

Building Trust With Performance Branding

N O A H C I S N E R O S

Building Trust With Performance



The *Right* People

Performance marketing is about finding the right *people* in the right *place* at the right *time*.

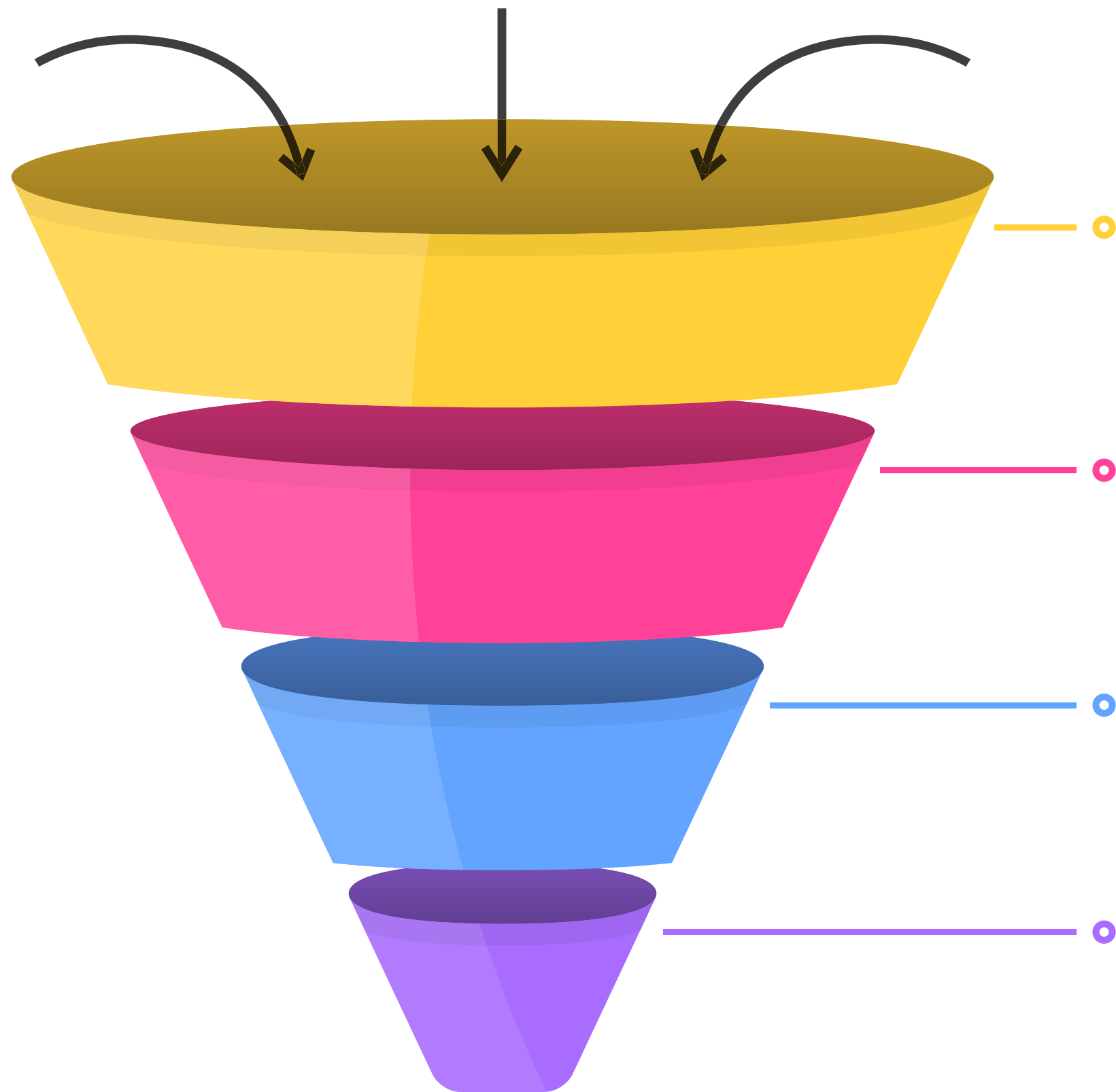
Targeting + Channel + Timing = Performance Marketing





The *Right* Place

Multi-Channel Funnel



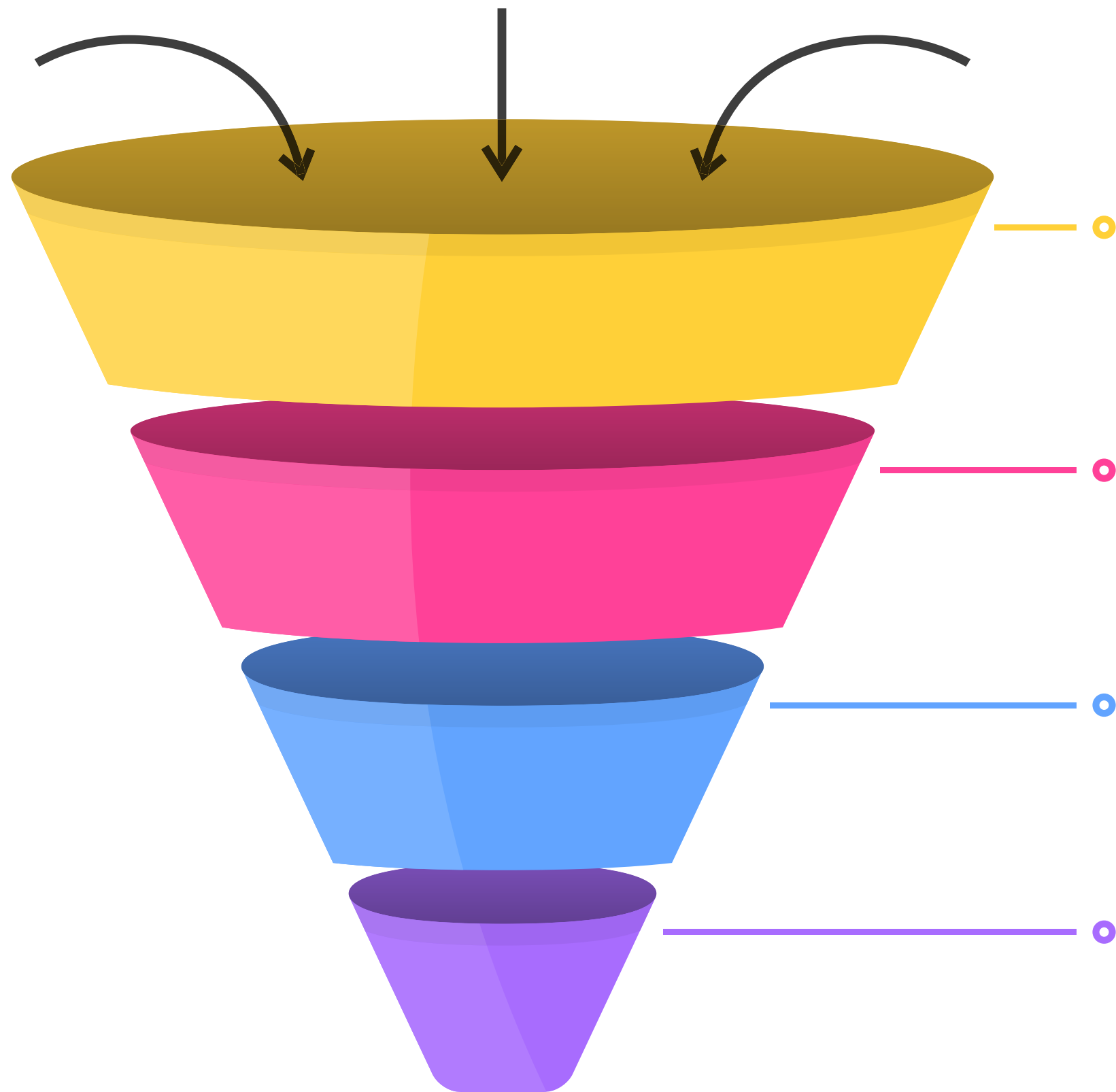
Awareness: Introduce who you are and what value you provide

- **Channels:** YouTube, Meta, Display, LinkedIn Thought Leadership, Billboards, Organic Social Media



The *Right* Place

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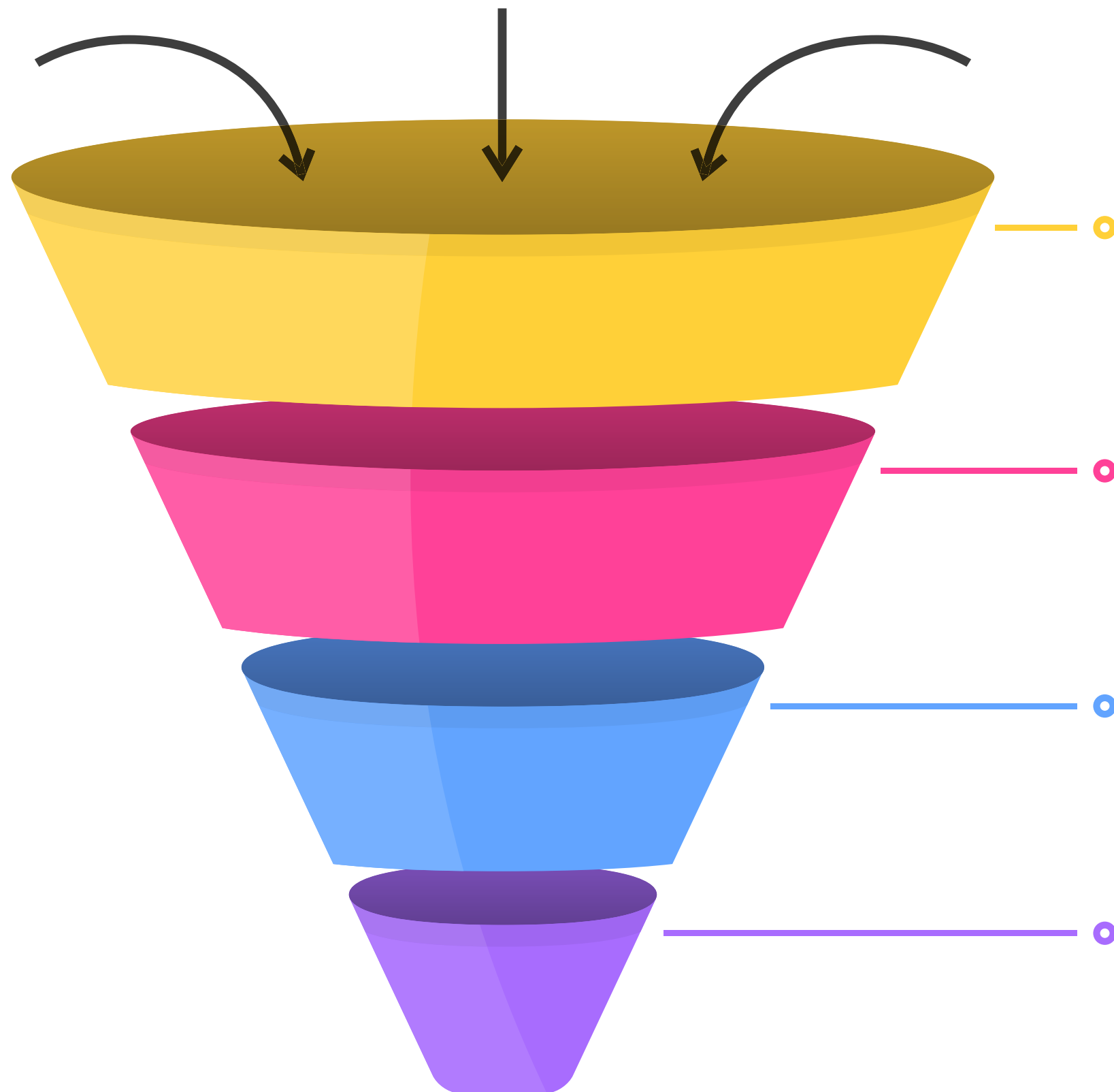
Consideration: Educate and explain specific product value.

- **Channels:** Industry Publishers, LinkedIn, Google Demand Gen, Meta, CTV, Email, Case Studies, & Direct Mail, Webinars



The *Right* Place

Multi-Channel Funnel



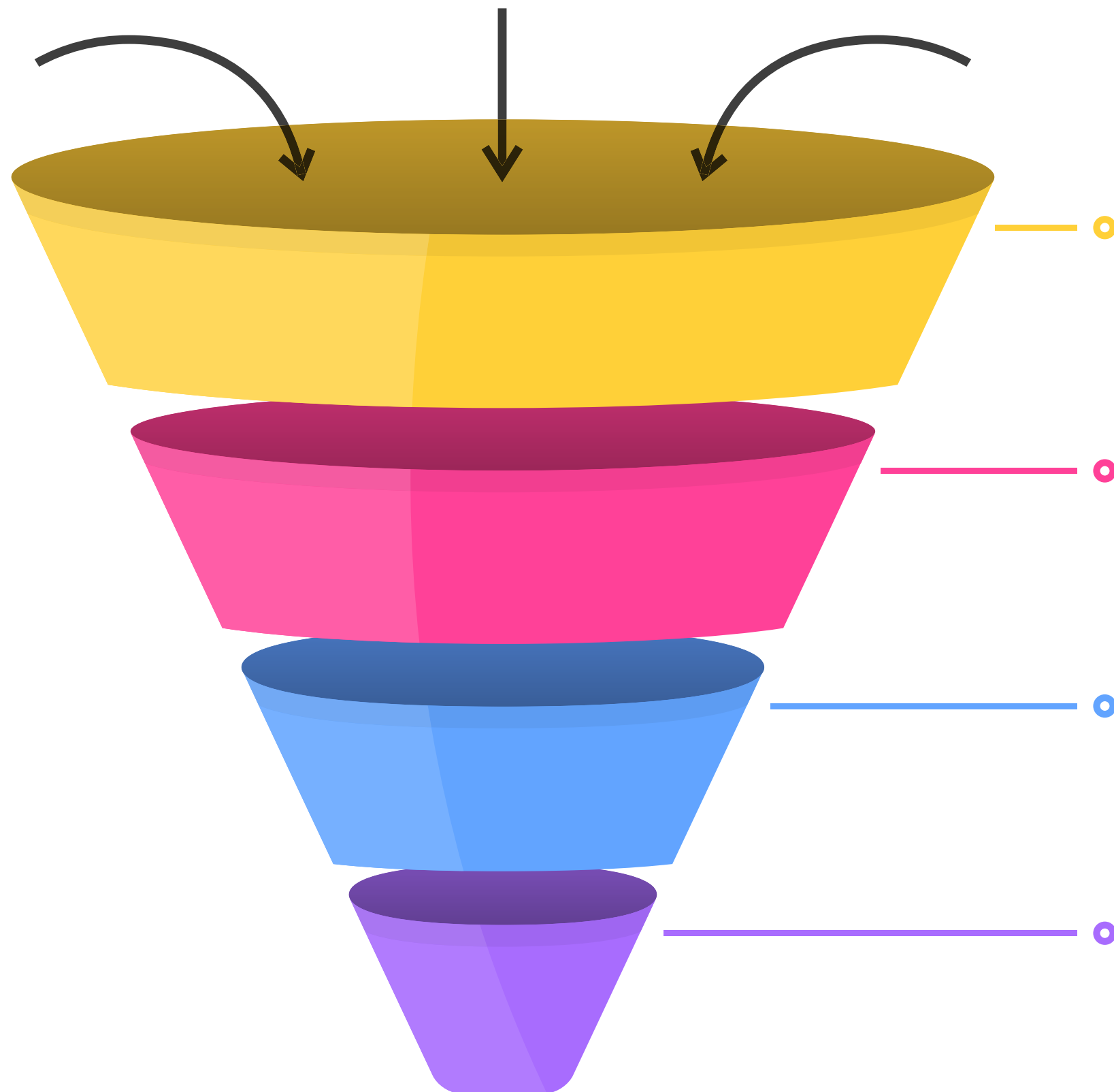
Action: Drive conversion through case studies and business application material.

- **Channels:** Google Search, LinkedIn Doc/Lead Form Ads, Customized Content, Retargeting, Direct Outreach, Client Workshops.



The *Right* Place

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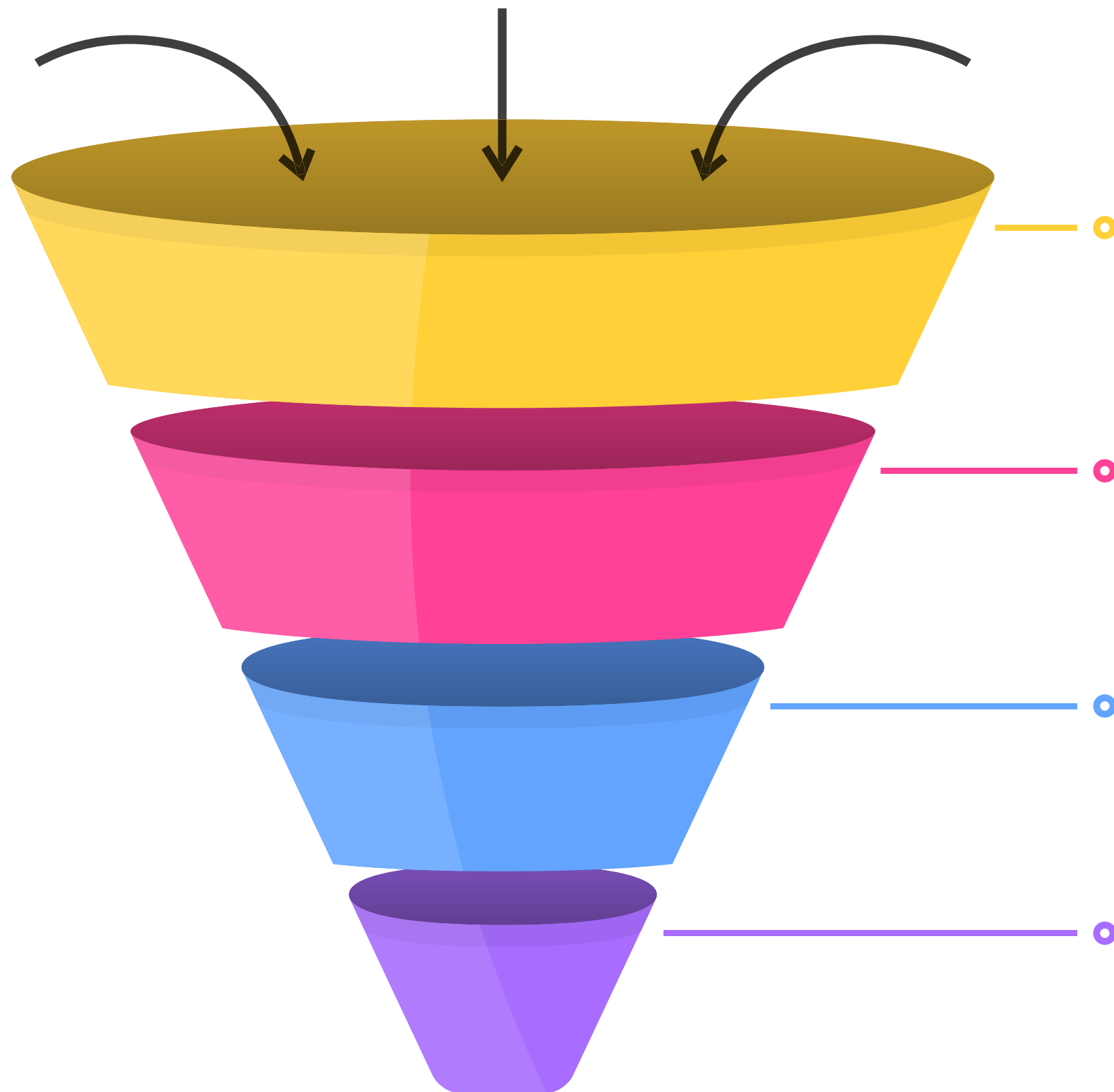
Engage: Continue to be top-of-mind as the leader of your space.

- **Channels:** Events, Customer Referral Promotions, Client Workshops, Client Gifts, Thought Leader Content, Podcasts



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The *Right* Time

Present the buying situation.

“Mental availability is about making your brand known and easily thought of in buying situations.”

Professor Jenni Romaniuk, Ehrenberg-Bass Institute

- Revenue size
- Employee count
- Decreased/Increased firm growth
- Funding stage/round
- Search intent
- Life stage
- Supply shortage



Brand Recall

You get a car! Everybody gets a car!

But what car? What car brand?

2005 **Pontiac** G6 sedan



Building Trust With Brand



Brand Recall

KNOW Your Brand **Identity**

If your brand was a person, who would it be?

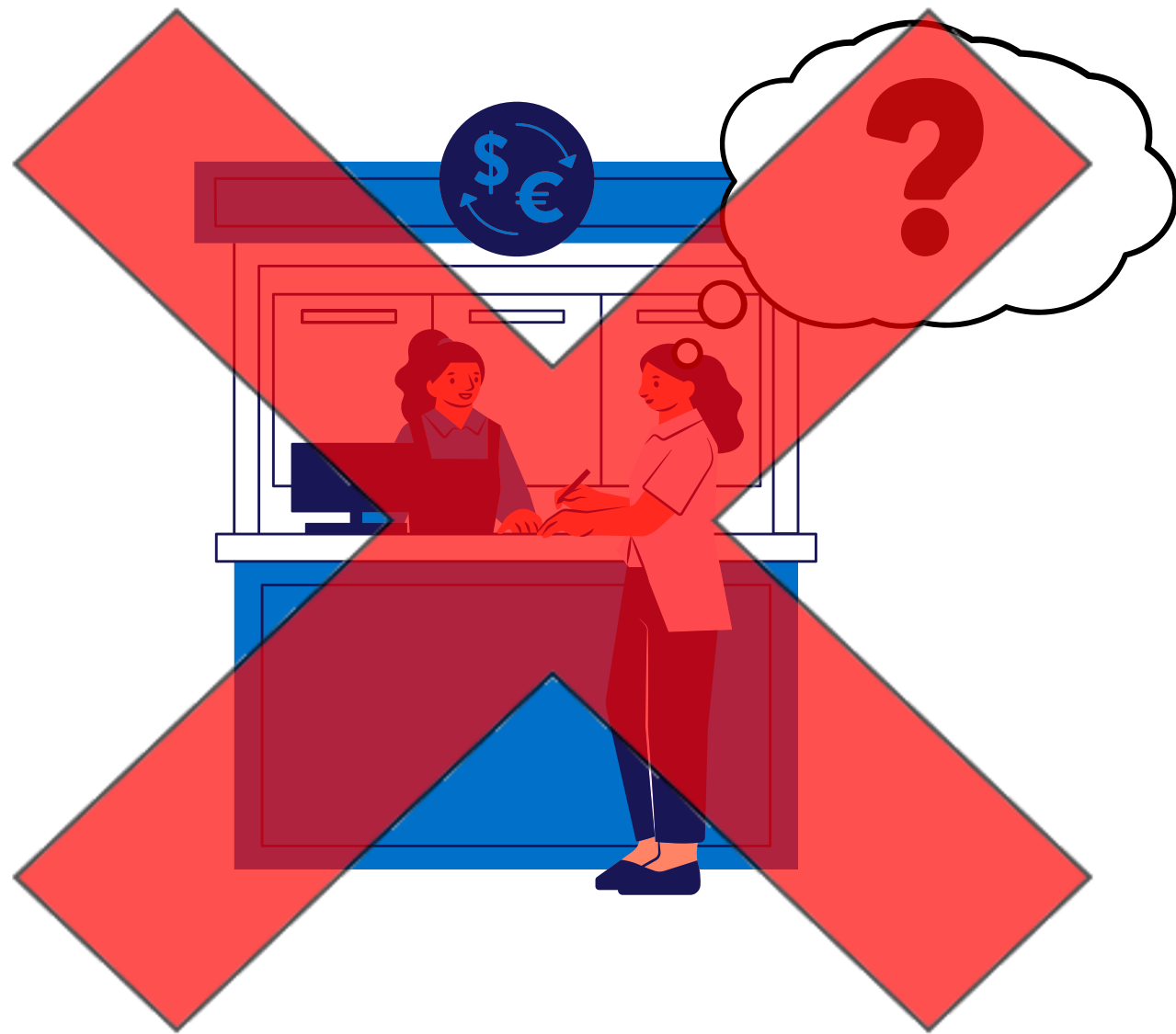
- What is the **tone**? (Professional, friendly, enthusiastic, practical, etc).
- What is the **voice** or **lens**? (grandpa, coach, cheerleader, doctor, etc).
- What is the **imagery**? (graphics, real people, stock photos, etc).
- What **community** does your brand serve? (location, interest, need, etc).

So What?



Brand Recall

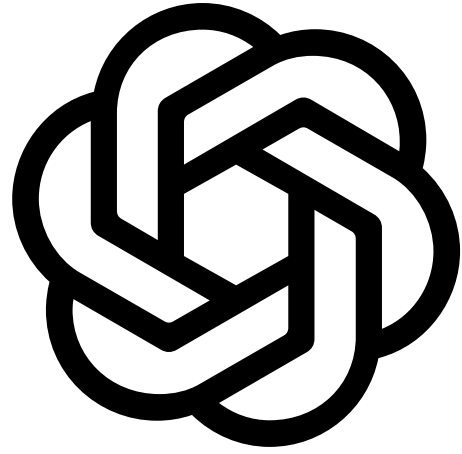
Consistency + Frequency = Brand Recall





Be Heard In the Noise






What if paid ads come to AI?



I'm looking for a great pair of running shoes. What shoes do you recommend?

Finding the *right* running shoe really depends on a few key things: your foot type (**neutral vs. overpronation**), how you run (**short jogs vs. long miles**), and what you value most (**cushioning, speed, or versatility**). The good news: there are some standout models right now that consistently perform well across those categories.

vs Quick comparison

Feature					
	On Cloudsurfer Running Shoes \$159.99 • DICK'S Sporting Goods	HOKA Mach X 3 \$189.99 • DICK'S Sporting Goods	New Balance Fresh Foam X More v5 \$124.99 • DICK'S Sporting Goods	UA Charged Turbulence 3 \$63.75 • Kohl's	PUMA Velocity Nitro 4 \$139.99 • DICK'S Sporting Goods
Best for	All-around	Speed workouts	Long runs	Budget	Daily use
Cushioning	Medium-soft	Responsive	Max plush	Medium	Medium
Weight feel	Light	Light	Heavier	Medium	Light
Versatility	★★★★★	★★★★	★★★★	★★★★	★★★★★
Price tier	Mid-high	High	Mid-high	Low	Mid

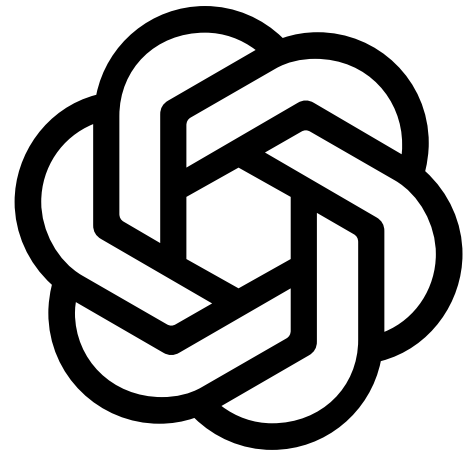
How to choose (quick advice)

- New runner? Go Cloudsurfer or Velocity Nitro
- Bad knees / want comfort? Fresh Foam X More
- Trying to get faster? Mach X 3
- On a budget? Charged Turbulence

Experts consistently say there's no single "best" shoe—different models shine for different running styles and goals [Runner's World](#)



Spot the difference?

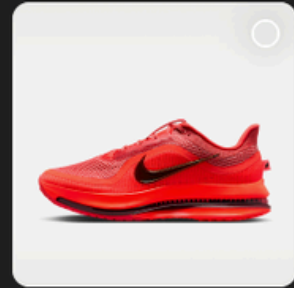


I'm looking for a new pair of running shoes. I've always loved Nike. Could you recommend some good Nike shoes for me?

Nike makes a *ton* of great running shoes, but the "best" one really depends on how you run. The key things to think about are **cushioning**, **speed vs comfort**, and **whether you need stability or not**. I'll show you a few top Nike options across different categories so you can pick what fits your style.

Comparison table

Feature



Nike Pegasus Premium
\$220.00 • Nike



Nike Zoom Fly 6
\$135.00 • SCHEELS



Nike Vaporfly 4
\$199.99 • SCHEELS



Nike Structure Plus
\$170.00 • SCHEELS



Nike Journey Run
\$95.00 • Nike

Best use	Daily training	Speed workouts	Racing	Stability runs	Casual / budget
Cushioning	High	Medium-high	Medium	High	Medium
Speed focus	★★	★★★★★	★★★★★	★★	★
Support	Neutral	Neutral	Neutral	High stability	Neutral
Price tier	\$\$\$	\$\$\$	\$\$\$\$	\$\$\$	\$

How to choose (quick advice)

- Just want a great all-around shoe? → Pegasus
- Trying to run faster? → Zoom Fly
- Training for races seriously? → Vaporfly
- Need support/stability? → Structure
- On a budget or casual running? → Journey Run

Nike is currently doubling down on performance running tech and cushioning innovation, so models like Pegasus and Vaporfly are especially strong right now



Precision Messaging



Value-Based and **Segment**-Specific Messaging:

- Crafted messaging to match key segment pain points: “We fund what others won’t.”
- Highlighted differentiators like customization, relationship support, and speed-to-funding honesty.
- Used messaging to guide creative imagery development.

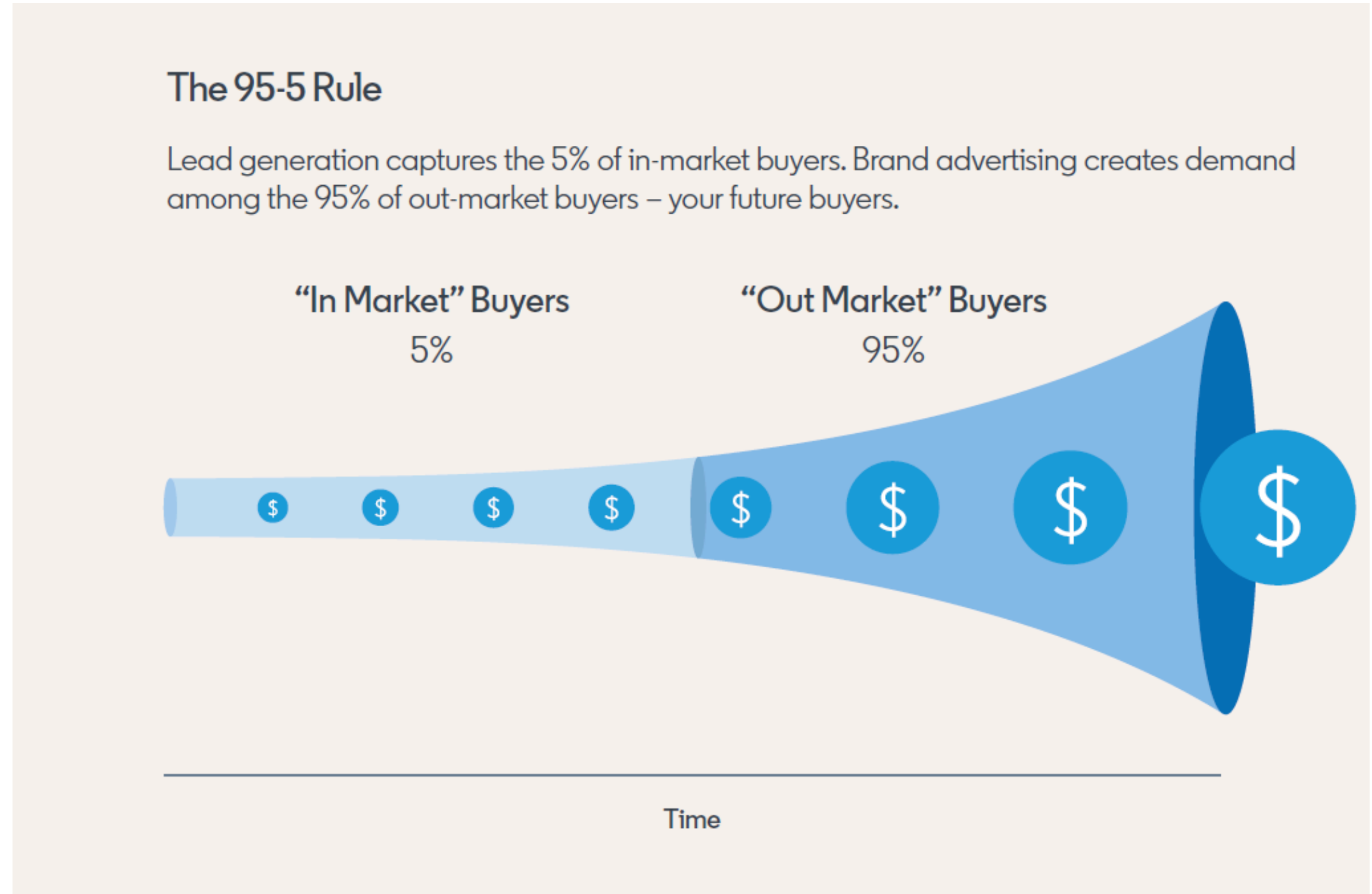
B2B Asset Lending Messaging

- We Fund Deals Other Banks Won’t
 - Rejection hurts operations.
 - Looking out for the “little guy.”
- Put Your Assets to Work
 - “Free” liquidity from your balance sheet.
- Personalized & Customized Loans
 - You’re a person, not just a number.
 - TAB sees “potential.”
 - Solving the puzzle.



Performance + Brand

- Performance:
 - Find the right attention
- Brand:
 - Capture the right attention
- Performance Branding:
 - **Earn** the right attention



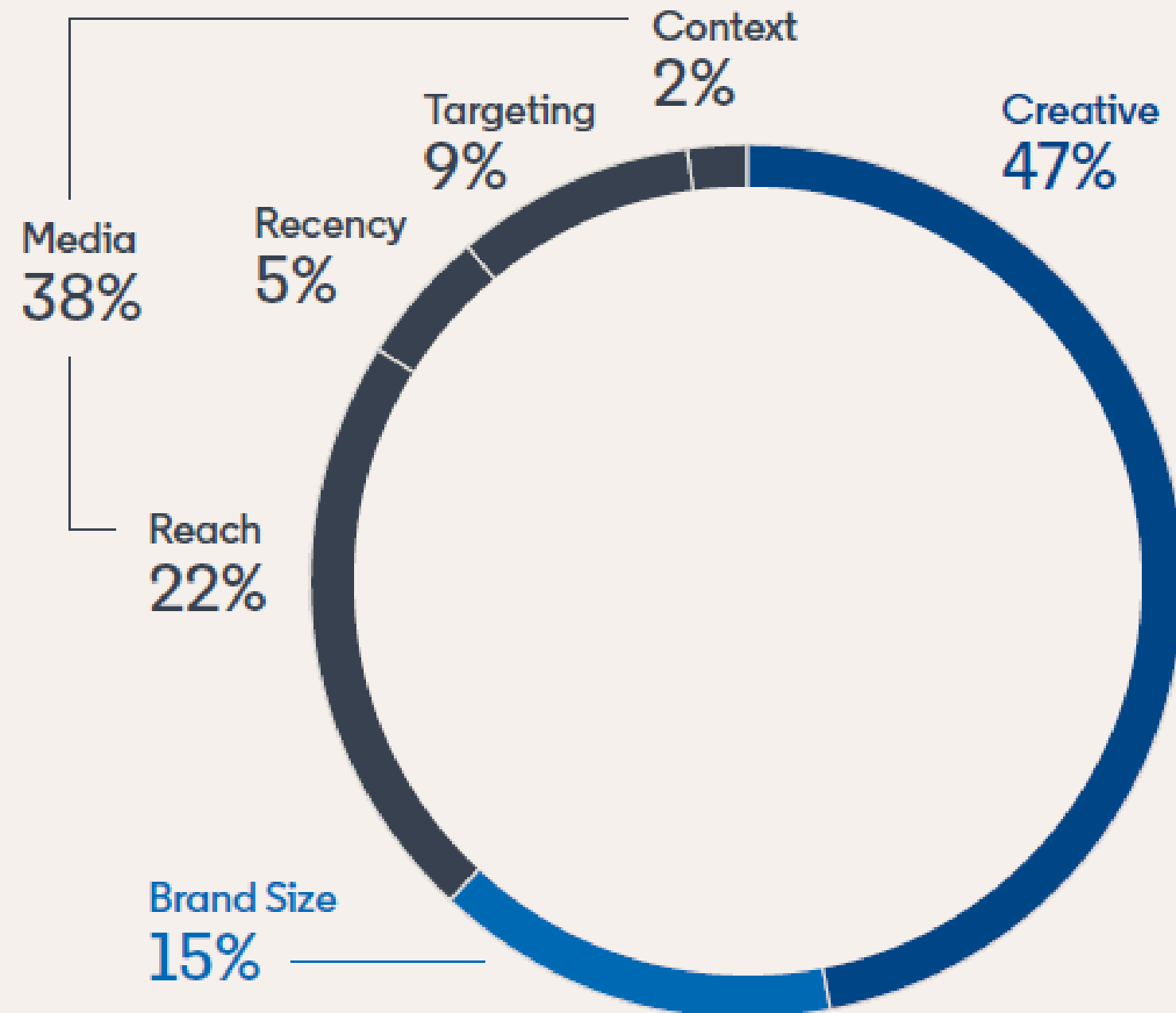
Building Trust With Performance Branding



Performance + Brand

Creative × Media = Outcomes (CMO)

Creative (47%) and Media (38%) are the two key inputs that contribute to advertising performance.



Source: Nielsen Catalina Solutions 2017, 500 Campaigns Across All Media



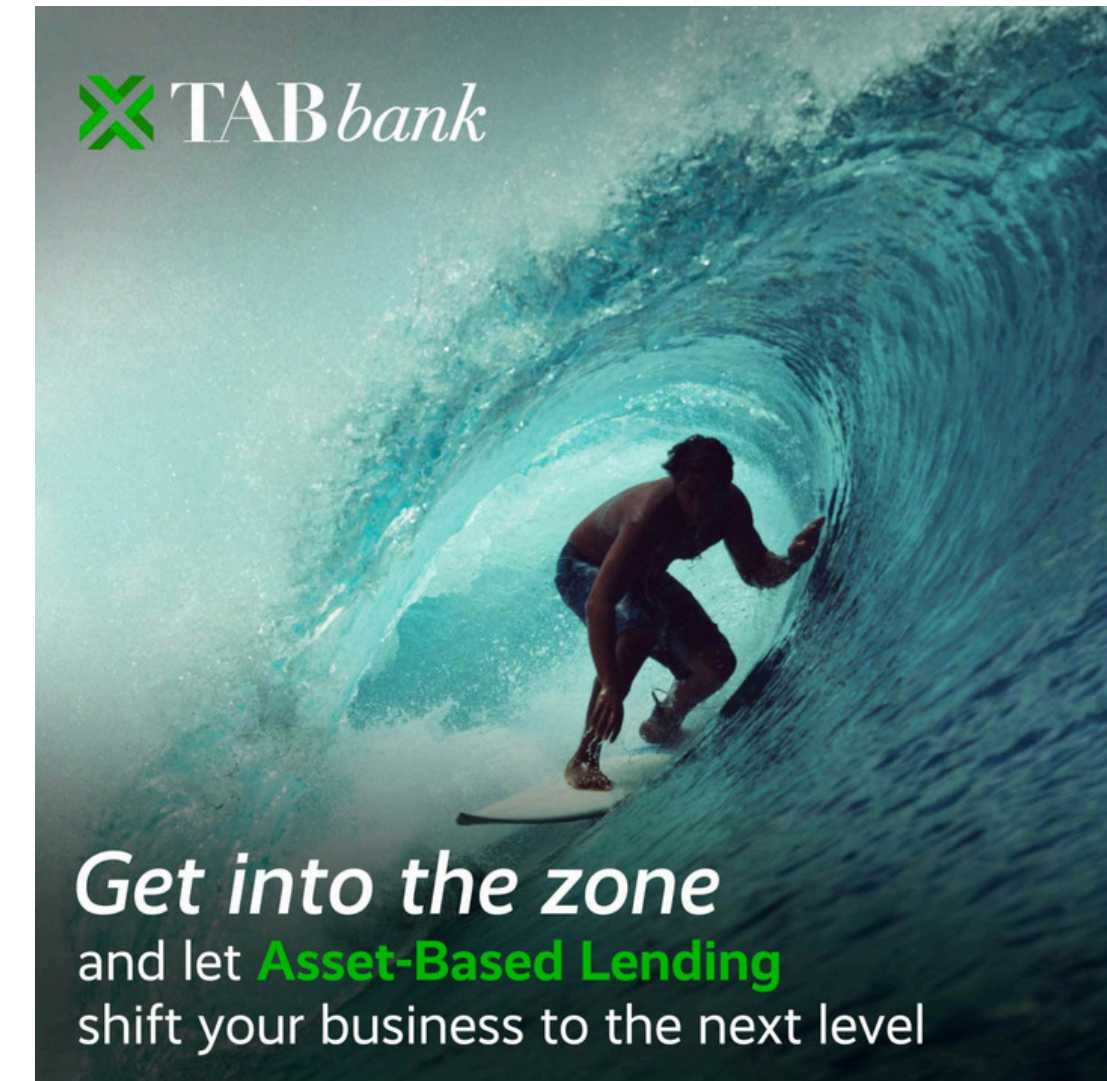
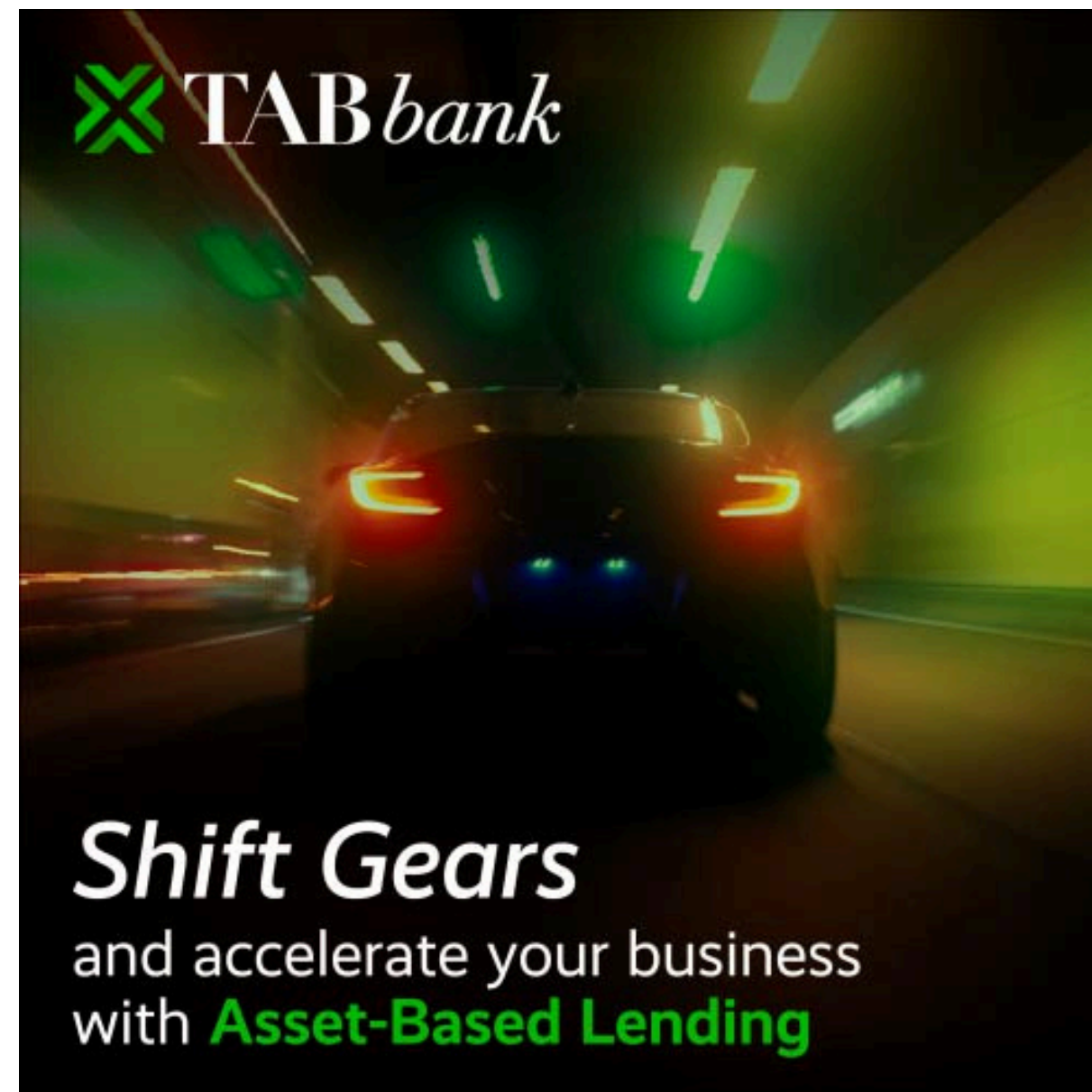
Performance + Brand

- **Performance:**
 - Segment to Target: CFOs for Manufacturing Businesses
 - Channel: LinkedIn & Google Search
 - Funnel: Layered Engagement & Retargeting
 - Objective: Converted Marketing-Qualified Leads
- **Brand:**
 - Product Being Promoted:
 - Value Proposition
 - Differentiation & Parity
 - Social Proof
 - Audience Messaging
 - Benefit Positioning
- **Performance Branding:**
 - Target message highlighting social proof and positioning for the target segment on the funnel level's paid media channel.



Performance Branding

Make ads that do not belong in your industry:





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THANK YOU

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