

Atlas Advanced Analytics
Making your media dollars work harder.

Overview

Microsoft Advertiser & Publisher Solutions is pleased to offer a flexible, diverse collection of in-depth reports so you can tap into powerful metrics and optimize your media, creative and website and make the smart marketing decisions you've been dreaming about.

Choose from among these nine analyses:

- **Creative Optimization Advisor** - Optimize the best creative for each placement.
- **Advanced Reach & Frequency Reporting** - Go beyond the standard reach and frequency reports and get granular, at the site, placement and creative level.
- **Optimal Frequency Analysis** - Pinpoint the frequency that delivers the highest conversion rate, target your most profitable frequency (highest yield).
- **Time-to-Convert Analysis** - Examine different conversion windows (time between the last click or impression and the conversion) to measure the impact on conversion results responses.
- **Daypart Analysis** - Measure how impression delivery, clicks and conversion rates fluctuate throughout the day to help you make the most of your targeting efforts.
- **Geographic Performance Analysis** - Discover which regions receive the highest click-through rates and conversions, and compare your online marketing efforts across geographic regions.

Learn about Campaign Builder
Know precisely how many users see ads across multiple sites.

ables

IMMERSIVE

ON (USER) DEMAND

NON-LINEAR

BLE/PACKABLE

VIRAL/SOCIAL

SNACKABLE/PACKABLE

MEASURED





What a marketer is looking for?

Right Time

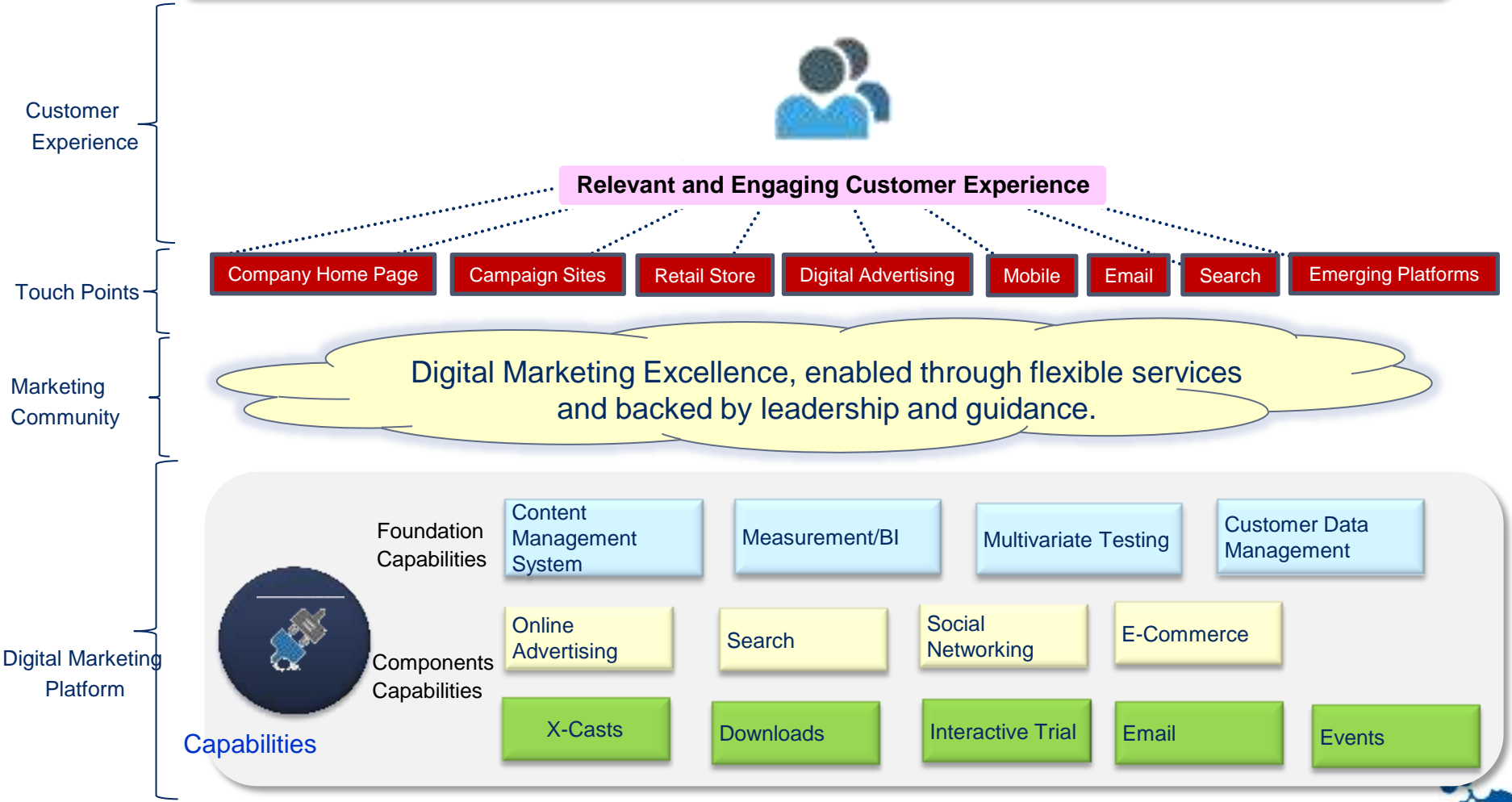
Right Place





Right Message

The categorization serves as the basis for determining the right digital “tools” to apply

Category	Personalization	Search	Site Optimization	Portability	Co-Creation	Influencer Outreach	Social Media
Features	Identify unique characteristics and allow that identity to persist across sessions.	Extend and sharpen how an audience finds what it needs.	Enhance discoverability after the click™ with more relevant offers and user experience.	Allow content and services to be easily accessed when and where customer wants with tracking	Create value as a collaborative effort between consumer and brand.	Identify and engage key influencers.	Foster consumer engagement in a personal yet scalable manner with mass collaboration and social networking
Tactical tool	Behavioral targeting	SEO/ organic search	Creative message optimization	Podcast and videocasts	Tagging	Ecosystem mapping	u digg facebook
	IP targeting	Vertical search	Landing page optimization	Mobile - SMS, MMS and WAP	Mash-ups	Influencer disseminated artifacts	LinkedIn
	Dynamic content delivery	Paid search	Site path optimization	Syndicated/ Embeddable content	Shared source	Influencer team management	myspace.com. a place for friends
	Research	Social search	Targeted incentives	RSS feeds		Sentiment tracking	Usenet
	Network-based targeting		Partner site integration	Widgets and gadgets			
				Video / zune	xboxlive.com		

Target: Digital Marketing Platform empowers the community of Marketers to create measurable, compelling experiences for customers, driving exposure, engagement and conversion.



	Yellow 	Orange 	Brown 	Black 
Operating Model	Identifies online work key to driving marketing results; outsources tactical work as appropriate.	Utilizes reporting and benchmarking tools to plan and prioritize online work	Leads a subsidiary-wide Leadership Team to collaborate, report, and analyze Microsoft.com priorities	Leads a subsidiary-wide Leadership Team to drive integrated ATL and BTL outcomes on Microsoft.com for sub prioritizes.
Measurement & Analysis	Measures marketing impact of some online work: owns subsidiary Microsoft.com scorecard	Measures, reports, and analyzes prioritized online work; uses Microsoft.com scorecard to plan and forecast	Consistently applies resources to drive marketing outcomes and optimizes results	Optimizes across the portfolio of sites and demand generation vehicles to drive growth and measures value of improvements
Measurement Tools	Understands and uses pervasively: •WebTrends	•WebTrends, CSTAR, AdExpert	•WebTrends, CSTAR , - Atlas/AdExpert	•WebTrends, CSTAR , - Atlas/AdExpert, - comScore
Digital Marketing: Demand Generation	Online venues are extensions of existing marketing programs, MarCom	Digital tactics and venues planned integrally with other MarCom vehicles, Marketing programs for selected parts of customer journey.	Digital venues integrated across customer journey and other MarCom vehicles; rapid application of learning	Digital at the core of marketing programs; industry leadership in use of new digital venues to drive business outcomes on Microsoft.com



DIGITAL CENTERS OF EXCELLENCE

Cross-COE frameworks and guidance for strategy, tools, resources, communications, measurement, and skills

Online Advertising (OCOE)

Guidance for paid advertising on Microsoft.com

Email (ECO)

Guidance for usage of email

Search (SCO)

Guidance for search engine marketing

Campaign Site (CSCO)

Guidance & solutions for Campaign landing environments

CURRENTLY LIVE

COMING SOON

THE 8 COMPONENTS OF COEs

Strategy

Process

Policy

Tools

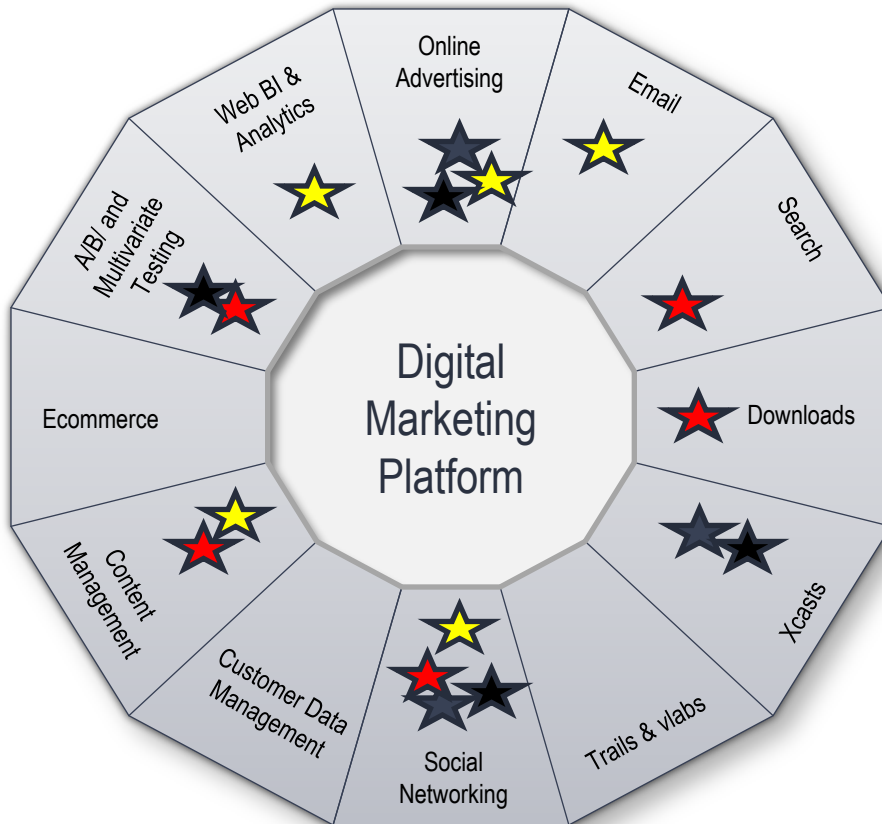
Resources

Communication

Measurement

Skills

With the Marketing shift to Digital, there is great innovative pilot work happening across CMG, BG's and Subsidiaries.



We have an opportunity to:

1. Align the current pilot landscape
2. Build a common framework
3. Drive consistency and value back to Company through innovation



RM Innovation



Digital Marketing Platform



CMG Ad



HQ BMO



- Consumer & business insights
- Content Management
- Web Analytics & Business Intelligence
- A/B & Multivariate Testing
- Segmentation & Models
- Customer Data Management

