HotShot Training

Grapeshot Client Services and Technical Support Team

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Introduction to Grapeshot

<u>Targeting solutions</u>

Grapeshot is a contextual and behavioral targeting system that chooses the right advert and content for each unique page view. It allows you to easily set up channels across publications and unlocks the powerful direct selection or keyword selection features of your ad server, without the complexity of manually inserting and maintaining in-page tags.

The dynamic, real-time nature of the Grapeshot ad tags mean that new virtual channels can be created and sold whenever required, making you responsive to new advertiser requirements and opportunities.

HotShot is our web user interface which allows a user to create and manage their contextual channels.

<u>How Grapeshot works</u>

The first time the Grapeshot web service is called from a new page, the URL is passed to an indexing service. This scans the content, generating a multi-keyword profile of the page.

Subsequently, each time the page is submitted to the Grapeshot web service, the keyword profile for that page can be compared with a set of channels defined by the client. A competition then occurs between the channels and the most relevant one will win

Channels are simply a collection of keywords that appear in articles on the subject which that channel needs to target.

Channels are created by the Ad Ops team, a custom Grapeshot application. HotShot analyzes your content and suggests relevant keywords for your channels e.g. "Christmas" or "Hybrid Car".
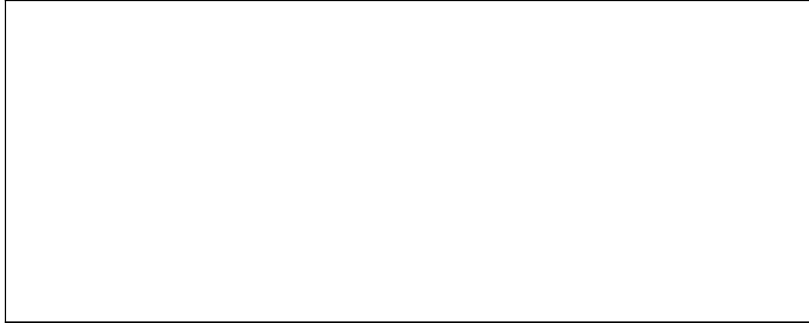
Getting Started on Grapeshot

If you forget your My Grapeshot username or password or have any questions relating to your Grapeshot service, you can contact customer support:
Phone: +44 (0)207 437 1165
Email: customer-support@grapeshot.co.uk

1: Sign In to HotShot

2: Build a HotShot Channel

Go to your dashboard in HotShot (zone is "main")

To create a new channel:
1. Click on the channel type label (e.g. Premium or Unique) in the dashboard.
   - Channels should be created in the Premium Section if it is a new section/segment that sales will find useful to sell e.g. Olympics
   - Channels should be created in the Unique Section for individual campaigns and deactivated or deleted when channel is not in use
2. Type the name of your new channel in the channel name field.
   - **Prefix with "gs_"** e.g. gs_cooking.
   - Names must be unique and typed in lowercase characters (e.g gs_smartphone)
   - Names can contain letters, numbers, spaces, underscore and minus characters (e.g smart-phone)
   - Names can be between 4 and 50 characters long.
   - Names must be compatible with your ad server.
3. Type a couple of seed terms (keywords) that are closely associated with the subject of your new channel (e.g. smartphone channel > smartphone blackberry iphone android).
   - Lists of seed terms must be separated by spaces
   - A phrase can be up to three words and must start and finish with quotes " (e.g. "smart phone technology")
   - You do not need to provide plurals of seed terms (e.g. phone phones)
4. Click the Create new channel button.
5. Edit the channel if necessary with additional keywords
6. Check that the channel is relevant on your matching documents
7. Save and Publish

3: To edit or tweak a channel

To view forecast and apply the Throttle – click on Forecast within HotShot and then the Default option

Matching Documents: sense check your channels by viewing the URL's that are matching

4: Publish channels

To make a saved channel definition take effect you must publish channels, you will find this on the **dashboard main page**

Checking categorization – If you want to check which channel a web page is matching

You can check how Grapeshot categorizes a page using a Grapeshot browser **Bookmarklet.**

To install: Go to My Grapeshot. Click on Bookmarklet under Resource, click and drag the link to your toolbar

Once you have installed the Grapeshot Bookmarklet in your browser toolbar. Go to the page you want to check, click the Bookmarklet and a pop up will appear with the channel match

Channel Management List

1. Use a standard channel naming convention in HotShot to ensure you can deliver clear consistent reports in your Adserver keyword report

2. Create a channel under the Premium tab only if will be core category that your sales team will constantly use. Campaign or advertiser specific channels should be created under the Unique channel tab

3. If a Unique channel is no longer required, it should be deactivated or deleted from the interface

4. If a channel throttle has been altered then this needs to be reset to default after a campaign has finished as this will alter the available inventory for the other channels

5. Channel terms will need to be updated in the Premium tab from time to time to take into account changes to that word cloud environment e.g. Xfactor – addition of new judges and contestants