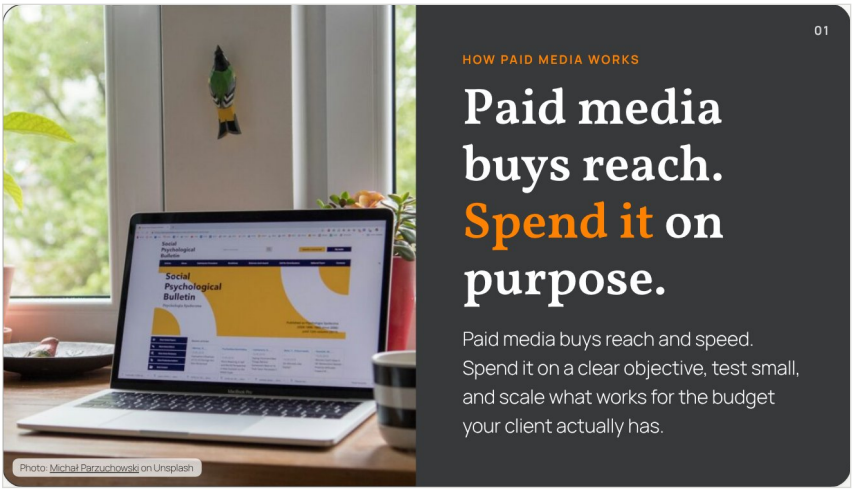
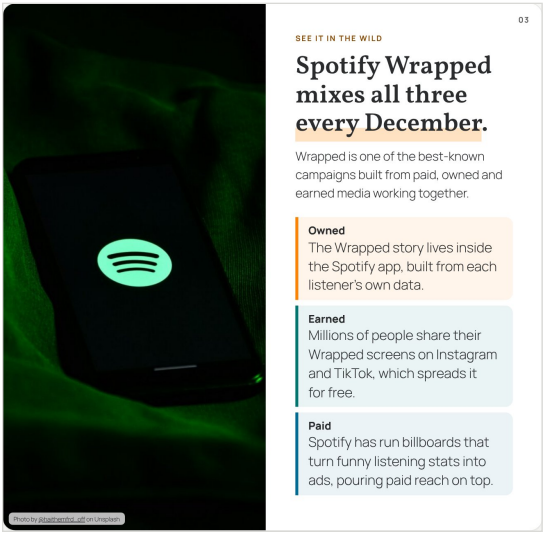


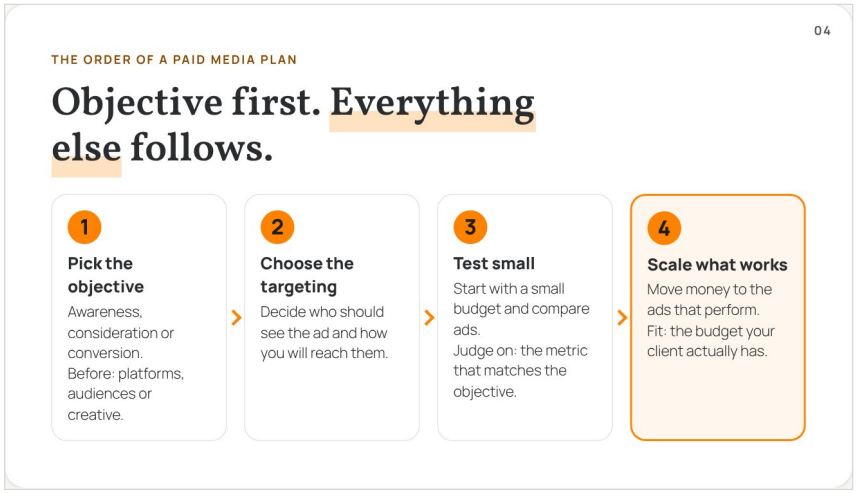
Slide 1



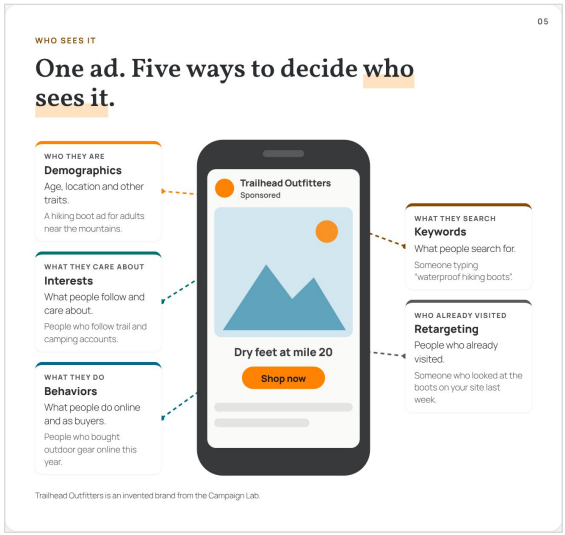
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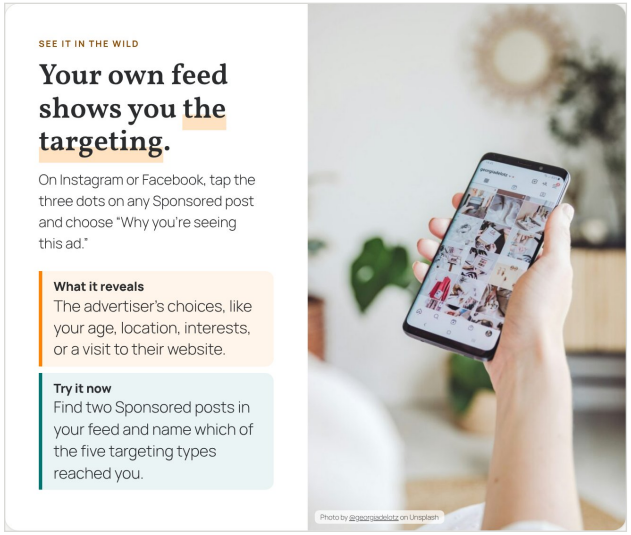
Slide 3



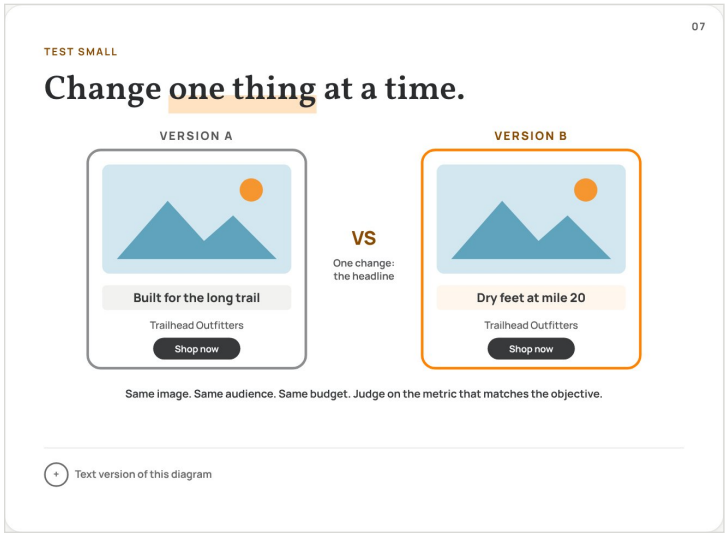
Slide 4



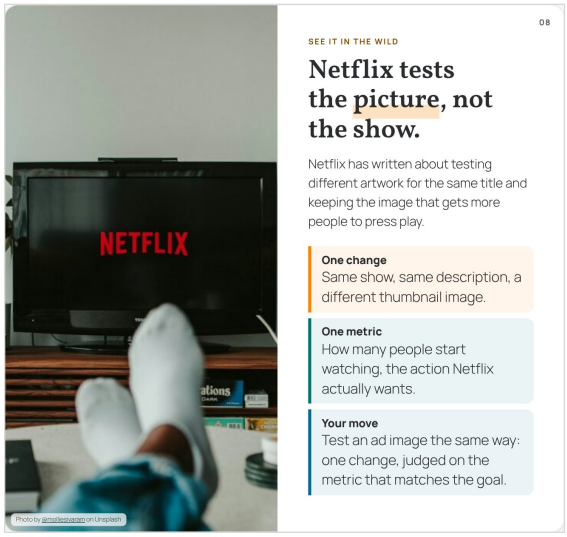
Slide 5



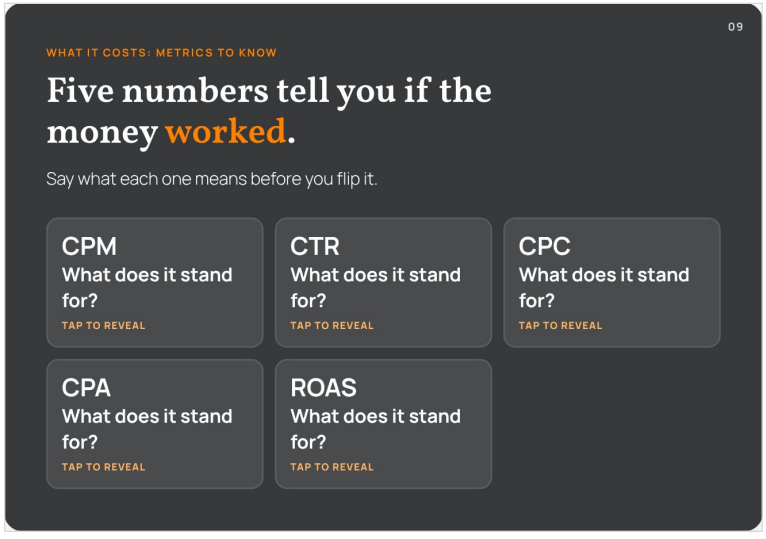
Slide 6



Slide 7



Slide 8



Slide 9

10

QUICK CHECK

Which number would you judge it on?

Objective first, then the metric that matches it. Pick one metric for each campaign, then check the next slide.

1 A new coffee shop wants people in town to know it exists.

2 A boot brand wants shoppers to visit its product page and compare styles.

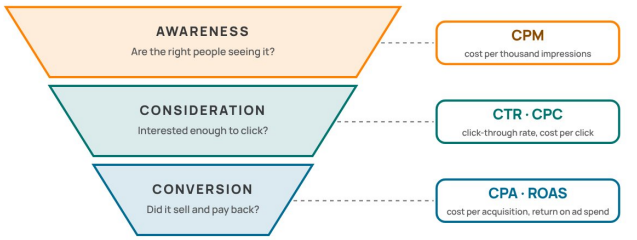
3 An online store wants purchases, and each sale has to pay back the ad spend.

Slide 10

11

OBJECTIVE FIRST, THEN THE METRIC

Each stage has its own scorecard.



Text version of this diagram

Slide 11

12

SEE IT IN THE WILD

Dollar Shave Club's launch, stage by stage.

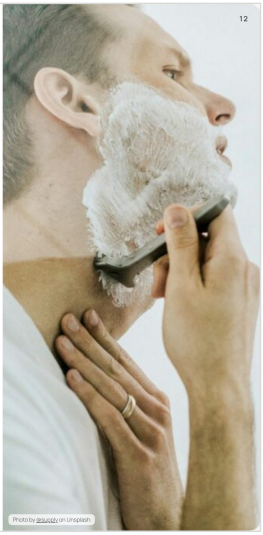
In 2012, a startup razor brand posted a low-budget launch video that became a marketing classic.

Awareness
The video spread fast on YouTube and social, so reach and views were the first scorecard.

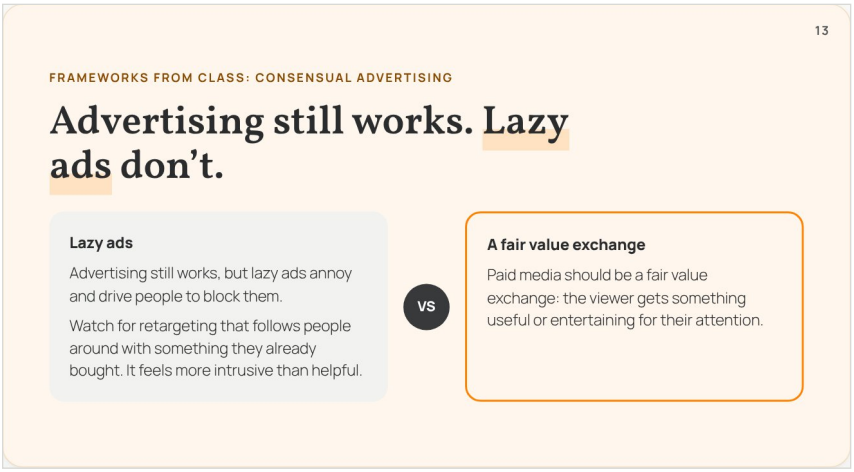
Consideration
Viewers flooded the website, so traffic and clicks showed real interest.

Conversion
The brand reported about 12,000 orders in the first two days, the number that proved it paid back.

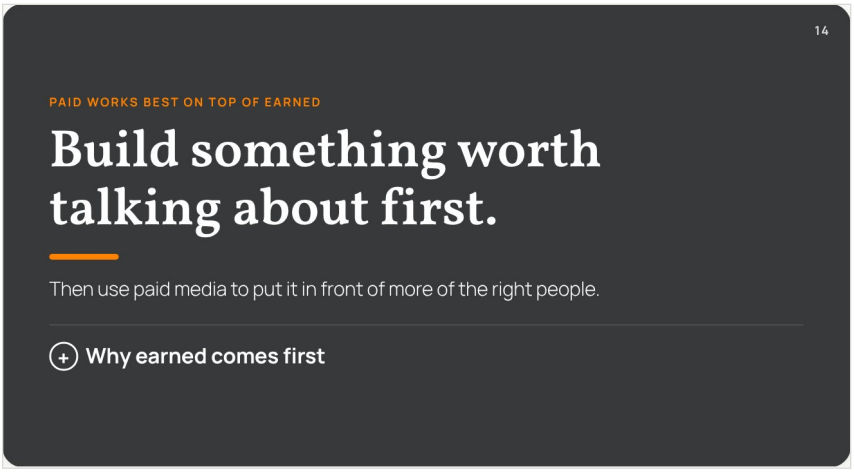
Stock photo shown, not a Dollar Shave Club product.



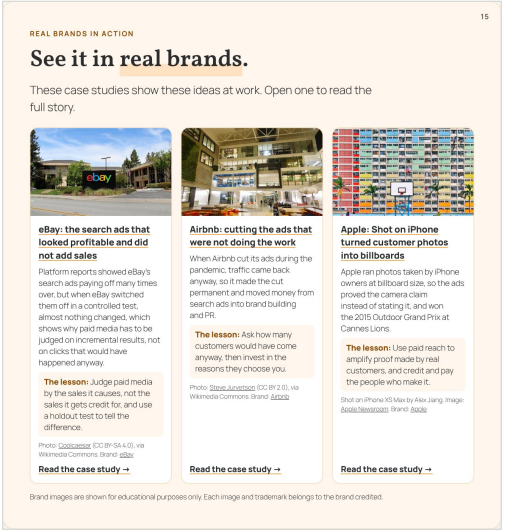
Slide 12



Slide 13



Slide 14



Slide 15