

Media Buying

Created at July 20, 2024 by Maliha Moloo
Original content found at tatari.helpjuice.com

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Media Glossary

Written by Caitlin Mermelstein | Last published at: July 18, 2024

TV Terminology

- **Addressable Linear TV** - targeted TV ads delivered on a home-by-home basis via cable and satellite boxes.
- **AOV - Average Order Value** - Average dollar amount spent per online order
- Attribution - Attribution helps track which media channels impact customer engagement. This can be via website, app events and/or conversions, which are associated as a result of a unique impression
- **Brand Awareness** - An ad strategy focused on establishing the brand's image and value proposition to consumers
- **CT-URL** - Click Through URL - The URL of a site where the visitor lands (on the advertiser's website) following the click of an ad
- **CTV** - Connected TVs - Smart TV's that are equipped with active internet connection allowing certain user data to be available to advertisers. (ie: Roku, Vizio...)
- **DMA** - Designated Market Area A region of the United States that is used to define television and radio markets
- **DR** - Direct Response - An ad strategy that aims for the audience to take immediate action
- **Frequency** - The number of times a consumer is exposed to an ad
- **Impressions** - A metric used to count the number of instances an ad is consumed
- **Program** - The particular TV show on a given network
- **Reach** - The number of individuals that are exposed to a single ad
- **Rotation** - A designated time frame one can purchase inventory exclusively on linear networks. Rotations vary in pricing depending on day of the week and time frame.
- **ROS** - Run of Schedule An airing time of an ad left to the discretion of the network
- **Upfront commitments** - Media purchases that are negotiated and locked in at a particular rate for a committed period of time. Networks offer advertisers a pre-negotiated rate for buying inventory "up front" for the following broadcast year. The main purpose is to allow marketers to have incremental reach and combat scarcity since these types of media buys are guaranteed to air and guarantee a number of impressions. If the network fails to deliver the guaranteed impressions, they will offer make-goods on other programs (also referred to as Audience Deficiency Units). Upfront purchases can include: program pilots and finales, ancillary benefits i.e. added value, billboards, signage, voice overs, etc.

Media Buying Terminology

- **Accelerated Logs** - Media buys that have to be placed earlier than normal due to market conditions (ie: national holidays)
- **Baseline** - The number of visitors or installs that would occur without TV advertisement at that time

- **Booked Rate** - The gross rate at which one 30s spot is purchased. Networks only provide rates for 30s spots, so the rate for a 15s spot would be half the booked rate and the rate for a 60s spot would be double
- **Clearance** - The percentage of purchased media that actually airs on TV
- **Deterministic Match** - Deterministic matching aims to identify the same user across different devices by matching the same user profiles together. Common profile identifiers include: First Name, Last Name, Email Address, Phone Number and Date of Birth
- **Drag Factor** - Tatari's proprietary incremental measurement tool. Tatari deploys a DragFactor to translate "immediate lift" into "total ad lift". We use smart TV data to track who sees a TV ad and when they see it. The DragFactor is then calculated by seeing how many people responded to the ad in the immediate lift window of 5 minutes vs. how many responded over 30 days
- **Fire Sale** - Opportunities where inventory is sold at a reduced rate. Typically, one will need to act fast to take advantage of a firesale deal.
- **Incremental** - A measurement that separates net new visitors from existing visitors (even if they have not engaged with the ad)
- **In Flight** - Refers to the period when advertising is being run
- **IO** - Insertion Order - A confirmation of receipt for a media purchase
- **Lift** - A metric used to measure the traffic driven to a website that is above the established baseline
- **Probabilistic Match** - A statistical approach that aims to identify the same user across multiple devices. This approach involves matching records based on the degree of similarity between two or more datasets.
- **Funnel Metric** - The stages customers go through when making a purchase
- **Upper Funnel Metric** - Awareness, Interest, Consideration, Intent, Evaluation, Purchase
- **Down Funnel Metric** - Awareness, Interest, Consideration, Intent, Evaluation, Purchase, Retention
- **Publisher** - Streaming platforms (i.e. Hulu, Tubi ...)
- **Quoted Rate** - The recommended gross rate that is assigned by the network to book a single 30s spot
- **Response Rate** - The percentage of viewers who responded to the ad
- **ROAS** - Return on Ad Spend - The amount of revenue earned for each dollar spent on advertising
- **Shave Rate** - The percentage of the discounted rate from booking a media buy below the network's quoted rate
- **Syndication** - A particular program that is sold to multiple TV networks and aired at the network's discretion (i.e. Judge Judy)

Markets

- **Linear** - Traditional TV (i.e. Broadcast and Cable networks)
Streaming - (also known as OTT - Over the Top) - Digital distribution of television content delivered over the internet. Streaming publishers include: Hulu, Pluto, Peacock, Max, etc.
- **NPE** - Non Preemptible - Inventory that is guaranteed to air and is purchased at a pre-negotiated rate
- **Remnant** - Remaining TV inventory that a network has not sold yet and is biddable in an effort to fill. This type of inventory is purchased a week before airing and sometimes even in the same week. Advertisers can outbid each other when purchasing remnant spots, they are not guaranteed to air

- **Scatter** - Media buys that are placed on a month-to-month or quarterly basis. Like remnant, scatter buys target networks-rotations, but can also be used to purchase syndicated shows. The different is that scatter buys offer guaranteed airings.
- **General Market** - Upfront Commitments - Media purchases that are negotiated and locked in at a particular rate for a committed period of time. Networks offer advertisers a pre-negotiated rate for buying inventory “up front” for the following broadcast year. The main purpose is to allow marketers to have incremental reach and combat scarcity since these types of media buys are guaranteed to air and guarantee a number of impressions. If the network fails to deliver the guaranteed impressions, they will offer make-goods on other programs (also referred to as Audience Deficiency Units). Upfront purchases can include: program pilots and finales, ancillary benefits i.e. added value, billboards, signage, voice overs, etc.

Networks

- **National Broadcast Networks** - ABC, CBS, The CW, FOX, NBC
- **National Cable Networks** - Example: CNN, National Geographic
- **Local Broadcast Networks** - Broadcast network affiliates. Example: KTLA (The CW affiliate)
- **Local Cable Networks** - MSO's (Multiple System Operators): Spectrum, Cox, Comcast

Key Acronyms

- **CPA** - *Cost Per Acquisition* - Cost of advertising to acquire a single customer
- **CPC** - *Cost Per Click* - Cost of advertising to acquire a single click
- **CPI** - *Cost Per Install* - Cost of advertising to acquire a single customer via App download.
- **CPM** - *Cost Per Mille/Cost per thousand* - Cost of advertising to achieve 1,000 impressions.
- **CPV** - *Cost Per Visitor* - Cost of advertising to acquire a single visit to a webpage.

Creatives + ISCI Codes

- **Creative/spot** - These words are interchangeable and signify a single advertisement intended for linear and/or streaming. Creatives/spots are typically produced with a duration of 15s, 30s, 60s and 120s (with 15s and 30s being most common)
- **DirecTV ISCI code** - Unique identifier used for DirecTV stations. These codes are always signified with a “D” as the first character. Example: DATTRI1A30H
- **ISCI code** - Unique identifier for a specific creative that allows other key information such as spend and analytics to be tracked within the client’s dashboard
- **Local Airing** - A spot that is sold by a network affiliate or an MVPD (Multi-Channel Video Programming Distributor) like Comcast. These local spots air on the same network as the national spots, but they air during what is called a “local break,” which is a pod of commercials that the network allows to be sold in local markets.
- **National Airing** - A spot that can be viewed by the entire country, typically sold by the cable network or broadcaster directly
- **National-Local Airing** - A spot that is purchased to air across the country (US and Canada markets) during local break time slots. However, assuming the local stations were successful in filling their

inventory, national-local spots would not air over these local spots. This type of spot can be understood as acting like a national spot, however, it will likely be aired over by local spots in 70-80% of the markets.

- **National** - Local ISCI code - Unique identifier used for National - Local TV networks. These codes are always signified with an "L" as the first character. Example: LATTRI1A30H

Tatari Partners

- **BVS / BVS Encoding** - Broadcast Verification Services -An encoding applied exclusively to creatives running on Linear TV that allows Kantar to track the airing of spots. Not all linear networks are "BVS tracked" but most major networks are. BVS encoding allows spot data to be auto-ingested into our proprietary system and reflected in the client dashboard.
- **ER - Extreme Reach** - Tatari's third party creative delivery partner who handles all creative logistics such as: ensuring all assets meet proper TV specs/requirements and sending creatives to TV networks.
- **Kantar** - A Tatari partner who handles the tracking of linear creatives on networks

Campaign Manager Terms

Plan View: This portion of the Campaign Manager offers a look at your media plan for a given week and allows you to build or make changes to your media plan.

The screenshot shows the Campaign Manager interface with a red box highlighting the detailed list of bookings. The top navigation bar includes Week dropdown (set to Week), Budget (\$4.69M), Total Alloc (0%), Est Clearance (0%), and various export and send buttons. Below the header are tabs for Linear, Streaming, and Creative Groups, along with search and column management tools. The main table displays network bookings across multiple days of the week.

Network	Allocation	30s equiv. spots	Network / Rotation	Network Friendly Name	Day of Week
Animal Planet	\$236,980	168	ANPL Everyday Early Morning	Animal Planet	Mo, Tu, We, Th, Fr, Sa, Su
BBC America	\$94,309.20	168	ANPL Everyday Overnight	Animal Planet	Mo, Tu, We, Th, Fr, Sa, Su
CMT	\$126,053.30	168	ANPL Everyday Prime	Animal Planet	Mo, Tu, We, Th, Fr, Sa, Su
Cooking Channel	\$80,117.60	200	ANPL Everyday Prime Mirror	Animal Planet	Mo, Tu, We, Th, Fr, Sa, Su
DIY Network	\$90,015	147	ANPL Weekday Day	Animal Planet	Mo, Tu, We, Th, Fr
EI	\$279,522.50	174	ANPL Weekday Early Fringe	Animal Planet	Mo, Tu, We, Th, Fr
Status	260 linear bookings		ANPL Weekend	Animal Planet	Sa, Su
260 Unsent			BBCA Everyday Prime	BBC America	Mo, Tu, We, Th, Fr, Sa, Su
			BBCA Everyday Prime Mirror	BBC America	Mo, Tu, We, Th, Fr, Sa, Su

Column Drop-Down Menu

The screenshot shows a software interface for managing media buys. On the left, there is a list of buys with columns for 'Network / Rotation ↑', 'Network Friendly Name', and 'Actions'. On the right, there is a sidebar titled 'Columns' with a red border. The sidebar contains a list of filter options, each with a checkbox. Some options have radio buttons or dropdown menus next to them. The filters include:

- All
- Network & Rotation
 - Combined
 - Separate
- Network Friendly Name
- Day of Week
- Quoted Rate
- Booked Rate
- 15 | 30 | 60 | 120
- Allocated
- CPM
- Strategy Tags
- Clearance
- Cleared Spend
- Cost per Install
- Cost per Visitor
- Cost per Signup

On the far right, there is a column labeled 'Actions' with values like 'Fr, Sa, Su' repeated several times.

- **Combined/Separate** - This feature will adjust your plan view's layout. Whether it is organized via Network and Rotations as a combined column or as two separate columns
- **Quoted Rate** - The recommended gross rate that the network has assigned for a 30s spot to air
- **Booked Rate** - The gross rate that you bid or purchased for a 30s spot to air
 - Red indicates your booked rate exceeds the quoted rate
 - Green indicates your booked rate is below the quoted rate
 - Hovering over the amounts will show how much you've effectively shaved off in rate or look at the shave rate column
 - Grey indicates your booked rate matches the quoted rate
- **Quoted Imps (000s)**
- **Booked Imps (000s)**
- **Allocated** - Total net booked rate of all units combined (15s, 30s, 60s and 120s) that are booked on a given network/rotation.
- **Predicted Clearance (\$)**
- **15 / 30 / 60 / 120** - This column indicates how many units for a particular duration (15s, 30s, 60s and 120s) are booked on a given network/rotation/publisher
- **CPM** - The CPM assigned to this particular network/rotation
- **Avg Rate: 50-80%**
- **Strategy Tags** - A tool to categorize bookings for in-depth analysis
- **Creative Group** - A tool to combine a mix of different creatives under a common label

CNBCWORLD
Everyday Day



Indicates the rotation's performance signals represented via green,

gray or red circles. The five circles represent the five previous media weeks.

- **Red** - When performance is above the goal, then it is not performing well
- **Green** - When performance meets or is below the goal then it is performing well

- **Dotted Red** - When performance is above the goal, but data is not complete
 - **Dotted Green** - When performance meets or is below the goal and data is not complete
 - **Solid Grey** - If there is no goal on the campaign or the company
- Dotted Gray** - if there is no performance for that week at all (no cleared spend/spot)



Indicates this network is Non-Preemptible (NPE)



Indicates a warning message and/or reminder about a particular network/rotation's conditions



Indicates a test rotation



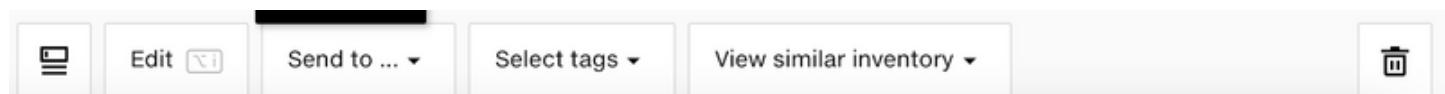
Click to view the media plan in an Excel format



Click to download the media plan as a CSV file



Strategy Tags Manager - A tool to create and assign tags to creatives for further in-depth tracking and analysis. Here, you can select from pre-created tags or create your own private tags



Tool Bar



Action Center- A tool that allows you to apply adjustments and updates to multiple bookings at once

Edit - Allows you to view and edit selected bookings from the media plan

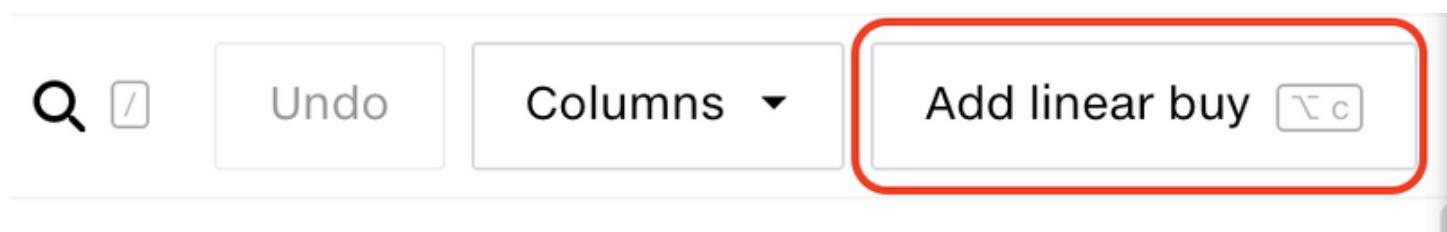
Select Tags - Allows you to choose from tags and apply them to certain bookings as well as create brand new ones

View Similar Inventory - Allows you to view inventory that is like the inventory of the selected rotation.



Permanently remove a booking from the media plan

Inventory Selector: Within your Plan View, the “Add Linear Buy” option brings you to the Inventory Selector. Here, you can search, filter and select from all networks/rotations to build into your media plan



Clicking “Add Linear Buy” (above) will direct you to the Inventory Selector (below)

Plan View		Linear Inventory Selector								
Inventory Types		Networks		Rotations		Tags		Columns		
Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Impressions (000s)	Quoted CPM	CPV Index	Save preset	Filter	Sort	Reset
Eleven Sports Network 11SPN	Everyday Early Morning	\$40	0%	23	\$1.74	—				
	Weekday Early Fringe	\$60	0%	27	\$2.22	—				
	Weekday Day	\$50	0%	25	\$2	—				
	Everyday Prime	\$70	0%	31	\$2.26	—				
	Everyday Late Fringe	\$50	0%	25	\$2	—				
	Weekend	\$70	0%	37	\$1.89	—				
2 BROKE GIRLS	Weekend	\$10,000	-17% ▼	409	\$24.45	—				
	Weekday	\$16,000	-20% ▼	894	\$17.90	—				
A&E	Weekday Day	\$1,200	0%	210	\$5.71	—				

15,241 Results

- Inventory Types** - This drop down feature allows you to filter your inventory search by type ie: National, Local, Syndication, NPE, etc.
-



- Click on one of these two icons to include or exclude certain networks/rotations from your filtered search
- **Presets** - A tool to save your filter settings
- **Column Drop Down Menu** - These columns allow you to filter your inventory selector page view via a variety of metrics and demographics
- **Quoted Rate** - The recommended gross rate that the network has assigned for a 30s spot to air
- **Quoted Rate Change** - A percent comparison of the current quoted rate from previous historical rates. Hover over to see past rates.
-



[Indicates similar linear/streaming inventory available](#)

-



Indicates this network/rotation is already in the media plan

- **Quoted Impressions** - The amount of impressions that the network has estimated for this rotation
- **Quoted CPM** - The CPM estimated for this network/rotation based on the
- **Predicted Performance (CPI Index)** - The predicted CPI performance for a given rotation. This prediction assumes a 0% shave rate, so if a media purchase is booked with a strong shave, this number will effectively increase. The higher the number indicates the stronger CPI performance. The pie chart indicates Tatari's level of confidence in this number (a full pie chart means very high confidence)
- **Last Aired** - Indicates the last time that this network/rotation was booked
- **Income** - A percentage indicating how many households fall within this particular income bracket
- **Age** - A percentage indicating how many households fall within this particular age bracket
- **Female Lean** - Indicates if a particular network/rotation has an audience that skews female
- **Male Lean** - Indicates if a particular network/rotation has an audience that skews male
- **Education** - Displays the highest level of education post middle school for that particular network/rotation
- **Child Presence** - Indicates the percentage of households that have at least one child
- **Side Bar Breakdown:** A granular breakdown that allows you to analyze the current status of your media plan. There are different ways that you can sort the information in your media plan.

Network	▼ ↑ Allocation	30s equiv. spots
Animal Planet	\$236,980	168
BBC America	\$94,309.20	168
CMT	\$126,053.30	168
Cooking Channel	\$80,117.60	200
DIY Network	\$90,015	147
E!	\$279,522.50	174
ESPN 2	\$299,115	168

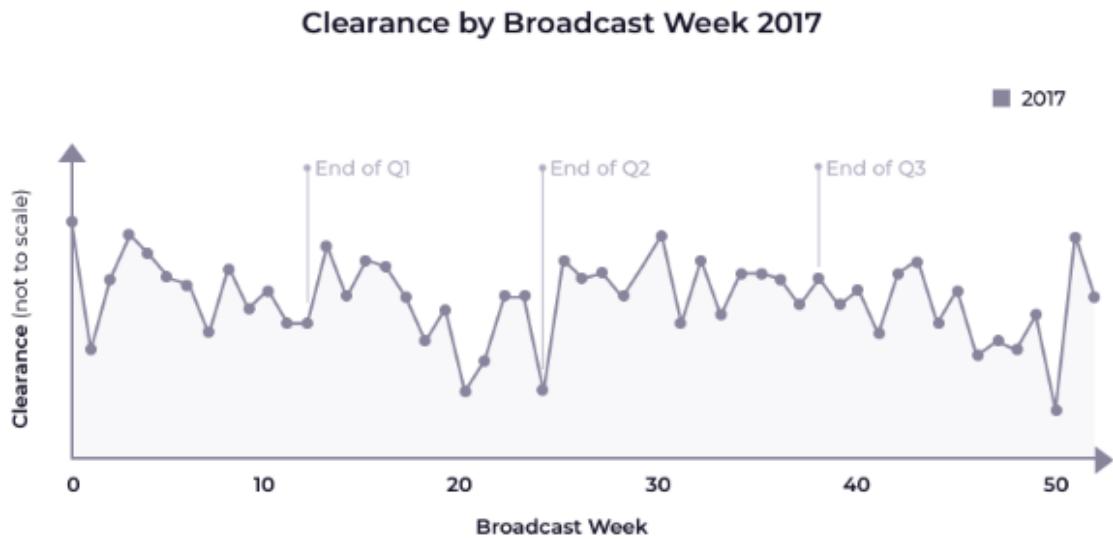
- **Network** - Filter via networks
- **Network Family** - Filter via network families
- **Rotation** - Filter via rotations
- **New Network** - Filter via the networks that are newly added to your media plan
- **New Network Rotation** - Filter via the rotations that are newly added to your media plan
- **Buy Type** - Filter via different buy types (NPE, Syndication, Regular...)
- **Creative** - Filter via ISCI code
- **Creative Group** - Filter via your assigned creative groups
- **Day of Week** - Filter via day of the week
- **Prechecks** - Filter via your prechecks. Prechecks are a way to quickly identify and troubleshoot errors in your media plans. This feature acts as a safeguard to ensure your media plan is error free before sending orders out to networks. Prechecks will appear as a variety of Warnings Messages and can include labels like: *Duplicate Rotation, Missing 30s Creative, Missing CTURL, Archived Creative Group ...*
- **Shave Bucket** - Filter via how heavy rates are shaved from the network quoted rate
- **Spot Duration** - Filter via the length of creatives

Seasonality in Media Buying

Written by Caitlin Mermelstein | Last published at: June 28, 2024

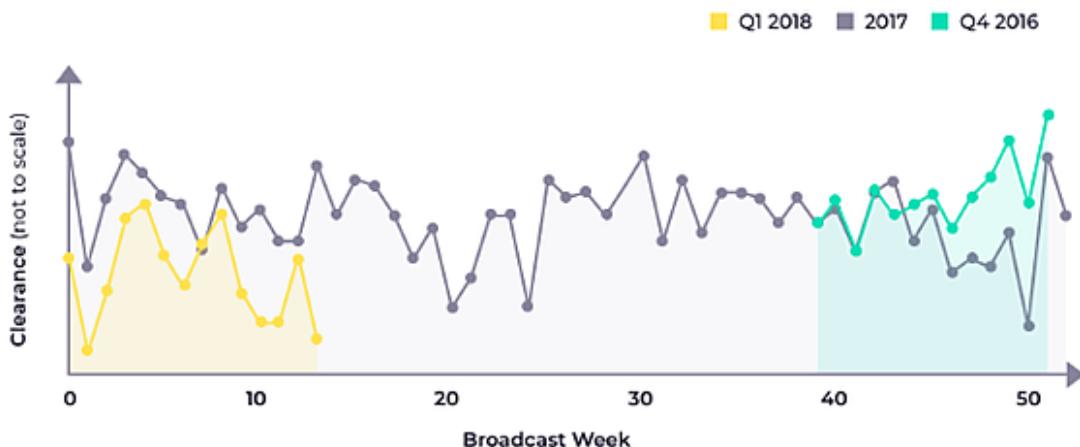
Clearance in remnant TV buying is influenced by various factors. Timing is one of those factors, and often manifested in patterns of seasonality. We will demonstrate this with real data between 2016 and 2018.

One of the most obvious patterns is higher clearance (or more available remnant inventory) early in the broadcast quarter. The chart below shows the variability in clearance throughout 2017; peaks in clearance tend to sit earlier in the quarter (and vice versa at the end of the quarter). The main reason is probably due to many advertisers planning on a quarterly basis. They start cautiously, and as they fall short on the quarterly target (e.g. spend, customers acquired, etc.), will ramp up aggressively, often at all costs. This market squeeze can be amplified by networks prioritizing ADUs or Audience Deficiency Units (i.e. when guaranteed impressions were not met during the quarter). The combined effect is that any remaining remnant inventory gets gobbled up towards the end of the quarter.



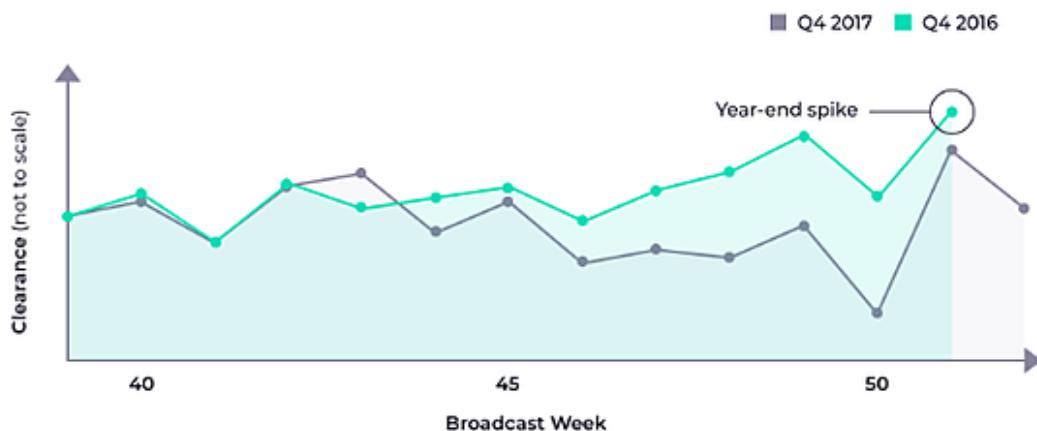
We also observe alignment between two broadcast quarters when compared year to year. The graph below shows Q1 2017 vs Q1 2018, and Q4 2016 vs Q4 2017. The ups and downs arranged very well across the two years (except for a marked lower clearance in 2018 overall, a signal of the general strength of the TV market).

Clearance by Broadcast Week 2016 / 2017 / 2018



Last but not least, clearance spikes during the last two calendar weeks of the year (which may not necessarily overlap with the last two broadcast weeks). This annual phenomenon is the “Holiday Opportunity” of “Q5”: big (brand) advertisers close out for the year, and inventory is available in abundance, which allows opportunities to be shaved aggressively. Considering the higher viewership during the holiday season (i.e. in addition to higher avails and lower pricing), Tatari finds this is in general a good time to be on TV. Hence the name, “Holiday Opportunity”.

Clearance by Broadcast Week Q4 2016 / Q4 2017



A savvy media buyer will leverage his or her understanding of such seasonal patterns. For example, when clearance is expected to be low, Tatari may amongst a variety of things, pay rate card, increase the booked to target spend ratio (e.g. book \$100K and anticipate to clear a smaller than usual portion), or simply re-allocate spend to another network with higher projected clearance. Pricing is only part of media buying; clearance, the data & analytics around it, and strong network relationships & communication, are all important.

Inventory Types

Written by Adam Smith | Last published at: June 27, 2024

Strategically buy Linear to align with objectives

Remnant

Drive efficiency, find top performers and optimize at lower investment

Biddable, cancelable

Linear Inventory

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Tatari has the ability to buy on various timelines depending on strategy and budget. We can buy on a weekly or monthly+ horizon.

There are three main approaches to buying TV inventory:

1. **Remnant** - We bid on these (which is why you see booked vs target in your media plan)
2. **Non-preemptible**
3. **Upfronts**

The basics of each are summarized in the table below:

	Remnant	Non pre-emptible	Upfronts
Time of purchase	Week before airing (sometimes the same week)	Quarter before airing (sometimes the same quarter)	Spring (airs 6-12 months later)
Targeting capabilities	Network-rotation (exception: syndications)	Network-rotation (exception: syndications)	Program
Guarantees	No guarantee; if bidding lower than rate, there may be no clearance.	Guaranteed to run	Impressions

Network Tiers

Written by Caitlin Mermelstein | Last published at: September 28, 2022

	Tier 1	Tier 2	Tier 3
Description	Highly rated and most well known linear networks (80M+ UE)	Middle Tier Networks, one step down from Tier 1 (60-80M UE)	Smaller audiences and lower reach. Categorized as “price efficient” (<60M UE)
Placements		Typically purchased in rotations	
Pricing	Highest price point for Cable “rotators”, highly scalable	Pricing reflects the step down in reach from Tier 1 networks	Cheap spots than tend to see much higher frequency in our media plans
Examples	ESPN, HGTV	Sundance, Paramount	Logo, Ovation

	Tier 1	Tier 2	Tier 3
Description	Premium On Demand Inventory with Potential to Scale	On Demand Inventory with Potential to Scale	Smaller audiences and lower reach. Also price efficient similar to smaller linear networks
Placements		Typically Purchased ROS or Against Light Demo / Genre Targeting	
Pricing	Higher CPM due to Inventory Quality	Pricing reflects the step down in Inventory Quality / Delivery	Pricing reflects step down in Inventory Quality and Scale Capacity
Examples	Hulu, Peacock, etc.	Discovery, NBC, Roku	Tubi, Comcast, DirecTV

Network & Publisher Families

Written by Jaycee Spies | Last published at: March 08, 2024

Network Family	Networks
A&E	A&E Crime & Investigation FYI History History en Espanol Lifetime Lifetime Movie Network Lifetime Real Women Military History Channel Viceland
AMC	AMC BBC America IFC Sundance TV Women's Entertainment
Anthem	AXS TV Fight Network Game+ HD Net
Baby First TV	Baby First Blossom TV So Yummy
beIN	beIN SPORTS beIN SPORTS en Espanol beIN SPORTS XTRA beIN: Sports Xtra Espanol

Network Family	Networks
Bloomberg	Bloomberg Television
Canadian Networks	ABC Spark (Canada) addikTV Adult Swim (Canada) Animal Planet (Canada) BBC Canada (Canada) BBC Earth (Canada) Book TV (Canada) Bravo (Canada) Business News Network (Canada) Canadian Broadcasting Corporation (Canada) Canal D (Canada) Canal Vie (Canada) Casa CBC News Network (Canada) CFJP: Noovo (Canada) CFTM: TVA (Canada) CHAN: Global BC (Canada) CHCH (Canada) CHEK (Canada) CHNM (Canada) CHNU: JoyTV (Canada) CHRO: CTV 2 Ottawa (Canada) CityTV: Toronto (Canada) CIVM: Tele - Quebec - Montreal (Canada) CJCO (Canada) CJON: NTV (Canada) CKAL: CityTV - Calgary (Canada) CKVU: CityTV - Vancouver (Canada) Cooking Channel (Canada) Cosmopolitan TV (Canada)

Network Family	Networks
	Cottage Life (Canada) Country Music Television (Canada) CP24 (Canada) Crime & Investigation (Canada) CTV (Canada) CTV 2 (Canada) CTV Comedy Channel (Canada) CTV Drama (Canada) CTV LIFE (Canada) CTV News (Canada) CTV Sci-Fi (Canada) DejaView (Canada) Discovery Channel (Canada) Discovery Science (Canada) Discovery Velocity (Canada) DTour (Canada) E! Entertainment (Canada) FashionTV (Canada) Food Network (Canada) FXX (Canada) FYI (Canada) H2 (Canada) HGTV (Canada) HiFi Canada Historia (Canada) History (Canada) ICI Grand Montreal (Canada) IFC (Canada) Investigation Discovery (Canada) Le Canal Nouvelles Lifetime (Canada) Magnolia (Canada)

Network Family	Networks
	<ul style="list-style-type: none"> Makeful (Canada) Mediaset Italia (Canada) MeteoMedia (Canada) MovieTime (Canada) MTV (Canada) MTV2 (Canada) Much Music (Canada) Musimax (Canada) National Geographic (Canada) National Geographic Wild (Canada) NewsNet OLN (Canada) OMNI Quebec (Canada) OMNI Toronto (Canada) Oprah Winfrey Network (Canada) Outdoor Life (Canada) Réseau de l'information (Canada) Réseau des sports SDOC - Documentary (Canada) SeriesPlus (Canada) SFIGHT - Fight Network (Canada) SGAME: Game TV (Canada) Showcase (Canada) Slice (Canada) Sportsnet (Canada) Sportsnet 1 (Canada) Sportsnet 360 (Canada) Sportsnet East (Canada) Sportsnet Ontario (Canada) Sportsnet Pacific (Canada) Sportsnet West (Canada) Teletoon English (Canada)

Network Family	Networks
	The Sports Network 1 (Canada) The Sports Network 3 (Canada) The Sports Network 4 (Canada) The Sports Network 5 (Canada) The Weather Network (Canada) Travel & Escape (Canada) TSN2 (Canada) TVA Sports (Canada) Univision (Canada) VisionTV (Canada) Vrak (Canada) W Network (Canada) Youth TV (Canada) Z (Canada)
CBS Broadcast	CBS
Comcast Media 360	All Cable Networks
Comcast Streaming	Comcast OTT
COX	All Cable Networks
CW Streaming	CW OTT
DirecTV	A Wealth of Entertainment DirecTV DirecTV Adult DirecTV Adult - UA DirecTV AMC DirecTV Bravo DirecTV Championship Week DirecTV CNBC DirecTV Entertainment - UA DirecTV ESPN DirecTV ESPN - UA

Network Family	Networks
	<p>DirecTV ESPN2</p> <p>DirecTV Female</p> <p>DirecTV Female - UA</p> <p>DirecTV Fox Sports 1</p> <p>DirecTV Fox Sports 1 - UA</p> <p>DirecTV FX</p> <p>DirecTV Golf Channel</p> <p>DirecTV Information - UA</p> <p>DirecTV Kids - UA</p> <p>DirecTV Lifestyle - UA</p> <p>DirecTV Men</p> <p>DirecTV Men - UA</p> <p>DirecTV MLB Network</p> <p>DirecTV National Invitation Tournament</p> <p>DirecTV NBA Draft</p> <p>DirecTV NBA Draft - UA</p> <p>DirecTV NBA Playoffs</p> <p>DirecTV NBA Playoffs - UA</p> <p>DirecTV NBA TV</p> <p>DirecTV News - UA</p> <p>DirecTV NFL Network</p> <p>DirecTV NFL Network - UA</p> <p>DirecTV NFL Sunday Ticket</p> <p>DirecTV Non-Tracked</p> <p>DirecTV Paramount</p> <p>DirecTV Sports - UA</p> <p>DirecTV TBS</p> <p>DirecTV The Last Dance</p> <p>DirecTV The Last Dance - UA</p> <p>DirecTV TNT</p> <p>DirecTV TNT - UA</p> <p>DirecTV UFC</p>

Network Family	Networks
	DirecTV USA DirecTV Young Adult - UA DirecTV: College Bowl DIRECTV: College Bowl - UA DIRECTV: ESPN2 - UA DirecTV: Keeping Up with the Kardashians DIRECTV: MLB Playoffs DIRECTV: MLB Playoffs - UA DIRECTV: NBAT - UA DirecTV: NFL Draft DIRECTV: NFL Draft - UA DirecTV: NHL Playoffs DirecTV: NHL Playoffs - UA DirecTV: PGA Championship DirecTV: PGA Championship - UA DirecTV: Snowfall DirecTV: Summer Olympics DirecTV: Summer Olympics - UA DIRECTV: TBS - UA DirecTV: The Walking Dead DirecTV: Top Chef DirecTV: Winter Olympics DirecTV: Winter Olympics - UA One America News Network
DirecTV Now	DirecTV NOW (OTT)
Discovery Streaming	Discovery TV Everywhere (OTT) Discovery+
Dish	Dish Dish Adult Dish AMC Dish Big 12 Tournament

Network Family	Networks
	Dish Championship Week Dish College Bowl Games Dish E! Dish Entertainment Dish ESPN Dish ESPN NBA Draft Dish ESPN NBA Playoffs Dish ESPN2 Dish Fox Sports 1 Dish Freeform Dish General Dish Golf Channel Dish Headline News Dish Kids Dish Latino Dish Men Dish MLB Network Dish NBA TV Dish NCAA Football Dish News Dish NFL Network Dish Oprah Winfrey Network Dish South Asian Dish Sports Dish TBS Dish TNT Dish TNT NBA Playoffs Dish TruTV Dish USA Dish Women Dish Young Adult

Network Family	Networks
	DISH: AAC Tournament DISH: DISC
	ABC Syndication American Broadcasting Company Freeform FX FX Movie Channel FXX National Geographic National Geographic Mundo National Geographic Wild
Disney	
DXD	Disney XD
	Cars TV Comedy TV Entertainment Studios TV Grio Justice Central MyDestination TV Pets TV Recipe TV This TV
Entertainment Studios	
	ACC Network ESPN ESPN 2 ESPN Deportes ESPN News Network ESPN University SEC Network
ESPN	

Network Family	Networks
Estrella Media	Centroamerica TV Cine Latino Pasiones Television Dominicana WAPA America
Fox Broadcast	Fox Broadcasting Company Fox Deportes Fox Sports 1 Fox Sports 2
Fox Business	Fox Business Network Fox News
Fox Streaming	FOX OTT
Fun Roads TV	FRTV: Fun Roads TV
FUSE Media	FM Fuse
GAC Media	Great American Family Great American Living
Game Show Network	Game Show Network
Hallmark	Hallmark Channel Hallmark Drama Hallmark Movies & Mysteries
Hulu	Hulu
Jewish Life TV	Jewish Life TV
Living Communications	BINGE Z Living

Network Family	Networks
Luken	Heartland RetroTV REV'N The Action Channel The Family Channel
Marathon Ventures	AccuWeather Network Bounce Court TV DEFY Grit ION Mystery Ion Television Laff Quest Scripps News Network True Crime Network
Marathon Ventures Sports	MLB Network NHL Network
METV	Catchy Comedy DABL Heroes and Icons MeTV MeTV Plus Movies! Start TV

Network Family	Networks
NBC	Bravo CNBC CNBC World Cozi Plus E! Golf Channel MSNBC Oxygen Syfy USA
NBC Broadcast	National Broadcasting Company
NBC Kids	Universal Kids
NBC Spanish	Telemundo
Netflix	Netflix OTT
Newsmax	Newsmax TV
NFLN Network	NFL Network
NXT LVL Sports	Next Level Sports & Entertainment
Outdoor Channel	Outdoor Channel Sportsman Channel World Fishing Network
Ovation	Ovation
Peacock	Peacock AX OTT
Reelz	Reelz
REVOLT	Revolt
Roku	The Roku Channel + Roku Audience Network
Sling	Dish Sling OTT

Network Family	Networks
Spectrum	All Cable Networks
T Media	BUZZR Charge! Comet LX Home TBD The Nest
Tennis Channel	Tennis Channel
The Country Network	The Country Network
Tribune Broadcasting	Antenna TV NewsNation Rewind TV
Trifecta	Cheaters (Syndication) Small Town Big Deal (Syndication) Storage Wars (Syndication) Whacked Out Sports (Syndication)
Tubi	Tubi OTT
Turner Streaming	HBOMax OTT Turner OTT
TVi Media	AMGTV Cheddar Business House Smarts (Syndication) i24 News News 12+ Positively Paula (Syndication) Ron Hazelton's House Calls (Syndication) Start TV E/I Block (Syndication) The Africa Channel To the Rescue (Syndication)

Network Family	Networks
Univision	Bandamax DePelicula Clasico DePelículas Foro TV GalaNovela Galavision TeleHit TeleHit Urbano Televisa Univision Deportes UniMas Univision
UP	Aspire TV Up TV
Urban One	Cleo TV TV One
Vevo	Vevo OTT

Network Family	Networks
Viacom	AMTV BET Her BET Jams BET Soul Black Entertainment TV Comedy Central Country Music Television Fave TV Logo TV MTV MTV Classic MTV Live MTV Tr3s MTV2 Paramount Network Pop The Smithsonian Channel TV Land TV Land Classic VH-1
Viacom Kids	Nick at Nite Nick Jr. Nickelodeon Nicktoons

Network Family	Networks
Warner Media (Turner & Discovery)	Adult Swim American Heroes Channel Animal Planet Boomerang Cartoon Network CNN CNN en Espanol CNN International Cooking Channel Destination America Discovery Channel Discovery Channel en Espanol Discovery Familia Discovery Family Channel Discovery Life Food Network Headline News HGTV Investigation Discovery Magnolia MotorTrend NBA TV Oprah Winfrey Network Science Channel TBS TLC TNT Travel Channel TruTV
Weather Group Television	The Weather Channel

Network Family	Networks
Worldlink Media	<p>Comfy TV Crossings TV FidoTV getTV Law & Crime MAVTV Pac-12 Network Positiv TV RFD TV Sony Movies Soul Of The South SportStak The First TV TVK TVK2</p>

Programmatic Glossary

Written by Jaycee Spies | Last published at: April 18, 2024

Programmatic Glossary

1st Party Data

1st Party Data is collected directly from users such as website visitors, and stored for advertising and marketing purposes

3rd Party Data

3rd Party Data is collected from multiple external sources and based on demographics and behaviors

Ad Inventory

Ad Inventory is the advertising space that each publisher has, and which advertisers can buy to host their ads

Audience Extension

Audience Extension is a type of advertising that allows advertisers to reach more people than the ones they could reach on the publisher's site

Ad placement

Ad Placement is the location of an ad on a website, app, or streaming platform

Attribution

Attribution is tracking which marketing efforts led to a conversion or sale

Audience Segmentation

The method of breaking down a huge consumer base into smaller individual demographics is referred to as audience segmentation

Behavioral Targeting

Behavioral targeting is an advertising method that uses knowledge about users' behavior across the web to improve the success of their campaigns

Bid Rate

Bid Rate is a Programmatic Auction indicator that indicates how many bids are being placed in the Auction

Bid Request

Ads are shown and inventory data is purchased using a piece of code known as a bid request

Bid Response

A bid Response is a reply from the Demand Side Platform (DSP) in an OpenRTB system to the supply-side platform (SSP). It can also be from the SSP to the advert publisher.

Brand Lift

Brand Lift uses various methodologies to gather feedback directly from consumers in real-world settings as a response to an advertising campaign

Cost per click (CPC)

Cost per click is the cost of an ad based on the number of clicks it gets

Cost per completed view (CPCV)

Cost per completed view is the cost of an ad based on the number of completed views

Cost per thousand (CPM)

Cost per thousand is the cost of showing an ad 1,000 times

Click Through Rate

CTR or Click-Through Rate is a performance metric that shows how many times users clicked on an ad or a link with display, and email marketing campaigns.

Completion Rate

Completion Rate is a video advertising metric represented as a percentage. It indicates the number of times that a video plays to the end.

Connected Device

Connected devices are objects that can connect with the internet, like a TV, tablet, or gaming console

Connected TV (CTV)

Connect TV is a device connected to the internet and designed to support streaming multimedia content

Contextual Advertising

Contextual advertising is targeted advertising that places ads on directly relevant websites or web pages determined by contextual relevance.

Data Management Platform

A Data Management Platform is a cloud-based software that collects, stores, sorts and categorizes user data. They are a central data hub for a marketer, storing a company's customer, audience, and marketing data.

Demand Side Platform

A Demand Side Platform (or DSP) cover everything from automatically buying ad inventory to managing it and tracking results.

Engagement rate

Engagement rate is the percentage of viewers who interacted with an ad in some way, like clicking on or sharing it

Geotargeting

Geotargeting is targeting ads to specific geographic locations

Frequency

Frequency is the average number of times an ad is shown to a unique viewer

Frequency capping

Frequency capping is limiting the number of times a specific ad is shown to a user within a certain timeframe

Impressions

Impressions is the number of times an ad is shown to users

Mid-Funnel Source

Mid funnel refers to nurturing customers who are aware of your brand and have already expressed interest (ie Add to Cart, Checkout)

Non-skippable ad

Non-skippable ad is a video ad that cannot be skipped by the viewer

Over-the-Top (OTT)

Over-the-Top is the actual video content that streams over the internet

Programmatic advertising

Programmatic advertising is the automated process of buying and selling advertising inventory through software

Retargeting

Retargeting is showing ads to people who have previously interacted with a brand or product

Skippable ad

Skippable ad is a video ad that can be skipped by the viewer after a certain amount of time

Smart TV

Smart TV is a TV that's connected to the internet and can run apps and streaming services

Upper Funnel Source

Upper funnel refers to the initial stages of a sales funnel (ie home page, product page)

Programmatic Overview

Written by Jaycee Spies | Last published at: July 18, 2023

Programmatic buying is the automated purchase of data-driven, targeted ads. Advertisers can choose to purchase ad inventory based on specific audience targeting and only bid on available impressions when their targeting methods match the available impression.

What are the benefits of programmatic buying?

- **Increased scale**
 - Reach a wide range of audiences by buying across hundreds of publishers with a single campaign. This increases the reach and potential impact of your ads
- **Optimization efficiency**
 - Execute complex creative strategies and make granular-level optimizations in real-time
 - Adjust your campaigns based on performance data and optimize them for better results
- **Increased transparency**
 - Cross-platform frequency capping and insights
 - 1:1 data-driven deals
 - Flexibility and control over campaigns
- **Granular audience targeting**
 - 1st-party data
 - 3rd-party data

When should I use programmatic?

Programmatic campaigns can be used for a full-funnel strategy.

- Awareness: Prospecting
- Consideration: Prospecting
- Conversion: Prospecting+ Retargeting

Programmatic Strategies

Prospecting

Targeting users who have not visited a client's website to drive leads. Prospecting helps us determine what works and allows you to stop what doesn't through automated and manual optimizations. You can then narrow in on audiences and inventory that work well for the campaigns. Learn more [here](#).

Retargeting

Targeting users who have previously been exposed to your ad, visited your website or by leveraging cookie pools collected from your website or CRM you can reach users lower in the funnel and drive

conversions. Learn more [here](#).

Testing and Scaling Your Media Plan

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Interested in testing new inventory or scaling your plan?

After you've built the foundation of your plan leveraging learnings from historical data, you will want to test new rotations. We have some suggestions:

- **Allocate a portion of your budget towards tests:** It's important to balance your earning budget against your learning budget. We suggest allocating 10-25% of your budget towards testing. The earning part of your budget works towards meeting KPIs like ROAS, CPA, CPI, and CPV, while the learning part of your budget helps you discover best creative duration, best creative for DR, and performant networks, dayparts, and rotations. Ideally, you'll want a media plan that balances both and takes a hybrid approach by mixing in reach and frequency metrics. Be sure to apply the Test tag to these bookings (and the Core tag to your other bookings) to make analysis quick and easy.
- **Try Rotational build-up:** If you want to test out a new network, start by testing cheaper dayparts in the network, like daytime, then move into more expensive dayparts, like prime. You can also explore different unit costs and different CPMs.
- **Use the [Similar Inventory](#) feature:** Tatari's Similar Inventory tool allows you to discover *lookalike* inventory that's audience is *like* the audience of a specified rotation based on IP-address overlap. Use similar inventory to find alternate or complementary inventory options.
- **Continue testing new networks:** As you continue testing new networks, dayparts, and rotations, you will grow your pool of efficient performers.
- **Use filters in the Inventory Selector:** Target a specific demographic using filters in the Columns or search tags if you're looking for networks targeting certain genres.
- **Try the CPV predictive index:** This index allows you to view inventory based on predicted performance. The higher the number, the better the CPV or CPI is predicted to be. The pie chart represents the confidence in the prediction. The more full the circle, the higher the confidence in the prediction. The confidence level is based on the type and volume of data used to calculate the prediction. The metric is calculated based on past performance of the inventory and past performance of similar inventory (based on IP address overlap). Available for both linear and streaming inventory, use your predicted CPV/CPI Index to identify inventory that's expected to have a high response rate.
- **Check Quoted Rate Change:** Use the Columns Drop Down in the Inventory Selector to see if there are any recent rate changes on the inventory you're interested in testing. Discounts on inventory offer a low-risk way of testing new networks or rotations.
- **Explore Tier One Look-A-Like Networks:** The Tags Filter on the Linear Inventory Selector can be used to locate large, tier one networks. These networks will have the largest reach and highest ability to scale based on subscribers and rotation rates. If there is a genre that performs particularly well on a smaller scale, ask your team about tier one versions of those networks. For example, if Crime and Investigation (tier 3) is working well for you, consider looking into Investigation Discovery (tier 1).

Types of TV Ads

Written by Caitlin Mermelstein | Last published at: July 19, 2024

National Cable and Broadcast

- All major cable networks (e.g. CNN, Discovery, etc.) and broadcasters (ABC, NBC, CBS, FOX, CW)
- Spots run at the same time in their respective market
 - i.e. a 4PM spot in the East Coast would run at 4PM on the West Coast, which is technically 3 hours later from the East Coast
 - Through Kantar tracking, it may show up as more spots ran because each affiliate network has a different code i.e. if a spot ran on WCBS in NY and KCBS in LA, it will pick up as two spots.

Regional and Local (Cable and Broadcast)

- Either broadcast (e.g. ABC7-KGO in San Francisco) or cable (i.e. 2min insertion by Comcast on Discovery).

National-Locals

Spots sold on the national level in the local breaks. They sell at a discount since you are not guaranteed 100% coverage of the country.

Syndications

TV shows (e.g. Judge Judy) owned by an entity, such as a production company or network, and distributed by various networks across the country (depending on the geo).

Satellite

- DISH and DIRECTV i.e. buy a national cable network (at different rates) for just DISH or DIRECTV subs.

Streaming

Various specialty e.g. Hulu, Roku, SlingTV, Discovery, Vudu, FuboTV, etc.

Addressable TV is a newer edition to the TV media buying process. This is the ability to deliver different ads to different households watching the same program, and it enables marketers to better target TV spots. Targeting individual households is possible through their behavioral, demographic, or geographic data, reducing wasted impressions. Both traditional and advanced TV can be addressable. In fact, satellite and broadcast television companies typically use linear, addressable TV capabilities.

What are the main approaches to buying linear TV inventory?

Remnant / Direct Response (DR)	Non-preemptible (NPE) / Scatter	General Market (GM) / Upfront	

Purpose	<ul style="list-style-type: none"> Drive efficiency, discovery and prospecting Find top performers Make optimizations at lower investments 	<ul style="list-style-type: none"> Enhance brand image/awareness Ensure 100% clearance on high-reach, premium networks when the marketplace is more competitive Target audience on specific show/network 	
Time of purchase	<p>Week to week (sometimes same week/firesale)</p>	<p>Quarter before airing (sometimes the same quarter)</p>	<p>Spring (airs 6-12 months later) Upfront negotiation window (May-Sept)</p>
Targeting Capabilities	Network-Rotation (except syndications)		Program
Guarantees/Inventory	<ul style="list-style-type: none"> 100% preemptible No guarantee in impressions or clearance Bid structure: if bid is lower than rate, there may be no clearance 	<ul style="list-style-type: none"> Guaranteed to clear No impression guarantee 	<ul style="list-style-type: none"> Guaranteed to clear Guaranteed CPM, Guaranteed impression, ADU (Audience Deficiency Unit) if there is under-delivery Earlier access to spots Secure spots in live-sports and tentpoles Package streaming
Spend Tier	<ul style="list-style-type: none"> \$10 - \$300K/weekly No minimum spend requirements No predetermined budgets 	<ul style="list-style-type: none"> \$50K to start per network \$1M - \$10M annually 	<ul style="list-style-type: none"> Minimum \$250K-500K/network \$1M-\$10M/network annually Good for clients that spend at least \$12M annually Need to clear pre-determined budgets
Cancellable?	Yes	No	No but “options” can be negotiated (i.e. move or cancel portions of schedule,

			generally 25% or less)
Sponsorships and Integrations?	No	Possible; GM takes priority	Yes, unlocked

How do we separate brand and direct response advertising?

Brand Ads: Brand ads build awareness around the product and do not aim to drive immediate response amongst viewers. They incorporate a subtle call-to-action (or none at all) and typically require a larger investment in creative production.

Direct Response Ads: Direct response ads aim to drive immediate response from viewers (ie visit a website, download an app, purchase a product, etc.) and typically include a strong call-to-action.

Brand Response Ads: Brand response ads aim to drive immediate response (DR) while still appealing to people's long-term aspirations (brand).

Programmatic Retargeting

Written by Caitlin Mermelstein | Last published at: September 28, 2022

What is Retargeting?

According to DataXu, eCommerce businesses report an average growth of conversion rates by 128% when using retargeting tactics. So, what is retargeting? Many people who visit a brand's website are not yet ready to purchase the product or service. A visitor could be interested, but not quite at the point of conversion. This is where retargeting comes in. Retargeting is the process of re-engaging users who have left your website by showing them another ad, wherever they are consuming media, with the intention of driving them back to the site, and essentially to the point of conversion.

Why is Retargeting more effective for TV?

Historically, retargeting on TV was impossible, so advertisers came up with a bandaid approach - TV advertisers would increase the frequency of their ads on a specific TV network or rotation to accomplish a similar effect as retargeting. While this patchwork approach does work to some extent, it is not as efficient or effective as retargeting on digital channels. The unique difference is that retargeting TV ads, focuses on engaging with those users that have shown interest by visiting the website and perhaps initiated a process, such as beginning to check out or visiting an individual page within the website. This means that your retargeting ad budget is dedicated to a highly interested group that is more likely to convert, thus increasing revenue.

How does retargeting work on TV?

Many times potential customers will visit a brand's site after seeing an initial ad, but leave before they make a purchase. The consumer has shown interest, but they're not ready to buy. At Tatari, we can capture user data, via Tatari Tag Manager, and then use IP or cookie data to retarget website visitors with another ad on TV. This retargeted ad is highly effective at pushing consumers further down the marketing funnel towards point of purchase.

1. A Potential Customer visits your site
2. The Potential Customer leaves without making a purchase
3. Tatari captures user data (thanks, Tatari Tag Manager!)
4. You can retarget the Potential Customer based on their IP or cookie
5. Later, the Potential Customer watches TV and sees your ad
6. The ad recaptures the Potential Customer's interest and brings them back to your site
7. The Potential Customer becomes a buyer!

Why should you add programmatic retargeting to your TV media plan?

- Programmatic Retargeting is the last piece of a Full-Funnel Marketing Solution
 - The growth of streaming TV over the last few years has evoked many learnings about the position of TV as a whole in the marketing funnel. Traditionally, due to the lack of measurement tools, TV was thought of as an upper-funnel marketing medium with visibility being the main goal. With the utilization of data-driven targeting and digital-like measurement tools that marketers are already accustomed to using, a whole new data set became available allowing us to deterministically prove that TV is in fact a full-funnel marketing solution. The impact of TV in driving awareness and consideration is well-documented across decades; however, the value of TV as a driver of lower-funnel traffic is only just emerging. At Tatari, we see that TV retargeting is slowly surfacing as the most powerful, yet underutilized, piece of a lower-funnel TV strategy.
- Lower Acquisition Costs
 - Retargeting can help your marketing dollars go further. Targeted ads are only sent to a unique subset of viewers that have already expressed interest in your offering. Fiverr saw a 75% decrease in customer acquisition costs by using retargeting.
- Stay Top of Mind
 - By retargeting users who have been to your site, you also boost brand recognition and awareness. Retargeting allows you to re-engage with previous customers who have been to your website and push them to become loyal customers who make repeat purchases.
- Promote the Right Product to the Right User at the Right Time
 - Placing a retargeting pixel grants you the ability to slice and dice the users according to the section of the site they visited. This allows you to align the product/service that you are targeting the user with their interest - all this while they are watching TV in their living room (their most engaged and leaned back moment of their day).

Programmatic Prospecting

Written by Jaycee Spies | Last published at: July 18, 2023

Programmatic Prospecting

What is Prospecting?

Prospecting allows you to target new audiences who have not previously interacted with your brand. It involves reaching out to potential customers who may have an interest in your products or services but are not yet aware of your brand. By leveraging data-driven targeting and automation, programmatic prospecting helps you expand your reach and drive new leads.

Why is Prospecting effective for TV?

Prospecting is particularly effective for TV advertising due to the wide reach and targeting capabilities of programmatic. Programmatic prospecting enables you to target specific audience segments based on their interests, behaviors, and demographics, ensuring your TV ads are shown to the right viewers. This targeted approach increases the effectiveness of your TV campaigns and reduces wasted ad spend.

How does prospecting work on TV?

Programmatic prospecting on TV involves the following key steps:

- **Audience Segmentation:** Start by identifying the audience segments you want to target. Consider factors such as demographics, interests, behaviors, and location to define your target audience accurately.
- **Data Utilization:** Leverage both first-party and third-party data to create custom audience segments.
- **Programmatic Targeting:** Programmatic technology uses data and algorithms to match your defined audience segments with available TV ad inventory. It automatically places your ads in front of the selected viewers based on their viewing habits and preferences.
- **Real-time Optimization:** Monitor the performance of your programmatic prospecting campaigns in real time. Analyze metrics such as ad impressions, engagement, and conversions to assess the effectiveness of your targeting and creative strategies. We'll adjust your campaigns accordingly to optimize results.

Why should you add programmatic prospecting to your TV media plan?

- **Expand Reach:** Programmatic prospecting enables you to reach new audiences who may not be familiar with your brand. By extending your reach beyond your existing customer base, you can generate new leads and increase brand exposure.
- **Targeted Approach:** Programmatic prospecting allows for precise targeting. By focusing on specific audience segments based on their interests, behaviors, and demographics, you can increase the

relevance of your TV ads and improve overall campaign performance.

- **Efficiency and Cost-effectiveness:** Programmatic advertising optimizes your media buying process, ensuring that your ads are shown to the right viewers at the right time. By eliminating wasted ad impressions on irrelevant audiences, you can allocate your advertising budget more efficiently and achieve a higher return on investment (ROI).
- **Real-time Optimization:** Programmatic technology provides real-time data and insights into campaign performance. This allows you to make data-driven decisions and optimize your campaigns on the fly. By monitoring metrics and adjusting targeting strategies, you can continuously improve the effectiveness of your programmatic prospecting efforts.

Navigating Your New Media Plan Layout

Written by Caitlin Mermelstein | Last published at: June 28, 2024

View Your Weekly Plans Directly in the Tatari UI

When you look at your media plan in the Tatari UI, you will see all of the data you normally do, plus some additional information. This updated format provides:

- Easier access to your plans
- Additional ways to filter your data
- Better visualizations

Watch the video below to better understand how to read your weekly media plan in Tatari's Media Buying Platform or [click here](#) to view a written guide of the media plan layout.

Embedded content from <https://player.vimeo.com/video/654148473?h=83630cae65>

Navigating Your New Media Plan Layout

Plan Overview

In the top left corner, you can see your weekly plan budget as well as the dates for that plan. You can navigate between plan weeks and see your budget for the corresponding week. The plan overview includes both Linear and Streaming.

Week of: 9/7/2021 Budget: \$100,000 Total Alloc: \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear Streaming [] [] [] Columns

Bookings	Allocated	NPE		Network & Rotation ↓	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0		A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	New Rotations	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
25	\$250k	\$250k	\$0	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
				AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
				Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
				Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
				Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
				BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
				BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
				Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
				Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
				Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
				Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Plan Breakdowns

On the far left hand side of your screen, you can switch between your Linear and Streaming plans. You can also change your plan layout by selecting one of the icons in this section.

Week of: 9/7/2021 Budget: \$100,000 Total Alloc: \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear Streaming [] [] [] Columns

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25	\$250k	\$250k	\$0	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
				AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
				Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
				Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
				Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
				BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
				BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
				Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
				Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
				Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
				Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Big Numbers

At a quick glance, you can better understand bookings and inventory breakdown. These numbers are dynamic and will automatically update as you toggle between Linear and Streaming. You can see the number of bookings, the total number of spots, the dollar amount of budget allocated towards bookings, the dollar amount allocated towards NPE, the dollar amount allocated towards new bookings, the dollar amount allocated towards new networks, and the dollar amount allocated towards new rotations.

The screenshot shows a media planning interface with the following key elements:

- Top Bar:** Includes a logo, date range (Week of 9/7/2021), budget (\$100,000), total allocation (\$95k), and download/print icons.
- Summary Table:**

Bookings	Allocated	NPE
112	\$250k	\$0
Total Spots	New Bookings	New Networks
25	\$250k	\$250k
		\$0
- Network & Rotation Breakdown:** A large table showing the distribution of bookings across various networks and specific rotations. The columns include:
 - Allocated:** Total budget allocated to each network/rotation.
 - CPM:** Cost Per Mille (impressions per thousand).
 - Creative Group:** Category for targeting.
- Filtering and Sorting:** Headers for "New Netw...", "\$ Allocat...", and "30s Equiv..." with dropdown menus and arrows for sorting.

Plan Bookings

This is the bulk of your plan. View your individual bookings and all the specific information that makes up your media plan. To learn more about the media plan, you can visit Tatari's [Knowledge Base](#).

Week of 9/7/2021 Budget Total Alloc

\$100,000 \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear **Streaming** **Columns**

Bookings	Allocated	NPE	Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0	A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
25	\$250k	\$250k	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
			ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
			ADSM - Locals Weekday	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
			AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
			Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
			Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
			Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
			BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
			BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
			Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
			Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
			Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
			Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Personalize Your View

Hide or show the columns you'd like to see in order to view the parts of your plan that are the most important to you. Consider showing columns like Network, Day of Week, CPM, and Cleared Spend to always see the most important data for your bookings

Week of 9/7/2021 Budget Total Alloc

\$100,000 \$95k

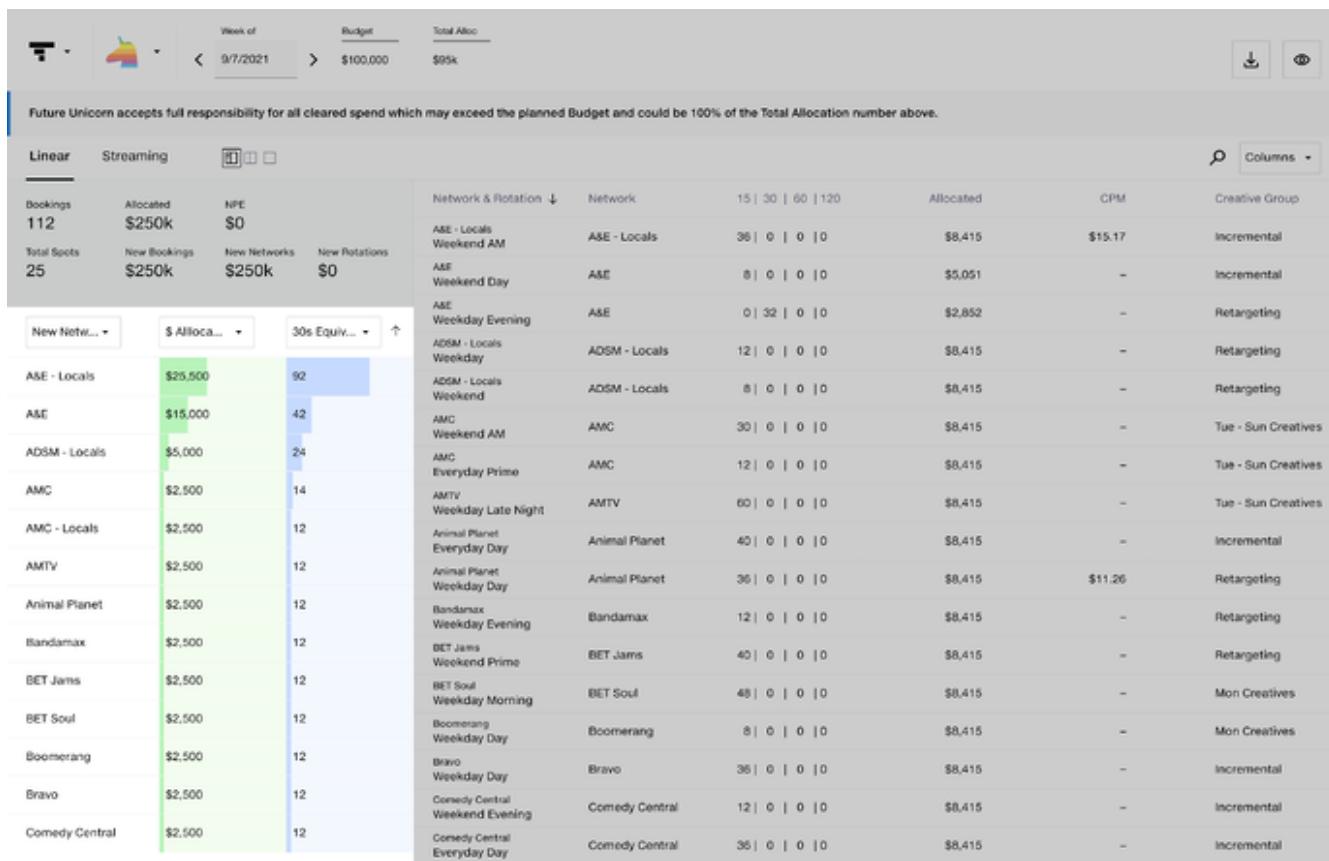
Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear **Streaming** **Columns**

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25	\$250k	\$250k	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
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			Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
			Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Side Bar Breakdown

View breakdowns of important data in your media plan, such as Networks, Creative, or Day of the Week. When you select one of the data breakdowns, your media plan on the right will automatically filter your bookings so that you only view relevant media.



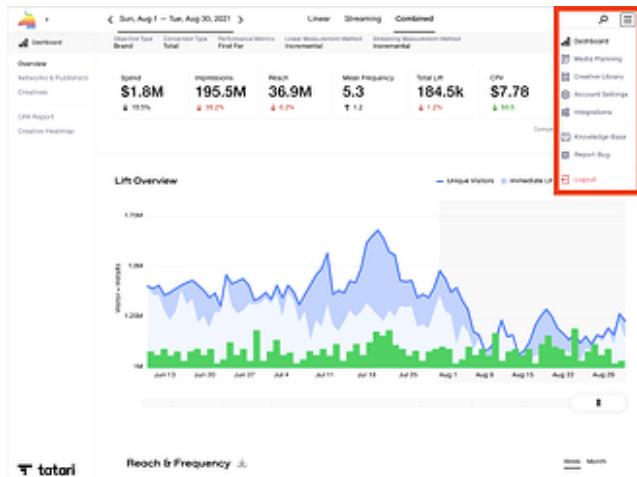
Download or View Your Plan in a Spreadsheet

If you'd like to download or view your plan in a spreadsheet, simply click the corresponding download or view icon highlighted below.

FAQ

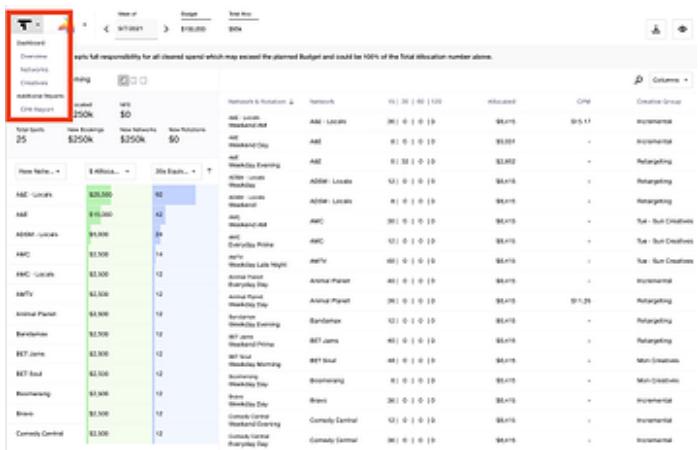
Where can I access my media plan?

To access your media plan, click on the hamburger menu in the top right corner, then select “*Media Buying*” from the drop down menu.



How do I return to the Dashboard?

From the Media Buying Platform, click the Tatari logo in the top left corner and a dropdown will appear. In the dropdown, select “*Dashboard*” to go back to the dashboard.



Can I still view my plan in an Excel spreadsheet?

Yes, you can view your plan in an Excel spreadsheet by clicking the download button in the upper right hand corner of the screen.

What new information is available?

1. *Creative Group* - View your assigned creative groups
2. *Booking Type* - View different buy types (Ex: Remnant, NPE, Syndication, Regular)
3. *New Networks/Rotations* - View rotations that are newly added to your media plan
4. *Shave Buckets* - View how rates are shaved from the network quoted rate
5. *Strategy Tags* - View bookings that have been previously categorized for in-depth analysis. If you'd like to add additional strategy tags, please let your Account Manager and Media Buyer know.
6. *Day of Week* - View by day of week, including weekday vs weekend
7. *Managed Columns* - View cleared spend, CPV by rotation, and gross booked rate. This should be reflective of the information in your dashboard.

What date ranges can I view?

Currently, you can see a weekly plan view.

Can I approve or leave notes on the plan in the tool?

At this time, you will need to Email or Slack the Tatari team to approve your plan and provide any comments, just like you do today.

When is the best time to look at my plan?

In general, plans should be ready at the same cadence that they are available now. It's best to look at the finalized plan when your media buyer sends you the link.

Do changes occur in real-time?

Yes, changes occur in real-time. Your media buyer will communicate when your completed plan is expected to be available for review.

Can I make edits to the plan on my own?

Tatari is currently completing initial experimentation in the self-managed space. If you're interested in learning more about taking greater control of your media buying, we can schedule a demo. The next opening for the beta program will be in Q1 2022.

I have more questions or need help. What should I do next?

Email us at feedback@tatari.tv. We're happy to help!

Viewing Multiple Weeks of Media Plans

Written by Caitlin Mermelstein | Last published at: September 28, 2022

If you'd like, you can see multiple weeks of media plans at once. This view is designed to provide a more holistic look into your media buying over extended periods of time. You can view up to twelve weeks at a time. Please coordinate with your media buyer on the best cadence to review your media plans. For a walkthrough of the layout, watch our short video.

Embedded content from [https://player.vimeo.com/video/728859018?
h=c2f963228a&badge=0&autoplay=0&player_id=0&app_id=58479](https://player.vimeo.com/video/728859018?h=c2f963228a&badge=0&autoplay=0&player_id=0&app_id=58479)

Tatari's Inventory Selector Page

View All Available Inventory Options Directly in the Tatari UI

Written by Jaycee Spies | Last published at: April 11, 2024

Have you explored [Tatari's Campaign Manager](#)? Did you know you can also view all available inventory options? You can see and explore all inventory - just like Tatari's Media Buyers do! Watch our video below to see how to use the Inventory Selector page in Tatari's Campaign Manager.

Embedded content from https://player.vimeo.com/video/777181619?h=00114bb7c9&badge=0&autoplay=0&player_id=0&app_id=58479

How can I access the Inventory Selector page?

Click on **View Inventory** in the top right corner. You'll then be redirected to the Inventory Selector page.

How can I filter available inventory?

There are many different ways to filter inventory. We recommend starting with the basics:

- By Network
- By Rotation
- By Tags

Can I sort the inventory?

Yes, you can sort the inventory in a variety of ways! Click on the Columns drop down to choose the parameters you'd like to view. The options are:

- Quoted Rate
- Quoted Rate Change
- Quoted Impressions
- Predicted Impressions
- Predicted CPM
- CPV Index
- Income
- Age
- Female Lean
- Male Lean
- Education
- Child Presence

Can I view Linear and Streaming inventory at the same time?

No, if you are in the Linear tab, you will only see Linear inventory and if you are in the Streaming tab, you will only see Streaming inventory.

How do I add inventory to my media plan?

If you'd like to add inventory to your media plan, please let your Tatari Media Buyer know and they'll be happy to help!

Can I add inventory to my media plan on my own?

To add inventory to your plan, you will need to bring your media buying in-house. If you're interested in learning more about taking greater control of your media buying, we can schedule a demo.

Keyboard Shortcuts for Tatari's Media Buying Platform

Written by Caitlin Mermelstein | Last published at: September 28, 2022

**note: if you are using a Windows computer please, use the Windows button instead of the Option button.*

General

Click **Esc** to close any popup or modal

Hold **Opt** and the **Left/Right Arrow** to navigate to the previous or next media week

When the Calendar is open, click the **Left/Right Arrow** to see the previous or next month

Navigating Linear and Streaming Booking List

Click **/** (the backslash button) to open the search bar that allows you to filter bookings

Click **Opt** and **Esc** to deselect all rows

Click **Opt** and **`** to deselect all rows

Click **Opt** and **c** to open the Inventory Selector

Linear and Streaming Booking Form

Click **Opt** and the **Up** or **Down Arrow** to load the next booking for editing. Your changes will be saved before moving to the next booking.

Click **Opt** and **Enter** to save bookings and close the drawer

Click **Opt** and **d** to open the campaign date range picker (*streaming only*)

Inventory Selector

Tap the **Shift** button, type in a network name, then **click** on a piece of inventory to select all bookings belonging to the same (clicked) network

Click **Opt** and **Enter** to add selected rotations to your plan

Bulk Action Center (Linear/Streaming)

Click **Opt** and **k** to open the bulk action center. This only works when you have a booking selected.

Use the **Up** and **Down Arrows** to scroll through the different action options

Click **Enter** to select an action

Hit **Esc** to close action center

Linear - Bulk Edit Bookings

Click **Opt** and **i** to bulk edit selected bookings

Use the **Up** or **Down Arrows** to scroll

Click **Opt** and **Enter** to save edited bookings

Creative Groups

Click **Opt** and **Enter** to submit and save edited Creative Group

Click **Enter** to add checked creatives to edited group

Click **Esc** to close the creatives drawer (or Sample Allocation drawer)

Predicted CPV

How to use the CPV Index to build stronger media plans

Written by Caitlin Mermelstein | Last published at: June 28, 2024

The Predicted CPV tool is designed to provide media buyers with valuable insights to optimize their weekly media plans and minimize the time and effort spent on choosing new inventory. By analyzing previous performance data, the index helps users identify the best booking options to add to their media plans for the upcoming week.

The CPV Index takes into consideration several factors, such as current price, historical lift, and predicted lift, to generate a comprehensive index that ranks all available inventory options. This ranking system makes it easy for media buyers to understand which bookings are likely to perform well, reducing the risk of choosing underperforming inventory.

The Predicted CPV tool offers two separate indices for linear and streaming media, allowing users to make informed decisions across both platforms. With its advanced analytics and ranking system, media buyers can save time and resources while optimizing their media plans for maximum performance.



FAQ

Where can I find the Predicted CPV index?

The Predicted CPV index can be found in the Campaign Manager. There is one on the linear page and one on the streaming page. Please see image below.

Network	Rotation	Quoted Imps (000s)	Quoted CPM	Predicted Imps (000)	Predicted CPM	CPV Index	Last Aired	In
TeleHit Urbano TELEHIT URBANO	Everyday Morning	0	\$0	—	\$0	78	1 week ago	
Fox Soccer Plus FSP	Everyday Overnight	0	\$0	0	\$0	77	4 months ago	
	Everyday Prime	0	\$0	0	\$0	70	4 months ago	
FNN FM	Everyday Late Night	8	\$1	2	\$4	60	1 week ago	
Fox Soccer Plus FSP	Everyday Day	0	\$0	0	\$0	59	4 months ago	
Game+ GAMEPLUS	Everyday Overnight	0	\$0	—	\$0	59	1 week ago	
FNN FM	Weekend	7	\$2.29	0	\$0	59	1 week ago	
BET Her BET	Everyday Overnight	16	\$0.50	7	\$1.14	58	1 week ago	
TeleHit TELEHIT	Everyday Morning	0	\$0	—	\$0	57	1 week ago	
Fight Network FIGHT	Everyday Overnight	0	\$0	—	\$0	56	1 week ago	

28,742 Results

Why are some bookings missing the index?

If we do not have enough data and there is no statistical significance, we will not display the index for that booking.

What does CPV stand for?

CPV stands for Cost Per Visitor.

How is it computed and what cost is taken into account (since a shave rate can be applied to the price)?

We predict Cost per Visitor by examining the predicting the lift per client as well as the cost from rate card. The index has higher numbers for the bookings that will have the lowest CPV for the client. The higher the rank, the better the booking is expected to perform.

How long does it take for a new client to have a Predicted CPV index?

It will take about 2 weeks before a client has enough data for a Predicted CPV index. By the end of the pilot a client should have a full predicted CPV index.

Are the linear and streaming index comparable?

Currently, it is not possible to directly compare the Predicted CPV for Linear and Streaming media. Our tool has been designed to rank inventory options based on their performance within their respective platform - streaming is compared to other streaming options, and linear is compared to other linear options. This approach ensures that media buyers have access to relevant data and insights that are tailored to each platform, allowing them to make informed decisions and optimize their media plans accordingly.

While comparing the predicted performance of Linear and Streaming media directly may not be possible at this time, our tool provides media buyers with a comprehensive understanding of how different inventory options perform within their own platform. This enables you to make data-driven decisions that drive maximum value and performance for your advertising campaigns.

What is the circle?

Every ranking generated by our tool comes with a corresponding level of certainty. This level of certainty is represented visually by the fullness of a circle - the fuller the circle, the higher our confidence in the prediction.

A circle that is less full indicates that we have fewer data points on which to base our prediction, leading to a lower level of confidence. This is why it is important to continually monitor and optimize plans, as more data points become available over time, leading to more accurate predictions and higher levels of confidence.

In-Line Historical Performance

Quickly See Booking Performance in the Campaign Manager

Written by Caitlin Mermelstein | Last published at: October 19, 2023

We know you want to move quickly and build data-backed media plans as fast as possible. You need to know how a booking performed to be able to determine if you should keep that booking in the new plan or if you should make any adjustments. To help you make decisions faster, check out in-line historical performance.

In the Campaign Manager, you will notice performance signals represented via green, gray or red circles. The five circles represent the five previous media weeks.

- **Red** - When performance is above the goal, then it is not performing well
- **Green** - When performance meets or is below the goal then it is performing well
- **Dotted Red** - When performance is above the goal, but data is not complete
- **Dotted Green** - When performance meets or is below the goal and data is not complete
- **Solid Grey** - If there is no goal on the campaign or the company
- **Dotted Gray** - if there is no performance for that week at all (no cleared spend/spot)

The screenshot shows the Campaign Manager interface with the following details:

- Header:** Campaigns, Creative Groups, All Campaigns dropdown, Jan 2 – Jan 8, 2023 date range, Create campaign button, and Columns dropdown.
- Main Area:** Linear and Streaming tabs, a search bar, and a table of bookings.
- Table Headers:** Bookings, Allocated, Est. Impressions, Avg. CPM, Status, Net Allocated, eCPM.
- Table Data:** Two rows of bookings:
 - Unicorn Vs Offer:** Allocated \$1,000, Status Approved, Net Allocated \$1,000, eCPM \$9.65.
 - Cold Weather Unicorn Essentials:** Allocated \$1,000, Status Approved, Net Allocated \$1,000, eCPM \$9.65.
- Booking Details:** A detailed view of the second booking row, showing:
 - Totals:** \$61,728, \$9.65 Avg.
 - Line Items:** Discovery+ futureUnicorn_DISCOVERY+_OTT_1Q23 (Approved, \$1,500, \$16.00), Hulu Demo: Male 25-54 futureUnicorn_HULU_M2554_OTT_1Q23 (Approved, \$7,464, \$13.20), Hulu Demo: Female 25-54 futureUnicorn_HULU_F2554_OTT_1Q23 (Approved, \$2,000, \$13.20), Paramount+ Demo: Male 25-54 futureUnicorn_PARAMOUNT+_Male_OTT_Q23 (Approved, \$13,864, \$7.65), Paramount+ Demo: Female 25-54 futureUnicorn_PARAMOUNT+_FEMALE_OTT_Q23 (Approved, \$18,000, \$7.65), Tubi Demo: Male futureUnicorn_TUBI_MALE_OTT_1Q23 (Approved, \$2,700, \$6.00), Viacom Demo: Male 18-54 futureUnicorn_VIACOM_M1854_OTT_1Q23 (Approved, \$4,200, \$6.75), Viacom Demo: Female 18-54 futureUnicorn_VIACOM_F1854_OTT_1Q23 (Approved, \$12,000, \$6.75).

The performance signal data (the circle color) is dictated by the Campaign Goal you set for the week. The campaign ribbon has a single selection option and an all campaigns option.

- **Single Campaign** - The signals reference point is the campaign's goal
- **All Campaigns** - The signals reference point is the company's primary goal

If you want more information on historical performance, you can click on the signal, and it will open up a performance modal where you can view additional details on performance such as actual cost per conversion, spend or CPM to name a few.

The screenshot shows a digital marketing dashboard with various campaign metrics and a detailed historical performance report.

Top Bar:

- Campaigns Creative Groups
- Jan 2 – Jan 8, 2023
- Columns

Left Sidebar:

- All Campaigns
- Linear Streaming
- Bookings Allocated Est. Impressions Avg. CPM
- 8 \$18.4k \$2.28M \$8.09
- Creative...
- Unicorn Vs
- Cold Weather Essentials

Performance Metrics:

- Combined Budget: \$95.9k
- Combined Allocation: 0%
- Clearance: \$77.2k (84%)
- Company Goal: Cost per VIP Conversion is less than \$85

Buttons:

- Undo Add bookings
- Expand all Collapse all

Table Headers:

- Booking Status Net Allocated eCPM

Historical Performance Report:

Report Title: futureUnicorn_HULU_M2554_OTT_1Q23 | Unicorn Women Campaign

Report Content:

	Dec 5	Dec 12	Dec 19	Dec 26	Jan 2	Totals
Cost per VIP Conversion	\$109.47	\$109.47	\$83.57	\$80.14	\$82.31	\$85 avg
CPM	\$13	\$13	\$13	\$13	\$13	\$13 avg
Impressions	1k	1k	1k	1k	1k	4k
Clearance	100%	100%	85%	95%	75%	89% avg
Spend	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000

Based on 7-Day Tatari View-Through

Show weeks with 0% clearance

Campaigns

Learn the answers to commonly asked questions about campaigns.

Written by Caitlin Mermelstein | Last published at: July 19, 2024

What is a Campaign?

Campaigns are a grouping mechanism that allow you to create any type of grouping that you'd like with any name you'd like to better track performance and campaign efficacy. You can pair your goal with demographics, location, genre, or time to form a campaign. For example, you could name your campaign: Sports Campaign, Black Friday//Cyber Monday Campaign, Women's Campaign//Men's Campaign.

There are four new tools being added to the Campaign Manager:

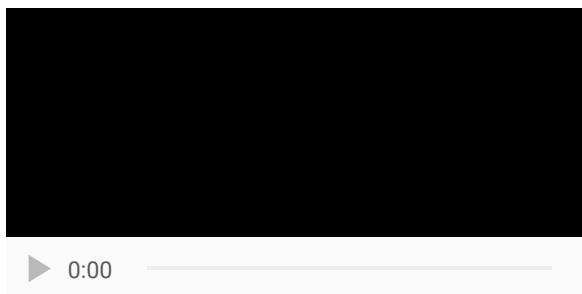
Campaign Ribbon: allows you to filter to a specific campaign

Campaign Creator: allows you to create a campaign *please note, this feature is only for Tatari clients that build their own media plans

Campaign Overview Module: provides an overview of campaign performance

Campaign Dimension: an optional add on that lets you filter reports in individual columns

Please watch this short video (below) for more information.



What happens to all old bookings/data?

Any bookings before August 1, 2023 will fall into a default made evergreen campaign. We recommend creating a new campaign and starting to make all your bookings in the campaign you create.

Does a booking have to be in a campaign?

Yes - all entry points to creating a booking will now have a field to specify the campaign the bookings should be in.

Can I move bookings?

You will have the ability to move bookings as long as the booking has not started. Open the booking form, click the drop down for Campaign in the top right, select the Campaign you would like to assign for the booking and click Update Booking. You will not be able to move bookings to a different Campaign once it's in flight.

Can I delete bookings?

Yes, if the booking start date has not passed and you have not sent the booking, you will still be able to delete it.

Can I change fields in my Campaign?

Yes, on the right of the Campaigns drop down, click the pencil icon. Make your changes and click Update Campaign.

How are traffic and orders being sent?

There is no change at this time to traffic and orders. This means that for the moment having the same creative on the same rotation for two different campaigns in the same day will not be allowed.

Do awareness, consideration, conversion tiles change the goals?

No, not at this time.

Can everything be filtered in the Dashboard by Campaigns?

Yes, everything can be filtered in the Dashboard by Campaigns, but there will not be R/F at the campaign level at first.

Why does reporting show an N/A line?

If we cannot match a spot to a booking you will see N/A in reporting

Can I select multiple Campaigns to filter by?

No, the Campaign ribbon only supports one selection at this time.

If I make a change to the Campaign (ie goal) how long does that take to appear or update in reporting?

Changes should be reflected instantaneously.

What happens in reporting if I change my goal mid campaign?

If you change your goal mid campaign, the user will be able to see the change in the module

Why does the number in All Campaigns not match the sum of spend in individual campaigns?

The sum of individual campaigns may not equal the number in All Campaigns due to unmatched spots. We are actively working on a better solution.

How does this affect S3?

At this time, S3 is not impacted.

Average Booked Rate

Written by Jaycee Spies | Last published at: January 11, 2024

Looking for historical data on booked rates and clearance to assist you in making data-driven decisions for your media plans? Check out the average booked rate tool.

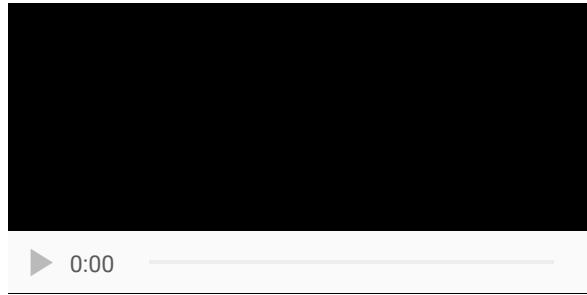
In the Campaign Manager, in a booking form, you will notice a chart that shows the following:

- Highest Clearance Rate: Weekly highest clearance rate
- Median booked rate: Median booked rate across managed-service clients for 30s spots
- Average Clearance Rate: Average clearance across managed-service clients for 30s spots
- Lowest 100% Clearance Booked Rate: Lowest booked rate that cleared at 100% across managed-service clients. Please note if there is no historical data of 100% clearance then the Quoted Rate will be populated.

Adding and Removing Days of the Week

Learn how to add and remove days of the week from your media plans

Written by Caitlin Mermelstein | Last published at: February 08, 2023



Redistribute Allocation by Spot

Written by Caitlin Mermelstein | Last published at: June 26, 2024

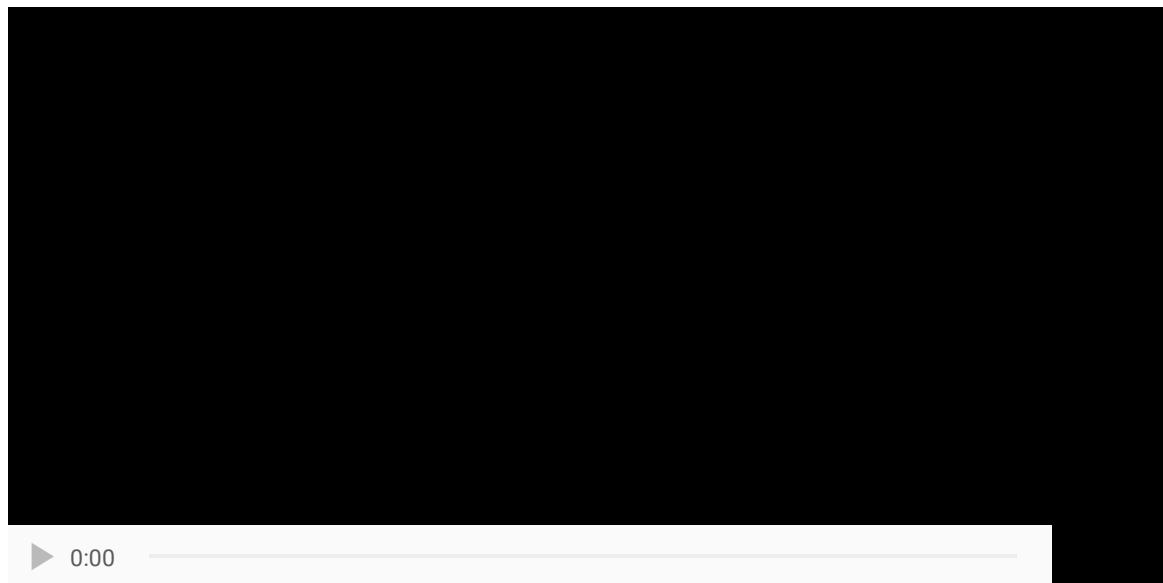
Use this bulk action to easily adjust the spot allocation for bookings. With this tool, you can quickly allocate bookings by percentage between 15, 30, 60 and 120 second spots. Select the bookings you'd like to update and simply click on "Redistribute Allocation by Spot" in the Bulk Action Center. When the modal appears:

- Type in the percentage you'd like to have for the following: 15, 30, 60 and 120 second spots
- In the Redistribution section, choose how you'd like to enforce your allocation
 - **Enforce Allocation:** this will maintain your budget allocation, but the spot allocation may be slightly off
 - **Enforce Split but Stay Below Allocation:** this will enforce the spot allocation while staying below budget
 - **Enforce Split and Allow Potential Increased Allocation:** this will enforce the spot allocation, but the budget allocation may slightly increase
- Click Redistribute Allocation!

Bulk Edit - Extending Streaming IOs

How to make bulk edits to your plan at same time

Written by Caitlin Mermelstein | Last published at: February 08, 2023

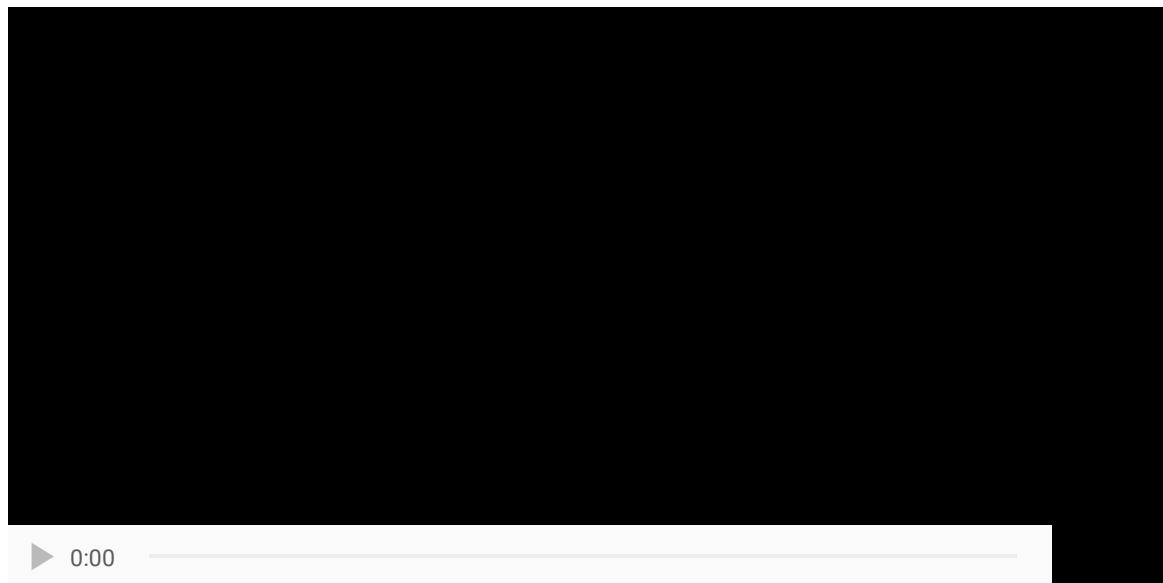


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Bulk Edit - Linear Bookings

How to edit multiple linear bookings at the same time

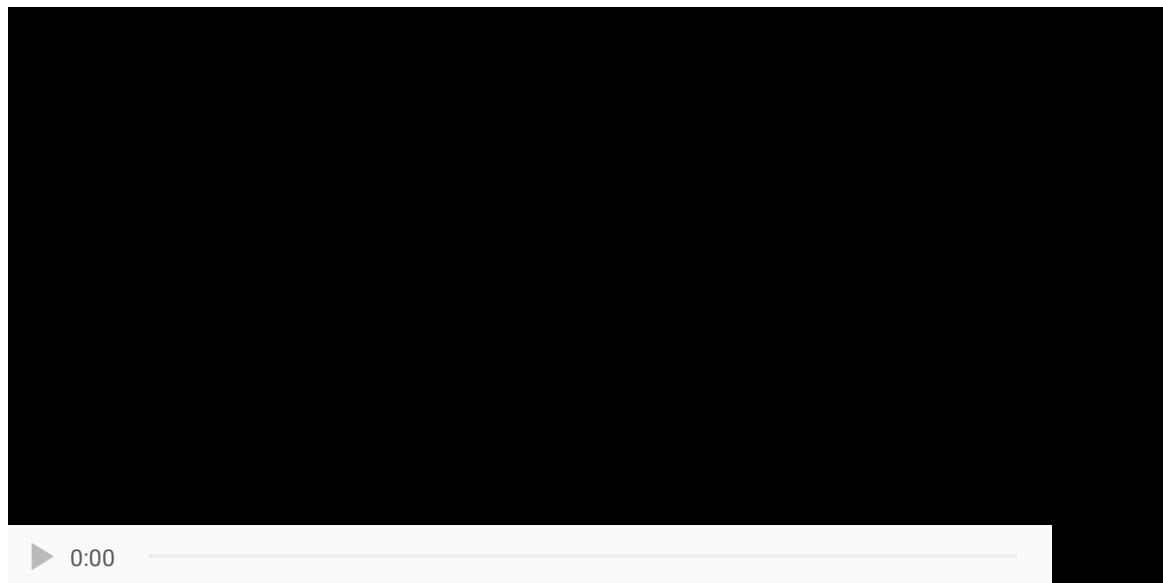
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Using the Copy Feature

How to use the Copy Feature in the Bulk Action Center

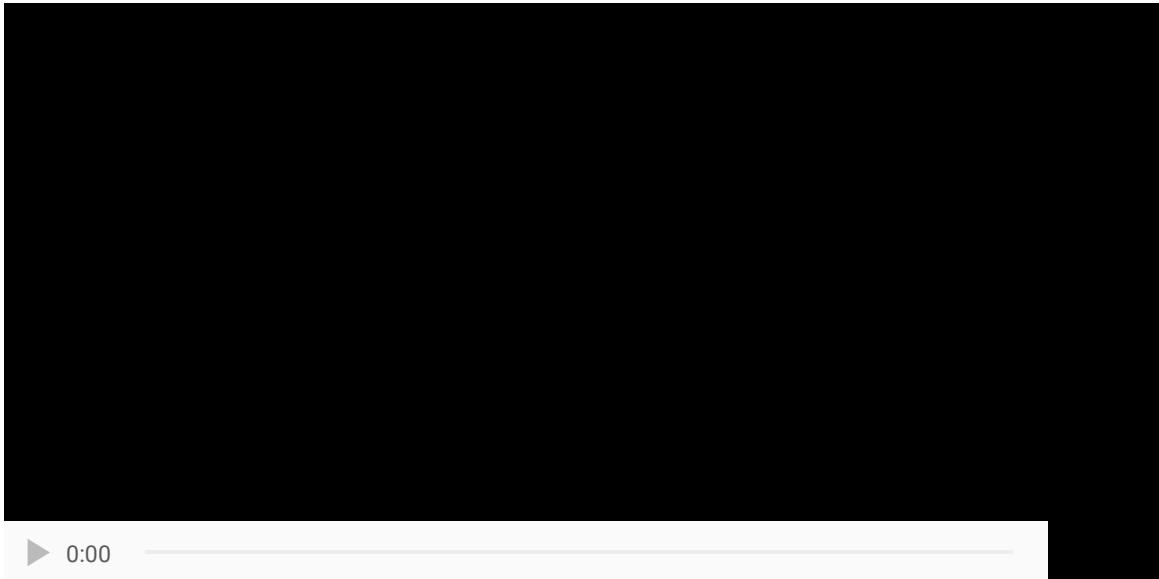
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Maximizing Quantities

how to maximize quantities for your media plans

Written by Caitlin Mermelstein | Last published at: July 19, 2024



Maximizing Quantities

Best practices is no more than 2 spots per hour. Instead of doing the calculation yourself, you can utilize the maximize quantity function to do the calculation for you.

Use Cases:

- For rotations that have performed well for us, we may want to consider maximizing the quantity in those rotations but also not oversaturating the rotation. Based on the specifications you input, the system will provide the maximized quantity.

How to use Maximize Quantity

-

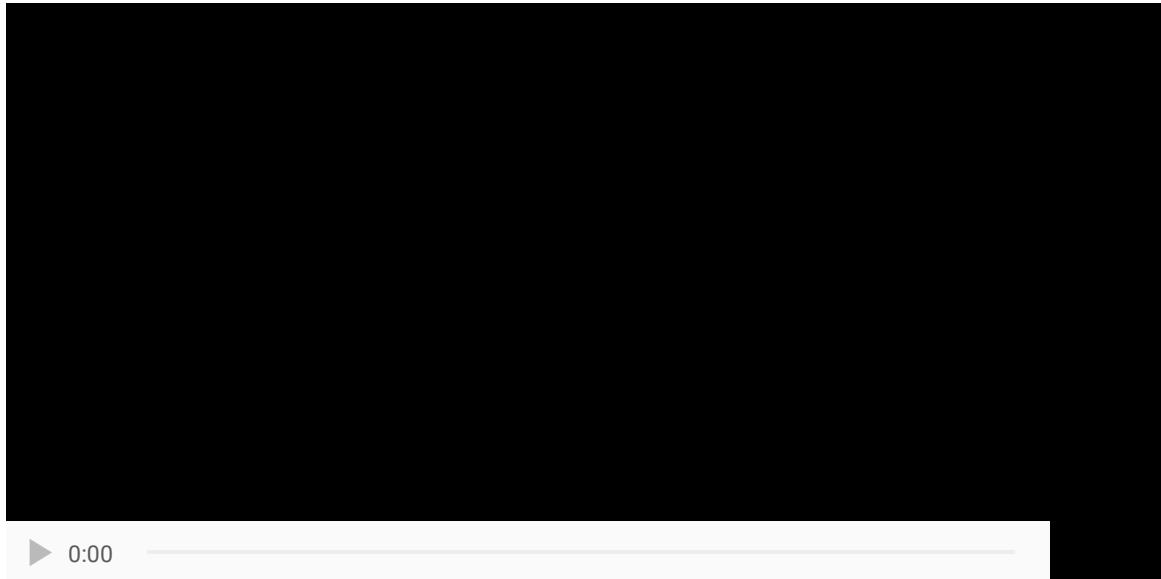
Select rotations you would like to maximize quantity.

- We can select all rotations we want to max quantity by clicking on the top box, or we can choose them individually. We can also choose them by network. If you hold your shift button on your keyboard and click on one of the rotations, it will select all the rotations in the same network. We can also use this left side panel to filter by cable tiers.
- Click the Action Center.
-
- Search Maximize Quantity.
 - Our frequency cap per hour is 2 spots per hour. You can input the budget cap. Depending on your creative mix, you will input our :15s or :30s percentages
-
- Click 'Maximize Quantity'.
 - We can adjust the quantity afterwards in-line.

Using the Move Function

how to use the move function in the bulk action center

Written by Caitlin Mermelstein | Last published at: July 19, 2024



Move Function

Please note: The Move function is not the same as the Copy function. Moving rotations will move it off of the week you're working into the week you want to move it. The Copy function will act as a copy and paste; the selected rotation will be in the original week and the week you copy the rotation to.

Use Case

- You may have completed the media plan but then decided you want to start some of the rotations to a future week.
- You may have too many allocations on your current week's media plan and would like to start some of the rotations in a future week.

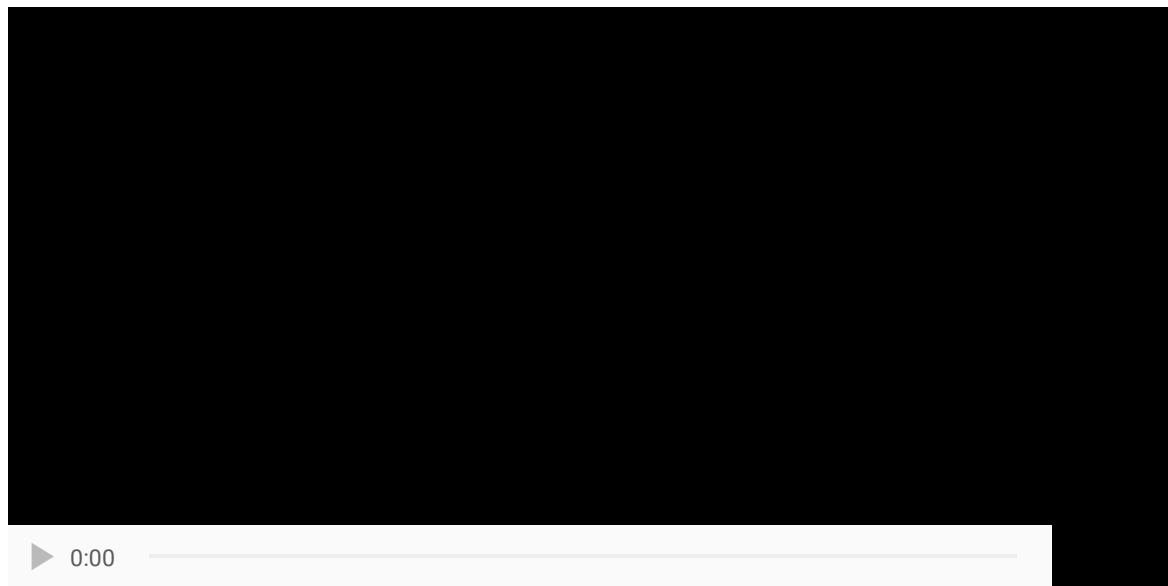
How to use the Move Function

- Select the rotation(s) you would like to move. A modal will pop up on the bottom of your screen.
- Open the Action Center, which is the icon with a square and two lines under it. Search Move.
- Select the Campaign and New Broadcast Week you would like to move the rotation to.
- Check the box “Navigate to destination week on completion” so you can see the New Broadcast Week the rotation moves to
- Click Move Bookings

Optimizing Bids

how to optimize bids in the Campaign Manager

Written by Caitlin Mermelstein | Last published at: February 08, 2023



Planning for Multiple Weeks

Written by Caitlin Mermelstein | Last published at: July 19, 2024



In Tatari's Campaign Manager, you now have the ability to plan up to twelve weeks of TV media at once. This update was designed to help you save time when building your media plans by providing you additional functionality to efficiently plan multiple weeks at once. For a walkthrough, watch our five-minute video below.

Please note: If you prefer, you do still have the ability to plan one week of media at a time.

Embedded content from https://player.vimeo.com/video/728858910?h=0902410a86&badge=0&autoplay=0&player_id=0&app_id=58479

Planning for Multiple Weeks

If you'd like, you can see multiple weeks of media plans at once. This view is designed to provide a more holistic look into your media buying over extended periods of time. You can view up to twelve weeks at a time.

To view multiple weeks

- In the Campaign Manager, click the date range on the top right.
- Select the date range you would like to view.

- You can expand or collapse the view based on your Columns setting by clicking the arrows by the weekly date label.

Please note: If you prefer, you do still have the ability to plan one week of media at a time.

You can select rotations and alter them in multiple weeks.

To make changes to a different rotations in multiple weeks

You can select a rotation across the multiple weeks in view by clicking on the checkbox on the left of the rotation.

		Mar 18	Est. Weekly Budget <small>i</small> \$9,231	>	Mar 25	Est. Weekly Budget <small>i</small> \$9,231	>	
<input type="checkbox"/> Booking		Status	Allocated	<input type="checkbox"/> Status		Allocated		
Totals		\$5,116.15				\$7,382.25		
<input checked="" type="checkbox"/>	AWE Everyday Early Morning	●●●●●	<input checked="" type="checkbox"/>	Approved	\$64.60	<input checked="" type="checkbox"/>	Approved	\$64.60

You can select all the rotations in one week by clicking the checkbox that will appear when you hover under the date of the week you would like to select.

		Mar 18	Est. Weekly Budget <small>i</small> \$9,231	>	Mar 25	Est. Weekly Budget <small>i</small> \$9,231	>
<input type="checkbox"/> Booking		<input checked="" type="checkbox"/>	Status	Allocated	<input type="checkbox"/> Status		Allocated
Totals		\$5,116.15				\$7,382.25	
	AWE Everyday Early Morning	●●●●●	<input checked="" type="checkbox"/>	Approved	\$64.60	Approved	\$64.60
	AWE Everyday Prime	●●●●●	<input checked="" type="checkbox"/>	Approved	\$88.40	Approved	\$88.40

You can select individual rotations in different weeks by clicking the checkbox for the rotation under the week you would like to select.

- Open Action Center
- Select the action
- A modal will open, select the date range you want
- Apply changes

To copy a rotation to multiple weeks

- Select the rotation(s)
- Click on the Action Center
- Search Copy
- A modal will open, select the date range you want to add the rotations
- Click Copy bookings

Booking Optimizer for Linear Inventory

Written by Caitlin Mermelstein | Last published at: December 12, 2023

When building a media plan, you may be wondering how many spots to bid on and how much to bid. The Booking Optimizer does just that - it takes the guesswork out of deciding bid price and quantity and provides bid suggestions.

Please note: the Booking Optimizer provides suggestions for bids, it does not guarantee clearance or performance.

FAQ

Where can I find the Booking Optimizer?

The Booking Optimizer is located in the Bulk Action Center. Select the appropriate inventory then type in "Optimize Bookings" in the Bulk Action Center to get started.

What information do I need to enter?

All you need to do is enter parameters such as Target Spend, Maximum Spots Per Hour, and designate a Bidding Strategy - then let the Booking Optimizer do the rest.

< Optimize Bids

Bid & Allocate to hit clearance target. Leverage clearance estimation model to predict the spot allocation and shave required to hit your target clearance amount.

Network	Rotation	
Eleven Sports Network	Everyday Early Morning	X
Eleven Sports Network	Weekday Day	X
Tatari Test Hosted Linear Order Flow	Afternoon	X

Target Spend	Max Spots per Hour	Bidding Strategy
<input type="text" value=""/>	<input type="text" value=""/>	<input checked="" type="radio"/> Conservative <input type="radio"/> Moderate <input type="radio"/> Aggressive

Target percentage for 15s spots	Target percentage for 30s spots	Target percentage for 60s spots
0	100	0

Target percentage for 120s spots	Optimized Target Spend Rounding
0	<input checked="" type="radio"/> Round Up to Nearest Whole Number <input type="radio"/> Round Down to Nearest Whole Number

↻ Cancel Esc Optimize Bids Enter

What are the different bid strategies and how do I know which one to select?

There are three bid strategies - Conservative, Moderate, and Aggressive. Each of them determines both the shave rate (based on historical performance, past predicted clearance, and past shave rates) and the budget allocation per booking.

Conservative: A conservative bid strategy will lead to booking at higher rates and also more confidence that the actual spend will be closer to target. This strategy will allocate the budget equally among the bookings selected.

Moderate: A moderate bid strategy will put more budget on more efficient bookings. The shave rate is higher than in the conservative strategy, and it aims at an overall predicted clearance rate between 50-70% for the set of bookings selected.

Aggressive: An aggressive bid strategy has the potential for better performance, but also a greater risk of over or under spending your target budget, since there's greater uncertainty in the clearance estimate. An aggressive bid strategy will allocate more budget on the most efficient bookings among the ones selected.

Can this tool balance rotations to other items in the plan?

Yes. Based on the strategy chosen, the budget is going to be allocated more uniformly for Conservative strategy, or focusing on more efficient rotations for the Aggressive one.

Is the Booking Optimizer available for both linear and streaming inventory?

At this time, this feature is only available for linear inventory.

Predicted Clearance

Written by Adam Smith | Last published at: July 11, 2024

What is Clearance?

Clearance is the percentage of the total allocation in a media plan or booking that airs. When building a media plan, you place orders for media at prices you think will clear. Based on availability, bids from other brands, and market conditions, certain spots will air, or clear, and others will not.

For example, you book 20 spots and the network only has 15 available, so 15 spots air/clear and 5 spots do not air/clear.

While we calculate clearance and cleared spend for you and show it throughout the product, it might be helpful to know how it's calculated:

- Cleared spend = spots aired x booked rate
- Clearance = cleared spend / total allocation

There are some nuances to clearance:

- For linear, clearance is based on spots (since each spot either airs or doesn't)
- For streaming, clearance is based on impressions
- Remnant linear and all streaming, other than guaranteed, is subject to clearance
- Clearance is not known in advance and must be estimated. Many known and also unseen factors contribute to clearance, so any prediction requires a wealth of knowledge and experience.

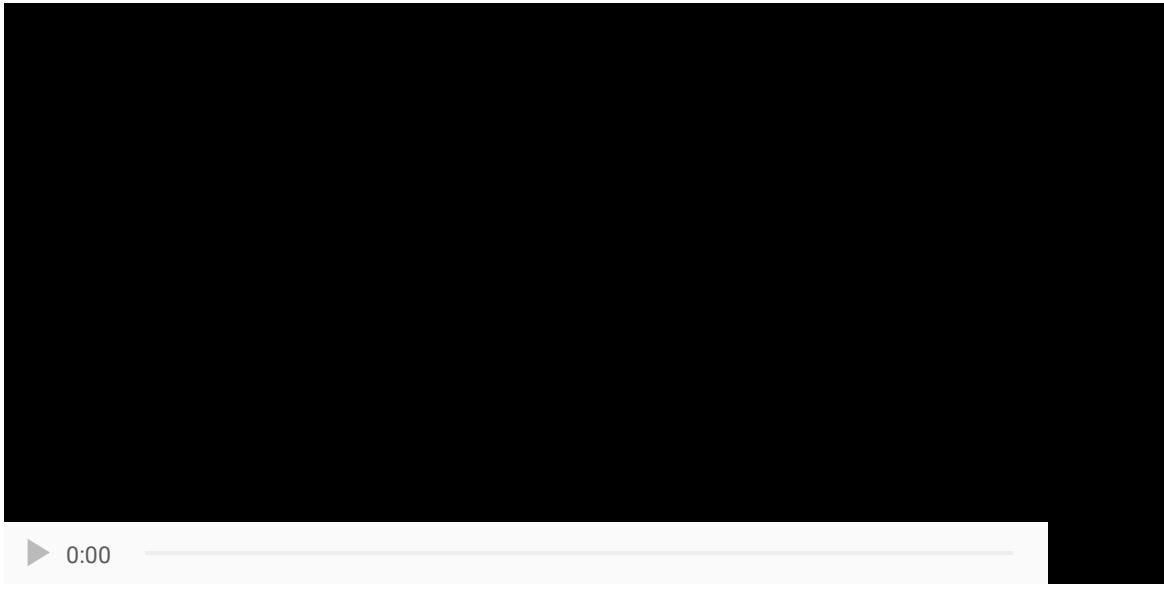
Tatari's Predicted Clearance Tool

To remove some of the guesswork, we have developed a tool to help predict clearance before submitting buys. Tatari's Predicted Clearance tool allows you to:

- Quickly see clearance at any time when building your media plan
- See the breakdown between linear and streaming clearance
- Know how much budget is left without having to refresh the screen

Please note, while we are always working towards making our clearance prediction better, Predicted Clearance should be used as a tool and helps indicate how the plan may do directionally. Many unseen factors contribute to clearance.

Video Walkthrough of Predicted Clearance Tool



▶ 0:00

FAQs

Q: What's the methodology?

A: Predicted clearance is powered by an advanced machine learning model, utilizing 16 inputs and continuous real-time learning. The model undergoes frequent re-training with the most current data, adjusting to seasonal variations and market shifts, and analyzes historical data to understand recent clearance patterns and shave rates. While this tool doesn't provide a perfect estimation of your total clearance, it will give you a strong estimation a week before the spots will air.

Here are some examples of the categories of inputs our company-specific model contains:

- Historical clearance & shave rates
- Current shave rate & quoted rate
- Number & duration of spots
- 4x seasonality factors
- Average cost
- Multiple inventory attributes

Q: Does the methodology take into account client specifics? If yes, how and to what extent?

A: Yes, but the extent will vary depending on the scenario. By default, the tool leverages your recent clearance patterns as much as possible, but if you haven't aired on a certain network or rotation, the tool will leverage general patterns from all Tatari clients.

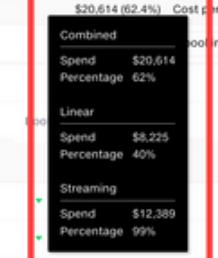
Q: Where can I access the Predicted Clearance tool?

A: You can see predicted clearance at the top of the Plan View page, next to the budget and allocation. The tool is asynchronous and updates automatically as you build and optimize your media plan.

Campaigns Creative Groups							Est. Combined Budget \$50k	Combined Allocation \$33k	Clearance \$20,614 (62.4%)	Company Goal Cost per Unique Visitor is less than \$15	Columns			
All Campaigns				Booking										
Bookings	Allocated	NPE	P/E	Expand all	Collapse all	May 20	Weekly Budget \$50k	Status	Day of Week	Quoted Rate	Booked Rate	Shave Rate	Quoted Imps (000s)	Booked Imps (000s)
19	\$20.5k	\$0	\$20.5k											
Total Spots	New Total	New Networks	New Rotations											
20	\$0	\$0	\$0											
Totals												21.5%	3,930	
Network ↑ \$ Alloc... 30s eq...														
A&E \$5,236 10						A&E Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$725	\$616	15%	137	1,370
Animal Planet \$15,300 10						ANPL Everyday Prime (with Mi...)		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$2,500	\$1,800	28%	256	2,560
Comedy Central \$0 0						ANPL Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$850	\$850	0%	107	—
DirectTV Men \$0 0						ANPL Weekday Early Fringe		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,200	\$1,200	0%	129	—
Discovery Channel \$0 0						COM Everyday Early Morning		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$125	\$112	10%	94	—
Sundance TV \$0 0						COM Everyday Late Fringe		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$1,600	\$1,440	10%	296	—
Sundance TV \$0 0						COM Everyday Late Night		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$125	\$112	10%	120	—
Sundance TV \$0 0						COM Everyday Prime		Unsent	Mon, Tue, Wed, Thu, Fri	\$2,800	\$2,520	10%	303	—
Sundance TV \$0 0						COM Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$900	\$810	10%	125	—
Sundance TV \$0 0						COM Weekday Early Fringe		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,800	\$1,620	10%	176	—
Sundance TV \$0 0						COM Weekday Morning		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,000	\$900	10%	94	—
Status 19 linear bookings ▾						COM Weekend		Unsent	Sat, Sun	\$2,350	\$2,116	10%	179	—
19 Unsent						DIRECTV-MEN Everyday Day		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$900	\$720	20%	270	—

If you hover over Predicted Clearance (visual below), you will see a tool tip that breaks down Spend and Percentage by Linear, Streaming, and Combined.

Campaigns Creative Groups							Est. Combined Budget \$50k	Combined Allocation \$33k	Clearance \$20,614 (62.4%)	Company Goal Cost per Unique Visitor is less than \$15	Columns			
All Campaigns				Booking										
Bookings	Allocated	NPE	P/E	Expand all	Collapse all	May 20	Weekly Budget \$50k	Status	Day of Week	Quoted Rate	Booked Rate	Shave Rate	Quoted Imps (000s)	Booked Imps (000s)
19	\$20.5k	\$0	\$20.5k											
Total Spots	New Total	New Networks	New Rotations											
20	\$0	\$0	\$0											
Totals												21.5%	3,930	
Network ↑ \$ Alloc... 30s eq...														
A&E \$5,236 10						A&E Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$725	\$616	15%	137	1,370
Animal Planet \$15,300 10						ANPL Everyday Prime (with Mi...)		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$2,500	\$1,800	28%	256	2,560
Comedy Central \$0 0						ANPL Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$850	\$850	0%	107	—
DirectTV Men \$0 0						ANPL Weekday Early Fringe		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,200	\$1,200	0%	129	—
Discovery Channel \$0 0						COM Everyday Early Morning		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$125	\$112	10%	94	—
Sundance TV \$0 0						COM Everyday Late Fringe		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$1,600	\$1,440	10%	296	—
Sundance TV \$0 0						COM Everyday Late Night		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$125	\$112	10%	120	—
Sundance TV \$0 0						COM Everyday Prime		Unsent	Mon, Tue, Wed, Thu, Fri	\$2,800	\$2,520	10%	303	—
Sundance TV \$0 0						COM Weekday Day		Unsent	Mon, Tue, Wed, Thu, Fri	\$900	\$810	10%	125	—
Sundance TV \$0 0						COM Weekday Early Fringe		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,800	\$1,620	10%	176	—
Sundance TV \$0 0						COM Weekday Morning		Unsent	Mon, Tue, Wed, Thu, Fri	\$1,000	\$900	10%	94	—
Status 19 linear bookings ▾						COM Weekend		Unsent	Sat, Sun	\$2,350	\$2,116	10%	179	—
19 Unsent						DIRECTV-MEN Everyday Day		Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$900	\$720	20%	270	—



Another place where you can see Predicted Clearance - in the Sidebar Breakdown. Using the metric column dropdowns, you can view predicted clearance by percentage or dollar amount here based on any supported breakdown.

Campaigns		Creative Groups		Import	Export	Download	Search	Create Campaign	Jun 3 – Jun 9, 2024	Columns		
All Campaigns				Est. Combined Budget		Combined Allocation	Clearance	Company Goal				
				\$50k		\$82.7k	49,583 (59.98%)	Cost per Unique Visitor is less than \$15				
Linear	Streaming	Search	Filter	Undo	Add bookings	Generate bookings						
Bookings	Allocated	NPE	P/E									
31	\$72.2k	\$0	\$72.2k	Booking	Quoted Imps (000s)	Booked Imps (000s)	15 30 60 120	Allocated	Predicted Clearance (%)	Predicted Clearance (\$)		
Total Spots	New Total	New Networks	New Rotations	Totals	37,655	977 495 0 0	\$72,160.75	56%	\$40,323.16	CPM		
983.5	\$19.7k	\$7,953	\$11.7k	ASPIRE Weekday Early Fringe	30	900	20 10 0 0	\$986	70%	\$690.34		
				AXS Weekday Early Fringe	13	520	27 13 0 0	\$1,126.25	67%	\$755.10		
				BOMX Weekday Early Fringe	0	—	27 13 0 0	\$360.40	42%	\$150.08		
				CINL Weekday Day	4	576	96 48 0 0	\$1,795.20	85%	\$1,520.55		
				DFC Everyday Prime	16	1,104	46 23 0 0	\$2,189.60	57%	\$1,254.18		
				EI Everyday Overnight	0	—	18 9 0 0	\$306	65%	\$199.84		
				EI-Locals Everyday Prime	52	4,316	55 28 0 0	\$4,811.85	44%	\$2,131.20		
				FNNW Weekday Early Fringe	2,223	6,669	2 1 0 0	\$7,762.20	59%	\$4,550.50		
				FOROTV Everyday Morning	0	—	37 19 0 0	\$318.75	72%	\$230.49		
				FOROTV Everyday Prime	0	—	46 23 0 0	\$625.60	84%	\$522.56		
				FOROTV Weekday Day	0	—	27 13 0 0	\$405.45	56%	\$226.34		
				FRTV Everyday Day	5	700	93 47 0 0	\$317.90	72%	\$227.33		
				FOX Everyday Prime	138	1,380	7 3 0 0	\$5,889.65	22%	\$1,305.74		
Status	31 linear bookings			31 Unsent								

Finally, you can see predicted clearance for each booking in your plan by enabling that column in the Plan View. Since a single booking has the least data of all these contexts, it's also where we have the least certainty – So treat this values accordingly.

Q: Can I see Predicted Clearance when I download my plan?

A: Yes, when you download your plan, Predicted Clearance will have its own column.

Planning Engine

Written by Caitlin Mermelstein | Last published at: May 08, 2024

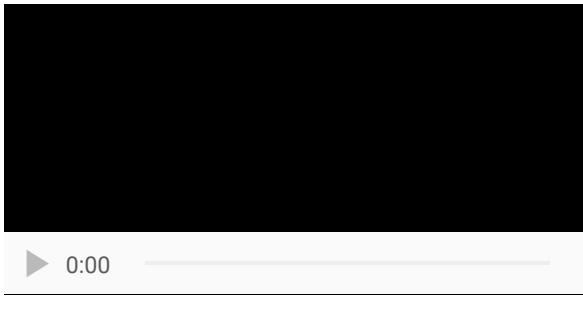
Planning Engine Overview

Tatari is making it easier than ever to build and optimize TV campaigns. With the Planning Engine, you can build a unique, data-backed, intelligent plan in just a few clicks. This tool:

- significantly reduces the learning curve for understanding the complicated ins and outs of the TV media buying space
- decreases the time required to build a media plan
- removes reliance on personal judgments as our tool makes objective decisions then allows you to apply your own judgment
- uses statistical analysis and modeling to select inventory, intelligently choose your bids, and holistically optimize your budget allocation, leading to stronger results than relying only on intuition and heuristics

In the below videos, you'll learn how to use the Planning Engine, including selecting your campaign type, setting your target budget, choosing your objectives, and more. You'll also see how you can change your plan after it's generated and how the algorithm does the heavy lifting for you.

Streaming: Video Walkthrough



Streaming: Basic Parameters Definitions

- Objectives: can be Awareness, Consideration, or Conversion.
- Target Budget: the total budget that the Planning Engine will allocate in this iteration. This does not take into account Bookings that are already in the plan.
- Plan Weeks: the weeks for which you are creating the plan.
- “Optimize For”: the conversion metric (think of it as a KPI) that you want the Planning Engine to optimize for when generating the plan. The plan is generated and optimized based on the historical and predicted performance of the KPI that you select.
- Booking Distribution: the percentage of your budget allocation between core and test.
 - The CORE section chooses only from inventory you aired on during the Core Historical Performance window (defaults to the last 6 media weeks). Selection is based on both historical

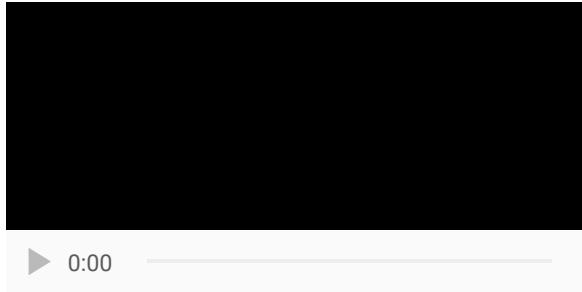
and predicted performance of your Optimize For metric

- The TEST section is chosen from the full inventory pool except those in the Core plan. Selection is based on the predicted performance of your Optimize For metric.
- Core Historical Performance: the period used to create the Core part of the plan. The Planning Engine will add bookings that performed well in the time frame selected. The default is 6 weeks, but consider expanding it if you want to give the Planning Engine a larger pool to choose from.
- 15s/30s: the allocation between 15s and 30s creatives. Notice that you can determine if the allocation is based on budget or units.

Streaming: Advanced Parameters Definitions

- Targeting Distribution: the percentage of the budget to allocate to targeted segments vs. run of site for streaming publishers.
- Exclusions: you can exclude specific Genres from being generated by the Planning Engine.

Linear: Video Walkthrough



Linear: Basic Parameters Definitions

- Objectives: can be Awareness, Consideration, or Conversion.
- Target Budget: the total budget that the Planning Engine will allocate in this iteration. This does not take into account Bookings that are already in the plan.
- Plan Week: the week for which you are creating the plan.
- “Optimize For”: the conversion metric (think of it as a KPI) that you want the Planning Engine to optimize for when generating the plan. The plan is generated and optimized based on the historical and predicted performance of the KPI that you select.
- Booking Distribution: the percentage of your budget allocation between core and test.
 - The CORE section chooses only from inventory you aired on during the Core Historical Performance window (defaults to the last 3 media weeks). Selection is based on both historical and predicted performance of your Optimize For metric
 - The TEST section chooses from the full inventory pool except those in the Core plan. Selection is based on predicted performance of your Optimize For metric.
- Core Historical Performance: the period used to create the Core part of the plan. The Planning Engine will add bookings that performed well in the time frame selected. The default is 3 weeks, but consider expanding it if you want to give the Planning Engine a larger pool to choose from.
- 15s/30s: the allocation between 15s and 30s creatives. Notice that you can determine if the allocation is based on budget or units.

- Maximum spot per hour: the maximum number of spots that can be booked per hour on any of the bookings added to the plan.
- Bid Shave Strategy: Please see [this](#) article.

Linear: Advanced Parameters Definitions

- Network Tier Distribution: how the budget should be allocated among the three tiers. Default values apply here, but we recommend adjusting if needed. If you have a very small budget entered above, consider removing the tier (simply delete the values) but keep in mind that performant but hard to scale inventory becomes more likely to appear in your plan.
- Maximum Overnight Rotations: the maximum percentage of the budget to allocate to overnight rotations.
- Maximum National-Locals: the maximum percentage of the budget to allocate to national-locals to add to this iteration of the Planning Engine.
- Exclusions: you can exclude specific Networks or Rotations from being generated by the Planning Engine.

FAQs

What is the Planning Engine?

The Planning Engine is a tool that allows you to generate a media plan within a campaign by providing a set of parameters (detailed below). Once you have input the necessary information, the Planning Engine will generate a fully-configured media plan of suggested booking units, shave rates, budget allocation, and frequency. From there, you can review the plan, select your creatives, and adjust anything you like.

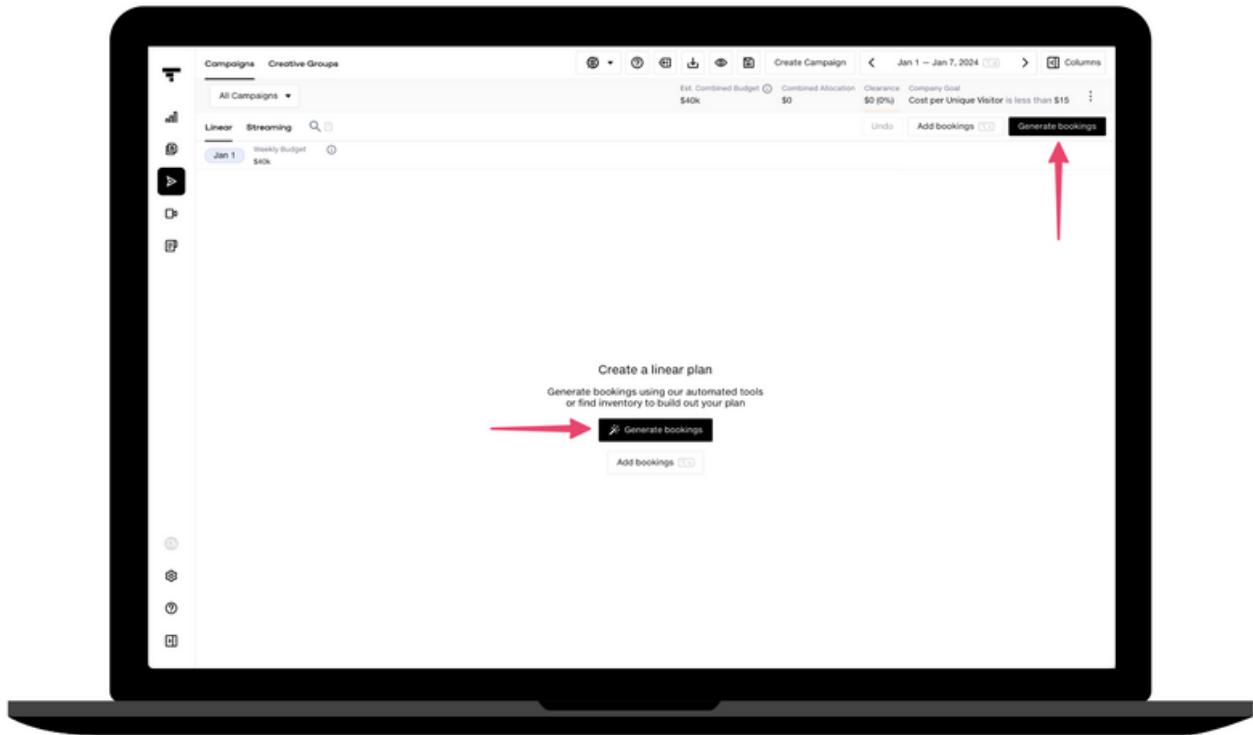
How should I use the Planning Engine?

There are two main ways to use the Planning Engine - to build a full media plan or to build a partial plan. For example, if you have some budget that you're not sure how to allocate, you can use the Planning Engine to find new inventory to test or buy.

Where is the Planning Engine located?

The Planning Engine is located in the Campaign Manager. There are two places to find it.

1. If you're in an empty media week, there will be a black button that says "Generate Bookings". Click [here](#) to get started.
2. There is also a button in the top right hand side of the page called "Generate Bookings". You can click [here](#) to use the tool as well.



Does the Planning Engine take seasonality into consideration?

At this time, the Planning Engine does not fully account for seasonality. You can still use the Planning Engine but should be especially diligent when reviewing the generated plan.

Does the plan include NPE, firesales, or programmatic inventory?

At this time, the generated plan will only include remnant inventory. NPE, firesales, programmatic, and all other types of inventory will need to be added in separately.

Within Remnant, the Planning Engine only considers regular bookings, and excludes rotations that can be affected by seasonality or are only available in specific moments.

What happens if I add a unit that is already in the plan?

The Planning Engine automatically excludes inventory that is already in the media plan.

Why are the inventory options limited after I click on “Generate Bookings”?

If your parameters (Historical Performance, Split 15s/30s, network tier distribution, exclusions) are too restrictive, this will limit your output options. Try altering some parameters.

General Guidelines for Building and Submitting Media Plans

Written by Caitlin Mermelstein | Last published at: September 28, 2022

When is the latest a media plan can be approved by Networks?

We recommend completing all orders by end of day Wednesday.

When should I confirm my budget for the week?

Please confirm budget by Monday morning of the week via Email. The earlier in the week that we can understand budget goals, the earlier we can get to work on your plans and get the media you want.

When is the latest I can send a Media Plan to Tatari for approval?

Please submit your plan by Wednesday morning at the latest. This will give your media buyer time to review your plan and make suggestions prior to sending the plan to networks and publishers.

How late in the week can I revise my media plan?

Please submit any revisions by Wednesday at noon.

How late in the week can I make changes to my creatives?

Creative changes must be made by Tuesday morning. No changes to creative will be able to take place after this time. After you submit a creative change it will take 2-3 days for the changes to go into effect.

What day of the week should I be building my media plan?

We recommend building your media plans on Monday and Tuesday. This will allow you to use data from your previous week's plan to inform your new plan.

What is the max shave rate you would recommend?

Please view [this article](#) to learn more about bid rates and clearance.

Will Networks be upset if I shave too aggressively?

Networks will not be happy if you shave too aggressively. To protect your relationship with the Networks, as well as Tatari's, a Tatari Media Buyer will review your plan prior to sending it to the Networks to ensure we maintain a healthy relationship for all parties involved. Please view [this article](#) to learn more about suggested bid rates and clearance.

Are there any situations where I will still work with the Tatari team to execute a buy

Yes, you will work with the Tatari team to execute the following types of buys:

- Programmatic buys
- NPE buys
- Local buys (these need to be negotiated manually by the Tatari team)

When should I reach out to my CSM when building a media plan?

Please reach out to your Tatari team in the following situations:

- To provide the weekly budget
- When launching a new creative - *please make sure to provide the launch date*
- When your plan is complete
- If you need to make in week changes
- If you have questions on strategy or reporting

Guidance on Bid Rates and Clearance

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Networks provide Tatari with rate cards. The rate cards show the rates that networks suggest submitting to achieve 70% clearance. While each network clears differently, we've found this to be true for the majority of our partners. Rate cards change regularly and Tatari receive weekly updates.

- If you pay the rate on the rate card, we anticipate that you will clear 70%.
- If you pay below the rate card, we anticipate that you will clear lower.
- If you pay above the rate card, we anticipate that you will clear higher.

The Clearance vs. Performance Grid

		Clearance		
		Low (<50%)	Medium (50-80%)	High (80-100%)
Performance	Not Good	Stop Buying	Stop Buying or reduce bid prices to achieve acceptable performance	Calculate the bid price to achieve good performance and submit future orders at that price if bid is reasonable
	Good	Potential to increase bid price to gain more clearance*	Leave alone, this is the sweet spot	Leave alone, or reduce bid price to gain even better performance (at the expense of clearing the same)

* In some cases low clearance is due to factors other than bid price and increasing price may not result in more inventory. These factors include: lack of available inventory, high number of similar advertisers on the network which creates separation issues and effectively reduces available inventory

Tatari uses the term **Shave Rate** in our Media Buying Platform. Shave Rate is defined as the amount that you're bidding below the rate card.

The amount that you should increase or decrease a bid amount is largely dependent on market conditions and available inventory. The Tatari team is happy to discuss market conditions at any given time and offer an educated opinion. In general, the amount that you increase or decrease a bid should stay within certain thresholds, as listed below, to ensure that orders are not rejected by networks and publishers.

Pilots

During the pilot programs, we will be testing various types of networks, publishers, and inventory types to see what works best for your brand. We suggest conservative bid rates during this time in order to hit higher clearance and gain initial data points. During pilots, please do not decrease your bids by more than the percentages listed below:

- Tier 1 - 5%
- Tiers 2 and 3 - 10%

Regular Media Week

During a regular media week, we suggest using historical performance data to inform your upcoming media plan.

- First, look at the inventory that performed well and cleared well. Since this inventory performed and cleared well, you will want to leave the rates the same as the previous week.
- Then, take a look at inventory that performed well, but didn't clear well. You will want to increase the bid amounts so that a higher percentage of the inventory will clear.
- Lastly, take a look at the inventory that didn't perform well. Since performance wasn't good, you will want to cut these pieces of inventory from your plan.

There are a couple factors you will need to take into account when determining how much you will want to increase or decrease a bid amount.

- Tier 1 - decrease bid by no more than 20% depending on historical clearance
 - If the inventory is a top performer, we suggest paying closer to the rate card price and not decreasing the bid by too much, especially during the first and fourth quarter of the year (when inventory is tighter).
 - If the inventory performed well, but didn't clear well, we suggest increasing the bid amount. If the inventory is important, we suggest increasing the bid by 20%, not to exceed the rate card price. If the inventory is less important, we suggest increasing the bid by 5% - 10%, not to exceed the rate card.
 - For inventory that cleared at or near 100%, we suggest decreasing the bid amount by 10%.
 - Once you find a rate that you're consistently clearing at, we suggest sticking with that shave rate going forward, subject to seasonality. For more information on seasonalities, please ask your buyer or see the seasonality section.
- Tier 2 and 3 - 20% to 35%
 - Similar to Tier 1 inventory, once you find a rate where you're clearing 65% - 70%, we suggest you stick with this rate.

Market Conditions

Rate are also dependent on market conditions. At certain times of the year, there will be more or less rotations or spots available. We've found that:

- Typically the first week of each quarter, there is more inventory available.
- Typically the last week of each quarter, there is less inventory available.
- March, April, May, September, November, December - generally we suggest being more conservative with bid rates, as market conditions are tighter
- January, February, June, July, August, October - we suggest being more aggressive as rates tend to go down

****Please note, this can be different during the pandemic as viewership habits are abnormal****

- Holiday Weeks, especially, Christmas and New Years - we suggest being more aggressive with bid rates to test new inventory//networks//pubs as market conditions tend to be more open. News content is especially open.
 - Right before Christmas and New Years, there is typically more availability as brands can't guarantee items will arrive by Christmas. If you would like to test new inventory and don't need to guarantee a Christmas or New Years deadline, we suggest being more aggressive with decreasing your bid rates during this time.

Expected seasonality 2022



Clearance

We've found that ideal clearance is between 60% - 75% of a week's media plan. When looking at clearance, there are two important pieces to factor in - general clearance and performance.

- If a plan is clearing at 60% or lower, but you are happy with performance, we suggest keeping your plan as is
- If a plan is clearing at 60%, but you are not happy with performance, we suggest lowering your bid rate or removing certain spots or rotations from the plan
- If you're clearing 100%, there is most likely room to lower your bids and decrease some rates while still clearing
- If you're clearing less than 60%, your rates are most likely too aggressive and we suggest being more conservative with your bid rates
- In the Tatari Media Buying Platform, you will see a [Predicted Clearance](#) button. This tool was created to help indicate how the plan may do directionally. While we are always working towards making our clearance prediction better, this tool should only be used to provide guidance. Please have your Tatari Media Buyer double check your plan.

A note on streaming clearance: Streaming clearance abides by a slightly different clearance schedule. changes based on the time of the year. In Q1, the markets are more open and it's easier to achieve higher clearance. In Q4, the market tightens as networks make up for deficiency units.

General Guidelines

****Important: Client accepts full financial responsibility for all cleared spend. The cleared spend might exceed The Client's planned target, up to the total booked amount (or Authorized Media Purchase). The Client agrees that Tatari is not liable for cleared spend including any overages to planned target.****

- Please confirm budget by Monday morning of the week via Email. The earlier in the week that we can understand budget goals, the earlier we can get to work on your plans and get the media you want.
- Please submit your plan by Wednesday morning at the latest. This will give your media buyer time to review your plan and make suggestions prior to sending the plan to networks and publishers.
- Creative changes must be made by Tuesday morning. No changes to creative will be able to take place after this time.

Pre-Checks in the Media Buying Platform

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Quickly Identify and Troubleshoot Errors in your Media Plans

Introducing Pre-Checks! Pre-checks will provide you with an easier, quicker way to identify and troubleshoot errors as they arise. Pre-Checks act as a safe-guard to ensure that your media plan is error-free before sending it to networks. You will now be able to double-check information and correct any issues that arise via specific Warning Messages.

View Pre-Checks in Action

Watch our video below to see how Pre-Checks work in Tatari's Campaign Manager.

Embedded content from https://player.vimeo.com/video/626797233?h=f9c0dd120b&badge=0&autoplay=0&player_id=0&app_id=58479

FAQ

What are the different Warning Messages?

Warnings are broken down into Linear Warnings and Streaming Warnings in the tables below.

Linear Warnings

Warning Label	Why It Appears	How To Fix It
Missing Creative	There are no creative groups assigned	Assign a creative group to the campaign
Missing :15 Creative	There is a specific unit allocated, but no corresponding creative	Make sure that the duration unit matches the creative length
Missing :30 Creative	<i>Example: you have allocated a :15 second creative, but have not provided a :15 second creative</i>	
Missing :60 Creative		
Missing :120 Creative		

Missing Spot Allocation	There are no spots allocated to the booking	Assign a spot to the booking
Missing :15 spot allocation		
Missing :30 spot allocation	There is a duration creative, but no duration spot allocated	Make sure the creative and allocated timing match
Missing :60 spot allocation	<i>Example: you have a :15 second creative assigned, but have not allocated any :15 second spots</i>	
Missing :120 spot allocation		
Duplicated Rotation	There is a duplicated rotation identified in the same week	Ensure that the duplicated rotation is intentional, or change the rotation
Archived Creative Group	There is an archived creative group attached to the campaign or rotation	Attach a non-archived creative group
Outdated Creative Group	There is an outdated creative group attached to the campaign or rotation	Attach a new creative group or refresh your creative group within the booking form
:15s Unaccepted	A :15s spot or creative has been assigned to a local network that does not accept :15s spot or creative	Remove :15s spot
Rejected Creatives	A creative within an assigned creative group has not been approved to run on the network	Change the creative group, or remove the creative from the group
Unsent Creatives	A creative has not been sent to the network for S&P approval	Please reach out to the Tatari Media Ops team and request approval
Ad ID	Creative is missing an Ad ID for a network that requires an Ad ID	Please reach out to your Tatari team

Streaming Warnings

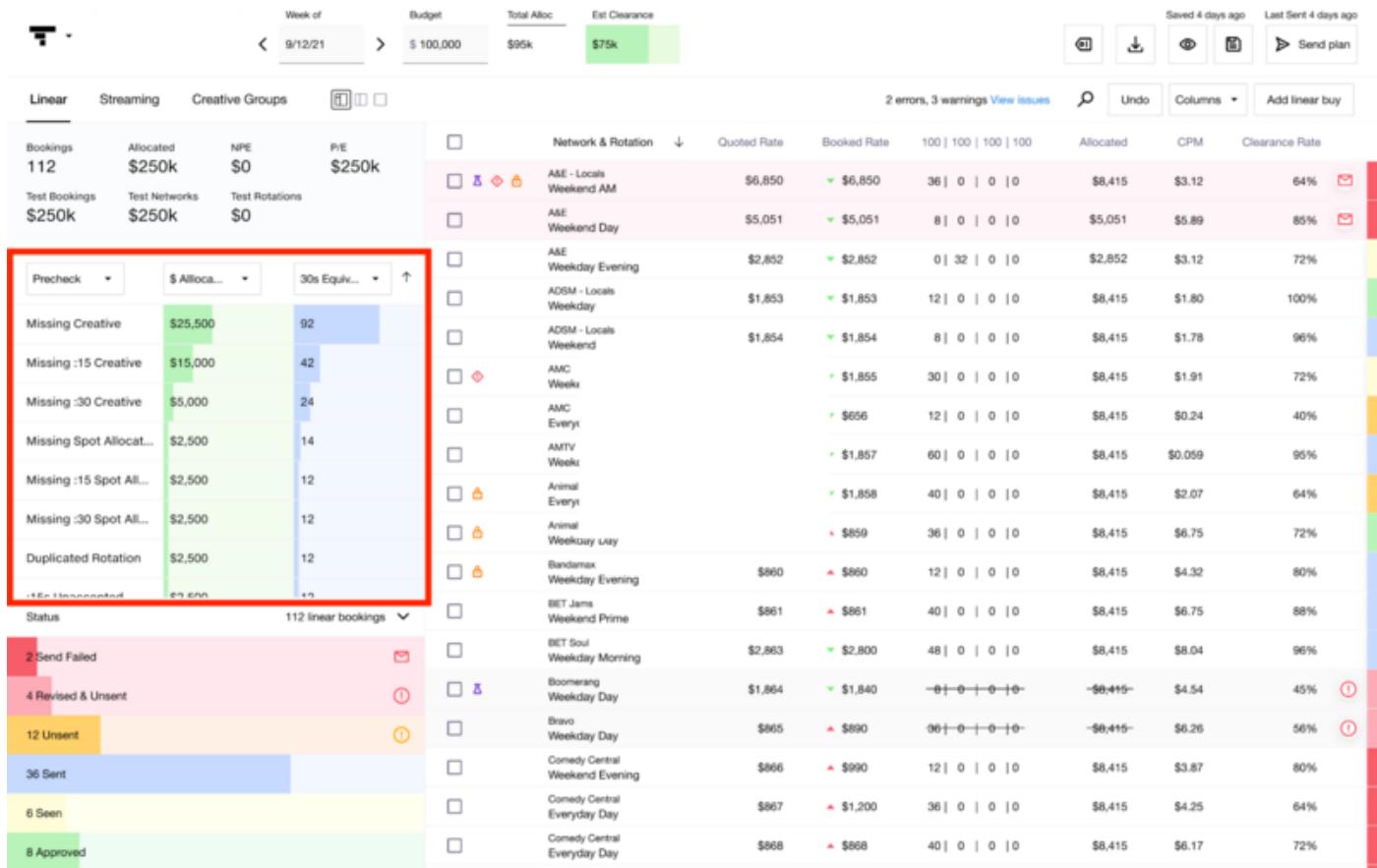
Warning Label	Why It Appears	How To Fix It
Missing Creative	There are no creative groups assigned	Assign a creative group to the campaign
Missing :15 Creative	There is a specific unit allocated, but no corresponding creative	
Missing :30 Creative		Make sure that the duration unit matches the creative length
Missing :60 Creative	<i>Example: you have allocated a :15 second creative, but have not provided a :15 second creative</i>	
Missing :120 Creative		
Missing Spot Allocation	There are no spots allocated to the booking	Assign a spot to the booking
Missing :15 spot allocation	There is a duration creative, but no duration spot allocated	
Missing :30 spot allocation		Make sure the creative and allocated timing match
Missing :60 spot allocation	<i>Example: you have a :15 second creative assigned, but have not allocated any :15 second spots</i>	
Missing :120 spot allocation		
Duplicated Rotation	There is a duplicated rotation identified in the same week	Ensure that the duplicated rotation is intentional, or change the rotation
Archived Creative Group	There is an archived creative group attached to the campaign or rotation	Attach a non-archived creative group
Outdated Creative Group	There is an outdated creative group attached to the campaign or rotation	Attach a new creative group or refresh your creative group within the booking form
:15s	A :15s spot or creative has been assigned	Remove :15s spot

Unaccepted	to a local network that does not accept :15s spot or creative	
Rejected Creatives	A creative within an assigned creative group has not been approved to run on the network	Change the creative group, or remove the creative from the group
Unsent Creatives	A creative has not been sent to the network for S&P approval	Please reach out to the Tatari Media Ops team and request approval
Ad ID	Creative is missing an Ad ID for a network that requires an Ad ID	Please reach out to your Tatari team

Where will the Warning Messages be displayed?

There are three different places where Warning Messages can be displayed - the Side Bar Breakdown, the Booking Form, and the Send Modal.

1. Side Bar Breakdown: If you select “Pre-Check”, you will receive information about errors in real-time in the Side Bar Breakdown (circled in red below)



The screenshot shows the Tatari Side Bar Breakdown interface. At the top, there are filters for Week of (9/12/21), Budget (\$100,000), Total Alloc (\$95k), and Ear Clearance (\$75k). To the right are buttons for 'Saved 4 days ago' and 'Last Sent 4 days ago'. Below these are tabs for Linear and Streaming, and a Creative Groups section. A search bar and a 'View issues' button are also present. The main area displays booking data and a detailed breakdown of errors. A red box highlights the 'Precheck' section, which lists various booking errors such as 'Missing Creative', 'Missing :15 Creative', 'Missing :30 Creative', 'Missing Spot Allocat...', 'Missing :15 Spot All...', 'Missing :30 Spot All...', and 'Duplicated Rotation'. Below this, a status bar shows '112 linear bookings' and categories: '2 Send Failed' (red), '4 Revised & Unsent' (pink), '12 Unsent' (orange), '36 Sent' (blue), '6 Seen' (light green), and '8 Approved' (green).

2. Booking Form: If you click on an individual row and there is a Warning Message, it will appear under the status bar at the top of the page. You will see the type of warning (circled in red below)

The screenshot shows the 'Discovery' section of a software interface. At the top, it says 'Discovery Weekday Early Fringe' and 'Discovery - Locals / DISC-Locals'. A red box highlights a warning message: 'This booking is currently off air' with two yellow diamond icons: 'Duplicate Creative' and 'Missing Creative'. Below this, there's a grid of booking details for various networks like AMC, A&E, and ADAM. Further down, there's a table for 'Quoted Rate' and a section for 'Rotation Overrides' with start and end times. At the bottom, there are 'Booking' and 'Cancel' buttons.

3. Send Modal: All selected items will be listed out. If you hover over an item, you can view the specific errors for an individual item (circled in red below)

The screenshot shows the 'Send Order' modal. It has a header 'Send Order' and a message '[x] bookings have warnings. Double check before sending.' A red box highlights a specific error: 'There is a :15 Spot allocated, but no Creative assigned' next to a 'Weekday Evening' entry for AMC. The modal also includes sections for 'Network' (AMC, Weekday), 'Rotation' (AMC, Weekday Evening), 'Order Comments', 'Network Instructions' (Some details have been entered), and 'Traffic Instructions' (Some details have been entered). At the bottom, there are 'Cancel' and 'Send Orders' buttons. To the right of the modal, there's a list of bookings with columns for Allocated, CPM, Clearance Rate, and a red 'i' icon for each row.

What happens if I don't fix an error?

If you do not fix an error, you can still send a plan. It is strongly advised that you double check your work to make sure everything in the order is accurate.

Can I still send a plan if there is a Warning Message?

Yes, you can still send a plan if there is a Warning Message. These Warning Messages are intended to act as reminders to check work.

How do I know which rotations the Warning Messages apply to?

In the Side Bar Breakdown, if you click on an individual Warning Message, only the rotations or bookings that the Warning Message pertains to will appear in the booking list.

What happens after I resolve an error?

Once an error is fixed, the campaign will be removed from the warning section of the Side Bar Breakdown as well as the booking list that displays all current errors.

How do I learn more information about a certain Warning Message?

In the Side Bar Breakdown, if you hover over the name of an individual Warning Message, a description of the warning will appear.

I have a suggestion for a new Warning Message. Who should I contact?

We always welcome your suggestions. Please let your Account Manager know and they will pass the feedback along to Tatari's Product team.

I have more questions or need help. What should I do next?

Email us at feedback@tatari.tv. We're happy to help!

Strategy Tagging for Media Buyers

Written by Caitlin Mermelstein | Last published at: September 28, 2022

We're making it easier than ever to manage and filter your bookings in Tatari's Media Buying Platform. Through the use of Strategy Tags, you can label and then filter bookings and campaigns based on your preferred groupings. Once the bookings are labeled, you will be able to better understand performance using your preset and custom tags.

View Strategy Tags in Action

Watch our video below to learn how to create, manage, and view Strategy Tags in Tatari's Media Buying Platform.

Embedded content from <https://player.vimeo.com/video/611846407?h=07e36ef844>

FAQ

What are the various Strategy Tags?

Strategy Tags are broken down into the following categories:

Recurrence: differentiate between new and existing rotations

- **Core**: Rotation with proven success for client over length of time
- **Test**: New Rotation for client with unproven results

Business Objective: differentiate based on business objective

- **Brand**: Buying strategy intended to increase overall brand awareness
- **Direct Response**: Buying strategy intended to optimize for immediate lift

Custom: customize tags based on individualized objectives

- **Private Tag**: A tag that a user has created and notated as "Private". No other media buyer will be able to view your private tags.
- **Company Tag**: A custom made tag that you will be able to see. This tag is NOT private by default.
 - *Example 1: Holiday Campaign vs Ongoing Campaign*
 - *Example 2: Shoes Creative vs Sweatshirt Creative*

Do I need to tag my bookings?

While Strategy Tags are not required, we strongly recommend that you start tagging your bookings to better understand campaign performance on an individualized-level.

Is there a limit to the number of Strategy Tags I can create?

There is no limit to the number of Strategy Tags you create.

What happens to the tags of a booking when you copy it to a new week?

If you copy or move a booking to a new week, the tags will also be copied over and then you can adjust as needed.

What happens if I delete or rename a Strategy Tag?

If you delete a Strategy Tag, it will be removed from the Tag Manager and archived. You will not be able to apply the archived tag to future bookings. The archived Strategy Tag will still be visible on all previous bookings that had the tag applied.

Why are streaming bookings tagged by media week while linear bookings are not?

This differentiation is needed because streaming bookings regularly span up to 12 weeks so we need to differentiate the relationship to maintain the same level of granularity.

Example: When you first run a streaming campaign on a new publisher you might assign the “test” tag. If it works well and you keep running and scaling on that publisher for several weeks, you’d want to replace the “test” tag with a “core” tag.

If I use the bulk action center to remove tags, will it overwrite and remove tags for just that week or will it also affect previous and/or upcoming weeks?

By default, if you use the bulk action center to remove tags, only tags for the current week will be overwritten. Previous weeks and upcoming weeks will not be affected.

However, for streaming, you can choose to apply the tag settings to all future weeks. To do so, visit the Bulk Action Center, then select “Update Strategy Tags”. Make your tag selections, then check “Apply all tags to future weeks (and overwrite previous tags)” in the lower left corner. Click “Update” and your preferences will be applied.

Will my Strategy Tags be reflected in the Tatari Dashboard?

We are currently working on this functionality. We intend for Strategy Tags to be reflected in the Dashboard in Q4 2021.

What if I receive an error message when I try to use the Strategy Tags tool?

Please use the shared slack channel if you require assistance.

I have more questions or need help. What should I do next?

Email us at feedback@tatari.tv. We're happy to help!

Planning Engine - Step by Step Walk Through

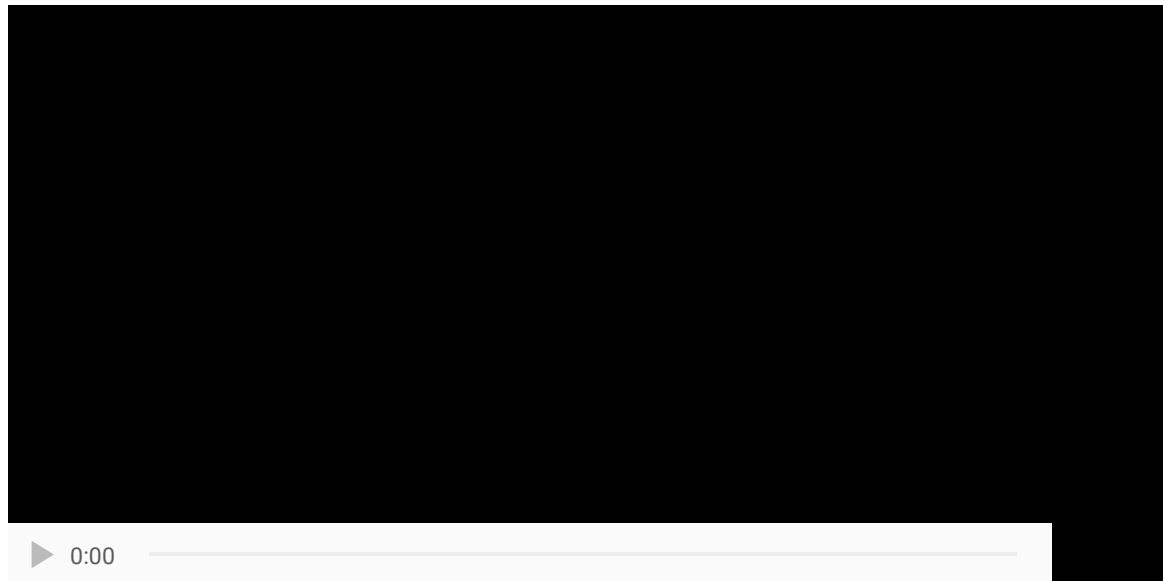
Written by Caitlin Mermelstein | Last published at: May 11, 2023

In the guide below, you will be introduced to the Planning Engine, a new feature we're rolling out at Tatari. With the Planning Engine, you can automatically generate a plan or sub-plan for your inventory selection, based on your goals and objectives. In this guide, you'll learn how to use the Planning Engine, including selecting your campaign type, setting your target budget, choosing your KPIs, and more. You'll also see how you can change your plan after it's generated and how the algorithm does the heavy lifting for you. So if you're looking for a more efficient way to choose your inventory, this is definitely worth checking out!

Customizing your Campaign Manager View

How to customize your view in the Campaign Manager

Written by Caitlin Mermelstein | Last published at: July 19, 2024



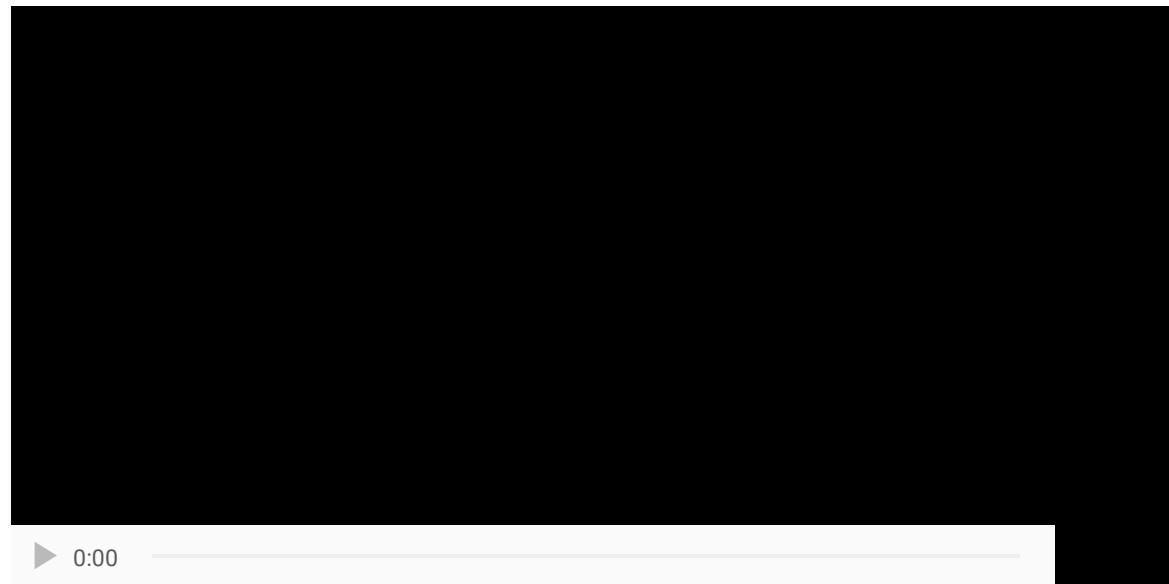
Customizing your Campaign Manager View

- On the top right of the Campaign Manager, click Columns
- Add/remove visible columns based on preference
- Checked boxes will be viewable in your expanded view. Pinned columns will be viewable in a minimized view. To pin a column, click on the right of the label name in the Columns drop down.

Creating Standard Filters - National and Regular

How to create filters in your Campaign Manager view

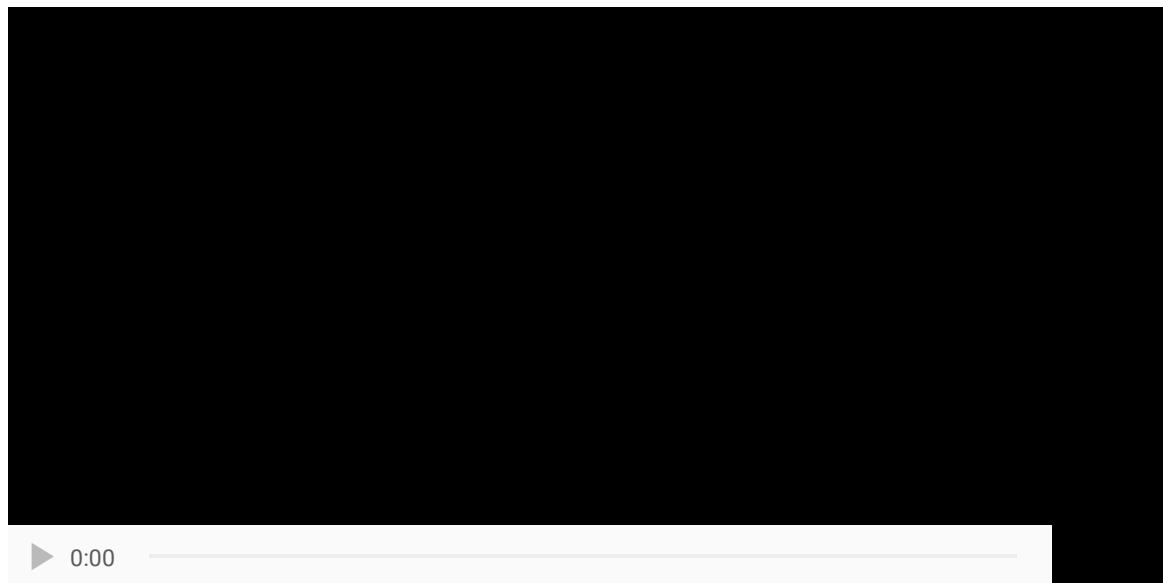
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Create New Streaming IOs

How to create new streaming IOs

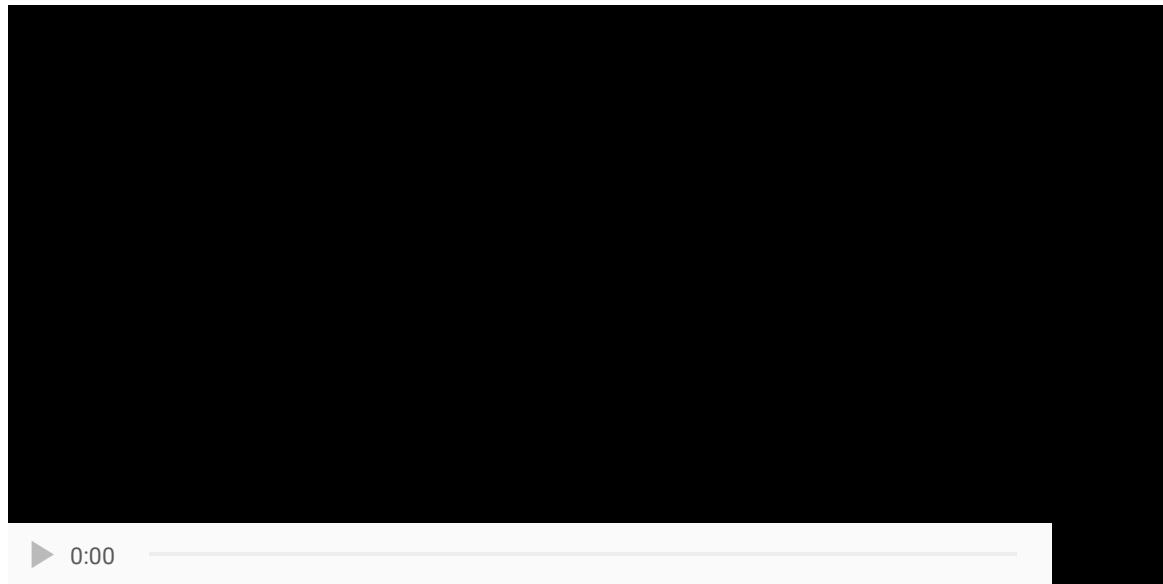
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Filtering Inventory in the Inventory Selector

How to filter bookings to create the plan you want

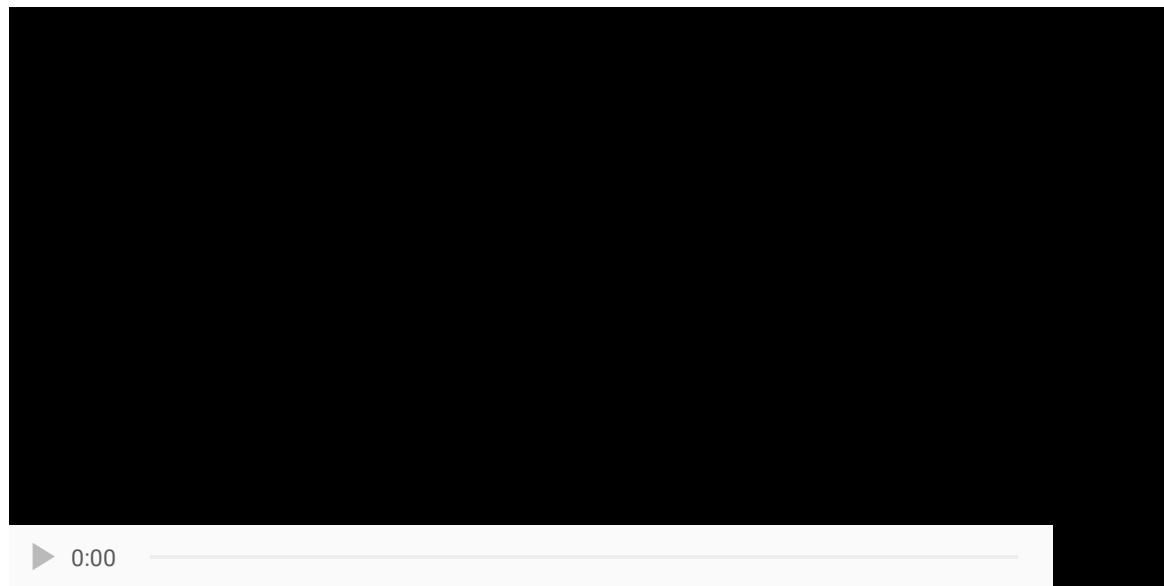
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Filtering and Sorting by Quoted Rate

How to filter and sort your bookings using the quoted rate

Written by Caitlin Mermelstein | Last published at: February 08, 2023

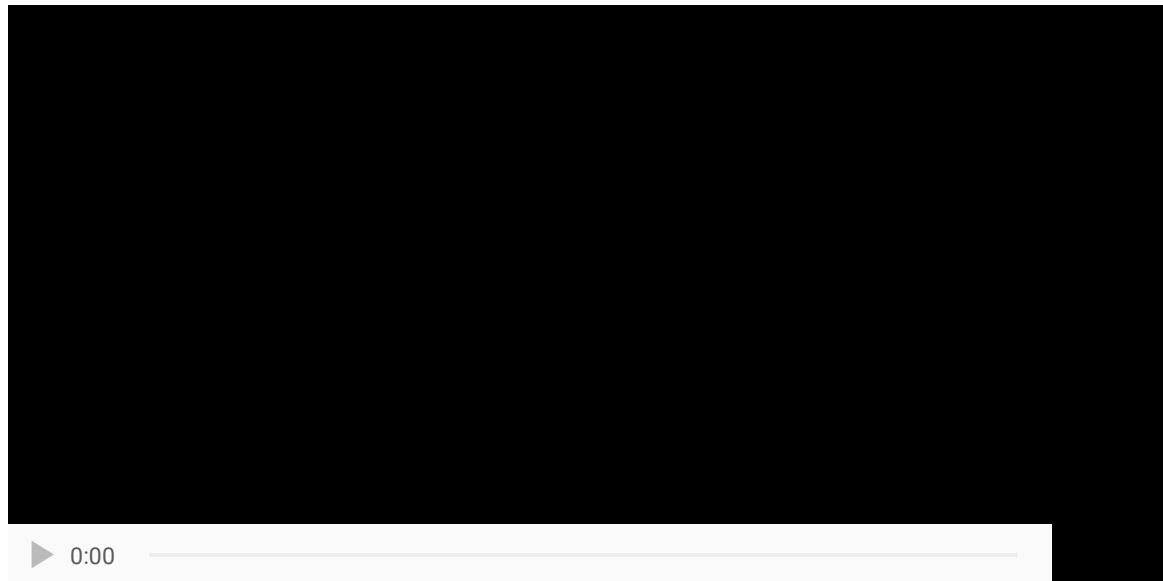


How To Build A Linear Media Plan

how to create a linear plan

Written by Caitlin Mermelstein | Last published at: June 28, 2024

Video Walkthrough



Set your budget

Start by entering your budget for the week. You can locate your budget in the upper left hand corner of the screen. If you have multiple clients, you can also double-check that the client is correct by verifying the logo which is inline with the budget.

The screenshot shows a software interface for creating a linear media plan. On the left, there's a sidebar with various icons. The main header says 'Campaigns Creative Groups' and shows a 'Demo Campaign' with a dropdown arrow and a pencil icon. Below the header, there are tabs for 'Linear' and 'Streaming', with 'Linear' being selected. Under the 'Linear' tab, there's a date range 'Jul 15' and a 'Weekly Budget' input field containing '\$0'. The main workspace has a title 'Create a linear plan' and a 'Add bookings' button. At the top right, there are buttons for 'Create Campaign', date selection ('Jul 15 – Jul 21, 2024'), and column settings. The overall layout is clean and professional, typical of a digital marketing or media planning tool.

Select the bookings you want to keep

Review your media plan for the previous week and select the checkboxes for the bookings that you want to include in your new media plan. We recommend selecting bookings that met your performance goals, as well as those that almost met your performance goals.

This screenshot shows the MediaPlanHQ interface for managing media bookings. At the top, there's a navigation bar with icons for Campaigns, Creative Groups, Demo Campaign, and various date and budget filters. Below this is a summary section showing Bookings (18), Allocated (\$12.9k), NPE (\$0), and P/E (\$12.9k). The main area displays a grid of bookings categorized by Network and Day of Week. Each booking row includes a checkbox, Status, Day of Week, Quoted Rate, Booked Rate, Shave Rate, Quoted Imps (000s), and Booked Imps (000s). A sidebar on the left provides additional filtering options. The bottom of the screen shows a summary of 18 linear bookings and various action buttons.

Open the action center

Using the Action Center, you can copy, move, and edit all selected bookings at one time. First, click the Action Center icon, highlighted below. After you click on the Action Center icon, the Action Center will appear.

This screenshot is similar to the previous one, showing the MediaPlanHQ interface for managing media bookings. The main difference is the presence of a black box highlighting the 'Open action center' button at the bottom of the sidebar. This button is positioned next to the '18 Unsent' status indicator. The rest of the interface, including the campaign details, booking grid, and sidebar, remains the same.

After you click on the Action Center icon, the Action Center will appear.

The screenshot shows the Action Center interface. At the top, there's a search bar with the placeholder "Enter an action name or search". Below the search bar is a list of actions categorized by icons:

- Acknowledge new rates**
- Add tags**
- Adjust booked rates by a fixed amount (\$)**
- Adjust booked rates by percentage (%)**
- Adjust spot quantity by a fixed amount**
- Adjust spot quantity by percentage (%)**
- Assign**
- Bravo Locals Weekday Day**
- LIFE Weekend Day**
- IFC Everyday Prime**
- NGC**

At the bottom of the Action Center, there's a summary table with columns: Network, Status, Day of Week, Quoted Rate, Booked Rate, Share Rate, Quoted Imps (000s), and Booked Imps (000s). The table shows data for various networks like A&E, Bravo Locals, Fox News, etc., with a total of 18 linear bookings.

Select Copy: Type "Copy" into the search bar. Then select copy to move your inventory to the new week's media plan.

The screenshot shows the Action Center with the search bar containing the word "copy". Below the search bar is a list of copy options:

- Copy**
- Copy based on historical performance**

Under these options, there are several network and rotation entries, each with a checkbox and a status indicator (Unsent). Some entries have additional details like days of the week or specific times.

Network	Rotation	Status	Days	Quoted Rate	Booked Rate	Share Rate	Quoted Imps (000s)	Booked Imps (000s)
A&E	\$0	Unsent	Mon, Tue, Wed, Thu, Fri	\$560	\$0	20%	138	—
Bravo Locals	\$627.30	Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$164	\$0	53%	54	432
Fox News	\$1,725.50	Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$1,350	\$0	41%	1,087	2,174
Galavision	\$1,999.20	Unsent	Mon, Tue, Wed, Thu, Fri	\$20	\$0	50%	0	—
IFC	\$826.20	Unsent	Mon, Tue, Wed, Thu, Fri	\$22	\$0	56%	0	—
Investigation Discov...	\$136	Unsent	Mon, Tue, Wed, Thu, Fri	\$24	\$0	52%	0	—
Lifetime	\$848.30	Unsent	Sat, Sun	\$168	\$0	44%	31	775
MTV Tr3s	\$405.45	Unsent	Mon, Tue, Wed, Thu, Fri, Sat, Sun	\$160	\$0	54%	120	120
Status	18 linear bookings							

Double-Check Network and Rotation Information

After you select Copy, a new modal will appear. Here you can double-check information about the Network and Rotation, as well as add in the date for your new media plan.

Budget Total Alloc P/EI
\$ 150,000 \$207k 72%

Bookings Allocated NPE
26 \$187k \$0

Total Spots New Total New P/EI
376 \$156.3k \$1

Network Rotation Rate Pn
AMC Weekday Early Fringe 15 | 30 | 60 | 120 Cleara
Comedy Central Weekday Early Fringe 13 | 0 | 0 | 0 68%
Food Network Locals Everyday Prime 23 | 0 | 0 | 0 46%
AMC \$12,728.7
Comedy Central \$26,180
Food Network Locals \$2,720
FOX: MLB Playoffs \$0
Freeform \$10,132
Status

26 Unsent

Add bookings Undo

Copy

Copy bookings to a different client and/or broadcast week. This won't modify the existing bookings.

New client:

New broadcast weeks: Jul 11 – Jul 17, 2022

Navigate to the week of Jul 11, 2022 on completion

Cancel

Select the date for your new media plan

Enter the date for the new media plan.

Budget Total Alloc P/EI
\$ 150,000 \$207k 72%

Bookings Allocated NPE
26 \$187k \$0

Total Spots New Total New P/EI
376 \$156.3k \$1

Network Rotation Rate Pn
AMC Weekday Early Fringe 15 | 30 | 60 | 120 Cleara
Comedy Central Weekday Early Fringe 13 | 0 | 0 | 0 68%
Food Network Locals Everyday Prime 23 | 0 | 0 | 0 46%
AMC \$12,728.7
Comedy Central \$26,180
Food Network Locals \$2,720
FOX: MLB Playoffs \$0
Freeform \$10,132
Status

26 Unsent

Add bookings Undo

Copy

Copy bookings to a different client and/or broadcast week. This won't modify the existing bookings.

New client:

New broadcast weeks: Jul 11 – Jul 17, 2022

Navigate to the week of Jul 11, 2022 on completion

Cancel

Select Navigate to destination week

Make sure the "Navigate to destination week on completion" checkbox is selected. This will ensure that you will be brought to your new media plan where you can confirm it was copied over correctly and begin making edits.

Budget Total Alloc P/EI
\$ 150,000 \$207k 72%

Bookings Allocated NPE
26 \$187k \$0

Total Spots New Total New
376 \$156.3k \$1

Network Rotation Rate 15 | 30 | 60 | 120 Pn
AMC Weekday Early Fringe 892 13 | 0 | 0 | 0 Cleara 68%

Comedy Central Weekday Early Fringe 798 23 | 0 | 0 | 0 46%

Food Network Locals Everyday Prime 100 56 | 0 | 0 | 0 13%

AMC \$12,728.7

Comedy Central \$26,180

Food Network Locals \$2,720

FOX: MLB Playoffs \$0

Freeform \$10,132

Status

26 Unsent

Copy

Copy bookings to a different client and/or broadcast week. This won't modify the existing bookings.

New client: New broadcast weeks: Jul 11 – Jul 17, 2022

Navigate to the week of Jul 11, 2022 on completion

Cancel Copy bookings

Copy Bookings

Select the **Copy Bookings** button to copy bookings over to your new media plan. If you have any Strategy Tags applied to your bookings, they will also be copied over. Tip: The **Move** function is not the same as the **Copy** function. If you select Move, your bookings will be removed from the original media week. If you select Copy, your bookings will reflect in both weeks.

Budget Total Alloc P/EI
\$ 150,000 \$207k 72%

Bookings Allocated NPE
26 \$187k \$0

Total Spots New Total New
376 \$156.3k \$1

Network Rotation Rate 15 | 30 | 60 | 120 Pn
AMC Weekday Early Fringe 892 13 | 0 | 0 | 0 Cleara 68%

Comedy Central Weekday Early Fringe 798 23 | 0 | 0 | 0 46%

Food Network Locals Everyday Prime 100 56 | 0 | 0 | 0 13%

AMC \$12,728.7

Comedy Central \$26,180

Food Network Locals \$2,720

FOX: MLB Playoffs \$0

Freeform \$10,132

Status

26 Unsent

Copy

Copy bookings to a different client and/or broadcast week. This won't modify the existing bookings.

New client: New broadcast weeks: Jul 11 – Jul 17, 2022

Navigate to the week of Jul 11, 2022 on completion

Cancel Copy bookings

Add new bookings

Now that you've copied over the highest performing bookings, you need to add new bookings to make up for the bookings that weren't copied over. You can find new bookings by selecting **Add bookings**.

The screenshot shows the Inventory Selector interface. At the top, there's a summary table with columns: Budget (\$225,000), Total Alloc (\$294.4k), P/E Req'd (76%), Predicted Clearance (\$179.4k (61%)), and Predicted R/F (Request). A button 'Add bookings' is located in the top right. Below this is a detailed table of booking information with columns: Bookings (77), Allocated (\$258.4k), NPE (\$0), P/E (\$258.4k), Total Spots (692.5), New Total (\$30.8k), New Networks (\$18.2k), and New Rotations (\$12.6k). The main area displays a list of inventory items with columns: Network / Rotation, Quoted Rate, Booked Rate, and various count metrics (e.g., 15 | 30 | 60 | 120). The inventory list includes entries for A&E, Animal Planet, CNBC, Discovery Life, Food Network, Food Network Locals, Freeform, FYI, and Status.

Navigate New Booking Inventory

You're now on the Inventory Selector screen where you can find new inventory for your media plan.

The screenshot shows the Linear Inventory Selector screen. The top navigation bar includes 'Plan View' and 'Linear Inventory Selector'. Below is a search bar with filters for 'Inventory Types' (set to 'Networks'), 'Rotations', and 'Tags'. The main table lists inventory items with columns: Network, Rotation, Quoted Rate, Quoted Rate Change, Quoted Imps (000s), Quoted CPM, CPV Index, Last Aired, Income, and Age. Examples of listed networks include Eleven Sports Network, 2 Broke Girls (Syndication), and A&E.

We recommend doing the following to look at new inventory:

1. Personalize your view
2. Filter by demographics
3. Order by performance
4. Find discounted inventory

Personalize your inventory selector

Hide and show the columns you'd like to see to view the parts of your plan that are the most important to you. Consider hiding columns that don't have metrics or demographics that you need.

Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age
ESPN 11SNS	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—
	Weekday Day	\$50	0%	25	\$2	—	—	—	—
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—
	Weekend	\$70	0%	38	\$1.84	—	—	—	—
GIRLS 2 BROKE GIRLS	Weekend	\$8,000	—	390	\$20.51	—	—	—	—
	Weekday	\$13,000	—	764	\$17.02	—	—	—	—
A&E A&E	Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—
	Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—
	Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—
	Weekend AM	\$1,800	0%	244	\$7.38	—	8 months ago	100%	—
	Weekend PM	\$2,300	0%	244	\$9.43	—	8 months ago	100%	—
	Bonus	\$0	—	—	—	—	—	—	100%
				56,808 Results					

Filter by demographics

You can filter inventory by Income, Age, Gender, Education, and if a household has Children. Add filters for all demographics for your product.

Tip: Use Save Preset for quick access to these filters in the future.

Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age
ESPN 11SNS	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—
	Weekday Day	\$50	0%	25	\$2	—	—	—	—
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—
	Weekend	\$70	0%	38	\$1.84	—	—	—	—
GIRLS 2 BROKE GIRLS	Weekend	\$8,000	—	390	\$20.51	—	—	—	—
	Weekday	\$13,000	—	764	\$17.02	—	—	—	—
A&E A&E	Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—
	Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—
	Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—
	Weekend AM	\$1,800	0%	244	\$7.38	—	8 months ago	100%	—
	Weekend PM	\$2,300	0%	244	\$9.43	—	8 months ago	100%	—
	Bonus	\$0	—	—	—	—	—	—	100%
				56,808 Results					

Ordering by performance

You can order the table by the metrics most important to your business.

Plan View / Linear Inventory Selector

Inventory Types Networks Rotations Tags Columns

Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age
ESPN 11SPN	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—
	Weekday Day	\$50	0%	25	\$2	—	—	—	—
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—
	Weekend	\$70	0%	38	\$1.84	—	—	—	—
2 Broke Girls (Syndication) 2BROKEGIRLS	Weekend	\$8,000	—	390	\$20.51	—	—	—	—
	Weekday	\$13,000	—	764	\$17.02	—	—	—	—
A&E A&E	Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—
	Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—
	Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—
	Weekend AM	\$1,800	0%	244	\$7.38	—	8 months ago	100%	—
	Weekend PM	\$2,300	0%	244	\$9.43	—	8 months ago	100%	—
	Bonus	\$0	—	—	—	—	—	—	100%
16,808 Results									

Find discounted inventory

You can find discounted inventory with the quoted rate change. This number shows where the inventory price was discounted versus the last few weeks. Use this number along with the demographic and performance data to find deals to add to your plan.

Plan View / Linear Inventory Selector

Inventory Types Networks Rotations Tags Columns

Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age
ESPN 11SPN	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—
	Weekday Day	\$50	0%	25	\$2	—	—	—	—
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—
	Weekend	\$70	0%	38	\$1.84	—	—	—	—
2 Broke Girls (Syndication) 2BROKEGIRLS	Weekend	\$8,000	—	390	\$20.51	—	—	—	—
	Weekday	\$13,000	—	764	\$17.02	—	—	—	—
A&E A&E	Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—
	Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—
	Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—
	Weekend AM	\$1,800	0%	244	\$7.38	—	8 months ago	100%	—
	Weekend PM	\$2,300	0%	244	\$9.43	—	8 months ago	100%	—
	Bonus	\$0	—	—	—	—	—	—	100%
16,808 Results									

Select new inventory

Once you've decided which inventory you'd like to add to your plan, use the checkboxes to select, then add the inventory to your plan.

Linear Inventory Selector										
Inventory Types	Networks	Rotations	Tags	Save preset						
Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age	
 Eleven Sports Network 11SPN	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—	
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—	
	Weekday Day	\$50	0%	25	\$2	—	—	—	—	
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—	
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—	
	Weekend	\$70	0%	38	\$1.84	—	—	—	—	
 2 Broke Girls (Syndication) 2BROKEGIRLS	<input checked="" type="checkbox"/> Weekend	\$8,000	—	390	\$20.51	—	—	—	—	
	<input checked="" type="checkbox"/> Weekday	\$13,000	—	764	\$17.02	—	—	—	—	
	<input checked="" type="checkbox"/> Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—	
	<input checked="" type="checkbox"/> Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—	
	<input type="checkbox"/> Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—	
	<input type="checkbox"/> Everyday Late Fringe	\$4,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—	
16,808 Results										
Shave Rate		5 % <input type="button" value="X"/>	Add 4 rotations to plan <input type="button" value="+4"/>							

Determine Shave Rate and Add inventory to your plan

Enter any shave you want to include and add the inventory to your plan. Learn more about shave rates in the Knowledge Center. Repeat the steps to add more linear bookings to your plan.

Linear Inventory Selector										
Inventory Types	Networks	Rotations	Tags	Save preset						
Network	Rotation	Quoted Rate	Quoted Rate Change	Quoted Imps (000s)	Quoted CPM	CPV Index	Last Aired	Income	Age	
 Eleven Sports Network 11SPN	Everyday Early Morning	\$40	0%	25	\$1.60	—	—	—	—	
	Weekday Early Fringe	\$60	0%	27	\$2.22	—	—	—	—	
	Weekday Day	\$50	0%	25	\$2	—	—	—	—	
	Everyday Prime	\$70	0%	32	\$2.19	—	—	—	—	
	Everyday Late Fringe	\$50	0%	26	\$1.92	—	—	—	—	
	Weekend	\$70	0%	38	\$1.84	—	—	—	—	
 2 Broke Girls (Syndication) 2BROKEGIRLS	<input checked="" type="checkbox"/> Weekend	\$8,000	—	390	\$20.51	—	—	—	—	
	<input checked="" type="checkbox"/> Weekday	\$13,000	—	764	\$17.02	—	—	—	—	
	<input checked="" type="checkbox"/> Weekday Day	\$1,150	+5% ▲	199	\$5.78	—	10 months ago	100%	—	
	<input checked="" type="checkbox"/> Weekday Early Fringe	\$1,800	-10% ▼	293	\$6.14	—	10 months ago	100%	—	
	<input type="checkbox"/> Everyday Prime	\$5,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—	
	<input type="checkbox"/> Everyday Late Fringe	\$4,000	-23% ▼	648	\$7.72	—	10 months ago	100%	—	
16,808 Results										
Shave Rate		5 % <input type="button" value="X"/>	Add 4 rotations to plan <input type="button" value="+4"/>							

Review your plan

We recommend performing the following steps to review your plan before sending it to your Tatari Media Buyer.

- 1. Check Predicted Clearance:** The Predicted Clearance tool is designed to see what portion of your plan is expected to clear. To learn more about predicted clearance, visit the Knowledge Base. Tip: Predicted clearance is more useful if your plan is close to complete.

Budget: \$ 225,000 Total Alloc: \$294.4k P/E Req'd: 76% Predicted Clearance: \$179.4k (61%) Predicted R/F: Request

Add bookings X

Bookings Allocated NPE P/E

Total Spots	New Total	New Networks	New Rotations
77	\$258.4k	\$0	\$258.4k
692.5	\$30.8k	\$18.2k	\$12.6k

Network: Network / Rotation ↑ Quoted Rate Booked Rate 15 | 30 | 60 | 120

A&E: A&E Everyday Prime \$6,500 \$1,000 10 | 14 | 0 | 0

Animal Planet: A&E Weekday Day \$1,050 \$600 2 | 4 | 0 | 0

CNBC: A&E Weekday Early Fringe \$1,900 \$900 2 | 4 | 0 | 0

Discovery Life: A&E Weekend PM \$2,300 \$1,050 2 | 2 | 0 | 0

Food Network: ANPL Weekday Early Fringe \$1,750 \$800 9 | 9 | 0 | 0

Food Network Locals: CNBC Business Day \$1,500 \$1,126 8 | 4 | 0 | 0

Freeform: DSLC Everyday Early Morning \$40 \$12 12 | 12 | 0 | 0

FYI: DSLC Everyday Prime \$200 \$80 15 | 15 | 0 | 0

Status: DSLC Weekday Early Fringe \$100 \$46 8 | 8 | 0 | 0

77 linear bookings

77 Unsent

2. Check Pre-Checks: With the Pre-checks functionality, you can identify any common problems with your plan and helps you make sure the plan is ready to be sent. Learn more about different pre-checks in the Knowledge Base.

Budget: \$ 225,000 Total Alloc: \$294.4k P/E Req'd: 76% Predicted Clearance: \$179.4k (61%) Predicted R/F: Request

Add bookings X

Bookings Allocated NPE P/E

Total Spots	New Total	New Networks	New Rotations
77	\$258.4k	\$0	\$258.4k
692.5	\$30.8k	\$18.2k	\$12.6k

Prechecks: Network / Rotation ↑ Quoted Rate Booked Rate 15 | 30 | 60 | 120

Missing :15 Creative: A&E Everyday Prime \$6,500 \$1,000 10 | 14 | 0 | 0

Missing :30 Creative: A&E Weekday Day \$1,050 \$600 2 | 4 | 0 | 0

Missing Creative: A&E Weekday Early Fringe \$1,900 \$900 2 | 4 | 0 | 0

Missing Primary Tag ...: A&E Weekend PM \$2,300 \$1,050 2 | 2 | 0 | 0

Missing Creative: ANPL Weekday Early Fringe \$1,750 \$800 9 | 9 | 0 | 0

Missing Primary Tag ...: CNBC Business Day \$1,500 \$1,126 8 | 4 | 0 | 0

Missing Creative: DSLC Everyday Early Morning \$40 \$12 12 | 12 | 0 | 0

Missing Primary Tag ...: DSLC Everyday Prime \$200 \$80 15 | 15 | 0 | 0

Missing Creative: DSLC Weekday Early Fringe \$100 \$46 8 | 8 | 0 | 0

Missing Primary Tag ...: DSLC Weekend Day \$160 \$60 8 | 8 | 0 | 0

Missing Creative: FOOD Everyday Prime \$7,500 \$2,300 2 | 2 | 0 | 0

Missing Primary Tag ...: FOOD Weekday Day \$1,250 \$676 6 | 6 | 0 | 0

Missing Creative: FOOD Weekday Late Night \$350 \$158 4 | 4 | 0 | 0

Status: 77 linear bookings

77 Unsent

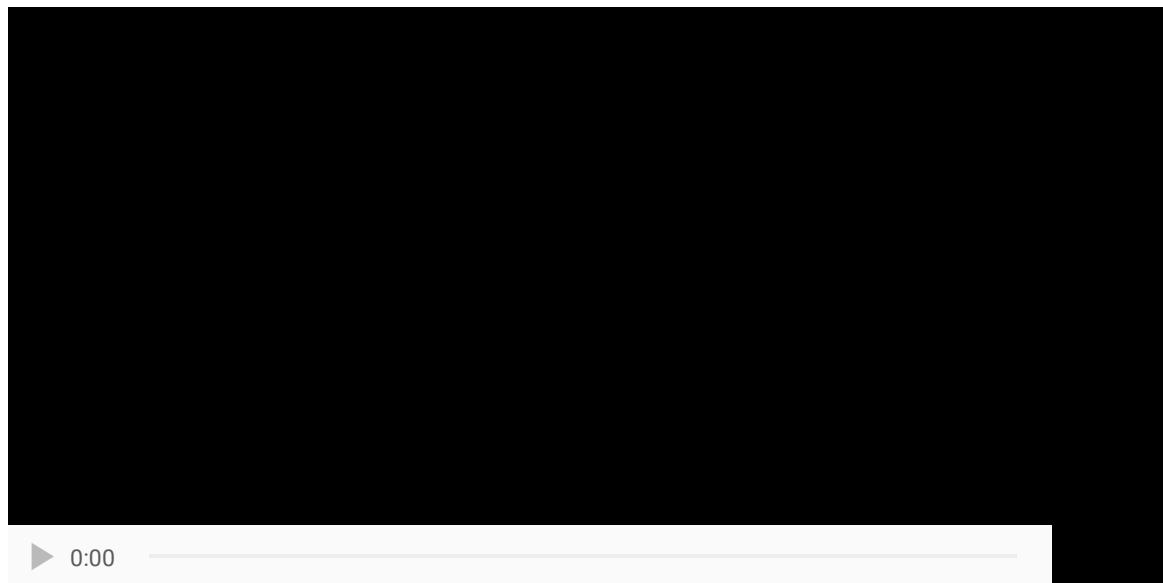
Reach out to your media buyer

Congrats! You've created a media plan! Email your media buyer to let them know that the plan is ready for review

Filtering by Demographics

how to filter based on demographic information

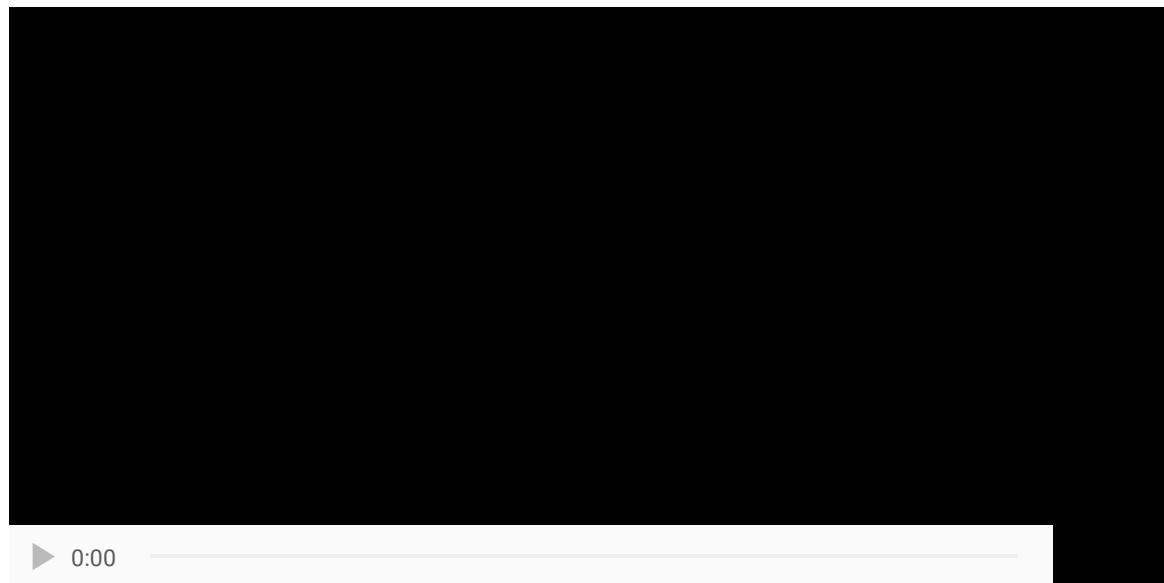
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Setting Up New Creative Groups

how to set up new Creative Groups in the Campaign Manager

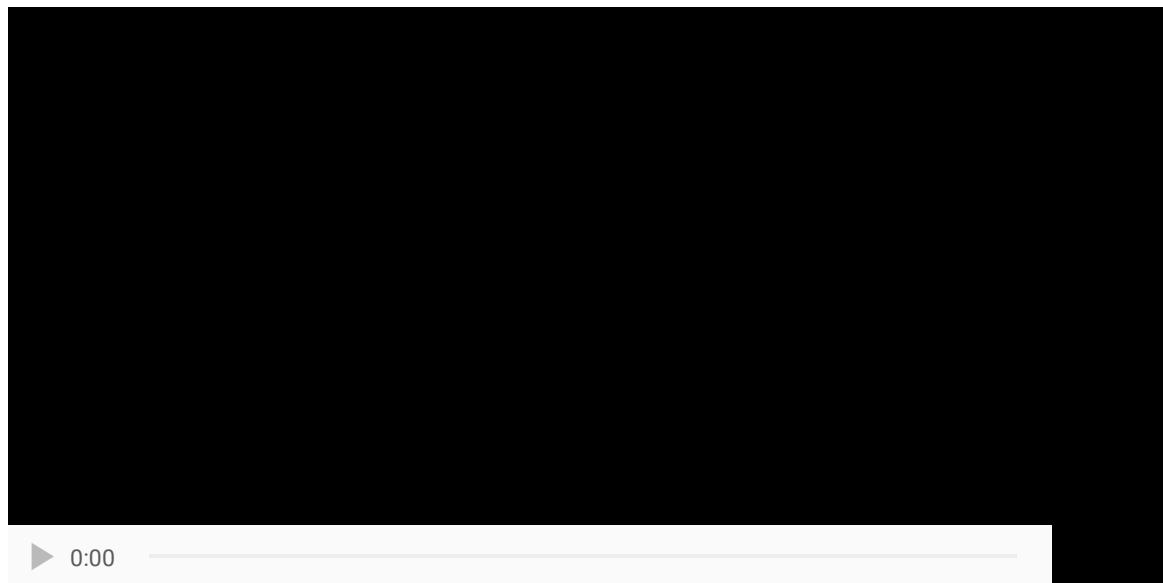
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Using Predicted CPM

how to use Predicted CPM to build stronger plans

Written by Caitlin Mermelstein | Last published at: February 08, 2023



Using Similar Inventory

how to use the similar inventory tool to find new inventory for your plan

Written by Caitlin Mermelstein | Last published at: July 18, 2024

Identify new inventory based on high performing campaigns

Introducing Similar Inventory! Similar Inventory will allow you to view inventory that is *like* the inventory of a specified rotation. Our data science team identified a way to find strong correlations for different types of inventory with comparable viewership to your campaigns that are driving top results.

Similar Inventory can help you:

- Find spots that are similar to high performing campaigns so you can test new rotations
- Explore new booking units if you're not clearing the inventory you want
- Discover alternate inventory that could lead to strong performance
- Diversify your media plan with confidence

Similar Inventory will be available for:

- Linear to linear inventory
- Streaming to streaming inventory
- Linear to streaming inventory



View Similar Inventory in Action

Watch our video below to see how to find Similar Inventory in Tatari's Media Buying Platform.

FAQ

Where can I access the Similar Inventory tool?

There are three different ways to do this:

- Booking Form:** There is a three dot menu where you can select “View Similar Linear Inventory” or “View Similar Streaming Inventory”. Selecting one of those two options will bring you to the inventory selector page that displays the *Similarity Column*.

Network	Quoted Rate	Impressions	Quoted CPM	Booked Rate	Share Point	Total Gross	Total Net	eCPM
A&E - Locals	\$1,000	109.5k	\$4.57	\$100,000	\$100,000	\$20,000	\$15,000	\$4.57
A&E	\$15,000							
ADSM - Locals	\$5,000							
AMC	\$2,500							
AMC - Locals	\$2,500							
AMTV	\$2,500							
AMTV - Locals	\$2,500							
Status								
2 Send Failed								
4 Revised & Unsent								
12 Unsent								
36 Sent								
6 Seen								
8 Approved								
2 Canceled								

- Booking List:** Once you select a booking, you will be able to “View Similar Linear Inventory” or “View Similar Streaming Inventory”. After you select one, a pop up will appear that shows similar inventory in a *Similarity Column*. The *Similarity Column* will show a percentage of audience overlap. If you hover over a data point in the *Similarity Column*, you will receive more information about that data point.

1. *“Example: 60% of viewers watched both AMC everyday prime and A&E weekday prime in the past month”*

Plan View | Linear Inventory Selector

Inventory Types | Networks | Rotations | Tags | Save Preset | Columns

Past Performers / CPV

Network ↓	Rotation	Predicted CPV Index	Est. Response	Est. Impressions	Est. CPM	Last Aired	Past Clearance	Age Range	Female %
Animal Universe	Everyday Day	25	1M	1M	1M	Today	1M	45%	1M
Animal Universe	Everyday Prime	43	1M	1M	1M	Today	1M	48%	1M
Animal Universe	Weekday Day	60	1M	1M	1M	Today	1M	32%	1M
Animal Universe	Weekday Evening	4	1M	1M	1M	Yesterday	1M	37%	1M
Animal Universe	Weekday Prime	25	1M	1M	1M	Yesterday	1M	25%	1M
Animal Planet	Weekend Day	25	1M	1M	1M	Yesterday	1M	42%	1M
BLC	Everyday Day	25	1M	1M	1M	2 days ago	1M	8%	1M
BLC	Everyday Prime	25	1M	1M	1M	2 days ago	1M	5%	1M
BLC - Home	Everyday Day	25	1M	1M	1M	3 days ago	1M	22%	1M
BLC - Home	Everyday Prime	25	1M	1M	1M	5 days ago	1M	26%	1M
BLC - Home	Weekend Day	25	1M	1M	1M	1 week ago	1M	15%	1M
BLC - Home	Weekend Prime	**	***	1M	1M	1 week ago	1M	17%	1M
Streaming inventory									
Linear inventory									
Share Rate		\$ 100,000	Add 1 rotation to plan	View similar inventory					

iii. **Inventory Selector:** Once you select a rotation in the inventory selector, you will be able to “View Similar Linear Inventory” or “View Similar Streaming Inventory” if in the Linear Inventory Selector or “View Similar Streaming Inventory” if in the streaming inventory selector.

Plan View | Linear Inventory Selector / Similar Inventory: Animal Universe Everyday Day

Inventory Types | Networks | Rotations | Tags | Save Preset | Columns

Past Performers / CPV

Network ↓	Rotation	Similarity	Est. Response	Est. Impressions	Est. CPM	Last Aired	CPV Index	Past Clearance	Age Range
Animal Universe	Everyday Day	**	1M	1M	1M	Today	1M	1M	45%
Animal Universe	Everyday Prime	**	1M	1M	1M	Today	1M	1M	48%
Animal Universe	Weekday Day	98%	1M	1M	1M	Today	1M	1M	32%
Animal Universe	Weekday Evening	98%	1M	1M	1M	Yesterday	1M	1M	37%
Animal Universe	Weekday Prime	96%	1M	1M	1M	Yesterday	1M	1M	25%
Animal Planet	Weekend Day	96%	1M	1M	1M	Yesterday	1M	1M	42%
BLC	Everyday Day	89%	1M	1M	1M	2 days ago	1M	1M	8%
BLC	Everyday Prime	89%	1M	1M	1M	2 days ago	1M	1M	5%
BLC - Home	Everyday Day	88%	1M	1M	1M	3 days ago	1M	1M	22%
BLC - Home	Everyday Prime	87%	1M	1M	1M	5 days ago	1M	1M	26%
BLC - Home	Weekend Day	85%	1M	1M	1M	1 week ago	1M	1M	15%
BLC - Home	Weekend Prime	82%	1M	1M	1M	1 week ago	1M	1M	17%
CCB Mars	Everyday Day	82%	1M	1M	1M	3 weeks ago	1M	1M	3%
CCB Mars	Everyday Prime	82%	1M	1M	1M	1 month ago	1M	1M	24%

How is the data sorted?

By default, data is sorted from most similar to least similar (by similarity index). If you'd like, you can also choose a particular range of data.

How can I remove the Similar Inventory filter?

To remove the Similar Inventory filter, use the breadcrumbs and click back to "Inventory Selector". A Breadcrumb is a series of hyperlinks displayed at the top of a web page, indicating the page's position in the overall structure of the UI. In this case, Breadcrumbs show Media Buyers where they are in the flow and the path you took to get to the Similar Inventory Page. If you click on a Breadcrumb for a previously viewed page, you can go back to the other page quickly.

Can I select a streaming network rotation and receive similar linear rotations back?

At this point, this functionality is not available.

Will I be able to see similar inventory for programmatic bookings?

At this point, this functionality is not available.

How granular is the data output for Similar Inventory?

For linear, Similar Inventory works on the rotation level and for streaming it is at the network level.

Over what time period was data aggregated?

Due to the differing amounts of data we have for each inventory type, there are different aggregation windows. These windows help us create bigger datasets so that we can be more confident with our matching and see stronger correlations. Linear recommendations are based on a two week window and streaming recommendations are based on a one month window.

Can I save a Similar Inventory view?

Yes, you can save a Similar Inventory view as a pre-set for easier access.

Can I overlay previously created pre-sets to see Similar Inventory?

Yes, you can overlay one previously created pre-set to see similar inventory.

What does audience overlap mean?

Audience overlap is based on the IP overlap of smart TV viewers. More specifically, the similarity between two rotations, A and B.

How is audience overlap calculated?

It is defined using the following ratio: (number of Vizio TVs that tuned into both rotation A and rotation B over the last two weeks)/(number of Vizio TVs that tuned into either rotation A or rotation B over the last two weeks)

What constitutes a view?

For linear, a view is when someone watched a rotation on Vizio for at least 5 minutes straight in the last two weeks. For streaming, a view is when someone saw a Tatari ad in the last two weeks.

What happens when I select multiple rotations?

If you select multiple rotations, the “View Similar Inventory” function will not be available. Similar Inventory is designed to be a one-to-many tool. Each rotation has many rotations that are similar. When selecting multiple rotations, audience overlap is identifying all the rotations that are similar for all the selected bookings at an individual level, not in aggregate.

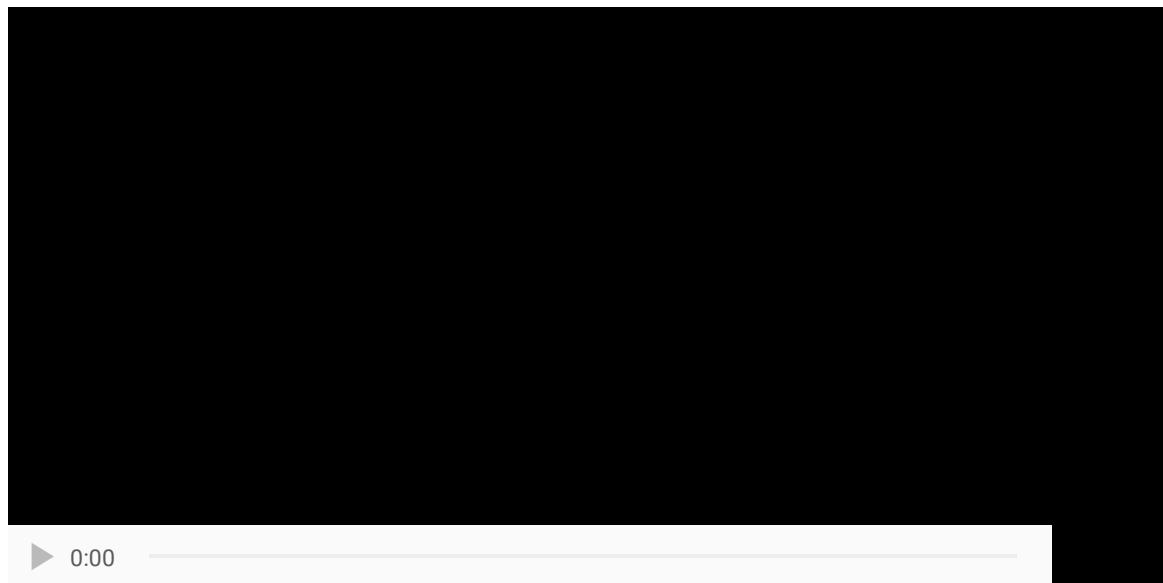
I have more questions or need help. What should I do next?

Email us at feedback@tatari.tv. We're happy to help!

Using Tags

how to select, create, and use tags

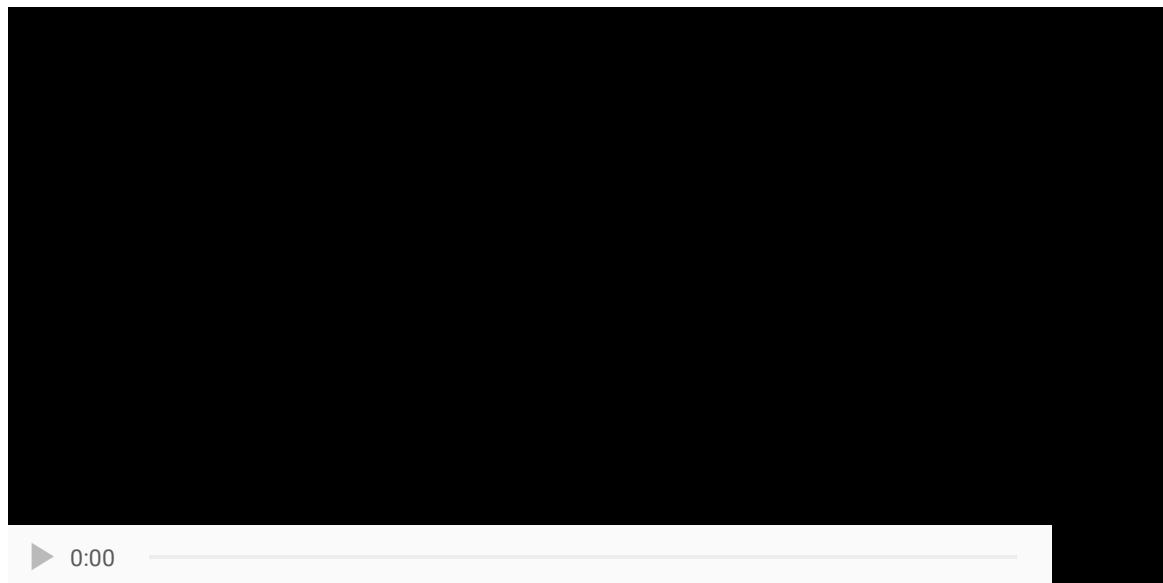
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Using Pre-sets

how to create and edit pre-sets

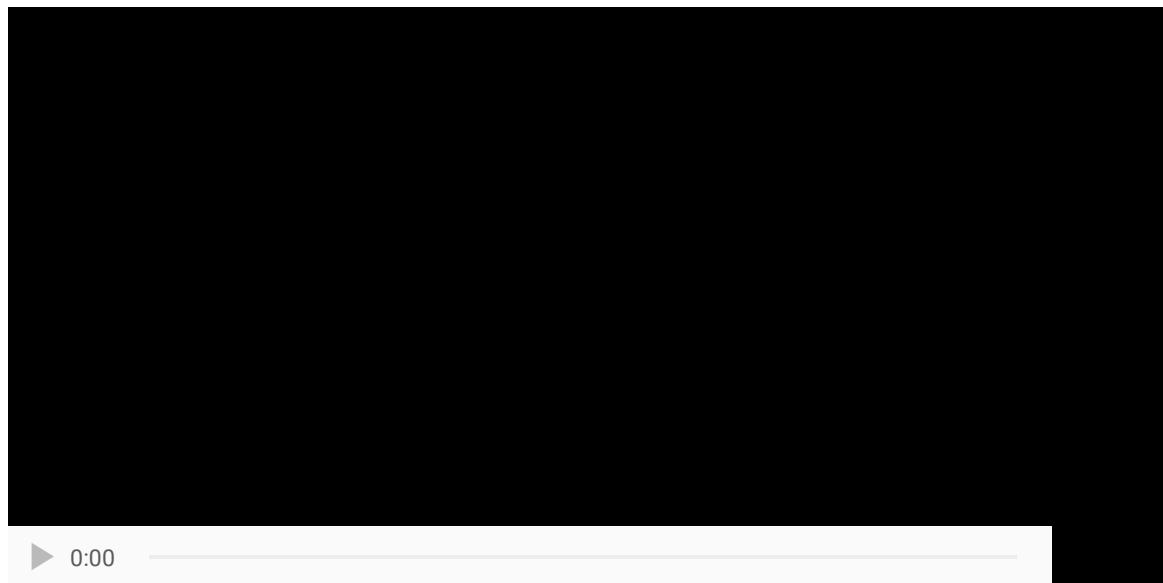
Written by Caitlin Mermelstein | Last published at: February 08, 2023



Using the Drop-Down Menu

how to use the drop-down menu in the side panel

Written by Caitlin Mermelstein | Last published at: February 08, 2023



▶ 0:00

Creating Streaming Plans

how to create a streaming plan

Written by Caitlin Mermelstein | Last published at: June 28, 2024

Video Walkthrough



Set your Budget

Start by entering your budget for the week. You can locate your budget in the upper left hand corner of the screen. If you have multiple clients, you can also double-check that the client is correct by verifying the logo which is inline with the budget.

Budget Total Alloc P/E Req'd Predicted Clearance Predicted R/F

\$20k 0% N/A Request

Bookings Allocated Avg. eCPM Est. Impressions

0 \$0 \$0.00 0

Publisher \$ Allocation \$ Predict...

Welcome to your streaming plan

Add streaming buy

Click Add Streaming Buy

Click on the "Add Streaming Buy" button to start adding inventory to your streaming media plan.

Budget Total Alloc P/E Req'd Predicted Clearance Predicted R/F

\$0 0% N/A Request

Bookings Allocated Avg. eCPM Est. Impressions

0 \$0 \$0.00 0

Publisher \$ Allocation \$ Predict...

Welcome to your streaming plan

Add streaming buy

Search for Inventory

If you want to explore all available inventory options, you can scroll through the various booking units. Use the search bar to find the inventory you want to add to your plan.

Plan View / Streaming Inventory Selector

Booking Unit

Publisher ↑ Booking Unit CPM Min Spend Subscriber Base

 <input type="checkbox"/> A&E OTT	-	-	-
<input type="checkbox"/> A&E Networks: DMA Combo	-	-	-
<input type="checkbox"/> ABC Broadcast: Programmatic	\$25	-	-
<input type="checkbox"/> ABC Disney (Minus ESPN) Programmatic	-	-	-
<input type="checkbox"/> ABC Disney Programmatic	-	-	-
<input type="checkbox"/> ABC Freeform Programmatic	-	-	-
 <input type="checkbox"/> ABC Sacramento OTT	-	-	-
<input type="checkbox"/> American Cornhole League Streaming	-	-	-
<input type="checkbox"/> Amazon OTT	-	-	-
<input type="checkbox"/> AMC: DMA Combo	-	-	-
 <input type="checkbox"/> AMC Networks OTT	-	-	-

1,198 Results

You can type in the name of a specific publisher, such as Hulu, or a desired demographics, such as Adults 25-30 [years old].

Plan View / Streaming Inventory Selector

Booking Unit

Hulu CPM Min Spend Subscriber Base

<input type="checkbox"/> Disney Hulu Cross Platform DHXP_OTT	-	-	-
<input type="checkbox"/> FOX on Hulu: Under Delivery FOX_ON_HULU_UD_OTT	-	-	-
<input type="checkbox"/> FOX on Hulu/FOX Now General OTT FOX_ON_HULU_FONOW_GM_OTT	-	-	-
<input type="checkbox"/> Hulu HULU_OTT	-	-	-
<input type="checkbox"/> Hulu Animation/Anime OTT HULU_ANIMATION_OTT	-	-	-
<input type="checkbox"/> ABC Disney (Minus ESPN) Programmatic	-	-	-
<input type="checkbox"/> ABC Disney Programmatic	-	-	-
<input type="checkbox"/> ABC Freeform Programmatic	-	-	-
 <input type="checkbox"/> ABC Sacramento OTT	-	-	-
<input type="checkbox"/> American Cornhole League Streaming	-	-	-
<input type="checkbox"/> Amazon OTT	-	-	-
<input type="checkbox"/> AMC: DMA Combo	-	-	-
 <input type="checkbox"/> AMC Networks OTT	-	-	-

1,198 Results

Once you've found the inventory you'd like to add to your plan, select it by clicking on the name of the booking unit. *Please note, you must click on the name of the booking unit. Selecting the checkbox will not bring up the I/O Form.*

Plan View / Streaming Inventory Selector					
Booking Unit				Columns ▾	
Publisher ↑	Booking Unit	CPM	Min Spend	Subscriber Base	
	<input type="checkbox"/> A&E OTT	-	-	-	
	<input type="checkbox"/> A&E Networks: DMA Combo	-	-	-	
	<input type="checkbox"/> ABC Broadcast: Programmatic	\$25	-	-	
	<input type="checkbox"/> ABC Disney (Minus ESPN) Programmatic	-	-	-	
	<input type="checkbox"/> ABC Disney Programmatic	-	-	-	
	<input type="checkbox"/> ABC Freeform Programmatic	-	-	-	
	<input type="checkbox"/> ABC Sacramento OTT	-	-	-	
	<input type="checkbox"/> American Cornhole League Streaming	-	-	-	
	<input type="checkbox"/> Amazon OTT	-	-	-	
	<input type="checkbox"/> AMC: DMA Combo	-	-	-	
	<input type="checkbox"/> AMC Networks OTT	-	-	-	

1,190 Results

Complete the I/O Form

After you click on the name of the unit, the I/O Form will open.

Fill in the Date

Start by filling in the flight date. Please note, you will only be able to fill in an end date up to the end of the last day of the calendar month. You will not be able to cross between quarters.

Name Your Campaign

Enter a name of your choice or click the *magic wand* to autofill a name. We suggest following this formula for naming: Name, publisher, targeting, quarter.

Example: demo_ABC_Disney_OTT_1Q22

Enter your allocated (net) spend and CPM

Enter the appropriate allocated spend amount, as well as the CPM. If you need help determining CPM, please reach out to your Tatari media buyer. eCPM and impressions will automatically populate. Impressions are how many times the ad will be served. The formula below is used to calculate impressions.

Impressions = cost divided by CPM

Enter Bonus Impressions (if applicable)

If you have a predetermined package with a network or publisher, that was negotiated in an offline deal, input the amount of bonus impressions here. If you have bonus impressions, the eCPM will automatically update to reflect the bonus impressions. If you do not have bonus impressions, the CPM will be the same as the eCPM.

Enter the Frequency Caps

Frequency caps will automatically populate. They will be 2 per hour/ 6 per day/ 20 per campaign. The campaign is the life of the I/O and varies based on the time indicated in the I/O.

Enter the Default Click Through URL

Type in the URL where you would like to direct ad viewers. Please note, this needs to be in a specific format. If you are adding a new Default Click Through URL, please contact your Tatari CSM for assistance.

Double Check the Buy Side Guide

On the right side of screen is the Buy Type Guide

Site-serve Campaign - A site-serve campaign means that the ad will not be served from a third party; therefore the publisher must have all assets to serve them locally. In order to gather measurement data, the publisher will need to passback the IP. This is how Tatari will be able to have IP matching for attribution. Check this box if you have a prenegotiated deal with the publisher. Examples include running a special campaign with Slate on Hulu. If you'd like more information on site-serve campaigns, please reach out to your Tatari team.

Can't Be Cancelled - Please check the box for "can't be cancelled". This indicates that the inventory is a remnant, pre-emptible campaign (not guaranteed to air). Most inventory will fall under this category.

Draft - If you want to fill in an I/O draft, but don't want to send it yet, check this box.

Agency Deal - If Tatari has a deal set up with a network or publisher like Hulu, we will request that you check this box so our partner knows how to classify the inventory. This is typically more common in linear than streaming.

Guaranteed - Most inventory that Tatari buys is remnant, but if you have a specific deal with a publisher with guarantees, you will check this checkbox.

Enter your Campaign Allocation

Start by selecting the days of the week that you'd like to have your ads run. For streaming, we suggest running on all days. Streaming is an opt-in experience meaning that someone is definitely watching, no matter the time or day.

If you'd like to distribute spend equally, simply click on the wand icon. This will automatically distribute inventory evenly over the selected date range.

If you go over budget, a button will appear where you can increase total budget.

You can also select tags to add descriptors for your inventory.

If you have blackout dates, you can enter them here. Typically we don't recommend entering blackout dates, as with streaming you know a viewer is watching.

Please note, if you do enter blackout dates, those dates will be applicable for the entire duration of the campaign. You can not select blackout dates for just one week of a longer campaign.

Choose Your Creative Group

Select the creative group that you'd like to run. If you need assistance adding a new creative, please let your Tatari media buyer know.

If applicable, you can enter an override creative. Simply select the Override Creative Group and set the date for the override group. An example of when you might use this feature would be Black Friday. You may want to run a unique creative only on Black Friday which would override the usual creatives running that week.

Order notes

If you want to send a message to the publisher, you can enter it in this space. Typically you will leave this space blank. An example of when you would message a publisher would be if you had an agreement with a publisher to run during a specific show.

Traffic Special Cases

Typically you will leave this field blank.

Click Add to Plan

Click on the Add to Plan button to add the inventory to your media plan.

Repeat the Above Process

Repeat the steps listed above to fill in I/Os for new streaming inventory until you are satisfied with your media plan.

Review your plan

We recommend performing the following steps to review your plan before sending it to your Tatari Media Buyer.

Check Predicted Clearance: The Predicted Clearance tool is designed to see what portion of your plan is expected to clear. To learn more about predicted clearance, visit the Knowledge Base. Tip: Predicted clearance is more useful if your plan is close to complete.

Check Pre-Checks: With the Pre-checks functionality, you can identify any common problems with your plan and helps you make sure the plan is ready to be sent. Learn more about different pre-checks in the Knowledge Base.

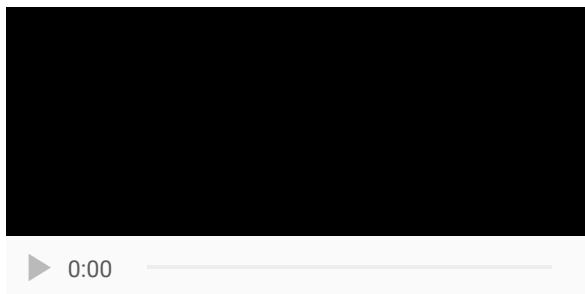
Reach out to your media buyer

Congrats! You've created a media plan! Email your media buyer to let them know that the plan is ready for review.

How to Build a CTV Retargeting Campaign

Written by Jaycee Spies | Last published at: April 18, 2024

In this video, you'll learn how to build high-performing CTV retargeting campaigns in the Tatari platform. You'll also discover how Tatari's optimization algorithms work to maximize your success and achieve a high clearance rate.



With CTV retargeting, you're only serving ads to those who have visited your site and shown interest in your brand. By targeting your most valuable visitors, you can effectively increase conversions. Head to the [Campaign Manager](#) to start building your retargeting campaigns.