



Sarah | Mobile Campaign Coordinator

What can I do today to optimise this campaign so it gets the best metrics for our clients?

Age Seniority Company
23 Entry-level Ansible

Tasks

- ★ **Mobile ad campaign administration:** setting up, monitoring, reporting on mobile ad campaigns.
- ★ Sarah monitors up to **20 active ad campaigns** at a time, from up to 20 different brands from 4 or more agencies, with **campaigns running for overlapping four week periods**
- ★ **Reports to the Account Manager**

KPIs

- ★ **Deliver** / exceed promised campaign metrics (demographics, viewability, time-in-view, CTR)
- ★ **Timely** and accurate reporting
- ★ Client management and **return business**

Motivators

- ★ Enjoys the **creative** side of the work
- ★ Helping out other staff, building **friendships** in the industry
- ★ **Career** advancement
- ★ Emphasis on **fun** in the office, “work hard, play hard” party culture

Digital skills



Average



Campaign experience



Low



Product knowledge



Average



Number-crunching / analysis



Average



Business expertise



Low



Presenting / storytelling



Good



Pain points

- ★ **Stress** from high expectations, late nights for quite low pay
- ★ **Steep learning curve** for the ad industry and constant change
- ★ Pressure from management, bit of a **pecking order** in ad agencies
- ★ Cultural pressure to **remain upbeat** under stress

Real Users...

“It’s a lot to get my head around ... I’ve been here for three weeks and the people are lovely, but I’ve already done two 11pm shifts to get a campaign out.”

“I kind of get what viewability is but noone’s really explained it to me.”

“Love the social life at [Ansible] ... the people really keep you going.”



Dave | Sales and Commercials Manager, Asia Pacific

How do I make our products work harder for all our customers – Publishers, Agencies, Advertisers and Consumers?

Age Seniority Company
32 High PGXYZ

Tasks

- ★ Product Management of PGXYZ ad formats
- ★ High level **monitoring performance** of PGXYZ products across Publishers to inform business decisions
- ★ **Identifying new product opportunities**
- ★ **Create briefs, plan R&D and development of new products**
- ★ **Reports to CEO, Playground XYZ**

KPIs

- ★ Client management and **return business**
- ★ **Annual benchmarks for diversification** (risk management, sales, new value streams)
- ★ **New product development** and yearly ROI

Motivators

- ★ Sales Commissions
- ★ **Creative** side of the work, “empire building”
- ★ **Career** advancement through relationship development
- ★ Emphasis on **fun**, “work hard, play hard” party culture

Digital skills		Good	<div><div></div></div>
Campaign experience		High	<div><div></div></div>
Product knowledge		Expert	<div><div></div></div>
Number-crunching / analysis		High	<div><div></div></div>
Business expertise		High	<div><div></div></div>
Presenting / storytelling		Expert	<div><div></div></div>

Pain points

- ★ **Constant time-pressures** and long hours
- ★ **Operational tasks and admin** can cut into an already packed schedule
- ★ **Alert to constant change** in mobile and advertising technology

Real Users...

“For our clients, its all about incremental gains ... having all the strings you can pull in your hand to squeeze every last piece of value out of a campaign ... how do we make that easy for them?”

“... Google and Apple love changing what you can do every six months ... its painful, but that’s the game...”

“I love this industry ... its held together with sticky tape, bubble gum and dreams.”