Essentials of Digital Media Sales

A Customized Professional Development Program

for

Session 2 of 6
Virtual Training Seminar Series
January/February 2021

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Company Background

Academy of Digital Media

Established in 1996 as the training programs of The Laredo Group, Inc., headquartered in West Palm Beach, Florida and divisionalized in July 2015, the Academy of Digital Media is the world's leading training company dedicated to digital and integrated advertising and media. It has trained over 150,000 media industry professionals since its founding!

The Academy of Digital Media provides the industry's most experienced and respected instructors and most effective training courses, developed and delivered using the latest instructional design and course development methodologies. Courses are developed, customized and then delivered via in-house or virtual instructor-led training seminars. Academy of Digital Media courses are the most efficient and effective ways to bring your performance and business to where it needs to be to compete and succeed in today's increasingly complex and competitive digital media world.

Private/On-Site/Customized Training Programs

Academy of Digital Media has trained hundreds of large and small organizations for since 1996, as part of national/regional sales meetings, in-house professional development programs or customized seminars designed to improve the digital media knowledge and productivity of staff and management of sales organizations, ad and media agencies, ad-tech and other media and related businesses .

From half or full day executive overview seminars to 1, 2 or more day in-person or virtual training programs, our sessions focus on how to best improve your company's and people's performance and productivity. Contact Jeff Leibowitz to discuss a customized private session for your company and/or your clients at 561-609-1800 today to discuss a program tailored to your company needs.

SPARC & Pre-Training Needs & Capabilities Analysis

Sales Performance & Attitude Research Compendium (SPARC) is a comprehensive assessment survey and analysis designed to understand sales performance strengths and deficiencies and deliver insights into which skills and behaviors need development and improvement. It gives management the insights necessary to help identify differences and uncover gaps that require changes and/or training to improve performance and impact revenue growth. The SPARC survey measures individual sales skills and behaviors across 10 major categories.

The **SPARC Pre-Training Needs & Capabilities Analysis** is a limited version designed to help management and Academy of Digital Media better tailor and customize the training for each organization to best address the true needs of your company and all those to be trained.

Company Background

Leslie Laredo, President
Academy of Digital Media
leslie@academydm.com

Leslie Laredo has been a pioneer and innovator in the digital and interactive media industry since 1983. She has been instrumental in dramatically improving the knowledge and skills of media professionals on how to sell and buy audiences and content across the digital media ecosystem, as well as enable corporate and brand marketers to incorporate digital platforms into their plans.

In the last 25 years, Leslie has trained well over 150,000 professionals in multi-brand media and ad tech companies, ad agencies and brand marketing as well as consulted with junior to C-suite level professionals at a wide range of organizations, worldwide, from start-ups to Fortune 500 companies.

Her training and consulting services have been used and valued by C-level executives, vice presidents, sales and account managers, media buyers and planners and corporate, brand and product marketers. She has worked with media representing local, niche, national, B2B and international audiences; with accounts spanning many industries including technology, automotive, travel, financial, pharmaceutical, healthcare and more.

Leslie's students complete her courses with increased confidence, sharpened skills and the knowledge and proficiency that is needed to be effective at digital media buying and selling, and how to integrate digital platforms into marketing.

A hallmark of her insights for training is her work with every level and facet of the media industry…buyers, sellers, managers, executives and marketers of all sizes. Understanding marketing strategies and media tactics with a 360-degree view of the process is critical for anyone to be successful in digital media and marketing and perform at the highest levels.

Leslie founded The Laredo Group in 1996 and its Academy of Digital Media training division. Before that she founded the very first digital ad sales rep firm (sold to Softbank), after her roles as the Director of New Media for AT&T and Ziff-Davis. Prior to that Leslie was the top digital ad sales executive at Prodigy. She holds a Bachelor of Science degree in Environmental Science from Cornell University, and studied internationally in Sweden.

Welcome to...

ACADEMY
of Digital Media

Essentials of Digital Media Sales

for

BRIDGE TOWER MEDIA™

Virtual Session #2

Session 1

- Part 1: Introduction
- Part 2: Marketing & Advertising 101
- Part 3: Targeting and Data in Advertising

Session 2

- Part 1: Programmatic and Media Currency
- Part 2: Measurement Concepts and Terminology

Session 3

- Part 1: Campaign Objectives and Measurement
- Part 2: The Customer Journey to Purchase
- Part 3: Digital Solutions

Session 4

- Active Listening
- Questioning for Insights
- Objection Handling

Session 5

- Part 1: Decision-Making
- Part 2: Customer Needs Analysis

Session 6

- Part 1: Managing Clients
- Part 2: Changing the Sales Conversation
- Part 3: Action Plan and Wrap-Up

- ➤ **Automation of the Ad Delivery Process**

  - ➤ **Programmatic Ecosystem and Definitions**

    - ➤ **Direct Selling vs. Programmatic Options**

  - ➤ **Media Currency: The Ad Impression**

  - ➤ **Exercise**

Automation of Ad Delivery

Direct Selling

- Expanding products and programs
  - Requires more cross-platform expertise
- Different specs and pricing
- Efforts to assemble, manage delivery of solutions
- Varying client expertise/experience
  - Requires proof of outcomes

Your recommendations based on experience and knowledge base.

Automation of Ad Delivery

Automation (Programmatic)

- Facilitates the creation and delivery of custom audience segments
- Evaluation/pricing and the selling and buying of each ad impression
- Allows optimization of advertising placements and assets
- Delivers real-time measurement and monitors campaign results
- Shortens time-frames, provides more options

The Display Ad Delivery Process

- ## Ad Delivery Process
  - ### Ad tags on webpages contact ad server, requests the ad
  - ### Ad server determines which ad is served
  - ### Ad delivery includes monitoring, optimizing of ads
  - ### Reporting of ad delivery and other campaign metrics

Ad Delivery Process

10

5

Ad Server Selects
and Sends Ad to
Page, Counts the
Ad Impression

Page Sends Ad
Request to Ad Server
as Page Loads

7

Web Server
Delivers Page
to User's
Browser

3

4

Ad Server Sends Ad
Request to Agency 3rd PAS

User Navigates
to Site/Page
(Types URL or Clicks
on a Link)

9

Ad Server Calls
Other Demand
Sources

6

Agency
3rd Party
Ad Server

1

Web Server Looks for Cookie,
Identifies Browser and Tells the
Browser Where to Get Content

2

Ad Server

8

Publisher's Content Server

Private Exchange (Simplifi)

Above/Below the Fold

- **Above the Fold**
  - Depends on device, monitor size, resolution
  - As soon as user scrolls down, top banner goes out of view, ads below are seen
  - Page design and content impacts user experience and the number of ads seen and their 'viewability'
  - Options for more viewability
    - Higher SOV of ad placements
    - Expand ads
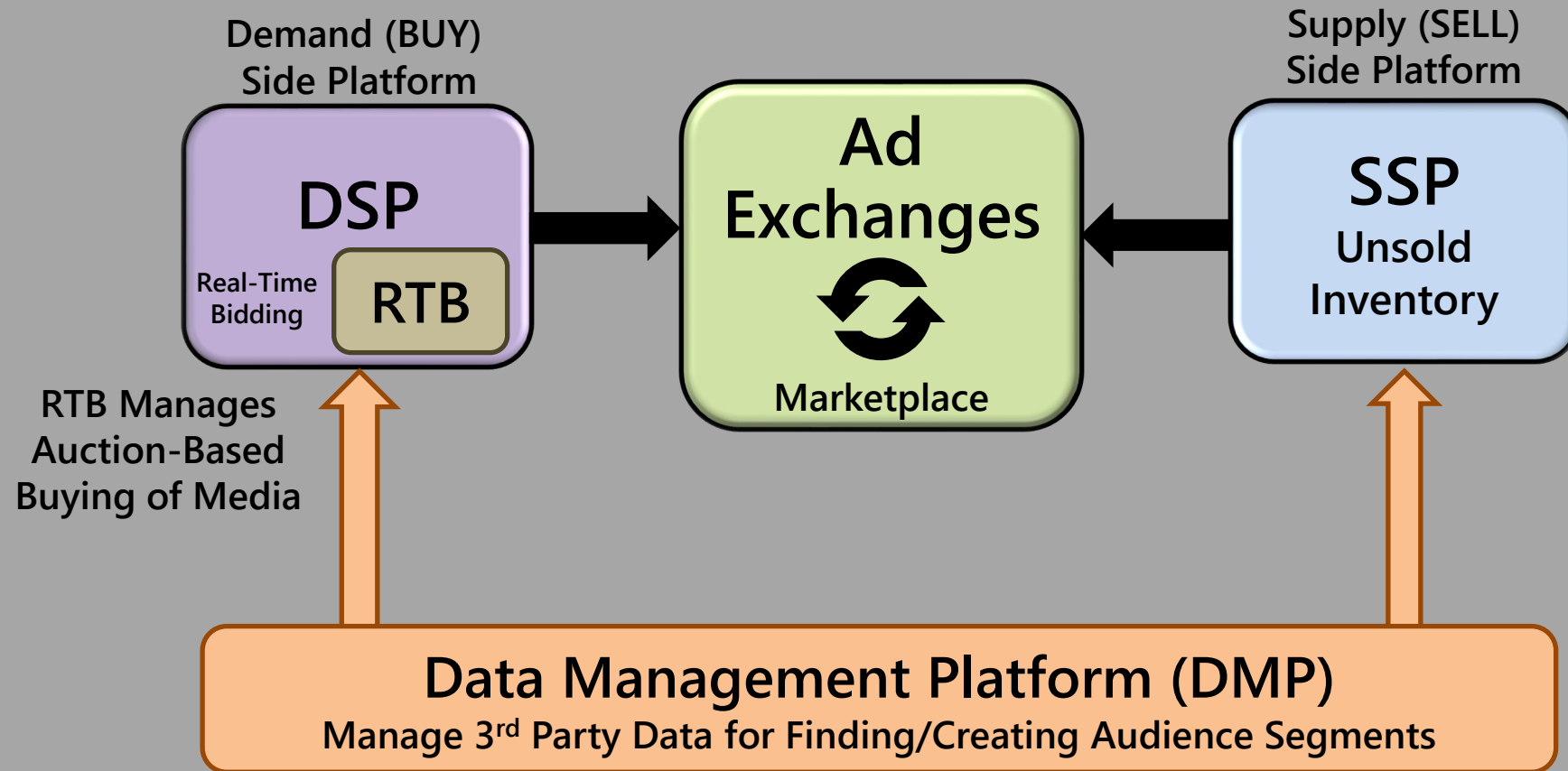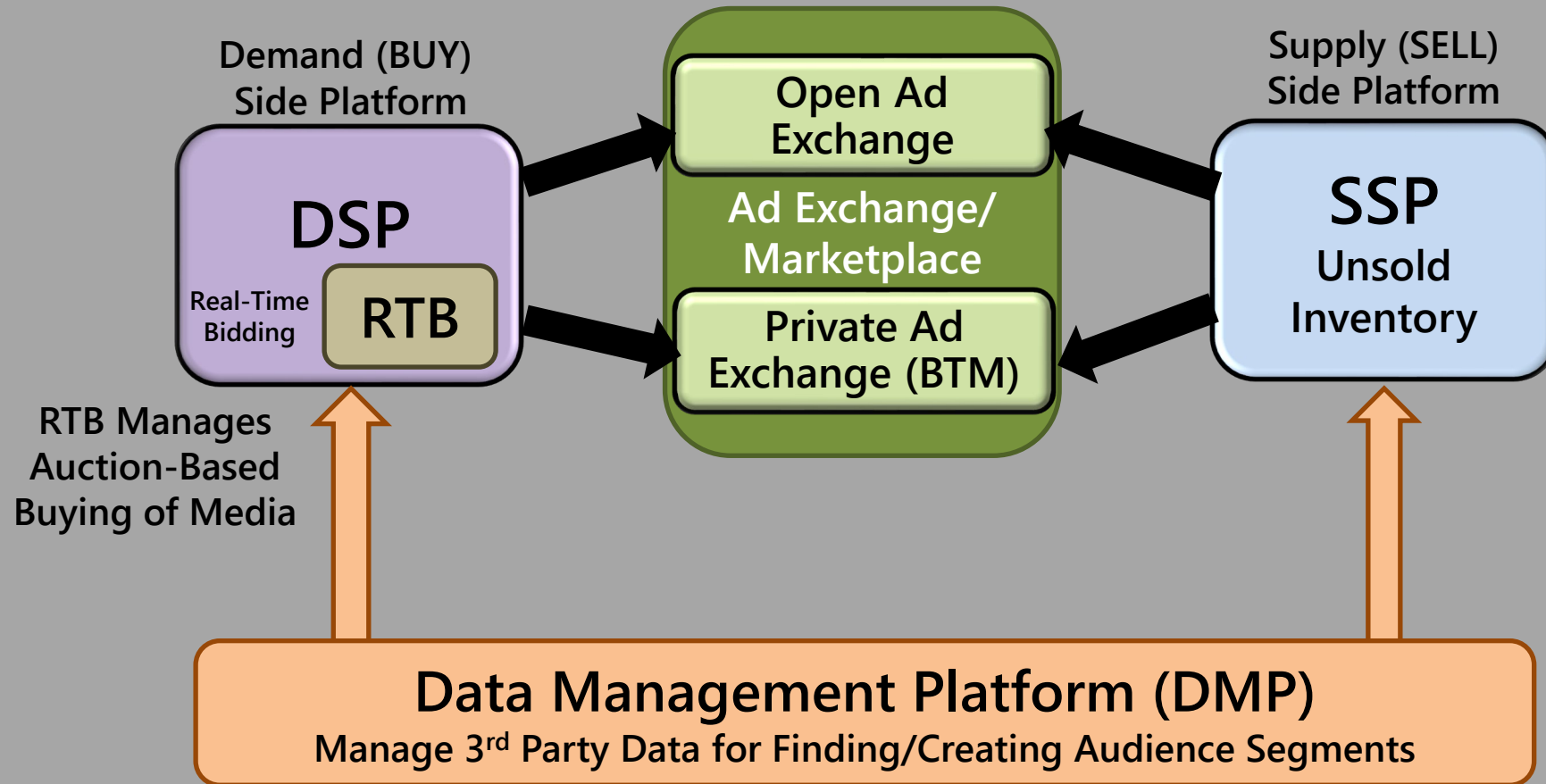   - Ads anchored on page

Ad Placements and Viewability

- **Viewable Display Ad Impression**
  - At least 50% of the ad's pixels are viewable for at least 1 second
  - Viewable Video Ad Impressions requires 2 seconds of video ad play
  - Audio is not part of viewability requirements

**Question: Do ads above the fold have
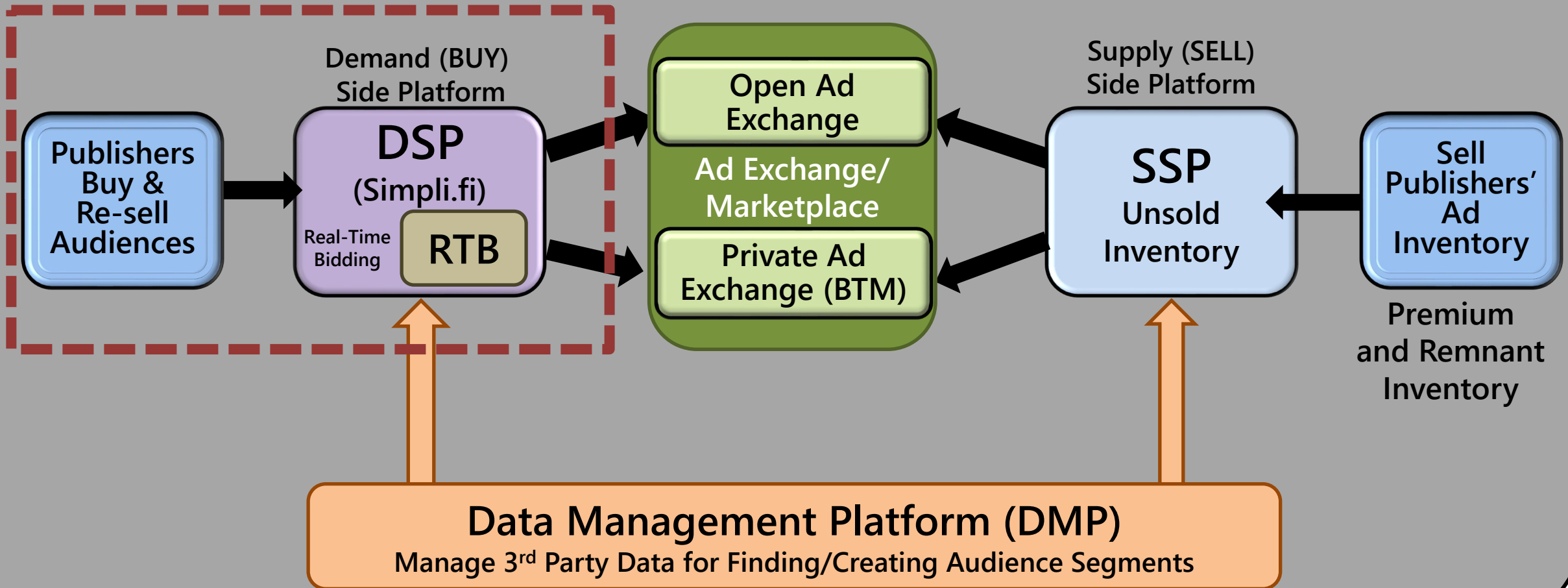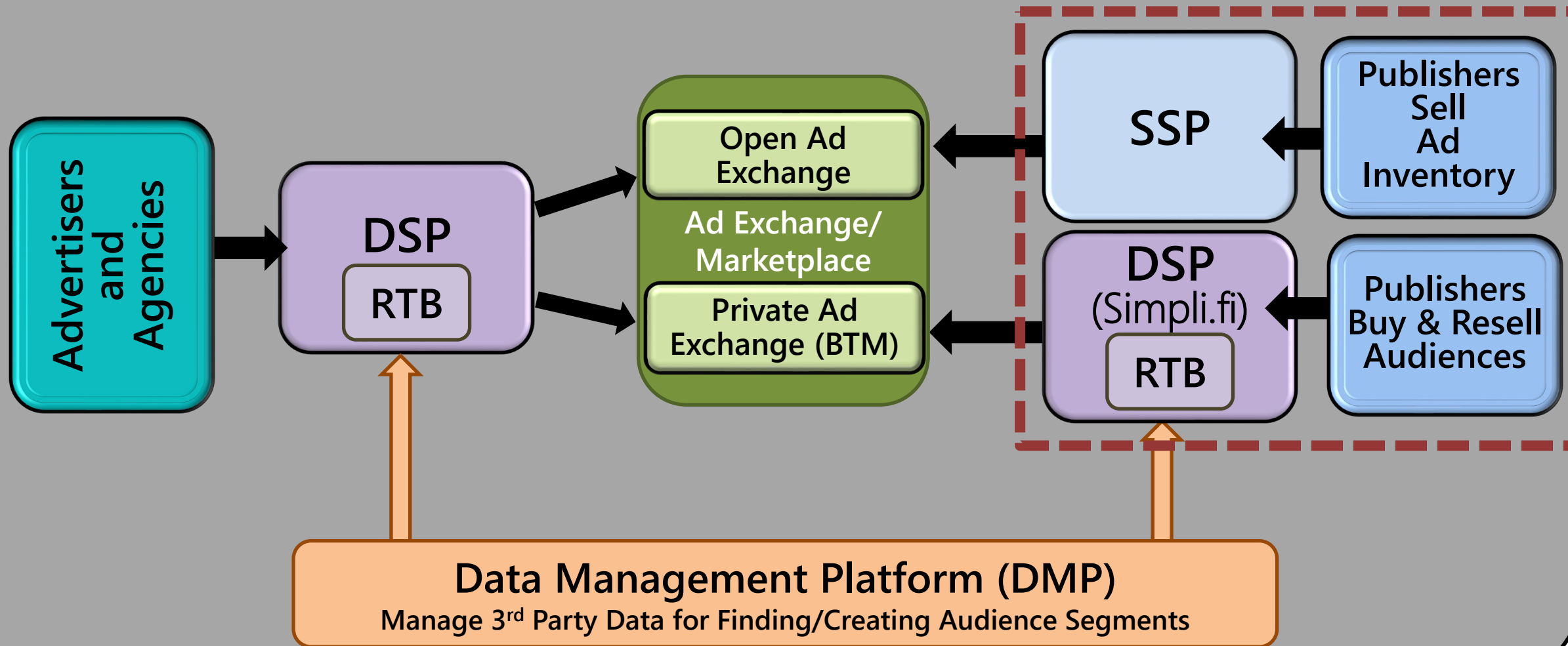higher viewability than below the fold?**

Programmatic Ecosystem Summary

Demand (BUY)
Side Platform
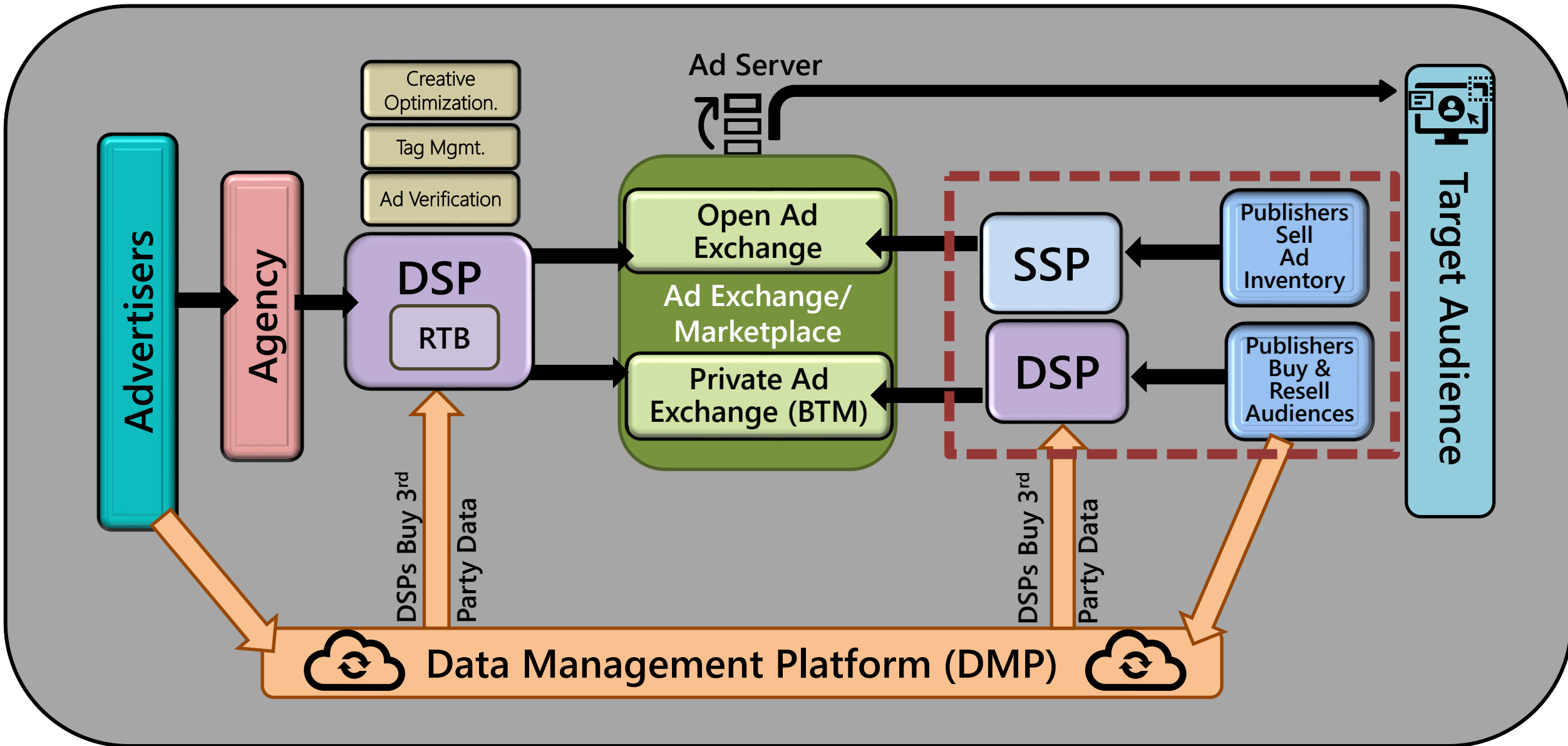
DSP

Real-Time
Bidding | **RTB**

RTB Manages
Auction-Based
Buying of Media

**Ad
Exchanges**

Marketplace

Supply (SELL)
Side Platform

SSP
Unsold
Inventory

Data Management Platform (DMP)
Manage 3rd Party Data for Finding/Creating Audience Segments

Programmatic Ecosystem Summary

Demand (BUY) Side Platform

DSP

Real-Time Bidding
RTB

RTB Manages Auction-Based Buying of Media

Ad Exchange/ Marketplace

Open Ad Exchange

Private Ad Exchange (BTM)

Supply (SELL) Side Platform

SSP
Unsold Inventory

Data Management Platform (DMP)
Manage 3rd Party Data for Finding/Creating Audience Segments

Programmatic Ecosystem Summary

Demand (BUY) Side Platform

Publishers Buy & Re-sell Audiences

DSP (Simpli.fi)

Real-Time Bidding

RTB

Ad Exchange/ Marketplace

Open Ad Exchange

Private Ad Exchange (BTM)

Supply (SELL) Side Platform

SSP Unsold Inventory

Sell Publishers' Ad Inventory

Premium and Remnant Inventory

Data Management Platform (DMP)
Manage 3rd Party Data for Finding/Creating Audience Segments

Programmatic Ecosystem Summary

Programmatic Ecosystem Summary

Programmatic Media Definitions

- **Ad Exchange**
  - A technology marketplace that facilitates automated buying, selling and delivery of ad impressions (publishers' inventory) through bidding/RTB

- **Supply Side Platforms (SSP)**
  - Technology used by publishers to manage and **sell** their inventory
 - Exposes publishers' ad inventory to thousands of potential buyers
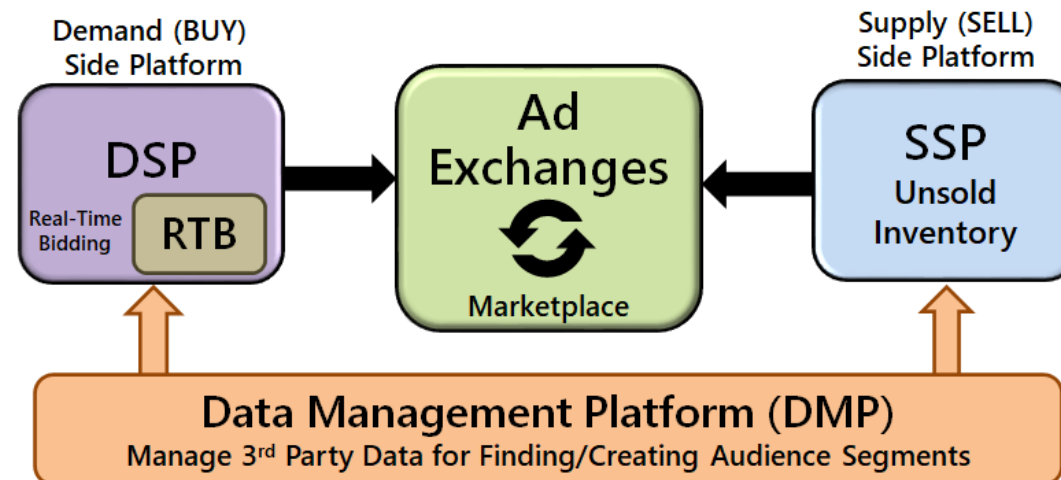
Programmatic Media Definitions

- ## Demand Side Platforms (DSP)
  - ### Technology used to **buy** media from ad exchanges (the "brain" of the buy side)
    - Set targeting criteria to buy specific audiences and determine the value of each impression

- ## Real-Time Bidding (RTB)
  - ### Software ("bidders") for real-time, auction-based buying of ad impressions
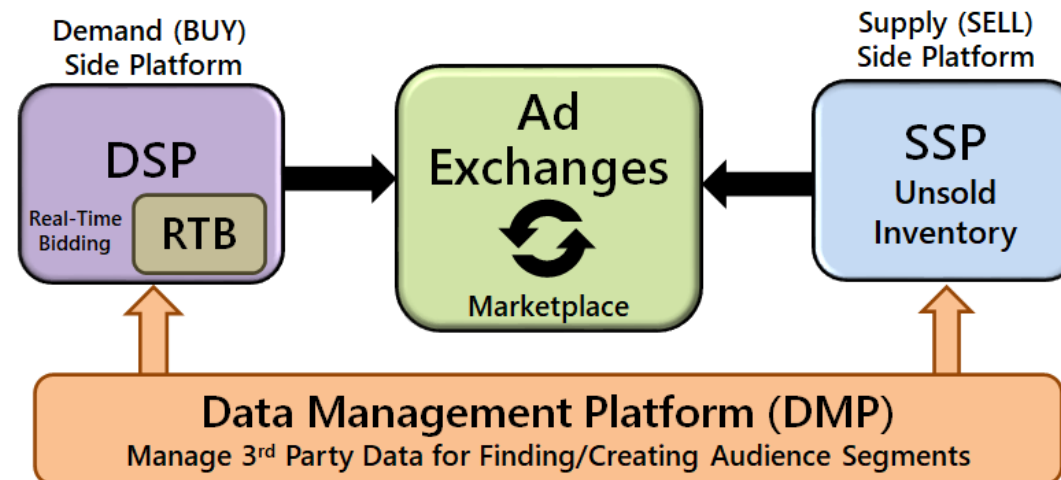 - ### Buys executed in milliseconds (faster than blinking your eye)
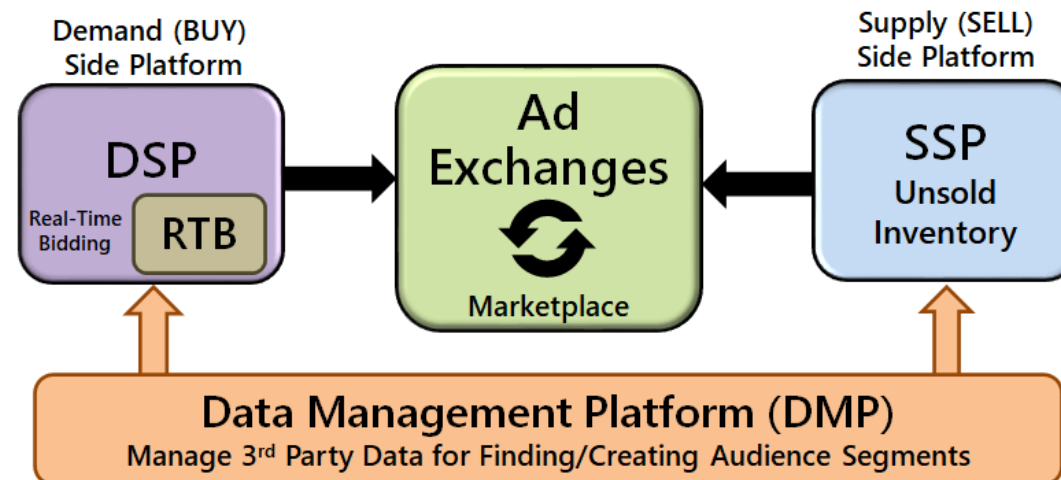
Programmatic Media Definitions

- **Data Management Platforms (DMP)**
  - Technology that manages 1st and 3rd party data (behavioral and cookie data)
  - Creates audience segments
  - DMPs feed data and audience segments to DSPs and SSPs

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KNOWLEDGE CHECK: PROGRAMMTIC TERMINOLOGY
Type Your Answers in the Chat

A **Programmatic Media**

B **Demand Side Platforms (DSP)**

C **Supply Side Platforms (SSP)**

D **Real-Time Bidding (RTB)**

E **Data Management Platforms (DMP)**

F **Ad Exchange**

D Auction-based buying of media

C Technology platforms used by publishers for managing unsold inventory across different, optimize yield

A Automated buying and selling of media

B Technology used by agencies to manage bidding and automated media buys across ad exchanges

E Platforms for Managing cookie-based audience data

F Marketplace for the automated transaction of media

Why Publishers and Agencies Use Biddable Media

- **Publishers SSP**
  - Maximizes yield
    - Sell all ad inventory
    - Get $ for remnant
  - Get access to 1000's of buyers
- **Publishers DSP**
  - Allows for re-targeting of publishers' audience
  - Supports creating custom audience targets

- **Agencies**
  - Gives access to vast amounts of ad inventory, easier to scale campaigns
  - Allows development of specific audience segments
  - Much faster to execute a buy
  - Supports optimization
    - Move ad placements, swap creative that perform best
  - Increases ROAS (Return on Media Spend)
  - Need tech and talent to manage

Media Currency

- **Ad Impression Values**
  - Viewability
  - Audience targeting
  - Placement – content/contextual
  - Scarcity – avails
  - Ad size
  - Format (banners, video, native)
  - Ad Fraud – ad impressions served to fake pages/apps

Media Currency Pricing

- **Media Pricing**
  - Set/Fixed CPM
    - Depends on audience, ad size, format, channel
    - Negotiated
  - Biddable (RTB) – Auction
    - 2nd price auction – bidder pays $0.01 more than 2nd highest bid
      - Winning bid = $3.00
      - 2nd highest bid $2.50
      - Winning bid payment is $2.51
    - No guarantees buyer gets desired inventory (loses auction)
    - Pay for data, verification

Ad Impression Calculators

- **CPM Calculator**
- **Impression Calculator**
- **Media Calculator**

Calculate your Effective CPM

Download:
http://bit.ly/ROAS-calculator

CPM Calculator		
1) Enter Media Costs		Press Enter
2) Enter Impressions		Press Enter
3) CPM will be calculated		
Media Cost	$	5,000.00
Impressions		1,000,000
CPM	$	5.00

Impression Calculator		
1) Enter Media Costs		Press Enter
2) Enter CPM		Press Enter
3) Impressions will be calculated		
Media Cost		$ 4,000.00
CPM		$ 12.00
Impressions		333,333

Media Cost Calculator		
1) Enter CPM		Press Enter
2) Enter Impressions		Press Enter
3) Media Cost will be calculated		
CPM	$	12.00
Impressions		250,000
Media Cost		$ 3,000.00

Session 2
Part 2: Measurement Concepts and Terminology

➤ **Review Measurement Terminology**

➤ **Perspectives on Clicks and CTRs**

➤ **Attribution, Beyond "Last Click"**

➤ **What to Teach our Clients About Performance Metrics**

➤ **Exercise**

Measurement Terminology

CLICKS — User interaction with content

➢ Ad clicks represent "impulse reaction to creative"

➢ Search clicks represent intent

Measurement Terminology

CLICK-THROUGHS — User clicks and is redirected to another web page or landing page

CTR
Click-Through Rate — Clicks ÷ Impressions X 100 = CTR%

➢CTR dependent on many factors

Know your site's average CTR.
Know the range of CTRs across ad campaigns with different objectives and know what causes high and low CTRs.

Why Monthly Averages Don't Tell the Whole Story

Monthly Campaign Results
- 50,000 Impressions
- 100 Clicks
- 0.2% CTR

CTR Calculator	
1) Enter Impressions	Press Enter
2) Enter Number of Clicks	Press Enter
3) CTR will be calculated	
Impressions	50,000 ←
Clicks	100 ←
CTR	0.20% ←

1st Week Campaign Results
- 12,500 Impressions
- 50 Clicks
- 0.4% CTR

CTR Calculator	
1) Enter Impressions	Press Enter
2) Enter Number of Clicks	Press Enter
3) CTR will be calculated	
Impressions	12,500 ←
Clicks	50 ←
CTR	0.40% ←

Average CTRs (Google Search and Display Network)

You need to be able to explain to your clients
why search CTRs are dramatically higher than display CTRs

Average Click-Through Rate

Search values:
- Apparel: 4.89%
- Arts & Entertainment: 5.86%
- Business & Industrial: 3.83%
- Computers & Computer Electronics: 3.49%
- Dining & Nightlife: 6.63%
- Finance: 3.58%
- Health: 3.82%
- Hobbies & Leisure: 5.56%
- Home & Garden: 3.90%
- Jobs & Education: 4.97%
- Law & Government: 3.27%
- Real Estate: 6.19%
- Retailers & General Stores: 4.67%
- Sports & Fitness: 5.15%
- Travel & Tourism: 7.83%
- Vehicles: 7.35%

Google Display Network values:
- Apparel: 0.59%
- Arts & Entertainment: 0.58%
- Business & Industrial: 0.64%
- Computers & Computer Electronics: 0.52%
- Dining & Nightlife: 0.43%
- Finance: 0.50%
- Health: 0.37%
- Hobbies & Leisure: 0.45%
- Home & Garden: 0.48%
- Jobs & Education: 0.54%
- Law & Government: 0.50%
- Real Estate: 0.59%
- Retailers & General Stores: 0.54%
- Sports & Fitness: 0.50%
- Travel & Tourism: 0.39%
- Vehicles: 0.39%

The average click through rate (CTR) in Google Ads across all industries is 5.06% on the search network and 0.50% on the display network.

Google Ads Industry Benchmarks

Average Click-Through Rate

8%

7% 7.83% 7.35%

6.63% 6.19%

6% 5.86% 5.56% 5.15%

4.89% 4.97% 4.67%

5%

4% 3.83% 3.82% 3.90%

3.58% 3.49% 3.27%

3%

2%

1%

0%

0.25% 0.43% 0.37% 0.45% 0.48% 0.39% 0.39%

0.50%

0.75% 0.58% 0.52% 0.50% 0.54% 0.50% 0.54% 0.50%

0.64% 0.59%

Measurement Terminology

VIEW-THROUGHS — Tracking users who see ads, DON'T click, but find or navigate to site later

➢**Users have higher conversion rates compared to who click on ads**

Why are conversion rates higher for users who navigate to a site after viewing but not clicking on an ad?

Search Non-Branded Search Term
"pre-engineered metal building contractors"

Search Branded Search Term
"Greystone Construction"

Type URL for Direct Navigation

Click-Through

Tracking Tag, Reads Cookie, Tracks View-Through
(Ad seen on Finance & Commerce)

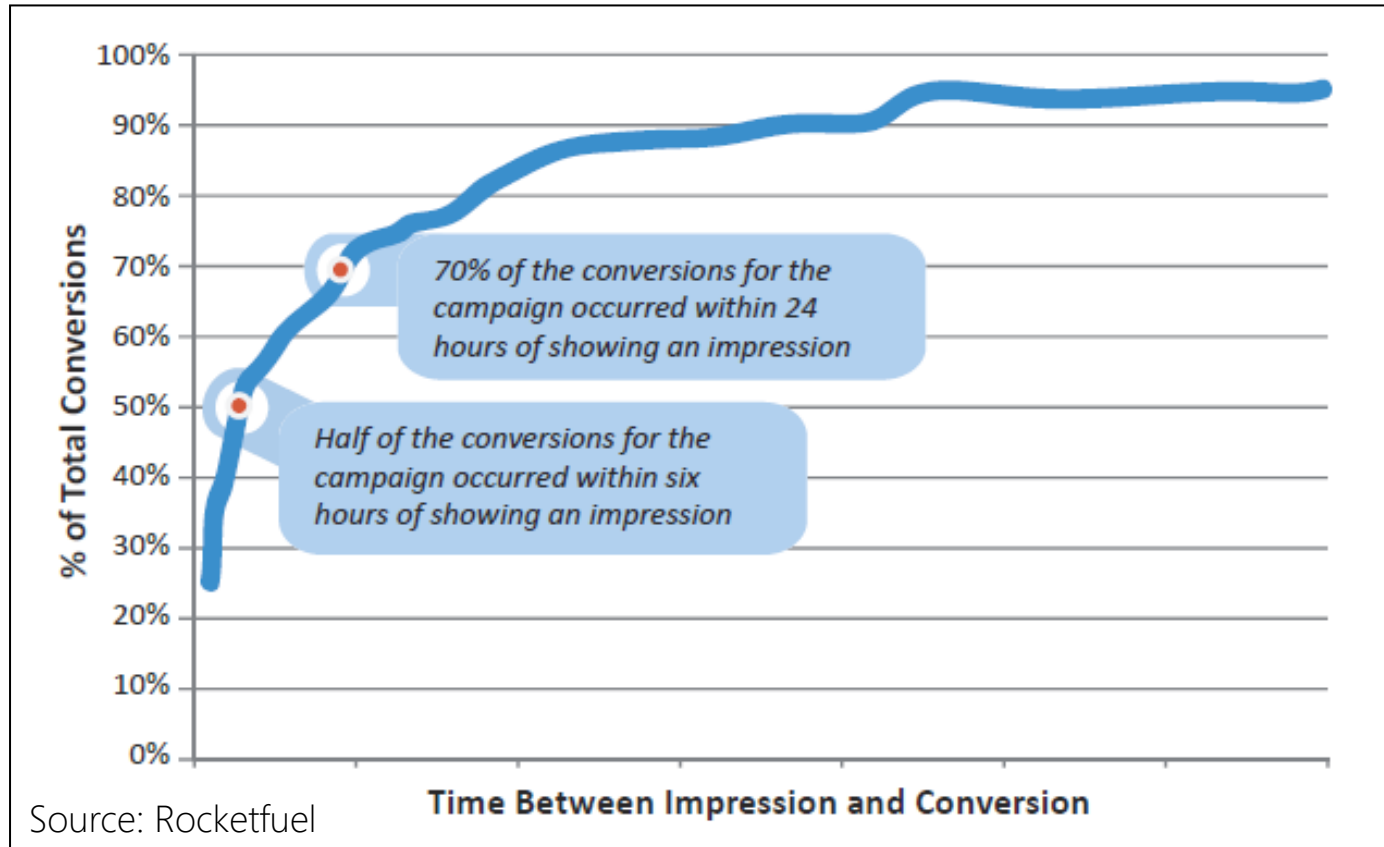Copyright © 2021   Academy of Digital Media   www.academyofdigitalmedia.com

View-Through Conversions

- ## View-Through Conversions
  - ### 50% within 6 hours, 70% within 24 hours (B2B)

100% — 0% on y-axis labeled "% of Total Conversions"

70% of the conversions for the campaign occurred within 24 hours of showing an impression

Half of the conversions for the campaign occurred within six hours of showing an impression

Source: Rocketfuel

Time Between Impression and Conversion

Consider...
What if client only looks at click-to-conversion data?

Lookback Window and View-Through Conversions

More B2C Conversions Happen Earlier in Journey,
While B2B Conversions Take Longer, Different Consideration Steps

In B2C it took 5 days
to reach 80% of conversions

In B2B it took 15 days
to reach 80% of conversions

percentage of view-through conversions

- B2C
- B2B
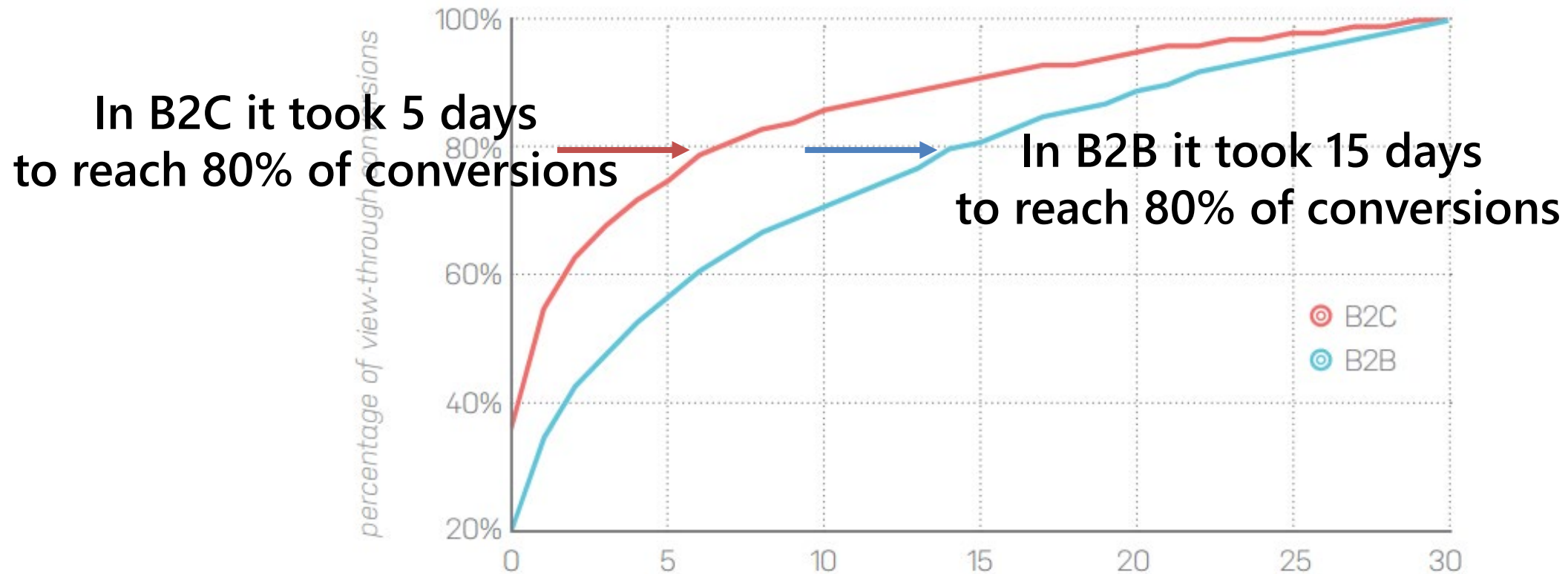
Source: AdRoll, The Blended Attribution Playbook

Measurement Terminology

- ## Consider Impact on View-Through vs. Post-Click Conversions
  - 80% of conversions from view-throughs
  - 20% of conversions are from post-click

Post Click and Post Impression Conversions

20.4%

79.6% **95%**

Post Click Conversions — Post Impression Conversions

Source: MediaMind Research. Data Q3 2009 to Q2 2010, Standard Banners, worldwide.

A/B TEST OF ADROLL'S SELF-PROMOTION CAMPAIGNS

- View-through conversions
- Click-through conversions

0   50   100   150   200   250

Number of conversions
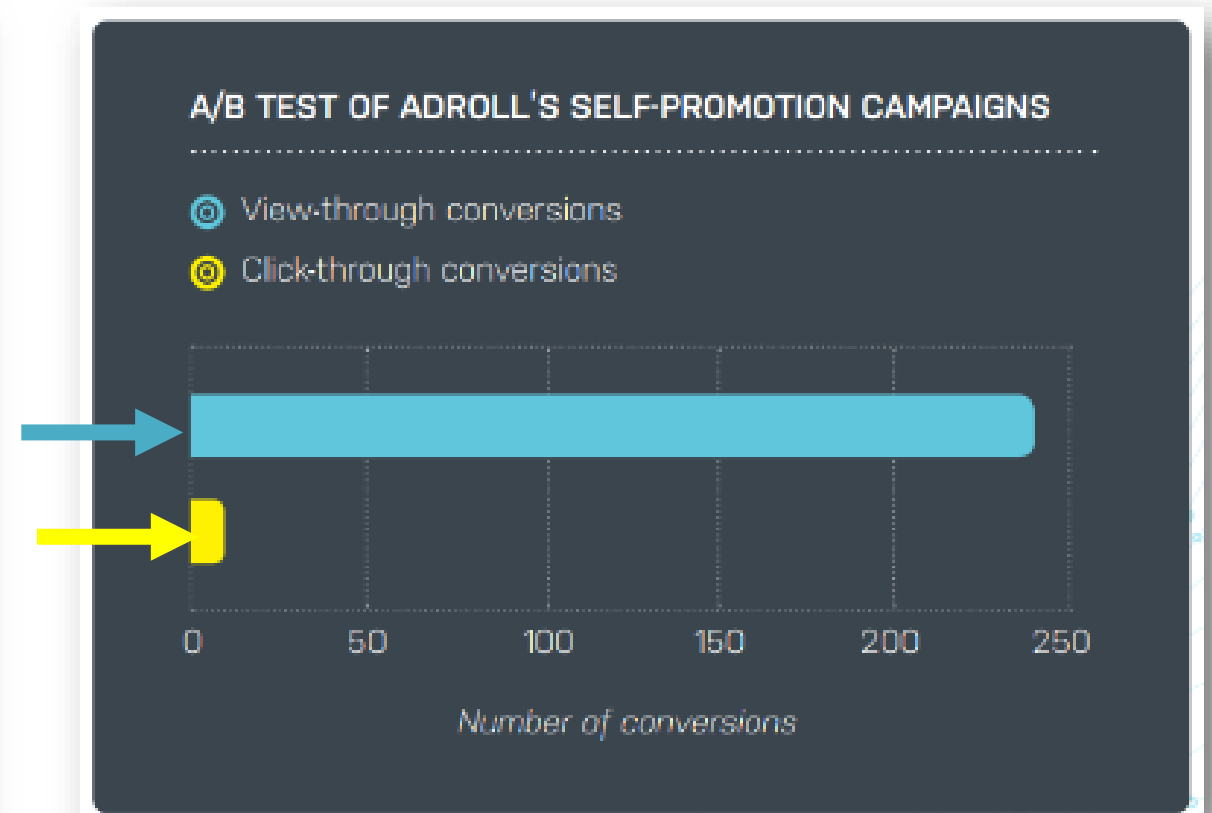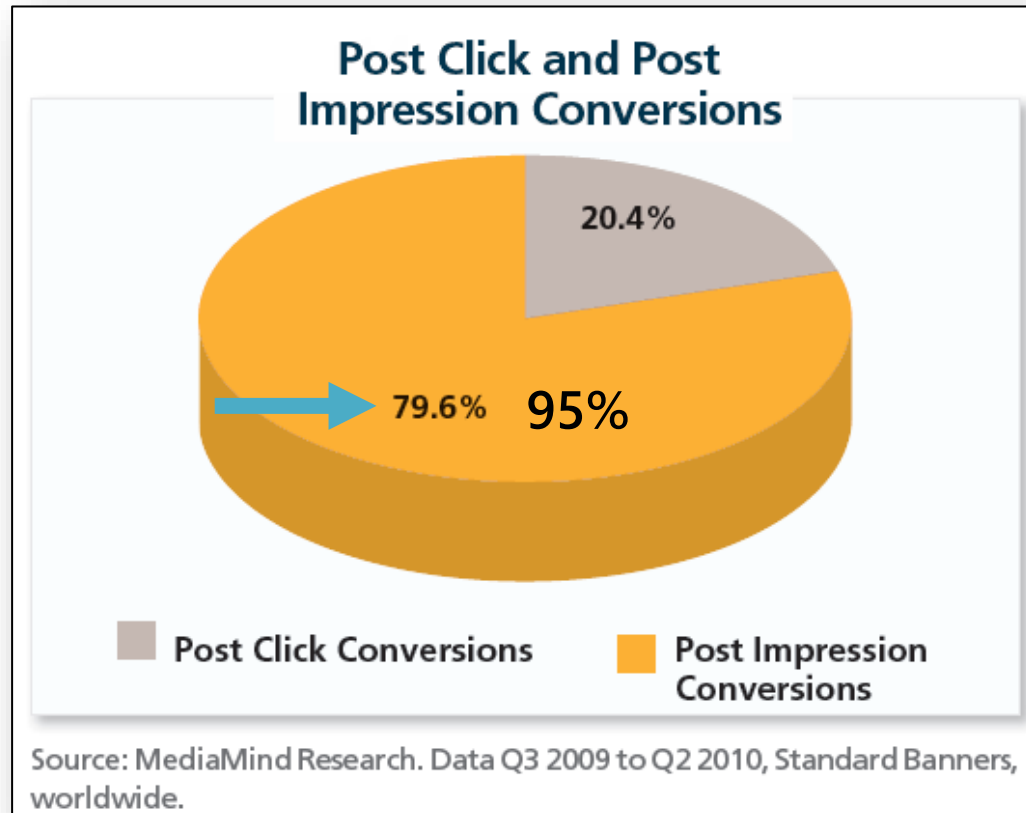
What Happens After an AD is Served or Displayed

Ad is Not Seen	Ad is Ignored	User Interacts	User Remembers, Takes Action Later
Not Viewable	Ad Format, Clutter, Not Relevant	Impulse, Relevancy	6 – 24 Hours, Days, Weeks Later

Measurement Terminology

VIDEO VIEWS — Number of times a video is viewed

VIDEO COMPLETION RATE — % of views calculated by % of completion

➤ **Views measured by quartile 100% - 75% - 50% - 25%**

Measurement Terminology

KEY PERFORMANCE INDICATORS (KPIs)

A series of measures used to determine if performance of a site or campaigns are achieving expectations, via specific activities

➢ KPIs are evaluated against benchmarks, based on site or campaign objectives.

Measurement Terminology

ENGAGEMENT Measurement of interactions between users and ads

➢ Measure of emotional, cognitive, behavioral interactions

➢ Typically, not a single event

➢ Engagement experiences and activities impact a brand

➢ Ads with more engagement have more influence in outcomes

Measurement Terminology

CONVERSIONS — Measurable actions after clicking, interacting with or viewing an ad

➢ Requires tracking all or multiple steps or actions leading to a conversion

➢ A conversion is not necessarily a sale, may require multiple steps to achieve a sale

Measurement Terminology

PERFORMANCE METRICS

- **Cost-per-Click** (CPC)
- **Cost-per-Lead** (CPL)
- **Cost-per-Action** (CPA)
- **Cost-per-View** (CPV)
- **Cost-per-Engagement** (CPE)
- **CPW Cost per "Whatever"**

Content Measurement Terminology

Content Consumption

- Unique visitors (UV)
- Page views (PV)
- Sessions
- Time spent (on page, session)
- Clickstream, navigation
- Inbound traffic source
- Bounce rate

Content Engagement

- Registration
- Leads, content downloaded
- Content sharing

ACADEMY of Digital Media

Thank You!

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