

## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP (PDT)

CONFIGURE CAMPAIGN SETUP

Opportunity Name VInput opportunity search text V

## Saved Setups

OPPORTUNITY NAME	LAST SAVED ON
Hyatt House Provo Pleasant Grove CPM 2019	10/01/2019 16:15:41
EU Alpitour Q3 2018	10/01/2019 09:57:09
EU RATP FR UK tourists June 19	10/01/2019 08:57:28
Hotel Valencia Riverwalk Subscription	09/30/2019 21:52:51
EU New Zealand tourism youth BURST 2	09/30/2019 21:40:21
EU Norwegian Air Facebook Self Service Q2 2019	09/30/2019 14:41:48
EU JNTO Sweden and Finland Q3 2019	09/30/2019 13:59:34
Hoi An Trails Resort and Spa FastBooking	09/27/2019 18:08:30
Starwood San Diego Rail CPM 20160501	09/27/2019 16:08:43
Burbon Exclusive Be Jardin Escondido by Coppola RD15 Net	09/27/2019 13:30:17

From this screen (**screen**)

**1), AM users can enter a setup. They can do this in 1 of 3 ways**

1. Searching Name
2. Search ID
3. Selecting a previously saved setup draft)

## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP OPT-IN

CONFIGURE CAMPAIGN SETUP

## ① Connected Inputs

Hyatt House Provo Pleasant Grove CPM 2019

Travel Intent to Destination

## Opportunity Details

OPPORTUNITY NAME	Hyatt House Provo Pleasant Grove CPM 2019
OPPORTUNITY START DATE	2019-09-01
ACCOUNT MANAGER	
OPPORTUNITY ID	C063900000udHmGAU
OPPORTUNITY END DATE	2019-11-30

## RESTRICTIONS

APPLY TO PRODUCT LINE ITEMS

REQUIRED ?

## Include Geography

United States X

## Exclude Geography

Please select Options



## Include Languages

Please select Options



## Exclude Languages

Please select Options



## Devices

- Connected TV
- Mobile Phone
- Computer
- Tablet



## Exclude Pixel Audience

Paste Audience IDs here



List of Audience IDs

Does this setup need to consider restricted conversion credit (aka halo or leakage)?

- Yes - only certain conversions count    Monitor - some conversions hold more weight  
 No - all conversions are counted

Include Site List(Channel ID) ?

Paste Channel IDs here

Exclude Site List(Channel ID) ?

Paste Channel IDs here



## Include KCT List

Up Upload File

## Exclude KCT List

Up Upload File

Select Audiences

Save as Draft

In the 2nd screen, AM users make restriction selections based on the campaign guardrails that they have discussed with the client

## Campaigns

CAMPAIGN SETUP   CAMPAIGN SETUP PREV   CONFIGURE CAMPAIGN SETUP

Contractual Inputs

Define Campaign Restrictions

Select Audiences

Review Setup Summary

Generate SDF Files

 Hyatt House Provo Pleasant Grove CPM 2019 Travel Intent to Destination

Conversion Pixel Targeting PT

Conversion Audience:

840475071

List of Audience IDs

Conversion 2x Audience:

840475074

List of Audience IDs

Website Pixel Targeting RT

Retargeting Audience:

840475077 840475080 840475083

List of Audience IDs

**In the 3rd screen, AM users will hit "List of Audiences IDs" which opens audience manager. Users then search and copy the audience and copy this audience into these input boxes**

Define Campaign Restrictions

Review Setup Summary

Save as Draft

## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP (PDT)

CONFIGURE CAMPAIGN SETUP

 Contractual Inputs Define Campaign Restrictions Select Audiences Review Setup Summary Generate SDF Files

Hyatt House Provo Pleasant Grove CPM 2019

 Travel Intent to Destination

All the restrictions and audience data are captured

## Travel Intent to Destination

## Client Restrictions &amp; Audience Data

Creative Set Restrictions Edit

## RESTRICTIONS

## Devices

Tablet, Connected TV, Mobile Phone, Computer

## Advertiser-Directed Age

No

## Include Geography

United States

Audience Data Edit

## Conversion Pixel Targeting PT

## AUDIENCE NAME

## VALUE

Conversion Audience

840475071

Conversion 2x Audience

840475074

## Website Pixel Targeting PT

## AUDIENCE NAME

## VALUE

Retargeting Audience

840475077, 840475080, 840475083

Select Audiences

Generate SDF Files

Save as Draft

**In the 4th screen, AM users review the selections that they made in previous screens. They will either edit selections that need updated or save the setup for CC to complete the setup**

## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP (PENDING)

CONFIGURE CAMPAIGN SETUP

Contractual Inputs

Define Campaign Restrictions

Select Audiences

Review Setup Summary

Generate SDF Files

 Hyatt House Provo Pleasant Grove OPM 2019 Travel intent to Destination

ITEM

SFDC

OVERRIDE

Frequency Cap/Day

None

15

Currency

USD

USD

## Insertion Order SDF

CAMPAIGN ID

3285302

Download IO SDF

## Line Item SDF

DCM CONVERSION FLOODLIGHT ACTIVITY ID

ID ID

Download DB Line Item SDF

Review Setup Summary

**In the final screen, CC users perform the steps for generating an SDF**