

Personalized Ads Strategy Worksheet

This kind of worksheet can be used to provide a 30,000 ft view into the kinds of data signals and types of rules that could be used to drive engagement. It is often the result of a brainstorm and some ideation cycles between the brand, the creative team, the media team and the dynamic advertising platform provider (e.g. Jivox).

This worksheet allows everyone a glimpse into the overall strategy and scope of the personalized ad campaign and what kinds of data, assets and copy development work will be needed in the course of the campaign.

This worksheet also will form the key input into the rest of the process and keep all parties informed on the strategy for the campaign.

Trigger	Trigger Values	Core rules Needed	Optional Rules	Number of Creative Groups
Holidays	1. Labor Day 2. Columbus Day 3. Halloween	Day-wise	AM / PM	6 (assuming AM/PM is used)
Twitter Trends	Dynamically injected, updated in 24 hours. Text length limited by size of creative. No rules, national coverage.			Dynamic.
Weather	Local Weather Conditions	Rules for "Hot", "Warm", "Windy", "Muggy", "Cool", "Sunny"		6
Entertainment	Entertainment Events	Rules for DMA x Dates		As many as DMAxDate combos chosen plus one generic
Sports	Sporting Events	Rules for DMA x Dates	Win/Loss by home team.	As many as DMAxDate combos chosen plus one generic. Optionally double creative based on home team win/loss.