

# PROMPT GUIDE FOR VIANT AI

EMPOWER YOUR CAMPAIGN SUCCESS WITH SPEED & EASE



**VIANT.**

# PROMPTING BEST PRACTICES

When using AI to assist with creating a media plan for a programmatic campaign, incorporating key elements ensures that the output is tailored and actionable. Here's how to structure an effective AI prompt for this task. Note that all of these fields are optional, but the more context you provide, the better the output.

## KEY ELEMENTS FOR PROGRAMMATIC TRADERS

- **OBJECTIVE:** Begin by defining the primary goal of your media plan. (i.e. brand awareness, lead generation, driving sales conversions.)
- **ADVERTISER:** Identify the advertiser or business you're building the campaign for. You can either specify the brand or link directly to the advertiser's website or landing page to give AI additional context.
- **TARGET AUDIENCE:** Be precise when describing your target audience by including key characteristics such as demographics, behavioral traits (e.g., interest in fitness, frequent online shoppers). This ensures the media plan is optimized for reaching the most relevant users.
- **CHANNELS:** Specify the media channels you want to include in the plan. The more specific you are, the more aligned the output will be to your strategy.
- **BUDGET & TIME FRAME:** Provide details about the campaign's financials and time scope such as total budget, daily or weekly budget caps, campaign start and end dates. ViantAI will use this information to ensure your budget is allocated effectively over the selected period.
- **PERFORMANCE METRICS:** Highlight the KPIs that matter most to your campaign (i.e. impressions, conversions, brand funnel lift, reach, etc.). This allows the AI to focus on creating a plan that maximizes performance around these goals.
- **CAMPAIGN NUANCE (ADVANCED):** Include any specific strategies or tactics you want to incorporate, such as: Frequency caps to limit ad exposure, sequential messaging strategies, allocating a certain portion of the budget to specific publishers, preferred inventory or premium placements.

These details will be taken into account by ViantAI to provide you with a media plan that aligns as much as possible with your overall campaigns strategy and objectives.



# VIANT AI EXAMPLE PROMPT


Let's put all of the information above together into an example template:

**V** I need to create a media plan with the goal of **[Objective: brand awareness/lead generation/direct response]** for **[Advertiser: company name or link to website]**. The target audience includes **[Target Audience: demographics, behaviors, specific segments]**, with a focus on reaching **[additional audience details or custom segments]**.

The campaign will run across **[Channels: CTV / display/mobile / native / digital out of home / streaming audio/ in-game / video]**, with a total budget of **[Budget: total budget amount]** allocated over **[Time Frame: start and end dates]**. Please optimize the media allocations accordingly.

Our primary KPIs will be **[Performance Metrics: impressions/conversions/reach/CTR]**, and we'd like the campaign to focus on **[specific performance goals or optimizations]**.

Additionally, we'd like to incorporate the following strategies: **[Campaign Nuance: frequency caps, sequential messaging, preferred publishers, specific budget allocations]**.

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# ABOUT VIANT

For over 25 years, Viant® (NASDAQ: DSP) has been at the forefront of technology innovation for advertisers. As a premier enterprise-grade Demand Side Platform, Viant excels in delivering omnichannel digital advertising, driving growth through connected television (CTV), advanced identity solutions, and AI-driven Autonomous Advertising. Through the Adtricity® sustainability program, Viant champions a more sustainable future for digital advertising. Headquartered in Irvine, CA, Viant has received accolades from G2 as the Best Software in Marketing & Advertising, Great Place to Work® certification, and the Business Intelligence Group's Innovation award for AI advancements. Learn more at [viantinc.com](https://viantinc.com).