

Introduction to Prisma

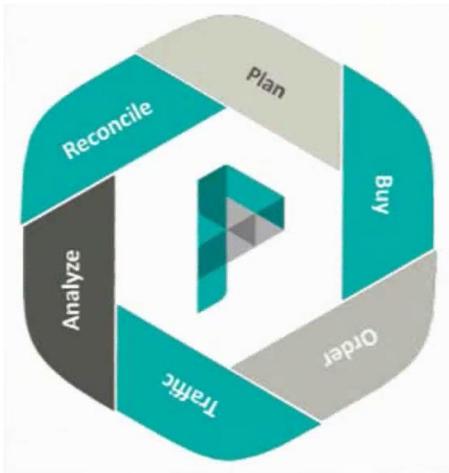
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Overview

Prisma Campaign Management enables you to manage your digital campaigns, from planning to billing, within a single platform.



1. Workflow

When booking a campaign through Prisma, you should ensure that all required stages have been completed.

* *Your agency workflow might differ from the standard workflow shown here.*



1. **Buy** view - create your campaign by creating your plan directly in Prisma or importing your Excel media plan.
2. **Order** view - send your orders to publishers and track their acceptance in Prisma.
3. **Traffic** view - send your placements to your ad server.
4. **Analyze** view - analyze your campaign performance using the provided data.

2. The Buy View

The **Buy** view is the heart of your campaign, where all placements, packages, and provider fees live.

You can create a campaign by:

- Importing placements via Prisma for Sellers
- Adding direct buys manually
- Importing a media plan via the provided template

Back to the Future

Sep Oct Nov Dec Jan Feb

100k 200k 300k 400k 500k

9 12 12

AT'S INTERACTIVE CLI 08/22/2012 - 12/28/2012

Buy total \$45,743.38 | 83.17 % of budget
 Budget \$55,000.00
 Planned \$45,867.71 | 83.40 % of budget

Approved internally Send comments

Goals Plan Buy Order Traffic Analyze

DOCUMENTS MEDIA PLAN

ADD DIRECT BUY
 Add placement
 Add package
 Add placement to package

ADD PROGRAMMATIC BUY
 Package
 Line
 Creative placement
 Add fee
 Add search order
 Add mobile buy

Import / Export
 Move items
 Calculate Units
 Actualize perform...

Import media plan
 Export media plan
 Export media plan to copy
 Export media plan to change

Start date	End date	Cost m...	Cost	Rate	Units	Seller
			\$45,867.71		7,137,352	
			\$45,867.71		7,137,352	
			\$111.00		500	
			\$43,383.33		7,113,110	
120 x 600 - Skyscraper	08/22/2012	12/28/2012	CPM	\$15,555.55	\$10.0000	1,555,555
160 x 600 - Wide Skyscraper	08/22/2012	12/28/2012	CPM	\$50.00	\$25.0000	2,000
120 x 240 - Vertical Banner	08/22/2012	12/28/2012	CPM	\$27,777.78	\$5.0000	5,555,555
			\$61.00		122	
120 x 240 - Vertical Banner	08/22/2012	12/28/2012	CPM	\$55.50	\$500.0000	111
120 x 240 - Vertical Banner	08/22/2012	12/28/2012	CPM	\$5.50	\$500.0000	11

Agencies have the option to use the **Actualization** (Actualize perform...) feature to compare monthly planned and delivered costs and units, for each placement and supplier. You can then select on which delivery numbers you want to pay, and how to redistribute any variances. Within Actualization, you can also send updated amounts to your financial system, as well as reconcile invoices.

Goals Plan Buy Order Traffic Analyze

Close Update financials

Redistribute all variances for Jan 17

Jan 17 Feb 17 Mar 17 Apr 17 May 17 Jun 17 >

Name	Placement ID	End date	Submedia	Across months		Original	Actual		
				Cost	Units	Planned cost	Variance	Cost	Units
Media total				\$539,903.38	31,583,467	\$59,708.52		\$292,621.80 ^V	
01NET.COM 00103990				\$261,111.11	30,000	\$37,747.32	Redistribute	\$292,021.... ^V	
No invoice				\$261,111.11	30,000	\$37,747.32		\$292,021.65 ^V	
CPCV TEST	P10XFCX	12/31/2017	Display	\$50,000.00	10,000	\$9,436.83		\$4,246.65 ^P	849 ^P
CPCV TEST	PTVXCS	12/31/2017	Display	\$50,000.00	10,000	\$9,436.83	(\$273,528.35) ... ^V	\$277,775.... ^V	0 ^S
test	PHFJ42	12/31/2017	Display	\$111,111.11	0	\$9,436.83	\$312.79 0 ^V	\$10,000.0... ^V	0 ^O
unset	P10XFBR	12/31/2017	Display	\$50,000.00	10,000	\$9,436.83	\$4,246.65 849 ^V	\$0.00 ³	0 ³

3. The Order View

The **Order** view is used to send insertion orders, or contracts, to suppliers, as well as track their acceptance and status.

Goals Plan Buy Order Traffic Analyze											
Order Details											
Send Accept Request revision Export											
<input type="checkbox"/>	Seller <small>What is this?</small>	Financial Supplier	Order Type	Status	Comments	Amount	Sent by	Recipient	Send date	Order	
<input type="checkbox"/>	-	» 01NET.COM(001039...	Online	Needs resend		\$261,111.11	CAITLIN FLYNN	flynncal@gmail.com	09/28/2018		
<input type="checkbox"/>	N/A	1010 WINS: SEARC...	Search Other	Unsent		\$5,000.00					
<input type="checkbox"/>	-	» 1010 WINS(00008569)	Online	Needs resend		\$9,388.90	CAITLIN FLYNN	gmiele@mediaocean...	01/09/2019		
<input type="checkbox"/>	-	24/7 REAL MEDIA(0...	Online fee (by spend)	Unsent		\$3,529.31					
<input type="checkbox"/>	PFSE TEST SE...	» 24/7 REAL MEDIA(0...	Online	Needs resend		\$68,193.35	CAITLIN FLYNN		08/13/2018		
<input type="checkbox"/>	Test Vendor - Ca...	» ABC.COM(00051140)	Online	Accepted	test	\$19,666.65	CAITLIN FLYNN	pfsproduser@mail.com	04/25/2019	O-QGC8-R3	

- Orders can also be accepted internally on behalf of the agency when they do not need to be sent directly to a supplier.
- When working with a Prisma for Sellers electronic supplier, once the order has been accepted, you can send a request to revise the order directly within your campaign.
- Prisma stores all insertion orders and revisions, in its relevant campaign.

4. The Traffic View

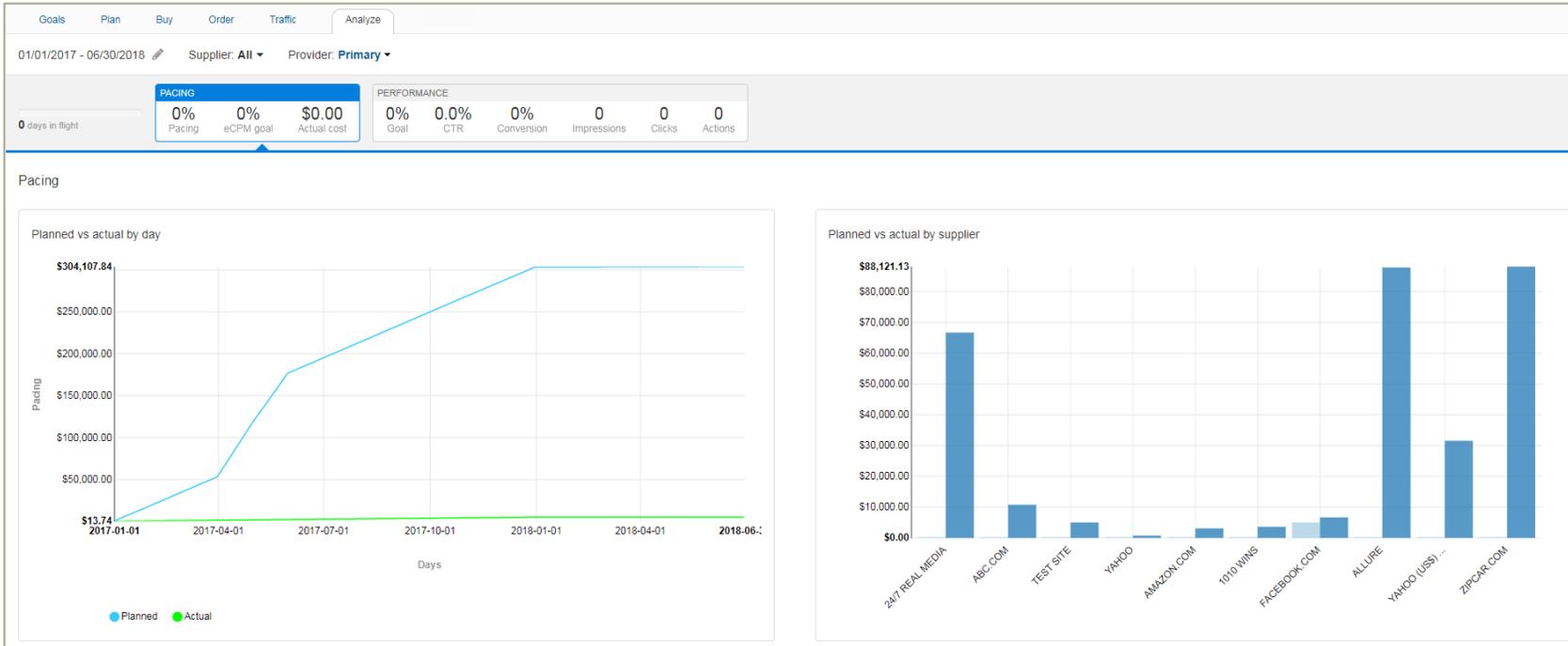
The **Traffic** view is used to send placements directly to third-party ad servers and other integrated Prisma providers, by using only two clicks to traffic placements. This eliminates the need to manually add them into the provider environment.

Goals Plan Buy Order Traffic Analyze							
Placements Creatives							
DCM for SJ (Test Advertiser 2132923)							
Provider status				Placement details			
<input type="checkbox"/>	Name	Status	System message	Provider mapping	Placement type	Tag size	Send Date
<input checked="" type="checkbox"/>	ABC.COM	Succ...	All placem...	site ID 1690890			
<input type="checkbox"/>	test for financials	Succe...		site ID 1690890	Display	1x1	05/14/2019
<input type="checkbox"/>	Atlas package test child 2	Succe...		site ID 1690890	Display	240 x 400	06/29/2018
<input type="checkbox"/>	Atlas test 2	Succe...		site ID 1690890	Display	1x1	10/08/2018
<input type="checkbox"/>	MP DCM additional provider	Succe...		site ID 1690890	In-page	1 x 1	11/05/2018

5. The Analyze View

The **Analyze** view shows daily delivery data for integrated ad servers and other integrated providers.

- Prisma will display **Pacing** and **Performance** charts to help you analyze how the campaign is doing overall, and by site to assist you with campaign optimizations.
- You can base analysis on a date range, selected suppliers, and campaign providers.



- A delivery table will break down the data to show planned numbers, site served numbers you can manually enter or import, and provider numbers.

Name	Placement ID	Supplier name	Buy type	Cost me...	Supplier impressions	Supplier clicks	Supplier actions	Supplier cost	Provider name	Package Budget	Planned cost	Actual cost	Pacing			
													Planned units	Actual units	% pacing	On pace to
2018	PV38MJ	HARPERSBAZAAR.C...	Display	CPM	0	0	0	\$0.00	DCM for SJ	\$0.00	\$1,200.00	\$0.00	1,200,000	0	0.00%	
2018 Date Extend t...	PTMIMY8	TEST PUB	Display	CPM	0	0	0	\$0.00	DCM for SJ	\$0.00	\$15.00	\$0.00	3,000	0	0.00%	
3 month reconcile t...	PL0R6B	AIN IT COOL NEWS	Display	CPM	0	0	0	\$0.00	Sizmek NXT	\$0.00	\$1,000.00	\$0.00	100,000	0	0.00%	
AAAAA test	PX7PJS	24/7 REAL MEDIA	Display	CPM	0	0	0	\$0.00	MediaMind for SJ	\$0.00	\$277.78	\$0.00	55,555	0	0.00%	
allure test	PPPZK0	ALLURE	Display	CPM	0	0	0	\$0.00	DCM for SJ	\$0.00	\$87,843.35	\$0.00	5,167,256	0	0.00%	
amazon display pla...	PHFJ2N	AMAZON.COM	Display	CPM	0	0	0	\$0.00	DCM for SJ	\$0.00	\$200.00	\$0.00	100,000	0	0.00%	