

Product overview

Campaign Management

Campaign Management is traditionally a manual, time consuming and error prone process. With Adalyser, just add your delivery targets and away you go.



Leverage the power of automation

Campaign Management is traditionally a manual, time consuming and error prone process. It is typically undertaken monthly or quarterly and leaves little room for inflight adjustments. Adalyser will transform your campaign management into an automated process allowing you to focus on analysis and optimisation.

Lets face it Campaign Management is a laborious data intensive process. Once your spot data has been sourced you need to format, load, pivot and finally analyse.

With Adalyser simply load in your delivery targets and away you go. Spots will be automatically sourced and loaded from BARB, MediaOcean or Caria and your campaigns performance will be analysed overnight and compared against your contracted delivery targets. The results are then made available in Adalyser the next day.

Instead of burning time and resources on data collection and preparation let Adalyser Campaign Management provide you with the answers.

Diagram 1
Setup

The screenshot displays the 'Create Audit' interface in Adalyser. On the left, there is a navigation menu with 'Audit Management' selected. The main content area shows the 'Create Audit' form with the following details:

- Name:** My New Audit
- Description:** Fashion Brand Audit

Below the form, there is a 'Task' modal window. The modal contains a dropdown menu for 'Type' with the following options:

- Top Programme Access
- Peak Delivery
- Centre Break Access
- Position In Break Access
- Channel Delivery
- Absolute Channel Delivery

The modal also includes input fields for 'Name' and 'Description', each with a red error message: 'Please enter a Name.' and 'Please enter a Description.' respectively. The 'Add Task' button is located at the bottom right of the modal.

Reporting

Campaign Management will automatically run overnight and compare actual spot delivery against your targets and visually report over or under deliveries.

Diagram 2
Reporting

The screenshot displays the Adalyser reporting interface. At the top, there is a navigation bar with 'Services', 'Settings', 'Support', and 'System Administrator' options. A search bar is located at the top left of the main content area. Below the search bar is a table of audits with columns for 'Audit Date', 'Audit Type', 'Campaign', 'Recipients', 'Score', and 'Indicator'. The table contains four rows of data, with the last row selected. Below the table, there is a section for the selected audit, showing the date (16/03/2018), audit type (Brand Audit), client (Lawyers Inc), and campaign (Demo Campaign). A paragraph explains that each individual audit task has a Weight and a score, and that the overall score is a weighted average of the individual scores. Below this, there are three summary cards: 'Overall' with a score of 58, 'Peak Delivery' with a score of 25, and 'Centre Break Access' with a score of 91. The footer contains links for 'Home', 'Terms of use', 'Privacy policy', and 'Security', along with the company name 'OneSoon Ltd' and its registration details.

<input type="checkbox"/>	Audit Date	Audit Type	Campaign	Recipients	Score	Indicator
<input type="checkbox"/>	09/01/2018	First Audit	Client: Adalyser, Campaign: adalyser.com (t2)	support@adalyser.com	70	■
<input type="checkbox"/>	14/03/2018	Brand Audit	Client: Lawyers Inc, Campaign: Demo Campaign	support@adalyser.com	58	■
<input type="checkbox"/>	15/03/2018	Brand Audit	Client: Lawyers Inc, Campaign: Demo Campaign	support@adalyser.com	58	■
<input checked="" type="checkbox"/>	16/03/2018	Brand Audit	Client: Lawyers Inc, Campaign: Demo Campaign	support@adalyser.com	58	■

Date: 16/03/2018
Audit Type: Brand Audit
Client: Lawyers Inc
Campaign: Demo Campaign

Each individual audit task has a Weight (indicated by ▲) which represents how important the audit task is as a part of the whole audit, and it's score which is how well your campaign meets the audit's criteria. Audits will either be scored out of 100 or will receive a simple Pass or Fail. Your overall score will be calculated as a weighted average of the individual scores.

Overall
A weighted average of the individual audit scores. 2 58

Peak Delivery
Audit access to peak period. 1 25

Centre Break Access
Audit access to the centre break position. 1 91

Campaign Management reports are made available in the portal and automatically emailed to authorised users.

Alarms

With Adalyser Alarms you don't need to login in order to manage your campaign. Campaign Management is fully integrated into Adalyser Alarms so if your performance or audit score deviates from your targets Adalyser Alarms will immediately detect this and push an alert to all authorised users.

Audience delivery

Campaign Management supports spend or TVR targets for any number of audiences.

The audience delivery task allows users to specify a target audience delivery profile on which the actual campaign is compared. The degree of divergence from your targets is provided in daily reports pushed direct to your inbox.

Audience distribution profiles can be created for channel groups, channels, programmes or periods such as day or day part. For each audience users can specify percentage and absolute delivery targets for spend and TVRs.

Diagram 3
Audience Channel Group Delivery

The screenshot displays the Adalyser interface for the 'Channel Delivery' task. The left sidebar shows the navigation menu with 'Auditing' selected. The main content area includes a 'Context' panel with account and date range information, and a 'Channel Delivery' section with explanatory text and a table of channel groups.

Channel Delivery
Audit channel delivery percentages.

Each channel is added to a single channel group and each channel group has a target percent of the audience. This task will measure how closely the actual impact figures follow the planned values.

The actual impact values for each channel group is found from the spots loaded into your campaign. The impacts figures are used to calculate the percentage of impact figures. The difference between the actual percentage and the target percentage is used to determine this task's score.

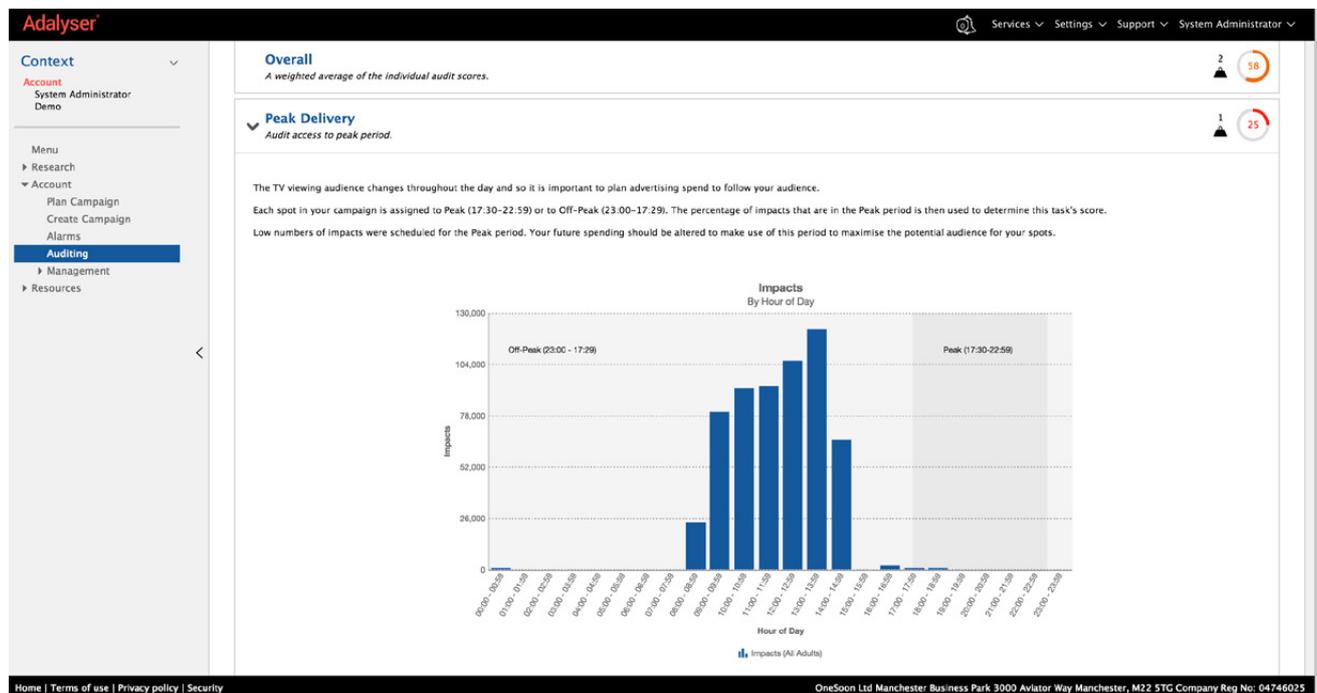
Your previous spots closely matched the intended audience values. In the future fewer impacts should be bought in the News, Lifestyle & Culture and Other channel groups.

Channel Groups	Target %	Actual %	Residual %
Entertainment	22%	21.3%	0.7%
News	11%	12.9%	1.9%
Movies	9%	8.1%	0.9%
Sports	24%	23%	1%
Lifestyle & Culture	8%	10.9%	2.9%
Documentaries	5%	4.5%	0.5%
Music	16%	12%	4%
Other	5%	7.3%	2.3%
Total	100%	100%	14.2%
Normalised Total	100%	100%	1.78%

Peak Delivery Access

If specified as part of your campaign management targets Adalyser can monitor peak delivery access and report on the proportion of impacts delivered in peak compared to non peak.

Diagram 4
Peak delivery access



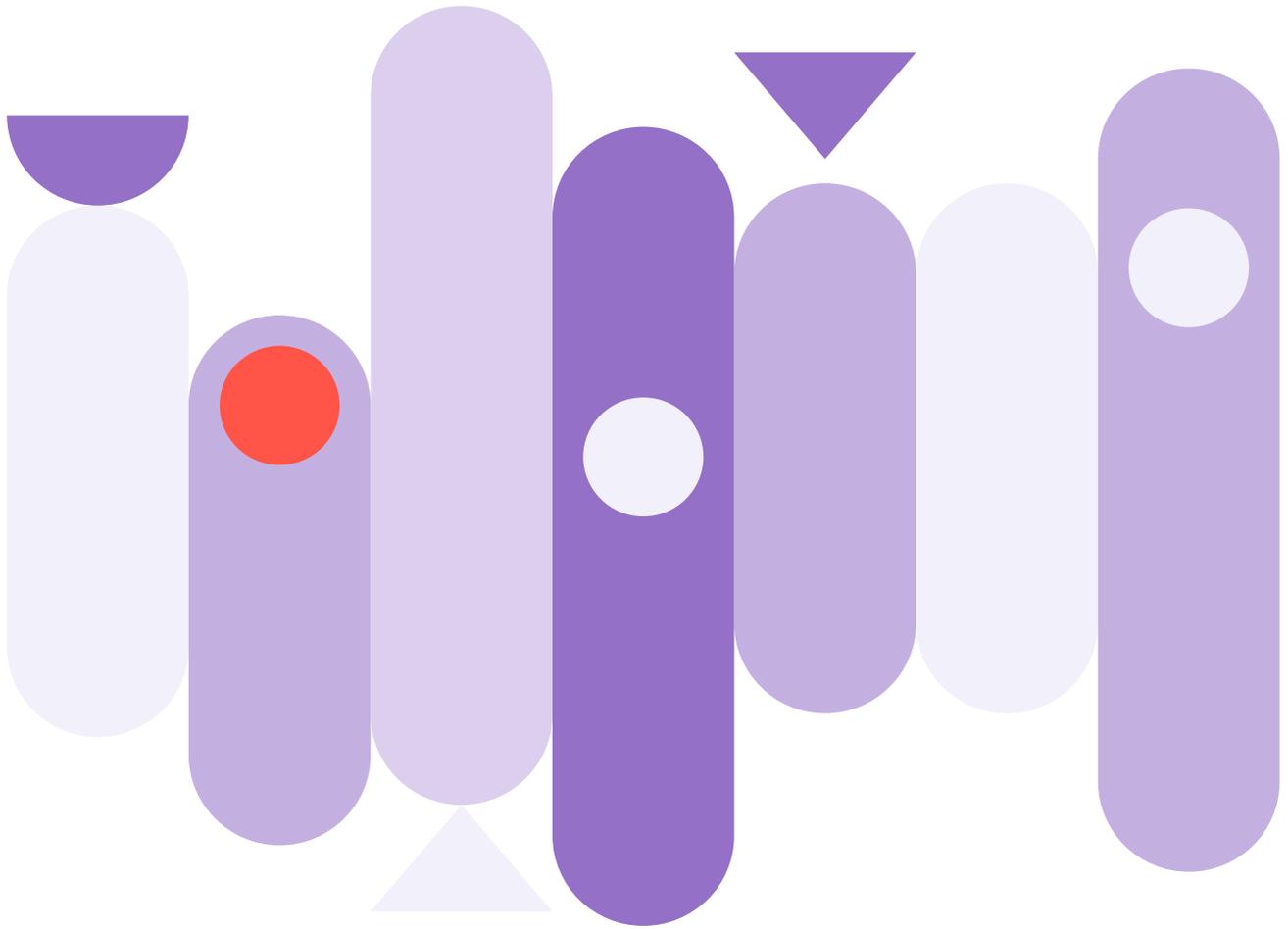
Position in Break / Centre Break Access

The Position in Break / Centre Break Access audit tasks score your campaign based on the proportion of impacts delivered in each spot position.

As centre break spots tend to perform better, campaigns which deliver proportionally more spots accessing centre break will obtain a better campaign audit score.

Diagram 5
Position in Break / Centre Break Access



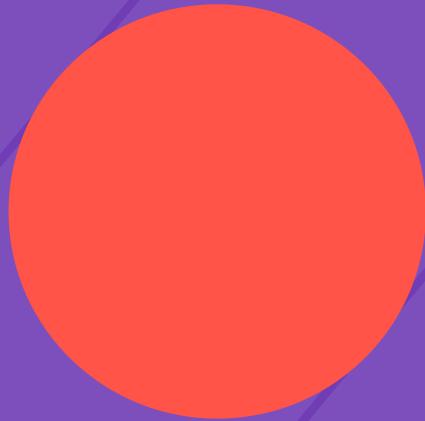


Top Channel / Programme Access

Channel / Programme access tasks score your campaign based on its access to top channels and programmes for your targeted audiences.



Once configured this audit task makes use of BARB reach and coverage metrics to determine the top rated channels and programmes for your targeted audiences and scores the campaign based on access to these.



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