

How automated solutions can transform your performance marketing

Discover how automated solutions can combine generative AI and first-party data to power more personalised and effective performance marketing campaigns



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Introduction

Marketers face an increasingly complex challenge in 2024: finding the right solutions to effectively optimise first-party data.

At the heart of this challenge is the shift in the influence of third-party data (3PD) and first-party data (1PD). Once the cornerstone of digital marketing campaigns, 3PD is undergoing a profound transformation. Marketers are grappling with the diminishing quality of this external data as regulations tighten, consumer sentiment shifts towards greater data privacy and browsers deprecate third-party cookies.

In 2024, 3PD is the icing and 1PD is the cake. And the crucial question all marketers should ask themselves is how to get a significant slice of it. Simply, brands that can leverage solutions to create more relevant, personalised experiences are more likely to drive a return on investment and bring a competitive advantage to achieve their goals.

In this expert report, produced in partnership with Making Science, we provide insight into utilising artificial intelligence (AI), generative AI, and automated solutions to unlock the full potential of your performance marketing campaigns and future-proof your digital marketing strategy.



“First-party data represents a massive opportunity for leading brands to cement their position and challengers to gain market share.”

Rodney Perry,
Making Science



Optimising first-party data

Worryingly, the current 1PD strategy for many organisations is to do nothing. To simply wait and see what other businesses do. And this could be fatal.

“By doing nothing, brands’ marketing strategies are moving backwards, and the effectiveness of campaigns will decline,” says Rodney Perry, head of data and adtech UK at digital marketing and technology company Making Science. “As with all change, those who embrace and understand the impacts early have a competitive advantage.”

The key to a successful 1PD strategy? Implementing automated solutions that deliver a personalised experience to each individual user.

“In the current economic climate, first-party data represents a massive opportunity for leading brands to cement their position and challengers to gain market share and become the dominant force,” says Perry.

However, leveraging 1PD to optimise and automate marketing campaigns often requires expert support. Most brands can’t do this on their own. But, the answer isn’t as simple as partnering with an advertising agency. What the tech-driven data landscape requires is an agency that marries marketing knowledge with innovative technology solutions.

“Advertising-first companies are key to building brand, understanding customers and adapting tone across channels,” says Costanza Ghelfi, COO & founder of ad-machina, a Making Science company. “Their expertise creates effective communication strategies, engaging content and managing campaigns.

“However, technology is the differentiator in today’s market. As both an advertising and tech agency, at Making Science we are able to use adtech to its fullest, but also find its limitations so can build solutions to overcome these. We can help brands analyse large volumes of data to generate insights and develop customised solutions that adapt to changes and needs of customers and partners, offering a complete view of the digital ecosystem.”

Digital campaign success relies on a smart 1PD strategy, and a smart 1PD strategy relies on the collaboration between marketing expertise and technology solutions, such as AI and, in particular, generative AI. “At Making Science, we combine marketing and technology to make investment more efficient, make the most of our own data and gain a competitive advantage in the digital market,” says Ghelfi.



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Costanza Ghelfi, ad-machina,
a Making Science company



ad-machina is here to help

When technology and marketing work in perfect harmony, the result should be sales growth. This is what Making Science's proprietary technology **ad-machina** tool delivers.

A multi-market and multilingual solution, ad-machina uses AI and generative AI to create ads at scale while customising the message to a brand's communication strategy. The result? It automates and hyper-personalises search engine marketing (SEM) campaigns – and, as we'll see in the next section, Performance Max campaigns – by generating hundreds of thousands of optimised ads that adapt in real-time to create personalised ads for each search.

To take a hotel brand as an example, if a user is searching for hotels in Brighton, ad-machina uses AI to create an ad headline of, for example, 'The best hotels in Brighton'. But, if a user searches for the best family hotels in Brighton, ad-machina will automatically adapt the ad with a headline of 'The best family hotels in Brighton', with the content changed to reflect the query. The same applies across all search keywords.



“ad-machina is an end-to-end solution that uses generative AI to create hyper-personalised ads,” says Ghelfi. “It automates and optimises your paid campaigns by integrating your first-party business data, so it doesn’t rely on third-party cookies. This saves time and resources, increases ad relevance, enhances customer experience and aligns ads to business.”

Generative AI allows ads to be modulated in line with a brand’s commercial and communication strategies – such as a new promotion or price drop – so that it automatically generates new and relevant ads. It boosts efficiency by using continuous learning technology to detect and adapt to changes in trends and consumer buying behaviour.

Making Science has been a Google Ads & Cloud Premier Partner for more than four years, and, in January this year, it was announced that ad-machina had been integrated into the Google Cloud Marketplace.

“Bringing Making Science to Google Cloud Marketplace will help customers quickly deploy, manage and grow ad-machina on Google Cloud’s trusted, global infrastructure,” says Dai Vu, managing director, marketplace & ISV GTM programs at Google Cloud. “Making Science can now securely scale and support customers on their digital transformation journeys.”

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Dai Vu, Google Cloud



Case studies

From boosting ROAS by **45%** for MediaMarkt to reducing CPA by **21%** for Santander and from driving a **15%** increase in sales for Iberostar Hotels to reducing CPA by **27%** for EAE Business School, ad-machina has demonstrated cross-industry success for SEM campaigns.

Let's take a look at three customer success stories...



1. MediaMarkt

The company

Multinational consumer electronics company with more than 1,000 stores across Europe.

The challenge

To improve the performance of digital ads that communicate regular changes in product offers and highlight specific products to improve visibility against competitors.

The approach

Making Science implemented ad-machina to automate the creation of ads in Google Ads in real-time, taking into account the entire MediaMarkt portfolio of more than 30,000 products and its offers. ad-machina continuously monitored search engine searches to dynamically incorporate keywords in ads to maximise relevance and improve conversion.

THE RESULTS

ad-machina was implemented in the Spanish market in generic campaigns and brand campaigns.

The generic campaigns saw:

+45% **+13%**
ROAS sales

The brand campaigns saw:

+12% **+24%**
click-through rate of existing ads due to higher ad visibility click-through rate of offers not previously included



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Case studies

2. Iberostar Hotels

The company

Global tourism group, headquartered in Spain, with more than 100 hotels in 18 countries.

The challenge

Ad personalisation is critical in the tourist industry and particularly relevant in customer acquisition through search engines.

The approach

Iberostar needed to automate its ads without sacrificing the relevance of its messages. ad-machina automated the creation of relevant messages and ads with real-time updates on offers.



THE RESULTS

ad-machina achieved:

+330%
ROAS

+430%
revenue in generic
campaigns



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Case studies

3. RIU

The company

Spanish hotel & resorts chain with around 100 hotels in 19 countries across the world.

The challenge

Users searching for hotels know what they want and expect an ad tailored to it. Therefore personalisation is a challenge in an industry with extensive service feeds, with prices, offers and availability constantly changing.

The approach

RIU wanted to offer maximum personalisation in its ads, so Making Science used ad-machina to test and adjust its ads. “With ad-machina we have managed to improve our investments and increase our volume with profitability,” says Eugenio Pino de Juana, direct sales director, RIU.

THE RESULTS
ad-machina
achieved:

+99%
increase in bookings
in generic campaigns

**“With ad-machina
we have managed
to improve our
investments and
increase our volume
with profitability.”**

Eugenio Pino de
Juana, RIU



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ad-machina for Performance Max

In April, ad-machina evolved. After proving its success in SEM, Making Science has introduced a version for Google's Performance Max.

A key tool for optimising 1PD, Performance Max helps brands improve the performance of their Google Ad campaigns by increasing conversions and reaching new customers. It uses Google AI to make more accurate predictions about which ads perform best for your campaign. It allows performance marketers to access all their Google Ads inventory from a single campaign and automatically creates relevant ads from advertiser inputs across Search, YouTube, Display, Discover, Gmail, and Maps.

ad-machina boosts Performance Max, analysing search patterns to optimise themes and audiences, ensuring ads reach the right people at the right time with the right message.

“ad-machina takes advantage of generative AI to automate asset creation, providing captivating copy and eye-catching images and videos for your campaigns.”

Costanza Ghelfi,
ad-machina



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“With ad-machina, we leverage Performance Max results to solve the main challenges automation faces when it comes to controlling where you spend and aligning campaigns with strategic objectives and day-to-day business activities,” says Ghelfi.

“ad-machina takes advantage of generative AI to automate asset creation, providing captivating copy and eye-catching images and videos for your campaigns. Additionally, it organises your products intelligently, leveraging data from sources such as Google Merchant Centre or your company’s internal data, allowing for precise grouping based on factors like pricing, popularity and category priority.”

Early results demonstrate ad-machina’s impact on Performance Max. Working with Spanish real estate company Neinor Homes, ad-machina delivered a 50% improvement on their cost-per-conversion and multiplied their click-through rate by 10.

ad-machina delivered a

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improvement on Neinor Homes cost-per-conversion and multiplied their click-through rate by 10.



Case study

ad-machina for Performance Max was only released in April, but is already demonstrating positive outcomes.

Neinor Homes

The company

Leading residential development company in Spain.

The challenge

Optimising campaigns in the main acquisition channel and optimising dedicated resources.

The approach

Using ad-machina with Performance Max, Making Science used a single campaign across all conversion channels and leveraged generative AI to automate text, image, and video assets to link ads to the availability of homes for sales and/or rent.

THE RESULTS

Ad-machina achieved:

+29%
conversions

-48%
cost per lead



5 steps to run ad-machina for Performance Max campaigns

ad-machina will help your brand to integrate your business information and mission with your ads, and provide a variety of assets for Performance Max to test and optimise your campaigns. This is how to get started:

1

Define objectives

Set specific KPIs such as conversions, clicks, or impressions that align with your marketing objectives.

2

Set a budget

Simple, but crucial. You can monitor campaign performance metrics and adjust budget allocations if necessary.

3

Select target audience

Understand your audience to utilise advanced targeting options to reach specific demographics, interests and behaviours relevant to your brand.

4

Integrate your product feed and business information

Use different types of feeds based on marketing objectives, linked accounts and conversion goals.

5

Test and optimise

Provide a variety of high-quality creative resources adapted to different channels to enable the testing of multiple variations.

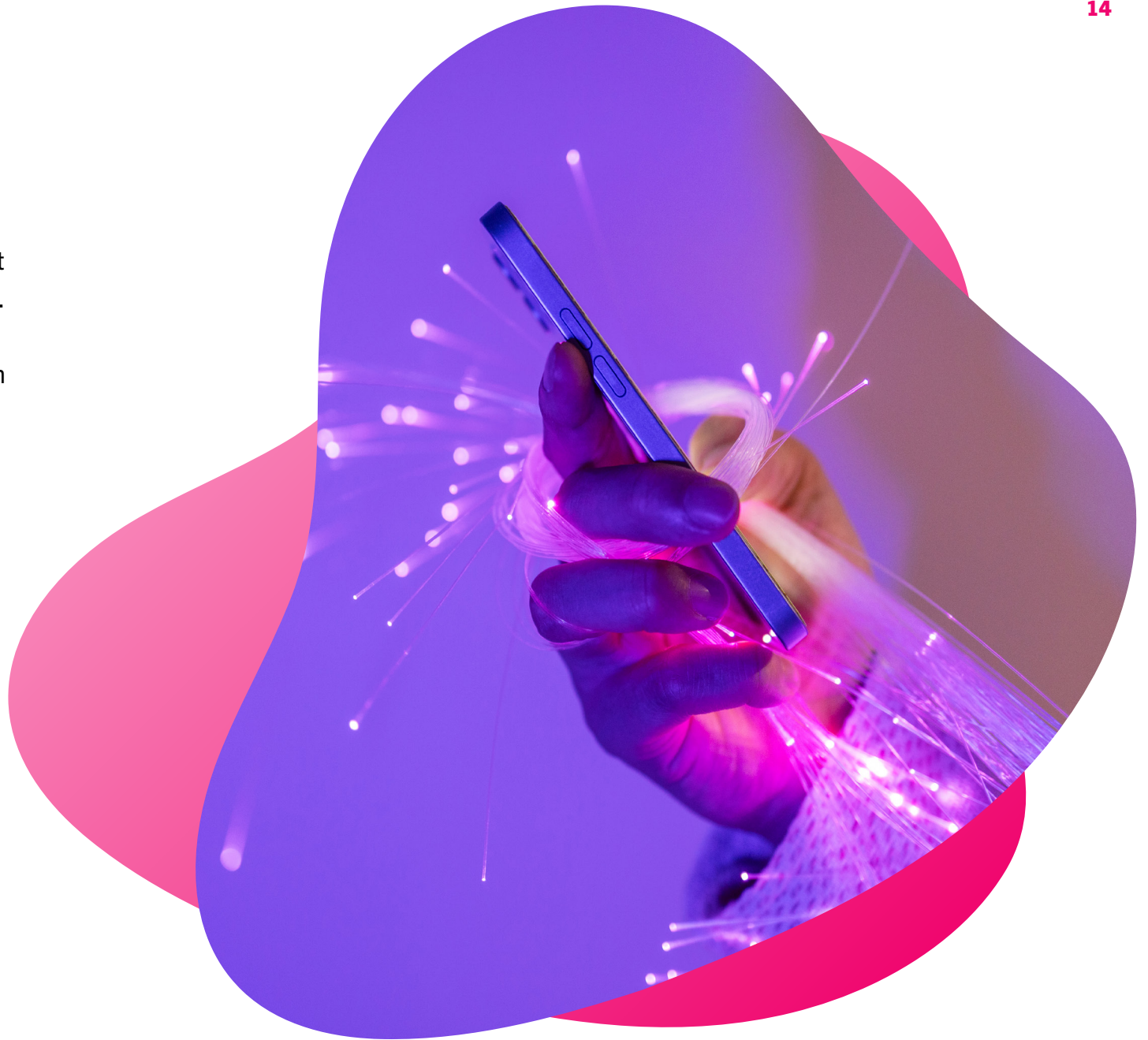


Future-proofing with ad-machina

A dedicated 1PD strategy that puts automated solutions at the forefront must be of the highest priority to give brands a competitive advantage. While 1PD has always been richer and more practical than 3PD, 3PD has been good enough and so simple to use that it has distracted busy marketers from implementing robust 1PD strategies. Now there is no excuse... or choice.

Accessing first-party data to run optimised performance marketing campaigns that respond and adapt to the needs of the user and the demands of the market is now not just possible, but a must. The key is choosing the right AI-driven tools and collaborating with a partner that combines expertise in data-driven technologies and deep knowledge of performance marketing and user behaviour.

With those critical facets in place, brands can drive digital growth.



Visit www.ad-machina.com



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Agents of change

Making Science is a digital acceleration company with more than 1,200 employees, with a presence in Spain, Portugal, Mexico, Colombia, France, Italy, UK, Ireland, Sweden, Denmark, Norway, Finland, Germany, Georgia and the US. As a consulting partner of Local Planet – the world’s premier network of independent media agencies – we deliver a suite of digital marketing, Adtech, Martech, software and cloud solutions and cybersecurity services globally.

Making Science is composed of four business lines: the **Global Digital Agency and Technology**, with 360 digital advertising services that integrate strategic planning, creative, data and technology; the **Cloud, Software and Cybersecurity business**, with cloud-based solutions that deploy data intelligence and a specialised cybersecurity team; the **Artificial Intelligence and SaaS division**, with more than 400 engineers and data scientists for the development of digital solutions with AI applied to marketing; the **Making Science Investment area**, with Ventis and TMQ, as a line of business diversification and implementation of all of Making Science business capabilities.

In addition, the company participates in various ESG initiatives, including the Climate Pledge, the United Nations Global Compact and the Pledge 1% initiative, supporting non-profit organisations in its community with a commitment to making a positive impact on the future.



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