Uploading Standard Creatives – Spec

## **Opening the Upload Creative Window**

Current outcome:

User is able to open the “upload creative” window via clicking on the “upload creative” button and the window will display the “add creative library” tab initially.

Desired outcome:

Same as the current outcome.

Conditions:

* User must open and select an XRE campaign in the CMP in order to enable the “upload creative” button.
* The selected XRE campaign or assets (eg. placement, site…) will be the targeted campaign for uploading creative libraries and creatives.

Current Issues:

N/A

Potential Issues / Additional Enquiries:

N/A

# **Scenario: Retrieve existing Creative Library data**

method: **“get\_creative\_libraries”**

Current outcome:

Properties currently parsed through; $advertiser, $brand, $id, $name.

Desired outcome:

Require an additional property to be parsed through – $mediaBuyer

Conditions:

* Retrieves only the libraries relevant to the user. – DataService requirement or Flex sort function?

Current Issues:

* Currently unable to populate the “Media Buyer” ComboBox within the “add Creative Library” tab interface.

Potential Issues / Additional Enquiries:

* Where should data regarding Media Buyers and Advertisers be retrieved from? Adserve Campaigns or Creative Libraries?
* If the user has not created any Creative Libraries previously, how is the Media Buyer ComboBox, which is not editable, populated?
* If the Media Buyer data is retrieved from creatives in each campaign, what if a new campaign is created, how is the Media buyer ComboBox populated?
* Is it Necessary for the Media Buyer field to be a ComboBox?
* Regarding the list on the “add Creative” tab, which displays the Creative Libraries:
  + Do the creatives which are within the libraries need to be displayed?
  + If so, do all creatives need to be shown or just Standard Creatives?

# **Scenario: Sending new Creative Library data**

method: **“send\_new\_creative\_libraries”**

Current outcome:

N/A

Desired outcome:

A new Creative Library is generated. The following properties are parsed within an object; $advertiser, $brand, $id, $name.

Conditions:

* Successful save should automatically open the “add creative” tab.
* Duplicate names?
* Name, Media Buyer and Advertiser field must be populated in order for user to enable save.
* Media Buyer is an non-editable field, user will be unable to save a new Creative Library unless one Media buyer name is available to select

Current Issues:

* Currently unable to populate the “Media Buyer” ComboBox within the “add Creative Library” tab interface.

Potential Issues / Additional Enquiries:

* What property will be used to link newly generated creative libraries to the user? Media Buyer name, clientID, Log-in username?
* Will the Creative Libraries generated in Adserve be visible in the Creative Login interface?
* Regarding above, if true, is the additional information such as “Media Buyer email” automatically generated?
* Is the user able to save new Creative Libraries with the same name?

# **Scenario: Uploading new Standard Creative**

method: **“send\_new\_standard\_creative”**

Current outcome:

User selects one or creative libraries to enable the “Browse” button. The user selects file(s) to upload and awaits feedback regarding the success/failure of the upload. The successful / failure of the upload is dependent on the file size of the creatives.

Desired outcome:

User selects one or creative libraries to enable the “Browse” button. The user selects file(s) to upload and awaits feedback regarding the success/failure of the upload. The successful / failure of the upload is dependent on the file size of the creatives and whether components have been detected within the file.

Conditions:

* One or more creative libraries must be selected before user is able to upload a creative.
* The Creative’s file size must be 100k or less.
* Creatives with file sizes which exceed 100k should not be uploaded.
* Successful uploads appear in the “Successful uploads” panel.
* Failed uploads appear in the “Failed uploads” panel. Selecting an item within this Panel produces a ToolTip message, detailing the reason for the failure.
* Creatives which exceed 40k are still able to successfully upload, however, a warning Tooltip message appears when selecting the item, displaying a notification the file size exceeds 40k

Current Issues:

* How is the data archived?

Potential Issues / Additional Enquiries:

* What property will be used to link newly generated creative libraries to the user? Media Buyer name, clientID, Log-in username?
* Will the Creative Libraries generated in Adserve be visible in the Creative Login interface?
* If the user is uploading a creative which loads in a video, how do we detect this?
* Will the DataService be responsible for generating the unique identifier foe the uploaded Creatives