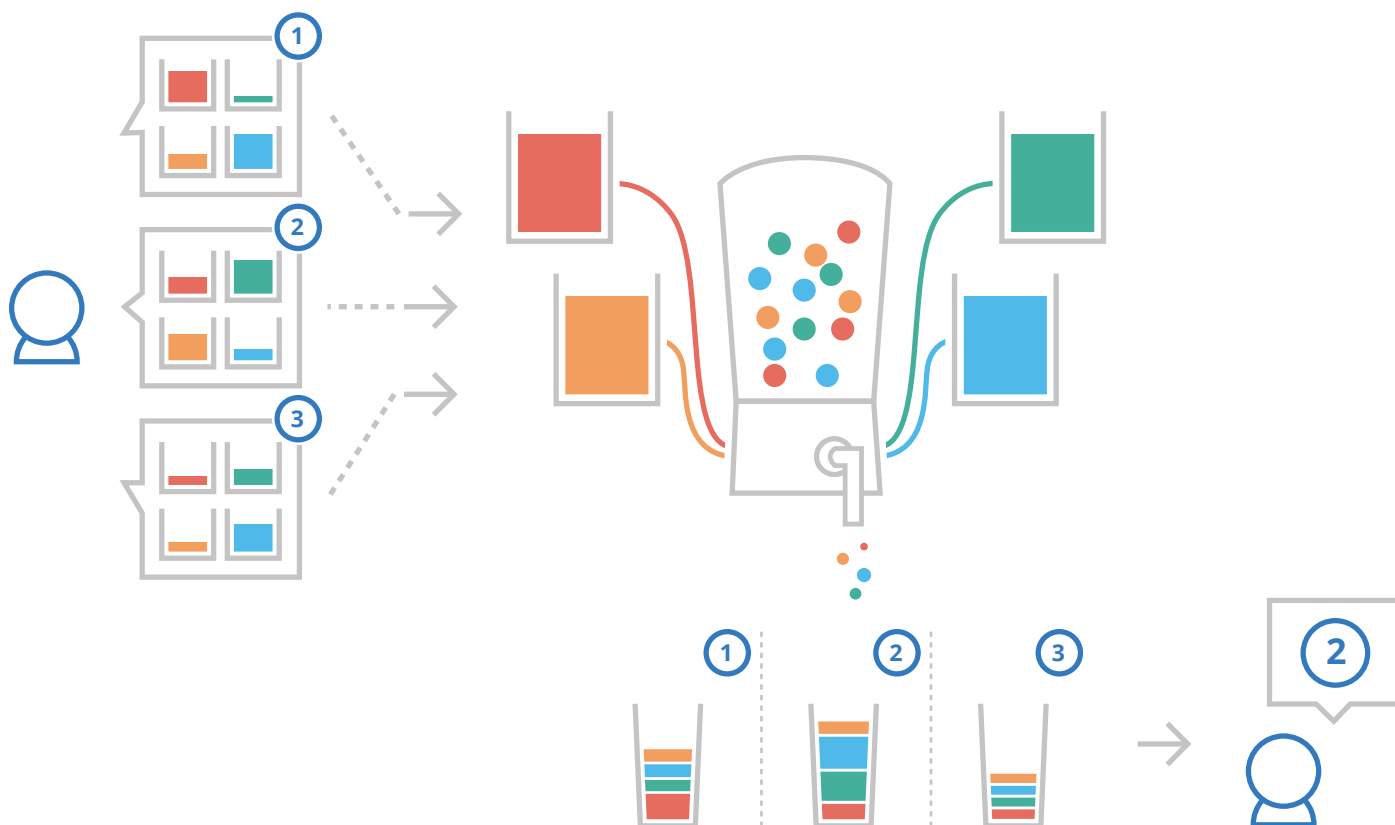




Media Forecaster



The right budget decisions with AdClear



AdClear's Media Forecaster introduces a new dimension of budget planning: our product allows for the prediction of the effects of budget variations on channels and their most important metrics such as Return on Investment (ROI) or Cost Per Order (CPO). For the first time, advertisers have the ability to simulate the effects of budget allocation on the most important metrics prior to actual implementation.

The technology is based on the Media Forecaster Algorithm, which is built on client-specific, data-driven attribution.

AdClear calculates each channel's and each marketing measure's share based on causation, and enriches attribution results with cost data, allowing for a clear view of channel performance and scalability.

How will my online revenue change if I increase my investment in display marketing? How will my cost per conversion change if I reduce search engine marketing and increase my affiliate marketing budget? These and other questions can be answered in the Media Forecaster module in AdClear's front end.

Advantages for the Advertiser



An integrated, cross-channel view replaces existing channel-specific, isolated views



Gain a better foundation for budget size and allocation



The simulation of various budget allocation scenarios allows for the best possible prediction of results



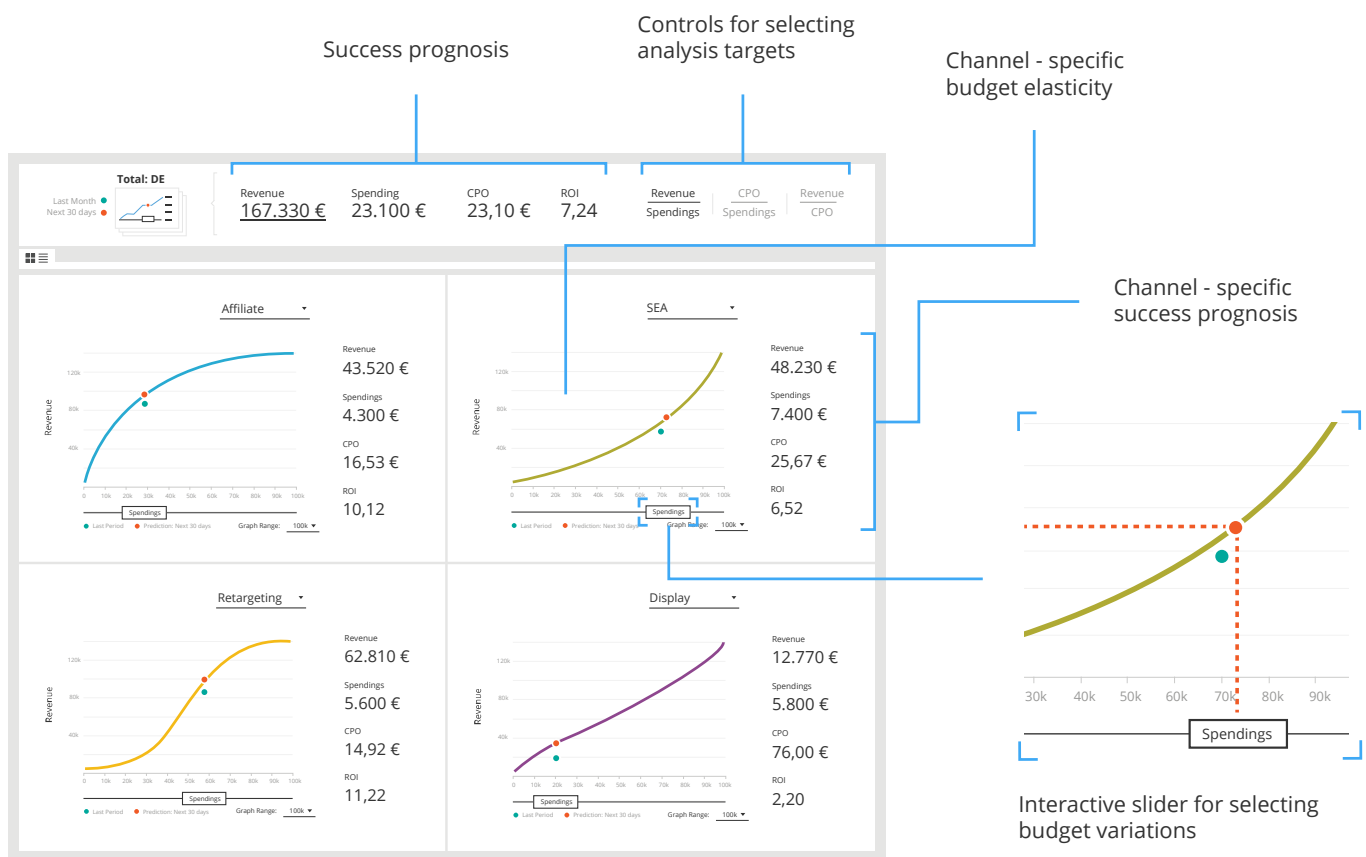
Overall, attain a significant increase in the efficiency of specific channels and the entire online marketing portfolio



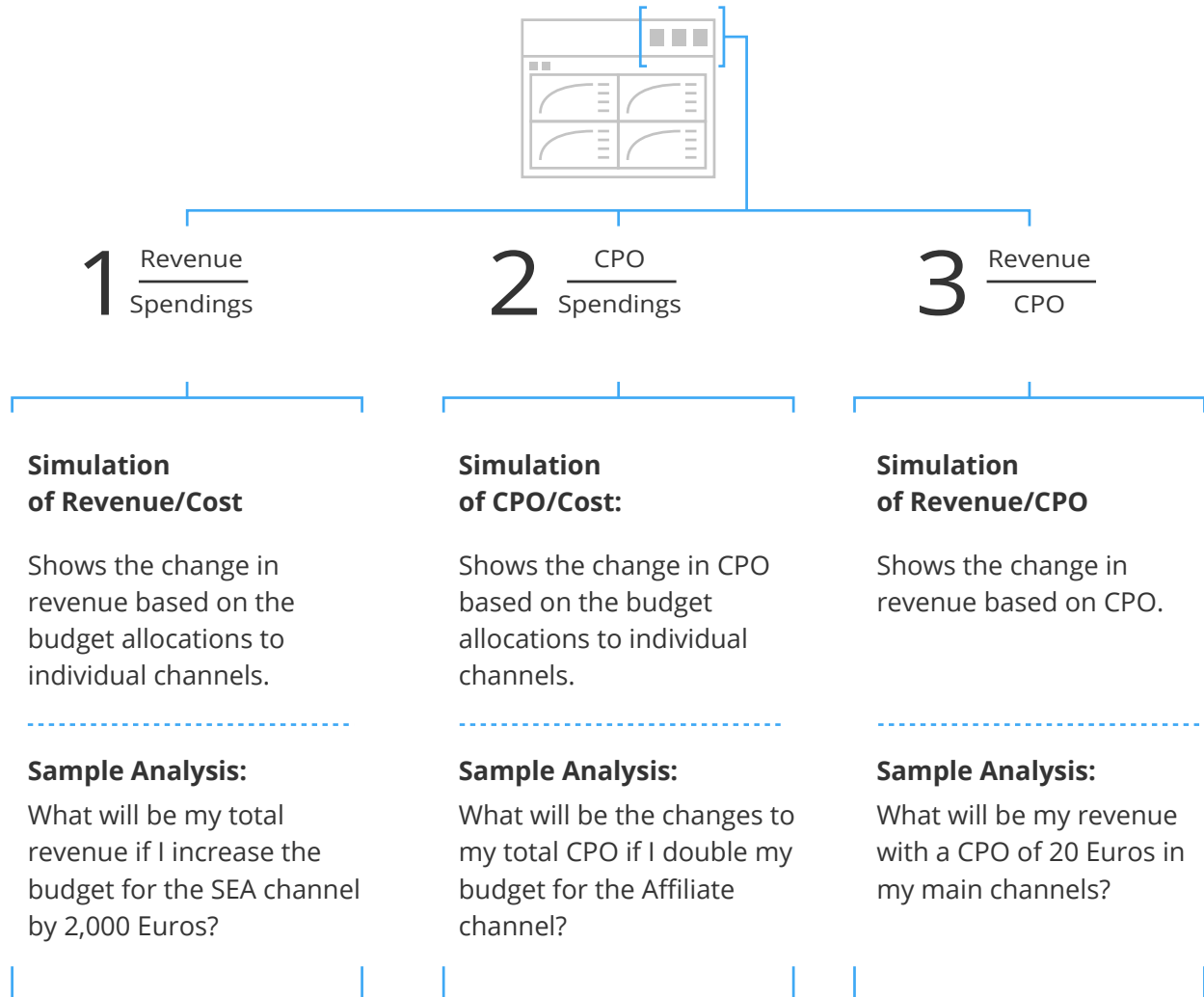
AdClear's data-driven attribution model ensures the algorithm's high modeling quality

Functionality

The interactive prediction module in AdClear's front end provides sliders for setting various budget allocation variations. The input is applied directly to a channel-specific elasticity curve. For each selected variation, the system computes a prognosis of individual channel metrics in addition to aggregated totals.



By selecting a target for analysis, we can simulate three basic scenarios:



Implementation Process

- Build tracking data**
 AdClear tracking should have been integrated and verified for the past six months.
- Deployment of the Superior Attributor**
 Compute transactions based on AdClear's user-driven and dynamic attribution.
- Cost data**
 For the computation of the statistical model, our system needs cost data for the main channel-level (SEA, Display, Affiliate, Newsletter,...) for the past six months.

Fordern Sie jetzt weiterführende Informationen zu diesem Produkt an oder vereinbaren Sie einen individuellen Termin für eine Online-Live-Präsentation!