

Criteria That Drive Satisfaction Top Criteria and Leading Brands



Keeping advertisers satisfied throughout the process of a digital ad campaign is no easy task. From the initial campaign briefing to the post campaign analysis, there are plenty of opportunities along the way to win or lose the loyalty of advertisers. In the Digital Campaign Management System Report, we can see which criteria are MOST important for driving satisfaction at each critical interval throughout the campaign. DCMS provides media brands with the insight they require for improving their performance at each phase of the campaign in comparison to more than 50 digital media brands.

The Digital Campaign Management System is focused on providing Digital Media Brands with insights that can help with renewing and up-selling large digital campaigns, by focusing on how the entire organization is actively managing the process. It answers these and many other questions:

1. Is My Company Doing A Good Job Servicing Large Digital Campaigns?
2. Are We as Good as the Competition?
3. What Parts of the Entire Process Can We Improve Upon?
4. Where Does Management Need to Allocate More Resources?



Brands listed are the top five rated among the 10 most used digital media brands for digital campaigns. Fifty-seven digital media brands were measured in total. An index of 100 = average of all positively correlated coefficients.

*Regression Analysis is a statistical method designed to derive the relationship between characteristics and/or behaviors. This study utilizes regression analysis to show relationships between ad campaign process criteria and their influence on satisfaction. The analysis determines which criteria have the greatest impact on achieving the desired results.

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