



# How to Scale Your Marketing in an Algorithmic World

November 2023

WHERE CREATIVE, MEDIA, AND  
DATA WORK TOGETHER.



# TODAY'S AGENDA

1

## INTRODUCTIONS

Who is BCM?  
Partnership Overview

2

## 2023 RECAP

Key Learnings

3

## MEDIA TRENDS

Power of Algorithms

4

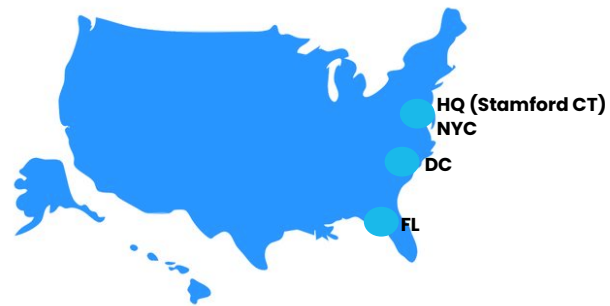
## Q&A

Let's talk!





# Where?



# Who?

**Beeby Clark+Meyler is a  
Performance Marketing Agency.**

**We integrate search, social & video  
to drive outsized sales growth and ROI.**

**WE ARE RECOGNIZED  
EXPERTS**

**FACEBOOK**

BUSINESS PARTNER



PREMIER 2023



# BCM CAPABILITIES

## Our service offerings

### ANALYTICS



- Consumer Insights
- Advanced Modeling
- Data Partnerships
- Analysis & Reporting
- Marketing Automation

### MEDIA



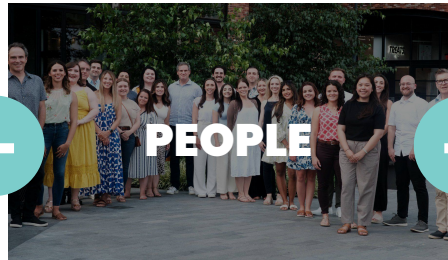
- Search (SEO, PPC, Amazon)
- Social Media
- Video (TV, OTT, Digital)
- Content Distribution
- Influencer
- Sponsorships

### CREATIVE



- Campaign Development
- Production Services
- Content Creation

4





# BCM and Trusted Choice have been working together for 4 years.

Oct 2020



The Local Agent campaign used highly-relatable creative to demonstrated how many aspects of daily life and business need to be insured.

**Timing:** October 2020 - March 2021

**Partners:** Meta, YouTube, Hulu, TV

Aug 2021



The MLB partnership plan was focused on assets relating to the MLB and John Smoltz

**Timing:** Aug 2021 - Dec 2021

**Partners:** MLB Network, Meta

Apr 2022



A continuation of the Home Field Advantage campaign with added platforms

**Timing:** Apr 2022 - June 2022

**Partners:** MLB Network, Meta, YouTube

Jan 2023



FY23 utilized the Local Like You Creative and tested out new media partners like Reddit.

**Timing:** Jan 2023 - Aug 2023

**Partners:** Meta, Pinterest, Reddit, Influencer



# 2023 Recap



# The FY23 program was a cross channel plan to drive both awareness and traffic goals.

## GOALS

Build awareness of Trusted Choice brand

Drive traffic to Trusted Choice website

## TARGET AUDIENCE

In-Market Shoppers

Small Business Owners

## DISTRIBUTION



StackAdapt

January 2023 ---> August 2023



# This new campaign structure paved the way for testing opportunities in FY23, which helped strengthen the media plan

## Personalized New Ad Copy

**CAR OWNERS!** Does your insurance agent even know you? A dedicated Local Trusted Choice Independent Agent will – and that’s the difference. Find yours.

## New Platforms

**Pinterest** – looking to target an audience that is making a significant life change

**Reddit** – moved from the pinterest platform to reddit after not achieving the desired results from Pinterest.

## New KPIs

In FY24, the program moved into more engaged audiences, which we could use to drive higher website traffic.

## New Audiences

Creative and audience segmentation allowed us to better focus on boating, business, auto, general, audiences.





# Personalized ad copy testing performed best

**POST COPY:** CAR OWNERS! Does your insurance company even know you? A dedicated Local Trusted Choice Independent Agent will – and that’s the difference. Find yours.

KNOWS THE EASIER WAY TO GO.

LOCAL AGENT LOCAL DRIVER

**LOCAL LIKE YOU**

Trusted Choice  
INDEPENDENT INSURANCE AGENTS

This advertisement features a dark blue top section with the headline 'KNOWS THE EASIER WAY TO GO.' Below this, a circular graphic contains two photos: a man in a suit labeled 'LOCAL AGENT' and a man in a polo shirt labeled 'LOCAL DRIVER' next to a white car. The text 'LOCAL LIKE YOU' is written in large, bold, white letters across the center. The Trusted Choice logo is at the bottom.

DRIVES THE RESEARCH.

LOCAL AGENT

Trusted Choice  
INDEPENDENT INSURANCE AGENTS

This advertisement features a dark blue top section with the headline 'DRIVES THE RESEARCH.' Below this, a circular graphic shows a man in a suit giving a thumbs up, labeled 'LOCAL AGENT'. The Trusted Choice logo is at the bottom.

STAYS WITH YOU FOR THE RIDE.

LOCAL AGENT

Trusted Choice  
INDEPENDENT INSURANCE AGENTS

This advertisement features a dark blue top section with the headline 'STAYS WITH YOU FOR THE RIDE.' Below this, a circular graphic shows a woman with her arms crossed, labeled 'LOCAL AGENT'. The Trusted Choice logo is at the bottom.

ASSISTS WITH YOUR CLAIMS.

LOCAL AGENT

Trusted Choice  
INDEPENDENT INSURANCE AGENTS

This advertisement features a dark blue top section with the headline 'ASSISTS WITH YOUR CLAIMS.' Below this, a circular graphic shows a man in a suit cheering with his fist raised, labeled 'LOCAL AGENT'. The Trusted Choice logo is at the bottom.

STEERS YOU TO CARRIERS.

LOCAL AGENT

Trusted Choice  
INDEPENDENT INSURANCE AGENTS

This advertisement features a dark blue top section with the headline 'STEERS YOU TO CARRIERS.' Below this, a circular graphic shows a woman in a pink jacket, labeled 'LOCAL AGENT'. The Trusted Choice logo is at the bottom.



# Personalized ad copy testing performed best

**POST COPY: HOME OWNERS!** Does your insurance company even know you? A dedicated Local Trusted Choice Independent Agent will – and that’s the difference. Find yours.

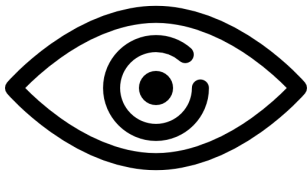
The image displays five separate ad panels arranged horizontally. Each panel has a dark blue top section with white text and a lighter blue bottom section with an orange circular graphic. The panels are:

- Panel 1:** Text: "HAPPY TO HELP THE NEIGHBORHOOD." Graphic: A woman's portrait, a house, and a family. Text: "LOCAL LIKE YOU", "LOCAL AGENT", "LOCAL HOME OWNERS".
- Panel 2:** Text: "HELPS WITH YOUR RESEARCH." Graphic: A man giving a thumbs up. Text: "LOCAL AGENT".
- Panel 3:** Text: "RECOMMENDS YOUR CARRIERS." Graphic: A woman in a pink jacket. Text: "LOCAL AGENT".
- Panel 4:** Text: "ASSISTS WITH YOUR CLAIMS." Graphic: A man cheering with a fist pump. Text: "LOCAL AGENT".
- Panel 5:** Text: "ALL UNDER ONE ROOF." Graphic: A woman with arms crossed. Text: "LOCAL AGENT".

All panels feature the "Trusted Choice" logo at the bottom left.



# We surpassed the impressions and link clicks goals!



81,481,757  
Impressions  
(+40% above goal)

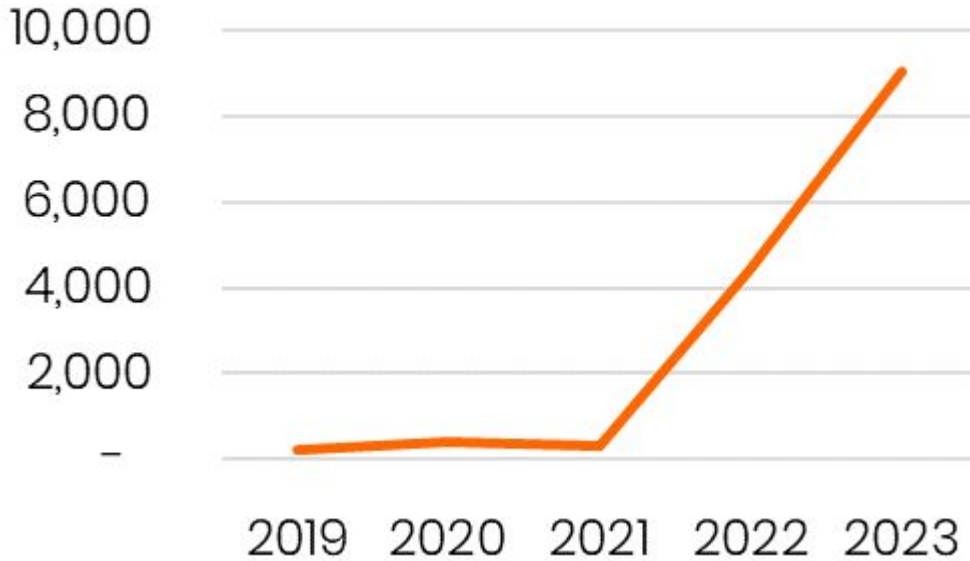


219,509  
Link Clicks  
(+50% above goal)



# TrustedChoice.com trends inform Reddit activation

Reddit Users by Year\*



\*Source: Google Analytics. 2023 data through 11/12/23.  
Source=Reddit (and variations thereof)

## The Background

- Pinterest was a new expansion partner as suggested by target audience data. We sought to pivot as KPI's were inefficient

## The Test

- We identified that Reddit was on a meteoric rise, organically

## The Results

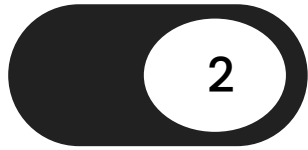
- Reddit CPC was 90% lower than Pinterest, with Business as a top performing segment



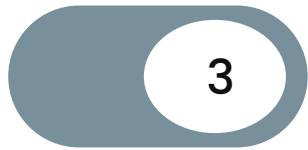
# Key learnings to apply moving forward



Adaptable campaign management, including Reddit launch and new creative variations, drove in-flight changes, advancing program goals.



Exposure to multiple ad formats drive an increase in response rate. (62% lift)



Personalized creative testing was successful and will be expanded upon in 2024.

# Scaling your marketing in an algorithmic world



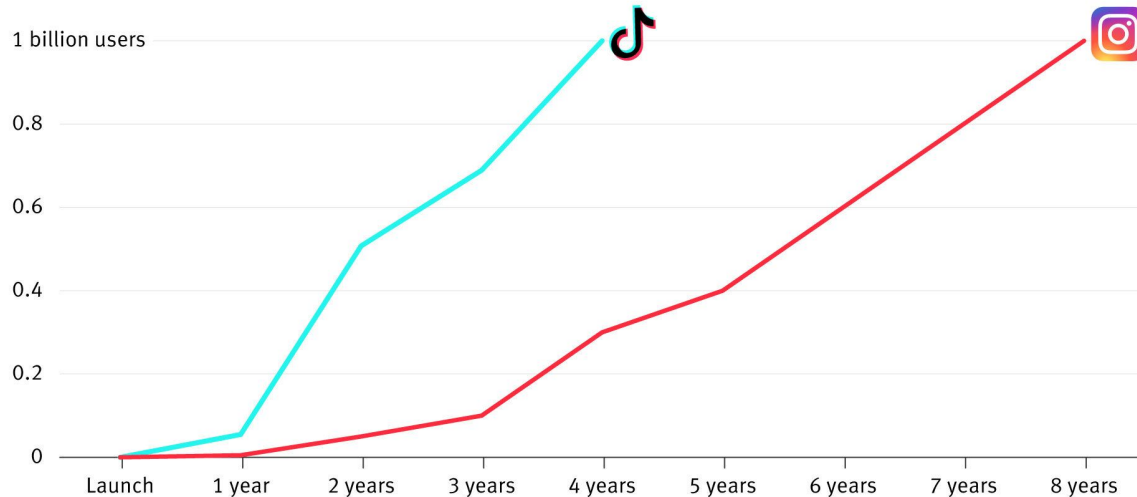


# Digital media in 2023 is AI/algorithm driven

## TikTok's meteoric rise is fueled by its algorithm.

### One Billion Users

Monthly active users for TikTok and Instagram from the year of their launch to the year they hit 1 billion



Notes: TikTok launched in 2017 in the U.S.; Instagram launched in 2010  
Source: The Information reporting

“The \$440bn company (**Meta**) has been pouring investment into applying machine learning and artificial intelligence to its advertising systems in recent months. The aim is partly to overcome the restrictions introduced by Apple two years ago that force apps to get permission to track users and serve them personalised adverts. Meta said it lost around \$10bn in revenue in the nine months after **Apple rolled out its privacy changes** in April 2021.” Source: Financial Times Feb 2023

“(META) is trying to beat TikTok at its own game. The Chinese-owned platform exploded on the scene in 2016, using artificial intelligence to drive engagement. **Now, Meta is ramping up its own AI capabilities** to supercharge its services, including short-form Reels videos on Facebook and Instagram — a strategy that can help it **turn the tide on advertising market share lost to TikTok.**” CNBC June 2023

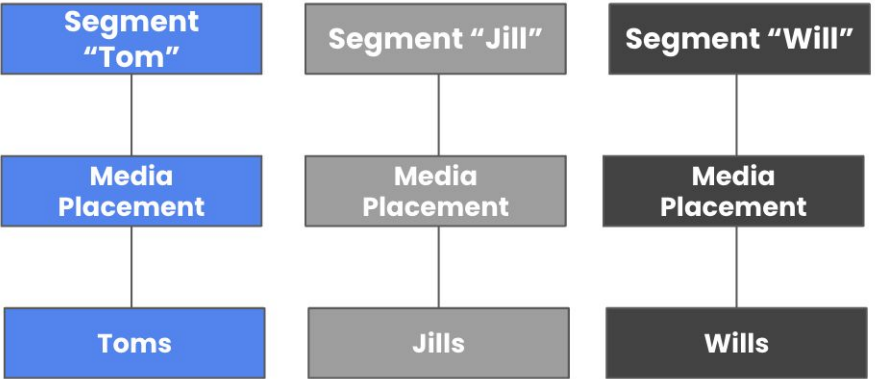
Source: <https://www.ft.com/content/fc95a0f7-5e4e-4616-9b17-7b72daee6c60>

Source: <https://www.cnbc.com/2023/06/07/meta-versus-tiktok-how-they-are-each-using-ai-to-attract-advertisers.html>

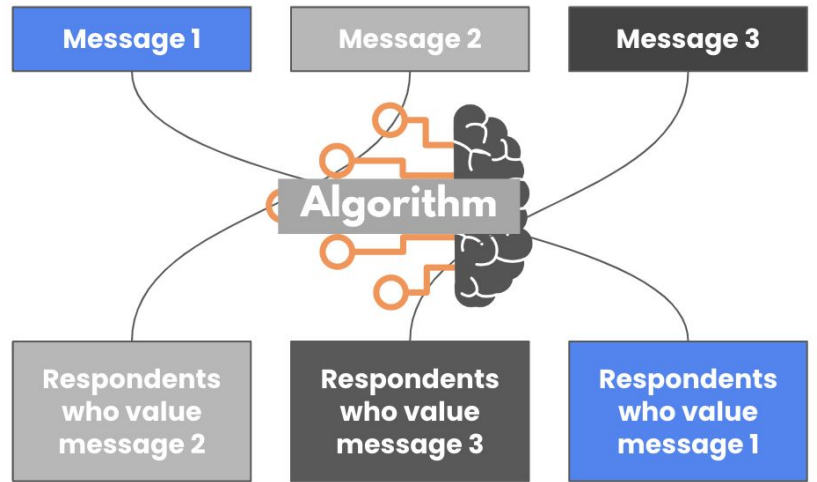


# In an algorithmic driven media world, we need to change our approach

**PRE 2023**  
HUMANS PRESELECT & OPTIMIZE  
SEGMENTS/MEDIA/MESSAGING



**POST 2023**  
MACHINES SELECT & OPTIMIZE SEGMENTS/MEDIA/MESSAGING







# Change our approach to adapt to advances in AI or lose to those that do – that is the choice we have



**Garry Kasparov loses to IBM's Deep Blue**

Garry Kasparov loses to IBM's Deep Blue



**IBM's Watson defeated Jeopardy legends Ken Jennings and Brad Rutter**

IBM's Watson defeated Jeopardy legends Ken Jennings and Brad Rutter



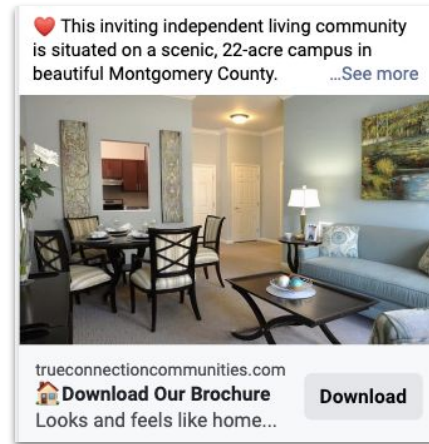
# Case Study: Algorithmic Led Segmentation

True Connection Communities is in the **special ads category** due to equal housing opportunity laws. This means we are **unable to target by gender, age, HHI**, and other attributes despite the facilities being regional, and requiring 55+ tenants with discretionary income.

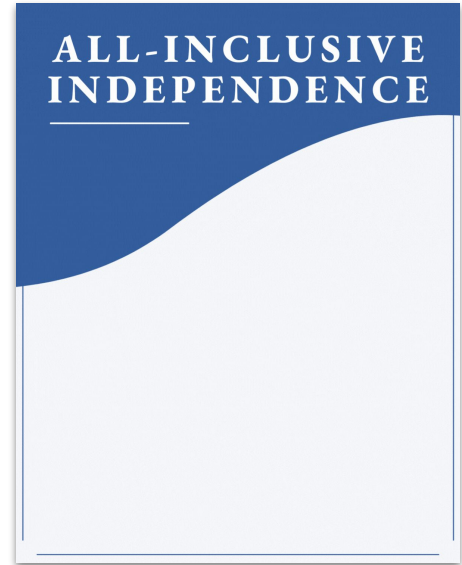
BCM developed **ads that featured creative with the values, interests and desires of their core customer base** as well as images that resonated with the audience.

**89% of impressions of the new creative was served to ages 55+ despite not having any age qualifiers applied.** Lead quality also improved which resulted in a 4x monthly budget increase to fund higher lead volume.

Before



After





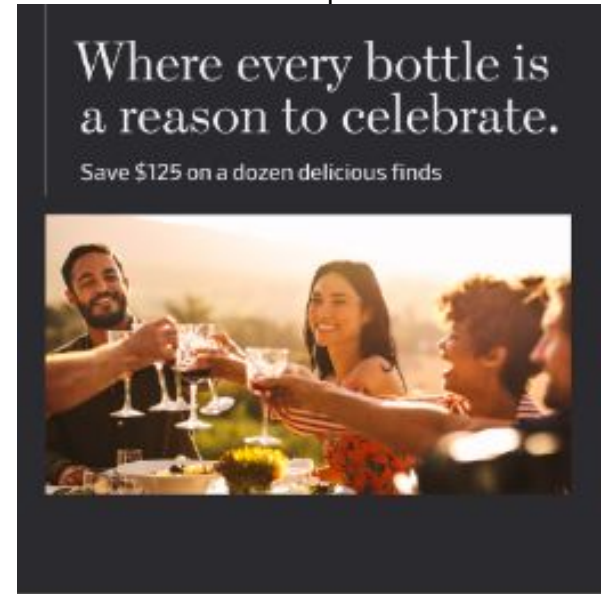
# Case Study: Training the Algorithm

Ad 1 highlighted male sub segment values of exclusivity and high quality.



**Result: 70% Male Delivery**

Ad 2 highlighted female sub segment values of dependability, social and pleasure.



**Result: 70% Female Delivery**



# How do you reinforce an audience led approach?

## 1. Start With The Audience

Audience data provides a starting point for developing a media approach.

## 2. Align Platforms to Goals

Concentrate media spend on platforms that satisfy the established KPIs and objectives.

## 3. Develop Relevant Messaging

Align value proposition to the segment's values and job responsibilities.



## 5. Always Be Optimizing

This process is cyclical.  
Test, Learn, Adapt, and Repeat.

## 4. Follow Creative Best Practices

BCM has developed a library of best practices to inform top performing ad units and creative elements.



# Step 1: Generate clues about your audience

## BRAND DATA

- 1st, 2nd, 3rd party consumer data
- Search Keyword Analysis
- Competition
- Brand research
- Email, website

## reonate

- Demographic, Behavioral & Attitudinal Data**
- 200MM Adults
  - 250K Annual Surveys
  - 90% of US Internet Pop
  - 12K Data attributes
  - Personix & PRIZM
  - Updated Nightly



Data Inputs



Insights

**AUDIENCE ALIGNMENT**

**MESSAGE & CONTENT**

**CHANNEL & PLACEMENT**

Creative Concepting & Platform Selection

**Who**  
**What**  
**Why**  
**Where**  
**When**



# Step 2: Use the clues to inform messaging and distribution plans

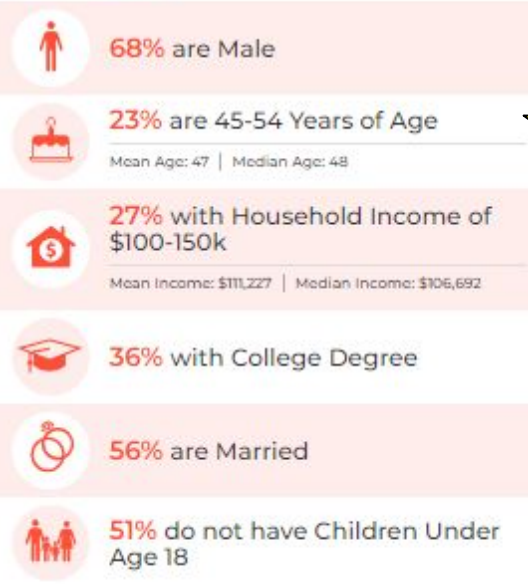
## Trusted Choice - Small Business Owner

BASELINE: Online Adult Population | CONTAINS: Survey Data

PROJECTED ADULT POPULATION: 2.5% | 5.9M | ADDRESSABLE: 6.1M

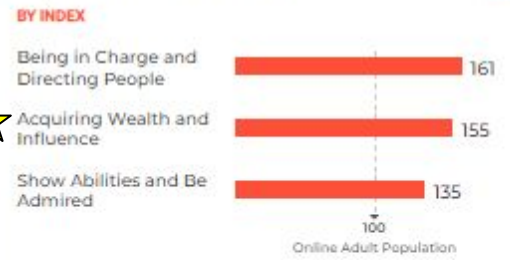
### DEMOGRAPHIC HIGHLIGHTS

#### % COMPOSITION



### MOTIVATIONS & LIFESTYLE HIGHLIGHTS

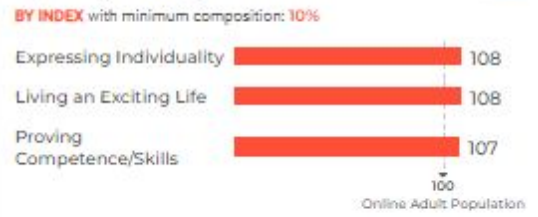
#### Top Personal Values



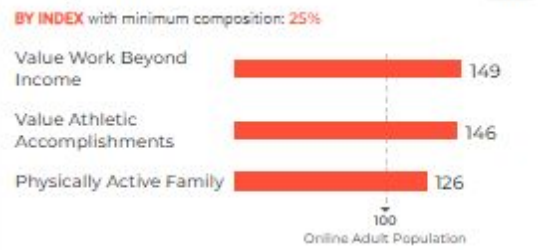
#### Top Hobbies



#### Top Psychological Drivers



#### Daily Routine





# Case Study: Personal Values & Drivers

## IMAGE STYLES

THIS

VS

THIS

VS

THIS



## COPY THEMES

THIS

VS

THIS

VS

THIS

STIMULATION



CARING



SAFETY





# Case Study: Personal Values | Stimulation

TEMPLATE 1

TEMPLATE 2

## IN-IMAGE HEADLINES:

1. You can handle anything.  
Except a dreaded lawsuit.
2. Your job is exciting. Protect it.
3. Would you ride a  
rollercoaster without a  
safety bar?
4. You take enough risks. Don't  
take one with your career.







# Case Study: Personal Values | Caring

## IN-IMAGE HEADLINES:

1. But, who's taking care of YOU?
2. Even heroes need Liability Protection.
3. Your caring heart won't save you from a lawsuit.
4. Protect your family by protecting your career.

TEMPLATE 1



TEMPLATE 2





# Case Study: Personal Values | Safety

## IN-IMAGE HEADLINES:

1. PPE won't protect you from a malpractice claim.
2. Are you truly protected?
3. Safety is having your own liability insurance.
4. Vaccinate your career.

TEMPLATE 1



TEMPLATE 2





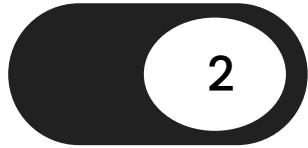
**WHAT DOES IT ALL MEAN BASIL**



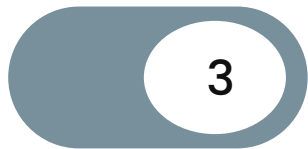
## 3 things to walk away with...



Campaign success has been rooted in data-informed, audience led programs.



Algorithms have advanced. Winners are assisting the algorithm by adjusting campaign structures and targeting via the creative.



Audience led plans and creative has been successful for Trusted Choice and will be expanded upon in 2024. FY'24 plans and creative are currently being developed.



Q&A

A large, solid orange circle is centered on a background of a grey brick wall. The text "THANK YOU!" is written in white, bold, uppercase letters across the center of the orange circle.

**THANK YOU!**