

# **Introduction to Predictable Sales and Marketing**

**Myth 1: Deep Pocket win**  
Your CPL and volume improves  
when your targeting is more  
accurate.

peasy



# How does Google and Facebook makes Money?

	MyVi	Aston Martin
Impression Pool	100,000	100,000
Click-through rate probability	1%	0.001%
Minimum Winning Bid	RM 1	RM 1,000

Placement = Bid X Relevance

CAPITAL

SKILLS

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	Aston Martin
Impression Pool	10,000
Click-through rate probability	10%
Minimum Winning Bid	RM 1

**Myth 2: I should only use Paid Ads when I want to expand my business.**

**Use paid ads as rocket and not car fuel.  
Paid ads is a way for you to discover your growth formula.**

When (metric) is above X%, then the most likely cause is (sub-variable), so we should (action)

2 žumanka  
2 BRASNO  
420g MALO PRAŠKA ZA PECIVO

Cream the margarine well with the eggs and the 2 egg yolks and the sugar. Add the flour and a little baking powder. Bake on a lightly greased tray at 200°C until golden brown. Spread jam over the cooled biscuit.

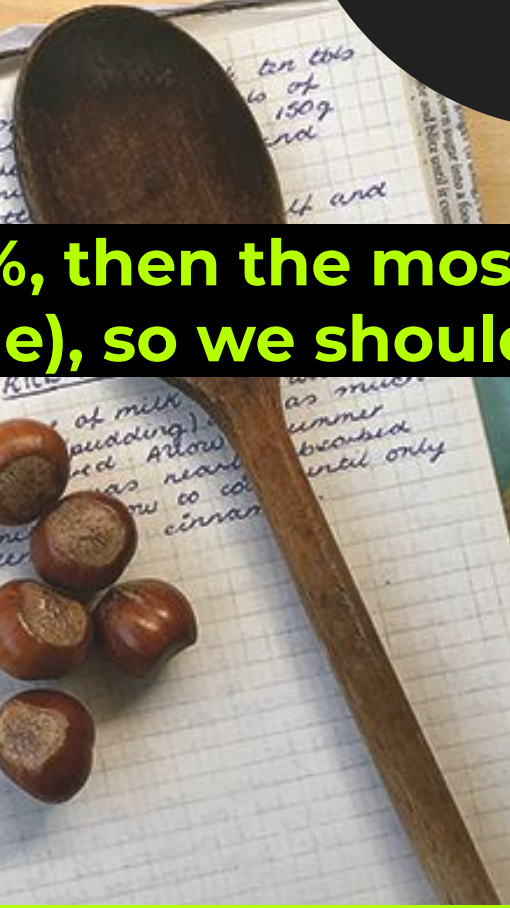
Beat 2 egg whites and add 75g of icing sugar + 200g ground nuts. Smooth this over the top and allow to set into squares.

ŠTANGLJE OD ORAHA (VUGO)

70g BUTERA  
80g BRASNO  
žumanka

FILE: COOK 50g of normal water. Whirl ground nuts

1 mug of milk (pudding). Allow to cool. Add as much sugar as needed. Beat until smooth. Allow to cool. Add cinnamon.





# Everything revolve around algorithm and data.

	Population	Impression	Reach	Frequency	CTR (%)
First Week	10,000,000	50,000	40,000	1.25	2%
Second Week	10,000,000	100,000	50,000	2	0.8%

# Guess the color.

Name	Color
Jane	Blue
Timmy	Red
Tanya	

# Guess the color.

Name	Color
Jane	Blue
Timmy	Red
Kathy	Blue
John	Red
Tanya	

# Everything can be Predictable

