Empower the Marketer!

Vanina Leka
Account Director

thinkdigital mediamind™ Eyeblaster. Evolved.

What is Adserving?

thinkdigital mediamind™ Eyeblaster. Evolved.

The Adserving Process

3rd Party Adserver

1st Party Adserver

thinkdigital mediamind Eyeblaster. Evolved.

Adserving …….

Manage, Forecast, Target, Optimize, Maximize, Prioritize, Upgrade

INVENTORY

thinkdigital mediamind Eyeblaster. Evolved.

Why Adserving for the Marketer?

thinkdigital mediamind™ Eyeblaster. Evolved.

Power is in your Hand

Cross Channel Campaign Management

© 2009 Eyeblaster. All rights res

thinkdigital

mediamind™
Eyeblaster. Evolved

Measure the right thing

Delivery

Impressions
Clicks
Unique
Site/Publisher overlap

Engagement

Dwell
Interaction
Expansion
Video playback

ROI

Cost
Conversion tags

thinkdigital mediamind Eyeblaster. Evolved.

Reports

- Delivery Reports
- Engagement Reports
- Conversion Reports
- ROI Reports
- Unique and Frequency
- Creative Comparison
- Search Reports

thinkdigital mediamind Eyeblaster. Evolved.

Engagement/Unique User Reports

Site Name	Served Impressions	Interaction Rate	CTR	Dwell Average Duration (Sec)	Dwell Rate	Total Expansions Rate	Expansion Average Duration (Sec)
Kathimerini GR	514,051	0.48 %	0.19 %	97.41	4.88 %	63.93 %	117.90
AxiaPlus GR	412,902	0.07 %	0.04 %	48.11	1.45 %	60.07 %	184.46
Neoweb GR	341,575	0.19 %	0.16 %	23.87	4.70 %	1.97 %	216.23
Naftemporiki GR	326,293	1.79 %	0.15 %	120.65	5.66 %	68.85 %	148.03
MSN GR	304,971	51.01 %	1.69 %	59.37	14.40 %	47.11 %	25.14
I-Reporter GR	287,137	0.22 %	0.09 %	63.29	3.41 %	25.02 %	129.13
Greekmoney GR	197,533	0.49 %	0.25 %	43.34	6.61 %	19.87 %	112.15
FmVoice GR	17,637	0.36 %	0.36 %	21.13	6.91 %	0.00 %	0.00
Totals	**26,461,806**	**0.93 %**	**0.14 %**	**80.15**	**3.78 %**	**54.90 %**	**138.52**

Site Name	Unique Impressions	Average Frequency	Unique Clicking Users	Unique Clicking Users Rate	Unique Dwelling Users	Unique Dwell Rate	Unique Expanding Users	Unique Expanding Users Rate
Contra GR	705,737	5.55	4,801	0.68 %	0	0.00 %	0	0.00 %
Yahoo GR	696,103	2.52	5,454	0.78 %	0	0.00 %	0	0.00 %
Sport24 GR	320,073	3.98	3,428	1.07 %	0	0.00 %	0	0.00 %
in GR	410,232	2.88	9,378	2.29 %	0	0.00 %	138,370	33.73 %
MSN GR	254,977	1.95	907	0.36 %	0	0.00 %	0	0.00 %
Naftemporiki GR	78,590	2.97	1,155	1.47 %	0	0.00 %	0	0.00 %
Olympiakos GR	35,853	2.90	871	2.43 %	0	0.00 %	0	0.00 %
Facebook GR	0	0.00	6,902	0.00 %	0	0.00 %	0	0.00 %
Totals	**2,181,175**	**4.11**	**32,616**	**1.50 %**	**0**	**0.00 %**	**138,411**	**6.35 %**

thinkdigital mediamind™ Eyeblaster. Evolved.

Frequency/Overlap Reports

Campaign Name	Frequency	Served Impressions	Unique in Frequency Level	CTR	Interaction Rate	Impressions with Any Panel Expansion - Rate	Ad Average Duration (Sec)	Dwell Average Duration (Sec)	Dwell Rate	Conversion Rate to Frequency
081205		8,962,805	8,962,805	0.40 %	3.91 %	2.46 %	91.23	53.49	0.00 %	0.00 %
	0	0	N/A	0.00 %	0.00 %	0.00 %	0.00	0.00	0.00 %	0.00 %
	1	2,500,868	1,397,942	0.45 %	5.22 %	3.25 %	87.33	53.61	0.00 %	0.00 %
	2	1,102,926	370,188	0.43 %	5.17 %	3.27 %	90.07	56.10	0.00 %	0.00 %
	3	732,738	194,675	0.37 %	4.65 %	3.01 %	89.83	53.90	0.00 %	0.00 %
	4	538,063	118,721	0.34 %	4.38 %	2.87 %	91.99	55.45	0.00 %	0.00 %
	5	419,342	N/A	0.31 %	4.02 %	2.65 %	91.46	49.96	0.00 %	0.00 %
	6+	3,668,868	3,668,868	0.17 %	2.18 %	1.49 %	97.09	51.40	0.00 %	0.00 %
Totals		**8,962,805**	**8,962,805**	**0.40 %**	**3.91 %**	**2.46 %**	**91.23**	**53.49**	**0.00 %**	**0.00 %**

Site Name	Unique Impressions	Exclusive Unique Impressions	Exclusive Unique % Out Of Unique Impressions	Overlap Unique Impressions	Overlap Unique Impressions with One Site	Overlap Unique Impressions with Two Sites	Overlap Unique Impressions with Three Sites
Contra GR	705,737	545,897	77.35 %	159,840	119,906	32,798	6,397
Yahoo GR	696,103	581,749	83.57 %	114,354	86,722	22,172	4,802
Sport24 GR	320,073	203,972	63.73 %	116,101	82,943	26,606	5,837
in GR	410,232	310,559	75.70 %	99,673	73,643	20,508	4,874
MSN GR	254,977	196,251	76.97 %	58,726	43,539	12,011	2,755
Naftemporiki GR	78,590	51,098	65.02 %	27,492	19,042	6,314	1,795
Olympiakos GR	35,853	21,535	60.06 %	14,318	8,743	3,926	1,360

thinkdigital
mediamind™
Eyeblaster. Evolved.

Site Unique Overlap Reports

- Use this graph to view the top 10 overlapping combinations for each site (represented by the different colors) and examine each site's overlap.
- Each site Unique overlap makes 100% that is broken down to the different overlap combinations.
- e.g., A site might share specific Unique users with more than one other site at the same time - this case represents a combination of overlap with two other sites.

thinkdigital mediamind Eyeblaster. Evolved.

Creative Comparison Reports

Ad Name	Interaction Rate	CTR	Dwell Average Duration (Sec)	Dwell Rate	Total Expansion Rate	Expansion Average Duration (Sec)
300x250_exp	0.37 %	0.07 %	98.86	3.43 %	78.93 %	145.59
728x90_exp	0.58 %	0.16 %	90.27	5.52 %	75.59 %	122.31
300x250_saita_salonica	0.23 %	0.21 %	25.76	3.36 %	0.00 %	0.00
300x250_saita_london	0.24 %	0.22 %	26.19	3.39 %	0.00 %	0.00
300x250_saita_heraklion	0.23 %	0.21 %	25.72	3.43 %	0.00 %	0.00
300x250_saita_istanbul	0.25 %	0.22 %	26.34	3.32 %	0.00 %	0.00
460x60_exp	0.18 %	0.11 %	67.87	3.36 %	78.94 %	101.14
160x600_exp	0.19 %	0.11 %	102.35	2.37 %	57.89 %	123.43
234x60	51.01 %	1.69 %	59.37	14.40 %	47.11 %	25.14

Ad Formats Reports

Ad Format (Unit Size)	Served Impressions	CTR	Interaction Rate	Total Conversions Rate	Dwell Average Duration (Sec)	Dwell Rate
Expandable Banner (300x250)	13,759,102	0.07 %	0.37 %	0.00 %	98.86	3.43 %
Polite Banner (300x250)	7,673,996	0.21 %	0.24 %	0.01 %	25.99	3.38 %
Expandable Banner (728x90)	3,311,872	0.16 %	0.58 %	0.00 %	90.27	5.52 %
Expandable Banner (460x60)	964,893	0.11 %	0.18 %	0.00 %	67.87	3.36 %
Expandable Banner (160x600)	446,972	0.11 %	0.19 %	0.00 %	102.35	2.37 %
Expandable Banner (234x60)	304,971	1.69 %	51.01 %	0.00 %	59.37	14.40 %
Totals	**26,461,806**	**0.14 %**	**0.93 %**	**0.00 %**	**80.15**	**3.78 %**

thinkdigital mediamind Eyeblaster. Evolved.

demystify
the metrics

Ways to streamline your media plan

✓Optimizing for branding – Engagement Metrics – **It's all about time.**

✓Driving conversions through the banner – Facilitates **measurement** and **enhances engagement**.

✓Review ad performance by frequency – **rotate creatives accordingly.**

✓Creative Targeting – **demographic, behavioral, re-targeting etc**

✓Creative optimization – by serving the best-performing creative across media.

✓Optimize reach and frequency – by analyzing the **overlap** of unique users.

✓Allocate buying between display and search – by examining the **Consumer Path to Conversions.**

thinkdigital mediamind™ Eyeblaster. Evolved.

You remember

30% what you see

50% what you see & hear

70-90% what you see, hear

& touch

thinkdigital mediamind™ Eyeblaster. Evolved.

The value of video

© 2010 Eyeblaster. All rights reserved

amic Logic MarketNorms Q1 2005

Dwell rate vs CTR

thinkdigital mediamind Eyeblaster. Evolved.

Branding Online – To Do's

- ✓Grab attention
- ✓Create preference
- ✓Raise intention to act

thinkdigital mediamind™ Eyeblaster. Evolved.

Thank you ☺

Vanina Leka
vanina.lekka@mediamind.com
210-8026050

thinkdigital mediamind Eyeblaster. Evolved.