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DREAMmail Ad Manager User Guide

Version 5.0

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Contents

| | |
|--|-----------|
| Preface | 5 |
| Overview of Ad Manager | 7 |
| About Ad Manager | 8 |
| Benefits of Ad Manager | 8 |
| Navigating in Ad Manager | 8 |
| Key Components of Ad Manager | 9 |
| Terminology in Ad Manager | 10 |
| Using Ad Manager with DREAMmail | 11 |
| Before you start | 11 |
| How DREAMmail and Ad Manager Work Together | 11 |
| The Ad Manager and DREAMmail Process | 12 |
| Deploying a DREAMmail Message with Ads from Ad Manager | 12 |
| Accessing Ad Manager | 14 |
| Logging in to Ad Manager | 14 |
| Passwords | 14 |
| Using Ad Manager | 15 |
| Ad Location References | 16 |
| About Ad Location References | 16 |
| Syntax of Ad Location references | 16 |
| Multiple Ad Locations in Messages | 16 |
| About Publications | 17 |
| Example of the New Publication Window | 17 |
| Creating a Publication in Ad Manager | 17 |
| Example of the Publication Selection Window | 20 |
| Editing or Duplicating a Publication | 20 |
| About the Publication Schedule | 21 |
| Viewing the Publication Schedule | 22 |

| | |
|--|-----------|
| Creating Ads | 23 |
| Types of Accepted Ad Content | 23 |
| Example of the Add / Edit an Advertisement Page | 25 |
| Creating an Ad in Ad Manager | 25 |
| Editing or Deleting Ads | 26 |
| Creating and Scheduling Issues of a Publication | 28 |
| About the Issue Scheduler | 28 |
| Using the Issue Scheduler | 29 |
| Viewing Issues of a Publication | 30 |
| Removing Issues from the Issue Scheduler | 31 |
| Booking Ads | 32 |
| Steps in Booking an Ad | 32 |
| Booking Multiple Ads for one Location | 32 |
| When are Default Ads Served? | 32 |
| Example of the Contract Manager | 33 |
| Using the Contract Manager to Book Ads | 33 |
| Calculation of the Sell-Through Rates | 34 |
| Duplicating Issues | 34 |
| Using the Contract Manager to Remove Ads | 36 |
| Overriding Issue Dates | 36 |
| Producing Tear Sheets for Proofing Purposes | 37 |
| Creating Different Ad Combinations for Proofing | 37 |
| Determining Ad Combinations | 37 |
| Proofing Multiple Combinations | 38 |
| Ad Manager Reports | 39 |
| Publication Status Report | 40 |
| Example of the Publication Status Report Query Page | 40 |
| Viewing the Publication Status Report | 40 |
| Publication Status Report | 41 |
| Contracts Results report | 42 |
| Mailings report | 43 |
| Sponsor Activity Report | 44 |
| Example of the Sponsor Activity Report Query Page | 44 |
| Viewing the Sponsor Activity report | 44 |
| Sponsor Activity Report | 45 |
| Exporting Report Data | 46 |
| Index | 47 |

Preface

About this Guide

The *Ad Manager Trafficking Guide* is intended for online publishers and marketers who create and traffic ads and insert them into email messages.

This guide is part of the set of documents that describe *DREAMmail*. In addition to explaining how to create and traffic ads, this guide also explains how to access reports that display ad activity.

How this Guide Is Organized

This guide is divided into the following chapters:

| Chapter | Description |
|-------------------------------|--|
| Overview of Ad Manager | Describes the <i>Ad Manager</i> user interface, terminology and concepts, and what you must do before you use the <i>Ad Manager</i> application. |
| Using Ad Manager | Explains how to create publications and issues, create an ad, and book ads within issues. |
| Ad Manager Reports | Explains how to access and use the Sponsor Activity and Publication Status reports. |

Related Documents

Related documents include:

- DREAMmail 5.0 User Guide
- DREAMmail 5.0 Real-Time Messaging Guide
- DREAMmail 5.0 List Generator Guide
- DREAMmail 5.0 Programming Guide
- DREAMmail 5.0 Advanced Messaging Guide

Conventions Used in this Guide

The following conventions are used in this guide:

| Convention | Use |
|----------------------|---------------------------------------|
| Boldface font | Menu options, button names, key words |
| Courier font | Code examples |
| <i>Italic</i> font | Section and document titles |

Overview of Ad Manager

Ad Manager is a module that enables online publishers and marketers to book and track ads in messages that are created in DREAMmail. These messages contain references to ads that you create in Ad Manager, and when messages are sent, the appropriate ad content is retrieved.

This chapter discusses the following topics:

- [About Ad Manager](#)
- [Terminology in Ad Manager](#)
- [Using Ad Manager with DREAMmail](#)
- [Accessing Ad Manager](#)

About Ad Manager

Ad Manager is an optional module of DREAMmail that enables you to book ads in email messages. Epsilon recommends using Ad Manager for a series of regularly scheduled email messages, or newsletter-type publications, that share a common layout. However, Ad Manager can also be used to book individual ads in one-time mailings.

Ad Manager provides you with flexibility and control of your ads. It enables you to maximize ad revenue by defining multiple ad locations within a message. Ad Manager also enables you to prepare and manage ads from multiple sponsors in individual messages.

Ad Manager enables you to share ads between messages. You can book the same ads in multiple publications and multiple issues for use in different messages. If you have various newsletters or messages that share the same layout and sponsors, they can share the same issue.

This section discusses the following topics:

- [Benefits of Ad Manager](#)
- [Navigating in Ad Manager](#)
- [Key Components of Ad Manager](#)

Benefits of Ad Manager

In Ad Manager you can:

- Create and maintain sponsors (advertisers)
- Prepare ad content so it is ready to insert into messages
- Schedule issues of publications
- Schedule the insertion of ad content, including default ads, in issues of publications
- Proof the ads as they appear in the email messages

The benefits of Ad Manager include:

- An easy-to-use interface — Ad Manager provides a simple, web-based user interface for creating ads, booking ads, and reporting ad activity.
- Increased flexibility — DREAMmail's impression-based Ad Manager enables you to sell email ad sponsorships without being limited to subscription list size.
- Online reports — Ad-specific reports provide sponsorship metrics over and above the industry-leading reports provided by DREAMmail.

Navigating in Ad Manager

The correct way to navigate through Ad Manager is to use the Menu that is on the left side of the window. Due to the way that browsers cache pages, Ad Manager does not respond to the web browser's Forward and Back buttons.

Key Components of Ad Manager

The following list describes the key components of Ad Manager:

- **Ad Creative Manager** — The Ad Creative Manager enables you to create and maintain ad content (the creative) and sponsor information.
- **Ad Contracts** — Ad Contracts enable you to book ads for an issue of a publication.
- **Publication Manager** — The Publication Manager enables you to create and maintain a publication in which you sell and book ads.
- **Publication Schedule** — The Publication Schedule enables you to view your scheduled publication issues in a calendar format. With the Scheduling interface, you can quickly access reports for issues already sent or ad bookings for issues that have not yet been sent.
- **Reports** — The Sponsor Activity report provides information about ads booked by a specific sponsor. The Publication Status report provides information about the issues booked for a publication.

Terminology in Ad Manager

Ad Manager uses its own terminology, which is distinct from DREAMmail. The following list describes the key terms used in Ad Manager.

| Term | Definition |
|-------------|--|
| contracts | In Ad Manager, a contract occurs when the ad is booked in an issue. The order in which ad contracts are booked in Ad Manager determines the order in which DREAMmail places ads in messages. For example, if Contract 1 for the top_full_banner location has 1500 impressions, then the first 1500 messages sent out by DREAMmail included the ad listed in Contract 1. DREAMmail sends ads from all of the contracts listed, until the number of booked default ads ads in the messages. |
| default ads | Default ads are ads sent to a mailing list after all booked ads have been sent. Default ads are also used when an advertiser wants to sponsor all of the impressions for a given ad location. |
| sponsor | A sponsor is an advertiser on whose behalf ads are booked in the issues of a publication. Note that sponsors and their ads are client specific and can be used by all sites within that client. |
| publication | A publication is a series of issues that share the same characteristics such as the number of ad locations, placement and format of ads. It functions much like a periodical in traditional media (for example, the New York Times or Der Spiegel). |
| issue | In Ad Manager, an issue is an instance of a publication that is scheduled on a given date. Unlike a message in DREAMmail, an issue does not contain a body or subject line, instead it contains ad location references, and the ads booked to these locations, that are inserted in the message. Scheduling an issue does not send a message in DREAMmail. Instead, scheduling issues allows you to communicate with sponsors the days that messages are to be sent and to book and prepare ads for those days. Note: Multiple messages can reference a single issue so that the layout of ad locations and the ads booked to those locations are used in all of the messages. |
| message | A message is an email that is sent to a mailing list in DREAMmail. A message consists of a body, a subject line, and URL links to ecommerce or content websites. Messages can be in text, legacy AOL, or HTML formats, and can include one or more file attachments. |
| impression | An impression occurs when one ad inserted into one email message. For example, if an ad has 10,000 impressions recorded, it means that it was sent out in 10,000 individual email messages. Ad Manager records an impression when the ad servers determine which ad to place in the email. This takes place during the process by which the email is composed, before it is sent to subscribers. If the delivery of the email is not successful due to bounce backs, the impression is still counted. An impression is recorded whether the subscriber clicks on the ad or not. |

Using Ad Manager with DREAMmail

You can use DREAMmail and Ad Manager together to create messages and strategically place ads in the messages. The ads that you prepare in Ad Manager are sent in the messages that you create in DREAMmail.

This section discusses the following topics:

- [Before you start](#)
- [How DREAMmail and Ad Manager Work Together](#)
- [The Ad Manager and DREAMmail Process](#)
- [Deploying a DREAMmail Message with Ads from Ad Manager](#)

Before you start

Before using Ad Manager, make sure you have:

- Decided which messages will contain ads
- Know the number of ad locations are available in each message
- Obtained ad content from the sponsor, and created content for default ads

How DREAMmail and Ad Manager Work Together

Ad Manager and DREAMmail work together to enable you to prepare, store, and send ads in messages. In Ad Manager you create a publication that contains ad locations. You then book ads for all of the ad locations. In DREAMmail you insert references to the ad locations into the message. These references act as placeholders for the ads. DREAMmail replaces the reference with the corresponding ads when you send the message, much like a personalizing a message where the appropriate content is inserted into pre-defined sections in a message.

Note: Ad Manager allows you to book multiple ads per location. Once the number of impressions of the first ad has been reached, Ad Manager inserts the next ad in that location, while DREAMmail continues to send the message.

The Ad Manager and DREAMmail Process

The following diagram show how Ad Manager and DREAMmail work together.

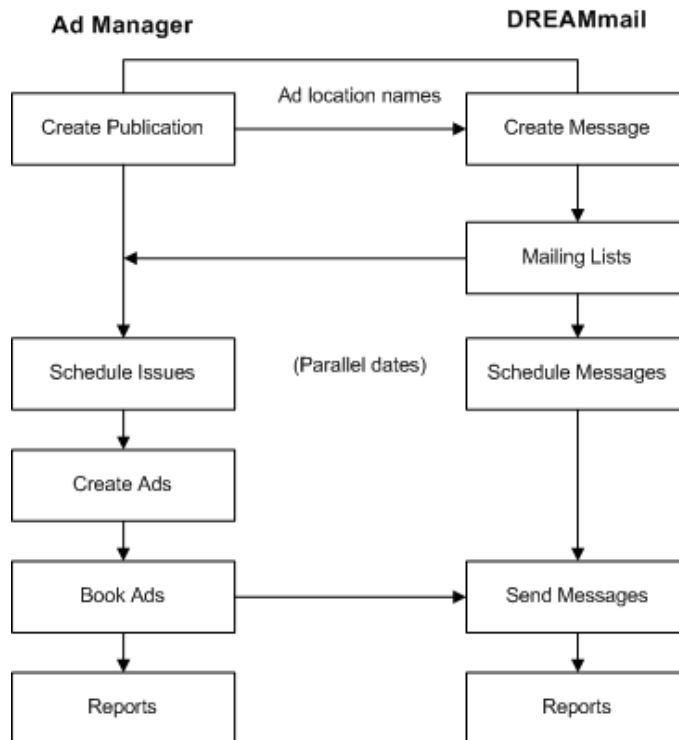


Figure: The Ad Manager and DREAMmail process

Deploying a DREAMmail Message with Ads from Ad Manager

The following table identifies the process for deploying messages using both Ad Manager and DREAMmail.

| Stage | Description |
|-------|---|
| 1 | Use Ad Manager to create a publication. This enables you to create the ad location references used by DREAMmail to insert ads into messages. For more information, see “Creating a publication in Ad Manager” on page 13 and “Ad Location References” on page 11 . |
| 2 | Use Ad Manager to schedule issues. See “Creating and Scheduling Issues of a Publication” on page 23 . |
| 3 | Use Ad Manager create ads. See “Creating Ads” on page 18 . |
| 4 | Use Ad Manager to book ads. See “Booking Ads” on page 27 . |

| Stage | Description |
|-------|--|
| 5 | <p>Use DREAMmail to create a message and insert the ad location reference tags into the message.</p> <p>The ad location reference tag acts as a content segment tag. As DREAMmail sends the message, it encounters the tag and retrieves the content from Ad Manager. For more information, see “Ad Location References” on page 11, and the <i>Message Management Guide</i>.</p> |
| 6 | <p>Use DREAMmail to send the message.</p> <p>For more information about sending messages, see the <i>Message Management Guide</i>.</p> |
| 7 | <p>Use Ad Manager to generate reports about ads and sponsors, and DREAMmail to generate reports about message delivery.</p> <p>See “Ad Manager Reports” on page 36 and the <i>Message Management Guide</i>.</p> |

Accessing Ad Manager

To log into Ad Manager, you must use Internet Explorer 5.5 or higher. This section discusses the following topics:

- [Logging in to Ad Manager](#)
- [Passwords](#)

Logging in to Ad Manager

Your DREAMmail administrator or Epsilon representative creates and maintains user accounts. Before logging in to Ad Manager, obtain the Ad Manager URL and server name from this person. Your user name and password are the same as your DREAMmail account. You also have access to the same sites in Ad Manager as you do in DREAMmail.

To log in to Ad Manager:

| Step | Action |
|------|---|
| 1 | Open a web browser. |
| 2 | In the Address field of the web browser, enter the Ad Manager URL. The Ad Manager login window opens. |
| 3 | In the User ID field, enter your user name. Your Ad Manager user name is the same as your DREAMmail user name. |
| 4 | In the Password field, enter your password. Your Ad Manager password is the same as your DREAMmail password. |
| 5 | In the Server field, select the name of the server that is assigned to you. Your Epsilon representative provides you with this information. |
| 6 | Click Enter . |

You can quit Ad Manager at any time by clicking Log Out on the Ad Manager menu.

Passwords

Your Ad Manager password is the same as your DREAMmail password. When you change your DREAMmail password, your Ad Manager password automatically changes. You cannot change the password in Ad Manager, you must change it in DREAMmail. If you try logging into Ad Manager, and you get a password expired notification, you must first log into DREAMmail and change your password before you can log in to Ad Manager.

Using Ad Manager

Ad Manager enables you to create ads that are served in email messages that are sent by DREAMmail. This section explains how to use Ad Manager so that you can create ads, create publications, schedule issues of publications to be sent, and book ads in issues.

This section discusses the following topics:

- [Ad Location References](#)
- [About Publications](#)
- [Creating Ads](#)
- [Creating and Scheduling Issues of a Publication](#)
- [Booking Ads](#)
- [Producing Tear Sheets for Proofing Purposes](#)

Ad Location References

Ad location references identify the space in a message where an ad is inserted when a message is sent by DREAMmail. After you create an ad location reference in Ad Manager, you include it in a message in DREAMmail so that an ad is dynamically inserted in the message as it is sent.

This section discusses the following topics:

- [About Ad Location References](#)
- [Syntax of Ad Location references](#)
- [Multiple Ad Locations in Messages](#).

About Ad Location References

In the Ad Manager, you must create the name that DREAMmail uses to insert an ad into a message. This ad location reference is a reference to a content segment (in DREAMmail), where the content that is referenced is an ad. Because the ad location reference is a content segment reference, it must be unique within your DREAMmail site. Ad location references are, however, not case-sensitive.

Syntax of Ad Location references

Like content segment references, ad location references have a specific format. Ad location references are generated in the following format:

```
#Ad:name_of_ad_location#
```

This format is automatically generated by Ad Manager when you specify a name for an ad location as you are creating the publication. [“Creating a Publication in Ad Manager” on page 11](#) provides additional information.

Multiple Ad Locations in Messages

Messages can contain more than one ad. If you want to create a message with multiple ads, you create an ad location reference for each ad slot and then include an ad location reference tag for each slot in the message. For example, you create a publication with four ad locations. When you create the message in DREAMmail, you include the four ad location reference tags. In Ad Manager you book one or more ads for each location.

About Publications

A publication is a series of issues that share the same characteristics, such as the number of ad locations, placement, and format of ads. An issue is an instance of a publication that is scheduled for a given date. In DREAMmail, an issue determines which ads are served in a message.

The section discusses the following topics:

- [Example of the New Publication Window](#)
- [Creating a Publication in Ad Manager](#)
- [Example of the Publication Selection Window](#)
- [Editing or Duplicating a Publication](#)
- [About the Publication Schedule](#)
- [Viewing the Publication Schedule](#)

Example of the New Publication Window

You must create a new publication for each series of issues that you schedule for delivery so that you can create and book ads in messages in DREAMmail. In Ad Manager you create new publications, set the number of ad locations, and create the ad location references. The figure below shows the New Publication window.

Publication Manager

Publication Name:

Description:

Number Of Locations:

Remaining lists:

- Pumper_100K
- Pumper_150K
- Pumper_2K
- Pumper_30K
- Pumper_500K

Lists to Be Sent:

- Pumper_1M
- Pumper_200K

Note: Issues will be sent to lists selected in DREAMmail. Lists selected here are for calculating sell through percentage and display purposes only.

Publication Format(s): ☒ TEXT ☒ AOL ☒ HTML

Ad Details:

Location:1
 Name: HTML Type:
 Content Tag: #Ad:Location_11#

Location:2
 Name: HTML Type:
 Content Tag: #Ad:Location_22#

Figure: Example of the New Publication window

Creating a Publication in Ad Manager

To create a publication:

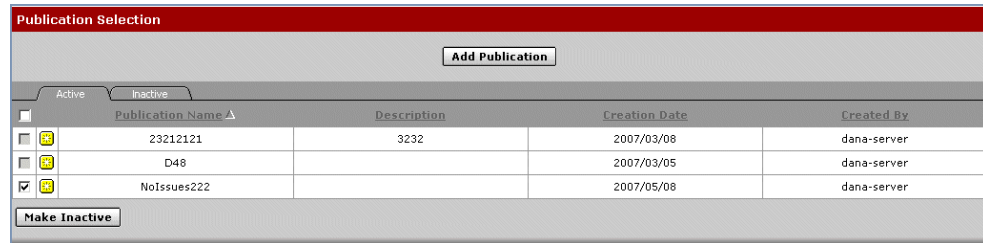
| Step | Procedure |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site for which you want to create a publication. |
| 3 | Click Publications > Publication Manager . The Publication Selection window opens. |

| Step | Procedure |
|------|---|
| 4 | Click Add Publication . The New Publication window opens. |
| 5 | In the Publication Name field, enter the name of the publication as you want it to be displayed in the Issue Scheduler . Use the following guidelines when assigning names: <ul style="list-style-type: none"> ▪ Publication names must be unique within the site ▪ Use dates when applicable. Do not use slashes. ▪ Use underscores (_) instead of spaces. For example, Ad_Holiday. ▪ The name must not exceed 30 characters. |
| 6 | Enter a Description of the publication. This information is displayed in the Description column of the Publication Selection window. |
| 7 | In the Number of Ad Locations field, enter the number of ads in each issue. You must know how many ad locations are in each issue of the publication. Enter a number between 1 and 98. |
| 8 | Click the arrow buttons to add mailing lists to or remove lists from the Lists Selected field. The lists you add to the right column are the mailing lists in DREAMmail that you want to receive this publication. The lists to which messages are sent are determined when the message is actually deployed in DREAMmail. This information is used to calculate the sell-through percentage only. "Calculation of the Sell-Through Rates" on page 34 provides additional information. |
| 9 | Select the format of the publication. You must specify the format in which the publication is sent: <i>Text</i> , <i>AOL</i> , or <i>HTML</i> . You can select more than one format. |
| 10 | In the Ad Details section, enter the name of each ad location in the Name fields. Use the following guidelines when assigning names: <ul style="list-style-type: none"> ▪ Use underscores, not spaces. ▪ Names must be unique within the site. The ad location reference is generated from this name. You use this name as a content segment reference in DREAMmail to insert the ad in a message. "About Ad Location References" on page 16 provides additional information. |
| 11 | Click Save . The Publication Selection window opens with the information you entered in the New Publication window. |

["Editing or Duplicating a Publication" on page 14](#) provides additional information.

Publication Manager

The Publication Manager main screen is displayed below.



Inactivating / Reactivating a Publication. The Active tab is displayed by default.

To inactivate a Publication:

| Step | Action |
|------|---|
| 1 | Select the publication and click the Make Inactive button. A message displays asking you if you are sure you want to inactivate the selected publication. |
| 2 | Click OK . The publication is now displayed in the Inactive tab. |

To Reactivate a publication:

| Step | Action |
|------|--|
| 1 | Click the Inactive tab. The Inactive publications are displayed. |
| 2 | Select the publication you want to reactivate and click the Make Active button. A message displays asking you if you are sure you want to reactivate the selected publication. |
| 3 | Click OK . The publication is now be displayed in the Active tab. |

Note: If the publication has issues for dates in the future, you will not be able to inactivate it.

Example of the Publication Selection Window

The figure below shows the Publication Selection window.

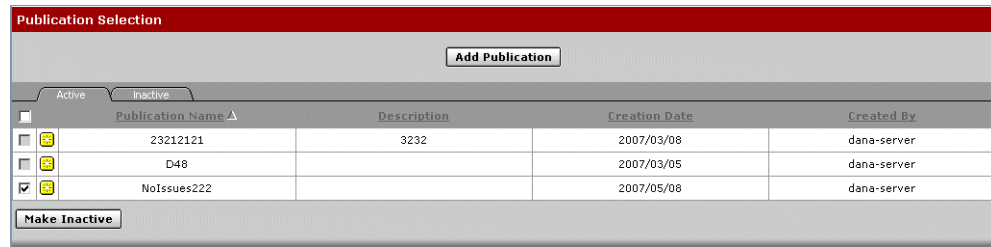


Figure: Example of the Publication Selection window

Click the yellow action button in the Publication Selection window to:

- Access the Issue Selection. **“Viewing Issues of a Publication” on page 24** provides additional information.
- Edit or duplicate a publication. **“Editing or Duplicating a Publication” on page 14** provides additional information.
- Access the Issue Scheduler. **“Using the Issue Scheduler” on page 23** provides additional information.

Editing or Duplicating a Publication

If you want to send issues similar to ones that are scheduled for a publication, you can duplicate the publication to ensure the information remains consistent for the new publication. When you duplicate a publication, you must change the ad location reference names.

After you create a publication, you can edit the publication in the Publication Manager. Now the Publication Manager has more flexibility when it comes to editing publications. This allows you to easily correct mistakes and make changes up until the issues have been used in deployments.

Publications that have been created but not yet booked now support the ability to edit the following:

- Publication Name, Publication Description, Mailing Lists, Publication Format, Associated HTML Type (If Publication format is HTML), Number of Locations, and Location Name(s).

Publications that have been created and issues booked but not sent, supports the ability to edit the following:

- Publication Name, Publication Description, Mailing Lists, Publication Format, and Associated HTML Type (If Publication format is HTML).

Publications that have been created, booked and sent, supports the ability to edit the following: Publication Name, Publication Description, and Mailing Lists.

To duplicate or edit a publication:

| Step | Action |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site for which you want to create a publication. |
| 3 | Click Publications > Publication Manager . The Publication Selection window opens. |
| 4 | Click the yellow action button next to the publication that you want to duplicate. A dialog box appears. |
| 5 | Click Duplicate or Edit . The New Publication window opens. Note: If you click Duplicate , all the fields are prepopulated. |
| 6 | Modify the appropriate fields. <ul style="list-style-type: none"> If you click Duplicate in Step 5, rename publication and all ad locations. Refer to the Note above this table for the various scenarios if you click Edit in Step 5. |
| 7 | Click Done . |

About the Publication Schedule

The Publication Schedule displays the scheduled issues for all the publications in the site. If more than two publications have issues scheduled for a given day, a More link is added after the second publication. Click the More link to open a dialog box that lists all the publication names. To view the details of a publication, click the publication name in the schedule to open the Contract Manager.

June

2002

←

→

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Figure: Example of the Publication Schedule window

Viewing the Publication Schedule

To view the publication schedule:

| Step | Action |
|------|---|
| 1 | Log into Ad Manager |
| 2 | Select the Client and Site for which you want to view the Publication Schedule. |
| 3 | Click Publications > Publication Schedule . The Publication Schedule for the current month appears. |
| 4 | Choose the month and year for which you want to view the publications scheduled. There are two ways to do this: <ul style="list-style-type: none">▪ From the drop-down list, select the month and year.▪ Click the arrow buttons to go forward or backward one month. |

Creating Ads

In Ad Manager, you create and store ads, create sponsors, and enter the content of an ad. Before you create an ad, make sure that the sponsor — or advertiser — has provided all necessary information, such as the content for the ads, including any image files.

This section discusses the following topics:

- [Types of Accepted Ad Content](#)
- [Example of the Add / Edit an Advertisement Page](#)
- [Creating an Ad in Ad Manager](#)
- [Editing or Deleting Ads](#)
- [Duplicating Issues](#)

Types of Accepted Ad Content

The content of an ad can be in text, HTML and rich media, or AOL format.

- Text refers to characters that you type directly into the Content window.
- HTML and rich media is limited only by the email applications of your subscribers. For information on Macromedia Flash and other rich media, see the *Advanced Messaging Guide*.

You can use HTML Editor to create and edit HTML messages with ease, using the convenient toolbar. You can edit HTML as either source code or via a WYSIWYG editor. When you select the HTML tab, check the Enable HTML Editor box. To begin working in the HTML Editor:

- Click View/Edit Source. The Source Editor – Web Page dialog box is displayed.
- Copy/Type in HTML source code into the Source Editor.
- Click OK.
- AOL format refers to a simplified version of HTML that legacy AOL subscribers (5.0 and earlier) can receive. Messages sent to legacy AOL subscribers can include tags for hypertext references, font size, font family, and font color.

Ad Creative Manager

The main Ad Creative Manager screen is shown below:








Ad Selection

Select a Sponsor: Dana48Sponsor

Add

Advertisements

ActiveInactive

| | Ad Name | Description | Text | AOL | HTML Type | Last Update | Modified By |
|--------------------------|--|-----------------------------|------|-----|----------------------|-------------|-------------|
| <input type="checkbox"/> |  123123123 | 131231 12123 123 123 | Y | N | No Content | 2007/03/14 | dana-server |
| <input type="checkbox"/> |  Ad-48-Mai2 | | Y | Y | 468x60 (Full banner) | 2007/05/01 | dana-server |
| <input type="checkbox"/> |  Ad2-Mai2 | | Y | Y | 468x60 (Full banner) | 2007/05/01 | dana-server |
| <input type="checkbox"/> |  Ad48 | | Y | Y | 468x60 (Full banner) | 2007/05/01 | dana-server |
| <input type="checkbox"/> |  Ad48--1 | Ad48--1 | Y | Y | 468x60 (Full banner) | 2007/05/01 | dana-server |
| <input type="checkbox"/> |  Default_Ad | wwwwwwwwwwwwwwwwww 1312 123 | Y | Y | 468x60 (Full banner) | 2007/05/01 | dana-server |
| <input type="checkbox"/> |  JustText | | Y | N | No Content | 2007/03/16 | dana-server |

Make Inactive

Figure: Active / Inactive Tab screen

Inactivating / Reactivating an Ad. The Active tab is displayed by default.

To inactivate an Ad:

| Step | Action |
|------|---|
| 1 | Select the Ad and click the Make Inactive button. A message displays asking you if you are sure you want to inactivate the selected Ad. |
| 2 | Click OK . The Ad is now displayed in the Inactive tab. |

To Reactivate an Ad:

| Step | Action |
|------|--|
| 1 | Click the Inactive tab. The Inactive Ads are displayed. |
| 2 | Select the Ad you want to reactivate and click the Make Active button. A message displays asking you if you are sure you want to reactivate the selected Ad. |
| 3 | Click OK . The Ad is now displayed in the Active tab. |

Note: If the Ad is scheduled for a future issues, you will not be able to inactivate it.

| Step | Action |
|------|--|
| 5 | <p>In the Ad Name field, enter a name for the ad.</p> <p>Use the following guidelines:</p> <ul style="list-style-type: none"> Ad names must be unique for each sponsor. Use underscores, not spaces. The name must not exceed 32 characters. |
| 6 | In the Description field, enter a brief explanation of the ad. |
| 7 | <p>In content body of the Add / Edit an Advertisement form, click the tab that corresponds to the format in which you want to compose the ad — Text, AOL, or HTML — and type text for the content.</p> <ul style="list-style-type: none"> For legacy AOL and HTML content, you must type the code in addition to the content. For legacy AOL content, you can type the ad content in the Text tab and then click the <i>Convert Text to AOL</i> button to convert the text to AOL format. <p>Each format has its own requirements and restrictions. The <i>Message Management Guide</i> provides additional information on message formats.</p> |
| 8 | <p>In the HTML Type drop-down list, select the size of the ad.</p> <p>Ad sizes are expressed in pixel width times pixel height; for example, 468x60 is the size of a full banner.</p> <p>Note: This field is disabled while you enter content in the Text and AOL tabs.</p> |
| 9 | Once you have created the ad, you can preview the same by clicking the Preview button. |
| 10 | <p>If the ad includes URLs that you want to track, click Track URLs.</p> <ul style="list-style-type: none"> Select the URLs and formats that you want to track and click Save. You can also assign a label to the URL. A descriptive label makes it easier to organize and easily identify tracked URLs. <p>URLs must start with http:// or https://. The <i>Message Management Guide</i> provides additional information on URL tracking.</p> <p>Important: DREAMmail cannot track a URL in a text format ad if you enter a period (.) after the URL. If you need to add a period after the URL, ensure that you leave a space between the URL and the period; for example <code>www.Epsilon Interactive.net.</code></p> |
| 11 | When you finish creating the ad, click Save . |

Editing or Deleting Ads

You can edit the ad if it requires modification.

You can also delete ads that you do not plan to use. You should not delete ads that have already been booked, but not sent. Instead, remove the ad from the issue(s) that have the ad booked so that you can maintain copies of all ads for future reference. You cannot delete an ad once it has been sent. [“Using the Contract Manager to Remove Ads” on page 30](#) provides information about removing a specific ad from an issue.

To edit or delete an ad:

| Step | Action |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site for which you want to delete ads. |
| 3 | In the menu, click Ads > Ad Creative Manager . The Ad Selection window opens. |
| 4 | From the Select a Sponsor drop-down list, select the sponsor to which the ad belongs. |
| 5 | Click the yellow action button next to the ad name that you want to edit or delete. A dialog box is displayed. |
| 6 | Select Edit or Delete depending on the task you want to complete. <ul style="list-style-type: none"> ▪ If you click Edit, the Add / Edit an Advertisement window is displayed. ▪ If you click Delete, Ad Manager prompts you to confirm that you want to delete the ad. |
| 7 | Do one of the following, if you click: <ul style="list-style-type: none"> ▪ Edit in Step 6, edit the information in the ad. ▪ If you click Delete in Step 6, click OK. The ad is removed from Ad Creative Manager. |
| 8 | Click Save or OK . |

Creating and Scheduling Issues of a Publication

An issue is an instance of a publication that is scheduled for a given date. You create the ad locations in the publication, but you book the ads in specific issues. Therefore, you must create issues to schedule ads. You create an issue of a publication by selecting a date in the Issue Scheduler.

This section discusses the following topics:

- [About the Issue Scheduler](#)
- [Using the Issue Scheduler](#)
- [Viewing Issues of a Publication](#)
- [Removing Issues from the Issue Scheduler](#)

About the Issue Scheduler

The Issue Scheduler enables you to view scheduled issues of a publication, and to schedule new issues of a publication.

Note: Scheduling an issue does not cause a message to be sent by DREAMmail. By scheduling issues, the sponsor can know which days a publication is to be sent and consequently prepare ads to be booked for those days.

The figure below shows the Issue Scheduler.

The screenshot shows the 'Dates Selected' section at the top with a text box containing 'Wed Jun 26, 2002' and a 'Remove Dates' button. Below this is a calendar for June 2002. The calendar has a header with 'June' and '2002' in dropdown menus, and navigation arrows. The days of the week are listed in the header: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday. The dates are displayed in a grid, with the date 26 (Wednesday) selected, indicated by a checkmark in its checkbox.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Figure: Example of the Issue Scheduler

Ad Contracts

The Ad Contracts screen is displayed below.

Inactivating / Reactivating an Issue. The Active tab is displayed by default.

To inactivate an Issue:

| Step | Action |
|------|---|
| 1 | Select the Issue and click the Make Inactive button. A message displays asking you if you are sure you want to inactivate the selected Issue. |
| 2 | Click OK . The Issue is now displayed in the Inactive tab. |

To Reactivate an Issue:

| Step | Action |
|------|--|
| 1 | Click the Inactive tab. The Inactive Issues are displayed. |
| 2 | Select the Issue you want to reactivate and click the Make Active button. A message displays asking you if you are sure you want to reactivate the selected Issue. |
| 3 | Click OK . The Issue displays in the Active tab. |

Note: If the status is set to “To be Sent,” you will not be able to inactivate the issue. When inactivating a publication all its issues will be automatically inactivated.

Using the Issue Scheduler

To schedule issues for a publication:

| Step | Actions |
|------|---|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site of the publication that you want to schedule. |
| 3 | From the menu, click Publications > Publication Manager . The Publication Selection window opens. |

| Step | Actions |
|------|---|
| 4 | Click the yellow action button next to the publication that you want to schedule. A dialog box is displayed. |
| 5 | Select Issue Scheduler . The Issue Scheduler window opens. If you have scheduled any issues their dates are displayed in the Dates selected this month field. |
| 6 | In the drop-down lists, select the month and year on which you want to schedule the issues. |
| 7 | To schedule the issues of publication for which you want to sell ad space, click the check boxes for the dates on which you book the ads. The issues of a publication are created, and the name of the publication is entered on the calendar. To view the details of a publication, click the publication name in the scheduler. If you want issues to be sent the same day every week, click the check box next to the day at the top of the calendar. Note: This does not create message in DREAMmail. You have to log into DREAMmail and create your message there. |
| 8 | Click Done . The Publication Selection window opens. |

Viewing Issues of a Publication

An issue is an instance of a publication that is sent on a given date. To view issues that are booked for a publication:

| Step | Procedure |
|------|---|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site for in which the publication is created. |
| 3 | Click Publications > Publication Manager . The Publication Selection window opens. |
| 4 | Click the yellow action button next to the publication for which you want to view issues. A dialog box is displayed. |
| 5 | Click Issues . The Issue Selection window opens. |

Removing Issues from the Issue Scheduler

There are two ways to remove an issue from the schedule in the Issue Scheduler:

- Deselect the check boxes in the scheduler and click Done
- Highlight dates in the Dates selected this month field, then click Remove Date(s).

Note: You cannot remove issues from dates in the past.

If you have ads booked for an issue that you want to remove, you must remove all of the booked ads first, and then you can remove the issue. [“Using the Contract Manager to Remove Ads” on page 30](#) provides additional information about removing ads from an issue.

Booking Ads

Booking ads refers to the process of assigning an ad to a location within an issue and specifying the number of impressions for the ad. An impression is an ad inserted in an individual message when the message is sent.

This section discusses the following topics:

- [Steps in Booking an Ad](#)
- [Booking Multiple Ads for one Location](#)
- [When are Default Ads Served?](#)
- [Example of the Contract Manager](#)
- [Using the Contract Manager to Book Ads](#)
- [Calculation of the Sell-Through Rates](#)
- [Duplicating Issues](#)
- [Using the Contract Manager to Remove Ads](#)
- [Overriding Issue Dates](#)

Steps in Booking an Ad

The table below shows the steps that must be performed to book ads.

| Stage | Description |
|-------|--|
| 1 | Create a publication. This includes scheduling issues and defining ad locations. |
| 2 | Create ads. |
| 3 | Book ads. Book ads and specify the number of impressions for each ad in the selected ad locations. |

Booking Multiple Ads for one Location

Ad Manager enables you to book multiple ads to the same location. When you book an ad into the issue, you enter the number of impressions for which the ad has been booked. You can book as many ads as you want in any location. When you send out the message in DREAMmail, Ad Manager inserts the first ad into the ad location. Once the number of impressions of the first ad has been reached, Ad Manager inserts the next ad in that location, while DREAMmail continues to send the message. The order that you book the ads into a location is the same order that they are inserted into the message.

When are Default Ads Served?

After the number of impressions booked for ads to a specific location is reached, default ads are sent to the remainder of the mailing list. A default ad must be assigned for each ad location prior to sending. If an advertiser wants to sponsor all of the impressions for a given ad location, create the ad as the default ad for that location.

Example of the Contract Manager

The figure below shows the Contract Manager. This is where you book ads.

Publication Details

Publication Name: Publication
 Description: Pub 1 test
 Number of Ad Locations: 1
 Publication Format(s): Text, AOL, HTML
 Ad Detail(s): Location 1: Name: test HTML Type: 468x60

| List(s) | List | Text | AOL | HTML | Total |
|--------------|----------|----------|----------|----------|-------|
| List_00 | 1 | 1 | 2 | 6 | |
| Total | 1 | 1 | 2 | 6 | |

Note: Issues will be sent to lists selected in DREAMmail. Lists indicated here are for calculating sell-through rates and display purposes only.

Ad Contract Selection

| Ad Locations | Sponsor | Ad | Impressions |
|---------------------|----------|----------------------|---|
| test (T. A. 468x60) | SponserA | Default_Ad (-, -, -) | <input checked="" type="radio"/> Set as Default <input type="radio"/> <input type="text"/> |

Add Contract

Ad Contract Booking Status

| Contract | Sponsor | Ad | Impressions | |
|----------|----------|------------|-------------|--------|
| Default | SponserA | Default_Ad | N/A | Remove |

Sell-Through Rate: 0.00%

View Ad Script **Save** **Proof**

Figure: Example of the Contract Manager

Using the Contract Manager to Book Ads

To book an ad:

| Step | Action |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site of the issue for which you want to book ads. |
| 3 | From the Ad Manager menu, click Ads > Ad Contracts . The Ad Publication Manager is displayed. |
| 4 | Click the yellow action button next to the issue for which you want to book ads and select <i>Ad Contracts</i> . The Ad Issue Contract Manager is displayed. |
| 5 | From the Sponsor drop-down list, select the sponsor that owns the first ad to be inserted in that location. |
| 6 | From the Ad Locations drop-down list, select an ad location. Ad location references are created when you create the ad locations in a publication. "About Ad Location References" on page 10 provides additional information. |
| 7 | From the Ad drop-down list, select the first ad content to be inserted in the selected ad location. |

| Step | Action |
|------|--|
| 8 | <p>In the Impressions field, enter the number of impressions contracted with the sponsor or select Set as Default.</p> <p>Note: Set as Default is enabled by default. You may turn it off by deselecting it.</p> <ul style="list-style-type: none"> Set as Default means that the ad is sent out only after all booked ads are sent. If the advertiser wants to sponsor all of the impressions of a location with a single ad, then use Set as Default. Number of impressions is the number of times the ad is placed in the location. <p>Note: All ad locations must have a default ad specified.</p> |
| 9 | Click Add Contract . |
| 10 | To book the next ad, return to Step 5. |
| 11 | <p>Click Proof to proof the ads in the publication.</p> <p>This step is optional. The Proof page displays all the ads booked in the publication grouped first by format, and then grouped by ad location. In the example of the Contract Manager above, all of the proofs of the text format ads, then of all the AOL format ads, and then finally of all the HTML ads grouped together by ad location are displayed.</p> <p>Note: Click Back when you are finished.</p> |
| 12 | To save your contracts, click Done . |

Calculation of the Sell-Through Rates

For each ad location, a sell-through rate is calculated and displayed below the Ad Contract Booking Status tables. The sell-through rate is the percentage of available advertising space that has been sold in a publication. Ad Manager calculates the sum of the ad impressions that are sold for each ad location and divides it by the total number of subscribers that are projected to receive the issue that contains the ad. The formula for calculating the sell-through rate is:

$$(\text{Sum of impressions, all ad locations}) / (\text{Total size, all lists})$$

Default ads do not factor into the calculation of the sell-through rate.

Duplicating Issues

You will now be able to duplicate many of the working objects which makes setting up and executing messages more easily. Once you select Duplicate, as shown in the screen below, a new issue is displayed with all the properties of the original issue and this is available for edit.



The duplicate issue screen is shown below.

Publication Details

Publication Name: 23212121
 Description: 3232
 Number of Ad Locations: 1
 Publication Format(s): Text, AOL, HTML
 Ad Detail(s): Location 1: Name: rwewer HTML Type: 468x60

| List | Text | AOL | HTML | Total |
|----------|------|-----|------|-------|
| MyList48 | 5 | 0 | 1 | 8 |

Note: Issues will be sent to lists selected in DREAMmail. Lists indicated here are for calculating sell-through rates and display purposes only.

Dates Selected

Dates selected this month:

May 2007

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---------------|--------------------|-----------|----------|--------|----------|
| | | 1 D48 | 2 D48 | 3 D48 | 4 | 5 |
| 6 | 7 dgdgfsfw | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 Pub2Locat... | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Next

In the above screen you can select a date for the issue and click the Next button to go to the Publication Details screen as shown on the next page.

Publication Details

Publication Name: 23212121
 Description: 3232
 Number of Ad Locations: 1
 Publication Format(s): Text, AOL, HTML
 Ad Detail(s): Location 1: Name: rwewer HTML Type: 468x60

| List | Text | AOL | HTML | Total |
|--------------|----------|----------|----------|----------|
| MyList48 | 5 | 0 | 1 | 8 |
| Total | 5 | 0 | 1 | 8 |

Note: Issues will be sent to lists selected in DREAMmail. Lists indicated here are for calculating sell-through rates and display purposes only.

Ad Contract Selection

| Ad Locations | Sponsor | Ad | Impressions |
|-----------------------|---------------|-----------------------|--|
| rwewer (T, A, 468x60) | Dana48Sponsor | Ad3333 (~, -, 468x60) | <input checked="" type="radio"/> Set as Default <input type="radio"/> |

Ad Contract Booking Status

| Contract | Sponsor | Ad | Impressions | |
|----------|---------------|----------|-------------|--------|
| Default | Dana48Sponsor | JustText | N/A | Remove |

Sell-Through Rate: 0.00%

In the above screen you can Add Contracts, View Ad Script, Proof or Save the Issue by clicking on the respective buttons.

Using the Contract Manager to Remove Ads

You may want to remove an ad from an issue for any number of reasons. When you remove an ad from an issue, you are not deleting it from the system, merely removing its association with the issue. To remove an ad from an issue:

| Step | Action |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Select the Client and Site of the publication and issue for which you want to remove ads. |
| 3 | From the Ad Manager menu, click Ads > Ad Contracts . The Ad Publication Manager is displayed. |
| 4 | Click the yellow action button next to the issue for which you want to remove ads and select Ad Contracts . The Ad Issue Contract Manager is displayed. |
| 5 | Go to the ad that you wish to remove. |
| 6 | Click Remove . The ad is removed from that location in that issue. |
| 7 | Repeat Step 5 and Step 6 for all ads that you wish to remove in that issue. |
| 8 | When you have removed all the ads that you wish to remove, click Done . |

Overriding Issue Dates

By default, DREAMmail inserts the ads for an issue based on the date that a message is mailed from DREAMmail. For example, if you schedule a message to be deployed on May 10th, the ads booked for the May 10th issue are inserted in the message. If, however, the message is sent late because editorial content is not ready in time and is sent instead on May 11th, DREAMmail can still use the ads booked for the May 10th issue and not the May 11th ads.

To override issue dates:

| Step | Action |
|------|--|
| ◆ | Include a date processing instruction in the subject line of the message in DREAMmail. The format of this is: #Ad:Date:yyyymmdd# where yyyymmdd is the date of the issue to be used by the message. |

Producing Tear Sheets for Proofing Purposes

A tear sheet is a proof of the message with all of the ads displayed in the layout of an actual message. By default, DREAMmail includes ads during proofing in the same order and combination as when they are deployed. Since proof lists are usually small, however, proof readers typically only see the first ad combination. You should check all the combinations of ads to see how they look in your message. You can have DREAMmail create various tear sheets so that you can proof all of the possible ad combinations.

The section discusses the following topics:

- [Creating Different Ad Combinations for Proofing](#)
- [Determining Ad Combinations](#)
- [Proofing Multiple Combinations](#)

Creating Different Ad Combinations for Proofing

When you send out your message, there can be different combinations of ads. You should create messages with each of the combinations to see how they look. To create different ad combinations for proofing:

| Step | Description |
|------|--|
| 1 | Determine what ad combinations exist in your message and which ones you want to proof. "Determining Ad Combinations" on page 31 provides additional information about determining your ad combinations. |
| 2 | In the subject line of the message, enter the combination variable. The combination variable is as follows: #Ad:Comb:x# where x is a positive integer and is the value of the ad combination you want to proof. |

Determining Ad Combinations

Ad combinations are based on the total number of combinations of contracts and ad locations. For example, your message has two ad locations, top and bottom. The ad locations have been sold as follows:

| Ad location | Impressions Sold | Contract |
|-------------|---------------------------------------|--|
| Top | 10,000 20,000 15,000 Default | Contract 1 Contract 2 Contract 3 Default Ad 1 |
| Bottom | 10,000 Default | Contract 4 Default Ad 2 |

The first 10,000 messages would have contract 1 in the top location and contract 4 in the bottom location. As most proofing lists are much smaller than 10,000, this is the only ad combination that would be proofed. From the table below, you can see that there are four different combinations of ads that you can proof:

| Combination Variable | Location | Ad |
|----------------------|---------------|------------------------------|
| 1 | Top Bottom | Contract 1 Contract 4 |
| 2 | Top Bottom | Contract 2 Default Ad 2 |
| 3 | Top Bottom | Contract 3 Default Ad 2 |
| 4 | Top Bottom | Default Ad 1 Default Ad 2 |

Proofing Multiple Combinations

To proof different ad combinations:

| Step | Action |
|------|---|
| 1 | Determine how many combinations exist and that you want to proof. |
| 2 | In DREAMmail, duplicate the message. You need to duplicate the message so that you can add the combination variable to the subject line for each combination that you want to send to your proof list. |
| 3 | Add the combination variable to the subject line. |
| 4 | Save the message. |
| 5 | Repeat Step 2 and Step 3 for each combination that you want to proof. |
| 6 | Send each message to your proof list(s). |

Ad Manager Reports

Ad Manager provides reports that enable you to monitor the progress of ads booked in email messages.

This chapter discusses the following topics:

- [Publication Status Report](#)
- [Sponsor Activity Report](#)
- [Exporting Report Data](#)

Publication Status Report

The Publication Status report displays a summary of issues that were or are scheduled for a publication, including whether the issue has any ads booked, the issue's status, total impressions, and the number of messages delivered.

This section discusses the following topics:

- [Example of the Publication Status Report Query Page](#)
- [Viewing the Publication Status Report](#)
- [Publication Status Report](#)
- [Contracts Results report](#)
- [Mailings report](#)

Example of the Publication Status Report Query Page

The figure below shows the Publication Status report query page.

Figure: Example of the Publication Status report query page

Viewing the Publication Status Report

To view the Publication Status report:

| Step | Procedure |
|------|---|
| 1 | Log in to Ad Manager. |
| 2 | Click Reports > Publication Status . |
| 3 | From the Select a Publication list, select the publication you want to view. This list displays all of the publications that have been created. |
| 4 | Select the issues by either selecting Show All Issues or by selecting dates from the drop-down list. |
| 5 | Click Next . The Publication Status report is displayed. |
| 6 | To view the results for a specific issue, click the issue date. The Publication Status Report Contract Results report is displayed. |

Publication Status Report

The Publication Status report contains two sections: Report Details and Issues.

| Report Details | | | | |
|-----------------------------------|----------------|------------|-------------------|------------------|
| Publication Name: Medieval_Armour | | | | |
| Issues | | | | |
| Issue Date | Booked for Ads | Status | Total Impressions | Emails Delivered |
| 2002/06/12 | Yes | To Be Sent | 4500 | 0 |
| 2002/06/26 | No | To Be Sent | 0 | 0 |

Figure: Example of the Publication Status report

Report Details. The Report Details displays the name of the publication.

Issues. The Issues table summarizes the status of each issue.

The fields in this report are explained below.

| Field Name | Description |
|-------------------|---|
| Issue Date | <p>The date (yyyy/mm/dd) that the issue was sent or is to be sent.</p> <p>Note: Ad Manager tracks the ads in issues which are identified by the date sent. This is different from DREAMmail which tracks messages by message name.</p> <p>"Contracts Results report" on page 42 provides additional information.</p> |
| Booked for Ads | <p>The field displays:</p> <ul style="list-style-type: none"> Yes if any ads are booked No if no ads have been booked. |
| Status | <p>The status of the message, which can be:</p> <ul style="list-style-type: none"> To Be Sent Error Paused Aborted. Sent n times. If an issue has been deployed by DREAMmail multiple times, its status will show sent <i>n</i> times. <p>"Mailings report" on page 43 provides additional information.</p> |
| Total Impressions | The number of impressions that have been booked for the publication. |
| Emails Delivered | The number of messages successfully delivered. |

Contracts Results report

When you click on an issue date, the Contracts Results report displays information for each ad in the issue, broken down by ad location and providing the order that the ad was booked, the sponsor's name, the ad's name, format of the ads, and the number of impressions booked.

This report is broken into two tables: Report Details and Contracts.

Export

Report Details

Publication Name: Medieval_Armour

Date: 2002/06/12

Emails delivered: 0

Contracts

top_full_banner

| Contract | Sponsor | Ad | Format(s) | Impressions |
|----------|-------------------|--------------------------------------|--------------|-------------|
| 1 | Sheldon_Armouries | Bascinet Sale | T, A, 468x60 | 1500 |
| 2 | Sheldon_Armouries | Mitten Gauntlets | T, A, 468x60 | 750 |
| Default | House_ads | House Banner Tour Ad | T, A, 468x60 | N/A |

right_micro_middle

| Contract | Sponsor | Ad | Format(s) | Impressions |
|----------|--------------------|----------------------------|-------------|-------------|
| Default | Brand_Leatherworks | Lamellar 1 | T, A, 88x31 | N/A |

left_vertical_banner

| Contract | Sponsor | Ad | Format(s) | Impressions |
|----------|-----------|----------------------------------|---------------|-------------|
| Default | House_ads | Brass Rubbing Ad | T, A, 120x240 | N/A |

bottom_full_banner

| Contract | Sponsor | Ad | Format(s) | Impressions |
|----------|-------------------|--------------------------------------|--------------|-------------|
| 1 | Sheldon_Armouries | Mitten Gauntlets | T, A, 468x60 | 1500 |
| 2 | Sheldon_Armouries | Bascinet Sale | T, A, 468x60 | 750 |
| Default | House_ads | House Banner Tour Ad | T, A, 468x60 | N/A |

Back

Figure: Example of the Issue Details report

Report Details. The Report Details displays information about a specific issue. This information includes the publication name, the date the issue (yyyy/mm/dd) was scheduled to be sent, and the number of messages delivered.

Contracts. The Contracts table provides information on the ads booked into the issue. The information is organized by ad location.

For each ad location (top_full_banner is the first ad location in the example above), the fields in this report are explained below.

| Field Name | Description |
|------------|---|
| Contract | Indicates the order in which the ads were booked into that location. It also provides the number of ads booked for that location. Note: All locations must have a default ad. Default ads are placed in the message when all other ad impressions have been used. If there is only one ad booked for this location, it is listed as the default ad. |
| Sponsor | The name of the sponsor. |
| Ad | The name of the ad. "Editing or Deleting Ads" on page 26 provides additional information on modifying the contents of the ad. |

| Field Name | Description |
|-------------|---|
| Format(s) | <p>Lists the formats that the ad was created in. Formats are listed as T,A,WidthxHeight, where:</p> <ul style="list-style-type: none"> T indicates a text format ad A indicates an AOL format ad Width x Height (pixels) indicates an HTML or rich media format ad. <p>If an ad of a specific format is not present, the letter is replaced by a "-". For example, T,A,88x31 means that the ad was booked as a text ad, legacy AOL ad, and an 88 x 31 pixel HTML or rich media ad.</p> |
| Impressions | Number of impression booked for the ad. All default ads display N/A in this field. |

Mailings report

The Mailings report lists the campaign and the messages that used the issue's ads.

| Mailings | |
|------------------------|-----------|
| Issue Date: 2002/05/24 | |
| Campaign | Mailing |
| camp1 | message10 |
| camp1 | message11 |
| camp1 | message6 |
| camp1 | message7 |
| camp1 | message9 |

Figure: Example of Mailings report

The fields in this report are explained in the table below.

| Field | Description |
|----------|---|
| Campaign | The name of the campaign in which the message was sent. |
| Message | The name of the message which used the issue's ads. |

Sponsor Activity Report

The Sponsor Activity report provides information on ads booked by a specific sponsor. This information includes the publication and issue in which the ad was booked, the location of ad, the name of the ad, and the delivery status of the issue.

This section discusses the following topics:

- [Example of the Sponsor Activity Report Query Page](#)
- [Viewing the Sponsor Activity report](#)
- [Sponsor Activity Report](#)

Example of the Sponsor Activity Report Query Page

The figure below shows the Sponsor Activity report query page.

Figure: Example of the Select Sponsor report query page

Viewing the Sponsor Activity report

To view the Sponsor Activity report:

| Step | Procedure |
|------|--|
| 1 | Log in to Ad Manager. |
| 2 | Click Reports > Sponsor Activity . |
| 3 | From the Select Sponsor list, select the appropriate sponsor. |
| 4 | Choose which issues to view. To show: <ul style="list-style-type: none"> ▪ All issues, select the Show All Issues radio button. ▪ Issues sent during a specific time interval, select the Show Issues Between radio button. Use the date fields to specify the time period that you want to view. |
| 5 | Click Next . The Sponsor Activity report is displayed. |

Sponsor Activity Report

The Sponsor Activity report contains two sections: Report Details and Contracts.

| Contracts | | | | | |
|-----------------|------------|--------------------|------------------|-------------|------------|
| Publication | Issue Date | Location | Ad | Impressions | Status |
| Medieval_Armour | 2002/06/12 | bottom_full_banner | Bascinet_Sale | 750 | To Be Sent |
| Medieval_Armour | 2002/06/12 | bottom_full_banner | Mitten_Gauntlets | 1500 | To Be Sent |
| Medieval_Armour | 2002/06/12 | top_full_banner | Bascinet_Sale | 1500 | To Be Sent |
| Medieval_Armour | 2002/06/12 | top_full_banner | Mitten_Gauntlets | 750 | To Be Sent |

Figure: Example of the Sponsor Activity report

Report Details. This Report Details section displays the name of the sponsor and indicates the start and end dates of the data shown. If you chose All Issues instead of a start and end date, then the date display shows All Issues.

Contracts. The Contracts table displays information about all of the ads booked by the sponsor during the specified time period.

The fields in this report are explained below.

| Field Name | Description |
|-------------|---|
| Publication | The name of the publication where the ad was booked. |
| Issue Date | The date (yyyy/mm/dd) that the issue was sent or is to be sent. |
| Location | The ad location reference in the publication. |
| Ad | The name of the ad. |
| Impressions | The number of impressions booked. |
| Status | <p>The status of the issue, which can be:</p> <ul style="list-style-type: none"> To Be Sent Error Paused Aborted Sent <i>n</i> times. If an issue has been deployed by DREAMmail multiple times, its status will show sent <i>n</i> times. <p>"Mailings report" on page 43 provides additional information.</p> |

Exporting Report Data

Ad Manager enables you to export report data for a specific report. Unlike DREAMmail, which enables you to export the contents of a report to a file in the My Data component, Ad Manager saves the report as a text file directly to your computer. You can import the text file to a spreadsheet or database application for further analysis.

Procedure for exporting report data

To export data for a specific Ad Manager report.

| Step | Procedure |
|------|---|
| 1 | From the Ad Manager menu, click Reports . The "Sponsor Activity Report" on page 45 and "Publication Status Report" on page 41 provide additional information about specific Ad Manager reports. |
| 2 | Select a publication from the drop-down list and click Next . |
| 3 | Click Export . The File Download dialog box appears. |
| 4 | Click Save . |
| 5 | Click OK . The Save in dialog box appears. |
| 6 | Using the drop down list, select the directory and folder where you want to save the file. |
| 7 | Enter a filename in the File name field. |
| 8 | Click Save . The file is saved. |

Index

A

Ad Creative Manager 9

ad locations 17

- booking 33
- content segments 16
- names of 18
- number of 18
- reports by 42

Ad Manager 7, 8

- and *DREAMmail* 11
- logging in 14
- navigation hints 8
- reports 39

ad serving, in email 8

adding sponsors 25

ads

- AOL format 23
- booking 32, 33
- combinations for proofing 37
- creating 23
- default 32
- deleting 26
- impressions of 42
- process of creating and inserting 11
- proofing number of 34
- reports on 40
- specifying sizes 26
- text format 23

AOL format

- ads in 23
- reports about 42

B

booking ads 32, 33

C

calendar, see *Issue Scheduler* 28

Contract Manager 33

contracts

- definition of 10

D

dates

- overriding issue dates 36

dates of issue, see *Issue Scheduler* 28

default ads

- creating 32
- definition of 10
- impressions of 42

Duplicating Issue's 34

E

exporting data

- report data 46

F

Flash 23

H

HTML Editor 23

HTML format

- reports about 42

I

impressions

- ads 42
- definition of 10

impressions, definition of 32

Inactivating / Reactivating a Publication 19

Inactivating / Reactivating an Ad 24

Inactivating / Reactivating an Issue 29

Issue Scheduler 28

issues

- creating 30
- definition of 10, 17
- scheduling 29

L

logging in

- Ad Manager* 14

M

messages

- definition of 10

N

names

- ad locations 16

O

overriding issue dates 36

P

proofing

- ads in publications 34

- creating ad combinations 37

Publication Manager 9

Publication Schedule 9, 21

Publication Status report 40

publications 17

- creating 17

- definition of 10

- duplicating 20

- editing 20

- issues of 30

R

references to ads 16

reports

- Ad Manager* 39

- exporting data from 46

- Publication Status* 40

- Sponsor Activity* 44

S

scheduling

- issues 29

- overriding issue dates 36

sell-through rate 34

sizes, ad 26

space sold, see *sell-through rate*

sponsor

- adding 25

- definition of 10, 23

- reports by 44

Sponsor Activity report 44

syntax

- ad combination variable 37

- ad location name references 16

- overriding issue dates 36

T

tear sheets 37

text format

- ads in 23

- reports about 42

trafficking, see *booking ads*