

# 9 Tips for Your Performance Marketing



## 1. Trust the algorithm

Artificial intelligence greatly outpaces human calculations and learns from data to adjust strategies and optimize for your audience. Benefit from the most advanced form of AI, Deep Learning.



## 2. Partner with your vendor's support team

Be open with your feedback to allow them to react to the campaign in real-time.



## 3. Share all your goals

When you share an incomplete set of goals with your support team, you may achieve them, but often at the expense of broader objectives. A complete picture helps your support team fully scale your performance efforts.



## 4. Remove campaign limits

Budget limits can stunt your campaign's scale and limit key results. Work with an open budget on a cost-per-sale, cost-per-action or ROAS model once you trust your provider to deliver. This approach means you'll only pay for conversions, allowing algorithms to optimize bidding based on actual sales patterns and user behavior.



## 5. Embrace broad targeting

Restricting your target group doesn't necessarily yield better results. Deep Learning algorithms can interpret large datasets, identifying behavior patterns and intentions much faster than manual input. Rather than narrowly defined audiences, focus on CPC, CPA or ROAS goals to scale your campaigns and get optimal results.



## 6. Don't buy into the myths about multiple retargeting

Working with multiple retargeting vendors plays to everyone's strengths. Different algorithms interpret data in their own way so combining multiple vendors is a win-win for you without increasing costs.



## 7. Match creatives to campaign goals

Align creative formats with your objectives. Use dynamic templates to re-engage shoppers who have abandoned a cart or video banners for new product launches. Check if a tech provider offers various formats at no additional charge, each suited to different goals.



## 8. Use one source of data for attribution

For accurate campaign evaluation and conversion tracking, agree on the same source of data with your tech provider. This approach simplifies comparison across marketing channels and ensures more reliable reporting.



## 9. Remember mobile in-app retargeting

As of 2024, 63% of internet traffic comes from mobile sources. Worldwide, hours spent on mobile apps have doubled since 2020 to reach a cumulative 16 B hours. Don't neglect this increasingly vital channel.

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