Bibliografia

Me gusta esto para ponerlo en algun lado: This research uses machine learning techniques to empirically uncover the strategies used by the selected companies at the moment of running digital advertisements, under the assumption that these companies are acting logically, are optimizing their approaches and are trying to be as efficient as possible.

https://www.researchgate.net/publication/363676232_Content_and_Ad_Formats_in_Performance_Marketing_Campaigns_Brand_Usage_Analysis_of_Advertising_Options_on_Facebook

- The measurability of performance marketing can be tracked through the entire online user journey, from the moment someone watches an advertisement, clicks on a banner or purchases a product.
- Paid social uses mainly videos and images that link to a website or app to transmit their messages and trigger speci¿c results. On the other side, social media marketing(not 30 advertising) refers to organic (unpaid) content from companies such as pages, posts and comments, with the aim of engaging with users, helping to create brand awareness, and sharing content that could be interesting to users

https://www.ionos.ca/digitalguide/online-marketing/online-sales/performance-marketing/

- Performance Marketing apunta a utilizar métricas claras y concisas para contabilizar el exito (CTR, ROAS, ect), evita objetivos abstractos como awareness.

https://www.webfx.com/blog/marketing/what-is-performance-marketing/

- Performance Marketing: el advertiser paga, una vez que se ha llegado a determinado objetivo, no es un pago fijo ni por adelantado.
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https://hbr.org/2010/12/branding-in-the-digital-age-youre-spending-your-money-in-all-the-wrong-places

https://www.forbes.com/councils/forbesagencycouncil/2021/03/12/three-reasons-you-should-be-advertising-on-social-media-in-2021/

- According to Durante [Du21] this type of advertising has three big bene¿ts, hyper-targeting customers, being able to build audiences andtracking ROI (return on investment). Hyper-targeting refers to the data availability on social media platforms, where marketers can target users based on age, gender, location, interests, behaviours, website visitors, email lists and more. This allows advertisers to create highly e☐ective marketing campaigns, reaching the best¿tting audiences. "Showing ads to height individuals is a critical part of the marketing process and must be taken seriously to avoid wasted ad spend" [Du21]. On top of being able to target speci¿c audiences, throughaid social advertisers can save and mix audiences, creating new audience groups, but also being able to retarget them in the future automatically. Finally, one of the main tools available through social media advertising is the highly

powerful reporting, being capable to track "budget's performance and analyse return on ad spend (ROAS), cost per website purchase, cost per lead and much more at a quick glance"

https://www.facebook.com/business/ news/insights/creative-combinations-that-work
- Facebook research shows the bene¿ts of combining content, as when an audience¿rst sees an image, followed by a video, online conversions can increase around 30%

https://www.facebook.com/business/ads-guide/update