#### Rethinking Performance



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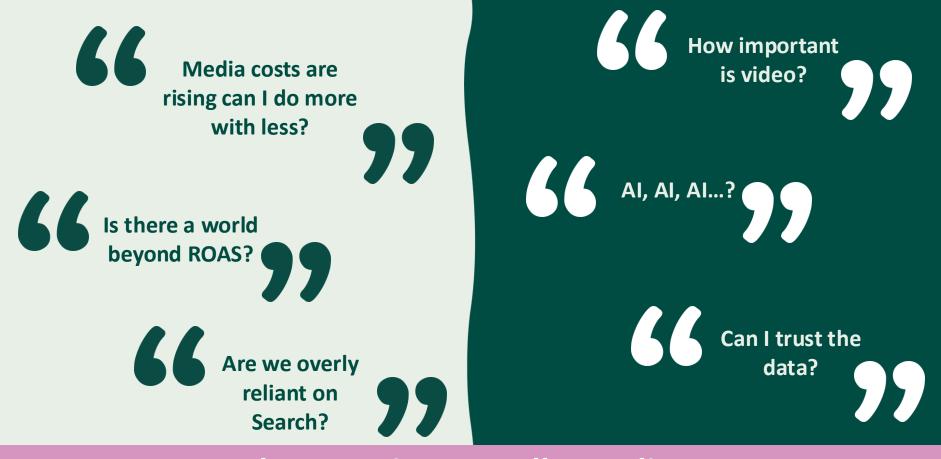




### Has 2024 behaved itself?



## What are we hearing?



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

www.launchonline.co.uk