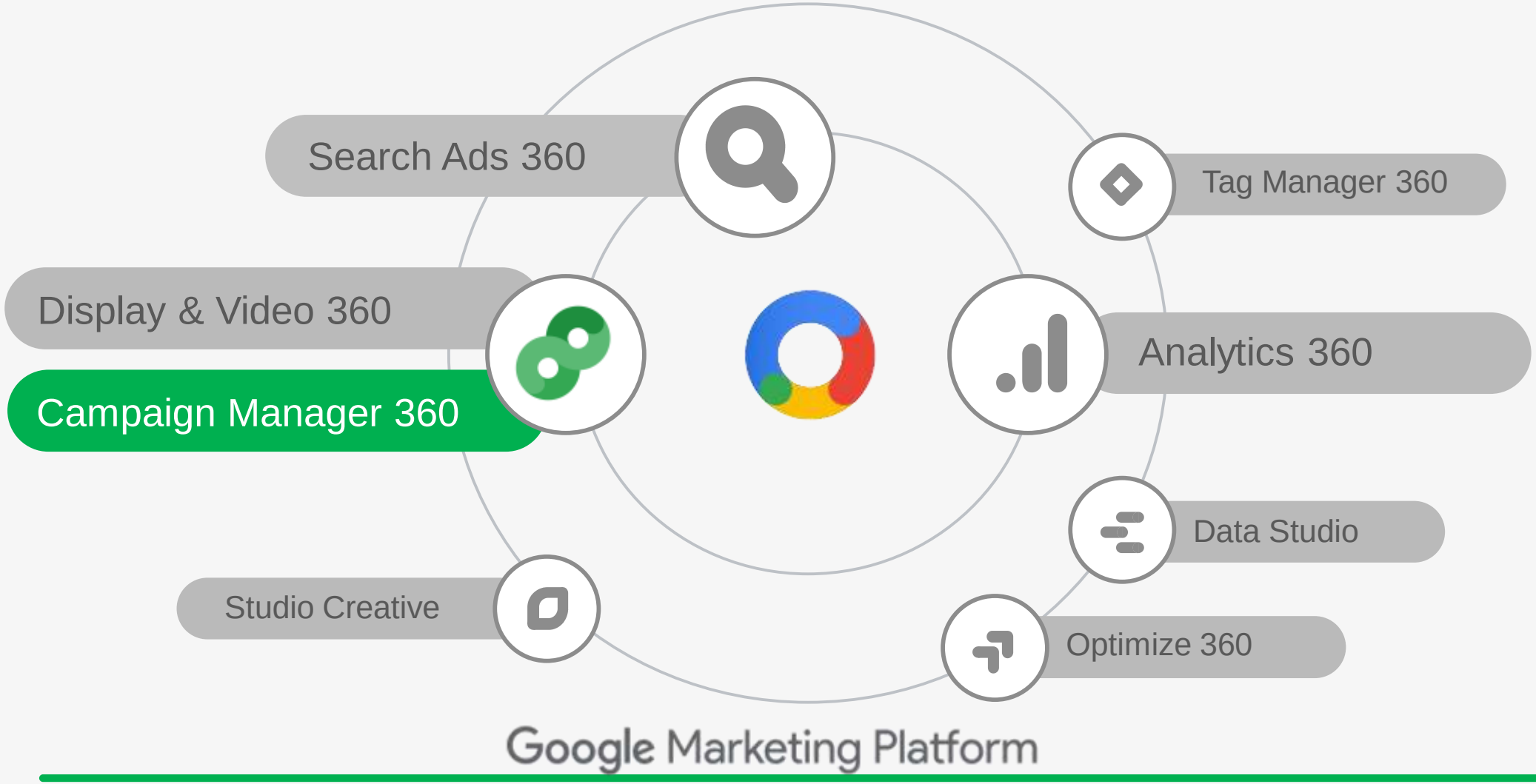
Campaign Manager 360

GMP ecosystem



CAMPAIGN MANAGER 360

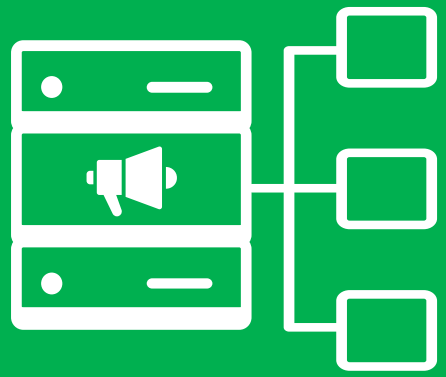
Shows how users who have contacted your ad behave in terms of channels, frequencies and other targeting.

Campaign Manager 360 features

Tracking

Impressions Verification

Ad Server



Unique opportunities

Efficiency Analysis

Effective frequency, geo, url targeting

Tracking: Impressions Verification

- Why do you need to track placements?
- How does it technically work?
- How to verify impressions in CM 360?

Contractor or placement platform may not match the targeting!

- Geo targeting

- Devices

- Frequency

- URL

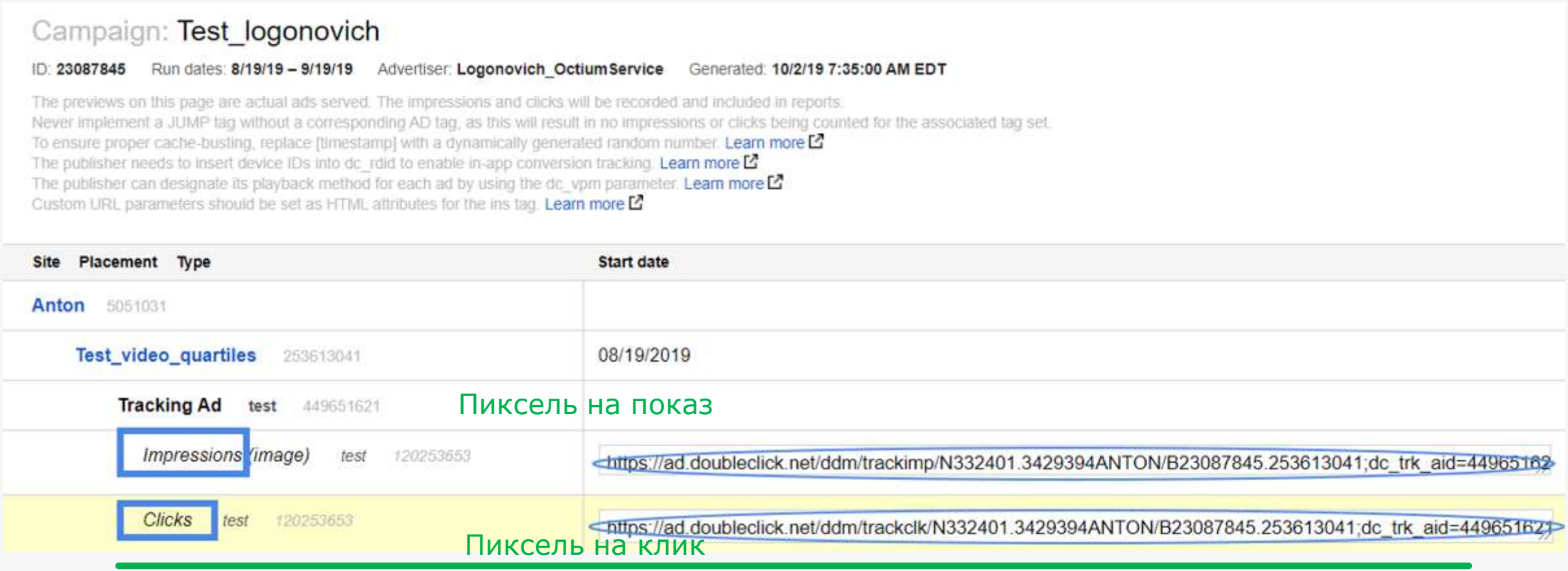
Why do you need to track placements?

- Your impressions or clicks may not exist

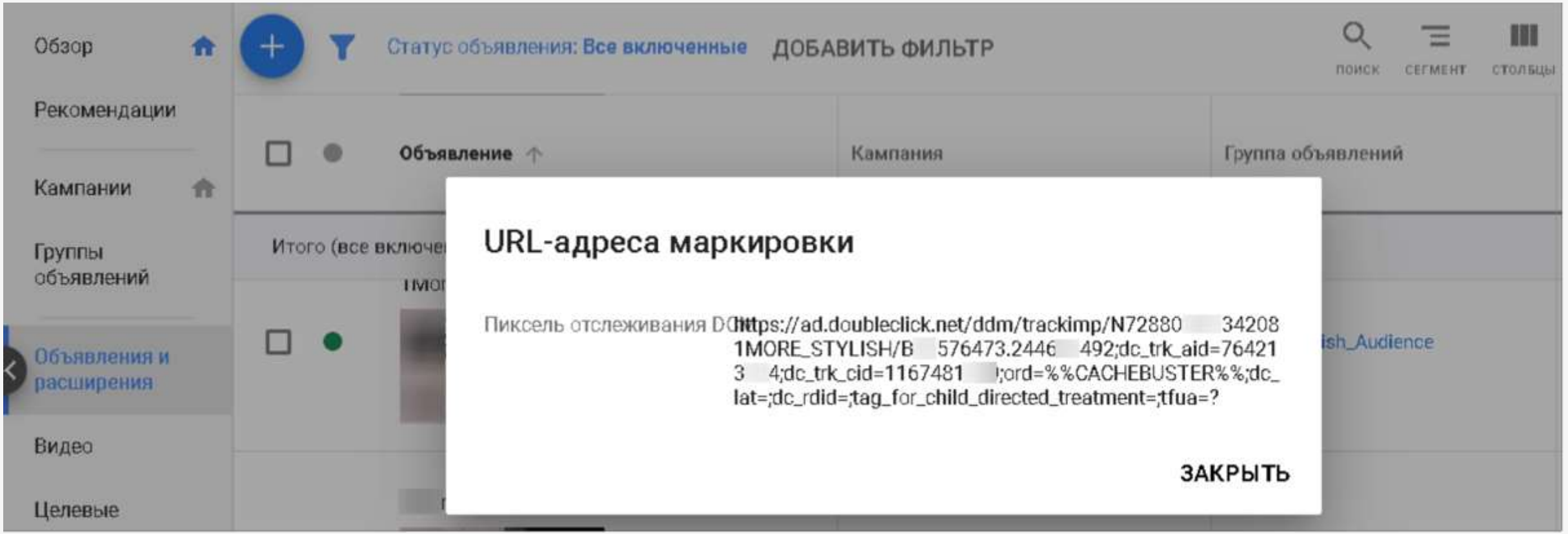
FRAUD TRAFFIC

How does it technically work?

In CM360, you create a campaign structure and **get two pixels for tracking.**

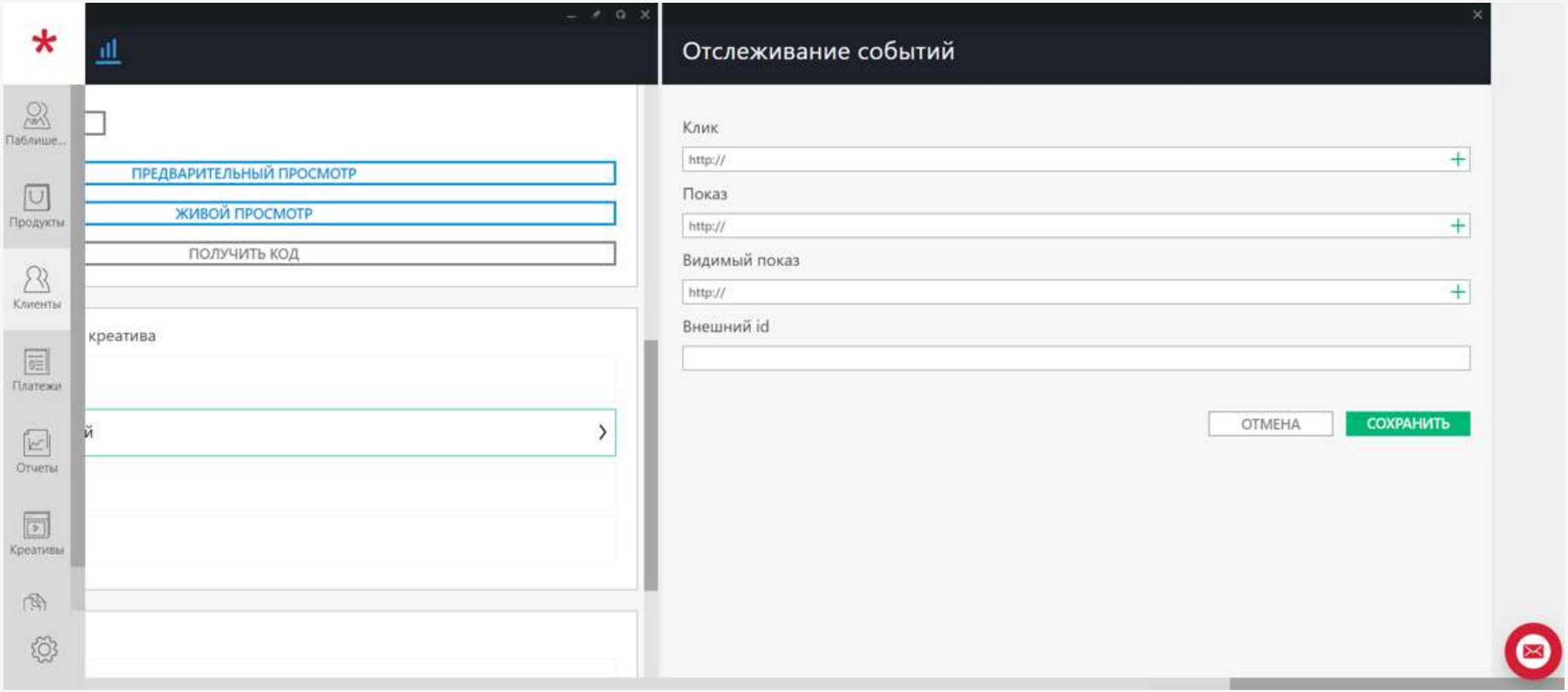


Installation example in Google Ads

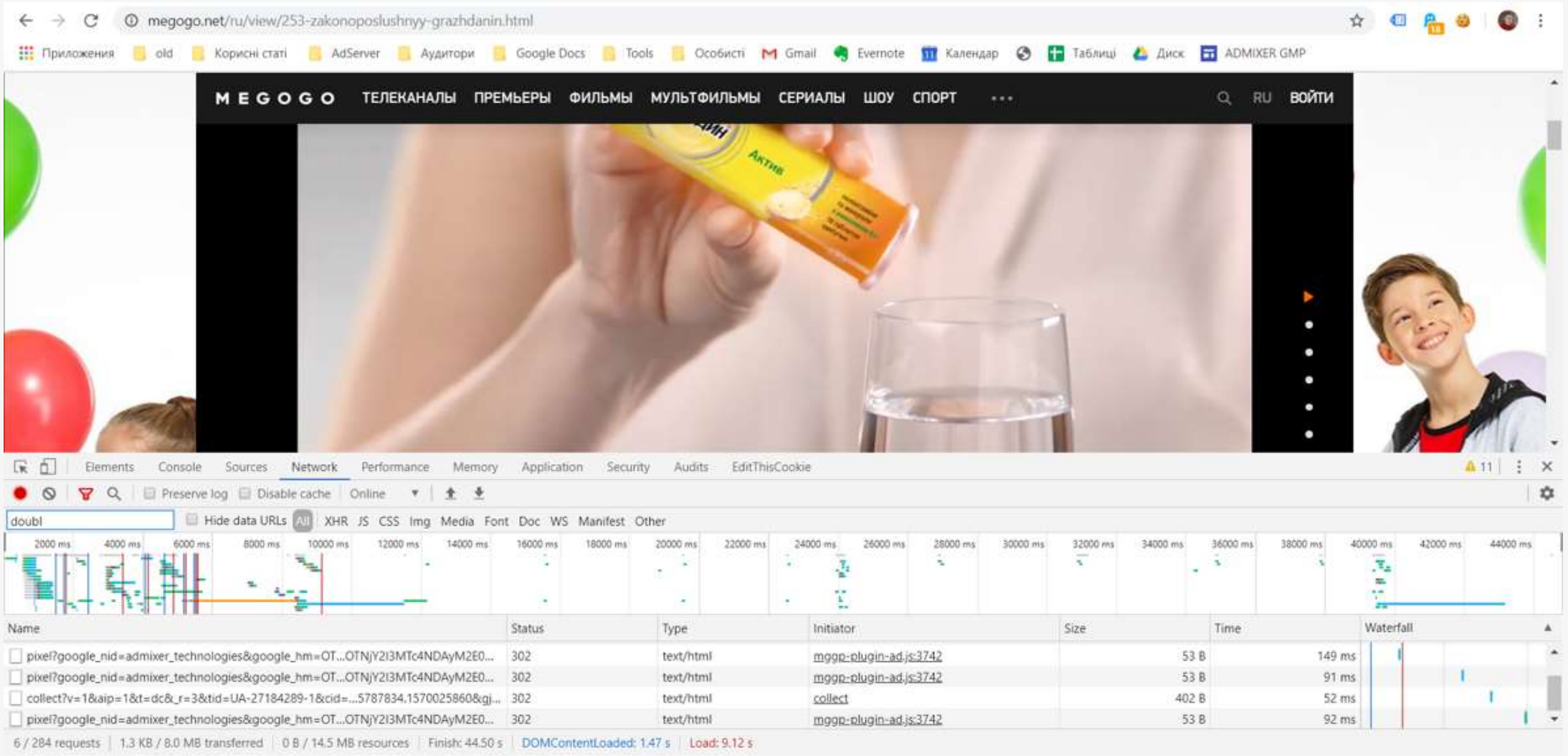


- Installed pixel marker CM360 on YouTube ad

Installation example in Admixer TD

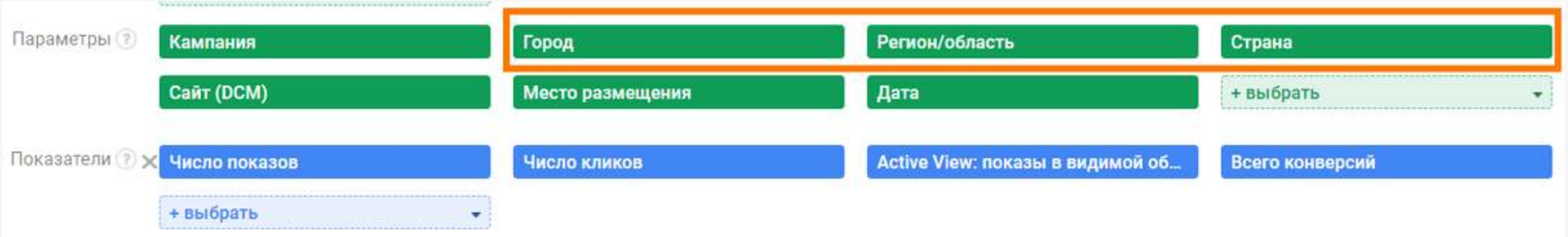


When the ad is displayed, the CM360 tag codes are called



How to verify impressions in CM 360?

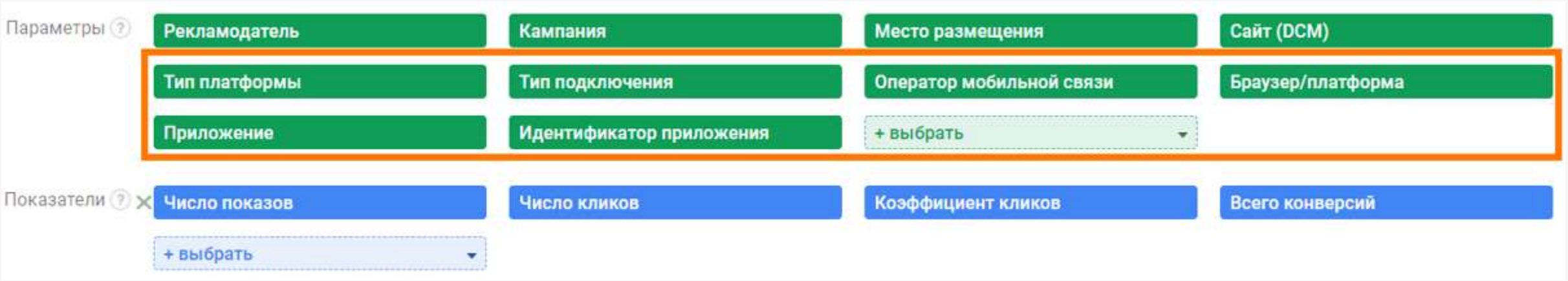
With the help of geotargeting audit, CM360 determines in which location the impressions were taken



ADMIXER ADVERTISING

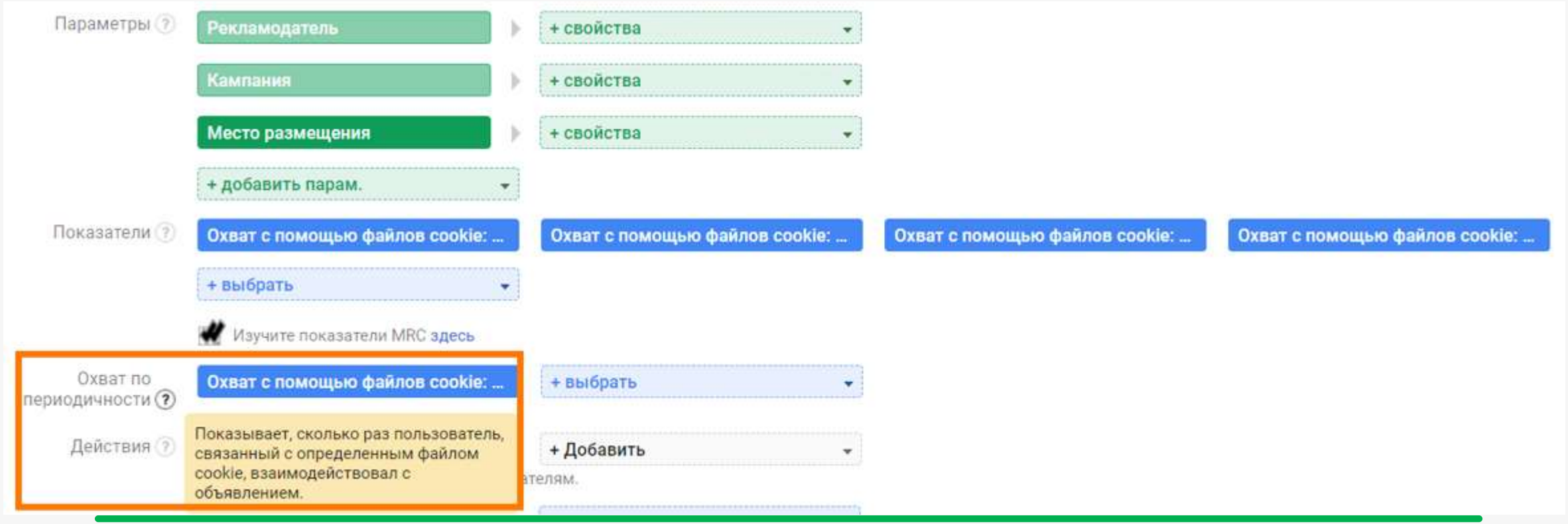
How to verify impressions in CM 360?

CM360 provides statistics by platform



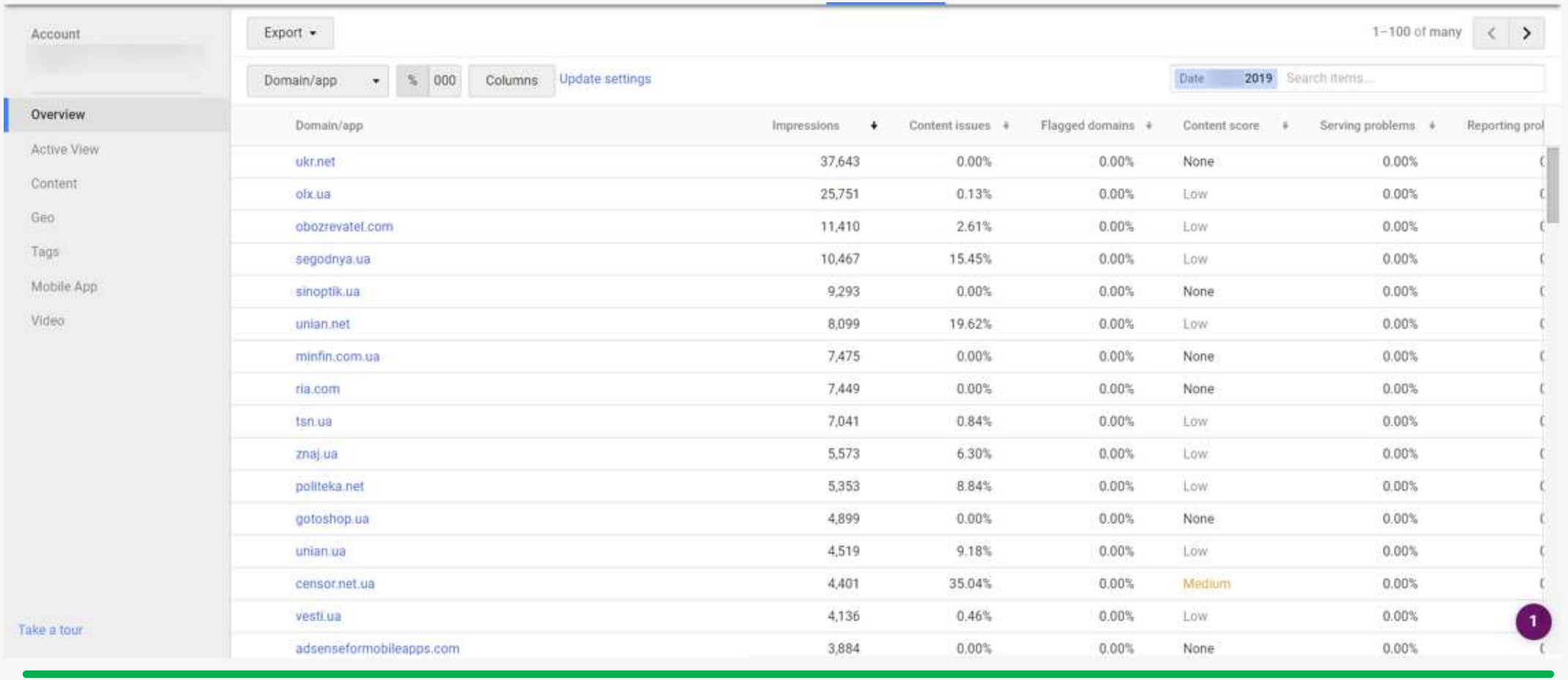
How to verify impressions in CM 360?

- In CM360, you can audit the frequency with which ads were shown



How to verify impressions in CM 360?

CM360 will show the url where ads were shown



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How to verify impressions in CM 360?

CM360 will analyze the correctness of impressions and clicks according to own algorithms

ADMIXER ADVERTISING

Placement of creatives on any site with hosting on the CM360 side

Ad serving - feature that simultaneously shows the creative to the user and collects data that can be measured and applied in a marketing strategy

ADMIXER ADVERTISING

In CM360 you can estimate the reach of those users who had the technical ability to see your ad

In CM360 you will receive Brand safety statistics, which you can use in setting up ad impressions

Status	Domain	Site	Standard classifier issues	Standard classifiers
	ukr.net	(TW)Youtube 5853418	22	Religion 13, Tragedy 9
	rbc.ua	(TW)Youtube 5853418	14	Politics 14, Tobacco 1
	obozrevatel.com	(TW)Youtube 5853418	5	Politics 5, Sensitive social issues 5
	fakty.ua	(TW)Youtube 5853418	3	Politics 3
	censor.net.ua	(TW)Youtube 5853418	6	Politics 6, Tragedy 4, Sensitive social issues 1
	ukranews.com	(TW)Youtube 5853418	1	Shocking 1, Violence 1, Transportation accidents 1 + 1 more
	espreso.tv	(TW)Youtube 5853418	1	Politics 1
	segodnya.ua	(TW)Youtube 5853418	2	Politics 2
	favoritekherson.co	(TW)Youtube 5853418	5	Transportation accidents 3, Tragedy 2
	unian.net	(TW)Youtube 5853418	4	Suggestive 3, Politics 1
	naszemiasto.pl	(TW)Youtube 5853418	4	Tragedy 4, Shocking 3, Violence 3
	tsn.ua	(TW)Youtube 5853418	2	Politics 2

ADMIXER ADVERTISING

You can adjust the rotation of creatives depending on their effectiveness

Ad_1	1% CTR	100 click	10 conv.
Ad_2	3% CTR	250 click	20 conv.
Ad_3	2% CTR	150 click	30 conv.

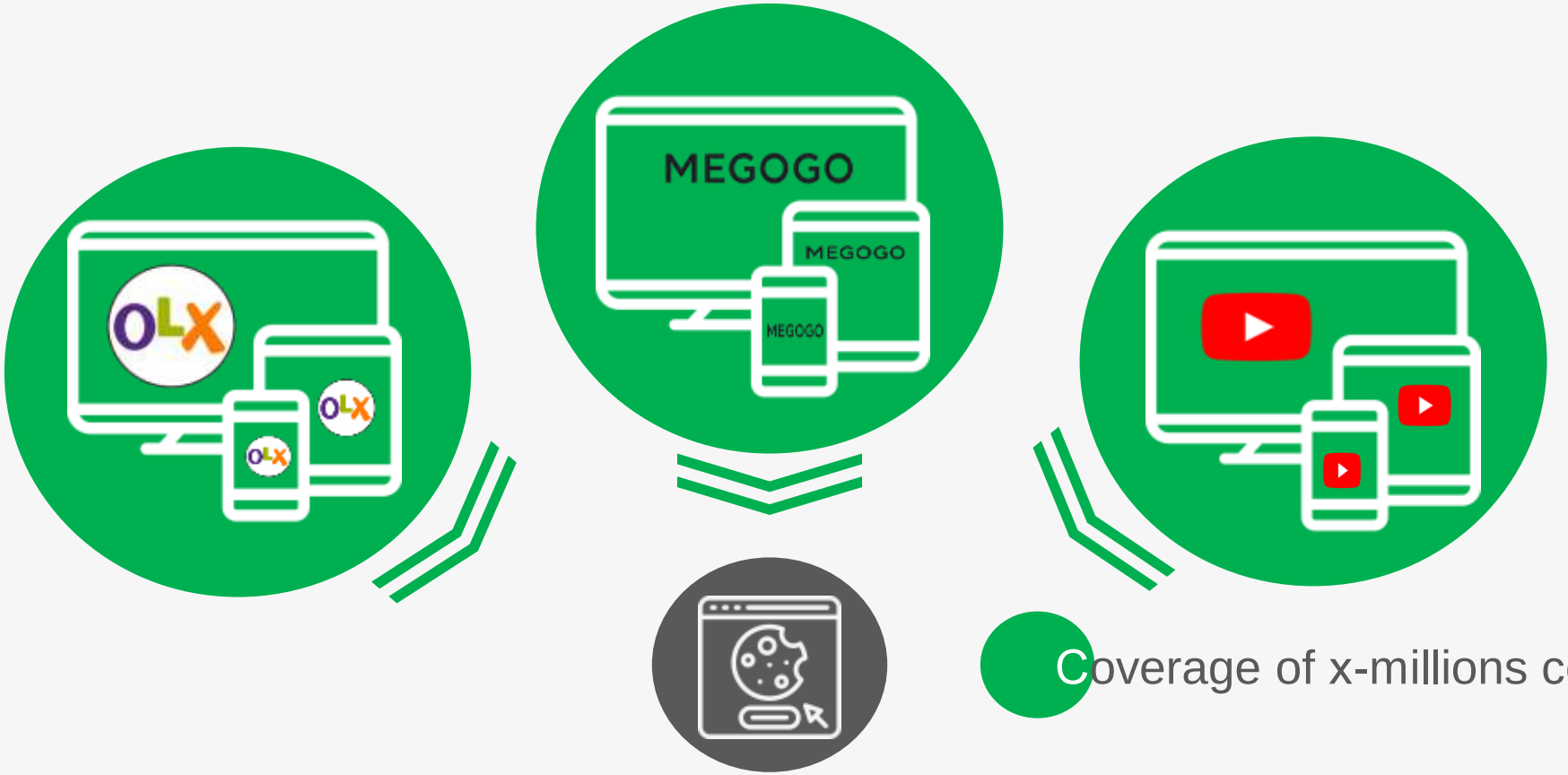
Ad_1	16% показів
Ad_2	50% показів
Ad_3	34% показів

ADMIXER ADVERTISING

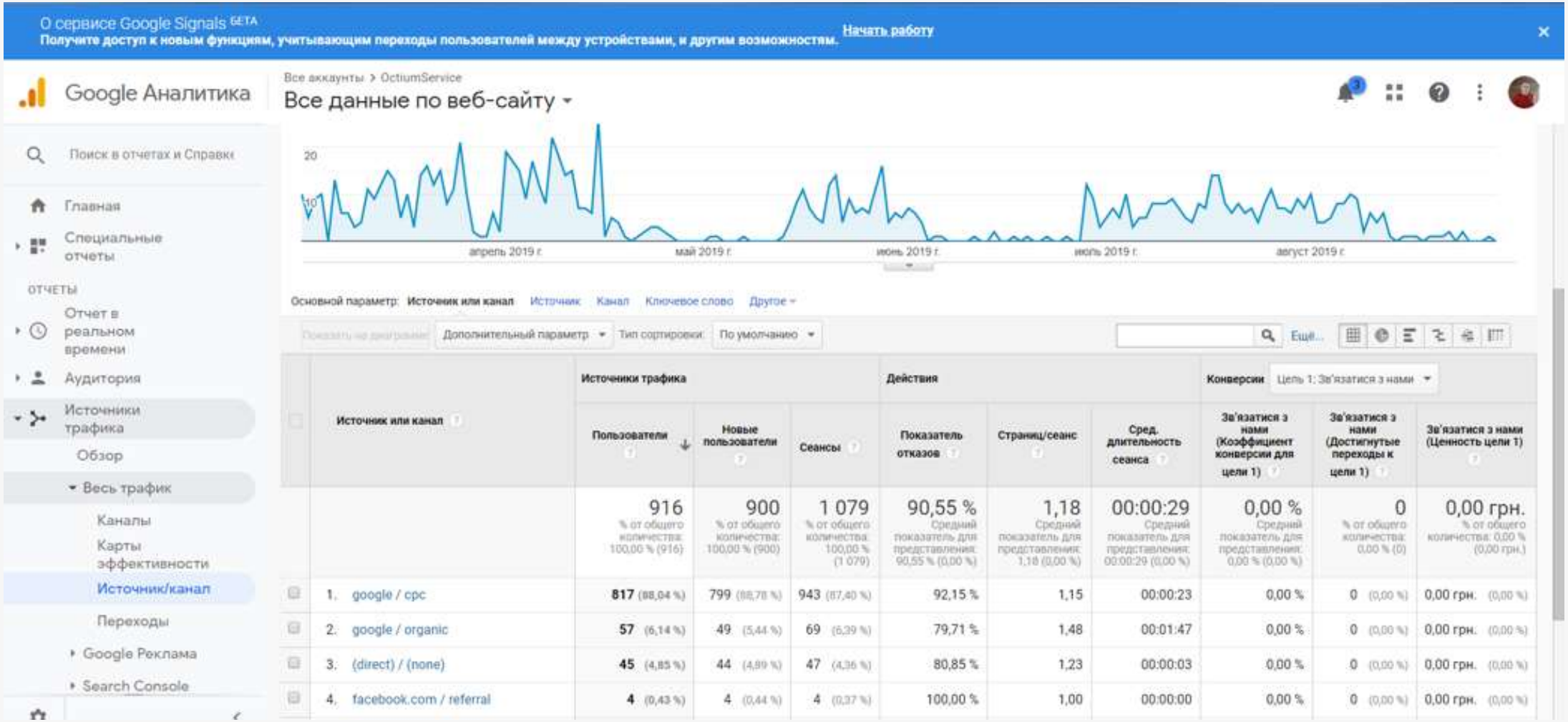
Performance analysis: effective frequency, geo, url targeting

- Display campaign analysis stereotypes
- Abstract situation
- View through и Click through conversions
- Reach in CM360
- Foodlight
- Attribution

Display campaign analysis stereotype: Measure impressions only in terms of reach, not performance.

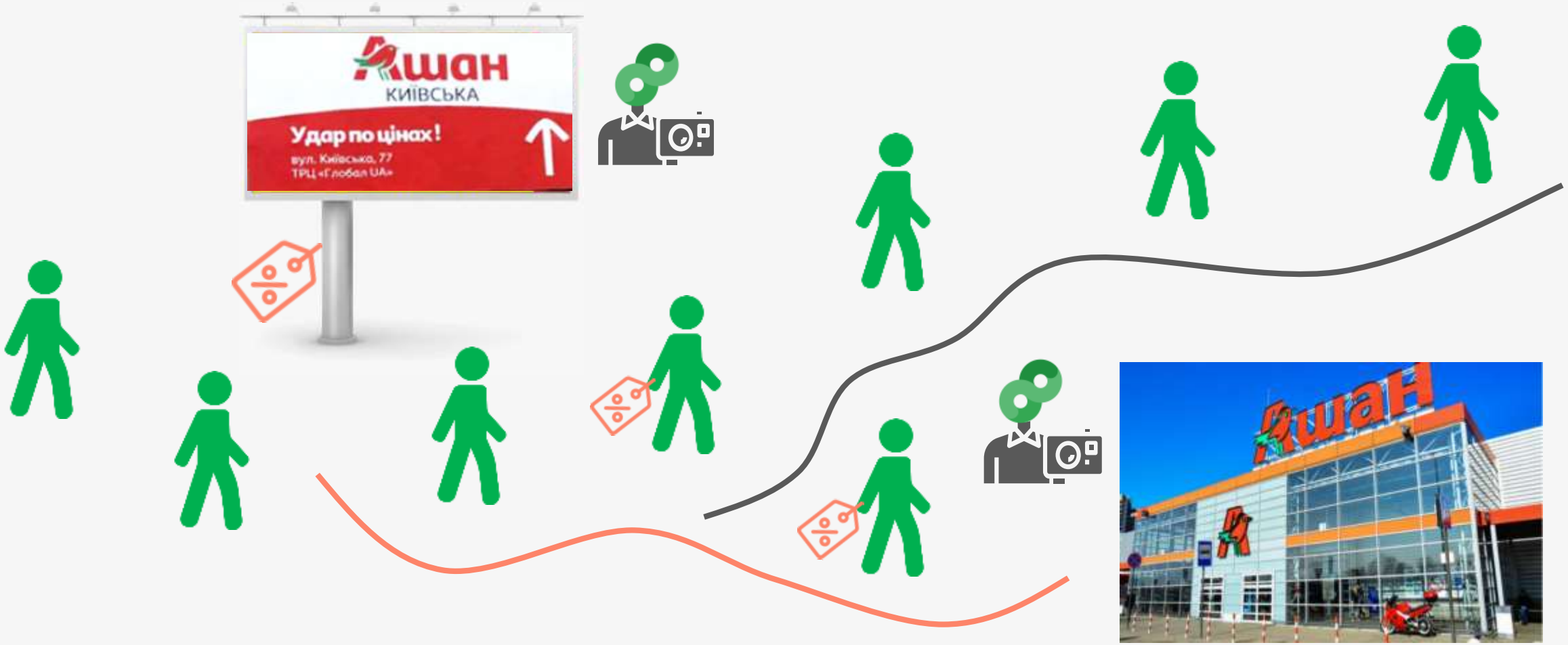


Display campaign analysis stereotype: Performance is tracked only by clicks



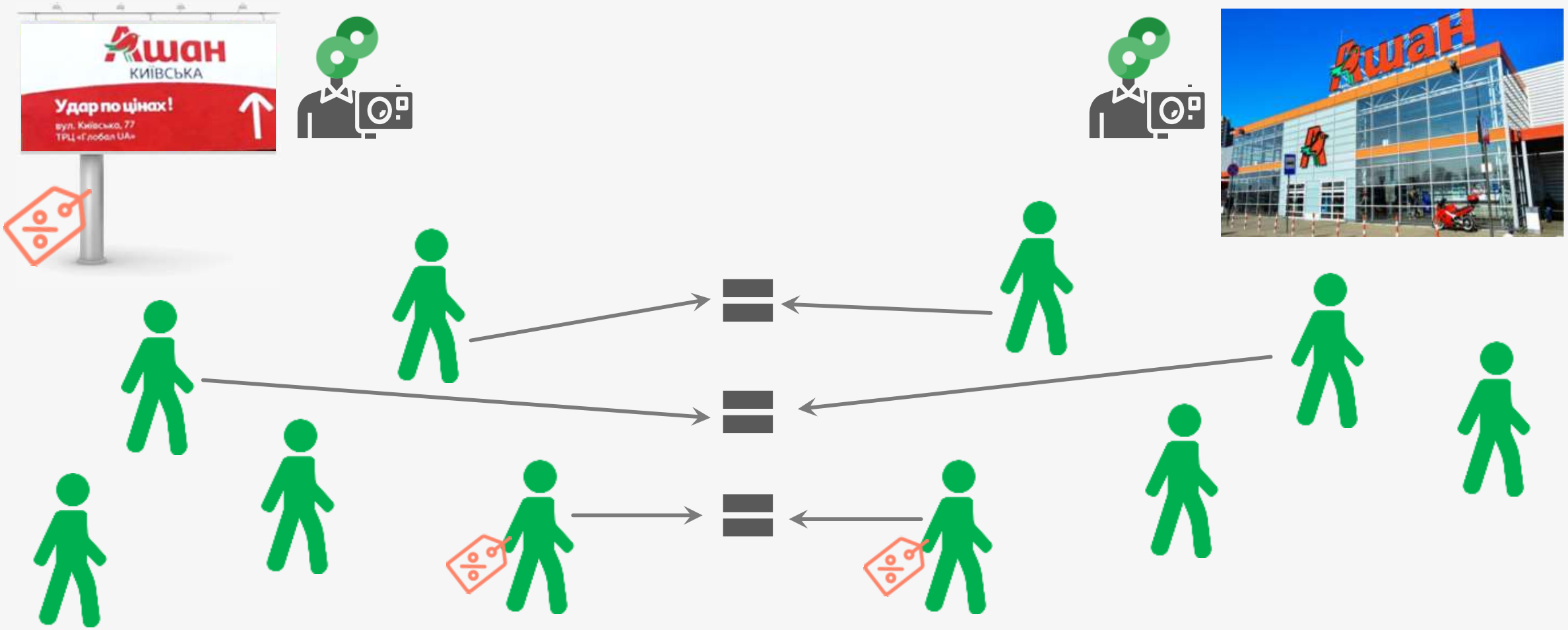
Abstract situation:

Analogy with an advertising platform (website)

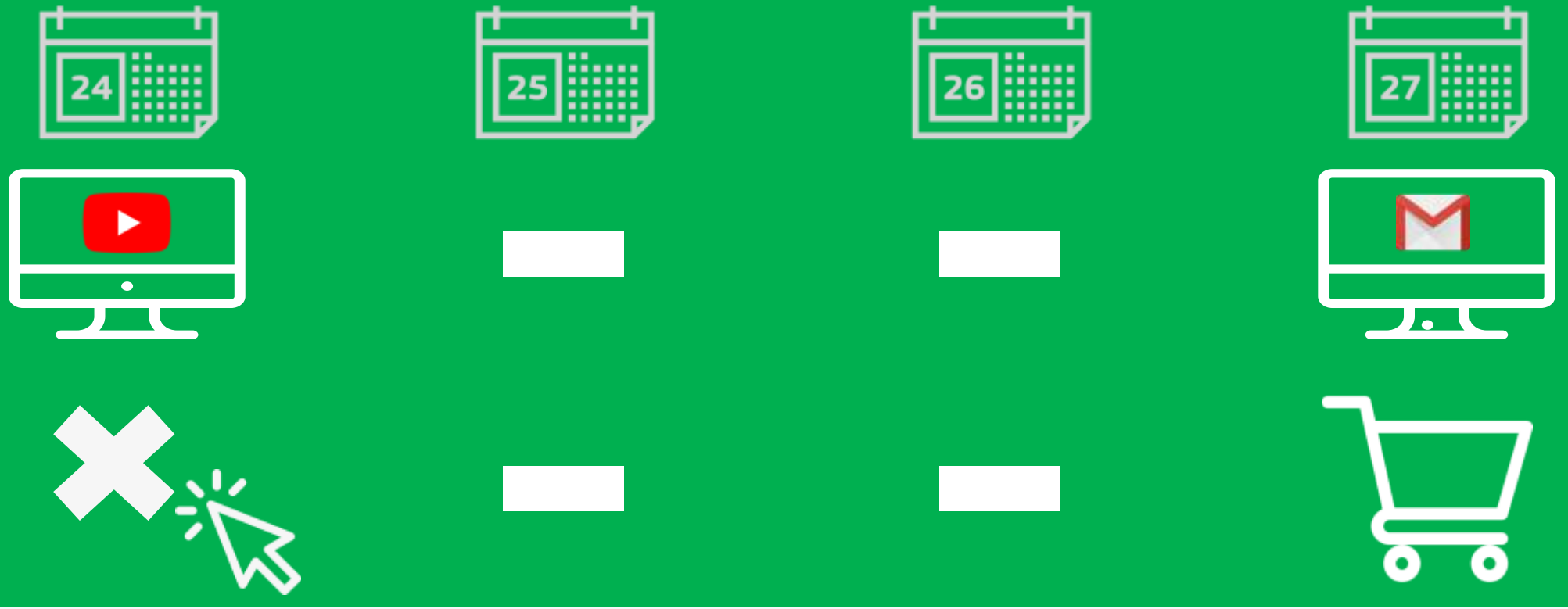


Abstract situation:

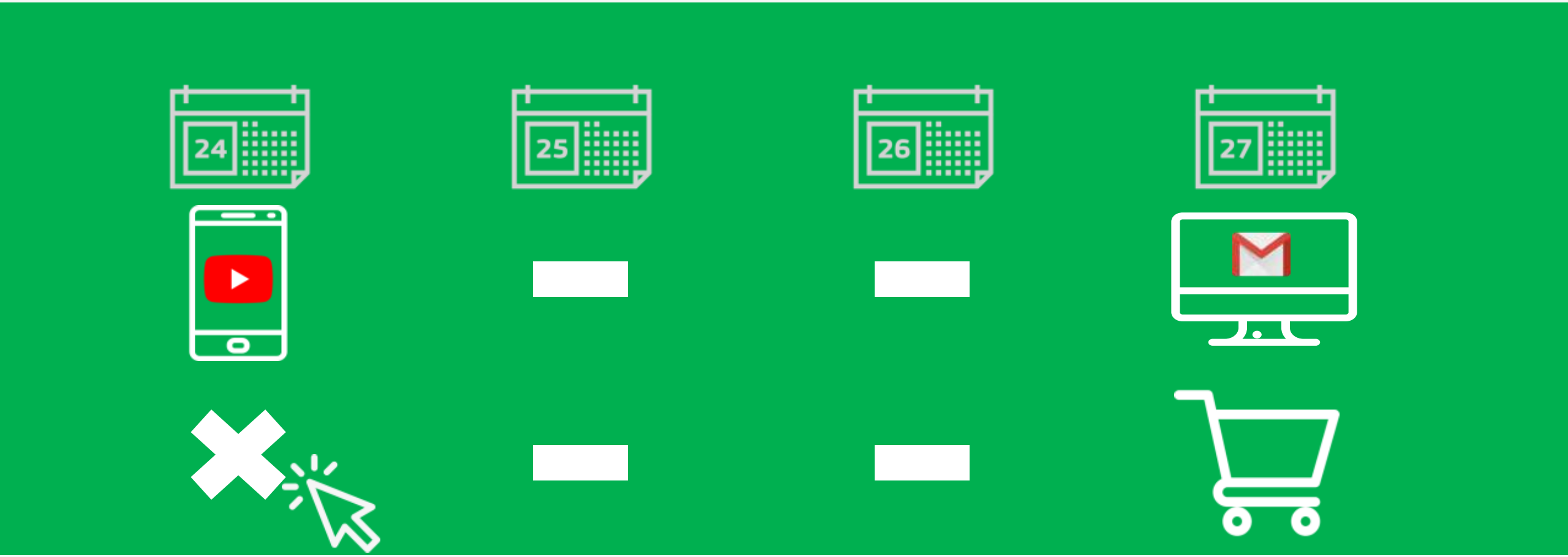
Photos from different databases are compared with each other



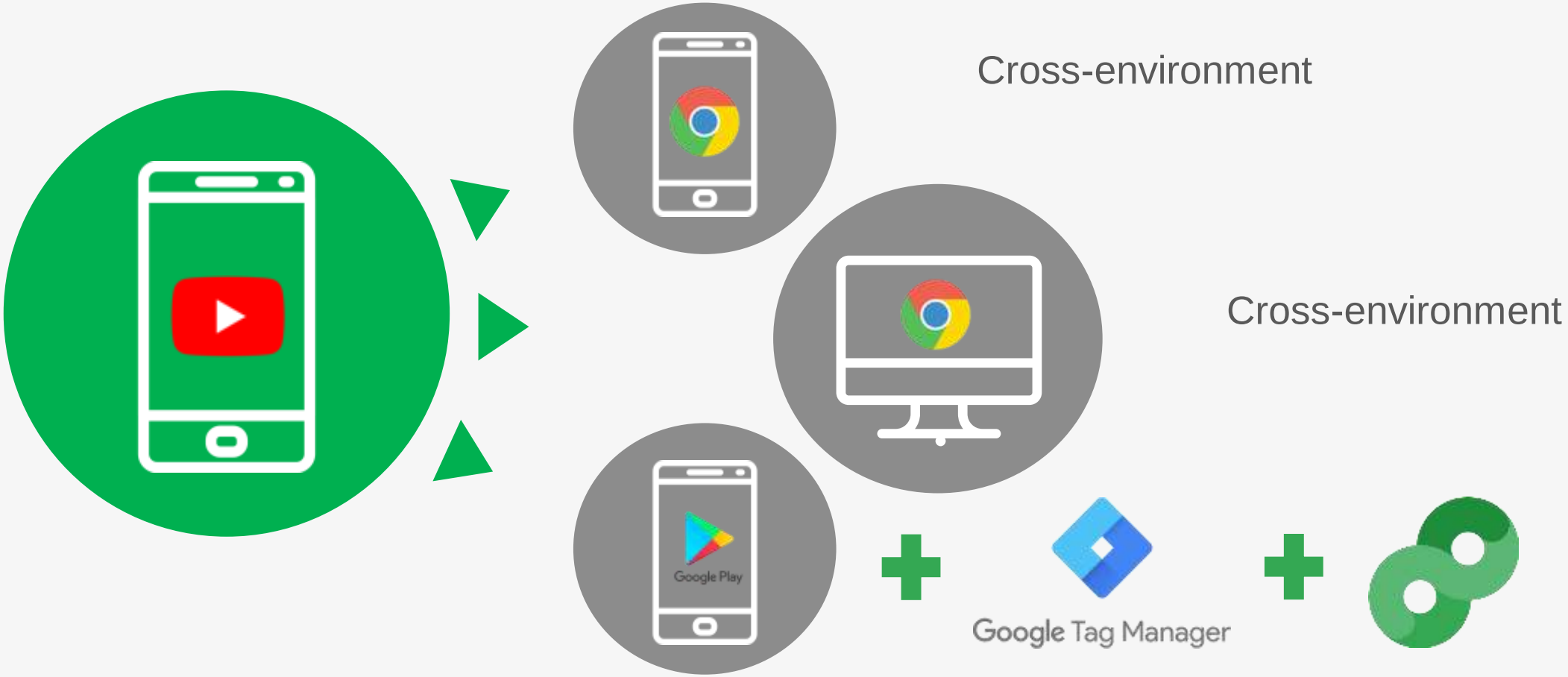
CM360 reflects not only those conversions where there was an interaction, but also those that were credited for showing the ad, even if there was no click.



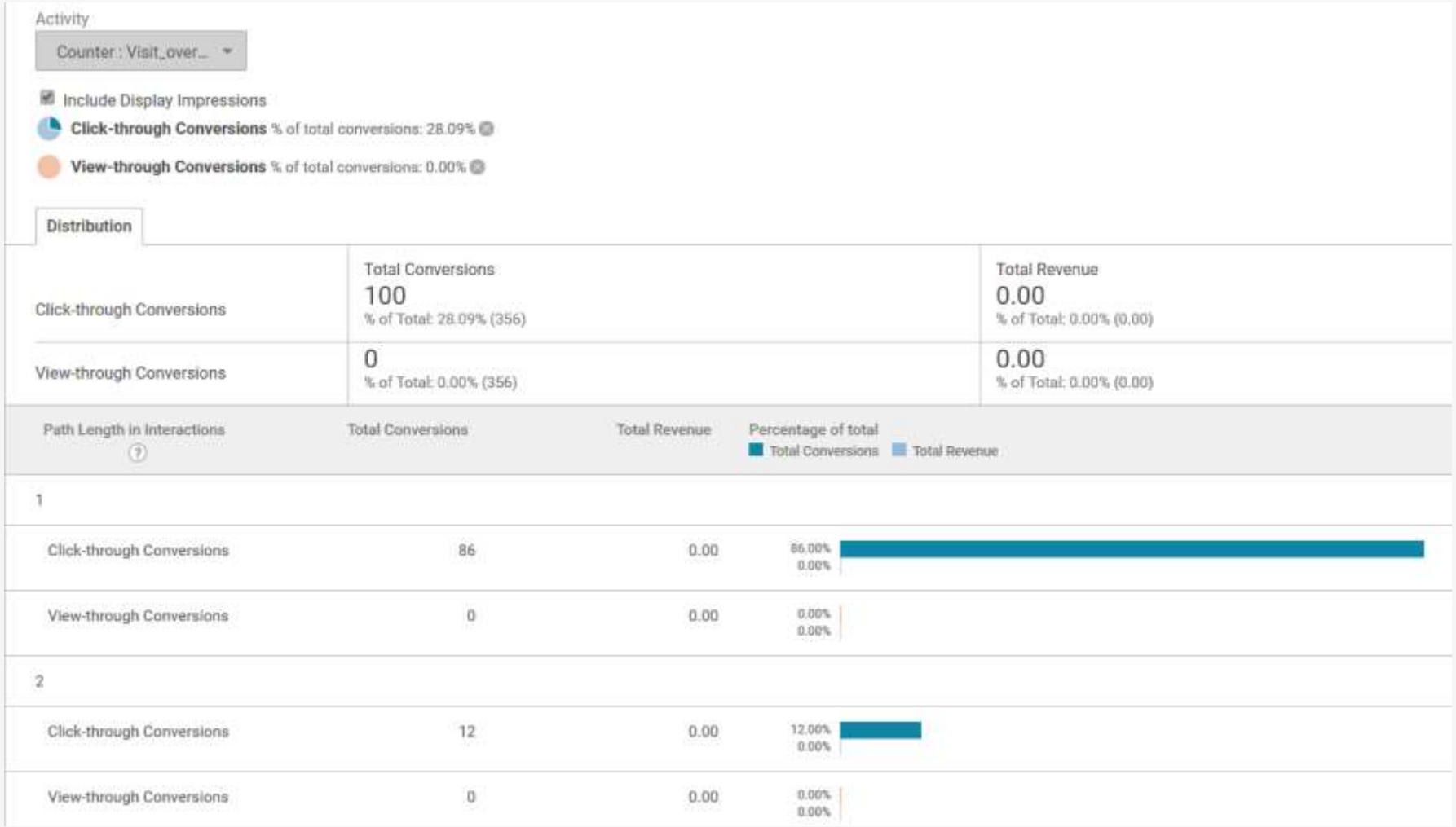
CM360 supports cross-environment conversions



How to track app and what does YouTube have to do with it?

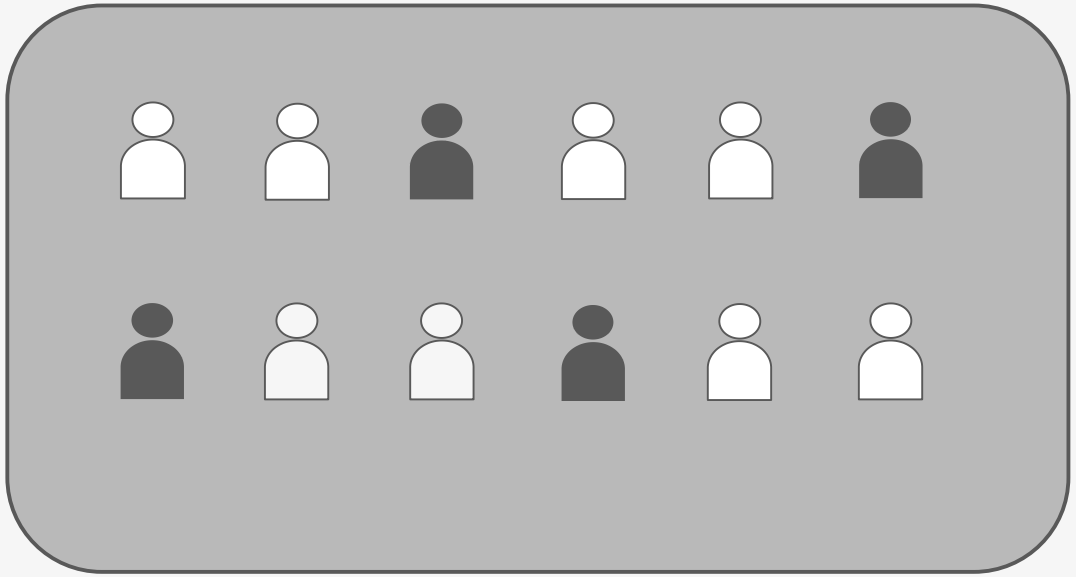


Analysis of conversion by frequency of contact with advertising



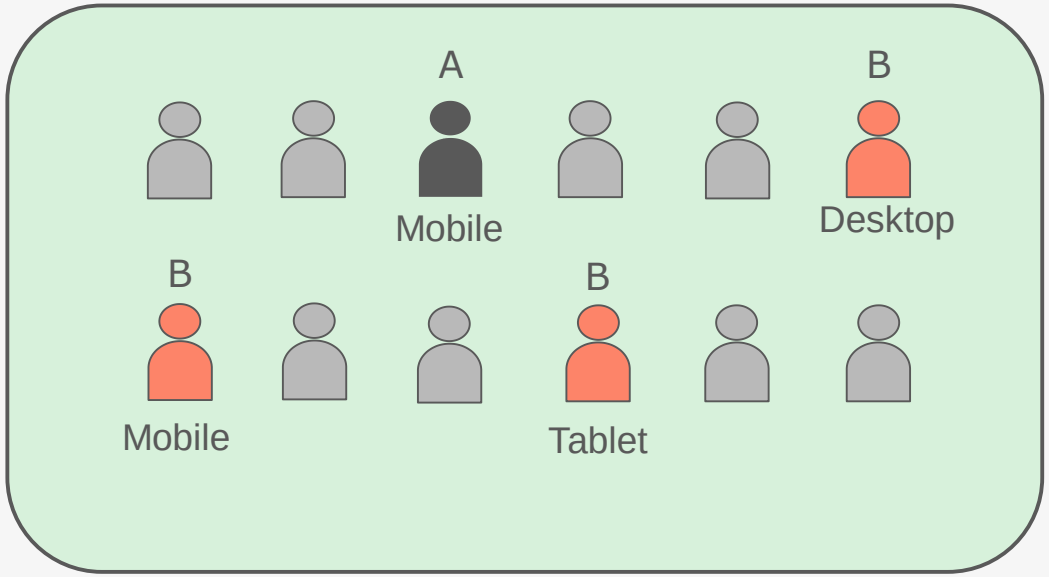
CM360 displays coverage not only for cookies, but also for users

Standard Cookie report(cookie coverage)



Total coverage: 4 user cookies

Unique reach report (number of user reach)



Total unique reach: 2 users

Score based on cookies, IDFA, Android ID, AdID and anonymous account data

ADMIXER ADVERTISING

Using the Unique Reach Audience report, you can analyze social and demographic indicators

- 18-24
- 18-49
- 21+
- 21-34
- 21-44
- 21-49
- 21-54
- 21-64
- 25-34
- 25-49
- 35-44
- 35-49
- 45-54
- 55-64
- 65+

Male \ Female

- % Composition Impressions
- % Composition Reach
- % Population Reach
- Population
- Target Rating Points

Оценка на основе файлов cookies, IDFA, Android ID, AdID и анонимных данных аккаунтов

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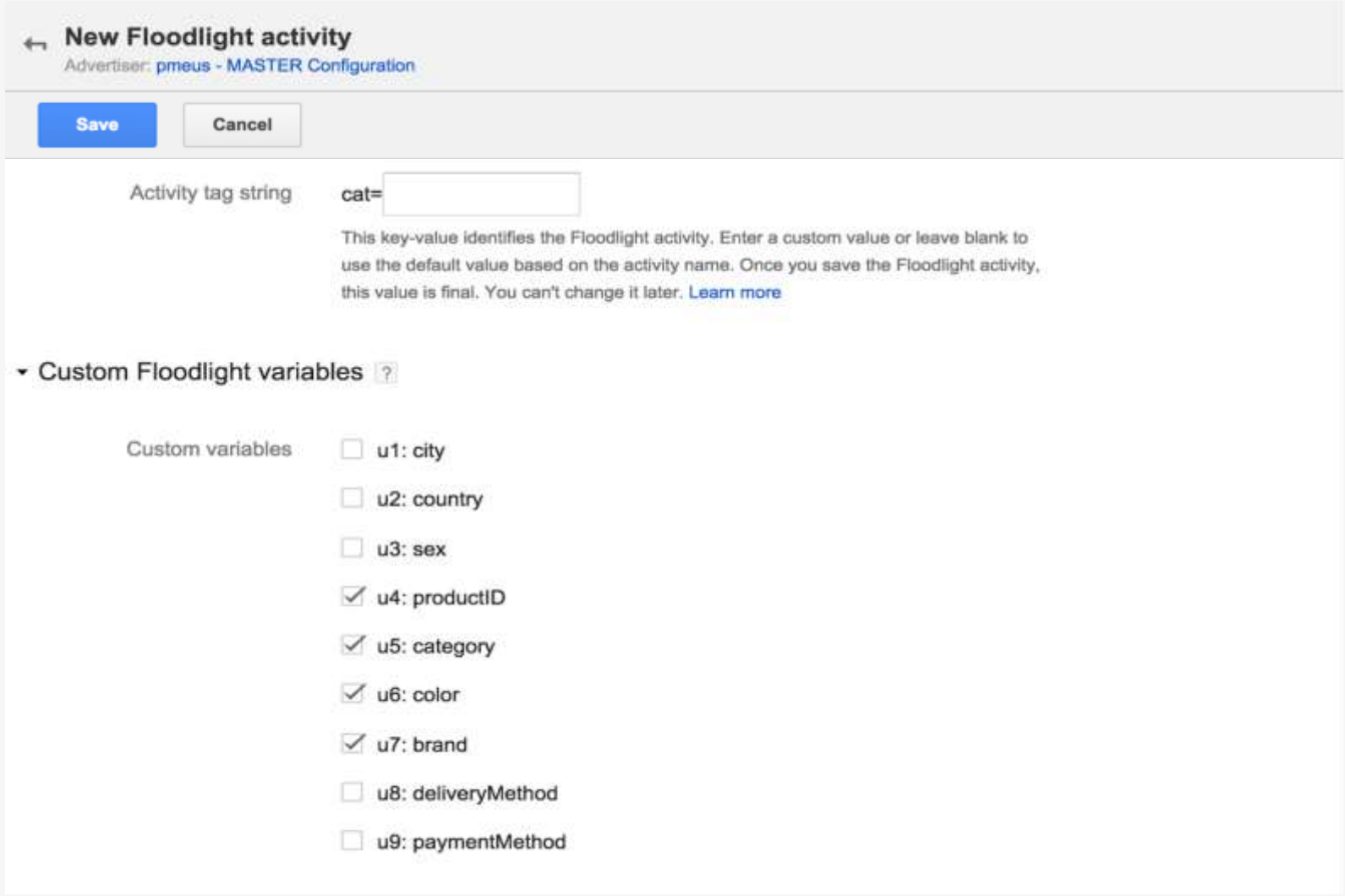
Floodlight: CM360 will show the details of all conversions, not just the number



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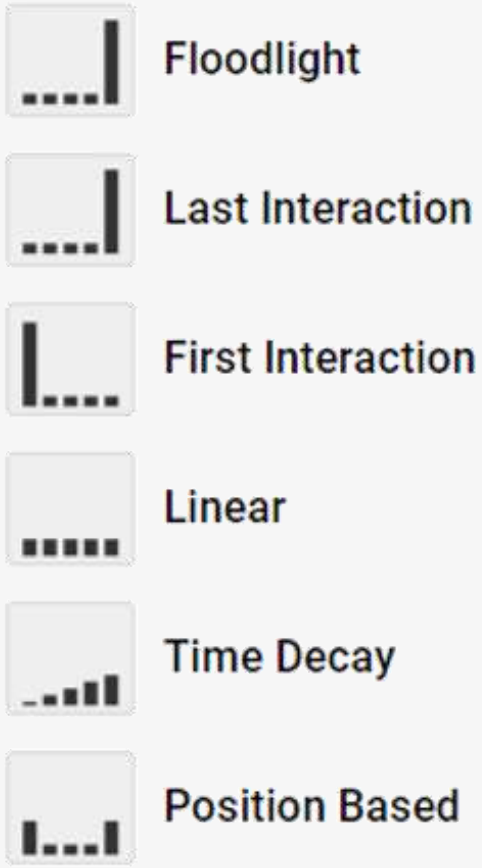
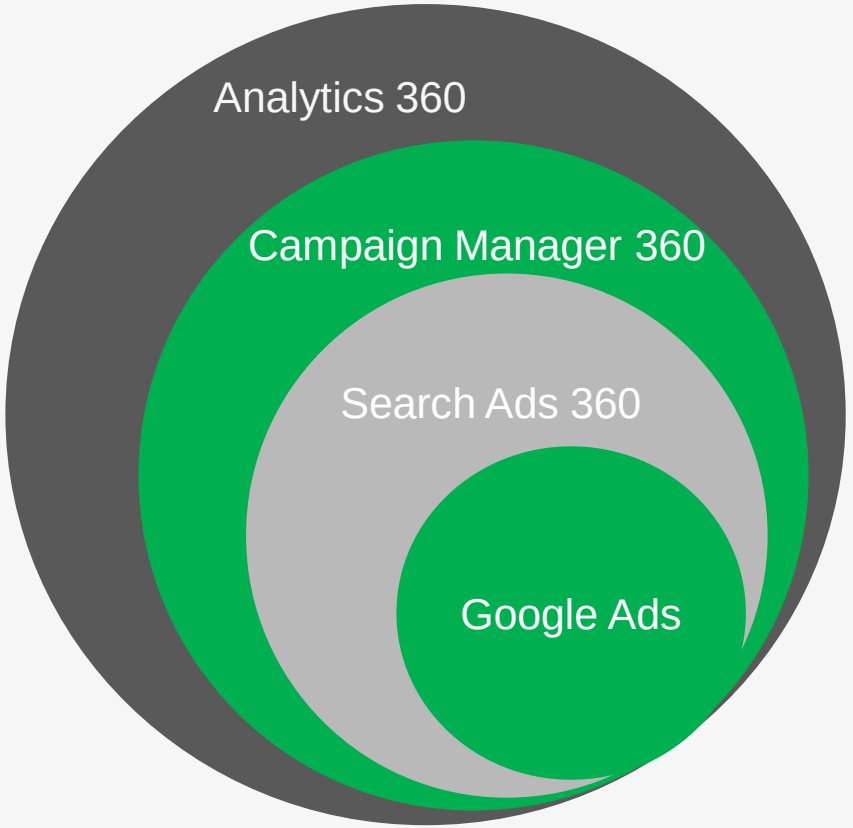
CM360 makes it possible to analyze conversions with different methods of attribution

Standard Models:



Data driven attribution:



Using CM360, you can get unique opportunities for analyzing digital placements

- Attribution modeling
- Cross-channel attribution
- YouTube Tracking
- App conversions
- Detailing conversions
- Conversions on different platforms

ADMIXER ADVERTISING

Case study:

Campaign Manager 360 to Search Ads 360

Goal

Determine which campaigns are participating in the conversion

An approach

Using data-driven attribution in Search Ads 360 to better understand the weight of each ad click;

Accounting for the user's contact with video, banner advertising and search in the context of platforms and browsers;

Result

+6%
Conversion growth

-17%
Cost per conversion

Thank you!

gmp@admixer.ua