




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

Dave is chasing Urban Purveyor and Mervale as clients. He wants to know which sites are performing best for Food and Beverage vertical

Get Metrics for Publishers with performance benchmark and compare

How have PGXYZ creatives Food a Beverage vertical performed? List all by Publisher

- Dimensions:
- Format
 - Publisher
- Metrics
- Key Metrics
 - PGXYZ Metrics

- Filter
- Date Range (past year)
 - Vertical: Food and Beverage

Sort, pivot data, get totals and averages

Dave is pitching Hang Time two new Publishers. He needs to tell them the current average load time for Hang Time format across all sites and how it compares by heavy custom ad assets).

What is the average load time for the Hang Time across all sites

- Dimensions:
- Creative Name
 - Creative ID
 - Site
- Metrics
- Load Time
 - Benchmark (Load Time)

- Filter
- Format: Hang Time
 - Date Range (past year)
 - Publisher (whatever is relevant for new Publishers)
 - Sites (whatever is relevant for new Publishers)

Select sites related to Publisher and report to client

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

What are the best performing ads by ad format?

- Dimensions:
- Creative Name
 - Creative ID
 - Format
- Metrics
- Key Metrics

- Filter
- Date Range

Filter and Sort data

Use CTR and Engagement Rate to prove best performing creative points

Dave needs to know expected benchmarks for Key Metrics for all formats so he can update his sales deck with best performing ads for all for each product

What is the average Key Metrics across all creatives in the past year, split by format?

- Dimensions:
- Format
 - Creative Name
 - Creative ID
- Metrics
- Key Metrics
 - Global Benchmarks (all available)

- Filter
- Date Range (past year)

Sort by format, create pivot table, totalling and averaging all Key Metrics by relevant Benchmark

Accurate campaign expectations

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

What creatives last year used a template with Super Skin | Expanding | Video?

Check CMS for Campaign Name or Placement details

- Dimensions:
- Creative Name

- Filter
- Date Range (past year)
 - Format: Super Skin
 - Features: Expanding, Video

Duplicate Report

Total and average Engagement Rate and Load Times

Total and average Engagement Rate and Load Times

Health check on products

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

Which sites are being used by the campaign?

- Dimensions:
- Site

- Filter
- Campaign

Note all Site Names

What is the performance for these formats, for each site noted?

- Dimensions
- Site
 - Format
 - Key Metrics

- Filter
- Date Range (past year)
 - Sites (ones noted earlier)

Inform publisher by email/ phone/ preso

PGXYZ is deploying new format in early campaigns. Dave needs to know the top performing sites for Super Skin

How is the placement performing for key metrics over last two days?

- Dimensions
- Format
 - Key Metrics

- Filter
- Campaign

Viewability is way down while CTR is way up

- Dimensions
- Site
 - Format
 - Key Metrics

- Filter
- Campaign
 - Placement

Pivot and Sort data to analyse Placement performance

Same problem exists on all placements

Talk to PGXYZ about format/creative to improve the issue

Dave needs to know the top performing sites for Super Skin

How does each site perform against Key Metrics for Super Skin?

- Dimensions:
- Site
- Key Metrics
- Key Metrics

- Filter
- Format: Super Skin
 - Date Range (past year?)

Filter and Sort data by format and metrics and analyse

Dave is doing a health check for Top and Tail Sites are performing worst for Top and Tail by Key Metrics

How does each Site perform against Key Metrics for Top and Tail? Which sites are producing the most errors?

- Dimensions:
- Site
- Metrics
- Key Metrics
 - Error Metrics

- Filter
- Format: Top and Tail
 - Date Range (past year)
 - Sites: all

Filter and Sort data by the different metrics and analyse

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

How have Hang Time creatives performed in the last 12 months according to Key Metrics?

What's our stake rate for getting an ad on the page?

