

THE PRACTICAL STARTUP MARKETING GUIDE TO ONLINE ADVERTISING



How to develop and measure your first online advertising campaign.

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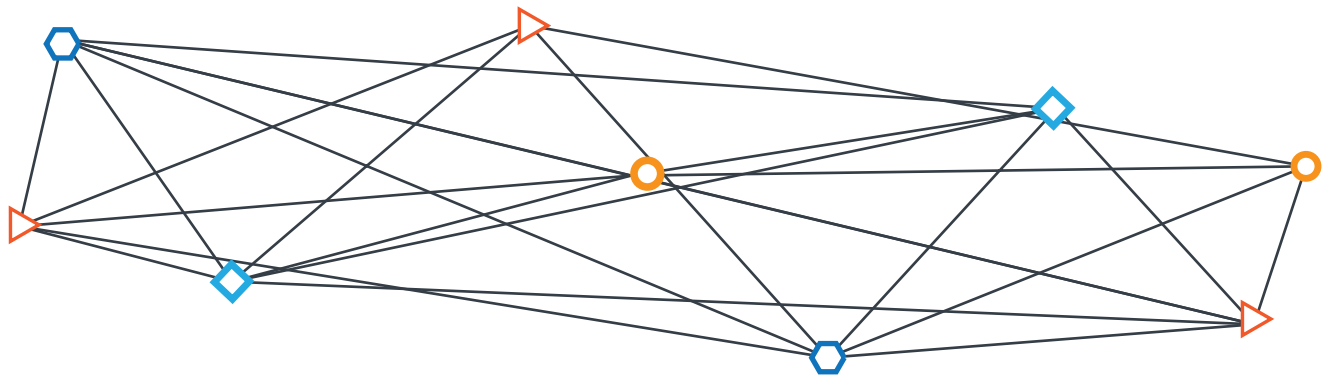
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INTRODUCTION

Why online advertising?

For many startups, online advertising brings to mind big budgets, complicated analysis and a lot of creative work. It can feel like one of those marketing activities that you reluctantly have to try after all other channels have been tested.

At its core, the science of success behind online advertising is really quite simple: **It's about supplementing your current marketing activities to accelerate lead generation.** By using the messaging and positioning you already have, and through experimentation and measurement, advertising will help you generate more leads faster, and at a lower cost than most other channels.

After reading this guide, you'll know where online advertising shines best amongst your existing marketing channels and how to create and measure your first campaign.

THE BASICS:

Goals, Leads, Results.

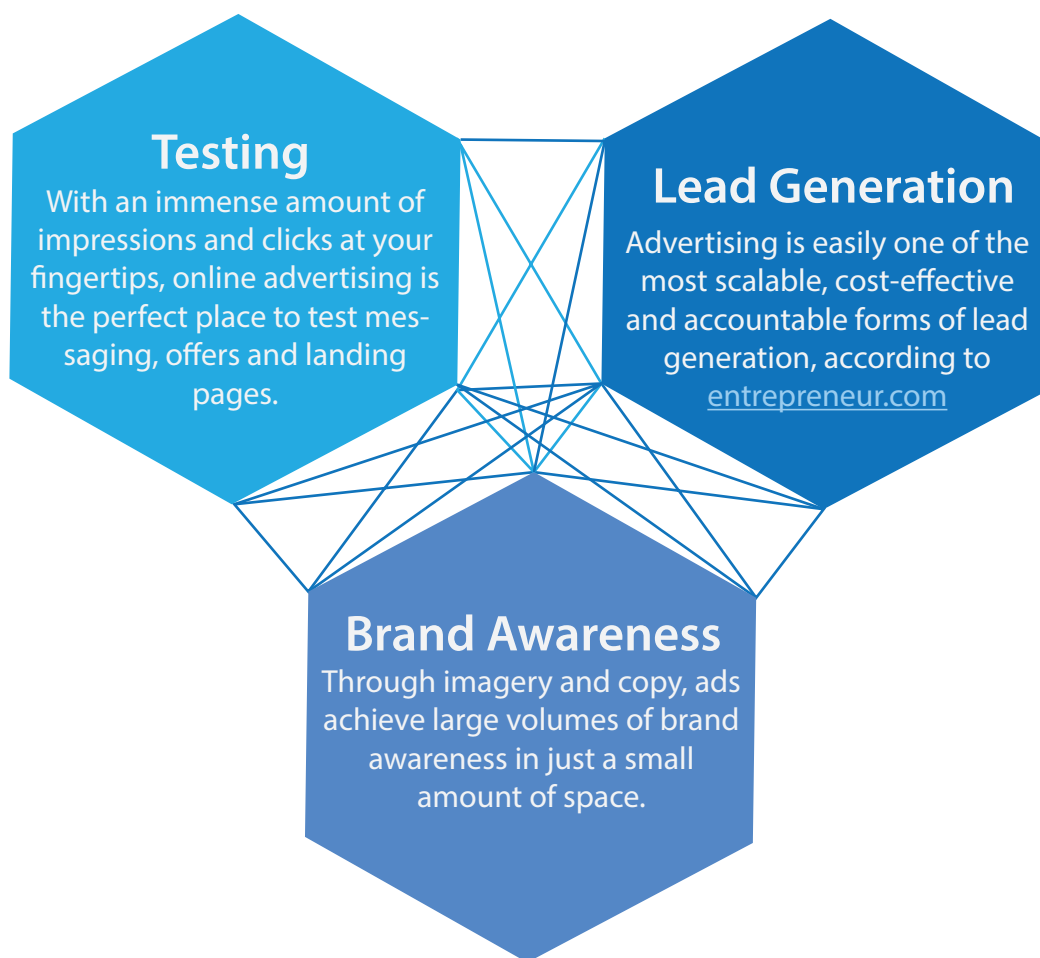


In this section, you'll learn how online advertising sits at the intersection of your current marketing goals and new lead generation. You'll also see how it leads to both immediate and longer-term results for your business and bottom line.

Aligning Marketing Goals

What can online advertising achieve for your marketing goals?

Advertising plays an important role in three of the most critical areas of marketing:



Acquiring Users

How online advertising benefits lead generation at every stage of your product.

Like many startups we talk to, your product may also be in beta. Online advertising works well both for products in beta and that are generally available -- they just require a different approach.





Beta Users

Advertising provides a broader range of locations to source beta leads that you may not be able to reach otherwise.

It is a great way to quickly test market appeal to your messaging and offers with the large volume of available impressions and clicks.

Customers

If/when your product is generally available, advertising is a no-brainer, giving you access to placements you may not be able to get otherwise.

Since your product is available to all, you have an even larger audience that you can reach and convert.



Long Tail Effects of Advertising

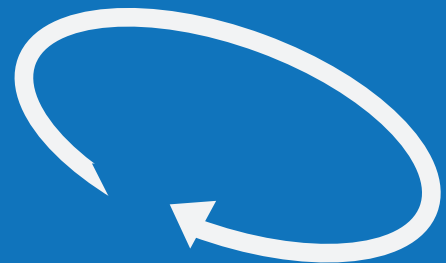
Setting immediate and long term expectations

Advertising is an effective way to quickly reach and convert customers that are aware of the problem you solve, but it also requires patience to realize many of the long tail effects.

THE LONG TAIL EFFECT

Advertising is not always about the immediate reaction. At [Carbon Ads](#), for example, we often have people contact us at the beginning of each month asking about an ad they saw last month that they meant to check out but didn't bookmark.

Running multiple ads over a period of time will have the long-term effect of capturing people once they're truly ready to purchase.



WHERE TO ADVERTISE:

The Top Four Online Advertising Channels



When crafting an online advertising strategy, it's important to carefully choose where your ads should appear. At the core, it's where your prospects are!

Below are the top advertising spots startups should consider, and how each works:

1. Social Media

Benefit: Brand awareness; turning long tail into immediate action

Why: Advertising on social media plays nicely with your existing social media activity. While your company social media accounts may be focused on educating the market and nurturing prospects, ads are there to catch those that are ready to convert today.

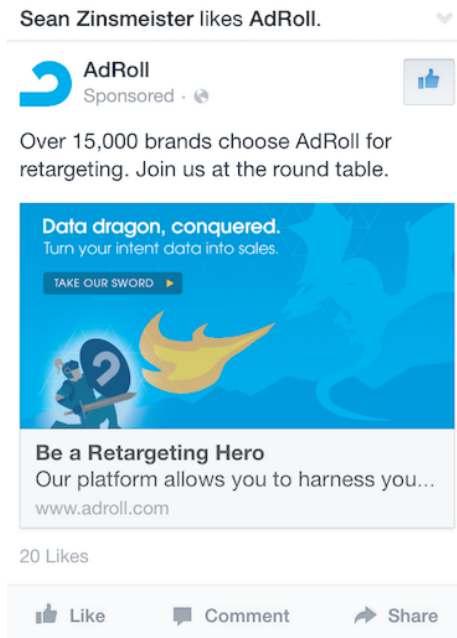
How:

- ▶ **Avoid being too formal** by instead talking like others do naturally on social media.
- ▶ Show your brand's **personality** so the ad feels genuine and on-brand.
- ▶ Be **succinct**. You only have a few seconds to catch their eye -- make it good!
- ▶ Always include a **call to action (CTA)**. Make it clear what you want them to do.
- ▶ Include an **image** for visual impact to boost click-through rates (CTRs). On Twitter, for example, including an image can [boost engagement by 94%](#)!

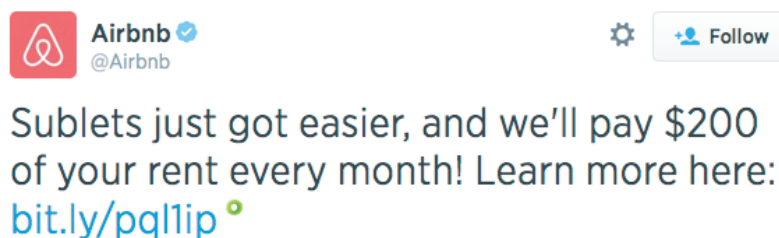
[Facebook Advertising](#) and [Boosted Posts](#), as well as [Twitter Advertising](#) and [Promoted Tweets](#), are great examples of advertising on social media.

- ▶ **Interaction:** Each of these programs show your ads and content right on the homepage, allowing users to interact with it like they do any other piece of content on social media.
- ▶ **Reach:** They expand your reach to new potential customers who can interact with your content by commenting, liking, favoriting, retweeting, etc.
- ▶ **Followers:** Brands also report a notable increase in followers through these social advertising options since the brand visibility increases significantly.

You can also use Facebook and Twitter to target the friends of those who currently follow you, tapping into a market that is ready to hear about you. For example, when you visit a company's Facebook page or view their ad in your News Feed, Facebook will show you which of your friends like that page. This is great for social proof, and something other advertising channels cannot provide.



Here is an example of a successful Promoted Tweet that achieved a 4% engagement rate:



The reason it worked so well:

- ▶ Airbnb used informal language to fit in with how others normally talk on social media.
- ▶ They generated excitement through their **brand personality**.
- ▶ Airbnb offered an incentive in their **CTA**.
- ▶ Through Twitter's ad targeting, they were able to access an untapped **qualified audience** that fit their ideal customer profile, thus expanding their reach.

2. Direct Display

Benefit: Visual; reach untapped audiences.

Why: With Direct Display ads, you can buy ad space from industry-specific publishers who have a similar audience as you. Knowing exactly where your ad will be placed provides you with the context you need to craft your ad to appeal to a particular audience.

How:

- ▶ Create **visually appealing** ads. Adding images and logos is recommended.
- ▶ Include **1-2 colors** in your ad.
- ▶ Take advantage of **white space** because it draws in attention.
- ▶ Use **succinct copy**. You only have a few seconds to capture their attention!
- ▶ Include a strong **CTA**. You need to be outright with what you want them to do.

Here is an example of a [Direct Display](#) ad with one of the highest CTRs across our networks:



This ad performed in the top 20% across our network. It also performed 37% better than other ads this advertiser ran in their campaign. This is a great example of A/B testing in action!

The reason it had one of the highest CTRs:

- ▶ The ad is **simple** and **succinct**.
- ▶ They used **color and creative imagery** to attract attention.
- ▶ The **CTA** sets a clear expectation of what will happen once they click through.

This ad in particular worked so well where it was shown because the design fit the placement perfectly. It appeared on one of our [one-ad-per-page networks](#), and many of these publisher sites are much more creative and design-focused, which is why these ads fit right in!

3. Programmatic Display

Benefit: Less expensive than Direct Display; real-time advertising capabilities

Why: We often encourage first time buyers to start off with the cheaper method of [Programmatic Display](#) as it automates the process of ad placement based on ad space availability and price. This provides you with a real-time approach to advertising at a lower price point. Programmatic Display can also serve as a “marketing hack” to target AdSense for a specific site at a much lower CPM.

How:

- ▶ Programmatic Display ads follow the same guidelines as Direct Display ads:
 - ▶ Create visually appealing ads. Adding images and logos is recommended.
 - ▶ Include 1-2 colors in your ad.
 - ▶ Take advantage of white space because it draws in attention.
 - ▶ Use succinct copy. You only have a few seconds to capture their attention!
 - ▶ Include a strong CTA. You need to be outright with what you want them to do.
- ▶ Many times, the same ads from direct display can be used for programmatic display.



LUKE THOMAS Growth Marketer at Safari

"As a marketer, there are many niche places for placement targeting on Google. This allows you to select what sites you want your ads to show up on while also bypassing pushy sales people and extraordinary price markups. Newspapers I've dealt with charge \$10 CPM, but with Programmatic Display, I've seen \$2 CPM. The lesson is, don't be afraid to get creative!"

4. Retargeting

Benefit: Nurture leads; reiterate your top benefits to prospects

Why: Retargeting is a piece of the marketing puzzle that certainly should not be overlooked. Often times, we hear advertisers say that retargeting is in fact their best performing advertising channel. Retargeting works so well because you're reaching interested customers and pulling them back in. Retargeting must, however, be run alongside other advertising channels, such as Direct Display, as you can quickly dry up your interested audience.

How:

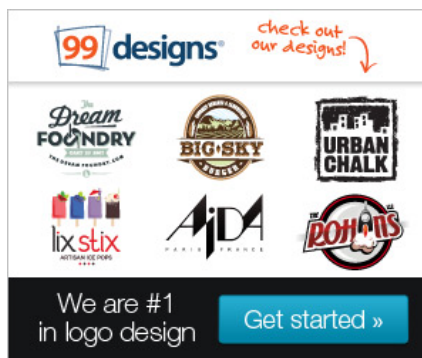
- ▶ Ads must be **visually appealing**, and typically branded with a logo or brand coloring, to attract the attention of your previous visitors.
- ▶ Include a **strong CTA**. We recommend advertisers pull visitors back in with a discount or special offer to entice them to come back. This tactic has proved to be the most effective way for retargeting to work.

- ▶ Ad copy should be **very specific** about why you're advertising to a previous visitor (i.e. if they added a product to their online shopping cart, they've expressed intention, so advertising that product through retargeting would be a very targeted way to **get them back**).

[AdRoll](#) and [Perfect Audience](#) are two well-known platforms on which companies run retargeting campaigns. Here you can customize your targeting (even down to specific customer lists and web pages) and reach your audience across mobile, Facebook, Twitter and the web.

Retargeting + Display Advertising

Here is an example of a retargeting display ad where [99designs](#) experienced a 134% boost in incremental revenue* using Perfect Audience:



The reason it worked so well:

- ▶ The copy is **simple and succinct**.
- ▶ They use **imagery** well for the purpose of **validation**.
- ▶ Their **CTA** is easy to find and clearly explains what will happen when they click.

There are a few other ways advertisers can get creative with retargeting:

Retargeting + Email Marketing

Going a bit deeper, REI integrated email marketing with their retargeting campaign. One of the BuySellAds team members recently was on REI.com and visited four products. The next day, he received this email.


Take a Peek—This May Be Just What You Need

SHOP REI | REI-OUTLET | TRAVEL WITH REI | DEALS
CAMP & HIKE | CLIMB | CYCLE | FITNESS | RUN | PADDLE

LOOKS LIKE YOU'RE GOING PLACES


Keep the journey going. We'll help you get the things you need here so you can get out there.

GOOD NEWS—IT SHIPS FOR FREE
With your purchase of \$50 or more. [GET DETAILS >](#)




▶ **LOUIS GARNEAU TRI LITE BIKE SHOES - MEN'S - 2013 CLOSEOUT**
Featherweight and fast at transitions, the men's Louis Garneau Tri Lite Bike Shoes deliver the power transfer needed by competitive triathlete...

▶ CHECK IT OUT




▶ **THERM-A-REST PROLITE SLEEPING PAD**
Lighter than its predecessor, this 3-season Therm-a-Rest ProLite sleeping pad is one of the lightest, most compact, self-inflating mattresses ...

▶ CHECK IT OUT



▶ **BEAR GRYLLS 0 SLEEPING BAG - WOMEN'S - 2013 CLOSEOUT**
The synthetic-fill Bear Grylls 0 Sleeping Bag for women is built to keep you warm and comfortable on your next backpacking excursion above t...

▶ CHECK IT OUT



▶ **STANSPORT PROPANE GRILL STOVE WITH PIEZO - 2012 CLOSEOUT**
Bring your backyard grilling skills to the campsite with the Stansport Propane Grill stove with Piezo. It fires up quickly without matches a...

▶ CHECK IT OUT

STILL HAVE EXPLORING TO DO?
We have lots more gear to discover at REI.com.
And if you're not quite sure what you need, we can help with our [Expert Advice](#).

So rather than just retargeting him with ads after he left the site, they directly contacted him with the exact products he was most interested in and provided a CTA to revisit them! Intrusive? A bit. Effective? Because it's much more direct, yes!

Retargeting + Social Media

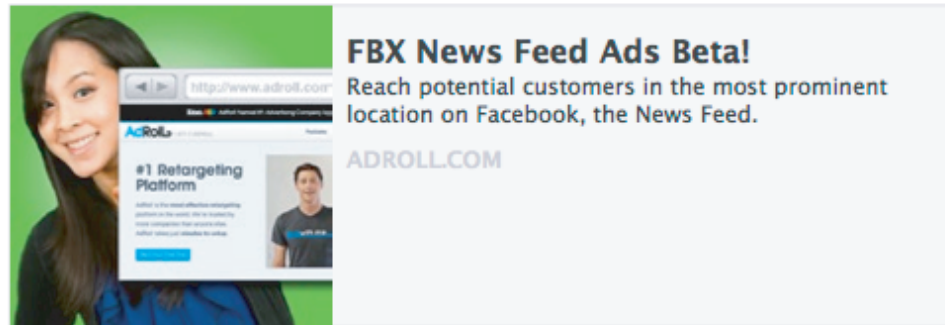
Retargeting also works well with social media efforts. [AdRoll](#) and [Perfect Audience](#) both offer options to retarget their website visitors on social media. Naturally, both run Facebook News Feed retargeting ads, like this one from AdRoll:



AdRoll

You've been to our site and now you're seeing retargeting in action.

Comment to let us know if you're excited about retargeting in the News Feed!



Like · Comment · Share · 144 55 20 · Sponsored

UPPING THE ANTE

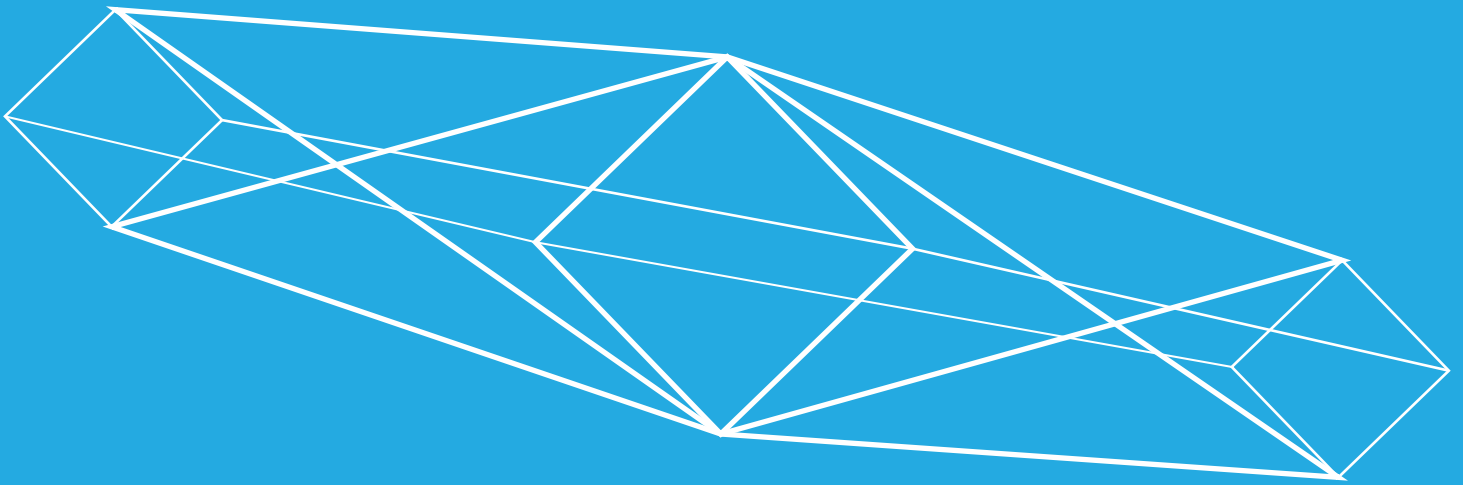
If you're looking to work with the most influential bloggers and websites in your industry, there is one other option. With [Carbon Ads](#) you can further target your ads to very specific niches and guarantee that you're the only advertiser on that page. We reach developers, designers, user experience professionals, and startup business folks. That means more attention, a better CTR, and more customer interactions. What could be better?!



Visit our site to learn more about [Carbon Ads!](#)

HOW TO DO IT:

Landing Page and Display Ad Best Practices

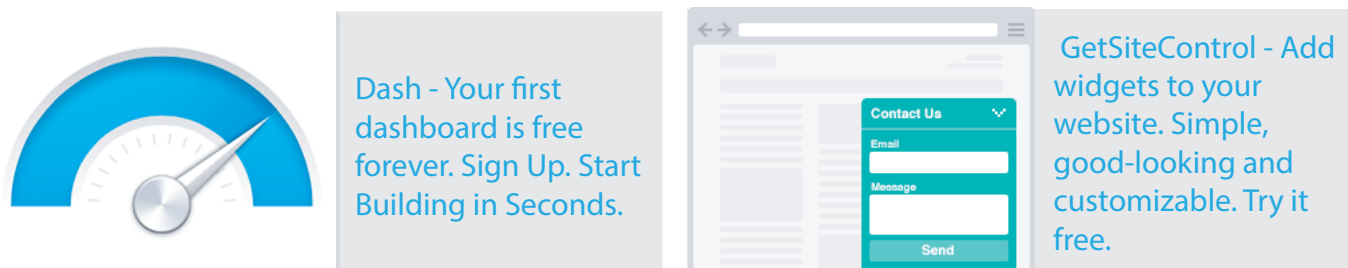


Synchronizing landing pages with ads is the most important piece of the puzzle of any well-designed advertising campaign. Even with the best ad placements and large volumes of impressions and page views, it's up to your ads and landing pages to convert people. In this section, you'll learn how to create great ads and landing pages that *do* convert.

How to Create An Attention Grabbing Display Ad

- ◆ **Clean and visually appealing.** Use bold colors and fonts as well as images and logos. **Concise copy.** Keep it short and focused on the benefit you provide to customers.
- ◆ **A clear CTA.** Purposefully lay out your ad to [draw their eye to the button](#). Even better, use a bright-colored button to really draw attention to it!
- ◆ **Fit the design to the platform.** Where your ad is going to be displayed can determine how you should design it in terms of size, colors and imagery. Be sure to also adhere to each publisher's guidelines as they may differ from each other.


Here are a few examples of successful display ads from our customers:



Dash - Your first dashboard is free forever. Sign Up. Start Building in Seconds.

GetSiteControl - Add widgets to your website. Simple, good-looking and customizable. Try it free.

These two ads were run on publisher sites including [ignore the code](#), [Matt Gemmell](#), and [ASYMCO](#). Dash and GetSightControl both did a great job fitting these ads to the branding and audience of the three publisher sites they were placed, on which led to successful campaign results for each of them.



Eat24
Another interesting (and comical) example of a successful display campaign is from Eat24. Eat24 took a big bet when advertising somewhere no one else advertises: porn websites. [This article](#) explains why they decided to advertise on this type of site and how they modified their campaign to fit this audience -- something every advertiser must take into account to effectively fit their ad to the platform. ([We do caution you though: this article is not for the faint of heart and could be NSFW.](#))

GET IT DELIVERED →



What we like about these ads:

- ◆ **Simplicity:** This allows people to focus in on what is being advertised. Clarity is key!
- ◆ **Illustrations:** People's eyes are naturally drawn to images over text.
- ◆ **Good CTA:** Each ad sets the expectation of what you'll get once you click through.

How to Create a Landing Page That Converts



Align your headline copy with ad copy. The more in sync your copy is, the more likely your visitor will be to follow along with your message and convert.



Keep it simple and clear. Clarity almost always trumps persuasion. Promise to solve a specific, unique problem for your visitor!



Use keywords in your headline. Not only will this enhance your SEO, it will also help you speak your customer's language by using words they use.



Remove navigation links. Eliminate distractions to keep your visitor focused on converting rather than bouncing.



CTA. A great landing page needs to communicate what the visitor should do. The best way to do this is to use a call-to-action button that is composed of great copy and attention-grabbing design.



Optimize your form. Use fewer fields to optimize for lead quantity or more fields to optimize for lead quality.



Use an image or video. [Adding visuals to your landing pages will significantly boost submission rates.](#)



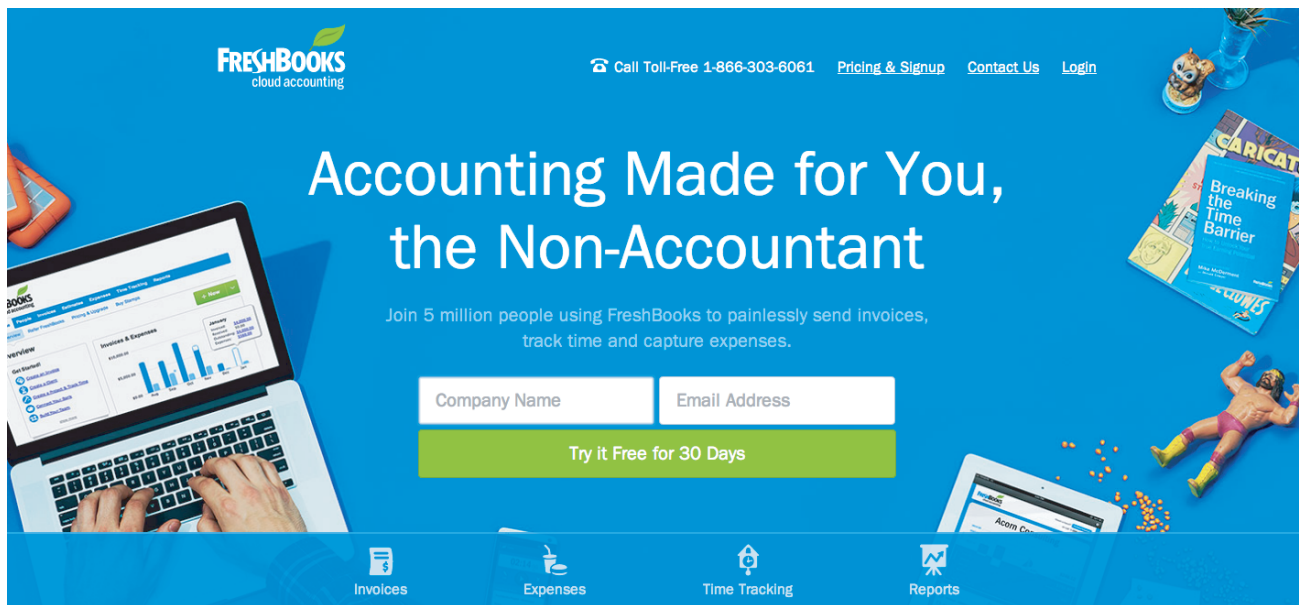
Social Validation. No one wants to be the first to try something new. There is customer logos and/or press mentions on your page.



Offer a high touch and low touch goal:

Related to your CTA, you should consider two separate offers for your landing page: the first to appeal to those ready and able to convert today, and the second to those that need more time to decide. For example, if your product costs \$100 and a portion of your target market perceives that as a very high price point, it's a good idea to offer a free trial, sample, or an eBook download to get them in the door and allow them to further consider your product.

Here's an example of a landing page that does a great job focusing on the benefits:

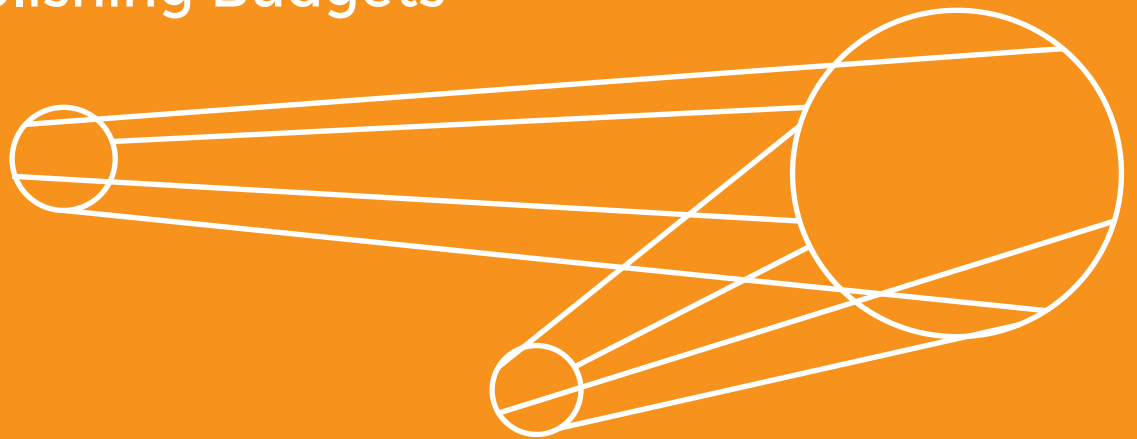


What we like about this page:

- ◆ Clean **design** with good imagery.
- ◆ A strong focus on the **benefit** to the visitor.
- ◆ A clear **navigation** path from messaging to the conversion form.
- ◆ An obvious **CTA** with an incentive of a 30-day free trial.
- ◆ **Social validation** of 5 million existing FreshBooks customers.

MEASURING UP:

Measuring KPIs, Setting Up Conversion Tracking
and Establishing Budgets

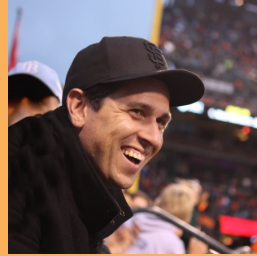


The Funnel: Measuring KPIs

Many startups focus on the wrong metrics when it comes to growth and marketing. Or worse, they focus on too many metrics, which distracts from what really matters -- growth! [Zach Onisko](#) and his team at [CreativeMarket.com](#) have defined just three main KPIs to focus on to track their marketing growth. "Those KPIs are unique visitors, user registrations and revenue, and they essentially make up our funnel," said Onisko.

How CreativeMarket thinks about scaling online advertising and budgeting spend:

24% growth
over **20** months



"Using multiple marketing channels such as content, SEO, social media and partner programs in parallel with online advertising, we've been growing at an average rate of 24% month over month revenue for over 20 consecutive months!"

*- Zach Onisko
Chief Growth Officer at CreativeMarket*

Creative
MARKET

Onisko explains that, "At a bare minimum, we knew that if we wanted to scale paid marketing, we would need to make sure that for every dollar we spent, we would need to earn a dollar. However, we don't operate with zero overhead, so the 1:1 ratio doesn't work. Our general rule of thumb is to pay to acquire users for a third of our average user's LTV (lifetime value)."

"Many companies calculate their LTV differently, but it always has the same general definition: The average amount of money your average customer will spend in his or her lifetime as an active user. Simply put, an LTV is what a user of a service is worth. We calculate our LTV by capturing transaction data within a 30-day window and multiply the average number of transaction per user by the average revenue per user by our profit margin."

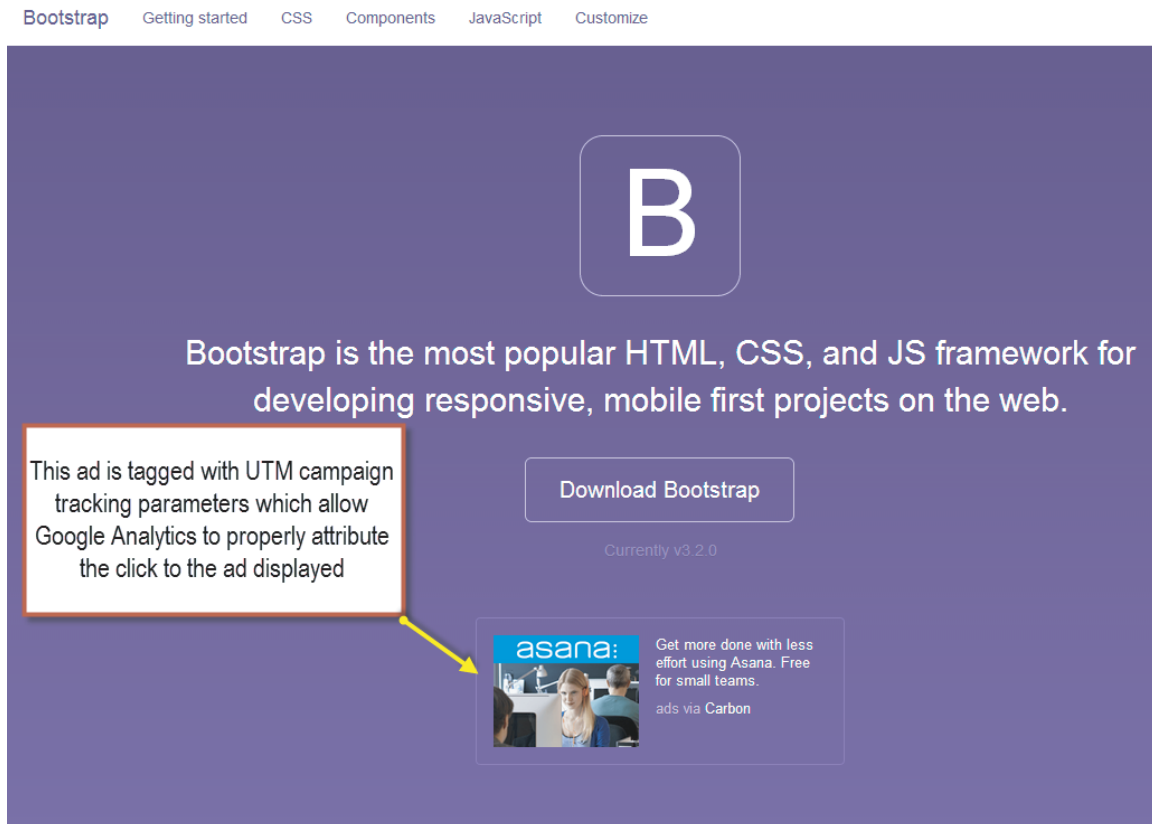
The results:

"Using multiple marketing channels such as content, SEO, social media and partner programs in parallel with online advertising, we've been growing at an average rate of 24% month over month revenue for over 20 consecutive months!" said Onisko.

How to Configure Conversion Tracking

One of the most frequent questions we get from customers is how to track conversions to determine the ROI. Below, [Yehoshua Coren](#) of [Analytics Ninja](#) shows you how to set up conversion tracking and understand what metrics you should be tracking.

In order to track an ad from click to conversion, each step of the process needs to be properly configured for Google Analytics to model the user behavior properly. We're going to use [asana.com](#) as an example. Asana is a SaaS product that is used for project management and team collaboration.



In order for Google Analytics to know that the user who arrived at [asana.com](#) had clicked on the ad, the advertiser needs to append tracking parameters to their destination URL.

For example, this advertiser is using the following destination URL in their [Carbon Ad](#).

https://asana.com/carbon?utm_source=Carbon&utm_medium=pd&utm_campaign=girlGTD

Let's break up the tracking parameters into component parts:

utm_source = Carbon

utm_medium = pd

utm_campaign = girlGTD

MEASURING UP: Measuring KPIs, Setting Up Conversion Tracking and Establishing Budgets

When determining your tagging strategy, the best place to start is with the “Medium”. The medium in Google Analytics describes “what type of traffic” it is. This should be closely associated with the way you think of a marketing channel. In this case, Asana is using “pd.” Ideally, this should be renamed to something more descriptive of “what type of traffic” this is, such as “banner”, “display”, or “cpm.”

Next, we move onto the “Source” parameter. Asana is describing their traffic source as “Carbon.” I think that this works well as it would be very easy for them to compare traffic that comes from the [Carbon Ads network](#) vs. other networks. Personally, I prefer using more verbose language in my tags, so would probably use “Carbon Ads”.

The “Campaign” parameter describes, you guessed it, which ad campaign is running. In this case, Asana is using “girlGTD”. I seen another ad of their where they’ve used “rdblck”. Again, I prefer using less cryptic language in my tagging parameters. Let’s assume that the main piece of information they are trying to measure is the effectiveness of girls vs. guys in their ads. I’m going to choose “girl image 001” as a sample campaign name.

Lastly, if Asana wanted to test the effective of their ad creative, they could use the `utm_content` parameter and populate it with a core portion of their messaging (“get more done with less effort”).

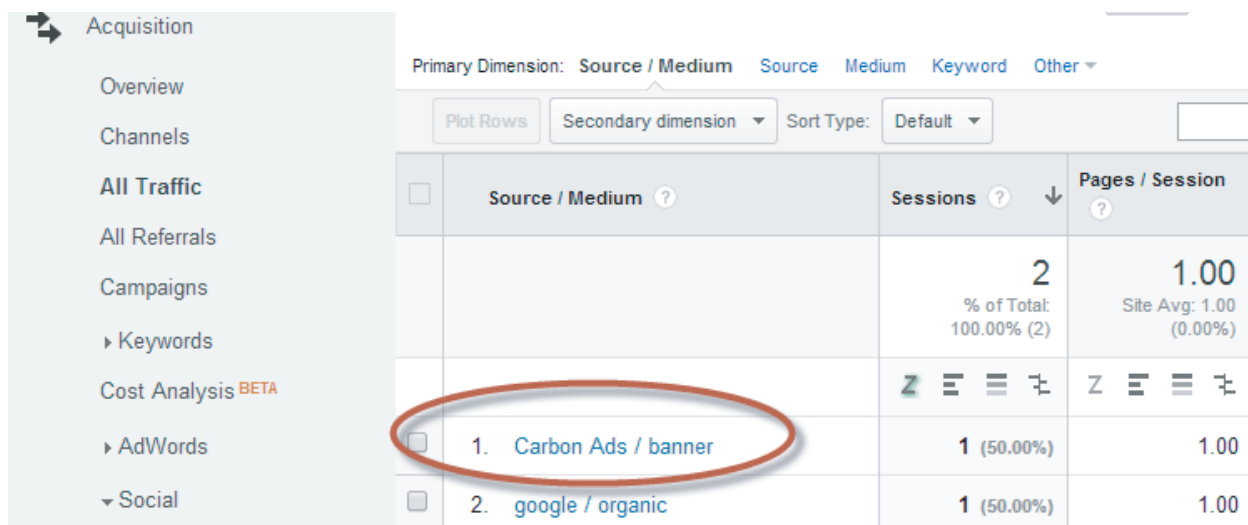
Our new campaign tag is:

```
https://asana.com/carbon?utm_source=Carbon%20Ads&utm_medium=banner&utm_campaign=girl%20image%20001%20get%20more%20done%20with%20less%20effort
```

(Notice the %20 throughout the URL. This inserts a space in between the words.)

Bonus: [a very thorough guide to campaign tagging.](#)

When a user lands on the Asana site, the following Source / Medium will be set by the campaign parameters:



The screenshot shows the Google Analytics Acquisition report. The primary dimension is set to 'Source / Medium'. The report shows two rows of traffic:

Source / Medium	Sessions	Pages / Session
1. Carbon Ads / banner	1 (50.00%)	1.00
2. google / organic	1 (50.00%)	1.00

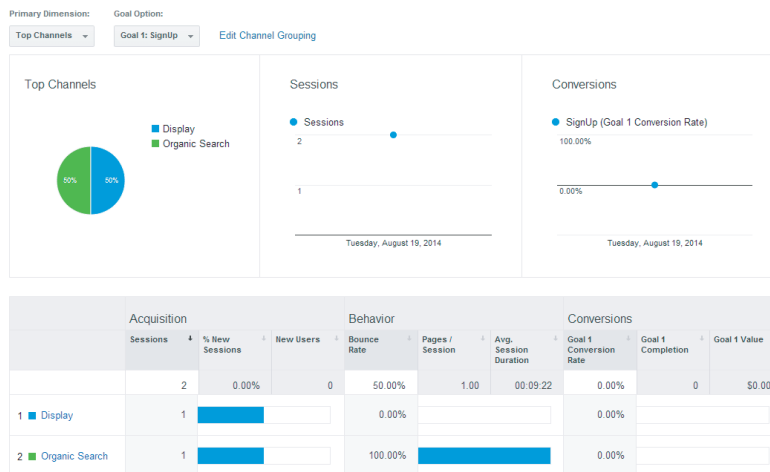
The 'Carbon Ads / banner' row is circled in red in the original image.

MEASURING UP: Measuring KPIs, Setting Up Conversion Tracking and Establishing Budgets

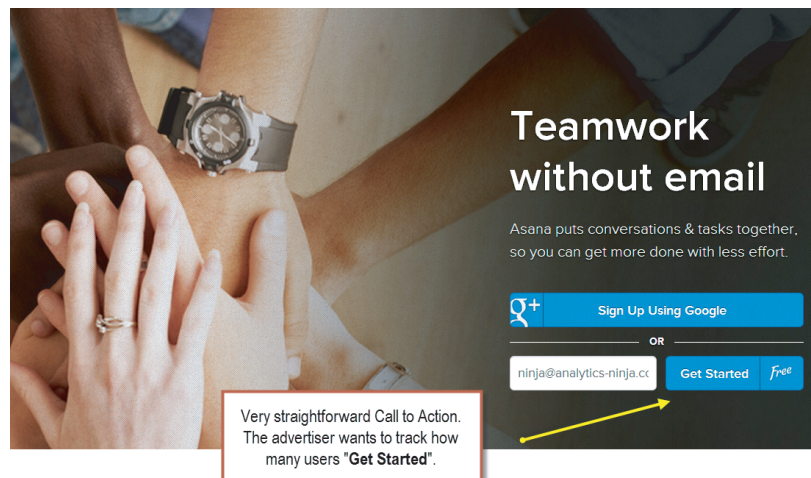
As we drill down into the Campaign and Ad Content, we see the values set by our tagging there as well:

Acquisition		Sessions	% New Sessions
		1	0.00%
		% of Total: 50.00% (2)	Site Avg: 0.00% (0.00%)
1. girl image 001	get more done with less effort	1 (100.00%)	0.00%

Since the “medium” we chose was “banner”, the system automatically groups the traffic into the proper Channel. The following is the Acquisition Overview report.



This is the landing page a visitor comes to after clicking through from the Carbon Ad.



MEASURING UP: Measuring KPIs, Setting Up Conversion Tracking and Establishing Budgets

Now that the user has properly identified as having clicked on the Carbon Ad, we want to know if they are taking an action we desire on the site. In other words, do they achieve a "Goal" and can it be counted as a "Conversion"?

For many sites, there is a "thank you page" that a user reaches when they have completed a task such as making a purchase or registering. If that is the case, then that "thank you page" URL is entered in as a Goal in the Google Analytics Admin section for the particular view.

The image shows a screenshot of the Google Analytics Admin interface. On the left, a sidebar menu has 'Goals' highlighted with a blue arrow. The main content area is divided into two sections: '1 Goal description' and '2 Goal details'. In the 'Goal description' section, the 'Name' field contains 'Use a descriptive name' in a red box. Below it, the 'Type' section has radio buttons for 'Destination', 'Duration', 'Pages/Screens per session', and 'Event'. In the 'Goal details' section, the 'Destination' field is set to 'Regular expression' with the value '/thank-you.html' in a red box. Below that, the 'Value' section has a toggle for 'On' and a text input with '2.5' and '\$USD' in a red box. A note below the value field says 'Assign a monetary value to the conversion...'. A separate red box on the right contains the text: 'For non ecommerce sites, your goals should represent economic value'.

The Asana site does not have a Thank You page. Rather, they use some javascript to identify whether or not the user has submitted their email address.

The image shows a screenshot of an Asana sign-up confirmation email notification. The notification is a white box with a green checkmark icon and the text 'Please check your email.' Below this, it says 'To complete your sign up, click the verification link in the confirmation email sent to: ninja@analytics-ninja.com'. At the bottom of the notification, there are social media icons for Twitter and Facebook, and a 'Follow' button. A red box on the left contains the text: 'Submitting my email address does not bring me to a "thank you" page, so we'll need to use Event Tracking or a "virtual pageview" to let GA know that the desired action was taken'.

MEASURING UP: Measuring KPIs, Setting Up Conversion Tracking and Establishing Budgets

That modal overlay fires some basic custom code which sends an "Event" into Google Analytics. Events Tracking is simply another way to model user behavior on the site. As opposed to the behavior being loading a page (a pageview), behaviors such as video views, form submissions, adding items to cart, or any other site interaction are custom categorized and defined.

```
Page Title      : Asana · Teamwork without email
Host Name      : asana.com
Page           : /
Referring URL  : https://www.google.com/
Hit ID        : 1383670790
Hit Type       : event
Event Name     : SignUp
Event Type     : Create
Event Label    : https://asana.com/
Visitor ID    : 1141497690
Session Count  : 1
Session Time - First : Tue Aug 19 2014 11:54:55 GMT 0300 (Jerusalem Daylight Time)
Session Time - Last  : Tue Aug 19 2014 11:54:55 GMT 0300 (Jerusalem Daylight Time)
Session Time - Current : Tue Aug 19 2014
Campaign Time  : Tue Aug 19 2014
Campaign Session : 1
Campaign Count  : 1
Campaign Source : google
Campaign Medium : organic
Campaign Name   : (organic)
Campaign Term   : (not provided);
Language       : en-us
Encoding       : UTF-8
Flash Version   : 14.0 r0
Java Enabled    : true
Screen Resolution : 1920x1200
```

Event Tracking indicating that there was a signup and which page the user was on.

The screenshot shows the Google Analytics navigation menu on the left with 'Behavior' selected and 'Top Events' highlighted. The main content area displays the 'Top Events Report' table. The table has columns for Event Category, Event Action, Total Events, and Unique Events. The first row shows 'SignUp' with 3 total events and 2 unique events.

Event Category	Event Action	Total Events	Unique Events
1. SignUp	Create	3(100.00%)	2(100.00%)

Events can also be captured in Google Analytics as a "Goal." In other words, you'll be able to answer the question, "What percentage of sessions had the following event happen one or more times?"

The screenshot shows the 'Goal details' configuration screen. The 'Goal type' is set to 'Event'. Under 'Event conditions', the 'Category' is set to 'SignUp', 'Action' is 'Create', and 'Label' is 'Label'. The 'Value' is set to 'Greater than' with a value of '2.5'. A text box with an arrow points to the 'Event' goal type selection, stating: 'Choose "Event" as Goal Type and set up the values of to match the data in your event tracking'.



MEASURING UP: Measuring KPIs, Setting Up Conversion Tracking and Establishing Budgets

Lastly, you'll notice that I've configured a "Goal Value." For a freemium model like Asana's, a simple Goal Value might be calculated as follows. The following is just an example, we do not know the Asana's real conversion rates or target CPAs.

"Let's say for every 1000 email submissions we receive, 20 turn into paying customers worth about \$125 each. That means that the total value of the email submissions was \$2500 (20 x 125). Since we had 1000 submissions, each email submission is worth \$2.50."

By using Goal Values in Google Analytics, you'll expose some very import metrics in your reports such as "per visit goal value."

Properly identified marketing channels are critical for efficient, meaningful analysis. A thoughtful, and consistently implemented, tagging convention is essential for Google Analytics to work as it should.

YEHOSHUA COREN

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Setting Your Budget

We typically recommend that customers start off with a budget of \$1,000-\$2,000/month for their first test campaign. The exact amount will vary depending on the advertising channel, however. Social media campaigns, for instance, typically cost less than direct advertising campaigns. Understanding where you will be advertising can help you hone in what budget you want to set within this initial range.

On [Carbon Ads](#), for example, we recommend a minimum spend of \$2,000/month. This usually gives you a 5-10% share of voice (SOV) which allows you to appear frequently enough to see results quickly. We don't recommend saturating the market past 18-20% SOV unless your only goal is generating brand awareness. Once you become comfortable with one channel at that budget level, you can then expand to other channels on which you'd like to place ads, what metrics you aim to impact, and what your overall advertising budget will be.

Starting Your First Campaign

Now that you've nailed the basics of setting up your first successful advertising campaign, see how we can help you buy quality, guaranteed advertising inventory directly from publishers?

We help advertisers reach creative audiences, including designers, developers, user experience professionals, and more. We know that advertising for the first time can be daunting and we're here to help.

FOUR EASY STEPS



1. Choose your ideal audience.



2. Design the perfect creative to match your landing page.



3. Secure the buy with Matthew.



4. Optimize and watch the leads flow!

[GET STARTED](#)



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Ready to get started? I'd love to help you set up a campaign across our network. We help dozens of marketers reach designers and developers each month. I'm happy to talk strategy, help plan, and always try to make a campaign as successful as possible!