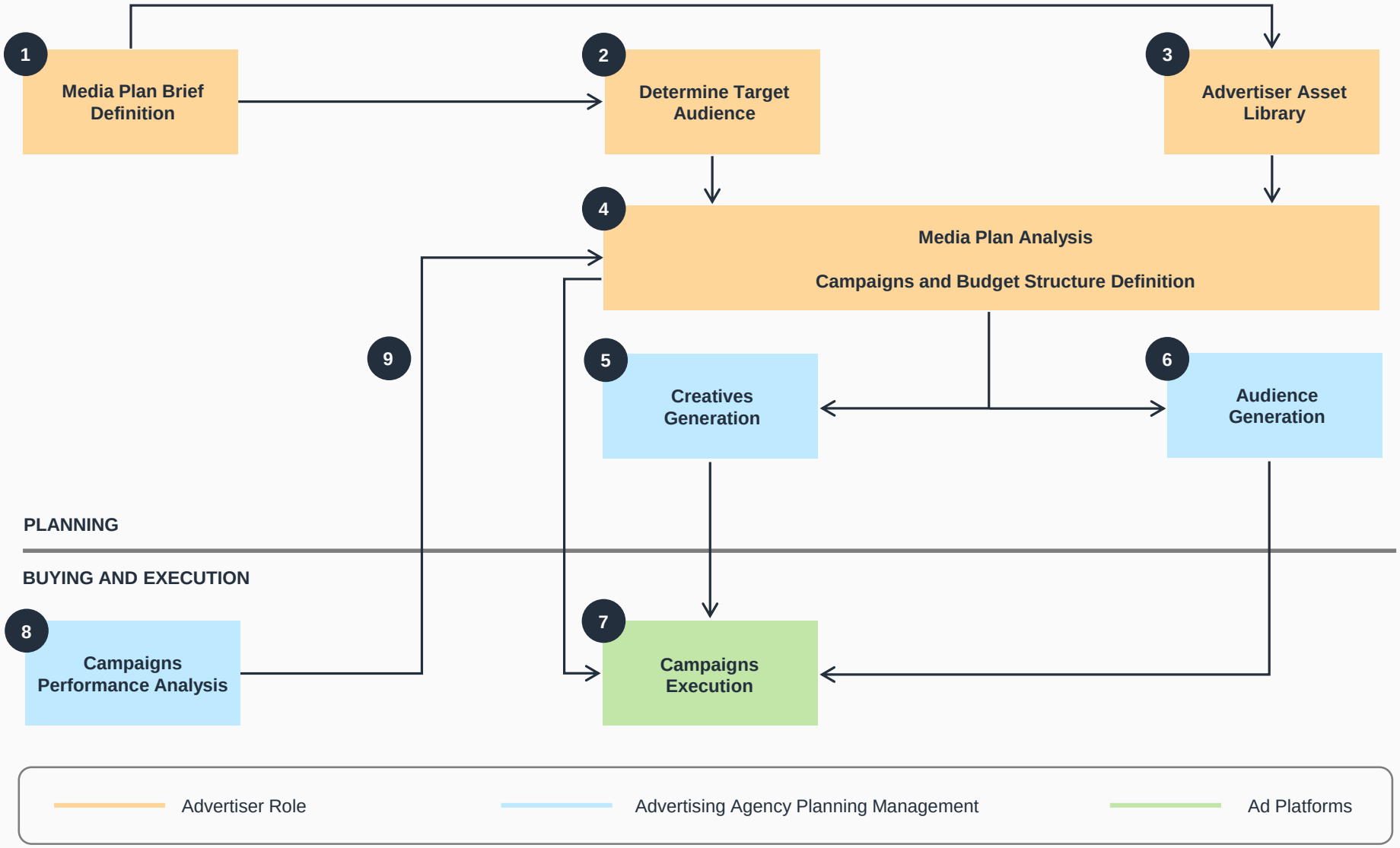
Guidance for Advertising Agency Planning Management on AWS

This diagram shows the data flow process for advertising agency planning management.



1. Advertiser creates the media plan brief that describes the objective of the advertising campaigns directly tied to the overarching goals of their business. This can be a prospecting upper-funnel campaign or specific retargeting lower-funnel campaign.
2. Using advertiser in-house customer data solutions, define the targeted person(s) that represent the ideal customer profile. The output of this step is either a target audience list or specific target persona (for example, existing customers with CLTV > X).
3. The advertiser asset library provides a sample creatives or full campaigns creatives to be used during the campaign creative configuration.
4. Advertising agency planning management incorporates the media plan brief and targeted audience to optimize campaigns structure and budget across channels.
5. Advertising agency planning management leverages purpose-built large language models (LLMs) to create campaigns creatives artifacts including text, image, audio, and video.
6. Advertising agency planning management creates campaigns targeted audience using custom audience uploaded from advertiser in-house customer data solutions or from the campaigns brief (for example, demographics settings).
7. Cross-channel advertising campaigns execution and delivery happens through publisher platforms and tools.
8. Advertising agency planning management collects campaigns and creatives performance metrics and makes them available to the advertiser using business intelligence (BI) services.
9. Advertising agency planning management digests the campaigns and creatives feedback to optimize the next cycle of media plan analysis.

Reviewed for technical accuracy May 3, 2024

AWS Reference Architecture

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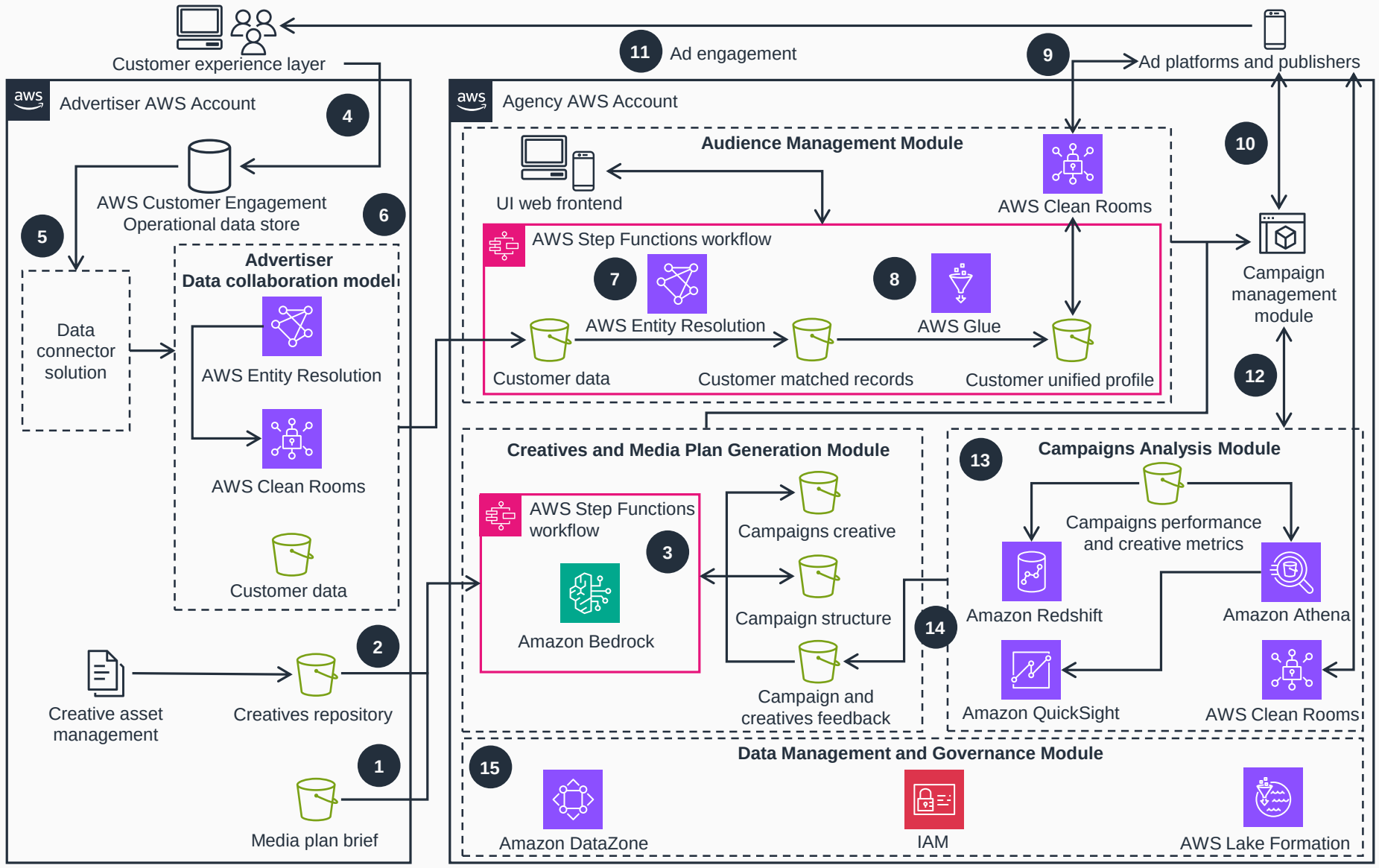
This architecture diagram shows how to modernize advertising planning management in detail. This slide includes Steps 1-7.



1. Advertiser develops the media plan brief artifacts and stores them in **Amazon Simple Storage Service (Amazon S3)**.

2. Advertiser stores branded media creatives in **Amazon S3** for advertising agency planning management to consume. Alternatively, advertising agency planning management consumes the creatives from the content management system (CMS) through API integration.

3. Once the media plan brief is uploaded to **Amazon S3**, an **AWS Step Functions** workflow containing **Amazon Bedrock** is initiated. This workflow invokes purpose-built LLMs available in **Amazon Bedrock** to analyze the media plan brief and extract campaigns structure, budget, and targeted channels. Similarly, **Amazon Bedrock** is used to generate text and image campaign creatives for the new campaigns. The generated assets are stored in **Amazon S3**.

4. Advertiser collects and stores first-party customer engagement data in the AWS Customer Engagement operational data store.

5. Advertiser collects the consumer interaction data in an **Amazon S3** data lake through AWS data connector solutions and AWS Partner solutions.

6. Advertiser unifies first-party customer engagement data stored in **Amazon S3** using **AWS Entity Resolution** and onboards it to the advertising agency planning management using **AWS Clean Rooms**. This allows advertiser to protect sensitive raw data while sharing other dimensions.

7. The **AWS Entity Resolution** workflow reads the consumer identity data and generates a common ID for consumer records across multiple sources. The output of the **AWS Entity Resolution** workflow is stored as customer matched records in **Amazon S3**.

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AWS Reference Architecture

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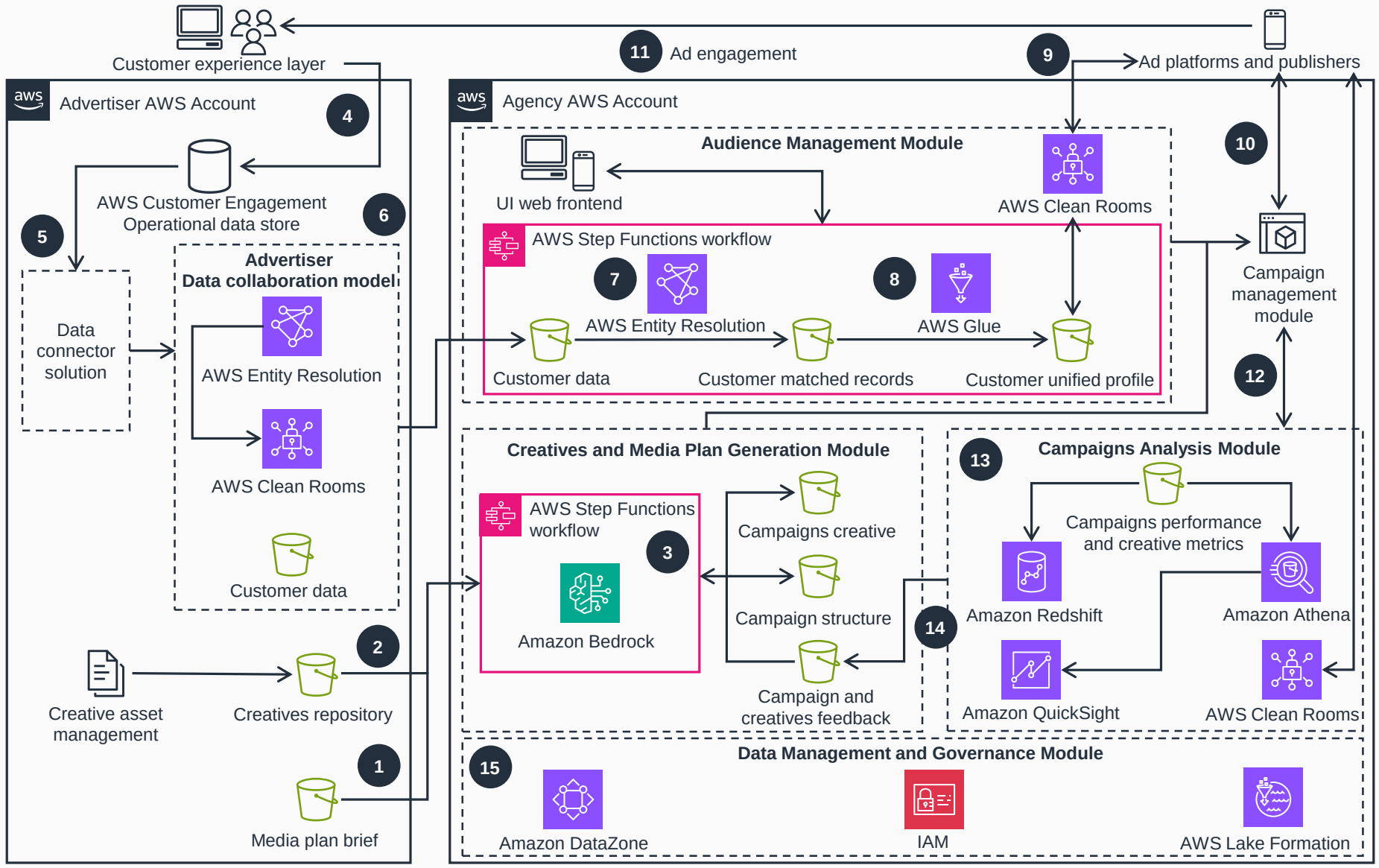
This architecture diagram shows how to modernize advertising planning management in detail. This slide includes Steps 8-13.



8 **AWS Glue** extract, transform, load (ETL) jobs consume the **AWS Entity Resolution** workflow output and generate the unified consumer profile data tables, which are used for campaign audience building. The **Step Functions** workflow orchestrates the customer data processing between **AWS Entity Resolution** and **AWS Glue**. Optionally, a web user interface front-end can be developed to control the **AWS Entity Resolution** workflow and **AWS Clean Rooms** collaboration creation.

9 Using **AWS Clean Rooms** machine learning (ML), lookalike audiences are created. In the **AWS Clean Rooms** collaboration, ad platforms and publishers use their audience interaction data to train the pre-built **AWS Clean Rooms** lookalike model. Advertisers bring the seed data for audience expansion.

10 The campaign management module is a solution built using AWS services or consumed as an AWS Partner solution that manages the advertising campaign components. This module combines the campaign audience and the creatives, carrying out campaigns across multiple campaign channels using file and API integrations.

11 Once the campaigns are live, the targeted audience starts to engage with the ad placements and generates new customer engagement data through the customer experience layer, such as web and app. The generated customer engagement data is stored in customer engagement storage to be consumed in campaigns audience creation.

12 An **AWS Clean Rooms d**ata collaboration brings together advertiser first-party data and publisher campaign data to perform campaign performance analysis.

13 The campaign performance and creative metrics, such as impressions and clicks, are delivered to **Amazon S3** from the campaign management module. The output will be consolidated and queried using **Amazon Athena** or loaded in **Amazon Redshift** and visualized using **Amazon QuickSight**.

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AWS Reference Architecture

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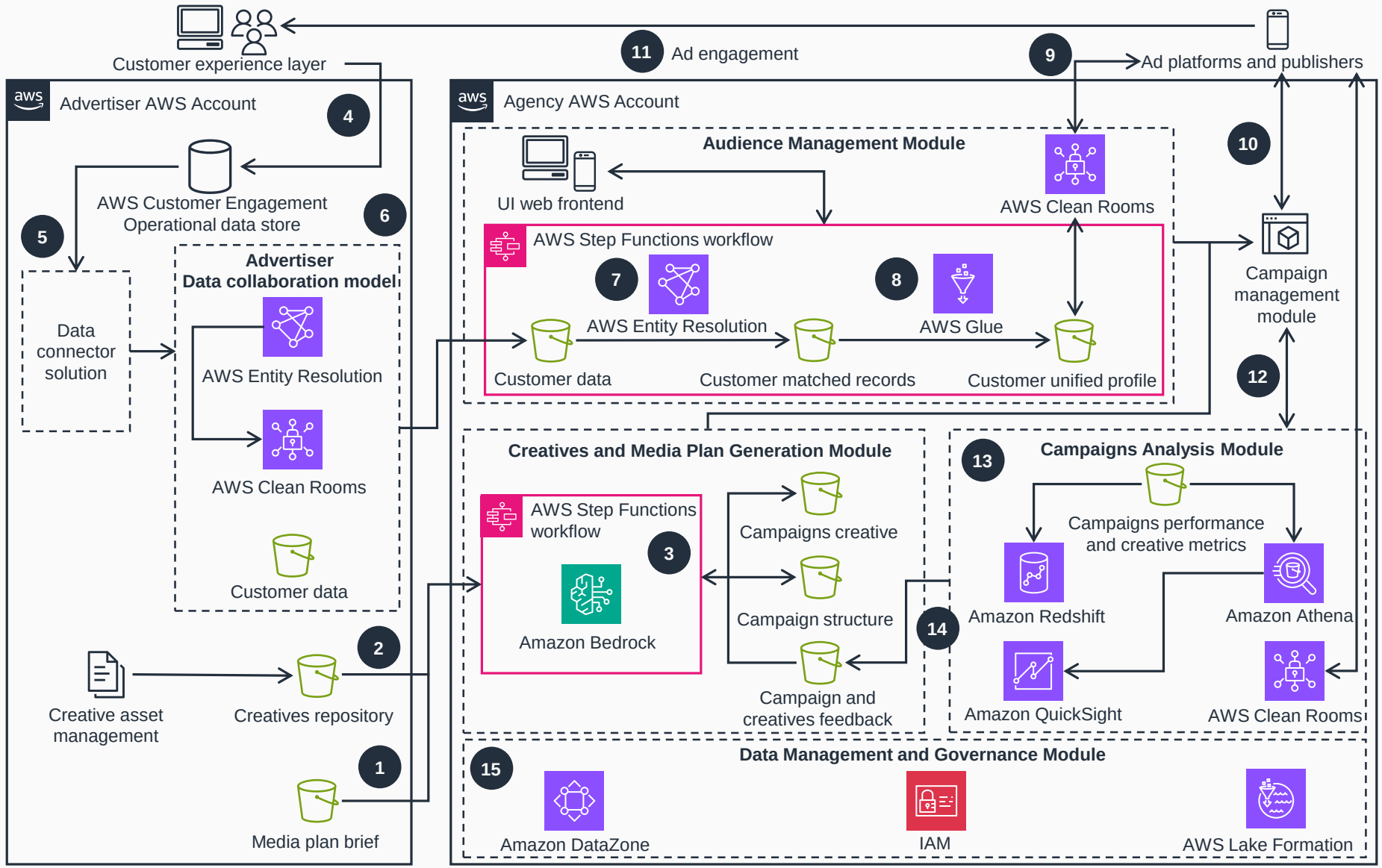
This architecture diagram shows how to modernize advertising planning management in detail. This slide includes Steps 14-15.



14 This data will be used to engineer prompts for **Amazon Bedrock** LLMs. The variables being optimized include campaign budget adjustment and creatives themselves.

15 **Amazon DataZone** and **AWS Lake Formation** define granular access controls on **AWS Glue Data Catalog** tables in the data lake. **AWS Identity and Access Management (IAM)** securely manages identities and access to AWS services and resources.

AWS Reference Architecture