

# media audit

## Get a gut check on your media plan.

---

### What we do

- Review past campaign spending
- Determine the effectiveness of channel mix based on Gross Rating Points (GRPs) and population size
- Provide recommendations of ideal channel mix based on budget
- High-level recommendations on channels to consider adding to the plan and adjusted media mix

---

### What it requires from you

- Media flowchart detailing spend by channel
- CPMs by channel (estimated if not provided)
- Flight dates
- Target audience

---

### Deliverable

- Enhanced version of your media plan provided in a spreadsheet
- 45-minute video presentation

---

### Cost

- \$2,500 per campaign

---

### Timing

- 2 weeks
-

# media audit

## Sample work

### Pre-audit

Tactic	2022 Spend	2022 CPM	A18-44 POP	CPP	Proj. GRPs	# Weeks	Wkly GRPs
Streaming Audio	\$1,930.20	\$14.48	942,268	\$136.44	14.1	4	3.5
OTT	\$13,431.28	\$19.56	942,268	\$184.31	72.9	7	10.4
Banners	\$8,750.39	\$15.19	942,268	\$143.13	61.1	7	8.7
Geo-Fencing	\$1,012.49	\$10.00	942,268	\$94.23	10.7	8	1.3
In-Game Ads	\$6,711.02	\$5.64	942,268	\$53.14	126.3	4	31.6
TikTok	\$1,860.68	\$3.85	942,268	\$36.28	51.3	8	6.4
Meta	\$5,886.39	\$3.51	942,268	\$33.07	178.0	7	25.4
Snapchat	\$386.11	\$4.09	942,268	\$38.54	10.0	2	5.0
Google Display	\$3,551.18	\$4.62	942,268	\$43.53	81.6	8	10.2
YouTube	\$5,289.67	\$1.95	942,268	\$18.37	287.9	8	36.0
Radio	\$45,066.42	\$32.00	942,268	\$301.53	149.5	6	24.9
Television	\$98,686.00	\$31.03	942,268	\$292.39	337.5	3	112.5
	<b>\$192,561.83</b>				<b>1,380.9</b>		

### Post-audit

Tactic	2022 Spend	2022 CPM	A18-44 POP	CPP	Proj. GRPs	# Weeks	Wkly GRPs
OOH	\$50,000.00	\$8.00	942,268	\$75.38	663.3	8	82.9
OTT	\$30,000.00	\$35.00	942,268	\$329.79	91.0	8	11.4
Banners	\$0.00	\$7.00	942,268	\$65.96	0.0	8	0.0
Geo-Fencing	\$0.00	\$0.00	942,268	\$0.00	0.0	8	0.0
In-Game Ads	\$0.00	\$8.00	942,268	\$75.38	0.0	4	0.0
TikTok	\$8,000.00	\$6.00	942,268	\$56.54	141.5	8	17.7
Meta	\$20,000.00	\$7.00	942,268	\$65.96	303.2	8	37.9
Snapchat	\$0.00	\$0.00	942,268	\$0.00	0.0	8	0.0
Google Display	\$0.00	\$0.00	942,268	\$0.00	0.0	8	0.0
YouTube	\$15,000.00	\$7.00	942,268	\$65.96	227.4	8	28.4
Radio	\$70,000.00	\$25.00	942,268	\$235.57	297.2	8	37.1
Television	\$0.00	\$30.00	942,268	\$282.68	0.0	8	0.0
	<b>\$193,000.00</b>				<b>1,723.6</b>		

### What we did

- Recommended reducing channels
- Adjusting flight dates based on historical visitation
- Adjusted CPMs based on recommended campaign setup/SQAD CPPs
- Removed channels that did not reach target audience
- Increased total GRPs by 20% with no budget change

Jenny Williams, Media Strategist

cell: 386-297-2126

email: jenny@attend.media

website: attend.media