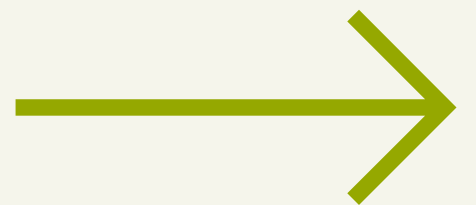


Paid Media in 2025

**Noise Out,
Value In**



What Doesn't Work

- **Over-optimization**
automation does it better and faster.
- **ROAS as a sole success metric** it misses brand impact and real customer behavior.
- **Treating creative like an afterthought** creative drives attention and conversion now.
- **Relying blindly on platform dashboards** they're often misleading or incomplete



Think Strategically

Focus on business outcomes, not clicks. Use granular audience data and multi-touch attribution to optimize true revenue drivers.



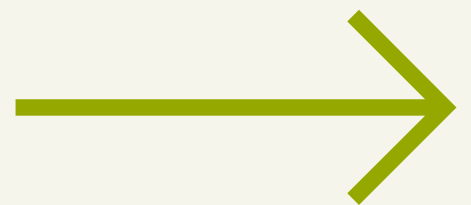
Lead with Emotionally Intelligent Creativity

Storytelling and emotional triggers are the key. Leverage dynamic creative optimization to tailor ads in real time.



Plan Full-Funnel Journeys

Nurture cold traffic through layered retargeting and cross-channel integration. Avoid wasted spend with precise audience segmentation.



Measure with Context

Focus on anomaly detection
and regular testing to validate
strategies beyond vanity
metrics.