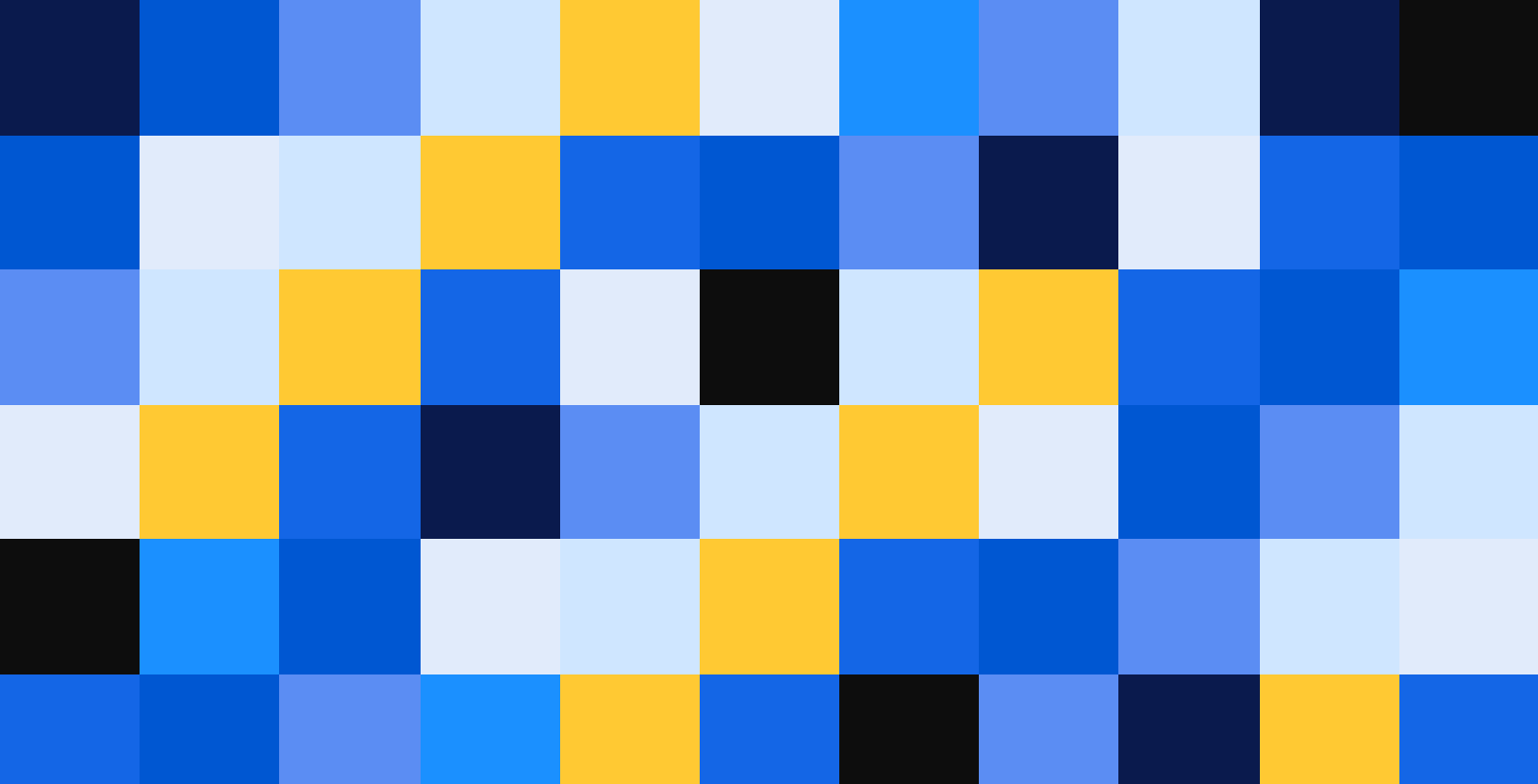




HUDACE GROWTH

Performance marketing

Spend with confidence. Move budgets live against margin,
with the moves explained.

SERVICE OVERVIEW & DELIVERABLES



Run Smarter. Grow Faster.

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Why performance has changed

Performance teams spend their days in dashboards, balancing bids and budgets across platforms while measurement gets harder. The teams that win lift the work to where it belongs: hypothesis, test design, and decisions on margin.

Running on dashboards costs you

- Budgets that follow impressions, not margin.
- Audience definitions that miss real propensity.
- Creative fatigue caught after the cost line has moved.
- Attribution arguments that delay decisions.

What changes with Hudace

- Budgets shifted live against margin.
- Audiences scored on real propensity, not last-click.
- Creative fatigue surfaced before it shows up in cost.
- One attribution view across paid channels and the CRM.

The shift: from manual bidding and lagging attribution to one connected engine that spends on margin and explains every move.

Our approach to performance

We run performance as a continuous test programme, with guardrails the team sets and trusts. Every campaign is tied to pipeline from day one.

1

Diagnose

Account audit, audience and creative assessment, and a clear-eyed view of attribution and waste.

2

Decide

A media plan and test programme tied to the business, with guardrails, budgets, and a clear review cadence.

3

Deliver

Campaign builds, live optimisation, and creative refresh on a continuing rhythm, with the team your business needs.

What is in scope

Five capability areas cover the whole of modern performance. We run them as one programme, on one platform, against one set of guardrails.

Paid search and shopping

Intent at the moment of decision.

- Google Ads and Bing Ads
- Shopping and feed governance
- Performance Max strategy
- Branded protection

Paid social

Demand at scale, on the right audience.

- Meta, LinkedIn, TikTok, X
- Audience strategy
- Creative testing programme
- Lookalike and retargeting

Display, video, and CTV

Reach that earns its keep.

- Programmatic display
- YouTube and short-form video
- Connected TV
- Brand-safe placements

CRO and landing pages

What happens after the click.

- Landing page builds
- Experiment programme
- Personalisation
- Form and funnel work

Deliverables

Here is what you receive as part of a performance engagement with Hudace Growth, in the first 30 days and on a continuing rhythm thereafter.

In the first 30 days

- Account audit and restructure plan
- Audience strategy with propensity scoring
- Attribution baseline (live)
- Campaign architecture by channel
- Guardrails and budget policy

On a continuing rhythm

- Campaign builds across paid search, social, display, video
- Creative rotation and testing programme
- Landing page experiments and CRO
- Bid strategy and budget governance
- Weekly performance report with decisions log
- Monthly business review on margin
- Quarterly growth model review

What you receive: a connected performance engine that spends on margin, tests on a steady rhythm, and explains every move in plain language.

The outcomes

When performance runs on one connected programme with AI accelerating optimisation, the gains show up in efficiency and growth.

30%

less waste in paid spend,
on average

Spend with confidence

Budgets follow margin, guardrails are explicit, and every move is explained.

Days

to a clean attribution
baseline

Test with discipline

A continuous test programme with clear hypotheses and outcomes.

One

view of pipeline by
campaign and channel

Measure to revenue

Attribution across paid, owned, and earned, tied to pipeline.

Illustrative outcomes based on running performance marketing on Hudace Growth.

THE AI INSIDE

AI accelerates the work, your team owns the strategy

AI runs across the routine layer of performance so leads focus on hypothesis, test design, and the calls that move the business.

Propensity scoring

Scores audiences on real propensity, not last-click, so spend follows intent.

Creative fatigue detection

Flags fatiguing creative before it shows up in the cost line.

Live optimisation

Shifts budgets and bids against margin within guardrails the team controls.

Plain-language reporting

Turns dashboards into commentary, so reviews are about decisions.

Built to be trusted: AI works on your governed data, respects brand and policy controls, and keeps a human in control.

Built for every role

Each role on your team gets the view that fits the work, on one connected platform.

Chief marketing officer	One view of paid pipeline against the targets you committed to.	Head of demand	Live performance against margin, with the moves explained.
Performance lead	Campaign architecture, guardrails, and the test programme.	Analytics partner	Attribution and forecasting tied to the business.

In practice

Performance reviews used to be about reconciling reports. Now they are about hypothesis, decision, and margin. The work moved up a level, and so did the results.

Marketing leader, growth-stage business

30%

less waste in paid spend

2x

more tests shipped per quarter

1

attribution view across channels

Illustrative outcomes based on running performance marketing on Hudace Growth.

Why Hudace

What sets Hudace Growth apart for performance marketing is not one feature, but the shape of the whole engagement: connected, intelligent, and built to fit how your team actually works.

- AI-native, not bolted on. AI runs across audience, bid, and creative work.
- One platform across paid search, social, display, video, and CRO.
- Live in weeks, with a clean attribution baseline in days.
- Configurable to your guardrails, your goals, and your review cadence.
- Built for the brand safety, privacy, and audit standards modern marketing requires.
- Measured against margin, not impressions, from day one.

See it in your business

Run performance as a confident, governed engine that spends on margin and explains every move, on one connected platform.

Ready to see it on your marketing function?

Book a session and we will show Performance marketing on the way your team actually runs, with the deliverables, the milestones, and the measurement laid out.

[Book a session](#) · hudace.com/products/performance-marketing



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