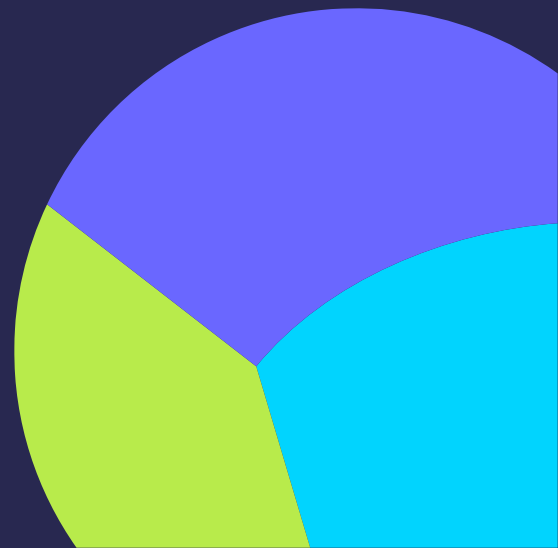




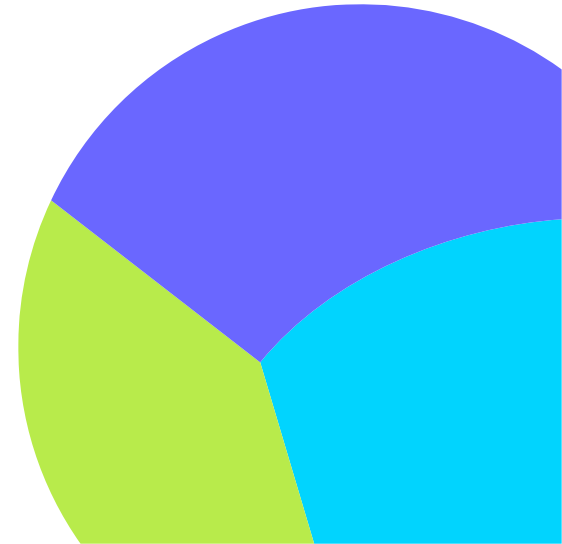
DG Paid Ads Strategy

Philosophy, budget and channels



In this lesson

- Our overall philosophy and aim on paid channels
- Our budget allocation on paid channels
- Our channels



Philosophy

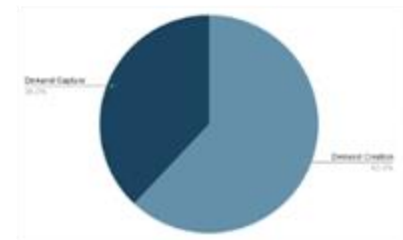
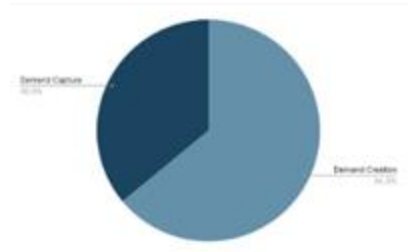
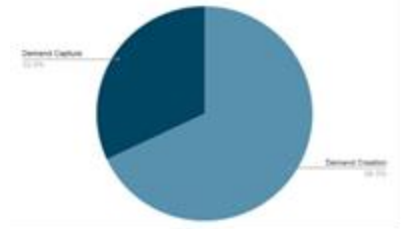
- Main target: pipeline
- We need to get more efficient every quarter when it comes to Pipeline ROI for each \$ spent.

Create demand:

Constantly educating your whole TAM so that your audience will notice their pain points (if they are not already aware) and will come to you when they are ready.

Capture demand:

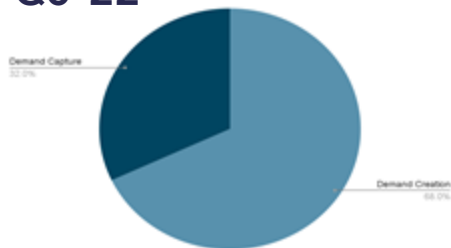
Converting the audience when they actually raise their hands to buy.



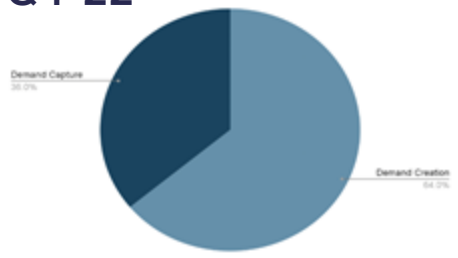
Budget Allocation

- Since Q1-23, we've been allocating 38% of our budget for capture demand, and 62% for create demand.
- After testing different allocations for three quarters, we decided that this allocation is the most efficient one for us.

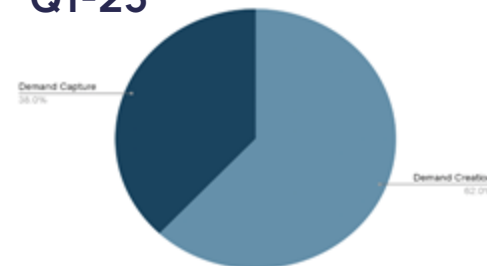
Q3-22



Q4-22



Q1-23



Channels

- Demand creation happens on the awareness channels - where prospects spend time, but are not necessarily looking to buy.
- Demand capture happens on the intent channels - where prospects are searching for what they are looking to purchase.

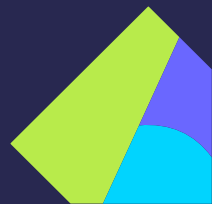
Cognism's awareness channels:

- LinkedIn
- Facebook
- Instagram
- Youtube
- Reddit



Cognism's intent channels:

- Google
- Bing





Your next lesson: Creating demand on LinkedIn

