

TARGETED DISPLAY

Audience Buying Overview

What is Audience Buying?

The ability to purchase audience targeted inventory outside of our 'owned and operated' sites. This is a non-traditional buy where inventory is purchased on a variety of sites via ad networks.

Why use Audience Buying?

Sites with high sell-thru rates now have the opportunity to offer larger packages to advertisers.

It is useful for advertisers who need to reach more of their target market audience digitally.

It allows our enterprises to remain competitive with a full suite of digital marketing solutions.

Things to Remember...

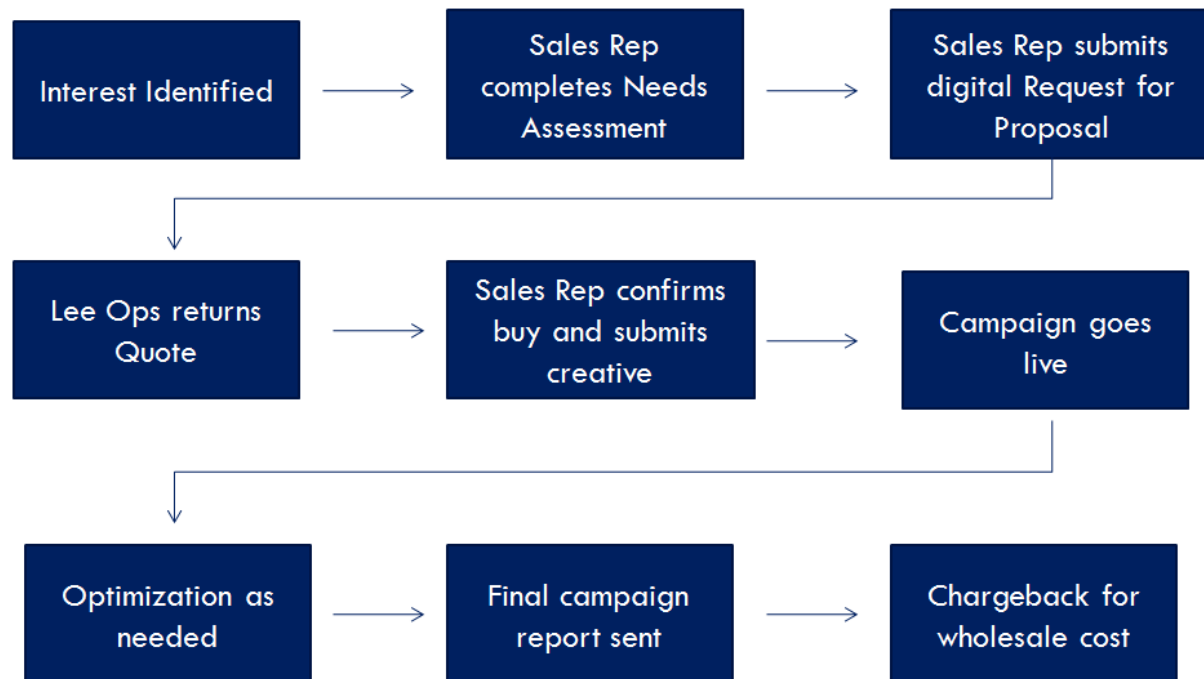
We are vendor agnostic, our teams purchase the best performing inventory at the lowest cost.

Always bundle audience extension packages with your 'owned and operated' inventory.

Audience inventory has a hard cost and you will need to build in a margin.

The Central Media Planning Team has access to all vendors and is subject matter experts on what is available and performing well.

Campaign Fulfillment Life Cycle



Fulfillment Process – Preparing for the sale

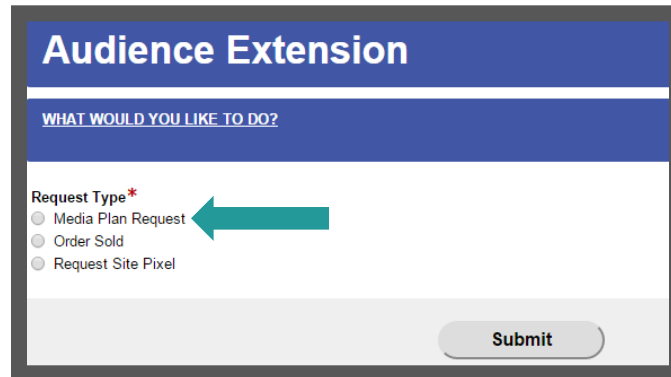
1. Needs Assessment

In order for the team to produce a media plan, we need to know the goals of your advertiser and how they will measure the success of the campaign. Those items will be discovered by doing a needs assessment with your advertiser.

2. Audience Extension/Media Plan/Site Pixel – Request for Quote

The Request for Quote form is located at: http://leeenterprises.formstack.com/forms/audience_extension

Select Media Plan Request



Audience Extension

WHAT WOULD YOU LIKE TO DO?

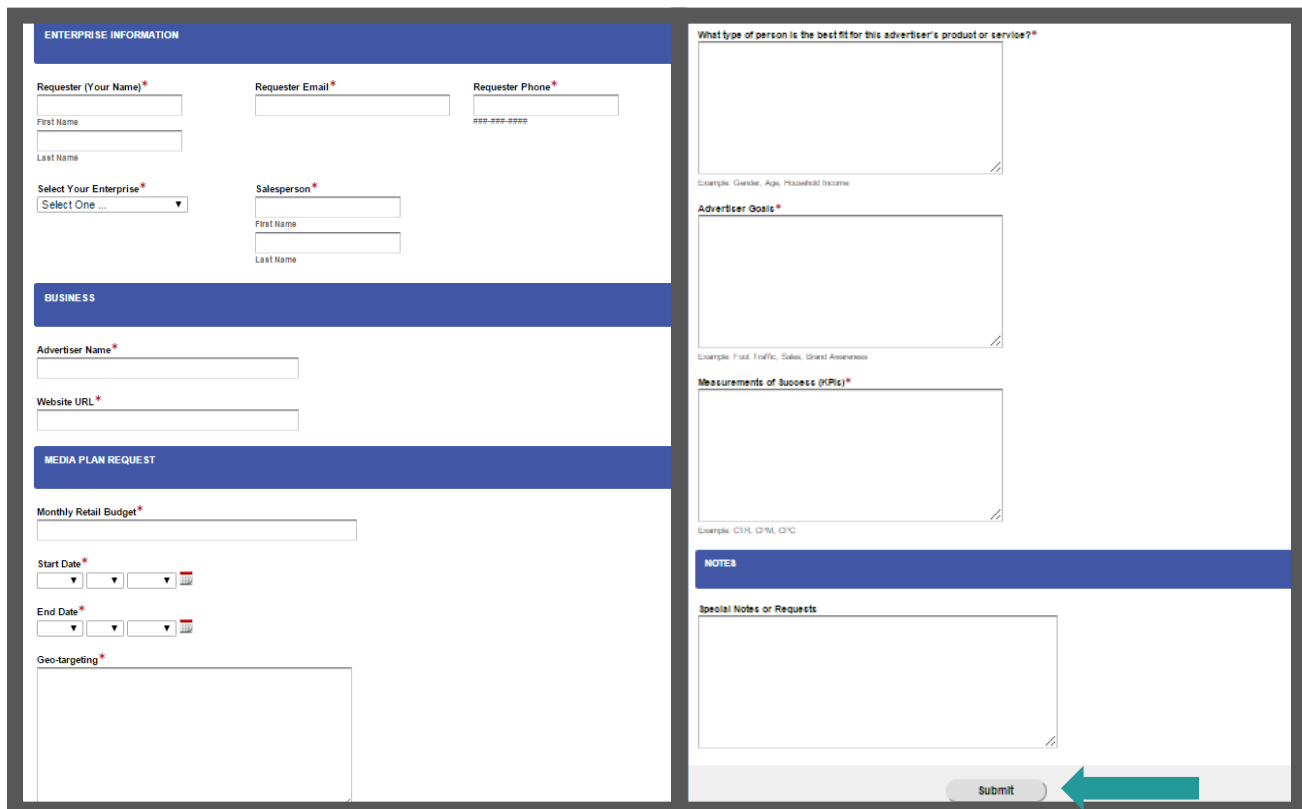
Request Type*

- ☒ Media Plan Request
- ☐ Order Sold
- ☐ Request Site Pixel

Submit

A green arrow points to the 'Media Plan Request' radio button.

- Fill out the Media Plan form and click “Submit”



ENTERPRISE INFORMATION

Requester (Your Name)*
First Name
Last Name

Requester Email*

Requester Phone*
###-###-####

Select Your Enterprise*
Select One ...

Salesperson*
First Name
Last Name

BUSINESS

Advertiser Name*

Website URL*

MEDIA PLAN REQUEST

Monthly Retail Budget*

Start Date*
▼ ▼ ▼

End Date*
▼ ▼ ▼

Geo-targeting*

What type of person is the best fit for this advertiser's product or service?*

Example: Gender, Age, Household Income

Advertiser Goals*

Example: Paid Traffic, Sales, Brand Awareness

Measurements of Success (KPIs)*

Example: CTR, CPA, CPC

NOTES

Special Notes or Requests

Submit

A green arrow points to the 'Submit' button.

NOTE: Media plans are completed and returned within **24-48 hours** depending upon how complete the information is and the vendors selected.

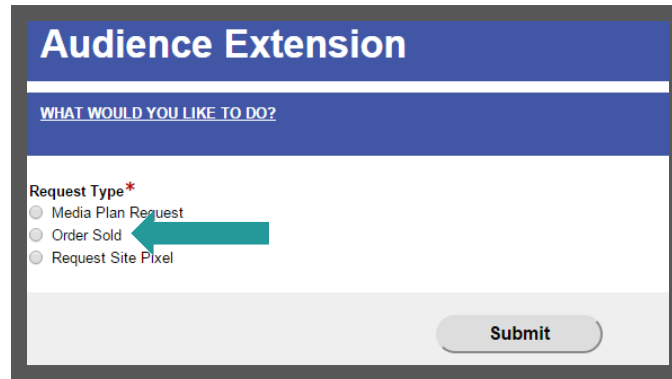
Fulfillment Process Overview – The Order is Sold!

1. Request for Media Plan/Quote was Submitted

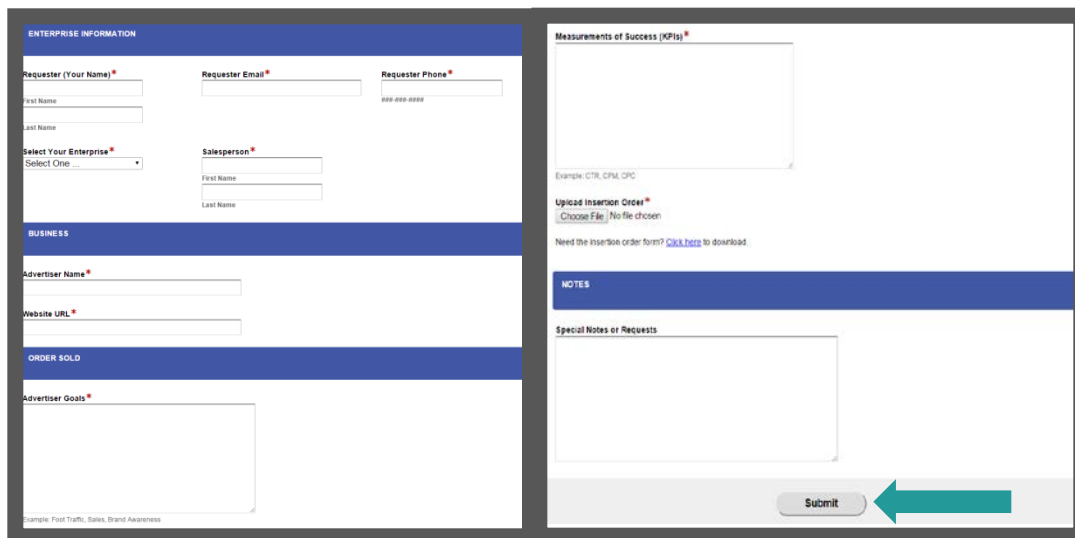
If you submitted a request for a Media Plan/Quote, update the original ticket with the creatives and appropriate run dates.

2. The Order was Sold without a Media Plan

If you sold the order without submitting a request for a Media Plan/Quote, submit a ticket: http://leecenterprises.formstack.com/forms/audience_extension and choose Order Sold



- Fill out the order form and click 'Submit'



- Next download the insertion order which is located at: <http://www.leefiletransfer.com.php53-19.ord1-1.websiteestlink.com/new-link.html>; fill it out and upload through the form.

3. Creatives

Upon close of the sale all creative files need to be submitted. Campaigns cannot be started until creatives are received. Allow a 1-2 day buffer for campaign setup to be completed to allow for the creative review process by the exchanges.

4. Monitoring and Optimizing Campaigns

Once live – campaigns are monitored constantly. Weekly each line item is checked and optimizations are made based on the advertiser's goals and KPI's.

6. Reporting

Weekly audit reports are provided by the Media Planning team. Monthly reporting will now be available in the TruMeasure platform and will be pulled by each enterprise. Example of weekly report below.

A	B	C	D	E	F	G	H	I	J	K	L	M
Advertiser	Ticket No.	Live?	Start Date	End Date	Total Retail Campaign Budget	Retail CPM	Campaign Imp Goal	Estimated Expense	Report Date	Actual impressions delivered to date	Clicks to date	CTR
Bentz Chiropractic	184356	Yes	31 Mar 2015	23 Mar 2016	\$2,340.00	\$6.50	360,000	\$1,170.00	07 Sep 2015	206,391	265	0.1284
Cars N Credit	185673	Yes	05 May 2015	04 May 2016	\$24,000.00	\$8.00	3,000,000	\$12,000.00	07 Sep 2015	1,154,342	1801	0.156
Forest Hills Golf Course	192348	Yes	31 Aug 2015	30 Sep 2015	\$1,500.00	\$10.00	150,000	\$750.00	07 Sep 2015	32,419	76	0.2344
King Furniture	179080	Yes	07 Jan 2015	31 Dec 2015	\$14,532.00	\$10.00	1,453,200	\$7,266.00	07 Sep 2015	1,923,099	3637	0.1891
Travel Leaders - September 2015	193206	Yes	04 Sep 2015	30 Sep 2015	\$1,200.00	\$6.00	200,000	\$600.00	07 Sep 2015	24,358	15	0.0616
Tempealeau Mountain Golf	184785	Yes	01 May 2015	30 Sep 2015	\$12,000.00	\$10.00	1,200,000	\$6,000.00	07 Sep 2015	1,655,969	2043	0.1234
Angie's Skin and Body Care	192812	Pending	01 Sep 2015	01 Sep 2016	\$12,000.00	\$10.00	1,200,000	\$6,000.00				
Aquila	187526	Pending	12 Jul 2015	11 Jul 2016	\$12,000.00	\$10.00	1,200,000					
Ashley Furniture - Hyper Local	181056	Pending	01 May 2015	31 May 2015	\$4,166.00	\$10.00	416,600	\$2,083.00				
Ashley Furniture - Hyper Local - Allstate Peterbilt	181056	Pending	01 Mar 2015	31 Mar 2015	\$600.00	\$10.00	60,000	\$300.00				
Ashley Furniture - Hyper Local - Amish Market Square	181056	Pending	01 Mar 2015	31 Mar 2015	\$600.00	\$10.00	60,000	\$300.00				
Carroll University	188229	Pending	01 Jul 2015	30 Jun 2016	\$36,000.00	\$10.00	3,600,000	\$18,000.00				
Cars N Credit	178836	Pending	01 Jan 2015	30 Jun 2015	\$12,000.00	\$10.00	1,200,000	\$6,000.00				
Cars N Credit	185673	Pending	27 Apr 2015	26 Apr 2016	\$24,000.00	\$8.00	3,000,000	\$12,000.00				
Cass Street Pharmacy	169581	Pending	02 Sep 2014	30 Nov 2014	\$1,500.00	\$10.00	150,000	\$750.00				
Coalition Drum Shop	193581	Pending	01 Oct 2015	31 Dec 2015	\$2,250.00	\$10.00	225,000	\$1,125.00				

6. Monthly Calls

Each enterprise has the option of setting up a monthly call with the Media Planning team to go over campaigns in depth and to touch base on any questions or concerns.

Audience Extension Campaign Types and Strategies

This document highlights the available targeting options currently available and outlines which audiences would be reached and talking points. It is located at: http://intranet.lee.net/online/audience_extension/zip_fa4d07d0-d7c7-11e4-ac0d-cf026ac036b6.html

FAQs

How Should We Sell Audience Extension Campaigns?

Audience Extension campaigns should be sold based on a budget and optimized to achieve an advertiser's goals. We estimate impressions based on the retail CPM, however, because we purchase impressions in real time the impressions are simply an estimate.

What is the Smallest Monthly Retail Budget?

Campaigns under a \$500 monthly retail must have a Manager's approval.

What Retail CPM's do you recommend?

Wholesale CPM rates (the hard costs) vary depending on levels of targeting requested. Recommended retail CPM ranges \$12-\$15.

Why is Audience Extension beneficial for my advertiser?

Audience Extension allows your advertiser to reach their audience far beyond their website with the capability to reach a specific audience that is of major interest to them, in greater numbers and with more frequency.

How Do I Ensure The Campaign Runs Strong?

1. Clarify your advertiser's key performance indicators – how do they want to measure the success of the campaign? Make sure the Media Planning team understands both the goals and KPI's.
2. We recommend having the following ad sizes available for desktop campaigns: 160x600, 300x250, 300x600 and 728x90; and for mobile campaigns: 300x250 and 320x50.
3. Refresh the creatives periodically for long term campaigns so the message doesn't stale.

Why isn't My Advertiser Seeing Their Ad?

Your ad could appear on literally ANY website that sells their inventory via the Real Time Bidding environment. There are millions of websites and hundreds of exchanges that sell their inventory – they include news sites, celebrity gossip sites, weather sites and gaming sites.

Can we Obtain Tear sheets for our campaigns?

Unfortunately, we are unable to provide tear sheets for audience extension campaigns. This is due to the nature of this type of advertising. Given that the ad could appear on ANY of millions of websites throughout the viewer's journey on the internet, this is nearly impossible to track. All of our campaigns are geotargeted and the Media Planning team most likely will never see the ads in question.

I JUST SOLD A CAMPAIGN... WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will provide to their Digital Assistant the discovery from the needs assessment document outlining the advertiser's goals and how the success of the campaign will be measured.

Step 2

What Your Digital Assistant Will Do

- If a Media Plan/Quote has been requested, the Digital Assistant will update the original ticket with the appropriate information; run dates, any changes in run dates or targeting options; the creatives and click-thru URLs.
- If no Media Plan/Quote was requested the Digital Assistant will create a new ticket by going to the Order Sold link: http://leeenterprises.formstack.com/forms/audience_extension and filling out the appropriate information and attaching the insertion order.

Step 3

What You Need To Prepare

To ensure the smoothest set up possible you will need to provide us with:

- The advertiser's goals and success measurement information documented within the ticket
- All creatives and click-thru URLs

Step 4

Going Forward

- Once the campaign has started the Media Planning team will monitor its performance
- Weekly audit reports for the campaign will be sent.
- Monthly reporting will be available via TruMeasure
- All updates or inquiries should be submitted to the original ticket that was created at the outset of this process.