Roundel™ | CRITEO

Roundel™ Media Studio

Walkthrough Guide

May 2024

Media designed by

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Agenda

What included in this walkthrough guide:

- What is Roundel™ Media Studio?
- How to access Roundel™ Media Studio
- Roundel™ Media Studio homepage overview
- Campaign Creation Process
- Campaign Editing and Optimizations
- Troubleshooting and Best Practices
- Appendix

What is Roundel™ Media Studio?

Roundel™ Media Studio

A new self-service platform.

Seamlessly activate Roundel™ media for strong performance.

Easy campaign management

All users, from shopper marketers to agency traders, can easily activate on Roundel campaigns with a few clicks. Data visualizations also make it simple to evaluate performance and make optimizations on the fly.

Enhanced features

Select optimization strategies (conversions, clicks or revenue) and leverage features such as keyword and product bidding for strong ad performance that meets your goals.

Proven partnership

Benefit from a joint-service model that leverages expertise from Criteo and Roundel, so you can onboard smoothly and start driving results.

More to come

Roundel™ Media Studio supports Target Product Ads (sponsored ads) at launch, but more features and solutions will follow.

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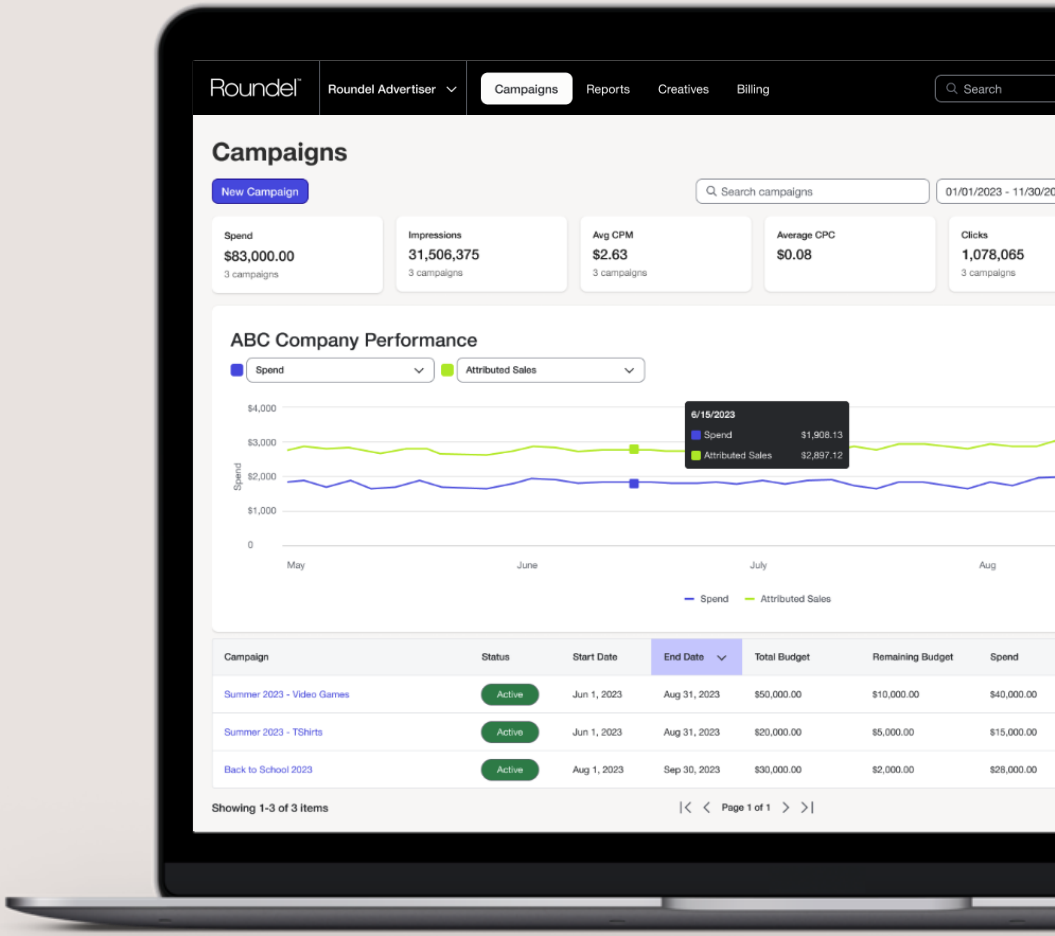
Create your Target Product Ads Campaigns.

When ad campaign creation becomes more seamless for you, discovery and purchase gets easier for the guest. It’s a win-win.

Set up your campaigns with maximum efficiency by leveraging automated targeting based on where your items are most likely to succeed.

Dictate the keywords that matter most to you with keyword level controls and bidding.



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Leverage tools and automation to get you started.

Leverage automated bidding tools, with the flexibility to adjust keyword strategies or product-level bids on the fly to ensure you're achieving maximum scale and relevance.

Roundel™ Media Studio will optimize towards your selected KPIs such as maximizing conversions, clicks, or revenue.

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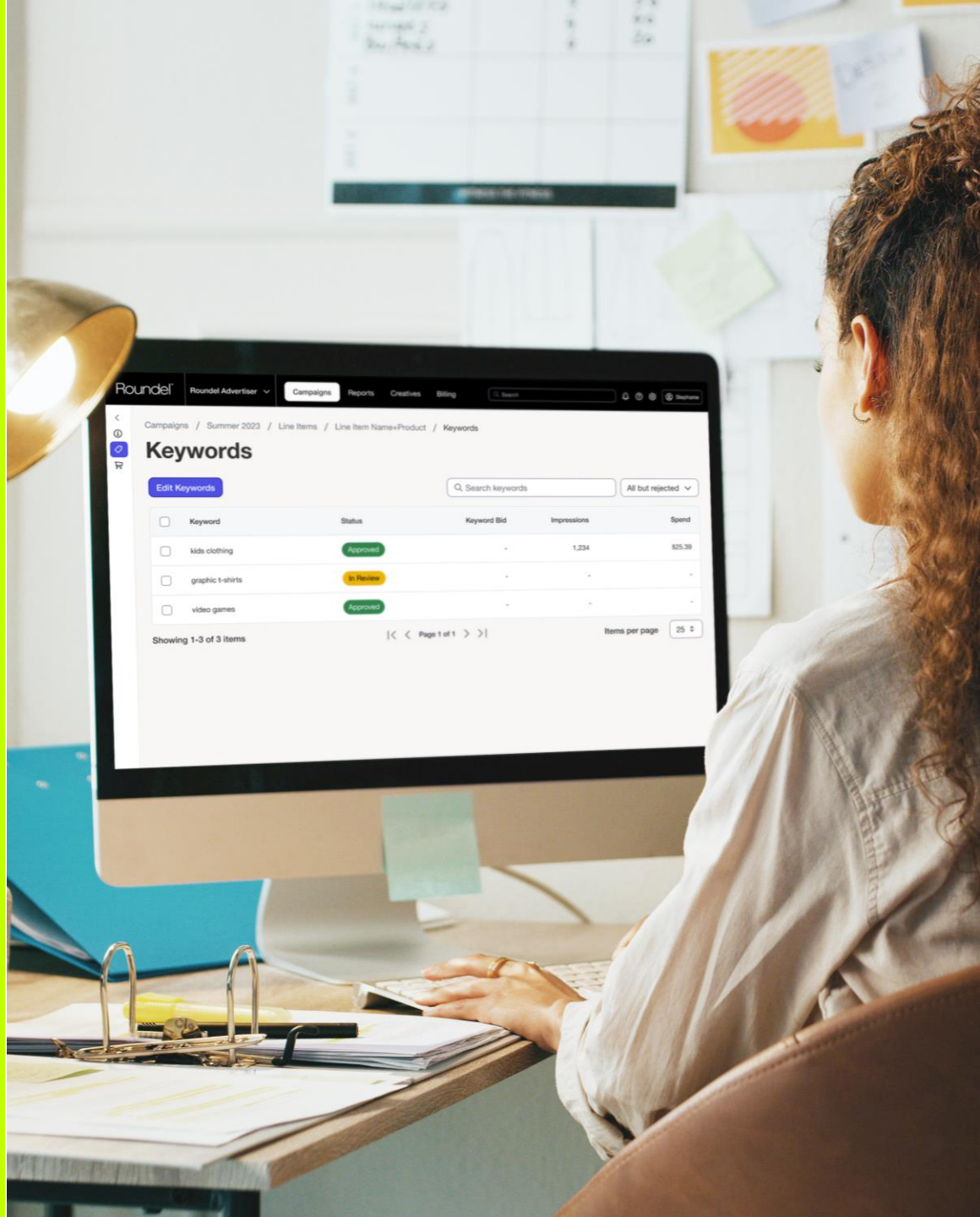

Analyze and adjust to maximize against your goals.

Dive into in-application data visualizations to understand campaign performance, including week-over-week metrics, to discover insights and optimize for greater performance.

For more in-depth analysis, link to Roundel™ Kiosk, our measurement platform. Manipulate data views to gain greater insight.

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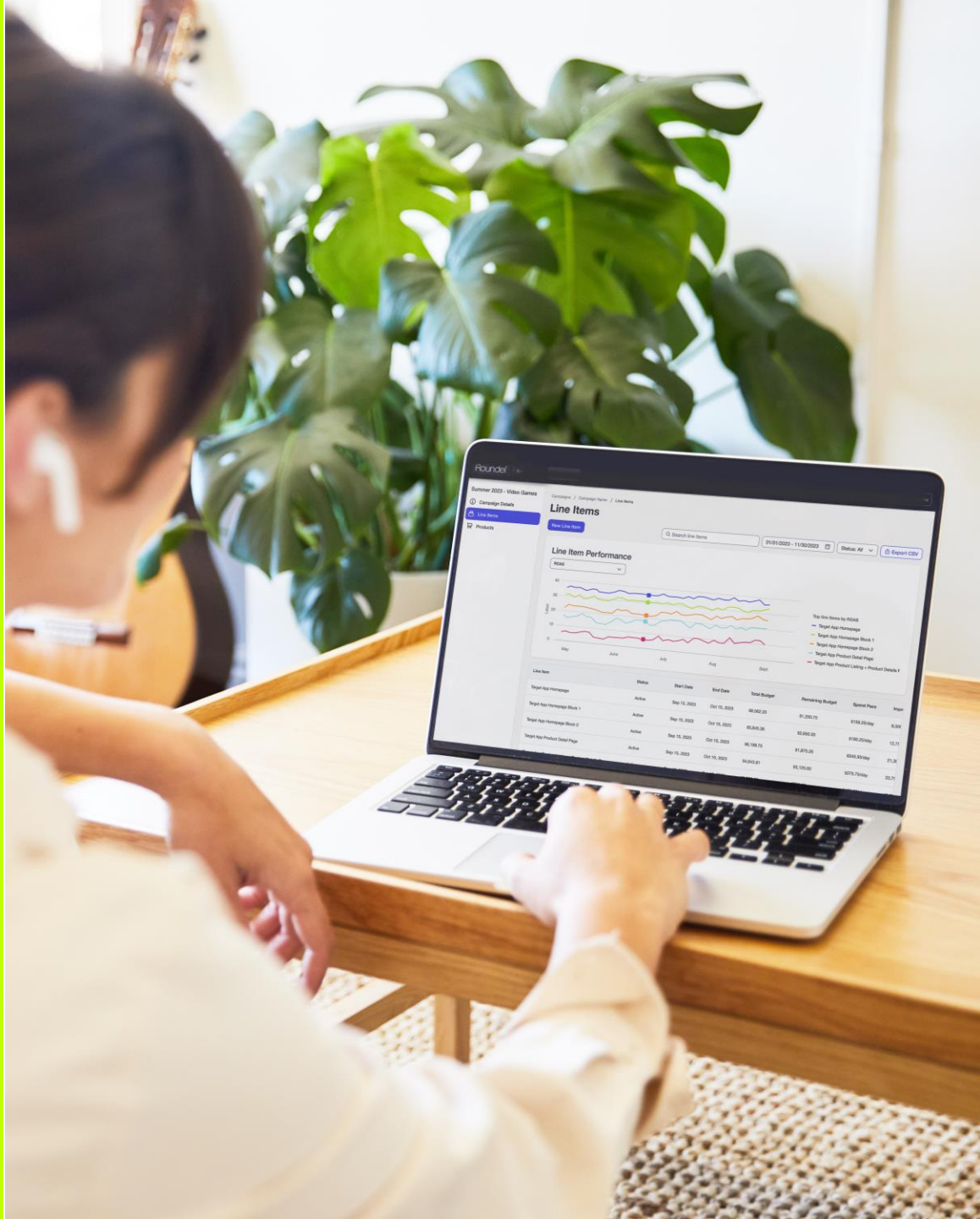


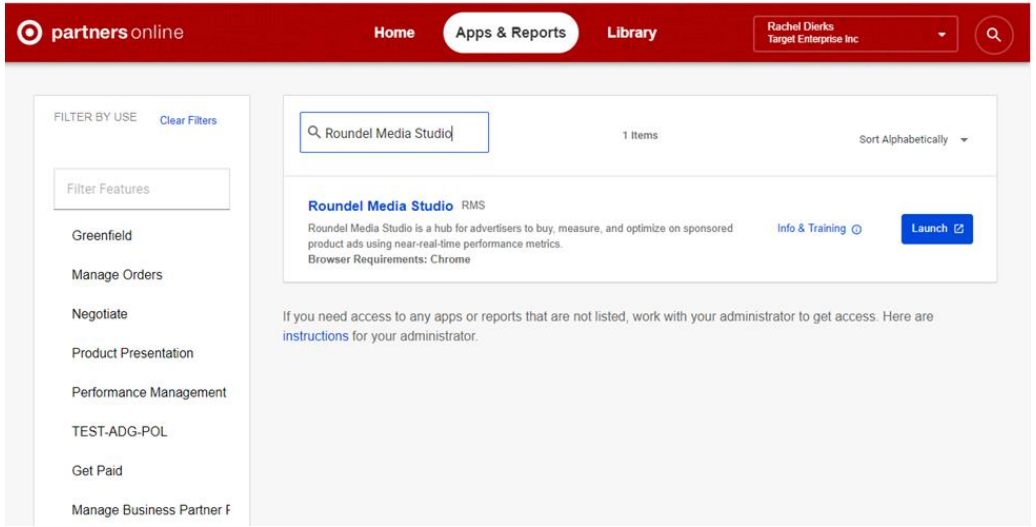
Roundel™ Media Studio Access

Accessing Roundel™ Media Studio via Partners Online

1. Check to see if you have a Partners Online account. If yes, reach out to your POL Admin to grant you access to Roundel Media Studio (and Kiosk) applications.
2. Don't have Partners Online Access? Reach out to your POL Admin to add you to the POL Account and provision you access to Roundel Media Studio and Kiosk applications.

Not sure who your POL Admin is? Let your Roundel Representative know. We can help!

4. Once you have access to POL, reach out to your Roundel Representative to grant you final access to Roundel Media Studio.



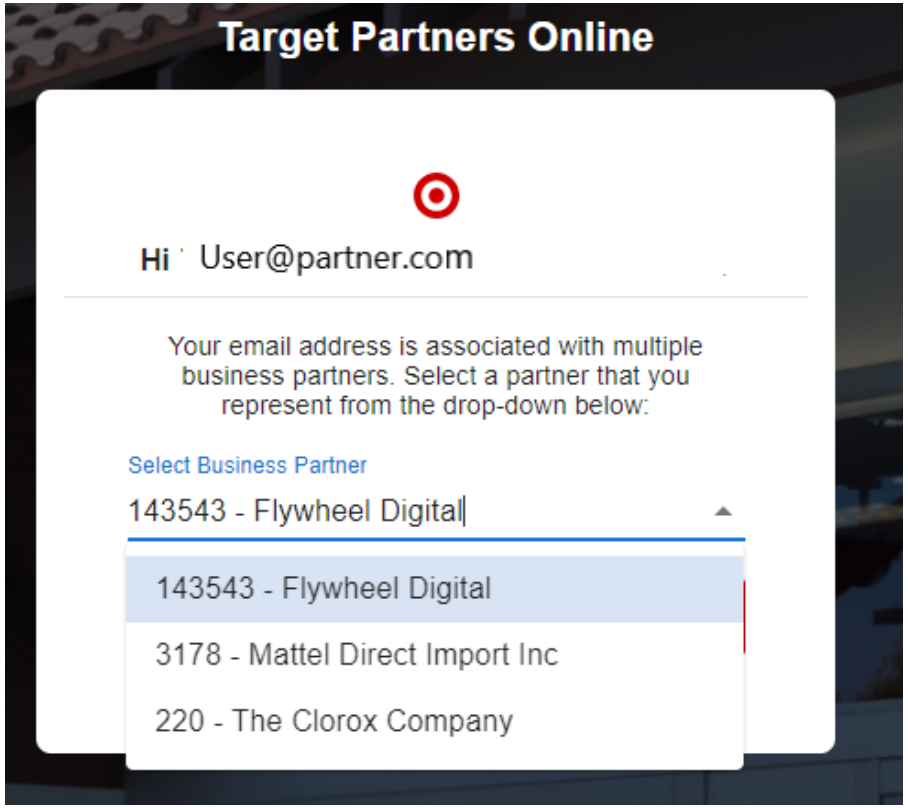
Tip – To access any of Roundel's self-service tools such as Roundel Media Studio or Roundel Kiosk – users need access to Partner's Online (POL), Target's external contact system.

Standard Users can access Roundel Media Studio in 2 ways:

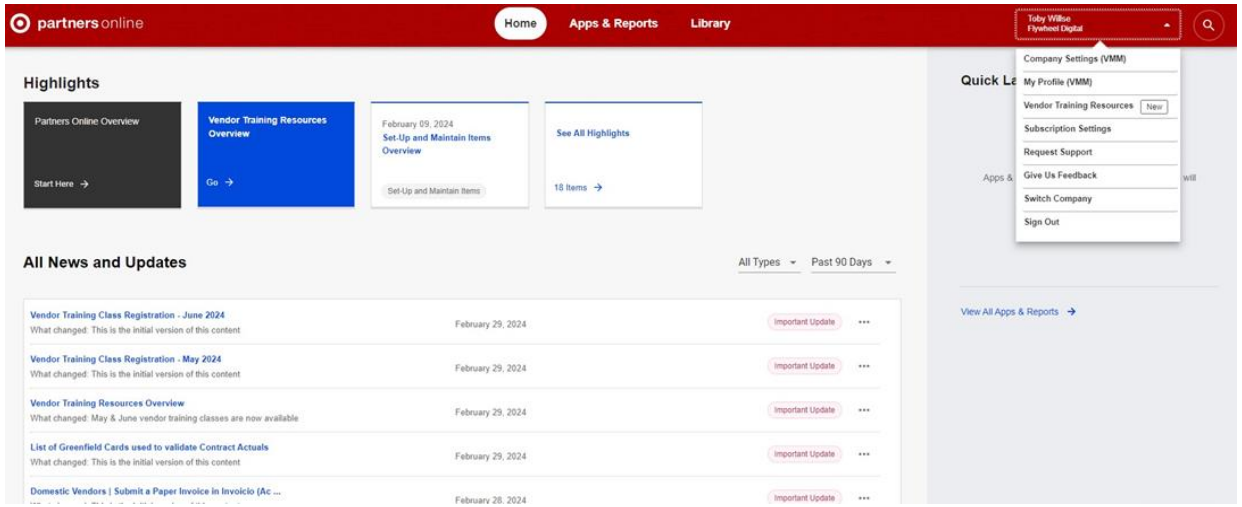
1. The Partners Online login page, and then search for Roundel Media Studio via the Apps Reports: https://www.partnersonline.com/
2. The UI Directly: https://roundelmediastudio.partnersonline.com/

Roundel™ Media Studio Agency Access via Partners Online

- When logging into POL, select the Business Partner



- After logging into POL, use the navigation drop down to “Switch Company”



Roundel™ Media Studio Homepage Overview

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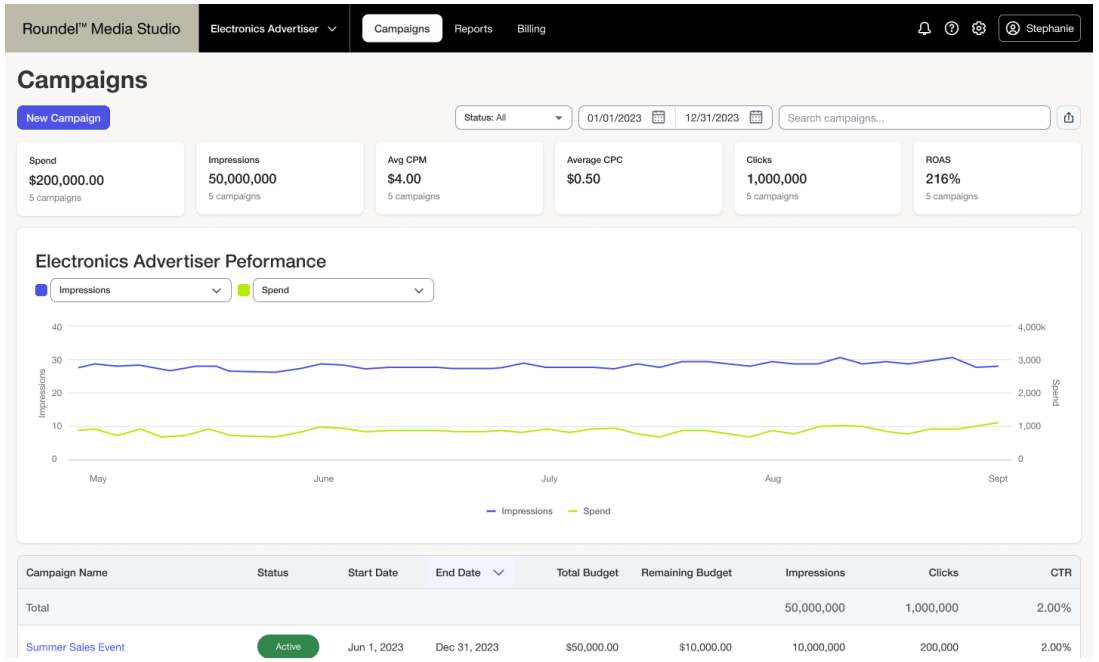
Roundel Media Studio Homepage

Upon entering the application, all users tied to an account would see the homepage visual on the right.

(please note - new accounts would not contain any historical data or performance)



The Homepage is your one stop shop to accomplish most tasks related to executing and managing your Roundel Media Experiences. Laid out in further detail on the next slide, the Homepage enables users to:

- See trended account level data with an ability to customize which metrics and scope for analysis.
- Export the current table view of campaign data.
- Create a new Target Product Ads campaign.
- Locate training and Support
- Review current Insertion Orders tied to account.

Roundel Media Studio Homepage Actions

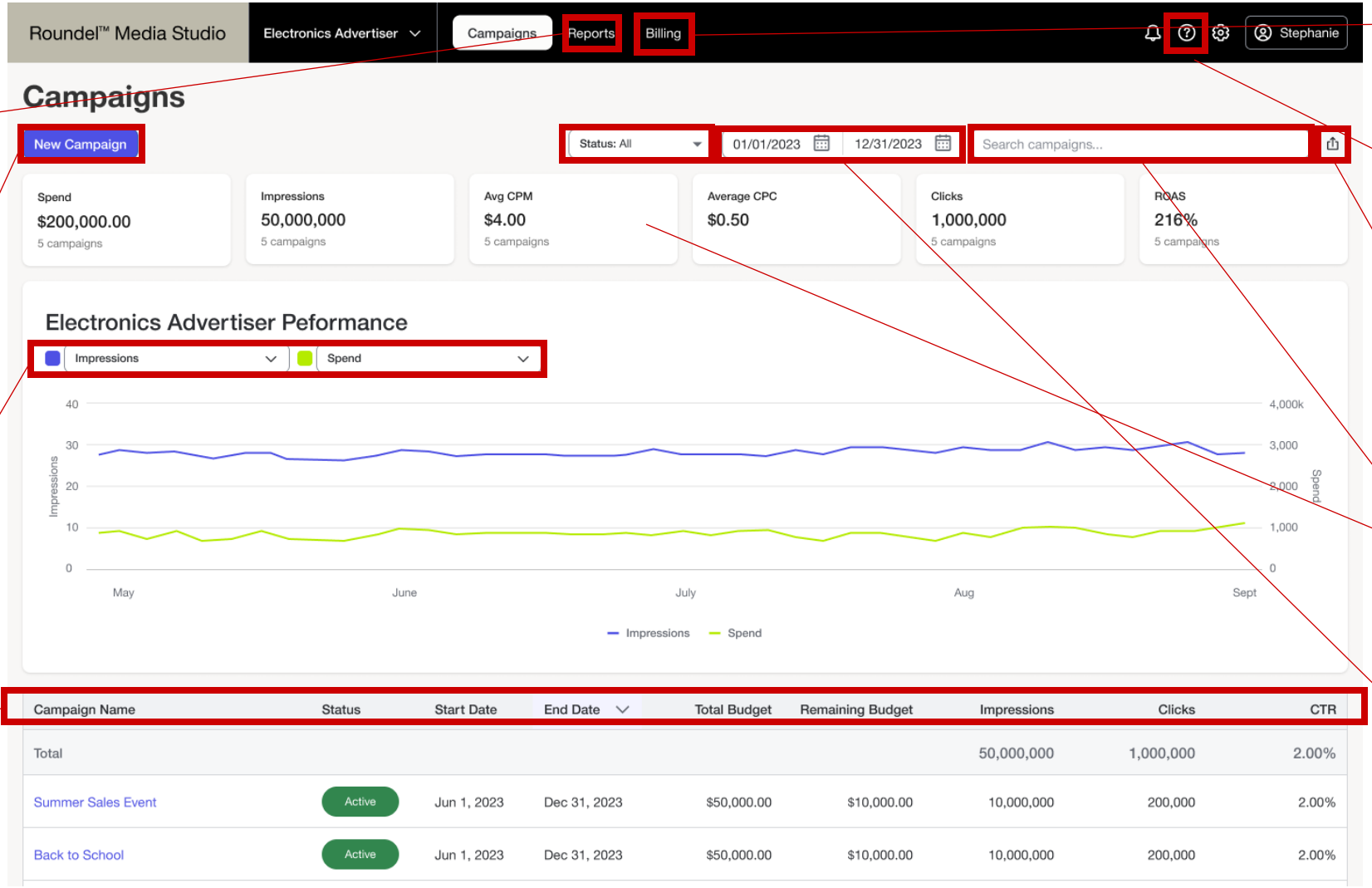
The following represents the most common actions taken by users starting from the application's Homepage.

Reporting in Kiosk can be found by clicking on the Reports tab.

Campaign Creation is commenced via the "New Campaign" icon.

Graphed metrics can be swapped from a list of available metrics by selecting the metric currently displayed.

Campaign Table displays all historical RMS campaigns and metrics. Campaigns can be clicked into to view line-item details.



Insertion Orders and remaining balance can be found in Billing tab.

Training and Support is found via top right question mark icon.

Campaign Table data can be exported to CSV format by clicking on icon.

Campaign Table can be adjusted to display limited view of campaigns by searching or toggling through various campaign statuses.

Graphed date range can be adjusted via date toggle located here.

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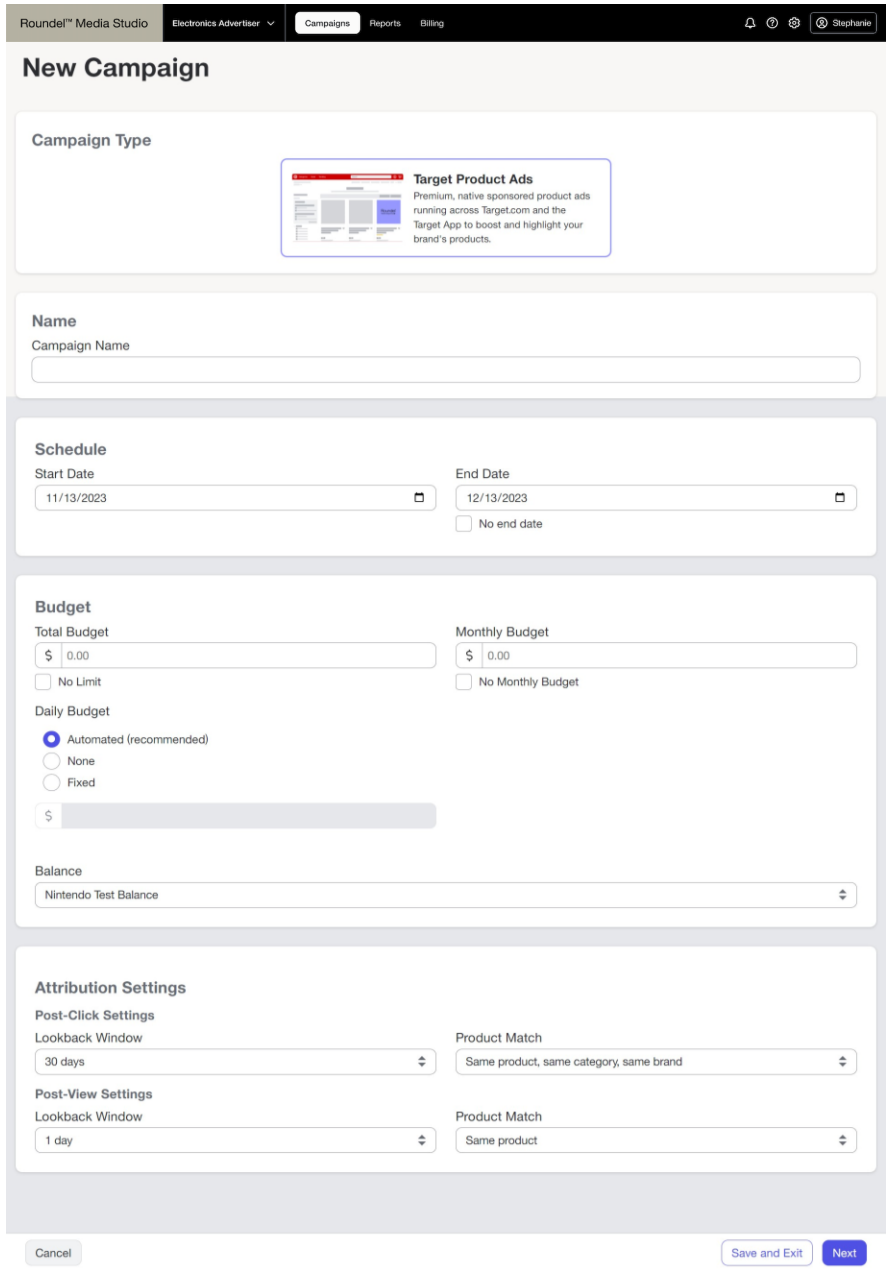
Campaign Creation Process

Step 1 – Campaign Level Flighting and Settings

From the Homepage – Click “New Campaign” icon to be taken to campaign creation workflow.

1. Name your campaign
2. Insert your campaign start date
3. Set your budget
4. Define your desire attribution window.

After setting up your campaign, click Next to be redirected to Line-Item creation step.



For further details on budgeting, pacing and attribution settings, please refer to the appendix.

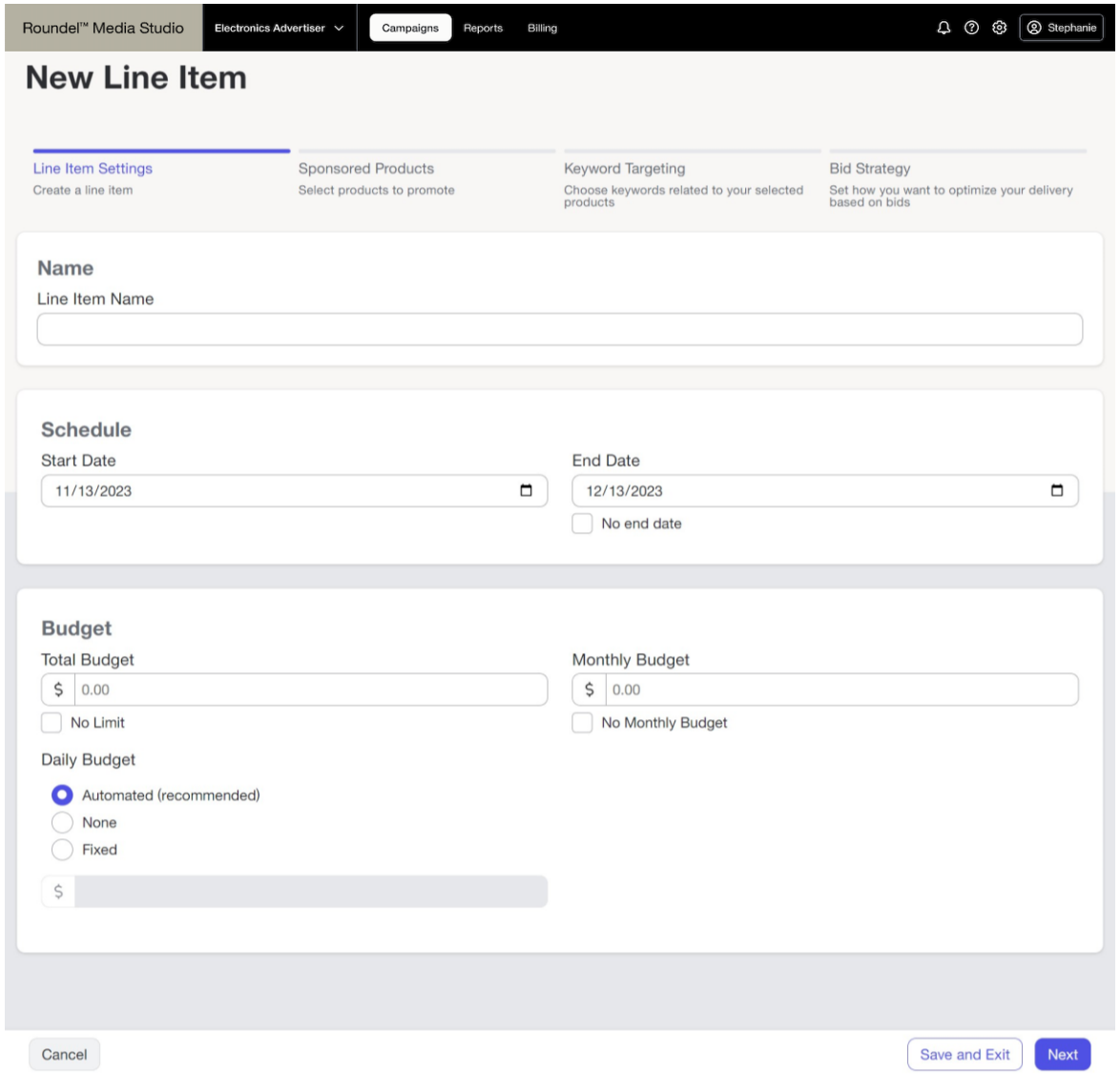
Step 2 – Line-Item Flighting and Budget

Once campaign name and setting have been defined, users will be prompted to create a line item.

1. Name your line item
2. Define your line-item flight dates
3. Set your budget

After setting up your line-item, click Next to be redirected to select the products you wish to advertise.

Tip: Multiple line-items can be created under a single campaign. By navigating back to the campaign, post creation, users will see a “New Line Item” icon to create additional lines.



Line-item details such as name, scheduling, budgeting, bids and optimizations can be altered. Refer to “Campaign Editing & Optimizations” for further detail.

Step 3 – Select your Products to Advertise

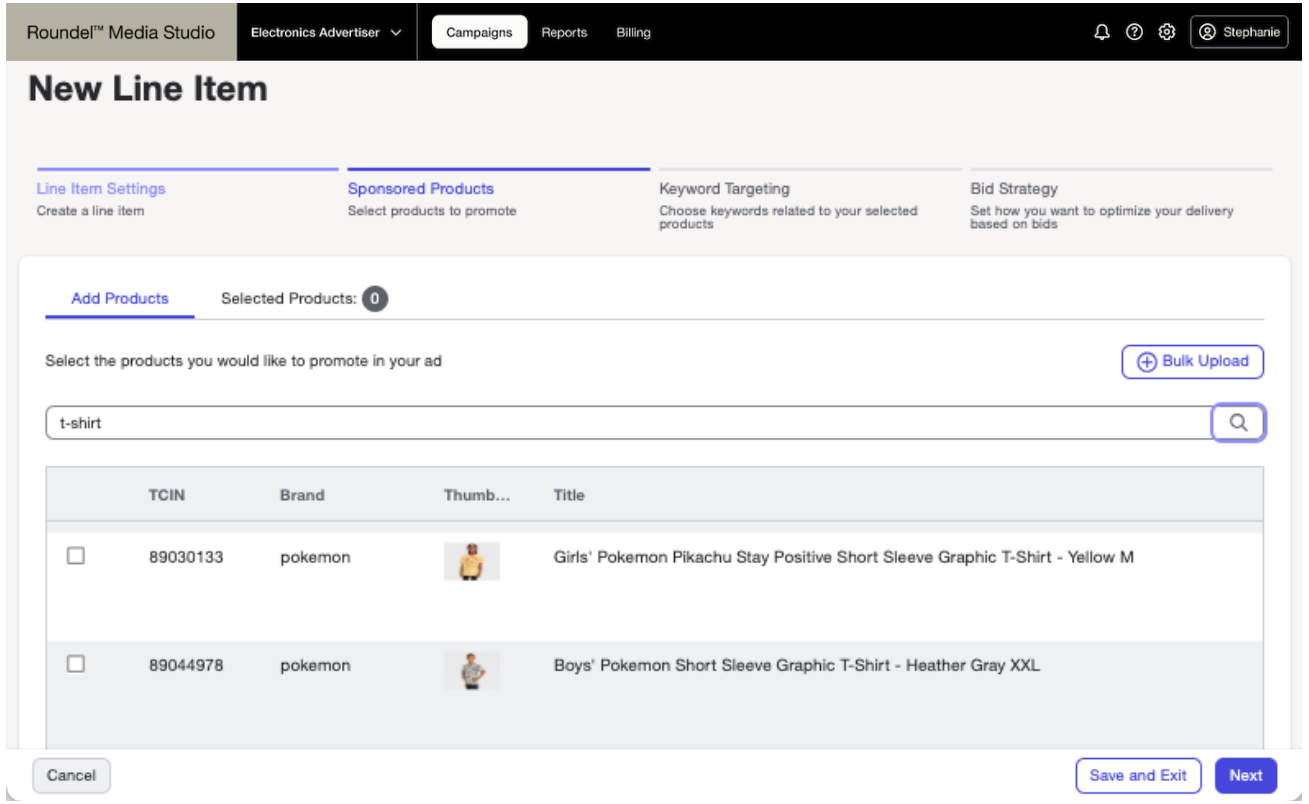
On this screen, you can select all the products you would wish to support with advertising.

1. Searching for items can be done by TCIN number, product title, or even brand name.
2. Checking the left-most column for each TCIN row will mark the item as selected.

If searching via TCIN – only one product can be searched at a time.

If TCINs are known, utilize the bulk upload functionality to add products.

Tip: We recommend adding all items under your catalogue to the campaign to start. This will give you the best scale and optimization flexibility.



Step 4 – Add Additional Keywords to Target

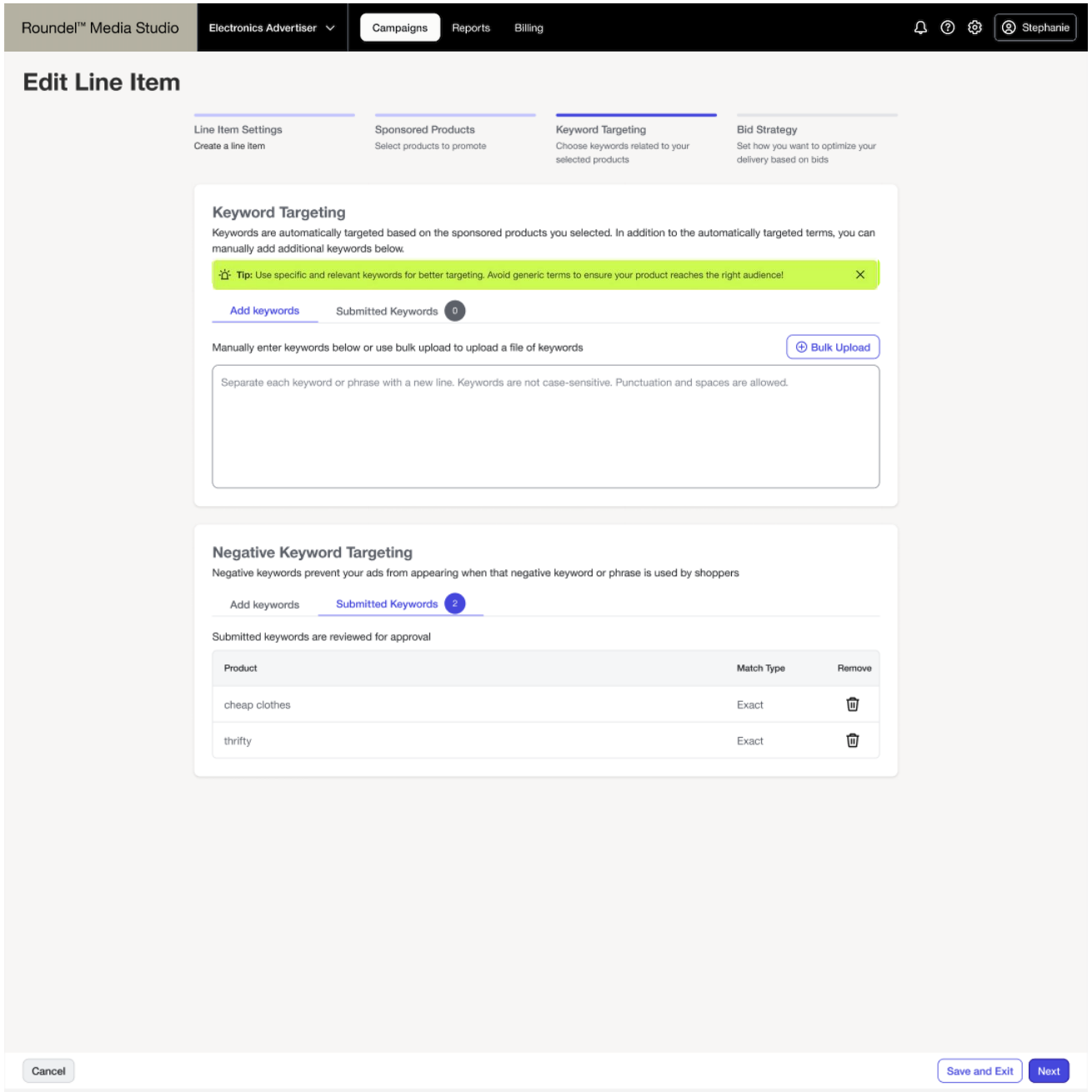
Keywords are automatically targeted based on the sponsored products you selected.

If you'd like to ensure select keywords are covered, those can be entered in the text box. Keywords should be entered on a newline-separated list. Keywords submitted will bubble underneath the text box such as "toy" in the image on the right.

The bulk upload functionality can also be used to add keywords. There is a template available for download when selecting "Bulk Upload."

Users can enter as many keywords as desired. All keywords are targeted as match exact. All entered keywords go through a review process.

For further details on the keyw ord approval process and statuses please refer to the appendix



Step 5 – Define your Bidding Strategy

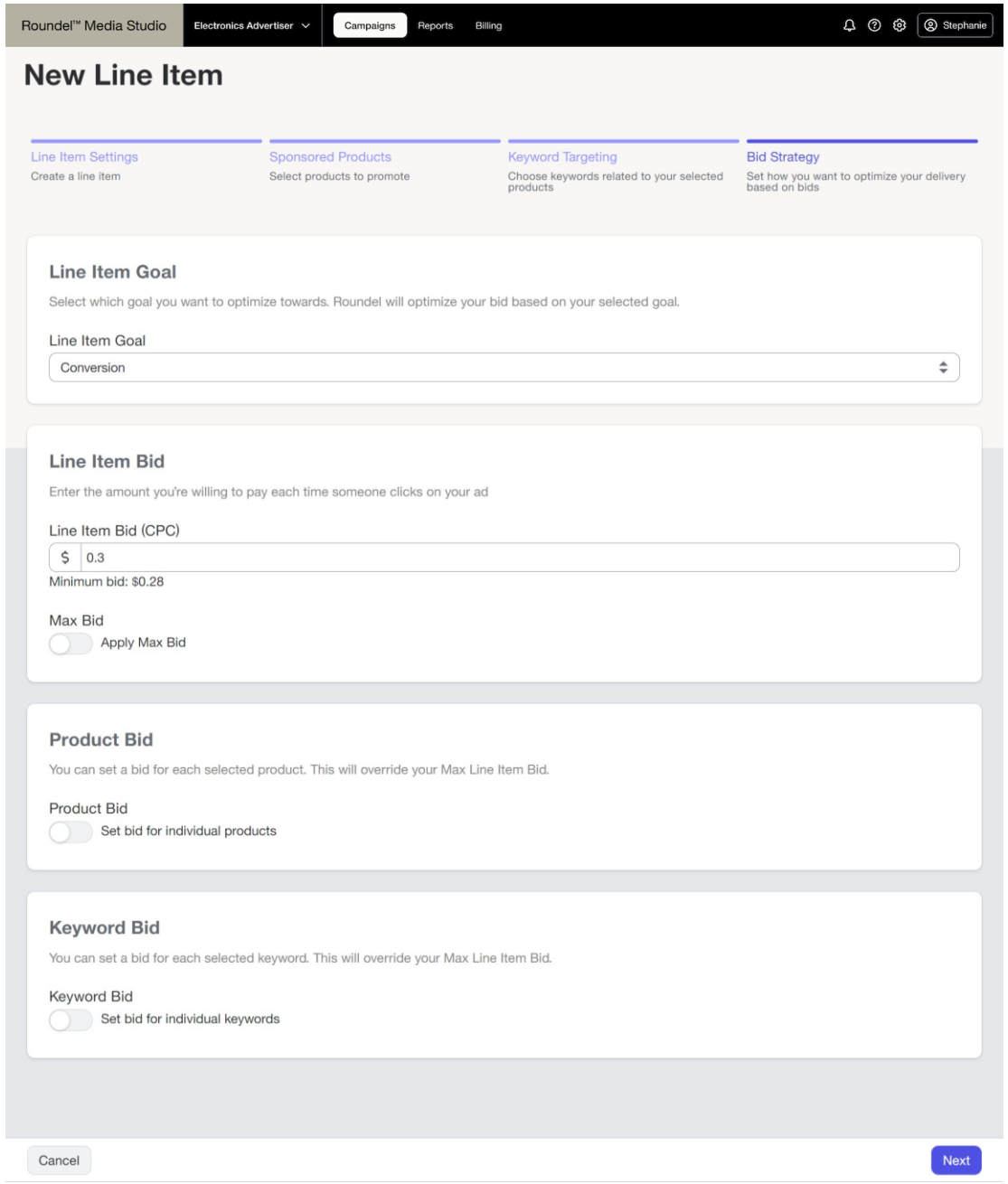
Define the primary KPI you'd like your campaign to optimize towards. Roundel Media Studio offers the ability to optimize towards the following goals:

- Conversion
- Clicks
- Revenue

A line-item bid must be entered at this stage. This bid value is what is used in tandem with your line-item goal to ensure you are maximizing success in the auctions that matter most to you.

A line-item bid must be equal to or higher than the minimum bid value shown on screen. The minimum bid value is determined the products selected during stage 3 and can vary if different products are selected.

To learn more about individual optimization goals and subsequent impact, please refer to the appendix

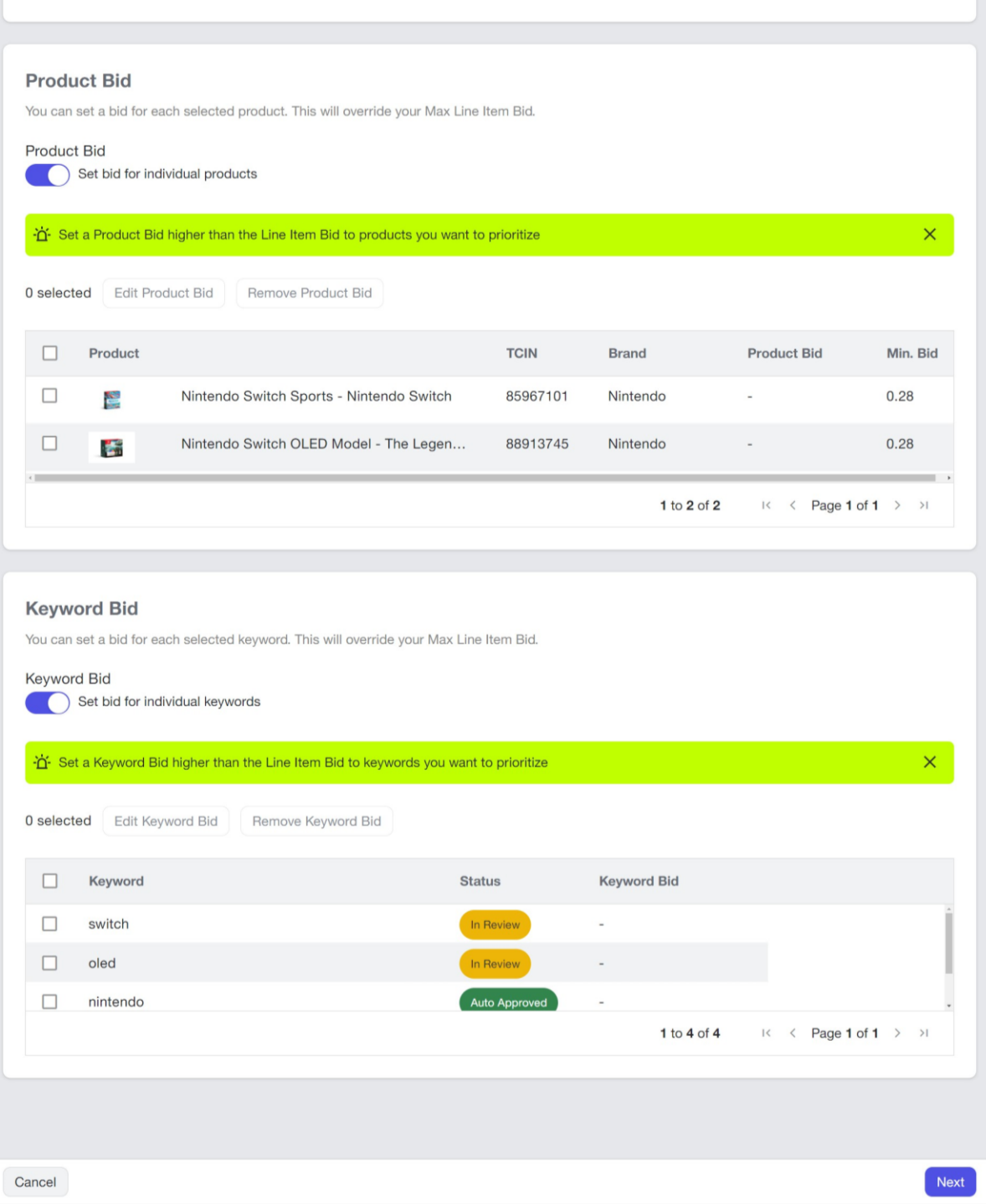


Step 6 – Product and Keyword Bidding

Once toggled, all available products or keywords entered on stage 4 can have a custom bid associated to them. This can be done by either checkbox selection or double clicking the product/keyword bid row desired to be altered.

A product level bid will override any line-item level bids. If a keyword level bid is set however, the keyword bid will override the product bid. If no product or keyword bids are applied – the line-item bid will apply to all products and keywords targeted.

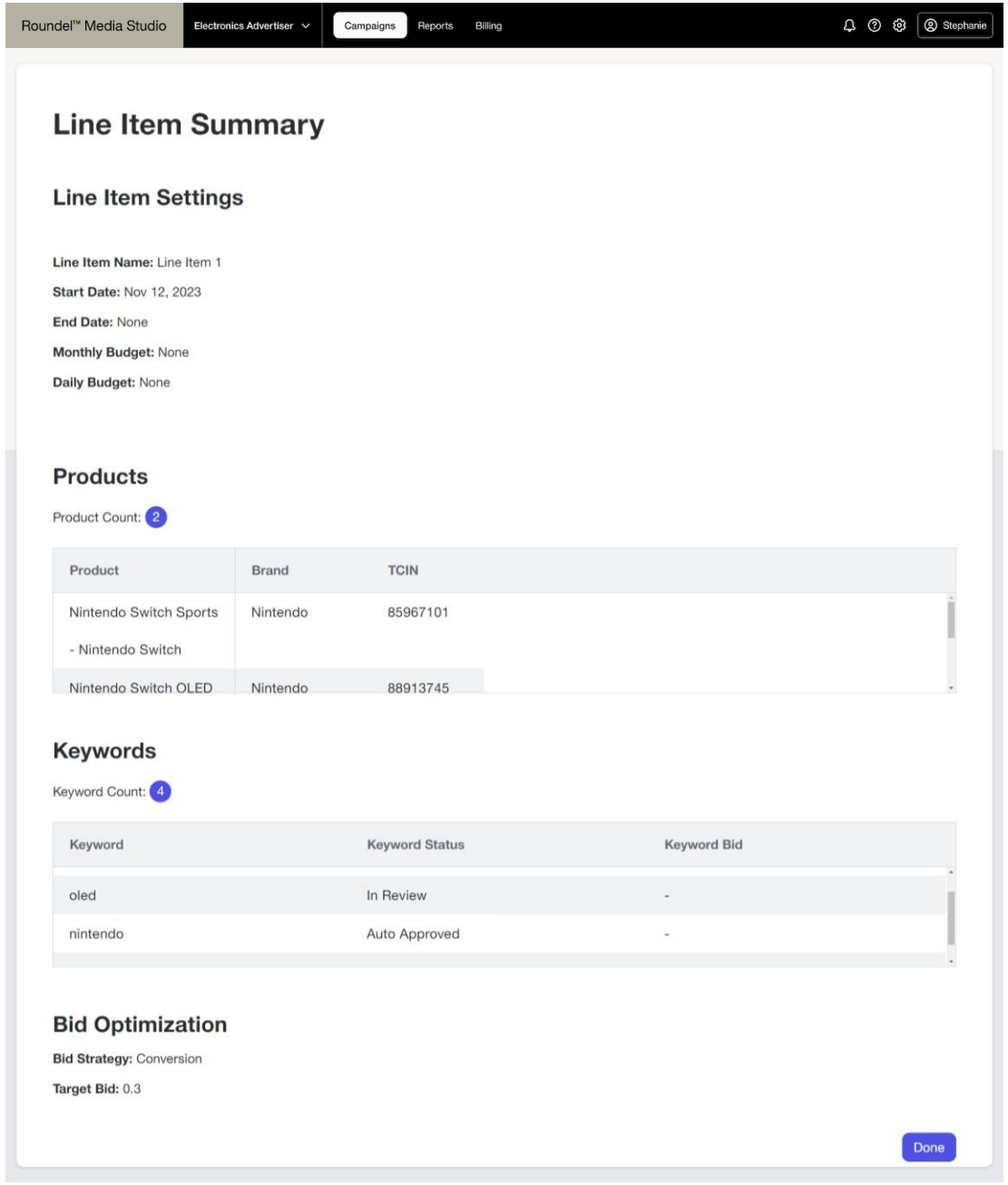
Tip – Use Product and Keyword bidding to prioritize specific products or keywords within your campaign by increasing the bid above the line-item bid.



Step 7 – Campaign Review

Once the prior 6 steps have been completed, users will be able to review all selections and return to prior steps to make any adjustments.

Clicking “Done” will move the campaign to a status of Active or Scheduled pending the start date.



To learn more about Campaign statuses, please refer to the appendix.

Campaign Editing and Optimizations

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Campaign Details and Line Items

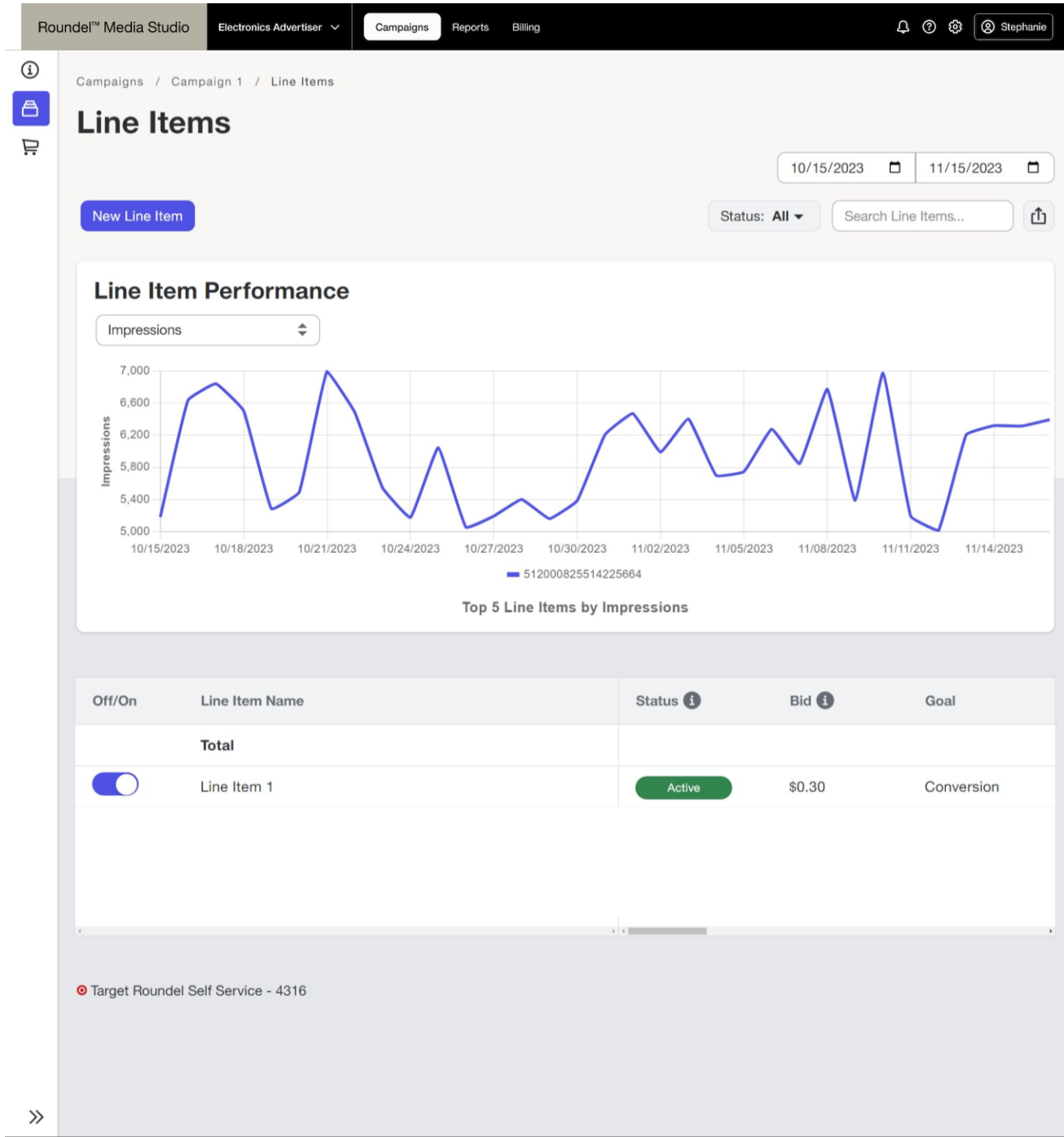
By clicking into a Campaign on the home screen, users will be taken into a breakdown of campaign performance at a line-item level.

Users will be able to create new line-items by clicking “New Line Item” Icon which takes users to step 2 of the campaign creation process.

By leveraging the icons on the left-most ribbon, users will be able to view campaign details, add or edit line-item details or view product level performance for all items supported by the campaign.

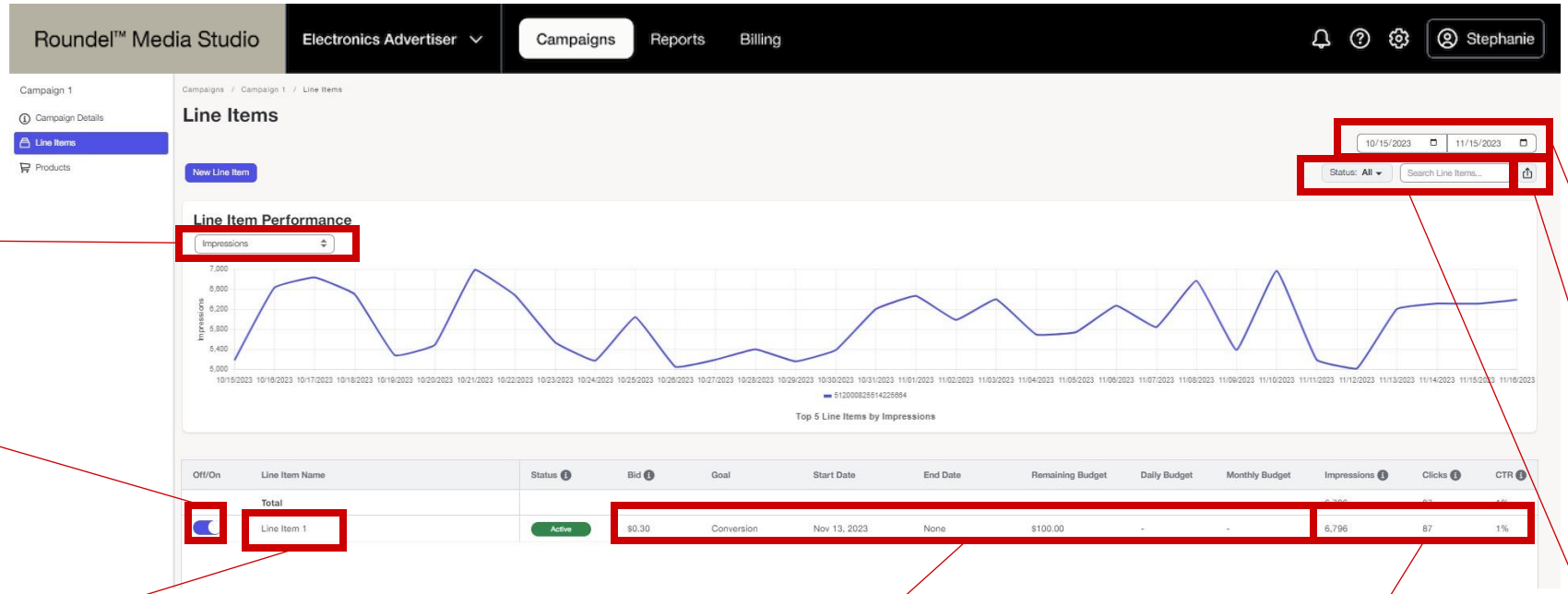


To learn more about line-item Statuses, please refer to the appendix.



Line-Item Performance and Editing

While in the line-item view, various visualization and performance elements are surfaced to aid in optimization decisions.



Graphed metrics can be swapped from a list of available metrics by selecting the metric currently displayed.

Toggle can be used to turn line item on/off.

Line-item name can be adjusted by clicking pencil icon next to name. Clicking on the line item opens the product selection screen detailed further on the next slide.

Line-item settings such as Bid, Goal, Start and End Dates, and budgeting can be edited from this view.

Line-item performance metrics including CTR, CPC, ROAS and Sales will be displayed here.

Graphed date range can be adjusted via date toggle located here.

Line-item Table data can be exported to CSV format by clicking on icon.

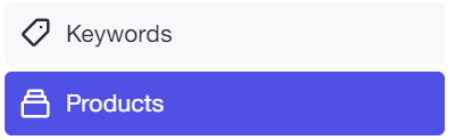
Line-item Table can be adjusted to display limited view of campaigns by searching or toggling through various campaign statuses.

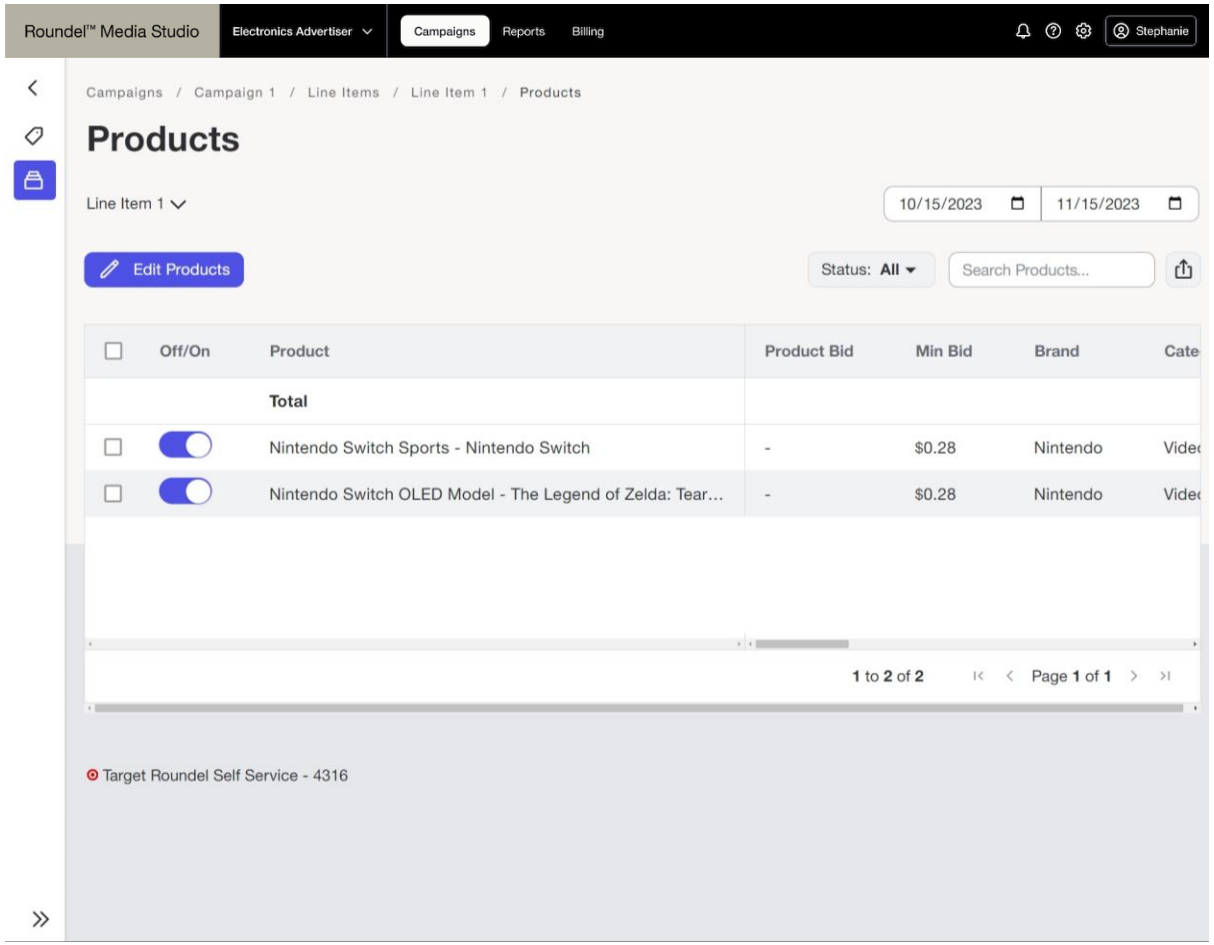
Product Performance, Selection and Bidding

By clicking into a Line-item, users will be taken into a breakdown of Line-item performance at a product level. Users will be able to turn on/off items being supported via the toggle as well as edit or set any product level bids.

To add additional items to the line-item, users can click the “Edit Products” icon which takes users to Step 3 of the campaign creation process.

By leveraging the icons on the left-most ribbon, users will be able to go back to prior line-item performance screen or enter the keyword selection and bidding module.





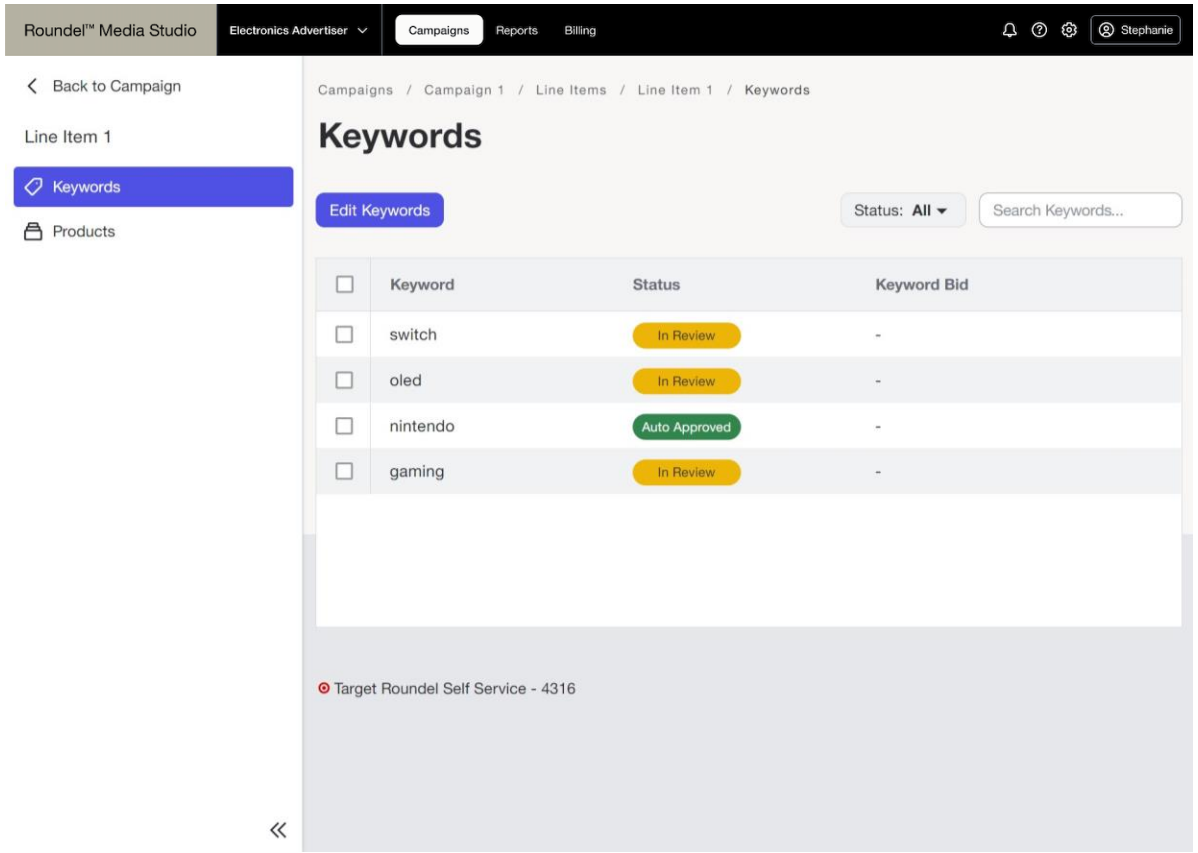
To learn more about Campaign Statuses, please refer to the appendix.

Keyword Selection and Bidding

By clicking on the keyword icon on the left-most ribbon, users will be taken to the keyword bidding and selection module. Users will be able to set or edit any keyword level bids from here.

To add additional items keywords, users can click the “Edit Keywords” icon which takes users to Step 4 of the campaign creation process.

By leveraging the icons on the left-most ribbon, users will be able to go back to prior line-item performance screen or enter the product selection and bidding module.

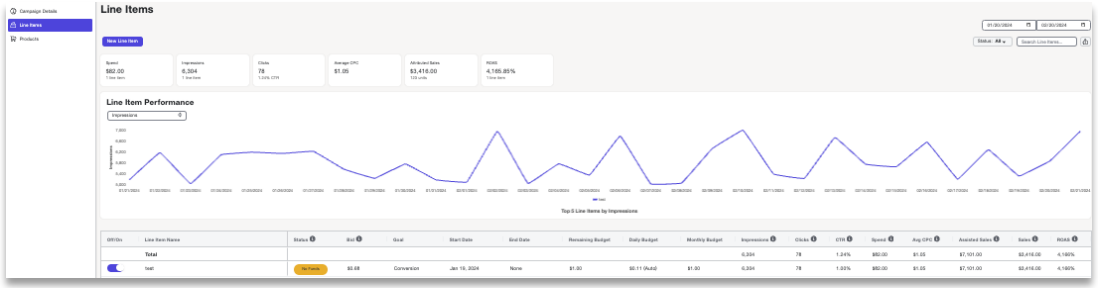


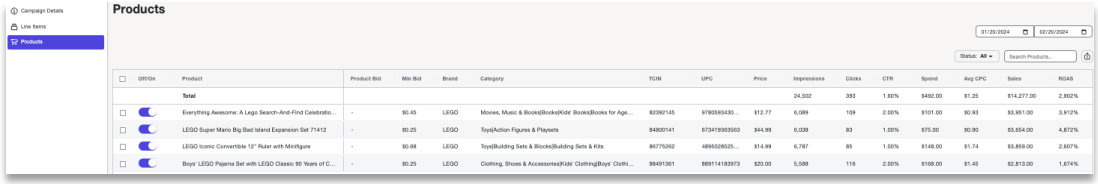
To learn more about Campaign Statuses, please refer to the appendix.

Reporting Options

Using Metrics in Roundel Media Studio

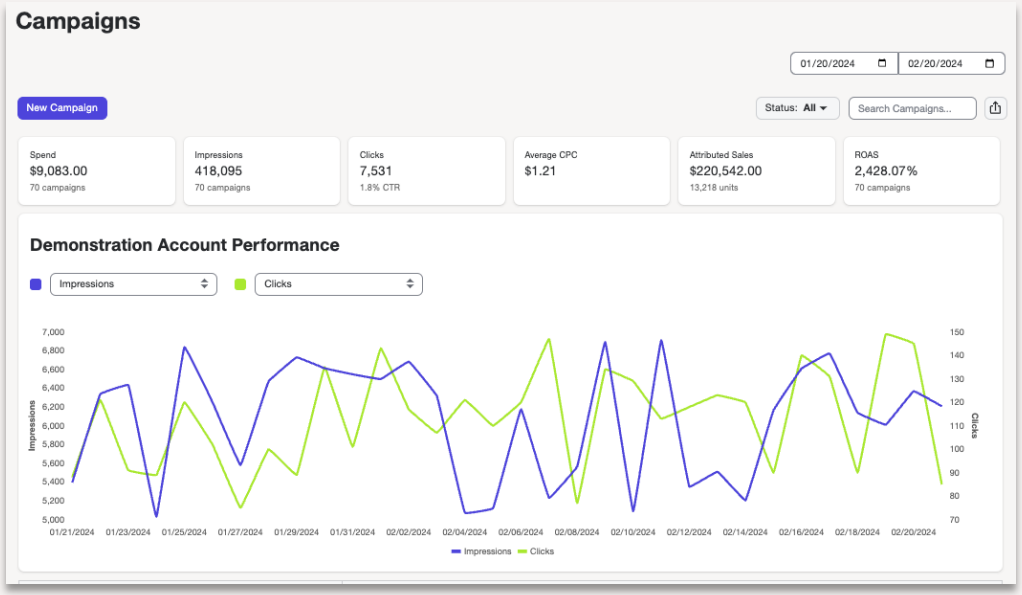
Campaign, Product, and Line-item Level Metrics:





- Media Metrics
- Average Cost Per Click
- Attributed Sales
- ROAS
- Assisted Sales

Visualization Graph Metrics:



- Media Metrics
- Average Cost Per Click
- Attributed Sales
- Attributed Orders
- Attributed Units
- Cost Per Order
- ROAS %
- Unique Visitors
- Frequency
- Assisted Sales
- Assisted Units

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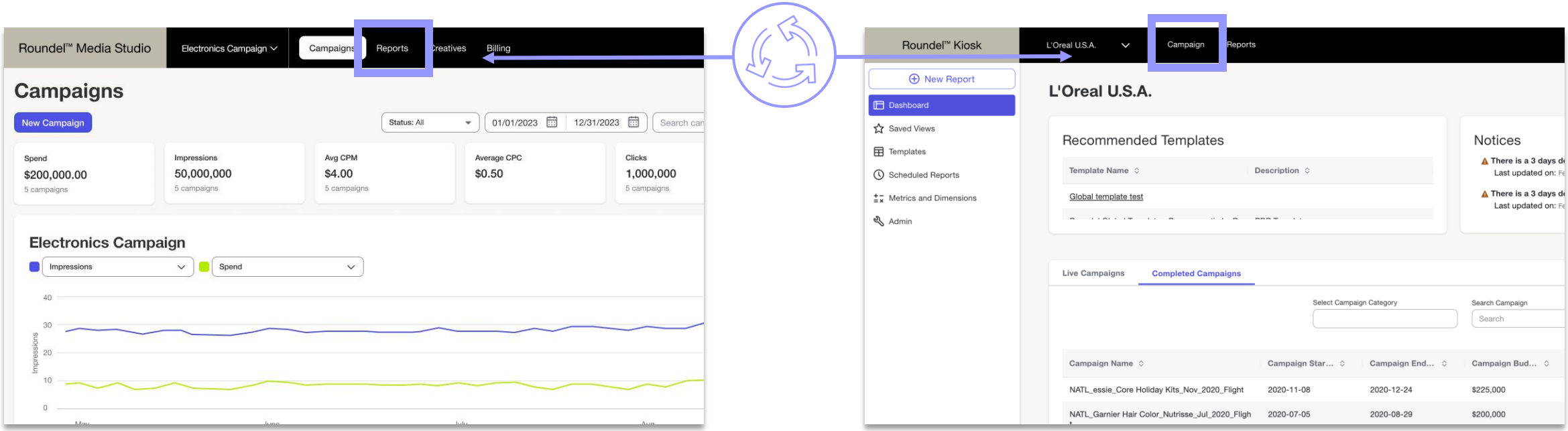
**Metrics in RMS UI are specific to the attribution window and scope selected by the client.*

Navigating to Reports in Kiosk



1. To access Roundel Media Studio Reports, users will click on the “Reports” tab in platform.
2. The browser will then reload to seamlessly bring users to Kiosk’s Homepage.
3. To go back to the Roundel Media Studio platform, simply click the “Campaigns” tab* in Kiosk.

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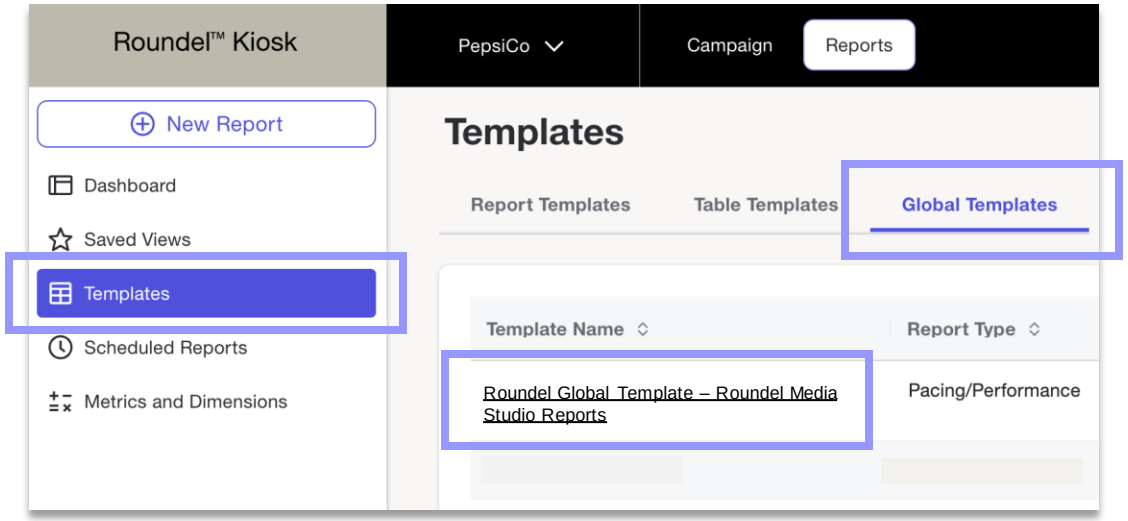
*The “campaigns” tab w ill only appear for clients w ho have RMS access.
**Metrics in Kiosk UI are 1 day view (same SKU)/30 day click(Brand Halo) regardless of activation choice.

Reporting Templates

A Roundel Media Studio template will be available to all clients as a global template



The template includes:

- Campaign Performance by Week
- Line-Item Performance
- Device and Page Type Performance
- Top Performing Products
- Top Performing Keywords

The main value of Kiosk is the ability to slice and dice metrics based on timeframe granularities (day/week/month).

Reporting nuances by platform

Roundel Media Studio Platform Reporting

Reporting based on the campaign's selected attribution window

- Metrics will reflect performance based on the user's activation choice during campaign creation.

Data updated every four hours

- Data in Roundel Media Studio is updated at a more frequent cadence compared to Kiosk.

Roundel Kiosk Reporting

Single (standard) attribution window applied to all reporting outputs

- Metrics in Kiosk UI are 1 day view (same SKU)/30 day click(Brand Halo) regardless of activation choice.

Data updated on a daily cadence

- Reporting outputs may vary between Roundel Media Studio and Kiosk based on the cadence that the data is updated in platform.

Kiosk hosts Roundel Media Studio data only, not all TPA

- Clients running TPA campaigns outside of Roundel Media Studio will not have access to their reporting via Kiosk.

Roundel Media Studio Help Center

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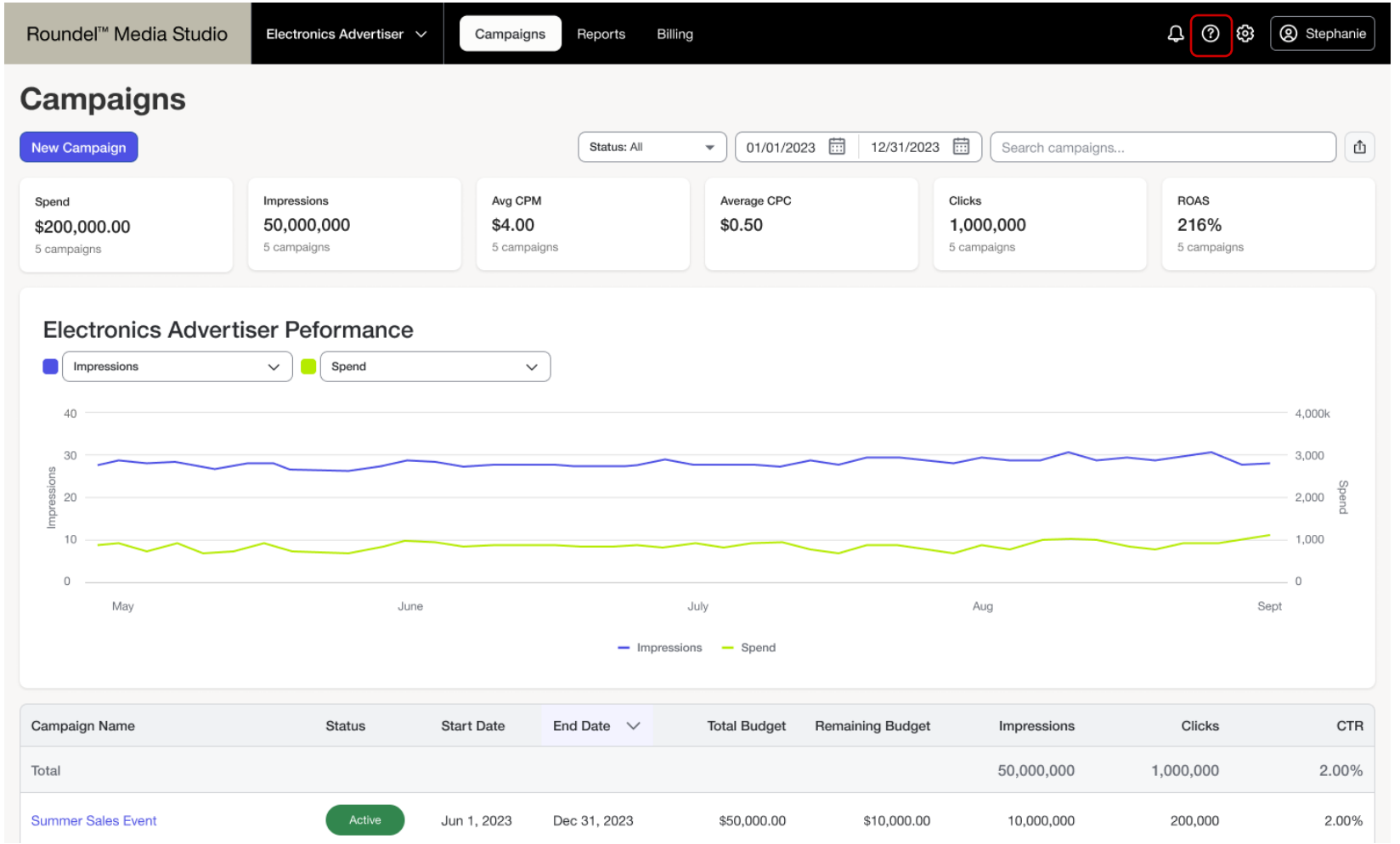
Roundel Media Studio Help Center

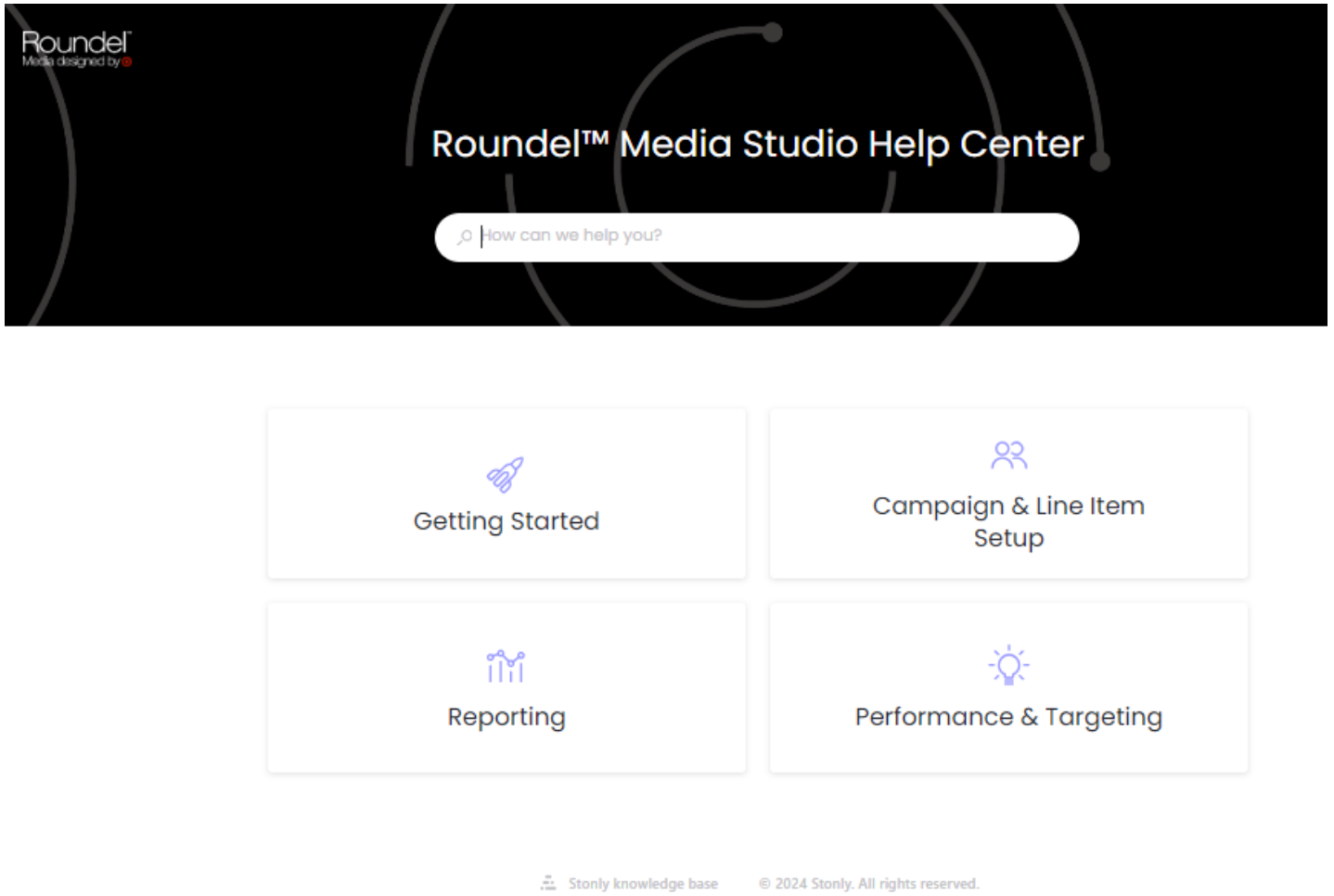
Need additional help? The Roundel Media Studio Help Center can be accessed via Roundel Media Studio by clicking on question mark in the top right corner.



Roundel Media Studio Help Center

The Help Center has dedicated content covering the following:

- Getting Started – How to access Roundel Media Studio, an introduction to its capabilities and a “Contact us” form for more specific questions.
- Campaign & Line-Item Setup – Pre-campaign launch checklist, how to create/edit campaigns and how to use the dashboard to review/compare metrics.
- Reporting – Attribution model, key metrics and glossary of terms.
- Performance & Targeting – Optimization features, keyword/peak season best practices and Bulk uploads features.



Troubleshooting and Best Practices

Campaign Organization Best Practices

1. In my account, I have one brand that covers one category
    - Create one campaign with either one or multiple line items:
        - Include as many line items as needed. These line items represent your strategy. You can group them by products, budget cap, pacing, and so on.
        - Each line item can have multiple products but line-items under the same campaign should NOT overlap on the products selected.
    - The engine will benefit from having all line items bundled (more volume), and you benefit from cross line-item optimization (also called cross-category optimization).
    - Sales attribution is deduplicated across all accounts. This means that a sale can be attributed to a single campaign once for all accounts.

2. In my account, I have one brand that covers multiple categories
    - You can create one campaign, with multiple line items broken out by category. Make sure that you don't have the same SKU in multiple line items.
        - Include as many line items as needed in each campaign. These line items represent your strategy for each of your categories.
        - Important: We recommend splitting up by product categories to ensure that line items do not compete against each other. If multiple line items have the same product, they may compete against each other for the same impression, driving up the cost of the impression
    - Each campaign will run on different categories as the products are in different categories.
- Sales attribution is deduplicated across all accounts. This means that a sale can be attributed to a single campaign once forall accounts.

3. In my account, I have multiple brands that cover one or several categories
    - You can create one campaign per brand.
        - Include as many line items as needed in each campaign, sticking to the same campaign's brand. These line items represent your strategy (group by products, budget caps, pacing, and so on).
    - Sales attribution is deduplicated across all accounts. This means that a sale can be attributed to a single campaign once for all accounts.

Outcome Focusing Bidding Strategies

Maximize Efficiency

Recommended bidding tactics:

1. Set your line-item optimizer to Revenue for the highest ROAS or to Conversions for the lowest Cost per Order (CPO).
2. Since the Revenue and Conversions optimizers modulate the CPC you enter to maximize performance, it is useful to set a CPC cap to make sure that your bid will not exceed the maximum amount you wish to pay. The CPC cap should always remain at least 30% above the bid you enter to allow the engine to optimize effectively.
3. Set your bids competitively to balance scale and performance (ROAS or CPO)targets.
4. Optimize bids with respect to your CPO targets: lower CPCs slightly to increase efficiency, or raise them to increase scale

Maximize Engagement

Recommended bidding tactics:

1. Set the line-item optimizer to Clicks.
2. Set bids competitively to make sure that your ads will deliver efficiently.
3. Optimize bids with respect to your ROAS targets while making sure that they are high enough to scale properly: slightly lower CPCs to increase efficiency or raise them if you are not scaling enough.

Maximize Sales Revenue

Recommended bidding tactics:

Set the line-item optimizer to Revenue.

1. Set bids to maximize scale and competitiveness while staying above KPI thresholds.
2. Since the Revenue optimizer modulates the CPC you enter to maximize performance, it is useful to set a CPC cap to make sure that your bid will not exceed the maximum amount you wish to pay.
3. Adjust your bids progressively and preferably at the product level: filter the top products by Spend and then slightly reduce any bids that have a ROAS below your threshold.
4. In general, slightly lower CPC to increase efficiency or raise CPC to increase win rates and therefore increase sell-through.

Maximize Units Sold

Recommended bidding tactics:

1. Set the line-item optimizer to Conversions.
2. Set bids to maximize scale and competitiveness while staying above KPI thresholds.
3. Since the Conversions optimizer modulates the CPC you enter to maximize performance, it is useful to set a CPC cap to make sure that your bid will note exceed the maximum amount you wish to pay.
4. Optimize bids with respect to your Cost per Order (CPO) targets, preferably at product level slightly lower CPC to increase efficiency or raise CPC to increase scale.

Common Troubleshooting Scenarios

1. My recently created campaign is stuck in Inactive or No funds status.

Check to ensure that a subset or line-items or products are selected or toggled in the on position. Lastly, refer to the Billing tab to ensure an active IO is listed. An active IO is needed for ads to run.

2. I am unable to locate a subset of my products during the product selection stage.

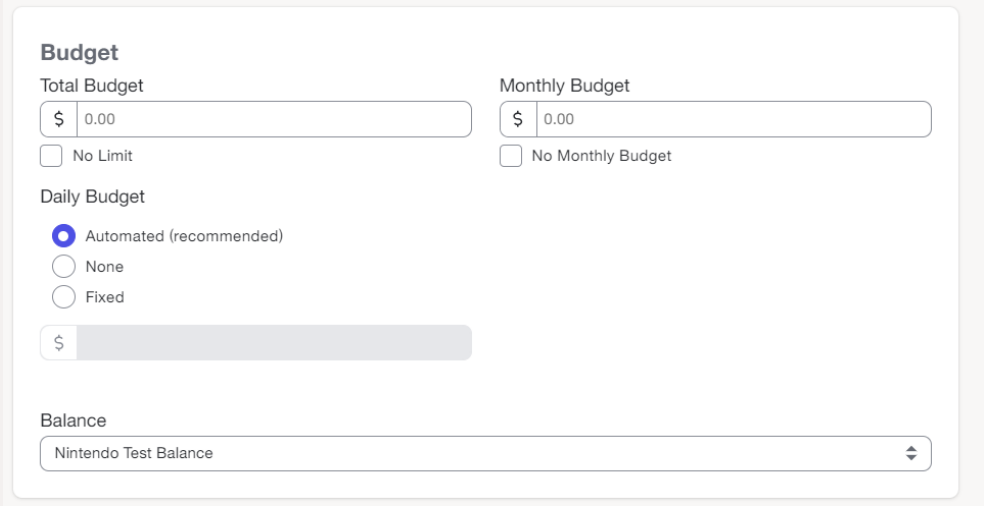
Issue is not typically user error prone. Please reach out to your Roundel Media Studio support team with which items you intend to advertise that are unable to be found. Our teams will dig into Target's product catalogue and ensure the items are able to be supported via your advertising efforts.

Appendix

Campaign Budgeting and Pacing

Setting up a budget for your campaign is optional. When creating your campaign, select either one of the options below:

1. Uncapped Budget: Your campaign will spend from the funds available in the balance that you set up in the Billing Section of the platform.
2. Capped Budget: Your campaign will stop running when the budget entered is reached. You can set up a budget at the campaign level.



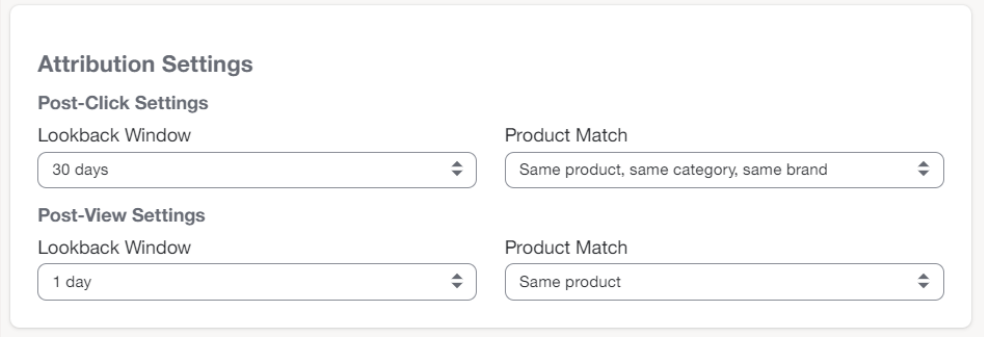
- Monthly Budget: Your campaign will spend until the amount set at this level has been reached by all line items for the entirety of the month.
- Automatic Daily Budget is available at the campaign daily budget level, exactly like the line-item level: This tool divides the budget evenly across all days in the campaign and will automatically take any underspend and divide it evenly across the remaining days of the campaign. To enable this option, 3 fields will be required:
  - 1. Campaign Start Date
  - 2. Campaign End Date
  - 3. Campaign Total Budget.

Campaign Attribution Settings

Customize your attribution settings to fit your campaign's goal by selecting which Lookback Window to use and defining the Product Match for both Post-Click and Post-View conversions.

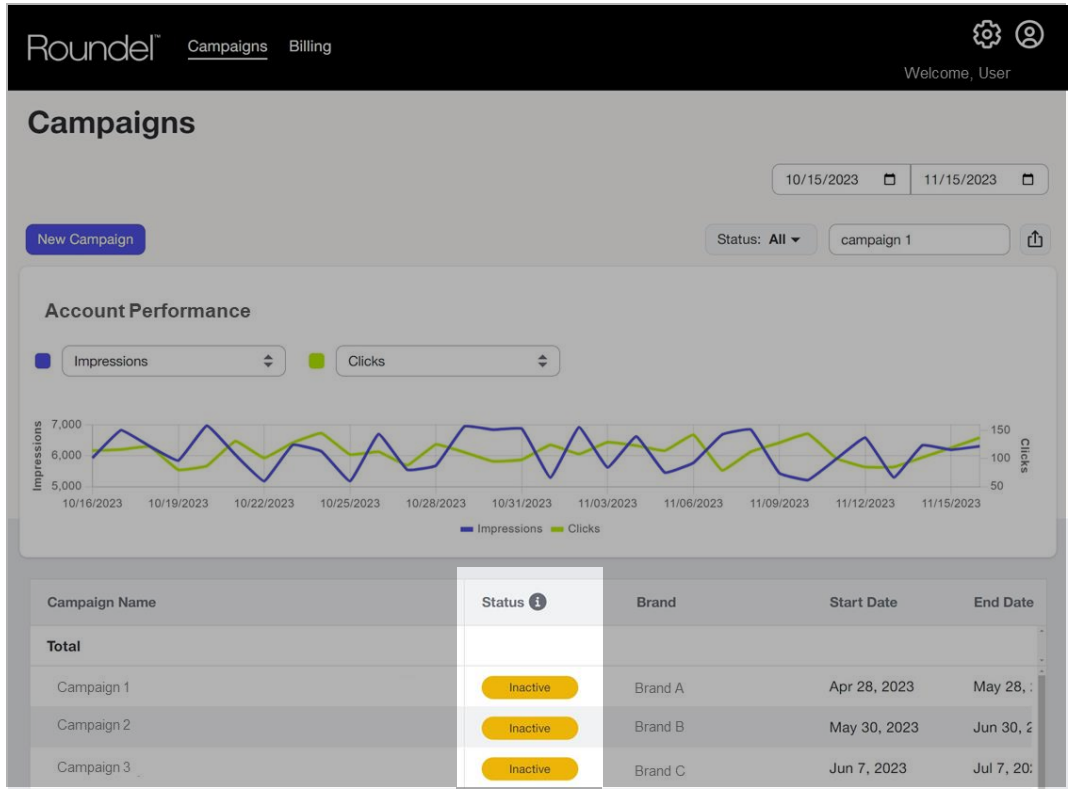
- The Lookback Window is the eligible time period between a sales transaction and an ad event
- The Product Match is the relationship between the purchased product and the advertised one

Tip - We recommend starting with a 30-day click and 14-day view attribution window to ensure you are accurately depicting sales captured through guest purchase cycles.



1. Post-Click Settings
   - Lookback Window:
     - 7 Days
     - 14 Days
     - 30 Days
   - Product Match:
     - Same product
     - Same product, same category
     - Same product, same category, same brand
2. Post-View Settings
   - Lookback Window options:
     - No Post-View
     - 1 Day
     - 7 Days
     - 14 Days
     - 30 Days
   - Product Match options:
     - Same product
     - Same product, same category
     - Same product, same category, same brand

Campaign Status Indicators

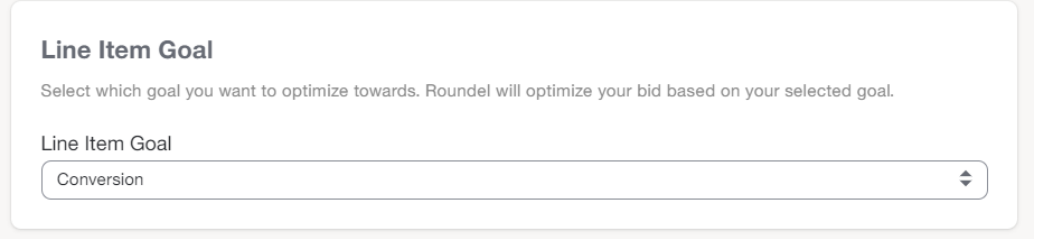


The following campaign statuses will be displayed to users on the homepage campaign table:

- Active: At least one of your line items is active, so your ads are serving.
- Budget Hit: Your campaign has reached its total, monthly, or daily budget.
- Ended: Your campaign's end date is in the past.
- Inactive: All your line items are inactive, so your ads are not serving.
- Scheduled: Your campaign's start date is in the future. Your ads will serve when your line item reaches its start date.
- No Funds: There is no a active or available IO associated to the campaign.

Line-Item Optimization Goals

Through the line-item creation process or while in the campaign performance module, users can select or adjust the line-item to align to the following 3 KPIs.

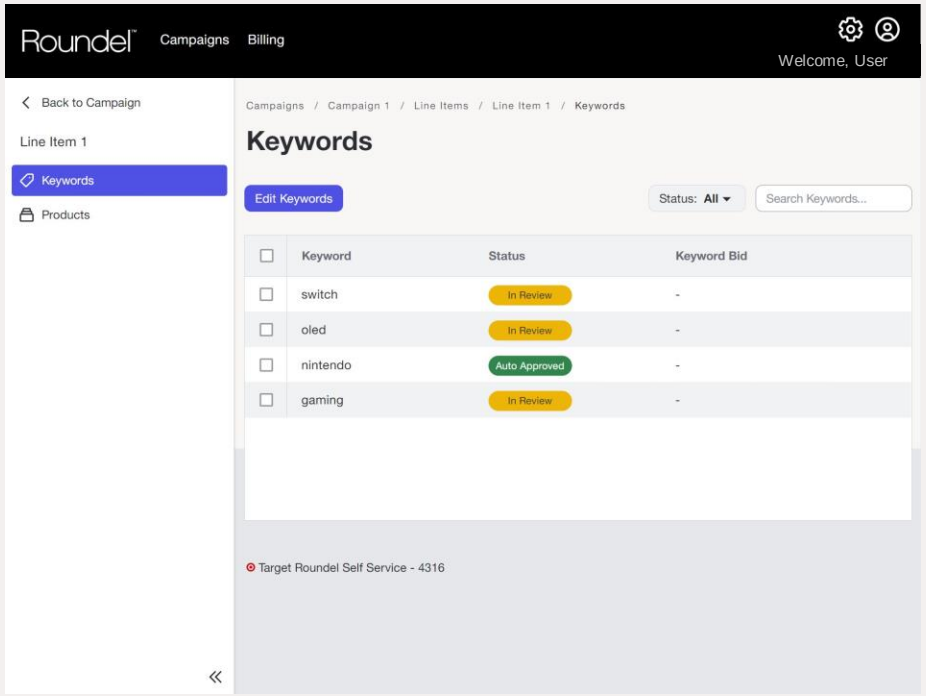


1. Clicks Optimizer: With this optimization strategy, the engine will determine which pages are most relevant to show your ad based on the shopper's current shopping The bid will remain constant for every opportunity and the bid you enter is the amount you will be charged for all clicks tied to the line item.
    - Learning Phase: There's no learning phase with the Clicks Optimizer. Select, launch, go!
    - CPC bid management with Clicks Optimizer. You can adjust your CPC bids at line item or SKU level to control the delivered volume of clicks. Recommend that you calibrate your CPC bids based on seasonality, to better control your volume of clicks.
2. Conversions Optimizer: The input CPC bid will be used as a baseline bid. With the conversion optimization strategy, the engine will slightly adjust your bid based on your campaign performance. For each line item, when using the Conversions Optimizer, you can setup a "Max CPC Bid Limit" (different from your input CPC bid) that will act as a maximum hard cap for the adjusted CPC bids.
    - Learning Phase: Note that a learning phase starts whenever you select the Conversions Optimizer and if your line item is live. Wait 7-10 days on average before reaching maximum efficiency.
    - CPC bid management with Conversions Optimizer: We recommend that you apply the same CPC bid across all your SKUs and line items. This allows the optimizer to deliver its best performance, given your available budget and saves you time doing bid management
3. Revenue Optimizer :The input CPC bid will be used as a baseline bid. With the revenue optimization strategy, the engine will slightly adjust your bid based on your ad's predicted attributed sales amount, relative to your campaign performance. For each line item, when using the Revenue Optimizer, you can setup a "Max CPC Bid Limit" (different from your input CPC bid) that will act as a maximum hard cap for the adjusted CPC bids.
    - Learning Phase: Note that a learning phase starts whenever you select the Revenue Optimizer and if your line item is live. Wait 7-10 days on average before reaching maximum efficiency. We recommend that you don't change your line item bid settings during the learning curve.
    - CPC bid management with Revenue Optimizer: We recommend that you apply the same CPC bid across all your SKUs and line items. This allows the optimizer to deliver its best performance, given your available budget and saves you time doing bid management

Keyword Approval Process

The following keyword statuses will be displayed to users on the keyword or campaign review page:

- Approved: Indicates that the keyword was reviewed and approved for targeting.
- Auto Approved: Indicates the keyword is already associated to the items targeted and included in the campaign.
- Auto Rejected: Indicates the keyword is a competitive brand term or not a viable search keyword for Roundel.
- In Review: Indicates that the keyword has been submitted and is currently being reviewed.
- Rejected: Indicates that the keyword has been reviewed and rejected as it does not meet Roundel's standards.



Target Product Ads – Search Keyword Targeting Guardrails:

- Items eligible to be advertised via Target Product Ads on a search page must be assigned to the query via Target's organic search relevancy engine (they show up organically).
- Roundel does not permit ads to explicitly* conquest a competitor's brand term.

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*Explicitly is defined as specifically targeting competitor branded terms.