

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.