



WHITEPAPER

# Campaignster: A Unified Platform - Insights from Our Vlaio Experience and the Journey through Proof of Concept (PoC) and Proof of Business (PoB)

by  
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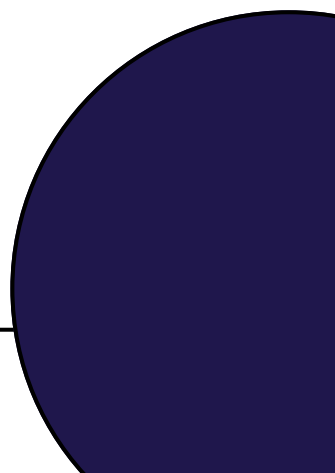


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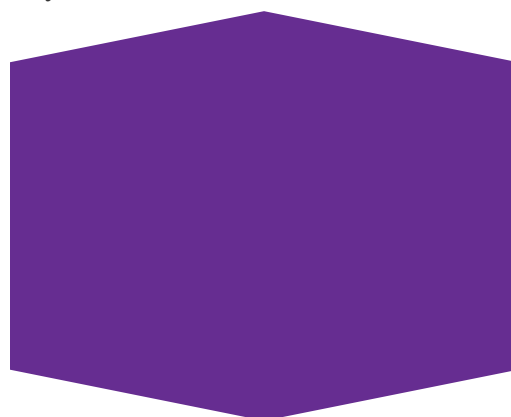




Accompanying visual content that immediately catches the eye. Include photos, illustrations, and other graphics to match. Appeal to your audience, choose the right fonts and images, and you'll have a magazine that people will remember for years to come. A magazine can be a great way to reach your audience and communicate your message to the world. With great, curated content.

When you've decided on your cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists. Think about what your audience would be interested in and get writing! Again, choose engaging photos and graphics to accompany your words, as these also help catch your audience's eye.

Most magazines feature a full-page advertisement, which you're also welcome to do. Why not partner with a local business and feature their products? Add your social media handles, email, or even any publication information you think they'd be interested in. You can even just extend your cover photo to keep things clean and simple. A magazine can be a great way to reach your audience and communicate your message to the world. With great, curated content.



# STATEMENT

In the rapidly evolving world of digital advertising, campaign managers face increasing pressure to deliver results while juggling a multitude of tasks across various platforms. The traditional approach to managing advertising campaigns is fragmented, requiring the use of multiple tools for different stages of the campaign. This fragmentation leads to several key issues:

1. **Inefficiencies in Workflow:** Campaign managers must switch between numerous platforms to handle strategic planning, content creation, media buying, and reporting. This not only wastes time but also increases the likelihood of errors.
2. **Lack of Cohesive Data Integration:** Data is often siloed across different tools, making it difficult for campaign managers to get a comprehensive view of their campaign's performance. This fragmentation hampers their ability to make informed decisions and adjust strategies in real-time.
3. **Time-Consuming Processes:** The need to manually integrate data from various sources and generate reports consumes valuable time that could be better spent on strategic tasks. This inefficiency is costly and limits the overall effectiveness of campaigns.
4. **Data Silos and Fragmentation:** Isolated data across various tools results in a fragmented view of marketing campaigns. This fragmentation hampers marketers' ability to make informed, data-driven decisions and achieve comprehensive strategic insights.

Recognizing these challenges, Dattico and Red Sheep set out to create a unified platform that could streamline the entire campaign management process, from strategic planning to reporting and analysis.

# THE CONCEPT: A UNIFIED PLATFORM FOR THE COMPLETE ADVERTISING CYCLE



Campaignster was conceptualized as a one-stop solution for campaign managers, addressing every aspect of the campaign cycle. The platform was designed with the understanding that campaign managers are required to perform a wide range of tasks, often under tight deadlines and with limited resources.

The key features of Campaignster include:

- 1. Strategic Planning:** Campaignster offers tools for developing comprehensive marketing strategies. It allows campaign managers to define objectives, identify target audiences, and allocate budgets effectively. The platform integrates data from previous campaigns and market research to provide insights that inform strategic decisions.
- 2. Content Advisory:** Creating compelling content is crucial for the success of any advertising campaign. Campaignster includes a content advisory module that helps campaign managers craft messages that resonate with their target audiences. The platform suggests content formats, themes, and tones based on data-driven insights, ensuring that the content aligns with the overall strategy.
- 3. Project Management:** Campaignster streamlines project management by providing tools that help campaign managers coordinate tasks, set deadlines, and monitor progress. The platform's intuitive interface allows for easy tracking of customer engagement, ensuring that everyone stays on track and that campaigns are executed efficiently.
- 4. Media Buying:** Media buying is a complex process that requires careful planning and execution. Campaignster simplifies this process by integrating with major advertising platforms like Facebook Ads, Google Ads, and TikTok Ads. The platform provides real-time data on media performance, enabling campaign managers to make informed decisions and optimize media spend.

**Reporting and Analysis:** One of the most time-consuming aspects of campaign management is generating reports and analyzing data. Campaignster automates this process, providing campaign managers with comprehensive reports that include key performance indicators (KPIs), audience insights, and recommendations for future campaigns. The platform's analytics tools allow for deep dives into data, helping campaign managers understand what worked and what didn't.

# BENEFITS

## **STRATEGIC PLANNING (15 HOURS SAVED) 01**

Campaignster streamlines the strategic planning process by providing ready-to-use templates, data-driven insights, and automated budget allocation tools. This reduces the time spent on manual research and planning.

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## **CONTENT ADVISORY (20 HOURS SAVED) 02**

The platform's content advisory module eliminates the need for extensive brainstorming sessions by offering data-driven content suggestions. This reduces the time required to develop creative briefs and draft content.

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## **PROJECT MANAGEMENT (40 HOURS SAVED) 03**

Campaignster's project management tools simplify task coordination and progress tracking. Automated reminders, collaborative features, and real-time updates ensure that campaigns stay on schedule, reducing the time spent on manual project management.

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## **MEDIA BUYING (40 HOURS SAVED) 04**

The integration with major advertising platforms allows for seamless media buying and optimization. Campaign managers no longer need to navigate multiple platforms or manually input data, saving significant time in media planning and execution.

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## **REPORTING AND ANALYSIS (20 HOURS SAVED) 05**

Automated reporting and analytics tools generate comprehensive reports with minimal effort. Campaign managers can quickly review performance metrics and adjust strategies without spending hours compiling data.

## PROOF OF BUSINESS (POB)

The PoB stage involved validating the business model for Campaignster. We conducted extensive market research to ensure that the platform met the needs of campaign managers and offered a compelling value proposition. By engaging with potential users and early adopters, we refined the platform's features and identified the most effective revenue model.

Through this research, we confirmed that there was a strong demand for a unified platform that could streamline the campaign management process. The time savings alone were a significant selling point, as they directly translated into cost savings and increased productivity for users.

## PROOF OF CONCEPT (POC)

The PoC stage is focused on demonstrating the technical feasibility of Campaignster. We are set to develop a prototype that included key features such as strategic planning tools, content advisory modules, project management features, and media buying integrations. This prototype is to be tested with a select group of users, whose feedback was invaluable in refining the platform.

The PoC also will include rigorous testing to ensure that Campaignster could handle the demands of real-world campaigns. This involved stress testing the platform's performance, assessing the scalability of its architecture, and ensuring the security of user data.



**Explainable  
(XAI)**

To bring Campaignster to life, Dattico and Red Sheep focused on designing the requirements and crafting a compelling pitch to secure funding for the Proof of Business (PoB) and Proof of Concept (PoC) stages. These stages were essential in validating the viability of Campaignster as a business and demonstrating the technical feasibility of the platform.

# LESSONS

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## THE PITCH TO VLAIO: CHALLENGES, COACHING, AND FEEDBACK

As part of our efforts to secure funding, we pitched Campaignster to Vlaio, seeking support through their Innovative Start-up Support program, which is designed to help early-stage companies develop innovative projects by providing financial assistance for creating Proof of Concept (PoC) and validating their business model (PoB).

Our experience with Vlaio was invaluable in shaping the direction of Campaignster. Through their coaching, we were encouraged to focus not only on the technological innovation of our platform but also on thoroughly validating the business side. Vlaio's coaches helped us refine our pitch, ensuring that we effectively communicated the potential market impact and business viability of Campaignster.

Our pitch highlighted Campaignster's ability to revolutionize campaign management by saving up to 74 hours per campaign and providing a unified platform that addresses every stage of the advertising cycle. While our concept and business model were well-received, Vlaio raised concerns about our ability to develop Explainable AI (XAI) as part of the platform. Explainable AI is crucial in ensuring that the AI-driven insights provided by Campaignster are transparent and understandable to users, particularly when making strategic decisions based on predictive analytics.

Vlaio's feedback emphasized the importance of not only having advanced AI capabilities but also ensuring that these capabilities are accessible and interpretable by the end-users. This led us to explore collaborations with academic institutions and AI researchers to strengthen our expertise in XAI and refine our approach to integrating it into Campaignster.



Campaignster represents a significant advancement in the field of digital advertising. By offering a unified platform that addresses every stage of the campaign management process, it empowers campaign managers to work more efficiently and effectively. The time savings of up to 74 hours per campaign translate into cost savings and improved productivity, making Campaignster a valuable tool for any marketing team.

As we continue to refine and develop Campaignster, we remain committed to delivering a platform that meets the evolving needs of campaign managers. The feedback and coaching from Vlaio have been instrumental in guiding our focus on both the business and technological aspects of the platform, ensuring that Campaignster not only provides powerful insights but also makes those insights understandable and actionable. With its proven business model and demonstrated technical feasibility, Campaignster is poised to become a game-changer in the world of digital advertising.

# Conclusion.



Expert in social media marketing, web development, and e-solutions. Since 2017, I have immersed myself in media buying and web development, initially to enhance online e-commerce.

My mission has always been to embrace and drive the evolving trends in advertising, prioritizing transparency, effective collaboration, and a strong customer-centric approach.

*Maceo Van Rysevelt*



Senior Project Manager focused on delivering platforms for Artificial and Business Intelligence with a track record on helping companies become data driven. Experienced in building cloud solutions both in Azure and AWS.

With 16 years in data and 27 years in IT, he is ready to understand all aspects of the solution and communicate complex issues to stakeholders.

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