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.
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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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## 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.

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

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 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

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:

<table>
<thead>
<tr>
<th>ARE THE OPTIMIZATIONS of STEPS 4&amp;5 HIGH IMPACT?</th>
<th>ROAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>UNACCEPTABLE</td>
</tr>
<tr>
<td>NO</td>
<td>KILL</td>
</tr>
</tbody>
</table>

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 revenue.

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.
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.”