

Advertiser 3D for adMarketplace

Product Architecture/Strategy, User Experience - Ad Management

GOAL

- Create a campaign management system with a viable market differentiator,
- Design user experience to simplify analysis and optimization
- Define strategic improvement release schedule

CHALLENGES

- Existing data model insufficient
- Limited staff resources
- Linear optimization model, black-box approach
- Limited buy-in by both senior management and line staff

PROCESS & METHODOLOGY

I took ownership of the Advertiser 3D project in February 2012 after the contracted UX consultants failed to produce a viable solution that was anything more than a re-design of the existing model. Executive management was looking for a new vision, a new way to approach campaign management that would differentiate the company in the search advertising space.

Search advertising is dominated by Google, whose approach, simply put, is a "black-box." To take advantage of advertiser's distaste for this one-size-fits-all method, I convinced management to consider an atomic approach.

To enable users of the product to optimize across such wide bodies of data, they needed to be able to see data differently, across multiple views and permutations. To accomplish this, data was presented in pivots, much like a data warehouse cube.

Finally, to simplify optimizations, we made the interface a direct interaction environment - edits could be made much like a spreadsheet with the same click-to or tab acquisition, hitting enter to save, and bulk edits for when large scale editing was required.

RESULTS

- 26% increase in company revenues YoY 2012-2014
- Flexible user-feature control allows granular approach to accessibility
- Traffic source management provides bid adjustments at atomic level to improve advertiser performance
- Event funneling, introduced in 2015, provides goal-based analytics, as well as foundation for BidSmart pricing optimization
- Introduced broadened taxonomies for categorical campaigns
- Multiple attribution models provide reporting that fits the advertiser's need rather than a one-size fits all approach

The screenshot displays the Advertiser 3D interface with several key sections:

- GOAL OPTIMIZATION:** Shows a budget of \$20.00 and various optimization settings like 'Absolute Budget', 'Search Offer', 'Inventory Search', 'Bid and Price', and 'Request a Quote'.
- USER LOCATION:** A map of the United States with a search bar and filters for 'Advertiser', 'Advertiser ID', 'Advertiser Name', and 'Advertiser Type'.
- TRAFFIC SOURCES:** A table with columns for Traffic Source, Spend, Impressions, Clicks, CTR, CPC, Cost Per Sale, and Conversion Rate. The total spend is \$19,891 and the total conversions are 1,509.

Traffic Source	Spend	Impressions	Clicks	CTR	CPC	Cost Per Sale	Conversion Rate	Cost
T1002	\$7,345.32	1,300,298	229,309	17.63%	11.27%	\$2.04	5.91%	\$13.26
T1000	\$4,032.28	818,878	76%	7.94%	\$5.14	7.94%	27.2%	\$18.61
T1104	\$545.85	98,268	18,428	18.85%	2.91%	\$2.38	6.4%	\$8.58
T1001	\$458.42	1,363,308	8,235	0.60%	47.6%	\$5.80	1.26%	\$78.42
T1008-004	\$427.62	1,288,804	8,372	0.65%	45.2%	\$6.97	0.44%	\$218.81
T1008-014	\$20.80	\$7,121	343	0.33%	26%	\$0.80	19.26%	\$0.25
Total	\$18,608.32	8,751,087	448,428	5.12%	\$4.35	\$5.88	5.28%	\$11.12

CONTACT DETAILS

Mat Rosa

mat.matsays@gmail.com

@mat_says

linkedin.com/in/matrosa