

SETTING UP YOUR DATA MANAGEMENT PLATFORM

WITH ADVANTAGE MEDIA

CRAWL



In order to begin onboarding data into the DMP, the first step is to master basic data collection and activation. That includes:

- Account Creation
- Campaign Data Ingestion
- Custom taxonomy Creation
- Audience Building

We'll begin with a kick off call which will be used to identify the data that we can start ingesting. Media/campaign level data is usually the first source that we'll begin ingesting because it is the easiest.

CLIENT TASK

Before this call we ask that you to identify the campaigns that we can begin tagging with a DMP pixel (either run by Advantage Media or another partner). We'll provide the pixel and the implementation instructions for your other partners or technical resources - we're here to walk you through every step and make it easy!

Sources: Media Campaigns, Influencer Marketing Campaigns, Email Campaigns

ADVANTAGE MEDIA TASK

From there we'll organize the data in a way that aligns with your business objectives (called a custom taxonomy), and ultimately break this data out into audiences that can be used for future targeting and/or insights. We'll share this custom taxonomy with you for approval but we'll do the heavy lifting.

WALK



Ingesting data from your media campaigns is a great first step, but in order to glean even more insight out of the DMP you can begin tagging your site and/or the landing pages in which the media you're running is driving to (also known as 'owned' assets). From here you can:

- Glean insight off of who is visiting your site or landing pages
- Begin developing a strategy for future campaigns and messaging

CLIENT TASK

In order to do this we'll simply need you to identify which digital properties you're able to tag (for example - a brand site or a campaign specific landing page).

If we are managing the development of one of your landing page(s) we will automatically tag these.

ADVANTAGE MEDIA TASK

From there we'll need to work with you (or your web developers), to have the JS tag appended to the footer of the site, microsite or landing page. Again - we'll provide step-by-step instructions and work with the technical resources within your organization.

RUN

The largest and most complex step is the onboarding of CRM and/or POS data. Privacy is always of greatest importance when onboarding customer data, so this step requires client assistance in terms of onboarding and helping us understand how the data should be segmented. While onboarding this data can be time consuming, it is almost always the most valuable data set that you have at your disposal.

CRM onboarding steps include:

- Kick off/Strategy call between AMS and Client
- Client/AMS/data clearing house call to connect on passing the CRM data (ex. FTP)
- Client pass data to FTP
- Clearing House and AMS finalize segments
- Clearing House filters and hashes data to strip all PII
- Clearing House passes hashed data to onboarding partner
- Onboarding partner takes hashed info and matches it to cookie ID's
- Onboarding partner passes to DMP
- DMP matches cookies to device ID's
- AMS to categorize behaviors and build audiences