A Digital Ad Analytics Platform Designed and Built by Third I
The digital ad tech ecosystem is complex.

On the “demand” side, advertisers and brands (e.g.: Nike, Tide) contract with media and creative agencies (e.g.: Saatchi & Saatchi, Leo Burnett) to create digital ads and run campaigns for highly targeted audiences (e.g.: A woman making $100 - $125k with interest in yoga and travel and living on the east coast).

On the “supply” side, large publishers (e.g.: Yahoo), search engines (e.g.: Google Ads), and ad networks (e.g.: AppNexus) sell ad space for the placement of these digital ads.

Finally, Ad serving platforms (e.g.: Sizmek, DoubleClick) serve up digital ads from the demand to the supply side.
Most ad agencies do not have the financial and technical wherewithal to invest in an ad analytics platform that provides a fully integrated view of all campaigns along with insights that influence actions. Management of advertising campaigns is also cumbersome – there are too many moving pieces, the data is not tied in the back-end, and they heavily rely on a manual, error-prone tool such as Excel. As a result, media spend is not optimized and marketing budgets are not effectively spent.
A PERSONALIZED ANALYTICS PLATFORM
CREATED TO HELP YOU BETTER MANAGE YOUR CAMPAIGNS.

Adalytics presents your analytics as a visual narrative, helping to answer your most pressing questions related to digital ad campaigns.

Reduce your marketing dollars wasted on the traditional “spray-and-pray” advertising and measure ad effectiveness in a relevant, standardized, and timely manner.

Solution: Adalytics
Industry: Ad Tech
Delivery: Web
(Mobile coming soon)
WHAT’S BEHIND ADALYTICS

BUSINESS OBJECTIVES
At a high-level, the goal was to serve effective ad campaigns by providing stakeholders, including internal digital project managers, access to the relevant metrics on user actions on a digital ad through a visually compelling and consistent narrative. The sub-goals included specific user actions and conversion rates for different digital assets (images, texts, video).

ANALYTICAL OBJECTIVES
Every KPI was assigned an initial goal based on historical data from similar campaigns as well as market research. End users could change goals from the analytics interface based on the “pace” of the campaign.

ANALYTICS REPOSITORY
We developed a business and data model to support the KPIs and foundational analyses. Third I also stood up the technology platform for the multi-terabyte repository including the data movement and integration layer to access data elements across a variety of “big data” sources including Google Analytics.

RESEARCH-BASED KPIs
After conducting X research, we determined that the KPIs that are most likely to predict ad effectiveness were: Impressions (requested vs. served), Reach, Frequency, Average Brand Interaction Time, Interactions, Conversions, Expansions, and associated rates.

USER-CENTERED INTERFACE
Third I conducted extensive user research to develop a user-centered design of the interface so each identified persona could map a personalized journey discovering and interacting with campaign, engagement, media quality, and inventory performance.
KEY FEATURES

VISUAL NARRATIVE HIGHLIGHTING INSIGHTS BY SELF-SERVICE  An intuitive, highly visual user experience that provides “glances” and insights to everyone in the media value chain.

INTUITIVE INTERFACE FOR SLICE-AND-DICE  Adalytics provides a simple ribbon for users to monitor campaign KPIs across dimensions.

REAL TIME NOTIFICATIONS  Manage course corrections for campaigns. Get notified via email or SMS as soon as a problem appears – whether because of poor inventory performance, failure to deliver quality ads, or over/under delivery of impressions.

MULTI-SOURCE DATA BLENDING  Combines data from Google Analytics, Adobe Analytics (Omniture), homegrown web collection systems, and other data sources to create a comprehensive campaign story across all vendors.

SELF-SERVICE SCORECARDING  Scorecard what defines campaign success, and quickly separate the Champions, Challengers and Non-Performers.

PREDICTIVE MODELING  Built-in what-if analysis helps predict campaign performance against preset pacing goals, and influences corrective action.

PERSONALIZED LANDING PAGE  Ensures data is relevant based on role and security level.
Media Agency View

Media Agencies can look at all campaigns associated with a single advertiser along with relevant metrics.
Campaign View
Every detail pertaining to the campaign can be obtained from this dashboard.
Delivery KPI View
Daily, weekly, monthly impressions, engagement, and interactive metrics are served here.
KPI Ribbon
Performance metrics across all publishers, placements, formats, creatives, devices, and geography can be easily analyzed from here.
Correlation and Data Discovery
Comparative view of individual metrics across multiple advertisers, publishers, campaigns.
LET’S TALK!

www.the3i.com/adalytics

info@the3i.com