

PREMIUM_ADS_V2.0 // 2026_EDITION

TDH HIGH-PERFORMANCE
ADS DECK

The Digital Hacks — Elite Paid Media for 2026 Growth

AI-Powered • Video-First • Omni-Channel • Built for ROAS

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MARKET ALERT

THE PROBLEM: AD COMPLEXITY HAS EXPLODED

Why Legacy strategies fail in the 2026 ecosystem

// SYSTEM_STATUS: CRITICAL

2022

2023

2024

2025

2026

Cost Per Acquisition (CPA)

Ad Signal Accuracy

Rising CPAs & Shrinking Attention

Competition is at an all-time high while attention spans plummet. Basic ads are invisible.

Attribution Blackout

Privacy changes mean pixel data is 40% less accurate. You can't scale what you can't track.

Algorithm Shifts

Broad match and AI-bidding require sophisticated data inputs, not just keyword lists.

Creative Fatigue

Static images decay in 48 hours. The algorithm demands a "Video-First" content engine.

Platform Paralysis

Google, Meta, TikTok, YouTube? Without a unified strategy, budget is wasted on testing.

40%

Signal Loss due to Privacy Updates (iOS + Cookie Deprecation)

3s

Average User Attention Span on Mobile Feeds

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TDH 6-D GROWTH SPRINT

Proprietary Methodology // High-Velocity Execution

CYCLE DURATION: 4-8 WEEKS

01. DISCOVER

Market intelligence, keyword mapping, audience persona profiling, and competitive gap analysis.

D1

02. DIAGNOSE

Tracking QA (GA4, CAPI), server-side event verification, and baseline account audit.

D2

03. DESIGN

Campaign architecture, offer strategy formulation, landing page wireframes, and creative specs.

D3

04. DEPLOY

Launch execution with QA checklist, conversion schema validation, and first-party data capture.

D4

05. DRIVE

AI-bidding optimization, rapid creative iteration, CRO A/B testing, and budget reallocation.

D5

06. DEBRIEF

Performance analysis, insight extraction, and strategic roadmap for the next growth sprint.

D6

DATA-DRIVEN • ITERATIVE • SCALABLE

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MODERN STRATEGY: AI • OMNI-CHANNEL • VIDEO-FIRST

The Three Pillars of High-ROAS Campaigns in 2026

STRATEGY_ID: 2026_CORE_V3

AI-Powered Bidding

Google tROAS & tCPA: Moving beyond manual CPC to value-based bidding that prioritizes high-LTV users.

Meta Advantage+: Leveraging machine learning for audience finding instead of restrictive interest targeting.

Algorithmic Scale: Letting platform AI handle micro-optimizations while we focus on creative strategy.

Omni-Channel Attribution

Server-Side Tracking: Implementation of CAPI and Conversion API to bypass browser cookie blocks.

Unified Data View: GA4 + MMM-lite dashboards to understand the true customer journey across touchpoints.

View-Through Analysis: Measuring the impact of impressions on search behavior and direct traffic.

Video-First Creative

UGC Hooks: Authentic, creator-led content that stops the scroll and builds instant trust.

Short-Form Dominance: Optimized assets for Reels, TikTok, and YouTube Shorts (9:16 vertical).

Modular Systems: Creating mix-and-match video elements to rapidly test hooks, bodies, and CTAs.

PLATFORMS DEPLOYED

Google Ads • Meta • TikTok • YouTube • LinkedIn (B2B)

MEASUREMENT STACK

GA4 • CAPI • Call Tracking

EXECUTION_MODE: AGILE DATA_INTEGRITY: HIGH

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SELECTED OUTCOMES

Performance Data // Verified Results

STATUS: OPTIMIZED

Gov & Organization

Search & Display // \$15k Monthly Spend

Conversion Vol. 3.5x ↑ 355%

Cost Per Conv. -33.8% ↓ CPA

30-Day Conversion Lift

Local Dental

Search Network // \$3k Monthly Spend

Conversions 2.1x ↑ 215%

Efficiency -24.7% ↓ CPA

14-Day Rapid Impact

Lead Generation

Meta Lead Ads // \$7k Monthly Spend

Total Leads 600+ ↑ Vol

Cost Per Lead \$8.50 ↓ Avg

25-Day Lead Volume

Hyper-Scale Launch

Viral Offer Strategy // High Velocity

Leads (48h) 200+ ↑ Speed

Cost Per Lead \$3.50 ↓ Low

48-Hour Velocity

RESULTS VARY BY MARKET • VERIFIED ANALYTICS

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LIMITED-TIME GEO AD TRIAL

Validate Your Market with Low Risk // High Intent Pilot

OFFER_EXPIRES: 500M

LIMITED SPOTS AVAILABLE

TRIAL PACKAGE

\$450

PER MONTH / SINGLE GEO

Full Account Audit

Ad Spend Billed Separately

No Long-Term Contract

CLAIM OFFER

What's Included in Your Pilot

Geo Strategy Plan

Keyword mapping & audience persona targeting for one specific location.

1x Core Campaign

Setup & launch of either one Search or Local Social campaign structure.

Tracking Hardening

GA4, CAPI implementation, and call tracking integration for accurate data.

Creative Suite

Production of 2-3 high-performance ad creatives (Image/Short Video).

Weekly Tuning

Active bid management and negative keyword filtering to protect budget.

Benchmark Report

End-of-trial CAC/CPL analysis and a roadmap for scaling.

Fast Start Guarantee

Campaigns Live within 7 business days of kickoff.

TDH_PLEDGE

REQ_01: ACCESS_TO_AD_ACCOUNTS REQ_02: WEBSITE_ACCESS_FOR_PIXELS

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TDH PREMIUM ADS — PRICING

Management Tiers // Scalable Growth Infrastructure

BILLING_CYCLE: MONTHLY

Starter

MARKET ENTRY & VALIDATION

\$650 /mo

Up to \$2,000 Ad Spend

1 Platform (Google or Meta)

Keyword & Audience Build

1x Campaign Structure

Basic GA4 Tracking Setup

Weekly Optimization Check

Monthly Performance Report

SELECT STARTER

Business

GROWTH & SCALE ACCELERATOR

\$1,500 /mo

Up to \$5,000 Ad Spend

Remarketing Campaigns Included

Landing Page Optimization (CRO)

Multi-Asset Creative Testing

Advanced Audience Segmentation

Bi-Weekly Strategy Reviews

Live Dashboard Access

SELECT BUSINESS

Enterprise

DOMINANCE & AUTOMATION

\$3,500 /mo

\$10,000+ Ad Spend

Multi-Platform (Search + Social + YT)

Unlimited Keywords & Scale

Advanced Automation Scripts

Offline Conversion Imports

Creative Lab Sprints

Dedicated Slack Channel

CONTACT SALES

Ad Spend Billed Separately • Cancel Anytime (30-Day Notice)

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WHY THE DIGITAL HACKS

The TDH Advantage // Built for ROI

DIFFERENTIATION_MATRIX_V4

Elite Performance Culture

No juniors managing your budget. Our senior strategists operate on a sprint-driven execution model, ensuring proactive optimization rather than reactive maintenance.

SPRINT_EXECUTION_PROTOCOL

Attribution You Can Trust

We fix broken data first. By integrating GA4, Server-Side tracking, and CAPI, we restore signal loss to give you a true view of ROAS in a post-cookie world.

SERVER_SIDE_GTM + CAPI

Creative That Scales

Static images die fast. We deploy a video-first UGC engine and modular ad systems that allow for rapid iteration of hooks, bodies, and CTAs to beat ad fatigue.

MODULAR_CONTENT_SYSTEM

Conversion Architecture

Traffic is wasted without conversion. We implement CRO best practices on your landing pages and forms, engineering the user journey to maximize CVR and LTV from day one.

CRO_FRAMEWORK_V2

Radical Transparency

No black boxes. You get access to live 24/7 dashboards and clear, jargon-free sprint reports. You'll always know exactly where every dollar goes and what it returned.

LIVE_DATA_PIPELINE

INTEGRITY_CHECK: PASSED METHODOLOGY: PROPRIETARY

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SUCCESS METRICS & 30/60/90 ROADMAP

Measurement Framework // Implementation Timeline

KPI_TRACKING: ACTIVE

Key Performance Indicators

COST EFFICIENCY

CAC / CPA: Acquisition cost per verified conversion.

RETURN ON SPEND

ROAS / MER: Marketing Efficiency Ratio across all channels.

LONG TERM VALUE

LTV:CAC: Ratio ensuring sustainable scale (Target 3:1+).

LEAD QUALITY

Qualified CPL: Cost per SQL or booked appointment.

OFFLINE IMPACT

Store Visits: Geo-verified foot traffic attribution.

BRAND LIFT

View-Through: Conversions influenced by ad impressions.

Implementation Plan

30d Foundation & Launch

PHASE_01

Baseline Metrics: GA4, CAPI, Server-side setup.

Tracking Hardening: Establish initial CAC/ROAS benchmarks.

Creative V1: Launch first batch of video/image tests.

60d Optimization & Scale

PHASE_02

Scale Winners: Reallocate budget to top performers.

Retargeting Layer: Activate remarketing + YouTube sequences.

CRO Sprints: A/B test landing page headlines and forms.

90d Expansion & Automation

PHASE_03

Budget Expansion: Aggressive scaling on proven channels.

Automation Rules: Scripts for bid management and alerts.

Advanced Data: Offline conversion imports & new offers.

TIMELINE: ESTIMATED ADJUSTMENT: AGILE

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LET'S BUILD YOUR GROWTH ENGINE

SYSTEM: READY_TO_LAUNCH

SELECT_YOUR_PATHWAY_BELOW

Start GEO Trial

Validate your market with a low-risk, high-intent pilot campaign. Includes audit & strategy.

\$450 CLAIM OFFER

Book Strategy Call

Speak directly with a Senior Strategist to diagnose your current ad performance.

BOOK NOW

Request Forecast

Get a custom projection of your potential ROI based on our proprietary data models.

GET FORECAST

THE TDH PROMISE: We deliver your 90-day execution roadmap within 72 hours of kickoff.

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