

Media planning **Media planning has now been made easier than ever. Media planning has been fully integrated into the workflow of running online campaigns, making Dimnet the natural starting point whenever you wish to start up online marketing activities.**

What is Media Planning?

Media Planning is a key component of marketing strategies for results-driven businesses. It meets marketing goals by establishing the appropriate vehicles with which you can communicate a message the maximum number of potential customers at the lowest possible cost.

Why Dimnet?

Dimnet has made media planning easier than ever! It has been fully integrated into the running of online campaigns, making Dimnet the natural starting point for online marketing activities.

With Dimnet media planning you have easy access to valuable information such as media and cost.

Not only is all information accessible in one place, but it can also be easily communicated to relevant parties via customizable reports including media plans, insertion plans and creative format specifications.

How do we work?

Our aim is to provide you with the best media planning strategies available. We work based on five-pillar continuous feedback;

1. RESEARCH PILLAR

Sector analysis: we conduct in-depth research including an analysis of your area of activity, strengths, opportunities and competition.

Market analysis: we research and deepen our knowledge of the corresponding advertising market.

Medium analysis: as the Internet is a continually evolving medium, we are constantly analyzing its unique traits.

Public goal analysis: we identify your company's potential customers and the different elements that may be relevant for you and your product or service (life style, socio-demographic profile, shopping habits ...)

2. STRATEGIC PILLAR

We identify your communication needs, determine how to best reach your potential customers and decide which actions will be the most effective.

3. PLANIFICATION PILLAR

We implement a strategy that responds to the various goals targeted.

We **define** the most effective media outlets and possible formats to carry out a successful campaign. This step is fundamental to obtaining the goals targeted in the strategic development.

4. MEDIUMS PURCHASE PILLAR

With our competitive prices, all our clients benefit from our experience and knowledge of the advertising industry.

Our clients benefit from cost optimization for online campaigns, E-mail Marketing, Viral Marketing, and Marketing through search engine.

5. EXECUTIVE AND ANALYTIC PILLAR

A successful marketing campaign is not limited to the advertising process. Once the advertising campaign is over it is crucial to analyze the result

of each action taken to check that the main goals were achieved and also to obtain from it conclusive feedbacks that will be relevant to improve future marketing campaigns.

This pillar consists of:

- following the campaigns
- analyzing post-Clicks and Post-Views
- analyzing the data obtained

What do we offer you?

As well as guaranteed quality service, Dimnet media planning comes with many innovative features including:

- Ĥ Logical Media Planning Process via intuitive user interface.
- Ĥ Structured media and placement selection according to user-defined criteria.
- Ĥ All media plans stored in a central bank.
- Ĥ Median plans that are easy to copy and reuse across all campaigns, new and old.
- Ĥ Multiple drafts and versions for each campaign.
- Ĥ All booking types (CPM, CPC, CPD, CPL etc.).
- Ĥ Ability to automatically insert pre-defined fees and cost terms into media plans.
- Ĥ Media plan grouping into user-defined groups.
- Ĥ Flexibility to set-up cost and fee structures according to business practices.
- Ĥ Ability to fully integrate media plan information into reporting.
- Ĥ Ability to export fully specified creative format list according to media specifications.
- Ĥ Ability to automatic create insertion plans to all networks and medias.
- Ĥ Export to Excel including styles, graphs, etc.
- Ĥ Possibility of integrating with back-end systems.
- Ĥ User-defined comments and legends.