

techedge

WebKarma

User Manual



Version	Date
1.0.1	04/02/2022
Latest Changes:	
<ul style="list-style-type: none">• Updated SG office address	

For further assistance please email support@grouptechedge.com

CONTACT DETAILS

Denmark

TechEdge ApS
Dampfærgevej 3, 4th Floor
DK-2100 Copenhagen
Phone: +45 35 31 40 80

Poland

TechEdge
Wiśłana 8
00-317 Warszawa
Phone: +48 22 398 26 12

US

TechEdge America Inc.
175 SW 7Th Street, Suite 1911
Miami, FL 33130
Phone: +1 305 890 2941

Asia Pacific

TechEdge Asia Pacific, Singapore Pte Ltd
9A Ann Siang Road
Singapore 069690
Phone +65 6602 8114

UK

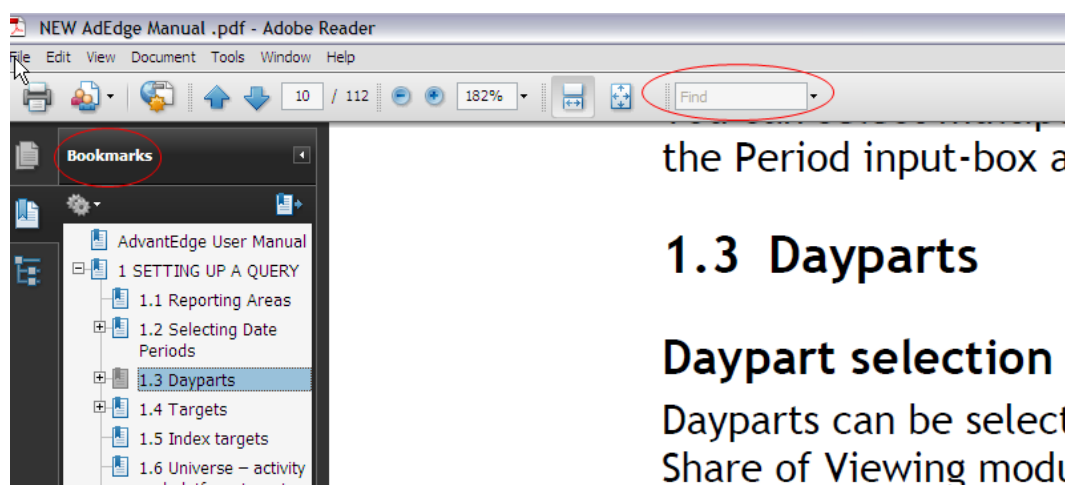
TechEdge (UK) Limited
Trident House, 5 Lower Middle St
Taunton, Somerset TA1 1SF
Phone: +44 20 7100 9948

ABOUT THIS USER MANUAL

From version 2.0 we will update the manual whenever we release a new WebKarma feature sheet.

Please consider the environment before printing this manual. An electronic version has the benefit of being much easier to search and navigate than a paper version, and due to the continual development of our software this manual is updated on a regular basis.

This manual is provided with book marks corresponding to the table of contents. Open the side panel in your PDF viewer and use Bookmarks to quickly navigate the document. You can also use 'Find' feature in your PDF viewer to search for specific terms.



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1.3 Dayparts

Daypart selection

Dayparts can be select
Share of Viewing modu

If you would like to receive feature sheets highlighting new developments in Sponsorship please email support@grouptechedge.com to be added to the mailing list. We also welcome your comments or suggestions.

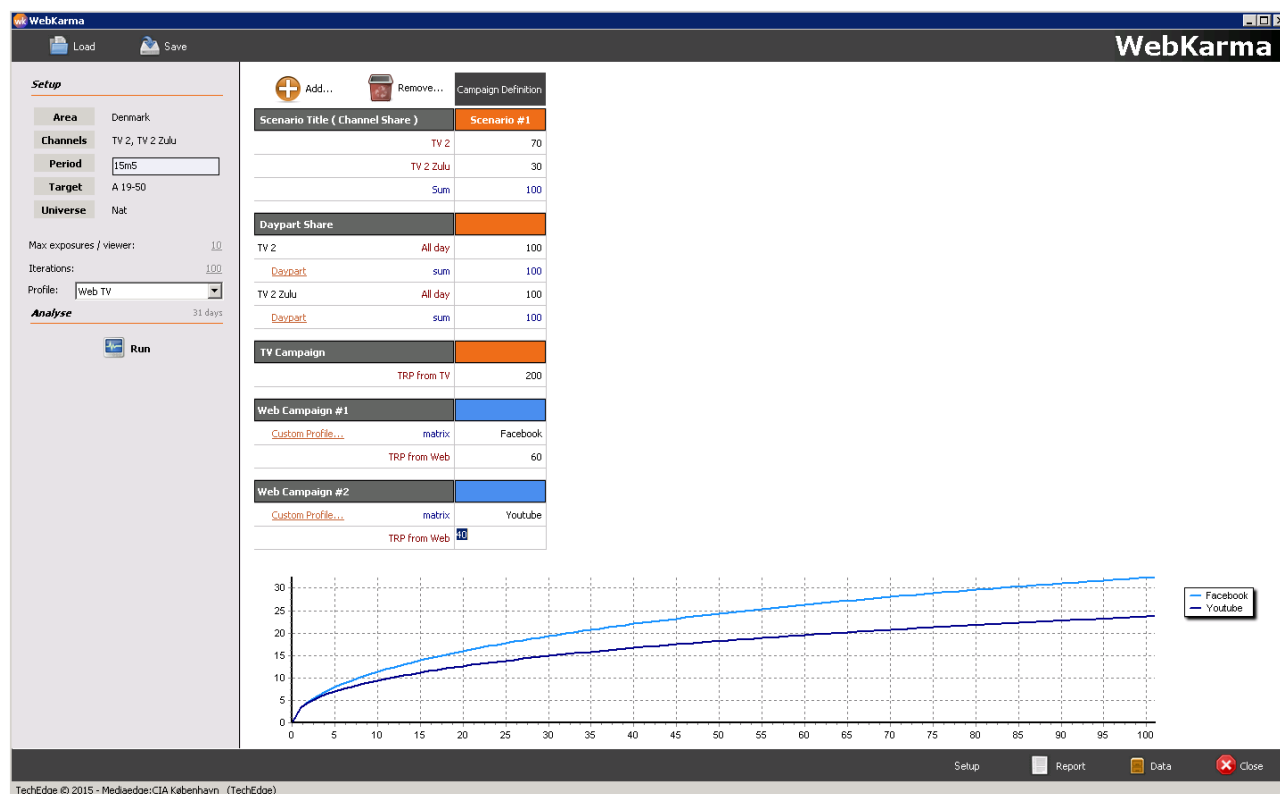
Thanks,

TechEdge Support team

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1 Purpose of ...



WebKarma is designed to estimate the combined reach of Television and Digital campaigns. The model uses the official Television Audience Measurement (TAM) data in a given country, and estimates a reach figure for the TV campaign using TechEdge's Karma model. This is a tried and trusted model that produce reliable reach estimates for future campaigns. In addition to this, a Digital campaign is modelled using empiric cover guides from an official digital measurement survey. The combined reach of the campaign is computed by simulating digital exposures for the actual panel members of the TAM survey using the sample from the Karma model.

2 Setup

2.1 Algorithm Settings

In the first tab in Settings you can set the maximum number of exposures per viewer for the web campaign, and the number of iterations that WebKarma runs before displaying the results. When done, tick on 'Save as System Default' if you want WebKarma to remember the settings and then click 'OK'.

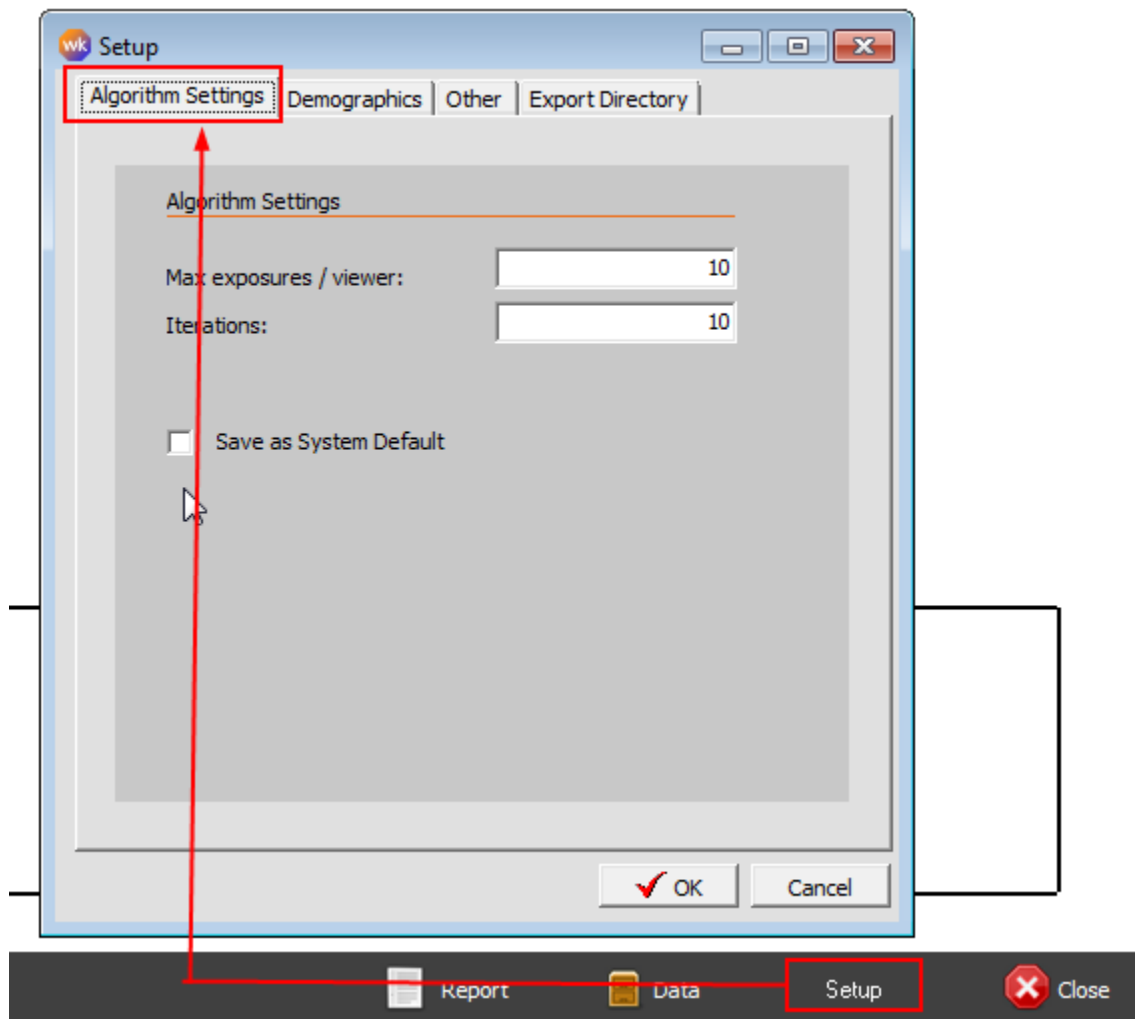


Figure 1: Algorithm settings

2.2 Demographics

Before using WebKarma for the first time you will need to create a demographic profile. This profile defines the probability for a panel member to be exposed to the web campaign. You can choose any demography from the TAM survey, but preferably you should pick an Internet-related demography if available (e.g. 'How often do you use the internet').

In order to create a demographic profile click on [Setup], then click on the [Profiles...] button on the 'Demographics' tab and click the 'Create Profile...' button:

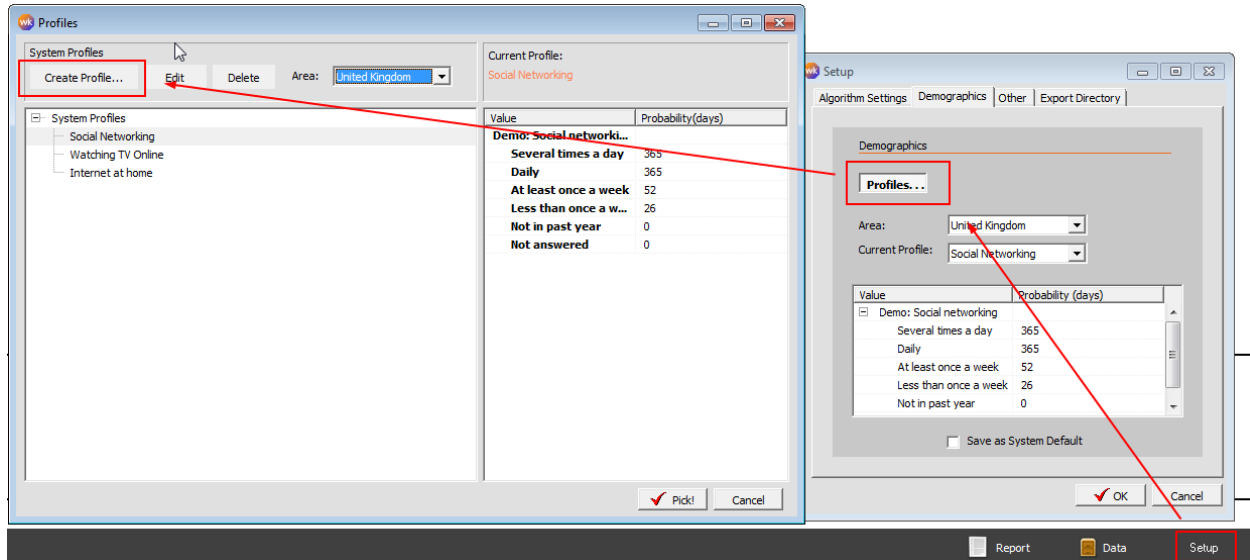


Figure 2: Create demographic profile

In the Create Profile window you need to pick the reporting area from the dropdown menu, and then choose the demography you want to use for the selected area. You can also use the [Find...] button and search for a demography. When you have picked the demography you want to use, you can enter the probabilities for each value in the demography.

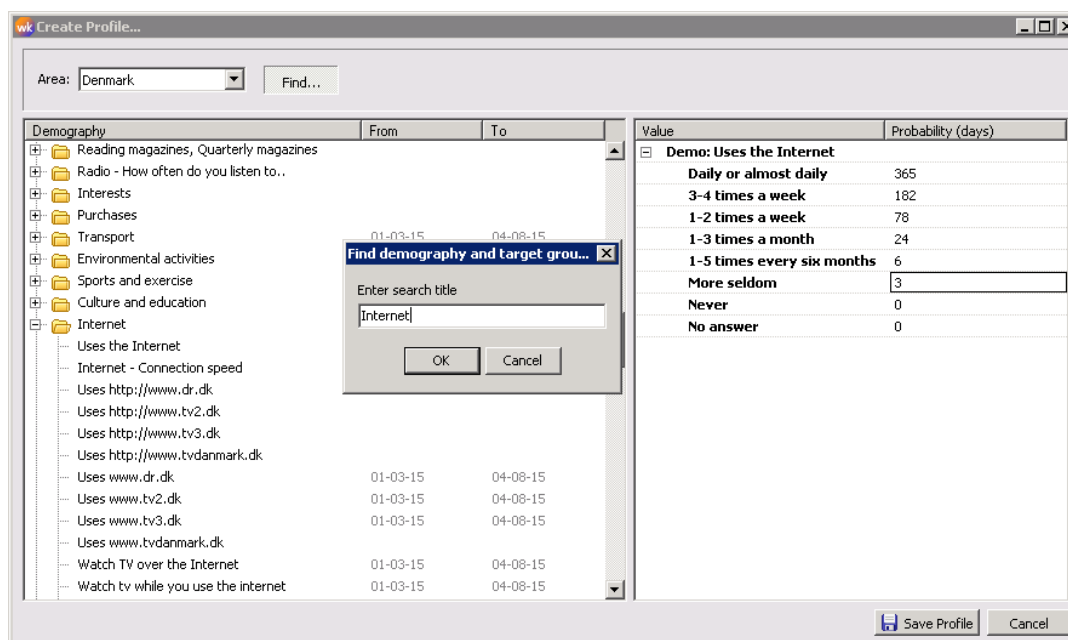


Figure 3: Setting up a demographic profile

In the example above the selected demography is 'Uses the Internet', and the probability is entered as an amount of days per year a respondent has used it ('Daily or almost daily' equals 365). When you are done entering the probabilities press [Save Profile] and then [Pick]. You can create multiple demographic profiles and switch between them in the Profile drop down menu in the main window.

Before pressing OK in the settings window you choose which Area and demography you want to use as a System Default.

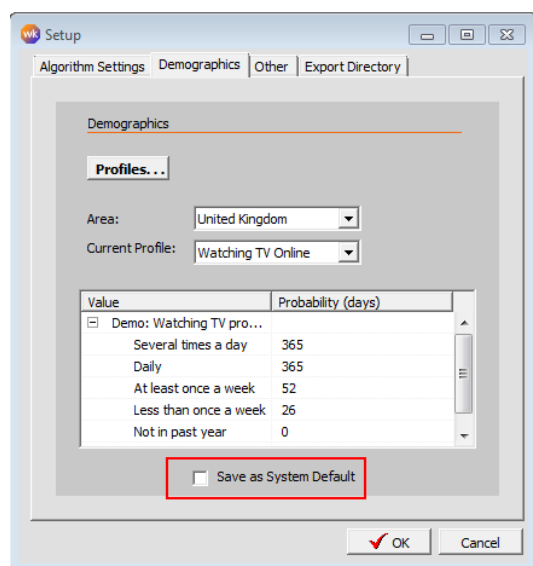
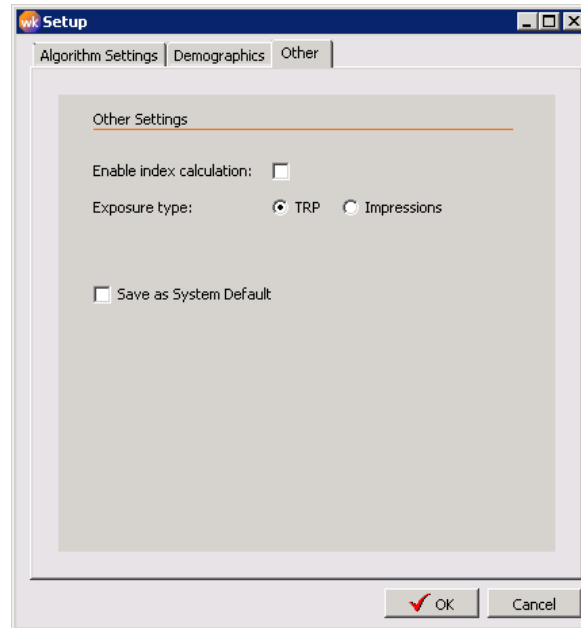


Figure 4: System default demographic profile

2.3 Other

In the 'Other' setup tab you can enable/disable the index and CPP/CPM calculation on the main page. You can also set the Exposure type to either TRP/TVR or Impressions (100 TRP equals the universe size of the selected target audience).



3 Main Page

3.1 Setup

In the campaign setup section you define the parameters for your TV campaign and choose which demographic profile you want to use for the Web campaign.



The screenshot shows the 'Setup' section of the WebKarma interface. It contains several input fields and buttons. The 'Area' field is set to 'Denmark'. The 'Channels' field is set to 'TV 2, TV 2 Zulu'. The 'Period' field is set to '15m7'. The 'Target' field is set to '15-44'. The 'Universe' field is set to 'Nat'. Below these fields, there are three more fields: 'Max exposures / viewer:' set to '100', 'Iterations:' set to '200', and 'Profile:' set to 'All'. At the bottom, there is an 'Analyse' button and a '31 days' label.

Setup	
Area	Denmark
Channels	TV 2, TV 2 Zulu
Period	15m7
Target	15-44
Universe	Nat
Max exposures / viewer:	100
Iterations:	200
Profile:	All
Analyse 31 days	

Figure 5: Campaign setup

If you are running an installation with multiple areas, you can press the [Area] button and select the relevant reporting area for your campaign. You can only select one area - WebKarma will not work properly if you select multiple areas.

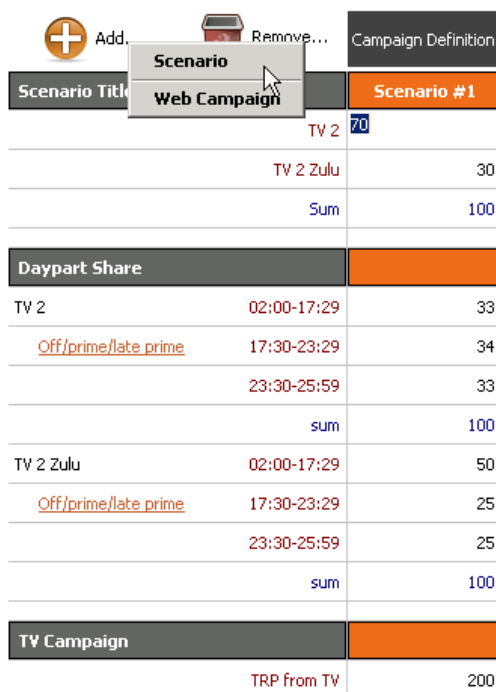
Select the relevant channels, date period, primary target audience. You can also select a specific universe if desired (the default is 'National').

'Max exposures / viewer' display the maximum number of times a respondent can be exposed for the campaign on web. The number of iterations WebKarma runs is also displayed. Both of these numbers can be changed in settings (please see page 6).

In the 'Profile' dropdown menu you can choose which demographic you want to use when extracting panel members from the TAM survey (please see page 7 for further details).

3.2 Campaign Definition

In the Campaign Definition window you input the number of TRPs and the percentage split between the TV channels, dayparts and Websites. If you press the [Add] button you can choose to add additional scenarios and/or Web campaigns. Adding additional Web campaigns is useful in cases where you are using multiple different websites for the Web campaign.



Scenario Title	Web Campaign	Scenario #1
TV 2		70
TV 2 Zulu		30
Sum		100
Daypart Share		
TV 2	02:00-17:29	33
	Off/prime/late prime 17:30-23:29	34
	23:30-25:59	33
	sum	100
TV 2 Zulu	02:00-17:29	50
	Off/prime/late prime 17:30-23:29	25
	23:30-25:59	25
	sum	100
TV Campaign		
	TRP from TV	200

Figure 6: Campaign definition

3.3 Creating Website profiles

Before running your first scenario you need to create a cover-guide for the website(s) you intend to use. In Web Campaign #1, press [Custom Profile...] and then chose [Create Profile].

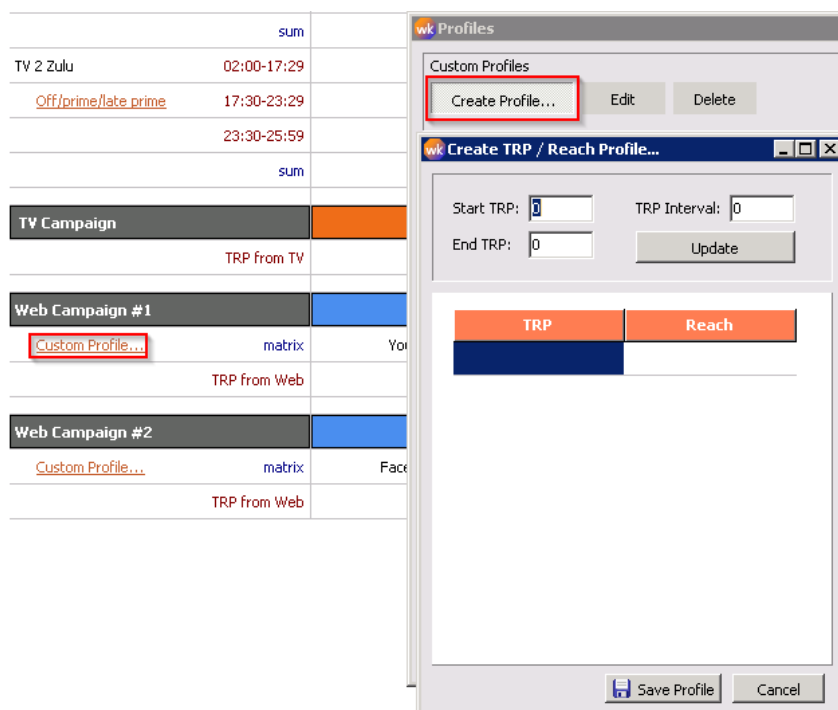


Figure 7: Create profile

In the Create Profile window you can type start TRP, end TRP, and TRP interval. After you press [Update] the matrix will automatically be updated with the relevant TRP levels. You can then fill in the corresponding reach for each TRP level from your coverguide. When you are done press [Save Profile] and enter a title that indicates which website(s) this profile is used for (e.g. Youtube or Facebook).

Start TRP: TRP Interval:
 End TRP:

TRP	Reach
0	0
10	0
20	0
30	0
40	0
50	0
60	0
70	0
80	0
90	0
100	0

Figure 8: Adding a cover-guide

You can create as many profiles as you like. If there is a profile you use more frequently than others you can save it as default. When you have finished creating the Website profile(s), press [Pick].

Custom Profiles:

Current Profile: Youtube

TRP	Reach
10	8
20	19
30	28
40	33
50	38
60	40
70	41
80	43
90	43
100	44

☒ Save as default

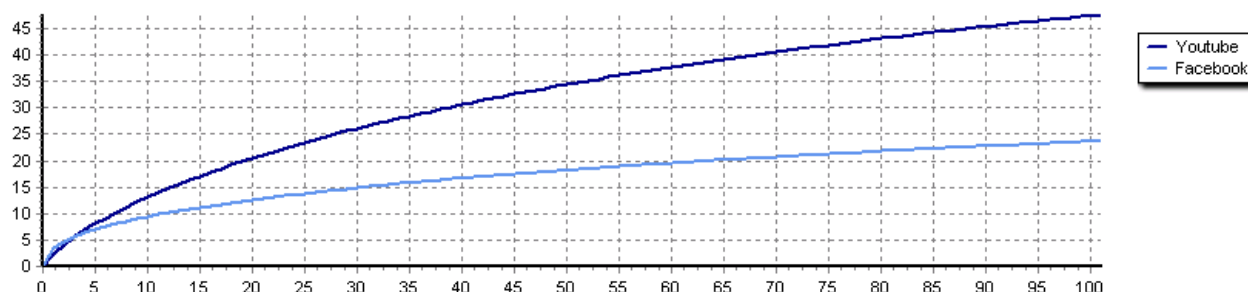
Figure 9: Website profiles

If you are using more than one website for your campaign, you can press the [Add] button in the Campaign Definition window and add an additional Web campaign. After adding the campaign press [Custom Profile] in Web Campaign #2 and select the profile for this campaign. In the following example we picked Youtube for the first campaign and then Facebook for campaign #2:

Campaign Definition		
Scenario	Web Campaign	Scenario #1
	TV 2	70
	TV 2 Zulu	30
	Sum	100
Daypart Share		
TV 2	All day	100
Daypart	sum	100
TV 2 Zulu	All day	100
Daypart	sum	100
TV Campaign		
	TRP from TV	200
Web Campaign #1		
Custom Profile...	matrix	Youtube
	TRP from Web	80
Web Campaign #2		
Custom Profile...	matrix	Facebook
	TRP from Web	0

Figure 10: Adding web campaigns

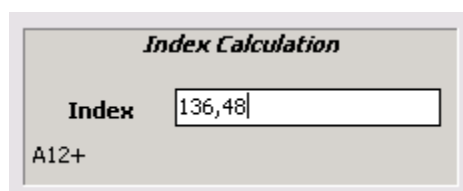
The graph below the Campaign Definition window will display the relationship between TRP level and reach for all the selected Web campaign profiles.



3.4 Index calculation

The index calculator can be used in cases where you are buying a different target on Web than the primary target audience selected in Setup. In these cases you can choose the target audience you are using for the Web campaign, and then calculate the index between the 2 targets. The index will give you a hint about how many extra or fewer TRP you need to buy in order to get the amount of TRP you need in the primary target audience.

In the example shown below the primary target audience is people 15-44, but we are buying people 12+ on the Web. The index between the 2 targets is 136.48, which means you would have to buy 136.48 TRPs in people 12+ in order to get 100 TRP in people 15-44. The index is based on TV consumption and is only intended as a guideline.

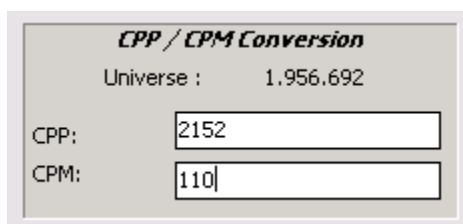


The image shows a screenshot of the 'Index Calculation' interface. It has a title bar that says 'Index Calculation'. Below the title, there is a label 'Index' followed by a text input field containing the value '136,48'. Below the input field, there is a label 'A12+'.

Figure 11: Index calculation

3.5 CPP / CPM Conversion

The CPP/ CPM (Cost per point/Cost per thousand) converter is a simple cost converter. Before it can be used you need to select a target audience and a period of time. It needs these variables in order to calculate the universe size of the target audience. When it displays the universe size you can input the price in either CPP or CPM and WebKarma will then calculate the other.



The image shows a screenshot of the 'CPP / CPM Conversion' interface. It has a title bar that says 'CPP / CPM Conversion'. Below the title, there is a label 'Universe :' followed by the value '1.956.692'. Below this, there are two input fields. The first is labeled 'CPP:' and contains the value '2152'. The second is labeled 'CPM:' and contains the value '110'.

Figure 12: CPP/CPM conversion

4 Results

After running the query you will be presented with a cover curve chart showing the reach build for each included scenario, together with a table of key data for each campaign (TRPs, reach and frequency/OTS):

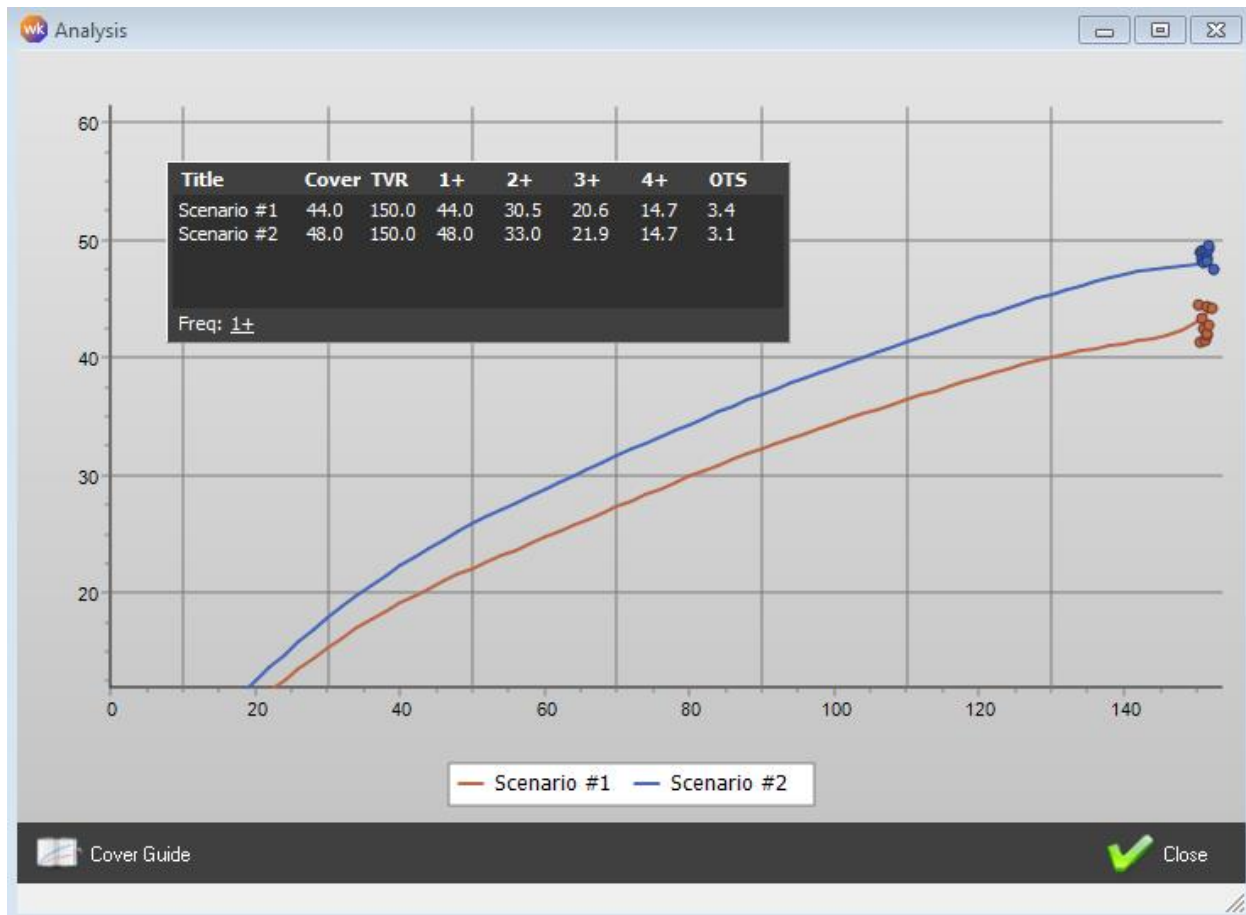


Figure 13: Results screen

Click on the [Cover Guide] button in the bottom left corner to generate cover guide tables. From here you can click on [Layout] to change the ratings interval, maximum ratings and frequency levels:

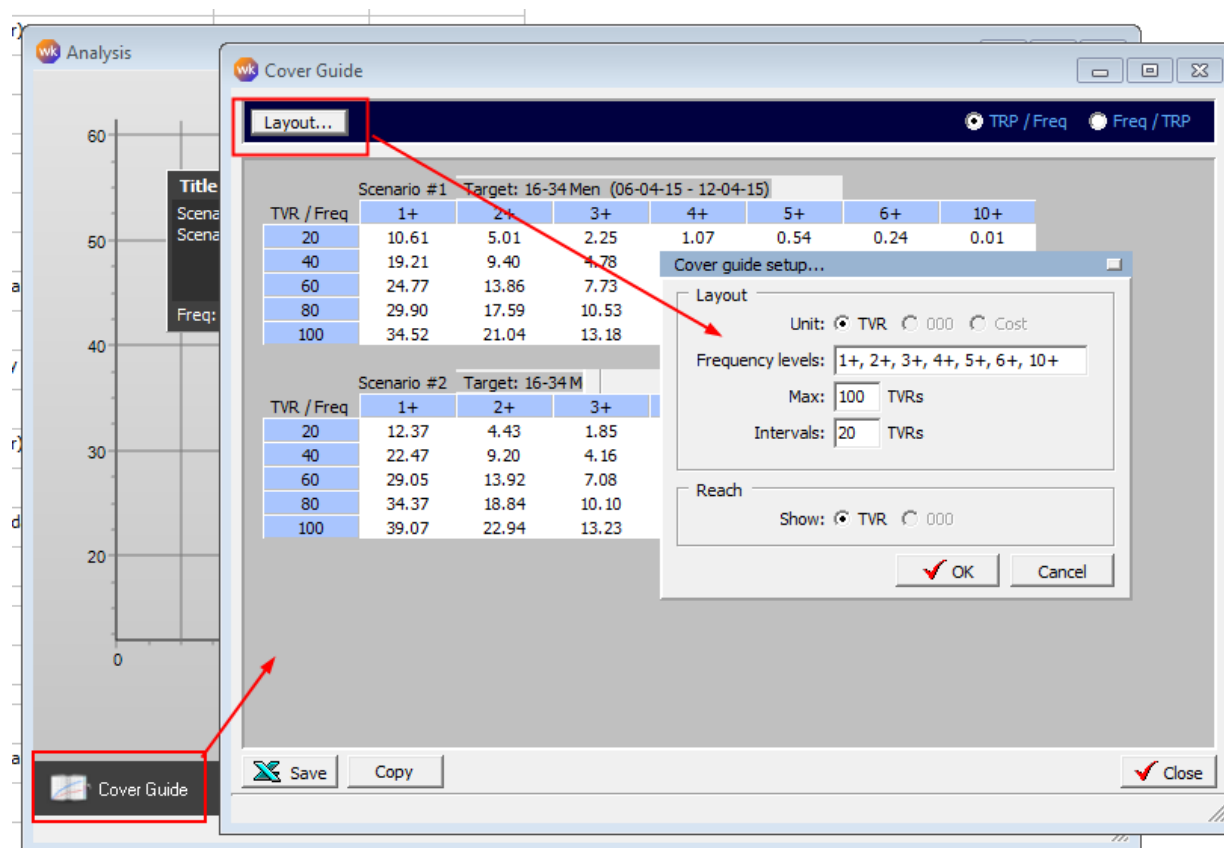


Figure 14: Cover guide