



centro.

# AUDIENCE EXTENSION WEBINAR

Conversion Tracking

2021 Update

# AGENDA

- What is it?
- What are the benefits?
- How should it be pitched?
- How do I include it in a media plan?
- Questions?



**WHAT IS IT?**





# **CONVERSION TRACKING**

## **USES PIXELS**

to track on-site user actions.



# USER ACTION CAMPAIGNS

## WHAT IS THE GOAL?

- Increased completed actions on the website.

## HOW IS IT MEASURED?

- Conversions (VTC, CTC)
- Average Cost per Conversion (eCPA)

# CONVERSION PIXELS

## Click Through Conversions (CTC)

- I see an ad.
- I click on the ad.
- I go to the website.
- I complete an action.

## View Through Conversions (VTC)

I see an ad.  
I DON'T click on the ad.  
I STILL go to the website.  
I complete an action.

# TYPE OF CONVERSIONS

CONVERSIONS MUST BE TRACKABLE



ONLINE  
ORDERING  
&  
CURBSIDE



FORM FILLS  
& ONLINE  
ENTRIES



ONLINE  
SHOPPING



BEHAVIOR  
ON SITE





**WHAT ARE THE BENEFITS?**





# BENEFITS

- 1 Specific and measurable way to gauge performance.
- 2 Metrics lend themselves to insightful reporting conversations.
- 3 Measure beyond the impression or click.
- 4 Relatable performance that directly ties back to the business and bottom line.



A modern interior space featuring a large window with a view of a city. A chandelier made of many thin, vertical gold rods hangs from the ceiling. The text "HOW SHOULD IT BE PITCHED?" is overlaid on the image.

**HOW SHOULD IT BE  
PITCHED?**





# WHAT TO LISTEN FOR:

- “You can get a quote, sign up, fill out the form, etc. on our website”
- “We only sell our products online”
- “We have a promo code for online sales”
- “We have seen success in the past selling our product online”
- “Can we use a universal pixel?”
- “Online sales have increased due to COVID”

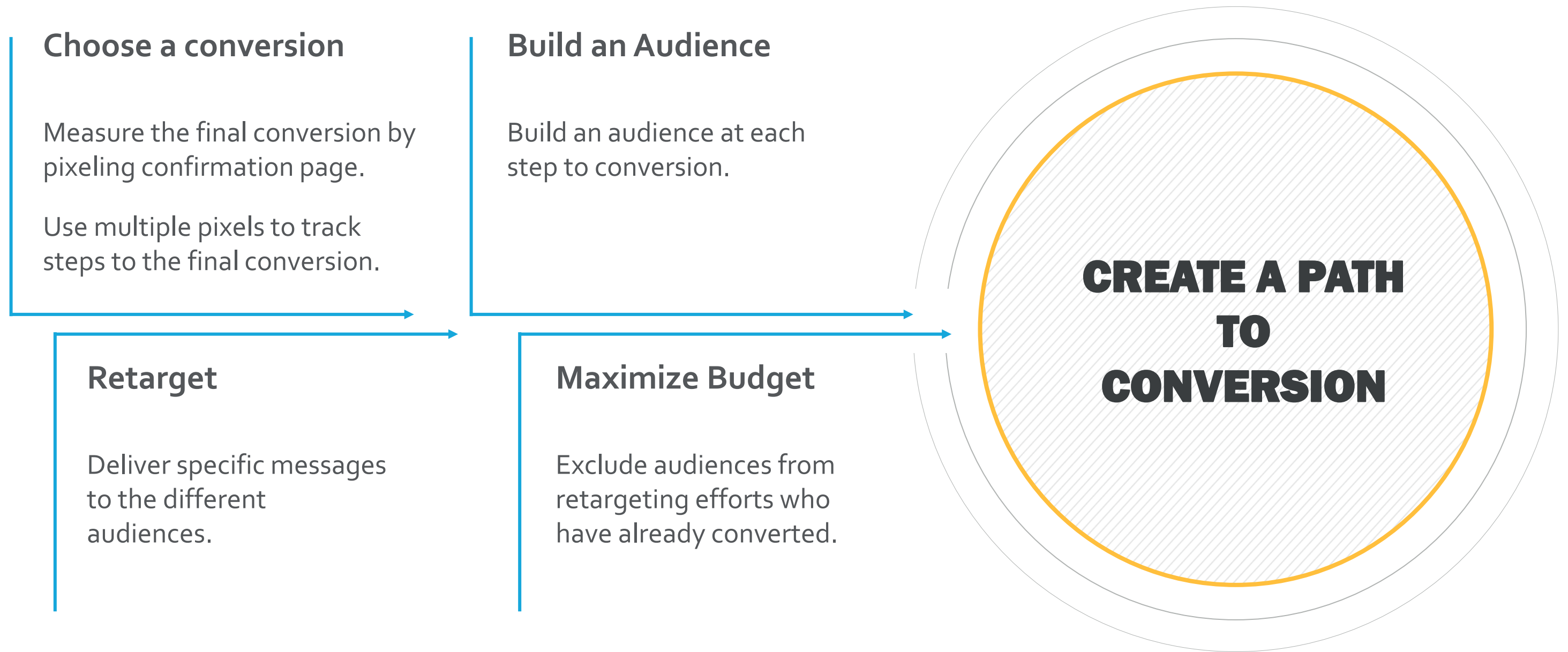


# DETERMINE FEASIBILITY

- Does the advertiser have **backend access** to the site?
- Does the advertiser have a **team member** who can place the pixel?
- Will we know the specific **URLs** where the pixel will be placed?



# PITCH A STRATEGY



# DIG INTO THE DETAILS

## CREATIVE MESSAGING

Creative should ask the user to complete the action we want them to take.

## EASE OF CONVERSION

Keep it simple

Make it easy to find regardless of how the user gets to the site.

## ALLOW FOR TIME

Allow for time to place pixels and ensure they are working.

Long term campaigns work best.

## SET EXPECTATIONS

Learn what a conversion and success means for the business.

Larger budgets will yield more actionable data.





**HOW DO I INCLUDE IT IN A  
PLAN?**

# HEAR FROM OUR TEAM

Amanda Wilson, Manager



"I always use a full-funnel approach to drive conversions. On the media plan, I'll propose a mix of upper-funnel tactics (such as RON or Contextual) along with lower-funnel tactics (such as Retargeting) to help your brand reach a new audience and draw users down to the conversion point. I also always opt into both mobile and desktop devices, and use Basis DSP's cross-device feature to ensure I'm just targeting users on trackable devices and am capturing all conversions. "



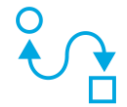
# EXAMPLE



*We make getting delicious donuts super*



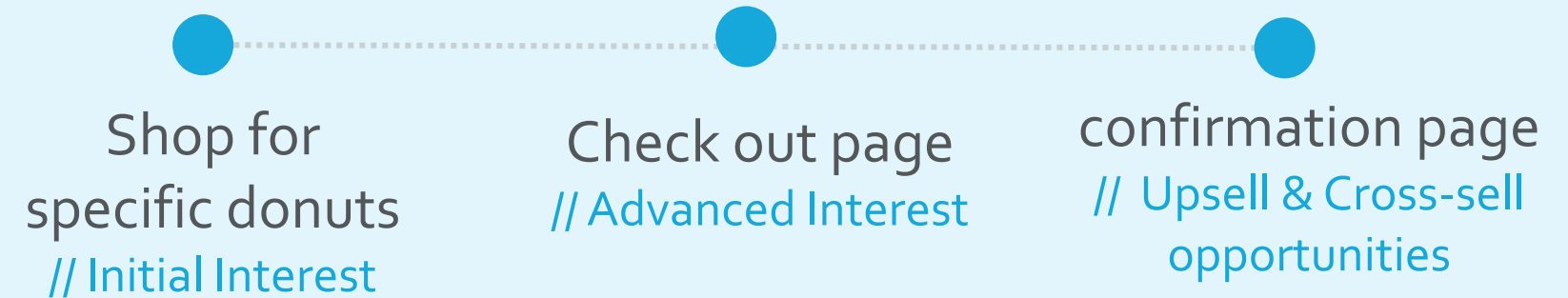
# BUILD A STRATEGY



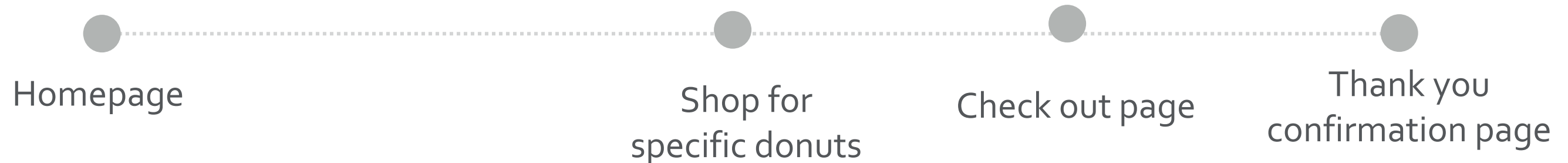
## PATH ON SITE



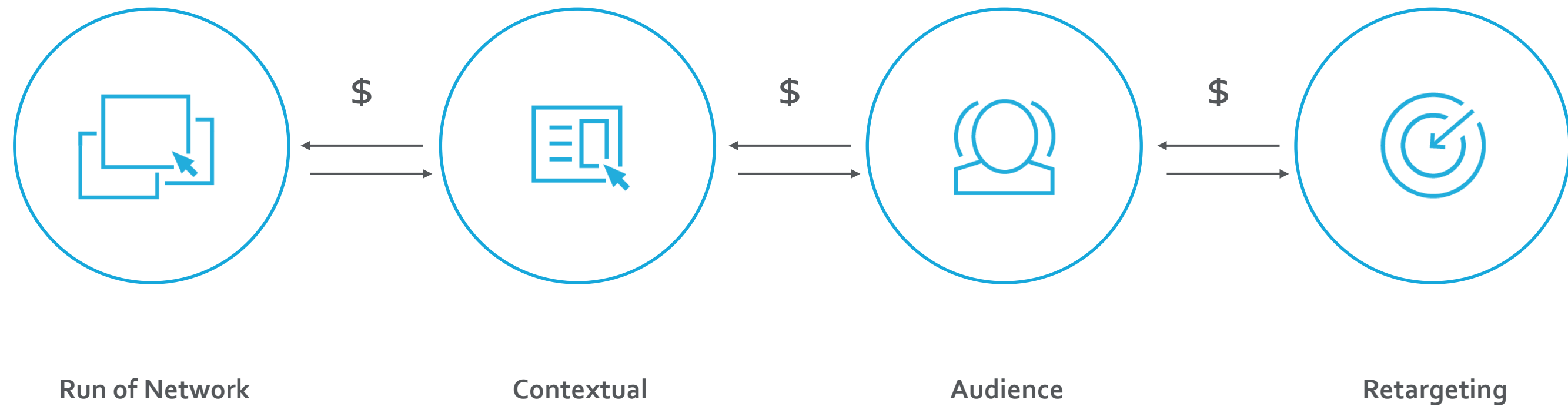
## CONVERSION POINTS

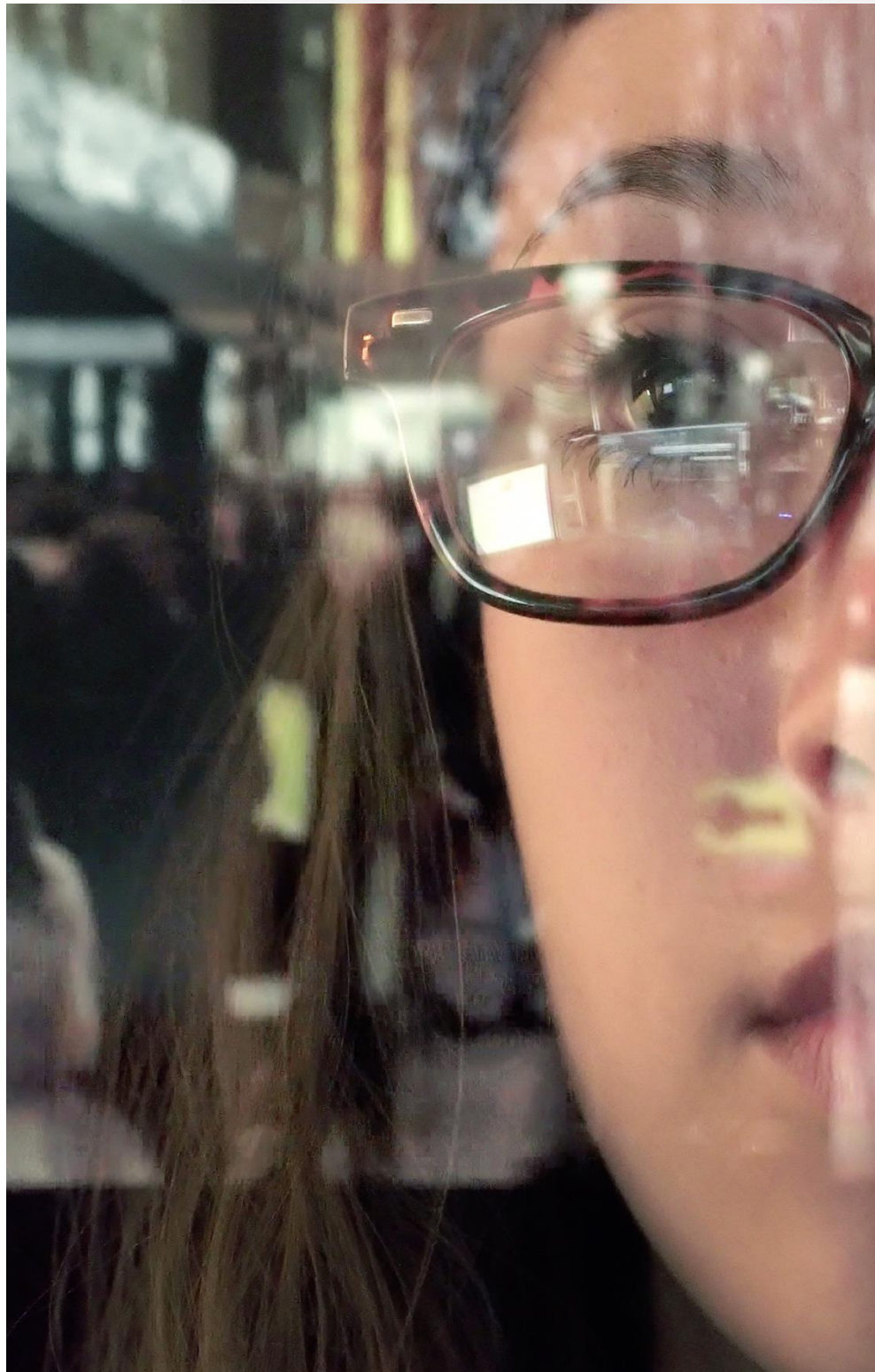


## AUDIENCES FOR RETARGETING



# FLEXIBILITY FINDS PERFORMANCE





# CONVERSION DETAILS REPORT

- Analyze the performance of various pixels
- Assess sales funnel performance
- Review conversions by timestamp





# BONUS!

## CONVERSION PIXELS CAN SHOW PERFORMANCE WITH TRAFFIC CAMPAIGNS TOO

Show that the campaign drove  
traffic to the site beyond the click



**QUESTIONS?**





**THANK  
YOU.**