

# EFFEKTIV PERFORMANCE MARKETING *anno 2023*



# Hej med jer!

- > Director of Addressable Content
- > "Født" og opvokset i bureauverden
- > Besat af eksperimentering og performance
- > Bor i Valby med Julie + Victor på 3 og William på 1½



# Når I skal ind i et *nyt* marked, skal I...



Ikke **udforske** ny teknologi



Bare **kommunikere** på engelsk



Køre **præcis** samme marketing-mix som i DK



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Ikke **udforske** ny teknologi



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# Det næste kvarters tid

turde åbne horisonten

tåle at høre om AI ... igen

sætte jer afsindigt godt til rette

**Viskal *drømme* i dag!**

# Vi skal *drømme* i dag!

Eksperimentering

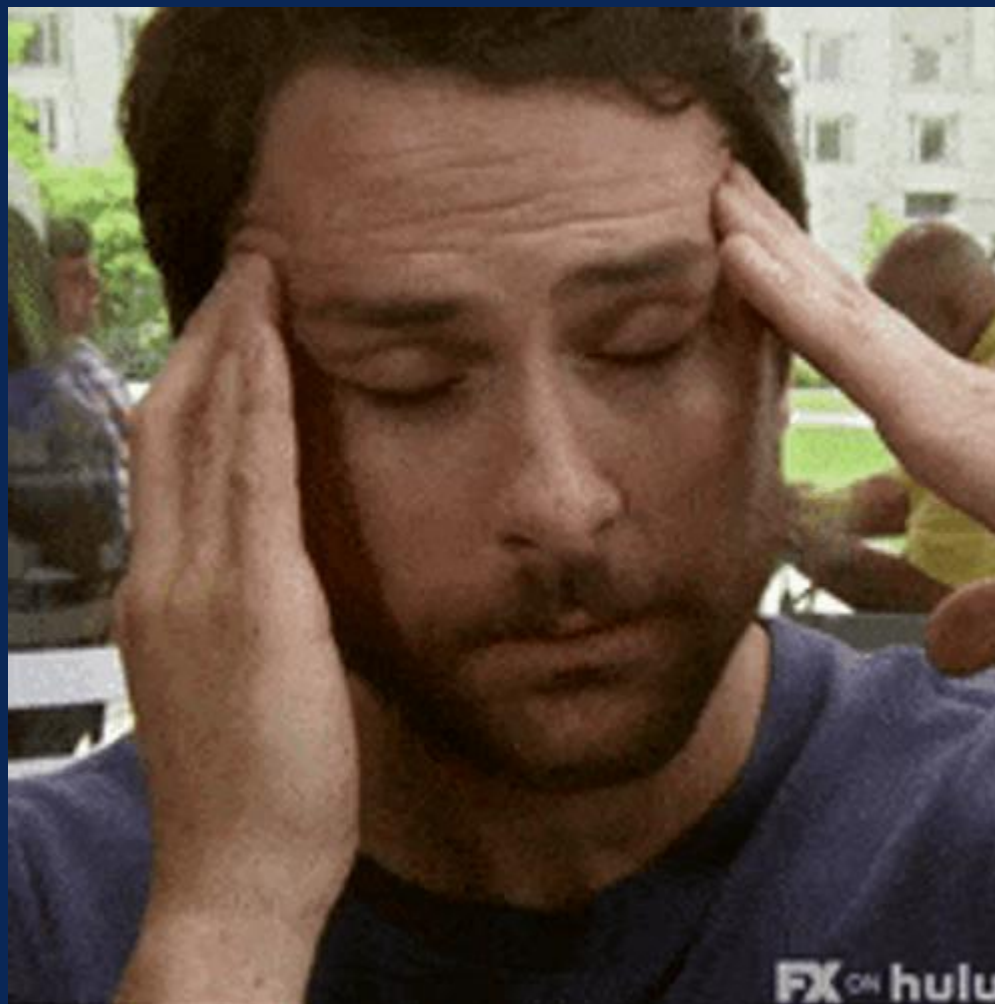
AI

Værktøj

Tips og tricks



men først et **mindre** hovedbrud



# Op med hånden og behold den oppe, hvis ...

- > I bruger mere end 1 system
- > I bruger mere end 5 systemer
- > I bruger mere end 10 systemer
- > I bruger pokkers mange, men nu syrer armen til





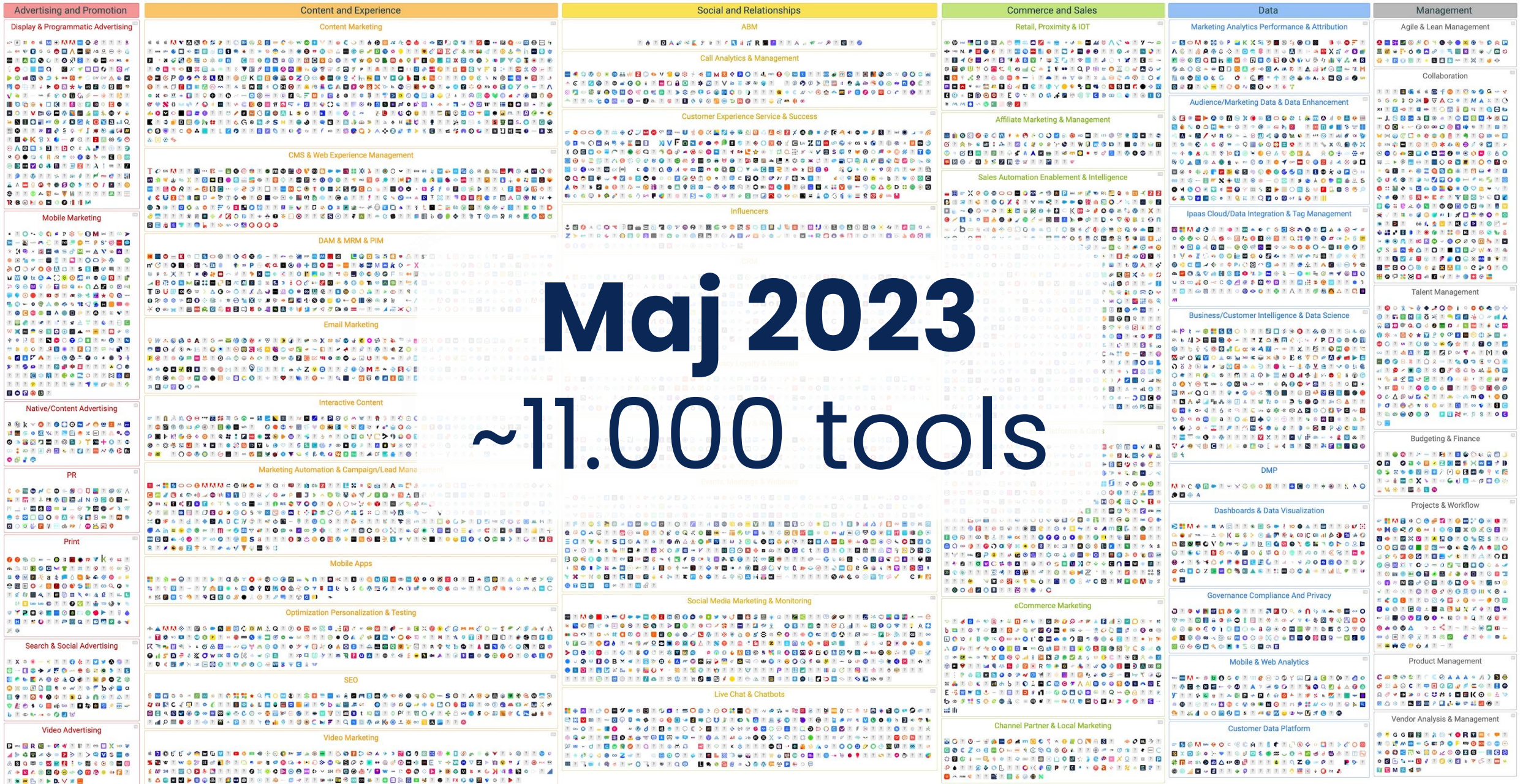
# Marketing Technology Landscape

August 2011



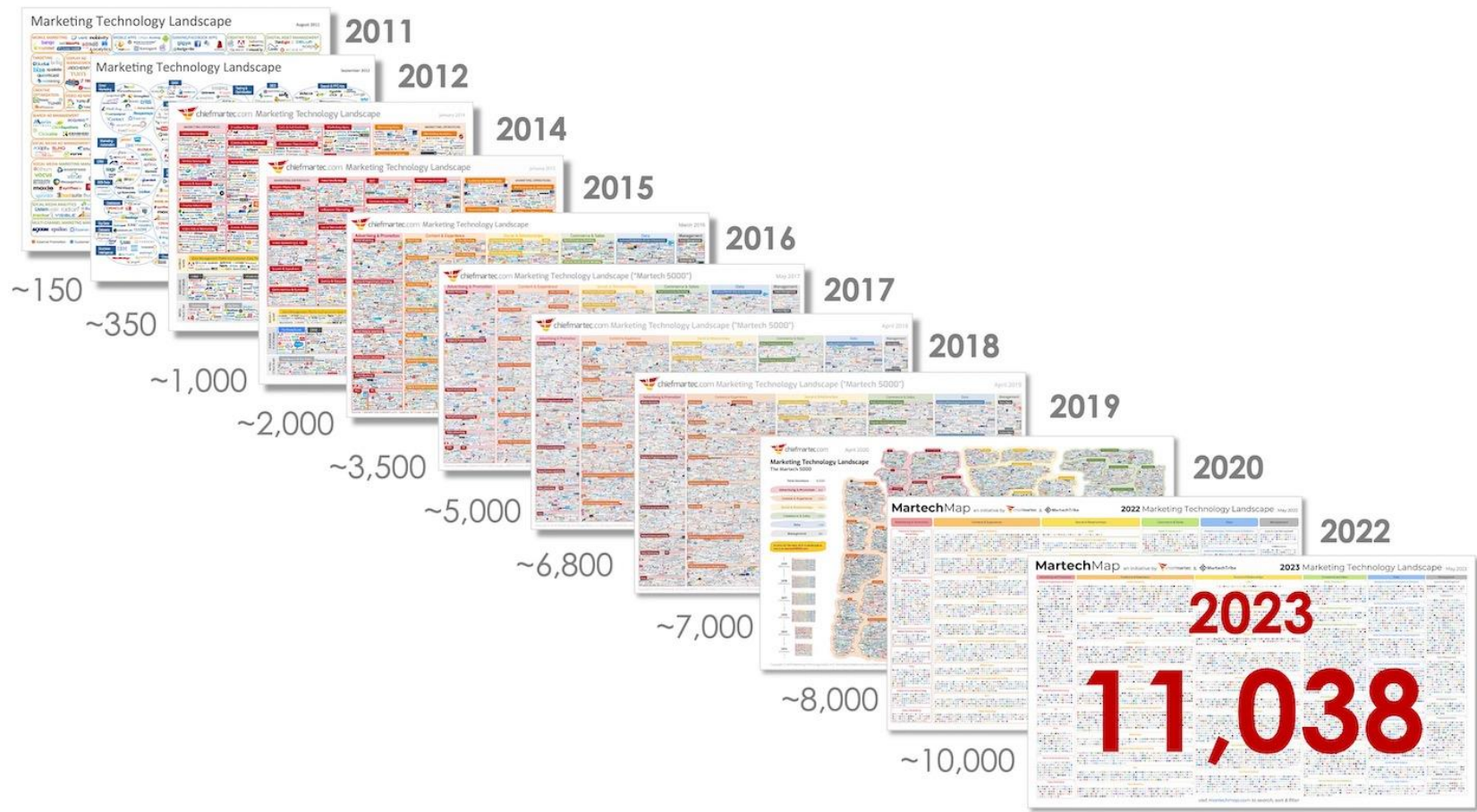
External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec http://www.chiefmartec.com

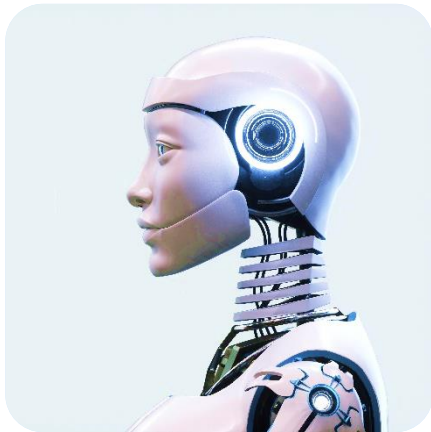


**Maj 2023**  
**~1.000 tools**

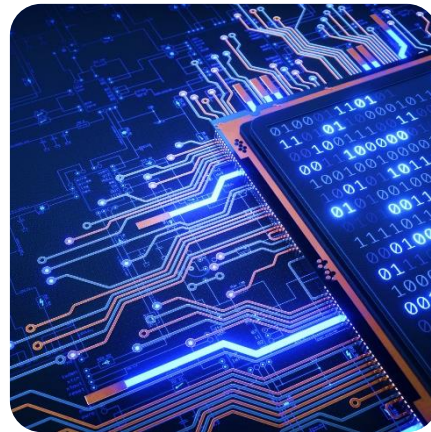
# Landskabet ændrer sig *hele tiden*



# Så hvordan holder I jer *effektive* i 2023?



**AI**

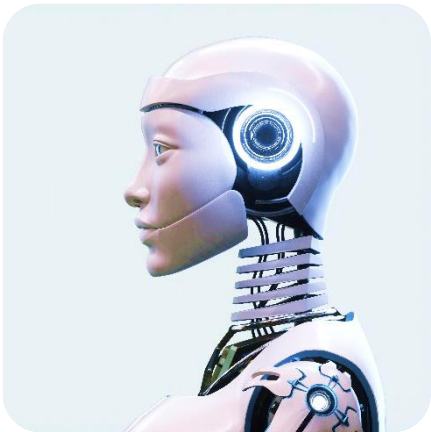


**Automatisering**



**Eksperimentering**

# Så hvordan holder I jer *effektive* i 2023?



**AI**



Greetings! Can you please tell me the 3 most impactful appliances of AI to enter new markets with digital marketing?



Certainly! Artificial intelligence (AI) has made a significant impact on various aspects of digital marketing, enabling businesses to enter new markets more effectively. Here are three of the most impactful applications of AI in digital marketing for entering new markets:

1. Personalized Marketing and Customer Segmentation:



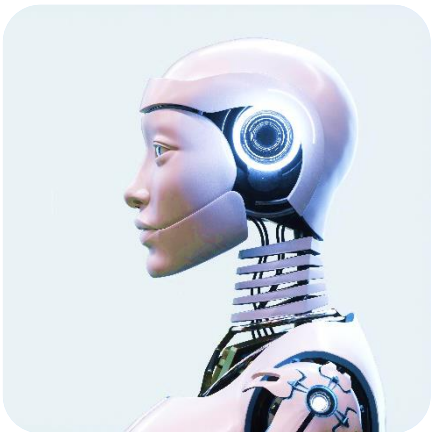
Can you please shorten it down to the bare minimum, please?



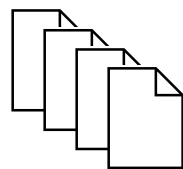
Certainly! Here are the three most impactful AI applications for entering new markets in digital marketing:

1. Personalized Marketing: AI helps businesses tailor marketing campaigns to target specific customer segments, increasing engagement and conversions.
2. Intelligent Advertising: AI algorithms optimize ad targeting based on user data, enabling businesses to reach potential customers more effectively.
3. Chatbots and Virtual Assistants: AI-powered chatbots provide instant customer support and guidance, facilitating interactions and expanding into new markets.

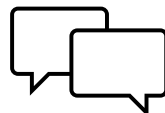
# Så hvordan holder I jer *effektive* i 2023?



**AI**



**Producér** indholds- og kampagnesider.



**Oversæt** tekster til kampagner og sider.



**Automatisér** rugbrødsopgaverne i Paid Search.

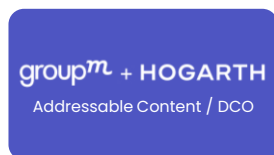
# Så hvordan holder I jer *effektive* i 2023?



**Automatisering**



**Tilgængelighed og speed** optimering.



**Måretning og effektivisering** af kampagner.



Tag **historisk data** fra GA3 med ind i GA4.

Så hvordan holder I jer *effektive* i 2023?

## Eksperimentering





at indtage nye markeder  
er at *eksperimentere*





Hvad virker i dit **nye** marked?



## Betalingsform

Betalingskort



## Betalingsform

MobilePay



Betalingskort



# 1. Skab *medvind* med betalingsmetoder



Vi kan købe smart ind.  
Mikrooptimere kampagner.  
Men friktion til allersidst i rejsen?



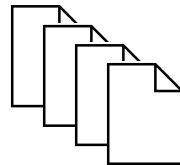
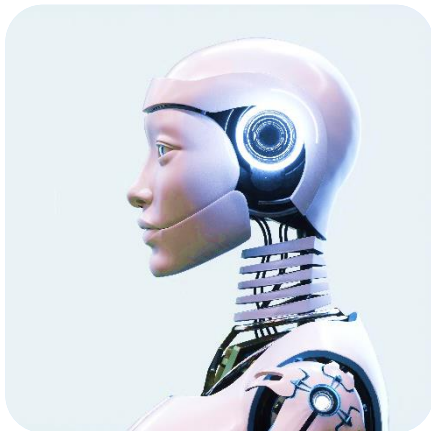
## 2. Engelsk kan være lige så *effektfuld* som lokalt sprog



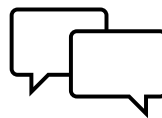
Lokalt sprog vil ofte outperforme engelsk.

Indkøbspris og performance som eneste målepunkter er ikke nok.

Hvad med produktion og retterunder?



**Producér** indholds- og kampagnesider.



**Oversæt** tekster til kampagner og sider.

### 3. Marketingbudget *afgør* tilgang til nyt marked

**Budget på op til 50.000/md.**

Test med én kanal ad gangen.

Hvor kan du få mest indsigt for  
mindst budget?

### 3. Marketingbudget *afgør* tilgang til nyt marked

#### **Budget på op til 50.000/md.**

Test med én kanal ad gangen.

Hvor kan du få mest indsigt for  
mindst budget?

#### **Budget på over 50.000/md.**

Test en lige budgetfordeling  
mellem kanaler for at se,  
hvor der kan hentes mest  
effekt hurtigst.



# Læring skal dokumenteres og *aktiveres*

Hvilket budskab virkede bedst på sociale medier i DK?

Ville samme budskab fungere bedre i SE?

På hjemmesiden?

På email?

Test, lær, dokumentér og **aktivér**

# Læring skal dokumenteres og *aktiveres*

Growth Experiments Planning and Execution

Views | Primary View | Hide fields | Filter | Group | Sort | Color | Share and sync

Short Name	Description	Funnel Impact	Category	Status	Lead	Start Date	End Date	Success Metric	Goal	Confidence in Potential	Marketing Team Hours	Engineering Team Hours	Potential Impact	Required Setup	Priority	Baseline Measurement
1 OTO 15% off upgrade plan	One-time offer immediately after sign up for di...	Revenue	Onboarding	Scheduled	Zoelle Egner	5/6/2017	16/6/2017	% of users who upgrade within 7 days ...	Increase from 1% to 2%	Medium (40-70%)	3.0	2.0	Medium	Marketing team to write copy for new s...	Medium	
2 FB - paid users lookalike	Create lookalike audience using paid users list	Acquisition	Paid Social A...	Requires Desi...	Douglas Forste	5/6/2017	23/6/2017	Whether or not we can attract high val...	Find tactic with profitabl...	Long Shot (<10%)	4.0	0.0	Very Low	Load paid users into Facebook to creat...	Very High	
3 Tips email drip campaign	Configure email drip campaign - 7 emails over ...	Retention	Email	Designed	Pete Huang	7/6/2017	27/6/2017	% of users that are active and engaged	Move from 15% to 20%	Medium (40-70%)	3.0	0.0	Medium	Marketing team to write 7 emails and re...	High	
4 Terminal takeover - SF BART	SF Downtown terminal takeover ads for 3 weeks	Acquisition	Other Paid A...	In Progress	Katherine Duh	2/6/2017	29/6/2017	Whether or not we can attract high val...	Find tactic with profitabl...	High (70-90%)	2.0	0.0	Very Low	Outsource to creative agency to design ...	Low	
5 Signup button-only LP	LP with little information, just screenshots and ...	Activation	Landing Page	Complete - A...	Zoelle Egner	15/5/2017	12/7/2017	LP conversion rate	Increase from 10% to 15...	Near Guarantee (>90%)	5.0	1.0	Very High	Engineering and marketing team to cre...	Very Low	
6 Upgrade discount code giveaway	LTO giveaway for discount codes for 1-year up...	Revenue	Email	Complete - A...	Pete Huang	11/5/2017	22/6/2017	Percent of users that are upgraded	Increase from 5% to 7%	Long Shot (<10%)	4.0	2.0	Very High	Engineering team to set up new discou...	Medium	
7 "Asking a favor" email to promoters	From CEO: email asking a favor to forward ema...	Referral	Email	Scheduled	Shani Taylor	31/5/2017	17/6/2017	Average number of referrals by user	Increase from 0.8 to 1.7	High (70-90%)	6.0	0.0	High	Marketing team to set up email list to r...	Very High	
8 Terminal takeover - DC Metro	DC Metro terminal takeover ads for 3 weeks	Acquisition	Other Paid A...	Requires Desi...	Andrew Ofstad	12/6/2017	26/6/2017	Whether or not we can attract high val...	Find tactic with profitabl...	Medium (40-70%)	7.0	0.0	Low	Outsource to creative agency to design ...	High	
9 Sending reminder email after 7 days inactivity	After user has been inactive for 7 days, send a r...	Retention	Email	Complete - A...	Howie Liu	23/6/2017	28/6/2017	% of users that are active and engaged	Move from 15% to 20%	Long Shot (<10%)	4.0	1.0	Very Low	Draft email, work with eng team to conf...	Low	
10 Retargeting ads for inactives	Create retargeting ad campaign on Facebook f...	Retention	Post-Onboar...	Complete - A...	Pete Huang	28/6/2017	6/7/2017	% of users that are active and engaged	Move from 15% to 20%	Long Shot (<10%)	3.0	0.0	Very Low	Marketing team to set up retargeting pi...	Very Low	
11 In-person - flyer distribution	In-person flyer distribution in SF and DC	Acquisition	Other Paid A...	Complete - A...	Pete Huang	25/6/2017	25/7/2017	Whether or not we can attract high val...	Find tactic with profitabl...	Near Guarantee (>90%)	2.0	0.0	Low	Mock up short flyers to test	Medium	
12 Email capture LP	Landing page variation with just email capture	Activation	Landing Page	Designed	Shani Taylor	27/6/2017	19/7/2017	LP conversion rate	Increase from 10% to 15...	Long Shot (<10%)	5.0	2.0	Very Low	Engineering and marketing team to cre...	Very High	
13 One-off upgrade email after 30 days	One-off campaign to all users after 30 days of ...	Revenue	Email	Scheduled	Howie Liu	30/6/2017	2/7/2017	Percent of users that are upgraded	Increase from 5% to 7%	Long Shot (<10%)	5.0	1.0	High	Draft upgrade email	High	
14 Add invite links to share via email	In share by email, automatically embed an invit...	Referral	Post-Onboar...	In Progress	Pete Huang	24/6/2017	5/7/2017	Average number of referrals by user	Increase from 0.8 to 1.7	Medium (40-70%)	3.0	3.0	Very High	Adjust share button to include invite lin...	Low	
15 Cold outbound emailing	Test 100-person cold outbound emailing	Retention	Email	Complete - A...	Douglas Forste	12/6/2017	10/7/2017	Whether or not we can attract high val...	Find tactic with profitabl...	High (70-90%)	5.0	0.0	Medium	Scrape contact list and draft potential e...	Very Low	
16 Offer for support/training call after signup	Add an email proactively offering a support cal...	Retention	Post-Onboar...	Scheduled	Douglas Forste	9/6/2017	16/7/2017	% of users that are active and engaged	Move from 15% to 20%	Medium (40-70%)	6.0	0.0	Very Low	Draft email to offer support	Medium	
17 Cold calling script test 1	Cold call to 50 leads in surrounding area, testin...	Acquisition	Email	Requires Desi...	Howie Liu	20/6/2017	14/7/2017	Whether or not we can attract high val...	Find tactic with profitabl...	Near Guarantee (>90%)	7.0	0.0	Very High	Scrape list of potential lead list and draf...	Very High	
18 Add content series before CTAs	Add email/PDF content campaign on general o...	Activation	Onboarding	Complete - A...	Zoelle Egner	14/6/2017	15/7/2017	% of users that are active and engaged	Move from 15% to 20%	High (70-90%)	3.0	2.0	Medium	Marketing team to write new content se...	High	
19 Prompt to invite team members during onboar...	Add prompt to invite more team members righ...	Referral	Onboarding	Designed	Howie Liu	16/6/2017	23/7/2017	Average number of referrals by user	Increase from 0.8 to 1.7	Medium (40-70%)	5.0	3.0	Very High	Eng team to set up new flow with prom...	Low	
20 Cold calling script test 2	Cold call to 50 leads in surrounding area, testin...	Acquisition	Email	In Progress	Douglas Forste	21/6/2017	1/7/2017	Whether or not we can attract high val...	Find tactic with profitabl...	High (70-90%)	6.0	0.0	High	Scrape list of potential lead list and draf...	Very Low	
21 Video-only LP	LP variant with only a video and signup button...	Activation	Landing Page	Requires Desi...	Katherine Duh	8/6/2017	11/7/2017	LP conversion rate	Increase from 10% to 15...	Medium (40-70%)	5.0	2.0	High	Engineering and marketing team to cre...	High	

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# Det var det fra mig!

*Experimentation is the fuel that drives innovation.  
Without it, we'd be stuck with the status quo*

– Tony Hsieh

group<sup>m</sup> nexus





# Tak for jeres opmærksomhed!



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**Tryk på klokken** for ugentlig inspiration til at forvandle website besøg til kunder

**Nicolai Høg**  
Conversion Optimization Expert & Enthusiast 🚀 I help companies turn visitors into customers to increase revenue

Snakker om #cro, #ecommerce, #digitalmarketing, #eksperimentering og #konverteringsoptimering

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