



## Initiative Universal Media - Post Action Behavior

### WHO:

This case story explains how Initiative Universal Media (IUM), a Norwegian media agency, uses EmediateAd for Agencies.

### BRIEF:

The Agency wanted to measure the efficiency and ROI of an online campaign for an advertiser, Fujitsu Siemens. They wanted to track visitors coming to a campaign site from multiple adverts on multiple websites and also measure how many of these visitors ordered more information or actually purchased goods.

### THE PLAN:

Three campaigns were placed as banners on eight different high quality media websites in Norway. Each campaign had 3 different banner ad creatives rotating. The Campaigns were set to lead the visitors to the Fujitsu Siemens campaign site after they had clicked on the banners. On the Advertiser's campaign sites the visitors could select different options, either order more information or make a purchase.

### HOW:

The campaign including the banners were setup and delivered using EmediateAd. All campaigns were booked in EmediateAd. Each website was given third party redirect code for each banner to book in their own system including different click through URL to the campaign target sites. All exposures of each banner ad creative (Ad impressions) and all visitors clicking on each of the banner ad creatives were measured (clicks).

On the advertiser's campaign target sites post clicks and post impressions were measured. Impressions and clicks sorted by visitors coming from:

- visitors clicking on the campaign banners on websites
- visitors seeing the campaign on the website but not clicked on the banner
- as an option, visitors coming directly to the campaign target site and not seeing the campaign at all can be added to the report interface.

On the advertisers campaign subsites (order more information or purchase) impressions (post click and post impression action) were measured. Impressions sorted by visitors coming from clicking on the campaign main site and other visitors as above.

### BENEFITS:

IUM reduced time spent on setting up a campaign as Emediate handled all contacts with the websites and the Advertiser's banner production company. The agency informed Emediate about campaign details, contacts etc and only logged in to EmediateAd and generated reports to see how the campaign was performing.

Post-click behavior can be reported to measure the efficiency of a campaign as a whole

- identifying the number of visitors coming directly from clicking on the ad creative.
- measure the number of visitors that comes to the campaign site after just seeing the advertisement on a website not clicking on the banner ad creative

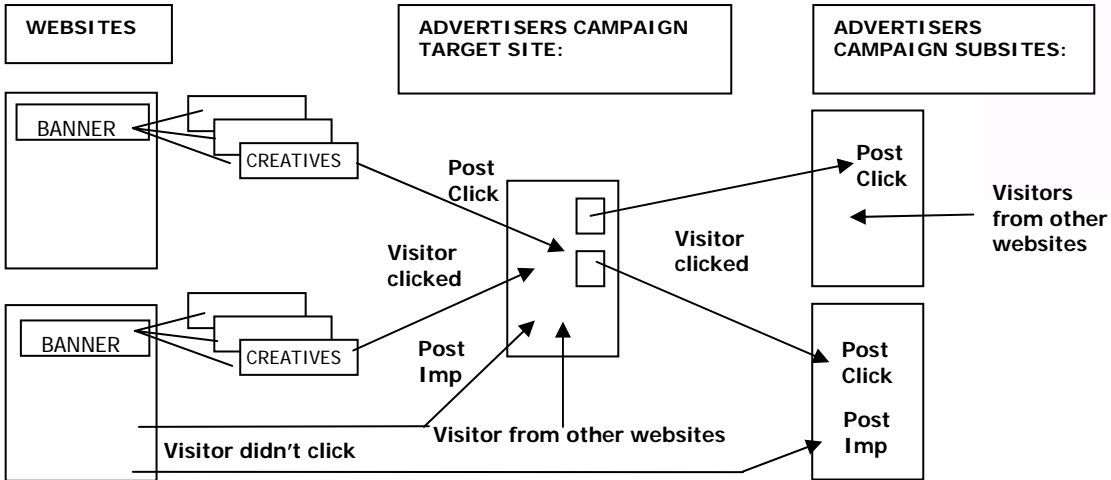
During the campaign the agency can monitor the efficiency of each creative as the post-click behavior can be reported per creative. The reporting feature is comprehensive as reports can be generated for ad impressions, clicks, unique visitors and post click actions. All per hour, day of week, website, creative, browser type etc. Reports are updated every hour and are generated in less than a second.

In addition to the tracking and measurement of the campaign Emediate can also help analyze report data and validate figures by customized measurements on websites and campaign sites etc. In addition to the post-click information for the campaign, the advertiser will get traffic information for the whole campaign site. Total number of impressions and unique visitors.

For graphical illustration, please see opposite page.



**Graphical Illustration**



**Measured on placement:**  
 Ad impressions  
 Clicks  
 Unique visitors  
 Frequency  
 All per:  
 - Creative  
 - Website  
 - Keyword  
 - Date  
 - Hour  
 - Day of week  
 - Browser type  
 - Platform

**Measured on campaign target site:**  
 Post Impressions  
 Post Clicks  
 Unique visitors  
 Frequency  
 All per:  
 - Creative  
 - Website  
 - Keyword  
 - Date  
 - Hour  
 - Day of week  
 - Browser type  
 - Platform

**Measured on campaign subsites:**  
 Post Impressions  
 Post Clicks  
 Unique visitors  
 Frequency  
 All per:  
 - Creative  
 - Website  
 - Keyword  
 - Date  
 - Hour  
 - Day of week  
 - Browser type  
 - Platform

**About IUM:**

IUM offer their clients first class media advice and analyses. With the assistance of tools like EmediateAd and a high level of creativity among their employees IUM have been awarded the "Media Agency of the year" in Europe by M&M, 2 years in a row. Clients using ESA are e.g Fujitsu Siemens, MSN and Coca Cola.

Reference: Ståle Hatlen, Initiative Universal Media

**About Emediate:**

A network of high-qualified people with extensive experience from online marketing technology and business development founded Emediate in 2001. Emediate is based in Scandinavia, with offices in Denmark, Norway and Sweden, focusing on European market opportunities. Emediate's core business is digital advertising technology solutions and customer retention and customer acquisition e-mail technology and services.

Reference: Christoffer Feilberg, Managing Director Emediate