



The “Push Button” Solve for Optimizing your Ad Budget



The Current Ad Landscape

Data from digital advertising is siloed, disconnected, and controlled by various platforms and parties. There is not a viable “push button” option to evaluate advertising performance with direct insights on how to optimize ad spend and ad mix for the best results. Brands that spend a lot across many channels cannot easily see, control, scale, and succeed with their advertising programs.

Marketing Wastes Time and Money, but It’s Not Their Fault

Due to unclean data, performance marketers and their data teams spend countless hours constructing custom solutions to extract and organize data from various attribution systems and digital ad platforms (e.g., Facebook, Google, LinkedIn, TikTok, etc.) to present it in a usable format. Usually, the data is incomplete, and the communication to each platform breaks. This subpar environment prevents marketers from effectively leveraging technology to aid their decision-making. They are spending more time aggregating data and building models than refining their strategic and creative approach to driving value for the brand. And as their advertising programs grow, these challenges lead to an exponential increase in non-value work.



Problem

- Data isn’t clean and clear
- Spending way too much time on administrative tasks
- Don’t know how to break through scale barriers



Blueprint’s Solution

- Reduce the Noise with clear, aggregated data across channels
- Frictionless deployment and management
- AI suggested optimizations to help you break through scale barriers

+10%

**Increase in topline revenue,
first six months using Blueprint**

Every Marketer Cares About:

- Spend
- Results
- CPX

Blueprint Cracks the Cross-Platform Code

Blueprint is designed for performance marketers who make significant media purchases across digital platforms, empowering their data teams. Blueprint integrates with a marketer's current workflows and martech solutions, without lengthy deployments and implementation efforts. The platform streamlines the aggregation and modeling processes, enabling marketers to concentrate on how their results should shape their strategies and which creatives are generating revenue. By using Blueprint's wizard, marketers quickly visualize the steps they should take to drive further efficiency and productivity with their existing campaigns.

What Matters Most:

Blueprint's unique wizard and aggregation process seamlessly connects to each of the ad platforms a marketer is using. Once data is collected, Blueprint presents it in an easy to read dashboard, highlighting the three key metrics for digital ad spend. They are Spend, Results, and CPX, because campaigns have different goals. Blueprint dynamically adjusts the CPX to what matters: CP(Acquisition), CP(Click), CP(Follow), etc.

How to Measure Success:

There are Five Foundational Pillars that underpin advertising. Marketers strategize these pillars, and Blueprint uses them to evaluate and suggest changes to campaigns. They are 1) Creatives/Themes, 2) Audiences, 3) Landing Pages, 4) Platforms, and 5) Influencers. Blueprint analyzes each of these pillars and provides stack-ranked results on which ads are performing the best across each of these pillars that guide marketing's strategy.

Optimization - Where the Magic Happens:

Our optimization AI greatly simplifies cross-platform budget management. Today, agencies and brands have teams of employees that try to determine the best mix of the Five Pillars. Blueprint's proprietary AI engine instantly reviews every ad, across every platform, presented to every audience, and provides accurate insights on how to best spend advertising money.

There are a plethora of platforms that can be used to aggregate data, however, they take many human hours to connect and then rely on the data presented to them, which is modeled differently depending on the platform providing the data.