What We Do Case Studies Bloa Who We Are Careers Contact Us Our Insights

Insights, trends, and findings from our experts across performance marketing and advertising channels and tactics.

Filter posts by category:

Paid Search Direct Mail CTV/0TT Sponsored Content Programmatic Radio CR0 Television Paid Social News & Updates Press Releases Creative Digital Audio & Podcasts

SE0

Out of Home

CR0

Selling High-Consideration Products? Here Are Three Ways to Improve Conversion Rates

Cailin Ramsey, Senior CRO Manager6 min read6/3/2024

Paid Social Creative

Mastering UGC: Best Practices for Successful TikTok Campaigns

Nikki Henning, Senior Director of Performance Marketing at BMG3607 min read4/29/2024

Landing Page Optimization Techniques: On-Page Variables to Test and Optimize

Ali DeMocker, Senior Director of CR06 min read4/2/2024

Television Creative

Innovate or Stagnate: Why You Should Embrace Creative Testing to Combat TV Ad Fatigue

Jamie Santore, Analyst at BMG3607 min read3/18/2024

Paid Social Creative

The Art of Lo-fi Content and Why It Should Be A Part of Your Creative Strategy

Myah Jackson, Associate Producer at BMG3604 min read2/21/2024

SE₀

A Beginner's Guide to a Strong Top-of-Funnel SEO Strategy

Mark Aspillera, Senior SEO Strategist5 min read1/31/2024

Direct Mail

How to Increase Sales and Drive Growth with Direct Mail Marketing

Anthony Videira, Senior Designer of Offline Media6 min read1/19/2024

News & Updates

Giving Back to the Community: BMG360 Donates \$27k Worth of Computers to Shelton, CT Public Schools This Holiday Season

BMG3602 min read12/27/2023

Radio

What's the Key to Radio Advertising in the Era of Streaming Audio?

Victoria Picerno, Senior Manager, Audio and Strategy8 min read11/28/2023

Paid Search

pMax Campaign Spend by Type: A Comparative Analysis of 61 Ad Accounts

BMG3605 min read11/7/2023

Digital Audio & Podcasts

Why (and How) to Advertise on Podcasts

Cody Doubleday; Manager, Media Strategy8 min read10/17/2023

Direct Mail

Out of Home

How to Drive Direct Response in Offline Advertising

Anthony Videira, Senior Designer of Offline Media5 min read9/27/2023

Creative

Paid Social

How to Boost Sales on Social Media Using Nested Sequences

David Troth Wright, Senior Video Editor10 min read9/5/2023

Creative

The Intersection of Creativity and Strategy: Achieving Client Goals through Ad Creative

Anthony Videira, Senior Designer of Offline Media10 min read8/9/2023

CTV/OTT

Television

Strategies for Driving Direct Response with OTT Advertising

Jacqueline Pihonak, Manager, CTV and Programmatic Strategy9 min read7/31/2023

Paid Social

SE0

How to Use Meta's Threads for Organic Business Growth

Claire McCue, Director of Marketing4 min read7/7/2023

Television

Radio

Advertisers are Adding Linear TV to Audio Campaigns...Here's Why

Rochelle Starr, VP of Media and Planning9 min read6/15/2023

Paid Social

Reels vs. Feed Inventory on Facebook and Instagram: A Comparison of Ad Spend

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency9 min read6/1/2023

Television

CTV/OTT

The Power of Streaming and Linear TV for Mobile App Marketing

Dale Neves, Director of Programmatic Media7 min read5/23/2023

CR0

Paid Social

Estimating Mobile App Ad Spend: A Comparative Analysis

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency9 min read4/26/2023

SE₀

The Four Basic Pillars of Search Engine Optimization

Mark Aspillera, Senior SEO Strategist8 min read4/12/2023

Press Releases

Direct Response Leader Barrington Media Group Rebrands to BMG360 Following Double-Digit Growth and Multiple Acquisitions

BMG3602 min read3/22/2023

CR0

6 Landing Page Templates to Improve Conversion Rates

Ali DeMocker, Senior Director of CR010 min read2/23/2023

Direct Mail

The Rise of Direct Mail Campaigns in 2023

Becky McMahon, Associate Director of Print and Direct Mail4 min read1/26/2023

Paid Social

CR0

Paid Search

Benchmarking Mobile vs Desktop Conversion Rates for 15 eCommerce and Lead Gen Brands

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency4 min read12/21/2022

CTV/OTT

How to Measure Incremental Lift to Improve Connected TV Ad Performance

Dale Neves, Director of Programmatic Media3 min read12/6/2022

Paid Social

Analyzing Spend Allocation for Top-Performing Facebook Ads

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency3 min read11/22/2022

SE0

News & Updates

Google's Leak Reveals How Websites are Ranked in Search Listings: Here's What This Means for SEO

Nate Appleby, Director of SE010 min read5/30/2024

SE₀

Guide to SEO for Blog Post Writing

Reggie Suddoth II, Director of SE010 min read4/22/2024

News & Updates Paid Search Press Releases

BMG360 Maintains Google Premier Partnership Status in 2024

BMG3603 min read3/29/2024

Paid Social

Testing Facebook's Standard Creative Enhancements for Better Ad Performance

Carson Britt, Senior Associate Growth Manager5 min read3/11/2024

CTV/OTT

10 Reasons to Add CTV to your Performance Marketing Strategy

Joe Melendez, VP, CTV and Programmatic7 min read2/8/2024

Creative

Are Short or Long Video Ads Better for Social Media Conversion Rates?

David Troth Wright, Senior Video Editor7 min read1/30/2024

Creative Paid Social

Behind the Scenes: Strategies for Creating Authentic TikTok Ads

Nikki Henning, Senior Director of Performance Marketing at BMG3605 min read1/17/2024

Paid Social
Television
News & Updates
Digital Audio & Podcasts
Creative
CTV/OTT
Paid Search

2023's Top Viewed Performance Marketing Articles

BMG3605 min read12/20/2023

Paid Social

Are Advantage+ Shopping Campaigns Worth It?

Eric Traub, Growth Manager8 min read11/16/2023

Direct Mail

What to Look Out for When Building a Successful Direct Mail Marketing Campaign

Becky McMahon, Associate Director of Print and Direct Mail7 min read10/27/2023

Paid Social

Understanding Meta's Algorithms for Better Advertising on Facebook and Instagram

Brad Klein, Senior Director, Paid Social8 min read10/6/2023

Paid Social

Zig When Everyone Else is Zagging: Standing Out in Paid Social Advertising

Brad Klein, Senior Director, Paid Social8 min read9/19/2023

Creative

Inside the BMG360 Creative Studio

Alec Green, Director of Creative Development8 min read8/31/2023

Direct Mail

How to Measure Success in a Direct Mail Campaign

Stephen Hassel, Account Executive, Print and Direct Mail min read8/3/2023

Digital Audio & Podcasts

Why is Podcast Advertising So Effective?

Cody Doubleday; Manager, Media Strategy7 min read7/27/2023

SE₀

SEO Tactics to Increase Website Traffic and Long-Term Growth

Mark Aspillera, Senior SEO Strategist4 min read6/29/2023

CTV/OTT

Programmatic

Connected TV Advertising Strategies: Using QR Codes for Stronger Results

Dale Neves, Director of Programmatic Media6 min read6/12/2023

Radio

Understanding Tracking and Attribution with Radio Advertising

Scott Kellerman, SVP5 min read5/30/2023

Radio

Television

How to Optimize Radio and Digital Audio to Increase App Downloads

Tim Weil, Chief Creative and Strategy Officer7 min read5/18/2023

CTV/0TT

Television

Why Advertisers Should be Booking CTV and Linear TV Together

Jacqueline Pihonak, Manager, CTV and Programmatic Strategy5 min read4/19/2023

News & Updates

Vibrant, Versatile, Modular: BMG360's Visual Identity Explained

Calvin Lamothe, Associate Director of Design8 min read4/5/2023

Radio

Digital Audio & Podcasts

Video Didn't kill the Radio Star, According to Statista and MRI-Simmons. Here's What to Know About Radio Advertising in 2023

Thomas Starr, Vice President of Media and Strategy3 min read3/21/2023

CTV/0TT

The Impact of First-Party Data to Improve Connected TV Advertising Results

Dale Neves, Director of Programmatic Media6 min read2/9/2023

Paid Social

CR0

Advertising in a World of Short Attention Spans: 6 Ways to Improve Your Hook Rate

BMG3606 min read1/26/2023

Paid Social

CR0

Paid Search

The Power of Asking "Why" in Performance Marketing

Lazer Mangel2 min read12/15/2022

Paid Search

Paid Social

What is Signal Optimization and Can it Improve Paid Acquisition Efforts?

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency8 min read12/2/2022

Paid Social

CR0

A New Look at Incrementality on Facebook and Instagram: Benchmarking View-Through Conversions as a Percentage of Total Conversions

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency6 min read11/9/2022

News & Updates

Paid Search

3 Highlights from Google's New Product Announcements at Google Marketing Live 2024

BMG36010 min read5/21/2024

CTV/0TT

Performance Plateau? Here's How CTV Can Improve Campaign Results

Jacqueline Pihonak, Manager, CTV and Programmatic Strategy6 min read4/11/2024

Paid Social

Paid Search

Mixed Media Modeling vs. Multi-Touch Attribution: Which is Right for You?

Ron Rosano, Senior Director, Paid Search8 min read3/27/2024

Paid Social

Why More Brands Are Working With Influencers In 2024 and How to Get Your Foot In The Door

Myah Jackson, Associate Producer at BMG3606 min read3/8/2024

Television

Paid Social

Radio

Paid Search

Improve Your Linear TV Campaigns with These Cross-Channel Marketing Strategies

Rochelle Starr, VP of Media and Planning7 min read2/1/2024

SE0

Ongoing SEO: Why it's Critical for Business Growth

Mark Aspillera, Senior SEO Strategist5 min read1/23/2024

Paid Social

How to Maximize Advantage+ Campaigns for E-Commerce Success on Facebook

Kyle Wright, Growth Team Lead7 min read1/10/2024

Digital Audio & Podcasts

Segmentation Criteria for Better Audio Advertising

Cody Doubleday; Manager, Media Strategy8 min read12/11/2023

Paid Social

CR0

Performance Marketing Agency Expert Series: What's Next in Digital Marketing

Nikki Henning, Senior Director of Performance Marketing at BMG3609 min read11/13/2023

Paid Social

Creative

Performance Creative Strategies for Black Friday/Cyber Monday Social Campaigns

Nikki Henning, Senior Director of Performance Marketing at BMG3606 min read10/24/2023

News & Updates

BMG360 Recognized as a Top Digital Marketing Agency in Beauty and Healthcare Sectors for Q3 2023 by Varos

BMG3604 min read10/5/2023

Paid Social

Creative

Authenticity in Advertising with User Generated Content Marketing

Myah Jackson, Associate Producer at BMG3609 min read9/18/2023

Television

Performance TV Advertising: Better Results through Targeting, Testing, and Tracking

Rochelle Starr, VP of Media and Planning8 min read8/21/2023

CR0

Conversion Rate Optimization Experts: A Q&A with the BMG360 Team

Ali DeMocker, Senior Director of CRO5 min read8/2/2023

CR0

A Mid-year Update: Top-Performing Landing Page Templates

Ali DeMocker, Senior Director of CR05 min read7/24/2023

Radio

Digital Audio & Podcasts

Controlling Creative Fatigue for Radio Ads that Work

Thomas Starr, Vice President of Media and Strategy7 min read6/27/2023

Paid Social

Creative that Actually Converts: How to Build an Effective User Generated Content Strategy

Nikki Henning, Senior Director of Performance Marketing at BMG3604 min read6/8/2023

SE0

AI and SEO: The Impact of ChatGPT and Bing Chat

Mark Aspillera, Senior SEO Strategist8 min read5/25/2023

SE₀

SEO Best Practices for Copywriting

Mark Aspillera, Senior SEO Strategist4 min read5/5/2023

Paid Social

5 Tips to Achieve Business Growth Using TikTok

Amaris Chen, Senior Growth Manager4 min read4/14/2023

CTV/OTT

What is the ideal ad frequency rate for successful OTT advertising campaigns?

Jacqueline Pihonak, Manager, CTV and Programmatic Strategy5 min read4/3/2023

Paid Social

CR0

Digital Audio & Podcasts

CTV/0TT

Television

4 Tactics to Maximize your D2C Holiday Advertising Results

Ali DeMocker, Senior Director of CRO5 min read2/27/2023

Paid Social

CR0

Paid Search

How Nextdoor Compares to FB, Google, and Others As An Acquisition Channel

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency7 min read2/1/2023

Diversify and Conquer: The Horizontal Scaling Strategy for Marketers

Lazer Mangel4 min read1/23/2023

Paid Social

A Comparison of One D2C Brand's Paid Facebook Performance Over 3 Years Using Facebook and Google Analytics Attribution

Adam Lovallo, founder of Thesis (now a BMG360 company), a conversion rate optimization and growth agency5 min read12/8/2022

Radio

Television

CTV/0TT

Are You Taking Advantage of Q5 Before Going All-In on Q1 Advertising?

Thomas Starr, Vice President of Media and Strategy3 min read11/23/2022

News & Updates

Paid Search

Press Releases

Google Recognizes Five Mill, a BMG360 Company, as Premier Partner of the Year in the App Growth Category

BMG3605 min read11/5/2022

Spark your business growth.

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CR0

Out of Home

SE0

Data powered by OneSource™

Company

Case Studies

Blog

Who We Are

Careers

Contact Us

Resources

Privacy Policy

Terms and Conditions

Accessibility

©BMG360 2024

Get performance marketing insights directly in your inbox.

Subscribe to the BMG360 blog.

Work Email*