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Build a Stronger Agency/Publisher Team



By [Joe Kyriakoza](#)

Jumpstart Automotive Media's VP of product development explains why increased collaboration and communication on performance metrics can help ensure the success of campaigns-- and overall business partnerships.

The reports are in: Online ad spending is up.

Ok, that wasn't exactly a great lead-in. We all know online ad spending is up. And we know traditional media dollars are being moved to digital-- talks of 20 percent of media budgets going to digital are already coming out of the automotive community.

Let's refresh our memories of the key drivers for this shift in media in the auto space:

- Digital media is typically more cost effective
- Digital media is a more dynamic opportunity with fine-tuning and optimization a staple in the process
- Digital media affords precision targeting opportunities via demographic, psychographic or behavior
- Digital media performance is *measurable*

And while companies like Medialink and Mediaguide are simply trying to prove that television and radio advertising campaigns actually deliver, digital media continues to be held to a higher, sometimes unreasonable standard with regard to performance. Given that it's the only medium that allows you to actually gauge performance -- as it's happening -- the results obtained from digital campaigns tend to be more easily scrutinized.

And that's fine. I can live with that, because that's the beauty of our medium and its process-- place, optimize, measure and obtain results. No other medium can provide this level of detail.

But if the media that's placed is going to be held to such a high standard, publishers and agencies need to work together more closely when planning, buying, measuring and reporting on media placements.

Speaking from the automotive client school, in most cases a campaign is deployed, and impressions and clicks are generated, but the publisher has no idea what it all means to his site's performance.

My guess is that most agencies are no longer measuring success based on clickthrough rates, which is especially irrelevant when assessing the performance of behavioral targeting campaigns. So the only way publishers can truly understand and ultimately impact the effectiveness of your campaigns is the sharing of those highly coveted performance metrics.

Help us help you.

When a publisher is privy to the relevant measurements that determine whether or not an agency's programs are successful, the end result will be:

- A better understanding of how the publisher's user base responds to your brand
- A more finely optimized campaign where direct recommendations can be made about the various placements and their performance (after all, we are the best judge of the strengths and weaknesses of our sites)
- Ultimately the most optimal performance for your campaigns

What I'm calling for is that agencies and publishers collaborate to ensure the success of campaigns. Creating this type of partnership mentality works better for all parties in the long run. There's plenty of collaboration between agency and publisher when it comes to putting together an innovative media program, but once the execution is complete and the impressions begin to cycle, the publisher is left in the dark.

To date I've seen very few automotive manufacturers' agencies make this type of cooperative effort with publishers. The industry needs more of the same.

If we are considered trusted media partners, provide us with the information necessary to turn your campaigns into winners every time. Otherwise we are nothing more than a vendor.

Joe Kyriakoza is VP of product development for [Jumpstart Automotive Media](#). [Read full bio](#).