

END-TO-END PERFORMANCE

BUILDING BRANDS FOR SUSTAINABLE GROWTH

26 MARCH 2025 | PAUL BENTLEY & AMY BUDD

@LaunchOnlineUK | #LaunchCMOEvent

Launch!

END-TO-END PERFORMANCE APPROACH

**SHORT-TERM
WINS**



**LONG-TERM
VALUE**

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END-TO-END PERFORMANCE A FUNDAMENTAL SHIFT IN MARKETING THINKING

Launch!

The background consists of three concentric circles. The innermost circle is magenta, the middle ring is lime green, and the outermost ring is blue. The text is centered within the magenta circle.

**END-TO-END
PERFORMANCE**

END-TO-END PERFORMANCE

CONTENT

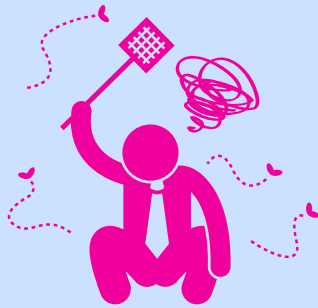
EXPERIMENTATION

MEDIA

DATA

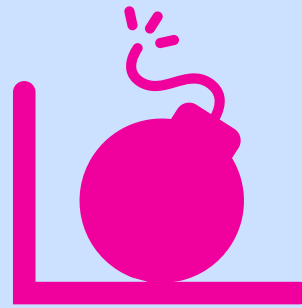
SOUND FAMILIAR?

THE CHALLENGE FOR MARKETERS



FEELING STUCK?

OPTIMISING FOR THE
SAME POOL OF
CUSTOMERS; DEMINISHING
RETURNS



STRUGGLING TO SCALE?

RISING COSTS MAKING IT
HARDER TO GROW
EFFICIENTLY



NOT CUTTING THROUGH?

PEOPLE BOMBARDED
WITH MESSAGES; LIMITING
REAL CONNECTION

Launch!

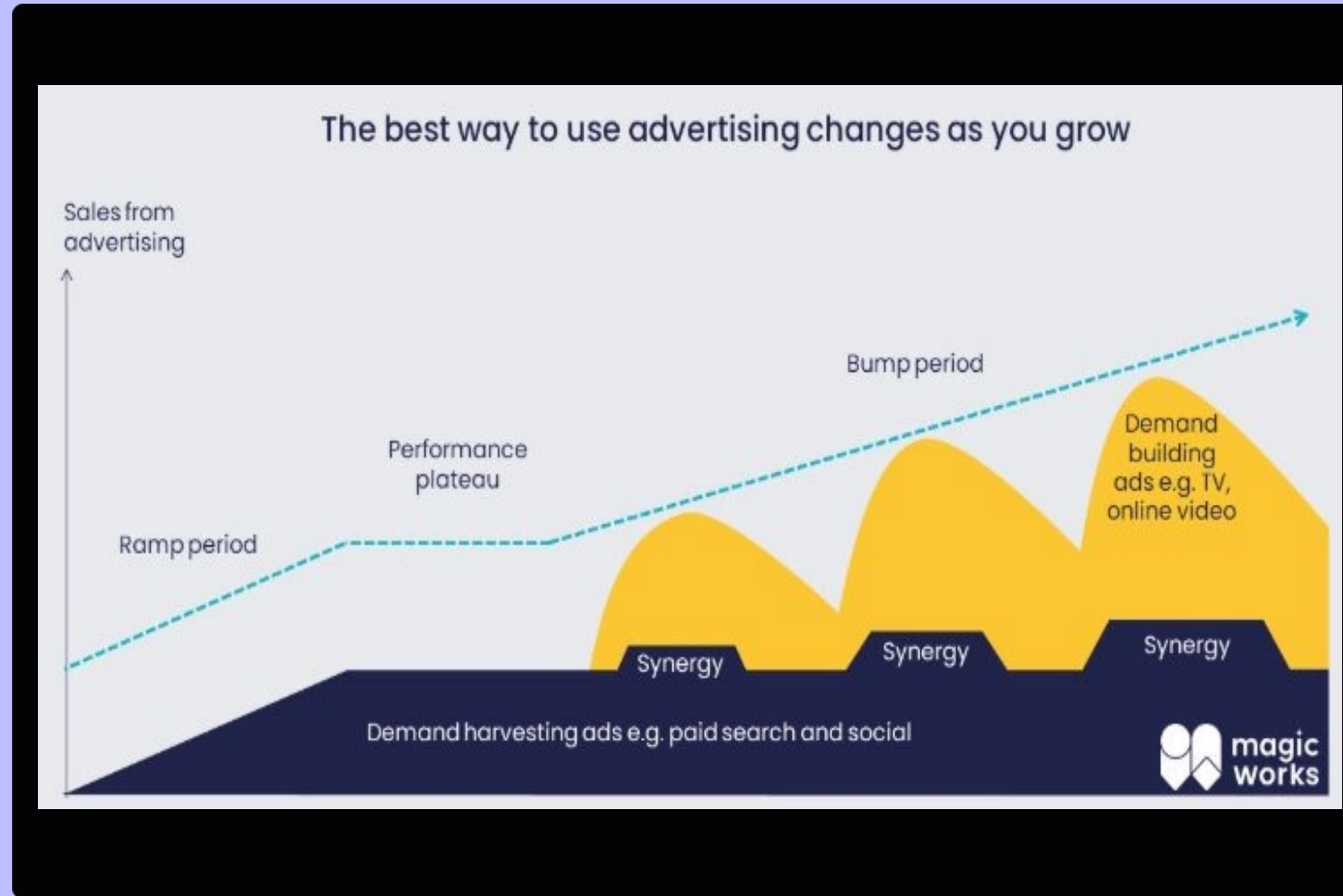


Launch!

BUILDING A PLAYBOOK FOR SUSTAINABLE GROWTH

Launch!

SEEKING SUSTAINABLE GROWTH



Launch!

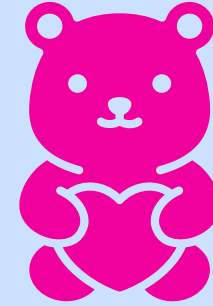
THREE PLAYS FOR GROWTH



**REGAIN CONTROL OF THE
BLACK BOX**



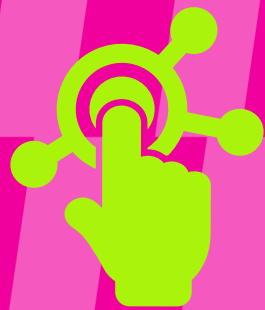
**KICK THE HABIT OF
SHORT-TERMISM**



**BUILD BRAND MOMENT
FREQUENCY**

Launch!

STEP 1: REGAIN CONTROL OF THE BLACK BOX



Launch!

EFFICIENCY VS. EFFECTIVENESS

Launch!

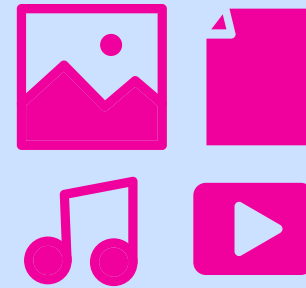
TAKING BACK CONTROL



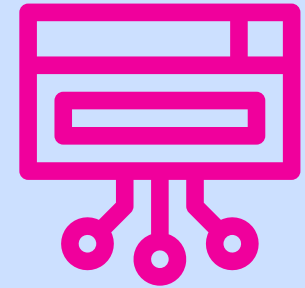
SITE CONTENT



AUDIENCE SEGMENTS



AD CONTENT



PRODUCT FEED

EXPERIMENTATION

Launch!



A LAUNCH CASE STUDY

PLANNING AUDIENCES

Active Audience

Purchase 4+ times per year

Increase purchase frequency from 4-5

VIP exclusive content

Inspiring with new ranges

Lookalike audience

Single Purchase Audience

Re-engage + buy again

Inspire with brand content

Incentivise with promotional content

Launch!

STEP 2: KICK THE HABIT OF SHORT-TERMISM



Launch!

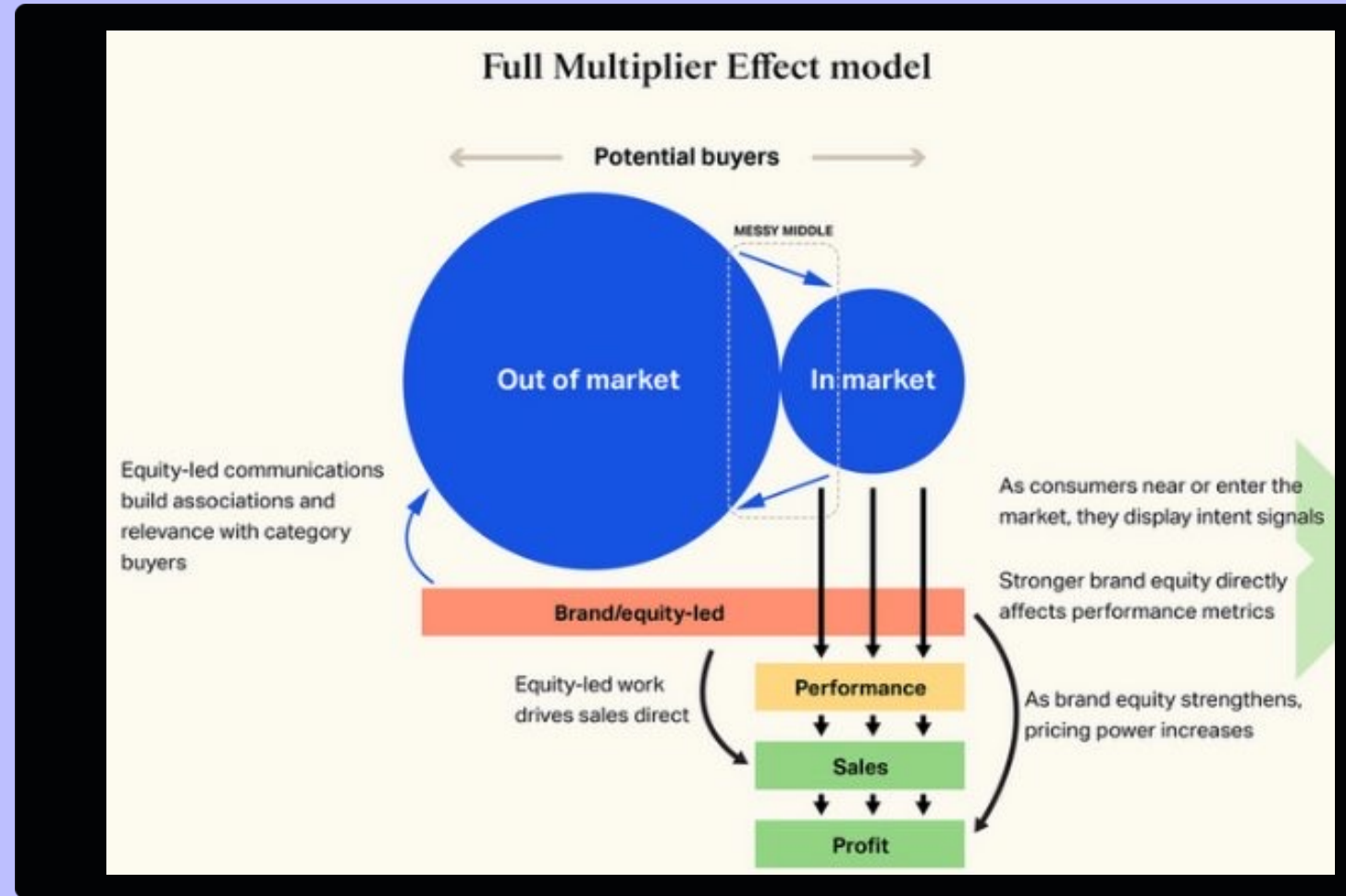
**95% OF YOUR POTENTIAL
CUSTOMERS AREN'T IN
MARKET TODAY**

Launch!

BEYOND THE 5%

Performance X Brand
90%+ increase in
Revenue ROI

Mixed to Performance Only
-40% decrease in ROI



SOURCE: WARC 2025

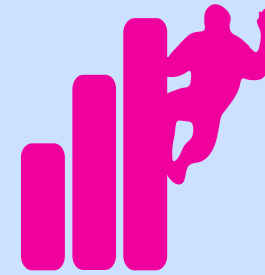
Launch!

TWO WORLDS COLLIDE



BRAND

PRIMING
MENTAL AVAILABILITY
REACH
ENGAGEMENT



PERFORMANCE

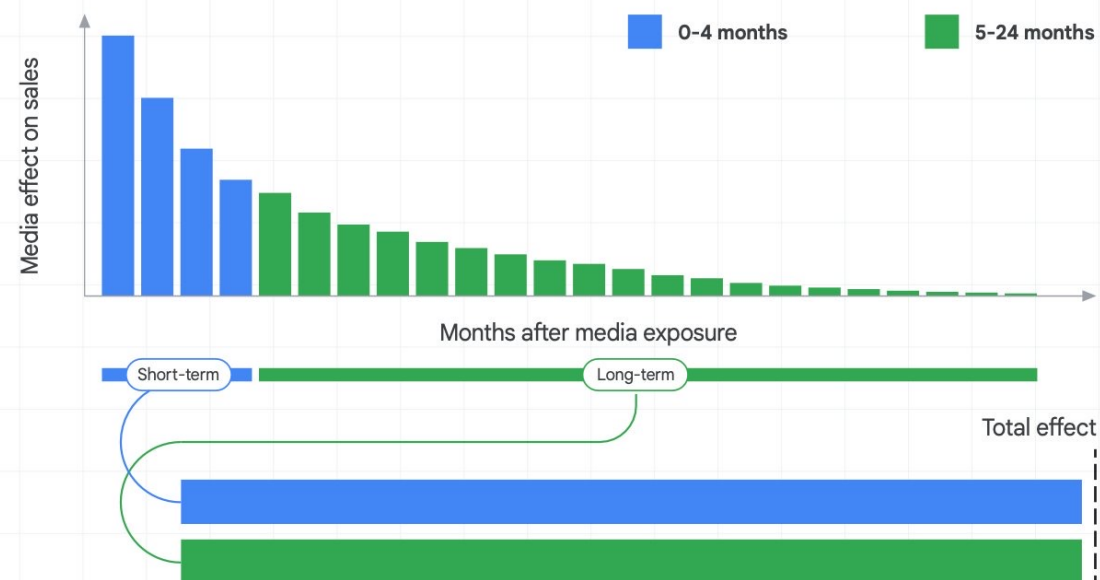
ROAS
CVR
CAC
CTR



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THE GIFT THAT KEEPS ON GIVING

The long-term sales impact of media investment



Source: Ekimetrics, UK, DE, FR, IT, Meta Analysis of several countries and categories which measured YouTube, TV and Social Media, 36 UK studies from AUTO, 35 DE studies from AUTO, 45 FR studies from AUTO, 35 FR studies from TELCO, 33 FR studies from RETAIL, 28 IT studies from AUTO, 2017-2022.

Launch!

SOURCE: GOOGLE 2025

A LAUNCH CASE STUDY

SHIFTING STRATEGY FASHION BRAND

2024

- Short-term focus
- Success measured by ROAS
- Trapped in a cycle of discounts

2025

- New audience acquisition
- Increasing purchase frequency
- Success measured by revenue growth

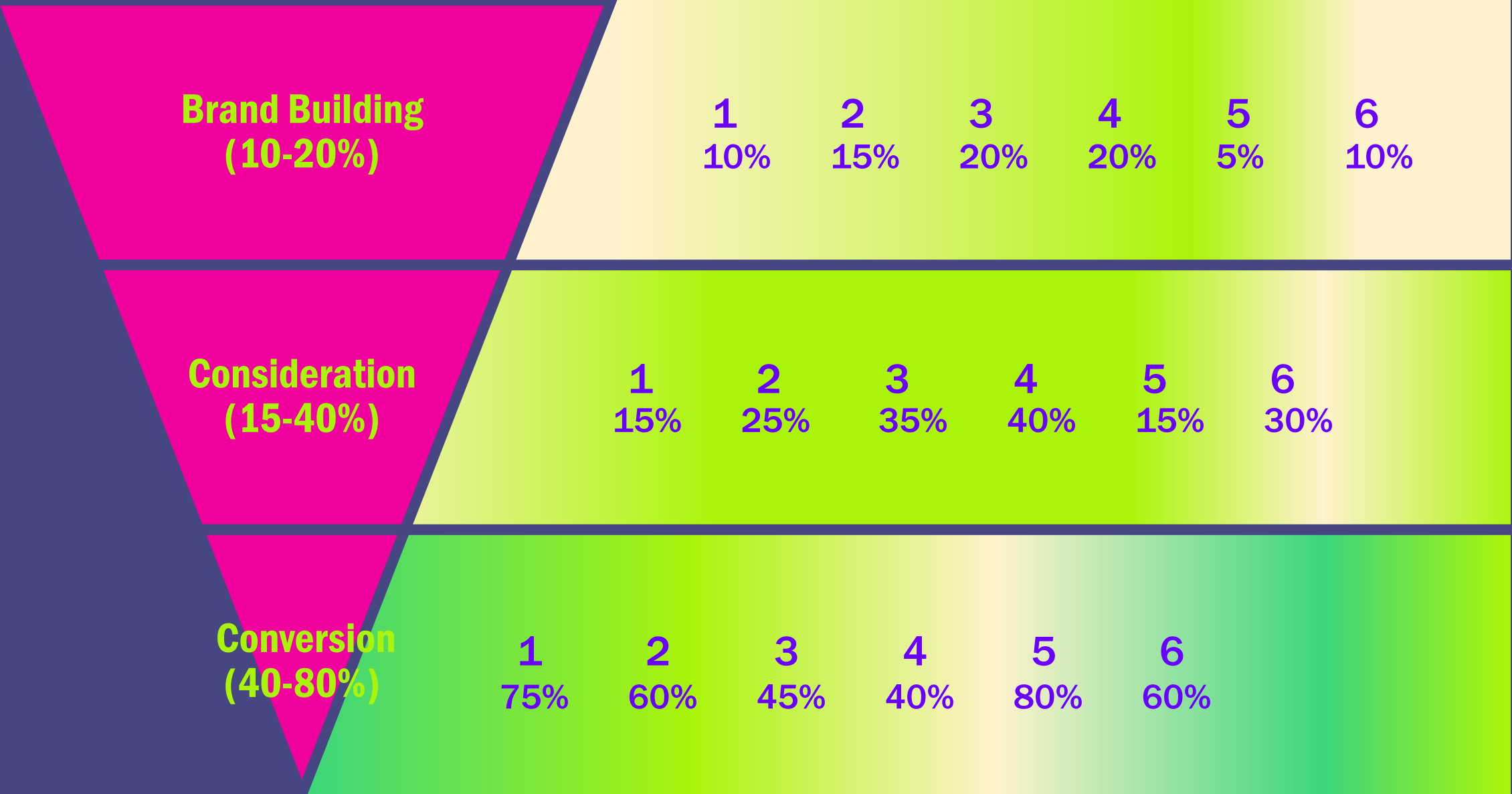
Brand Building
(1%)

Consideration
(3%)

Conversion
(96%)

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6-Month Media Investment rebalancing the funnel beyond Conversion



STEP 3: BUILDING BRAND MOMENTS



Launch!



**FULL FUNNEL
=
BIG BUDGET?**

- EVERYONE EVER'S SILLY ASSUMPTION

Launch!

sky



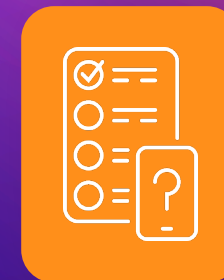
MEDIA HABITS ARE CONTINUALLY CHANGING



Meta

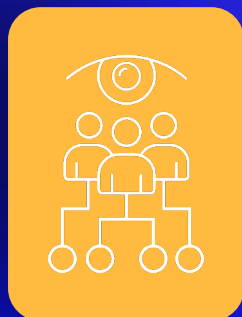
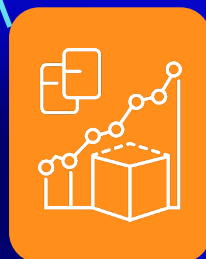


LinkedIn



YouTube

TikTok

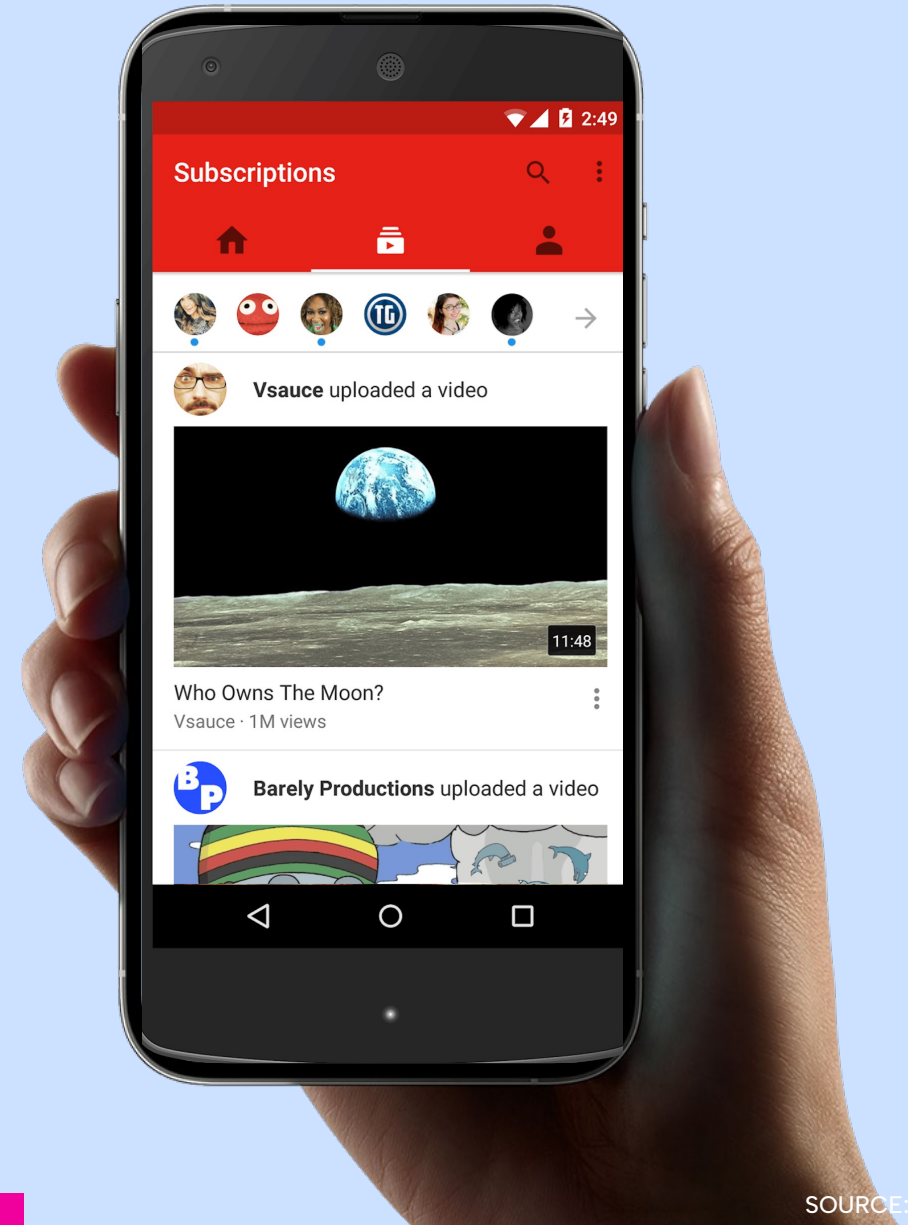


LOOK OUT YOUTUBE

YouTube is the #2 most watched media company on TV

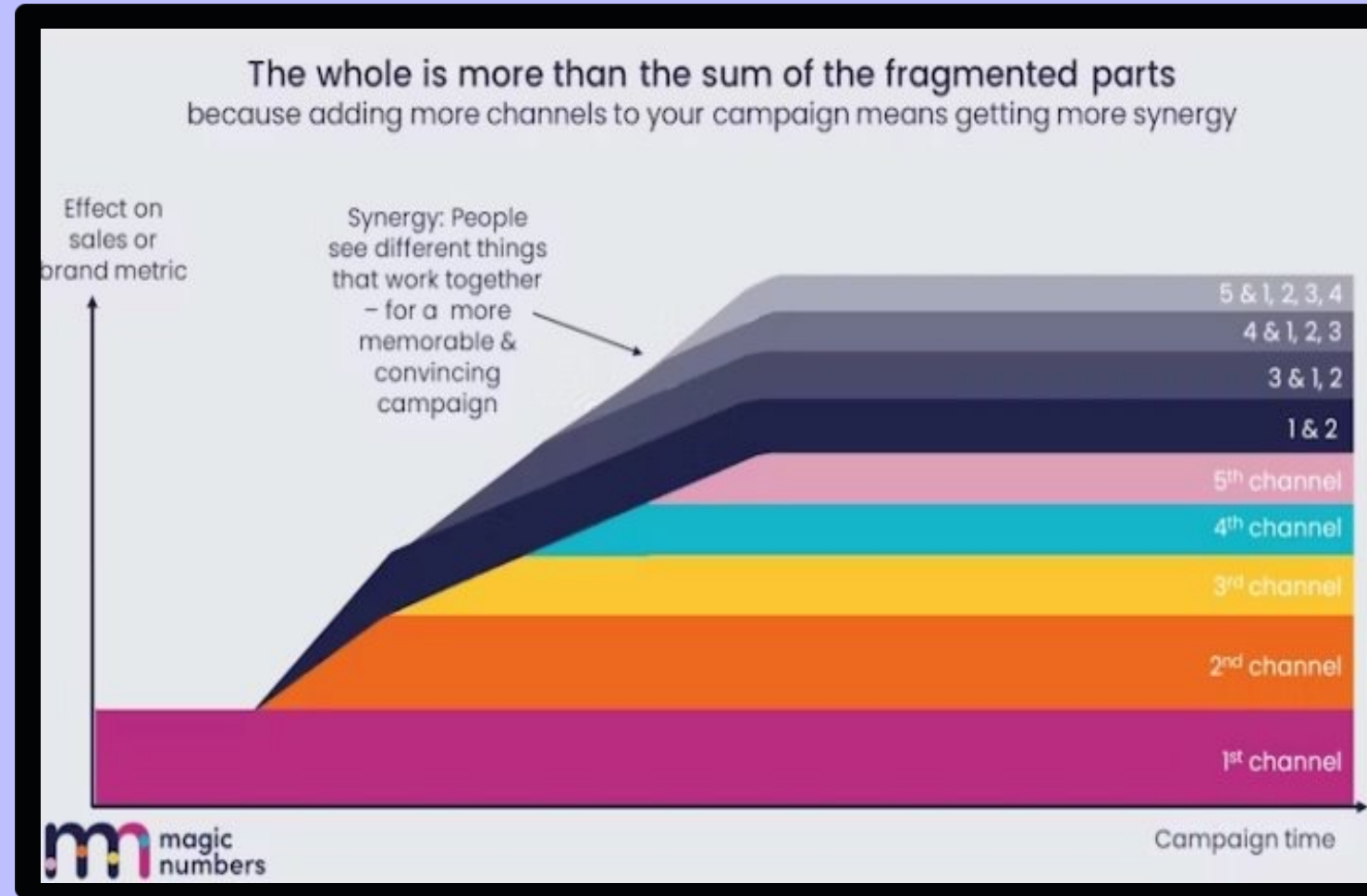
Drives higher ROAS than TV, online video and paid social over a two-year period

Of YouTube Shorts users in the UK are not on TikTok or Instagram Reels at all²



SOURCE: GOOGLE 2025

MULTI-MOMENTS BUILD BRANDS



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IT'S THE LITTLE MOMENTS — THOSE WELL-TIMED, RELEVANT INTERACTIONS — THAT BUILD FAMILIARITY AND TRUST OVER TIME, ENSURING YOUR BRAND IS TOP-OF-MIND WHEN CUSTOMERS ARE READY TO PURCHASE.

— DR. GRACE KITE

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THE LAUNCH PLAYBOOK FOR GROWTH

1. REGAIN CONTROL OF THE BLACK BOX
FEED WITH HUMAN AND DATA INPUTS

2. KICK THE HABIT OF SHORT-TERMISM
BRAND IS THE MULTIPLIER TO PERFORMANCE

3. BUILDING BRAND MOMENTS
MULTI-CHANNEL TOUCHPOINTS

Launch!

END-TO-END PERFORMANCE

CONTENT

EXPERIMENTATION

MEDIA

DATA