

Hi there,

We're excited to share our latest insights and strategies to help you achieve even greater success in the ever-evolving world of B2B performance marketing.

Tip of the Month:

- **Time Zone:** Don't waste ad spend! LinkedIn uses UTC time zone. Check out the best period when your ads perform the best. Don't waste your ad spending during midnight.

Follow our CEO, [Papillon Freyee on LinkedIn](#) for more tips and ideas.

Picks from what we were writing in August:

- Master the art of [LinkedIn Carousels](#) with our comprehensive guide.
- Target your audience with precision using our [personalized LinkedIn advertising strategies](#).
- Elevate your campaigns with [6 advanced LinkedIn bidding strategies](#) from industry experts.
- Take your PPC game to the next level with [6 advanced strategies](#) shared by seasoned marketers.

Stay Ahead of the Curve with Platform Updates:

- **Meta Ads:** Discover the latest [campaign optimization updates](#) designed to boost advertiser performance.
- **Google Ads:** Understand the changes to [YouTube ad breaks](#) on connected TVs and how they affect user engagement.
- **LinkedIn Ads:** Seamlessly [integrate your data with Campaign Manager using Zapier's direct connection](#) to third-party apps.

Industry Insights and News:

- **PropTech Startup Success:** Learn [valuable advice from leaders](#) at several companies on building a thriving Property Tech company.
- **FinTech Partnership:** [Checkout.com](#) 's new partnership enables them to offer Google Pay biometric authentication to merchants, enhancing security and

convenience.

Did you like this newsletter? Please share what you prefer to get out of it in this [short survey](#).

We're here to help you achieve your performance marketing goals. [Contact us](#) today to learn more about our services and how we can support your success.

If you have any questions, please reach out to us at info@primefintech.io



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