

David: It's the first time in a long time that there is a new platform that captures demand.

David: This is ad lib performance marketing dissected, decoded and delivered.

Gavin: Welcome to AD Lib. Thanks for being here for our first inaugural premiere episode. We've got a great one for you this week where we're starting hot. I'm your host, Gavin Flynn. The way this is going to work each week, we're going to kick things off with a hot headline. So basically looking at the latest news, hot topics, trends, we're going to be joined by Lyndsey Steir.

Gavin: Not the last time you'll be seeing her. She's a co-host. And then after that short segment, we're going to be transitioning into more of a deep dive conversation. That's when we're going to be spending some time with industry experts, partners, brands themselves to talk about what they're doing, , what's happening in the marketing world and spending a little bit more time there.

Gavin: So for this week's deep dive conversation, we're going to be joined by none other than LP's chief product officer, David Johnson. Great guest to have. He's got great overviews and insights on larger marketing trends that are happening currently today. And this week we're going to be talking about AI technology. But let's kick things off by transitioning right into this week's headline.

Gavin: All right. We're going to head into our headline of the week. Lindsey, thanks for joining.

Lindsey: Thank you for inviting me.

Gavin: We're going to be talking about metas new creator Fast Track program. If you if you heard of this thing that I.

Lindsey: Have heard about this, I don't have all of the details on it, but it's my understanding that they're trying to lure short form content creators to the platform because, as we know, there are other platforms that are gaining market share.

Gavin: Basically trying to get that market share away from your TikToks, your YouTubes, back onto the meta platform, and they're doing it with the universal language of incentive programs for creatives.

Lindsey: And they think that the audiences are going to follow these content creators.

Gavin: That that's my question here, and we can dive into it a little bit further. But basically, monetary incentive for micro and macro influencers based on the follower account that you have. And you can cross-pollinate the content between all of the different platforms.

Lindsey: Interesting. Okay, so not forcing unique content.

Lindsey: Maybe not how I would have done it.

Gavin: Creators in the program can earn up to \$1,000 a month if they have 100,000 followers on Instagram, TikTok or YouTube and then up to 3000 a month if they have more than a million followers on any one of the platforms. The thing that really stood out to me, there's a certain amount of content that needs to be delivered.

Gavin: I think it's 15 reels. There's some other specifics.

Lindsey: They're spaced out, spaced out.

Gavin: AI content is applicable. Oh four it is permissible. I didn't really I was I was doing a little bit more research into it to figure out , okay, what's the.

Lindsey: How much I.

Gavin: What what's what's the play here. So, it's going to be interesting to see how this develops. , there's some pretty obvious reasons for why this is being implemented. Do you think it's going to work? Do you think this is actually going to bring the creators over from TikTok?

Lindsey: I think so , it's a monetary incentive that doesn't have too harsh of parameters around it.

Gavin: The funny thing is I'm disagreeing here. Oh, I'm disagreeing so.

Lindsey: And I show me the money.

Gavin: Yeah. Well and that is going to be the, the key. I think that there will be an initial influx of content creators that are moving over to the platform and they need in order to collect that initial check. But I was doing a little bit of research, and actually, it sounds back in 2021, TikTok did a similar incentive program for creators to get them on to the TikTok platform, and it was running for about, I think, two years.

Gavin: But they ended up shutting it down.

Lindsey: Because everybody moved over and it worked, and so they didn't have to pay them anyway.

Gavin: Well, actually, you.

Lindsey: Clearly have researched this more than I.

Gavin: I feel creators aren't getting paid a ton.

Lindsey: Think back to 2021 for your fact.

Gavin: Yeah, yeah, I was doing some rate. No, no. But the the interesting thing was it got a lot of slightly negative attention from the creators because frankly, they weren't getting paid a ton where it was a per impression base or something along those lines. And there was a lot of negative press around creators showing their payouts and going, hey, I did all this work.

Gavin: I made 50 bucks.

Lindsey: Yeah. But I guess, if you have 100,000 followers that, that's an influencer. Speaking of somebody who does not have 100,000 followers, but, , if I'm then, , given \$1,000 to just be able to repurpose some of my content onto a platform that is a major platform, , and I'm just now paying more attention to it.

Lindsey: , yeah, I would do it.

Gavin: And to add on to that, I guess it depends on what we mean by work, right? What we.

Lindsey: Mean by success and.

Gavin: What we mean by success. I think that it will have the desired effect of holding a little bit of ground, because right now the whole thing with meta is it's an older demographic.

Lindsey: , if the success is that these creators are doing the program, I think that that will be successful. But I think if yeah, we're saying the successes, are we shifting the audience, , of the platform, it's probably going to take a lot more.

Gavin: Creators can move across different platforms, this incentive model is pushing them to do. And the key for brands, regardless of these incentive models, is still going to be testing the different platforms, seeing what's working, doing time constrained data analysis and making decisions based on that. And I think those larger trends are really, really hard to control with financial incentives through creators.

Lindsey: I'm also a little confused as to if they're going to start this. Why not have it be for unique content to start and then maybe walk that back if you then aren't? Because I feel that. That is how you could shift the audience a little bit more effectively. If I'm following, , a personality or, , a content creator, and I know that they're putting something different onto this platform, that is what is going to, I feel , make me want to move there even temporarily.

Lindsey: And then, yeah, , maybe stay around longer.

Gavin: Yeah, we'll have to check back in in a few months and see if this is actually having an impact on too much. But we think I'm thinking 3 to 6. I think that we'll, we'll we'll check back in in the summer and see see what's happened.

Lindsey: Through the six months.

Gavin: And that's our hot headline shout out to Lindsay for joining us. Won't be your last time seeing her. She's going to be a recurring guest on the pod. So we're transitioning next into my conversation with David Johnson, who was a good git chief product officer here at LP, is a busy guy, leads product strategy and a price paid media search strategy automation.

Gavin: He's overseen a lot of spend, so the guy knows what he's talking about, and he's helping shape the strategy for how we're managing accounts into the future and has a finger on the pulse for what new trends are going to be on the horizon. So in the

conversation I have with David, we're going to be talking a little bit about ChatGPT buyer intent, how that's changing and how that has changed in the last even year or two, talking about the evolution of image search and then also diving into Google AI Max.

Gavin: So yeah, let's head into the lap with David Johnson. David, welcome to the AD Lab.

David: Yeah. Thanks for having me.

Gavin: First time in. First time in. So I to kick things off with a quick question.

Gavin: And this can go any different directions. Yeah. So what was the most recent thing that you googled.

David: So the most recent search I have is I did a Google search for what are the most iconic watches. So the watch guy, yeah, I am a watch guy. And I looking at top ten, top 20 lists. I can't afford any of them. It wasn't this was this was maybe a buyer intent, but it turned out very quickly to not be.

Gavin: It turned into research.

David: Yeah, I turned into research. But that was that's my most recent Google search. , obviously if we're looking at , the span of my career in E-com, there's there's so much change that's happened with with E-com lead gen just digital marketing in general.

Gavin: How do you stay tuned in? How do you stay tapped in? , you've grown so much in your position at LP.

Gavin: How do you stay in the loop on developments and what's going on?

David: Yeah, it is tough. It takes us a lot of proactive research. I still do have one client, which is very helpful.

Gavin: How long have you had that client?

David: I've had that client for ten and a half years. I. I actually got the client two weeks after I started LP. I did the intake because I've been an LP for ten and a half years. It was a it was a rough intake call. He was very hard on me. He was, , he grilled me crazy to make sure I knew what I was doing.

David: He ended the call with telling me, don't f up. That was how that was how the call ended. And I was , oh man, this is going to be really tough account. But over time, obviously we've we've worked together for a very long time. I have a call with him today, actually. I've talked to him every Wednesday for the last ten and half years.

David: Dedication, dedication. So but that that helps me a lot because I get a ton of insight from that. Just managing this one account. That's very helpful. Additionally, I'm pretty involved with a lot of the accounts on our team. And then, , going to events is really helpful. I was at Intel last week, and it's a really eye opening experience from the standpoint of seeing

how enormous the digital ecosystem is, how many solutions are out there, how many technology partners are available.

David: You just learn a lot about what's available and what other companies are doing.

Gavin: What were some of the key trends or major talking points that you were seeing a lot at retail, but also just in, oh.

David: Take a wild guess. It's two letters. In alphabetical order. Allen.

David: Yeah. Allen Iverson, . Yeah, it was all it. I obviously was , that is the talking point. ChatGPT is obviously top of mind right now for a lot of advertisers, because they announced that they are now going to start having ads, and advertising is going to get to a point where that is the norm. Right. So one of the exciting things for me about AI from an advertising perspective, it's the first time in a long time that there is a new platform that captures demand.

David: , Google captures demand, Microsoft captures demand, Amazon captures demand. They've been around a really long time, right. And a lot of the new platforms that we've seen, a lot of it's demand generation based, meaning that it's it's branding, it's it's it's creative based. It's not capturing demand from a search standpoint where now with ChatGPT and Gemini and Cloud, it's a place where someone can go to it to search intentionally for a solution and be delivered something that can meet their needs.

David: Right. And that's that's capturing existing demand. There's a lot of cultural changes that need to happen in order for that to work, because right now, a lot of what's going on with ChatGPT and others doesn't have a buyer intent behind. It has a research intent behind it. , for example, if I look at my history, , it's things , oh, who are the last 20 Super Bowl performers?

David: Right. There's no buyer intent there. They're going to have to start training people to use it for that. And because Google had to do the same thing right when Google first came out, it was 100% a I have a paper due and I need to find some articles. Right. It was a research tool. People's usage of it shifted to buyer intent fantastically, but that didn't happen overnight.

David: And a lot of people forget that. It was really weird when Google first started A to use it to go buy something and be even to buy something on the internet wasn't all that common, right? Oh, I'm , I'm not really going to type my credit card into this random website. And now that's completely shifted. , I think I think you'll start probably seeing OpenAI make television advertisements that are more on the buyer intent side.

David: They're going to need people start going to it to solve problems , hey, I need something that fits my car, right? I want to I want to lift kit for my truck or what's the best one to buy? And it's going to start recommending them. I think there's a lot of potential

with, apparel where, , your personal AI can know your sizes, your style, you're sure your shoe size and your waist size, your inseam and your shirt size.

David: And you can go to it and maybe you can ask it something , I have a party, I'm going to it's a semi-formal attire and curate an outfit for me. And it will be , okay, great, we know your sizes and then they'll pull together. Okay, we want the jacket from here, the shirt from here, the pants from here, and the shoes from here.

David: Do you want to buy this all now? Right. And then you can probably see an image of yourself wearing it. You . Okay, I that. And then you're going to one click of a button. All those things will be shipped to you from separate retailers up until it has that capability. I really don't see it making a dent in the search market share.

Gavin: Have you seen other consumer behaviors change, let's say in the last maybe a year or two? And do you have any predictions for further changes in user behavior?

David: Yeah. Well, , one of the obvious ones with consumer behavior is the migration to making purchases on your phone. Right? 5 or 6 years ago, it was more common for someone to purchase something on a desktop nowadays. , we're we're approaching 70 to 80% of purchases that happen online happen on a phone. We're seeing a major shift there where it's so comfortable to buy something on your phone.

David: And quite frankly, it's easier to buy something on your phone than it is on your computer.

Gavin: More accessible.

David: Yeah. , you have Apple Pay or you have Google Pay or whatever, and you just go and you buy something and it's great from a searching standpoint, long tail is getting longer. So queries are getting longer from, from, from users where they're getting more specific. People are being much more intentional with what they're searching. Maybe more picky.

David: Image search is becoming really popular, where if you have the Google app on your phone, you can use the Google Lens and you can actually take a picture of something and the internet will find it for you. And I do. I use this all the time now where if I see something that I really and I'm , well, I don't know what brand that is, I don't know who makes it.

David: So then you take a picture of it or you even then just copy a picture from the internet and do a reverse image search. And also you find it, you're , cool, I'm buying that. I've done that many times now at this point where that's a whole new ecosystem of search.

Gavin: A lot of those talking points that you've been hearing at events, implementation of AI within marketing strategies, you're seeing that in pay per click accounts, p max versus shopping versus search. I imagine that the way that even yeah, pay per click accounts are being managed. Now we're using a lot of those tools. You've seen that firsthand.

David: Oh absolutely. And Google's ingested a lot of their AI technology to the platform. P max is largely automated and with the way that it participates in the auction and the types of searches that it shows for, and it works fantastically well, it is a phenomenal product from Google. What's really cool about that is it's allowed us to migrate more time to strategy and less time to changing individual bids on things, so we can spend a lot more time focusing on how to grow accounts rather than actually performing the manual tasks.

David: So that's been a that's been a huge win for us. And I think for most agencies, I don't I rarely come across someone that says I don't use p max, the new iteration of in Google technology is they call AI max. And it's and it's a feature that you can implement on existing campaigns that, is still developing.

David: , we're still seeing its performance. I firmly believe that it will get to a point where it is widely adopted and it works fantastically well. And that's that is the the new feature. And it doesn't necessarily increase your ad inventory, but it can change where you show and what types of searches you show for, because it uses AI to better connect the query to you.

David: And that's going to be a fascinating development. , there's not advertising in Gemini yet. I don't know if there will be. I would imagine so. Because it's going to be really easy for Google to migrate that. I would anticipate at some point in the next year or two, you're going to be able to run Gemini ads through your Google Ads account.

David: , I don't know that, , Google hasn't told me anything, but it would seem very bizarre if that wasn't the case.

Gavin: One more question on this topic. If you were going to leave, let's say a brand owner with words of advice moving into the next few years, let's say specifically with an e-commerce merchant, what would be your words of wisdom for how to prep for the future? Things to take stock in?

David: Yeah, , my advice hasn't changed with the with everything that's gone in the last ten years. And it would be to rigorously and cautiously test, treat everything as a test and don't be afraid to lean into new technologies. But also don't put all your eggs in that basket. Don't abandon the ship you have for something new.

David: But any opportunity that you get to test a new platform to test a new strategy, do it, but treat it as such, right? Because typically for a lot of new technologies, early adopters don't win, whether it's campaign types or technologies, they need adoption in order to refine the product. They need people to use it, and they need data, and then they can make it better.

David: To be an early adopter of these types of things isn't always that much of a benefit, because you can get in at any time. That being said, if you aren't putting all your eggs in that basket, get in. Test, learn. Try to stay on the cusp of things. Talk to your peers. Talk to your agency. That I think is is one of the most because it's going to continue to change, it's much different now than it was ten years ago.

David: And ten years from now, if we watch this podcast, we'd probably laugh. I'd be , wow, we didn't know anything. If only we knew. And that's, that's that's where we're at.

Gavin: David, thanks for coming in.

David: Yeah, absolutely. Thanks for having me.

Gavin: And there you have it. Thank you Linsey. Thank you David. And thank you the listener for tuning in for this first episode. More test trends and insights coming your way next week. Catch you next time here in the lab.