



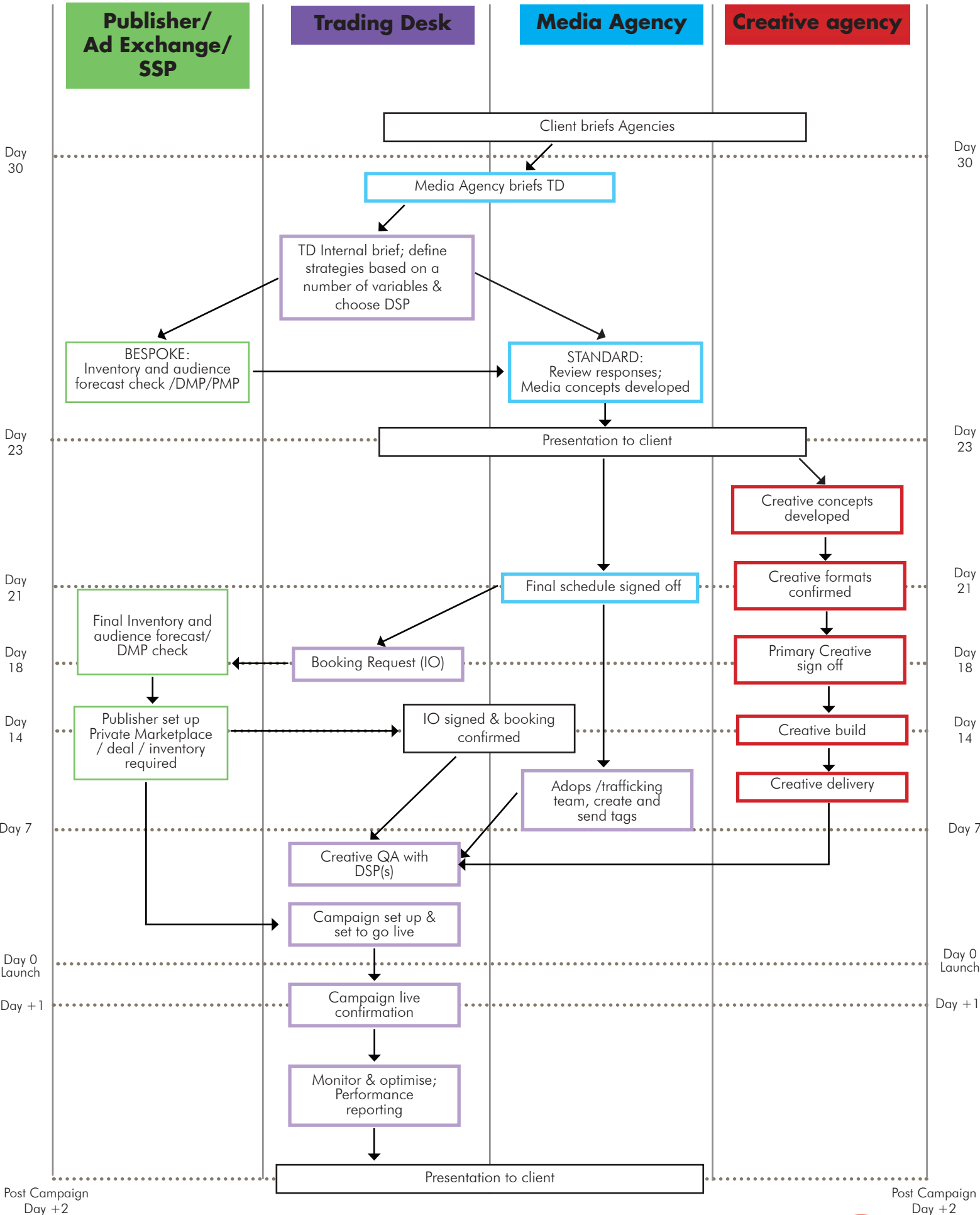
# **Digital Ad Operations**

## **Programmatic Campaign Workflow**

**Produced by the  
IAB Standards and Guidelines Council  
Digital Workflow Working Group**

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# PROGRAMMATIC CAMPAIGN



# DETAILED STEPS

**This workflow applies to programmatic campaigns which automate the delivery of data driven and target and relevant advertising to consumers as they interact with a brand's many touch points**

## **30 DAYS: CLIENT BRIEFS AGENCIES > MEDIA AGENCY BRIEFS TRADING DESK**

- Briefing by client of all campaign objectives to Media Agency and Creative Agency — may involve Trading Desk if required.
- Trading Desk briefed by Media Agency and campaign concepts are initially discussed and developed to primarily meet Client brief.
- Publisher engaged by Media Agency or TD to verify the available specs and/or formats available – Agency directed to most up to date specs if required.

## **30-23 DAYS: TRADING DESK INTERNAL BRIEF > TRADING DESK BRIEFS PUBLISHER**

- TD Team agree campaign objectives and decide on DSP and tech to be applied.
- TD Team outline capabilities e.g. RT; premium inventory; display; video etc to be applied to campaign brief and available publishers.
- TD Team uncover if Custom activities are required and investigate options to meet brief.
- TD Team investigate pricing to meet client ROI.
- If Bespoke, TD check requirements with relevant Publishers/Ad Exchange/SSP and then finalise required inventory.

## **30-23 DAYS: TRADING DESK / MEDIA AGENCY REVIEW RESPONSES > MEDIA CONCEPTS DEVELOPED**

- All responses reviewed against brief and related media concepts developed and confirmed to meet brief.

## **DAY 23 - 21: PRESENTATION TO CLIENT > FINAL SCHEDULE SIGN OFF > CREATIVE CONCEPTS DEVELOPED**

- Media Agency (with assistance from TD if required) present media concepts to client for initial sign off.
- Based on client feedback and any resulting conversations with TD, creative concepts are developed and readied for client sign off.
- If necessary, creative and media agencies jointly develop overall campaign concept.
- Media Agency shares publisher formats and specs if required or recently updated to creative team.
- Initial online display advertising concepts to be generated either within standard formats, or with a view to creating a custom format with a publisher.
- Media and/or Creative Agency present concepts to clients to ensure creative concepts can be delivered in media.
- Any concept revisions will happen through feedback at this stage — TD/Media Agency to advise on impacts to turn around time if required.

(Note: All publishers specifications should be available to creative agencies on the IAB Australia Specs Database.)

## **DAY 18-14: PRIMARY CREATIVE SIGN OFF > FINAL AVAIL CHECK > BOOKING REQUEST & CONFIRMATION**

- Creative sign off by client leading to full creative build.
- If Bespoke, TD conducts final avail check with Publisher to ensure avails are correct and ready.
- If Bespoke, TD/Media Agency makes formal booking request from Publisher, receives IO and signs it to lock in relevant media inventory.

## **DAY 14: PUBLISHER SETS UP INVENTORY > CREATIVE BUILD**

- Publisher/Ad Exchange/SSP Sets up deal to enable TD to access specific inventory as per IO.
- Floor/ceiling price set up.
- Creative Agency commits final creative build of all formats and executions ready for delivery.

## **DAY 7: CREATIVE DELIVERY > CREATIVE QA BY TRADING DESK**

- Once all assets have been built to spec, Creative Agency to supply to Trading Desk.
- This step may need to go through several iterations if Trading Desk checks identify issues in creative execution.
- QA of creative files and content — spelling; click macros; flash vrsn; size; general content.

#### **DAY 7 1: TRADING DESK TRAFFICKS CAMPAIGN**

- TD Team assign creative to inventory and sets to go live as per IO details.

#### **+1 DAYS: TRADING DESK CONFIRMS CAMPAIGN LAUNCH**

- TD Team confirms launch of campaign to Media Agency/Client — including an initial delivery report and screen grabs.
- TD Team to confirm if screen grabs created via a testing tool or live site grab.

#### **AD HOC: TRADING DESK / MEDIA AGENCY MONITOR & OPTIMISE > PERFORMANCE REPORTING**

- TD/Media Agency monitor daily/weekly/monthly delivery and optimises to ensure client ROI.
- TD/Media Agency provide campaign performance reporting to Client as required.

#### **END DATE +2 DAYS: POST CAMPAIGN REPORTING > POST ANALYSIS MEETING**

- TD provides post campaign report with primary insights and learnings to Media Agency.
- TD/Media Agency presents final campaign performance to Client.