



Features of TOP 2.0

TOP stands for “Transparency in Online Media Planning”. It is a joint initiative of AGOF and its market partners to ensure transparency in online media planning.

TOP 2.0 was recently entirely revised and offers a fully improved planning module that simplifies media planning for online advertising by offering media-specific functionalities. Apart from improving the usability, the depth of analyses and performance of the planning software were also increased.

Adequate Online Media Planning

The aim of TOP is to allow planning and forecasting of particular characteristics of online campaigns. This is why TOP is continuously further developed and supplemented by additional functionalities relevant for media planning.

When accessing the AGOF studies in TOP 2.0, all common media performance values and target group characteristics for online campaigns are available. At the heart of the “internet facts” study is the “Unique User” (net media coverage), which has become a standardised online coverage currency in Germany. In addition, TOP 2.0 offers predictable and valid standards of media-specific features such as Frequency Capping and Targeting. Both ex-post and ex-ante analyses are possible with TOP 2.0.

Product Profile

AGOF commissioned the IT service provider COMSulting to develop TOP 2.0, which is owned by AGOF. The planning software is based on the technical platform of mediMACH. All previous publications of the “Internet Facts” study can be evaluated with TOP 2.0. The development of TOP is an ongoing process, which is supported by numerous users contributing excellent ideas.

Since the publication of the “internet facts 2008-III” study in December 2008, the planning software and the study itself have both been also available in English. Thus, evaluations and media plans created with TOP can also be easily integrated into international projects. In September 2009, AGOF published the “internet facts 2009-II” study along with the presentation of the new version TOP 2.0. TOP 2.0 offers a highly simplified usability and, at the same time, does not compromise on the depth of the analyses and the range of options. Moreover, TOP 2.0 displays performance values and costs for individual bookings and not just for entire media plans.

The background processes and usability of the tool were optimised so as to make the processes of creating, editing and evaluating media plans much faster. The user can adjust all displays in an intuitive and simple way and set these adjustments as default for further operations.

A unique new feature in TOP 2.0 is the possibility to display performance values for individual bookings, instead of only for entire media plans. Thus, costs and performance



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values, among other things, can be tracked by individual bookings. Online offerings can be booked with several advertising formats in simple and clear steps. Optimisation options such as Frequency Capping and Targeting can be included for single or several insertions simultaneously.

The significantly increased cost transparency is especially relevant for agencies. In TOP 2.0, individual negotiation results can be entered at marketer or media offering level and can be saved or accessed by customer.

The innovative evaluation and planning tool TOP 2.0 strengthens the position of the AGOF “internet facts“ study as the leading study for online media planning. The new features were developed in close cooperation with media agencies.

Click [here](#) for a PDF with a short summary of the TOP product profile including an option to directly order the tool.