



# TechEdge WebKarma User Manual

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WebKarma  
User Manual



Version	Date
1.0.1	04/02/2022
Latest Changes: Updated SG office address	

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

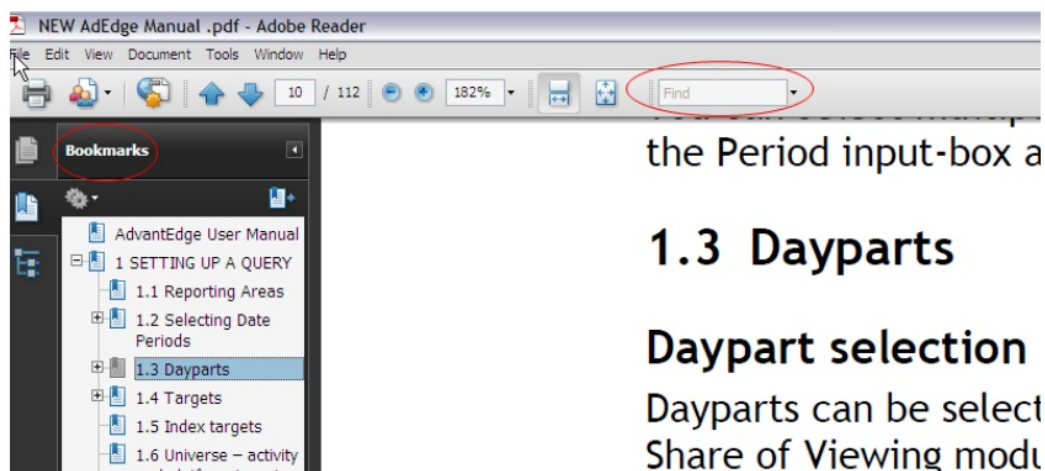
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## ABOUT THIS USER MANUAL

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 bookmarks 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 the 'Find' feature in your PDF viewer to search for specific terms.



the Period input-box a

## 1.3 Dayparts

### Daypart selection

Dayparts can be select  
Share of Viewing mod

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

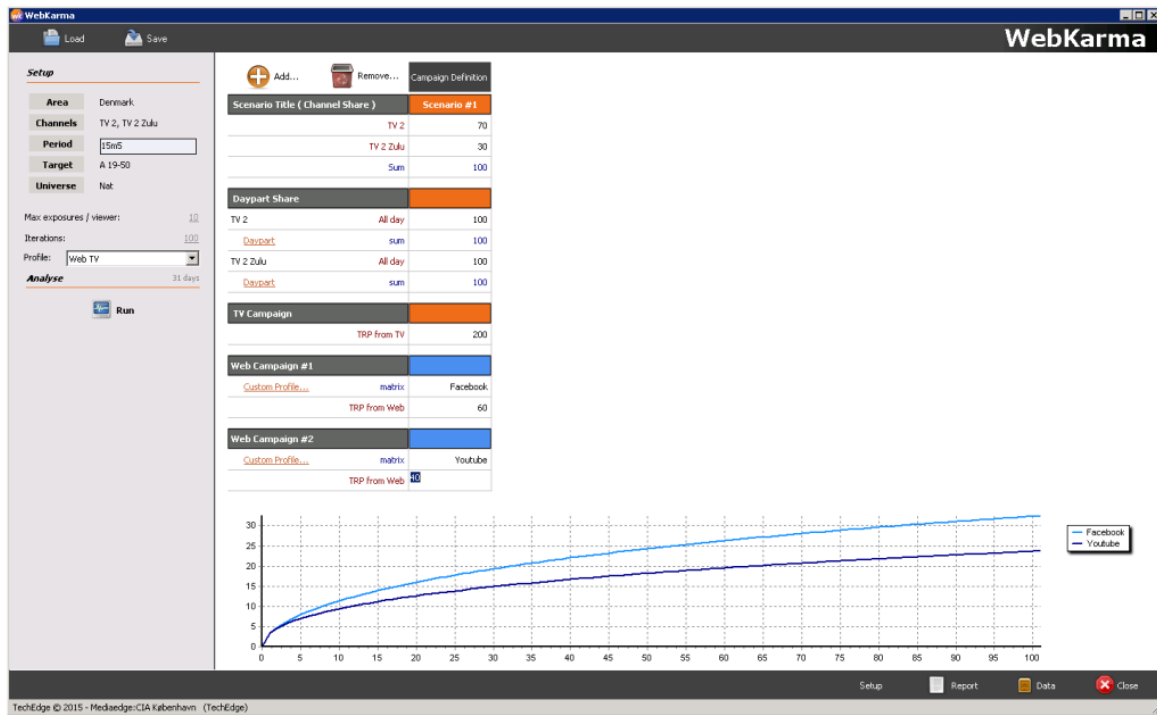
Thanks,

TechEdge Support team

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## 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 produces reliable reach estimates for future campaigns. In addition to this, a Digital campaign is modeled 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.

## 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'.

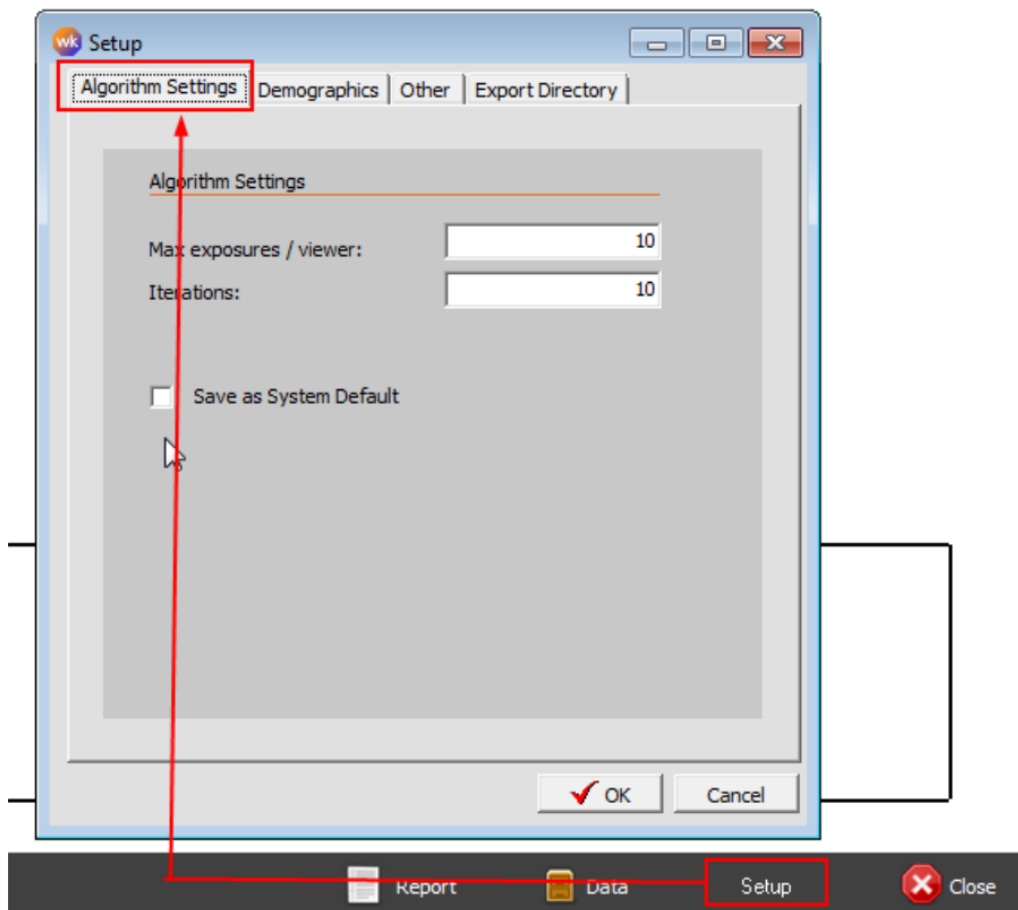


Figure 1: Algorithm settings

## 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 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:

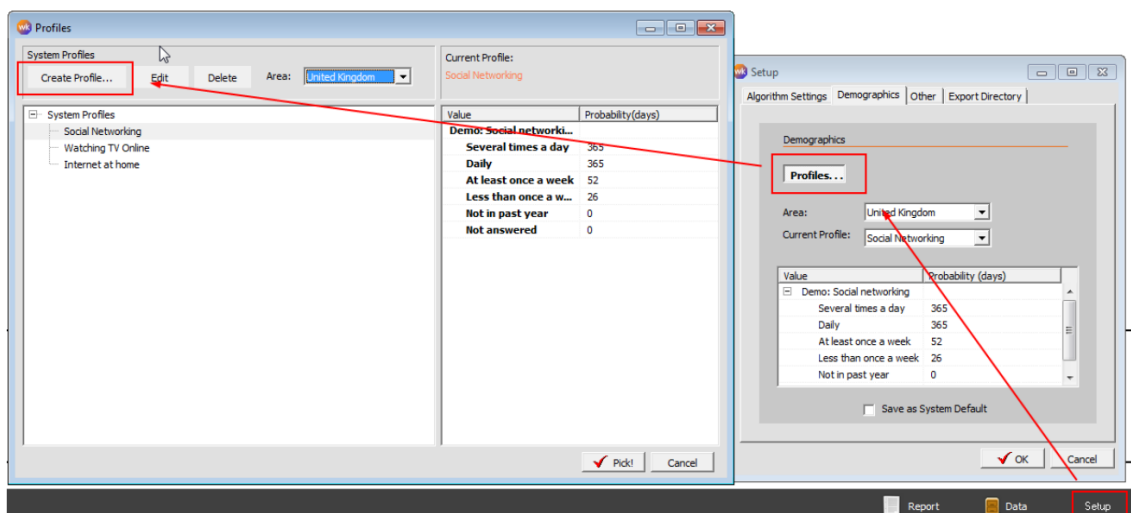


Figure 2: Create demographic profile

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 demography. When you have picked the demography you want to use, you can enter the probabilities for each value in the demography.

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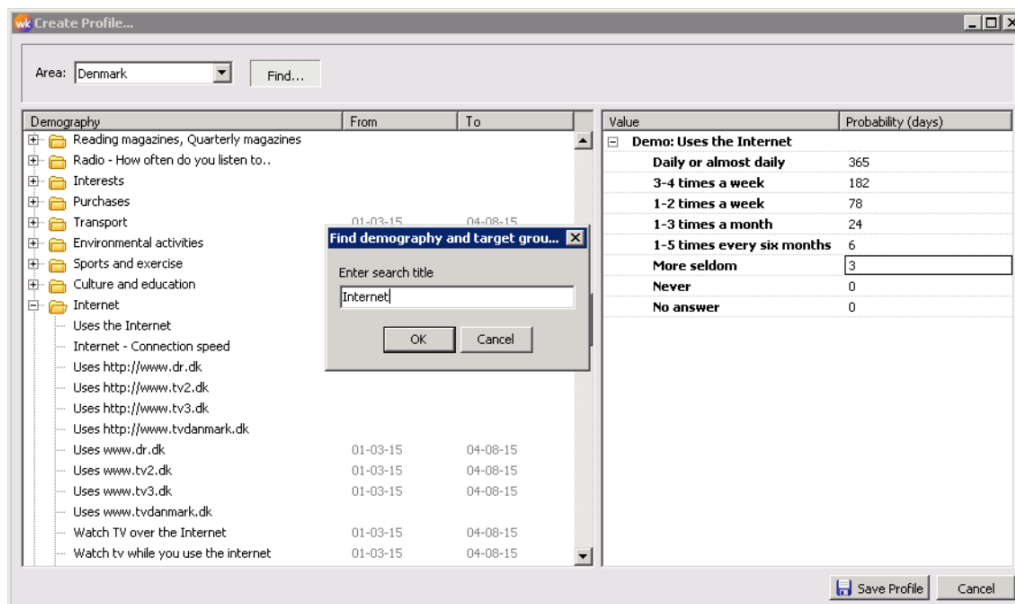
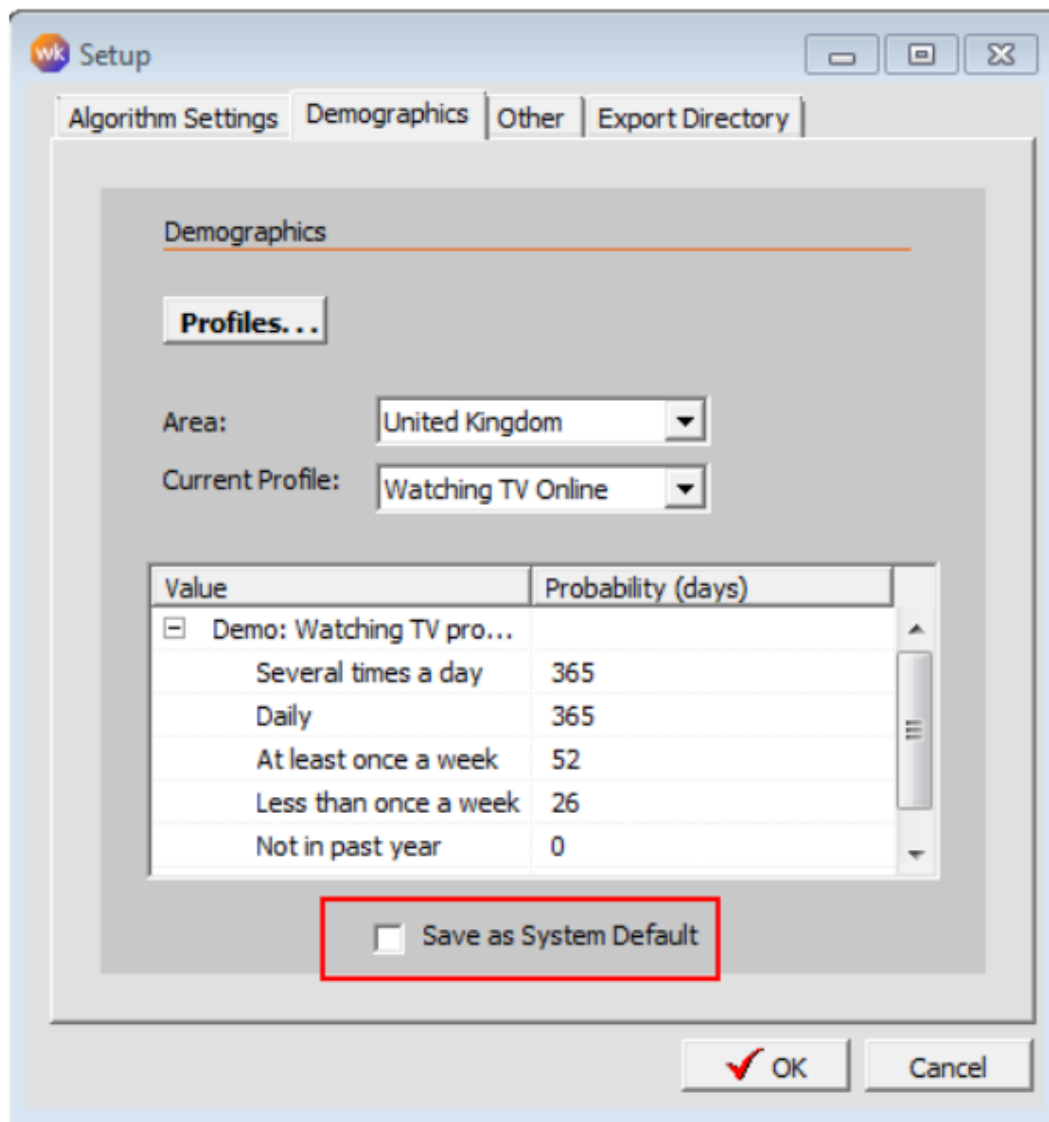


Figure 3: Setting up a demographic profile

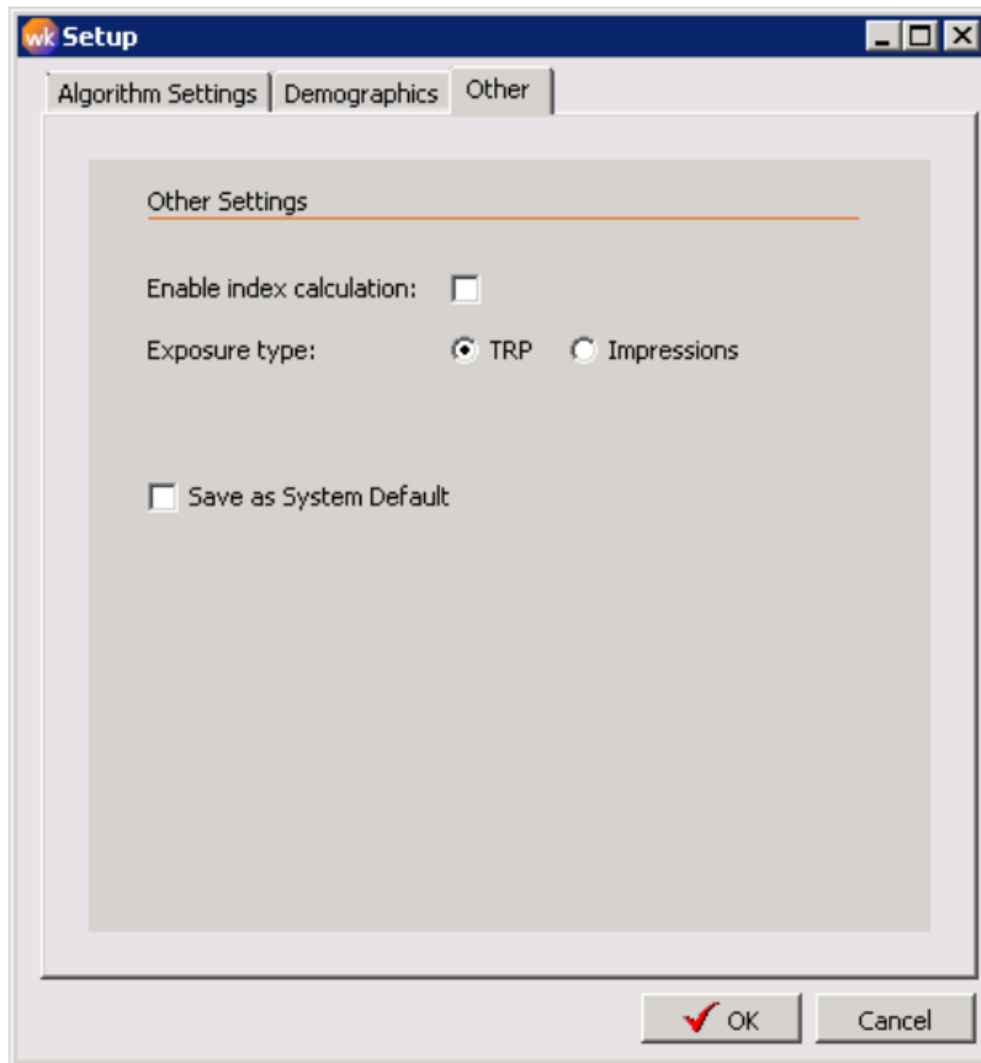
In the example above the selected demography is 'Uses the Internet', and the probability is entered as the amount of days per year a respondent has used it ('Daily or almost daily' equals 365). When you are done entering the probabilities press [Save Profile] and then [Pick]. You can create multiple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



## 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.

**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, and 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 to the campaign on the 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.

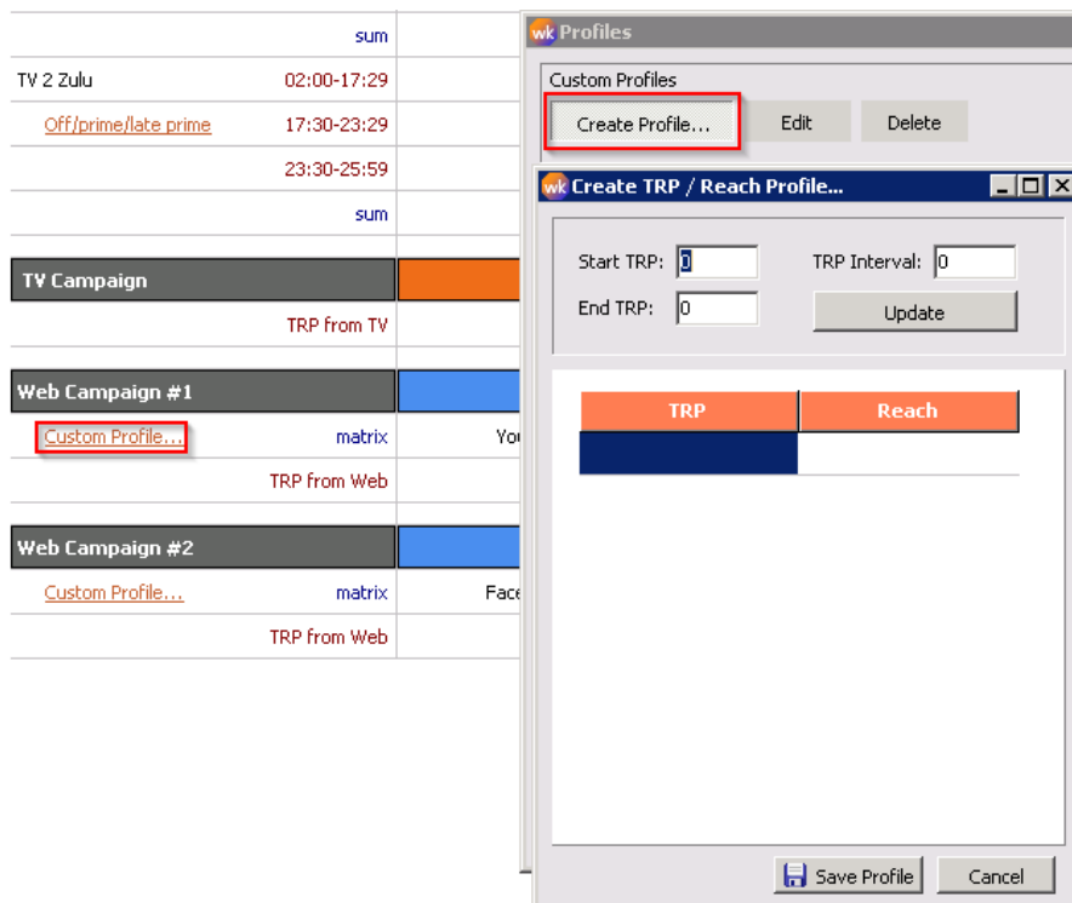


<div> <div>+</div> <div>Add...</div> <div>Remove...</div> </div>		Campaign Definition
Scenario Title	<div> <div>Scenario</div> <div>Web Campaign</div> </div>	Scenario #1
	TV 2	70
	TV 2 Zulu	30
	Sum	100
Daypart Share		
TV 2	02:00-17:29	33
<u>Off/prime/late prime</u>	17:30-23:29	34
	23:30-25:59	33
	sum	100
TV 2 Zulu	02:00-17:29	50
<u>Off/prime/late prime</u>	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 cover guide. 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).

**wk Create TRP / Reach Profile...**

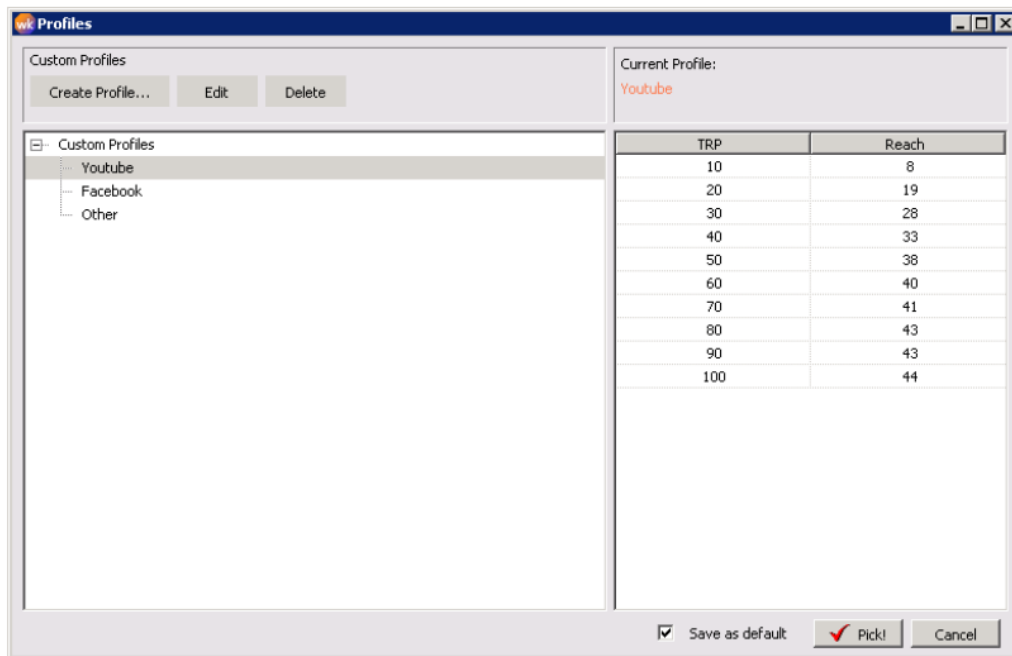
Start TRP:  TRP Interval:

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].

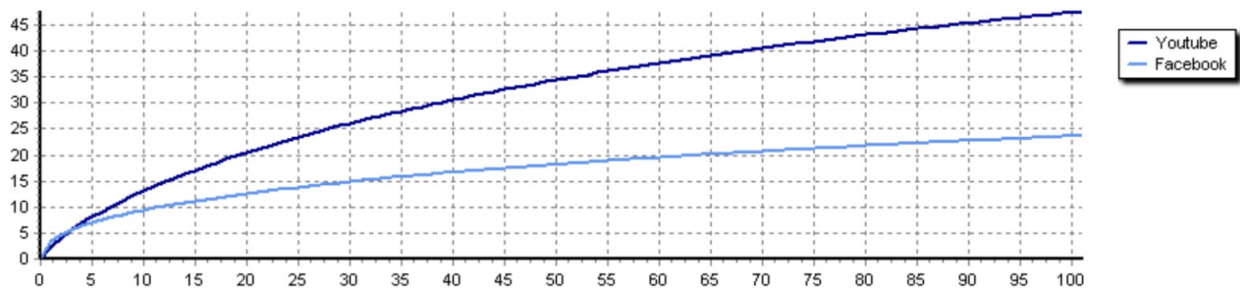


**Figure 9: Website profiles**

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:

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

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 the 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.

### *Index Calculation*

Index

136,48

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.

### *CPP / CPM Conversion*

Universe :

1.956.692

CPP:

2152

CPM:

110

**Figure 12: CPP/CPM conversion**

## 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):

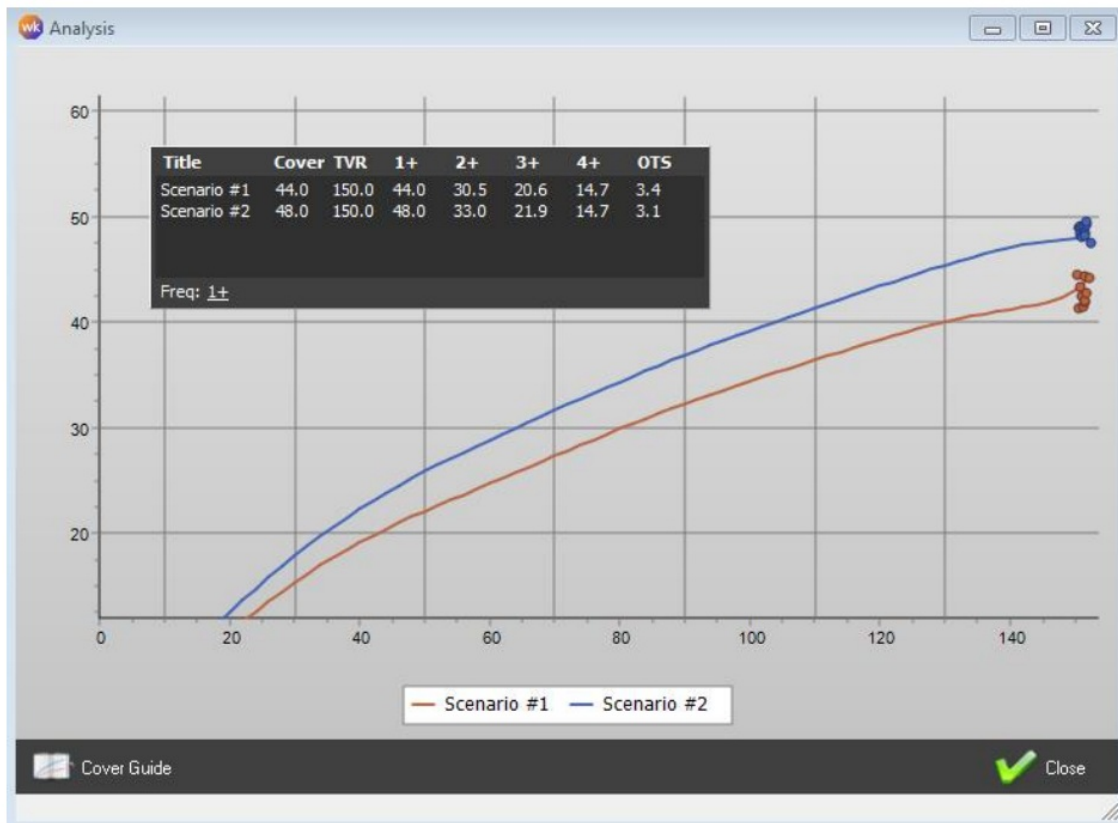


Figure 13: Results screen

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:

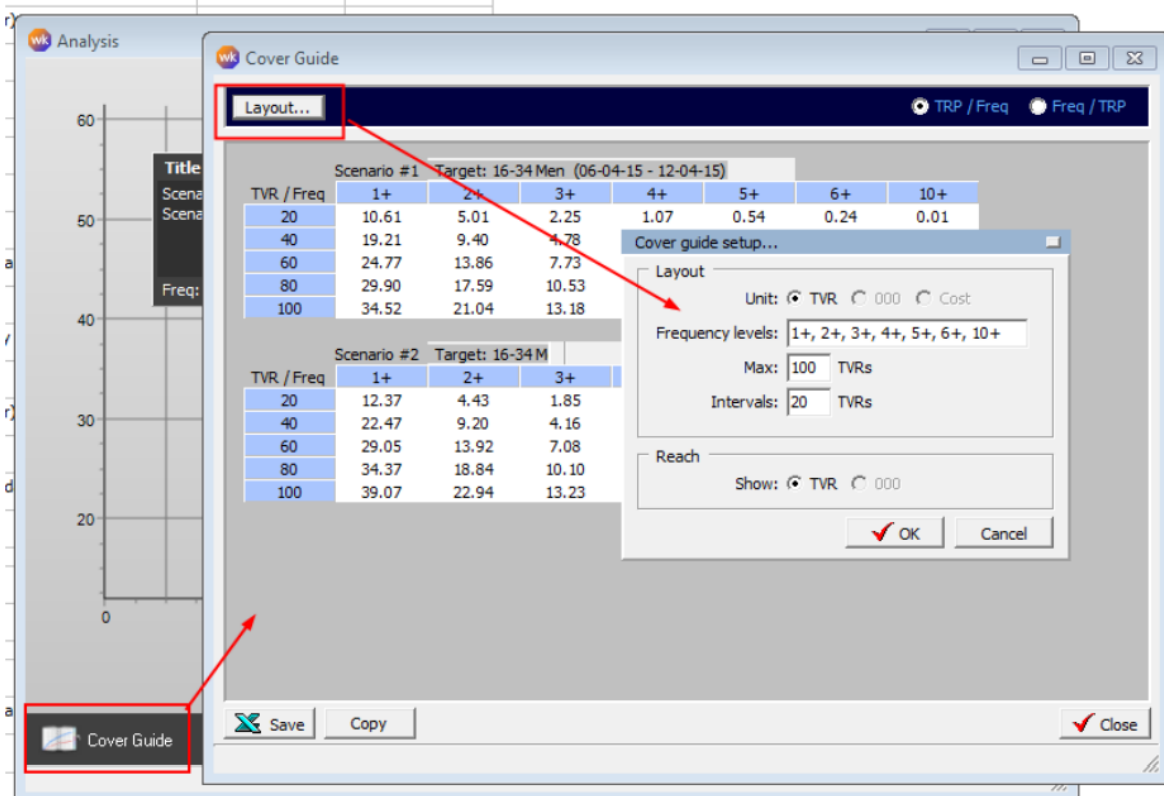



Figure 14: Cover guide

Documents / Resources

	<a href="#">TechEdge WebKarma</a> [pdf] User Manual WebKarma
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Manuals+