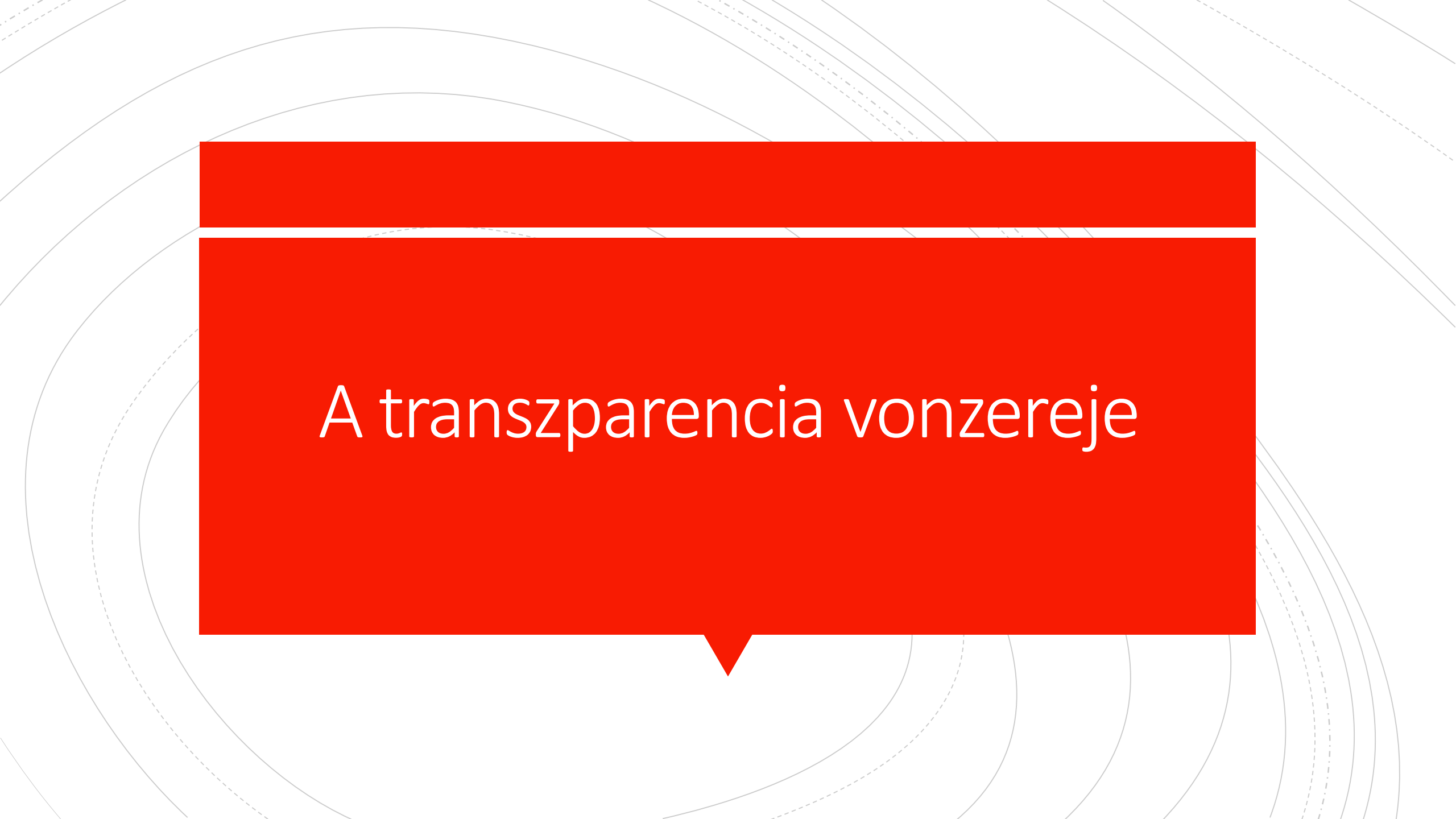


The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red speech bubble is centered on the page, pointing downwards. The text is white and centered within the bubble.

A transzparencia vonzereje

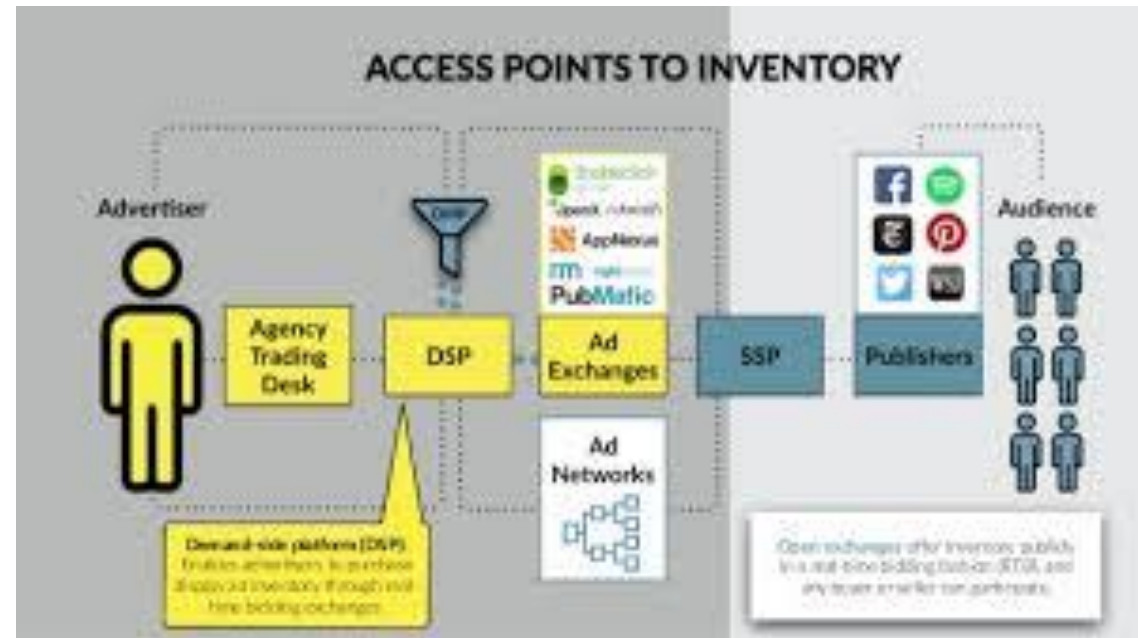
A fogyasztó szemszögéből



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A digitális médiaszereplők szemszögéből



A digitális ecosystem



- Briefs campaign digital objectives
- Includes potential high value audience targets within brief
- Assists in tier 1 data strategy formulation e.g. data sources



- Develops overarching data strategy for brands inc. HVA's, messaging & data partners
- Coordinates all stakeholders & leads tech set up



- Supports with strategic audience recommendations
- Assists (J3 lead) technical set up
- Audits market activity & performance with J3 EMEA



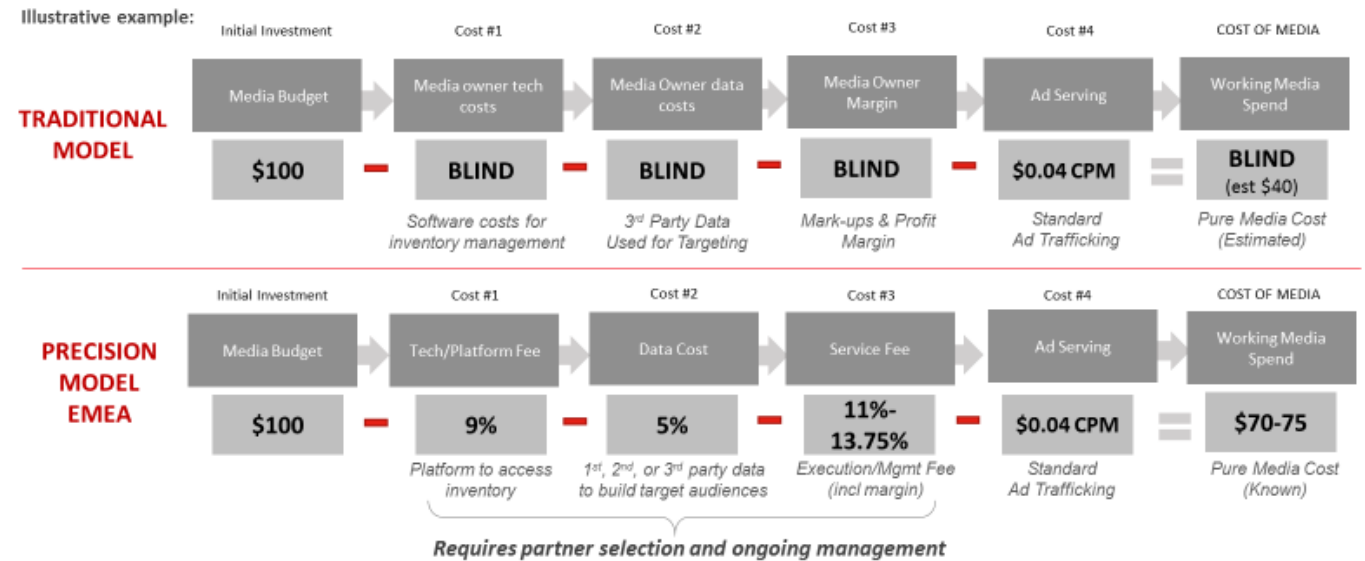
- Implement technical integration
- Set up high value audiences in platforms (GA, DS, DBM)

A value chain

The Precision Cost Chain is More Complex, But Can Be More Transparent

In precision supply chain, individual costs – traditionally blind to advertisers – are itemized and visible

Illustrative example:



A KPI keret

KPI FRAMEWORK REACH & AWARENESS

METRICS

- On Target Reach %
- Cost per Viewable On Target Impression
- In Time View (Video only)

- VTR
- Average Frequency
- Overall Engagement rate (clicks, likes, shares...)

- Viewability Rate
- Cost per Viewable Impression

PRIMARY

Main campaign performance optimisation KPI's

SECONDARY

Metrics to monitor closely representative of campaign exposure & interest

HYGIENE

KPI's to closely monitor and optimise when required

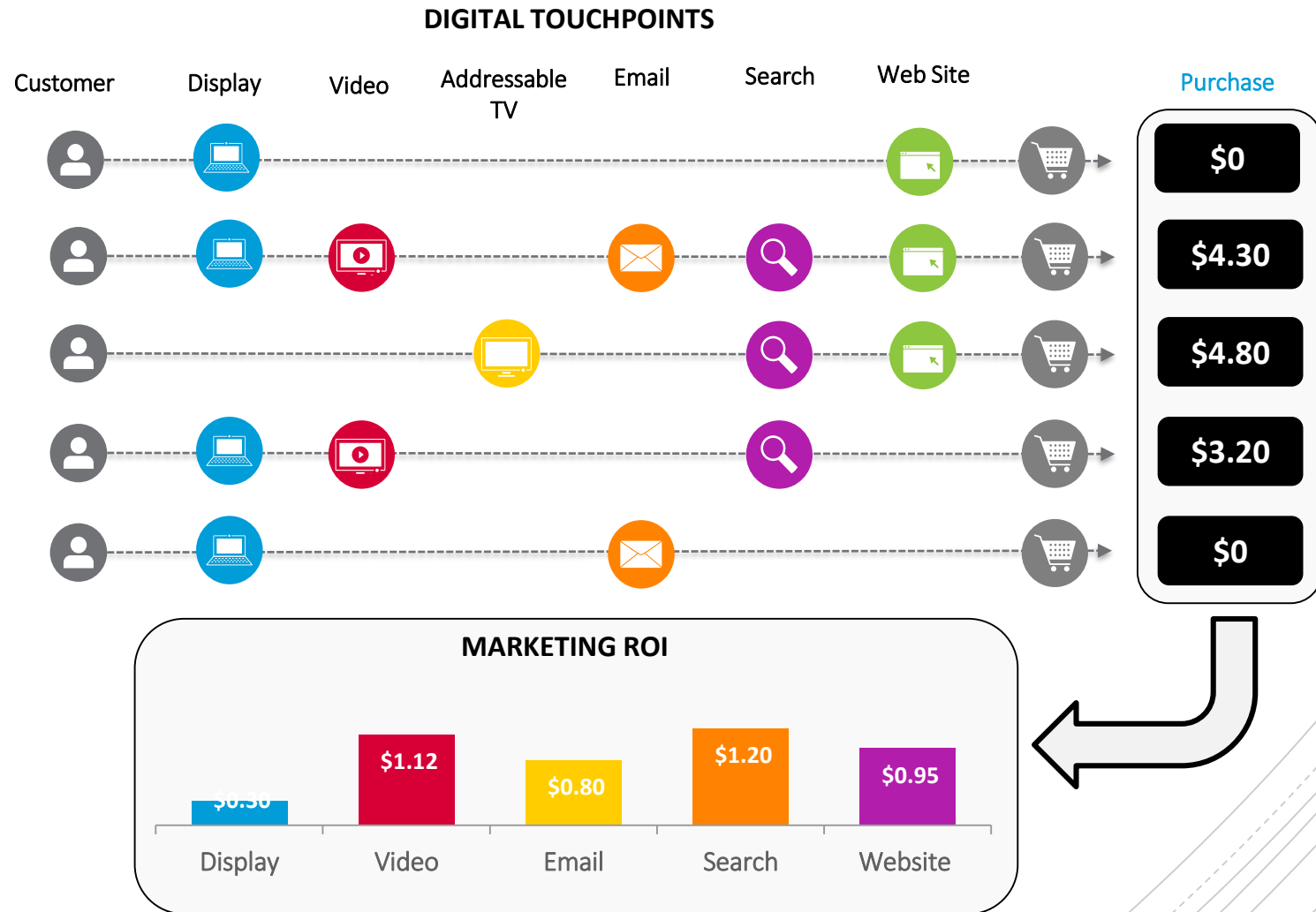
HOW IS IT MEASURED?

- Nielsen DAR / ATLAS
- Above + IAS & Spend data
- IAS

- Publishers internal metrics
- Cadreon internal metrics

- IAS
- Above + Spend data

A végcél





BUILD
TRUST
THROUGH
TRANSPARENCY