

# Atlas Advanced Analytics Pack

## Optimize media, creative and websites

### Media & Creative Analyses

- Creative Optimization Advisor
- Advanced Reach & Frequency
- Optimal Frequency
- Time to Convert
- Daypart
- Geographic Performance
- Campaign Builder
- Search & Display Synergy
- Keyword Path

### Landing Page Analyses

- Dashboard
- Click Density
- Link
- Scrolling
- In-Page Drop Off

### The Analytics Advantage

Atlas is pleased to offer a flexible, diverse collection of in-depth reports so you can tap into powerful metrics and optimize your media, creative and websites and make the smart marketing decisions you've been dreaming about. Use them all or pick and choose; the Advanced Analytics Pack is designed for you.

### Advanced Analytics for Media & Creative

#### Creative Optimization Advisor

This analysis is a stand-alone application for creative optimization with industry leading statistical methodologies and easily customizable parameters. Optimization Advisor allows you to override recommendations, make decisions quickly and easily, adjust aggressiveness levels, and best of all, helps you optimize the best creative for each placement.

#### Advanced Reach & Frequency

Go beyond the standard reach & frequency reports and get granular. Atlas' advanced reach & frequency reporting gives you metrics at the site, placement and creative level. Deeper analysis allows you to make more sophisticated and statistically significant campaign planning decisions, and gives you time to eliminate wasteful impressions and save money.

#### Optimal Frequency

This custom analysis quantifies the impact of user level frequency on your click-through and conversion rates. With this knowledge, you can pinpoint the most efficient frequency level (highest conversion rate), target your most profitable frequency level (highest yield), and identify sites that are under-utilized or oversaturated.

#### Time-to-Convert

Time-to-Convert Analysis segments conversions based on the time between the conversion and the last click or impression so you can accurately measure the impact of different conversion windows on your reporting.

#### Daypart

Daypart Analysis measures how impression delivery, clicks and conversion rates fluctuate throughout the day to help you make the most of your targeting efforts. Determine your price threshold for daypart targeting, and maximize ROI by targeting your media at certain times of the day for both search and display media.

#### Geographic Performance Delivery

Discover which areas of the U.S. or world receive the highest click-through rates and

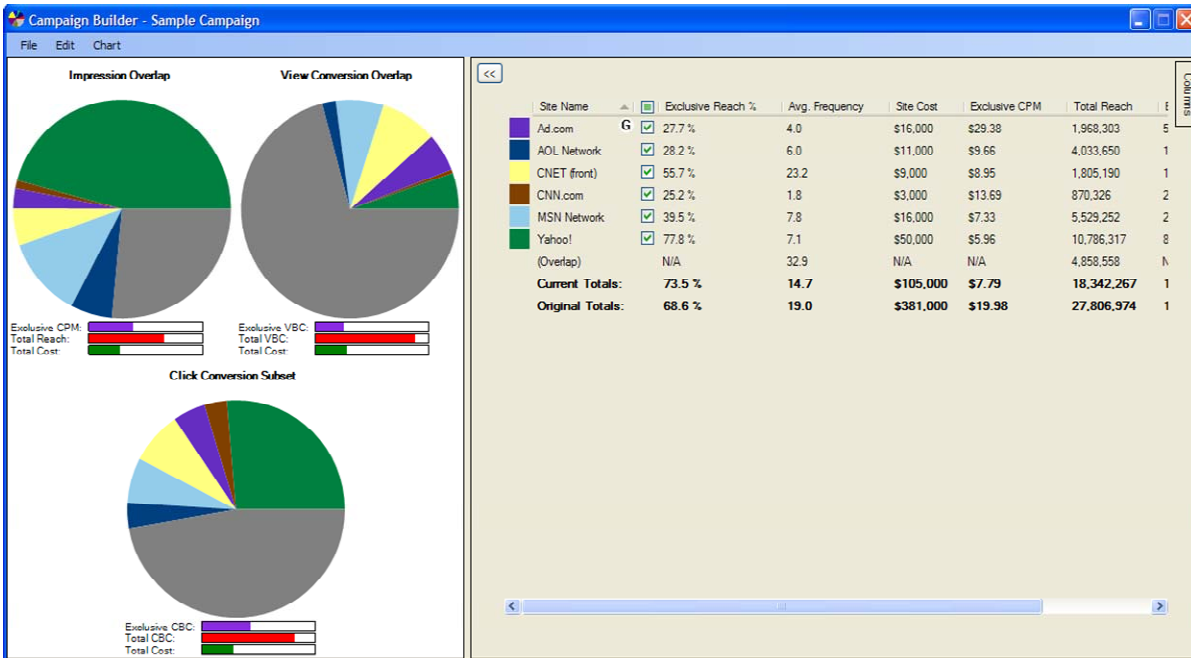


# Atlas Advanced Analytics Pack Overview

conversions, and create targeted messages for those particular groups. With this analysis, you can compare the online impact with your local offline marketing efforts. Did a billboard campaign in Milan drive more traffic to your site? Now, you'll know.

## Campaign Builder (see figure below)

With Campaign Builder, you can identify overlap across channels, sites and placements in order to: analyze how sites contribute reach versus frequency, pinpoint buys that reach the highest number of converters beyond the last ad clicked, and view overlap between channels (e.g. search and display campaigns).



## Search & Display Synergy

Accurately measure how your display ads are boosting the success of your search campaigns. This custom analysis not only shows you the overlap between search and display, but also determines whether synergy occurs across channels and sites. Additionally, it identifies the best media opportunities to scale "halo effect."

## Keyword Path

Keyword Path Analysis reveals search behavior patterns to show which keywords drive prospects into and through your sales funnel (even if they don't get credit for conversions), which keywords are clicked most often in combination with others, and which paths are driving converters.

## Advanced Analytics for Landing Pages

### Dashboard

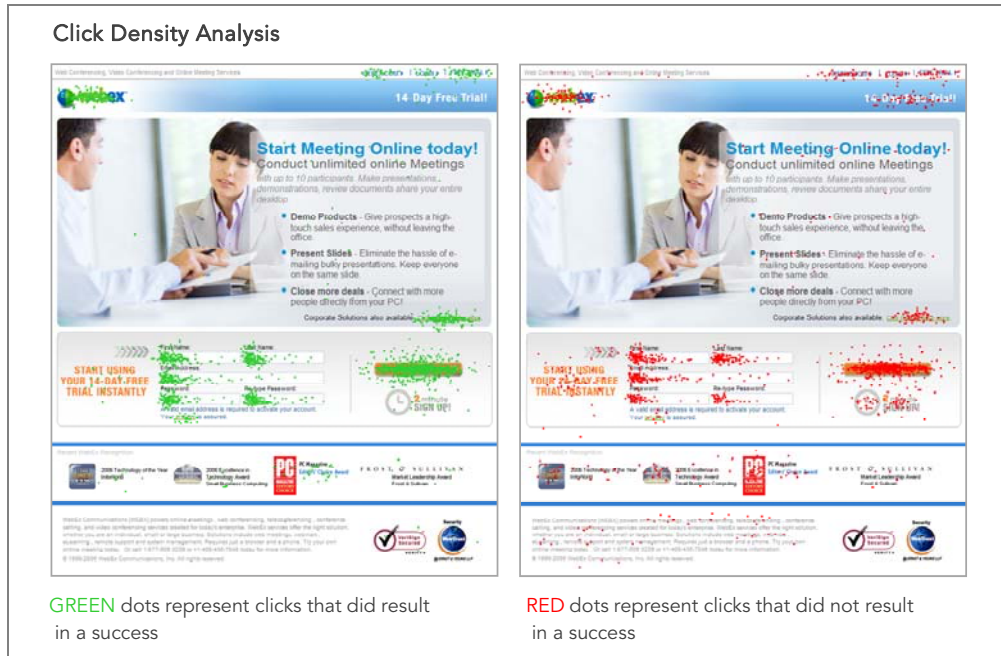
Dashboard Analysis zeros in on top-level performance metrics to learn about the interactivity of your page and how it affects campaign success.



# Atlas Advanced Analytics Pack Overview

## Click Density (see figure below)

Click Density captures every area (including links, images, text or white space) where users click to provide a high-level snapshot of hot and cold areas on a web page. The clicks are then segmented by success versus abandonment.



## Link

Link Analysis inventories and determines the success of links on a landing page. You can pinpoint the content users access and find out if it generates a conversion and improve each link's effectiveness.

## Scrolling

Scrolling Analysis provides a breakdown of scrolling behavior on each page to learn what areas are viewed and by how many users. Learn if users view content below the fold, and ensure that your page has the most effective layout for users to find the most valuable content.

## In-Page Drop-Off

This analysis measures how users interact with landing pages with forms or a specific Call-To-Action (CTA). It quickly shows where users are dropping off and whether or not they are taking the intended action – either completing a form or clicking on the CTA. In-Page Drop-Off Analysis tracks user clicking behavior and interactivity rates to determine friction points on the page which keep users from converting.

## For more information

To learn more about any of these analyses or the entire pack, please do not hesitate to contact us.

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