

Engagement Mapping FAQ

How are the settings for Engagement Mapping created? Isn't there risk in setting the assumptions incorrectly?

Setting the assumptions for Engagement Mapping is both a strategic and quantitative exercise. For example, brand-centric advertisers value variables like frequency, ad-size, and ad-format. Whereas, direct response advertiser place stronger emphasis on recency, and click-throughs. How long the purchase consideration period will also impact the settings. From a quantitative standpoint, measuring the synergy between search and display advertising helps marketers understand the trade-off between impressions and click-throughs. Brand studies, like those from Dynamic Logic and Insight Express, provide insight on the

impact of different ad formats, frequency levels, ad sizes, and across industry norms. As more and more advertisers adopt Engagement Mapping, we will develop standardized settings for industry verticals.

We built Engagement Mapping so that marketers can choose and prioritize the key variables that impact their campaign performance and ROI. But a useful starting place for any advertiser are the standard settings that we've established for

marketers with brand, direct response, and balanced (a hybrid of brand/DR) goals.

It's also worth noting that having an expert closely aligned with the technology goes a long way in building confident settings. There already are several tools and analyses available to Atlas clients (e.g. Cross Channel Synergy, Campaign Builder, Optimal Frequency, Keyword Path Analysis) and immense R&D efforts are being made to develop more tools to help marketers optimize their Engagement Mapping models.

Does Engagement Mapping work for everyone? What impact does Engagement Mapping have on different types of Advertisers?

Any advertiser will be able to enable Engagement Mapping functionality in their reporting. However, Engagement Mapping matters more for large advertisers that are reaching a lot of people, across many different sites and channels. An advertiser who only buys impressions or clicks across a handful of sites and networks will see little change with Engagement Mapping. That's due to the fact that there will be very little overlap and the frequency will likely be very low. Large multi-channel marketers (running simultaneous campaigns across: search, display, rich media, email, etc.) are the ideal candidates for Engagement Mapping, because their customers will have diverse engagement histories over extended periods of time.

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What do publishers think about Engagement Mapping?

There is as much excitement and anticipation from the publishers as there is from the advertisers. The reason is because every publisher wants to be evaluated on their ability to aggregate valuable audiences, and connect those audiences to advertisers. Right now, due to the current reporting standards, the game has become a big race to be the last ad or deliver the last click. That mentality degrades the value publishers create, and has encouraged nefarious behavior (e.g. spamming everyone with tiny logos simply to win the last ad before someone converts). Engagement Mapping encourages publishers to deliver more reach and frequency, of larger and richer ad units, in closer proximity to the conversion. That's good news for advertisers, and how most reputable publishers want to be evaluated.

What other variables will be added to Engagement Mapping?

There are several variables that are on the roadmap for the next version of Engagement Mapping. At the top of the list is being able to distinguish between branded and non-branded search terms. Since well over half of sponsored search clicks are branded and navigational in nature, many advertisers want to weight them less than clicks on non-branded terms or clicks on banners. The impact of "targeting" is another key variable that is slated for the next version of Engagement Mapping. The idea is to weight impressions that occur on contextually or behaviorally targeted media higher than impression delivered on blind or Run-of-Network inventory. The impact of daypart, and ad events from channels like Email, Affiliate, and Micro-Site are also being considered.

What are Atlas's plans for integrating Engagement Mapping into the Media Console?

Engagement Mapping functionality will be made available to all Atlas clients by the end of 2008. Clients will access the Engagement Mapping functionality in the Media Console, and the settings will be part of the action tag set up process. Engagement Mapping Conversions will be accessed via MyReports and updated on a daily basis just like today's conversion reporting.

How can I be part of the Beta?

Talk to your Atlas sales or account director to see how you can get involved. Although the fully integrated capability is currently limited to a select number of clients, there are simple and low investment ways to measure the impact of Engagement Mapping on your campaign reporting. For example, we are making a report available that compares the conversion results of the Last Ad standard versus the Engagement Mapping counts for any campaign run through Atlas. For any advertiser considering being part of the Beta, this is the best starting place to understand the potential impact of Engagement Mapping on your campaign's reporting.

For more information about Engagement Mapping contact us at:
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