

Campaign Management and Optimization

Once digital campaigns are structured and implemented, then the real work begins!

Live campaigns provide a plethora of data. Having a team in your corner that can provide quick analysis of vast amounts of detailed data and continually make real-time adjustments based upon actionable intelligence is imperative.

Our third-party-certified analysts and optimization managers:

- Rely on quantifiable data
- Pursue the important metrics and understand that some metrics can be misleading
- Use superior real-time optimization technologies
- Use rules-based methodologies
- Optimize at the most granular levels including digital channel, specific placement, ad unit, creative elements, message, time of day, day of week, user location, and numerous other behavior and demographic segmentations
- Measure and optimize to multiple individualized conversions, key performance indicators (KPI's), and other non-standard key metrics
- Monitor and capitalize on data trends in real-time
- Calculate actual \$ return on investment

You are continually kept abreast of your campaigns' performance through advanced reporting.