

# AWARENESS REPORTING

## VIDEO

### RECAP THE REASON FOR THE CAMPAIGN

#### THE CAMPAIGN GOAL

- Increase brand awareness by delivering the advertiser's message to the target audience and finding more of their audience using general tactics and optimization algorithms.

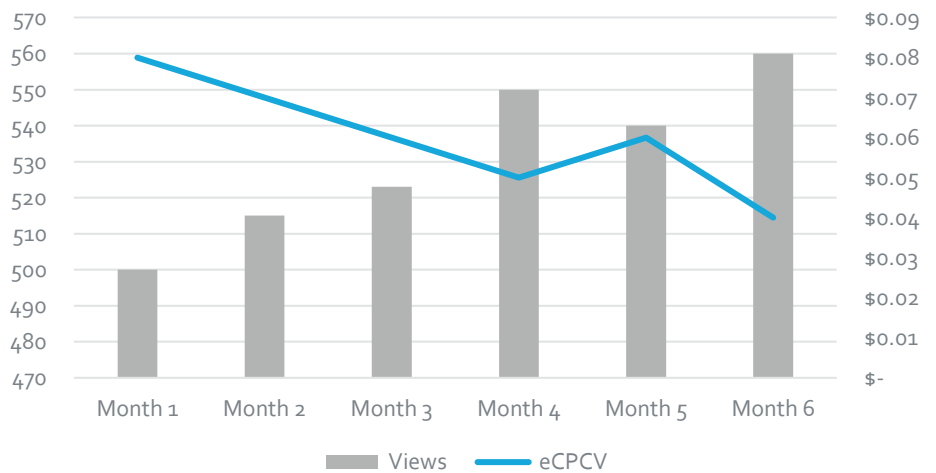
#### THE AUDIENCE & PLAN

- Highlight the targeted audience and targeting methods used to reach that audience.

### SHOWCASE RELEVANT METRICS

#### AWARENESS METRICS

- Total Number of Views
- eCPCV (Average Cost per Completed View)



### USE THE DATA TO TELL A STORY

#### TIE DATA BACK TO THE BUSINESS

- Explain the numbers as it relates to the advertiser. Identify ways the campaign exposure grew over time and highlight increased efficiency of cost per view.

#### SHOW TRENDS OVER TIME

- Compare current data points to previous months. Show how campaign optimizations capitalized on wins and overcame losses.