



# Campaign Management Measurement & Insight (CM/MI)

What is it, why/when do I need it and  
how does it help me?

August 2023

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# What is CM/MI?

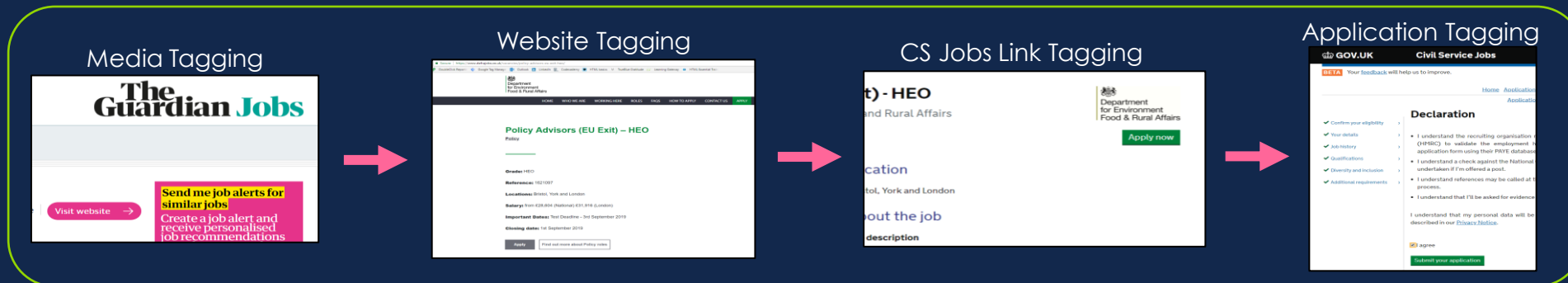
CM/MI is the activity of tagging, tracking and reporting on the performance of online media

You want to know how every pound spent, of your media campaigns are performing – this is the tool that delivers you that insight

- Every piece of media inventory (banners, buttons, HTML Emails etc), is individually tagged and tracked as candidates' progress from media, through to your landing page or in some cases your ATS
- We tag the candidate journey to match up the media inventory, to the click and then through to 'apply'
- The CM/MI Team work alongside The Media Team to ensure a swift implementation of tracking tags is achieved

CM/MI allows you to track the following data:

- Cost Per Click (CPC), and volume of clicks per media channel
- Cost per submitted application
- Device data (did candidates start their journey on a mobile, desktop or tablet device)
- Behavioural activity – what times/days of the week yielded the greatest number of clicks, from each media channel
- Conversion rate data – which media yielded the greatest number of started and submitted applications
- Location data – where are candidates clicking/applying from



# Benefits

Why would I use this tool and how will it benefit my campaigns?

- CM/MI enables us to **monitor and evaluate the candidate's journey** (do candidates stop the journey when they arrive at the website or mid-way through application?)
- We can **measure the performance of each media title** from every angle (CPC, location performance, conversion rates etc)
- The data enables TMP and DEFRA to understand which media to select for **future campaigns** – what actually worked last time and for other customers in the same scenario?
- Tracking activity while a campaign is live means that TMP can **negotiate free inventory**, from media titles that are underperforming
- Optimising – TMP can **optimise performance** of the campaign in real-time
- See how each media is performing individually and in **comparison to every other channel**
- Using this data can achieve **significant savings** for future campaigns
- You can offer vacancy holders **accurate reporting data** per campaign



# CM/MI dashboard

An example of the detailed reporting dashboard you can receive per campaign, per week and at the end of campaign:

CPC & clicks data

Spend data

Conversion data

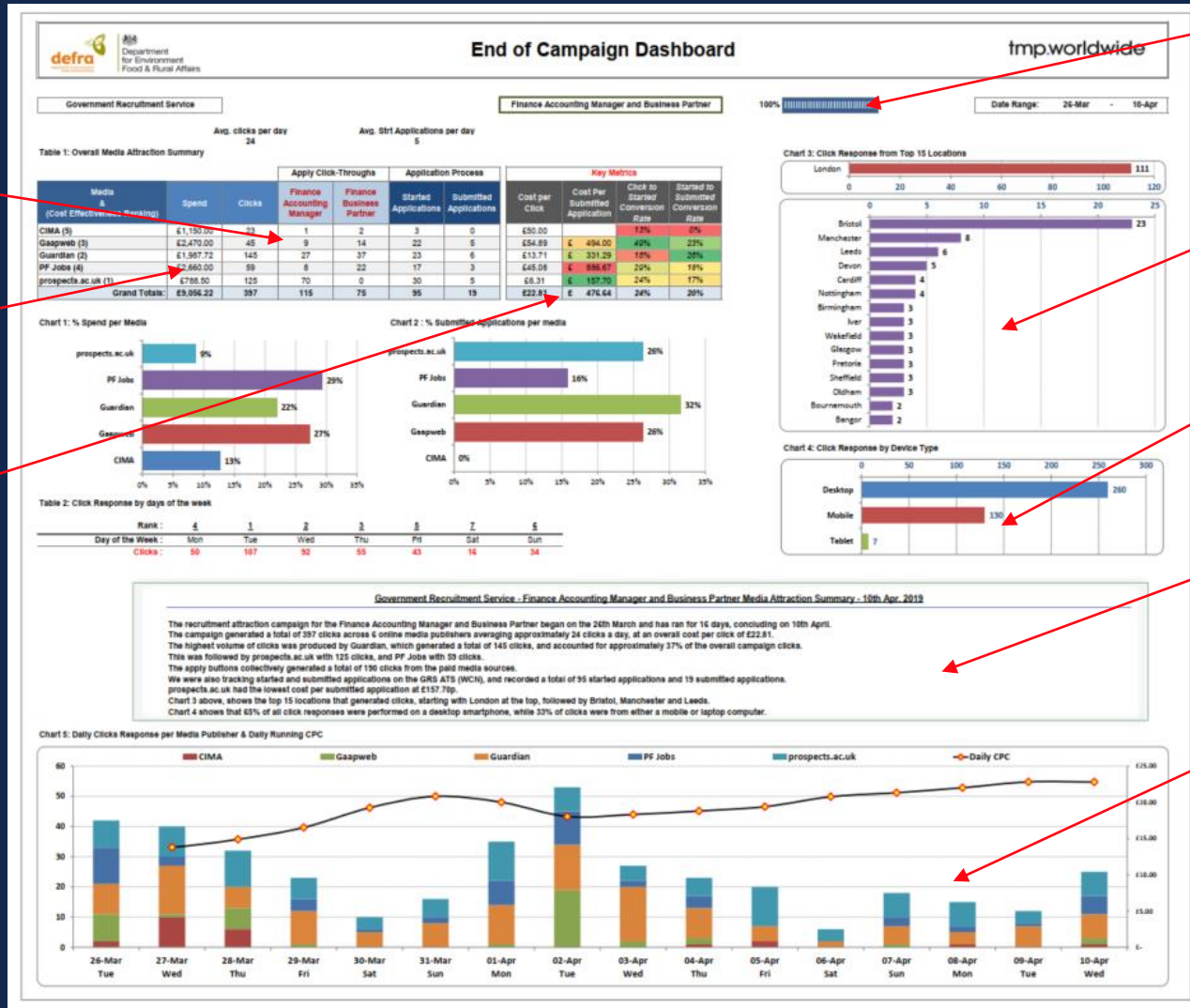
Progress data

Location data

Device data

Data narrative

Time of day/week data



# Timeline

If you choose to use CM/MI to support a campaign, what difference does it make to the go-live timeline?

All standard TMP SLAs here:

Process	SLA
Brief in to receive schedule –under £15k	2 full working days from receipt of brief
Brief in to receive schedule –over £15k	5 full working days from receipt of brief
Copywriting – up to 2 pieces	2 full working days from receipt of brief
Copywriting up to 5 pieces	3 full working days from receipt of brief
Copywriting – 6 pieces plus	TMP to advise dependent on scope of requirement (more than 2 full working days)
Go live – no CM/MI	2 full working days from approval
<b>Go live – with CM/MI</b>	<b>5 full working days from approval</b>
Receive dashboards	Earliest one week after 1 <sup>st</sup> insert date
CM/MI Dashboard/Reporting calls	Dashboard provided by TMP (not before 1 week of activity) <ul style="list-style-type: none"><li>- Weekly calls for campaigns over £5k</li><li>- End of campaign dashboard call to be requested by customer if required</li></ul>
Campaign extensions	2 full working days notice required

# Cost for DEFRA Customers

CM/MI is a non-compulsory service and will only be recommended to support campaigns that meet one or more of the following criteria:

- Include multiple media titles
- Are typically over a value of £5,000
- Have a track record of poor performance
- Require a high level of reporting for stakeholders
- Represent a regular skills demand
- Are high-profile

12% of total  
customer media  
cost\*

\*Reduced from 18% for DEFRA customers

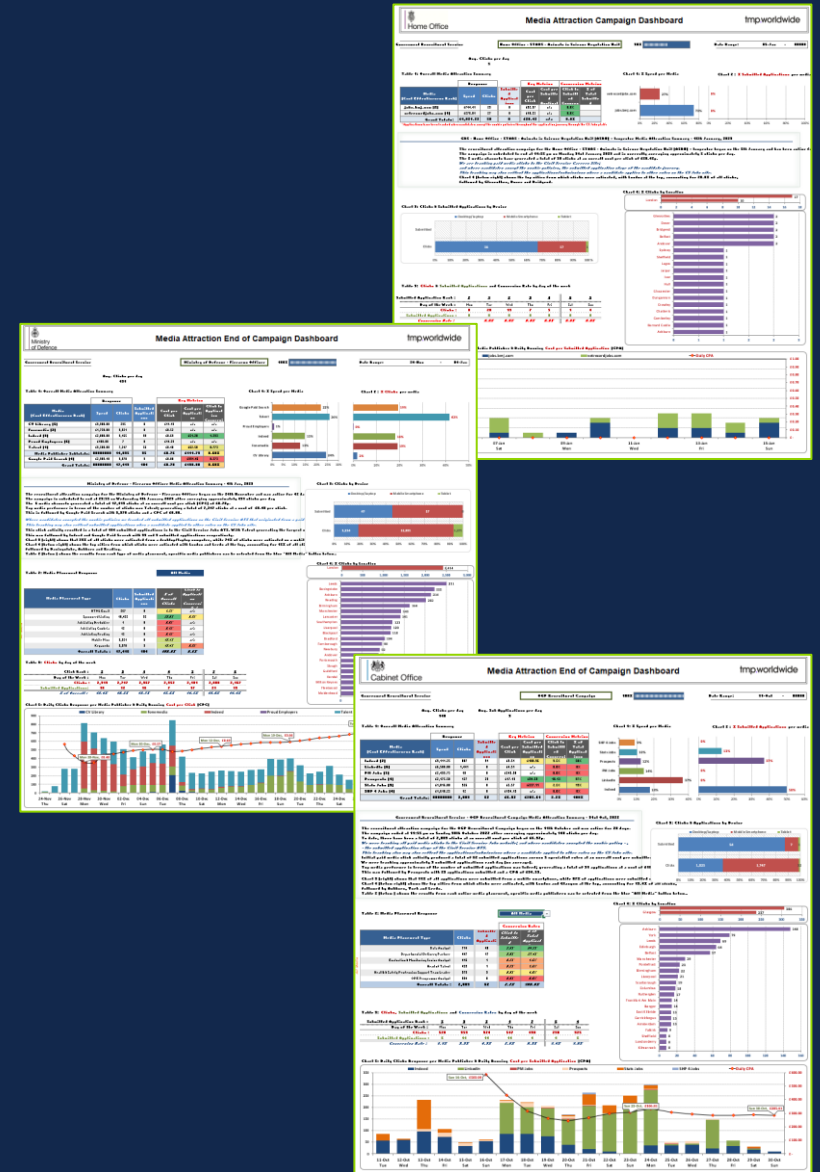


# Summary

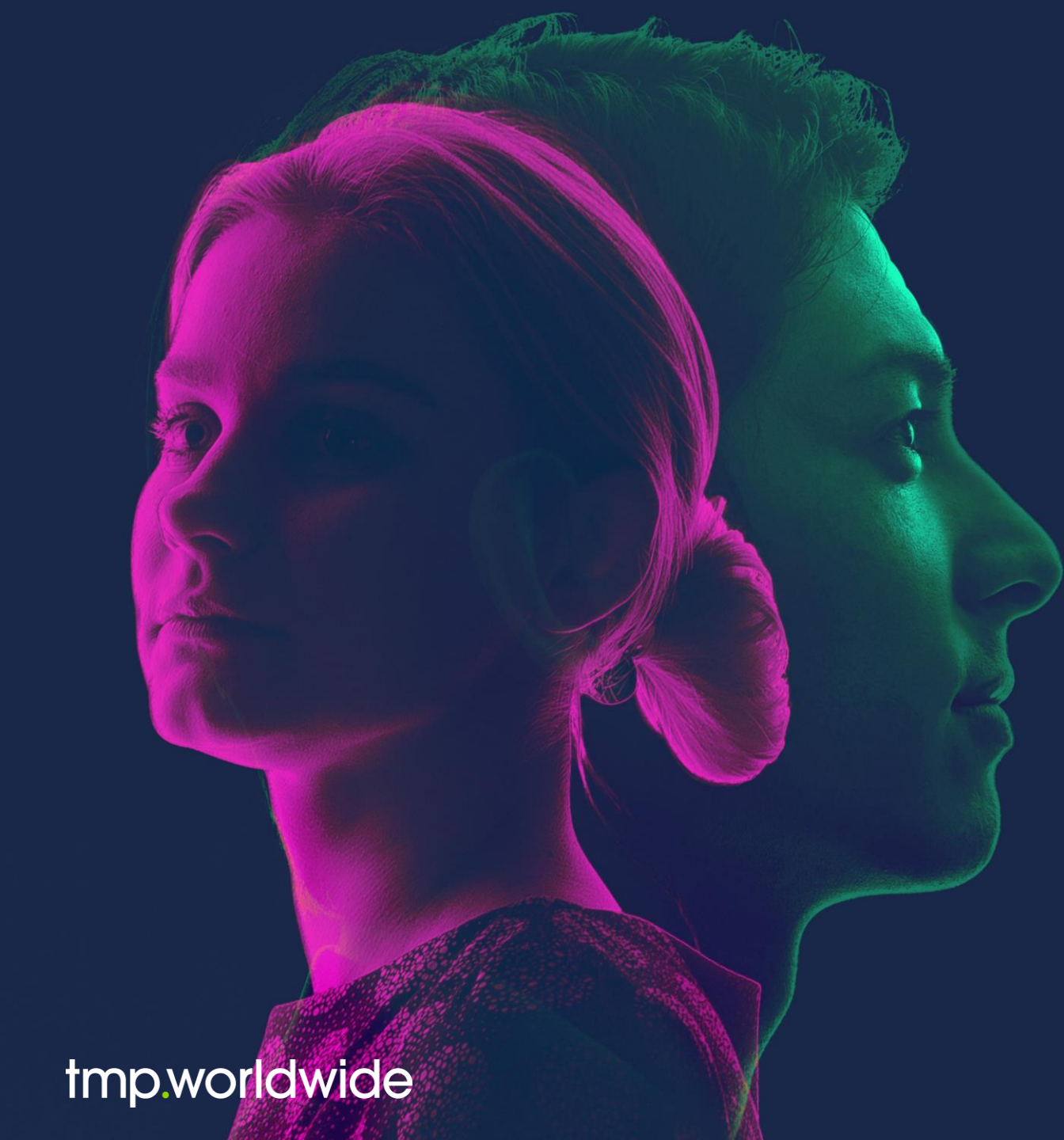
CM/MI is used to help measure performance and save you time and money, when thinking about future campaigns. It will increase recruiting effectiveness and also allow for real-time campaign adjustments. It is a paid service that sees customers take hold of their data, to make smart campaign decisions. It will add a small amount of time for your campaign to go live, but it will offer data, that is otherwise unavailable about your campaign performance.

To find out more please reach out to us via

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Thanks!

[www.tmpw.co.uk](http://www.tmpw.co.uk)