

# Marketing and Sales Management

Level III

Based on November, 2023, Curriculum Version II



**Module Title: Conducting Pre-Campaign Testing**

**Module code: LSA MSM 3 M10 1123**

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**Prepared by: Ministry of Labor and Skills**

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**Addis Ababa Ethiopia**

## Acknowledgment

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## Introduction to module

This module describes the performance outcomes, skills and knowledge required to conducting Pre-Camping test including, Plan for pre campaign testing, Pilot the advertisement and Utilize pre campaign test results. By the end of this module, you will have the knowledge and skills necessary to confidently conducting Pre-Camping test contribute to efficient and accurate utilize pre-campaign result.

This module is designed to meet the industry requirement under the conducting Pre-Camping test occupational standard, particularly for the marketing and sales management.

### This module covers the units:

- Planning for pre campaign testing
- Piloting the advertisement
- Utilizing pre campaign test results

### Learning Objective of the Module will be able to:

- Plan for pre campaign testing
- Pilot the advertisement
- Utilize pre campaign test results

### Learning Instructions

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the specific objectives of this Learning outcome.
2. Follow the instructions described below 3 to 5.
3. Read the information written in the “Unit” Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self-check” given at the end of each unit

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## UNIT ONE: Planning for pre campaign testing

The learning guide Advice on resource requirements is developed to provide you the necessary information regarding the following content coverage and topics are:

- Testing valid and reliable advertisement
- Documenting outcomes and targets
- Selecting the pilot advertisement
- Negotiating media placement.

Applying new segmentation The above Learning guide will also assist you to attain the following specific objectives. Specifically, upon completion of this Learning outcome you will be able to:

- Valid and reliable measurement of the advertisement
- Document Expected outcomes and targets
- Select the pilot advertisement
- Negotiate media placement.
- Analyse and determine common factors supporting or deterring marketing segment.

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## 1.1 Testing valid and reliable advertisement

Campaign a planned group of especially political, business, or military activities that are intended to achieve a particular aim: The protests were part of their campaign against the proposed building development in the area. This is the latest act of terrorism in a long-standing and bloody campaign of violence.

**Marketing campaign:-** A marketing campaign is a strategic marketing effort aimed at promoting a specific endeavor or goal on behalf of a company, brand or individual. Marketing campaigns are designed to get consumers' attention in several ways, such as television, print advertising, social media and email marketing. The ultimate goal of a marketing campaign is typically to increase awareness of an organization and bring in new customers. Common components of a marketing campaign include:

- Promotion
- Advertising
- Distribution
- Merchandising
- Pricing

Nearly every company relies on marketing campaigns to increase sales and grow as an organization.

Testing the validity and reliability of an advertisement is an important step in assessing its effectiveness and ensuring that the claims made are accurate. Here are some key considerations for testing the validity and reliability of an advertisement:

**Fact-checking:** Verify the factual claims made in the advertisement. This may involve researching the information provided, consulting reliable sources, and ensuring that the claims are supported by evidence.

**Independent verification:** Seek independent verification of the claims made in the advertisement. This can involve reaching out to experts or conducting tests to validate the advertised features or benefits.

**Sample representation:** Assess whether the sample used in the advertisement accurately represents the target audience or population. If the sample used is biased or unrepresentative, the claims made in the advertisement may not hold true for the broader population.

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**Testimonials and endorsements:** Evaluate the credibility and authenticity of any testimonials or endorsements presented in the advertisement. Verify the identities and experiences of the individuals providing the testimonials or endorsements to ensure they are genuine and relevant.

**Scientific studies and research:** Look for scientific studies or research that support the claims made in the advertisement. Assess the quality and reliability of the studies, considering factors such as sample size, methodology, and potential conflicts of interest.

**Regulatory compliance:** Check if the advertisement complies with relevant advertising regulations and guidelines in the target market. Different countries and regions may have specific rules governing advertising claims, disclosures, and substantiation requirements.

**Consumer feedback and reviews:** Consider gathering feedback from consumers who have used the advertised product or service. Reviews and testimonials from real users can provide insights into the actual experience and performance of the product, helping to validate or challenge the claims made in the advertisement.

Advertisers use various key performance indicators (KPIs) to measure the effectiveness of their advertisements. The specific KPIs selected may depend on the campaign objectives, industry, target audience, and advertising channels used.

#### **Common KPIs used by advertisers:**

**Reach:** The number of individuals or households exposed to the advertisement. It indicates the potential audience size and the extent of brand or message exposure.

**Impressions:** The number of times the advertisement is displayed or shown to the target audience. It measures the frequency of ad views and helps assess the potential reach and visibility of the campaign.

**Click-Through Rate (CTR):** The percentage of people who click on the advertisement after viewing it. CTR is commonly used for digital advertising and can indicate the level of engagement and interest generated by the ad.

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**Conversion Rate:** The percentage of users who take a desired action after seeing the advertisement, such as making a purchase, filling out a form, or subscribing to a newsletter. It measures the effectiveness of the ad in driving the intended user behavior.

**Return on Investment (ROI):** The financial return generated from the advertising investment. ROI compares the cost of the advertising campaign to the revenue or profit generated as a result of the campaign. It helps assess the overall effectiveness and profitability of the advertising efforts.

**Brand Awareness:** Measures the level of recognition and awareness of the brand among the target audience. It can be accessed through surveys, brand recall tests, or social media engagement metrics.

**Engagement Metrics:** This includes metrics such as likes, shares, comments, or mentions on social media platforms. These metrics indicate the level of audience engagement and interaction with the advertisement or brand.

**Customer Acquisition Cost (CAC):** The average cost incurred to acquire a new customer through the advertising campaign. It helps evaluate the efficiency and cost-effectiveness of the campaign in acquiring new customers.

**Return on Ad Spend (ROAS):** Measures the revenue generated for every dollar spent on advertising. It assesses the financial performance of the advertising campaign and helps determine its profitability.

**Customer Lifetime Value (CLTV):** Measures the total value a customer generates over their lifetime as a result of the advertising campaign. It helps assess the long-term impact and value of the campaign in terms of customer retention and repeat business.

Advertisers often use a combination of these KPIs to gain a comprehensive understanding of the effectiveness of their advertisements and make data-driven decisions to optimize future campaigns. The specific KPIs chosen should align with the campaign goals and objectives.

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## Types of marketing campaigns

The following are several types of marketing campaigns you can use to achieve various marketing goals within your organization:

- I. Traditional media campaign
- II. Seasonal push campaign
- III. Product launch campaign
- IV. Brand awareness campaign
- V. Rebranding campaign
- VI. Brand launch campaign
- VII. Contest marketing campaign
- VIII. Email marketing campaign

**Traditional media campaign :-** A traditional media campaign is one that relies on traditional media outlets to increase brand awareness and/or promote a product or service. Common traditional media outlets used for this type of campaign include TV, print advertising, radio and direct-mail advertising. An example of a traditional media campaign is placing ads in your local newspaper to let potential consumers know about a sale your store is running.

**Seasonal push campaign :-** A seasonal push campaign is a campaign used to promote seasonal sales, products or services. This type of campaign is frequently used by companies that experience a seasonal influx of business such as retail chains and restaurants. For example, a local retail store may create ads on social media informing consumers of a winter sale to increase revenue during the winter months.

**Product launch campaign :-** Launching a new product often involves marketing campaigns aimed at spreading awareness of the product and why customers need it. A product launch campaign is executed by the manufacturer in coordination with any distribution partners. For example, consider a shoe company that launches a new pair of women's sneakers. The marketing campaign would likely focus on reaching women of a certain age group and would include marketing tactics such as social media advertising and emails to existing customers.

**Brand awareness campaign :-** A brand awareness campaign is one in which marketing efforts focus on building or strengthening the awareness of a company's brand. Larger brands may implement regular brand awareness campaigns to maintain their popularity.

For example, a company may start a blog and produce high-quality content relevant to its target audience. This ensures that when the target audience searches for an answer to a question that the company has addressed in its blog, the audience is made aware of the company or brand. While they may not make a purchase at that moment, the target audience becomes cognizant of the brand and will likely return to it in the future.

**Rebranding campaign :-** A rebranding campaign is when a company uses marketing to promote a change such as a new company name, logo or merger with another organization. This type of marketing campaign is also used by companies that have fallen out of favor with their target audiences or that wish to make a comeback in their industry. For example, a fast-food restaurant has been under scrutiny for its unhealthy meal options. The company could use a rebranding campaign to advertise new healthy options and promote its commitment to encouraging health and wellness among its customers to encourage new sales.

**Brand launch campaign :-** Similarly to a product launch campaign, a brand launch campaign is used when a company has created a new brand and wants to increase awareness of it. For example, a large company recently developed a new brand focused on a new market that the company has not been in before. The organization uses a brand launch campaign to advertise its new brand on social media and sends out emails to existing customers offering a discount when making a purchase from the new brand.

**Contest marketing campaign :-** Contest marketing campaigns are not a new concept but have become increasingly popular thanks to social media. This type of campaign can encourage new organic website traffic and spread awareness of a company and its products.

For example, a company runs a contest marketing campaign on its social media account to promote a new product. In order to enter the contest, individuals must tag three friends in the comments on the company's post and follow the company's account. This gives the company new followers and, thanks to the participants tagging friends who may not know of the brand, spreads awareness of the company.

**Email marketing campaign :-** Email campaigns are used by companies to keep in contact with current customers and inform them of sales, coupons, discounts and new products or services.

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For example, an organization may send out an email campaign to all of its customers informing them of an upcoming sale and offering an additional 10% off coupon.

## 1.2 Documenting outcomes and targets

Documenting outcomes and targets is an essential step in effectively measuring and evaluating the success of advertising campaigns. It helps set clear expectations, track progress, and assess the overall impact of the campaign.

**Here's a guide on how to document outcomes and targets:**

**Define Campaign Objectives:** Clearly articulate the specific objectives and goals of the advertising campaign. Objectives could include increasing brand awareness, driving sales, generating leads, improving customer engagement, or launching a new product. Each objective should be specific, measurable, achievable, relevant, and time-bound (SMART).

**Identify Key Performance Indicators (KPIs):** Determine the relevant KPIs that align with each campaign objective. For example, if the objective is to increase brand awareness, the KPIs could be reach, impressions, or social media engagement metrics. Ensure that the selected KPIs accurately reflect the desired outcomes and can be measured effectively.

**Set Targets:** Establish realistic and quantifiable targets for each KPI. Targets can be based on historical data, industry benchmarks, or internal goals. For example, if the campaign aims to increase website traffic, the target could be a specific percentage increase in monthly visitors compared to the baseline.

**Document Baseline Metrics:** Before the campaign starts, record the baseline metrics for each KPI. These metrics serve as the starting point for comparison and help evaluate the impact of the campaign. Baseline metrics can be collected from previous campaigns, historical data, or industry standards.

**Track Progress:** Throughout the campaign, consistently monitor and track the performance of the selected KPIs. Use analytics tools, data tracking systems, or reporting platforms to collect relevant data. Regularly update the progress against the targets to assess the effectiveness of the campaign in real-time.

**Document and Analyze Results:** At the end of the campaign or at specific milestones, document the outcomes and results achieved for each KPI. Compare the actual performance against the set targets to determine if the campaign objectives were met. Analyze the data to identify trends, patterns, and insights that can inform future advertising strategies.

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**Prepare a Final Report:** Compile all the documented outcomes, targets, and results into a comprehensive final report. This report should summarize the campaign objectives, KPIs, targets, actual performance, and any relevant analysis or recommendations. The report serves as a reference for evaluating the success of the campaign and can inform future decision-making and optimizations.

**Effective ways to track progress against targets:-** Tracking progress against targets during a campaign is crucial to ensure that you stay on track and make timely adjustments if needed.

**Establish Clear Metrics:** Clearly define the key performance indicators (KPIs) and metrics that align with your campaign objectives and targets. Ensure that these metrics are easily measurable and provide meaningful insights into the progress of your campaign. Use tools such as Google Analytics, social media analytics, or custom tracking systems to collect relevant data.

**Set Milestones:** Break down your campaign timeline into milestones or checkpoints. Determine specific points in time when you will evaluate progress against the targets. These milestones can be weekly, biweekly, monthly, or aligned with specific campaign activities or events.

**Regularly Monitor Data:** Consistently monitor the relevant metrics and data associated with your campaign. Schedule regular check-ins to review the data and track progress against the targets. Use analytics tools or reporting platforms to access real-time or near-real-time data and insights.

**Use Data Visualization:** Visualize the data in meaningful and easily understandable formats such as charts, graphs, or dashboards. Data visualization makes it easier to observe trends, spot deviations from targets, and communicate progress to stakeholders. It helps to identify areas that require attention or adjustments.

**Compare with Baseline:** Continuously compare the current performance with the baseline metrics established at the beginning of the campaign. This allows you to assess the progress made and determine if you are on track to meet your targets. Identify any significant gaps or deviations from the baseline that may require corrective actions.

**Measure Incremental Changes:** Monitor incremental changes in the metrics over time rather than relying solely on overall totals. This helps you identify trends or patterns that may not be immediately evident in cumulative data. By tracking incremental changes, you can detect early signs of success or areas of improvement.

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**Conduct A/B Testing:** If applicable, conduct A/B testing or split testing to compare different versions or variations of your campaign elements. This can help you identify which variations are performing better and contributing more effectively to your targets. Use the results to optimize your campaign strategy.

**Regular Reporting and Communication:** Prepare regular progress reports that summarize the key metrics, progress against targets, and any insights or observations. Share these reports with relevant stakeholders, such as team members, clients, or management, to keep them informed and engaged. Regular communication ensures everyone is aware of the progress and can provide input or support as needed.

### 1.3 Selecting the pilot advertisement

A pilot campaign is referred to a **small-scale campaign** that is initiated to check the viability of a particular marketing medium before its full scale launch. During the pilot phase, it's always good to roll out several different versions of the same ad with different CTAs.

Selecting the right pilot advertisement is an important step in testing the effectiveness of your advertising campaign.

A pilot program is a great way to test the effectiveness of a new advertising strategy before committing to a full-scale campaign. According to the Content Marketing Institute, a pilot program can help decision makers understand that the program is a test and not a risky investment. Here are 10 steps that can help make your pilot program happen:

- Ask why: Why are you doing this in the first place? What is the business objective?
- Ask yourself: How will my business be different after the pilot program succeeds?
- Ask who: Who is the specific audience that you will be targeting with your content marketing approach?
- Ask what: What is the core content niche you will be focusing on?
- Ask where: What is the core deliverable for your target audience?
- Ask when: When will you launch the pilot program?
- Ask how: How will you measure success?
- Ask how much: How much budget do you need?
- Ask who else: Who else needs to be involved?
- Ask what if: What if the pilot program is successful?

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Figure 1.1 Campaign planning

Here's a step-by-step guide to help you select the pilot advertisement:

A pilot project plan is a strategy and trial that project managers create to determine how successful a project might be once it's implemented. Here are the six steps to conduct a successful pilot project plan:

- **Establish the project's goals:** To understand which targets you and your team aim to hit with your pilot, consider establishing clear goals. This allows you to evaluate how well the project performs by determining whether it's meeting the objectives you've laid out.
- **Determine the pilot project's scope:** Determine the scope of the pilot project by identifying the specific areas of the project that you want to test. This helps you to focus on the most important aspects of the project and to identify any potential issues that may arise.
- **Identify the pilot project's stakeholders:** Identify the stakeholders who will be involved in the pilot project. This includes the project team, sponsors, and other stakeholders who may be affected by the project.
- **Develop the pilot project plan:** Develop a detailed plan for the pilot project that outlines the specific tasks, timelines, and resources required to complete the project. This plan should be reviewed and approved by all stakeholders before the pilot project begins.

- **Execute the pilot project plan:** Execute the pilot project plan by following the tasks, timelines, and resources outlined in the plan. This helps you to identify any issues that may arise during the pilot project and to make any necessary adjustments.
- **Evaluate the pilot project:** Evaluate the pilot project by analyzing the results of the project and determining whether it was successful. This helps you to identify any areas that need improvement and to make any necessary changes before the project is implemented on a larger scale.

### **Some examples of how you can conduct market research to gather insights and feedback for selecting the pilot advertisement:**

**Online Surveys:** Create an online survey using platforms like Survey Monkey or Google Forms to collect feedback from your target audience. Include questions about their preferences, opinions, and reactions to different creative concepts. Ensure the survey is well-designed, easy to understand, and covers relevant aspects of the advertisement.

**Focus Groups:** Organize focus groups consisting of individuals from your target audience. Facilitate discussions around different creative concepts, gather their opinions, and encourage participants to provide feedback on what resonates with them. This interactive approach allows for deeper exploration of perceptions and preferences.

**In-Person Interviews:** Conduct in-person interviews with selected individuals from your target audience. Use these interviews to gain qualitative insights and understand their thoughts, emotions, and reactions to different advertisement concepts. This method allows for more in-depth conversations and the ability to probe further into their responses.

**Online Communities and Forums:** Engage with online communities and forums where your target audience is active. Participate in discussions related to your industry or product category to gain insights into their preferences and opinions. You can also directly ask for feedback on different creative concepts within these communities.

**Social Media Listening:** Monitor social media platforms to gather insights about your target audience's discussions, sentiments, and reactions to similar advertisements or topics. Analyze their comments, reviews, and posts related to your industry or product category to understand their preferences and gather feedback.

**Ad Testing Platforms:** Utilize ad testing platforms that provide quantitative and qualitative feedback on different creative concepts. These platforms often have panels of target audience members who evaluate and rate advertisements based on various parameters. This can provide valuable insights and comparisons between different concepts.

**Competitive Analysis:** Conduct a competitive analysis to understand how your competitors are approaching their advertisements. Analyze their strategies, messaging, visuals, and overall impact. Identify potential gaps or opportunities where your advertisement concept can stand out and differentiate itself.

**Website Analytics:** Analyze website analytics data to understand user behavior and engagement with your existing content. Identify which types of content or messaging resonate better with your audience. This information can guide your decision-making process when selecting the pilot advertisement.

#### 1.4 Negotiating media placement.

Negotiating media placement is an essential aspect of running an effective advertising campaign. Here are some key steps and considerations for negotiating media placement:

**Set Clear Objectives:** Define your campaign objectives and determine the specific goals you want to achieve through media placement. This clarity will help guide your negotiation strategy and ensure you select the most suitable media outlets.

**Research Media Outlets:** Conduct thorough research to identify the media outlets that align with your target audience and campaign objectives. Consider factors such as reach, demographics, audience engagement, and relevance to your industry or product. Compile a list of potential media outlets that you believe will effectively reach your target audience.

**Understand Pricing Models:** Familiarize yourself with the pricing models used by different media outlets. They may offer various options, such as cost per thousand impressions (CPM), cost per click (CPC), or fixed rates. Understand how each pricing model works and evaluate which one aligns best with your budget and campaign goals.

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**Determine Your Budget:** Establish a clear budget for media placement. Determine how much you are willing to allocate to each media outlet or campaign phase. Having a defined budget will help you negotiate effectively and make informed decisions based on cost considerations.

**Gather Data and Insights:** Gather data and insights about the media outlets you are considering. Analyze their audience demographics, reach, engagement metrics, and performance history. Use this information to assess their suitability for your campaign and to support your negotiation arguments.

**Consider Value-Added Opportunities:** Explore value-added opportunities that media outlets may offer. These can include additional exposure, promotional features, or cross-promotions. Negotiate to secure added value that enhances your campaign's impact without significantly increasing costs.

**Develop a Negotiation Strategy:** Craft a negotiation strategy based on your research, objectives, and budget. Determine your desired placement options, preferred rates, and any additional benefits you seek. Be prepared to negotiate and compromise while maintaining your campaign's best interests.

**Initiate Contact:** Reach out to the media outlets you have selected to express your interest in advertising with them. Request media kits, rate cards, and any additional information that will aid your negotiation process. Open a dialogue to discuss available options and negotiate favorable terms.

**Leverage Competition:** If you have multiple media outlets on your list, leverage competition to your advantage. Engage in negotiations with multiple outlets simultaneously, highlighting competitive bids or proposals you have received. This can encourage them to offer more favorable rates or additional benefits to secure your business.

**Track and Measure Results:** Once media placements are secured, closely monitor and track the performance of your advertisements across different outlets. Measure the results against your campaign objectives and make adjustments as necessary. This data will provide insights for future negotiation and media placement strategies.

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Tracking and measuring the performance of your advertisements across different media outlets is crucial for evaluating the success of your advertising campaign and optimizing future efforts. Here are some effective ways to track and measure ad performance:

**Define Key Performance Indicators (KPIs):** Determine the specific metrics that align with your campaign objectives. Common KPIs include impressions, click-through rates (CTR), conversion rates, and website traffic, leads generated, sales, and return on investment (ROI). Clearly define your KPIs based on the goals you want to achieve.

**Utilize Tracking URLs:** Create unique tracking URLs for each media outlet or advertisement. These URLs can be generated using URL tracking tools or by adding UTM parameters to your existing URLs. By using unique tracking URLs, you can track website visits, conversions, and other actions specific to each media outlet

**Implement Conversion Tracking:** Set up conversion tracking on your website or landing pages using tools like Google Analytics or other advertising platforms. This allows you to track the actions visitors take after interacting with your advertisements, such as form submissions, purchases, or downloads.

**Use Call Tracking:** If your advertisements include phone numbers, implement call tracking solutions to monitor and attribute phone leads to specific media outlets or campaigns. Call tracking systems provide insights into call duration, source, and other relevant data to assess the effectiveness of your advertisements.

**Track Coupon Codes or Promo Codes:** If you are running promotions or providing special offers, assign unique coupon codes or promo codes to each media outlet or campaign. This enables you to track the usage and redemption of these codes, giving you insights into which outlets are driving the most conversions or sales.

**Analyze Website Analytics:** Regularly review website analytics data, such as traffic sources, bounce rates, time on site, and page views. Analyze how different media outlets contribute to website traffic and user engagement. Identify trends, patterns, and areas for improvement based on the performance of each outlet.

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**Monitor Social Media Engagement:** If your advertisements are running on social media platforms, monitor engagement metrics such as likes, shares, comments, and click-throughs. Assess the level of engagement and interaction generated by each media outlet to gauge the effectiveness of your ads.

**Conduct Surveys and Feedback:** Gather feedback directly from your audience through surveys or feedback forms. Include questions specific to ad recall, brand perception, and purchase intent. This qualitative data can provide insights into the impact and effectiveness of your advertisements.

**Compare A/B Tests:** If you are running A/B tests with different ad variations, compare the performance of each variation based on the defined KPIs. Assess which ad elements or messaging resonates better with your target audience and make informed decisions for future campaigns.

**Regularly evaluate and optimize:** Continuously monitor and evaluate the performance of your advertisements across different media outlets. Identify high-performing outlets and allocate resources accordingly. Optimize underperforming ads or outlets by making adjustments to creative elements, targeting, or placement strategies.

Analyzing website analytics is a valuable practice for understanding user behavior, identifying trends, and uncovering areas for improvement on your website. Here are some tips to effectively analyze website analytics and gain actionable insights:

**Set Clear Objectives:** Start by defining clear objectives for your website. Identify the key metrics that align with your goals, such as increasing conversions, improving engagement, or driving more traffic. Having specific objectives will guide your analysis and help you focus on relevant data.

**Define Key Performance Indicators (KPIs):** Determine the KPIs that directly relate to your objectives. Common KPIs include website traffic, bounce rate, average time on page, conversion rate, exit rate, and specific goal completions. Select the KPIs that are most relevant to your goals and track them consistently.

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**Segment and Filter Data:** Use segmentation and filtering options in your analytics tool to gain deeper insights. Segment your data by various dimensions such as traffic source, device type, geographic location, or user behavior. This allows you to identify patterns and trends among specific user groups.

**Monitor Traffic Sources:** Analyze the sources of your website traffic to understand which channels are driving the most visitors. Identify the top referring websites, search engines, social media platforms, and campaigns that generate the highest-quality traffic. Focus on optimizing and expanding efforts in these areas.

**Track User Behavior Flow:** Use the behavior flow or user flow reports in your analytics tool to visualize the path users take on your website. Identify the most common entry points, navigation patterns, and bottlenecks where users drop off or exit. This helps you optimize user journeys and improve conversion funnels.

**Analyze Landing Pages:** Evaluate the performance of different landing pages on your website. Identify the pages with high bounce rates or low engagement to pinpoint areas for improvement. Assess the clarity of messaging, call-to-action effectiveness, and overall user experience on these pages.

**Monitor Conversion Funnels:** Set up and analyze conversion funnels to track user progress through key conversion steps. Identify the stages where users drop off the most and optimize those points to improve conversion rates. Use funnel visualization reports to uncover specific points of friction or confusion.

**Utilize Heat maps and Click Tracking:** Heat map tools and click tracking solutions provide visual representations of user interactions on your website. Analyze these heat maps to understand where users are clicking, scrolling, or spending the most time. This information can guide design and content improvements.

**Monitor Site Speed:** Assess the loading speed of your website pages using tools like Google Page Speed Insights or GTmetrix. Slow loading times can negatively impact user experience and

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lead to higher bounce rates. Optimize page load times by compressing images, minimizing code, and leveraging caching techniques.

**Compare Period over Period and Benchmarking:** Compare your website analytics data over different time periods to identify trends and patterns. Look for changes in traffic, engagement metrics, and conversion rates. Additionally, leverage benchmarking data provided by your analytics tool to compare your website performance against industry averages or competitors.

**Test and Experiment:** Use A/B testing or multivariate tests to experiment with different website elements, such as headlines, call-to-actions, layouts, or forms. Analyze the performance of these variations to identify winning combinations and optimize your website for better results.

Tips for executing an effective marketing campaign

The following are tips to keep in mind to ensure your marketing campaigns are as effective as possible:

- **Use social media to your advantage:** Social media is where millions of people turn to discover new brands, products and services. Use social media to your advantage by incorporating it into your marketing campaigns.
- **Know your audience:** Doing research on your target audience and using these findings can significantly increase the effectiveness of your marketing campaign. Take time to find out as much as possible about the people you want to attract with your marketing campaign and develop your campaigns around these facts.
- **Consider influencer marketing:** Influencer marketing is a popular way to increase brand awareness and extend the reach of your marketing efforts. Consider working with influencers in your niche to promote products or services on social media.

## SELF- CHECK - ONE

PART- I WRITE TRUE IF THE STATEMENTS ARE TRUE, AND WRITE FALSE IF THE STATEMENTS ARE FALSE.

- 1. Testing valid and reliable advertisements involves evaluating their effectiveness and credibility.
- 2. Documenting outcomes and targets is not necessary when assessing advertising campaigns.
- 3. Selecting the pilot advertisement refers to choosing the initial version of an advertisement to test its performance.
- 4. Negotiating media placement involves securing the best possible advertising spaces and time slots

PART-II. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

### 1. What is the purpose of setting clear objectives in negotiating media placement?

- a) To determine the pricing models used by media outlets.
- b) To identify the target audience for the campaign.
- c) To assess the performance of media outlets.
- d) To guide the negotiation strategy.

### 2 Which of the following is NOT a way to track and measure ad performance?

- A) Utilizing tracking URLs.
- b) Implementing conversion tracking.
- c) Analysing website analytics.
- d) Conducting surveys and feedback.

### 3 What is the benefit of analysing website analytics?

- a) It helps define key performance indicators (KPIs).
- b) It assists in negotiating media placement.
- c) It allows for tracking and measuring ad performance.
- d) It provides insights into user behaviour and areas for improvement.

### 4 How can social media be beneficial in marketing campaigns?

- a) It helps identify target audiences.
- b) It assists in negotiating media placement.
- c) It allows for tracking and measuring ad performance.

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- d) It increases brand awareness and extends reach.

**5 Why is it important to know your audience when executing a marketing campaign?**

- a) It helps define key performance indicators (KPIs).
- b) It assists in negotiating media placement.
- c) It allows for tracking and measuring ad performance.
- d) It increases the effectiveness of the campaign.

**PART-III GIVE SHORT ANSWER FOR THE FOLLOWING:**

1. What are some examples of criteria used to test the validity and reliability of advertisements?
2. Why is it important to document outcomes and targets in advertising campaigns?
3. How does selecting the pilot advertisement help in the advertising process?
4. What factors are considered when negotiating media placement?
5. How can testing valid and reliable advertisements contribute to the overall success of a campaign?

## UNIT TWO: Piloting the Advertisement

The learning guide Advice on resource requirements is developed to provide you the necessary information regarding the following content coverage and topics are:

- testing the advertisement
- Conducting data collection.

Applying new segmentation The above Learning guide will also assist you to attain the following specific objectives. Specifically, upon completion of this Learning outcome you will be able to:

- Test the advertisement
- Conduct appropriate data collection

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## 2.1 Testing the advertisement

Advertisement testing is the process of putting different ads in front of a sample of your target audience and asking for feedback on them. You can run ad tests on an entire ad or specific aspects of it, and collect feedback on anything from how much the ad stands out to how believable they find it.

A person who is qualified and usually licensed to conduct a ship into and out of a port or in specified waters. : A person who flies or is qualified to fly an aircraft or spacecraft.

Piloting or pilot age is the process of navigating on water or in the air using fixed points of reference on the sea or on land, usually with reference to a nautical chart or aeronautical chart to obtain a fix of the position of the vessel or aircraft with respect to a desired course or location.

Testing advertisements is a crucial part of optimizing their performance and ensuring they resonate with your target audience.

### Steps to effectively test your advertisements:

**Set Clear Objectives:** Clearly define the objectives you want to achieve through your advertisements. Determine whether you are aiming to increase brand awareness, drive website traffic, generate leads, or boost sales. Clear objectives will guide your testing process and help you measure success.

**Identify Testing Variables:** Determine the specific elements of your advertisements that you want to test. This can include headline variations, ad copy, visuals, calls-to-action, colors, or overall messaging. Choose one variable at a time to ensure accurate analysis of the impact of each change.

**Create Test Samples:** Develop multiple versions of your advertisement, each with a different variable being tested. Ensure that the samples are similar in terms of size, placement, and exposure. This will help you isolate the impact of the tested variable and compare performance accurately.

**Define Testing Metrics:** Establish key metrics for evaluating the performance of your advertisements. These metrics can include click-through rates (CTR), conversion rates, engagement metrics, cost per acquisition (CPA), or return on ad spend (ROAS). Select metrics that align with your objectives and provide meaningful insights.

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**Implement A/B Testing:** A/B testing involves running two or more versions of your advertisement simultaneously to compare their performance. Split your target audience into different groups and expose each group to a different version of the ad. Ensure that the groups are similar in terms of demographics and characteristics.

**Monitor and Analyze Results:** Track the performance of each version of the advertisement and measure the defined testing metrics. Analyze the data to identify patterns, trends, and statistically significant differences between the variations. This analysis will help you determine which version performs better and why.

**Iterate and Optimize:** Based on the results of your testing, make informed decisions to optimize your advertisements. Implement the changes that have proven to be more effective and discard or modify elements that underperformed. Continuously refine your ads based on data-driven insights.

**Test at Scale:** Once you have identified effective variations through A/B testing, scale up your testing to larger audiences and different media outlets. Monitor the performance of your optimized ads across various channels and platforms to ensure consistent results.

**Monitor Competitive Landscape:** Keep an eye on your competitors' advertisements to gain insights and inspiration. Analyze their messaging, visuals, and strategies to identify opportunities for differentiation and improvement in your own ads.

**Test Continuously:** Advertisements should be viewed as an ongoing process of refinement. Regularly test new ideas, monitor performance, and adapt your ads accordingly. Consumer preferences and market dynamics change over time, so staying proactive with testing is essential.

## 2.2 Conducting data collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes.

### The method of collecting data explain through example

Some common data collection methods include surveys, interviews, observations, focus groups, experiments, and secondary data analysis. The data collected through these methods can then be analyzed and used to support or refute research hypotheses and draw conclusions about the study's subject matter.

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Conducting data collection is a fundamental step in the research process, enabling you to gather information and insights to support your analysis. Here are some key considerations and steps for effective data collection:

**Clearly Define Research Objectives:** Begin by clearly defining your research objectives and what specific information you need to collect. Clearly articulated objectives help you stay focused and ensure that the collected data aligns with your research goals.

**2.2.1 Select Appropriate Data Collection Methods:** collection methods are ways of gathering and collecting information from various sources to analyze and make informed decisions based on the data collected. Some of the most common data collection methods are:

- Observation: examining things and collecting data about them
- Survey: gathering written or multiple choice answers from individuals
- Experiment: conducting controlled tests to measure the effects of variables
- Interview: asking open-ended questions to individuals or groups experiments, existing data analysis, and web analytics. Data
- Focus group: gathering information directly from users in a group setting

**Design Data Collection Instruments:** - There are various types of data collection instruments that can be used to gather data for research purposes. Some of the most common types of data collection instruments include:

- Paper and electronic instruments: These include surveys, questionnaires, forms,
- Self-administered and interviewer-administered instruments: These include interviews, focus groups, diaries,
- Instruments administered by telephone or in person: These include phone surveys, face-to-face interviews.,
- Respondent letters, aids, and instructions: These include consent forms, information sheets, reminders,
- Mapping and listing instruments: These include maps, directories, address lists

**2.2.2 Determine Sample Size and Sampling Technique:** Decide on the appropriate sample size and sampling technique based on your research objectives and available resources. If you are

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conducting surveys or interviews, determine the target population and select a representative sample. Random sampling, stratified sampling, or convenience sampling can be used depending on the research context.

**Pilot Testing:** Before launching your data collection efforts on a larger scale, conduct pilot testing. This involves testing your data collection instruments and procedures with a small sample or a subset of your target population. Pilot testing helps identify and address any issues, such as ambiguous questions or logistical challenges, and ensures the effectiveness of your data collection process.

**Ethical Considerations:** Ensure that your data collection process adheres to ethical guidelines and protects the rights and privacy of participants. Obtain informed consent from participants, maintain confidentiality, and follow relevant ethical protocols and regulations.

**Data Collection Execution:** Implement your data collection plan by administering surveys, conducting interviews, making observations, or running experiments as per your chosen methods. Ensure that data is collected consistently and accurately, paying attention to any specific protocols or instructions.

**Data Validation and Quality Control:** Implement measures to validate and ensure the quality of your collected data. This may involve data verification, cross-checking or conducting data audits to identify and correct any inconsistencies or errors. Regularly monitor the data collection process to maintain data integrity.

**Data Storage and Organization:** Establish a systematic approach for storing, organizing, and managing your collected data. Use appropriate data management tools or software to ensure data security, easy retrieval, and efficient analysis. Consider using standardized formats and naming conventions for files and variables to maintain consistency.

**Documentation:** Maintain detailed documentation of your data collection process, including the methodology, procedures, instruments, and any modifications made during the process. This documentation will help ensure the transparency and reproducibility of your research.

**Regular Data Monitoring:** Continuously monitor the progress of your data collection efforts to identify any issues or gaps. Regularly check for missing data, anomalies, or outliers and take corrective actions as needed.

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**Data Cleaning and Preprocessing:** Once data collection is complete, perform data cleaning and preprocessing tasks. This involves reviewing the collected data, resolving any inconsistencies or errors, and transforming the data into a suitable format for analysis.

**The 4 types of data collection?**

Data may be grouped into four main types based on methods for collection: **observational, experimental, simulation, and derived**. The type of research data you collect may affect the way you manage that data.

**The purpose of data collection :-** The main purpose of data collection is to gather information in a measured and systematic manner to ensure accuracy and facilitate data analysis. Since the data collected is meant to provide content for data analysis, the information gathered must be of the highest quality for it to be of value

**The importance of data :-** Data are critical for characterization, calibration, verification, validation, and assessment of models for predicting the long-term structural durability and performance of materials in extreme environments.

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## SELF- CHECK – TWO

PART- I WRITE TRUE IF THE STATEMENTS ARE TRUE, AND WRITE FALSE IF THE STATEMENTS ARE FALSE.

- 1. Testing the advertisement involves evaluating its performance and effectiveness among the target audience
- 2. Conducting data collection is not necessary for assessing the impact of an advertisement.
- 3. Testing the advertisement is only applicable for digital advertising campaigns.
- 4. Conducting data collection involves gathering and analyzing non-relevant information to measure campaign outcomes

PART-II CHOOSE THE BEST ANSWER FOR THE FOLLOWING

1. Testing the advertisement involves:
  - a) Analyzing competitor advertisements.
  - b) Evaluating its performance and effectiveness.
  - c) Designing the advertisement layout.
  - d) None of the above.
2. Conducting data collection is important for:
  - a) Determining the target audience.
  - b) Assessing the impact of the advertisement.
  - c) Creating advertising budgets.
  - d) None of the above.
3. Testing the advertisement can help in:
  - a) Identifying areas for improvement.
  - b) Setting sales targets.
  - c) Selecting advertising mediums.
  - d) None of the above.
4. Conducting data collection involves:
  - a) Surveying customers.
  - b) Designing promotional offers.
  - c) Developing creative concepts.
  - d) None of the above.
5. The purpose of testing the advertisement is to:
  - a) Maximize social media reach.
  - b) Evaluate its performance among the target audience.
  - c) Determine the advertising budget.
  - d) None of the above.

PART-III GIVE SHORT ANSWER FOR THE FOLLOWING:

1. What are some common methods used to test the effectiveness of advertisements?
2. How can data collection help in measuring the impact of an advertisement?
3. Why is it important to define clear objectives before conducting data collection?

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4. What types of data can be collected to analyze the success of an advertisement?
5. How can the insights gained from testing and data collection be used to optimize future advertising campaigns?

## UNIT THREE: Utilizing Pre Campaign Test Results

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Analyzing test results
- Making schedule And Options of advertisement
- Amending advertisements

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Analyze test results of impact on the advertising campaign
- Make changes to the advertisement schedule
- Provide options for changes to advertising
- Amend advertisements

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### 3.1 Analyzing test results

Analyzing test results is a process of checking and analyzing the test artifacts to establish the basis of test conditions. It is an important phase in software testing, where a performance tester has a list of dependent tasks to perform, such as analyzing the graphs, checking the metrics, finding out the bottlenecks, and concluding the test result

Analyzing test results is a critical step in understanding the outcomes of your experiments or tests.

To analyze test results of pre-campaign data analysis, you can follow the below steps:

- **Pre-campaign measurement:** Before launching the campaign, conduct experiments to test and learn. This will help you start the campaign with the most ideal state from the first day of launch
- **In-flight measurement:** Calibrate the campaign as it is going to apply low-hanging fruit efficiencies and avoid catastrophic campaign failures before they are over. This will help you optimize conversions while the campaign runs.
- **Post-campaign measurement:** Report on performance to key stakeholders and to build campaign best-practices moving forward. This will help you learn how to improve conversions for future campaigns .

In-flight measurement is generally changes in creative, bids, budgets between channels, keywords, targeting, etc. Marketers use measurement to know if they need to change, pause, or increase activity on various elements of their programs. And then, once they make those campaign optimizations, they use measurement techniques to see if those changes worked

#### The steps to effectively analyze your test results:

**Define Key Metrics:** Start by identifying the key metrics or performance indicators that align with your research objectives. These metrics could include conversion rates, click-through rates, engagement metrics, revenue, or any other relevant measurements. Clearly define how you will measure success and track these metrics throughout your analysis.

**Organize and Prepare Data:** Gather and organize the data collected during your tests. Ensure that the data is clean, complete, and in a format suitable for analysis. This may involve data cleaning, transforming variables, and structuring the data in a way that facilitates analysis.

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**Descriptive Analysis:** Begin by performing descriptive analysis to understand the basic characteristics and trends within the data. Calculate summary statistics, such as means, medians, standard deviations, or proportions, to describe the central tendencies and distributions of your data. Visualize the data using charts, graphs, or tables to gain insights at a glance.

**Comparative Analysis:** Conduct comparative analysis to compare the performance of different test variations or groups. Use statistical techniques such as t-tests, chi-square tests, or analysis of variance (ANOVA) to determine if there are statistically significant differences between the tested variations. This analysis helps identify which variations performed better or worse and provides insights into the impact of the tested variables.

**Segmentation Analysis:** If applicable, segment your data based on relevant variables such as demographics, user behavior, or other segmentation criteria. Analyze the performance of different segments separately to identify any variations in the test results. This can help uncover insights about specific audience segments or customer groups.

**Statistical Significance:** Assess the statistical significance of your findings to determine if the observed differences are statistically meaningful or due to chance. Calculate p-values or confidence intervals to assess the likelihood of obtaining these results by random chance. This helps you make reliable conclusions based on the data.

**Identify Patterns and Insights:** Look for patterns, trends, or relationships within the data that can provide valuable insights. Consider the context of your research objectives and the specific variables being tested. Identify any unexpected or notable findings that may require further investigation.

**Interpretation and Explanation:** Interpret the results in the context of your research objectives and underlying hypotheses. Explain the implications of the findings and how they align with your initial expectations or theories. Consider the limitations of the study and potential confounding factors that could have influenced the results.

**Report and Visualization:** Summarize your analysis findings in a clear and concise manner. Create visualizations, such as charts, graphs, or infographics, to present the results effectively. Use visual aids to highlight key findings and make the information more accessible and understandable for stakeholders or decision-makers.

**Draw Conclusions and Recommendations:** Based on your analysis, draw conclusions about the effectiveness of the tested variations and their impact on the desired outcomes. Provide

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actionable recommendations for future strategies or optimizations based on the insights gained from the analysis. Consider the broader implications of the findings for your marketing or business objectives.

### **3.2 Making schedule and options of advertisement**

Making changes to the advertisement schedule involves adjusting the timing, frequency, or duration of your ad placements to optimize their effectiveness. Here are some steps to consider when making changes to your advertisement schedule:

**Review Performance Data:** Start by reviewing the performance data of your current advertisement schedule. Analyze metrics such as click-through rates, conversion rates, impressions, or any other relevant key performance indicators (KPIs). Identify patterns, trends, or underperforming periods that may indicate the need for schedule adjustments.

**Set Objectives:** Clearly define your objectives for modifying the advertisement schedule. Determine what specific outcomes you want to achieve through the changes. For example, you might aim to increase visibility during peak hours, reach a different target audience, or align the schedule with a particular marketing campaign.

**Identify Target Audience Behavior:** Understand your target audience's behavior and preferences to inform your schedule adjustments. Consider factors such as their demographics, geographic location, time zone, and online activity patterns. This knowledge will help you optimize your ad schedule to reach them when they are most likely to be engaged.

**Consider External Factors:** Take into account external factors that can impact your advertisement schedule. These factors may include seasonality, holidays, industry events, or other relevant occasions. Adjust your schedule to align with these factors and leverage opportunities for increased visibility or resonance with your target audience.

**Test and Monitor:** If possible, conduct tests to evaluate the impact of different schedule variations. For instance, you can allocate a portion of your budget to different time slots or days of the week and compare the performance of each variation. Monitor the results closely to identify which schedule adjustments yield the desired outcomes.

**Optimize Based on Data:** Utilize the insights gained from performance data and testing to optimize your advertisement schedule. Focus on the time slots or days that generate the highest

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engagement, conversion rates, or other desired metrics. Allocate more resources to these periods and consider reducing or eliminating placements during lower-performing times.

**Experiment with Ad Frequency:** Adjusting the frequency of your ad placements can also optimize your schedule. Experiment with different frequency levels to strike a balance between being visible enough to generate awareness and avoiding overexposure that may lead to ad fatigue. Test different frequency caps and monitor the impact on campaign performance.

**Leverage Ad Scheduling Tools:** Take advantage of ad scheduling tools offered by advertising platforms or third-party software. These tools allow you to automate and optimize your advertisement schedule based on predefined rules or algorithms. They can help you set specific time slots, enable day parting, or adjust bids based on performance data.

**Monitor and Refine:** Continuously monitor the performance of your adjusted advertisement schedule. Regularly review the updated metrics and compare them to your objectives. Make refinements as needed based on the ongoing analysis of data. A data-driven approach will help you make informed decisions and optimize your schedule further.

**Document and Evaluate Results:** Document the changes made to your advertisement schedule and the corresponding results obtained. Evaluate the impact of the adjustments on the overall campaign performance and key metrics. Use these insights to inform future advertisement scheduling decisions and refine your strategies.

**Google Ads (formerly Google Ad Words):** Google Ads provides robust ad scheduling features that allow you to control the timing and frequency of your ads. You can set specific days, hours, or time ranges for your ads to run, and even adjust bids based on performance during different time periods.

**Facebook Ads Manager:** Facebook Ads Manager offers ad scheduling capabilities that enable you to set specific start and end dates for your campaigns, as well as define the days and times when your ads should be active. This allows you to target your audience during optimal periods and pause ads during less effective times.

**Microsoft Advertising (formerly Bing Ads):** Microsoft Advertising provides ad scheduling options similar to Google Ads. You can specify the days and hours for your ads to appear, and make bid adjustments based on performance during different time slots. It allows you to optimize your ad schedule for maximum impact.

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**Ad Roll:** Ad Roll is a comprehensive digital advertising platform that offers ad scheduling features. It allows you to set specific days and times for your ads to run, and provides advanced targeting options based on audience behavior and preferences.

**Marin Software:** Marin Software is a popular advertising management platform that includes ad scheduling capabilities. It offers features for setting up and optimizing ad schedules based on performance data, allowing you to maximize the effectiveness of your campaigns.

**Kenshoo:** Kenshoo is a robust advertising platform that provides ad scheduling functionalities. It enables you to define specific time slots and days for your ads to appear, as well as automate bid adjustments based on performance during different periods.

When selecting an ad scheduling tool, consider factors such as your advertising goals, budget, platform compatibility, and the level of control and customization you require. It's also worth exploring the native scheduling features available within the advertising platforms you are already using, as they often provide sufficient functionality to manage your ad schedules effectively.

### 3.2.1 Providing options for changes to advertising

Some options for making changes to your advertising:

**Adjust Targeting:** Review your target audience and consider refining or expanding your targeting criteria. You can narrow down your audience based on demographics, interests, behaviors, or location to ensure your ads reach the most relevant people. Conversely, you can broaden your targeting to reach a larger audience and increase brand exposure.

**Modify Ad Copy and Creative:** Refresh your ad copy and creative elements to keep them engaging and compelling. Experiment with different messaging, headlines, calls-to-action, or visuals to test what resonates best with your audience. Consider A/B testing to compare different ad variations and identify the most effective ones.

**Optimize Landing Pages:** Evaluate the performance of your landing pages and make necessary improvements. Ensure your landing pages align with the messaging and visuals used in your ads, and provide a seamless user experience. Optimize the page load speed, layout, content, and call-to-action to maximize conversions.

**Adjust Bid Strategy:** Analyze your bidding strategy and consider adjustments based on your goals. You can increase or decrease your bids for specific keywords, placements, or audience

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segments to optimize your ad spend. Explore automated bidding options provided by advertising platforms for more efficient bid management.

**Experiment with Ad Formats:** Explore different ad formats to diversify your advertising approach. Consider video ads, carousel ads, interactive ads, or native ads, depending on the platform and audience preferences. Each format has its unique advantages, and testing different formats can help you identify what works best for your goals.

**Explore New Advertising Channels:** Look beyond your current advertising channels and explore new platforms or channels that align with your target audience. Consider social media platforms, display networks, influencer marketing, or emerging advertising platforms to expand your reach and tap into new audiences.

**Refine Ad Scheduling:** Review your ad scheduling and adjust the timing, frequency, or duration of your ad placements. Consider peak hours, days of the week, or specific events when your target audience is likely to be more receptive. Optimize your ad schedule to ensure your ads are visible during high-conversion periods.

**Monitor Competitor Activity:** Keep an eye on your competitors' advertising strategies and identify any opportunities or gaps in the market. Analyze their messaging, creative elements, targeting strategies, or promotional offers. This can provide valuable insights for refining your own advertising approach and staying competitive.

**Incorporate Remarketing:** Implement remarketing campaigns to re-engage users who have previously interacted with your brand or website. Tailor your messaging and offers to specific audience segments based on their previous actions. Remarketing can be a powerful way to increase conversions and reinforce brand awareness.

**Track and Analyze Results:** Continuously monitor and analyze the performance of your advertising campaigns. Track key metrics, such as click-through rates, conversion rates, return on ad spend (ROAS), or cost per acquisition (CPA). Use the insights gained to make data-driven decisions and optimize your advertising strategies further.

When analyzing the performance of advertising campaigns, there are several common metrics you can track to gain insights into their effectiveness. Here are some key metrics to consider:

**Impressions:** The number of times your ad was displayed or served to users. It indicates the reach and visibility of your campaign.

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**Clicks:** The number of times users clicked on your ad. Clicks measure engagement and indicate the level of interest generated by your ad.

**Click-through Rate (CTR):** The percentage of users who clicked on your ad after seeing it. CTR is calculated by dividing the number of clicks by the number of impressions and is a measure of ad effectiveness.

**Conversion Rate:** The percentage of users who completed a desired action, such as making a purchase, signing up for a newsletter, or filling out a form. Conversion rate measures the effectiveness of your ad in driving desired outcomes.

**Cost per Click (CPC):** The average cost you pay for each click on your ad. CPC helps you understand the cost efficiency of your campaign and can be compared against the value generated by those clicks.

**Cost per Acquisition (CPA):** The average cost you incur to acquire a customer or obtain a conversion. CPA is calculated by dividing the total cost of your campaign by the number of conversions. It helps evaluate the efficiency and profitability of your advertising efforts.

**Return on Ad Spend (ROAS):** The revenue generated for every dollar spent on advertising. ROAS is calculated by dividing the revenue generated by your ad campaign by the cost of the campaign. It helps assess the profitability and overall performance of your advertising investment.

**Engagement Metrics:** Depending on the advertising platform and format, you can track engagement metrics such as likes, shares, comments, or video views. These metrics reflect the level of interaction and interest generated by your ads.

**Ad Frequency:** The average number of times an ad was shown to an individual user. Monitoring ad frequency helps you prevent ad fatigue and ensures your ads are not overexposed to the same audience.

**Return on Investment (ROI):** The overall return on your advertising investment, taking into account the revenue or value generated compared to the cost incurred. ROI provides a holistic view of the profitability and success of your advertising campaigns.

### 3.3 Amending advertisements

Amending advertisements involves making changes or updates to your existing ad campaigns to improve their effectiveness or address specific needs.

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### Some steps to consider when amending advertisements:

**Review Performance Data:** Start by reviewing the performance data of your current advertisements. Analyze key metrics such as click-through rates, conversion rates, engagement, or any other relevant KPIs. Identify any underperforming ads or areas that require improvement.

**Identify Areas for Improvement:** Based on the performance data, identify specific areas of your advertisements that need amending. This could include the ad copy, visuals, targeting, call-to-action, landing pages, or any other element that may impact performance.

**Update Ad Copy:** Craft compelling and persuasive ad copy that communicates your message clearly and captivates your target audience. Consider revising headlines, descriptions, and calls-to-action to make them more engaging, relevant, and aligned with your campaign objectives.

**Refresh Visuals:** If your ads include visuals or graphics, consider updating them to make them more appealing or eye-catching. Use high-quality images or videos that align with your brand and resonate with your target audience. Test different visuals to see what generates the best response.

**Optimize Targeting:** Refine your targeting parameters to ensure your ads are reaching the most relevant audience. Consider adjusting demographics, interests, behaviors, or location targeting to refine your reach and increase the likelihood of conversions.

**Experiment with Ad Formats:** Explore different ad formats offered by the advertising platform to diversify your approach. Consider video ads, carousel ads, interactive ads, or other formats that can capture users' attention and drive engagement.

**Test Different Variations:** Implement A/B testing by creating multiple variations of your ads. Test different headlines, ad copy, visuals, or calls-to-action to identify the most effective combination. Monitor the performance of each variation and make data-driven decisions based on the results.

**Optimize Landing Pages:** Ensure that your landing pages align with the messaging and visuals used in your ads. Optimize landing page content, layout, load speed, and call-to-action to provide a seamless user experience and increase conversions.

**Monitor and Evaluate Results:** Continuously monitor the performance of your amended advertisements and compare the results against your objectives. Track the impact of the changes made and make further refinements based on the data and feedback you receive.

**Document and Learn:** Document the changes made to your advertisements and the corresponding results obtained. Evaluate the effectiveness of the amendments and identify key learning for future campaigns. This documentation will help you refine your advertising strategies over time.

Staying updated on industry trends is crucial for staying competitive and making informed decisions in your advertising efforts.

**Common industry trends that are worth keeping an eye on:**

**Mobile Advertising:** The increasing use of smart phones and mobile devices has transformed the advertising landscape. Mobile advertising trends, such as in-app advertising, mobile video ads, and mobile optimization, are essential to reach and engage mobile users effectively.

**Programmatic Advertising:** Programmatic advertising involves automated buying and selling of ad inventory. It offers sophisticated targeting options, real-time bidding, and optimization capabilities. Keeping up with programmatic trends, such as header bidding, programmatic TV, or programmatic native advertising, can help optimize your ad campaigns.

**Personalization and Customer Experience:** Consumers expect personalized experiences from brands. Trends in personalization include dynamic content, personalized recommendations, and tailored ad experiences. Stay updated on technologies and practices that enable personalized advertising to enhance customer engagement and satisfaction.

**Voice Search and Voice-Activated Devices:** The rise of voice-activated devices like smart speakers and virtual assistants has impacted search behavior. Optimizing your advertising for voice search and exploring voice-activated ad formats can help you reach users in this growing space.

**Artificial Intelligence (AI) and Machine Learning (ML):** AI and ML technologies are revolutionizing advertising. Stay updated on AI-powered ad optimization, chat bots, automated bidding, and predictive analytics to leverage these advancements in your campaigns.

**Influencer Marketing:** Influencer marketing continues to be a popular trend, with social media influencers playing a significant role in brand promotion. Understand the evolving landscape of influencer marketing, including emerging platforms, influencer authenticity, and micro-influencers, to effectively incorporate influencer partnerships into your advertising strategies.

**Privacy and Data Regulations:** Privacy concerns and data regulations, such as GDPR and CCPA, have influenced the advertising industry. Stay informed about evolving privacy

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regulations, user consent requirements, and best practices for ethical data handling to ensure compliance and build trust with your audience.

**Video Advertising:** Video advertising has experienced significant growth, thanks to increased internet bandwidth and user preferences for video content. Stay updated on video advertising trends, such as short-form video ads, live streaming, or interactive video formats, to effectively engage users and convey your brand message.

**Augmented Reality (AR) and Virtual Reality (VR):** AR and VR technologies offer immersive and interactive advertising experiences. Stay informed about the latest developments in AR and VR advertising, such as branded AR filters, virtual try-on experiences, or virtual reality ad placements, to explore innovative ways to engage your audience.

**Sustainability and Social Responsibility:** Consumers are increasingly conscious of brands' sustainability and social responsibility practices. Keep an eye on trends related to sustainability initiatives, cause-related marketing, and purpose-driven advertising to align your brand with socially responsible practices and resonate with your target audience.

**Paid Search Advertising:** - Paid search advertising is a marketing approach in which advertisers pay search engines to place their ads in the search engine results pages (SERPs). When someone enters a search term in Google or another search engine, the results that appear are a mix of organic results that are returned because they're deemed the most relevant to the search term and paid results that typically appear in a box at the top of the results page and are labeled as ads.

### Search Ads Appear in Search Results

Paid search ads are served to people in the results of their searches on Google and other search sites based on their relevance to the keywords entered in the search box. Businesses bid on keywords in an auction setting based on the keywords' relevance to the product being advertised. Businesses bid on search terms via an online auction that identifies searches with a commercial intent and puts those terms up for bid by advertisers who meet certain eligibility requirements. Qualified advertisers set a maximum bid, or maximum cost per click (CPC), for each keyword they're interested in. Businesses can also bid on groups of related keywords at the ad group level. Ads receive a Quality Score based on how likely a consumer who enters the selected term is to click on the ad. The search engine is paid only for ads that people click, or pay-per-click (PPC).

**The Quality Score is determined based on three factors:**

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- Expected click-through rate (CTR)
- Ad relevance to the search term
- Landing page experience, which means the page people are led to after clicking has useful information they'll find relevant to their search

In Google Ad Words, for example, the CPC that a business is charged is calculated based on a formula that considers the ad rank: the maximum CPC bid times the Quality Score. The ad rank determines how high in the list of ads a specific ad will appear.

### 3.3.1 Social Media Advertising

Social media advertising is a form of digital advertising that attempts to take advantage of the heightened engagement of people on social media and the wealth of information advertisers have about the people they're targeting with their social media ads.

Businesses and organizations use ads delivered via Facebook, Twitter, Instagram , and other social media platforms to target specific demographics.

#### The Growing Importance of Social Media to Ad Campaign Success

Social media provides businesses with the largest potential audience for their messages, combined with an unprecedented ability to target people with specific characteristics. Each of the major social media platforms has a unique audience and purpose, so companies must focus on the social media their customers use most often.

**Facebook** has about 2.9 billion monthly users. A Facebook business account includes numerous advertising tools and data analytics functions. Facebook gives businesses an opportunity to engage with customers directly and to save money on marketing.

**Twitter** was used actively by about 211 million people in 2021. The service lets businesses share images, videos, links, polls, and short text messages (240-character limit) to their followers. Using Twitter business accounts requires knowing how to use hashtags, post images and polls, and use direct messaging to handle problems.

**Tik Tok** is a relatively new platform that's especially popular with people in their teens and 20s, and sometimes as young as 10. TikTok for businesses lets companies share short videos, but to break through, clips need to resonate with a young, discerning audience. The five types of

advertising on the platform are in-feed native content, Top Views, brand takeovers, branded hash tag challenges, and branded effects.

#### Resources on Social Media Advertising

**Display Advertising:** Display advertising is a form of digital advertising that uses banners and other visual ad formats on webpages, on social media, and in applications. The most important networks for display advertising are Google, Facebook, Twitter, and Instagram. Ads appear on specific sites when visitors meet the criteria the advertiser sets:

- Keywords entered in search fields
- Demographic characteristics of the site visitor, as gleaned from data contained in browser cookies and other sources
- The page topic or interest as determined by scanning its content and metadata

Display ads are used primarily to promote brand awareness rather than to prompt a specific reaction. They're also used for retargeting, which places a company's display ads on pages that site visitors subsequently go on to. People rarely make a purchase the first time they visit a company's site, but they're more likely to do so the more often they return to the site.

#### 3.4.2 Targeting Display Ads to Specific Online Audiences

The power of display advertising is its ability to show ads only when a receptive audience is most likely to see them. The advantages of display ads that are targeted to groups meeting preset criteria include being able to create a range of custom ads quickly and inexpensively, reach a greater number of potential customers, and clearly measure the effectiveness of specific ads.

Nearly all display advertising is now programmatic: The ads are purchased and optimized automatically, rather than being bought directly from publishers.

- In the past, display ads were marketed just as print ads were, so they appeared at a set time and place no matter who visited the site.
- Programmatic advertising uses machine learning and other artificial intelligence techniques to make possible real-time bidding on the ad space. This allows companies to have their ads appear only when the visitor meets specific criteria, such as having visited the vendor's site in the past.
- Other forms of programmatic advertising for display ads are programmatic direct, which ensures the ads are shown a set number of times on selected sites, and private

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exchanges, which are invitation-only auctions that publishers offer for their available space.

### 3.4.3 Effectiveness of Display Ads in Engaging Consumers

Despite dating back to the dawn of the internet, display ads continue to be an effective way for companies to advertise their products and themselves. Four reasons in particular explain the enduring popularity of display ads:

- The ads demonstrate the power of high-volume distribution combined with a high level of consumer engagement. Advertisers rank display ads as their fourth most important channel, trailing only video, search, and social media.
- The ads are inexpensive enough to be available to small businesses. They have low production costs, and their pricing structure is flexible enough to accommodate nearly any ad budget.
- The ads are effective on mobile phones, increasing their range and potential audience. This is especially important as people spend more time viewing content on their phones and other mobile devices.
- The capabilities of audience targeting and retargeting continue to evolve, which promises even more effective ways to engage customers and help build a company's brand.

### Broadcast Advertising

Advertising revenue for traditional television and radio will continue to be affected by the continuing shift of consumers from linear TV and radio — over the air (OTA), cable, and satellite — to streaming digital broadcasts, which are referred to as over the top (OTT). However, advertising broadcast over television and radio continues to grow, albeit at rates lower than their streaming counter

### Operational project question

How can we optimize our advertising strategy to increase brand awareness and drive customer conversions while staying competitive in the market?" This question focuses on two key objectives: increasing brand awareness and driving customer conversions. It also emphasizes the need to stay competitive in the market, indicating a desire to adapt and evolve in response to industry trends and competitors. You can use this question as a guide to develop your project plan, identify specific areas for improvement, and explore strategies and tactics to achieve your

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advertising goals. Remember to tailor the question to your organization's specific needs and objectives.

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### Self-Check -3

PART- I CHOOSE THE BEST ANSWER FOR THE FOLLOWING QUESTIONS:

1. Analyzing test results involves:
  - a) Identifying target audience demographics.
  - b) Evaluating the performance of the advertisement.
  - c) Designing the visual elements of the advertisement.
  - d) None of the above.
2. Making changes to the advertisement schedule may involve:
  - a) Extending the campaign duration.
  - b) Reducing the frequency of ad placements.
  - c) Shifting the advertising budget to other mediums.
  - d) All of the above.
3. Providing options for changes to advertising refers to:
  - a) Offering different pricing packages for ad placements.
  - b) Presenting alternative creative concepts to clients.
  - c) Suggesting adjustments to the target audience.
  - d) None of the above.
4. Amending advertisements involves:
  - a) Modifying the visual elements of the ad.
  - b) Changing the advertising message or copy.
  - c) Adjusting the timing of ad placements.
  - d) All of the above.
5. When analyzing test results, it is important to consider:
  - a) The cost of the advertising campaign.
  - b) The feedback of competitors.
  - c) The objectives and key performance indicators (KPIs) set for the campaign.
  - d) None of the above.
6. Making changes to the advertisement schedule is based on:
  - a) Customer feedback.
  - b) Budget constraints.

- c) Personal preferences of the advertising team.
  - d) All of the above.
7. Providing options for changes to advertising allows clients to:
- a) Customize the ad placement schedule.
  - b) Modify the target audience.
  - c) Select preferred advertising mediums.
  - d) None of the above.
8. Amending advertisements may be necessary if:
- a) The campaign is not reaching the intended audience.
  - b) The advertising budget exceeds the initial estimate.
  - c) Competitors launch similar campaigns.
  - d) All of the above.
9. The primary purpose of analyzing test results is to:
- a) Measure the return on investment (ROI).
  - b) Determine the target market size.
  - c) Create advertising concepts.
  - d) None of the above.
10. When making changes to the advertisement schedule, it is important to:
- a) Monitor market trends and competitor activities.
  - b) Maintain the same schedule throughout the campaign.
  - c) Focus on a single advertising medium.
  - d) None of the above.

**PART-II MATCH THE FOLLOWING TERMS WITH THEIR CORRESPONDING DEFINITIONS:**

“A”

- 1. Analyzing Test Results
- 2. Making Changes to the Advertisement Schedule
- 3. Providing Options for Changes to Advertising
- 4. Amending Advertisements

“B”

- a) Evaluating the performance of the advertisement .
- b) Adjusting ad placements based on campaign objectives and outcomes.
- c) Offering alternative creative concepts, ad placements.
- d) Modifying the visual elements or advertising message

**PART- III GIVE SHORT ANSWERS:**

1. What are some key metrics or indicators used when analyzing test results of an advertisement?
2. How can making changes to the advertisement schedule optimize campaign performance?
3. What factors should be considered when providing options for changes to advertising?
4. Give an example of a situation where amending advertisements would be necessary.

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