ampd

Ampd Account Manager

Customer

Path to Success

Onboarding & Integration

Campaign Launch

Optimization & Reviews

Scale & Expand

Week 1 - - - - - - - - - - →

Week 2 - - - - - - - - - - →

Weeks 3-8 - - - - - - - - - - →

Weeks 9- 12 - - - - - - - - - - →

Integration:
Platform Logins distributed & media channels integrated with Ampd

Onboarding Meeting
Introduction to platform and pilot criteria set

Campaign Set-Up:
AM teams reviews customer's assets and business goals. Prepare Campaign structures, identify Keywords and Audience. Socialize campaign set up and strategy prior to launch.

Launch:
AM teams finalize and confirm campaign launches.

Ampd University:
Logins and initiation into Ampd University for ongoing platform training

Scheduled Reviews:
Performance reviews scheduled ongoing 2x month

Ongoing Data Collection:
Review initial performance results; Learnings seeded into algorithms.

Initial Optimizations:
Co-develop plan for initial budget allocations and optimizations based on performance review. As plan is executed review results together during semi-monthly meetings

Plan for Scale:
Reviews of performance to identify areas for growth within existing campaigns

New Test & Learn:
Develop test & learn for additional scale and budget allocation.

Expansion:
90 day pilot review and expanded engagement