shoppers who watch a YouTube video related to a purchase they're planning to make do so at the start of the process. (Think With Google)



17K 239 SHARE SAVE ...



Lumē Deodorant  
Ad Amazon.com/Lumē [TRY LUMÉ](#)

**Parler v. Amazon Dies. Is Reborn!**  
LegalEagle  
479K views • 5 days ago  
New

All Satire From LegalEagle Live Recer >

**Capital Punishment (& Prison Abolition) | Philosophy Tube**  
Philosophy Tube  
524K views • 5 days ago  
New

**Sen. McConnell Privately Boasts That GOP Fundraising...**  
MSNBC  
123K views • 5 hours ago  
New

**Prince William gives first remarks since Meghan's...**  
CNN  
3.6K views • 17 minutes ago  
New

**WACKY LAWS**  
LegalEagle  
683K views • 2 weeks ago

**7 TALLEST THINGS WE'VE JUMPED OFF**  
outsidexbox  
138K views • 3 days ago  
Now



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Toys &amp; Games Easter Shop now ▾

Beauty &amp; Personal Care ▾ Personal Care ▾ Deodorants &amp; Antiperspirants ▾ Deodorants



3 VIDEOS








Roll over image to zoom in

## Lume Deodorant For Underarms &amp; Private Parts Bundle Travel Tube + Propel Stick - Lavender Sage

[Visit the LUME Store](#)

★★★★☆ ▾ 3,296 ratings | 24 answered questions

Price: **\$29.99** (\$29.99 / Count)Get \$50 off instantly: Pay \$0.00 ~~\$29.99~~ upon approval for the Amazon Rewards Visa Card. No annual fee.Scent: **Lavender Sage**

 \$29.99 (\$29.99 / Count)	 \$29.99 (\$29.99 / Count)	 \$29.99 (\$29.99 / Count)
 <b>\$29.99 (\$29.99 / Count)</b>	 \$29.99 (\$29.99 / Count)	 \$29.99 (\$29.99 / Count)

<b>Scent</b>	Lavender Sage
<b>Brand</b>	LUME
<b>Item Form</b>	Cream
<b>Material Type Free</b>	Paraben Free

## About this item

- Clinically Proven MORE EFFECTIVE than any other best selling brands
- Aluminum, Baking Soda and Paraben Free
- Naturally derived and skin safe synthetics
- Safe for ANY EXTERNAL USE on pits, private parts and feet
- Lavender Sage- Earthy, herbal scent that makes all your hippy dreams come true

[Compare with similar items](#)Share    **\$29.99**

FREE delivery March 19 - 24

 Select delivery location**In stock.**

Usually ships within 2 to 3 days.

Qty: 1 ▾

 Add to Cart Buy Now Secure transaction

Ships from Lume Deodorant For U...

Sold by Lume Deodorant For U...

[Details](#)

Add to List

Have one to sell?

Sell on Amazon

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**72%**

# Abandoned Shopping Carts

*MarketingSherpa*

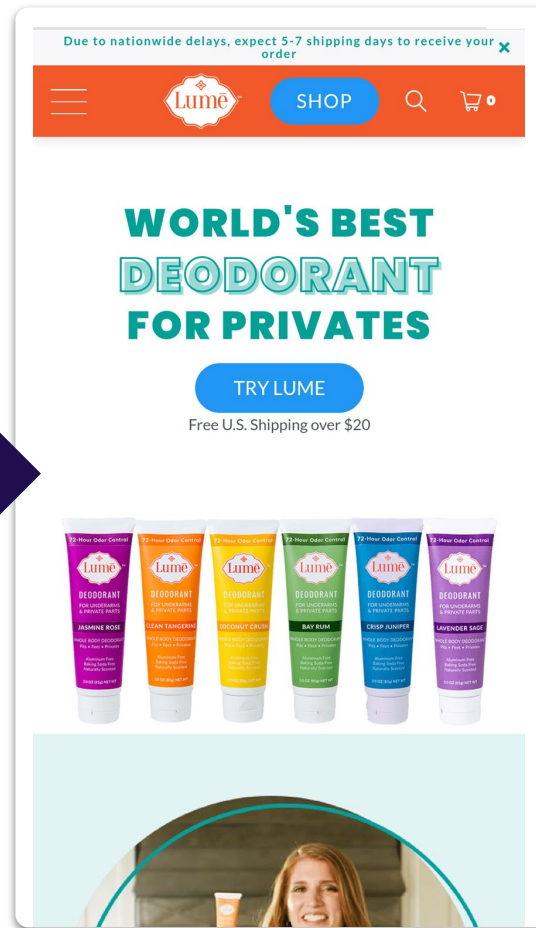
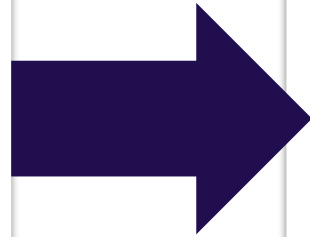
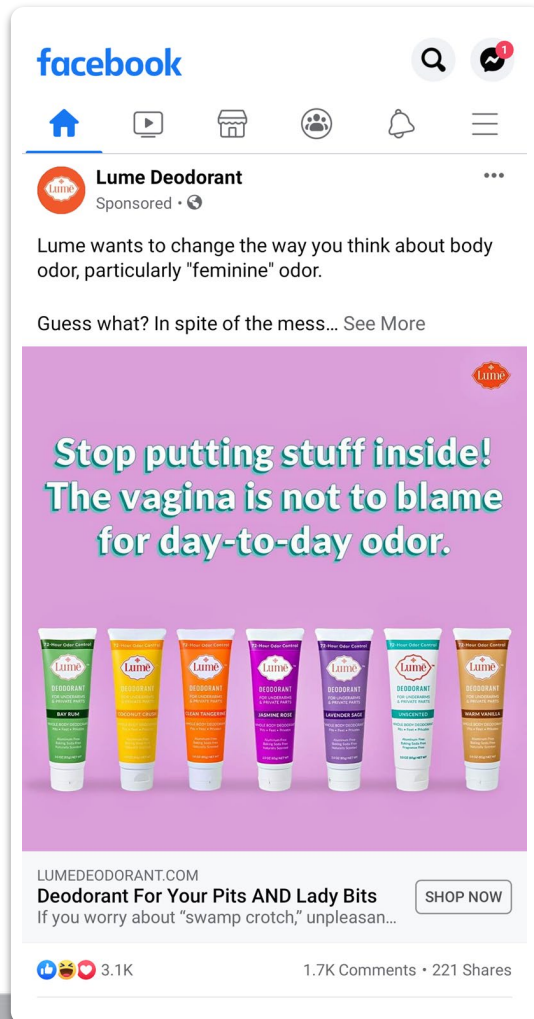


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# Facebook "Follow-up" with Product + Personality



- Message mapping from ad to landing page.
- Call to action above the fold and inviting.
- Product first, user second, so they don't get bogged down in demographics



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BEST SELLERS DEODORANT ▼ BODY CARE ▼ ABOUT ▼

SHOP



## Lavender Sage | Deodorant Bun

The scent of lavender with a hint of clary sage.

17%  
OFF!

~~\$33.98~~ \$27.98

SAME SCENT  
NEW  
COLOR!



72-Hour Odor Control



DEODORANT  
FOR UNDERARMS  
& PRIVATE PARTS

LAVENDER SAGE

WHOLE BODY DEODORANT  
Pits • Feet • Privates

Aluminum Free  
Baking Soda Free  
Naturally Scented

3.0 OZ (85g) NET WT

Whole Body Deodorant  
Pits • Feet • Privates

72-Hour Odor Control



DEODORANT  
FOR UNDERARMS  
& PRIVATE PARTS

LAVENDER SAGE

Aluminum Free  
Baking Soda Free  
Naturally Scented

2.2 OZ (62g) NET WT

★★★★★ 148 reviews

SCENT



Lavender Sage



Unscented



Clean Tangerine



Bay Rum

MULTI-PACKS



Build Your Bundle

QTY

— 1 +

ADD TO CART \$27.98 ~~\$33.98~~

ALL GIFTS UNLOCKED!



Unlocked: Free U.S. Shipping



Lavender Sage | Deodorant

\$25.48

Bundle Auto renew

Shipped Every 1 Month.

— 1 +



Subtotal

\$25.48

CHECKOUT

Warm Vanilla

Silver Spruce



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60%

Less likely to Buy After a  
Bad Mobile Experience



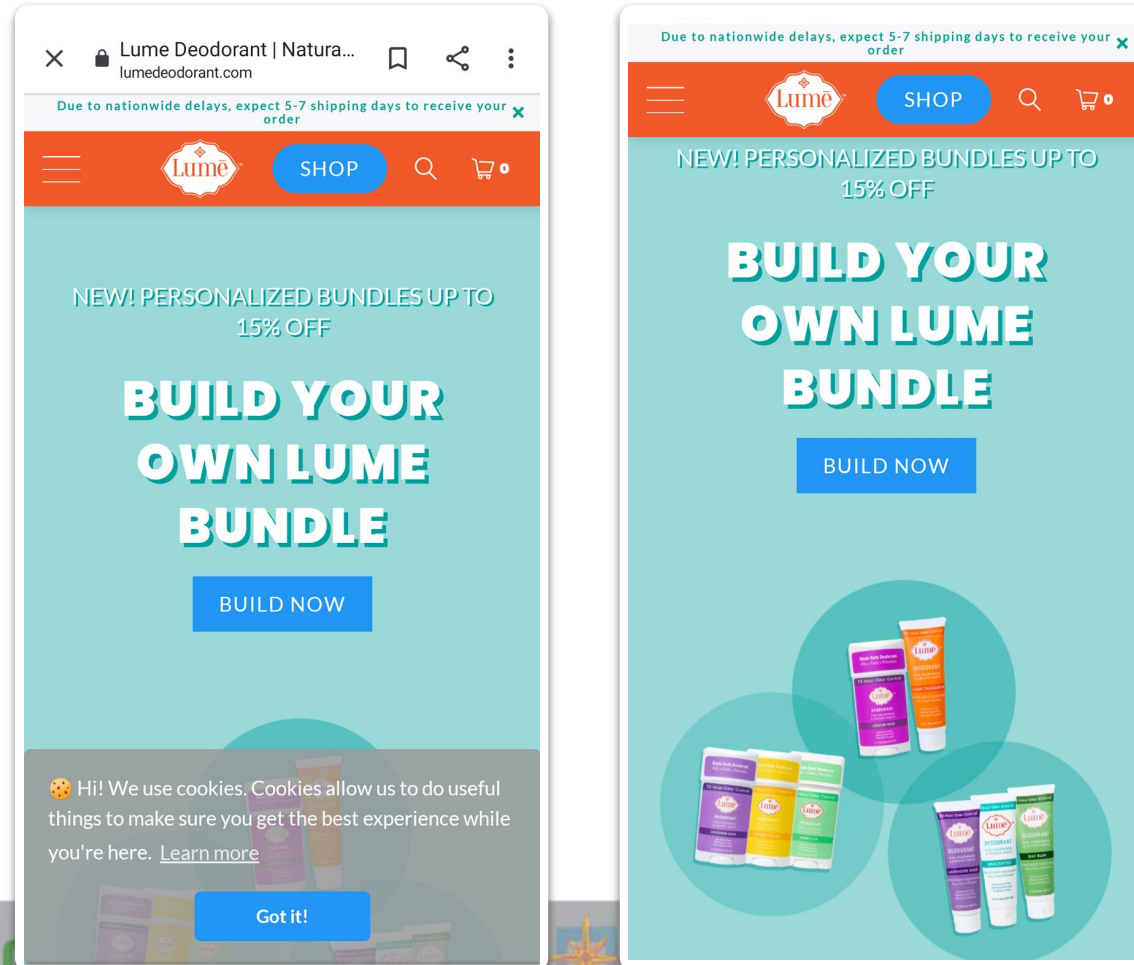
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# Props To Lume

I Need To Use Another Brand To Highlight Bad Mobile Experiences





## Buying a PS5 is **Hard**

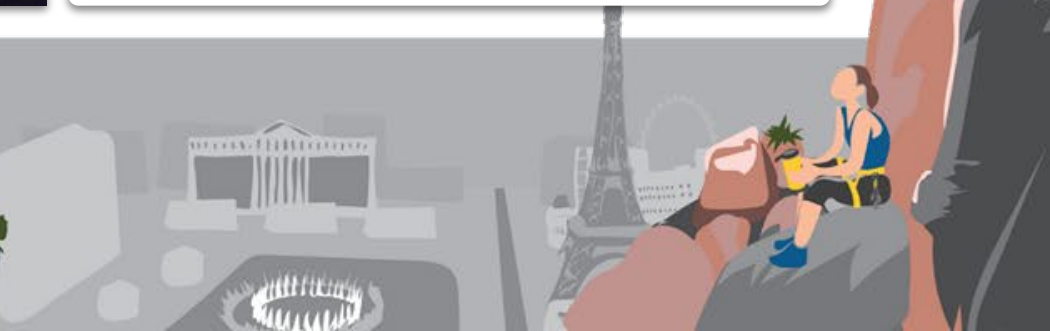


**TARGET**

**Walmart**   
Save money. Live better.

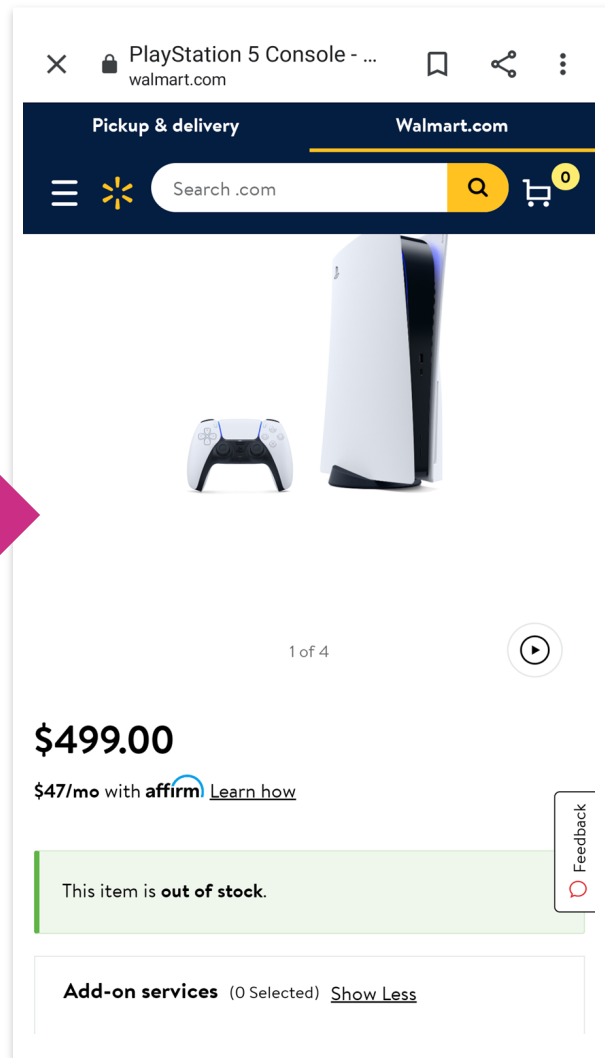


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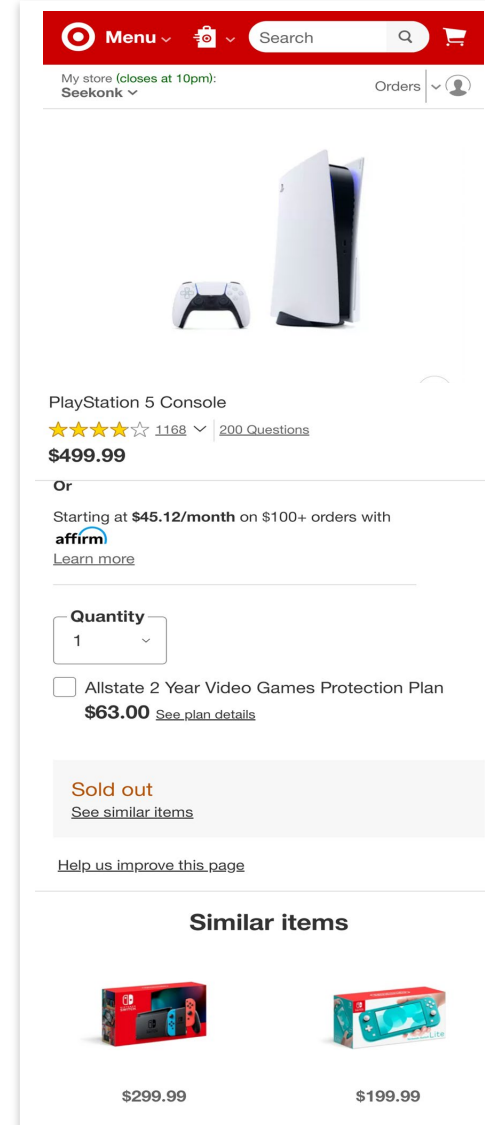




2 scrolls to be  
dissapointed



3 scrolls & slow-  
load to be  
dissapointed



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# Fail Trifecta

- No **waitlist** to join...missed nurture opportunity!
- **Bad experience** trying to buy one product, **puts me off** the rest.
- **Qualifying information** hidden low on the page & behind **slow load times!**

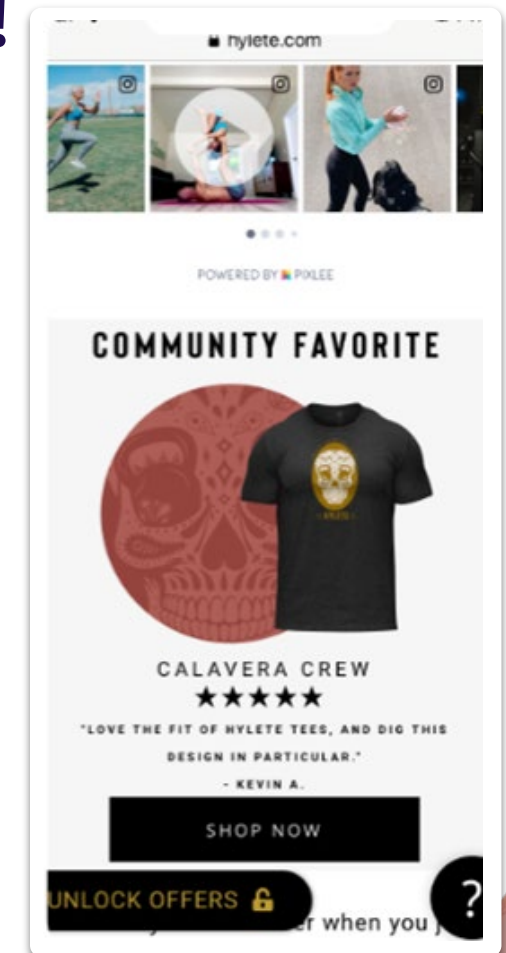
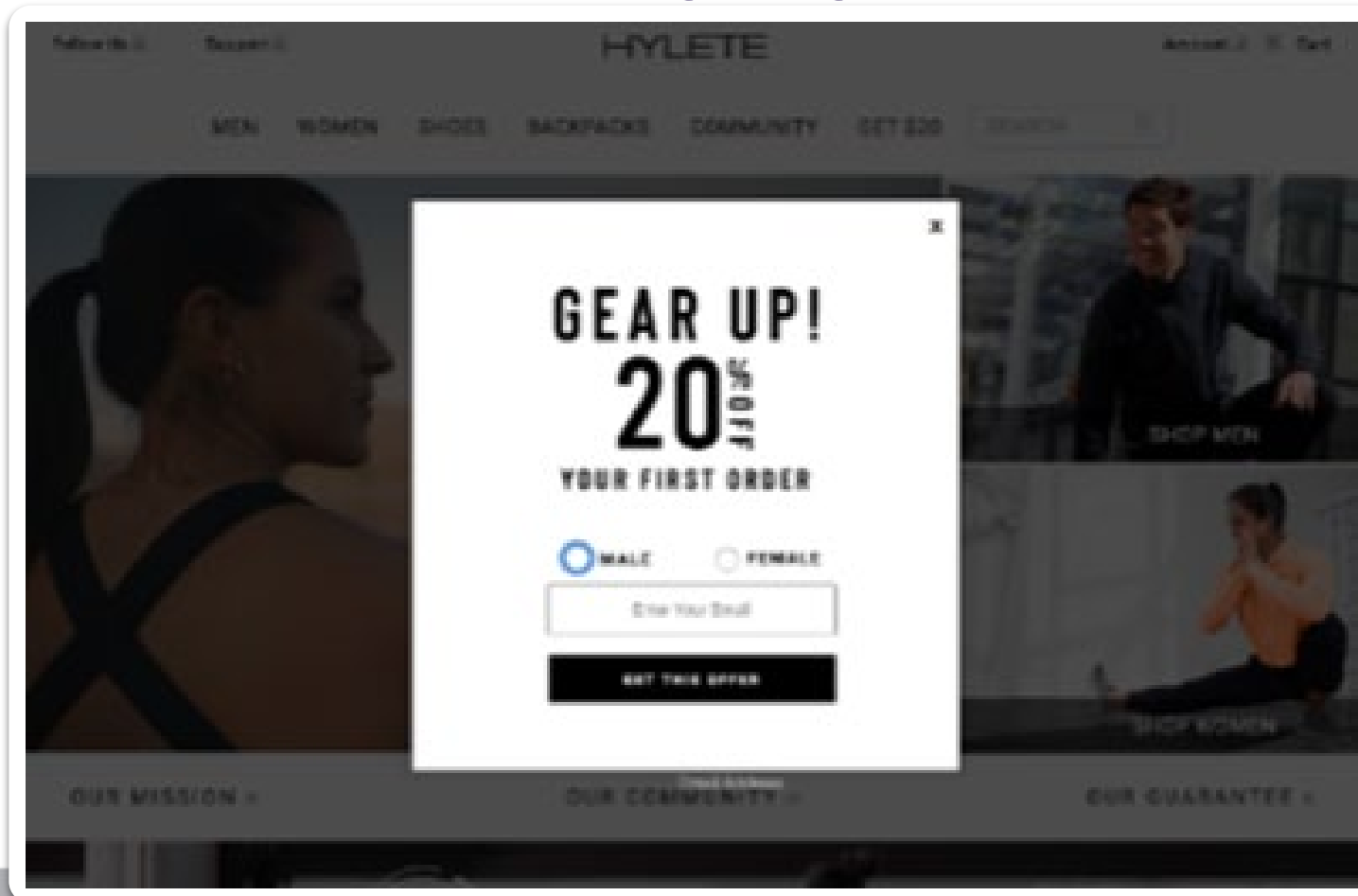


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# Craft Mobile Experiences of Winning Landing Pages and Email Capture!



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# You've Earned Your Prospects' Emails... **Now What?**



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# If you've Earned the Email, Use It!



Hey Navah!

Don't you just love finding out your order has shipped? It adds a little excitement to your day and never gets old!

## \*Shipping Update\*

With everything going on in the world right now, the United States Postal Service has released a statement that all mail services are experiencing a delay. We're asking our customers to please allow an additional 2-4 business days (this does not include weekends or holidays) for tracking updates from USPS and for packages to actually be delivered after being marked as delivered by USPS.

[View your order](#)

or [Visit our store](#)



ORDER S2284147



Activate using this code at checkout:

QSOE-MZ9Q-RS5S-R4MQ

## A Gift for You!

We hope you're loving your recent Lumē purchase, and we're so happy you tried us out.

In fact, we're so happy that we decided to give you 20% off your next purchase of \$30 or more!\*

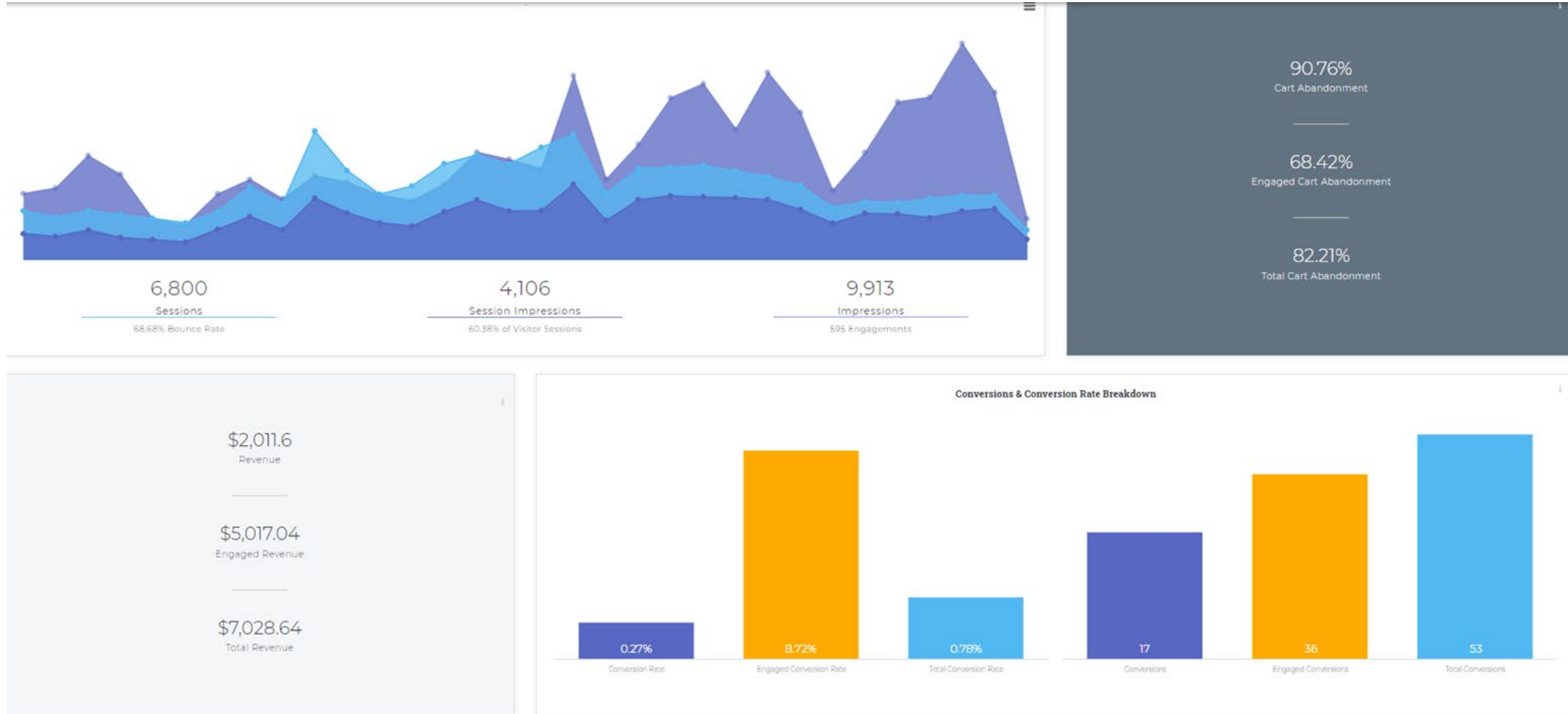


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## Opportunity #1: Prospect With Guardrails



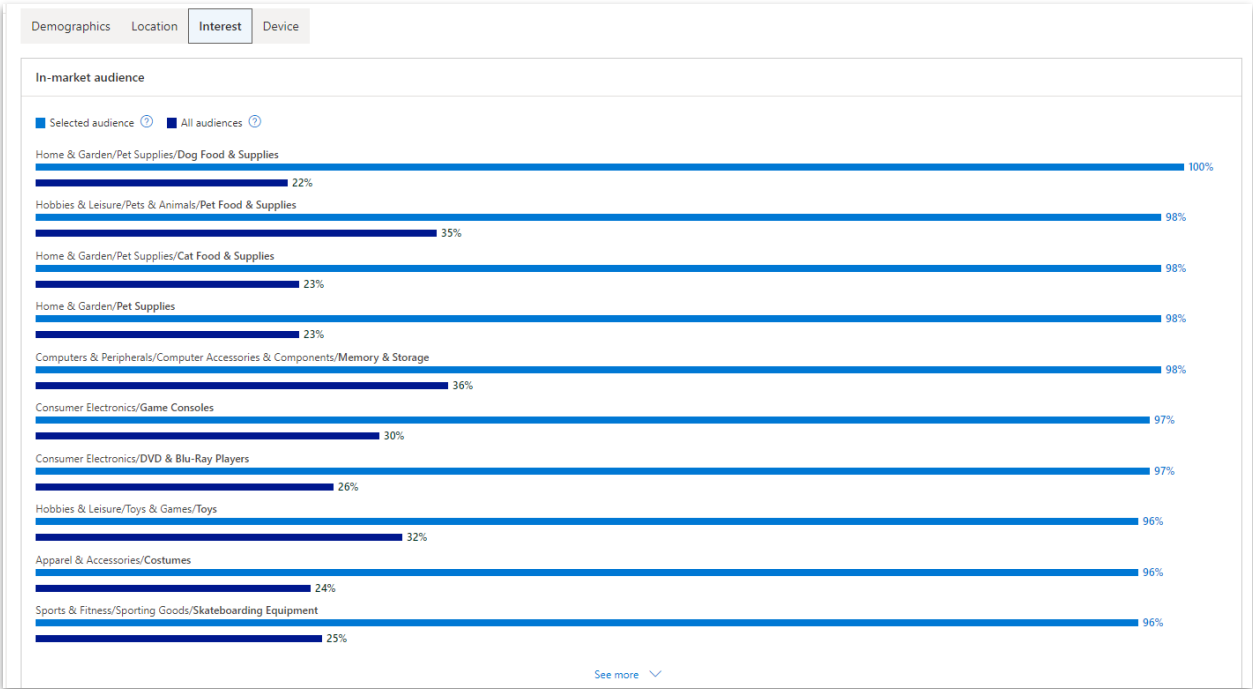
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# Use Audience Manager to tell you the Market Opportunity

<input type="checkbox"/> Audience name	Type	Membership status	↓ Size: Search	Size: YouTube	Size: Display
In-use					
<input type="checkbox"/>		Similar audience Automatically created	Open	10K-50K	1M-2M
<input type="checkbox"/>		Customer list Customer contact information	Open	9,600	9,100



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## Opportunity #2: Use Cross-Channel Messaging & Audiences



**Search, Display,  
Shopping**



**facebook** Ads

**Video, Display,  
Message**



**Video,  
Display**



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## Opportunity #3: Save Your Customers From Your Competitors



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# Thank You! Questions?



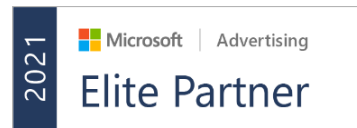
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VP of Strategic  
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[@navahf](https://twitter.com/navahf)



Please complete the  
session evaluation for this  
presentation in the  
America Outdoors  
Crowdcompass mobile app.



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