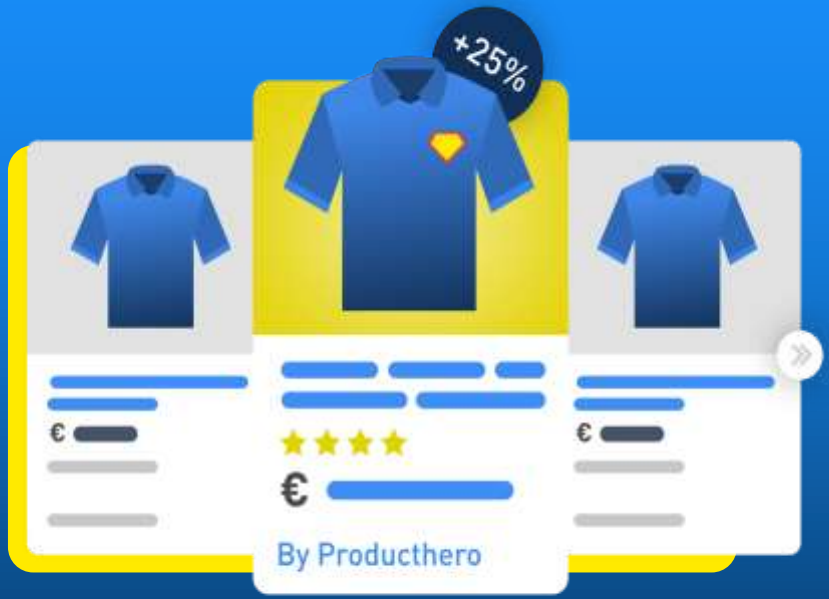
WHAT'S NEXT FOR PPC?

Data, AI, and the New Rules of Ecommerce Advertising



Presented by: Sem Tielemans

EPIC25

PRODUCTHERO

SHORT INTRODUCTION

Sem Tielemans

Strategic Partnerships and Growth Manager

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🚀 100+ Digital Marketing Agency visits

🙌 Team Training & Strategic Sessions

💼 Proud to be part of Producthero, helping 15,000+ merchants win in Shopping Ads

🎙️ Hosting a monthly webinar series “Agency in the Spotlight”

🌍 International focus: agencies & brands in 21+ countries

/sem-tielemans-producthero

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We give shopping advertisers and agencies more superpowers

Creating advanced and accessible tools for Shopping advertisers

Comparison Shopping Premium Partner

TOOLSTATION asics OLIVER BONAS very Emma Vestiaire Collective DECATHLON ASOS

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800+	Agency partners
€2.15B	Ad spend by retailers via Producthero CSS in 2024
15K+	Advertisers
21	Active countries

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BEST INNOVATION IN SOFTWARE

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Dutch Search Awards '24

DUTCH SEARCH AWARDS 2024

AGENCY PARTNERSHIPS AND RESEARCH

- Interviews Dutch Search Awards ‘24
- UK Webinar Series — agency in the Spotlight
- Dutch Agency Event – top 25 brightest agency founders and directors
- Agency Founder lunch in Lincoln UK – February & May ‘25

WOLFGANG DIGITAL

groupm

PUBLICIS GROUPE

dentsu

IPG MEDIABRANDS

KINESSO

FOUND.

OMG OMNICOM MEDIA GROUP

eComOne

eCommerce Growth Agency

UK & NL

SIMILARITIES

- Well-developed PPC agency landscape
- Rising CPCs and tighter margins
- Automation increases
- Challenges in talent recruitment
- Privacy & Attribution Concerns
- Active in global PPC conversations
- Big industry events (like BrightonSEO/HeroConf & Friends of Search)

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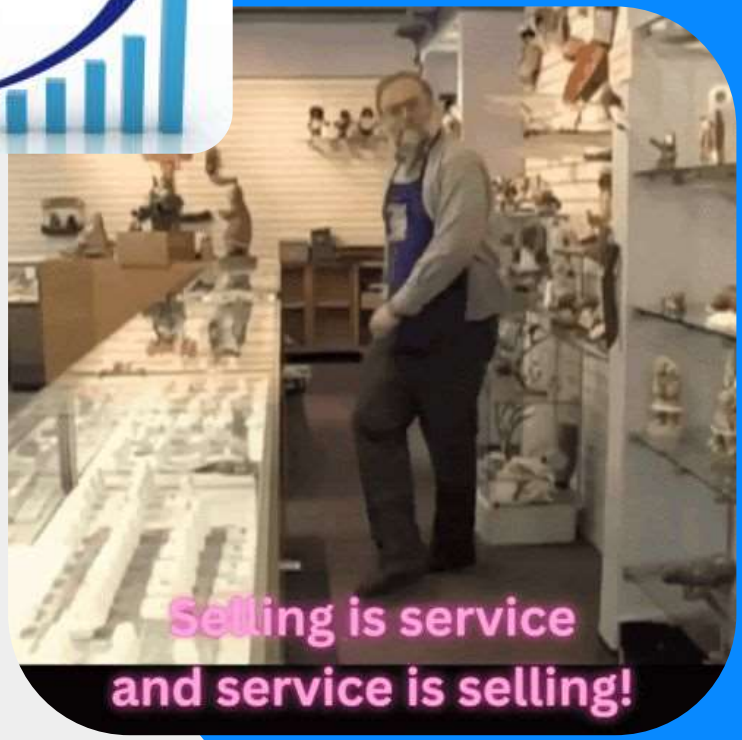
WE ARE ALL DOING SALES



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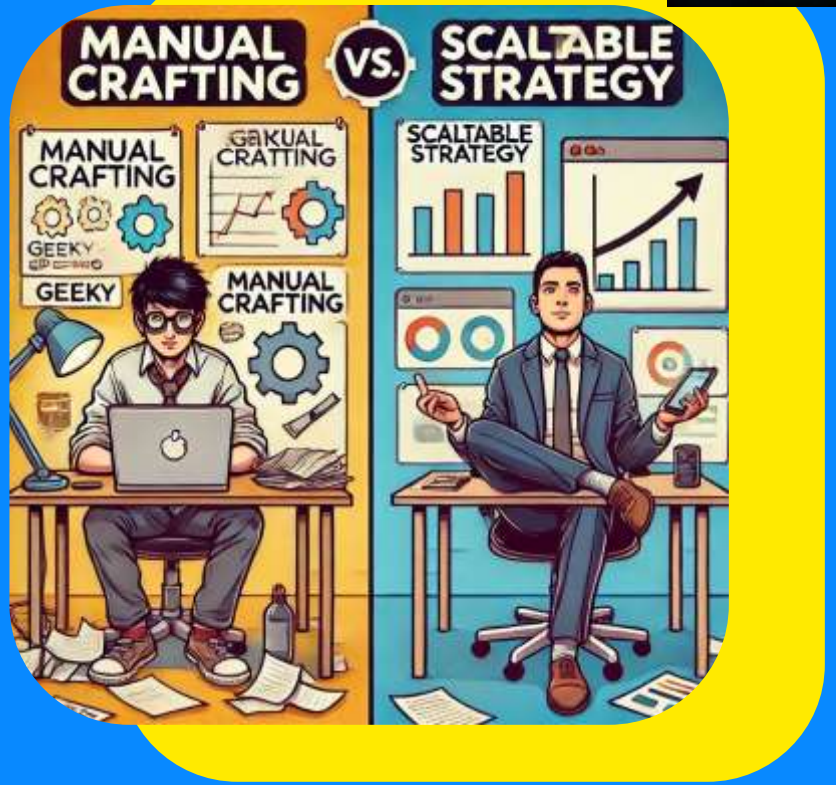
WHEN MASTERY DOESN'T SCALE



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WHAT'S CHANGING FOR AGENCIES?

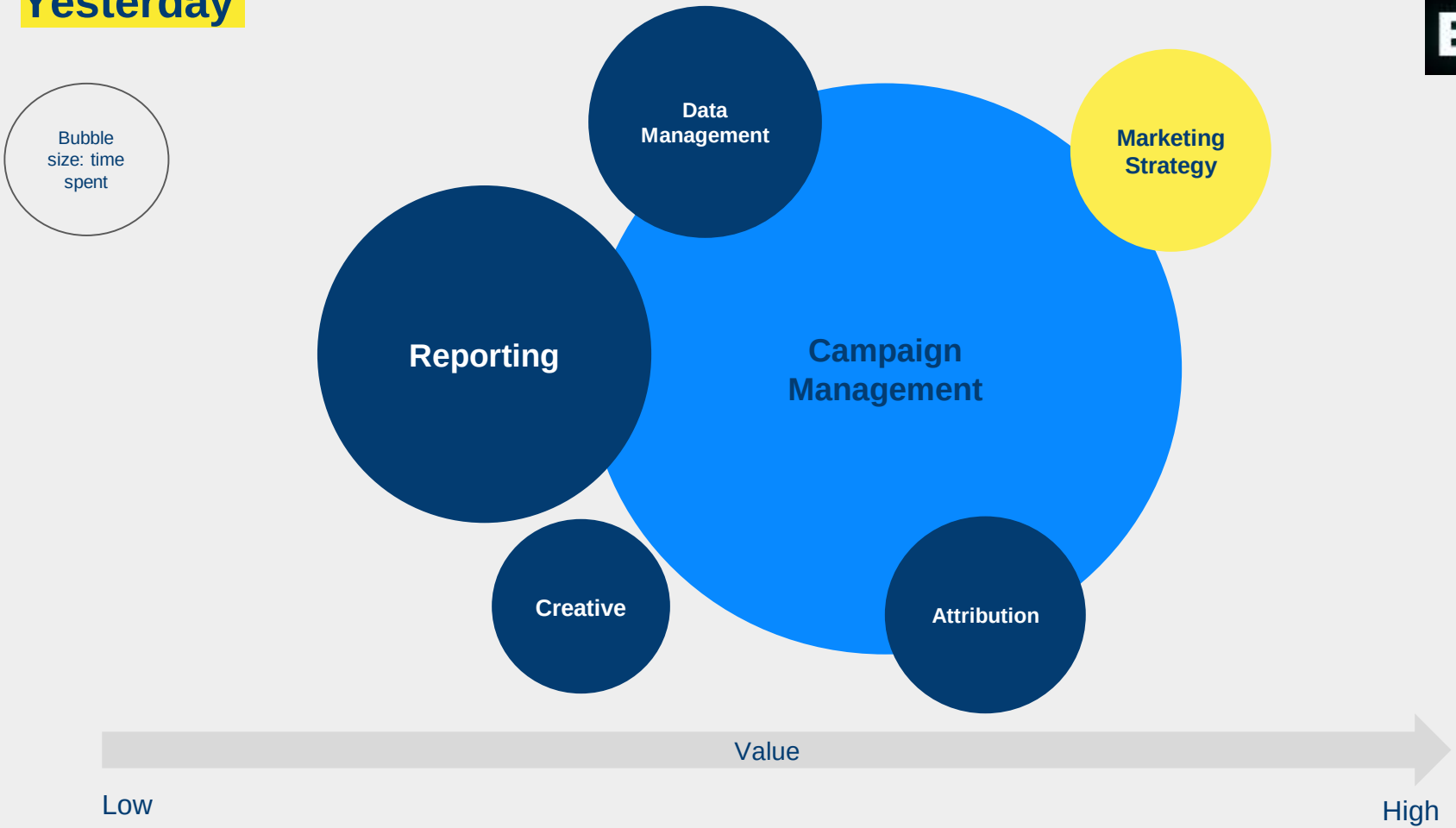
Richard Hill: CEO and Founder of eComOne agency

"In 2025, agencies need to double down on strategic thinking. With automation doing more of the heavy lifting, clients are looking for partners who can interpret the data, challenge assumptions, and shape real growth strategies—not just manage campaigns, but become a growth partner"

Harry Calvin Williams: Director of Growth at Found. agency

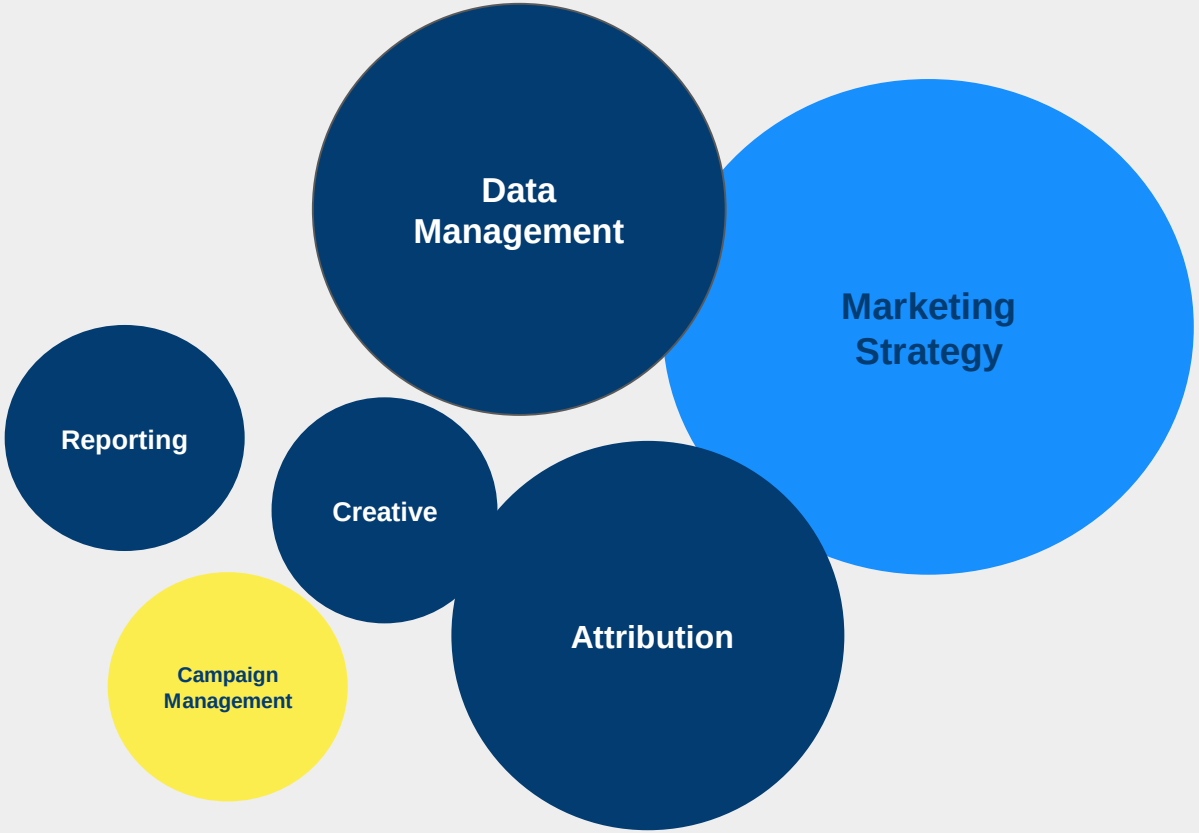
"In a privacy-first world, relying solely on last-click attribution no longer cuts it—successful brands embrace customer-centric, test-and-calibrate strategies. Growth comes from channel-specific approaches that respect each platform's unique audience and purpose.
By moving beyond last-click, brands often uncover untapped opportunities, especially in emerging or less competitive spaces."

Yesterday


Bubble size: time spent
Data Management
Marketing Strategy
Reporting
Campaign Management
Creative
Attribution
Value
Low
High

Today

Bubble size: time spent



Value

Low

High

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Scaling down on Campaign Management = in your control

To Strategize and Data Management = more collaboration

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FUTURE-PROOF YOUR AGENCY

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AGENCIES MUST FOCUS ON

The shift from execution to data strategy and automation oversight

Data ownership and first party strategies

Attribution modeling and cookieless tracking

AI-optimized ad structures

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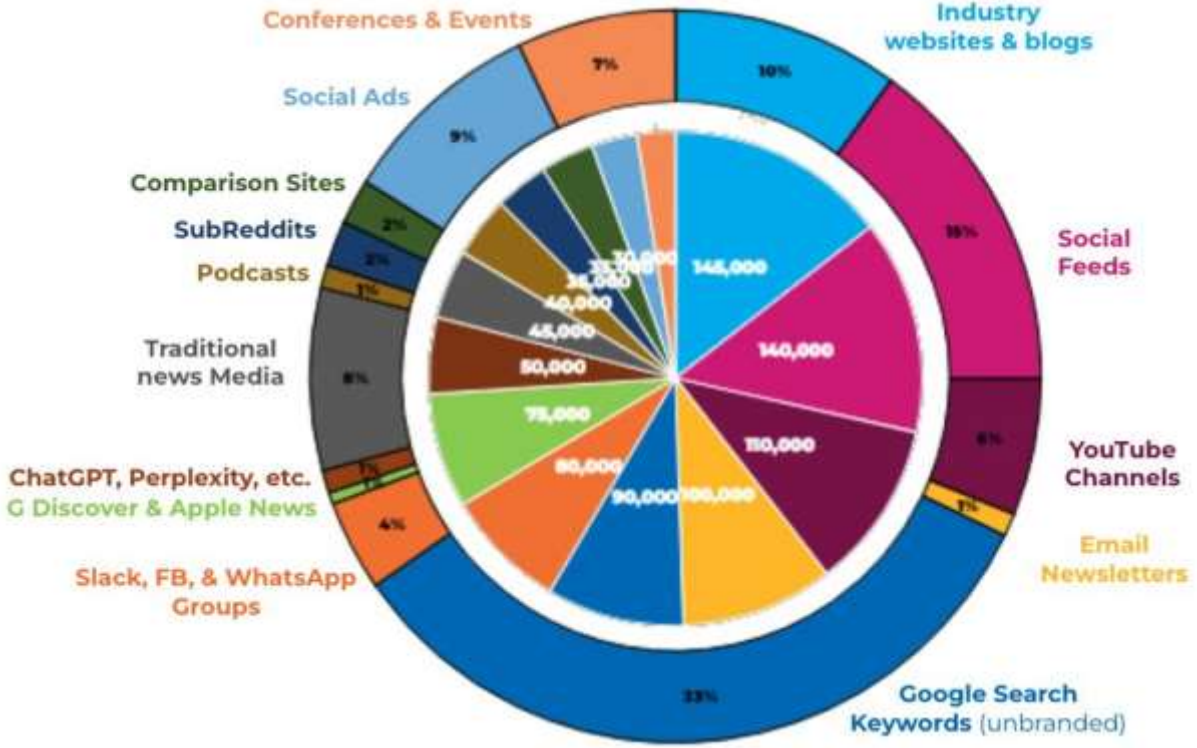
SEARCH ISN'T DEAD
BUT IT'S CHANGING

Performance Channels alone won't cut it

- Multi-touch strategy
- Influencing audiences in the right places



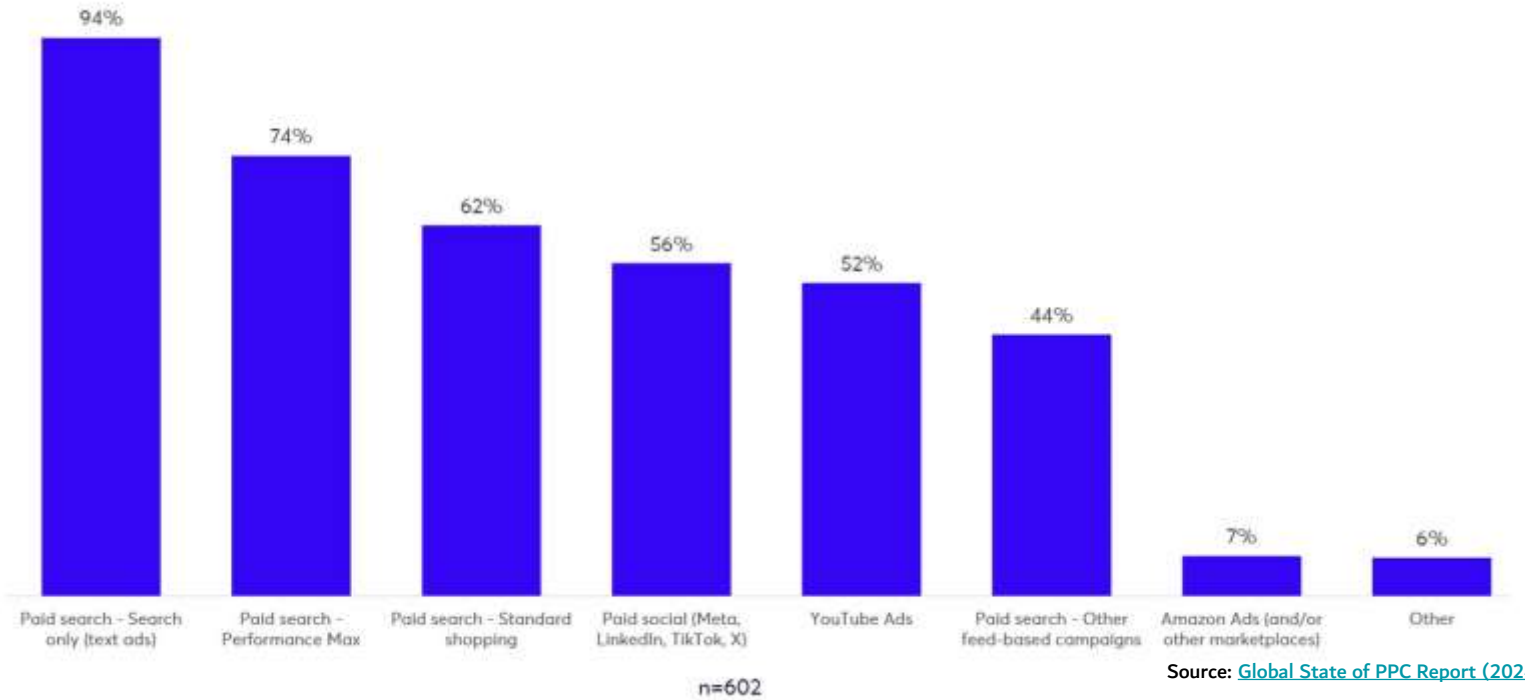
Where is your audience influenced? (inner circle)

Where do you allocate budget? (outer circle)

SparkToro

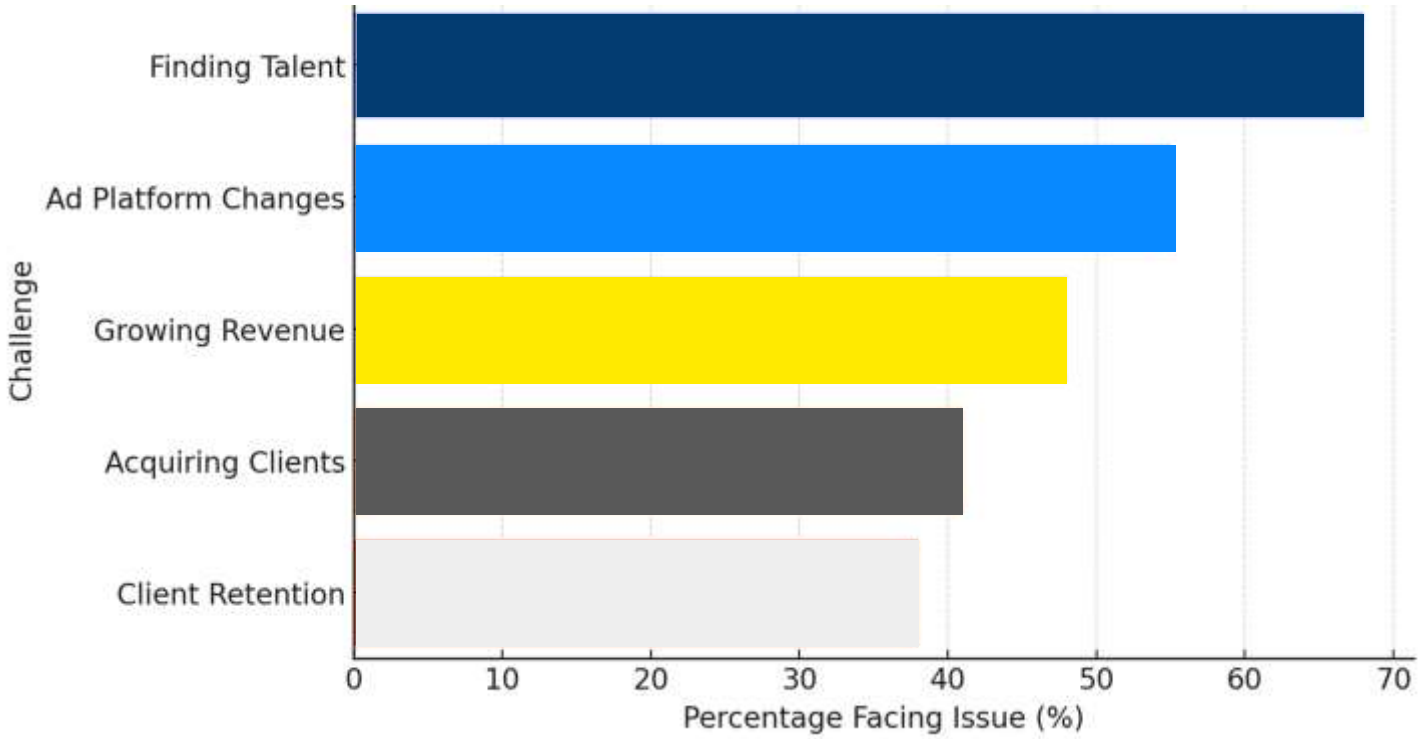
PLATFORMS MANAGED ON A WEEKLY BASIS

By individual contributors & freelancers (2024)



Source: Global State of PPC Report (2024)

TOP CHALLENGES FOR PPC SPECIALISTS (2024)



Source: Global State of PPC Report (2024)

ATTRIBUTION WILL GET (EVEN) HARDER

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Tracking = broken

- Can't see or credit these touchpoints
- Pair soft metrics with hard metrics
- Educate your client

More journeys

- TikTok Shop (new)
- Private messaging
- Podcast discovery
- Social comments
- Communities

MAKE AI WORK FOR YOU

Advertising fuels e-commerce growth, and AI-powered platforms optimize for your goals. But as automation lowers entry barriers, competition rises, driving up costs.

AI prioritizes easy wins—like branded searches—while platforms push to justify ad spend.

The key? Feed the AI with **the right business data** to steer it in your favor.

Take control. Make AI work for you, not the other way around. 🚀

PRACTICAL STEPS FOR AGENCIES

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Enhance tracking & analytics with APIs and first-party data

→ *E.g.:*

- *Audience Segmentation with first-party data*

Use AI tools strategically for automation and optimization

→ *E.g.:*

- *Producthero for smart & automated optimizations (or others)*
- *Google's AI Pre-Built audiences*

Invest in customer insights to reduce cookie dependency

→ *E.g.:*

- *GA4, server-side tagging*
- *Develop frameworks for tracking influence*
- *Educate your client on the New Metrics That Matter*

Multichannel approach

→ *E.g.:*

- *Track where your Audience actually pays attention*

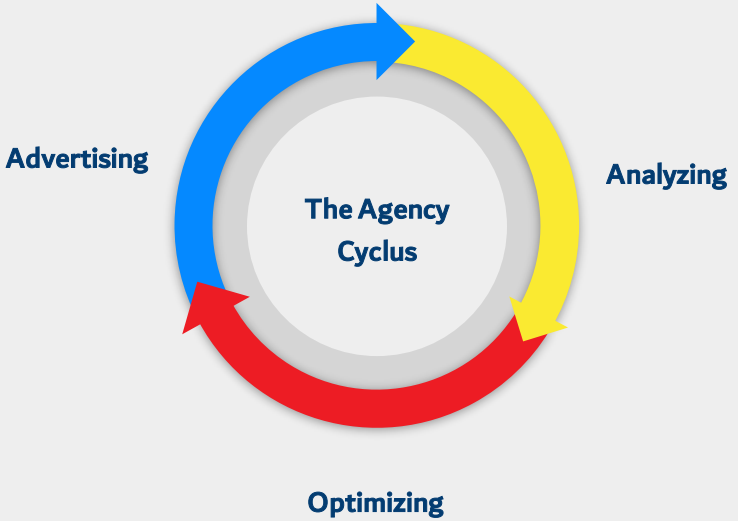
WHATS NEXT FOR PRODUCTHERO

Laying the foundation

- Connect - Sync Business data (Products, Orders, Customers, Profit & Returns)
- Track - Make sure value is being tracked (ITP causes 40% conversion data gap)

Advertising cycle - Producthero Platform - Google - (Meta + Microsoft (multi-channel))

- Strategize - What are your goals and what's the plan and approach
- Advertise - Create and update campaigns
- Analyze - Gather insights of the performance
- Optimize - Improve performance by optimizing



OPTIMIZE

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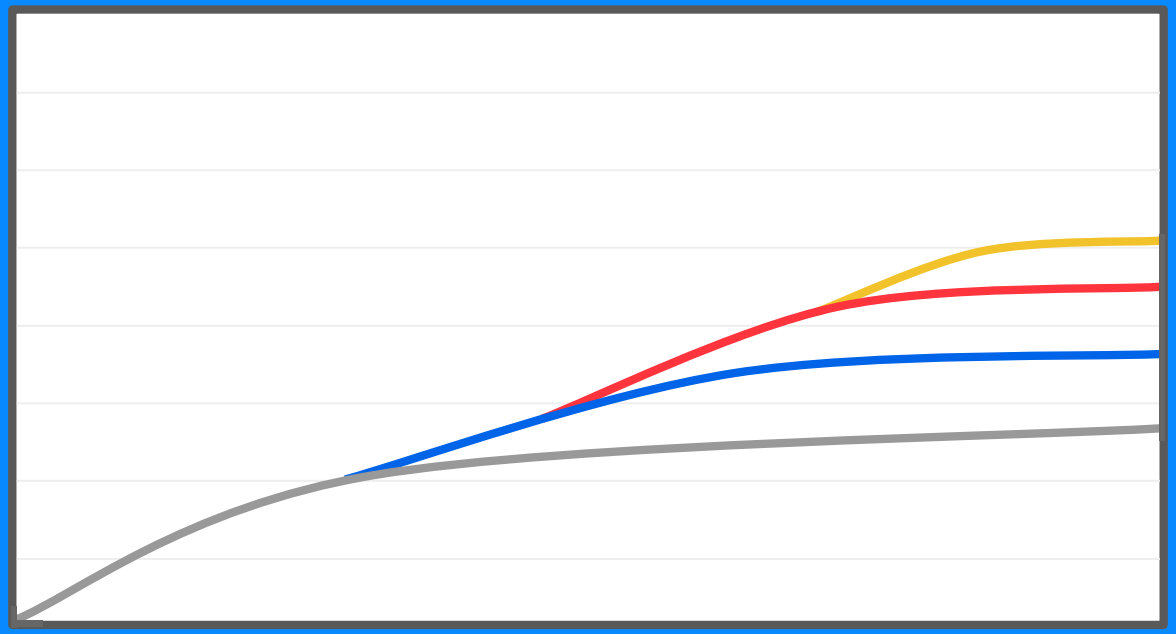
Output = Money



1. Google Shopping Ads
2. CSS
3. Labelizer
4. Products AI

Input = Time + Money

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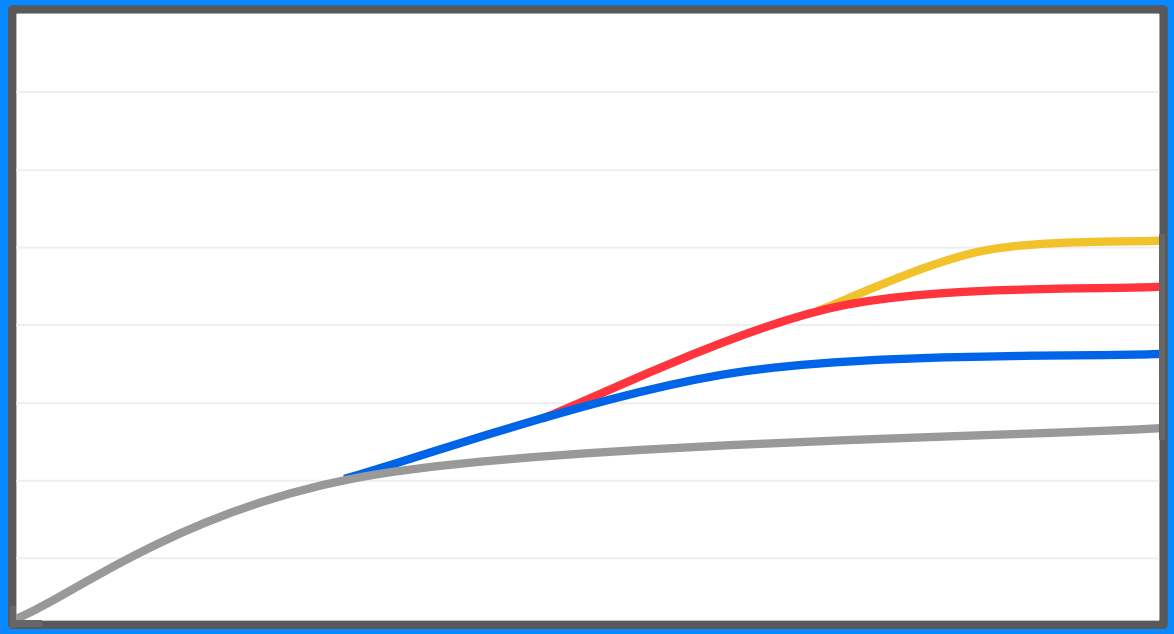
+ **GOING MULTICHANNEL**

Output = Money



1. Google
2. Microsoft
3. Meta
4. TikTok

Input = Time + Money

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KEY TAKEAWAYS

MARKETING STRATEGY

DATA MANAGEMENT

ATTRIBUTION

SUPER BOOST YOUR ADVERTISEMENTS

Join our 25K +
producthero.com/en/newsletter

Connect with me
/sem-tielemans-producthero

I'm here to help
sem@producthero.com

Start your 30 day free trial: producthero.com/google-css