# What is Performance Marketing?

### Making an IMPACT on the bottom line

Part 2 of 3 in our series on sales

## Where Brand Marketing Falls Short

Company B



When a company **grows**, it's often standard operating procedure to hire a marketing agency.



Agencies assert they can make an impact on a company's bottom line. They focus on **brand marketing**, which is the kind you see blaring across your television screen.

Brand marketing is used to grow recognition and increase visibility. Unfortunately, it doesn't focus on what matters most in marketing results.

**PERFORMANCE MARKETING** is way different



So, What is

business outcomes and data. Its strength is derived from a

It's marketing based solely on

straightforward concept: the marketing agency must meet client-defined metrics and achieve the desired impact a measurable business result to fulfill the client/agency contract.





Agencies must deliver those results, or they don't get paid.

In other words, performance marketing

means clients only pay for results.



It's simple.

First, a client defines the desired

action and its qualifying criteria.

to the client's product or service,

of completed conversions.

thereby driving the greatest number



## These are not shares, retweets, likes, or favorites.

The most common ones include:

Completing a Form

A company, **Fast Caskets**,

a company's bottom line.

They're actions that ultimately have an effect on



A company, Sad Dads,

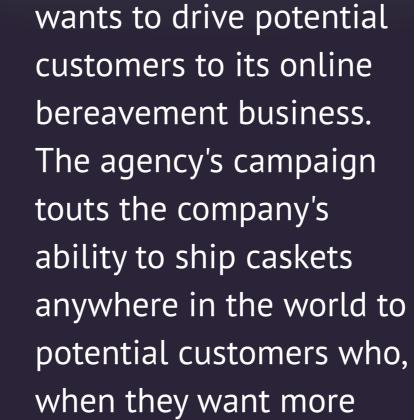
wants to drive potential

customers to its online

### dating app, which matches down-on-their-luck single dads with desperate partners. The agency's

campaign touts 25 free

matches to those who download the app and use it for one month. The agency is paid based on the number of app downloads.



info, fill out an online

form. The agency is paid based on the number of forms filled out. The Advantages

### customers to its product, socks that come with built-in odor protection. The agency's campaign touts the socks' effectiveness on those with malodorous feet. The agency is paid based on the number of socks sold.

Purchasing a Product

A company, Funk Socks,

wants to drive potential





to maximize ROI.

WIN-WIN!



their products/services and running their business.



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