THE INTENT ENGINE

Full-Funnel PPC Framework for the AI Era

A Note from the Creator & Invitation to Share

This framework is provided free of charge to help businesses navigate the AI-driven transformation of search and build sustainable organic growth in the new era.

If you find it valuable, the best way to support this project is to **share your implementation results on LinkedIn** and tag us so we can celebrate your success together.

Thank You for Downloading

I created **The Intent Engine: Full-Funnel PPC Framework** for the AI Era through extensive research and testing over the past year and a half, fundamentally rethinking our approach to paid media as AI reshapes how customers discover and assess products. This framework represents a complete shift from reactive search-only strategies to proactive demand generation that influences intent before customers even consider searching.

This system is a contribution to the digital marketing community, and it improves with **feedback and shared implementation experiences.**

In that spirit of open innovation, I invite you to join the conversation on LinkedIn.

How to Give Credit on LinkedIn

When you post about your implementation results, please tag both my personal profile and the company page so we can see your progress and thank you for your contribution:

PERSONAL ⤴
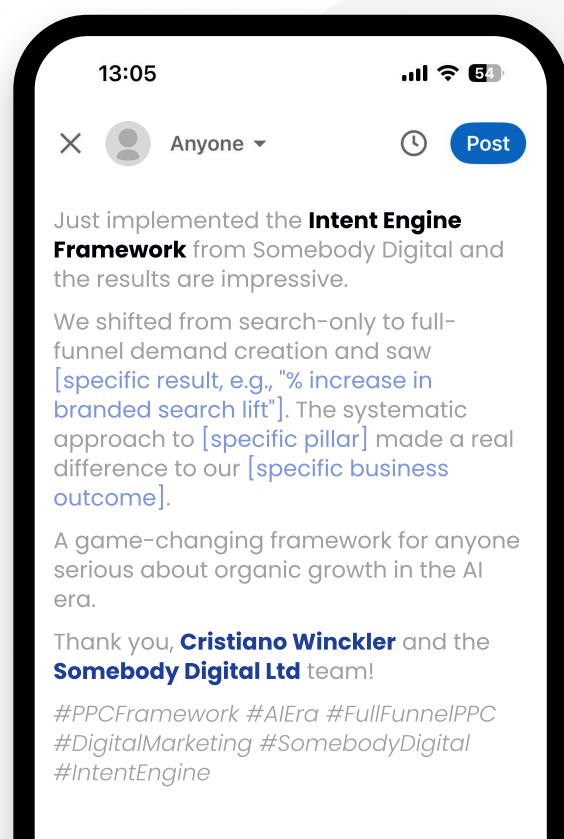# Cristiano Winckler

COMPANY ⤴
Somebody Digital Ltd

SOMEBODY

What to Share

We'd be thrilled to see you post about:

- **Your Implementation Journey** → Which pillar did you start with and how did it go?
- **The Results** → Traffic improvements, conversion rate changes, AI citation wins
- **Your Adaptations** → How you modified the framework for your industry or situation
- **Lessons Learned** → What worked best and what challenges you encountered

Example LinkedIn Post
(to make it easy)

13:05

✕ Anyone ⌄   Post

Just implemented the **Intent Engine Framework** from Somebody Digital and the results are impressive.

We shifted from search-only to full-funnel demand creation and saw [specific result, e.g., "% increase in branded search lift"]. The systematic approach to [specific pillar] made a real difference to our [specific business outcome].

A game-changing framework for anyone serious about organic growth in the AI era.

Thank you, **Cristiano Winckler** and the **Somebody Digital Ltd** team!

#PPCFramework #AIEra #FullFunnelPPC #DigitalMarketing #SomebodyDigital #IntentEngine

Thank you for being part of this community. I'm excited to see what you build with this framework!

IMPORTANT

Framework Adaptation Notice

This framework is designed for experienced digital marketing leaders, PPC managers, and paid media specialists. It provides strategic direction and tactical guidance that you should adapt to your specific:

- Budget and scale (startup to enterprise advertising spend)
- Industry and audience (BB tech to e-commerce to professional services) • Current PPC maturity level (search-only to advanced full-funnel)
- Team structure and capabilities (solo practitioners to large media teams) • Platform mix and priorities (Google-focused to omnichannel activation)

You are expected to:

- Adapt implementation timelines based on your budget and team capacity
- Select platforms and tactics that align with your audience and goals
- Modify measurement approaches based on your attribution capabilities
- Integrate these strategies with your existing marketing and sales processes
- Use your professional judgment to prioritize activities based on your business objectives

This is a strategic framework, not a rigid playbook. Use your expertise to implement what makes sense for your organization and market.

Executive Summary

The Challenge:
Traditional search-only PPC is failing in the AI era. % of searches now end without clicks, AI Overviews reach . billion monthly users, and customers are influenced by AI assistants, social feeds, and Connected TV long before they search. The "Performance Max Paradox" shows that bottom-funnel focus alone leads to stagnating growth.

The Solution:
The Intent Engine - developed through extensive testing and refinement, this four-pillar framework shifts from capturing demand to creating demand, influencing intent before the search begins.

The Approach:
Build proactive demand generation through AI-powered audience intelligence, full-funnel creative optimization, omnichannel activation, and unified measurement that connects upper-funnel activities to pipeline and revenue.

The Results:
Organizations implementing this framework report significant improvements in branded search lift, engagement value scores, and marketing-attributed revenue, with better attribution of upper-funnel activities to business outcomes.

The Framework:
Four interconnected pillars that create sustainable competitive advantage in AI-driven customer journeys

1. **Audience Intelligence & Insight** - AI-powered audience discovery and predictive intent signals
2. **. Full-Funnel Creative & Messaging** - Dynamic creative optimization across the customer journey
3. **. Omnichannel Activation** - Integrated CTV, social, native, and AI search strategies .
4. **Unified Measurement & Attribution** - AI-era KPIs and engagement value scoring
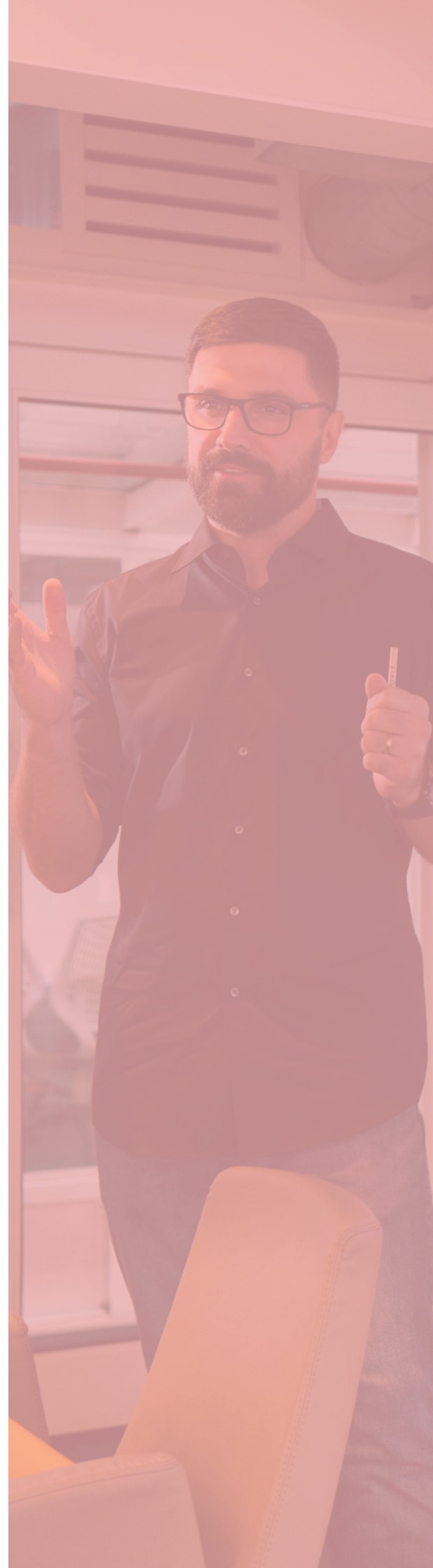
THE NEW REALITY
The Great Shift in Customer Discovery

The Great Shift in Customer Discovery

Traditional PPC operated on a simple principle:
Wait for Intent → Capture with Ads → Convert

AI-era customer journeys have fundamentally changed this to:
Influence Intent → Guide Discovery → Capture and Convert

This doesn't mean traditional search is obsolete - it means we need to layer proactive demand generation strategies on top of solid search foundations.

Key Statistics:

• 59% of searches now end without clicks

• 1.5 billion monthly users reached by AI Overviews

• 2-4x longer average query length in AI Mode vs traditional search

• 1,200% increase in traffic from generative AI to U.S. retail sites

• 34.5% drop in click-through rates due to AI Overviews

The Performance Max Paradox

Many organizations are experiencing the "Performance Max Paradox" - pouring significant budget into bottom-funnel campaigns and seeing conversions, but overall revenue growth stagnating.

Why This Happens:

• Performance Max excels at capturing existing demand

• But it doesn't create new demand or influence early-stage intent

• Search-only strategies miss the majority of the customer journey

• AI is reshaping discovery long before search queries occur

The Three Fundamental Shifts

From Capturing to Creating Demand

- **Traditional Model:** Wait for users to express intent, then serve ads
- **Intent Engine Model:** Proactively build and influence intent before search occurs
- **Impact:** Expand your addressable market beyond existing demand

From Keywords to Intent Signals

- **Traditional Model:** Target specific keywords and optimize for exact matches
- **Intent Engine Model:** Use AI-powered targeting to identify and reach predictive intent signals
- **Impact:** Reach customers earlier in their journey with broader, more sophisticated targeting

From Channel Silos to Omnichannel Orchestration

- **Traditional Model:** Optimize individual campaigns and channels in isolation
- **Intent Engine Model:** Create unified customer experiences across CTV, social, native, and search
- **Impact:** Build brand affinity and guide customers through integrated touchpoints

The Four-Pillar Framework

THE INTENT ENGINE FLYWHEEL

A Self-Reinforcing Growth System

The Intent Engine isn't just four separate pillars—it's a self-reinforcing flywheel where each component fuels the next, creating compounding momentum and sustainable competitive advantage.

How the Flywheel Works

Plain Text

Audience Intelligence & Insight
↓ (provides fuel for)
Full-Funnel Creative & Messaging
↓ (engages users during)
Omnichannel Activation
↓ (generates data for)
Unified Measurement & Attribution
↓ (produces insights that refine)
Audience Intelligence & Insight
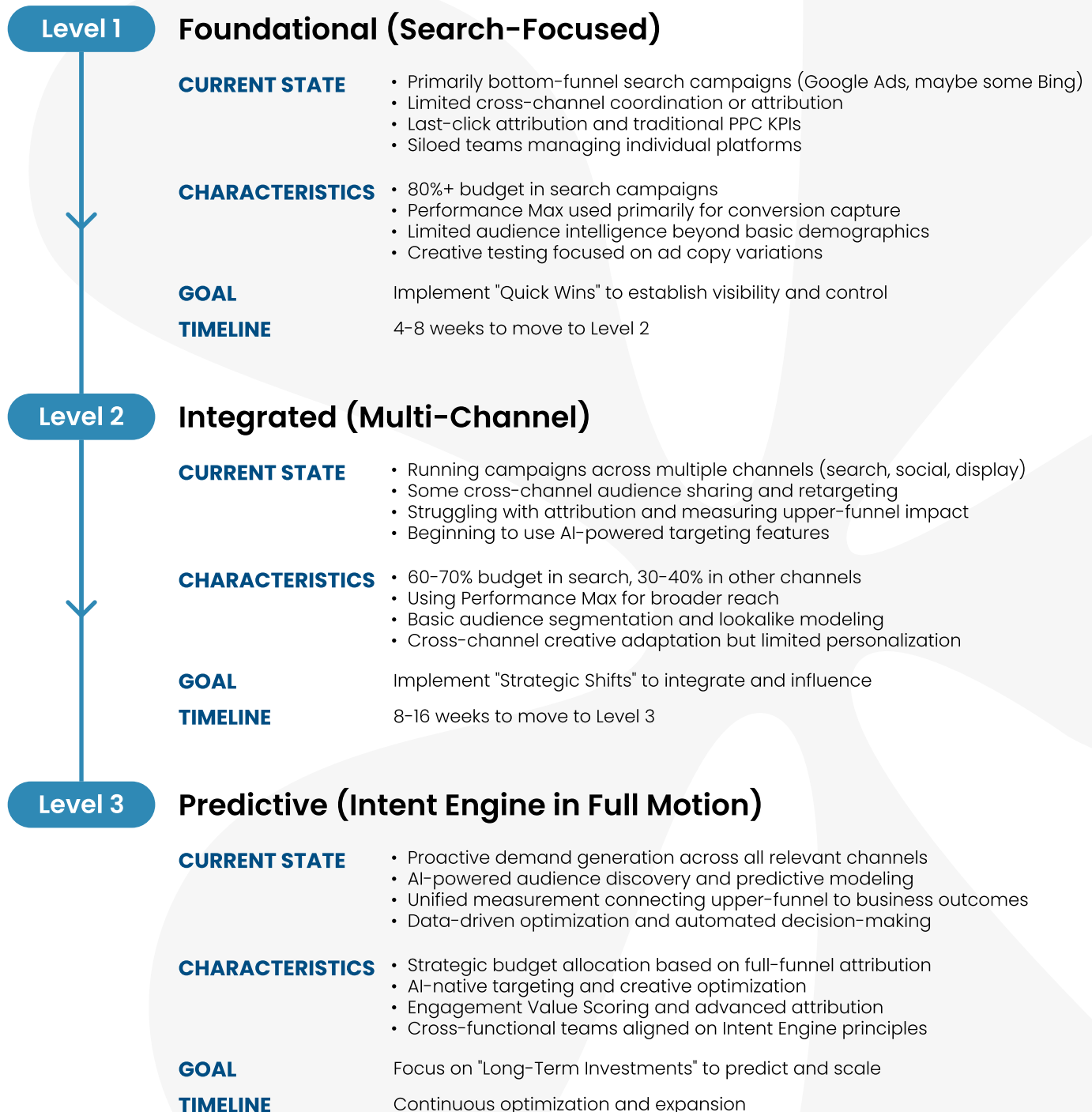↓ (and the cycle accelerates)

The Compounding Effect

- **Better audience insights → More targeted creative → Higher engagement across channels → Richer measurement data → Even better audience insights**
- Each rotation of the flywheel improves the next, creating exponential rather than linear growth
- Organizations that master this system build advantages that competitors struggle to replicate

Why This Matters for Leaders

- **Sustainable Growth:** Unlike tactics that plateau, flywheels accelerate over time
- **Competitive Moats:** The data and insights compound, creating defensible advantages
- **Resource Efficiency:** Each investment strengthens multiple components simultaneously
- **Predictable Scaling:** Flywheel momentum makes growth more predictable and sustainable

Implementation Maturity Model

Before diving into the pillars, assess where your organization currently stands. This maturity model helps you identify your starting point and plan your progression through the Intent Engine implementation.

Level 1 — Foundational (Search-Focused)

CURRENT STATE
- Primarily bottom-funnel search campaigns (Google Ads, maybe some Bing)
- Limited cross-channel coordination or attribution
- Last-click attribution and traditional PPC KPIs
- Siloed teams managing individual platforms

CHARACTERISTICS
- 80%+ budget in search campaigns
- Performance Max used primarily for conversion capture
- Limited audience intelligence beyond basic demographics
- Creative testing focused on ad copy variations

GOAL Implement "Quick Wins" to establish visibility and control

TIMELINE 4-8 weeks to move to Level 2

Level 2 — Integrated (Multi-Channel)

CURRENT STATE
- Running campaigns across multiple channels (search, social, display)
- Some cross-channel audience sharing and retargeting
- Struggling with attribution and measuring upper-funnel impact
- Beginning to use AI-powered targeting features

CHARACTERISTICS
- 60-70% budget in search, 30-40% in other channels
- Using Performance Max for broader reach
- Basic audience segmentation and lookalike modeling
- Cross-channel creative adaptation but limited personalization

GOAL Implement "Strategic Shifts" to integrate and influence

TIMELINE 8-16 weeks to move to Level 3

Level 3 — Predictive (Intent Engine in Full Motion)

CURRENT STATE
- Proactive demand generation across all relevant channels
- AI-powered audience discovery and predictive modeling
- Unified measurement connecting upper-funnel to business outcomes
- Data-driven optimization and automated decision-making

CHARACTERISTICS
- Strategic budget allocation based on full-funnel attribution
- AI-native targeting and creative optimization
- Engagement Value Scoring and advanced attribution
- Cross-functional teams aligned on Intent Engine principles

GOAL Focus on "Long-Term Investments" to predict and scale

TIMELINE Continuous optimization and expansion

Self-Assessment Questions

- What percentage of your budget is allocated to upper-funnel activities?
- Can you measure the impact of brand awareness campaigns on search behavior?
- Do you use AI-powered audience discovery and predictive modeling?
- Is your team structured for cross-channel collaboration and optimization?

PILLAR 1
Audience Intelligence & Insight

Objective:
Move beyond demographics to understand AI-driven intent and identify predictive signals before search queries occur

Core Components

1. AI-Powered Audience Discovery
- Leverage first-party data for predictive intent signals
- Use AI-powered segmentation and high-fidelity lookalikes
- Analyze customer journey data from CRM, social, chat, and site behavior
- Identify patterns and opportunities before queries exist

2. Predictive Intent Modeling
- Social listening and conversational AI for emerging needs
- AI-powered search matching (AI Max/Broad) to capture pre-search intent
- Behavioral analysis to predict future purchase intent
- Cross-channel data integration for comprehensive customer understanding

3. Advanced Audience Segmentation
- Dynamic audience creation based on engagement patterns
- Lookalike modeling using AI-enhanced similarity algorithms
- Intent-based segmentation beyond traditional demographics
- Real-time audience optimization and refinement

Implementation Steps

Phase 1

Data Foundation (Weeks 1-2)

- Audit existing first-party data sources
- Integrate CRM, website, and social data
- Set up AI-powered analytics and audience tools
- Establish baseline audience performance metrics

Phase 2

Predictive Modeling (Weeks 3-4)

- Implement AI-powered audience segmentation
- Create high-fidelity lookalike audiences
- Set up social listening and intent monitoring
- Develop predictive intent scoring models

Phase 3

Advanced Targeting (Weeks 5-6)

- Deploy AI Max and Broad Match strategies
- Implement cross-channel audience activation
- Set up dynamic audience optimization
- Create feedback loops for continuous improvement

Tools and Resources

- AI-Powered Audience Discovery Template
- Predictive Intent Modeling Framework
- Advanced Segmentation Checklist
- Cross-Channel Data Integration Guide

Success Metrics

- Audience quality scores and engagement rates
- Predictive intent accuracy and conversion lift
- Cross-channel audience performance
- Cost efficiency improvements from better targeting

PILLAR 2
Full-Funnel Creative & Messaging

Objective:
Develop dynamic creative optimization that adapts to every stage of the customer journey and every channel touchpoint

Core Components

1. AI-Generated Creative Variants
- Dynamic creative optimization at scale
- Automated A/B testing and performance optimization
- AI-powered copy and visual generation
- Real-time creative adaptation based on performance data

2. Personalization at Scale
- Upper-funnel engagement through personalized messaging
- Dynamic creative insertion based on audience segments
- Contextual creative optimization for different platforms
- Behavioral trigger-based creative delivery

3. Storytelling Across Channels
- Creative adaptation for channel-specific contexts
- Consistent brand narrative across touchpoints
- Progressive disclosure of value propositions
- Journey-based creative sequencing

Implementation Steps

Phase 1

Creative Foundation (Weeks 1-2)

- Audit existing creative assets and performance
- Develop full-funnel creative strategy
- Create brand narrative and messaging framework
- Set up creative testing and optimization processes

Phase 2

Dynamic Optimization (Weeks 3-4)

- Implement AI-powered creative generation tools
- Set up automated A/B testing workflows
- Create personalization rules and triggers
- Develop cross-channel creative guidelines

Phase 3

Advanced Personalization (Weeks 5-6)

- Deploy dynamic creative insertion
- Implement behavioral trigger campaigns
- Set up creative sequencing and journey mapping
- Create performance feedback and optimization loops

Tools and Resources

- Full-Funnel Creative Strategy Template
- AI Creative Generation Workflow
- Personalization Rules Framework
- Cross-Channel Creative Guidelines

Success Metrics

- Creative engagement rates across funnel stages
- Personalization lift and conversion improvements
- Cross-channel creative consistency scores
- Creative production efficiency and cost reduction

PILLAR 3
Omnichannel Activation

Objective:

Create integrated customer experiences across Connected TV, paid social, native advertising, and AI-powered search to build brand affinity and guide customers through unified touchpoints

Core Components

1. Connected TV (CTV) Strategy

- Programmatic CTV for brand building and awareness
- Contextual, behavioral, and predictive targeting
- Brand affinity development before search intent
- Cross-device journey orchestration

2. Paid Social Integration

- Social platform optimization for discovery and engagement
- Creative sequencing and audience progression
- Social listening integration for content optimization
- Cross-platform audience synchronization

3. Native Advertising Excellence

- Trusted voice positioning through native content
- Editorial-style advertising for thought leadership
- Content marketing integration with paid promotion
- Authority building through native placements

4. AI-Powered Search Optimization

- AI Overviews and AI Mode optimization
- Performance Max for demand generation
- AI Max and Broad Match for expanded reach
- Search eligibility optimization for AI moments

Implementation Steps

Phase 1

Platform Foundation (Weeks 1-3)

- Audit current channel performance and opportunities
- Develop omnichannel strategy and budget allocation
- Set up cross-platform tracking and attribution
- Create unified audience and creative guidelines

Phase 2

CTV and Social Integration (Weeks 4-6)

- Launch programmatic CTV campaigns
- Implement cross-platform audience targeting
- Set up social listening and optimization
- Create cross-device journey tracking

Phase 3

Native and Search Optimization (Weeks 7-9)

- Deploy native advertising campaigns
- Optimize for AI Overviews and search eligibility
- Implement Performance Max for demand generation
- Set up advanced attribution and measurement

Tools and Resources

- Omnichannel Strategy Planning Template
- CTV Campaign Setup Guide
- Cross-Platform Attribution Framework
- AI Search Optimization Checklist

Success Metrics

- Cross-channel reach and frequency optimization
- Brand affinity and awareness lift
- Customer journey progression rates
- Omnichannel attribution and ROI

PILLAR 4
Unified Measurement & Attribution

Objective:
Implement AI-era KPIs and measurement frameworks that connect upper funnel activities to pipeline and revenue outcomes

Core Components

1. AI-Era KPI Framework
- Branded Search Lift measurement
- Attention metrics and engagement scoring
- Assisted conversions and upper-funnel attribution
- Marketing-attributed revenue tracking
- Customer Lifetime Value (CLTV) and pipeline contribution

2. Engagement Value Scoring
- Multi-touch attribution modeling
- Cross-channel engagement weighting
- Progressive scoring based on journey stage
- Real-time optimization based on engagement value

3. Advanced Attribution Modeling
- First-party data integration for attribution
- Cross-device and cross-channel tracking
- AI-powered attribution modeling
- Incrementality testing and measurement

Implementation Steps

Phase 1

Measurement Foundation (Weeks 1-2)

- Audit current measurement and attribution setup
- Implement AI-era KPI tracking
- Set up cross-channel attribution modeling
- Establish baseline performance metrics

Phase 2

Advanced Attribution (Weeks 3-4)

- Deploy engagement value scoring system
- Implement multi-touch attribution modeling
- Set up incrementality testing framework
- Create real-time optimization workflows

Phase 3

Business Impact Measurement (Weeks 5-6)

- Connect marketing metrics to business outcomes
- Implement CLTV and pipeline attribution
- Set up executive reporting and dashboards
- Create ROI optimization and scaling strategies

Tools and Resources

- AI-Era KPI Setup Guide
- Engagement Value Scoring Template
- Multi-Touch Attribution Framework
- Executive Dashboard Templates

Success Metrics

- Marketing-attributed revenue growth
- Engagement value score improvements
- Attribution accuracy and insights
- Business impact and ROI optimization

IMPLEMENTATION ROADMAP

QUICK WINS — Months 1-4

Focus:
Immediate optimizations with existing campaigns and data

Key Activities:
- Implement AI Max and Broad Match in controlled search campaigns
- Optimize Performance Max for demand generation with new intent types
- Set up basic cross-channel attribution and AI-era KPI tracking
- Launch initial audience intelligence gathering and segmentation

Deliverables
- Enhanced search targeting with AI-powered matching
- Improved Performance Max campaign structure
- Basic attribution and measurement framework
- Initial audience insights and segmentation

STRATEGIC SHIFTS — Months 5-12

Focus:
Platform integration and omnichannel activation

Key Activities:
- Integrate Connected TV for brand building and awareness
- Align content and SEO strategies for AI-era search eligibility
- Implement full-funnel creative optimization and personalization
- Deploy cross-channel audience targeting and optimization

Deliverables
- Integrated CTV and social media campaigns
- AI-optimized content and search presence
- Dynamic creative optimization across channels
- Unified audience targeting and activation

IMPLEMENTATION ROADMAP

OPTIMIZATION LOOPS — Months 13-20

Focus:
Continuous improvement and advanced optimization

Key Activities:
- Implement AI-driven audience refresh and optimization
- Deploy advanced creative iteration and journey sequencing
- Set up real-time optimization based on engagement value scoring
- Create feedback loops between channels and campaigns

Deliverables
- Automated optimization and refresh workflows
- Advanced creative sequencing and personalization
- Real-time performance optimization systems
- Integrated feedback and improvement processes

LONG-TERM INVESTMENTS — Months 21+

Focus:
Advanced attribution and scaling strategies

Key Activities:
- Implement advanced attribution modeling and incrementality testing
- Deploy CLTV modeling and predictive analytics
- Scale successful strategies across additional channels and markets
- Develop proprietary measurement and optimization capabilities

Deliverables
- Advanced attribution and measurement systems
- CLTV and predictive modeling capabilities
- Scaled omnichannel activation strategies
- Proprietary optimization and intelligence systems

Platform Configuration Guides

Google Ads AI Max Setup and Optimization

AI Max Campaign Configuration

Step 1 : Campaign Setup

> Plain Text
>
> Campaign Type: Search
> Campaign Subtype: AI Max (if available) or Standard with AI-powered features Bidding Strategy: Target CPA or Target ROAS with Smart Bidding Budget: Start with 10-20% of total search budget for testing

Step 2 : Targeting Configuration

> Plain Text
>
> Keywords:
> - Start with 10-15 high-intent seed keywords
> - Use Broad Match with Smart Bidding enabled
> - Include phrase match for brand terms
> - Avoid exact match initially to allow AI learning
> Audiences:
> - Add high-value customer lists for bid adjustments
> - Include website visitors and converters
> - Use observation mode initially, then optimize based on performance

Step 3: Ad Assets and Extensions

Plain Text

Headlines:
- Minimum 8-10 headlines with varied messaging
- Include brand, product, and benefit-focused variations - Use dynamic keyword insertion where appropriate
Descriptions:
- 4-6 descriptions highlighting different value propositions - Include calls-to-action and unique selling points - Vary length and tone for different contexts
Extensions:
- Sitelinks: 6-8 relevant landing pages
- Callouts: Key benefits and differentiators
- Structured snippets: Product categories or service types

Step 4 : Optimization and Monitoring

Plain Text

Daily Monitoring (First 2 weeks):
- Search terms report review
- Add negative keywords for irrelevant traffic
- Monitor quality score and ad strength
- Adjust bids based on performance data
Weekly Optimization:
- Analyze audience performance and adjust bid modifiers - Test new ad variations and remove underperformers - Expand successful keyword themes
- Review and optimize landing page experience

Performance Max for Demand Generation Setup

Campaign Architecture

Asset Group Structure

Plain Text

Asset Group 1: Brand Awareness
- Focus: Upper-funnel reach and brand building
- Audiences: Broad demographics and interests
- Creative: Brand-focused imagery and messaging - Landing Pages: Homepage and brand story pages
Asset Group 2: Product/Service Focus
- Focus: Mid-funnel consideration and education - Audiences: In-market and custom intent audiences - Creative: Product-focused imagery and benefits - Landing Pages: Product pages and resource centers
Asset Group 3: Conversion Optimization
- Focus: Bottom-funnel conversion and retargeting - Audiences: Website visitors and previous customers - Creative: Conversion-focused with offers and CTAs - Landing Pages: Conversion-optimized landing pages

Asset Requirements and Best Practices

Images

Plain Text

Required Formats:
- Landscape (1.91:1): 1200x628px minimum
- Square (1:1): 1200x1200px minimum
- Portrait (4:5): 960x1200px minimum
Quality Guidelines:
- High-resolution, professional imagery
- Consistent brand colors and fonts
- Clear, readable text overlays
- Mobile-optimized visibility

Videos

Plain Text

Required Formats:
- Landscape: 16:9 aspect ratio
- Square: 1:1 aspect ratio
- Vertical: 9:16 aspect ratio
Duration Guidelines:
- YouTube: 15-30 seconds optimal
- Discovery: 6-15 seconds optimal
- Include captions for accessibility

Headlines and Descriptions

Plain Text

Headlines (5-15 required):
- Mix of brand, product, and benefit-focused
- Include emotional and rational appeals
- Vary length from short (25 chars) to long (90 chars)
- Use dynamic keyword insertion strategically
Descriptions (2-5 required):
- Highlight unique value propositions
- Include clear calls-to-action
- Address common objections or concerns
- Maintain consistent brand voice

Google Analytics Configuration for Cross-Channel Attribution

Enhanced E-commerce and Conversion Setup

Step 1 : Enhanced E-commerce Configuration

JavaScript

```javascript
// Enhanced E-commerce Event Tracking
gtag('event', 'purchase', {
 transaction_id: 'T_12345',
 value: 25.42,
 currency: 'USD',
 items: [{
 item_id: 'SKU123',
 item_name: 'Product Name',
 category: 'Category',
 quantity: 1,
 price: 25.42
 }]
});
// Custom Events for Intent Engine Tracking
gtag('event', 'engagement_value_action', {
 event_category: 'Intent Engine',
 event_label: 'High Value Page Visit',
 value: 15,
 custom_parameter_1: 'consideration_stage'
});
```

Step 2 : Cross-Channel Attribution Setup

```javascript
// UTM Parameter Tracking for Cross-Channel Attribution
gtag('config', 'GA_MEASUREMENT_ID', {
 custom_map: {
 'custom_parameter_1': 'funnel_stage',
 'custom_parameter_2': 'engagement_value_score',
 'custom_parameter_3': 'channel_source'
 }
});
// Enhanced Attribution Model Configuration
gtag('event', 'conversion', {
 send_to: 'AW-CONVERSION_ID/CONVERSION_LABEL',
 value: 1.0,
 currency: 'USD',
 attribution_model: 'data_driven'
});
```

Step 3 : Custom Dimensions and Metrics

Plain Text

Custom Dimensions:
- Funnel Stage (awareness, consideration, intent, conversion)
- Engagement Value Score Range (0-25, 26-75, 76-150, 151+)
- Channel Attribution (first_touch, middle_touch, last_touch)
- Customer Lifetime Value Segment (high, medium, low)

Custom Metrics:
- Engagement Value Score
- Cross-Channel Conversion Rate
- Assisted Conversion Value
- Brand Search Lift Percentage

Connected TV Campaign Setup Guide

Programmatic CTV Platform Configuration

Campaign Structure

Plain Text

Campaign Objective: Brand Awareness + Reach
Target Audience: [Defined based on first-party data and lookalikes] Budget Allocation:
- 60% Reach and Frequency
- 25% Audience Targeting
- 15% Testing and Optimization

Frequency Capping:
- 3-4 exposures per person per week
- 1-2 exposures per person per day
- Avoid over-saturation while maintaining recall

Targeting Strategy

Plain Text

Demographic Targeting:
- Age, gender, income based on customer data
- Geographic targeting aligned with business objectives
- Household composition and lifestyle indicators

Behavioral Targeting:
- Viewing behavior and content preferences
- Purchase behavior and brand affinity
- Cross-device behavior patterns

Contextual Targeting:
- Relevant programming and content categories
- Time-of-day and daypart optimization
- Seasonal and event-based targeting

Creative Specifications

Plain Text

Video Requirements:
- Duration: 15-30 seconds (15s preferred for completion rates)
 - Resolution: 1920x1080 minimum (HD)
- File Format: MP4, MOV
- Audio: Clear, professional quality with captions

Brand Guidelines:
- Logo visible within first 3 seconds
- Clear value proposition within first 5 seconds
- Strong call-to-action in final 3 seconds
- Consistent with other channel creative

Measurement and Attribution

Plain Text

Primary KPIs:
- Video Completion Rate (VCR)
- Brand Lift and Awareness Metrics
- Reach and Frequency Optimization
- Cross-Channel Attribution Impact

Attribution Setup:
- Pixel implementation for website visits
- Branded search lift measurement
- Cross-device tracking and matching
- Integration with Google Analytics and other platforms

AI-POWERED SEARCH OPTIMIZATION

AI Overviews and AI Mode Eligibility

Requirements for AI Search Visibility

- Strong content quality and site structure
- Comprehensive structured data implementation • Excellent user experience and page speed
- Smart Bidding optimization and performance history • High relevance and authority signals

Implementation Checklist

- Audit content quality and comprehensiveness
- Implement structured data for key entities and content Optimize site speed and user experience
- Set up Smart Bidding with sufficient conversion data Build authority signals through content and links

AI Max and Broad Match Strategy

Phase 1 : Controlled Testing

Plain Text

Campaign Structure:
- Separate campaign for AI Max testing
- Limited budget allocation (10-20% of search budget)
- High-intent keywords as starting point
- Comprehensive negative keyword lists

Phase 2 : Expansion and Optimization

Plain Text

Optimization Framework:
- Monitor search term reports daily
- Add negative keywords for irrelevant traffic - Expand successful themes and audiences
- Integrate with audience intelligence insights

CONNECTED TV IMPLEMENTATION

Programmatic CTV Strategy

Targeting Framework

- Contextual Targeting: Relevant content and programming
- Behavioral Targeting: Based on viewing and online behavior
- Predictive Targeting: AI-powered audience modeling
- Geographic Targeting: Market-specific optimization

Budget Allocation Guidelines

```
Plain Text

CTV Budget Distribution:
- 40% - Brand awareness and reach campaigns
- 30% - Audience targeting and engagement
- 20% - Retargeting and conversion support
- 10% - Testing and optimization
```

Creative Requirements

- 15-second and 30-second video assets
- Clear brand messaging and value proposition
- Strong visual storytelling for TV environment
- Consistent branding across all touchpoints

CROSS-CHANNEL ATTRIBUTION SETUP
Multi-Touch Attribution Model

Budget Allocation Guidelines

Plain Text

Touchpoint Weights:
- First Touch (Awareness): 20%
- Middle Touches (Consideration): 40%
- Last Touch (Conversion): 40%

Channel-Specific Adjustments:
- CTV: Higher awareness weighting
- Social: Balanced consideration weighting
- Search: Higher conversion weighting
- Native: Consideration and authority weighting

Implementation Steps

1. **Data Integration:** Connect all platform data sources
2. **Tracking Setup:** Implement cross-device and cross-channel tracking
3. **Model Configuration:** Set up attribution rules and weighting
4. **Validation:** Test attribution accuracy with known customer journeys
5. **Optimization:** Adjust based on business outcomes and insights

MEASUREMENT AND ANALYTICS FRAMEWORK

AI-Era KPI Tracking Setup

Traditional vs. AI-Era KPIs

Traditional KPLs	AI-Era KPLs	Implementation
Impressions	Branded Search Lift	Set up brand monitoring and search volume tracking
Clicks	Attention Metics	Implement engagement scoring and time-based metrics
CTR	Assisted Conversions	Set up multi-touch attribution modeling
CPA	Marketing-Attributed Revenue	Connect Marketing data to sales and revenue systems

ENGAGEMENT VALUE SCORING SYSTEM

The Engagement Value Score (EVS) Formula

The EVS quantifies the total value of customer interactions across all touchpoints, weighted by their proximity to conversion and business impact.

Base Formula

Plain Text

EVS = (Awareness × 1) + (Consideration × 3) + (Intent × 5) + (Conversion × 10)

Detailed Calculation Example

Awareness Actions (Weight: 1x)

CTV ad view	1 point
Social media impression	0.5 points
Display ad view	0.5 points
YouTube video view (25%+)	1 point

Conversion Actions (Weight: 3x)

Social media engagement (like, share, comment)	3 points
Content download or resource access	6 points
Email newsletter signup	9 points
Website visit (2+ pages)	6 points

Intent Actions (Weight: 5x)

High-value page visit (pricing, product pages)	15 points
Search for branded terms	20 points
Demo or consultation request	25 points
Add to cart or wishlist	20 points

Conversion Actions (Weight: 10x)

Lead form submission	50 points
Purchase or subscription	100 points
High-value conversion (enterprise deal)	200 points
Referral or advocacy action	75 points

Channel-Specific Multipliers

CTV	1.2.x (for brand building impact)
Social	1.1.x (for engagement and sharing potential)
Native	1.3.x (for authority and trust building)
Search	1.0.x (baseline for direct response)

Complete EVS Calculation Example

Customer Journey

- Sees CTV ad (1 × 1.2 = 1.2 points)
- Visits website from social (6 × 1.1 = 6.6 points)
- Downloads whitepaper (20 × 1.0 = 20 points)
- Searches for branded term (× . = points)
- Requests demo (25 × 1.0 = 25 points)
- Purchases product (100 × 1.0 = 100 points)

Total EVS: 158.8 points

EVS BENCHMARKS AND OPTIMIZATION

EVS Ranges

0-25   Early awareness stage

26-75   Active consideration stage

76-150   High intent and evaluation stage

151+   Conversion and advocacy stage

Optimization Strategies by EVS Range

Low EVS (0-25)   Focus on awareness and reach optimization

Medium EVS (26-75)   Emphasize consideration content and engagement

High EVS (76-150)   Prioritize conversion optimization and retargeting

Very High (151+)   Activate retention and referral campaigns

Real-Time EVS Application:

- **Audience Segmentation:** Create dynamic audiences based on EVS ranges
- **Budget Allocation:** Allocate more budget to high-EVS customer acquisition
- **Creative Optimization:** Serve appropriate creative based on EVS stage
- **Bid Adjustments:** Increase bids for high-EVS audience segments

Implementation Tools:

- Google Analytics 4 custom events and conversions
- Customer Data Platform (CDP) for unified tracking
- Business intelligence tools for scoring calculation
- Real-time dashboards for optimization

BRANDED SEARCH LIFT MEASUREMENT

Tracking Framework

Setup Requirements

- Baseline branded search volume measurement
- Brand monitoring across search engines
- Competitor brand search tracking
- Geographic and demographic segmentation

Implementation Tools:

1. **Baseline Establishment:** 3-month pre-campaign branded search volume
2. **Campaign Correlation:** Track branded search changes during campaigns
3. **Incrementality Testing:** Use geo-testing or holdout groups
4. **Attribution Modeling:** Connect branded search lift to revenue outcomes

Tools and Resources:

- Google Trends for search volume analysis
- SEMrush or Ahrefs for comprehensive brand monitoring
- Google Search Console for owned brand performance
- Custom analytics for incrementality measurement

Templates and Resources

Template 1

Audience Intelligence Discovery Framework

For questions about implementation, to share success stories, or to connect with other users implementing this framework, we encourage you to engage with us on LinkedIn

Customer Journey Mapping Template

Journey Stage	Touchpoints	Intent Signals	Targeting Opportunities	Mesurement KPIs
Awareness	[List channels]	[Behavioral indicators]	[Audience Segments]	[Awareness metrics]
Consideration	[List channels]	[Engagement signals]	[Targeting tactics]	[Engagement metrics]
Intent	[List channels]	[Intent indicators]	[Conversion tactics]	[Intent metrics]
Purchase	[List channels]	[Purchase signals]	[Conversion optimization]	[Conversion metrics]
Retention	[List channels]	[Loyalty indicators]	[Retention strategies]	[Retention metrics]

Audience Segmentation Framework

High-Value Segments

- Previous customers with high CLTV
- Lookalike audiences based on best customers
- Intent-based segments from search and social behavior Geographic and demographic high-performers

Emerging Opportunity Segments

- Social listening-identified emerging needs
- Competitor audience analysis insights
- Seasonal and trend-based opportunities
- Cross-sell and upsell segments

Template 2

Full-Funnel Creative Brief

Campaign Creative Brief Template

Campaign Objective	[Specific business goal and KPI targets]
Target Audience	[Detailed audience description and journey stage]
Key Message	[Primary value proposition and differentiation]

Creative Requirements by Channel

Connected TV

- 15-second brand awareness spot
- 30-second storytelling piece
- Clear brand recall elements
- Emotional connection and memorability

Paid Social

- Feed-native creative formats
- Story and video content
- Interactive and engagement-focused
- Platform-specific optimization

Native Advertising

- Editorial-style content
- Thought leadership positioning
- Educational and valuable content
- Subtle brand integration

Search (AI-Optimized)

- AI Overview-eligible content
- Comprehensive and authoritative
- Structured data optimization
- Multi-format asset creation

Template 3

Omnichannel Campaign Planning

Campaign Planning Template

Channel	Objective	Budget %	Audience	Creative	KPIs	Timeline
CTV	Brand Awareness	25%	[Audience]	[Creative]	[KPIss]	[Timeline]
Social	Engagement	20%	[Audience]	[Creative]	[KPIss]	[Timeline]
Native	Authority	15%	[Audience]	[Creative]	[KPIss]	[Timeline]
Search	Conversion	40%	[Audience]	[Creative]	[KPIss]	[Timeline]

Cross-Channel Optimization Framework

• Unified audience targeting across channels
• Consistent messaging and brand experience
• Sequential creative delivery and frequency capping
• Cross-channel attribution and optimization

Template 4

Attribution and Measurement Setup

Attribution Model Configuration

Touchpoint Mapping

Plain Text

Customer Journey Touchpoints:
1. First Awareness: CTV, Social, Native
2. Research and Consideration: Social, Native, Organic Search
3. Intent and Evaluation: Paid Search, Retargeting
4. Conversion: Paid Search, Direct, Email
5. Retention: Email, Social, Direct

Attribution Rules

- Time decay model with 30-day lookback
- Position-based weighting (40% first, 20% middle, 40% last)
- Cross-device tracking and identity resolution
- Offline conversion integration

Measurement Dashboard

- Real-time campaign performance
- Cross-channel attribution insights
- Engagement value scoring
- Business impact and ROI metrics

Advanced Strategies and Optimization

AI-Powered Audience Optimization
Dynamic Audience Refresh

Automated Optimization Framework

```
Plain Text

Refresh Frequency:
- High-performing audiences: Weekly optimization
- Medium-performing audiences: Bi-weekly refresh
- Low-performing audiences: Weekly evaluation for pause/replace

Optimization Triggers:
- Performance decline > 20% week-over-week
- Cost efficiency decrease > 15%
- Engagement rate drop > 25%
- Conversion rate decline > 30%
```

Predictive Modeling Integration

- Machine learning models for audience scoring
- Behavioral prediction algorithms
- Lookalike audience quality optimization
- Real-time audience performance adjustment

Creative Optimization and Testing
AI-Driven Creative Testing

Testing Framework

Plain Text

Creative Testing Hierarchy:
1. Message Testing: Value propositions and positioning
2. Visual Testing: Images, videos, and design elements
3. Format Testing: Ad formats and placements
4. Audience Testing: Creative-audience fit optimization

Statistical Significance:
- Minimum 1,000 impressions per variant
- 95% confidence level for decision making
- 7-day minimum test duration
- Conversion-based optimization when possible

Creative Sequencing Strategy

- Awareness-stage creative for cold audiences
- Consideration-stage creative for engaged audiences
- Conversion-stage creative for high-intent audiences
- Retention-stage creative for existing customers

Cross-Channel Budget Optimization

Dynamic Budget Allocation

Performance-Based Allocation Framework

Plain Text

Budget Reallocation Triggers:
- Channel performance variance > 20%
- Cost efficiency improvements > 15%
- Conversion rate changes > 25%
- Revenue attribution shifts > 30%

Reallocation Process:
1. Weekly performance review
2. Statistical significance validation 3. Budget shift implementation
4. Performance monitoring and adjustment

Seasonal and Trend Optimization

- Historical performance analysis
- Seasonal budget planning and allocation
- Trend-based opportunity identification
- Real-time market response optimization

Industry-Specific Adaptations

BB Technology and SaaS

Unique Considerations

- Longer sales cycles requiring extended attribution windows
- Multiple decision-makers and buying committee dynamics
- Technical content and thought leadership requirements
- Account-based marketing integration

Framework Adaptations

- Extended attribution windows (90-180 days)
- Account-based audience targeting and personalization Technical content optimization for AI search
- Sales and marketing alignment for attribution

E-commerce and Retail

Unique Considerations

- Seasonal fluctuations and promotional cycles
- Product catalog optimization for AI search
- Shopping campaign integration with broader strategy
- Customer lifetime value optimization

Framework Adaptations

- Seasonal budget allocation and optimization
- Product feed optimization for AI Overviews
- Shopping campaign integration with Performance Max Customer retention and CLTV focus

Professional Services

Unique Considerations

- Local market focus and geographic targeting
- Trust and credibility building requirements
- Service-based conversion tracking challenges
- Relationship-based sales processes

Framework Adaptations

- Geographic and local market optimization
- Authority and trust signal building
- Lead quality optimization over volume
- Relationship nurturing and retention focus

TROUBLESHOOTING AND OPTIMIZATION

COMMON IMPLEMENTATION CHALLENGES

Challenge → **Solution**

Limited Budget for Full Omnichannel Approach

- Start with highest-impact channels based on audience research
- Use phased implementation approach with gradual expansion
- Focus on owned media integration before paid expansion
- Leverage organic and earned media to supplement paid efforts

Challenge → **Solution**

Attribution and Measurement Complexity Solution

- Begin with simplified attribution models and gradually add complexity
- Focus on business outcome metrics rather than perfect attribution
- Use incrementality testing to validate attribution assumptions
- Implement unified tracking before advanced modeling

Challenge → **Solution**

Creative Resource Constraints

- Leverage AI-powered creative generation tools
- Repurpose existing content across multiple formats and channels
- Focus on high-performing creative themes and iterate
- Use user-generated content and customer testimonials

Challenge → **Solution**

Cross-Channel Data Integration

- Start with platform-native attribution and gradually integrate
- Use Customer Data Platforms (CDPs) for unified data management
- Implement consistent UTM and tracking parameters
- Focus on first-party data collection and activation

Performance Optimization Strategies

Audience Performance Optimization

- Regular audience quality audits and refresh
- Lookalike audience testing and optimization
- Cross-channel audience suppression and coordination
- Behavioral trigger optimization and refinement

Creative Performance Optimization

- AI-powered creative testing and iteration
- Cross-channel creative consistency and optimization
- Dynamic creative optimization based on performance
- Creative fatigue monitoring and refresh strategies

Budget and Bid Optimization

- Performance-based budget reallocation
- Smart Bidding optimization and testing
- Cross-channel bid coordination and optimization
- Seasonal and trend-based budget planning

Support and Community

Getting Help

For questions about implementation, to share success stories, or to connect with other users implementing this framework, we encourage you to engage with us on LinkedIn

Connect with Cristiano
linkedin.com/in/cristianowinckler

Follow Somebody Digital
linkedin.com/company/somebody-digital-ltd

Post your questions, results, and suggestions using #SEOAIFramework - this helps build the community and allows everyone to learn from shared experiences.

Additional Resources

Get the Complete Implementation Toolkit:

The full Intent Engine implementation resources, including templates, checklists, and advanced guides, are available for download at:

http://www.somebodydigital.com/paidmedia-framework

This comprehensive resource hub includes detailed implementation guides, measurement templates, and ongoing updates based on community feedback and platform changes

Continuous Improvement

This framework evolves based on:

- Implementation feedback from the paid media community
- Changes in AI search algorithms and advertising platforms
- New tools and technologies that enhance the process
- Industry best practices and emerging trends

We regularly update the framework based on community feedback and new research. Follow us on LinkedIn for updates and improvements.

Conclusion

The Intent Engine: Full-Funnel PPC Framework for the AI Era represents a fundamental shift from reactive search-only strategies to proactive demand generation. By implementing the four pillars systematically, organizations can build sustainable competitive advantages that work with AI-powered customer journeys.

Key Takeaways

1. **Create demand, don't just capture it** - Influence intent before customers search
2. **Think full-funnel, not just bottom-funnel** - Build brand affinity and guide discovery
3. **Embrace AI-powered targeting** - Use predictive signals beyond traditional keywords
4. **Measure what matters for business outcomes** - Connect upper-funnel activities to revenue
5. **Integrate channels for unified experiences** - Orchestrate touchpoints across the customer journey
6. **Optimize continuously with AI-era insights** - Use engagement value scoring and advanced attribution

Your Next Steps

1. **Start with Audience Intelligence** - Understand your customers' AI-era journey
2. **Implement systematically** - Follow the phased implementation roadmap
3. **Measure with AI-era KPIs** - Track engagement value and business impact
4. **Share your results** - Help build the community by sharing your implementation experience
5. **Iterate and improve** - Continuously optimize based on performance and insights

The AI era of customer discovery has arrived. The question isn't whether you'll adapt - it's whether you'll lead or follow. This framework gives you the tools to lead.

Will you influence intent before the search begins, or wait for demand that may never come?

The choice is yours. The framework is here. The time to start is now.