

Media Planning

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Media planning is a strategic process that aims to optimise organic, earned and paid media investments to reach and engage a target audience effectively. It involves analysing industry trends, competitor activity, and first- and third-party data to create a data-driven plan that maximises media spend across channels. A media plan outlines the best platforms, ad frequencies, and timelines, ensuring the brand's message reaches the right audience at the right time. By integrating organic, earned, and paid media, media planning services deliver a strategy that enhances marketing impact and efficiency, driving measurable returns.

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