

Setting Expectations – Things to Know

- Proposals will be returned within **1-2 business days via the Ads Dashboard**
- Minimum of **2 business days** is required from receipt of all required campaign materials (Order form & Ad Creative) before a campaign can go **live**
- Minimum of **5 business days prior** to campaign launch is required for **creative submissions (Only if SoCast is directed to produce creatives)**
- Campaign Progress Reporting will be provided **via email approximately 1 week** after the start of a campaign and on a weekly basis thereafter. Daily Progress Reporting available at request (**Please check inbox, spam and junk folders** - thread will be named **“AcuityAds”**)
- End of Campaign (EOC) Reports will be provided 5-7 business days from the end of a campaign (Applicable To Campaigns with MCost budget of **\$5,000+**)
- **Recommended** MCost is **\$1,000/month** with a \$250 minimum per campaign
- **Recommended** campaign **duration is 90 days** as a minimum starting point
- While we set “Meet or Beat” expectations, results are **not** guaranteed
- Retargeting Pixel and Conversion Pixel placement is the responsibility of your advertiser
- All routine deliverables (i.e. Progress reporting, EOC Reports etc) will be provided to one point of company contact or group (**Sales Leaders** etc)

SoCast Ads Reporting & Definitions

Analytics reports allow you to visualize data across multiple KPI's including:

- **Impressions:** A measurement of the number of times an online ad unit has been seen.
- **CTR:** The click through rate (expressed in a percentage) at which users click on an ad. This is calculated by dividing the total number of clicks by the total number of ad impressions
- **Clicks:** The total number of user clicks on an ad.
- **KPI:** Key Performance Indicators
- **DSP:** Demand Side Platform

SoCast Ads Reporting & Definitions (Cont)

- **Conversions:** When a user performs a desired action in response to an online advertising campaign. A conversion could be a monetary transaction, such as a purchase made after clicking a link within the website. It could also include a voluntary act such as registering at a website, downloading a white paper, signing up for a web seminar or opting in to an email newsletter
- **Completes (video):** Cost per View -an online advertising payment model where advertisers pay for the delivery of a video targeted user
- **CPM:** Cost per thousand impressions - The CPM model refers to advertising bought on the basis of impression.
- **MCost:** Media Cost. Typically this is the allotted dollars to be spent on the media buying of the campaign- this figure excludes any organizational mark up.
- **CTA:** Call to Action- this is the action you want the consumer to perform which leads to the conversion.

Sample Report Progress Report

Advertiser Weekly Delivery Report Apr 1 2018 - May 23 2018 Group By Campaign for Campaign(s) - 93942, 94350, 93968, 9...

	Period	Campaign	cost	Impressions	Clicks	CTR%
15-May	Week 20, 2018	20126 - Parts and Accessories PROMO CODE - English	\$652.41	358,765	547	0.15
15-May	Week 20, 2018	20126 - Parts and Accessories PROMO CODE - French	\$152.25	67,954	187	0.28
22-May	Week 21, 2018	20126 - Parts and Accessories PROMO CODE - English	\$405.36	211,064	368	0.17
22-May	Week 21, 2018	20126 - Parts and Accessories PROMO CODE - French	\$100.60	43,782	117	0.27
	Grand Total		\$1,310.62	681,565	1,219	0.18%

Can include Detailed Progress Reports including the following data segments:

- Device Type (Computer, TV, Tablet & Phone)
- Age Ranges & Gender (18-24, 25-50 etc)(Male & Female)
- Creative Type (Big Box, Leaderboard etc)
- Website Name & Browser Used

SoCast Ads Creative Addition

SoCast Creatives

- Creative package includes: 1 creative type, 5 different ad formats (sizes)
- 1 FREE revision per (\$30 additional per revision following)
- Up to 72 hour delivery
- All ad formats available (all devices)
- SoCast Creatives provided for FREE for campaigns that are \$3000+ MCost

Cost: \$100 Per Campaign

Self Provided Creatives

- At the discretion of the Advertiser
- Must be provided MINIMUM of 48hrs in advance prior to campaign launch
- Unlimited amount of Creative changes
- All ad formats/sizes accepted
- All revisions at the responsibility of the advertiser

Cost: Advertisers Agreement