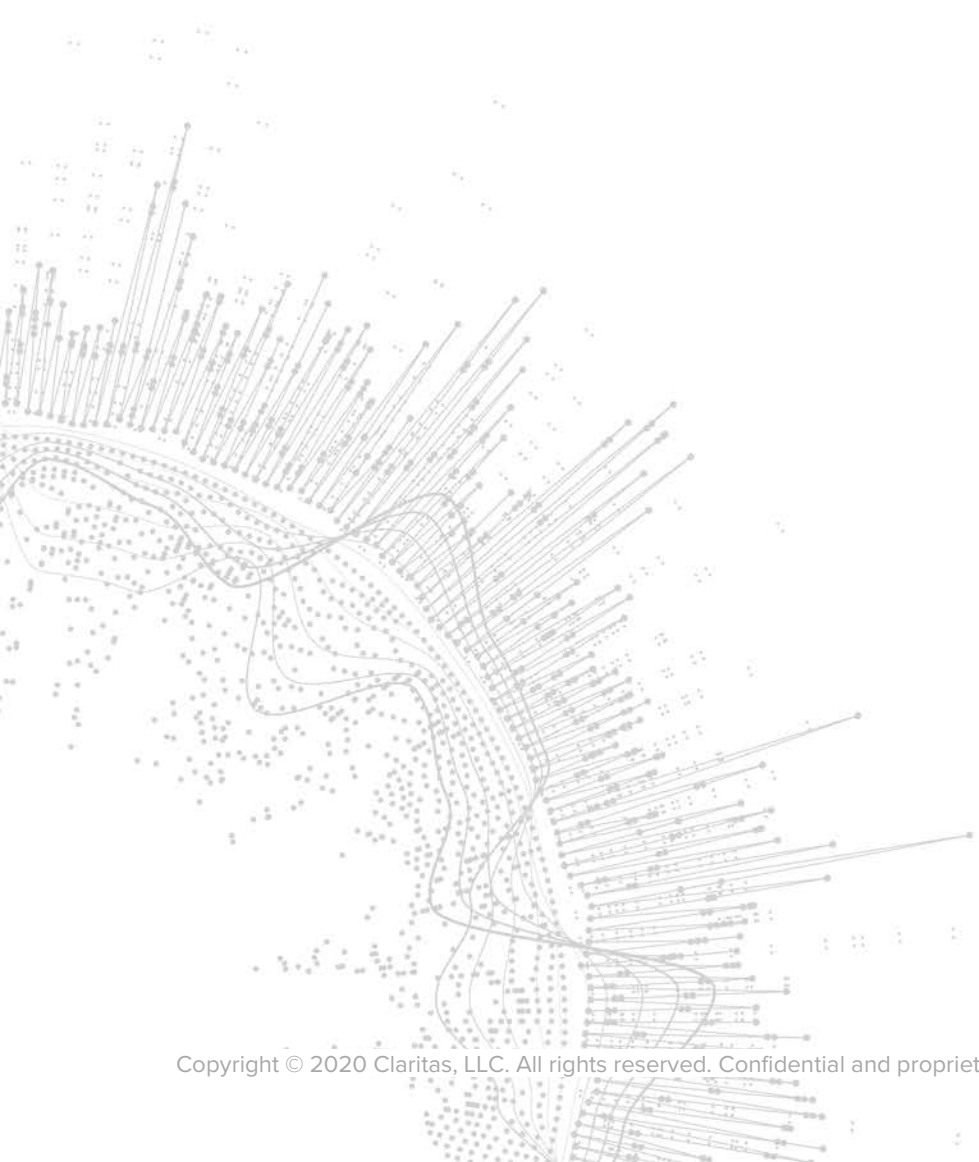




AudienceAnywhere

Using the Campaigns Module



AudienceAnywhere

Using the Campaigns Module

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- Overview
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OVERVIEW

The Campaigns module in the Audience Anywhere platform allows users to view basic metrics for their digital campaigns (email, social, display) executed by the Claritas Ad Operations team.

This document provides an overview of how to interpret your campaign report output.

Important Note: In order to view campaign report data, the report first must be setup by your Claritas representative. Prior to executing the campaign please ensure your Claritas representative is aware you would like to review the report data in the Campaigns module, as the report needs to be setup ahead of time.

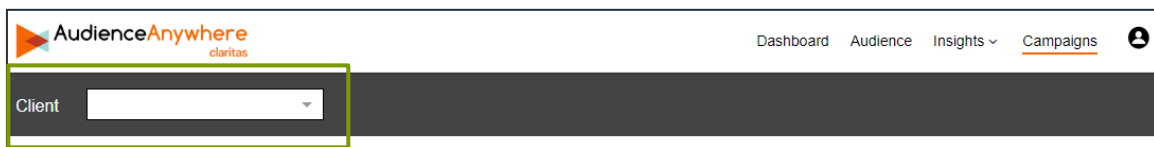
INTERPRETING A CAMPAIGN REPORT

Locate Desired Campaign Report

1. Click on the Campaigns module.



2. Select the client you want to view a campaign report for.



3. Select the campaign you want to view. You can scroll through the list of available campaign groups, or search by Name or ID.

Note: The Campaign Headers displayed on the screen are inputs that were specified when creating the campaign group.

The screenshot shows the AudienceAnywhere interface. At the top, there is a navigation bar with 'Dashboard', 'Audience', and 'Campaigns' (highlighted). Below this, a 'Client' dropdown menu is set to 'AA AUTO DEMO'. A 'Download Report' button is visible in the top right. The main content area features a 'Campaign Reporting Filter' section with a date range selector (From: [calendar icon] To: [calendar icon]) and an 'Apply' button. Below the filter is a 'Campaigns' section with a search bar labeled 'Search by Campaign Name or ID' and a 'Create Campaign Group' button. A table of campaign groups is displayed below the search bar, with the first row highlighted in green:

Campaign Group Name	Campaign Group ID	Client Campaign ID	Campaign Group Status	Campaign Group Start Date	Campaign Group End Date
uat0000111	uat0000111		Active	2020-03-25	2022-04-21

4. To view the desired report, click the appropriate Campaign Group Name.

The screenshot shows a detailed view of the 'Campaigns' section. It includes a search bar and a 'Create Campaign Group' button. Below is a table listing several campaign groups:

Campaign Group Name	Campaign Group ID	Client Campaign ID	Campaign Group Status	Campaign Group Start Date	Campaign Group End Date
uat0000111	uat0000111		Active	2020-03-25	2022-04-21
testcamp99	uat0000110		Active	2020-03-25	2020-11-26
camp fb1	uat0000107		Active	2020-02-25	2020-06-25
google	uat0000103		Active	2019-12-01	2020-05-28

View the Campaign Report

1. Specify the date range you would like to see data for.

The options are: Life of Campaign, Yesterday, Today, Last 7 Days or Last 30 Days.

AudienceAnywhere claritas

Dashboard Audience Campaigns

Client: AAAUTO DEMO

Campaigns > camp12 Download Report

Date: Life of Campaign

Campaign Group

Campaign Group Name	Campaign Group ID	Client Campaign ID	Campaign Group Status	Campaign Start Date	Campaign End Date
camp12	uat0000100		Active	11/27/19	05/22/20

2. An aggregated summary of the campaign is displayed at the bottom of the screen.

Campaigns > camp12 Download Report

Date: Life of Campaign

Campaign Group

Campaign Group Name	Campaign Group ID	Client Campaign ID	Campaign Group Status	Campaign Start Date	Campaign End Date
camp12	uat0000100		Active	11/27/19	05/22/20

Aggregated Results

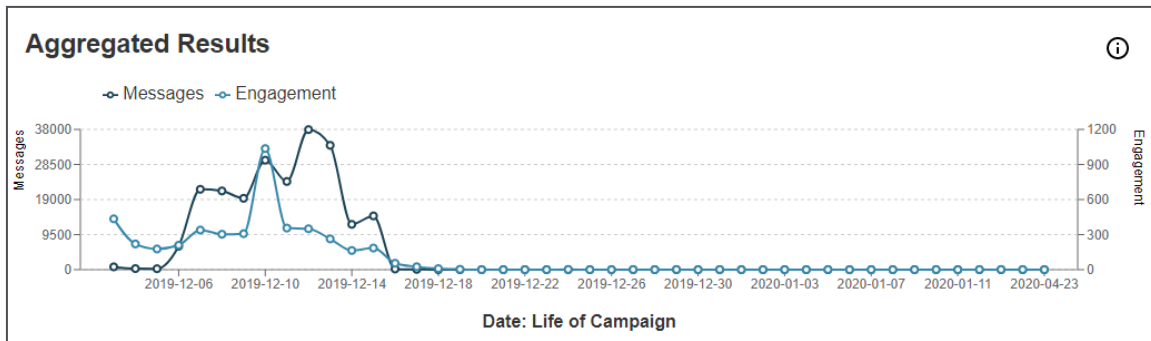
Messages Engagement

Date: Life of Campaign

Activity	Email	Social	Display	Total
Messages	26,267	187,223	8,891	222,381
Engagement	145	1,285	3,017	4,447

The chart tracks both messages sent and engagements for all channels and segments included in the campaign group (for the date range selected at the top of the page).

CHARTED DATA	
CHARTED DATA	ADDITIONAL INFORMATION
Messages	How many messages were delivered/sent out.
Engagements	How many of those delivered messages were opened/interacted with.



Below the chart, messages sent and engagements is displayed by channel type (for the date range selected at the top of the page).

Note: Only the channel types included in the campaign (Email, Facebook and/or Google Ads) will show up in the report.

Activity	Email	Social	Display	Total
Messages	26,267	187,223	8,891	222,381
Engagement	145	1,285	3,017	4,447

- Click on the desired channel type to view detailed information for the specific Emails, Facebook and/or Google Ad campaigns included in your campaign group.

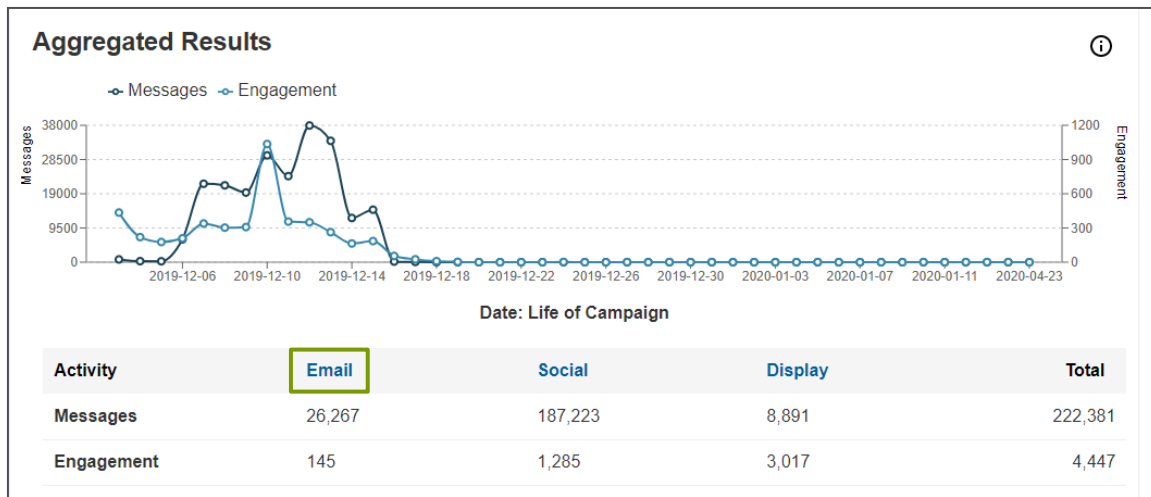
Activity	Email	Social	Display	Total
Messages	26,267	187,223	8,891	222,381
Engagement	145	1,285	3,017	4,447

- (Optional) To download this aggregated summary of the campaign as a PDF or .csv file, click Download Report located at the top of the page.

View Email Deployment Details

The specific Channel pages allow you to see data at the deployment and segment level (for a specified date range).

1. From the campaign report summary page, click Email.



2. When the Email page displays, select the specific deployment and segment (campaign) you would like to view detailed information for.

Then specify the date range you'd like to see data for.

Campaigns > camp12 > Email Download Report

Email Selection

Email Deployment: test34 | Email Segment: Select Segment

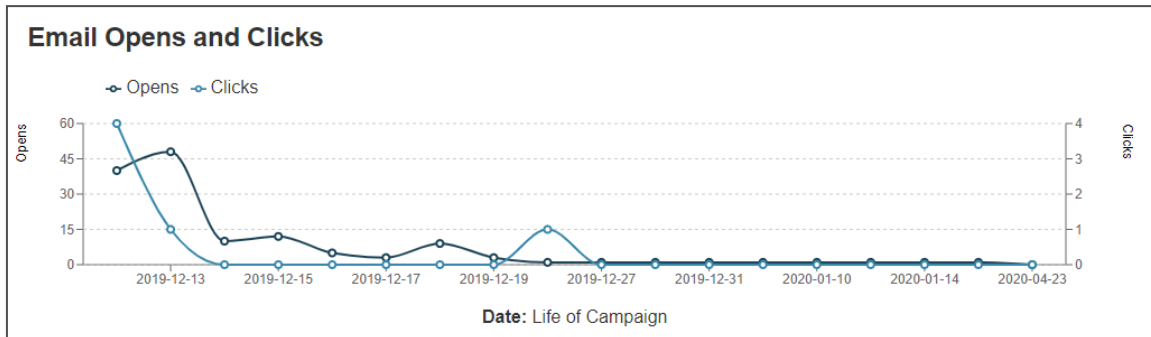
Date: Life of Campaign

Basic segment details will be provided, including status and start/end dates.

Email Segment Details

Segment Name	Segment Status	Segment Start Date	Segment End Date
IDM_EXP_BCBSIND_81926_OFF03_4	finished	12/13/19	12/13/19

3. A chart will display the email campaign's Opens and Clicks for the selected data range.



4. Next, statistics are provided for the email campaign.

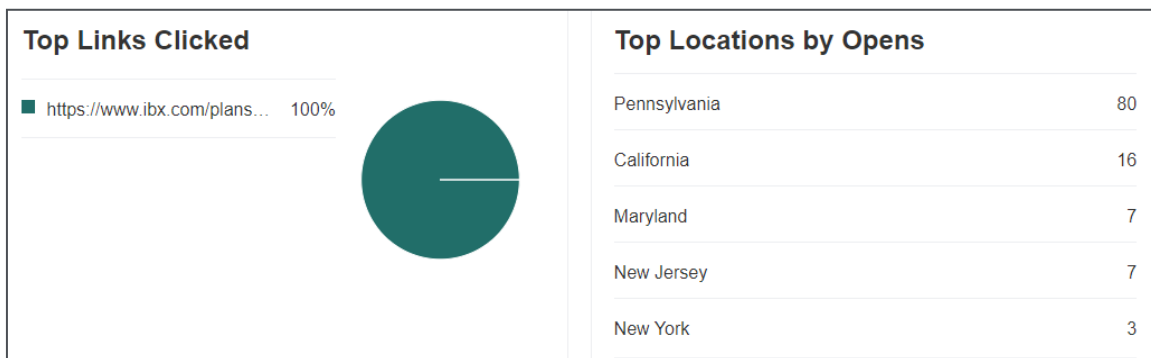
Note: Descriptions for each of the statistics listed are available by hovering over the info icon.

Opens	Unique Opens	Open Rate	Clicks	Unique Clicks	Click Rate	Unsubscribed
139	105	0.4%	6	6	5.71%	3

5. At the bottom of the page, the top links clicked is displayed.

And, a geographic listing of where the top number of opens occurred is listed.

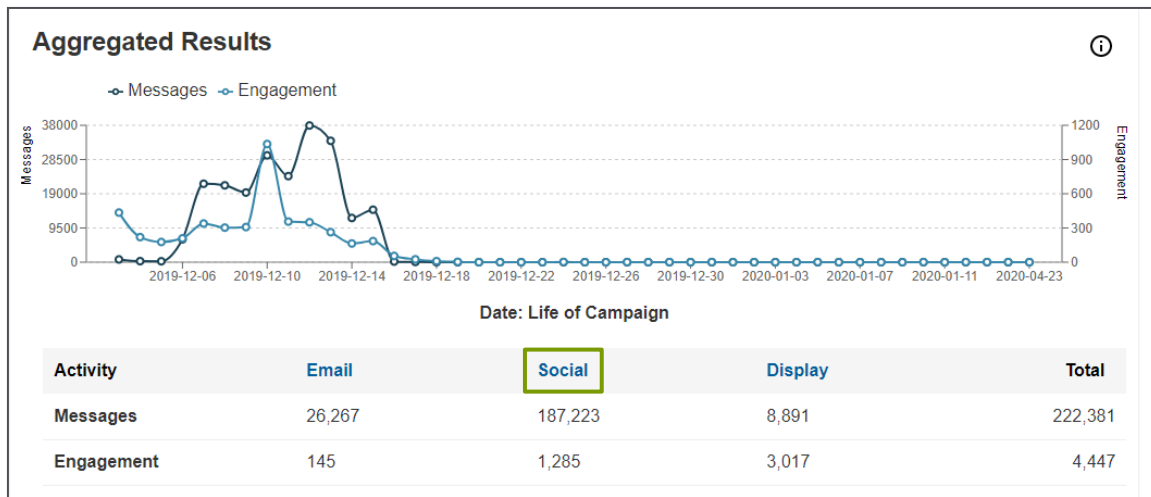
6. (Optional) To download the details for this specific email campaign as a PDF or .csv file, click Download Report located at the top of the page.



View Facebook Deployment Details

The specific Channel pages allow you to see data at the deployment and segment level (for a specified date range).

1. From the campaign report summary page, click Social.



2. When the Facebook page displays, select the specific deployment and segment (campaign) you would like to view detailed information for.

Then specify the date range you'd like to see data for.

Campaigns > camp12 > Facebook Download Report

Facebook Selection

Facebook Deployment: testr Facebook Segment: AQV_CLR_DONER_81963 - Drop 4 - N

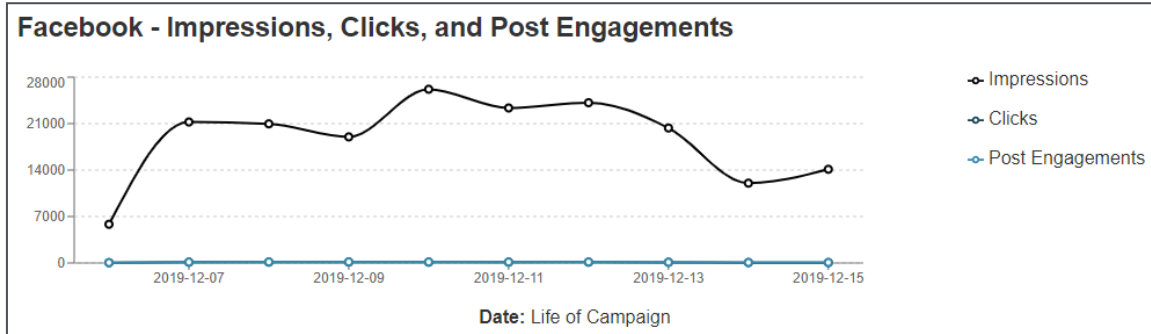
Date: Life of Campaign

Basic segment details will be provided, including status and start/end dates.

Facebook Segment Details

Segment Name	Segment Status	Segment Start Date	Segment End Date
AQV_CLR_DONER_81963 - Drop 4 - Native	Completed	12/06/19	12/16/19

- A chart will display the Facebook campaign's Impressions, Clicks and Post Engagements for the selected data range.



- Next, statistics are provided for the Facebook campaign.

Note: Descriptions for each of the statistics listed are available by hovering over the info icon.

Reach	Impressions	Frequency	Clicks	Post Engagements	Engagement Rate
49,056	187,223	3.817	1,002	1,285	0.69%

- At the bottom of the page, the top clicks by geographic location is displayed.

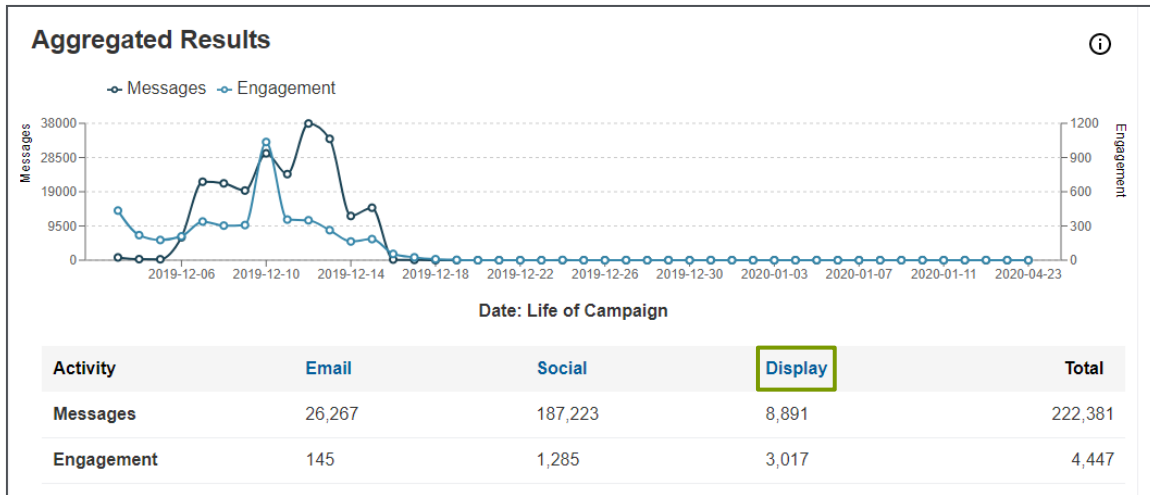
New Mexico	1,285
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- (Optional) To download the details for this specific Facebook campaign as a PDF or .csv file, click Download Report located at the top of the page.

View Google Ad Deployment Details

The specific Channel pages allow you to see data at the deployment and segment level (for a specified date range).

- From the campaign report summary page, click Display.



- When the Google Ads page displays, select the specific deployment and segment (campaign) you would like to view detailed information for.

Then specify the date range you'd like to see data for.

Campaigns > camp12 > Google Ads Download Report

Google Ads Selection

Google Ads Deployment: testtt | Google Ads Segment: Apl_Eps_fbfr_82077

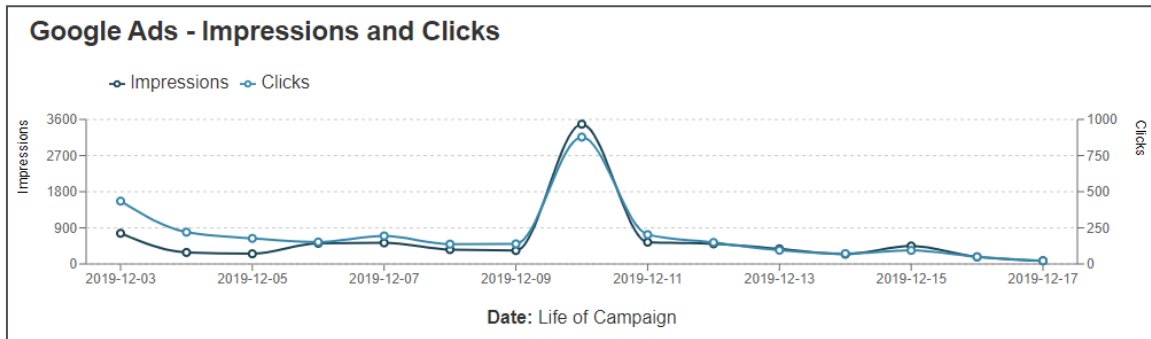
Date: Life of Campaign

Basic segment details will be provided, including status and start/end dates.

Google Ads Segment Details

Segment Name	Segment Status	Segment Start Date	Segment End Date
Apl_Eps_fbfr_82077	Ended	12/03/19	12/17/19

3. A chart will display the Google Ads campaign's Impressions and Clicks for the selected data range.



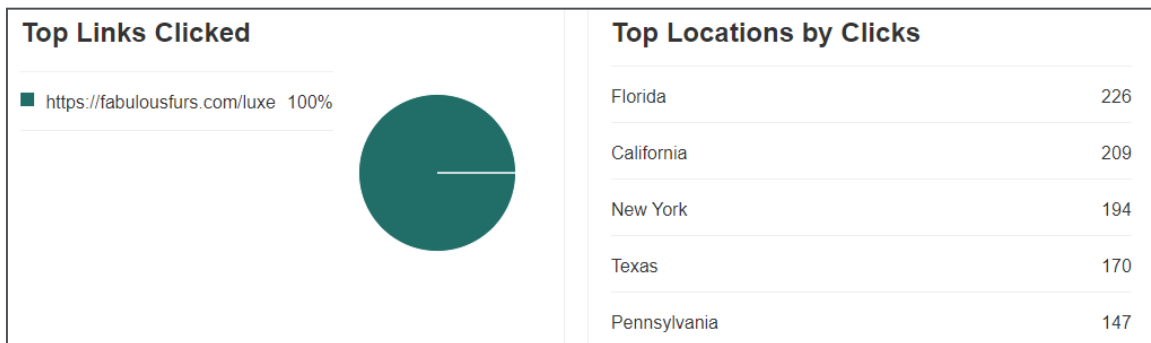
4. Next, statistics are provided for the Google Ads campaign.

Note: Descriptions for each of the statistics listed are available by hovering over the info icon.

Impressions	Clicks	Click Through Rate
8,891	3,017	33.93%

5. At the bottom of the page, the top links clicked is displayed.

And, a geographic listing of where the top number of opens occurred is listed.



6. (Optional) To download the details for this specific Google Ads campaign as a PDF or .csv file, click Download Report located at the top of the page.

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