FULL-FUNNEL MARKETING STRATEGY

Case studies in Japan and how to approach a full-funnel marketing strategy in 2019
INTRODUCTION TO FULL-FUNNEL MARKETING
What full-funnel marketing is, why it’s necessary, what some common challenges are

CASE STUDY: WOMEN’S FASHION BRAND
How full-funnel marketing was implemented and how it impacted their ROAS

CASE STUDY: SKAGEN
How an audience was built more efficiently while utilizing data to increase purchases
INTRODUCTION

Welcome to the Full-Funnel Marketing Strategy case study from TAMKO. We will go over what full-funnel marketing looks like in 2019, and showcase implementations that resulted in improved business results for a couple of clients.

Consider the diagram on the right which illustrates where people typically consume media. Communication happens at so many different “touchpoints” now, and our attention is increasingly divided and scattered. Traditional advertising where an introduction, value transmission, price introduction and call-to-action are done within a predetermined ad space on one channel is becoming less effective.

Full-funnel marketing today is strategically implemented across multiple communication channels while gaining insights and data that lead to future optimizations in communication.

* The diagram is a simplified representation of typical communication touchpoints in Japan.
This is the initial point of contact with potential customers where their attention is first acquired through engaging content. **Focus:** Improve the efficiency of acquiring attention.

Providing more understanding happens in the next phase in hopes of growing the target customer’s interest. **Focus:** Communicate the USP through content made for specific targets.

Here, the aim is to turn consumers who’ve been receptive to communications into customers. **Focus:** Communicate the value more specifically to the target, and reinforce it with information such as customer reviews, encourage purchases.
Using Data to Influence Brand Switches

Data can be gained at various points and utilized to perform a next action, both online and offline. Excelling in utilizing data in full-funnel marketing executions can not only help with sales, it also can lead to consumers switching brand loyalties. Consider the example below.

1. Third party customer data (ex: point card data) is purchased to be analyzed against future ad performance data.

2. Different versions of a video ad are run to A/B test which resonates best.

3. Target audiences are created after analyzing the characteristics of those who showed interest in the video against who made related purchases.

4. Data is analyzed from the best performing audience, then used for full-funnel implementations and in offline communications.
INTRODUCTION

FULL-FUNNEL MARKETING CHALLENGES

IRRELEVANT PURPOSE AND KPIs
Many will conduct isolated, one-off campaigns that aren’t tied to a bigger strategy, or focus on advertising KPIs that aren’t linked to sales or business, or fluctuate their investment.

FRAGMENTATION
In many cases, different areas in advertising and marketing are executed by separate departments or agencies, or use different budgets for each phase of the funnel. This leads to a lack of communication and a fragmented, broken approach.
Case Study: “Women’s fashion brand”

Here’s a look at how full-funnel marketing was implemented for a women’s fashion brand in Japan, and how it impacted their ROAS. We break down each level of the funnel and show what kind of ads were done, what KPIs we focused on and what performance was achieved.
CASE STUDY 1

TOP OF FUNNEL

AD OBJECTIVE
Increase brand awareness

TARGET
Website visitors
Facebook / Instagram engagement
*Lookalike audience (3%) (Website visitors excluded)*

AD CREATIVE
Video

KPI
Video views (3+ sec)
Ad recall lift (Ability for the target to remember the ad)

► RESULTS

¥2 per video view
+25% increase in ad recall lift
MIDDLE OF FUNNEL

CASE STUDY 1

AD OBJECTIVE
Traffic

TARGET
People who watched 3+ seconds of the top of funnel video

AD CREATIVE
Facebook Instant Experience: Canvas

KPI
View time of Canvas
View percentage of Canvas

RESULTS
26 seconds average view time
91% of the Canvas viewed on average
BOTTOM OF FUNNEL

CASE STUDY 1

AD OBJECTIVE
Product catalog

TARGET
Canvas viewers
Website visitors

AD CREATIVE
Product catalog

KPI
ROAS (Return on Ad Spend)

RESULTS
+2,951% ROAS
Until August, the client had been only delivering bottom-of-funnel ads aiming to lead people to make purchases.

During this time, sales were trending downward and they failed to meet their ROAS KPI.

In September, a full-funnel marketing strategy was implemented and the change in ROAS was seen immediately.

When the strategy was paused in December as a test to see if performance was due to the season, ROAS dropped again.
When the full-funnel marketing strategy was implemented in September, a correlation between ad recall lift and ROAS was seen.

This may not always occur, but in this case huge gains were noticed in the target audience’s ability to remember the brand's advertisements.

The advertisements here were video ads on Instagram Stories.
Case Study: SKAGEN

We take a look at how target audiences were efficiently acquired and brought into the funnel. Two types of ads are compared, we look at how ad recall was maximized, as well as how we utilized media on strategic external publications to empower marketing efforts.
In order to get people into the funnel efficiently for future retargeting, we utilized video creatives.

When testing video against a Carousel creative, we saw better results per acquisition with video. This is due to a couple big factors: Watching video is a more passive action for people and Facebook's algorithm prioritizes it.

**CASE STUDY 2**

**AUDIENCE ACQUISITION EFFICIENCY**

**CAROUSEL**

**AD PURPOSE**
Traffic

**TARGET**
People who viewed content
Interest expansion (3%)
(Website visitors excluded)

**RESULTS**
¥34 CPC

**VIDEO**

**AD PURPOSE**
Brand awareness

**TARGET**
People who viewed content
Interest expansion (3%)
(Website visitors excluded)

**RESULTS**
¥3 per video view (3 sec+)
We took a look at the relationship between how many times a person saw an ad and how many of them remembered the ad.

From this data, we can derive that people who saw the ad 2 to 3.5 times had the highest ability to recall it.
With the full-funnel strategy implemented, we were able to notice a correlation between ad recall lift and CPA.

Prior to implementation, ad recall was around 9.1% and CPA was around ¥12,000 JPY.

By the end of the second month, ad recall was up to 23.7% and CPA was down to \( \frac{1}{3} \) the cost at around ¥4,000 JPY.
Creating sponsored articles for strategic publications allowed us to increase touchpoints, grow the target audience and gather data. We embedded the Facebook Pixel in the articles, then delivered ads to readers based on actions they took and didn’t take, as well as people who didn’t read the article but are similar to them.

The setup is illustrated on the following page.
The Facebook Pixel was embedded into each sponsored article Lookalike Audience of those who read the article

People who read the article and visited LP but did not purchase

People who read the article and did not visit LP

Lookalike Audience of those who read the article

Contextualized ads were created and delivered to specific targets

Client LP

CASE STUDY 2
Looking to expand ad delivery, Lookalike Audiences were created based on who engaged with the sponsored articles. These audiences were made up of people who didn't see the articles but were characteristically similar to those who did. We also did this for those who engaged on Facebook. We then created ads specifically tailored to each target and delivered them. The CTR ended up being higher in the Lookalike Audiences created from the Sponsored Posts than the one from Facebook's. Our assumption is that ads could be better contextualized according to the publications one reads.
TAMKO is the domestic and international marketing + advertising team within TAM Inc, a digital production agency.

The agency has over 20 years of digital marketing experience gained through working with over 500 clients, 150 of which are publicly traded.

**FOUNDED:** 1992

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