Upwave Customer Playbook:

Post-Launch: My Campaign is Live, Now What?

Upwave

Best practices for analysis, during and after your campaigns.

Upwave Customer Playbook: Post-Launch

In this Customer Playbook, Upwave outlines the "Seven Steps to Successful Measurement," designed to help you get the most from the platform. With this step-by-step guide to leveraging Upwave features—and your CSM available to assist at any point—you can:

✓ Get the best and most relevant insights.
✓ Maximize your Brand KPI performance.
✓ Share findings with your stakeholders and clients.

## 1 Review Outstanding Tasks (Before and Shortly After Campaign Launch)

Campaign Checklists help you stay on top of steps that need to be completed to keep your campaign measurement moving. Log into your Upwave account, and click the tile corresponding to your campaign. View the checklists, which surface critical tasks on each campaign card (Fig. 1) and each campaign's dashboard (Fig. 2), letting you and your team know what's outstanding.
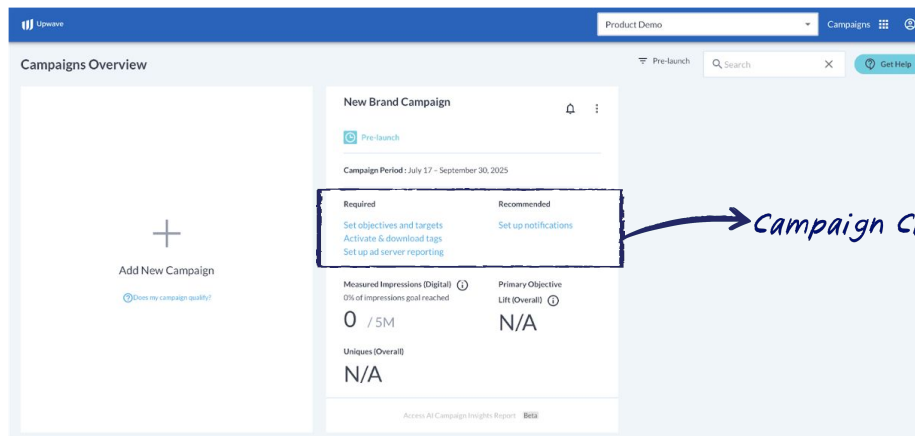
2 Look for Pre-Built Charts in the Dashboard (1-2 Weeks After Launch)

Performance data will surface in your Upwave dashboard within 1-2 weeks after media and the survey goes live. After clicking into your campaign, check on the pre-built performance charts. These contain basic Brand Lift charts for your primary objective. You can build more in-depth analyses and have the ability to pin custom Brand Lift, Brand Optimization, and Brand Reach performance charts and tables to the campaign's dashboard.
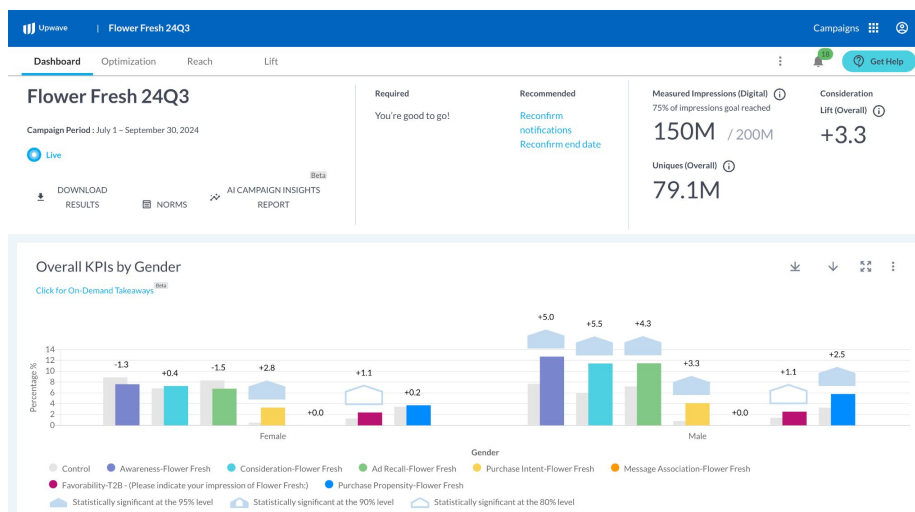
3 Download AI Campaign Insights Report (Ongoing)

Powered by Upwave's AI Agent, Bayes, while these reports do not replace your regular usage of the Upwave dashboard, they are available for all your reporting needs–whether it's mid-campaign reporting, wrap reports, or ad hoc requests for a report from clients.

Read more about Bayes, Upwave's AI Agent.

Download from the campaign tile.
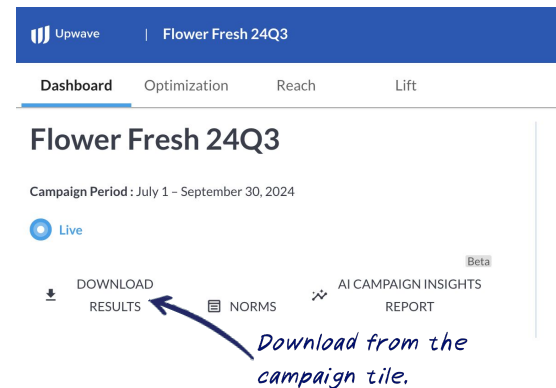
4 Complete Tactic Mapping (2-3 Weeks After Launch)

Tactic Mapping will enable you to drill down to tactic-level performance (e.g., performance by channel, partner/publisher, creative message, video length, audience segment, etc.) and surface in-flight Brand Optimization recommendations.

For more information, visit our Tactic Mapping knowledge base.

5 Save and Monitor Pinned Charts (2-3 Weeks After Launch)

With tactics mapped, you will have a richer dataset to review, and you can pin more charts to closely monitor if needed. The data is updated on a nightly basis so you can download as often as you'd like.

Note: Remember that you can request custom performance cuts at any point during the campaign, and these will appear in your dashboard the following business day.

Save, Pin, Export Chart

6 Optimize Your Media (Mid-Campaign, or Before)

Optimize (i.e. re-allocate impressions) between tactics wherever possible using the Brand Optimization "Recommendations" section of the AI Campaign Insights Report and/or the Notifications in the campaign's dashboard. You can also view the Outperformance Indicators for every tactic in a campaign. Outperformance Indicators are simple–they show the probability that a tactic is helping a campaign (pulling the overall campaign Brand Lift up.)

If you are looking for a tactic to put additional budget or traffic behind, choosing the top tactic by Outperformance Indicator gives you the highest likelihood of lifting overall campaign performance. Conversely, if you are looking to reallocate budget away from a tactic such as a publisher or audience, choosing the tactic with the lowest Outperformance Indicator gives you the highest likelihood of lifting overall campaign performance. Learn more in Upwave's Guide to Brand Optimization.


7 Deliver Your Wrap Report (Mid or End of Campaign)

The measurement will end on the campaign end date you submitted on the campaign creation form, and results are finalized the day after the survey closes.

Download your AI Campaign Insights Report for the campaign. This is in an editable in PPT or Google Slide format, so you can remove/edit or export and add your pinned custom performance tables (name, add "On-Demand Takeaways," and download each chart or table as a PPT Slide) to create your final report.

Note: You can also create, pin, and export your own custom charts and tables as PPT slides if you prefer that to the default format. Full Crosstabs are also available for download, and you can port these into your own dashboards/BI tools if that's of interest.
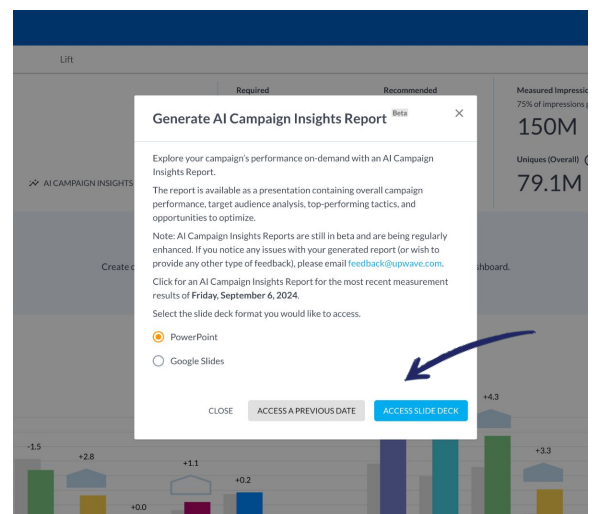
Bonus | How to Interpret a Suboptimal Result

Moving the needle when it comes to Brand Outcomes metrics is not easy, and various factors like high awareness levels and creative assets can make that even more difficult.

When a campaign has flat performance, position flat or non-stat-sig negative lifts as "maintaining baselines." Focus on the Campaign Highlights from the AI Campaign Insights Report and/or your pinned performance charts (which can be exported and added to the editable AI Campaign Insights Report), and on Brand Optimization Opportunities to understand what *did* work best and be prepared to make changes, wherever possible, for the next campaign.

Below is a handy flowchart for thinking through a surprising result. For more help, please contact your CSM.

Is this an important or primary KPI?

Yes   No

How Far Along is the Campaign?

< 2 Weeks   Mid-Campaign   Campaign Ended/Reporting

Sample >100

No   Yes

Outperformance Indicator is under 60

Outperformance Indicator is more than 60 or less than 40

Wait & See

Optimize Tactics in Your Campaign

Story Telling: Look for Positives in the Following Cuts:

Other KPIs
Past Usage
High/Low Baselines
Frequency/Reach
Better/Worse Tactics
Survey Improvements for Next Time
Target Audience (Reach)