AudienceAnywhere

Self-Service Campaign Setup

identify
deliver
optimize

AudienceAnywhere

Self-Service Campaign Setup

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OVERVIEW

The Optimize module in the AudienceAnywhere platform allows users to track and measure ad placements and performance, allowing you to uncover rich insights in near real time on how to Optimize your next campaign.

This document will take you through the process of setting up digital campaigns within the AudienceAnywhere Optimize module.

The elements needed to setup a self-service campaign include:

SELF-SERVICE CAMPAIGN ELEMENTS	
ELEMENT	**ADDITIONAL INFORMATION**
Create an Advertiser	An advertiser is the company that the ad/s are being run for. Within AudienceAnywhere Properties, Campaigns and Placements are linked to an Advertiser. The following user role can create Advertisers: Admin
Create Property Pixels	A property is a potential place online where conversions can occur. Property types are websites (mobile & desktop) or native apps (iOS & Android). The following user roles can create Properties: Admin and Manager
Setup a New Campaign	A campaign is a "bucket" that contains the parameters of the campaign. No delivery is done on a campaign, as it only houses the roll-up parameters such as start and end date, placements and properties. The following user roles can setup new Campaigns: Admin and Manager

| SELF-SERVICE CAMPAIGN ELEMENTS	
ELEMENT	**ADDITIONAL INFORMATION**
Create Placement Pixels	A placement generates the ad tag. The following user roles can create Placements: Admin and Manager
Generate Tags	Download the tags that will need to be placed on the appropriate sites. The following user roles can generate tags: Admin and Manager

CREATE AN ADVERTISER

The first step in setting up a Campaign within the Optimize module is to create an Advertiser. An advertiser is the company that the ad/s are being run for.
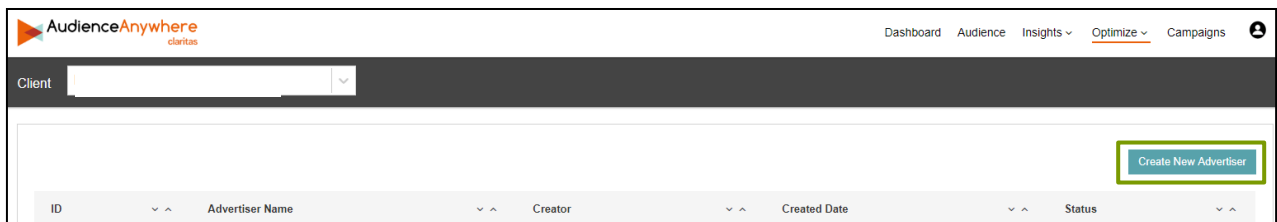
Note: If the Advertiser for your campaign has already been created, skip to the next section: Create Property Pixels

Create a New Advertiser

1. Click on the Optimize module and select Advertisers.
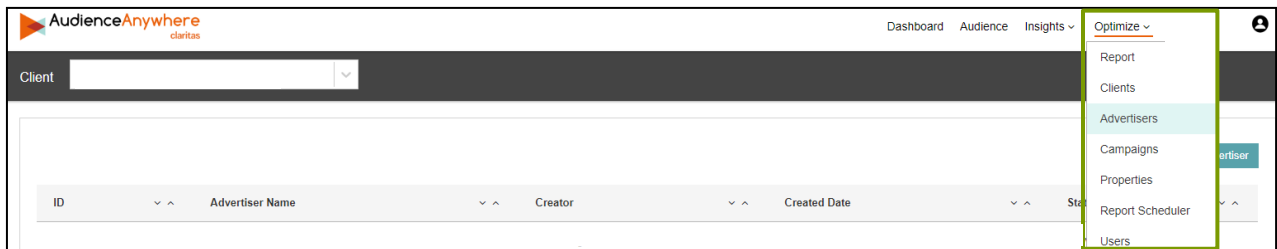
2. Click Create New Advertiser.

3. Enter the following details for the Advertiser:

PROPERTY INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Advertiser is identified within AudienceAnywhere.
Status	Select either Active or Inactive. The default is active.
Primary Category & Secondary Category	(Optional) Assign up to two industries to the Advertiser.

4. After confirming all selections, click Save.

| * Name : | | * Status : | Active |
| Primary Category : | Select... | Secondary Category : | Select... |

Save   Cancel

Edit an Existing Advertiser

1. Click on the Optimize module and select Advertisers.

2. Locate and click the Advertiser Name field for the advertiser that needs to be edited.

3. Click Edit. Make any needed changes, and click Save.

CREATE PROPERY PIXELS

Once an Advertiser has been created, the next step will be to create a Property. A property is a digital asset where advertisements are driving consumers to, that can track behavior. Property types are websites (mobile & desktop) or native apps (iOS & Android).
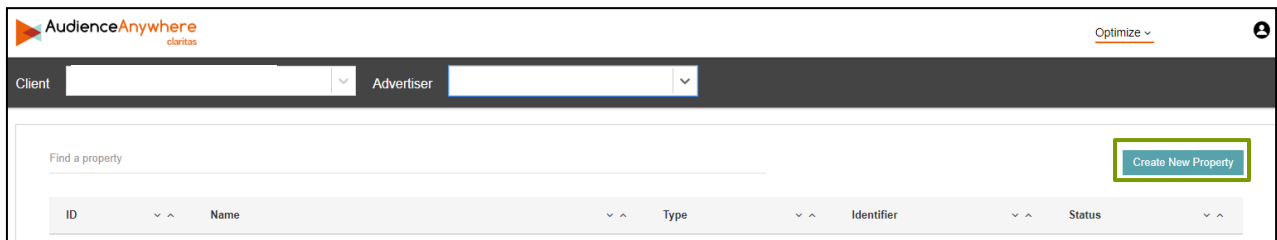
Note: If the needed Properties for your campaign have already been created, skip to the next section: Setup a New Campaign

Create a New Property

1. Click on the Optimize module and select Properties.
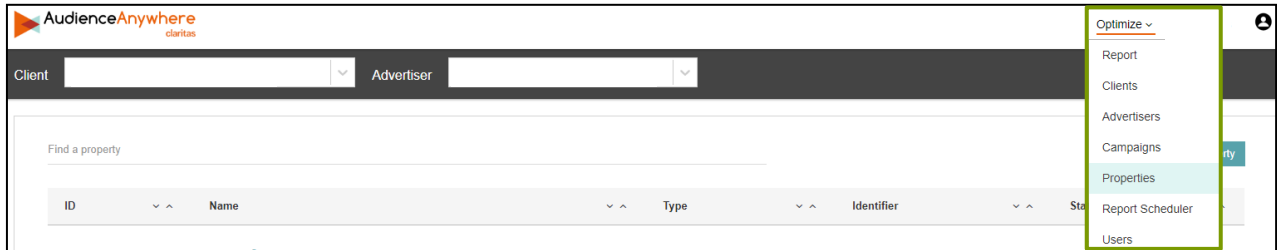
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Click Create New Property.

Settings Details

1. Enter the following details for the Property:

PROPERTY INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Property is identified within AudienceAnywhere.
Type	The current options are Website, Android app and iOS app. − If Website is selected, you will be prompted to select a Website Domain. − If Android app is selected, you will be prompted to enter a Google Play ID. − If iOS app is selected, you will be prompted to select an Apple Store ID and App Store Country.
Post Impression Lookback Window	The period of time after the impression occurs within which a conversion/goal can be attributed to that impression. The default is 30 days.
Post Click Lookback Window	The period of time after the click occurs within which a conversion/goal can be attributed to that click. The default is 30 days. Note: This is applicable only for search, social and display placements.

2. After confirming all selections, click Save.

← Back to All Properties
Create Property

* Name:		* Type:	Website ⌄
*Website Domain:		* Status:	Active ⌄
Post Impression Lookback Window:	30 Days ⌄		
Post Click Lookback Window:	30 Days ⌄		

Note: This is applicable only for search, social and display with click URL placements.

[Save] [Cancel]

Goals

Once a property has been created, goals can be added to the property.

1. Locate and click the Name field for the Property that you would like to add a Goal to.

   Note: The Find a property search box can be used locate a Property.

Find a property

| ID | ⌄ ∧ | Name | ⌄ ∧ | Type | ⌄ ∧ | Identifier | ⌄ ∧ | Status |
| 3319 | | Test100 | | Website | | claritas.com | | Active |

2. Click on the Goals tab, and click Create New Goal.

Settings | Goals

Find a goal   [Create New Goal]

| ID | ⌄ ∧ | Goal Name | ⌄ ∧ | Goal Type | ⌄ ∧ | Description | ⌄ ∧ | Postback | ⌄ ∧ |
| 10 ⌄ | Showing 0 to 0 of 0 Results | | | | | | | | |

3. Enter the following details for the Goal:

GOAL INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Goal is identified within AudienceAnywhere.
Description	(Optional) Provide a description for the Goal.
Type	Select the Goal Type: − Conversion (KPI): An end goal of the campaign. Some campaigns have multiple, but this is what you're driving the campaign toward − Engagement: An action on the path to conversion.
Postback	This is the URL site or app location that the consumer will be redirected to.

4. After confirming all selections, click Save.

Edit an Existing Property

1. Click on the Optimize module and select Properties.
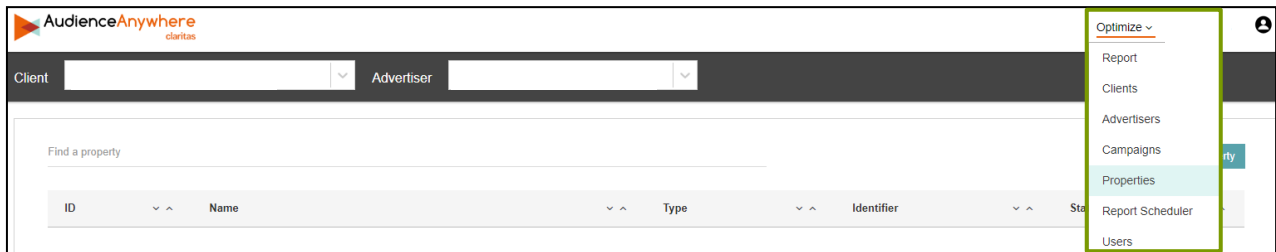
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Name field for the Property that needs to be edited.

   Note: The Find a property search box can be used locate a Property.

4. Click Edit. Make any needed changes, and click Save.

SETUP A NEW CAMPAIGN

Within the Optimize module, a campaign is a "bucket" that contains the parameters of the campaign. No delivery is done on a campaign, as it only houses the roll-up parameters such as start and end date, placements and properties.

Once a campaign has been setup, you can view how well it performed using the Reports section of the Optimize module.

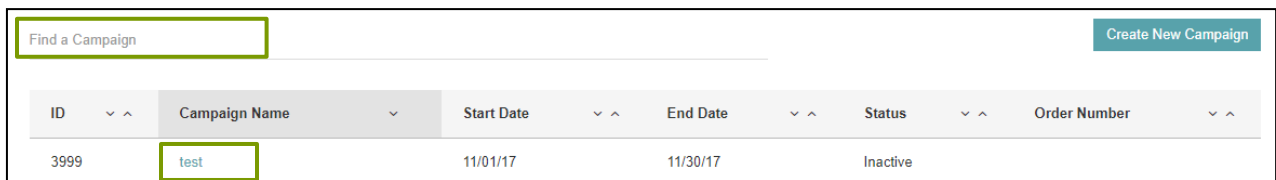## Create a New Campaign

1. Click on the Optimize module and select Campaigns.
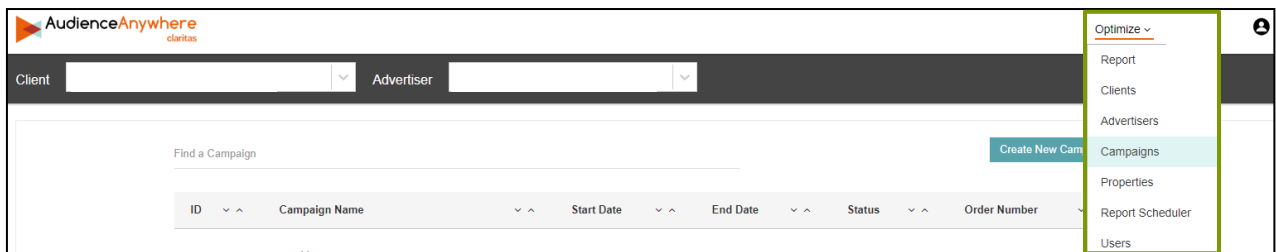
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Click Create New Campaign.
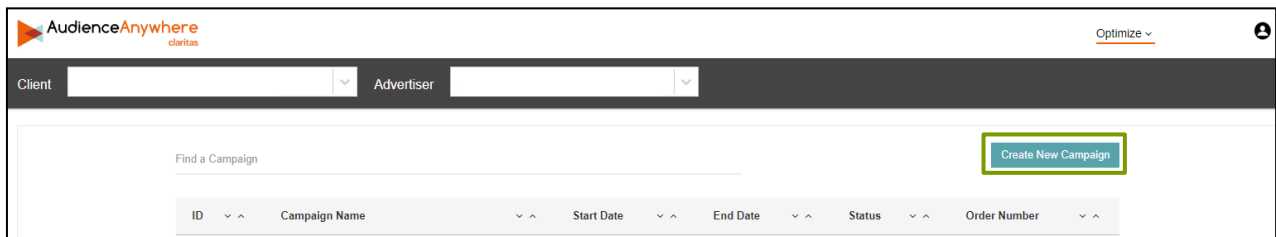
4. Enter the following details for the Campaign:

CAMPAIGN INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Campaign is identified within AudienceAnywhere.
Description	(Optional) If desired, enter a description for the Campaign.
Timeframe	Enter the start and end dates of the campaign.
Status	Select either Active or Inactive. The default is Active.

CAMPAIGN INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Lift	Selecting Yes will apply an additional level of analysis to your campaign, helping you understand the incremental conversions that are due to a specific ad exposure. **Notes**: Lift within AudienceAnywhere is not available for Search and Social creative types. Additionally, there will be an increased CPM if this option is selected. Please contact your Claritas Account Representative for more information on obtaining lift for these creative types and/or the increased CPM.
Order Number	(Optional) If desired, enter an order number. This may be a name/code that is being used internally to identify a campaign.
Properties	Select the Properties that the ads contained within the campaign are driving consumers to.

5. After confirming all selections, click Save.

Edit an Existing Campaign

1. Click on the Optimize module and select Campaigns.
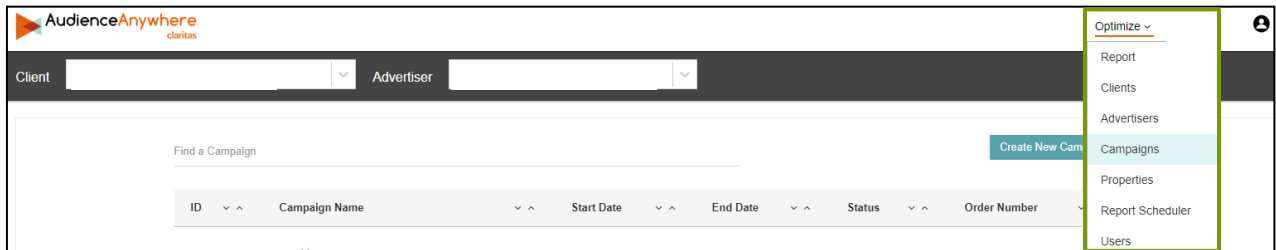
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Campaign Name field for the Campaign that needs to be edited.

   Note: The Find a Campaign search box can be used locate a Campaign.

4. Click Edit. Make any needed changes, and click Save.

CREATE PLACEMENT PIXELS

Once a Campaign has been created in the Optimize module, you can begin creating Placements for that Campaign. A placement generates the ad tag.

Create a Placement

1. Click on the Optimize module and select Campaigns.
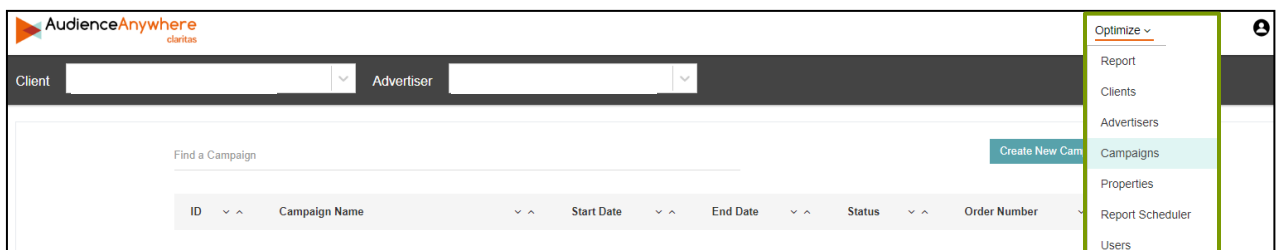
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate the Campaign that you'd like to add a Placement to and click the Campaign Name field.

Note: The Find a Campaign search box can be used locate a Campaign.

ID	Campaign Name	Start Date	End Date	Status	Order Number
6525	test1	05/22/20	05/31/20	Active	
6496	test2	04/01/20	04/30/20	Active	
6513	test2	05/11/20	05/30/20	Active	
6497	test3	04/01/20	04/30/20	Active	

Find a Campaign / Create New Campaign

4. Click Create New Placement.

Edit Campaign | Placements | Download all tags (.xlsx)

Find a Placement | Create New Placement

ID	Placement Name	Start Date	End Date	Media Partner	Type

10 — Showing 0 to 0 of 0 Results

5. Enter the following details for the Placement:

PLACEMENT INPUTS	
INPUT	**ADDITIONAL INFORMATION**
Name	This will be how the Placement is identified within AudienceAnywhere.
Media Partner	This will be the company serving the ad.
Timeframe	Enter the start and end dates of the ad. The start and end dates for the Placement should fall within the campaign timeframe.
Creative Type	From the dropdown select the ad creative type. Note: If a Podcast creative type is selected, see below.
Clickthrough URL	This is the website the ad is driving consumers to. Note: This is typically one of the Properties tied to the campaign.
Reference ID	(Optional) If desired, enter a Reference ID. This may be a name/code that is being used internally to identify the ad.

Creative Type: Podcasts

If Podcast-DAI is the selected Creative Type, you will be prompted to select a Podcast Provider.

If Podcast-RSS Prefix is the selected Creative type, you will need to do the following:
- To ensure proper IVT exemptions are applied, Set Media Partner to Podcast RSS.

- Search for a podcast.
  - If the desired podcast is found, confirm that the RSS feed URL, Show Name, and Podcast Provider are correct.
  - If the desired podcast is not found, manually enter the RSS feed URL in the designated field (this will be the RSS feed containing the Claritas RSS Prefix, outlined in the RSS Prefix Overview). Confirm that the Show Name and Podcast Provider are correct.
- Enter the Publish Date Range. This is the time period containing the episode publish dates of the host-read podcast advertisements.

6. After confirming all selections, click Create.

7. To view the pixels for the newly created Placement, click on the Placement Name.

Edit an Existing Placement

1. Click on the Optimize module and select Campaigns.

2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Campaign Name field that contains the Placement that needs to be edited.

   Note: The Find a Campaign search box can be used locate a Campaign.

4. Locate and click the Placement Name that needs to be edited.

5. Make any needed changes, and click Save.

Clone a Placement

1. Click on the Optimize module and select Campaigns.

2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Campaign Name field that contains the Placement that needs to be cloned.

   Note: The Find a Campaign search box can be used locate a Campaign.

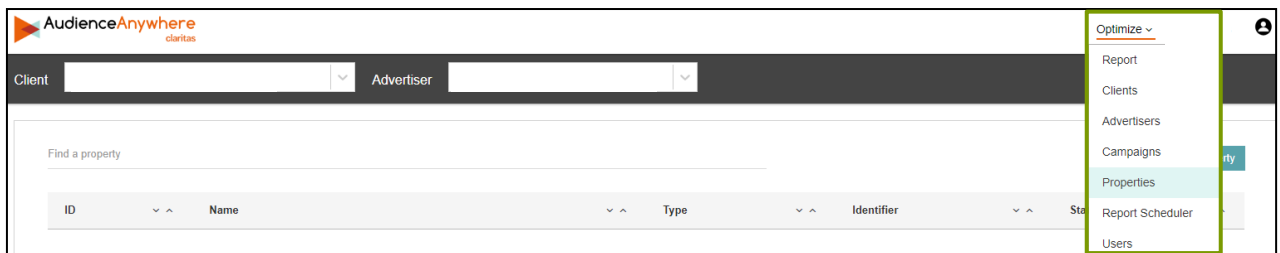4. Locate and click Clone next to the Placement that needs to be cloned.

5. Make any needed changes, and click Save.

DOWNLOAD AND VALIDATE PIXELS

Once your campaign setup is complete, you can then download the tags that have been generated for the Campaign Properties and Placements.

Download Property Pixels
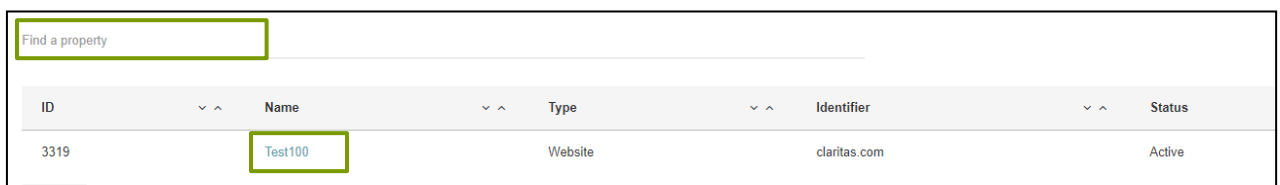
1. Click on the Optimize module and select Properties.

2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Name field for the Property that you'd like to download a tag for.

    Note: The Find a property search box can be used locate a Property.

4. Click to download the tag as either an Image or Java Script tag.

| PROPERTY TAG TYPES	
TAG TYPE	**ADDITIONAL INFORMATION**
Image Tag	This will place a 1x1 pixel on the site. Image tags are the most commonly used Property tag type.
Java Script Tag	Java Script tags require more capability of the site where the pixel is being placed.
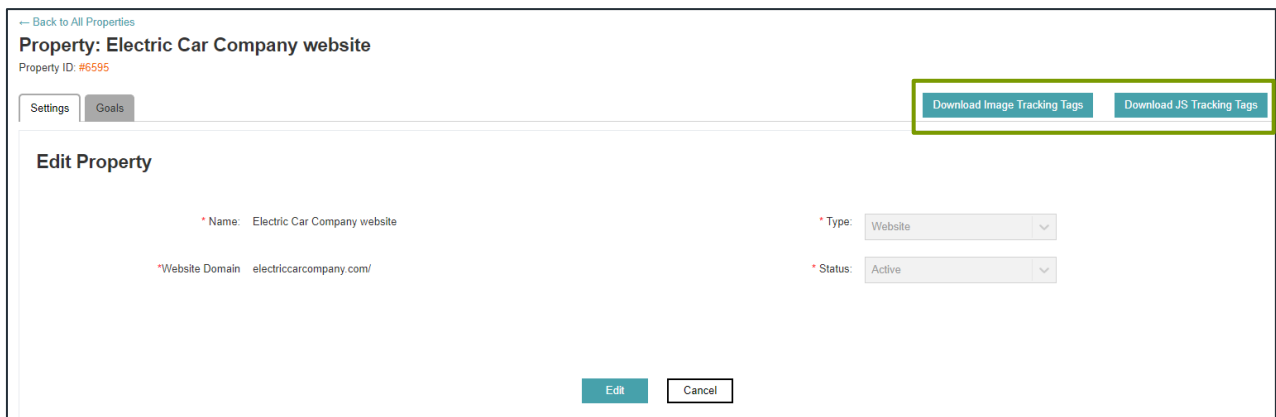
5. Property tags will be downloaded in .txt format and can then be shared with whomever manages your website your Media Partner who will be serving the ads.

Note: If your campaign includes an App property and you're using an SDK partner, please reference the SDK Partner Guide.

Validate Property Pixels

Once pixels have been downloaded and placed, you can use the Pixel Raw Data tab within Properties to ensure your pixel placements are working as expected by viewing the most recent 100 clicks for selected goal/s.

1. Click on the Optimize module and select Properties.
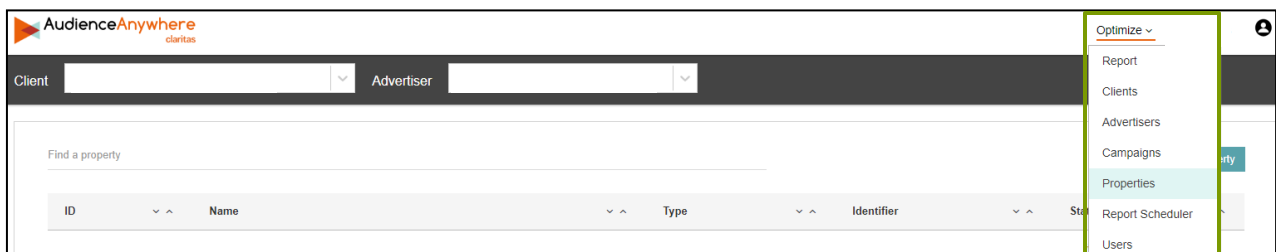
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Name field for the Property that you want to validate pixel placement.

    Note: The Find a property search box can be used locate a Property.

Find a property							
ID	∨ ∧	**Name**	∨ ∧	**Type**	∨ ∧	**Identifier**	∨ ∧	**Status**
3319		Test100		Website		claritas.com		Active

4. Click the Pixel Raw Data tab.

← Back to All Properties
Property: Electric
Property ID: #6595

| Settings | Goals | Pixel Summary Data | Pixel Raw Data | | Download Image Tracking Tags | Download JS Tracking Tags |

* Goal/Event Name:
All Goals/Events   ∨   Generate Report

5. Select the Goal/s you would like the most recent 100 clicks generated for.

    Note: Information for a total of up to 100 clicks will be displayed for the selected goal/s.

← Back to All Properties
Property: Electric
Property ID: #6595

| Settings | Goals | Pixel Summary Data | Pixel Raw Data | | Download Image Tracking Tags | Download JS Tracking Tags |

* Goal/Event Name:
All Goals/Events   ∨   Generate Report

6. The following information is displayed for each click. For additional information, click Show Details.

    Note: The pixel fire data is updated in real time each time the report is generated.

April 7, 2021
4:32:45 pm
Show Details

| Goal Name |
|---|
| Device |
| IP Address |
| IDFA/AAID |
| ORD |
| Custom Variable 1 |
| Revenue |

View Pixel Summary Data

Once pixels have been downloaded and placed, a summarized view of Property pixel data is available on the Pixel Summary Data tab.

1. Click on the Optimize module and select Properties.
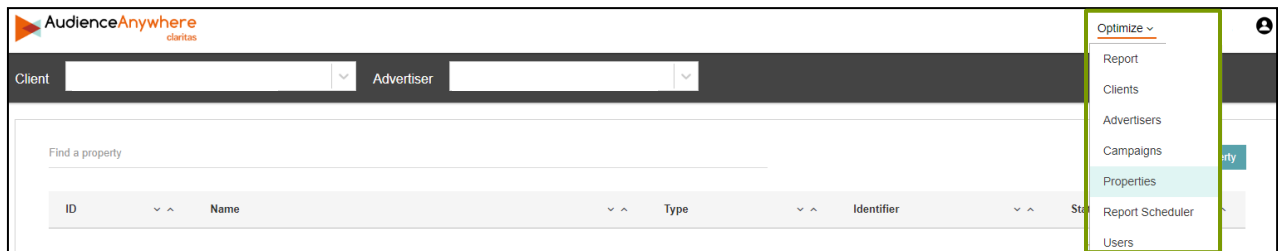
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Name field for the Property that you want to view the summarized pixel data.
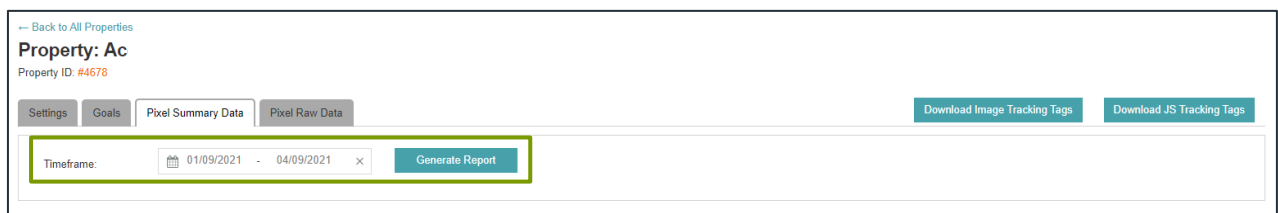
   Note: The Find a property search box can be used locate a Property.
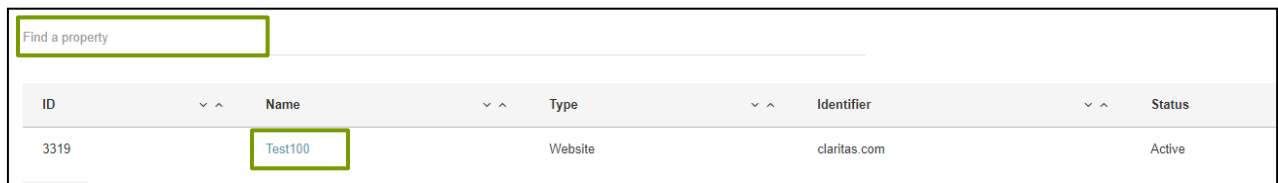
4. Click the Pixel Summary Data tab.
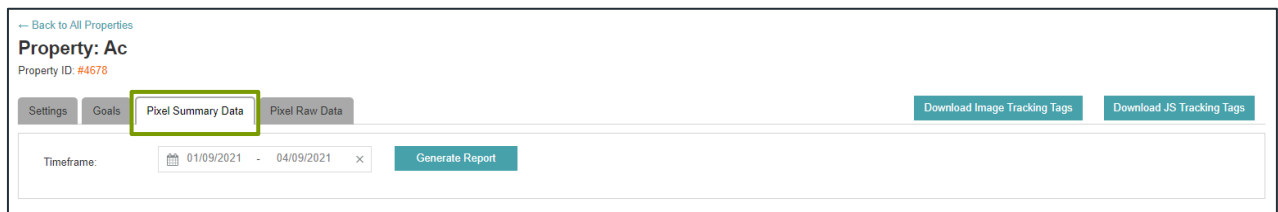
5. Select the desired report timeframe by clicking in the date field, and click Generate Report.

6. The generated report displays Summary Data and Count By Goals.

Summary Data

Summarized counts across all goals for gross and invalid traffic.

| Goals	Gross	Invalid Traffic	Net
Summary Data			
All Goals	10,633,248	351,941	10,281,307

Count By Goals

Summarized counts for each goal for gross and invalid traffic.

Goal	Goal Type	Gross	Invalid Traffic	Net
Count By Goals				
conversion	Conversion	56,129	1,570	54,559
sitewide	Engagement	10,577,119	350,371	10,226,748

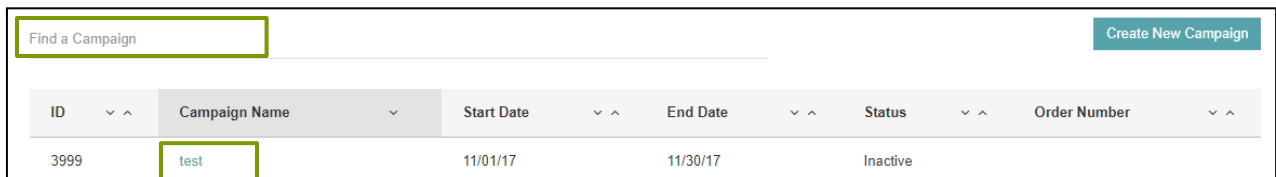## Download Placement Pixels

1. Click on the Optimize module and select Campaigns.
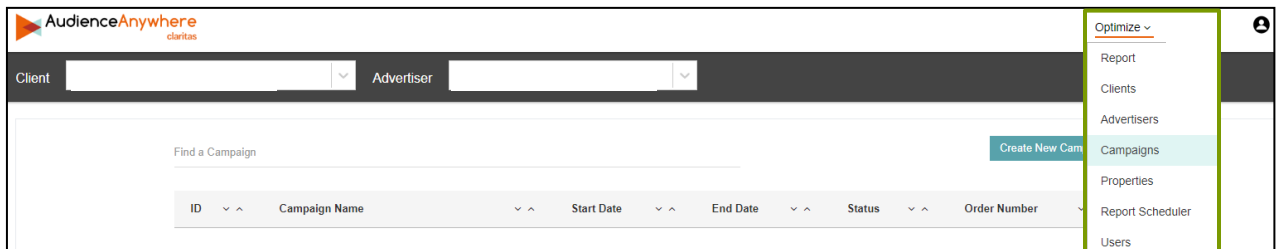
2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Campaign Name field for the Campaign that needs to be edited.

    Note: The Find a Campaign search box can be used locate a Campaign.

4. Click Download all tags.

5. These tags will be downloaded in .txt format and can then be shared with your Media Partner who will be serving the ads.

   Note: RSS Placements will include the recommended prefix syntax.

Validate Placement Pixels

Once placement pixels have been downloaded and placed, you can use the Pixel Raw Data tab within Campaigns to ensure your pixels are working as expected by viewing the most recent 100 clicks for selected Placements.

Note: If your campaign contains RSS prefix placements, the prefix cannot be verified using this tab. Data for RSS prefix will only populate in this tab once the campaign has started. Use the developer tools to verify the RSS prefix was correctly implemented. See RSS Prefix Overview.
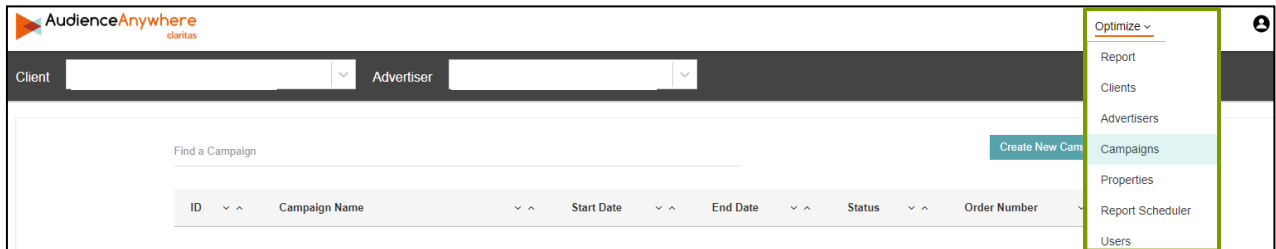
1. Click on the Optimize module and select Campaigns.

2. (Optional) If there are multiple Advertisers available in the Advertiser dropdown, ensure the correct Advertiser has been selected.

3. Locate and click the Campaign Name field for the Campaign that you want to validate pixel placement.

   Note: The Find a Campaign search box can be used locate a Campaign.
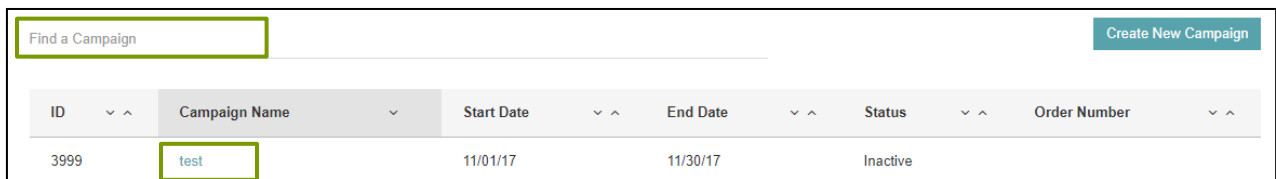
4. Click the Pixel Raw Data tab.

5. Select the Placement/s you would like the most recent 100 clicks generated for.

   Note: Information for a total of up to 100 clicks will be displayed for the selected placements.

6. Select if you would like to receive Impression or Click data. Click Generate Report.

7. The following information is displayed for each click. For additional information, click Show Details.

   Note: The pixel fire data is updated in real time each time the report is generated

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