

TRANSFORMING MARKETING DATA INTO PROFITS:

Your Blueprint for 2024!



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WELCOME TO THE WORLD OF PROFITABLE DATA

Welcome to *Transforming Marketing Data Into Profits: Your Blueprint for 2024*, where we're not just talking marketing—we're revolutionizing it.

For the savvy media buyer, the forward-thinking agency, and the digital marketer who's always a step ahead, this is your gold mine.

Ready to unlock the full potential of your marketing dollars with precision-targeted strategies? Let's decode the art of spotting your VIP customers and making every ad you run a masterstroke of efficiency and impact. Armed with insider knowledge and actionable insights, we're here to transform your approach to paid media.

Dive in, as we elevate your marketing playbook to unparalleled heights of profitability and effectiveness. Let's make every campaign not just better, but legendary.

Let's get started transforming marketing data into profits with AdBeacon.



UNLOCKING YOUR BEST CUSTOMERS

Maximizing profitability in paid media is all about precision—zeroing in on your star customers to elevate ROI without wasting your ad budget. It's about asking the right questions: Who are your high rollers? Your loyal fans? Those on the cusp of becoming brand advocates?

Remember, the magic isn't just in the ad creatives, messaging, or the products you spotlight. All these elements could be top-notch, yet miss the mark if they're not aligned with the needs and behaviors of your ideal customer segments.

So, let's dive deep into identifying and engaging these key players in your audience. It's time to sharpen your targeting strategies and turn potential into loyalty and profits. Let's roll!

Step 1:

Pinpointing Your Best Customer Segments

Think of your customer base as a gold mine of data waiting to be tapped. However, it is all too common to see brands sending the same promotions and messaging to their entire customer base. This may be faster and simpler for brands, but it is also inefficient and costly.

This is where AdBeacon shines.

By diving into the data, AdBeacon segments your audience, enabling you to craft offers and messages that hit the mark for each group. This data-driven strategy cuts through the noise, ensuring your efforts connect with those who will love and champion your brand.

AdBeacon Action: Use AdBeacon's Prebuilt Audiences to Find Your Champions

Over 80% of marketers emphasize the need for high-quality data and more than half recognize their own data gaps—the importance of precise customer targeting cannot be overstated.

AdBeacon leverages first-party data to bridge these gaps, enhancing your ability to identify and focus on your most valuable customers, thereby boosting campaign performance and profitability.

Open AdBeacon's **Audiences** feature for access to prebuilt customer segments ready for customization and integration into your targeting strategy.

Audience Templates

Refine your ad targeting effortlessly using our pre-defined audience templates.

Champions
Bought recently, bought often and spent the most.

Create Audience

Loyal Customers
Spend good money. Responsive to promotions.

Create Audience

Potential Loyalists
Recent customers, spent a decent amount, bought more than once

Create Audience

Explore All

+ Create Audience

| Name | Customers | Orders | Revenue | Status | Action |
|---------------------------------------|-----------|--------|----------|---------|--------|
| AOV is greater than or equal to \$120 | 28.9k | 53.0k | \$8.9m | Success | ↻ |
| AOV is greater than or equal to \$95 | 49.1k | 94.3k | \$13.3m | Success | ↻ |
| Brixton At Risk | 1.6k | 3.4k | \$377.5k | Success | ↻ |
| Brixton First Order Value is +\$120 | 18.3k | 28.3k | \$4.8m | Success | ↻ |
| Champions | 7.1k | 20.2k | \$2.5m | Success | ↻ |

AdBeacon audiences are prebuilt to make your targeting simpler with audiences like **Champions**, **Loyalists**, and even **At Risk** customers. All are available to download and add to your campaign targeting.

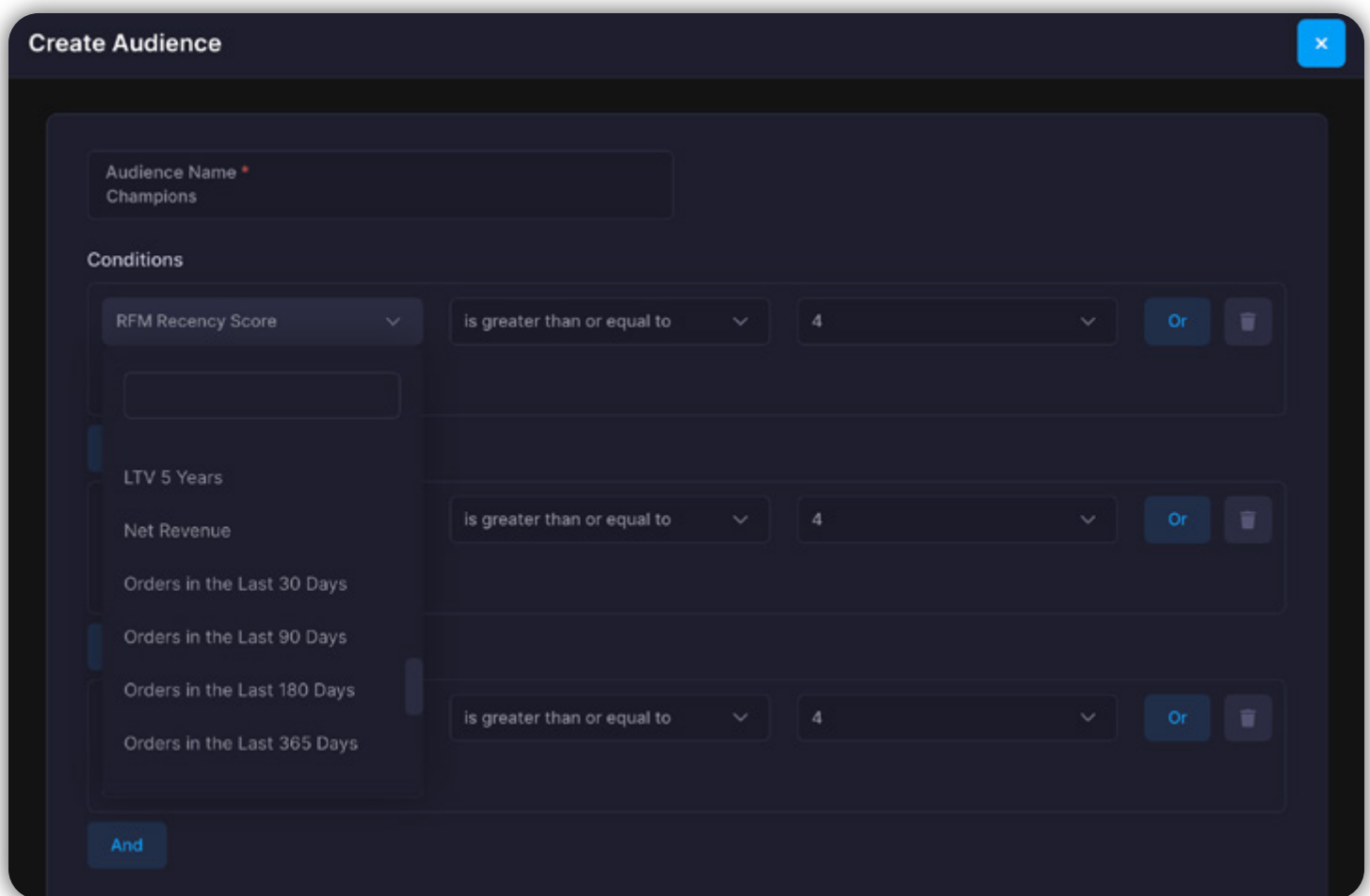
For example, if you wanted to find customers that you could retarget and bring back, you could look at your audience report to find the opportunities you want.

| | | | | |
|--|--------|--------|---------|----------|
| Accepts SMS + AOV+100 | 10.3k | 15.8k | \$3.7m | Success |
| AOV \$67 | 126.4k | 166.9k | \$34.8m | Success |
| At Risk ← | 12.6k | 29.4k | \$5.0m | Building |
| Can't Lose Them ← | 6.2k | 14.1k | \$2.4m | Building |
| Champions | 10.2k | 28.5k | \$5.2m | Building |
| Customers With AOV Greater Than \$120 | 93.2k | 123.2k | \$30.8m | Success |
| didn't purchase 75 days, accepts email | 21.7k | 30.6k | \$5.2m | Success |

In this example, our **At Risk** and **Can't Lose Them** audiences account for over 18k customers and over \$7 million worth of past purchases! These would be perfect for remarketing campaigns.

This is just one example of how you can use audience data to keep your campaigns (and business) profitable in record time.

You can create customer audiences also based on your goals, KPIs, customer actions, order value, and beyond.



So if you don't know where to begin, use AdBeacon's **Audiences** feature to get the ball rolling. If you are more advanced and know the data you want, you can jump in and create your own audiences.

If all of this is child's play and you want to dive deeper, move on to Step 2!

Step 2: Finding Your Best Customers

When it comes down to it, you're looking for customers ready to purchase, willing to buy again, and with money to spend. AdBeacon gives you a powerful way to find them, of course, using data.

RFM stands for Recency, Frequency, and Monetary, with each factor scored from 1 to 5—the higher the score, the better.

Recency = How recently a customer purchased

Frequency = How often a customer purchases

Monetary = How much the customer spends

An audience with a score of 5-5-5 would be customers who recently bought, bought often, and spent a lot. Conversely, a score of 1-1-1 represents those who bought long ago, bought once, and spent very little. Different RFM scores equate to different audience segments.

Let's delve into how you can utilize RFM in AdBeacon to enhance your audience targeting's value.

AdBeacon Action: Finding Your Best Customers with RFM

In AdBeacon, navigate to the reports section and choose the **RFM** report.

Orders Reports > Orders Account PH

Detailed Recency, Frequency, and Monetary Data ?

| # | RFM Segment | # of Customers | % of Customers | Recency (Avg days ago) | Frequency (Avg) | Monetary (Avg per customers) | Revenue |
|---|-----------------------------|----------------|----------------|------------------------|-----------------|------------------------------|-------------|
| 1 | Champions | 7,144 | 16.17 | 55.29 | 2.82 | 343.22 | \$2,452,274 |
| 2 | Promising | 6,143 | 13.90 | 188.84 | 1.36 | 181.39 | \$1,114,306 |
| 3 | Potential Loyalists | 16,427 | 37.17 | 112.50 | 1.00 | 64.54 | \$1,060,171 |
| 4 | Loyal Customers | 4,292 | 9.71 | 269.89 | 2.00 | 222.77 | \$956,122 |
| 5 | At Risk | 2,687 | 6.08 | 389.25 | 2.56 | 279.42 | \$750,792 |
| 6 | About to Sleep | 5,493 | 12.43 | 338.26 | 1.00 | 45.46 | \$249,707 |
| 7 | Lost | 1,925 | 4.36 | 434.23 | 1.00 | 29.62 | \$57,022 |
| 8 | Customers Needing Attention | 80 | 0.18 | 86.77 | 2.00 | 84.33 | \$6,746 |

50 Showing 1 to 8 of 8 records

Let's look at what a Champion looks like in this example with our new "RFM lenses."

Champions are your top customers—recent buyers, frequent shoppers, and big spenders. Depending on your audience size, consider including **Loyal Customers** and **Potential Loyalists** in your "best customer" lists for a broader, more effective targeting strategy.

Detailed Recency, Frequency, and Monetary Data ?

| # | RFM Segment | # of Customers | % of Customers | Recency (Avg days ago) | Frequency (Avg) | Monetary (Avg per customers) |
|---|-----------------------------|----------------|----------------|------------------------|-----------------|------------------------------|
| 1 | Champions | 7,144 | 16.17 | 55.29 | 2.82 | 343.22 |
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| 7 | Lost | 1,925 | 4.36 | 434.23 | 1.00 | 29.62 |
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50 Showing 1 to 8 of 8 records

Champion Audience Segment (example)

Champion RFM Score (example) 4, 5, 5

Recency = 55 days (purchased within the past two months)

Frequency = 2.8 (purchased roughly three times)

Monetary = \$340 (they are big spenders)

Percent of total customers = 16%

Champion revenues = \$2.4 million

You can scroll down on the report to access your list of Champions that can be downloaded and applied to campaigns for Meta, TikTok, Snap, Pinterest, Google Ads, and Klayvio to enrich all your targeting!



| Name | RFM Score | Audience | Orders | Revenue | AOV | Coupon Codes |
|--------------------------------|-----------|--|--------|---------|----------|---|
| Taketo @yahoo.co.jp | 555 | Purchasers in the last 90... Purchased in the last 30 ... Champions +United States Brixton First Order Value... AOV is greater than or eq Champions Yes Email No SMS Lifetime AOV is greater than or e... Past Purchasers All Time | 26 | \$3.7k | \$143.49 | a58958d885 & 14 more |
| Andres 3@outlook.com | 555 | Past Purchasers All Time Champions Brixton First Order Value... Purchased in the last 30 ... Purchasers in the last 90... Champions +United States | 23 | \$2.2k | \$96.24 | GX-5Q4WH0409D & 19 more |

It's time to stop wasting ad spend on audiences that are not performing well. Use RFM in AdBeacon to lock in your best audiences and double down!

Step 3: Finding Your New and Returning Customers

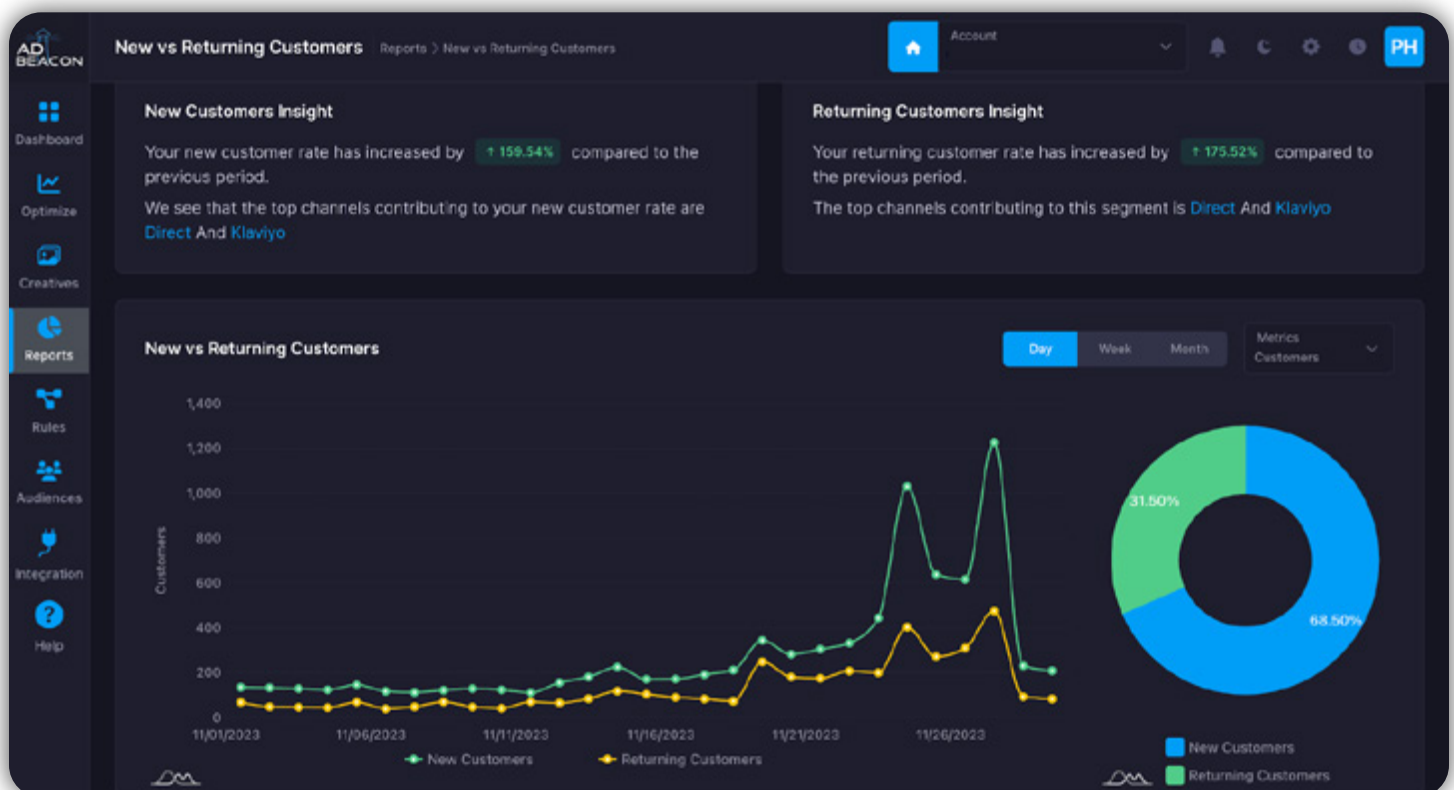
Did you know that it costs 5 times more to acquire a new customer than to sell to an existing one? Beyond this, bringing that new customer to the spending level of your current customers costs 16 times more.

Breaking out your new customers from your existing customers will let you create more personalized strategies for each, leading to more profitable results.

AdBeacon has simplified this process—let's dive into the data.

AdBeacon Action: Find New vs Returning Customers With a Click.

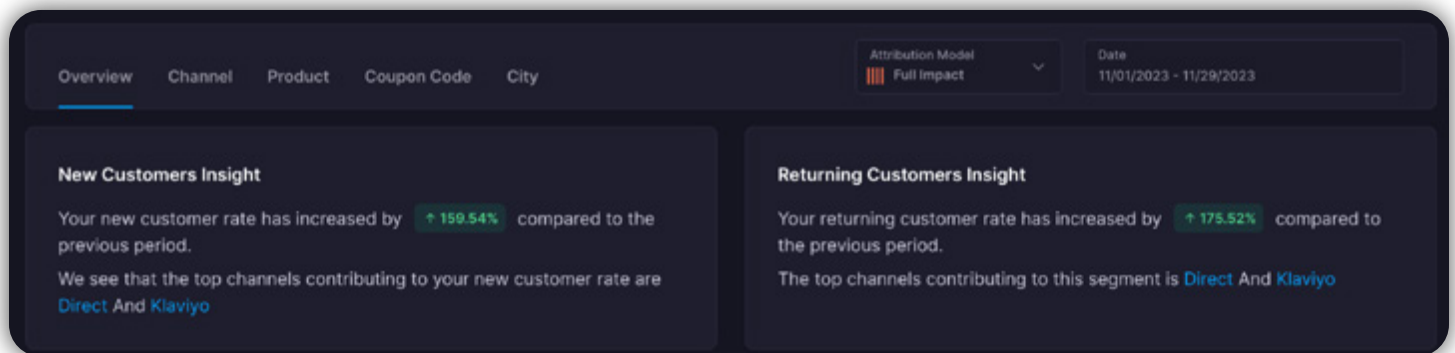
Using the **New vs Returning Customers** report, which you can find under the **Reports** section of your AdBeacon dashboard, you will see a complete breakout of your new and returning customers.



This report shows the balance between new and existing customers, including factors influencing each group.

For instance, this client has a new customer rate of 159% and a returning customer rate of 175% for the period analyzed.

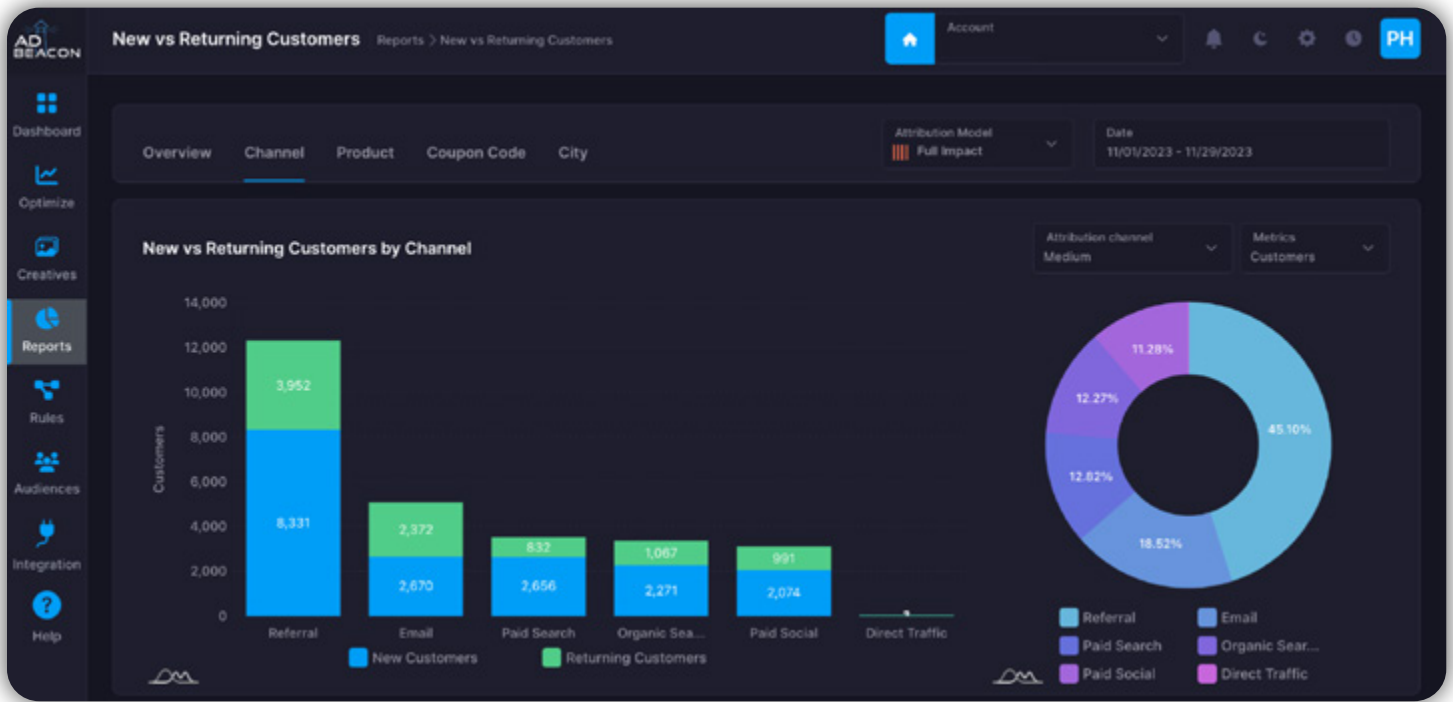
To delve into what drives both new and returning customers, we examine channels, product types, coupon codes, and geographies, all available in the **New vs Returning Customers** report.



AdBeacon Action: Uncover Your Best New vs Returning Customers by Channel

Knowing what channels new and existing customers prefer will let you focus your strategy, and more importantly, your budget.

So let's click over to **New vs Returning Customers by Channel** and see where your customers are making buying decisions.



In the example above, our top channels are referral traffic, email marketing, paid search (Google/Bing), organic search, and paid social campaigns.

You can break out all your best channels for new and returning customers—which is powerful.

AdBeacon provides order volumes, order values, and revenues for each marketing channel. All of this data tells us where we need to focus our omnichannel marketing budget so we can scale faster and more precisely.

New vs Returning Customers by Channel Manage Columns

| Channel | Orders | | AOV | | | Revenue | | |
|----------------|--------|-----------|----------|----------|-----------|----------------|--------------|----------------|
| | New | Returning | Total | New | Returning | Total | New | Returning |
| Referral | 8,473 | 4,125 | \$118.66 | \$113.40 | \$129.48 | \$1,494,941.37 | \$960,824.82 | \$534,116.55 |
| Paid Social | 3,674 | 2,197 | \$119.45 | \$117.22 | \$123.18 | \$701,294.82 | \$430,665.43 | \$270,629.39 |
| Paid Search | 3,182 | 1,113 | \$115.14 | \$111.08 | \$126.76 | \$494,541.37 | \$353,457.27 | \$141,084.10 |
| Organic Search | 2,271 | 1,083 | \$116.91 | \$113.90 | \$129.39 | \$398,812.28 | \$258,678.19 | \$140,134.09 |
| Email | 7,169 | 8,178 | \$129.90 | \$125.13 | \$134.09 | \$1,993,628.97 | \$897,074.47 | \$1,096,554.50 |
| Direct Traffic | 3 | 1 | \$89.13 | \$118.83 | \$0.01 | \$356.51 | \$356.50 | \$0.01 |

AdBeacon Action: Comparing Your Channels - The Easy Way

Here is just one example of how you can use this data to make your marketing strategy more effective and profitable. Let's compare those channels side by side and see what pops out to us.



Referral is a key driver for both new and returning customers, yet email marketing shows a significant impact, especially on returning ones, as highlighted by the arrows.

For new customers, its effect is comparable to other channels, but it notably boosts returning customer conversion.

Prioritizing new customers for email campaigns would be a great way to max out revenues here—and this is just one example. You can see how even this simple high-level data could be used to enhance campaign profits and reduce ad spend waste.



MAXIMIZING NEW CUSTOMER ACQUISITION

We already showed you why separating your new customers from existing ones is so important, but now it is time to attract new customers we can nurture into loyal customers.

Most marketers without a tool like AdBeacon have to depend on the “spray and pray” method to test their campaigns and find winners. But as we have pointed out, you are not like other marketers—because you have the data to make smarter decisions.

Enough talk—let’s get into the methods, strategies, and data you have with AdBeacon to make a massive impact and attract your next customer.

Step 1:

Picking the Best Products to Attract New Customers With AdBeacon

Choosing the right product to feature will make or break your campaign profits, so let's pinpoint your top products—fast.

Open the **New vs Returning Customers** report you had opened in the previous section.

As a quick reminder, click on **Reports** and then click on the **New vs Returning Customers** report in your AdBeacon dashboard and then choose the **Product** tab.



Voila! Now you can see what top-selling products your new customers are purchasing. You can break out these numbers by order volume, revenue, or even average order value.

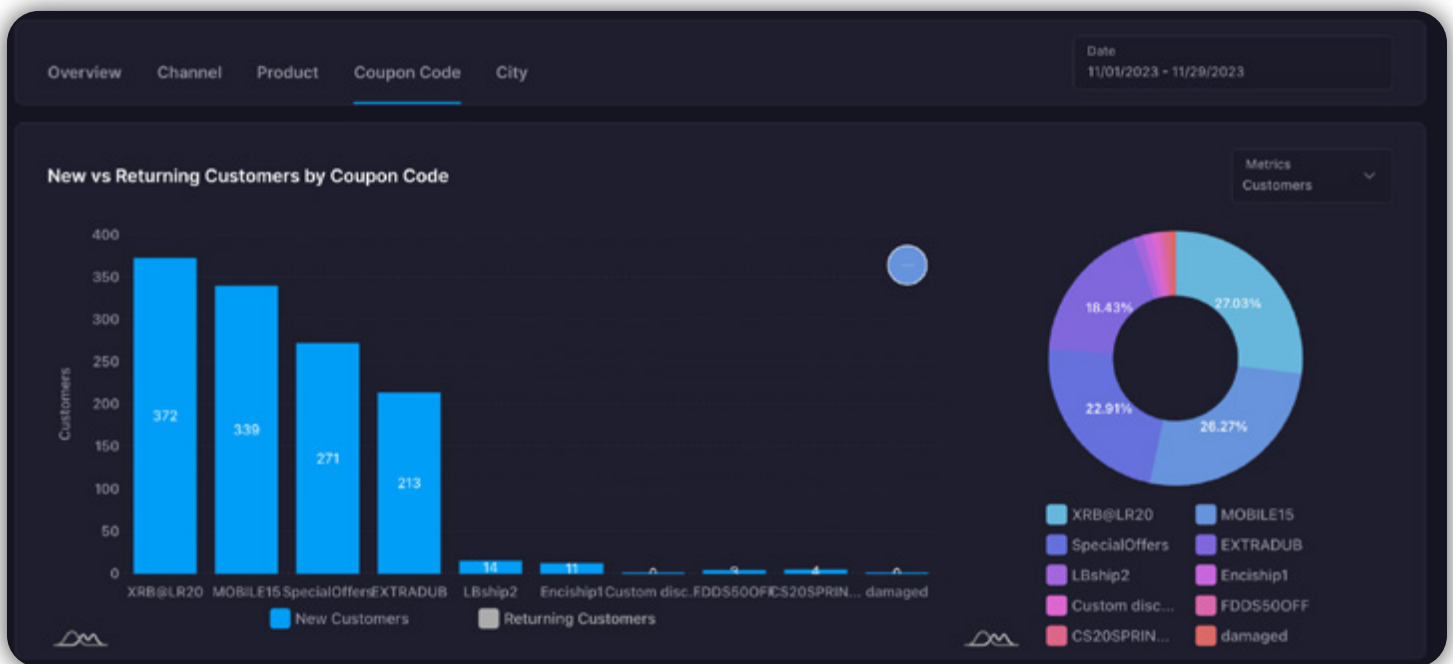
Focus on the products customers are buying. Feature these products in your upcoming campaigns and ad copy. Knowing which product to put in front of new customers will help drive more sales predictably and efficiently.

AdBeacon Action: Use the Best Promotions in the Best Locations

Using promotions and coupon codes are perfect for bringing in new customers. But using these coupon codes, targeted at the right audience, in the best cities? That is a winning combination.

We are going to show you how to do this in AdBeacon.

Open your **New vs Returning Customers** report and click the **Coupon Code** tab.



You can see (above) that in this case, four coupon codes are driving nearly 80% of the new customer purchases—even though there are at least 10 coupon codes in play.

Keep the winners and eliminate the losers!

Now you not only know your best products for new customers, but you also know which coupon codes are most effective at converting new customers.

Now let's add locations! In the same **New vs Returning Customers** report, click the **City** tab to see which locations are attracting the most customers.



In this example (above), we can see the majority of customers are coming from the West Coast cities of San Diego, Oceanside, Los Angeles, and Long Beach—this means that Southern California is a safe bet.

In short, it's better to focus on the low-hanging fruit cities of San Diego, Oceanside, LA, and Long Beach for our marketing budgets.

This is a smarter, more effective, and more profitable way to target your ad spend.

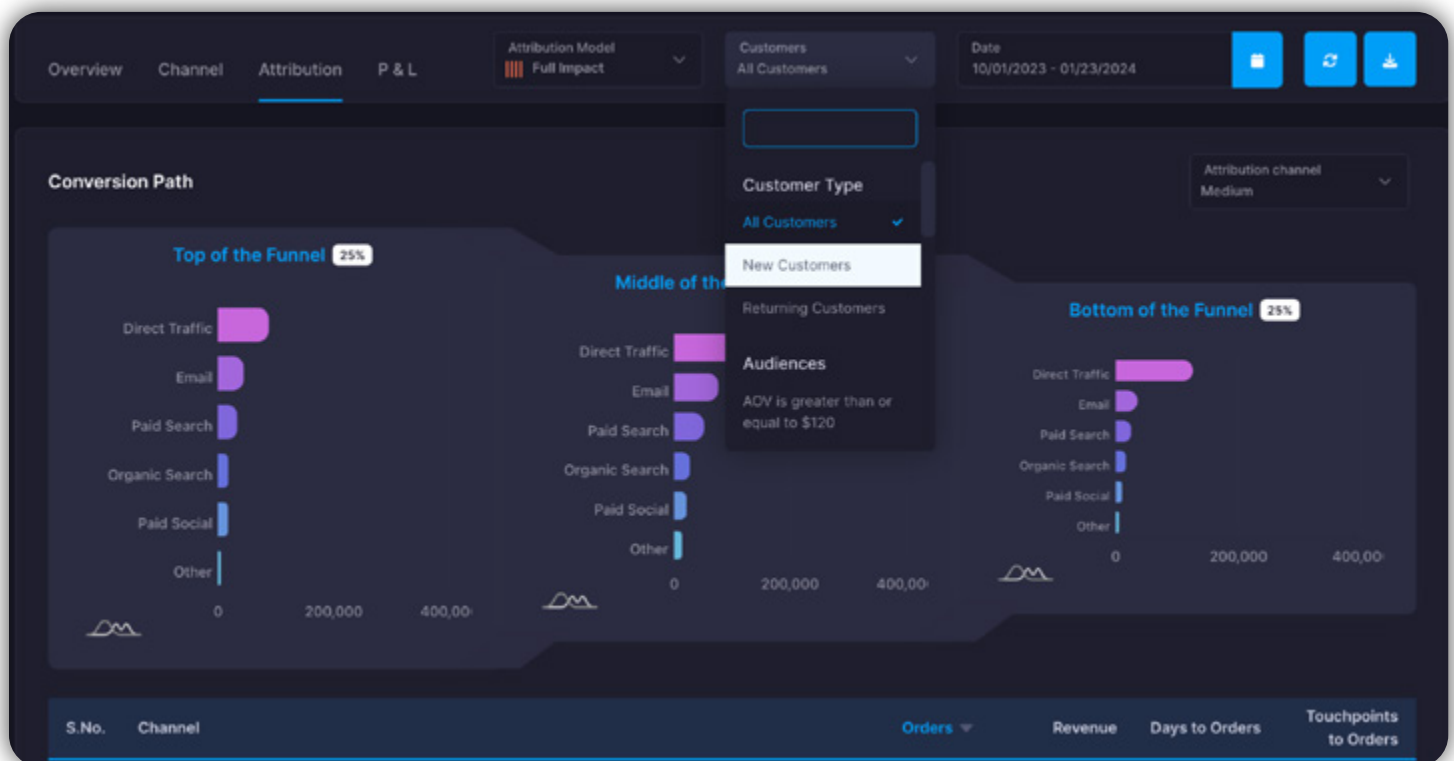
Step 2: Knowing What Channels Bring Your Best New Customers Into the Sales Funnel

Every customer journey starts somewhere—be it a Google search, an ad click, or a social media post. With AdBeacon’s first-party data tracking, you get access to far more accurate insights than third-party tools can offer, giving you a clear advantage in understanding and engaging your audience.

AdBeacon Action: Pinpoint Your Best Customers Entering Your Funnel

From your AdBeacon dashboard section of the platform...

- Click the **Attribution** tab.
- Change your **Customer Type** drop-down option from **All Customers** to **New Customers**.
- Now you are ready to dig into some powerful data!



What you are looking at are the paths that customers take to make a purchase at the:

- **Top of the Funnel** = Where new customers are beginning their journey
- **Middle of the Funnel** = Where customers are considering and being nurtured
- **Bottom of the Funnel** = Where customers are completing their purchase

But we are going to keep it simple and focus on where customers are entering the funnel the most. Because if we can't get them into the funnel to begin with, we don't have a shot at moving them down the funnel, do we?



From this snapshot, it's clear: direct traffic, paid search like Google/Bing ads, email, organic search, and paid social are the VIPs of funnel entry, attracting new customers in numbers from a whopping 50,000 down to 11,000.

It's a big hint on where to shine our marketing spotlight. Got a lot of direct traffic? Sounds like a nudge to kick off some brand buzz on social media and spruce up the website to convert more visitors.

This savvy approach not only sharpens your marketing focus but also ensures you're putting your efforts and budget into the channels that fill your funnel to the brim with fresh faces!

Step 3: Investing in the Channels That Are Best at Converting New Customers Into Sales

Now that you're aware of the channels attracting new customers, it's time to focus on the channels where customers are converting in the middle and bottom of the funnel.

We've already analyzed the top of the funnel—the starting point—where most new customer journeys begin. But now, we aim to explore where customers progress down the funnel and ultimately convert into sales.

Possessing this information is crucial for understanding not only where customers prefer to convert but also where we can enhance and drive even more revenue and profits.

Let's dive in!

AdBeacon Action: Find Your Best Channels for Conversion!

From the same **Attribution** area we explored in the previous section we are going to focus on the latter part of the funnel—the Bottom of the Funnel—on the far right of the graphic.



Looking at our funnel, it's clear our top-of-funnel (TOF) efforts via direct traffic, email, and paid search are smoothly guiding customers to the mid-funnel.

Even more impressive, at the funnel's bottom, these same channels—direct traffic, email, and paid search—are clinching conversions.

This pattern underscores the effectiveness of our strategies across the customer journey.

AdBeacon Action: Find Your Best Pathways for Purchases

Now that you know your best channels, you want to scroll down to see your most common paths to purchase. Below this funnel report, you will find purchase paths for new customers.

| S.No. | Channel | Orders | Revenue | Days to Orders | Touchpoints to Orders |
|-------|--|--------|--------------|----------------|-----------------------|
| 1 | Referral x 4 100% | 520 | \$101,202.99 | 0.52 | 4 |
| 2 | Paid Search x 2 100% > Referral x 2 100% | 294 | \$28,380.11 | 0.31 | 4 |
| 3 | Referral x 2 100% | 292 | \$45,636.08 | 0.02 | 2 |
| 4 | Paid Search x 2 100% > Direct Traffic x 2 100% | 253 | \$26,845.15 | 0.35 | 4 |
| 5 | Direct Traffic x 4 100% | 172 | \$17,345.06 | 1.13 | 4 |
| 6 | Direct Traffic x 2 100% > Referral x 2 100% | 169 | \$15,193.66 | 0.48 | 4 |
| 7 | Paid Search x 2 100% > Direct Traffic x 4 100% | 167 | \$17,435.49 | 3.77 | 6 |
| 8 | Direct Traffic x 6 100% | 154 | \$14,944.86 | 4.14 | 6 |

This report offers insights into new customers' purchasing behaviors with your brand.

For example, referral traffic is highlighted as a top converter, with one pathway showing four referral interactions before purchase.

Another example includes a mix of paid search and referral touches leading to conversions.

The data suggests focusing on optimizing the most effective channels and pathways—like enhancing customer experiences, innovating email flows, and fine-tuning paid search targeting—to improve profitability.

Step 4:

Using Buyer Journeys to See the Steps New Customers Take When Purchasing

AdBeacon enhances your insight into channel and pathway performance, allowing you to identify and reduce costly purchase paths.

It reveals that the more steps, clicks, and touches involved in a customer's journey, the higher the cost to you.

By analyzing the number of interactions required for new customers to make a purchase, you can optimize for efficiency and cost-effectiveness. Check out how long this journey was in this snapshot!



While this might sound extreme, overly complex purchase paths are common. Let's talk dollars: Imagine 600 actions (searches, clicks on ads, etc.) leading to under \$1500 in sales.

This isn't sustainable.

We must streamline these purchase paths. Now that we've highlighted the issue, let's explore how analyzing customer journeys can offer deeper data insights for optimization.

AdBeacon Action: Dive Into New Customer Journeys

AdBeacon equips you with tools to view each customer's purchase journey. Here's how to access this insight:

- Navigate to the **Optimize** dashboard.
- Toggle **Customers** setting to switch to **New Customers** (look for the highlight).
- Scroll down to find your **Campaigns** list.
- View new orders by clicking the **blue shopping cart icon** next to any campaign.

The screenshot displays the AdBeacon dashboard interface. At the top, there's a search and filter section for 'All Campaigns' and a date range of '10/01/2023 - 01/23/2024'. Below this are filters for 'Attribution Model' (Full Impact), 'Attribution Window' (28 Days), 'Customers' (New Customers), and 'Status' (All). A 'Saved search' button is also visible. The dashboard features several key performance indicators (KPIs) in a grid:

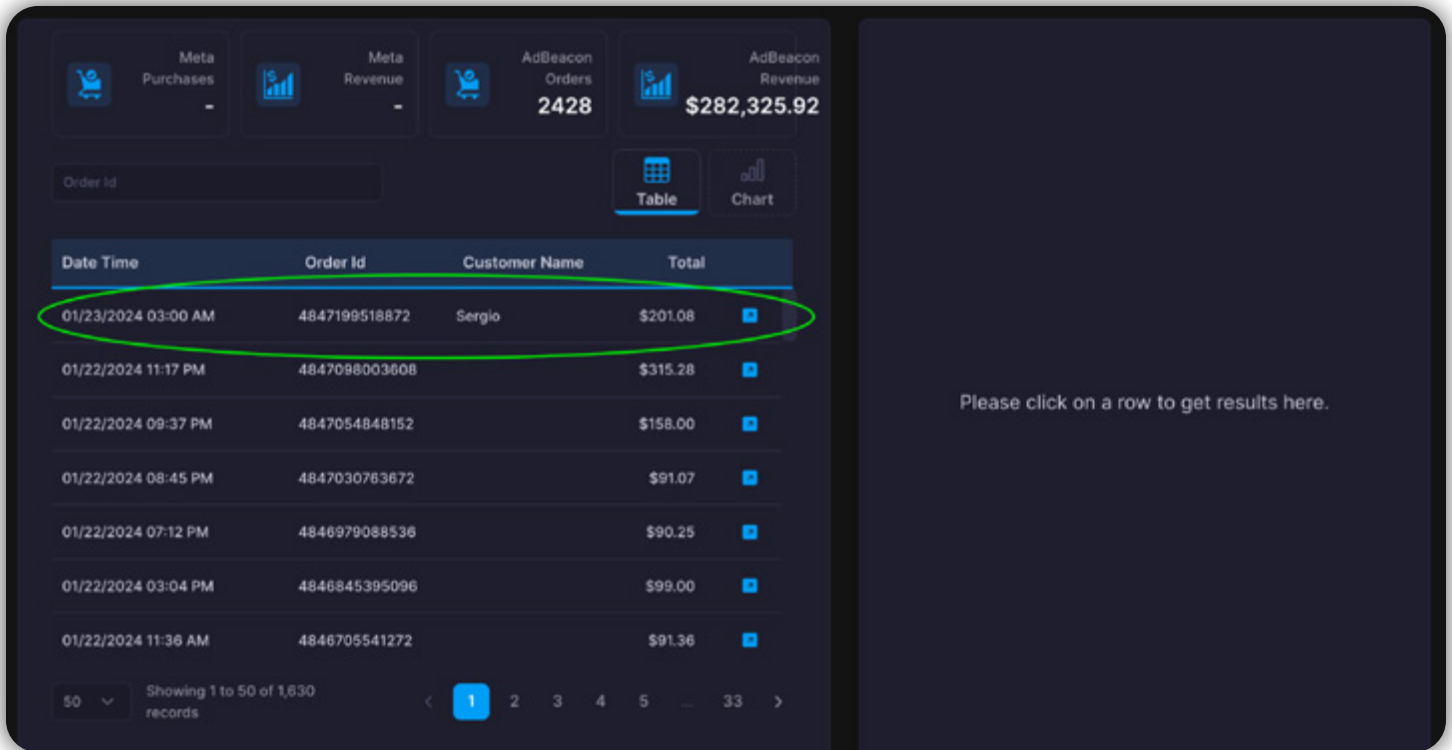
- Total Clicks: 289,141 (↑ 7.2%)
- Amount Spent: \$197,937.95 (↑ 1.1%)
- Total Revenue: \$1,314,717.08 (↑ 108.6%)
- Total Orders: 11,395 (↑ 86.7%)
- ROAS: 6.64 (↑ 106.3%)

Below the KPIs, there are tabs for 'Campaigns', 'Ad sets', and 'Ads'. The 'Campaigns' tab is active, showing a table with columns for 'Off/On', 'Campaign Name', 'Budget', 'Amount Spent', 'AdBeacon Revenue', 'Facebook Revenue', 'Website Revenue', 'AdBeacon ROAS', and 'View Orders'. Three campaigns are listed:

| Off/On | Campaign Name | Budget | Amount Spent | AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | View Orders |
|-------------------------------------|--|--------|--------------|------------------|------------------|-----------------|---------------|-------------|
| <input checked="" type="checkbox"/> | (US)NP_PR_C_MensHoliday'23-ABO 120202013690450334 | - | \$28,641.81 | \$282,325.92 | \$139,484.16 | \$139,484.16 | 9.86 | |
| <input type="checkbox"/> | (US)NP_FF_C_CoorsCollection 2023 120201872315120334 | - | \$16,066.10 | \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | |
| <input checked="" type="checkbox"/> | (US)NP_ASC_4/4/23_CatalogOnly 23854590037000333 | - | \$26,866.99 | \$165,031.42 | \$130,728.54 | \$130,728.54 | 6.14 | |

You can check every new customer order tied to this campaign, showing details like the customer's name, their order number, the date they bought something, and how much they spent.

This gives you a clear view of how well the campaign is working to attract new buyers.



Meta Purchases - Meta Revenue - AdBeacon Orders 2428 AdBeacon Revenue \$282,325.92

Order Id

Table Chart

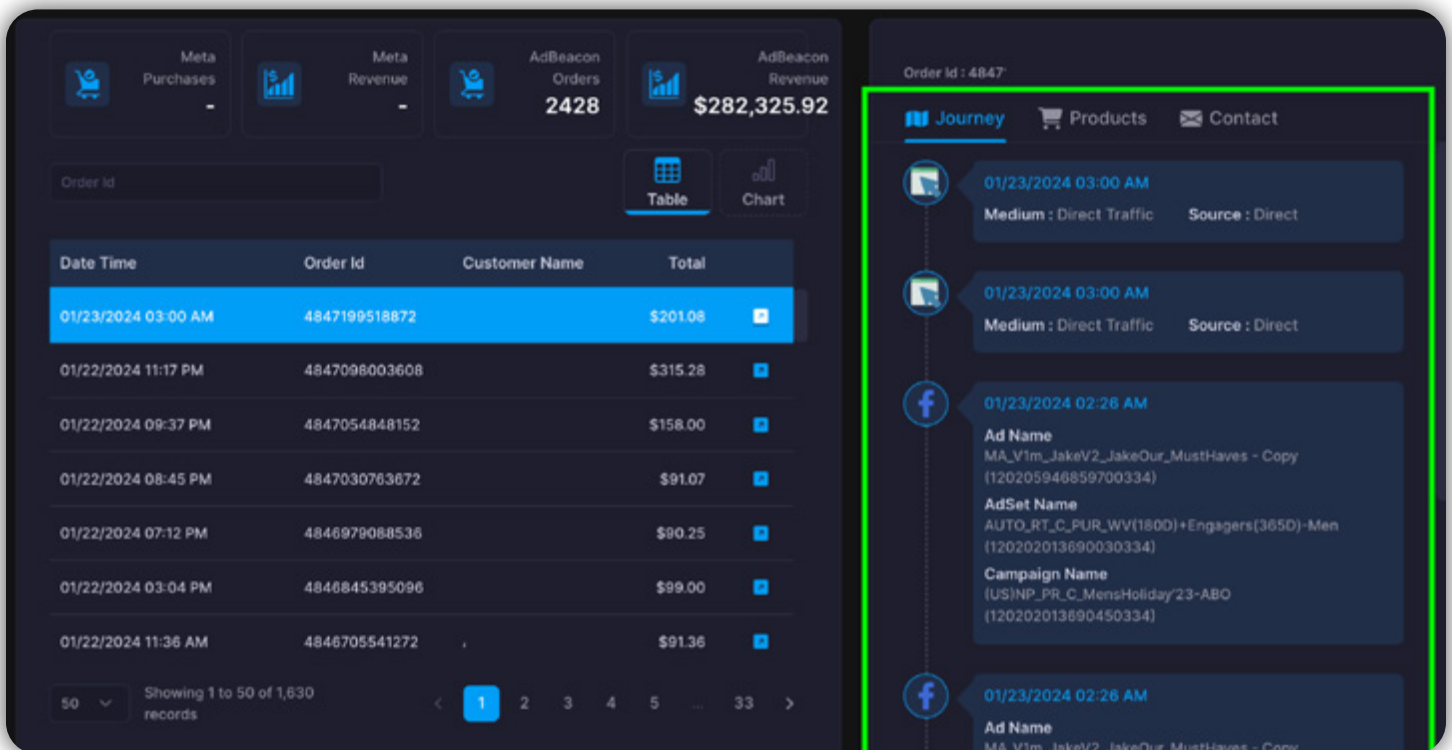
| Date Time | Order Id | Customer Name | Total |
|---------------------|---------------|---------------|----------|
| 01/23/2024 03:00 AM | 4847199518872 | Sergio | \$201.08 |
| 01/22/2024 11:17 PM | 4847098003608 | | \$315.28 |
| 01/22/2024 09:37 PM | 4847054848152 | | \$158.00 |
| 01/22/2024 08:45 PM | 4847030763672 | | \$91.07 |
| 01/22/2024 07:12 PM | 4846979088536 | | \$90.25 |
| 01/22/2024 03:04 PM | 4846845395096 | | \$99.00 |
| 01/22/2024 11:36 AM | 4846705541272 | | \$91.36 |

50 Showing 1 to 50 of 1,630 records

1 2 3 4 5 ... 33

Please click on a row to get results here.

Now, for the exciting part: Clicking on any order reveals the complete journey that the customer took from their initial click right through to the final purchase.



Meta Purchases - Meta Revenue - AdBeacon Orders 2428 AdBeacon Revenue \$282,325.92

Order Id

Table Chart

| Date Time | Order Id | Customer Name | Total |
|---------------------|---------------|---------------|----------|
| 01/23/2024 03:00 AM | 4847199518872 | | \$201.08 |
| 01/22/2024 11:17 PM | 4847098003608 | | \$315.28 |
| 01/22/2024 09:37 PM | 4847054848152 | | \$158.00 |
| 01/22/2024 08:45 PM | 4847030763672 | | \$91.07 |
| 01/22/2024 07:12 PM | 4846979088536 | | \$90.25 |
| 01/22/2024 03:04 PM | 4846845395096 | | \$99.00 |
| 01/22/2024 11:36 AM | 4846705541272 | | \$91.36 |

50 Showing 1 to 50 of 1,630 records

1 2 3 4 5 ... 33

Order Id: 4847

Journey Products Contact

- 01/23/2024 03:00 AM
Medium: Direct Traffic Source: Direct
- 01/23/2024 03:00 AM
Medium: Direct Traffic Source: Direct
- 01/23/2024 02:26 AM
Ad Name: MA_V1m_JakeV2_JakeOur_MustHaves - Copy (120205946859700334)
AdSet Name: AUTO_RT_C_PUR_WV(180D)+Engagers(365D)-Men (120202013690030334)
Campaign Name: (US)NP_PR_C_MensHoliday'23-ABO (120202013690450334)
- 01/23/2024 02:26 AM
Ad Name: MA_V1m_JakeV2_JakeOur_MustHaves - Copy

Regularly reviewing this data provides insights into the steps needed for a purchase, highlighting areas for improvement.

If there's a high number of clicks from Facebook or Google Ads without conversions, consider testing new, more engaging creatives and messages.

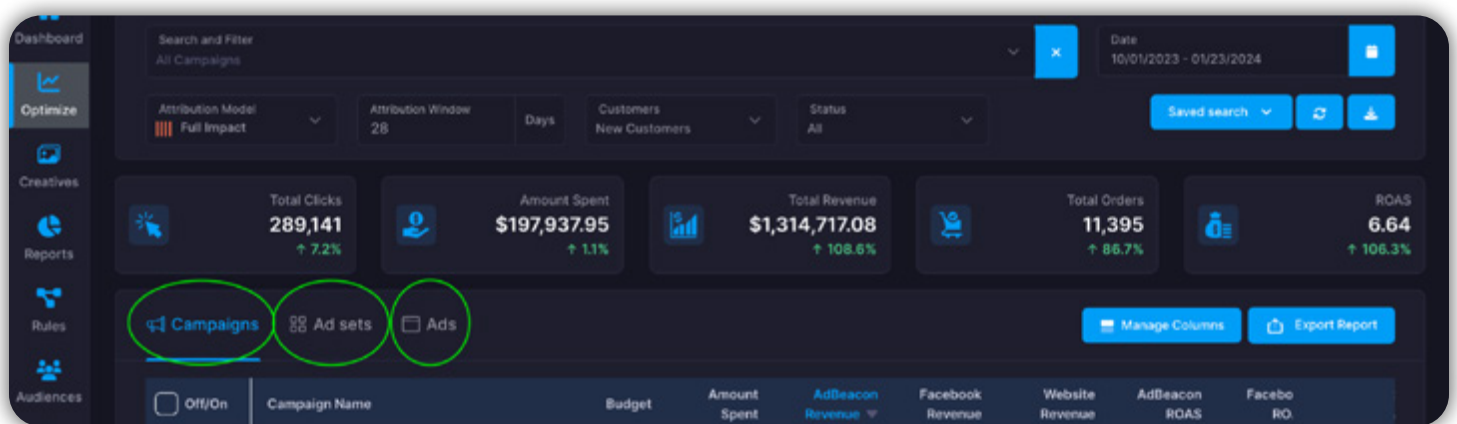
Optimizing customer journey steps based on this data can enhance campaign profitability and cut down on wasteful ad spend.

Step 5: Knowing What Campaigns, Ads, and Ad Sets Are Attracting New Customers

Maximizing ad budget efficiency for peak profitability hinges on understanding what truly works.

It's crucial to see beyond direct sales from campaigns to the overall impact of specific campaigns, ads, and ad sets on sales. AdBeacon introduces a game-changing approach by utilizing first-party data, allowing direct sales linkage to campaigns.

This visibility is accessible from the **Optimize** dashboard in AdBeacon, offering a clear view of campaign performance and its contribution to sales.



Let's show you how to quickly and accurately unlock your best campaigns, ads, and ad sets for attracting new customers. How? With your first-party e-commerce data!

AdBeacon Action: Use Your AdBeacon Metrics to Get the Truth!

If you are optimizing on the fly you need to know what kind of revenue your campaigns are giving you and the return on ad spend (ROAS) you are getting.

Sure, there are a lot of other ways to look at the data—but actionable data comes first. So start by opening your **Optimize** dashboard and let's find your winners!

- Open AdBeacon.
- Select **Optimize** from your navigation menu (left bar).
- Select the **Optimize** dashboard you want (for this example, we're using Facebook).

The screenshot shows the AdBeacon Facebook Optimize dashboard. At the top, there are summary cards for Total Clicks (289,141, +7.2%), Amount Spent (\$197,937.95, +1.1%), Total Revenue (\$1,314,717.08, +108.6%), Total Orders (11,395, +86.7%), and ROAS (6.64, +106.3%). Below these is a table of campaigns. The table has columns for Off/On, Campaign Name, Budget, Amount Spent, AdBeacon Revenue, Facebook Revenue, Website Revenue, AdBeacon ROAS, and Facebook ROAS. The AdBeacon ROAS column is highlighted in green. The table lists several campaigns, including (US)NP_PR_C_MensHoliday23-ABO, (US)NP_FF_C_CoorsCollection 2023, (US)NP_ASC_4/4/23_CatalogOnly, (US)NP_PR_C_WomensHoliday23-ABO, (US)NP_PR+RT_C_BoweryFW23-ABO, and (US)NP_RT_CS_(Edited). A total row at the bottom shows overall metrics.

| Off/On | Campaign Name | Budget | Amount Spent | AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | Facebook RO |
|-------------------------------------|--|--------|--------------|------------------|------------------|-----------------|---------------|-------------|
| <input checked="" type="checkbox"/> | (US)NP_PR_C_MensHoliday23-ABO 120202013690450334 | - | \$28,641.81 | \$282,325.92 | \$139,484.16 | \$139,484.16 | 9.86 | |
| <input type="checkbox"/> | (US)NP_FF_C_CoorsCollection 2023 120201872315120334 | - | \$16,066.10 | \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | |
| <input checked="" type="checkbox"/> | (US)NP_ASC_4/4/23_CatalogOnly 23854590037000333 | - | \$26,866.99 | \$165,031.42 | \$130,728.54 | \$130,728.54 | 6.14 | |
| <input checked="" type="checkbox"/> | (US)NP_PR_C_WomensHoliday23-ABO 120202013742530334 | - | \$21,768.08 | \$154,932.51 | \$115,111.53 | \$115,111.53 | 7.12 | |
| <input type="checkbox"/> | (US)NP_PR+RT_C_BoweryFW23-ABO 23860210308540333 | - | \$16,947.46 | \$104,762.76 | \$75,205.59 | \$75,205.59 | 6.18 | |
| <input checked="" type="checkbox"/> | (US)NP_RT_CS_(Edited) 23852603573870333 | - | \$14,061.58 | \$90,701.38 | \$90,628.69 | \$90,628.69 | 6.45 | |
| Total | | | \$197,937.95 | \$1,314,717.08 | \$1,001,292.87 | \$1,001,292.87 | 6.64 | 5. |

Your Optimize dashboard will default to your campaigns that are running on Meta (for this example). The first thing we are going to do is look at our best campaigns based on AdBeacon ROAS, not Facebook ROAS.

AdBeacon ROAS is based on your first-party e-commerce store data and is far more accurate for optimizing your campaigns.

First-party data = more accurate data!

| Campaign Name | Budget | Amount Spent | AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | Facebook ROAS | | |
|--|--------|--------------|------------------|------------------|-----------------|---------------|---------------|---|---|
| (US)NP_PR_C_MensHoliday'23-ABO 120202013690450334 | - | \$28,641.81 | \$282,325.92 | \$139,484.16 | \$139,484.16 | 9.86 | 4.87 | 🛒 | 📦 |
| (US)NP_FF_C_CoorsCollection 2023 120201872315120334 | - | \$16,066.10 | \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | 5.60 | 🛒 | 📦 |
| (US)NP_ASC_4/4/23_CatalogOnly 23854590037000333 | - | \$26,866.99 | \$165,031.42 | \$130,728.54 | \$130,728.54 | 6.14 | 4.87 | 🛒 | 📦 |
| (US)NP_PR_C_WomensHoliday'23-ABO 120202013742530334 | - | \$21,768.08 | \$154,932.51 | \$115,111.53 | \$115,111.53 | 7.12 | 5.29 | 🛒 | 📦 |
| (US)NP_PR+RT_C_BoweryFW'23-ABO 23860210308540333 | - | \$16,947.46 | \$104,762.76 | \$75,205.59 | \$75,205.59 | 6.18 | 4.44 | 🛒 | 📦 |
| (US)NP_RT_CS_(Edited) 23852603573870333 | - | \$14,051.58 | \$90,701.38 | \$90,628.69 | \$90,628.69 | 6.45 | 6.45 | 🛒 | 📦 |

Facebook is reporting (indicated by the Facebook ROAS column) a **4.87 and 5.60 ROAS**. (For reference, this data is located in the top two rows and the far right column.)

If you were working in Facebook Ads Manager, **you might leave these campaigns alone** and pump more cash into the campaign on the bottom of this snapshot showing a **6.45 ROAS**.

In reality, those first two campaigns, indicated by the green highlighted column (AdBeacon ROAS), are getting a **9.86 and 12.82 ROAS**.

Meaning that they are performing 50% and over 100% better than Facebook is telling you!

| AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | Facebook ROAS |
|------------------|------------------|-----------------|---------------|---------------|
| \$282,325.92 | \$139,484.16 | \$139,484.16 | 9.86 | 4.87 |
| \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | 5.60 |
| \$165,031.42 | \$130,728.54 | \$130,728.54 | 6.14 | 4.87 |
| \$154,932.51 | \$115,111.53 | \$115,111.53 | 7.12 | 5.29 |
| \$104,762.76 | \$75,205.59 | \$75,205.59 | 6.18 | 4.44 |

At the end of the day, you need to optimize and scale up the campaigns based on your **AdBeacon ROAS** and your **AdBeacon Revenue**.

You can see the same metrics at the ad set and ad level by selecting your view from the **Optimize** dashboard shown below.

The screenshot shows the AdBeacon Optimize dashboard for a Facebook account. At the top, there are five summary cards: Total Clicks (289,141, +7.2%), Amount Spent (\$197,937.95, +1.1%), Total Revenue (\$1,314,717.08, +108.6%), Total Orders (11,395, +86.7%), and ROAS (6.64, +108.3%). Below these is a navigation bar with 'Campaigns', 'Ad sets', and 'Ads' views, with 'Campaigns' selected. A table below shows the following data:

| Off/On | Campaigns Name | Budget | Amount Spent | AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | Facebook ROAS |
|-------------------------------------|---|--------|--------------|------------------|------------------|-----------------|---------------|---------------|
| <input type="checkbox"/> | (US)INP_PR_C_MemHoliday'23-ABO 120202013690450334 | - | \$28,641.81 | \$282,325.92 | \$139,484.16 | \$139,484.16 | 9.86 | 4.87 |
| <input checked="" type="checkbox"/> | (US)INP_FF_C_CoorsCollection 2023 120201872315120334 | - | \$16,066.10 | \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | 5.60 |

Maximizing New Customer Acquisition - Conclusion

Attracting and converting new customers is typically the most costly aspect of marketing—regardless of your channel.

But, as we have shown you, the more accurate and actionable your data is the faster you can put your ad spend in the right place. AdBeacon wants you to work smarter—not harder.

Speed, accuracy, and first-party data validity give you an advantage your competition can't touch—because you are now scaling with YOUR actual click data rather than the assumed data provided by the likes of Google and Meta.

The next step in this data-driven journey is to take your new customers and maximize their lifetime value. As we have said, it is not just about getting new customers—it is about retaining them for as long as possible.



FOCUSING ON LIFETIME VALUE

Can you bring customers back faster, more frequently, and inspire them to spend more? If you have already hooked a customer, you need a different strategy to make them loyal to your brand and maximize their lifetime value.

From product focus to audience targeting, let's dive into some of the practical ways you can keep LTV high so you can keep your costs lower. Let's get into it.

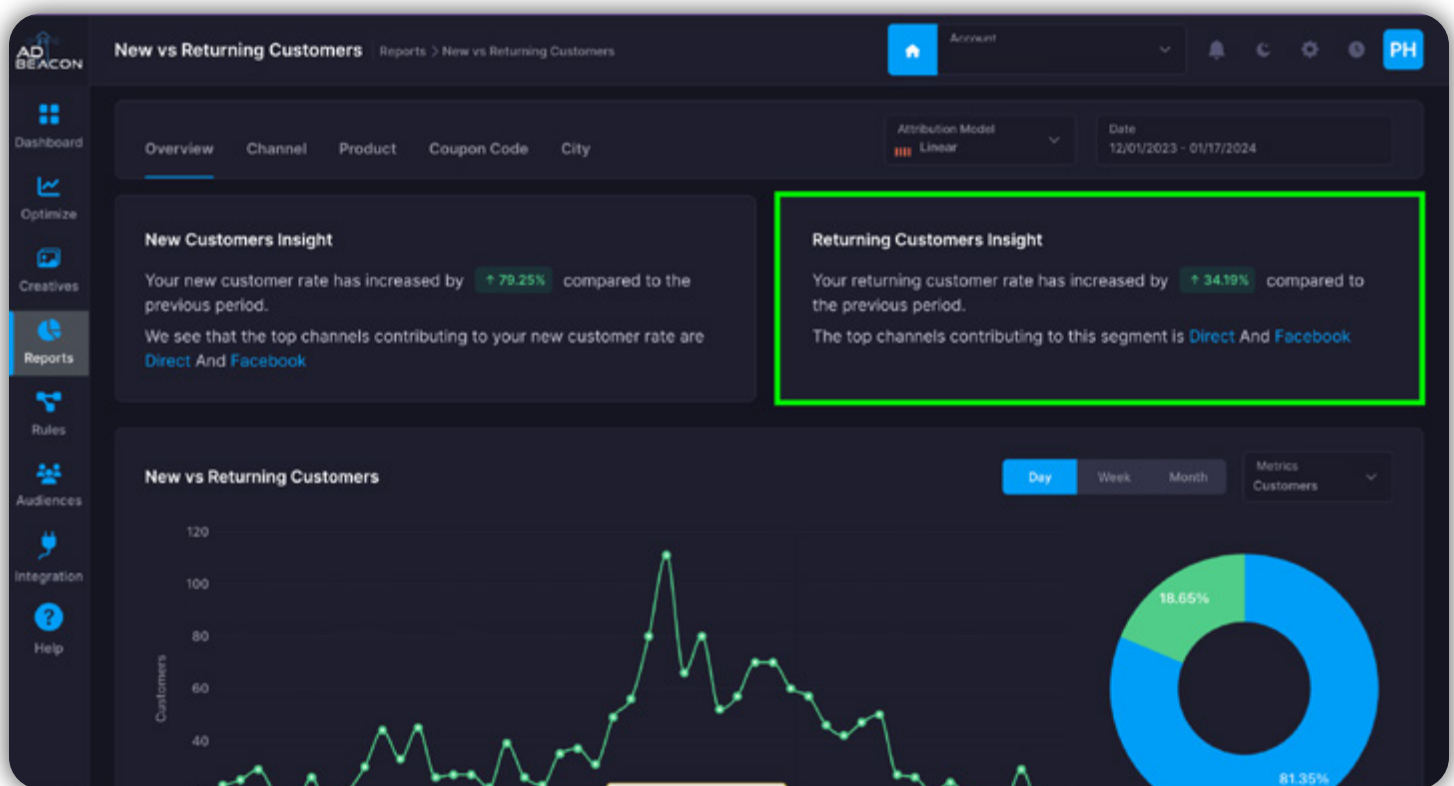
Step 1:

Pinpointing How to Increase Lifetime Value

Mastering customer lifetime value (LTV) is essential in today's competitive digital market, with repurchasing being the linchpin. As you transition from acquiring to retaining customers, we'll show you how AdBeacon is your go-to tool for insightful and actionable data.

AdBeacon Action: Use the Best Channels to Bring Them Back

Open the **New vs Returning Customers** report. In this report you can use the **Returning Customers Insight** overview that shows you how your returning customer growth is trending and your top channels that are driving repurchases.



In this example, direct traffic and Facebook are fueling the majority of repurchasing. Use this data and focus on using these channels to drive higher lifetime value from your new customers—turning them into loyal customers.

AdBeacon Action: Use the Order Volume and Revenue Channel Data

Digging deeper into the data is key—and here is a simple way to use AdBeacon channel data to find your best LTV opportunities.

From your **New vs Returning Customers** report, scroll down to the second **New vs Returning Customers by Channel**, where you can see customers, orders, AOV, etc.

| Channel ▲ | Customers | | Orders | | | AOV | | | Tot |
|----------------|-----------|-----------|--------|-------|-----------|----------|----------|-----------|--------------|
| | New | Returning | Total | New | Returning | Total | New | Returning | |
| Direct Traffic | 309 | 70 | 390 | 309 | 81 | \$211.65 | \$220.68 | \$177.28 | \$82,542.91 |
| Organic Search | 209 | 59 | 268 | 209 | 59 | \$210.55 | \$229.66 | \$142.88 | \$56,428.6 |
| Paid Search | 320 | 70 | 547 | 411 | 136 | \$225.47 | \$236.01 | \$193.63 | \$123,333.71 |
| Paid Social | 840 | 112 | 1,716 | 1,467 | 249 | \$216.65 | \$224.89 | \$168.09 | \$371,773.81 |
| Referral | 1,054 | 220 | 1,285 | 1,063 | 222 | \$205.75 | \$217.85 | \$147.85 | \$264,392.41 |

Now you can uncover which channels are driving the highest volume of repurchasing activity, which is valuable data for knowing where to focus your efforts and budgets. For now we are going to focus on the paid channels we can control.

New vs Returning Customers by Channel

| Channel | Customers | | Orders | | |
|----------------|-----------|-----------|--------|-------|-----------|
| | New | Returning | Total | New | Returning |
| Paid Social | 840 | 112 | 1,716 | 1,467 | 249 |
| Referral | 1,054 | 220 | 1,285 | 1,063 | 222 |
| Paid Search | 320 | 70 | 547 | 411 | 136 |
| Direct Traffic | 309 | 70 | 390 | 309 | 81 |
| Organic Search | 209 | 59 | 268 | 209 | 59 |

25 Showing 1 to 5 of 5 records

Here you have now found some critical pieces of data!

1. Paid social media is driving the highest number of returning purchases.
2. Paid search (Google/Bing) is driving nearly as many repurchases as direct and organic combined.

Let's go a step further and look at how much revenue is being generated and more importantly—how much it is costing us.

From the same report, scroll to the right to see your revenue and your cost per acquisition (CPA).

New vs Returning Customers by Channel

| Channel | Revenue | | | CPA | | |
|----------------|--------------|--------------|-------------|---------|---------|-----------|
| | Total | New | Returning | Total | New | Returning |
| Paid Social | \$371,773.85 | \$329,920.47 | \$41,853.38 | \$53.29 | \$62.33 | \$367.23 |
| Referral | \$264,392.43 | \$231,569.83 | \$32,822.60 | - | - | - |
| Paid Search | \$123,333.75 | \$96,999.86 | \$26,333.89 | \$45.27 | \$60.25 | \$182.09 |
| Direct Traffic | \$82,542.96 | \$68,183.10 | \$14,359.86 | - | - | - |
| Organic Search | \$56,428.61 | \$47,998.44 | \$8,430.17 | \$11.84 | \$15.18 | \$53.77 |

For the same two channels—paid social and paid search—we can see that paid social is driving the most revenue at around \$42K—but the the acquisition cost is way higher than we want at \$367!

Paid search has a lower overall revenue at about \$26K, which makes since because there were less orders on this channel—but our CPA is far lower at just over \$180.

Overall, you can use this AdBeacon data to do two things at the same time:

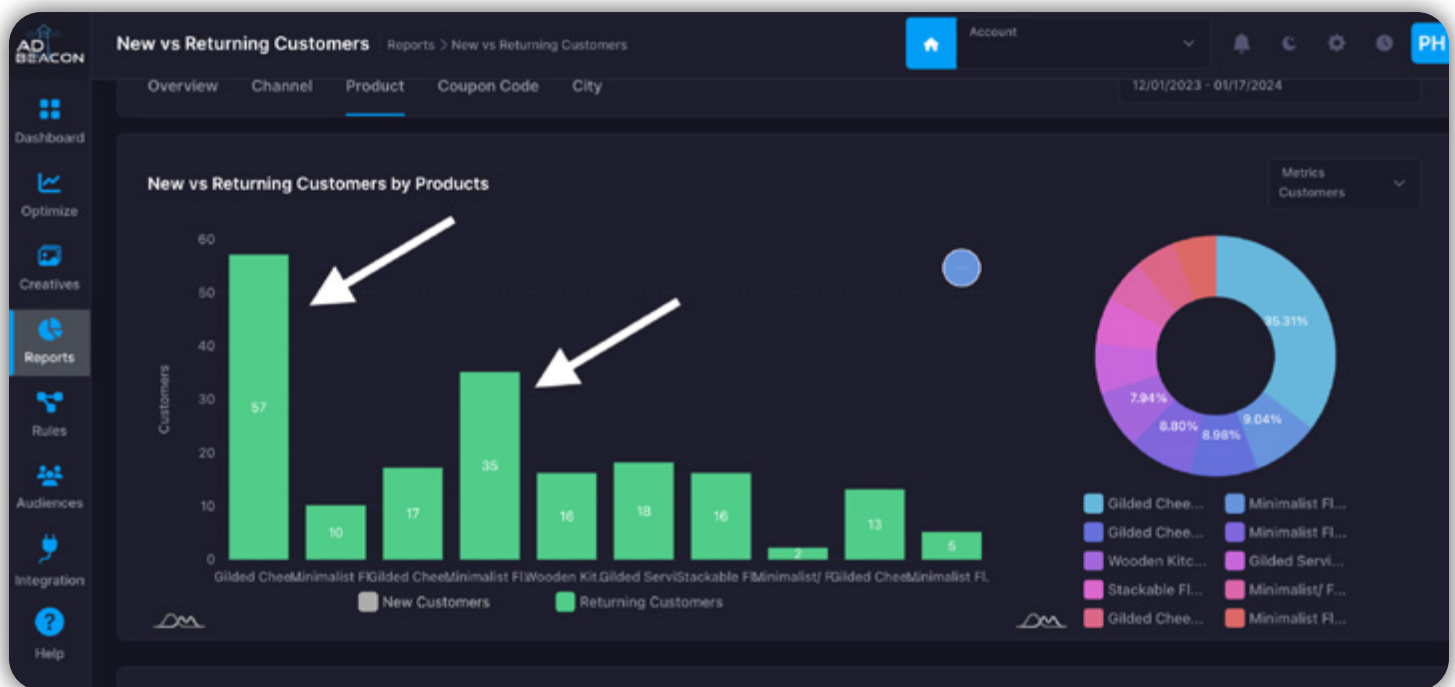
1. Focus on driving more repeat purchases using paid search to extend LTV.
2. Create new audiences and A/B testing creatives for your paid social campaigns, and test your creatives to get your CPA down. You know there is a massive opportunity as long as you can keep your costs in check.

Step 2: Pinpointing Cross-Sell Product Opportunities

After locking in your best channels, you need to know what products to feature to bring your customers back. AdBeacon gives you a couple of ways to do this, but let's start where we left off—in your **New vs Returning Customers** report.

AdBeacon Action: Know What Returning Customers Are Purchasing

From your **New vs Returning Customers** report, select the **Product** tab and toggle off new customers in your overview chart to see what product your returning customers are buying the most.



Now you can drill down into the volume of sales the same way we did when looking at our best-performing channels.

Simply scroll down to your second report and filter your returning customer purchases to see those products with the highest sales volume.

New vs Returning Customers by Products Manage Columns

| Product | Customers | | Orders | | | AOV | | | |
|--|-----------|-----------|--------|-----|-----------|----------|----------|-----------|-------------|
| | New | Returning | Total | New | Returning | Total | New | Returning | Total |
| Gilded Cheese Knife Gift Set - Matte Gold | 521 | 57 | 578 | 521 | 57 | \$102.75 | \$103.40 | \$96.79 | \$59,389.91 |
| Minimalist Flatware - Matte Gold / 4 Person Set (20 Pieces) | 109 | 35 | 142 | 109 | 35 | \$90.81 | \$90.73 | \$85.85 | \$12,894.90 |
| Stackable Flatware Organizer Bamboo / 1 Organizer - Bamboo / 1 Organizer | - | 31 | 31 | - | 31 | \$40.00 | - | \$40.00 | \$1,240.15 |
| Chic Glass Pot Chic Tea Pot - Chic Tea Pot | - | 30 | 30 | - | 30 | \$45.90 | - | \$45.90 | \$1,377.00 |
| Chic Glass Pot Chic Glass Pot - Chic Glass Pot | - | 25 | 25 | - | 25 | \$50.15 | - | \$50.15 | \$1,253.75 |

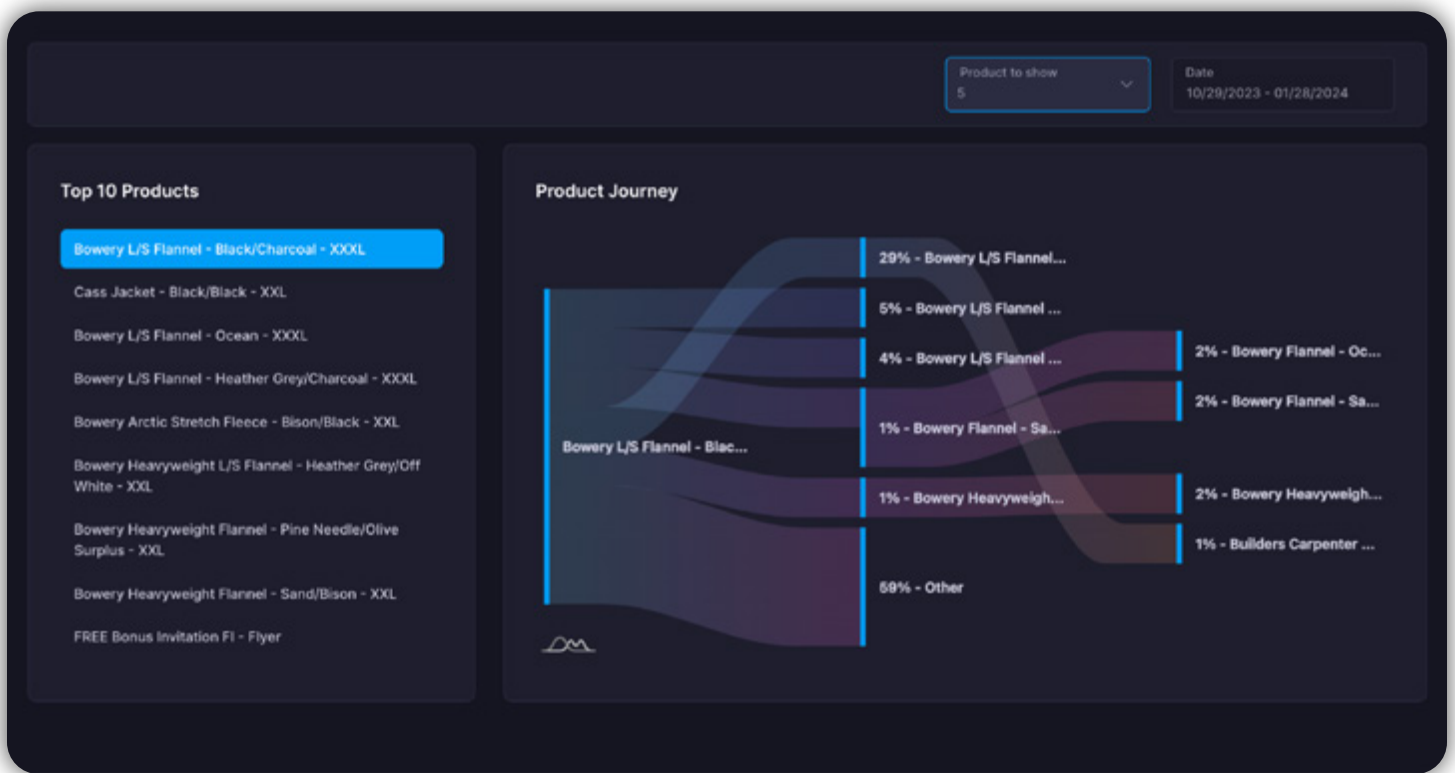
Now you have unlocked (at a high level) your best products for repurchasing!

That said, not every returning customer is going to buy the same products. What if they already purchased one of these products? Well, AdBeacon has a way for you to predict what the most likely products will be that a returning customer is going to purchase.

Let's jump over to product journeys!

AdBeacon Action: Use Product Journeys to Predict the Next Purchase!

Open the **Product Journey** report under the **Reports** option on the left side of your AdBeacon dashboard. This report will show you your top 10 products, and so much more.



This product journey shows you what other products your customers are looking at in their journey.

From left to right, we can see the product they started looking at, then what products they checked out next—shown in the middle and last rows.

Using this data you have a better idea of what customers who bought these products **might buy next**. Pair these products with a new remarketing audience for your next campaign or in customer emails to bring these customers back!

Repeat this process to find upsell and cross-sell opportunities for your top-performing products. If they bought a shirt, they might need matching pants and vice versa—this is powerful data that can take your LTV to another level. All you need to do is use it!

Step 3:

Bringing Back Dormant Customers With Data

Here's a prime example of customers you should be focusing on to crank up your customer LTV. These are customers you already have, but they have "gone dormant" and so you are at risk of losing them.

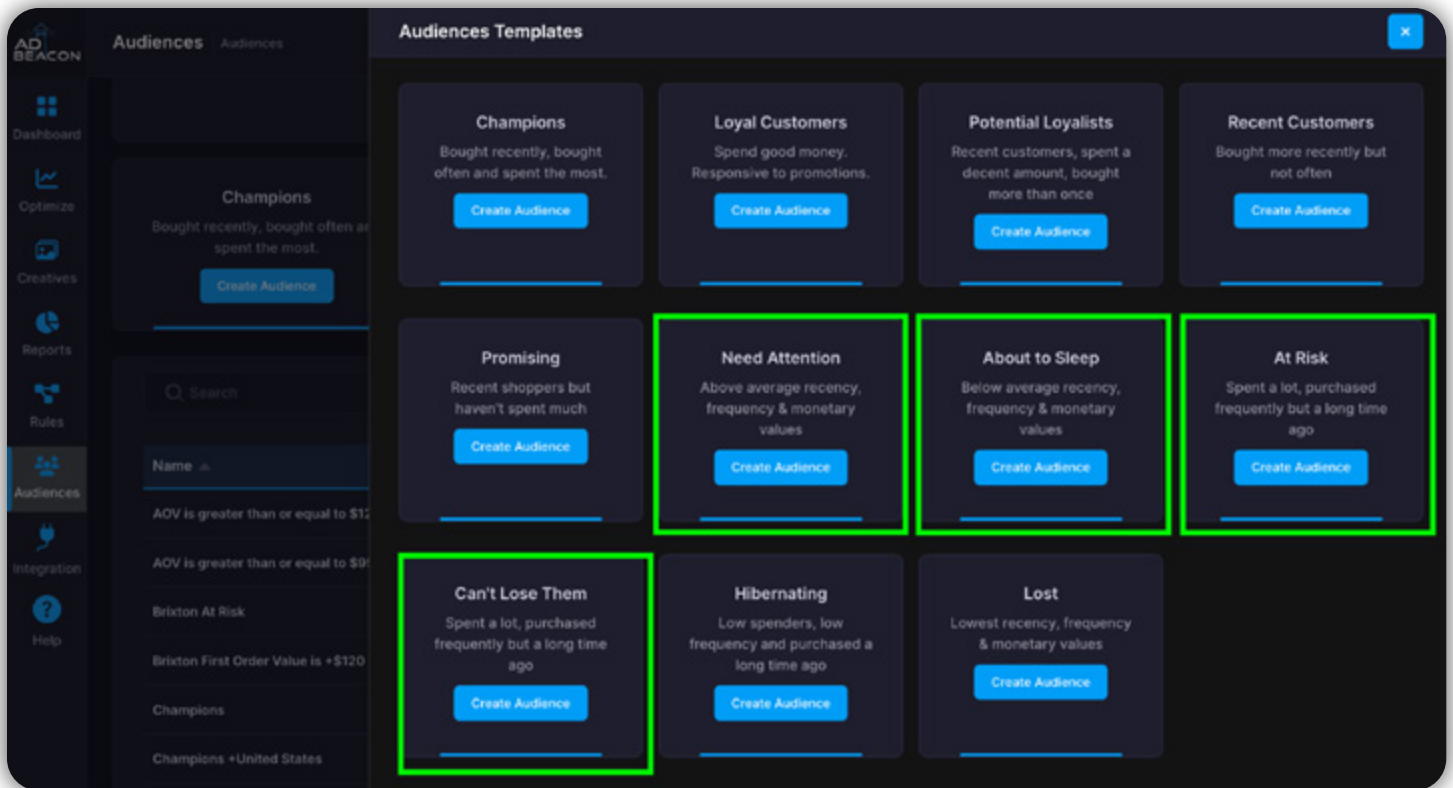
Again, the best customers to bring back are those customers who already know who you are and have already purchased. The cost is far lower and now that you are using AdBeacon's first-party data, you can find them and bring them back in record time.

Here's a straightforward method to get the job done!

AdBeacon Action: Find Your Dormant Customer Opportunity

Open AdBeacon and jump back into **Audiences** as we discussed earlier. You want to start by clicking **Audience Template** to see a breakdown of your different types of customers to focus on.

In this example, the **Need Attention, About to Sleep, At Risk, and Can't Lose Them** audiences are being considered.



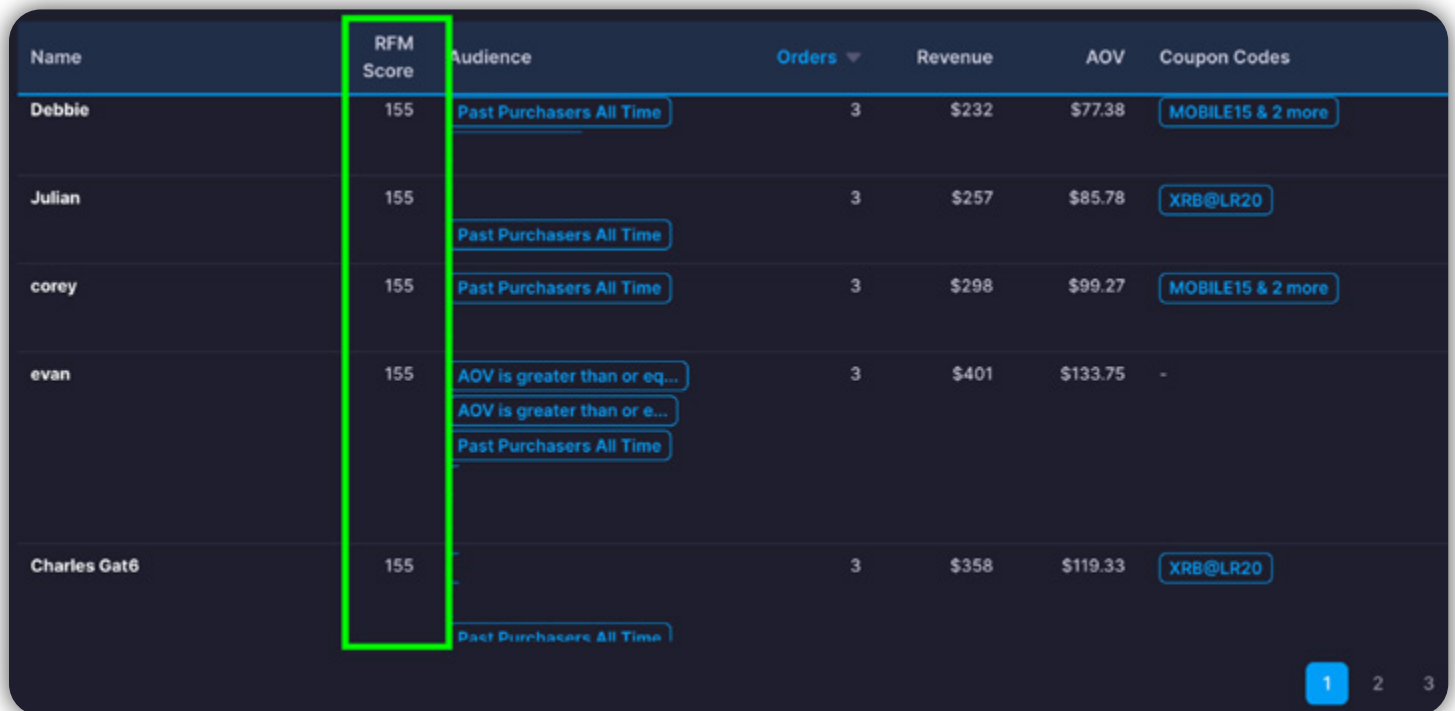
Now you know what audiences to focus on, let's check out the revenue opportunity so we know what audience to start with.

Close this window and scroll to the second report in your **Audiences** report—we are going to find where there is low-hanging fruit that we can harvest.

| Name | Customers | Orders | Revenue | Status | Action |
|---------------------------------------|-----------|--------|----------|---------|--------|
| AOV is greater than or equal to \$120 | 31.2k | 42.8k | \$10.3m | Success | 🔄 ⋮ |
| AOV is greater than or equal to \$95 | 42.1k | 57.3k | \$11.9m | Success | 🔄 ⋮ |
| At Risk | 1.6k | 3.4k | \$384.0k | Success | 🔄 ⋮ |
| First Order Value is +\$120 | 18.4k | 28.5k | \$4.9m | Success | 🔄 ⋮ |
| Champions | 7.1k | 20.2k | \$2.5m | Success | 🔄 ⋮ |
| Champions +United States | 7.1k | 20.2k | \$2.5m | Success | 🔄 ⋮ |
| Lost | 1.9k | 1.9k | \$54.5k | Success | 🔄 ⋮ |
| Loyal Customers | 9.8k | 19.6k | \$2.3m | Success | 🔄 ⋮ |
| Need Attention | 1.4k | 2.7k | \$171.5k | Success | 🔄 ⋮ |
| Past Purchasers All Time | 84.9k | 108.8k | \$14.8m | Success | 🔄 ⋮ |

The **At Risk** and **Need Attention** audiences in the example generated nearly \$500K.

Let's start with the \$380K of revenue attributed to the **At Risk** audience.



| Name | RFM Score | Audience | Orders | Revenue | AOV | Coupon Codes |
|--------------|-----------|---|--------|---------|----------|-------------------|
| Debbie | 155 | Past Purchasers All Time | 3 | \$232 | \$77.38 | MOBILE15 & 2 more |
| Julian | 155 | Past Purchasers All Time | 3 | \$257 | \$85.78 | XRB@LR20 |
| corey | 155 | Past Purchasers All Time | 3 | \$298 | \$99.27 | MOBILE15 & 2 more |
| evan | 155 | AOV is greater than or eq... AOV is greater than or e... Past Purchasers All Time | 3 | \$401 | \$133.75 | - |
| Charles Gat6 | 155 | Past Purchasers All Time | 3 | \$358 | \$119.33 | XRB@LR20 |

We can see that most of these **At Risk** customers have an RFM score (we covered this earlier) of 1-5-5, meaning that they made some good-sized purchases a while back but nothing recently.

In addition, earlier you saw that paid social, paid search, and email were great channels for repurchasing. Download this audience, add them to your remarketing campaigns, and create a personalized email campaign to bring them back.

Way to go, rockstar!

AdBeacon Action: Use Your Best Coupons to Bring Back Dormant Customers (Part 1)

Sometimes the wheel needs a little grease to get moving. In this case, we are talking about promotions and coupon codes. AdBeacon also lets you track these coupon codes so you can see which are most effective and apply them to your campaigns.

There are two simple ways to find your best promotions in AdBeacon. Open AdBeacon and jump back into the **At Risk** audience you were looking at before.



| Name | RFM Score | Audience | Orders | Revenue | AOV | Coupon Codes |
|--------------|-----------|---|--------|---------|----------|-------------------|
| Debbie | 155 | Past Purchasers All Time | 3 | \$232 | \$77.38 | MOBILE15 & 2 more |
| Julian | 155 | Past Purchasers All Time | 3 | \$257 | \$85.78 | XRB@LR20 |
| corey | 155 | Past Purchasers All Time | 3 | \$298 | \$99.27 | MOBILE15 & 2 more |
| evan | 155 | AOV is greater than or eq... AOV is greater than or e... Past Purchasers All Time | 3 | \$401 | \$133.75 | - |
| Charles Gat6 | 155 | Past Purchasers All Time | 3 | \$358 | \$119.33 | XRB@LR20 |

In the right-hand column, you can see all the promo codes that were used for previous purchases—a quick scroll can show you which were the most popular.

But we can hear you thinking—there should be a report for that!

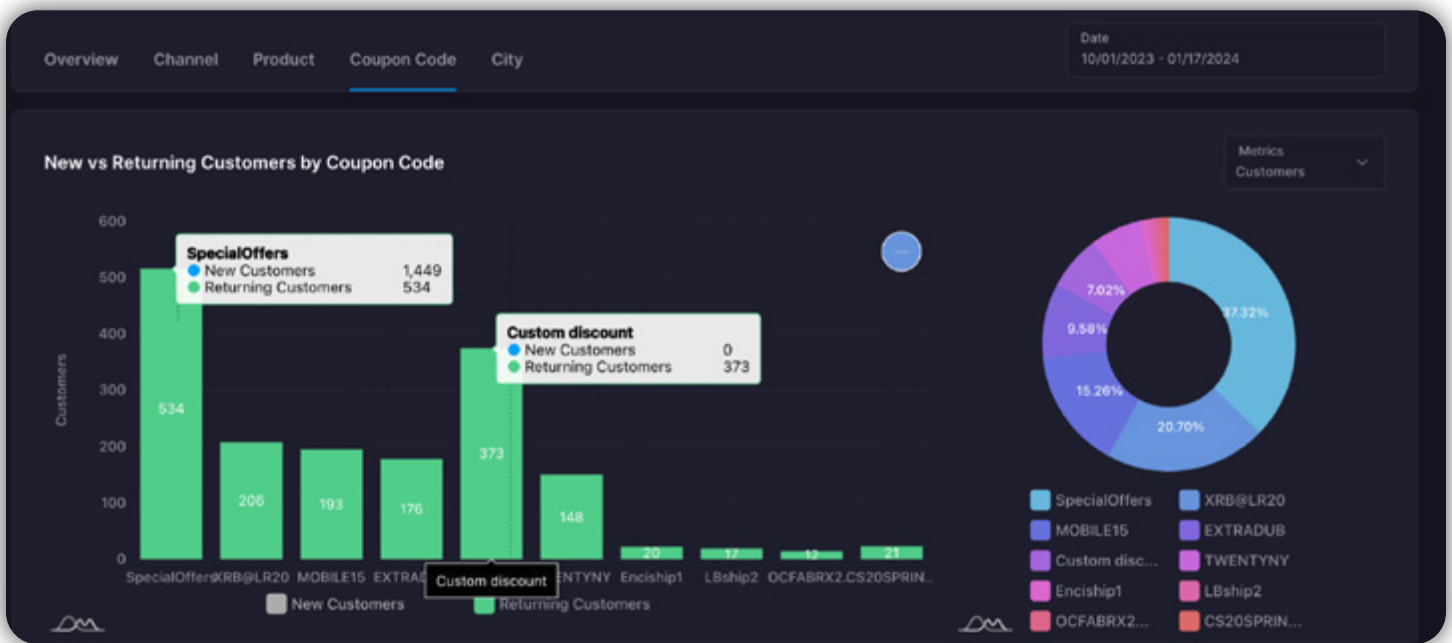
Don't worry, AdBeacon has you covered. Let's see what your best coupon codes were across all your campaigns that you can use to bring these customers back.

AdBeacon Action: Use Your Best Coupons to Bring Back Dormant Customers (Part 2)

From your AdBeacon dashboard open up your **New vs Returning Customers** report we covered earlier. From here, you're going to select the **Coupon Code** tab.



Turn off the new customers in blue to see what coupon codes resonate the best for returning customers—you are looking for clear winners.



And we have found our winners! In this case, our **Special Offers** and **Custom Discount** coupon codes are working the best. Now we know the best promotions we can use in our messaging to bring back this group of **At Risk** customers and reignite their LTV for our brand.

Getting Serious About LTV - Conclusion

You have just seen some of the powerful data AdBeacon provides you to help you bring your customer lifetime value to another level. From finding your best channels and products to unlocking the audiences that need attention and attracting them with the best promotions—it is all at your fingertips.

Dedicate a portion of your marketing budget to bringing customers back over and over. The cost is significantly lower than attracting new customers and will sustain your brand in the long run.

It all comes down to using the right data—smarter—and AdBeacon is going to help you do all of this even faster.



REDUCING WASTED AD SPEND

The original American marketer, John Wanamaker, is famously attributed with the quote: “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” Although this quote is over 100 years old, it is still true today.

In fact, it is more likely (using the 80/20 rule) that 80% of what we spend on marketing is being wasted. AdBeacon wants to stop that trend in its tracks.

Our approach to using data in a smarter and more actionable way comes down to driving better performance and minimizing ad waste. Putting the right budget, in the right place, with the right data.

It’s time to dive into how you can use your data to stop bleeding ad spend and get better results at the same time.

Step 1:

Optimizing Via Accurate First-Party E-Commerce Click Data

At the core of AdBeacon is giving agencies and media buyers the ability to optimize their campaigns using first-party e-commerce data.

You can now improve your campaign performance based on direct customer actions—not assumptions.

That is the simplest way to think about this kind of data—your first-party data is accurate and your competitors don't have access to it. Most ad platform data (third-party) is “assumed” to be correct—and is often not accurate.

It's time to be smarter about the data we are using to improve performance and keep marketing costs in check—with AdBeacon.

AdBeacon Action: Use Your E-Commerce Store Purchase Data to Improve Performance

Having connected your e-commerce store, like Shopify, you are now able to choose your campaign winners and losers based on click data—the tangible purchase actions of your customers.

Open your AdBeacon **Optimize** dashboard to see this in action.

| Off/On | Campaign Name | Amount Spent | AdBeacon Revenue | Facebook Revenue | Website Revenue | AdBeacon ROAS | Facebook ROAS | AdBeacon AOV |
|-------------------------------------|--|--------------|------------------|------------------|-----------------|---------------|---------------|--------------|
| <input checked="" type="checkbox"/> | (US)NP_PR_C_MensHoliday'23-ABO 120202013690450334 | \$25,720.87 | \$262,458.75 | \$133,167.81 | \$133,167.81 | 10.20 | 5.18 | \$116.24 |
| <input type="checkbox"/> | (US)NP_FF_C_CoorsCollection 2023 120201872315120334 | \$16,066.10 | \$205,992.08 | \$89,983.63 | \$89,983.63 | 12.82 | 5.80 | \$114.76 |
| <input checked="" type="checkbox"/> | (US)NP_ASC_4/4/23_CatalogOnly 23854590037000333 | \$25,983.57 | \$151,666.61 | \$125,731.56 | \$125,731.56 | 5.84 | 4.84 | \$111.19 |
| <input type="checkbox"/> | (US)NP_PR_C_WomensHoliday'23-ABO 120202013742530334 | \$20,919.08 | \$148,344.25 | \$113,745.22 | \$113,745.22 | 7.09 | 5.44 | \$124.66 |
| <input type="checkbox"/> | (US)NP_PR+RT_C_BoweryFW'23-ABO 23860210308540333 | \$16,947.46 | \$104,762.76 | \$75,205.59 | \$75,205.59 | 6.18 | 4.44 | \$117.58 |
| <input checked="" type="checkbox"/> | (US)NP_RT_CS_(Edited) 23852603573870333 | \$13,756.28 | \$86,412.36 | \$88,341.29 | \$88,341.29 | 6.28 | 6.42 | \$105.00 |
| Total | | \$191,844.45 | \$1,268,372.23 | \$982,751.73 | \$982,751.73 | 6.61 | 5.12 | \$115.36 |

In this example, AdBeacon uses actual click data from your e-commerce store to give you accurate ROAS you can use in your decision-making to continue—or kill off—a campaign.

Facebook is showing you that ROAS is rarely breaking over a 6X—you put a \$1 in and get \$6 back. The reality (green box) is that you are getting much better results, even breaking double digits into 10X and 12X ROAS. Putting \$1 in and getting \$10-12 back.

By clicking the **view products icon** (shown in the white circle above), you can see every purchase that this campaign, ad, or ad set drove.

The screenshot shows the AdBeacon interface with a 'Products' table. The table is filtered for campaign '(US)NP_PR_C_MensHoliday'23-ABO. The table has the following columns: Name, Items Sold, Revenue, Orders, Avg. Sold, and Customers. The data is as follows:

| Name | Items Sold | Revenue | Orders | Avg. Sold | Customers |
|--|------------|-------------------|--------|-----------|-----------|
| FREE Bonus Invitation SC - Flyer | 37 | \$0.00 | 37 | 1.00 | 37 |
| Bowery L/S Flannel - Black/Charcoal - L | 35 | \$2,232.15 | 35 | 1.00 | 35 |
| Bowery L/S Flannel - Black/Charcoal - XL | 29 | \$1,752.60 | 29 | 1.00 | 29 |
| Bowery L/S Flannel - Ocean - L | 25 | \$1,559.40 | 25 | 1.00 | 25 |
| Harbor Beta Watch Cap Beanie - Black - O/S | 25 | \$451.00 | 25 | 1.00 | 25 |
| Bowery Arctic Stretch Fleece - Bison/Black - XL | 24 | \$1,530.00 | 24 | 1.00 | 24 |
| Cass Jacket - Black/Black - XL | 23 | \$1,753.30 | 22 | 1.05 | 22 |
| Cass Jacket - Black/Black - L | 23 | \$1,588.65 | 21 | 1.10 | 21 |
| Rival Stamp Netplus MP Trucker Hat - Black - O/S | 20 | \$501.00 | 20 | 1.00 | 20 |
| Heist Beanie - Black - O/S | 19 | \$404.80 | 18 | 1.06 | 18 |
| Bowery L/S Flannel - Black/Charcoal - M | 18 | \$1,117.80 | 18 | 1.00 | 18 |
| Heist Beanie - Sand - O/S | 18 | \$356.40 | 18 | 1.00 | 18 |

The interface also shows a search bar, a pagination control (Showing 1 to 50 of 1,296 records), and a sidebar with navigation options like Dashboard, Optimize, Campaigns, Reports, Rules, Audiences, Integration, and Help.

With this data, you know exactly what campaigns are working and what products are making it work—every time.

Use this data to accurately stop low-performing campaigns and put more ad budget into your high-performing campaigns. This can all be done directly from AdBeacon so your team can work quickly to scale success and put a stop to wasted ad spend!

AdBeacon Action: Use the 80/20 Rule to Cut Out Low-Value Cities

You have heard the idea that 80% of your revenue comes from the top 20% of your customers. Well, we are going to do just that using the **Pareto Analysis** report in AdBeacon.

From your AdBeacon dashboard, click **Reports**, then select **Pareto Analysis**. When the report opens, select the **City** tab.



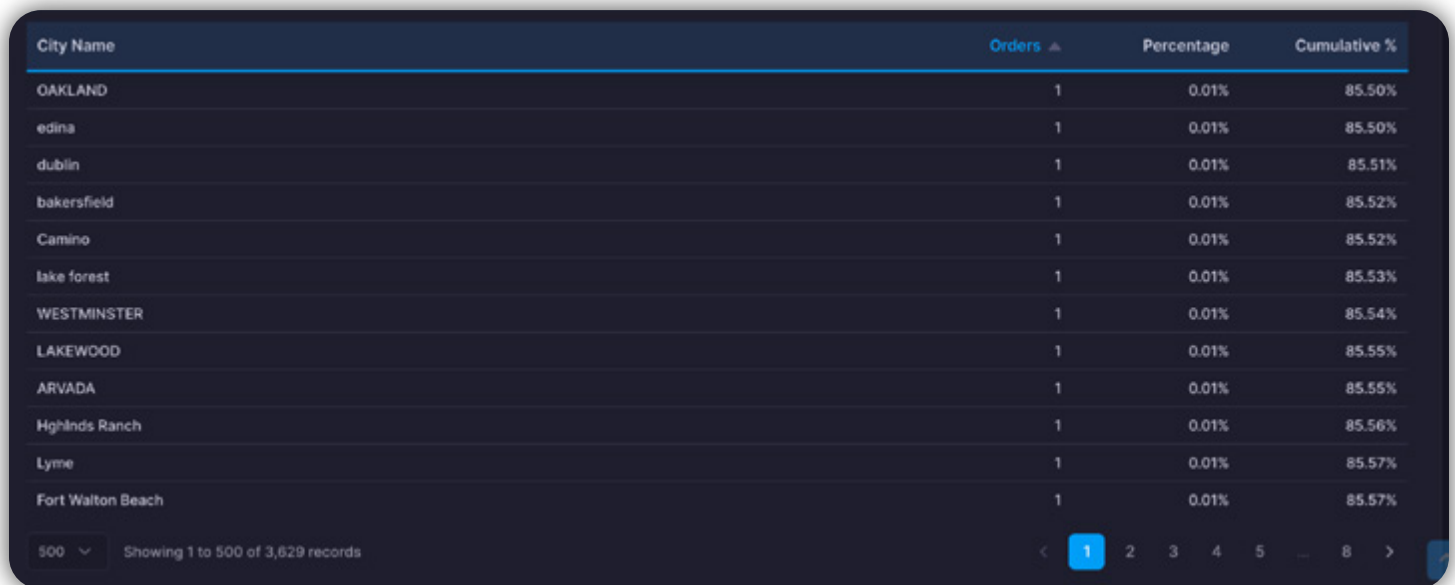
This report lets you see your total orders by every city that is seeing your ads. We could fill an ebook with what you could do here—but we are going to keep it simple.

From this report scroll down and you will see a complete breakout of orders that have been made by city, from most to least orders.

| City Name | Orders | Percentage | Cumulative % |
|------------------|--------|------------|--------------|
| San Diego | 351 | 2.52% | 2.52% |
| Los Angeles | 232 | 1.67% | 4.19% |
| Long Beach | 190 | 1.37% | 5.56% |
| Oceanside | 167 | 1.20% | 6.76% |
| Huntington Beach | 106 | 0.76% | 7.52% |
| Chicago | 106 | 0.76% | 8.28% |
| Carlsbad | 106 | 0.76% | 9.04% |
| Denver | 98 | 0.70% | 9.75% |
| Portland | 97 | 0.70% | 10.44% |
| San Francisco | 90 | 0.65% | 11.09% |
| Riverside | 88 | 0.63% | 11.72% |
| Seattle | 86 | 0.62% | 12.34% |

In this example, the top 50 cities accounted for nearly 30% of all orders, but there are over 3600 cities/locations on this list! Let's find those cities that are not giving us the returns we want.

Click the **Orders** title (highlighted in blue above) to reverse the orders from least to greatest.



| City Name | Orders | Percentage | Cumulative % |
|-------------------|--------|------------|--------------|
| OAKLAND | 1 | 0.01% | 85.50% |
| edina | 1 | 0.01% | 85.50% |
| dublin | 1 | 0.01% | 85.51% |
| bakersfield | 1 | 0.01% | 85.52% |
| Camino | 1 | 0.01% | 85.52% |
| lake forest | 1 | 0.01% | 85.53% |
| WESTMINSTER | 1 | 0.01% | 85.54% |
| LAKEWOOD | 1 | 0.01% | 85.55% |
| ARVADA | 1 | 0.01% | 85.55% |
| Hghlnds Ranch | 1 | 0.01% | 85.56% |
| Lyme | 1 | 0.01% | 85.57% |
| Fort Walton Beach | 1 | 0.01% | 85.57% |

500 Showing 1 to 500 of 3,629 records

< 1 2 3 4 5 ... 8 >

In this example, more than 2000 towns and cities only produced a single purchase. In money terms, all of these 2000 purchases total 20% of all purchases.

It is going to be more profitable and burn far less ad spend by eliminating the bottom 2000 (or more) cities from your targeting and focusing that ad spend on your cities that are driving the most sales.

So, use your **Pareto Analysis**, find your lowest performing cities, and eliminate them from your campaigns to keep from burning ad spend on the wrong locations.

Step 2:

Identifying Remarketing Segments to Eliminate

The last thing you want to do is spend money on audiences that want nothing to do with your product or service. We covered finding your best audiences, but what about eliminating the customer types you don't want?

There are many ways to approach this. Are you sending ads to the wrong city, gender, or just customer types that don't purchase enough?

Every click and touchpoint a customer takes costs you. So eliminating different segments that are not performing and focusing on the high-performing segments not only reduces wasted ad spend but improves the performance of your other campaigns.

Let's learn how to trim the fat from our campaigns!

AdBeacon Action: Weed Out Low-Quality Buyers With Custom Audiences

Sometimes we need to remove the low-quality past customers from our retargeting campaigns to improve performance and profitability.

We are going to show you how to get the job done with AdBeacon's custom audience builder.

From your AdBeacon dashboard click **Audiences** from the navigation menu on the left.

Audiences Audiences

Account

Audience Templates
Refine your ad targeting effortlessly using our pre-defined audience templates.

- Champions**
Bought recently, bought often and spent the most.
[Create Audience](#)
- Loyal Customers**
Spend good money. Responsive to promotions.
[Create Audience](#)
- Potential Loyalists**
Recent customers, spent a decent amount, bought more than once.
[Create Audience](#)
- [Explore All](#)

Search

[+ Create Audience](#)

| Name | Customers | Orders | Revenue | Status | Action |
|---------------------------------------|-----------|--------|----------|---------|--|
| AOV is greater than or equal to \$120 | 31.3k | 42.9k | \$10.3m | Success | Refresh Info |
| AOV is greater than or equal to \$95 | 42.2k | 57.4k | \$11.9m | Success | Refresh Info |
| Brixton At Risk | 1.6k | 3.4k | \$384.0k | Success | Refresh Info |
| Brixton First Order Value is +\$120 | 18.4k | 28.6k | \$4.9m | Success | Refresh Info |

You have seen this dashboard before, but now we are going to build a custom audience that we can eliminate from our remarketing targeting.

Audience Name *
Low rev + Long Lead Time Test

Conditions

- Gross Revenue is less than 50
- All time
- And
- Last Order Date is less than or equal to 11/01/2023
- All time
- And

In this example, we have set the **Gross Revenue** to anything under \$50 and the last order date to anything before 90 days ago. Remember, you can set these custom parameters to whatever you like.

The idea here is this: If they are really low-spenders that are not adding to the bottom line of our business and purchased a long time ago, let's make sure we are not spending money on them.

Now that we have set the conditions, click **Save** on the bottom right of your screen and let's check out our audience.

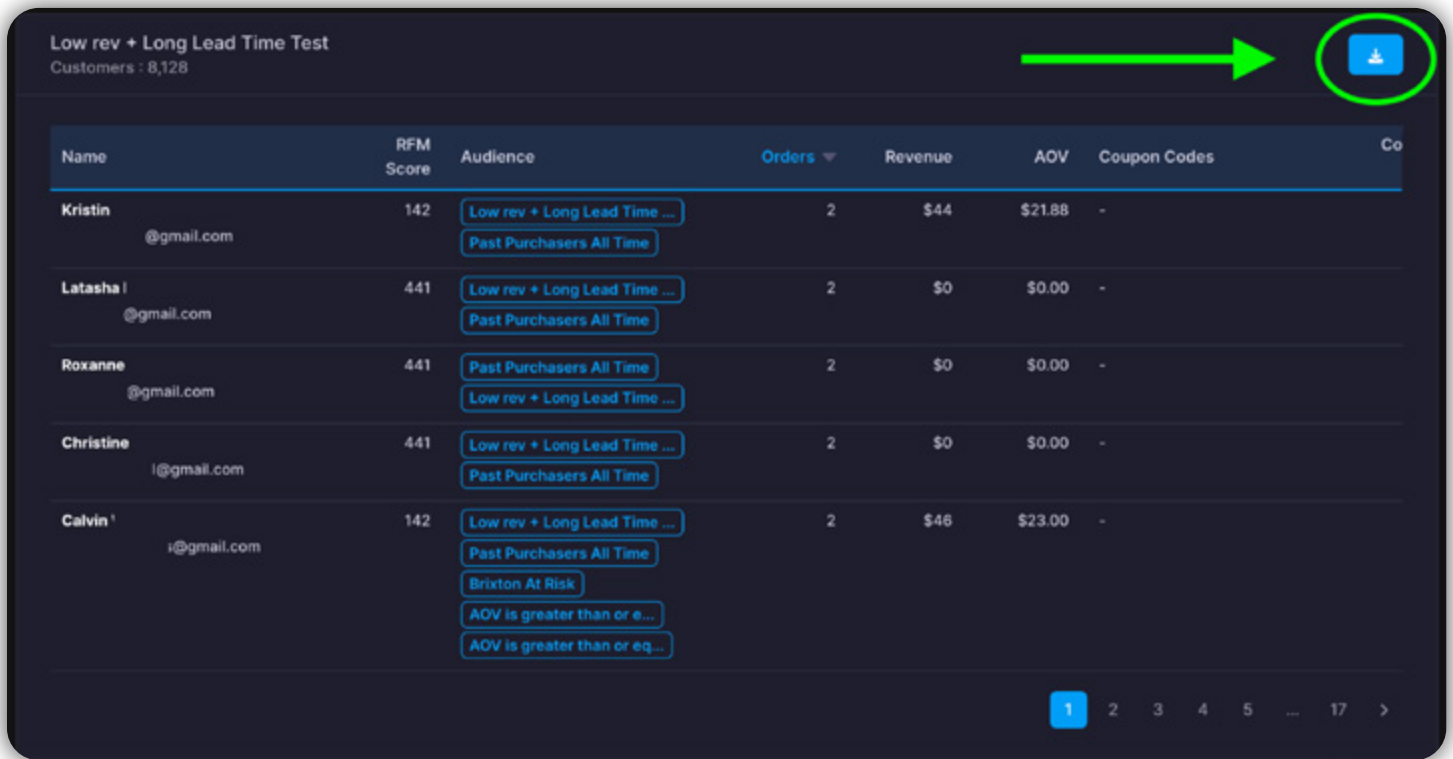


| Audience Segment | Customers | Revenue | Status |
|--------------------------------------|-----------|---------|-------------------|
| AOV is greater than or equal to \$95 | 42.2k | 57.4k | \$11.9m Success |
| At Risk | 1.6k | 3.4k | \$384.0k Success |
| Brixton First Order Value is +\$120 | 18.4k | 28.6k | \$4.9m Success |
| Champions | 7.1k | 20.3k | \$2.5m Success |
| Champions +United States | 7.1k | 20.3k | \$2.5m Success |
| Lost | 8,139 | 1.9k | \$54.6k Success |
| Low rev. + Long Lead Time Test | 8.1k | 8.1k | \$303.4k Building |
| Loyal Customers | 9.8k | 19.6k | \$2.3m Success |
| Need Attention | 1.4k | 2.7k | \$171.5k Success |

Now we have our low-performing audience of over 8000 previous customers! You can see that in the past there was over \$300K of overall revenue from this group, but let's compare.

The At Risk audience (shown in green) is 80% smaller and has pulled in over \$380K in revenue! In other words, these 1600 customers are more valuable and you should be focusing your remarketing spend on them.

Click on the audience you created by selecting it from your list of audiences in the left column.



From here you can download your audience and exclude these customers from your next remarketing campaign.

Remember, trimming the waste from your campaigns has a compounding effect, and you want to do this regularly to make sure your campaigns keep producing the results you need.

Step 3: Locking In and Doubling Down on Winning Meta Creatives

Running Meta campaigns means testing ad creatives is an ongoing part of the process. Finding and scaling up your winning ad creatives needs to be as streamlined as possible, so we built these capabilities into AdBeacon from day one.

Agencies especially experience “death by tabs” regularly as they click between different accounts and the multitude of ad creatives trying to pinpoint the winners.

We streamlined the process of finding, activating, and deactivating your best (or worst) performing ads in record time to keep you agile and your campaigns profitable. Let’s show you a few ways to get the job done.

AdBeacon Action: Quickly Find the Best and Worst Ad Creatives - High Level

We are going to start at a high level and dig deeper from there.

To get started, open your AdBeacon **Optimize** dashboard and select the **Ads** tab to focus specifically on your individual ads (shown below).

| Off/On | Ad Name | AdBeacon ROAS | Facebook ROAS | AdBeacon AOV | Facebook AOV | AdBeacon Orders | Facebook Orders | Website Orders |
|-------------------------------------|---|---------------|---------------|--------------|--------------|-----------------|-----------------|----------------|
| <input checked="" type="checkbox"/> | SA_CAR_OCT 6360 RDS_designed for re d dot_6360RDS 23861291084180574 | 15.92 | 9.18 | \$171.08 | \$128.82 | 47 | 36 | 36 |
| <input checked="" type="checkbox"/> | SA_CAR_OCT 6360 RDS_designed for re d dot_6360RDS 23861293130060574 | 14.81 | 13.82 | \$148.72 | \$105.35 | 10 | 13 | 13 |
| <input checked="" type="checkbox"/> | SA_CAR_Solis_CheckOutOurLatest - Co py 2 23856083680060574 | 11.17 | 7.06 | \$171.72 | \$121.78 | 83 | 74 | 74 |
| <input checked="" type="checkbox"/> | CAR Sig P365 The Sig - is added to C A Holsters for Sig P365 - Copy 120202815358750575 | 10.28 | 3.74 | \$210.96 | \$102.38 | 4 | 3 | 3 |
| <input checked="" type="checkbox"/> | SA_CAR_OCT 6360 RDS_designed for re d dot_6360RDS - Copy 23861798747410574 | 10.19 | 12.84 | \$175.30 | \$153.56 | 41 | 59 | 59 |
| | Total | 3.93 | 7.96 | \$155.09 | \$144.51 | 3,404 | 7,409 | 7,409 |

From here, you can quickly sort to find your best performers and use the toggles on the left to activate or deactivate campaigns as you need. In this case, the performance on these ads results are looking pretty good—so let's not turn any of these off for now.

Now, by clicking the **AdBeacon ROAS header** (shown in blue above), let's see what is not performing well and what ads we should turn off.

The screenshot shows the AdBeacon dashboard for Facebook. At the top, there are summary cards for Total Clicks (197,775, +6.1%), Amount Spent (\$134,447.77, +6.6%), Total Revenue (\$527,932.11, +4.2%), Total Orders (3,404, +6.2%), and ROAS (3.93, +2.2%). Below this is a navigation bar with 'Campaigns', 'Ad sets', and 'Ads' tabs. The 'Ads' tab is active, showing a table of ad performance metrics. The 'AdBeacon ROAS' column is highlighted in blue. The first three rows have their toggle switches circled in red. The table data is as follows:

| Off/On | Ad Name | AdBeacon ROAS | Facebook ROAS | AdBeacon AOV | Facebook AOV | AdBeacon Orders | Facebook Orders | Website Orders |
|-------------------------------------|---|---------------|---------------|--------------|--------------|-----------------|-----------------|----------------|
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 3 120202815358730575 | 0.73 | 7.13 | \$77.62 | \$118.60 | 7 | 45 | 45 |
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 3 120202815358780575 | 0.98 | 15.39 | \$110.05 | \$353.03 | 4 | 20 | 20 |
| <input checked="" type="checkbox"/> | MA_V22s_DEC LibHP_Get Upper Hand_Liberator HP - Copy 120203320353640575 | 1.12 | 7.68 | \$167.08 | \$127.40 | 1 | 9 | 9 |
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 120201836241860575 | 1.48 | 5.72 | \$164.50 | \$102.22 | 2 | 14 | 14 |
| <input checked="" type="checkbox"/> | MA_V15s_LastChance_WoahWoah_50% Off - Copy 2 120201836241860575 | 1.74 | 7.20 | \$131.34 | \$136.33 | 52 | 207 | 207 |
| | Total | 3.93 | 7.96 | \$155.09 | \$144.51 | 3,404 | 7,409 | 7,409 |

Here, we can quickly see the ads that are not performing and turn these ads off if needed using the toggles on the left. You can click the eyeball icon next to any of these ads to check it out and take note of any issues that may be impacting performance.

The screenshot shows the AdBeacon dashboard for Facebook. At the top, there are summary cards for Total Clicks (197,775, +6.1%), Amount Spent (\$134,447.77, +6.6%), and Total Revenue (\$527,932.11, +4.2%). Below this is a table of ad creatives with columns for 'Off/On', 'Ad Name', 'AdBeacon ROAS', 'Facebook ROAS', and 'AdBeacon AOV'. A red arrow points from the 'AdBeacon ROAS' column of the third row (1.12) to an 'Ad Preview' window on the right. The preview shows a black Sig P365 NITRON MICRO-COMPACT handgun holster on a rusty metal surface. The text in the preview reads: 'The Sig P365 NITRON MICRO-COMPACT is now on the California Compliant Roster! Check out the holsters for your P365, including the all-new IWBs such as the IncogX, Species, and Schema.' A 'Shop now' button is visible at the bottom right of the preview.

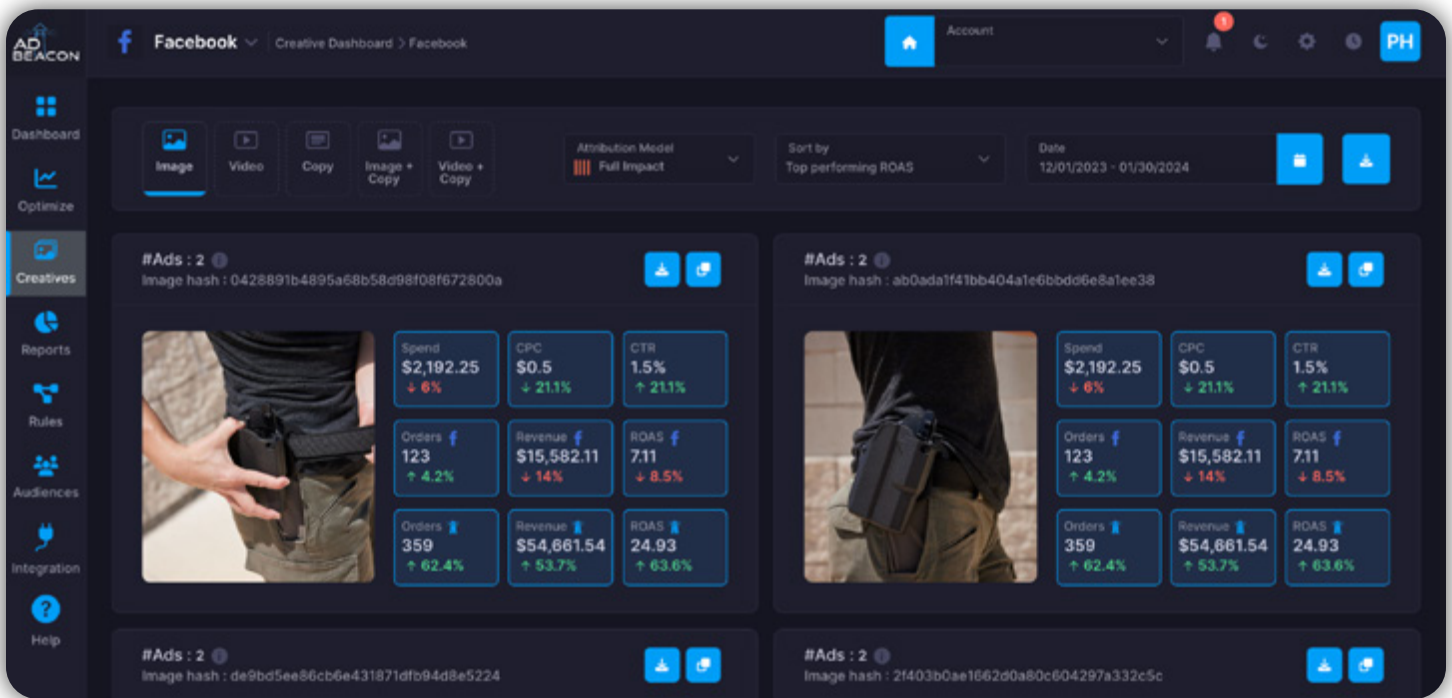
| Off/On | Ad Name | AdBeacon ROAS | Facebook ROAS | AdBeacon AOV | Facebook AOV |
|-------------------------------------|---|---------------|---------------|--------------|--------------|
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 3 120202815358730575 | 0.73 | 713 | \$77.62 | \$107.05 |
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 3 120202815358780575 | 0.96 | 15.30 | \$126.05 | \$130.00 |
| <input checked="" type="checkbox"/> | MA_V22s_DEC LibHP_Get Upper Hand_Liberator HP - Copy 120203320353640575 | 1.12 | 7.68 | \$167.08 | \$148.25 |
| <input checked="" type="checkbox"/> | SI Sig P365 The Sig - is added to CA Holsters for Sig P365 - Copy 120201830241860575 | 1.48 | 5.72 | \$184.50 | \$124.66 |
| <input checked="" type="checkbox"/> | MA_V15s_LastChance_WoahWoah_50% Off - Copy 2 120201830241860575 | 1.74 | 7.20 | \$131.34 | \$75.44 |
| Total | | 3.93 | 7.96 | \$155.09 | \$107.05 |

This is all at a very high level—so let's show you some quick, high-impact methods for finding ad creatives that you might want to eliminate so you can focus on your best creatives.

AdBeacon Action: Find Low-Performing Ad Creatives With a Click!

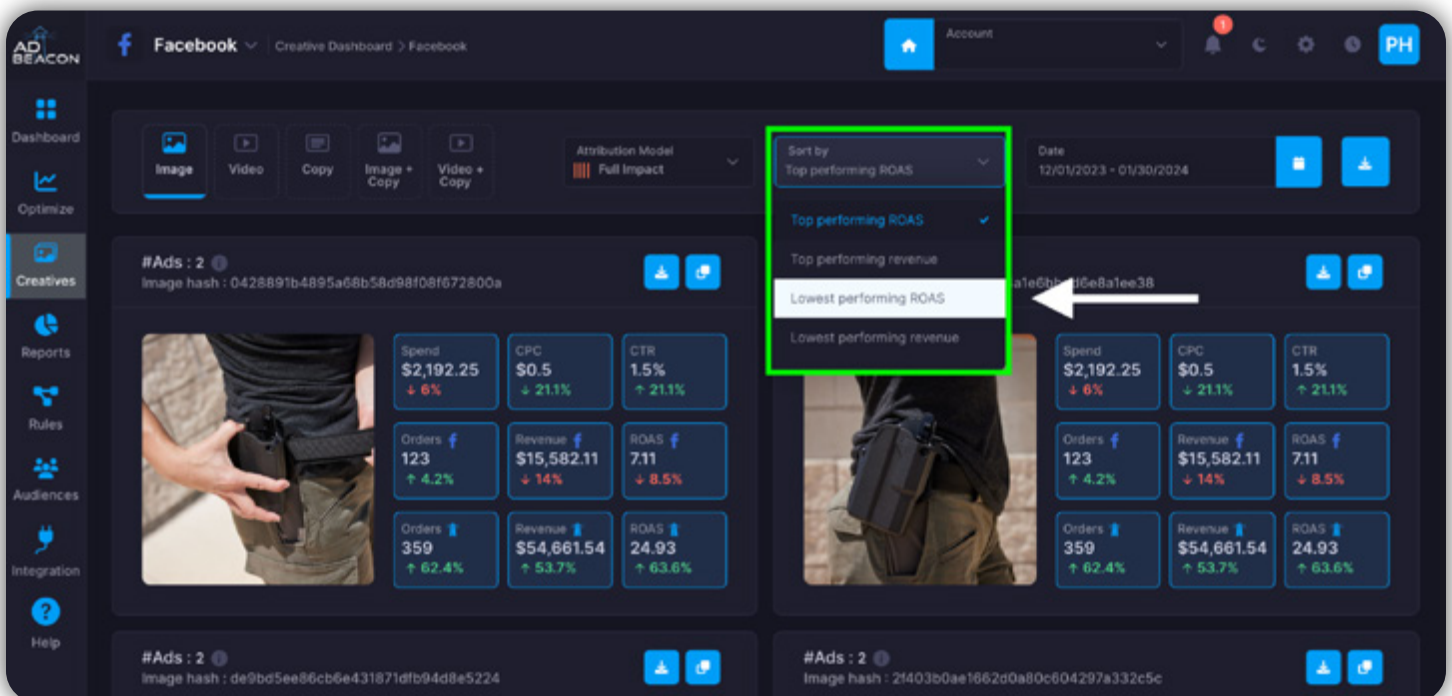
When choosing the creatives to eliminate, you need data and the visuals in one place. AdBeacon provides this combination in our **Creatives** dashboard—so this is where we are going to begin this exercise.

Open AdBeacon and select **Creatives** from the navigation menu on the left side of your dashboard. You will see something similar to the snapshot below.

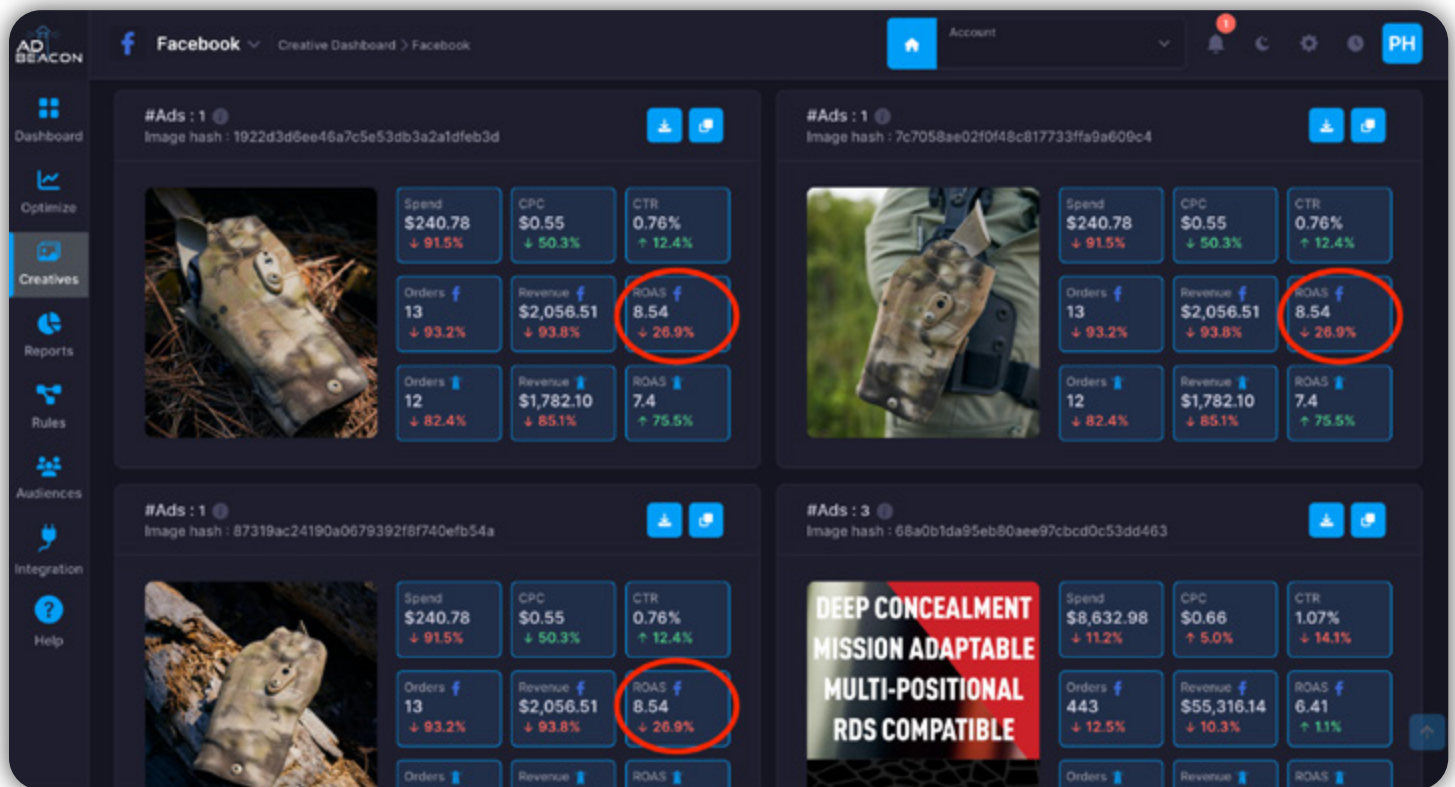


Once you are in your **Creatives** dashboard, you have a range of options to explore, but for now let's focus on finding the creatives that might be burning your ad spend.

The first method is to select the **Sort By** drop-down option and choose the option for **Lowest Performing ROAS**.



You could also sort by **Lowest Performing Revenue** if you like, but for this example, we are going to look at ROAS.



You have now stored your lowest-performing ad creatives overall. You can sort by image, video, ad copy, etc., to gain more context—but in short, you can quickly pinpoint and eliminate your lowest-performing ads with a click.

AdBeacon is taking all your ad creatives data and making it simple to sort your winners and non-performers. Removing your lowest-performing ad creatives will refocus your budget to your winning ad creatives and keep you from burning ad spend.

NEVER STOP REDUCING WASTED AD SPEND

There are endless ways to test, track, and stop burning wasted ad spend. The examples provided are just scratching the surface of what you can do with the data AdBeacon provides.

While you scale up your success you need to always be on the lookout for where you use your budget more effectively. From audiences and ad creatives to campaigns and A/B testing, there are more ways to keep your costs in check than we can fit into a single overview.

So remember, as you gain traction and hone in your campaigns, be sure to test your way to success so you can keep revenues streaming in and profits healthy.

The only way forward is through the smarter (and faster) use of the best data you can get your hands on. In other words, AdBeacon data.

LOOKING TO THE DATA-DRIVEN FUTURE WITH **ADBEACON**

Successful marketing starts with an understanding of data.

Effective marketing is all about the **actions** you can take with the data. AdBeacon is committed to not just giving you the first-party data you need, but also tools to make the smartest and most profitable decisions for brands, advertisers, and agencies alike.

We connect the dots, make sense out of the chaos, and make the data simpler to understand so you can take accurate action faster. The preceding pages have shown you how to unlock your best customers, maximize new customer acquisition, increase your LTV, and keep your ad costs in check.

If there was one recipe for success that applies to every marketer (and business) in the world—this is it.

AdBeacon is committed to leading the data-driven future for digital marketers everywhere and we welcome you to join us.

Your partners in marketing success,

