

MediaOpt An Optimal Campaign Planning Tool

MediaOpt is a state-of-the-art decision support tool for media planners to optimally plan brand campaigns. The tool uses a robust optimization engine and can be accessed via the web.

BENEFITS

- ❖ EFFECTIVE UTILIZATION OF BUDGET MEETING REACH/RATINGS CONSTRAINT
- ❖ OPTIMAL AD ALLOCATION WITHIN THE SPECIFIED BUDGET
- ❖ FAST RESULTS
- ❖ SOLVING MULTIPLE OBJECTIVES (MAXIMIZE REACH/RATINGS; MINIMIZE BUDGET)

The tool answers the following questions:

1. How can I reach the right audience at the right time within the specified budget?
2. How many ads to show?
3. Which channels should the advertisements be shown on?
4. When should the ads be telecast?



1. Market
2. Target group
3. Channel
4. Rates
5. Historical ratings
6. Campaign objectives
– Maximize Reach
– Maximize Ratings
– Minimize Budget
7. Constraints

The application uses advanced beta binomial distribution & tabu search to arrive at an optimal media schedule.

Optimal media schedule listing the number of spots and the channels and times at which they should be telecast.

