



Growth Driven Performance Marketing

Closed Loop Performance Improvement Plan White Paper

Prepared by

Mr Sridhar R

sridhar.r@tidal7anz.com

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Introduction

As marketers, we all know that customer acquisition cost is a critical metric that determines the success of our campaigns. However, in today's highly competitive marketplace, it's becoming increasingly challenging to achieve positive ROI while keeping the acquisition cost low. To make matters worse, performance can often drop due to higher media spending by our competitors.

Have you ever experienced the frustration of spending a significant amount of money on paid campaigns, only to see your growth shrink in the long run? If so, you're not alone. This is where CLIP, or Closed Loop Improvement in Performance - A Tidal7 offering comes in.

CLIP is a revolutionary approach to performance marketing that helps you achieve a positive ROI while keeping the acquisition cost low. With CLIP, you can analyze and optimize your campaigns in real-time, ensuring that you're always getting the most out of your advertising spend. By leveraging the power of data and automation, CLIP helps you identify the best-performing channels, messages, and creatives, allowing you to allocate your resources more effectively.

With CLIP, you can stay ahead of the competition and achieve sustainable growth without having to spend huge sums on paid campaigns. So if you're tired of seeing your performance plateau, it's time to try CLIP and see the difference it can make.

What is CLIP?

CLIP stands for Closed Loop Improvement in Performance and is a 360-degree approach to maximize performance marketing results. It's designed to help businesses optimize their customer pathway, create competitive brand positioning, boost organic traffic, and maximize ROI from paid media spends.

One of the key benefits of CLIP is its ability to optimize the web and app experience for customers, improving their sales journey and maximizing conversion rates. By leveraging data-driven strategies, CLIP helps businesses outperform their competitors by achieving more clicks, a higher CTR, and increased revenue through the use of branded keywords.

CLIP also helps with delivering brand lift by creating compelling messages that stick with consumers and by promoting a competitive brand positioning. Enhanced SEO strategies are used to boost organic traffic, leading to greater visibility and higher conversions.

Furthermore, CLIP is beneficial for businesses as it uses a data-driven approach to select the right platform for marketing and promoting products or services. Optimizing campaigns based on revenue is a salient feature of CLIP, which helps businesses maximize their ROI and grow their revenue streams.

In summary, CLIP is a comprehensive approach to performance marketing that helps businesses optimize their customer pathway, increase brand visibility, and maximize revenue through data-driven strategies.

Tactics used for CLIP

Now that you understand the importance of CLIP, it's time to create a strategy for implementing it to yield successful results. Here are a few tactics to kickstart your campaign:

- **Data-Driven Approach:** We use various tools, such as Google Analytics, SEMrush, Rival IQ, and others, to collect relevant data and gain in-depth insights into your brand. By leveraging this data-driven approach, we can help you make informed decisions and achieve your desired outcomes.
- **Intent-Driven Targeting:** Intent-based marketing involves using individual online behavior data to deliver targeted advertising at the time when buyers are most likely to purchase, within the right context. This can be achieved using conversion-focused keywords, dynamic ads, and other relevant tactics. By adopting an intent-driven approach, we can help you reach the right customers with the right message, at the right time.
- **Choosing the Right Platform:** Choosing the right performance marketing platforms is essential to ensure the most effective campaigns. We can help you select the right social and digital media channels based on your goals, ensuring your campaigns are conversion-focused and delivering the best results for your brand.

Conclusion

In conclusion, CLIP is a powerful 360-degree approach to performance marketing that offers several benefits to businesses. It helps optimize customer journeys and maximize conversion rates through data-driven strategies, boosts organic traffic and brand visibility through enhanced SEO techniques, and delivers compelling messages that stick with consumers. By leveraging the right platform for marketing and promoting products or services and optimizing campaigns based on revenue, businesses can maximize their ROI and grow their revenue streams. Overall, CLIP offers a comprehensive solution for businesses to achieve their marketing goals and stay ahead of their competition.