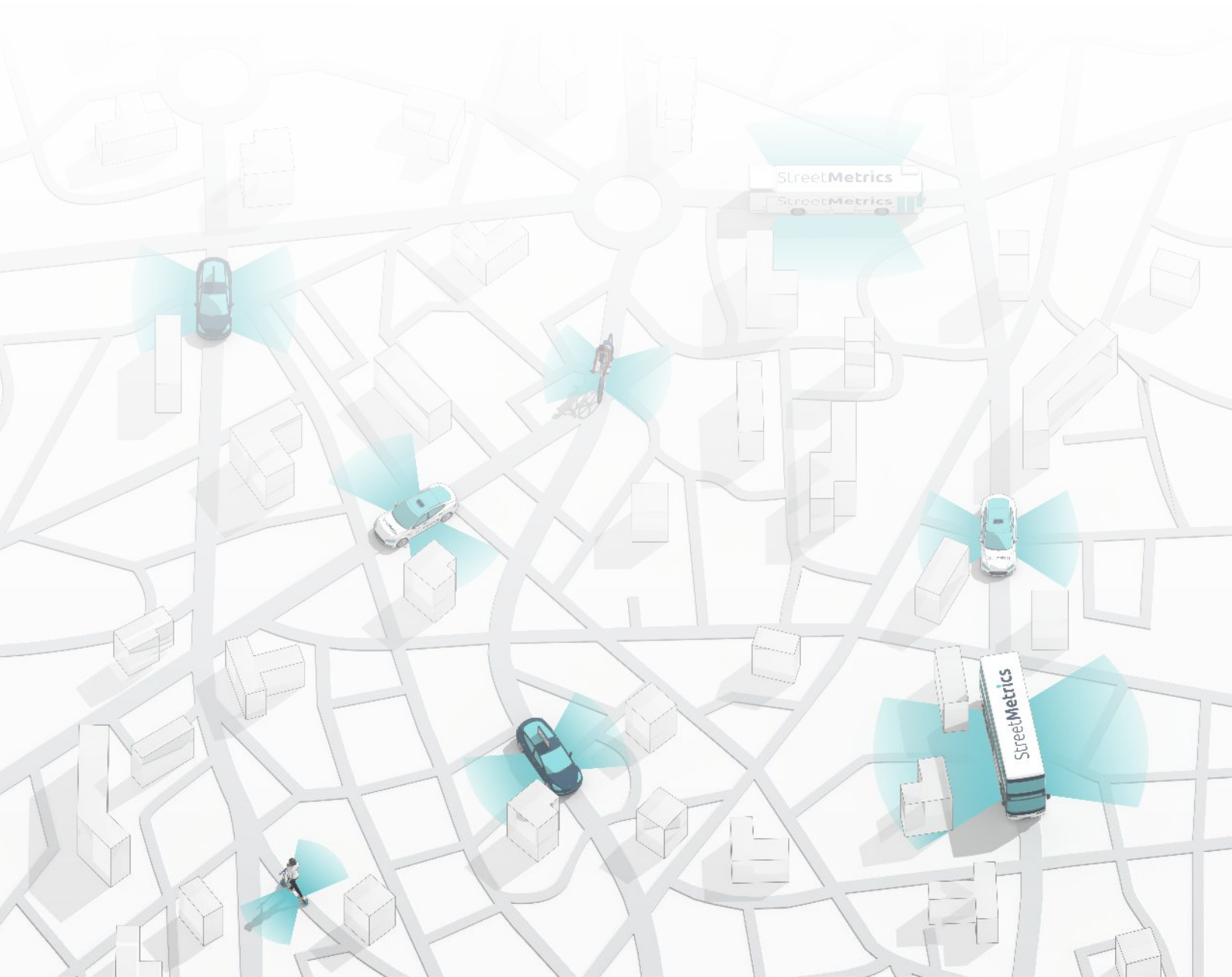


Ad Group Creation Overview

Best Practices for Creating Ad Groups



Ad Group Overview

What is an Ad Group?

An Ad Group contains one or more vehicles that share the same characteristics (i.e. media position, start and end date, asset owner, media product). Each campaign consists of one or more Ad Groups. Utilize Ad Groups to organize your vehicles with the same characteristics.

Why do I need Ad Groups?

Ad Groups allow StreetMetrics to accurately measure impressions by providing ad specifications such as media product type, positioning, campaign dates, and more. The information provided within Ad Groups allows StreetMetrics to assign a unique visibility cone to each ad.

How do I differentiate my Ad Groups?

- Ad Groups are structured in a variety of ways. We recommend creating Ad Groups by media type, media position, posting dates, or creative (messaging) that appear on their ads.
- For example, if you own the rights to, and are able to sell, Ultra Super Kings, Full Wraps, and Tails within the Chicago Transit Authority Fleet and Mobile Billboards within the Axle Advertisements Fleet in Chicago - the Ad Group possibilities are endless. Each Ad Group could have a different media product but be active under the same campaign. Refer to the scenarios on page 3 for a better understanding.

How do I name an Ad Group?

StreetMetrics recommends naming each Ad Group based on that group's common theme and creative (messaging). Ad Groups are designed for organizational purposes and allow StreetMetrics to accurately measure the media associated with a campaign. Within the reporting feature, Ad Groups can be filtered to understand performance for each group of vehicles.

What information is required to create an Ad Group?

- Group Name
- Start Date
- End Date
- **Asset Owner***: Asset Owner is the name of the asset owner (i.e. transit authority); example: 'New York City Metro Transit Authority'
- **Media Product***: The Media Product type is a unique identifier used to describe the type of ad placed on the asset; example: 'Queen,' 'Headliner,' 'Full Wrap'
- **Position***: The Media Position indicates which side of the vehicle the ad is positioned; there are four positions to choose: Front Side, Street Side, Curb Side, Rear Side

Ad Group Overview (cont.)

How does filtering work within the Ad Groups card?

- Filters within the 'Ad Group' card can be used to narrow down which vehicles are within a particular Ad Group.
- To filter, select a media product - only media products that are associated with the selected asset owner will appear. The combination of a selected media product and asset owner will determine what vehicles appear in the "Select Vehicles" table. The only vehicles that will appear in the "Select Vehicles" table are those which can support the media product selected.
- **Until you select an asset owner and media product, the vehicles will not appear in the Select Vehicles Table.

Why aren't my vehicles showing up for selection in the Ad Group table?

- Ensure an asset owner and media product have been selected. Without these two fields, the vehicles will not appear in the 'Select Vehicles' table.
 - If you *have* selected an asset owner and media product,
 - Are the vehicles assigned to the correct Asset Class in the Asset Manager?
 - Are the vehicles onboarded to the platform?
 - Is the API Integration complete?
- It's possible that the vehicle is not coming through the feed. Contact Support@streetmetrics.com for more information.

How do I select vehicles within the 'Vehicle Selections' table?

To select a vehicle(s), click the individual check box on the far left of the 'Select Vehicles' table.

Can I filter the 'Select Vehicles' tab?

- Yes. To filter, hover over the header of the 'Select Vehicles' table; three horizontal lines will appear next to each section name.
 - Click on the three lines next to the section to be filtered.
 - Choose from the drop down menu or use the search bar to narrow your search.
 - For more information, type this question into your ReadMe account to find a screenshot tutorial.

Why is the 'Save' button greyed out within the Campaign Creator?

The Asset Owner and Media Product fields must be completed to use the 'Save' feature. If the fields aren't complete, the vehicles will not appear within the 'Select Vehicles' table and the 'Save' feature will not be available. Once all fields are complete, the 'Save' feature can be used.

Ad Group Overview (cont.)

Why does a vehicle with a different asset owner appear in the 'Select Vehicles' table, even though a specific asset owner has been selected?

The vehicle appearing in the table was assigned an asset class that is associated to a different asset owner. We recommend finding the specific vehicle(s) with incorrect assignment in the Assets Manager page and reassigning the vehicle(s) to the correct asset class.

Ad Group Example Scenarios

Scenario 1: Same Date Range & Asset Owner, Multiple Media Products

- In the table below, each ad group contains a group of vehicles that have a different media product but are all active under the same campaign. The media product, position(s), and asset owner tell our system to show impressions for selected vehicles only during the date range the ad group is active.
 - **AdGroup 1: Ultra Super King**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side
 - **AdGroup 2: Full Wrap**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Full Wrap
 - Position: Curb Side + Street Side + Front Side + Rear Side
 - **AdGroup 3: Tails**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Tails
 - Position: Rear Side

Ad Group Example Scenarios (cont.)

Scenario 2: Same Asset Owner & Media Products, Multiple Start Dates

- In the table below, each ad group contains a group of vehicles that have the same media product but have a different start/end date under the same campaign. The media product, position(s), and asset owner tell our system to show impressions for selected vehicles **only during the date range** the ad group is active.
 - **AdGroup 1: Ultra Super King - Jan 1**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side
 - **AdGroup 2: Ultra Super King - Jan 22**
 - Start Date: January 22, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side
 - **AdGroup 3: Ultra Super King - Jan 30**
 - Start Date: January 30, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side

Ad Group Example Scenarios (cont.)

Scenario 3: Multiple Asset Owners & Media Products

- In the table below, each ad group contains a group of vehicles that have the same start/end date, but different Asset Owner, and Media Product under the same campaign. The media product, position(s), and asset owner tell our system to show impressions for selected vehicles only during the date range the ad group is active.
 - **AdGroup 1: Ultra Super King**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side
 - **AdGroup 2: Mobile Billboards**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Axle Advertisements
 - Media Product: Mobile Billboard
 - Position: Curb Side + Street Side

Scenario 4: Same Asset Owners & Media Products, Different Sides

- In the table below, each ad group contains a group of vehicles that have the same start/end date, Asset Owner, and Media Product, but different positions for each media product under the same campaign. The media product, position(s), and asset owner tell our system to show impressions for selected vehicles only during the date range the ad group is active.
 - **AdGroup 1: Ultra Super King**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side + Street Side
 - **AdGroup 2: Ultra Super King**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Curb Side
 - **AdGroup 3: Ultra Super King**
 - Start Date: January 1, 2022
 - End Date: April 30, 2022
 - Asset Owner: Chicago Transit Authority (CTA)
 - Media Product: Ultra Super King
 - Position: Street Side

Ad Group Example Scenarios (cont.)

Scenario 5: Same Asset Owners & Media Products, Multiple Creatives

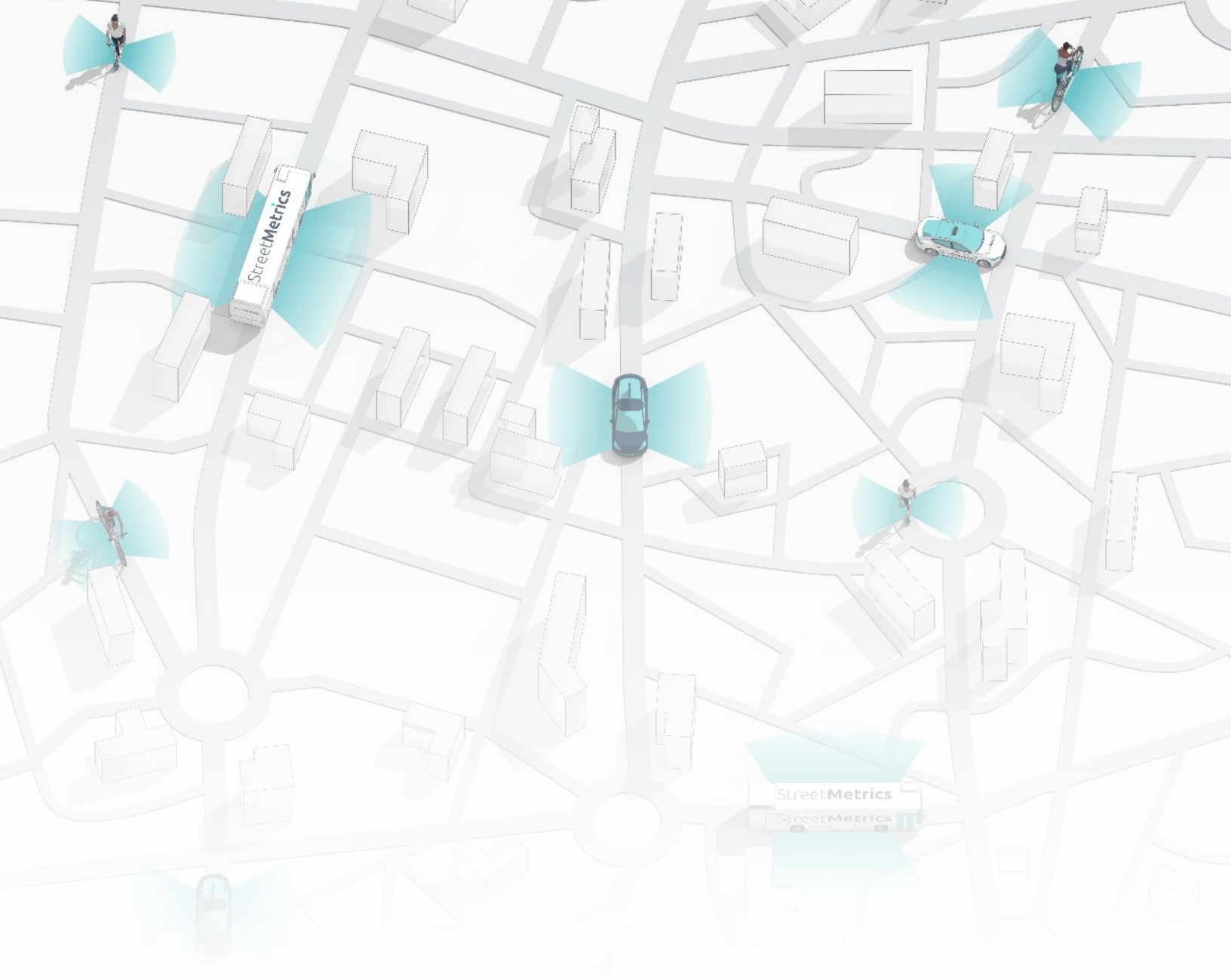
- In the table below, each ad group contains a group of vehicles that have the same start/end date, Asset Owner, and Media Product, but the advertiser has multiple creatives for each media product associated with the same campaign. The media product, position(s), and asset owner tell our system to show impressions for selected vehicles only during the date range the ad group is active.

- **AdGroup 1: Ultra Super King - English Ads**

- Start Date: January 1, 2022
- End Date: April 30, 2022
- Asset Owner: Chicago Transit Authority (CTA)
- Media Product: Ultra Super King
- Position: Curb Side + Street Side

- **AdGroup 2: Ultra Super King - Spanish Ads**

- Start Date: January 1, 2022
- End Date: April 30, 2022
- Asset Owner: Chicago Transit Authority (CTA)
- Media Product: Ultra Super King
- Position: Curb Side + Street Side



Thank you

Please reach out to your account representative with any questions

Street**Metrics**