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About Analytics Dashboards

As part of our paid advertising efforts we provide analytics dashboards as a method to report on the overall performance and trends of active campaigns. Our dashboards are customized based on our client's goals and available data sources, and may include:

- Website Visitor Metrics
- Paid and Organic Social Media Performance
- Display Advertising Performance
- Search Engine Marketing Performance
- Public Relations Metrics
- Influencer Marketing Performance
- Traditional Media Metrics
- Goal Conversions
- Lead Generation
- Sales Results
- Optimizations and Recommendations

Frequency of Reporting

On a monthly basis campaign data is aggregated into the unified dashboard and presented with recommendations for optimization to the existing tactics and recommended changes to the media mix. Depending on the tactics that are part of the campaign, conversations regarding performance and optimization may happen on a more frequent basis if deemed necessary by our team.

In situations where reporting is required on a more frequent basis (ex: weekly), we will work with the client to define those parameters and identify any additional costs that will be incurred by the increased reporting frequency.

TMG Media Analytics Process

1. Pre-SOW development

- a. Media and Brand Manager loop in Digital team on media campaign
- b. Determine monthly spend
- c. Determine number of client meetings needed
- d. Determine data sources being used
- e. Determine project team and establish roles
- f. Determine website or landing page campaign is driving to, if applicable.

2. SOW development

- a. Determine monthly hours needed for reporting
- b. Dependent on media spend and/or number of monthly client meetings desired, determine if this will be billed into the media commission or communicated as a separate budget item in the SOW
- c. Create the SOW and provide to client

3. Pre-campaign launch

- a. Digital team to gain access (or create account if non-existent) to client's Google Analytics, Google Tag Manager, ad platforms, etc.
- b. Media to create UTMs to track URLs to website and provide them to Digital
- c. Media to provide any tracking pixels to digital to setup in Google Tag Manager
- d. Digital to setup any events tracking in Google Analytics and Google Tag Manager

4. Post-campaign launch

- a. Provide launch date to Digital
- b. Digital to create Google spreadsheet for media
- c. Digital to create analytics dashboard in Google Data Studio

5. Month-over-month reporting

- a. Digital requests metrics from Media in Google spreadsheet
- b. Media provides Digital with any creative assets to include in analytics dashboard
- c. Digital organizes analytics dashboard in Google Data Studio
- d. Digital and Media meet internally to discuss campaign and align recommendations (if Tier 4)
- e. Digital and Media provide insights and optimization recommendations in Google Data Studio (if Tier 2-4)
- f. Brand Manager sends report (link or PDF) to client
- g. Brand Manager presents report to client (if Tier 1) or Digital and Media present report to client (if Tier 2-4)
- h. Optimization recommendations are scoped to be executed, if directed by client (if Tier 2-4)

TMG Analytics Tiers

The following outlines the tiers of analytics reporting we provide to our clients, along with what factors dictate a client's tiers. *Please note: Tier classification is dependent on (1) media spend and/or (2) number of monthly client meetings desired.*

Factors	Tier 1	Tier 2	Tier 3	Tier 4
Media Spend What is the threshold where we can be profitable on reporting?	< \$500/mo.	< \$1,000/mo.	< \$5,000/mo.	> \$5,000/mo.
Billing Is analytics billed separately or roped into the media commission?	Log time to medana (media analytics function) in paid media & buying job	Separate item in SOW, log time to individual analytics job	Separate item in SOW, log time to individual analytics job	Separate item in SOW, log time to individual analytics job
Report Design How in-depth is the design of the report?	Email, Word doc, PowerPoint, etc.	Google Data Studio	Google Data Studio	Google Data Studio
Insights & Optimization Recommendations Are we spending project hours on adding this, and how often?	Not included	Included, Monthly	Included, Monthly	Included, Custom Timing
Client Meetings Are we presenting the report with client?	Not included	Included, Monthly	Included, Monthly	Included, Custom Timing
Internal Meetings Are we reviewing internally to align ourselves?	Not included	Not included	Not included	Included
Dashboard Lead Who will manage preparing the dashboard monthly?	Digital and will gather data from Media as needed	Digital and will gather data from Media as needed	Digital and will gather data from Media as needed	Digital and will gather data from Media as needed
Presenting Lead BM or Media will always provide to client, but who will present to client monthly (if client meetings included)?	Not included	Media and/or Digital	Media and/or Digital	Media and/or Digital
Approximate Hours	2/Med, 1/BM, 1/Dig	3/setup, 3/Med, 1/BM, 3/Dig	5+/setup, 5/Med, 2/BM, 5/Dig	8+/setup, 8+/Med, 3/BM, 8+/Dig