Digital Campaign Management System
Managing digital ad campaigns is a labor-intensive complicated process. Getting it right makes it easy to upsell your clients into bigger deals. Our new solution will let you know how you are doing and where you can improve, every step of the way.”
–Randy Cohen, President, Perceptions Group

Satisfied advertisers are repeat advertisers. Keeping them satisfied throughout the process of a digital ad campaign is no easy task. From the initial campaign briefing to the post campaign analysis, there are plenty of opportunities along the way to win or lose the loyalty of your advertisers. Understanding advertiser satisfaction throughout the process is essential for ensuring the delivery of a superior advertiser experience. Tracking it over time, comparing it to the competition and taking actions to effectively manage your advertiser satisfaction levels throughout the process is essential.

In July 2015, Advertiser Perceptions will deliver the first wave of the twice-yearly Digital Campaign Management System. This groundbreaking multi-client report will deliver the necessary insights and direction for managing higher-levels of advertiser satisfaction throughout all stages of the digital ad campaign process.

The Digital Campaign Management System is focused on providing you with insights that can help with renewing and up-selling large digital campaigns, by focusing on how the entire organization is actively managing the process. It answers many of these and other questions:

› Is My Company Doing A Good Job Servicing Large Digital Campaigns?
› Are We as Good as the Competition?
› What Parts of the Entire Process Can We Improve Upon?
› Where Does Management Need to Allocate More Resources?

Multi-Client Advertiser Research

› Create a system enabling digital media brands to track overall client satisfaction.
› Reveal how digital media brand teams are being perceived at the different stages of the campaign process
› Understand satisfaction levels of advertising partners
› Benchmark satisfaction in comparison to the competition
› Provide insight into areas that deliver competitive advantage
› Provide insights for improvement
› Uncover best practices for advertiser retention and provide the opportunity to increase digital advertising spend
› Determine how to best approach a “friction-less” advertiser experience
Insights Delivered

Stage 1: Campaign Briefing
- Correctness of representatives in attendance
- Communication style and approach
- Focus on key advertiser issues and needs
- Understanding of advertiser
  - Advertising goals and vision
  - Desired outcomes
  - Tactical issues (budget, timing, etc.)
- Knowledge of advertiser
  - Product
  - Brand
  - Competition
  - Marketplace

Stage 2: Creative Ideas and Planning
- Communication of ideas
  - Expertise
  - Creativity
  - Engagement
  - Breakthrough clutter
  - Custom or off-the-shelf
- Recommendations
  - Appropriate to target and audience
  - Budget conscious
  - Involved correct channels within site
  - Native, mobile, social

Stage 3: Creative Development and Buying Implementation
- Negotiations with advertiser
- Custom Content Creation
- Unwanted inventory
- Cost of the package
- CPM of the package
- KPIs clearly outlined and understood

Stage 4: Launch, Monitor and Optimize
Kick-Off Meetings (Hand-Off from Sales to Execution)
- Organization
- Campaign managers understanding of program
- Right people in attendance
- Timeline for delivery of assets (Creative, tags, etc.)
Implementation
- Time allowed to review the execution plan before going live
- QA testing conducted to make sure creative works in all browsers and rich media
- Opportunities to optimize, improve results, and adjust placement strategy

Stage 5: Post Campaign Analysis
- Delivery of inventory promised
- Analysis
  - Assessment of what worked and what didn’t
  - Application of learning for future campaigns
- Overall Satisfaction
  - Partnership throughout the campaign (pre/during/post)
  - Recommend to others
  - Repeat Buying
Methodology and Deliverables

Methodology
- Method: Online
- Survey Length: 10 – 12 minutes
- Incentive: Cash and Insights
- Frequency: Twice-Yearly

Respondent Profile per Wave
- Qualification
  - Media Involvement: Digital
  - Process Involvement
  - Past/Current Advertiser with Media Brand(s) Measured
- Completed Interviews: 400 - 500
- Functions: Agency and Marketer
- Titles: All Levels from CMO to Manager with a focus on ad Operations
- Ad Categories: 16

Delivery
- Wave One: July 2015
- Wave Two: January 2016

Subscription Deliverables
- Two Waves: Waves One and Two
- Dashboard enabling the following views by…
  - Stage of Process
  - Overall, Agency and Marketer
  - Media Brands Measured
  - Competitive Set Comparisons
  - Trends (beginning Wave Two)
- Dashboard Licenses Included: One
- Executive Presentation of Wave Two: One
When it comes to gaining knowledge and clarity about what advertisers think, nothing compares to what Advertiser Perceptions delivers. We are the world leader in providing media company executives with the research-based advertiser insight and guidance necessary for producing superior advertiser experiences, strengthening media brands, improving advertiser satisfaction and increasing advertising sales. We specialize in determining, analyzing, communicating and applying what advertisers think — their plans, opinions and motivations.

Our proprietary database and panels of media decision makers are large and responsive. The advertiser survey and questionnaire development process that we employ is proven and ensures optimal response. Focus and media industry expertise enables us to effectively analyze and accurately interpret the research that we conduct on behalf of our clients, who represent most of the largest media companies in the world.

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