

# **Self-Service Campaign Builder**

## **DIY Solution & User Journey**

### ***Proposed Solution***

Introduce a guided Self-Service Campaign Builder enabling eligible customers to independently configure and launch small to medium campaigns through Web and Mobile platforms with built-in compliance, pricing, and size guardrails.

### ***Platform Strategy***

Web provides full configuration, validation, pricing, and submission. Mobile focuses on review, approvals, submissions, and status tracking.

### ***Eligibility & Guardrails***

Access is controlled through region-based compliance, role-based permissions, campaign size limits, fixed pricing, and payment approval rules.

### ***High-Level User Journey***

User login and eligibility validation, guided configuration, real-time validation, review and pricing, payment or approval, and final submission with confirmation.