

THE GUIDE TO CREATIVE DIGITAL PERFORMANCE MARKETING

How balancing data and creative insights elevates marketing success.

noble
studios™



INTRODUCTION
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As we sail the vast ocean of digital marketing, occasionally, we hit the sandbars of stagnation, where progress halts and growth feels distant.

Here, the sailing concept of ‘tiding over’ – using the tide to navigate past obstacles when there’s no wind in the sails – becomes crucial.

Following the lead of these agile mariners, Just as mariners do, marketers can employ creative digital performance strategies to move beyond stagnation, propelling their campaigns toward new heights of success.

In the complex realm of digital marketing, strategies can sometimes plateau, leading to uninspiring results like:

- Declining KPI results
- Lack of Innovation
- Limited Reach
- Shrinking Market Share
- Falling ROI

Navigating through this stagnation requires an understanding of creative digital performance marketing – a strategy designed to reignite growth and reclaim a competitive advantage. This period of apparent stagnation can be harnessed as an opportunity for reflection and strategic recalibration.



By implementing the principles of creative digital performance marketing, you can transform these challenges into renewed growth and success, breathing new life into your marketing efforts.

Noble Studios' Creative Digital Performance (CDP) marketing approach emphasizes the human experience by creating data-informed emotional connections with your audience.

CDP prioritizes understanding people's (not consumers, users, audiences, but gosh darned real people with a pulse) needs and behaviors, enabling the creation of personalized and emotionally engaging campaigns.

CDP also leverages the art of creative thinking and the science of analytical performance thinking into results. It puts big ideas with big data for bigger results.

By asking "Why?" and "What if?" CDP pushes past 'best practices' to develop 'better practices' for staying competitive in the rapidly evolving digital sphere. By questioning the status quo and experimenting with innovative ideas, we stay ahead of the curve and maintain a competitive edge.

The end goal is an improved user experience, increased engagement and robust conversions that can reignite stagnant strategies and drive consistent growth.

BENEFITS OF CREATIVE DIGITAL PERFORMANCE

1. Human-centric approach for personalized, impactful campaigns.
2. Data-informed decisions balance creativity with analytics.
3. Fosters deep emotional connections for higher conversions.
4. Promotes ongoing improvement to drive consistent growth.
5. Enhances user experience to boost engagement and loyalty.



WTF IS
CREATIVE
DIGITAL
PERFORMANCE?

Creative Digital Performance (CDP) is Noble Studios' unique philosophy, special sauce, secret weapon, golden ticket and whole enchilada all at once.

We developed it to better serve our clients in the digital marketing landscape. It's an approach that unites creativity and data-driven performance, rejecting the traditional divide we noticed when analyzing other digital agencies and their approaches.

In looking at the landscape, we found agencies that were solely "data-driven" with little regard for intuition, passion or white space. While others are so creative that they see data as a four-letter word that clutters their white space and gets in the way of their awards.

We see the world as both creative AND digital performance at the same time.

There are five elements to the Creative Digital Performance marketing philosophy:

- The Human Experience (HX)
- You Have To Connect To Convert
- Data-Informed Rather Than Data-Driven
- Better Practices
- Right Side + Left Side = Outside-the-Box Thinking

CDP encourages constant innovation and progress, pushing brands toward their maximum potential. Instead of settling for the status quo, CDP propels a drive for better results.

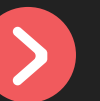


***CLOSE YOUR
BOOKS—***

POP QUIZ!

CDP QUIZ

Do you actively seek continuous innovation and progress in your marketing efforts?



CDP QUIZ

Do you focus on understanding and meeting the needs and desires of your target audience?



CDP QUIZ

Do you set aside specific budget for testing and iteration?



3 OF 4



CDP QUIZ

Does your content deliver genuine value to users beyond generating clicks?



4 OF 4



THE
HUMAN
EXPERIENCE
(HX)



At the core of our philosophy is the belief that empathy-driven user experience (UX) is the key to balancing the needs and goals of both users and companies.

Our goal? To transform the digital landscape into something not only useful but also delightful.

Once upon a time, we called them users, those hypothetical personas. But times have changed, and so have we. We've gathered real-time data that paints a vivid picture of how people are behaving here and now. That's why we refer to them as people, because connecting with individuals, not just personas, is the heart of creative digital performance.

At the essence of HX lies the art of providing personally relevant information. To achieve this, we delve deep into what people truly seek, their wants, and their needs. Our secret sauce? Merging research with behavioral data to gain insightful glimpses into audience preferences and actions.

Surveys, focus groups, heat mapping and analysis of engagement results are just a few of the tools we employ to truly grasp the human experience. It's this sort of meticulous approach that allows you to ensure that our campaigns are not only data-informed but also empathy-driven, fostering profound connections with the audience.

The magic of HX lies in its ability to catalyze conversion.

It's about more than just delivering a message; it's about creating an emotionally engaging experience that resonates on a personal level. The result? Improved customer satisfaction, soaring engagement rates, increased conversion rates, and the cultivation of lifelong customer relationships.

HX humanizes our campaigns not just to connect, but also to convert. It enables us to craft messages that are personalized, relevant and impactful. By truly understanding the human experience, we ignite engagement, elevate customer satisfaction, foster loyalty and ultimately maximize the effectiveness of our campaigns.

Our Human Experience (HX) component embodies the power of meaningful connections that inspire action. By merging empathy with data-driven insights, we create digital experiences that not only meet but exceed expectations, forging lasting relationships. Join us as we revolutionize the digital landscape, one human connection at a time.

The KPIs *of* HX

Metrics that tell the story of empathy and humanness

Enhanced customer satisfaction

Heightened engagement rates

Increased conversions

Long-term customer relationships

Overall campaign effectiveness

***YOU
HAVE TO***

***CONNECT
TO CONVERT***



Marketers must grapple with the challenge of standing out and making an impact in a world where people see thousands upon thousands of messages every day.

So how do people begin to process all of the messages? With emotions.

Research shows that not only do emotions help speed up processing, they can help form lasting connections.

- Purely emotional campaigns performed about twice as well as those with only rational content - (31% vs. 16%). [Neurosciencemarketing](#)
- Consumers primarily use emotions (personal feelings and experiences), rather than information (brand attributes, features, and facts), according to MRI testing. [Psychology Today](#)
- Only 1 in 7 customers feel that brands truly understand how to establish a genuine emotional connection. - [Netimperative](#)
- 71% of customers will vouch for a brand if they feel emotionally connected to it. [Motista](#)
- The part of the brain that handles emotions can interpret sensory data 20% quicker than the cognitive section. "[How Cool Brands Stay Hot: Branding to Generation Y](#)," By Joeri Van Den Bergh, [Mattias Behrer](#)
- There is a 23% surge in sales when ads induce emotional responses higher than the norm. [Nielsen](#)

The data makes it clear: marketers have to connect to convert.

Empathy is a critical skill for creating emotional connection in messaging.

By empathizing with an audience's needs and providing [valuable, personally relevant experiences](#), we can make our messages shine, deeply resonate, and ultimately compel action.

Understanding the emotional triggers that influence purchasing decisions is another critical aspect of this empathetic approach. It involves a delicate balance of data analysis, customer feedback and a profound comprehension of the psychological needs and desires of our target audience.

By identifying these triggers, messages can not only inform but also emotionally connect, resulting in more effective conversions. While technical aspects are important in content creation, they hold little value without empathy. It is understanding an audience's perspective and leveraging that understanding to create content that genuinely resonates.

The application of empathy extends beyond content creation to ad placement though.

Poor ad placements can disrupt and frustrate the audience, working against our objectives. In a world saturated with thousands of daily messages, it is essential to make our messages clear, valuable, and well-placed to stand out amidst the noise. Applying empathy to the creative, an ad placement can spark intrigue rather than frustration.

The success of this empathetic approach to marketing can be measured in multiple ways: website surveys, focus groups, online surveys, data analytics and analyzing engagement results. Ultimately, the goal is improved engagement, higher conversion rates and heightened customer satisfaction.

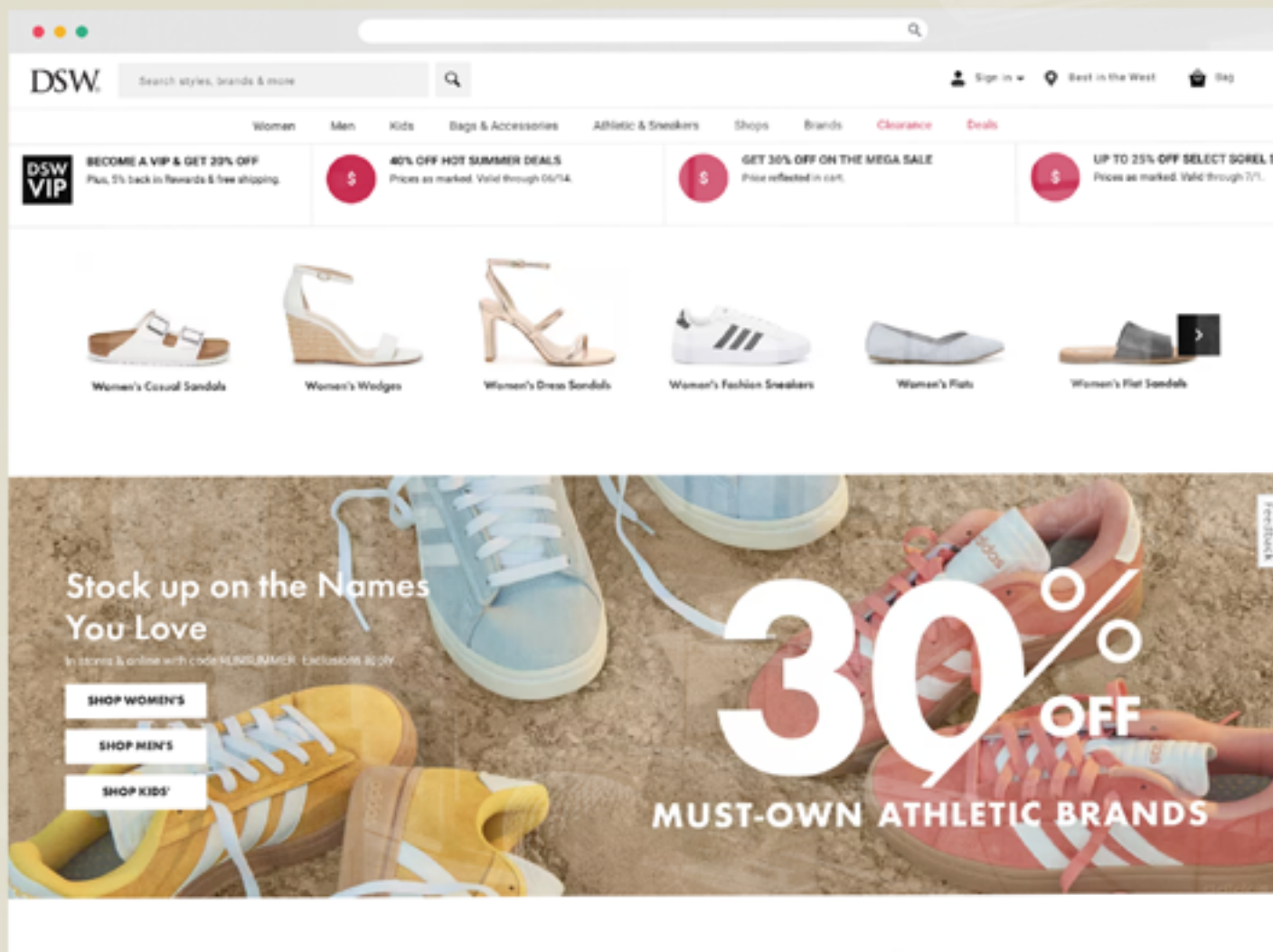
By infusing empathy into every aspect of our approach, we connect, resonate, and inspire action, forging meaningful connections with our audience and achieving remarkable results.



VPRE in the wild

Spotify's Discover Weekly is a personalized feature offering users a custom playlist every week.

It analyzes individual listening patterns, preferences, and habits to suggest new songs and artists that align with each user's unique musical taste, promoting discovery and enhancing the listening experience.



VPRE in the wild

DSW creates individual customer profiles through engagement with its website, physical stores and email campaigns.

They leverage this data for personalized content, prominently seen in the "Our Picks for You" section, but is also used in their email, SMS, push notification campaigns and for in-store offer personalization.



VPRE in the wild

Utilizing AI, Starbucks analyzes data to present customers with special offers that mirror their tastes, behaviors and order history.

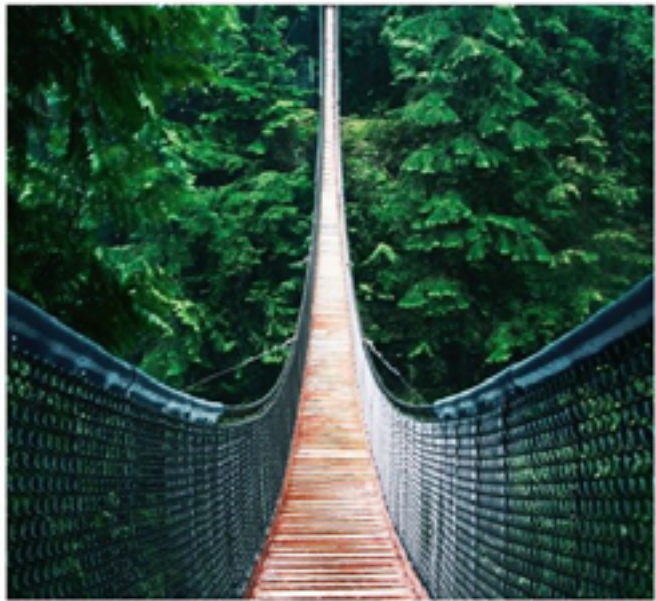
Their capacity to create over 400,000 distinct, highly personalized messages ensures that every interaction with the brand feels uniquely custom-built for each person.



Oregon, USA: 1,237 Euros



Bavaria, Germany: 19 Euros



Vancouver, Canada: 1,072 Euros



Hunsrueck, Germany: 19 Euros



VPRE in the wild

Leveraging a blend of creativity and tech, German Rail's campaign urged Germans to vacation domestically.

By matching local spots to sought-after international ones, they produced 10,000 personalized images, leading to a significant rise in ticket sales.

[Watch Video](#)

**DATA-
INFORMED
RATHER THAN
DATA-DRIVEN**



Too much data can be too much.

Data-driven decision making neglects the essential elements of creativity that create impactful, persuasive and valuable messaging that can lead people to make decisions. Too much data can overlook the broader context, resulting in missed opportunities for impactful marketing initiatives.

Striking a delicate balance between relying on data and incorporating other crucial factors, such as creativity, empathy and intuition, is the core tension within the CDP philosophy. Innovative solutions when the data-driven team and the creative team sit across from each other.

There are many benefits of embracing a data-informed perspective. Being data-informed allows you to:

- Gain a holistic understanding of your marketing situation.
- Derive contextual insights from the data.
- Enhance creativity in your marketing strategies.
- Make more informed and strategic decisions.
- Uncover hidden opportunities not apparent in data alone.
- Mitigate risks associated with solely data-driven approaches.
- Remain flexible and adaptable in your marketing tactics.

By striking a balance and adopting this nuanced view, marketers can optimize results, tapping into unrealized potential while considering customer emotions and motivations. This lets numbers be directional, not blinding.

For example, marketers can create a valuable personally relevant experience that resonates more deeply because it was built around an audience's habits and preferences.

The numbers can show that something is popular (or not) but can't explain why. Researching the emotional needs fulfilled by the product, the motivations that drive its purchase and the social factors that influence its widespread appeal, marketers can add context where the numbers are blind.

Welcome to the "aha" moment.

This deeper understanding paves the way for the development of better products and services that resonate with people on a profound level, resulting in enhanced satisfaction and lasting success.

Being data informed requires having multiple perspectives at once: consideration for both the emotional objectives of the real people being served and the hardcore KPI-driven objectives of a business.

Achieving the balance of the two requires experience, combined with analytical intuition, psychology, creativity and a touch of magic.

Can you recall a time when your intuition led you to a different decision than what the data suggested?

Do you consistently seek to understand the 'why' behind your data?

How frequently do you adapt your strategies based on insights beyond the data?

Can you think of a time when being solely data-driven led to a missed opportunity?

How often do you engage with different departments or perspectives when interpreting data?

**NOT BEST
PRACTICES
BUT**

**BETTER
PRACTICES**

Spoiler alert: Noble Studios' purpose is Let's Be Better Every Day.

Our hope is that every person and project is better for having interacted with Noble--and vice versa—so it's no surprise this is a core element of our strategic approach.

But it serves our clients well because we see no end to change. If anything, change is accelerating.

Being better every day involves constantly refining and evolving marketing strategies, methodologies and approaches to stay ahead of the curve and adapt to changing trends as people do, and just as importantly, before competitors.

Better practices also creates opportunities for:

- **Enhanced Customer Satisfaction:** By continually improving practices, marketers can better meet customer needs and expectations, resulting in higher levels of satisfaction and loyalty.
- **Innovation and Differentiation:** Embracing continuous improvement fosters an environment of innovation, enabling marketers to differentiate themselves from competitors and introduce new products or services.
- **Superior Value Propositions:** By constantly refining practices, marketers can gain a competitive edge and stay ahead in the market.
- **Cost Reduction:** Continuous improvement helps identify and eliminate activities that don't add value, reducing costs and improving overall financial performance.
- **Risk Mitigation:** By continually improving practices, marketers can identify and mitigate risks, enhancing strategic resilience and minimizing potential challenges.

Better practices also implies action. Being agile and iterative are integral to creating excellence. This involves embracing flexibility, adaptability and a willingness to change.

More importantly, testing and learning from outcomes. Setting aside budget for testing, experimentation and iteration allows for faster optimization, responsiveness to market changes and continuous innovation and action.

There just isn't time to stagnate.

“The measure of intelligence
is the ability to change.”

-ALBERT EINSTEIN

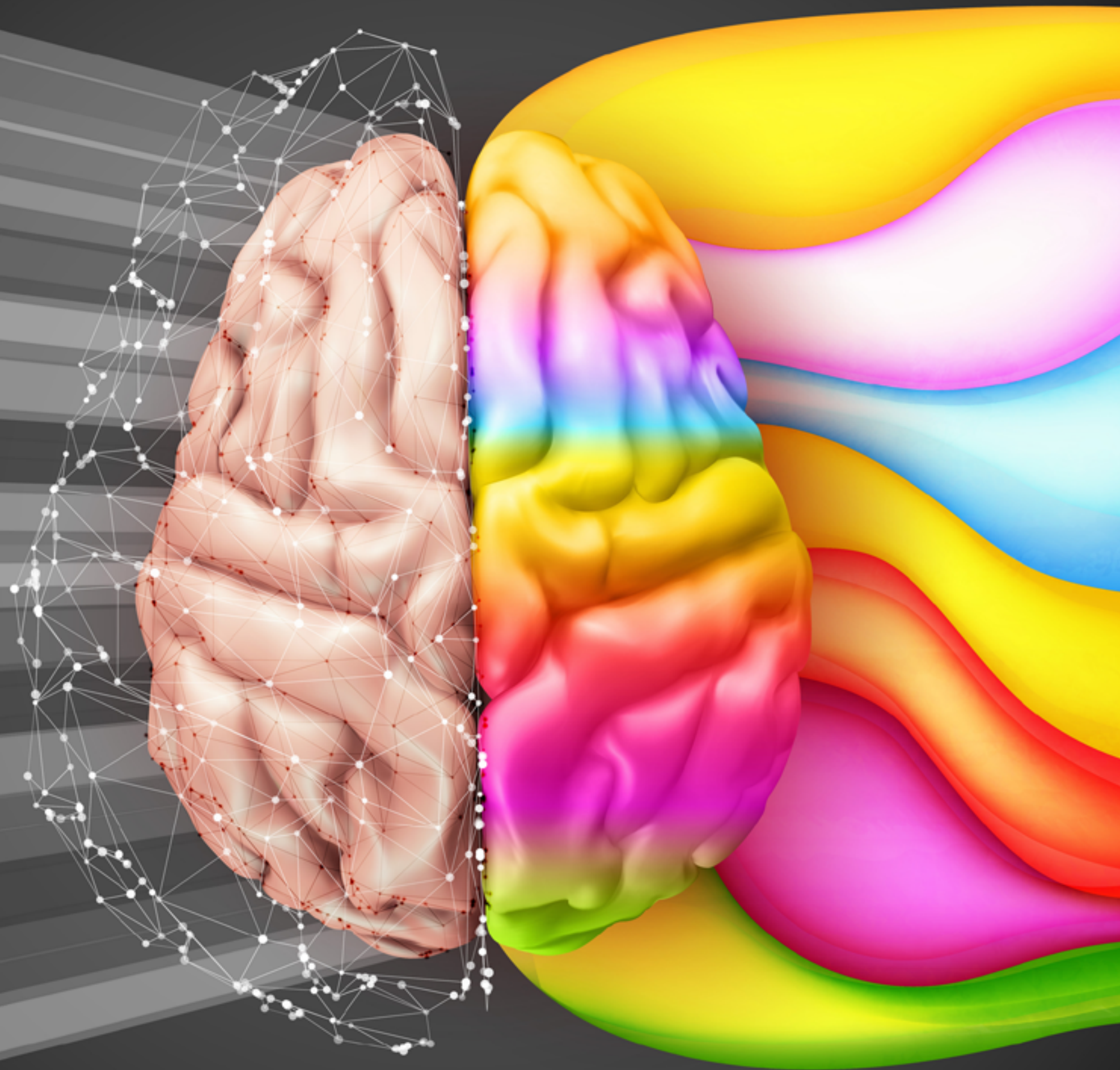
RIGHT SIDE

+

LEFT SIDE

=

***OUTSIDE-THE-BOX
THINKING***



People have two distinct and differently functioning sides of their brains.

The left side of the brain, associated with logic, analytics, and detailed-oriented thinking, processes numbers, patterns and hard data is crucial for strategic business decisions.

The right side fuels creativity, intuition and holistic thinking, driving innovation, empathy and the ability to envision the bigger picture.

But CDP isn't about people resting on the laurels of their dominant brain. People have to use both sides, but when a dominant left meets a dominant right, domination happens.

It emphasizes the value of interdisciplinary collaboration, where teams merge analytical acuity with creative instincts to create outside-the-box solutions.

It celebrates the diversity of thought and cultivates a culture of unity, where left-brained "critical thinkers" and right-brained "creative thinkers" collaborate harmoniously,

To successfully apply this approach, teams have to be committed to Better Practices and learning from each other.

They must analyze performance together, learn from creative successes and failures, and refine strategies iteratively based on insights and feedback.

They have to have a mindset that owns the results and outcomes of not just their own specific expertise, but the collective performance.

This is why Noble Studios works in interdisciplinary client teams.

Probing questions and understanding the “why” behind outcomes drive iterative improvements guided by data and audience response.

Empathy plays a crucial role within this concept, encouraging marketers to understand diverse perspectives, whether from team members or clients. By leveraging this understanding, strategies can be devised that resonate with clients’ goals and needs.

Real-world marketing campaigns, such as innovative product launches or viral social media campaigns, often embrace this balanced approach. By harnessing the logical precision of the left brain and the creative intuition of the right brain, marketers create campaigns that not only achieve business objectives but also deeply connect with the target audience.

The result? A powerful, innovative and effective marketing strategy that stands out amidst the competition.

LTVA sought a future-proof brand strategy geared toward a post-pandemic evolution. The work started with research that informed both our creative teams and our performance marketing teams.

[Learn More](#)



IMPLEMENTING
A CDP
APPROACH



Ready to CDP? Almost! You need your team with a specific set of skills. The team has to:

- **Collaborate Effectively:** Work in unison to combine individual efforts for achieving common objectives.
- **Foster Mutual Respect:** Appreciate each team member's unique skills and contributions, creating a supportive work environment.
- **Communicate Openly:** Maintain transparent, honest, and clear channels of communication to ensure alignment and minimize misunderstandings.
- **Share Responsibility:** Hold each team member accountable for their role, contributing to the overall success of the project or initiative.
- **Create Synergy:** Leverage the collective strength of the team to produce results that surpass what any individual could achieve alone.
- **Solve Problems Collaboratively:** Tackle complex challenges effectively by pooling diverse skills, experiences, and perspectives.
- **Promote Learning and Growth:** Facilitate learning from each other's experiences, insights, and feedback to enhance skills and competence.
- **Encourage Creativity and Innovation:** Foster an environment that sparks creativity and innovation by valuing diverse perspectives and ideas.
- **Celebrate Shared Success:** Emphasize the shared celebration of success when goals are achieved collaboratively, reinforcing the spirit of teamwork.

Creative Digital Performance (CDP) is not just a marketing approach, but a paradigm shift that brings together data insights, creativity, intuition, empathy and teamwork.

It emphasizes a holistic, data-informed decision-making process that values the human element just as much as the numbers.

With CDP, marketers can harness the power of data without losing sight of the human connection, fostering strategies that resonate with audiences in a meaningful way.

If you're ready to transform your marketing efforts, we invite you to explore the potential of CDP with us.

We believe in fostering partnerships that drive growth, innovation, and success. So why not harness the power of right-side and left-side thinking for your brand? Together, we can unlock new possibilities, create compelling narratives, and forge a path towards industry impact.

Let's work together. Reach out to us today, and let's start creating remarkable marketing solutions that truly resonate with your audience.

[Let's Work Together](#)

WHO TF IS NOBLE STUDIOS

Noble Studios is an award-winning creative digital performance marketing agency that helps organizations in Travel & Tourism and B2B Tech (Fintech, Health Tech and SaaS) develop better practices and achieve inspiring results.

Since 2003, they have completed work for global brands such as Travel Nevada, Tahiti Tourisme, Yosemite Mariposa County, Autodesk, Adobe, Google, the University of California and more. With offices in Reno, Las Vegas and Bristol, U.K., they offer brand strategy & services, web design & development, search engine optimization, creative services, content marketing services, paid media marketing and conversion rate optimization. Noble Studios also is an approved Google Analytics Certified Partner (GACP) and Google Partner. Let's Be Better Every Day!

Let's work together. Reach out to us today, and let's start creating remarkable marketing solutions that truly resonate with your audience.



**LET'S
BE
BETTER
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