



**Campaign multiplication**      unlocks meta & google performance.

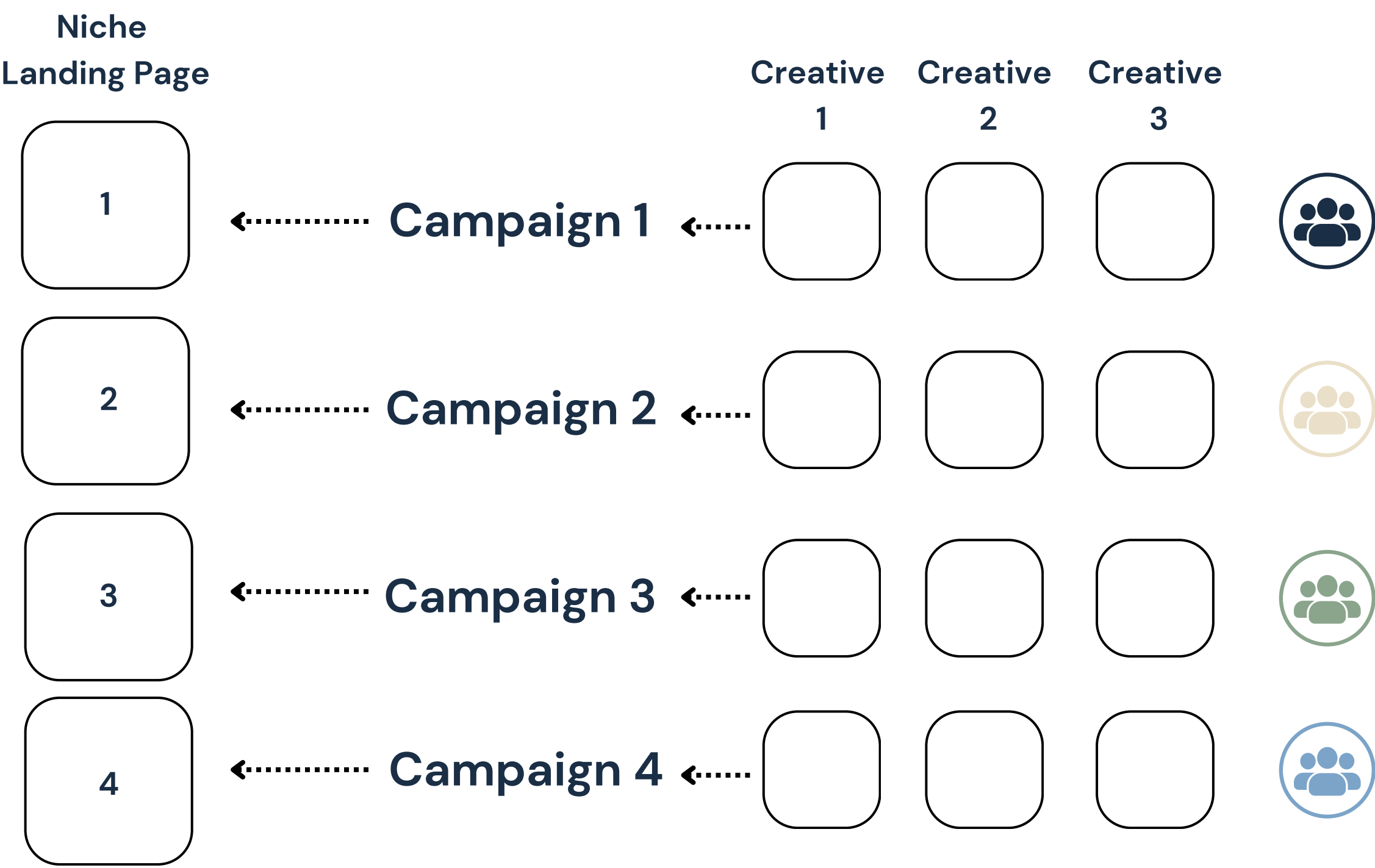
**You’ve heard** of, or have already been impacted by the Andromeda algorithm changes with meta.

If you’re at the front of the curve, you’ve adopted the “The Creative is the Targeting” strategy that comes with the update.

However, what most are still missing is that **it’s not only the creative that’s the targeting, but it’s also *the landing page*.**

We’ve developed a strategy that slices your customer psychographics into their most core niches, creating custom campaigns and landing pages for each.

It’s like getting the benefits of implementing more specific targeting in your campaigns, but without actually having to do so.



IE If you sell a health product that hits several use cases, we would run a campaign for gut health, teen health, longevity, athletes/protein, money savings, etc.

And that’s it. If you have a team that can run with this idea, then go for it.

PS We’ve found that this verifiably also improves ROAS on Google ad campaigns, as the more diversified traffic feeds data to the pixel that’s also on page. We’ve seen up to 10x ROAS with this. Multiple times.

**If you would like a complementary call** where we come up with a handful of campaigns and creatives to run with this strategy, you can click [Here](#) to book a time with us.