Unicorn

Campaign Manager

Unicorn is a campaign management application that allows users to input campaign details such as: advertiser, product, campaign goals and budgets. Users can then create pre-campaign reports, monitor active campaigns to ensure they are on track, and send out campaign schedules and post-campaign reports to their clients.

Unicorn also features powerful reports that enable the users to keep track of a range of key information such as prices paid across time, advertisers and agencies.

Campaign overview

The Campaign Manager window is the main screen of Unicorn. Here you can view and filter on all campaigns created by the users of the system. You can also create new campaigns, edit and delete existing campaigns, and run reports.

Reports

You can create a number of different reports in Unicorn to meet a range of requirements. For example, you may wish to get an overview of the average TRP price paid for a client in 2015, or perhaps you would like to benchmark different agencies in a group against each other. There are very few limits to the amount of information regarding your campaigns that you can extract from the report module.
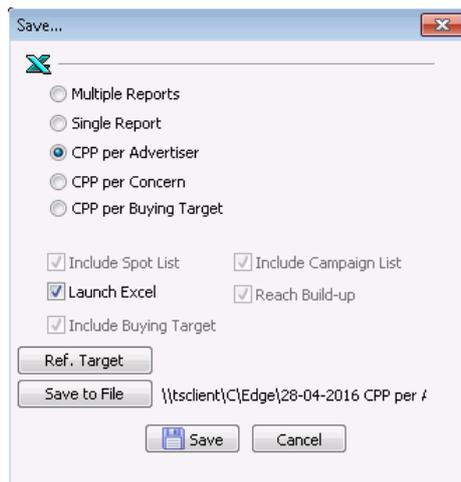
Schedules and Campaign Delivery Estimation

In the Schedules module you can upload spot lists you receive from broadcasters. A new spot list format will have to be customized before you can upload it to Unicorn (please contact TechEdge Support). When you have uploaded a spot list(s) into Unicorn you can then create a compiled schedule report for your clients in PDF and Excel.

You can also use the uploaded spot lists to estimate campaign delivery. Estimation parameters can be set individually for each of the broadcasters.

The estimated TRP level can be compared with the actual delivery and goals in the Monitor section.

If you want to create a compiled spot list for your client, then click "Load" to browse to the location where you saved the spot list and then click "Open". When done you can click "Report" to create the Schedule Report in PDF format and Excel.

Monitor

In the Monitor section of Unicorn, you can easily check how campaigns are performing against goals set for the campaign.

The first page will give you a quick overview of your planned TRPs vs actual delivery. The graph compares TRP goal versus predicted delivery. As soon as a campaign is active the predicted curve will be replaced day by day with actual TRP's delivered.

Channel	TRP planned	TRP actual	Difference	PIB	Prime (18:00 - 23:30)
TV 2 Familien	120	11	-109	11%	51%
MTG TV	81	5	-76	5%	62%
Discovery Networks	69	4	-65	17%	60%
NGC	10	1	-9	0%	77%
All channels	**280**	**21**	**-259**	**10%**	**57%**
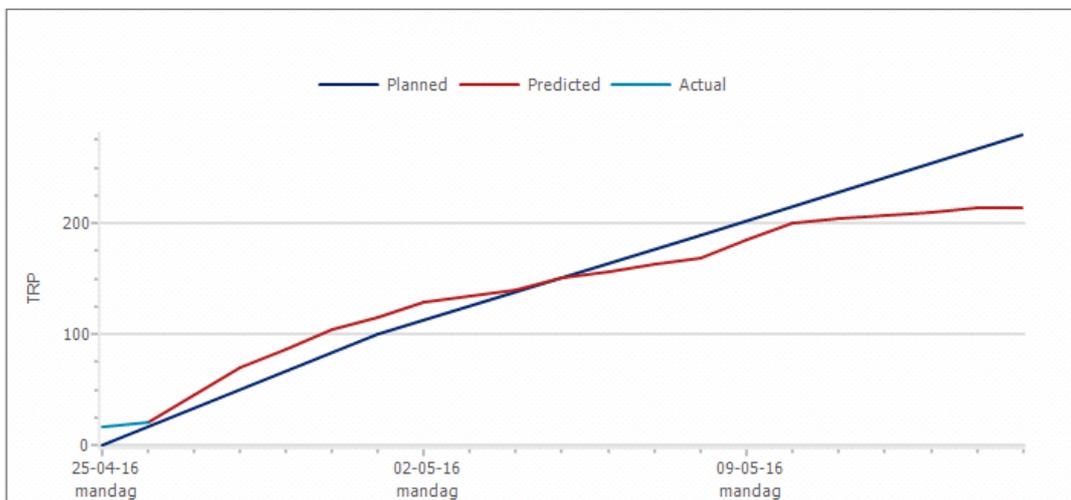
If you need more detailed information about campaign delivery on different goals you can click on any of the channels/channel groups and monitor how individual channels, targets audiences, spot variants or timeslots are performing.

Sub-channels, Share, Conversion

Channel	TRP-Share	Conversion*
TV 2	80%	0,95
TV 2 Zulu	5%	1,52
TV 2 Charlie	7%	0,29
TV 2 Fri	6%	0,85
TV 2 SPORT	1%	0,64
Total	**100%**	**0,92**

* Primary audience / Buying audience

Total & Weekly delivery

Buying audience

	Week 17	Week 18	Week 19	Total
Planned	49	46	46	141
Actual	12	0	0	12
	-38	-46	-46	-129

Planned conversion
0,85
Loss / Gain
1 TRP

Primary audience

	Week 17	Week 18	Week 19	Total
Planned	42	39	39	120
Actual	11	0	0	11
	-31	-39	-39	-109

TRP per spot

Buying audience

PLANNED	Duration	Week 17	Week 18	Week 19	Total	Share
BB 25 sek v1	25	50,32	45,29	45,29	140,91	50%

Planned 30" TRP
128

Actual 30" TRP
11

ACTUAL	Duration	Week 17	Week 18	Week 19	Total	Share
BB 25 sek v1	25	11,64	0,00	0,00	11,64	100%

Value
-213.215

Timeslot

Morning	Day	Early Prime	Prime	Night
6:00 - 9:59	10:00 - 17:59	18:00 - 19:59	20:00 - 23:29	23:30 - 05:59
8%	35%	0%	43%	14%

17:00 - 23:00
50%

Position In Break (Defined as 1, 2, 2nd last & Last)

First	2nd	Middle	2nd last	Last
12%	3%	39%	39%	7%

PIB	61%
No Pib	39%

Pre- and Post-Reports

Clicking the Pre- and Post-report buttons will create a .pdf report you can save and send to your clients. Unicorn needs to be customized in order to create a report that matches your requirements in terms of colours, company logos etc.

GRP by channel group

Planned ■ Actual ■

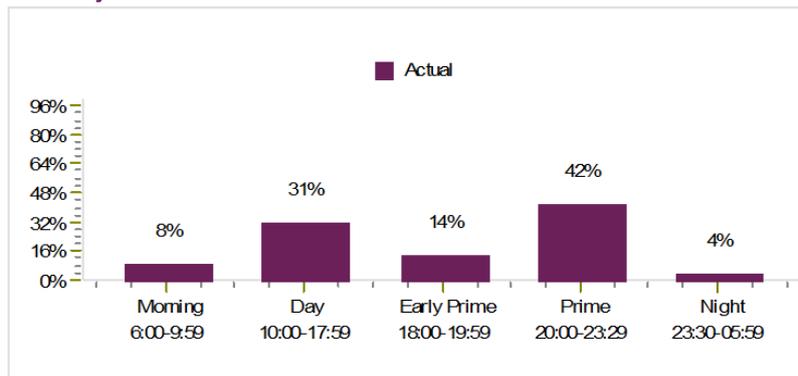| Channel	Planned	Actual
TV 2 Familien	141	143
MTG TV	93	89
Discovery Networks	98	102
WebTV	18	0

Delivery in time slots

■ Actual

Time slot	Actual
Morning 6:00-9:59	8%
Day 10:00-17:59	31%
Early Prime 18:00-19:59	14%
Prime 20:00-23:29	42%
Night 23:30-05:59	4%
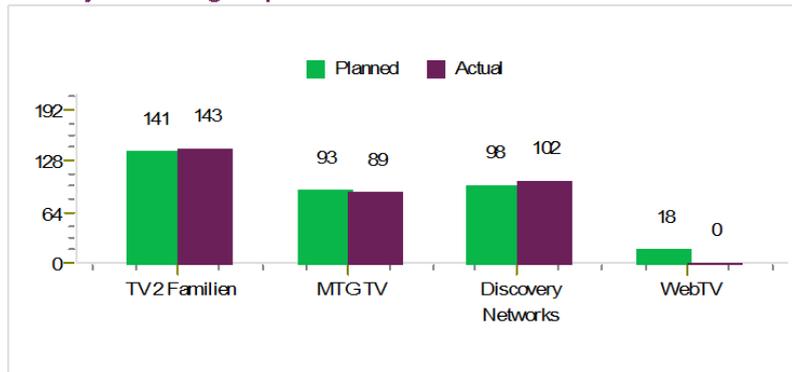
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