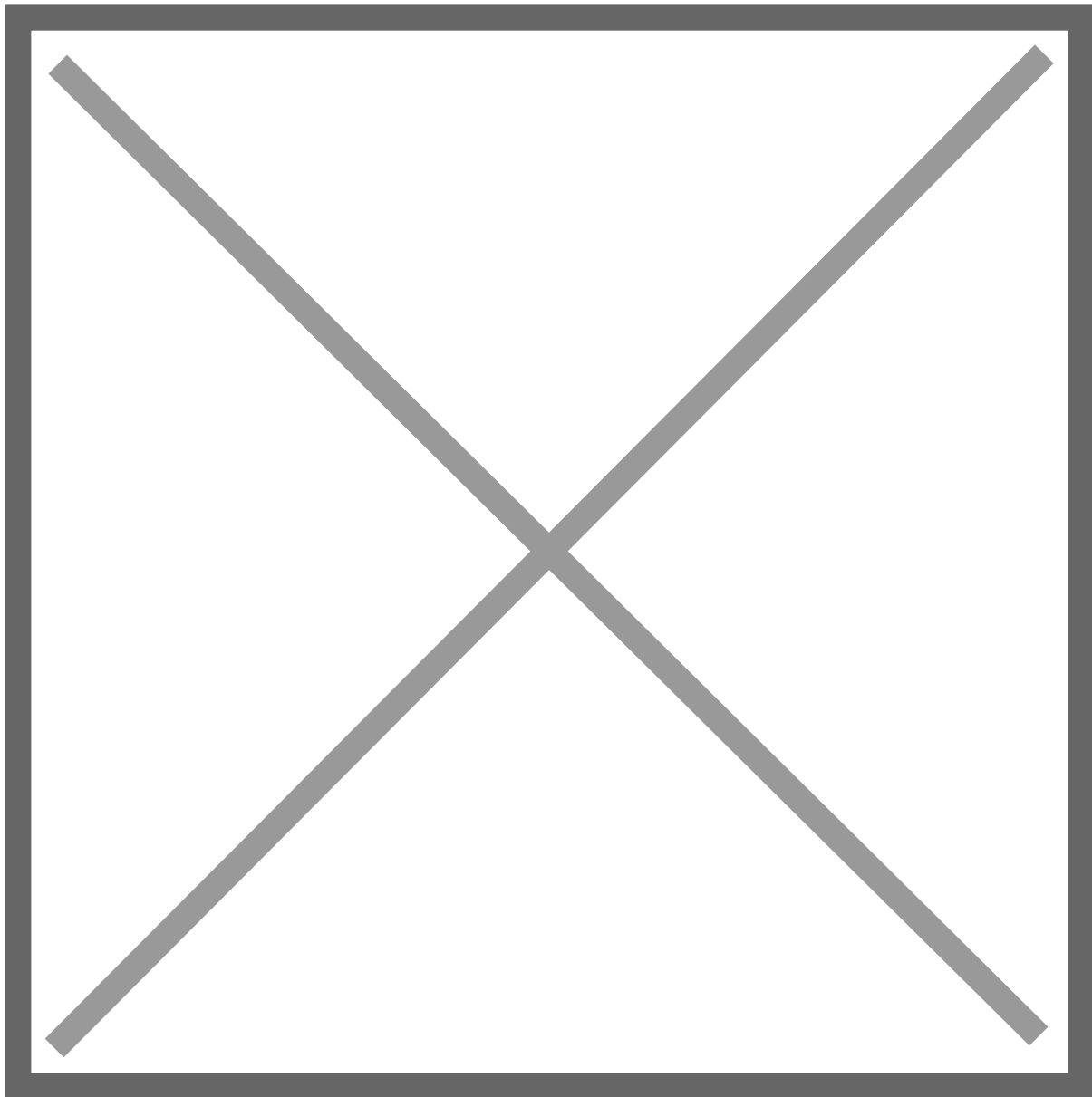


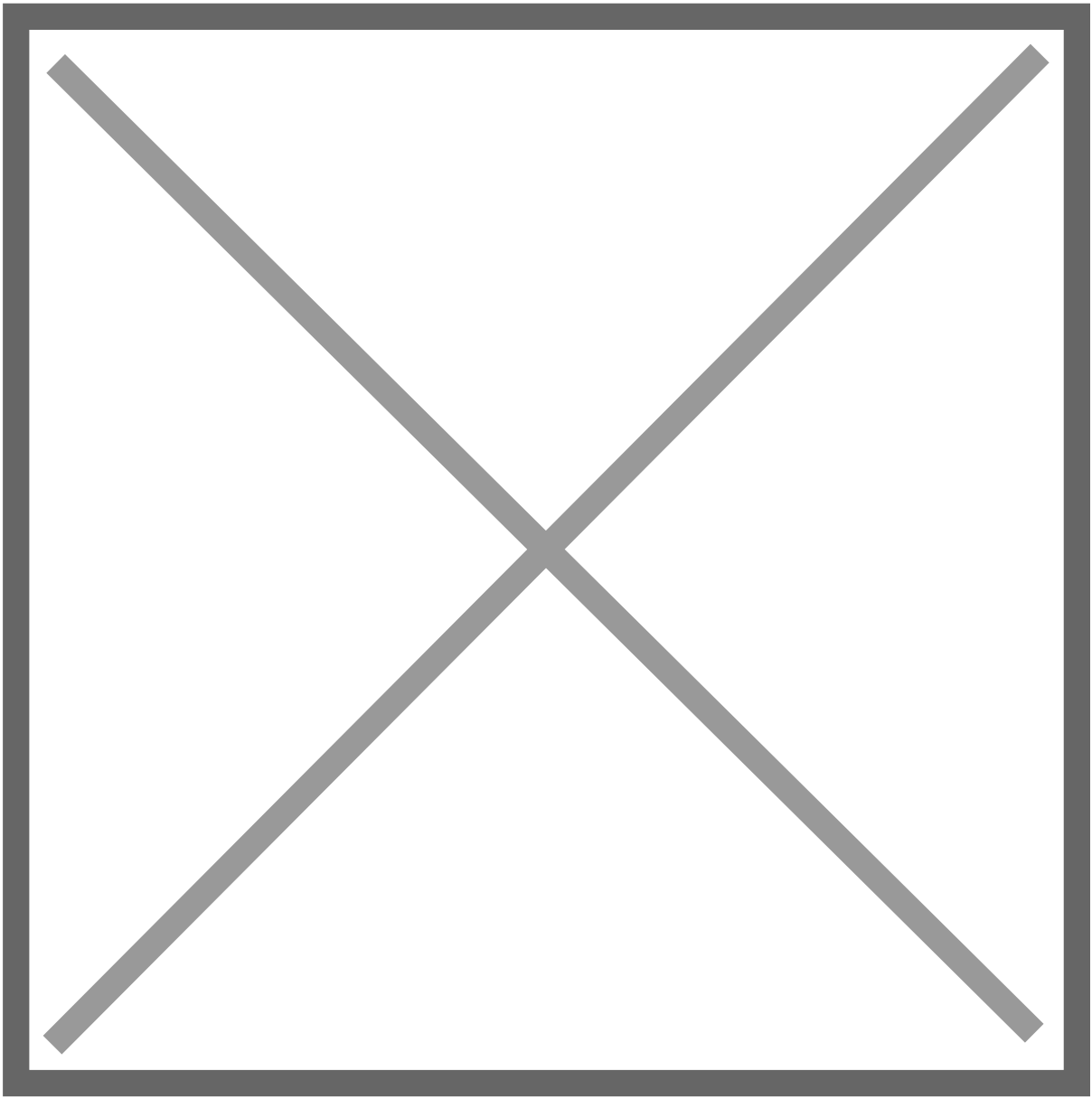
Campaign Management

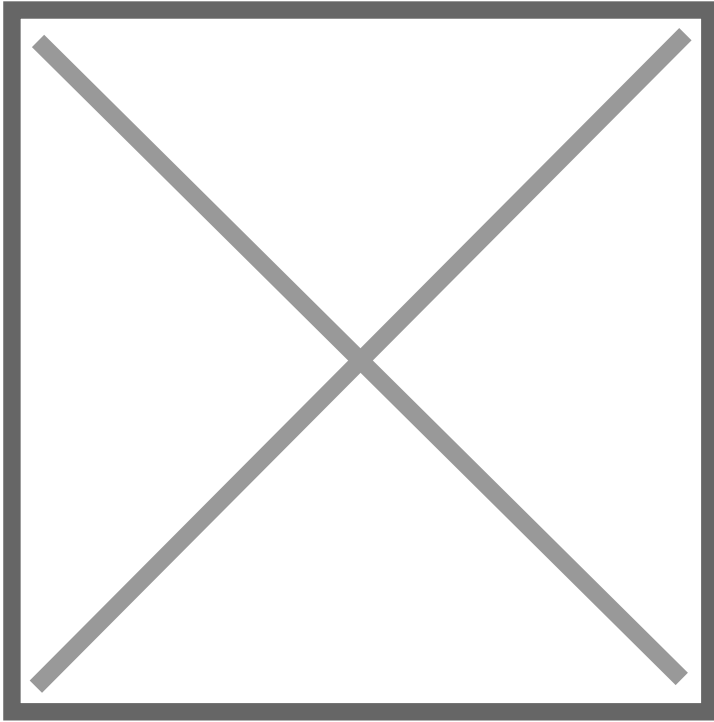
1. Campaign Structure

To get started, click on the **Campaigns** module in the navigation bar on the left side. This will take you to the **All Campaigns** page, where all your campaigns are displayed as visually appealing cards.



To create a new campaign, click on the **New Campaign** button. Enter the campaign name, advertiser name, and publisher name. Then, click Create to set up your campaign.





Each campaign card will display key information, including the campaign's creation date, advertiser name, publisher name, last modified date, and important metrics like lifetime impressions, views, clicks, and CTR.

Additionally, the campaign cards include buttons that take you directly to the Creatives listing page, Placements listing page, and Campaign Analytics page.

Screenshot Pending

You can also edit, delete, or download the tags associated with a campaign.

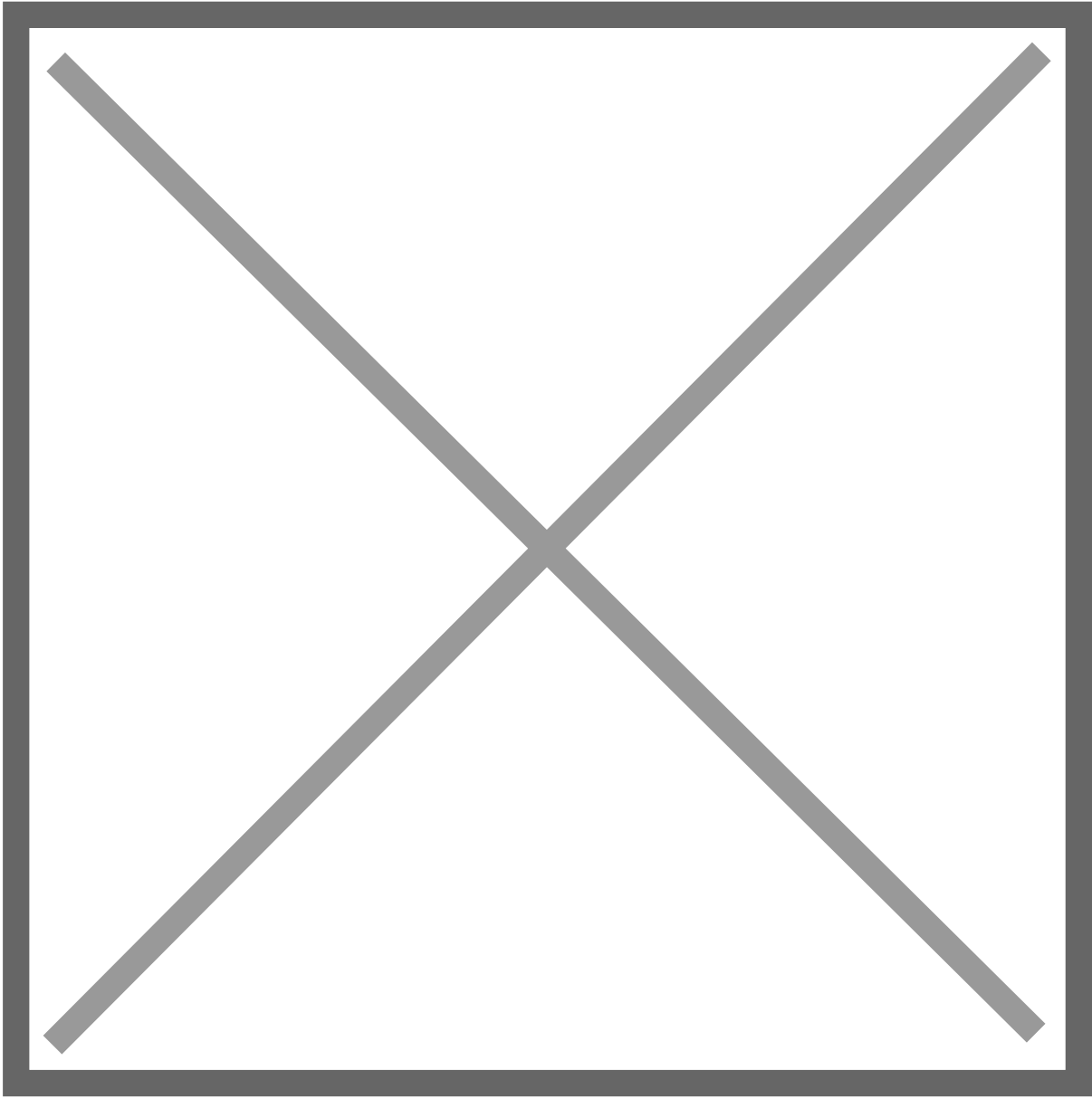
Campaign Preview: By clicking on a campaign thumbnail, you'll be directed to a preview page where all the campaign creatives are listed, allowing users to quickly scroll through and view them.

Screenshot Pending

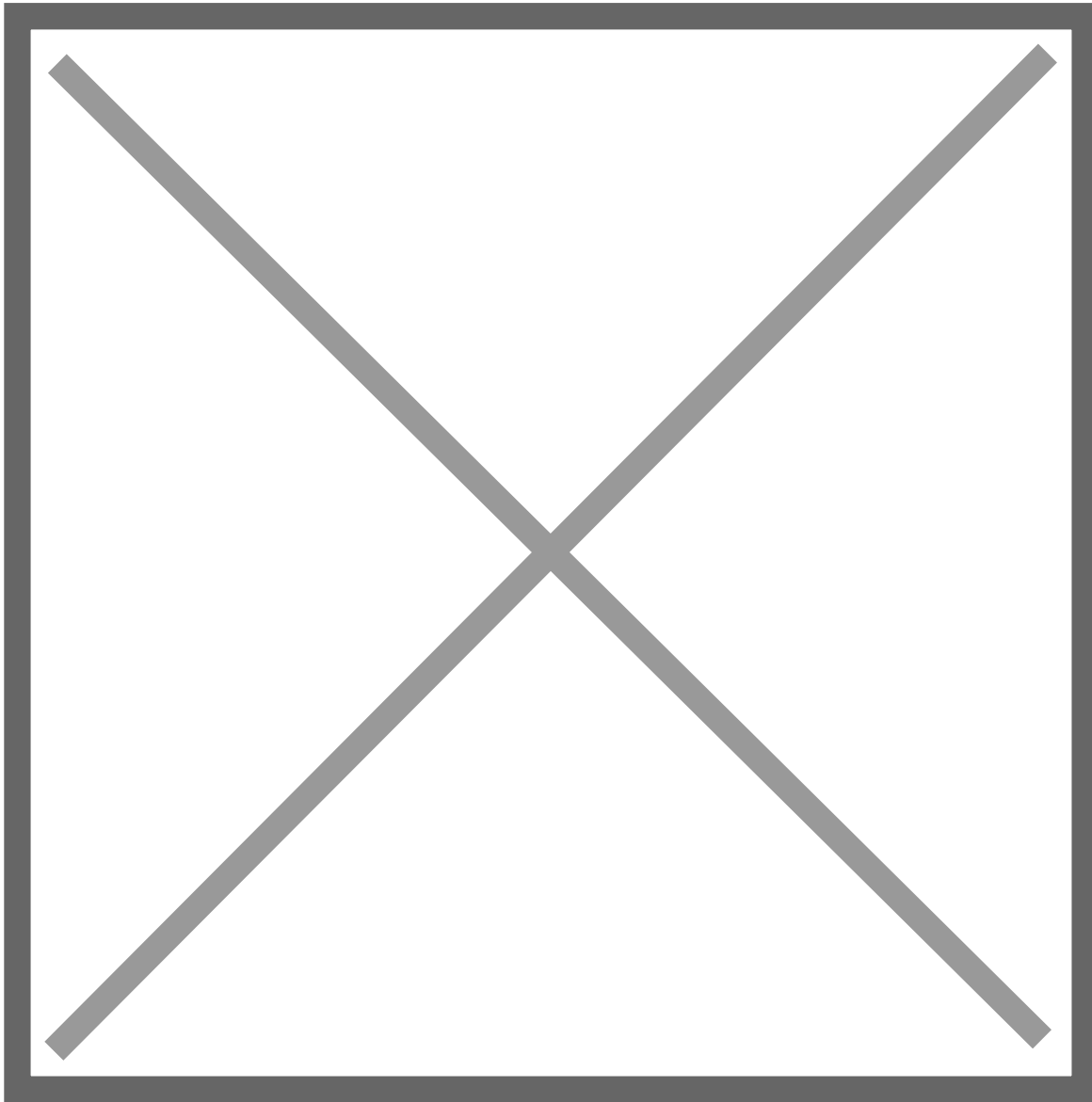
2. Creative Management

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.

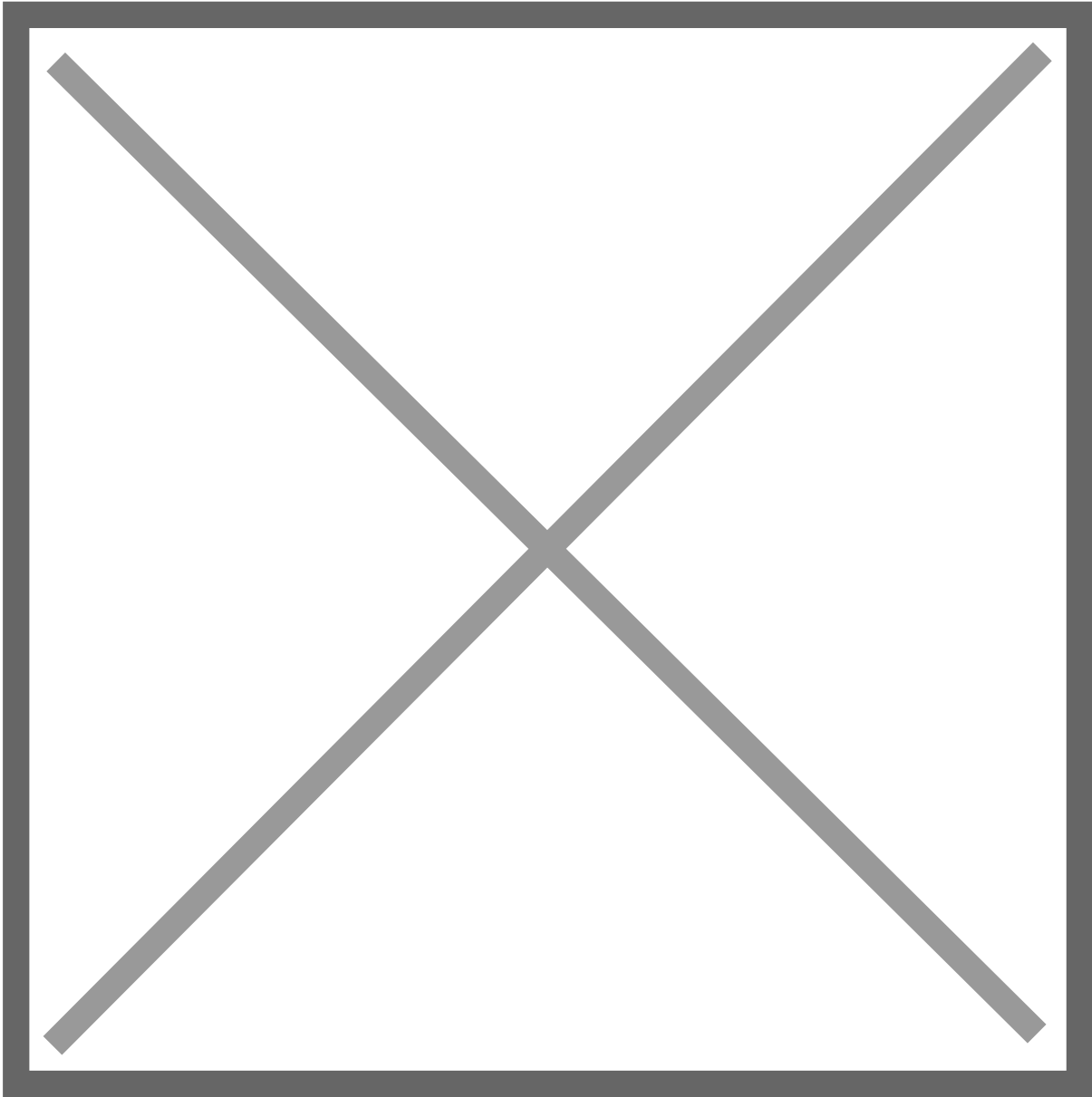


1. **Select the Ad Type** – Choose from the available options: *Rich Media Display*, *Interactive Video*, *Interstitial*, or *Interactive Connected TV*, depending on the format you wish to build.
2. **Enter a Creative Name** – Provide a name to help identify your creative.
3. **Enable Responsive Layout** (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.

3. Placement Management

How to Assign A Creative to Multiple Placements

What is a Placement?

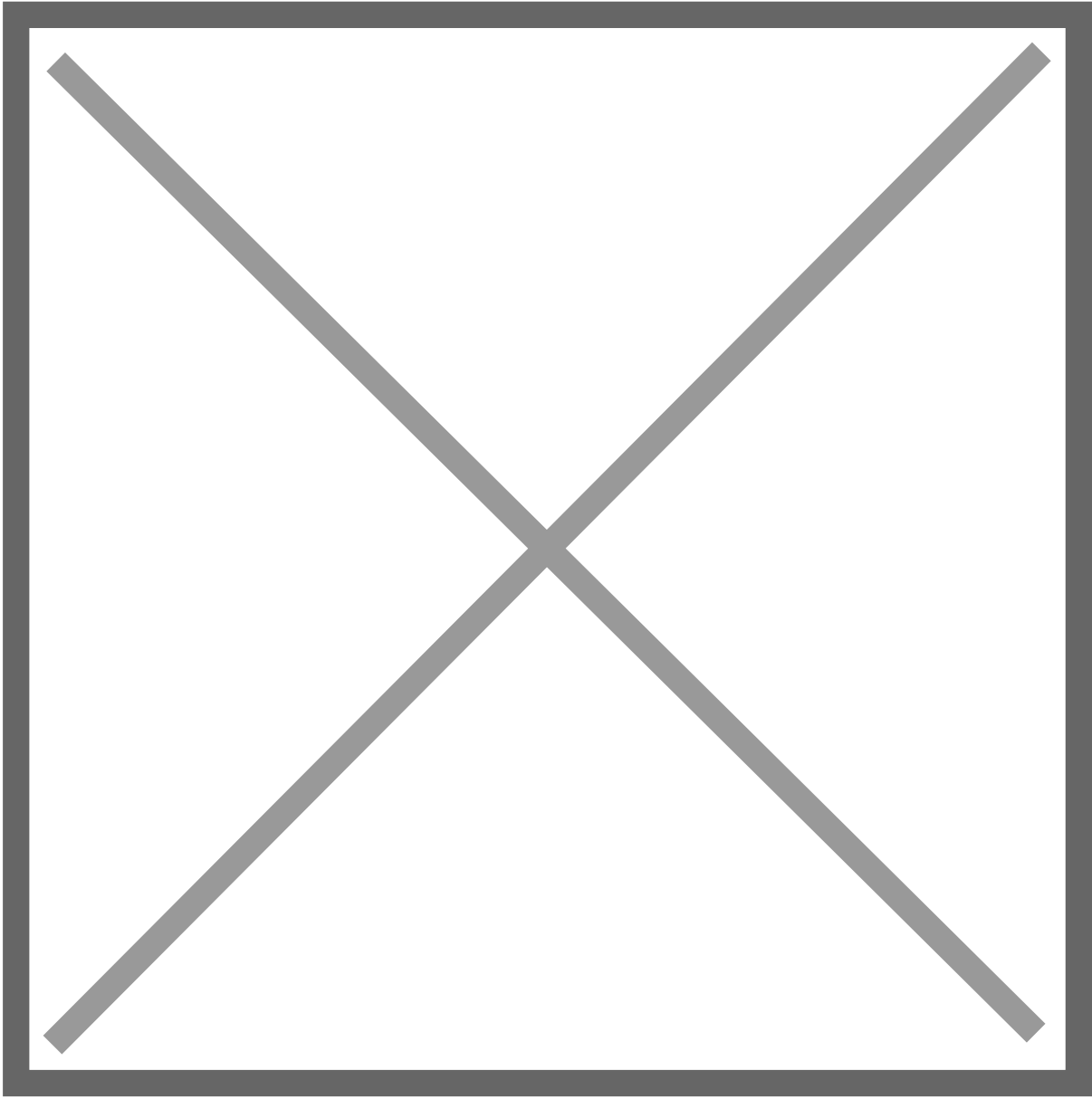
Placements is a new creative management method within Adctv allowing for a more granular view of different creatives in campaigns.

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

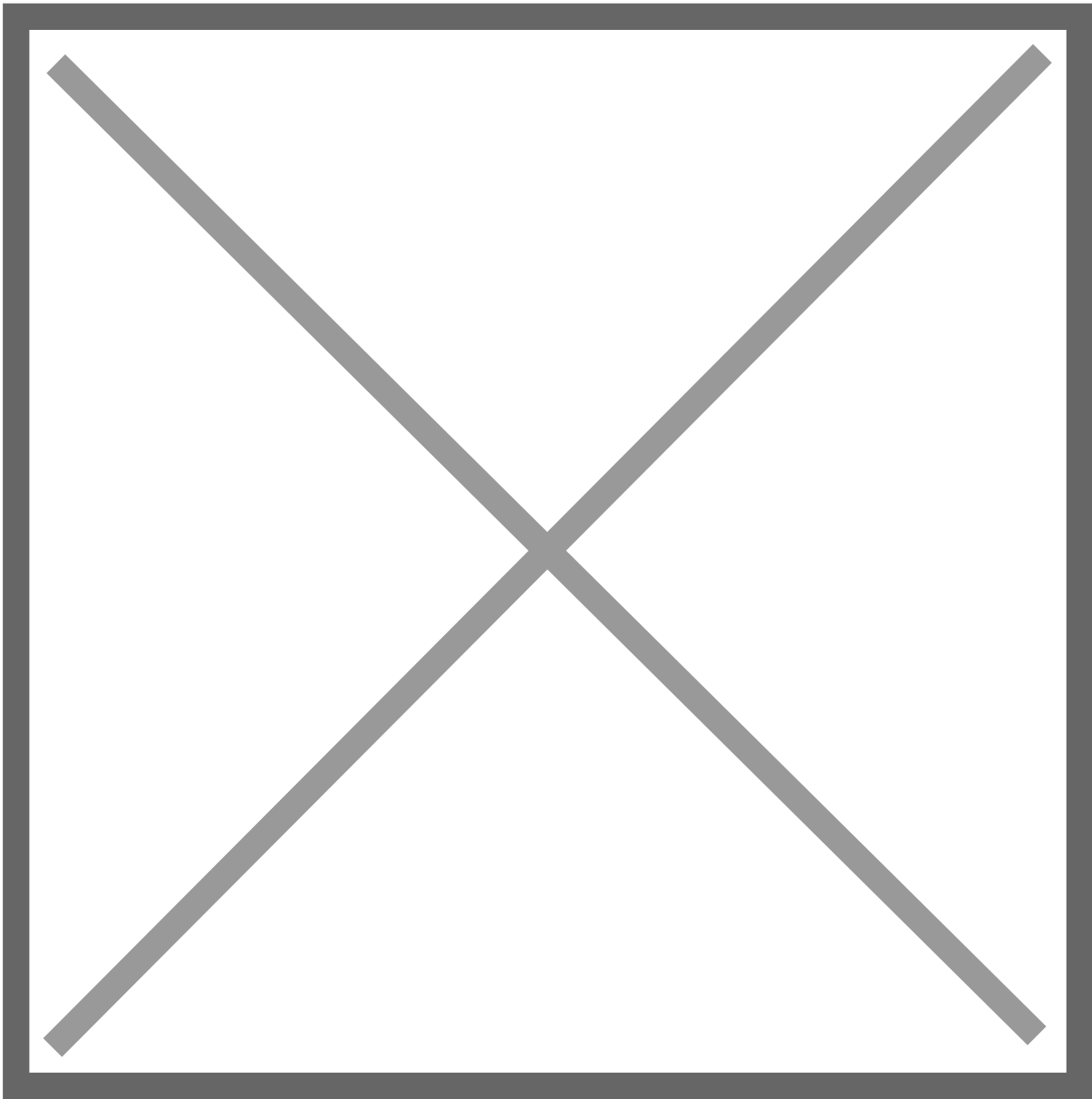
A single creative can now be assigned to multiple Placements and each Placement Tag can be provided to different media partners. This allows better tracking of the performance and optimizing accordingly.

Accessing and Managing Placements within a Campaign

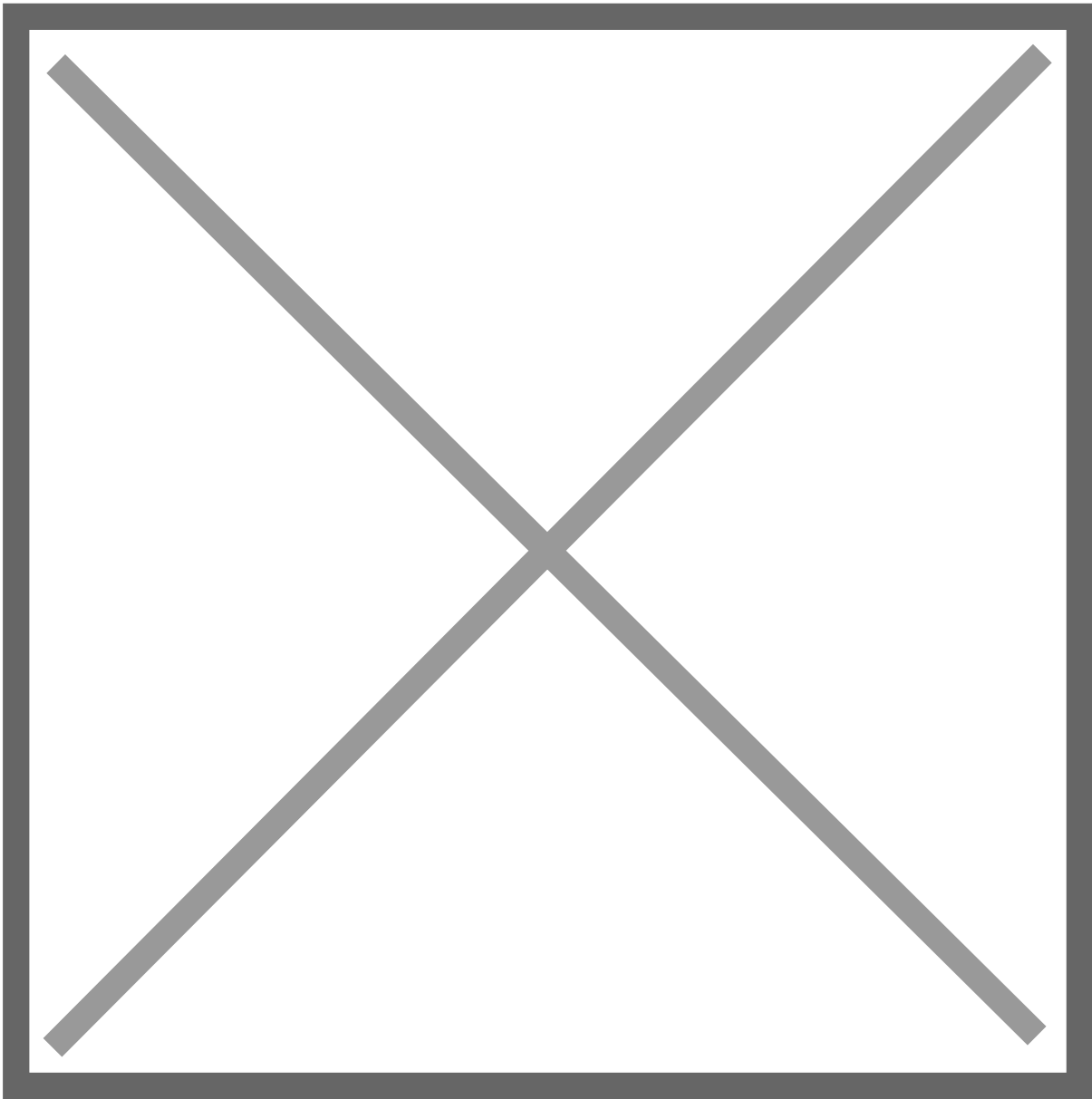
To view the list of placements associated with a campaign, navigate to the campaign card and click on "**View Placements.**" This will open a sidebar displaying all placements linked to that campaign.



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

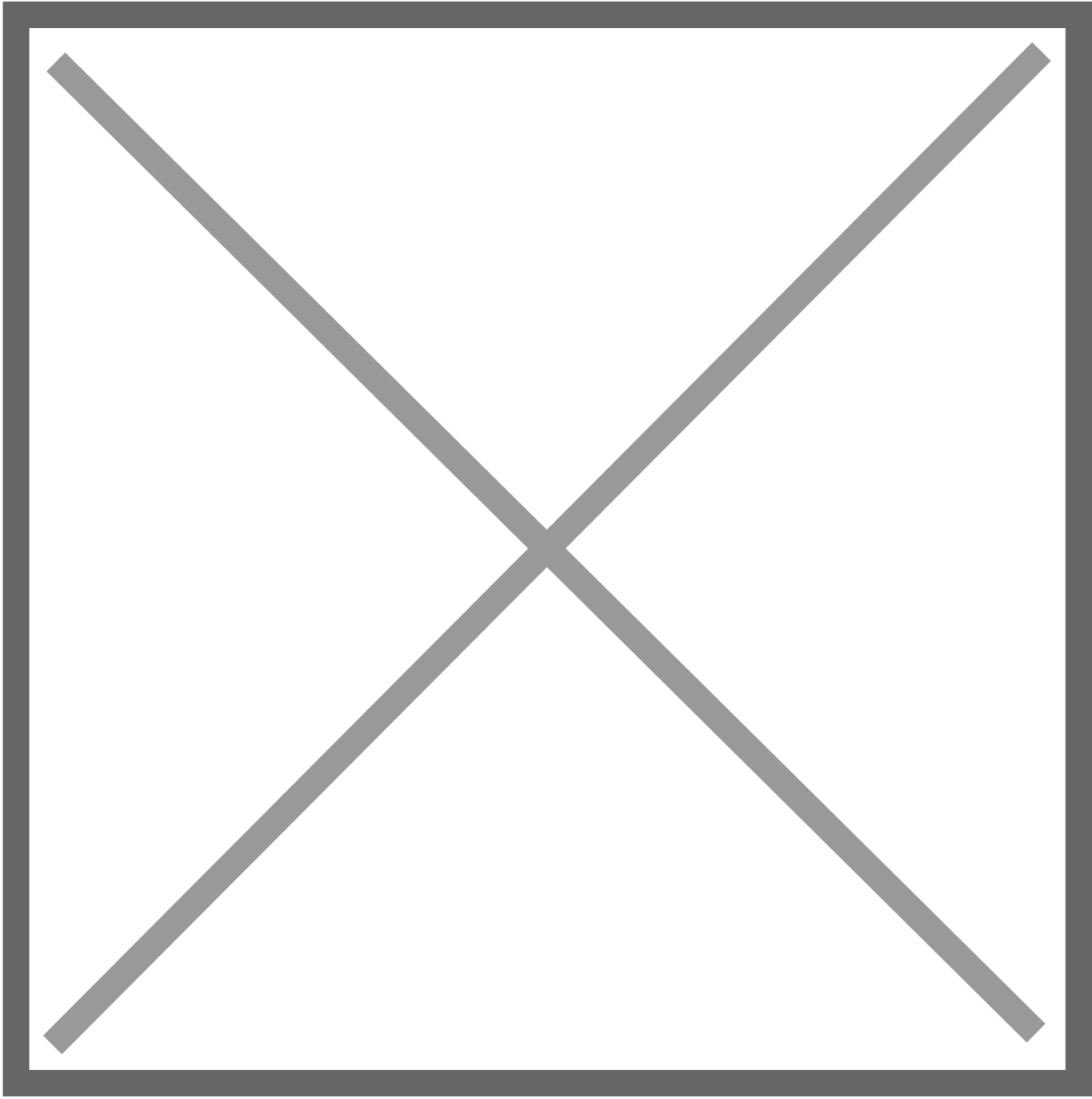


Provide the **Placement Name** and select the **Insertion Type**, then click "**Add Placement**" to save.



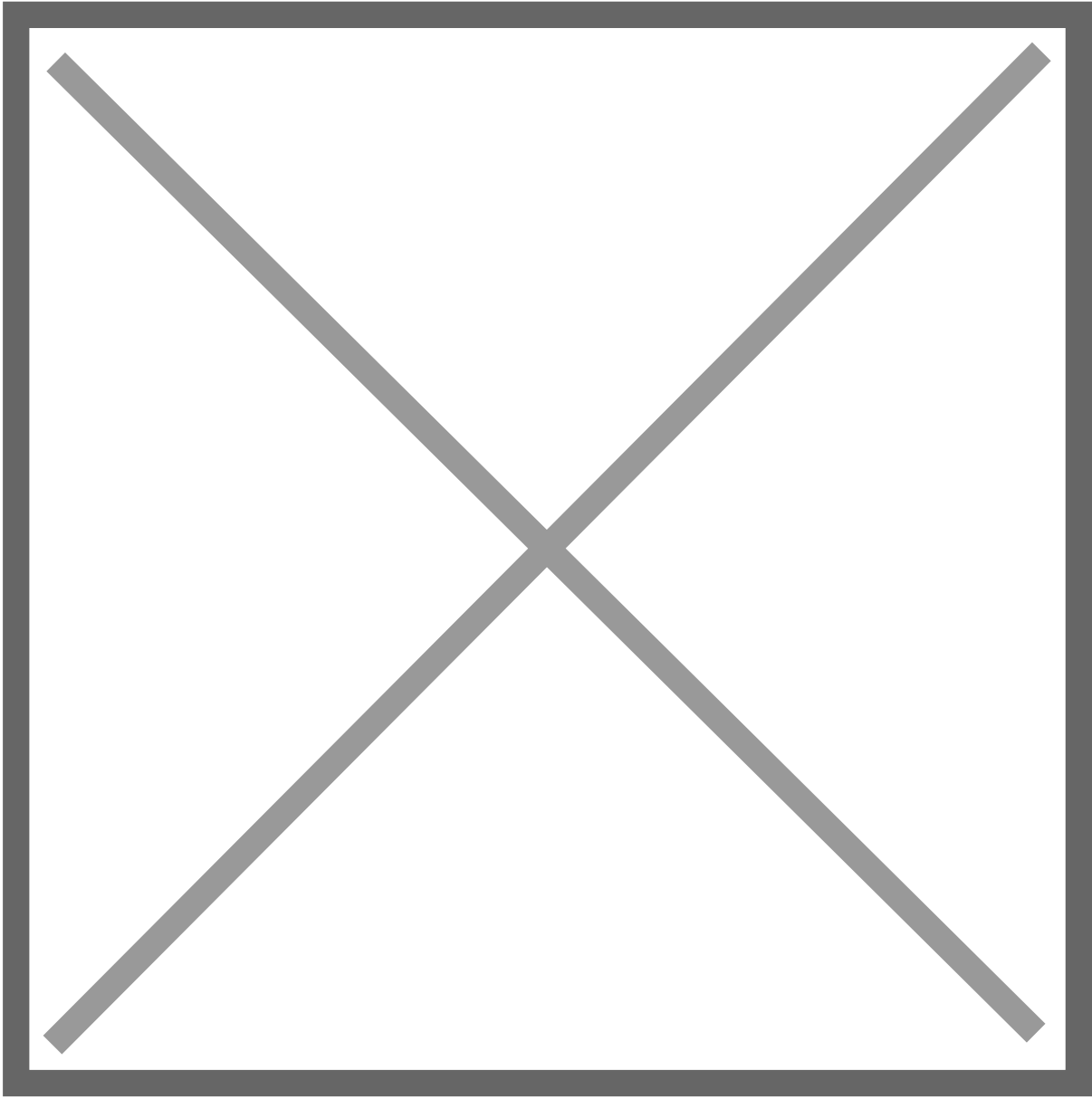
Each placement includes a set of action buttons under the **Action** section, allowing you to:

- **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.

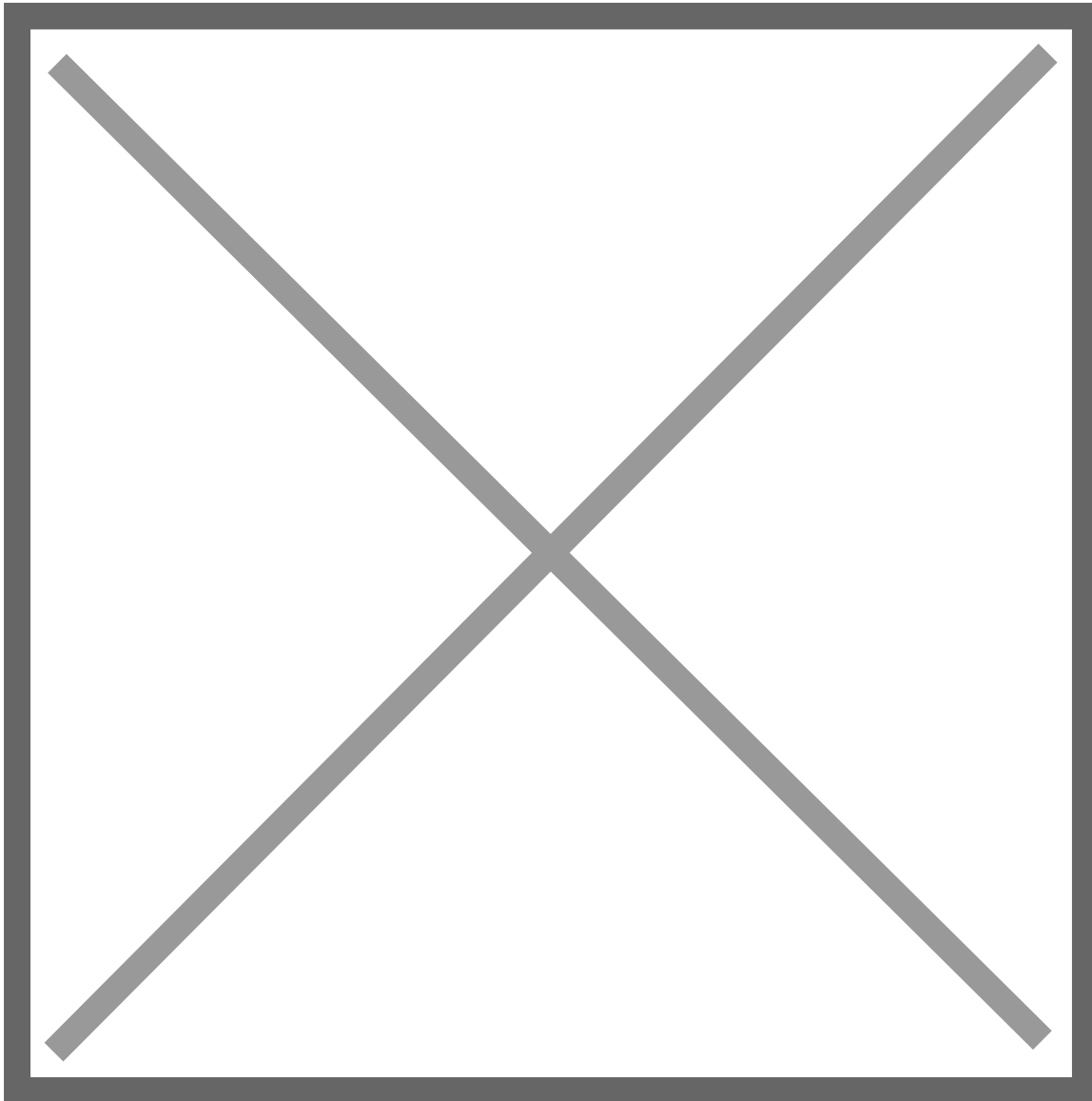


Upload Placements:

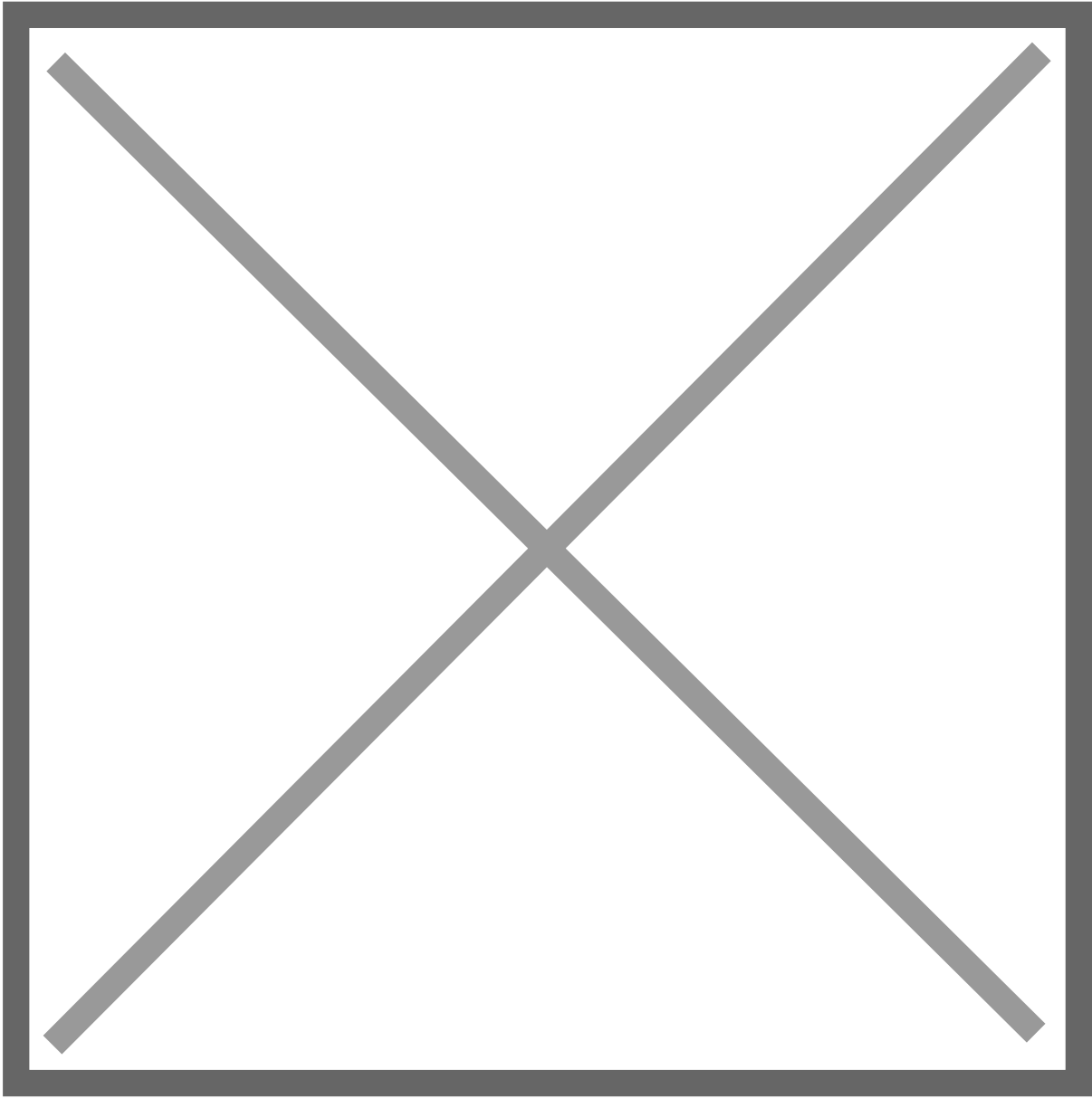
To create multiple placements at once, use the bulk upload feature.



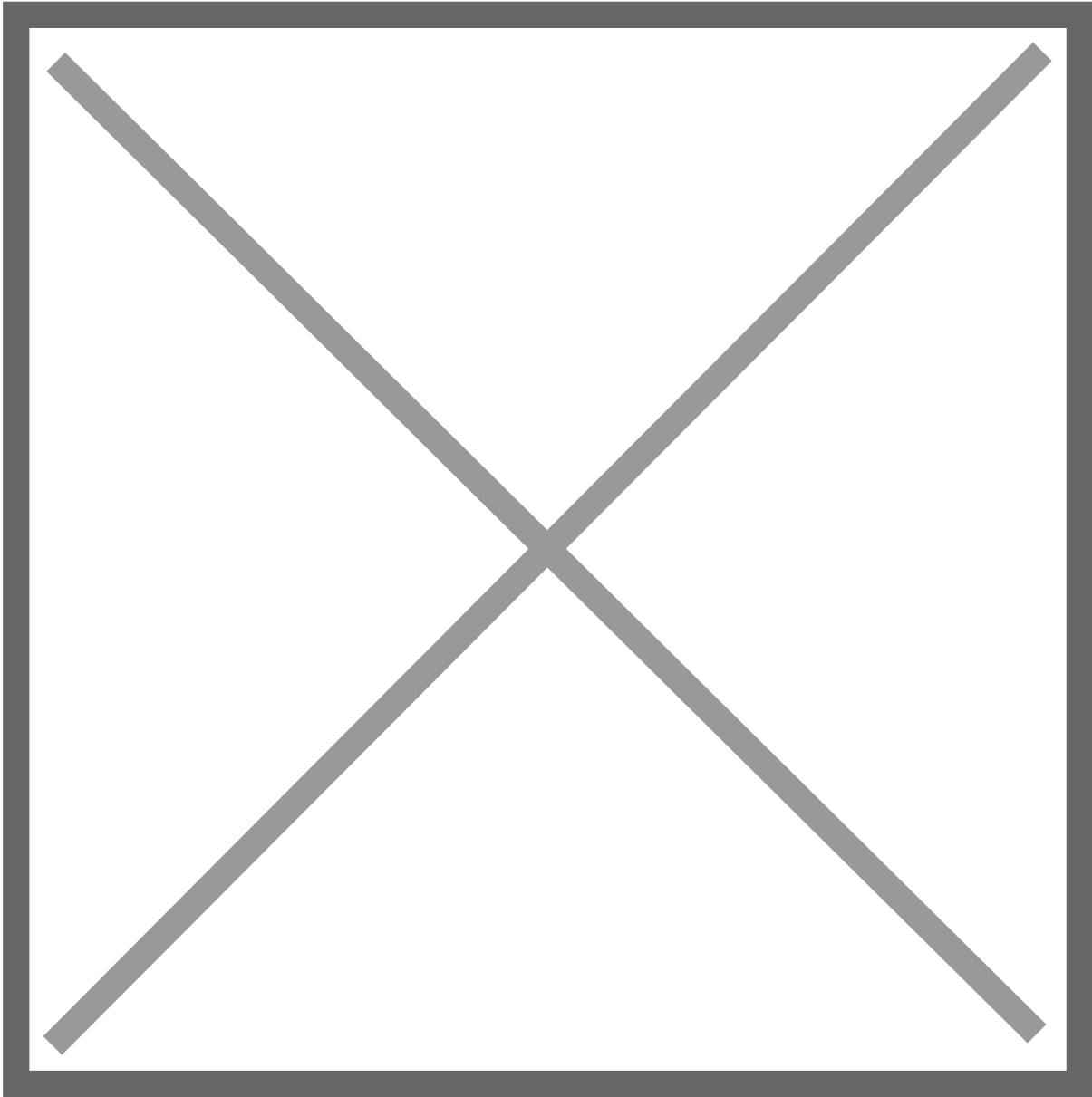
Begin by downloading the sample Excel sheet and entering the desired placement names.



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

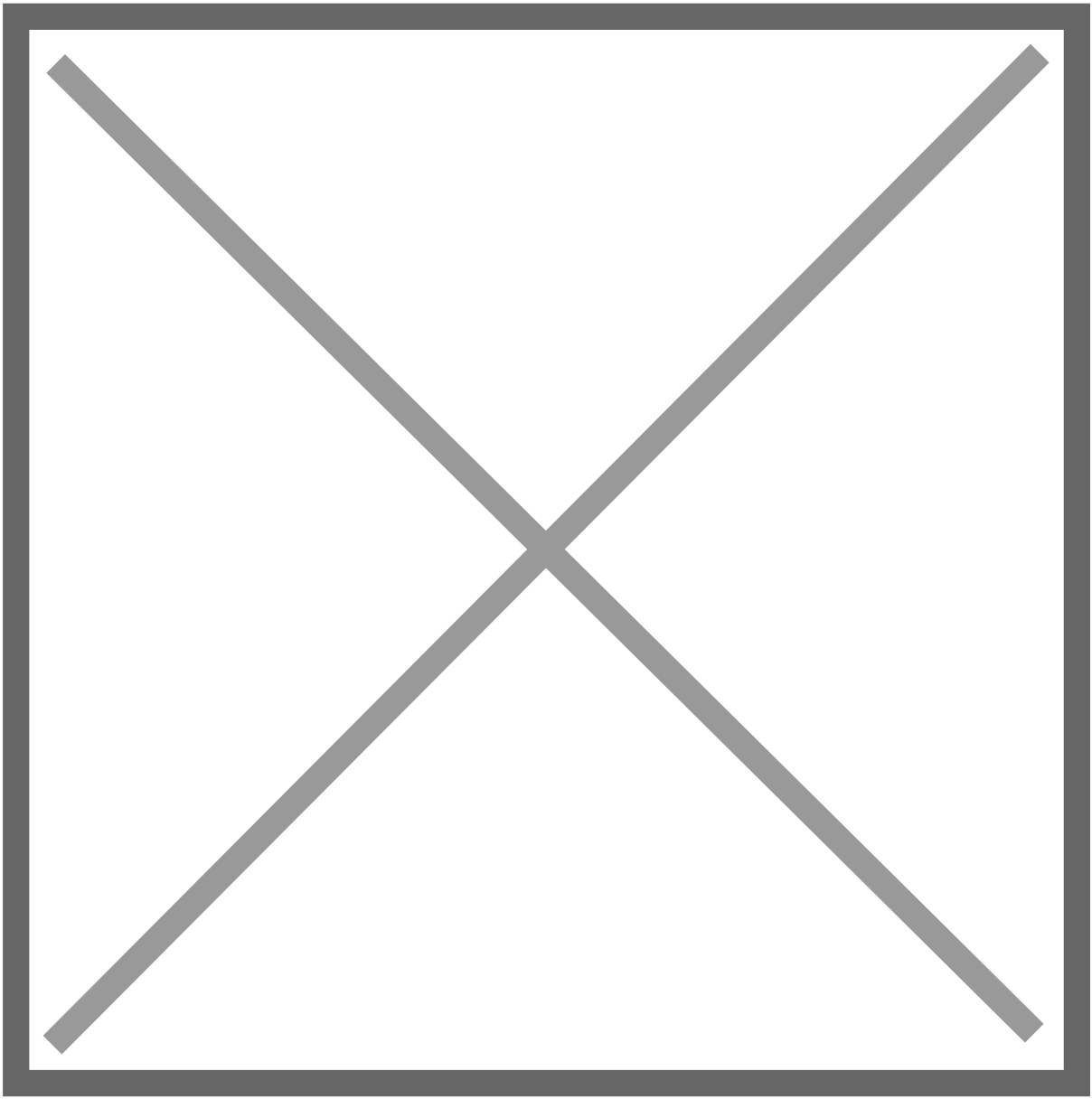


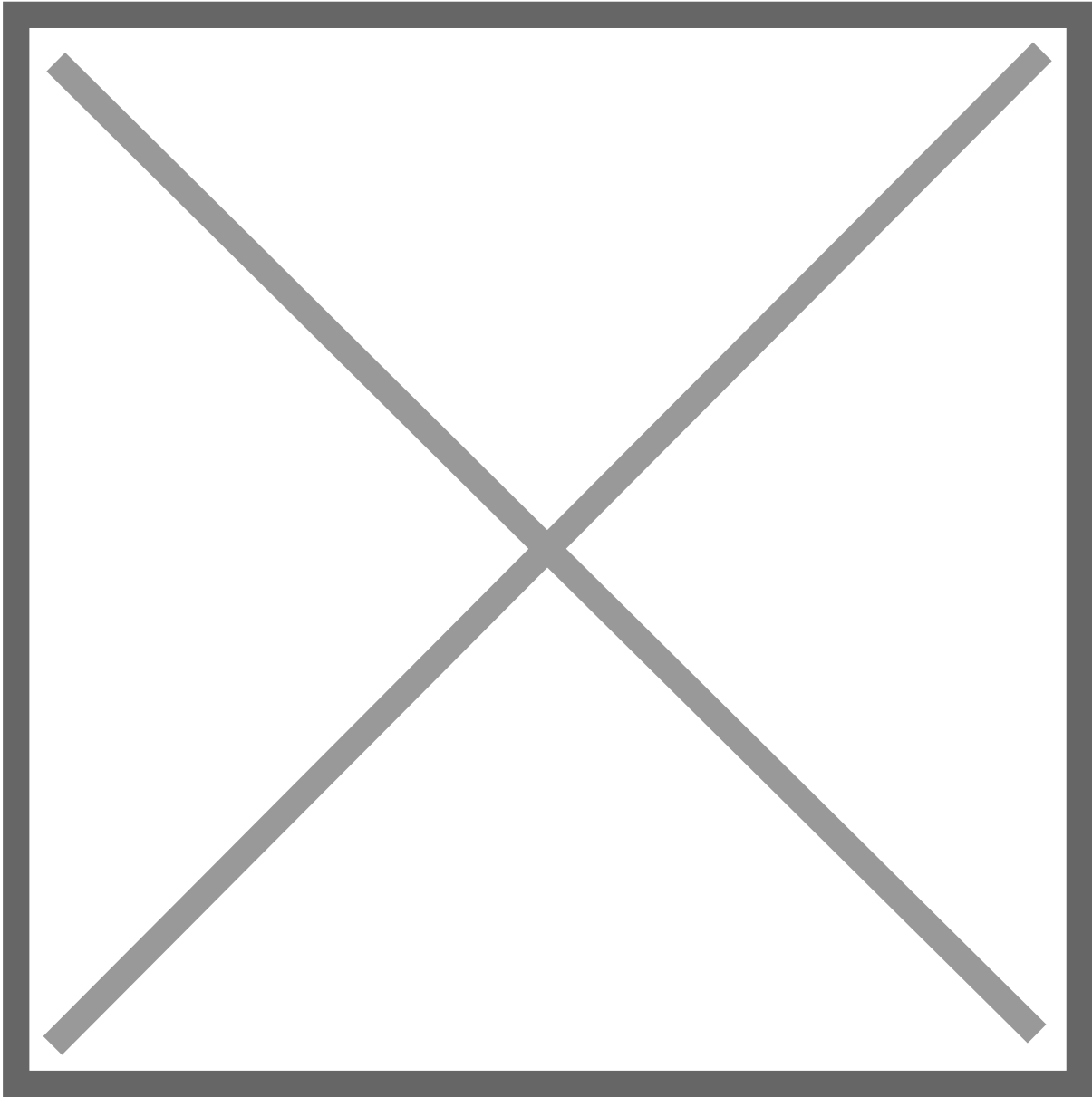
All specified placements will be added accordingly.



How to export tags?

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

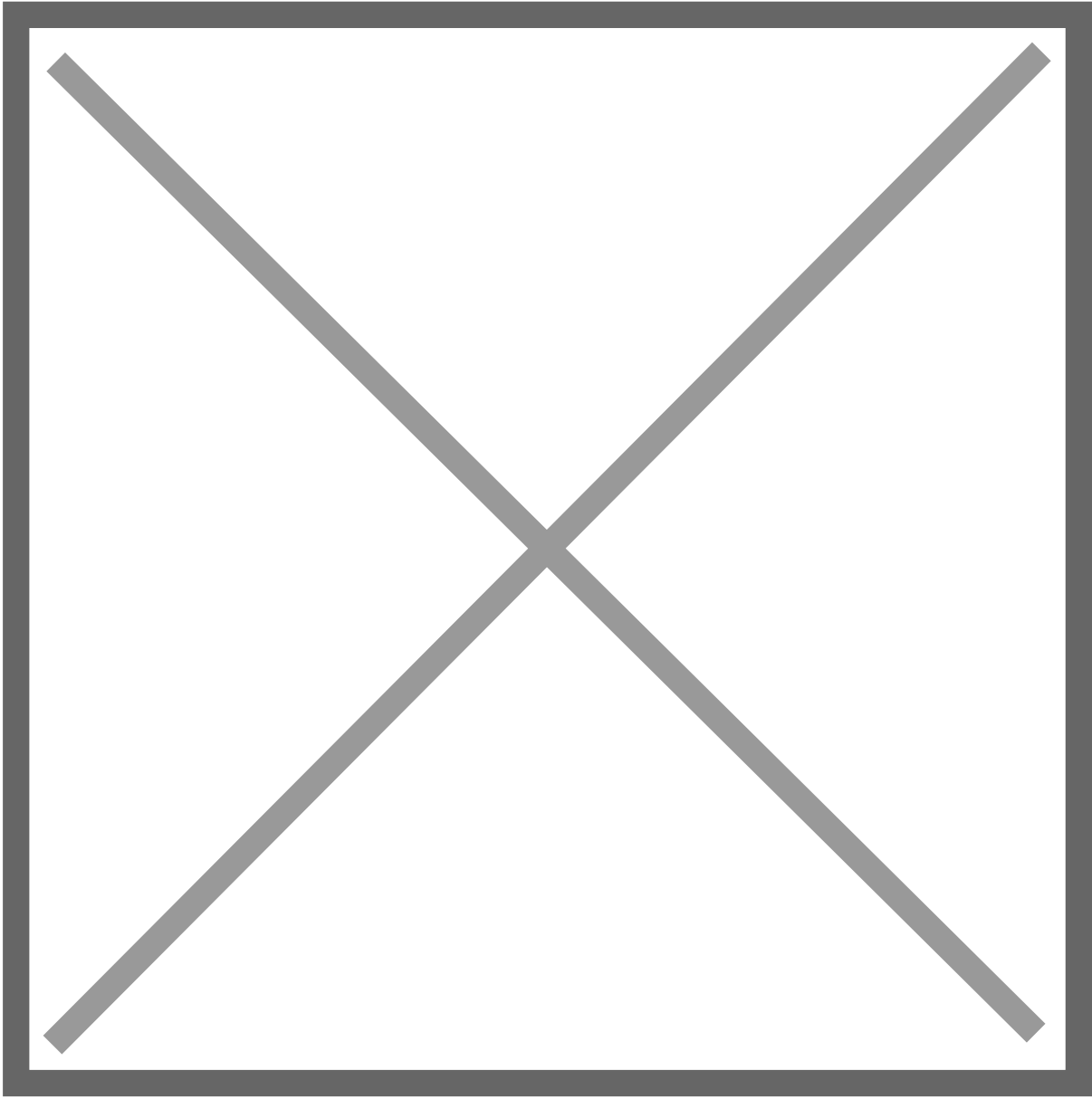




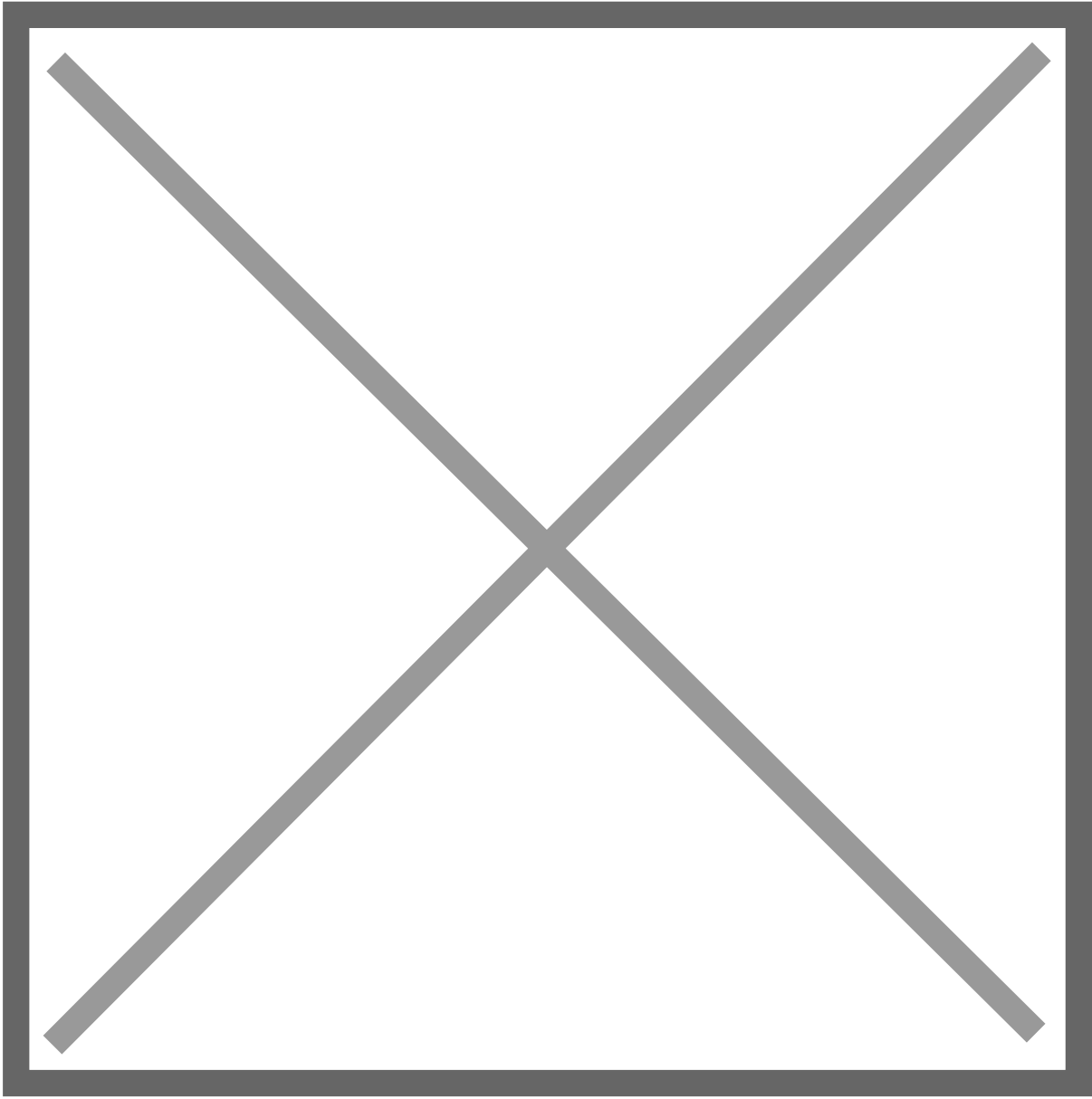
1. From the drop-down menu '**Add Macro**', select your Media Partner—this will automatically insert the appropriate macro into the ad tag.
2. Click the 'Copy' icon to copy the tag.
3. The modal also includes a shareable preview link.
4. Clicking the 'Analytics' icon will direct you to the Placement 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?

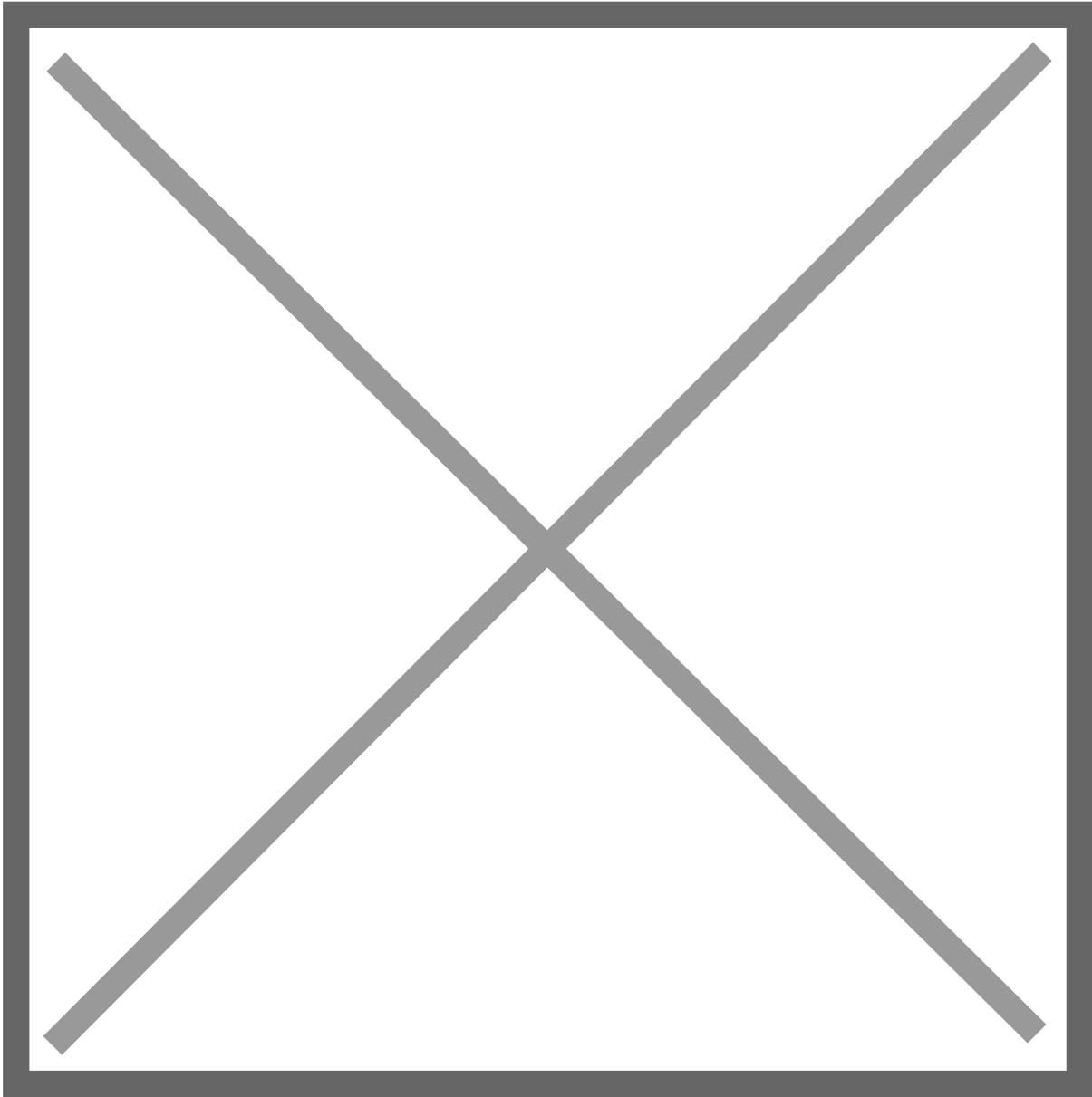
To download tags for all or selected placements linked to one or more creatives within the campaign, select the desired placements and click **Download** > Tags.



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**'.



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



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

Revision #3

Created 5 June 2025 12:39:58 by Aparna

Updated 20 July 2025 19:20:12 by Aparna