



CREATIVE

# Ad Creative Optimisation

## Making every asset work harder in the ads ecosystem

**70% of campaign performance is impacted by the creative\***. Ad Creative Optimisation from Jellyfish will provide a strategic programme with a proven testing and optimisation methodology. Optimisation will drive performance and increase relevance due to outstanding quality, efficiency, and improvements at scale.

### WHAT IT IS

Jellyfish will build your platform ready assets to maximise the performance of your campaign activity across multiple channels. We ensure all assets are optimised for the channel, placement, audience, and objective, making assets work as hard as possible leading to greater paid media performance.

### WHY IT MATTERS

- Relevant and fit-for-purpose ad assets nearly doubles purchase intent vs. low-quality creative\*\*
- Optimised creative increases performance of brand awareness with a 2.1x increase in lift\*\*\*
- Opportunities to unlock new media inventory through exploratory assets and formats

### HOW IT WORKS

We work closely with the media team to create an optimisation strategy that utilises best practices to ensure your ad creative objectives are met and exceeded.

#### Our work includes:

- Asset audit
- Optimisation prioritisation
- Asset optimisation production
- Testing methodology
- Analyse, learn, and refine



\*Google Media Lab Research

\*\*Facebook Agency Partnerships

\*\*\*Nielsen Brand Effect / Millward Brown Brand Lift



CREATIVE

# Ad Creative Optimisation

## WHAT YOU GET

### Optimisation Strategy\*

After a thorough discovery and briefing session, Jellyfish will conduct an asset audit to identify the greatest areas of opportunity for optimisation.

### Audit the following elements:

- Design
- Copy
- Call to Action
- Motion & Interactivity
- Platforms & Placement

From the audit findings, Jellyfish will provide a strategy document with optimisation recommendations and prioritisation, and a testing roadmap and approach for approval. These recommendations can be built and implemented by an in-house team or by Jellyfish.

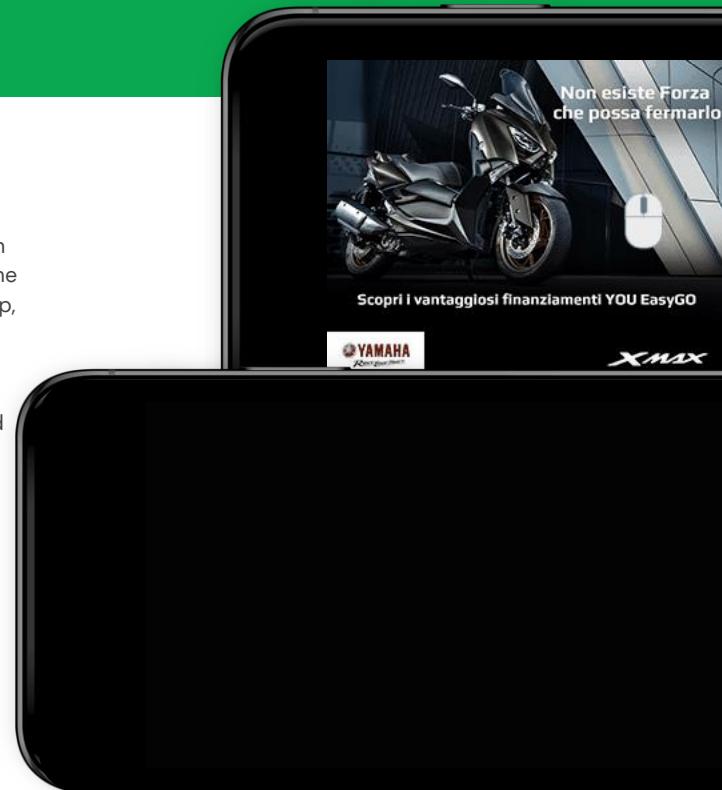
### Optimisation Management

Once recommendations have been agreed on, we can start to build and launch your optimisation programme from development of asset variations, campaign setup, reporting, and deploying the testing strategy.

As your digital partner, Jellyfish will provide ongoing optimisation management to refine your strategy and assets as recommended.

### Includes:

- Testing cycles based on optimisation priorities and hypotheses
- Asset builds and optimisations actioned
- Performance reporting and analysis
- Quarterly business reviews to ensure the strategy is performing
- Knowledge repository from testing strategy
- Client communications and collaboration





STRATEGY

# Brand Strategy Retainer (Media Bolt-on)

## Tiered access to brand strategy expertise at key points in the life of a brand and/or its media activation

Many brands lean on Jellyfish for expertise in media strategy and deployment. However, there are times in any brand's annual planning cycles where a more brand-centric perspective 'in the room' is invaluable.

From bringing brand insight and understanding to the initial development or ongoing evolution of a media strategy, to helping translate partner agencies' brand leadership into implications for Jellyfish activation.

### WHAT IT IS

A Brand Strategy Retainer ensures clients can bring in more brand-literate strategic expertise at appropriate points in their annual planning cycle, to add incremental value to an existing media strategy.

### HOW IT WORKS

We scope a Brand Strategy retainer for clients depending on need and the typical cadence/frequency of communications briefs.

Our strategists work in partnership with media and data planners (and other roster agencies) to bring a brand lens and fresh eye to key moments in the annual planning calendar.

From QBR recommendations or major campaign briefings, through to helping establish strategic platforms that can guide long term media and other activation behaviour.

### WHY IT MATTERS

- Brand is communicated through every touchpoint; brand thinking should be integrated into all key comms decision-making
- Through-funnel thinking is critical for effectiveness; it's time to remove the artificial divide between 'brand' and 'performance' activity

### WHAT YOU GET

Consistent Brand Strategy expertise will be integrated into your Jellyfish team. Depending on client scope and comms plan cadence, we can deliver support across the following:

- Upstream work with client and associated brand partners at onboarding, to establish a brand platform for any ongoing media deployment
- Lead up to and recommendations from each QBR
- Major campaign briefings, liaising with partner agencies to ensure a brand lens is brought to Jellyfish activation
- Regular consult on any new initiatives / campaigns



CUSTOMER RELATIONSHIP MARKETING

# CRM Managed Services

## Scalable CRM management to support in-house teams to drive customer engagement and build loyalty

Our award-winning, certified team can offer a comprehensive range of solutions to support in-house marketing teams looking to, improve engagement and increase revenue through CRM.

### WHAT IT IS

A comprehensive range of services aimed at managing your CRM activity from development and deployment to performance optimisation and insights. Including: Email, SMS, Push notifications, In-app message campaigns and automated programmes.

### WHY IT MATTERS

- A scalable solution, to take care of all aspects related to campaign management, working as an extension of your in-house team
- Support that can adapt to customer needs and fast-changing business priorities
- Efficiency and best practice quality control
- Highly relevant content adapting to market nuances customer context

### WHAT WE OFFER

Our team will manage the various day-to-day activities and act as an extension of your team. Coordination, efficiency and delivery against highest standards will be guaranteed and won't be impacted when business priorities shift.

We offer a flexible and scalable range of services such as:

- Email HTML development and QA testing
- Campaigns and automated programmes and optimisation including A/B testing
- Dynamic content and personalisation
- Campaign segmentation
- Campaign reporting and quarterly business reviews

Copywriting and creative can also be provided as additional support.



STRATEGY

# Experience Optimization Tech Vendor Selection

Find your ideal Experience Optimization Platform based on a shortlist of vendors aligned with your use cases and criteria

## WHAT IT IS

It is becoming more and more complicated for brands to select their Experimentation partner from a growing range of vendors.

Jellyfish martech experts will support clients in their selection process by providing them an unbiased overview of the solutions most likely to meet their business expectations.

This will enable clients to finally make a relevant choice as a result of a fair comparison process.

## HOW IT WORKS

Working closely with your team, we will map your requirements and success criteria for your ideal Experience Optimization tech platform. Our work includes:

- Discovery Questionnaire
- Discovery workshop with Maturity assessment
- Solution definition & Vendor shortlisting
- Final recommendation and next steps

## WHY IT MATTERS

You want to make a thoughtful decision when it comes to shortlisting and investing yearly in the right experience optimization technology:

1. **The experience optimization landscape is ever changing:** The market is evolving quickly with new vendors, new technologies new data challenges (privacy, technology...)
2. Jellyfish's experience optimization experts will act as trusted 3rd parties in order to review and propose a range of experimentation **platforms that really match your needs.**
3. **Future proofing your experience optimization:** As your brand grows digitally, choose a platform that meets your immediate needs and scales to accommodate your future requirements.



# Page Speed Audit

**Invest in page performance to support key growth metrics**

## WHAT IT IS

Jellyfish will conduct a thorough page speed audit of your selected web pages and will provide a detailed report on the performance, along with recommendations and priorities to aid with investment decision-making for a performance optimization programme.

## WHY IT MATTERS

- Page speed optimisation can improve engagement, conversion rates metrics and SEO rankings

## WHAT YOU GET

- Once you have provided the selected URLs we will conduct a scan to assess their page speed
- Our team will then perform a deep-dive into what is affecting your page speed KPIs
- You will receive a well-presented report on the results and guiding principles for further optimisation investment.

### Report will include:

- Visual analysis of page speed audit results
- Video of pages loading on mobile 3G
- Page speed quick-wins and priorities
- Detailed technical report for internal tech teams

The Performance Report for <https://www.jellyfish.com/en-gb>

Report generated: Tue, Oct 11, 2022 11:20 AM +0100  
Test Server Location: London, UK  
Using: Chrome (Desktop) v100.0.4896.134, Lighthouse 9.6.4  
Connection: Wi-Fi (2025 Mbps)  
Analysis options: iPhone 12/12 mini/12 Pro/13 mini

<b>B</b>	Performance 86%	Structure 81%
L. Contentful Paint	1.5s	T. Blocking Time 14ms
C. Layout Shift	0	

**Top Issues**

- High: Avoid enormous network payloads
- Low: Eliminate render-blocking resources
- Low: Reduce unused CSS
- Low: Reduce unused JavaScript
- Low: Use a Content Delivery Network (CDN)

Total size was 13.8MB  
Potential savings of 97ms

**Performance on Mobile 3G**

The Performance and Progressive Web App results of the Google Chrome Lighthouse Audit highlight where your website is falling behind (scores out of 100).

Performance: 89  
Progressive Web App: 89  
Accessibility: 90  
Best Practice: 97  
SEO: 100

**Google**  
Source: Google

"53% of mobile site visits are abandoned if it takes longer than three seconds for them to load"



CREATIVE

# SEO & Editorial Content

## Connect and convert through optimised and engaging content

Editorial content at Jellyfish brings brand narratives to life through engaging storytelling designed to connect and convert.

Rooted in strategy and powered by insights and subject matter expertise, we create premium, custom content ranging from long-form, thought leadership articles to short-form commerce pieces, all optimised for organic search.

### WHAT IT IS

Jellyfish will create content that reflects brand values and messaging across many platforms in activations ranging from customised scopes to global editorial production pieces such as:

- Longform blog articles
- Elevated interview articles
- Thought leadership pieces
- Toolkits & Newsrooms

### WHY IT MATTERS

- Build a comprehensive editorial strategy that is informed by our work with SEO, UX, and brand planning to target KPIs and reflect brand values
- Increase brand visibility via storytelling across multiple platforms with engaging and high-performing content
- Create truly compelling content with our global team of content managers and editors





# Content Tracking

Increase user engagement and potential revenue with clear content tracking

## WHAT IT IS

—

Track and understand the engagement levels of your website and app content to help drive conversions, build loyalty and generate fans. Measure how users are reading your content (bouncing, skimming, lingering or fully engaged), and build audiences of the most engaged users.



## WHY IT MATTERS

- 
- Improve content and SEO strategy
- Helps build audiences based on levels of engagement
- Supports remarketing to specific audiences based on what content they engage with
- Increase engagement with users

## HOW IT WORKS

—

Jellyfish will provide a technical implementation document to add a data structure quickly and efficiently to your website and apps before tracking implementation can take place.

This will allow you to measure:

- Which pieces of content drive the most organic traffic
- Which landing page result in conversion
- Analyse engagement with CTAs by name or location/type
- Analyse engagement with head navigation links
- Analyse time spent on a content page
- Which content authors perform the best
- Analyse type of content consumed
- Percentage of site users fall into different engagement bands

## WHAT YOU GET

- 
- Jellyfish will recommend and implement the best practice measurement for content tracking on websites and apps.
- Review the website / app to identify best tracking methodology
- Implement and QA tracking via Tag Management Solution
- Configure Google Analytics User Interface as needed
- Dual tagging of Universal Analytics and Google Analytics 4 properties for future-proofing
- Google Tag Manager Server-side tracking if you have already implemented the Server-to-Server framework for better tracking and privacy compliance.



# User Data Tracking

# Unlock the power of your first-party data

Collect data about your customers within Google Analytics in a privacy-safe manner to offer a far more personalised media and website experience.



## WHAT IT IS

—

Measure important customer attributes to connect user engagement across multiple devices and sessions. This will ensure your reports tell a more unified, holistic story about a user's relationship with your business.

## WHY IT MATTERS

—

- Personalised media and onsite experience in line with CRM data and tactics
- Consistent messaging for the user across campaign media, site, channels and device
- Targeted marketing activation
- Customer-level attribution
- Joined up view on your customers' behaviour on your own website
- Optimise user experience to maximise conversions

## WHAT YOU GET

—

Jellyfish will provide a technical implementation document to add a data structure quickly and efficiently to your website and/or app before tracking implementation can take place.

This will allow you to measure metrics such as:

- User ID
- Customer type
- CRM customer segmentation
- Purchase history
- User preferences

Include dual tagging of Universal Analytics and Google Analytics 4 properties for future-proofing or Google Tag Manager Server-side tracking for better tracking and privacy compliance if you have already implemented the Server-to-Server configuration.



CREATIVE

# Website Accessibility Audit

## An analysis of page/site accessibility for an inclusive web experience

A detailed and well-presented analysis of key pages in your website that can be used to implement accessibility optimisation.

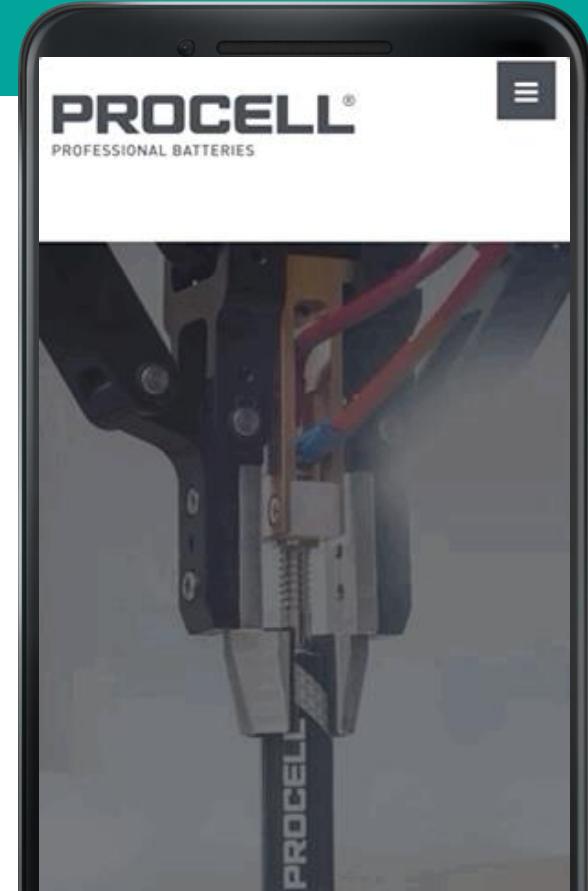
### WHAT IT IS

An accessibility report for 5+ pages:

- Provide the insights needed to encourage investment into accessibility optimisation
- Provide a visual report of accessibility to get the buy-in of stakeholders / internal teams

### WHY IT MATTERS

- **Drives Innovation** – Accessibility features in products and services can solve unanticipated problems
- **Extends Market Reach** – Accessibility contributes towards SEO & the online experience for all users
- **Enhances Brand** – Diversity and inclusion efforts are important to business success and are accelerated with well-integrated accessibility
- **Minimizes Legal Risk** – Many countries have laws requiring digital accessibility, and the issue is of increased legal concern





CREATIVE

# Website Accessibility Audit

## WHAT YOU GET

- The insights needed to encourage investment into accessibility optimisation
- A single automated scan of your pages to assess their accessibility issues
- A Google Slides report that includes (example):
  - Reasoning for investment into accessibility optimisation
  - Accessibility assessments
  - Accessibility Priorities & recommendations

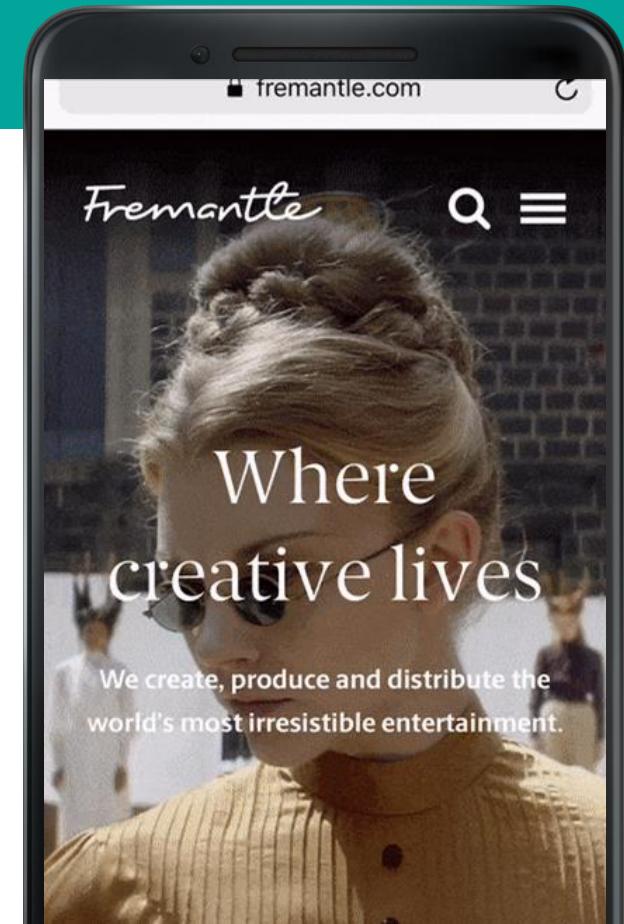
## AVAILABLE OPTIONS

- Additional pages
- In-depth manual audit

## HOW IT WORKS

Our expert team can provide a detailed and well-presented analysis of key pages in your website that can be used to drive investment and get buy-in from team members for accessibility optimisation.

This is an in-depth analysis of accessibility to give your teams the guidance they need for better performance and improved Conversion Rates (CVR).





CREATIVE

# Website Optimisation – Competitor Review

**Identify critical market trends, takeaways and weaknesses to get ahead of the competition**

## WHAT IT IS

A comprehensive review of five competitor websites to examine how they present their value proposition, and how the user experience takes visitors along conversion critical journeys.

## HOW IT WORKS

Jellyfish optimisation experts will review each competitor while focused on addressing the following questions:

- What are the best practices?
- What's inspiring?
- What are the critical/expected features?
- How are user's needs being met/unmet?
- How can we differentiate ourselves?

## WHY IT MATTERS

It's important to understand your competitors web presence to establish your own in the industry. Our analysis will help you identify optimisation opportunities so you can offer the best experience to your visitors and increase your share of the market.

## WHAT YOU GET

All findings will be summarised into key takeaways and competitor frictions that we can leverage. This valuable information will contribute to our optimisation strategy and testing roadmap.

**DE**

**Competitor Analysis - Product tile highlights**

The name of the product title is long but organized to help user to analyze informations :

- Name of the product
- Type of product
- Dimension / Color

The dimension could be an interesting information for users.

CTA and prices are put forward.

<https://www.XXXXXX.com/de/refrigerators/all-refrigerators>

The line by line design make it more complicated to compare products.



CREATIVE

# First impressions matter. Learn if your offering and key site actions register within three seconds

## WHAT IT IS

Predictive Eye Tracking (PET) analyses your main pages, CTAs, and content. It determines whether these elements effectively highlight your overall offering, if the page commands user attention, and if it easily guides prospects to desired actions in the first 3–5 seconds.

## WHY IT MATTERS

It's all about first impressions. Your most important content must be clear and visible within 3–5 seconds in order to keep your audience on your site and encourage the desired activity.

Predictive Eye Tracking reports enables us to benchmark designs and create high-converting user experiences.

## HOW IT WORKS

- We identify the three key, above-the-fold page templates or landing page areas and run the PET analysis.
- The reports are studied and analysed by our experts for opportunities to form optimisation hypotheses.

## WHAT YOU GET

Our team will provide reports for three webpages analysing key above-the-fold elements. These reports will be based on Predictive Eye Tracking and will include optimisation recommendations that feed into your user experience strategy and roadmap.

**Predictive Eye-tracking Analysis**

**Homepage**

Clarity Score	Excitement Score
80	51

**Observations**

- The new product on the hero's banner is very attractive to new visitors.
- The name of the product attracts the attention of the visitors but it doesn't redirect.
- The entrances under the banner are visible but attract few visitors' attention.
- The menu is not visible to visitors and seems very cluttered.

**Recommendations**

- Reduce the size of the banner and add a value proposition
- Clarified banner information
- Add visible CTAs to encourage visitors to visit the products / categories

**Attention map**

**Clarity map**

**Heatmap**



CREATIVE

# Website Optimisation – Remote User Testing

## Gather invaluable feedback from users while testing your website

### WHAT IT IS

Remote user testing allows you to understand how participants use your website while they're in their natural environment — on any device.

The unmoderated testing service delivers video recordings of the user session while they complete set scenarios. The participants will also provide visual and verbal feedback that's recorded throughout the session.

### WHY IT MATTERS

This testing provides rich, qualitative insights that can't be unearthed by looking into quantitative data alone.

It allows us to watch how users interact with your website as we uncover crucial details and insights, along with UX issues that can be addressed.

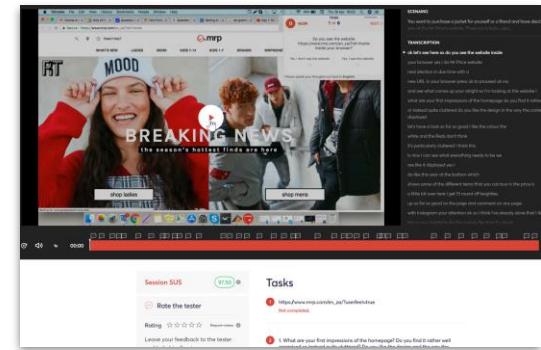
### HOW IT WORKS

Using a remote user testing platform, Jellyfish will:

- Set the script, scenario, and predefined tasks on the site based on your main conversion paths
- Recruit five users on mobile, desktop or both, with a specific profile using the platform and screening questions
- Watch and analyse the 40 minute video recordings to produce a report with findings that lead to recommendations and campaign hypotheses

### WHAT YOU GET

- Interview guide for approval (setting the questions and desired actions on site)
- Recordings of five sessions with annotated clips of key moments.
- Summary of analysis and key learnings, feedback extracts, and recommendations that feed to the optimisation strategy and roadmap.





CREATIVE

# Website Optimisation – Surveys

Gather real-time user interaction feedback to improve user journeys

## WHAT IT IS

Surveys are displayed on your website to collect user feedback on specific questions. They're often deployed when auditing and researching your current website performance. When the information is collected, the resulting insight is used to feed our optimisation strategy for future-testing and personalisation.

## HOW IT WORKS

Surveys are served to your users at certain points in their journey and triggered depending on advanced segmentation. Several types of survey inputs are available depending on the activated platform: comments, text, ratings, NPS, and choice.

We utilise most survey tools including Usabilla, Qualtrics and Hotjar.

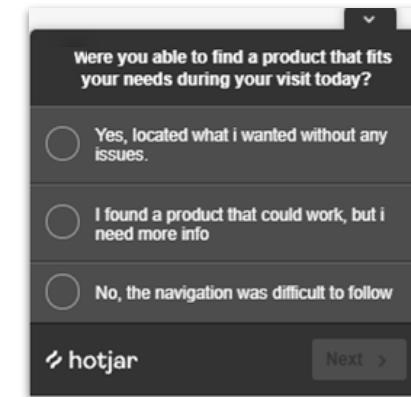
## WHY IT MATTERS

- Generate qualitative feedback that provides a deeper understanding of user challenges and help enrich the optimisation roadmap.
- Additional analysis can be generated through user segmentation.
- Resulting analysis can unlock greater insights and actionable takeaways.

## WHAT YOU GET

Surveys will be deployed during the website audit and research phases. This includes:

- User surveys, scenarios, and targeting rules
- Data report and detailed feedback
- Analysis, key learnings, and UX evolution or optimisation campaign recommendations





CREATIVE

# Website Optimisation

## Optimise your website experience to influence key performance and growth KPIs

Jellyfish Website Optimisation (also known as CRO, Experience Optimisation, or CX) is the process of strategising and executing a programme that ensures an optimised user journey for your visitors that performs and meets your key objectives.

We leverage the latest technology tools to deliver value to your customers and brands, outperform your competitors and hit your KPI targets.

### WHAT IT IS

Jellyfish helps you identify and prioritise opportunities for improving your website or landing pages to achieve your business targets.

It starts with finding user behaviour insights. We then build our optimisation strategy and implement testing designed to get users to take desired actions.

### HOW IT WORKS

Working closely with your team, we will implement our best-in-class data centric methodology to form your website optimisation strategy and then execute it to ensure it delivers against your objectives and continues to perform. Our work includes:

- Asset audits using multiple data sets
- Optimisation ideas prioritisation and strategy
- Optimisation campaign definition and production
- Launch, analyse, learn, and refine

### WHY IT MATTERS

- Understand why your prospects interact the way they do with your website
- Understand who are your key website usage segments
- Identify the biggest frictions in your user experience and address all current pain points
- Test and personalise the entire experience
- Accurately measure the impact of any changes
- Optimise your website entrance pages for performance marketing such as Paid Media
- Learn how to use your website to control key business KPIs
- Optimise user buying experiences to increase transactions, drive conversion rates, and grow revenue



CREATIVE

# App Store Optimisation

## Increasing visibility, conversion and profit in the app stores

### WHAT IT IS

App Store Optimisation (ASO) is the process of improving the organic, always-on visibility and conversion rate of an application in the app stores.

From optimising listings for the algorithms, highlighting unique App features with appealing creatives for your target audience, app store optimisation (ASO) gives you a complete framework to help your brand stand out in the app ecosystems, paving the way for lasting commercial success.

### WHY IT MATTERS

- ASO increases your app's store presence or visibility by surfacing it to a wider audience
- ASO converts more of the increased visibility into downloads
- ASO accelerates commercial growth with higher profitability by bringing in more paying customers at zero paid media costs
- ASO asserts brand dominance in the app ecosystems for your app by displacing competitors
- ASO enhances overall marketing efficiency via lower cost per install by increasing overall conversion rate of paid media traffic

### HOW IT WORKS

Our ASO program includes auditing, strategy development to asset production and iterative optimisations, delivered by App specialist practitioners.

#### Pillars for Success:

- Content & creative relevancy  
Promoting your app store assets across app distribution platforms with relevant messaging to guarantee effectiveness
- Technical app health  
Minimising algorithmic penalties that bog down ASO performance by fixing back-end issues of the app
- Smooth user experience  
Reducing frictions in user experience to mitigate penalties further by correcting product design & coding errors
- Product & brand popularity  
Improving the app's quality & maturity signals to earn platform favorability and trust



CREATIVE

# App Store Optimisation

## WHAT YOU GET

### Optimisation Strategy

After an in-depth discovery and briefing session, Jellyfish will conduct an app store audit to identify the greatest areas of opportunity for optimisation.

### Auditing will feature the following:

- Content & creative assessment of existing assets
- Technical health diagnosis
- Benchmarking against key competitors in your industry
- Ratings & reviews analysis

From the audit insights and opportunity analysis, a detailed optimisation strategy, prioritised action plan and testing roadmap are created in line with your objectives and KPIs, for your approval.

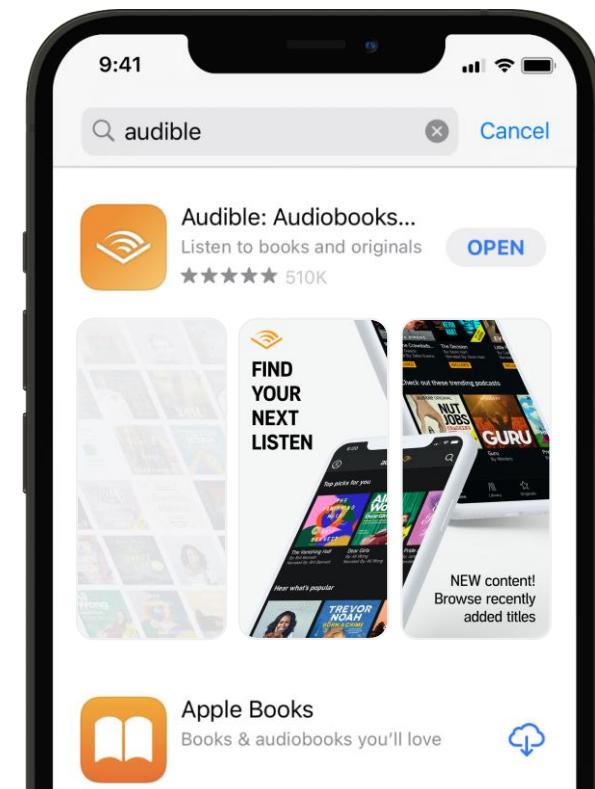
### Optimisation Management

Once strategic recommendations have been signed off, we'll launch our optimisation management programme, providing hands-on support & delivery.

- Production of metadata, content & visual assets
- Technical support to your app developers
- Seasonal promotion planning
- Measurement, reporting, research & insights
- Client communications & meetings

### OPTIONAL ADD ONS

- App Listing Measurement Review
- App Ratings & Reviews Management





CREATIVE

# App Listing Measurement Review

Measure and track  
App Store Listings  
engagements  
aligned to your  
objectives

## WHAT IT IS

Our data & strategy teams will assess your current ASO measurement framework and provide actionable recommendations to help make reporting more meaningful to your business.

## HOW IT WORKS

The Jellyfish team will send a survey to ask a number of questions about your current measurement framework, and use the results to provide feedback.

## WHAT YOU GET

During the App Listing Measurement Review, we'll deliver an analysis of:

### Your existing data operations

- KPI selection
- Data cleaning & visualisation
- Decision-making methods

### Your test management approaches

- Hypothesis formulation
- Test operations
- Learning generation

## WHY IT MATTERS

- ASO depends on data, but this data is usually over-complicated due to the nature of the platforms, so mistakes are often inevitable, and we need to identify them to fix them
- ASO can't progress without testing, but most marketers often test the wrong things and in the wrong ways, losing or wasting opportunities. We can correct this early on to prevent this loss
- While we already measure the impact of all ASO actions for you, reviewing & learning more about your current processes will certainly enhance the experience



CREATIVE

# App Ratings & Reviews Management

## Ongoing protection of your App reputation

### WHAT IT IS

We monitor, analyse and provide recommendations to improve the quality & quantity of your app ratings. As part of this, we also arm your customer support teams with the templates and strategies needed to reply to user reviews in the most effective way.

### HOW IT WORKS

Jellyfish teams will use tools like AppTweak to monitor and analyse the reviews, understand underlying causes behind poor sentiment and use the insights to tailor recommendations.

### WHAT YOU GET

We will provide continued customer support by:

- Analysing review topics
- Identifying root causes (good or bad)
- Drafting relevant templates
- Improving templates continuously to help you increase effectiveness
- Measure impact & improve

### WHY IT MATTERS

- App users are different from average consumers, so customer support should be tailored to suit this specific segment
- However, most brands don't tailor their efforts, and so the effectiveness is low, causing ratings & reviews to decline over time and negatively impacting ASO performance
- The only way to guarantee success on this front is let our ASO experts work with your customer support team to address and respond to users more wisely



CREATIVE

# Asset Optimisation

## Drive marketing performance with data-led optimised assets

Optimising your assets for Ad Creative, Websites, and/or App store listings can unlock greater opportunities and scale your efforts across all digital marketing by improving your engagement, visibility, or conversion rates.

Our industry experts leverage the latest technology and processes to continuously get the best performance from your Website, Ad Creative, or App Store listings.

### WHAT IT IS

Asset Optimisation utilises a strategic programme with a proven testing and optimisation methodology. Jellyfish will conduct a thorough auditing programme of your current assets and deliver prioritised recommendations and a testing roadmap. Our work includes developing asset variations and setting up campaigns with our optimisation team, ensuring maximum performance.

### WHY IT MATTERS

- Increase asset performance and the responsiveness of your overall media mix through continuous monitoring
- 70% of campaign performance can be attributed to creative\*
- Increase website engagement and conversion rates
- Improve organic rankings on Google Play and the Apple App Store
- Unlock new media inventory through exploratory assets and formats

### WHAT YOU GET

We provide Asset Optimisation for the following:

#### Ad Creative

Optimising ad assets to ensure they are relevant to the platform, placement, audience, and your objective

#### App Store

App Store Optimisation is the process of iterating organic app store assets to increase visibility and conversion rates on the App Store and Google Play store

#### Websites

Optimising websites and landing pages to influence consumer behaviour and drive business performance

\*Google Media Lab Research



CREATIVE

# Asset Optimisation

## WHAT YOU GET

### Optimisation Strategy\*

We will provide a comprehensive optimisation strategy based on your business goals and challenges after conducting a thorough asset audit.

#### Includes:

- Discovery session
- Business briefing
- Asset audit
- Testing roadmap
- Strategy recommendations and prioritisations
- Asset recommendations and briefing

Based on findings from the audit, Jellyfish will provide a strategy document with optimisation recommendations, prioritisation, testing roadmap, and testing approach.

### Optimisation Management

Once recommendations have been agreed on, we can start to build your optimisation programme from development of asset variations, campaign setup, reporting, and deploying the testing strategy.

As your digital partner, Jellyfish will provide ongoing optimisation management to refine your strategy and assets as recommended to ensure the best performance.

#### Includes:

- Testing cycles based on optimisation priorities and hypotheses
- Asset builds and optimisations actioned
- Performance reporting and analysis
- Quarterly business reviews to ensure the strategy is performing
- Knowledge repository from testing strategy





STRATEGY

# Brand Health Tool

Monitor how your consumers feel about your brand and track how those perceptions change over time

The most loved brands always have stronger familiarity and loyalty scores than their competitors. However, many brands tend to focus on short-term lagging indicators (e.g. revenue, engagement metrics, etc.) and not leading indicators like brand health metrics.

## WHAT IT IS

The Brand Health Tool can identify consumers' perceptions towards your brand, understand how those attitudes may be changing, and what might be influencing those trends.

## HOW IT WORKS

Our Jellyfish built dashboard allows brands to monitor the impact of their marketing and media strategies. It can track thousands of brands, which allows us to not only see how they are performing, but also that of their competitors.

The dashboard tracks funnel metrics such as:

- Ad awareness
- Aided brand awareness
- Positive brand impression
- Purchase consideration
- Purchase intent

## WHY IT MATTERS

- Analyse upper funnel metrics and understand any trends that may impact engagement metrics or even revenue
- Benchmark your brand vs. the competition
- Understand if current marketing and media strategies are effective at the brand level, by tracking metrics on a monthly or quarterly basis.

## WHAT YOU GET

Access to the following:

- Online dashboard
- Ability to filter by brand
- Ability to sort data by demographic
- Data refreshed monthly

Custom questions can be added for an additional cost (*optional*)



STRATEGY

# Brand Health Tool

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### WHAT IT IS

The Brand Health Tool can identify consumers' perceptions towards your brand, understand how those attitudes may be changing, and what might be influencing those trends.

### WHY IT MATTERS

- Analyse upper funnel metrics and understand any trends that may impact engagement metrics or even revenue
- Benchmark your brand vs. the competition
- Understand if current marketing and media strategies are effective at the brand level, by tracking metrics on a monthly or quarterly basis.

### HOW IT WORKS

Our Jellyfish built dashboard allows brands to monitor the impact of their marketing and media strategies. It can track thousands of brands, which allows us to not only see how they are performing, but also that of their competitors.

The dashboard tracks funnel metrics such as:

- Ad awareness
- Aided brand awareness
- Positive brand impression
- Purchase consideration
- Purchase intent

By tracking these metrics overtime, we can identify any lifts seen YoY or other time series.



STRATEGY

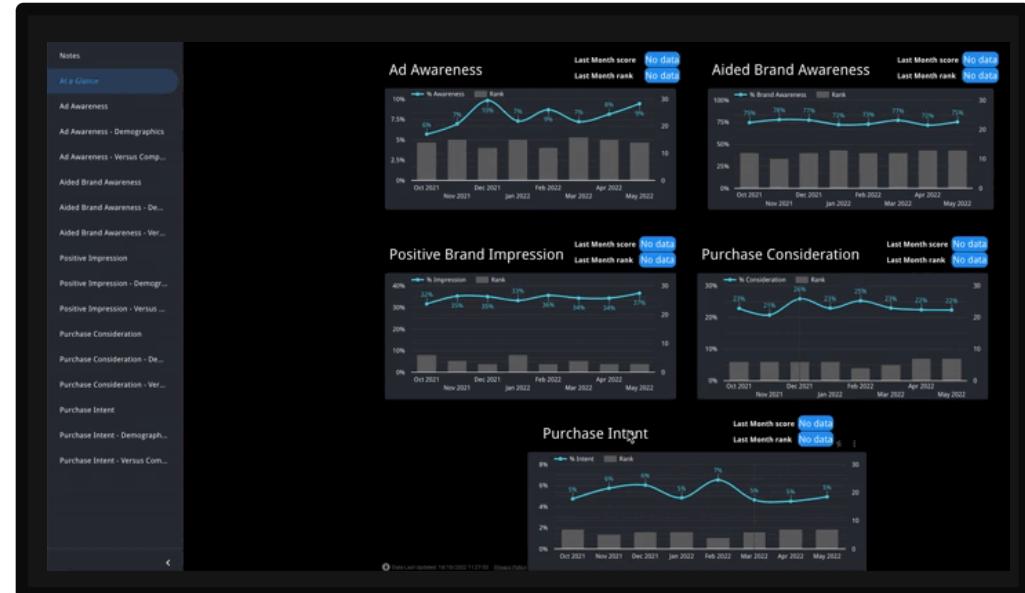
# Brand Health Tool

## WHAT YOU GET

Access to the following:

- Online dashboard
- Ability to filter by brand
- Ability to sort data by demographic
- Data refreshed monthly

Custom questions can be added for an additional cost





STRATEGY

# Brand Labs

## Develop an insightful response to a key brand challenge, via a collaborative, efficient workshop approach

Every brand has a thorny challenge or unrealised opportunity that keeps a Marketing Director up at night – from a disruptive new entrant in market, to emerging themes such as the metaverse. Few client teams have the time or resource to really take these on.

We bring a neutral but informed POV to help distil a challenge down to its key relevancy for a brand, alongside surfacing valuable, actionable new ideas and next steps.

### WHAT IT IS

Brand Labs help clients get under the skin of a specific, unrealised opportunity or threat, via an efficient, structured process that carries all key stakeholders along the journey.

### HOW IT WORKS

We agree a relevant “Lab question” that ensures the process is working towards informing a commercially clear and useful challenge. We then go through a short but intensive process of landscape research using a breadth of Market Intel sources, and pull this together to inform a customised Brand Lab workshop.

Key stakeholders are invited to the Brand Lab, where a Jellyfish Brand Strategist moderates and consolidates discussion and key findings.

A quick turnaround follow-up effort then translates these findings into an actionable set of proposed next steps, with clear rationale for the brand.

### WHY IT MATTERS

- Better understanding of your brand in a real-world context today and tomorrow
- A quick shortcut to an informed rationale for test & learn activity, more thorough follow-up investigation and/or budget sign-off
- Answers to that dreaded CEO corridor question, “so what are we doing about xxxx?”
- Brings key stakeholders with you for more efficient decision making

### WHAT YOU GET

Jellyfish oversee the Brand Lab process from question definition to final recommendations. We deliver:

- Background landscape research including application of all/any relevant Jellyfish Market Intel tools and panels
- Design, preparation and moderation of a customised 1-2 hr Brand Lab session (can quote for multiple if different stakeholder groups are involved) including Jellyfish SMEs as appropriate
- Subsequent findings summary including proposed next step recommendations and accompanying rationale



STRATEGY

# Brand Labs

## QUESTION

- Challenge interrogation; issue, context, stakeholders
- Proposal development

## OUTPUT

An agreed Brand Lab 'exam question' and agreement on associated Lab logistics

## PREP

- Brand Strategy, Market Intelligence and Data Planning combine forces to interrogate the exam question
- Custom research / internal and external specialist consultation as required

## OUTPUT

Relevant workshop stimulus  
Agreed approach for Lab session(s)

## LAB

- Moderated workshop session(s) with appropriate client stakeholders, Jellyfish and (potentially) external SMEs.

## OUTPUT

Answers to the exam question

## PLAYBACK

- Workshop preparation and session findings summarised
- Concerns, questions, next actions, recommendations captured.

## OUTPUT

Brand Lab summary share session and report



STRATEGY

# Brand Positioning

A strategically robust, creatively inspiring definition of the space a brand can (try to) own in the mind of its consumers.

As new industries, brands, products and services are launched in a never-ending cycle, it is critical for our clients to understand the landscape in which they are marketing. Then ensure they have a salient positioning to set them apart from competitors and feel relevant to prospective consumers.

## WHAT IT IS

Wherever a client is, in their journey towards a clear and effective positioning, we can support.

Definition, where we create a fresh positioning and accompanying value proposition(s) for a brand and its product(s), from interrogation of category and consumer

Or Evolution, where we take an existing brand positioning and adapt to meet a new challenge, or refresh to better align with an evolving category or consumer.

## HOW IT WORKS

Our Brand Strategy team brings extensive experience in positioning development across a range of global brands and categories.

Using a robust, data-informed interrogation of the brand's context (consumer, category, company) and aligning with any existing client frameworks as appropriate, we can bring a fresh, informed eye to how best to tell a brand's story in market today.

## WHY IT MATTERS

- 
- A clear positioning informs stronger comms briefs, clearer value props, and inspires ideas that drive stand out and salience
- It acts as an ongoing compass and checkpoint to ensure all consumer touchpoints build towards a strong, consistent and ownable brand presence for the long term

## WHAT YOU GET

*Definition* of a new brand, product or service positioning:

- Discovery to determine brand opportunities
- Creation of the new positioning
- Articulation (mission, vision, value props to key audiences)

*Evolution* of existing brand, product or service positioning:

- Discovery of competitive landscape and consumer need
- Evaluation of strengths and weaknesses in context
- Evolution idea & recommendations for effective activation within owned spaces and communications

*Both*

- A creative brief to inspire development of a new Visual Identity or activation brief to kick off campaign-specific ideation (refer to Campaign Ideation Product for more on this)
- Support with stakeholder engagement & sign-off



STRATEGY

# Brand Positioning

## AMBITION

- Establish brand and business objectives
- Define relevant guardrails
- Interrogate brand history
- Light touch category review

## OUTPUT

Brand brief definition

## CONTEXT

- Data-led & qualitative interrogation of the Consumer, Category & Company

## OUTPUT

- Summary of key insights  
Initial brand hypotheses

## OPPORTUNITY

- Develop 2-3 insight-led options for a headline brand positioning & associated value propositions by audience / sub-brand
- Stakeholder shares and refinement
- Final definition

## OUTPUT

- Brand positioning summary & initial activation thinking

## ACTIVATION

- Ideation workshop(s) as a springboard from positioning into visual identity, creative, content or media behaviour
- Development of specific activations briefs as needed

## OUTPUT

- Activation briefs & first ideas



# Enable a direct and reliable link between your marketing data and social media platforms

With recent industry privacy changes, CAPI becomes a key element for social media platforms to retain strong data quality.

## WHAT IS IT

Conversions API (CAPI) is a Server-to-Server solution that addresses key web-tracking challenges and offers a future-ready platform for advanced measurement.

CAPI is a solution for maintaining strong signal quality and optimising bids in response to constraints from client-side tracking imposed by browsers.

## HOW IT WORKS

CAPI enables communication between your server and chosen platform's server for high-quality data signals, which will help mitigate the decline in data from default ad-blockers and thus enable algorithms to learn and work harder, resulting in improved targeting and return on ad spend.

## WHY IT MATTERS

- **Improved signal quality**  
Increasing the amount of data sent to social media platforms (+25% on average for Meta). It increases media performance by recapturing lost signals.
- **Improved user privacy**  
As all tags are sent to a server-side container, allowing any leaked PII to be redacted prior to reaching social media platforms.
- **Ability to send CRM data in a privacy-safe way**
- **Prerequisite to perform Conversion Lift testing** and other testing methodologies (e.g. Multi-Party Computation).



# CAPI Solutions

## WHAT DO YOU GET

The implementation of CAPI can vary depending on your setup. Jellyfish can support you Implement CAPI in 3 ways:

- Server Side implementation of CAPI using sGTM (Server Google Tag Manager)
- If you are using a CRM system to collect and store offline events data
- Or if you only need guidance on CAPI implementation.

### Option 1 : CAPI Solutions implementation (sGTM)

- Technical Assessment
- Client runthrough (presentation of the benefits of the solution)
- Implementation and technical documentation
- Technical Support for Data Layer
- cGTM, sGTM and media platform configuration
- Quality Assessment

### Option 3 : Consulting

- Discovery Session
- Tracking Audit
- Technical Planning
- Business Manager Configuration
- Tagging Guide on how to implement Conversions API
- Testing

### Option 2 : Customer Data platform

- Discovery Session
- Tracking Audit
- CDP Taxonomy
- Business Manager Configuration
- CDP Configuration of the conversions API
- Testing



MEDIA

# CDP/Marketing Automation Vendor Selection

## Choose the right platform vendor for your business needs

When it comes to choosing the next piece of marketing technology in your stack, making the right decision can have significant impact on your business results. The CDP/Marketing Automation Vendor Selection aims to give clients the confidence to make the best possible decisions when it comes to CDPs and Customer Engagement platforms.

### WHAT IT IS

CDP/Marketing Automation Vendor Selection supports clients in scrutinising the offering of martech vendors and creating visibility in how they compare so that ultimately the client can select those that best meet the client's business needs.

### WHY IT MATTERS

- Choose the right tool that can cover your use cases
- Identify the desired functionalities
- List the types of tools currently used and whether they are connected to each other
- Conduct a market survey of the platforms that best meet your needs versus the current architecture

### HOW IT WORKS

Jellyfish will share our extensive platform knowledge to identify the best-fitting platform types and recommend a possible vendor.



MEDIA

# CDP/Marketing Automation Selection

## WHAT YOU GET

—  
Jellyfish will provide the following for CDPs and/or Customer Engagement platforms:

### Vendor Shortlist

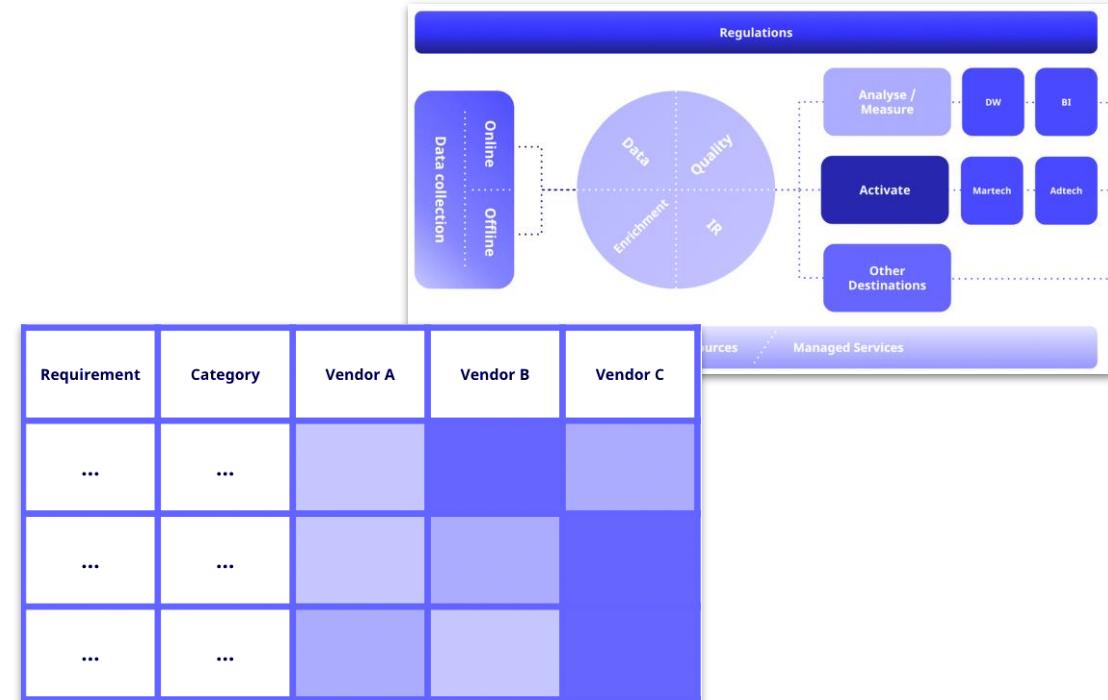
Shortlist of two vendors as standard, based on the client's goals and use cases.

### RFP Document

Jellyfish will assist the client in putting an RFP together, ensuring the right topics are covered.

### Selection Assistance

Jellyfish will provide a pros and cons summary to help the client make an informed decision.





MEDIA

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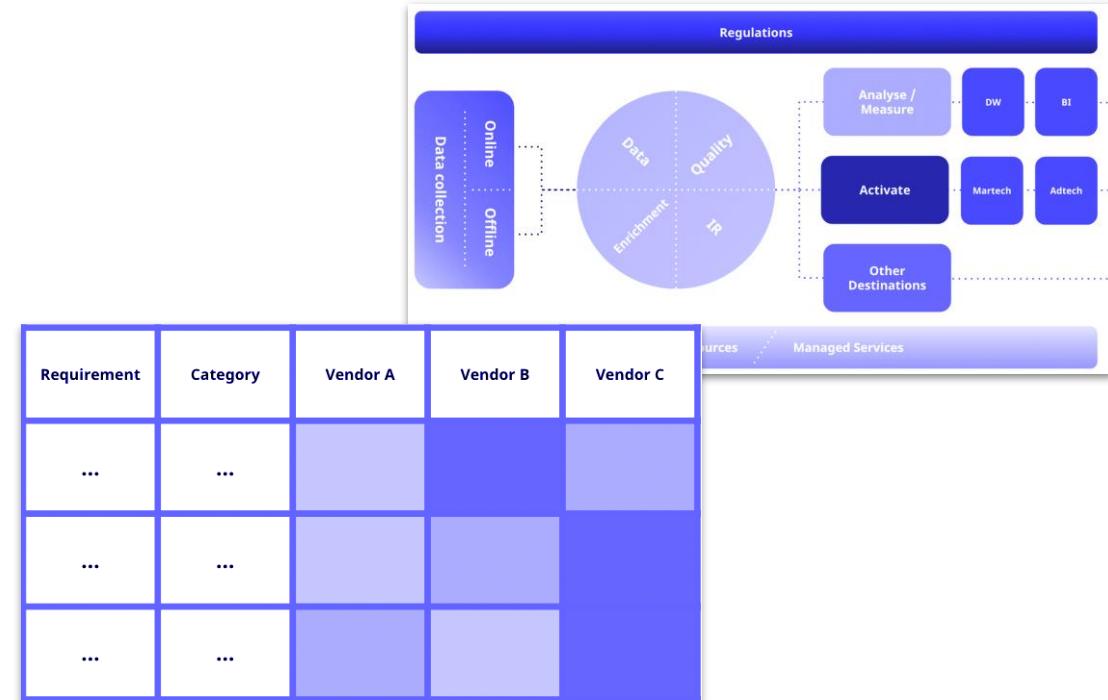
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TECHNOLOGY

# Campaign Manager 360

Streamline your digital marketing across mobile and web with one ad management platform

## WHAT IT IS

Campaign Manager 360 is a web-based ad management platform. Powerful features for ad serving, targeting, verification and reporting let you take control of your digital market on web and mobile.



Campaign Manager

## WHY IT MATTERS

- Manage your ad activity and data from one central place
- Measure performance across all channels
- Automate workflows to increase the effectiveness of your campaigns
- Understand performance with flexible reporting
- Create custom reports to see the metrics that matter most to you
- Integrate with your other Google Marketing platforms

## HOW WE HELP YOU

We provide a comprehensive platform support package that helps you get started with:

- Platform Activation** to set you up seamlessly
- Technical Support** to help troubleshoot issues
- Proactive Support** for monthly check-ins
- GMP Training** with access to Jellyfish GMP Digital Learning platform

## WHAT'S INCLUDED

Our Campaign Manager 360 platform partner package gets you set up and ready to go. We take the time to understand your specific business requirements and then activate the platform, ready for your teams to configure.

### Platform Activation includes:

- User roles, access and management set-up
- Account organisation
- Billing considerations
- Platform seat creation

See over page for more details on what's included



## TECHNOLOGY

# Campaign Manager 360

## WHAT'S INCLUDED

---

### Technical Support

We provide technical support through our Jellyfish Support Portal to help troubleshoot issues and/or resolve technical questions related to the platform.

### Supporting issues such as:

- Error notifications
- Account setup and hierarchy recommendations
- Naming convention recommendations
- User access management
- Floodlight and audience configuration
- Reporting recommendations and best practices
- Floodlight troubleshooting issues
- Working with Google Support if required

### Training

You will receive two logins for our Jellyfish GMP Digital Learning platform. This provides practitioner support and personalised learning recommendations that encourage feature adoption and best practice.

### GMP Digital Learning platform has:

- **Searchable support resources**
- **Screen recordings** to walk you through implementation and best practice
- **Personalised learning** recommendations to encourage new feature adoption
- **Flexible on demand learning** without mandatory modules or tests to block you
- **New feature updates** shared to keep you up to date
- **Expert knowledge** written by experienced Jellyfish practitioners

### Proactive Support

A dedicated account manager will provide support with monthly check-ins to ensure you're always at the very forefront of ad tech industry developments and offer practical advice on getting the most from the platform.

### Optional Support

---

We can provide additional support options if you need more help implementing best practices and strategic thinking into your digital strategy:

- **Platform Implementation** – Our platform specialists can help you with a comprehensive design and build of the GMP technology stack
- **Additional Support** – Maximise your media effectiveness with expert advice on everything from audience strategy to display creative



Campaign Manager



# User experience and data driven websites that make the most of your brand

## WHAT IT IS

Our team of industry experts can deliver a dedicated website built to increase set target metrics such as drive conversions and capture leads. Founded on the principles of great user experience, creative design and reliable engineering build on industry standard Content Management Systems (CMS)

## HOW IT WORKS

We can work with you based around your business needs and deliver start to finish websites with regular maintenance or provide strategic recommendations for your in-house team to build.

We provide the following:

- **Phase 1: Discovery & Definition**  
Guided sessions including activities such as requirements gathering, stakeholder interviews, ux & creative concepts, requirements prioritisation and estimation (*Can be sold as a standalone*)
- **Phase 2: Design, Development, Deployment**  
Using our plan created in the previous phase we work to built out the solution in a series of sprints, before completing final QA, UAT and deployment activities. (*Can be sold as a Front-End only*)
- **Maintenance Retainer**  
On-going post deployment maintenance and enhancement retainer (*Optional*)





CREATIVE

# CMS Brand Sites

## WHY IT MATTERS

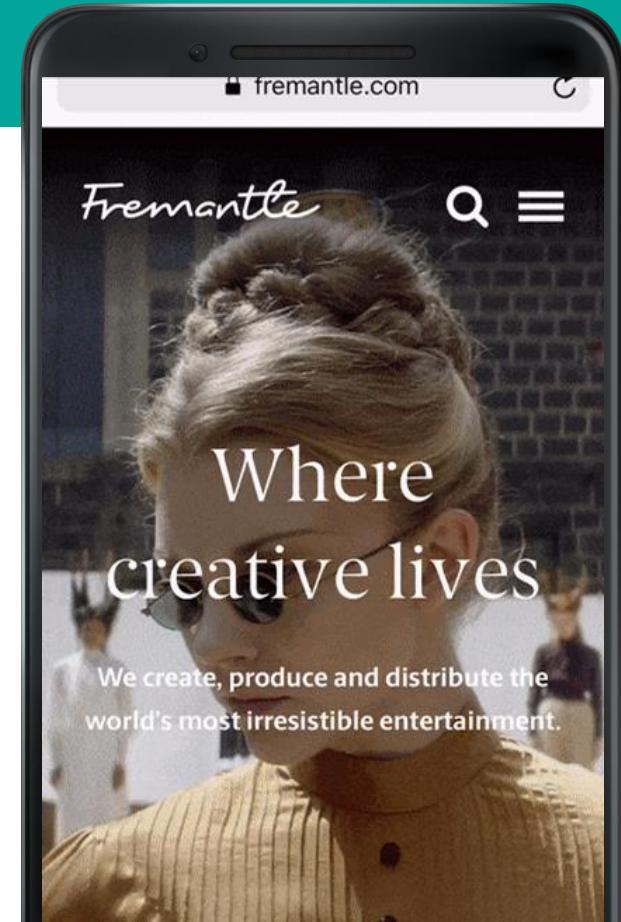
- Build a customised website that is aligned with your goals and expectations
- Provide a seamless user journey relevant to the target audience to drive your performance metrics
- Increase engagement and conversion rate potential
- Maximise search engine visibility
- Designed and built to optimise speed and performance
- A scalable solution design ready to handle any spikes in web traffic
- Quick and easy to deploy

## WHAT YOU GET

- A well-crafted and high-performing website for your organisation including:
  - A selection of high-performing bespoke-designed and developed components
  - Fast page load speeds for better CVR and SEO
  - Mobile first built and fully responsive
  - Latest browser and device support
  - Google Tag Manager tracking enabled
  - AA accessibility compliant
  - Form submission CRM integration
  - Form submission data retention in the event your CRM is unavailable

## AVAILABLE OPTIONS

- Cloud Hosting for your new website
- Our content team can support with copy creation if required





CREATIVE

# CMS Landing Pages

**Maximise the performance of your paid media campaign with our CMS-driven landing page solution**

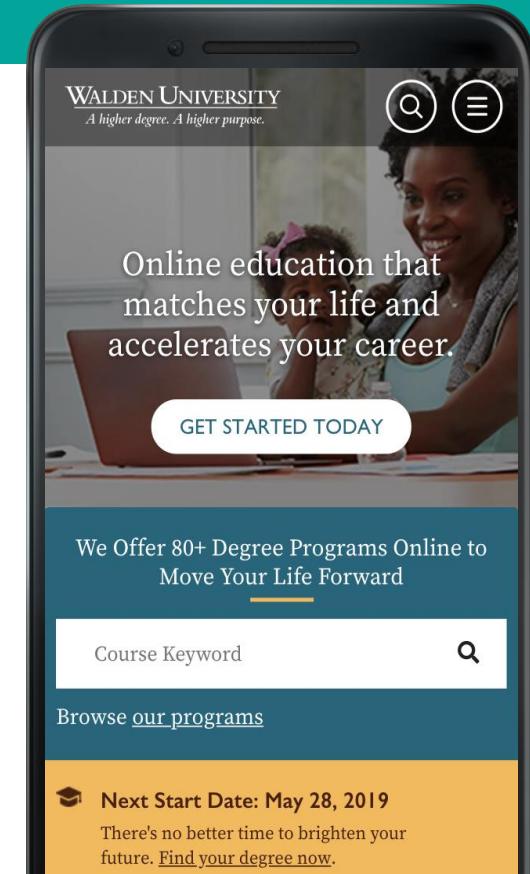
Have full control of your dedicated landing pages to maximise the performance of your paid media campaign using our highly-optimised Wordpress powered landing page solution.

## WHAT IT IS

Our CMS-based landing page solution allows you to quickly deploy and manage multiple new landing pages and integrate with third party CRMs and APIs.

### They are designed to:

- Give you control over a suite of targeted landing pages optimised for your campaigns including the ability to quickly add/change content and pages
- Provide a seamless user journey relevant to the target audience.
- Invite the consumer to engage through persuasion signals such as testimonials, videos, stats and clear calls to action.
- Communicate the campaign proposition, unique selling points (USPs) and the desired user action above the fold; maximising the prospects' intent





CREATIVE

# CMS Landing Pages

## WHY IT MATTERS

- Purpose-built for the best conversion rate and designed to optimise for your objectives.
- Fully integrated with your CRM and APIs ensures efficient processing of leads
- Designed and built to optimise speed and performance to maximise paid media campaigns
- Mobile-first and fully responsive design offers best user experience
- Cost-effective approach for tactical campaigns
- CMS-driven architecture enables rapid changes and new pages quickly and easily

## HOW IT WORKS

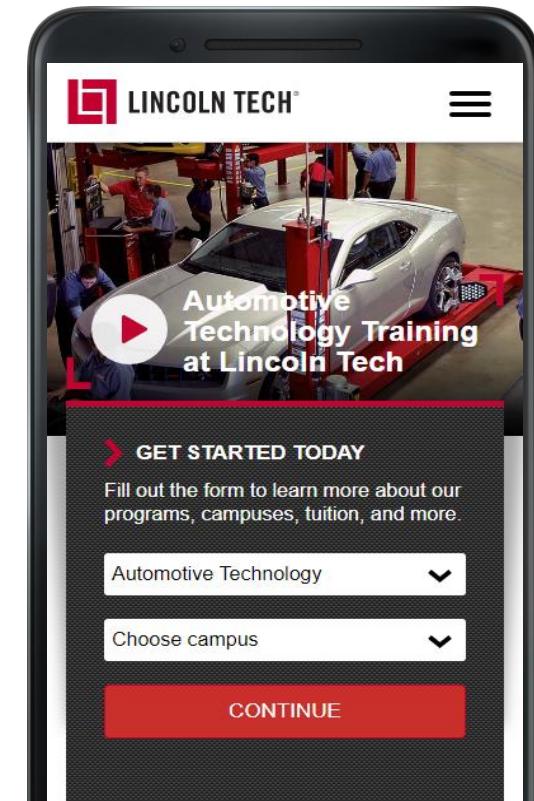
- 1. Discovery & Definition** – Understanding & defining your requirements
- 2. Design & Development** – Design & Implementation of your solution
- 3. Deployment & Evaluation** – Deployment to the cloud and review KPIs
- 4. Maintenance Retainer** – Ongoing support

## WHAT YOU GET

- Bespoke-designed templates (brand imagery, messaging, colours and page components)
- A selection of tailored components (structured page “blocks” for your content)
- Creative and copy review by Jellyfish team
- Latest browser and device support
- Google Tag Manager tracking enabled
- AA accessibility compliance following WCAG standards
- Local form submission redundancy and CRM integration

## AVAILABLE OPTIONS

- Cloud Hosting
- Content creation
- Fully Managed Cloud Support





CREATIVE

# Commerce Content

## Reach shoppers in any market with content optimised to perform

Combining platform, search, and commerce expertise with proprietary tech and the best global talent, Jellyfish produces multilingual performance content at scale.

We support brands at every stage of their digital maturity, producing relevant and engaging content that transforms browsers into buyers.

\*Wunderman Thompson – The Future Shopper 2022

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### WHAT IT IS

—

Jellyfish will produce optimised copy for your direct-to-consumer site to support the buying journey:

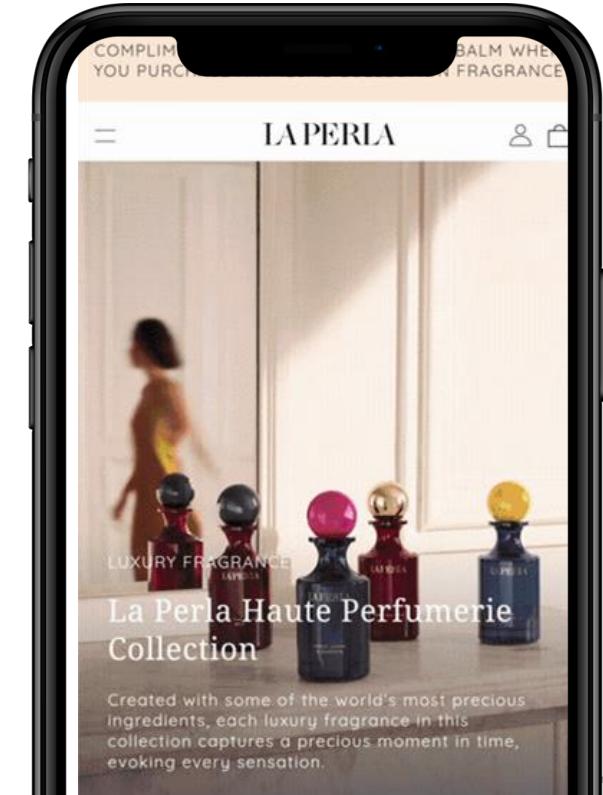
- Product Detail Pages (PDP)
- Product Listing Pages (PLP)
- Category Listing Pages (CLP)
- Buying Guides
- How-to-Guides

### WHY IT MATTERS

—

80% of global shoppers say they want to move from inspiration to purchase as quickly as possible\*

- Match search intent and attract consumers to your site
- Increase basket size with detailed product info and useful content at every stage of the buying journey
- Deliver localised experiences in target markets while maintaining a consistent global brand presence
- Optimise retail media spend with relevant content at the point of purchase
- Keep up with large product volumes, regular launches and the ever-changing retail and commerce calendar with bespoke and scaled delivery models





CREATIVE

# Amazon / Marketplace Content

## Reach shoppers and drive purchase intent across global marketplaces

Rooted in brand DNA and combining platform, search behaviour, and commerce expertise with proprietary tech and the best global talent, Jellyfish produces multilingual performance content at scale.

We support brands at every stage of their digital maturity, creating relevant and engaging content that transforms browsers into buyers.

### WHAT IT IS

Jellyfish will build your platform-ready assets for Amazon and other global marketplaces. Each asset will be optimised for performance at key stages of the consumer journey.

- Product pages
- Below-the-fold A+ standard & premium content
- Brand store copy & creative
- Product video and 360 spin image production

### WHY IT MATTERS

71% of factors that influence Amazon shopping relate to product page content\*

- Increase visibility in SERP by matching Amazon/marketplace algorithm SEO requirements
- Increase brand salience with a harmonious digital brand experience
- Engage consumers with relevant and localised content in target markets
- Increase basket size with relevant product/range/brand content at the point of purchase
- Optimise retail media spend with relevant brand and product content

\*Amazon 2020



CREATIVE

# Amazon Ad Creative

## Elevate campaign performance with assets that cut through the clutter

To ensure brands thrive in today's marketing ecosystem, Jellyfish create, build and scale advertising creative so that campaigns cut through the clutter. We offer a seamless convergence of data, technology & creativity, resulting in best-in-class ad format executions. With a full range of exciting options, from banner ads to the cutting edge of data driven interactive formats.

### WHAT IT IS

Jellyfish will build your platform-ready assets to maximise the performance of your campaign activity across Amazon DSP. We ensure all assets are optimised for the channel, placement, audience, and objective, making assets work as hard as possible leading to greater paid media performance.

### WHY IT MATTERS

- Our creative execution and production fulfilment is rooted in best practices that are always up to date, and have been thoroughly tested and proven
- Creative is now the key driver of performance, as long as brands can scale their assets effectively to make them relevant and platform ready

### HOW IT WORKS

We work closely with the media team to create a strategy that utilises best practices to ensure your ad creative objectives are met and exceeded.

**We offer three options to support your retail media strategy:**

- Static ads
- Templated animated or interactive ads
- Bespoke HTML5 ads and/or dynamic product based display ads





CREATIVE

# CRM Content

# Create high performing CRM campaigns with engaging and optimised assets

Jellyfish can create cohesive and high-performing CRM campaigns with messaging tailored to the target audience and engaging images, optimised for platform.

We retain brand consistency while making your assets work harder for you across all your CRM communications.

## WHAT IT IS



Jellyfish can provide optimised creative assets and high performance copywriting for emails, SMS, push notifications and in-app messages.

## WHAT WE OFFER

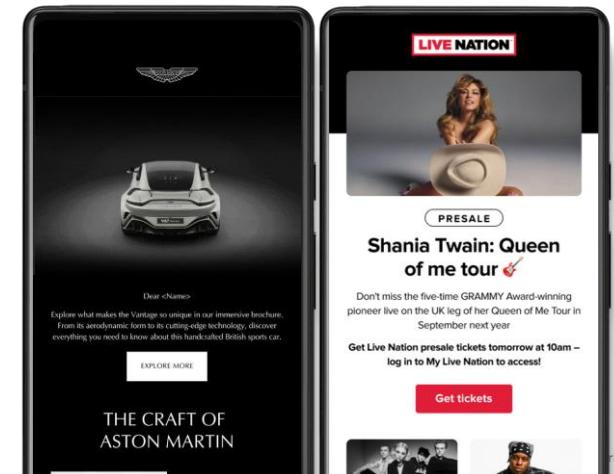


- Image editing, cropping, resizing
- Asset optimising for platform
- GIF creation
- Campaign copywriting
- Subject line and preheader creation

## WHY IT MATTERS



- **Brand consistency:** right size, format, shape, colour, style, font
- **Speed:** curated, quality controlled, ready for use
- **High-performing content:** optimised copy that takes into account brand tone of voice, market nuances, targeted audience and best performing keywords





CREATIVE

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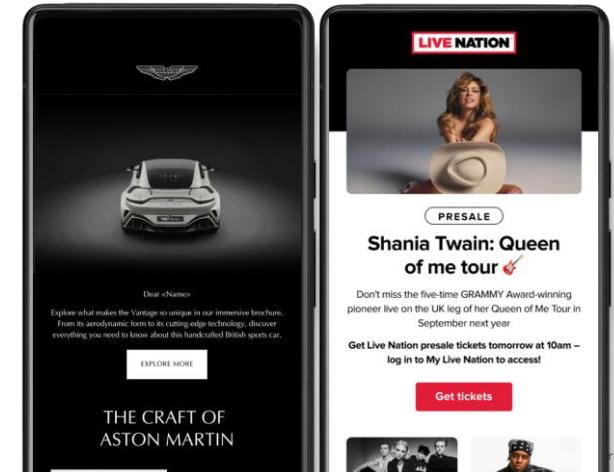


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CUSTOMER RELATIONSHIP MARKETING

# CRM Managed Services

## Scalable CRM management to support in-house teams to drive customer engagement and build loyalty

Our award-winning, certified team can offer a comprehensive range of solutions to support in-house marketing teams looking to, improve engagement and increase revenue through CRM.

### WHAT IT IS

A comprehensive range of services aimed at managing your CRM activity from development and deployment to performance optimisation and insights. Including: Email, SMS, Push notifications, In-app message campaigns and automated programmes.

### WHY IT MATTERS

- A scalable solution, to take care of all aspects related to campaign management, working as an extension of your in-house team
- Support that can adapt to customer needs and fast-changing business priorities
- Efficiency and best practice quality control
- Highly relevant content adapting to market nuances customer context

### WHAT WE OFFER

Our team will manage the various day-to-day activities and act as an extension of your team. Coordination, efficiency and delivery against highest standards will be guaranteed and won't be impacted when business priorities shift.

We offer a flexible and scalable range of services such as:

- Email HTML development and QA testing
- Campaigns and automated programmes and optimisation including A/B testing
- Dynamic content and personalisation
- Campaign segmentation
- Campaign reporting and quarterly business reviews

Copywriting and creative can also be provided as additional support.



CREATIVE

# Custom Landing Pages

## Customise templated landing pages that maximise the performance of your campaigns

Quickly deploy a dedicated high performing static landing page with a bespoke-designed template tailored to your goals and requirements.

Our custom landing pages are fast and optimise the performance of your paid media spend.

### WHAT IT IS

A landing page is a hard working, stand-alone, destination URL that is built to increase set target metrics, drive conversions and capture leads.

With a custom-designed landing page template you can be sure these are fully aligned to your brand.

### They are designed to:

- Be fully customisable, change every aspect of the design to fit your requirements.
- Provide a seamless user journey relevant to the target audience.
- Invite the consumer to engage through persuasion signals such as testimonials, videos, stats and clear calls to action.
- Communicate the campaign proposition, unique selling points (USPs) and the desired user action above the fold.
- Maximise the prospects' intent

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CREATIVE

# Custom Landing Pages

## WHY IT MATTERS

- Cost-effective approach for tactical campaigns
- Customisable template that allows you to truly align to your brand
- Designed and built to optimise speed and performance to maximise paid medial CVR

## HOW IT WORKS

Before we start our web team will run a quick discovery & definition session to establish the brief, your objectives and understand brand guidelines.

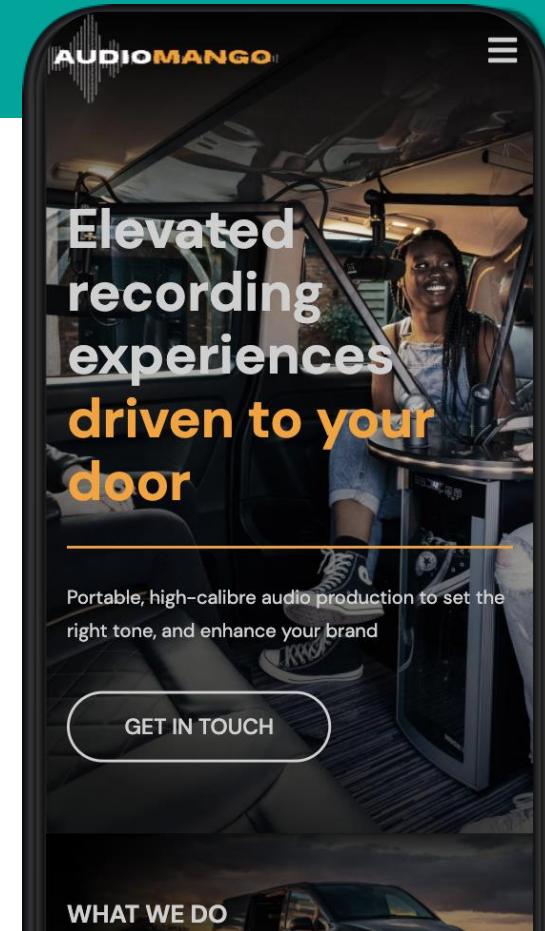
The team will design a mock up for approval before building the template and adding the custom components for sign off and pushing live.

## WHAT YOU GET

- A custom-designed static (hard-coded) template
- Fully customise the design (brand imagery, messaging, colours, components)
- Ability to integrate with a third party form services such as Mailchimp or DotDigital
- Creative and copy review by Jellyfish content team
- Latest browser and device support
- Google Tag Manager tracking enabled
- AA accessibility compliance following WCAG standards

## AVAILABLE OPTIONS

- Hosting
- Content creation
- Maintenance retainer





# Customer Data Matching - Enhanced conversion

## Leverage your 1st party data to accurately report conversions and enhance media performance in Google

As browser and privacy landscape continue to evolve, measurement gaps create blind spots that hinders data collection and optimisation. Brands need to increase the amount of observable data within a privacy sensitive manner.

### WHAT IT IS

Enhanced Conversions encrypts your user's self-identified data and sends it to Google to join against Google's logged-in data. This leads to correctly attributed conversions and allows the algorithm to work harder for you, resulting in better marketing performance.

### WHY IT MATTERS

- By sharing incremental data with Google, it allows the algorithm to work harder, leading to better targeting, bidding and modeling..
- Enhanced Conversions increases the quantity of data by leveraging Google's user/device graph.
- On average clients observe a **+5%** CVR increase on search campaigns, **+12%** on Youtube for actions\*
- Improved attribution of conversions and attribution reporting
- Improved marketing performance

\*Source: Google Enterprise Marketing Portal

### HOW IT WORKS?

There are two mechanisms for deploying Enhanced Conversions:

- **Google Tag Manager or gtag.js**
- API

### WHAT DO YOU GET

Jellyfish will provide implementation support that includes :

- Run client through benefits of solution
- Technical Assessment
- Implementation and technical documentation
- Technical Support for Data Layer implementation
- Platform Configuration
- QA





# Customer Data Matching - Advanced Matching

## Leverage your 1st party data to accurately report conversions and enhance media performance in Meta

As browser and privacy landscape continue to evolve, measurement gaps create blind spots that hinders data collection and optimisation. Brands need to increase the amount of observable data within a privacy sensitive manner.

### WHAT IT IS

Advanced Matching encrypts your user's self-identified data and sends it to Meta to join against Meta's logged-in data. This leads to correctly attributed conversions and allows the algorithm to work harder for you, resulting in better marketing performance.

### WHY IT MATTERS

By sharing incremental data with Meta, it allows the algorithm to work harder, which leads to better marketing performance.

- Increased number of attributed conversions and attribution reporting
- More powerful bidding
- Increase custom audience size
- Decrease the cost per conversion
- Protect the users privacy

### HOW IT WORKS

There are two mechanisms for deploying Advanced Matching :

**Automatic Advanced Matching:** This is enabled within Meta Business Manager.

**Manual Advanced Matching:** This allows clients to share specific data with Meta once available.

Our recommendation is to implement both, at the same time and as such both will be implemented in this solution

### WHAT DO YOU GET

Jellyfish will provide implementation support that includes :

- Run client through benefits of solution
- Technical Assessment
- Implementation and technical documentation
- Technical Support for Data Layer implementation
- Platform Configuration
- QA





# Customer Data Matching - Enhanced conversion

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As browser and privacy landscape continue to evolve, measurement gaps create blind spots that hinders data collection and optimisation. Brands need to increase the amount of observable data within a privacy sensitive manner.

### WHAT IT IS

Enhanced Conversions encrypts your user's self-identified data and sends it to Google to join against Google's logged-in data. This leads to correctly attributed conversions and allows the algorithm to work harder for you, resulting in better marketing performance.

### WHY IT MATTERS

- By sharing incremental data with Google, it allows the algorithm to work harder, leading to better targeting, bidding and modeling..
- Enhanced Conversions increases the quantity of data by leveraging Google's user/device graph.
- On average clients observe a **+5%** CVR increase on search campaigns, **+12%** on Youtube for actions\*
- Improved attribution of conversions and attribution reporting
- Improved marketing performance

\*Source: *Google Enterprise Marketing Portal*

### HOW IT WORKS?

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- **Google Tag Manager or gtag.js**
- API

### WHAT DO YOU GET

Jellyfish will provide implementation support that includes :

- Run client through benefits of solution
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- Technical Support for Data Layer implementation
- Platform Configuration
- QA





# Customer Data Matching - Advanced Matching

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- Platform Configuration
- QA





STRATEGY

# Customer Lifecycle Planning

## Maximise your customer data to drive value and ROI with data-driven customer-centric strategies

Consumers expect brands to understand and predict their needs and deliver great experiences. Through a data-driven mindset, brands can execute more customer-centric strategies that can be measured across channels and increase the profitability of their customers.

### WHAT IT IS

Customer Lifecycle Planning provides brands of all sizes with a bespoke customer lifecycle strategy, including a clear plan for activation and expert support throughout the process.

### WHY IT MATTERS

- Maximise profitability of existing customers
- Maximise your first-party data and CRM technology
- Align teams to deliver one consistent communication strategy
- Enhance current customer communication to be relevant
- Deliver maximum value and efficiency through marketing automation
- Encourage loyalty and retain customers

### HOW IT WORKS

We combine our leading marketing, data and analytics expertise with next generation technology to help drive business impact.

Jellyfish will deliver a bespoke, data-driven customer lifecycle strategy which follows these five key phases:

- Discovery meeting
- Deep-dive stakeholder meetings
- Discovery phase alignment
- Customer Lifecycle Mapping Recommendations
- Customer Lifecycle Strategy Document



STRATEGY

# Customer Lifecycle Planning

## WHAT YOU GET

As part of the final customer lifecycle strategy, Jellyfish will produce the following plans for your teams to activate:

### Customer Lifecycle Map

New Customer Lifecycle Map with an outline of all potential programmes and campaigns

### Programme Designs

Detailed design of three priority programmes that includes:

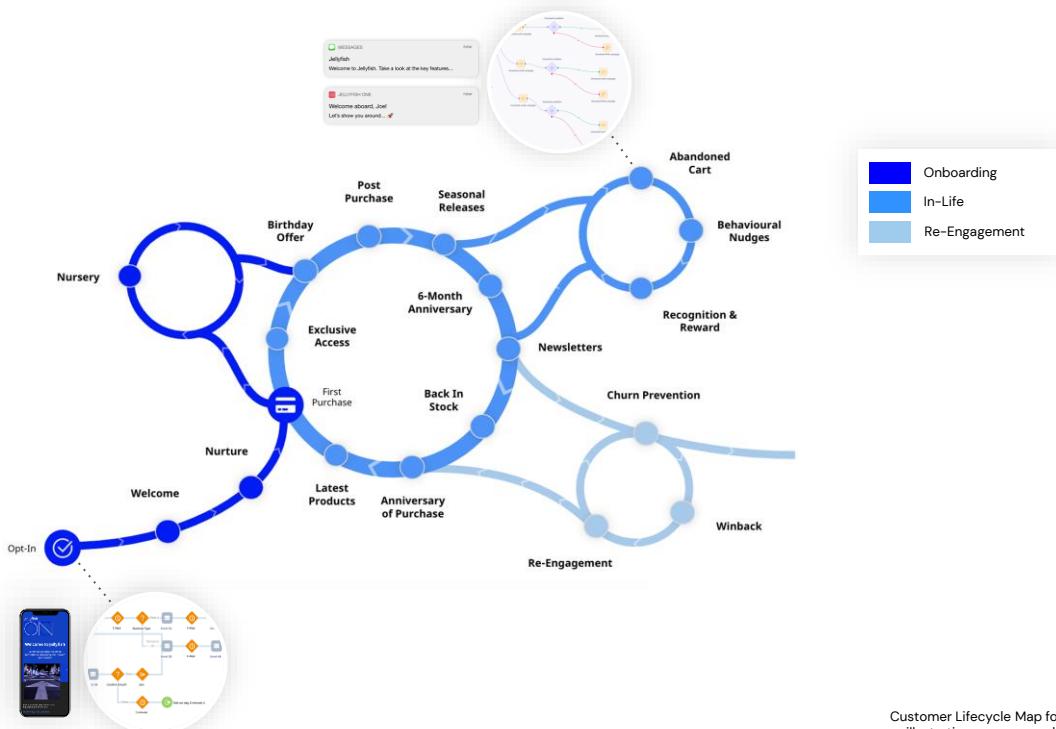
- Programme Overview
- Programme Flow
- Campaign Messaging Overview
- Data Brief and Content Briefs

### Test and Learn Plan

Development of key testing components across three chosen priority programmes to optimise and enhance performance post-launch

### Measurement Recommendations

Identification of key metrics and KPIs to measure performance in relation to the three chosen priority programmes



Customer Lifecycle Map for illustration purposes only

advanced-analytics-and-modelling BEFORE SHARING WITH CLIENTS



## Ads Data Hub

# Measure, report, and predict user behaviour in a cookieless marketing world

User-level data powers reports and models that show gaps in strategy, opportunities for new revenue, and even trends that can keep you ahead of the market. As cookies and similar methods for collecting this data give way to privacy laws, Ads Data Hub (ADH) puts the power of user insights back in your hands.

### WHAT IT IS

ADH is Google's privacy-compliant environment for accessing user data across the GMP with tools for valuable analysis, including:

- Greater flexibility and granularity with data from Campaign Manager 360, Display & Video 360, Google Ads, and YouTube
- A 13-month lookback window (compared to 93 days for Floodlight in Campaign Manager)
- Ability to match Google's online data to first-party data, including offline data

### WHY IT MATTERS

- Piece together customer journeys across data sources and long timeframes
- Measure the impact of your marketing efforts at a user and event level
- Generate the powerful insights of user behaviour without cookies, while complying with the latest data privacy and security standards

### WHAT YOU GET

Activation

Our ADH experts will help you create and set up your ADH account and connect it to your Google platform. This can include:

- Account activation
- Set up data connection
- Data audit
- First access management
- Delivery session

See slide 2 for details of the available Analysis.



advanced-analytics-and-modelling BEFORE SHARING WITH CLIENTS



DATA

# Ads Data Hub

## WHAT YOU GET

### Analysis

Jellyfish will help you to get the most out of the ADH platform, and develop tailored-made analysis to answer your biggest marketing challenges.

This includes:

- Custom analysis development such as scripts & queries
- Share insights and recommendation plan in a client delivery session
- Automate activation (custom scoping)

### Ads Data Hub Analysis

You can choose the analysis you require from this available list:

- Reach & overlap analysis
- YouTube drop-off analysis
- Pathway analysis
- Frequency analysis
- Audience cloud
- Time to conversion
- Custom attribution analysis

If you require additional analysis, please discuss with your Jellyfish Client Manager.

## TRAINING (OPTIONAL)

We can provide training to enable your in-house analysts and display practitioners to identify valuable uses of ADH and execute them within BigQuery.

### ADH Training

The Jellyfish Training team offers a full-day class on the fundamentals and uses of ADH. You'll learn:

- The benefits of Ads Data Hub and the solutions it offers – beyond the Google Marketing Platform
- How to connect Ads Data Hub to your Google BigQuery project
- Ways to access different Google datasets and how to join first-party data
- How to set up ADH – including advice on account structure and media account linking
- How to write a query in ADH: targeted segment overlap analysis and pathway analysis



advanced-analytics-and-  
modelling BEFORE SHARING  
WITH CLIENTS



DATA

# Amazon Marketing Cloud

## Deepdive into analytics to unlock valuable insights in a cookieless marketing world

User-level data powers reports and models that show gaps in strategy, opportunities for new revenue, and even trends that can keep you ahead of the market. As cookies and similar methods for collecting this data give way to privacy laws, Amazon Marketing Cloud (AMC) puts the power of user insights back in your hands.



### WHAT IT IS

—

AMC is Amazon's privacy-compliant environment for accessing user data across the Amazon ads with tools for valuable analysis:

- An emerging data analysis platform: the datasets available include Amazon DSP and Amazon Sponsored Products (event level data).
- AMC's flexible environment supplies advertisers with customizable reporting on event-level data, across multiple data sets
- A secured platform to help retailers deepdive on analytics to help them get more insights on their operations

### WHY IT MATTERS

- 
- Piece together customer journeys across data sources and long timeframes
  - Measure the impact of your marketing efforts at a user and event level
  - Generate the powerful insights of user behavior without cookies, while complying with the latest data privacy and security standards

### WHAT YOU GET

—

Activation

Our AMC experts will help you create and set up your AMC account and connect it to your Google platform. This can include:

- Account activation
- Set up data connection
- Data audit
- First access management
- Delivery session

See slide 2 for details of the available Analysis.

advanced-analytics-and-  
modelling BEFORE SHARING  
WITH CLIENTS



DATA

# Amazon Marketing Cloud

## WHAT YOU GET

---

### Analysis

Our experts will help you to get the most out of the AMC platform, and develop tailored-made analysis to answer your biggest marketing challenges

This includes:

- Custom analysis development such as scripts & queries
- Share insights and recommendation plan in a client delivery session
- Automate activation (custom scoping)

### Amazon Marketing Cloud Analysis

You can choose the analysis you require from this available list:

- Reach & overlap analysis
- Pathway analysis
- Frequency analysis
- Audience cloud
- Time to conversion
- Ad collision analysis

If you require additional analysis, please discuss with your Jellyfish Client Manager.





CREATIVE

# Data Feed Integration

## The quick and easy way to automate and scale your dynamic ads

Data feeds help to make digital advertising more addressable by making content more relevant to the consumer. Feeds can ensure that digital creative features the right messaging, the latest scores, trending stock prices or the latest product information, is always displayed to the right audience at the right time.

### WHAT IT IS



Integrating external data feeds into dynamic ad creatives is a very efficient way to automate the production of tailored ad creatives across Paid Social and through Programmatic Display at scale.

### WHY IT MATTERS

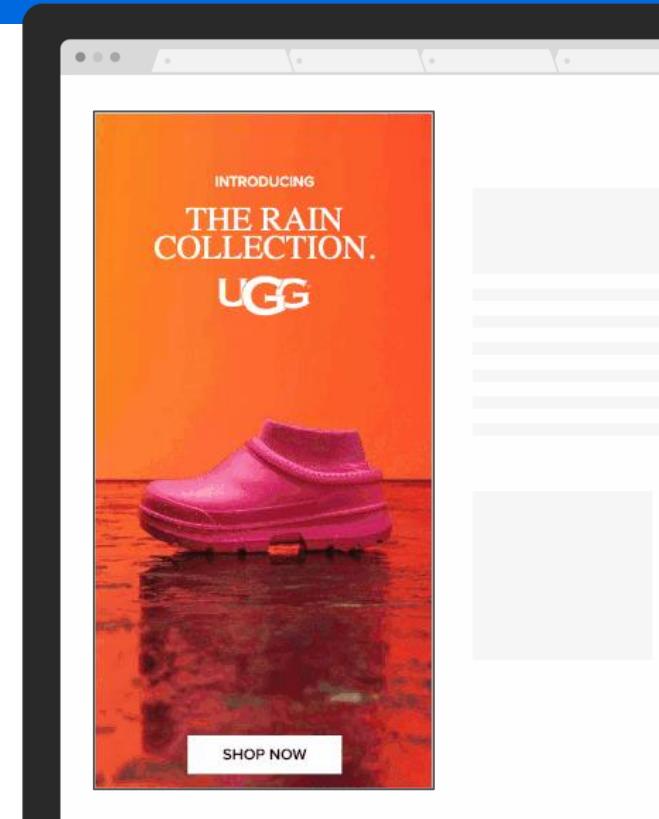


- Show the right product details to the right audience
- Improve agility and time it takes to produce ads at great volume and scale with automation
- Incorporate key behaviour or signal triggers in ads
- Google sees up to 5x higher conversion rate when users are remarketed with dynamic product banners, compared to normal remarketing

### WHEN TO USE IT



When brands want to showcase products or price, maybe based on signals (e.g. weather), or engage with consumers with more personalised content that help to drive sales online through dynamic display or dynamic video ads.



STRATEGY &amp; TRANSFORMATION



# Digital Maturity Framework

## Benchmark and build your digital transformation roadmap

Digital Transformation can be broad and unwieldy, and often means something different to every brand, department, and stakeholder. We believe that true transformation is one of capability and culture, specific to your organisation and teams. Jellyfish has developed a new Digital Maturity Framework that is customizable and actionable, to help brands advance their maturity through a tailored, actionable roadmap of digital criteria to make transformation achievable.

### WHAT IT IS

Through a review of questions across four key criteria, Jellyfish will collaborate with you to create a benchmark for your brand. After we benchmark, we can then start to build custom roadmaps and track your brand's growth overtime. This can be extended across a global enterprise, where every region or country can be benchmarked.

### WHY IT MATTERS

- A digital transformation roadmap will better enable strategy, achieve advanced execution, and give you richer insights
- Understanding where you are now will help you plan for where you need to be
- Tracking your progress will enable you to concentrate your efforts where it matters
- The roadmap will provide a shared benchmark for planning and discussing collaborative transformation strategies

### WHAT YOU GET

We will collaborate with you and answer a series of questions to assess your Digital Transformation readiness across four key criteria:

- **People** - Ensuring teams within organisations and their external partners work well together
- **Creativity to Execution** - Understanding your messaging and creative, and how you connect it to all of your customers and prospects, regardless of channel, lifestyle, locale, or medium.
- **Technology** - Reviewing the technology you have in place to help you with execution, or to collect relevant data for insights
- **Data & Transformation** - Leveraging data to understand customers and measure activity, and automation to enhance activities and improve processes.

### Jellyfish will deliver:

- A workshop focused on completing the Digital Maturity Framework questionnaire.
- A digital maturity report benchmarking your current score.
- A prioritised roadmap of actions to advance your digital maturity.



MEDIA

# Display

# Connects brands to customers through unified measurement, technology and talent

## WHAT IT IS

---

Our programmatic solution allows brands to avoid disconnected experiences by leveraging consumer and prospect data integrated from various sources. Using innovative and creative display messaging, we drive relevant and contextual communication with your customers.

## WHY IT MATTERS

---

- Programmatic is seen as part of your overall digital strategy. We work closely with our Paid Media teams to deliver connected messages to your customers
- We're committed to transparency in technology fees and the media buying process
- We use programmatic as an efficient tool to access relevant inventory at scale
- Media planning and execution are driven by data
- Your brands are protected through Brand Safety tools and measures
- We deliver personalisation and creativity at scale through privacy safe media buying
- Our Innovation Lab builds tools and technology to maximise performance, extract insights, and continually increase productivity through automation

## HOW WE HELP YOU

---

### Onboarding

- Discovery workshop and platform audits to understand your business goals and benchmark your performance
- Measurement framework outlines an infrastructure for performance reporting and meaningful insights
- Integrated tech stack designed to deliver your media campaigns effectively
- Paid Media strategy and planning aligned with your business objectives

### Ongoing Management

- Connected culture across Earned, Owned and Paid Media that benefits cross-channel clients
- Best-in-class campaign management
- Continuous review of innovation and automation that improves campaign performance



MEDIA

# Display

## STRATEGY

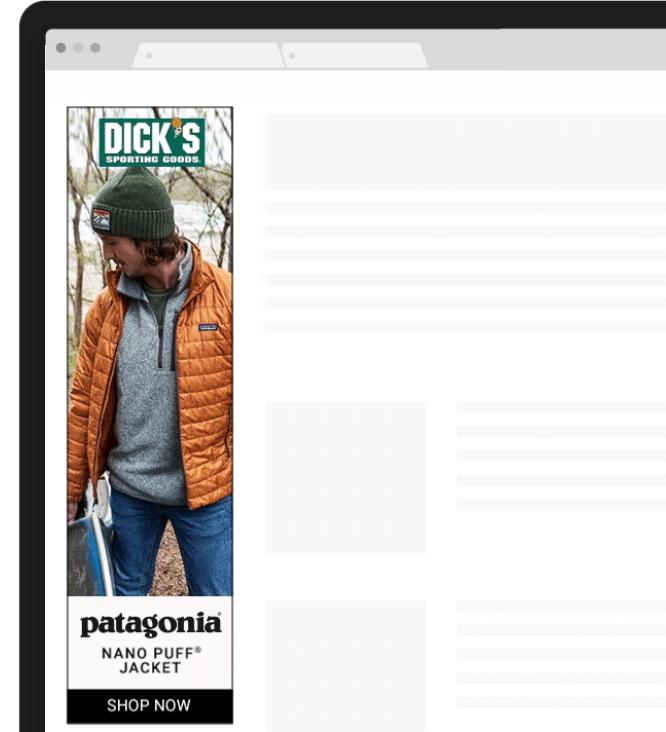
- Research, planning, and consultation across all formats and environments
- Comprehensive forecasting of reach, performance, seasonality, and vertical specific KPIs
- Integration and planning of data sources and offline channels, including first party, second party, and third party data, as well as offline channels

## MATURITY

- Expertise of all advanced features across Google technology platforms, including Display and Video 360, Campaign Manager 360, and Display Ads
- Development of media best practices to ensure effective hierarchy, structure, and governance
- Jellyfish Innovation Lab develops tools and automation features to power greater performance and efficiency
- Ecommerce and data specialism utilising the Amazon DSP and measurement solutions

## EXECUTION

- Specialism and precision across all platforms and buying models – Open Auction RTB, Private Marketplace, Programmatic Guaranteed, and direct reservation buying
- Activation and optimisation of all media formats and features across display, video, and audio
- Relentless innovation and testing to stay ahead in a complex ecosystem
- Advanced measurement and transparent reporting demonstrate media effectiveness
- Advanced use cases across all prominent activation platforms, including The Trade Desk, Roku, Verizon, and Xandr
- Ecommerce and data specialism utilising the Amazon DSP and measurement solutions



## TECHNOLOGY



# Display & Video 360

Advertise smarter,  
faster and more  
efficiently with  
one programmatic  
buying platform

## WHAT IT IS

Display & Video 360 is a single platform for planning your campaigns, designing and managing creative, organising and applying audience data, finding and buying inventory, and measuring and optimising campaigns.

## WHY IT MATTERS

- Bring your digital teams together with one tool
- Reach more of the right people
- Automate steps to spread your message faster
- Take control of how and where your money is being spent
- Get access to a premium marketplace across multiple ad networks
- Improve your strategy with insightful reporting
- Integrate with your other Google Marketing Platforms

## HOW WE HELP YOU

We provide a comprehensive platform partner support package that helps you get started with:

- **Platform Activation** to set you up seamlessly
- **Technical Support** to help troubleshoot issues
- **Proactive Support** for monthly check-ins
- **GMP Training** with access to Jellyfish GMP Digital Learning platform

## WHAT'S INCLUDED

Our Display & Video 360 platform partner package gets you set up and ready to go. We take the time to understand your specific business requirements and then activate the platform, ready for your teams to configure.

### Platform Activation includes:

- User roles, access and management setup
- Account organisation
- Billing considerations
- Platform seat creation

See over page for more details on what's included



Display & Video 360

## TECHNOLOGY



# Display & Video 360

## WHAT'S INCLUDED

### Technical Support

We provide technical support through our Jellyfish Support Portal to help troubleshoot issues and/or resolve technical questions related to the platform.

### Support includes issues such as:

- Error notifications
- Floodlight troubleshooting issues
- Campaign spend issues
- Bidding anomalies
- Creative specs and approval process
- GMP linking (ex: DV360 to YouTube)
- Mapping audiences (Liveramp – loading 1st party audiences)
- Working with Google Support on behalf of client as needed
- Guidance on "out-of-the-box" use of Report builder

### Training

You will receive two logins for our Jellyfish GMP Digital Learning platform. This provides practitioner support and personalised learning recommendations that encourage feature adoption and best practice.

### GMP Digital Learning platform has:

- **Searchable support resources**
- **Screen recordings** to walk you through implementation and best practice
- **Personalised learning** recommendations to encourage new feature adoption
- **New feature updates** shared to keep you up to date
- **Flexible on demand learning** without mandatory modules or tests to block you
- **Expert knowledge** written by experienced Jellyfish practitioners

### Proactive Support

A dedicated account manager will provide support with monthly check-ins to ensure you're always at the very forefront of ad tech industry developments and offer practical advice on getting the most from the platform.

### Optional Support

—

We can provide additional support if you need more help implementing best practices and strategic thinking into your digital strategy:

- **Platform Implementation** – Our platform specialists can help you with a comprehensive design and build of the GMP technology stack
- **Additional Support** – Maximise your media effectiveness with expert advice on everything from audience strategy to display creative



Display & Video 360



STRATEGY

# Go-To-Market Strategy

## A brand-led strategic foundation for launching a new product, brand, market or target audience

The platform world moves at pace and companies are often working to tight timelines to bring new products or services to market.

Nevertheless, there are material downsides from launching without a sound strategy and an eye on longer term goals. We can help develop timely, but brand-led, go-to-market strategies founded on commercial priorities along with practical understanding of marketing activation.

### WHAT IT IS

There is no one-size fits all approach, however there are some valuable market interrogations that can set up strong foundations. Questions such as which competitor are we stealing share from? Which segment of the market will unlock growth? What could this brand mean to people?

The answers to these key questions then inform growth target setting and a robust marketing and messaging framework that can, in turn, drive to specific media, creative or other activation briefs.

### HOW IT WORKS

Having assessed the challenge at hand, we will scope the appropriate expertise from across our strategic offering (brand, media, data) to work through a strategic Discovery & Design roadmap, in collaboration with client stakeholders and any key external partners.

### WHY IT MATTERS

- In the rush to launch, marketing strategy can get left behind and budget is wasted on activations that lack a foundational roadmap and reasoning
- Investing a limited time upfront, in more thorough strategic thinking, will pay back in more effective launch activity that is focused on achieving the right thing, in the right order, with the right audience

### WHAT YOU GET

Jellyfish will bring a breadth of strategic expertise supported by our Market Intelligence capability, tools and research resources. As the framework takes shape, we will also bring in relevant expertise from across the Jellyfish offering to inform recommendations, from UX to creative and specific platform media expertise as appropriate.

Final deliverables typically take the form of a robust strategic rationale for a particular go-to-market strategy, a media and messaging framework, and specific activation recommendations and briefs.



STRATEGY

# Go-To-Market Strategy

## AMBITION

- Establish brand and business objectives
- Define relevant guardrails
- Light touch category review

## OUTPUT

Go-To-Market (GTM) brief definition

## CONTEXT

- Data-led & qualitative interrogation of the Consumer, Category & Company

## OUTPUT

Summary of key take-outs and implications for GTM direction

## OPPORTUNITY

- Development of launch positioning
- Identification of priority audiences and platform strategies

Messaging framework  
Critical at-launch reqs.

## OUTPUT

Recommended GTM strategy

## ACTIVATION

- Development of media, creative, content, UX or CRM activation briefs as appropriate, to deliver on GTM roadmap.

## OUTPUT

Activation briefs & first ideas



TECHNOLOGY

# Google Analytics 360

## A single source of truth for online, offline, and integration data on your websites and apps

### WHAT IT IS

—

Google Analytics 360 is a platform for collecting, measuring, and analysing data on the visitors to your digital properties. Understand your audiences and their behaviour for a more complete view of current performance and future strategies.



### WHY IT MATTERS

- See beyond the “hit” to learn more about the people visiting your websites and apps
- Aggregate data from media sources, CRM integrations, and even offline sources into one platform
- Analyse data across different audiences, content, and more, all at scale
- Track user interactions across use cases like content, forms, and video to understand which assets perform best
- Quickly take action from insights to optimise your content strategy
- Visualise performance with unified reporting for all websites and apps

### HOW WE HELP YOU

—

We will get you set up seamlessly and provide a comprehensive platform support package that helps you get started with your measurement strategy:

- **Platform Activation** to meet your needs
- **Analytics Platform Support** to support you with troubleshooting, measurement maintenance and updates plus monthly check-ins with your dedicated account manager



TECHNOLOGY

# Google Analytics 360

## WHAT'S INCLUDED

Our GA360 package gets you activated and ready to go on the platform including Optimize 360 if required. We take the time to understand your specific business requirements and then activate the platform, ready for your teams to configure.

### Platform Activation includes:

- User roles, access and management set-up
- Account organisation
- Billing considerations
- Platform seat creation
- Platform walkthrough
- Scorecard if required

### Analytics Platform Support

We will provide you with ongoing support that is essential for measurement maintenance, and updates for your existing platform configuration. Through our Jellyfish Support Portal we will help with troubleshooting issues, resolve technical questions and make changes related within Universal Analytics (UA), Google Analytics 4 (GA4) or Google Optimize.

### Support can include:

- Access management
- Configuration & setup changes
- Data reporting and custom report building
- Small tracking changes
- Changes to existing data studio dashboards
- Platform troubleshooting & QA

A dedicated account manager will provide support with monthly check-ins to ensure you're always at the very forefront of ad tech industry developments and offer practical advice on getting the most from the platform.

### WEB & APP MEASUREMENT

If you want to maximise your measurement effectiveness with the best practices we also provide the following:

- **Advanced Configuration** (3rd party integrations and data benchmarking)
- **Tracking** (Ecommerce, Content, Form, Video and User Data)
- **Advanced Analysis & Modelling** – future-proof solutions and accurate forecasts for strategy planning
- **Jellyfish Training** – Google certified training partner on a wide range of analytics training courses





DATA

# GTM Server-side Setup

## Prepare for the cookieless future with cloud-based tagging infrastructure

Google Tag Manager (GTM) Server-side tagging fundamentally solves some of the hardest known problems (privacy & accurate data) with web tracking today and provides a future-ready platform to evolve and build on next generation of measurement.



### WHAT IT IS

Jellyfish will set up your Google Server-side tagging proxy on a Google Cloud infrastructure; allowing you to capture and transfer measurement tag data from your website to your Google / Meta services, via your own Cloud environment.

### WHAT YOU GET

Our Jellyfish team will setup the GTM Server-side infrastructure with either a Jellyfish owned Google Cloud project or with your own cloud project.

A connection is configured between the tag data applied to your website and your Google/Meta services using the GTM Server-side server as a proxy.

Connecting additional containers or domains to the Google Cloud Project can also be setup.

### WHY IT MATTERS

- Improve data quality and overcome Javascript inefficiencies and tracking blockers
- Remove reliance on third party scripts and cookies
- Improve performance with fewer measurement tags  
Innovate with enriched data sources by utilising more profitable data
- Enhance privacy and security by determining exactly what data is sent

### OPTIONAL

We can also provide the following options

#### Management & Maintenance

Have ongoing monitoring and maintenance to ensure a stable cloud environment with access to 24/7 customer support portal

#### GTM Server-side Tagging

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Improve data quality</li> <li>• Mitigate browser challenges</li> <li>• Improve performance</li> </ul> | <ul style="list-style-type: none"> <li>• Improve page speed</li> <li>• Enhance quality and security</li> </ul> |
|--|--|



# Create award-winning campaigns that shape and grow your brand

In an ever-growing and cluttered digital landscape we help brands inspire conversations, catalyse cultural moments and fuel organic and paid social campaigns. We like to shape culture through content, providing authentic and diverse voices in a virtual world.

## WHAT IT IS

Ideation is the formation of conceptual creative ideas for a brand. Our creative ideas and strategy align with your audience, production, platforms and media strategies.

## WHY IT MATTERS

- 
- 70% of campaign performance is due to creative\*
- Inspire conversations and fuel scalable organic social campaigns with fresh ideas
- Develop creative strategies and ideas to support a communication campaign
- Build a compelling brand connection with your consumers through unique, compelling content
- Be original and stand out from the competition

## OPTIONAL

We can provide further support to enhance your campaigns and drive your business objectives. Whether you're looking for asset production on a global scale, localising content for market relevance or optimising your campaigns we can help.

### Asset Production

Producing and adapting consistent, effective and high quality marketing assets at a global scale.

### Asset Localisation

Localising assets that are culturally relevant in market, responding to local market conditions and expectations.

### Organic Social

Inspiring conversations, catalysing cultural moments on social channels.

### Paid Media

Media campaigns that drive performance and growth. 70% of campaign performance is because of the creative



## CREATIVE Ideation

### WHAT YOU GET

Asset Ideation includes two key phases:

#### Phase One – Discovery

We provide a thorough discovery & briefing session with your team to discuss objectives, gather brand information, review and align on the creative brief for all stakeholders.

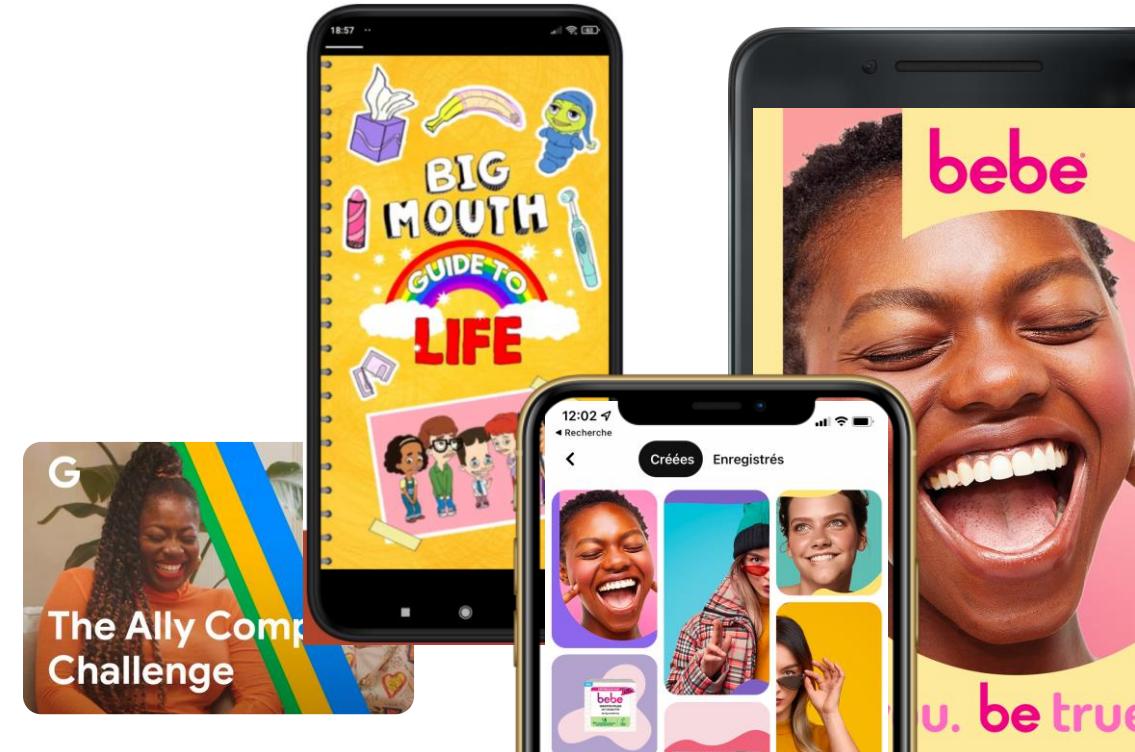
Insights from the deep-dive session will inform the strategy and final creative brief for approval.

#### Phase Two – Design

Our innovative team of creators will develop conceptual ideas and will present the following:

- Overall creative idea
  - Strategy supporting the idea
  - 2-4 creative routes
  - Visual approach and tone of voice
  - Mood Boards / treatment suggestions
- Final output : "Asset Production Guide"

Following client review and amends the concept will be approved and ready for production.





PAID MEDIA

## J+ Bidding

# Drive up to 40% increase in on-site performance KPIs

Display & Video 360 native algorithms are limited to single KPI's, while brands operate campaigns to impact multiple business goals. Advertisers can now leverage their first party data to optimise their campaigns towards multiple custom KPI's.

### WHAT IT IS

J+ Bidding is a custom script that leverages first party data to optimise campaign performance, brand awareness and boost conversion rates.

Jellyfish offers its expertise learned as a beta tester to help you translate your business goals in a custom bidding algorithm.

### WHY IT MATTERS

- On average, J+ Bidding drives 20% to 40% performance increase for on-site performance KPIs such as: visits, actions, leads or return on advertising spend (ROAS)
- Drive conversions that bring value to your business , with customised deliverables
- Optimise your bids so you pay the right price for each impression, based on the value it brings to your business
- All conversions do not bring the same performance to brands, it's important to weight conversions

### WHAT YOU GET

Jellyfish will work with you to identify the conversions that bring the most value to your business and define your custom objective formula.

We will deliver a **custom script** that will be uploaded on your DV360 buying platform seat to optimise your bidding strategies.

Our **flexible framework** allows you to measure and optimise custom bidding algorithm performances.

We provide the following:

- Lift measurement via DV360's Experimental lift feature
- Performance measurement with monthly reporting
- Regular check-ins with you to identify model improvement opportunities



TECHNOLOGY

# J+ Search

# Make better SEO decisions with the right data

## WHAT IS IT

Our proprietary technology platform, J+ Search, is designed to streamline search data for marketers. By centralising keywords and competitor monitoring, it enables marketers to optimise opportunities and uncover actionable insights for a more comprehensive and successful search strategy. It consolidates keywords, web pages, and SERP(Search Engine Results Page) data into a unified view with real-time updates to make informed decisions.

## WHAT YOU GET

### Licence

- Min. of 12 month access to J+Search platform
- User & admin access management
- Access to defined data sources: GA and GSC.

### Activation

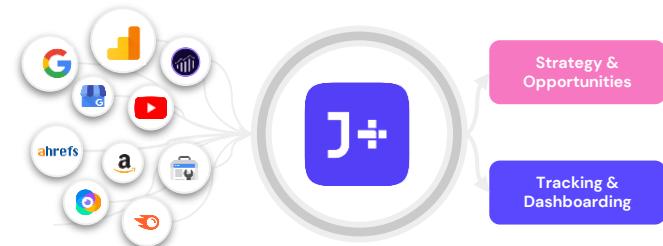
- Thorough onboarding and training
- Keyword monitoring with 150+ KPIs
- Competitor analysis at market, category & geo level
- Share of visibility between paid and organic search
- Reporting dashboards
- Alert systems based on agreed KPIs

### Support

- Our dedicated account manager will arrange monthly check-ins review your utilisation and KPIs
- Have access to our online help desk, which includes video guides and handbooks. Request technical assistance and support by utilising the ticketing support system that is integrated within the platform.

## WHY IT MATTERS

- Integrate PPC and organic visibility for a comprehensive strategy
- Empower paid media and SEO teams to make strategic decisions based on unified data
- Analyse user intent to develop data-driven content that differentiates in search results
- Optimise web page content with relevant keywords improved visibility and potential traffic
- Monitor performance of site migration allowing any unusual activity to be detected and addressed.
- Track and share all search data sources in a customised format with all stakeholders





## Lift Studies

# Uncover the true value of your media activation with a future-proof measurement methodology

As privacy concerns rise among users, brands must adapt their marketing operational framework to meet customers' expectations. Current A/B testing is heavily impacted by privacy changes, so brands need new reliable methods, without user level data to understand their performance levers.

### WHAT IT IS

Lift Studies can help you measure the incremental value of your paid media activations with lift measurement methodologies that meet privacy standards such as:

- Geo Experiments
- Pre/post analysis (Causal Impact)

### WHY IT MATTERS

- Cookie depreciation is impacting A/B testing methodologies with user-centric approach
- Benefit from reliable methodologies to identify assets and actions that generate performance lift
- Performance measurement framework should be consistent over time to provide reliable insights

### HOW IT WORKS

Jellyfish work with you to select the right statistical approach to provide reliable results. Potential hypothesis questions Life Studies can help answer include:

- What is the iROAS of my PPC activity?
- Does my CTV campaign really have an impact on my online and offline sales?
- What is the incremental revenue driven by my DOOH campaigns?

### WHAT YOU GET

- Feasibility tests of the proposed lift study to ensure a statistically significant result prior to test commencement - ensuring all tests deliver a clear outcome against the defined hypothesis
- The optimal test design for each test using clients first-party data, with setup recommendations
- Test results, analysis and recommended action plan



CREATIVE

# Managed Cloud Services

# Avoid losing revenue with 24/7 Cloud support

When an application like a website or SaaS platform goes down it can have enormous financial implications through missed leads, lost sales, wasted paid media budgets and even have a dramatic effect on your brand reputation.

Customers expect websites to be consistently available at their fingertips and our Managed Cloud Services support provides round the clock support ready to act should any cloud issues arise.

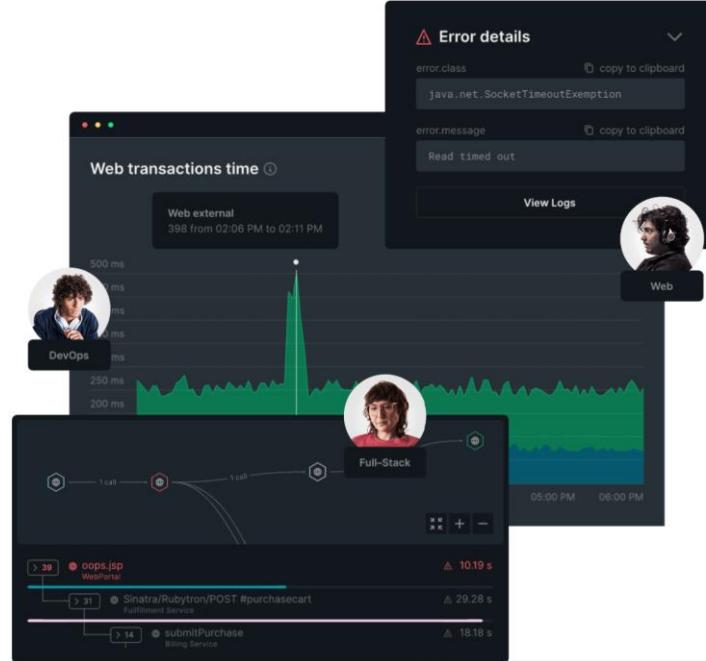
## WHAT IT IS

Our expert support team will manage and maintain your cloud infrastructure providing you with:

- 24hrs x 365 days support for your applications
- Service Level Indicator (SLI) monitoring ready to investigate any issues as they arise
- Provide easy communication channels through a ticketing support system

## WHY IT MATTERS

- Maximise the uptime of your applications supporting key objectives
- Provide a great website experience every time
- Increase engagement and conversion rate (CVR) potential
- Continuous monitoring of your applications maintains good infrastructure health
- Roll back deployments if necessary





# Managed Cloud Services

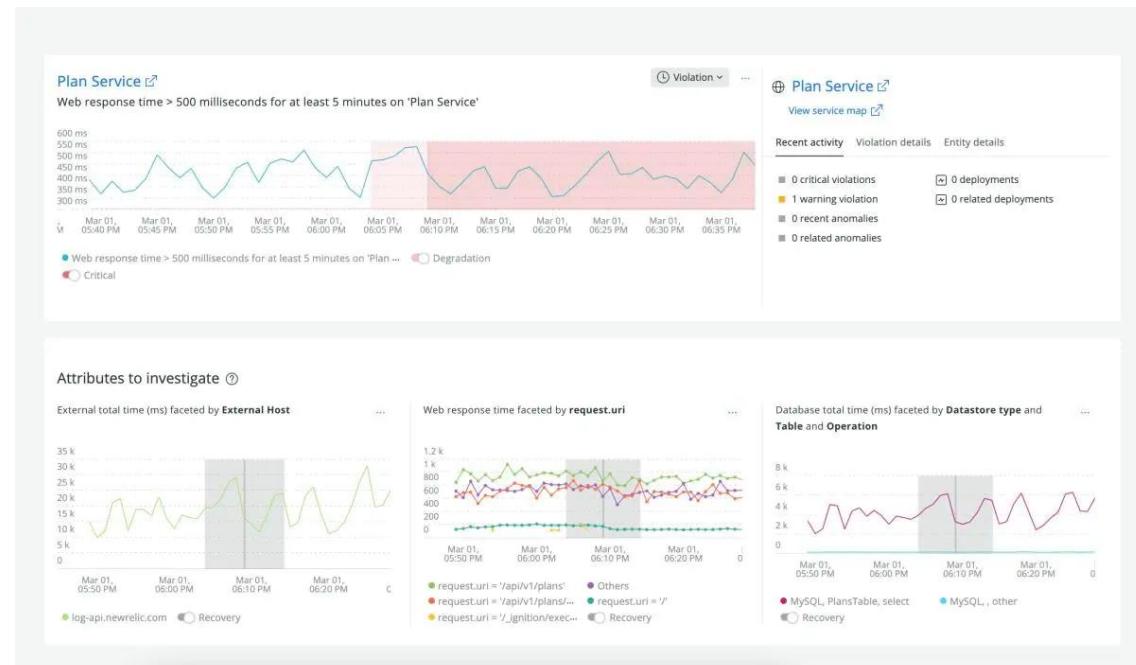
## WHAT YOU GET\*

- Monitoring of your platforms health using an automated observability system
- Ticketing support system
- 24hrs x 365 days incident support
- Routine maintenance checks

\* Managed Cloud Services is only available to our clients who we have authored and/or onboarded.

## AVAILABLE OPTIONS

- Tailored Service Level Agreement





STRATEGY

# MarTech Architecture Workshop

**Design the perfect marketing technology ecosystem to achieve your marketing objectives**

## WHAT IT IS

The martech landscape has over 8,000 separate technology platforms – this crowded marketplace is growing by 13% YoY. Jellyfish's MarTech Architecture Workshop is a series of phased interactive workshops with the aim of creating a MarTech Architecture Plan with prioritised workstreams to achieve your business goals.



## WHAT YOU GET

Jellyfish will define an overall MarTech roadmap to establish a reliable, robust and effective technology stack. Enabling marketing excellence at a global and local level for your business.

Jellyfish will deliver the following:

- **MarTech Architecture plan** – approved visualised martech roadmap
- **Workstream roadmap** – detailed roadmap with prioritised workstreams
- **Workshop summary documentation** – detailed wrap up of outcomes and opportunities

## WHY IT MATTERS

- Provides competitive advantage in a changing digital landscape
- Aligns team requirements with technology architecture
- Rationalises technology selection to reduce cost in technology fees, training & specialised resource
- Sets a standard for data & marketing governances
- Enables immersive, cross-channel personalisation for your customers
- Removes data & activation gaps across platforms
- Selecting the appropriate tech avoids costly mistakes

## HOW IT WORKS

We will work together to understand your business goals following this phased session approach:

- **Digital Maturity Benchmarking**
- **Interactive Business Introduction**
- **Situation Analysis** – Identify goals, assess tech ecosystem and pain points.
- **Opportunities & Use Cases** – Identify potential solutions to your business challenges.
- **Roadmapping session** – to review priorities and set a practical plan for key workstreams



STRATEGY

# MarTech Architecture Workshop

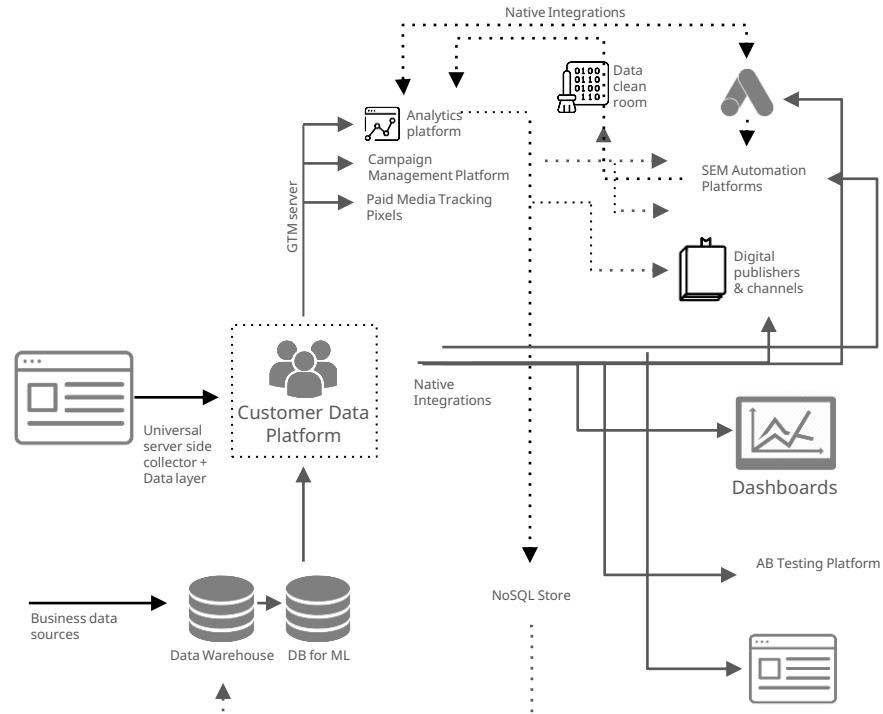
## WHAT'S INCLUDED

Jellyfish will provide a MarTech Architecture plan, featuring the recommended platforms and their integrations across the full MarTech stack:

- Search Marketing Platforms
- Demand-side Platforms (DSP)
- Customer Data Platforms (CDP)
- Data Management Platforms (DMP)
- Customer Relationship Management (CRM)
- Digital Analytics Platforms
- Testing & Optimisation Platforms
- Personalisation Platforms
- Journey Builder Platforms
- Cloud Data Warehouse

A detailed workstream roadmap with actions, deadlines and ownership.  
Based on agreed prioritised workstreams.

Workshop summary documentation with a detailed wrap up of the outcomes and opportunities of each workshop session.





DATA

# Optics: Creative Intelligence

## Maximise creative performance with automated and scalable data-driven analysis

Analysing creative ad performance is manual, time-consuming, and costly. Optics: Creative Intelligence quickly analyses and presents data insights to drive your future creative strategy and performance.

### WHAT IT IS

Optics: Creative Intelligence is an automated creative content analysis tool using the Google Cloud Vision API. It quickly analyses a diverse portfolio of historical creative ads at mass scale to show valuable insights on which components may be most correlated with higher CTR performance.

### WHAT YOU GET

Jellyfish's data science team will perform the analysis of your entire creative set, identifying which creative elements correlate to performance. We will provide a report summarising the results of the analysis, along with insights and recommendations for next steps. This can include a go-forward test plan, dynamic creative strategy, and creative/design suggestions.

### HOW IT WORKS

Using the Google Vision API, Optics: Creative Intelligence automates the creative optimisation process even if the assets are not organised or tagged. It analyses thousands of creative variations along a diverse set of visual and copy elements.

### WHY IT MATTERS

- Identify which specific characteristics of display adverts perform the best/worst
- Deliver a data-driven approach to future creative strategy and development
- Develop a go-forward creative testing plan with data-driven insights
- Inform brand-level creative best practices
- Leverage data insights to inspire new and innovative creative ideas that can be applied to video, dynamic creative, etc





DATA

# Optics: Creative Intelligence

## WHAT CAN I ANALYSE

Optics: Creative Intelligence automatically assesses the performance associated with an array of creative attributes, across thousands of creatives, replacing the need to manually analyse each attribute individually.

It can analyse the following elements:

- Face detection (expression, number of faces, location, and headwear)
- Dominant colour detection
- Object detection
- Logo detection
- Copy and CTA analysis



### Face and Sentiment Detection



Joy	<div style="width: 100%;"></div>	Very Likely
Sorrow	<div style="width: 20%;"></div>	Very Unlikely
Anger	<div style="width: 20%;"></div>	Very Unlikely
Surprise	<div style="width: 20%;"></div>	Very Unlikely

### Object Detection



Peach 84%

### Dominant Colours





# Page Speed Monitoring

# Protect your ROI on your UX with Page Speed Monitoring

Our Page Speed Monitoring allows you to set a performance metrics and give your team the direction they need to ensure that page speeds do not degrade after you invest into page speed optimisation.

## WHAT IT IS

Jellyfish will review and setup performance metrics for your engineering teams to work against in order to monitor performance and incrementally improve overtime.

- Our monitoring system will send automatic alerts when performance degrades with site updates
- We will provide a detailed monthly report of key performance metrics over time

## WHY IT MATTERS

- Improved user experience with faster page load times
- Increase engagement and conversion rate (CVR) potential
- Support and maximise SEO visibility
- Improve the performance of PPC campaigns

**Performance Report for:** <https://www.jellyfish.com/en-gb>

Report generated: Tue, Oct 11, 2022 11:20 AM >0000  
Test Server Location: London, UK  
Using: Chrome Desktop v103.0.5060.134, Lighthouse 9.6.4  
Connection: broadband Fast (25/5 Mbps, 25ms)  
Analysis options: iPhone 12/12 mini/12 Pro/13 mini

Grade	Impact	Audit	Score
B	High	Avoid anonymous network payloads (CP)	Total size was 13.8MB
	Low	Eliminate render blocking resources (CP, LCP)	Potential savings of 97ms
	Low	Reduce unused CSS (CP)	Potential savings of 103KB
	Low	Reduce unused JavaScript (CP)	Potential savings of 240KB
	Low	Use a Content Delivery Network (CDN)	2 resources found

**Top Issues**

**Performance Metrics**

**Speed Index**

**Largest Contentful Paint**

**Browser Timings**

**Page Details**

**How does this affect me?**

**About Jellyfish**

<https://www.jellyfish.com>

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# Page Speed Monitoring

## WHAT YOU GET

- A set-up scan of your pages to assess their page speed and set initial performance budgets
- Alerting for when your pages exceed page speed performance budgets via email
- A detailed monthly PDF report with core web vitals
- Update your performance budgets up to 4x per year
- Performance workshops with our page speed experts

### What is a performance budget?

A performance budget is where you set a limit for key metrics, such as Core Web Vitals, that should not be exceeded. Such as:

- First Contentful Paint / Time to Interactive
- Cumulative Layout Shift / Total Blocking Time
- Total Page Size / Total Request Count

If exceeded, teams will be notified and can take remedial steps to improve the last deployment as a priority.

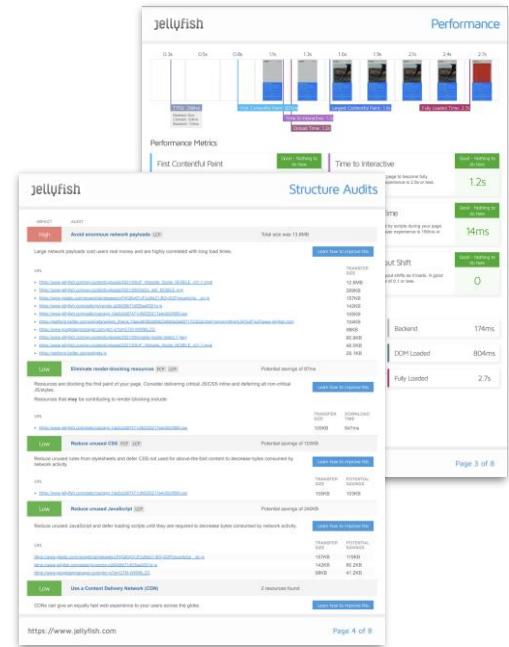
## HOW IT WORKS

After an initial onboarding session, to discuss the metrics you are looking to monitor and the areas of page speed performance you are investing in, we will set up monitoring and alerting based on your performance budgets for your pages.

We will use your current performance metrics to set the performance budget and then improve that budget as your page performance is improved (by your internal teams or via a separate Jellyfish product).

A monthly in-depth report of page speed will give engineering teams the guidance they need for better performance and improved Conversion Rates (CVR).

We run performance workshops with you to discuss the reports and create a backlog of tasks for performance improvement.





MEDIA

# Paid Search

# Convert your customer intent into effective business outcomes

## WHAT IT IS

Our global team of Google-certified Paid Search experts develops award-winning, innovative Paid Search solutions focused on audiences, automation, and attribution.

## WHY IT MATTERS

- 
- We go beyond ‘the click’ and turn user intent into action that matters to your business
- Performance marketing is in our DNA with over 20 years experience managing the most successful search campaigns in the industry
- Your customers are global and so is our team, managing campaigns on over 10 platforms in 100+ markets
- eCommerce journeys are as unique as your customers. So we’re experts in product advertising
- Our campaigns are fully integrated across the Google Marketing Platform tech stack
- Our culture of accountability ensures the highest levels of brand safety and media transparency
- Get access to the latest technology and tactics through our close partnerships and beta test programmes

## HOW WE HELP YOU

### Strategic Onboarding Programme

- Discovery audits to benchmark your Paid Search performance and identify opportunities
- Customised roadmap with onboarding milestones and agreed campaign initiatives upon takeover
- Integrated tech stack setup designed to deliver your media campaigns effectively
- Paid Media strategy and planning aligned seamlessly with your business objectives

### Ongoing Management

- Strategy for automated campaign optimisation
- Innovative approaches to keyword expansion
- Audience-focused messaging and experiences
- Story-telling reporting and actionable insights
- Relentless focus on media effectiveness



MEDIA

# Paid Search

## STRATEGY

- Search plays a strategic role through the entire funnel, engaging users and capitalising on demand generated from broadcast channels
- Our audience-centric approach to media planning matches messaging relevance with user intent.
- We plan across platforms, geos, devices, time of day, and audiences to deliver the most relevant effective campaigns possible.

## MATURITY

- Integrate paid search into your multi-touch, cross-channel customer journey to drive campaign performance
- Bidding automation and advanced attribution allow us to maximise your media effectiveness
- Our sophisticated tech and tools provide greater insights for planning and reporting

## EXECUTION

- Perpetual optimisation using the right balance of tools and talent to drive results
- Set learning agendas to cultivate and utilise the knowledge generated with every click and penny spent
- 24/7 monitoring for outages and anomalies with our proprietary platform, SafetyNet.
- Methodical approach to account structure and keyword discovery
- Constant monitoring of the competitive landscape, notifying you of changes and trends that can inform your broader marketing decisions

Google

ISA

All News Images Videos Maps More

About 267,000,000 results (0.45 seconds)

**Ad** · www.hl.co.uk/ Stocks And Shares ISA - Hargreaves Lansdown - HL.co.uk Secure Your 2020/21 Stocks & Shares ISA Allowance. Get Started In Minutes. ★★★★ Rating for hl.co.uk: 4.5 - 440 reviews

**What is an ISA?**  
Find Out What You Need To Know  
About ISAs.

**2020/21 ISA Allowance**  
Find Out How Much You Can Invest In Your 2020/21 ISA

**Stocks & Share**  
A Tax-Efficient Way To Benefits Depend On

**Ad** · www.bmogam.com/ Stocks & Shares ISA - Invest Globally & In The UK Open An ISA Account In Minutes. Benefit From Our Experience Of 200+ Years Investment Trusts. Low Annual Account Fee. No Hidden Costs. Diversified...

**Ad** · www.theisaprofessional.co.uk/isa/ Compare ISA Rates For Today - Get Fixed 6% Returns Market Leading Returns Of Up To 6% Per Year. Build A Strong Financial Future

www.gov.uk Money and tax Income Tax Individual Savings Accounts (ISAs) - GOV.UK Types of ISA available. the tax-free ISA allowance, withdrawing money Overview How ISAs work



MEDIA

# Paid Social

Help consumers discover your brand as well as drive business results effectively at scale

## WHAT IT IS

—  
Develop a social presence that drives business results. Our social team pairs creative with media in perfect harmony, delivering brand experiences with a positive exchange of attention for content.

## WHY IT MATTERS

- - Facebook is the second biggest digital platform after Google in terms of ad spend
  - Social is a leading driver of product discovery and awareness
  - The social user graph helps identify users at an individual level, helping design customised marketing solutions
  - Audiences (Gen Z) are using it as their primary source of communication and entertainment
  - Combining your paid media efforts helps give better visibility into how social is contributing to other channels, such as driving increased brand searches
  - Looking at social from an upper funnel lens is myopic. Jellyfish helps deliver a full funnel strategy that is designed to help move your business forward

## HOW WE HELP YOU

### Onboarding

- Discovery audits to benchmark your Social performance and identify opportunities
- Measurement framework outlines an infrastructure for performance reporting and meaningful insights
- Integrated Tech stack designed to deliver your media campaigns effectively
- Paid Media strategy and planning aligned seamlessly with your business objectives

### Ongoing Management

- Innovation through new product POVs and implementation
- Leveraging tech to identify marginal gains
- Testing roadmap to address and alleviate performance fluctuations



MEDIA

# Paid Social

## STRATEGY

- We know that consumers are constantly evolving so we seek to align with their consumption habits to deliver meaningful impact.
- Target demographics and high value audiences don't always align. We look into audience insight tools to identify where your consumers over-index and how we can engage them effectively.
- Our online listening capabilities not only help shape who we should target, but also the messaging that resonates best

## EXECUTION

- Developing a best-in-class account structure that is designed to meet and exceed business outcomes
- Testing methodology that is rooted in achieving consistent marginal gains
- A thorough QA process that safeguards advertiser investment, avoiding over or under spend
- Multitude of measurement solutions that look at brand and conversion lifts, offline conversions, as well as viewability. We're also building server-to-server integrations to prepare for a cookie-less world

## MATURITY

- Align measurement, campaign efficiencies and uncover new audiences through 4C, our social ad technology partner
- We use Brandwatch for social listening to understand your audience, your competitors and your industry
- Automated Auditing with Squared.io





STRATEGY

# Platform Landscape Mapping

**Interrogate why & how your consumers use the 'platforms that perform' for your brand assets**

Brands do not exist in a vacuum; it's no longer enough to simply 'pay to play' across communication channels. We live in a platform world, where our consumers move seamlessly across many digital ecosystems in their day-to-day, each meeting certain needs and desires.

To realise their true potential, brands must first understand and align with how and why consumers are using particular platforms, specific to their category or brand behaviour.

## WHAT IT IS

Platform Mindset Mapping helps brands understand the different uses their target audiences are making of the key platforms in their lives, relevant to the category the brand exists within, or positioning they are seeking to align themselves against.

## WHY IT MATTERS

- Upfront understanding of which platforms best map to your audience(s) and marketing funnel is a critical factor in setting a brand up for success in today's platform world
- Helps get media strategy 'right first time', directing investment to the platforms with best fit to a specific marketing objective
- Helps inform creative and content asset development, in a world where one size does not fit all platforms

## HOW IT WORKS

With our platform specialists, online listening and data-driven insights (1P/3P), we identify how target personas are using established or emerging platforms around key category moments right through the funnel – from discovery or inspiration, to purchase and review.

In addition, we map which platforms and behaviours may align better with a particular aspect of a brand's positioning, campaign or purpose.

## WHAT YOU GET

Through data interrogation and expert/stakeholder consultation, Jellyfish will identify your key platforms to perform. We will then deliver the following:

- Platform landscape map – where & how key platforms play a role through your typical consumer journey around a key category moment
- Category review (direct/indirect) – who is using these platforms well or poorly, and what we can learn
- Best practice guides for these platforms to inform future activity
- Initial recommendations on platform applications for comms planning specific to your need



## Post Click Media Insights

# Deeper insights post click from your media activity

More often than not media analysis can focus on impressions, views and clicks but without considering post click behaviour. With our Web and App product ensuring data is being collected via onsite and in app analytics we want to ensure that our clients are getting actionable insights from the data they are collecting to make decision on their media activity in the future.

### WHAT IT IS

A templated insight pack structured around traffic from media with the aim of helping you to understand how you can optimise media in the future.

### WHY IT MATTERS

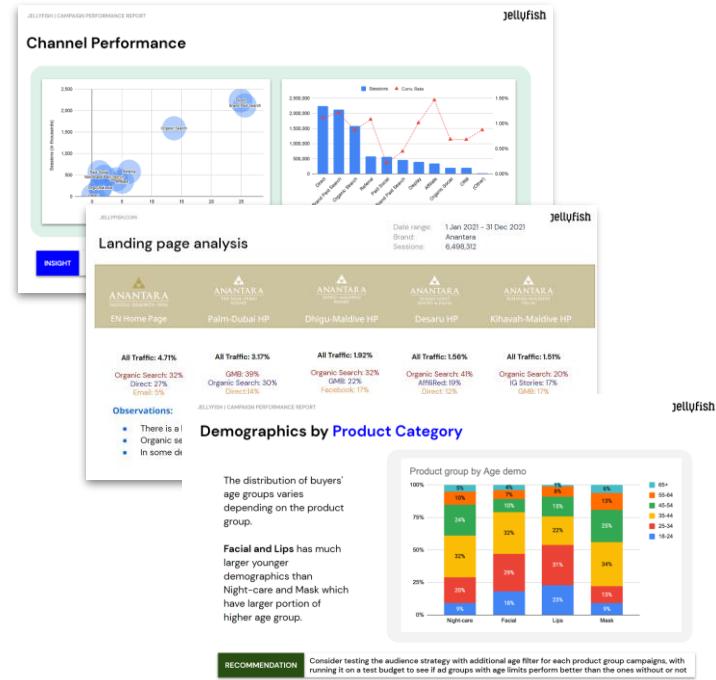
- Unlock the potential of data collected via your Web & App with our analysis packs
- Benefit from our expertise to run your analysis and feedback recommendations
- Enable data driven decisions to kick start optimisations or future projects

### HOW WE HELP YOU

Our a standardised templates, created to deliver impactful analysis and recommendations

For each module, our team will :

- Analyse: Explore your data searching for observations on performance
- Compare: Interrogate what they observe with previous data sets to observe trends and correlations, or changes and discrepancies
- Deliver insights and recommendations: Conclude with well insights and recommendations for your business to take on board





CREATIVE

# Production Origination

## Understanding the importance of creating master assets that scale campaigns globally

Our expertise in creating master assets position Jellyfish as a true strategic production partner. Whether it's post-production, livestreams to on-location shoots, our award-winning creative teams understand the relevance, nuance and importance of creating master assets that can be scaled globally.

### WHAT IT IS

—

Whatever the platform, our specialised creative teams are on hand to capture, produce and deliver master assets that include:

- **Pre-Production** (Scripts/Storyboards)
- **Video Shoot Production** (On location/In Studio)
- **Photo Production** (On location/In Studio)
- **Livestream Production** (In-house studio)
- **Post Production** (Edit only)

### WHY IT MATTERS

- 
- As a fully integrated business, Jellyfish can provide a seamless delivery of high performing assets
  - Full production capabilities offer a cost-effective solution to traditional production houses with scalability in mind
  - Managing the master asset creation process enables a seamless process for localisation





CREATIVE

# Pre-Production Assets – Script

Get the right script  
for the right  
platform to  
support your  
creative assets

## WHAT IT IS

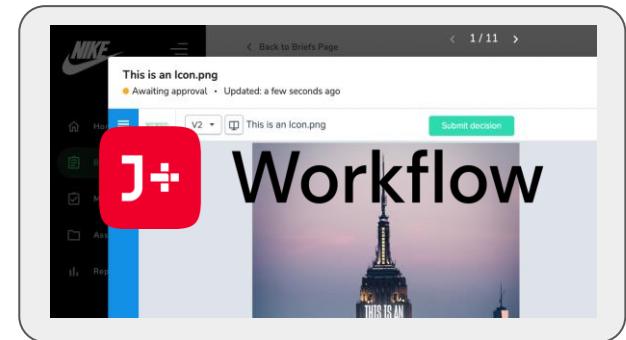
Our global creative production team can provide compelling scripts or treatments with specific platforms in mind. Whether a campaign needs both action and dialogue or just voiceover, we can deliver a clear story.

## WHY IT MATTERS

- These pre-production assets are the important link between the creative brief and a successful shoot production
- Every great piece of film or content starts with a clear and agreed-upon vision. Our creative teams guarantee thoughtfully crafted scripts and treatments which kick off a successful production
- Our proprietary technology J+ Workflow will provide an easy and efficient way to manage feedback and workflow in one central platform

## WHAT YOU GET

- Research
- Document which covers both action and dialogue
- Picture research (stock or capture footage) for editors
- Two rounds of revisions





CREATIVE

# Pre-Production Assets – Storyboard

**Ensure your production shoot is a success with storyboards as a visual guide**

## WHAT IT IS

Our global production team can provide creative storyboards as a visual guide to direct the shoot production and final required asset.

## WHY IT MATTERS

- These pre-production assets are the important link between the creative brief and a successful shoot production
- Our proprietary technology J+ Workflow will provide an easy and efficient way to managing feedback and workflow in one central platform

## WHAT YOU GET

Following the development of scripts and treatments, our creative teams craft detailed storyboards for agency staff, clients and production crews to follow during the shoot. These boards outline talent action, camera angles and general production techniques.

A PDF document will visualises the action and dialogue of the expected final asset that includes:

- Camera angles
- Framing
- Essential dialogue from script



YOU'RE WELCOME

Available on the App Store



BRUNO FELLAZ



WINNIE

**TikTok: Storyboard**

We open on TikTok videos of guitarists. Some of them are teaching, and some of them are playing. We move between videos with a swiping up transition.



The last video we see is a guitarist welcoming us in. We zoom out of the TikTok footage...



...to find a man standing with his guitar. He dramatically slams his phone, drops to his knees and shreds like the guitar hero he is.



...The TikTok logo and 'Anything can happen' animates on.



CREATIVE

# Video Shoot Production

## Creating captivating video content on-location or in-studio

### WHAT IT IS

—  
Our global creative production team can shoot short video content on location or in studio.

### WHY IT MATTERS

- Our production capabilities enable our partners to create multi-functional, engaging content that connects with audiences at the right time & in the right platform
- Our proprietary technology J+ Workflow will provide an easy and efficient way to managing feedback and workflow in one central platform

### WHAT YOU GET

#### On-Location

- Short video, 90 seconds, one person shot
- Production crew and equipment supplied by Jellyfish
- If host is required, Jellyfish in-house talent can support

#### In Studio

- Filmed in our in-house studio, one person shot in front of green screen – max length video 8mins
- If host is required, Jellyfish in-house talent can support





CREATIVE

# Photo Production

## Create your own high-performing photo assets

### WHAT IT IS

Our global creative production team can provide photography services from your media assets, either on location or in studio.

### WHY IT MATTERS

- Our production capabilities enable our partners to create multi-functional, engaging photography that connects with audiences at the right time & on the right platform
- Our proprietary technology J+ Workflow will provide an easy and efficient way to manage feedback and workflow in one central platform

### WHAT YOU GET

Led by our experienced creative directors and supported by strong storyboards or 'visual guides' provided by the client, we can provide photoshoots on location or in studio

#### Includes

- 1 x Photographer
- 1 x Photo Assistant
- Camera and Lens package
- Simple lighting (3 x lights)
- Studio rental (if required)
- Location and or permits (if required)





CREATIVE

## Livestream

# Create your own engaging livestream show

### WHAT IT IS

—  
Our expert production team can provide live streaming from our in-house studio in Berlin.

### WHY IT MATTERS

- - Our live stream capabilities have allowed our partners & clients to grow their audience and online presence. Through cost-effective, authentic and engaging content, we've built brand awareness and connected with communities.
  - Our proprietary technology J+ Workflow will provide an easy and efficient way to managing feedback and workflow in one central platform

### WHAT YOU GET

- - 1 host (Jellyfish Director)
  - 1 hour livestream
  - 3 camera angle setup
  - 2 person crew (camera, lights, sounds live directing)
  - Simple set
  - One platform hosting i.e. YouTube/Facebook/Twitter
  - Advance testing
  - Basic asset and graphic production





CREATIVE

# Post Production Assets

Create outstanding videos with our post-production experts

## WHAT IT IS

—  
Our expert post-production team can ensure your final creative assets are finished to the highest quality, ready for the right platform to drive greater performance.

## WHY IT MATTERS

- - Our in-house post producers, editors and motion graphics experts can deliver top quality assets for broadcast, pre-roll and social media.
  - Our proprietary technology J+ Workflow will provide an easy and efficient way to manage feedback and workflow in one central platform

## WHAT YOU GET

—  
**Jellyfish can provide post-production which includes the following:**

- Video editing
- Inclusive of producer time
- Re-edit or cut down on an original master
- Motion graphics titles utilising pre-designed assets
- Audio + Mix





CREATIVE

# Publishers/Display

Elevate the performance of your campaigns with display assets that drive creative impact

To ensure brands thrive in today's marketing ecosystem, Jellyfish create, build and scale advertising creative so that campaigns cut through the clutter. We offer a seamless convergence of data, technology & creativity resulting in best in class ad format executions. With a full range of exciting options, from banner ads to the cutting edge of data driven interactive formats.

## WHAT IT IS

When done right, publisher advertising is an essential element of any online strategy. Display advertising offers brands the power to showcase their brand, services or products creatively on publisher websites across the internet. We produce creative from the simplest formats to the most advanced data-driven addressable creative:

- Static Ads
- Animated Ads
- Rich Media Ads
- Video Ads
- Dynamic Video Ads
- Dynamic Display Ads

## WHY IT MATTERS

- Our creative execution and production fulfilment is rooted in best practices that are always up to date and have been thoroughly tested and proven
- Creative is now the key driver of performance, as long as brands can scale their assets effectively to make them relevant and platform-ready





CREATIVE

# Static Ads

## Say hi to your customers.

## You have less than a second.

Don't let your customer's thumbs leave your ad creative in the dust.

Jellyfish works with you to optimise your static ads so that they perform as hard as they possibly can on publisher websites, mobile ad exchanges, in-app inventories, or in social media feeds.



### WHAT IT IS

—

Static banners are the granddaddy of all display advertising. With limited creative features, static ads are non-interactive with no animation. Static banners are either .jpg, .pngs or .gif files.

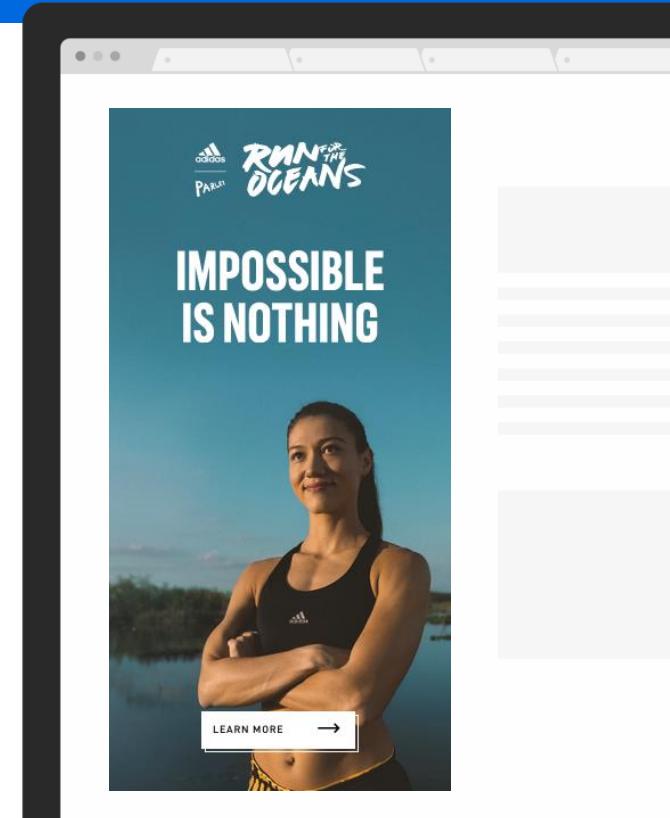
### WHAT IT DOES

- 
- A well produced static ad, trims every possible nanosecond off webpage load times while delivering a quality experience on any platform and on any screen.
  - Boost CTR and brand recognition as part of the right asset strategy mix.
  - As a simple, quickly implementable branding device, banner ads provide the quickest route to market for new campaigns and getting the CTA in front of your audience instantly.

### WHEN TO USE IT

—

Still an effective marketing tool, static ads are ideal for simple direct response creatives.





CREATIVE

## Animated Ads

# Grab attention in a way that piques curiosity and entices action

Win the fight against banner blindness.

Build your brand with premium display ads that break through the visual clutter, deliver positive and immersive brand experiences, enable valuable data output, and – most of all – perform.



### WHAT IT IS

Animation delivers a greater eye-catching experience than static ads and does not require third-party plugins to work. Thanks to its superiority as a coding language, HTML5 is the default option for creating and scaling display campaign creatives.

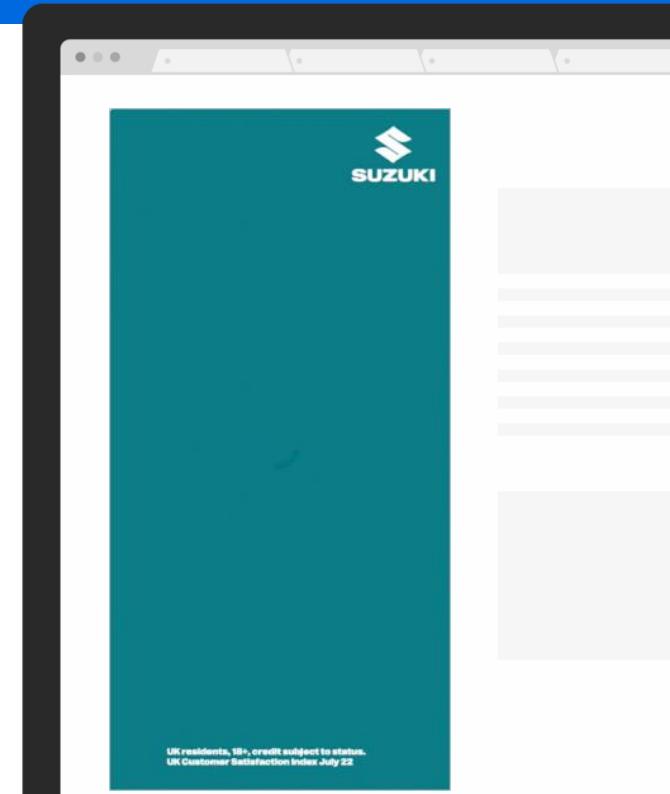
### WHAT IT DOES

Animated ads deliver on and expand your brand's promise with:

- Ideal for publishing to multiple ad networks and offering marketers the ability to track clicks and engagement
- Attention-grabbing and purposeful animation
- Increase user engagement, particularly on display

### WHEN TO USE IT

- If you are currently only running static ads
- When your current HTML5 ad performance plateaus
- When your brand's overall engagement, awareness and favorability need a boost.



UK residents, 18+, credit subject to status.  
UK Customer Satisfaction Index July 22



CREATIVE

# Rich Media Ads

Go beyond static ads and bring your customers a “wow” moment

When your display ads take full advantage of custom HTML5 animation and interactivity features, you can learn as much about your customers as they learn about you. Entice prospects with Rich Media HTML5 ads that deliver mini-website experiences and sophisticated interactions that capture audience data while driving conversions.

PREMIER

Google  
Partner

## WHAT IT IS

These ads deliver a richer experience than traditional animated ads, with a complete suite of creative features for display and mobile inventory. They can include optimised video assets, interactive content, data capture and even expansion to offer more real estate.

## WHAT IT DOES

Rich Media and interactive ads deliver on and expand your brand's promise with:

- Relevant in-banner video assets or interactions that build brand affinity, establish audiences, increase recall, and earn clicks
- Unlike video, HTML5 Rich Media Ads are coded, and therefore easily optimised.

## WHEN TO USE IT

As a good alternative to video and when you are seeking higher levels of engagement compared to static or animated banners.



CREATIVE

# Video Ads

Promote your brand and inspire action with ads that are irresistible to watch

Consumers crave digital video content.

Tell your story and inspire action with irresistible video ads that give you outstanding options across mobile, display, and connected screens — reaching eyes and ears everywhere.

## WHAT IT IS

Built to perform and optimised for a broad range of delivery options, Jellyfish can adapt and optimise your video assets to help you broaden the awareness of your brand, capturing attention and driving demand at scale. Formats can include; In-banner, Interstitial, Interscroller, In-article (outstream), Universal VAST Video, Video File

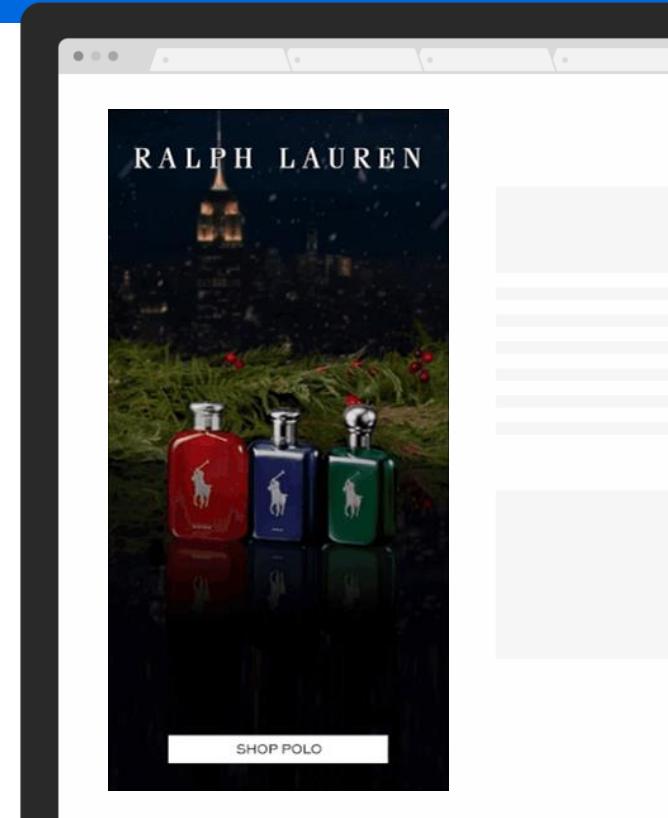
## WHAT IT DOES

Video ads can help you engage your audience because:

- Viewers prefer video ads over plain static ads. In fact, in-banner video ads perform 18.4% better than static banner ads in click-through rate.
- Video ads can naturally catch a consumer's attention more than static images and can create continuity from campaigns on social or TV.

## WHEN TO USE IT

For campaigns across display and instream inventory where you are looking for an effective creative format for driving engagement.





CREATIVE

# Dynamic Display Ads

## Connect with your audiences on a personal level with tailored display ads

Your consumers are unique, so why not provide them with an equally unique ad experience?

Customised and addressable ad experiences are about message, audience or contextual signals, all working together to make your creative assets work harder by making them more relevant and personalised to individual audiences.



### WHAT IT IS

Unlike traditional Display ads that are static and remain the same for all users, Dynamic Display Ads automatically adapt to different audiences using data and signals.

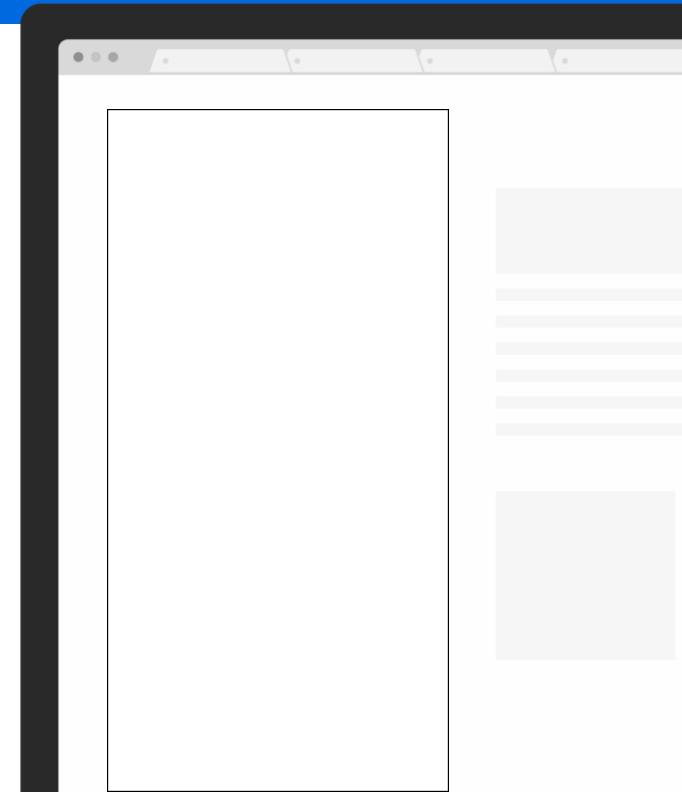
### WHAT IT DOES

Dynamic Display Ads can:

- Adapt creative messaging to audiences' demographics, geographic locations and interests
- Be dynamically tailored to page content to deliver contextually relevant messaging
- Automate the display of relevant products, prices and offers in real-time using a retail product-feed

### WHEN TO USE IT

Perfect for advertisers looking to use automation to scale campaign creative to suit various audiences. It also appeals to smaller businesses without a dedicated team looking to efficiently churn out multiple ad variants for localisation, relevancy, optimisation or creative testing.





CREATIVE

# Dynamic Video Ads

## Connect with your audiences on a personal level with tailored video ads

By optimising messages and video assets according to interest, location, date/time, and weather at scale, you'll likely keep individual viewers engaged at the right time, in the right context, and with personalised messaging that boost conversions.



### WHAT IT IS

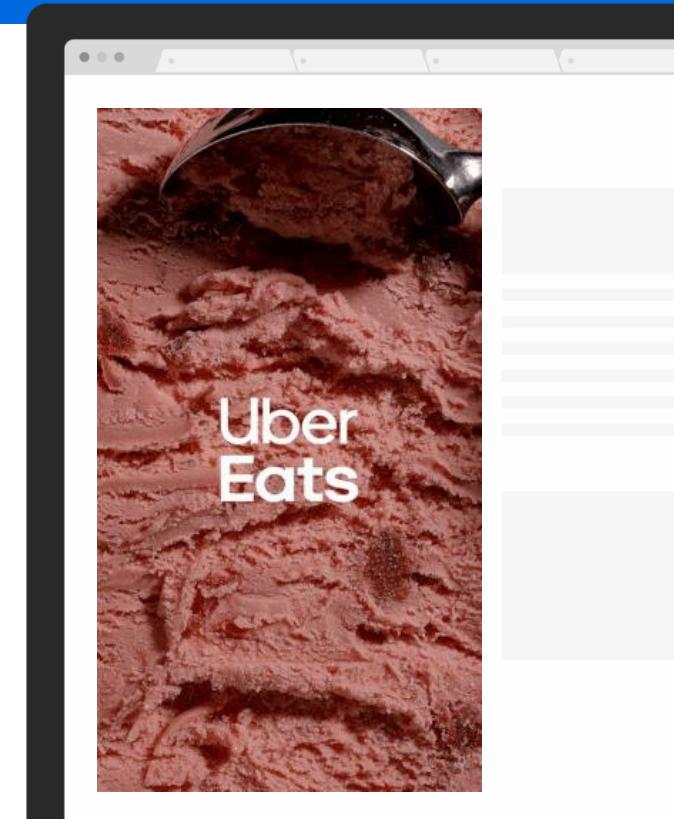
Dynamic video ads are tailored ads based on any data input. Dynamic video ads are made of swappable elements such as scenes, product images, overlay text, audio and CTAs, to make the ad relevant to the viewer.

### WHAT IT DOES

- Dynamic Video Ads are:
  - Highly scalable and easy to customise
  - Cost effective to produce for Display, Social and OLV
  - Attention-grabbing and personalised when combined with data triggers to drive relevancy
  - Optimal for feeding back data that lets advertisers know, not only whether the ad was seen, but whether it worked and why

### WHEN TO USE IT

Dynamic video ads are great at maximising performance when brands have a need to produce multiple versions of ad copy and video creative that can be customised and targeted to each segment of their audience.





CREATIVE

# Rapid Landing Pages

**Quick & easy to deploy to drive the performance of your paid media campaigns**

Have the ability to quickly deploy a dedicated high performing landing page in as little as seven working days. Choose from a gallery of page templates to meet specific goals for your paid media campaign.

## WHAT IT IS

A landing page is a hard working, stand-alone, destination URL that is built to increase set target metrics, drive conversions and capture leads. Rapid Landing Pages are pre-designed templates ready to use to support your paid media objectives.

### They are designed to:

- Provide a seamless user journey relevant to the target audience.
- Invite the consumer to engage through persuasion signals such as testimonials, videos, stats and clear calls to action
- Communicate the campaign proposition, unique selling points (USPs) and the desired user action above the fold.
- Maximise the prospects' intent

The image displays a composite of two digital interfaces. On the left, a smartphone screen shows a landing page for 'ecophone', featuring a photo of a smiling woman, the text 'The world's first 100% recycled mobile phone', and a prominent 'Buy Now' button. On the right, a larger web page for 'together' charity is shown, featuring two women smiling, the text 'nakes us', and a section titled 'Charities we work with'.



CREATIVE

# Rapid Landing Pages

## WHY IT MATTERS

- Quick and cost-effective approach for tactical campaigns
- Template designed and built to optimise speed and performance
- Mobile first built and fully responsive design

## WHAT YOU GET

- A choice of static (hard-coded) templates
- Customise template with your brand imagery, messaging and colours
- Creative and copy reviewed by the Jellyfish content team
- A fully optimised page with fast load speeds
- Latest browser and device testing
- Google Tag Manager tracking enabled
- AA accessibility testing from Web Content Accessibility Guidelines (WCAG)

## HOW IT WORKS

1. Choose a template
2. Supply content for review or we can help you with that
3. Once the design and content is approved, the page can go live the next working day

## AVAILABLE OPTIONS

- Hosting
- Content creation

[View templates](#)

The screenshot shows a charity landing page for 'together'. The page has a red header with the 'together' logo. Below the header, the text 'Together makes us stronger' is displayed in large white letters. To the right of the text is a photograph of two women smiling. At the bottom of the page is a dark red button with the text 'Come on in'.

**Charities we work with**

By continuing to use this site or by clicking agree, you accept our use of cookies and other online technology to send you targeted advertisements, for social media, for data analytics and to better understand you use of our



TECHNOLOGY

# Search Ads 360

Take your paid search campaigns to the next level with Google's advanced PPC platform

## WHAT IT IS

Search Ads 360 is the enterprise-level solution for advertisers who want to accelerate their paid search performance and save valuable time with intelligent algorithms and automation.



Search Ads 360

## WHY IT MATTERS

- React to market data in real time with 90 metrics refreshing every 15 minutes
- Automated algorithms change bids up to 4 x per day
- Unified reporting with de-duplicated data
- Tailor your ad content using audience signals
- Use advanced optimization tools
- Understand the full customer journey
- Integrate with your Google Marketing Platform

## HOW WE HELP YOU

We provide a comprehensive platform partner support package that helps you get started with:

- **Platform Activation** to set you up seamlessly
- **Technical Support** to help troubleshoot issues
- **Proactive Support** for monthly check-ins
- **GMP Training** with access to Jellyfish GMP Digital Learning Platform

## WHAT'S INCLUDED

Our Search Ads 360 platform partner package gets you set up and ready to go. We take the time to understand your specific business requirements and then activate the platform, ready for your teams to configure.

### Platform Activation includes:

- User roles, access and management setup
- Account organisation
- Billing considerations
- Platform seat creation

See over page for more details on what's included



TECHNOLOGY

# Search Ads 360

## WHAT'S INCLUDED

---

### Technical Support

We provide technical support through our Jellyfish Support Portal to help troubleshoot issues and/or resolve technical questions related to the platform.

### Support includes issues such as:

- Error notifications
- Floodlight issues
- Campaign spend issues
- Bidding anomalies
- Bulk upload issues
- GMP linking
- Working with Google support on behalf of client as needed
- Guidance on "out-of-the-box" use of Report builder

### Training

You will receive two logins for our Jellyfish GMP Digital Learning platform. This provides practitioner support and personalised learning recommendations that encourage feature adoption and best practice.

### GMP Digital Learning platform has:

- **Searchable support resources**
- **Screen recordings** to walk you through implementation and best practice
- **Personalised learning** recommendations to encourage new feature adoption
- **New feature updates** shared to keep you up to date
- **Flexible on demand learning** without mandatory modules or tests to block you
- **Expert knowledge** written by experienced Jellyfish practitioners

### Proactive Support

A dedicated account manager will provide support with monthly check-ins to ensure you're always at the very forefront of ad tech industry developments and offer practical advice on getting the most from the platform.

### Optional Support

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—

We can provide additional support if you need more help implementing best practices and strategic thinking into your digital strategy:

- **Platform Implementation** – Our platform specialists can help you with a comprehensive design and build of the GMP technology stack
- **Additional Support** – Maximise your media effectiveness with expert advice on everything from audience strategy to display creative



Search Ads 360



CREATIVE

# SEO & Editorial Content

## Connect and convert through optimised and engaging content

Editorial content at Jellyfish brings brand narratives to life through engaging storytelling designed to connect and convert.

Rooted in strategy and powered by insights and subject matter expertise, we create premium, custom content ranging from long-form, thought leadership articles to short-form commerce pieces, all optimised for organic search.

### WHAT IT IS

Jellyfish will create content that reflects brand values and messaging across many platforms in activations ranging from customised scopes to global editorial production pieces such as:

- Longform blog articles
- Elevated interview articles
- Thought leadership pieces
- Toolkits & Newsrooms

### WHY IT MATTERS

- Build a comprehensive editorial strategy that is informed by our work with SEO, UX, and brand planning to target KPIs and reflect brand values
- Increase brand visibility via storytelling across multiple platforms with engaging and high-performing content
- Create truly compelling content with our global team of content managers and editors





# Advanced Mobile Speed Audit

More than 53% of mobile users abandon websites that take longer than three seconds to load.

## WHAT IT IS

An advanced mobile speed audit is a comprehensive, in-depth analysis of mobile site speed issues. Jellyfish's SEO team will identify specific problems and provide you with a roadmap of solutions – categorised by effort vs. impact.

## WHY IT MATTERS

- In a mobile-first world, it is crucial to deliver fast and frictionless experiences to your users. Doing so directly impacts engagement, conversion rate and revenue.
- Mobile speed is also an SEO ranking factor. Tied directly to user-experience, slow-performing landing pages are poorly weighted by search engine ranking algorithms. Providing a fast, optimal user-experience will support user-conversion and supplement organic growth within the search results.
- Jellyfish is a unique strategic partner to Google's 'Mobile Growth Engine' programme.

## WHAT YOU GET

- **Technology & Infrastructure:** Full-stack speed auditing to ensure the underlying technology and infrastructure driving your application is optimally geared towards delivering content as fast as possible
- **Front-end & Render:** From render paths to JavaScript process management, Jellyfish will provide insights and recommendations to optimise the page load experience to deliver a fast rendering, interactive experience
- **Mobile User-Experience:** Jellyfish will introduce new opportunities designed to ensure fluid mobile interactions and improve users' ability to seamlessly traverse your website – sending positive organic ranking signals to search engines
- App auditing is not included





MEDIA

## Advanced Mobile Speed Audit



"

Jellyfish's technical SEOs have established themselves as key partners to Google's Mobile Web team.

They've led the field in accelerating mobile maturity across their global team, achieved AMP Partner status, collaborated with Google across thought leadership materials and events, and continue to innovate with our engineers around progressive mobile measurement, dashboarding and scripting solutions.

Nicolas Cumisky  
Mobile Lead, Google  
**Google**

"



MEDIA

# Expertise-Authority-Trust (E-A-T) Audit

**Expertise. Authority. Trust.** These factors are central to Google's algorithms, and having a site that is able to demonstrate all three is now critical to organic performance



## WHAT IT IS

Our specialist Expert-Authority-Trust (E-A-T) Audit scores your site against a set of criteria to ensure it meets Google's latest E-A-T guidelines, then provides prioritised recommendations.

Google's Search Quality Rater Guidelines place high value on E-A-T principles, especially with Your Money or Your Life (YMYL) websites – which broadly means sites dealing with people's health, happiness or financial livelihood.

## WHY IT MATTERS

- Failure to meet E-A-T standards can significantly hinder organic rankings
- Expertise, authority and trustworthiness are also increasingly important to demonstrate for users – benefiting the experience they have on your website

## WHAT YOU GET

The Jellyfish team will conduct a single audit that includes prioritised recommendations aimed at raising your site's perceived level of E-A-T.

Our analysis covers the following:

- Reputation
- Social media profile relevance
- Onsite corporate clarity
- Unique content vs. duplicate content
- Content cannibalisation
- Authorship of content
- Authority and subject matter expertise
- Quality of sources used

We will provide a recommendations tasklist, categorised into estimated level of effort and anticipated impact.

The E-A-T audit applies to a single website with a maximum sample of 50 pages. Not currently available for non-English content.



MEDIA

SEO

# Propel users through every part of the customer journey with our always-on search solution

## WHAT IT IS

—

SEO has the unique ability to support the customer's experience at every stage of their journey – growing brand awareness and preference, increasing product consideration, driving transactional intent, and building long-term advocacy among key audience segments.

## HOW IT WORKS

—

We focus on optimising the most influential SEO dimensions to make your brand more discoverable through natural search, across the world's major search engines such as Google, Bing and Baidu.

### Pillars for Success

- **Technical SEO**

Providing search engine crawlers with an obstacle-free experience to access and rank your site

- **Optimised Content**

Making sure your web content is relevant, keyword-targeted and adding value to a user's journey

- **Authority & Link Building**

Promoting your web assets across relevant online communities, influencer networks and online publications to grow reach, awareness and engagement

## WHY IT MATTERS

—

- SEO increases your opportunity to be found by your customer, always. No matter the time, no matter the day, no matter the device.
- SEO 'done well' means better Performance Marketing and Brand Marketing outcomes.
- Investment in SEO establishes valuable search equity for brands, providing incremental value and performance over time.
- We boast an award-winning SEO team, supported by best-in-class proprietary and third-party technology.
- We can deliver pure play SEO services, or we can immerse within your brand's wider marketing activity – integrating with other digital or traditional channels.



## WHAT YOU GET

### **Strategic Onboarding Programme**

We provide a comprehensive onboarding and set-up programme to kick start your SEO strategy

#### **Set-up includes:**

- Full immersion into your brand, your business objectives and your stakeholder teams
- Discovery audits & landscape analysis to uncover the size of your organic search opportunity
- Insight-driven strategy creation, supported by a detailed and prioritised activation roadmap
- Set-up of SEO monitoring & reporting technology for accurate performance measurement

### **Ongoing Monthly Management**

As your digital partner, Jellyfish will provide ongoing support where we identify opportunities to maximise your SEO performance

#### **Support includes:**

- Technical SEO Support
- Content Optimisation Support
- Foundation Link Building
- Reporting & Analysis
- Strategic Planning
- Ad Hoc Requests
- SEO Technology

Quarterly Business Reviews are included to ensure your SEO strategy is on track with your business objectives.

## OPTIONAL

—

We can provide further support options to enhance your SEO strategy to grow and support your business objectives

#### **SEO Content Creation**

Our team of copywriters will create search-optimised content to outperform your organic competition

#### **PR Link Building**

Use your brand stories to build your link profile with regular referrals from credible, relevant press coverage and publishers sites

#### **Advanced Mobile Speed Audit**

Our in-depth audit will raise issues in your mobile proposition that may be impacting organic rankings or conversion rate.

#### **Expertise-Authority-Trust (E-A-T) Audit**

Google's Search Quality Rater Guidelines place high value on E-A-T principles. We'll audit your site & content, prioritising recommendations to raise your perceived level of E-A-T.



MEDIA

# Digital PR Link Building

More traffic.  
More brand awareness.  
More authority to compete in SEO.

## WHAT IT IS

Digital PR Link Building is the proactive way to grow the authority of your website, with links from credible and relevant websites.

With a compelling digital PR story, promoted in the right way, your brand benefits from the attention, and your website benefits from the links.

## WHAT YOU GET

We will create, launch, and promote 3x Digital PR Stories over a 6 month period:

- Ideation & strategy
- Content creation
- Asset promotion
- Reporting

If you already have a PR team, or brand team, we become an extension of that – not a disruption – adapting our remit to make the most of the collaboration.

## HOW IT WORKS

Jellyfish manage the process in four phases:

- **Discover:** Client immersion, digital PR brief, landscape analysis and press coverage analysis
- **Design:** PR ideation and concept presentation
- **Build:** Asset build-out, content generation, customised media list and coverage report template
- **Run:** Promotion strategy, execution, and reporting

## WHY IT MATTERS

- Backlinks are one of the three most important SEO ranking factors
- Regular link building grows your authority and ability to compete for high-value keywords
- Increased levels of PR keep you in the conversation and open opportunities like Google News / Discover
- More stories online offer more referral traffic to your site – and more brand awareness
- All your digital marketing channels benefit from fresh PR content to promote



STRATEGY

# Share of Demand 2.0

Sharpen your view on the competition by understanding your share of search as a proxy for market share

## WHAT IT IS

The Share of Demand dashboard provides valuable data in a highly competitive digital landscape to understand whether your brand is gaining or losing market share against your key competitors and empowers teams to make smarter marketing decisions.

## HOW IT WORKS

Jellyfish uses APIs from key data sources to understand share of search and share of traffic to closely monitor fluctuations.

Get access to a fully automated and branded Data Studio dashboard that refreshes daily and includes the following information for your brand in a specific region against four competitors:

- **Share of Traffic** – Breakdown of traffic volume and % share
- **Share of Search** – Search volume and % share
- **Share of organic traffic** – SEO traffic on keywords and % search
- **Category trends** – % of search volume within category
- **Brand News Stories** – Newsfeed on brand stories
- **Competitor News Stories** – Newsfeed on competitors stories
- **Timeline updates** – Ability to annotate key events against traffic fluctuations

## WHY IT MATTERS

- 
- Central data source within a single interface
- Clear competitive benchmarking
- Cost effective solution for multiple data
- Instant insights that answer critical questions:
  - How much traffic is my brand getting vs. competitors?
  - How much is each brand being searched for vs. competitors
  - Who has gained traffic or branded search overtime?
  - How is my brand performing organically for its most important keywords vs. competitors?
  - What events correlate with performance changes across my brand and competitors?"



## STRATEGY

## Share of Demand 2.0

## WHAT YOU GET

## Minimum dashboard includes:

- One market
- Up to 1000 keywords per tracking
- Up to 10 keyword groups
- Additional markets and keywords can be added

## Markets available:

- |             |               |
|-------------|---------------|
| ● US        | ● Japan       |
| ● UK        | ● Malaysia    |
| ● France    | ● Philippines |
| ● Italy     | ● Singapore   |
| ● Spain     | ● Thailand    |
| ● Germany   | ● Brazil      |
| ● India     | ● Mexico      |
| ● Indonesia |               |





CREATIVE

# Social Content & Ad Creative

## Finger tapping social content, copy and stories that will light up your brand

Competition for attention online has never been more fierce. Social media helps brands cut through the noise by fostering ongoing dialogue with your audience.

Our creative and platform experts can provide your brand with a range of creative asset solutions to build your social presence organically, as well as support with the delivery of paid social creative assets.

### WHAT IT IS

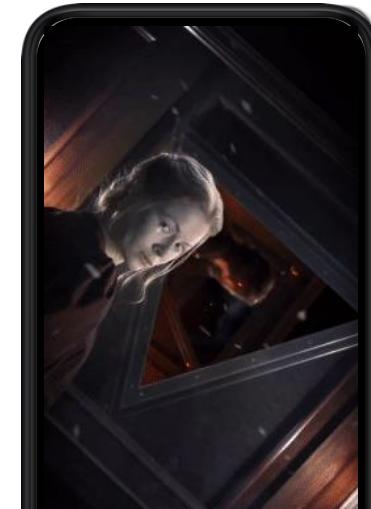
We can provide the following assets across a range of social media platforms such as; Instagram, TikTok, Facebook and Twitter

- **Static images** – creating eye-catching graphics
- **Video/Motion** – engaging fans with immersive video content
- **Animated GIFs** – short, looping videos or GIPHY stickers
- **AR Filters** – hyper-immersive social content
- **Master Asset Adaptation** – transforming client master assets into social content and ads

### WHY IT MATTERS

- Holds your audience's attention using a rich suite of engagement tools
- Speaks directly to customers, building relationships with a two-way conversation
- The algorithms that power our feeds help reach outside of your traditional customer base, turning audiences into advocates

- Social Ads allow brands to find, target and reach their audience using demographic and interest data. When users want to find, know, or purchase, social advertising will help you to reach your audience in that precise moment.





CREATIVE

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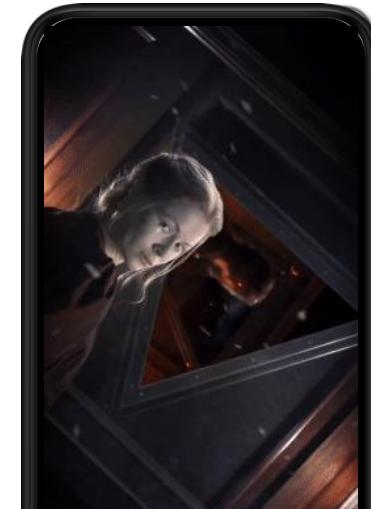
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CREATIVE

## TV versioning

# Getting your Ads airing on TV in any market

### WHAT IT IS

Whatever the market, our broadcast experts are on hand to advise, QA, adapt, clear and deliver your ads to broadcasters worldwide. Requirements vary from market to market but Jellyfish can guide you through. Requirements may include:

- Standards compliance check & quality assurance
- Standards conversion (aspect ratio, frame rate, audio loudness)
- Broadcast clearance
- Clocking/slating
- Broadcast delivery
- Copy rotation instructions

### WHY IT MATTERS

- **We understand compliance:**

Our expertise in international broadcast clearance and delivery means that Jellyfish can support you in ensuring your content is broadcast-ready, compliant with local legal regulations and will be accepted by stations worldwide.

- **We understand timings:**

Meeting a TV air date is extremely important, as missing these air dates can result in fines from the broadcasters. Our expert team understand the timings of all the necessary steps to get your content on air, meaning you will be guided through the process and never miss an air date.

- **We understand mandates:**

UK, Ireland, France, USA, Canada, Australia and New Zealand have mandatory clearance processes. These clearance bodies must approve all TVCs before they are allowed to air. Jellyfish are able to guide you through these processes to ensure your content is able to air.





CREATIVE

# Cinema versioning

## Getting your Ads airing in cinemas in any market

### WHAT IT IS

Whatever the market, our cinema experts are on hand to advise, QA, adapt, clear and deliver your ads to cinemas worldwide. Requirements vary from market to market but Jellyfish can guide you through. These requirements may include:

- Standards compliance check & quality assurance.
- Frame rate conversion (24fps)
- Aspect Ratio Resize (Flat or Scope)
- 5.1 Audio Mixing (incl. Dolby certification)
- Cinema clearance
- Cinema delivery

### WHY IT MATTERS

- **We understand cinema specs:**

Cinema specs and delivery methods can be daunting. Jellyfish have the expertise to know how to get your content cinema ready, from the frame rates, aspect ratios and surround sound audio to delivery specifics such as DCPs, 4Cine audio transfer etc.

- **We understand compliance:**

Our expertise in cinema clearance and delivery means that Jellyfish can support you in ensuring your content is cinema ready, compliant with local legal regulations and will be accepted by vendors worldwide.

- **We understand timings:**

Meeting a cinema air date is extremely important. Our expert team understand the timings of all the necessary steps to get your content on air, meaning you will be guided through the process and never miss an air date.





# Web & App Measurement

**Understand your consumers' user journeys to optimise your marketing strategy and maximise business impact**

Without the right setup, businesses run the risk of making misinformed decisions with their media strategy and wasting valuable budget. Having the right configuration and high-level view of consumer journeys across the digital ecosystem is critical for success and growth.

## WHAT IT IS

Jellyfish can audit your existing platform or setup and configure your Universal Analytics (UA) and / or Google Analytics 4 (GA4) property to give you a better understanding of user engagement across your digital media, websites, and apps by offering the following:

- Onboarding (Audit and/or Setup including Google's Consent Mode)
- Analytics Platform Support

Once setup is complete, Advanced Configuration, Tracking, and Monitoring can be implemented based around ongoing strategic recommendations.

## WHY IT MATTERS

- Make smarter decisions with your media data
- Receive best-in-practice recommendations
- Build a roadmap for digital maturity

## WHAT YOU GET

### Onboarding – Analytics Audit

If you already have analytics technology in place, we will deliver a comprehensive report on your current setup and a roadmap for advancement – inclusive of quick wins and strategic initiatives in line with your objectives and digital maturity.

Recommendations may include:

- Enhancements to current data collection
- Ensuring comprehensive scalable measurement
- Integrating your marketing technology stack
- Unlocking attribution insights
- Marketing activation





# Web & App Measurement

## WHAT YOU GET

### Onboarding – Platform Setup

If you are looking to set up Google Analytics, we offer a standard configuration to give businesses a better understanding of user engagement across multiple platforms.

Setup includes:

- Upgrade to Google Analytics 4 property
- Account structure design and setup
- Basic filter creation
- Google Tag Manager – basic implementation
- Google Analytics account setup
- Google Property settings
- Google data stream set up
- Basic Product linking
- Conversions and funnels
- Basic campaign tracking
- Google's Beta Consent Mode setup if required
- Optimize 360 if required

### Analytics Platform Support

We will provide you with ongoing support that is essential for measurement maintenance and updates for your existing platform configuration.

Through our Jellyfish Support Portal we will help with troubleshooting issues, resolve technical questions and make changes related within Universal Analytics, Google Analytics 4 or Google Optimize

Support may include:

- Access management
- Configuration & setup changes
- Data Reporting and custom report building
- Small tracking changes
- Changes to existing data studio dashboards
- Platform troubleshooting & QA

A dedicated account manager will provide support with monthly check-ins to ensure you're always at the very forefront of ad tech industry developments and offer practical advice on getting the most from the platform.

Jellyfish can provide further measurement enhancements to drive your data strategy and grow your digital maturity to support your business objectives.

- Advanced Configuration
  - Third Party Integration
  - Data Benchmarking
- Tracking for Web & App
  - Content | Form | Video Tracking
  - Ecommerce Tracking
  - User Data Tracking
  - Web & App Measurement Dashboard
- Data Reliability Monitoring





# Analytics Audit

Understand your business opportunities and maximise your digital maturity with Google Analytics

Gaining a deep understanding of your business: its goals, strategy, digital assets and analytics platforms, is critical to setting our digital partners up for success.

## WHAT IT IS

Jellyfish will provide a best-in-class assessment of your current Analytics setup (Web, App or GTM server-side tagging) and usage against your objectives and will offer prioritised recommendations for improvements; inclusive of quick wins and strategic initiatives for digital maturity.

## WHY IT MATTERS

- Ensure your platform is correctly set up
- Highlight areas for opportunities and improvements
- Maximise the platform capabilities
- Build a roadmap for digital maturity

## HOW IT WORKS

- Complete the audit questionnaire
- The team will undertake a comprehensive audit and deliver a report with prioritised recommendations

## WHAT YOU GET

After completing an audit, Jellyfish will deliver a report on your current setup looking at the following criteria:

- Deployment and coverage
- Integrations
- Tracking of events and conversion
- Data governance
- Naming conventions
- Data compliance



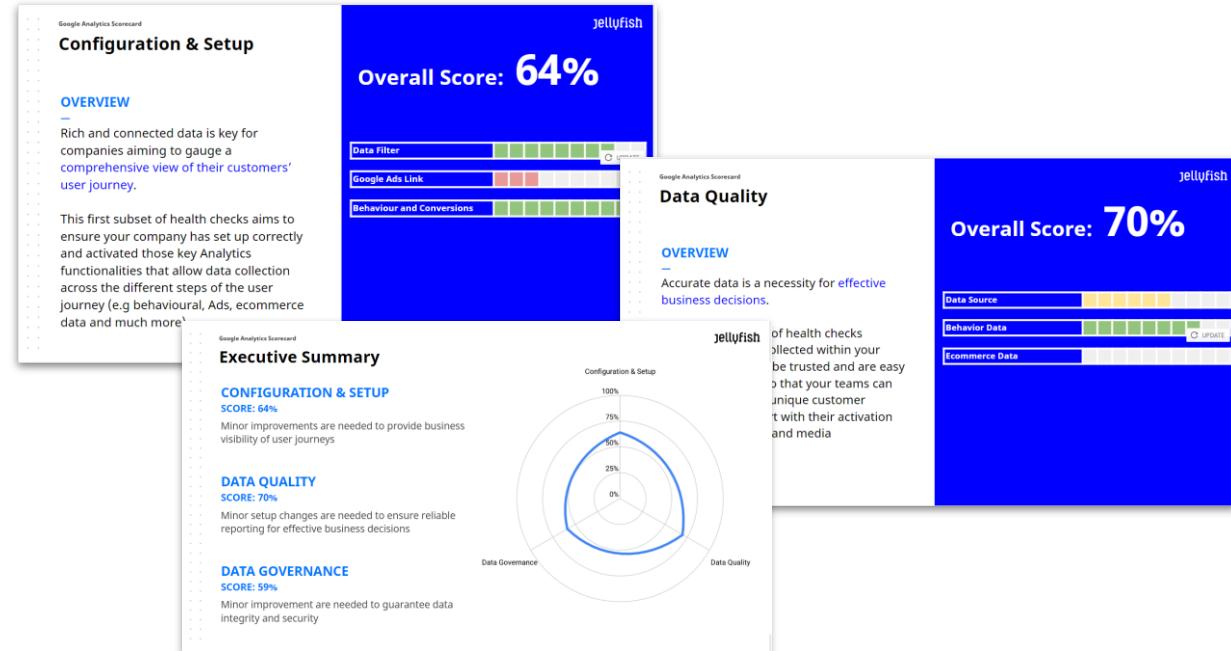


# Analytics Audit

Report recommendations may include:

- Enhancements to current data collection
- Ensuring comprehensive scalable measurement
- Integrating your marketing technology stack
- Unlocking attribution insights
- Marketing activation

The team will supplement the report recommendations with the full list of checks, to provide a thorough overview of how you stack against all relevant areas.





# Web & App Measurement Dashboard

Quick and easy  
data-friendly  
dashboards for  
all stakeholders  
to use

Web & App Measurement Dashboards provide easy-to-view data all in one place for different stakeholders across your business.

## WHAT IT IS

—

Meaningful website and app analytics metrics displayed in an easy-to-view dashboard.

## WHY IT MATTERS

—

- Easy-to-view interface
- Real-time data measured against set KPIs
- Easy access for all stakeholders across the business
- Quick snapshot view of website and app performance

## HOW IT WORKS

—

The team will supply a dashboard blueprint that will confirm all the metrics and dimensions required for the dashboard.

It includes:

- Reporting requirements
- Schema
- Wireframe

The dashboard design structure will be approved before build and will include your branding.

The dashboard will be fully tested before going live.



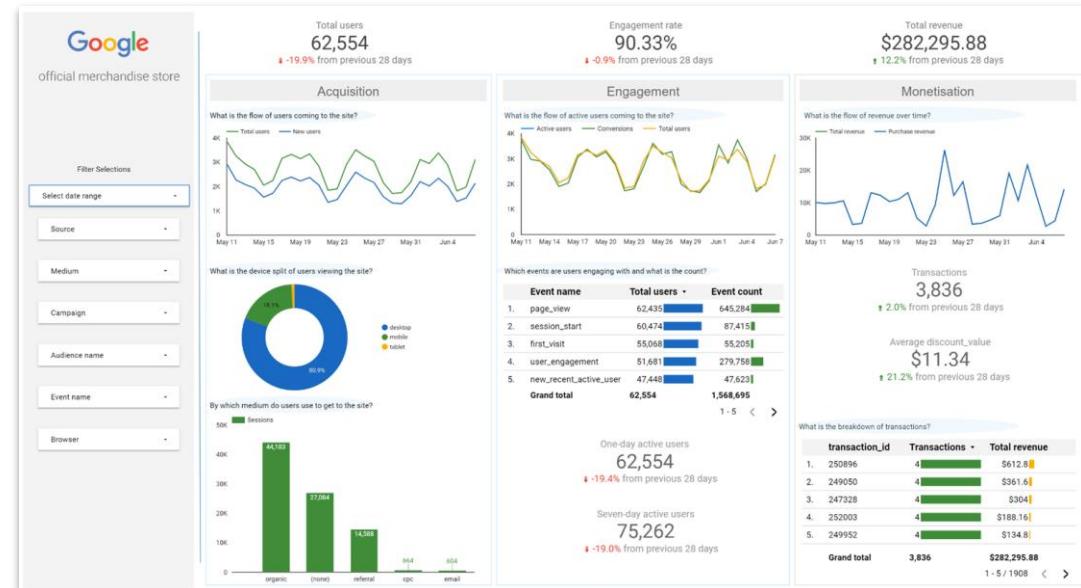


# Web & App Measurement Dashboard

## WHAT YOU GET

Jellyfish will set up a Data Studio dashboard containing charts and controls to visualise and report on data from Google Analytics, including any of the following, where applicable:

- Top-level overview
- Site / App performance
- Campaign performance
- Ecommerce
- Content engagement
- Video engagement
- Form engagement
- Site search engagement
- Top events



Example dashboard



Analytics 360



Data Studio



# Data Benchmarking

## Achieve continuity and visibility when exporting Adobe Analytics data to Google Analytics

Having the ability to view old data versus new data after migration allows teams to see clear comparisons and make informed decisions.

### WHAT IT IS



Data Benchmarking allows you to export, store and connect your historic Adobe Analytics data to Universal Analytics (UA) and / or Google Analytics 4 (GA4) property for like-for-like comparison through an easy-to-view dashboard.

### WHY IT MATTERS



- Ensures continuity of data when migrating to a new platform
- Allows for historical data to be benchmarked against new data
- Easy-to-view dashboard for all stakeholders

### HOW IT WORKS



Jellyfish can combine historical data from Adobe Analytics to Universal Analytics (UA) and / or Google Analytics 4 (GA4) property using Google BigQuery and visualise through a Data Studio Dashboard to benchmark old data against new data.

We will provide a detailed Data Export Plan to:

- Highlight all the data to be exported from Adobe Data Warehouse
- Identify data gaps
- Recommend actions for data incompatibilities

We will supply a project road map with key milestones, timelines and expected costs for data storage requirements.





# Data Benchmarking

## WHAT YOU GET

- Detailed data export plan
- Delivery of exported data
- Design and delivery of a Data Studio Dashboard
- A permanent record of the format and description of all imported data points
- Exported data stored in BigQuery
- Access to data in BigQuery





# Data Reliability Monitoring

## Keep on top of your data for optimum marketing effectiveness

As your business goals evolve over time, it's key to ensure your data tracking and configuration is evolving too. Regular audits ensure your data is in line with your business goals to maximise your marketing performance.

### WHAT IT IS



Jellyfish will conduct periodic audits of the analytics platforms, configuration and tracking to ensure the integrity of data is maintained.

### WHY IT MATTERS



- Check your data is clean and accurate for reporting purposes
- Maximise the latest platform features
- Ensure tracking is in line with evolving business objectives

### WHAT YOU GET



Jellyfish will deliver the Data Reliability Monitoring report along with relevant recommendations.

### HOW IT WORKS



We will run quarterly audit checks that may look at the following:

- Top three key performance indicators validation
- Goals and goals funnels are recording correctly
- Increase in traffic from any unknown / unexpected hostnames
- Spike in spam activity
- Metrics like bounce rate, sessions and users are trending as expected; i.e. month-over-month variance per metric is within expected range
- Errors in the events and pages reports
- Data sharing issues with Google Marketing Platform products
- Personally Identifiable Information or other data compliance issues
- Correctness of categorisation of traffic sources and channels
- Tracking code is placed on all pages





# Ecommerce Tracking

## Increase conversion rates on both your website and apps with ecommerce tracking on Google Analytics

Without a clear picture of your users' journey, ecommerce websites and apps can't deliver the best shopping experience to maximise conversion rates and revenue potential.



### WHAT IT IS

Ecommerce tracking measures user interactions with products on an ecommerce website or app across the whole shopping experience.

### WHY IT MATTERS

- Greater insight into user journeys to optimise for increased conversions
- Better product merchandising
- Maximise revenue potential
- Better shopping and purchasing experience
- Increase conversion rates
- Provides unrivalled insights into any product journey, from gaming to SaaS applications — not just ecommerce ones.

### HOW IT WORKS

Jellyfish will provide a technical implementation document to add a data structure quickly and efficiently to your website / app before tracking implementation can take place.

This will allow you to measure:

- Product / Item List Views / Impressions
- Product / Item list clicks
- Product filters interactions
- Product / Item detail views
- Add / Removes from cart
- Checkout steps
- Purchases

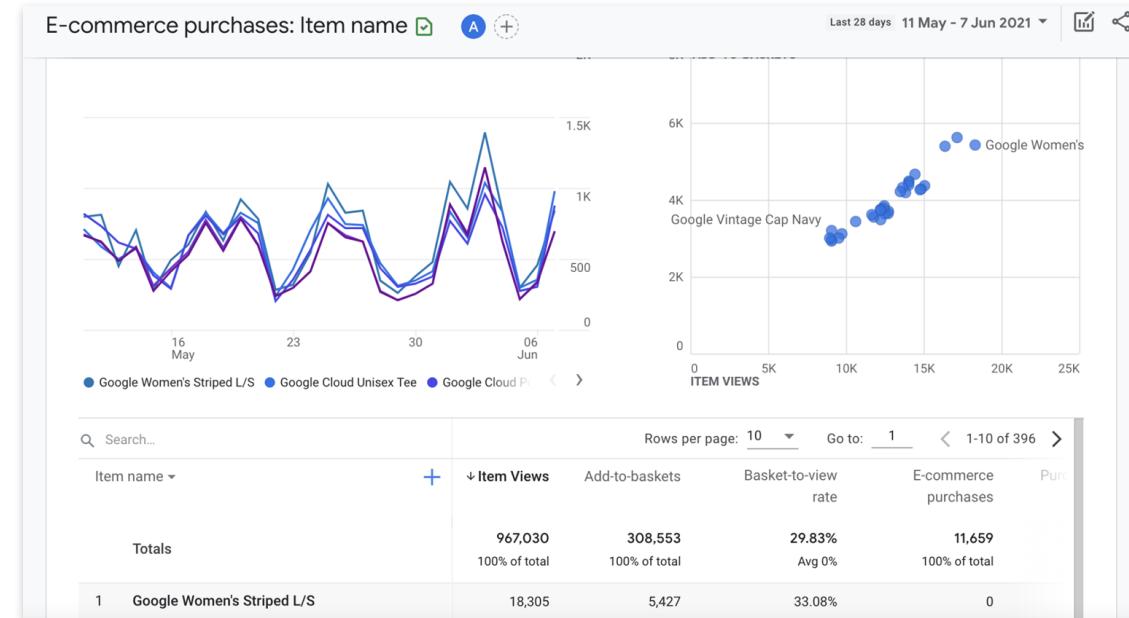
This includes all the relevant custom dimensions and custom metrics, to provide additional detail into what matters the most to your own ecommerce.



# Ecommerce Tracking

## WHAT YOU GET

- Configure Google Analytics User Interface as needed
- Suite of dedicated reports in Google Analytics
- Dual tagging of Universal Analytics and Google Analytics  
4 properties for future-proofing
- Google Tag Manager Server-side tracking if you have  
already implemented the Server-to-Server framework  
for better tracking and privacy compliance.





# Form Tracking

Measuring form performance is key for businesses looking to generate leads

Improve the performance of your website form by tracking user interactions across the different form elements.

## WHY IT MATTERS

- 
- Improve form conversion goals
- Increased understanding of the user journey
- Highly effective metric for lead-generation sites and sites with account creation forms

## HOW IT WORKS

—

Jellyfish will provide a technical implementation document to add a data structure quickly and efficiently to your website and app before tracking implementation can take place.

This will allow you to measure:

- Form starts
- Form errors
- Abandons (incl. path)
- Invalid form submissions
- Abandonment rate
- Submission rate

## HOW IT WORKS

—

Jellyfish will recommend and implement the best practice measurement for form tracking on websites and/or apps.

This includes:

- Technical implementation guide for the relevant tracking interactions
- Development implementation guide detailing the code required
- Configuration of user interface as required
- Implementation and testing the required tracking

Includes dual tagging of Universal Analytics and Google Analytics 4 properties for future-proofing or Google Tag Manager Server-side tracking for better tracking and privacy compliance if you have already implemented the Server-to-Server configuration.





WEB &amp; APP MEASUREMENT

# GA4 Migration Planning

# Ensure GA4 migration success with clear planning

## WHAT IT IS

Tackle your migration from Universal Analytics to GA4 accurately & efficiently by auditing your existing setup and producing a comprehensive migration plan and data schema.



## WHY IT MATTERS

- Standard Universal Analytics properties will stop collecting data on July 1st, 2023. *For 360 users this collection stop will happen July 1st, 2024.*
- Differing data schema between UA & GA4
- Plan for changes in key features you and your team are used to
- Reduce dirty data / data clutter
- Continuity of business / marketing critical data
- Successful migration with confidence in the data

## HOW IT WORKS

Jellyfish will provide a comprehensive audit of your existing UA properties, to ensure the features and functionality you are used to are transferred between technologies.

Jellyfish will also work to understand how the impact of a change in data schema will impact the data input to GA4, by planning your GA4 data schema before implementation.

## WHAT YOU GET

You will receive a comprehensive plan and roadmap to ensure a successful migration to GA4 that includes:

- Migration Audit
- Architecture design
- Data Review
- Data Schema Migration Plan
- Migration Plan & Roadmap

Jellyfish will also review areas of your platform setup that will need to be considered in your wider migration project:

- Dashboards
- Custom Reports
- Advanced Analysis using BigQuery
- ETL / Pipeline using GA as a data source
- Offline Data Import / Data Import

A migration to GA4 can now confidently take place knowing that all areas of your analytics platform setup has been reviewed, and a comprehensive plan is in place.



# Google - Consent Mode

Leverage Google's conversion modelling to offset the decline in data from users opting out via a Consent Management Platform

## WHAT IT IS

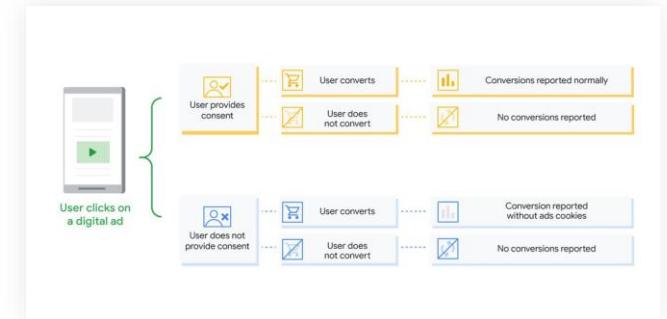
—  
Consent Mode understands when a user has opted-out of data sharing and models conversions appropriately. This Google beta is currently in the data collection stage to ensure there is enough data for Google's machine learning algorithm to accurately predict conversions.

## WHY IT MATTERS

- The recent industry privacy changes mean that analysts need to quickly adapt and leverage conversion modelling to offset the decline in tracked user data
- By collecting data now, Google's algorithms will have more historical data to work with, giving better predictions for modelled conversions
- It's a "privacy-friendly" way of using analytics data should a user not wish to be tracked
- It provides an understanding of converted users, allowing marketing teams to understand the performance of campaigns and optimise accordingly.

## HOW IT WORKS

—  
Consent Mode requires a Consent Management Platform (CMP) to inform whether a user has opted-in or opted-out of data sharing. If a user opts-in to data sharing, data collection continues as normal with no consequence. However, if a user decides to opt-out of data sharing, a network ping is sent to Google to state that this data will need to be modelled and not collected. Google models the data from the opted-in users to predict the actions of the opted-out users.





# Google - GTM Server-Side Tagging

## Leverage Server Side Tagging to offset the decline in data quality from users impacted by cookie restrictions

Google Tag Manager (GTM) Server-Side tagging is a Google beta which fundamentally solves some of the hardest known problems (privacy & accurate data) with web tracking today and provides a future-ready platform to evolve and build on next generation of measurement.



### WHAT IT IS

—

This beta currently supports Google Analytics, Facebook's Conversion API (CAPI) and in development the rest of the Google stack tags. In addition, fully customisable tag creation options.

### WHY IT MATTERS

—

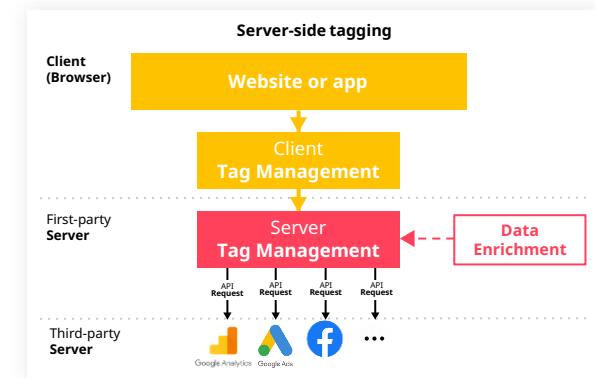
- The recent industry privacy changes (ITP / ETP) mean that Server Side GTM is a key element of Google's 'Privacy Ready' programme in this quickly changing digital environment
- Removes reliance on third-party scripts and cookies
- Owning your own cookies and your own domain using server response makes it pass through Intelligent Tracking Prevention (ITP), Enhanced Tracking Protection (ETP) and Ad-Blockers
- Improving performance by freeing up resources from handling multiple network calls to multiple destinations, based on their sometimes poor network connection
- Allows for an accurate representation of Returning Users using Google's Server-Side first-party two-year cookie

### HOW IT WORKS

—

GTM Server-side tagging is a new way to measure your website or app into server-side processing via Google Cloud. Server-side containers use the same tracking that you're used to but adds an extra layer of server-side tag management into the process.

Instead of running the tracking requests directly from the client-side (or browser) to third-party servers, it runs them through a first-party server first. This means that the data runs through your own server before you send it to an external receiver like Google Analytics, Facebook or Bing.





# Platform Setup

## Understand your consumers' user journeys to impact your media strategy and spend

Without the right setup in Google Analytics, businesses risk making misinformed decisions with their media strategy and valuable budget. Having the right configuration will give a high-level view of consumer journeys across the digital ecosystem.

### WHAT IT IS

Jellyfish will setup a basic configuration of Universal Analytics (UA) and / or Google Analytics 4 (GA4) property including Google's Beta Consent Mode (if required) to give businesses a better understanding of user engagement from digital media to website and app activity.

### WHY IT MATTERS

- 
- The right setup from the outset allows businesses to start making informed decisions using analytics and media data that will have a direct impact on media strategy and spend.
- The account will be set up to best-in-class standards, ensuring that data can be utilised and activated from day one.

### HOW IT WORKS

The setup will include all basic configurations which will be documented within an Analytics Blueprint to ensure its consistency and validity over time.

#### Platform Setup includes:

- Account structure design and setup
- Basic filter creation
- Google Tag Manager – basic implementation
- Property and viewsstreams for Web, Android and iOS apps
- Google products linking via native connectors (availability varies by Google Analytics property type)
- Conversions
- Custom dimensions and metrics creation
- Basic campaign tracking
- Consent Mode tag deployment and QA

#### Google Tag Manager Server-Side Tagging setup includes:

- GTM Server container creation
- Client and Tag creation for Google Analytics





# Platform Setup

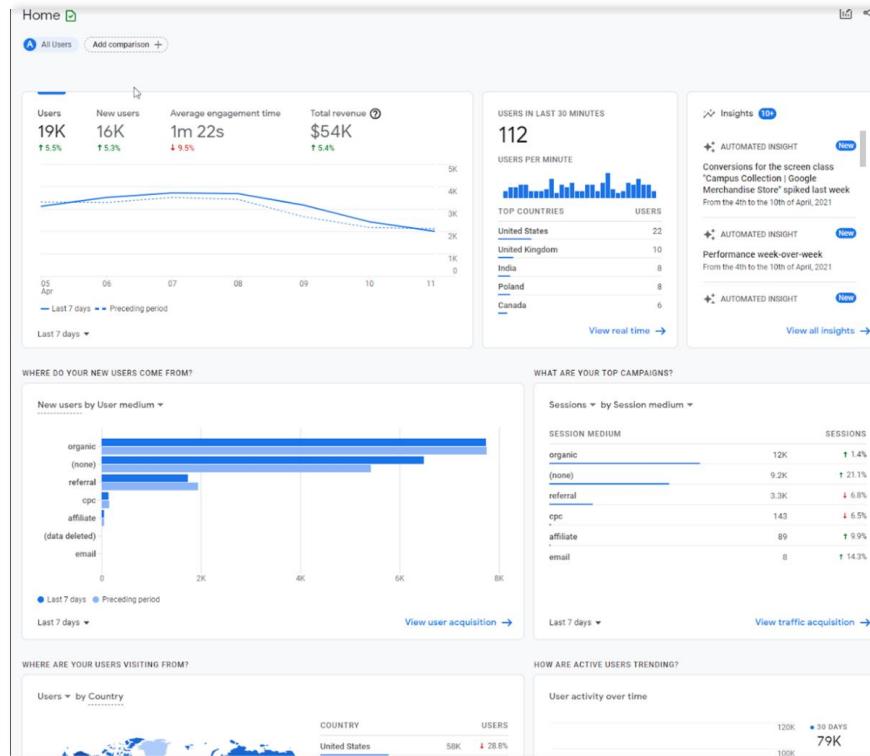
## WHAT YOU GET

We will implement all necessary configuration changes in the Google Analytics User Interface.

Where required, some basic tracking will be implemented through a tag management solution to minimise dependencies with development teams, ensuring a quick and easy implementation of the initial setup.

This will help you get value from the following reports from the onset:

- Real time – monitor live user activity on your website
- Demographics – gain insights about user characteristics
- Acquisition – discover where users originated from
- Engagement – understand patterns in interactions
- Monetisation – understand user purchase activity
- Retention – understand how well users are being retained
- Technology – analyse tech used by users to engage





# Third Party Integration

Salesforce Sales Cloud | Salesforce Marketing Cloud | Custom CRM

## Make smarter marketing decisions by integrating platforms with Google Analytics

### WHAT IT IS

—

Integrating Google Analytics (GA) with your Salesforce Sales Cloud, Salesforce Marketing Cloud or Custom CRM data to optimise your marketing activation.



### WHY IT MATTERS

—

- Analyse rich data in one place
- Remove data silos
- Personalise ads based on offline data
- Use conversion data to find similar audiences online
- Reduce cost per acquisition by targeting customers most likely to convert
- Improves marketing effectiveness

### HOW IT WORKS

—

Jellyfish use native integration to successfully integrate third-party platform data. We'll provide a detailed integration plan based around your business objectives.

- Tasks and timelines
- Roles and responsibilities
- Recommended data structure and data mapping
- Development documentation
- Testing and implementation phases
- Live testing post-deployment

### WHAT YOU GET

—

Jellyfish will recommend and implement the best practice setup for your integration:

#### Salesforce Sales Cloud (Universal Analytics property only)

- Collecting Google Analytics user identifiers in Salesforce Sales Cloud
- Associating Salesforce Lead and Opportunity milestones and fields data to users within Google Analytics, which can then be used for segmentation, bid optimisation and reporting

#### Salesforce Marketing Cloud (UA and GA4)

- Audience sharing from Google Analytics to Marketing Cloud (only available for UA, not yet available for GA4)
- Marketing Cloud visibility within Google Analytics source, medium and campaign session data
- Google Analytics data viewed alongside email based metrics, within Marketing Cloud's Journey Build and includes the creation of test audiences

#### Custom CRM

- Collect Google Analytics user identifiers in your CRM
- Ensure CRM data is associated to users within Google Analytics and can be used for segmentation, bid optimisation and reporting



# Video Tracking

## Maximise the impact of video engagement on your website and app conversions

As businesses increase the use of video as part of their content strategy, understanding its impact and value on conversions is key.



Analytics 360

### WHAT IT IS

—

Measures user interactions with video assets on your website and app and how that engagement may influence conversions.

### WHY IT MATTERS

—

- Improve video content for an increase in engagement and conversions
- Improve overall content strategy

### HOW IT WORKS

—

Jellyfish will support video tracking through Tag Management Solution for different technologies such as YouTube, Vimeo, and Wistia to understand:

- How users engage with the different types of videos on the website
- How to measure the impact of videos published on the website on conversions

### WHAT YOU GET

—

We will supply a technical implementation document for the relevant video interactions that apply to the website and/or apps to track the following:

- Play
- Pause
- Resume
- Seek
- Completed
- 25%, 50% and 75% watched
- Seconds passed since the last interaction
- Name of video
- Duration of video

Configure Google Analytics User Interface as needed

Set up a report showing the main KPIs for each video

Include dual tagging of Universal Analytics and Google Analytics 4 properties for future-proofing or Google Tag Manager Server-side tracking for better tracking and privacy compliance if you have already implemented the Server-to-Server configuration.



CREATIVE

# Web Engineering Retainer

## A global team of Engineers, ready to integrate into your in-house Engineering team

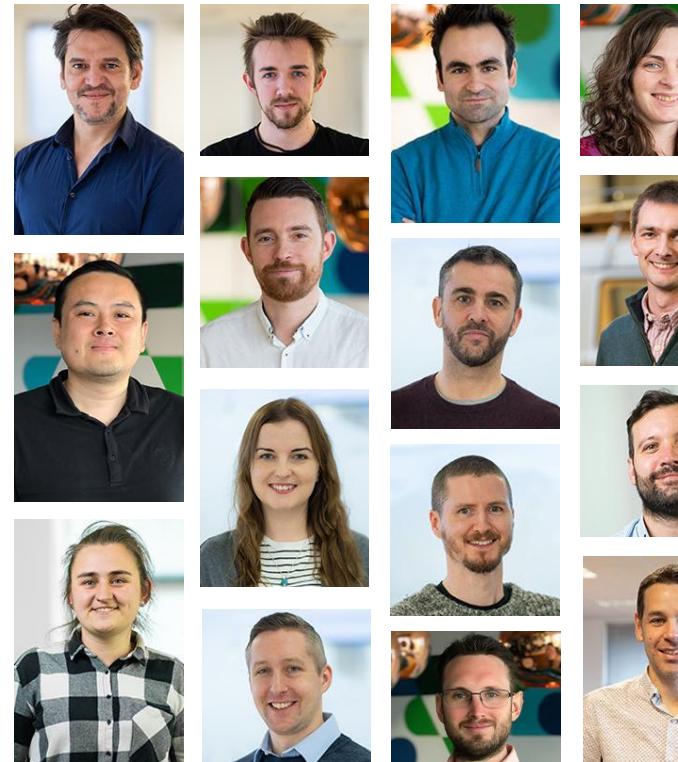
We have a global team of over 100 Engineering specialists ready to integrate with your in-house teams. From VP to Junior level, our team has experience across a wide range of web CMS and Frameworks.

### WHAT IT IS

A fixed price team of 1+ Engineers (plus Project Management) ready to integrate into your existing teams and processes.

### WHY IT MATTERS

- A seamless way to increase your Engineering resource.
- Team members who have expertise in specialism that you are short of in house.
- Guidance and direction on how to improve your Engineering Processes (Lead Engineers and above).
- Wealth of experience and industry expertise
- Cost-effective approach for tactical campaigns
- Experience with OWASP Top 10, 12 Factor, Design Patterns, Platform Best Practices, Page Speed, Accessibility, Security
- Quick and easy to deploy





CREATIVE

# Web Engineering Retainer

## WHAT YOU GET

- Engineering resource from a choice of specialisms:
  - Software Engineering (PHP)
  - Software Engineering (.Net)
  - Front End Engineering (Vue.JS), Angular 2+, React.JS, Node.JS)
  - Quality Assurance Engineering
  - Cloud Engineering (GCP, AWS & Azure)
  - Data Engineering (Python)
- Seniority:
  - VP
  - Director
  - Lead
  - Senior
  - Midweight
  - Junior
- Transparent communication channels and tooling for the assignment of Engineering tickets (i.e. Jira).

## HOW IT WORKS

Our expert team can work with you based around your needs. We can deliver start to finish websites with regular maintenance or provide strategic recommendations for your in-house team to build.

1. Identify your resource needs & duration (minimum 4 weeks)
2. Identify your preferred start date
3. Video call to discuss requirements and ways of working
4. Jellyfish confirm resource availability and provide a retained team contract (75% minimum spend applies)

