

## Media Optimizer: An Optimal Campaign Planning Tool



Television advertising is an influential segment of corporate marketing strategy. Media cost in context of television stands for the money spent for telecast time of an advertisement and holds the largest share in an advertising budget for any organization.

Media planner while planning campaigns for products or brands are faced with various challenges varying from audience measurement to media scheduling and to reach desired eyeballs within a limited budget. To do this they must address the questions:



- 1. HOW CAN I REACH THE RIGHT AUDIENCE AT THE RIGHT TIME WITHIN THE SPECIFIED BUDGET?**
- 2. HOW MANY ADS TO SHOW?**
- 3. WHICH CHANNELS SHOULD THE ADS BE SHOWN ON?**
- 4. WHEN SHOULD THE ADS BE TELECASTED?**

Analytics can address these issues by using advanced statistical & operations research techniques. This requires evaluation of millions of media schedules and selecting the best schedule that best achieves the campaign objectives while respecting a variety of practical constraints.

Media Optimizer product suite of DecisionCraft Inc is a state-of-the-art decision support tool for media planners to optimally plan for campaigns.



<p><b>INPUT</b></p> <ol style="list-style-type: none"> <li>1. Market(s) – Regions where the add should be shown</li> <li>2. Target group(s)</li> <li>3. Channel(s)</li> <li>4. Historical time period – Likely to be similar to the campaign period</li> <li>5. Day-part(s)</li> <li>6. Ad rates – Cost per 10 seconds of Ad</li> <li>7. Campaign objective(s) – Maximize Reach/Ratings or a combination of the two; Minimize Budget</li> <li>8. Constraints</li> </ol>	<p><b>PROCESS</b></p> <ol style="list-style-type: none"> <li>1. Application uses advanced statistical models (beta binomial distribution) to calculate ratings &amp; effective reach at different frequencies for the media schedules.</li> <li>2. The optimization engine uses non-linear techniques (tabu search) to find the solutions, each of which can be viewed &amp; accepted/rejected by the user.</li> <li>3. The optimal solution for 2 month, 13 channel &amp; 48 day-part problem can be obtained in less than 30 minutes.</li> </ol>	<p><b>OUTPUT</b></p> <p>The output consists of:</p> <ol style="list-style-type: none"> <li>1. Optimal media schedule listing how many spots to telecast on which channels and at what times?</li> <li>2. Summary report for the optimal schedule: <ul style="list-style-type: none"> <li>▪ GRP</li> <li>▪ Reach</li> <li>▪ Effective reach/GRP budget</li> <li>▪ Weekly performance figures</li> </ul> </li> </ol>
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The tool facilitates preparation of a media schedule that optimizes a chosen objective (GRP, reach or cost) while satisfying various practical constraints. The tool uses a robust optimization engine and can be accessed via the web. After selecting channel, day-parts, markets and target groups, the user can specify campaign objective and constraints (budget, minimum/maximum number of spots on a channel, reach etc.) & the optimizer will output the best possible solution.

**BENEFITS: -**

- ❖ EFFECTIVE UTILIZATION OF BUDGET MEETING REACH/RATINGS CONSTRAINT
- ❖ OPTIMAL AD ALLOCATION WITHIN THE SPECIFIED BUDGET
- ❖ FAST RESULTS
- ❖ SOLVING MULTIPLE OBJECTIVES (MAXIMIZE REACH/RATINGS; MINIMIZE BUDGET)