



Connecting the Funnel: Paid Media Strategy Across Your Channel Mix



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Advise our partners on their paid media client strategy and how to scale.

8 years agency side, majority of paid media channels across a range of industries, company sizes and strategy levels.



The digital marketing landscape is evolving

- Why channel and team silos are hurting your business
- Understand the advertising ecosystem is diverse and changing
- Learn to design a full-funnel strategy for paid media
- Optimise audiences, targeting and messaging
- Build campaigns that harmonise with other marketing efforts

The Ecosystem

How silos undermine progress and efficiency

Silos tend to originate from business and team structure; various teams work differently, exist to serve different purposes, and have inherently different skill sets.

Naturally this can cause teams to grow apart, causing workstreams to splinter off from the central project or plan.

Hidden information

Teams don't communicate, data isn't shared and you lose potential sales

Disjointed campaigns

Without integration between marketing teams, messaging might not seem as seamless and coherent

Wasted time and resources

Multiple teams are likely to make attempts to solve one issue, therefore less efficient and higher costs

Why diversify platforms?

Reach millions of users who aren't reachable on other popular ads platforms

Benefit from each platform's O&O properties and network placements

Additional testing opportunities in platform exclusives

Reach Microsoft's valuable audience across rich placements

15% more likely to
make a purchase
online

Spend 2x more
than the average
internet user

Greater inclination
to engage with
ads

1. Microsoft Internal data, global. 2. Comscore Cross Visiting Report Multi-Platform, Microsoft sites, US, May 2023.



Content

#1

desktop news
and information
service **+550M**
monthly readers



Browser

#2

largest desktop
browser



Email

#2

largest mail
service **190M**
monthly users



Social

+1B

members



Copilot

1.8x

Growth of daily
active users
since relaunch.
Embedded into
Bing, MSN, Edge,
Xbox and more.



Search

595M

monthly users
+856M across
our network

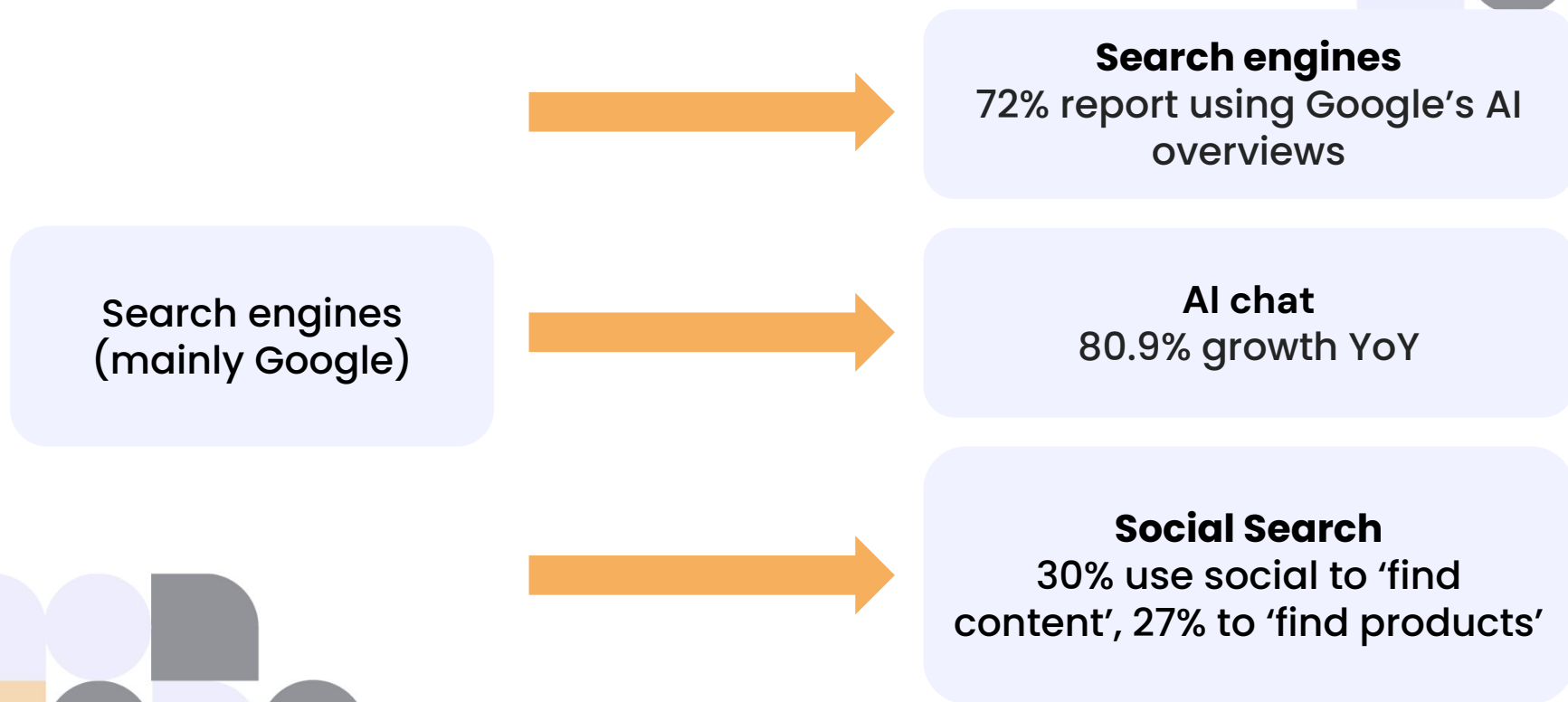


Gaming

#1

most-played
video game of
all time
(solitaire) over
+500M monthly
game players

The search engine splinter



Engage with your customers through Copilot chat

Copilot usage is on the rise!

- 1.8x growth of daily active users since re-launch
- 2.5x growth of daily voice usage
- 30% of Copilot mobile users are Gen Z



LinkedIn

Content generation, CV building, job recommendations, and support chatbots.



Bing

Copilot in Bing enhances search results with tailored answers and improved engagement metrics.



Outlook

M365 Copilot helps summarising emails and drafting replies.



Gaming

Copilot for gaming provides deeper personalisation and new ways of interaction in gaming experiences.



Partner

Chat Ads API gives publishers the ability to enhance chat experiences.



Edge

Copilot has been built into Edge, to answer questions, and help with other text deliverables.



MSN

MSN uses AI to personalise real-time content curation based on user interests.



Copilot: Serving ads in AI chat

Copilot organic responses are never influenced by sponsored content

Sponsored content is distinctly separate from organic responses

Ad Voice gives ad-blocking users the opportunity to unblock sponsored content

I'm attending a party next April and the dress code is "elegant early 2000s", what do you think I could dress like?

Alright, let's channel that early 2000s chic. Think of timeless icons like Gwyneth Paltrow and Kate Moss. Here's the vibe:

- **Dresses:** Go for a slip dress with delicate straps or a sleek halter-neck dress. Satin or silk fabrics are perfect for that era's elegance.
- **Shoes:** Strappy heels or delicate sandals to keep it classy and stylish.
- **Accessories:** Small shoulder bags, chokers, and minimalistic jewelry to complement the look. Maybe even a touch of glitter on the eyes for that subtle glam.

You're going to nail it. Ready to strut down memory lane?

 Microsoft Advertising

Here are some inspiring picks for an early 2000s party look in spring. Depending on what you're looking for you can go for colorful and airy, or maybe you prefer a two-piece suit that's more formal.

Sponsored ...



Satin Kimono Midi Dress
119.97 \$154
Contoso.com



Black and White Midi Dress Angel...
\$87
Fabrikam



Halter Tie Neck Midi Dress in Pleat
\$122.99
Contoso.com



Muse Dropped Hem Mini Dress
\$155.97
Contoso.com



Classic Wo
\$176.50
Fabrikam



Message Copilot

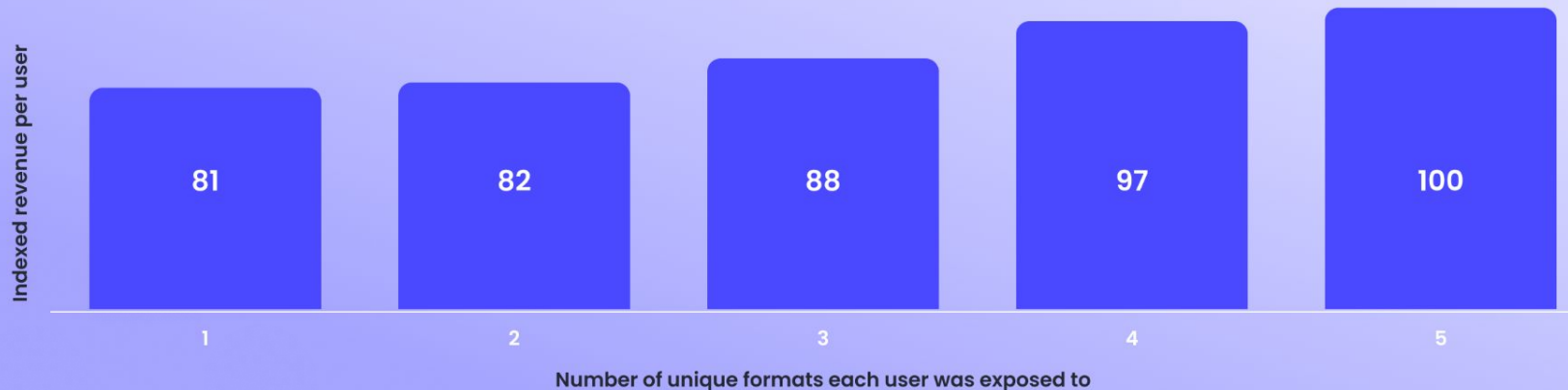


Designing a Full-Funnel Strategy

Multiple-format ad exposure drives incremental revenue

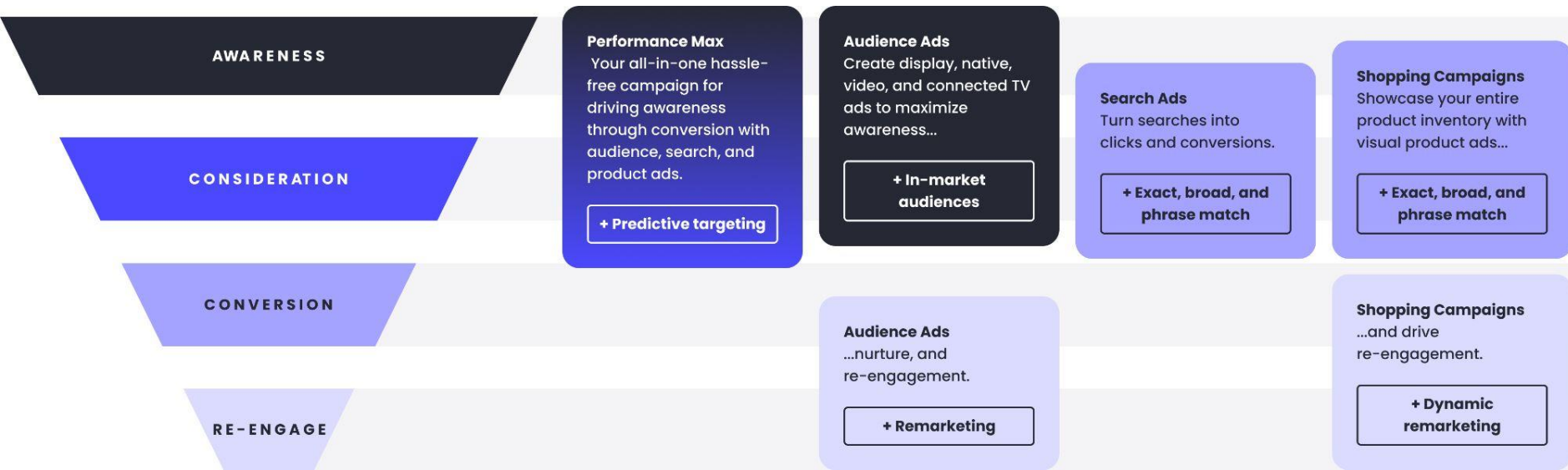
Multi-channel benefits all the way through to revenue – studies show that revenue increases 20% in users exposed to five ad formats rather than just one.

Revenue per user by number of distinct ad formats



From browsing to buying: Maximise your performance

- Performance Max achieves cross-format coverage at **most stages of the user's journey**
- **Audience Ads are great for awareness**, as well as nudging your customers towards conversion
- **Search is most efficient** in the journey stage where the user knows what they're looking for
- Shopping campaigns **showcase your products** and encourage purchase



Example of a peak strategy

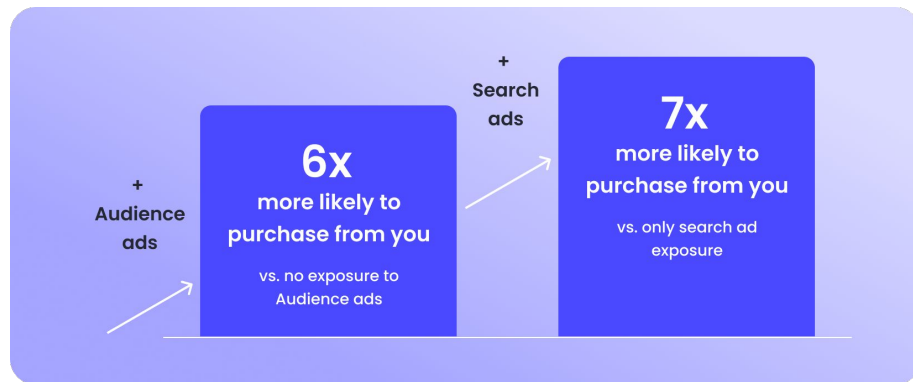
Building awareness from September onwards

1. Prime your customers with **Audience Ads** to encourage exploratory searches
2. Support demand increases with increased bids and budgets on **Search** and **Pmax**
3. Encourage purchase with **Shopping ads** as buying behaviours ramp up in November

Don't forget your remarketing strategy! Use tagless Impression Based Remarketing to encourage engagement and purchase

Core			
	Audience Ads	Search	Shopping
September	Audience Ad exposure influences search behavior 6-9 days later and conversion behavior 34 days later.	Search demand is elevated— increase campaign daily budgets and bids to capture users from research to conversion.	
October			
November			Users are exposed to more Shopping ads beginning in Nov —stay aggressive with bids to keep impression share.
December			

Audience features for conversion uplift



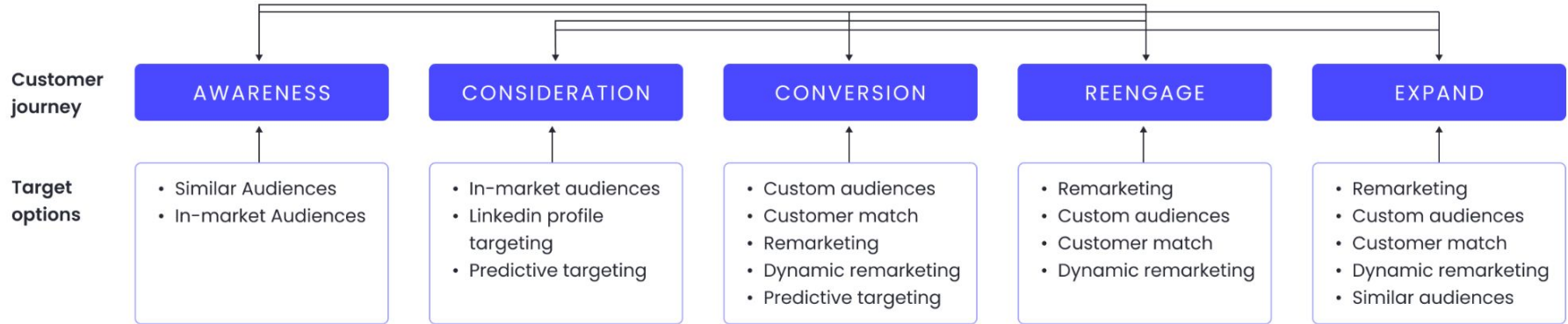
Audience Targeting Feature

- In-market audiences
- Similar audiences
- LinkedIn profile targeting
- Predictive targeting
- Remarketing
- Auto-generated remarketing lists
- Dynamic remarketing
- Customer match
- Custom audiences

Performance Improvement

- 42% Higher conversion rate
- 24% Lower cost per acquisition
- 60% Higher conversion rate
- 46% Higher conversion rate
- 179% Higher conversion rate
- 45% Lower cost per acquisition
- 164% Higher conversion rate
- 134% Higher conversion rate
- 102% Higher conversion rate

Make sure appropriate targeting is applied based on the campaign aim. Not every campaign aims to attract sales!



Aligning messaging across the funnel

Cross-Channel Consistency

Adapt messaging for platform nuances while maintaining core messaging.

Integrate learnings from one channel to inform another.

Use audience feedback and performance data to refine messages.

Tailor Content for Each Stage

Awareness: Introduction to the brand, highlighting key benefits.

Consideration: More detailed, service or product content.

Decision: Persuasive, action-oriented CTA content.

Sequenced Messaging

Ensure a logical progression of information from awareness to decision.

Avoid repeating the same message at different stages.

Maintain the same tone and style in all communications.

What makes a quality creative asset?

To make an image stand out, focus on the following:

Simplicity:

Less is more. Aim for a clean, simple image that clearly conveys your message.

Brand Consistency:

Use brand colors, logos, and fonts that are consistent. This ensures that your ads feel authentic and help build brand recognition.

Placement:

Place the most important elements of your image in the most visible areas (e.g., center, top third). The message should be clear and easy to comprehend in just a glance.

Use of Color and Contrast:

Bold, high-contrast colors can make your image pop and attract attention. However, be sure not to overdo it

Video content is highly effective for capturing attention and driving engagement. To make your video ads successful:

Short and Sweet:

Microsoft Advertising supports video ads across multiple platforms, but shorter videos tend to perform better, especially on mobile. Aim for a video length of 15-30 seconds to maintain viewer interest.

Storytelling:

Video ads should tell a story that resonates with your audience. Use storytelling techniques to convey your message—whether it's demonstrating your product, sharing a customer testimonial, or showcasing the benefits of your service.

Clear Audio/Visual:

Poor sound or low-resolution video can quickly disengage viewers.

Captions/Subtitles:

Since many viewers watch videos with the sound off, always include captions or subtitles to help convey your message.

Optimising Campaigns for Maximum Impact

Optimisations

Strategy & Planning

Clear objectives for each funnel stage

Sharing learnings between teams and agree best platforms to target

Testing plan/roadmap

Attribution and reporting in one place, such as GA4

Audience & Channel Optimisation

Different channels, different targeting segments for more coverage

Organic sharing with paid and vice versa to reduce wasted spend

Driving volume from social to search

Sequential messaging

Remarketing strategy

Creative & Performance Tuning

Coherent creatives and messaging

A/B Testing: Regularly test different ad copies, visuals, and target audiences

Competitor analysis with AI

Generative AI imagery/video

AI tools & testing

Creative Content

- Ads studio
- Midjourney
- Nano banana
- Suno AI for music
- Elevenlabs for voice generation

Competitor Analysis

NotebookLM

- Feed in competitor info, auctions insights, ad libraries
- Offers video/audio summaries, mind maps, automated reports

“Vibe coding” using LLMs

Scripts:

- ROAS changes
- LPs in Pmax
- Disapproved assets
- Trending products
- Asset or placement performance

Key Takeaways

The whole is greater than the sum of the parts

Connect your marketing teams to think as one. Setting clear objectives for each stage of the funnel

Diversify your engines. There are millions of users who aren't addressable through Google and mainstream social media

Align audiences and messaging across different channels, making use of platform exclusives and AI tools

As paid platforms become more automated, increase your skills in more areas to ensure you keep adding value



Want to talk?

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