

Analytics Playbook

Navigate the future of advanced
analytics with confidence

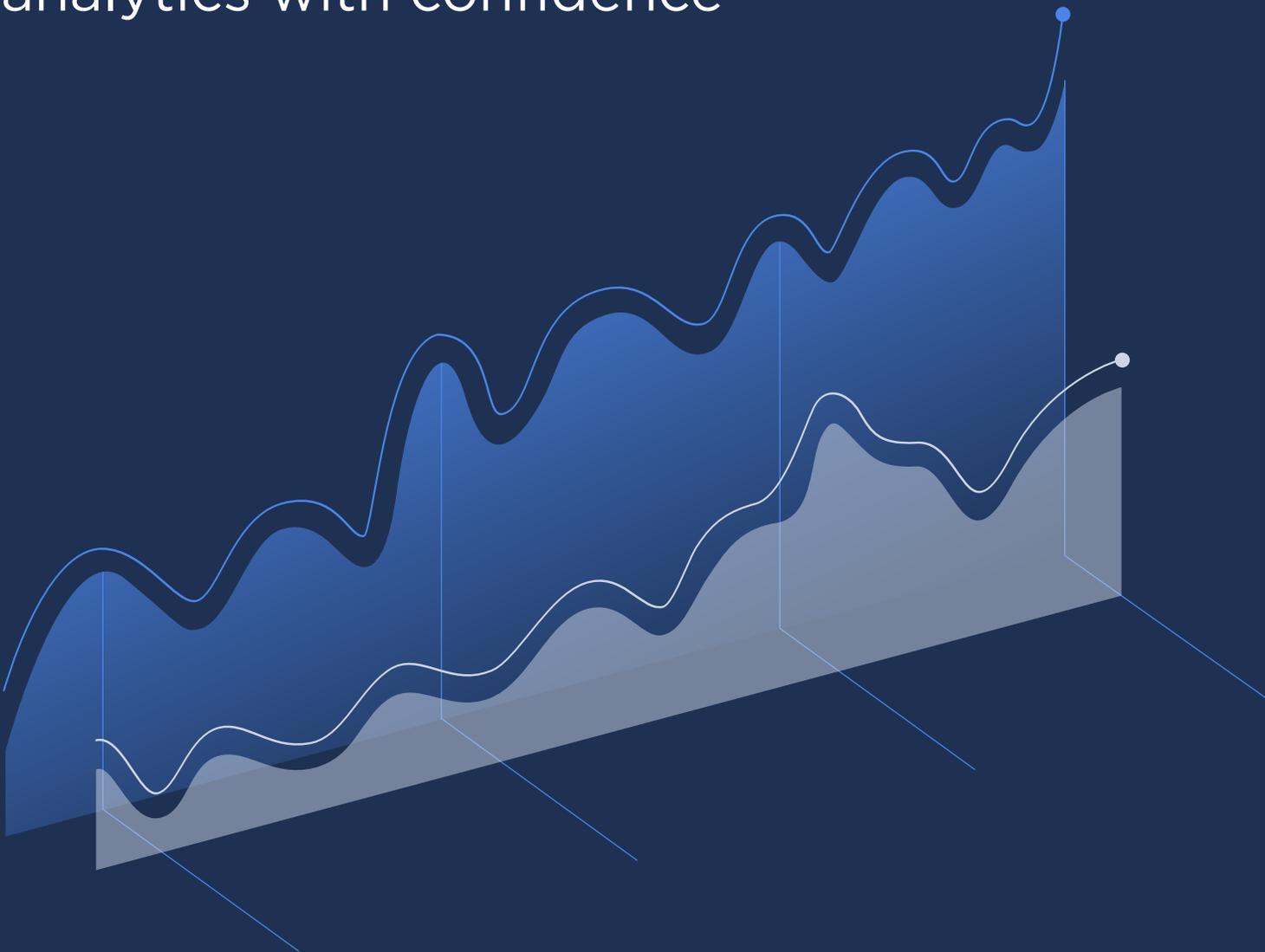


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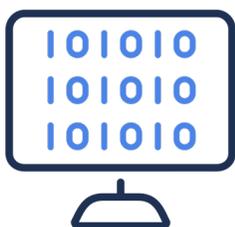
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Are you ready for the future of advanced analytics?

With the industry's current rate of change, it is critical to leverage the latest technologies in order to understand and profit from today's increasingly sophisticated media ecosystem. Analytics is the art and science of producing actionable insights from big data sets. As media plans adopt increasingly audience-first approaches to cross-screen activation, leaders are turning to advanced analytics to help them make the most informed investment decisions possible. This is often achieved through a dual process of applying tried and tested frameworks *and* continual testing. Please read on for an overview of tips, tricks, and best practices that can help inform your analytics strategy in the years ahead.

This playbook provides a toolkit for considering foundational, intermediate, and advanced analytics questions to help you successfully navigate today's evolving advertising landscape; across both linear and digital.



Programmatic Analysis

Overview

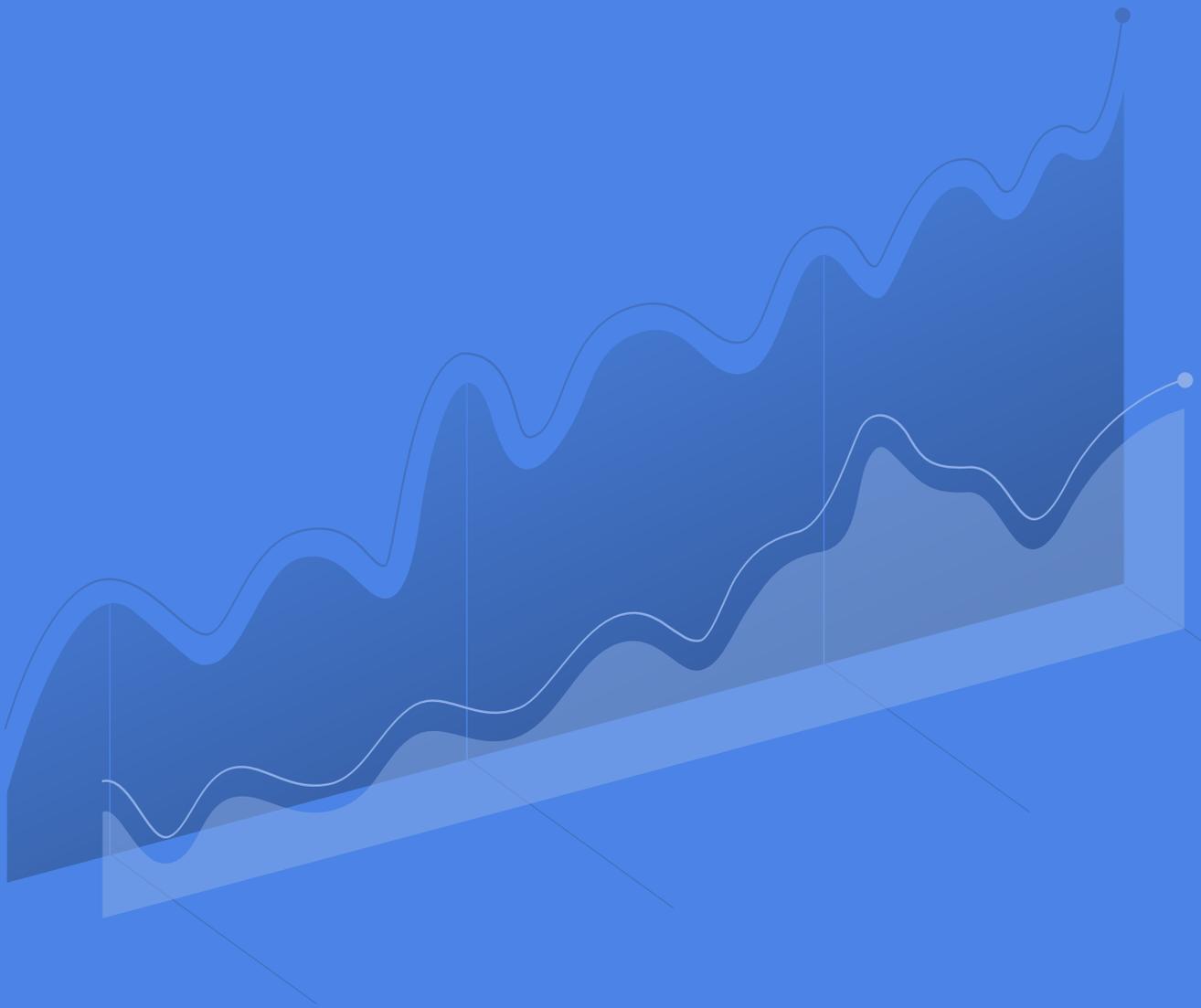
When running digital campaigns through a Demand Side Platform (DSP), buyers have access to reporting functionality with reads on metrics such as impressions, spend, clicks, frequency (capping and pacing) and so on. At the highest level, this reporting helps ensure a campaign meets its primary spend, pacing, and targeting objectives. The level of in-platform reporting sophistication depends on the tool. In addition to monitoring baseline campaign delivery goals, reporting suites should also provide the means to inform in-flight optimizations and future campaign tactics. This could be anything from observing which creatives performed best among what audiences; to what targeting tactics drove the highest online or offline conversion rates.

Advanced Features

Some programmatic reporting platforms allow users greater flexibility to slice and dice results than others; additionally, ease of use, speed, and accuracy are also important factors to consider when evaluating programmatic reporting solutions. Arguably, the ability to conduct advanced analytics in-platform may be one of the most important factors to take into account. This means going deeper than campaign, placement, or creative level performance, and instead querying more granular data sets at the impression and user levels. This requires a platform's ability to join campaign data from a DSP with audience data from a Data Management Platform (DMP) to mine for deeper learnings. Insights can range from discovering new audience attributes among existing consumers, to uncovering their media preferences and where best to find and reach them. This level of analysis is vital for informing advanced targeting and segmentation efforts. It is also worth noting that most advanced analytics tools require a working knowledge of SQL or other data query languages to retrieve results.

Advanced Campaign Data

Join and visualize diverse data points to reveal deeper campaign learnings around consumer attributes, media preferences, and more.

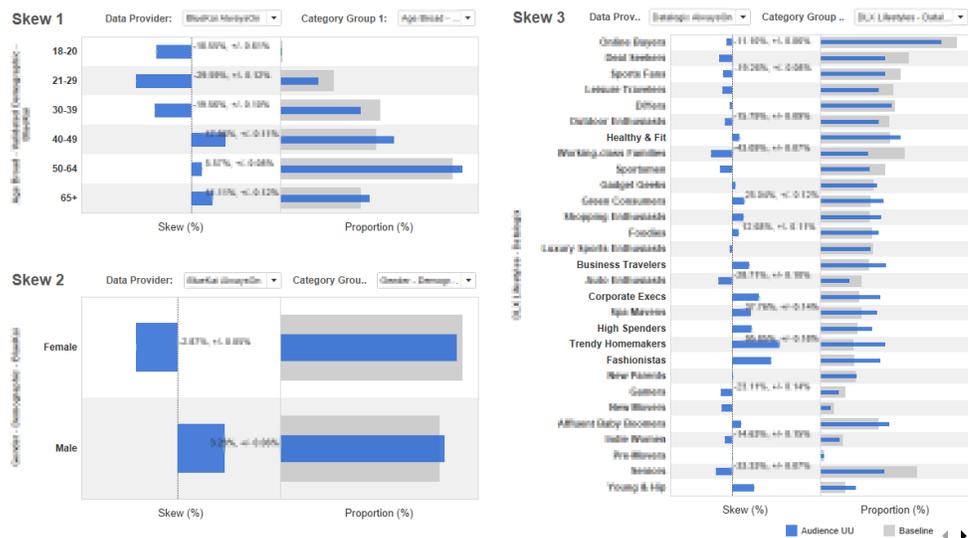




Audience Discovery

Description: Analyze attributes of users you are interested in; build lookalike audiences for media activation, inform creative design and marketing strategy, or help the brand's product team design new products with these attributes in mind.

Recommendation: Tailor your next campaign towards high spending (M40+) executive business travelers who like to stay healthy and enjoy the finer things in life.



Insights:

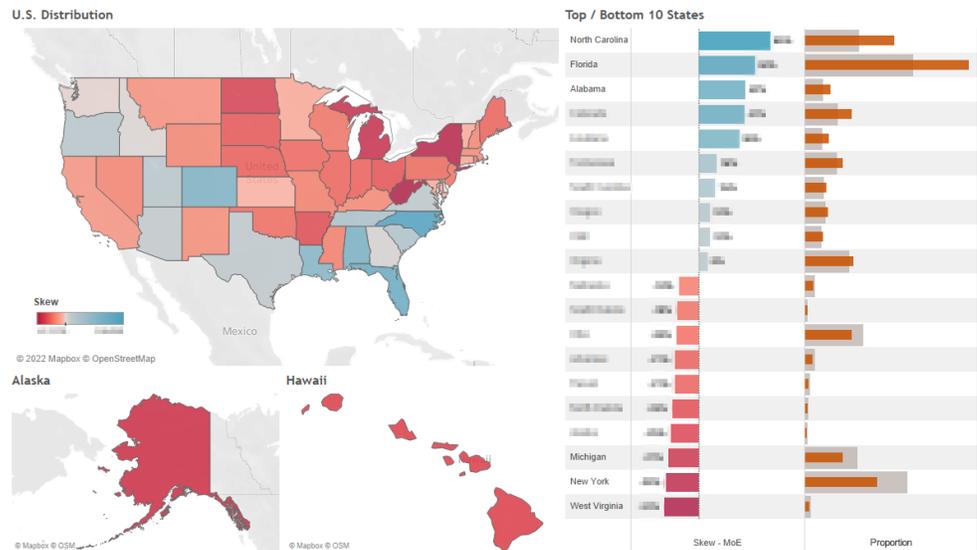
- Brand A's strategic audience is most likely to be **M40+**, indexing highest among the **A40-49** threshold.
- The group also **indexes highly against the following attributes**; Corporate Execs, Business Travelers, High Spenders, Trendy Homemakers, and Fashionistas.



Geographic Insights

Description: Uncover the States, DMAs, and Zip Codes where your strategic audiences are most likely to be found in their greatest numbers.

Recommendation: Heavy up spend in States most likely to index highly against Brand A's strategic audience, and suppress activation in under-performing regions.



Insights:

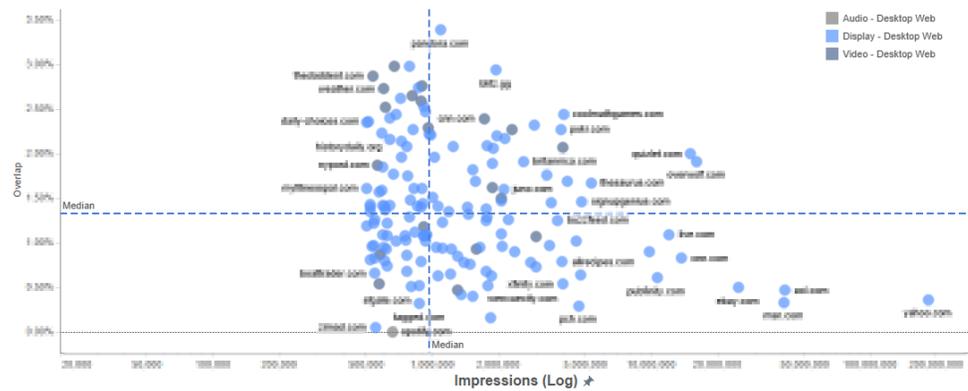
- **NC, FL, and AL** indexed the highest against the strategic audience; with FL showing the highest proportion of users within the group.
- Generally speaking, **Southern States** outperformed their Northern counterparts against this specific audience.



Website Extension

Description: Identifies sites that your strategic audience is more likely to visit compared to general consumers. Inform your media mix to target these sites or related IAB categories.

Recommendation: Increase spend behind websites most likely to overlap highly against your audience, especially if they fall within a higher impression percentile; such as sites X & Y.



	Overlap	Overlap Percentile	Impressions	Impression Percentile	eCPM
1	3.33%	99.99%	1,000,402	49.88%	33.88
2	2.92%	99.89%	1,521,290	56.77%	57.91
3	2.84%	99.74%	2,282,202	79.88%	63.49
4	2.79%	99.69%	1,182,598	34.19%	38.87
5	2.67%	97.42%	969,679	44.52%	57.93
6	2.62%	96.73%	1,188,181	52.65%	67.88
7	2.37%	96.13%	825,280	5.97%	812.89
8	2.49%	95.48%	1,365,562	59.35%	56.87
9	2.47%	94.84%	4,649,736	88.28%	63.42
10	2.47%	94.79%	128,782	29.88%	35.43
11	2.47%	93.99%	1,079,826	49.83%	56.89

Insights:

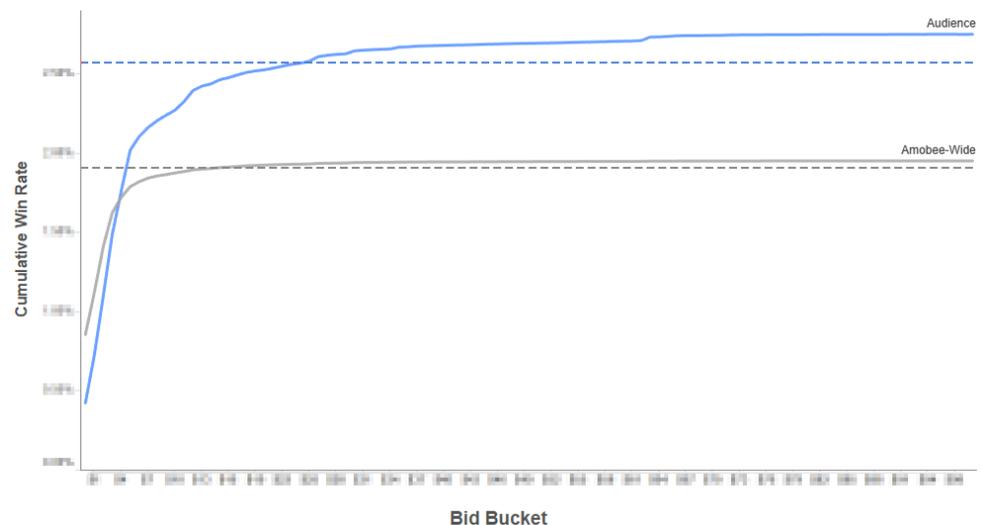
- Website X had the highest overlap with Brand A’s strategic audience, at **16% higher** than the next closest publisher.
- Website Y had the **3rd highest overlap** at X%, and the second highest Impression Percentile at X%.



Bidding Guidance

Description: Show how total Win Rate changes within the DSP to determine a campaign's optimal CPM bid, to consistently reach your intended audience.

Recommendation: Maintain bids above a \$25 CPM to ensure consistently above average Win Rates for Brand A's competitive strategic audience.



Insights:

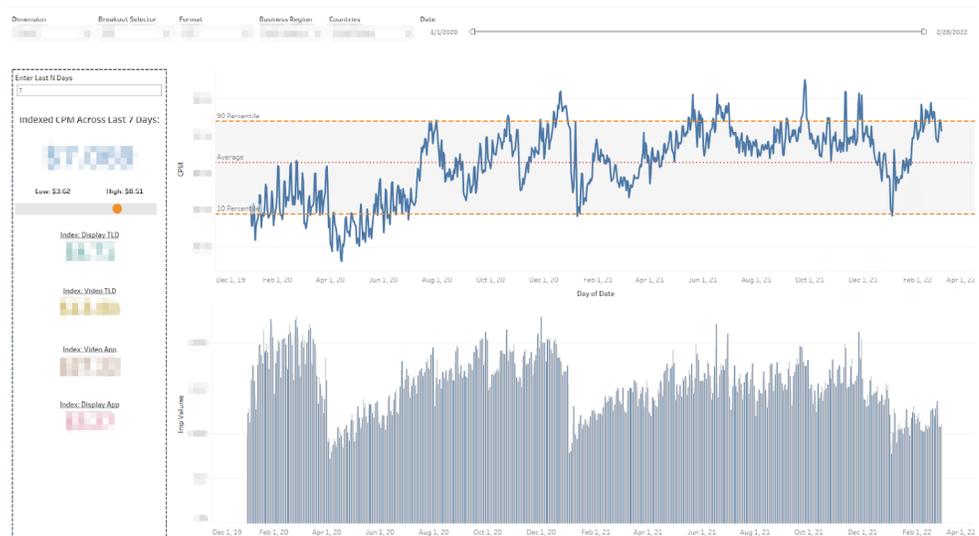
- Win Rate for the strategic audience surpassed the platform average around the **\$X CPM** mark.
- Total Win Rate for the strategic audience was **~30% higher** than Amobee's average (X% vs. X%).



CPM Analysis

Description: Track CPM by dimension (e.g. sites, exchanges, browser type, deal types etc), format (display, video, audio), region, and country; zoom out to observe macro trends that inform seasonal insights.

Recommendation: Consider increasing campaign spend in the New Year with a seasonal promotion, when CPMs have been at their lowest point over the last two years.



Insights:

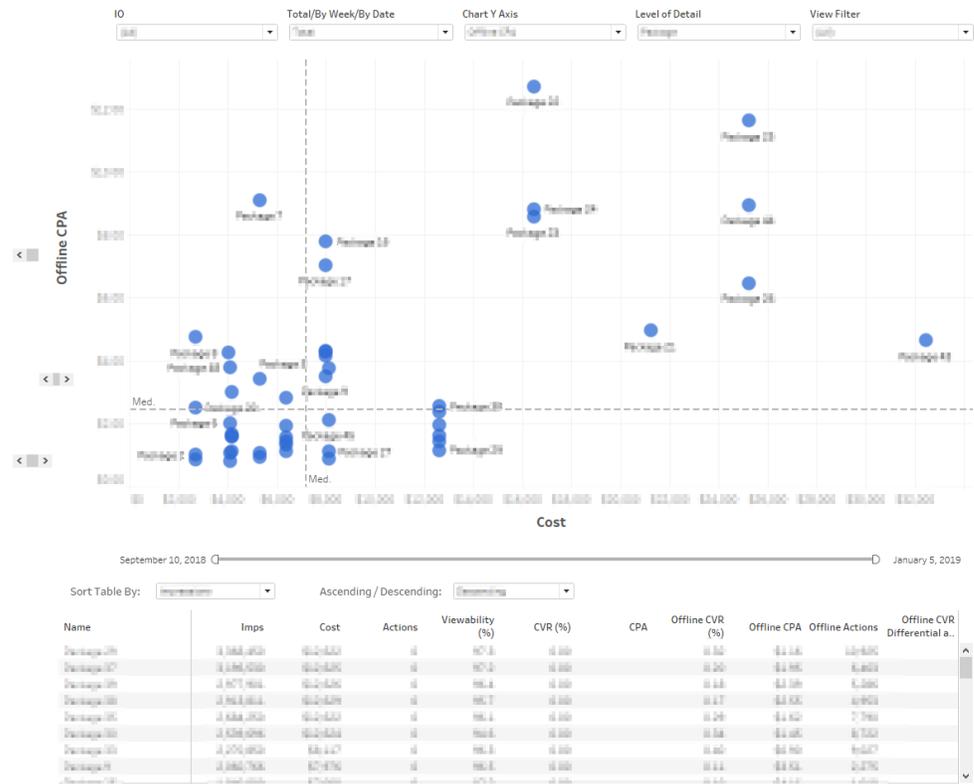
- January of 2021 and 2022 both saw notable **drops in CPM** after the New Year.
- Overall CPM was **X% higher** in 2021 than 2020, indicating market recovery when compared to the lows of April 2020 (~\$X CPM).



In-Flight Optimization

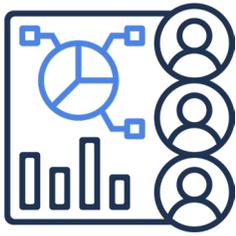
Description: Measure the impact of online advertising on offline metrics such as in-store sales or foot traffic. Understand the effectiveness of different tactics to make outcomes-based optimization decisions.

Recommendation: Consider increasing spend behind Packages X, Y, and Z; halt investment in underperformers.



Insights:

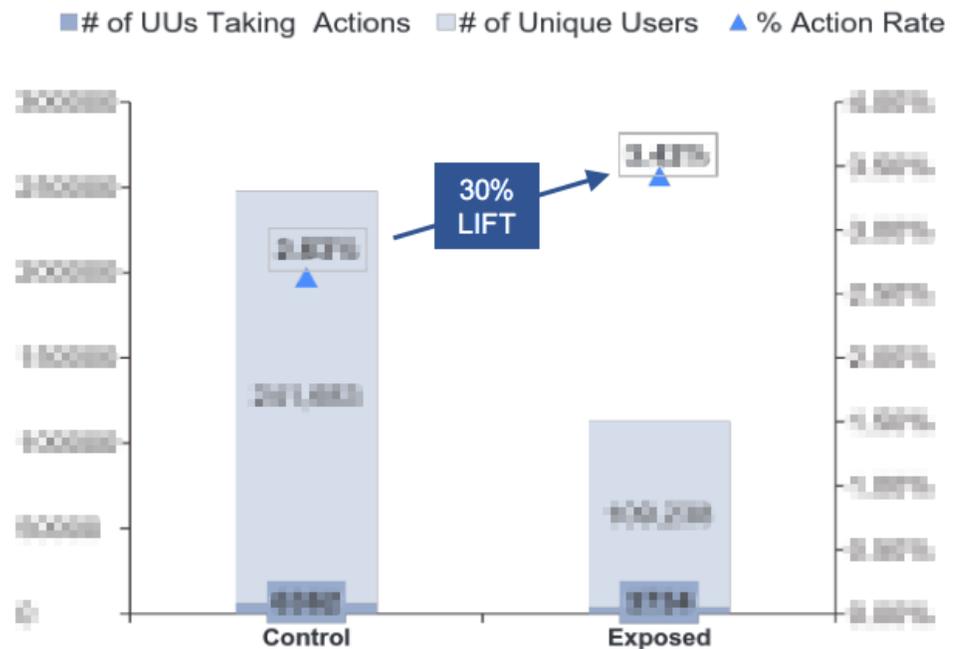
- Packages **X, Y, and Z** had the most efficient Offline CVRs and CPAs.
- Packages A and B had the **least efficient Offline CPAs**, at more than double the top 3 performers.



Outcomes-Based Experimentation

Description: Online and offline actions can also be applied to AB testing and experimentation within the platform to demonstrate lift.

Recommendation: Continue to leverage, and increase spend behind 'Targeting Tactic A' for Brand A's strategic audience.



Insights:

- The exposed group delivered a **30% lift** in Action Rate over the control audience.
- In total, over X unique users took action over the course of the campaign.



CTV Dashboard

Description: Monitor your CTV campaigns from a bird's eye view with quick insight into top performing dayparts, inventory sources, deal types, apps, regions, devices, and more.

Recommendation: Consider shifting a greater share of budget to Set-Top-Box (STB) CTV activation.



Insights:

- **Set-Top-Box** delivered the highest number of impressions at the most efficient CPM compared to other devices.
- **Open Exchange** deals garnered X% of impressions at by far the most efficient CPM.



CTV Publisher Analysis

Description: Deep dive into digital publishers to examine efficiencies across a variety of metrics that can be used to inform in-flight and future CTV campaign strategies.

Recommendation: Increase spend with Publisher 7 and employ audience suppression CTV strategies that reduce overlap with other publishers in order to further grow unique reach.



Insights:

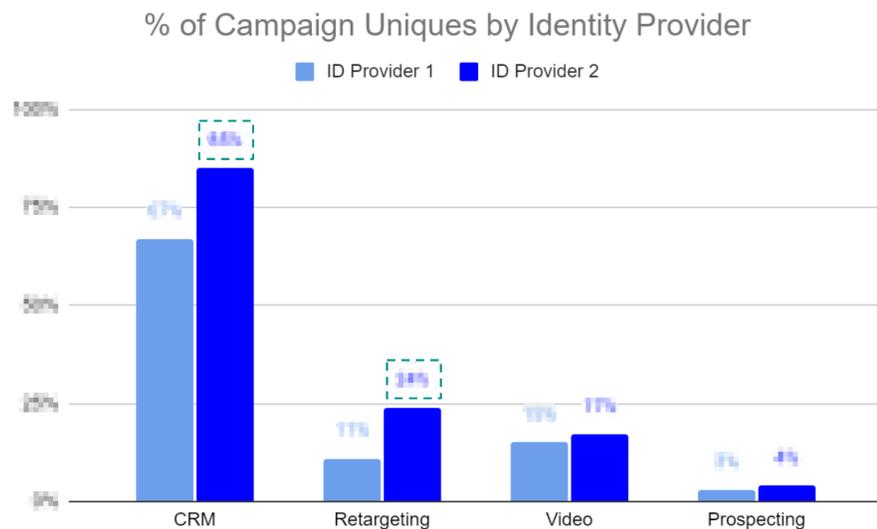
- **High cross-publisher** overlap shown by Publisher 7, Publisher 3, and Publisher 4.
- **Publisher 7** demonstrated the greatest On Target Reach and most efficient Cost per On-Target Unique HH.



Identity: Coverage Comparison

Description: Compare identity providers to inform which is the better fit for your distinct campaign needs. Track everything from audience coverage to RoAS by provider.

Recommendation: Increase usage of 'Identity Provider 2' because it delivered greater coverage across all campaigns; especially for the CRM and Retargeting efforts.

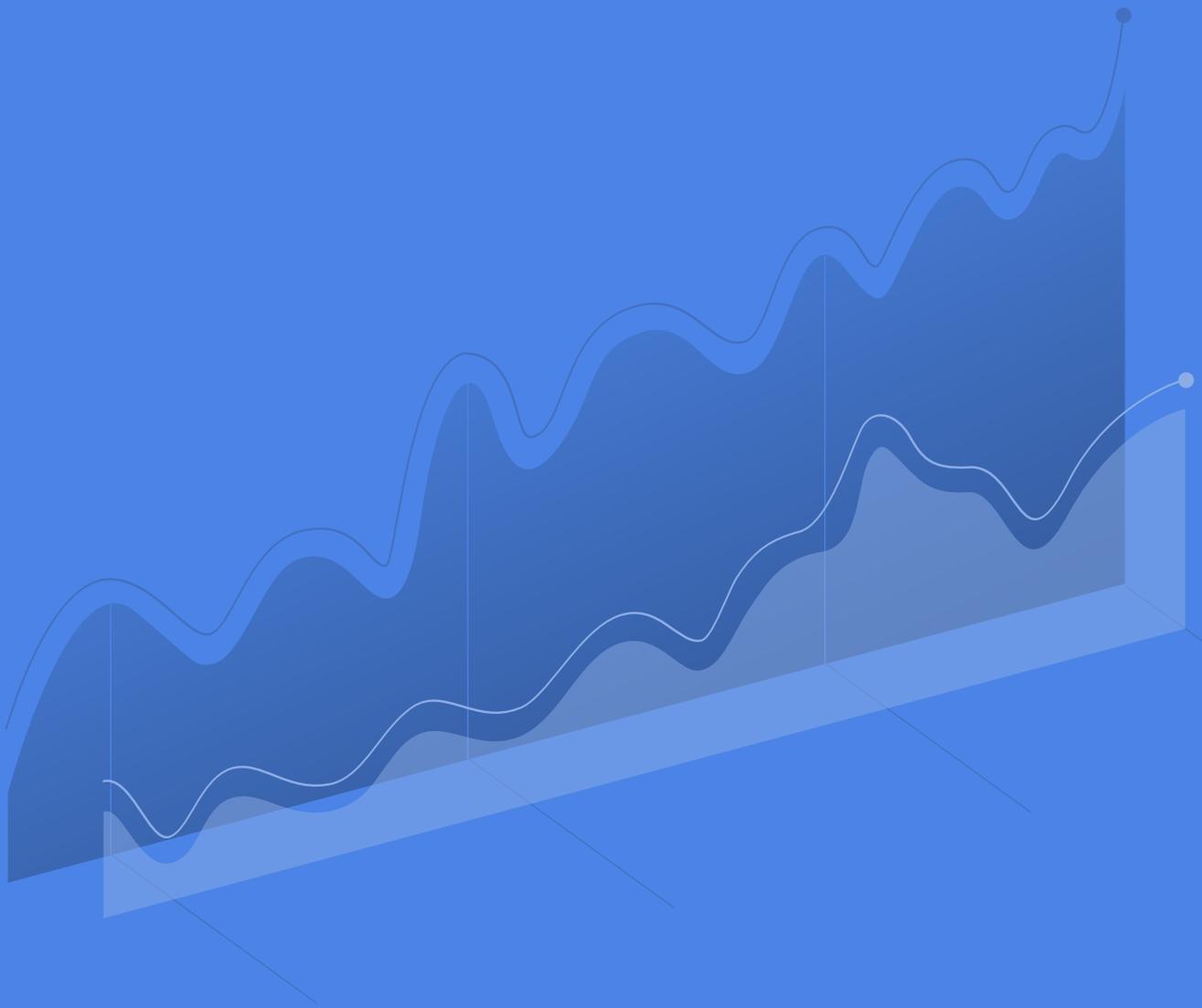


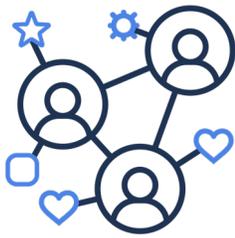
Insights:

- ID Provider 2 outperformed ID Provider 1 on CRM and RTG by **over 25% and 100%**, respectively.
- Interestingly, the **deterministic ID solution outperformed** the probabilistic solution on coverage across campaigns.

Converged Reporting: Linear & Digital

Bridge the gap between linear and digital with advanced campaign reporting that deduplicates metrics across all screens.



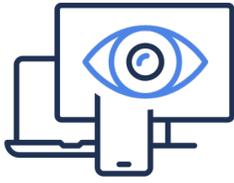


Converged Panels

Open the trades and you will find no shortage of articles on new audience and consumer panels. Agency holding companies, advertising technology companies, new measurement entrants, and a host of other players are investing in Set-Top-Box (STB), Automatic Content Recognition (ACR), credit bureau, and online behavioral panels (to name a few). The process of converging such panels into frameworks that provide actionable intelligence into consumer spending and viewing habits requires advanced data science. While many of these converged panels are still in their infancy compared to more traditional means of advertising research, their scale proves attractive to many; often in the tens of millions. Highly diverse use cases also explain why converged panels are garnering so much attention from the industry today.

Two key factors are behind the growing interest in and adoption of alternative audience panels. First is the often cited fragmentation of digital media, and subsequent paradigm shift on the topic of measurement. Second is a need for innovative and privacy compliant identity solutions in response to industry and regulatory shifts, such as California's Consumer Privacy Act (CCPA) and Google's upcoming deprecation of the 3rd party cookie. This section will focus on converged panels for the purpose of cross-screen analytics. In this instance, cross-screen analytics refers to unduplicated reporting of campaign performance across linear TV, connected TV (CTV), desktop, and mobile. This advanced reporting can inform a higher level of investment decision making; such as how media should be divided between linear and digital, what publisher mix delivers the most effective reach, and what combination or rate of cross-screen exposure drives the highest online or offline actions.

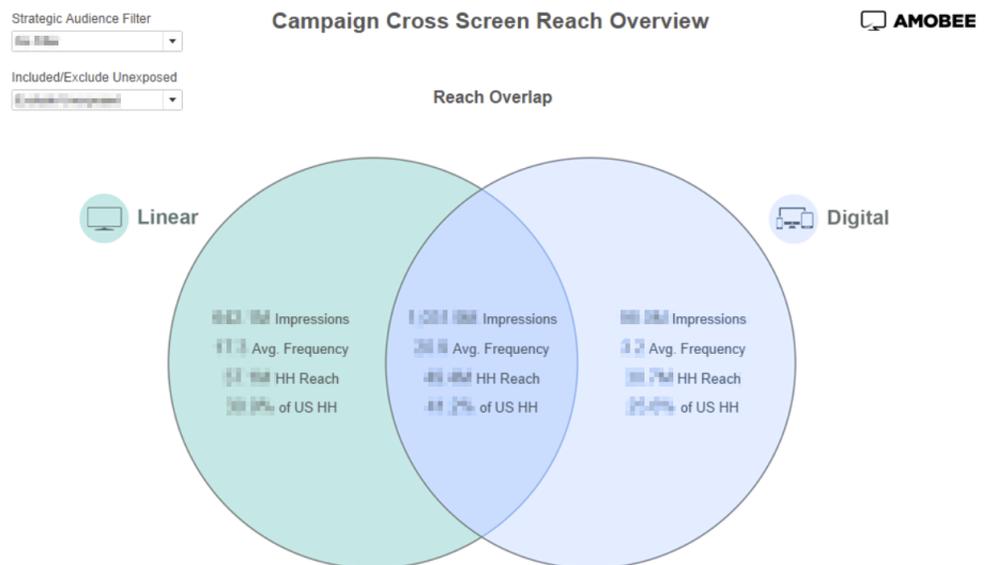
Read on for examples of insights and recommendations to look for in your cross-screen reporting solutions.



Cross-Screen Reach

Description: Understand cross-screen reach and frequency after activating media across linear and digital channels.

Recommendation: Consider leveraging digital amplification technologies to reduce overlap between linear & digital-exposed households in order to grow total unique reach.



Insights:

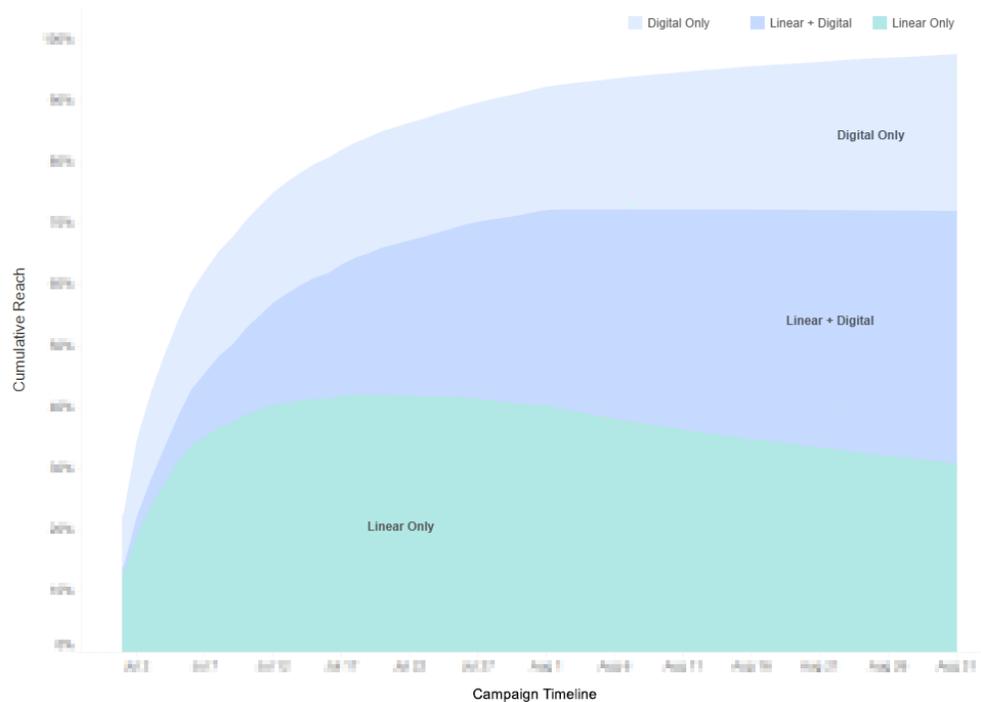
- **X million** households (X%) were reached on both linear & digital.
- **Digital-only viewers comprised X%** of U.S. households, bringing the total unduplicated campaign reach to X% or XX million HHs.



Cumulative Reach Trend

Description: Trended view of device overlap by percentage of cumulative reach.

Recommendation: Increase spend behind Linear + Digital once Linear Only reach plateaus, prioritize Digital Only audiences at the campaign's midpoint to offset diminishing unique reach.



Insights:

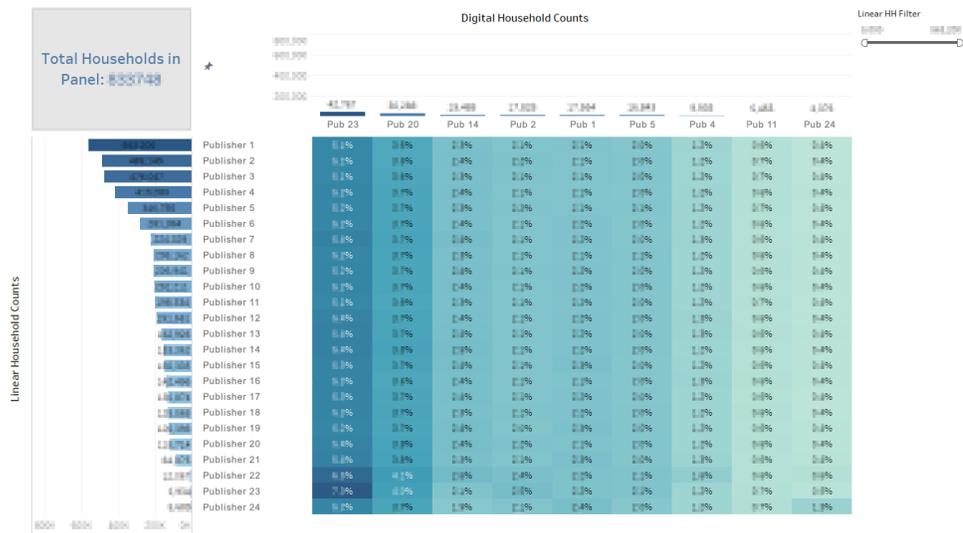
- Linear was effective at reaching a **large audience quickly**, but reach plateaued early in the campaign.
- **Overlap across linear and digital** as a share of Cumulative Reach only increased as the campaign progressed.



Cross-Screen Publisher Analysis

Description: Explore which linear and digital publishers have the highest levels of cross-screen overlap to inform holistic planning strategies that maximize reach.

Recommendation: Extend total unique reach by applying audience suppression strategies to online publishers that index highly against top linear networks.



Insights:

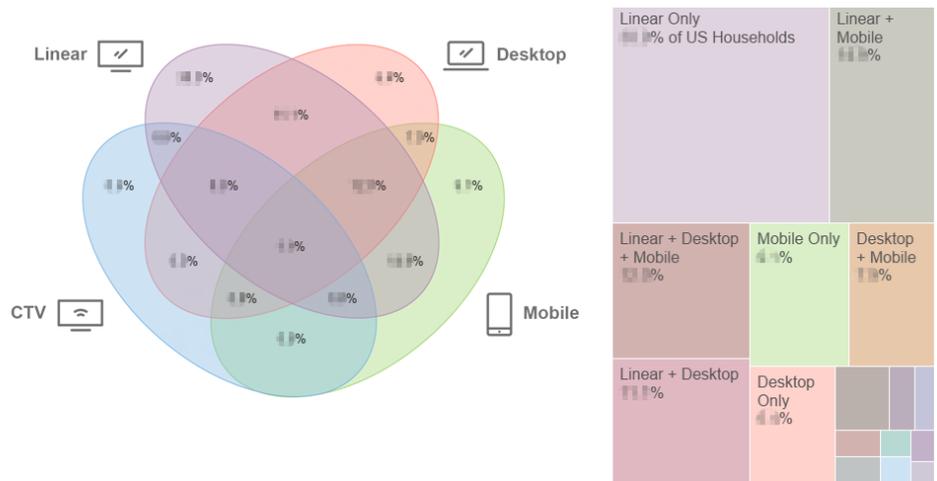
- Digital viewership on Publisher 23 showed the **highest reach overlap** with every tracked linear network.
- Publisher 1 had the **greatest linear reach** and was only in 5th place in terms of digital reach.



4Screen Reach & Attribution

Description: Observe reach by device and device overlap and gauge household action by screen exposure combination.

Recommendation: Consider increasing spend behind CTV for Brand A's next campaign to drive more reach, given the platform's relatively small share compared to other devices.



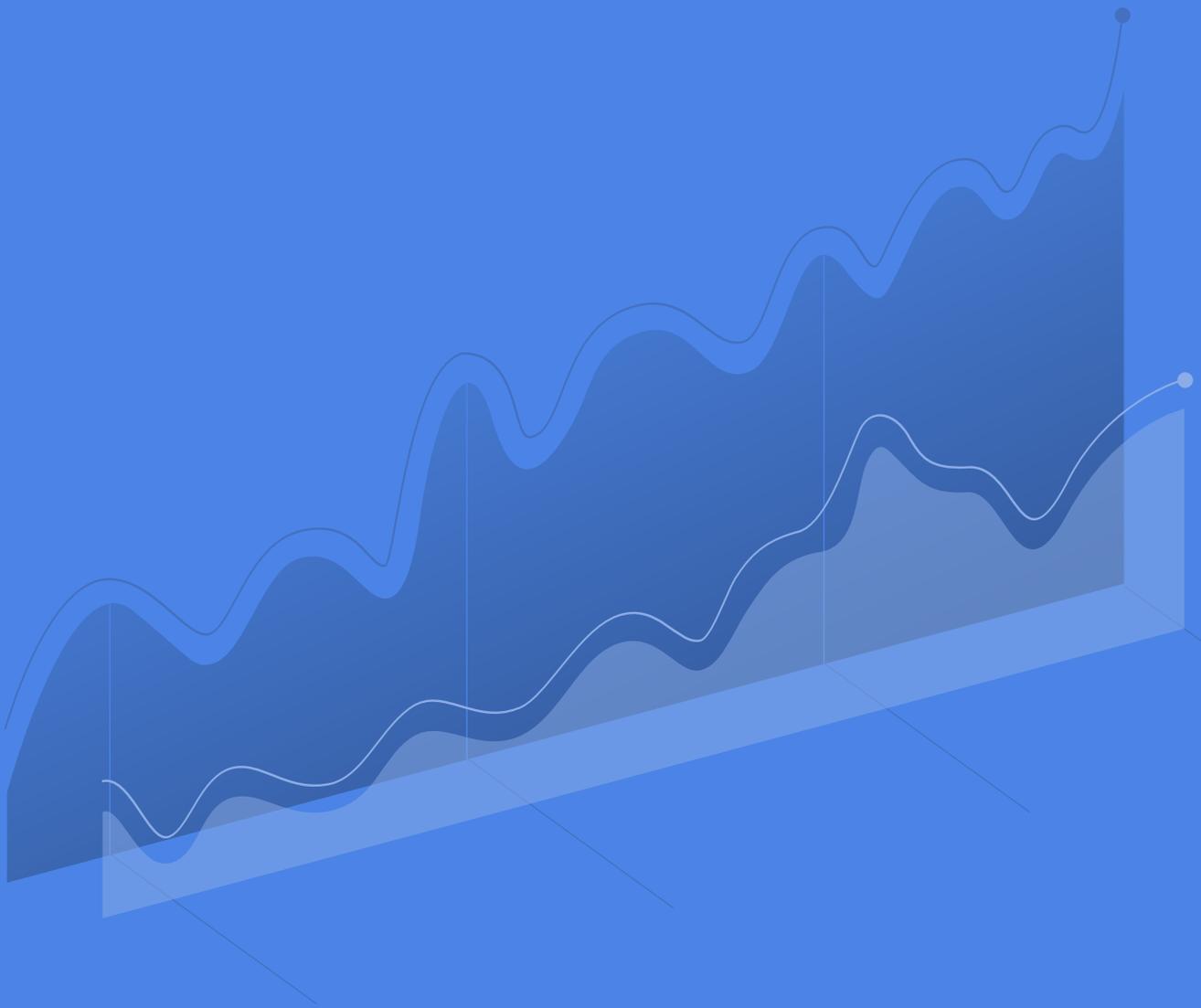
	Linear	CTV	Desktop	Mobile	% of HH	% of Impressions	Avg Frequency	Action Rate	Actor Rate	Avg SCV/HH
1			✓	✓	100%	100%	1.0	100%	100%	\$100
	✓	✓			100%	100%	1.0	100%	100%	\$100
2		✓	✓	✓	100%	100%	1.0	100%	100%	\$100
	✓		✓	✓	100%	100%	1.0	100%	100%	\$100
	✓	✓	✓		100%	100%	1.0	100%	100%	\$100
	✓	✓		✓	100%	100%	1.0	100%	100%	\$100
3		✓	✓	✓	100%	100%	1.0	100%	100%	\$100
	✓	✓	✓	✓	100%	100%	1.0	100%	100%	\$100
	✓	✓	✓		100%	100%	1.0	100%	100%	\$100
4	✓	✓	✓	✓	100%	100%	1.0	100%	100%	\$100
	✓	✓	✓		100%	100%	1.0	100%	100%	\$100

Insights:

- Linear-only had the **greatest unique reach** by far (X%), while CTV-only had the least at X%.
- Action Rate was highest when desktop and mobile exposures were complemented by CTV activation at X%.

Data & Intelligence

Place data and intelligence at the heart of your campaign strategy with a contemporary approach to advanced analytics.

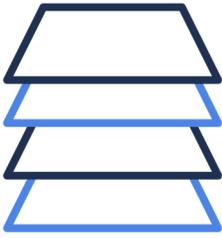




Multi-Panel Analysis

A great number of next generation advertising solutions will rely on a matrix of tailored panels for effective cross-screen planning, activation, and analytics. As more brands, agencies, and broadcasters seek value from an increasingly complex media ecosystem, there is a growing recognition that advanced technology must be placed at the heart of campaign strategy. While converging cross-screen viewership sources with multiple identity and point of sale panels is key for developing the clearest consumer picture, one must recognize that it is nearly impossible to develop an entire view of the customer and their media exposure. This is due to 2 factors (1) customer fluidity across screens and (2) the walled gardens that comprise so much of our ecosystem. That being said, when activating media across television and the open web, one can choose to unify and optimize as much as possible with the right multi-panel technology and partnerships.

When cross-screen strategies are informed by advanced analytics, it is possible to quantify the value and efficiency that holistic planning and activation can offer. This involves investing across multiple media sources, unifying as much of that inventory as possible for a standardized view of cross-screen exposure, and activating in a manner where buys are aware of each other and not operating in silos. Doing so allows you to optimize reach, frequency, or any other number of metrics across audiences *and* screens, in the most efficient manner possible. Layering multi-brand and multi-campaign portfolio allocation across your portfolio of connected inventory sources leads to even greater economies of scale and significantly more value; value that should be quantified by an advanced reporting and analytics suite that also informs your next campaign, in a continual process of testing and improvement.



Multi-Graph Identity

Like the need for a multi-panel approach to campaign analysis, the future also demands a flexible and interoperable approach to identity. Industry and regulatory shifts have given rise to a new generation of identity solutions that aim to solve for the growing complexities of targeted advertising. Therefore, understanding what audience strategy to deploy requires a technology platform that is compatible with today's leading identity providers. Interoperability with different ID products is crucial for the evaluation of audience partnerships and the testing of targeting tactics across different solutions.

In addition to leveraging advanced analytics for the evaluation of diverse ID graphs, advertisers may test technologies that analyze audience sources for a given bid in unison to deliver the most relevant impression in real-time. Decision makers could also consider a future approach that combines identity solutions to form a richer audience footprint for use in cross-screen planning, activation, and analytics. Amobee envisions a future where advertisers can allocate, deploy, and measure audiences across all forms of TV and the open web holistically; versus a siloed approach. It is impossible to achieve this end state of cross-screen harmonization for your most strategic audiences without an advanced analytics strategy for continually validating and optimizing your investments.



Conclusion

Analytics is regularly used to monitor baseline campaign health and inform targeting optimizations. Advanced analytics goes deeper, enabling you to mine more granular data sets for a higher level of campaign insight; especially when it comes to uncovering new consumer attributes and media preferences. The subjects of multi-panel analysis and future-facing identity frameworks are also important to consider when developing a competitive analytics strategy on behalf of your client or organization. This is because the best in audience-first, cross-screen activation will leverage the latest in panel and identity technologies; and analytics will be at the heart of validating and improving upon these tactics. When comparing analytics solutions in the marketplace, be sure to choose an advertising technology platform that is interoperable with multiple currencies, panels, and identities - and features an advanced reporting suite that meets the needs of your cross-screen investment strategies.

To learn more about how Amobee can tailor an analytics strategy to your campaigns' unique needs, visit our [website](https://www.amobee.com) or contact us today at [amobee.com/contact](https://www.amobee.com/contact)