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Advanced online customer acquisition campaign for Company X

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**Advanced online customer acquisition campaign for
Company X**

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Marketing is a multidimensional concept and different companies invest in the sectors most relevant to their business's goals. In addition to visible efforts such as advertising, marketing includes numerous procedures that companies use to create added value for their stakeholders. Digital marketing is marketing communications where information technology and electronic channels, such as the Internet, are used.

The thesis is conducted as an action based research and the final product was a digital advertising campaign for a travel industry company X and its customer program Y. The aim was to execute an advertising campaign that reaches its goal of increasing the amount of customer program members. In addition, the thesis aims to illustrate the possibilities of digital marketing and aid the reader to understand what can be reached in digital marketing through the use of modern tools and techniques.

Literature and electronic sources were used as references in the thesis. The advertising campaign's digital execution was planned and executed as a collaborative effort by media agency Toinen Helsinki Oy, online marketing agency Ainoa Helsinki Oy, and digital marketing agency Kuubi.

The campaign process was executed during the Spring of 2012. The process was executed by the advertiser, advertising agency, digital marketing agency, media agency and online marketing agency. The advertiser briefed the agencies, out of which the advertising agency planned the campaign's appearance. Digital marketing agency produced the basis for the campaign's digital adverts, and created the campaign site. Media agency and online marketing agency planned and bought the campaign's media. Online marketing agency created the final adverts, tracked and optimized the campaign throughout the campaign period, and reported the results to the advertiser.

Radio and multiple digital channels were chosen as the campaign's channels. Display, Facebook, text link advertising and direct e-mail marketing were included in the campaign's digital execution. In total, 12 media were used in display advertising.

The campaign period was 18.4-31.5. When reporting the results, it could be established that the digital campaign exceeded all of its goals.

Keywords: digital advertising, advertising, optimization, digital advertising campaign

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Markkinointi on monitahoinen käsite ja eri yritykset panostavat liiketoiminnassaan heille olennaisimpiin markkinoinnin osa-alueisiin. Markkinointi pitää sisällään näkyvien keinojen, kuten mainonnan, lisäksi muitakin toimintatapoja joilla pyritään lisäämään yrityksen arvoa sen sidosryhmille. Digitaalinen markkinointi on markkinointiviestintää jossa käytetään tietotekniikkaa sekä sähköisiä kanavia, kuten Internetiä.

Opinnäytetyö on toiminnallinen työ ja sen produktina syntyi digitaalinen mainoskampanja matkailualan yritykselle X ja sen kanta-asiakkuusohjelmalle Y. Tavoitteena oli toteuttaa mainoskampanja, joka saavuttaa tavoitteensa asiakasohjelman jäsenmäärän kasvattamisessa. Lisäksi opinnäytetyö pyrkii kuvaamaan digitaalisen mainonnan mahdollisuuksia sekä auttaa lukijaa ymmärtämään, mitä digitaalisella markkinoinnilla voidaan saavuttaa nykyaikaisilla työkaluilla ja tekniikoilla.

Opinnäytetyössä käytettiin kirjallisia ja sähköisiä lähteitä. Mainoskampanjan digitaalinen osuus suunniteltiin ja toteutettiin mediatoimisto Toinen Helsinki Oy:n, verkkomarkkinointitoimisto Ainoa Helsinki Oy:n ja digimarkkinointitoimisto Kuubin yhteistyönä.

Mainoskampanjaprosessi toteutettiin kevään 2012 aikana. Prosessin toteuttivat yhdessä mainostaja, mainostoimisto, digimarkkinointitoimisto, mediatoimisto sekä verkkomarkkinointitoimisto. Mainostaja ohjeisti toimistot, joista mainostoimisto suunnitteli kampanjan luovan ilmeen. Digimarkkinointitoimisto toteutti kampanjasivuston sekä pohjan kampanjan digitaaliselle mainonnalle. Mediatoimisto sekä verkkomarkkinointitoimisto suunnittelivat kampanjan mediat ja ostivat mediatilan. Verkkomarkkinointitoimisto tuotti kampanjan mainokset, seurasi ja optimoi kampanjaa läpi kampanja-ajan sekä raportoi tulokset mainostajalle.

Mainoskampanjan kanaviksi valittiin radiomedia sekä useita digitaalisia kanavia. Kampanjan digitaalinen toteutus sisälsi display-, Facebook- ja tekstilinkkimainontaa sekä sähköpostisuoramarkkinointia. Display-mainonnassa käytettiin yhteensä 12 mediaa.

Kampanja-aika oli 18.4-31.5. Tuloksia raportoitaessa voitiin todeta digitaalisen kampanjan ylittäneen kaikki sille asetetut tavoitteet.

Asiasanat: digitaalinen markkinointi, mainonta, optimointi, digitaalinen mainoskampanja

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1 Introduction

Television, radio and print have been the traditional channels used in marketing and advertising. However, this tendency has been changing since the 1990's and companies are now focusing more in using the internet as a communications channel. The internet has made it possible for some companies to conduct their business strictly online without a need for a traditional bricks-and-mortar store. For consumers, internet has eased the task of comparing products, and products can now be purchased online.

Internet is within reach of virtually everyone in Finland, which is why companies have shifted more of their business activities and investments online. A study conducted in 2012 by IAB Finland seems to support this theory, as the study indicates that the amount of online advertising has grown from the previous year. Online was the only media group that continued to grow during 2012. In total, investments on online advertising were 10% higher than in the previous year. This seems to support the idea that the role of the web in marketing and advertising is growing bigger, and advertisers have also increased their investments for online advertising.

The topic of this thesis is digital marketing and online campaigning, which is a current issue in many companies. Nearly all Finns have access to the internet, and research implies that consumers continue to grow more active in their use. A study by TNS Gallup and IAB Finland, titled *Internet-käytön kehitys Suomessa*, also implies a growth in the role of the web. In 2012, nearly 88% of Finns aged 15 to 79 used the Internet weekly. This is why advertisers should take the possibilities presented by the web into even better account. (IAB Finland 2012c)

1.1 Background and aim of the thesis

This thesis has been conducted as a product-based research and the final product is an online execution of a client company's customer acquisition campaign. Both authors of this thesis are employees of Ainoa Helsinki Oy, and were members of the team producing the online campaign during spring of 2012. The product-based research approach seemed like a natural choice, as the analysis of an extensive and precise online campaign also provided the author's own work with interesting insights and findings. In addition, the amount of online advertising is constantly growing, which makes the topic interesting also for advertising and media agencies. The aim of the thesis is to describe the various possibilities and uses for online advertising. The measurability of different actions, a major characteristic of the final product, must be emphasized when discussing online marketing. The aim of the thesis can be concluded as: "An online campaign execution for a transportation company, which aids in achieving the set goals efficiently while optimizing all actions." Additionally, this thesis aims to assist the

reader in understanding what can be achieved in digital market marketing with the help of modern tools and optimization techniques. This is of considerable importance right now, as advertisers are shifting their advertising budgets from traditional channels to digital channels. The thesis also serves as a case example and guide for colleagues and the client company looking to conduct performance based online campaigns.

With the assistance of this thesis, it will be easier to choose adequate marketing channels and media for similar campaigns in the future. When planning customer acquisition campaigns, examining the results from this particular campaign can be of assistance. They provide the planner with more knowledge to rely on and present an idea of what kind of resources are needed for creating similar campaigns.

1.2 Structure and limitations

The structure of this thesis is formed by theory, product, and conclusions. Industry literature, research studies, and Internet articles have been used as sources for the theory section. The section begins with general marketing theory. This serves as a basis for the theory section, as the product section of the thesis covers online advertising, which is a part of marketing. After the basics of marketing and advertising theory have been established, digital marketing communications is presented in greater detail. Covering digital marketing communications acts as a foundation for online advertising which is more thoroughly examined. To provide the reader with an understanding of the different possibilities, channels for online advertising are described. The targeting options and buying methods concerning display advertising are reviewed in detail, as display advertising had an important task in the campaign execution.

After digital marketing, the theoretical process of setting the goals, target groups, budgets and timing for an advertising campaign is presented, followed by a description of the roles of advertising and media agencies and the client company regarding campaign execution. Factors of media planning are discussed in detail. Different methods of measuring online actions are described. Measuring of actions was essential for the completion of the product.

The second section of the thesis is the description of the product, where campaign planning, optimization, and reporting are discussed. First, the client company and the campaign brief are presented. Media planning and channel choices are described, as well as the main tools used during the campaign.

The amount of advertising material in the campaign was extensive, and the process of material production is presented after media planning and campaign tools. The final part of the product discusses campaign publishing, optimizing and results.

In the third section of the thesis the campaign's results are compared to the initial goals. The performance of different channels and media during the campaign is discussed. Through the analysis of the campaign's goals versus results, suggestions are given regarding possible future campaigns.

The subject of the thesis is limited to online advertising, which in this case covers display, Facebook, and e-mail advertising. As the product section is covered from the position of a media agency, the processes of the advertising agency and other affiliates are not described in detail.

2 Marketing

Traditional marketing and digital marketing will be discussed in this chapter. These concepts are to be examined thoroughly since the thesis is a detailed description of a marketing campaign that was conducted online. Advertising is also described, but with an emphasis on digital channels due to the digital nature of the campaign.

2.1 Marketing

Marketing is a multidimensional concept and different companies invest in the sectors that are the most important and relevant to their business's goals. Often efforts that are easily detected by consumers, such as television commercials or newspaper advertising, are considered as marketing. Yet, there are many facets and actions in marketing which companies use to create added value for their customers and stakeholders. Understanding your target audience is also an essential part of marketing. When planning marketing actions, companies have to, for example, consider the purchasing power and needs of the target audience. (Armstrong & Kotler 2009, 37-38)

It is important for companies to have a marketing strategy. In the marketing strategy the company has already planned how to serve customers in the most appropriate way and decided on their primary focus group. Marketing strategy can be considered as the structure of marketing. When companies plan their marketing, the term marketing mix is used. Marketing mix presents four different approaches to marketing planning. These approaches are Product, Price, Place, and Promotion, also known as the "Four Ps". These factors help companies to divide their marketing actions and handle them with more clarity and concreteness. (Armstrong & Kotler 2009, 79-83)

2.2 Promotion mix

Promotion mix is a part of marketing and consists of advertising, public relations, personal selling, sales promotion, and direct marketing. Specifically, promotion mix is the combination of the aforementioned activities. Their purpose is to help companies communicate with clients as adequately as possible while strengthening customer relationship. Different means are used depending of the desired outcomes. Usually, to achieve the best possible result, a combination of the five activities is used. (Armstrong & Kotler 2009, 383)

Promotional offers that persuade consumers to act impulsively are the most common tools for sales promotion. In practice this means strengthening consumer interest towards certain products and services through discounted prices.

Personal selling is strongly used in business-to-business relations, but it can also be found in business-to-consumer trading. The benefit of this activity is the personal relationship between the client and the seller. Personal selling may be the only way to conduct sales and nurture the customer relationship in some cases, but this may result in a too big of an expense. (Armstrong & Kotler 2009, 388)

The purpose of public relations is to create a strong and good relationship between partners and other stakeholders. Public relations is used to manage the company image. This means that the company responds to e.g. possible rumors and news stories in an appropriate manner best suited for the situation. (Armstrong & Kotler 2009, 383)

Direct marketing is used in an attempt to reach a predefined target audience through the use of mail, telephone, e-mail or even the internet. Direct marketers usually take advantage of different client registers and even purchase readymade lists which contain the target audience's contact information. These lists are already customized by the seller to meet the marketer's needs. Direct marketing is often directed at the company's existing customers as their contact information is easily available, however it is also used to attract new clients. (Armstrong & Kotler 2009, 383)

2.3 Advertising

Advertising is one aspect of the promotion mix. Aspects of the promotion mix are used both to build customer relationship and to communicate with the customers. Promotion mix consists of advertising, personal selling, public relations, direct marketing, and sales promotion. However, this thesis will put an emphasis on advertising, as the other aspects did not properly apply for an online campaign. The term advertising can be described in many ways, and Armstrong & Kotler (2009, 411) describe it as "any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor." (Armstrong & Kotler 2009, 383)

Many different channels can be used for advertising: print, outdoor, internet, radio and broadcast. When doing advertising, companies usually use a combination of different channels in order to achieve the best results. Advertising is a way to reach huge amount of consumers with relatively low costs. Advertising to big masses might not be the most personal way to reach customers. Compared to advertising, personal selling is a much more personal way to affect consumers but companies can reach more customers through advertising. As mentioned before a combination of different channels is usually the key to success. (Armstrong & Kotler 2009, 387-389)

2.4 Digital marketing communications

There's no single definition for digital marketing communications (DMC). The term has become to mean any form of marketing communication that's carried out digitally or in digital media. Digital marketing communications can be defined as communication and interaction between a company or a brand and its customers in which information technology and digital channels such as the internet, e-mail, mobile phones and digital television are used. It should be noted that digital marketing is not synonymous for internet marketing, although these concepts have many contents in common. Digital marketing exists also in other channels than the Internet. An individual can receive digital marketing messages to his or hers mobile phone by SMS, or he or she can interact with an outdoor advert. These are examples of digital marketing communications reaching audiences that do not necessarily use the internet. (Karjaluoto 2010, 13-14)

Digital marketing comes in a variety of forms. The most known forms are electrical direct marketing (e-mail and mobile) and Internet marketing which includes company websites, campaign sites, internet advertising (such as banners) and search engine marketing. There are also a wide variety of digital marketing forms that are lesser known, such as viral marketing, adverts made into games, mobile marketing, social media, interactive television, and web seminars and -contests. (Karjaluoto 2010, 13-14)

This thesis concentrates on the forms of digital marketing that are carried out in the internet.

2.5 Internet advertising

In 2011, 220.7 million Euros were spent on Internet advertising in Finland. The amount consists of the sums spent on display advertising, classified ads, search engine marketing and the selling of online directories. (IAB Finland 2012a)

2.6 The Internet media mix

The Internet media mix can be divided into four categories, which are earned, owned, paid, and more recently, shared media. (Odden 2012)

2.6.1 Earned media

Earned media is a PR term often used for brand coverage earned in publications both online and offline. It is a result of brand behavior, meaning that well coordinated uses of both paid and owned media may result in earned media. An example of earned media would be an arti-

cle published about performance-based advertising agency Ainoa Helsinki in a marketing publication such as *Markkinointi & Mainonta*. Word-of-mouth in social media is also considered as earned. The benefits of earned media are the credibility resulting from not being paid or owned, the transparency of such coverage, and the long lifetime. However, as marketers have no control over earned media, it can also be negative. These, along with the fact that its effect is hard to measure, are the challenges of earned media. (Corcoran 2009)

2.6.2 Owned media

Owned media is the term used for channels a brand owns and controls. Examples include websites, blogs and newsletters. These medias are fully owned. Social media accounts such as Twitter, Facebook or Youtube can be considered to be partially-owned. However, if the brand chooses to let its audience engage in social media, then that media becomes shared. Owned media is used to build long-lasting relationships with potential customers and to earn media. Compared to paid media owned media is more cost-efficient, long-standing, and versatile. It can also be effective in attracting otherwise hard to reach niche audiences. As owned media is communication coming from the company, it may not seem trustworthy to the audience. Scaling of owned media is also slow and there are no guarantees that a brand's actions are effective. (Odden 2012)

2.6.3 Paid media

Any media that a brand pays to use to garner reach, visitors or conversions is considered paid media. These include display ads, keyword search ads and site sponsorships. The benefits of using paid media are that it is in demand and immediate and at least partially controlled. It is also the media with the largest scale. Clutter and poor credibility are the challenges in using paid media. Response rates of potential customers are also declining. (Odden 2012)

2.6.4 Shared media

Shared media occurs when brands and the public co-create content and media. This usually takes place in a social networking site such as the aforementioned Facebook, Twitter or Youtube or in the brands own site. One example of shared media is Dell's IdeaStorm concept, where anyone can share an idea of a new product or service they would want to see Dell provide. (Odden 2012) The IdeaStorm community can vote on and discuss these ideas, as well as discuss other topics chosen by the IdeaStorm team. The concept was introduced in 2007 and since its launch it has accumulated over 16 000 ideas out of which nearly 500 have been implemented. (Ideastorm) Benefits of shared media are that it is engaging to not only to the brand and the person in a dialogue, but also to the people observing. It is also cost efficient.

As the nature of social networks encourages people to share, shared media can also spread from a person's network to others'. Shared media can seem risky, as brands have to give up some degree of control to let the public participate in content creation. Brands looking into shared media should be ready to mitigate the risks and be able to respond to them rapidly. (Griffin 2011)

Table 1. Definition of owned, paid and earned media (Corcoran 2009)

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	Web site Mobile site Blog Twitter account	Build for longer-term relationships with existing potential customers and earn media	Control Cost efficiency Longevity Versatility Niche audiences	No guarantees Company communication not trusted Takes time to scale
Paid media	Brand pays to a leverage channel	Display ads Paid search Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	In demand Immediacy Scale	Clutter Declining response rates Poor credibility
Earned media	When customers become the channel	WOM Buzz "Viral"	Listen and respond - earned media is often the result of well-executed and well-coordinated owned and paid media	Most credible Key role in most sales Transparent and lives on	No control Can be negative Scale Hard to measure

2.7 Benefits of digital advertising

Digital advertising is considered as an affordable alternative to traditional advertising channels such as print or television. One important reason for this is that the internet makes it possible to target advertising based on, for example, consumer behavior. Advertisers benefit from displaying advertising to people who have already showed interest toward a certain product or service. This also affects advertising budgets positively: the target audience is reached with lower costs. The ability to target a campaign to a specific audience also provides the option to modify the message to better fit the audience, which will in turn enhance advertising performance significantly. With precisely targeted online campaigns it is possible to reach similar results as with traditional channels, but notably more cost-efficiently. It should also be noted that today, virtually anyone can easily access the internet, and majority of the content is free. This leads to people spending more and more time online, which gives companies the opportunity to more closely examine consumer behavior on the Internet.

Data on desired target audiences and their online behavior is available to advertisers, and taking advantage of this data helps advertisers reach wanted results cost-efficiently. Tools for more specific targeting are constantly being developed, and consumer behavior is researched to further enhance the performance of present resources. The more cost-efficient advertising and the ability to calculate ROI easier also allows the advertiser to decrease prices on products and services. This means that both parties, the advertiser and the consumer, benefit from the opportunities presented by digital advertising.

(IAB Finland 2012b)

2.8 Display advertising

In 2011, 86.3 million Euros were spent on display advertising in Finland. The share of display advertising from the total amount of online advertising spend was 39 %, which means that display advertising triumphs search engine marketing (30%), classifieds (17%) and online directories (14%) in terms of media spend. (IAB Finland 2011)

Display advertising on the internet has come to generally mean banners advertising. (Sundquist 2010) Banner adverts are “graphic advertising images displayed on a web page.” (IAB 2012) When user clicks a banner, he or she is taken to the advertiser’s homepage. Banners are used to drive traffic to websites and create awareness of a brand. (Sundquist 2010)

2.8.1 Display advertising buying methods

There are several ways to buy advertising space in online media. They are used for different needs, but as a rule of thumb it can be said that if the need is branding oriented, the buy type is time-based or impression based. If the goal is more tactical, the buy type should be click or acquisition based. (IAB Finland 2012b)

Time based buying means that an advertiser buys media space for a set time period. This is common when considering longer lasting sponsorships or content collaboration. In this model, the pricing is usually per month and the visibility times are longer (usually around three months). (IAB Finland 2012b)

CPM (Cost Per Mille) is the term used when media space is bought based on ad impressions. CPM means that the media is commissioned for every 1000th impression delivered. For example, if the CPM price is 5 Euros and the campaign received 500 000 impressions, the publisher is commissioned for 2 500 € ($500\,000/1000*5\text{€}$). Benefits of using CPM based campaigning are the ease of targeting, flexibility of ad formats and the possibility to control the impression frequency.

CPC (Cost Per Click) means that the publisher is commissioned each time a user clicks on a banner ad. If the media budget is 1 000 € and the price-per-click is 0.50€, the advertiser will receive 2 000 clicks (1 000€/0.50€). The benefits of using CPC are lower media risks for the advertiser and better predictability of traffic generated to the advertisers website. Estimating ROI is also easier with CPC-based campaigning. These are the reasons why CPC is used for tactical advertising. One of the drawbacks for CPC is the possibility that since the aim is to get users to click on the banner, this “click-centricity” dominates the creative execution. Strict ad formats can also be considered a drawback. (Sundquist 2010)

CPA (Cost Per Action) is a buying method similar to CPC. The difference between these methods is that in CPA the advertiser pays the publisher every time a user has completed a desired action on the advertiser’s homepage after interacting with a banner. These actions can be anything from a purchase in an online store to signing up for a newsletter. (Sundquist 2010)

As commission is only charged for a completion of an action, CPA model can be a cost-efficient and a predictable way to buy. However, it can be a challenging buying method as the advertiser has to implement the ad networks scripts in place into his webpage so that sales can be tracked. (IAB Finland 2012b)

2.9 Internet advertising targeting approaches

There are several ways to target advertising online. Among these approaches are more traditional options, such as demographic, contextual, geographic, and daypart targeting. There are also some options unique to the web, such as behavioral, affinity, and purchase-based category targeting. The following chapters will discuss these options with an emphasis on those solely existing in the online world.

2.9.1 Demographic targeting

As discussed before, in demographic targeting the audience is defined by their age, gender, income, occupation and household size. Companies such as Microsoft and Google provide tools to target audiences based on their demographic characteristics. Companies using demographic targeting could benefit from coupling it with other available targeting options. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 8-9)

2.9.2 Contextual targeting

With contextual targeting, advertisers are able to place adverts on web pages that tie in with their products. For example, movie ads are placed on a film site and mobile phone ads placed in the mobile phone category on an electronics site. The benefit from contextual targeting is

to have your advertising displayed on a relevant website where your potential clientele is already actively seeking new information. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 10-11)

2.9.3 Geographic targeting

Geographic targeting means that the advertiser's message is displayed to a specific geographical area. It is used to create ad visibility and to improve the relevancy for adverts. Geographic targeting on the internet can rely on different ways of defining the user's location. Site and customer registration databases can be used. Some sites even ask visitors to give their location information. IP addresses can also be used to define a visitor's location, but when using this technique, the targeting precision tends to vary. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 17)

2.9.4 Daypart targeting

The use of daypart targeting is justified with the notion that "Consumers use media differently throughout the day" (Plummer J, Rappaport S, Hall T & Barocci R, 20) Consumers have different types of usage for each daypart. This is why daypart targeting is crucial to get your message across at the right time. For example, ads for alcoholic beverages probably work better in the Friday-afternoon daypart than the Monday morning daypart. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 19-21)

2.9.5 Behavioral targeting

Behavioral targeting is a method where, as Plummer J, Rappaport S, Hall T & Barocci R (2007, 11-12) put it, "Ad networks' cookie tracking capabilities allow them to trace the patterns of sites, clicks, and pages viewed of people visiting properties across their network". This means that ad networks can build rather comprehensive profiles of their users by tracking their browser cookies. A simple example would be a user who first does a search for station wagons on an auto research site. Then, he or she takes to a child care website to read a review on infant carriers. After reading the review he or she goes on to an apartment searching platform to look for flats with three or more bedrooms. From these actions the network can deduce that you're looking for a specific type of car, are probably expecting a child and are looking to move into an apartment that has no less than three bedrooms. This behavior can then be used by advertisers to target users with ads that better resonate with their needs. With the use of behavioral targeting, the site's context doesn't need to match with the ad for the ad to be relevant. Users can be surprised by showing the relevant ad for a specifically

sized flat next to the infant carrier reviews. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 11-12)

2.9.6 Affinity targeting

Affinity targeting means targeting advertisement to websites that users have specific affinity to. Visitors that have high-affinity towards a certain site spend more time on that site than regular visitors. High-affinity visitors also view the site more favorably when it comes to quality, relevance, and content. For advertisers, the most important characteristic of high-affinity visitors is that they view advertising on their favorite sites as relevant and respected with quality products and services. As stated by Plummer J, Rappaport S, Hall T & Barocci R, “they demonstrate greater aided and unaided brand awareness as well as message association”. This will initially lead to greater purchase intent. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 25)

2.9.7 Purchase-based category targeting

Purchase-based category targeting is conducted by using tracked online consumer behavior and coupling it with related data. In a nutshell, brand’s ads are showed to visitors whose online profiles hint that they are in a target market. This requires insights on what characteristic qualities each segment of a brand has. When the insights have been received via a study, marketers must look for online behavior that can be able to predict that characteristic. These predictions can be made, for example, from taking online behavior data and comparing it with customer purchase data. If the comparison produces any matches, data from these matches can then be extracted to create behavior patterns, which in turn can be used for ad targeting. (Plummer J, Rappaport S, Hall T & Barocci R 2007, 29)

2.9.8 Facebook

One of the used online methods was Facebook advertising. Facebook is funded by advertising and main task of the website is to connect with friends, family and business associates. Facebook was founded in 2004 by Mark Zuckerberg. Nowadays Facebook has more than 800 million users all over the world. At the beginning Facebook’s main idea was to connect college students online, but since then it has changed a lot. Nowadays advertising is main part of the idea of Facebook and company is funded by online advertisers.

Companies around the world have their own profiles/sites on Facebook. It has helped a lot to keep in touch with customers. It is ideal place for companies to take care of their customers in a whole new way.

Premium ads are one of the advertising models on Facebook. Premium ads are made out of your page post for example. You can see premium ads on the right hand side of Facebook's home page. Owner of the page can do adverts from their actions on the Facebook page. They can post a photo and after that promote posted photo with premium ads in order to drive traffic to their Facebook page or campaign page.

Normal ads are also used on Facebook. It means that companies plan specific advert for specific audience. It is a bit different from premium ads. All of the adverts on Facebook are seen on the sponsored placement. (Corbett 2012)

2.10 Search engine marketing

Search engine marketing means marketing that takes place in search engines such as Google, Yahoo, and Bing on the Internet. The aim of search engine marketing is to create visibility for the advertiser in search engines and to make the advertisers pages easier to find. Search engine marketing is divided into Keyword Advertising and Search Engine Optimization. (Karjaluoto 2010, 133)

In 2011, 65.8 million Euros were spent on Search Engine Marketing, which is 30% of the whole Online media advertising spend. This means that SEM is the second largest category in online marketing in Finland. (IAB Finland 2011)

2.10.1 Keyword advertising

Keyword advertising is the term used for text-and image based adverts shown in search engines. The system decides what adverts are shown based on the words the user has used in his or her search query. Search engines place these adverts on top of the "organic" search results and on the right hand side of the results. Generally it can be said that the higher the relevancy and the advertising budget, the higher placement the advert has in the search results page. Keyword advertising is a cost efficient, easily measured and easy-to-access advertising method. (Karjaluoto 2010, 137-138)

Google search engine marketing

Web Images Maps Blogs More Search tools

About 90,200,000 results (0.42 seconds)

Ads related to search engine marketing

[Digital Marketing System | Sitecore.net](#)
www.sitecore.net/Conversions
Improve Online Campaign Performance See How to Boost Conversion Rates

[Search Engine Marketing - Paid Search On a % of Sale, CPA](#)
www.perfectstormmedia.com/
Pay Only Per Inquiry, Per Call.
About Us - Awards - Perfect Storm Media In the News - Client Success Stories

[Hakukoneoptimointi | verkkobisnes.fi](#)
www.verkkobisnes.fi/
Lisää näkyvyyttä ja kävijöitä Tuloksia Tyytyväisyystakuulla!
109 people +1'd or follow Verkkobisnes

[Search engine marketing - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Search_engine_marketing
Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results ...
Market - History - SEM methods and metrics - Paid inclusion

[Search engine optimization - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Search_engine_optimization
Jump to [As a marketing strategy](#): SEO is not an appropriate strategy for every website, and other Internet **marketing** strategies can be more effective, ...

[What is Search Engine Marketing? - YouTube](#)

Ads

[Google-hakukonemainonta](#)
www.google.fi/AdWords
Siirrä mainoseurosi sinne, mistä saat parhaan tuoton. Katso lisää!

[Inbound Marketing Tool](#)
www.cuutio.com/
Who is winning the competition in **search engines**? Sign up for free!

[Search Engine Marketing](#)
www.tulos.fi/
More Revenue. More Profit.
Search Engine Marketing Done Right.

[SEO-auditoinnit](#)
www.mediatoimistovoitto.fi/
ja muut markkinoinnin palvelut
Mediatoimisto Voitosta.

[Free URL Submission](#)
www.free-web-submission.co.uk/
Free, Fast, Easy Submission to the
Biggest **Search Engines**, Directories

[Catalog Fulfillment Scvrs](#)
www.business.com/
Solutions for Your Small Business.

Figure 1. Keyword advertising (Google 2012)

2.10.2 Search Engine Optimization

Search engine optimization is the term used for acts taken to improve a sites search engine listing. It is known that users are more likely to click on the first results shown, as these are viewed as “organic” or “natural”. Organic search results closer to the top may seem more trustworthy than keyword advertising; therefore it is in the advertiser’s interest to be among the first results when a relevant search is conducted.

For search engine optimization to be effective, one must have an understanding of how search engines work. The keywords that searchers use should be placed in the site’s title and headings, as well as overtly used in the text and embedded into the HTML. Pages should be well linked together to ease the work of search crawlers and search engine bots. It should also be noted that the more the other pages link to your site, the more important and relevant Google deems it. (McStay 2010, 51-52)

2.11 E-mail marketing

E-mail marketing is an electronic form of direct marketing, and as a marketing technique it is similar to direct mail or advertising mail. The reputation of e-mail marketing has suffered from the actions of “spammers”. Explanation for the term spam is “The mass electronic

distribution of unsolicited email to individual email accounts, aliases or mailing lists and archives.” (McStay 2010, 46-47)

Despite most e-mail messages being spam, e-mail is used as a tool for marketing. Marketers can purchase lists of consumer e-mail addresses from service providers. Advantages of e-mail marketing include the relatively low physical costs of e-mail in comparison to direct mail, and as e-mails often encourage clicking through to a website where an offer can be claimed, it may induce an impulsive action. E-mail campaigns can experience difficulties in getting the promotional messages through spam filters and firewalls, and different e-mail user clients may not display the messages as planned. (Chaffey & Ellis-Chadwick 2012, 527-531)

3 Process of advertising campaign

Planning an advertising campaign is a multi-step process for both the advertiser and the affiliates. One of the first steps is to set goals for the campaign. Goals should be based on and be consistent with the company's overall marketing plan. When planning a campaign it is also important to take into consideration the company's own financial resources and to set the budget and goals realistically. It is also essential to consider the timing of advertising. Are we going to explicitly run campaigns during certain seasons or will the advertising be more continuous?

3.1 Setting the goals

Advertising can be used to pursue many different goals, depending on what kind of a campaign is in question. The goal of the campaign can be to provide information on a new product or service. This is called informative advertising. Alternatively, the aim of the campaign can be to drive sales of a certain product or service. These campaigns aim to highly influence actions, and are called persuasive advertising. Reminder advertising stands for campaigns that are used to remind and provide customers with information on, for example, where a certain product can be bought.

Therefore, setting the goals for the campaign is strongly tied to what the company wants to achieve with advertising. The aim can be to improve sales, enhance brand awareness, or to remind. The setting of objectives clarifies what it is the company wants consumers to do as a result of effective campaigning. (Armstrong & Kotler 2009, 390-391)

3.2 Target audience

When planning an advertising campaign it is crucial for the company to consider whom they want to target their message to, and also who might be interested in the message. The company should know who they want to serve. This is done "by dividing the market into segments of customers (market segmentation) and selecting which segments it will go after (target marketing)." (Armstrong & Kotler 2009, 41) During planning the company must take into consideration who it is that they exactly want to reach. If there are many target audiences, close attention must be paid to what kind of messages the company wants to send to these audiences. Different medias, such as TV, E-mail, or magazines, are available for pursuing different target audiences. There are a vast amount of possibilities to communicate different kinds of messages through different channels, so target audience must be carefully defined in order to keep the campaign implementation rational from the start. (Armstrong & Kotler 2009, 398-399)

Table 2. Profiles of Major Media Types (Armstrong & Kotler 2009, 400)

PROFILES OF MAJOR MEDIA TYPES		
Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptability; high believability	Short life; poor reproduction quality; small pass-along audience
Television	Good mass market coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses	High absolute costs; high clutter; fleeting exposure; less audience selectivity
Direct mail	High audience selectivity; flexibility; no ad competition within the same medium; allows personalization	Relatively high cost per exposure; "junk mail" image
Radio	Good local acceptance; high geographic and demographic selectivity; low cost	Audio only, fleeting exposure; low attention (the half-heard" medium); fragmented audiences
Magazines	High and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership	Long ad purchase lead time; high cost; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity, creative limitations
Online	High selectivity; low cost; immediacy; interactive capabilities	Small, demographically skewed audience; relatively low impact; audience controls exposure

Defining target audiences eases achieving goals set to the campaign. Different target audiences can be defined with geographic, demographic or psychographic factors. Geographic factor is used to narrow down consumers living place or work place. If a company is active only in a certain area, targeting the advertising geographically is profitable. This spares unnecessary costs and earns better profit for the funds invested. Demographic factors are used to describe buyer characteristics such as sex, age, or occupation. For example when marketing cosmetics, there might be a significant difference between results when targeting women and when the target has not been concluded at all. Lifestyle and personality are one of the psychographic factors that are used to specify different buyers.

When a campaign is planned the advertising usually gets directed to one chosen target group. The term secondary target audience is used when there's another target group besides the primary group. Selecting the target group goes hand in hand with setting goals for actions. What are the target group's desired actions when influenced by the campaign? It might be signing up for a mailing list or making sales by selecting the target group carefully and enhancing the messages used in the advertising to match the groups interests. This way the

campaign is more likely to achieve desired goals, rather than forgetting about target group method. (Rossiter & Percy 1997, 77-79)

3.3 Setting the budget

The first step in campaign planning is setting goals. After this the advertiser must consider the amount of advertising budget needed to achieve determined objectives. When setting the budget there are usually four different methods/ways/means whose calculating methods differ from another.

Affordable method is one of the solutions for setting advertising budget. Affordable method means that the company is willing to use money that they really can afford. This is usually the case with smaller companies. They spend only money that they really have for advertising. By doing this they try to eliminate the opportunity of overspending their cash reserves.

Other method of setting promotion budget is to use percentage-of-sales method. In this method company is using certain percentage of their current or forecasted sales. The difficulty with this method is to evaluate the percentage of sales that is to be invested in marketing. If a company has a couple years of experience from the effect of a marketing budget on their sales, this method becomes easier to use. When the influence between advertising and sales hasn't yet been discovered, the exact budget is difficult to assess.

One method is to set the company's own advertising budget entirely based on competitors' marketing investments. This kind of promotion budget setting is called competitive-parity method. Estimating competitors' investments can be difficult, but information can be acquired from, for example, different associations or publications. The average investments among companies are generally found by the industry in which case it is easier to evaluate a competitor's actions. However this becomes misleading if companies' product lines significantly differ from each other and marketing should be different as well. This may easily lead to budget miscalculations.

The fourth method to calculating a marketing budget is using objective-and-task method. Between the four methods this is the most sensible method for estimating the exact investment level for a company. Nonetheless there are challenges that must be regarded, as in all methods described. Objective-and-task method is based on observing three essential factors when planning the budget. Firstly the objectives of the advertising are determined and then the cost of. The challenge of this method is the estimation of the actions needed to achieve goals. (Armstrong & Kotler 2009, 391-392)

3.4 Advertising Timing

Campaign timing is also an important part of marketing planning. Many products are sold seasonally and this must be taken into account when deciding campaign timing. For example, when products are sold only or mostly during a specific time period, it would be natural to concentrate biggest marketing efforts in that season. Some companies have taken this approach by only executing campaigns during certain time periods. The model of continuous advertising fits other companies better. This means that the company is actively advertising year round and emphasizing important seasons for example by raising marketing budget.

The continuous advertising model is considered to be more expensive than pulsing model, but this is not the only difference between the two. According to some media planners, it is relatively easier to achieve better interaction between advertiser and consumer with the continuous advertising model. Continuous advertising model is more likely to result in better brand awareness when compared to pulsing model. (Armstrong & Kotler 2009, 402)

3.5 Briefing the advertising agency

Before campaign planning can start in an advertising agency, the advertiser must submit a brief. It is the advertiser's responsibility to make the brief as professional and thorough as possible. A good brief produces a better outcome, saves both time and money, and, when goals and performance indicators are clearly set in the brief, allows for a more transparent compensation. (Laakso 2008, 43-44)

A brief should always clearly state concrete and realistic goals for the campaign. Goals can be tactical, such as growth in sales and market share, or more strategic such as brand recognition and distinction from competitors. The types of performance indicators used to measure the campaign's results should be included. It is also important that the advertiser's and the market's present situation is discussed in the brief. The current products or services are described, as well as brand promise, and pricing and distribution strategies.

If the advertiser wants to define any of the tactical aspects, such as distribution of the advertising budget between different medias, these definitions (or restrictions) should be included in the brief. Target audience must be defined in the brief. The target group can be attributed to demographical variables (such as age, sex, or location), psychographical variables (attitudes) or combination of both. A good brief also features a detailed schedule. A well planned schedule allows for preliminary testing and gives the opportunity to book media in advance, which can provide discounts.

Campaign budget is an essential part of the brief. The budget can be presented as a total sum, or it can be divided between different parts of the project. The allocation of the budget between creative execution and media space can be discussed with representatives from the advertising agency and the media agency, but the advertiser has to make the final decision of how the budget is divided. (Laakso 2008, 32-42)

3.6 Advertising Agency

The advertising agency plays an important part in campaign execution. Ad agencies can either help companies in designing just a single ad, or take responsibility of producing entire advertising campaigns. Ad agencies design adverts to fit the advertisers brief and set goals. Advertising agency's role is to think about the right ways and angles a product or service should be presented in order to arouse interest in the target audience. In some cases, an advertising agency is responsible for the whole creative design of a company's marketing communications, when in other cases the agency only produces the requested ad material for the client. (Management study guide 2012)

3.7 Media agency

Advertisers use media agencies to plan media. Media agencies plan media strategies and analyze and choose media for campaigns. Their aim is to maximize the advertiser's media budgets' performance and to ensure that the desired target audience is reached via appropriate medias. To achieve this, media agencies must have a deep consumer understanding. They conduct post-campaign analysis and media performance reports for their clients. (Karjaluoto 2010, 24) (Raninen & Rautio 2004, 60)

Before a media plan is drafted, the communications environment must be analyzed. The media agency or the media planner in charge of the planning process must be aware of regulations, possible restrictions, and legal aspects. They must also understand the local characteristics. Is the dominant media radio, TV, or magazines? Do the people in the target audience have access to the internet? (De Pelsmacker, Geuens & Van den Bergh 2004, 211-212)

Competitors' communications efforts should also be taken into consideration. Media planners should look into product category spending, or how much money is spent currently on advertising in the product's category, and how has the amount changed in the past five years. Knowledge of category spending is crucial in order to calculate Share of voice or SOV. Share of voice is the relation of a brand's advertising spending and the total product category spending. Share of market is closely associated with share of voice, and some researchers claim that brands willing to maintain growth should always have their share of voice be larger

than the share of market. Finally, the planner should look into what media the competitors are using and determine how they have distributed their advertising budget across the media mix. (De Pelsmacker et al. 2004, 211)

Agencies also buy media on behalf of their clients. Since they buy for multiple clients instead of one, they are in a stronger position when negotiating media deals. This means lower prices for the client. (Mediacom)

3.7.1 Choosing media

Picking the medias for an advertising campaign should be based on three factors: quantitative, qualitative, and technical factors. (Karjaluo 2010, 104)

3.7.2 Quantitative factors

The three major quantitative factors used when deciding whether a certain media is to be used in a campaign are the media's reach, frequency and selectivity. Reach is the percentage of the target audience who are potentially exposed to advertiser's message or campaign in a certain time period. It must be emphasized that reach doesn't stand for the amount of target audience that will be exposed to the advertiser's message, but rather the percentage of the target audience that have the opportunity to be exposed. (Karjaluo 2010, 99-101, 104-105) It should also be noted that reach is different from total reach, which stands for all consumers that have been exposed to the message. This is why reach is sometimes referred to as useful reach.

As messages are usually promoted through multiple channels instead of one, an individual from the target group can be exposed to the advertiser's message through different medias. This means that an individual from the target group can be reached multiple times. Gross reach is the sum of people that an individual media reaches. It doesn't take into account multiple exposures to the same target group member. Reach stands for the sum of people who have been reached at least once, and a person who has been reached through multiple medias still counts as one. The opportunity to see measure is used to value mediums in order to figure out the probability of exposure an average member of the target group has. To calculate OTS, gross reach must be divided by reach. (De Pelsmacker et al. 2004, 216-217)

Frequency is used to measure the amount of times a target audience member is exposed to the advertiser's message during a certain time period. Like reach, frequency is always an estimate and is based on how many times the target audience has had an opportunity to be exposed not to the message itself, but to the media. (Karjaluo 2010, 99-101, 104-105)

Defining the right frequency level is a complex task. When consumers are exposed to the advertiser's message for the first time, responses are often negative and counter-arguments are easily formed. Increased amount of exposure usually influences consumer attitudes towards positive reaction and high repetition level has been reported to improve the message's memorization rate and brand recall. It also reinforces consumer attitudes and discourages brand churning, while making the ad claims more believable. Repetition increases top-of-mind brand awareness as well. Consumers can also perceive the amount of repetition as a sign of the manufacturer's trust in quality. After all, a company that is investing substantial amounts of money in advertising must be confident that they are getting it back in the future. This is only possible through loyal customers who purchase the product multiple times. Heavy repetition can backfire however, as consumers become irritated and bored from being exposed to the same message over-and-over again. Too much repetition can also result in consumers starting to question the brand's quality if they find the amount of advertising spending excessive. (De Pelsmacker et al. 2004, 212-213)

Selectivity is used to measure how well a media reaches the target audience. To estimate the selectivity, a selectivity index is calculated by dividing the reach with the size of the target audience and multiplying by 100. (Karjaluo 2010, 99-101, 104-105) If the index is below 100 the medium is not selective on this particular target group, where as selectivity index of above 100 means that the target group is excessively represented in the medium. (De Pelsmacker et al. 2004, 223)

Other quantitative factors are geographic flexibility, speed of reach, message life, and seasonal influence. (De Pelsmacker et al. 2004, 223.) Door-to-door advertising periodic publications are considered a geographically flexible medium, and are mostly used by local companies. Speed of reach is particularly high in outdoor advertising, television, and newspapers. The message life varies greatly depending on the nature of the medium. Since newspapers are only relevant for one day, the messages have an extremely short life. In contrast, messages in magazines have a relatively long life, as a magazine is usually not as quickly disposed as a newspaper. Seasonal influence affects television, since people spend less time in front of their TV's and more time outdoors during summer months. (De Pelsmacker et al. 2004, 226-228)

3.7.3 Qualitative factors

Qualitative factors vary depending on the goals of the campaign. For example, a media can be estimated based on its ability to build brand image and affect emotions. Some medias have the power to mold attitudes and arouse interest, when other medias are more suited to influence the final purchase decision. (Karjaluo 2010, 105)

Qualitative factors that are used to measure different medias are the media's ability to build brand image and brand personality, the emotional impact of the media, level of involvement, activity or passivity of the media and how much attention is paid to the media's messages. Adding value through message context, reproduction quality, the amount of information that can be conveyed and the extent of demonstration are also considered qualitative factors, as well advertising clutter and the number of exposures that are needed for consumers to remember the message (β -coefficient). (De Pelsmacker et al. 2004, 223)

Special interest magazines, such as automobile magazines, that are targeted to specific audiences are able to evoke high involvement levels. Image and brand personality building capabilities are also high in magazines with good quality context. Given its passivity, television is also a suitable medium for this purpose.

Since television is an audiovisual medium, the messages can have a strong emotional impact. This is also true for cinema advertising, where consumers pay more attention to the message. Furthermore, messages conveyed in cinema also benefit from the added value of the context - movie goers tend to be in a positive and excited mood and thus more likely to perceive the presented message positively.

As both are print mediums, magazines and newspapers can present a lot of information. The difference is, among other things, in the quality of reproduction. When the quality of reproduction is fairly low in newspapers, advertisers can present their messages in high quality through magazines. Advertising clutter can seriously impede the message's effectiveness, and high clutter is found both in magazines and television. High clutter causes an increased demand for exposures, which means higher production costs.

Media planners can calculate the degree of memorization with the β -coefficient analysis. β -coefficient is the relation of amount of exposures and the degree of memorization. It is calculated with a simple mathematical form:

$$M_n = 1 - (1 - \beta)^n$$

Here M_n is the memorization after n exposures and β is the medium specific memorization rate. Different medias have different memorization rates. It seems that outdoor advertising, despite having high reach and frequency rates, has the lowest memorization rate. Cinema advertising is considered the most effective media for message memorization. (De Pelsmacker et al. 2004, 214-215, 226)

Table 3. B-coefficients for different media (De Pelsmacker et al. 2004, 215)

Medium	β -coefficient
Cinema	70 %
Magazines	10 %
Daily papers	10 %
TV	15 %
Radio	5 %
Outdoor	2 %

3.7.4 Technical factors

Technical factors include production costs and the method of media buying. When media planning, the planner should always take into consideration that some medias might not be used at all or very scarcely in the target audience, for example seniors use the internet less frequently than other audiences. (Karjaluoto 2010, 13-14)

Technical factors are the messages production costs, media buying characteristics, and the penetration rate of the medium in a population. Production costs are usually expressed as CPM (Cost Per Mille) or CPM-TM (Cost Per Mille - Target Market). CPM is the cost of reaching 1 000 people. To calculate CPM, the media planner must divide the cost of the medium with total reach, then multiply it by 1 000. However, CPM-TM might be more interesting and useful for the media planner. CPM-TM is the cost of reaching 1 000 people in the target market. Calculating CPM-TM differs from CPM in that the cost of the medium is divided by reach rather than total reach and multiplied by 1 000. (De Pelsmacker et al. 2004, 221-224)

Media buying characteristics mean the level of complexity when buying media. Medias have differing characteristics when it comes to the convenience of media buying. Media planners must have a clear understanding of how difficult a certain media is to book and how much in advance one has to book it. Attention should also be paid to cancellation, should the need arise - is it possible to cancel a certain media space? Are last minute changes allowed? For example, magazines do not allow last minute changes, whereas newspapers tolerate them. (De Pelsmacker et al. 2004, 224-227)

Penetration rate of a medium among a population (media availability) means the percentage a medium is used in the population. If no-one in the target market never buys magazines or the population doesn't have access to the internet, then money should not be spent in advertising in these media. (De Pelsmacker et al. 2004, 224)

Table 4. Media Selection Factors (Karjaluoto 2010, 106)

Media selection factors		
Quantitative factors	Qualitative factors	Technical factors
reach	opportunity to build image	production costs
frequency	emotional effectivity	nature of media buying
selectivity	media engagement	media availability
speed of reach	active vs passive media	
message lifetime	attention value	
geographical flexibility	adding value to the message through context	
seasonality	amount of information to be shared	
	depiction	
	message recall	

Table 5. Media strengths and weaknesses (Karjaluoto 2010, 107)

Media strengths and weaknesses						
Criteria/Media	TV	Radio	Magazine	Newspaper	Direct mail	Internet
Engagement	passive	passive	active	active	active	interactive
Media richness	multimedia	audio	text & images	text & images	text & images	multimedia
Geographical reach	global	local	global	local	varies	global
CPM	low	lowest	high	average	high	average
Reach	high	average	low	average	varies	average
Targetability	good	good	excellent	good	excellent	excellent

4 Measuring online campaign performance

Online campaign performance can be measured with quite a few metrics. How many ad impressions were delivered? How many clickthroughs, or clicks, did the campaign generate and what was the click-through rate? The very basic metrics used to measure performance are Cost per Mille and Click-through-rate. Cost per Mille or CPM is the cost of showing an ad for a thousand views. Click-through-rate (CTR) is the percentage of ad impressions that have lead to clicks and is calculated by dividing the amount of clicks with the amount of impressions and multiplying it by 100. Click-through should not be confused with View-through, which is the number of users that have visited the marketer's site after being shown an advert. (Chaffey & Ellis-Chadwick 2012, 524) With more advanced tools, marketers are able to track and measure their campaign's performance beyond the volumes and click-through rates. It is possible to generate sophisticated data, such as conversion rates, bounce rates, cost-per-clicks and cost-per-acquisitions, campaign ROI and even branding metrics and customer lifetime value.

Conversion rate is the percentage of visitors that have performed a desired action, or converted, on the company web page. The specific action can be anything from purchasing a product, to downloading a file, or signing up for a newsletter. The conversion rate is calculated by dividing the number of actions completed with the amount of visitors attracted. For example, if the campaign generated 100 sales from 10 000 visitors, the conversion rate is 1% ($100/10\ 000 = 1\%$). In addition to conversion rates, bounce rates are ideal for reviewing the quality of traffic. Bounce rate is the percentage of visitors who visit only one page and then exit. The usual cause for this kind of behavior is that the visitor doesn't find any relevance on the page. The bounce rate is calculated by multiplying the single page visits to a page with 100 and then dividing it with the number of all visits starting on page. Bounce rates can be used to e.g. spot misleading keywords that drive traffic of sub-par quality to the site.

Cost-per-acquisition or cost-per-action (CPA) is the cost of generating a single desired action. CPA usually refers to the cost of acquiring a lead, or more commonly, the cost of generating a sale. If the campaign generated 50 sales with a budget of 1 000€, then CPA is 20€ ($1000\text{€} / 50$). Return on investment (ROI) is used to calculate the profitability of an investment and at its most basic form is calculated with dividing the profit generated by the amount of money spent on advertising.

Branding measures are similar to those of offline campaigns. These include aided and unaided brand awareness, purchase intent, ad recall etc. There exists a variety of online brand-tracking services that assist advertisers generate this data. Lifetime value-based ROI measures take into account more than the initial cost of acquiring a customer. Lifetime value

and costs of a certain customer are taken into account when calculating ROI. This technique may be best suited for financial institutions and similar companies that have rather long customer lifetimes. (Chaffey & Ellis-Chadwick 2012, 441-443)

5 Frame of reference

The purpose of the frame of reference is to present a conclusion of the topics discussed in the theoretical background.

Digital marketing is marketing in a digital environment, such as advertising via SMS messages or display advertising. Display advertising is a term used for banner advertising on the internet. Banner adverts are rectangular objects on a publisher's web page, which are used as vehicles for brand building or to generate traffic to an advertiser's web page or a campaign site. These sites are owned media, whereas banners are considered as paid media. Other media of the internet media mix are earned and shared media.

The main benefits of internet advertising are the numerous targeting possibilities, which make digital advertising an efficient and affordable alternative to traditional channels. The tools used for operating advertising on the internet provide data of advertising performance that can be analyzed and used to further develop campaigns, and to calculate ROI. The improved cost-efficiency of marketing and ability to assess performance may lead to lower prices for customers.

Advertising campaign process begins with the setting of goals. Goals can vary depending on the advertiser's needs, and the aim for the campaign can be strategic, tactical, or a combination of both. After the goals have been set, the advertiser must decide on a target audience. Target audience can be defined based on geographic, demographic, or psychographic characteristics. Advertiser then sets the budget for the campaign. Different methods can be used to assess the budget. Lastly, campaign timing is decided on, and if the advertiser uses services of advertising and media agencies, a brief is formed and sent to representatives of the aforementioned organizations.

Advertising agencies assist advertisers with the planning and creation of a campaigns' creative execution. Media agencies plan the distribution of budget across different channels, and aim to maximize the advertiser's return of media investment. Agencies base their decisions on a media's quantitative, qualitative, and technical factors. Media agencies also create campaign performance reports for their clients, and since agencies purchase media for multiple advertisers at a time, clients can benefit from the decreased prices.

Different methods exist for measuring online advertising campaign's performance. At the basic level is the measuring of volumes, such as impressions delivered or clicks generated. More advanced technology allows for deeper insights that assist in e.g. calculating campaign

ROI, conversion rates and bounce rates. A variety of service providers exist for measuring branding effectiveness. Campaigns should be measured with suitable metrics.

6 Description of advertiser

Company X is a company providing travel services. Further information regarding the company is not disclosed here due to anonymity request from the client company.

6.1 Company X

Toinen Helsinki Oy has been Company X's media agency partner since 2010. Company X had planned and developed systems for their own customer loyalty program Y, and Toinen Helsinki aided in the program's launch process. The loyalty program's advertising has been conducted mainly online, and the planned campaign was no exception. The purpose of online campaigning is to attract new members for the program, whom are offered perks and discounts, usually accompanied by pre-emption rights.

6.2 Brief

Toinen Helsinki Oy received a brief from the client concerning the forthcoming campaign for Customer program Y. Ainoa Helsinki Oy has always been responsible for the campaigns' online planning and execution, and this campaign was no exception. The authors of this thesis are both employees of Ainoa Helsinki Oy.

Toinen Helsinki and Company X submitted a brief together to Ainoa Helsinki. This brief included the campaign goals. The amount of members was to be increased by 72% and the loyalty program's recognition was to be increased from 23% to 35%. The increase in brand recognition was set to be achieved through mass media. The goal of the online campaign was to acquire new members as efficiently as possible. All of the online advertising was directed to a landing page that was specifically created for the purpose of this campaign, where users were able to study the loyalty program further and become members.

The campaign's target audience was extensive. This meant that the campaign sought to reach anyone who wasn't already a member. Online advertising's share of the total campaign budget was 80%, which included all of the online advertising channels.

6.3 Media planning

Media planning was done carefully and accurately, as the campaign was one of the largest online campaigns conducted in its magnitude and budget. Given the campaign's size, all of the Finnish online ad networks and publishers that offered performance based inventory were to be taken into consideration when planning media. In conjunction with display advertising,

other online advertising channels were selected. These included Facebook and E-mail advertising. The goal was to generate a considerable amount of traffic (100 000 clicks) to the campaign landing page in a limited time period, so all suitable online channels that were able to be used effectively were considered. The campaign period was April 18th to May 31st. The online media plan was formed in Ainoa Helsinki by the Account Manager and the client team. After the client company approved of the media plan, Ainoa Helsinki's team began the media briefing.

As mentioned, the campaigns magnitude dictated that all media offering Finnish performance based inventory were chosen into the media plan. Since this was the first campaign for Customer program Y where conversion tracking was possible, no prior data of each media's performance existed. Rather than allocating the media budget based on assumptions, it was decided to distribute the budget equally at first. Each media's representative was then sent a brief that included the name of the advertiser and the campaign, campaign period, budget and cost per click -price. The following chapters present a brief description of each media.

6.3.1 Foreca.fi

Foreca is a Finnish weather services provider. (Foreca) From Foreca.fi, visitors can view weather forecasts for numerous locations in Finland and in foreign countries. (Foreca 2013) The webpage attracts around 800 000 unique visitors per week, and males and females are rather equally represented in the visitor demographic. 85% of all visitors are over 25 years of age. (Netpool)

6.3.2 Iltalehti.fi

Iltalehti.fi is the web edition of the Finnish tabloid newspaper Iltalehti. The site's front page and the 19 interest sections attract 2.5 million unique visitors per week. (Skuuppi 2012a) The front page itself attracts 1 600 000 unique visitors per week, which makes it the most popular front page in Finland in terms of unique visitors. (Skuuppi 2013) The largest age group is the 45 to 54 year olds that make up 20% of the visitors. Second largest groups are the 25 to 34 and 55 to 64 year olds that each make 19% of total visitors. Iltalehti.fi's visitor profile seems to resemble that of the Finnish market as whole. (Skuuppi 2012b)

6.3.3 MTV3.fi

MTV3.fi is the web portal of the Finnish TV-channel MTV3. 1 900 000 unique visitors per week make MTV3.fi one of the most visited web sites in Finland. (Spotti 2013) MTV3 offers

advertising targeting options for advertisers. For example, advertiser can request the adverts to be only shown to females of a certain age. (Spotti 2012)

6.3.4 Otavamedia.fi

Otavamedia is a publishing company that publishes 33 magazines (Otavamedia 2013, 3) and their online network consists of their print magazines' online versions, such as Tekniikanmaailma.fi, and other web sites that they operate, such as Muropaketti.com. (Otavamedia 2013, 6) The network reaches over 1.5 million unique visitors per week. (Kuvalehdet 2013)

6.3.5 Sanoma Outlet

Sanoma Outlet's network consists of the online media that belong to the Sanoma media concern. It covers the web pages of print newspapers and magazines, such as Helsingin Sanomat and Vauva, television channels such as Nelonen and Jim, and online publications such as Taloussanomat.fi. The network reaches 85% of the Finnish internet users with 3.1 million unique weekly visitors. Largest age group is 25 to 44 year olds. (Sanoma Verkkomediamyynti)

6.3.6 Suomi24

Suomi24 is the "biggest online community in Finland". The most popular section of the site is the message board, which covers a wide variety of topics. (Suomi24a) The web site as a whole attracted 1.37 million unique visitors per week in 2012. 56.1% of the visitors are male, and with 22% of the visitors, largest age group is 25 to 34 year olds. (Suomi24b)

6.3.7 AdQ, Klikki.com, MSN, Tradedoubler, Verkossa Media and White Rabbit

The reason these media are discussed together is that they are all blind or partially blind ad networks. A blind ad network is an ad network that does not provide advertisers or agencies information of the websites that belong to their network. These companies frequently buy inventory that publishers have not been able to sell, and then resell it on to advertisers. (Bathelot, B. 2012) Experience from working with these networks and operating different campaigns through them has however given some insight into what kind of publishers are present in their network and what audiences they typically reach.

AdQ's network is effective in reaching young male audiences, as it covers humor sites such as Riemurasia.net. Klikki.com has a variety of sports web sites as their publishers, and may be

used to reach sports fans and male target groups. MSN's network covers the MSN.fi homepage and other Microsoft's web services, such as Hotmail.com. Verkossa Media has some of the most-visited Finnish travel sites in its network, and is suitable for reaching travel enthusiasts regardless of gender. White Rabbit's audience is predominantly young, as 75% of their audience is 18 to 34 year olds. (White Rabbit) However, the composition of ad networks changes over time, and most of the findings presented here cannot be attributed to any other sources than personal experience. Table 6 presents the amount of visitors in a table form for most of the campaign's media. Number of unique visitors is not available for Whiterabbit Network and Tradedoubler.

Table 6. Unique visitors per week for campaign's display media

Media/network	Unique visitors per week
AdQ	700 000
Foreca	800 000
Italehti	2 500 000
Klikki.com	2 000 000
MSN	1 032 866
MTV3	1 900 000
Otavamedia	1 525 000
Sanoma Outlet	3 100 000
Suomi24	1 300 000
Tradedoubler	N/A
Verkossa Media	3 000 000
White Rabbit	N/A

6.3.8 Facebook

Facebook advertising was widely utilized in the campaign due to its adequate targeting possibilities. The ad format used was the "marketplace ad" that users see on the right-hand side of their Facebook news feeds. Ten different ads were used and as with display advertising, all traffic was directed to the campaign landing page. The quality of the traffic generated from Facebook advertising was measured through the use of Google Analytics parameters. Each advert was given a unique tracking parameter, which allowed for advert-specific performance tracking. With the performance data, conversion optimization for the campaign became possible. In an effort to show a relevant ad to each target group, different adverts were targeted to different segments.

Six Finnish Facebook groups were used to promote the campaign. These groups were Iskelmä, Voice, Top10 Matkatarjoukset, Leijonat, Grillaus, and Kahvi. Prior to the campaign, the owners or operators of each group were contacted and methods of operation were agreed on.

During the campaign each group posted a number of promotional messages to their Facebook wall. In order to avoid a feeling of pushy advertising, the messages were created in collaboration with the group's operators to suit the group's overall style. Posts encouraged users to sign up for the membership program, and links to the campaign landing page were included in the posts. Post-specific Google Analytics tracking parameters were incorporated into these links, which allowed for the conversion tracking of each post.

The e-mail register of Fonecta's "Suuri Palkintokysely" was also utilized in the campaign. The registrants were sent an e-mail which encouraged signing up and contained a link to the campaign site. Fonecta participated in the planning of the message and the role of Ainoa Helsinki was to track the results from the direct e-mails.

6.4 Campaign tools

In this case everything needed to be tracked and measured. This is why several different tracking and management systems were used during the campaign. Online marketing is more easily measurable than offline marketing. Tracking systems that were used during the campaign were Google Analytics, Banner Suite and Adform. These tracking and analyzing tools helped us to understand how to generate more traffic and also how to achieve goals.

6.4.1 Google Analytics

Google analytics is one of the tools that is used widely when doing online actions. In this case it was mainly used for analyzing possible problem areas in campaigns landing page. With Google Analytics it is also possible to see and analyze online traffic flows. With the data that was gathered with Google Analytics we were able to see which of the ads had best conversion rates and optimized the materials accordingly.

6.4.2 Adform

Tracking clicks and impressions is also important and for this purpose we used online advertising management system called Adform. Adform is a Danish based digital advertising software company. Adform provides a tool for digital advertising agencies that is used to monitor the performance of digital advertising campaigns. With the help of Adform, we were able to see the campaign's key metrics as it progressed. Through Adform, we received up-to-date information of which channels were generating clicks, which weren't, and most importantly, which channels were creating conversions (as in new members to sign up for the program). Adform was essential for effective campaign optimization.

6.4.3 Banner Suite

Banner Suite is browser-based software developed for managing and producing banner ads. The software was created by Ainoa Helsinki and iNoob in 2011. The underlying principle is simple: a basis for a banner ad is created, where a developer defines the components that can be modified by users. Users can then build banner ads on these “banner bases” by altering the components, such as text and images. Numerous differing banners can be built on a single banner base. This reduces the amount of time spent on producing banners, as opposed to traditional ways of doing it. It also allows for testing of various materials. Using the software is uncomplicated and the operator does not need to have knowledge of coding or animating flash banners. The software also allows for material optimization, a feature that was used on a weekly basis during Customer program Y’s campaign. As the campaign progressed it became evident which versions were generating conversions. Through Banner Suite it was possible to promote these versions by allocating them a larger percentage of the ad impressions.

The system also contains a reporting tool. Operators can create reports that include the impression, click and click-through-rate data for all of the selected campaign’s materials. Materials can then be measured against each other, and this data can be used to further develop ad materials.

6.5 Material production

Advertising agency Dynamo was responsible for the campaigns appearance. Dynamo had created the overall look for the customer program’s launch campaign, and it was used again in this particular campaign. Company X, Toinen Helsinki Oy and Kuubi Oy developed the campaign’s main message and planned the materials. After the materials had been planned, the technical specifications for online advertising materials were sent to Kuubi Oy, responsible of all of the campaign’s online material production. Since the media budget was extensive, numerous differing materials were needed. Material variation ensured a good performance throughout the campaign. Materials in large campaigns risk “wearing out” due to extensive visibility. After being exposed enough times, consumers become accustomed to them and are less inclined to react in the desired way. Differing material versions allowed for the campaign’s performance to be optimized consistently. Material production required comprehensive resources, as channels used for online advertising were display, e-mail, Facebook (“marketplace” advertising and sponsored messages through Facebook groups), and text links. In display advertising, 14 copy texts and six banner sizes (140x350, 160x600, 300x250, 468x400, 728x90, 980x120) were used, which amounts to a total of 84 banners.

Layout of the banners was rather simple, although several elements were featured. Company X's and Customer program Y's logos were placed on opposing sides of the banner. A button was included with a short text that suggested registering for the program, and an animated clock was placed on the banner with the text "Offer ends on 31.5.", to give the viewer a sense of time pressure. The banners had two frames. The first frame always mentioned a distinctive perk or a sweepstake prize, and the second featured a so-called call to action, persuading the viewer to click on the banner or to register for the program.

As mentioned, 14 different copy texts were used. The main perk from registering to the program, a considerable discount for a one-way ticket to a destination of the customer's choosing, was promoted in three versions. One of the banners was rather generic in comparison, stating that registered users received perks and offers. The rest of the banners all promoted the possibility to win various sweepstake prizes. These included tickets to the 2012 Men's World Ice Hockey Championship's and tickets to summer festivals. Images of campaign banners are not displayed due to Company X's request.

The technical specifications for banner production were to be abided, as performance was tracked throughout the campaign. Omitting certain technical implementations, such as adding the ClickTAG variable in the banners, would have rendered the campaign impossible to track. ClickTAG variable enables exact tracking of banner performance in different media. Banners use this variable to generate data in Ainoa Helsinki's ad serving system.

In addition to banners, eight images were produced to be used in Facebook advertising. Facebook requires the adverts to comply with its technical guidelines. The size of the image is 100x72 pixels. The maximum length of the title text is 25 characters, and 90 characters for the body text. Display banner copy texts were used as a basis for Facebook copy.

Findings from previous campaigns were used in material planning and production. The number of such materials that had previously performed well was increased, and those that had performed inadequately were replaced with new materials.

Kuubi produced the banner materials into Ainoa Helsinki's Banner Suite system, in which operating extensive amounts of material is easy. Kuubi uploaded the banner bases in to the system and submitted the copy texts to Ainoa Helsinki. At this point, only the visual elements of the banners existed in the system, and Ainoa was tasked to add the copy texts. After this the banners were complete. This method is used to reduce the amount of time spent on banner production, as producing numerous banners in more conservative ways is time-consuming. Increased speed and cost-efficiency in the banner production is achieved through the use of Banner Suite.

A campaign-specific landing page was also produced. All online advertising was directed to this page, where consumers were able to discover the perks and discounts the program provided. Consumers could also become members by completing an application form. Adform tracking point was installed in the landing page. This provided the information of the number of visitors who had proceeded from the landing page to fill the sign-up form, through what channel they had arrived, and enabled campaign optimization based on conversion data. Kuubi Oy produced the landing page.

6.6 Publishing of the campaign

As the material production was completed, they were uploaded into different advertising systems. Display materials that were produced in Banner Suite were uploaded into advertising management system Adform. Ad tags were then created for each media. These media specific tags were used by media to distribute the banners into their network. Through using media specific tags tracking of single media's performance was enabled. This was vital for efficient campaign optimization.

Facebook advertising was operated through the company's own advertising management system. Advert images and copy were uploaded. Conversion tracking was used in Facebook for the first time in Customer program Y's campaign history. This allowed the tracking of each materials' performance.

6.7 Campaign optimization

After the campaign was established and published, campaign optimization was started. Optimization was crucial to the success of the campaign. The campaign and its' channels performance were regularly monitored. The ad versions used were optimized based on the data aggregated in Google Analytics, Adform, and Banner Suite. The campaign was optimized so that the ad versions that generated the most conversions, or sign-ups for the program, were promoted and the versions that performed poorly were given less visibility or were retracted from the campaign altogether.

This logic of optimization was also applied to different media. The quality of traffic generated by each media was examined throughout the campaign. Media were evaluated based on their ability to generate conversions, and well-performing media were allocated more of the advertising budget. Poorly performing media were discontinued at the early stages of the campaign.

Facebook advertising was also optimized based on conversions. The adverts that generated the most conversions were allocated most of the budget, whereas inadequately performing ads were discontinued or given less visibility. Advertising through Facebook groups was discontinued, as they proved to be an ineffective channel compared to Facebook market place advertising.

7 Campaign results

The campaign period was 18.4.-31.5.2012, and Ainoa Helsinki conducted a detailed report of the online campaign's performance for the client company after the campaign. The goals of the online campaign were to generate 143 000 000 ad impressions and 100 000 clicks, and increase the amount of members by 72%. Display advertising was allocated the largest share of the media budget with 47%. Click and cost per click goals were set for each media, with the exception of advertising through Facebook groups. The target audience was anyone in Finland who was not already a member of the program.

Online campaigning consisted of display advertising, advertising in Facebook marketplace and through Facebook groups, direct e-mails, and text links. Results from the online channels will be discussed in the following chapters. It must be noted that since it was impossible to install the tracking point in the Thank you-page which was displayed after the registration form had been completed, a lead in the data tables depicts an event where a user has continued from the campaign landing page to the registration form. Thus, leads do not represent completed registrations.

The campaign's secondary goal was to increase Customer program Y's brand recognition from 23% to 35%, and this was to be achieved through the use of mass media.

7.1 Results from display advertising

Display advertising was allocated 58% of the total media budget. The click goal was set to 76 471 clicks. Table 7 depicts the impressions, clicks, click-through rate (CTR), leads and conversion rate (CR, the ratio of leads and clicks) generated by display media.

Table 7. Display advertising results

Media	Impressions	Clicks	CTR (%)	Leads	CR (%)
iltalehti.fi	33 126 733	6 984	0,02 %	2 033	29,11 %
Sanoma Outlet	13 151 297	4 162	0,03 %	954	22,92 %
Otavamedia.fi	6 727 708	2 223	0,03 %	447	20,11 %
Foreca	10 350 053	10 963	0,11 %	1 994	18,19 %
Tradedoubler	5 291 159	4 466	0,08 %	770	17,24 %
MTV3.fi	23 746 586	15 680	0,07 %	2 686	17,13 %
Verkossa Media	17 118 639	6 322	0,04 %	938	14,84 %
MSN.fi	8 616 790	8 161	0,09 %	1 096	13,43 %
adQ	29 873 763	10 463	0,04 %	1 383	13,22 %
suomi24.fi	10 556 039	5 880	0,06 %	742	12,62 %
Klikki.com	9 153 929	5 639	0,06 %	679	12,04 %
Whiterabbit network	205 461	1 046	0,51 %	46	4,40 %
Total	167 918 157	81 989	0,05 %	13 768	16,79 %

As the data suggests, Iltalehti.fi performed at the highest conversion rate, or CR. This means that users who clicked the campaign's banner ads on Iltalehti.fi were more likely to continue from the campaign landing page to the registration form than users coming from other media. Compared to others, Iltalehti served the most banner impressions, but their users were not as likely to click on the ads and their click-through rate was the lowest of the campaign. However, as the main goal of the campaign was to acquire new members and the purchase type of the media was cost-per-click rather than cost-per-mille, click-through rates should not be used as an indication of a media's performance.

In terms of conversion rate, other well-performing media were Sanoma Outlet and Otavamedia. Both provided an above 20% conversion rate, but the amount of clicks generated was low compared to other media. This indicates that most users of both of these media weren't keen on clicking the banner ads, but out of those who clicked, a significant amount continued to the registration form.

MTV3 generated the largest amount of clicks and leads. The conversion rate was slightly above average, as was the CTR. MTV3 was able to generate a significant amount of traffic in the given time period, thus contributing to a large extent in achieving the campaign's click amount goal.

Whiterabbit network performed poorly in terms of conversion rate. The CTR was exceptionally high with 0.51% compared to the campaign's total of 0.05%. This means that users who encountered Customer program Y's advertising in the Whiterabbit Network were eager to click on the ads, but reluctant to move on to the registration form. This may have resulted from the fact that the audience that Whiterabbit network reaches is relatively young. Since

Whiterabbit's conversion rates were so low, campaigning was stopped on the network after ten days.

In total, display advertising generated 167 918 157 ad impressions and 81 989 clicks with a click-through rate of 0.05%. This is a normal CTR for tactical display campaigns, and given the campaigns rather large volume, the campaign can be considered as successful in terms of CTR. Display advertising exceeded its click amount goal by 5 518 clicks, which means that the actualized cost per click was lower than the targeted price. Display advertising generated 13 768 leads in total. Conversion rate was 16.79%, which, given the scale of the campaign and the size of the target audience, can be considered as a high rate.

14 different banner messages were used. In the beginning of the campaign, each version received the same amount of impressions. There were no significant differences between the materials click-through-rates, but three messages performed the best in terms of conversion rate. Banner versions one and two had the highest conversion rates throughout the campaign and generated the most conversions. Version five also had a high conversion rate.

Since the banners all used the same banner base, the look was similar for all versions. The main message of versions one and two stated the perk that all new registrants received, which was a considerable discount of a one-way ticket to a destination of the customer's choosing. Version five's message promoted the possibility to win tickets to the 2012 Men's World Ice Hockey Championships. In an effort to increase campaign performance, these materials were allocated a larger share of ad impressions during the campaign.

7.2 Results from Facebook advertising

Facebook marketplace advertising's share of the media budget was 15%, and the click amount goal was set at 24 286 clicks. Table 8 illustrates the impressions, clicks, click-through rate (CTR), leads and conversion rate (CR) generated by Facebook marketplace advertising.

Table 8. Facebook marketplace advertising results

Media	Impressions	Clicks	CTR (%)	Leads	CR (%)
Facebook	83 204 646	23 744	0,03 %	4 522	19,04 %

Facebook marketplace advertising generated 83 204 646 ad impressions and 23 744 clicks with a click-through rate of 0.03%. The CTR was rather low, but as with display advertising, the buying method was cost-per-click and the goal was tactical. Thus, CTR should not be viewed as the sole metric for Facebook advertising's performance. However, as the CTR was low, the click price had to be increased in order to secure volume. This means that the actual price for

a click through Facebook marketplace advertising was slightly greater than the targeted price. This resulted in marketplace advertising not reaching its total click goal by 542 clicks. Still, 4 522 leads were acquired through Facebook marketplace ads, and conversion rate was 19.04%, which is a high rate considering the scale of the campaign and the size of the target audience.

There were 14 different versions used in Facebook marketplace advertising. Copy texts for these adverts were created by adapting the messages from banner ads. Each copy text was paired with an ad image, and eight different images were used. As with display advertising, the three best performing adverts in terms of conversion rate were versions one and two, which both displayed the discount perk, which promoted the chance to win tickets to the Ice Hockey World Championships.

Toinen Helsinki was responsible for the planning and purchasing of promotion through Facebook groups. Six Facebook groups were used to post promotional messages of Customer program Y. Table 9 presents the clicks, conversions and conversion rates from these groups. Impression data is not available due to technical restrictions.

Table 9. Facebook group results

Media	Clicks	Leads	CR%
Iskelmä	129	81	62,79 %
Voice	135	83	61,48 %
Top 10 Matkatarjoukset	1 500	659	43,93 %
Leijonat	1 012	429	42,39 %
Grillaus	257	94	36,58 %
Kahvi	417	142	34,05 %
Kahvi (Maija Halme)	482	123	25,52 %
Total	3 932	1 611	40,97 %

Top 10 Matkatarjoukset, a group that publishes “the ten best travel offers every week” (Top 10 Matkatarjoukset.), generated the most clicks and conversions. This suggests that the message aimed at Facebook users interested in traveling and expecting special offers and discounted services was the most effective in terms of lead generation. Iskelmä, which is Iskelmä radio channel’s Facebook group, performed with the highest conversion rate, but generated the least conversions. Both click and lead amounts were significantly lower than those of Top 10 Matkatarjoukset and Leijonat, which together generated most of the traffic and conversions.

The total conversion rate of Facebook group postings was considerably higher than in display and Facebook marketplace advertising. This indicates that the traffic received through the

posts was of better quality than from other sources. However, the amount of clicks these groups were able to produce remained small in comparison to other sources.

7.3 Results from other channels and total results

In addition to Facebook advertising and display advertising through Ainoa Helsinki's Performance Network, Toinen Helsinki purchased additional visibility from MSN. This consisted of banner advertising in Hotmail.com, and text link advertising throughout the MSN network. Hotmail.com's share of the media budget was 4.5%, and the text link's 2.7%.

Hotmail.com used the same banners as the rest of the display advertising, but only in two banner sizes (160x600 and 300x250). The chance to win tickets to the World Ice Hockey Championships was promoted in the text links until 6th of May, after which the message was changed to promote the chance to win one of the sweepstake prizes. The maximum length of a MSN text link ad is 65 characters.

Table 10 presents the results from these sources. Impression data for text links is unavailable due to technical restrictions.

Table 10. Hotmail and MSN Messenger results

Media	Impressions	Clicks	CTR(%)	Leads	CR%
Hotmail (display)	4 370 750	3 472	0,08 %	653	18,8 %
MSN Messenger (text links)	n/a	7 866	n/a	185	2,4 %

Display advertising in Hotmail.com produced 3 472 clicks and 653 leads with a conversion rate of 18.8%. This suggests that banner advertising in Hotmail.com performed slightly better at generating leads than other display media on average did. However, with 4.5% share of the media budget Hotmail.com was able to generate only 3 472 clicks, which means that the price per click was considerably higher than in other display media.

Text link advertising provided 7 866 clicks with 2.7% share of the media budget, which makes it the cheapest source for clicks in the campaign. Yet, only 185 leads were acquired through it, and the conversion rate was the campaign's lowest at 2.4%. This makes text link ads the most expensive channel for lead generation.

E-mail advertising through Fonectan Suuri Palkintokysely provided 6 698 sent e-mails with an opening percentage of 52.5% and 2 408 clicks. Tracking of traffic generated from this source was impossible due to technical restrictions.

Altogether, the online campaign generated 255 493 553 impressions, 121 003 clicks and 20 739 leads.

Research conducted after the campaign showed that Customer program Y's brand recognition was at 28%.

8 Campaign schedule

Table 11 presents the Customer program Y's campaign schedule from beginning to end.

Action	Date
Discussion between Company X and Toinen Helsinki regarding campaigns' goals	Q1 2012
Submitting a proposition for the campaign by Kuubi, Toinen Helsinki and Ainoa Helsinki	
Client company accepts the proposition	
Toinen and Ainoa form media plans. Kuubi produces layouts for banner bases and copy texts.	
Client company accepts the media plans, banner layouts and copy.	
Ainoa starts production of banners and Facebook ads and begins display media briefing	
Materials are uploaded to Adform and tags are sent to media	
Campaign goes live	18.4.
Monitoring, optimizing, weekly updates for the client	
Campaign ends	31.5.
Creating a final report of the campaigns performance	
Presenting the report	

Campaign planning begun in early 2012 when Company X sent a brief to Toinen Helsinki describing the current situation and what the goals for the next Customer program Y campaign would be. Planners and producers from Kuubi, Toinen Helsinki, and Ainoa Helsinki then formed a proposition of customer acquisition campaign. The proposition included a description of the channels to be used, a layout for the banners and landing page, and drafts of banner messages. Proposition for the budget was also included, as well as a suggestion of how the budget be allocated between different channels, and estimations of how many clicks and leads would be delivered. The client company accepted this proposition with no changes.

After the proposition had been accepted, Toinen Helsinki and Ainoa Helsinki both formed detailed media plans. Toinen Helsinki's plan included budget and timing for radio. Ainoa Helsinki's plan featured schedule and budgets for display and Facebook marketplace advertising, Facebook group posts, and direct e-mails. While Ainoa and Toinen were planning media, Kuubi produced the banner bases for Banner Suite and wrote the campaigns copy texts. After the banner layout and copy had been accepted, Ainoa Helsinki's producers started assembling the banner ads in Banner Suite, as well as creating the ads for Facebook marketplace.

When media plans had been approved by the client company, Ainoa Helsinki started briefing display media. After the campaigns details had been agreed by the media representatives, banners were uploaded from Banner Suite to Adform. Adform tracking codes were then created and sent to each media, and the campaign was published in display and Facebook on April 18th, 2012.

The campaign's performance was monitored in all channels throughout the campaign time. The client company's representatives were sent updates of the campaigns performance weekly. The campaign's channels and materials were optimized consistently.

The campaign time was 18.4.-31.5., and after the campaign had finished, Ainoa Helsinki's team conducted and presented a final report for the client company.

9 Conclusions

This chapter covers the product part's successes and the campaign results are analyzed.

9.1 Campaign brief

The goals, schedule and budget for the campaign were clearly stated in the brief. These are the most important aspects of a campaign brief. The budget was sufficient in terms of the goals, and the campaign schedule was realistically set. Also, a basis for the campaign's creative execution was included in the brief, which eased the media planning process. This allowed for planning the campaigns channels and media environment in advance.

Determining the target audience proved to be rather difficult, as the audience consisted of all customers who are using the company's services. Therefore, a specific target audience was not determined, which seemed to be the right decision. The campaigns goals were extensive, and limiting the campaign only to a specified target audience would have hindered the campaigns ability to reach set goals.

9.2 Achievement of goals

The campaign exceeded all of the goals in terms of ad impressions, clicks, and new registrations. The campaign reached 255 493 553 impressions, 121 003 clicks and 20 739 leads. The campaign targeted to increase the amount of members by 72%. During the campaign, the total number of new members increased by 165%. Almost all of the channels exceeded or reached their click goals. Therefore, the campaign can be considered as being exceptionally successful. The following chapters aim to conclude the reasons for the campaign's success.

The clearly set goals were one of the reasons for the success of the campaign. Numeric goals clarified the campaign expectations for the team, which helped in the planning and optimization process. Click goals were also set realistically according to media budgets.

The materials used were simple yet eye-catching and always had a call-to-action, persuading the viewer to click on the ad and sign up for the program. A mention of the perks, discounts or sweepstake prizes were also included in all materials. This combination proved to be effective in driving users to the campaign landing page. The landing page was rather uncluttered, as it included a short text explaining the customer program, a description of the discounts received after registering and a large button with a link to the registration form.

The campaign's main offer, the considerable discount of a ticket price to any destination, was a rather generous offer. Company X does not usually offer a discount this large of their services, and special prices during promotional campaigns are always offered on predetermined destinations. This was the first time customers received such a large discount and were able to freely decide on any location they wanted to travel to with the discounted price. There was also the possibility to win different sweepstake prizes. The prize that worked the best in terms of lead generation, the Ice Hockey World Championship tickets, was a topical offer. The 2012 championship games had just begun in Helsinki, and there was discussion in the media of the ticket prices being too expensive. This might explain some of this particular prize's adequate performance.

Tracking all the campaign channels through Adform and using this data to optimize the campaign was possibly the largest reason for the campaign's success. Adform was especially helpful in optimizing display media budget and materials in Facebook marketplace advertising. With Adform, it was possible to allocate the budget to the media or material that was performing the best in terms of lead generation. Without this kind of tracking mechanics, it would have been substantially harder to optimize the campaign based on conversion performance. If the campaign had been optimized based on click-through-rates rather than conversion rates, it is doubtful that the campaign would have acquired as many new members as it did.

Optimization was done precisely and consistently. The campaign's status was monitored multiple times per week, and channels were optimized based on their performance. Display media that were generating sub-par traffic were discontinued entirely after the start, media with the best performance were allocated more budget and the best performing materials were given the largest share of impressions. All of this enhanced the quality of the traffic driven to the landing page.

The campaign delivered a substantial amount of impressions. Most of the media was purchased based on the cost per click pricing model, so impressions can be considered as something that was received for free. Although the increase in brand awareness was not researched afterwards, it is probable that the over 255 million impressions generated through online media also helped in creating awareness for Customer program Y's brand.

To conclude, it seems that good offers and prices combined with simple yet persuasive materials and a well-designed landing page convinced people to register for the program. The tracking tools made it possible to measure the campaign's performance, and consistent data-driven optimization improved the traffic's quality throughout the campaign. These factors resulted into a successful campaign that exceeded all of its original goals.

9.3 Channel and media choices

Digital channels were a suitable decision for the campaign, as their monitoring is simple and they allow for real-time optimization based on performance. After all, the campaign's main aim was entirely tactical. As most people in Finland have access to the Internet, the decision to use mainly digital channels also fit the target group, which was Finns who weren't already members. Registering for Customer program Y is possible only online.

Digital channels used in the campaign were display advertising, Facebook marketplace advertising and group post promotions, E-mail, and text link advertising.

As the campaign's goal for clicks was rather ambitious, biggest share of the media budget was allocated to display advertising. The results indicate that this was the right decision, as display advertising was able to exceed the targeted click amount. In comparison, Facebook marketplace advertising was not able to achieve its click goal, and here price per click needed to be increased slightly. Investments in other channels were significantly smaller, and their task was more supportive.

Regarding conversion rates, Facebook group posts seemed to generate traffic most likely to produce a lead. However, the amount of traffic received from these posts was significantly smaller than from any other source. Therefore, including Facebook groups into possible future campaigns is questionable. Facebook marketplace adverts performed with a higher conversion rate than display advertising. Still, it must again be noted that Facebook was not able to produce the traffic as well as display advertising. Text links generated the most inexpensive traffic, yet the conversion rates were the campaign's lowest. They performed poorly in lead generation and the use of text links can't be justified in future campaigns.

There were substantial differences in performance between display media. Iltalehti, Sanoma Outlet and Otavamedia produced the best conversion rates. However, the campaign encountered strong competition in these media, and it was evident that they were not able to produce all of the traffic needed. Therefore, the budget was distributed between the media with the best conversion rates and the media that were able to generate traffic with above average conversion rates. This proved to be an effective strategy, as the click goal was exceeded while the total conversion rate stayed rather high.

In conclusion, the balance between the ability to produce traffic and generate leads was reached in display advertising and Facebook marketplace advertising. Other channels were either generating traffic that did not convert or they generated quality traffic, but in amounts too little for campaign's goals. This campaign provided valuable lessons regarding

different digital channels and their use in lead generation and tactical campaigning. These findings will assist in planning possible future campaigns.

9.4 Creative execution

Digital marketing agency Kuubi was responsible for the campaign's creative execution. To reach the campaign's goals, the advertising messages aimed to be both alluring and informative, while convincing customers that registering for the program would be benefitting for them. This was the reason for promoting the rather large discount percentages only available for members.

Using different messages in the materials allowed for optimization during the campaign. Differences in performance between materials were found out during the campaign. The call-to-action present in all materials, "Sign up for Customer program Y", was an especially good aspect of the creative execution. Incorporating a call to action to the materials was essential, as consumers often react positively to persuasion. Had the materials not featured the call to action, the results would not have been as positive. Numerous different messages were used in display and Facebook materials, promoting different perks such as sweepstake prizes, but all materials used the same call-to-action. This made the advertising's main message easier to assimilate for the customers. As the campaign reached adequate results, the creative execution can be considered a success.

9.5 Next steps

The campaign provided several insights into the performance of different channels and campaign optimization considering both media and materials. Display and Facebook advertising were invested in the most, and according to results, this is a justifiable approach also for future campaigns. The main advantage in both channels is the buying method, cost per click, which means that the method in its self is targeting and therefore, cheaper for the client.

The use of e-mail marketing in future campaigns is to be considered. In this particular campaign, direct e-mails provided leads, but the amount of traffic generated was relatively low. Yet, one of the goals for the campaign was to utilize all the channels where traffic could be purchased cost-efficiently, and compare results. In this sense, using multiple channels in the campaign gives a better basis for campaign planning in the future. Insights of which channels produce leads have been generated as a result of the multichannel approach.

Promotion through Facebook groups was tested in the campaign, and both the volume generated and amount of leads acquired through this channel were lower than expected. Working with group operators also proved to be rather time consuming.

Considering future campaigns, search engine marketing and visibility on Company X's homepage should be incorporated in the campaigning. With search engine marketing, it would be possible to generate a substantial amount of traffic to the campaign landing page with relatively low cost. Synchronizing search engine marketing during campaign is recommended for future executions. It is also recommended to promote Customer Program Y's campaigns on Company X's front page, as the visitors are presumably interested in the perks the customer program offers. Utilizing the advertisers own channels in the campaign is to be considered, as the traffic generated from these channels is virtually free.

Based on the campaign's results and insights it provided, future campaigning is suggested to be operated correspondingly to this campaign. The campaign execution was a success as a whole and by investing in the channels that provided the best results it is possible for future campaigns to create even better results.

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