

Product Requirements Document (PRD)

***Community Ad Units***

**Preliminary**

**Final**

Product Managers/Authors:

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1. **Administrative**

## Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Update Description | Author(s) |
|  |  |  |  |
|  |  |  |  |

## 1.2 Related Documentation

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| Document Name & Description | Author | Location/URL |
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## 1.3 Acronyms, Terms and Definitions

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| --- | --- |
| Acronym/Term | Description |
| SHC | Sears Holdings Corporation |
| User | Customer, Member or anyone engaging on social platforms |
| System | The platform; refers to automated actions that occur |
| Business | Refers to an associate, store manager or employee of SHC |
| Friend | A person who has received a grab bag list from the user |
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## 1.4 Key Stakeholders and Approvals

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Role - Organization | E-mail | Approver? |
| Casey Goddard | Director, Product Mgmt | [Cgodda3@searshc.com](mailto:Cgodda3@searshc.com) | Yes |
| Philip Nowak | Product Manager |  | Yes |
| Brendan Gualdoni | Director, Engineering |  |  |
| Shafeeg Karadsheh | Delivery Manager |  | Yes |
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1. **Project Overview**

## 2.1 Description

## Ad units will display multimedia content to promote community features (such as specific categories, blog posts, guides, & sweepstakes), other SHC media properties (such as Sears.com & Kmart.com), third-party advertisers/vendors and any other use devised by the community business/marketing team.

## 2.2 Objectives

1. Create a comprehensive ad management and tracking platform
2. Enable the ability to generate revenue from ad sales
3. Enable the ability to display multiple ads throughout the site
4. Enable the ability to assign ads to specific pages within the site

## 2.3 Goals

1. TBD

**Functional Requirements**

## 3.1 Content & Functionality

This section will outline the types of ad units the management system will support and how they will function.

| Req. # | Description | Priority (H, M, L) | Phase |
| --- | --- | --- | --- |
| **3.1.1** | **Types of Ad Units:**  **Multiple Ads**  Widget should support the ability to host multiple ad units within the same space. Maximum of 5 ads per space.  **Weighted Ads**  A percentage weight should be assigned to each ad unit, which relates directly to the time each ad will be visible. (30% = ad will be visible 30% of the time).  **Rotating Ads**  Ads should rotate and be visible based on assigned weight as explained in req. 1.2. | **H** | **1** |
| **3.1.2** | **Files Supported**  Ad units should support standard image, movie and rich media formats including, but not limited to: jpg, gif, bmp, PDF, .mov, YouTube, ExpoTV, and streaming content such as Livestream or Ustream. |  |  |
| **3.1.3** | **Linking**  Ad units should include the ability to host URLs as single links and multiple links. Upon a user clicking a link, the URL should open in a new window or popup. |  |  |
| **3.1.4** | **Automated Ad Campaign(s)**  In addition to percentage weight, ad units should display or hide based on an automated schedule. Each ad unit should be assigned a start date/time and an end date/time. |  |  |
| **3.1.5** | **Google Adsense Integration**  Ad unit should support the ability to embed and publish Google Adsense ads. |  |  |
| **3.1.6** | **HTML/Flash Support**  Ad units should support HTML and Flash to allow for development of custom widgets and multiple links as mentioned in req. 1.5. |  |  |

## 3.2 Design & Location

This section will outline ad unit specifications and placement within the site.

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| **3.2.1** | **Dimensions**  Ad units should support, and not be limited to, all standard advertising industry ad unit dimensions including:   * Leaderboard (728 x 90) * Banner (468 x 60) * Skyscraper (120x600) * Wide Skyscraper (160x600) * Small Square (200 x 200) * Square (250 x 250) * Medium Rectangle (300 x 250) * Large Rectangle (336 x 280) |  |  |
| **3.2.2** | **Location/Placement**  Ad units should be developed as a widget that can reside anywhere within the Wordpress dropzone. The following locations should be enabled within the ad management platform:   * Sidebar (any page; above and below the fold) * Homepage (above and below the fold; anywhere in between content widgets) * Category/subcategory pages including interest, Q&A, blog post & guides (above and below the fold; anywhere in between content widgets). * Individual pages including: Q&A, blog posts, & guides. |  |  |

## 3.3 Analytics

This section will outline the analytics required for the ad management platform.

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| **3.3.1** | **Metrics**   * Page views * Clicks * CTR * Estimated earnings (if applicable) |  |  |
| **3.3.2** | **Google Analytics**  Measurement tracking should be integrated with the community Google Analytics suite. |  |  |
| **3.3.3** | **Omniture**  Measurement tracking should be integrated with the community Omniture suite. |  |  |