

Traffic Support, Inc. Case Study

Client

MediosOne is a Global Internet Advertising Network. Focused on delivering graphical and contextual banners to users from around the world. MediosOne targets users locally by using advanced geo-targeting technology to reach people in their native language.

Outsourcing Opportunity

The advertising agency's sales division and media buying teams were spending too much time on campaign management impacting the ability to scale and increase revenue.

How Traffic Support helped

Three steps were taken:

1. Establish and train a core team
2. Create a customizable manual
3. Scale to 24 hours a day 7 days a week 365 days a year team

Previous internet media and technology experience aided in the quick creation of an offshore BPO team. Hiring decisions were based on both technical backgrounds and English proficiency. Once 3 people were hired intensive training began. MediosOne made the decision to send personnel to our office in Cebu for face-to-face training. VOIP, messengers, email, and the remote desktop connection comprised the tool set for ongoing training. The VOIP enables clients to have a US phone line for both calls in and out of the office. Remote desktop software allows the trainer to see and manipulate the remote computer in our offshore office.

Simultaneously a Traffic Support consultant was teaming up with MediosOne to design a customizable manual. Internally dubbed "living manual" due to our policy of updating sections every time a new task or change in existing processes occur. Integrating an outsourced team into existing operations can cause confusion, keeping a detailed manual and defining responsibilities alleviates these problems. Feel free to refer to the section below titled "MediosOne living manual" for the first version.

As a knowledge base was built up in our office in the Philippines MediosOne continued to grow out its team. Finding candidates with Search Engine Optimization backgrounds, statistical analysis, and programming. Internal training was set up so that the majority of tasks were demonstrated and taught to new hires by the existing team. At seven team members the goal of providing 24/7 support was realized.

As a result of Traffic Support's help MediosOne was able to get campaigns loaded, change targeting, optimize performance, and offload responsibilities from its existing sales and buying team. Price comparison shows that the support team cost one fifth that of hiring a domestic team. Implementation reduced the cost of employee's as well as improving the company's ability to service clients, pitch deals, and generate revenue.

MediosOne living manual (Some proprietary information has been blacked out)

This document outlines the basic language as well as how to perform some of the basic tasks as a traffic technician. Your primary focus will be to manage advertisers and publishers for an ad network. Each different client is going to have unique needs and for that reason this document is customizable and will act as a living manual that gets updated as you continue to work together. As you read this document you will see text that has 3 color schemes: 1. <Insert company specific instructions here> or <Insert ad server specific instructions here> as you work with the client these spaces need to be filled in for their specific business and operational plan. This is how the manual is customized to the needs of each client. 2. “adding a new publisher” these are supplementary documents that are attached in the exhibits section. 3. *Traffic* are different terms and definitions specific to the internet media business.

<As you add sections or change this manual keep the document organized and outlined here>

Internet Media

Ad networks/Advertisers/Publishers

Publishers (how to manage a publisher and the space bought from them)

Advertisers (how to manage an advertiser and the space sold to them)

IOs

Adding a New Publisher

Adding a New Advertiser

Creatives

Entering in Creatives

Clickthrough URLs

Optimization

Publisher Optimization

Advertiser Optimization

Reconciliation

Glossary

Internet Media

The *internet media* business is built around matching up *advertisers* with *publishers*. This handbook is meant to educate you in managing the back end processes that occur when a company executes on advertising *campaigns*. Most of the principals discussed in the following pages will apply to all *ad servers* but some unique circumstances may arise.

Ad networks/Advertisers/Publishers

Ad networks (or networks) match up *advertisers* with *publishers*. Each *ad network* is unique but the underlying rules and principles are universal.

Here is one example of how a network, advertiser, and publisher interact:

Sports Ad Network represents Mountain Buzz’s website

(<http://www.mountainbuzz.com/>). This site is a place for kayakers and skiers to connect, look at wave reports, talk about conditions, and share pictures. Different aspects of this

site generate *traffic* and they monetize this traffic by showing users advertisements. Look at the top of this page and notice the *banner ad*, Sports Ad Network has a group of advertisers that want to *target* and show ads on sites that attract an active sport oriented demographic. Ad Networks get paid by advertisers to show these advertisements and pay out to publishers. A margin is created for the ad network by paying the publisher less than the amount that is charged to the advertiser.

Publishers (how to manage a publisher and the space bought from them)

A media buyer usually is the employee that brings in new publishers for the ad network. The media buyer will collect the relevant information and send the “adding a new publisher” (refer to exhibit 2) template email.

Each time a new publisher is acquired it needs to be:



Advertisers (how to manage an advertiser and the space sold to them)

A *media salesperson* usually is the employee that usually finds advertisers for the ad network. The sales person will collect the *campaign specifications* and send the “adding a new advertiser” (refer to exhibit 3) template email.

Each time a new advertiser is acquired it needs to be:



IOs

An Insertion Order is basically a contract laying out specifications, terms, and conditions on an ad deal. Usually the media buyer or media salesperson will fill out and sign the IO. It is important to have an understanding of what an IO is and where the important information is included on one.

<Enter standard IO format and details here>

The following are some of the standard parts that go into most IO's:

Client – 

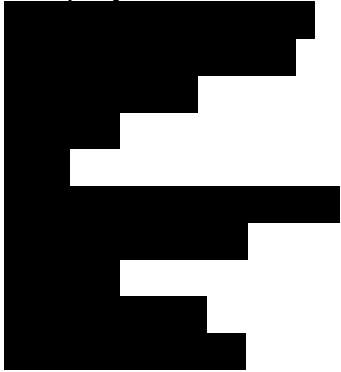


Adding a New Publisher

As new publishers are added you will be responsible for loading their details into the ad server. The following details will be included in the “[adding a new publisher](#)” email sent from the media buyer: (some fields may be optional and left blank)

Publisher Information:

Company-



Campaign Details:

Program Type – (How we are paying for the [media](#); Cost per Impression CPM, CPC, CPA, or dynamic CPM)



Below is a basic step by step set of instructions for adding a new advertiser this will have to be [<customized for each individual company>](#). The order or these steps or the exact navigation will vary from ad server to ad server, but the basic process will be universal.

1. Log into ad server
2. Go to “Business Development” or “Publisher”
3. Click on “Get ad Tags”
4. Getting Tags for Banners
 - Step 1: Select a Publisher. Pick the publisher you want to pull tags for.
 - Step 2: Select the Site ID you want, then the section you want to pull the tag for.
 - Step 3: Select the size (sizes) of banners you need.
 - Step 4: click get tags
5. Getting Tags for Pops:
 - Follow Step 1-2 above.
 - Step 3: Choose "Pops"
 - Step 4: Select "Pre Popped" (unless specifically asked for a "Pop Up or Under" tag.
 - Step 5: Freq Cap should be 1 times every 1 Minute (change from Hour/Day to Minute in the drop down)
 - Step 6: Hit next, and follow # 5 below.
6. Email the ad tags directly from ad server by filling in the appropriate email address or if this is not an option place the code into a .txt document and email the tags to [<Insert media buyer information here>](#)
[<Insert ad server specific instructions for generating and sending out ad tags>](#)

Entering a New Advertiser

As new advertisers are added you will be responsible for loading their details into the ad server. The following details will be included in the “[adding a new advertiser](#)” email send from the media salesperson: (some fields may be optional and left blank)

Advertiser Information:

Company-

[REDACTED]

Campaign Details:

Program Type – (How we are selling the [media](#); Cost per Impression (CPM), CPC,

[REDACTED]

[REDACTED]

Below is a basic step by step set of instructions for adding a new advertiser this will have to be <customized for each individual company>. The order or these steps or the exact navigation will vary from ad server to ad server, but the basic process will be universal.

1. Log in to the ad server system.
2. Navigate the site to find “new advertiser or sales” button at the top.
3. The next page will display a list of all advertiser
4. Find and click on the button “Add Advertiser.”
5. A new window will pop up askig for various data about the advertiser. [REDACTED]

[REDACTED]

6. To add an insertion order, go to the “Advertiser or Sales” tab and click on the appropriate advertiser.

7. There will be a button to “Add New Insertion Order.” [REDACTED]

[REDACTED]

8. In the order screen will be a place to add a new Advertiser Contact. Click on this window. It will open up a new window asking for information for this contact. [REDACTED]

[REDACTED]

9. Once you arrive at the order screen under the appropriate advertiser, you will find a button called “Add new Line Item”. Click on this.

[REDACTED]

10. Name- Here is the naming scheme for each type of offer in the system:

[REDACTED]

11. You will have a choice to make the campaign active, leave it inactive until the account executive tells you to activate the campaign.

12. You will have a choice to Use 3rd-party numbers for billing? - [REDACTED]

[REDACTED]

[REDACTED]

13. Flight Dates- Start Date/End Date- This determines when a line item will begin and end. These details will be provided by an account executive.

14. Time Zone- This is the time zone form which the stats will be based off. If we are billing off of our own numbers, this will be left alone. If there is need to change it, an account executive will provide you this information.

15. Pricing-

[REDACTED]

16. Budget (\$) - Some campaigns will have a total dollar budget and or a daily budget that can be spent on either a total, daily or hourly basis.

17. Budget (imps) - Some campaigns will have a total dollar budget and or a daily budget that can be delivered on either a total, even, daily or hourly basis.

18. Learning- This will only apply [REDACTED]

Click Save

<Remember to customize this to ad network specific instructions>

Creatives

Come in the following forms:

-Html tags- these tags call a creative form another ad serving platform or server. The can be script, JavaScript, images or iframe tags.

-Url's- This is a web address which calls a web page, JavaScript or specific image form another server

-Images- uploaded from a user's hard drive and served form the ad server. These are .gif, .jpg, .txt, and .html files.

<Enter in company specific information on creatives>

Entering in Creatives

A MORE DETAILED STEP BY STEP EXPLANATION

<Customize this for the clients ad server>

(Once a line item is entered in and saved, a new window will open which will display all the details of the line item)

Following are the steps for entering a creative:

1. Click on the button "add new creative"

2. A new window will open to start entering in the creative:

[REDACTED]



Ultimately, this allows an eCPM to be created for each creative in the system. For an explanation of why this eCPM is important, refer to Optimization.
CLICK SAVE

<Remember that these steps may vary from ad server to ad server and to customize this>

Clickthrough URL

A clickthrough is the back end compliment to the image that is shown in the banner space. This url will direct the user to a landing page for the specific offer advertised in the banner. This unique url is designed to track clicks from the creative and also identify to the advertiser’s web site which of their publishers drove them the traffic.

Here are the steps and possibilities that exist when getting clickthrough url’s:



The page after naming and entering the clickthrough url will let you know if the url you have entered as the href/clickthrough url is working. There will be a menu at the top and

will either say yes or no next to clicktracking. If all options have been exhausted ask an account executive for assistance.

<Insert company specific information on setting up a Clickthrough URL>

Optimization

Optimization is critical to the success of an online media company. Each client is going to have individual needs and will elaborate on their existing theory. The basic premise for publishers allocating inventory to generate the highest return on investment. By tracking both publishers and advertisers on a daily basis patterns will emerge over time. This is part of the reason for generating the Pricing Report.xls record

[REDACTED]

Publisher Optimization

Aggressive pricing is how an ad network makes a margin, for traffic/inventory to work we have to be buying it at a lower price than we can turn around and sell it for.

[REDACTED]

Advertiser Optimization

On the sales side of the network, clients are advertisers. These advertisers can be in three forms:

[REDACTED]

When an advertiser buys media from the network the follow happens. The network has available inventory from publishers, It can serve ads of varying sizes based on

specifications. The standard sizes for our banners and pops in pixels are: 120x600, 160x600, 300x250, 468x60, 720x90 and 720x300 (our pops). Some networks also accepts many sizes and may run 120x300, 234x60, and 250x250.

A price hierarchy determines which creatives are shown in order based on their eCPM's.

Highest priced creatives should get shown first, and so on down the line until all creatives with an eCPM are shown. The algorithm in the Right Media system or optimizer, tries to generate the largest margin on the traffic.

<Insert company specific instructions here>

Reconciliation

Reconciliation occurs when an ad network is forced to track a campaign on a clients ad tracking system.

[Redacted]

[Redacted]

Glossary

Account Executive- person responsible for delivering to the specifications of a campaign, often is the person that closed the sale.

ActiveX-Technology that enables interactive elements in creatives or websites. Some are benign others pose a security risk by allowing viruses, spyware, and other hostile

programs to be automatically downloaded by the browser to a user's computer, when the creative or website loads. Some browsers don't support Active X. Usually when activeX is present on a site a yellow bar will notify the user and prompt them to take action.

ad servers- Software that generates code, serves ads, and usually tracks them

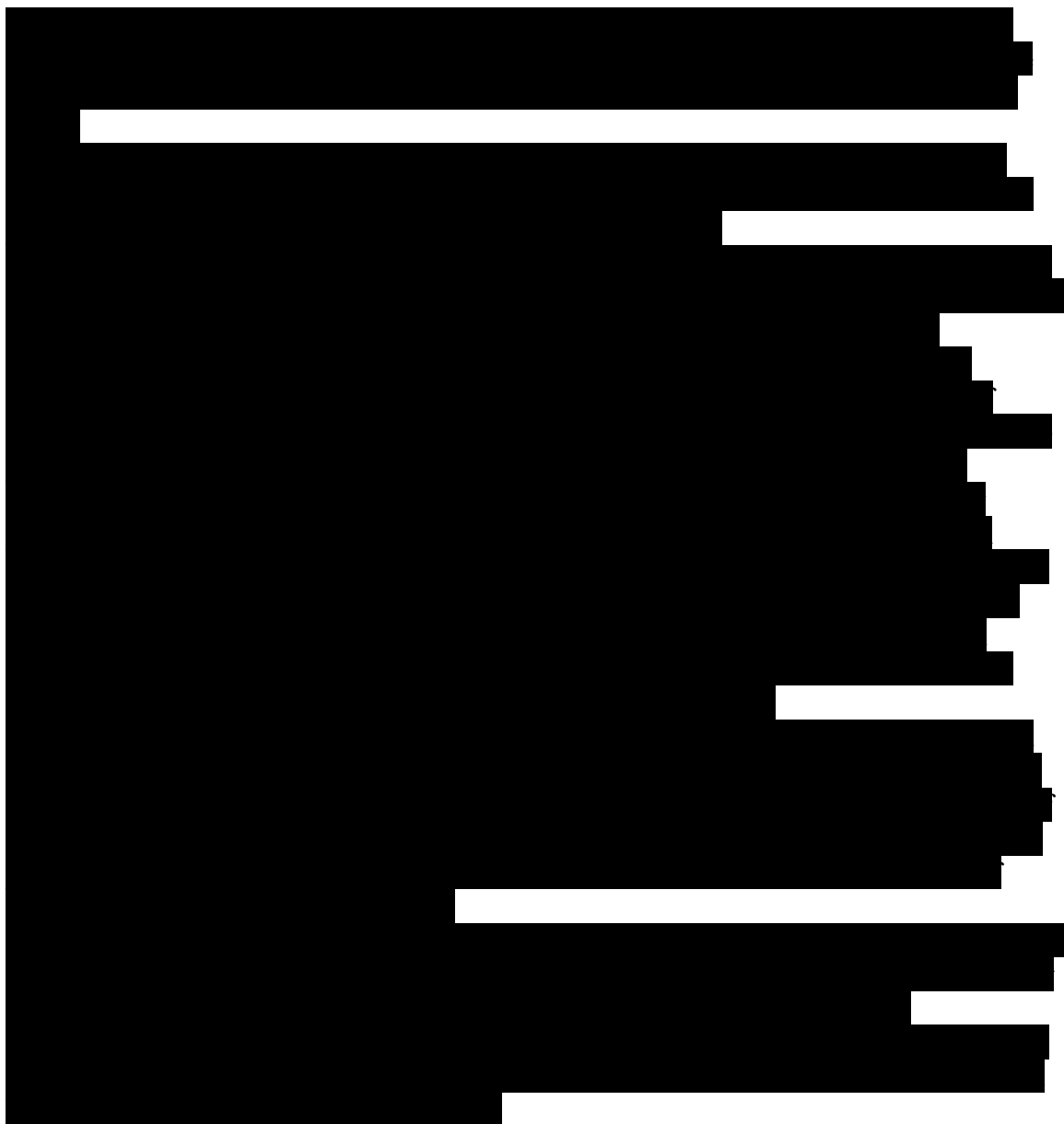
Ad tags- Code that let publishers display ads on their web pages.

Advertiser- Usually a business that buys ad space from publishers.

Banner- A graphical ad that typically displays with a horizontal orientation. Common sizes: 728x90, 468x60, 120x600, 300x250 and 720x300. Refer to <http://www.iab.net/standards/adunits.asp> for a full list of ad unit sizes.

Budget cap- Limit on spending for campaigns, can be defined by hour, day, or month.

Buyer- One who buys ad space. Can be an advertiser, broker or network.



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]