



MAKE YOURSELF HARD TO CANCEL

THE REPORT

A FUN EXERCISE

OPTION 1



OPTION 2

FOUR SEASONS

Luxury hotel in
Philadelphia

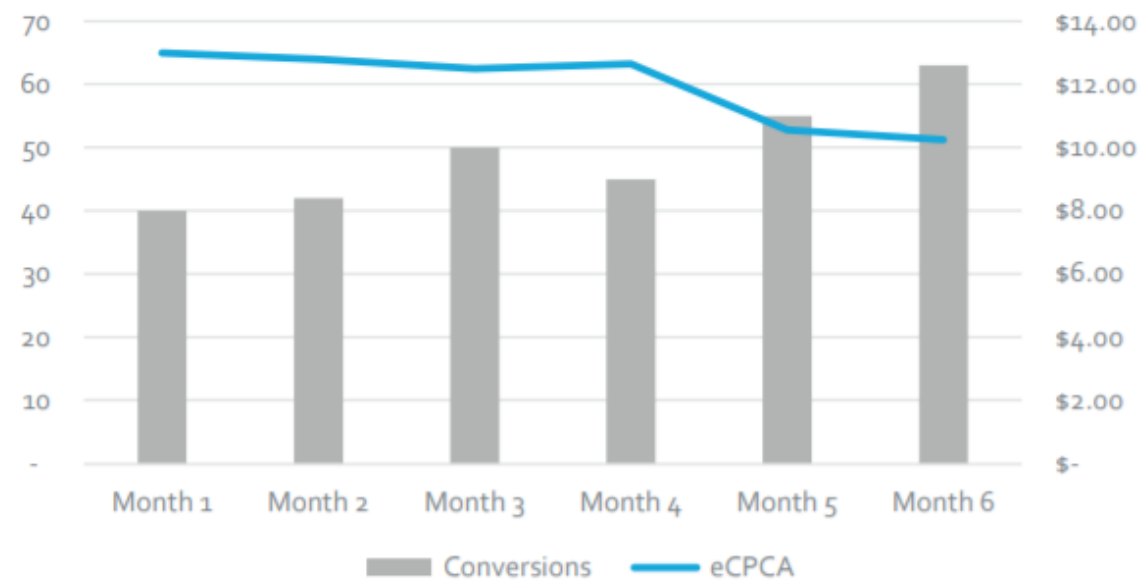
Get third night free

Click here to learn
more

A FUN EXERCISE

OPTION 1

- We saw a **25% decline** in eCPA!
- We drove **20 more** conversions
- **Contextual** outperformed the other tactics, so we shifted budget towards CT



OPTION 2

Campaigns
06/01/2021 -
06/30/2021

Name	Total Spend	eCPM	Imps.	Clicks	CTR	eCPC
Audience	\$561.61	\$3.41	164,869	123	0.07%	\$4.57
Hyperlocal	\$224.81	\$2.97	75,723	67	0.09%	\$3.36
Contextual	\$352.05	\$3.29	107,151	78	0.07%	\$4.51
Total	\$1,138.48	\$3.27	347,743	268	0.08%	\$4.25

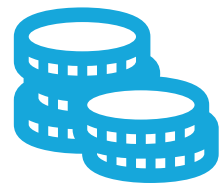


**TRUE PARTNERSHIPS
ARE RARELY CANCELLED**

BENEFITS TO WORKING WITH A PARTNER



ADDITIONAL DEDICATED
RESOURCES



REDUCED COSTS



MORE HOURS OF
BUSINESS SUPPORT



SPECIALIZED SKILL SET

Source: eMarketer 2020



DATA & INSIGHTS

Be their guide through campaign reporting & analysis

- 1 Recommend a reporting & insights cadence
- 2 Focus on the agreed upon goal
- 3 Tell a story with the data and optimizations
- 4 Get the advertiser's perspective

RENEWALS

Sell
Yourself

FOCUS ON
PREVIOUS SUCCESS

Grow the
partnership

QUESTIONS?

