



DIGITAL SCORECARD 2021

Onboarding training



WHAT'S IN IT FOR YOU?

A DIGITAL SCORECARD TO MAKE YOUR JOB EASIER

Actionnable and easy to understand performance tracking

- Performance measured with a scoring system every stakeholder can understand
- Ability to de-average performance by channel and ad format
- Starting point to quickly identify biggest opportunities of improvement, but also where you have excelled.

Shared budget tracking

- Single source of truth for global digital marketers and local brand managers to ensure optimal budget spend.

SUPPORTED CHANNELS

On which digital channels do we report in 2021?

IN 2021 WE WILL REPORT ON 21 DIFFERENT CHANNELS

Paid Search



Google



Yandex



Yahoo! NEW



Amazon NEW



Criteo
[Sponsored Products]

Programmatic



Google Marketing Platform



Teads Connect NEW



Amazon DSP NEW

Display Networks



Yandex Display



Google Display Ads

Social



YouTube



Facebook



Instagram



Twitter



Pinterest



Vkontakte



Reddit [Provamel only]

Cross-platform



Influencers



Digital Audio



Partnerships*

Other



Other

* Partnerships are intensive collaborations with cross-platform advertising included in one package.

KPI FRAMEWORK

How we aggregate KPIs at channel level
into one overall index score that anyone can understand.







A DIGITAL SCORECARD TO MAKE YOUR JOB EASIER

The overall score is an [aggregated index](#) indicating the performance on each digital channel on both a [qualitative and quantitative](#) dimension in comparison to [our historical performance](#).

Threshold	▶ Below expectations	▶ Overall score < 95%
Target	▶ As expected	▶ $95\% \leq \text{overall score} < 105\%$
Stretch	▶ Above expectations	▶ Overall score $\geq 105\%$

Furthermore, its [simplicity](#) allows anyone within the business to know if performance is on track or not. A score of 100% means performance was exactly the same as the previous year.

VISUAL SCORING AT ALL LEVELS IN OUR REPORTING

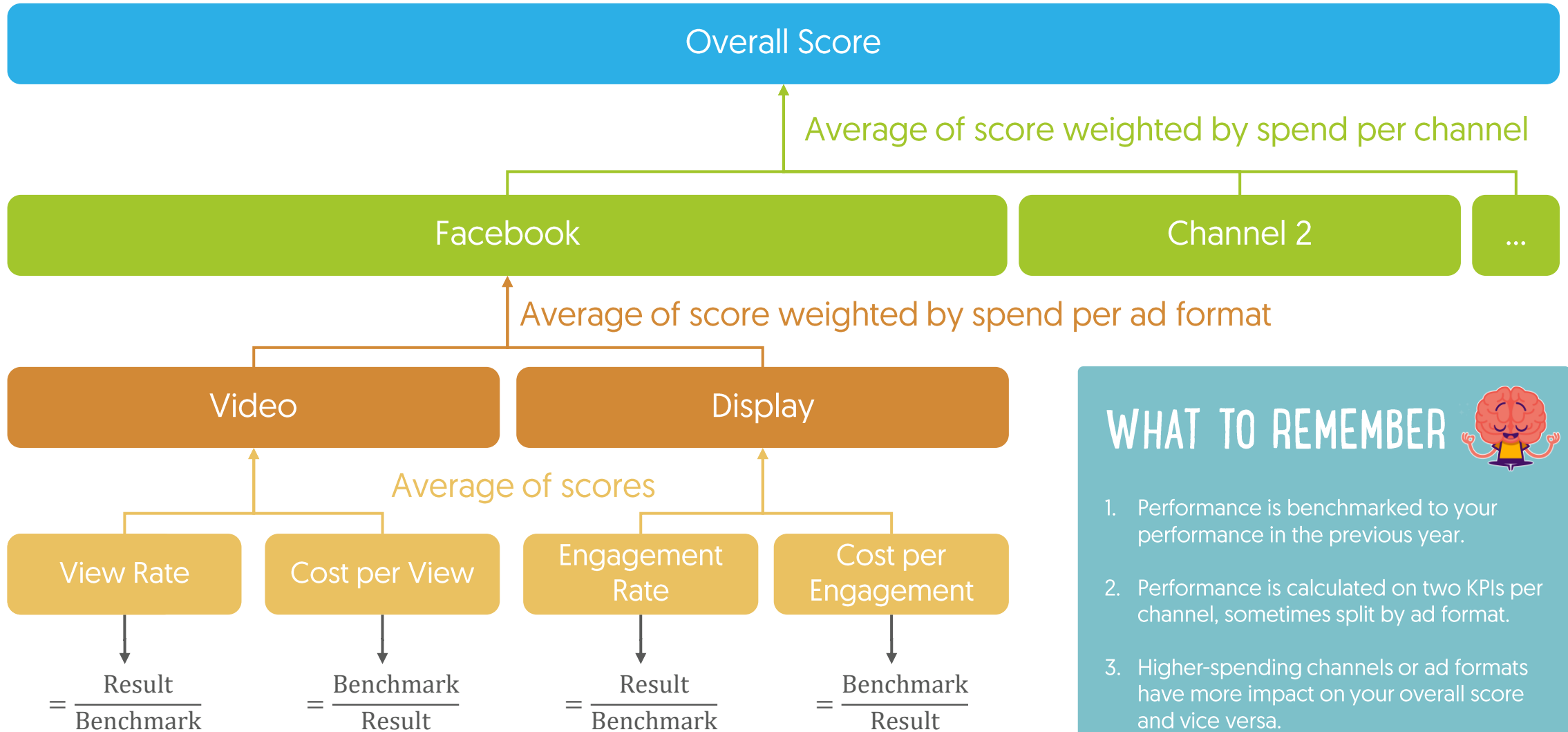
2019			Q1	Q2	Q3
UK		Impressions	234,664,815	105,110,704	0
		Overall score	138.74%	122.65%	#N/A
IE		Impressions	19,524,000	2,181,035	0
		Overall score	109.27%	118.35%	#N/A
DE		Impressions	65,336,246	13,407,430	0
		Overall score	119.18%	115.40%	#N/A
AT		Impressions	6,017,693	0	0
		Overall score	189.34%	#N/A	#N/A
BE		Impressions	16,246,426	11,746,337	0
		Overall score	106.27%	93.59%	#N/A
NL		Impressions	24,563,633	4,776,093	0
		Overall score	176.56%	203.57%	#N/A

Global view

KPI PERFORMANCE				
		JAN	FEB	MAR
CROSS-CHANNEL				
Overall score		123.83%	#N/A	#N/A
Actual spend		€346,284.73	€0.00	
CPM		€3.22	#N/A	#N/A
Impressions		107,598,751	0	
PER CHANNEL KPI index components				
SEA	All: CPC, CTR	120.3%	#N/A	#N/A
YouTube	All: CPV, VR	112.3%	#N/A	#N/A
Facebook	Video: CPV, VR Display: CPE, ER	133.0%	#N/A	#N/A
Instagram	Video: CPV, VR Display: CPE, ER	129.2%	#N/A	#N/A
Influencers	All: CPE, ER	#N/A	#N/A	#N/A
Programmatic	Video: CPV, VR Display: CPC, CTR	165.3%	#N/A	#N/A
Digital Radio	All: Cost per Minute	#N/A	#N/A	#N/A
Criteo	All: ROAS	102.0%	#N/A	#N/A
Twitter	Video: CPV, VR Display: CPE, ER	188.6%	#N/A	#N/A
Pinterest	Video: CPV, VR Display: CPC, CTR	#N/A	#N/A	#N/A
Search	Video: CPV, VR Display: CPC, CTR	#N/A	#N/A	#N/A

Country view

HOW WE CALCULATE THE OVERALL SCORE

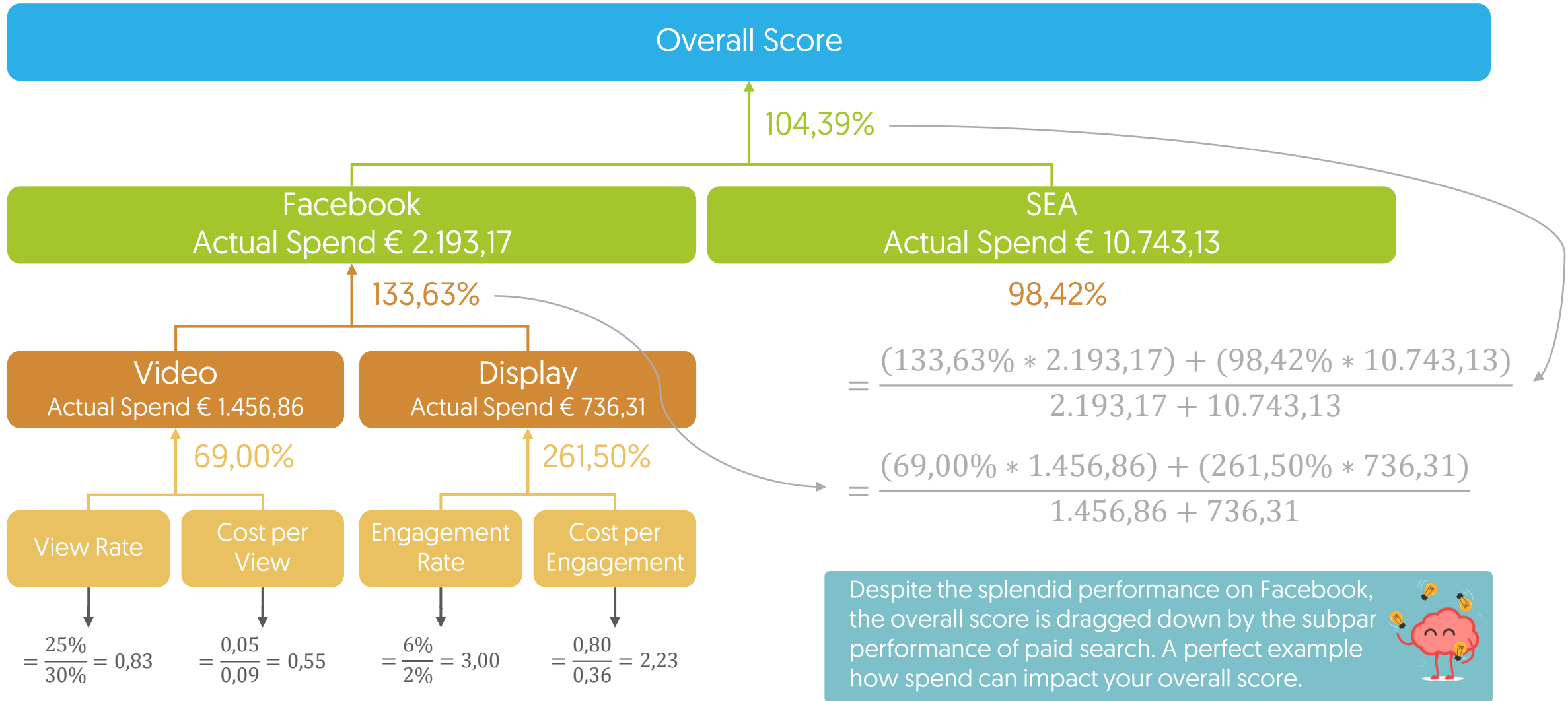


WHAT TO REMEMBER



1. Performance is benchmarked to your performance in the previous year.
2. Performance is calculated on two KPIs per channel, sometimes split by ad format.
3. Higher-spending channels or ad formats have more impact on your overall score and vice versa.

HOW WE CALCULATE THE OVERALL SCORE – AN EXAMPLE








OVERVIEW OF ALL KPIS PER CHANNEL (1/4)

For each channel and – if needed – ad format, we have defined both a **qualitative and quantitative** KPI.








	Breakdown	Qualitative KPI	Quantitative KPI
 Google  Yandex  Yahoo! ^{NEW}	Brand	CTR	CPC
	Products		
	Plant-based		
	Needs		
	Diets		
	Recipes		
	Motivations		
	Campaigns		
	eCommerce		
 Amazon ^{NEW}  Criteo [Sponsored Products]	[none]	[none]	ROAS

OVERVIEW OF ALL KPIS PER CHANNEL (2/4)

	Breakdown	Qualitative KPI	Quantitative KPI
 Google Marketing Platform	Display	CTR	CPC
	Video	Completed View Rate	CPCV *
 Teads Connect <small>NEW</small>	Display	CTR	CPC
	Video	View Rate (6s)	CPV (6s)
 Amazon DSP <small>NEW</small>	Display	Viewability	CPM
	Video	Completed View Rate	CPCV *
 Yandex Display  Google Display Ads	[none]	CTR	CPC

* CPCV = Cost Per Completed View

OVERVIEW OF ALL KPIS PER CHANNEL (3/4)

	Breakdown	Qualitative KPI	Quantitative KPI
 YouTube	Skippable	View Rate [30s]	CPV
	Unskippable [excl. Bumpers]	[none]	CPM
	Bumpers	[none]	CPM
 Facebook  Instagram  Vkontakte	Display	ER *	CPE **
	Video	View Rate [3s]	CPV [3s]
 Twitter  Pinterest	Display	ER *	CPE **
	Video	View Rate [2s]	CPV [2s]
 Reddit [Provamel only]	[none]	ER *	CPE **

* ER = Engagement Rate

** CPE = Cost Per Engagement

OVERVIEW OF ALL KPIS PER CHANNEL (4/4)

	Breakdown	Qualitative KPI	Quantitative KPI
 Influencers	[none]	ER *	CPE *
 Other			
 Digital Audio	[none]	[none]	Cost Per Minute
 Partnerships	[none]	[none]	CPM

* ER = Engagement Rate

** CPE = Cost Per Engagement

BUDGET TRACKING

WHAT DO WE TRACK IN TERMS OF BUDGET?

1. On a YTD basis from two different point of views

- Always on vs campaign
- Split by channel

Initial	Budget you started with at the beginning of the year	= AOP budget
Changes (+/-)	Any final positive or negative changes during the year	
Actual	How much budget you actually have for the year	= initial + changes (+/-)
Freezes	Budget that is in freeze	
Spend	How much you spend so far	
Left	How much budget you have left	= actual – freezes - spend

2. On a monthly basis per channel

- Planned spend (only mandatory for always on activations)
- Actual spend

WE ADVISE TO REFLECT BUDGET CHANGES AS QUICKLY AS POSSIBLE IN THE SCORECARD TO AVOID INCONSISTENCIES

BUDGET OVERVIEW

BUDGET SPLIT BY ALWAYS-ON OR CAMPAIGN								
	Budget share		Initial	Changes (+/-)	Actual	Freezes	Actual spend	Left
Always-on	66.62%		€2,141,325.00	-€98,875.00	€2,042,450.00	€122,907.00	€77,323.16	€1,842,219.84
SEA	24.05%		€737,447.00	€0.00	€737,447.00	€122,907.00	€63,206.69	€551,333.31
YouTube			€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Social Media	15.23%		€466,800.00	€0.00	€466,800.00	€0.00	€1,432.90	€465,367.10
Programmatic			€56,179.00	-€56,179.00	€0.00	€0.00	€0.00	€0.00
GDA (Google Display Ads)			€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Influencers	5.71%		€175,191.00	€0.00	€175,191.00	€0.00	€0.00	€175,191.00
Criteo	4.47%		€137,078.00	€0.00	€137,078.00	€0.00	€12,683.57	€124,394.43
Third Party Collaboration	17.16%		€525,934.00	€0.00	€525,934.00	€0.00	€0.00	€525,934.00
Digital Radio			€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Other			€42,696.00	-€42,696.00	€0.00	€0.00	€0.00	€0.00
Campaigns	28.22%		€865,223.00	€0.00	€865,223.00	€185,617.00	€268,961.58	€410,644.43
Q1 Unsweetened	11.42%		€350,000.00	€0.00	€350,000.00	€0.00		€350,000.00
Plant Power Day	4.57%		€140,000.00	€0.00	€140,000.00	€0.00		€140,000.00
Revive	6.05%		€185,617.00	€0.00	€185,617.00	€185,617.00		€0.00
Q3 Brand Campaign	6.18%		€189,606.00	€0.00	€189,606.00	€0.00		€189,606.00
Campaign 5			€0.00	€0.00	€0.00	€0.00		€0.00
Campaign 6			€0.00	€0.00	€0.00	€0.00		€0.00
Campaign 7			€0.00	€0.00	€0.00	€0.00		€0.00
Campaign 8			€0.00	€0.00	€0.00	€0.00		€0.00
Campaign 9			€0.00	€0.00	€0.00	€0.00		€0.00
Campaign 10			€0.00	€0.00	€0.00	€0.00		€0.00
Non-working	5.15%		€158,000.00	€0.00	€158,000.00	€0.00	€0.00	€158,000.00
Overall	5.15%		€158,000.00	€0.00	€158,000.00	€0.00		€158,000.00
Total			€3,164,548.00	-€98,875.00	€3,065,673.00	€308,524.00	€346,284.73	€2,410,864.27

Budget changes are to be reflected in **both** tables

BUDGET SPLIT BY CHANNEL

		Budget share	Initial	Changes (+/-)	Actual	Freezes	Actual spend	Left
Working Budget		94.85%	€3,006,548.00	-€98,875.00	€2,907,673.00	€308,524.00	€346,284.73	€2,252,864.27
SEA		24.05%	€737,447.00	€0.00	€737,447.00	€122,907.00	€63,206.69	€551,333.31
YouTube		8.87%	€272,022.00	€0.00	€272,022.00	€62,022.00	€99,850.58	€110,149.42
Facebook (social media)		15.57%	€477,219.00	€0.00	€477,219.00	€67,416.00	€55,546.03	€354,256.97
Instagram (social media)		12.80%	€392,275.00	€0.00	€392,275.00	€22,472.00	€101,461.10	€268,341.90
Influencers		6.81%	€208,898.00	€0.00	€208,898.00	€33,707.00	€0.00	€175,191.00
Programmatic		1.63%	€106,179.00	-€56,179.00	€50,000.00	€0.00	€12,103.87	€37,896.14

BUDGET CHECK

Does the subtotal match for both tables when breaking the budget down?		
Initial	TRUE	
Changes (+/-)	TRUE	
Actual	TRUE	
Freezes	TRUE	
Actual spend	TRUE	
Left	TRUE	

Other errors

(error 1 not detected)

(error 2 not detected)

These formulas are there to help detect inconsistencies. In case of an issue, a warning will turn red.

COMMENTS

[illegible]

Adding comments
makes it easier to
backtrace any
changes 👍

BUDGET TRACKING AT CHANNEL LEVEL IS ESSENTIAL FOR ALWAYS ON ACTIVATIONS

The planned spend at channel level should act as the single source of truth on the spending pace for always on activations. Without a digital marketer can't optimise advertising campaigns properly.

FACEBOOK											Back to top ▲			
BUDGET TRACKING		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
ALWAYS-ON														
Planned spend	Time to wake up! 🤖 You are underspending by €135.00	€10,000.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€10,000.00
Actual spend		€9,865.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€9,865.00
Difference		€135.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€135.00
CAMPAIGNS														
Actual spend		€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00

ROLES & RESPONSABILITIES

Who does what
to keep our digital scorecard up to date?

WHAT YOU NEED TO DO EACH FIRST WEEK OF THE MONTH

While the global team will take upon them a big part of the reporting, local teams are still required to update the following themselves:

1. Budget overview (anything but actual spend)

BUDGET OVERVIEW					
BUDGET SPLIT BY ALWAYS-ON OR CAMPAIGN					
Budget share	Initial	Changes (+/-)	Actual	Freezes	
Always-on	€0.00	€0.00	€0.00	€0.00	
Search - Google	€0.00	€0.00	€0.00	€0.00	
Search - Yandex	€0.00	€0.00	€0.00	€0.00	
Search - Yahoo	€0.00	€0.00	€0.00	€0.00	
Search - Amazon	€0.00	€0.00	€0.00	€0.00	

2. Campaign timings

CAMPAIGNS			
NAME	START	END	JAN
{insert_campaign}	1 Jan 2019	1 Jan 2019	
{insert_campaign}	1 Jan 2019	1 Jan 2019	
{insert_campaign}	1 Jan 2019	1 Jan 2019	

3. Performance metrics for influencers, partnerships and other activations

INFLUENCERS	
BUDGET TRACKING	JAN
ALWAYS-ON	
Planned spend	€0
Actual spend	€0
All good here! 😊 Keep that spending in pace.	

PARTNERSHIPS	
Partner Name	
BUDGET TRACKING	JAN
ALWAYS-ON	
Planned spend	
All good here! 😊	

OTHER	
Platform Name	
BUDGET TRACKING	JAN
ALWAYS-ON	
Planned spend	
All good here! 😊	

YOUR SUPPORT LINES

First line of support

Always contact the digital marketer in the global team (supporting your market) first in case of questions. They are your first line of support.

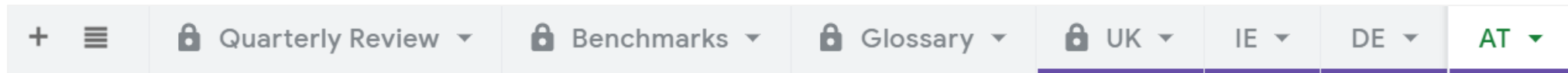
Second line of support

If needed, the global digital marketer will escalate the issue to the scorecard owner.

WORKING IN THE ACTUAL SCORECARD

THE REPORT FILE IS SIMPLER THAN IT LOOKS

The digital scorecard will be split in separate files per country cluster to reduce loading times. You will be able to consult all files.



The file contains the following tabs:

- Quarterly Review This is the quarterly report shared with management
- Benchmarks Overview of all internal benchmarks by country and channel
- Glossary
- Tab per country Country report. They are grouped per cluster and colour-coded 😊

A country tab consists of:

- Budget overview
- KPI overview
- Campaign timings
- Separate performance report for each channel

CELLS YOU CAN EDIT ARE HIGHLIGHTED IN LIGHT YELLOW

Only cells highlighted in light yellow can be edited.
Don't worry for the other cells, they are write-protected ;-)

FACEBOOK

BUDGET TRACKING			JAN	FEB	MAR	APR	MAY	JUN
ALWAYS-ON								
Planned spend	Time to wake up! 😴 You are underspending by €135.00		€10,000.00	€0.00	€0.00	€0.00	€0.00	
Actual spend			€9,865.00	€0.00	€0.00	€0.00	€0.00	
Difference			€135.00	€0.00	€0.00	€0.00	€0.00	
CAMPAIGNS								
Actual spend			€0.00	€0.00	€0.00	€0.00	€0.00	
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR	APR	MAY	JUN
Impressions	Monitor		0	0	0	0	0	
CPM	Monitor		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
VIDEO								
Actual spend	Monitor		€0.00	€0.00	€0.00	€0.00	€0.00	
Impressions	Monitor		0	0	0	0	0	
CPM	Monitor		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
3s views	Monitor		0	0	0	0	0	
View rate	KPI	18.82%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
CPV	KPI	€0.016	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
DISPLAY								
Actual spend	Monitor		€0.00	€0.00	€0.00	€0.00	€0.00	

INTERNAL LINKS ALLOW TO NAVIGATE MORE QUICKLY TO PERFORMANCE REPORTS OF EACH CHANNEL

Clicking on channel names in the KPI Performance table will direct you to the report of that channel. You can then click on the **back to top ▲** link to return.

[illegible]

FOR EACH CHANNEL KPIS ARE INDICATED WITH THE RELEVANT BENCHMARKS

FACEBOOK

Back to top ▲

BUDGET TRACKING		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD	
ALWAYS-ON															
Planned spend		€0.00	€0.00	€12,500.00	€25,000.00	€37,500.00	€25,000.00	€25,000.00	€25,000.00	€0.00	€25,000.00	€12,500.00	€12,500.00	€200,000.00	
Actual spend	All good here! 🤖 Keep that spending to par.	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	
Difference		€0.00	€0.00	€12,500.00	€25,000.00	€37,500.00	€25,000.00	€25,000.00	€25,000.00	€0.00	€25,000.00	€12,500.00	€12,500.00	€200,000.00	
CAMPAIGNS															
Planned spend		€66,667.00	€33,333.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€277,219.00	
Actual spend	Time to wake up! 🤖 You are underspending by €11,120.97	€55,546.03	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€55,546.03	
Difference		€11,120.97	€33,333.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€221,673.97	
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Impressions	Monitor		22,542,808												22,542,808
CPM	Monitor	€3.31	€2.46	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	€2.46
Reach	Monitor		7057401												7057401
Frequency	Monitor		3.2	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	3.2
VIDEO															
Actual spend	Monitor		€55,546.03	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€55,546.03
Impressions	Monitor		22,542,808												22,542,808
CPM	Monitor	€3.29	€2.46	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	€2.46
Reach	Monitor		7057401												7057401
Frequency	Monitor		3.2	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	3.2
DISPLAY															
Actual spend	Monitor		€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Impressions	Monitor		0	0	0	0	0	0	0	0	0	0	0	0	0
CPM	Monitor	€3.37	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Reach	Monitor		0	0	0	0	0	0	0	0	0	0	0	0	0
Frequency	Monitor		#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Engagements	Monitor		0	0	0	0	0	0	0	0	0	0	0	0	0
Eng. rate	KPI	0.21%	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
Cost per Eng.	KPI	€1.82	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A

KPIS PEFORMING BELOW EXPECTATIONS (<95%) ARE HIGHLIGHTED IN RED IN THE CHANNEL REPORTING

FACEBOOK														Back to top ▲	
BUDGET TRACKING			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
ALWAYS-ON															
Planned spend			€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Actual spend	All good here! 🟢 Keep that spending in pace.		€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Difference			€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
CAMPAIGNS															
Planned spend	Time to wake up! 🟡		€30,000.00	€60,000.00	€20,000.00				1,163,221	€0.00	€70,000.00	€30,000.00	€0.00	€0.00	€420,000.00
Actual spend	You are underspending by €37,026.72		€12,070.28	€0.00	€0.00				1.9	€0.00	€0.00	€0.00	€0.00	€0.00	€12,070.28
Difference			€37,929.72	€60,000.00	€20,000.00					€0.00	€70,000.00	€30,000.00	€0.00	€0.00	€407,929.72
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Impressions	Monitor		6,852,289	0					98,714		0	0	0	0	6,852,289
CPM	KPI	€4.40	€1.76	#N/A			4.96%		4.49%	#N/A	#N/A	#N/A	#N/A	#N/A	€1.76
Reach	Monitor		0	0					€0.08		€0.04	#N/A	#N/A	#N/A	0
Frequency	Monitor		#N/A	#N/A							#N/A	#N/A	#N/A	#N/A	#N/A
VIDEO															
Actual spend	Monitor		€3,873.47	€0.00							€0.00	€0.00	€0.00	€0.00	€3,873.47
Impressions	Monitor		2,198,486	0					€8,196.95		€0.00	0	0	0	2,198,486
CPM	KPI	€4.18	€1.76	#N/A							#N/A	#N/A	#N/A	#N/A	€1.76
Reach	Monitor		1,163,221	0					4,653,803		0	0	0	0	0
Frequency	Monitor		1.9								#N/A	#N/A	#N/A	#N/A	#N/A
3s views	Monitor		98,714					€5.33	€1.76		#N/A	0	0	0	98,714
View rate	KPI	4.96%	4.49%	#N/A							#N/A	#N/A	#N/A	#N/A	4.49%
CPV	KPI	€0.08	€0.04	#N/A					2,589,689		#N/A	#N/A	#N/A	#N/A	€0.04
DISPLAY															
Actual spend	Monitor		€8,196.95	€0.00					1.8		#N/A	€0.00	€0.00	€0.00	€8,196.95
Impressions	Monitor		4,653,803	0					6,660		0	0	0	0	4,653,803
CPM	KPI	€5.33	€1.76	#N/A							#N/A	#N/A	#N/A	#N/A	€1.76
Reach	Monitor		2,589,689	0					0.44%		0.14%	0	0	0	0
Frequency	Monitor		1.8	#N/A							#N/A	#N/A	#N/A	#N/A	#N/A
Engagements	Monitor		6,660	0					€1.20		€1.20	0	0	0	6,660
Eng. rate	KPI	0.44%	0.14%	#N/A							#N/A	#N/A	#N/A	#N/A	0.14%
Cost per Eng.	KPI	€1.20	€1.20	#N/A							#N/A	#N/A	#N/A	#N/A	€1.20

ROLES & RESPONSABILITIES

ROLES & RESPONSABILITIES

Time	Local Media Team	Global Media Team (PBAU)
Start of The Year	<ul style="list-style-type: none">• Insert initial budgets in the respective country report	<ul style="list-style-type: none">• Calculate benchmarks based on previous year performance
Each Month	<ul style="list-style-type: none">• Update budgets and campaign timings• Update performance of influencer, partnership and “other” activations of the previous month by the 7th day of the month	<ul style="list-style-type: none">• Update performance of all remaining channels of the previous month by 15th day of the month



Still have questions?

Matthias Carchon
Int. Digital Data Analyst



APPENDIX

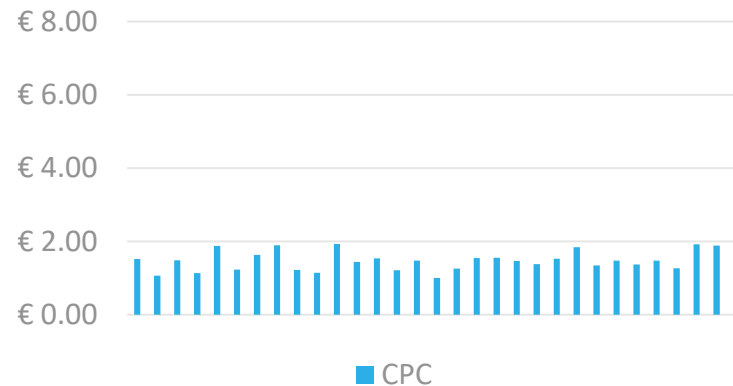
HOW BENCHMARKS ARE CALCULATED

Benchmarks are calculated as the **median average of the daily performance of each ad in a platform in the previous year**. A median average is taken to greatly reduce the impact of outliers (e.g., a test campaign that failed and underperformed – you should not be punished for experimenting 😊).

If data availability is limited to monthly data a mean average is used. In that case outliers will have an impact.

If no data is available, the first three months of activation in the current year will be used as a benchmark.

Scenario 1 – Consistent CPC performance

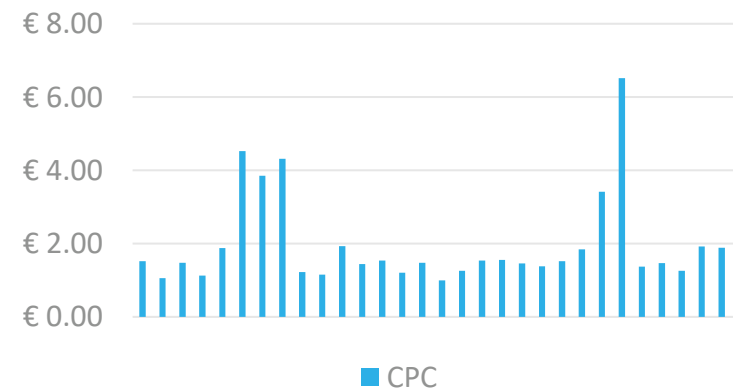


Mean: € 1,48

Median: € 1,47

Difference between median and mean is limited.

Scenario 2 – Two peaks in CPC (e.g. a test)



Mean: € 1,97 (+ 33,10%)

Median: € 1,52 (+ 3,04%)

The impact of both peaks is effectively limited to a 3% increase for the median. The mean on the other hand jumps up with 33% !

STEPS TO BE TAKEN AT THE BEGINNING OF THE YEAR (1/2)

Enter all campaign names (= growth events) scheduled for this year and their start and end dates. If exact dates are not yet known, but months are, enter dates within those months. Otherwise, leave dates blank and update as soon as possible.

CAMPAIGNS						
NAME	START	END	JAN	FEB	MAR	APR
{insert_campaign_name_1}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_2}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_3}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_4}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_5}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_6}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_7}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_8}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_9}	1 Jan 2021	1 Jan 2021				
{insert_campaign_name_10}	1 Jan 2021	1 Jan 2021				

STEPS TO BE TAKEN AT THE BEGINNING OF THE YEAR (2/2)

Fill in the initial budgets in both budget tables at the top left of your country report.

BUDGET SPLIT BY ALWAYS-ON OR CAMPAIGN				
Planned Budget share			Initial	Changes (+/-)
Always-on			€0.00	€0.00
Search (all platforms)			€0.00	€0.00
Programmatic (all platforms)			€0.00	€0.00
Display (all platforms)			€0.00	€0.00
Social (all platforms)			€0.00	€0.00
Digital Audio			€0.00	€0.00
Partnerships			€0.00	€0.00
Other			€0.00	€0.00
Campaigns			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Unassigned campaign slot			€0.00	€0.00
Non-working			€0.00	€0.00
Overall non-working			€0.00	€0.00
Total			€0.00	€0.00

BUDGET SPLIT BY CHANNEL				
Planned Budget share			Initial	Changes (+/-)
Working Budget			€0.00	€0.00
Search - Google			€0.00	€0.00
Search - Yandex			€0.00	€0.00
Search - Yahoo			€0.00	€0.00
Search - Amazon			€0.00	€0.00
Search - Criteo			€0.00	€0.00
Programmatic - GMP			€0.00	€0.00
Programmatic - Teads Connect			€0.00	€0.00
Programmatic - Amazon DSP			€0.00	€0.00
Display - Google (GDA)			€0.00	€0.00
Display - Yandex			€0.00	€0.00
Social - YouTube			€0.00	€0.00
Social - Facebook			€0.00	€0.00
Social - Instagram			€0.00	€0.00
Social - Twitter			€0.00	€0.00
Social - Pinterest			€0.00	€0.00
Social - V Kontakte			€0.00	€0.00
Social - Influencers			€0.00	€0.00
Digital Audio			€0.00	€0.00
Partnerships			€0.00	€0.00
Other			€0.00	€0.00
Non-Working Budget			€0.00	€0.00
Overall non-working			€0.00	€0.00
Total			€0.00	€0.00

STEPS TO BE TAKEN AT THE BEGINNING OF THE YEAR (3/3)

For each platform where always-on activity is planned, complete the planned spend for each month in the table of that specific platform.

Example below for paid search on Google.

SEARCH - GOOGLE

BUDGET TRACKING			JAN	FEB	MAR	APR	MAY
Planned spend	All good here! 😎 Keep that spending in pace.		€0.00	€0.00	€0.00	€0.00	
Actual spend			€0.00	€0.00	€0.00	€0.00	
Difference			€0.00	€0.00	€0.00	€0.00	
BREAKDOWN							
Spend Conquer	Monitor	50%	#N/A	#N/A	#N/A	#N/A	#N/A
Spend Defend	Monitor	50%	#N/A	#N/A	#N/A	#N/A	#N/A
METRIC	TYPE	BENCHMARK	JAN	FEB	MAR	APR	MAY
Impressions	Monitor		0	0	0	0	

HOW TO ENTER INFLUENCER ACTIVITY IN THE SCORECARD

In your country report, for the respective month, fill in the fields with a light-yellow background.

- Actual spend (always-on)
- Actual spend (campaigns)
- Impressions
- Reach
- Engagements

All other fields will be updated automatically after your input.

SOCIAL - INFLUENCERS

BUDGET TRACKING		JAN	FEB	MAR	ALL	
ALWAYS-ON						
Planned spend	All good here! 😎 Keep that spending in pace.	€0.00	€0.00	€0.00		
Actual spend		€0.00	€0.00	€0.00		
Difference		€0.00	€0.00	€0.00		
CAMPAIGNS						
Actual spend		€0.00	€0.00	€0.00		
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR	ALL
Impressions	Monitor		0	0	0	
CPM	Monitor		#N/A	#N/A	#N/A	
Reach	Monitor		0	0	0	
Frequency	Monitor		#N/A	#N/A	#N/A	
Engagements	Monitor		0	0	0	
Eng. Rate	KPI		#N/A	#N/A	#N/A	
Cost per Eng.	KPI		#N/A	#N/A	#N/A	

HOW TO ENTER PARTNERSHIP ACTIVITY IN THE SCORECARD

In your country report, for the respective month, fill in the fields with a light-yellow background.

- Name of the partner(s) activated
- Actual spend (always-on)
- Actual spend (campaigns)
- Impressions
- Reach

All other fields will be updated automatically after your input.

PARTNERSHIPS					
Partner Name					
BUDGET TRACKING		JAN	FEB	MAR	
ALWAYS-ON					
Planned spend	All good here! 😎 Keep that spending in pace.	€0.00	€0.00	€0.00	
Actual spend		€0.00	€0.00	€0.00	
Difference		€0.00	€0.00	€0.00	
CAMPAIGNS					
Actual spend		€0.00	€0.00	€0.00	
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR
Impressions	Monitor		0	0	0
CPM	KPI		#N/A	#N/A	#N/A
Reach	Monitor		0	0	0
Frequency	Monitor		#N/A	#N/A	#N/A

HOW TO ENTER “OTHER” ACTIVITY IN THE SCORECARD

In your country report, for the respective month, fill in the fields with a light-yellow background.

- Name of the platform(s) activated
- Actual spend (always-on)
- Actual spend (campaigns)
- Impressions
- Engagements*

All other fields will be updated automatically after your input.

* As defined by the platform itself

OTHER

Platform Name					
BUDGET TRACKING		JAN	FEB	MAR	
ALWAYS-ON					
Planned spend	All good here! 😎 Keep that spending in pace.	€0.00	€0.00	€0.00	
Actual spend		€0.00	€0.00	€0.00	
Difference		€0.00	€0.00	€0.00	
CAMPAIGNS					
Actual spend		€0.00	€0.00	€0.00	
METRIC	ACTION	BENCHMARK	JAN	FEB	MAR
Impressions	Monitor		0	0	0
CPM	Monitor		#N/A	#N/A	#N/A
Engagements	Monitor		0	0	0
Eng. Rate	KPI		#N/A	#N/A	#N/A
Cost per Eng.	KPI		#N/A	#N/A	#N/A