



# AOT Workshops

February 4, 2014





# Decoding Online Marketing

The Essentials



# Agenda

- Terminology – a review of key terms and how they apply to your online media plans
- Developing a plan – an overview of the proper steps to take on developing your annual media plan
- Tools – a list of tools available to make online media planning easier



# Terminology

# The Basics

- **Impressions** - The act of displaying of a creative on a webpage. The same creative served two separate times would count as two impressions.

Example:

The screenshot shows the Orbitz website interface. The top navigation bar includes the Orbitz logo and links for Hotels, Flights, Vacation Packages, Cars, Cruises, Deals, Activities, and Mobile Apps. A banner below the navigation bar promotes Orbitz Rewards. The main content area features a search form on the left with options for Flight only, Hotel only, Car only, Activities, and Cruises. The search form includes fields for 'Where', 'Check-in', 'Check-out', 'Nights', 'Room 1' (Adult and Child counts), and 'Star rating'. A 'Search' button is located at the bottom of the search form. To the right of the search form are two promotional banners. The first banner is titled 'EXCLUSIVE SAVINGS' and offers 'Get an extra 22% off our best hotel deals' with the promo code 'TICKTOCK'. The second banner, highlighted with a red box, is titled 'QATAR' and offers 'CONNECTING YOU TO THE FAR EAST WITH SPECIAL LOW FARES BOOK BY FEB 7th'. A 'Learn More' button is visible below the text in the second banner.

# True or False

An impression is only counted if it appears on the screen (above the fold).

# True or False

FALSE

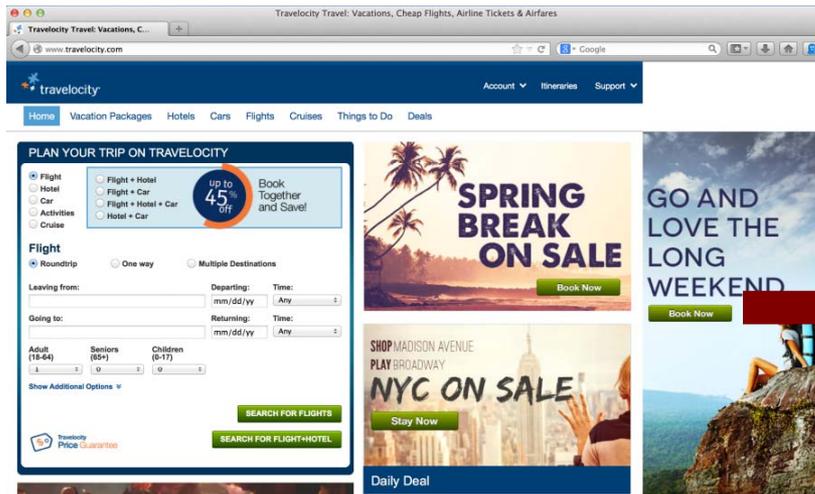
Impressions are counted if they load on the associated webpage regardless of whether it appears on the users screen.

Some publishers sell above the fold placements at a premium CPM. Other networks ensure above the fold placements.

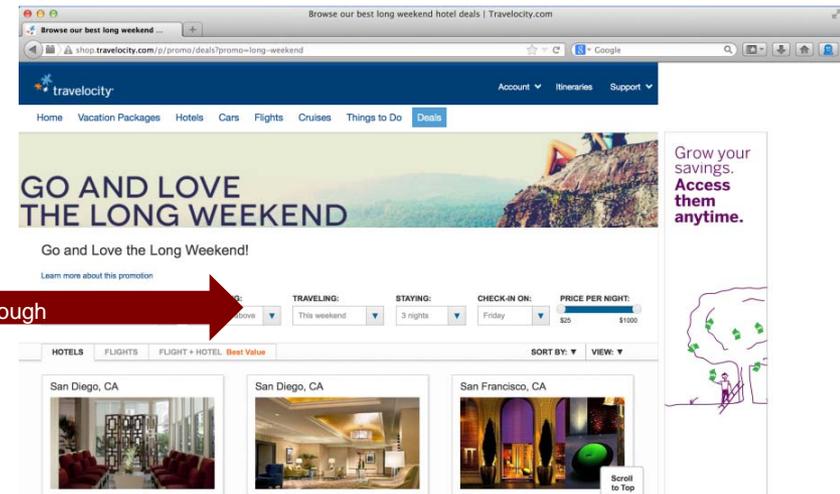
# The Basics

- **Click-through:** The process of a visitor clicking on a web advertisement and going to the advertiser's website.

Example:



Click-through



# The Basics

- **Click-through Rate:** The number of clicks divided by total impressions served for a particular creative or campaign.

Example:

100,000 impressions and 100 clicks gives you a .1%

Impressions ÷ Clicks = Click-through rate

(industry average is .06%-.10%)

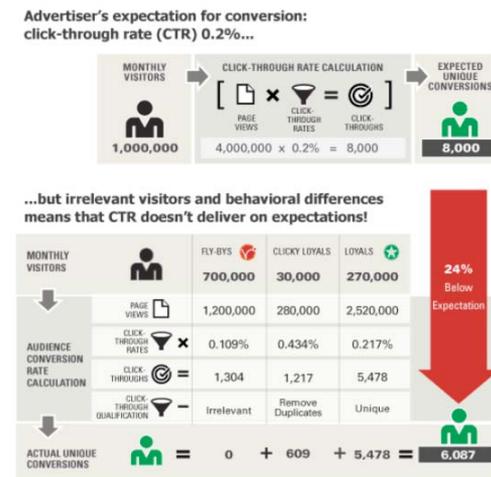
# True or False

- Your total number of click-throughs should equal your same amount of unique visitors to your site from banner referral

# True or False

- FALSE

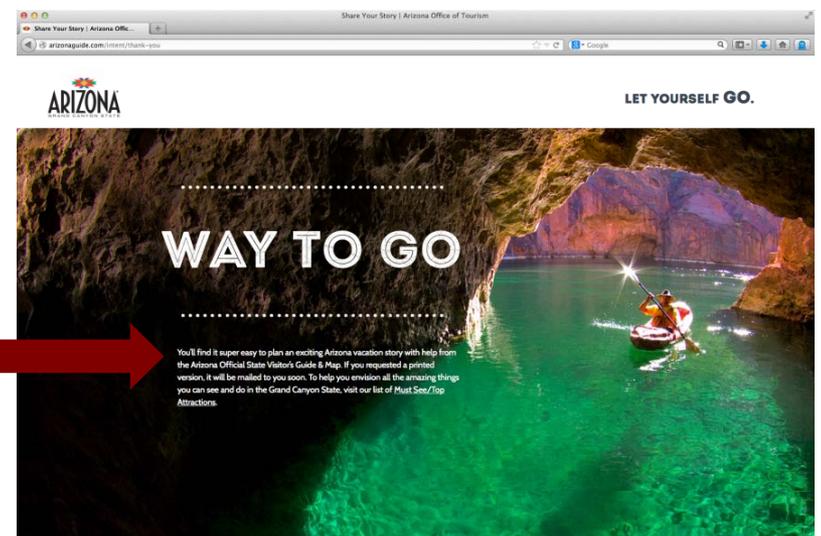
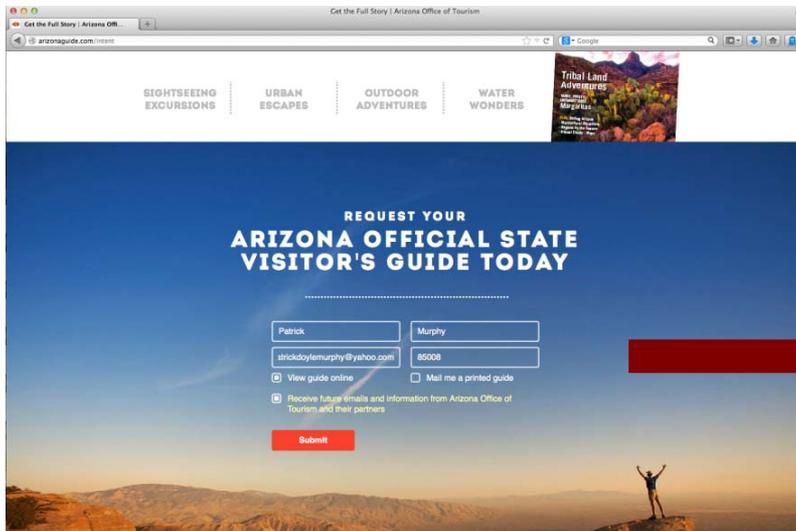
Google analytics will remove any duplication, for example if the same person clicks through your ad multiple times they will be de-duped and therefore your unique visitors may indeed be less than your click-throughs



# The Basics

- **Conversion:** When a user signs up, makes a purchase, or performs some other desired action in response to an ad. Also called an acquisition or action.

Example:



# The Basics

- **CPM:** Cost per thousand. A pricing model in which advertisers pay for every 1,000 impressions of their advertisement served. This is the standard basic pricing model for online advertising.

Example:

$$\$1,000 \div 100,000 = \$10 \text{ CPM}$$

$$\text{Cost} \div \text{Impressions} \times 1000 = \text{CPM}$$

(Avgas CPM on standard banners \$5-\$15)

# The Basics

- **CPC:** Cost per click. A pricing model in which advertisers pay for every click of their advertisement served. This is the standard basic pricing model for online media such as search and Facebook.

Example:

$$\$50 \div 50\text{clicks} = \$1 \text{ CPC}$$

$$\text{Cost} \div \text{Clicks} = \text{CPC}$$

(Avg. CPCs \$.50-\$1.00)

# The Basics

- **Ad Server:** The computer or group of computers responsible for the actual serving of creative to websites, or for making decisions about what ads will serve. An ad server may also track clicks on ads and other data. Major publishers, networks and advertisers have their own ad servers.

# Advanced

- **Behavioral Data:** Information on the kinds of sites a user visits, the search terms they use, etc. Using behavioral data, someone who looks at a lot of technology products can be served an ad for a computer when they are on a sports site.

Example:

“Travel Intenders”, “Outdoor Adventurers”, “Empty Nesters”

# True or False

Targeting someone who has been viewing baby products with an ad for Snap On automotive on a Yahoo News is a good example of Behavioral Targeting.

# True or False

- FALSE

Behavioral targeting is meant to leverage someone's behaviors in aligning ads that might be relevant to the audience. A mom looking at baby products does not necessarily connect with Snap On auto products.

# Advanced

- **Contextual Data:** Information on the contents of a particular webpage, rather than a website as a whole. Usually used for ad targeting; for example, if there is a newspaper article about travel, an airline may wish to display on that page.

Example:

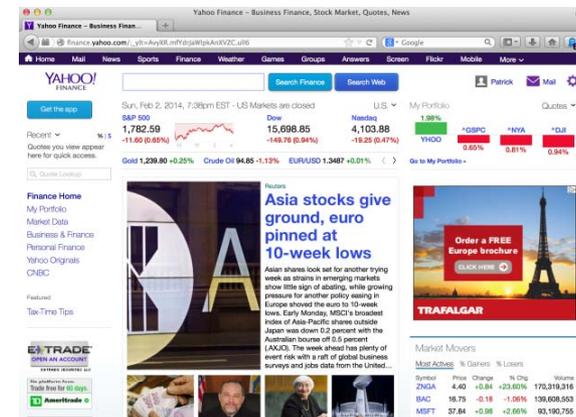
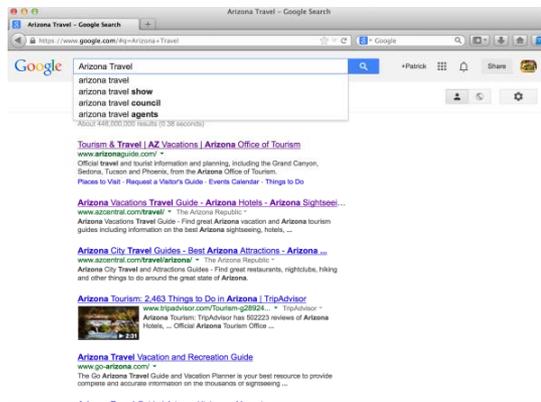
The screenshot shows a web browser displaying the article "Arizona's 12 best places" on the azcentral.com website. The page features a navigation bar with categories like News, Sports, Money, and Travel. The main content area includes the article title, author information (Ron Dungan), and social media sharing options. A prominent advertisement for SPG (Starwood Preferred Guest) is displayed, offering a 40% discount on the next stay at participating Four Points, Aloft, and Element Hotels. The ad includes a "BOOK NOW" button and logos for the participating hotel brands. Below the ad, there is a "FIND IT FAST" section with a list of related links such as "travel photos", "scottsdale", "sedona", "grand canyon", "travel deals", "flagstaff", "scenic drives", "travel stories", "oddball az", "state parks", and "submit a photo".

# Advanced

- **Search Path Targeting:** A method of targeting which targets online users based on on-site search queries

Example:

A user searches Arizona Travel, Sedona targets them with a banner after their search



# Advanced

- Retargeting



Source: Happy Marketer



## Developing a Plan



# Step-by-Step

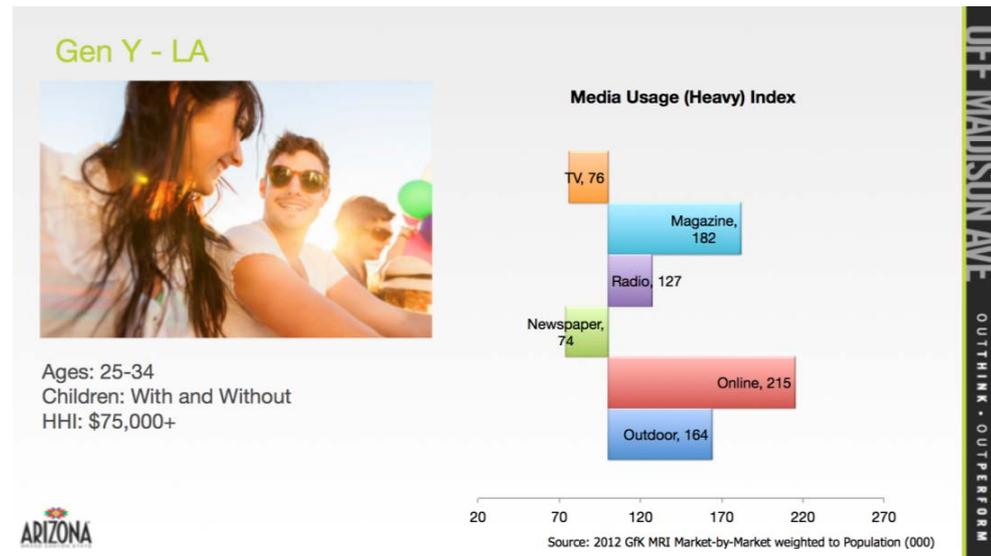
- Audience
- Objective
- Strategy
- Tactics



# Audience

- Determine who your target audience is, not just from a demo perspective but from a persona perspective.

Example:



# Objective

- An objective should clearly state what you want your campaign to achieve.

Examples:

Drive incremental room night bookings in shoulder season

Increase travel guide requests

Increase email signups

# Strategy

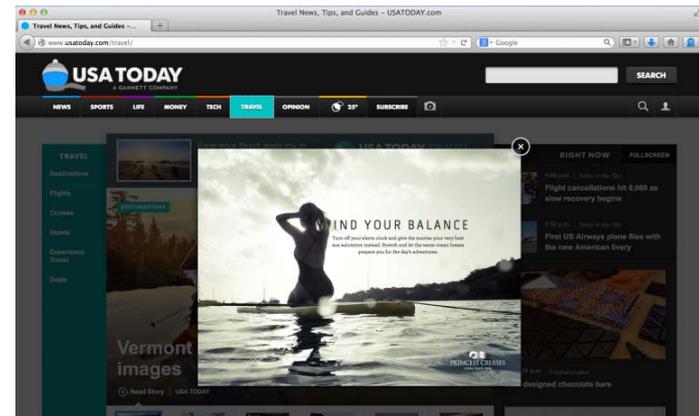
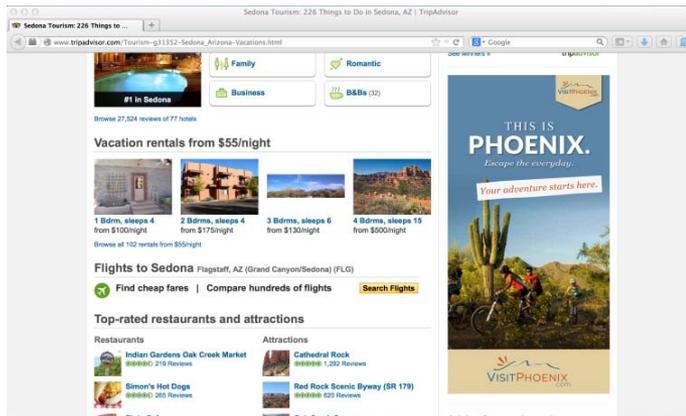
- A strategy should be your focused statement that will help in aligning your media efforts with your target audience and objectives.

Example:

Contextually target consumers in the market for outdoor travel

# Tactics

- These are the actual deliverables within your media plan, these can include banners, pre-roll video, or dynamic rich media executions

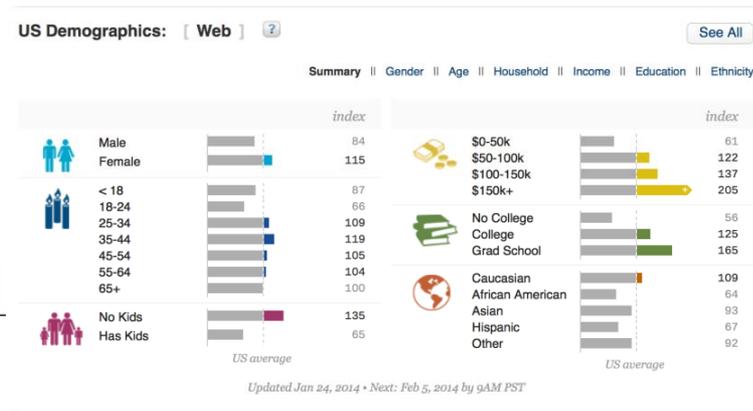


# Tools



# Quantcast

- This tool allows you to take a deeper look at the demographic make up of site visitors



# Google Display Planner

- The Google Display Planner allows you to find placements that align with your audience. While the Google network can be used to run these placements, this can also be a great planning tool to determine how you might prioritize between sites.

# Google Display Planner

Available network inventory:  ON

Website	Ad formats	Relevance ?	Hist. CPC ?	Cookies / wk ?	Impr. / wk	
<a href="#">priceline.com</a>			\$1.00 - \$1.50	2M - 2.5M	5M - 10M	»
<a href="#">postofficehour...</a>			\$0.00 - \$1.00	100K - 150K	500K - 1M	»
<a href="#">azfamily.com</a> <a href="#">+ Show similar plac</a>			\$0.00 - \$1.00	50K - 100K	200K - 250K	»
<a href="#">businessweek...</a>			\$1.00 - \$1.50	1.5M - 2M	5M - 10M	»
<a href="#">cheapair.com</a>			\$0.00 - \$1.00	350K - 400K	1.5M - 2M	»
<a href="#">cntraveler.com</a>			\$1.00 - \$1.50	150K - 200K	5M - 10M	»
<a href="#">newstimes.com</a>			\$0.00 - \$1.00	100K - 150K	4.5M - 5M	»

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# Media Brief

**OFF MADISON AVE**

## Media Brief

Plan Details:	
Campaign Name:	Bisbee Tourism
Start Date:	November '13 - March '14
Internal Review:	Week of August 5
Due to Client:	Week of August 12
Specific Presentation Format?:	Deck + flowchart
Media Budget:	\$1,000 dollars/month
Planning Year:	FY2014 (July-June)
Background Information	
Business Overview/Historical Info	The city of Bisbee will be working to increase tourism over the next five months promoting it as one of Arizona's hidden gems.
Buying Demo:	
Primary:	Chicago and Los Angeles. Age: 49-55, HHI: \$100k+ (emphasis on \$125k)
Secondary:	Age: 30-48, HHI: \$75k+ (emphasis on \$125k)
Qualitative Demo:	
i.e. Homeowners, Alpha moms, baby boomer, empty nester	Those travelers on the more adventurous side, those interested in the old west, mining and historical sites
Seasonality:	
Seasons to focus on supporting	November - March
Geography (Target Markets)	
Primary:	Arizona Residents
Secondary:	Visitors to Arizona
Client Objectives	
Top media objectives (drive Sales, increase site visits etc.)	- Increase website visits - Increase visitation to the destination
Strategy (Creative/Brand Strategy Statements)	
Marketing Plan Strategy Statement and or Creative Strategy	To create a comprehensive, integrated and cost efficient plan that focuses on Bisbee's selected target markets.
KPI's (Key Performance Indicators)	
Conversion Metrics (Click%, Conv., Ad Recall)	From the target cities: engaged visits to <a href="http://www.discoverbisbee.com/">http://www.discoverbisbee.com/</a>
Creative Available?	
Any Current Creative or budget to develop	Standard Banners (160x600, 728x90, 300x250)



# Q&A



**Thank You**

