

# techedge Campaign Reallocator Feature Sheet User Manual

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techedge

Campaign  
Reallocator  
User Manual



Version	Date
1.0.2	04/02/2022
<b>Latest Changes:</b> <ul style="list-style-type: none"><li>• Updated SG support address</li></ul>	

For further assistance please email [support@grouptechedge.com](mailto:support@grouptechedge.com)

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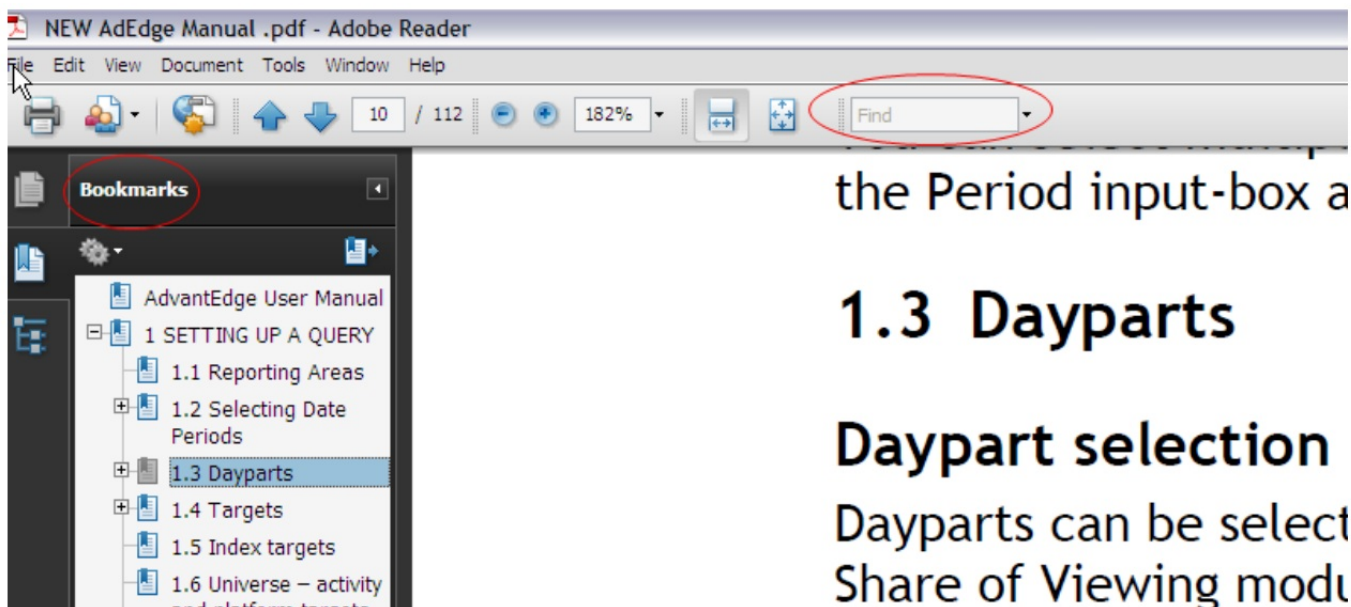
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## ABOUT THIS USER MANUAL

From version 1.0 we will update the manual whenever we release a new Campaign Reallocator 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 products this manual is updated on a regular basis.

This manual is provided with bookmarks corresponding to the table of contents.

Open the side panel in your PDF viewer and use Bookmarks to quickly navigate through the document. You can also use the 'Find' feature in your PDF viewer to search for specific terms.



If you would like to receive feature sheets highlighting new developments in Campaign Reallocator please email [support@grouptechedge.com](mailto:support@grouptechedge.com) to be added to the mailing list. We also welcome your comments or suggestions.

Thanks,  
TechEdge Support team

## Getting Started

If you are the system administrator and wish to set up the system for the first time, please refer to the setup section at the end of the document.

### Creating your first reallocation plan

When starting the reallocation software you will see a list of saved reallocation plans. You can mark up a saved plan and edit it – or you can create a new plan.

When creating a new plan, you need to set up a spot analysis based on a historic campaign by choosing a:

- Period – for example 3-4 weeks
- Brand – selection of the advertiser/brand of the historic campaign in the period
- Campaign Target – the target group to report in
- Channels – The list of channels which the historic campaign run

You can select a daypart, buying target group, the universe (including timeshift viewing definition) and the effective reach level to report on.

When the spot analysis parameters are selected, press the run button. You will now be presented with a screen split into 4 sections (see Figure 1):

- Upper left corner: The list of original spots for the brand selected
- Upper right corner: The list of available spots which aired on your own channels during the historic period
- Lower left corner: A summary of the original campaign and the campaign after reallocation
- Lower right corner: A summary table of the ratings, count, and cost per channel/network

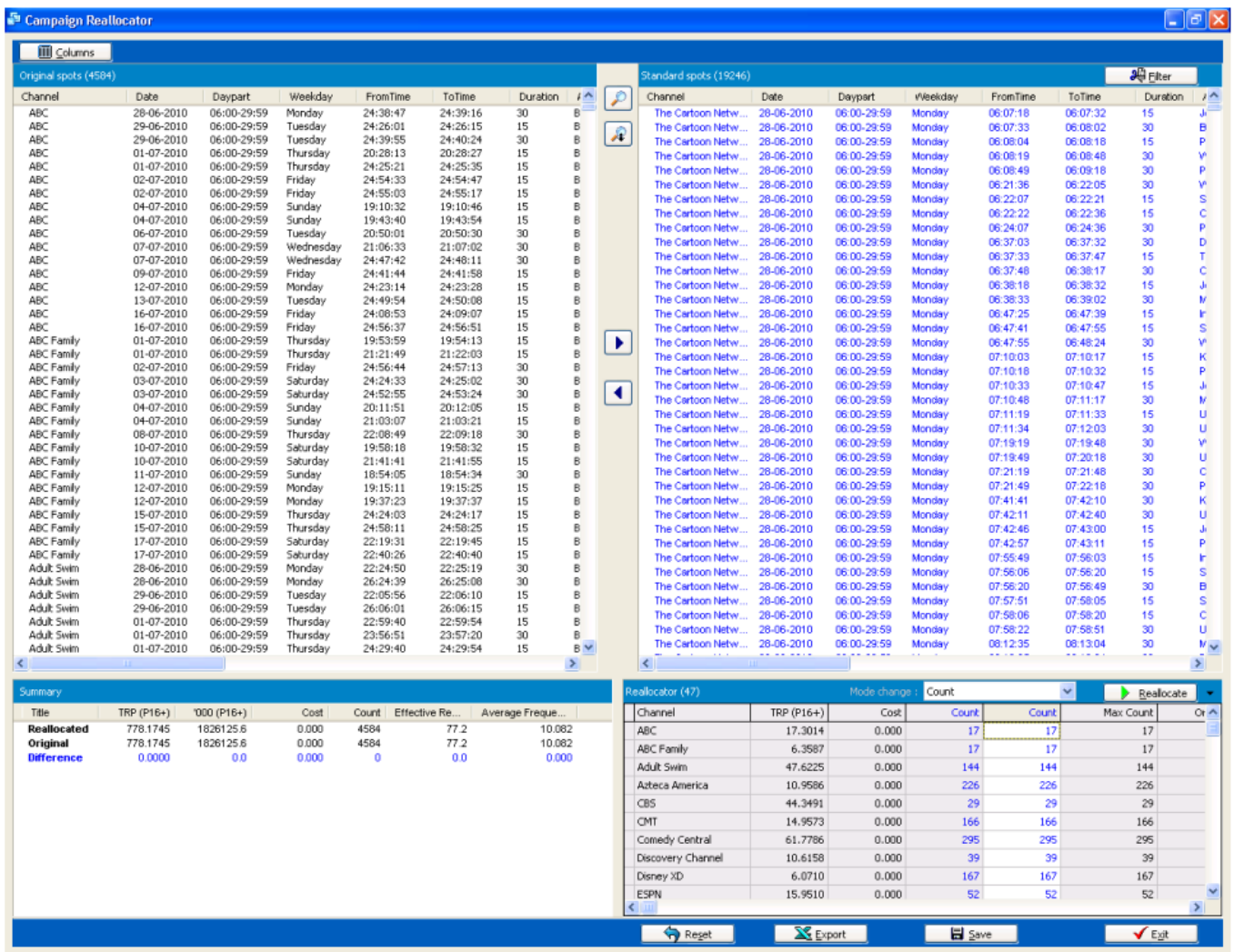


Figure 1: Campaign Reallocator results screen

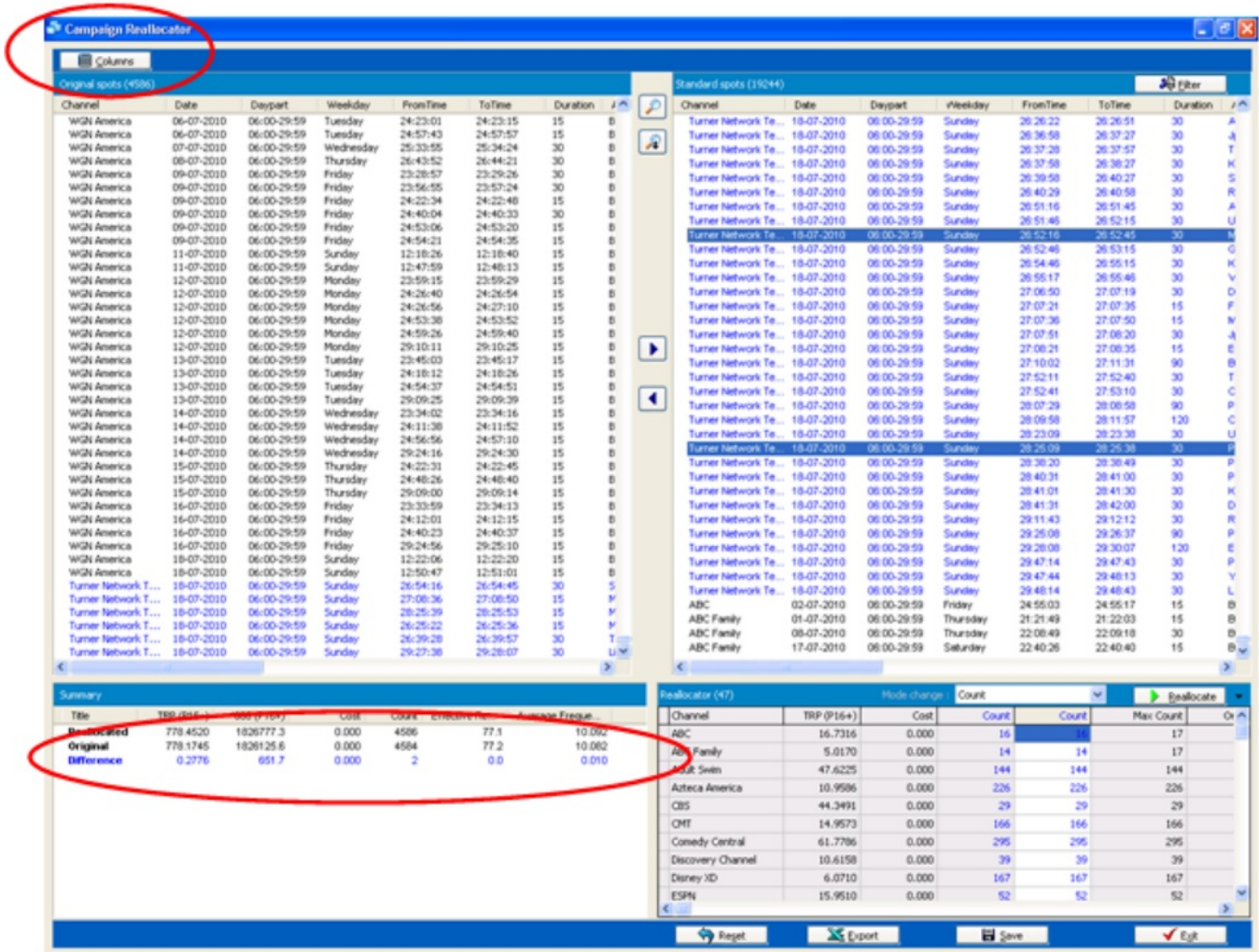
## Manual campaign adjustments

Spots that aired on the original campaign can be removed manually by marking up the relevant spots in the upper left window and pressing the arrow button to move them to the upper right-hand window. Removed spots will appear at the bottom of the spot list on the right-hand side and can be reinstated when needed.

In a similar way, spots can be marked up in the upper right side window and moved to the upper left-hand side window to add spots to the original campaign.

Notice that original campaign spots are black, whilst historical spots airing on their own channels are color-coded in blue (see Figure 2), so the reallocated spots are easily identified.

In the case that the TRP for the reallocated campaign exceeds the TRP of the original campaign you are able to right-click within the top left original spot list and select 'remove excess TRP'. The system will then remove the added standard spots (blue spots) from lowest TRP to highest to adjust the difference



**Columns...**

**Attrs**

- ☒ Channel
- ☒ Date
- ☒ Daypart
- ☒ Weekday
- ☒ FromTime
- ☒ ToTime
- ☒ Duration
- ☒ Advertiser
- ☒ Product
- ☒ ProgBefore
- ☒ ProgAfter
- ☒ Cost

**Units**

- ☒ TRP
- ☒ '000
- ☒ CPP
- ☒ CPM
- ☒ Index

☐ User Default

**Figure 3: Column picker**

### Filtering the spots on own channels

The list of available spots to select from your own channels (displayed in the top right window) is a basic list of all

spots which aired across the selected own networks/channels, regardless of which brand was advertised. You can filter these spots to make the manual selection easier, and also to restrict the spots which can be selected by the simulation model.

Clicking the filter button in the top right corner allows you to select only a single spot per break (randomly only 1 spot in a cluster is shown), or select one spot for every hour (for example). It is also possible to filter by programs, dayparts,

weekdays, genres, or rating/cost levels.

Notice that the simulation model can only choose from the spots that are listed in the top right corner.

The 'Filter...' dialog box contains the following elements:

- ☒ 1 spot per break
- ☐ Spot interval  minutes
- Channel :
- Weekday :  Mon-sun
- ProgAfter:
- Daypart : From:  To:
- TRP: From:  To:
- '000: From:  To:
- Cost: From:  To:
- 
- 
-

**Figure 4: Filter menu**

### Automatic reallocation

The parameters for the Automatic reallocation are set in the lower right window. The table shows the number of ratings, cost, and count of spots per Network/Channel. The user should first choose the simulation mode, identifying if the reallocation should be based on a number of spots (count), TRP/'000 or cost. The selection impacts the 5 th column in the table, which is where the user can identify the change (up or down) in the delivery by the network. It is possible to remove ratings on one or more channels and then right-click on another channel and let the system add the removed ratings automatically, so you end up with the same total ratings as the original campaign. In the example below (Figure 5) 1 rating is removed from Adult Swim and added to TBS Network:

Reallocator (5)		Mode change : TRP (Campaign Target)		<input type="button" value="Reallocate"/>	
Channel	TRP (P18-49)	Cost	TRP (P18-49)	TRP (P18-49)	
HLN	0.000	0.00	0.000	0	
Trutv	0.536	3,567.00	0.536	0.536	
Turner Network Tele	6.137	193,307.00	6.137	6.137	
Adult Swim	10.498	111,994.00	10.498	9.498	
TBS Network	18.299	267,684.00	18.299	18.299	
<b>Total</b>	<b>35.470</b>	<b>576,552.00</b>	<b>35.470</b>	<b>35.470</b>	<b>Top up to original campaign Ctrl+T</b>

**Figure 5: Automatic reallocation**

The 6 th column shows the maximum level which can be selected by the user. You can only increase the delivery of spots or ratings on channels defined as your own channels, with the spots displayed in the upper right window. Next to the “reallocate” button, a drop-down arrow allows the user to select the number of iterations to run as well as select the best, worst or average campaign (ranked on reach) of the simulated campaigns. Example: By



default, the number of iterations is set at 20 and the “by reach” slider is set at 50%. Then the reallocation module will run 2 campaign reallocations based on the user specifications. The reach will be calculated for each simulation and the 50% best (10 th best) campaign will be selected and displayed in the upper left corner.

## Summary

The campaign is now reallocated and the summary table is updated to show the effect. Furthermore, the highest and lowest iteration is added to the summary section. The summary also shows the TRP, impacts, count, and reaches for the removed spots and for the added spots.

Summary						
Title	TRP (P18-49)	'000 (P18-49)	Cost	Count	Effective Reach	Average Frequency
<b>Original</b>	35.470	45,352	576,552.00	66	15.94	2.23
<b>Removed spots</b>	0.648	829	3,398.00	1	0.57	1.14
<b>Modified original</b>	34.822	44,523	573,154.00	65	15.87	2.19
<b>Added spots</b>	1.048	1,340	10,215.00	3	0.92	1.13
<b>Reallocated</b>	35.870	45,863	583,369.00	68	16.12	2.22
<b>Highest iteration</b>	35.856	45,845	569,303.00	68	16.35	2.19
<b>Lowest iteration</b>	35.504	45,395	568,563.00	68	15.92	2.23

Figure 6: Summary table

## Exporting results

Pressing the Export button in the lower section of the screen will export 3 pieces of information to excel:

- The original spot list as it aired historically
- The list of reallocated spots, which was added to the campaign from our own channels/networks
- The list of spots removed from the original campaign as a part of the simulation
- The summary output similar to the lower-left window

## Other functionalities

You can restore the original campaign when needed by pressing the “reset” button in the lower section of the screen.

You can also save the campaign results (including the reallocated spots) by pressing the ‘Save’ button. This will allow you to continue to work on the reallocation by selecting the campaign from the main window at a later point in time.

## Administration setup

When Campaign Reallocator is launched for the first time, the Administrator needs to set up the system with standard, client-specific parameters.

Click the “Admin” button and set the default settings:

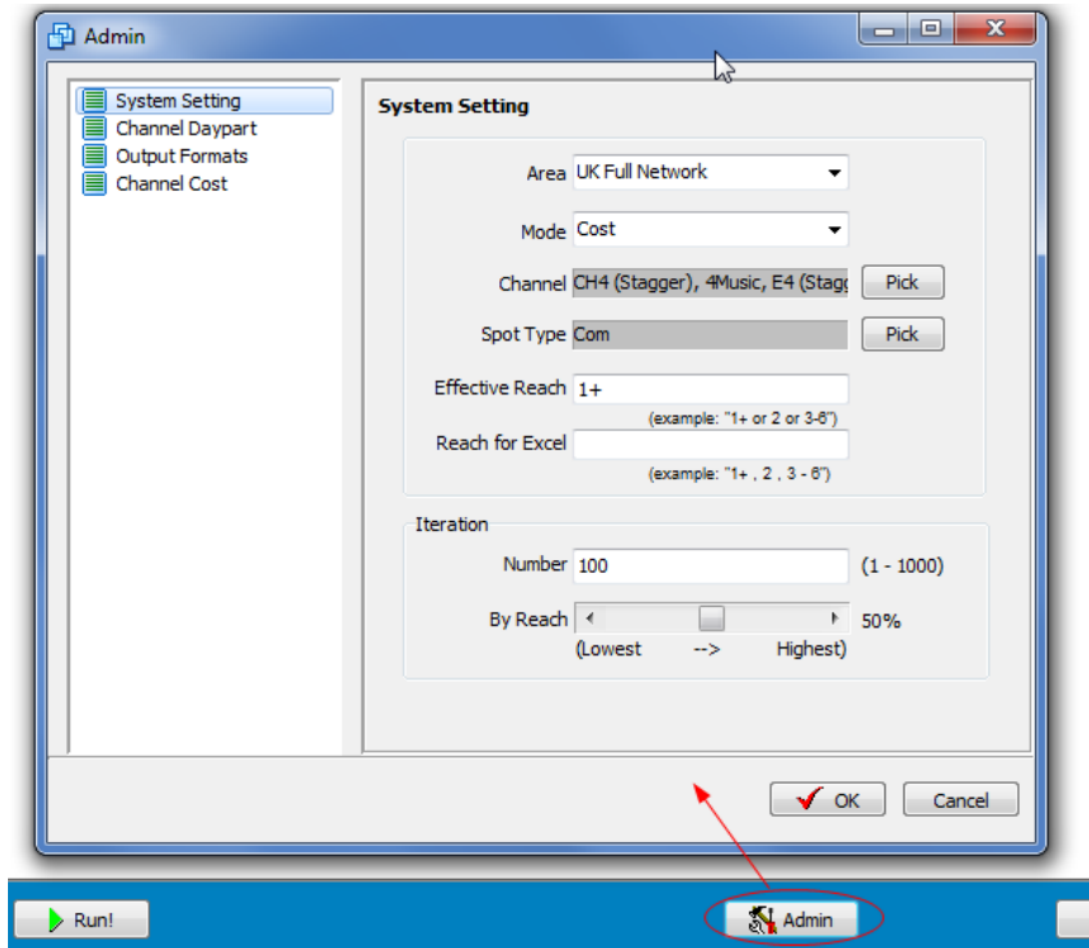


Figure 7: System Setting

## System Settings

**Area:** Define your country based on the list of countries available in your AdvantEdge installation

**Mode:** The mode defines the default mode from which the allocator will select spots to add to or remove from the historical campaign.

**Channel:** The channel selection is the list of channels from which you would want to select additional spots, i.e. the spots on your own channels/networks.

**Spot Type:** The spot type identifies which type of spots are/can be selected, i.e. commercials, sponsorships etc.

**Effective reach:** Sets the default reach reporting level.

**Reach for Excel:** Select the reach levels you want to see in an Excel output.

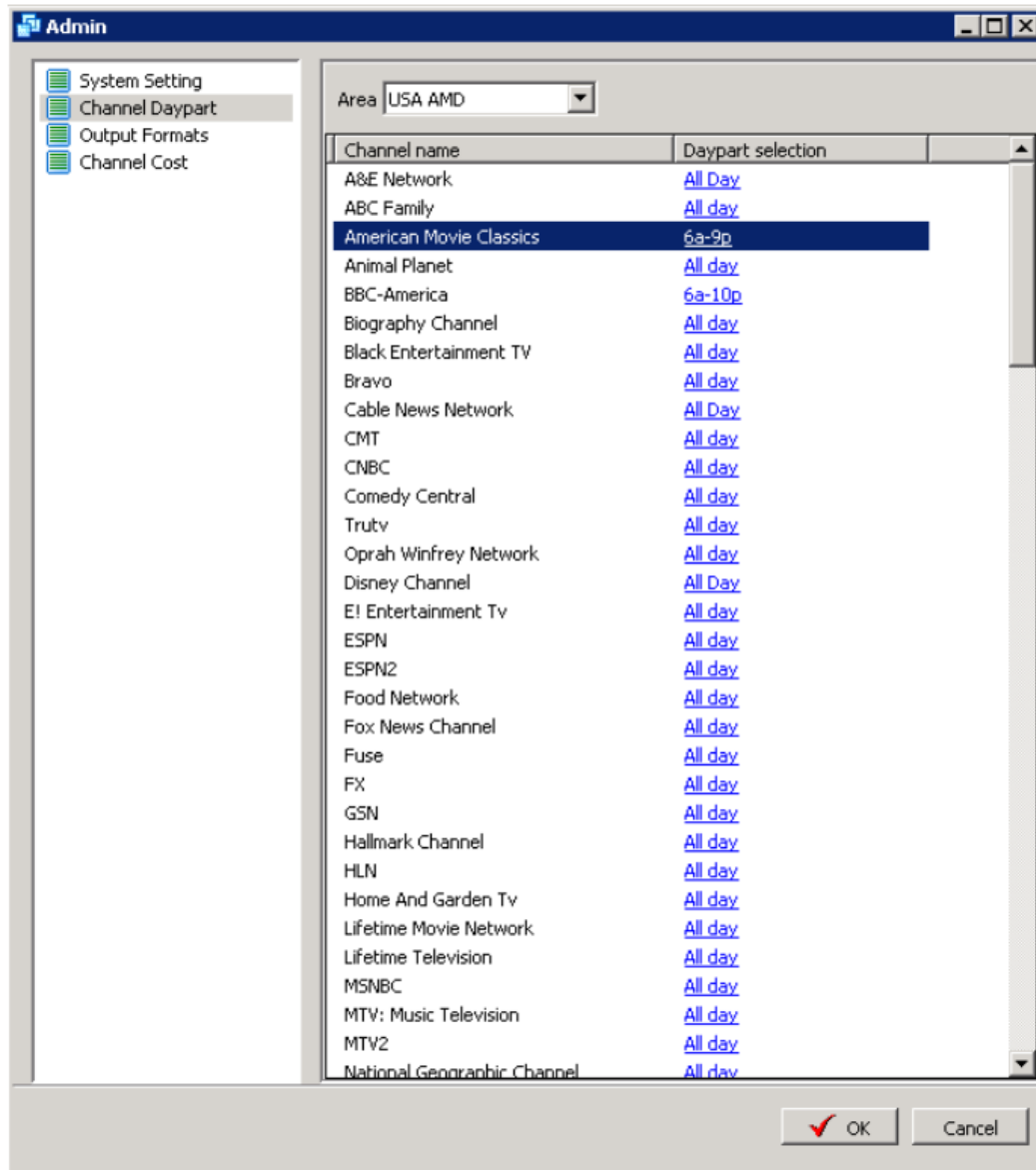
**Iteration:** When the reallocation algorithm is running, the spot selection is randomly selected a number of times (number of simulations). The number can be changed in the admin section, and the higher the number the longer it takes for the algorithm to complete. The "by reach" slider allows the user to select which random reallocation should be shown in the system. By selecting 50%, the system will select the campaign delivering the campaign simulation with the reach being closest to the average campaign, whilst by selecting 100% the system will show the campaign reallocation producing the highest reach of all the simulated campaigns.

## Channel daypart

Use this tab to apply custom dayparts to channel(s). Leave blank to use all transmission hours.

You have the option to create and select dayparts for each channel. Please note that the daypart selection you make for each channel will have an influence the standard spot list in the upper right corner. If the channel daypart is set to 20:0021:00 you will only see spots from the specific channel within that daypart range.

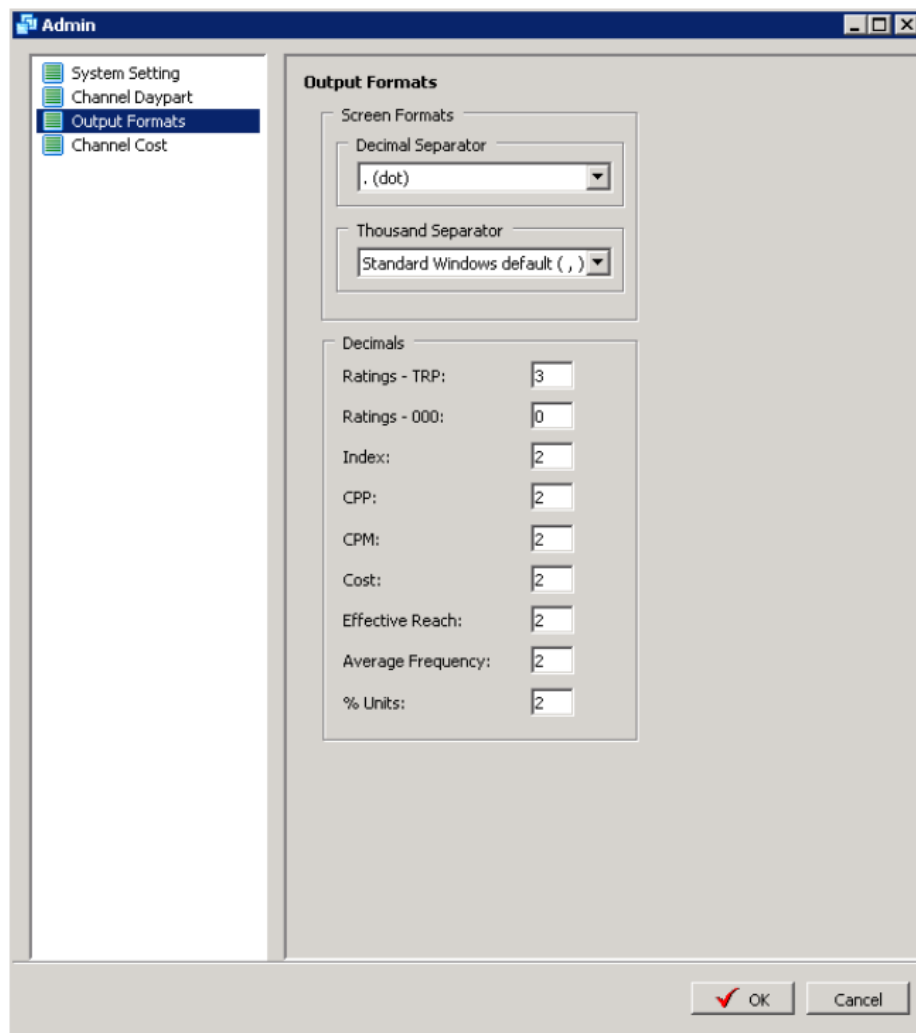




**Figure 8: Channel Daypart**

## Output Formats

Here you can select the 000s/decimal separators to be used, and change the number of decimal places displayed for each unit.



**Figure 9: Output formats**


### **Channel Cost**

Before making a reallocation based on costs it is necessary to enter a cost-per-thousand for each channel used in the campaign. Note that these costs are retained in the system so it is not necessary to re-enter CPT each time you create a new campaign. CPTs can be applied to individual channels, or to a group of channels by selecting a folder containing multiple channels.

### **CONTACT DETAILS**

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Documents / Resources

	<p><a href="#">techedge Campaign Reallocator Feature Sheet</a> [pdf] User Manual  Campaign Reallocator Feature Sheet, Campaign, Reallocator Feature Sheet</p>
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References

- [te support@groupptechedge.com](mailto:support@groupptechedge.com)