Campaign Re-allocator
Campaign modification tool

The campaign re-allocator is a campaign modification tool designed to take an existing spot campaign and manually or automatically remove and insert new spots to see what effect it has on the ratings and reach levels.

Re-allocator has a range of filters which makes it very user friendly. It provides a full overview of all parameters and key figures, and these are instantly updated as you make changes to the campaign.

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Reallocation options

Campaign Re-allocator is a campaign modification tool. The modification can be done in two ways:

- Manual reallocation where spots which aired on the original campaign can be substituted manually by marking up the relevant spots

- Automatic reallocation where it's possible to perform a reallocation based on a number of spots, TRP/'000 or cost.

The campaign re-allocator works on empiric data using an actual historic campaign selected by the user. The user selects the period, brand, target and channels, and the system will calculate all key figures for the campaign and display a spot-by-spot listing.

Output

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The output screen is split into 4 sections:

- Upper left corner: The list of original spots for the brand selected.
- Upper right corner: The list of available spots on selected non-campaign 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.

Additional features

- Extensive filter options for importing additional spots.
- Ability to restore the original campaign during the work process.
- The user can save the campaign results including the reallocated spots which allow them to continue to work on the reallocation by selecting the campaign at a later point in time.
- Export the spot lists and the output summary.
- Remove ratings on one or more channels and automatically add the removed ratings from other channels to sum up to the original campaign ratings.
- Set up custom channel dayparts.
- Enter a cost-per-thousand for each channel used in the campaign.

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