

Getting Started

1. Getting Started

1.1 [Introduction](#)

- Overview of the Adctv Creative Builder
- Supported platforms (Desktop, Mobile, Interactive CTV)
- System requirements and browser compatibility

1.2 Account Setup

- Creating an account
- User roles and permissions
- Team management and collaboration features

1.3 Interface Overview

- Navigation and layout
- Toolbar and panels
- Canvas workspace
- Properties panel
- Components
- Asset library
- Timeline panel

2. Creative Builder Fundamentals

2.1 Project Setup

- Creating a new project
- Choosing platform and dimensions
- Setting project properties
- Understanding safe zones and margins
- Managing project templates

2.2 Working with Components

- Component types (shapes, images, text, video)
- Component hierarchy and organization
- Component properties and styling
- Groups and nesting
- Component visibility and locking

2.3 Design Tools

- Shape tools and vector editing
- Text formatting and typography
- Image handling and optimization
- Color management and gradients
- Effects and filters
- Component library
- Layers

2.4 Responsive Design

- Creating responsive layouts
- Breakpoint management
- Dynamic scaling and positioning
- Platform-specific considerations

3. Animation and Interactivity

3.1 Timeline Basics

- Understanding the timeline interface
- Keyframes and tweening
- Animation properties

- Easing and timing functions
- Animation preview and playback

3.2 Advanced Animation

- Multi-layer animations
- Path animations
- Sprite sheets and frame-by-frame
- Transition effects
- Loop controls

3.3 Interactive Elements

- Button states and hover effects
- Click events and triggers
- Custom actions and scripts
- Video controls and playback options
- Interactive hotspots

3.4 Multi-page Navigation

- Creating multiple scenes/pages
- Navigation controls
- Transition effects between pages
- State management
- Progress tracking

4. Campaign Management

4.1 Campaign Structure

- Creating campaigns
- Campaign organization and hierarchy
- Campaign settings and properties
- Campaign duplication and templates
- Archive and restore options

4.2 Creative Management

- Adding creatives to campaigns
- Creative versions and variations
- Creative approval workflow
- Creative testing and preview
- Bulk operations

4.3 Placement Management

- Understanding placement types
- Creating and configuring placements
- Placement targeting options
- Scheduling and rotation
- Placement status monitoring

4.4 Tags and Implementation

- Tag generation process
- Tag types and formats
- Implementation guidelines
- Testing and validation
- Troubleshooting common issues

5. Analytics and Reporting

5.1 Analytics Overview

- Available metrics and KPIs
- Real-time vs. historical data
- Data collection methodology
- Custom event tracking
- Data export options

5.2 Campaign Analytics

- Campaign performance dashboard

- Conversion tracking
- Geographic distribution
- Device and platform breakdown
- Campaign comparison tools

5.3 Creative Analytics

- Creative performance metrics
- Interaction rates
- View-through rates
- A/B testing results
- Heat maps and interaction maps

5.4 Placement Analytics

- Placement-level reporting
- Delivery metrics
- Viewability tracking
- Site performance analysis
- Placement optimization

6. Best Practices and Guidelines

6.1 Design Best Practices

- Platform-specific guidelines
- Performance optimization
- Asset preparation
- Accessibility considerations
- Brand consistency

6.2 Technical Guidelines

- File size optimization
- Supported formats and codecs

- Browser compatibility
- Mobile considerations
- Load time optimization

6.3 Campaign Optimization

- Performance monitoring
- A/B testing methodology
- Optimization strategies
- Troubleshooting guide
- Case studies and examples

7. API and Integration

7.1 API Documentation

- Authentication and access
- Available endpoints
- Request/response formats
- Rate limits and quotas
- Error handling

7.2 Third-party Integrations

- Available integrations
- Setup and configuration
- Data synchronization
- Tracking implementation
- Custom integration options

8. Support and Resources

8.1 Help Center

- Frequently asked questions
- Troubleshooting guides

- Video tutorials
- Knowledge base articles
- Release notes

8.2 Support Options

- Technical support contact
- Feature requests
- Bug reporting
- Training resources
- Community forums

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