Chapter

Scheduling and Managing Campaigns

- "Scheduling Guaranteed Buy Campaigns" on page 44
- "Scheduling Open Inventory Campaigns" on page 59
- "Scheduling Keyword Campaigns" on page 72
- "Pushing Campaigns" on page 87
- "Copying Campaigns" on page 87
- "Editing a Campaign" on page 88
- "Searching for Campaigns" on page 89
- "Viewing, Accepting, and Declining Campaigns" on page 90
- "Viewing a Campaign Audit Trail" on page 92

Scheduling Guaranteed Buy Campaigns

- 1 Open the Advertising menu and select View All Advertisers.
- 2 In the Advertiser List, locate and select the Advertiser for whom you want to schedule a new campaign and then click New Campaign.

	desktop testin	g for QADMIN01		2
Advertiser	∇ Status	∇ Owner	∇ Address	7
COPY COMP	Validated	TARA KUNDUR	5 - 75	
NON STREAM ADV	Validated	TARA KUNDUR	62 - 89462	
PRODUCTION TEST SAVING	Validated	TARA KUNDUR	32 - 32523	
REDIRECT ADV MARCH 16	Validated	TARA KUNDUR	35 - 7325	
STREAM ADV	Validated	TARA KUNDUR	35 - 325	
TARA ADV AUTOMATION	Validated	TARA KUNDUR	96 - 8698	
TARA PROD COMP	Validated	TARA KUNDUR	32 - 32532	
Taralika @ Co.	Validated	TARA KUNDUR	CA - Sunnyvale	
222222222 TARA STREAM	Validated	TARA KUNDUR	DS · DSG	
222222222 TARA STREAM REAL	Validated	TARA KUNDUR	43 - 436	
Phil's Games	Validated	Tara Test Adv Reddy	CA - Costa Mesa	
ADV-SCANNON-002	Validated	Tara Test Reddy	CA - COSTA MESA	
Pizza Hut	Validated	Tara Test Reddy	CA - Irvine	-
Ameritrade	Validated	Tara Test Web Reddy	Te - Dallas	
Knowles Advertising	Validated	Techpubs Documentation	CA - Cupertino	
Sunflower	Validated	Techpubs Documentation	CA - Sunnybrook Farms	
al6	Validated	Test Name	ca-ci	
New Advertiser	Validated	Test Name2 Last Name 2	CA - Costa Mesa	
1234	Entered	Unknown	00 - 11111111111	
1-1-1	Validated	Unknown	nu - nu	
New	Edit	Campaigns	New Campaign	Reports

3 In the Select a Campaign Buy Type window, click Guaranteed Inventory and then click Next.

New Campaign for Advertiser		d ^r (a' 🗵 Q 🖂
©	Open Inventory	Keyword	
		Sack Next	

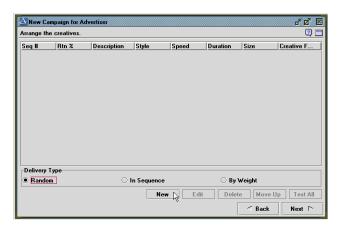
4 In the New Campaign window, enter campaign information and then click Next.

🛃 New Campaign for Adv	vertiser	് മ്	×
New Campaign		2	-
Advertiser:	Sunflower		
Campaign Name:	bird supplies		
Default Ad Link URL:	http://www.sunflower.com		۵
Comments:	enter any applicable into here.		
Job/10 Number:			
User Frequency Max: V No Limit]		
	Back	lext ⊳	· 🖓

New Campaign Information

Field	Description
Advertiser	The Advertiser name.
Campaign Name	The name of the Advertiser's campaign.
Default Ad Link URL	The URL to open in the user's browser when the user clicks the campaign banner. (Click the globe icon to the right of this field to verify that the URL is correct.) All GIF banners for a campaign will link to this URL.
Comments	Enter notes about the campaign, such as campaign- specific rate information.
Job I/O Number	The campaign's assigned job number. Leave this field blank unless you have an internally-assigned insertion order number.
User Frequency	Defaults to No Limit, meaning that there is no limit to how many campaign banners are repeatedly delivered to each viewer. Clear the No Limits check box and enter a number in the Max field to set a limit.

5 In the Arrange Creatives window, choose how creatives will be delivered and then click New.



Campaign Delivery Options

Delivery Option	Description
Random (default)	Campaign creatives of the same type and attribute are served randomly and evenly. Rich media ads receive higher priority than GIF or redirect ads.
In Sequence	Campaign creatives are served in the order that they are listed. Use the Move Up button to change the order of your creatives.
By Weight	Campaign creatives are served by the rotation percentage specified in the process of adding the creative (see procedure). Creatives can be rotated only with other creatives of the same type and attribute.

6 Enter the information for your ad creative in the Ad Creative window and then click Finish.

🚣 Ad Creative							<u>ේ ඒ</u> වී 🗵 ල 🗆
Size, Style, Deta Style	ils Apple	t Info					
Redirect Ad		Style:	GIF89	~	Browse]	
🗌 Streaming Me	dia URL	Size:	120 x 60	~	🗌 Show Gil	image pre	eviews
-GIF Image Previ ∟Link Details	e w	GI	IF Banne		RCE		
Description:	Sunflower Can	npaign				Rtn %:	0%
Links to:	http://www.ac	force.com					🔕
Alt Text:	QA desktop te	sting for QAD	MIN01 Ad				
Redirects to:							0.
							Test
					<	Back	Finish 戻

Ad Creative Information and Procedures

Ad Creative Type	Procedure					
Redirect ad	1 Select the Redirect Ad check box.					
	2 Select the preferred ad size from the Size drop-down list.					
	3 In the Links to field, type the URL to which users will be redirected when they click the banner.					
	4 In the Redirects to field, type the URL from which redirect images will be retrieved.					
	5 Click the Globe icon to the right of the Redirects to field to test the redirect URL.					
	6 Click OK.					
GIF Creative	1 Click Browse.					
	2 Select a GIF file from the Pick Campaign Creative File window.					
	3 Click Open. The Style field displays GIF89.					
	4 In the Links to field, type the URL to which users will be sent when they click the banner.					
	5 Click OK.					

Ad Creative Type	Procedure					
Applet	 Click Browse. Select a noncompressed ZIP archive containing a Java applet from the Pick Campaign Creative File window. Click Open. The Style Field displays Javascript. Click the Applet Info tab: Main Applet Class File: indicates the applet file name. Applet Tag Header: The tag header information for this applet. Applet Tag Params: Enter optional applet-specific parameters here. Select an ad size from the Size drop-down list. Click OK. 					
Rich Media	 Click Browse Select a noncompressed ZIP archive containing all the files associated with the banner from the Pick Campaign Creative File window. Click Open. Select an ad size from the Size drop-down list. Click OK. 					
Streaming Media	For assistance with streaming media creatives, contact AdForce Client Services at 1-800-973-1174.					

The Arrange the Creatives list now contains the creative you added.

- 7 To add other creatives, click New and then click Next.
- 8 Select Test All to test all creatives and links.

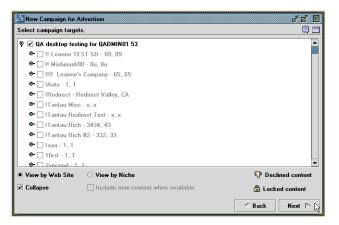
Arrange the c	reatives.				2
Seq #	Rtn %	Description	Style	Size	File Name
N/A	N/A	le la	GIF89	120 x 60	120x60
N/A	N/A		GIF89	468 x 60	468x60
Define To					
Delivery Typ	96	0.15 6		O De Mariel	
Delivery Typ ® Random	De	O In Sequence		O By Weigh	t.

9 Select the run dates and times for your campaign and then click Next.

These times are the times that the campaign will run daily, not the hour the campaign starts on the first day or the hour the campaign ends on the last day.

-					1			E.					5	
_	st 🕨				200	<u> </u>		ct 🕨				2000	للنذار	🗹 Sunday
S	М	T	W	T	F	S	S	м	T	w	T	F	S	🗹 Monday
8		් 10	11	5 12	6 13		8	9	10	11	5 12	6 13	14	🗹 Tueday
8 15	16	10					15						21	✓ Wednesday
22	23	28	25	26	20	28	22	_					21	
29	30	31	2.3	20	21	20	29			23	20	21	20	Friday
										-	-	-		-
	Thu	1 Oc	ct 5	2000				Fri	Oct	20 2	2000		_	Saturday
	Hour						To He							
	Hour: D am						111:5			٦				🗹 Run All Day
12:0	u am	-					11:5	9 pm	*					🖻 Hun Ali Day

- 10 Select targets for your campaign and then click Next.
 - To select all or run of network, click the main Network at the top of the list.
 - Click View by Web Site or View by Niche to sort by Web site or niche.
 - Check Collapse to collapse the targets list; uncheck it to expand the content units you targeted.
- 11 Click Next.



12 Select Internet runtime demographics and then click Next.

All types are selected by default.

Select Internet runtime demographic:	s.		2
Domains:		Service Providers:	
Commercial (com/net)		AT&T WorldNet	
Educational (edu)		America Online (AOL)	
Government (gov)		Cable and Wireless	
Military (mil)		Commercial/Unknown ISP	
Organizations (org)		CompuServe	
Unknown		Concentric	
		FlashNet	
		GTE Service	
		MCI	
		Minner & Mahmada (MCNI)	
Browsers:		Operating Systems:	
MS Explorer 3.x	-	Macintosh	
MS Explorer 4.x		Macintosh PowerPC	
MS Explorer 5.x		NEXT	
Netscape 1.x	000	OS/2	
Netscape 2.x		Unix AIX	
Netscape 3.x		Unix: BSD	
Netscape 4.x		Unix: HP-UX	
Ather		Unix IRIX	
	-	Unix: Linux	
Spry Mosaic	-	Lui- OCE A	

13 Select Regional runtime demographics.

All types are targeted by default.

Area Co	des:			SIC Code	:	Countries:		
Code	V City V	State	7	Code	∇ Description ∇		Country	1
	Singapore	Singapore		000042	Motor Freight Transp	•	Afghanistan	
	Unknown	China	333	000043	United States Postal	107	Albania	33
	Hong Kong	Hong Kong		000044	Water Transportation		Algeria	
	Macau	Macau		000045	Transportation By Air		American Samoa	
	Unknown	Taiwan		000046	Pipelines, Except Nat		Andorra	
10	Beijing	China		000047	Transportation Services		Angola	
2	Seoul	S.Korea		000048	Communications		Anguilla	
2	Taipei	Taiwan		000049	Electric, Gas & Sanita		Antarctica	
20	Guangzhou	China		000050	Wholesale Trade - D		Antigua and Barbuda	
201	Newark	New Jersey		000051	Wholesale Trade-No		Argentina	
202	Washington, DC	DC DC		000052	Building Materials, Ha		Armenia	
203	Bridgeport	Connecticut		000053	General Merchandise		Aruba	
204	Manitoba	Canada		000054	Food Stores		Ascention Island	
205	Birmingham	Alabama		000055	Automotive Dealers,		Australia	
206	Seattle	Washington		000056	Apparel & Accessory		Austria	
207	All Locations	Maine		000057	Home Furniture, Furni		Azerbaijan	
208	All Locations	Idaho		000058	Eating & Drinking Pla		Bahamas	
209	Fresno	California	-	000059	Misc Retail	•	Bahrain	-

14 Specify the rates and amounts for the campaign and then click Next.

Scheduling and Managing Campaigns

New Campaign for Advert Specify campaign rates and				5 5 5 0 1
Ad Cap Dollars: Desired Dollars: Ad Dollars Spent:	\$0.0000 \$10.0200 < \$0.00	< Fixed Desired	Impressions: Impressions: ions Delivered:	0 01000 0
Total Inventory Available:		0		
Cost Per Transaction:	Impressions:	Cost per 1000:	Cost Each: 0.0100	Total Imp.: 0
Ad Percent of Sale: 0% Agency Percent:	Clicks:	2.00	0.0020 Total based on	0
55%	Est. Click Rate:	1.00%	click rate:	ck Next P

Field/Button	Description
Ad Cap Dollars	Displays the total dollars to be allocated for this campaign. Can be calculated by entering the Cost per 1000 Impressions and Ad Cap Impressions.
Desired Dollars	Used if the Total Inventory Available is lower than what you require for the campaign. Type the total ad dollar amount you desire to purchase should more inventory become available during the life of the campaign. Desired Dollars indicates the total amount of money you are willing to spend on the campaign. Example: Available inventory is peaked at \$2,000 and you wish to purchase \$3,000 worth. Type \$3,000 in the Desired Dollars field to acquire more impressions should they become available. The total Ad Dollars Spent typically fall between \$2,000 and \$3,000 in such cases. Note: This field is not applicable to Open Inventory buys. Caution: Specify Desired Dollars conservatively. If you oversell your site, your campaigns may under-deliver.
Ad Dollars Spent	Displays the total dollars spent to date, and appears when you view or edit an active campaign.
Fixed	Click to lock total dollars or total impressions so when the figures are adjusted, the other adjusts accordingly.
Ad Cap Impressions	Displays the total requested impressions. Can be calculated by entering the Cost per 1000 Impressions and Ad Cap Dollars.

Campaign Rate Fields

Field/Button	Description
Desired Impressions	Used if the Total Inventory Available is lower than what you require for the campaign. Type the total number of impressions you wish to be delivered through the life of the campaign should more inventory become available. When impressions become available from other campaigns, those impressions can be delivered for your campaign. Note: Setting Desired Impressions does not guarantee delivery of all requested impressions. This field is not applicable to Open Inventory buys.
Impressions Delivered	Displays the total impressions delivered to date, and appears when you view or edit an active campaign.
Total Inventory Available	AdForce calculates Total Inventory Available by taking into account all of the targeting criteria defined when originally scheduling the campaign. Refer to the section on How Available Inventory is Calculated in the <i>AdForce Concepts</i> <i>Manual</i> .
Cost Per Transaction	Not used.
Ad Percent of Sale	Not used.
Agency Percent	Enter the agency's percentage of the total Ad Dollars.
Cost per 1000 Impressions (CPM)	Enter the Advertiser's cost for 1,000 banner impressions.
Cost per 1000 Clicks (CPC)	Enter the Advertiser's cost for 1,000 banner clicks.
Est. Click Rate	Enter the campaign's estimated click- through rate.

Field/Button	Description
Cost Each Impression	Displays the delivery cost for each impression by calculating the CPM, Ad Cap Dollars, and the Impression Cost fields.
Cost Each Click	Displays the delivery cost of each click by calculating the CPC and Ad Cap Dollar fields.
Total Imp. (Impressions section)	Displays the total number of impressions that can be delivered by calculating the CPM cost and Ad Cap Dollars fields.
Total Imp. (Clicks section)	For a CPC buy. Estimates how many impressions must be delivered at the identified click-through rate to meet the Ad Cap. Example: In order to receive 1,000 clicks at an estimated click-through rate of 1%, you will need to deliver 100,000 impressions.
Total based on click rate	For CPC and CPM buys. Estimates how many impressions have to be delivered, given the estimated click-through rate, to meet the Ad Cap.

- 15 If you are using TrackForce, associate beacons to your campaigns and then click Next.
- 16 Select the campaign owner from the Owner drop-down list.

Enter owner, priority and status.		2
Owner:	Techpubs Documentation 💌	
Status:	Validated 🗸	
Priority:	CPM Based 🗸	
Payment Type:	Pay Ads 🔹	
Campaign ID:	New]
¥alidator:]
Last Modified By: Date Entered:	10/4/00]
Date Entered: Date Validated:	10/4/00]
Date Modified:]
	✓ Back	Finish 🔒

17 Open the drop-down Status list and select Validated.

Note: Campaigns must be validated in order to become active on the campaign start date. Selected inventory will not be reserved until the campaign is validated.

18 Set the campaign priority using the Priority drop-down list.

Note: Priorities take effect only when campaigns are not meeting their goals except in the case of exclusive campaigns.

Priority Description	
CPM Based	Delivers a campaign's ad impressions based on CPM values. The higher the CPM, the more priority a campaign has. This is the default priority for Guaranteed Inventory buys.
Exclusive	Has exclusive delivery rights to the targeted content units. Note: Other campaigns can have exclusive delivery rights to the same content units.
Accelerated	Has the highest priority without being exclusive.
High	Above Normal priority.
Normal	Above Moderate priority.
Moderate	Above Low priority.
Low	The lowest priority.

Campaign Priorities

19 Set the payment type from the Payment Type drop-down list and then click Finish.

Payment Types

Payment Type	Description
Pay Ads	Paid advertisements.
Barter Ads	Advertisements traded for something other than money, such as goods and services.
Promotional Ads	Advertisements that promote either a Web Publisher or media representative.
Bonus/Make Good Ads	If an advertising campaign under-delivers, the Advertiser is given impressions to make up the difference.
Public Service Ads	Advertisements for non-profit organizations, charity, and philanthropic organizations that are delivered between other advertisements.

Your campaign is now scheduled.

Campaigns will start serving at midnight on the start date that was specified. Follow the instructions in "Pushing Campaigns" on page 87 if you want to start your campaign now.