Unlocking growth with measurement

- Innovate within your media measurement to drive profitable business growth.
- Adopt a Measurement 360 approach by triangulating methodologies and data sources.
- Apply a lens of incrementality to everything you do and use experiments to calibrate other measurement methodologies.

Gen Z and the new rules of discovery

- Use creative as a key lever for performance and diversify creative across multiple formats to drive greater campaign success.
- Partner with Creators (including Gen Z) to make entertaining Reels that play with current social media trends to reach new levels of audience connection.
- Bring creators in early and include them in your creative briefing process.
- Engage and discover creators through Meta’s Creator marketplace.

Creative as a targeting tool

- Diversify your creative into new ad formats and messaging strategies.
- Use creators to help reach new audiences.
- Ask your account team for a look at how your creative is impacting performance.

The performance 5 framework:

Strategies for growth

- Commit to a testing plan, and work with your Meta account team to determine what to prioritize.
- Move past last click measurement.
- Ask your account team for a customized Performance 5 scorecard.

Meta Performance Marketing Summit

Maximize your performance

Ready to take the next step for your business?
Here are the notable actions to take from some of our key sessions at the Meta Performance Marketing Summit.

An inside look: Performance product roadmap

- Put Meta’s investment in AI to work for you with our Advantage+ suite.
- Determine your always-on strategy for Advantage+ Shopping campaigns.
- Take a test and learn approach. Speak to your Meta account team about taking part in alpha and beta tests that could be right for you.

Summit wrap-up

- Share and action the take-aways from today’s sessions.
- Visit and review the content on the Performance Marketing hub with all of the content from the day as well as additional resources.
- Continue to share feedback and partner with us to reach your performance goals.