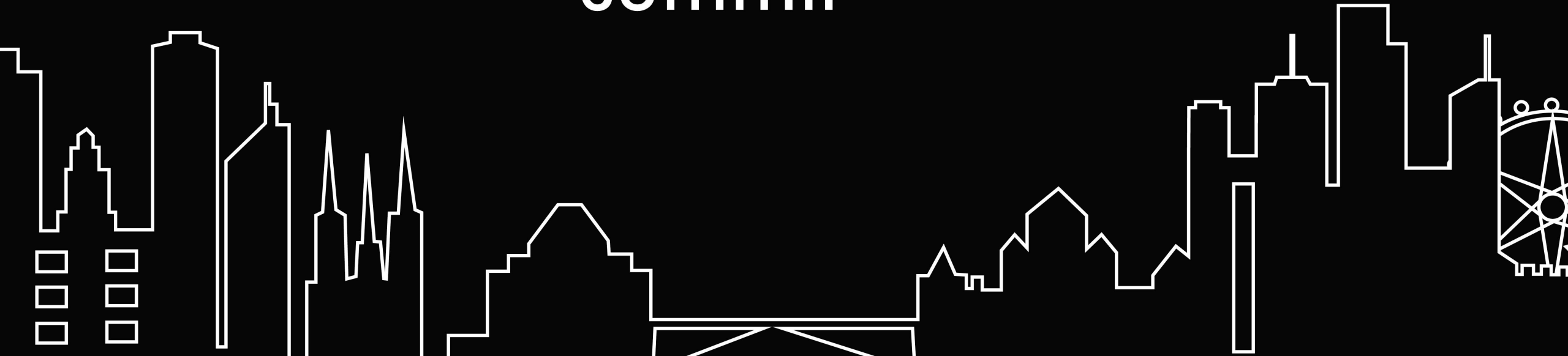


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melbourne

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& **ops**
summit





made for advertising (mfa)

definitions and guidance
june 2024

tech lab updates for 2024

iab.
australia

jill wittkopp

vice president of product | iab tech lab

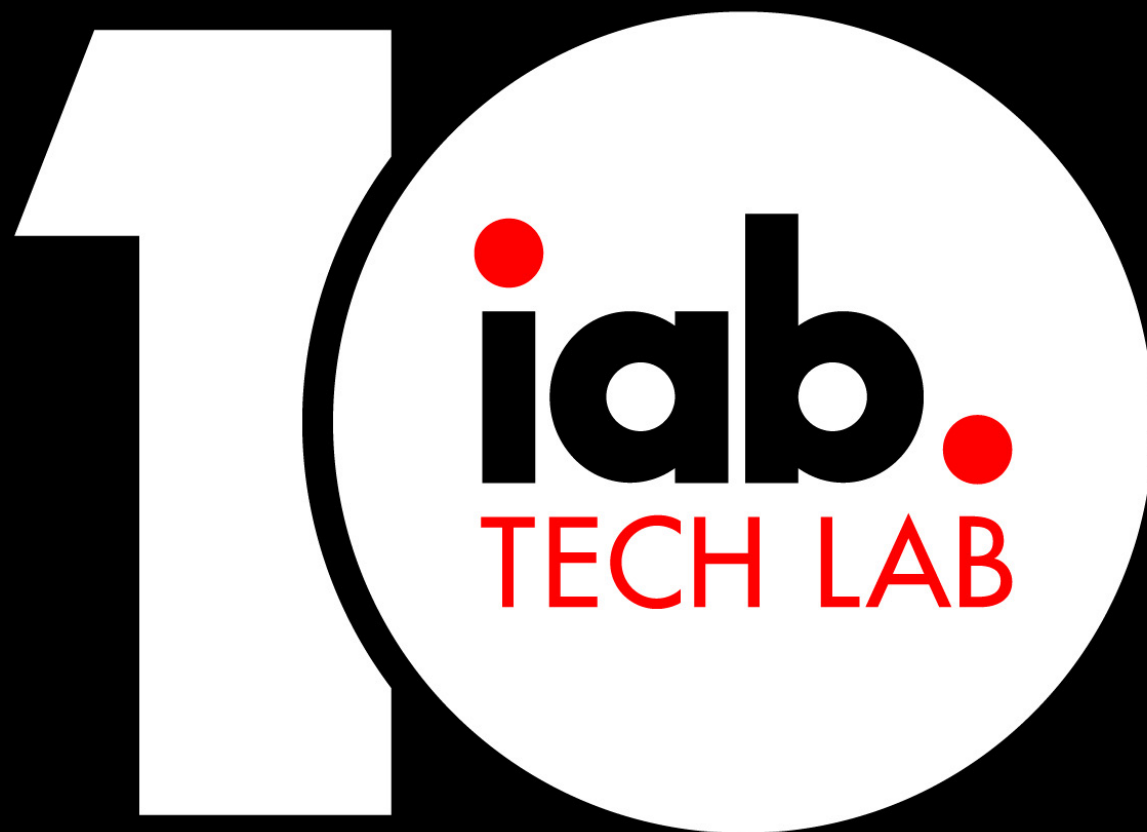


adtech
&ops
summit



Celebrating
a decade of
setting {high}
standards!

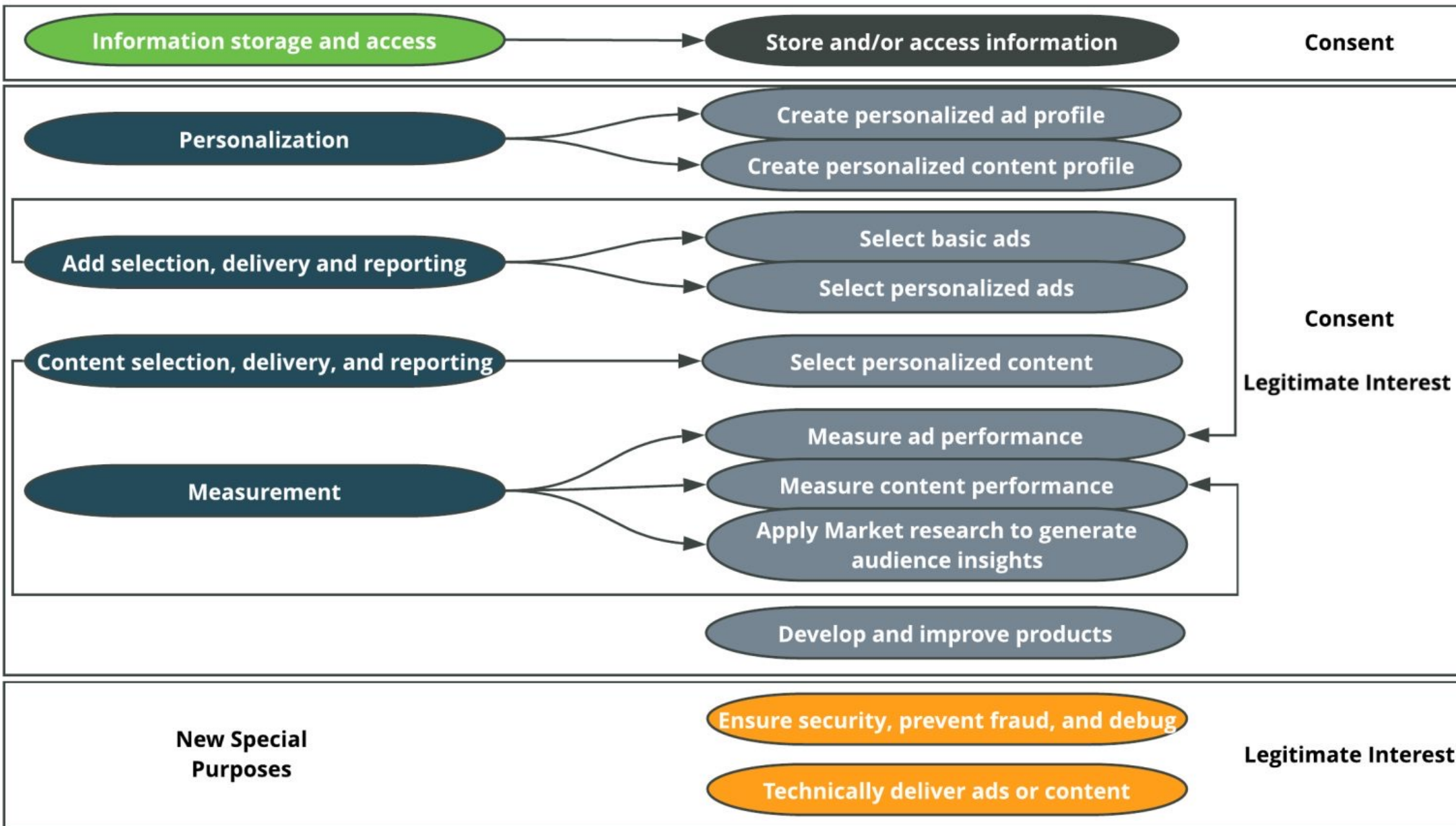
[READ MORE](#)

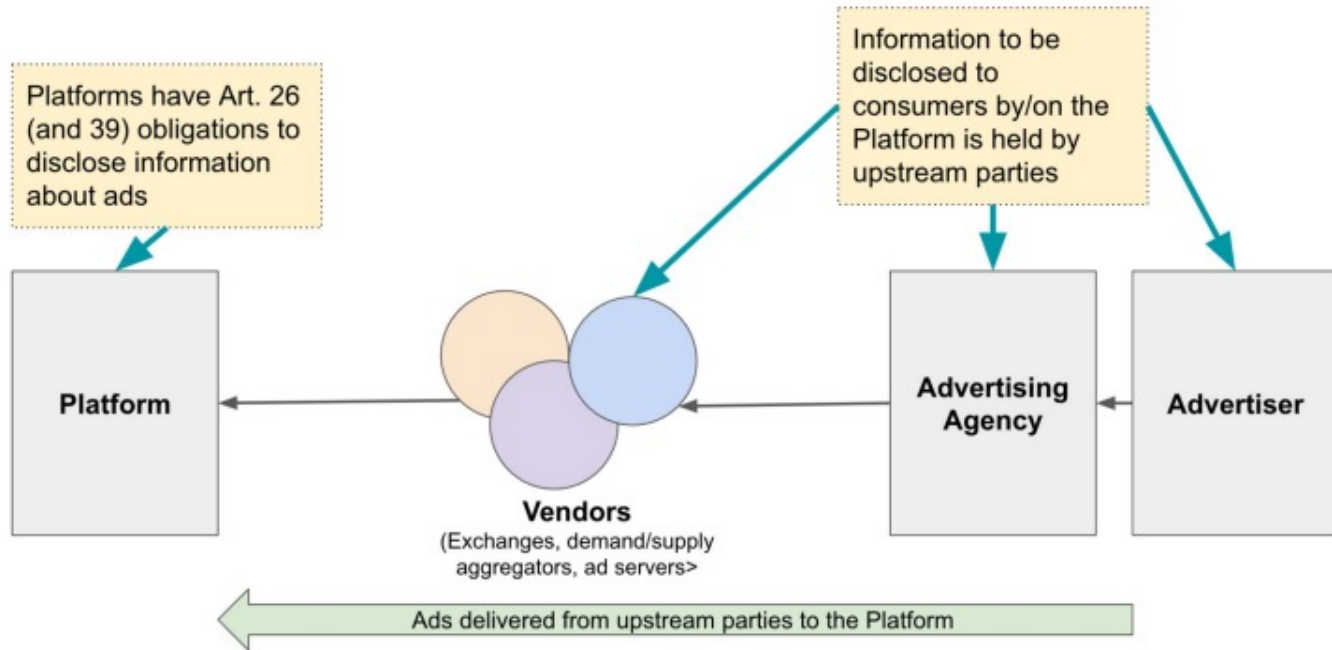


IAB TCF 1.0

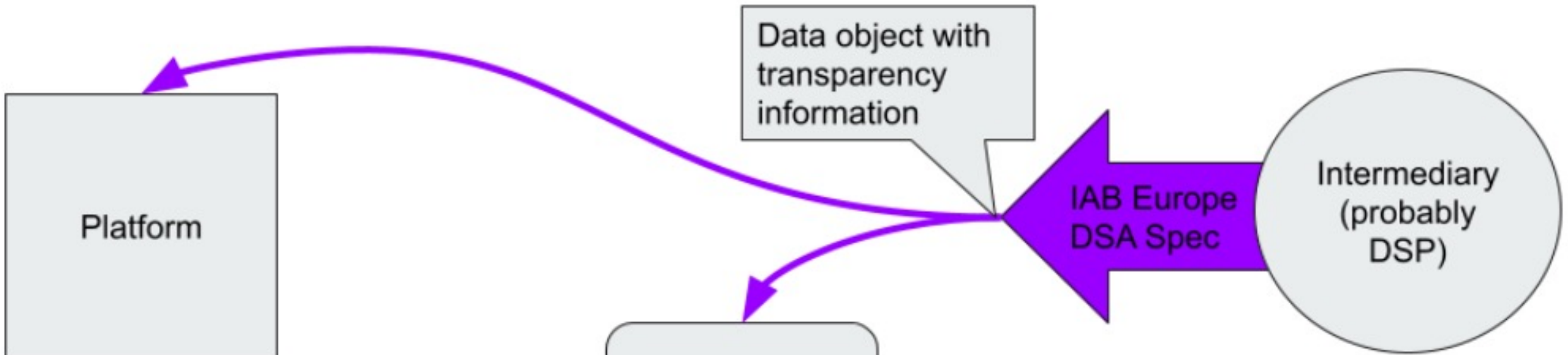
IAB TCF 2.0

Legal Basis





- DSA Art. 26 requires Online Platforms to make certain disclosures about ads
- Information is in the hands of intermediaries, not the Platforms
- Required information includes “parameters” for selecting the ad
- Communication between parties is necessary to facilitate compliance



- Buy-side display (AdChoices provider or other)
- Defines delivery of the transparency behind the creative after data is received via the API/macros
- IAB Europe Spec
- Define delivery of the data to the creative, plus standardised API/macros extract the data

OpenRTB



The Three Core Scenarios

← No linkable user ID available →

Unlinked 1st-party Audiences

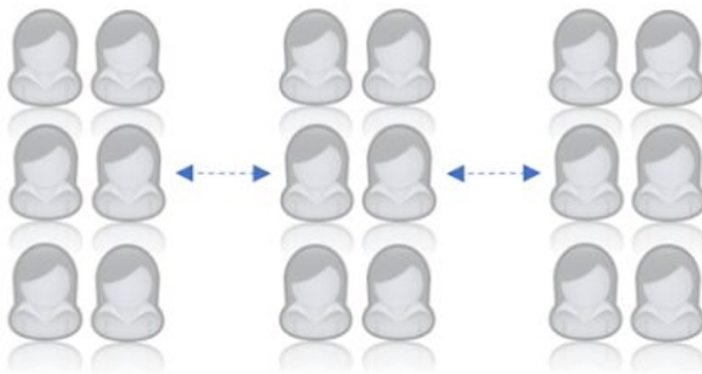
Advertiser/Publisher data not connected



- Contextual
- Seller-defined audiences
- Private marketplaces

Browser/OS-linked Audiences

No 3rd-party tracking

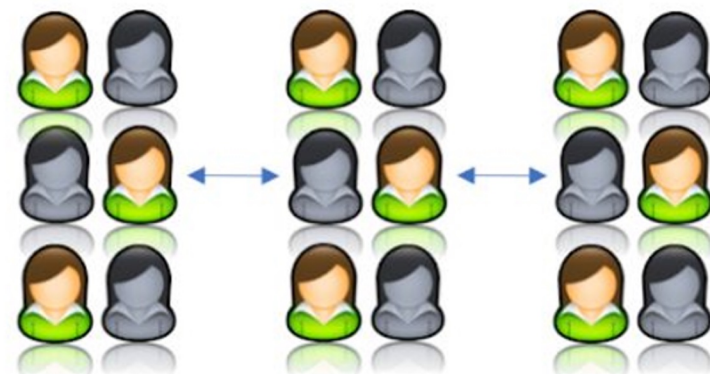


- In-browser cohorts & interest groups
- In-browser auctions
- On-device measurement & attribution

Linkable user ID available

Linked 1:1 Audiences

Advertiser/Publisher data connected



- User-enabled ID matches
- Clean rooms



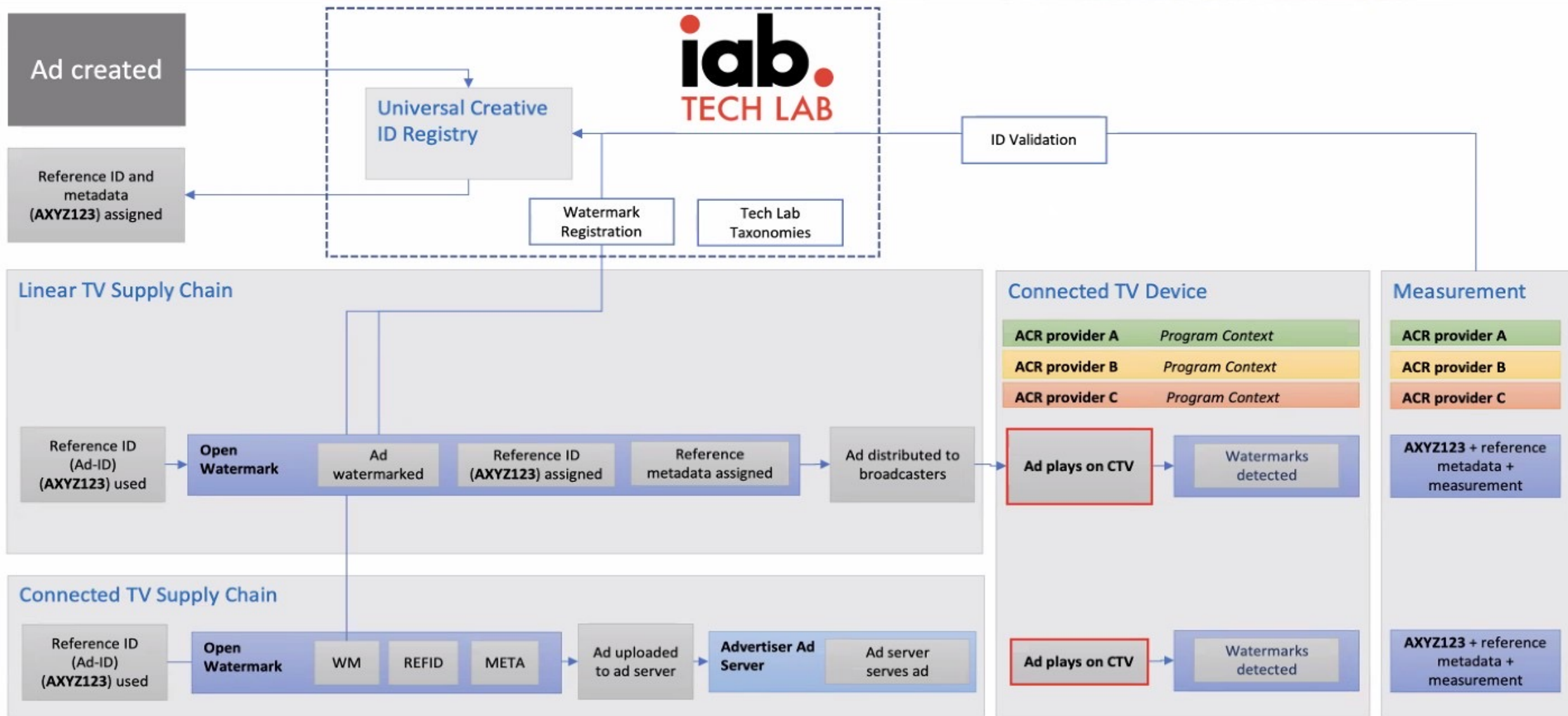
The Three Core Scenarios

- **ID-Enabled Responsible Addressability**
- **Contextual & Seller Defined Audiences**
- **On-Device Facilitated Personas**

Tools Portal



VISION: Unified Supply Chain



Vision

A system of standardized technology, protocols, and operations that enable a seamless, robust, and measurable experience for providing video content and addressable advertising to consumers on any screen, in any format, and across all television environments.

The TV advertising delivery, distribution and measurement landscape is fragmented owing to complex ad break management, multiple TV environment and distribution services, and the variance in technologies used across these systems to achieve similar outcomes. Interoperability for addressable ad delivery in linear TV and digital video is possible if we standardize and develop existing technology.

Our roadmap for Advanced TV is informed by the following objectives:

- Interoperability for Frame Accurate Ad Delivery and Ad Break Management
- Universal Addressability and Reconciliation for Audience Measurement
- Full Auditability for Advertising Campaigns delivery
- Ad Measurement for delivery and Viewability verification
- Omni channel sales management for Programmatic buying and selling of Upfronts as well as spot buys

evolving media measurement from outputs to outcomes

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ben oliver

head of media | treasury wine estates



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splash.

x

Evolving Media Measurement: From Outputs to Outcomes

A bit about Splash Media



Ben Oliver  (He/Him)
Marketing & Media Leader | mMBA Marketing & Brand Management
Yarraville, Victoria, Australia · [Contact info](#)

 Treasury Wine Estates
 Marketing Week Mini MBA with Mark Ritson



Hybrid Model

MINDSHARE

- Connections Planning
- Traditional Media
- Activations
- Publisher Partnerships



SPLASH MEDIA

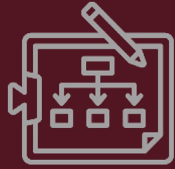
- Implementation Strategy
- Biddable Media
- Trading, optimisation and reporting



HYBRID MODEL

- Transparency
- Data ownership
- Understanding of brand requirements
- Speed
- Mindshare a key strategic partner and traditional media buyer

Simplified Workflow



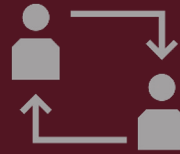
CONNECTIONS PLANNING

Effective and efficient distribution of budget across channels to maximise brand objective.

Mindshare to lead with Splash in supporting role.

LEAD

SUPPORT



IMPLEMENTATION STRATEGY

Understanding local media environment. Engaging the best digital media partners to deliver on our brand objective

OFFLINE

ONLINE



EXECUTION & REPORTING

Implementing campaigns, conducting QA, ongoing assessment, reporting

OFFLINE

ONLINE

MINDSHARE

SPLASH

splash.

Team Capabilities



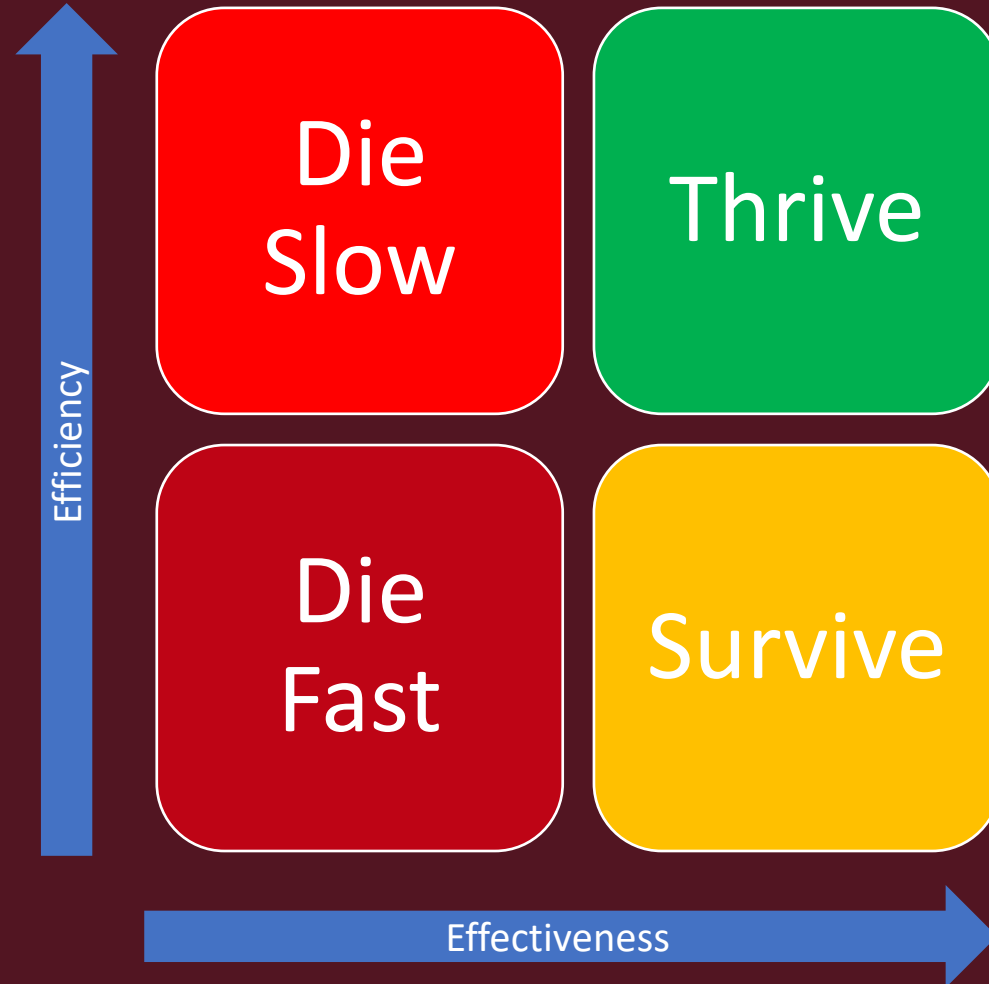
SOCIAL	SEARCH	RETAIL	PROGRAMMATIC	DIRECT	CONTENT	OFFLINE	GUIDE
Meta	Google	Amazon (onsite)	BVOD & Publisher Video	Spotify	Publishers (i.e. Native Content)	Linear TV	EXECUTED
Snap	Bing	Citrus (onsite) (WW, Coles)	Display	Amazon		Commercial Radio	NOT EXECUTED
TikTok*		MixIn (onsite) (EG)	Native			Print	NOT IN SCOPE
		Zitcha (offsite) (EG)	Digital Radio & Podcasts			OOH (direct buys)	
		Uber Eats (in-app)	pOOH				
			In-Game				

*Awaiting lifting of alcohol restriction.ETA: Late 2024



Outputs

An obsessions with efficiency



splash.

Efficiency

SUMMARY	KPI		DELIVERED	
CHANNEL	VOLUME	PERFORMANCE	VOLUME	PERFORMANCE
META	8,333,333 impressions	\$3.00 CPM	13,431,540 impressions	\$1.86 CPM
			% Difference	% Difference
CTV	997,975 impressions	\$70.14 CPM	1.025m impressions	\$70.79 CPM
			% Difference	% Difference
YOUTUBE	875,000 completed views	\$0.04 cCPV	1,122,171 completed views	\$0.03 cCPV
			% Difference	% Difference
ONLINE VIDEO	1,290,000	\$0.04 cCPV	720,474	\$0.07 cCPV
			% Difference	% Difference

Better Efficiency

	CHANNEL 1	CHANNEL 2	CHANNEL 3	CHANNEL 4	CHANNEL 5
CPM	\$ 28.65	\$ 4.13	\$ 4.64	\$ 12.23	\$ 53.01
vCPM	\$ 29.68	\$ 49.94	\$ 18.41	\$ 13.00	\$ 53.72
vPM (viewable seconds per 1000 impressions)	23,863	198	1,225	7,849	20,312
vCPS (cost per 1000 viewable seconds)	\$ 1.24	\$ 252.06	\$ 15.02	\$ 1.66	\$ 2.64



Outcomes

Towards Outcomes



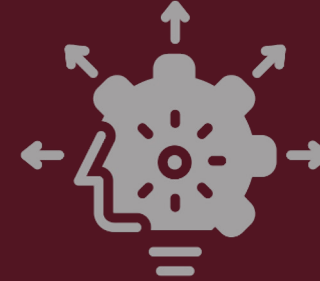
Media Principles

Codify and standardise our media decisions



Measurement Framework

Define how we measure media

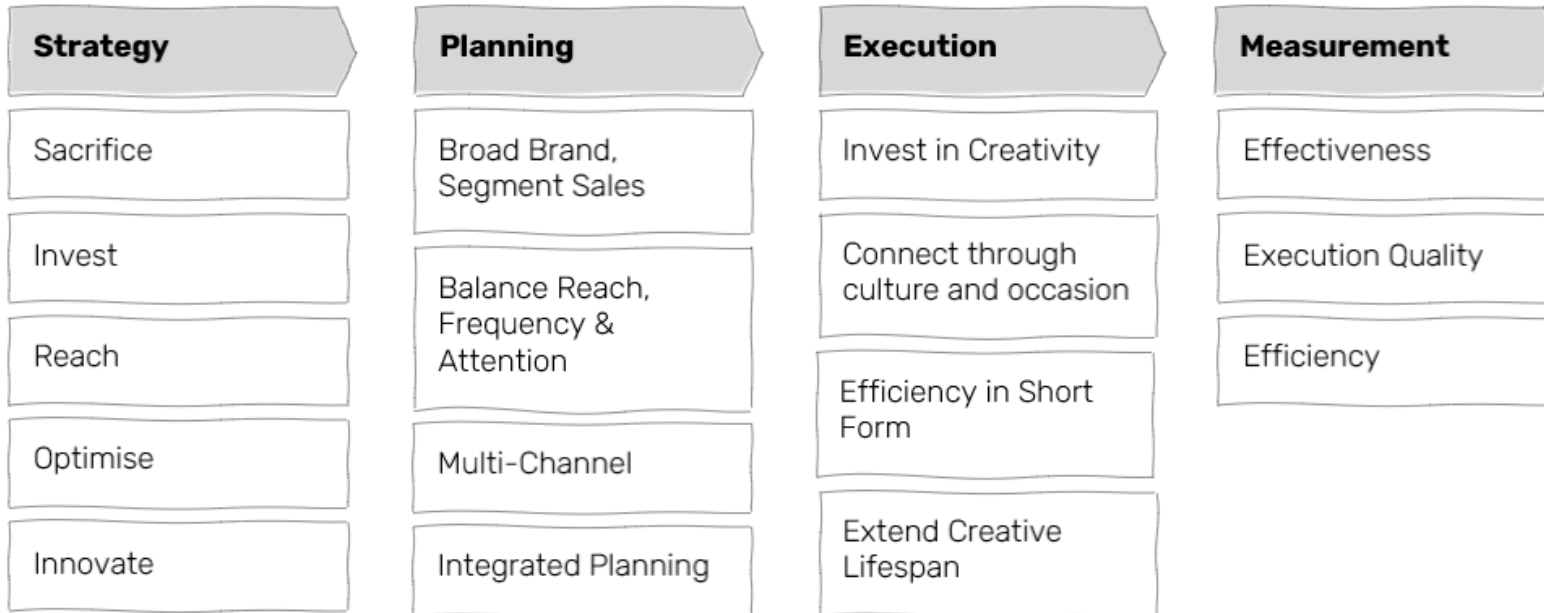


Measurement Capabilities

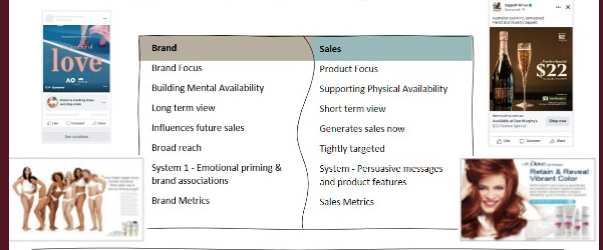
Define and fill gaps in measurement

Media Principles

media principles framework



what do we mean by long and short?



prioritising objectives

"When you have too many brand objectives, they stop being objectives and turn into dreams that will never come true."
-AG Lafley, ex-CEO P&G

Implication for TWE:
Set a maximum of 2 objectives per brief (1 primary & 1 secondary)

Good Example
Primary: Raise Brand Awareness by 5% to 35% by the end of FY23
Secondary: Grow brand association with quality by 5% to 10% by FY23

Bad Example
Primary: Raise Brand Awareness by 5% to 35% by the end of FY23
Secondary: Grow brand association by 10% to 45% by the end of the FY23
Tertiary: Make Brand X the brand everyone is talking about
Quaternary: Raise reported Sales by 5% to 20%

a multi-channel approach is more effective

Combining multiple channels will add incremental reach and improve overall performance.

The study by Analytics Partners was controlled for budget – so regardless of how much you have to spend, spreading that money across multiple channels produces a higher ROI.

Implication for TWE:
Utilise multiple channels to communicate your message.

# of channels used	Effectiveness Score
1	0.21
2	0.27
3	0.33
4	0.37
5	0.42

# of channels	ROI Increase
1 Channel (25%)	0%
2 Channels (50%)	+15%
3 Channels (75%)	+23%
4 Channels (90%)	+31%
5 Channels (95%)	+35%

Source: Efficacy Data Mark Report | Analytics Partners, 2010-2015

Strategic Principles



Principles

Sacrifice

Invest

Optimise

Innovate



Overview

Pick your champion brands and be clear about objectives

Apply ESOV thinking to grow market share

Reduce competition, dark periods and frequency

Test and learn new channels and tech



Guidance

Consolidate ATL

<2 objectives per brief

>\$500k of working media per brand brief

No brand campaign overlap in TPB

Use 70:20:10 framework as guidance

Brand or sales brief
– can't be both

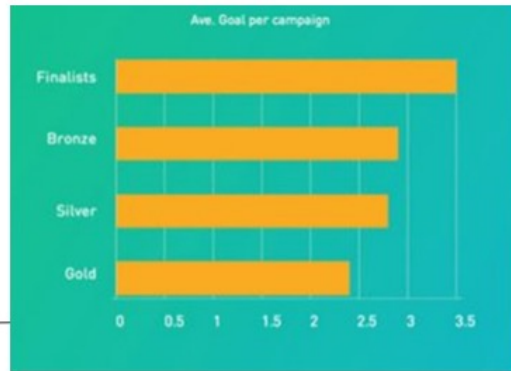
prioritising objectives

Effie and ThinkTV data shows campaigns with **fewer objectives produce better outcomes.**

Align your brand objectives to your media strategy and be **focused, choiceful and realistic.**

Strategy is sacrifice: Set a maximum of **2 SMART objectives per brief (1 primary and 1 secondary).**

The secondary objective will support the first, but not be in conflict (i.e. brand awareness and sales are separate campaigns).



"When you have too many brand objectives, they stop being objectives and turn into dreams that will never come true."

-AG Lafley, ex-CEO P&G

Implication for TWE:

Set a maximum of 2 objectives per brief
(1 primary & 1 secondary)

Good Example

Primary: Raise Brand Awareness by 5% to 35% by the end of FY23

Secondary: Grow brand association with quality by 5% to 10% by FY23

Bad Examples

Unrealistic: Raise Brand Awareness by 5% to 35% by the end of FY23

Non-Specific or Measurable: Make Brand X the number brand of summer

Not Time Based: Raise Consideration by 6%

Planning Principles



Principles

Targeting

R&F&A

Placement:

Integrated

Continuity



Overview

Target category buyers for brand campaigns, segment for sales campaigns.

Maximise +1 reach and optimise channel selection for attention.

Improve cost effectiveness & maximise reach with a multi-channel approach

Integrate Owned, Earned and Paid media channels to extend reach

Maintain and grow market share by being on for most of the year



Guidance

Category Target: 18+ Alcohol Drinkers //
Segment – As per Horizon

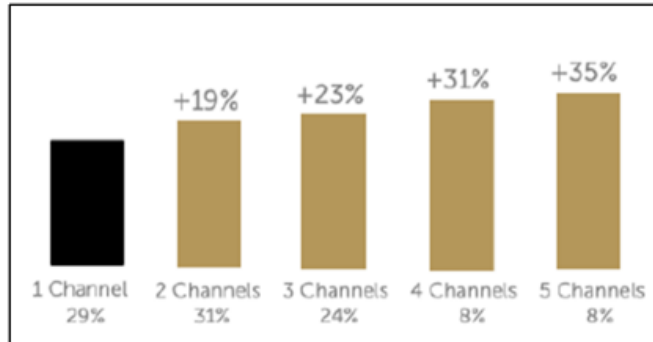
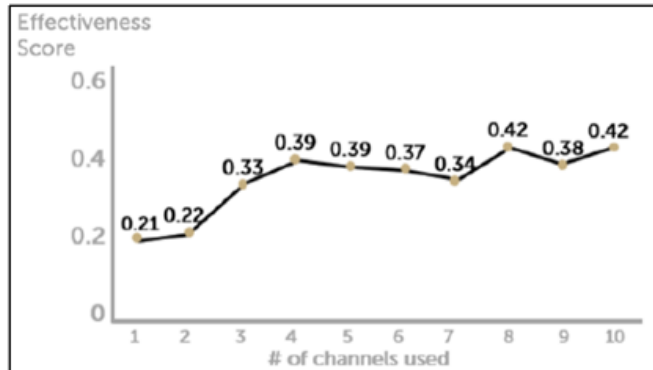
2-3 impressions per week

4-8 channels per campaign

Use integrated planning tool

Aim for 39+ weeks

a multi-channel approach is more effective



Combining multiple channels will add incremental reach and improve overall performance.

The study by Analytics Partners was controlled for budget - so regardless of how much you have to spend, spreading that money across multiple channels produces a higher ROI.

Implication for TWE:

Utilise multiple channels to communicate your message.

Source: Effie Data, Mark Ritson // Analytic Partners, 2010-2015

Measurement Principles



Media



Brand



Business

GOAL

Buy Smarter

How efficiently is media being bought?
How well is media being executed?

Efficiency

Volume

Performance

Reach	Impressions	CPR	CPM
Campaign Frequency	Viewable impressions	vCPM	aCPM
Video Completions	Attentive Seconds	cCPV	CPC

Execution

Flighting & budget correct?	QA process?
Brand safety & suitability?	Other regulatory requirements?

Build Smarter

How is media driving brand outcomes?

Volume

Performance

Absolute Lift	Incrementality	Cost Per Unique User Lifted	Cost Per Point Uplift
Est Lifted Users			

Invest Smarter

How is media driving business outcomes?

Volume

Performance

Sales	Incremental Sales	ROAS	iROAS
Leads	Spend	ROI mROI	CPL

Audience

Media Agency/ Lead || Brand Manager

Brand Manager || CMO

CEO || CFO || Head of Sales

Vendor / Capability

Viewability / Brand Safety

Brand Health Tracking

MMM

Attention Measurement

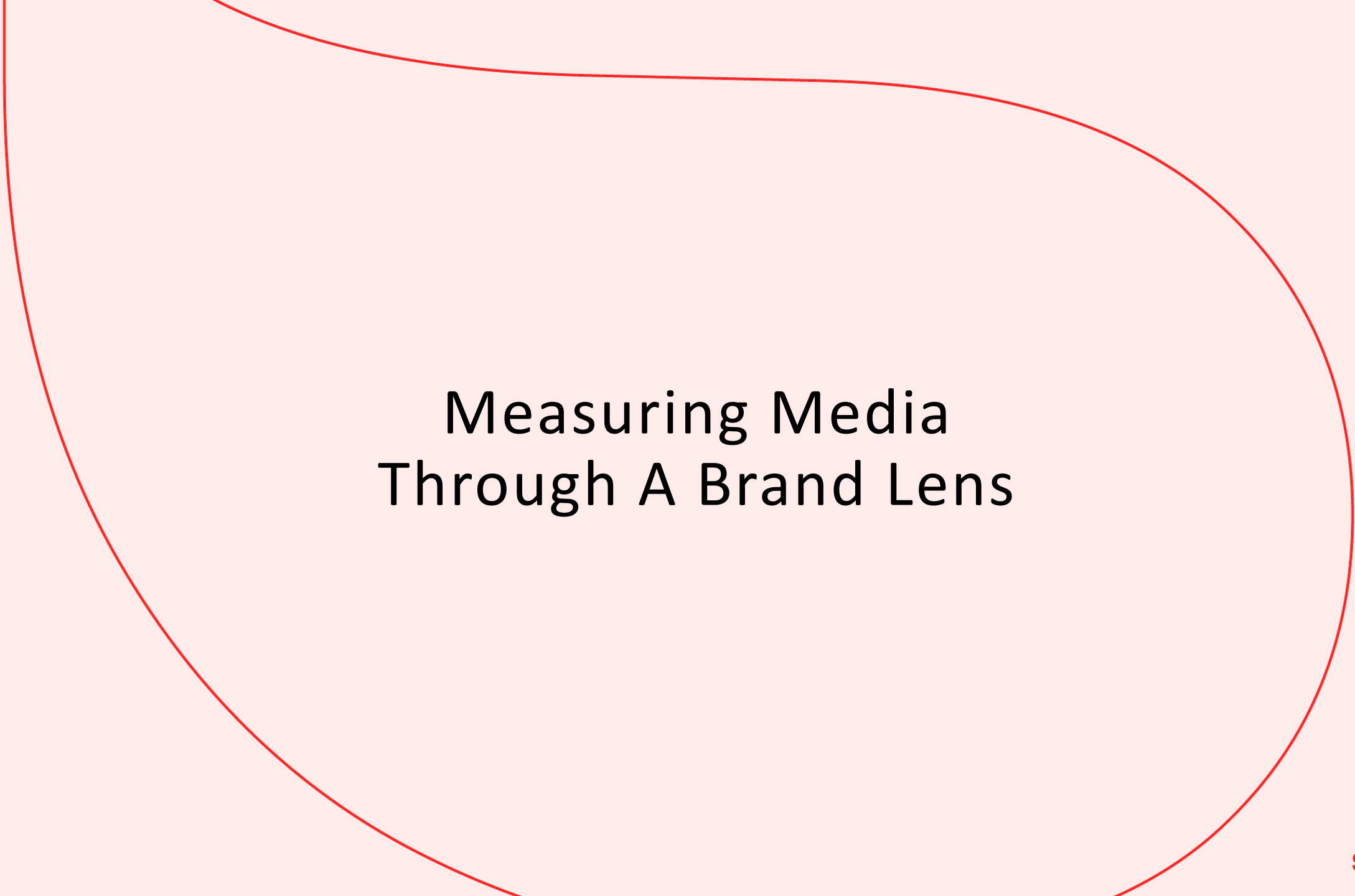
Omnichannel BLS

Conversion Uplift

Fraud Prevention

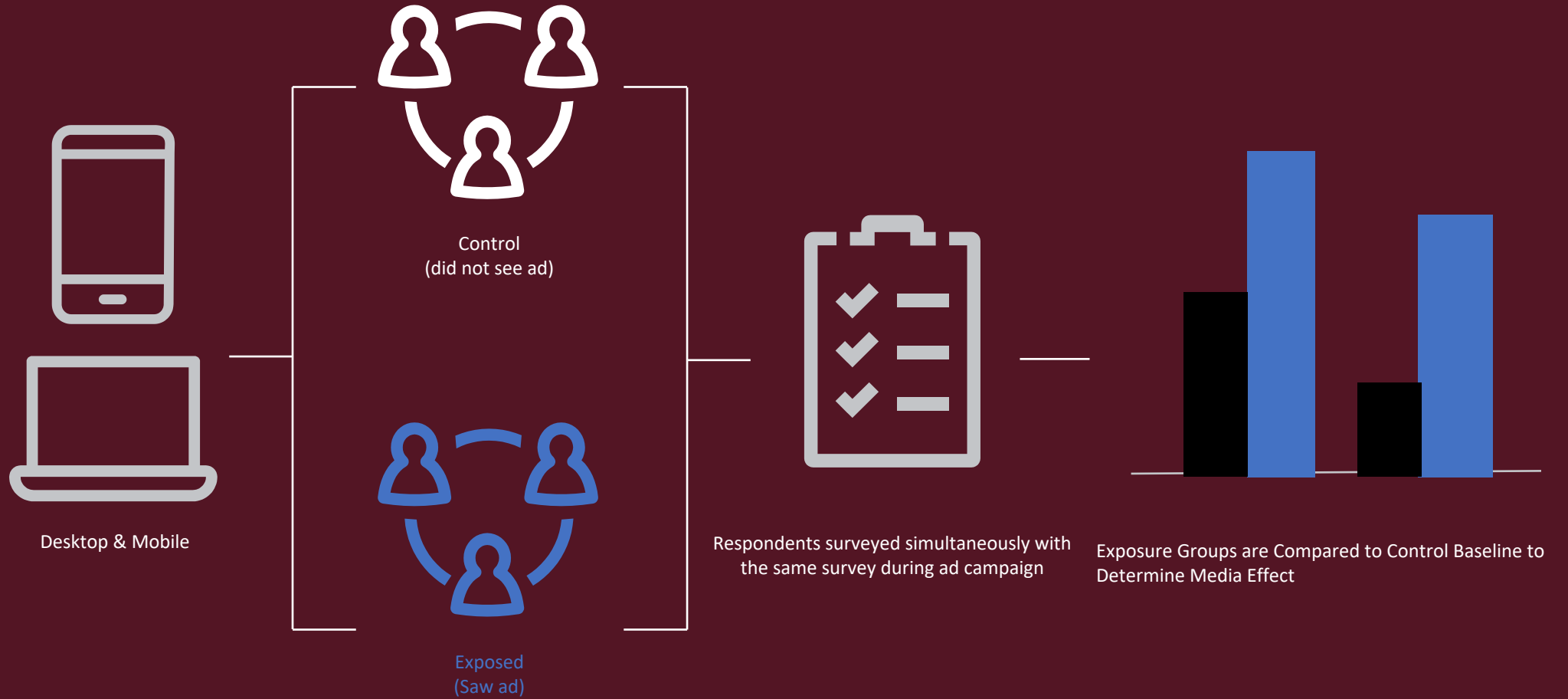
Creative Pre-Testing

Attribution

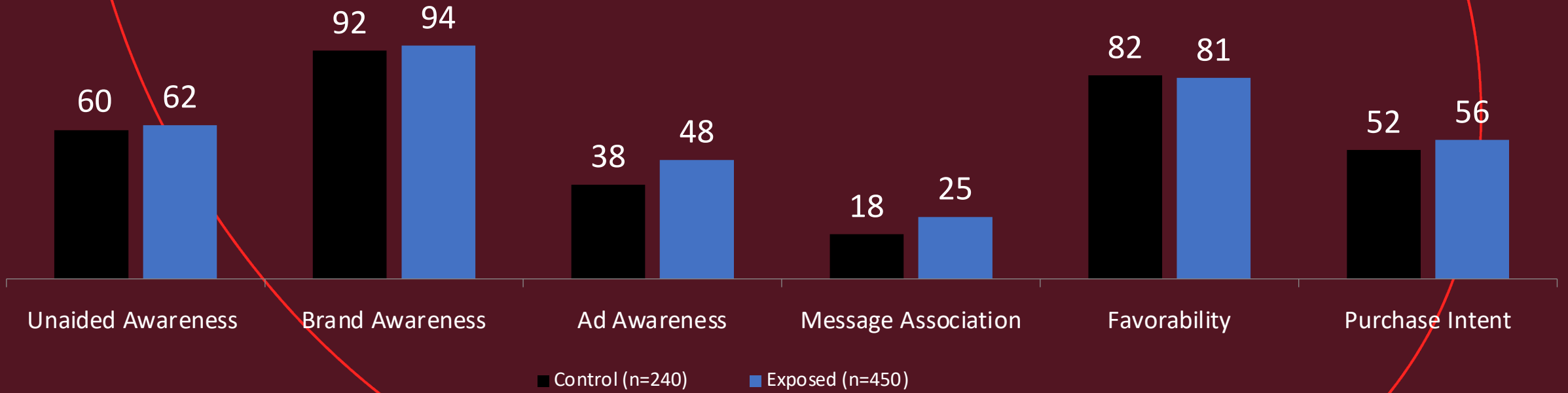


Measuring Media Through A Brand Lens

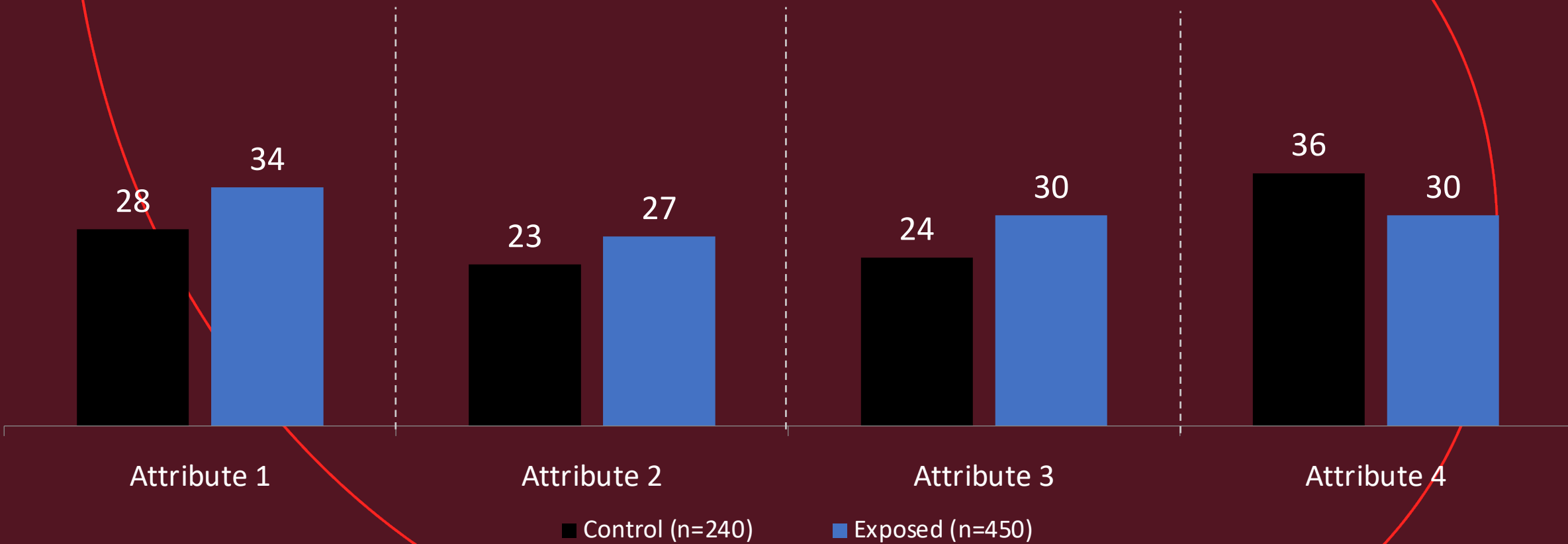
OminChannel BLS



Brand Uplift



Attribute Uplift



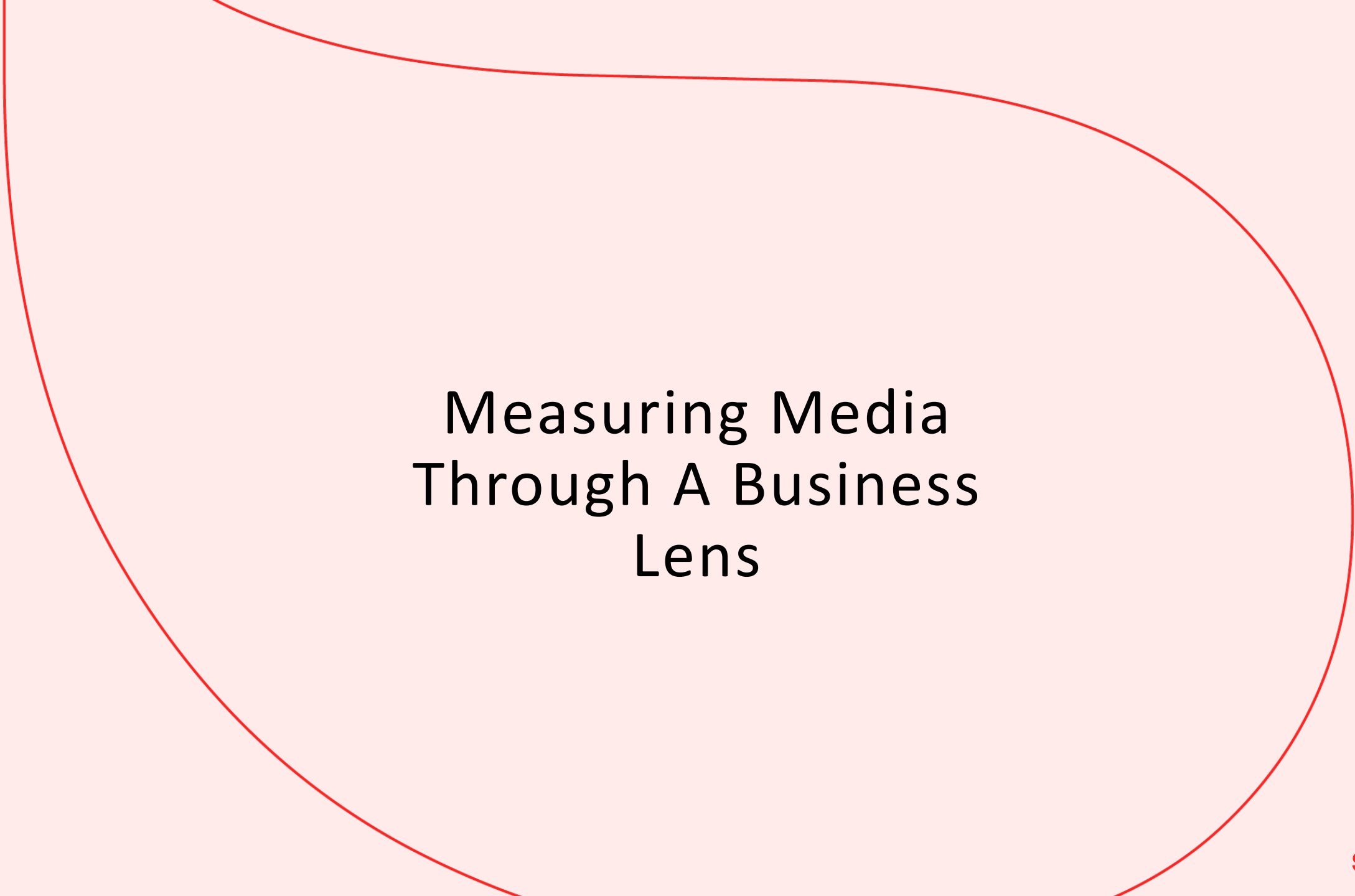
Channel Uplift

	CTV		YOUTUBE		META	
Brand Metrics	Control	Δ	Control	Δ	Control	Δ
Unaided Brand Awareness	55%	1%	56%	2%	55%	2%
Aided Brand Awareness	89%	-4%	91%	4%	93%	2%
Online Ad Awareness	35%	-3%	32%	7%	40%	8%
Message Association	24%	0%	20%	9%	25%	5%
Brand Favorability	82%	1%	81%	3%	83%	1%
Purchase Intent	55%	-2%	52%	8%	54%	5%
Brand Attributes						
Attribute 1	33%	3%	32%	4%	30%	2%
Attribute 2	38%	1%	34%	8%	39%	3%
Attribute 3	33%	-2%	34%	6%	37%	1%
Attribute 4	34%	0%	37%	2%	30%	-6%
<i>Sample Size</i>	<i>80</i>	<i>150</i>	<i>80</i>	<i>100</i>	<i>80</i>	<i>200</i>

Note: Not real data. Actual report may vary based on media plan and sample sizes.

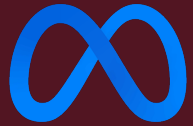
Note: Premium and Standard level Brand Lift Insights includes up to 5 channels. Additional sites subject to add-on fee.

- 90% sig increase
- 80% sig increase
- No sig change
- 90% sig decrease



Measuring Media Through A Business Lens

Measurement & Attribution



CAPI

Enhanced Conversions

UID2.0

Server-Side Tracking

Omnichannel Brand Uplift

MTA & Incrementality Testing

Improved targeting and attribution

Improved attribution

Improved targeting and attribution across programmatic activity

Improved targeting and attribution across all channels

Cross channel measurement for brand uplift studies

Enhanced MTA platform & incrementality testing

LIVE

LIVE

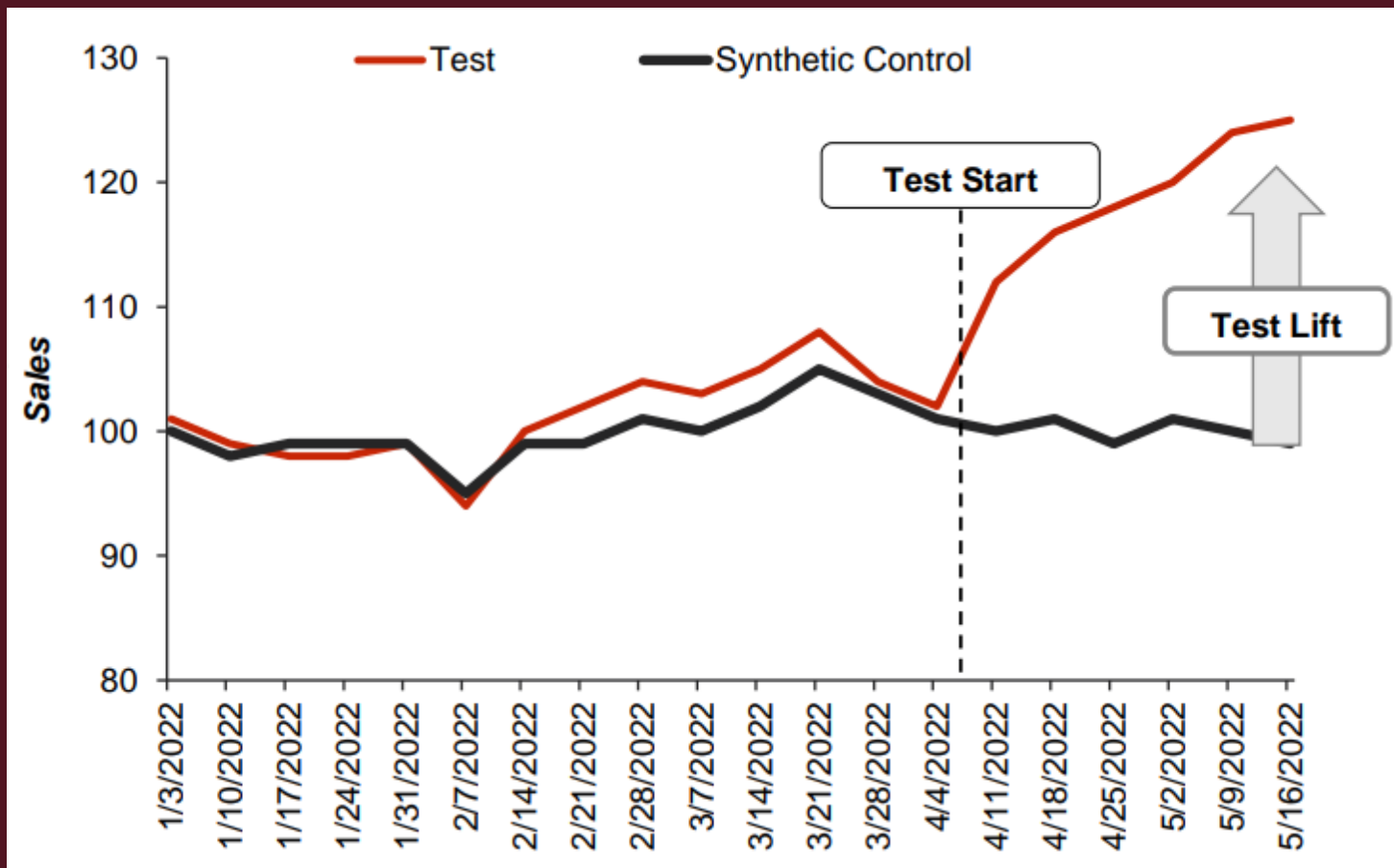
FY25

TBC

FY25

FY25

Conversion Uplift



Brand data into sales data

Brand Forecasting Tool

BRAND NAME || REGION || FINANCIAL YEAR

MARKET DATA	
CATEGORY SIZE	AUP
13,500,000.00	\$20.00
RSV > NSR	NSR > GP
70%	40.00%

CALIBRATION		
PAST FY	PROJECTION	CALIBRATION
RSV		10%
	\$43,470,000.00	
NSR		CAGR
	\$30,429,000.00	2%

CATEGORY SIZE		
ANZ	EMEA	US
PENFOLDS	PENFOLDS	PENFOLDS
TPB	TPB	TPB

FORECAST			
	RSV	NSR	GP
TOTAL FY	\$57,471,218.18	\$40,229,852.73	\$16,091,941.09
YOY CHANGE FY (+/-)	\$14,001,218.18	\$9,800,852.73	\$3,920,341.09
	32.21%		
TOTAL BRAND BUDGET	\$2,200,000.00		

CURRENT				FORECAST						
FUNNEL		CR	OPP SIZE*	% YOY TARGET	FUNNEL	CR	OPP SIZE	FOP	EST VOLUME	
AWARENESS	44.00%	44%	540,000.00	4%	48%	48%	589,090.91			
CONSIDERATION	40.00%	91%	810,000.00		44%	91%	883,636.36			
FAMILIARITY	34.00%	85%	1,215,000.00		37%	85%	1,325,454.55			
PURCHASE	25.00%	74%	1,755,000.00		27%	74%	1,509,545.45	1.00	1,509,545.45	
REGULAR	12.00%	48%	540,000.00	3%	16%	59%	724,090.91	4.00	2,896,363.64	
FAVOURITE	8.00%	67%	675,000.00		11%	67%	905,113.64	12.00	10,861,363.64	
LOYAL	3.00%	38%	405,000.00		4%	38%	543,068.18	24.00	13,033,636.36	
			5,940,000.00					6,480,000.00	BOTTLES	28,300,909.09

BRAND CONTRIBUTION & ROI			
	RSV	NSR	GP
BRAND CONTR.	\$13,131,818.18	\$9,192,272.73	\$3,676,909.09
ROMI	(NSR / BUDGET)		418%
ROI	(GP-BUDGET)/BUDGET		67%

splash.

how shirofune became the de facto standard for ad ops in japan with a 91% market share

iab.
australia

mitsunaga kikuchi

ceo & founder | shirofune

steve fagan

ceo & founder | media republic



adtech
& ops
summit

Shirofune Case Study



Double ROAS in Half The Time

About the Presenters



Mitsu Kikuchi

FOUNDER & CEO
SHIROFUNO



Stephen Fagan

DIRECTOR
MEDIA REPUBLIC

Mitsu Kikuchi



Mitsu Kikuchi

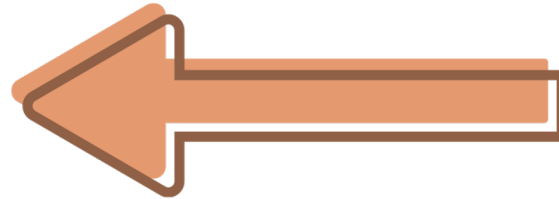
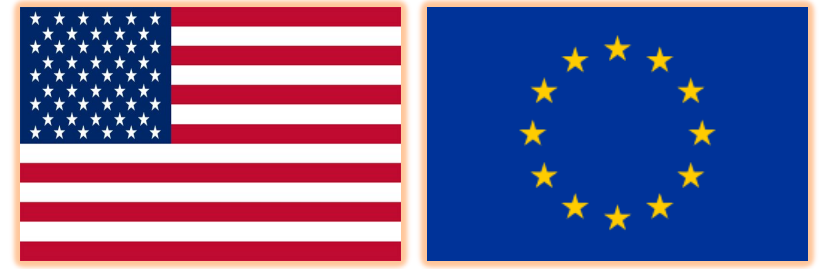
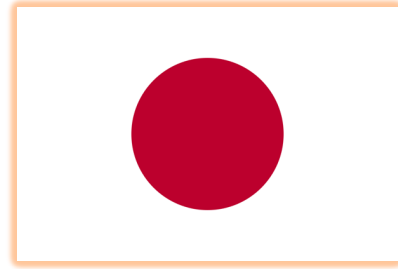


The Shirofune Story

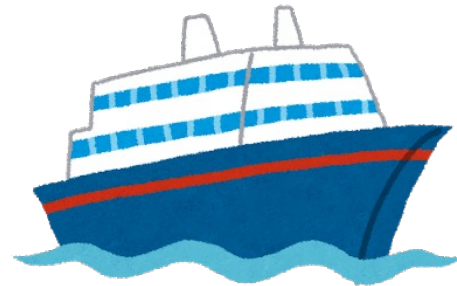
Mitsu Kikuchi



Mitsu Kikuchi

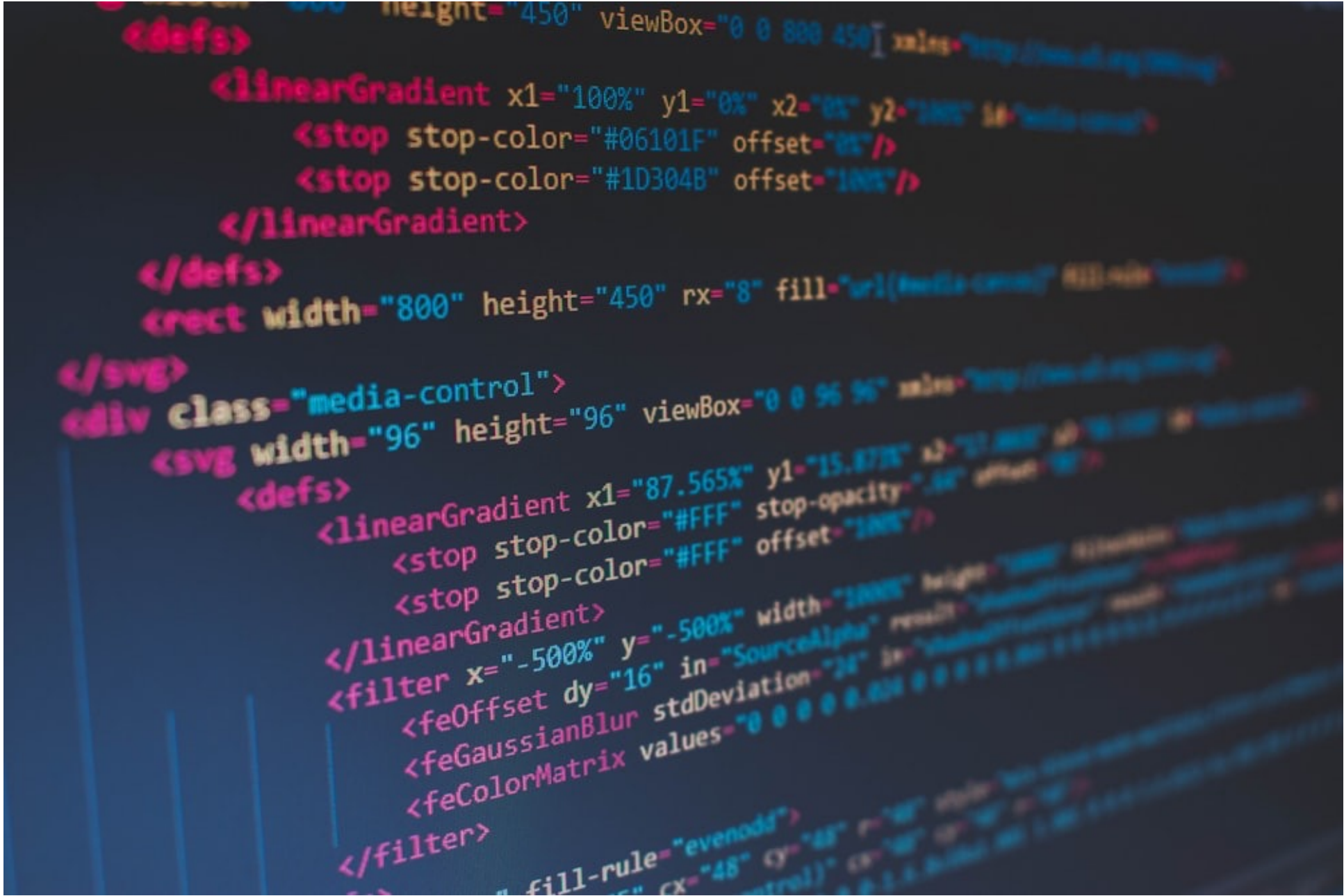


Kuro-Fune (Black-Ship)



Shiro-Fune (White-Ship)

Mitsu Kikuchi



The Shirofune Story

Mitsu Kikuchi

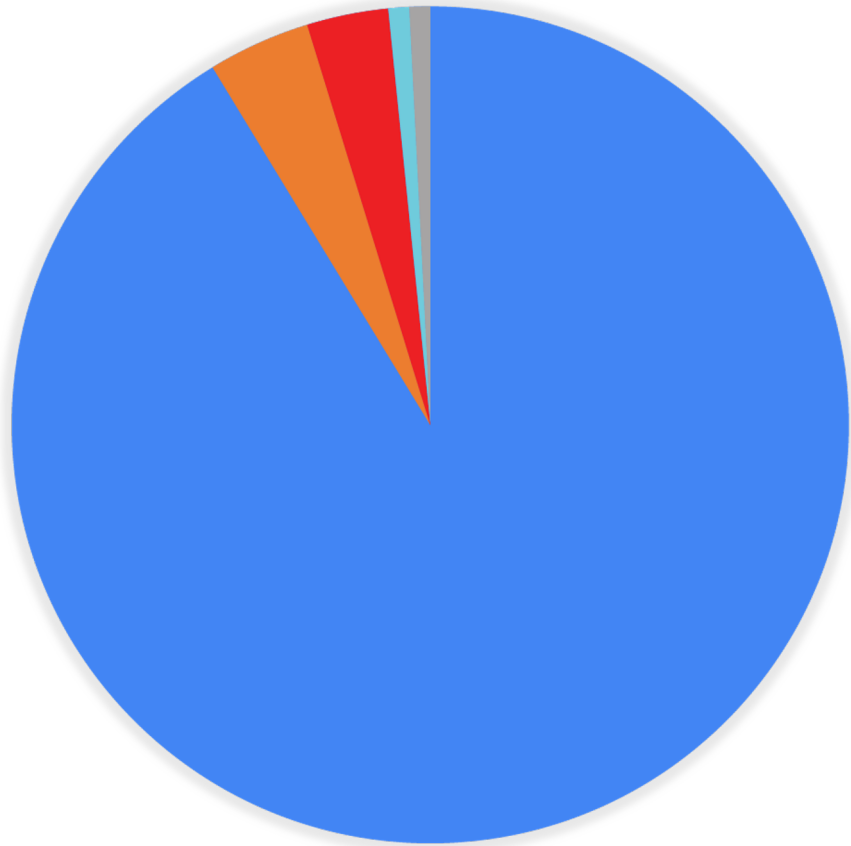


The Shirofune Story

Mitsu Kikuchi



91% Market Share in Japan

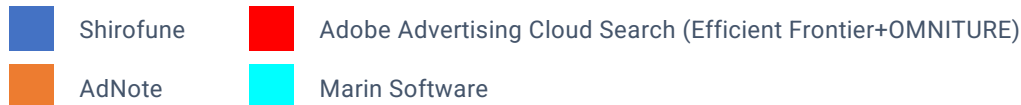


Trusted By All Major

Ad Agencies In Japan

dentsu **Rakuten**

Managing over **\$1B**
in Annual ad spend in Japan



What is Shirofune?

Shirofune automates majority of the professional ad manager's work

facebook Microsoft
Google TikTok Instagram
amazon ads X

**Auto-Bidding
Budget Control**



**Optimization
Suggestions**



**Auto-Analyzing
Report**

Google Analytics Adobe
salesforce shopify

**Performance Data
Integration**

Auto-Bidding Budget Control

Never exceed your monthly budget

< May 2024 > Total Budget \$69,790.00 Forecast Cost \$51,278.73 Cost Change From Yesterday \$1,806.29 \$-70.57

List Display: Total | **Per Budget** | Number Display: Forecast | **Delivered** | Results Display: **Conversions** | Revenue

↑↓ = Change from Last Month

Business Name Budgeting Unit	Monthly Budget	Cost Change From Yesterday	Remaining Budget Per Day	Cost ↑↓	Budget Utilization	Clicks ↑↓	CTR ↑↓	Avg. CPC ↑↓	Conversions ↑↓	Conv. Rate ↑↓	Cost / Conv. ↑↓	Improvement
Bidding OFF Business Total	\$18,300.00	\$393.23 \$+0.64	\$1,081.71	\$13,973.15 \$+254.60	76%	25,912 +3,267	2.48% +0.68%	\$0.54 \$-0.07	3 +0.3	0.01% 0.00%	\$4,657.72 \$-423.23	2
Bidding ON SEM_GUNDAM	\$7,300.00	\$208.97 \$-12.01	\$243.45	\$6,326.19 \$+5,418.75	87%	2,702 +2,517	6.42% -0.18%	\$2.34 \$-2.55	65 +58	2.40% -1.54%	\$97.44 \$-26.57	5
Bidding ON GAD_01_Permanent operation(CompanyName)	\$7,000.00	\$143.37 \$+14.03	\$180.04	\$6,279.85 \$+5,236.85						1.62% -1.85%	\$10.79 \$+4.76	5
Bidding ON SEM_Dragon Ball	\$5,800.00	\$127.93 \$-258.03	\$136.98	\$5,252.08 \$+4,390.65	91%	1,652 +1,459	6.84% -0.59%	\$3.18 \$-1.29	16 +9	0.99% -2.75%	\$321.47 \$+201.83	5
Bidding ON GDN_Dragon Ball	\$4,800.00	\$219.15 \$+70.02	\$204.88	\$3,980.46 \$+3,435.80	83%	13,551 +10,051	0.81% -0.42%	\$0.29 \$+0.14	25 +25	0.19% +0.16%	\$156.45 \$-448.74	5

Adjust Daily Budget/
TargetCPA/ROAS


Optimization Suggestions

Automatically populates daily recommendations

1 3 min. ✕

Resolve and optimize search terms with conflicts


Search

 SF_AF.com Get started

2 3 min. ✕

Add negative keywords for unproductive search terms to increase acquisitions

Search


 SF_AF.com Get started

3 3 min. ✕

Pause underperforming Ads to increase acquisitions

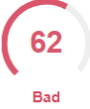
Display

Search Term Exclusion Setup Campaign All Campaign Display Counts 10 item

 Improve Cost Per Acquisition (CPA) by excluding search terms with poor conversion / acquisition rates

Selected Campaign **ET | DSA - Catch All**

Search terms to exclude **canada** Check on Search Screen

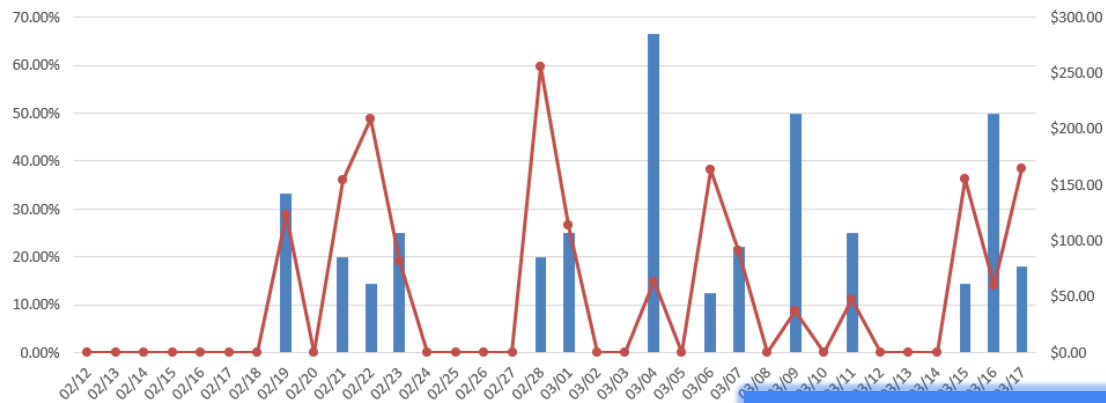
Search Term	Keywords	Inefficiency Score	Cost	Clicks	Avg. CTR	CPC	Conversions	Conv. Rate	CPA
canada flag	-								
flag canada	-								
bandera canada	-								
canada bandera	-								
drapeau canada	-		\$28.22	40	2.26%	\$0.78	0.00	0.00%	\$0.00
canada flag svg	-								
bandera de canada	-								
canada flag image	-								
bandeira do canada	-								
canada's flag history	-								

Extra low Avg. CTR Search Term

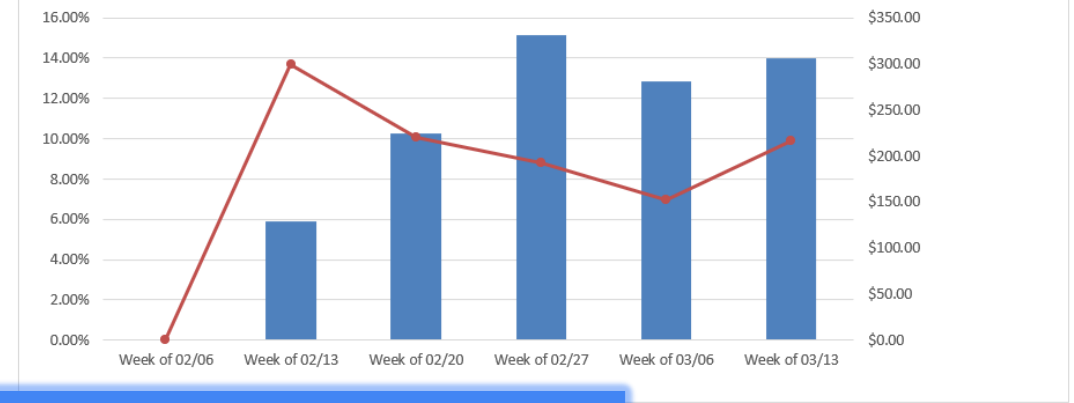
Exclu Phrase Match + Apply

Auto-Analyzing Report

Daily Total



Weekly Total



Automatically analyzes performance results and populates commentary

Rather than an improvement in specific areas, there has been a decline in performance during this period due to some external or internal factors within the site.

03/01 and may have occurred

Upon reviewing the changes in more detail, The main factors in this improvement are the improvement in "addiction treatment center" Google keywords (100% improvement in acquisition rate), 3 more acquisitions (100%) in "dual diagnosis treatment center" Google keywords (10% increase in impressions, 33% improvement in CTR, 100% improvement in acquisition rate).

Additionally, while the level of impact is lower, the increase in the number of acquisitions (+0.2/15% up) and the improvement in the cost per acquisition in "drug Treatment center" Google keywords (0.5% improvement in CPC, 77% improvement in acquisition rate), 2 more acquisitions (100%) in "tacoma outpatient rehab" Google keywords (28% increase in impressions, 292% improvement in CTR, 100% improvement in acquisition rate) were also a factor.

Amid the improving overall trend, 1 fewer acquisitions (50%) in "washington addiction treatment" Google keywords (12% decline in CTR, 50% decline in acquisition rate) made a negative impact.

Performance Data Integration



Monthly Results						GA4 Revenue			Google/Meta Revenue			Shopify Revenue		
Current Progress	IMPs	Clicks	CTR	Avg. CPC	Cost	Revenue	Rev / Conv.	ROAS	Revenue	Rev / Conv.	ROAS	Revenue	Rev / Conv.	ROAS
03/01 - 03/27	1,258,335	12,009	0.95%	\$1.74	\$20,853.54	\$66,921.92	\$147.73	320.91%	\$91,501.51	\$153.09	438.78%	\$44,614.61	\$98.49	438.78%
Results (Forecast)	IMPs	Clicks	CTR	Avg. CPC	Cost	Revenue	Rev / Conv.	ROAS	Revenue	Rev / Conv.	ROAS	Revenue	Rev / Conv.	ROAS
Mar 2022	1,167,485	11,905	1.02%	\$1.95	\$23,176.95	\$99,669.32	\$170.08	430.04%	\$122,834.40	\$168.09	529.99%	\$66,446.21	\$113.39	529.99%
Apr 2022	1,204,102	11,129	0.92%	\$2.09	\$23,243.03	\$73,735.49	\$139.12	317.24%	\$96,728.97	\$144.24	416.16%	\$49,156.99	\$92.75	416.16%
May 2022	1,091,358	10,746	0.98%	\$2.17	\$23,308.84	\$91,490.61	\$159.67	392.51%	\$107,949.34	\$159.56	463.13%	\$60,993.74	\$106.45	463.13%
Jun 2022	1,139,353	10,730	0.94%	\$1.86	\$19,984.69	\$72,916.06	\$147.90	364.86%	\$81,733.70	\$141.98	408.98%	\$48,610.71	\$98.60	408.98%
Jul 2022	1,180,545	10,433	0.88%	\$1.81	\$18,865.02	\$66,635.01	\$156.79	353.22%	\$79,027.76	\$158.95	418.91%	\$44,423.34	\$104.53	418.91%
Aug 2022	1,075,401	10,562	0.98%	\$1.90	\$20,056.32	\$67,057.46	\$155.95	334.35%	\$89,585.21	\$166.50	446.67%	\$44,704.97	\$103.97	446.67%
Sep 2022	757,178	9,339	1.23%	\$2.06	\$19,212.63	\$69,130.38	\$164.60	359.82%	\$84,353.33	\$166.18	439.05%	\$46,086.92	\$109.73	439.05%
Oct 2022	989,161	9,962	1.01%	\$1.95	\$19,456.96	\$60,817.99	\$153.19	312.58%	\$78,288.42	\$151.56	402.37%	\$40,545.33	\$102.13	402.37%
Nov 2022	885,182	9,936	1.12%	\$1.74	\$17,297.75	\$52,362.02	\$165.70	302.71%	\$78,158.42	\$162.74	451.84%	\$34,908.01	\$110.47	451.84%
Dec 2022	828,645	8,500	1.03%	\$1.64	\$13,913.13	\$19,429.23	\$136.83	139.65%	\$33,733.71	\$141.01	242.46%	\$12,952.82	\$91.22	242.46%
Jan 2023	2,158,790	13,207	0.61%	\$1.87	\$24,739.19	\$34,209.92	\$156.93	138.28%	\$90,770.05	\$169.66	366.91%	\$22,806.61	\$104.62	366.91%
Feb 2023	822,449	10,197	1.24%	\$1.80	\$18,378.42	\$65,477.07	\$148.14	356.27%	\$93,504.60	\$153.71	508.77%	\$43,651.38	\$98.76	508.77%
Mar 2023 (Forecast)	1,491,545	13,829	0.93%	\$1.77	\$24,439.05	\$79,652.68	\$147.73	325.92%	\$108,594.78	\$153.04	444.35%	\$53,101.79	\$98.49	444.35%

Shirofune Case Study

dentsu

A man with short brown hair and glasses, wearing a dark suit jacket, is seated at a dark wooden desk in a meeting room. He is looking slightly to his right. On the desk in front of him are a clear plastic water bottle and some papers. The background consists of wood-paneled walls. The image has a dark, brownish tint. Overlaid on the image is white and blue text.

Dentsu reduced overall man-hours by **54%**
while maintaining the **performance level**

WHERE did the reduction come from?



Ad Optimization Operation

45%
Reduction

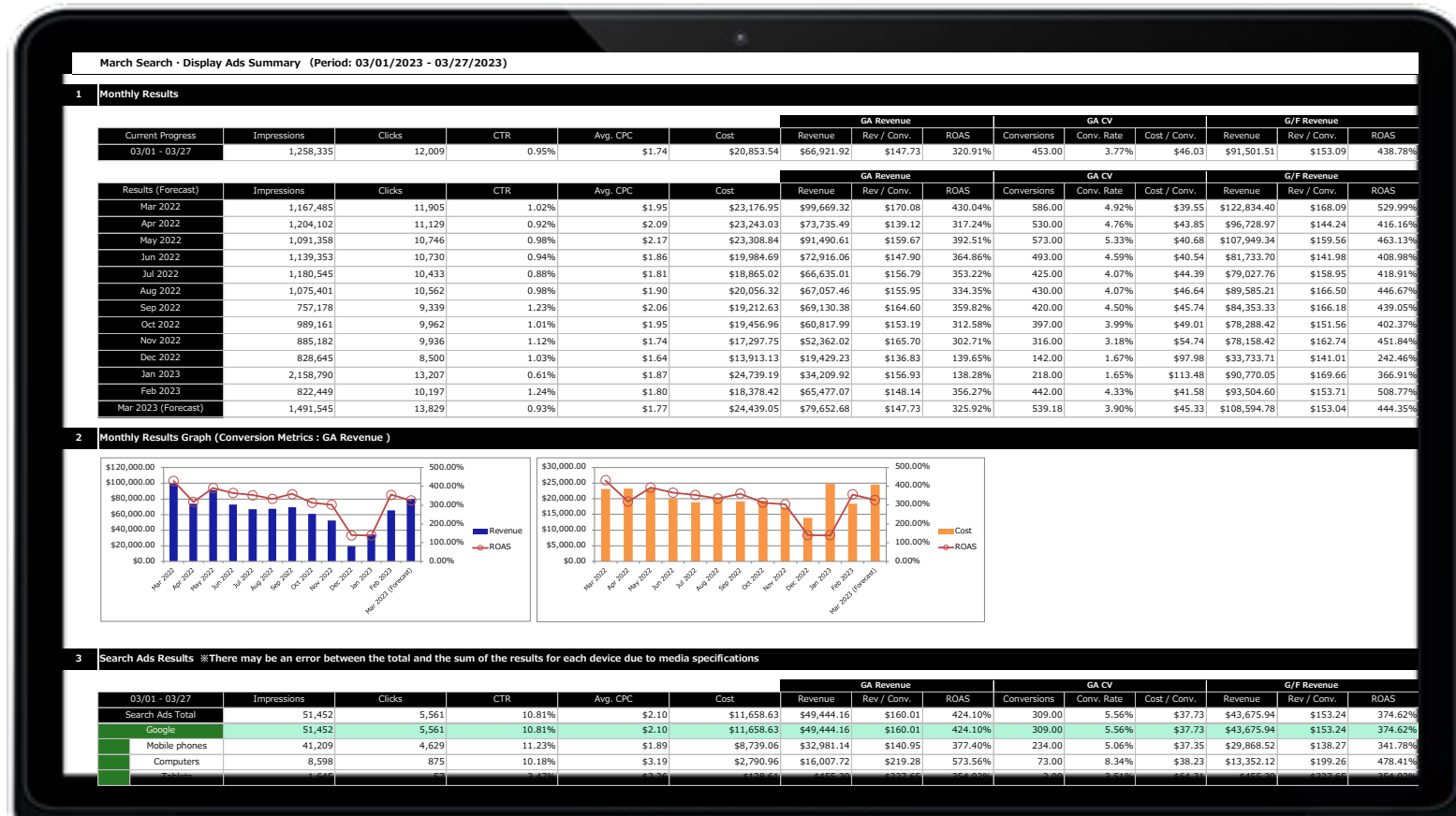


WHERE did the reduction come from?



Report Creation

62%
Reduction

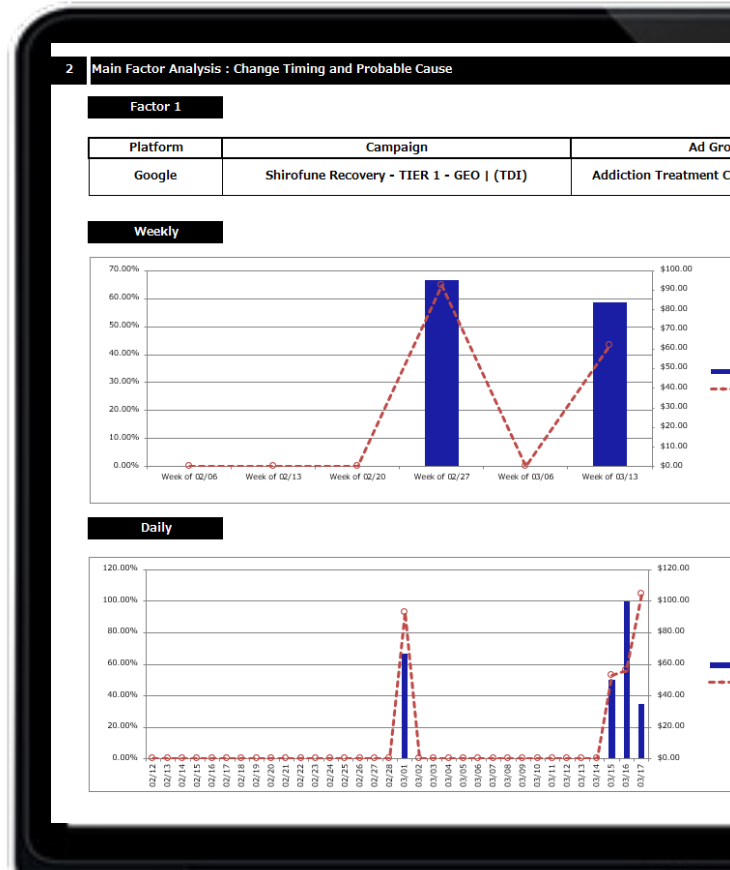


WHERE did the reduction come from?



Strategy/Planning

41%
Reduction



Regarding "addiction treatment center" Google keywords, since around 03/01 the acquisition rate has improved, leading to the improvement in cost per acquisition.

However, it is difficult to determine the cause of the improvement from search terms because there are a small number of conversions. Forced to specify a cause based on limited data, one could point to the fact that the search term count for "stop puyallup", "ideal options olympia", "ideal options puyallup" is 0→1, which seems to be the major factor of an increase of acquisition overall.

Shirofune Case Study



Clients Goals

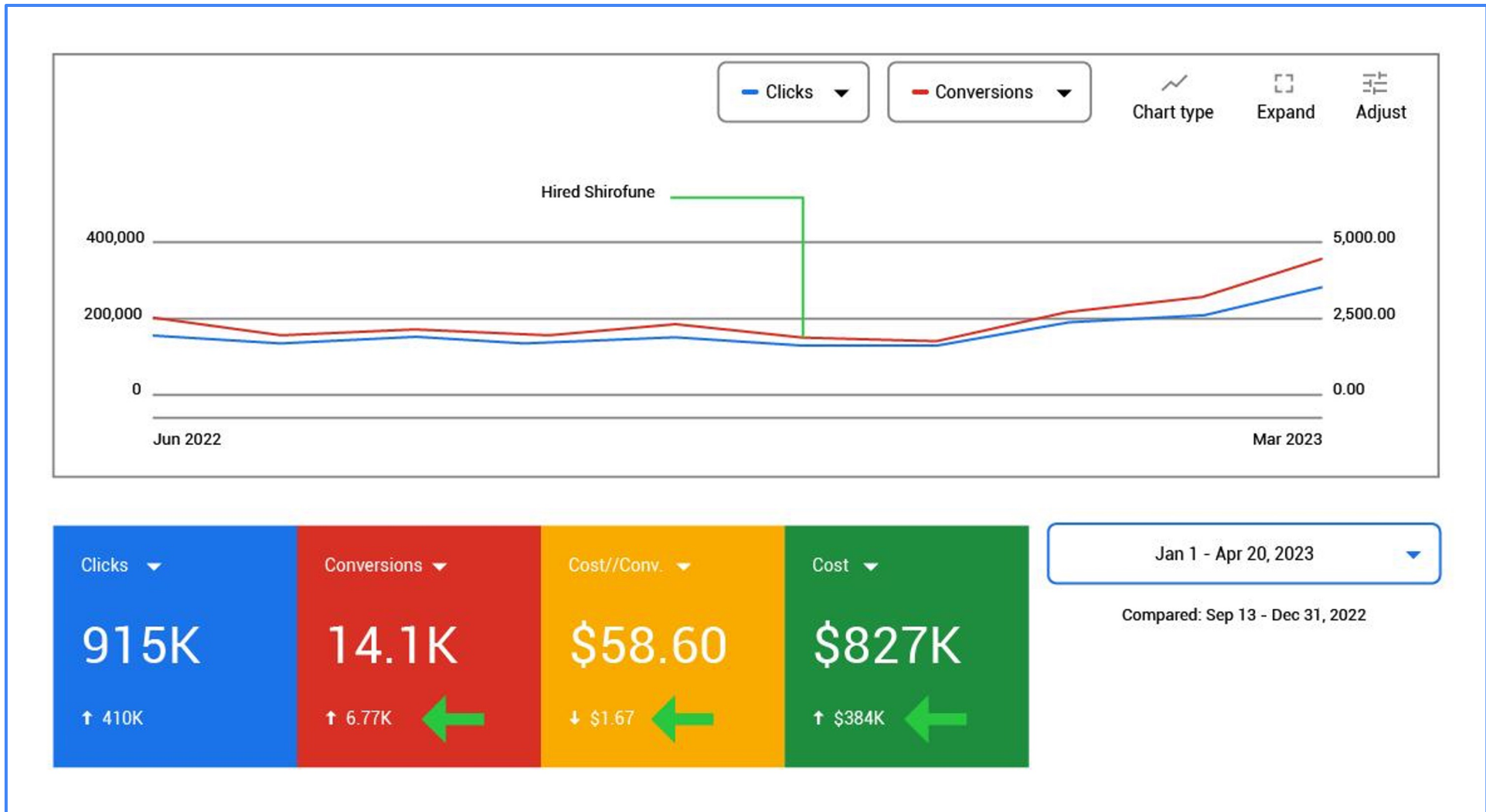
- Increase budget
- Increase traffic/clicks/sales
- While maintaining their target CPA (\$60)

Our (Agency) Goals

- Reduce the time needed to manage to increase productivity

Clients Results

Remarkable Improvements



Our (Agency) Results

			w/o Shirofune		
			Frequency	Time Spent	Monthly Hours
Paid Search	Budget Control	Check spend to see if the current spending is on track for the set monthly budget	Weekly	1.00 hours	4.3 hours
		Make necessary adjustments based on the assessment above.	Weekly	3.00 hours	13.0 hours
	Search	Add and remove keywords based on the query report.	Monthly	2.00 hours	2.0 hours
		Add new or pose existing targeting criteria based on the report	Monthly	1.00 hours	1.0 hours
	Display	Based on the placement report, pose the placements on underperforming sites			
		Check the performance on each creative/ad copy	Monthly	1.00 hours	1.0 hours
	Common	Create new or replace with existing creatives\ad copies	Monthly	1.00 hours	1.0 hours
		Other operational task if any			
	Report	Collect data from multiple data points and create a consolidated numerical reports	Weekly	1.00 hours	4.3 hours
		Create reports for your clients with narratives	Weekly	1.00 hours	4.3 hours
Paid Social	Budget Control	Check spend to see if the current spending is on track for the set monthly budget	Weekly	1.00 hours	4.3 hours
		Make necessary adjustments based on the assessment above.	Weekly	3.00 hours	13.0 hours
	Audiences	Add new or pose existing targeting criteria based on the report	Monthly	2.00 hours	2.0 hours
		Based on the audience performance, establish which groups may need to be expanded or paused	Monthly	2.00 hours	2.0 hours
	Data Sources	Check if there are any data errors from pixel sources	Monthly	1.00 hours	1.0 hours
		Check for any disapproved catalog items and submit for reviews			
	Common	Check the performance on each creative/ad copy	Weekly	2.00 hours	8.7 hours
		Create new or replace with existing creatives\ad copies	Monthly	4.00 hours	4.0 hours
	Report	Other operational task if any			
		Collect data from multiple data points and create a consolidated numerical reports	Weekly	1.00 hours	4.3 hours
		Create reports for your clients with narratives	Weekly	1.0 hours	4 hours

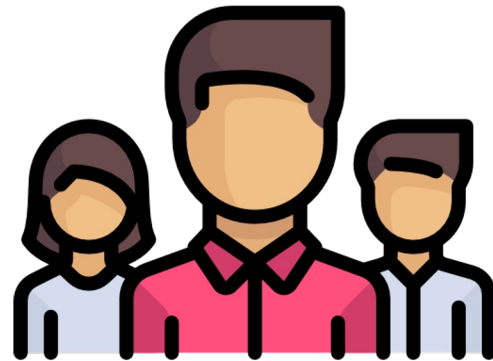
74.8 hours

Our (Agency) Results

		w/o Shirofune			w/ Shirofune			Reduction
		Frequency	Time Spent	Monthly Hours	Frequency	Time Spent	Monthly Hours	
Paid Search	Budget Control	Weekly	1.00 hours	4.3 hours	Monthly	0.6 hours	0.6 hours	87.92%
		Weekly	3.00 hours	13.0 hours	Monthly	1.5 hours	1.5 hours	
	Search	Monthly	2.00 hours	2.0 hours	Weekly	0.3 hours	1.3 hours	34.82%
	Display	Monthly	1.00 hours	1.0 hours	Monthly	0.7 hours	0.7 hours	30.00%
	Common	Monthly	1.00 hours	1.0 hours	Monthly	0.8 hours	0.8 hours	10.00%
		Monthly	1.00 hours	1.0 hours	Monthly	1.0 hours	1.0 hours	
	Report	Weekly	1.00 hours	4.3 hours	Weekly	0.1 hours	0.4 hours	55.00%
Weekly		1.00 hours	4.3 hours	Weekly	0.8 hours	3.5 hours		
Paid Social	Budget Control	Weekly	1.00 hours	4.3 hours	Monthly	0.6 hours	0.6 hours	87.92%
		Weekly	3.00 hours	13.0 hours	Monthly	1.5 hours	1.5 hours	
	Audiences	Monthly	2.00 hours	2.0 hours	Monthly	1.4 hours	1.4 hours	30.00%
		Monthly	2.00 hours	2.0 hours	Monthly	1.4 hours	1.4 hours	
	Data Sources	Monthly	1.00 hours	1.0 hours	Monthly	1.0 hours	1.0 hours	0.00%
	Common	Weekly	2.00 hours	8.7 hours	Weekly	1.5 hours	6.5 hours	17.12%
		Monthly	4.00 hours	4.0 hours	Monthly	4.0 hours	4.0 hours	
Report	Weekly	1.00 hours	4.3 hours	Weekly	0.1 hours	0.4 hours	55.00%	
	Weekly	1.0 hours	4 hours	Weekly	0.8 hours	3.5 hours		
		74.8 hours			30.1 hours			59.72%

Our (Agency) Results

Before



After



59% Reduction in Time

- Decreased team member churn
- Increased salaries
- Better overall agency profit

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taking a stand: eliminating mfa sites and fostering
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adele wieser

apac regional managing director
index exchange



adtech
& ops
summit

Taking a Stand: Eliminating MFA Sites and Fostering Quality Journalism

Adele Wieser, regional managing director, APAC

Index⁷
Exchange

Why has MFA become a hot button issue?



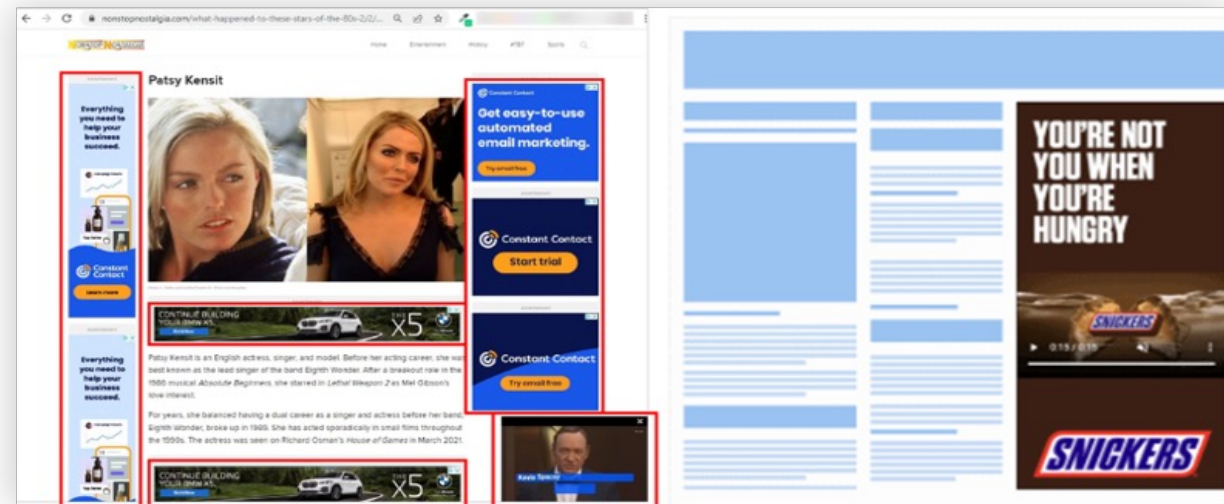
Association of National Advertisers
2023 Report

Industry reports



IAB Australia definition of MFA

- A category of websites built on catchy headlines, clickbait, and controversial content to drive traffic and ad revenue.
- Often sacrificing content quality, these sites inundate users with intrusive ads and pop-ups in pursuit of revenue.
- Aggressively look to scale through paid traffic whilst profiting from ad arbitrage.



What did these reports highlight?



01

23%

of programmatic display budgets are wasted on MFA websites or \$20 billion annually in the US*

ANA 2023

02

87x

More carbon emissions produced than a standard website

Scope3

Why has MFA persisted?

- MFA sites achieve campaign KPIs – inventory is “gamed” to be highly viewable.
- Unlike Invalid Traffic (IVT), there are actual individuals on sites.
- Overloading websites with ads can also lead to inadvertent KPIs like clicks & video views.
- MFA sites are very cost efficient, so KPIs on an MFA site brings campaign efficiency.
- Short-term revenue is hard to pass on (especially for public companies).
- Zero-sum game mentality – if I cut MFA, my competitors will still offer, and that’s revenue lost for me.

An industry call to action

Join us in eliminating MFA publishers

Sell-side Peers

- ✓ Terminate contracts with MFA publishers
- ✓ Remove their seats from the exchange
- ✓ Prevent them from transacting
- ✓ Remove their ads.txt file
- ✓ Purge each entity from all sellers.json files

Buy-side Partners

- ✓ Check the site's sellers.json to determine the root publisher in place of block lists
- ✓ Utilise established standards like sellers.json for identifying quality publishers
- ✓ Engage only with publishers that are worthy of their ad spend.

from ctr and cookie to digital marketing maturity

iab.
australia

moritz von sanden

national sales director | audience360

ally cooney

digital strategy consultant | spark foundry



adtech
& ops
summit

FROM CTR TO MARKETING

Moritz von Sanden
Audience360

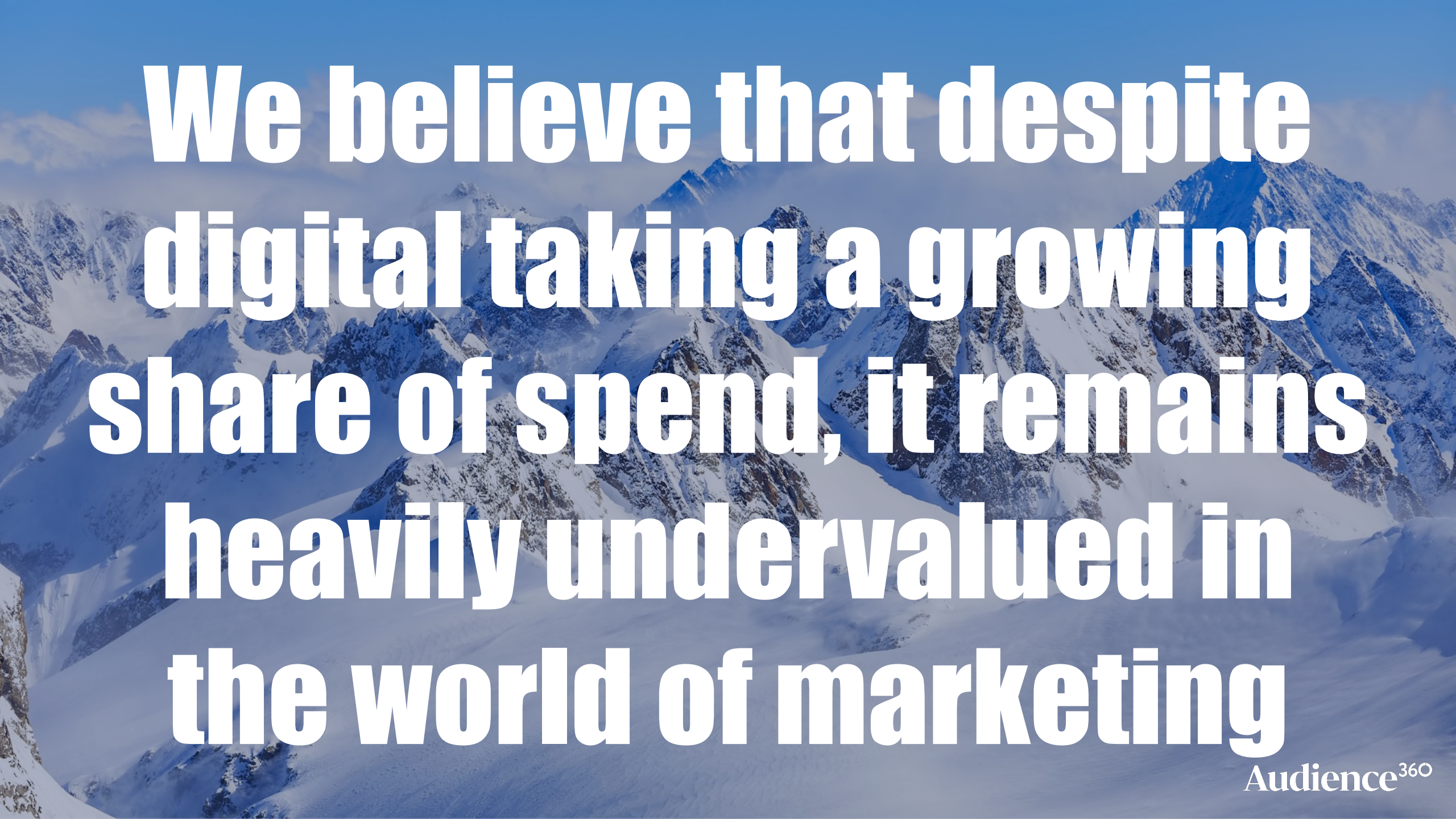
Ally Cooney
Spark Foundry

OUT IN

THE

FIELD





We believe that despite digital taking a growing share of spend, it remains heavily undervalued in the world of marketing

MEASUREMENT

The promise of one-to-one targeting & measurement

CTR/CPA/CPL Attribution

Misrepresentation of technological capabilities

The cookie yeti monster

PRIVACY

Of course I was going to talk about this

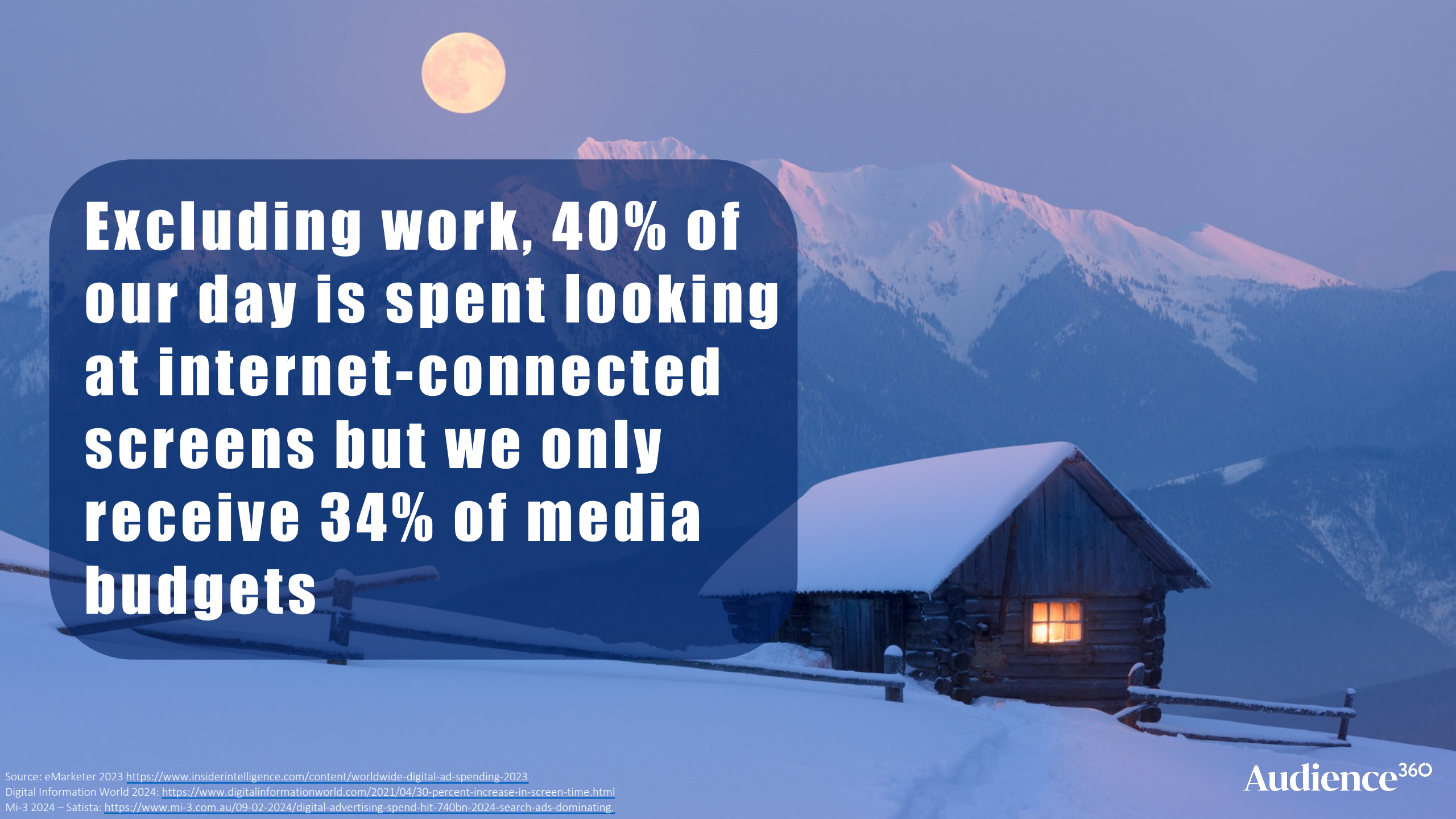
Privacy compliance is a bare minimum requirement but we are terrible at self-policing

Privacy Act review can lead to unintended consequences

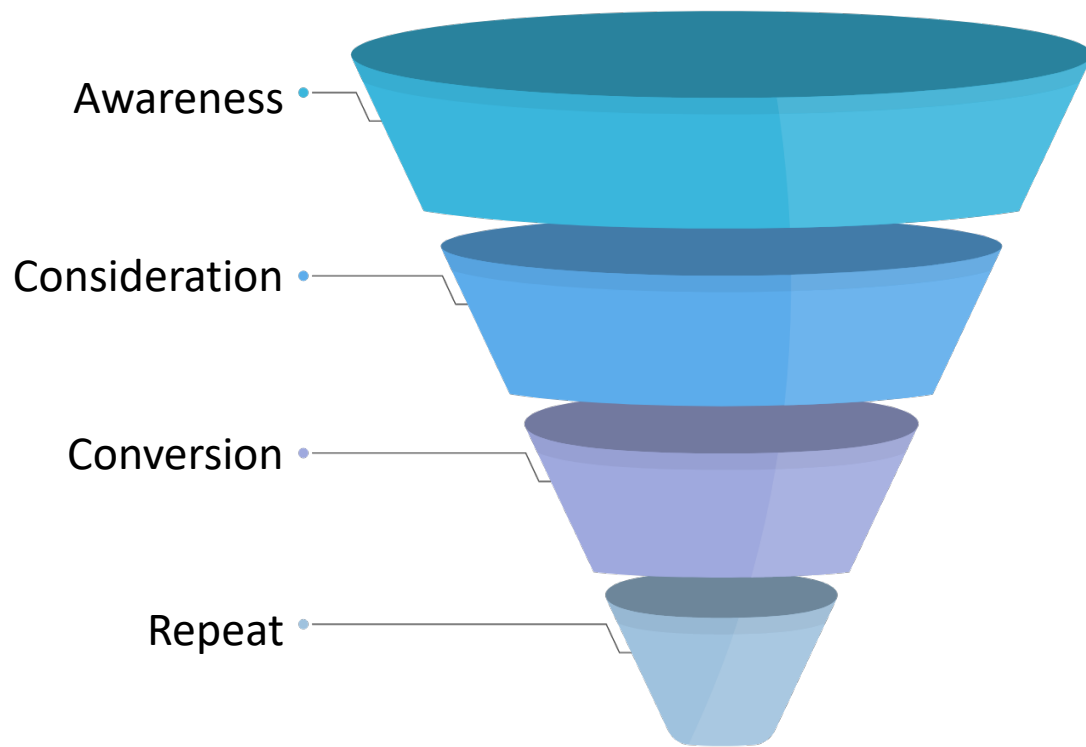
Probably not why we work in media, but it is vital

SAVE THIS FOR LATER



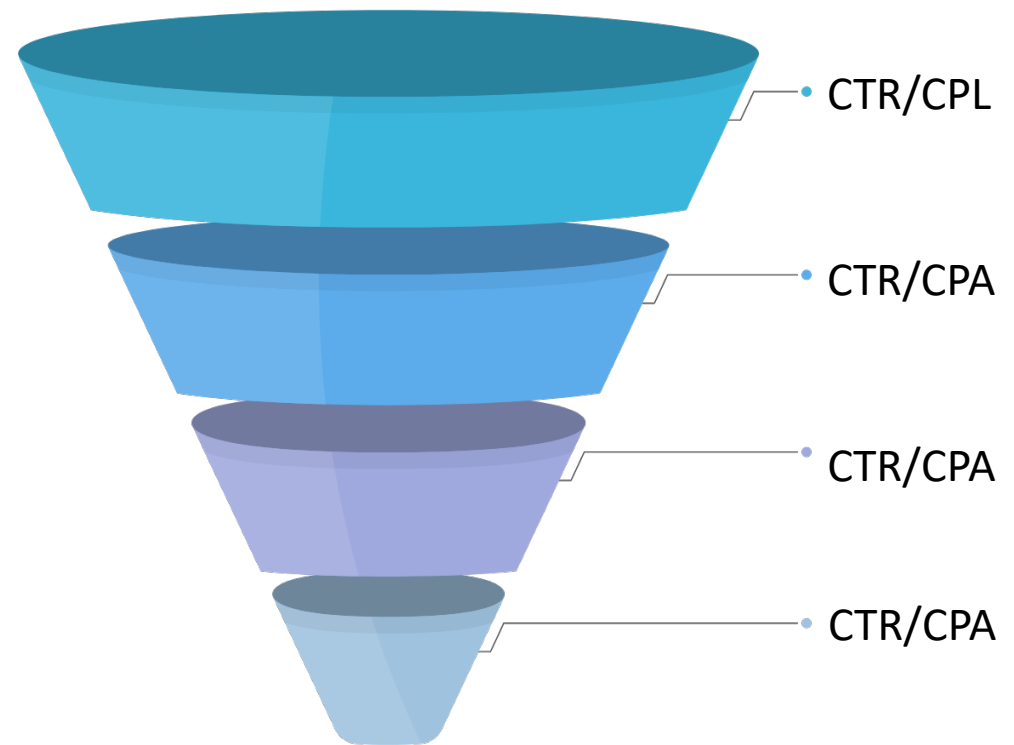


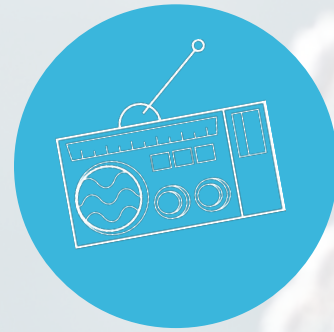
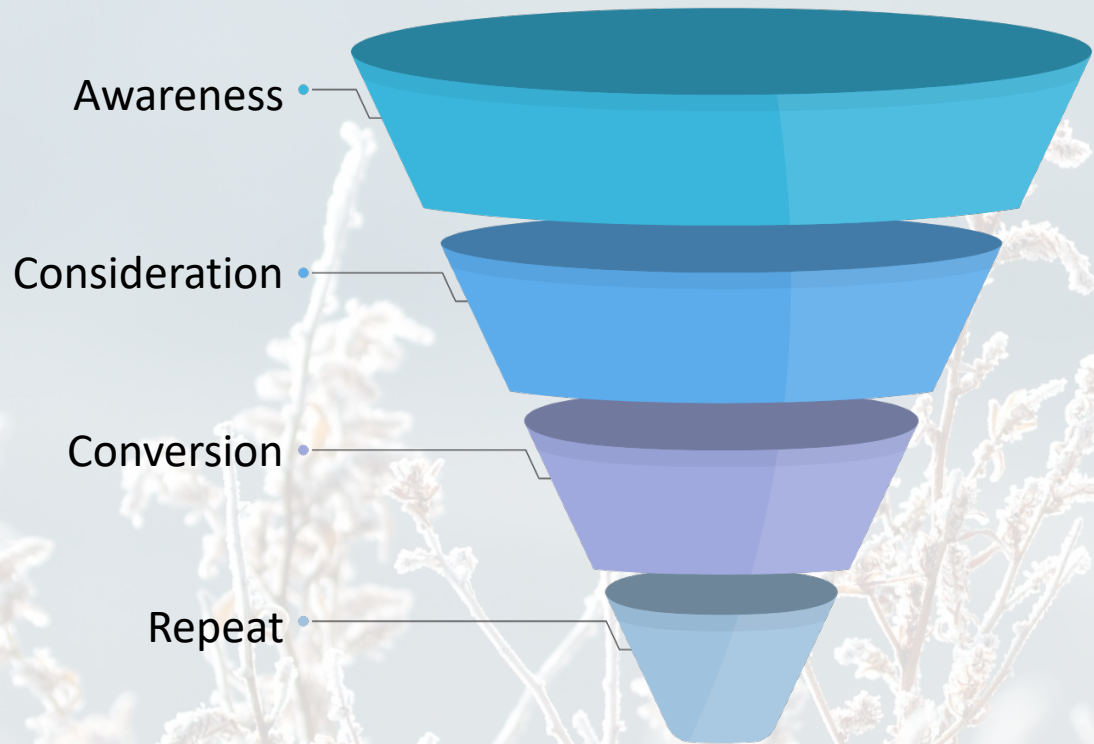
Excluding work, 40% of our day is spent looking at internet-connected screens but we only receive 34% of media budgets



THE MARKETING FUNNEL

THE DIGITAL FUNNEL

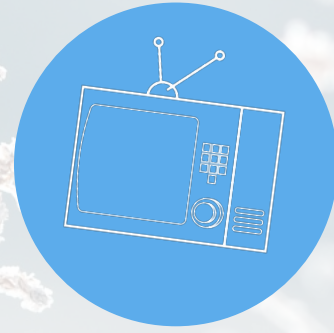




Radio

“Over 66% of people recall radio advertisements”

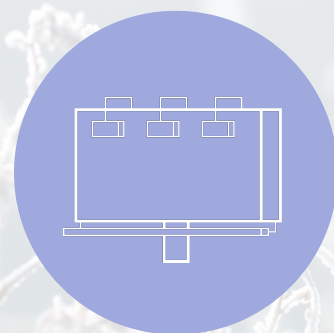
Source: <https://blog.gitnux.com/radio-advertising-statistics/>



TV

“TV drives 3x greater sales volume than any other media”

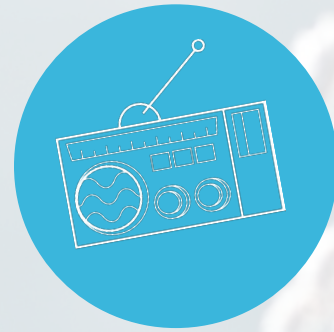
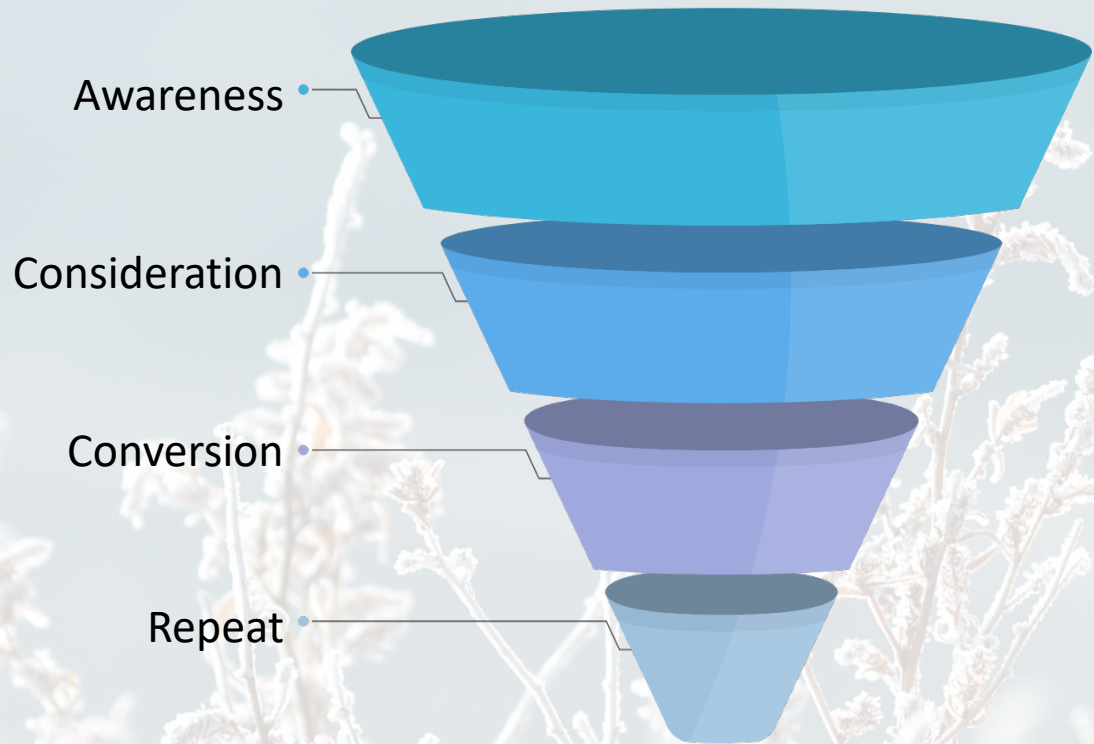
Source: <https://thinktv.com.au/why-tv/>



Out of Home

“People exposed to OOH are 2x more likely to act”

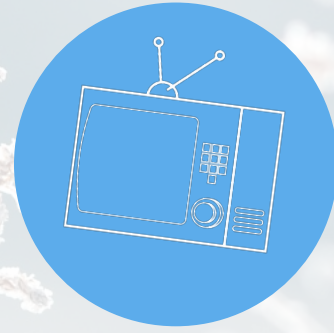
Source: <https://www.oma.org.au/out-homes-strengths>



Radio

“Over 66% of people recall radio advertisements”

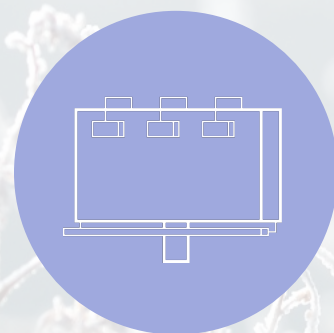
Source: <https://blog.gitnux.com/radio-advertising-statistics/>



TV

“TV drives 3x greater sales volume than any other media”

Source: <https://thinktv.com.au/why-tv/>



Out of Home

“People exposed to OOH are 2x more likely to act”

Source: <https://www.oma.org.au/out-homes-strengths>

LOST IN TRANSLATION

Elevate the conversation so the top understand what we can contribute

Digital loses the emotional element of marketing which is the traditional language of marketers

Our work mostly happens in silos that are all specialities. It's a challenge to bring this all together for CMOs or CEOs

C-suites want predictable results in a world that isn't predictable. Digital gives the illusion of measurability

It can sometimes feel like we're shovelling snow with a teaspoon whilst we're expected to stay across the blizzard of new technology emerging



**LET'S TAKE
A SEAT**



PLANTING THE SEEDS

SPRING



THE BRIEF IS JUST THE START

Think beyond the brief

We're not the heroes

Just because you can, doesn't mean you should

Think outside of your specialty and make brand outcomes your expertise



AUDIENCES

1st, 2nd, 3rd party audiences

3 choices, all of them have their place



IAB DATA LABEL

1 WHO
provided the
data segment

Data Transparency Facts

Data Distributor Name: **Data Company**
 Data Distributor Contact: DataSolutionTeam@data.com
 Data Provider Name: **Leasing Company**
 Data Provider Contact: DataAccounts@leasingco.com

Audience Snapshot	
Branded Name	Auto Intenders – Six Months
Standard Name	Auto Intenders
Audience Description	
Households likely in the market to purchase a new vehicle in the next six months	
Geographies	USA
Audience Construction	
Attributes	
Audience Count	6,500,000
Precision Level	Households
Activation ID(s)	Cookies
Audience Expansion	Yes
Cross-Device Expansion	Yes
Last Refresh Date	02-Jan-2018
Event Lookback Window	60 Days

2 WHAT
audience
segment the
label describes

3 HOW
the segment
was constructed

Data Source	
Attributes	
Source ID Description	
Dealer-reported names and postal codes of individuals who requested test drives	
Source ID Contribution	1,130,000
Precision Level	Individual
ID Key	Name and Postal
Source Event	Transactions
Inclusion Method	Observed
Seed Size (if modeled)	-
Source Refresh Frequency	Quarterly
Event Lookback Window	180 Days

4 WHERE
the original data
components
were sourced



This Data Transparency Label has been developed by members of ANA's Council for Data Integrity and IAB Tech Lab's Data Transparency Working Group, with the support of CIMM, The ARF and IAB's Data Center of Excellence. For more information, please visit datalabel.org.

AFL CONTENT AUDIENCE

1
WHO
Provided the
Data Segment

DATA TRANSPARENCY FACTS

Data Provider Name: Audience 360
Data Provider Contact: info@audience360.com.au

AUDIENCE SNAPSHOT

Branded Name: AFL Fans
Standard Segment Name: Interest | Sports | Australian Rules Football
Audience Description: Loyal AFL content consumers
Geographies: Australia

AUDIENCE CONSTRUCTION

Audience Count: 1,345,160
Precision Level: Individual
Activation ID(s): Cookies & Mobile IDs
Audience Expansion: No
Cross-device Expansion: No
Audience Refresh Cadence: Daily
Event Lookback: 30 days

DATA SOURCE

Source ID Description: Consumers that have visited the afl.com.au website, or used the official AFL app, at least 3 times within the past 30 days
Source ID Contribution: 1,345,160
Precision Level: Individual
ID Key: Cookies & Mobile IDs
Source Event: App Usage / Web Usage
Inclusion Method: Observed / Known
Source Refresh Frequency: Daily
Event Lookback Window: 30 days

2
WHAT
Audience
Segment the
Label Describes

3
HOW
The Segment
was Constructed

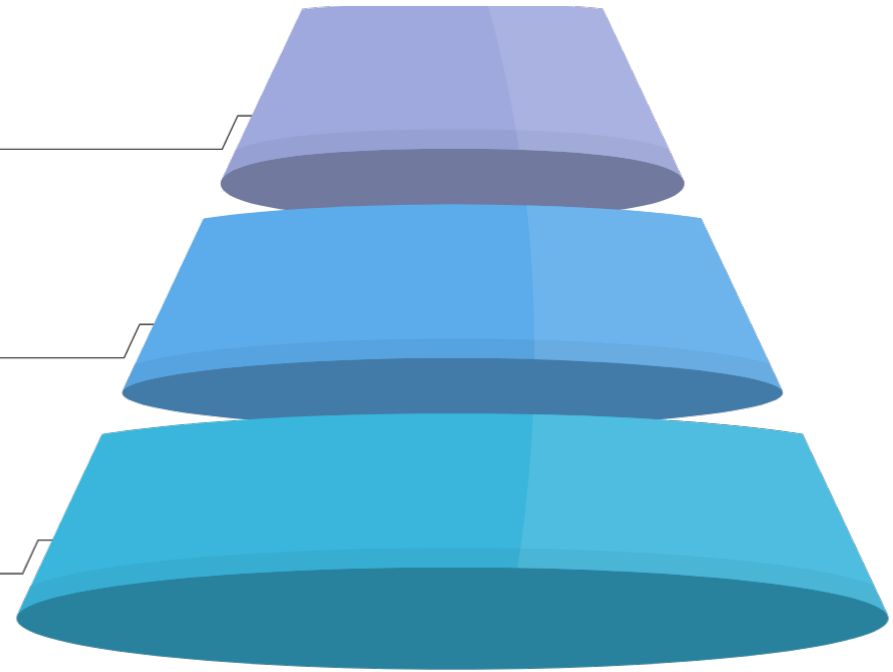
4
WHERE
The Original Data
Components
were Sourced

ID SOLUTIONS

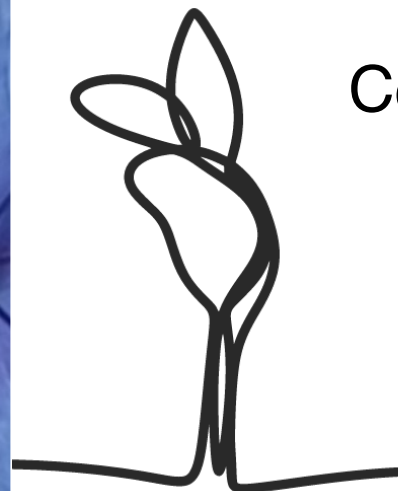
Deterministic

Inferred

Cohort



Resources such as the ID
explainer handbook are available



COLLABORATION

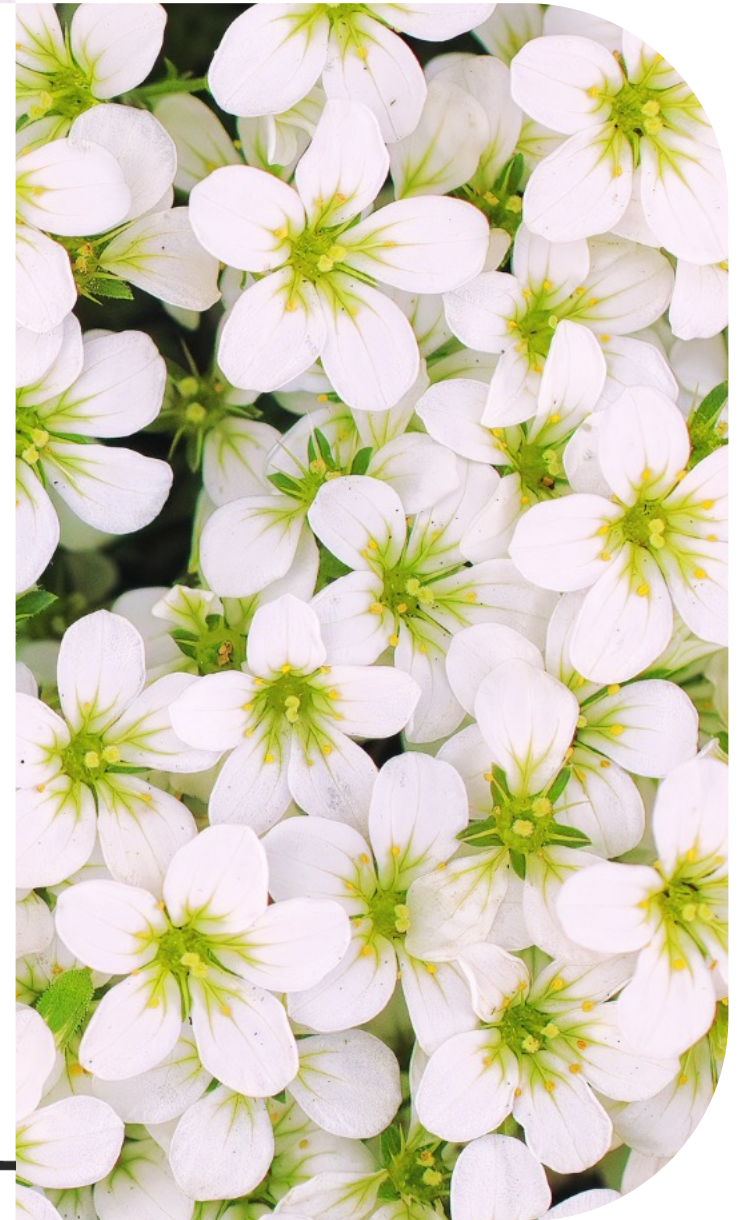
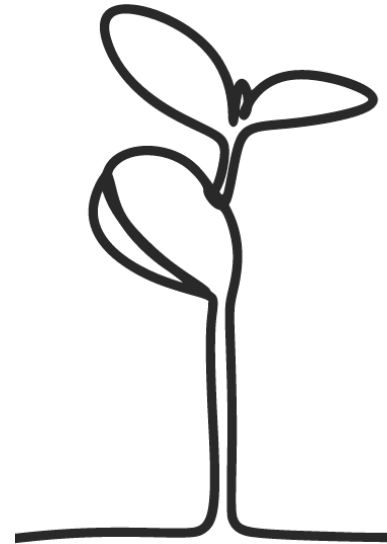
Don't overload the convo with digital jargon

Am I prepared?

Collaboration - a rising tide lifts all

Integrity, knowledge, consider your clients – and set standards

Have I left space for discussion?



MEASUREMENT & REPORTING



MEASUREMENT & REPORTING

Measurement in marketing isn't about CTR

Bring the emotion to your language



Signal loss creates the opportunity to speak the language of marketers and stop the illusion of one-to-one attribution


Digital is taking over traditional channels, let's keep their language



LET'S JUMP IN

FIVE TAKEAWAYS

1. Think beyond the brief and consider the bigger picture
2. Transparency is key when it comes to audiences but really, always!
3. UID's are a technical solution, not a new buzzword
4. Collaboration all the way to the boardroom
5. Marketing isn't about spreadsheets



I'm your friend!