



MARKETING
EVOLUTION

ROI Planning Software -MONICA-

Part 5



Hands On With The *ROI Brain™: Planning Software*

Orientation: Toolbar

- Create
- Compare
- My Plans

- Basic vs. Advanced

Create (basic view):

1. ROI Source
2. Objective
3. Duration
4. Budget & Laydown timing
5. Audience
 - Population
 - Store Density

The screenshot displays the ROI Brain software interface, which is divided into five steps for creating a campaign plan:

- Step 1: ROI Source** - Chose the industry and the ROI Brain software... (more). The interface shows icons for Automotive, CPG - Food, Pharmaceutical, CPG - Beverage, Retail, Entertainment, Financial Services, and Health and Beauty.
- Step 2: Audience** - Select an audience from over 100... (more). The audience is set to P18+. The target universe is 230,529,218 (100%). A geo-targeting rule is applied: Hyundai owner density. A DMA Target Populations map for Automotive is shown, with a legend for DMA Market Index: Well Below Average, Below Average, Average, Above Average, Well Above Average.
- Step 3: Objective** - Objective matches the ROI database with your... (more). The objective is set to Existing. The purchase intent is set to Incremental Sales.
- Step 4: Duration** - Set the start and end date of your campaign... (more). The duration is set to 9/25/2017 - 12/25/2017, which is 3 months.
- Step 5: Budget** - Type in your budget, or use the budget slider... (more). The budget is set to \$19,450,000. A chart shows Sales and Profit over time, with Sales increasing and Profit decreasing as the budget increases.

An **Optimize** button is located at the bottom right of the interface.

TASK: Time yourself. Select a budget and an audience & run. How long did it take to create a basic omni-channel plan?



Hands On With The *ROI Brain™: Planning Software*

Orientation: Create (Advanced view):

- Objective Weighting
- Flighting Controls
- Audience market weighting
- Audience Imports
- Minimum Composition Index
- Media Inclusion/exclusion, Mins/Maxes, CPM & Impact edits
- Notes

TASK: Weight objectives

TASK: Adjust flighting objective

TASK: Select women 25-54. How many of them are there?

TASK: Make LA 10x more important than the rest of the country

TASK: De-activate in store density layer

TASK: Adjust min composition to 110%. What did it do to TV & Magazine options?

TASK: Edit a CPM

TASK: Edit Impact

TASK: Force MONICA to spend exactly \$1,000,000 on ESPN Prime

TASK: Set a minimum cost of entry for a TV network

The screenshot displays the 'Create Scenario' interface in the ROI Brain software. The interface is organized into several sections:

- Client & Engagement:** Client is set to 'CARFAX', Engagement to 'CARFAX', and Tag to 'CarFax'.
- Country & Industry:** Country is 'USA' and Industry is 'Automotive'.
- Benchmark:** Set to 'CARFAX Benchmarks'.
- Objective:** 'Web Visit' is selected, with 'Single' and 'MUB' options.
- Duration:** Campaign dates are from 'October 1, 2016' to 'December 31, 2016'.
- Flighting:** Three flighting options are shown: 'Optimized WITHIN Campaign Range', 'Optimized BEYOND Campaign Range', and 'Optimized to SPECIFIC WEEK'.
- Budget:** The budget is set to '\$19,450,000'.
- Audience:** Target is 'P18+'. A 'Target Universe' of 231,550,000 (100.00%) is shown. A 'Geo Target' dropdown is set to 'Select A Geo Target'. There are 'Add Audience' and 'Add Layers' buttons.
- Scenario Details:** Name is 'rex.briggs ME Benchmarks' and Created date is '2017-04-24'.
- Sales & Profit:** A line graph showing Sales (orange) and Profit (blue) over the campaign duration. Sales increases steadily, while profit plateaus.
- Propensity By Dma:** A map of the United States showing DMA market index. A legend indicates: Well Below Average (lightest blue), Below Average (light blue), Average (medium blue), Above Average (dark blue), and Well Above Average (darkest blue).
- DMA:** 'National' is selected. A 'Search DMA' field is present.
- Minimum Composition:** A table with columns for 'Selected', 'ID', and 'Region'.



Hands On With The ROI Brain™: Planning Software

Orientation: Output

Reporting:

- Pie Chart
- Table predicting sales & brand impact
- Budget, TRPs, Spend
- Quintile delivery

Table:

- More detail/Less Detail Slider & Search option
- Minimum Composition Slider
- Columns for reach, frequency, attributed impact, and more.


TASK: Which market got the most local spending?

TASK: How many TRPs are delivered by digital display

P18+ 5/22/2016 - 8/22/2016

Export Edit Copy Close New

Budget Allocation



Executive Summary

Overview:

Total Budget	\$19,450,005
Total TRP:	2,435
Duration (number of weeks)	13

People Impacted on All Objectives:

Purchase Intent:	8,720,400 (10.5%)
Incremental Sales:	2,180,100 (2.6%)

Media by Lever

Detail
Less More All

Show 25 entries

Region	Media	Spend	% of budget	Reach	Frequency	TRPs	Attributed Impact
National	Mobile - Mobile Games Ads	\$1,769,950	(9.1)	34.3	6.4	219.5	180,442
National	Network TV - Spanish Language Network - Non-Prime	\$1,452,414	(7.5)	11.9	8.7	103.5	117,075
National	Cable TV - Cartoon Network Non-Prime	\$1,347,536	(6.9)	9.3	18.8	174.8	128,113
National	Cable TV - MTV Non-Prime	\$1,099,733	(5.7)	15.7	9.0	141.3	103,903
National	Network TV - FOX Late Night	\$898,117	(4.6)	1.9	14.5	27.6	16,039
National	Digital Portals - Yahoo M18-24	\$761,074	(3.9)	7.6	37.8	287.3	23,502
National	Network TV - ABC Overnights	\$703,500	(3.6)	3.5	12.9	45.2	51,332
National	Network TV - NBC Overnights	\$619,255	(3.2)	1.3	48.0	62.4	69,946
National	Cable TV - Esquire Network Non-Prime	\$600,594	(3.1)	18.3	4.0	73.2	55,809
National	Network TV - CBS Overnights	\$527,915	(2.7)	2.7	13.5	36.5	41,178
National	Syndication TV - NBCUniversal Television Distri...	\$520,439	(2.7)	11.3	18.0	203.4	44,038
National	Digital Video - Digital Video/Premium	\$505,700	(2.6)	19.3	1.0	19.3	31,235
National	Cable TV - Boomerang Prime	\$426,932	(2.2)	4.2	16.9	71.0	52,505
New York	NYC - New York Daily News M-SA - Newspaper	\$391,935	(2.0)	30.6	22.4	685.4	39,454
National	Facebook - Like Ads - SUV Intenders - Social M...	\$333,928	(1.7)	19.1	7.1	135.6	135,063
National	Cable TV - Pivot Non-Prime	\$280,381	(1.4)	6.1	6.1	37.2	27,218
National	Cable TV - MTV2 Non-Prime	\$280,381	(1.4)	5.8	6.1	35.4	25,940
National	Cinema	\$272,300	(1.4)	3.2	1.0	3.2	2,981
National	Magazine - OK!	\$222,907	(1.1)	6.3	2.2	13.9	16,824
National	Magazine - In Touch	\$210,701	(1.1)	6.8	1.9	12.9	15,694
Philadelphia	PHI - Street Furniture - Transit Shelters - OOH	\$200,404	(1.0)	95.0	14.9	1,415.5	28,613
National	Cable TV - Galavisión Non-Prime	\$177,602	(0.9)	2.4	9.0	21.6	16,012
Chicago	CHI - Chicago Sun-Times M-SA - Newspaper	\$177,229	(0.9)	28.2	28.9	815.0	21,157
National	Magazine - National Enquirer	\$153,893	(0.8)	5.9	2.1	12.4	14,956
National	Cable TV - VH1 Non-Prime	\$128,885	(0.7)	4.5	3.3	14.9	15,686

Showing 1 to 25 of 212 entries

Previous 1 2 3 4 5 ... 9 Next



Hands On With The *ROI Brain™: Planning Software*

Orientation: Compare

Use cases:

- MONICA vs. last year's plan
- MONICA vs. reach plan (or cheap impressions)
- Old Audience demo vs. Propensity scoring
- Different objectives (Brand awareness vs. sales)

Step 1: ROI Source - Chose the industry and the ROI Brain software... (more)

Automotive | CPG - Food | Pharmaceutical | CPG - Beverage | Retail | QSR
Entertainment | Financial Services | Health and Beauty

Audi of America

Step 2: Audience - Select an audience from over 100... (more)

P18+
Target Universe: 230,529,218 (100%)
Geo Target Your audience can include location based rules (more)
Audi dealer density
Add Audience
Layers

DMA Target Populations
Automotive

DMA Market Index
Well Below Average
Below Average
Average
Above Average
Well Above Average

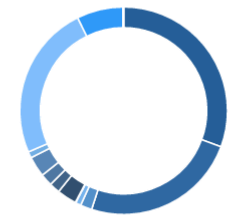
Step 3: Objective - Objective matches the ROI database with your... (more)

Existing | New
Purchase Intent
Incremental Sales

Step 4: Budget - Sales & Profit \$21,389,824

Step 5: Spends

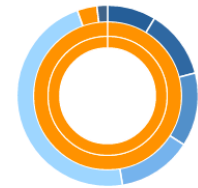
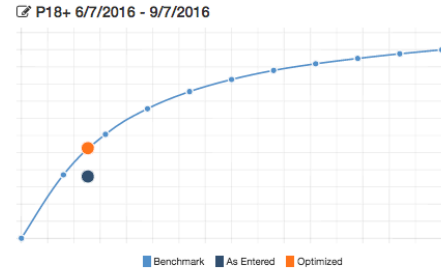
Name	Budget	%
Network TV	\$6,556,187	31%
Cable TV	\$5,208,087	24%
Syndication TV	\$384,663	2%
Magazine	\$182,484	1%
Newspaper	\$15,000	0%
Digital Display	\$653,455	3%
Online Video	\$352,864	2%
Social Media	\$409,272	2%
Mobile	\$680,611	3%
Cinema	\$209,728	1%
Local Broadcast TV	\$5,174,368	24%
Local Cable TV



Hands On With The *ROI Brain™: Planning Software*

Orientation: Compare Output

- Frontier Curve vs. “as entered”
- Media mix side-by-side



8.06%	Digital - Mobile	\$1,314,670,000	\$86,733,790
Overview:			
Total Budget		\$31,586,510	
Total TRP:		3,613	
Duration (number of weeks)		13	
People Impacted on All Objectives:			
Purchase Intent:		34,316,700 (27.0%)	
Incremental Sales:		13,146,700 (10.4%)	

	OPTIMIZED	AS ENTERED
Total Spend	\$31,586,508	\$31,586,510
Impact	Incremental Sales	Incremental Sales
Pre-Campaign	32%	32%
Post-Campaign	38.11%	42.36%
Point Lift	+7.11	+10.36
People Impacted	9,017,680 (7.11)	13,146,700 (10.36)

Name	Region	Optimized Spend	%	As Entered Spend	%
Cable TV	National	\$4,569,493	(14.5%)	\$7,452,407	(23.6%)
Cable TV - MTV Non-Prime		\$1,045,348	(3.3%)	\$1,099,733	(3.5%)
Cable TV - Esquire Network Non-Prime		\$849,529	(2.7%)	\$849,529	(2.7%)
Cable TV - Cartoon Network Non-Prime		\$752,867	(2.4%)	\$1,347,036	(4.3%)
Cable TV - Boomerang Prime		\$426,932	(1.4%)	\$426,932	(1.4%)
Cable TV - Oxygen Non-Prime		\$381,515	(1.2%)	\$381,515	(1.2%)
Cable TV - MTV2 Non-Prime		\$280,381	(0.9%)	\$280,381	(0.9%)
Cable TV - Pivot Non-Prime		\$280,381	(0.9%)	\$280,381	(0.9%)
Cable TV - Nick Jr Non-Prime		\$251,603	(0.8%)	\$503,205	(1.6%)
Cable TV - Galavisión Non-Prime		\$86,801	(0.3%)	\$177,602	(0.6%)
Cable TV - Fuse Non-Prime		\$82,223	(0.3%)	\$82,223	(0.3%)
Cable TV - MLN2 Non-Prime		\$74,001	(0.2%)	\$74,001	(0.2%)
Cable TV - Centric Non-Prime		\$55,912	(0.2%)	\$111,823	(0.4%)
Local Broadcast TV	New York	\$4,361,774	(13.8%)	\$385,760	(1.2%)
Local Cable TV	New York	\$1,669,592	(5.3%)	\$0	(0%)
Local Broadcast TV	Boston (Manchester)	\$1,323,113	(4.2%)	\$1,323,113	(4.2%)
Local Broadcast TV	Chicago	\$938,094	(3.0%)	\$0	(0%)
Local Cable TV	Philadelphia	\$672,164	(2.1%)	\$0	(0%)
Local Cable TV	Boston (Manchester)	\$623,354	(2.0%)	\$0	(0%)
OOH	Boston (Manchester)	\$609,406	(1.9%)	\$1,903,563	(6.0%)
Local Broadcast TV	Philadelphia	\$608,642	(1.9%)	\$0	(0%)
Local Radio	Charlotte	\$595,466	(1.9%)	\$0	(0%)



Up Next: Hands-on with Support & The “WN, WN, WD”

1. Theory: SIRFs, Calculations & Logic
2. Theory: MONICA Algorithm
3. Theory: Design Principles, Product Tour

4. Practice: Hands-on with ROI Brain™ Dashboard
5. Practice: Hands-on with ROI Brain™ Planning Software
6. Practice: Hands-on with Support & The “What’s New, What’s Next, What’s Desired” cycle

7. Certification Quiz