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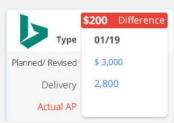
Optimize button will show a dropdown with 'S1', 'S2', and 'S3' option to select optimization technique to apply

Select Optimization Rule

Optimize v









Dashboard will show base month data for all sites as Tiles. Click on a Tile to display data in grid format for 12 months for a site.







@I	\$200 Difference													
Туре	01/19		01/19	02/19	03/19	04/19	05/19	06/19	07/19	08/19	09/19	10/19	11/19	12/19
Planned/ Revised	\$ 3,000		\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 10,000	\$ 10,000
Delivery	2,800	S1	\$ 2,800	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 3,018	\$ 10,018	\$ 10,018
Actual AP		S2	S1, S2 an	d S3 are applied	optimization									
, 100		S3	techniqu		lected one of these			AIRES III AIRES II AIRES II AIRES II AIRES		ail Grid shows 12 ata for selected s		COLUMBO COLUMB		***************************************

CD AND TOTAL	25,00 Difference												
GRAND TOTAL	01/19	01/19	02/19	03/19	04/19	05/19	06/19	07/19	08/19	09/19	10/19	11/19	12/19
Planned/ Revised	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000
Delivery	\$ 26,300	S1 \$ 38,500	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227	\$ 41,227
Actual AP		S2											
		53											

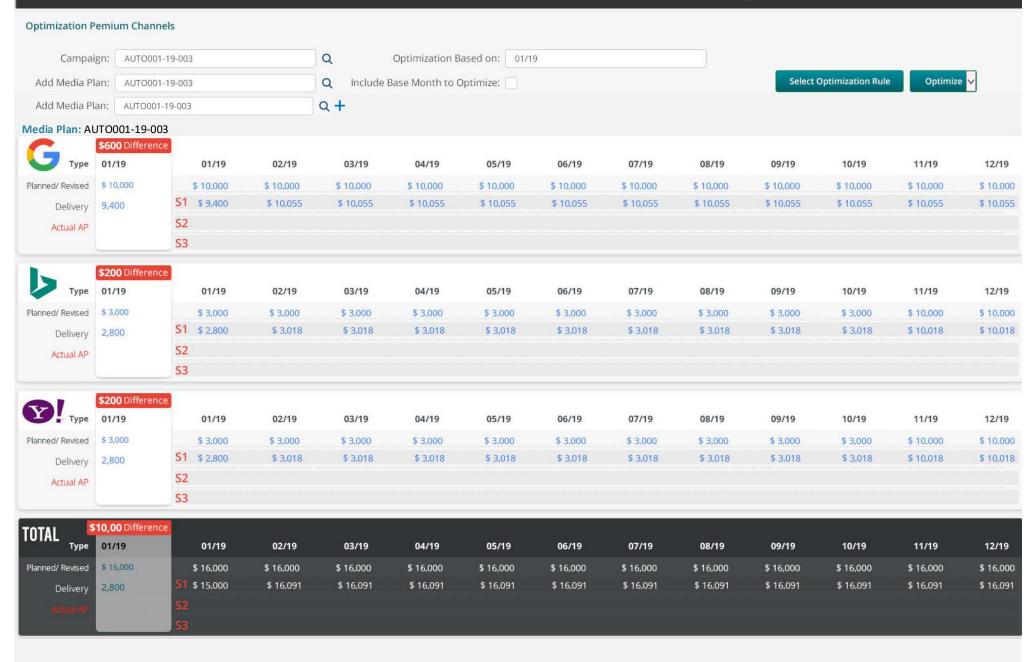
Gran Total Grid shows sum of all selected media plans

















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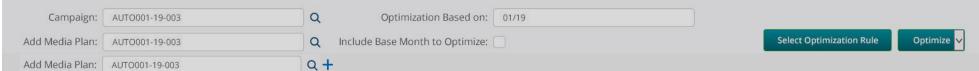
Optimization Pemil	um Channels								
Campaign:	AUTO001-19-003	Q Op	otimization Based on:	01/19					
Add Media Plan:	AUTO001-19-003	Q Include Bas	e Month to Optimize: (S	elect Optimization Rule	Optimize V
Optimization Rules									×
	under-spend under the same vendor/s	iite		From:	AUTO001-19-003		•	To: IJHO005-21-048	*
	evenly allocate in future months Allocate in future months based on spend prop	ortion by month			Under Spend Am	ount \$ <u>10,0</u> 0	00.00		
	Allocate/Roll over to next period/month only				Vendor Name	%	Amount		
O A	Allocate/Roll over to last period/month only				Google	50%	5,000.00		
Reallocate	e to other vendors/Sites within the plan				Bing Yahoo	25%	2,500.00		
Realloc	cate under-spend to Vendor(s) below								
	cate under-spend and projected Under spend	to Vendor(s). below			ion is displayed c ected to distribut				
	Evenly allocate in future months Allocate in future months based on spend prop	ortion by month		under	spend amount is ha	total under se period	r-spend amo	unt for	
	Allocate/Roll over to next period/month only					50 p 51.10 ti			
O A	Allocate/Roll over to last period/month only		Only of major optobe selected at o						
✓ Reallocate	e to other Vendors/Sites within same / c	ifferent plan							
	cate under-spend to Vendor(s) below	merent plan							
	cate under-spend and proiected Under spend	to Vendor(s) below							
⊘ E	Evenly allocate in future months								
O A	Albcate in future months based on spend prop	ortion by month							
O A	Allocate/Roll over to next period/month only								
O A	Allocate/Roll over to last period/month Only								
								Apply	Close











Optimization Revision	S1	~														
Media Plan	Rev	Site	01/19	02/19	03/19	04/19	05/19	06/19	07/19	08/19	09/19	10/19	11/19	12/19	01/20	02/20
MP_16 AdTech_RR	R1	Google	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019	10,019
MP_16 AdTech_RR	R1	Facebook	2,800	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018
MP_16 AdTech_RR	R1	Microsoft	2,800	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018	3,018
TM-12934	R1	MediaTech	8,500	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017
Total			8,500	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017	16,017

Apply Optimization









Campaign:	AUTO001-19-003	Q Optimization	on Based on: 01/19		
Add Media Plan:	AUTO001-19-003	Q Include Base Month	to Optimize:	Select Optimization Rule	Optimize V
Add Media Plan:	AUTO001-19-003	Q +			

Following Media Plan(s) will be revised

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

These Options will be visible only where applicable

			Vendor Spend		Ad Tech		_
Plan	Revision	Site	Existing	Revised	Existing	Revised	Status
MP_16 AdTech_RR	R1	Google	45,000	43,000	8,000	7,200	Open
MP_16 AdTech_RR	R1	Facebook	12,000	14,000	2,000	2,300	Open
R23874	RO	Google	64,000	60,000	12,000	11,000	Fin Approved
R23874	RO	TradeDesk	5,000	9,000	1,000	1,500	Fin Approved

Rollback

Next

'Rollback' option will 'Unlock' media plan(s) and rollback any/ all transactions created during optimization process







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Optimization Pemi	um Channels				
Campaign:	AUTO001-19-003	Q Optimization Based on:	01/19		
Add Media Plan:	AUTO001-19-003	Q Include Base Month to Optimize		Select Optimization Rule	Optimize V
Add Media Plan:	AUTO001-19-003	Q +			

Specify Paramters to generate client schedule

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Plan	Revision	Rate Type	Fee Rate	Distribution	Period	Adjust Balance	Other Free	Tech Other Fee
MP_16 AdTech_RR	R1	\$%Net ✓		ndor Spend By Mont				30000
MP_16 AdTech_RR	R1	\$%Net ✓				<u>endar</u> ™ <u>Future M</u>	<u>ontr</u> ≚ <u>2000</u>	<u>30000</u>
				will enter Generate				

Rollback

Generate Schedule

Next

Next button will be enabled after client schedule has been generated and successful









Optimization Pemi	um Channels			
Campaign:	AUTO001-19-003	Q Optimization Based on:	01/19	
Add Media Plan:	AUTO001-19-003	Q Include Base Month to Optimize:		Select Optimization Rule Optimize V
Add Media Plan:	AUTO001-19-003	Q +		

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Approve Media Plan Revisions	all media	will be performed for a plans updated for	
Authorization	C	ptimization	
Ready	Approval/Rejection Comments	By: On:	
Manager Approval Pending Manager Approval		By: On:	
Finance Approval Pending Finance Approval		By: On:	
Rollback Finish			Next

Next button will be enabled only if all plans have been 'Finance Approved'









Ci	AUT0004 40 002		Ontimination Board on	24.00		
Campaign;	AUTO001-19-003	Q	Optimization Based on:	01/19		
Add Media Plan:	AUTO001-19-003	Q Include I	Base Month to Optimize:		Select Optimization Rule	Optimize V
Add Media Plan:	AUTO001-19-003	Q +				

Revise Insertion Orders

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Vendor	IO Number	Existing IO Amount	Received Amount	New Amount
Media Plan: FB-12387				
GOOG001	IO012378	45,000	14,000	38,000
GOOG001	IO012378	24,000	10,000	14,000
Media Plan: TM-12934				
GOOG001	IO012378	45,000	14,000	13,000
GOOG001	10012378	24,000	10,000	14,000

New Amount can not be less than Received amount. User must 'Rollback' and restart optimization process.

Done

Revision Status

Done

Done

Not Processed

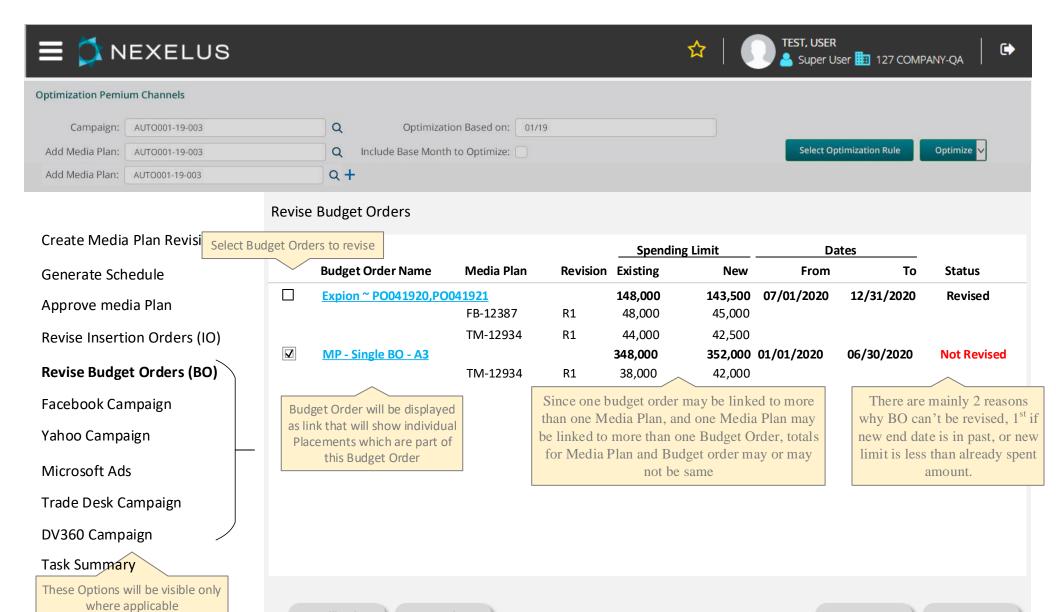
Rollback

Finish

Revise

Next

Next button will be enabled only if all IO's have been approved



Next

Revise

Finish

Rollback







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Optimization	Pemium	Channel
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Campaign:	AUTO001-19-003	Q	Optimization Based on:	01/19		
Add Media Plan:	AUTO001-19-003	Q Incl	lude Base Month to Optimize:		Select Optimization Rule	Optimize V
Add Media Plan:	AUTO001-19-003	0 +				

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Budget Order: MP - Single BO - A3

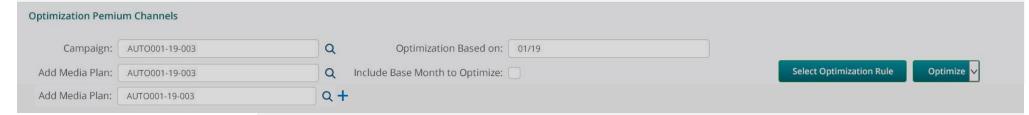
Following IO(s) are part of this Budget Order

Vendor	IO Number	IO Amount	Date From	Date To	
Media Plan: TM-12934					
GOOG001	10012378	45,000	2/1/2020	2/28/2020	
Back Fin	ish				
Back Fin	ish				

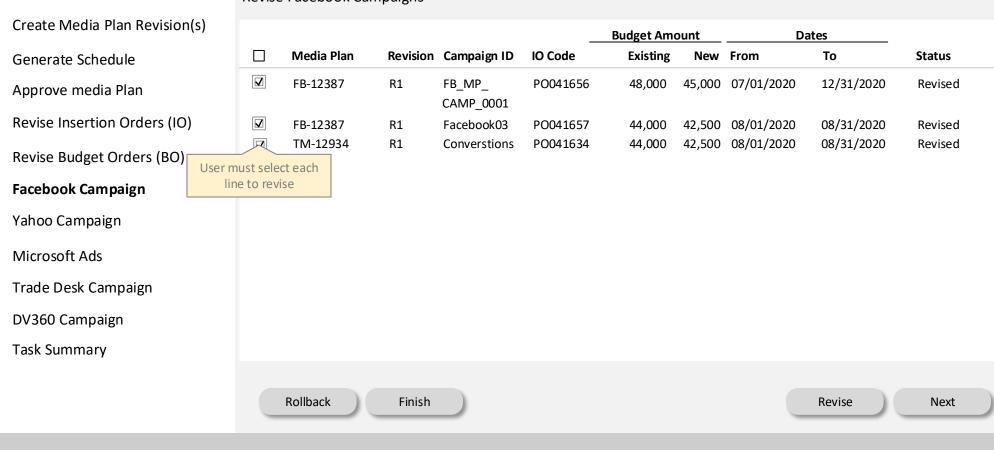








Revise Facebook Campaigns

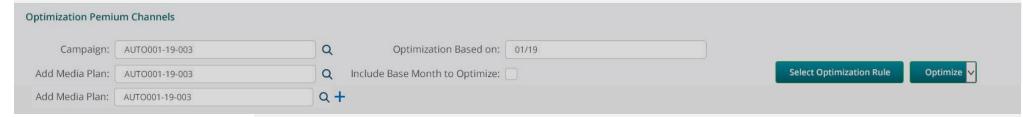




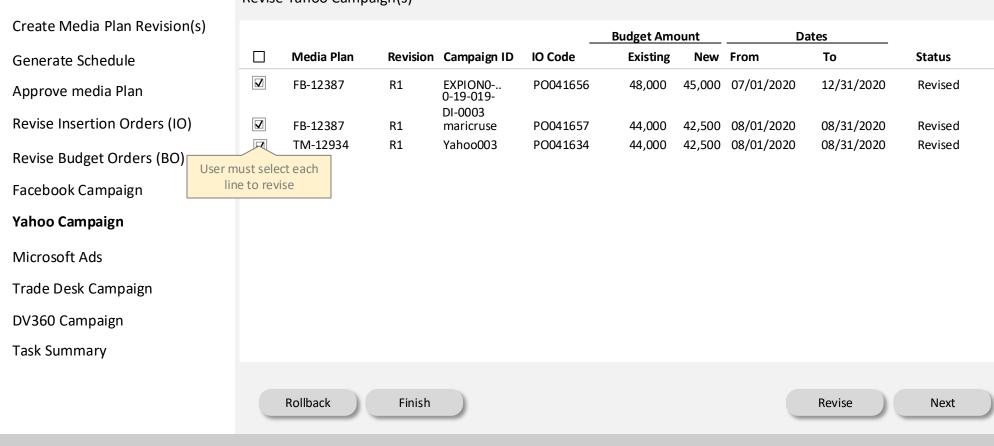




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Revise Yahoo Campaign(s)



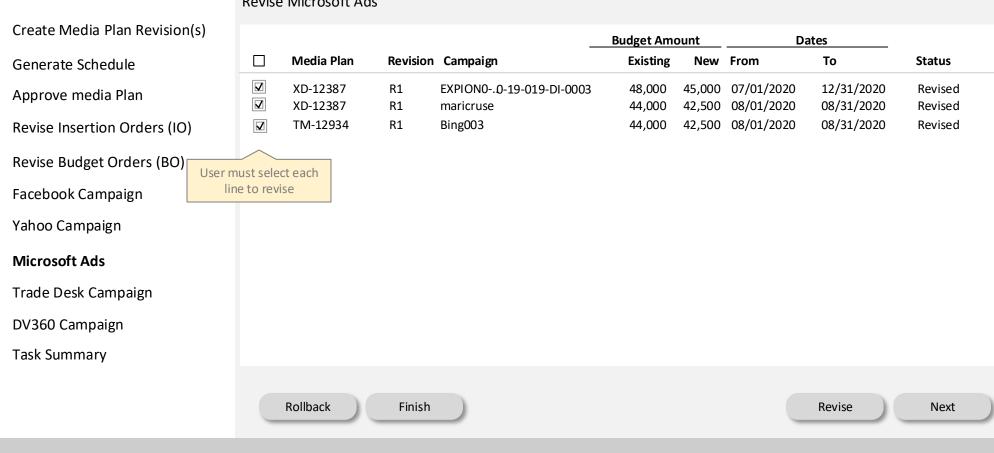






Optimization Pemium Channels						
Campaign:	AUTO001-19-003	Q Optimization Based on:	01/19			
Add Media Plan:	AUTO001-19-003	Q Include Base Month to Optimize:		Select Optimization Rule Optimize	Y	
Add Media Plan:	AUTO001-19-003	Q +				

Revise Microsoft Ads









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r 8000	127 COMPANY OA		

Optimization	Pemium	Channe
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Campaign:	AUTO001-19-003	Q	Optimization Based on:	01/19		
Add Media Plan:	AUTO001-19-003	Q	Include Base Month to Optimize:		Select Optimization Rule	Optimize 🗸
Add Media Plan:	AUTO001-19-003	Q +	-			

Campaign ID will be displayed as link

Revise Trade Desk Campaigns

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

					Budget Amo	ount	Da	ites	
	Media Plan	Revision	Campaign ID	IO Code	Existing	New	From	То	Status
V	FB-12387	R1	A2ciu0i	PO041656	48,000	45,000	07/01/2020	12/31/2020	Revised
\checkmark	FB-12387	R1	K2cdu33	PO041657	44,000	42,500	08/01/2020	08/31/2020	Revised
\square	TM-12934	R1	<u>s389s5i</u>	PO041634	44,000	42,500	08/01/2020	08/31/2020	Revised

that will show following Flight Details

unchecked by default. User must open Flights dialog to adjust Flights and click OK button

to enable this

checkbox

Checkbox will be

disabled and

Rollback

Finish

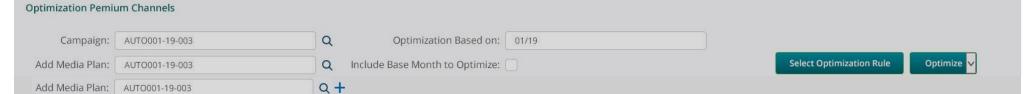
Revise

Next









Revise Trade Desk Campaigns

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

	_	Budget Amount		
☐ Media Plan	Revision Campaign ID IO Code	Fristing New From	То	Status
FB-12387 FB-12387 FB-12387 TM-12934		IO Amount // Allocated Amount Budget Amount	2020 12/31/2020 2020 08/31/2020 2020 08/31/2020	Revised Revised Revised
Rollback	Finish		Revise	Next

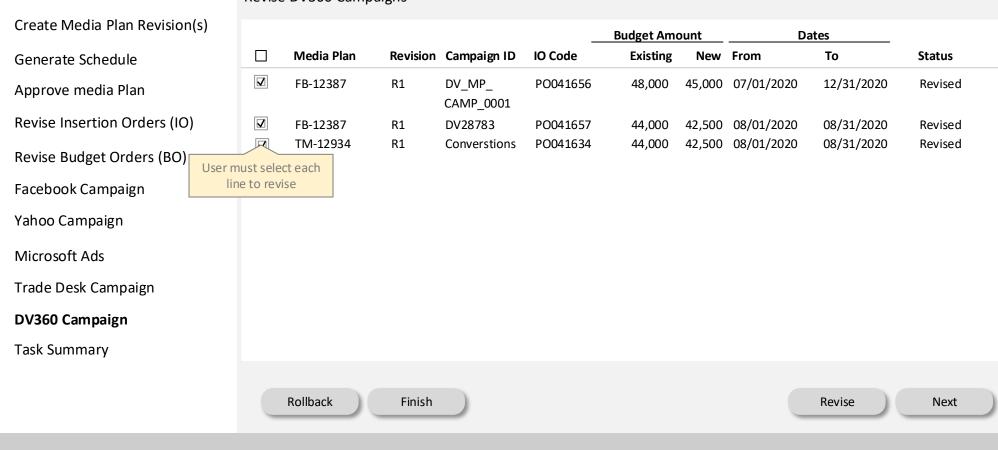






Optimization Pemium Channels							
Campaign:	AUTO001-19-003	Q Optimization Based on: 01/19					
Add Media Plan:	AUTO001-19-003	Q Include Base Month to Optimize:	Select Optimization Rule Optimize				
Add Media Plan:	AUTO001-19-003	Q +					

Revise DV360 Campaigns











Campaign:	AUTO001-19-003	Q	Optimization Based on:	01/19		
Add Media Plan:	AUTO001-19-003	Q	Include Base Month to Optimize:		Select Optimization Rule	Optimize V
Add Media Plan:	AUTO001-19-003	0 +				

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Following issues were encountered during optimization process:

Insertion Orders:

Media Plan	Vendor	IO Number	Existing IO Amount	Received Amount	New Amount	Revision Status	
TH-12934	Google	10023378	45,000	14,000	13,000	Error	

If there are any issues, will be displayed here in different grids, one for each section where issue(s) occurred.

Rollback

Finish