



The AGOF analysis and planning tool TOP 2.0

Transparency in Online Media Planning

In August 2007, AGOF and its market partners presented their own analysis and planning tool TOP to foster transparency in online planning. TOP stands for “Transparency in Online Media Planning” enabling high-quality media planning suited to the various media channels based on the data of the “internet facts” study. Later, the new TOP 2.0 version was launched including an entirely revised planning component.



Market-Oriented Online Media Planning

With TOP 2.0, AGOF simplifies media planning in online advertising and enables advertisers and agencies to depict their target groups using more than 800 individual features based on the AGOF “internet facts” study. Thus, they can determine the potential of their target groups and forecast the efficiency of their online campaigns. With the use of various evaluation options, they can compare the media performance values of all online advertising media already recorded in the internet facts with their booking units. In a second step, this information is also made available to prepare media plans. Here, performance values and costs can be analysed for both individual bookings and entire media plans. In addition, the surface of TOP can be customised according to the individual user’s needs.

And in order to guarantee a correct handling of TOP and its potential, the AGOF Academy offers a large range of interesting seminars.