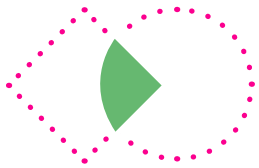


# DIGITAL MARKETING: What You're Doing Wrong and How to Fix It

If you've tackled any form of digital marketing, you know it's easy to get your ad into the universe. What's exponentially more difficult is converting that ad into real sales. To help, we've culled some of our clients' favorite **iTC Tips** to get your programmatic solutions humming.



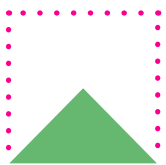
## WHAT YOU'RE DOING WRONG

### **Selling to the wrong audience**

Relying on previous sales, Google searches and gut instinct to define your core customer? You could be missing out. Even being slightly off the mark can impact your bottom line.

## HOW TO FIX IT

Access first-party data. By running pre-campaign surveys, you will more accurately identify your audience. You can then use look-a-like data to buy more wisely from DSPs.



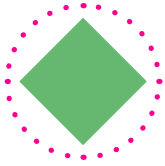
## WHAT YOU'RE DOING WRONG

### **Thinking email is dead**

Today's go-tos include display and social. But don't discount email—the platform 61% of consumers still prefer using to connect with brands. Also consider refreshing your deployment strategies, too.

## HOW TO FIX IT

Launch your creative assets across multiple media simultaneously. Email, social, ads and more. The impact of multi-level engagement is proven to increase ROI. **Watch the video.**



#### WHAT YOU'RE DOING WRONG

### Optimizing 23/7

Once you've executed your ads, the real work begins. Otherwise, your set-it-and-forget-it mentality could cost you a game-changing opportunity.

#### HOW TO FIX IT

Ensure your provider is up to the 24/7/365 challenge. Optimization must occur consistently, continually, to protect your budget and achieve the best results possible.



#### WHAT YOU'RE DOING WRONG

### Not asking for a matchback report

You've just spent thousands (tens of thousands?) on a digital campaign. Your provider touts thousands (tens of thousands?) of clicks. But clicks don't mean conversion.

#### HOW TO FIX IT

Ask for a matchback report, which identifies targets' home addresses. Use it to see which audience members acted and ensure your programmatic solutions are driving real sales.



#### WHAT YOU'RE DOING WRONG

### Resting on your laurels

Yesterday, your marketing campaign reaped conversion beyond measure. Today, zip. What gives? (And if you haven't yet hit the "zip" stage—trust us, you will.)

#### HOW TO FIX IT

Blink and consumer preferences, trends, technology—it all changes. Instead of wasting resources trying to keep up, find a partner you trust to keep your program up to speed.