



Hacking the Garden of Eden

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The initial conditions your ads experience determine more of your advertising results than the actual audience and ad you create yourself. Initial conditions impact results 10x as much as targeting and ads.

The first four days of initial conditions ads experience are crucial and set the evolutionary stream for the future of the ads. I refer to this four day period of initial conditions as the “Garden of Eden”.

You want to create a variation of audiences, ad angles and ad images for the perfect campaign genesis.

-Sam Ovens