

"Julie Axelrad" <julie.axelrad@centro.net>
To: "'Andy Everson'" <aeverson@zynga.com>
Cc: "'Jen Metz'" <jmetz@zynga.com>, "'Katie Wolph'" <katie.wolph@centro.net>, "'Scotty Hunt'" <scotty.hunt@centro.net>
USNAVY001 - Zynga.com - Performance Update

March 11, 2013 11:14 AM

2 Attachments, 35 KB

Hi Andy,

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

The client has requested that we keep pacing between 100-110%, so we need to slow down delivery just slightly.
Thanks so much!
Julie

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%

julie axelrad | campaign analyst | centro

p 312.281.5554

From: Jaclyn Coate [mailto:jaclyn.coate@centro.net]
Sent: Tuesday, February 05, 2013 11:57 AM
To: 'Andy Everson'
Cc: 'Jen Metz'; 'Katie Wolph'; 'Scotty Hunt'
Subject: USNAVY001 - Zynga.com - Performance Update

Happy Tuesday Andy!!

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

Delivery is starting off great!! Keep up the awesome job!

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: Friday, February 01, 2013 4:09 PM
To: 'Andy Everson'
Cc: 'Jen Metz'; 'Katie Wolph'; 'Scotty Hunt'
Subject: USNAVY001 - Zynga.com - CREATIVE
Importance: High

Hi Andy -

Happy Friday!

The client decided to collect additional metrics and has sent over click-trackers to track the beginning, middle and end of the video. Keep in mind that this is the same impression tracker; we've just added the click trackers below. Can you please implement?

Let us know if you have any questions.

krystle singletary | campaign manager | centro

EXPERTS IN MEDIA LOGISTICS

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

From: Andy Everson [mailto:aeverson@zynga.com]

Sent: Wednesday, January 23, 2013 4:59 PM
To: krystle singletary
Cc: Jen Metz; 'Katie Wolph'; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE

Sounds wonderful – thanks!

Andy Everson
Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Wednesday, January 23, 2013 4:50 PM
To: Andy Everson <aeverson@zynga.com>
Cc: Jen Metz <jmetz@zynga.com>, 'Katie Wolph' <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Subject: RE: USNAVY001 - Zynga.com - CREATIVE

Hi Andy!

You can remove that portion. Thanks for checking!

krystle singletary | campaign manager | **centro**

EXPERTS IN **MEDIA LOGISTICS**

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

From: Andy Everson [<mailto:aeverson@zynga.com>]
Sent: Wednesday, January 23, 2013 4:42 PM
To: krystle singletary
Cc: Jen Metz; 'Katie Wolph'; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE
Importance: High

Krystle-

It seems as though the tags include a "TPAS_ID" field which has caused some issues in the past in regards to reporting due to the fact that it is used for comScore which is usually web. I was curious, could we possibly either simply delete that portion of the tag to ensure we do not incur potential discrepancies or obtain recreated mobile-specific tags without that field? I appreciate the flexibility – we're excited to get these videos up and running! :)

Best,

Andy Everson
Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Tuesday, January 22, 2013 5:10 PM
To: Andy Everson <aeverson@zynga.com>
Cc: Jeremy Varner <jvarner@zynga.com>, Jen Metz <jmetz@zynga.com>, Chris Negron <cnegron@zynga.com>, 'Katie Wolph' <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Subject: USNAVY001 - Zynga.com - CREATIVE

Hello Andy,

We're still waiting for some feedback, but we did receive tracking. Please find the attached tracking tag for this placement. If you could please confirm receipt that would be great.

We'll be reaching out as soon as we hear back from the client.

Thanks!

krystle singletary | campaign manager | **centro**

EXPERTS IN **MEDIA LOGISTICS**

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

From: Andy Everson [<mailto:aeverson@zynga.com>]
Sent: Tuesday, January 22, 2013 7:02 AM
To: krystle singletary
Cc: Jeremy Varner; Jen Metz; Chris Negron; 'Katie Wolph'; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE

Good Morning, Krystle!

I hope you had a wonderful weekend! I was curious if you received any feedback from the client regarding the preview we sent along last week? Additionally, I was curious if you had received tags from the client?

Please let me know at a time of your convenience.

Best,

Andy Everson
Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Thursday, January 17, 2013 1:33 PM
To: Andy Everson <aeverson@zynga.com>
Cc: Jeremy Varner <jvarner@zynga.com>, Jen Metz <jmetz@zynga.com>, Chris Negron <cnegron@zynga.com>, 'Katie Wolph' <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Subject: RE: USNAVY001 - Zynga.com - CREATIVE

Thank you!!!!!!

krystle singletary | campaign manager | **centro**

EXPERTS IN **MEDIA LOGISTICS**

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

From: Andy Everson [<mailto:aeverson@zynga.com>]
Sent: Thursday, January 17, 2013 1:29 PM
To: krystle singletary
Cc: Jeremy Varner; Jen Metz; Chris Negron; 'Katie Wolph'; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE

Krystle -

I have attached a screenshot of each mobile video. Please let me know if this works for you and the client.

Thanks!

Andy Everson
Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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Connecting the world through games

From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Thursday, January 17, 2013 12:52 PM
To: Andy Everson <aeverson@zynga.com>

Cc: Jeremy Varner <jvarner@zynga.com>, Jen Metz <jmetz@zynga.com>, Chris Negron <cnegron@zynga.com>, 'Katie Wolph' <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Subject: RE: USNAVY001 - Zynga.com - CREATIVE

Hi Andy, could we have both?

krystle singletary | campaign manager | **centro**

EXPERTS IN **MEDIA LOGISTICS**

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

From: Andy Everson [<mailto:aeverson@zynga.com>]
Sent: Thursday, January 17, 2013 12:02 PM
To: krystle singletary
Cc: Jeremy Varner; Jen Metz; Chris Negron; 'Katie Wolph'; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE

Krystle,

Sorry for the delay on this – our team developed the following links to demo the video on mobile. Please let me know if this is what you were looking for, or if simple screenshots would suffice.

Here are the links:

1. http://zap-assets.s3.amazonaws.com/customassets/demo/AT001683H_Spec_Ops_EOD_Teaser_URL_30.flv
2. http://zap-assets.s3.amazonaws.com/customassets/demo/AT001681H_Spec_Ops_Diver_Teaser_URL_30.flv
3. http://zap-assets.s3.amazonaws.com/customassets/demo/AT001679H_Spec_Ops_AIRR_Teaser_URL_30.flv

Best,

Andy Everson
Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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Connecting the world through games

From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Thursday, January 17, 2013 10:00 AM
To: Andy Everson <aeverson@zynga.com>
Cc: Jeremy Varner <jvarner@zynga.com>, Jen Metz <jmetz@zynga.com>, Chris Negron <cnegron@zynga.com>, 'Katie Wolph' <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Subject: RE: USNAVY001 - Zynga.com - CREATIVE

Good Morning Andy!

I just wanted to check in on the previews for this campaign. Were you able to get an eta? Please let us know.

Thanks!

krystle singletary | campaign manager | **centro**

EXPERTS IN **MEDIA LOGISTICS**

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

From: Andy Everson [<mailto:aeverson@zynga.com>]
Sent: Tuesday, January 15, 2013 4:00 PM
To: krystle singletary
Cc: Jeremy Varner; Jen Metz; Chris Negron; Katie Wolph; 'Scotty Hunt'
Subject: Re: USNAVY001 - Zynga.com - CREATIVE
Importance: High

Krystle,

I have reached out to my team to obtain a preview of the creative. I will let you know as soon as I obtain an ETA on delivery.

Thanks,

Andy Everson

Account Manager
mobile: (312) 509-1370
E-mail: aeverson@zynga.com

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Connecting the world through games

From: Jen Metz <jmetz@zynga.com>
Date: Tuesday, January 15, 2013 3:03 PM
To: krystle singletary <krystle.singletary@centro.net>, Chris Negron <cnegron@zynga.com>, Katie Wolph <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Cc: Jeremy Varner <jvarner@zynga.com>, Andy Everson <aeverson@zynga.com>
Subject: Re: USNAVY001 - Zynga.com - CREATIVE

Hi Krystle,
I hope you're doing well! I am including Andy Everson on the email to provide you an update on our US Navy campaign status.

Thank you!
Jen

Jennifer Metz
Senior Account Executive
Mobile: 917.558.0221
jmetz@zynga.com

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From: Krystle Singletary <krystle.singletary@centro.net>
Reply-To: krystle singletary <krystle.singletary@centro.net>
Date: Tue, 15 Jan 2013 14:58:34 -0600
To: 'Christopher Negron' <cnegron@zynga.com>, Katie Wolph <katie.wolph@centro.net>, 'Scotty Hunt' <scotty.hunt@centro.net>
Cc: Jennifer Metz <jmetz@zynga.com>, 'Jeremy Varner' <jvarner@zynga.com>
Subject: RE: USNAVY001 - Zynga.com - CREATIVE

Hello Christopher –

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.singletary@centro.net

From: Krystle Singletary [<mailto:krystle.singletary@centro.net>]
Sent: Friday, December 14, 2012 3:03 PM
To: 'Raechel White'; 'Christopher Negron'
Cc: 'Jen Metz'; 'Jeremy Varner'; 'Andrew M. Wagner'
Subject: USNAVY001 - Zynga.com - CREATIVE

Hello and Happy Friday, Christopher -

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 singletary | campaign manager | **centro**

EXPERTS IN MEDIA LOGISTICS

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

From: Raechel White [<mailto:raechel.white@centro.net>]

Sent: Monday, October 29, 2012 4:22 PM
To: Christopher Negron
Cc: Jen Metz; Jeremy Varner; Raechel White; Andrew M. Wagner
Subject: Site IO - US Navy USNAVY001 - Zynga.com

Hello Christopher ,

We wanted to let you know that your order for USNAVY001 has been updated with new information from Raechel.

For Jen! :) Thanks!

You can [view your order](#) anytime in the Publisher Collaboration Tool. And, of course, you can [contact us](#) if there are any problems.

Thanks!
The Transis Team



[Report_USN...3.xls \(28 KB\)](#)