

# Questions every marketer should ask their performance partner throughout a campaign's life cycle

The ad tech industry is a crowded space with more partners emerging daily. How are marketers, who are already navigating through the complexities of their campaigns, supposed to select partners who drive performance?

Over the past 15 years, Exponential has engaged in countless conversations with direct brands and agencies alike about how to set up their campaigns. As believers in utilizing multiple performers on a plan, Exponential identified a few key questions that marketers should be asking performance partners at every stage of a campaign's life cycle to achieve the most out of their partnerships.

**e<sup>x</sup>ponential**



## Pre-Sale

- Expect expertise
- Expect questions
- Be open



## During

- Ask for recommendations + evidence
- Engage in a two-way dialogue
- Provide insight into your overall strategy



## Post-Sale

- Give feedback
- Ask for reporting
- Have them look to the future

## Pre-Sale

### WHAT CAN YOU EXPECT FROM A PARTNER?

#### Expect expertise

With many players in the space, you don't have to settle. Prior to an IO being submitted, you should engage in pre-sales consultation with the vendor. Ask specific questions and rationale to understand what they can offer you.

- From where does your data originate? How do you leverage it?
- From where does your inventory originate?
- On what other channel, if any, is your data or inventory available?
- What is fueling your optimization decisions?

#### Expect questions

You want a partner who cares as much about your success as you do. That means they should be asking you questions to make sure they understand your goals and how you want to reach them.

### WHAT DOES EACH PARTNER RECOMMEND AS THE OPTIMAL SET-UP TO ACCOMPLISH YOUR GOALS?

#### Be open

While you have a vision in mind of a demo, audience and CPA goal, be open to recommendations. It's likely that the partner has run similar verticals or campaigns and may have a new approach. Partners also know their tech best and there should be an optimal set-up to leverage this tech. In optimal set up it's no longer about following the RFP guidelines to a 'T.'

## During

### HOW CAN THE PARTNER FURTHER IMPROVE PERFORMANCE?

#### Ask for recommendations + evidence

Whether in pixel placement, changing the pricing metric or opening targeting, a partner should be willing and able to provide you with a quantifiable analysis to support their recommendations and an explanation on how it will affect campaign performance.

### WHAT INFORMATION DO PARTNERS NEED TO MAKE BETTER CAMPAIGN DECISIONS?

#### Engage in a two-way dialogue

Communication is key during a campaign. Partners should proactively approach you with ideas and next steps, and you should actively push information to your partners. Such information will help to keep partners honest and optimally set up.

#### Provide insight into your overall strategy

Answer these questions to keep partners informed on how they can drive overall increased market share:

Where does each partner anonymously rank? This will keep all partners on their toes and performing as best they can!

What other initiatives are you running that may impact the overall demand? (email blasts, upcoming promotions etc.)

## Post-Sale

### HOW CAN I BENEFIT FROM RECEIVING NEXT STEPS?

#### Give feedback

- Did the partner miss or meet goals?
- What did you like about working with them?
- Where can they improve?
- Has your partner been transparent about what it is they provided or do you feel like you've been sold a black box?

#### Ask for reporting

Expect or ask for a campaign wrap-up from your partner that provides you with recommendations or specifics about your campaign performance.

#### Have them look to the future

- What is coming down the pipe?
- Can you identify how you can engage with partners now to get them involved in future campaigns?
- Are there any business challenges partners could help solve?
- Has your partner informed you of their new products and features that set you ahead of the curve?

Since its birth in 2001, Exponential has stayed true to its original mission: to develop long-term partnerships with our clients by being the top performing partner on every plan. Exponential has the benefit of being privately-owned; we have never accepted outside funding. What does this have to do with campaign performance? It means we have zero incentives to appease anybody but our clients. You win, we win. Imagine having a team of consultative individuals focused on performance strategy. You can. Contact Exponential if you want to learn more about our Performance Strategy Team.