Campaign checklist

Before, during and after placement

Use one comparison basis from forecast to the final report.

Key rule Compare OTS with OTS and LTS with LTS, using the same Universe and period.

BEFORE THE CAMPAIGN · PRE-BUY

- ◯ Period, market and time zone are locked
- ◯ Universe and target filters are defined
- ◯ One contact basis is selected: OTS or LTS
- ◯ SOV, loop, spot duration and operating hours are stated

DURING THE CAMPAIGN

- ◯ Assets and creative identifiers match the plan
- ◯ Uptime, outages, replacements and underdelivery are checked
- ◯ PoP and/or monitoring materials are available

AFTER THE CAMPAIGN · POST-BUY

- ◯ Plan and actual use the same contact basis and Universe
- ◯ Excluded and incomplete periods are disclosed separately
- ◯ Measurement is separated from attribution and deviations are explained