

# Campaign Builder

## Dynamically view overlap's impact on campaign performance

### Overview

Campaign effectiveness varies greatly according to how users are being reached across multiple channels, publishers or placements. Depending on your campaign goals, the amount of overlap can be an unwelcome result or part of the strategic plan; for example, direct response advertisers seek to maximize their unique reach and reduce overlap while brand advertisers prefer to surround their target audience with their brand.

How can Atlas help? Atlas' Campaign Builder is a stand-alone tool which identifies the sources of overlap through an interactive reporting system that allows campaign scenario analysis at multiple levels of granularity. How is this tool distinctive? Typically, marketers measure overlap with static site-by-site comparisons which fail to isolate the unique contribution of reach and frequency of each buy. Campaign Builder provides a holistic campaign view so you know precisely which sites are most effective. Conversions are also shown, offering insights as to which sites are reaching your target demographic most effectively.

### Benefits

- Identify sites that extend your reach
- Understand how duplication impacts conversions
- View overlap between channels, site, and placement

### Result:

Smarter media planning based on the ability to view different campaign scenarios & their impact on reach, frequency & conversions

### Media Planning Gets Smarter: Understand Cross-site Duplication Once and For All

A soon-to-be-released Atlas Institute study has proved that the behavior of users reached across multiple sites is fundamentally different from those who are only reached on a single site. The data states that users reached across multiple sites receive high volumes of impressions, in fact, four times as many impressions as those who are reached on only one site. Additionally, they are far more prone to convert than the users only reached on a single site. Thus, Campaign Builder can be used to identify the amount of overlap across sites and helps you gauge the amount of extra cost versus the rate of conversion.

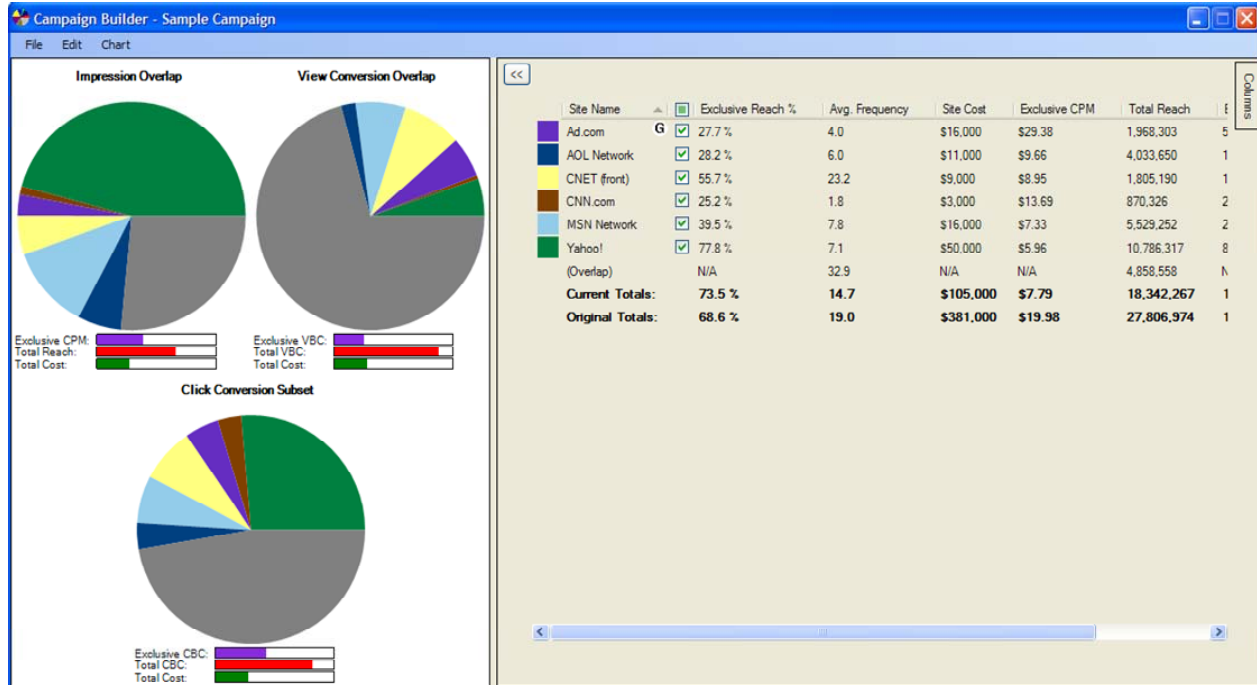
Campaign Builder addresses the following issues:

- Which of my buys are reaching new users and which are redundant?
- Are there sites that are exclusively reaching converters, or are converters the result of multiple impressions across sites?
- To what degree are display campaigns reaching my paid search clickers?
- Which buys are reaching converters but not getting credit for conversions?



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Campaign Builder is a stand-alone application which takes performance data from your campaigns and allows you to dynamically analyze reach, frequency, and conversions.

## Methodology

Campaign Builder draws its analysis from a 20% sample of cookies. Each cookie's reach, frequency, overlap, and conversions are summarized under a myriad of campaign scenarios. Those scenarios can then be visualized and analyzed through the Campaign Builder desktop application.

## For More Information

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