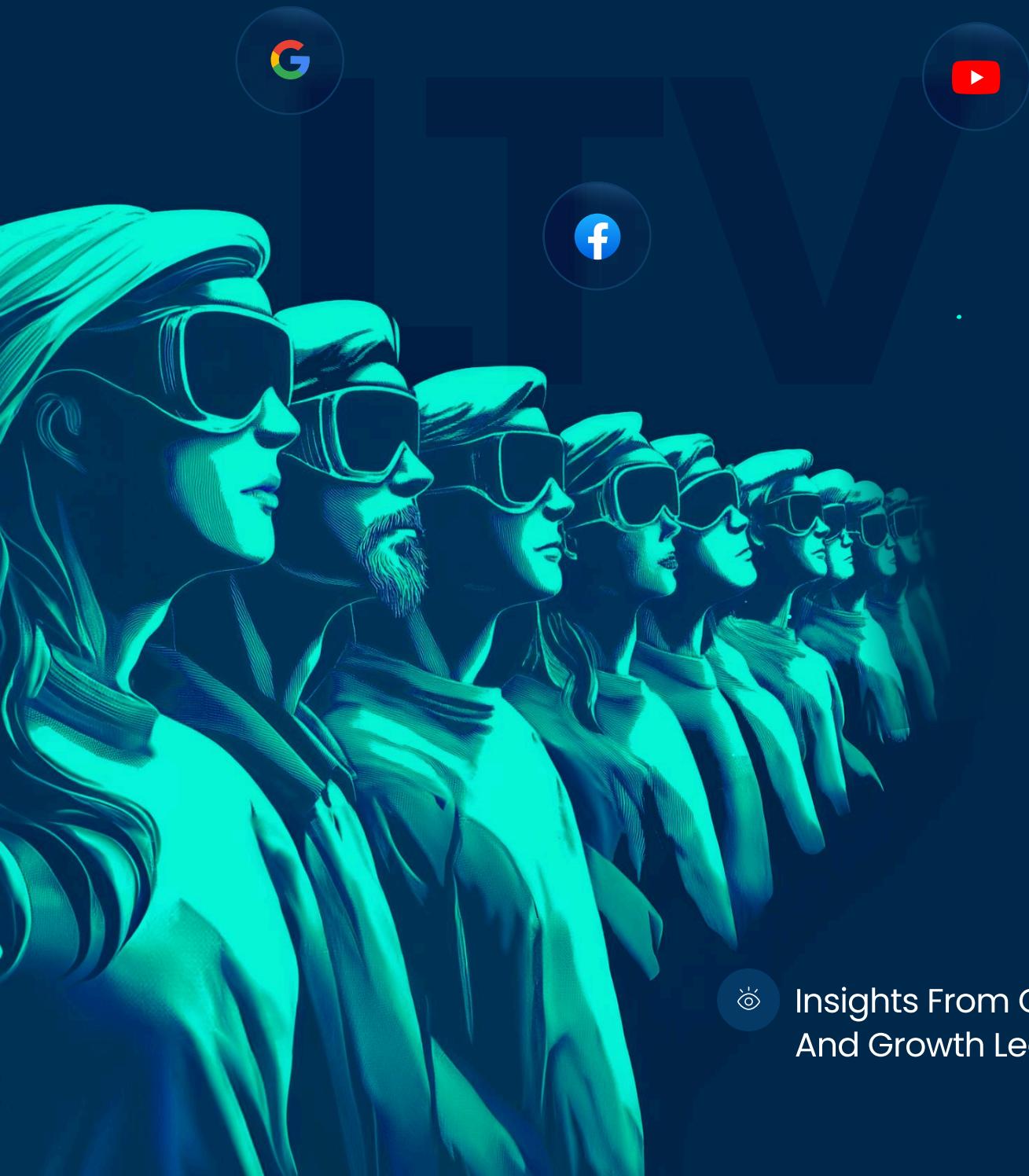




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State of Growth & Value Based Optimization

Discover the latest trends for growth and value based marketing



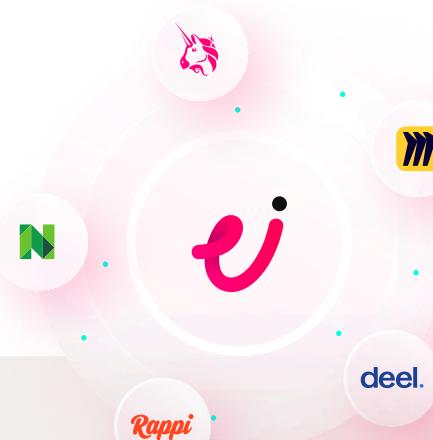
Insights From CMOs
And Growth Leaders



About Voyantis

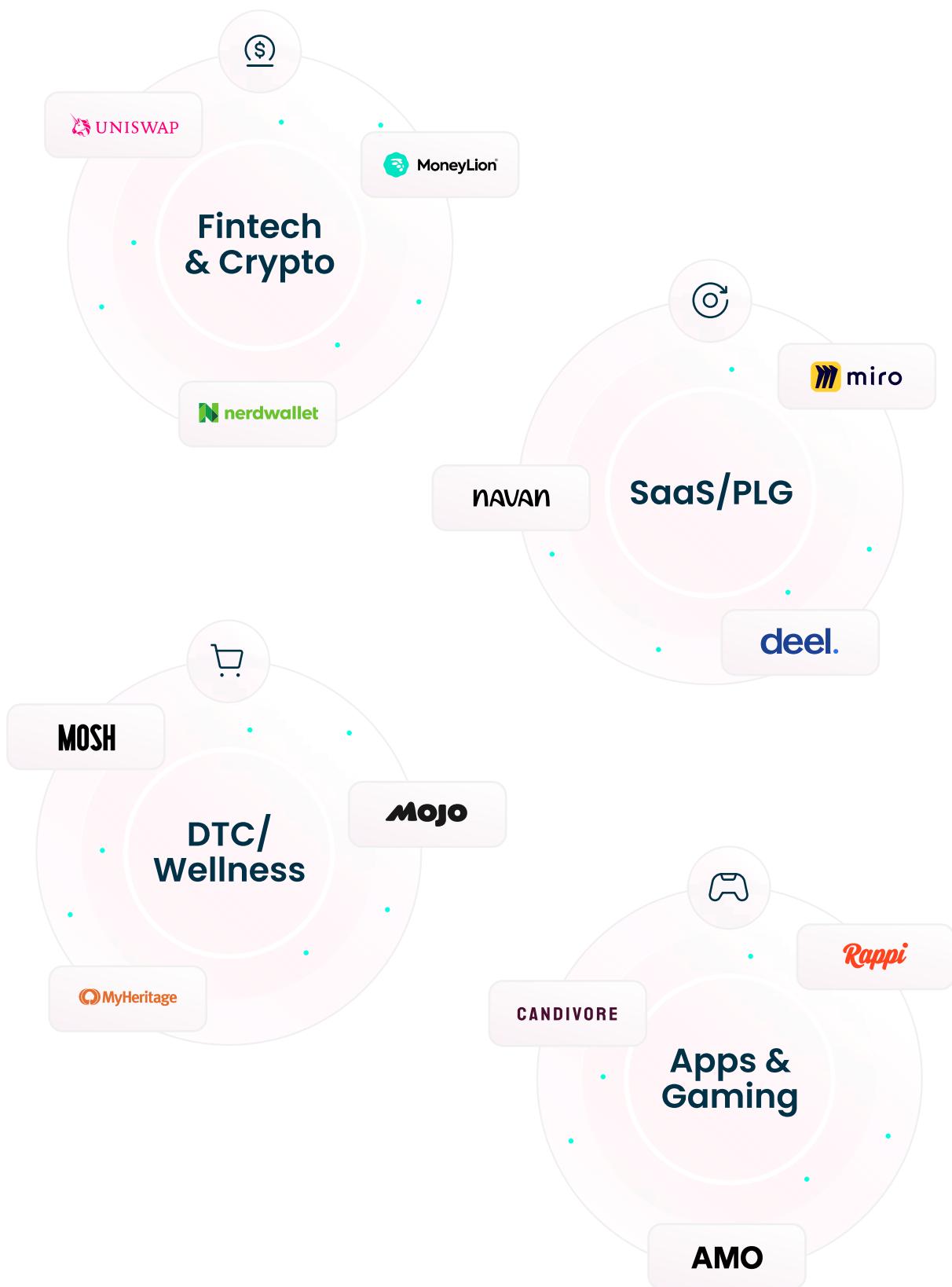
Voyantis empowers growth teams at companies like Miro, Rappi, Nerdwallet, and Deel to effortlessly attract and retain their top customers with our prescriptive AI.

As a Value-Bidding partner, our AI helps clients attract high-value customers on Google, Meta, and TikTok, then delivers timely actions to effectively activate, engage, nurture, and retain them. Customers report a 20%-50% increase in ROAS, at least 35% more high-value subscriptions, more than 25% increase in ARPU, and at least a 25% reduction in CAC.

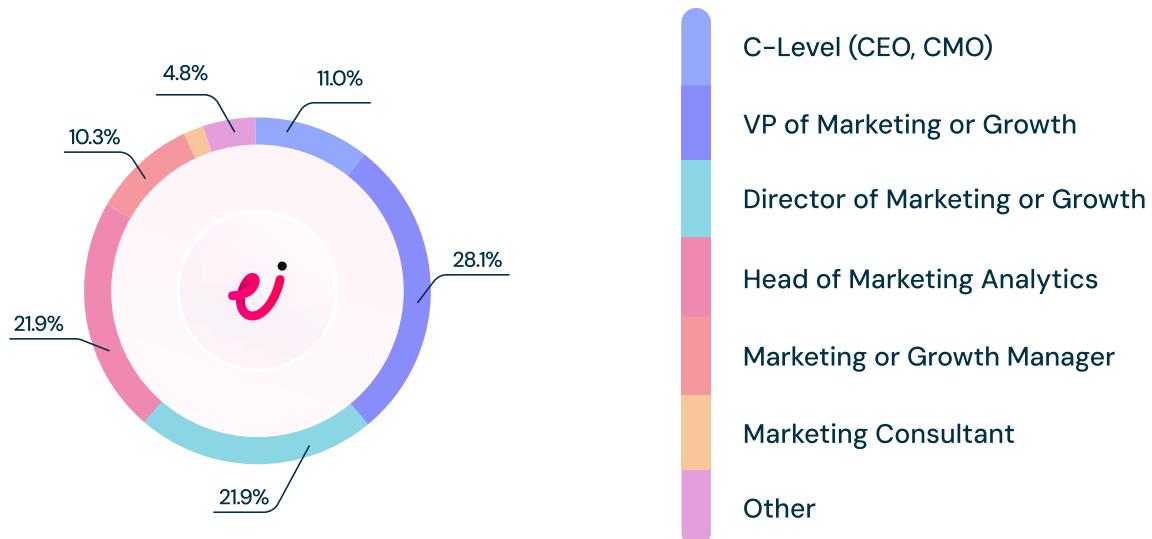


Our Customers

Top brands trust Voyantis to grow their business



Profile of Respondents



During September 2024 we surveyed **marketing leaders** across organizations in both B2B and B2C space to gain insights into the state of growth and value-based optimization. We also spent time talking with growth leader over the summer.

Here are our key findings:



Majority of marketers plan to shift to value-based optimization in 2025.



Long-term engagement and Lifetime Value (LTV) are crucial, while balancing Customer Acquisition Cost (CAC) is becoming increasingly important for effective marketing.



Predictive modeling faces challenges with ROI measurement and accuracy, presenting a key area for improvement as we head into 2025.



Methodology

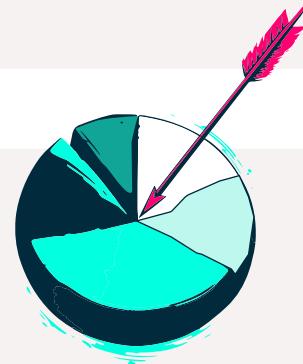
Our methodology included a comprehensive approach, combining detailed online surveys with in-depth interviews to gather nuanced insights.



01

Diverse Participants

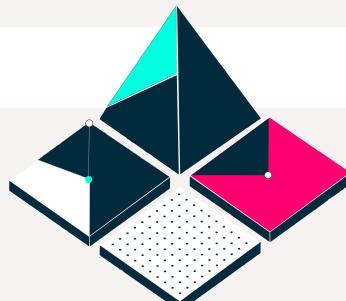
Participants included 146 professionals from companies such as Quicksend, Autoleap, AuraFrames, Databricks, and Perchwell, with respondents serving in senior roles like CEOs, CMOs, VPs of Marketing, and Heads of Marketing Analytics.



02

Varied Marketing Focus

Respondents represented a broad mix of SaaS/PLG, DTC/Wellness, Fintech and app marketers, providing a comprehensive view of the industry.



03

Comprehensive Insights

By leveraging both quantitative data and qualitative insights, we conducted a thorough analysis of industry trends and challenges, ensuring a nuanced understanding of the critical issues confronting marketers today.

We hope you enjoy our findings!



Content

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Looking at 2024 and 2025

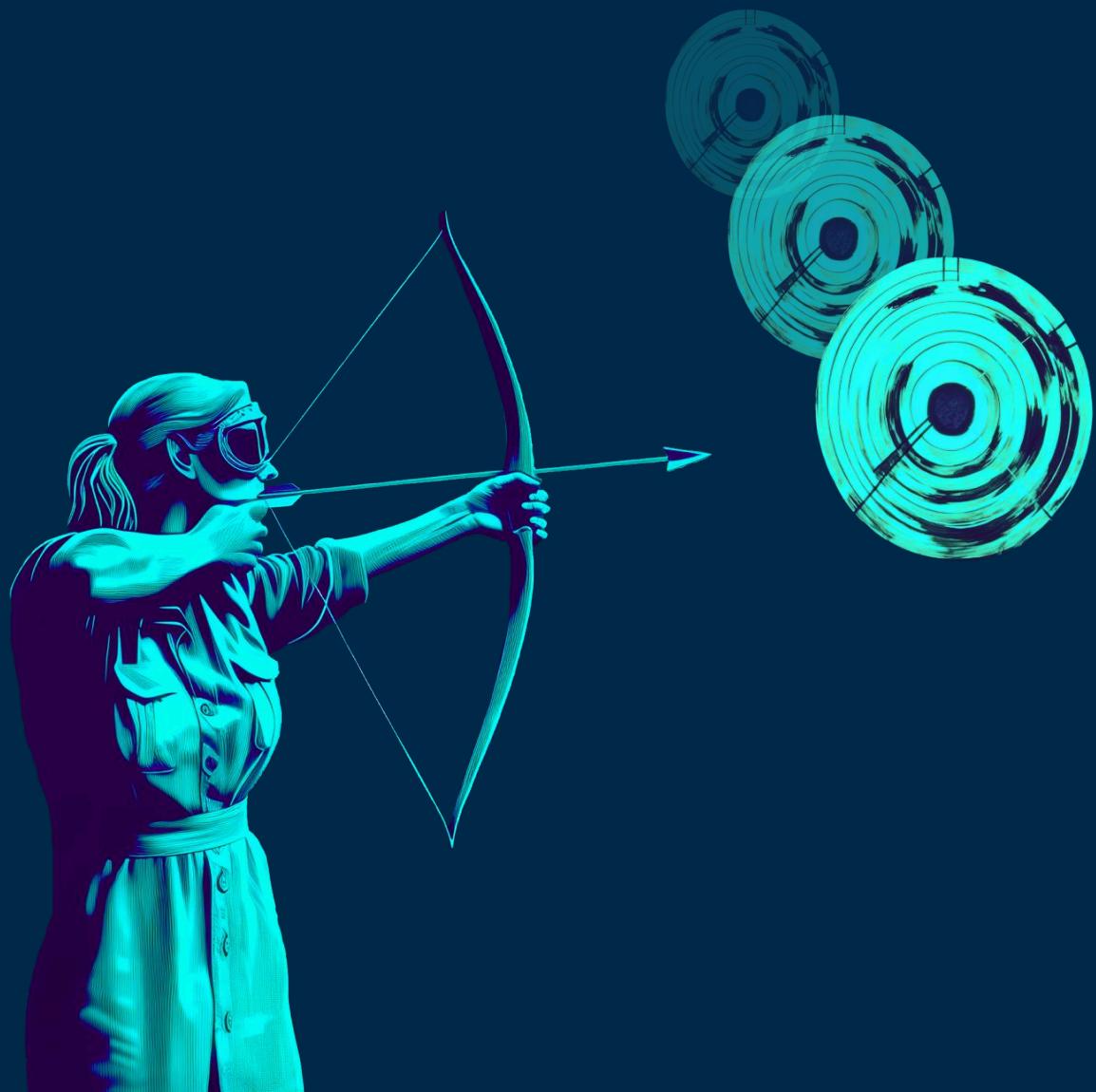
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Conclusion

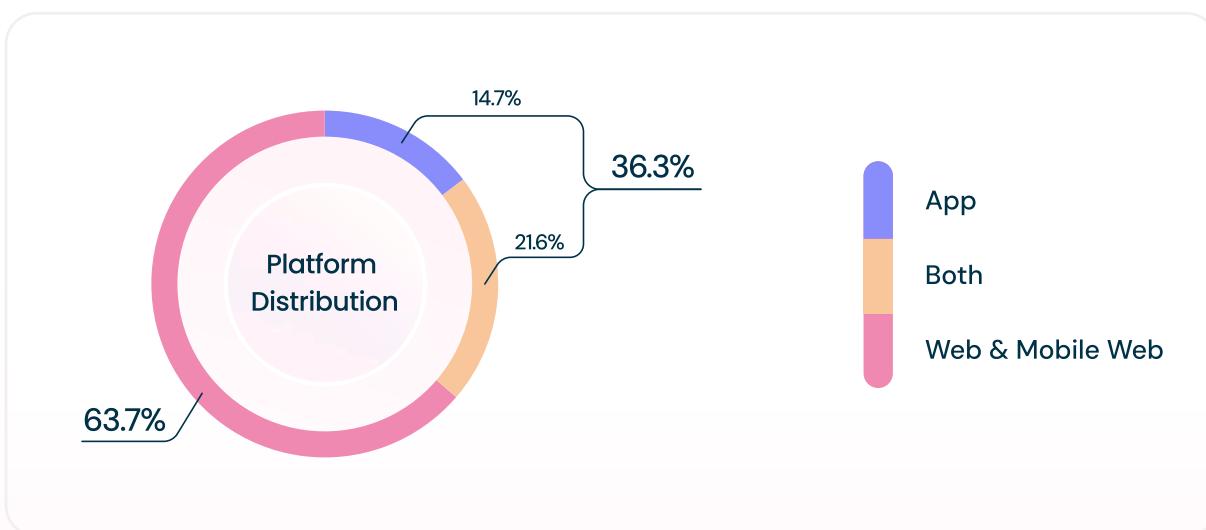
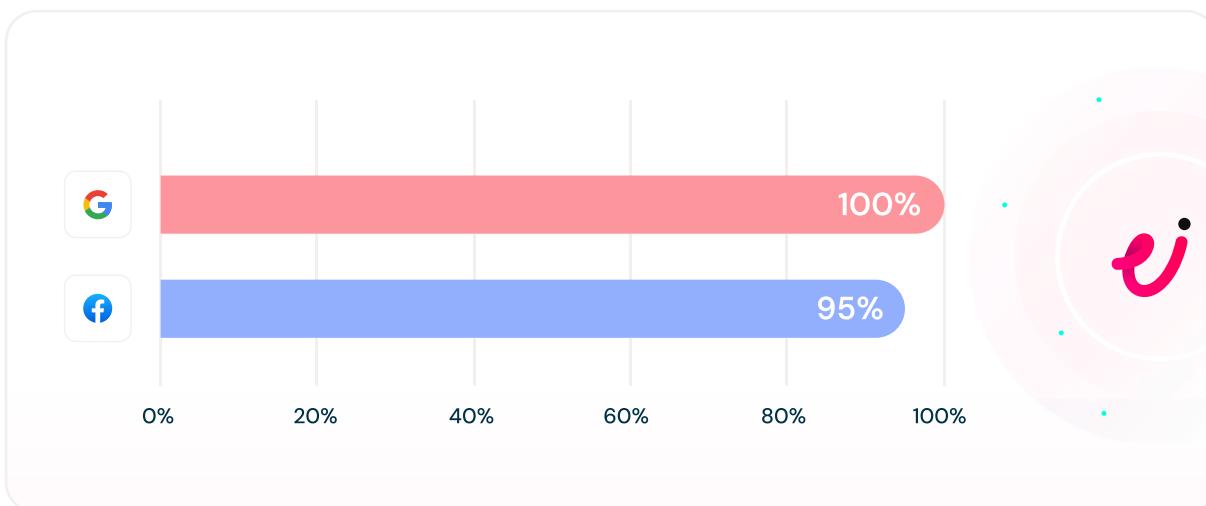
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Bidding Strategies



Distribution Of Channels

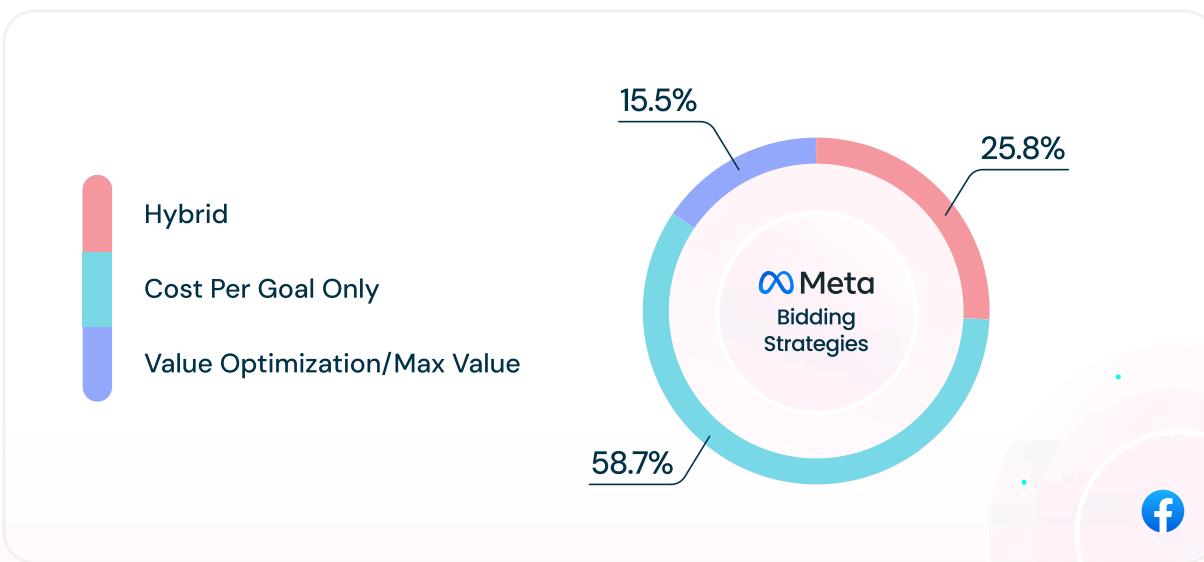
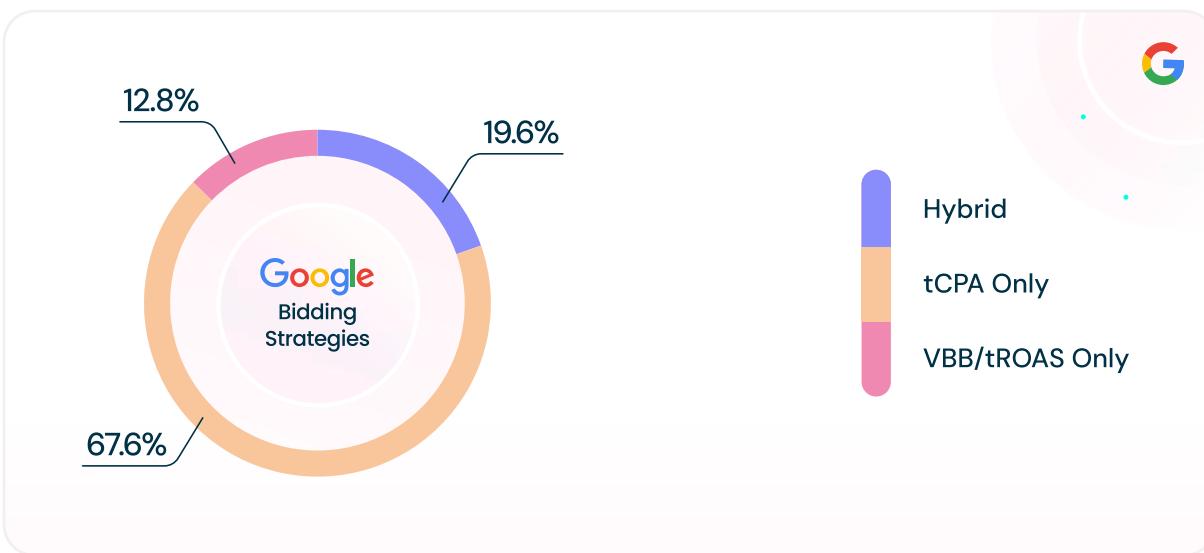


A detailed view

There is significant overlap in the usage of Google and Meta ad solutions, showing that **advertisers heavily rely on both channels**. All survey respondents reported using Google campaigns, with 95% also leveraging Meta.

63.7% focused on marketing for Web & Mobile Web products, while 36.3% included an app component in their product mix, either as a standalone offering or combined desktop.

Distribution Of Bidding Strategies



A detailed view

Among Google users, 67.6% still focus on [tCPA \(Target Cost Per Action\)](#) bidding strategies, with 19.6% adopting a hybrid approach. For Meta users, 58.7% rely solely on [CPA](#) or [Cost Per Goal](#) strategies, while 25.8% are trying both. **This suggests that today marketers have yet to fully embrace or unlock the potential of value-based optimization for growth.**

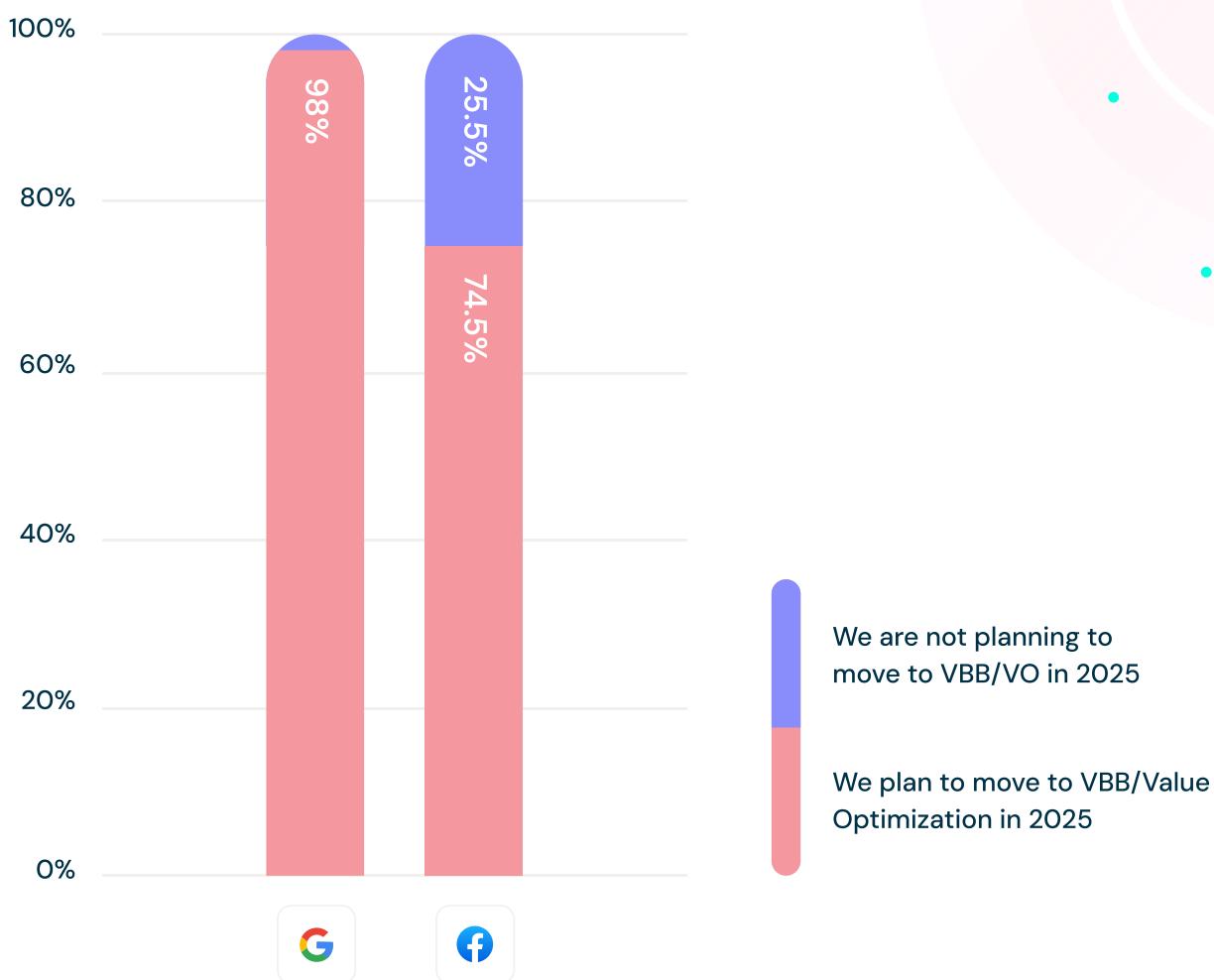
A detailed view

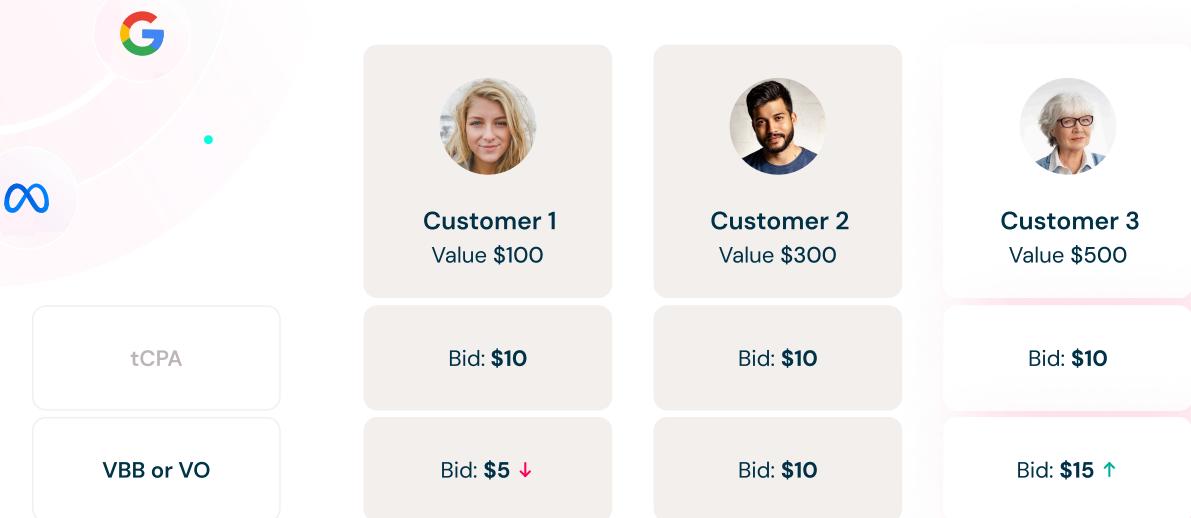
The Move To Value Optimization

Looking ahead, 98% of respondents for Google campaigns and 74.5% for Meta campaigns indicated plans to shift to value-based optimization in 2025.

This reflects a clear shift, as marketers are looking to move away from focusing solely on cost and increasingly prioritizing long-term optimization to drive profitability.

What Are Your 2025 Plans For Value Optimization?





"Focusing on strategies that drive long-term customer engagement and lifetime value is crucial—it's a top priority."

"While you can only reduce Customer Acquisition Cost (CAC) to a certain extent, it's essential to concentrate on retention and Lifetime Value (LTV). Building these elements into customer acquisition, referrals, and making customers more valuable is key. If you're not marking this as a 5, you're thinking about your business the wrong way."

Felix

Director of Growth in the CleanTech space

What Marketers Are Saying About Demand Generation in 2024

"Community building has become crucial. Creating spaces where people can share their experiences and engage in discussions is incredibly valuable."



"Traditional marketing has become less effective because events haven't fully returned, and trade shows and paid advertising have become less impactful and more expensive. Instead, we're seeing more success with partner and community-driven approaches."



"In my current business, generating demand requires a different approach than in the past. It's essential to focus on education and piquing interest to keep up with upper-funnel creation. While getting the bottom of the funnel right is important, it can dry up if you don't continually plan ahead and keep top-of-funnel activities top of mind."

"We focused on efficacy and finding partners that can share our story well. We do this through webinars and email campaigns."



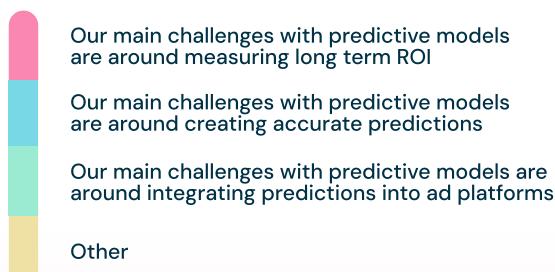
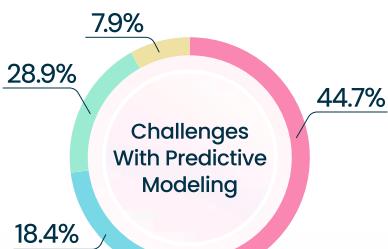
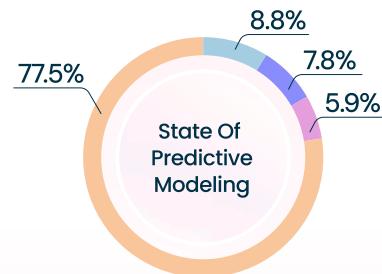
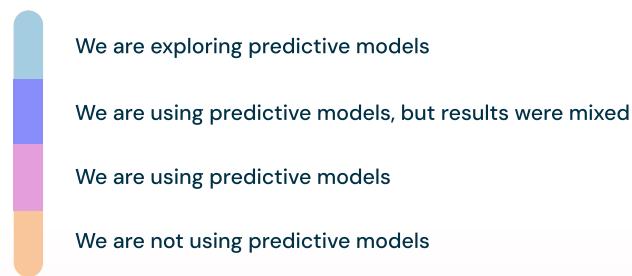
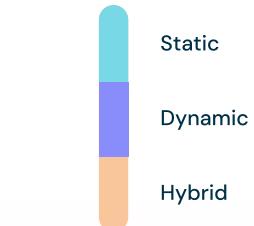
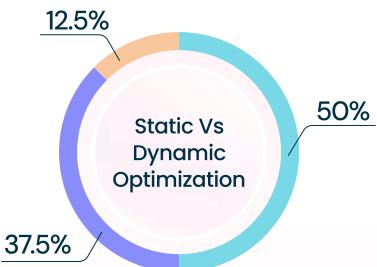
State of Growth &
Value Based Optimization

State Of Predictive Modeling





State of Predictive Modeling



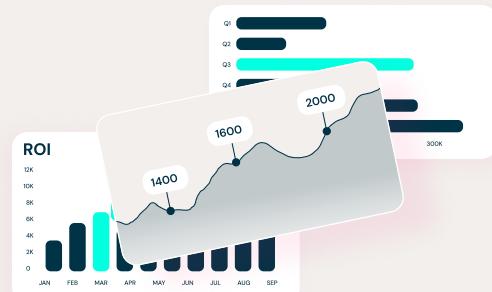
A detailed view

When optimizing campaigns with their ad network partner, **50% of marketers still rely on static values instead of dynamic**, usually predictive modeling-based solutions that continuously adapt value targets.

Only 5.9% of marketers report success with predictive modeling for optimization, while another 7.8% have mixed results. This is not surprising, as 44.7% of predictive modeling users face challenges in measuring long-term ROI, 18.4% cite accuracy issues, and 28.9% struggle with integrating predictions into ad networks. This highlights significant room for improvement in real-time predictive campaign optimization and measurement.

"Demonstrating ROI is crucial in demand gen"

"...especially when companies need to be smart with a limited budget...
typically, I plan for a full-year budget. In e-commerce, there are seasonal variations,
and especially when working with startups, I prefer to test strategies first."





F u t u r e

2025

C u r r e n t

2024

P a s t

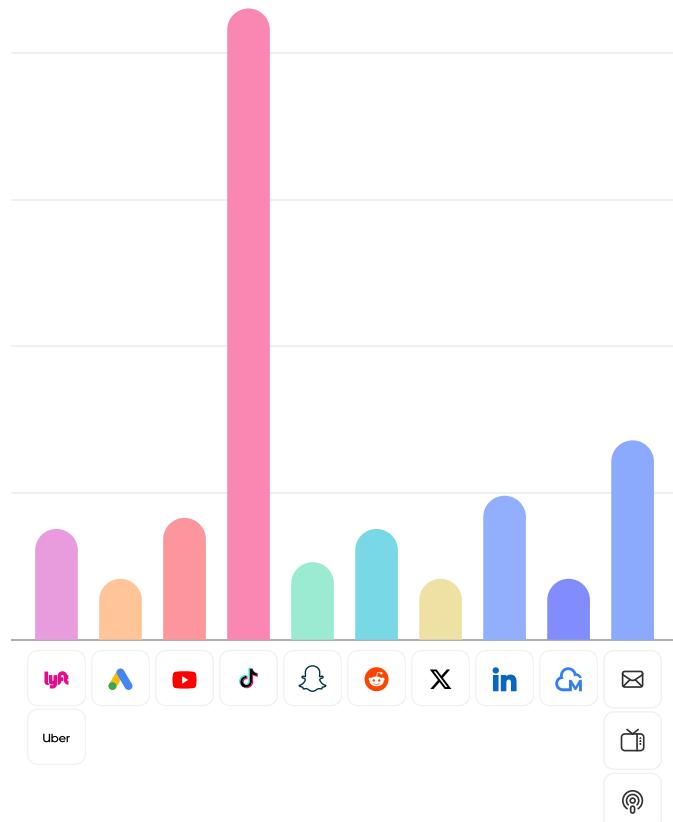
2023

A detailed view

New Channels In 2025

For 2025, marketers are planning to expand their channel mix, with TikTok leading the way. Other notable additions include Uber and Lyft ad networks, as well as broadcasting channels like TV and podcasts.

New Channels Respondents Are Planning to Add in 2025



"Funnel and landing page optimization is key in e-commerce. Additionally, Connected TV is becoming more affordable and is a great way to diversify the top of the funnel."

What Marketers Are Saying About Strategy & Ops



*"With current budget constraints and market conditions, we need to be scrappy. While we aim to go big, **we must prove success before scaling up**. Therefore, we are conducting smaller-scale experiments using geo-lift or pre-post tests to innovate while mitigating risk."*



*"Operational-led marketing is emerging as the **next level of leadership for teams**, rather than just having a paid marketing manager."*



*"I've always been conservative, regardless of economic shifts. **If something works well, I will double down on it**, whether it's an event, type of ad, or channel. For example, instead of immediately getting a booth, I might try a speaking slot first. If that works, then I'll invest in a booth."*

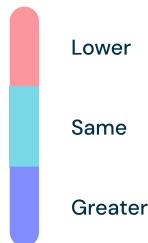


A detailed view

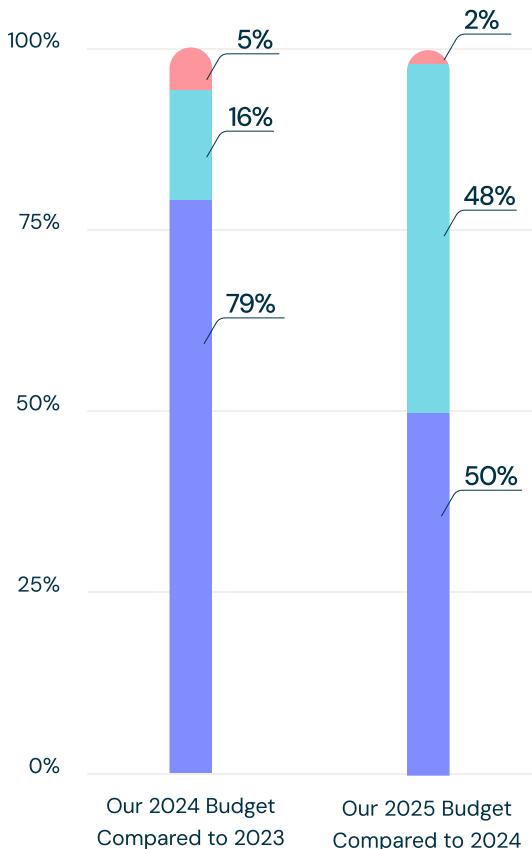
The Story of Budgets

Respondents were asked about their budget trends between 2023 and 2024, as well as their plans for 2025.

While 79% reported a budget increase from 2023 to 2024, only 50% indicated a plan to increase budget for 2025, with 48% stating the 2025 budget will remain the same as 2024.



YoY Changes to Marketing Budget between 2023 to 2024 and 2024 to 2025

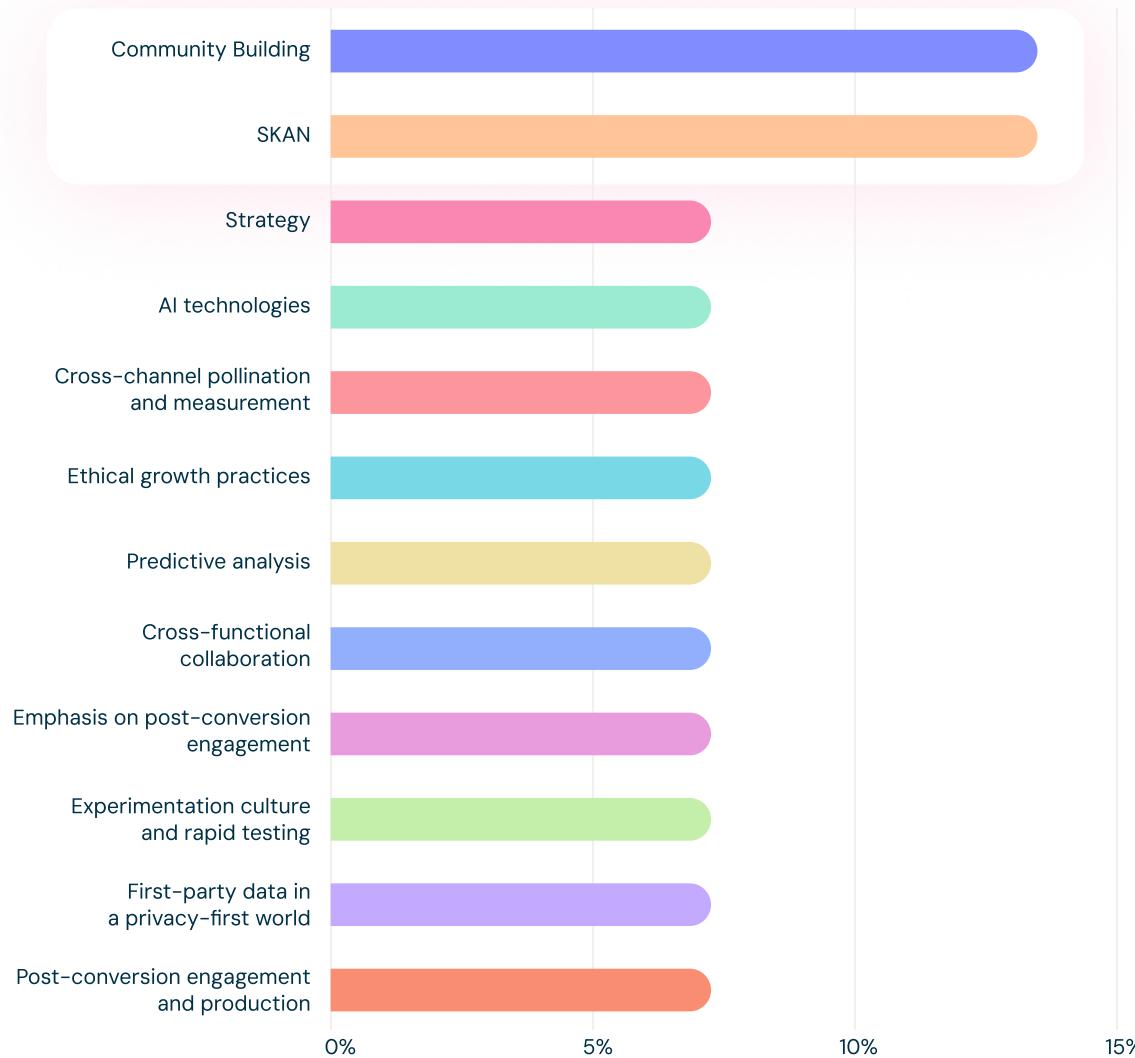


Key AI Technologies And Trends Marketing Leaders Are Looking To Explore In 2025



State of Growth & Value Based Optimization

What's One Aspect Of Growth Marketing That Isn't Being Talked About Enough, But Should Be?



"The second key investment in 2024 was community building"

"...fostering a space where people actively engage and share their experiences. This approach is set to be a continued focus in 2025."

Steve

Director Demand Generation in the B2B, AI Inspection Systems space



Scalable personalization and data-driven marketing strategies

A **stronger** brand identity

Better alignment across the organization

Top Wishes

Better understanding of customer needs

For

More effective attribution, marketing mix modeling (MMM) and geolift measurements

More expansive, real-time incrementality testing solution

A **fully** integrated, omnichannel marketing system

Integrated customer experience alignment

What Marketers Are Saying About Measurements

"Tracking metrics can be challenging due to the use of multiple tools, each providing different insights. It's crucial to have a strong operations team. They should be well-versed in data and CRM systems to connect the dots across channels, ensuring accurate and consistent ROI reporting. This enables you to confidently stand by your results."

"The first-party audience is crucial—if someone can crack that, and a company can stay ahead of trends, it would be a game-changer...focusing on leveraging first-party data could provide a significant competitive advantage."

"We address this challenge by setting up surveys or asking questions during discovery calls to verify attribution. Part of our approach includes channel reporting and tracking conversions with onboarding surveys, such as observing that our CEO podcast leads to user-led conversations."

"Often, paid media follows a last-touch attribution model where Google Ads get all the credit. I want to see the other factors that pushed prospects through the funnel."



"Celebrity and brand partnerships are a great way to complement paid media like search or meta but it's hard to measure and prove ROI."

"Therefore we incorporate a survey later in the funnel to identify how people learned about us and have clear channel attribution even for influencers."

Katherine

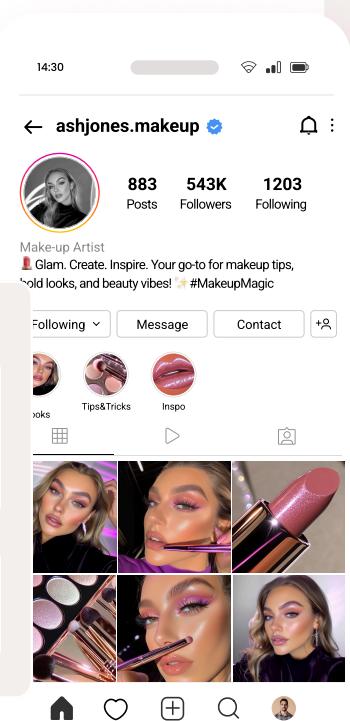
CMO, in the HealthTech consumer space

15%

How did you find us?

- Google Search
- Friend or Family
- Instagram
- TikTok
- Other

How would you describe your experience with us?



Looking Ahead

Marketers are increasingly adopting value optimization and recognizing the importance of mastering predictive modeling for campaign optimization. In 2025 and beyond, those who leverage insights and predictive modeling will unlock significant value, though challenges with modeling, measurement, and cross-channel attribution remain.

For 2025, companies are taking a more conservative approach but are still expanding into new channels, with TikTok leading the way, along side broadcasting solutions like TV or Podcasts. Marketers also continue to seek improved attribution across channels, along with more effective marketing mix modeling (MMM) and geolift measurements.

Community building has emerged as a valuable channel that fosters meaningful engagement with target audiences, further underscoring the core theme of delivering and building value.



State of Growth &
Value Based Optimization

Read a Case Study



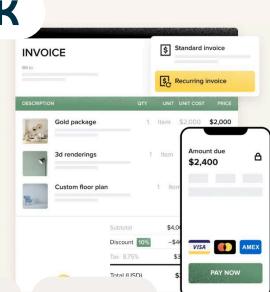
miro

ROAS +33%

PLG Subscription

How MIRO gained 33% ROAS boost

[Read more ↗](#)



HONEYBOOK

ROAS 2X

Fintech PLG Subscription

How Honeybook lowered their CAC by 50%

[Read more ↗](#)



MOSH

ROAS +45%

CPG | DTC Subscription

How Mosh improved Avg. revenue per Subscription by 26%

[Read more ↗](#)

Unleash your campaign potential

[Book a call](#)



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