Performance Marketing

2 Lessons

💡 Learn about

Since its birth, advertising has suffered from a major shortcoming concerning accountability. In these lessons, we'll be taking a close look at a discipline that attempts to overcome this accountability problem, known as 'performance marketing'. Put simply, performance marketing aims to ensure that channels are attributed with the effectiveness they deserve and that you invest in the best media mix possible to not only drive sales - or other conversions - but also overall business return. We'll begin by exploring what performance marketing actually is, how it's commonly used, and also take a close look at how a performance marketing campaign should be approached properly.

By the end of these 2 lessons you will understand:

✓ What performance marketing actually is, and how it can be used to benefit businesses

✓ How performance channels work together to chaperone customers through the customer journey

✓ About the importance of customer behaviour change, and attribution modelling's inability to recognise it

📄 Lesson Overview

Lesson 1: Introducing Performance Marketing

An exploration of what performance marketing is, and what it isn't, debunking common misconceptions and recognising the positive impact it can have across the customer journey.

In this lesson you will learn:

✓ How performance marketing differs from brand marketing

✓ How to avoid your marketing tactics being considered as spam

✓ How performance marketing can benefit businesses, and what channels are commonly used

✓ How performance channels work together to chaperone the customer through the customer journey

Performance Marketing

Lesson 2: Attribution Modelling

A close look at attribution models and their ability to measure media effectiveness accurately.

In this lesson you will learn:

✓ About the commonly used metrics for quantifying media effectiveness

✓ How attribution models work to track and credit sales to digital channels

✓ The importance of customer behaviour change, and attribution modelling's inability to recognise it

✓ The other limitations that prevent attribution modelling from accurately reporting media effectiveness

▷ **2 Lessons**