

The traffic diversification playbook: where advertisers scale after Meta



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THE WHY

REVCONTENT

The Diversification Challenge

- ✓ Why many advertisers eventually hit a scaling ceiling on Meta & other traditional channels
- ✓ Rising CPMs, audience fatigue, and diversification challenges
- ✓ Common signs it's time to explore additional traffic channels — The Scrolling Fatigue & Fly By Issue





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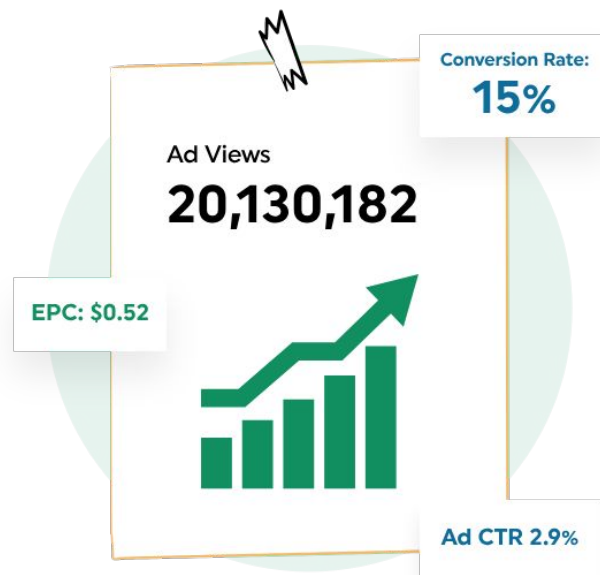


THE WHY

REVCONTENT

Why Meta Advertisers Start Testing RevContent

- ✓ What attracts experienced Meta advertisers to native advertising
- ✓ Similarities and differences between Meta and Native traffic
- ✓ Common misconceptions that prevent advertisers from testing native





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Why Meta Advertisers Start Testing RevContent



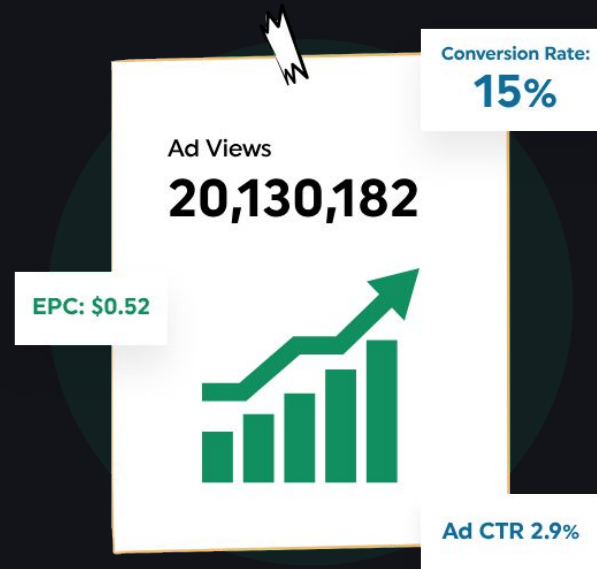
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THE WHY

REVCONTENT

The 3–5 Things That Make Advertisers Scale on RevContent

- ✓ What makes advertisers increase budgets after initial testing — Hitting your target CPA/CPL
- ✓ Why some campaigns outperform expectations (Fit and focus & appropriate testing windows)
- ✓ The characteristics of successful advertisers on RevContent
- ✓ Real-world examples of advertisers who came from Meta and scaled significantly
- ✓ Common patterns among long-term high spenders





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REVCONTENT

What Changes When Moving from Meta to Native?

- ✓ Creative approaches that work
- ✓ User intent and audience behavior
- ✓ Landing page considerations
- ✓ Testing and optimization strategies
- ✓ Mistakes first-time native advertisers should avoid





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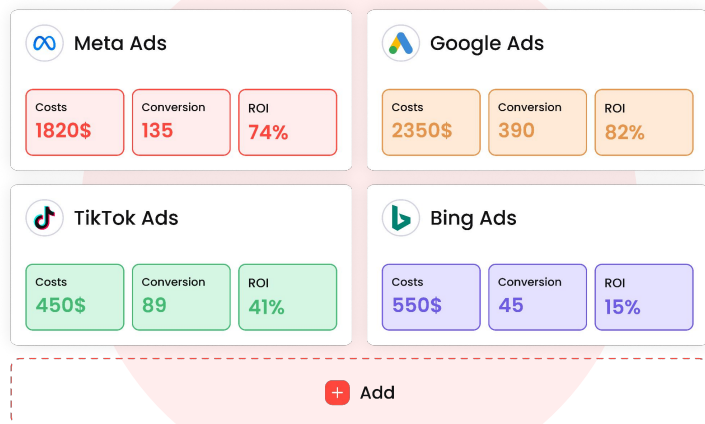


THE WHY



Diversification demands stronger attribution

- ✓ Adding another channel = another channel claiming credit
- ✓ Platform dashboards can't see across each other, so numbers may overlap or conflict
- ✓ Without unified tracking, you scale blind, simply adding spend you can't properly measure



Every new traffic source adds a blind spot unless you track it independently



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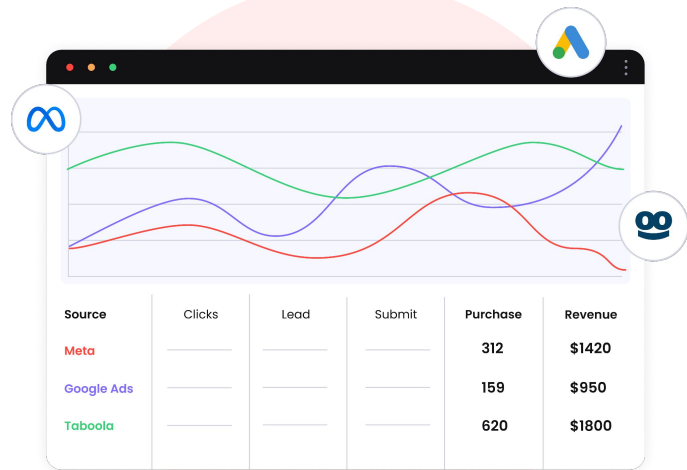
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APPLES TO APPLES

Compare Meta & Native the right way

- ✓ Native & Meta report on different rules & windows, so both can overclaim results
- ✓ Judge both on one deduplicated source to discover the truth
- ✓ Compare real cost-per-result, not platform claims to find out each channel's ROAS on equal footing



Equal measurement = same conversion definition, same window measured outside the platforms



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WHAT ACTUALLY MATTERS



Track ROI & profit across every source



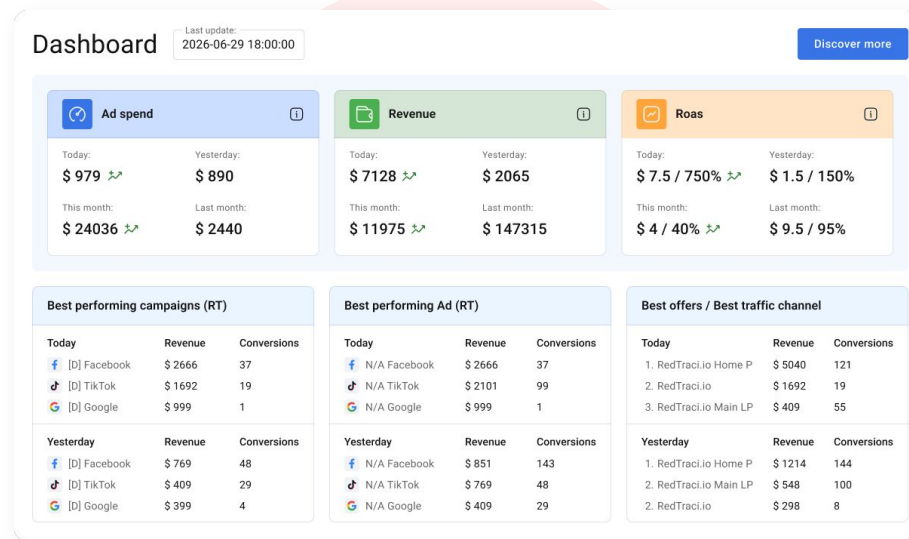
One dashboard: spend, revenue & profit per source



Server-side tracking recovers conversions pixels miss



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ROAS



THE PAYOFF



RedTrack helps you scale with confidence

- ✓ Decide budget on real, deduplicated numbers
- ✓ Feed conversions back to optimize each source
- ✓ Grow native & Meta on proof, not guesswork



Shift budget to proven winners and cut what doesn't pay



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Questions & Answers

We'll start by going through the questions you shared when you registered for the webinar.