Media Planning with attentionPLAN®

Welcome to attentionPLAN, Amplified Intelligence's market leading smart media planning tool powered by an attention-based machine learning engine.

attentionPLAN® is the world's leading media planning tool designed specifically for users looking to utilise human attention data to build more effective marketing and media strategies.

In this guide we will give you a quick overview of how and where you can find key account information, utilise channel and format specific attention benchmark data and use our sophisticated attention optimiser to build and iterate the perfect media plan.
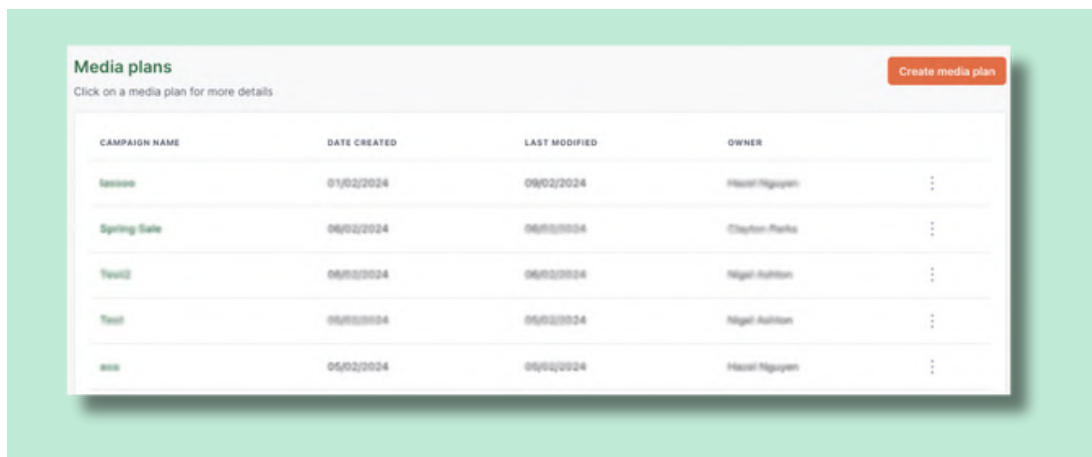
Let's get started, shall we?

Contents

Finding your way around attentionPLAN®

Once logged into your attentionPLAN® account, you will be presented with the home screen. If you have used your account to create media plans in the past, you will be presented with all of the saved campaigns to date.

Top-left menu

Within the hamburger menu in the top left of the screen you will be able to access, view and manage a host of additional features, depending on your account permission levels.

You can easily switch between the media plan optimiser, where you create or audit your campaigns, and access the attention benchmarks feature.
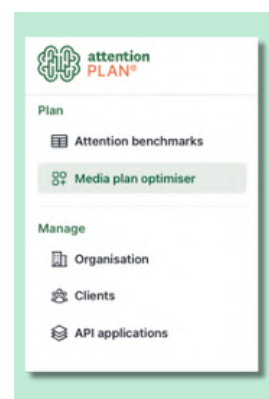
A quick word on the attention benchmark data

The platform-specific attention benchmarks available inside attentionPLAN® are an aggregate level view of the average amount of active attention and passive attention each platform and format receives from a viewer. Giving you an understanding of how the platforms and/or formats influence the amount of attention on offer.

- You can filter benchmark performance by adjusting your parameters specific to country (or global), age, and gender constraints.

- Quickly and easily comparing the potential of each format to enable optimal media selection.

- Utilise format-level attention benchmarks to inform creative execution, ensuring key brand and marketing messages are seen by audiences across your media mix.
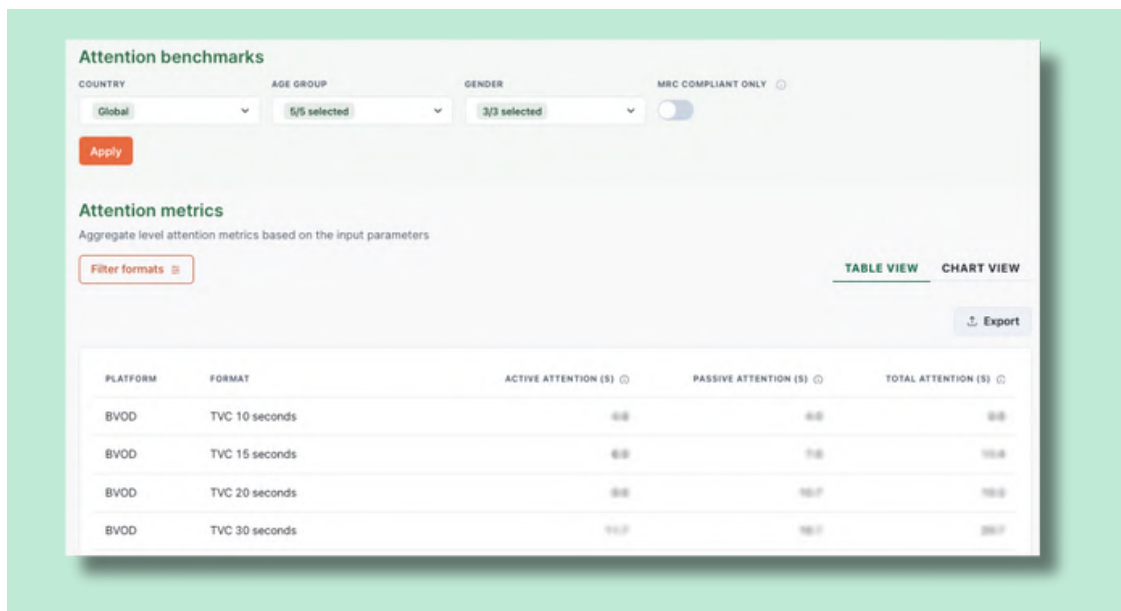
Manage > Organisation

This section will not be visible for users with Member account permissions, however if you are an account Owner or Admin, you will be able to view the access and permission levels for your account.
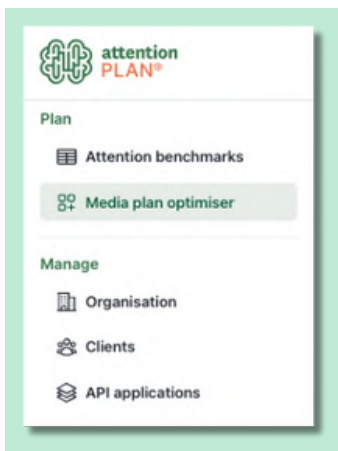
These include;

- Organisation Name
- Organisation Region
- Purchase or manage country specific data via API service
- Purchase or manage Attention-Adjusted® Reach Curves API services
- View or purchase campaign licences
- Access or purchase additional country data for optimisation purposes
- Edit, add or remove users from your organisation

Manage > Clients

If you manage a portfolio of clients, or various brands within your organisation, you can quickly and easily;

Add/remove clients or brands from your account

Manage > Applications

If you are utilising an API attention service from Amplified Intelligence you will be able to view, edit and remove access by selecting the appropriate service from the dashboard.
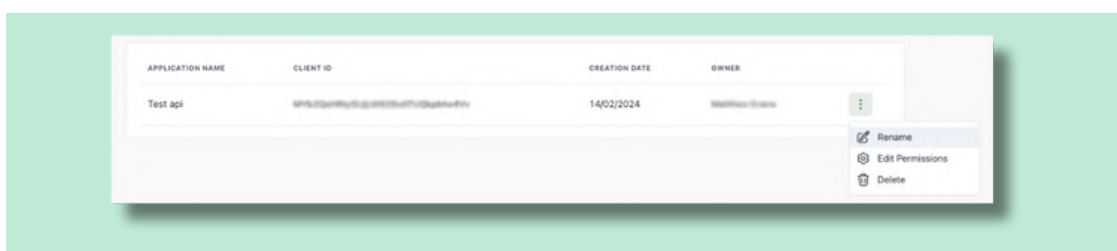
Top-right menu

On the top right hand corner of attentionPLAN® you will find a host of handy supporting and educational information including;
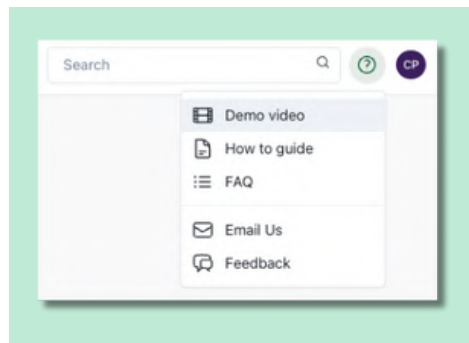
Search: Quickly and easily find past media campaigns

Demo video: Watch our handy explainer video which walks you through creating your first media plan
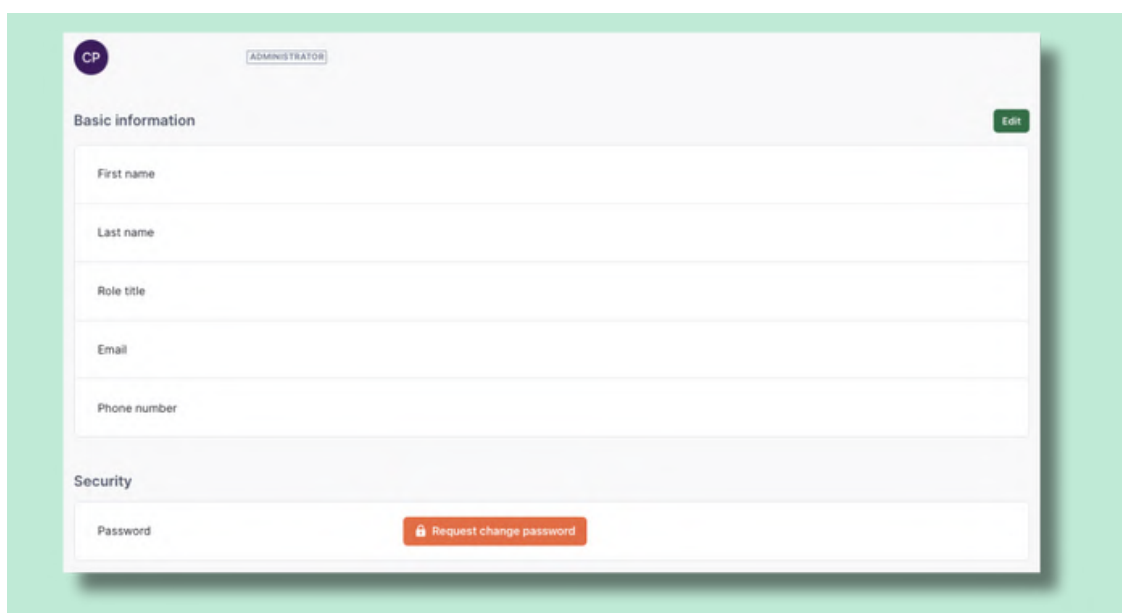
How to guide: This is where you access the latest step-by-step instruction manual

FAQ: Find answers to common questions about using attentionPLAN® and utilising attention metrics in advertising

Email us: Contact us to arrange a phone call or meeting about using attention or attentionPLAN® in your organisation

Feedback: Do you have some feedback to provide, or want to advise of an error or improvement? This is where you can use your voice to help us continuously improve our products and services.

By selecting the button with your initials on them, you will be able to both log out, and access your own account information for editing. This includes the ability to change contact information, your job title and request a new password.
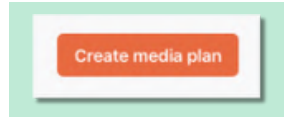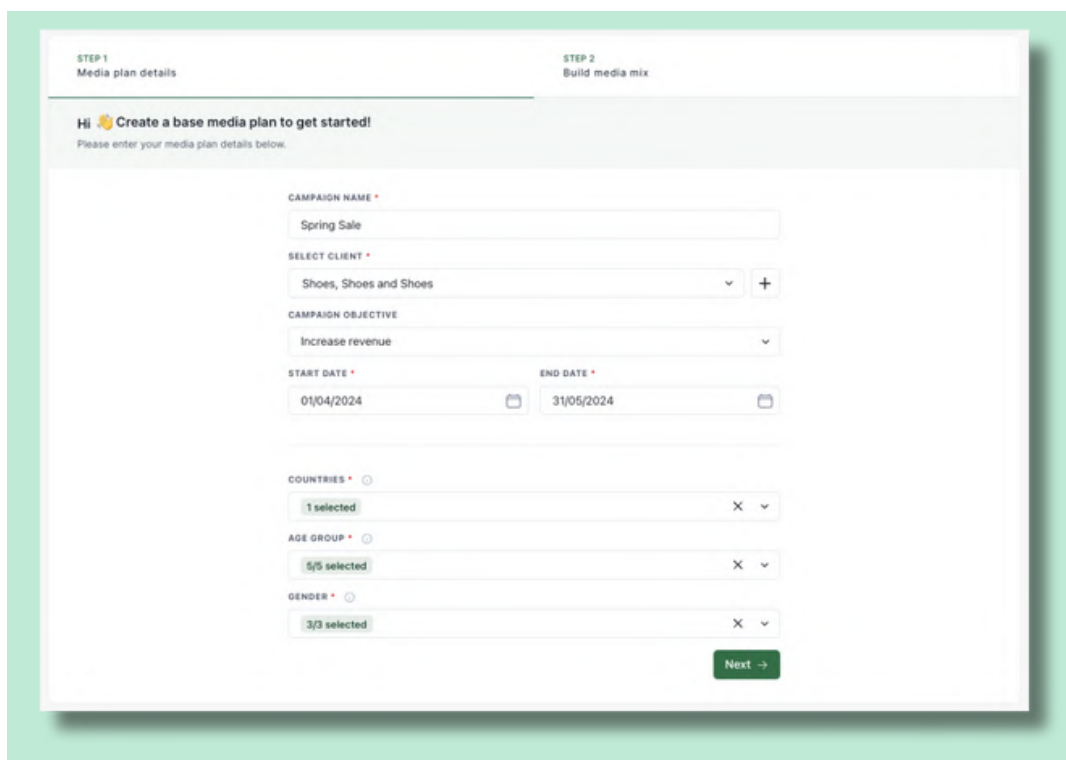
Creating a media plan in attentionPLAN®

Now for the fun stuff! To build your first media plan for attention, select the create media plan button in the top right corner when you're on the Media plan optimiser screen (accessed via the menu in the top-left hand corner).

Step 1: Entering campaign and audience parameters

Creating a media plan is as easy as two simple steps. To get started, enter your key campaign and audience information;

1. Campaign name
2. Select or enter client name
3. Choose a campaign objective
4. Select your campaign start and end dates
5. Choose your market (this option will be based on your licence, to buy additional countries contact our Customer Success Team)
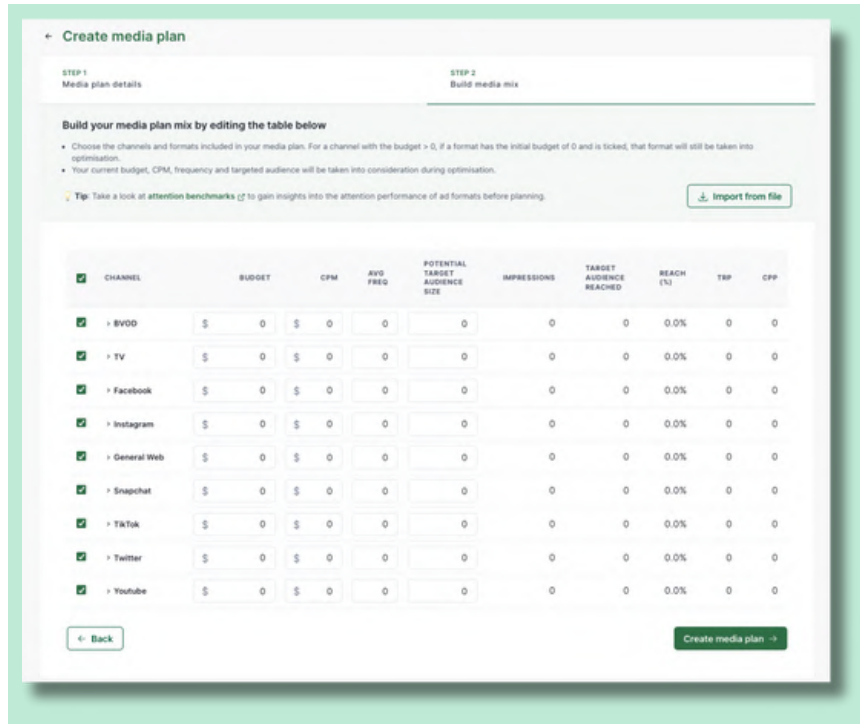6. Select your audience's age and gender
7. Hit next
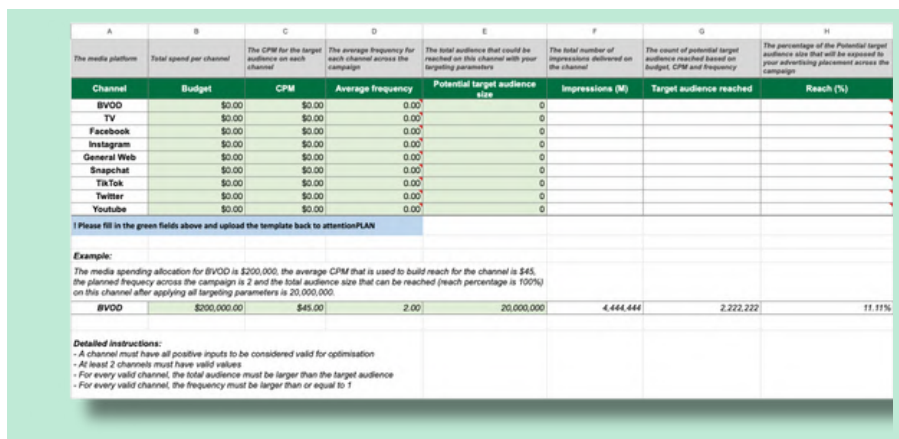
Step 2: Media spend allocation

Now it's time to build your media plan by specifying how and where you intend to spend your campaign budget.

There are two ways to do this, either;

Enter the details directly into attentionPLAN®

Or download our media plan template, input your data from Excel and then re-upload it into our system.

Explaining the fields and inputs

To start building your media plan you will need to enter the below data.

Channel: The media platform

Budget: Total spend per channel

CPM: The CPM for the target audience on each channel

Average Frequency: The average frequency for each channel across the campaign

Potential Target Audience Size: The total audience that could be reached on this channel with your targeting parameters.

Once this key campaign information is entered, attentionPLAN® will then provide calculations that will help determine expected audience volume and performance.

Impressions (M): The total number of impressions delivered on the channel

Target Audience Reached: The count of potential target audience reached based on budget, CPM and frequency

Reach (%): The percentage of the Potential target audience size that will be exposed to your advertising placement across the campaign

TRP: The gross rated points achieved by your campaign among the targeted audience within a larger population

CPP: How much it costs to buy one rating point

Things to keep in mind

- A channel must have all positive inputs to be considered valid for optimisation
- At least 2 channels must have valid values
- For every valid channel, the total audience must be larger than the target audience
- For every valid channel, the frequency must be larger than or equal to 1"

Within each channel you have the ability to select the formats and ads that make up your media plan and spend. You can alter the individual CPM and budget proportion for these by selecting the drop down arrow next to the channel name.
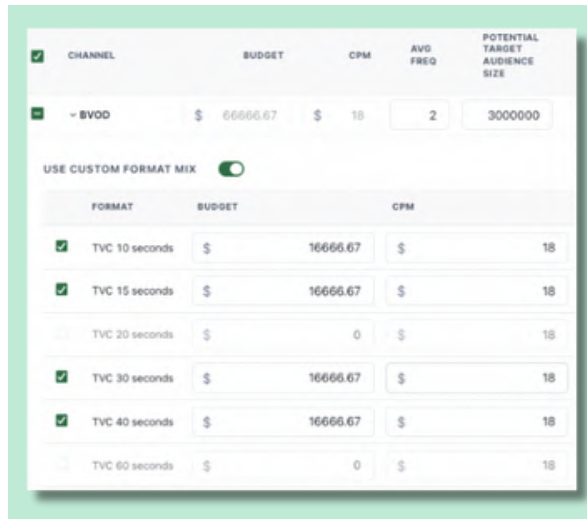
Once you have confirmed your format selections, it's time to run your baseline campaign through the optimisation engine to understand the predicted attention performance. Hit 'Create media plan' so that attentionPLAN® can start to do its thing.
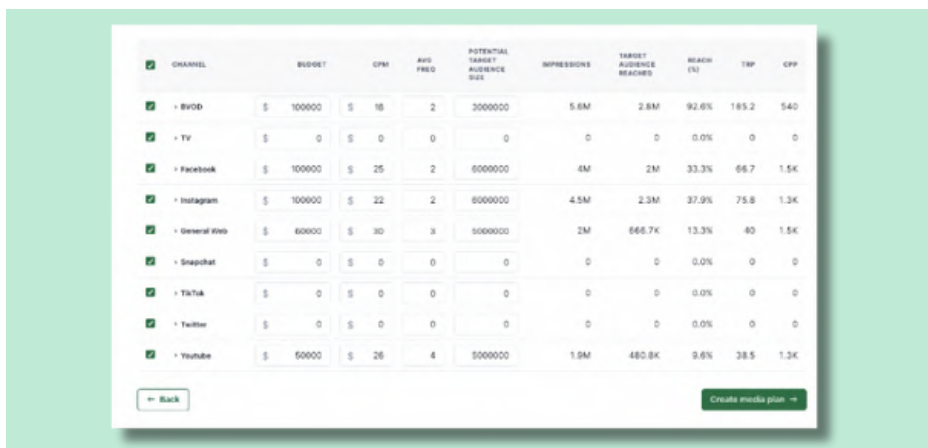
Reviewing your baseline plan

You will be presented with a summary of all of your selections, and have visibility of your baseline plan including expected attention performance. You can navigate within this screen to better understand the predicted outcomes based on your initial media plan.
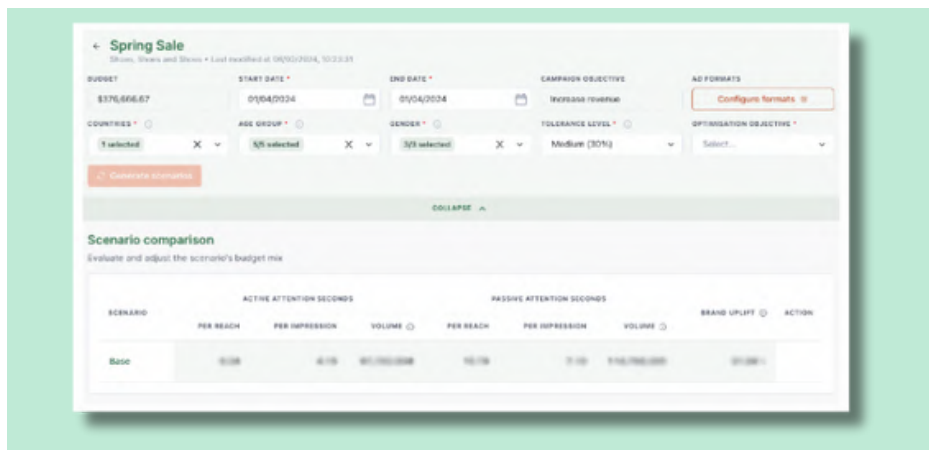
By clicking on your Base scenario, you'll be able to dive deeper into the predicted campaign performance in the detailed scenario view.

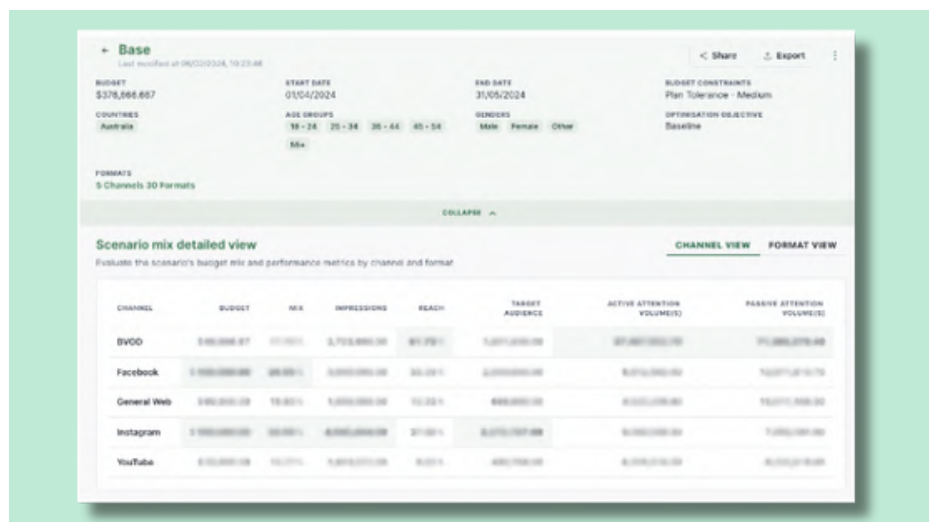Within the detailed scenario you can find a comprehensive analytical outline of the predicted performance of that scenario at a channel by channel level.

Against each channel within the baseline scenario you will find the budget breakdown by mix as well as other key metrics such as impressions, mix, reach, target audience and Active Attention Volume measured in seconds.

You can also opt to use a format level view, which presents the scenario in a table view that also incorporates ad formats recommended per channel.

Both of these views highlight the scenarios that have been recommended by the optimisation model.

Key optimised metrics

Within the key optimised metrics you will see a table that compares the baseline performance against the chosen scenario factoring in optimised objectives and expected attention-based outcomes.

On the right hand side of that table you will see the overall optimisation objective and expected results, as well as contextual commentary explaining what this outcome means specifically to your campaign.

Attention-Adjusted® Reach Curves

You will also see a reach curve comparison, similar to the one seen prior but based on the finalised scenario selection. This comparison will simply show the predicted performance difference between that of the baseline plan, and the chosen scenario. This will also feature attention performance by channel, key optimisation metrics for the entire campaign, and allow you to review our market-first Attention-Adjusted® Reach Curves.
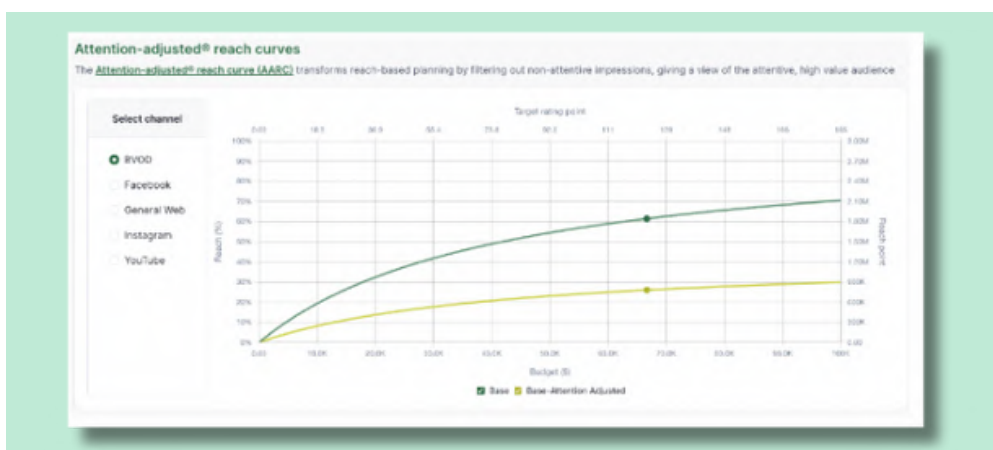
Attention-Adjusted® Reach Curves elevate reach-based planning by filtering out non-attentive impressions, giving you a view of your potential attentive audience.

They provide you with the true human attention volume for the reach you're buying so that, per channel, you can see how your investments translate to eyes-on-ad attention in direct relation to audience size. This in-turn allows you to better tailor your campaign spend and placements toward the most effective channels and formats.

You will then see a final visualisation in the form of an updated media mix breakdown, which will showcase the media mix against that of the baseline.
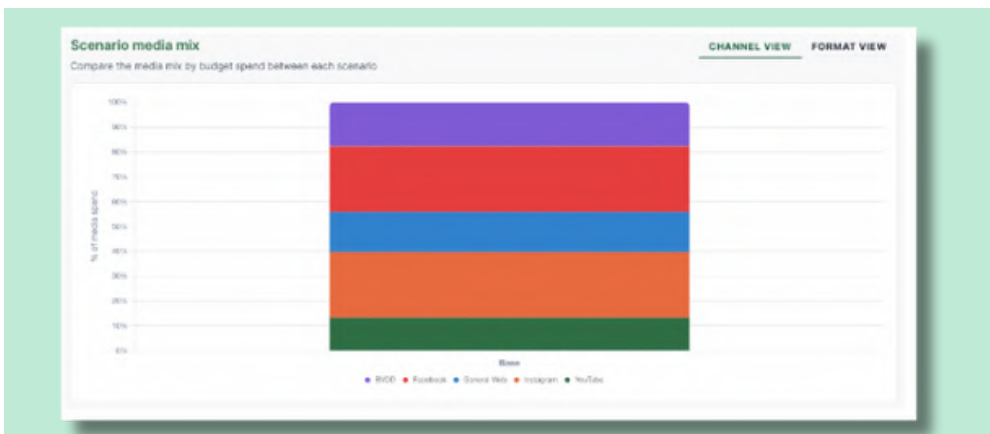
Scenario creation

By returning to the campaign comparison screen, you'll then be able to start iterating and exploring the potential attention and commercial outcomes available to you by optimising your baseline plan with adjustments to spend allocation, format selections and more.


What you will then focus on is the key parameters such as start date, end date, campaign objective, country, age and gender, as well as plan tolerance and optimisation objective.

Campaign tolerance

Within the budget constraints drop-down, you will be presented with the ability to set plan tolerance, in which you can set a low, medium, or high value.

Within the plan tolerance you are able to set a tolerance allowance that will allow your spends to be optimised based on where and what ad formats attentionPLAN® determines your budgets may be best utilised for optimum results.
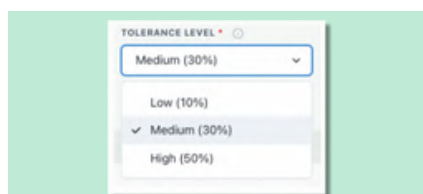
A low tolerance will set a 10% limit on optimised spend, medium will set 30% and a high tolerance allows for a 50% differential to the campaign budget allocation toward where the machine learning data determines is most suited.

Ad formats and creative mix

Within ad formats, you can configure the ad formats and CPMs for the optimisation.

In most cases, ad creative is completed prior to the media planning process. This may restrict you in terms of the types of ads and formats that you can serve to deliver best results based on predicted attention performance. There is a CPM box in which you can enter a custom CPM that is unique to your format.

Where possible, it is advised to run your plan through attentionPLAN® prior to the finalisation of your creative assets to save on time, effort and resources.

Optimisation objectives explained

Within the optimisation objective, you can optimise your campaign activities based upon your overall objectives.

Brand Uplift optimises towards the likelihood of your brand being considered at a purchase occasion. Recommended for strengthening market position.

Active Attention Seconds per Reach optimises toward the average number of attention seconds per reach. Recommended for increasing brand awareness and retention.

Scenario generation and comparison

Once you have selected the objective(s) most important to your campaign, you can then click the generate scenarios button which utilise the attention data and prediction algorithms to present you with likely results based on your criteria.

You will then be provided with a scenario comparison table, which describes all of the different scenarios that have been generated from your selections and the percentage change from the Baseline plan.

You can create as many scenarios as you like until you find the one that matches your desired objectives and goals.

Scenario generation and comparison

Each of these new scenarios corresponds to a particular optimisation objective, and you can see where certain results may be higher or lower based on the potential scenario presented.

You will have the ability to go back and adjust any of these parameters and re-generate the scenario multiple times.

Simply click on any of these scenarios to access the detailed view for that scenario and campaign breakdown.
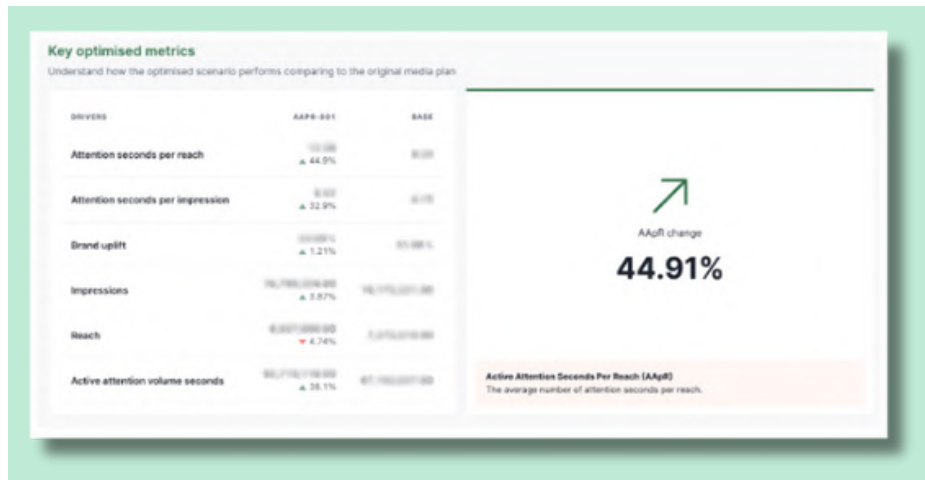
On the reach curve comparison you will find the expected reach performance for each campaign scenario and channel, and you can toggle between each of them by selecting your channel on the left hand side.

On the reach curve itself you will find each of the different scenarios that were generated plotted, so that you can compare the reach between each of these scenarios and view Attention-Adjusted® Reach Curve performance.

You will then see a final visualisation in the form of an updated media mix breakdown, which will showcase the final scenario media mix against that of the original baseline.

Media planning made easy

And there you have it. Media planning made easy and optimised to deliver the best human attention based outcomes across all platforms, devices and channels to suit whatever your campaign or business objectives may be.

Watch our helpful onboarding video here, or for a personalised run through of the attentionPLAN® platform contact the Amplified Intelligence Customer Success Team via support@amplifiendintelligence.com.au.