

## AND THE SOLUTIONS THAT SUCCEED

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Since we're launching several marketing channels later than our competitors, we have to build immediately robust programs with optimum efficacy. Business is growing quicker than our team and resources can expand, so we have to be as efficient as possible."

—Krystina Banahasky, director of e-commerce and digital marketing, UNTUCKit

"The biggest challenge we faced this year was trying to avoid relying on Facebook too much. The pros to Facebook are that the geo-targeting is fantastic, which is great because we know where our audience is. You can also do things like iterate quickly and show new content through video. However, we want to continually expand our marketing mix. As a result, figuring out how to better diversify the portfolio to better deliver ROI has been both a challenge and an opportunity for us."

—Jordan Finger, vice president of customer acquisition and growth marketing, Freshly

"As a marketer for Rock'N'Roll Marathons, we are challenged by measuring results and optimizing campaigns when working with attribution modeling. We utilize multi-touch attribution technology to gauge performance for our clients."

— Kacey McArthur, senior paid media strategist, Internet Marketing Inc.

# YOU'RE NOT ALONE— DIGITAL MARKETING ISN'T EASY

AdRoll partners with over 37,000 marketers—across every industry and experience level—to grow revenue with display, social, and email advertising. Every marketer grapples with the many challenges of digital advertising, like maintaining brand recognition, acquiring new leads, and measuring the impact of their marketing efforts.

In this guide, you'll find firsthand accounts of the challenges digital marketers are facing today and the solutions they are using to overcome them.

**Mabbly**

 **CREDIBLY**

 **LendingClub**

 **YOUCARING**

**FRESHLY**

  
peak design

**UNTUCKit**

"One challenge is effectively reaching out to potential customers within the books vertical to make them more aware of our company and our value. Once visitors see our affordable price points, they realize our site (Thriftbooks.com) offers them the ability to buy books for school or expand a home library on a budget. The other challenge is properly customizing the advertising for returning customers given the information we have about them. With over eight million books in stock, this ad customization might be at the category or product level."

— Seth Meisel, digital marketing manager, ThriftBooks

"We are constantly evaluating quarterly program spend. For every dollar we invest, are we generating a healthy, positive multiple of pipeline? What is the cost of generating a lead who is likely to buy our product?"

"We have a quality-over-quantity mindset and focus on the types of prospects we're generating rather than the number—which is a useless metric if you're not attracting the right buyers. Our programmatic process makes it easy to understand the value per channel and decide which we should double down on and which we should set out to pasture."

— Sean Zinsmeister, product marketing senior director, Infer

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## Find a marketer in your role:

### C-SUITE AND VPS

➤ Freshly

➤ Peak Design

### DIRECTORS

➤ Mabbly

➤ Credibly

➤ YouCaring

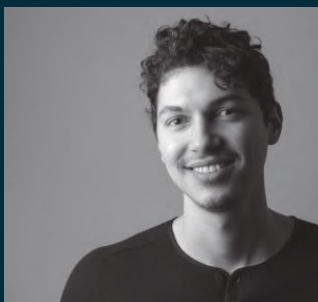
➤ UNTUCKit

### MANAGERS

➤ Lending Club

# Mabbly

## GROWING A DIGITAL BRAND: "TREMENDOUS ROI" WITH A SMALL BUDGET



**Taj Tarsha**

*Art Director, Mabbly*

### Learn about Taj.

Taj is an art director at Mabbly, a digital advertising agency based in Chicago. Before Mabbly, Taj worked as a management consultant in Chicago for two years, while pursuing an interest in creative direction and fashion public relations (PR) in New York City and helping to build a menswear brand. Taj now lives in his hometown of Chicago as an entrepreneur and hopes to contribute to the startup ecosystem of the city.

### Tell us about Mabbly.

**TAJ:** Mabbly is a digital marketing agency located in the heart of West Loop in Chicago, right next to the Google offices and the new McDonald's headquarters. We are a team of creative nerds who are inspired by "why" and driven by data. Creativity is in our character, and digital is in our DNA. We are a purpose-driven agency and are inspired every day to help transform businesses.

"Our agency has had lots of success running brand awareness campaigns with AdRoll. For example, one client is making a digital transformation. We use retargeting to stay top of mind with customers. The number of impressions and low cost per click (CPC) were tremendous, and the client felt their brand was visible all over."

### What challenges are you seeing?

**TAJ:** When I first started working in digital about a year ago, so much was changing in the digital landscape. The only way I could learn how to advertise was to get my hands dirty and do it myself. Six months ago, Mabbly primarily worked with a lot of startups and small businesses. A month into my job, I was accountable for launching brand campaigns on Facebook and Google, with very limited startup budgets to achieve return on investment (ROI). Thus, I was forced to quickly learn how to use AdRoll's growth platform to achieve ROI on a small budget.





## THE ECONOMICS OF REBRANDING: HOW TO STAND OUT AND KEEP COSTS DOWN



**John Kim**

*Director of Acquisition Marketing, Credibly*

### Learn about John.

John is a data-driven marketer with more than a dozen years of experience in demand generation and acquisition marketing. He is known for driving results with the highest ROI campaigns by implementing direct marketing strategies and growing marketing teams from \$0 to \$20 million in annual revenues.

### Tell us about Credibly.

**JOHN:** We're a small business lender that lends across the whole business spectrum. When you need a loan to grow your business, you don't have time to jump through the hoops of a traditional loan. You want a simple application process and flexible access to capital. You want to be treated like a partner, not a transaction.

"With AdRoll, we're staying top of mind with our site visitors. Hot content, like our e-books, re-engages visitors even when they aren't necessarily looking for a loan. We have seen a Facebook cost per acquisition (CPA) of \$34, web retargeting CPA of \$55, and Facebook retargeting CPA of \$97—all of which are hitting our goals."

### What was your biggest challenge as a marketer this year?

**JOHN:** Recently, we went through a rebranding from Retail Capital to Credibly, and the biggest challenge during this process has been the competition. As an example, paid search went from \$6 a click to \$60 in one year. It's hard in fintech—financial technology—to get a voice and a brand. Due to the large investment in fintech since 2013, it has been difficult to rise above the noise and stand out among the hundreds of existing competitors and new competitors cropping up every day. We want to be there every step of the way.



## MEASURING THE IMPACT OF EVERY DIGITAL ADVERTISING DOLLAR



**Megan Lookabaugh**

*Senior Marketing Manager,  
Lending Club*

### Learn about Megan.

Megan manages the digital acquisition channels for the Lending Club personal loans product, which includes paid search campaigns and native advertising, as well as display and Facebook retargeting.

### Tell us about Lending Club.

**MEGAN:** We're the world's largest online marketplace connecting borrowers and investors—transforming banking to make credit more affordable and investing more rewarding. We operate at a lower cost than traditional banks, passing the savings on to borrowers in the form of lower rates and to investors in the form of solid returns.

"AdRoll has been a vital partner as we look to increase conversions across our standard acquisition channels. Once we spend the marketing dollars to bring a qualified customer in the door, it's critical we maximize the chances that they will eventually convert. We typically look at the lift that AdRoll provides in addition to the performance of our existing channels."

### What digital advertising challenges do you face in the finance space?

**MEGAN:** At Lending Club, we are incredibly metrics driven with our marketing campaigns. We have to be able to measure the impact of every marketing dollar we spend. Additionally, every campaign has to contribute directly to our bottom-line growth and efficiency targets.

With digital advertising, it's often hard to measure how much impact an individual marketing channel has on a potential customer's decision to convert. This is especially true for channels like display, where people don't typically click on a banner ad and take out a personal loan in a single session. AdRoll's ability to directly show—in a very robust and analytical way—how our retargeting efforts translate to increased conversion rates is something we really value.





## FINDING AND FOCUSING ON THOSE WHO CARE THE MOST



**Jesse Boland**

*Director of Online Marketing,  
YouCaring*

### **Learn about Jesse.**

Jesse is the online marketing director at YouCaring. His team handles all digital marketing, focusing on search engine optimization (SEO), search engine marketing (SEM), PR, email, and video.

### **Tell us about YouCaring.**

**JESSE:** YouCaring provides compassionate crowdfunding and support for humanitarian causes. Kindness is powerful; you can do well in business while doing good for the community. Compassion drives us to build the brand and business. Just like our members, we operate solely on optional donations—as a company, we really try to “eat our own dog food.”

“We have decreased our CPAs significantly and expanded our brand presence by repeatedly (and tastefully) getting our brand in front of people who didn't take action on their first visit to our site. By delivering our message repeatedly to our best potential members, we distill more value from every site visit.”

### **What was the hardest marketing challenge you faced this year as a marketer for a humanitarian organization?**

**JESSE:** Proving a real return on ad spend (ROAS). Getting clarity on why one fundraising campaign does better than another—and spending intelligently to acquire more of those types of users—was the hardest nut to crack. Our business is unique. We're not selling widgets, and there's a true human variable to whether one fundraiser succeeds and another fails. On the surface, it's not always clear why. AdRoll has allowed us to find and focus on our most valuable users so we can help more people.





## DELIVERING A HEALTHY AND DIVERSE MARKETING MIX



### Jordan Finger

*Vice President of Customer Acquisition and Growth Marketing, Freshly*

#### Learn about Jordan.

Jordan started with Freshly in summer 2015 as a part of the original founding team. As vice president of customer acquisition and growth marketing, he leads direct-to-consumer (DTC) marketing initiatives and campaigns to acquire the new customers who are driving revenue growth goals.

#### Tell us about Freshly.

**JORDAN:** Freshly started simply and organically—the co-founders wanted to eat in a healthier way. Unlike other meal delivery services, Freshly doesn't require any shopping, prepping or cooking—our chefs do the work for you. Each week, our customers receive fully-cooked meals at their door fresh (never frozen). All they have to do is heat the meal and enjoy.

Freshly is currently available in 28 markets with national expansion plans for the end of 2017. Our team is now 250 employees, with 30 on our corporate team.

"I worked with AdRoll previously and had a great experience. When I came to Freshly, I wasn't satisfied with the retargeting vendor we had. I wanted to invest in a partnership, not just another vendor relationship. My decision was service driven. And as a quickly growing company, we have the typical ups and downs of a startup. Flexibility is key for our partners, and AdRoll has worked with us every step of the way."

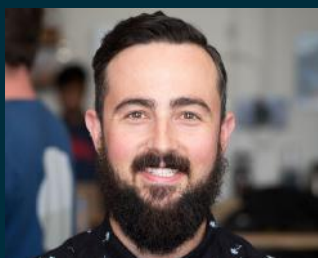
### What was the hardest marketing challenge you faced this year?

**JORDAN:** The biggest challenge we faced this year was trying to avoid relying too much on Facebook for our acquisition channel. One advantage of Facebook is their geotargeting is fantastic, which is great because we are able to target our customers in the markets we currently service. We are also able to iterate creative quickly based on performance, conversions, and acquisition costs. However, our goal is to continually expand our marketing mix. As a result, figuring out how to diversify the portfolio to deliver better ROI has been both a challenge and an opportunity for us.





## SAVING TIME WITH A LEAN TEAM



**Adam Saraceno**

*Chief Marketing Officer,  
Peak Design*



**Elish Patel**

*Director of Digital Marketing  
and Strategy, Peak Design*

### Learn about Adam.

Adam heads Peak Design's marketing team. Overseeing the brand, website, direct sales channels, newsletter, and Kickstarter pages, he crafts most of the company's messaging. He likes making visually stunning and entertaining content, like the Field Notes journal.

### Learn about Elish.

Elish works on all of Peak Design's digital marketing, supporting Adam on the outbound dissemination of their brand through advertising, email, and various inbound channels. He enjoys merging data-driven digital marketing with old-school creativity.

### Tell us about Peak Design.

**ADAM:** We're a San Francisco-based product design company. We specialize in making gear that enables the creative and adventurous to go further, do more, and follow their passions. We tend to make products that we ourselves would use in our adventures and everyday lives. We're proud to be entirely crowdfunded with no outside investors. It's just us (now 23 team members) and a close-knit community of Kickstarter backers and customers.

"Seek out partners who will work for you as if they have the same stake in your business as you do. The rate at which the industry is changing far outpaces most people's ability to be experts in every area. Partners like AdRoll have the resources to increase your capabilities exponentially, so don't do it all yourself."

### What is the biggest challenge you face as digital marketers?

**ELISH:** Attribution and availability of reliable data come to mind. In order to control our spend and adjust quickly, we need to know how our campaigns are performing. This most directly relates to our view on multichannel attribution, where it's difficult to understand the ROI across the entire marketing mix we use for each campaign.

As a small company, we are—of course—also resource strapped. Adam and I are both jacks-of-all-trades who tackle projects from start to finish. Adam designs most of our emails himself. I create the concept and design, while implementing all our ad collateral. So it's a challenge to find enough time to iterate and refresh our campaigns. Have we legalized cloning yet?

**ADAM:** Knowing what to do, and once we do it, measuring how we're doing at it. Those marketers back in the '80s had it easy—design an advertisement, put it in a magazine, hope it works. With the insane amount of digital tools and analytics available, there's no end to the number of services, platforms, strategies, and tactics to use. We could spend our entire lives trying something new every week. There's a ton of data you get and an equally endless number of ways to interpret it.





## TIMELY CREATIVE TAILORED TO ALL CHANNELS AND DEMOGRAPHICS



### Krystina Banahasky

Director of E-Commerce  
and Digital Marketing,  
UNTUCKit

#### Learn about Krystina.

Krystina is the e-commerce and digital marketing director at UNTUCKit. She leads their e-commerce business and strategy, which includes sales, marketing, and operational projects.

Throughout her career, Krystina has worked for luxury and contemporary brands—such as Sam Edelman, Anne Fontaine, and Temperley London—maximizing revenue and brand affinity and optimizing information technology (IT) infrastructure.

#### Tell us about UNTUCKit.

**KRYSTINA:** UNTUCKit is an emerging men's lifestyle brand focused on casual shirts designed to be worn "untucked." We now have six stores including brick-and-mortar locations in New York City, Los Angeles, Chicago, San Francisco, and Austin. We will be opening around a dozen stores in 2017.

"We have always pursued a dynamic marketing mix that evolves with the times. We evaluate our strategies based on each marketing touchpoint throughout the entire customer journey. Through personalization software, we implement customization for each channel and segmented target demographic. We begin with strategic acquisition through display, search, email, affiliates, and social media. Then we drive it home with AdRoll to hit the touchpoints a customer requires to reach conversion."

### What do you expect your biggest digital marketing challenge to be?

**KRYSTINA:** Our biggest challenges stem from the company's obscenely high growth rate. A lean team in a fast-paced environment must be laser focused and agile. We have to turn a lot of creative around in the blink of an eye and ensure it is tailored to each channel and demographic while telling a cohesive story. We also have to be disciplined in order to build and follow a marketing calendar to drive this messaging, rather than jumping right in.

In anticipation of these challenges, we must plan and prepare early to ensure the site and user experience is aligned with the marketing calendar. Creative concepts should be approved months in advance in order to ensure they are tested and sent through quality assurance for campaigns like Black Friday and Cyber Monday—although you must brace for last-minute changes. You can never spend enough time on testing and optimization.





GYMBOREE



Room&Board

tieks  
by Gavriel

LendUp



WILDFOX



ALEX AND ANI



Too Faced



FOOD52



tangible media



TreeRing



KENDRA SCOTT

SILVER LEGACY  
RESORT • CASINO • RENO



Since 2007, AdRoll has been on a mission to help businesses compete online and grow revenue. Ambitious commerce brands use the AdRoll Growth Platform to make their display, social, and email advertising work together to accelerate business growth. Powered by industry-leading automation and personalization, brands are better able to structure, measure, and sync their marketing efforts. Built for performance, our Growth Platform sees 37,000 customers generate more than \$246 billion in sales annually.

AdRoll is headquartered in San Francisco, with offices in New York, Dublin, Sydney, London, Tokyo, Chicago, and Salt Lake City. **Learn more at [www.adroll.com](http://www.adroll.com).**



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