

BRAND & PERFORMANCE: The Power Couple Driving Profitable Growth



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& MEDIA INVESTMENT

WE ARE IN THE MIDST OF AN
IMPORTANT MOMENT



AS THE
BALANCE OF POWER
MASSIVELY SHIFTS AWAY FROM BRANDS –
TO **CONSUMERS + RETAILERS**



Now is the Time to...

PAUSE

RECONSIDER

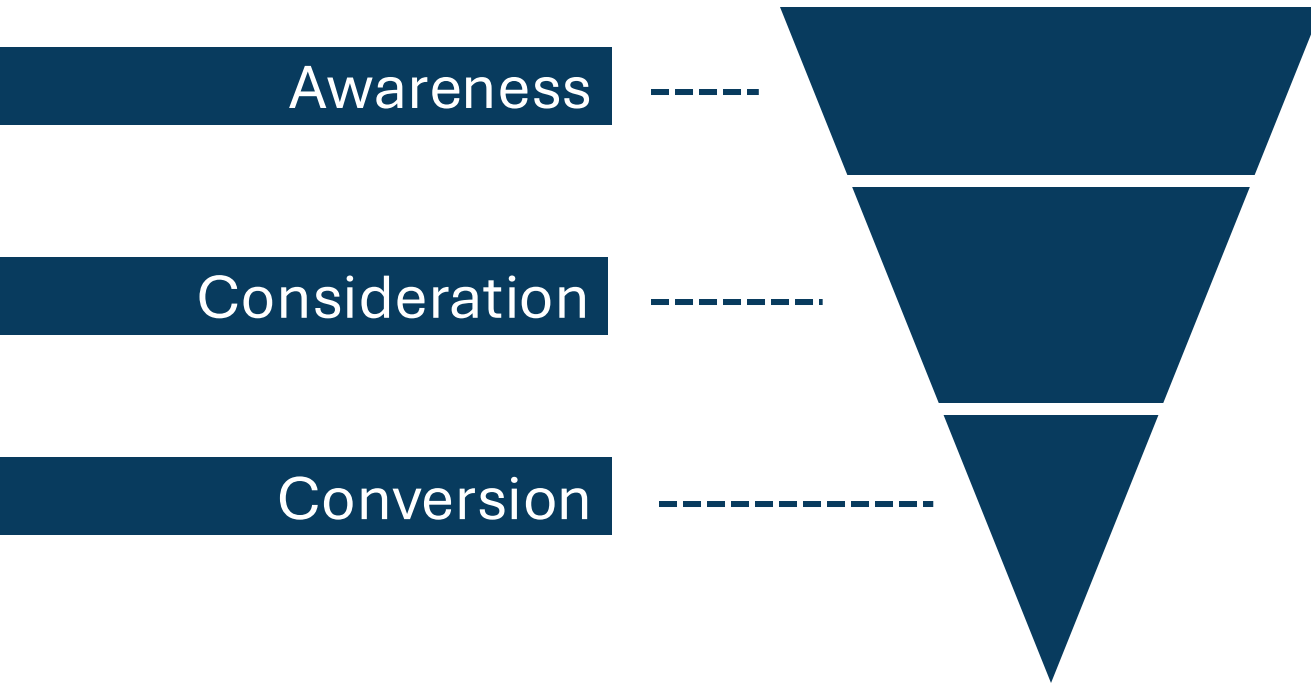
REINVENT

...with a new

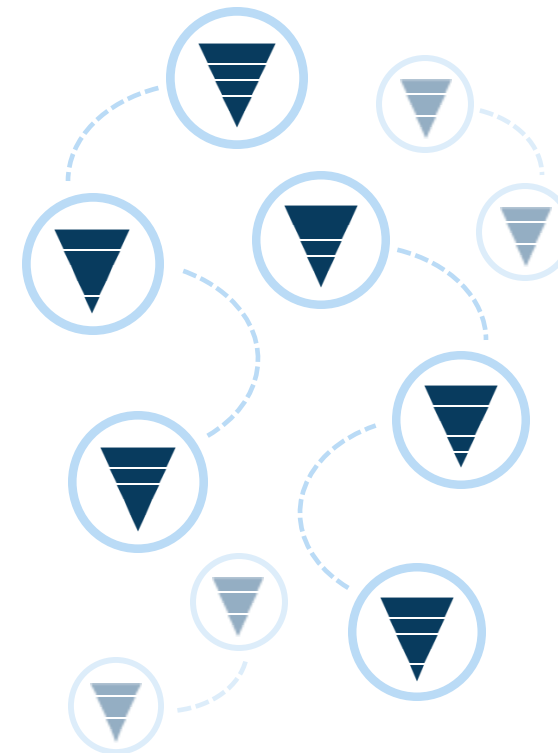
Full Funnel Marketing + Commerce Approach

Modern Marketing Challenges Require A New Model

THE
CLASSIC
MARKETING
FUNNEL...



....HAS BECOME
FRAGMENTED
MOMENTS OF
INFLUENCE



Major Forces Driving The Speed Of Marketing Transformation

Pandemic Acceleration



Shoppable Everything



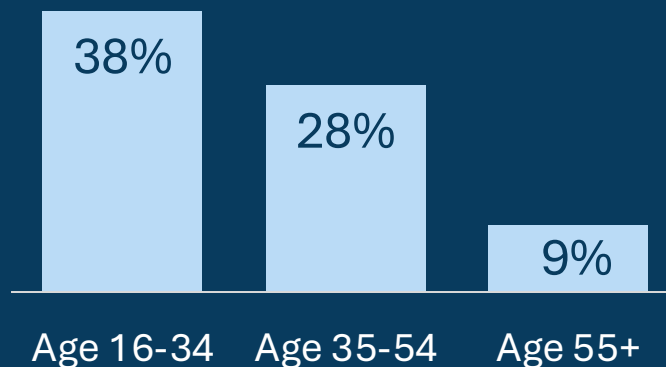
Media Fragmentation

Digital Channels accounted for **69%** of shopper journeys in 2020

> up from 50% in 2019

Source: McKinsey

Have purchased via shoppable content:



Source: MTM Acxiom survey August 2023

Scripted and Unscripted Originals on Broadcast, Cable and SVOD

Figures shown for networks and services in the U.S.



>16x
in 20 years

Source: Variety Insight by Luminate, Variety Intelligent Platform analysis.

BRANDS FACE SIGNIFICANTLY MORE COMPETITION NOW vs. 5 Years Ago



LOWER BARRIERS TO ENTRY

thanks to Amazon, Etsy, Shopify, Influencers, Social Commerce + small budget friendly digital



INFLATIONARY PRESSURES



SUBSCRIPTION SERVICES



Brand discovery is easier



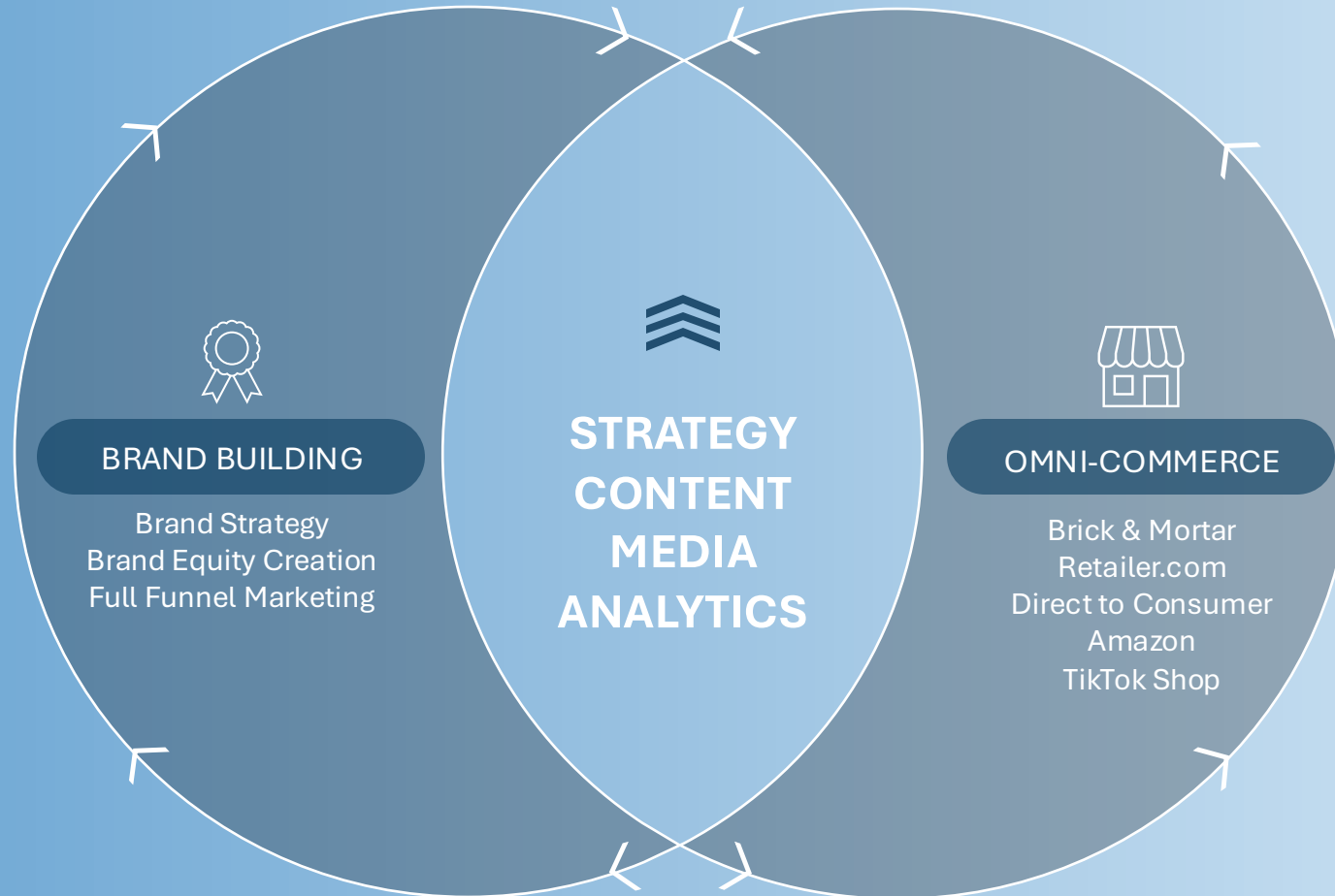
Choice complexity is rising



Loyalty is declining

THE NEW MODEL

TRULY INTEGRATED FULL FUNNEL MARKETING + COMMERCE



3 CRITICAL IMPERATIVES TO WIN

1

Deploy a
Full Funnel
Approach

2

Rethink
Brand
Engagement

3

Navigate New
Retailer
Realities

Today's Focus

1

Deploy a
Full Funnel
Approach

2

Rethink
Brand
Engagement

3

Navigate New
Retailer
Realities



Brand Equity Building vs. Performance Marketing

Brand Equity X Performance Media Is The Clear Answer

The benefits of doing both...

The Brand Advantage

Median revenue ROI increase when moving from a performance strategy to a mixed approach

+90%



-40%

The Performance Penalty


Median revenue ROI decrease when moving from a mixed to a performance strategy

Source: Analytic Partners ROI Genome



“This weakening of brand loyalty is not limited to a specific age group. In the past, older consumers remained consistently loyal to their preferred brands, but today, they’re just as likely to embrace new brands and retailers. In Europe and the United States, Gen Zers and millennials are only slightly more likely than older consumers to trade down to lower-priced brands and retailers.”

- McKinsey, *State of the Consumer 2024: What’s now and what’s next*



“ I think you have to be humble as a brand owner,” he said. “The old days of just saying, ‘Well, this is what I’ve got, and I’m going to make you love it’ are over. You’ve got to work harder for people to love your brand and give them options.”

- Jonnie Cahill, chief marketing officer at Heineken USA

Brand Engagement is FORCED to Expand Beyond Traditional Methods...

TRADITIONAL BRAND EQUITY BUILDING

- 1 Passive Awareness Campaigns
- 2 Brand Positioning / Pyramids
- 3 Visual Identity Guidelines
- 4 Product Experience / Innovation

...for Effective Brand Equity Building

TRADITIONAL BRAND EQUITY BUILDING



EVOLVED WAYS TO BUILD BRAND EQUITY

- 1 Passive Awareness Campaigns
- 2 Brand Positioning / Pyramids
- 3 Visual Identity Guidelines
- 4 Product Experience / Innovation

- 1 Full Funnel / Awareness that drives to conversion
- 2 Less Control (e.g., UGC)
- 3 More branded touchpoints (e.g, PDPs, instructions, “bromotions”)
- 4 Brand Experience

1 Full Funnel Approach



Upper Funnel

Mid Funnel

Lower Funnel



Big Stick Energy

shape tape BLUR

tartecosmetics • Follow

tartecosmetics Big Stick Energy isn't just a vibe—it's a lifestyle. It's confidence, it's power, it's owning your space without saying a word. It's giving main character but make it effortless.

And when it comes to acne? We're not here to cover up—we're here to stick it to outdated beauty standards. #BigStickEnergy means showing up exactly as you are—beauty boundaries, texture & all—because real skin is powerful skin.

100% agree: this concealer didn't break me out

What's your Big Stick Energy moment? Drop below

Exclusively available @ultabeauty.com

Launches 3/7 @ultabeauty in store, tarte.com & TikTok Shop

#bigstickenergy #shapetapenation #tartecosmetics

*based on a consumer panel study of 34 subjects

Edited · 4w

sabrinaruizonair

4w · 1 like · Reply

View reels (2)

1,511 likes

March 3

Add a comment...

@candylover89 September '24

Hispanic Heritage Foundation

tarte loves teachers

rebeccaamarty 08/31/23

Thank you so much tartecosmetics itsmaarekelly for having me! Tarte love teachers PURRI Such a full circle moment for me #tartecosmetics #tarte Loveteachers

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Original audio

tartecosmetics almost everything on tarte.com is 30% off 🤩... what's in your cart?

#tartecosmetics #friendsandfamily

4d

makeupbyamylana Love it

3d · 1 like · Reply

View replies (1)

themariajo The only mascara I use

4d · 1 like · Reply

View replies (1)

princessa_ Obsessed with this!! 🥰 Your products always give the dreamiest vibes! 🥰

3d · Reply · ...

View replies (1)

the mascara that comes off in...

Mudiwa • Follow

Reels · Apr 1 · ...

LAST DAY OF THE SALE!!!

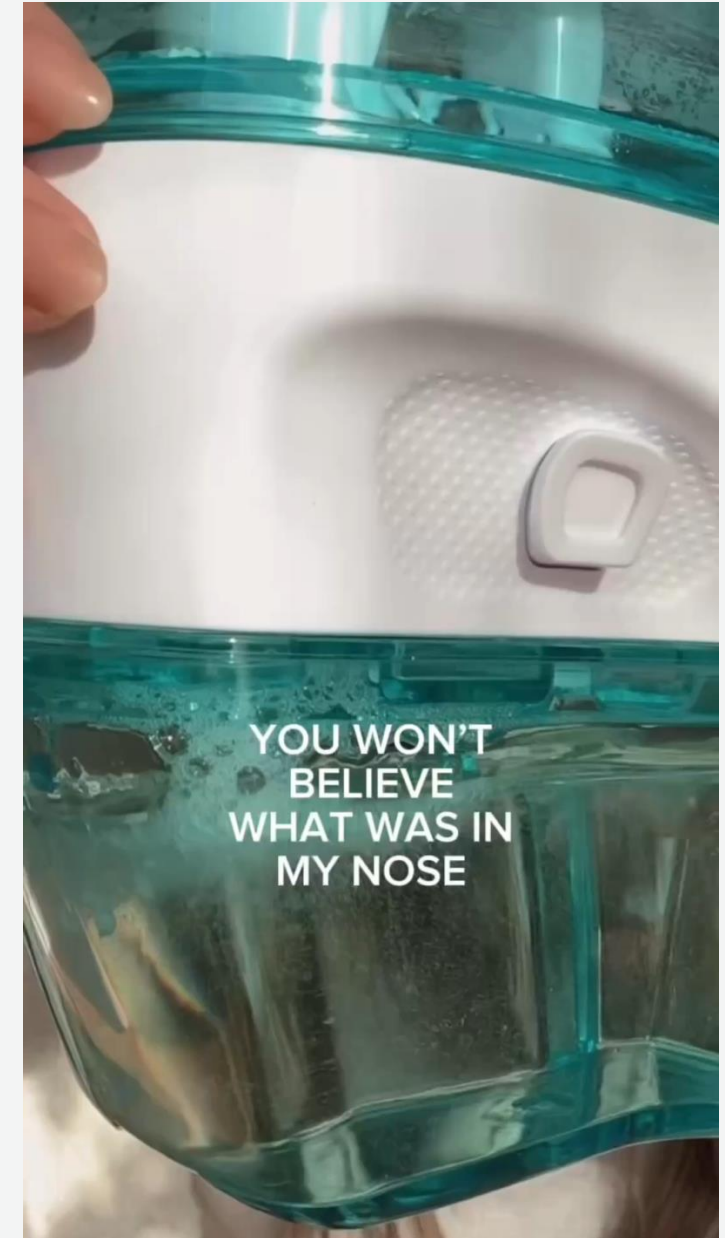
ONLY \$16

ALL @tarte cosmetics SHAPE TAPE IS ON SALE 12 OFF - ONLY \$16

2 Brands Have Less Control

“ The strength of UGC content is its unparalleled ability to create authentic, honest, loyal, and trustworthy interpersonal connections between a brands creator and their audience.

When brands treat creators as creative partners and trust their insights, it leads to stronger engagement and loyalty from both the creator and their audience. ”



2 Brands Have Less Control

“ We truly immersed ourselves in their brand story. When you blend firsthand insights from real people with a company’s vision, you spark genuine emotional connections that drive loyalty. By bringing the executives’ needs and our authentic creative skills together, we continue to provide UGC-powered content that keeps our client front and center—now they’re a valued partner we proudly still serve today. ”



2 Brands Have Less Control

“ We know the brand inside and out, can turn content around fast, keep things on-message, and still deliver that relatable, scroll-stopping vibe. It’s the best of both worlds—authentic and strategic. ”




3 More Branded Touchpoints

Every touchpoint is a moment to reinforce your brand's personality and build distinction



3 More Branded Touchpoints



BTW, this is the part where we'd like to say, "visit our website if you are interested in finding out more about our awesome products, our commitment to sustainability, and what we're doing to make the food industry a more honest place—like making our supply chain transparent for everyone on the internet." But it turns out that the world's largest online retailer won't let us tell you to go to our website, however if they did, and you went (where we totally aren't suggesting you go) you could read not only about every ingredient that goes into our products but also where each ingredient comes from. That way you can see all our faults and follow every improvement we make. After all, trust is earned through actions, not talk. And probably not on a brand page on the world's largest retailer.



Not completely happy with Cheers?

We'll give your money back!

Here's how (on your mobile app):

Your Shortcuts



1. Go to your shortcuts & start a chat.

< A delivery, order or return

Ok, how can I make this right?

Says delivered, but it's not here

Return or replacement

2. Select 'return or replacement.'

3 Since this item was provided from seller inventory, we are unable to replace this item.

In this case, I will help you with refund right away.

3. Follow the prompts.

4 I have requested a refund of \$34.99 USD to your credit card.

In most cases, once a refund has been submitted, the issuing bank will post it to your account within 3-5 business days.

4. Done! 💰

Important Note: Going through Amazon's standard return & replacement page will tell you it is not eligible for return. When in doubt, message the seller (us)!



👉 Psssst: we have a 99% satisfaction rate!



Scientifically shown to tackle **why** you feel less than 100% the next day.

Reason #1 GABA Rebound

How Cheers Helps

Cheers reduces the time & intensity of your brain's GABA_A receptors withdrawing from alcohol.

Friendly reminder:
Drink plenty of water, have a good night's sleep, & drink responsibly.

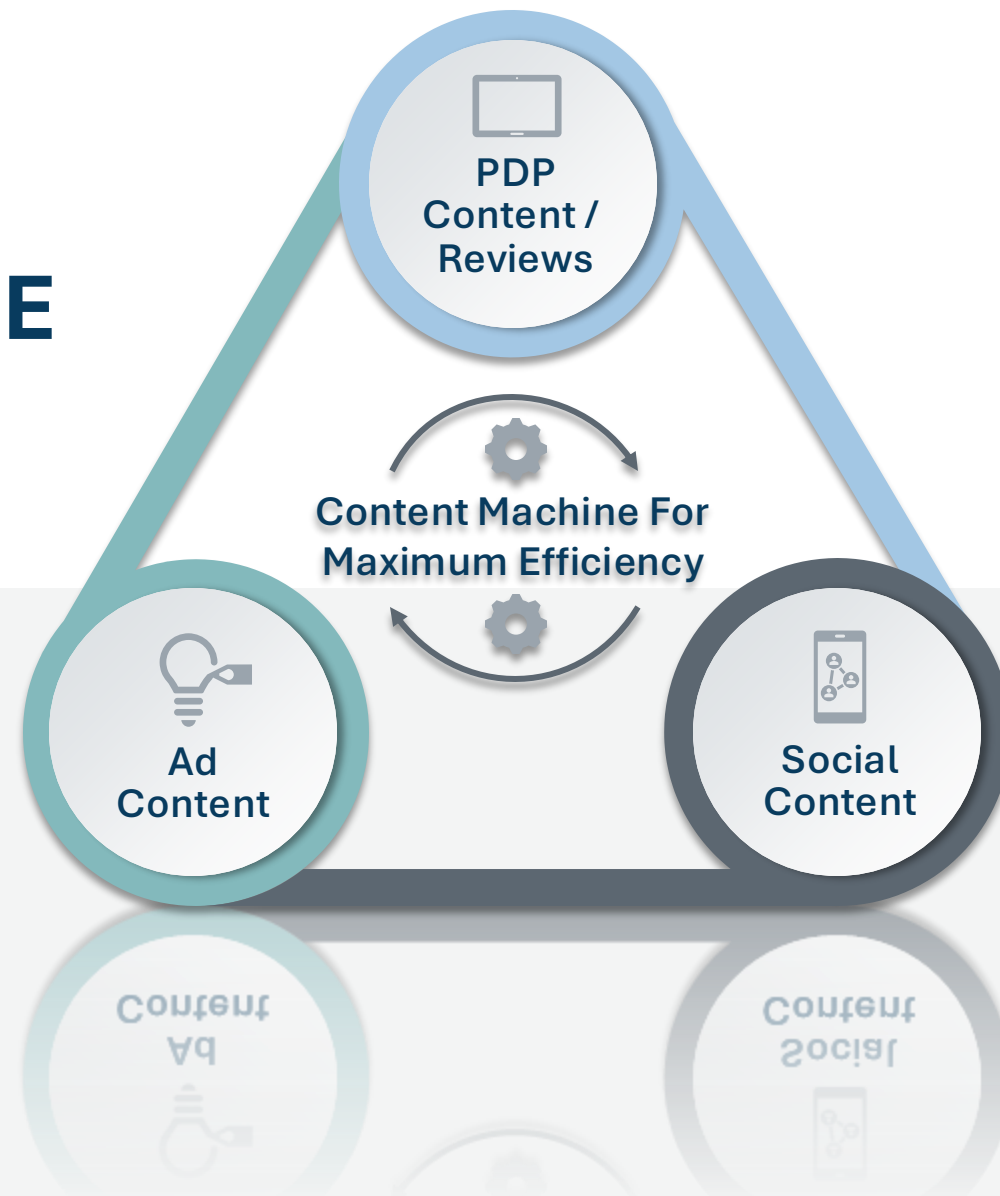
Reason #2 Acetaldehyde Exposure

How Cheers Helps

Cheers helps your liver metabolize alcohol more efficiently.



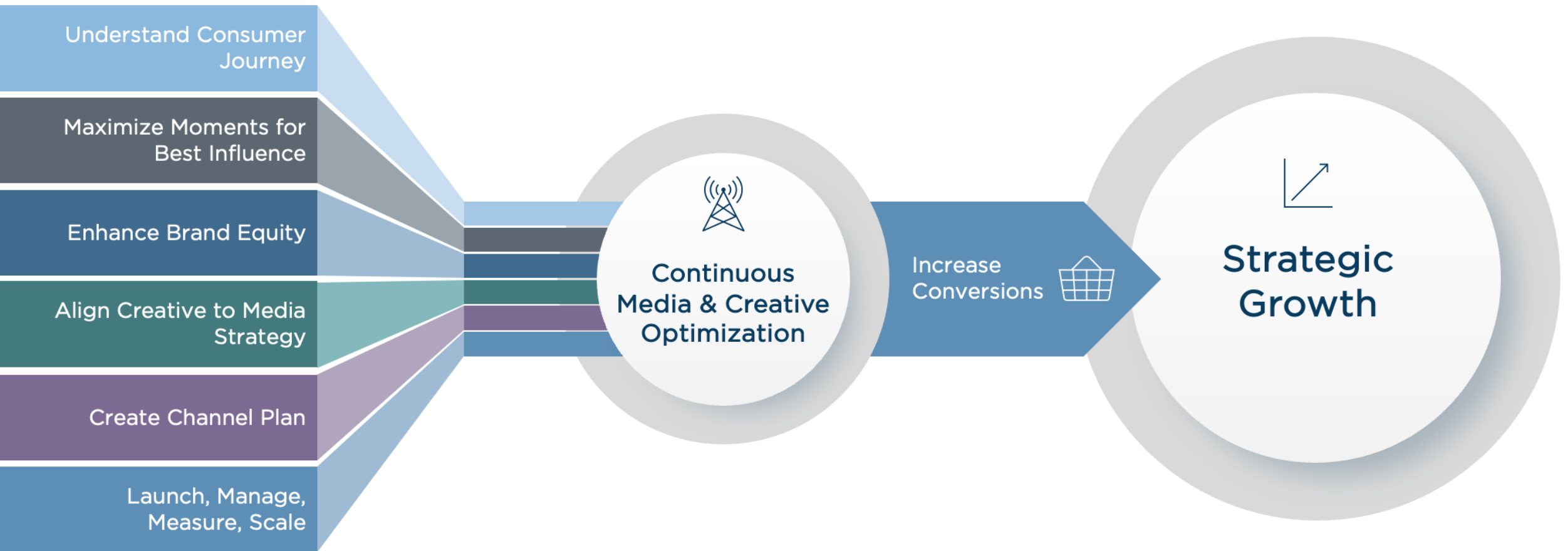
CREATIVITY + DATA + INSIGHTS FUEL THE CONTENT MACHINE





Brand Equity Building X Performance Marketing

THE POWER OF MEDIA & CREATIVE COME TOGETHER THROUGH OPTIMIZATION



Understand Consumer Journey

Maximize Moments for Best Influence

Enhance Brand Equity

Align Creative to Media Strategy

Create Channel Plan

Launch, Manage, Measure, Scale



Continuous Media & Creative Optimization

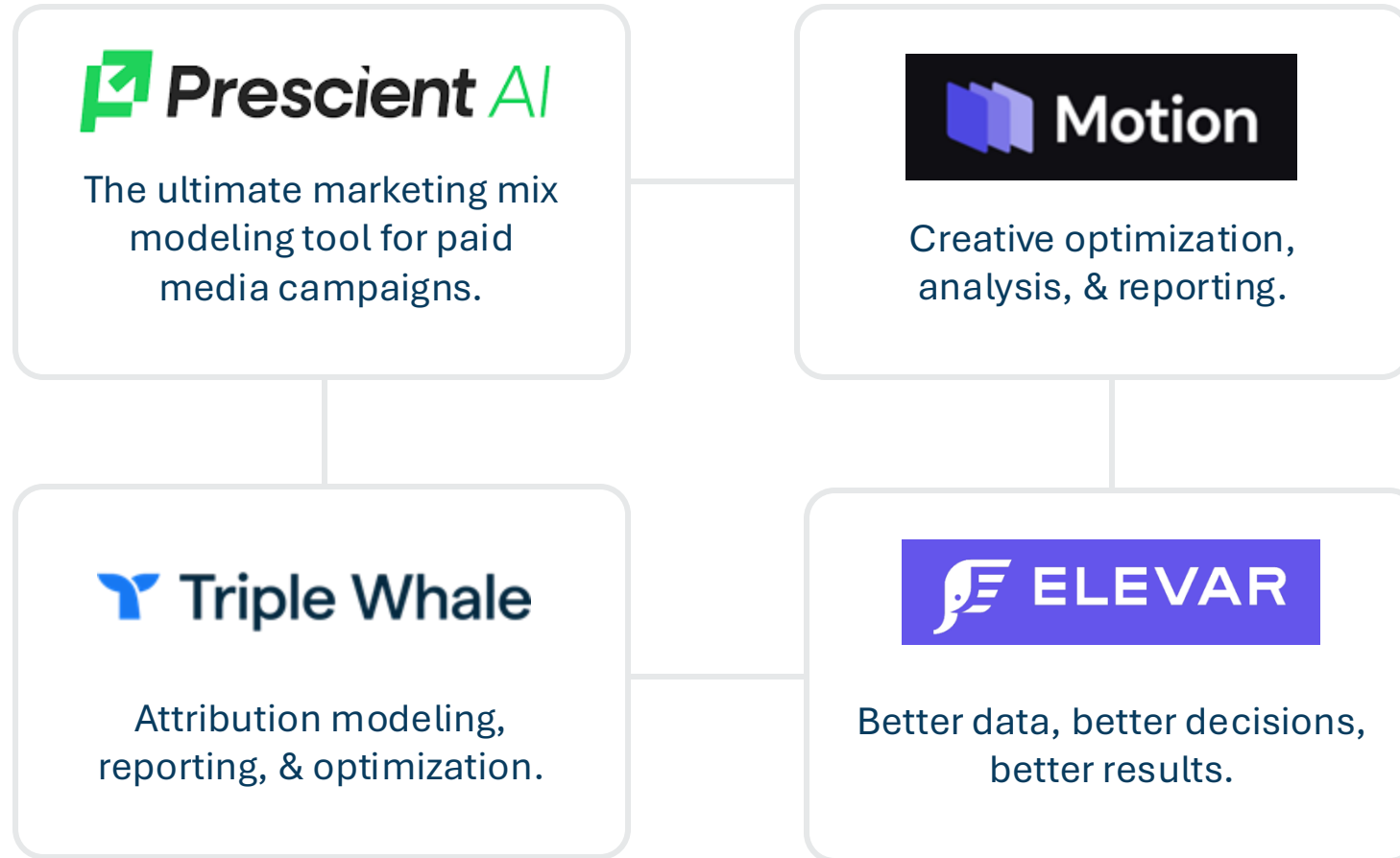
Increase Conversions



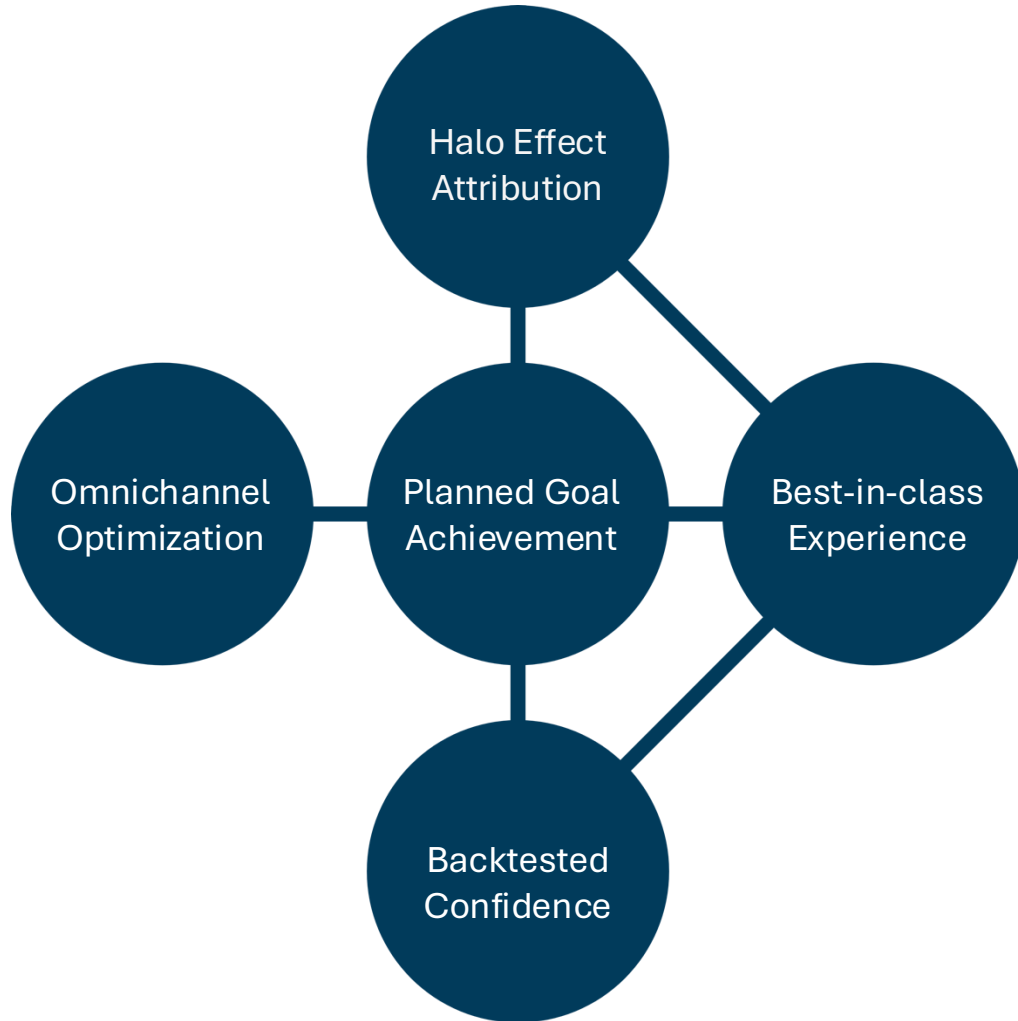
Strategic Growth

MARTECH

METRICS THAT MATTER



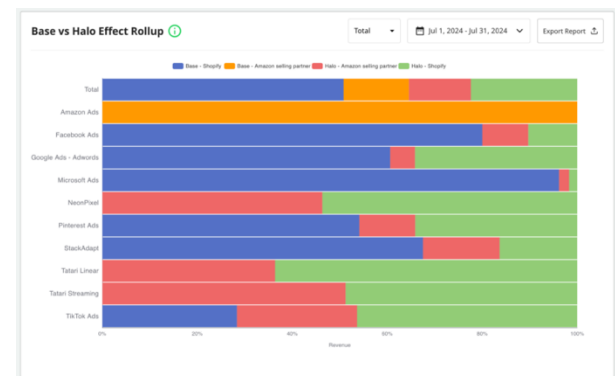
THE ULTIMATE MARKETING MIX MODELING TOOL FOR PAID MEDIA CAMPAIGNS



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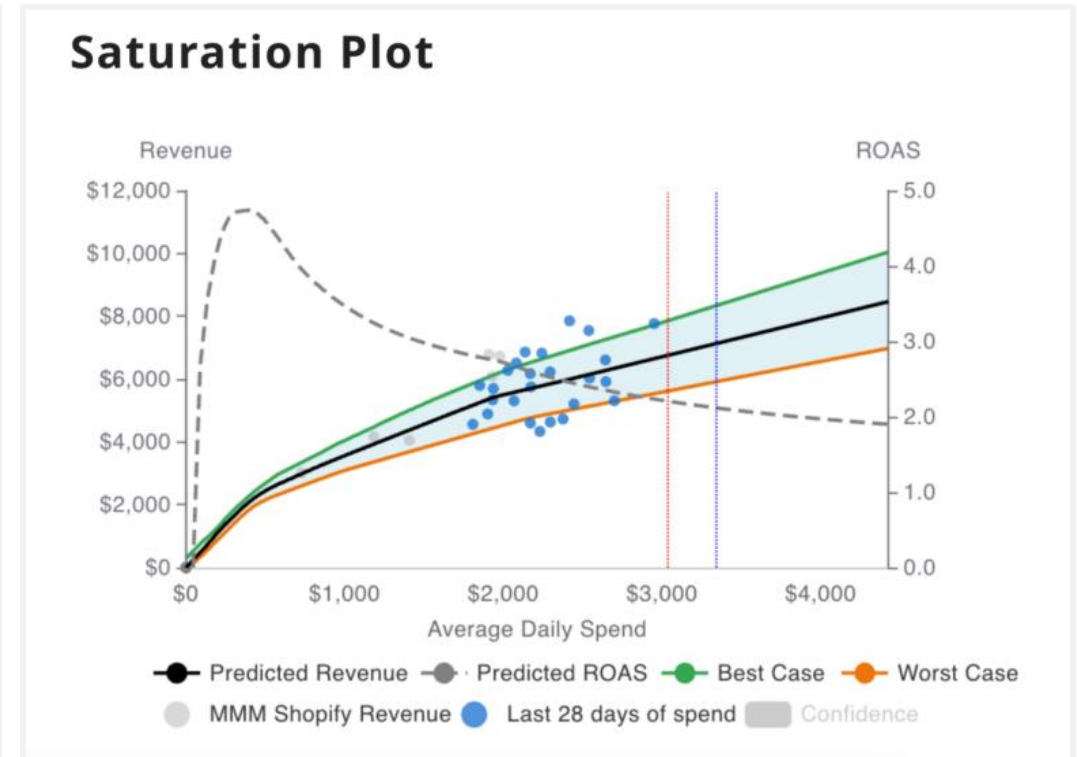
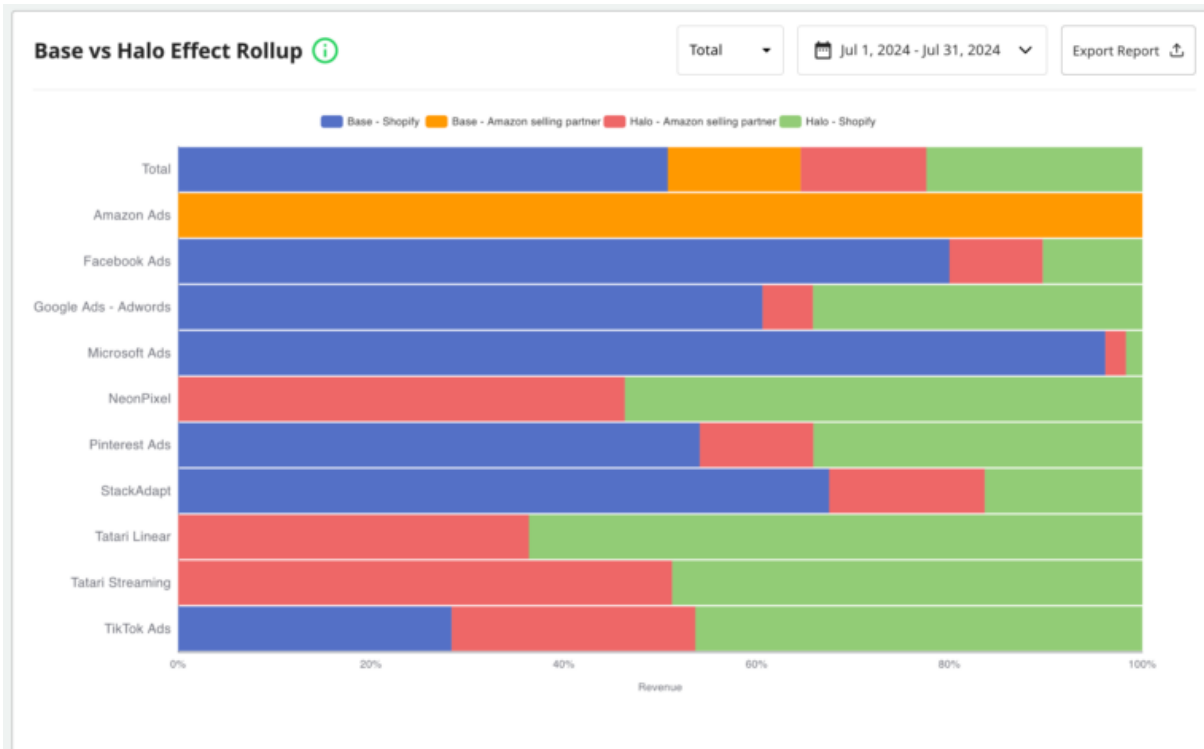
Marketing Mix Modeling + Predictive Features to Maximize Revenue & Efficiency

Reporting Example:



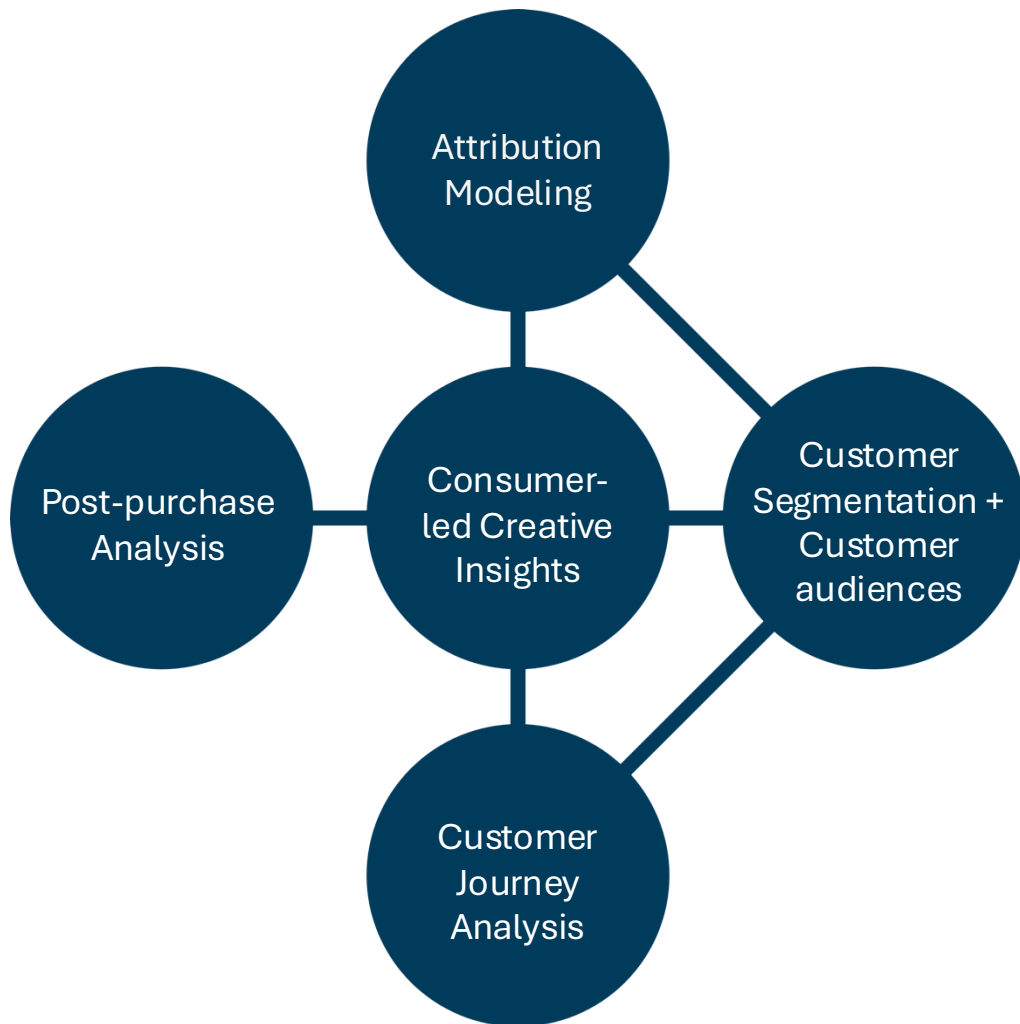
THE ULTIMATE MARKETING MIX MODELING TOOL FOR PAID MEDIA CAMPAIGNS

Finally feel confident making decisions that drive profitability. Improve ROI on advertising, optimize your media mix and save time by streamlining your media management process. You can finally measure the omnichannel; revenue impact of paid media!



MARTECH | TRIPLE WHALE

ATTRIBUTION MODELING, REPORTING, & OPTIMIZATION



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Data-Driven Media Investment Optimizations With Precision

Our Case Studies with Triple Whale:
[Talentless](#) & [Marquis](#)

MARTECH | TRIPLE WHALE

ATTRIBUTION MODELING, REPORTING, & OPTIMIZATION

Business Intelligence

Analytics that scale with you

REPORTS
Analyze your data, your way, in real time

Build custom reports and create your own metrics with just a few drags and clicks.

TEMPLATES
Templates that unlock key insights

Get inspired from 50+ unique templates and kick-start your analysis.

INTEGRATIONS
All your data in one platform

Easily centralize your preferred ecommerce platform, marketing channels, and tools.

30+ pre-built integrations including:

AI & Automation

AI that understands your business

TEXT TO SQL
Get the answers you need

Moby understands your data. Simply ask for the numbers you need.

FORECAST
Forecast with ease

Get accurate, powerful forecasts in minutes. Not days.

VISUALIZE
Build with Moby

Moby can build data visuals that you can customize and add to any report.

What our customers have to say

"We've started utilizing Triple Whale a lot more, with different teams getting involved in it daily. Even our merchandiser is starting to look at things like Product Analytics to understand bundling more effectively. It's our book of truth when it comes to what's performing and what's not. From a performance standpoint, we're at the point where we live and die by what's in Triple Whale."

Greg Deley
SVP, Merchandising, Milk Bar

Triple Whale



Triple Whale

Welcome to the future of data-driven growth. Triple Whale gives brands better data, one source of truth, and insights faster than ever before. With Triple Whale, ecommerce teams are empowered to make better decisions that drive predictable, profitable growth.

20K+
Brands Using Triple Whale

\$35B+
Annual revenue tracked

500+
Active partners

50+
Countries supported

Used and loved by 20,000+ brands, including:

Why Triple Whale?

All your data. One source of truth.

Nobody wants a bloated tech stack. Triple Whale consolidates all your data into a single source of truth.

MEASUREMENT
Get data clarity

Say goodbye to unreliable in-platform data. Convert your data into clear strategies that resonate.

BUSINESS INTELLIGENCE
Analytics that scale with you

Consolidate your BI into a single source of truth. Get access to flexible reports for brands at every stage.

AI & AUTOMATION
Powerful insights with AI

Meet Moby, your AI team member. Get ready for effortless data conversations, automations, and insights.

Measurement

Get better data. Drive brand growth.

PIVOT
First-party data you can trust

Harness the power of Triple Whale's first-party data and attribution to fuel profitable growth.

POST-PURCHASE SURVEY
Get insights straight from the source

Capture and utilize zero-party data directly from your customers to refine your marketing strategy.

SONAR
Enrich platform data

Send enriched first-party data to your marketing platforms to optimize campaign performance while you sleep.

MARTECH | MOTION

CREATIVE OPTIMIZATION, ANALYSIS, & REPORTING



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Systematic Creative Testing & Creative Strategy Analysis

Reporting Example:



MARTECH | MOTION

CREATIVE OPTIMIZATION, ANALYSIS, & REPORTING (SAMPLE REPORT)

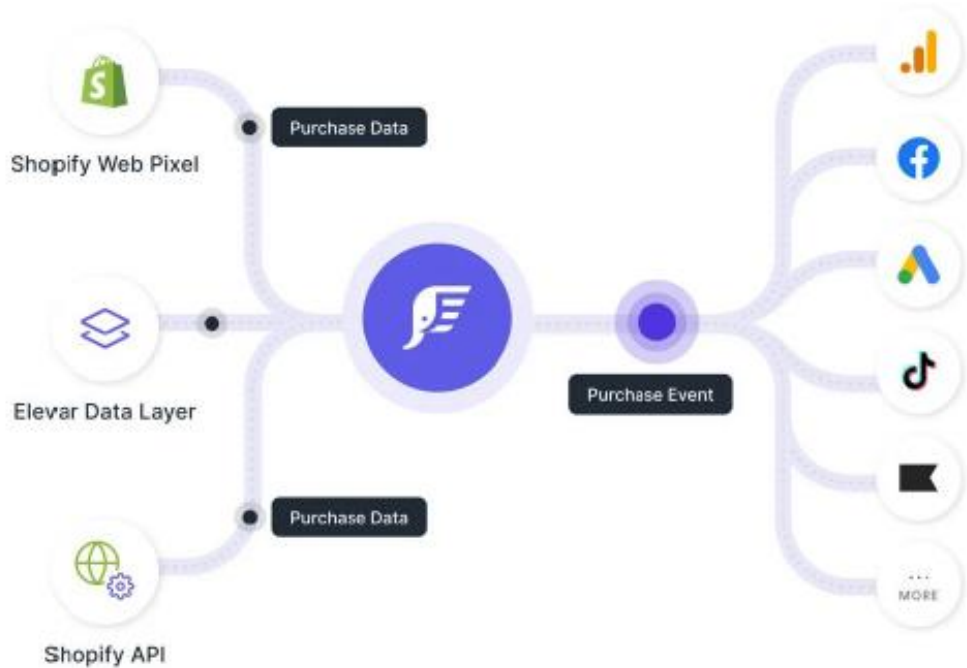


1 Spend x 2 ROAS x + Add metric

<p>8/28 Video Jesse Skating ...</p> <p>Spend \$4,654.28</p> <p>ROAS 2.24</p>	<p>9/19 Video Folder 29 Jes...</p> <p>Spend \$88.67</p> <p>ROAS 13.82</p>	<p>8/18 Video IG/FB Engagers...</p> <p>Spend \$542.10</p> <p>ROAS 6.34</p>	<p>8/29 Carousel Vertical T...</p> <p>Spend \$237.00</p> <p>ROAS 6.11</p>
<p>Video ATC L30 Comedy</p> <p>Spend \$219.34</p> <p>ROAS 4.45</p>	<p>8/6 Video Vlog IG/FB Eng...</p> <p>Spend \$88.67</p> <p>ROAS 12.03</p>	<p>Video ATC L30 Kendrick F...</p> <p>Spend \$109.82</p> <p>ROAS 6.91</p>	<p>Video ATC L30 Vlog</p> <p>Spend \$88.57</p> <p>ROAS 11.55</p>

MARTECH | ELEVAR

DATA TO MAKE AD AND MARKETING CHANNELS WORK HARDER



Feed ad channels with better data so algorithms work better. Tell merchants who converts and where users drop off.

- 2-5x more Add to Cart events captured and sent to Klaviyo
- 50% increase in Facebook Match Quality Scores
- 30% increase in Google Ads conversions tracked

THE FUTURE OF AI & AUTOMATION IS HERE

AI IS MEANT TO EMPOWER YOU NOT REPLACE YOU

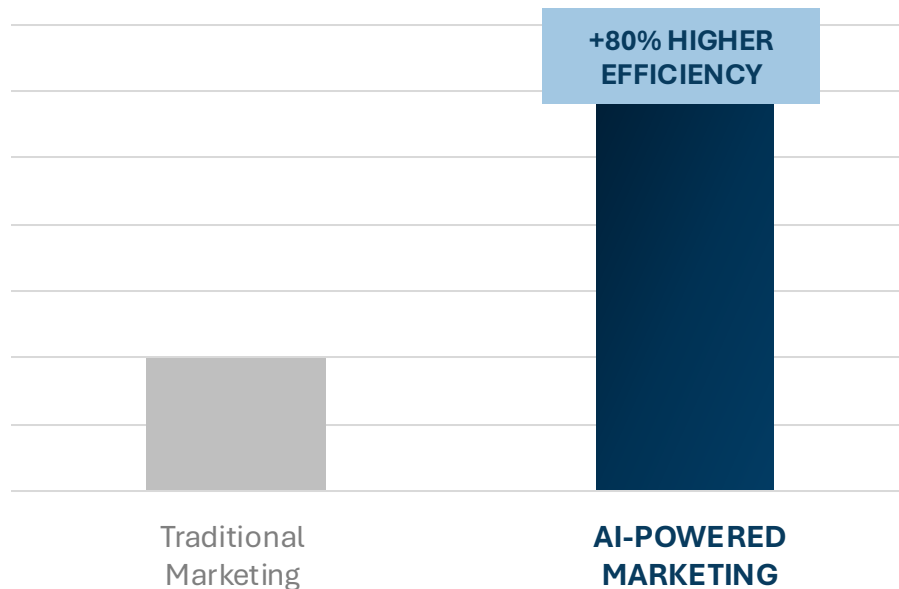


This strategy ensures AI empowers your marketing team to achieve faster results, better efficiency, and sustainable growth without replacing the human element that drives innovation.

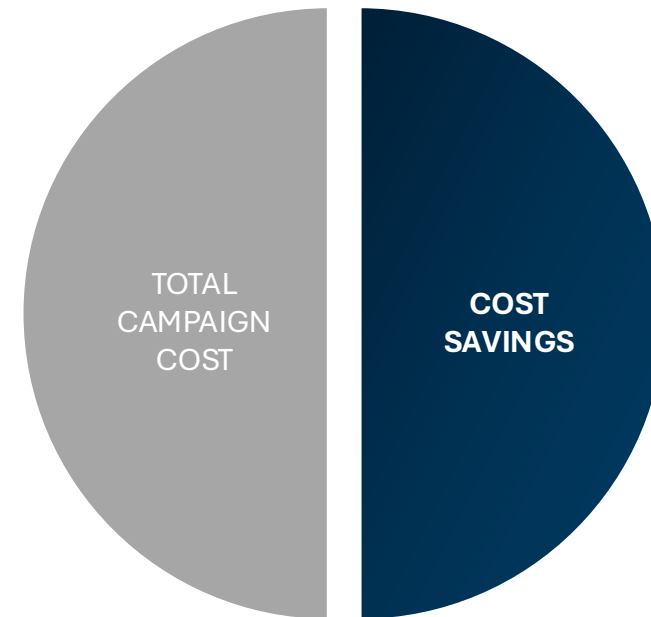
THE OPPORTUNITY

WHY AI MARKETING AUTOMATION MATTERS NOW

- Marketing is evolving—manual processes can't keep up. AI delivers efficiency, precision, and scale to outpace competitors. MPG's AI Marketing Automation turns complexity into opportunity.



*Companies using AI in marketing see **80% higher efficiency***



*Automation can cut costs by **up to 50%***

Your Simple Checklist



Check On Your BRAND

Assess the need to refresh or develop a more distinctive, relevant personality.



Review Each TOUCHPOINT

Is your brand alive in each possible space? Or invisible?



Consider New CONTENT

With the idea of creating a machine based on learnings from media tools.



Assess Your MEDIA

Are you balancing short term optimization with long term measurement?



Take The Next Step On AI



Email Patrick or Cheryl to Talk About Anything

An audit, campaign, new media approach or anything that's keeping you up at night (within reason 😊)

THANK YOU!

Any Questions?



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PATRICK PETERS

DTC BUSINESS DEVELOPMENT
& MEDIA INVESTMENT

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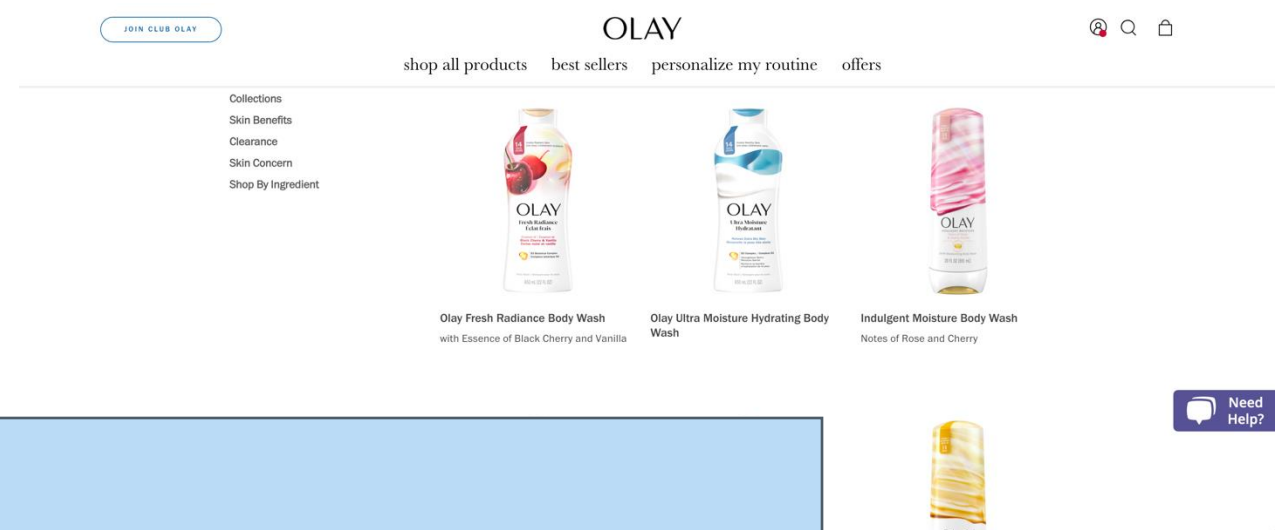
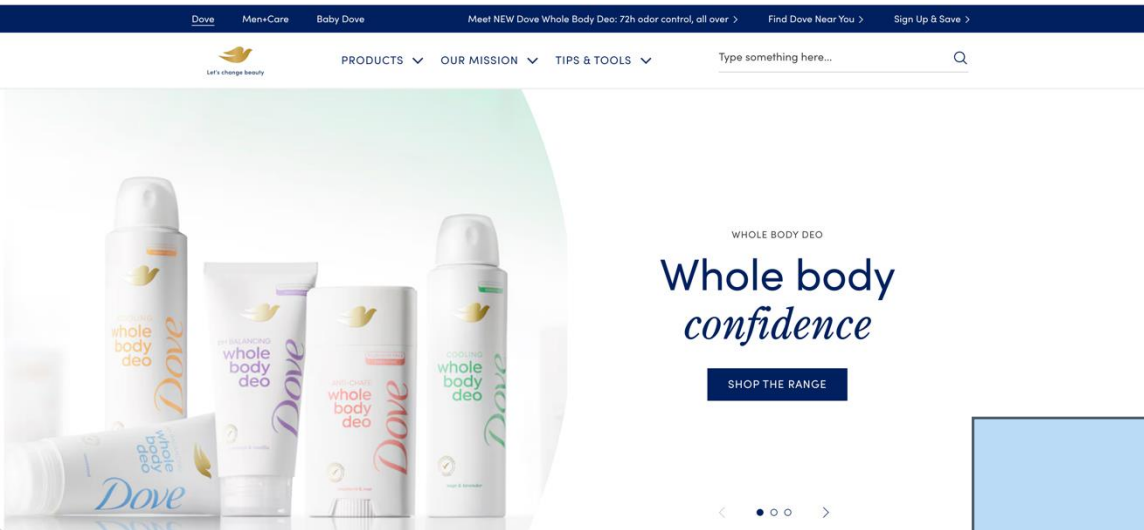


From Brand to Demand: How Full Funnel Marketing Drives Brand Growth

Outline idea

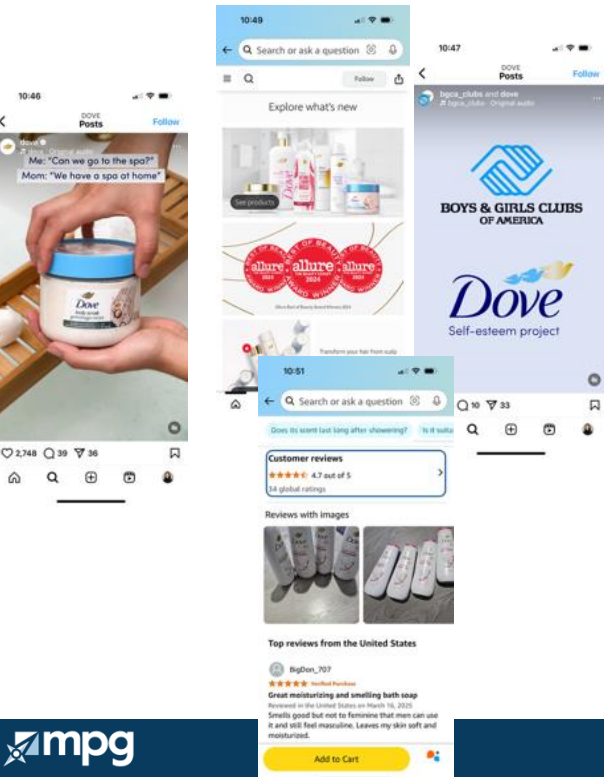
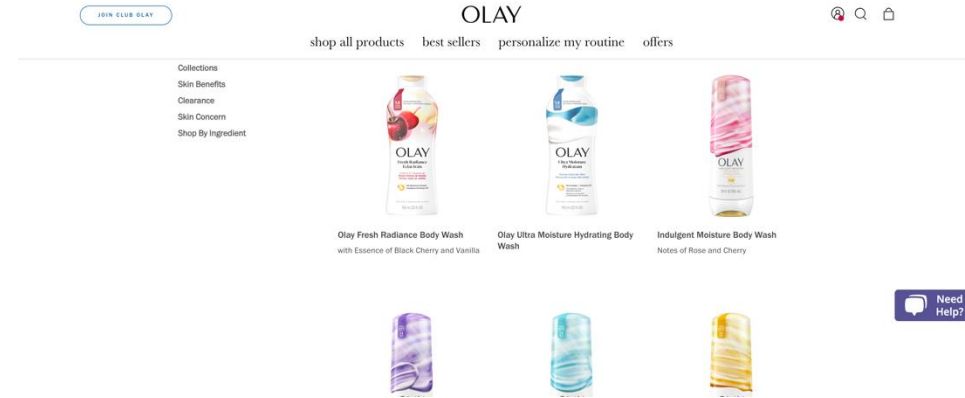
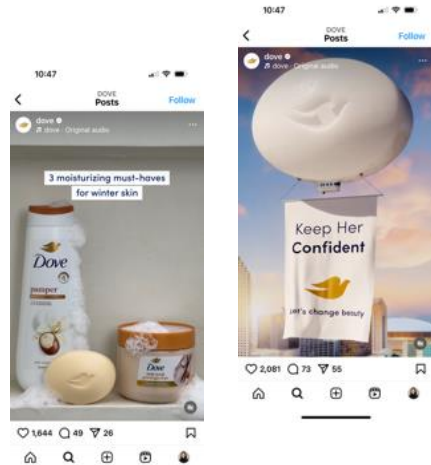
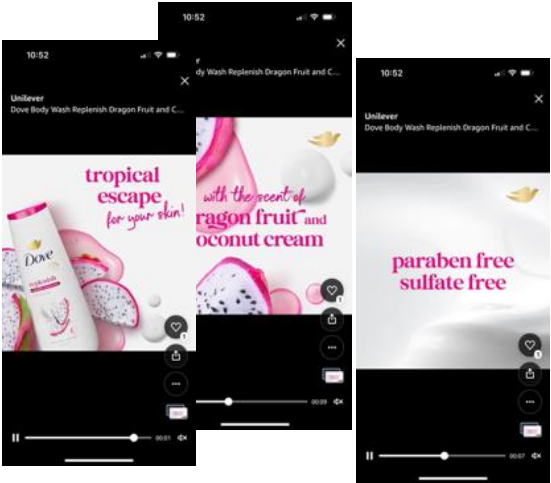
- Introduce the power of full funnel marketing with a visual of a traditionally marketed brand vs full funnel- which is more motivating to purchase? It's no longer enough to rely on a traditional approach
- The power is shifting- from brands to consumers/retailers – explain what this means and how we got here
 - Show big picture marketing landscape then, more centralized (tv/print, retail, promotions, website) vs now, more decentralized (influencers, DTC, amazon, retailers, UGC, digital channels, CTV etc) – why this has changed
 - What this means for brands- they need to meet consumers where they are, at every touch point of their lives. Consumers demand this and if brands don't align, they'll be left behind
- Full funnel marketing- what it is and why it matters
 - Define FFM and explain each part of the funnel, use examples to show each
 - Why it's important and why a traditional approach is no longer enough
- How FFM strengthens brands and drives growth
 - Show case study of Manuka Doctor?
 - Show examples of brands that are doing it well
- The role of retailers and ecommerce?
- Bringing it all together- FFM moves consumers through the funnel while strengthening brand equity, ultimately driving growth

Which brand are you more motivated to purchase?



Show examples of how consumers might experience brand or talk journeys?

Now which brand are you more motivated to purchase?



Dove
 Body Wash 4 Count for 24hr Lotion-Soft Skin Replenish Dragon Fruit and Coconut Cream
 20 Ounce (Pack of 4)
 4.7 ★★★★★ (34)
 \$31.96 (\$0.40/Ounce)
 \$30.36 with Subscribe & Save discount
 Extra 20% off when you subscribe
 ✓prime One-Day
 FREE delivery Tomorrow, Apr 2

Add to cart