


Rethinking Performance



Danny Ireland
Head of Paid Media



Amy Budd
Client Services Director

A group of people are gathered at a social event, possibly a conference or networking session. In the foreground, a woman with glasses and a striped turtleneck is smiling. Next to her, a blonde woman in a denim jacket is laughing and holding a coffee cup. To the right, a man in a grey jacket is also smiling and holding a coffee cup. The background is filled with other people and warm, bokeh-style lighting, creating a lively and social atmosphere.

Our marketing hive



Has 2024 behaved
itself?



What are
we hearing?

“ Media costs are rising can I do more with less? ”

“ Is there a world beyond ROAS? ”

“ Are we overly reliant on Search? ”

“ How important is video? ”

“ AI, AI, AI...? ”

“ Can I trust the data? ”

The questions on all your lips...



Are media costs rising?



Are we too reliant on Search?



Can you balance
efficiency &
effectiveness?



What's working and what to test?



What will make
you a marketing
rock star?

Marketing Rockstar



Start with your North Star



Stop planning in silo's: Balance brand with performance



Rethink the metrics that matter



Test, Learn, Scale



Launch

The happy performance agency

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