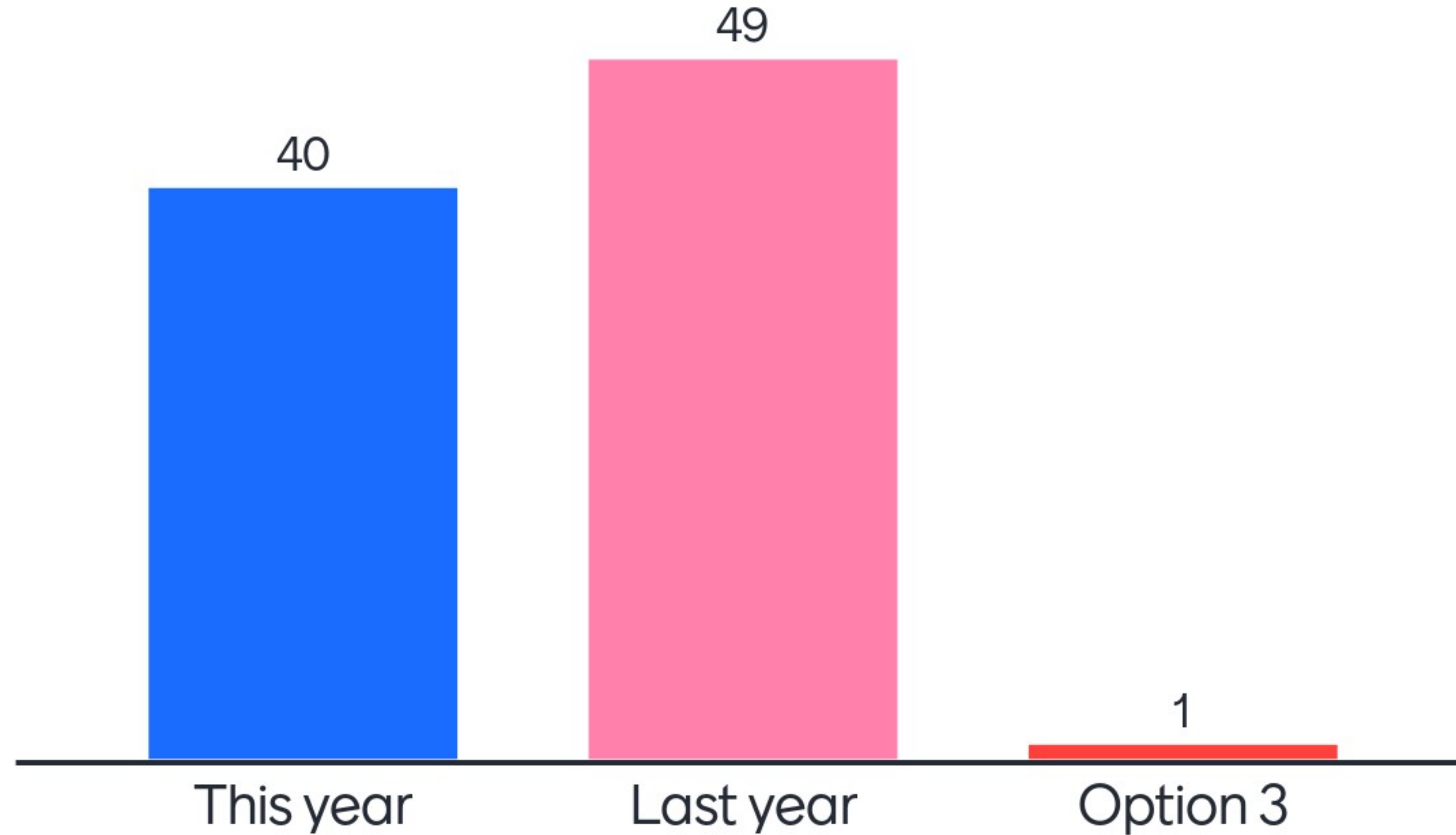
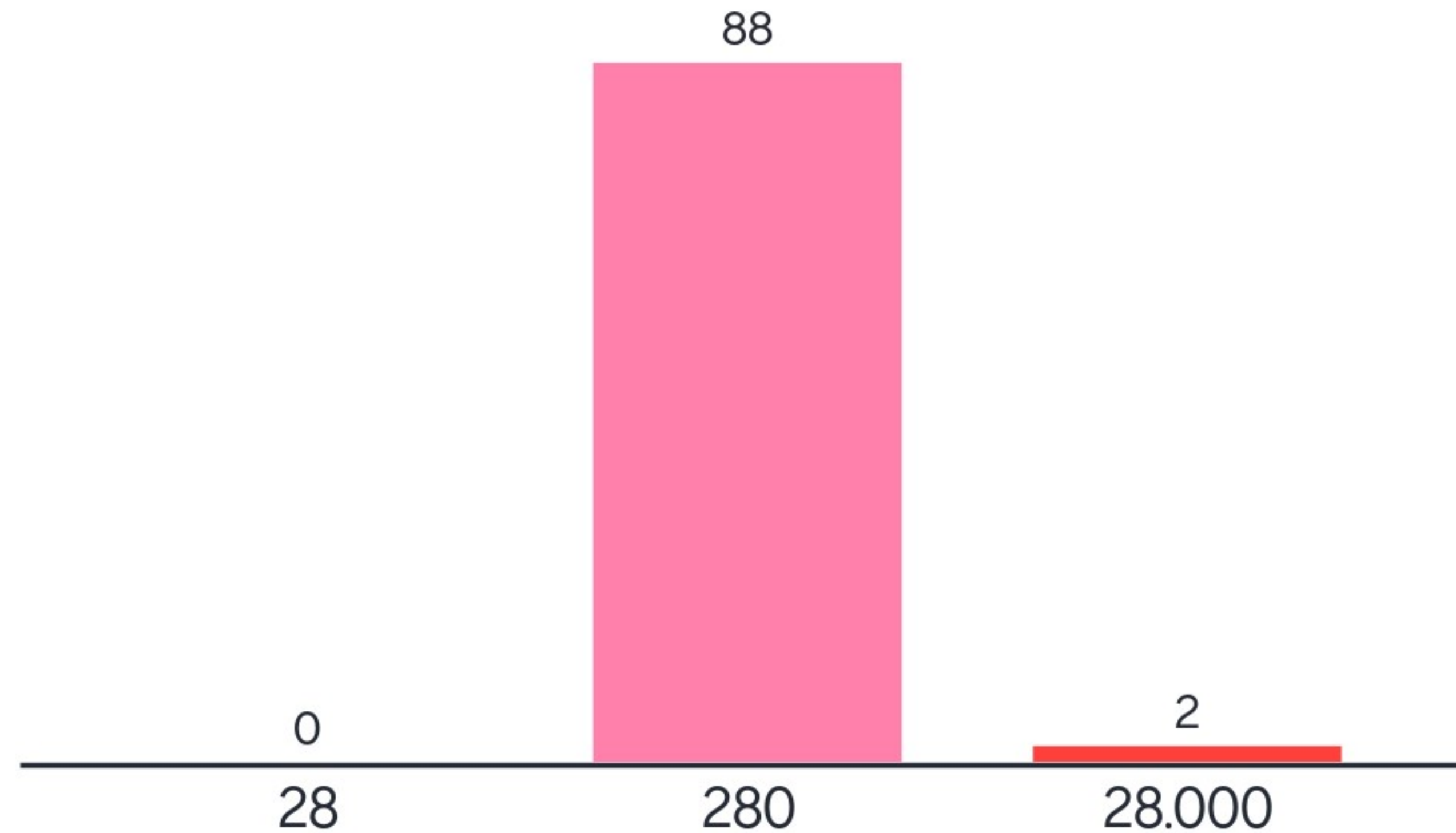


let's recap!

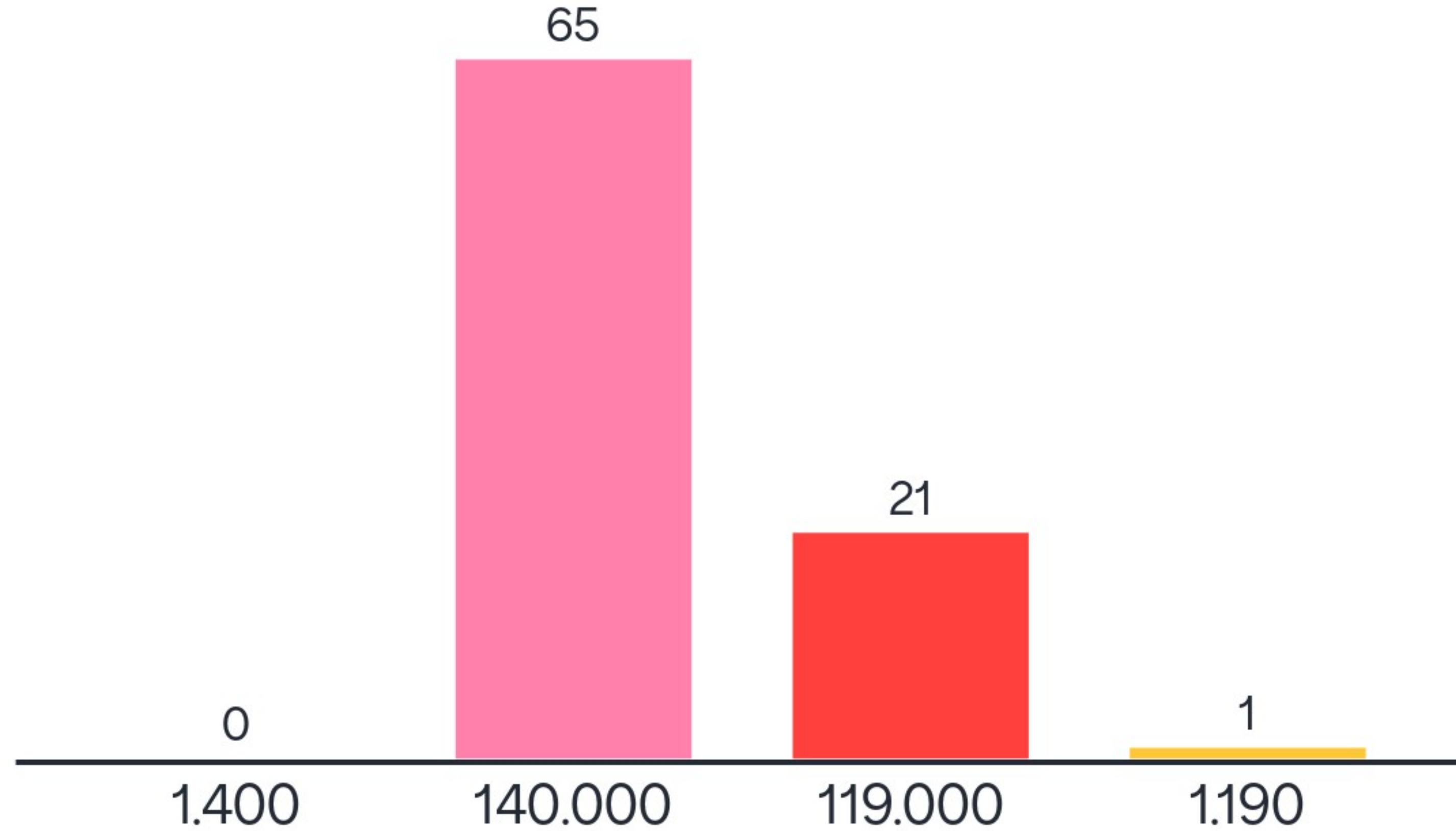
We have to define the advertising budget for 2023. Our point of reference is the budget of which year?



If I want to reach 70% of my target audience with an average frequency of 4 (in 2 weeks), how many GRP's do I need to buy?



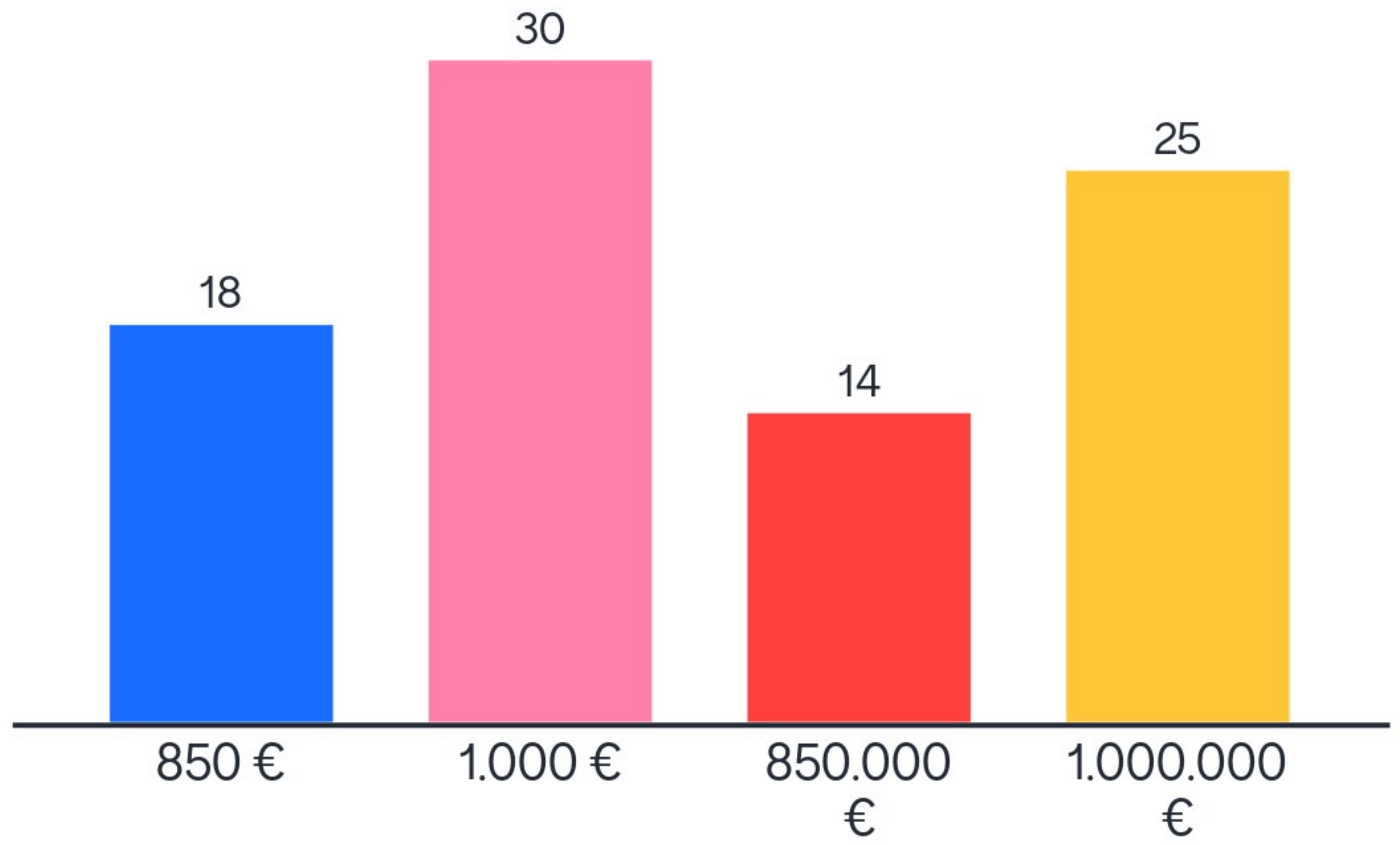
If I have to buy 280 GRP's on Radio. The net CPG is 500€. How much will I spend (NET NET price)?



From net price to net net price

- $280 \times 500 = 140.000\text{€}$ (Net Price)
- $(140.000 - (140.000 \times 15\%)) = 140.000 \times 85\% = 119.000\text{€}$
- Net net price = net price \times 85% (or net price \times 85 / 100)

I want to buy 100.000 impression paid at 10€ CPM.
What's the net net price?



On Internet there is NO Agency commission.

→ $100.000 / 1.000 = 100$ "Thousands"

→ $100 * 10 \text{ euro} = 1.000 \text{ euro}$

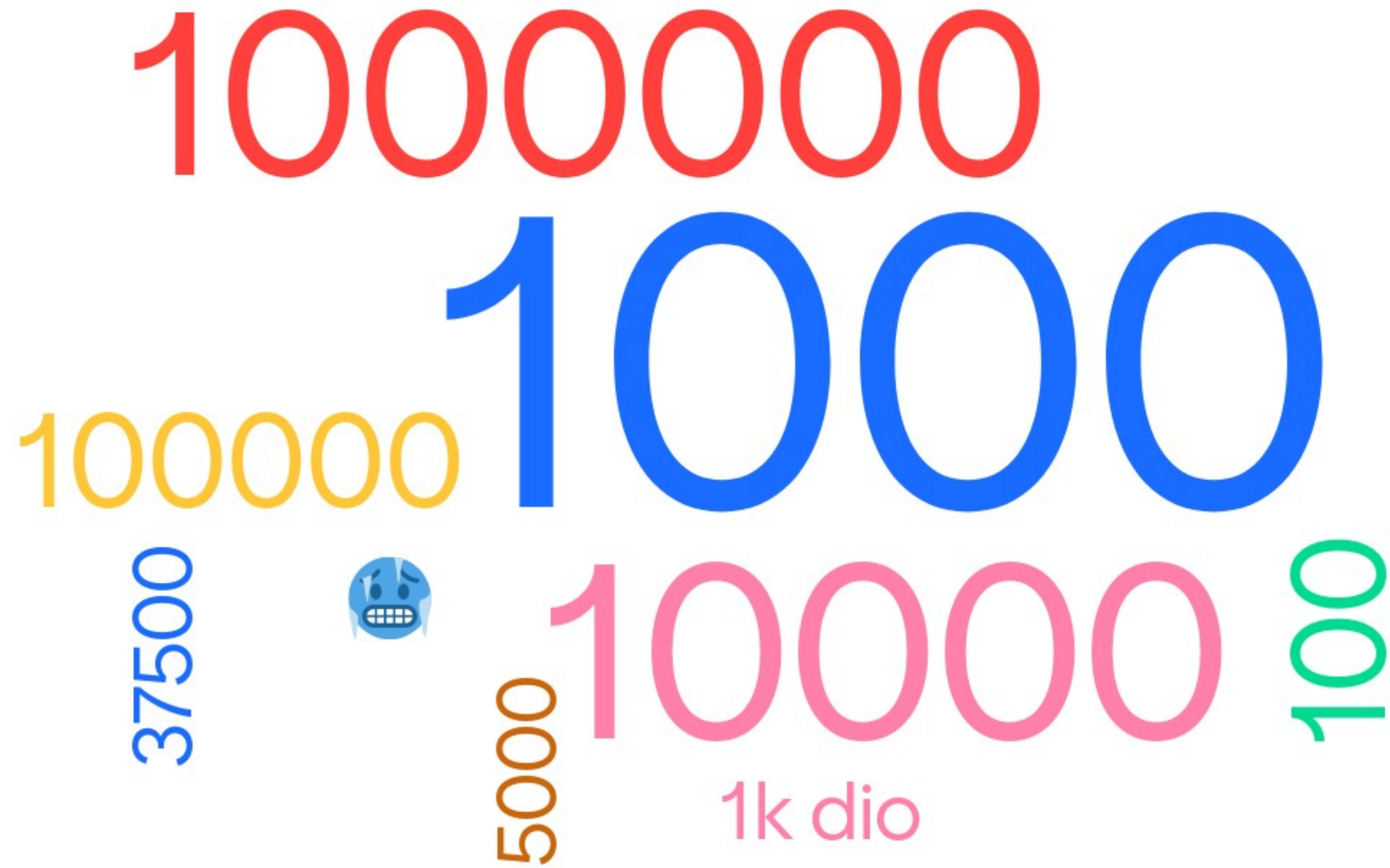
We want to sell 200 pens online this month. If we have a Conversion Rate of 5% and a CTR of 2%, how many impressions do we need to buy?

100k 80 2000
2000000
20 200000 50000
2000000 200 10000

What do we have to do?

- Divide the pens by the Conversion Rate ($200 / 5\% = 4.000$)
- Then we divide 4.000 / CTR ($4.000 / 2\% = 200.000$)
- We have to buy 200.000 impressions this month

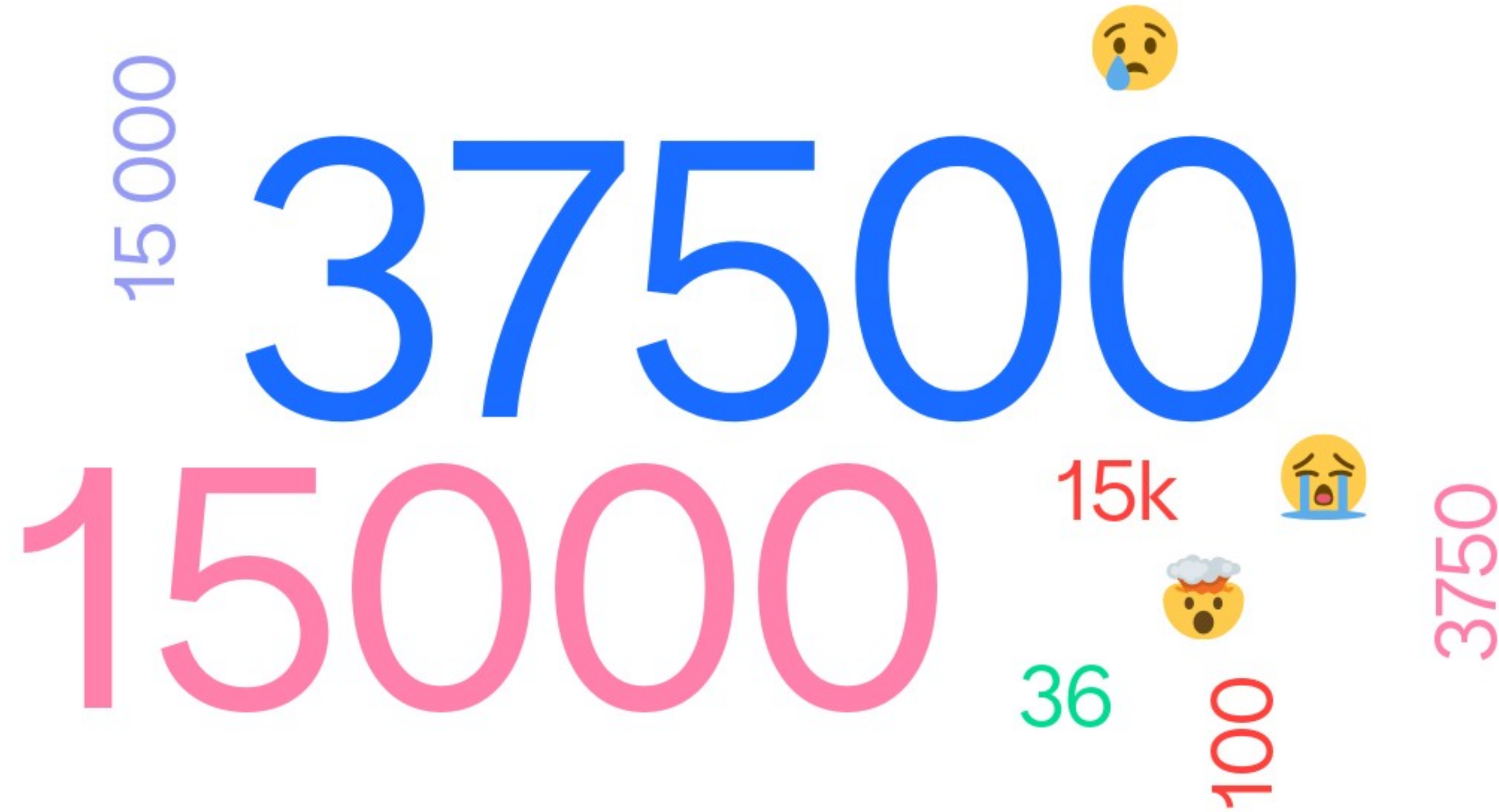
If we want to buy 200.000 impressions with a CPM of 5€, how much we will spend?



What do we have to do?

- Divide 200.000 / 1.000 = 200
- Multiply 200 by CPM (200 * 5€ = 1.000€)
- We need to spend 1.000 euro

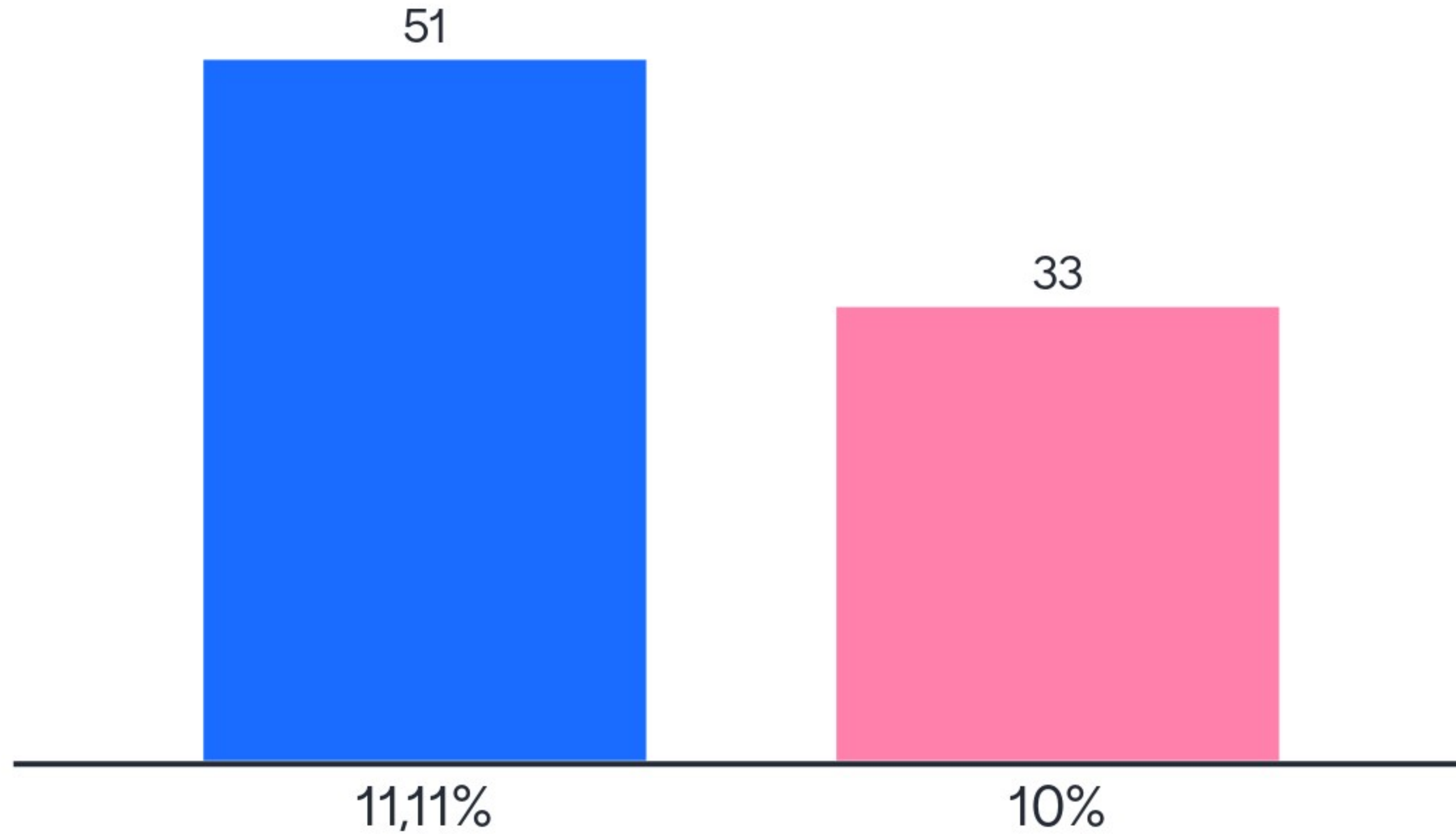
We want to sell 300 pens with a Google Ads campaign paid at 5€ CPC, and our Conversion Rate is 4%, how much will we spend?



What do we have to do?

- Divide the pens by the Conversion Rate ($300 / 4\% = 7.500$)
- Then we multiply 7.500 by the CPC = $7.500 * 5\text{€} = 37.500\text{€}$

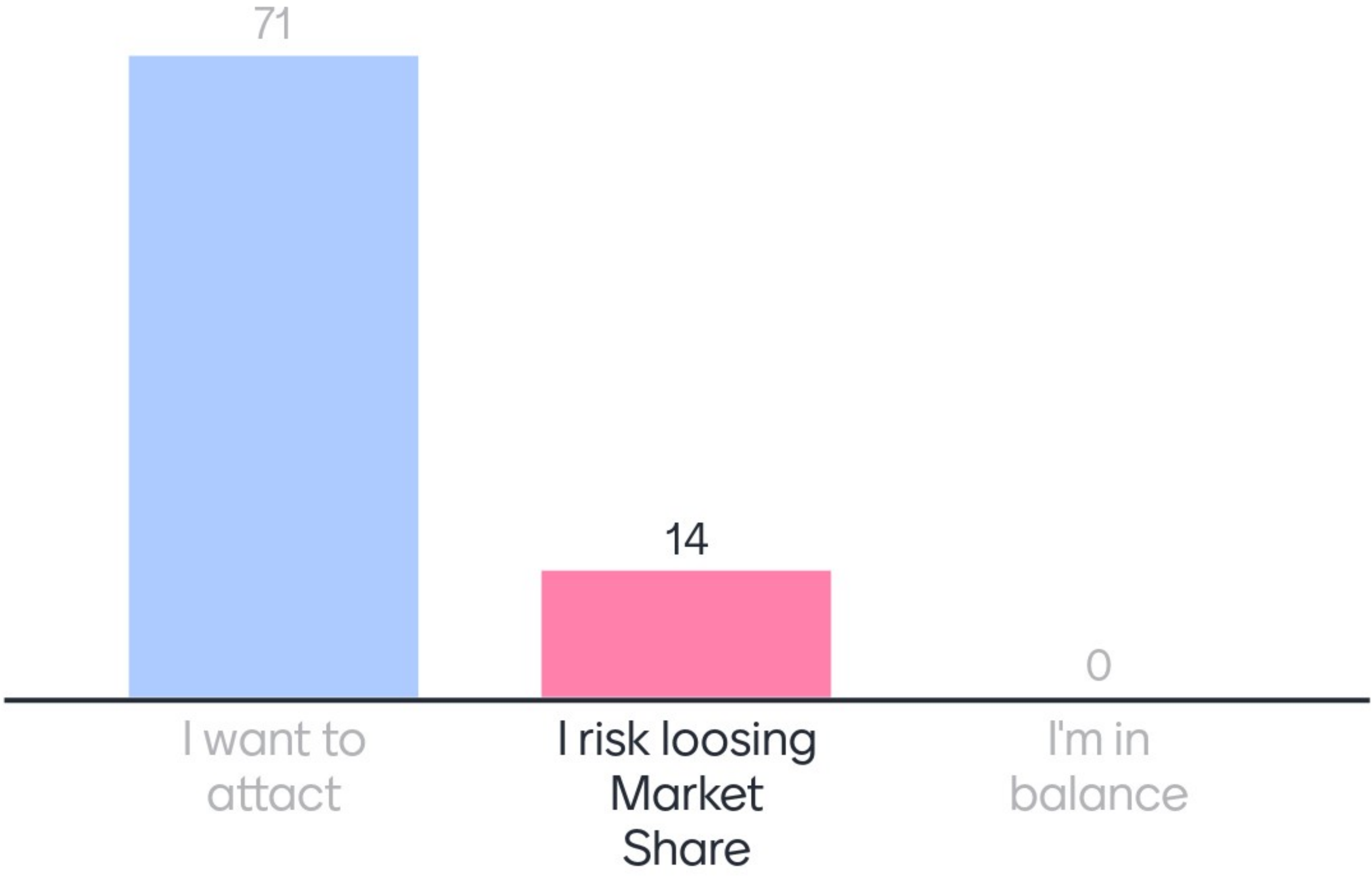
If I spend 10€, and my competitors spend 90€, which will be my SOS?



How do we calculate SOS?

- Our advertising expenditure / the adex Industry (including US!)
- $10\text{€} / (10\text{€} + 90\text{€}) * 100 =$
- $10\text{€} / 100\text{€} * 100 = 10\%$

Following the Aggressivity Index theory, if my SOS is 50% and my SOM is 10%, this means...



If my Aggressivity Index is 0,1%, this means...

