

PaidMedia

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01/09/10

OnlineCampaign Process

TheProcess

1. Receive client brief
 2. Evaluate client brief
 3. Write publisher brief
 4. Receive and evaluate publisher brief
 - Online specific research tools (Nielsen NetRatings, Market Intelligence)
 - Offline specific research tools (Roy Morgan, AdQuest Millenium)
1. Compile media plan and any accompanying information.
2. Present to client



A great campaign starts with a great brief!



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The Process Continued..

7. Client approval

8. Book Activity

9. Receive creative

- Ideal creative deadlines for online are 5 working days for Standard Display and 10 working days for Rich/Sponsorships/Skinning.

10. Traffic Creative

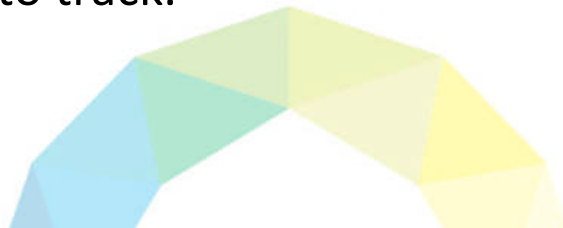
- One of the most time consuming steps in the whole process. This process is duplicated on the agency and publisher side. Late creative may result in start dates being pushed back.

11. Monitor and optimize

- Monitor delivery and optimize the campaign if something is under delivering.

12. Post analysis

- Detailed reporting complete with any specific metrics the client may wish to track.



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Developing the mediaplan

The detail ...

Understanding the Target Audience

- The tools of the trade:
 - Roy Morgan Asteroid:
 - Used for profiling an audience. Gives in depth analysis on demographic splits (gender, age, income, lifestage) in addition to all avenues of media usage, consumption and preference. Within each medium we can get information on specific programs/titles/websites.



- <http://www.roymorgan.com/products/asteroid/ASTEROID.cfm>

- Adquest Millennium:
 - Reports on competitive spend by medium. Based on Nielsen research, this tool can also give spend by market and time period, or a combination of all three. While this doesn't give an insight directly to the target audience, it gives us an overview of how competitors are targeting their audience and may provide an avenue for exploration.



- <http://www.lj-oz.com/Adex.html>



Understanding the Target Audience

- Nielsen NetView:
 - Similar to Asteroid, except specifically for online media. Provides in-depth demographic data on the audience of every site monitored. Compare sites directly in terms of audience demographics, unique reach, duplicate reach, time spent on site etc.
 - http://www.nielsen-online.com/downloads/au/NetView_AU.pdf
- Nielsen AdRelevance:
 - While this service does not give spend figures, it can show which sites a competitor is using, how many impressions they are buying, the creative being used and the time period of the campaign. This service is excellent for analysing creative messages, flighting strategies and websites used.
 - http://www.nielsen-online.com/downloads/au/AdRelevance_AU.pdf

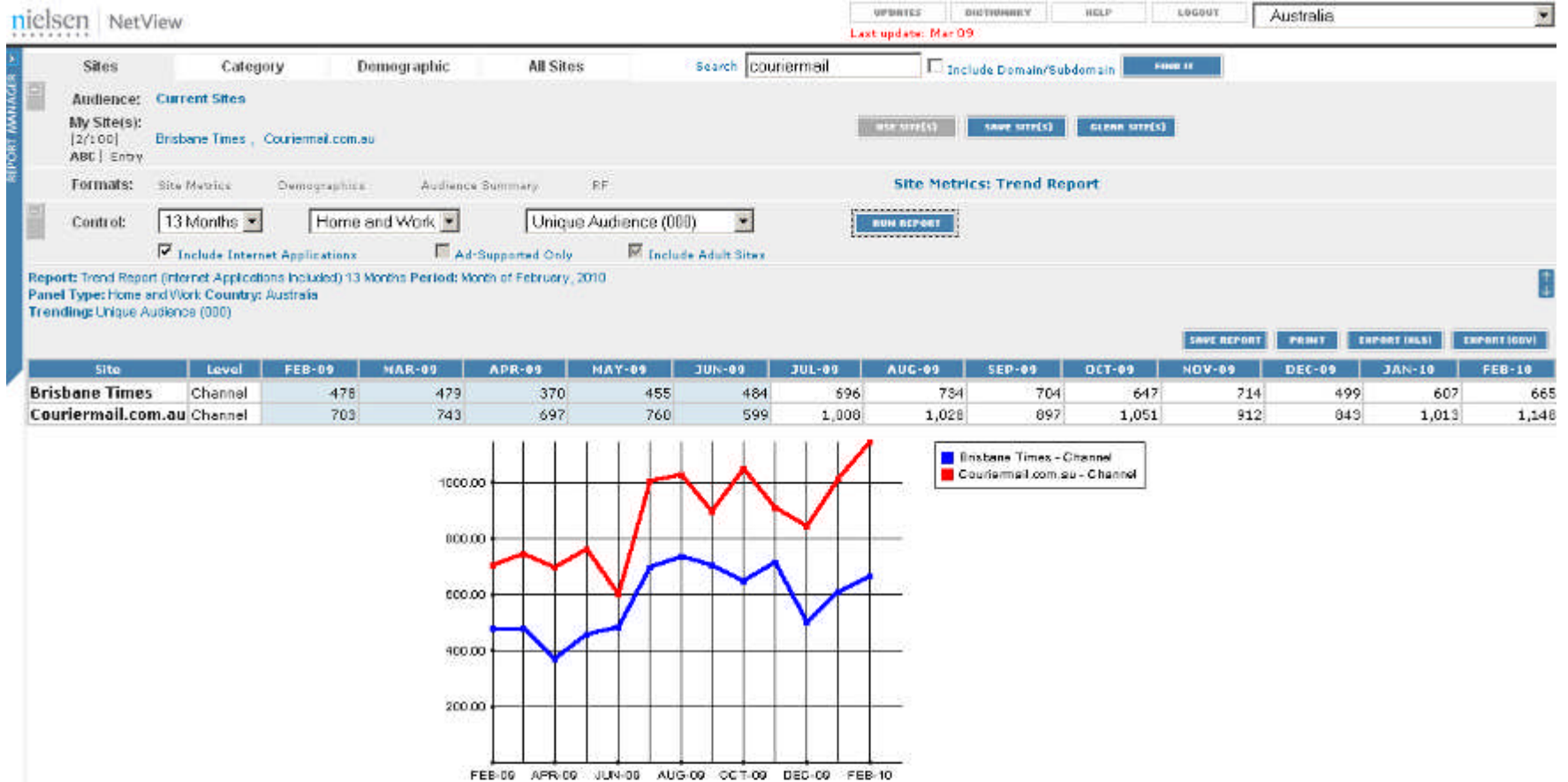


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Example



Shaded cells represent data released prior to our RDD/Online methodology enhancement. This enhancement is a clear trend break in the data and pre and post data should be compared only directionally.

For sites that display -- in one of the data columns, the Nielsen NetRatings service does not have statistically significant data for the time period selected.

*These web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

**These web sites have insufficient sample sizes for reliable projection of audience size.

~ A Client-specified custom aggregation of this site is available. Data visible in the Standard Metrics, Trend, and Audience Profile Reports.



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Methods of Planning

- Various methods depending on client, objective, history...
- Major Planning Methods:
 - Channel Planning
 - ROI (Optimization) Planning
- Most methods of planning are born from or are a combination of these two methods.
- Regardless of which planning method we use, each method will inherently provide the rationale for the media recommendation.



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ChannelPlanning

- Simply Put – Right time, right place, right message with a bit of context thrown in.
- When channel planning we take into account almost everything!
 - Asteroid Data, Nielsen Data, Secondary Consumer Research (local or international), Primary Consumer/Product Research (never underestimate the power of a focus group!), previous advertising.
- But most importantly, we take into account the Brand, and the brief!
 - What is the Brand trying to achieve? Is the medium the right fit for the brand? (Does Emirates Business Suites fit with Ralph?)
 - Will this medium aid in achieving the brief's objectives?
- Generally used for pitches, new clients, new target audience, and new products.
- Rationale: Data indicates that the audience is 54% more likely to visit SMH than the average population



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ROI(Optimization) Planning

- Optimization Planning is not always about ROI!
 - Not everyone can track it...
 - Depending on the campaign/client/brief we may be measuring sales, number of conversions or even simply clicks and CTR.
- Optimization Planning is all about performance history. We look to the learning's of the past to inform future decisions (formula for success). We look at:
 - Performance history – what has worked previously?
 - Previous results – can predictive modeling be applied?
 - Previous Campaigns – what were the learning's?
- Generally used for long standing clients, clients with ROI/Conversion goals, and clients with the available data.
- Rationale: SMH obtained an ROI of \$2.14 and 150 sales during the last campaign.



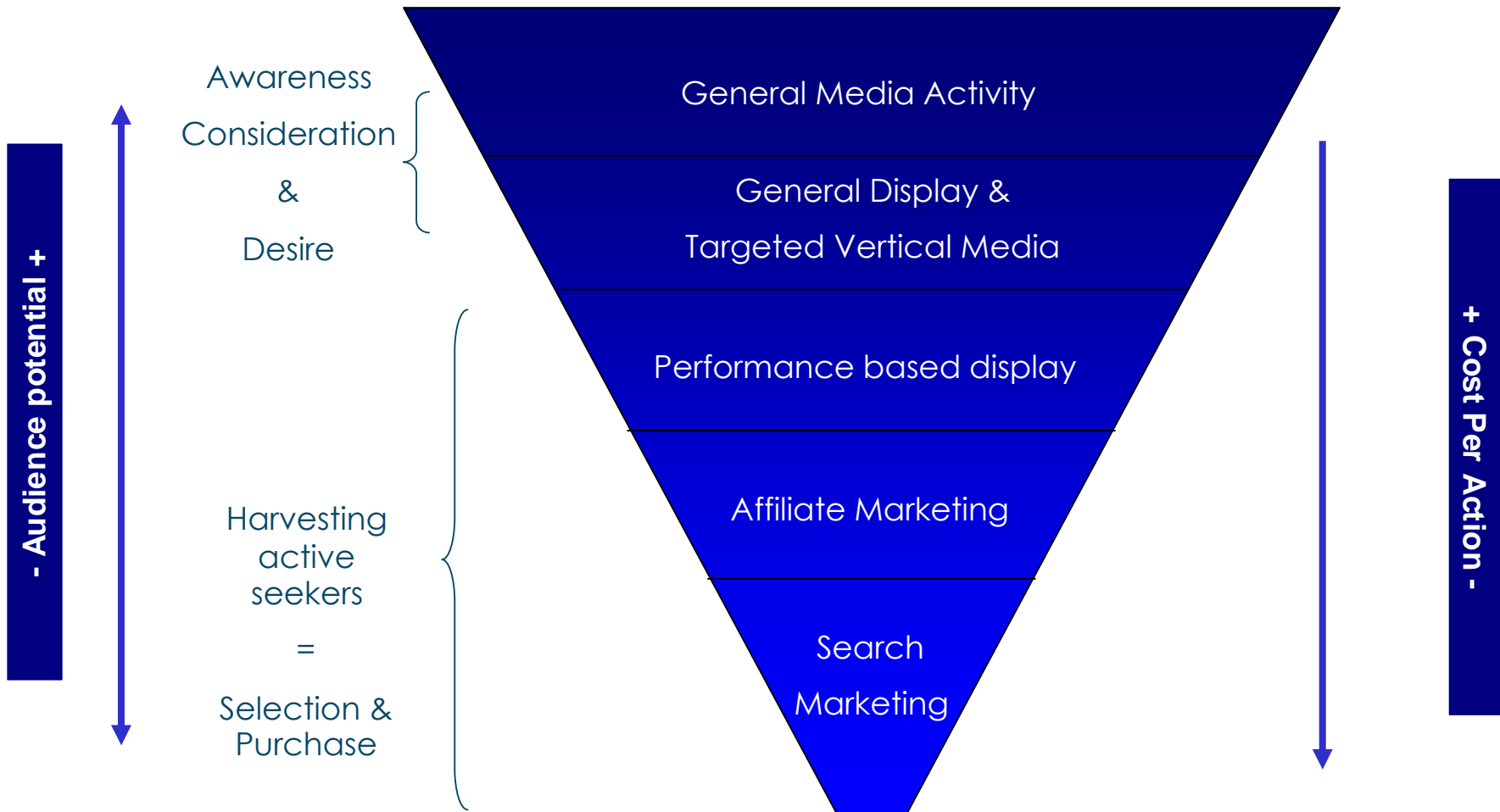
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Compiling the plan...

what can we buy?

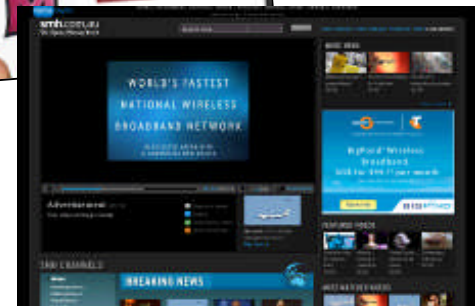
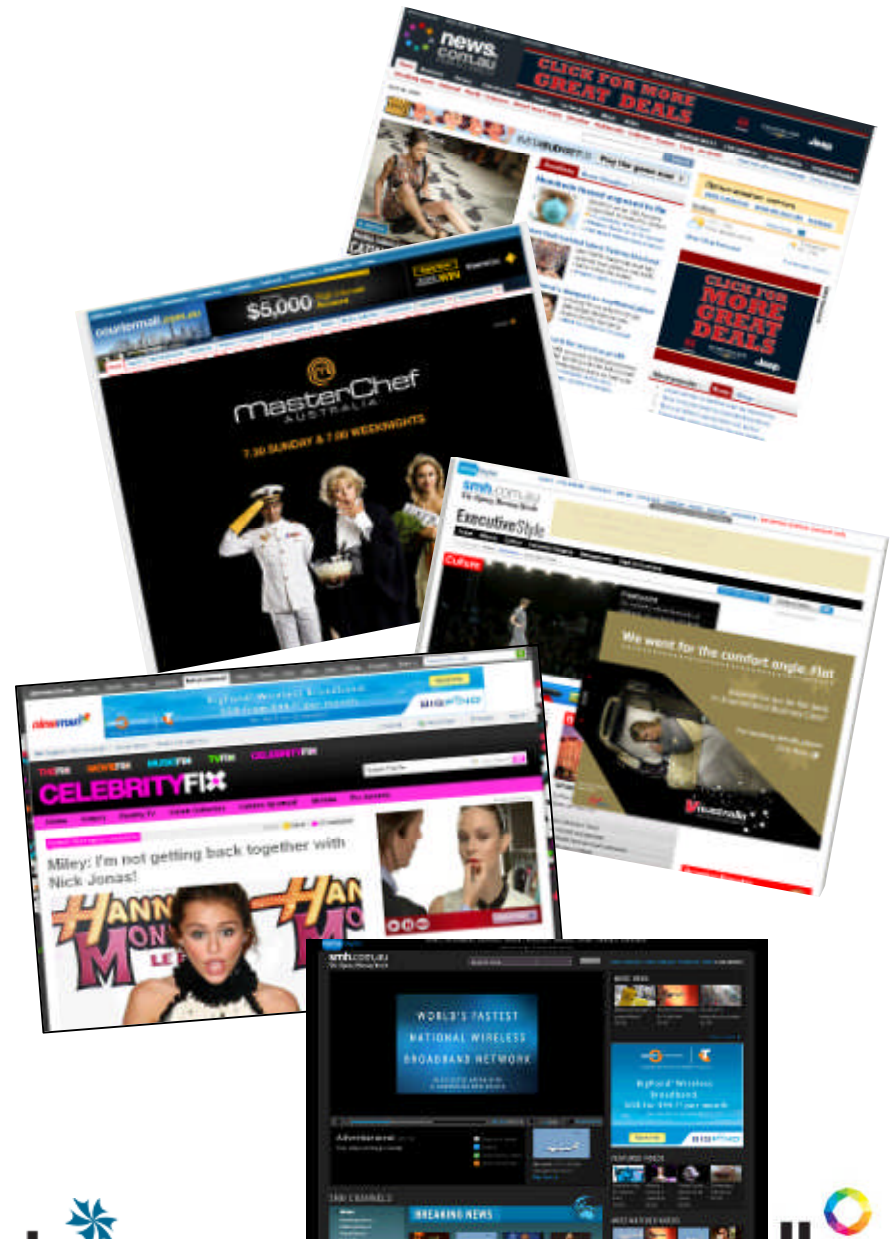


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What is DisplayMedia?

- Standard IAB ad formats
 - [Guidelines](#)
- Dynamic feeds
 - Virgin Blue Ticker
- Text Links



GeneralDisplay

- What is it used for?
 - Display media can be used in a couple of ways:

Branding & awareness



Retail



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BuyingMetrics

- How is it bought?
 - CPM – Cost per thousand impressions
 - Buyouts – Flat rate for daily ownership
 - Sponsorships



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BuyingMetrics

- How much does it cost? These are all illustrative of ratecard costs.
 - Run of News CPM – \$45
 - Run of Network CPC – \$6
 - Homepage Buyout (Portal) – \$75,000
 - Homepage Buyout (News Masthead) - \$9,000
 - Sponsorships (Special Event) - \$45,000
 - Run of Network Cost Per Action - \$35*
 - Run of Network Cost Per Interaction – \$3
 - Cost per Email/Send – \$0.50

* This is a very conservative estimate. Each campaign will have a different CPA as it is dependant upon product, action, conversion rate and budget.



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Estimated Impressions and Buyouts

- When booking a buyout you are buying all of the impressions that page/ad unit will receive on that day. Although the publisher will give estimated impressions for that day, the publisher is not liable for any impressions other than what is served on that day.
- Eg: If we have a buyout on the Courier Mail Homepage with 500,000 estimated impressions and that day the Homepage only receives 450,000 impressions, the publisher is not liable for the 50,000 impressions difference.



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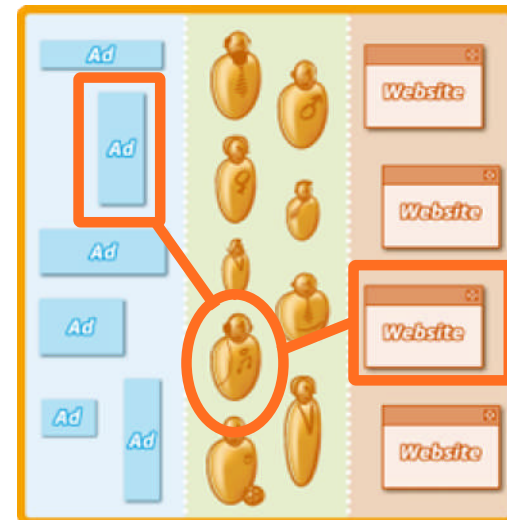
Whatis PerformanceMedia?

- Multiple creative formats (minimum 4 IAB standard sizes)
- Available across the top 5 publishers. However, there are also publishers which specialize in performance (Adconion, Microsoft Advertising)
- Transparent and closed networks
- Affiliate networks
- Dynamic feeds
 - Virgin Blue Ticker
- Text Links



PerformanceMedia

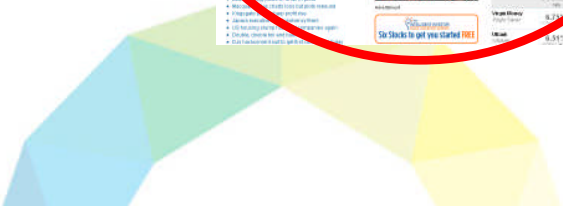
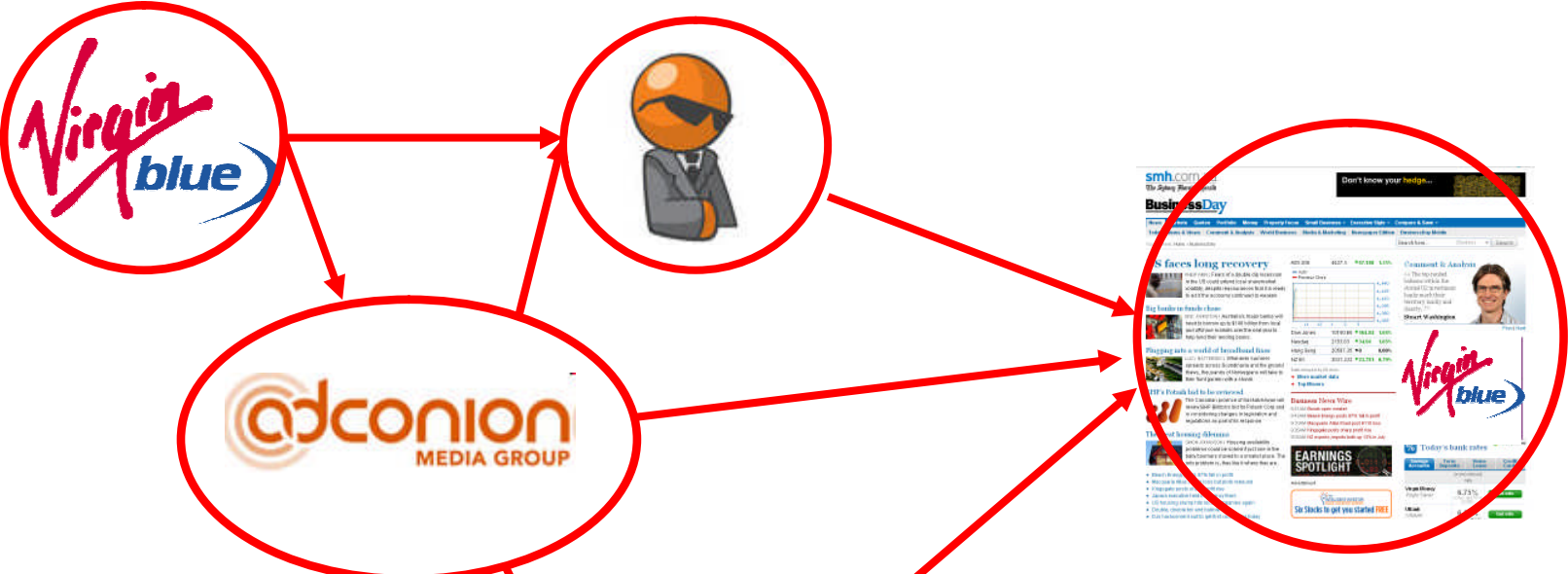
- What is it used for?
 - Performance is designed to drive cost efficiency by gaining wide reach across multiple websites at a low cost.
- How does it work?
 - Performance media will not appear on any one specific site. It will appear across a range of websites.
 - Where and how often it appears is dependant upon targeting and available inventory.



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Performance Example



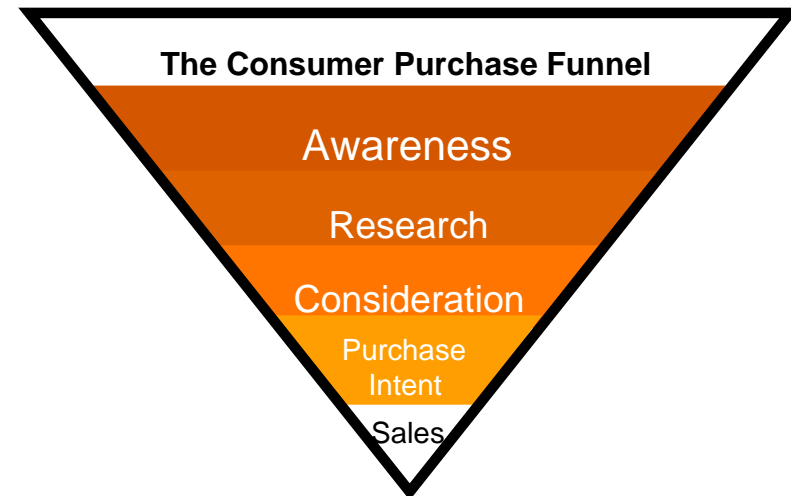
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AdTechnologies

- Retargeting summary

- Is the ability to identify and profile someone who has viewed or interacted with your brand in some way:
 - Your Display Advertising
 - Your Website
 - Your Search Keywords
 - Your eDM



- Once identified, RETARGETING allows you (the advertiser) to serve your audience follow up messaging (display ads) dependent on their engagement drives engagement & re-engagement



Retargeting Example



Target Audience visits Domino's Website

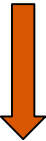


AMG technology identifies that person as a Domino's enthusiast



Domino's ENTHUSIASTS

AMG technology builds a segment of people who have expressed interest in Domino's



The 'Enthusiasts' visit our network and our ad server recognises them as Domino's Enthusiasts/Customers



The right message and creative will be served to that user (display ad)



They will be directed back to the Domino's Site



AdTechnologies

- Adconion's 3rd Generation Ad Server
 - Optimizes performance ad activity in real time
- Rather than just increasing the frequency of ad impressions it builds a profile that user which includes:
 - ad execution they responded to
 - sites/channels they have come from
 - where they go in the network
 - as well as using profiling data in order to find similar consumers.

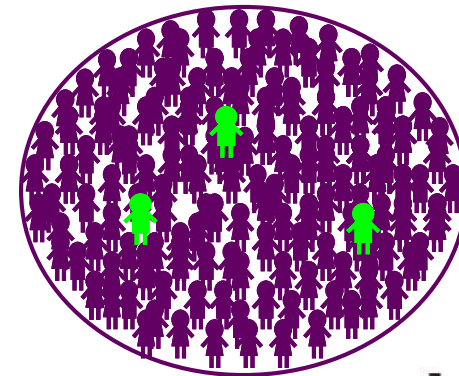


AdTechnologies

- Yahoo!7's Behavioural Targeting
 - Anonymously follows someone's interests, patterns and behaviours across the network.
 - Consumer actions are monitored:
 - Search terms entered
 - Editorial content viewed
 - Ads clicks on
 - Channels or micro-sites visited
 - A complex modeling system then weights each person according to their relevancy to a particular industry category and their position within the buying process.



Target right people at right time:



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BuyingMetrics

- How is it bought?
 - CPM – Cost per thousand impressions
 - Buyouts – Flat rate for daily ownership
 - Sponsorships
 - Cost Per Action – acquisition, sale, sign up etc.
 - Cost Per Interaction – interaction is pre-determined
 - Cost per Email/Send – per email address sent to
 - CPC – Cost per Click



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SEM – SearchEngine Marketing

- 2 forms of paid marketing
- Pay per click (PPC)
 - Bid on various keywords in order capture clicks and drive users to your website.



- Search Engine Optimisation (SEO)
 - Essentially, paying for alterations to the DNA of your website. The code, tagging, structure and content is optimised in order to be more visible to search engines.



- As a website owner, there is also a way to profit from the traffic your site receives.
 - Adsense!



PPC& SEO

- PPC
 - Its all about relevancy! Choose the keywords which are most relevant to your business.
 - The more relevant they are the cheaper it will be for you, and the more expensive for competitors.
 - Do you have the keyword on your webpage?
- SEO
 - Its about the coding! Google will index your site based on a HUGE number of variables. Some of the most important are:
 - Content – have it in HTML. Google cant read flash!
 - Pictures – Have the alt tagged. Google cant see the pictures!
 - Inbound and outbound links – are you a reputable website? Do other reputable sites link to you & vice versa?
 - Upload a XML site map to Google – without it you run the risk of Google not indexing the entire website.



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AdSense Explained



- AdSense is a Google product which once implemented displays text ads on your site.
 - Google decides which ads to display on your website based on the content of the page.
 - Multiple pages, differing content = more ads
 - Every time someone clicks on an ad, you receive payment!
 - Appear on content and on in-site search.
 - More information here:
https://www.google.com/adsense/login/en_AU/
- A useful tool for gaining incremental profit.
 - Large scale websites are using to maximise profit – eg:

ADS BY GOOGLE

Sydney 1-Day Coupons
Up To 90% Off The Best Stuff To Do! Activities, Spas, Events And More.
www.LivingSocial.com

Best Coach Tours
Compare Thousands of Great Tours & Book Online with Best Coach Tours
www.BestCoachTours.com.au





**Once the campaign has been
approved....**

Bookingthe Campaign

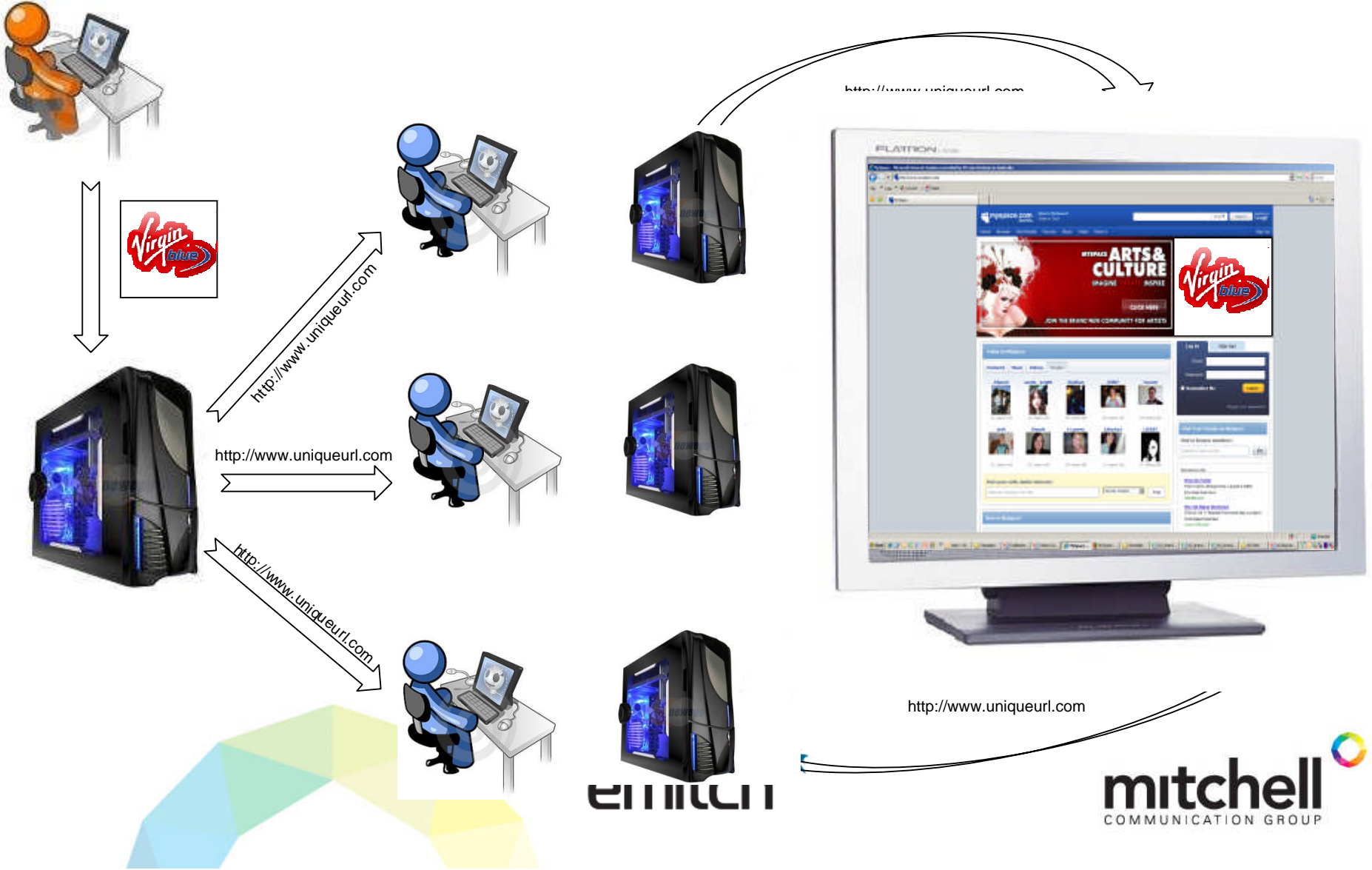
- Booking is straight forward – list the placements, impressions/clicks, CPM/C, running dates, targeting and any additional information.
- We receive an Insertion Order (IO) which is a binding legal contract!
- Generally IO's have a 30 day cancellation clause, and it is enforced.
- If final booking is made close to the campaign start date, activity may need to be shifted – all publisher proposals are subject to availability at the time of booking.



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The Aderving Process



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What is RichMedia?

- The cool stuff!
- Rich Media can take on many forms. The major ones are:
 - [Video](#)
 - [Interactivity](#)
 - [Passive Entertainment](#)
 - [Games](#)
 - [Sound](#)
- Rich Media comes with some significant grey areas (Entertainment Vs. Annoyance) and different reporting metrics by which success can be measured (time spent expanded, sound on/off, number of full views, etc)



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Monitoring and Optimizing

- Monitoring a campaign can be done at regular intervals.
- Optimizations can be made while the campaign is live, but when we optimize a campaign and shift activity, we need to maintain the contractual spend with each publisher.
- Eg. If we have a placement on the Courier Mail that is not performing, we cannot shift this activity to Brisbane Times. This activity needs to be shifted to somewhere else within the News Digital Media Network.



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Adserving

- Cost is dependant upon type of creative and Adserver being used.
- Standard Display
 - Average \$1 +/- (dependent upon impressions tracking, click command, internal redirect)
- Rich Media
 - Average \$5+/- (dependant upon video, expanding, OTP, Synched Banners)



PostAnalysis

- This report can be anywhere from a one page spreadsheet to a 50 page PowerPoint document.
- Depending on what tracking is in place we can record impressions, clicks, CTR, CPC, number of conversions, ROI (Dynamic \$ Value), ROI (Pre-determined value), path to conversion and unique users.

Publisher	Website	Section	Imps Delivered	Clicks	CTR	CPC
Sensis	Greater Union	Homepage	82,093	93	0.11%	\$15.30
Sensis	Greater Union	Movie Times	137,072	164	0.12%	\$13.38
Sensis	Greater Union	Movie Times Sponsorship	412,786	657	0.16%	\$11.35
Sensis	Big Pond Music	ROS	82,255	90	0.11%	\$25.17
Fox Interactive	MySpace	User Homepage Roadblock	2,764,747	1,355	0.05%	\$7.64
Fox Interactive	MySpace	User Homepage	306,416	239	0.08%	\$23.34
Fox Interactive	MySpace	Photo Upload	105,673	153	0.14%	\$11.00
Fox Interactive	MySpace	ROS	218,460	39	0.02%	Bonus
NineMSN	Messenger	Buddy Pane	395,887	79	0.02%	\$48.00
NineMSN	Windows Live Mail	ROS	165,987	45	0.03%	\$89.47
NineMSN	Windows Live Mail	ROS	46,044	7	0.02%	\$71.29
Facebook	Facebook	ROS	1,869,598	693	0.04%	\$3.60



Ordered Impressions	Served Impressions	Delivery Rate	Total Clicks	CTR	Total Interactions	Interaction Rate
1,900,000	1,832,517	96.46%	1,500	0.08%	1,505	0.08%
Unlimited	447,217	149.19%	172	0.04%	172	0.04%
1,650,000	1,969,365	119.41%	1,537	0.08%	2,834	0.14%
510,204	410,759	80.51%	79	0.02%	53,492	13.02%
75,000	82,255	109.68%	90	0.11%	90	0.11%
Unlimited	4,742,113	106.95%	3,378	0.07%	58,093	1.23%

Imps Booked	IMPs	Click	CTR	No. of Full Plays	Total Interaction Time (Hours)	Total Display Time (Hours)
50,000	50,160	78	0.16%	26,926	17.73	694.43
25,000	24,474	52	0.21%	12,704	9.15	352.70
25,000	24,417	39	0.16%	14,695	7.13	405.59
135,000	169,177	252	0.19%	91,978	62.05	2,399.02
60,000	75,290	130	0.22%	41,973	24.99	1,155.48
93,753	94,003	155	0.16%	48,473	34.58	1,307.14
75,000	75,247	135	0.18%	38,841	26.46	1,083.25
170,000	170,387	271	0.16%	65,689	63.37	2,262.12
63,333	63,533	147	0.23%	21,413	27.20	740.75
80,000	80,257	51	0.06%	27030	11.05	972.72
Sponsorship	594,317	138	0.02%	265,091	43.09	15,753.06
59,788	59,189	105	0.18%	19542	22.23	745.31
82,988	82,161	122	0.15%	38293	23.88	1,318.95
Sponsorship	197,552	88	0.04%	61,216	16.25	2,938.55
92,500	93,026	51	0.05%	37,154	12.34	1,772.15
157,070	103,618	60	0.06%	44,580	18.85	2,301.54
	263,584	620	0.24%	941	-	68.73
	267,703	599	0.22%	738	-	40.13



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Recap

- A great campaign starts with a great brief.
- Tools of the trade
- Methods of planning
- Types of media that can be booked – how they work
- Adserving
- Optimisation and Reporting



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Questions



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