

Campaign Digital Pacing

This is the same information that Charting has on their dashboard, with some adjustments that make it more applicable to you. All of the percentage indicators are the same ones visible to charting.

Data is limited to Campaigns starting September 1, 2024 onward. For any contracts prior to September 1, please continue reviewing with the Charting team.

The data displayed is based on the previous business day, and all calculations are based on the same previous business day. Campaigns starting on September 16 will not display until September 17.

Filter Section

The Dashboard Selector will filter by Origination or Account Executive, depending on your role.

There are additional filters, including Advertiser, Contract Number, Agency, which you can use to pull up specific information as needed.

Display Running Only is on by default to display pacing by segments which are scheduled and running. To include segments which are active, remove the checkmark.

Include Finished Segments is on by default to display only segments which have not ended. Remove the checkmark to include segments which are past the Segment Finish Date.

Digital Pacing

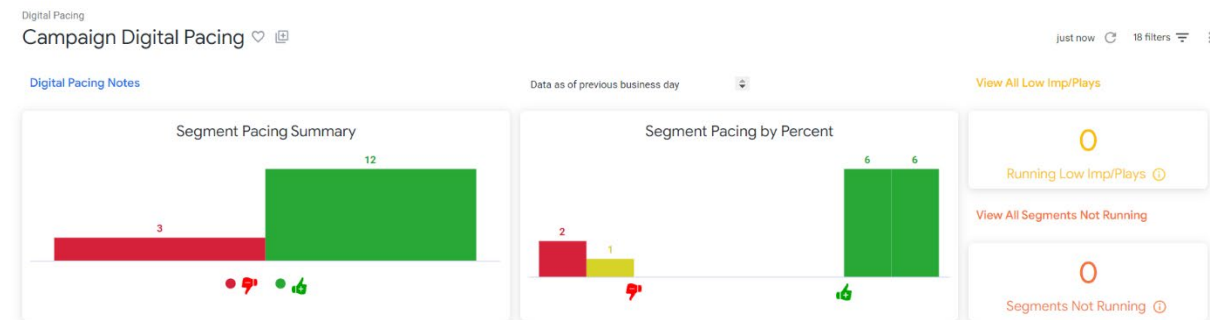
Campaign Digital Pacing  

| | | | | | | | | |
|--------------|-------------------|--------------|-----------------|--------------|--------------|-----------------------------------------|----------------------------------------|-----------|
| Origination | Account Executive | Advertiser | Contract Number | Agency | Status Code | Display Running Only | Include Finished Segments | |
| Is any value | Is any value | Is any value | Is any value | Is any value | Is any value | <input checked="" type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | More • 10 |

Cross-filtering is enabled on this dashboard, clicking on any field or icon (red thumb or yellow bar) will filter the dashboard for the relevant items. Use right-click to view drill-down options.

Summary Section

The top section has the summary of all the data as well as links to additional resources. The charts can be clicked on for cross-filtering. For any of the columns or cards, use right-click to view Campaign or Segment details.



- **Digital Pacing Notes** will take you to a document with descriptions of the fields within the dashboard, including calculations and data source information.
- **Segment Pacing Summary** displays the totals at highest level of “doing ok” (green thumbs up) and “might need attention” (red thumbs down).
- **Segment Pacing by Percent** displays the breakdown by each of the pacing percentages listed by segment.
- **View all Low Imp/Plays** will take you to another dashboard with just the list of Contracts with Low or Zero Goals, including segments which have not started. This is segment contract information, not delivery information.
- **Running Low Imp/Plays** displays the total of segments with low or zero goals (impressions or plays). This is segment contract information, not delivery information.
- **View All Segments Not Running** will take you to another dashboard with the list of segments not currently running and includes Missing PI information.

- **Segments Not Running** displays the total of segments not running, and which have passed the segment start date.

Segment Pacing To Date

Displays each running segment with delivery information based on Booking Type.
Please review [Digital Pacing Notes](#) for detailed explanations of the delivery fields.

| Segment Pacing To Date | | | | | | | | | | | | | |
|------------------------|--------------|--------------------------|------------|---------------------|---------------------|------------|--------------|-------------|------------|------------------|-----------------|------------------------|----------|
| Contract Number | Advertiser | Sales Market | Media Type | Segment Start Date | Segment Finish Date | Sta Cor | Booking Type | Expected | Delivered | Segment Progress | Actual Delivery | Segment Pacing To Date | |
| 1 | NTLBL302484A | CORUS ENTERTAINMENT INC. | Various | Digital Impressions | 2024-09-09 | 2024-11-03 | | Impressions | 12,500,000 | 409,436 | 3.57% | 3.28% | 🟢 -0.30% |

- **Expected** displays the value of the goal contracted (impressions or plays).
- **Delivered** displays the total delivered as of yesterday (impressions or plays).
- **Segment Progress** displays how much of the segment has passed. The value turns red once the segment is over 70% done.
- **Actual Delivery** displays the percentage of delivered to the expected delivered
- **Segment Pacing To Date** displays the difference between the Segment Progress and the Actual Delivery. Right-click to view Segment Pacing Details, including Segment Id and Broadsign Campaign Id.
 - In this example, the 3.57% of the segment is done and 3.28% has been delivered. There is a difference of -0.30%.
 - This example shows that anything +/- 1% is classified as “ok”.

Legends

Displays the values and ranges for the icons on the dashboard.

Pacing Category

🟢 -1% to +100% 🟡 -1% to -100% ? +100% ? -100% or 0 goal

Segment Pacing

🟢 +/- 1% 🟢 +1 to 5% 🟢 +5 to 10% 🟢 +10 to 100% 🟡 -1 to 5% 🟡 -5 to 10% 🟡 -10 to 100% 🟡 +/- 100%