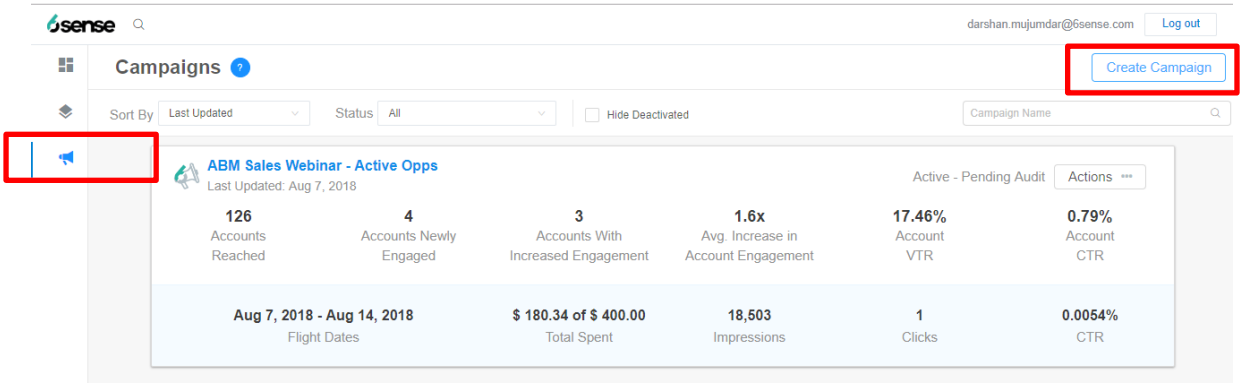
6SENSE DEMAND PLATFORM: CREATING CAMPAIGNS

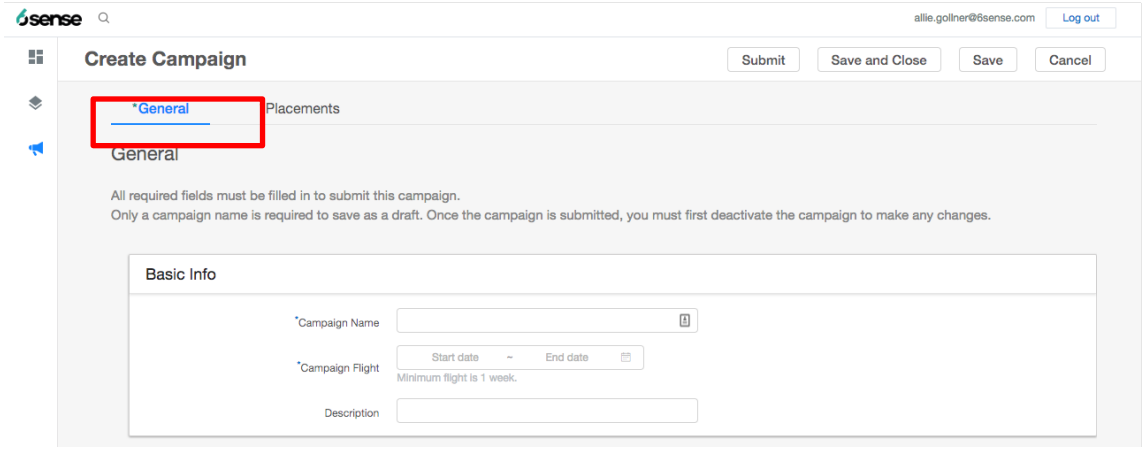
This guide outlines the steps taken to build Display Advertising Campaigns within the 6sense Demand Platform.

1. CREATE CAMPAIGN: GENERAL

1.1. Go to **Campaigns** and click on **Create Campaign**

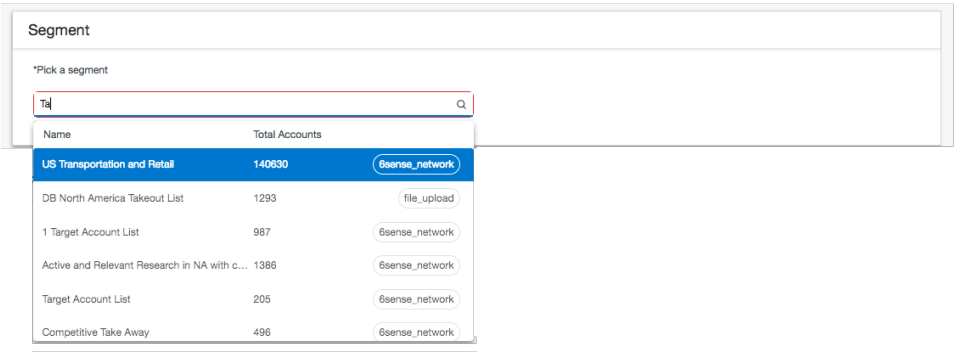


1.2. Select **General** tab. Enter Campaign Name, Flight dates, and any description.



1.3. Select a **Segment** from the dropdown for targeting. For specifics on how to create segments and available values for segmentation see '6sense-ABM-Only-CRM-Setup-Guidelines-20180709.pdf'

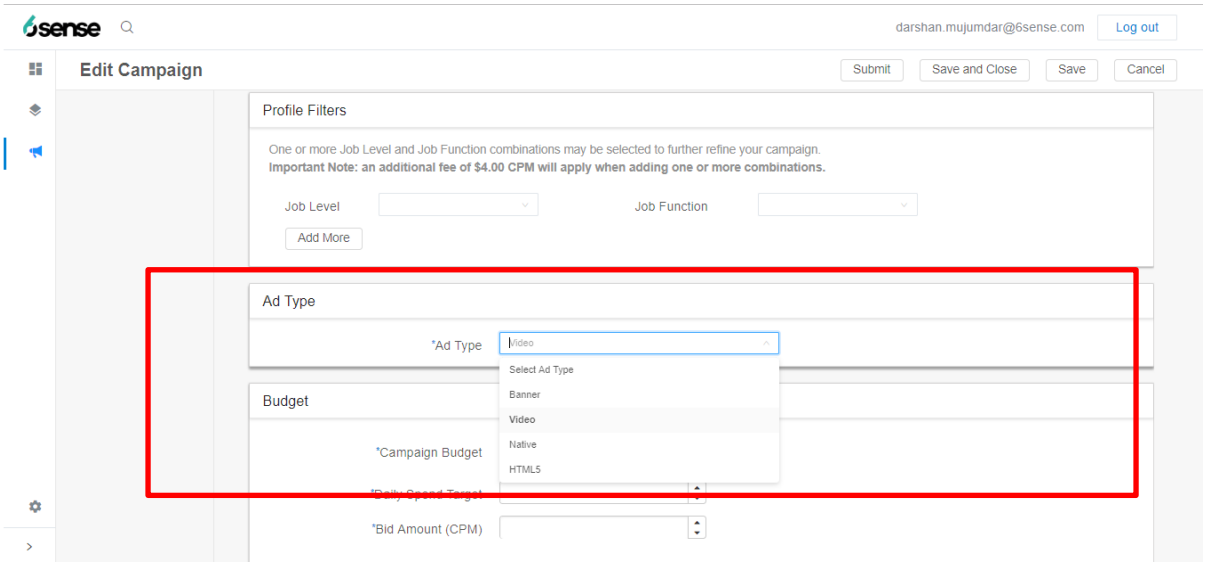
47 Lusk Street
San Francisco, CA 94107
www.6sense.com



1.4. If you'd like to target specific Job Level and Job Function select the combinations in the **Profile Filters** section.

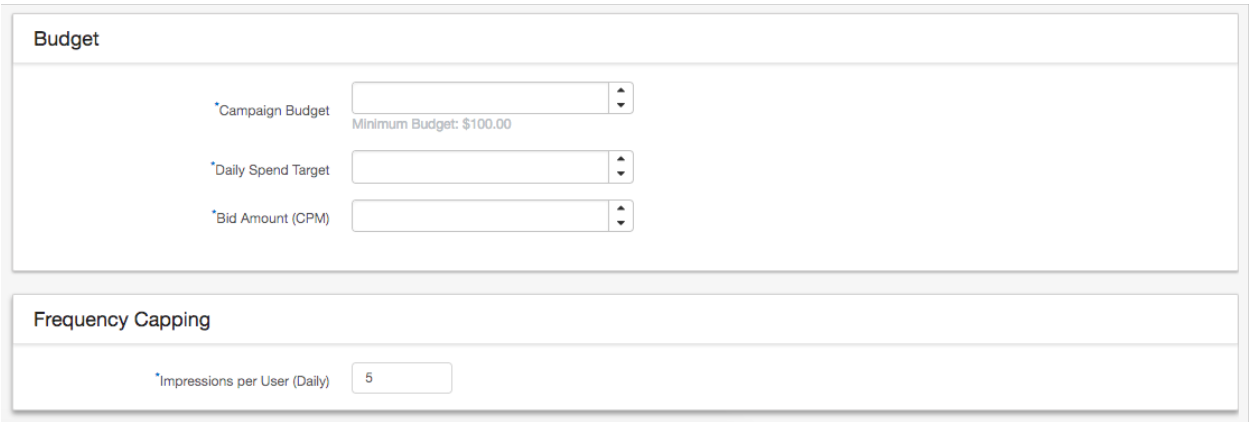
1.5. Select the **Ad Type** from the drop down.

***Note**: See Appendix I for Ad Type specifications.*



1.6. In the **Budget**, section set the campaign budget, daily spend target, and CPM.

47 Lusk Street
San Francisco, CA 94107
www.6sense.com



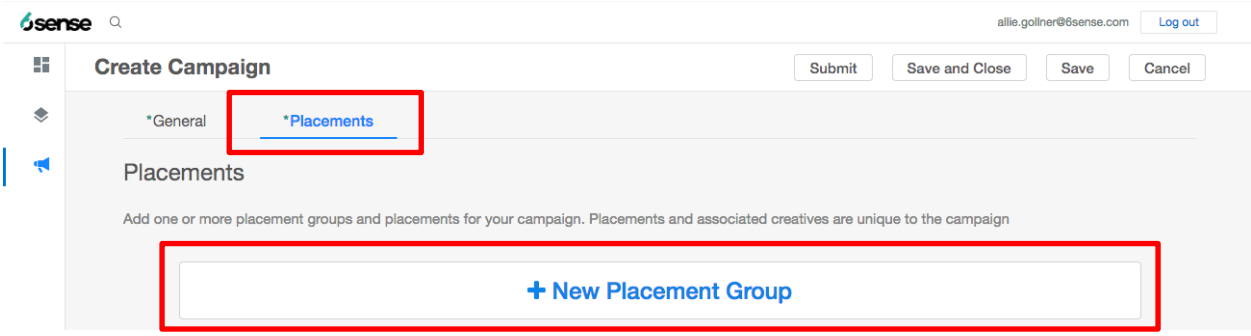
1.7. Set the **Frequency Capping** for how many times a user can see an Ad per day.

2. CREATE CAMPAIGN: PLACEMENTS

For all **Ad Types**, the user needs to follow the same process. Below sections describe the Ad **Placements** creation for ***Video*** **Ad Type**.

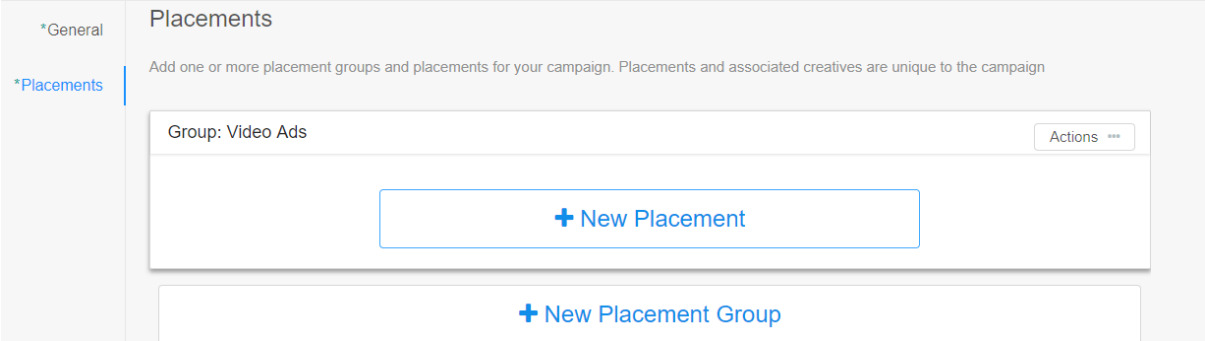
2.1 Click to the **Placements** tab

2.2 Create a **New Placement Group** with a distinct name and click **OK**.
Note: *Creating multiple Placement Groups will result in unique reporting on a Placement Group level. Creative level reporting within a Placement Group is also standard.*

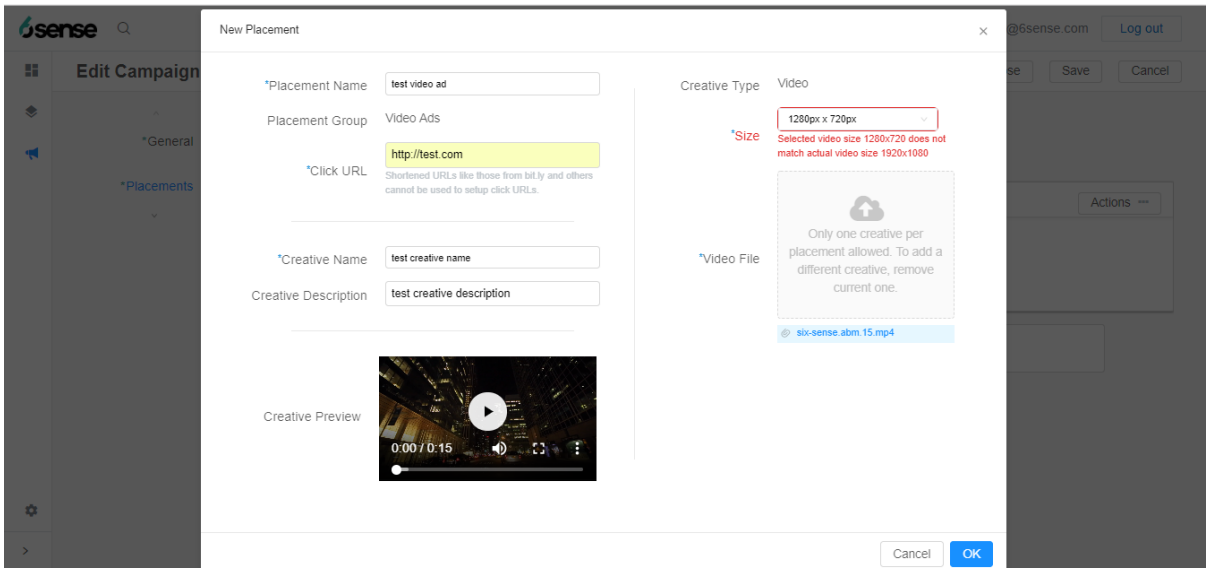


2.3 Click **New Placement,** a pop-up will appear.

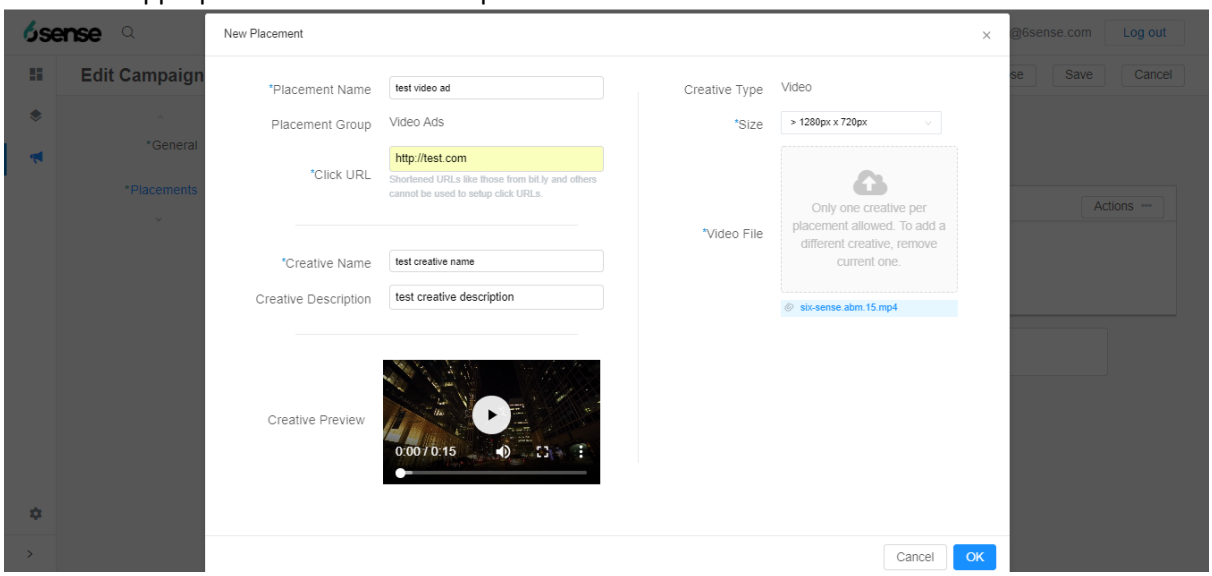
47 Lusk Street
San Francisco, CA 94107
www.6sense.com



2.4 Enter the appropriate information and **upload** video creative file for preview. If the size does not match with the uploaded video size an error will appear.

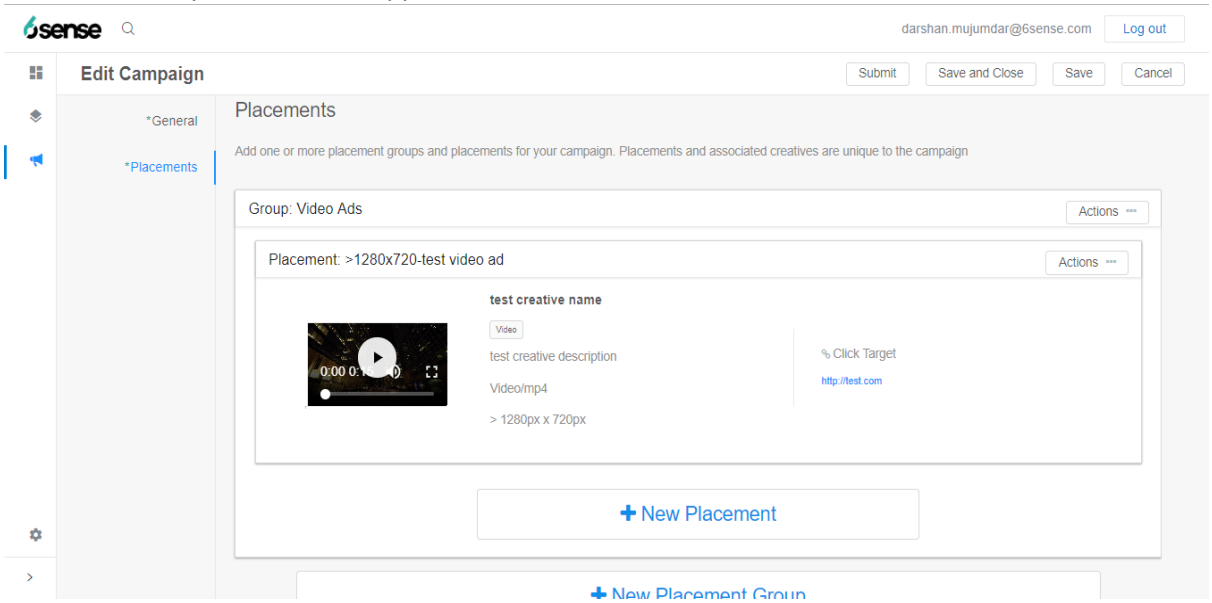


2.5 Select the appropriate size from the dropdown and click **OK.**



47 Lusk Street
San Francisco, CA 94107
www.6sense.com

2.6 A successful ad placement will appear on the **Placements** tab.



2.7 Repeat this process for all **ad sizes** and **creatives**.

47 Lusk Street
San Francisco, CA 94107
www.6sense.com

APPENDIX I: AD TYPE SPECIFICATIONS

Below are the specifications for the 4 Ad Types 6sense supports.

1. BANNER

- **File Type:** jpeg, png
- **File Size:**
    - Min Size allowed: No limitation
    - Max Size Allowed: 150 KB
- **Creative Dimensions:** 320x50, 320x480, 1024x768, 768x1024, 300x250, 728x90, 160x600, 300x600

2. VIDEO

- **File Type:** x-flv, mp4, webm, x-ms-wmv, x-msvideo, ogg, mpeg, quicktime, 3gpp, 3gpp2, x-m4v, mov
- **File Size:**
    - Min Size allowed: No limitation
    - Max Size Allowed: 125 MB
- **Creative Dimensions:** 1280x720, >1280x720

3. NATIVE

3.1 Native Image

- **File Type:** jpeg, png, gif
- **File Size:**
    - Min Size allowed: No limitation
    - Max Size Allowed: No limitation
- **Creative Dimensions:** It should have Min width of 1200px and Minimum width of 627px

3.2 Native Icon

- **File Type:** jpeg, png, gif

47 Lusk Street
San Francisco, CA 94107
www.6sense.com

- **File Size:**
    - Min Size allowed: No limitation
    - Max Size Allowed: 150 KB
- **Creative Dimensions:**
    - It should have 1:1 aspect ratio
    - It should have minimum width of 300px

4. HTML5

- **File Type:** zip
- **File Size:**
    - Min Size allowed: No limitation
    - Max Size Allowed: No limitation
- **Creative Dimensions:** 300 x 250 - Medium Rectangle, 728 x 90 - leaderboard, 160 x 600 - wide skyscraper, 300 x 600 - half page, 120 x 600 - skyscraper, 468 x 60 - full banner, 336 x 280 - large rectangle, 250 x 250 - square, 180 x 150 - rectangle, 970 x 250 - billboard, 234 x 60 - half banner, 970 x 90 - super leaderboard, 320 x 50 - leaderboard, 300 x 50 - banner, 320 x 480 - portrait interstitial, 480 x 320 - landscape interstitial, 300 x 50 - banner, 216 x 36 - large banner, 168 x 28 - medium banner, 300 x 50 - banner
- **Other Validation**: must contain index.html file

47 Lusk Street
San Francisco, CA 94107
www.6sense.com

APPENDIX II: ADD HOSTED HTML5 CREATIVES

6sense Display Ads campaigns support HTML5 Creatives. We adhere to the IAB standards and recommend users to go through the IAB guidelines before using HTML5 Ad types. This page explains how to upload HTML5 creatives on 6Sense campaigns and other considerations for working with this type of creative.

1. SPECIFICATION FOR HOSTED HTML5 CREATIVES

- File Types: .zip
- File Requirements:
  - Should be a single .zip file
  - Must contain an **index.html** file
  - **index.html** must reside in the root of the zip file, not in a subfolder
  - **index.html** should be a complete and valid HTML document (including the entities <html><head><body>), not an HTML fragment
- All external resources must be secure (https)

2. PREREQUISITES FOR HTML5 CREATIVES

2.1 . Standard Banners

All HTML5 creatives must reference the **clickTag** parameter in the URL of the creative when it is served in order to properly track clicks and open the landing page provided in the Ad placement when the creative is clicked. Creative designers can either use your own code to ensure the reference is present or use helper code provided in the AppNexus HTML5 library. The following guides describe the procedure:

2.1.1 *For creative designers:*

- Use IAB's HTML5 clickTag Standard on AppNexus
- Build an HTML5 AppNexus Creative in Google Web Designer
- Build an HTML5 AppNexus Creative in Adobe Edge

2.1.2 For ad traffickers:

- Integrating the AppNexus HTML5 Library with Ads Created in Google Web Designer
- Integrating the AppNexus HTML5 Library with Ads Created in Adobe Edge

2.2 Rich Media

Clients must use AppNexus' HTML5 library to create expandable and interstitial creatives.

47 Lusk Street
San Francisco, CA 94107
www.6sense.com

Documentation detailing the procedure can be found on Github at https://github.com/appnexus/appnexus-html5-lib/blob/master/docs/Walkthrough-For-Manually-Created-Ads.md.

3. ADD HTML5 CREATIVES

2.1 **Get started**

On the **General** tab of **Create Campaign** screen, (**Campaigns> Creative Campaign**), select **HTML5** as Ad Type. Then go to Placements, add **New Placement Group**, followed by **New Placement**. This will open the HTML5 Ad placement page.

2.2 Define the Creative Content

- Enter the **Placement Name**
- Enter the **Click URL**. Note that shortened URLs like those from bit.ly and others cannot be used to setup click URLs.
- Select the **Type:**
  - **Standard**
  - **Interstitial**
  - **Expandable**
- Enter the **Creative Name** field with the name of your .zip file. You may choose to have any other name.
- Enter the **Creative Description** by adding brief description of the uploaded creative.
- Select the **Size** of the creative from the dropdown.

2.3 **Upload the HTML5 file**

Browse your computer to **select** a file to be uploaded or **drag and drop** the file.

2.4 Preview the Creative - IAB Validator (Optional)

You can verify how this creative measures up to the IAB guidelines by using the HTML5 Ad Validator tool.

2.5 **Save the Creative**

Once you have defined your creative and populated the associated fields as necessary, click the **Save** button.

47 Lusk Street
San Francisco, CA 94107
www.6sense.com