

Anomaly's Ad Operations Team can provide your agency with full service digital campaign implementation

Take the burden off your digital producers and web developers with Anomaly's Digital Campaign Management service

- Creative Asset Management
 - Uploading, attaching and testing your assets in the ad server
 - Configuration of your targeting and frequency settings
 - Integration of ad tracking into granular reporting and optimisation
- Tag Management
 - Use a team of tagging specialists to implement your digital campaign with accuracy
 - Service includes:
 - A focused tagging strategy
 - Tag Implementation
 - Site Tag Audit to confirm all tags are firing
 - Monitoring, Reporting and Rectification (monitor all tags and rectify any issues immediately)
- Tag SCAN
 - Innovative tool that scans your website daily
 - Real time alerts for any broken tags
 - Ensures integrity of your campaign reporting and minimises risk
- Full service digital campaign implementation
 - Trafficking your campaign
 - Creative management and Tag Management

The benefits of outsourcing your creative management or tag management

- Saves you time and resource
- Specialist team equipped with knowledge of the latest ad tagging techniques and technology including html5
- Incorrect implementation of tags increases website load times
- 3rd party co ordination during the campaign
- Weekly reporting via dynamic dashboard
- Post campaign analysis

For further detail please get in touch with | melanie.ingrey@anom.com.au | weareanomaly.com