**Optimization Pemium Channels**

Campaign: AUTO001-19-003  🔍        Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003  🔍   Include Base Month to Optimize: ☐

Add Media Plan: AUTO001-19-003  🔍 +

> Optimize button will show a dropdown with 'S1', 'S2', and 'S3' option to select optimization technique to apply

**Select Optimization Rule**     **Optimize** ∨

### SEM-FY-2019 — $10,00 Difference — 01/19
| | |
|---|---|
| Planned/ Revised | $ 16,000 |
| Delivery | $ 15,000 |
| Actual AP | |

> Dark Tile shows Totals for Media Plan in base month. Click on this tile to view data for all sites of a Media Plan in grid format

### Google — Type — $600 Difference — 01/19
| | |
|---|---|
| Planned/ Revised | $ 10,000 |

### Bing — Type — $200 Difference — 01/19
| | |
|---|---|
| Planned/ Revised | $ 3,000 |
| Delivery | 2,800 |
| Actual AP | |

### Yahoo! — Type — $200 Difference — 01/19
| | |
|---|---|
| Planned/ Revised | $ 3,000 |
| Delivery | 2,800 |
| Actual AP | |

> Dashboard will show base month data for all sites as Tiles. Click on a Tile to display data in grid format for 12 months for a site.

### NSk-JG-2020 — $15,00 Difference — 01/20
| | |
|---|---|
| Planned/ Revised | $ 25,000 |
| Delivery | $ 23,500 |
| Actual AP | $ 23,500 |

### Type — $00 Difference — 01/20
| | |
|---|---|
| Planned/ Revised | $ 15,000 |
| Delivery | $ 15,000 |
| Actual AP | $ 15,000 |

### MediaMath — Type — $1500 Difference — 01/20
| | |
|---|---|
| Planned/ Revised | $ 10,000 |
| Delivery | $ 8,500 |
| Actual AP | $ 8,500 |

### Yahoo! — Type — $200 Difference

| | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planned/ Revised | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 10,000 | $ 10,000 |
| Delivery / S1 | 2,800 | $ 2,800 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 10,018 | $ 10,018 |
| Actual AP / S2 | | | | | | | | | | | | | |
| S3 | | | | | | | | | | | | | |

> S1, S2 and S3 are applied optimization techniques. User must selected one of these options before he can apply optimizaton

> Site Detail Grid shows 12 month data for selected site

### GRAND TOTAL

| | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| $25,00 Difference | | | | | | | | | | | | | |
| Planned/ Revised | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 | $ 41,000 |
| Delivery / S1 | $ 26,300 | $ 38,500 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 | $ 41,227 |
| Actual AP / S2 | | | | | | | | | | | | | |
| S3 | | | | | | | | | | | | | |

> Gran Total Grid shows sum of all selected media plans

## Optimization Pemium Channels

Campaign: AUTO001-19-003 🔍    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003 🔍    Include Base Month to Optimize: ☐    **Select Optimization Rule**    **Optimize** ▾

Add Media Plan: AUTO001-19-003 🔍 +

**Media Plan:** AUTO001-19-003

### G — $600 Difference

| Type | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planned/ Revised | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 | $ 10,000 |
| Delivery | 9,400 | S1 $ 9,400 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 | $ 10,055 |
| Actual AP | | S2 | | | | | | | | | | | |
| | | S3 | | | | | | | | | | | |

### b — $200 Difference

| Type | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planned/ Revised | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 10,000 | $ 10,000 |
| Delivery | 2,800 | S1 $ 2,800 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 10,018 | $ 10,018 |
| Actual AP | | S2 | | | | | | | | | | | |
| | | S3 | | | | | | | | | | | |

### Y! — $200 Difference

| Type | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planned/ Revised | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 3,000 | $ 10,000 | $ 10,000 |
| Delivery | 2,800 | S1 $ 2,800 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 3,018 | $ 10,018 | $ 10,018 |
| Actual AP | | S2 | | | | | | | | | | | |
| | | S3 | | | | | | | | | | | |

### TOTAL — $10,00 Difference

| Type | 01/19 | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Planned/ Revised | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 | $ 16,000 |
| Delivery | 2,800 | S1 $ 15,000 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 | $ 16,091 |
| Actual AP | | S2 | | | | | | | | | | | |
| | | S3 | | | | | | | | | | | |

## Optimization Pemium Channels

Campaign: AUTO001-19-003 🔍    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003 🔍    Include Base Month to Optimize: ☐

**Select Optimization Rule**    **Optimize** ▾

### Optimization Rules                                                    ✕

☐ **Reallocate under-spend under the same vendor/Site**

  ◯ Evenly allocate in future months

  ◯ Allocate in future months based on spend proportion by month

  ◯ Allocate/Roll over to next period/month only

  ◯ Allocate/Roll over to last period/month only

☐ **Reallocate to other vendors/Sites within the plan**

  ◯ Reallocate under-spend to Vendor(s) below

  ◯ Reallocate under-spend and projected Under spend to Vendor(s). below

    ◯ Evenly allocate in future months

    ◯ Allocate in future months based on spend proportion by month

    ◯ Allocate/Roll over to next period/month only

    ◯ Allocate/Roll over to last period/month only

☑ **Reallocate to other Vendors/Sites within same / different plan**

  ☑ Reallocate under-spend to Vendor(s) below

  ◯ Reallocate under-spend and proiected Under spend to Vendor(s) below

    ☑ Evenly allocate in future months

    ◯ Albcate in future months based on spend proportion by month

    ◯ Allocate/Roll over to next period/month only

    ◯ Allocate/Roll over to last period/month Only

From: AUTO001-19-003 ▾    To: IJHO005-21-048 ▾

Under Spend Amount $ 10,000.00

| Vendor Name | % | Amount |
|---|---|---|
| Google | 50% | 5,000.00 |
| Bing | 25% | 2,500.00 |
| Yahoo | 25% | 2,500.00 |

This section is displayed only when option 2 or option 3 is selected to distribute to other sites/plans. The underspend amount is total under-spend amount for base period

Only of major options may be selected at one time

**Apply**    **Close**

## Optimization Pemium Channels

Campaign: AUTO001-19-003    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003    Include Base Month to Optimize: ☐

Add Media Plan: AUTO001-19-003

**Select Optimization Rule**    **Optimize** ▾

**Optimization Revision**    S1 ▾

| Media Plan | Rev | Site | 01/19 | 02/19 | 03/19 | 04/19 | 05/19 | 06/19 | 07/19 | 08/19 | 09/19 | 10/19 | 11/19 | 12/19 | 01/20 | 02/20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MP_16 AdTech_RR | R1 | Google | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 | 10,019 |
| MP_16 AdTech_RR | R1 | Facebook | 2,800 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 |
| MP_16 AdTech_RR | R1 | Microsoft | 2,800 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 | 3,018 |
| TM-12934 | R1 | MediaTech | 8,500 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 |
| Total | | | 8,500 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 | 16,017 |

**Apply Optimization**

**Optimization Pemium Channels**

Campaign: AUTO001-19-003 🔍    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003 🔍    Include Base Month to Optimize: ☐    **Select Optimization Rule**  **Optimize** ⌄

Add Media Plan: AUTO001-19-003 🔍 +

**Create Media Plan Revision(s)**

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

*These Options will be visible only where applicable*

Following Media Plan(s) will be revised

| Plan | Revision | Site | Vendor Spend | | Ad Tech | | Status |
|------|----------|------|--------------|------|---------|------|--------|
| | | | Existing | Revised | Existing | Revised | |
| MP_16 AdTech_RR | R1 | Google | 45,000 | 43,000 | 8,000 | 7,200 | Open |
| MP_16 AdTech_RR | R1 | Facebook | 12,000 | 14,000 | 2,000 | 2,300 | Open |
| R23874 | R0 | Google | 64,000 | 60,000 | 12,000 | 11,000 | Fin Approved |
| R23874 | R0 | TradeDesk | 5,000 | 9,000 | 1,000 | 1,500 | Fin Approved |

Rollback

*'Rollback' option will 'Unlock' media plan(s) and rollback any/ all transactions created during optimization process*

Next

TEST, USER
Super User  127 COMPANY-QA

**Optimization Pemium Channels**

Campaign: AUTO001-19-003 🔍     Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003 🔍     Include Base Month to Optimize: ☐     **Select Optimization Rule**  **Optimize** ▾

Add Media Plan: AUTO001-19-003 🔍 ➕

## Specify Paramters to generate client schedule

Create Media Plan Revision(s)

**Generate Schedule**

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

| Plan | Revision | Rate Type | Fee Rate | Distribution | Period | Adjust Balance | Other Free | Tech Other Fee |
|---|---|---|---|---|---|---|---|---|
| MP_16 AdTech_RR | R1 | $%Net ▾ | 2 | Vendor Spend By Month ▾ | Standard Calendar ▾ | Actual Month ▾ | 2000 | 30000 |
| MP_16 AdTech_RR | R1 | $%Net ▾ | 5 | Vendor Spend By Month ▾ | Standard Calendar ▾ | Future Month ▾ | 2000 | 30000 |

> User will enter Generate Schedue Criteria for all plans

**Rollback**     **Generate Schedule**     **Next**

> Next button will be enabled after client schedule has been generated and successful

TEST, USER
Super User  127 COMPANY-QA

**Optimization Pemium Channels**

Campaign:  AUTO001-19-003           Optimization Based on:  01/19

Add Media Plan:  AUTO001-19-003        Include Base Month to Optimize:  ☐          Select Optimization Rule    Optimize ▾

Add Media Plan:  AUTO001-19-003

Create Media Plan Revision(s)

Generate Schedule

**Approve media Plan**

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Approve Media Plan Revisions

> The actions will be performed for all media plans updated for optimization

## Authorization

☐ Ready                    Approval/Rejection           By: ------ On: ------
                           Comments

Manager Approval
[ Pending Manager Approval ▾ ]                          By: ------ On: ------

Finance Approval
[ Pending Finance Approval ▾ ]                          By: ------ On: ------

Rollback          Finish                                                    Next

> Next button will be enabled only if all plans have been 'Finance Approved'

**Optimization Pemium Channels**

Campaign: AUTO001-19-003          Optimization Based on: 01/19
Add Media Plan: AUTO001-19-003    Include Base Month to Optimize: ☐     Select Optimization Rule    Optimize ▾
Add Media Plan: AUTO001-19-003

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

**Revise Insertion Orders (IO)**

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Revise Insertion Orders

| Vendor | IO Number | Existing IO Amount | Received Amount | New Amount | Revision Status |
|--------|-----------|--------------------|-----------------|-----------|-----------------|
| **Media Plan: FB-12387** | | | | | |
| GOOG001 | IO012378 | 45,000 | 14,000 | 38,000 | Done |
| GOOG001 | IO012378 | 24,000 | 10,000 | 14,000 | Done |
| **Media Plan: TM-12934** | | | | | |
| GOOG001 | IO012378 | 45,000 | 14,000 | 13,000 | Not Processed |
| GOOG001 | IO012378 | 24,000 | 10,000 | 14,000 | Done |

New Amount can not be less than Received amount. User must 'Rollback' and restart optimization process.

Rollback          Finish                                    Revise          Next

Next button will be enabled only if all IO's have been approved

Optimization Pemium Channels

Campaign: AUTO001-19-003    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003    Include Base Month to Optimize: ☐    **Select Optimization Rule**    **Optimize** ▾

Add Media Plan: AUTO001-19-003    🔍 +

Create Media Plan Revisi...

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

**Revise Budget Orders (BO)**

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

*These Options will be visible only where applicable*

### Revise Budget Orders

*Select Budget Orders to revise*

| | Budget Order Name | Media Plan | Revision | Spending Limit Existing | Spending Limit New | Dates From | Dates To | Status |
|---|---|---|---|---|---|---|---|---|
| ☐ | **Expion ~ PO041920,PO041921** | | | **148,000** | **143,500** | **07/01/2020** | **12/31/2020** | **Revised** |
| | | FB-12387 | R1 | 48,000 | 45,000 | | | |
| | | TM-12934 | R1 | 44,000 | 42,500 | | | |
| ☑ | **MP - Single BO - A3** | | | **348,000** | **352,000** | **01/01/2020** | **06/30/2020** | **Not Revised** |
| | | TM-12934 | R1 | 38,000 | 42,000 | | | |

*Budget Order will be displayed as link that will show individual Placements which are part of this Budget Order*

*Since one budget order may be linked to more than one Media Plan, and one Media Plan may be linked to more than one Budget Order, totals for Media Plan and Budget order may or may not be same*

*There are mainly 2 reasons why BO can't be revised, 1st if new end date is in past, or new limit is less than already spent amount.*

Rollback    Finish    Revise    Next

**Optimization Pemium Channels**

Campaign: AUTO001-19-003     Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003     Include Base Month to Optimize: ☐

Add Media Plan: AUTO001-19-003

Select Optimization Rule     Optimize ⌄

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

**Revise Budget Orders (BO)**

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Budget Order: **MP - Single BO - A3**

Following IO(s) are part of this Budget Order

| Vendor | IO Number | IO Amount | Date From | Date To |
|--------|-----------|-----------|-----------|---------|
| **Media Plan: TM-12934** | | | | |
| GOOG001 | IO012378 | 45,000 | 2/1/2020 | 2/28/2020 |

Back          Finish

**Optimization Pemium Channels**

Campaign: AUTO001-19-003 🔍     Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003 🔍     Include Base Month to Optimize: ☐     **Select Optimization Rule**     Optimize ▾

Add Media Plan: AUTO001-19-003 🔍 +

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

**Facebook Campaign**

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Revise Facebook Campaigns

| ☐ | Media Plan | Revision | Campaign ID | IO Code | Budget Amount | | Dates | | Status |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Existing | New | From | To | |
| ☑ | FB-12387 | R1 | FB_MP_CAMP_0001 | PO041656 | 48,000 | 45,000 | 07/01/2020 | 12/31/2020 | Revised |
| ☑ | FB-12387 | R1 | Facebook03 | PO041657 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | Converstions | PO041634 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |

User must select each line to revise

Rollback     Finish     Revise     Next

**Optimization Pemium Channels**

Campaign: AUTO001-19-003    Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003    Include Base Month to Optimize: ☐

Add Media Plan: AUTO001-19-003  +

Select Optimization Rule    Optimize ⌄

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

**Yahoo Campaign**

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

Task Summary

Revise Yahoo Campaign(s)

| ☐ | Media Plan | Revision | Campaign ID | IO Code | Budget Amount | | Dates | | Status |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Existing | New | From | To | |
| ☑ | FB-12387 | R1 | EXPION0-..0-19-019-DI-0003 | PO041656 | 48,000 | 45,000 | 07/01/2020 | 12/31/2020 | Revised |
| ☑ | FB-12387 | R1 | maricruse | PO041657 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | Yahoo003 | PO041634 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |

User must select each line to revise

Rollback    Finish    Revise    Next

☆ | TEST, USER
Super User | 127 COMPANY-QA

**Optimization Pemium Channels**

| Campaign: | AUTO001-19-003 | 🔍 | | Optimization Based on: | 01/19 | |
| Add Media Plan: | AUTO001-19-003 | 🔍 | Include Base Month to Optimize: ☐ | | | **Select Optimization Rule** **Optimize** ▾ |
| Add Media Plan: | AUTO001-19-003 | 🔍 ➕ | | | | |

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

**Microsoft Ads**

Trade Desk Campaign

DV360 Campaign

Task Summary

Revise Microsoft Ads

| ☐ | Media Plan | Revision | Campaign | Budget Amount | | Dates | | Status |
| | | | | Existing | New | From | To | |
| ☑ | XD-12387 | R1 | EXPION0-.0-19-019-DI-0003 | 48,000 | 45,000 | 07/01/2020 | 12/31/2020 | Revised |
| ☑ | XD-12387 | R1 | maricruse | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | Bing003 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |

User must select each
line to revise

| Rollback | Finish | | Revise | Next |

**Optimization Pemium Channels**

Campaign: AUTO001-19-003  🔍       Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003  🔍     Include Base Month to Optimize: ☐     **Select Optimization Rule**   Optimize ▾

Add Media Plan: AUTO001-19-003  🔍 +

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

**Trade Desk Campaign**

DV360 Campaign

Task Summary

### Revise Trade Desk Campaigns

| ☐ | Media Plan | Revision | Campaign ID | IO Code | Budget Amount | | Dates | | Status |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Existing | New | From | To | |
| ☑ | FB-12387 | R1 | A2ciu0i | PO041656 | 48,000 | 45,000 | 07/01/2020 | 12/31/2020 | Revised |
| ☑ | FB-12387 | R1 | K2cdu33 | PO041657 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | s389s5i | PO041634 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |

Checkbox will be disabled and unchecked by default. User must open Flights dialog to adjust Flights and click OK button to enable this checkbox

Campaign ID will be displayed as link that will show following Flight Details

Rollback      Finish                    Revise      Next

**Optimization Pemium Channels**

Campaign: AUTO001-19-003      Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003      Include Base Month to Optimize: ☐      **Select Optimization Rule**   Optimize ▾

Add Media Plan: AUTO001-19-003

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

**Trade Desk Campaign**

DV360 Campaign

Task Summary

### Revise Trade Desk Campaigns

| ☐ | Media Plan | Revision | Campaign ID | IO Code | Budget Amount Existing | New | Dates From | To | Status |
|---|---|---|---|---|---|---|---|---|---|
| ☑ | FB-12387 | R1 | | | | | /2020 | 12/31/2020 | Revised |
| ☑ | FB-12387 | R1 | | | | | /2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | | | | | /2020 | 08/31/2020 | Revised |

Campaign    TJOB000386 ~ AQ1~323

IO Code              IO Amount
IO Start Date        Allocated Amount
IO End Date

**Flight(s)**

| Start Date | End Date | Budget Amount |
|---|---|---|
| 08/01/2020 | 08/31/2020 | 42,500 |
| | Total | 45,500 |

**Revise TTD Campaign**        Close

Rollback      Finish                    Revise      Next

TEST, USER
Super User   127 COMPANY-QA

**Optimization Pemium Channels**

Campaign: AUTO001-19-003            Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003      Include Base Month to Optimize: ☐      Select Optimization Rule    Optimize ▾

Add Media Plan: AUTO001-19-003

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

**DV360 Campaign**

Task Summary

Revise DV360 Campaigns

| ☐ | Media Plan | Revision | Campaign ID | IO Code | Budget Amount | | Dates | | Status |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | Existing | New | From | To | |
| ☑ | FB-12387 | R1 | DV_MP_CAMP_0001 | PO041656 | 48,000 | 45,000 | 07/01/2020 | 12/31/2020 | Revised |
| ☑ | FB-12387 | R1 | DV28783 | PO041657 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |
| ☑ | TM-12934 | R1 | Converstions | PO041634 | 44,000 | 42,500 | 08/01/2020 | 08/31/2020 | Revised |

User must select each
line to revise

Rollback        Finish                                    Revise        Next

## Optimization Pemium Channels

Campaign: AUTO001-19-003  🔍     Optimization Based on: 01/19

Add Media Plan: AUTO001-19-003  🔍     Include Base Month to Optimize: ☐     **Select Optimization Rule**     **Optimize** ▾

Add Media Plan: AUTO001-19-003  🔍 +

Create Media Plan Revision(s)

Generate Schedule

Approve media Plan

Revise Insertion Orders (IO)

Revise Budget Orders (BO)

Facebook Campaign

Yahoo Campaign

Microsoft Ads

Trade Desk Campaign

DV360 Campaign

**Task Summary**

**Following issues were encountered during optimization process:**

**Insertion Orders:**

| Media Plan | Vendor | IO Number | Existing IO Amount | Received Amount | New Amount | Revision Status |
|------------|--------|-----------|--------------------|-----------------|------------|-----------------|
| TH-12934 | Google | IO023378 | 45,000 | 14,000 | 13,000 | Error |

If there are any issues, will be displayed here in different grids, one for each section where issue(s) occurred.

Rollback     Finish