AGENCY CHEAT SHEET:

Wicked's Scale, Kill or Chill Framework

WHY THIS IS IMPORTANT

Marketing attribution delivers value when you make profitable ad buying decisions.

The Scale, Kill, or Chill framework is how to make those decisions using the Wicked Reports marketing attribution platform.

WHEN TO USE THIS

Whenever you are making ad budget optimization decisions.

WICKED REPORTS
SMART ATTRIBUTION

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THE FRAMEWORK

1. Pre Optimization Checks
2. Campaign Duration Gate
3. Match Campaign Intention with Correct Attribution Model
4. ROAS + LTV Optimizations on Ads, Keywords, and Audiences
5. ROAS + LTV Optimizations on Ad Sets and Ad Groups
6. ROAS + LTV Optimization on the Campaign
7. Scale, Kill, or Chill as advised

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1: PRE OPTIMIZATION CHECKS

A. Set your Forecasted Campaign Evaluation Time Period
B. Determine the Impact Level of Customer LTV
C. Map Campaign Intention to the Correct Attribution Model
D. Tracking Verified

These are covered in the Pre Optimization Checklist.

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2: CAMPAIGN DURATION GATE

A. Identify the campaign for optimization
B. Is the campaign's duration longer than the Forecasted Campaign Evaluation Time Period ?
   YES = continue
   NO = CHILL on ad budget decisions.
   The campaign needs more time based on your historical customer behavior.

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Campaign name	First Click Date	Last Click Date	Costs	Clicks/Views	New Leads	Re Engaged Leads	Wicked Attributed Sales	Wicked Attributed Revenue
iyb - tof - audience testing - abo small budgets	10/24/2021	11/17/2022	$168,396	91,019	3,116	859	1,192	$279,948
iyb. - tof - abo - massive tail - cyber monday	12/02/2021	03/19/2022	$62,953	55,540	1,303	587	602	$137,940
iyb - tof - blog offers - abo	05/07/2022	11/17/2022	$55,269	39,326	916	435	451	$85,567
iyb - tof _facebook_conv_bogo- abo	10/27/2021	05/12/2022	$43,181	29,252	1,060	384	464	$110,819
iyb - tof - mof - audience testing - abo	01/22/2022	11/17/2022	$36,513	38,321	1,620	980	370	$82,177
iyb - tof - audience testing - abo	10/17/2021	02/06/2022	$31,770	21,197	690	211	288	$69,760
iyb - tof - blog offers - abo - adlinks	05/07/2022	09/12/2022	$26,780	19,825	487	236	263	$46,877

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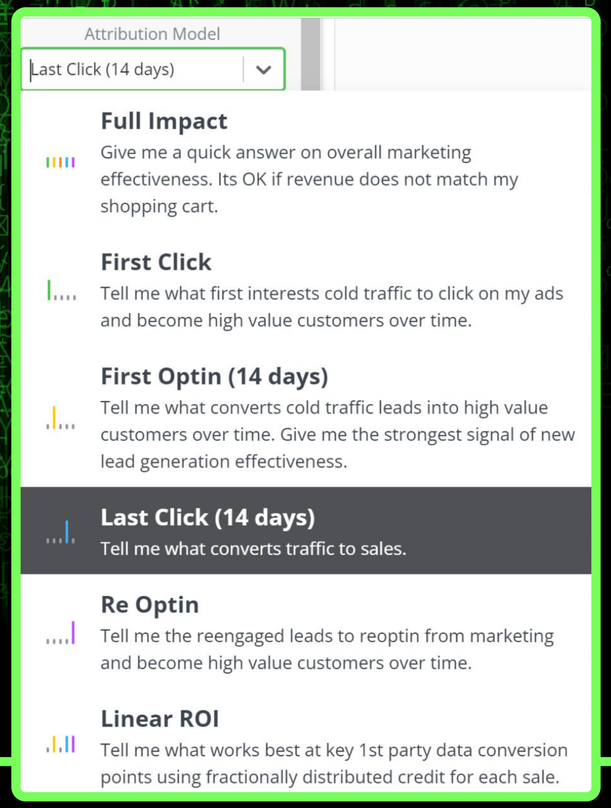
3: MATCH CAMPAIGN INTENTION with CORRECT ATTRIBUTION MODEL

A. What is the campaign's intention: TOF, MOF, BOF, or Full Funnel (aka Spray and Pray) ?
B. Apply the attribution model that matches your campaign's intention and observe the ROAS value.



TOF	First Click or New Lead
MOF	Last Click with MOF conversions on, or Re Engaged Lead
BOF	Last Click
Full Impact	Give me a quick answer on overall marketing effectiveness. Its OK if revenue does not match my shopping cart.
Linear	Tell me when campaigns influence revenue using 1st party data conversions, fractional attribution credit, and never overcount revenue

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4: ROAS + LTV OPTIMIZATION on ADS, KEYWORDS and AUDIENCES

A. Drill into the campaign's attributed ads, keywords, and audiences

B. Scale, Kill, or Chill each ad's budget based on the framework matrix below

C. Move KILL ad budget to SCALE ad budget

D. Leave CHILL ad budget as-is

E. Add more SCALE ad budget if you don't have enough additional budget from the KILLs

	ROAS			
		UNACCEPTABLE	AVERAGE	ACCEPTABLE
CUSTOMER LTV IMPACT	HIGH	CHILL	SCALE	SCALE
	MEDIUM	KILL	CHILL	SCALE
	LOW	KILL	CHILL	SCALE

When finished optimizing all ad budgets, move on to Step #5

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5: ROAS + LTV OPTIMIZATIONS on AD SETS and AD GROUPS

A. Drill into to the campaign's attributed ads, keywords, and audiences

B. Scale, Kill, or Chill each ad set/ad group's budget based on the framework matrix below

C. Move KILL budget to SCALE budget

D. Leave CHILL budget as-is

E. Add more SCALE budget if you don't have enough additional budget from the KILL

	ROAS			
		UNACCEPTABLE	AVERAGE	ACCEPTABLE
CUSTOMER LTV IMPACT	HIGH	CHILL	SCALE	SCALE
	MEDIUM	KILL	CHILL	SCALE
	LOW	KILL	CHILL	SCALE

When finished optimizing all ad budgets, move on to Step #6

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6: ROAS + LTV OPTIMIZATION on CAMPAIGNS

A. Are the identified optimizations from Steps 4 & 5 high impact?

B. Scale, Kill, or Chill the campaign's overall budget based on the framework matrix below

	ROAS			
		UNACCEPTABLE	AVERAGE	ACCEPTABLE
ARE THE OPTIMIZATIONS of STEPS 4&5 HIGH IMPACT?	YES	CHILL	SCALE	SCALE
	NO	KILL	CHILL	SCALE

When finished optimizing all ad budgets, move on to Step #7

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7: SCALE, KILL, CHILL as ADVISED

SCALE Increase budget. There is a profitable spread between ad spend and reveue.

CHILL Keep budget stable. Revenue is generating, but campaign is not a home run. Delayed conversions, future Customer LTV, and other optimizations might drive this up to SCALE. Declining ROAS over time would move this to KILL.

KILL Stop spending. Reallocate budget to SCALE campaigns.

Repeat Steps 2-7 for all campaigns.

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CLIENT TALK TRACKS AND PROOF OF YOUR VALUE

Talk track "Scaling ad budget on Higher ROAS"

For Chills ...

"Some of the campaigns with lower ROAS still have reasons they might bring back positive results. We've analyzed your conversion time data and it indicates that campaigns are going to take approximately [use predictive behavior client data here] days to convert. "

Optionally if LTV backs it up, continue with-
"Your Customer LTV data analysis shows that customers are worth [x] more dollars per customer after month[y]. This means campaigns are likely to get that much more lift per customer in another [time frame]. So we are going to chill on those campaigns that are acquiring customers at break-even or so ROAS due to this lift."

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CLIENT TALK TRACKS AND PROOF OF YOUR VALUE

For Kills...

"We have detected some low ROAS campaigns that are not likely to turn around. We are going to redeploy this ad budget on new creatives and tests."

For Scales...

"We have detected high ROAS and are going to scale the ad spend to drive more revenue as long as the targeting pool of prospects doesn't dry up."