



Frequencies in the digital age

Traditional media planning has been based on reach – we want to reach as many people as possible with our message. We didn't really have to worry about double coverage in print, since our customers usually flipped through their magazines once or twice. Digitally however, things have changed. You can reach your audience on multiple sites, on numerous occasions – so how should you handle frequencies? The standard way today is to keep your frequencies to a minimum, simply because advertisers know who they want to reach, but not how to reach them. With today's advertising technology this is no longer the case.

If you want to reach persons with a proven interest in Arts & Entertainment, why keep frequencies low in that population? A couple of ad impressions per day might not be a bad idea. Shooting too wide, and keeping your frequencies too low will make you miss your target. Let's say you're doing a three-week campaign, with an overall frequency of four. This means that the person you're trying to reach will view your ad at the most four times. Now, take in to account that an average Internet user see hundreds of ads – every day. Is a frequency of four enough? The well-known AIDA model lists four events that may occur when we engage ourselves with an advertisement; Attention, Interest, Desire, Action. The first, and maybe most basic step is Attention – make sure your customer knows you and your product and get their attention. Can you attract attention with a single ad?

Make your campaigns as effective as possible – increase frequency and influence your target group.

