Perform[cb]

BEYOND THE SEARCH BAR

Where Performance Still Wins

Search as we know it is going through a major shift. AI overviews are replacing links. Click-throughs are declining. What used to be a predictable funnel is now becoming fragmented and harder to scale - especially for performance marketers focused on ROI.

You're expected to drive growth outcomes - like new users, calls, installs, sales or leads - with less visibility, less attribution clarity, and fewer high-intent users coming through traditional channels like Google.

The Challenge?

The channels you once depended on aren't delivering like they used to. Costs are rising, the consumer journey is more complex, and CTRs are dropping. And you're still accountable for results.

Why This Matters Now

AI disruption isn't theoretical - it's already impacting your funnel.

- **Average CTR on Google dropped 30%** where AI Overviews are live. Fewer users are clicking, even on paid placements.
- **Crawl-to-click ratio is now 18:1**, up from 6:1 - organic visibility is nearly gone.
- SEM **costs are up 6–10%** just to maintain performance.
- Marketers are **paying more for less.**

While some channels are losing value, marketers who proactively diversify and embrace predictive, AI-supported models are seeing more efficient spend and greater ROI.

The opportunity is to move ahead of the curve - to optimize for the outcomes that matter, in the places where customers are converting.

What Today's Marketers Need to Win as Search Shifts

AI that works *for* you, not just in the background - proactively allocating spend, identifying performance signals early, and surfacing next-best actions

Diversified traffic strategies that aren't tied to the volatility of a single platform or channel

Outcomes that map to business goals, not vanity metrics - like purchases, subscriptions, funded accounts, and LTV

Real-time visibility into what's working, so budgets can shift with confidence

Partners who bring speed, expertise, and measurable ROI - not just media inventory

🔍 The Path Forward: Predictive, Performance-Driven Growth 🎤

Marketers who outperform in this AI-influenced future will be those who:

★ Shift focus from traffic or clicks, to outcomes, building new campaigns across diverse acquisition channels with proven ROI

★ Invest in acquisition channels that optimize in real time

★ Leverage AI platforms and partners to inform strategy - not just automate tasks

★ Consolidate media efforts with performance-based partners that offer transparency, agility, and access to scale

🔍 Perform[cb]: Built for the AI Age, Ready for What's Next 🎤

While others scramble to adapt, Perform[cb] has spent the last 10+ years building a proprietary AI-driven performance engine designed to thrive beyond the search bar.

Unlike traditional platforms focused on impressions, clicks, or traffic sources, the Outcome Engine optimizes around what actually matters to your business: funded accounts, purchases, subscriptions, app usage, average order value (AOV), downstream engagement, or lifetime value (LTV).

☑ **SMARTER DATA, STRONGER OUTCOMES**
Always-fresh insights power predictive targeting, helping you reach the right customers before your competitors.

☑ **BUDGETS THAT WORK HARDER**
AI continuously reallocates spend, rotates creative, and optimizes across 26+ channels to maximize return.

☑ **DIVERSIFIED, HIGH-INTENT TRAFFIC**
Beyond search, our partner ecosystem taps display, native, in-app, reward, card commerce, CTV, email, and more — bringing you qualified users wherever they are.

☑ **PROTECTED GROWTH**
Proprietary fraud and compliance tools like PerformShield ensure every click is clean, brand-safe, and conversion-ready.

☑ **FASTER MARKET ALIGNMENT**
Campaign models retrain every 2 hours, keeping performance in sync with shifting trends and consumer behavior.

Your Search Traffic May Be Falling, *But Growth Doesn't Have To*

As marketers respond to falling Google volume and shrinking click-throughs, you can get ahead - by reallocating budgets into proven, outcome-based channels built for scale. Don't wait for disruption to hit your KPIs.

Let Perform[cb]'s Outcome Engine position your campaigns to win now - with traffic that's immune to the search drop-off.

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