



Campaign Trafficking: Configuring Campaign Specifications

Focus	Campaign Management	Course Type	SELL SIDE	Duration:	3 hours
User Roles:	 CAMPAIGN TRAFFICKER  MEDIA PLANNER				
Description:	Campaign Trafficking refers to the process of setting up and managing all of the campaign specifications on the Ad Server to assure campaign goals are met. Campaign specifications include content targeting, flight dates, impression goals, frequency caps and more. From the Campaign Tab in the Advertiser Module users add new Campaigns and manage their existing Ad Campaigns.				
Learning Objectives:	<ul style="list-style-type: none"> • Gain a high-level overview of a digital campaign lifecycle • Start a new campaign within MRM and review key components • Interpret insertion order properties and add them to a campaign • Work with placements and ad units to configure the campaign terms 				
Pre-Requisites:	First Steps using MRM [Required]				

Time	Topic
10 mins	Summarize the Direct Sales Digital Campaign Lifecycle <ul style="list-style-type: none"> ◦ Review a typical digital advertising campaign scenario and lifecycle ◦ Discuss how Insertion Orders come in many shapes and sizes ◦ Understand how you will receive campaign details for trafficking
10 mins	Define the Building Blocks of an MRM Campaign <ul style="list-style-type: none"> ◦ Understand the relationship between advertisers, agencies and brands ◦ Review the MRM campaign hierarchy and organization structure
20 mins	Create a new campaign in MRM <ul style="list-style-type: none"> ◦ Review an outline of common and required tasks to create a campaign ◦ Get acquainted with navigation in the advertising module ◦ Create new campaign in MRM
10 mins	Review Campaign Properties <ul style="list-style-type: none"> ◦ Review the MRM campaign specifications ◦ Understand the ability to set CCPA out-out at a campaign level
30 mins	Configure Insertion Order Specifications <ul style="list-style-type: none"> ◦ Review required and optional IO properties ◦ Assign a brand, sales person and trafficker (if any)
80 mins	Configure Placement Specifications <ul style="list-style-type: none"> ◦ Set ad units and arrange content targeting ◦ Understand and discuss price and budget parameters ◦ Set delivery and pacing properties

10 mins	Assign Creative to Ad Units <ul style="list-style-type: none">○ Review the creative library within MRM○ Assign existing creative to the placements within your campaign
10 mins	Set Campaign to Active <ul style="list-style-type: none">○ Set the Insertion Order stage to booked○ Set the placement stage to active