



The Performance The Performance Marketing Flywheel

A Disciplined System for Turning Creative into Profitable Scale

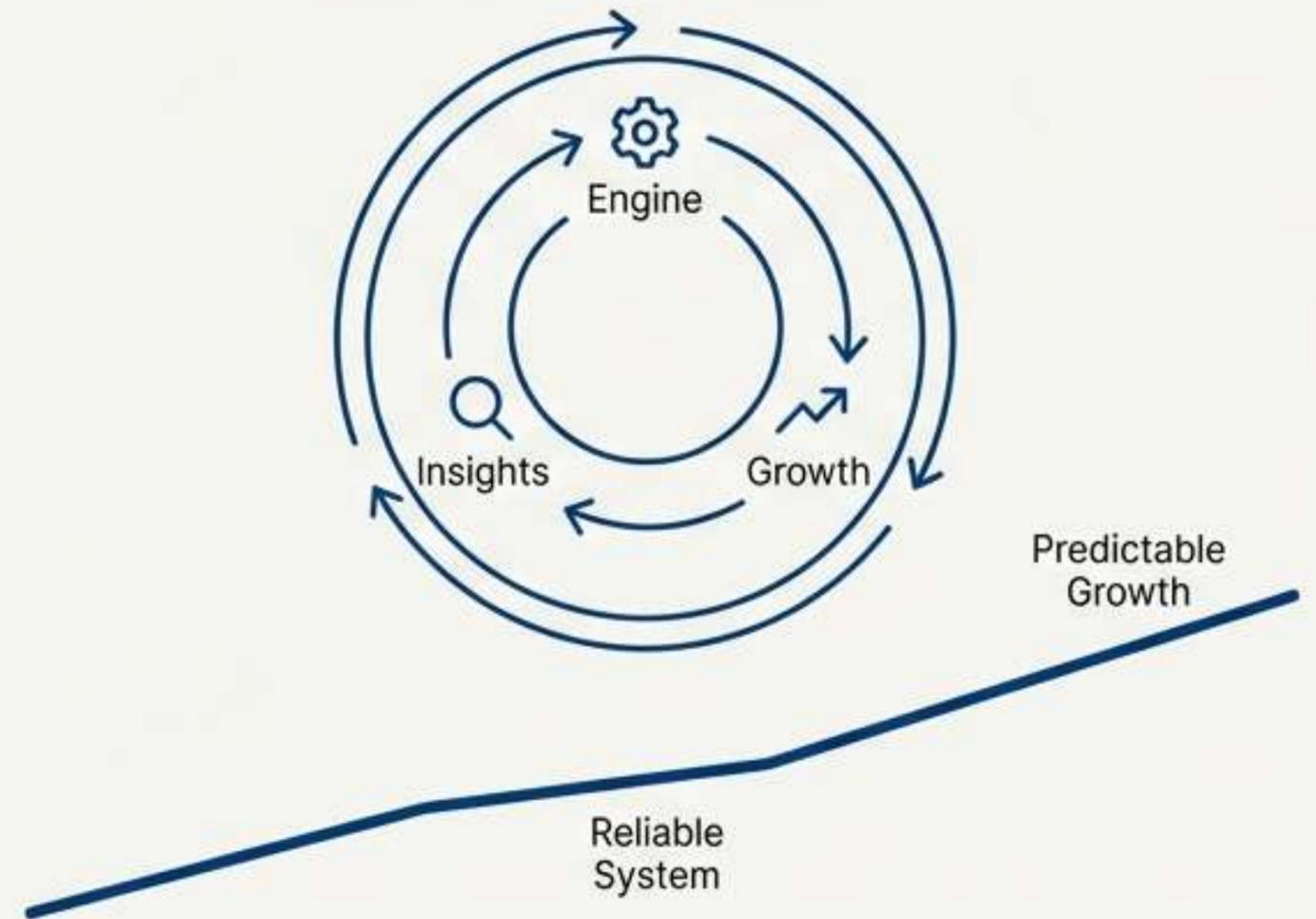
From Unpredictable Bets to a Reliable Engine

Most performance marketing feels like a gamble. Budgets are wasted on ads that don't work, ROAS is inconsistent, and scaling is a matter of luck. This playbook introduces a structured, repeatable system that transforms that chaos into a predictable engine for growth.

The Old Way

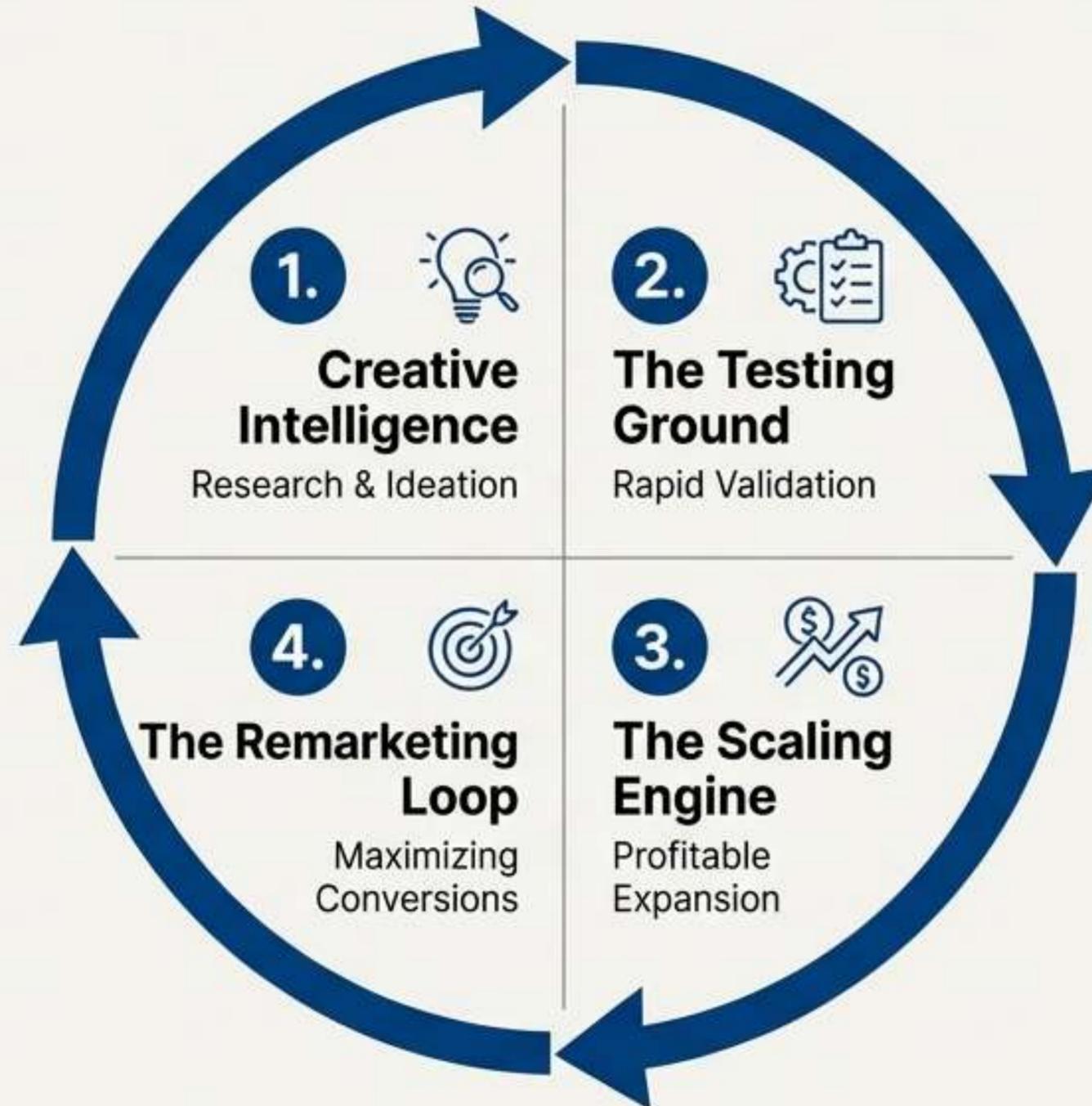


The Flywheel System



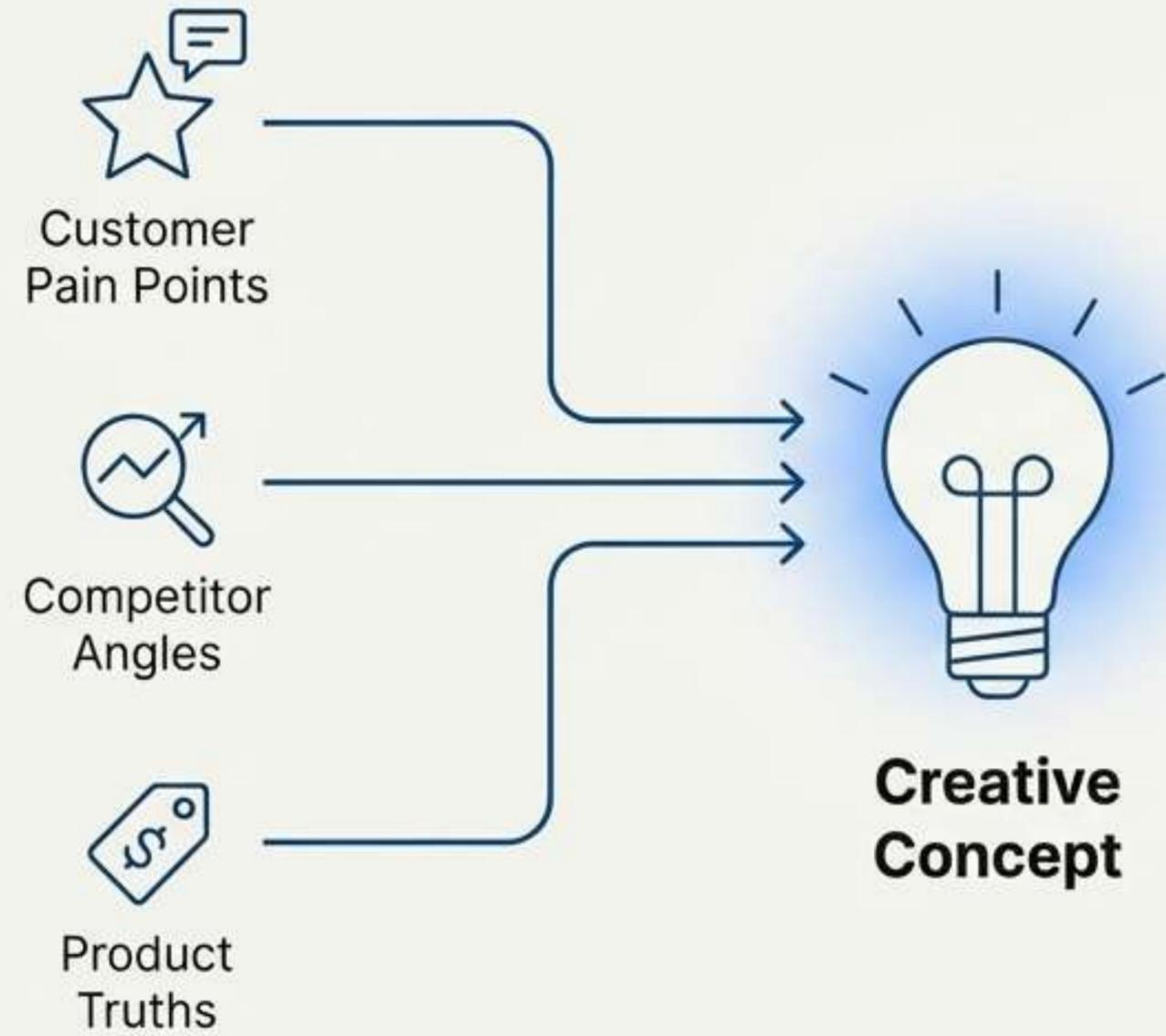
The Four Phases of the Flywheel

Our system is built on four interconnected phases. Each phase feeds the next, creating a self-sustaining loop that continuously improves performance and drives scale. We will explore each phase in detail.



Phase 1: Creative Intelligence is the Fuel

Every winning ad begins long before you open Ads Manager. The first phase is about systematically gathering the raw materials—customer pain points, competitor angles, and product truths—that will fuel your creative concepts.



The Creative Research Toolkit

A systematic approach to research involves mining three key areas for insights.



Competitive Analysis

- **Tools**

MagicBrief, Foreplay, Ad Library

- **What to look for**

Find relatable hooks and concepts. Filter by longest-running ads, format, and theme.

The goal is inspiration, not imitation.



Customer Voice Mining

- **Sources**

Amazon/Marketplace Reviews (yours and competitors'), Quora threads, industry blogs, YouTube comments.

- **What to look for**

The exact language customers use to describe their problems and desires.
Read FAQs to uncover objections.



Product Insight Distillation

- **Sources**

Your own Landing Page, Amazon A+ Content, customer service logs.

- **What to look for**

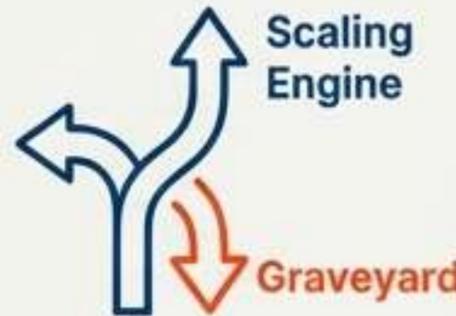
Distill core USPs, benefits, and features into clear, concise statements.

Phase 2: The Testing Ground with DCTOC

DCTOC (Dynamic Creative Testing) is the ultimate proving ground. Its purpose is to efficiently validate creative concepts against a core audience, using a strict set of rules to determine which ideas have the potential to scale profitably.



Goal: Quickly find winning creative by testing different formats (video, static) and angles (Problem/Solution, USP-based, Explainer, etc.).



Outcome: Ads either “graduate” to the Scaling Engine or are moved to the “**Graveyard**” or turned off.



Core Principle: Let data, not opinion, decide what works.

The DCTOC Protocols: Rules for a Fair Test

Budgeting Formula

Daily Budget per Ad Set = $1.5 \times \text{AOV}$
(Average Order Value)

This ensures each ad set has enough budget to generate meaningful data.

Test Duration

Run for a minimum of 3+2 days.

Allow 3 days for the algorithm to optimize, then 2 days for performance evaluation.

Optimization Logic

Increase campaign budget by **20%** if hitting breakeven ROAS for the last day.

Decrease campaign budget by **20%** if NOT hitting breakeven ROAS for the last 3 days.

Pass/Fail Criteria

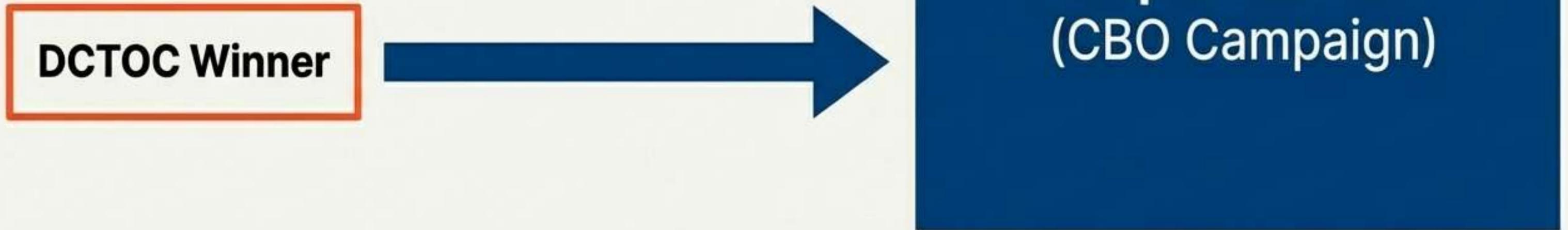
WINNER: Consistently hits or exceeds breakeven ROAS. Graduates to the Sniper Method.

FAIL: Does not hit breakeven ROAS. Turn off.

INCONCLUSIVE: Fails to spend its budget. Move to a dedicated **Graveyard Campaign** with 3x AOV budget to give it a final chance.

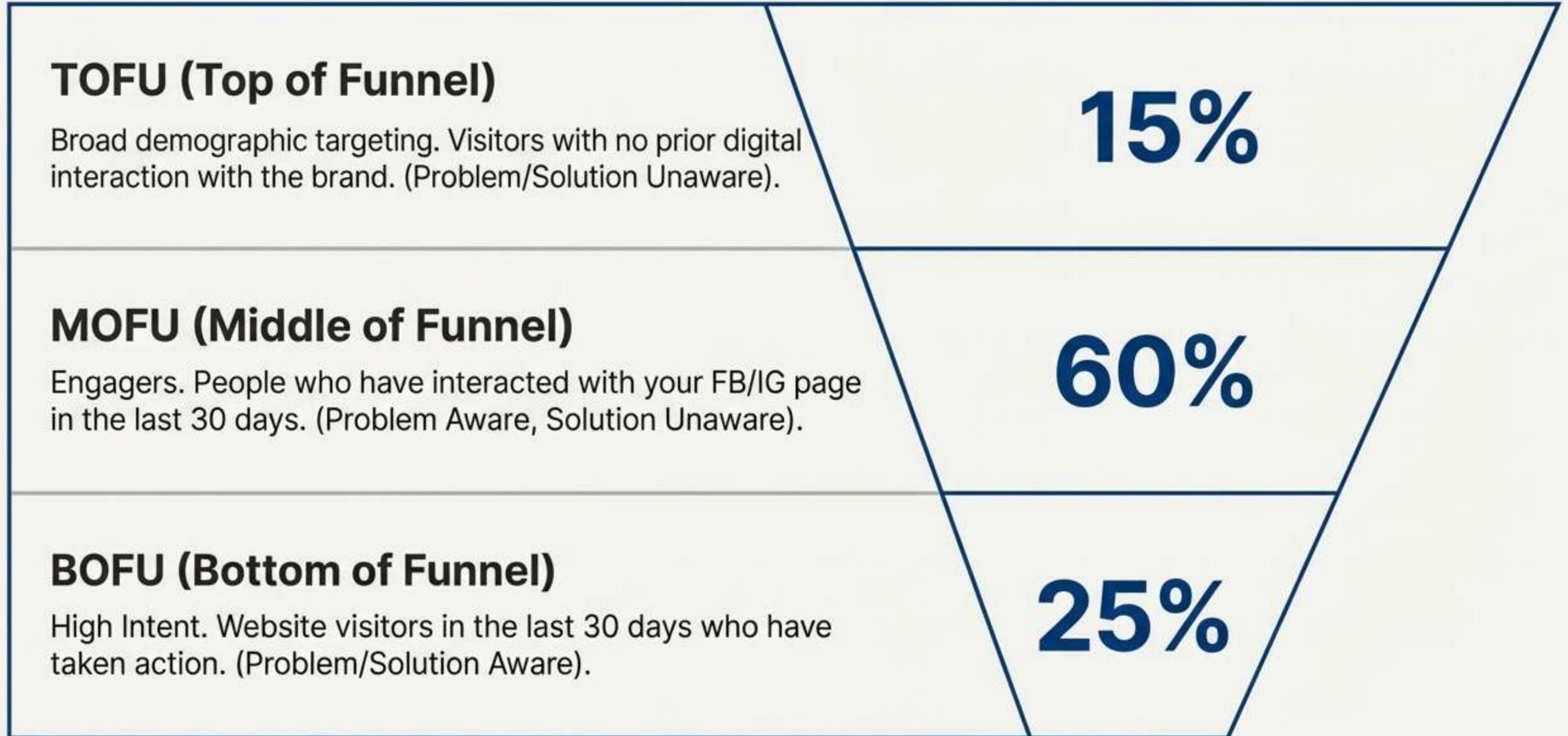
Phase 3: The Scaling Engine and the Sniper Method

Creatives that pass the DCTOC test graduate to the 'Sniper Method' campaign. This is a CBO (Campaign Budget Optimization) environment designed to give your best-performing ads the budget they need to scale across your core audiences.



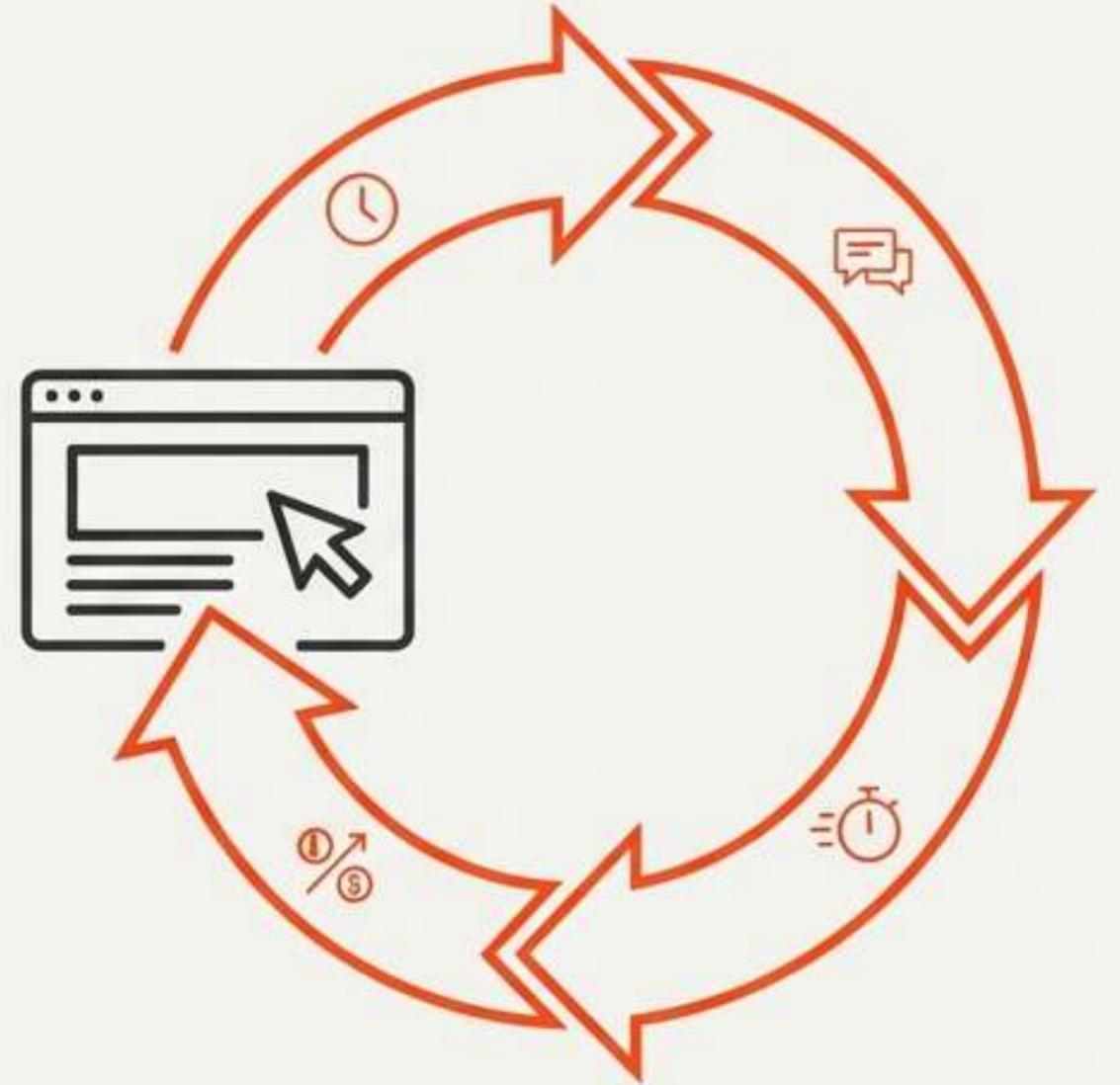
The Scaling Engine is where we move from validating ideas to systematically extracting value from them at a larger spend.

The Audience Architecture: Full-Funnel Dominance



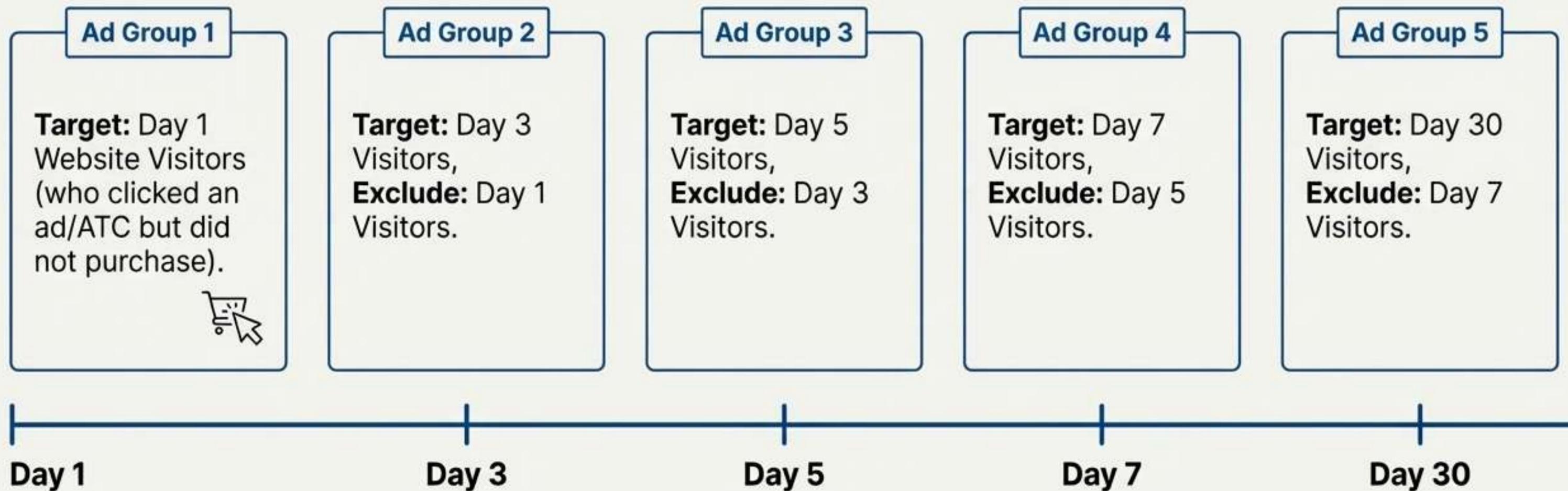
Phase 4: The Remarketing Loop

Not all website visitors are the same. The Remarketing Loop is a sequential strategy that targets your BOFU audience with increasing urgency and different messaging based on how recently they visited your site. This maximizes conversion probability for every dollar spent.



Precision Remarketing: The Sequential Protocol

Structure your remarketing campaign with ad groups that target users in specific time windows, ensuring fresh messaging and preventing ad fatigue.



This ensures a user sees different, timely ads as they move further away from their initial visit.

Matching Creative to Conversion Intent

BOFU audiences require creative that overcomes final objections and builds trust. Focus on social proof, authenticity, and clear calls to action.

Social Proof & Authenticity



UGC Testimonials
(Review/Unboxing)



Founder's Ads (Telling the brand
story)



Answering FAQs directly



Behind-the-scenes of
manufacturing/shipping

Urgency & Offers



Special Discounts with Scarcity
(e.g., "Ends Tonight")



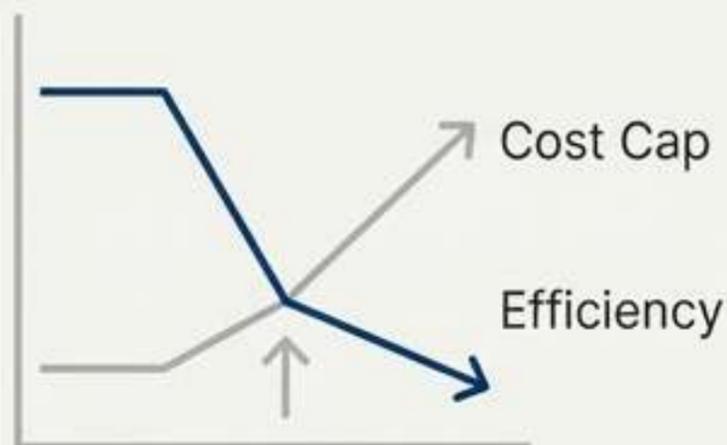
Back-in-Stock Announcements



Dynamic Product Ads (DPA) with
discount frames/overlays

Pro-Level Optimizations

Once the core Flywheel is running, you can introduce these advanced tactics to gain more control and efficiency.



Cost Cap Bidding

Run ad sets with cost caps to control CPA. Methodically reduce the cost cap to improve efficiency.



Advantage+ Campaigns

Create a dedicated Advantage+ campaign to house all of your long-term winning creatives from DCTOC and Sniper campaigns.

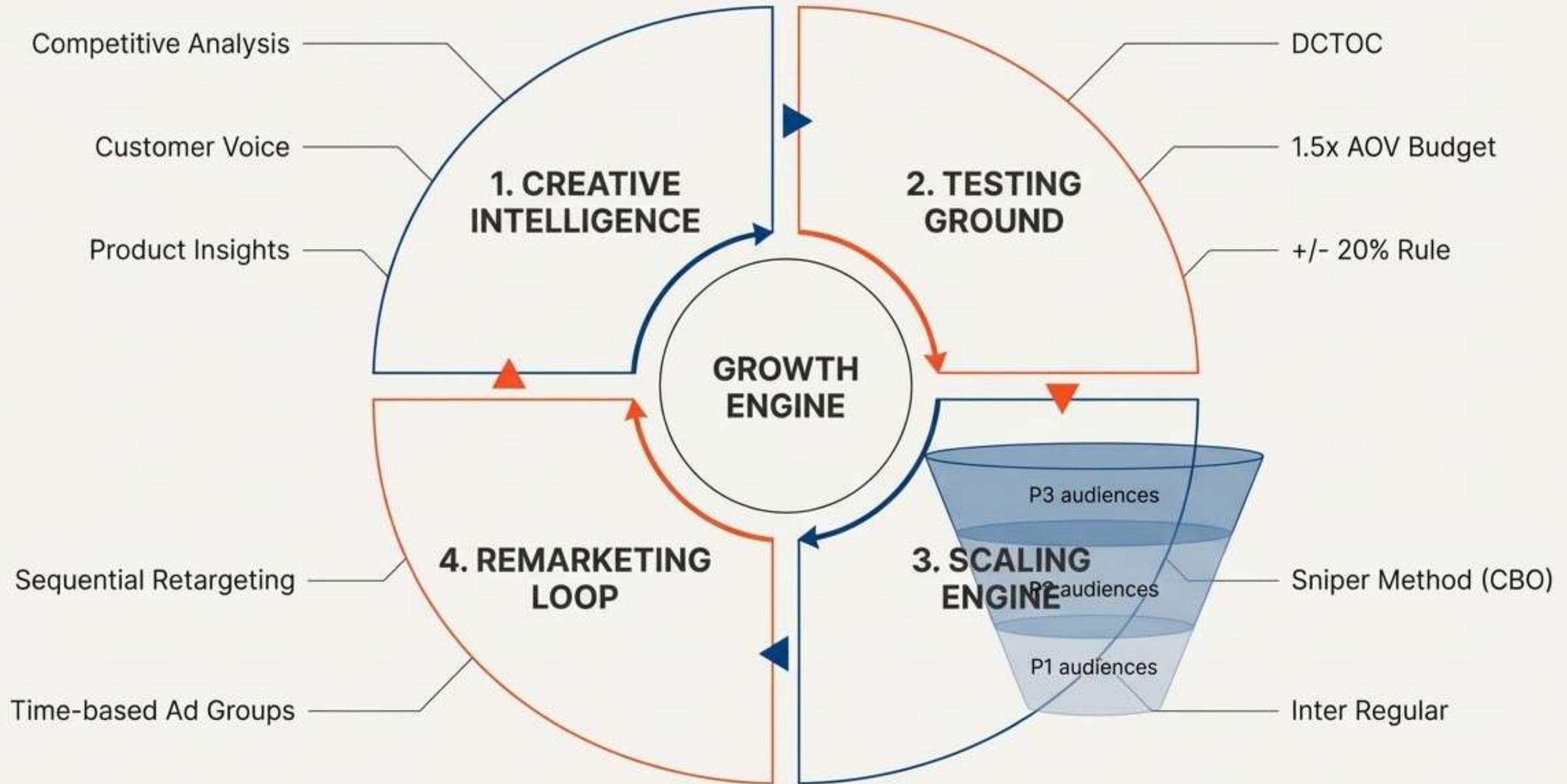


Catalog & Carousel Testing

Catalog Ads: Test both **Dynamic Ads** (for broad appeal) and **Manual Carousels** (when you know your top 10 SKUs) to find the most profitable format.

Carousel/Catalog Testing: Use ABO campaigns to test audiences and find winning SKUs for brands with multiple products.

The Complete Flywheel in Motion



The Core Principles

This system is not a set of hacks; it is a disciplined philosophy for sustainable growth.



Research Rigorously: Success is built on insight, not intuition.



Test Disciplinedly: Let objective data, not ego, determine winners.



Scale Methodically: Expand what works with a structured approach.



Retarget Sequentially: Maximize value from every visitor with precision.