

Did you know...?

Agencies often want to know what percentage of the audience for a given buy is attributed to various dayparts, like AM drive time vs. PM drive time. Planner allows users to designate their own daypart codes (such as “AM,” “PM,” and “WKND”) that they can associate with encompassing dayparts (such as “MF 6-10a,” “MF 3-7p,” and “SS 5a-12m”), and then the software will automatically aggregate the buy’s audience into those defined daypart codes (such as anything within the MF 6-10a daypart being captured as “AM”). However, there can be cases where certain dayparts from imported network proposals fall outside the user’s established daypart codes, which can be easily overlooked.

Here are two tips for handling the process of importing network proposals:

1) Even though MF 6-10a is often used for the “AM” daypart code, this won’t automatically capture a daypart like MF 5-10a (since the 5-6a portion falls outside the defined AM range). One solution is to define your daypart codes as broadly as possible, such as assigning anything within the MF 5-10a daypart as the “AM” daypart code. This way, MF 5-6a, MF 6-10a, MF 5-10a, and MF 8-9a are all automatically captured as “AM.” The same can be done for “PM,” such as assigning the broader daypart MF 3-8p (instead of MF 3-7p).

2) Planner can help users to see quickly if any audience is falling outside of their established daypart codes by defining one additional all-encompassing daypart code (such as “ROS” or “Other”).

For example, the five typical definitions might be:

AM = MF 5-10a
MID = MF 10a-3p
PM = MF 3p-7p
EV = MF 7p-12m
WKND = SS 5a-12m

But the above will not capture a MSu 6a-12m daypart since this is outside any of the five typical definitions. Thus, a user can add one more definition to capture everything else:

ROS = MSu 6a-6a

By doing this, the ROS daypart code will capture anything that doesn’t fall into the typical five definitions. If users see zero audience in ROS, they will have visual confirmation that the entire buy is being properly divided amongst the typical five definitions. But if ROS has anything other than zero, the users know that they should go look for dayparts in the buy that have a “ROS” assignment which, if desired, they can then manually override as a “mix%” (dividing up the ROS into the five typical designations).