

DIGITAL MEDIA HEALTH CHECK

Assess and score your digital marketing activities and prioritize enhancements using our practical guide.

Do you want to know which media activity contributes and/or could contribute the most to your business? The aim of our health check is to help you capturing a snapshot of your activity and share actionable insights and recommendations to make your investments more meaningful.

3 KEY AREAS OF ANALYSIS



DATA STRATEGY

Are you capturing each step of your user journey? Do you have an extensive 1st party audience and data strategy?



AUTOMATION

Are you leveraging machine learning to boost efficiency and scale your activity?



PERFORMANCE

What type of targeting have you applied, is it performing well for you and how can we find enhancements for this?

ANALYSIS WILL INCLUDE:

- Site Tagging Analysis
- Programmatic, Search and Social
- Audience Analysis
- Content Analysis
- Optimization opportunities

EXPECTED OUTCOME:

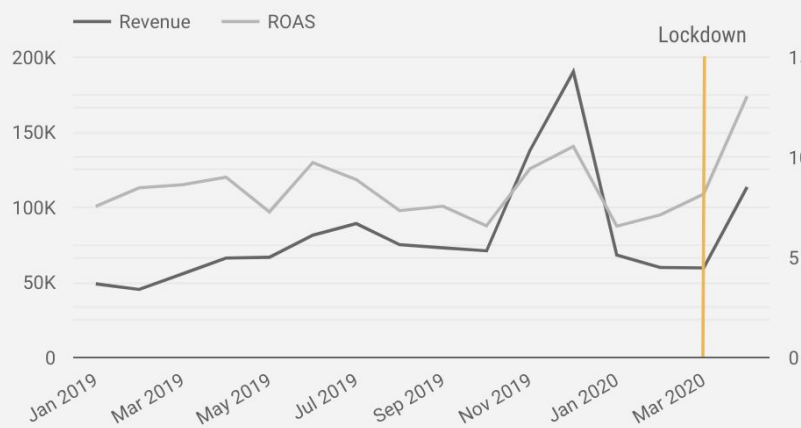
- Focus your budget and time on key digital activities
- Increase organic search ranking on key pages
- Drive more organic traffic to your website
- Optimise your content for better conversion

REQUEST YOUR FREE MEDIA ANALYSIS AND GET INSIGHTS ON YOUR MEDIA STRATEGY FROM OUR EXPERTS

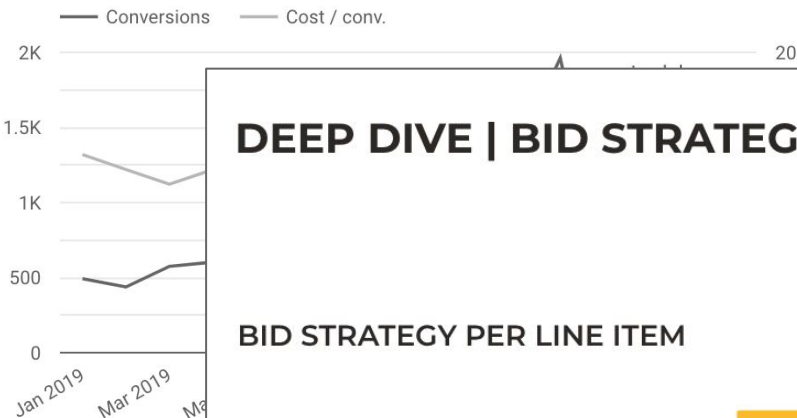
Revenue Analysis

Revenue
↑ **90.3%** from previous month

ROAS
↑ **59.8%** from previous month



Conversion Volumes



DEEP DIVE | BID STRATEGIES

BID STRATEGY PER LINE ITEM

65

Beat

108

KEY TAKEAWAYS

- Good use of minimize bid strategies

RECOMMENDATION

- Continue to leverage the other auto bidding capabilities of DV360 given you have a large number of LIs per campaign, such as maximize conversions

CAMPAIGN BEST PRACTICES

BEST PRACTICES	STATUS	FEEDBACK
Are brand safety settings on?	✓	Applied on advertiser level
Are frequency caps turned on and not clashing at multiple levels?	✓	Frequency caps applied at IO and LI level (not conflicting)
Is geo targeting applied ?	✓	Applied on campaign level
Is a minimum viewability applied ?	✓	Applied for the majority of IOs
Are 1P audiences excluded from prospecting/branding campaigns ?	✓	Excluded for the majority of IOs
Are they using/ testing multiple ads messages?	✓	Multiple creatives and ad sizes used across campaigns
Are they using 3rd party Data?	✓	Using providers such as IOTA