

Mid-funnel marketing: the future of ad spend



Allan Stone

The mid-funnel marketing myth is dead.

The last 24 months showed a clear trend: brands are moving away from top-of-funnel branded and hyper-intent-driven bottom-of-funnel performance partnerships.

There's a MASSIVE shift to mid-funnel - anywhere you can buy programmatically.

You need 3 things to win in 2025 (and most brands miss at least 2):

1. Data tracking from impression to ROI

The term we always use when talking to CFOs is contribution margin.

What's the actual contribution margin of your advertising dollars? Not vanity metrics, real dollars and cents.

2. Platform feedback loops

You've got to send signals from your application back to the original source.

Did that impression lead to a click? Did they register? Make a purchase? Stick around and continue to play your game?

3. Creative refresh

Gone are the days when you pay a big ad agency to run creative for six months to a year.

That doesn't work in mid-funnel.

Every placement is essentially bought and sold programmatically, almost like a derivatives trade.

Over time, your ads lose efficiency, either through ad fatigue (users have seen it too many times) or platform deprioritization (your placements aren't being effectively trafficked anymore).

Once you nail these three elements, then you can start playing with the big boys – looking at media mix models, measuring incrementality, and asking real questions like "What happens if we take our Meta spend from \$100k to \$300k a month?"

But you can't answer those questions until this foundation is rock solid.



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Insightful analysis! The mid-funnel shift is transforming performance marketing, and your three focus areas—ROI tracking, feedback loops, and agile creative—are critical for success. Appreciate you sharing this perspective. Looking forward to seeing how brands adopt these strategies in 2025!