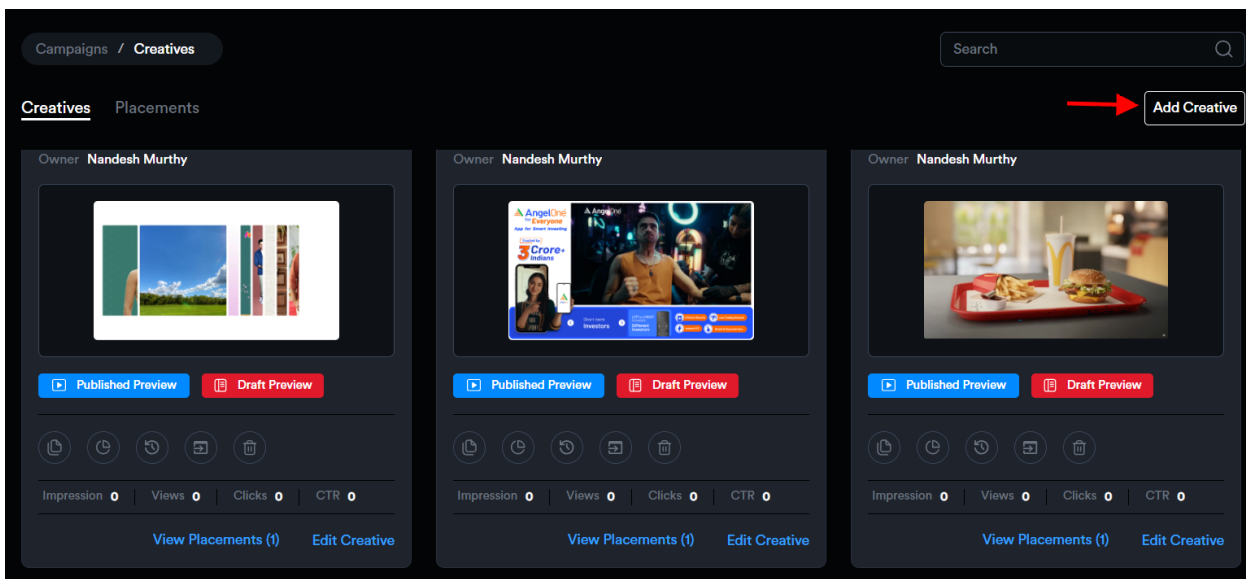


Creative Management

Adding a New Creative to a Campaign

To add a new creative to a campaign, click the **"Add Creative"** button.



This will open the **New Creative** modal, where you can enter the required creative details. Campaign information will be auto-filled.

New Creative

Ad Type

Rich Media Display

Interactive Video

Interstitial Ads

Interactive Connected TV

Creative Name

Creative1_Mock

Campaign Name

RMD_Demo

Advertiser Name

Demo

Publisher Name

Demo

☐ Responsive Layout

Canvas Size

300 x 600 px

Width

300 px

Height

600 px

What is Rich Media Display Ads?

Rich Media Display ads are more engaging and visually appealing and include advanced features like video, audio, or interactive elements.

Cancel

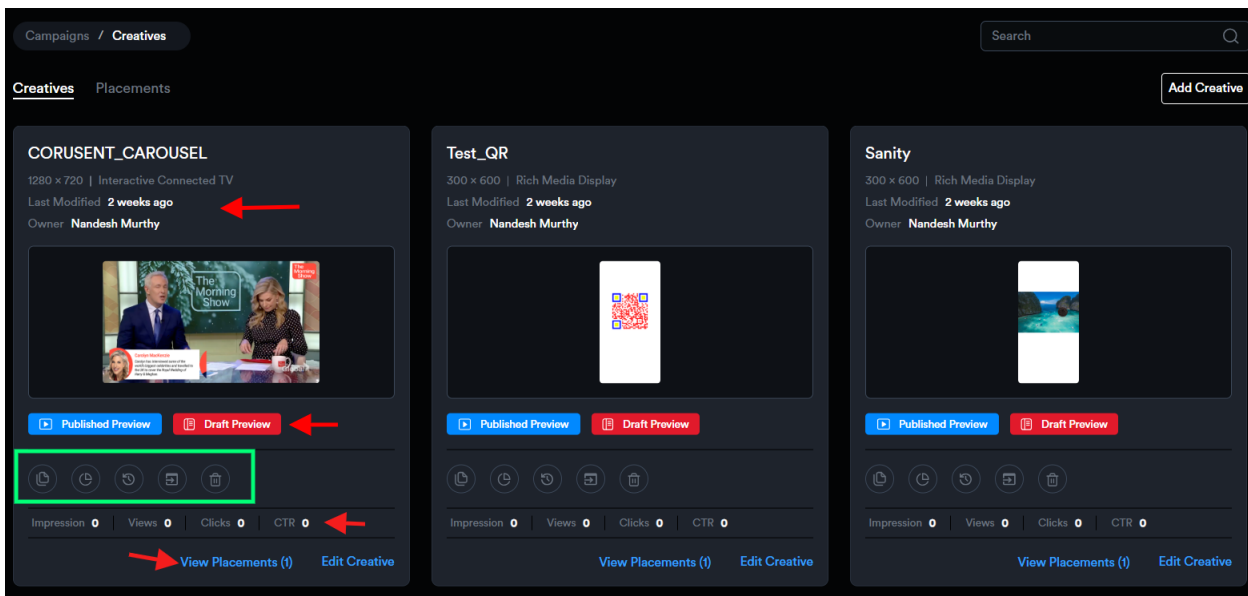
Create

1. **Select the Ad Type** – Choose from the available options: *Rich Media Display*, *Interactive Video*, *Interstitial*, or *Interactive Connected TV*, depending on the format you wish to build.
2. **Enter a Creative Name** – Provide a name to help identify your creative.
3. **Enable Responsive Layout** (optional) – Check this box if you want the creative to be built with a responsive layout.
4. **Choose Canvas Size** – Select from predefined ad dimensions or enter custom dimensions as needed.

Once all necessary details are filled out, click the "**Create**" button. You will then be redirected to the Drag and Drop Ad Builder, where you can begin building your ad.

Viewing and Managing Creatives within a Campaign

Once added, creatives are displayed as individual cards within the campaign view.



Each creative card provides key details, including:

- **Last Modified Date**
- **Creative Owner**
- **Performance Metrics:** Lifetime impressions, views, clicks, and click-through rate (CTR)

Users have access to the following actions on each creative card:

- **Preview Draft** and **Preview Published** versions
- **Edit Creative**
- **Duplicate Creative**
- **View Analytics**
- **View Activity**
- **Save as Template**
- **Delete Creative**

Additionally, each card includes a button to navigate directly to the **Placements Listing** page associated with that creative.

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