



**TOP 5 ISSUES WE SEE IN  
AD STRATEGY AND  
TACTICS**

# TOP 5 ISSUES WE SEE IN AD STRATEGY & TACTICS

This white paper outlines the top 5 issues we encounter when we do an audit of an organisation's ad strategy and its implementation across multiple ad platforms. While the impact of these issues may vary depending on your organisation, we do recommend keeping them top of mind when creating any ad strategy.



[\[Image credit\]](#)

# ISSUE #1

## UNREALISTIC OR UNCLEAR ADVERTISING GOALS

Often enough there is a lack of solid research when setting goals. KPIs are either defined incorrectly or not clearly specified. Examples include being too focussed on macro conversions (eg. purchases) for a cold audience, or optimising for vanity metrics such as impressions. Spelling out expectations properly from the get-go allows you to choose the right channels, campaign types, and target audience to achieve your goals.

What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

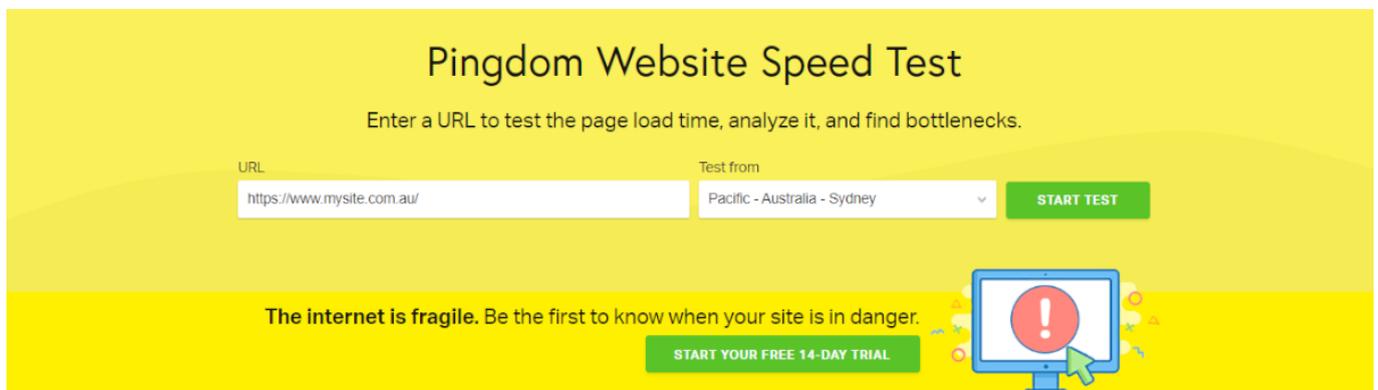
 <b>Sales</b> Drive sales online, in app, by phone, or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>Product and brand consideration</b> Encourage people to explore your products or services <a href="#">Use "Awareness and consideration"</a>
 <b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand <a href="#">Brand objectives have merged</a>	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app	 <b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.	 <b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.

*It's quite common for formal campaign objectives set inside the platform that don't match to the campaign's actual business objective*

# ISSUE #2

## POOR WEBSITE EXPERIENCE

A campaign's landing page (as well as the rest of the website) is often the most important interaction a user will have with a brand, yet often enough is treated as an afterthought. We've seen lots of great campaigns and offers be hampered by slow loading websites with unclear calls to action and bad usability. Consider an overhaul of visual design, user experience and conversion optimisation (for the relevant conversion) as a prerequisite to implementing the rest of your campaign strategy.



Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL:  Test from:  [START TEST](#)

The internet is fragile. Be the first to know when your site is in danger. [START YOUR FREE 14-DAY TRIAL](#)

Your Results:

	<a href="#">DOWNLOAD HAR</a>	<a href="#">SHARE RESULT</a>
	Performance grade <b>66</b>	Page size <b>12.5 MB</b>
	Load time <b>2.90 s</b>	Requests <b>80</b>

*If your landing page takes a while to load and has a large page size, your conversion rate is likely to suffer.*

# ISSUE #3

## IGNORING AD ASSET QUALITY

Not putting your best foot forward with your ad assets will result not only in a lack of interaction from your target audience but also will hamper your ad auction in most ad platforms, which increasingly rely on a varied media mix to give your ad the best chance to be displayed. Keep your design and message compelling, concise, and clear but also ensure that you make use of dynamic ad options (where appropriate) which can increase ad quality for particular auctions.

Required

Business name ⓘ

Required 7 / 25

Images ⓘ  
Add up to 15 images [Learn more](#)

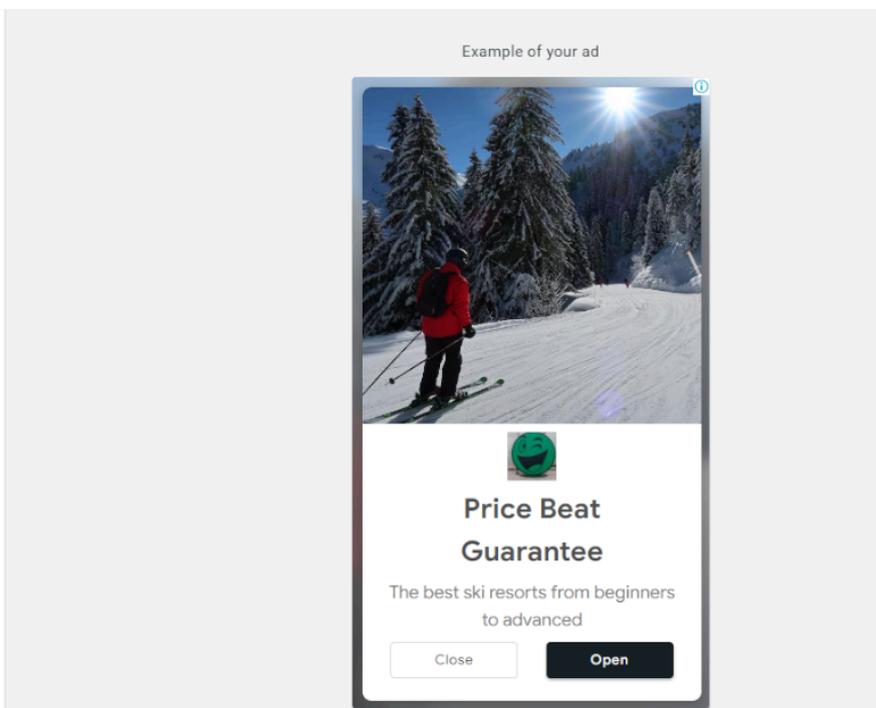
  
[Edit](#)

At least 1 landscape image is required  
At least 1 square image is required

Headlines ⓘ  
Add up to 5 headlines

Required 6 / 30

12 / 30

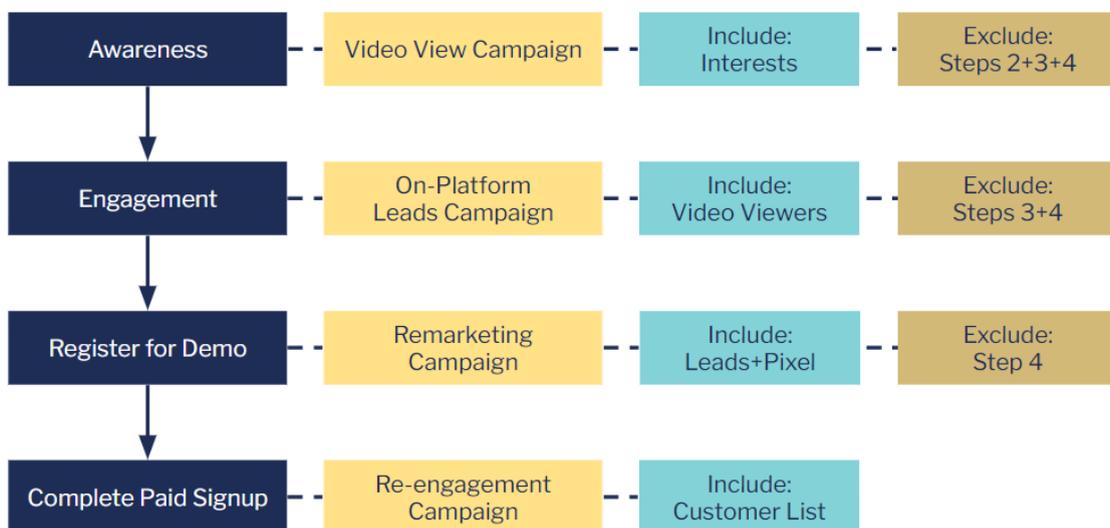


*An example of a Google responsive display ad, where by utilising all the options (multiple image sizes, video, text etc), you will maximise reach and performance.*

# ISSUE #4

## LACK OF FUNNEL CLARITY AT CAMPAIGN LEVEL

We often see ad campaigns target people across a brand's marketing funnel. While this might increase reach, it leads to campaigns that are confused and usually not optimised. This is because people are more likely to see a message that's not relevant for where they are in the funnel. While you can't control your campaigns' funnel mapping too closely (because of ad blockers, data loss etc), a successful plan will still structure campaigns to be clearly about a specific part of your funnel.

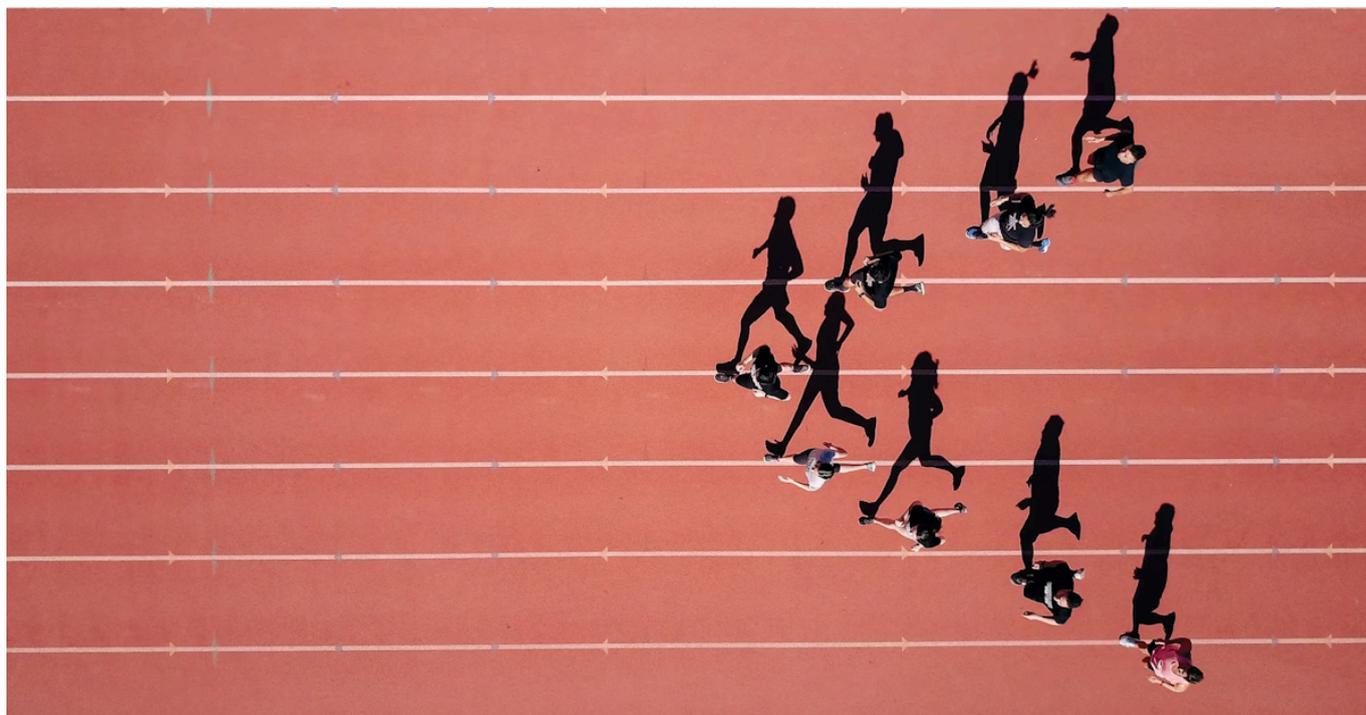


*An example of how you might lay out an account with campaigns across the funnel, and match objectives and targeting to the funnel step as much as possible.*

# ISSUE #5

## LACK OF TESTING (ESPECIALLY AUDIENCES)

A successful ad strategy requires a willingness to continuously test and adapt your approach to meet the evolving behaviours, needs, and expectations of your target audience. While ad platforms are relying more and more on what they call AI or machine learning, this is not a substitute for testing different approaches and messages. While you may not be manually updating bids anymore, trying new audiences is always going to drive better performance than just running on auto-pilot.



[\[Image credit\]](#)

## Need an ad strategy & tactics audit?

- Your org's strategy needs
- Your ad platform architecture & setup
- Your team's workflows & practices



[Click here](#) to learn more about an ad strategy & tactics audit.