




PRIMARY

SECONDARY

Persona Type	Coordinator (Media Agency)	Product Sales (Playground)	Ad Ops, Publisher	Commercials Manager (Publisher)
				
Persona Name	Sarah Blake	Dave McBrown	Eric Callaghan	Anthony Abramo
Age	23	32	24	39
Employer	Ansible	PLAYGROUND XYZ	Nine Digital	Nine Digital
Role Name	Mobile Coordinator	Sales and Commercials Manager	Ad Operations Coordinator	Head of Commercials, Mobile
Time in job	10 months	1 Year	14 months	9 years
Previous Experience	none	5 Years in sales and strategy at a Mobile Advertising Agency Broad understanding of design and dev of digital ad products	none	15 Years in sales,
				6 years as National Sales Manager
Employer background	<p>Ansible specialises in managing Mobile ad campaigns on behalf of larger media agencies. Mobile campaigns are just line items in a campaign package that could include TV, Radio, Web, Print advertising</p> <p>Different ad campaigns have different KPIS (awareness campaigns need Viewability only , sales campaigns require CTR).</p> <p>Based on reported data, Account Managers will order tweaks and optimisations on spend and allocation of ad campaigns to exceed expectations, so clients can squeeze the most revenue out of their spend.</p> <p>Data generated on impressions and user engagement is crucial to meeting client demands and business bottom line.</p>	<p>PLAYGROUND XYZ supply mobile ad formats for Publishers, which along with innovative creative canvases for advertisers, boast industry-leading performance for key metrics.</p> <p>This is backed up with detailed, timely and accurate reporting. The company aims to provide strong support and consultancy for publishers and media agencies, giving expert advice on how to employ their custom formats to produce maximum yield for publishers and advertisers.</p>	<p>Nine Digital have heaps of sites targetting different demographics.</p>	
Education	Bachelor Degree (Comms)	Honours Grad in Marketing	Bachelor Degree (Marketing)	MBA
Staff Reports to	none Account Manager	none CEO @PGXYZ	none Head of Commercials, Mobile	1 (Coordinator) Group Commercial Manager
Works with	Other Coordinators, Creative Agencies	Publisher reps, Media Agencies, designers and devs at Playground	no others	Internal salespeople, Inventory providers, Media Agencies
Responsibilities	Running mobile ad camapigns on behalf of the Account Manager	High-level monitoring of performance of PGXYZ Formats, devising and driving development of new products	High-level monitoring of all ad campaigns on 5 Nine Digital sites (NineHoney, MSNLifestyle, Nine Motoring, Nine News, MSN Health)	Leveraging the adspace for greatest possible yield on mobile versions of 5 Nine websites (NineHoney, MSNLifestyle, Nine Motoring, Nine News, MSN Health)
	Monitors up to 20 active ad campaigns at a time, from up to 20 different brands from 4 or more agencies, with campaigns running at overlapping four week		Pulling reports for Head of Mobile on performance of ads filtered through different dimensions	Managing inventory of 35 different ad products available in various adspaces on the 5 sites
	Ad campaigns run for about 4 week periods		Adjsuting allocation/ weighting of ads in DFP depending on instructions of Head of Mobile, or recommends from third parties	Investigating new products from inventory providers
	Setting up, monitoring, reporting on mobile ad campaigns			Creating pricing structures for new inventory



Dave Henderson
Sales and Commercials Manager, PLAYGROUND XYZ
“How do I make our products work harder for all our customers - Publishers, Agencies, Advertisers and Consumers?”

Data for sales pitches / storytelling

Accurate campaign expectations

Health check on products

Dave is writing a whitepaper on video in mobile advertising versus other engagement techniques (carousels, games, interactive animation).

He needs to compare performance of Templates using Super Skin - Expanding - Carousel those using Super Skin Expanding Video.

Including comparison of Load Time, Engagement Rate and Viewability

Dave needs to know the Engagement Rate of ads with Hang Time + Animation against Engagement Rate times of Hang Time + Video

Dave needs to provide achievable benchmarks to Amex for their SS, SP and TT placements broken down by Site on which their campaign will run.

PGXYZ is deploying new format Hang Time and Dave is keeping an close eye on its performance in early campaigns.

Dave needs to know the top performing sites for Super Skin

Dave is doing a health check for Top and Tail. He wants to know which Sites are performing worst for Top and Tail by Key Metrics

Dave is running a Health check for Drive By on Fairfax Sites.

Dave is chasing Urban Purveyor and Merivale as clients. He wants to know which sites are top-performing by Key Metrics for Food and Beverage vertical

Dave is pitching Hang Time two new Publishers. He needs to tell them the current average load time for Hang Time format (without having results skewed by heavy custom ad assets).

Dave is writing a whitepaper on Creative Best Practice with Playground formats. He needs a list and links of all best performing ads for All Formats

Dave needs know expected benchmarks for Key Metrics for all formats so he can update his sales deck for each product

