


"Julie Axelrad" <julie.axelrad@centro.net> 
To: Nikitas, Ariana <Ariana.Nikitas@allscripts.com> and 6 more...
RE: Allscripts Reporting 02.24.2013

March 1, 2013 3:04 PM

Hi Ariana and Tom!

Happy Friday! I've attached the updated Allscripts reporting with data through 2/28.

- The 2013 Branding campaign has now served just over 1 million total impressions.
- The campaign click-through rate has increased for the third week in a row, now at .19% from .18% last week.
 - This continues to far outperform both the Centro and industry averages for CTR.
- The Healthcare-Informatics Logo placement has resulted in a very strong CTR of .37%.
- The Healthcare-Informatics eNewsletter was sent out on 2/22 and generated a CTR of .19%.
- Standard banners overall have increased this week to a .20% CTR compared to last week at .18%.
 - E-HealthcareSolutions.com continues to have the highest performance among partners with standard banners.
- Audience + Targeting placements continue to perform the best while RON placements have the lowest performance at this time.
- **Optimization Suggestion:**
 - The RON placement on Medscape has a much lower CTR (.05%) when compared to the more targeted standard banner placements (.22% average CTR). I suggest moving the budget from this placement into the higher performing targeted placements. Taking into account the varying CPMs across partners as well as performance thus far, I suggest reallocating this budget into the E-HealthcareSolutions.com Audience + Content placement which has the lowest cost per click across all the standard banner units (\$7).
 - I have added Cost per Click as a metric within the campaign summary as well as the media plan detail tab so you can see CPC at the site level and placement level. Medscape overall has a higher CPC than the other partners, so I will continue to monitor their performance and if the CPC does not decrease over the next week or two, we can always look to reallocate more of their budget.

Please let us know if you are interested in moving forward with this optimization. If so, Raechel will send over a revised IO proposal for your approval.

Thanks so much!
Julie

julie axelrad | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5554

From: Julie Axelrad [<mailto:julie.axelrad@centro.net>]
Sent: Monday, February 25, 2013 6:11 PM
To: 'Nikitas, Ariana'; 'Lynch, Tom'; 'Main, Michael'
Cc: 'richard.zeilhofer@centro.net'; 'Rivka Garver'; 'Raechel White'; 'Zara Podolak'
Subject: Allscripts Reporting 02.24.2013

Hi Ariana and Tom,

I hope you had a very nice weekend! I've attached an updated version of the Allscripts reporting. You'll notice two small changes: 1) the addition of benchmark data at the top of the 'campaign performance' tab and 2) an additional tab, 'creative screenshots' which shows the current creative message "change the game" that is live at this time.

Please note, there is only one version of the creative running in 3 separate ad sizes (300x250, 728x90 and 160x600). If at any point, you would like to start rotating creative messages, we can certainly handle the switch as well as report on performance based on the different ads.

Please let us know if you have any questions! Otherwise, I'll send a another updated report on Friday with highlights from this week.

Thanks so much,
Julie

julie axelrad | campaign analyst | centro

EXPERTS IN MEDIA LOGISTICS

p 312.281.5554

From: Liz Roller [<mailto:liz.roller@centro.net>]
Sent: Friday, February 22, 2013 3:07 PM
To: 'Nikitas, Ariana'; 'Zara Podolak'; 'Lynch, Tom'; 'Main, Michael'
Cc: richard.zeilhofer@centro.net; 'Rivka Garver'; 'Raechel White'; 'Julie Axelrad'
Subject: Allscripts Reporting 02.21.2013

Hello Ariana,

Happy Friday! Attached is the updated Allscripts reporting for your review. Below are some highlights from this week's report.

- The campaign click-through rate has increased this week to .18% as compared to .17% last week.
- For standard banners, E-Healthcare Solutions continues to have the highest CTR at .42% followed by Ad Prime Health at .17%.
 - Combined, these two partners are delivering 64% of all campaign impressions.
- The placements that include both audience and content targeting continue to have the highest CTR at .26%.
- Healthcare-Informatics released an eNewsletter today so the performance results will be

in the report next week.

Please let me know if you have any questions.

Thank you and have a great weekend!

Liz

liz roller | senior campaign analyst | **centro**

EXPERTS IN **MEDIA LOGISTICS**

p 312.397.5747 | f 312.670.1357

From: Julie Axelrad [<mailto:julie.axelrad@centro.net>]

Sent: Friday, February 15, 2013 3:57 PM

To: 'Nikitas, Ariana'; 'Zara Podolak'; 'Lynch, Tom'; 'Main, Michael'

Cc: 'richard.zeilhofer@centro.net'; 'Rivka Garver'; 'Raechel White'

Subject: Allscripts Reporting 02.15.2013

Hi Ariana,

I hope your week is going well! I've attached the updated Allscripts reporting for your review. I've also included some highlights from this week's report below:

- The campaign click-through rate has increased this week to .17% as compared to .16% last week.
- The display banners continue to be driving up the performance, with a CTR of .18% and delivering 83% of the total impressions.
 - E-Healthcare Solutions continues to have the highest performance of all the partners serving display banners.
- The placements that include audience as well as content targeting have the highest performance.
 - Overall the targeted placements are performing significantly stronger than the RON placements.
- Health Leaders Media released an eNewsletter on 2/11 that resulted in a click-through rate of .31%.

Please let us know if you have any questions; otherwise, we can walk through this in more detail during the meeting next week.

Have a wonderful weekend!

Julie

julie axelrad | campaign analyst | **centro**

EXPERTS IN **MEDIA LOGISTICS**

p 312.281.5554

From: Nikitas, Ariana [<mailto:Ariana.Nikitas@allscripts.com>]
Sent: Friday, February 08, 2013 4:02 PM
To: Zara Podolak; Lynch, Tom; Main, Michael
Cc: richard.zeilhofer@centro.net; 'Rivka Garver'; Raechel White; 'Julie Axelrad'
Subject: RE: Allscripts Branding 2013 Transition

Zara,

Thank you for sending all of this. We'll look through it before we meet on the 22nd. I believe 2 p.m. that day would work for all of us.

Thanks,
Ariana

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From: Zara Podolak [<mailto:zara.podolak@centro.net>]
Sent: Friday, February 08, 2013 3:10 PM
To: Nikitas, Ariana; Lynch, Tom; Main, Michael
Cc: richard.zeilhofer@centro.net; 'Rivka Garver'; Raechel White; 'Julie Axelrad'
Subject: Allscripts Branding 2013 Transition

Hi Ariana, Michael and Tom –

It was nice speaking with you this morning. Everything included in this email should help clarify how we have been working with Allscripts.

Per our conversation we are following up with the up to date proposal that is currently running for Allscripts as well as the weekly reporting. We are also including a short deck showcasing the partners that we are currently running with, Campaign Wrap Up Reports from 2012, and the consideration sets that have been presented to Loren Shumate, Ambulatory, and Janet Ripley, Acute/Sunrise. Notes on these deliverables are below:

Allscripts Branding 2013 Proposal: (summary deck [download](#))

We worked closely with Brendan to find the most relevant partners for this campaign. We vetted through many different options and have included the current partners based on past performance (where applicable), capabilities, and relevance of audience. Attached is the updated campaign proposal which includes:

Paid Partners:

- AdPrimeHealth.com

- E-HealthcareSolutions.com
- Medscape.com

Added Value Partners: (any costs shown are serving fees)

We work with Kevin Flint at JustMedia to help them execute digital added value placements that are offered by these publishers on the print side of the campaign. *(All added value placements are highlighted in yellow on the attached proposal):*

- HFMA.org
- HHNMag.com
- HealthDataManagement.com
- HealthLeadersMedia.com
- Healthcare-Informatics.com
- HealthcareFinanceNews.com
- HealthcareITNews.com

Weekly Reporting:

Julie Axelrad, Campaign Manager, will provide your team with weekly reporting (second attachment). The weekly reporting includes a tab showing “Campaign Performance” broken out by site and placement type and a “Media Plan Detail” tab that shows the campaign performance by each site, placement, and size. We are currently only tracking clicks/CTR and will be optimizing based on these metrics. Current updates are below (notes like this will be included each week):

- The 2013 Branding campaign is off to a great start, with an overall click-through rate of .16%.
 - This click-through rate exceeds performance for the 2012 General Branding campaign (.11%) as well as the 2012 Acute Branding campaign (.04%).
- The standard banners on the plan consist of the 300x250, 728x90 and 160x600 ad sizes.
 - The CTR for standard banners is .18%, which is far above the average for standard banners within the healthcare vertical, .07%.
- At this time, E-Healthcare Solutions is the top performing partner on the plan with a CTR of .43%.
- When looking at different targeting tactics, we are seeing the highest performance with placements that are highly targeted to audience as well as within the healthcare content.
- Two eNewsletters have been sent out, one on HealthDataManagement.com and the other on HFMA.org.
 - Overall performance of the eNewsletters is at .04%. Please note, that both of these eNewsletters are added value placements.
- Lastly, all partners are pacing on track for a balanced delivery throughout the campaign. As a reminder, in the event that a partner exceeds the contracted impression, any additional impressions served are added value to the campaign.

Other Deliverables:

2012 Branding & Acute Branding Campaign Wrap Up Reports ([branding](#), [acute branding](#)): At the end of each campaign Julie puts together a Wrap Up Report that showcases the campaign overview, site by site performance analysis, and includes insight and recommendations for future campaigns.

Ambulatory Consideration Set ([download #1](#), [#2](#)): We spoke with Brendan and Loren about the Ambulatory segment to find out who the target audience is and where they live on the web. Rivka vetted through numerous partners and put together a pre-planning consideration set for Brendan and Loren to weigh in on. The first consideration set was presented in December, the second was presented in January and included more mobile placements. There was no budget levels at that time and we are still waiting feedback.

Sunrise Consideration Set (email attached): similarly to above, we worked with Brendan and Janet on putting together a pre –planning consideration set for Sunrise. Rivka, put together a list of potential partners based on the target audience and presented it in January (via email). We are still waiting feedback.

RFP template: I have also attached the RFP Template that we put together to help all of us be as organized as possible. We would like to use these for each RFP moving forward.

****please be sure to download the linked PPTs and PDFs because they do expire in 2 weeks.****

Next steps: Friday February, 22 works for our team. We can meet any time between 2pm CST and 4:30pm CST. Please let us know what works for you!

I know that there is a lot to go through here so if there are any questions about any of this between now and the 22nd please feel free to reach out!

Enjoy your weekend,
Zara, Richard, Rivka, Raechel and Julie

zara podolak | account executive | **centro**

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