

# Twitter Thread by Taylor Holiday



**Taylor Holiday**

@TaylorHoliday



**1/ What causes long term sustained performance in an ad account?**

**■featuring real examples ■■**

**If you explore the source of FB ad growth and subsequently revenue growth for eCom brands it is almost never a function of iterative improvements to ad creative or tactics over time.**

2/ More often it is a series of moments that unlock an order of magnitude increase in awareness, engagement, traffic and performance.

These moments can be caused by:

A single ad

A big PR moment

A breakthrough campaign

A change in market dynamics

A new product release

Etc.

3/ The problem is they are very hard to predict and create.

I'll give you an example of a few that happened for us [@QALORing](#) that changed our trajectory (and ad account performance) each time...

4/ The first was [@andydalton14](#) wearing a ring on [@HBO](#) hard knocks. It was the peak of the series popularity and they did a :30 piece on the ring he was wearing while playing.

See screenshot

Notice the traffic before and after the peak.

Dec 31, 2012 - Oct 29, 2013 ▾

Episode Airs 8/6/13



5/ This increased organic traffic let us alter our AdWords strategy, extract more post intent demand from new searchers and pull clips of the show to supplement our ad credibility.

6/ The next major moment was an ESPN article that we turned into a FB ad.

This article: <https://t.co/yQ4Jopt0IE>

Was turned into this ad:

<https://t.co/b1JvPJThKx>

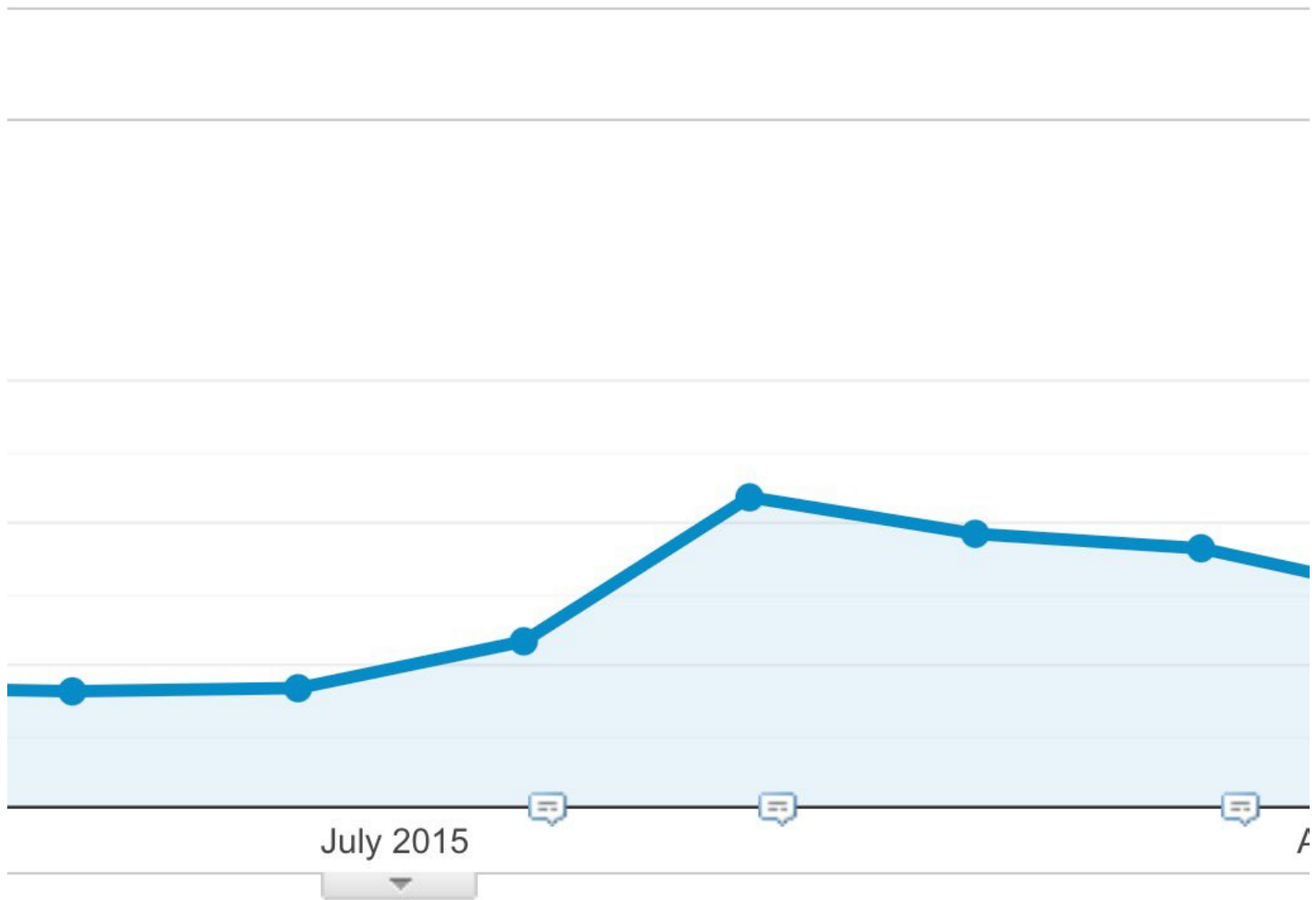
That DOUBLED our prospecting performance for 2 months during Holiday.

We didn't solicit the ad, we just responded

6/ Another step factor growth came from a campaign/product release we did in partnership with Crossfit and a charity called [@barbells\\_usa](#).

It was an awesome multi channel campaign.

And again you can see the spike in traffic that is sustained from that moment on.



7/ I have seen this “progressive peaking” play out over and over for brands that sustain growth and efficiency.

It’s these observations that form the foundation for my “4 Peaks Theory”

<https://t.co/Ea71pFWc11>

8/ Many see small iterative creative changes and tactical improvement over time as how you win.

And that can help.

But time and time again I see the causal chain move the other way.

Great marketing, stories, products and moments drive ad account success. Not the other way.