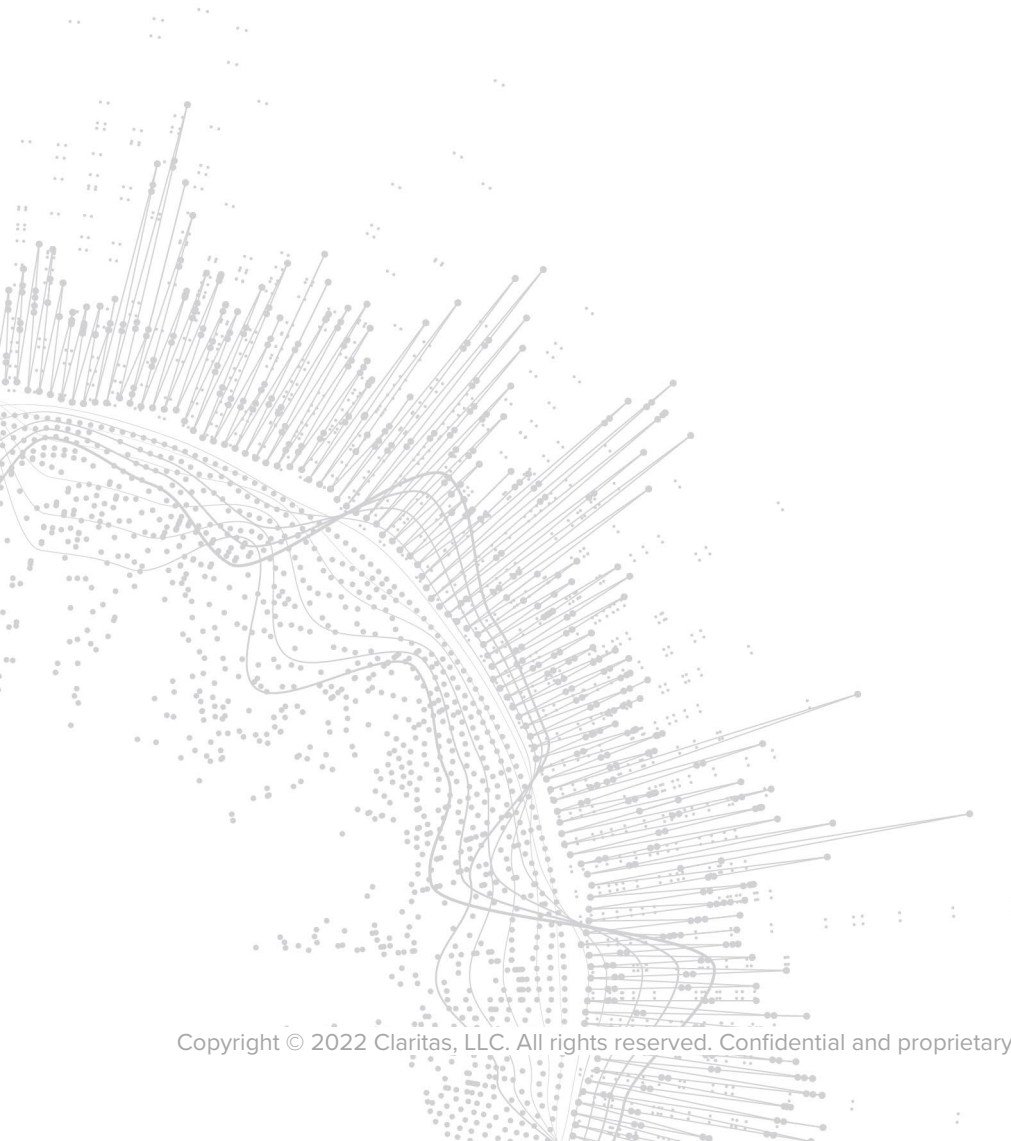




# AudienceAnywhere

Optimize Reports



# AudienceAnywhere

## Optimize Reports

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- Overview
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- Legal Notifications

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### OVERVIEW

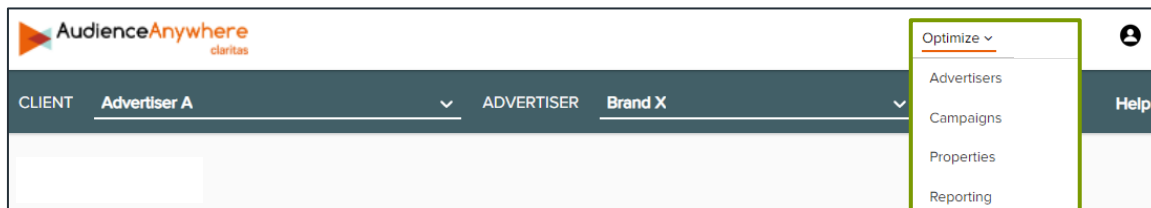
The Optimize module in the AudienceAnywhere platform allows users to track and measure ad placements and performance, allowing you to uncover rich insights in near real time on how to Optimize your next campaign.

This document provides an overview of how to generate and interpret your Optimize Attribution reports.

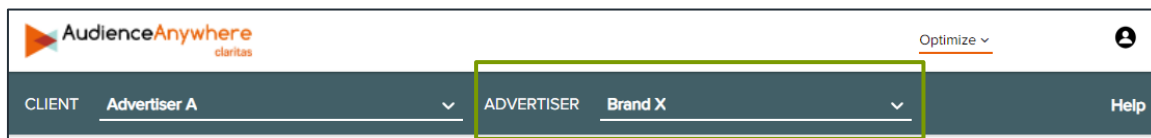
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### GENERATE A REPORT

1. Click on the Optimize module and select Report.



2. Select the advertiser from the dropdown.



3. Make the following report selections:

REPORT INPUTS	
INPUT	ADDITIONAL INFORMATION
Campaign	Select a single campaign to view at a time.
Media Partner	Select either a single media partner or all media partners (if applicable).
Placement	Select a single placement or all placements.
Timeframe	<p>You can select your own start/end dates or choose one of the below options:</p> <ul style="list-style-type: none"> <li>- Last 7 days</li> <li>- Last 30 days</li> <li>- Last month</li> <li>- Last 3 months</li> <li>- Campaign to date: This selection will capture the campaign to date for current campaigns and the campaign date range for completed campaigns.</li> <li>- Campaign + Post Period: Includes the campaign date range plus the post period for completed campaigns.</li> </ul> <p>Note: The default selection is Campaign to Date for live campaigns.</p>

4. Click Generate Report.

Campaign:	<u>Brand X Campaign</u> ▼	Media Partner:	<u>All Partners</u> ▼
Placement:	<u>All Placements</u> ▼	Timeframe:	<input type="text" value="02/08/2022 - 05/09/2022"/> x
			<b>Generate Report</b>

## VIEW REPORT OUTPUT

When the report displays, the data is broken out into three different tabs. Note that all report sections may not be available, based on license and campaign setup:

REPORT DATA TABS	
REPORT TAB	ADDITIONAL INFORMATION
Ad Activity	<p>Allows you to view information based on total impressions and clicks for the selected time frame.</p> <p>Note: The impression and click data available on this tab is updated every 15 minutes.</p>

REPORT DATA TABS	
REPORT TAB	ADDITIONAL INFORMATION
Attributable	Allows you to view information on attributable engagements and conversions for the selected timeframe.  Note: The attributable engagement and conversion data available on this tab is updated every 4 hours.
Lift	Allows you to view information on Campaign Lift, allowing for analysis on how conversions were driven by the specific ad campaign.  Note: The lift model is run every two weeks, assuming an adequate sample size has been met. The threshold to run the lift model is 100 attributable conversions. Meaning, if there have not been 100 attributable conversions during those first two weeks, the model will wait another two weeks before attempting to run again.

## Ad Activity Data

Click the Ad Activity tab to view data based on the ad's impressions or clicks.

AD ACTIVITY DATA	
DATA TYPE	ADDITIONAL INFORMATION
Impressions	Impression metrics indicates that an ad was visible on a user's screen. When viewing the trend activity chart, the total number of impressions served is displayed.
Clicks	The clicks metric indicate that the ad was viewed and engaged with. Clicks are only available for social campaigns.

Ad Activity
Attributable
Lift

View activity for Impressions

## Summary Total

The Summary Total section provides the total count of impressions, clicks, engagements and conversions for the selected timeframe.

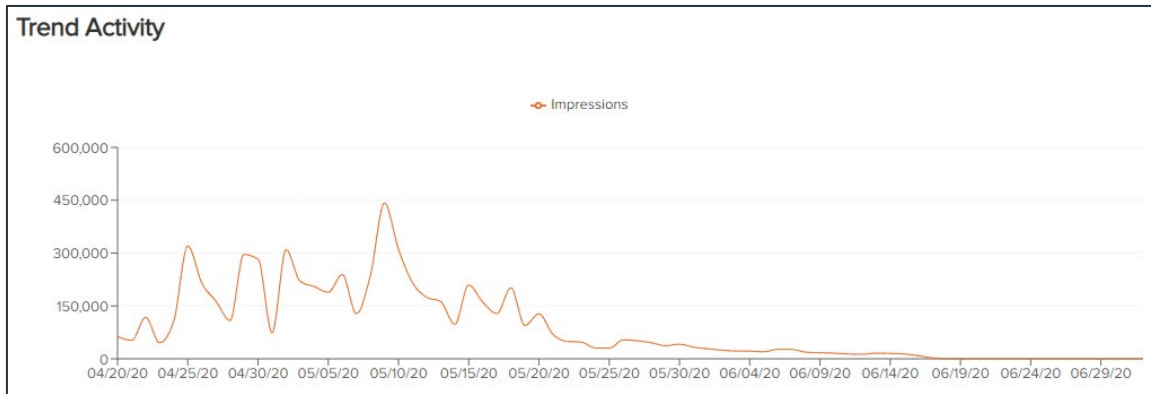
Summary Total				
	Impressions	Clicks	Engagements	Conversions
Gross Activity	6,777,338	2,413,481	361,791	39,058
Invalid Traffic	283,113	0		
<b>Net Activity</b>	<b>6,494,225</b>	<b>2,413,481</b>	<b>361,791</b>	<b>39,058</b>

Note: Invalid traffic is filtered out by our automated processing of tag fires, and consists of bots, crawlers and other traffic marked as fraudulent.

## Trend Activity

The Trend Activity chart displays real time trends for the impressions or clicks.

Note: The dropdown at the top of the Ad Activity tab allows you to update the chart to view either impressions or clicks.



## Attributable Data

Click the Attributable tab to view data based on the ad’s engagements or conversions.

ATTRIBUTABLE DATA	
DATA TYPE	ADDITIONAL INFORMATION
Engagements	Engagements will be a client defined metric, that is unique to each campaign. Common examples of engagements include: <ul style="list-style-type: none"> <li>- homepage of a website</li> <li>- reopen of an app</li> </ul>
Conversions	Every campaign drives to a desired end point or key performance indicator (KPI). These conversions will be a client defined metric, that is unique to each campaign. Common examples of conversions include: <ul style="list-style-type: none"> <li>- thank you page of a website</li> <li>- subscribing to a service within an app</li> <li>- visiting a desired location</li> </ul>



## Summary Total

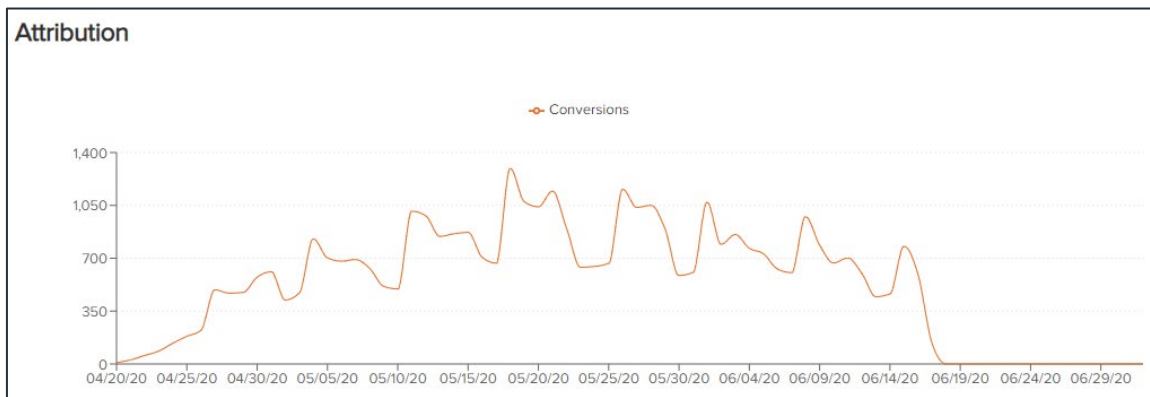
The Summary Total section provides the total count of impressions, clicks, engagements and conversions for the selected timeframe.

Summary Total				
	Impressions	Clicks	Engagements	Conversions
Net Activity	6,494,225	2,413,481	361,791	39,058

## Ad Performance

The Ad Performance chart displays trends for the engagements or conversions.

Note: The dropdown at the top of the Ad Performance tab allows you to update the chart to view either engagements (all engagements or a specific user defined engagement) or conversions (all conversions or a specific user defined conversion).



## Campaign Performance Drivers

The Campaign Performance Drivers section allows you to identify the top performing partners and placements.

Quickly identify your top performing partners and placements by filtering and sorting in the following ways:

- View the campaign performance for either all conversions or a single conversion by:

PERFORMANCE DRIVERS	
PERFORMANCE DRIVER	ADDITIONAL INFORMATION
Partners	Who is serving ads for the campaign
Placements	Ads that contain a media pixel

- Sort the data by percentage of total impressions or conversions using the radio button. Also, select if you want the data sorted in ascending or descending order.

**Campaign Performance Drivers**

Partners Placements

Select: Top 10

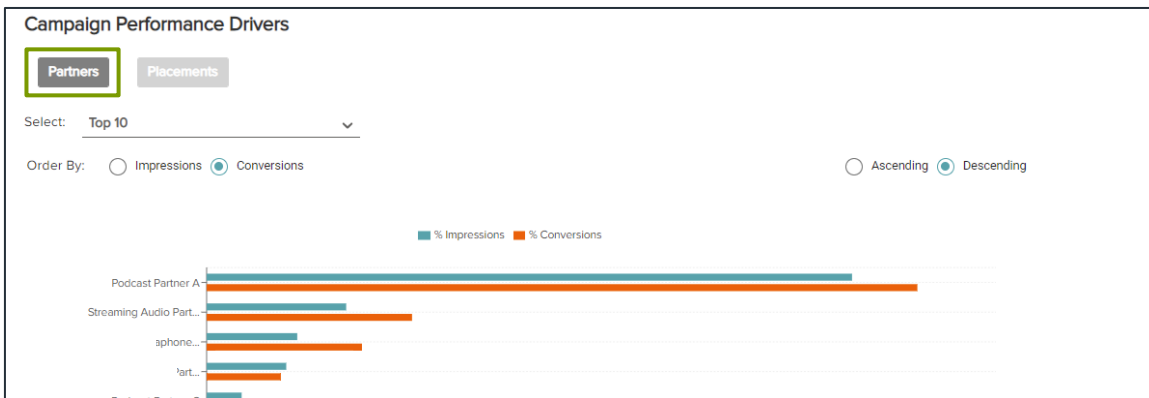
Order By:  Impressions  Conversions  Ascending  Descending

- Select which of the partners or placements you want to view in the chart. The options are:

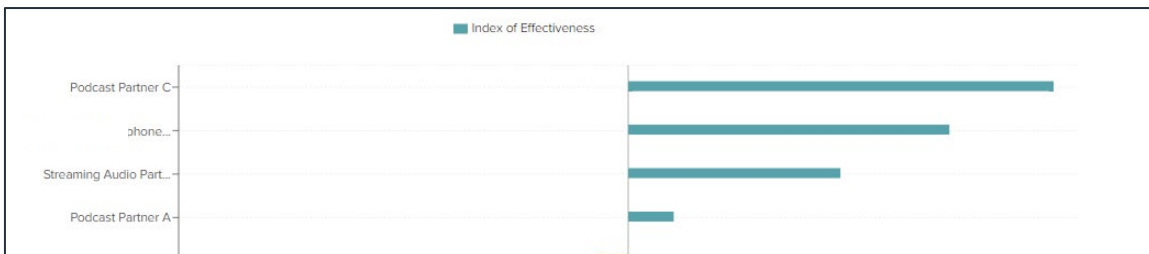
DATA SUBSETS	
SUBSET	DESCRIPTION
All	View all data for your selection (partners or placements).
Top 10	View the top 10 partners or placements based on the percentage of total impressions or conversions.
Bottom 10	View the bottom 10 partners or placements based on the percentage of total impressions or conversions.

### Campaign Performance by Partners

For each partner, the percentage of impressions and conversions are displayed. If you hover over a specific row, the tool tip will display the percentages and index for the specific partner.

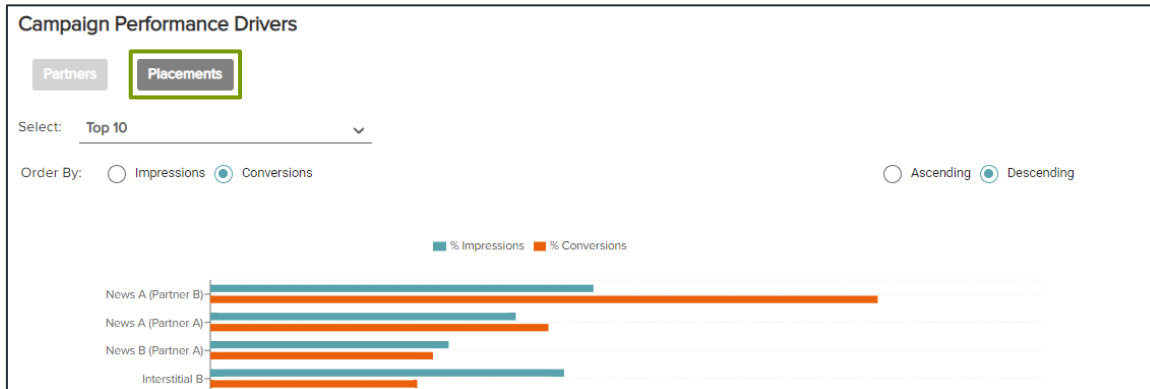


Additionally, the index of effectiveness is displayed for each campaign partner.



## Campaign Performance by Placements

For each placement, the percentage of impressions and conversions are displayed. If you hover over a specific bar, the tool tip will display the percentages and index for the specific placement.



Additionally, the index of effectiveness is displayed for each campaign placement.



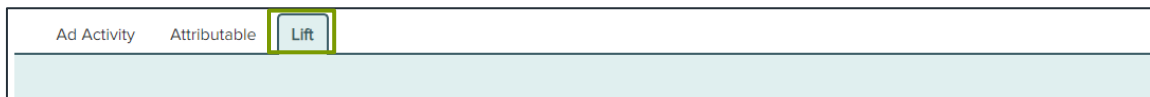
## Lift Data

If available, click the Lift tab to see an analysis on how conversions have been driven by the specific campaign.

Note: Lift within AudienceAnywhere is not available for Search and Social creative types. For information on obtaining lift for these creative types, contact your Account Team.

When selected, Lift reports will typically become available after the campaign has been running for two weeks. However, if the threshold of 100 attributable conversions needed to run a lift analysis has not yet been met, the system will continue two week cycles until the minimum threshold has been reached.

Note: The Lift analysis is driven by the presence of a dollar value being entered for the CPM field in Campaign Placement, which is available based on licensing. For more information on licensing this report, please contact your Claritas Account Representative.





## Attributable & Incremental Goal Summary

The Attributable & Incremental Goal Summary section provides the total count of Attributable and Incremental Events for each goal within the campaign for the selected timeframe.

ATTRIBUTABLE & INCREMENTAL GOAL SUMMARY	
GOAL TYPE	ADDITIONAL INFORMATION
Engagements	Engagements will be a client defined metric, that is unique to each campaign. Common examples of engagements include: <ul style="list-style-type: none"> <li>- homepage of a website</li> <li>- reopen of an app</li> </ul>
Conversions	Every campaign drives to a desired end point or key performance indicator (KPI). These conversions will be a client defined metric, that is unique to each campaign. Common examples of conversions include: <ul style="list-style-type: none"> <li>- thank you page of a website</li> <li>- subscribing to a service within an app</li> <li>- visiting a desired location</li> </ul>

ATTRIBUTABLE & INCREMENTAL GOAL SUMMARY	
EVENT TYPE	ADDITIONAL INFORMATION
Attributable	Conversions that occurred within 30 days of a consumer being exposed to one of the ads that ran over the course of the campaign.
Incremental	Conversions that occurred due to the consumer being exposed to at least one of the ads. These are conversions that would not have occurred in the absence of ad exposure. The lift model is used to determine these incremental events. Note: Incremental events are a subset of the campaign's attributable events.

Property Name	Property Type	Goal Name	Goal Type	Attributable Events	Incremental Events
AM	Website	Sitewide	Engagement	102,783	48,169
AM	Website	button_click	Conversion	3,431	1,666
AMC's Plus Website	Website	button_click	Conversion	2,042	1,290

## Lift Summary

The bar chart displays both the expected and exposed number of engagements for a specific campaign goal. The % lift is also displayed at the bottom of the chart.

Note: The dropdown at the top of the bar chart allows you to select which goal you would like to display information for.

LIFT SUMMARY	
MEASURE	ADDITIONAL INFORMATION
Expected Engagements	Within the households that were exposed to at least one of the campaign ads, these were the number of conversions that would have occurred regardless of whether or not any ads were being run. This metric represents the average expected engagements <i>per</i> exposed household. Note: The lift model is used to determine these expected engagements.
Exposed Engagements	These are the number of attributable conversions generated by the exposed households during the campaign period. This metric represents the average attributable engagements <i>per</i> exposed household.
% Lift	The percent change in consumer behavior that was directly influenced by ad exposure, meaning a conversion that wouldn't have occurred if the ad hadn't been seen. Note: The lift model is used to determine the % lift.



## Placement Cost Analysis

The Placement Cost Analysis section displays cost analysis metrics for a specific campaign goal.

Note: The dropdown at the top of the bar chart allows you to select which goal you would like to display cost analysis metrics for.

COST ANALYSIS METRICS	
METRIC	ADDITIONAL INFORMATION
Cost per Thousand (CPM)	Cost per thousand of the media buy. This either comes from the defined value when setting up the Campaign Placements, or provided by the advertiser/publisher and manually entered.
Cost per Acquisition (CPA)	Efficiency metric representing the dollar amount of media budget for every attributable conversion generated.
Incremental Cost per Acquisition (CPiA)	Efficiency metric representing the dollar amount of media budget for every incremental conversion generated.

Placement Cost Analysis: AM		Website - sitewide - Website (engagement)			
Placement Name	CPM	CPA	CPiA		
Custom UK	\$0.00	N/A	N/A		
Engagement Collection	\$0.00	N/A	N/A		

## Campaign Performance Drivers

The Campaign Performance Drivers section allows you to identify the top performing partners and placements.

Quickly identify your top performing partners and placements by filtering and sorting in the following ways:

- View the campaign performance for engagements or conversions by:

PERFORMANCE DRIVERS	
PERFORMANCE DRIVER	ADDITIONAL INFORMATION
Partners	Who is serving ads for the campaign
Placements	Ads that contain a media pixel

- Sort the data by percentage of total impressions or incremental conversions/engagements using the radio button. Also, select if you want the data sorted in ascending or descending order.

PERFORMANCE DRIVERS	
PERFORMANCE DRIVER	ADDITIONAL INFORMATION
Impressions	Who is serving ads for the campaign
Incremental Conversions	Ads that contain a media pixel
Incremental Engagements	Household age, size, income, and presence of children
Index of Effectiveness	Measure of an ad's effectiveness. The calculation is % incremental conversions/engagements divided by %impressions.

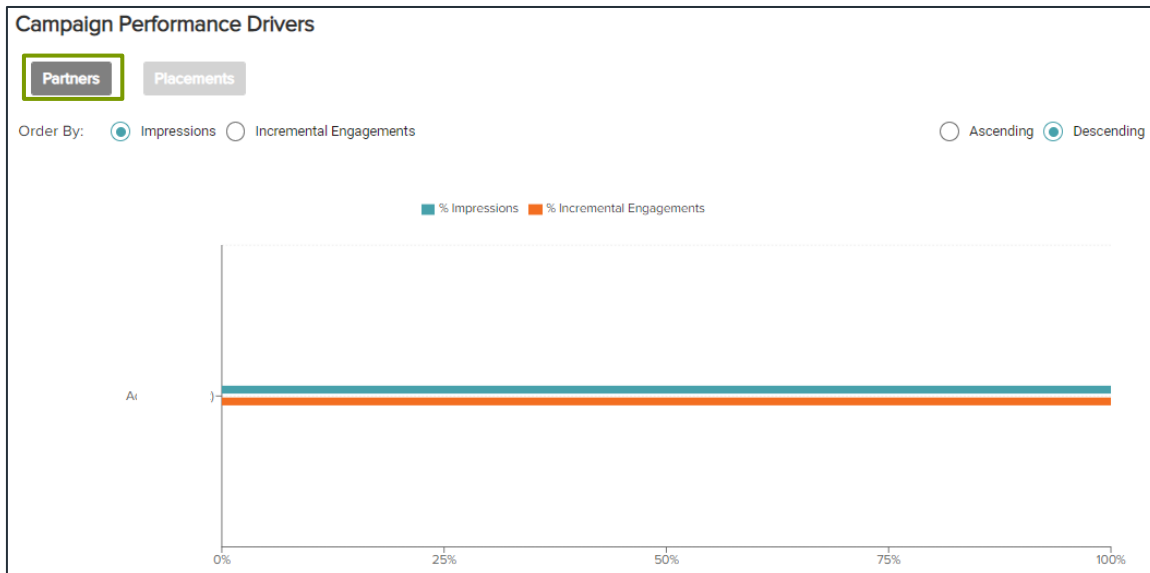
Campaign Performance Drivers

Partners Placements

Order By:  Impressions  Incremental Engagements  Ascending  Descending

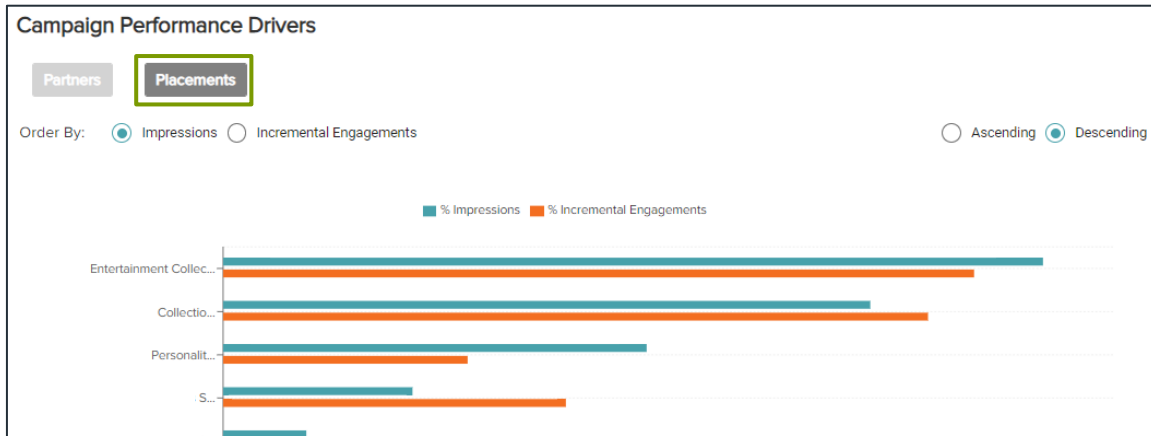
### Campaign Performance by Partners

For each partner, the percentage of impressions and incremental conversions/engagements are displayed. If you hover over a specific row, the tool tip will display the percentages and index for the specific partner.

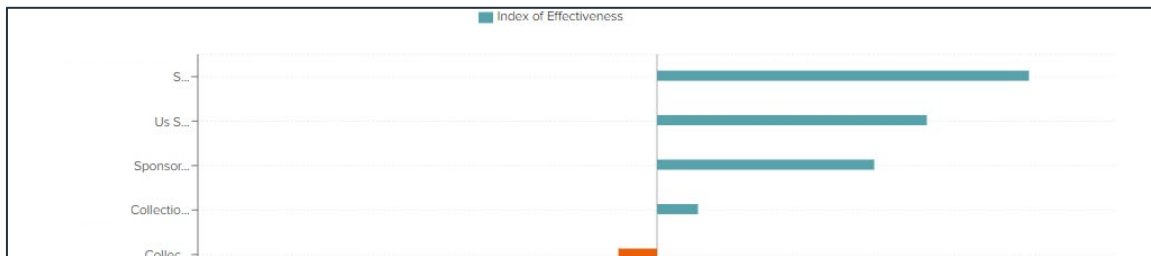


## Campaign Performance by Placements

For each placement, the percentage of impressions and incremental conversions/engagements are displayed. If you hover over a specific row, the tool tip will display the percentages and index for the specific partner.



Additionally, the index of effectiveness is displayed for each campaign partner.



## LEGAL NOTIFICATIONS

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