

"Julie Axelrad" <julie.axelrad@centro.net>
To: "'Sutton, Ryan'" <rsutton@onelouder.com>, "'Shashindranath, Ashwin'" <ashwins@onelouder.com>
Cc: "'Katie Wolph'" <katie.wolph@centro.net>, "'Scotty Hunt'" <scotty.hunt@centro.net>
USNAVY001 - OneLouder.com - Attention Needed

March 11, 2013 11:12 AM

1 Attachment, 29 KB

Hi Ryan and Ashwin,

I hope you had a great weekend! I've attached the updated USNAVY001 reporting.

Pacing is still very far ahead of schedule. The client has requested that we keep pacing between 100-110%, so we need to bring down daily delivery a bit. Please confirm that you are slowing down delivery for this week.

Thanks so much!
Julie

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %
OneLouder.com									
OneLouder.com	All One Louder Apps (Demo targeted to Men 18-24 with sports interests): :15 Video Interstitial	Mobile Video Interstitial	1/28/13	9/13/13	CPM	2,855,140	951,028	193.02%	0.73%

julie axelrad | campaign analyst | centro

p 312.281.5554

From: Jaclyn Coate [mailto:jaclyn.coate@centro.net]
Sent: Monday, March 04, 2013 5:26 PM
To: 'Sutton, Ryan'; 'Shashindranath, Ashwin'
Cc: 'Katie Wolph'; 'Scotty Hunt'
Subject: USNAVY001 - OneLouder.com - Attention Needed

Happy Monday Team!!

Hope this email finds you all well!!! Attached is an updated report for the **USNAVY001** campaign.

Note the high pacing below in red. Please slow the placement in order to reach closer to 100% pacing and confirm!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
OneLouder.com							
OneLouder.com	All One Louder Apps (Demo targeted to Men 18-24 with sports interests): :15 Video Interstitial	Mobile Video Interstitial	1/28/13	9/13/13	2,855,140	609,511	150.77%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [mailto:jaclyn.coate@centro.net]
Sent: Monday, February 25, 2013 11:21 AM
To: 'Sutton, Ryan'; 'Shashindranath, Ashwin'
Cc: 'krystle singletary'; 'Katie Wolph'; 'Scotty Hunt'
Subject: USNAVY001 - OneLouder.com - Site Data Request
Importance: High

Good Morning OneLouder Team!!

Can you please advise the daily breakdown of clicks and video starts for the below placement that was stopped on 2/12/13? I currently have data through 2/7 but need the data for the remaining days of the flight! Please let me know as soon as you can!!

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Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
OneLouder.com							
OneLouder.com	**CANCELLED** All One Louder Apps (Demo targeted to Men 18-24 with sports interests): Mobile Tap to Video	Mobile Tab to Video	1/28/13	2/18/13	903,282	903,285	100.00%

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

Centro.net | Blog | Twitter | Facebook | LinkedIn

From: Jaclyn Coate [mailto:jaclyn.coate@centro.net]

Sent: Friday, February 22, 2013 1:30 PM

To: 'Sutton, Ryan'; 'Shashindranath, Ashwin'

Cc: 'krystle singletary'; 'Katie Wolph'; 'Scotty Hunt'

Subject: USNAVY001 - OneLouder.com - Attention Needed

Importance: High

Happy Friday Team!!

Hope this email finds you all well!!! Attached is an updated report for the **USNAVY001** campaign.

Note under delivery highlighted below in yellow. Please boost the placement in order to deliver and confirm!!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
OneLouder.com							
OneLouder.com	All One Louder Apps (Demo targeted to Men 18-24 with sports interests): :15 Video Interstitial	Mobile Video Interstitial	1/28/13	9/13/13	2,855,140	162,513	58.47%

Thanks!!

Best,
Jaclyn

jaclyn coate | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5534 | f 312.397.5775

From: Jaclyn Coate [mailto:jaclyn.coate@centro.net]

Sent: Friday, February 08, 2013 2:05 PM

To: 'Sutton, Ryan'; 'Shashindranath, Ashwin'

Cc: 'krystle singletary'; 'Katie Wolph'; 'Scotty Hunt'

Subject: USNAVY001 - OneLouder.com - Site Data Request

Importance: High

Good Morning Ryan and Ashwin!!

Happy Friday! Can you please provide video completion metrics (starts, middle and finished videos) for the below Mobile Tap to Play video placement? I am aware you cannot implement 1x1 tracking pixels in order for us to monitor by our third party ad server but we are looking for any video completion metrics you can provide.

Also please note the below placement is showing only 25 impressions delivered through yesterday. Is there an implementation issue?? Please advise ASAP! Thanks!!

Please confirm and thank you in advance for your immediate attention!!

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Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS
OneLouder.com						
OneLouder.com	All One Louder Apps (Demo targeted to Men 18-24 with sports interests): Mobile Tap to Video	Mobile Tab to Video	1/28/13	9/13/13	8,982,036	744,715

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN [MEDIA LOGISTICS](#)

p 312.281.5534 | f 312.397.5775

[Centro.net](#) | [Blog](#) | [Twitter](#) | [Facebook](#) | [Linkedin](#)

From: Jaclyn Coate [<mailto:jaclyn.coate@centro.net>]

Sent: Tuesday, February 05, 2013 11:53 AM

To: 'krystle singletary'; 'Sutton, Ryan'; 'Katie Wolph'; 'Scotty Hunt'

Cc: 'Shashindranath, Ashwin'

Subject: USNAVY001 - OneLouder.com - Attention Needed

Importance: High

Happy Tuesday Team!!

Hope this email finds you all well!!! Attached is an updated report for the **USNAVY001** campaign.

We are off to a quick start with delivery, highlighted below in red. Please slow the placement in order to reach closer to 100% pacing and confirm!

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
OneLouder.com							
OneLouder.com	All One Louder Apps (Demo targeted to Men 18-24 with sports interests): Mobile Tap to Video	Mobile Tab to Video	1/28/13	9/13/13	8,982,036	575,715	208.77%

Thanks!!

Best,
Jaclyn

[jaclyn coate](#) | campaign analyst | [centro](#)

EXPERTS IN [MEDIA LOGISTICS](#)

p 312.281.5534 | f 312.397.5775

From: Krystle Singletary [<mailto:krystle.singletary@centro.net>]

Sent: Thursday, January 17, 2013 4:17 PM

To: 'Sutton, Ryan'; Katie Wolph; 'Scotty Hunt'

Cc: 'Shashindranath, Ashwin'

Subject: USNAVY001 - OneLouder.com - CREATIVE

Importance: High

Hello Ryan and Ashwin!

I heard from the client and it appears that they actually would like to serve the video through a Vast tag. Apologies for the mix up here. I have attached the tag here for your testing. Can you let us know if you are set?

Thanks!

[krystle singletary](#) | campaign manager | [centro](#)

EXPERTS IN [MEDIA LOGISTICS](#)

p 312-397-5765 | f 312.670.1357 | e krystle.singletary@centro.net

From: Sutton, Ryan [<mailto:rsutton@onelouder.com>]

Sent: Wednesday, January 16, 2013 11:18 AM

To: krystle singletary

Cc: Shashindranath, Ashwin

Subject: RE: USNAVY001 - OneLouder.com - CREATIVE

Thanks Krystle for the call. Ashwin is: ashwins@onelouder.com

Ryan Sutton, Business Development
OneLouder
rsutton@onelouder.com
direct: +1 816.268.2940
mobile: +1 816.510.2568
Twitter: @rsutton_hmark
SKYPE: rrsutton

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-----Original Message-----

From: Krystle Singletary [<mailto:krystle.singletary@centro.net>]
Sent: Wednesday, January 16, 2013 10:58 AM
To: Sutton, Ryan
Subject: RE: USNAVY001 - OneLouder.com - CREATIVE

Running 5 mins over! Call you from my desk

krystle singletary | campaign manager | centro ----- EXPERTS IN MEDIA LOGISTICS
----- p 312-397-5765 | f 312.670.1357 | e krystle.singletary@centro.net

-----Original Message-----

From: Sutton, Ryan [<mailto:rsutton@onelouder.com>]
Sent: Tuesday, January 15, 2013 4:22 PM
To: krystle singletary; 'Katie Wolph'; 'Scotty Hunt'
Cc: Shashindranath, Ashwin
Subject: RE: USNAVY001 - OneLouder.com - CREATIVE

Okay, let's do 11am Central. I will follow up with a calendar invite.
Thanks!

Ryan

-----Original Message-----

From: Krystle Singletary [<mailto:krystle.singletary@centro.net>]
Sent: Tuesday, January 15, 2013 4:01 PM
To: Sutton, Ryan; 'Katie Wolph'; 'Scotty Hunt'
Cc: Shashindranath, Ashwin
Subject: RE: USNAVY001 - OneLouder.com - CREATIVE

Hi Ryan,

That sounds fine! I'm available in the morning before 11:30 if that works.

krystle singletary | campaign manager | centro ----- EXPERTS IN MEDIA LOGISTICS
----- p 312-397-5765 | f
312.670.1357 | e krystle.singletary@centro.net -----

-----Original Message-----

From: Sutton, Ryan [<mailto:rsutton@onelouder.com>]
Sent: Tuesday, January 15, 2013 3:50 PM
To: krystle singletary; Katie Wolph; 'Scotty Hunt'
Cc: Shashindranath, Ashwin
Subject: RE: USNAVY001 - OneLouder.com - CREATIVE

Hello Krystle. Can we jump on a brief call tomorrow afternoon to discuss what else we need (MediaMind VAST Tag etc....)? Let me know what works on your end and I will line it up. Thanks!

Ryan

-----Original Message-----

From: Krystle Singletary [<mailto:krystle.singletary@centro.net>]
Sent: Tuesday, January 15, 2013 2:59 PM
To: Sutton, Ryan; Katie Wolph; 'Scotty Hunt'
Subject: RE: USNAVY001 - OneLouder.com - CREATIVE
Importance: High

Hello Ryan -

Hope your year is off to a great start!

I just wanted to check in and see how things were coming with the assets we provided. The client will be sending tracking over, but wanted to know if you had a preview that they could approve.

Please let us know. Thanks!

krystle singletary | campaign manager | centro ----- EXPERTS IN MEDIA LOGISTICS

----- p 312-397-5765 | f
312.670.1357 | e krystle.singletery@centro.net -----

-----Original Message-----

From: Krystle Singletery [<mailto:krystle.singletery@centro.net>]
Sent: Friday, December 14, 2012 3:03 PM
To: 'Raechel White'; 'Ryan Sutton'
Cc: 'Andrew M. Wagner'
Subject: USNAVY001 - OneLouder.com - CREATIVE

Hello and Happy Friday, Ryan!

Please find the attached assets for the USNAVY001 campaign set to start next month. Please take a look and let us know if you need anything else to build this unit. Please send over a preview once done.

Link to video: <http://dl.dropbox.com/u/40256993/USNavy-30secVideo-3vers.zip>

Thanks!

krystle singletery | campaign manager | centro -----
EXPERTS IN MEDIA LOGISTICS ----- p 312-397-5765 | f
312.670.1357 | e krystle.singletery@centro.net -----

-----Original Message-----

From: Raechel White [<mailto:raechel.white@centro.net>]
Sent: Monday, October 29, 2012 4:02 PM
To: Ryan Sutton
Cc: Raechel White; Andrew M. Wagner
Subject: Site IO - US Navy USNAVY001 - OneLouder.com

Hello Ryan,

We have an Insertion Order from Centro for you!

Great news! We have received approval to move forward with the proposal USNAVY. Below is the link for the insertion order with all of the campaign details. The campaign is scheduled to launch on 1/28/13. Please review and accept this IO by clicking on the link below at your earliest convenience. Please note that IOs cannot be forwarded to other persons.

Campaign Manager, Krystle Singletery will send along the tags as soon as we receive them from the agency. If you have any questions regarding creative please do not hesitate to reach out to her by email at krystle.singletery@centro.net. Once tags are received, please pass along a test link to your site for approval.

Once the campaign is launched our Campaign Analyst, Jaclyn Coate, will be contacting you to provide reporting. She will work with you to make sure all placements are pacing correctly and deliver in full by the end of the flight.

Please send a screenshot the day of launch.

Thanks again for working with Centro on this campaign!

Best,
Raechel

You can access the Insertion Order at:

http://publishers.transis.com/publisher_orders/108479

Cheers,

Raechel White
raechel.white@centro.net
(312) 281-5584



[Report_USN...3.xls \(29 KB\)](#)