



arianna



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Planning & Optimisation

Plan and Optimise your advertising campaigns

With six in-built optimisation algorithms, users can optimise on a wide range of criteria.

Planning & Optimisation

The most flexible Spot Optimiser in the Australian Market.

Most Optimisers provide an impressive demonstration but more often than not provide unrealistic schedules. Arianna resolves this common problem by providing maximum control to the user.

With 6 in-built optimisation algorithms, users can optimise on a wide range of criteria such as TARPs, reach, and budget minimisation.

The number of constraints put on a buy is usually the downfall of an Optimiser. Arianna solves this problem by allowing the user to define all the necessary constraints and limitations needed in creating the schedule. Constraints can be created on common items such as share of spend or TARP per channel, daypart or program. Constraints can even be placed on spot placement across days or weeks.

Reach & Frequency reports are derived directly from the plan, so if a TARP estimate is modified, the r&f is automatically updated! Schedules can also be modified on the fly with no need to re-run, which is particularly useful while checking avails.

With Arianna's usual array of flexible reporting comes an additional set of reports that allow you to easily compare plans, and check if all your constraints have been met. All Schedules are available for export to Third Party Software.

In combination with Arianna's Post Evaluation modules, spot matching and exception reports can be performed on all schedules.

