



**aDA:**

**PIONEERING PROGRAMMATIC**

CAMPAIGN BRIEFING DOCUMENT

Bryony Huzar

## OBJECTIVES AND CAMPAIGN GOALS

The information requested below will allow us to assess the deliverability of your proposed campaign and to set up your campaign to deliver on your objectives.

Please get in touch with Bryony via email ([bryony.huzar@thestudentroom.com](mailto:bryony.huzar@thestudentroom.com)) or by phone (01273 646 313) if you have any questions or would like to go through the document in more detail.

**OBJECTIVES**

a. Please state the primary aim of the campaign:

|  |
| --- |
|  |

b. Is the campaign recruiting for undergraduate students, postgraduate students or another audience?

|  |
| --- |
|  |

c. What challenges are you facing?

|  |
| --- |
|  |

d. What are the campaign start and end dates?

|  |
| --- |
|  |

e. What landing page(s) will the ads click through to?

|  |
| --- |
| *e.g. www.univerity.com/findoutmore* |

## CAMPAIGN GOALS

Please state your campaign conversion goals which we can track. These should:

1. be on your website
2. be ideally tracked as page views [it is possible to track other types, but they are harder to set up]
3. not be your campaign landing pages
4. be limited to six conversion goals, but ideally three
5. have one conversion goal higher up the conversion funnel (which you’d expect more people to complete) - e.g. viewed a page about how to apply to your institution.
6. have one conversion goal further down the conversion funnel (which you’d expect fewer people to complete) - e.g. viewed an open day sign up confirmation page.
7. be possible for us or yourselves to set up onsite before the campaign starts (this can be done either through a tag manager such as GTM or through TSR sending over our tracking code for you to implement)

CONVERSION GOAL 1

|  |  |
| --- | --- |
| Description: | *e.g. Clicking ‘confirm’ on an open day booking form* |
| URL: |  |
| Event fires on: | page load / click / other *(delete as appropriate)* |

CONVERSION GOAL 2

|  |  |
| --- | --- |
| Description: | *e.g. Visiting the open days information page* |
| URL: |  |
| Event fires on: | page load / click / other *(delete as appropriate)* |

CONVERSION GOAL 3

|  |  |
| --- | --- |
| Description: | *e.g. Visiting a course page* |
| URL: |  |
| Event fires on: | page load / click / other *(delete as appropriate)* |

(Please copy and paste more boxes as required)

**RELATIVE IMPORTANCE OF CONVERSION GOALS**

What is the relative value of each conversion, if we give the ***least*** important a value of 1?

When running your campaign, we will optimise toward the most important conversions based on the values below.

|  |  |  |
| --- | --- | --- |
|  | Which conversion | Relative value |
| Most important | *e.g. Clicking ‘confirm’ on an open day booking form* | *e.g. 3* |
| ... | *e.g. Visiting the open days information page* | *e.g. 2* |
| Least important | *e.g. Visiting a course page* | 1 |

*(Please add more rows if there are more than three conversion goals.)*

* We assign equal value to click-through conversions and view-through conversions. However, we use a shorter look-back window of seven days for view-through conversions compared to 14 days for click-through conversions.
* We will also ensure a minimum viewability of your ads of at least 60% overall, but usually achieve an average of 65% - 70%. This is around 40% higher than industry average. Viewability is the percentage of your ads seen by a user for at least a second. For more information, see our case study with Nottingham Trent University.

## TARGETING REQUIREMENTS

Please state your targeting requirements in the following areas (if relevant). We will also use our audience segments for targeting purposes.

* 1. Geographic (countries, regions, cities)

|  |
| --- |
|  |

* 1. Competitor universities (names, types, locations):

|  |
| --- |
|  |

* 1. Course areas:

|  |
| --- |
|  |

* 1. Anything else you think is relevant (we cannot guarantee we can target this, but please let us know anything else you think is important and we’ll see what is possible).

|  |
| --- |
|  |

**IMPORTANCE MATRIX**

Please rate the relative importance you place on each of your targeting measures from 1 to 4 (1 most important, 4 least important):

|  |  |
| --- | --- |
| Geo |  |
| Course |  |
| Your university |  |
| Competitor universities |  |

## CAMPAIGN OPTIMISATION

## METHOD

We understand that priorities can quickly change so we take a flexible and consultative approach with our campaigns. For this reason, we can focus on more than one optimisation method and are happy to change methods throughout a campaign.

To start with, please pick the optimisation method that best compliments the campaign aim:

1. To get the ads seen as widely as possible (optimise to lower CPM)
2. To get as many people through to the landing page(s) (optimise to CPC)
3. To get as many people completing specific actions or events online (optimise to CPA) [requires conversion tracking to be set up on your site]

|  |
| --- |
| *e.g. Option C – optimise to CPA* |

**WHAT DOES GOOD LOOK LIKE?**

Please let us know what you would like to achieve by the end of your campaign.

These results cannot be guaranteed but the more information we have, the better we can optimise towards the results that you are expecting. If you’re not 100% sure then have a chat with us and we can give you an idea of what we would expect this campaign to achieve.

|  |  |
| --- | --- |
|  | Expected results |
| CTR  (Bear in mind that campaigns optimised toward conversion goals rather than click goals will have lower CTRs as a result) |  |
| CPA for each conversion point  (by providing £CPAs here we are better able to optimise your campaign in line with your expectations) |  |
| Reach  (Reach is based upon the number of unique cookie IDs ads are served to, not the total number of impressions served) |  |
| User actions  (List here any results you would like to see that are around user actions, such as numbers of open day signups or prospectus downloads) |  |

## CREATIVE REQUIREMENTS

We support multiple creative sizes for this campaign. We recommend supplying the following standard size ads:

* 1. Leaderboard (728x90px)
  2. MPU (300x250px)
  3. Mobile Leaderboard (320x50px)
  4. Wide Skyscraper (160x600px)

In addition, we can also support the following sizes, in descending order of availability/reach:

* 1. HPU (300x600px)
  2. Billboard (970x250px)
  3. Square (250x250px)
  4. Mobile Banner (300x50px)
  5. Banner (468x60px)
  6. Interstitial (320x480px)
  7. Skyscraper (120x600px)
  8. Large Rectangle (336x280px)
  9. Small Square (200x200px)

We will also deliver your campaign on Facebook and Instagram with these ads:

* 1. News feed sponsored post (image size ratio 4:3. Recommended size 1200x900px)
  2. Right hand column ad (image size ratio 1.9:1. Recommended size 254x133px)

Our usual ad specs apply to all sizes of creative.

Which ad sizes will you provide?

|  |  |  |
| --- | --- | --- |
| Banners | Sizes: | Format: [gif / tags / etc] |
| Facebook | Yes/No | Format: must be static images and text. Third party tags or gifs cannot be provided. |

