



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 marketleading attentionPLAN platform.

Contents

Uploading Your Campaign Plan	3
Creating and planning your campaign	4
Scenario creation	5
Campaign tolerance	6
Ad formats and creative mix	7
Optimisation objectives explained	7
Selecting objectives	8
Scenario comparison	8
Reach curve comparison	
Detailed Scenario view	11

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.

STEP 1 STEP 2 STEP 3 STEP 3 STEP 4 STEP 5 Resard IN Kani 1 & Upload your base media plan to get started! Image: Download Template Image: Machine for your also Image: Download Template Image: Download Template <th></th> <th></th> <th></th> <th></th> <th>۰ (</th> <th>9</th>					۰ (9
Bit Karl! ♣ Upload your base media plan to get started! It is Download Template Descente the provided templates to import your also It is Download Template Image and drop your Facel Rie here Browse Dis It is Download Template Image and drop your Facel Rie here Browse Dis It is Download Template	STEP I Import Modia Plan					
Campaign name Fiels Drag and drop your Facel file tars Browses files Choose action Kort →	Hi Karl! 🍂 Upload y Please use the provided	your base media plan to templates to import your plan	get started!		B Download Template]
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Drag and drap your Facel Release Start date Rowses Rise End date Image: Aug 21 2022 Image: Beg 18, 2022 Next →				Select existing brand Choose oct on .	~ +	
Next →	De	ag and drop your Ficel file he Browse files	*	Start date	End date	
				(m) 7005 21. 2022	Naxt →	

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	СРМ	Reach (%)	Total Audience	Impressions (M)	Target Audience	Frequency / OTS	TRP	СРР
TV									
BVOD									
YouTube									
Facebook									
Instagram									
TikTok									
Twitter									
General Web									
Instructions: Fill in th	e orange fields and up	load the template back	k 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.

STEP I				O STEP 5
import Modia Plan	Banchmark			
Hi Karl! 🍀 Upload yo Plaase use the provided to	ur base media plan to ge molates to import your plan	t started!		E Download Template
			Campaign name	
			Select existing brand	
>				~) (+)
Unig	Browse files		Start date	End date
			📩 Aug 21, 2022	🕞 Sep 16, 2022

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.

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nport Media Pl	an				$\left[\mathbf{x}\right]$
STEP 1 Import Media Plan					
Hi Karll 😻 Upload your b	o <mark>ase media plan to ge</mark> tes te import your plen.	t startedl		Download Te	mplate v
			Select existing brand		
	D		Salect	~ , +	Add new brand
Drag and	drap your Excel file here Browse files		Adjust of Channel	O Adjust on Format	_
			Next	I →	_

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'.

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Karll 😻 Upload your base r	nedia plan to get started l mport your per.		Download Templa	te v	Hi Karll 👋 Upload your Hease use the pravided terms	Add new brand	×		B Download Templ
		Select existing brand		<u> </u>		Brand name.		oct existing brand	
1	*	Q Atter	¥, +			Cance	Add	Select Select plan type	+
Drag and drop y Brow	our Excel file here se files	AttentionPlan	armat		Drag ar	nd erep your Excel file here Browse files		Adjust on Onannol	Adjust on Format
									>

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.

IDGCT	START DATE	END DATE	LOCATION (CO	UNTRY) SUDGET C	ONSTRAINTS -	AB FORMATS	
	📩 Aug 21, 2	012 📅 Sep 19, 200	22 Caming soon	elect	×)	Configure formats 7	
D. Generate scena	rios					COLLAPSE 🔨	
ENARIO COMPI	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARISON			
ENARIO COMPI	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARISON			
ENARIÓ COMPI	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARISON			
ENARIO COMP	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARISON			
ENARIO COMP	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARIŠON			
ENARIO COMPI	ARISION REACH	CURVE COMPARISON	MEDIA MIX COM	PARISON			

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.

Pare 1	START DATE	END DATE	LC	DEATION (COUNTI	RYJ	SUDGET CONST	RAINTS -	AD FORMATS	
75.000	📩 Aug 21, 2022	📩 Sep 19, 2022		Coming soon	× ,	Select	× ,	Configure formats $ \pi $	←
3 Generate seen	narios							COLLAPSE 🔨	
ENARIO COM	PARISION REACH CU	RVE COMPARISON	MEDIA	A MIX COMPAR	RISON				
ENARIO COM	PARISION REACH CU	IVE COMPARISON	MEDIA	A MIX COMPAR	RISON				
ENARIO COM	PARISION REACH CU	IVE COMPARISON	MEDIA	A MIX COMPAR	RISON				
ENARIO COM	PARISION REACH CUI	IVE COMPARISON	MEDI	A MIX COMPAR	RISON				
ENARIO COM	PARISION REACH CU	VE COMPARISON	MEDI	A MIX COMPAR	RISON				

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.

	START DATE	END DATE	LOCATION (COUNTRY)	SUDGET CONSTRAINTS *	AD FORMATS
\$75.000	🖶 Aug 21, 2022	🖶 Sep 19, 2022		Geleot 🗸 🗸	Configure formats (7)
PTIMISATION OBJECTIVE				• Plan tolerance ①	
Short-term in 1914 (i)	🔽 ting-terr ill ILTL)	💮 🛛 🛃 Active at entit	on seconds per impression (AAS)	Low Medium High	CO- CO- CARGE TRACK
				Channel minimum spend	
O Generate scenarios				Configure minimum spend	COLLAPSE A
	EMPT	TY STATE TO TELL US	BER TO GENERATE SCEN.	ARIOS	
	ЕМРТ	TY STATE TO TELL US	BER TO GENERATE SCEN	ARIOS	
	EMPT	TY STATE TO TELL U	SER TO GENERATE SCEN	ARIOS	
	ЕМРТ	TY STATE TO TELL U	SER TO GENERATE SCEN	ARIOS	
	EMPT	IY STATE TO TELL U	SER TO GENERATE SCEN	ARIOS	

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.

Configure ad formats ()			
Select the channels and formats available, and o	configure CPN	/s	
YouTube			\sim
Bumper	s	15.00	
Non-skippable 12 seconds	s	10.00	
Non-skippable 15 seconds	S	13.00	
Skippable	S	15.00	
Facebook			~
In-stream Video	S	15.00	
Newsfeed	s	15.00	
Story	s	15.00	
Instagram			~
		Cancel	Confirm

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.

SUDGET STAR \$75,000	rt DATE Alig 21, 2022	EKD DATE	LOCATI	ok ngiscon 🗸	BUDGET CONS Select	itraints+	AD FORMATS			
OPTIMIBATION OBJECTIVE	E Long-ton	mittanu 🕑 🌔	ど Acilye attn	seas par Imprass		💽 Abtive alt	n, seos per repen	MASR ()		
			COLL	APSE 🔨						
🕤 Back to campaig	n managemen	t								
Scenario comparison Evaluate and adjust the scenario's budget mix										
Evaluate and adjust the	e scenario's bu	idget mix								
Evaluate and adjust the	e scerario's bu	idiget mix Active Attention			Passive Attention		Lifta (B	TLATO		
Evaluate and adjust the Sectario Name	e spenario's bu Secs. per Reach (a)	Active Attention Seco. per Impression (6)	Volume (dagat	Secs. per Brech(s)	Passive Attention Secol per Impression (a)	Valume (dayx)	Lifte (S Short-Lerm	TLATE) Long-term		
Evaluate and adjust the Secharie Hame BASELINE	e scenario's bu Secs. per Reach (e) 3.2	Active Attention Serial per Increasion Ito 4.8	Valume (deast	Seco. per Beech(k) 3.2	Passive Attention Secs. per Impression (a) 4.3	Volume (daski 233	Lifte (S Short-Lerm 10%	Long-Ierm 1.1.3		
Evaluate and adjust the Second in Name BASELINE AASH-001 8	seeranto's bu Secs. per Peech (e) 3.2	Active Attention Series, per Increases No 4.8 + co 4.8	Victures (denor) 215 ~ 124 204	Secs. per Sech(r) 3.2 • 10- 3,4	Parsive Attention Series, per Impression (6) 2.8 4. (6) 2.8	Volume (depat) 2.33 ~ 125 198	Lifes (8 Short-term 10% + c 5 128	TLATE) Long-term 1.1 X • 125 - 0.6 %		
Evaluate and adjust the Sechario Hame BASELINE AASH-001 0 AASH-001	Secs. per Beach (s) 3.2 A 20% 3.4 A 10% 3.2	Idget mix Active Attention Settle per Interession A.S A.S A.S A.S A.S A.S A.S A.S A.S A.S	Volume (densi) 215 ~ 124 204 4 125 193	Secs. per Seech (c) 3.2 • 125 3.4 • 25 3.2	Parsive Attention Sense per Impression (6) 2.8 4.05 4.05 4.05 4.05	Votume (dess) 233 ~ 124 198 × 10%245	Effa (8 Shut-bern 10% ± c% 12% ± 12%	Long-lerm 1.12 • 125 0.6% • 125 0.9%		
Evaluate and adjust the Secontrio Name BASELINE AASI-001 0 STL-001 0	Secs. per Beach of 3.2 4 at 0 3.4 4 to 3.2 4 at 0.5 5 at 2.2	Active Attention Active Attention impresentation (A.8) A.8 A.8 A.8 A.8 A.8 A.8 A.8 A.8	Volume (desail 215 • 12* 204 • 17* 193 • 32% 23%	Sance.per Basechte) 3.2 • 125 3.4 • 125 3.2 • 105 3.2	Parsive Attention Sector per Impression (C) 4.8 4.8 4.8 4.9 4.9 4.9 4.9 4.9 4.9 4.10 4.9 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4.9 4.10 4	Votume (dense) 2.33 • 124 198 • 125 201	Lifes (S Short-term 10% * C% 12% * 12% 12% * 12% 16%	TLLTU Larg-term 1.12 • 10= 0.6% • 10= 0.9% • 10= 0.9%		

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.

Scenario comp valuate and adjust	bari the	ison scenario's bu	dget mix						
			Active Attention			Passive Attention	Lifes (STLATE)		
Secnario Hame		Secol per Peach (a)	Serce, per Impression (x)	Volume (days)	Secol. per Brech(k)	Secol, per Impression (x)	Volume (days)	Short-term	Long-term
BASELINE		3.2	4.8	215	3.2	4.8	233	10%	1.1.%
AASH-001	Û	- 20% 3,4	a cs = 4.0	± 125, 204	- 155-3,4	± cs = 4.8	▼ 125 198	.a. (∿ 12%	▼ 125 0.6%
<u>AASI-081</u>	Ħ	± 108 - 3.2	- 28% 8.3	÷ 🕬 193	▼ 75 3.2	4 tos = 6.3	± 10%245	▼ 125 12%	▼ 125_0.9%
STL-001	۵	÷ 23.2	 ™ 4.8 	- 82% 23%	+ YCK - 3.2		+ 12t 201	• 10% 16%	 ■ 12% 0.9%
LTL-001	đ		÷ 125 4.8	₹ 127 12%		÷ (25 7.8	<u> ≜ 10%</u> 258		+10% 1.6%

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

Scenario comparison Evaluate and adjust the scenario's budget mix												
			Active Attention					Passive Attention			LIAN (STUATE)	
	Sechario Hame		Secol, per Reach (a)		Serce, per Impression (4)	111	Volume (daget)	Seror, per Brech(x)	Secol, per Impression (4)	Volume (depx)	Short-term	Long-term
	BASELINE		3	.2		4.8	215	3.2	4.8	233	18%	1.1.3
	AASH-001	8	- 30% 3	.4	* cs	4.8		- 125 3.4	± cs = 4.8	▼ 125 198	a cs 128	▼ 124 0.6%
	AASI-081	Ħ	a tos - 3	.2		8.3	+ 276, 193	▼ 25 3.2	ands 6.3	± 10%245	▼ 125 125	▼ 102_0.9%
	STL-001	π	- 23 3	.2	• '0%	4.8	- 32% 23%	+ 10% - 3.2		+ 12t 201	• ^{10%} 16%	+ 121 0.9%
	LTL-001	đ	a 10% - 3	.2	+ 125	4.8	 ■ 123 12% 	a 100 - 2.0	+ 12s 7.8	<u>≜ 10%</u> 258		±10%1.4%

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

BUDGET START \$75,000 25 5 OPTIMIBATION OBJECTIVE Sho the m lift (STL) (0) G. Generate segnarties	DATE Aug 21, 2022	ERD DATE	LOCATI 22 Corri 24 Active atta	ION Inglacion 🗸	BUDGET CONS Salect	Active altr	AD FORMATE	lormats ≟
			COLL	APSE 🔨				
🕤 Back to campaign	managemen	t						
Scenario compar Evaluate and adjust the	r ison scenario's bu	dget mix Active Attention			hassive Attention		Gifta (B	TLATED
Secret in Hame	Secol, per Reach (a)	Secol per Impression (N)	Wolume (deget)	Secol per Brech(x)	Secol per Impression (6)	Volume (daye)	Short-term	Long-term
BASELINE	3.2	4.8	215	3.2	4.8	233	10%	1.1.2
<u>AASII-001</u> 0		× cs = 4.0		+ 125−3,4	a 🚓 🕹 2.8	★ 124 198		★ 125, 0.6%
AASI-001 #	A nos 3.2	- 28% 8.3	+ ¹²⁶ 193	▼ 75 3.2	4 hos = 6.3	± 10%245	▼ 125 12.5	▼ 125_0.9%
STL-001	÷ A 3.2		- 32% 23%	+ 'CS = 3.2	+ 125 4.8	▼ 127 201	• ¹ CX 16%	≠ 124, 0.9%

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.

Scenario mix deta Evaluate and adjust the s	ailed view	dit mix		сна		FORMAT	VIEW
GHANNEL	↑↓ BUDGET	∿, MIX	1. IMPRESSIONS	1, REACHS	1↓ TARGET	AUDIENCE	τJ
тv	155,000,000 • 50%	0.60 4 383	14 5,000,000 * 39%	51.86% * 385	145	, 999, 999 • 398	
BVOD	155,200,020 • Ses	0.60 • 36%	145,000,000	51.86% • 38%	145	, 988, 098 • 383	
YouTube	155,200,020 • 30%	0.60 • 38%	145,000,000 * 33%	51.86% * 38%	145	, 900, 090 • 384	
Facebook	155,200,020 • SR	0.60 • 383	145,000,000 A 38%	51 . 86% ▲ 38%	145	, 999, 099 • 382	
Instagram	155,300,630 • 50%	0.60 • 384	145,000,000 * 33%	51.86% * 38%	145	, 900, 090 • 385	
Twitter	155,000,000 ▲ SRS	0.68 - 303	145,000,000 A 38%	51 . 86% 🔺 38%	145	, 800, 080 ▲ 38≥	
TİKTOK	155,300,630 • 30%	0.60 • 38%	145,000,000 * 335	51.86% A 38%	145	, 900, 090 • 385	

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.

Scenario mix det Evaluate and adjust the	scenario's budget	dit mix		сн	NNEL VIEW FORMAT	VIEW
CHANNEL	†⊥ BUDGET	∿. MIX	1. IMPRESSIONS	1, REACH%	1, TARGET AUDIENCE	74
ти	155,000,000 • 904	0.68 * 38%	14 5,000,000 * 33%	51.86% • 385	145,800,080 • 385	
BVOD	155, 300, 630 • S85	0.60 • 38%	145,888,888 • 38%	51.86% • 36%	145,388,038 • 383	
YouTube	155,200,020 • 20%	0.60 • 38%	145,000,000 • 33%	51.86% * 38%	145,000,000 • SMR	
Facebook	155, 200, 020 ▲ 589	0.68 • 38%	145,000,000 * 38%	51.86% ▲ 36%	145,000,000 • SB	
Instagram	155,200,620 - 80%	0.66 • 38%	145,000,000 * 335	51.86% * 38%	145,000,000 • 300	
Twitter	155,000,000 • 389	0.68 - 383	145,000,000 • 38%	51 . 86% • 38%	145,000,000 • SRE	
TİKTOK	155,300,630 = 89%	0.68 - 38%	145,000,000 * 335	51.86% # 38%	145,200,020 • 395	

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

Within the key optimised metrics you will see at able that compares the baseline performance against the chosen scenario factoring in optimised objectives and expected attention-based outcomes.

Key optimised metrics

Compare your optimised	metrics between e	ach soenario	
DRIVERS	STL-001	BASELINE	
Attention Seconds per Reach (sec)	6.65	8.68 ≜ 35%	. 7
Attention Seconds per Impression (sec)	6.65	8.6s	Chart term Eft shapes
Short Term Lift % (STL)	34%	46% • 335	30%
Long Term Lift % (LTL)	34%	46% ▲ 30%	00/0
Impressions	145,800,000	155,000,000 • 39%	Miller days this ways?
Reach	145,000,000	155,000,000 • 30%	The standard churk of Lorem pson used since the 1500s is reproduced below for those interested. Sections 1:0.32 and 10:00 constructions 1:0.32 and
Total Active Attention Volume	145,000,000	155,000,000 A 345	1.00.33 from "de Finitous Bonorum et Malcrum" by Cloero are also reproduced in their exact original form,

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.

Key optimised metric Compare your optimised metric	:S rics between e	ach scenario		
DRIVERS		BASELINE		
Attention Seconds per Reach (sec)	6.65	8.6в ≜ 3 <i>и</i> к	. 7	
Attention Seconds per Impression (sec)	6.65	8.6s + 83%		\leftarrow
Short Term Lift % (STL)	34%	483 * 331	30%	
Long Term Lift % (LTL)	34%	48% A 30%	0070	
Impressions	145,200,202	155,000,000		
			What does this mean?	
Reach	145,800,000	155,000,000 - 30%	The standard churk of Lorem, psam used since the 1500s is reproduced below for those interested. Sections 110.32 and 19.00 cm of the time time as the section of the sect	
Total Active Attention Volume	145,000,000	155,000,000 + Sim	Liuss from the Finlous Bonorum et Malcrum" by Cloero are also reproduced in their exact original form,	
				1

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 <u>here</u>, or for a personalised run through of the attentionPLAN platform contact the Amplified Intelligence Customer Success Team via **support@amplifiendintelligence.com.au**.