

## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP <sup>19/20</sup>

CONFIGURE CAMPAIGN SETUP

Opportunity Name

Input opportunity search text

## 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 06:57:28
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 JINTO 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
Bourbon Exclusive Be Jardin Escondido by Coppola RD15 Net	09/27/2019 13:50:17

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 **STEP 2**

CONFIGURE CAMPAIGN SETUP

1 Contractual Inputs 2 Define Campaign Restrictions 3 Select Audiences 4 Review

- 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	0063900000udHmGAUJ
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

Upload File



Exclude KCT List

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 100%

CONFIGURE CAMPAIGN SETUP

Contractual Inputs

Define Campaign Restrictions

8 Select Audiences

4 Review Setup Summary

6 Generate SDF Files

Hyatt House Provo Pleasant Grove CPM 2019

Travel Intent to Destination

Conversion Pixel Targeting PT

Conversion Audience :

B40475071 x

[List of Audience IDs](#)

Conversion 2x Audience :

B40475074 x

[List of Audience IDs](#)

Website Pixel Targeting RT

Retargeting Audience :

B40475077 x

B40475080 x

B40475083 x

[List of Audience IDs](#)

Define Campaign Restrictions

Review Setup Summary

Save as Draft

**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**



## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP 100%

CONFIGURE CAMPAIGN SETUP

Contractual Inputs

Define Campaign Restrictions

Select Audiences

4 Review Setup Summary

6 Generate SDF Files

Hyatt House Provo Pleasant Grove CPM 2019

Travel Intent to Destination

## Hyatt House Provo Pleasant Grove CPM 2019

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

Consentance-DM leakage

No

Include Geography

United States

Audience Data

Edit

Conversion Pixel Targeting PT

AUDIENCE NAME

Conversion Audience

Conversion 2x Audience

VALUE

840475071

840475074

Website Pixel Targeting RT

AUDIENCE NAME

Retargeting Audience

VALUE

840475077, 840475080, 840475083

**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

Select Audiences

Generate SDF Files

Save as Draft



## Campaigns

CAMPAIGN SETUP

CAMPAIGN SETUP **100%**

CONFIGURE CAMPAIGN SETUP

Contractual Inputs

Define Campaign Restrictions

Select Audiences

Review Setup Summary

**5** Generate SDF Files

Hyatt House Provo Pleasant Grove CPM 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

IO ID

Download DB Line Item SDF

Review Setup Summary

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