



Fashion, Sportswear & Eyewear Innovation

★★★★★
TRUSTED

Ciao

Dom Carter

CEO & Co-Founder at Serotonin

Performance Marketing for Global Brands



SUDU

**BRITISH
CYCLING**

Riverstone

SWI

ROSSO
OF SWITZERLAND

**BELLA
ITALIA**


PRIVATE WHITE V.C.
HANDMADE IN ENGLAND


**Legal &
General**

SALBOY

Ciao

Dom Carter

CEO & Co-Founder at Serotonin

Performance Marketing for Global Brands

Two things have shaped us in the last 18 months:

- ***Identify efficiencies within the campaigns that we run, everywhere***
- ***Do “something” with AI***



Ciao



Dom Carter

CEO & Co-Founder at Serotonin

Performance Marketing for Global Brands

Two things have shaped us in the last 18 months:

- ***Identify efficiencies within the campaigns that we run, everywhere***
- ***Do “something” with AI***

It's the output of these two requests that shapes my talk today

Reaching the

Unreachable

Abstract geometric lines in orange and purple on a dark blue background. The lines form sharp, intersecting angles, creating a sense of movement and depth. One prominent orange line rises from the bottom left towards the top right, while a purple line descends from the top right towards the bottom left. Other lines in both colors intersect to form various triangular and polygonal shapes across the frame.

DOM CARTER, CEO.

 **SEROTONIN**

Who are the

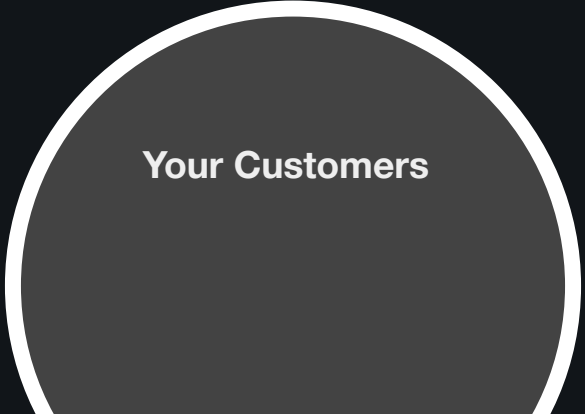
Unreachable?

Who are the
Unreachable?

**Potential customers, whose
online activities sit outside of
what algorithms and platforms
consider “*worthy of targeting*”**

First we have your customers

- Who you can reach with your first
party data and via platforms e.g
Instagram



Your Customers

Then your in-market audience, who
you may reach using social platforms
when content is shared or ad
platforms when you invest in
campaigns



Advertising platforms are really good at targeting your existing customers.

The most popular platforms focus only on the in-market segment of your audience.

People who are already likely to buy, as long as they see the right ad

Advertising platforms are really good at
targeting your existing customers.

The most popular platforms focus only on the
in-market segment of your audience.

People who are already likely to buy, as long
as they see the right ad

...at the right time

.....multiple times

.....over a specific period of time

Advertising platforms are really good at targeting your existing customers.

The most popular platforms focus only on the in-market segment of your audience.

People who are already likely to buy, as long as they see the right ad

...at the right time

.....multiple times

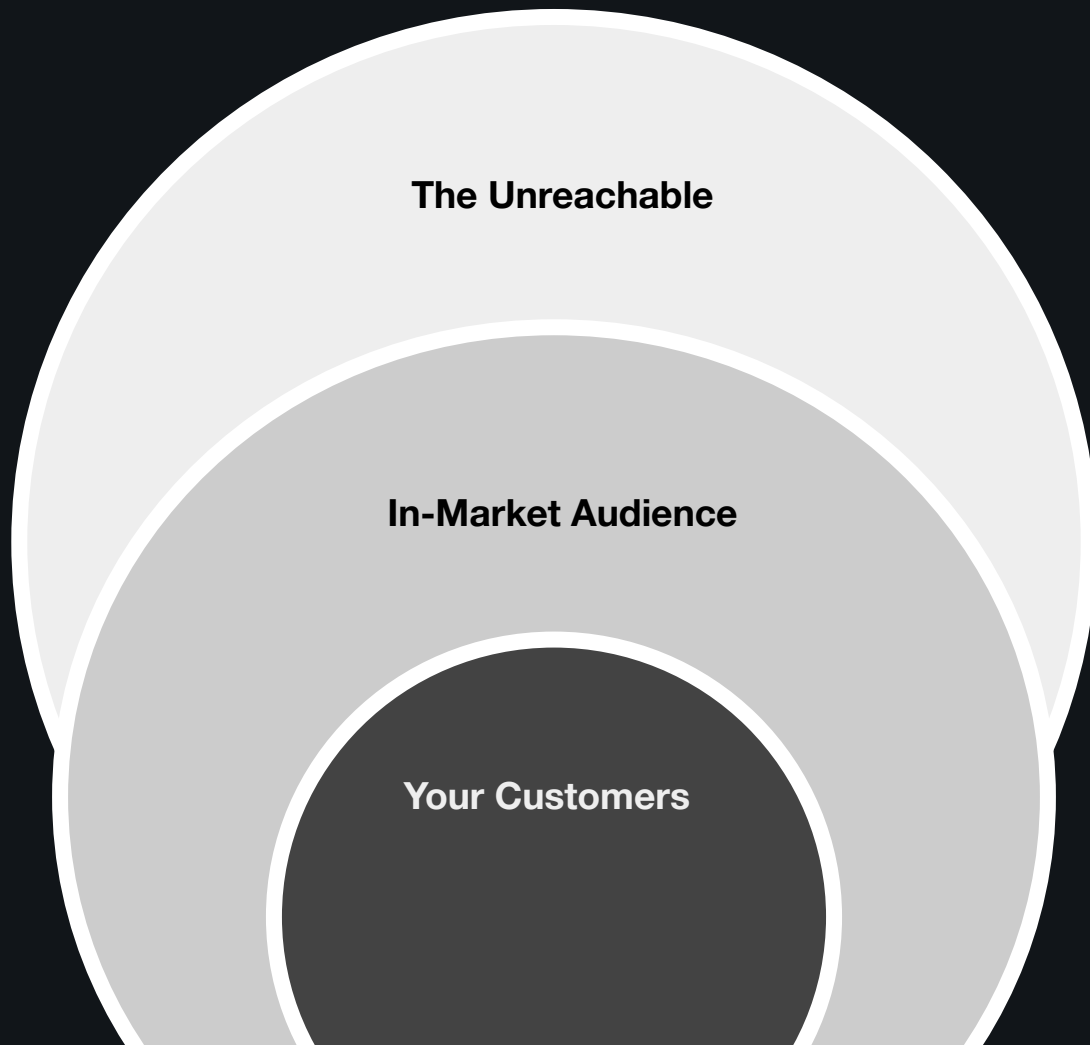
.....over a specific period of time

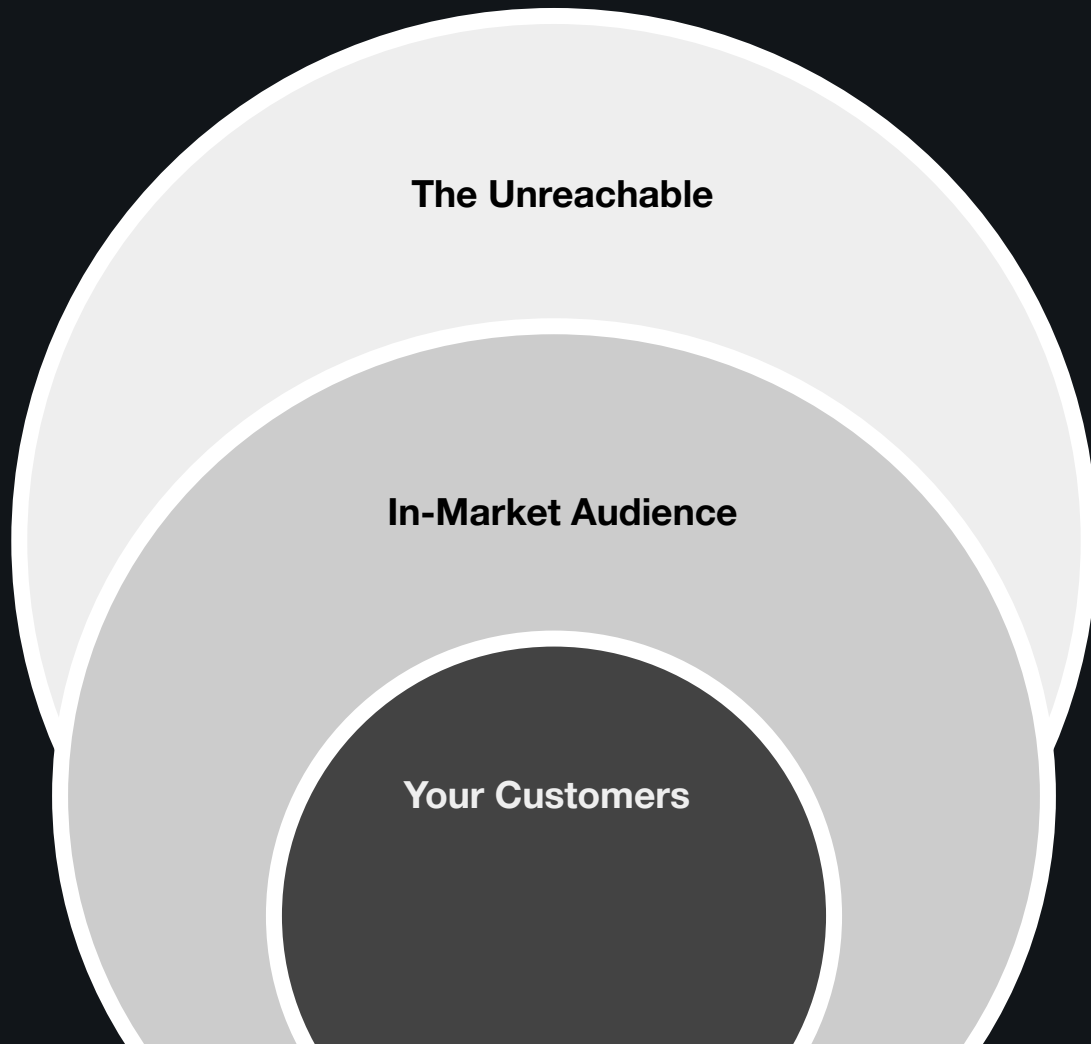
The ad platforms want to give you enough to keep you spending, but not so much that you dominate.

If you pool all your spend into a ToF campaign, you won't see 'Direct Results' - so they advocate for this type of build.

**Then we have The
Unreachable.**

Individuals whose online
behaviour doesn't match
that of the 50% of people
the platforms are
successfully targeting





**Most platforms
won't show your
ads to this users.**

Why not?

1.

The journey to attribution is a long one

It can take a year, maybe more for a full journey to complete once - most marketing forecasts are 12 months long and don't have time to focus on the long term consumer acquisition.

Why not?

1.

The journey to attribution is a long one

It can take a year, maybe more for a full journey to complete once - most marketing forecasts are 12 months long and don't have time to focus on the long term consumer acquisition.

2.

Other platforms steal that credit anyway

Duplication is rife and even after the 12 month journey it's likely going to be a Meta RT ad that claims the credit for the sale.

Why not?

1.

The journey to attribution is a long one

It can take a year, maybe more for a full journey to complete once - most marketing forecasts are 12 months long and don't have time to focus on the long term consumer acquisition.

2.

Other platforms steal that credit anyway

Duplication is rife and even after the 12 month journey it's likely going to be a Meta RT ad that claims the credit for the sale.

3.

Marketeers, Agencies and even the Tech Platforms need to demonstrate a purpose per channel, and if you don't demonstrate a sale your share of the budget is harder to stake.

**But when you can find
ways to reach them**

you begin to unlock potentially
millions in missed revenue

and this is what we have done.

**But you need to be brave.
Commit.**

And trust the data.

Which is tough...

Marketeers, Agencies and even the Tech Platforms
need to demonstrate a purpose per channel, and if
you don't demonstrate a sale

- then your share of the budget is harder to stake.

**To do this we need to find
more budget without impacting
the revenue targets.**

**We need to prevent wastage of ad spend,
discover efficiencies and leverage technology.**

**To do this we need to find
more budget without impacting
the revenue targets.**

**We need to prevent wastage of ad spend,
discover efficiencies and leverage technology.**

Which also isn't easy.

**To do this we need to find
more budget without impacting
the revenue targets.**

**We need to prevent wastage of ad spend,
discover efficiencies and leverage technology.**

**Which also isn't easy.
But here's how we do it**



01.

Consolidate as much
lower funnel spend
as possible.



02.

Save further ad spend
through preventing
spam and bot clicks
hitting the site



03.

Map how intent builds
over time — from
passive scrolls to
active spend.



04.

Split Strategy

New CaQ
X
Retention

01.

**Consolidate as much
lower funnel spend
as possible.**

01.

Strip back hard on any spend that contributes towards a sale - *where the sale was going to happen anyway.*

**Key focus here is removing as much spend from
Brand PPC as possible + over indexed Retargeting**

01.

Activate technology that stops any unnecessary spending on Branded Keywords

Google

serotonin manchester

Images

Reviews

Careers

Salary

Address

Office

News

Videos

Books

About 1,050,000 results (0.41 seconds)

Sponsored



Serotonin.co.uk

<https://www.serotonin.co.uk>

Serotonin - Ecommerce Agency | Creative Advertising...

Award Winning Digital Agency Perfect For Fast Growing Ecommerce Brands Located Worldwide. Experienced In Delivering...

Our Work

This Is How We Work It

What We Do

We Turn Ideas & Insights Into Creative Digital Strategies

Get In Touch

Fill Out The Form & We'll Get Back To You

Serotonin

We Cover Aspects Of Advertising, Brand And Content Creation.

PPC

"Lone Ranger" AD



Serotonin.co.uk

<http://www.serotonin.co.uk>

Serotonin | Digital Marketing Agency Manchester

Our multiple award-winning team is built around creative and digital expertise, working together to deliver multi-channel campaigns. We use a combination of ...

Get in touch

Email: hello@serotonin.co.uk. Head Office, Manchester ...

We're hiring a copywriter

So, to make things easier (for me) why not come and work at ...

Vision Manchester

Project Info. Vision, a luxurious new development soaring 37 ...

[More results from serotonin.co.uk »](#)

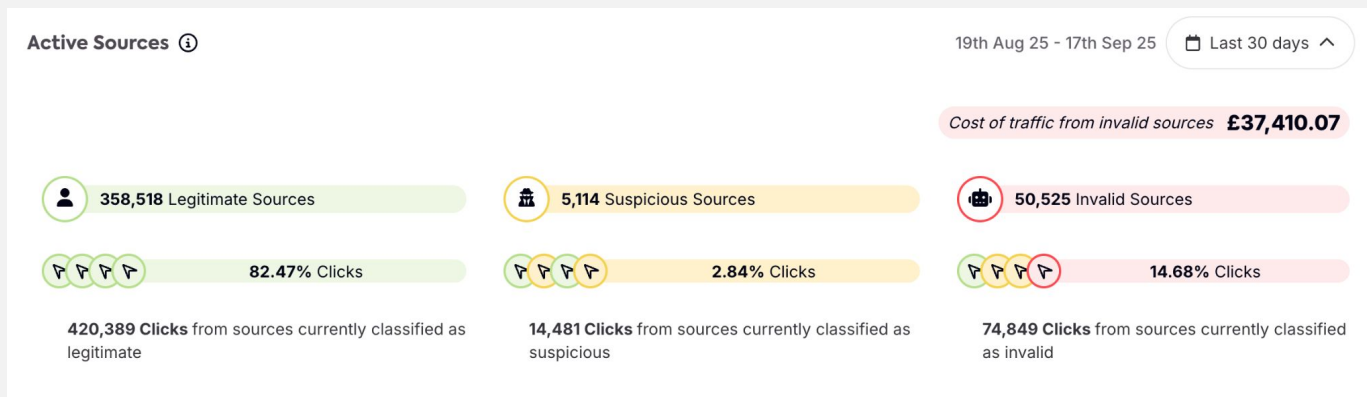
ORGANIC P1

02.

**Save further ad spend
through preventing spam
and bot clicks hitting the site**

02.

Blacklist any IP addresses flagged as 'fraudulent' , 'spam' or even recognised via AI as a potential competitor to save CPCs



Live example showing frequency of fraudulent clicks

02.

**Fraudulent clicks account for
15-25% of your total spend on
Google and other platforms**

We free up this budget to utilise elsewhere

02.

**Fraudulent clicks account for
15-25% of your total spend on
Google and other platforms**

- > Increase in Conversion Rate**
- > Improved ROAS**

We free up this budget to utilise elsewhere

STOP.

But even if we didn't move forwards, and we stopped there...

(which is what some brands do).

We have just improved ROAS and CVR without
spending any more on a marketing.

STOP.

But even if we didn't move forwards, and we stopped there...

(which is what some brands do).

We have just improved ROAS and CVR without spending any more on a marketing.

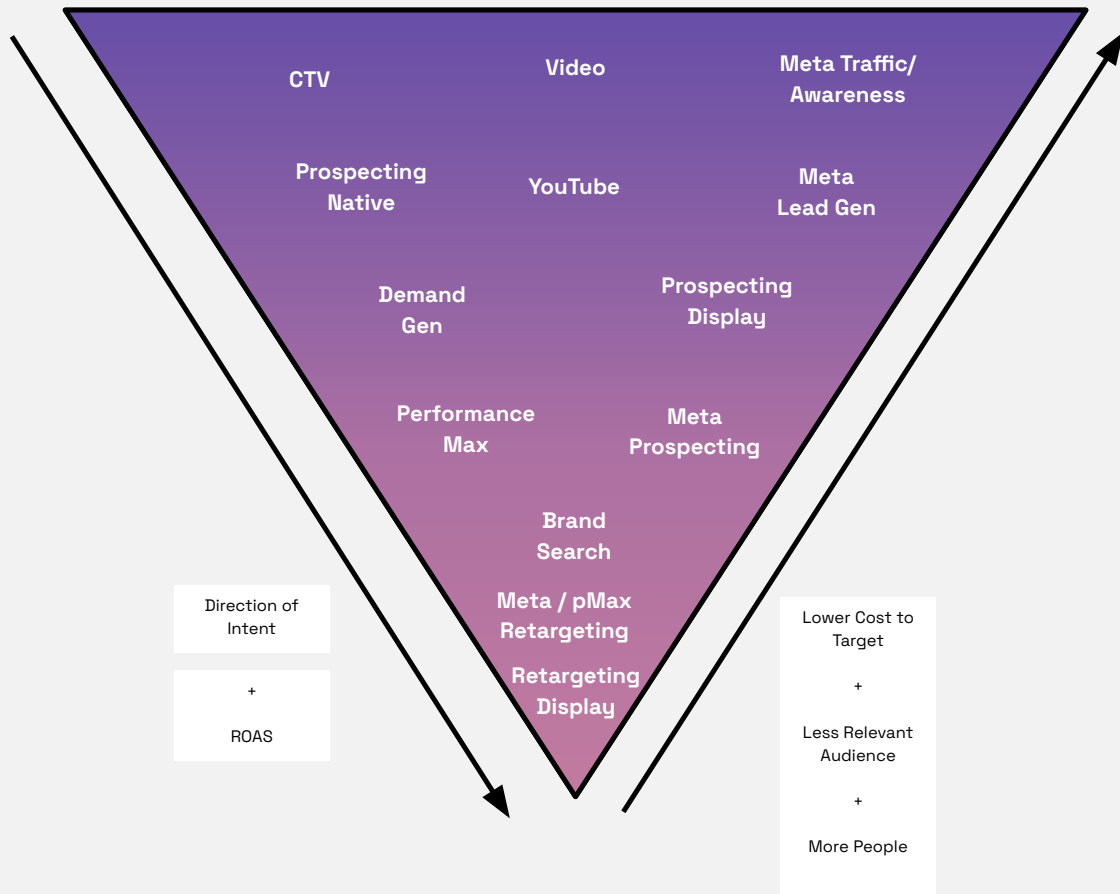
But that doesn't help us to reach the unreachable...

03.

**We map how intent builds
over time — from passive
scrolls to active spend**

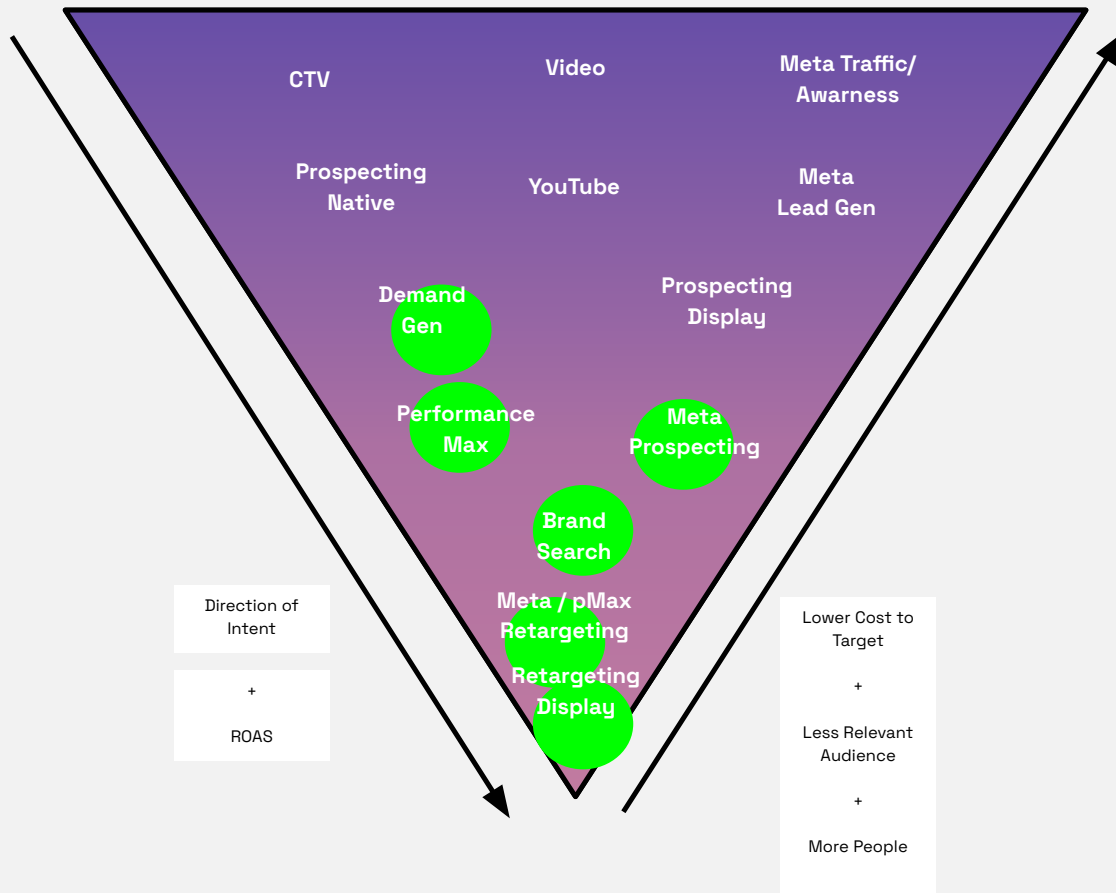
03.

**Broad
generalisation of
some channels
and activations
brands will be
running online**



03.

A lot of spend heavily concentrated towards the lower end.



03.

**Most brands still live
& die on last click or
rely on cookies.**

03.

Cookies Don't Work on 60% of the Web

Both 3rd-party & 1st-party cookies are inaccurate. 60% of people opt-out of being tracked by cookies across browsers - negatively affecting your analytics & customer data.

60% of those on Chrome opt-out & 40% that opt in are limited to 7-days since the token resets.

Apple's iOS-17 Privacy Restriction

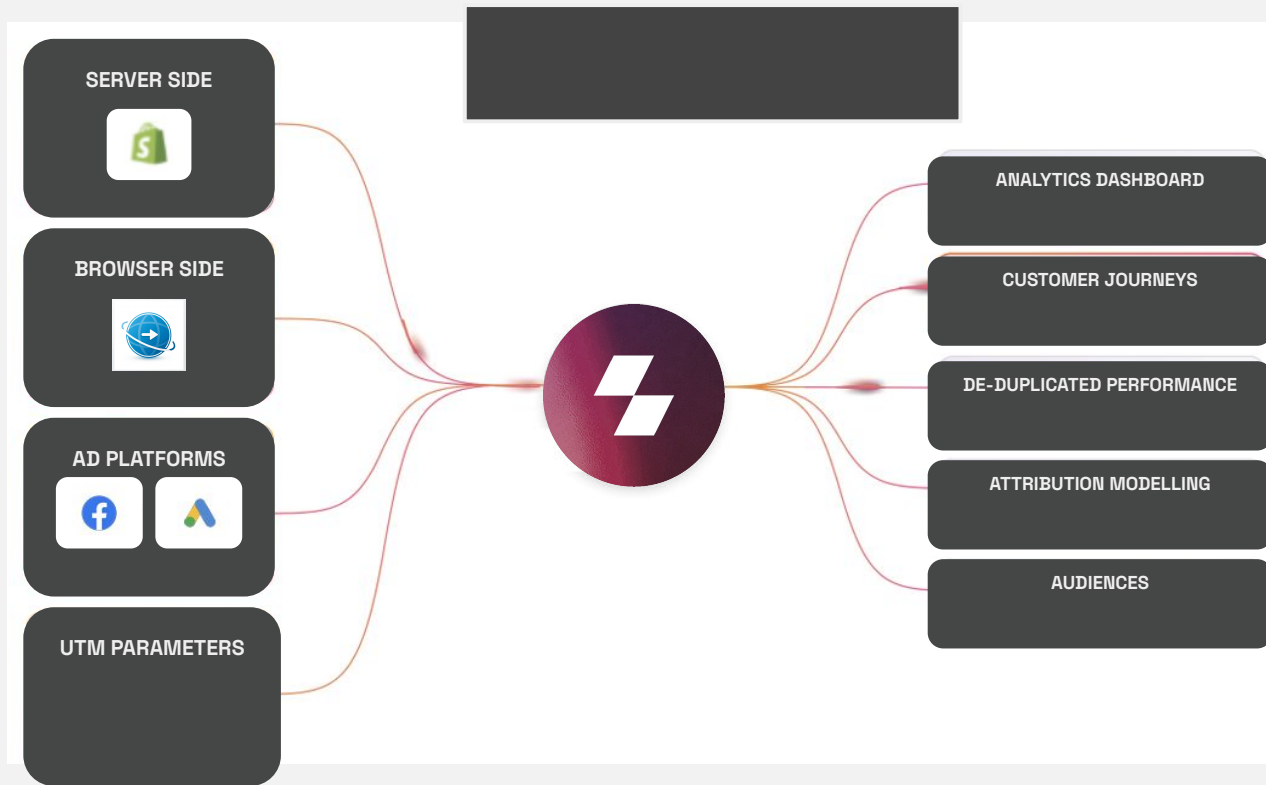
Apple's iOS-17 restrictions prevents cookies, blocks unique ID's and restricts IPs based on tracking. Preventing you from accurately tracking ads and web actions.

Not Using AI-Attribution Is Costing You

While Facebook & Google over-report conversions in their native ad managers, attribution tools always under-report conversions.

03.

We track across
four different
parameters
using a Unique
Pixel ID

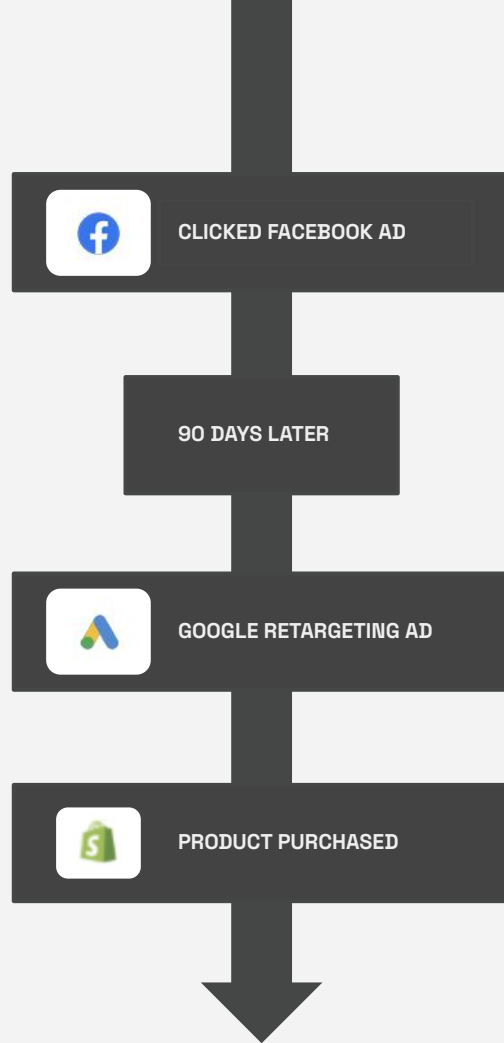


03.

This allows us to see every interaction with the ads, emails and the website,
not just via customers but every single website visitor.

We use this method to provide the full lifetime journey, tracked using pixels that hash User Signal IDs and remain present for up to 3 years.

Once a User makes a Purchase, the AI can resolve the Customer to their Signal ID to provide a full picture



03.

By joining up the tracking across these four areas using a unique Pixel ID allows us to:

1. **Connect our clients' customer data across the four tracking parameters**

03.

By joining up the tracking across these four areas using a unique Pixel ID allows us to:

1. **Connect our clients' customer data across the four areas
parametres**
2. **Leverage the Pixel ID to resolve customer identities across
browsers, sessions, devices (over 3 years)**

03.

By joining up the tracking across these four areas using a unique Pixel ID allows us to:

1. **Connect our clients' customer data across the four areas
parametres**
2. **Leverage the Pixel ID to resolve customer identities across
browsers, sessions, devices (over 3 years)**
3. **Visualise the customer journey in full, and real time**

03.

By joining up the tracking across these four areas using a unique Pixel ID allows us to:

1. **Connect our clients' customer data across the four areas
parametres**
2. **Leverage the Pixel ID to resolve customer identities across
browsers, sessions, devices (over 3 years)**
3. **Visualise the customer journey in full, and real time**
4. **Generate models to improve allocation of spend**

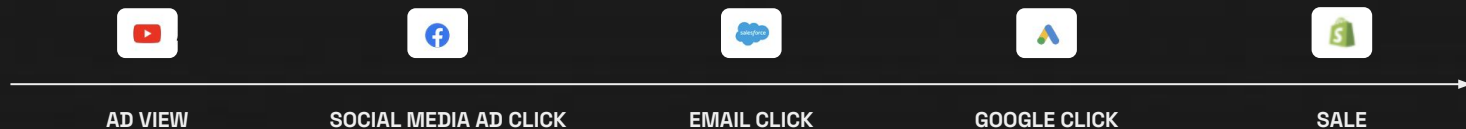
But most brands still live & die on last click or rely on cookies...?

These touchpoints from various sources are pooled within a third-party attribution system tool that we utilise.

This allows us to know the true ROI across all channels up to a 3 year period.

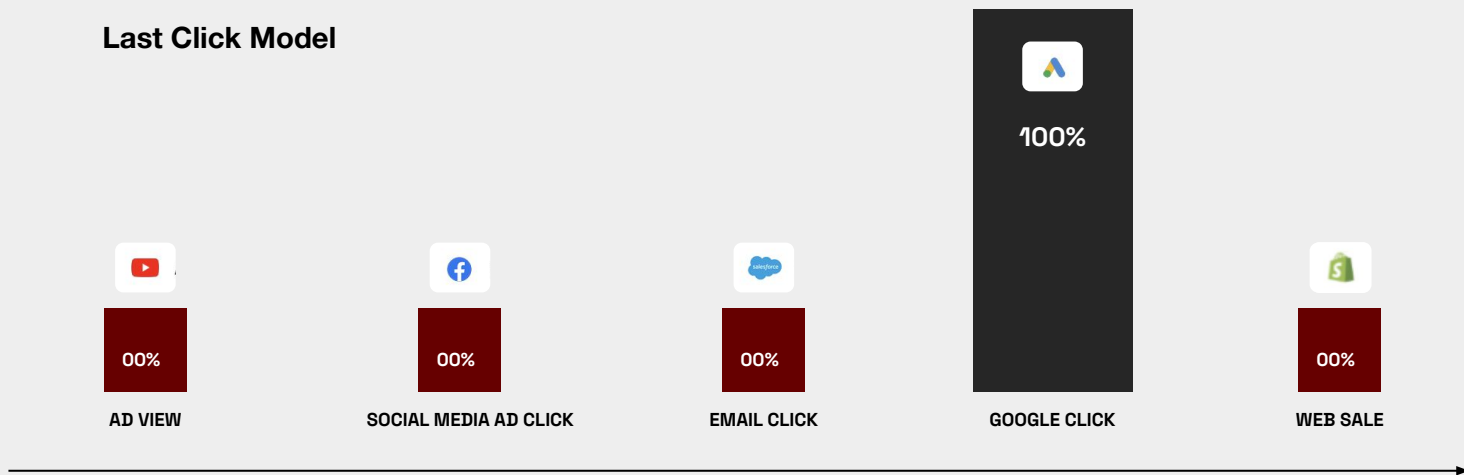
Meaning that awareness is now a trackable and measurable campaign type.

A typical customer journey



A typical customer journey

Last Click Model

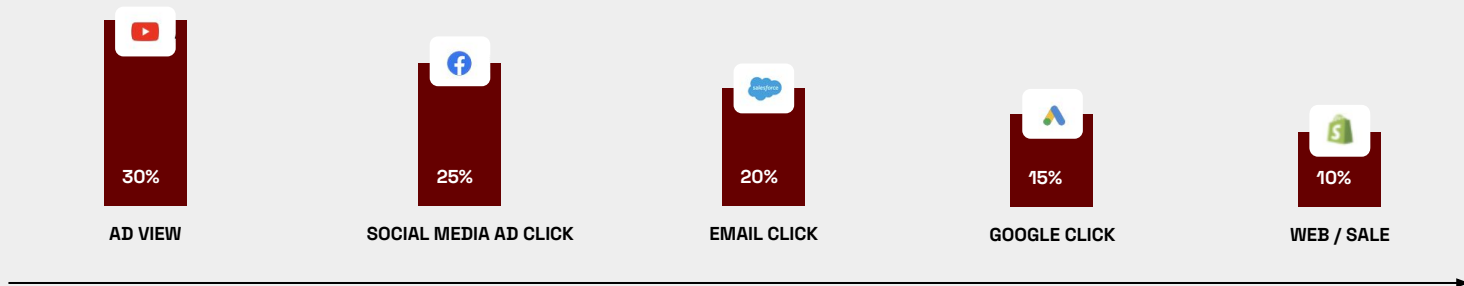


We can utilise the ML within the platform to identify users across all four tracking parameters

We then utilise the AI attribution models to reconcile discrepancies between actual sales data and ad platform reports, relinking hidden conversions back to the original campaigns.

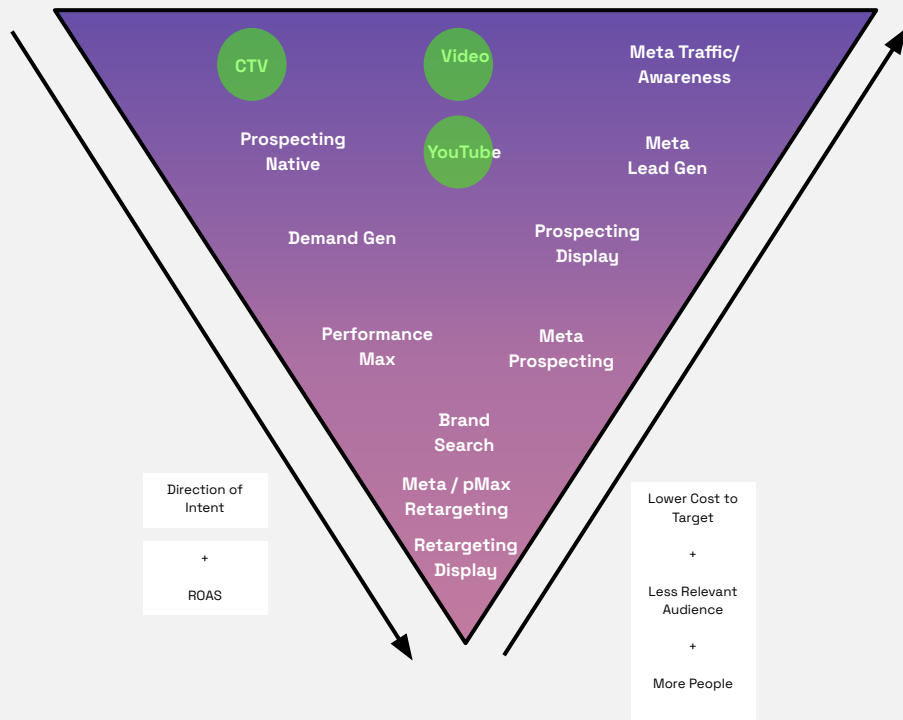
This then allows us to create new Attribution models built around the activity that contributed to a sale further up in the funnel.

Phantom AI



Better allocation of spend across the whole funnel

For us to make data-informed,
conversion-led decisions around top of
funnel channel allocation.



04.

Split the Strategy

Ad Budget

01

02

New customer acquisition; built using the models around new customers (the unreachable)

Retention or 'In-Market' (the expected sales)

Low ROAS, higher CPA, brand new customer and incremental 100% - Stronger brand-level creative, introductory not direct sales

Higher ROAS, lower CPA, maybe new customer, maybe returning customer

HIGHLY EFFECTIVE ACTIVITY

More validation that customers are incremental

Blended ROAS (circa 5x)

**And that is how we reached
the unreachable, and how
we have used AI to bring
incremental new revenue
to our clients.**

Thank you.

dom@serotonin.co.uk