



# ~~BRILLIANT~~ BASICS\*

\*WE DIGITAL FOLK NEED TO KNOW

By Adam Furness – Director of Strategic Accounts APAC – RadiumOne  
@adamfurness

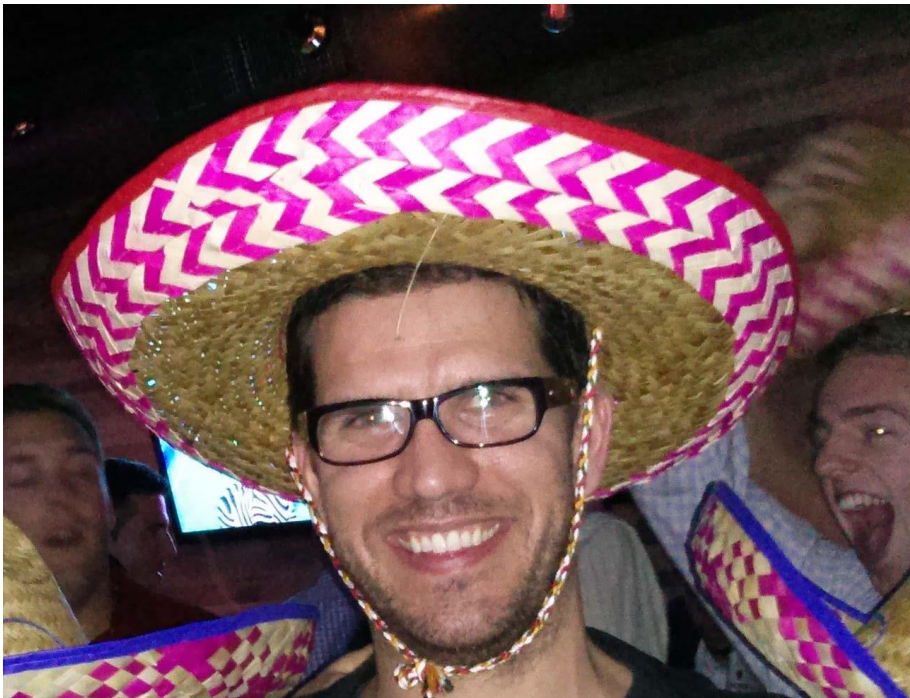
# + Today's Agenda



Search  
Display  
Native  
Multiscreen  
Digital Planning Process  
Targeting  
Measurement



# + Who's this dude



Husband and Father

14 years in Media

Experience in Radio, TV, Digital  
and Programmatic

Worked at SCA, MRN, MI9 and R1

Won some stuff along the way

Founding Board Director at Un Ltd.

Surf Lifesaver at Manly

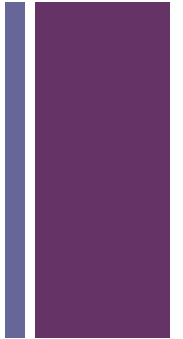
W.I.P



search

# + The Importance of Search

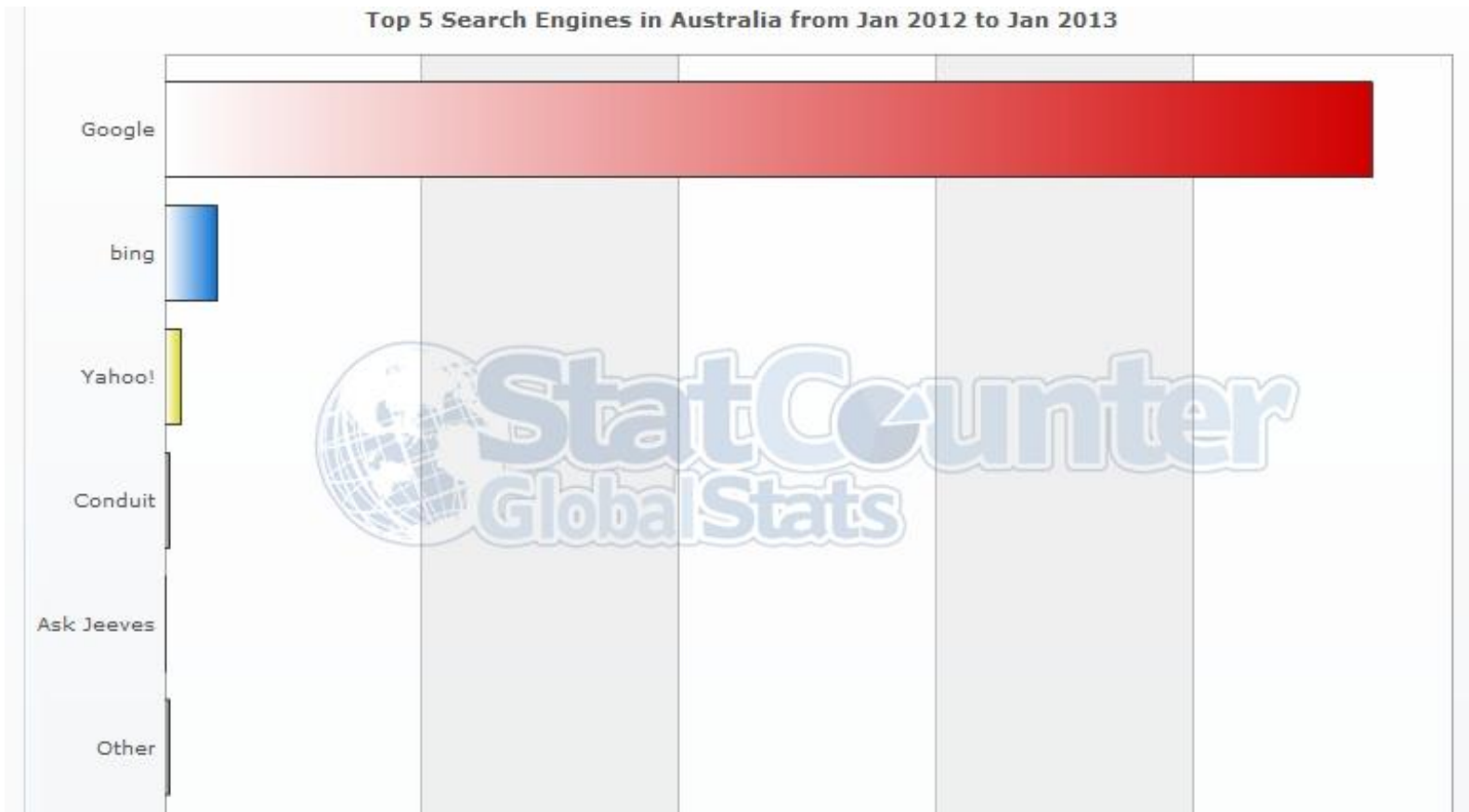
- The path to purchase is complicated. Search plays a key role for consumers at different stages, helping them connect to find solutions
- Search Engine Marketing (SEM) accounts for 59% of digital spend and 18% of overall marketing spend, according to the IAB



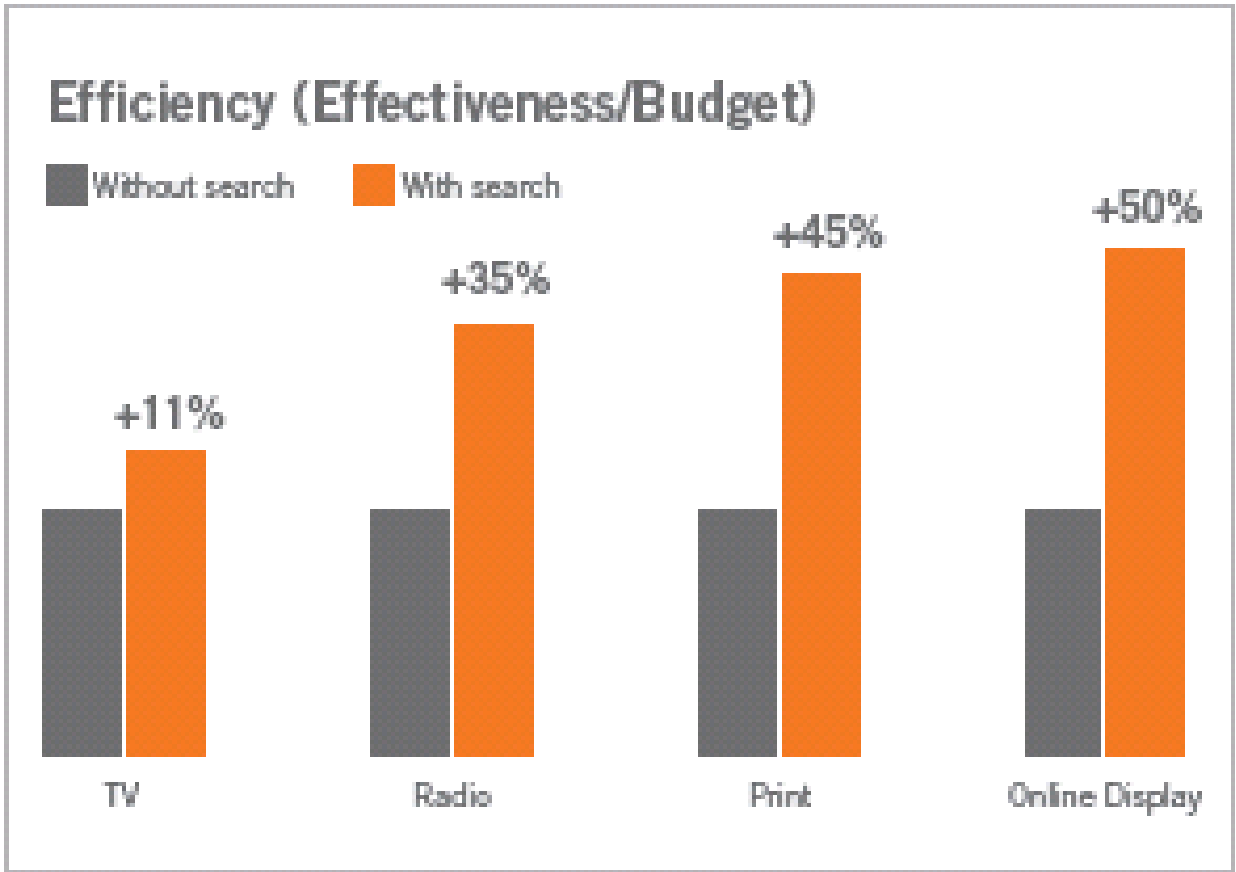
# + Search Is At The Center



# + When talking about Search, GOOGLE = Lion's share in Australia



# + Search Makes Other Media Work Harder



- Unilever case study shows increased efficiency with search
- Search in combination with other media makes that media more effective in increasing brand values:





# How search works



# Search results are divided into two...



+David Search Images Maps Play YouTube News Gmail Documents Calendar More -

Google credit card

Search About 1,250,000,000 results (0.33 seconds)

Everything  
Images  
Maps  
Videos  
News  
Shopping  
More

Melbourne, VIC  
Change location

The web  
Pages from Australia  
More search tools

Ads related to credit card Why these ads?

**PPC - top 3 positions**

[Top 10 Credit Cards \(AUS\) | creditcardfinder.com.au](#)  
www.creditcardfinder.com.au/  
0% Balance Transfer & \$0 Fee Cards. Top Credit Cards. Apply today!

0% Balance Transfer Credit Cards Top Low Rate Credit Cards  
\$0 Annual Fee Credit Cards Top 10 Credit Card Offers

[ANZ Top 10 Credit Cards | ANZ](#)  
www.anz.com/CreditCards  
Get The Credit Card Benefits You Deserve. Find Out How Today!

Low Interest Credit Card - ANZ Balance Visa - Compare Credit Cards

[Virgin Flyer Credit Card - 1.9% Balance Transfer For 12 mths](#)  
www.virginmoney.com.au/FlyerCreditCards  
Apply Online. Offer Ends 30 June.

Save with 1.9% p.a Balance Transfer - Up to 4 Complimentary Flights

**SEO - Organic results**

[Interest Free Shopping & Everyday Credit Card - GO Mastercard](#)  
www.gomastercard.com.au/  
Whether it's a large or small purchase, GO MasterCard is the smarter way to shop interest free at thousands of retail stores. Apply today!

[Credit Cards | American Express Australia](#)  
www.americanexpress.com/australia/credit-cards  
Credit Cards from American Express offer a range of benefits, including complimentary flights and exceptional service - View and compare our Credit Cards and

[Credit Cards - Westpac](#)  
www.westpac.com.au/personal-banking/credit-cards/  
Compare Credit Cards at Westpac and find our best Australian credit card to suit your needs. With a broad range of credit cards we can assist you with your ...

[Credit cards - Compare credit cards - Apply online - Commonwealth...](#)  
www.commbank.com.au > Personal  
Compare credit cards and find the best credit card to suit your needs. Choose from

Ads - Why these ads?

[NAB Gold Credit Card](#)  
www.nab.com.au/Gold\_Card  
1% p.a. on BT for up to 12 months. Offer extended until June 30 2012

[Amex® Credit Cards](#)  
www.americanexpress.com/CreditCard  
With a Complimentary Flight! Plus Up to 3 Points per \$1 Spent. Apply

[Coles Credit Card](#)  
www.colesmastercard.com.au/Credit-Card  
Redeem flybuys & Get \$10 off Your Coles Shop With Coles MasterCard

**PPC**

[0% Balance Transfers](#)  
credit.cards.hsbc.com.au/  
No Annual Fee. Transfers \$5K Now. 0%p.a. Balance Transfers 6mths\*

[Bankwest Credit Card](#)  
bankwest.com.au/ImmediateResponse  
Australia's Lowest Rate MasterCard Purchase Rate at 10.99%pa-Apply Now

[Instant Approval Cards](#)  
www.creditcardcompare.com.au/  
Get Instant Approval for a Credit Card Online. Compare & Apply Now!

[Top 10 Credit Cards \(AUS Now\)](#)  
www.creditcard4u.com.au/  
Up to 12 months 0%. From 10.99%p.a No Annual Fee, Rewards, Cash Back

[ME Bank Pink Debit Card](#)  
mebankcampaign.com.au/Master\_Card

Organic AKA  
SEO (Search  
Engine  
Optimisation)

PPC (Pay per  
click) AKA SEM  
(Search Engine  
Marketing)



# PPC, or Search Engine Marketing

The screenshot shows a Google search for 'microsoft office'. The search bar is at the top left, with the text 'microsoft office' and a 'Search' button. Below the search bar, there are options for 'Advanced Search' and 'Preferences'. The search results are displayed below, with a 'Web' tab selected. The results include several organic search results and a large 'Sponsored Links' section on the right. The organic results include 'Microsoft Office 2007', 'Office Online Home - Microsoft Office Online', 'Microsoft Office - Wikipedia, the free encyclopedia', and 'Microsoft Corporation'. The 'Sponsored Links' section contains several advertisements for Microsoft Office, including 'Microsoft Office \$11.95', 'Microsoft Office', 'Microsoft Office', 'Microsoft Office 2007', and 'Microsoft Office'.

Cannot buy your way to the top. Ranking is determined by the CPC bid and a quality score

Pay on a COST PER CLICK buying model, therefore do not pay for impressions



# + Introduction to Paid Search

# + What Is Paid Search?

- Driving traffic to a website through paid ads
- Generally an efficient way to acquire visits to website as:
  - It's a cost per click model
    - Advertiser decides how much to invest per click / keyword / timeframe etc.
  - High level of analytics available to understand what converts best
  - Easy to switch off and on

The image shows a Google search results page for the keyword "Digital Camera". The page is divided into two main sections: "ORGANIC" on the left and "PPC" (Pay Per Click) on the right. The organic results are listed in a standard search format, while the PPC results are highlighted with a red border and labeled "Sponsored Links".

**ORGANIC**

- Technology products price comparison shopping guide. Find discount computer, cheap digital camera, buy digital cameras. Find cheap books, computer software ...
- Find the cheap new computer notes, and cheap digital cameras. Find online computer stores, dell laptops, cheap printers, and more.
- Digital Cameras, Best Reviews, Compare Prices and Get Cheap Deals. Amazon.com provides digital camera equipment reviews for you to learn about ... We also provide lots of shops in the UK to help you buy cheap digital ...
- Amazon.com - Buy Computer Parts, Laptop Computers, Digital Cameras ... Canon 30000 Cheapgate 7.1 MP Digital Camera - Read 1/4. 8/000, 2.5/198-LCD, 3X Optical Zoom All Digital - Any Rating Rating + 4 Rating + 4 Rating + 4 ...
- Buy Digital Cameras. Click on the banner to see today's best selling digital camera deals - Clearance Sale ...
- Digital cameras, digital camera reviews and best price search. Daily 800-400-0000. 0 suggested digital camera with 174 total items. Cheap Digital Cameras - Cheap digital cameras. Check here for a bargain ...
- Cheap Digital Cameras at Wholesale Digital Camera Reseller Prices. Cheap Digital Cameras at wholesale Digital Camera reseller prices. Free order \$25 + the cheapest camera online today.

**PPC**

**Sponsored Links**

- Cheap Digital Photo. Develop photos online at Wal-Mart. Create personalized gifts. Shop now.
- Discover Digital Camera. Get a bundle of up to \$300 on Canon 5000 Camera Plus Bundle From Now.
- Cameras. See our Online Selection & Save up to 25% off Select Digital Cameras!
- Cheapest Digital Camera. 1000+ Digital Camera Products Used Just Here!
- Cheapest Digital Camera. Discount digital imaging equipment. 20,000+ brands name of products. 1747.com.
- 4K Digital Photo Print. Home Delivery. 50% shipping. Free album storage & sharing! HomeBlox.com.
- Just Cameras \$9.95. Ask - Prepaid - Security Discounts. 48 Brands. Free Shipping. HomeBlox.com.
- Cheapest Camcorder. Camera Photo, Zoom, Size. Height of Our DV Camcorder. HomeBlox.com.
- Your Digital Camera. Today, you can find Award-Winning Digital Cameras, Printers, & More! HomeBlox.com.
- Cheapest Digital Camera. Get the 30 pin Camera Case & Access to Shoot, Edit & Print Like a Pro! HomeBlox.com/photography.

# + SEM Ranking Levers

There are four levers to pull within AdWords accounts:  
Ad Text, Keyword Coverage, Bids and Budgets

## AD TEXT

**Optimising your ad text:**  
improves your consumer response, CTR and Quality Score, achieving either better profitability or greater volume for the same cost

## KEYWORDS

**Optimising Keyword Coverage:**  
gives you the ability to increase your reach to a qualified target market

## BIDS

**Optimising Bids:**  
enables you to achieve the fine balance of volume versus profitability

## BUDGETS

**Optimising your budget:**  
allows your ads to show as often as possible against the relevant queries which you cover

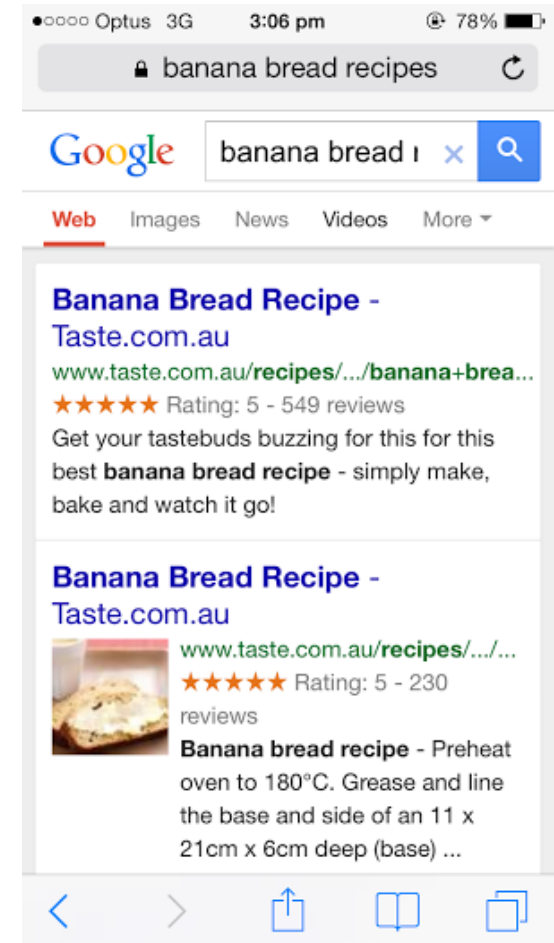
Ad Text & Bids combine to affect your ad's

RANK

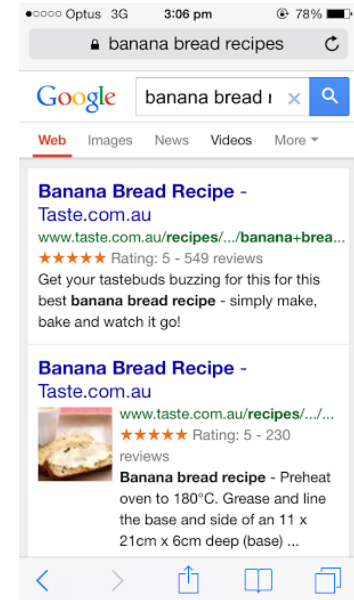
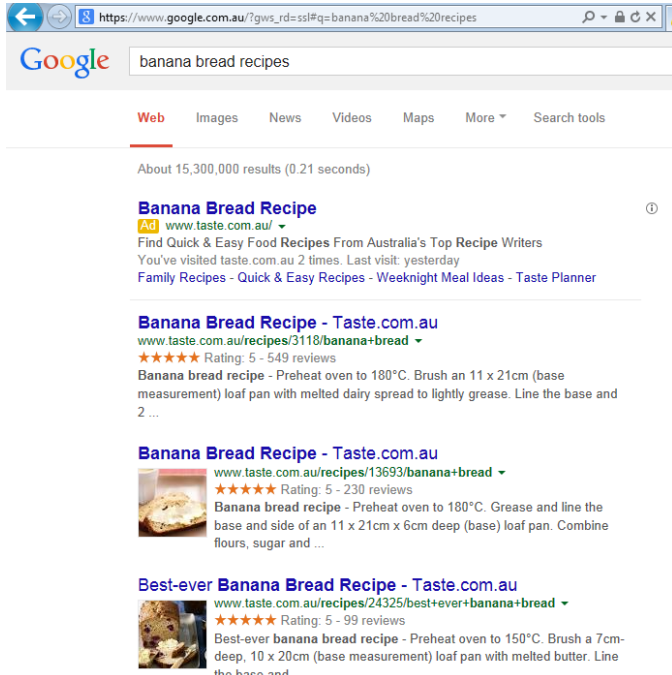
# + Mobile Search - Australia

# 65%

of people Search on their Smartphones everyday



# + Mobile Search, Benefits



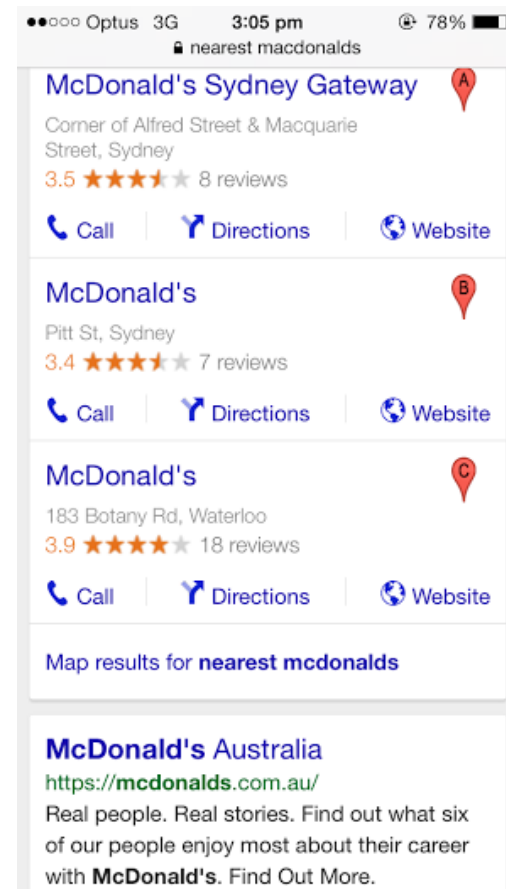
Smaller screen means higher cut through and less visible competition

Mobile Paid Search gives better value than desktop

Better Targeting options

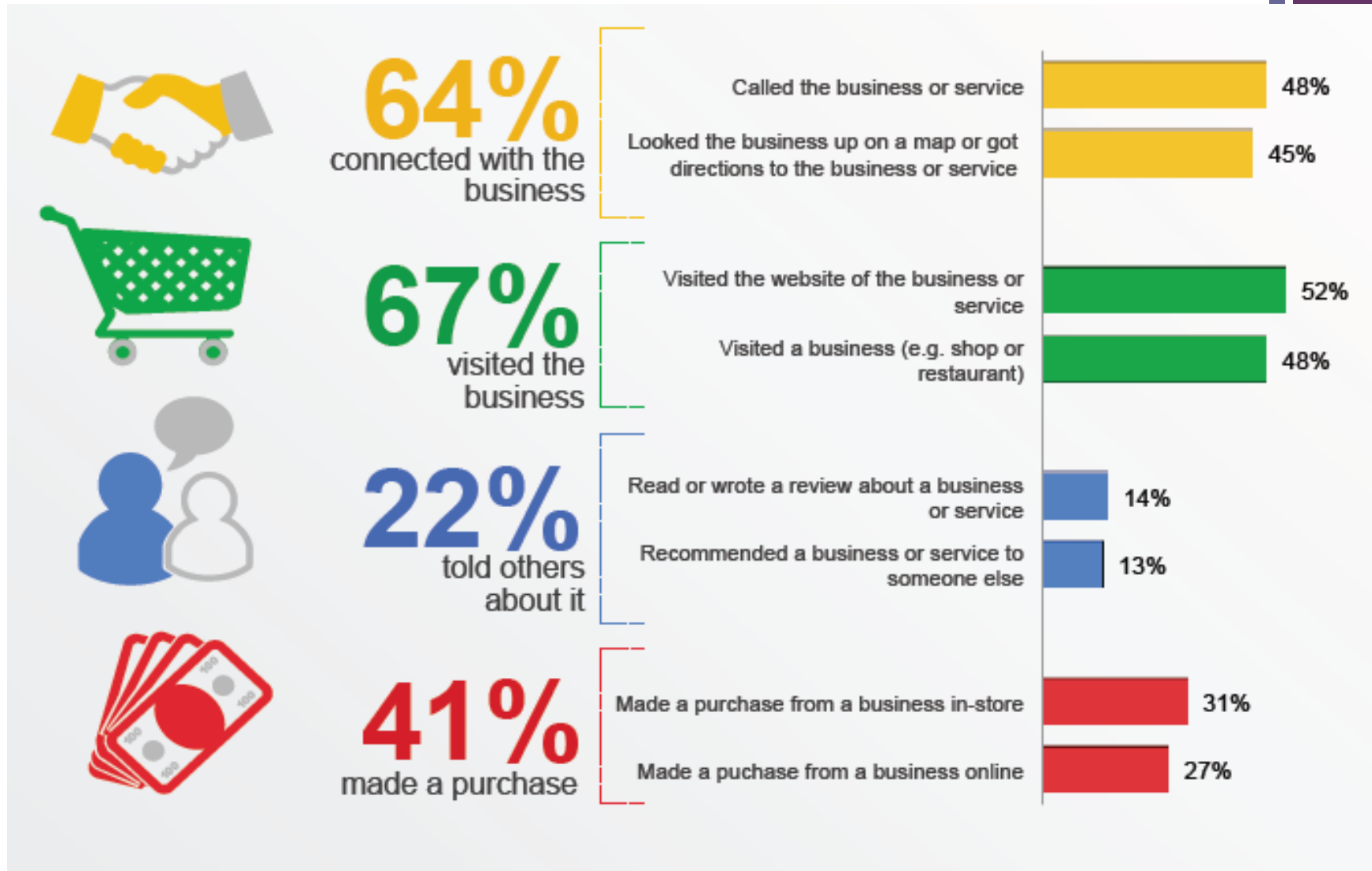


# + Local Search



Mobile search makes it easy for customers to reach them with resources such as maps, click to call, directions etc. (instantly trackable)

# + Mobile Search Goes Local





display

# + The Role of Display

- Numerous opportunities and applications
- Many formats and buying models
- Awareness, engagement and response
- The Swiss Army Knife of Digital

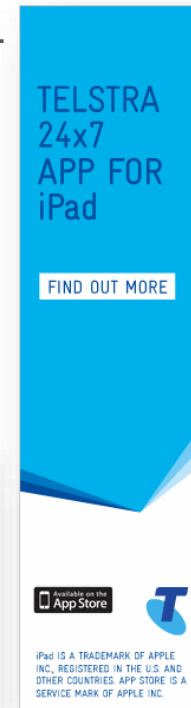


# + The Basics

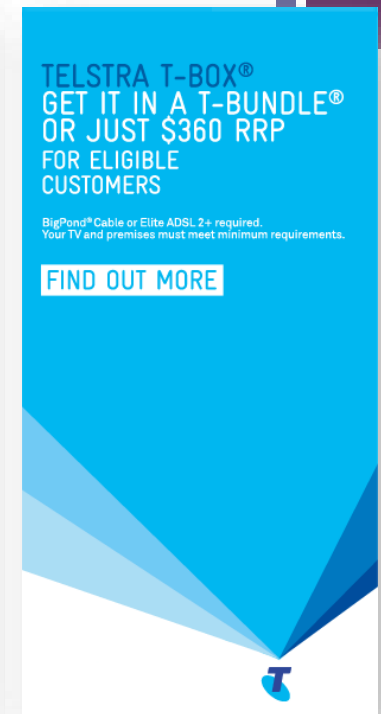
- Standard formats established by IAB and used by almost every publisher
- Leaderboard, MREC, double MREC and Wide Sky the most common
- Many other sizes exist
  - 468x60
  - 234x60
  - 300x100
  - 120x600
  - 300x600



300x250 / Mrec



160x600 / Wide Sky



300x600 / Half Page



728x90 / Leaderboard

# + Expandables, response based format with larger real estate

for the chance to win \$10k


News Sport Finance Entertainment Lifestyle More sites TV WATCH ONLINE MAGAZINES SHOP CLASSIFIEDS

WATCH NOW 'The Hobbit' world premiere live from NZ


9NEWS Wednesday, Nov 28, 2012

### Morcombe murder trial could take months

Court faces a mountain of evidence, accused's lawyer says



**Overshare: Woman drops bombshell during TV news**



**Found unconscious: Melbourne babysitter accused of killing child**

**Generous reward: Millionaire leaves \$12.5m to helpful neighbour**

**'Sexist' remark: Rugby legend slammed for criticising reporter**


**Strange choice: Twitter-obsessed couple give baby unusual name**

More news Latest headlines

Sydney Change  
Today 20°/24° Possible shower  
Tomorrow 20°/28° Clearing shower

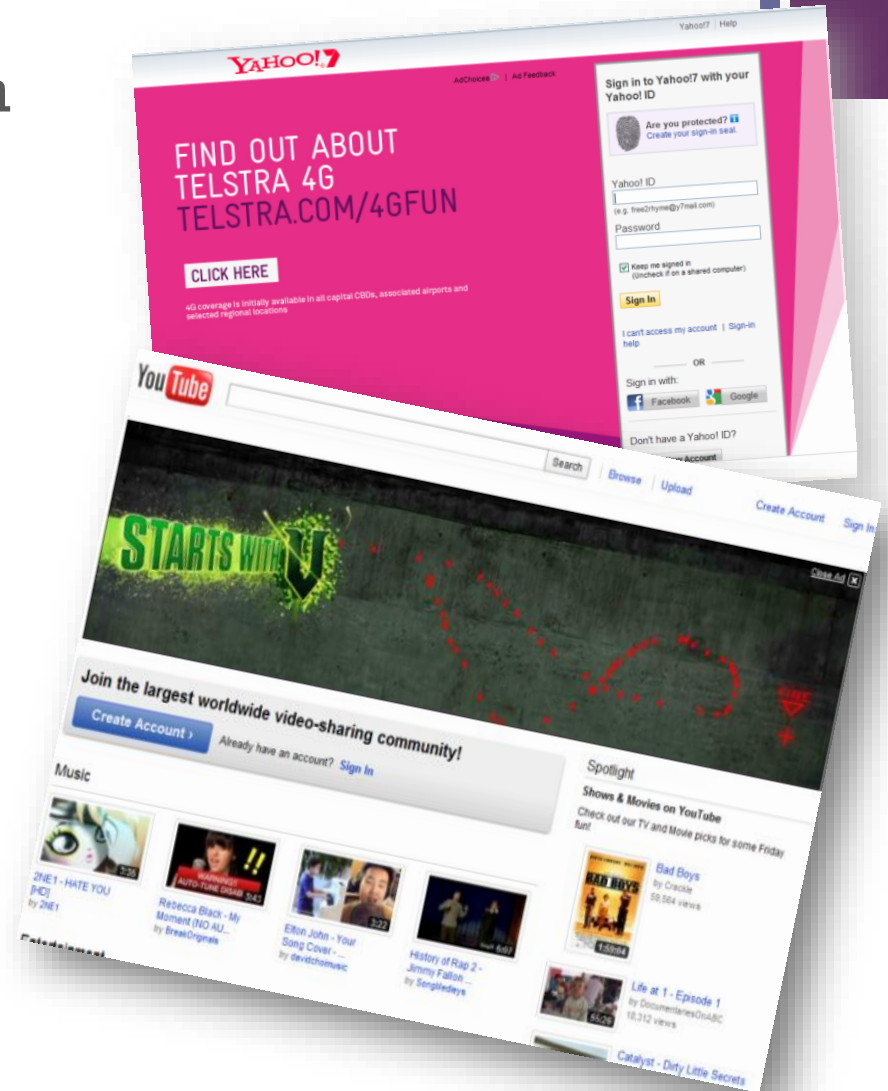
eBay Fashion Gallery Deals  
Jobs Online courses Search jobs  
Property For sale For rent  
Cars Used cars New cars  
Dating Local singles Join risk free  
Deals Join now and start saving

THE DARK KNIGHT RISES  
DOUBLE PLAY SPECIAL FEATURES  
A Hi-Def Blu-ray Disc and a Standard-Def DVD for home or car.  
BUY NOW



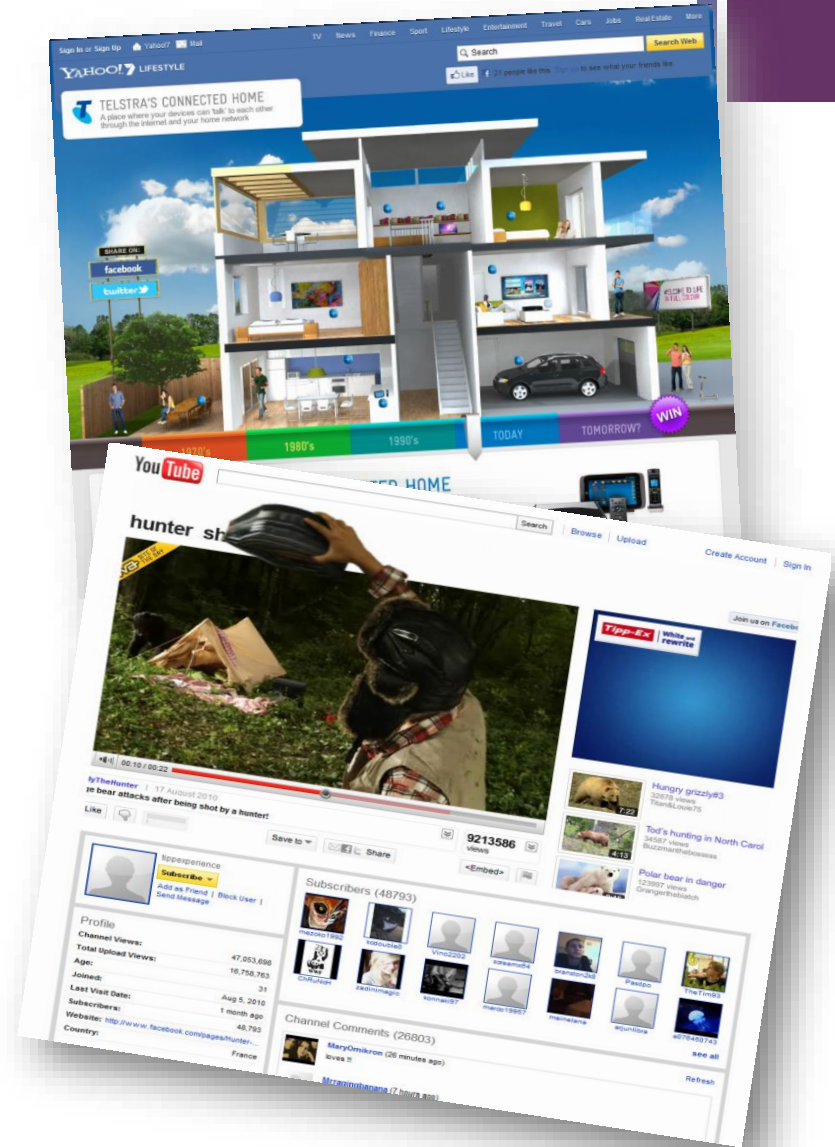
# + Awareness

- Able to deliver mass reach and awareness
- Larger more premium placements: Homepage takeovers, road blocks, reskins, etc.
- Unmissable – high impact and cut through



# + Engagement

- Can take consumer on a journey – not limited by time and space
- Integration with sites to create in depth content - not just advertising
- Share detailed product information and brand experiences





# + Response

- Able to efficiently drive leads and acquisitions
- Pay only when a specific action is taken
- Serve tailored messages based on stage in the purchase cycle
- Ability to do data capture in banner, consumer already commits before reaching site



WeightWatchers  
Approved by life

> Join now for \$1\*

# + Watchouts

Below  
The Fold

The screenshot shows the NME website with a complex, multi-column layout. At the top, there's a navigation bar with 'HOME', 'NEWS', 'REVIEWS', 'PHOTOS', 'VIDEO', 'BLOGS', 'TICKETS', 'MOVIES', 'ARTISTS', 'FESTIVALS', and 'NEW MUSIC STORE'. Below this, there are several featured articles and sections, including 'The Libertines ponder writing new material after reuniting', 'Oasis to release singles collection in June', and 'Slash's solo album streamed online'. The layout is packed with text, images, and various interactive elements, illustrating a 'below the fold' design where content is densely packed to maximize screen real estate.

Too  
cluttered

The screenshot shows the Mashable website with a very cluttered layout. The top navigation bar is filled with numerous links, and the main content area is packed with multiple columns of text, images, and social media widgets. A red circle highlights the top navigation bar, and another red circle highlights a vertical sidebar on the right side of the page. The overall design is highly information-dense, with many small elements competing for attention, which is a common critique of early 2010s web design.

# + Why Display Creative Has To Work Hard...



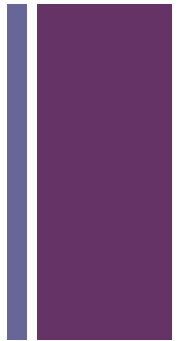


+

Native



# Advertising written by editorial



MAMAMIA WOMEN'S NETWORK

IVILLAGE.COM.AU | RANDOMHARRY.COM | THEGLOW.COM.AU | DEBRIEFDAILY.COM

MAMAMIA

f t p u y r

MUST READ NEWS ENTERTAINMENT PARENTING ROGUE WELLBEING CAREER VIDEO LIFESTYLE STYLE MORE

DAIRYLEA

WELLBEING 14 JUNE 2015

## 7 school lunch box problems, sorted.

**Jo Abi**  
@http://www.twitter.com/joabi

31 shares [SHARE](#) [SHARE](#) +

**Lunchtime stress, be gone.**

Nothing thrills me more than unpacking my children's school bags and feeling the lightness of an empty lunchbox. It's exhilarating.

On the flipside, any parent knows that when their kids reject their lunchbox efforts, it's not only frustrating, but heartbreaking. Yes, heartbreaking. But I'm here to help with that.

Mamamia recently asked our readers to submit their [parenting problems](#) for us to "hack". Based on the feedback we received, it seems school lunches are causing a lot of you headaches.

So here are seven solutions to school lunch box dramas, to make the morning rush a little more bearable.

*Just as an FYI, you should know that this post is sponsored by DAIRYLEA. But all opinions expressed by the author are 100% authentic and written in their own words.*

**similar stories**

**Should we really be taking orgasm advice from Nicki Minaj?**  
LAUREN WILLIAMSON 1 SHARES

**The internet's best responses to the Jensens' divorce threat.**  
MAMAMIA TEAM 352 SHARES

**"We adopted two children from overseas. And it was the hardest – and best – thing we've ever done."**  
ALEXIS CAREY 289 SHARES

**FOR TIPS, ARTICLES + IDEAS**  
**VISIT MUMMY HACKS NOW**

**news** **celeb**

**NEWS Paedophile Rolf Harris mocks his victims with a new song.**

**NEWS Sunday's news in less than five**



# Articles promoted by brands



This BuzzFeed homepage is tailored for our readers in Australia. [Switch to US.](#)

[Cookie Info](#)

# BuzzFeed

 NEWS BUZZ LIFE

News Buzz Life Quizzes Videos More [Get Our App!](#) 126k



**PROMOTED BY**

**YASSSS PRINCE GEORGE**

## Prince George Slays His First Balcony Appearance

## 21 Questions Australia Has For The US

BuzzFeed News Reporter  
[Lane Sainty](#)

**PROMOTED BY**

**YASSS MOTIONS**

## 27 Things Sensitive People Want You To Know

I'm not crying. YOU'RE crying.

Anna Borges · a few minutes ago · 265 responses

**PROMOTED BY**

**10 People Who Didn't Settle For Normal**

Whatever your 'It' is...let's take it up a notch.

**Mountain Dew**

**Remember That Time "Sabrina" Tried To Pass A Bald Man As A High School**

## BuzzFeed NEWS



### A Freak Hail Storm Hit Alice Springs And Turned The Red Centre White

Jamima Skelley · a half hour ago

## Trending



**3** Out in a slight? Santa and his wife come to grief after crashing into a drunker sled ride through town

# + Content led advertising

**HYUNDAI A-LEAGUE**  
10 YEARS

PLAY WITH SOUND

Hyundai A-League @ALeague 42m  
FFA statement regarding Perth Glory  
[ffaus.co/1GvNWgZ](http://ffaus.co/1GvNWgZ)

Hyundai A-League @ALeague 54m  
@FFA also determined  
@PerthGloryFC was in breach of the  
rules for failing to disclose payments &  
benefits in 2012/13 & 2013/14 seasons.

Hyundai A-League @ALeague 57m  
The sanction follows determination  
@PerthGloryFC  
to disclose repayments to at least 6 players

Live Tonight & Tomorrow  
7.30pm AEDT

SBS ONE

Get Your Tickets | Twitter

One Direction On The Road Tour 2015 YouTube

PLAY WITH SOUND

0:06 / 0:30

TELSTRA THANKS PRESENTS  
**ONE DIRECTION**  
the ROAD AGAIN TOUR 2015

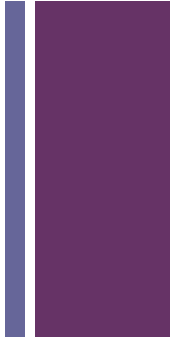
Purchase Tickets

#JD FUTURE LEGENDS

PROJECTS BUILT ON MUSIC & CREATIVITY

EXPLORE. MORE. MUSIC.

# + Native advertising



“Advertising that is native to the environment it’s found ”

Or simply

“Adverting that’s not shit”





Multi Screen

# + Long gone are the days of a phone just to make a call...



Internet browsing using 3 or 4G almost anywhere

Video, pictures and music all stored in one place

GPS for mapping and geo-location services

Downloadable apps, games, and content

Instant communication beyond phone calls, Facebook, instagram, Tinder...



2005



Luca Bruno / AP

2013



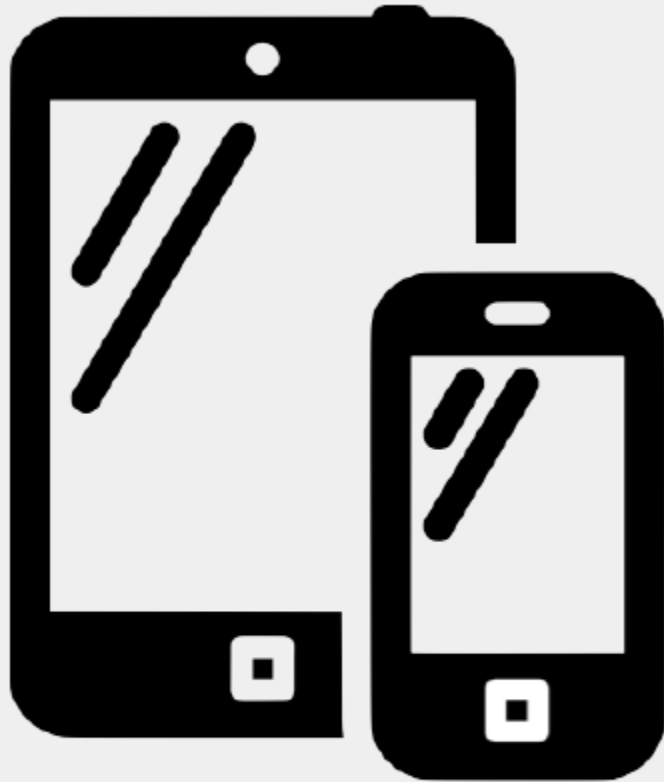
NBC NEWS

Michael Sohn / AP

# + When talking 'mobile'



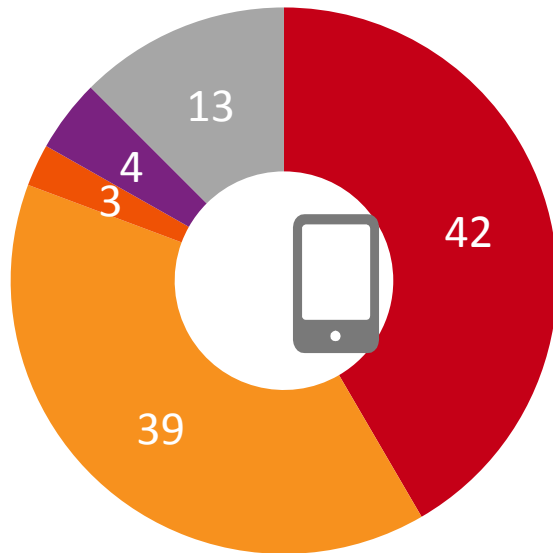
Mobile



Tablets &  
Smartphones

# + OS - Android leads the pack, just

## Smartphone operating system share in Australia



■ Android ■ iOS ■ RIM/Blackberry ■ Windows ■ All others

- Ideally sites or apps would be developed on both leading platforms.
- If not an option look at platform penetration within a specific target audience to maximise success



# + Smartphone usage only set to increase



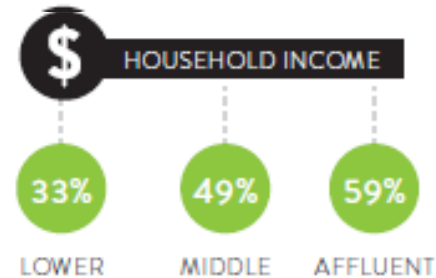
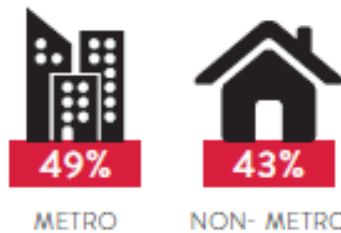
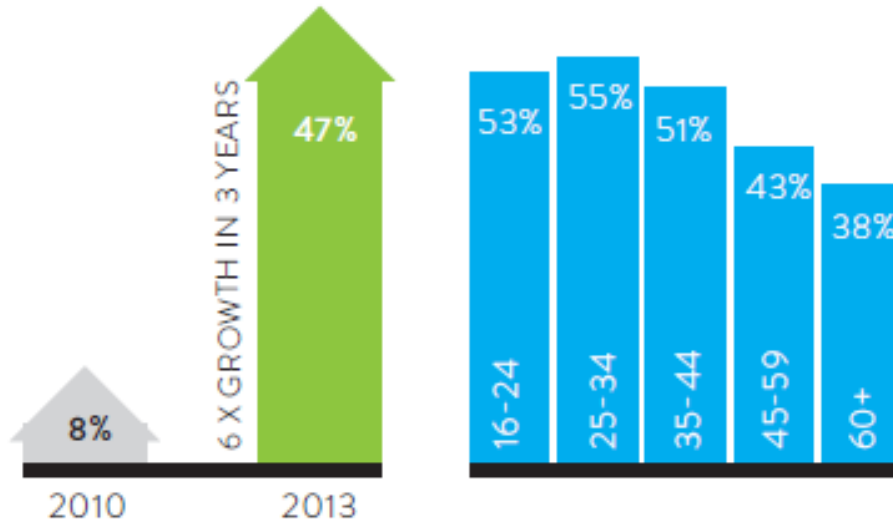
# + Hands up if you have a Tablet



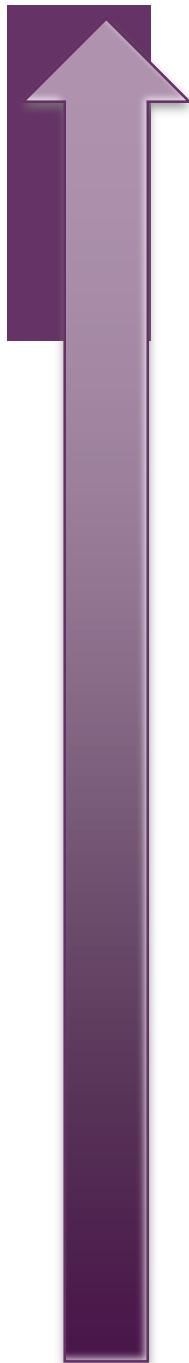
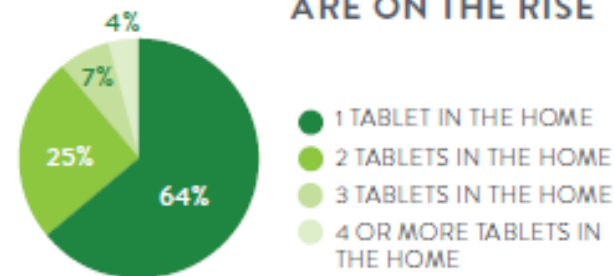


# + Tablet growth in Australia

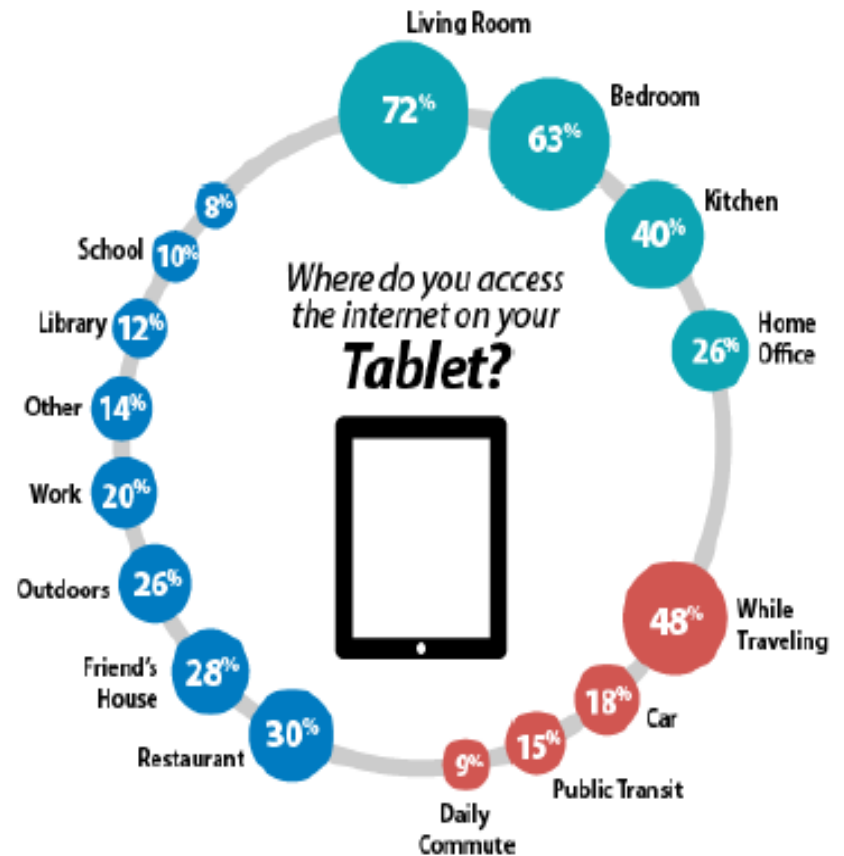
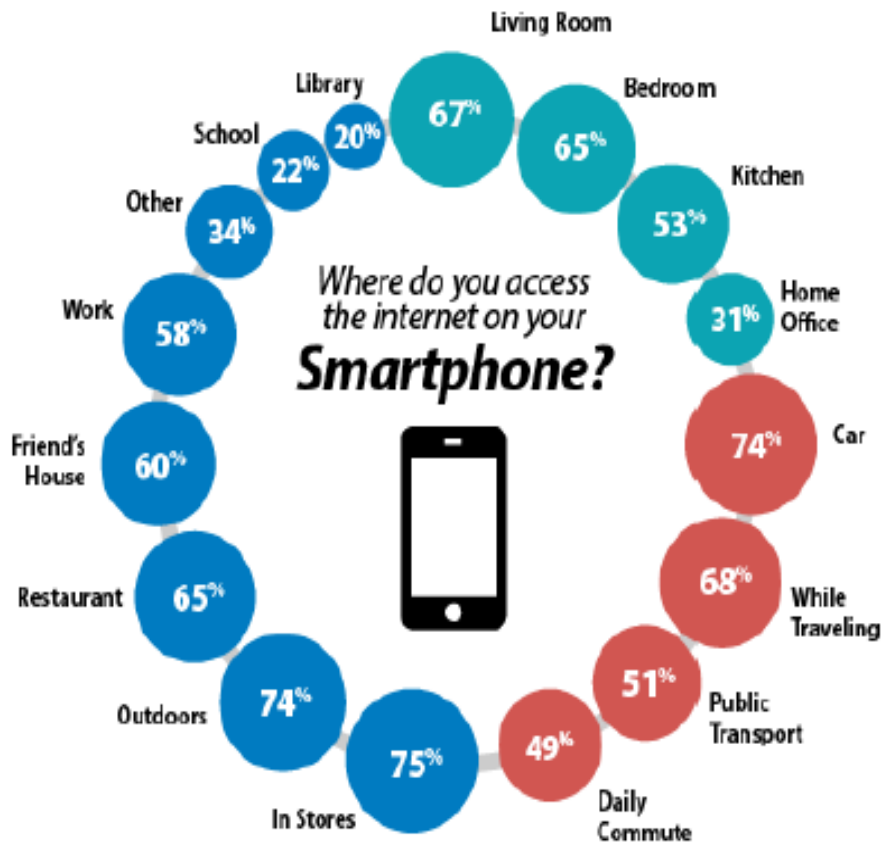
## HOUSEHOLD OWNERSHIP



## MULTI-TABLET HOUSEHOLDS ARE ON THE RISE



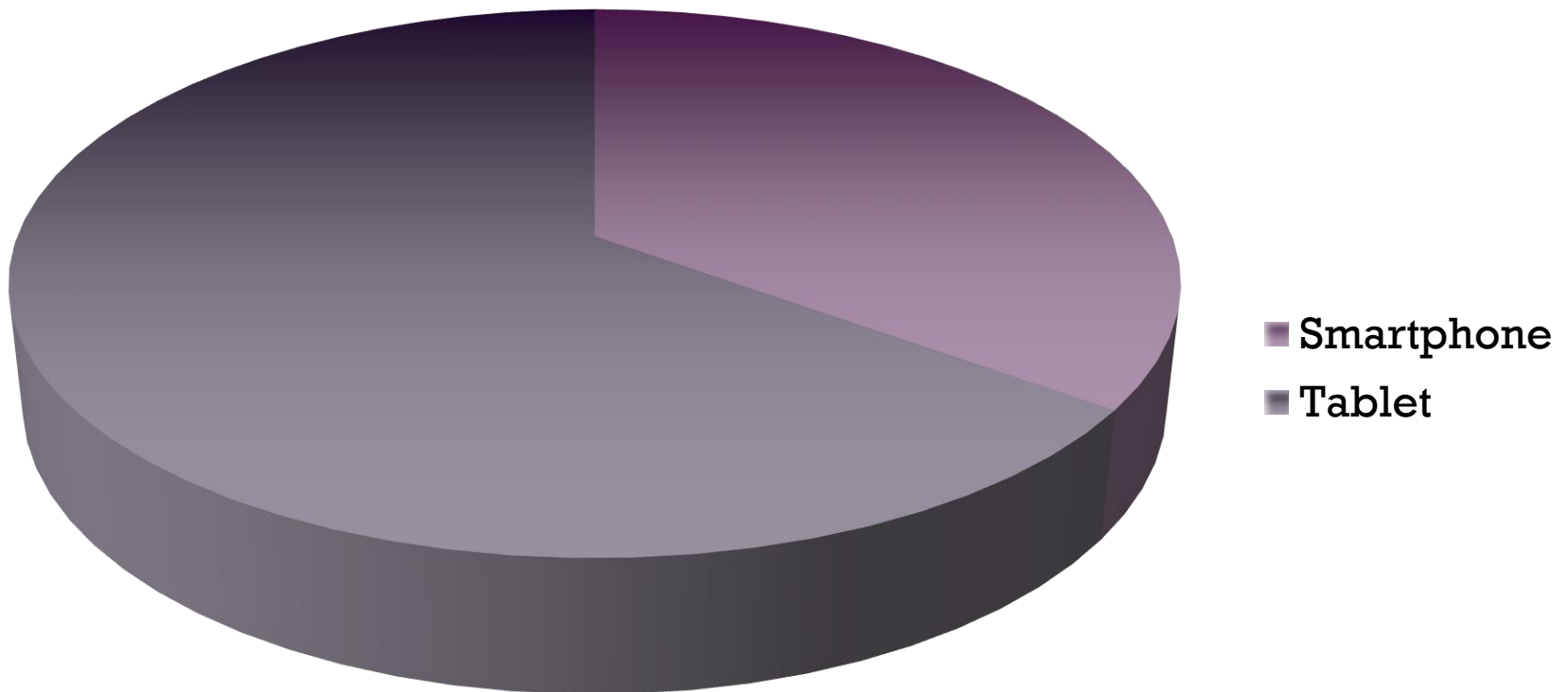
# + Each device has distinct consumer behavior's



Source: Forrester Research

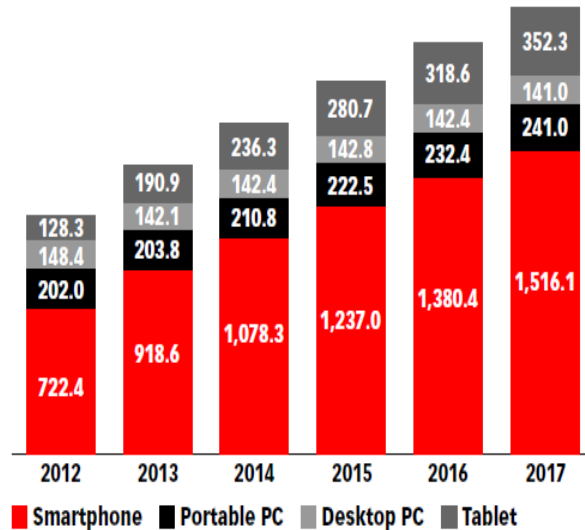
# + Different devices have different usages

Smartphones = Browsing  
Tablets = Purchasing



# + Mobile TO DOMINATE

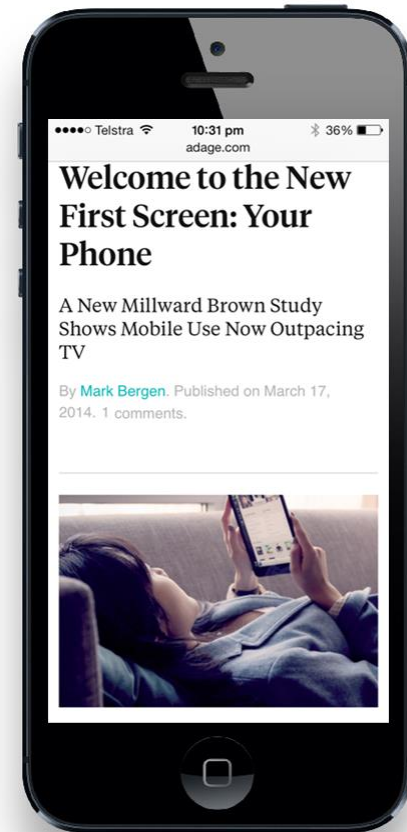
**Smart Connected Device Shipments Worldwide, by Type, 2012-2017**  
millions of units



Source: International Data Corporation (IDC), "Worldwide Smart Connected Device Tracker" as cited in press release, March 26, 2013

154536

www.eMarketer.com



**Current Data trends indicate that Smartphones and tablets will out- sell PCs worldwide by a margin of nearly 5-to-1 by 2017**



Digital planning process



**1. Understanding  
The Role Of  
Online**

(and how it fits with  
other media)

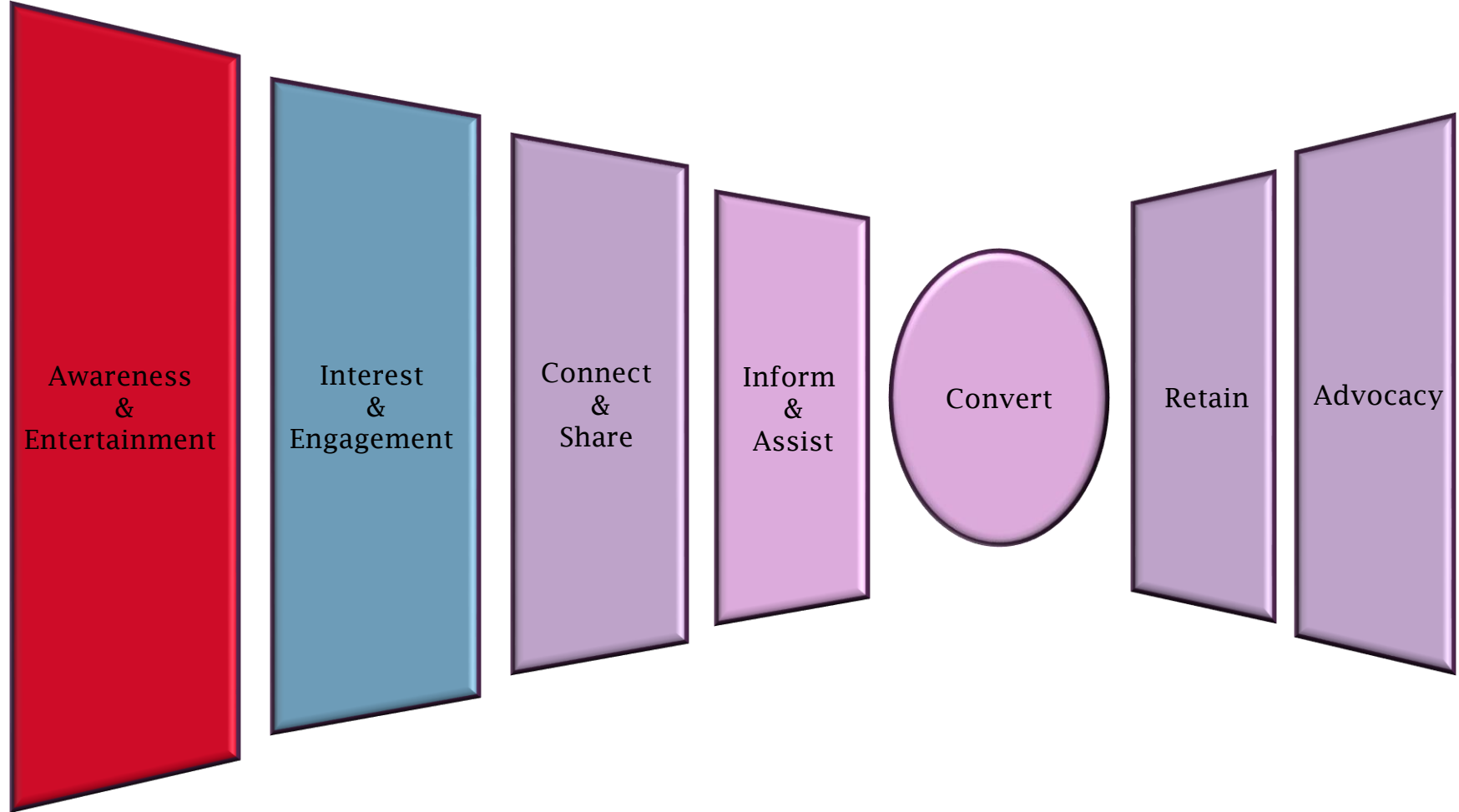
**2. Setting  
Objectives  
(KPI's)**

**3. Selecting  
Sites & Formats**

**4. Targeting**



# Understanding the role of Digital



# + It's a complex beast!

## AWARENESS



High reaching portals/networks  
Large formats  
Impactful executions  
High frequency  
Sponsorships / buyouts  
Video  
Search  
Content integration  
Branded destination  
Apps & Widgets  
Interactive video  
Voting/polls  
Competitions

High volume impressions, low cost

Text based placements  
Frequency capping  
Re-targeting (re-sell/up-sell)  
Data Capture  
Rich Media - interactive ads  
Social Functionality  
Like / Share  
Blogs / Forums  
Alpha Influencers

## ENGAGEMENT



## RESPONSE



## PARTICIPATION





# + Different approach's for different objectives

## AWARENESS

High reaching portals/networks  
Large formats  
More impactful executions  
High frequency  
Sponsorships / buyouts  
Video  
Search - To work with ATL

## ENGAGEMENT

Richer formats - interactive ads  
Apps & Widgets  
Interactive video  
Voting / Polls  
Competitions

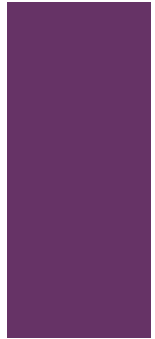
## PARTICIPATION

Portability of content  
User generated content (UGC)  
Social Networking  
Like / Share  
Blogs / Forums  
Alpha Influencers

## RESPONSE

Action / Incentives  
High volume impressions, low cost  
Text based placements  
Search  
Re-targeting (re-sell/up-sell)  
Data Capture - action within creative  
Programmatic

# + Role: Engagement



Watching multiple videos and starting conversations

Interactive Pre Rolls: Multiple Videos and further CTA's

Regaine: Let the user choose which content to view

Tippex: Let the user control the outcome

# + Role: Participation

Close [x]

Imagine nothing

New. Even Skintone Illuminator

Close [x]  Redness  Uneven skintone  Dark spots  Acne marks

ESTÉE LAUDER  
Idealist Skin Sation Illuminator  
Illuminates skin with SPF 15

KEREN, 40  
Skin concern: Redness ★★★★★

“It’s given me back my confidence. It’s worked and has done a great job. It’s not leaving my side. I’ve found it, I’m keeping it!”

Previous / Next

CLICK HERE TO WATCH THE VIDEO ▶

**Using Alpha Influencers**

**Facebook: sponsored stories**

Julia Powl, Kate Newcombe, and Melissa Noon like Neutrogena One Less Stress.

**Sponsored Story**

**CNN HEROES** CNN Heroes This week's CNN Hero uses the internet to redefine 'family' for teens who've lost many adults to AIDS. Look for her later tonight at <http://CNNEHeroes.com/>

**CNN HEROES** CNN Heroes 2011 - Everyday People Changing the World [CNNEHeroes.com](http://CNNEHeroes.com)

2 24 - Share

facebook

News Feed

What's on your mind?

Jennifer Kattula likes Paul Rudd and 2 other pages.

Judy Wang likes Foster The People and Google Science Fair.

**CNN HEROES** CNN Heroes This week's CNN Hero uses the internet to redefine 'family' for teens who've lost many adults to AIDS. Look for her later tonight at <http://CNNEHeroes.com/>

**CNN HEROES** CNN Heroes 2011 - Everyday People Changing the World [CNNEHeroes.com](http://CNNEHeroes.com)

about an hour ago · Like · Comment · Share

37 people like this.

Ajagbade Kehinde To me...this is a great initiative. CNN is doing it right.

Surya Reddy Really apprec work and care towards the HEROES.

Write a comment...

Events

What are you planning?

6 event invitations

FB Snowboard Charity Auction Happening Now

Justin Rejs & DJ Sam Isa... Friday 10:00am

Birthdays: Arjun Dev Arora, Jennifer Kando

Find More Friends

Helen, More Friends Are Waiting

These 10 friends found their friends using the brand today. Have you found all of your friends? Give it a try.

Your Email

Email Password

Find Friends

**Social video players with sharing functionality**

James Boag on Facebook

Like 9,447

00:53 / 01:00

f t v s

Sponsored by James Boag

intel

**The Museum of Me**

Create and explore a visual archive of your social life.

Connect to Facebook

Displays English only

Intel Australia

Experience your visual life through a journey of art and installation. Click here to create your personal museum.

Bob Bull likes this.

Like

**1.5m Exhibitions created**  
**461,000 FB Likes**  
**16,000 FB Shares**

# + Role: Response

**RECEIVE A FREE SAMPLE**

You already know about the goodness of green tea, but you'll be surprised how delicious it can now taste.

[Click here](#) to receive your free sample

Lipton Green Tea... available in a range of flavours to suit everybody.

**SUPRISINGLY TASTEA**

Sponsored Create an advert

**Free Sample - Be Quick**

Click here to try AVEENO® Daily Moisturising Lotion with Colloidal Oatmeal for free.

You, Antonia Farquhar, Mina Ashley, and 11 other friends like AVEENO® DISCOVERERS.



**Sampling**

**Social Recruitment**

EA Games Australia



A 51" Plasma TV, Xbox360 and The SIMS 3 Pets could be yours. Create your pet to win with The SIMS 3 Pets. Coming October 20th!

Like · 77,224 people like this.

**Offers and strong CTA**

WeightWatchers  
Approved by life

> Join now for \$1

HBA

Get active with PUMA and HBA

PUMA



**Smart Versioning**

The copy is already pre defined with standard ads.

HBA

Spring into action

PUMA



FIND OUT MORE



SV pro contains the same amount of frames but with a blank template.

The frames can be dynamically altered rather than having to create many versions.

FIND OUT MORE

# + Setting KPI's – at the start



## AWARENESS

- ✓ Impressions Delivered
- ✓ Unique R&F
- ✓ Ad recall
- ✓ Brand awareness
- ✓ Brand perceptions
- ✓ Brand favorability
- ✓ Message association
- ✓ Purchase intent



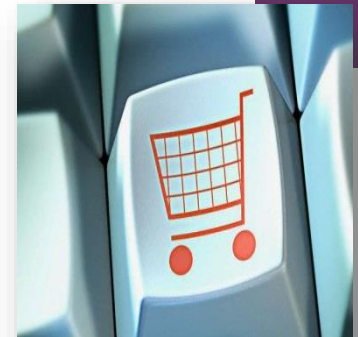
## ENGAGEMENT

- ✓ Click through rate
- ✓ Interaction rate
- ✓ Video streams
- ✓ % Video completed
- ✓ Repeat views
- ✓ Time spent with ad
- ✓ Games played



## PARTICIPATION

- ✓ Word of mouth
- ✓ Shares
- ✓ Likes
- ✓ Referrals
- ✓ Twitter followers
- ✓ Email database/CRM
- ✓ Brand conversations



## RESPONSE

- ✓ Clicks/Sales
- ✓ Leads/Quotes
- ✓ Opt ins
- ✓ Registrations
- ✓ Downloads
- ✓ Entries
- ✓ Cost per...

# +Selecting Sites and Formats

Demographic profiling and reach potential/consumption



Contextual relevance and targeting capabilities



Breadth of environment & depth of content



Liaising with Creative Agency



Past learning's & results



Competitive & Brand fit



Negotiability & Flexibility

## **Roy Morgan**

Understand target's online behaviour

## **Nielsen Netview, Market Intelligence**

Further insight into specific sites the target visits, duplication etc.

## **Publisher Data**

Using studies and data from publishers

## **Post Analysis**

What have we learnt previously?

## **Ad Relevance**

What are competitors doing?  
How cluttered is the category?



# Nielsen: Further site info, rankings, duplication etc.

## NetView

Report: Standard Metrics (Internet Applications Included) Period: Month of November, 2009  
 Panel Type: Home and Work Country: Australia  
 Category: Family And Lifestyles SubCategory: Health, Fitness And Nutrition

Brand or Channel	Unique Audience (000)	Active Reach (%)	Universe Reach (%)	Rank By Unique Audience	Total Sessions (000)	Sessions Per Person	Total Minutes (000)	Time Per Person (h:mm:ss)	Total Page Views (000)	Web Pages Per Person
Health, Fitness & Nutrition	4,092	27.79	23.54	N/A	15,769	3.85	85,463	0:20:53	162,898	4.18
WebMD Health Network	563	3.82	3.24	1	1,058	1.88	3,641	0:06:28	4,334	1.18
About.com Health	478	3.25	2.75	2	805	1.69	2,182	0:04:34	3,994	1.18
Everyday Health Network	441	3.00	2.54	3	897	2.03	2,214	0:05:01	3,439	1.18
BioPond Health Network	424	2.88	2.44	4	1,110	2.62	972	0:02:18	2,336	1.18
Fat Burning Furnace	348	2.36	2.00	5	449	1.29	885	0:02:33	961	1.18
Fat Loss 4 Idiots	326	2.22	1.88	6	402	1.23	441	0:01:21	487	1.18
Medicare Australia	204	2.07	1.75	7	464	1.53	3,764	0:12:23	2,455	1.18
NineMSN Health	268	1.62	1.54	8	461	1.72	1,022	0:03:49	1,848	1.18
MIMS Consumer Health Group	241	1.63	1.38	9	308	1.28	977	0:04:04	782	1.18
Lite n' Easy	182	1.24	1.05	10	306	1.68	1,169	0:06:24	2,776	1.18
HealthGrades	180	1.22	1.03	11	212	1.18	437	0:02:26	806	1.18
Village Total Health Websites	151	1.02	0.87	12	213	1.42	259	0:01:43	375	1.18
Wellsphere	147	1.00	0.85	13	210	1.43	244	0:01:40	445	1.18
Weight Watchers	144	0.98	0.83	14	908	6.31	3,248	0:22:34	6,064	4.18
Iselect.com.au	133	0.83	0.71	15	159	1.30	1,034	0:08:25	1,822	1.18
kidshealth.org	117	0.79	0.67	16	162	1.39	281	0:02:24	436	1.18
Naturaltherapypages.com.au	113	0.78	0.66	17	261	2.26	1,674	0:14:33	2,998	2.18
Chemistdirect.com	114	0.78	0.66	18	139	1.22	254	0:02:13	567	1.18
* Natmags NetDoctor.co.uk	96	0.65	0.55	19	104	1.09	170	0:01:47	192	1.18
* FitnessFirst	95	0.65	0.55	20	315	3.30	727	0:07:37	1,346	2.18
* RealAge	84	0.57	0.48	21	206	2.45	561	0:06:42	1,010	1.18
* Yahoo!7 Health	83	0.56	0.48	22	204	2.45	397	0:04:47	856	1.18
The Every Other Day Diet	81	0.55	0.47	23	114	1.41	177	0:02:10	160	1.18
* Pharmacy Online	81	0.55	0.47	24	173	2.13	479	0:05:53	1,023	2.18
* The HealthCentral Network	80	0.55	0.46	25	108	1.35	204	0:02:33	249	1.18
* SteadyHealth.com	80	0.54	0.46	26	108	1.34	211	0:02:38	180	1.18
* ePharmacy.com.au	79	0.54	0.46	27	153	1.93	342	0:04:19	746	1.18

## Market Intelligence

Name	Ave Daily UB	PI	ASD
Today Network	40,477	14,211,086	03:16
Take 40	21,809	1,833,842	03:46
inthemix.com.au	16,679	1,893,450	04:22
novafm.com.au	14,944	1,777,320	03:55
TripleM Network	12,377	2,241,570	02:22



Look out for the green tick – it means the site stats have been validated by the ABA!



# Publishers: New opportunities / specific research etc.

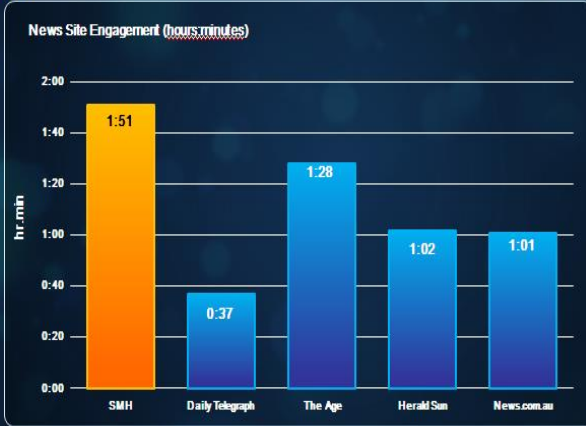
## Why ninemsn?



- Mail**  
#1 web-based email service attracting 4.6 million users a month, who spend on average 1 hour 40 mins per month. Yahoo!7 Mail reaches 2 million a month.
- News**  
National Nine News is Australia's number 1 news website with over 520,000 domestic unique browsers every day.
- Homepage**  
1.4 million Australian unique browsers visit the ninemsn homepage everyday, equivalent reach to major newspapers.
- Messenger**  
#1 instant messenger service with 5.4 million users a month, compared to 694,000 using Yahoo!7 messenger.
- The Fix**  
Australia's most popular online entertainment brand attracts 203,000 Australian unique browsers a month, compared to an average 16 pages per visit.
- Wide World of Sports**  
Over 86,000 Australian unique browsers a day.
- Video**  
9.4 million content across the ninemsn network.

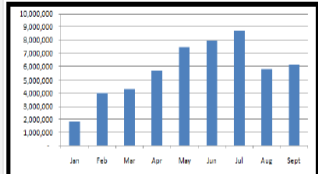
## Australians are highly engaged in FD's reputable news sites...

FD's high level News site lead in engagement – with Australian's spending well over an hour on each site.

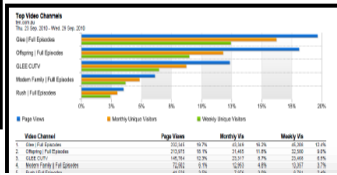
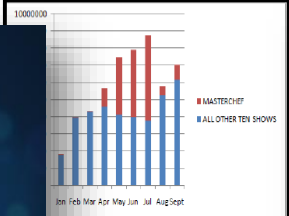


## CATCH UP TV

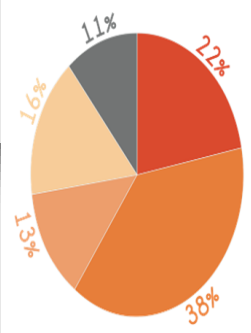
Video Views by month - 2010



\*\*Drop off from July to August is due to MasterChef completing on air



## Branded activities in Habbo Hotel cut through the everyday noise



Have you become more aware of a brand thanks to branded activities in Habbo?

73% of survey respondents became more aware of a brand thanks to branded activities independent of friending the brand.

Habbo's evidence suggests that teenagers notice brands, even if they do not want to engage with them.

- Many times
- A few times
- Once
- No, but I might be
- No, and I probably won't be







# AdRelevance: Competitive analysis

**nielsen**  
**AdRelevance**

Instant AdRelevance | Reports | Statistics | Methodology | My AdRelevance

Advertiser report | Site report | Field of activity report | Sponsored links report | My reports

Kimberly-Clark (Australia) Advertising activity

**Advertising activity of the advertiser :**

Your selection  
 period from : 01/02/2009 until 13/12/2009  
 Indicator : Number of campaigns  
 About : alphabetical order  
 House Ad's : Yes  
 Field of activity : All  
 Country : Australia

**Activity summary**

Number of campaigns :	28
Number of banners :	104
Number of site categories :	24
Number of sites :	112

Redefine your criteria

■ Number of campaigns

Sites	Distinct total	2009											
		02	03	04	05	06	07	08	09	10	11	12	
▶ 3D Interactive - betallife.com	2	-	-	-	-	-	-	-	1	2	-	-	
▶ 3D Interactive - propertyreview.com.au	2	-	-	-	-	-	-	-	1	2	-	-	
▶ 3D Interactive - topstocks.com.au	2	-	-	-	-	-	-	-	1	2	-	-	
▶ about-australia.com	2	-	-	-	-	-	-	-	1	2	-	-	
▶ AD2ONE - Access All Areas	2	-	-	-	-	-	-	-	1	2	-	-	
▶ AD2ONE - bandt.com.au	2	-	-	-	-	-	-	-	1	2	-	-	
▶ AD2ONE - bestrestaurants.com.au	2	-	-	-	-	-	-	-	1	2	-	-	
▶ AD2ONE - Footy Goss	2	-	-	-	-	-	-	-	-	2	-	-	
▶ AD2ONE - guardian.co.uk	2	-	-	-	-	-	-	-	1	2	-	-	

Campaign	Comfortable Nappies for Babies and Toddlers - Huggies Australia - Huggies
Advertiser	Kimberly-Clark
Field of activity	FMCG / Sundry FMCG
Period	From 18/06/2009 until 13/08/2009 => 57 days
Link to target	<a href="http://www.huggies.com.au/OurProducts/Nappies/">http://www.huggies.com.au/OurProducts/Nappies/...</a> <a href="#">Breakdown of the campaign</a>
Sites	Brand New Media - Fashionising.com, Fairfax - essentialbaby.com.au, SheSpot - birth.com.au, SheSpot - Kidspot
Ad impressions (000)	370

Only HUGGIES® Nappies are clinically proven to help prevent nappy rash.



Only HUGGIES® Nappies are clinically proven to help prevent nappy rash.

Only HUGGIES® Nappies are clinically proven to help prevent nappy rash.

Find out more >

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Only HUGGIES® Nappies are clinically proven to help prevent nappy rash.

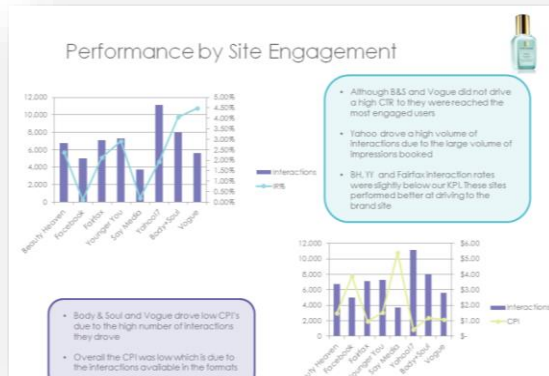
Find out more >

© Registered Trademark Kimberly-Clark Worldwide, Inc. © 2009 KCWW

Only HUGGIES® Nappies are clinically proven to help prevent nappy rash.



# Past learnings & results: Reports, post analysis & benchmarks



### YouTube Review

Ad Start Time	Impressions	Clicks Recorded	Click Rate	Average Display Time	Rich Media Interaction Rate	Control with Mouse	Control with Webcam
23/02/2011	951,382	5,594	0.59%	23.25	8.33%	3,685	1,055
28/02/2011 (Back Up GIF)	2,318,315	17,481	0.75%	22.22	N/A	N/A	N/A
27/02/2011	3,528,601	15,259	0.43%	21.38	7.64%	7,315	2,410
1/03/2011	3,531,745	12,705	0.36%	21.28	7.24%	5,142	1,720
17/03/2011	3,932,973	14,069	0.36%	21.03	7.60%	5,363	1,903
22/03/2011	4,040,319	11,314	0.28%	20.6	7.03%	3,982	1,307
<b>Total</b>	<b>18,803,137</b>	<b>76,752</b>	<b>0.42%</b>	<b>21.29</b>	<b>7.50%</b>	<b>25,487</b>	<b>8,893</b>

- The YouTube Masthead generated 76,752 clicks to the [killZone 3 Website](#) which gives this format an overall CPC of \$1.18 which is a great result!
  - As expected, creative wear was evident over time
- That said, the average CTR of 0.42% is above the LBP2 masthead of 0.38%
  - The Masthead produced an interaction rate of 7.50% which is a great result!
- The interaction benchmark for a YouTube masthead is 2.54%\*
  - 25% of the interactions recorded were using the webcam functionality Vs 75% Mouse operated (8,395 vs 25,487)
- The over-deliver and male good produced an effective CPM of \$3.50 which is a great result for this high-impact format!
  - This is also a testament of the cost efficiency of this format in operation, look for the operations

### MBF Campaign Report

Report Period	Advertiser	Product	Impressions	Clicks	CTR	Leads	CPL	Apps	CPI	Creative Placement Results
01.04.10 - 10.04.10	Adconion	MBF	17,247,000	1,448	0.008%	1,297	\$13.30	0	\$1,124.57	
Media Spent to Date	Adconion	MBF	\$1,290,000	52	0.39%	361	\$3.28	3	\$350.00	
Advertising to Date	TBC		\$5,020,000	11,187	0.22%	5,624	\$1.53	26	\$345.92	
Impressions	302,116									
Clicks	16,994									
CPL	\$17.00									
Cost Per Click	\$3.21									
Leads	6,963									
Cost per Lead	\$0.57									
Applications	57									
Cost Per Application	\$93.38									

**Cross-Brand Sales**

MBF from HBA/MC	HBA/MC from MBF
73	3
73	3
73	3

**Weekly Insights:**

A strong start to the Q2 campaign, with 55 applications delivered-to-date.

As Adconion is our only 'true' CPL buy that has converted this week, it's delivering applications at the lowest CPL of \$350. Adconion will be billing from our start this quarter, as this is a true representation of the CPL and spend-to-date. Aside from NewHSA, Adconion also has the lowest CPL so far, as part of their media is optimising towards leads.

MiniHSA has again delivered the highest number of applications this week, almost half of the applications we've seen for the campaign. We've adjusted the CPL from our bid of \$226, based on the conversion the publisher has seen and it's good to see that to date we're seeing a CPL that is below our target of \$400. This activity will be closely monitored, and we will discuss options with the publisher if the CPL goes higher than our target.

Facebook has also delivered a large number of applications so far, with 17 in total, and at the second-lowest CPL.

We have yet to see Sensis deliver any applications, however as they are on a CPL buy there is no cost involved with running this activity.

We have also included a cross-brand applications table in this quarter's report, to show the number of applications that are delivered MBF via HBA/MC activity, and vice versa.

# + Digital Targeting Capabilities



## Contextual Targeting

- Based on consumer media usage, content and demographic data
- All activity should be targeted to some degree to ensure that creative message is relevant and reduce wastage



## Re-Targeting

- Ability to re-message a consumer who has shown interest on ad or website
- Update message with offer etc. to entice them back
- Implementation and up keep of tags is essential to this effectiveness of this type of targeting

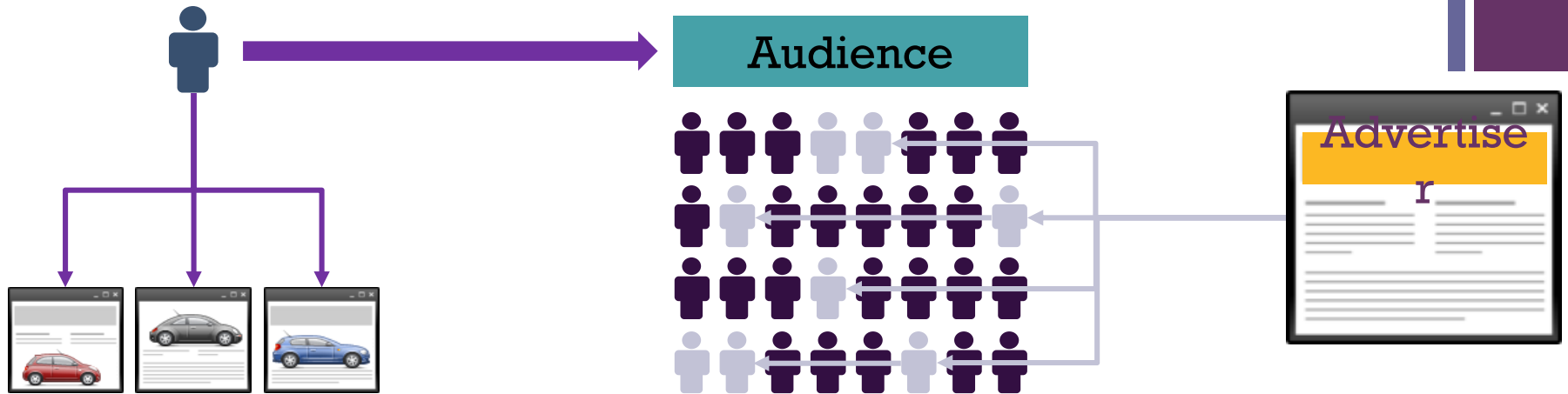


## Custom Audience Targeting

- Custom audiences can be built using more detailed and in depth audience data
- Rather than just males 18-25, custom audiences can be split in to lifestages
  - Tech early adopters
  - Youthful and trendy
  - Earners and Learners



# + Behavioural Targeting



1

User behaviours identified by visits to defined sites within an area of interest

2

Users put into groups that are identified when they appear on a property or network

3

Advertisers select relevant audiences and target them with ads

# + Other Planning Considerations

- **Flighting**
  - How does it fit in with other media?
  - Day buyouts
  - Frequency capping
- **Formats**
  - Refer back to objectives, the role of online & creative
  - Consider creative already available (global creative, TVC, etc..)
  - Do we want to build custom formats?
  - Are we proposing a media first?





+

Measurement

**ONE  
NATION  
UNDER  
CCTV**

**Measurement is a key  
strength of online.**

**Sometimes it's our own  
worst enemy too.**



**In the informal poll eMarketer conducted among industry insiders, we asked them, “What single word or phrase would you use to describe the current state of online advertising measurement?”**



Source: Online Brand Measurement: Special Report emarketer June 2009



+ Hands up if you've clicked on a banner?



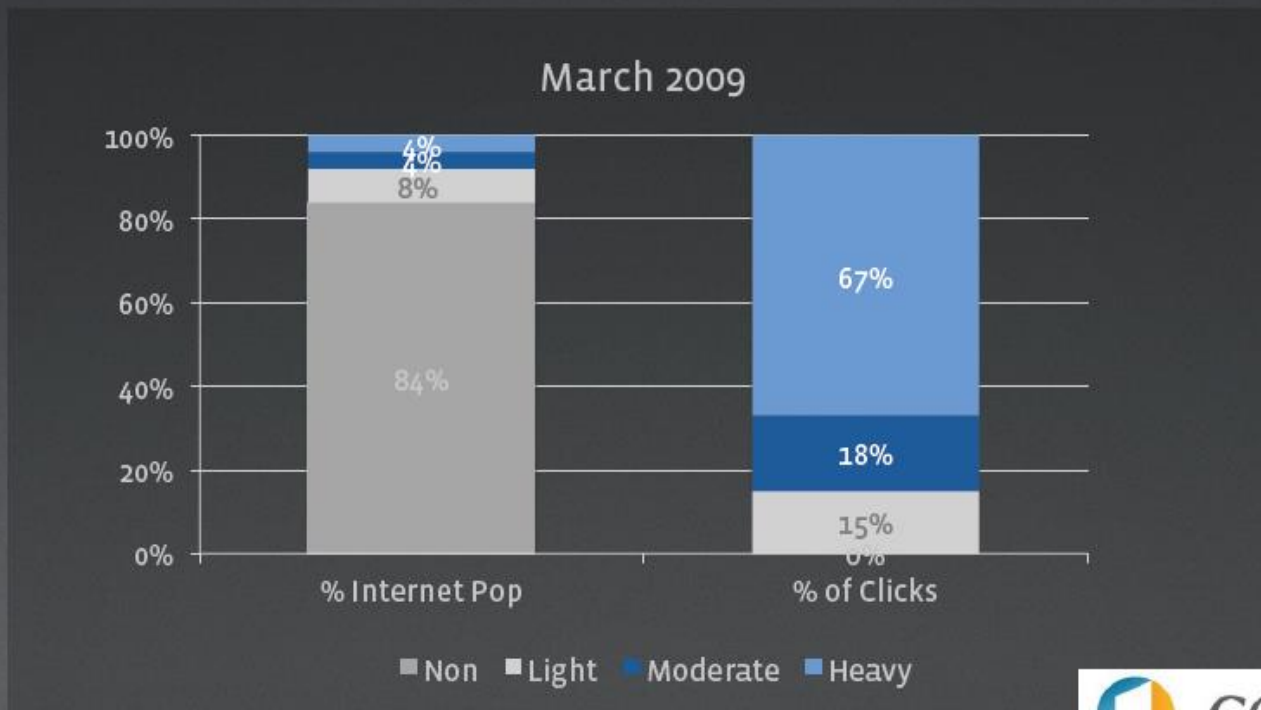
The click is the easiest and most immediate response to track

HOWEVER, multiple studies have shown that there is NO correlation between DISPLAY ad clicks and brand metrics

Plus NO connection between measured attitude towards a brand and the number of times an ad is clicked

# You're either a clicker or you're not!

8% of the internet population account for 85% of clicks



# In fact you are....

STAT OF THE DAY

## You Are More Likely to Survive a Plane Crash than Click a Banner Ad



Flickr/Robert S. Donovan

Like 959 Tweet 1,079 +1 183 Share Print article Email article Comments (25)

CAITLIN DICKSON | 22,660 Views | JUN 29, 2011

How annoying are banner ads? You know, those ubiquitous advertisements that drop down in your face when you open most news sites? The worst are the ones that expand when you scroll over them, forcing you to click on them no matter how hard to try to avoid it. If you hate banner ads as much as we do, you are not alone: most people do not click on them. [Solve Media](#), an advertising consulting company, has discovered how much more likely you are to do even the most statistically unlikely of things than click on one of these intrusive advertisements, [Business Insider](#) reports. For example, "you are 31.25 times more likely to win a prize in the Mega Millions than you are to click on a banner ad." Not only that, "you are 87.8 times more likely to apply to Harvard and get in...112.50 times more likely to sign up for and complete NAVY SEAL training...279.64 times more likely to climb Mount Everest...and 475.28 times more likely to survive a plane crash than you are to click on a banner ad." It's unclear how they figured this out, or if the methodology is all that sound, but we're going to hazard a guess that people

Like 32k Search

### DEPARTMENTS

■ TODAY'S BEST  
Five Best Friday Columns  
More Today's Best  
[Get Five Best by email](#)



■ THE SMART SET  
Henry Cavill and Kaley Cuoco Are Already Over  
More The Smart Set



■ THE CALL SHEET  
Oprah Gives Lindsay Lohan a Reality Show  
More The Call Sheet



[All Departments](#)



Have a story we missed? A link we have to click? A sharp opinion about the news? Instead of waiting for us to post it, tell us on the Open Wire.

[tell us anything](#)

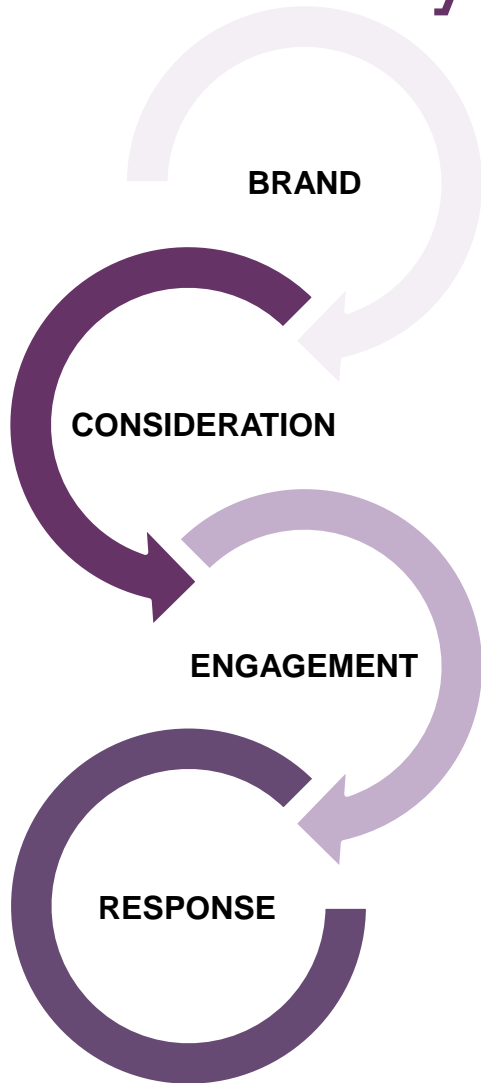
[Submit your news and ideas](#) | [See all reader posts](#)

### MOST CLICKED

1. In Kuwait, Instagram Accounts Are Big Business
2. Meet the Teach for America Resistance Movement That's Growing From Within
3. No, These Racist 'Asian' Names Aren't Really the Pilots of Asiana Flight 214
4. Usain Bolt Not Among the Top Sprinters Busted for Steroids
5. Do Americans Have Terrible Taste in Movies?
6. Anger, Confusion and the Morning After the George Zimmerman Verdict
7. The Second Day of Trayvon Martin Protests in



# Metrics should align with strategies, but it's easy to become swamped!



NPS	CPM	COST PER UNIQUE
BRAND AWARENESS	CPC	REACH
BRAND RECALL	eCPM	FREQUENCY
-----		
PURCHASE INTENT	CPC	IMPACT ON SEARCH
PREFERENCE	CPE	STORE LOCATOR
CTR%	SITE VISITATION	FUNNEL STARTS
-----		
INTERACTION RATE	CPE	COST PER TWEET
CLICK TO EXPAND	COST PER LIKE	YOUTUBE VIEWS
CLICK TO PLAY	COST PER SHARE	
-----		
ORDERS	SUBSCRIPTIONS	STORE CONTACT
COST PER ORDER	DATA CAPTURE	CUSTOMER SERVICE
ROI	CPC	DATA CAPTURE



# Campaign Measurement Framework



## Establish Objective

- What is the role of the campaign?
- e.g. sales, awareness, registrations, brand health

## Set clear goal

- How will you measure if you've achieved your objective?
- Is it feasible with your budget?
- e.g. increase awareness of brand by 10%

## Identify measurement

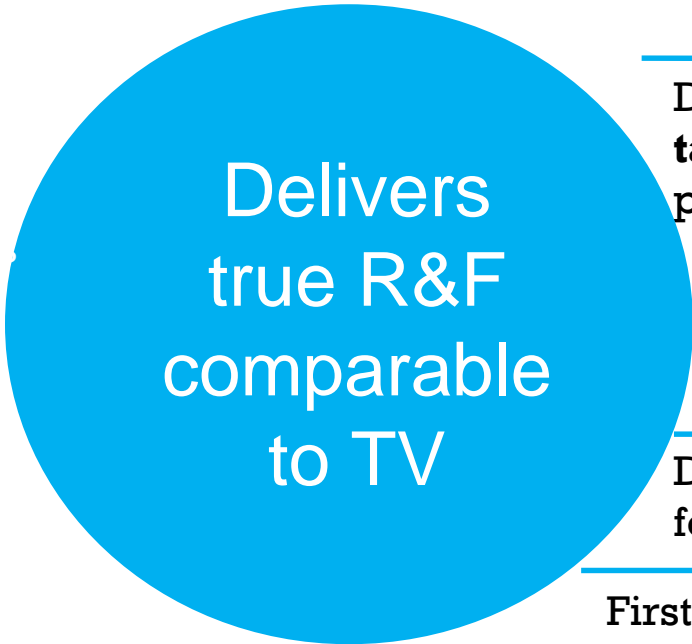
- How will you measure your objective?
- e.g. actions on website, control/exposed survey, sales in store

## Develop reporting plan

- Define the reporting template
- Determine the frequency of reports and when final reports will be ready
- Divide roles and responsibilities



# R&F & AUDIENCE: Nielsen OCR



Delivers  
true R&F  
comparable  
to TV

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Directly measures demographics from Facebook's 11mm+ audience

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Delivers **unique reach, frequency, on target impressions** across campaigns, by publisher, by placement

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Provides Online Gross Rating Points (GRPs) **consistent with TV Ratings**

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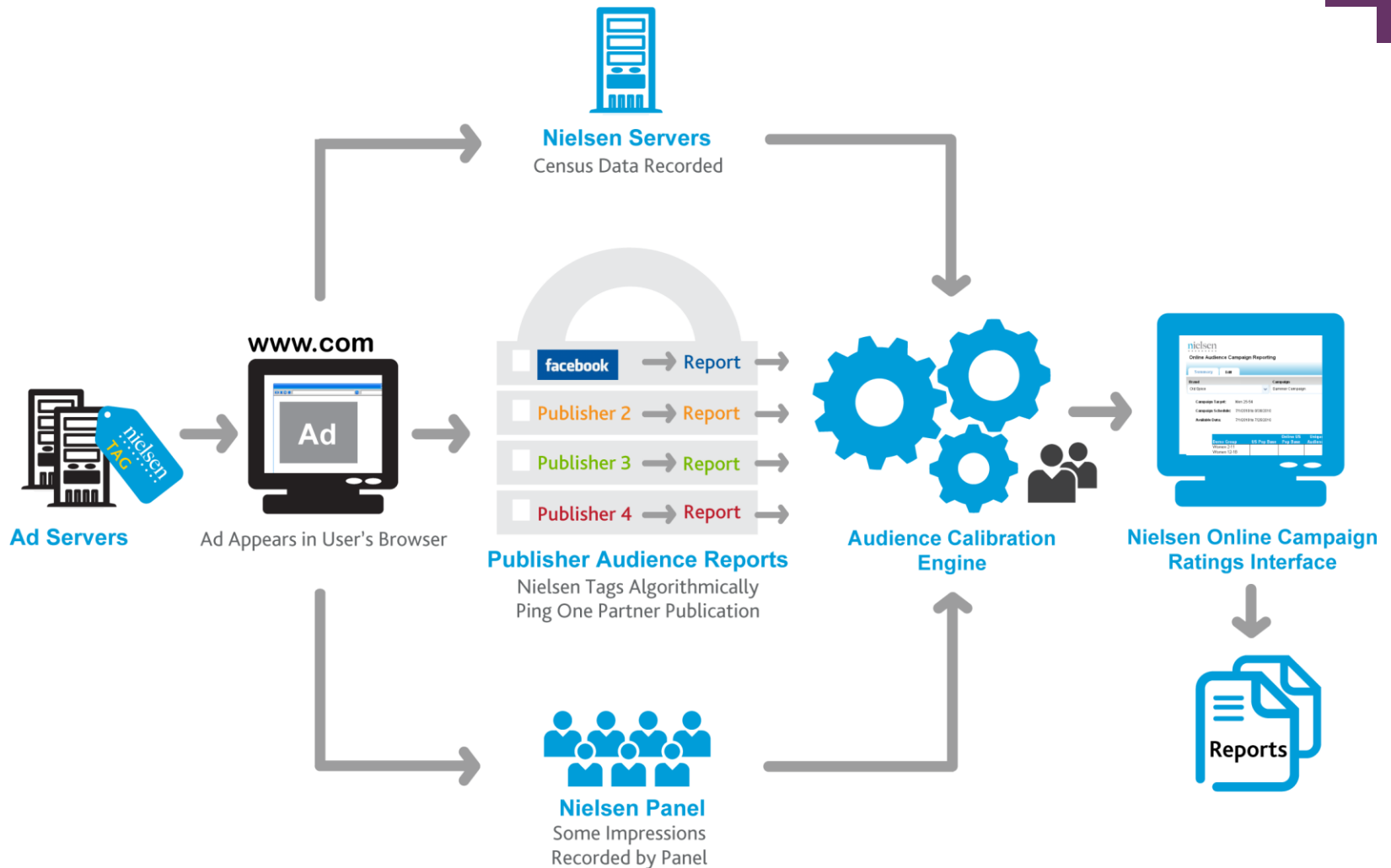
Delivers daily results **WITH demographics**, for online campaigns of **any size**

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First Internet measurement system with demographic ratings **accredited by the MRC\***

\*Nielsen Online Campaign Ratings is accredited by the Media Rating Council (MRC). Featured elements including DMA, verification and viewability are not currently accredited, but are undergoing review by MRC.

# + Online Campaign Ratings' Methodology





# + Example measurement plan

I K N

Campaign Overview		
Campaign Details		
Campaign Name:		
Campaign Date Range:		
Client Contact:		
Digital Media Analysis:		
Creative Analysis:		

Media EPIC's	
Media Objective 1	Campaign Type
Promotion of campaign message and deliver RFP against target audience	Awareness
Display	Bookmark
Unique Browser	
Impressions	
Frequency	
Social	Bookmark
Unique Browser	
Impressions	
Frequency	
Video	Bookmark
Unique Browser	
Impressions	
Frequency	

Campaign Admin		
Campaign Administration		
User Report:		
Report Frequency:		
Post Campaign Analysis:		
Tracking Tags Implemented:		

Media Objectives (Max of 3)		
1)		
2)		
3)		

Media Objective 2		Campaign Type
Encourage user interaction with campaign message		Engagement
Display	Bookmark	
Interaction Rate		
Depth Time		
Percentage video viewed		
Video	Bookmark	
Interaction Rate		
Depth Time		
Percentage video viewed		
Mobile	Bookmark	
Depth Time		
Percentage video viewed		
Interaction Rate		

Tracking Tags Needed		
Name of Tag	URL	Tag ID

Campaign Architecture		
<div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">TV</div> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">OOH</div> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Social</div> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Display</div> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Search</div> </div> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Mobile</div> </div> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Landing Page</div> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Facebook Tag</div> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px 5px; background-color: #333; color: white;">Publisher Hosted Advertising Page</div> </div>		

Media Objective 3		Campaign Type
To drive on acquisition (Direct Cost in Window)		Direct Response
Retargeting	Bookmark	
CTR		
Acquisition		
CCR		
Search	Bookmark	
Clicks		
CPC		

Approval		
File Approved:		
File Tracked:		
Measurement Plan Executed:		



# Still with me?

- ✓ Search – **is essential**
- ✓ Display – **is multipurpose**
- ✓ Native – **ads that aren't shit**
- ✓ Multiscreen – **continues to grow**
- ✓ Digital Planning Process – **ask the questions**
- ✓ Targeting – **is a must**
- ✓ Measurement – **is improving**

