Amplified Intelligence

Media Planning with attentionPLAN

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

This dashboard features a host of campaign, attention and account based categories. It is really intuitive and we encourage you to spend some time becoming familiar with what you're able to do using your credentials.

This guide will show you how you can use the media planning function within the market-leading attentionPLAN platform.

Contents

Uploading Your Campaign Plan

When you log in and initiate your first campaign, this is the page that you'll see. You can see on the top right hand corner a download template button.
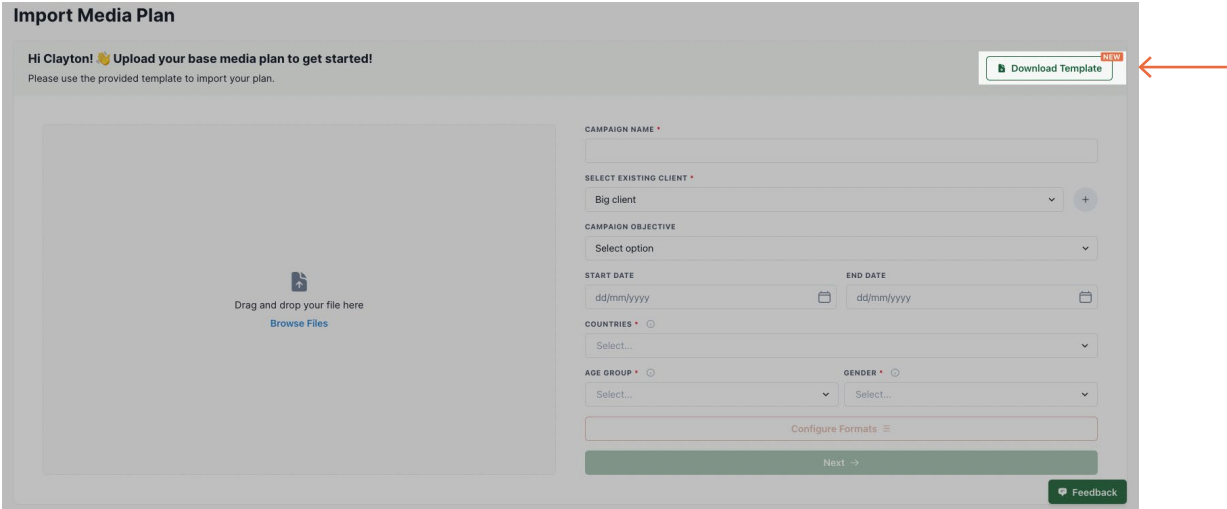
When clicked, it will download an Excel file to your system that will look something similar to this.

This Excel file contains the inputs that you will be feeding into our system, we call this the baseline plan. The pink cells highlight the information that we require from you. Remember this is on a per channel basis, and there is some handy information displayed within the template to guide you.

Please note that at this time, we are unable to add additional channels. The channels are currently locked so you will only be able to edit the budget, CPM, reach percentage, and total audience. The white cells on the right hand side will then automatically be calculated from the statistics that you have input on the pink cells.

After you've finished filling out the Excel file you can re-upload it by either dragging and dropping, or browsing your system using the grey dialog box.

Creating and planning your campaign

You can then go ahead and name your campaign and either select an existing brand or enter a new one. Set your campaign objective, your chosen country and key demographic information, and input a start and end date that you expect the campaign to run for.

It is then time to select the chosen media channels, formats and specify CPMs that make up your baseline plan.

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.

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.

Scenario mix detailed view
Evaluate and adjust the scenarios budget mix

CHANNEL VIEW   FORMAT VIEW

CHANNEL	BUDGET ($)	MIX	IMPRESSION	REACH %	TARGET AUDIENCE	AA VOLUME (SECONDS)
BVOD	80,000.00	11.11%	20,000,000.00	40.00%	4,000,000.00	164,942,893.90
Facebook	80,000.00	11.11%	15,999,999.00	32.00%	3,200,000.00	41,385,607.70
General Web	80,000.00	11.11%	15,999,995.00	32.00%	3,199,999.00	21,699,011.70
Instagram	80,000.00	11.11%	16,000,000.00	32.00%	3,200,000.00	37,128,331.10
Snapchat	80,000.00	11.11%	16,000,000.00	32.00%	3,200,000.00	52,991,131.60
TikTok	80,000.00	11.11%	16,000,000.00	32.00%	3,200,000.00	38,839,265.90
TV	80,000.00	11.11%	15,999,996.00	32.00%	3,199,999.00	245,674,834.70
Twitter	80,000.00	11.11%	13,333,333.00	26.67%	2,666,667.00	38,624,453.70
YouTube	80,000.00	11.11%	13,333,332.00	26.67%	2,666,666.00	44,438,100.70

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.

CHANNEL	BUDGET ($)	MIX	IMPRESSION	REACH %	TARGET AUDIENCE	AA VOLUME (SECONDS)
BVOD	80,000.00	11.11%	20,000,000.00	40.00%	4,000,000.00	164,942,893.90

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.

CHANNEL	FORMAT	BUDGET ($)	MIX(%)	IMPRESSIONS	ACTIVE ATTENTION VOLUME(S)	PASSIVE ATTENTION VOLUME(S)
BVOD	TVC 15 seconds	40,000.00	5.56%	10,000,000.00	57,878,412.00	92,060,125.40
	TVC 30 seconds	40,000.00	5.56%	10,000,000.00	107,064,481.90	193,774,977.10
	Total	80,000.00	11.11%	20,000,000.00	164,942,893.90	285,835,102.50

Both of these views highlight the channels/ formats 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.

Key optimised metrics
Compare your optimised metrics between each scenario

DRIVERS	BASE
Attention seconds per reach	24.03
Attention seconds per impression	4.81
Short-term lift % (STL)	32.05%
Impressions	142,666,655.00
Reach	28,533,331.00
Active attention volume seconds	685,723,631.00

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.

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.

Reach curve comparison
Understand the reach of each scenario within each channel
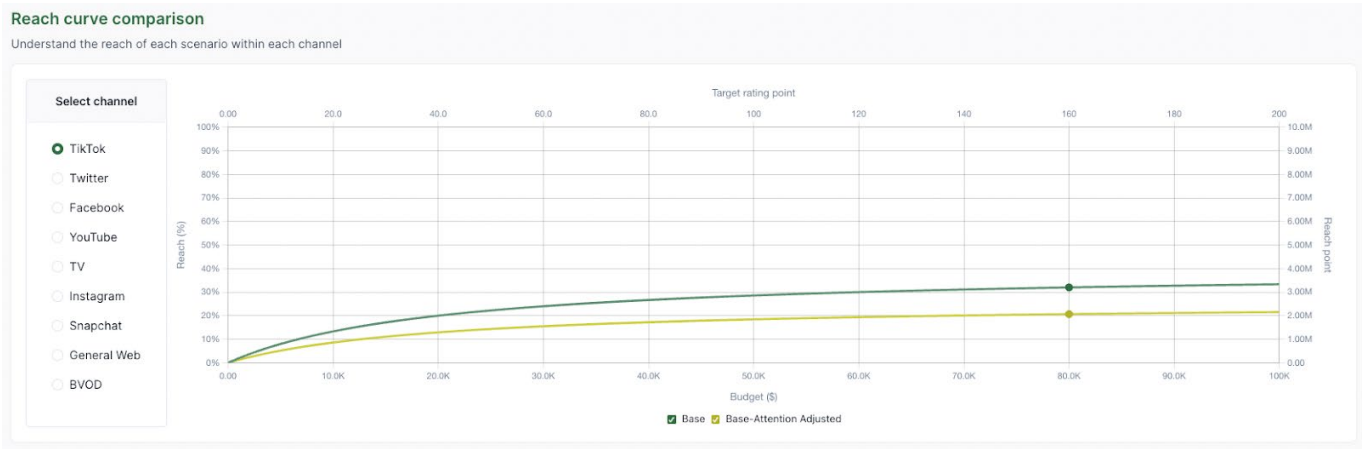
Attention-Adjusted® Reach Curves elevate reach-based planning by filtering out non-attentive impressions, giving you a view of your potential attentive audience.

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.
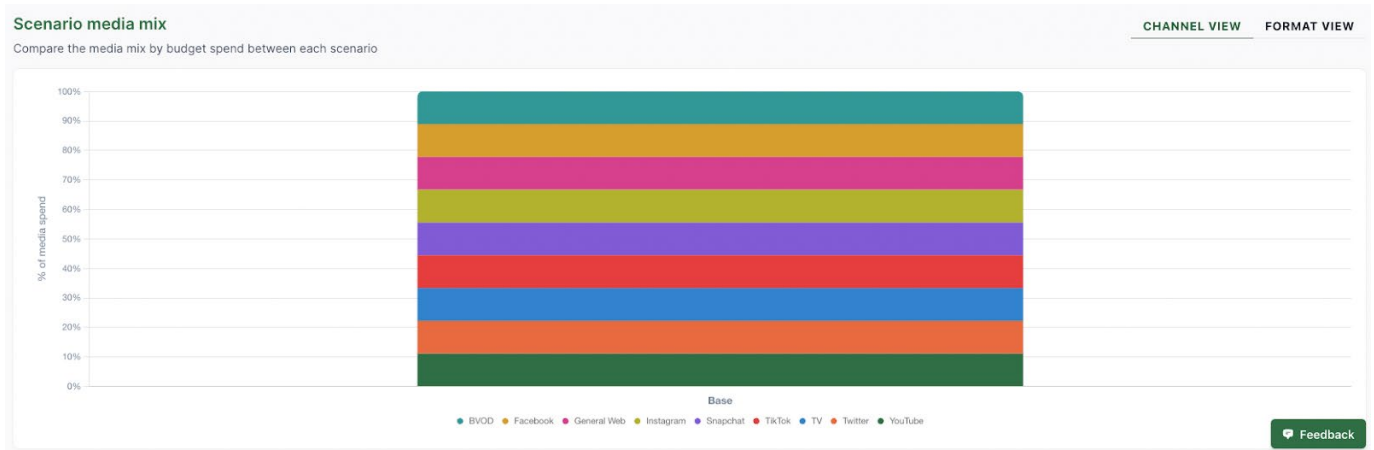
Scenario creation

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, tailored to suit Short-Term Lift (STL) performance. As well as Active Attention Seconds per Impression (AASI), or Active Attention Seconds per Reach (AASR).

Short-Term Lift is the likelihood of your brand being spontaneously considered at a purchase occasion.

Active Attention Seconds per Impression is the predicted amount of attention seconds expected by impression.

Active Attention Seconds per Reach is the predicted amount of attention seconds expected by reach.

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 NAME	ACTIVE ATTENTION			PASSIVE ATTENTION			LIFT
	SECS. PER REACH (S)	SECS. PER IMPRESSION (S)	VOLUME (DAYS)	SECS. PER REACH (S)	SECS. PER IMPRESSION (S)	VOLUME (DAYS)	SHORT-TERM (%)
⊕ Base	24.03	4.81	7,936.62	32.76	6.55	10,817.74	32.05%
⊕ STL-001 🗑	24.03	4.81	7,936.62	32.76	6.55	10,817.74	32.05%
⊕ AApR-001 🗑	58.31 ▲ 143%	10.92 ▲ 127%	18,293.44 ▲ 130%	60.34 ▲ 84.2%	11.30 ▲ 72.4%	18,931.10 ▲ 75.0%	30.14% ▼ 1.91%

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 scenario to access the detailed view for that scenario and campaign breakdown.

Key optimised metrics
Compare your optimised metrics between each scenario

| DRIVERS	AAPR-001	BASE
Attention seconds per reach	58.31 ▲ 143%	24.03
Attention seconds per impression	10.92 ▲ 127%	4.81
Short-term lift % (STL)	30.14% ▼ 1.91%	32.05%
Impressions	144,785,509.00 ▲ 1.49%	142,666,655.00
Reach	27,107,000.00 ▼ 5.00%	28,533,331.00
Active attention volume seconds	1,580,553,467.00 ▲ 130%	685,723,631.00

↗

AApR change

142.62%

Active Attention Seconds Per Reach (AApR)
The average number of attention seconds per reach.

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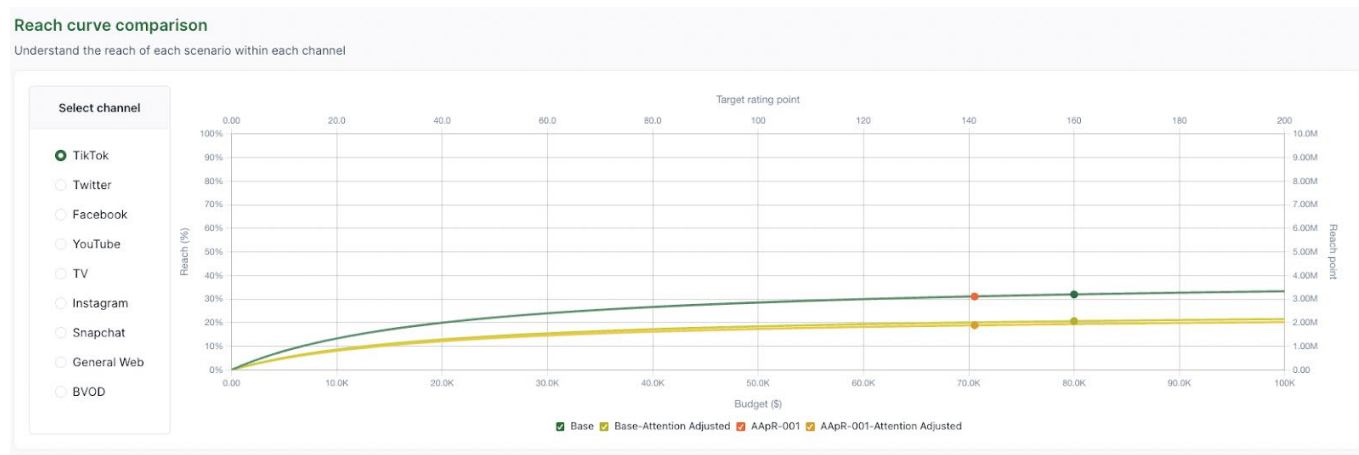
On the reach curve itself you will find each of the different scenarios that were generated plotted, so that you can compare the reach between each of these scenarios and view Attention-Adjusted® Reach Curve performance.

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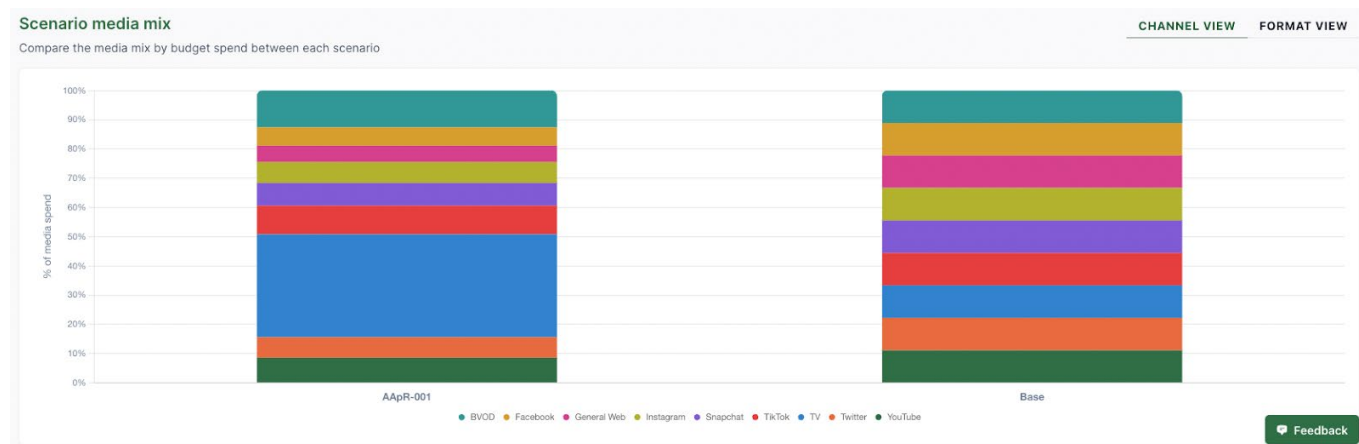
And there you have it. Media planning made easy and optimised to deliver the best human attention based outcomes across all platforms, devices and channels to suit whatever your campaign or business objectives may be.

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.