OptiMate

Your best mate on media planning

Meta

OptiMate by Meta

OptiMate is the ideal tool to leverage Meta's 1st Party data for Reach and Frequency curves, directly from the source in real time and tailor made according to the specifics of your planned campaigns.

More accuracy

Different modules for different planning strategies

Take a deep dive into the Test & Learn Culture

Best practices guaranteed

How it works

Meta environment

⊙ Ads Manager

⚙ Business Set

🖼 Images and Video

🗄 Billing

Marketing
API Call

❯ OptiMate ❯

Data extracted
from the agency

User environment

datametrix
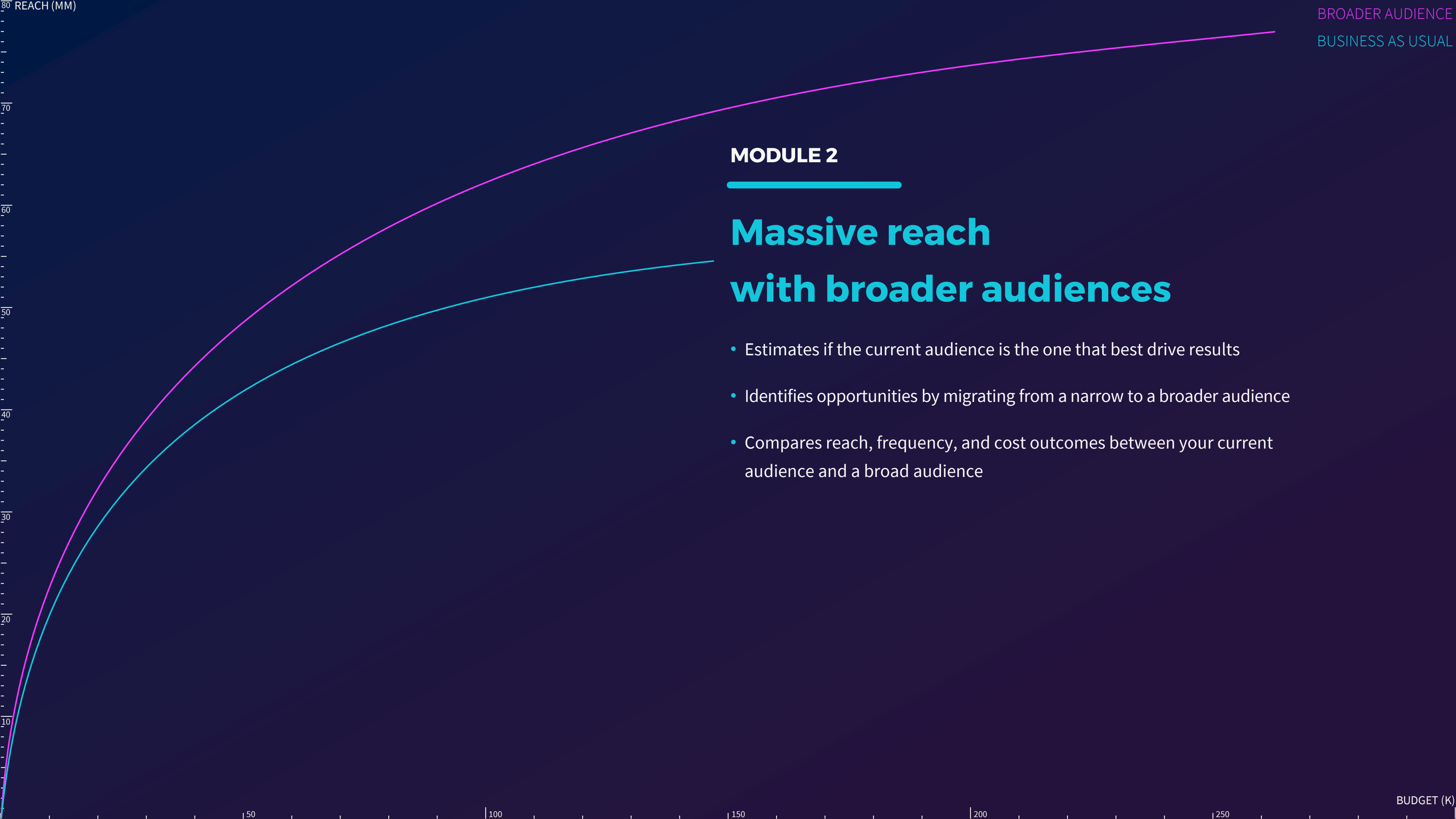turning data into information.

+ tableau

datorama

aws

REACH (MM)

MODULE 1

Massive reach with the right objective

- Improvements in reach, frequency and costs

- Optimize efficiency in budget allocation

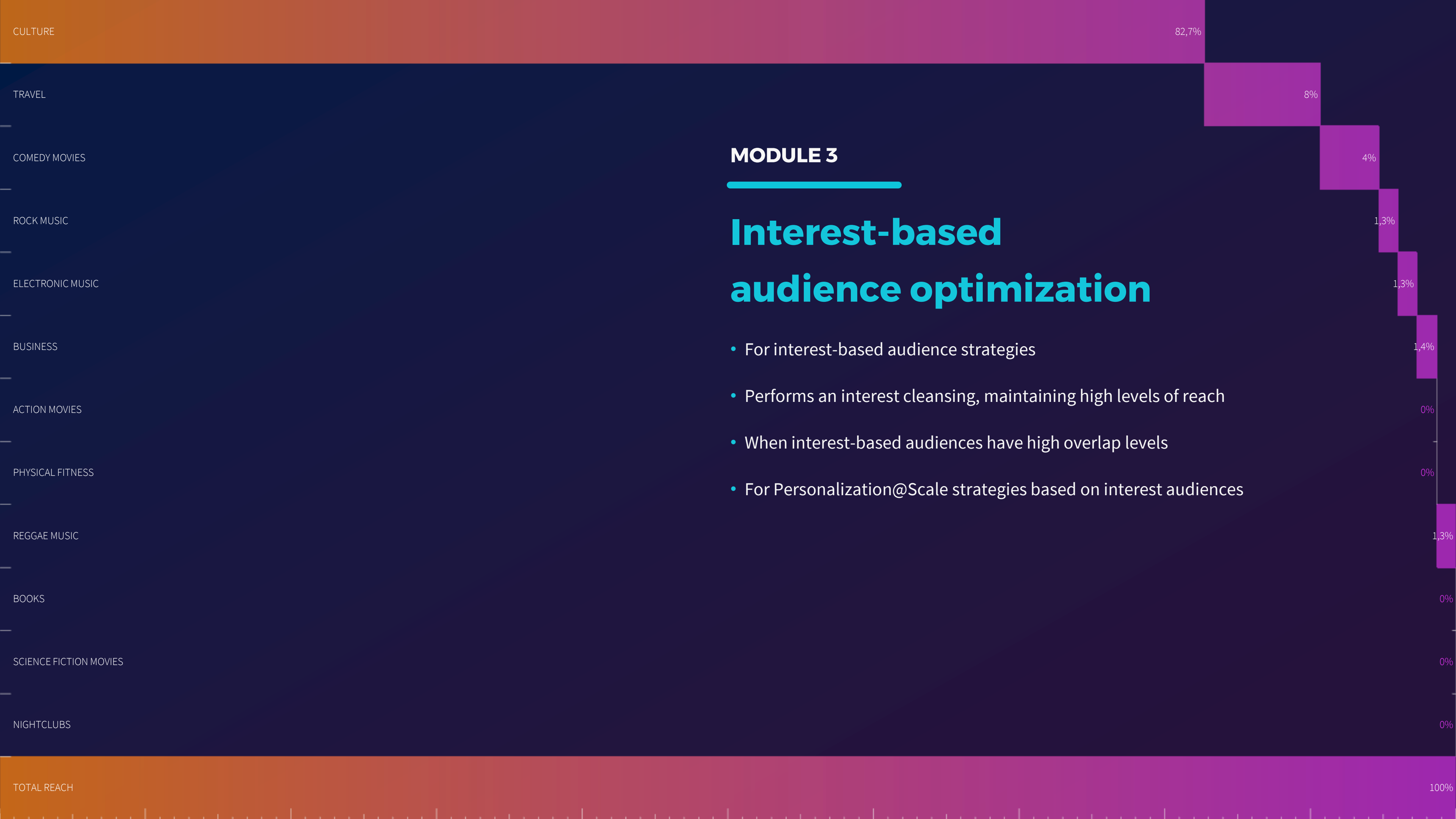- An estimate of the right objectives to drive massive reach

BUDGET (K)

MODULE 2

Massive reach
with broader audiences

• Estimates if the current audience is the one that best drive results

• Identifies opportunities by migrating from a narrow to a broader audience

• Compares reach, frequency, and cost outcomes between your current audience and a broad audience

CULTURE   82,7%

TRAVEL   8%

COMEDY MOVIES   4%

ROCK MUSIC   1,3%

ELECTRONIC MUSIC   1,3%

BUSINESS   1,4%

ACTION MOVIES   0%

PHYSICAL FITNESS   0%

REGGAE MUSIC   1,3%

BOOKS   0%

SCIENCE FICTION MOVIES   0%

NIGHTCLUBS   0%

TOTAL REACH   100%

Interest-based audience optimization

- For interest-based audience strategies

- Performs an interest cleansing, maintaining high levels of reach

- When interest-based audiences have high overlap levels

- For Personalization@Scale strategies based on interest audiences

REACH (MM)

MODULE 4

Mix of reach
and frequency control caps

- Compares the same campaign set-up for different reach
  and frequency configurations

- Sizes trade-offs when changing frequency caps on reach and cost levels

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BUDGET (K)

100   200   300   400   500   600   700   800

REACH (MM)

MODULE 5

Campaign duration

- Defines with agility the duration of the campaign based on reach, frequency and costs

- Quick graphical visualization of all campaign simulations

- Identifies when campaign's reach is limited because of duration

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|100 |200 |300 |400 |500 |600 |700

BUDGET (K)

DAYS	FREQ.CAP	REACH	FREQ.	WEEKLY
7	2	15.9 MM	1.38	1.38
14	2	16.6 MM	1.45	0.73
21	2	17.2 MM	1.49	0.50
28	2	18.9 MM	1.52	0.38
7	3	14.5 MM	1.54	1.54
14	3	14.2 MM	1.70	0.85
21	3	14.9 MM	1.77	0.59
28	3	16.1 MM	1.83	0.46
7	4	13.9 MM	1.62	1.62
14	4	13.3 MM	1.84	0.92
21	4	13.7 MM	1.93	0.64
28	4	14.7 MM	2.03	0.51

Key Performance Indicators

- The most powerful Module, combines features from Module 1, 2, 4 and 5

- Provide a wider map of campaign specs combinations: objectives vs. duration vs. frequency caps vs. audiences

- Having a huge number of combinations (hundreds), it's easier to identify the campaign set-up that best drive results in terms of maximizing reach, maximizing frequency and minimizing CPMs

Module 6 Mock-up (sample input)

OptiMate
Optimize Reach & Frequency for branding campaigns

OptiMate

Ad Account ID:

123456789

Country

MX

Budget

10000

Campaign objectives (sep. by commas)

BRAND_AWARENESS,REACH,V.. ▼

Campaign duration (in days, sep. by commas)

28,29,30,31

Gender

Male, Female ▼

Age ranges: ex. [18, 45], [18,65]

[18,50],[18,65]

Start date (YYYY-MM-DD)

2022-09-30 📅

Frequency caps (you can add more than 1 maximum value)

A maximum of   2,3   times every   7   days

Predict

Full scenarios | **Optimized scenarios** | Export CSV

*This is intended to be used as a reference for developing an OptiMate user interface (UI). Each user will develop the UI on their own

Module 6 Mock-up (sample output full scenarios)

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Optimize Reach & Frequency for branding campaigns

OptiMate

Ad Account ID:
123456789

Country
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Budget
10000

Campaign objectives (sep. by commas)
BRAND_AWARENESS,REACH,V.. ▼

Campaign duration (in days, sep. by commas)
28,29,30,31

Gender
Male, Female ▼

Age ranges: ex. [18, 45], [18,65]
[18,50],[18,65]

Start date (YYYY-MM-DD)
2022-09-30 📅

Frequency caps (you can add more than 1 maximum value)
A maximum of 2,3 times every 7 days

Predict

Full scenarios   **Optimized scenarios**   Export CSV

Country	Account currency	Gender	Age min	Age max	Campaign days	Frequency cap	Campaign objective	Included interests/ behaviors	Excluded interests/ behaviors	Scenario budget	Budget	Impressions	Reach	Reach (millions)	Lower Reach Percentage	Upper Reach Percentage	Frequency	Weekly frequency	CPM
['MX']	USD	Male, Female	18	50	30	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	35,916,207	12,738,898	12.7	12.60%	14.80%	2.82	0.66	$ 0.28
['MX']	USD	Male, Female	18	50	29	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	35,786,743	12,999,176	13	12.80%	15.10%	2.75	0.66	$ 0.28
['MX']	USD	Male, Female	18	50	28	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	35,734,875	13,221,221	13.2	13.10%	15.40%	2.70	0.68	$ 0.28
['MX']	USD	Male, Female	18	50	31	2 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	35,881,376	12,529,483	12.5	12.40%	14.60%	2.86	0.65	$ 0.28
['MX']	USD	Male, Female	18	50	30	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	36,399,570	11,217,796	11.2	11.10%	13.00%	3.24	0.76	$ 0.27
['MX']	USD	Male, Female	18	50	29	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	36,335,902	11,430,408	11.4	11.30%	13.30%	3.18	0.77	$ 0.28
['MX']	USD	Male, Female	18	50	28	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	36,303,013	11,601,807	11.6	11.50%	13.50%	3.13	0.78	$ 0.28
['MX']	USD	Male, Female	18	50	31	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	36,348,678	11,059,683	11.1	10.90%	12.90%	3.29	0.74	$ 0.28
['MX']	USD	Male, Female	18	50	30	2 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	41,731,193	22,407,180	22.4	22.10%	26.10%	1.86	0.43	$ 0.24
['MX']	USD	Male, Female	18	50	29	2 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	41,571,606	22,529,256	22.5	22.30%	26.20%	1.85	0.45	$ 0.24
['MX']	USD	Male, Female	18	50	28	2 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	41,454,439	22,604,365	22.6	22.30%	26.30%	1.83	0.46	$ 0.24
['MX']	USD	Male, Female	18	50	31	2 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	41,705,360	22,292,579	22.3	22.00%	25.90%	1.87	0.42	$ 0.24

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Module 6 Mock-up (sample output optimized scenarios)

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Optimize Reach & Frequency for branding campaigns

OptiMate

Ad Account ID:
123456789

Country
MX

Budget
10000

Campaign objectives (sep. by commas)
BRAND_AWARENESS,REACH,V..

Campaign duration (in days, sep. by commas)
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Gender
Male, Female

Age ranges: ex. [18, 45], [18,65]
[18,50],[18,65]

Start date (YYYY-MM-DD)
2022-09-30

Frequency caps (you can add more than 1 maximum value)
A maximum of 2,3 times every 7 days

Predict

Full scenarios | **Optimized scenarios** | Export CSV

Country	Account currency	Gender	Age min	Age max	Campaign days	Frequency cap	Campaign objective	Included interests/ behaviors	Excluded interests/ behaviors	Scenario budget	Budget	Impressions	Reach	Reach (millions)	Lower Reach Percentage	Upper Reach Percentage	Frequency	Weekly frequency	CPM	Scenario
['MX']	USD	Male, Female	18	65	28	2 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	41,767,462	23,419,823	23.4	23.10%	27.20%	1.78	0.45	$ 0.24	Maximum reach
['MX']	USD	Male, Female	18	50	28	3 times every 7 days	BRAND_AWARENESS	[]	[]	Business as usual	$ 10,000	36,303,013	11,601,807	11.6	11.50%	13.50%	3.13	0.78	$ 0.28	Maximum weekly frequency
['MX']	USD	Male, Female	18	65	30	3 times every 7 days	REACH	[]	[]	Business as usual	$ 10,000	42,389,781	22,774,983	22.8	22.50%	26.50%	1.86	0.43	$ 0.24	Minimum CPM

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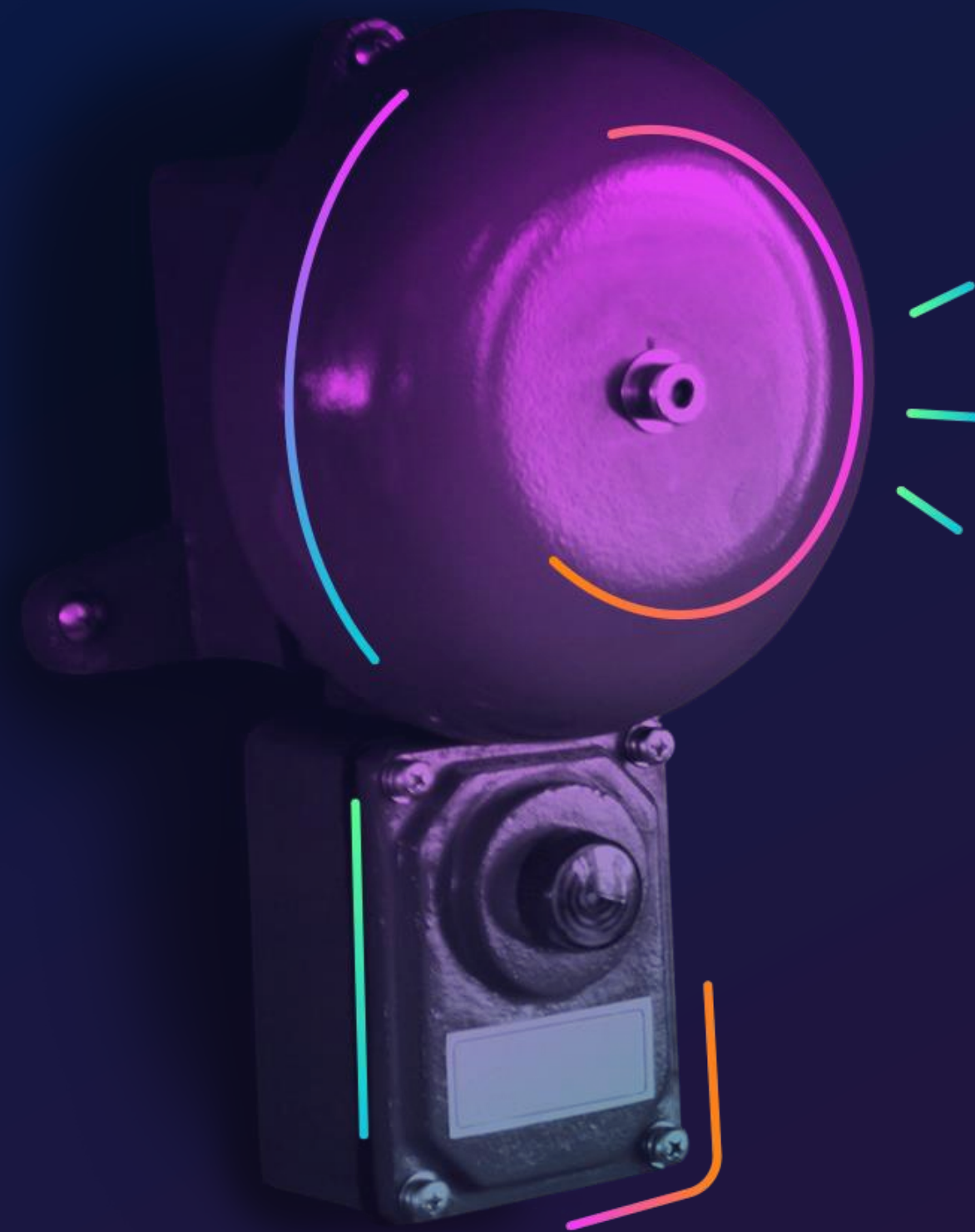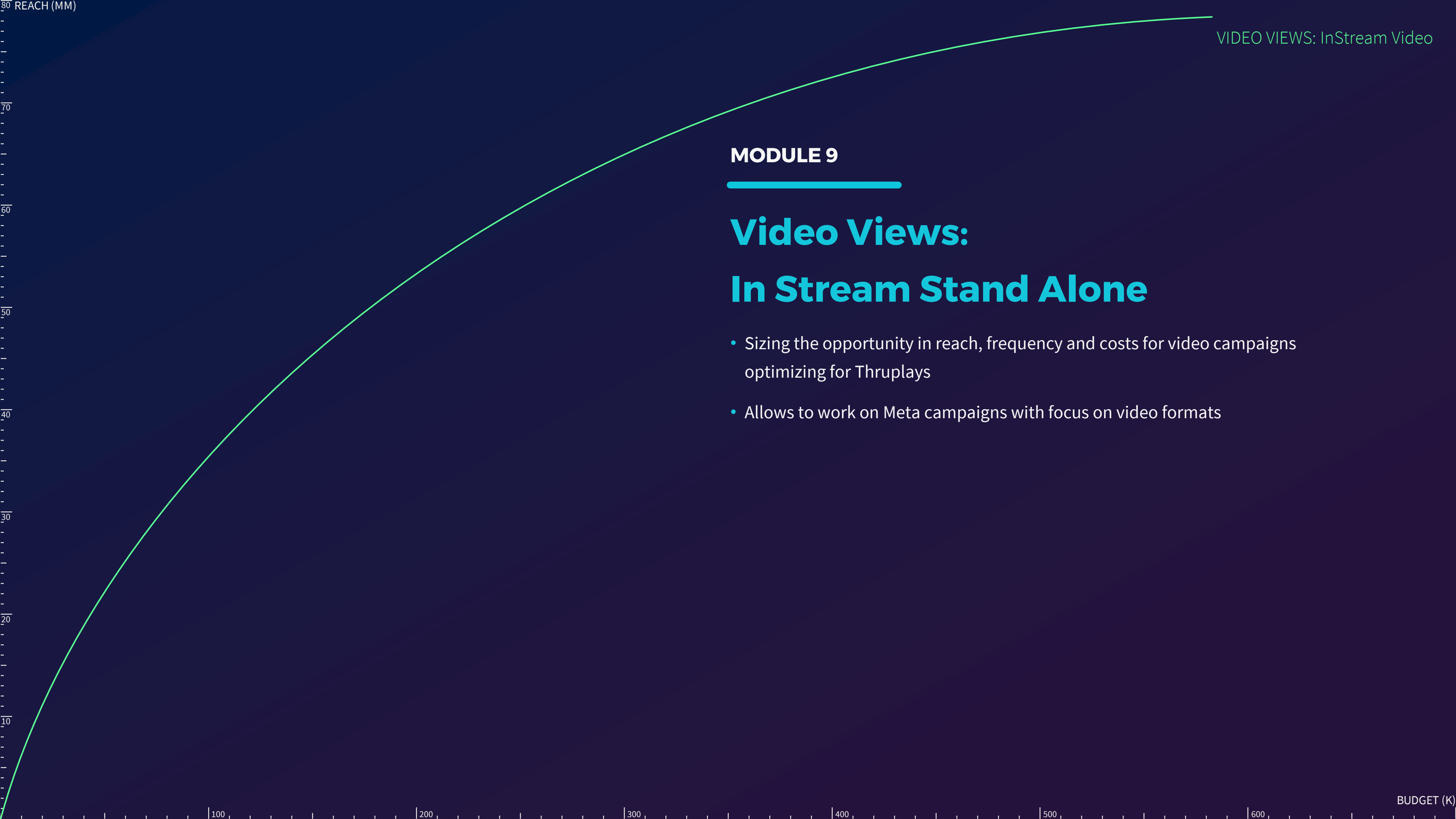
Early Warning System

- For when there are possible errors in the definition of Campaign/AdSet budgets compared to historical Ad Account behavior

- When using daily budget instead of lifetime budget (human error)

- Possible errors can be identified even before the campaign starts

- Different pre-defined confidence intervals are used: 80%, 90% and 95%

- When excessive or insufficient spending occurs due to these errors

REACH (MM)

MODULE 8

Upper-mid funnel objectives optimization

- Improvements in reach (not deduplicated) , average frequency and costs when working with 1 upper and 1 mid funnel objectives

- Finds the best % mix of upper and mid funnel objectives to improve results with the same budget. For example, % Brand Awareness with % Video Views, or % Reach with % Traffic

80

70

60

50

40

30

20

10

100   200   300   400   500   600

BUDGET (K)

REACH (MM)

80
70
60
50
40
30
20
10

BUDGET (K)

100 200 300 400 500 600

MODULE 9

Video Views:

In Stream Stand Alone

• Sizing the opportunity in reach, frequency and costs for video campaigns optimizing for Thruplays

• Allows to work on Meta campaigns with focus on video formats

OptiMate

Thanks

Meta