

BENCH BLUEPRINT

SAMPLE

Prepared for

**DUNDER
MIFFLIN,^{INC}**
PAPER COMPANY

BENCH®

iab.

IMAA

50

Technology Fast 50
AUSTRALIA
Deloitte.

BLUEPRINT SCOPE

**DUNDER
MIFFLIN,**
PAPER COMPANY



**MARKETING
& BUSINESS
OBJECTIVES**



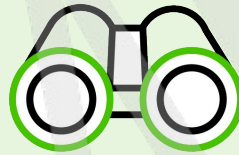
**CURRENT
MARKETING
CAPABILITIES**



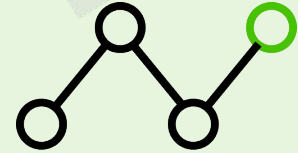
**MARKETING
TECHNOLOGY
UTILISATION**



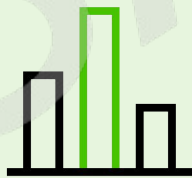
**1ST PARTY
DATA
MANAGEMENT**



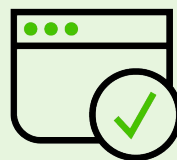
**CAMPAIGNS
GOALS &
RESULTS**



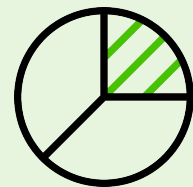
**CAMPAIGNS
TAGGING &
TECHNOLOGY**



**INVESTMENT
BRANDING vs
PERFORMANCE**



**CHANNEL ACCESS
CURRENT vs
DESIRED**



**REPORTING AND
ATTRIBUTION
MODELING**

GOOGLE ADS AUDIT

Account Settings	Auto-tagging	ON
	Call reporting	ON
	Negative keywords	OFF
	Auto-apply	YES

Campaign Settings	Goal Settings	Use both account goal settings and campaign specific settings
	Customer Acquisition	Bid for all customers
	Marketing objective	No goals selected
	Network	Search network

Other Settings	Linked Accounts	GA4, Merchant Center, Google Business Profile
	Automated rules	YES
	Campaign experiments	NO
	Tracking templates	NO

Observations & Recommendations	<p><i>The campaign structure is unnecessary complex, impairing effective management with identical ad groups containing identical keywords.</i></p> <p><i>The branded campaign keyword strategy should be limited to exact or phrases matches to avoid covering unrelated queries. We would also suggest to adopt “target impression share” as a bidding strategy to cover 80% of impression for the brand name against the current 15% coverage.</i></p> <p><i>All conversions are currently marked as priority conversions, we’d recommend to only mark “purchase” as the priority conversions and other as secondary conversions.</i></p> <p>[...]</p>	

APPSFLYER AUDIT

Setup	Account created	YES
	Users created	YES
	All relevant events are being tracked	NO
	Key stakeholders are AppsFlyer certified (optional)	NO
SDK integration	Placed on all operating systems (iOS, Android)	YES
	Organic data integrated	YES
	Paid media data integrated	Need all media costs and performance metrics to be fed through for each operating system and media buying platform for clearer campaign optimisation
Tracking & Measurements	In-app event	Implemented
	In-app purchase measurements	Not implemented
	ROI360	Not implemented
	SKAN	Not implemented
	Measuring uninstalls	Implemented
	Web-to-app attribution	Not implemented

Observations & Recommendations	<p><i>The current setup is lacking depth for advanced analysis on a greater scale. The implementation of ROI360 as a suite of reporting tools will allow for better understanding of return on ad spend and overall ROI. The implementation of SKAN is also crucial to gain visibility on iOS performance in a privacy-compliant manner.</i></p> <p><i>We recommend implementing a sync of results from all the different media-buying platforms into AppsFlyers, including cost/ROAS data.</i></p> <p>[...]</p>
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DIGITAL REVIEW SUMMARY

REVIEWED AREAS		CURRENT STATE	DESIRED STATE
Digital Presence	Website SEO	Needs improvements	A proper SEO strategy is required, including a content strategy in line with selected focus keywords. Technical issues to be addressed to improve the overall website health
	Website UX & UI	Needs improvements	An updated website is recommended to meet UX best practices and simplify customer journey
Digital Marketing	Brand Marketing	None	Design and activate a brand awareness campaign aimed at Dunder Mufflin's target audience. Measure impact through increased Brand recall and Search and Social lift in results
	Social Media Marketing	Limited	Expand current campaign's audiences to reach new customers, including leveraging 1st party data for lookalike modeling and retargeting
	Search Engine Marketing	Needs improvements	Budget investment need to be shifted from branded keywords to relevant non-branded keywords. Bidding strategies needs to be adapted to the campaign's goal. Use of broad keywords is recommended. Mark a single conversion point as primary, others should be secondary.

DIGITAL REVIEW SUMMARY (cont.)

REVIEWED AREAS		CURRENT STATE	DESIRED STATE
Digital Marketing	App Store Marketing	Fair	The current campaign optimises towards installs. We'd recommend to optimise towards revenue and in-app recurring actions
	Retargeting & Remarketing	Non existent	Considering the length of the sales cycle, this needs to be activated as soon as possible to lower your overall cost-per-acquisition
	Automated Marketing Flow	Non existent	Partner with an Email Marketing system to automate communication flows in order to drive usage and repeat purchases
	Geographic Targeting Optimisation	Non existent	Optimise media investment towards geographies attracting customers with higher lifetime value. Overlay with market size.
Attribution & Reporting	Cross-channel revenue reporting	Needs improvement	Advanced analytics integration required to provide a single source of truth as to revenue reporting
	Ease of reporting	Needs improvement	Needs a system to display all campaign data and results into a single dashboard accessible to all stakeholders
[...]	[...]	[...]	[...]

INTERESTED IN YOUR OWN BLUEPRINT?

CONTACT US

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