



Targets of AGOF

What we Want

AGOF is an affiliation of online marketers and advertising media offering transparency and standards in digital advertising media research irrespective of individual interests.

AGOF uses the term “online” for all media actively linked to a network, providing a back channel that connects the media user with the media provider.

Establishment of a Standardised Coverage Currency For Digital Media

Based on a multi-method model, AGOF collects coverage and structural data for online advertising media. Its market media study **internet facts** and the performance value Unique User determined therein have helped to successfully establish a standardised online coverage currency as a basis for online media planning.

In addition, AGOF aims at establishing a similar standard for mobile coverage in terms of contents and quality with its media study **mobile facts**. The Unique Mobile User performance value now also allows for planning of mobile advertising media, thus enabling you to add and use this type of digital media in your media mix.

In cooperation with its market partners – in particular the ag.ma, advertising agencies and online media agencies – and their standards, AGOF continues to further improve its studies in order to meet the continuously changing demands of the market. Moreover, AGOF is rising to the challenges of the market, always carrying out its work according to its predefined targets.

Tools and Services For Practice-Oriented Data

In cooperation with its market partners, AGOF offers respective tools and trainings to ensure the correct use and handling of practice-oriented data.

The planning tool TOP (**T**ransparency in **O**nline Media **P**lanning) was specially developed by AGOF and its market partners and launched in August 2007, offering a new dimension of online planning based on the AGOF Internet facts. With the help of media-specific planning functions, market participants are now able to use TOP to plan and forecast particularities of an online campaign. Since September 2009, the second generation TOP 2.0 has been in use. The planning tool is adapted and optimised to fulfil the continuously changing market requirements.

The AGOF Academy, founded in February 2008, ensures the correct use and handling of TOP and study data. It is a logical extension of AGOF’s market-oriented activities and helps to equip all market partners with the necessary know-how to efficiently and successfully use the Internet as an advertising platform.

Cooperation with ag.ma



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Due to its high demands in quality and the prerequisites for cross-media planning of online advertising, AGOF has decided to have the umbrella ag.ma (Arbeitsgemeinschaft Media-Analyse) [Media Analysis Working Committee] evaluate the coverage data of the Internet Facts. The methodological umbrella ag.ma carries out the online coverage evaluation for “ma Online” since January 1, 2009..

More Information

- internet facts
- Planning
- Academy
- Participating