

Tech Bay Leaf Defines the Marketing Essentials for Brands Competing in a Data-Driven Era

SAN FRANCISCO, CA, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- Tech Bay Leaf, a US-based digital marketing agency, shares new insights on the growing importance of [performance marketing](#) and [ad operations](#)

in driving sustainable brand growth. With consumer behavior evolving and digital advertising channels becoming more complex, the agency stresses that these functions are no longer simply support roles but critical tools in modern marketing strategy.



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At Tech Bay Leaf, we see performance marketing as giving brands the agility and accountability to grow, while ad operations provide the technical accuracy and scalability to sustain that growth”

Shilpa Sirdesai, Founder and CEO of Tech Bay Leaf.

In today’s environment, companies face increasing pressure to show measurable returns on their marketing investments. Performance marketing, with its focus on trackable outcomes such as conversions, leads, and return on ad spend (ROAS), provides a data-driven approach to spending and accountability. At the same time, ad operations ensure campaigns are implemented accurately, tracked consistently, and optimized across multiple platforms.

“Performance marketing is about deciding what to do, like setting goals, choosing the right audiences, and planning

campaigns. Ad operations is about making sure those plans run smoothly by setting up the ads, tracking results, and fixing issues in real time,” said Shilpa Sirdesai, founder and CEO of Tech Bay Leaf. “When they work together, brands can scale faster, spend smarter, and stay confident in their results.”

Changes in the digital landscape are putting new demands on businesses. The phase-out of third-party cookies has made first-party data collection more important than ever, with Deloitte estimating \$91–203 million in annual revenues at risk across industries. At the same time, AI-powered optimization is reshaping how campaigns are designed, tested, and refined. Consumers now expect interactions that are personalized, timely, and relevant, creating both opportunities

and challenges for marketers.

According to the World Advertising Research Centre (WARC), companies that rely too much on performance advertising risk cutting their ROI by 20–50%. But when they balance performance with brand marketing, ROI can increase by 25–100%, with an average rise of about 90%. This shows that while performance marketing is critical, it delivers the best results when paired with complementary strategies (such as ad operations) and strong execution.



Performance Marketing Team

“Brands today don’t just need creative campaigns. They need the infrastructure to keep those campaigns running smoothly and compliantly,” added Sirdesai. “Performance marketing provides the creative ideas and the long-term goals to grab attention, while ad operations bring in the precision and discipline needed to turn that attention into lasting, sustainable growth.”

According to Tech Bay Leaf, companies that invest in both performance marketing and ad operations are better positioned to adapt to market changes, maximize the impact of their budgets, and scale without unnecessary risk. For example, ad operations teams ensure campaigns are properly tagged and monitored to prevent data gaps that can weaken decision-making. Meanwhile, performance marketing provides the insights needed to continuously improve targeting, messaging, and ROI.

The agency believes combining performance marketing with ad operations creates a strong foundation for sustainable growth. Without this balance, brands may end up with scattered strategies, wasted budgets, and uneven execution. With both in place, companies can reach more customers, build stronger relationships, and stay agile in a fast-changing market.

For organizations still relying heavily on traditional advertising methods or separate teams, Tech Bay Leaf emphasizes that the shift toward a more integrated model is crucial. As regulations tighten, platforms evolve, and competition increases, the margin for error in digital campaigns continues to shrink. Companies that modernize their approach now will thrive in the years ahead.

About Tech Bay Leaf

[Tech Bay Leaf is a US-based digital marketing agency](#) specializing in performance marketing, ad

operations, and data-driven brand growth strategies. The company partners with businesses to deliver scalable marketing solutions that align creativity with operational excellence.

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