



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE TO
PERFORMANCE MARKETING!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

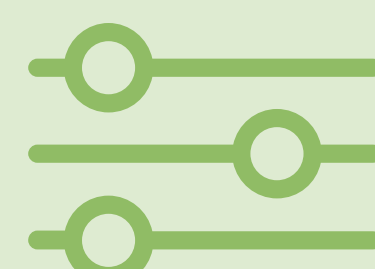
Performance Marketing

How does performance marketing work?

1

Set Goals

e.g., more sales, leads,
or sign-ups.



Select Channels

tailored to the target audience and budget.

2

4

Create Campaigns

using relevant advertising materials
such as text, image, or video ads.



Measuring Results

tracking of all relevant metrics.

3

5

Optimize

Adjusting target audiences, budgets, or
ad formats.

