

What Impacts Performance

1. Creative, Versioned Based on Data and User Experience
2. Messaging, Offers, Call-to-Action
3. Audience Targeting
4. Contextual Placement, Viewability
5. Ad Size and Format
6. Frequency Levels and Share of Voice
7. Content Type
8. Timing, Day-Part, User Mode
9. Online/Offline or Multi-Channel Presence
10. Technology – Device, Browser, Cookie Deletion

