Amplified Intelligence

HOW TO GUIDE

Media Planning with attentionPLAN

Welcome to attentionPlan, Amplified Intelligence's market leading smart media planning tool powered by an attention-based machine learning engine.

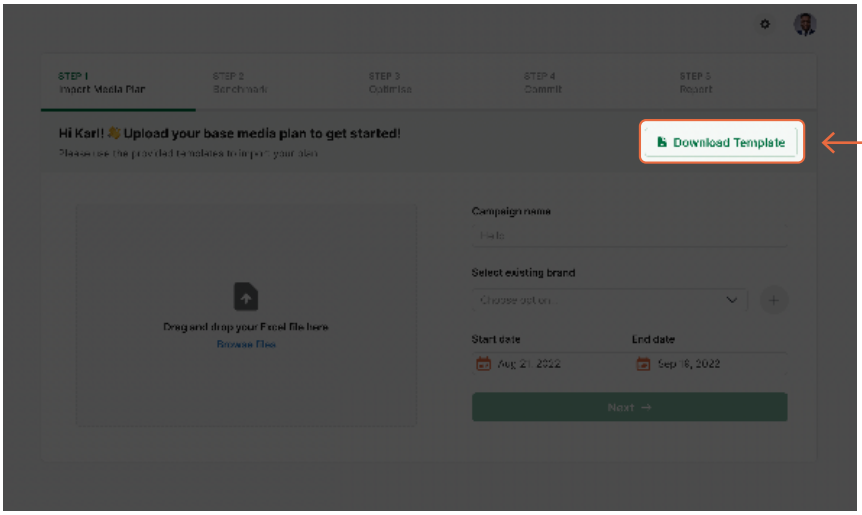
This dashboard features a host of campaign, attention and account based categories. It is really intuitive and we encourage you to spend some time becoming familiar with what you're able to do using your credentials.

This guide will show you how you can use the media planning function within the market-leading attentionPLAN platform.

Contents

Uploading Your Campaign Plan

When you log in and initiate your first campaign, this is the page that you'll see. You can see on the top right hand corner a download template button.



When clicked, it will download an Excel file to your system that will look something similar to this.

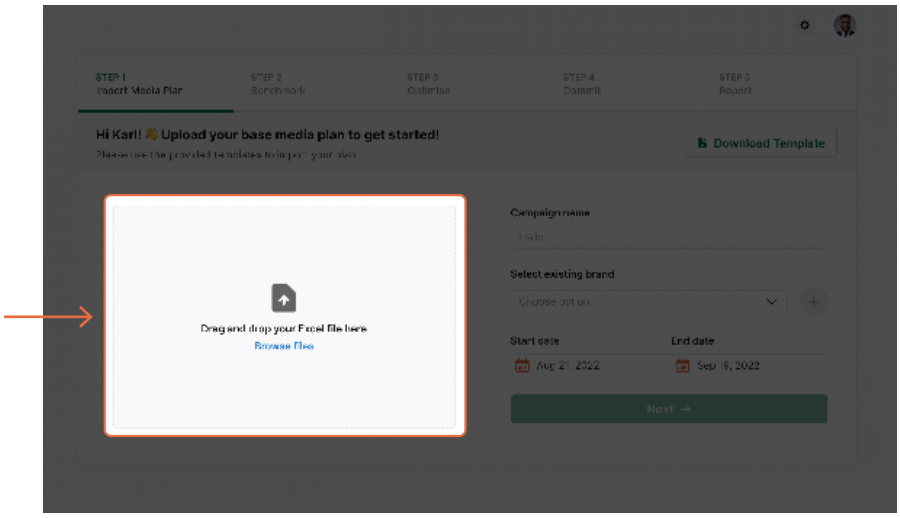
This Excel file contains the inputs that you will be feeding into our system, we call this the baseline plan. The pink cells highlight the information that we require from you. Remember this is on a per channel basis.

Channel	Budget	CPM	Reach (%)	Total Audience	Impressions (M)	Target Audience	Frequency / OTS	TRP	CPP
TV									
BVOD									
YouTube									
Facebook									
Instagram									
TikTok									
Twitter									
General Web									

Instructions: Fill in the orange fields and upload the template back to attentionPLAN

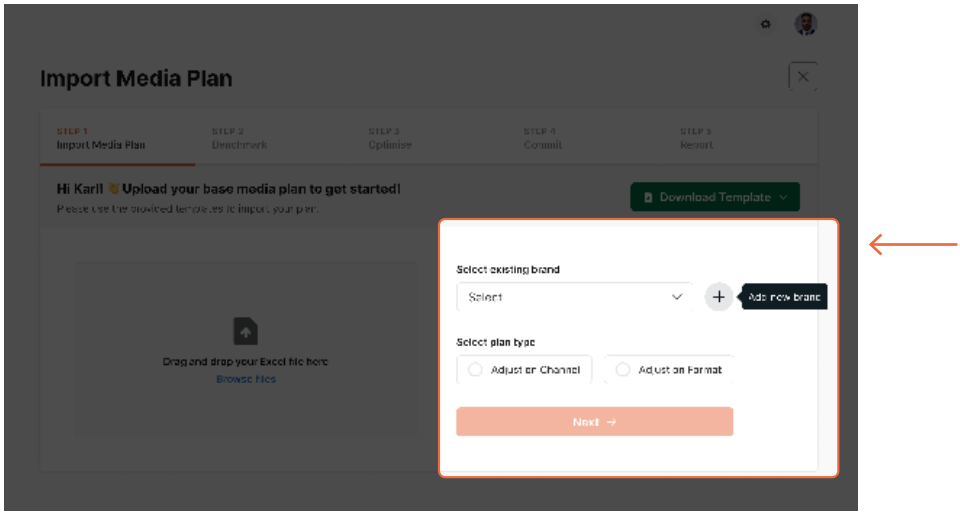
Please note that at this time, we are unable to add additional channels. The channels are currently locked so you will only be able to edit the budget, CPM, reach percentage, and total audience. The white cells on the right hand side will then automatically be calculated from the statistics that you have input on the pink cells.

After you've finished filling out the Excel file you can re-upload it by either dragging and dropping, or browsing your system using the grey dialog box.



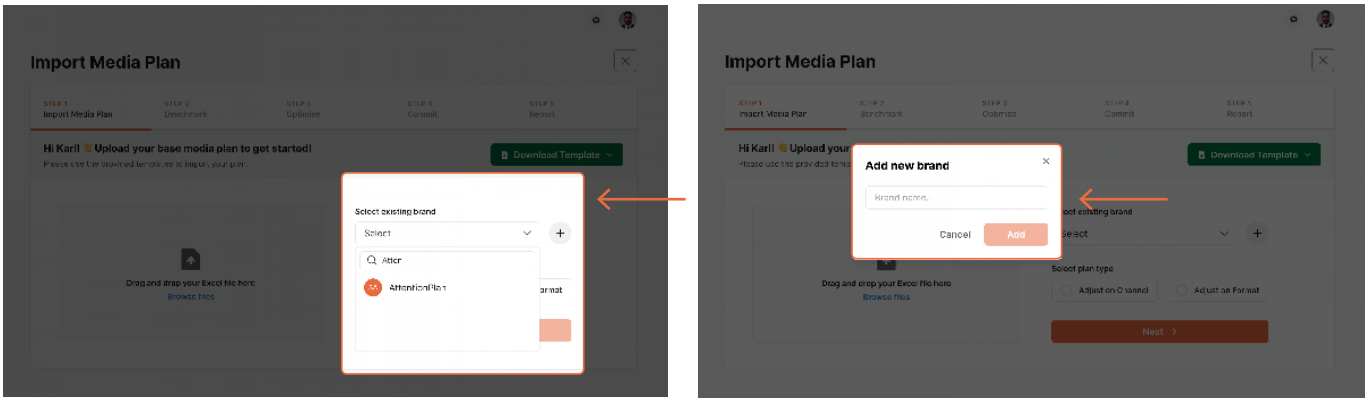
Creating and planning your campaign

You can then go ahead and name your campaign, selecting the brand and set a start and end date that you expect the campaign to run for.



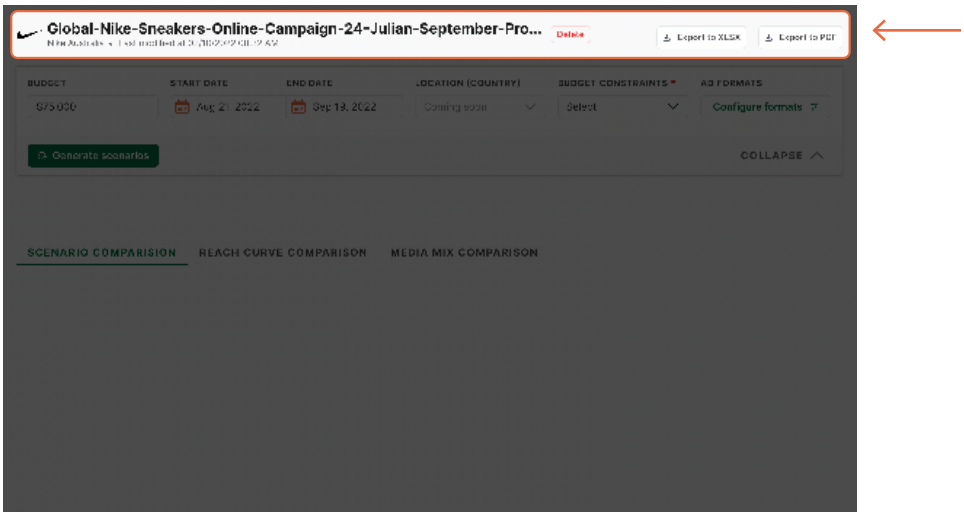
The campaign name is simply the name of the campaign that we will be creating, and the brand is who you want to assign this particular campaign to.

For example, if this campaign was for advertising sneakers on behalf of Nike, then we would be able to choose Nike from the drop down, or if your brand is not already set up, you can create them easily using the add button. This will load a new dialog box displaying ‘add new brand’.

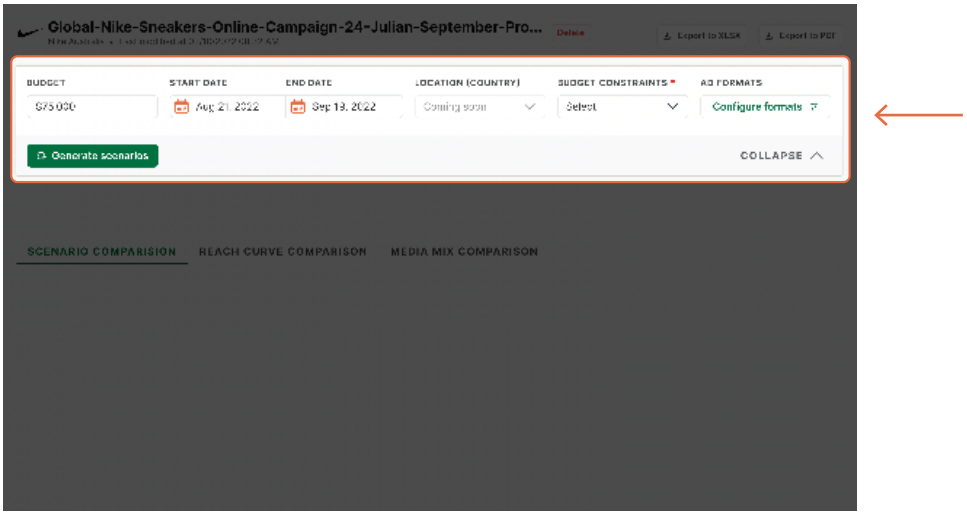


Scenario creation

Once everything is filled in, you then click the next button. This will then carry out a scenario creation and comparison process, which will load your campaign comparison page. This will display the title at the top, as well as brand name.



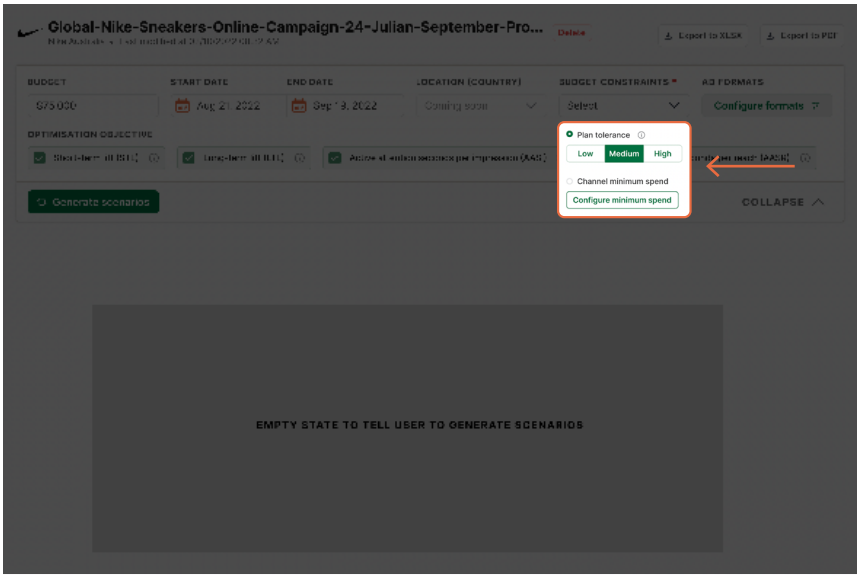
What you will then focus on is the key parameters such as budget, start date, end date, location, country, budget constraints, formats, optimisation objective, and the budget. This will be the total budget of the entire campaign and this will be pre-populated with the information that you previously uploaded.



Please note, the location country is not currently an active feature. However this will in future allow you to optimise your campaign specifically for your target country.

Campaign tolerance

Within the budget constraints drop-down, you will be presented with two options. The first is plan tolerance, in which you can set a low, medium, or high value. The second option is channel minimum spend, where you can set a minimum spend per channel.



Within channel minimum spend you can set the minimum campaign spend required for each particular channel in your mix. Within the plan tolerance you are able to set a tolerance allowance that will allow your spends to be optimised based on where and what ad formats attentionPLAN determines your budgets may be best utilised for optimum results.

A low tolerance will set a 10% limit on optimised spend, medium will set 30% and a high tolerance allows for a 50% differential to the campaign budget allocation toward where the machine learning data determines is most suited.

Ad formats and creative mix

Within ad formats, you can configure the ad formats and CPMs for the optimisation.

In most cases, ad creative is completed prior to the media planning process. This may restrict you in terms of the types of ads and formats that you can serve to deliver best results based on predicted attention performance. There is a CPM box in which you can enter a custom CPM that is unique to your format. Where possible, it is advised to run your plan through attentionPLAN prior to the finalisation of your creative assets to save on time, effort and resources.

Optimisation objectives explained

Within the optimisation objective, you can optimise your campaign activities based upon your overall objectives, tailored to suit Short-Term Lift (STL) or for Long-Term Lift (LTL) performance. As well as Active Attention Seconds per Impression (AASI), or Active Attention Seconds per Reach (AASR).

Short-Term Lift is an objective designed to optimise spend and ad placements to generate audience attention and response within a more immediate time period of ads being served.

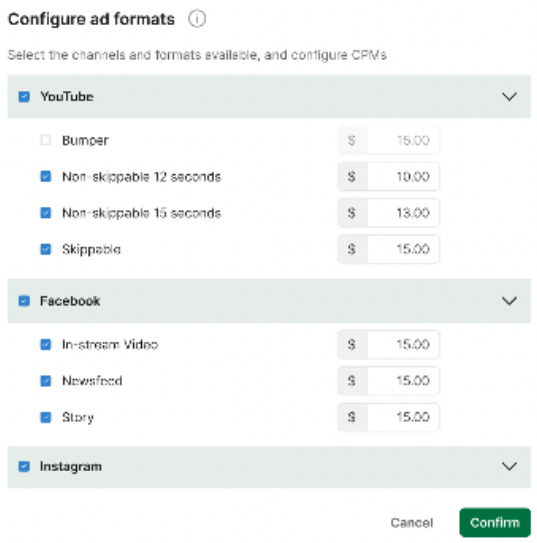
Long-Term Lift is an objective to place brands or messages in-front of audiences in advance of purchase decisions over time.

Active Attention Seconds per Impression is the predicted amount of attention seconds expected by impression.

Active Attention Seconds per Reach is the predicted amount of attention seconds expected by reach.

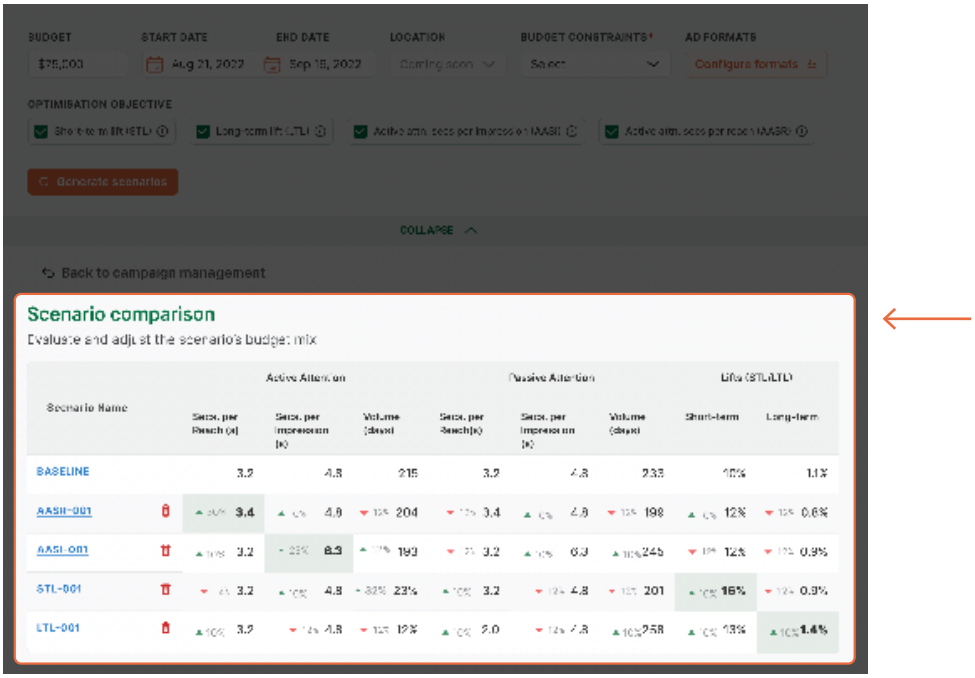
Selecting objectives

Once you have selected the objective(s) most important to your campaign, you can then click the generate scenarios button which utilise the attention data and prediction algorithms to present you with likely results based on your criteria.



Scenario comparison

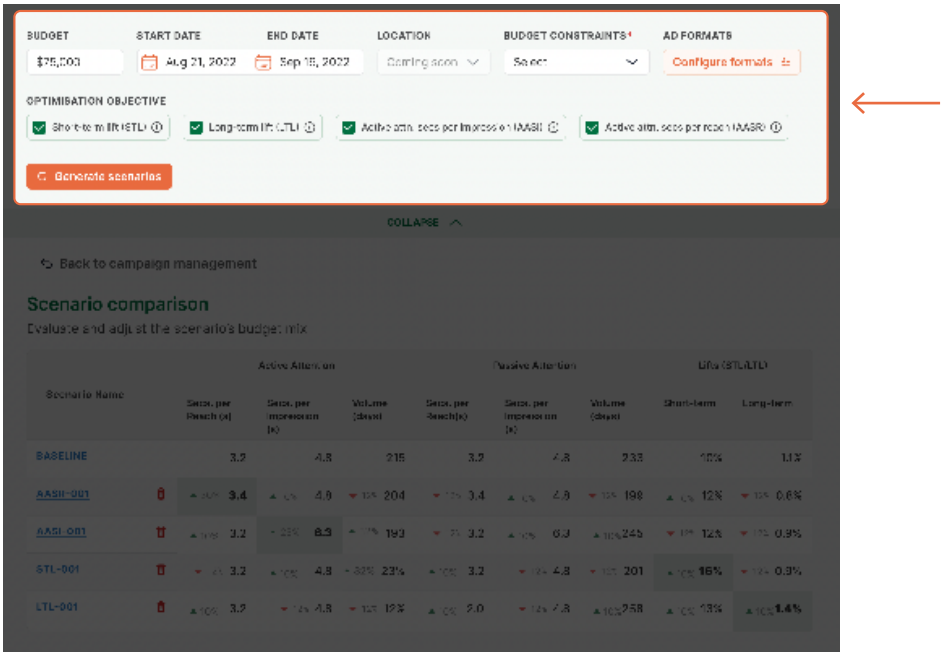
You will then be provided with a scenario comparison table, which describes all of the different scenarios that have been generated from your selections and the percentage change from the Baseline plan.



Each of these new scenarios corresponds to a particular optimisation objective, and you can see where certain STL or LTL results may be higher or lower based on the potential scenario presented.

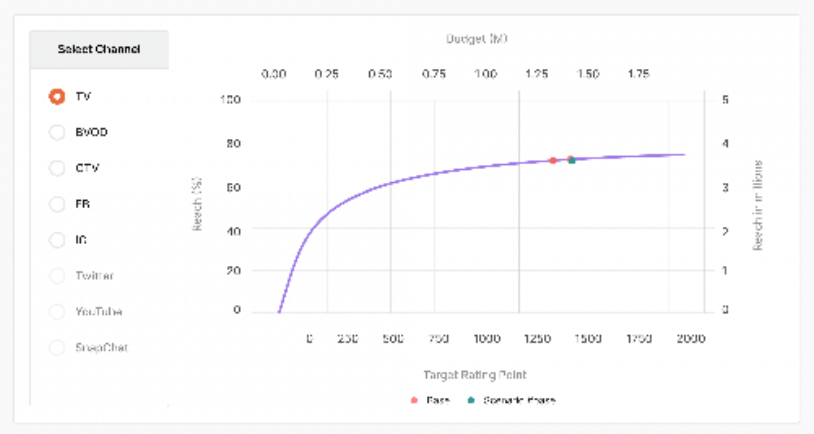
Simply click on any of these scenario to access the detailed view for that scenario and campaign breakdown.

You will have the ability to go back and adjust any of these parameters and re-generate the scenario multiple times.

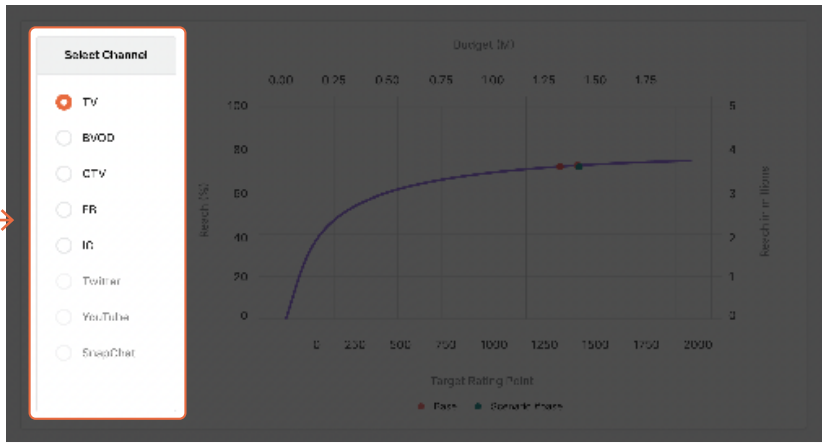


Reach curve comparison

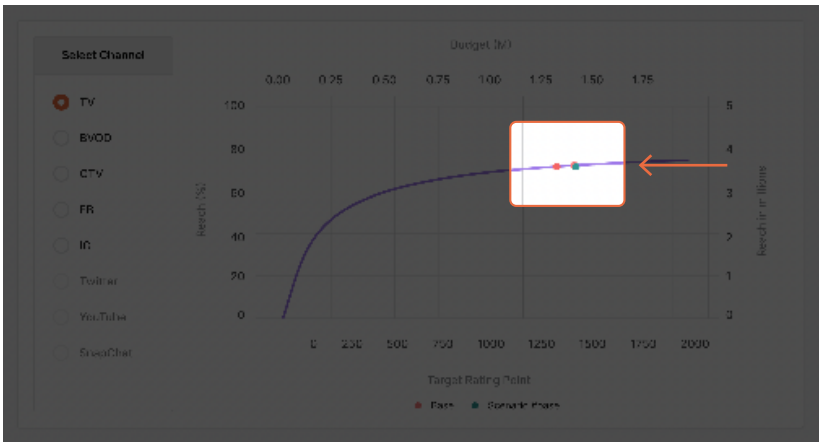
The reach curve is a visual representation of campaign reach based on your budget, and the target rating point.



Within the reach curve comparison you will find the expected reach performance for each channel, and you can toggle between each of them by selecting your channel on the left hand side.

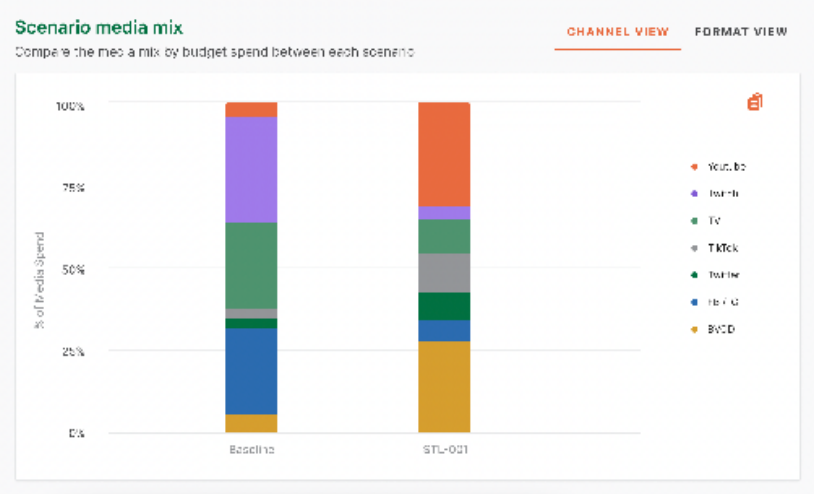


On the reach curve itself you will find each of the different scenarios that were generated plotted, so that you can compare the reach between each of these scenarios

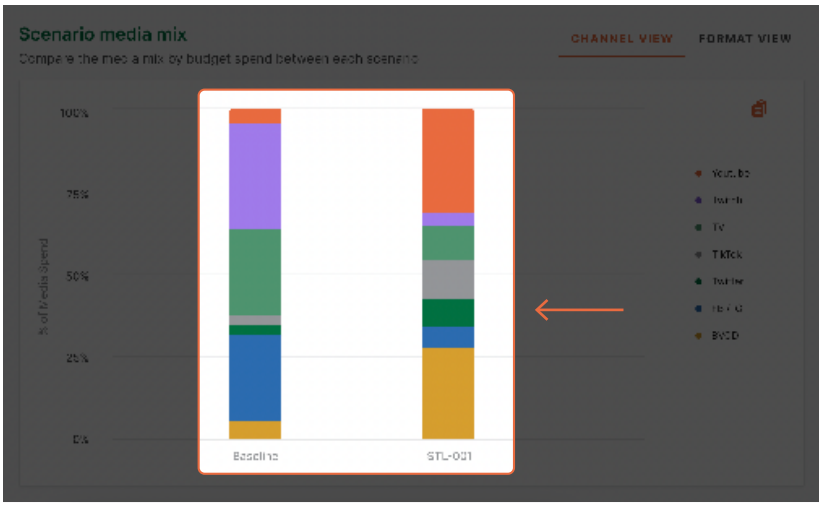


Scenario media mix

The final representation you will see once a scenario has been generated is the scenario medium mix.



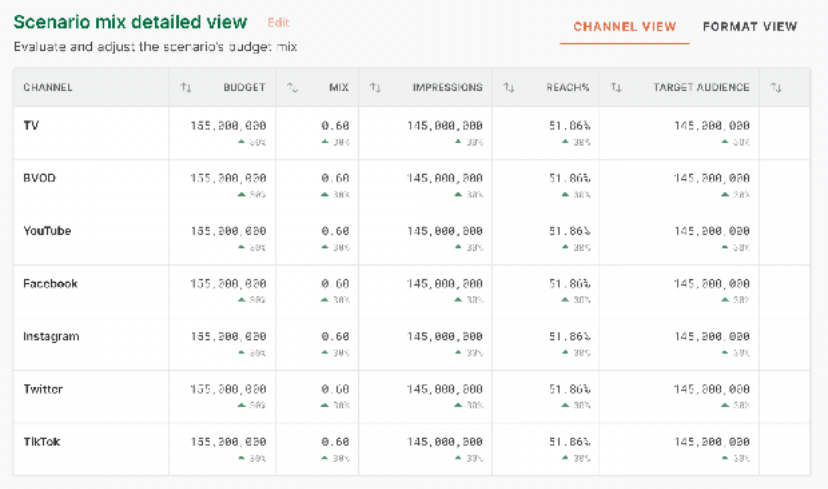
Within this graph you will find all of your potential scenarios shown weighted by channel mix. Here you will find your initial baseline mix, followed by all of the predicted scenario mixes which also factor in the campaign tolerance optimisations and campaign objectives to showcase what channels will receive the most amount of budgetary and placement attention.



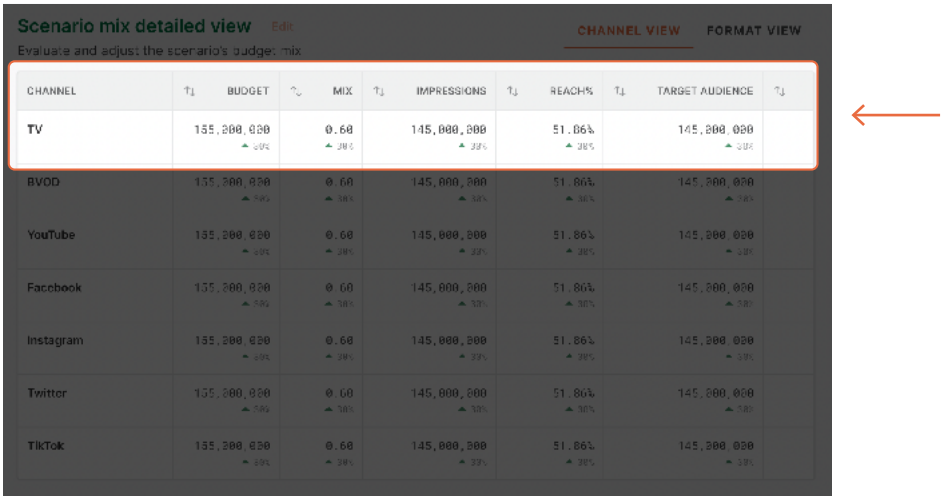
You can also click on any of these scenarios to access the detailed view for that scenario and campaign breakdown.

Detailed Scenario view

Within the detailed scenario you can find a comprehensive analytical outline of the predicted performance of that scenario at a channel by channel level.



Against each channel within the proposed scenario you will find the budget breakdown by mix as well as other key metrics such as impressions, mix, reach, target audience and Active Attention Volume measured in days.



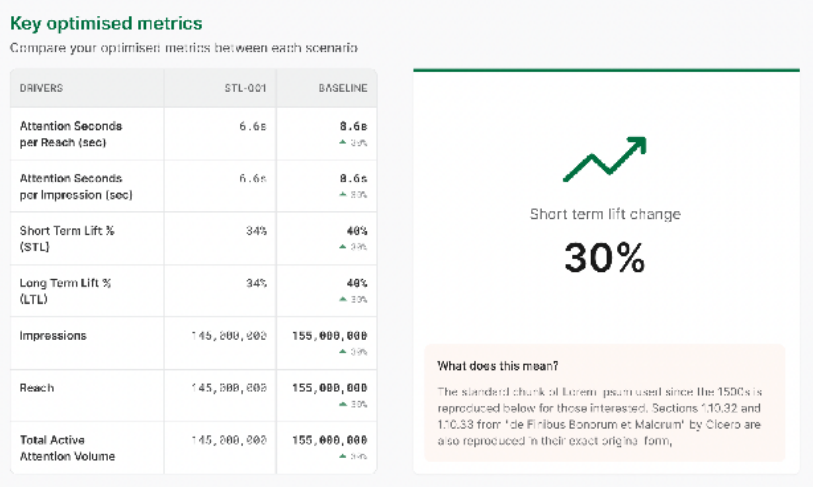
You can also opt to use a format level view, which presents the scenario in a table view that also incorporates ad formats recommended per channel.

Both of these views highlight the scenarios that have been recommended by the optimisation model.

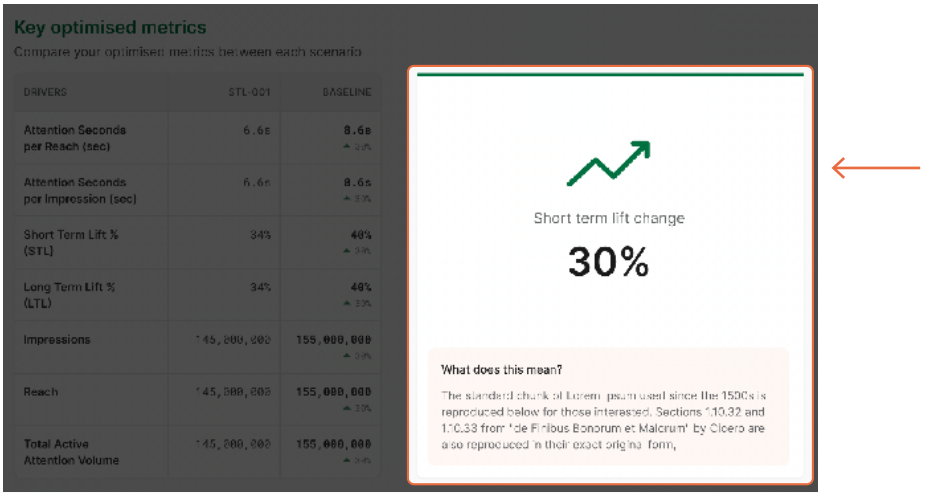
Please be aware that the edit button on the top right corner of the detailed views is not currently an active feature. Once it has been released, you will be able to make manual adjustments to these proposed scenarios based on your needs or obligations and regenerate the scenario to view the updated breakdown.

Key optimised metrics

Withinthekeyoptimisedmetricsyouwillseeatablethatcomparesthebaselineperformanceagainstthechosenscenario factoring in optimised objectives and expected attention-based outcomes.



On the right hand side of that table you will see the overall optimisation objective and expected results, as well as contextual commentary explaining what this outcome means specifically to your campaign.



You will also see an updated reach curve comparison, similar to the one seen prior but based on the finalised scenario selection. This comparison will simply show the predicted performance difference between that of the baseline plan, and the chosen scenario.

You will then see a final visualisation in the form of an updated media mix breakdown, which will showcase the final scenario media mix against that of the original baseline.

And there you have it. Media planning made easy and optimised to deliver the best human attention based outcomes across all platforms, devices and channels to suit whatever your campaign or business objectives may be.

Watch our helpful onboarding video **here,** or for a personalised run through of the attentionPLAN platform contact the Amplified Intelligence Customer Success Team via **support@amplifiendintelligence.com.au.**