
About Signal to Noise

- www.signaltonoise.com
- San Francisco, CA
- 45 employees
- Signal to Noise is a digitally-led, integrated marketing agency, building brands and driving results for major brands like eBay, Nike and AMC Theatres. The Signal to Noise name reflects the agency's approach to helping marketers make sense of a rapidly evolving media landscape and build communication programs that resonate. Signal to Noise is a part of Omnicom Group Inc. (NYSE:OMC) (www.omicomgroup.com).

Goals

- Manage online advertising campaigns in Canada, France and Germany
- Manage online campaigns aimed at specific American markets

Approach

- Use DoubleClick Ad Planner to supplement other media planning tools
- Use Ad Planner to plan, monitor and optimize results of online campaigns

Results

- Saved thousands of dollars in subscriptions to other media planning tools
 - Generated solid ROI on international campaigns
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Signal to Noise tunes into local and foreign markets with DoubleClick Ad Planner

Interactive agency Signal to Noise aims to cut through the clutter by delivering compelling messages to precisely the right audiences. The San Francisco agency serves name-brand clients in apparel, computers and online services, entertainment and travel.

It took a little time, but the agency got the news about DoubleClick Ad Planner. Now its media team uses this free tool to supplement other media planning tools and manage campaigns for specific cities, foreign countries and other languages.

Fuzzy reception

"When Ad Planner first came out a couple of years ago, we pretty much ignored it," admits Allen Stern, media director for Signal to Noise. It seemed like all his team's needs were covered by other, more traditional media planning tools.

That was, until a major online retailer asked Stern and his team to expand their campaigns to Canada, including websites in French. But the agency had no access to data from outside the U.S.A.—and no way to get it without an expensive upgrade to their existing services.

This time, when Stern took another look at Ad Planner, he was impressed.

"When we started to expand into Canada and to do French language campaigns, I tried Ad Planner again, and I was very surprised; I thought it was great!" he says. "All of a sudden, Ad Planner became a great tool for us."

Stern's team used DoubleClick's free online tool to identify likely sites in Canada for his client to place its ads, mostly banners in English and French. He used Ad Planner's flexible features to search for sites in Canada, in the French-speaking province of Quebec, or simply by language.

"We identified sites and put a plan together. Ad Planner actually helped us allocate budgets. Those ads worked great and have continued to drive ROI," says Stern. "So our client was very pleased, and we continue to deliver media plans for Canada."

It was the same story when his agency needed to understand the media landscape in France and Germany. Once again, Ad Planner helped Stern find and track appropriate sites, and saved the agency thousands of dollars in subscription fees for other tools.

And even though his team can't read French or German, that's not a problem; Ad Planner can still delve into a site's statistics and tell them—in English—whether it's a good prospect to add to a campaign.

Detailed and data-driven

"We are data-driven, so we definitely take the time to make sure our choices are going to deliver results for our clients," says Stern. He likes how Ad Planner helps him drill down to see many details about a site.

About DoubleClick Ad Planner

DoubleClick Ad Planner is a free research and media planning tool that helps media buyers and planners identify websites where audiences are likely to visit and make informed advertising decisions. Using a simple, visual interface, you can define your audience, find relevant sites for your ads, research individual sites you're interested in, build media plans, and evaluate the overall reach and relevance of your plans.

For more information, visit:
www.google.com/adplanner



signal to noise

"Ad Planner has clearly surpassed my expectations for a free planning tool. It supplies very granular planning information giving us the ability to compete with much larger agencies."
— Allen Stern, VP, Media Director for Signal to Noise

"It gives us a lot of information and insight into those sites, what they're like and how big they are, and we absolutely trust that data," he says.

His team of media planners have all have expressed "surprise or pleasure" at the data Ad Planner can provide. "For example, looking at a specific metro like Tyler, Texas is something we could not do with any other source," he notes.

His team often uses the "Search by Audience" feature to enter a list of competing sites a member of a target audience might visit, or keywords they might search for, and see what other sites Ad Planner can suggest for their campaign.

And he especially likes the intuitive user experience. "It's got a very clean and simple interface—better than the other tools we use. You sort of expect that with Google. So you don't need any training, it's very straightforward to use."

From local to global

As for the future, Stern expects to go on using Ad Planner whenever he needs information to build campaigns in other countries, in other languages, and for specific towns and cities in the U.S.

"From time to time we will do local ad campaigns and we will need to put together more granular plans for our clients," he says. "And for those kinds of campaigns, we will go to Ad Planner."

From the local to the global, from finding good prospects in American cities to advertising effectively in foreign countries, Ad Planner is helping this seasoned agency get the message across.