



IMPACT 2022

CORNERSTONE ANNUAL MEETING & COUNCIL FORUM

The Future Of Traffic

Hidden Opportunities & Massive Disruption

Presented by Kasim Aslam
Founder & CEO of Solutions 8

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- Founder & CEO | Solutions 8, a top ranked Google Ads agency
- **Co-host: Perpetual Traffic Podcast**
- DigitalMarketer.com's ELITE Traffic Coach
- Founder of You vs. Google
- 100 Best Digital Marketing Books Of All Time | Book Authority
- Named one of the "50 Top Digital Marketing Thought Leaders In The United States" | UMSL
- Interactive Person Of the Year | AZIMA



/solutionseight

The Only Thing That Is Constant Is Change

Agenda

- **The problems** – why it's happening and why
- **The solutions** – the new (old) strategy
- **The future** – what tomorrow will (may) look like

The Problems

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We're going backwards for the first time in digital marketing history





Apple

A quick soapbox moment:

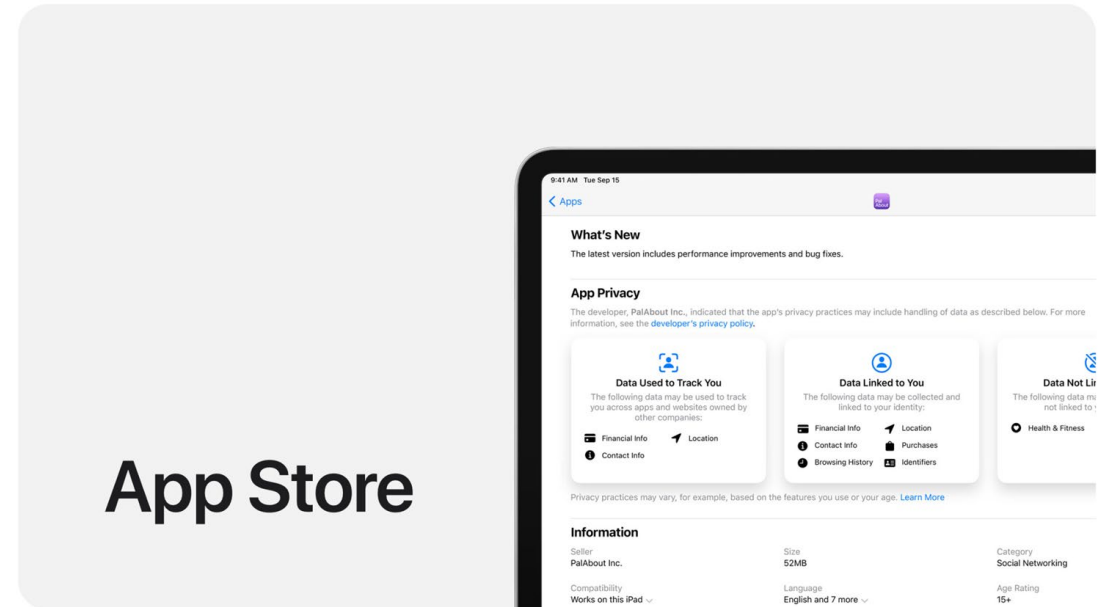
- Apple has repeatedly curtailed app developers' ability to monetize apps via ads.
- Apple makes as much as 30% on in-app purchases and aggressively weeds out apps that subvert this model. See Epic Games ([Source](#))
- **Google pays Apple \$12 billion** to be the default search engine on iPhones. ([Source](#))
 - This amounts to nearly 5% of Apple's gross revenue ([Source](#))

Apple

- In April of 2021, Apple hired a former Facebook Advertising Executive to help bolster its ad platform ([Source](#)).
- If Apple wanted to make a more aggressive play in the advertising space, it effectively killed it's #2 competitor in a single move (**Speculative**).
- Apple's ability to deliver a native ad experience would change the landscape of digital advertising (**Speculative**).

iOS 14 - ATT

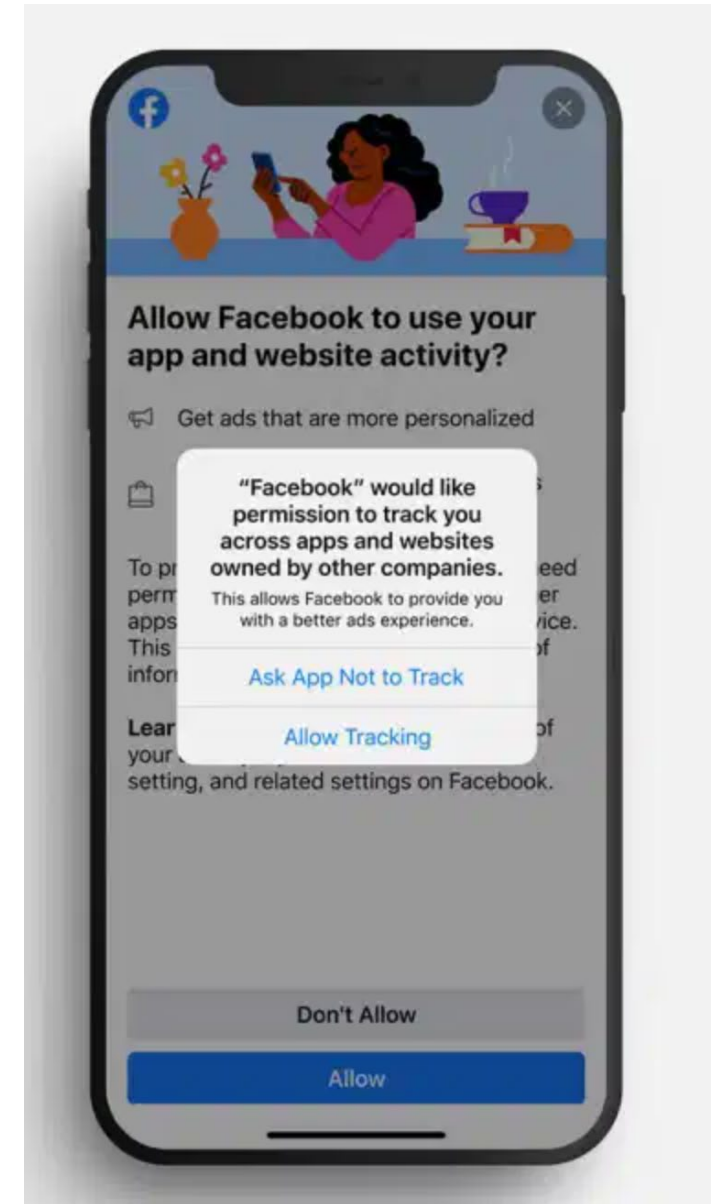
- Through the iOS 14.5 update, **Apple launched its “App Tracking Transparency”** protocol
- **All apps** have to get the consent of a user to start tracking
- It’s GDPR within the Apple ecosystem



Every app in the App Store is required to follow strict guidelines on protecting your privacy and to provide a self-reported summary of how it uses your data. And apps must ask for your permission before accessing things like your photos or location.

iOS 14 - Apple “wants” your privacy

- It is within Apple’s interest to have people refuse tracking.
- Refusal positions Apple to be the sole owner of any relevant data.
- Apple has actively promoted the opt out option.
- Apple doesn’t show you a pop-up notifying you about the tracking when you’re using Apple apps or any iPhone services.



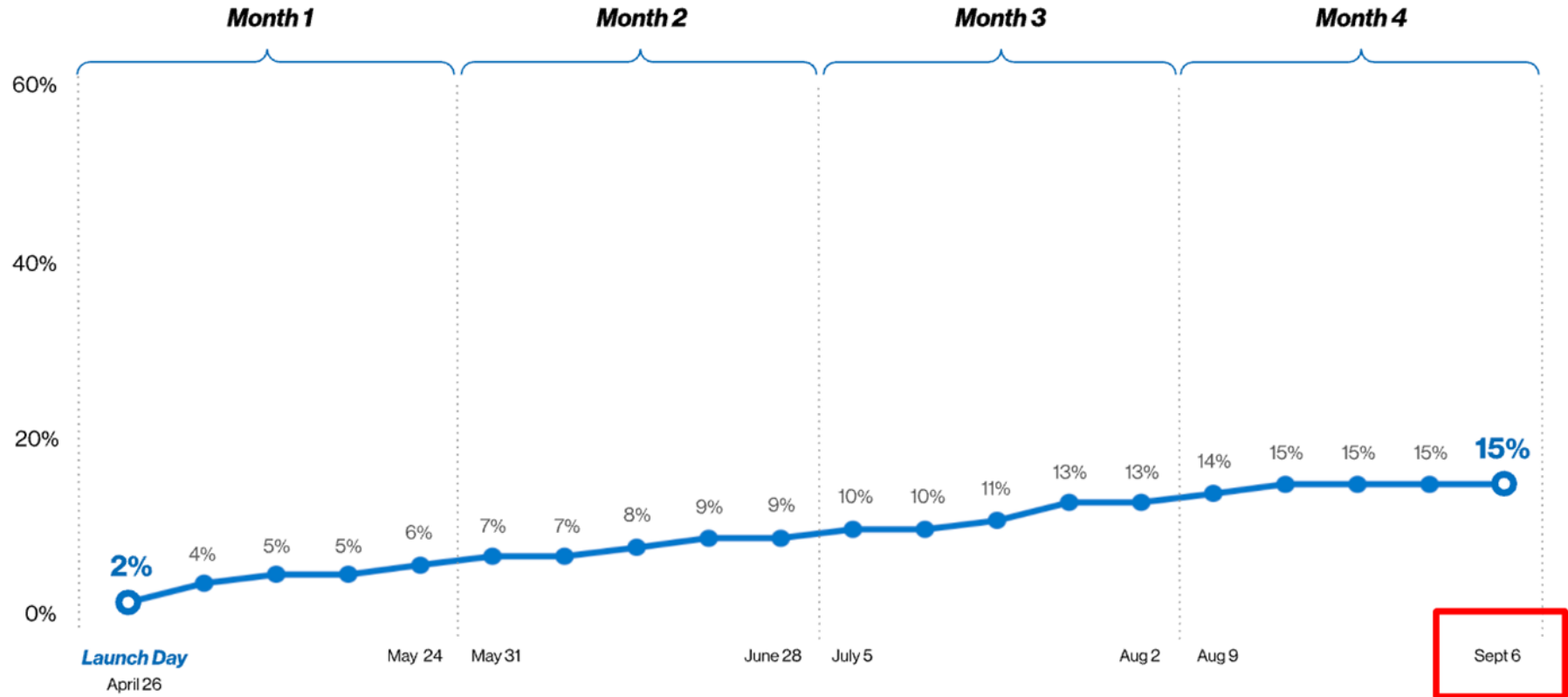
As a result...

**85% of iPhone users have
chosen to opt out of
tracking**

Source

U.S. Weekly Opt-in Rate After iOS 14.5 Launch Across All Apps

% of Mobile Active App Users Who Allow App Tracking Among Users Who Have Chosen to Either Allow or Deny Tracking



Source: **Flurry Analytics**, Data through 9/6/2021, n= 2.5M daily mobile active app users using iOS versions with ATT framework (iOS 14 and above)
Note: Opt-in rate = app users who allow tracking divided by (app users who allow tracking + app users who deny tracking)



iOS 14 & Facebook

- If a user chooses to opt out of tracking, **Facebook will only send 1 top priority event** from Aggregated Event Measurement ([Source](#))
 - *Conversions are not being attributed to a specific user*
- Advertisers are limited to 8 total events and those events need to be prioritized
- The advertiser's **domain** has to be **verified** on Facebook

Facebook breakdowns are officially dead, data is incomplete and delayed, performance is down...



As a result of Apple's iOS 14 policy requirements, we will not be able to support delivery, action, and dynamic creative element breakdowns for conversions (ex: age, gender, region, placement).

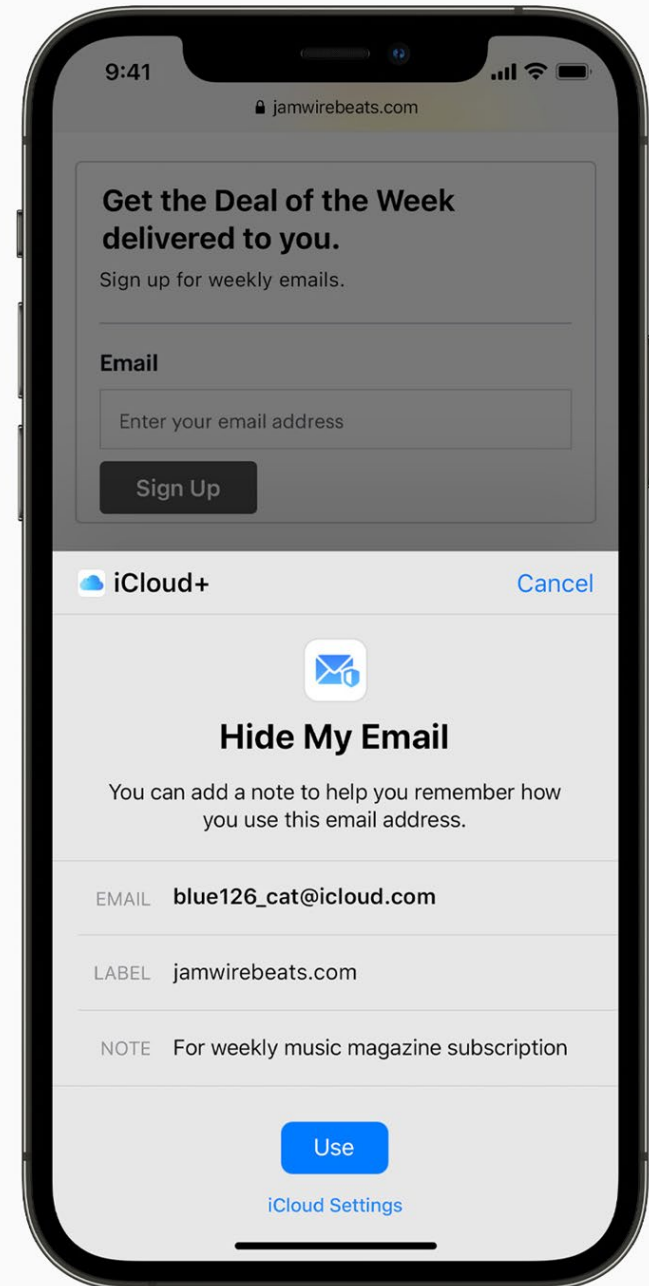


And it's not even the end...

iOS 15 - Hide My Mail

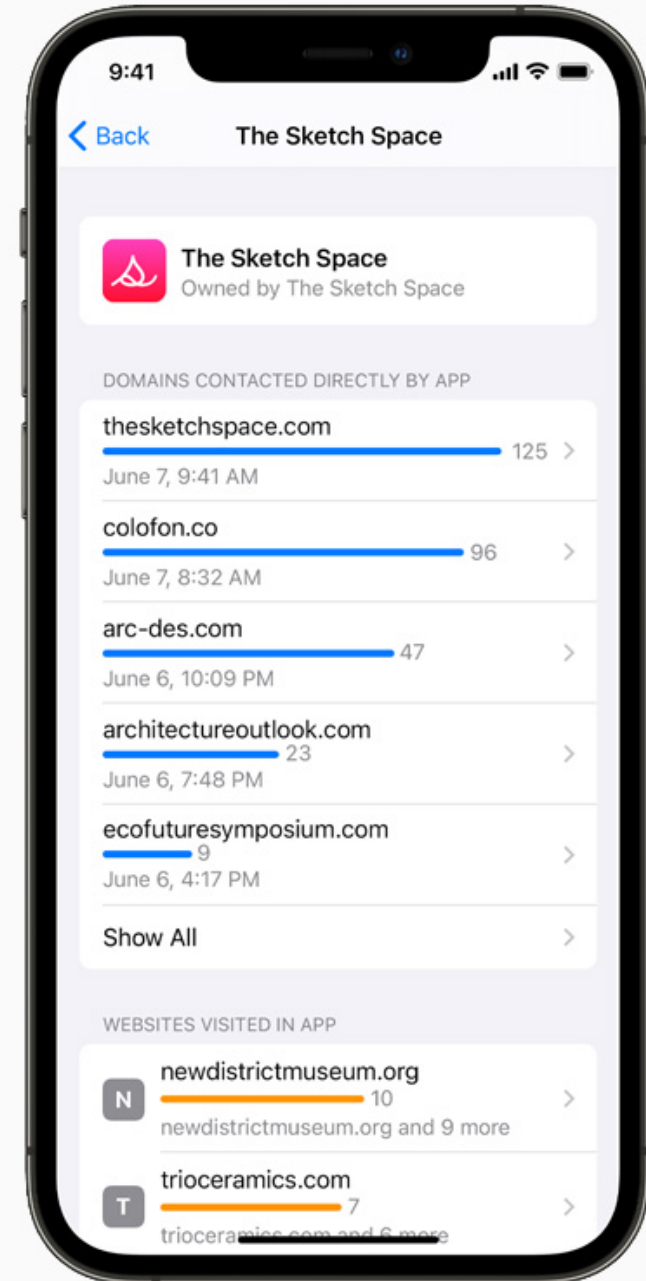
On June 7th, Apple released some of the new privacy features that will be available in iOS 15:

- **The Mail App will stop third-party tracking of email opens**
- **Hide My Email - an email proxy that will hide users' email addresses and provide email forwarding**



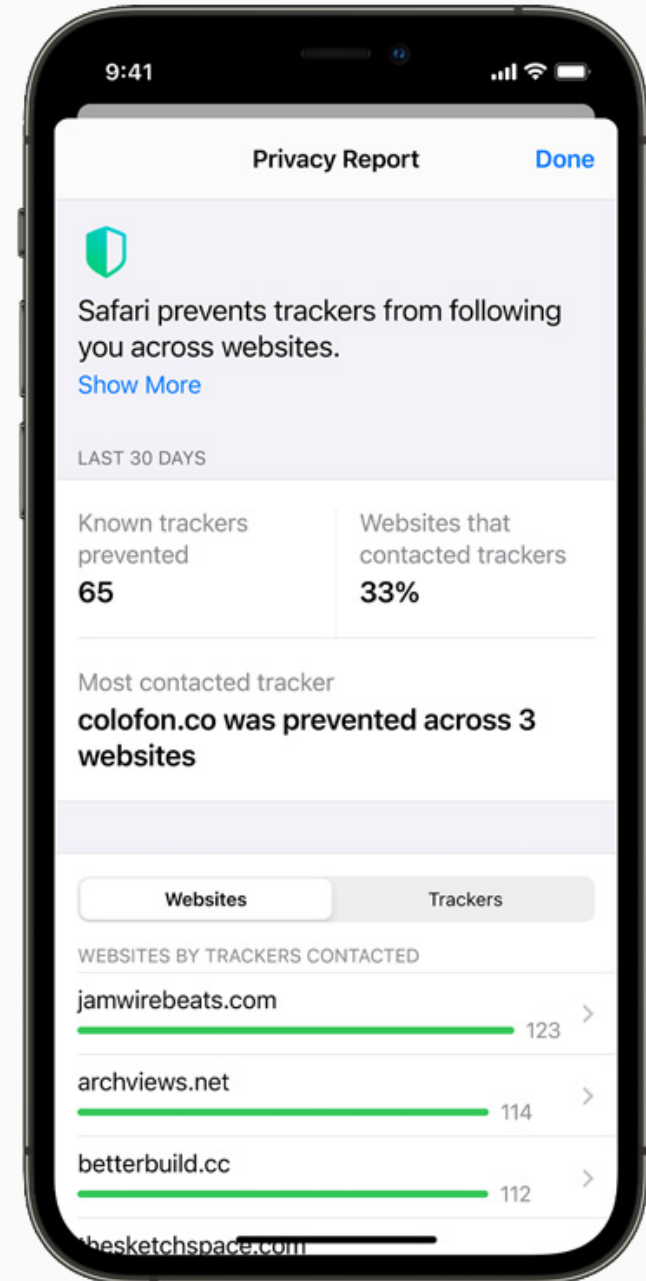
iOS 15 - App Privacy Report

- A new section in Settings allows users to see **how often apps have accessed their location, photos, camera, microphone, and contacts** during the last seven days.
- It also shows which apps have contacted other domains and how recently they have contacted them.



iOS 15 - Intelligent Tracking Prevention

IPT will enable **IP tracking prevention** in Safari. It will mask the user's IP address from trackers. This means they can't utilize the user's IP address as a unique identifier to connect their activity across websites.





The “end” of individualized tracking

- Google wants to phase out individual tracking because of “privacy concerns”
- **Google will still track everyone who uses their services**



The Death of Third-Party Cookies



What The FLoC?

Google developed a tracking method that will effectively hide you among other people.

Federated Learning of Cohorts or “FLoC”

- FLoC will group people based on their browser history and behavior into “cohorts” of interests.
- User cohorts will be **recalculated once every 7 days**
- Cohorts based on **race, sex, politics, medical history will be blocked**
- Advertisers will be able to **bid on these cohorts** but not on a specific user

But what does it MEAN?

- Advertisers within the Google ecosystem will be effectively **flying blind**
- **Far more emphasis on automated bid strategies**
- We will **depend on Google** (much) more
- **Google will have unique data** that no one else will



MADNESS? NO!



THIS IS PRIVACY!



Solutions

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Software Supplements

- NorthBeam*
- Wicked Reports
- Rockerbox
- Oribi
- Dacity

**Disclosure: I am an early stage investor and advisor*

Conversion API

The majority of CRMs and eCommerce store builders have (or will) integrated with Facebook's Conversion API. This gives you the ability to push conversion data (including values) back into Facebook.

This becomes **the only reliable source of data** for Facebook Ads.

Facebook Conversion Api ✕

The Conversions API allows advertisers to send web events from their servers directly to Facebook

ACTION NAME

ACCESS TOKEN

 (x)

PIXEL ID

 (x)

FACEBOOK EVENT NAME

 (x)

VALUE

 (x)

CURRENCY

 (x)

TEST CODE

 (x)

Please make sure to remove this code and save again, once you are done with the testing.

Prioritize First Party Data

With all of the changes in place (and many more to come) **the best solution is to gather First Party data** that you will be able to use the way you want.

Use:

- Forms
- Lead Magnets
- Newsletter
- Chat
- etc.

First Party Cookie tracking

First party cookies are directly stored by the website the user is visiting. They help to improve the user experience and capture information provided by the user.

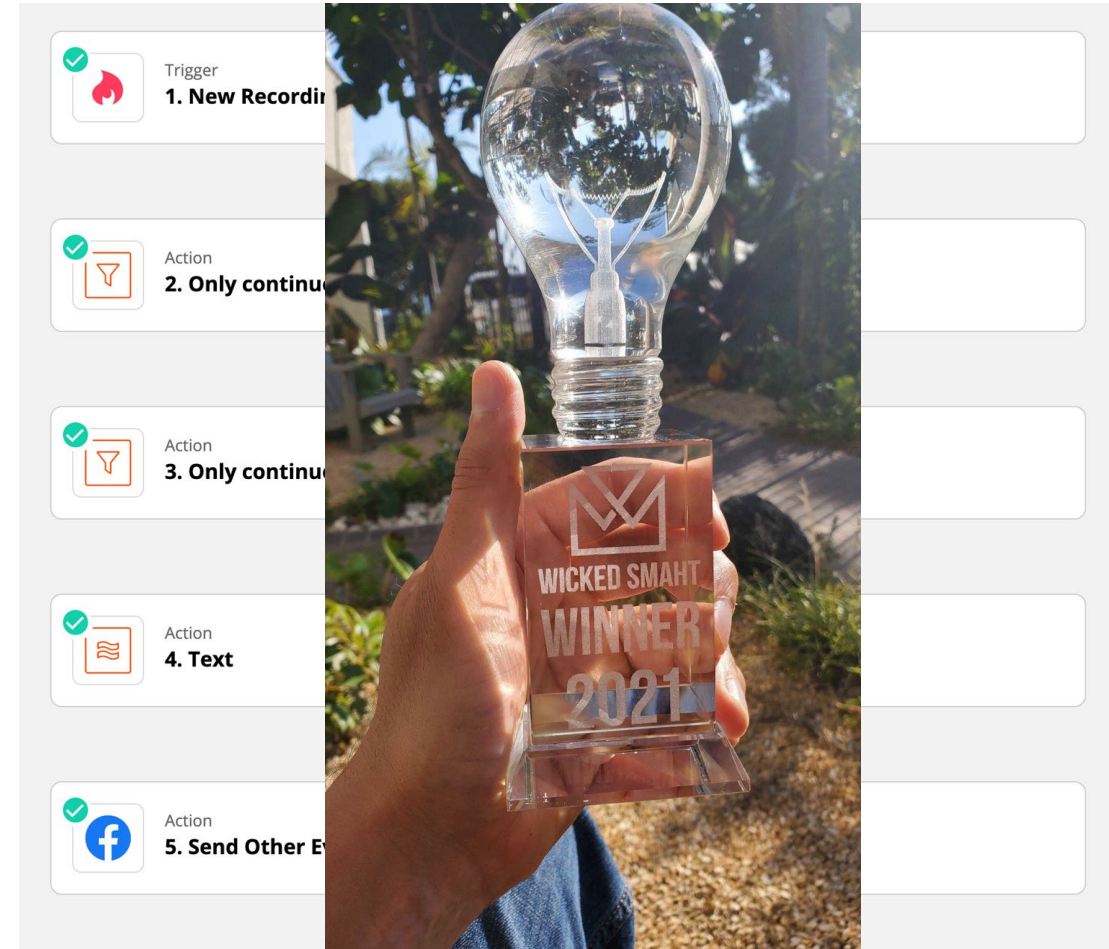
You can **cookie data like UTMs, fbclid, and gclid** and then retrieve that data if a form submission or other relevant conversion takes place.

Name	Value
first_session	%7B%22visits%22%3A124%2C%22start%22%3A162377689
_uetvid	46044d80cdfc11eb9fcb1b6cd4a1419
_uetsid	460430e0cdfc11eb9f0195cdc2c31d96
_gac_UA-28558682-2	1.1623776915.warroomgclid
_gcl_aw	GCL.1623776915.warroomgclid
__ctmid	60c8de7f0000c439c1ef4ac2
__ctmid	60c8de7f0000c439c1ef4ac2
_cr_30	
_cl_30	https://sol8.com/?utm_source=Google&gclid=warroomgclid
_gat_UA-28558682-2	1
OriginalSource	Google
_fbp	fb.1.1623776895634.364489741
OriginalGclid	warroomgclid
_cr_30	
_gcl_au	1.1.1871438681.1623776895
_cl_30	https://sol8.com/?utm_source=Google&gclid=warroomgclid
_ga	GA1.2.1050750208.1623776895
_gid	GA1.2.1635803165.1623776895
FirstPage	/

Push Pre-Conversion Events to Facebook

Using a tool like HotJar and Zapier, we can **capture pre-conversion even (with fbclid) like time on page and submit them to Facebook via API**. That will help Facebook identify promising users even before they submit any form.

Full tutorial (17 min) is on our YT.



Privacy Policy

- Make sure to **adjust your Privacy Policy** to specify exactly what cookies you store, how you protect them and how they will be used.
- **Add a cookie consent pop up** to your website and link it to your Privacy Policy.
- **Don't collect or push more information than you need to.**

BRACE YOURSELVES



THE LAWYERS ARE COMING



Rely more on automated bidding

- With all of the targeting and reporting limitations we have to **trust the machine** more and more.
- Thanks to big data and AI, the machine learning (**automated bidding strategies**) will get more accurate and produce **better results**.
- But you need to generously **feed it with data** along the way...

Facebook Ads broad targeting

Since April changes we tested **broad targeting** (all ages, all interests, all placements) on **Facebook ads** heavily.

Ad sets with **broad targeting** had the same or better results compared to the ones with detailed targeting.

Ad Set Name	Results	Cost per Result	Amount Spent
Women - Shooting	229 [2] Website Purcha...	\$19.98 [2] Per Purchase	\$4,575.50
Women - Fitness	124 [2] Website Purcha...	\$23.71 [2] Per Purchase	\$2,939.94
Women broad	199 [2] Website Purcha...	\$22.24 [2] Per Purchase	\$4,426.44
Value LAL 1%	21 [2] Website Purcha...	\$72.37 [2] Per Purchase	\$1,519.75
Military + Baseball cap	33 [2] Website Purcha...	\$50.66 [2] Per Purchase	\$1,671.89
Hunting & Fishing	39 [2] Website Purcha...	\$46.97 [2] Per Purchase	\$1,831.91
Baseball cap + Sunglasses ...	14 [2] Website Purcha...	\$48.31 [2] Per Purchase	\$676.33
Air force	27 [2] Website Purcha...	\$56.26 [2] Per Purchase	\$1,519.08
Outdoors + Tactical	8 [2] Website Purcha...	\$124.31 [2] Per Purchase	\$994.51

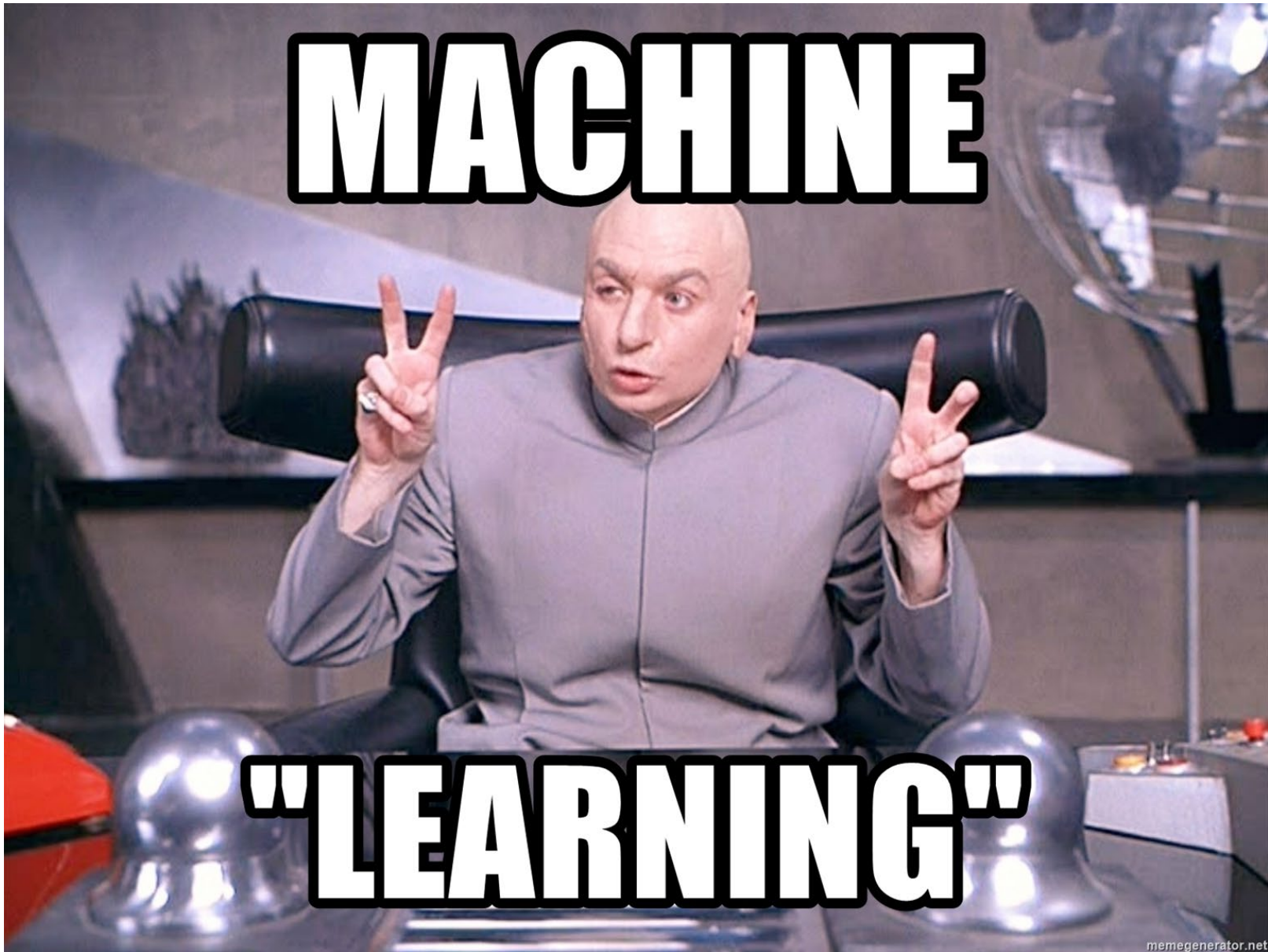
Broad Match + Smart Bidding in Google Ads

After Google's updates to keyword match types, we tested **Broad Match Keywords with Smart Bidding for 30% of our clients.**

Could you ever think that BM keywords would get **530% ROAS?**

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Status	ROAS (time adjusted)	↓ Cost	Conv. value
Total: All but removed keywords ?					536.16%	\$142,881.67	732,960.42
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock	Broad match	Eligible	526.60%	\$35,652.95	171,009.55
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy hammock	Broad match	Eligible	449.21%	\$24,347.67	107,403.68
<input type="checkbox"/>	<input checked="" type="radio"/>	Purchase hammock	Broad match	Eligible	437.25%	\$14,113.27	62,462.36
<input type="checkbox"/>	<input checked="" type="radio"/>	Order hammock	Broad match	Eligible	488.39%	\$12,509.04	61,144.81
<input type="checkbox"/>	<input checked="" type="radio"/>	backyard hammock	Broad match	Eligible	477.12%	\$12,327.47	53,648.88
<input type="checkbox"/>	<input checked="" type="radio"/>	outdoor hammock	Broad match	Eligible	523.92%	\$10,810.13	56,635.99
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock chair	Broad match	Eligible	1,233.28%	\$7,981.67	84,528.21
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock with stand	Broad match	Eligible	543.84%	\$7,152.89	39,348.20
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock swing	Broad match	Paused	512.63%	\$2,894.18	13,839.84
<input type="checkbox"/>	<input checked="" type="radio"/>	a hammock	Broad match	Eligible	343.35%	\$2,137.81	7,987.10
<input type="checkbox"/>	<input checked="" type="radio"/>	shark tank hammock	Broad match	Eligible	1,184.60%	\$1,837.30	21,764.58
<input type="checkbox"/>	<input checked="" type="radio"/>	tree hammock	Broad match	Eligible	444.94%	\$1,544.12	6,870.38
<input type="checkbox"/>	<input checked="" type="radio"/>	camping swing	Broad match	Eligible	323.80%	\$1,192.11	3,860.10
<input type="checkbox"/>	<input checked="" type="radio"/>	best double hammock	Broad match	Eligible	237.63%	\$983.91	2,338.10
<input type="checkbox"/>	<input checked="" type="radio"/>	best hanging chair	Broad match	Eligible	158.23%	\$828.56	7,325.95
<input type="checkbox"/>	<input checked="" type="radio"/>	best portable hammock	Broad match	Paused	121.23%	\$688.79	1,034.00
<input type="checkbox"/>	<input checked="" type="radio"/>	signature hammock	Broad match	Eligible	947.96%	\$608.15	4,986.03
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock and stand	Broad match	Eligible	833.15%	\$546.12	4,550.00
<input type="checkbox"/>	<input checked="" type="radio"/>	the hammock	Broad match	Eligible	362.53%	\$540.67	1,960.10
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock throne	Broad match	Eligible	572.95%	\$534.37	1,587.51
<input type="checkbox"/>	<input checked="" type="radio"/>	camping hammocks	Broad match	Paused	461.05%	\$530.96	2,448.00
<input type="checkbox"/>	<input checked="" type="radio"/>	hammock hangers	Broad match	Paused	284.25%	\$438.43	1,245.31
<input type="checkbox"/>	<input checked="" type="radio"/>	cotton rope hammock	Broad match	Eligible	615.08%	\$431.00	2,629.82
<input type="checkbox"/>	<input checked="" type="radio"/>	lay flat hammock	Broad match	Paused	61.82%	\$321.91	199.00

MACHINE



"LEARNING"



The Future

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The Opportunity

- This is the single biggest opportunity for small businesses in the history of the digital landscape.
- The emphasis is going to be on massively niched down, high-quality content and digital experiences.
- People are going to be in full control of their own Customer Value Journey and our ability to intervene at scale is going to become limited.
- Smaller brands with ultra-specific targets will win the arms race because they can afford to invest at levels of granularity that big brands can't.

The Key...

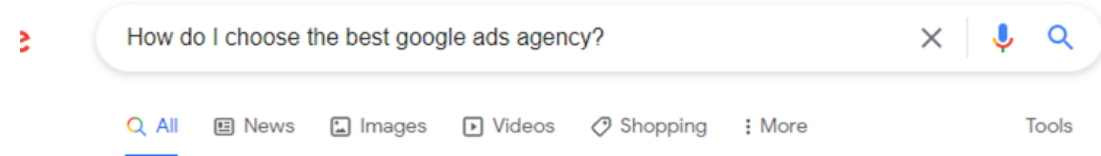
You must niche down!

Content is more important than ever!

- Content marketing is a **way to engage with your potential customers** at each stage of the **Customer Value Journey**.
- Content is value that you provide to your future leads. It should be **useful, unique, and branded**.
- The content you put online should **work for you forever**.
- Investing in content is a way to **diversify your traffic** and sales, especially as paid traffic proves to be more volatile and difficult to track.

SERP Position #0

Google's "micro-moments" will be expanded to all niches, providing users with **immediate answers based on your content!**



We've got you covered with a checklist of 8 critical qualities a reputable Google Ads agency should have:

1. Qualifications.
2. Experience.
3. Tracking and Reporting.
4. Communication, Pricing, and Transparency.
5. Strategy and Setup.
6. Tools.
7. Campaign Building and Account Activity.
8. Brand Culture.

<https://sol8.com> › the-ultimate-guide-to-choosing-the-best... ⋮

[The Ultimate Guide to Choosing the Best Google Ads Agency](#)

ⓘ About featured snippets · 🗉 Feedback

People also ask ⋮

How do I choose a good advertising agency? ▾

What ad agency does Google use? ▾

What is the best strategy for Google ads? ▾

Feedback

<https://neilpatel.com> › blog › adwords-agency ⋮

[How to Choose The Right Adwords Agency - Neil Patel](#)

What's tough for many companies is **choosing** the **right** AdWords **Agency**. Managing Google Ads

Produce video content!

Videos are one of the best ways to deliver value to your potential customers and one of a very few ways to be on top of Google in SERP!

You can tailor your videos for each stage of CVJ.

how to calculate roas in google ads

How to Calculate ROAS in Google Ads (and why it's important)
YouTube · Solutions 8
Aug 28, 2020

4 key moments in this video

From 00:45 Measure the Efficacy of Your...	From 03:41 Difference between Roads and Roi	From 04:23 Build Roas into Your Google Ads...	From 04:46 Custom Columns
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Google Ads Target ROAS Bidding | How To Calculate Return ...
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Aug 20, 2020

Google Shopping Target ROAS | How to Calculate Your ...
YouTube · Mr Sam Baldwin
Sep 13, 2020

[View all](#)

<https://support.google.com/google-ads/answer/>

About Target ROAS bidding - Google Ads Help - Google Support

To find your historical conversion value per cost data, you'll need to select Modify columns from the "Columns" drop-down and add the Conv. value/cost column ...

<https://support.google.com/google-ads/answer/>

Measure Target ROAS performance - Google Ads Help

When you value conversions differently and you want to meet a target return on ad spend (ROAS) a Target ROAS bid strategy can help you meet your goals.

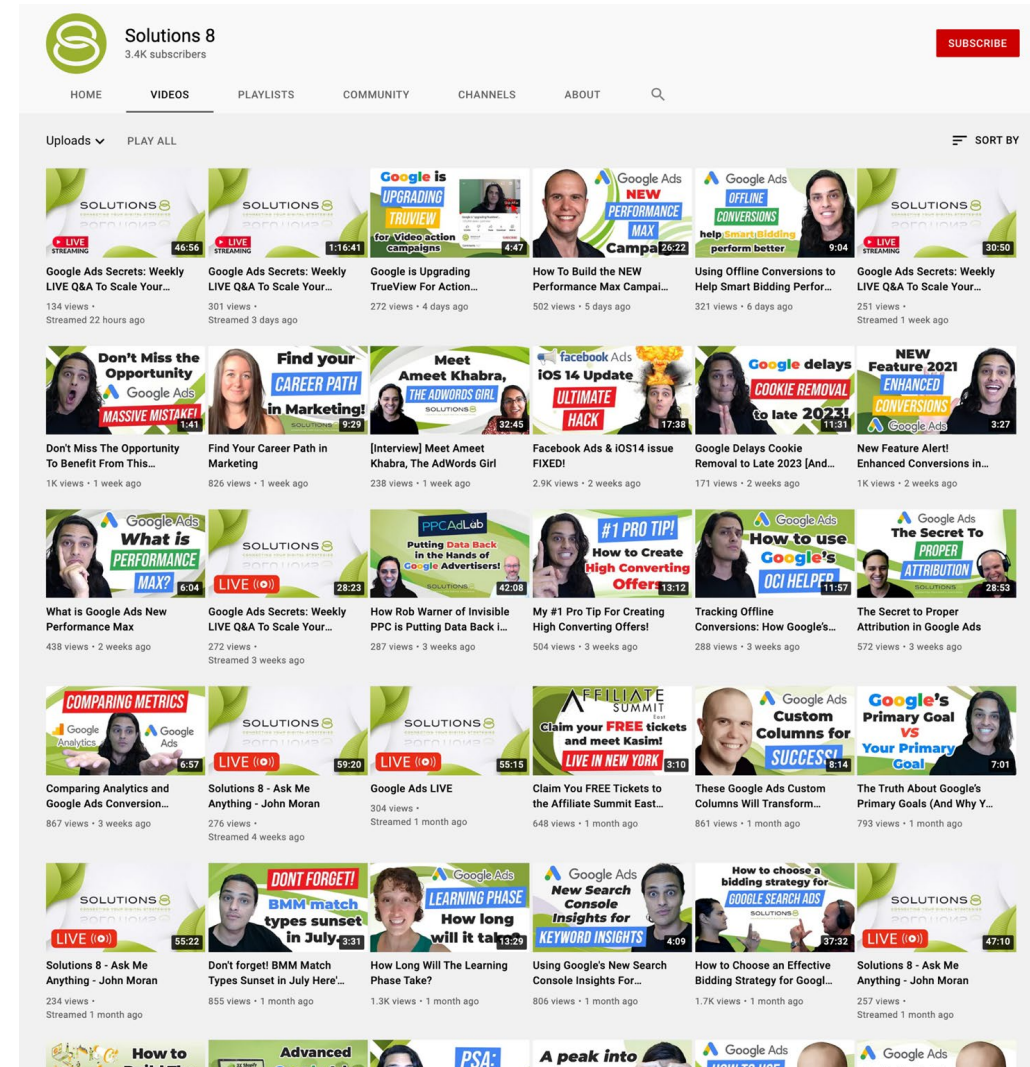
Video Marketing

- By 2022, **online videos will make up more than 82%** of all consumer internet traffic — 15 times higher than it was in 2017 (Cisco).
- In 2020 viewers aged 18 and over spend **41.9 minutes on YouTube daily**, on average ([Source](#)) and up to 100 minutes per day total on video content ([Source](#))
- **99%** of current video marketers **plan to continue** using video in 2020 and 95% plan to increase or at least maintain their budget ([Source](#))

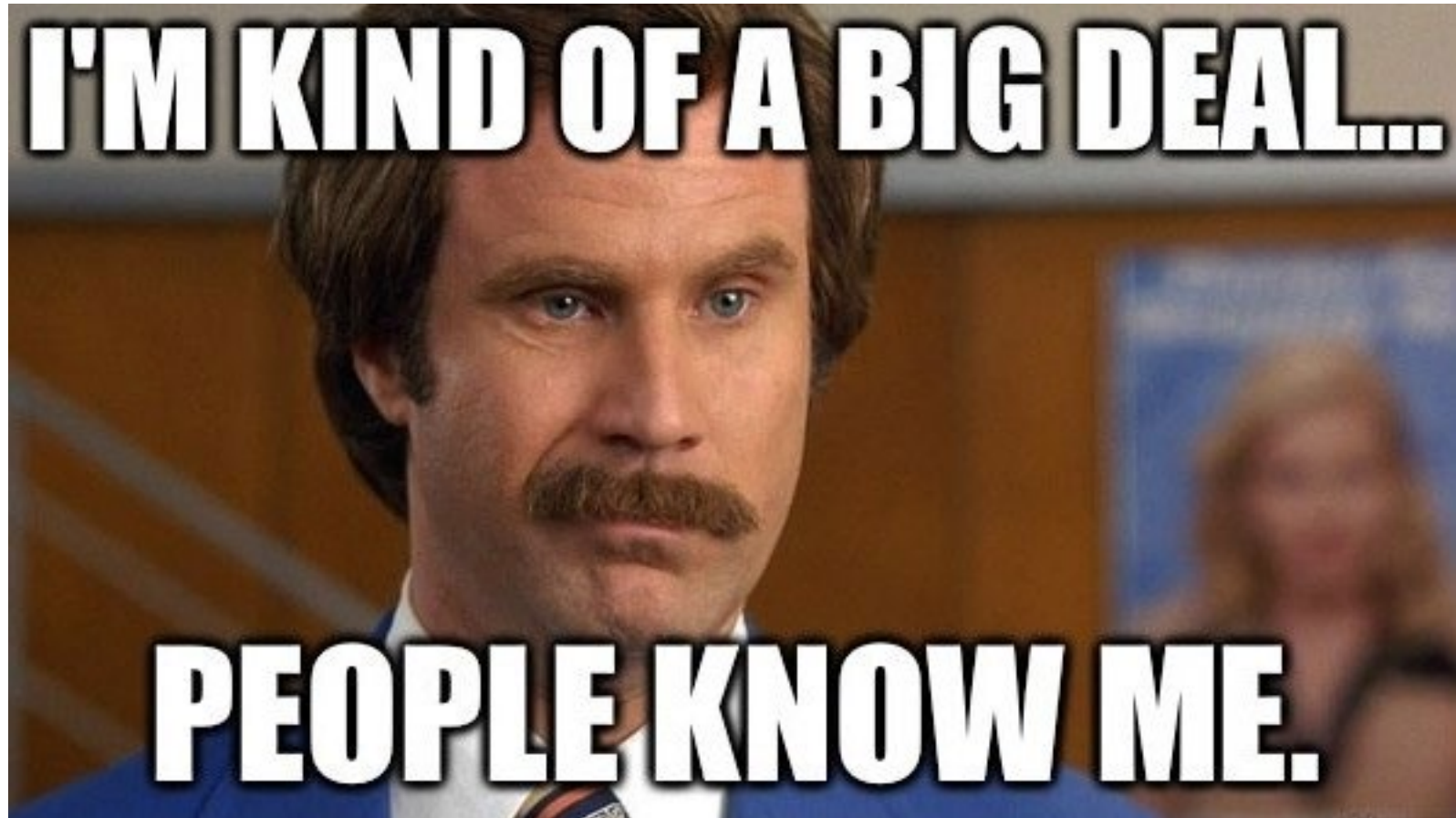
Video Marketing - Find your format

You can post the content that is easy for you to produce:

- Product overviews (YouTube)
- Short videos (TikTok, Instagram reels, YouTube Shorts)
- Live streams
- Webinars
- Stories
- Podcasts
- User generated content



Influencer marketing



Influencer marketing

- **67.9% of US marketers** from companies with 100 or more employees **will use influencer marketing in 2021**
([Business Insider](#))
- **Influencer marketing** is expected to grow to be worth **\$13.8 billion in 2021** compared to **\$9.7 billions in 2020**.
([Influencer Marketing Hub](#))
- Businesses are making **\$5.20 for every \$1 spent** on influencer marketing ([Influencer Marketing Hub](#))

Influencer marketing - TIPS

- **In 2021-2022 focus on Micro and Nano influencers** more. Cost to Engagement to Broad Reach ratio will be unbeatable with them.
- **Find your ambassadors.** Long term commitments can give better results than one-time campaign.
- Don't be afraid to **jump into new platforms** (TikTok, Clubhouse)
- Offer **performance driven agreements.**

Customer Journey

- Businesses need to be in **front of their customers as much as possible**
- **Omnichannel marketing** is imperative
- **Customer relationship management** at each point of their journey is a **key to the first and repeated purchases**
- **Retention and LTV** are getting more important as new client attribution can get expensive

Plan your marketing strategy based on Customer Value Journey!

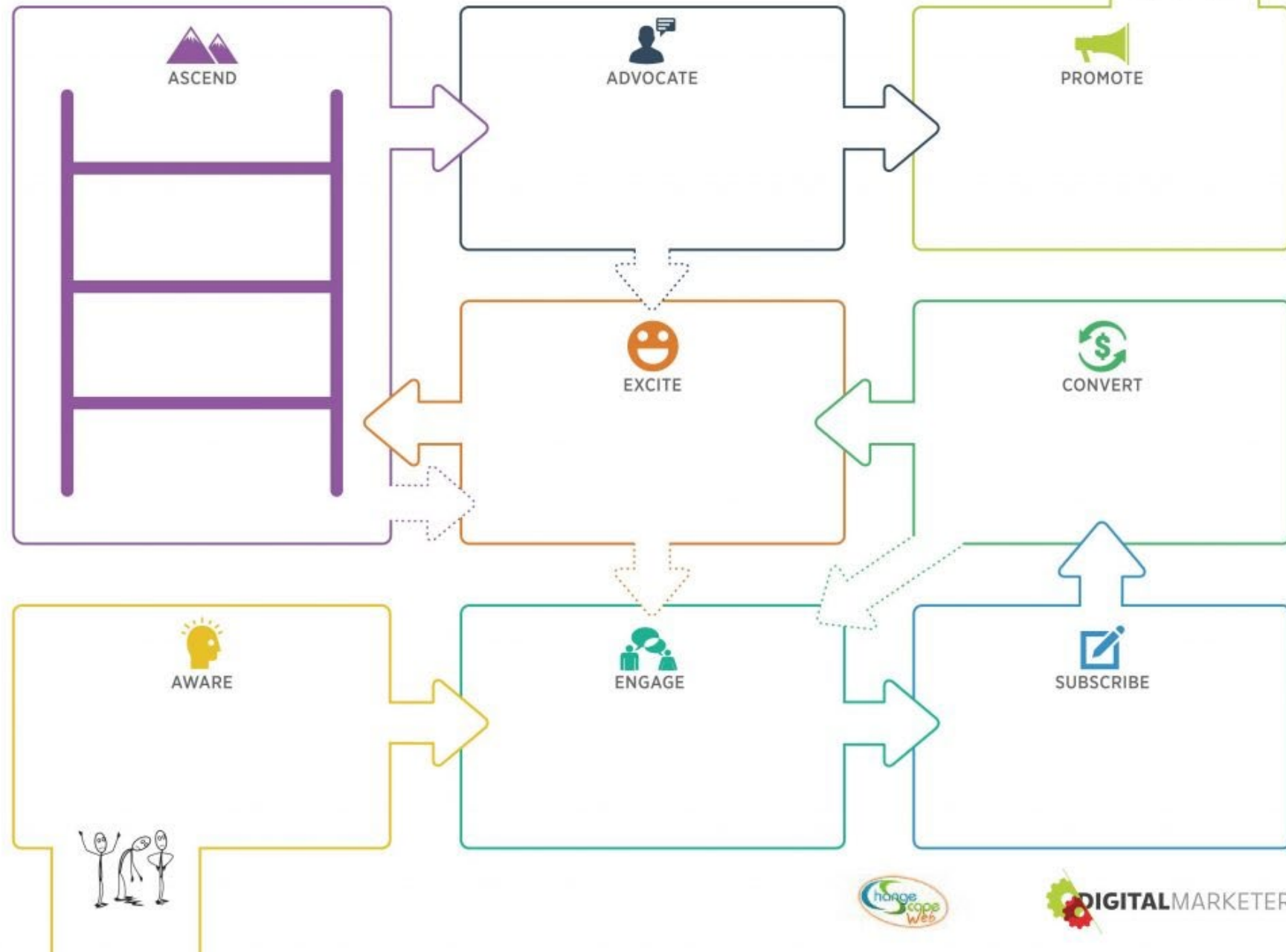


**LET'S HAVE A LOOK AT THE
CUSTOMER JOURNEY**

ALL PARTNERS

makeameme.org

VALUE JOURNEY WORKSHEET



The Opportunity

- You have to go omni channel
- You have to market through the entire CVJ
- You have to think long-term
- You have to focus on overall ROI (NOT ROAS, CPA, Etc.)

THANK YOU!

Subscribe to my YouTube channel for a new video on Google Ads every single day!

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/solutionseight](https://www.youtube.com/user/solutionseight)

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