



Self-Serve AdSmart Campaign Evaluation – Help Guide

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The process

How to create an AdSmart Campaign Evaluation

3 Step process to receiving the results of your campaign

1. Sign Data Sharing Agreement

Sign up

- In order to create an AdSmart Campaign Evaluation, you will need to have signed a **Data Sharing Agreement** with Sky.
- Once this is done, we will set up your user account on Sky Analytics to enable you to create AdSmart Campaign evaluations.

2. Upload your Customer Outcomes

Upload your data

- You will need to upload a file of your customer outcome data.
- You can upload customer **leads** and/or **sales** outcomes including an address for each customer.
- This will get matched to Sky 1st party household data to generate the evaluation.

3. View your AdSmart Campaign Evaluation

View evaluation

The evaluation will get QA'd by one of our analysts and once ready it will be **published to view in Sky Analytics**.

The evaluation will show you how well the targeted AdSmart audience responded to your campaign



GDPR Principle of Data Minimisation



“...1. Personal data shall be:

(c) adequate, relevant and **limited** to what is **necessary** in relation to the purposes for which they are processed (data minimisation)

”

General Data Protection Regulation (GDPR)



Do send data strictly necessary for the analysis, such as Postcode, 1st line of address and transaction/enquiry date



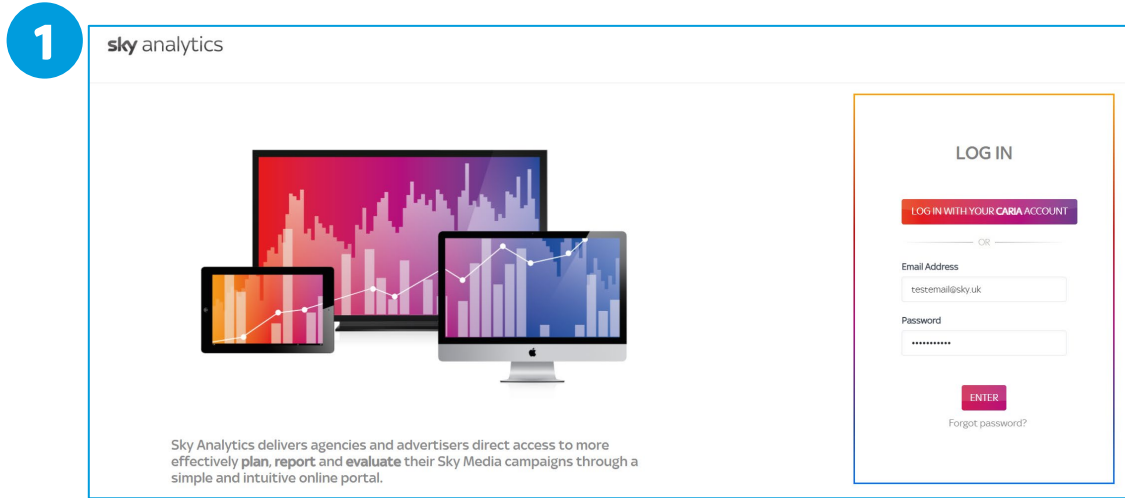
Don't send unnecessary data, such as first & last name

Don't send **Sensitive Personal Data** - this can only be processed with explicit consent of the data subject. We do not need this and under no circumstances must this type of data be provided, examples:

race • ethnic origin • politics • religion • trade union membership • genetics • biometrics (where used for ID purposes) • health • sex life • sexual orientation • National Identity Number (ROI)

How to create an AdSmart Evaluation using Sky Analytics

1. Log in to Sky Analytics and access the Reporting Tab



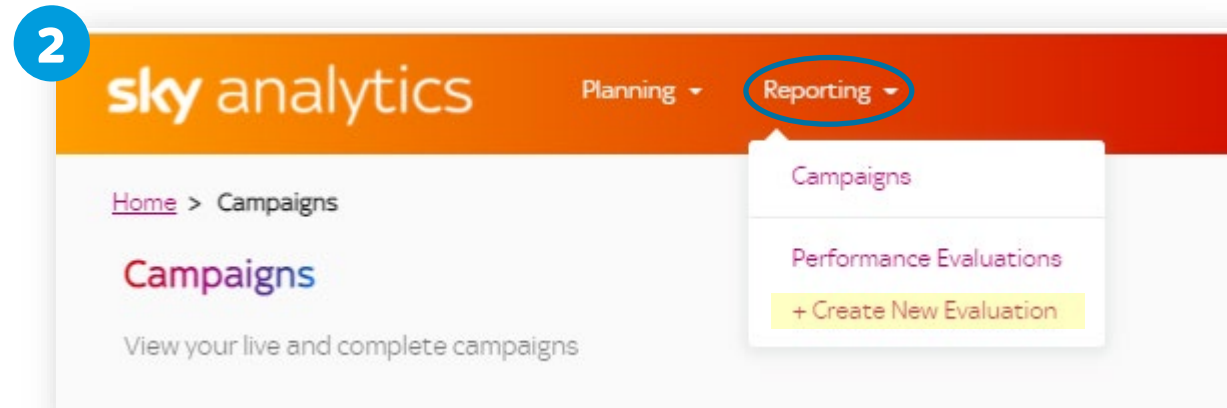
1 Log-in to **Sky Analytics** using your credentials

2 Access Evaluations under the **Reporting** top level menu item.

From here you can:

- View any Evaluations you have already created
- Create a new Evaluation

Click on “**Create New Evaluation**”



2. Enter in the required campaign details for your evaluation

sky analytics Planning Reporting

Home > Performance Evaluations > Create Performance Evaluation

Create Performance Evaluation

1. Evaluation Name
Give your performance evaluation a name.

Performance Evaluation Name

1 Test evaluation

2. Campaigns
Search and select the campaigns for your performance evaluation.

Campaign Search

2 finance

Date Range Filter

Choose a campaign date range

2 campaigns found for keyword 'finance'.

No.	Product Name	Buyer Name	Status	Start Date	End Date
3 Select 774845	Day1 Personal Loans	STRINGWINGS MEDIA LTD	Complete	01 Oct 2020	30 Nov 2020
Select 751991	Day1 Personal Loans	STRINGWINGS MEDIA LTD	Complete	29 Jun 2020	25 Sep 2020

Selected Campaigns

Your selected campaigns will appear here.

- 1 Give your Evaluation a name to help you identify it later.
- 2 Search for the campaign/s you want to evaluate. You can search on product name or campaign number.
- 3 Select the campaign/s you want to evaluate by clicking the **Select** button.



3. Decide on the outcomes you wish to evaluate

3. Results (Outcomes)

Select the outcomes that will be evaluated.

1

What outcomes do you want to measure?

☒ Leads (for example: responses or information requests)

☒ Conversions (for example: sales orders)

Do you want to measure conversion values?

☒ Yes, I want to measure conversion values

2

Example Outcomes Data File

The below table template shows the sample format of the data file that can be uploaded on this page.

Full Postcode ⓘ	Address1 ⓘ	Enquiry Date ⓘ	Conversion Date ⓘ	Order Value ⓘ
WR14 3XR	1 Church Street	01/01/2017	11/01/2017	20
DA2 6RN	1 Temple Street	02/01/2017		
BA11 3SA	1 Station Street	03/01/2017	13/01/2017	100

Output Report

Based on your selections above, an evaluation will be produced with the following performance metrics:

☒ Converted Leads (e.g. Orders)

☒ Leads

☒ Conversion Value

1 Select the type of outcome/s you want to evaluate. You can choose to evaluate Leads and/or Conversions.

- A lead could be any type of lead like a customer calling in or emailing with an enquiry.
- A conversion could be a sale.

If you tick the Conversion box, you can additionally track sales values in the evaluation.

2 Depending on what you tick, the system will generate an example outcome file that you will need to upload in order to create the evaluation



4. Select the file you wish to upload

sky analytics

Planning ▾Reporting ▾

[Home](#) > [Performance Evaluations](#) > Performance Evaluations Data Upload

Upload Data for Performance Evaluation

Upload outcomes data file

1. Evaluation Name

Test Evaluation

2. Campaigns

1 campaign > selected for your performance evaluation.

3. Results (Outcomes)

✓ Converted Leads

✓ Leads

✓ Conversion Value

4. Upload Data

Upload your customer outcome data.

Upload Data File

Select your CSV data file. Maximum file size: 300MB.

1

Select File

1 Click **Select File** to retrieve the outcome file you want to upload.

The file must be a .csv file with the columns as per the example table on the right of the page. The column headings need to be the same as the example too.

Once the file has been selected click **Upload & Save**.

Once the file has uploaded you will get returned to the evaluation list page.

You will get an email notification when your Evaluation is ready to view.



5. An email notification will be sent when your evaluation is ready

Dear :

Performance Evaluation No. **184 - Test Evaluation** was successfully created and is now ready to be viewed.

[Click here to access your report.](#)

Alternatively, log in as normal, go to the performance evaluations section of the site and find the report.

Kind regards,

sky analytics

The information contained in the attachment is confidential and proprietary to Sky and may not be used or disclosed except as expressly authorised by Sky UK Ltd. The information may be privileged and confidential and is intended exclusively for the addressee. If you have received it in error, please notify the sender and delete it from your system. You should not reproduce, distribute, store, retransmit, use or disclose its contents to anyone. Please note we reserve the right to monitor all e-mail communication through our internal and external networks. SKY and the SKY marks are trademarks of Sky UK Ltd, a company incorporated in England and Wales (Registration No. 02906991) and whose registered office is Grant Way, Isleworth, Middlesex TW7 5QD.

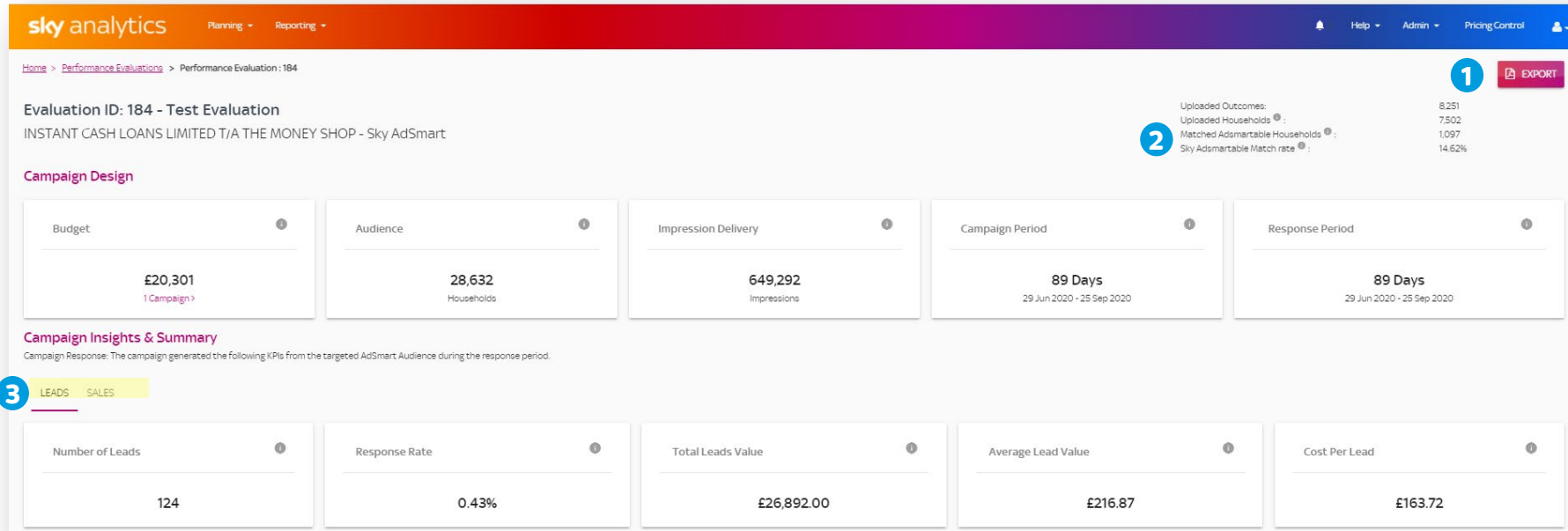
When your evaluation is ready you will receive an email like this.

Click on the link to view the report.

Alternatively, you can navigate to the list of evaluations and click it to view it from there.



6. Viewing your results



- 1 Click **Export** to get a pdf version of the Evaluation
- 2 This panel shows you how high the match rate was between your uploaded outcome data and Sky's subscriber base.
- 3 This panel shows you the key metrics delivered by the customers who were in the AdSmart target audience. You will see lead and conversion value generated if you uploaded them.

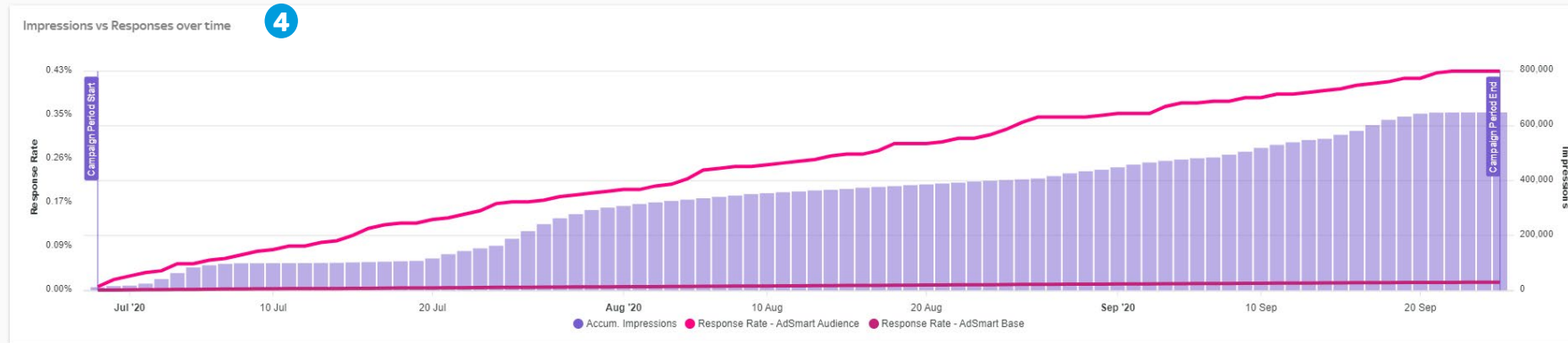
Select the **Leads / Sales** tabs to see the relevant metrics in this panel and the graphs below.



6. Viewing your results (continued)

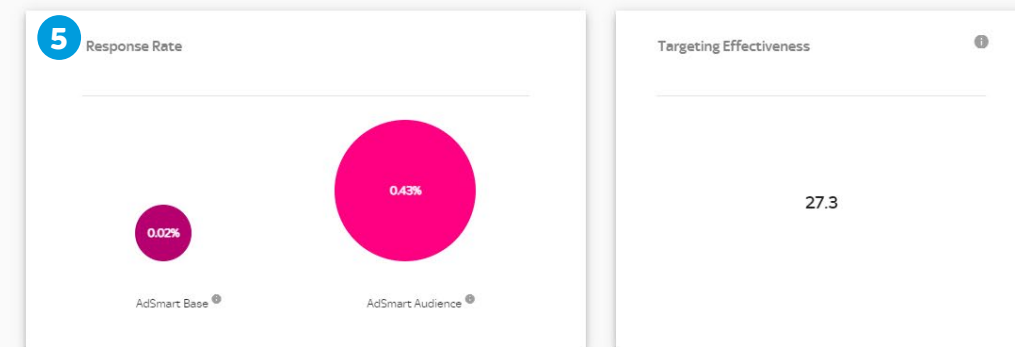
Response Rate over time

This graph tracks the response rates from the earliest response to the last response in the uploaded file



Targeting Effectiveness

The campaign generated the following response rates for the target AdSmart Audience and the AdSmart base population at the end of the response period



4 The graph shows you how the response rate to your campaign grows over time – overlaid with the impressions delivered for your campaign. You can also compare this response rate against that of the Sky AdSmart base population as a whole.

5 The Targeting Effectiveness shows the ratio of response rate between the Target Audience and the AdSmart base population.

The higher the targeting effectiveness, the better targeted the campaign.



Getting Support

How to get Support

Sky Analytics Support page

sky analytics Planning Reporting Help Admin Pricing Control

Home > Support

Sales Support

For sales issues such as the following please contact your Sky Media representative:

- User account set up
- Campaign delivery queries

Technical Support

For technical issues such as the following, please submit a support request:

- Data issues
- System Bugs

Please provide as much specific information as you can about the issue. If it's a bug, please describe any steps you took before the problem arose. This will help our support team to help you. Thanks.

Title 0 / 80 Issue type

Description 0 / 1000

We aim to respond to support requests within 24 hours.
Support is provided between 9am and 6pm from Monday to Friday.
Issues raised over the weekend or public holidays or out of hours will be picked up on the next working day.

Cancel Submit

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If you have any difficulties, please contact us via the support page which is found under the **Help** top level menu.

