

The State of Performance Marketing 2024



twigeo
MARKETING
MAGIC



Table of contents

- 1** Creative trends for 2024
- 2** Analytics trends for 2024
- 3** Marketing trends for 2024

Greetings, fellow marketing maestros!

Buckle up because we're about to embark on an electrifying journey into 2024 📈 —a year promising **unparalleled growth and innovation.**

In a world where change is the only constant, we're here to help you not just navigate but thrive in the dynamic landscape of performance marketing.

So, let's dive into the nuances of what we think will be the 🔥 **hottest trends and strategic manoeuvres** that will shape growth marketing in the year ahead.

2024 Creative Trends

Unleashing the AI Revolution!

Creativity will take the centre stage in 2024, and **the biggest game changer will be for the companies that embrace “the AI creative revolution”**. Since platforms like Meta, TikTok, and Google are letting algorithms optimise what content that performs it will make exceptional creatives the true winners.

For you to win you need to scale content and what better way than doing it by trusting the latest AI tools.

Runway, Mid-journey, DALL E 4, and AD Creative AI are tools that will become trusted companions for creatives and marketers who want to succeed with AI-generated content.

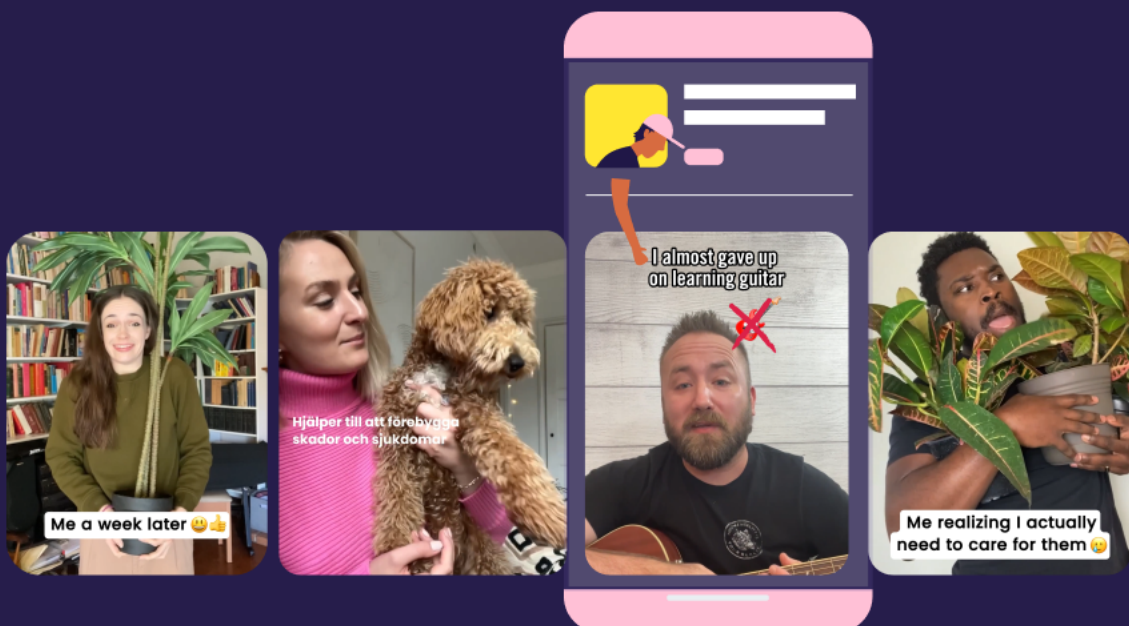
2024 is the year AI Creatives ascend the throne. To implement AI creatives, start experimenting. Identify winning prompt structures and build a strong prompt library. This will allow you to scale content creation, remove guesswork, and unlock the full potential of AI Creatives.



Video Dominates Creatives

Crafting Narratives for Impact!

Video, video, and more video—the undying winning anthem on platforms like TikTok and Meta. But it's not just about any video; it's about structured storytelling. Companies that carefully craft their narrative, from story essentials to hooks, CTAs, and transitions, are destined for greatness.



Relatable content remains the heartbeat of video growth. Audiences on platforms like TikTok and Reels crave entertainment, not just ads. One of the formats that will be the go to format is **Narrative Ads**—the format that stole the spotlight in the end of 2023 and promises unmatched growth metrics. It's the secret weapon that grants brands unparalleled control, blending user-generated content with a "low budget production" feel.

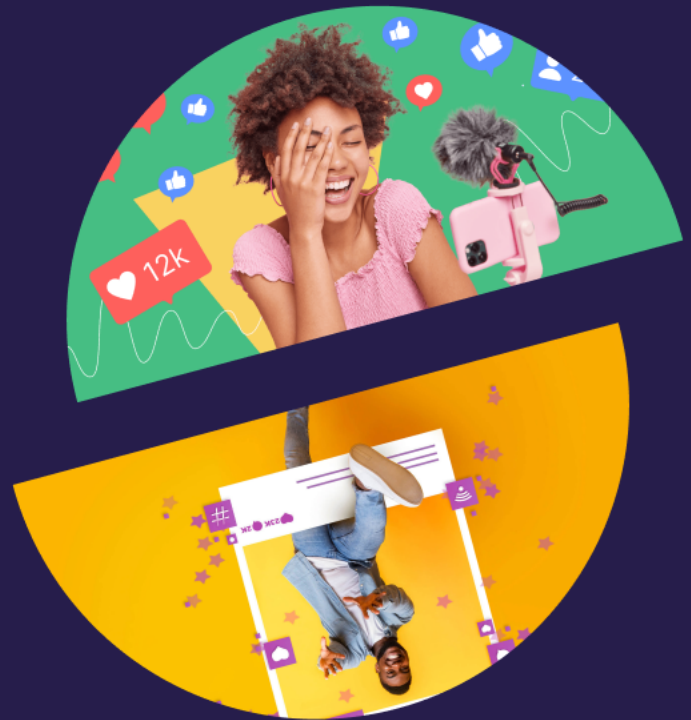


Influencer Marketing

still on the Rise

In a world where size matters, Influencer Marketing continues to reign supreme.

Contrary to some whispers in the wind, **micro-creators aren't the game-changers**. Engagement might be high, but the impact per creator is limited, and administrative overhead can turn the micro-influencer dream into a logistical nightmare.



Why Bigger is Better!

The real powerhouse move? **Branded content ads**. They elevate your efforts, ensuring a relatable journey from CTA to landing page.

In 2024, maximize impact through branded content ads and ensure your audience gets the same relatable content at every touchpoint.





Top 3 Creative Takeaways

- 1 Elevate your team** arming them with the right AI tool stack.
- 2 Define a winning creative strategy** with a primary focus on video and the Narrative Ad Format.
- 3 Embrace Influencer Marketing and UGC** strategically for maximum impact.

2024 Analytics Trends

Navigating the Seas of Privacy

Ah, analytics—the lighthouse guiding marketers through the seas of ever-evolving trends. The storm of privacy changes is upon us, and with cookies on their way out, it's time to future-proof your measurement stack.

As the death of cookies looms in 2024, it's essential to adapt. The path forward involves embracing **first-party data**, it will become **your compass**, providing unparalleled insights into customer preferences, behaviors, and purchase histories.

Marketers that wield this data to craft personalized campaigns, enhance customer experiences, and build lasting relationships.

Consumer privacy isn't just a buzzword—it's a **permanent fixture**. Moving forward, success hinges on assuring your target audience that their data is safe with your company, and in return, they experience a more tailored and engaging journey.



SKAN 4.0

The Knight in Shining Armour!

Fear not, for SKAN 4.0 is here to save the day. At least it will be one of few measurement trends that will have a positive effect for growth marketers and growth analytics. As TikTok, Google, and Meta adopt SKAN 4.0 in Q1 2024, marketers unlock a realm of possibilities. Configured properly, SKAN 4.0 offers:

Better Insights

Up to 35 days post-install, leading to a +200% improvement in reported CPA.

Less Nullified Conversions

Thanks to SKAN coarse values, minimising null conversions due to privacy thresholds.

Enhanced Campaign Granularity

Target the right users, boost insights, and understand in-app conversions better.

With the right setup, SKAN 4.0 becomes your ally, enabling **precise targeting**, **deeper insights**, and a **comprehensive understanding of in-app conversions**.

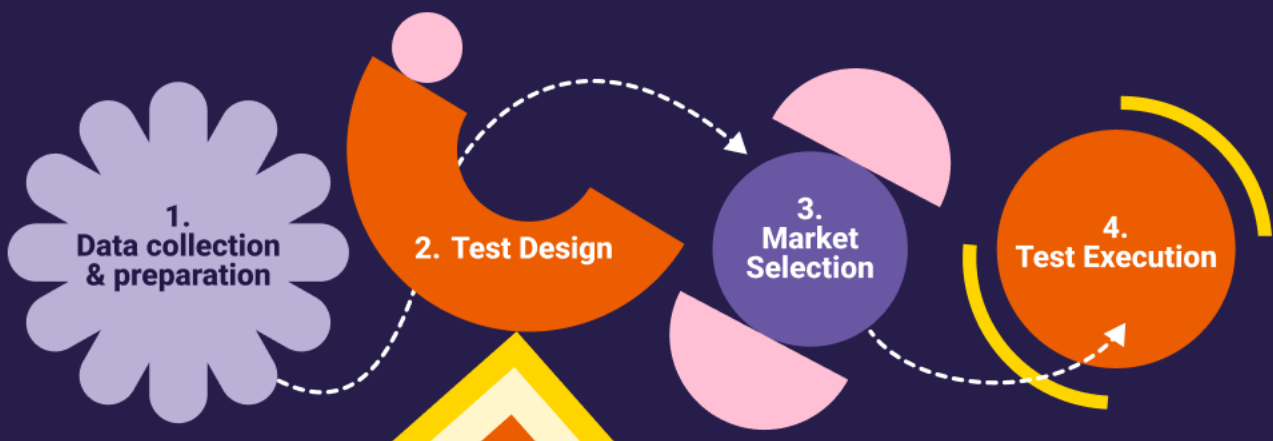


Incrementality

The Future of Measurement!

While SKAN 4.0 is a powerful ally it will not solve the web based challenges and it will not even be the solution that solves all mobile measurement challenges.

The solution for that will be to put your trust in incrementality. The easiest way to figure out the incremental value of a channel or a campaign will be GEO Experiments.



All companies that leverage GEO Experiments will be the big winners of the analytics game in 2024. Why you might ask? Because they will know where to continue to invest their media budgets to get the best results.

Taking it a step further, consider Media Mix Modeling (MMM). Yes, it might seem like a beast considering what you need to do to get started, but the long-term benefits, especially in efficiency and budget savings, are truly "out of this world."





Top 3 Analytics Takeaways

- 1** **The Privacy Storm** is coming so brace yourself.
- 2** **Embrace incrementality** for a profound understanding of channels in the post-cookie era.
- 3** **Leverage the power of first-party data** for superior measurement and customer experiences.

2024 **Marketing Trends**

Unveiling New Horizons!

Algorithms didn't snuff out the growth craft; they merely ushered in a new era of exploration.

There are untapped channels, fresh approaches to creative testing, and novel SEO landscapes to conquer.

Brace yourselves for the growth revelations of 2024.

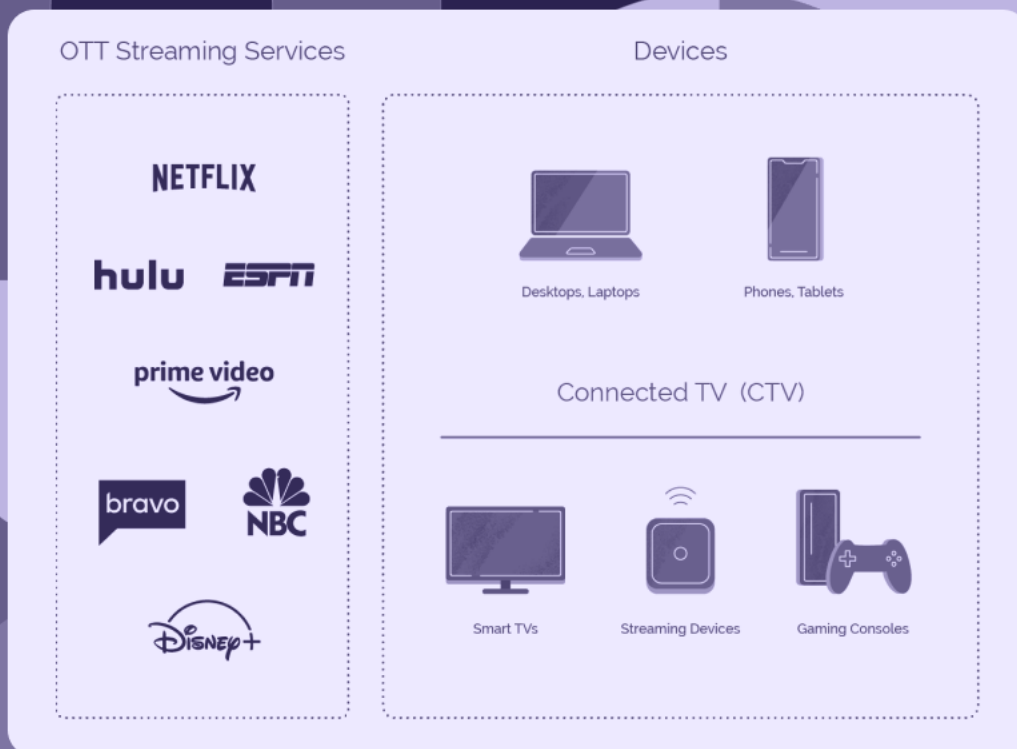


Connected TV

Say Hello to CTV: A New Realm of Possibilities

TV commercials were the playground of the privileged, often eluding mid- and large sized app and subscription companies. But behold, Connected TV (CTV) emerges as the hero of 2024.

Differences between OTT and CTV



CTV offers programmatic targeting, personalized insights, and a bridge between streaming and traditional TV networks, creating a paradise for marketers. Last, but not least it's affordable and measured across clients while doing GEO Experiments this has been a top performing channel.

Creative Testing

Navigating the Creative Maze

Platforms tout features that promise to connect your creatives with the right audience. However, the real challenge lies in distinguishing creative winners from losers. Companies armed with **robust testing frameworks** will emerge victorious in creative-heavy channels.

A pitfall to avoid? Prematurely killing content that actually works. A potential solution involves letting ads run organically on TikTok before launching them as ads on Meta or TikTok—a testing strategy that pays dividends. Experimenting with totally new ideas and concepts are key, but don't forget to also test variations of creative to generate further insights.

A

PRODUCT + testimonials

**B**

TESTIMONIAL only

**C**

PEOPLE + testimonial



The companies that have the best **testing frameworks combined with creativity driven by storytelling** will be the ones that will be able to have the biggest impact on their growth metrics.

Social Media

SOME as a Search Engine. A Game changer

Move over traditional search engines; SOME SEO is in town. TikTok's rise has shifted consumer behavior towards social media search. This was of course already true that Youtube was a go to platform for social media search, but TikTok has taken it to a whole new level.

It's still early so make sure that you grab that first-mover advantage, optimize your content, and collaborate with influencers to drive awareness, engagement, and conversions.

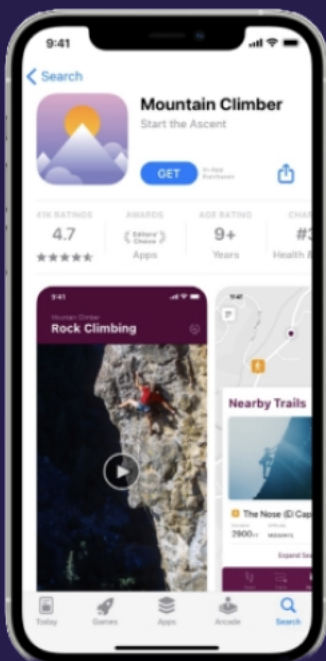


CPPs

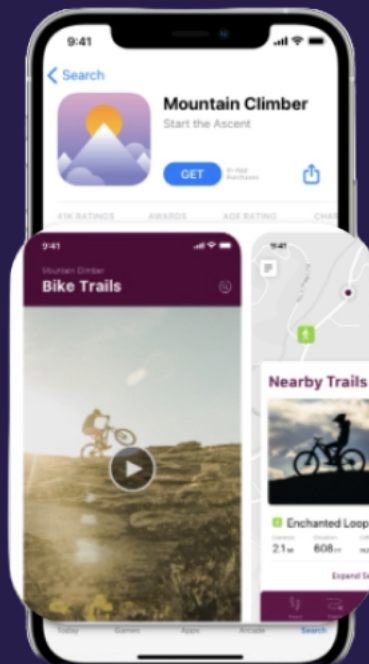
Unique Landing Pages in App Stores

Custom Product Pages (CPPs) are one of the best kept secrets of growth marketing heroes. CPP who? You might ask? CPPs are essential for ASO and most companies already have specific landing pages for their ads when they drive to the web so it should be a no brainer to do the same for the App Store.

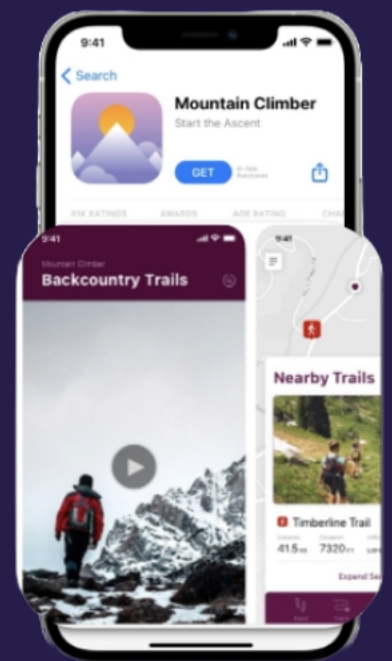
Default CPP



CPP Bike Trails



CPP Backcountry Trails



If you leverage this low-hanging fruit you will both build brand and performance simultaneously. In a world where consumers crave **personalized marketing** this is one of the easiest ways to make that happen for your app.



Top 3 Growth Takeaways

- 1** Explore **Connected TV** as a new growth channel.
- 2** Invest in a **solid creative testing framework** for Meta & TikTok success.
- 3** **Unlock growth with CPPs** for a personalized and brand-enhancing experience.

Thank you!



twigeo
MARKETING
MAGIC

Do you want to get in touch?
We are just one click away.

www.twigeo.com