

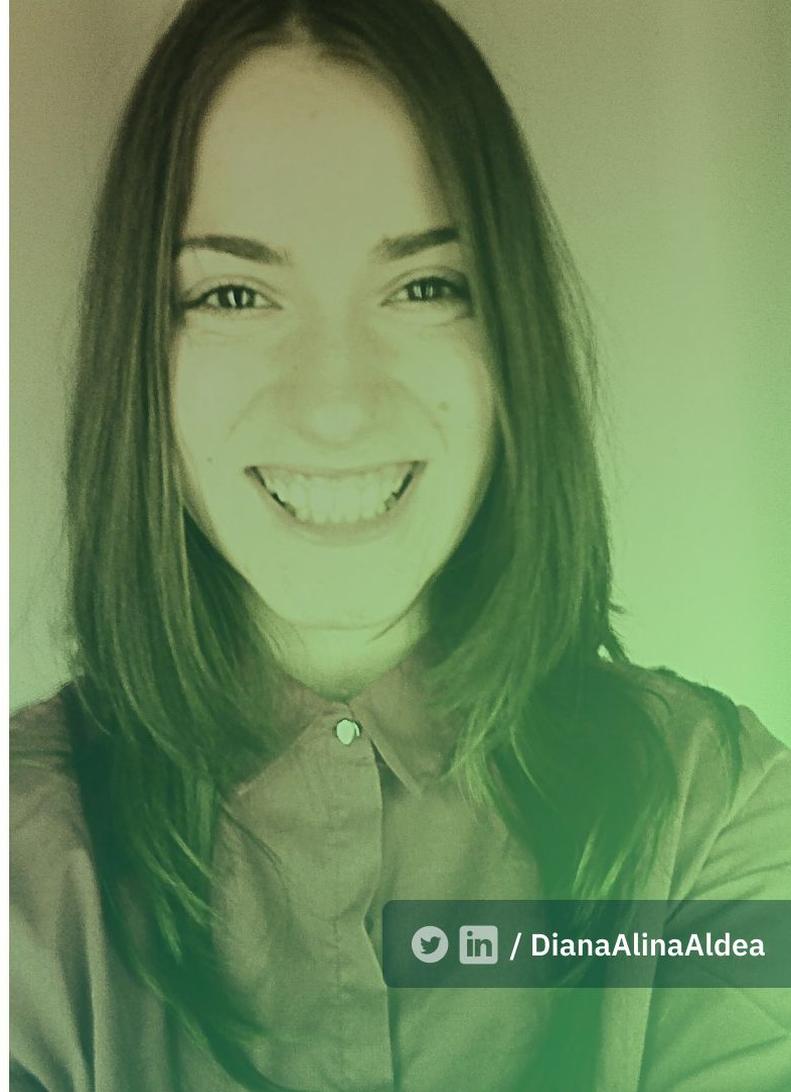
# Diana-Alina Aldea

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A PPC geek, activating in the field for the last six years.

  / [DianaAlinaAldea](#)



# The Role of the Advertiser in 2023



# Creative *vs.* Targeting

**Creative** > **Targeting**

In 2023 we can definitely say that the **creative part will be more important than ever.**

**Cookiepocalypse  
is coming.**



# Cookiepocalypse is coming.



**Targeting capabilities** have become less and less powerful

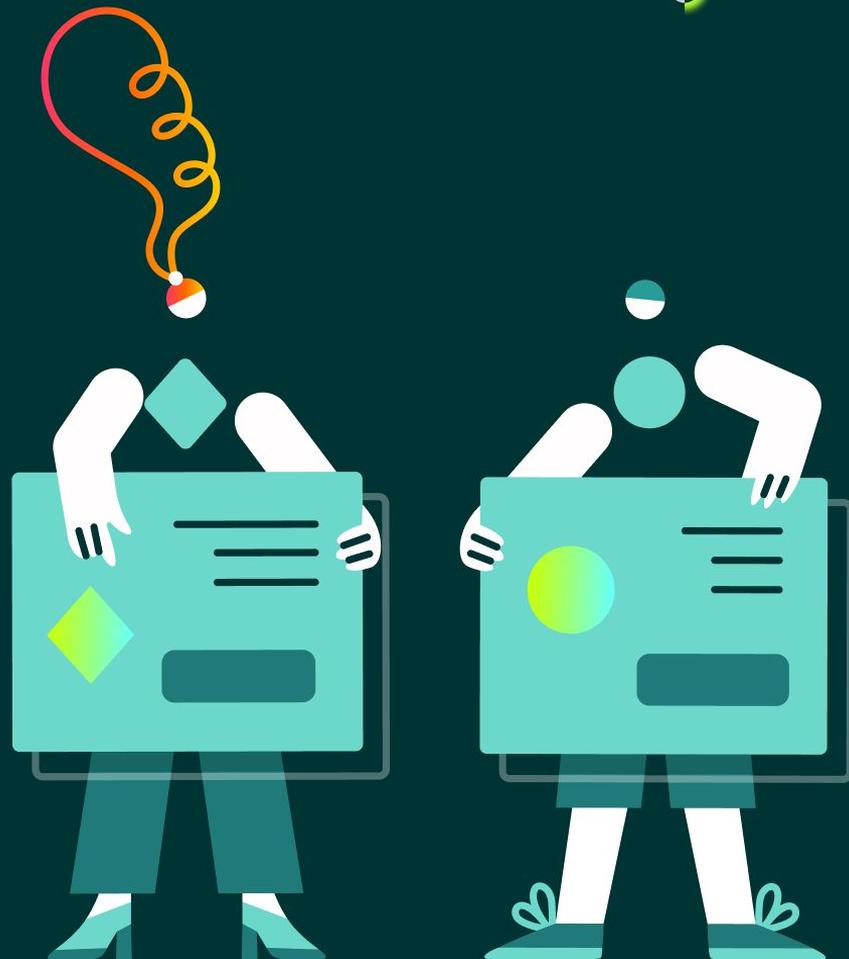


Turn to the broadness of TV or radio **advertising, even on social media**



**The creative will be in focus**, taking over the targeting capabilities

# What to do as a PPC specialist in a cookieapocalyptic world?



**Creative is the** 

**Creative is the** 

**Catchy**

A light gray curved arrow pointing from the word "Catchy" in the orange box towards the word "Creative" in the main text.

**Creative is the**



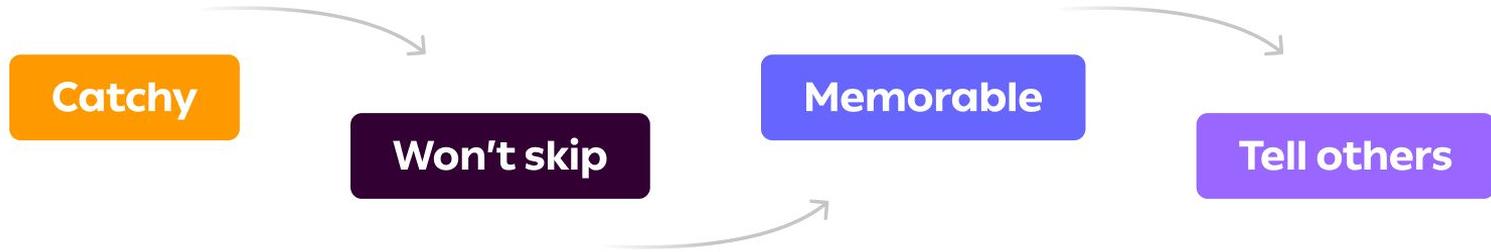
**Catchy**

**Won't skip**

# Creative is the



# Creative is the





**The creative is  
the one that wins  
hearts.**

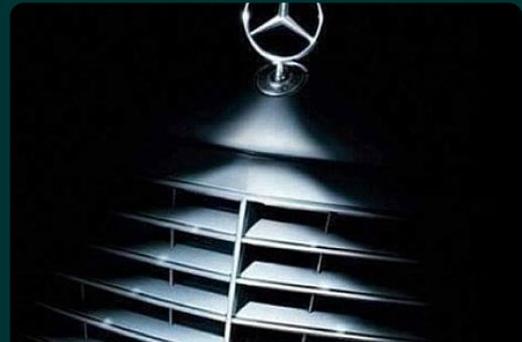
*Old Spice*



# Ads must be extremely creative and memorable

The creative is the one that will win hearts and be the core of your advertising campaign.

Boring creatives won't move the needle as easy as five years ago, or not at all.



## In 2023 we might say



**Goodbye to narrow  
targeting.**

**No more spending hours on  
refining our target audience.**



## In 2023 we might say



**Goodbye to narrow  
targeting.**

**No more spending hours on  
refining our target audience.**



**Hello Broad  
Targeting.**



# Creative is the new targeting

If the creative is made well enough, people who won't find it appealing at all won't click on it, and thus won't consume our budget.

Somehow, we could still call this narrow targeting, but not in the sense that was used before. We are narrowing down our target audience but through the creative part of the ad.



**Success is now  
harder to attain.  
Go the extra mile!**



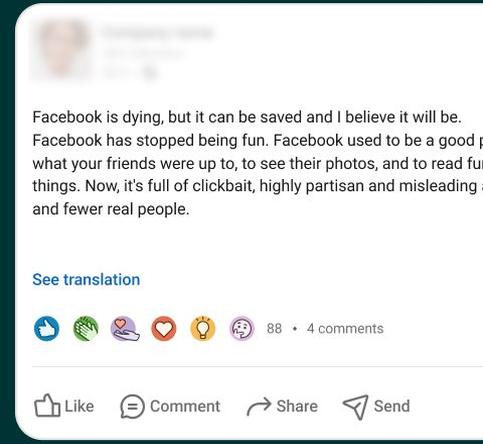


2004 - XXXX

# Facebook is...

Since the iOS14.5 update, I have seen lots of advertisers saying that Facebook is dead. I am sure that you also heard them or saw them, on Twitter, LinkedIn or other social platforms.

Yes. Facebook was the most impacted by the cookiepocalypse. And yes, everyone saw a drop in conversions at that moment. Some saw a bigger drop and some saw a smaller drop.



**Dead?**

**Alive?**



**Clinical death?**

## Facebook is **not dead!**

The advertiser may have to push a little more buttons, do a little bit of extra work, so the things that worked in the past, still work now.

People who say Facebook is dead are the people who **didn't go the extra mile** and let it die. If it was dead, it would have been the same for every advertiser out there.

**How is it possible that a dead platform still brings results for some advertisers?**



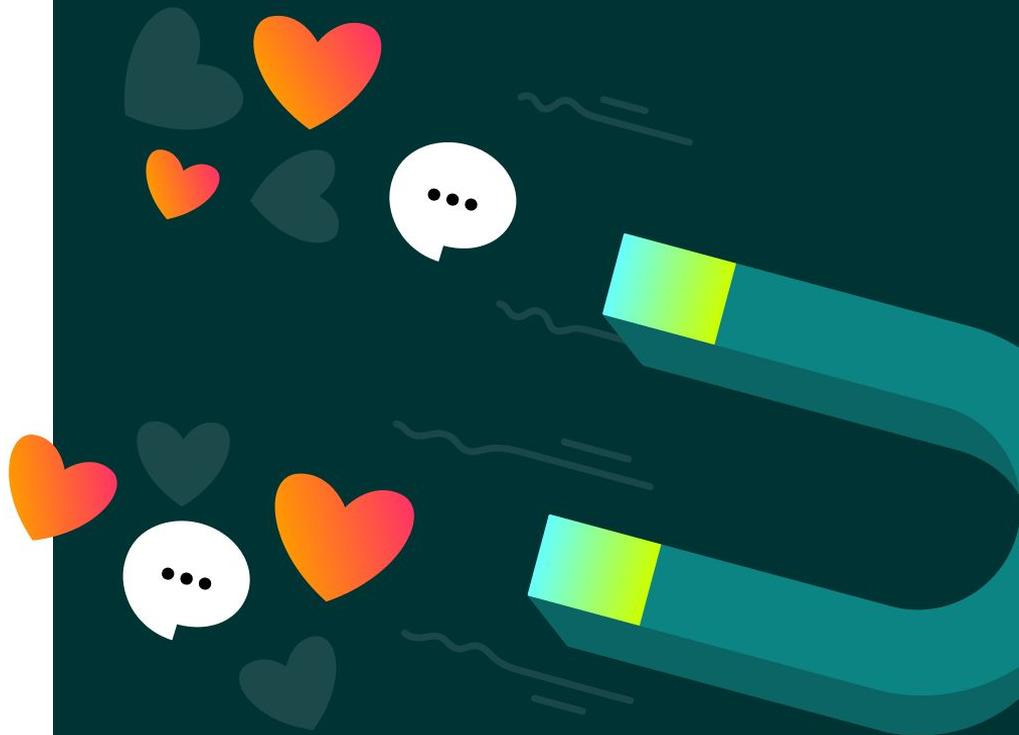
# We must **win hearts** with our ad

If in the past we could run the same ad creative for six months, or even for a year and still see good results, today this is no longer the case.

In 2023, we must win hearts with our ad.

**Make people talk about it.**

Word of mouth is very powerful.



**We also tried to be  
creative, as well.  
We did it!**

*Let's have a look at our webinar campaign.*



## Ads that we used



71.8%



24.4%



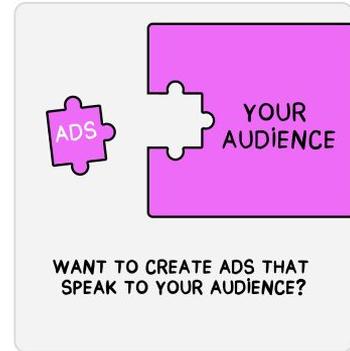
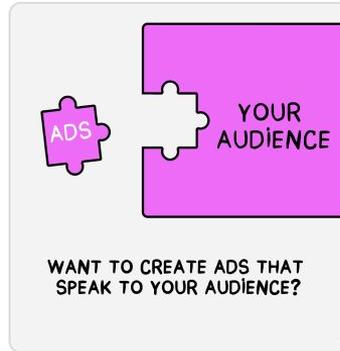
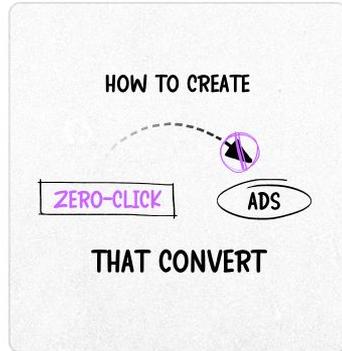
3.8%



**How B2B Brands Can Optimize For In-Channel Consumption With Zero Click Ads**

FREE WEBINAR with Jonathan Bland

ZERO-CLICK ADS





21.4%



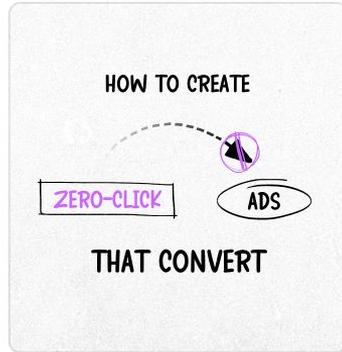
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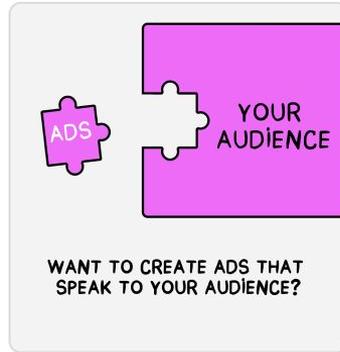
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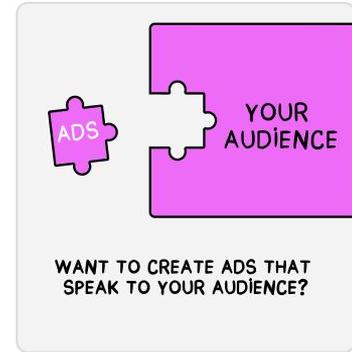
7.1%



42.9%



4.8%



2.4%



100%



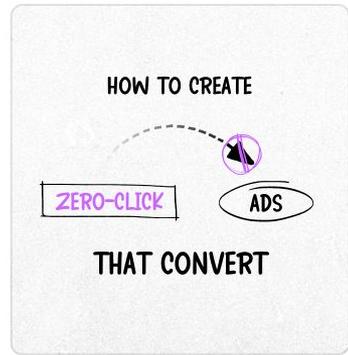
100%



100%



100%



42.9%



100%



100%

**What we love**



**What the audience loves**

**In 2023,  
automation is  
connected to  
marketing trends.**



## 2023 - The year of automation

We can see more and more things being automated in our campaigns. More and more control is being taken away.

The disappearance of expanded text ads and introduction of dynamically created ads through the content from the landing page, the rise of Performance Max, the push on broad match, and so on.



A work day in our lives

**5 years ago**

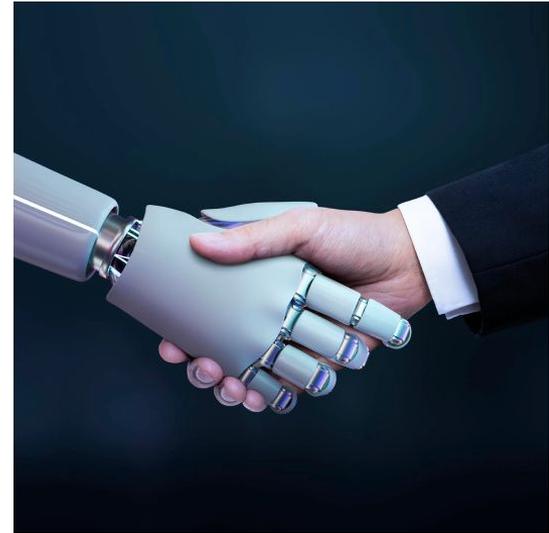


A work day in our lives

**5 years ago**



**Today**



# Automation is here to help us. It can free time for more strategic thinking.

Being great at the executional part is still important, but good advertisers have to have both sides activated in 2023 to achieve success.



# Machines won't take our jobs. Machines don't think strategically.

There will always be a human mind needed to guide the machine, to correct possible errors, to extract only the best from it.



**We all relate to the  
economic situation.  
It's a fact.**



**Buying habits will change. It will be harder to achieve the same results in 2023 as in 2022.**



**Strategic thinking  
will help advertisers  
to keep thinks afloat.**





**Only the best advertisers  
will survive in 2023.**

# Key takeaways

## #1

Advertisers will have to  
**think out of the box.**  
**Be creative.**

# Key takeaways

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Advertisers will have to **think out of the box.**  
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## #2

**Ad creative will play a major role** in the success of a campaign.

# Key takeaways

## #1

Advertisers will have to **think out of the box.**  
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**Ad creative will play a major role** in the success of a campaign.

## #3

**Automation will accelerate** and we must not fall behind.

# Key takeaways

## #1

Advertisers will have to **think out of the box.**  
**Be creative.**

## #4

Advertisers must **test different tactics & learn at a higher pace.**  
Be fast and furious.

## #2

**Ad creative will play a major role** in the success of a campaign.

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# Key takeaways

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**Ad creative will play a major role** in the success of a campaign.

**#5**

**Advertiser's role becomes more complex than ever.** Only the best advertisers will survive.

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# Key takeaways

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Advertisers must **test different tactics & learn at a higher pace.**  
Be fast and furious.

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**#5**

Advertiser's role **becomes more complex than ever.** Only the best advertisers will survive.

**#3**

**Automation will accelerate** and we must not fall behind.

**#6**

**Doing your own experimentation is vital,** no matter the trends.  
Learn as you go.



## Let's all show 2023 we are prepared to royally win.

The advertising game is the game we best play  
and we are ready to show our tricks.

# Thank you



Diana Aldea



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/ DianaAlinaAldea

# Q&A

You ask, I'll do my best to answer.



Diana Aldea



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/ DianaAlinaAldea





