



Digital Team Meeting

November 10 , 2015

GOALS FOR TODAY....

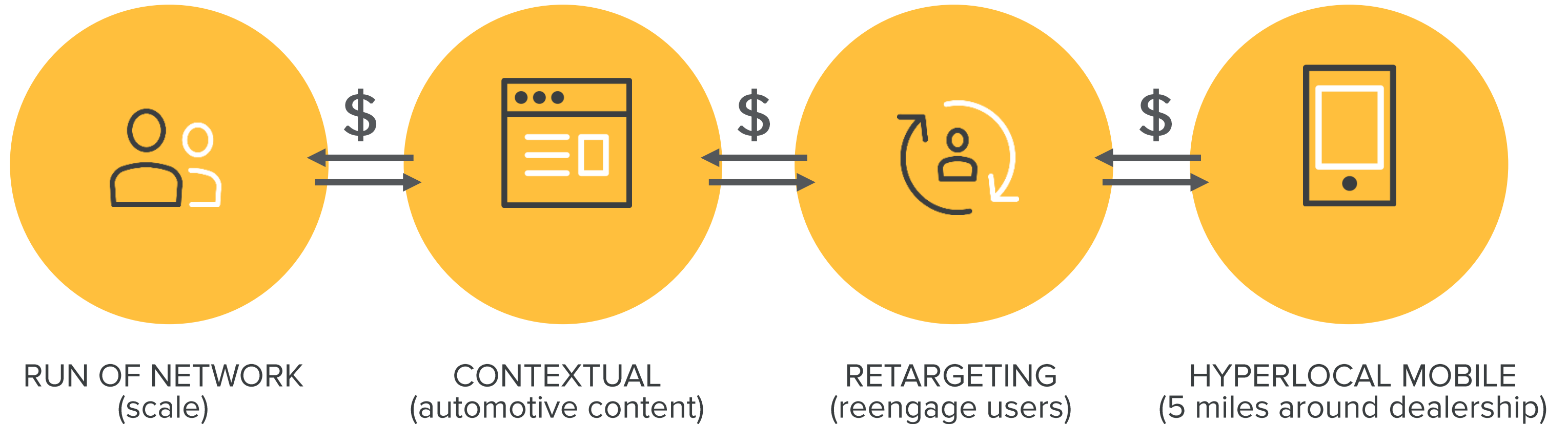
- Sell to a **CAMPAIGN BUDGET** not a guaranteed impression level
- Set clear **GOALS & EXPECTATIONS** with your advertisers
- Use the **LEE BUYING DESK** to make recommendations!

SELLING TO A BUDGET



BUDGET BASED SELLING

Identify your AUDIENCE and create a plan that compliments the CLIENT'S GOALS



AUDIENCE – AUTO SEEKERS

GOALS & EXPECTATIONS



PRE PLANNING WE SHOULD...

Learn the
KPI/Client Goal

Learn & Set
Client Expectations

Explain the
reporting and what
they will focus on
during campaign
management.

LEE BUYING DESK & CLIENT GOALS

Edit Group

Name:

Lee Enterprises

Budget:

\$ 100.00

Budget Type:

Daily

Goal:

Measure the health of this group by setting a key performance indicator goal.

KPI Metric:

CTR

KPI Value:

0.10 %

Cancel

Save Changes

A grayscale photograph of a person sitting at a desk, working on a computer. The person is seen from the side, wearing a light-colored shirt. They are using a large, flat-screen monitor and a laptop. The monitor displays a webpage with text and images. The laptop is open and shows a similar webpage. The person's hands are on a keyboard and a mouse. The background is slightly blurred, showing a typical office environment. The word "AWARENESS" is overlaid in large, bold, yellow capital letters across the middle of the image.

AWARENESS

CLIENT OBJECTIVE: AWARENESS

“I want as many people as possible to see my ad.”

“I want people to think of my business when they are looking to buy a car.”

“I want a low CPM.”



SET EXPECTATIONS

- “ Campaign success will be based on number of impressions delivered or number of views with month one being our benchmark. ”
- “ Is there a certain eCPM/number of impressions/completion rate you are looking to achieve? ”
- “ This campaign will use flexibility of budget and the power of RTB to deliver the maximum number of impressions/views possible by using the tactic performing best most often. ”

FOCUSED REPORTING

Give advertisers reports that focus on the number of impressions/views delivered each month.

Placement	Type	Start Date	End Date	Total Days	Days Into	Video Starts	100% Complete	Completion Rate
Geo Target: Tactic 1 (Video)	CPM	06/05/15	06/30/15	26	26	1,060	775	73.11%

WHAT ARE WE TRACKING??

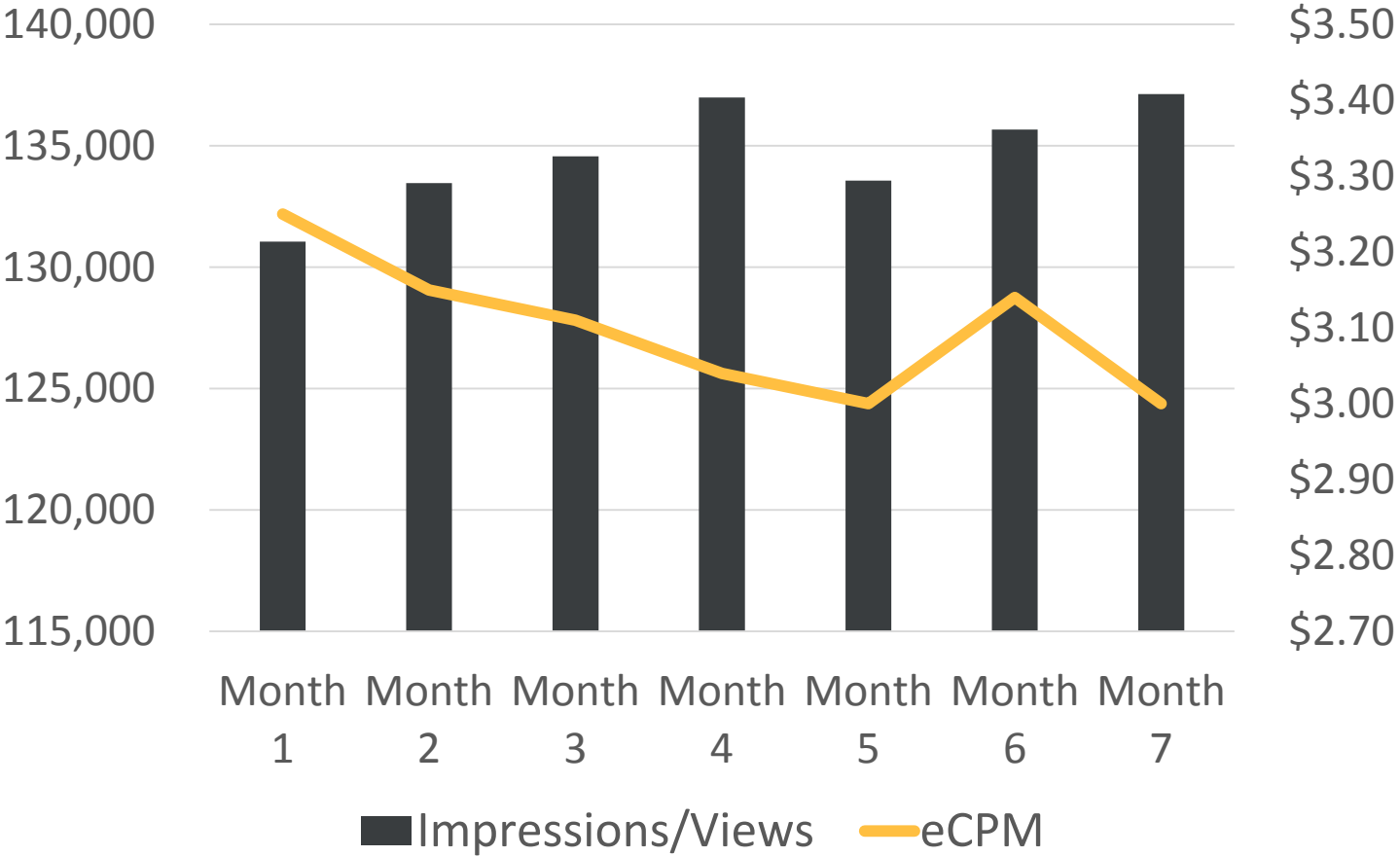
Completed Views, eCPM, Impressions Delivered

Placement	Type	Start Date	End Date	Total Days	Days Into	Delivered Impressions
Geo Target: Tactic 1 (Mobile); Tactic 2 (Advanced - BT); Tactic 3 (Topic 1); Tactic 4 (Topic 2)	CPM	06/05/15	06/30/15	26	26	745,199

HELP GET THE RENEWAL

- Track impressions (potentially eCPM) over time.
- Track completed views over time, noting how creative affects completion rates.

USE A GRAPH!



A grayscale photograph of a person sitting at a desk, viewed from the side. They are wearing a light-colored t-shirt and are looking at a large computer monitor. Their right hand is on a computer mouse. On the desk, there is a keyboard and some tangled cables. In the background, a laptop is open on the desk. The overall scene is dimly lit, with the primary light source coming from the computer screens.

TRAFFIC

CLIENT OBJECTIVE: TRAFFIC

“I want more website (desktop/mobile) traffic.”

“I want my campaign to drive users to my website.”

“I want more in-store traffic.”



SET EXPECTATIONS

- “ Campaign success will be based on clicks, CTR, and view-through traffic with month one being our benchmark. ”
- “ Is there a certain CTR you are looking to achieve? ”
- “ This campaign will use flexibility of budget and the power of RTB to drive more traffic to your site by using the tactic performing best most often. ”

FOCUSED REPORTING

Give the advertiser reports that focus on the number of clicks and view through conversions delivered each month.

Site	Placement	Type	Start Date	End Date	Total Days	Days Int	Delivered Clicks	CTR
Programmatic	Geo Target: Tactic 1 (Mobile); Tactic 2 (Advanced - BT); Tactic 3 (Topic 1); Tactic 4 (Topic 2)	CPM	06/05/15	06/30/15	26	26	1,849	0.25%

WHAT ARE WE TRACKING??

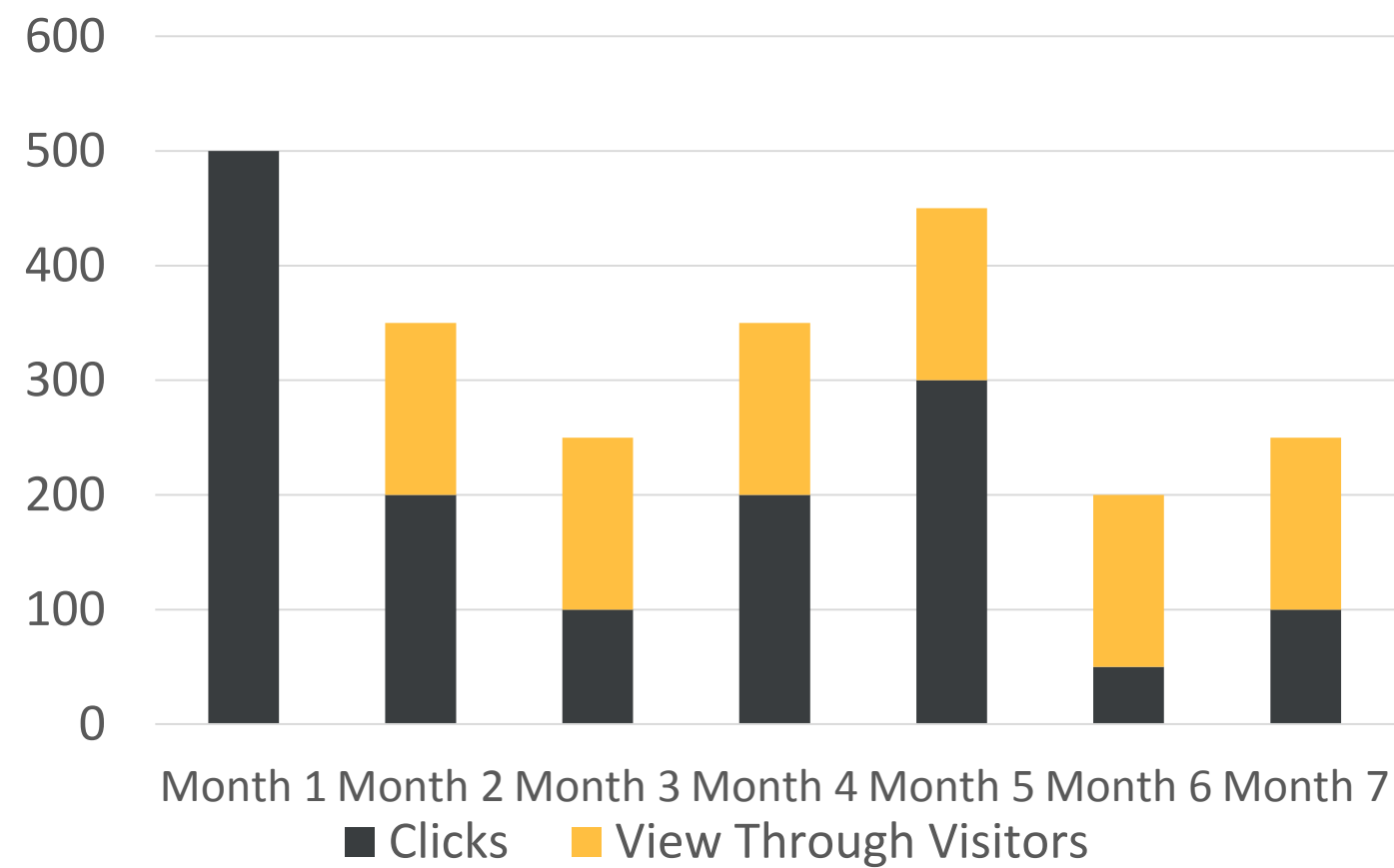
Clicks, CTR, Post Impression Conversions (view through)

Placement Name	Post-Impression Conversions (VTC)
Geo Targeted: DMA; Advanced - Behavioral Targeting	638
Geo Targeted: DMA; Topic 1	508
Geo Targeted: DMA; Topic 2	765
TOTALS	1,911

HELP GET THE RENEWAL

- Track campaign traffic. Include clicks as well as view through visitors.
- If their goal is to drive more site traffic, show them the progress over time.

USE A GRAPH!



A grayscale photograph of a person sitting at a desk, viewed from the side. They are wearing a light-colored long-sleeved shirt and are looking at a large computer monitor. Their right hand is on a computer mouse. On the desk, there is a keyboard and some tangled cables. In the background, a laptop is open on the desk. The overall scene is dimly lit, with the primary light source coming from the computer screens.

USER ACTION

CLIENT OBJECTIVE: USER ACTIONS

“I want to see an increase in e-commerce sales.”

“I want to increase the number of contest submissions.”

“I want to see how many people make it to the hours & directions section of my site.”



SET EXPECTATIONS

- “ Campaign success will be based on number of conversions combining with current conversion numbers as our benchmark. ”
- “ How many conversions/user actions are you currently seeing? ”
- “ This campaign will use flexibility of budget and the power of RTB to drive more on site conversions by using the tactic performing best most often. ”

FOCUSED REPORTING

Give advertisers reporting that focus on the number of conversions delivered each month.

Placement Name	Post-Impression Conversions (VTC)	Post-Click Conversions (CTC)	Total Conversions
Geo Targeted: DMA; Advanced - Behavioral Targeting	33	118	151
Geo Targeted: DMA; Run of Network	59	130	189
TOTALS	92	248	340

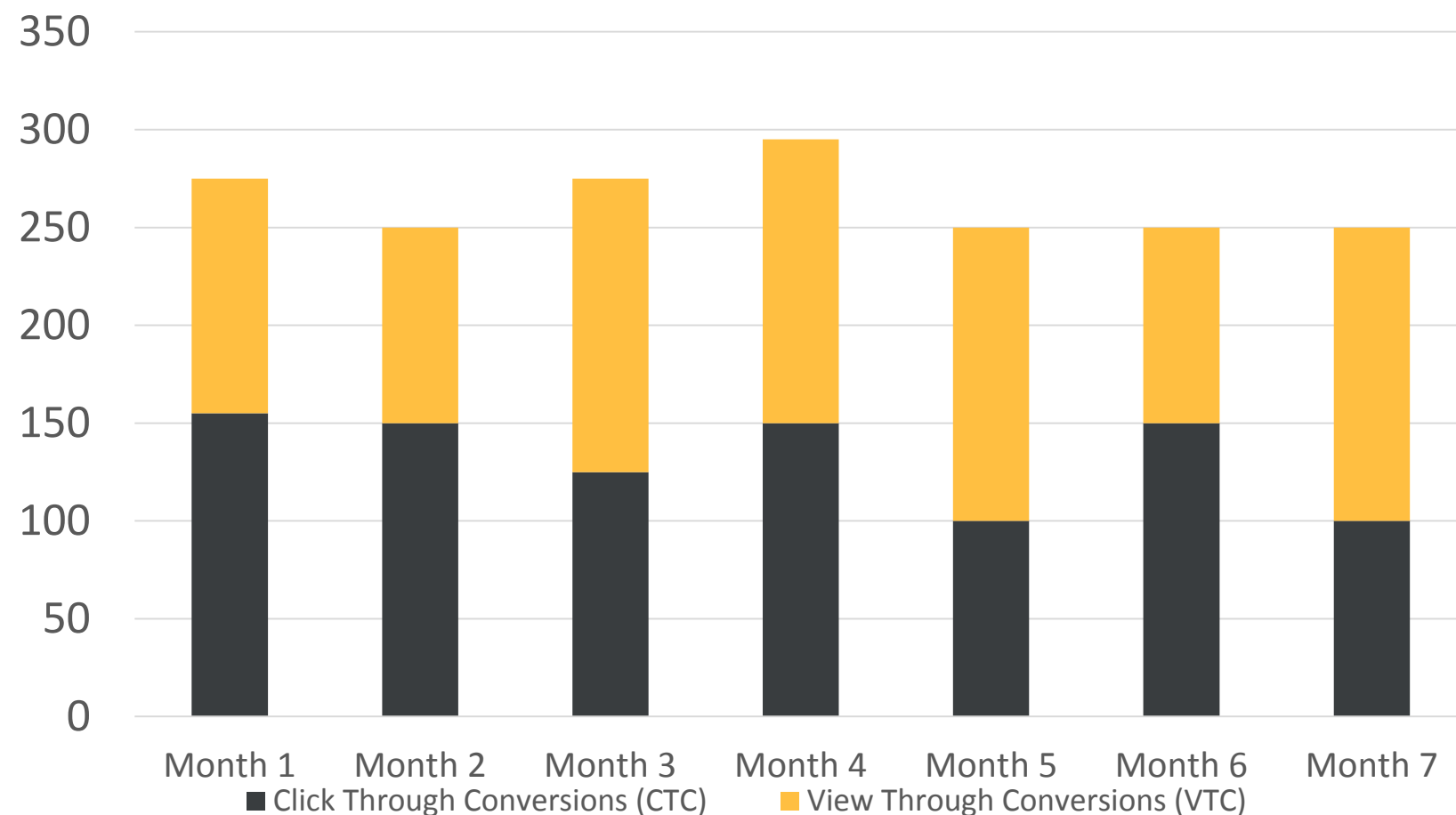
WHAT ARE WE TRACKING??

Total Conversions, Post Click Conversions, Post Impressions Conversions (view through)

HELP GET THE RENEWAL

- Track campaign user actions. Include post-click as well as post-impression.
- If their goal is to drive more user actions, show them the progress over time.

USE A GRAPH!



WAYS TO REACH AN AUDIENCE

(RELY ON LEE BUYING DESK FOR BEST SUGGESTIONS!)



RETARGETING CAMPAIGN

INCLUDE IN THE PLAN WHEN:

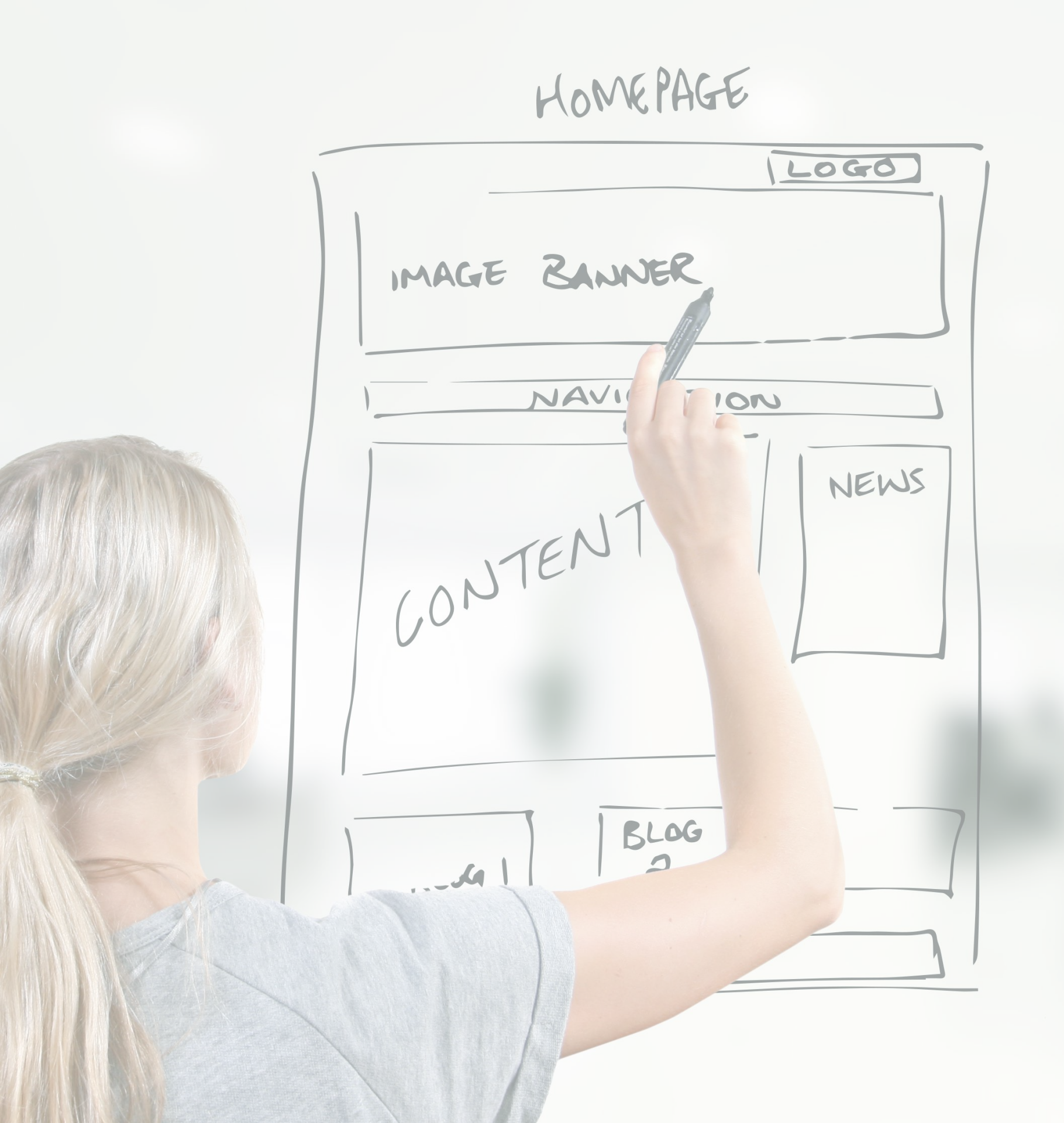
- ✓ The advertiser wants to reengage users who have previously been to their website.
- ✓ Best practice: place pixel 30 days prior to launch, do not use geo targeting, and ensure the advertiser has the ability to place a pixel.
- ✓ When the Client Goals are Traffic or User Action



AUDIENCE CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ The advertiser is trying to reach a specific audience.
- ✓ It's more important to find the right set of eyeballs, not a specific website.
- ✓ You need to utilize 3rd Party Data (Demographic, Behavioral, Job Title, Search Retargeting).
- ✓ You can pair it with another tactic, audience should not be the only way you reach an audience.
- ✓ When the Client Goals are Awareness or User Action



CONTEXTUAL CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ You want to target the audience based on the content they are consuming.
- ✓ Audience Targeting is included on a plan as Contextual Targeting is a great complimentary tactic.
- ✓ We like to think of it as “real time behavioral targeting” because we are serving the ad next to relevant content actively being consumed.
- ✓ When the Client Goals are Awareness, Traffic, or User Action



RUN OF NETWORK CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ The advertiser in the discovery phase and looking for new ways to reach our audience.
- ✓ We need to increase reach and target a broad audience of users.
- ✓ There are other, more specific tactics also included in the plan. This tactic is a great way to see “what works” and is easily optimizable.
- ✓ When the Client Goals are Awareness, Traffic, or User Action

A grayscale photograph of a man with glasses and a mustache, smiling while working at a computer. He is wearing a dark jacket over a plaid shirt. His hands are on a keyboard and a mouse. The background shows a busy office environment with other people and computer monitors.

VIDEO CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ The advertiser has an existing TV budget.
- ✓ We want to enhance their video strategy by growing their video presence online.
- ✓ When the client goal is Awareness (Completion Rate)
- ✓ **Keep in Mind!!** Don't over target. RON or lightly targeted campaigns allow for increased flexibility and more available inventory.



HYPERLOCAL MOBILE CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ Location is a focus of the campaign.
- ✓ We want to enhance the advertiser's mobile strategy (especially if they are looking to drive mobile traffic to their site or app).
- ✓ The advertiser wants to drive more phone calls. **Keep in Mind!!** The click to call feature only measures clicks, so if they want to track calls they will need a unique number associated with the campaign.
- ✓ When the client goals are Awareness or Traffic.



FACEBOOK CAMPAIGN

INCLUDE IN THE PLAN WHEN:

- ✓ The advertiser wants their brand in a social environment.
- ✓ Increase their Facebook presence, promote contests, or increase page likes.
- ✓ We have a engaging ad with a clear picture and we can link to the advertiser's Facebook page.
- ✓ When the Client Goal is Awareness.

RECAP!

- **FLEXIBLE** campaign **BUDGETS** allow for **BETTER** optimizations and **PERFORMANCE**.
- **SETTING GOALS & EXPECTATIONS** with your advertiser will **HELP WITH** campaign management and **RENEWALS**.
- There are many ways to reach an audience and you can **UTILIZE** the **LEE BUYING DESK'S EXPERTISE** when creating a plan.

A photograph of three people sitting at a wooden table in a kitchen. On the left, a woman with brown hair in a ponytail, wearing a black jacket and a striped scarf, is smiling. In the center, a man with a beard, wearing a plaid shirt and a black vest, is also smiling. On the right, a woman with blonde hair, wearing a grey sweater, is smiling and looking down at something on the table. The table has a bowl of lemons, a glass of water, and some papers. In the background, there is a kitchen counter with a coffee maker and a refrigerator with colorful magnets and a photo. The word "QUESTIONS?" is overlaid in large, bold, yellow letters across the center of the image.

QUESTIONS?

**THANK
YOU.**