Insight Recommendations

CM/CA

Daily Responsibilities Overview

CM's
Generally work w/ pending campaigns

Campaigns launched yesterday

Create daily report
Pull/upload initial report
Map initial tags

Troubleshoot major initial issues
If needed, contact publishers

Mark campaign as "live"

Manage creative assets and tags

CA's
Generally work w/ live campaigns

Next Report
(Usually once per week, unless there are issues, short flight dates closed to finalizing)

Pull/upload delivery report
Map any outstanding tags

Troubleshoot outstanding issues
Update publishers

Analysis/strategy
Generate custom client reports
(Generally weekly, could vary)

Finalize campaigns

Additional responsibilities include:
Sales kickoff (when needed)

Systems used:
MMS, Email, Excel, MediaMind, DART, and other ad servers, Pentaho

Clear the dashboard

Making to-do lists

Default View
Insight Dashboard

P: CM/A's only want to see campaigns they're responsible for managing.

S: Insight Dashboard should only display campaigns assigned to the user.

🏠 Home   Insight

Campaigns

Find campaigns by ID, name, client or status.

All (2059)   ■ Upcoming (155)   ■ Live (1308)   ■ Completed (596)

🔍 Enter search terms here...

Central Breaking News Sponsorship: Q1 COMCAST429	**Comcast** for MediaVest	Dec 31–Mar 31 19 days left
"Always On" Test GEA010	**General Electric** for OMD	Mar 1–Apr 19 1 month left
"The Little House that Stood" DVD Launch VEGTALES001	**Veggie Tales** for Bailey Lauerman	Feb 25–Mar 31 19 days left
1Q13 Kentucky/Louisville Acura Association ACURALOUISVILLE005	**Acura** for RPA	Jan 21–Mar 31 19 days left
2/11/13 - 3/24/13 MCDONALDS942	**McDonald's** for Moroch	Feb 11–Mar 24 12 days left
2/18/13 - 3/17/13 MCDONALDS945	**McDonald's** for Moroch	Feb 18–Mar 17 5 days left

Default Tab
Insight Dashboard

P: CM/A's look at different campaigns (pending v. live)

S: Set default tab on Insight Dashboard according to user role.

Campaigns

Find campaigns by ID, name, client or status.

CM = Default to "Pending"

CA = Default to "Live"

All (2059)   ■ Upcoming (155)   ■ Live (1308)   ■ Completed (596)

🔍 Enter search terms here…

Central Breaking News Sponsorship: Q1 COMCAST429	Comcast *for MediaVest*	
"Always On" Test GEA010	General Electric *for OMD*	
"The Little House that Stood" DVD Launch VEGTALES001	Veggie Tales *for Bailey Lauerman*	
1Q13 Kentucky/Louisville Acura Association	Acura	

Sort
Insight Dashboard

P: CM/A's sort campaigns on the dashboard to determine what campaigns they need to address that day.

S: Allow users to sort campaigns via column headers.

🏠 Home   Insight

Campaigns

Search campaigns by ID, name, client or status...

All (2059)   ■ Upcoming (155)   ■ Live (1308)   ■ Completed (596)

Campaign	Client	Start	End
Central Breaking News Sponsorship: Q1 COMCAST429	Comcast for MediaVest	Dec 31–Mar 31 19 days left	
"Always On" Test GEA010	General Electric for OMD	Mar 1–Apr 19 1 month left	
"The Little House that Stood" DVD Launch VEGTALES001	Veggie Tales for Bailey Lauerman	Feb 25–Mar 31 19 days left	
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Column Display

Campaign Index / Campaign Details

P: CM/A's look at different columns in the MMS Dashboard. Having all columns visible clutters the Dashboard.

S: Provide a way for the user to select what columns they see on the Insight Dashboard.

Campaign Index

Columns ▼

- ✔ Ownership
- ✔ Start/End
- Site Count
- IOs Sent
- Creative Sent
- Live
- ✔ Last Report
- ✔ Next Report
- ✔ Pacing
- Click Pacing
- ✔ Revenue
- Final Report
- ✔ Notes

Campaign Details

Display ⇕

ract Imps

500 imps

0 cpm

222 imps

0 cpc

- ✔ Flight Dates
- ✔ Contract Imps
- ✔ Pace
- ✔ CTR
- ✔ Est. Loss
- ✔ Clicks
- ✔ Imps

es

91

78

⇕ Conversions   10/22–11/4/12 📅

Impressions

391,564

Pacing

✔ Conversions

Delivery

778,116   0   0.000%

Notes
Insight Dashboard

P: No place to enter notes about a campaign regarding missing creative, client reporting, reminders, etc.

S: Allow users to add notes to a campaign.

596)

	Client	Start	End	Notes
	Comcast *for* MediaVest		Dec 31–Mar 31 19 days left	Rich reaching out again about when we can go live again for the ... JA on Mar 14, 2013
	General Electric *for* OMD		Mar 1–Apr 19 1 month left	Waiting for creative SC on Mar 14, 2013
	Veggie Tales *for* Bailey Lauerman		Feb 25–Mar 31 19 days left	Map 3/12 Missing 300x600 tag SC on Mar 14, 2013
	Acura		Jan 21–Mar 31	

Reporting
Campaign Details

P: Current report in Insight doesn't include all the necessary data to create publisher or client reports

S: Include Contract IMPS, Pace %, CTR in the report export from Insight

Insight
Log Out

Sites	Name	Ad Type	Start Date	End Date	Cost Type	Units	Rate	Total Cost	Date	Delivered Impressions	Delivered Clicks	Total View Conversions	Total Click Conversions
StarTribune.cor	News, Weather	300x250	Jan 14, 2013	Jan 31, 2013	CPM	76922	19.5	1499.98	Jan 11, 2013	17	11	0	0
StarTribune.cor	News, Weather	300x250	Jan 14, 2013	Jan 31, 2013	CPM	76922	19.5	1499.98	Jan 12, 2013	3	0	0	0
StarTribune.cor	News, Weather	300x250	Jan 14, 2013	Jan 31, 2013	CPM	76922	19.5	1499.98	Jan 13, 2013	1	0	0	0
StarTribune.cor	News, Weather	300x250	Jan 14, 2013	Jan 31, 2013	CPM				an 14, 2013	3711	0	0	0

Export from Insight

Export a .CSV   Upload Delivery Dat

ve Advertising

Publisher Update from MMS

Site	Placement	Size	Start Date	End Date	Cost Structure	Contract IMPS	Delivered IMPS	Pace %	Click Thru Rate %
Zynga.com									
Zynga.com	Draw Something Video Interstitial	Mobile Video Interstitial	1/28/13	9/13/13	CPM	2,500,000	559,707	122.07%	0.44%

	Jan 14–Dec 29 10 months left	80,000 imps added value			$0		14,987 imps	113.0%

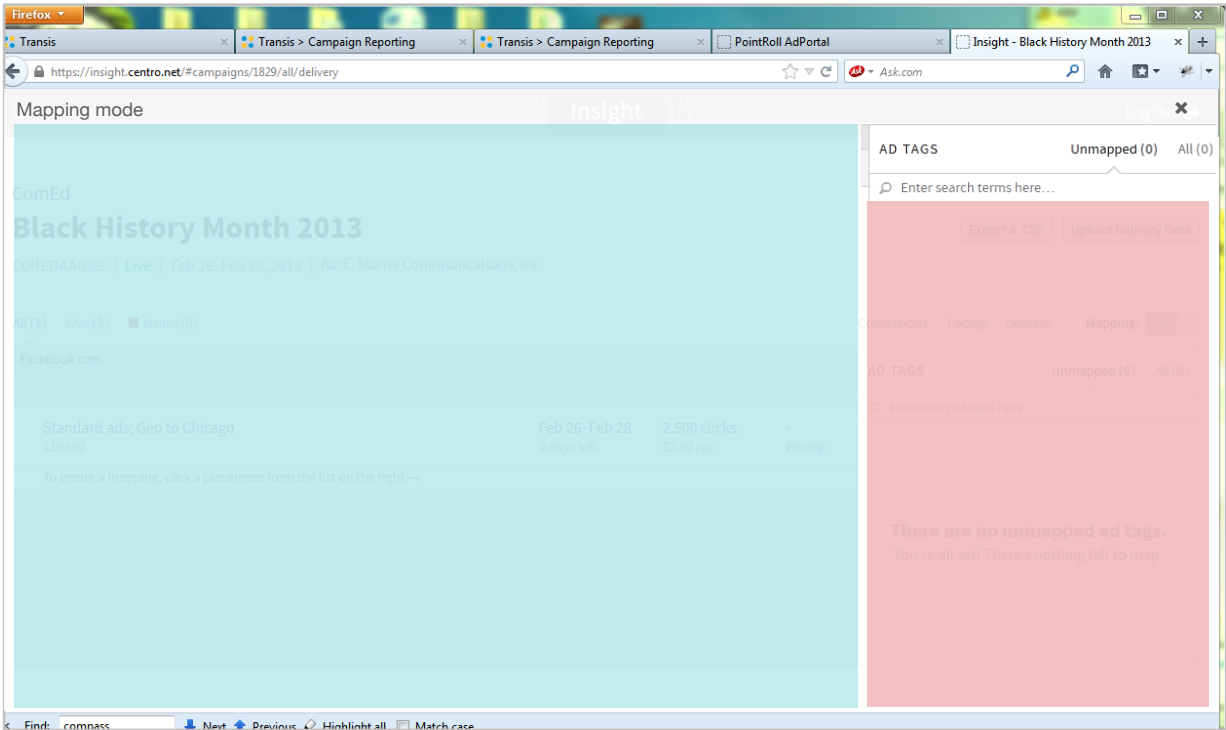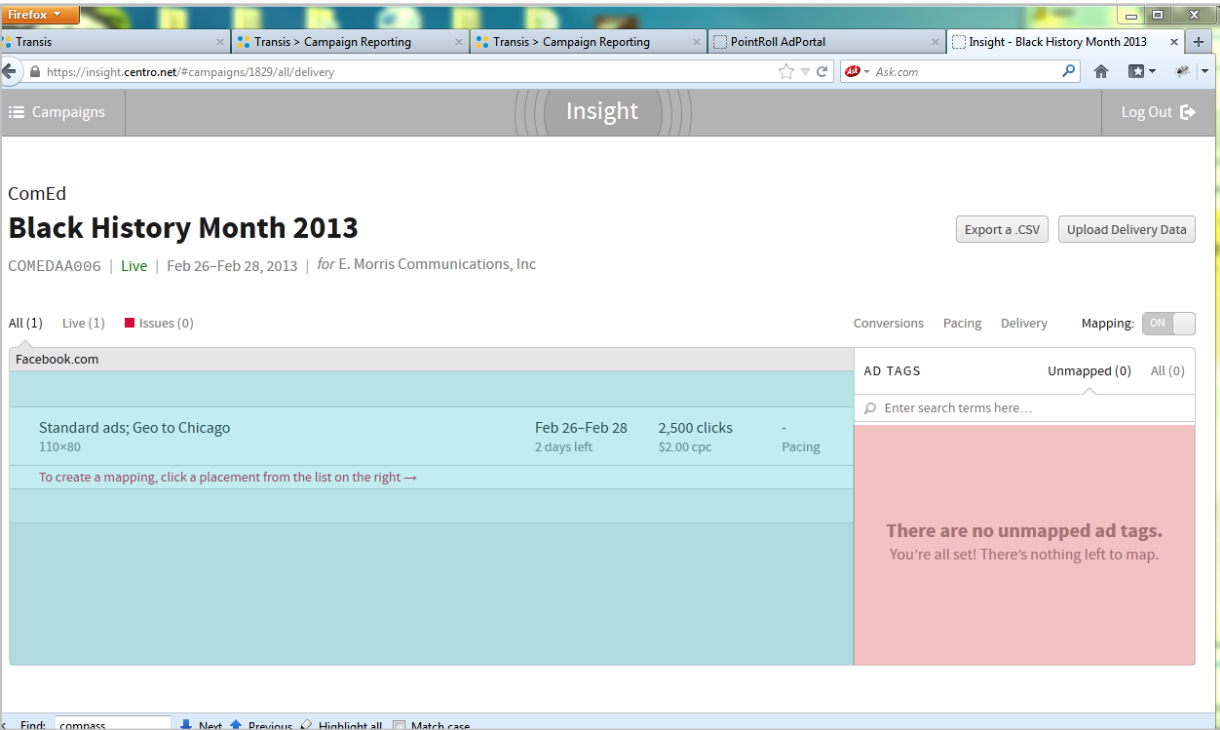| - Expandable Banners | Jan 14–Jan 31
finished | 131,818 imps
$11.00 cpm | | | $0 | | 158,585 imps | 120.3% |

Mapping
Campaign Details

P: Takes more time to scan and find correct tags.

S: Utilize more real estate in mapping mode. Less scrolling = faster to scan and locate correct tag.

Dashboard 2.0 (CM)
Insight Dashboard

P: CM/A's spend 10-15 minutes every morning compiling a daily "to-do" list of campaigns that need attention.

S: A dashboard view that highlights campaigns that need to have action taken next.

Dashboard	Campaigns	Insight	Logout

Dashboard

Campaigns that launched yesterday

List of campaigns w/ CTA to create initial daily report

Alerts

Live campaigns w/ no delivery

Campaigns that launch soon and have outstanding issues that still need to be resolved

New campaigns

Newly processed IO's assigned to user

Dashboard 2.0 (CA)
Insight Dashboard

P: CM/A's spend 10-15 minutes every morning compiling a daily "to-do" list of campaigns that need attention.

S: A dashboard view that highlights campaigns that need to have action taken next.

Dashboard	Campaigns	Insight	Logout

Dashboard

Next report due

List of campaigns that need publisher updates today

Alerts

Campaigns 2-3 days out for next update but are under/over-performing and need attention

New campaigns

Campaigns that just went live and have been assigned to CA. CTA to send out initial publisher reports

Campaigns finishing soon

Campaigns that are about to close