

Service:
Paid Social Audit.

Our service offering.

Our social audit will perform a thorough health check, including the following elements:

- Planning and strategy
- Account structure
- Campaign settings
- Placements and optimisation
- Demographic & geographic targeting
- Audience targeting
- Budget management
- Optimising towards KPIs
- Remarketing opportunities
- Ad copy, creatives & engagement measures
- Conversion/pixel tracking (depending on access level)

Why you need it.

If you're looking for a project-based consultancy focusing on the overall health of your paid social accounts – from both a strategic and best practice implementation perspective, then look no further. From reviewing your account structure and campaign settings, to audience targeting and ad placements, we will determine where there are areas for improvement in performance and advise on how best to implement this.

Our innovative model doesn't tread on the toes of your incumbent paid social agency or in-house digital team. Instead, we work alongside them to provide specialist technical expertise to be implemented by them or with our help.

Our specialist audits can be conducted across any of the major social platforms. All we will need to conduct our audit is read-only access to your account.

With so many brands competing to be heard on paid social platforms, it's hard to get cut through, but implementing best practice across all aspects of campaign set-up is vital to achieving a healthy return on ad spend (ROAS).

Our social consultants are able to objectively review a campaign set up and advise on ways to enhance performance both on a campaign-specific level and at an account level to help you achieve greater revenue and a high return on your investment.

Why Avenue Digital?

Avenue Digital a digital performance agency, working with media, technology and data. We're an experienced senior team that is able to identify flaws in paid social set up and recommend solutions to enhance performance across your account. We work nimbly and can produce results quickly to demonstrate tangible value for our clients.

Our PPC Directors Louis Ayre and Caroline Byrnes will work tirelessly with you to identify all the necessary optimisations to your account to set you up for success. They have a broad range of experience helping B2B and B2C clients alike, across a wide variety of different sectors, and they are passionate about creating exceptional digital journeys that push boundaries for our clients.

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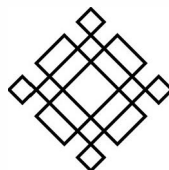
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