

Placement Management

How to Assign A Creative to Multiple Placements

What is a Placement?

Placements is a new creative management method within Adctv allowing for a more granular view of different creatives in campaigns.

Each creative setup will by default be assigned against a Placement and the Tags will now be generated at the Placement level.

A single creative can now be assigned to multiple Placements and each Placement Tag can be provided to different media partners. This allows better tracking of the performance and optimizing accordingly.

Accessing and Managing Placements within a Campaign

To view the list of placements associated with a campaign, navigate to the campaign card and click on "**View Placements.**" This will open a sidebar displaying all placements linked to that campaign.

DEMO_MARCH2025

Created on **Mar 26, 2025**

Advertiser **Demo**

Publisher **Demo**

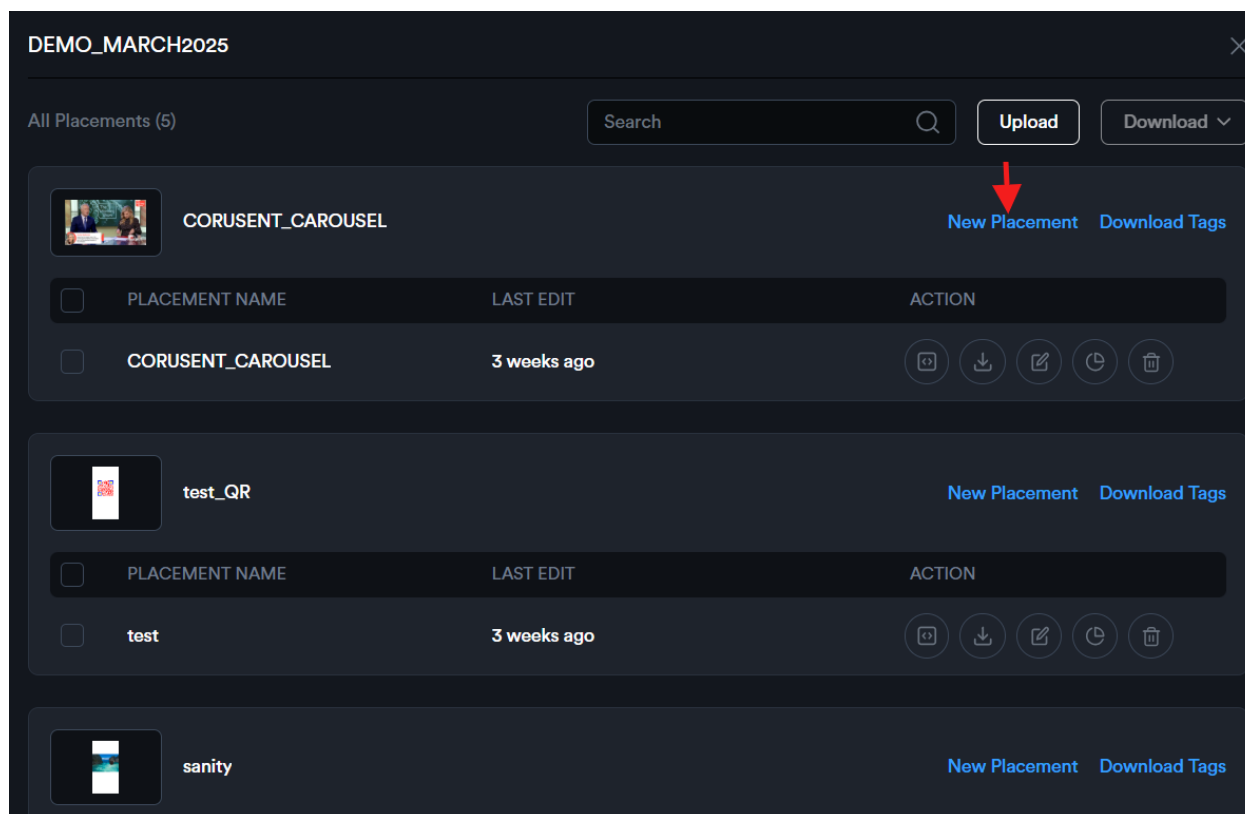
Last modified **Apr 17, 2025**

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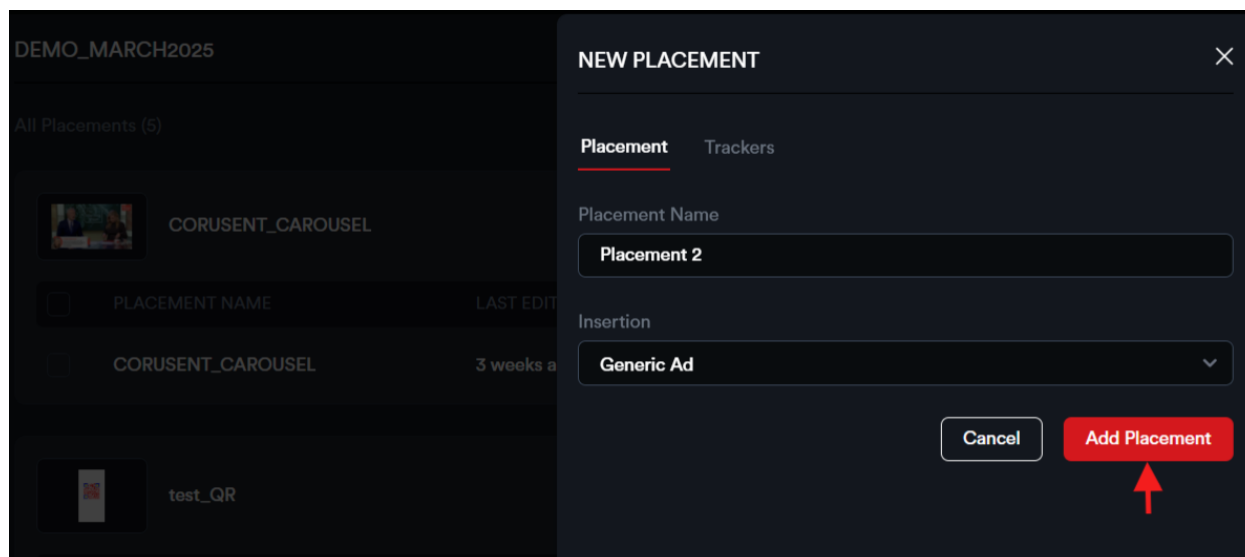
Impressions **0** | Views **0** | Clicks **0** | CTR **0** | **Analytics**

View Creatives (5) **View Placements (5)**

To create a new placement for a creative, click the **"New Placement"** button.



Provide the **Placement Name** and select the **Insertion Type**, then click **"Add Placement"** to save.



Each placement includes a set of action buttons under the **Action** section, allowing you to:

- **Export** the placement to view the tag and preview.
- **Download** the placement tag as an Excel file, including all selected macros.
- **Edit** the placement details to make updates.
- **View Analytics** to access performance data.
- **Delete** the placement if it is no longer needed.

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[New Placement](#) [Download Tags](#)

☐	PLACEMENT NAME	LAST EDIT	ACTION
☐	Placement 1	11 seconds ago	
☐	Placement 2	30 seconds ago	

Upload Placements:

To create multiple placements at once, use the bulk upload feature.

DEMO_MARCH2025

All Placements (2)

Mock_Carousel

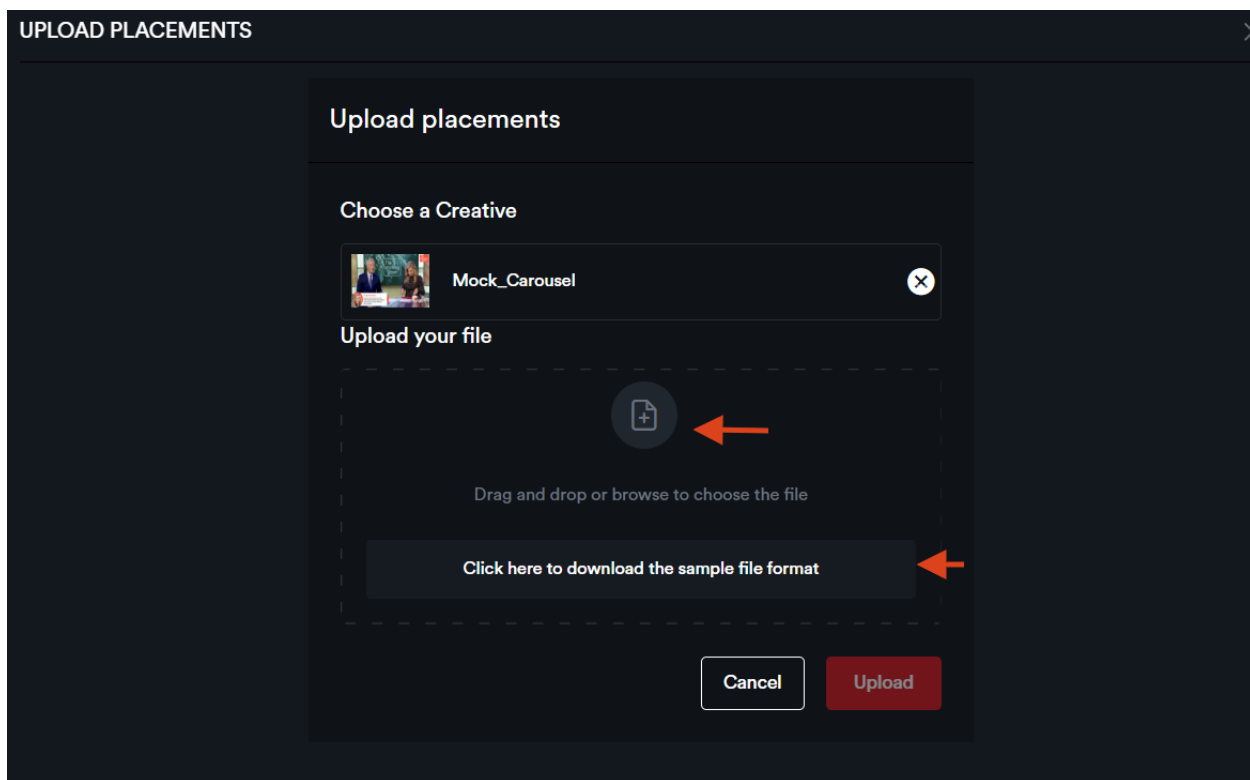
[New Placement](#) [Download Tags](#)

☐	PLACEMENT NAME	LAST EDIT	ACTION
☐	Placement 2	33 minutes ago	
☐	Placement 1	32 minutes ago	

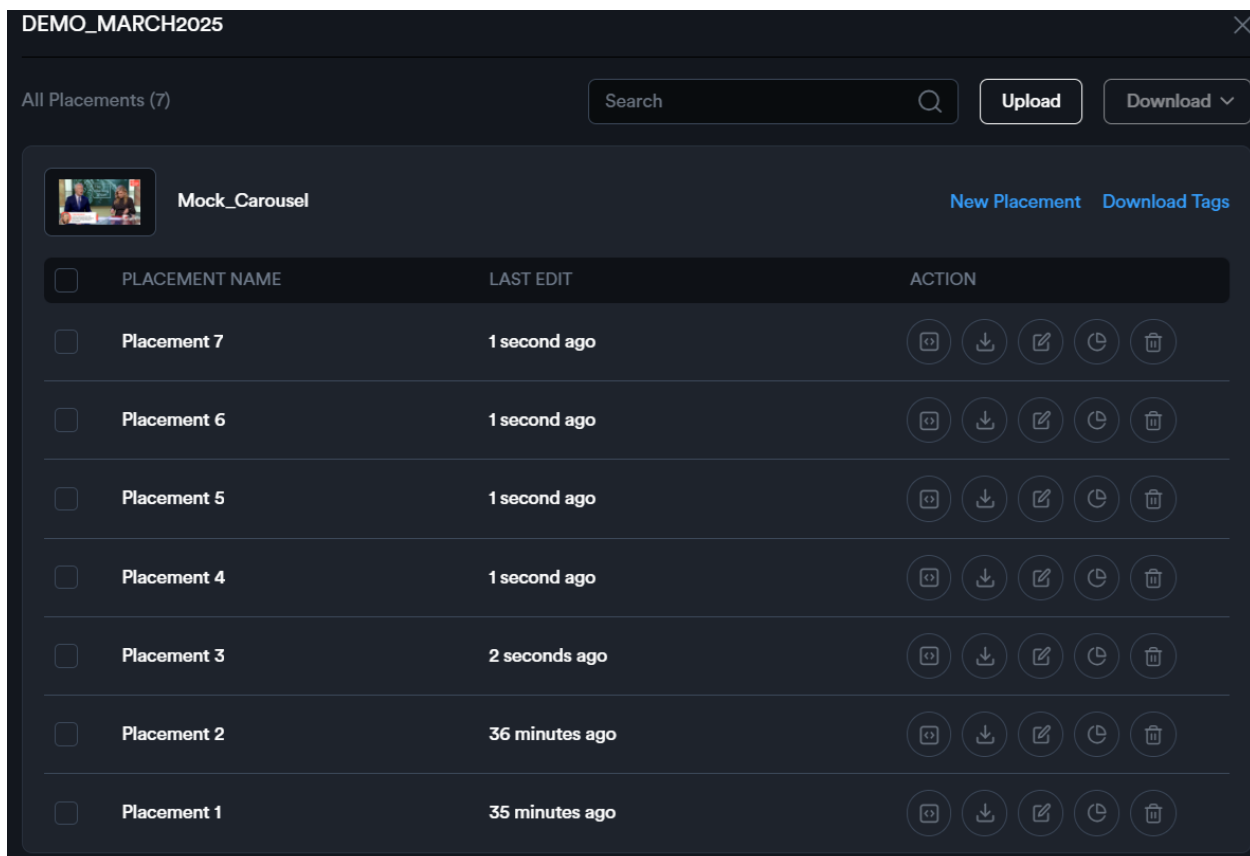
Begin by downloading the sample Excel sheet and entering the desired placement names.

	A	B	C	D
1	placement			
2	Placement 3			
3	Placement 4			
4	Placement 5			
5	Placement 6			
6	Placement 7			
7				
8				

Then, select the appropriate creative within the '**Upload Placements**' modal and upload the completed file.

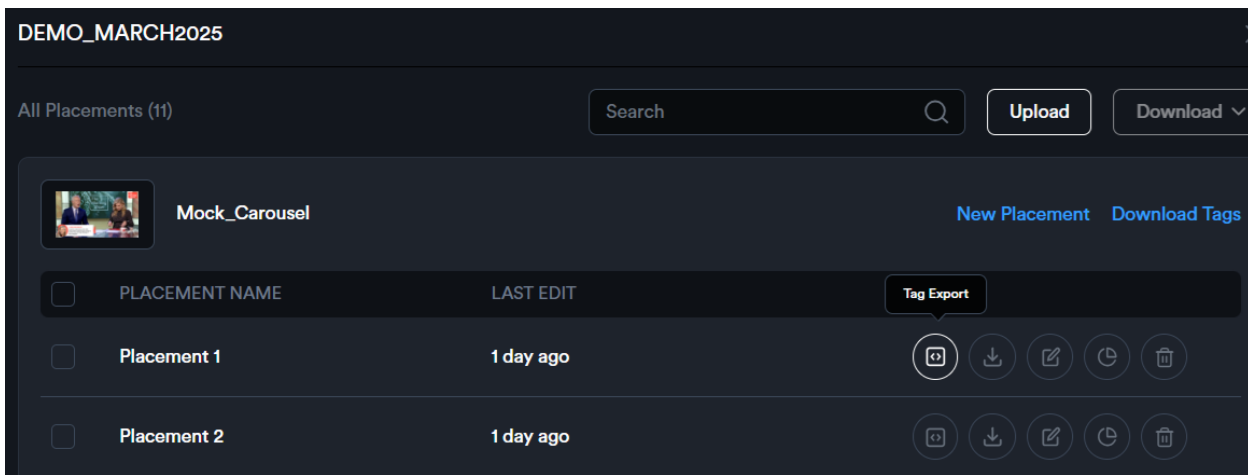


All specified placements will be added accordingly.

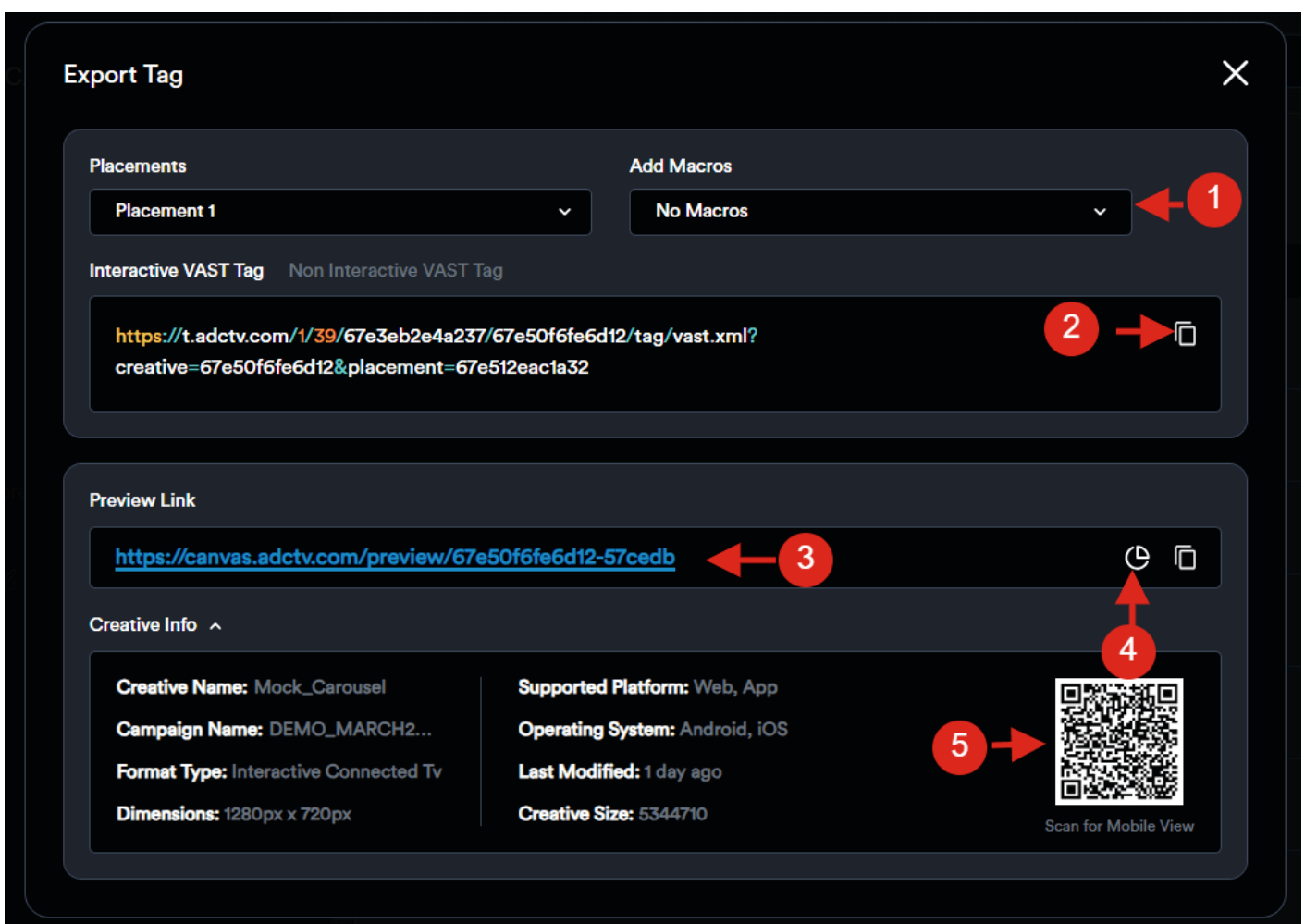


How to export tags?

To export the tag for a placement, click the '**Tag Export**' icon to open the Tag Export modal.



1. From the drop-down menu '**Add Macro**', select your Media Partner—this will automatically insert the appropriate macro into the ad tag.



2. Click the 'Copy' icon to copy the tag.

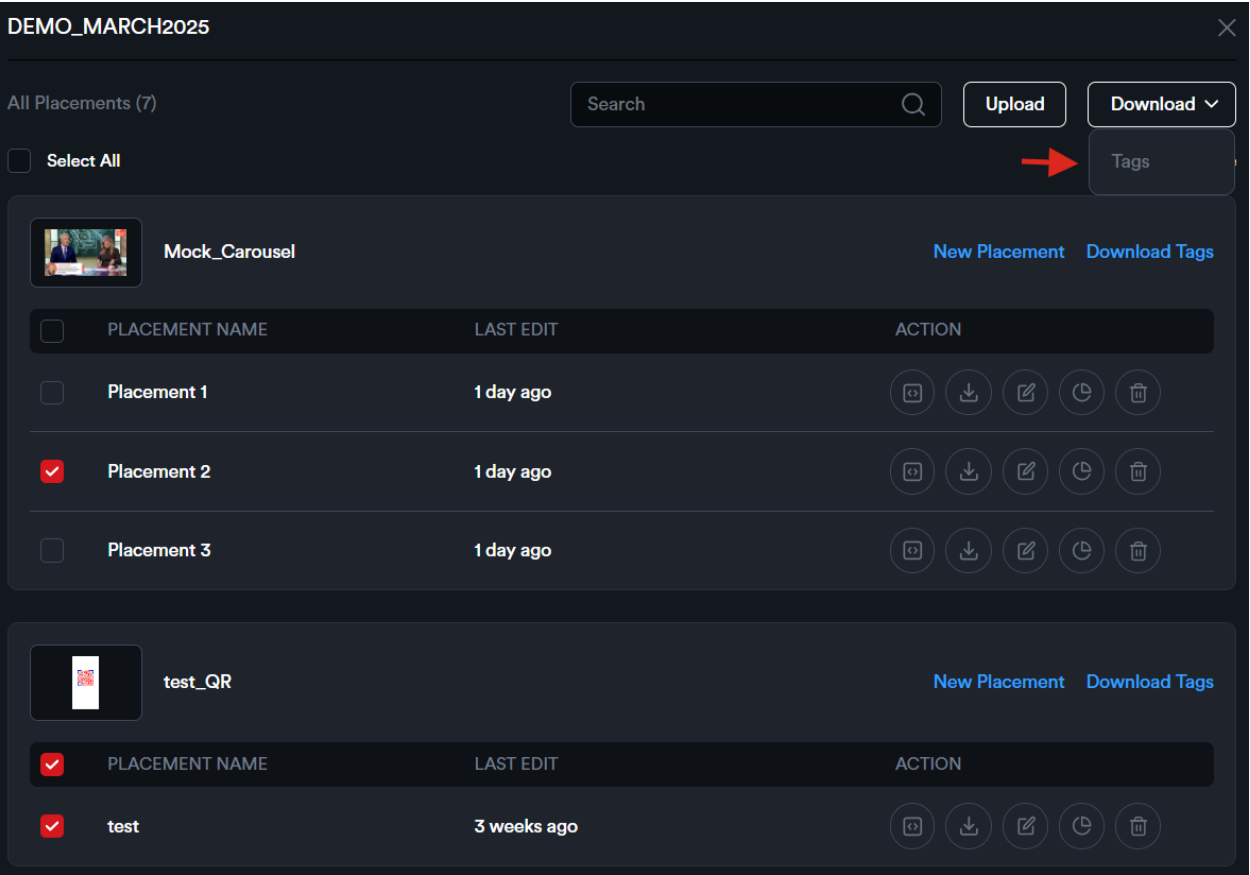
3. The modal also includes a shareable preview link.

4. Clicking the 'Analytics' icon will direct you to the Placement Analytics page.

5. Additionally, creative details are provided along with a QR code that allows you to preview the ad on a mobile device.

How to download tags?

To download tags for all or selected placements linked to one or more creatives within the campaign, select the desired placements and click **Download** > Tags.



To download tags for all or selected placements of a creative associated with a specific DSP, start by selecting the placements and clicking '**Download Tags**'.

DEMO_MARCH2025

All Placements (11)

Search

Upload

Download ▾

☐ Select All 🗑️ Delete

 Mock_Carousel New Placement Download Tags

☐	PLACEMENT NAME	LAST EDIT	ACTION
☒	Placement 1	1 day ago	    
☐	Placement 2	1 day ago	    
☒	Placement 3	1 day ago	    
☒	Placement 4	1 hour ago	    

Next, choose the media partner and click '**Download**'.

DOWNLOAD TAGS

☐ Select All

Search

- ☐ BEESWAX
- ☐ Bidase
- ☐ Brandzooka
- ☐ CENTRO BASIS
- ☒ DV360
- ☐ DoubleClick Bid Manager
- ☐ DoubleClick Campaign Manager
- ☐ Eskimi
- ☐ GDN
- ☐ Google Ad Manager
- ☐ Google Ad Manager - Out Of Page Ads
- ☐ GroundTruth

Cancel Download

An Excel sheet containing the tags for the selected placements will be downloaded.

Revision #4

Created 31 August 2025 12:27:17 by Aparna

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