





- About My Accuen Booking Engine
  - What it is replacing
- Benefits
- Reporting Available
- How To Use
- FAQ





#### **WHAT IS IT?**

- My Accuen Booking Engine is a new and updated way for Agencies to book programmatic campaigns.
- It will be used as a one stop shop for all campaign communications with the Programmatic team from brief stage to completion of a booking.

(All documents related to a campaign (briefs, targeting grids, booking forms, IO's and creative tags will be sorted here).

#### WHAT IT'S REPLACING

The system will replace the current excel spreadsheet model sent via email.



#### **BENEFITS**



 The booking system consists of mandatory fields that Agency teams have to fill out which ensures that all important campaign information is collated in one place.



 Ability to book multiple products for one campaign as opposed to sending multiple campaign booking forms.



- A one stop shop for all pre-launch campaign communications instead of back and forth via email, saving time.
- · Ability to report.





The UI is being built out for this and isn't currently available. Some of the metrics being built out are:

- Budget booked by Product
- Budget Booked by Product broken down by DSP
- Budget booked by Product broken down by Vendor
- Budget booked by Product by Agency
- Total Budget booked by Agency
- Budget booked by product broken down by DSP and Agency
- Budget booked by Agency broken down by DSP
- % of Brand vs Performance Campaigns
- Budget booked by KPI by Client.





Link: <a href="https://www.accuen.co.uk/">https://www.accuen.co.uk/</a>

#### **User Credentials:**

Please contact <u>Saarika.Nathwani@omnicommediagroup.com</u> for your credentials



### **Booking Engine Workflow**

Agency to submit BRIEF

Programmatic to respond with a TARGETING GRID

Agency to fill complete the BOOKING FORM

IO's

Agency to submit CREATIVE TAGS

OMG Programmatic Double sign off (Line Manager to approve Targeting Grid) This is based on information provided in the Targeting Grid, confirms DSP budgets etc.

Agency to submit IO
Links.
OMG Programmatic
team to upload
accepted IO & input
DDS code



# **Booking Engine Stages**

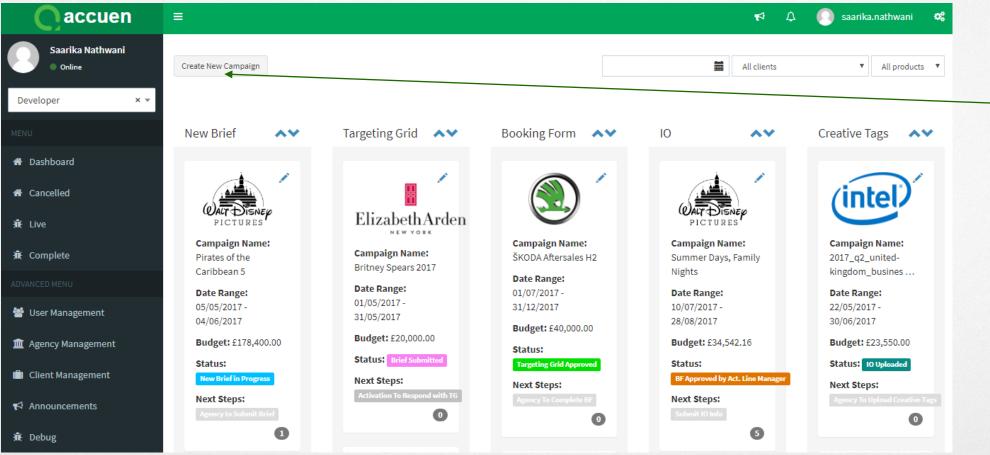
	STATUS	NEXT STEP	AREA
	SIAIUS	NEAT STEP	ANEA
1	New Brief in Progress	Agency to submit Brief	Brief
2	New Brief Submitted	Activation to respond with Targeting Grid	Targeting Grid
	Targeting Grid Uploaded	Activation Line Manager to approve	Targeting Grid
3	Targeting Grid approved by Line Manager	Agency to submit Booking Form	Targeting Grid
	Targeting Grid approved by Line Manager	HOA / PD to approve	Targeting Grid
IF OVER 100K	Targeting Grid approved by Head of Activation	Agency approve Targeting Grid.	Booking Form
IF OVER 100K	rangeting drid approved by nead of Activation	Agency approve rangeting driu.	booking rottii
4	Agency to fill out booking form	Agency to submit Booking Form	Booking Form
4	Booking Form Submitted	Activation to approve	Booking Form
4A	Booking Form approved by Activation	Activation Line Manager to approve	Booking Form
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5	Booking Form Approved by Activation Line Manager	Submit IO Link. Activation to upload IO	IO
5A	IO Uploaded	Agency to upload Creative Tags	Creative Tags



#### Dashboard

The Dashboard is a snapshot of all campaigns and at what stage the campaign is (ie: Awaiting Creative Tags).

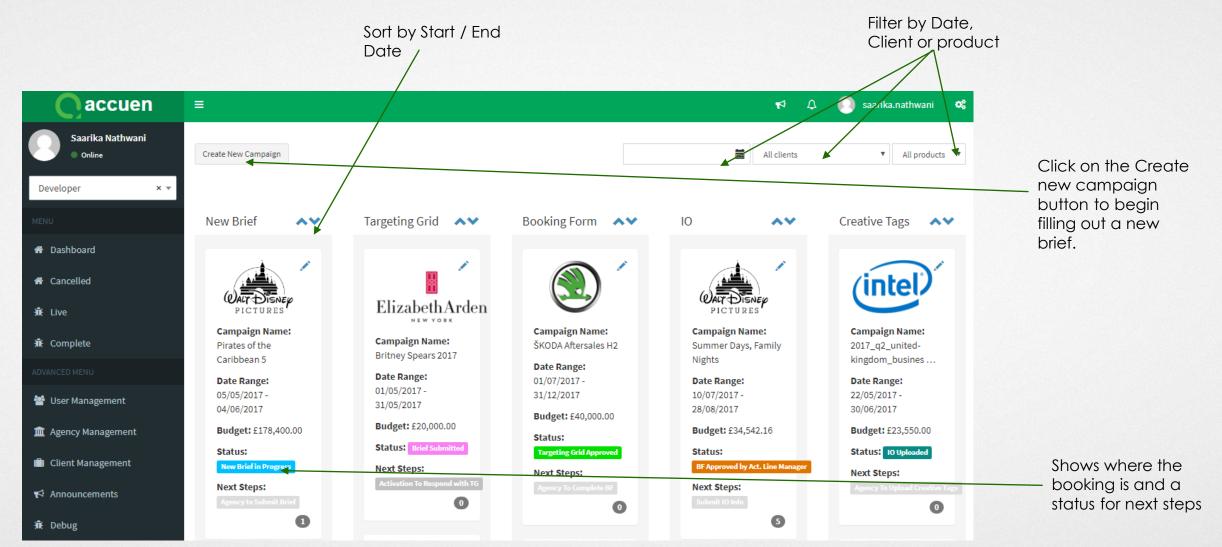
The Campaign moves across the stages, and the next steps highlight what is needed next.



Click on the Create new campaign button to begin filling out a new brief.



### **Dashboard Features**

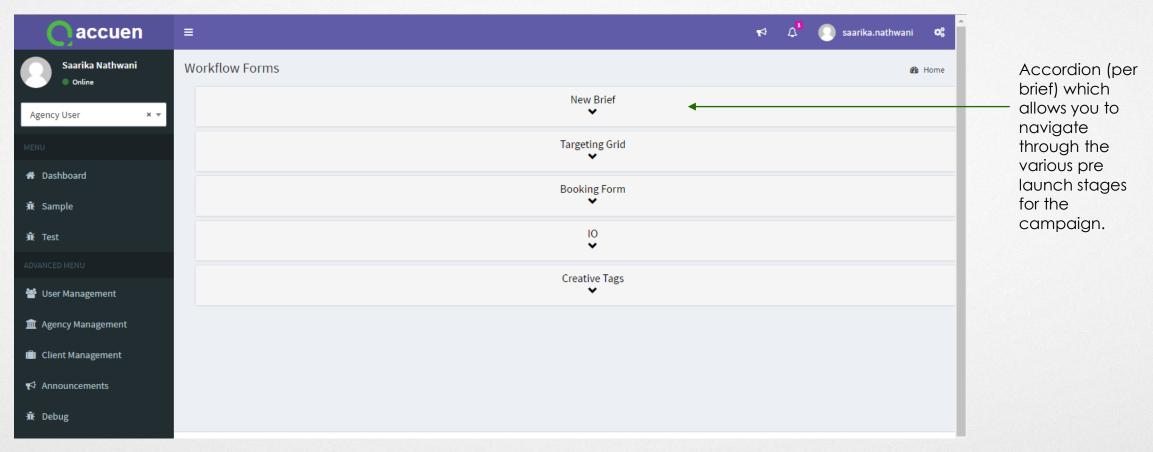




#### Accordion

The Dashboard is a snapshot of all campaigns and at what stage the campaign is (ie: Awaiting Creative Tags).

The Campaign moves across the stages, to highlight what is needed next.



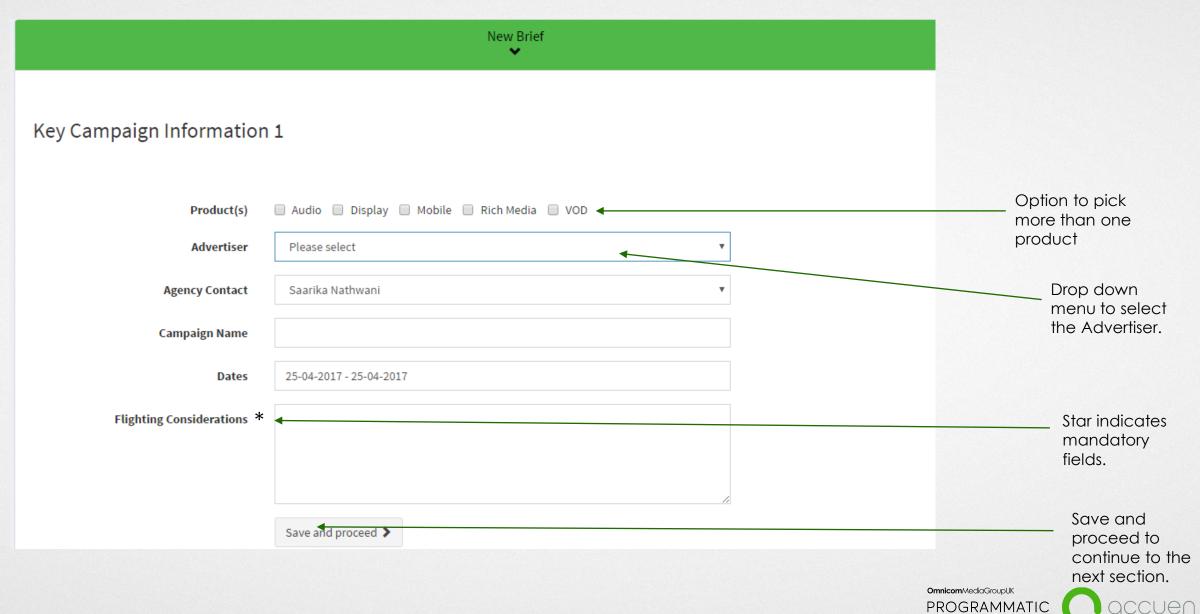




The Briefing section is designed for you to brief the Programmatic team on upcoming campaigns.

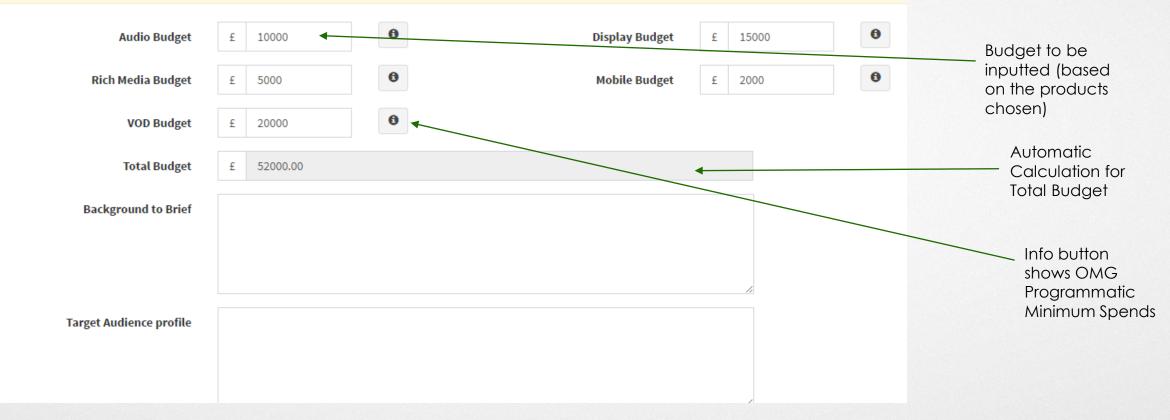
It allows for you to pick more than one product for brief, and the relevant information regarding each product is then populated.



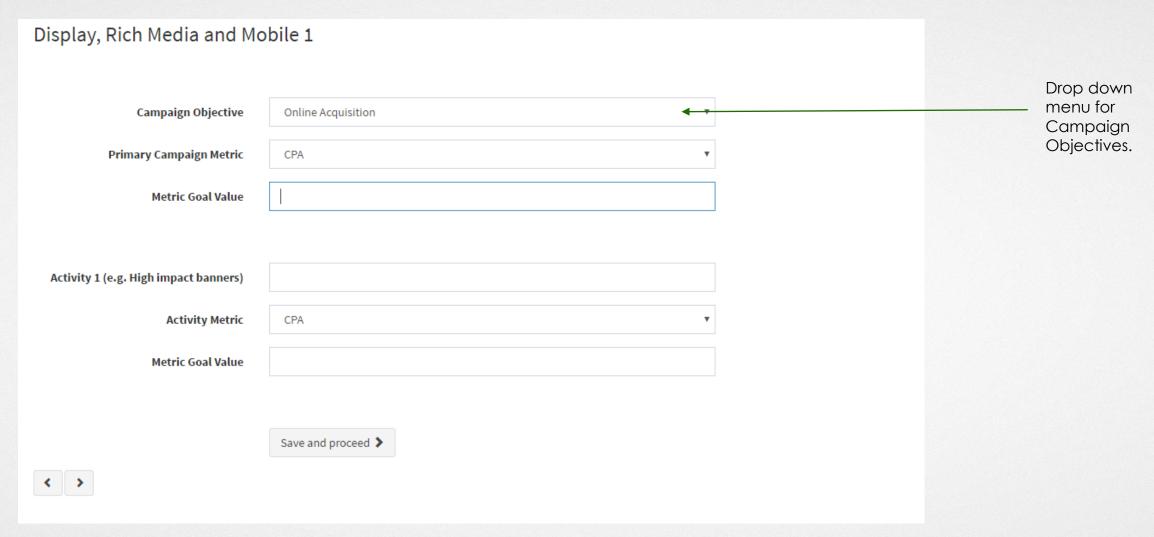


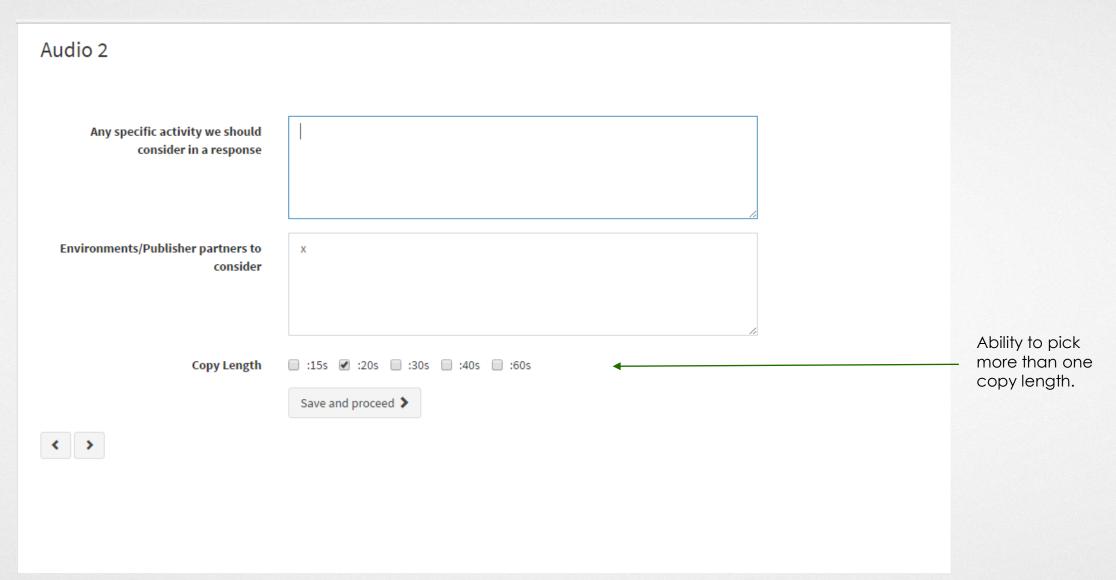
Key Campaign Information 2

Note: Please ensure all ASBOF, Agency commission, adserving etc is taken out before giving us the Agency NET Budget

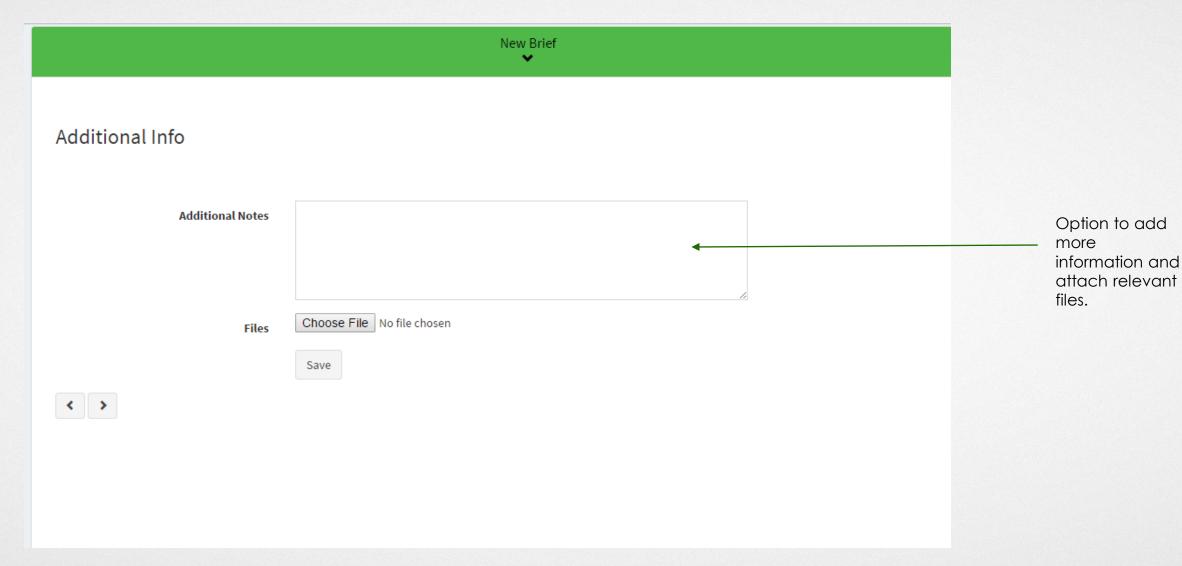




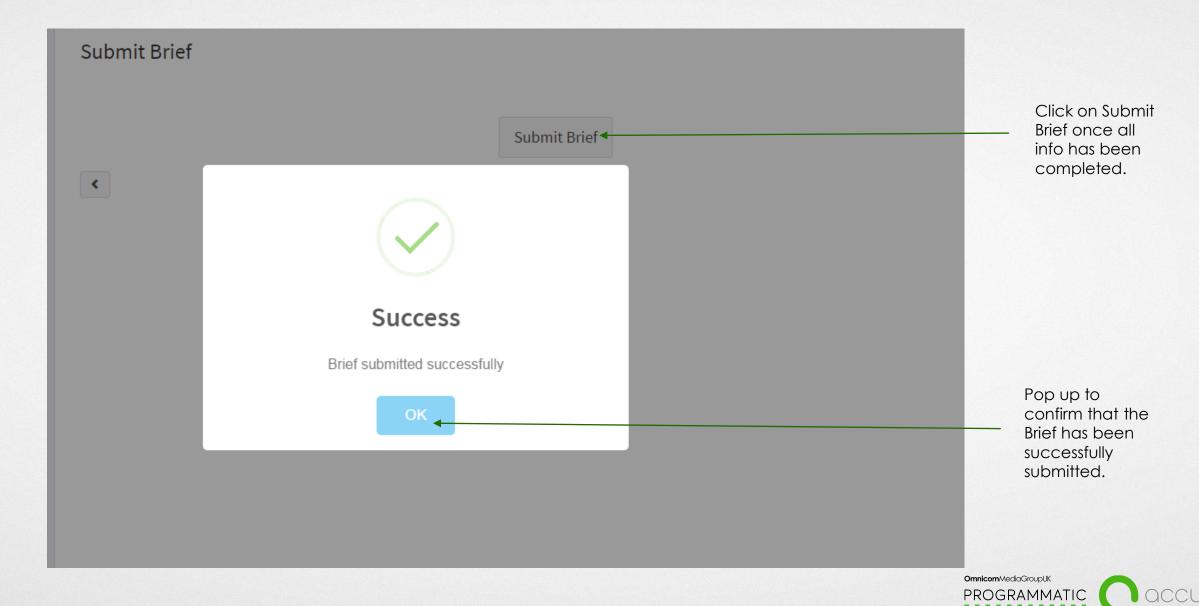














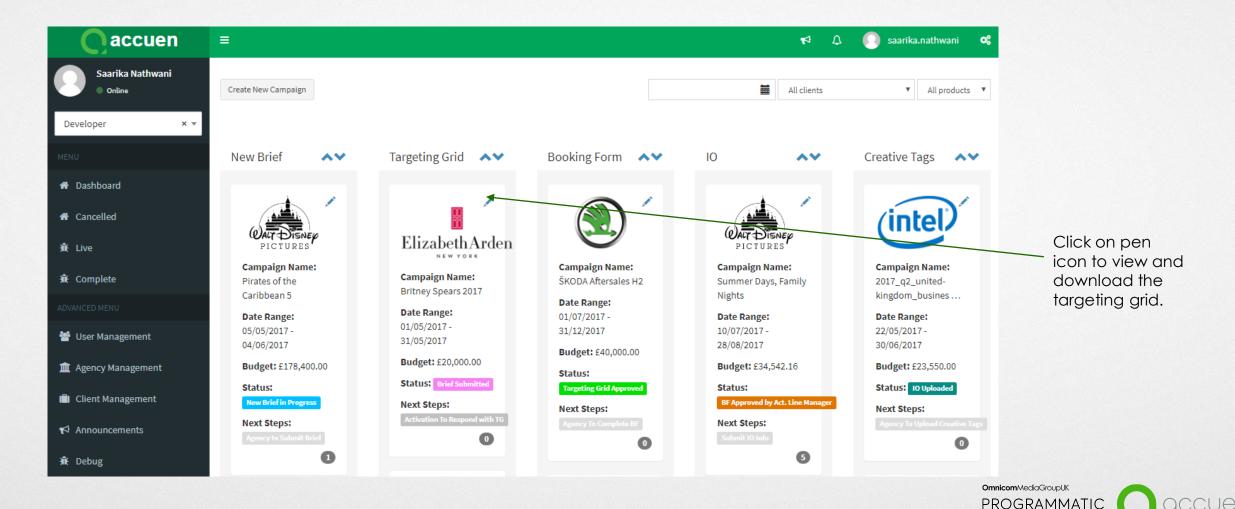
The Targeting Grid / Brief Response is the recommendations from the Programmatic Activation team.

This will have recommendations on DSP's, creative formats, targeting and other information useful to the campaign.



## **Targeting Grid**

Once the Activation team have uploaded the Brief Response, the campaign will move to the Targeting Grid section with the Status: Targeting Grid Uploaded.



# **Targeting Grid**

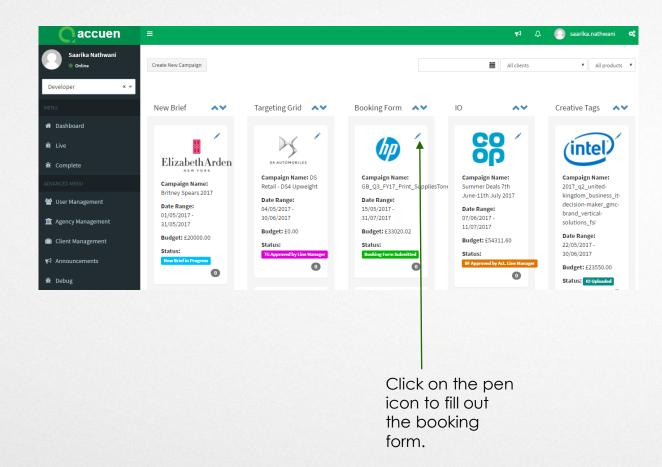


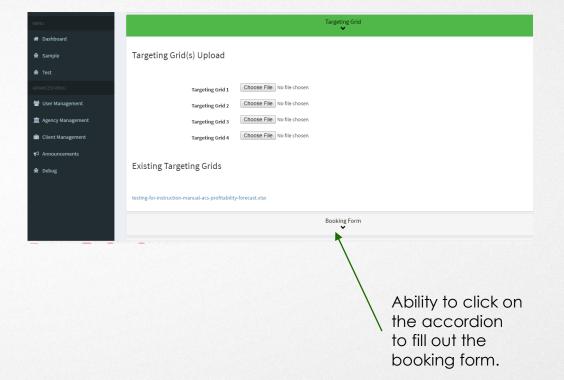


The Booking Form is filled out once the targeting grid is approved.

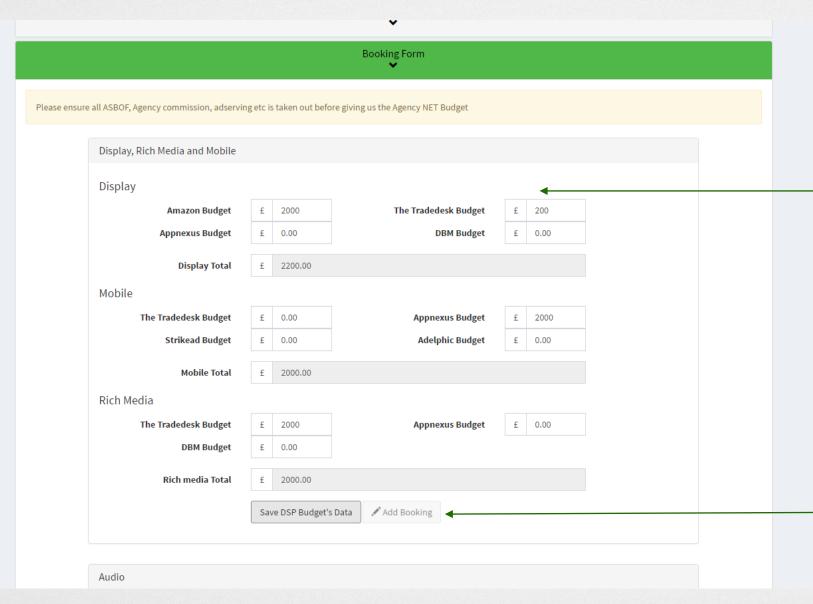
This is to confirm Budgets across DSPs, products and other important campaign set up information.









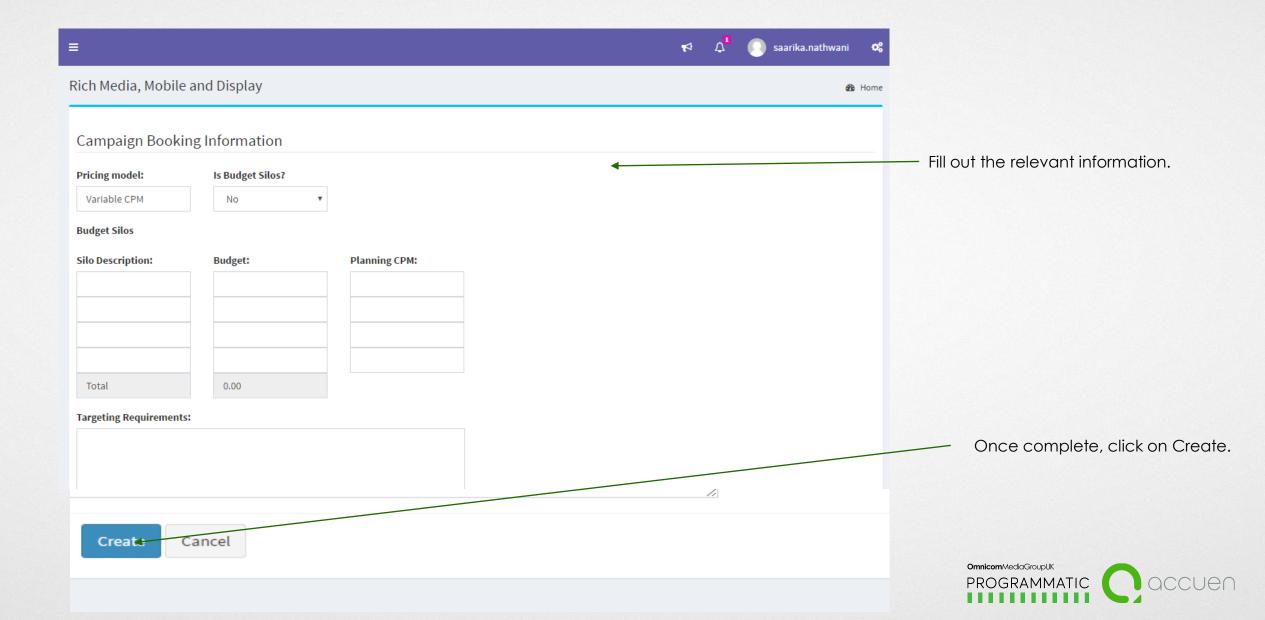


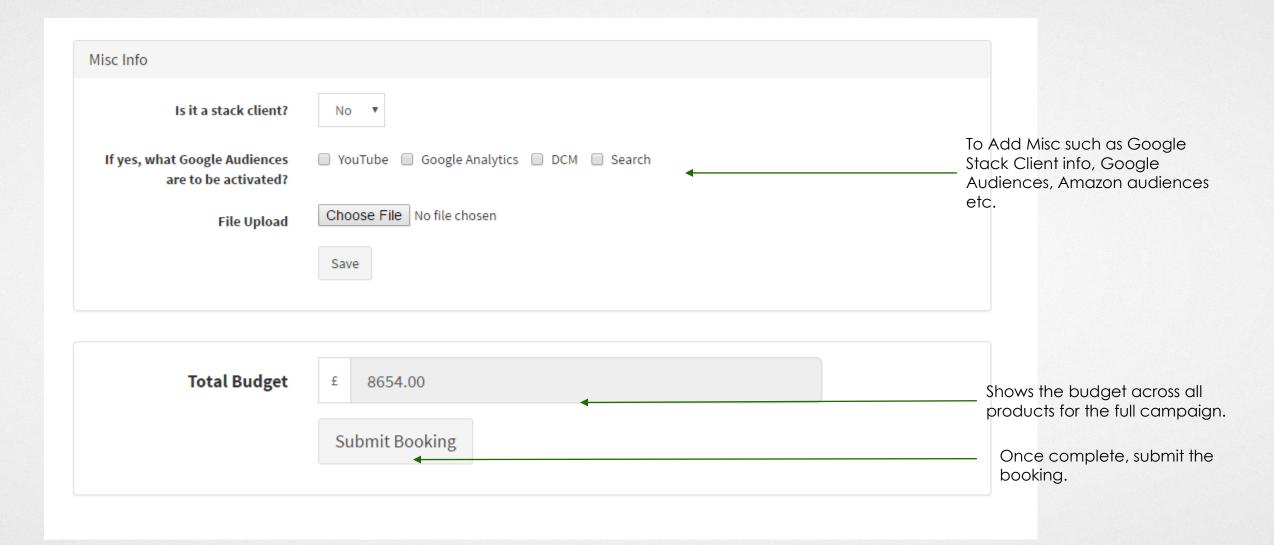
Input budget for the relevant DSP's.

(Mandatory to have 1 DSP per product chosen) – Products are divided up and relevant DSP's are listed out.

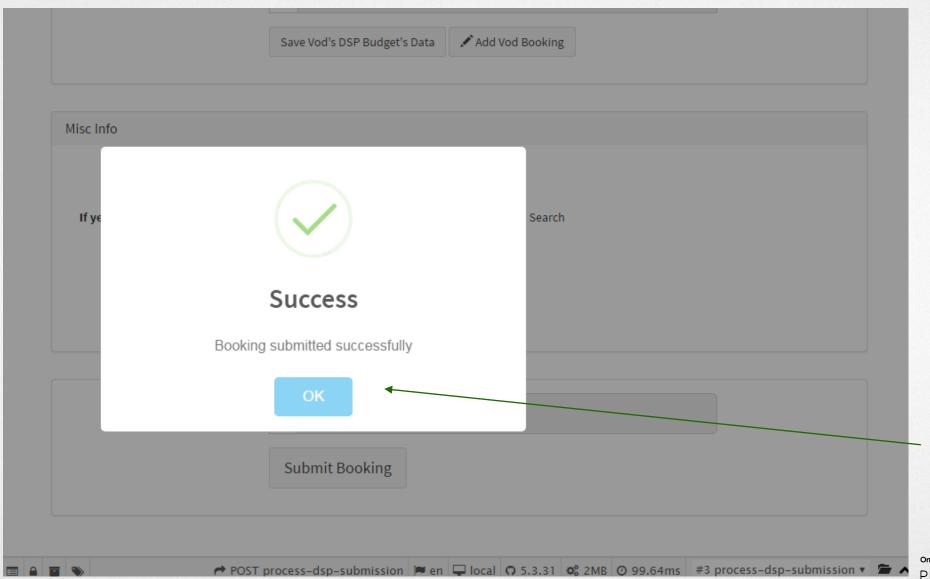
Click on Save DSP Data and once done is Add Booking. This will then open up the info needed for that product. (This is across all products choosen).











Pop up notification to confirm that the booking has been submitted successfully.





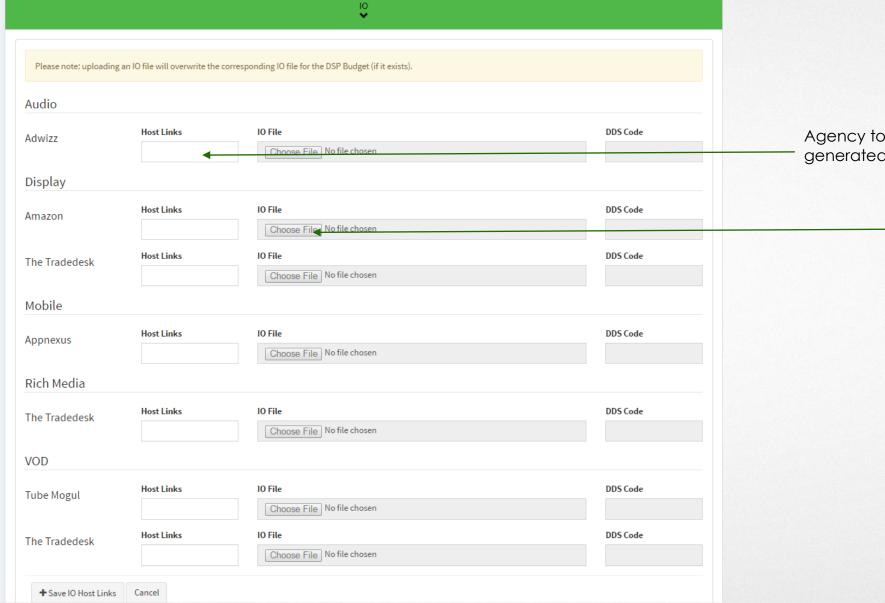


The IO is put in – this is done after the booking form is filled out.

Please note that the IO budget and budget inputted in the booking engine must match for it to be approved by the Activation team.

Our SLA is that IO's are submitted 5 days before live date.





Agency to upload the IO link generated from Prisma.

Activation user to upload accepted IO PDF and DDS code for finance recon purposes.



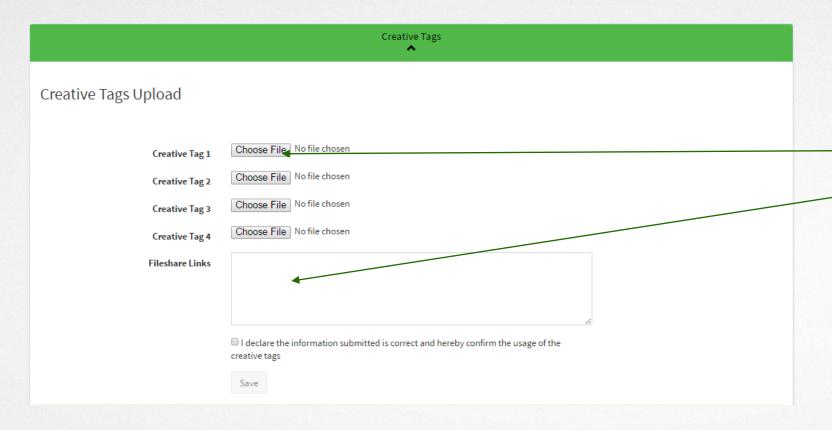


This section allows the ability to upload creative tags.

Our SLA's for creative tags is 3 working days before live date.



### **Creative Tags**



Upload files for Creative Tags.

If the file is too big, Fileshare links can also be included.

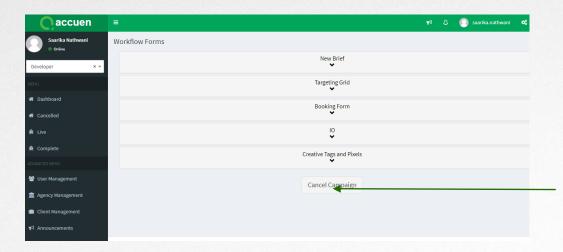




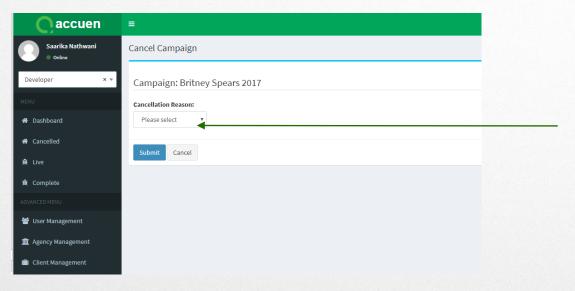
Campaigns can be cancelled at any given point of the campaign lifecycle.



# **Cancelling Campaigns**



Open the campaign and scroll down to Cancel Campaign



Select the reason for cancellation, (If other, a free text box will open up to type in the reason).

Click Submit and the campaign will be cancelled.





