AYUDA Five Important Tabs in Campaign Records

An active campaign

- Download Campaign
- Request Content
- Request Content Approval
- Download Audit Trail
- Change Campaign Status
- Allow Digital Overbooking
- Download Hourly POP Excel
- Proof of Play
- Duplicate campaign

Convert a proposal
Change the status of a proposto to an active campaign.

📁 Campaigns ➕

Or create a campaign from scratch
Select Contracted as the status.

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Import Proposal
Completed proposals may aready have segments and faces booked.

ℹ Basic Info

Establish parameters
Ensure basic contract information is correct.

Chartists might return to this screen to update dates as the campaign is planned.

In digital campaigns, it might be decided to allow or disallow overbooking.

Segments

Create, Edit Segments
Segments for static and digital campaigns have start and end dates and a well defined for a sales market.

Gross revenue must be entered along with bonus segments, if any.

Chartists will do 90 per cent of their work in this screen.

Digital campaigns have more complex segments.

Segments

Book faces
Ensure faces are booked.

Static
Digital

Segments

Create Booking Lines
Digital campaigns have a layer called Booking Lines that does not exist in Static campaigns.

Booking lines group:
- Duration
- Week Days
- Dayparts
- Markets
- Product categories
- Triggers

Digital Booking Lines ➊ ➕

Book faces and zones
Once the booking line has been created, spots can be assigned to the face.

Some faces have zones so multiple ads can be shown at once.

Digital Face Bookings ➊ ➕

Designs

Link designs
Designs are associated with the bookings.

To see work orders that result from postings, go to Operations.

⚙ Operations

Bundles ➕

Create Media Bundles
Use media bundles to organize designs for digital campaigns.

- Media bundles are in the Content directory.
- For digital, ensure the stretch is set correctly.

Only digital campaigs use media bundles.

Designs

Upload designs
Digital designs are added to the media bundle.

- New designs are uploaded.
- Old designs that were uploaded previously and to be re-used are linked to.

Segments

Schedule the designs
Use the scheduler for each Booked Face to link to designs to available static faces ...

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...or available digital spots.

Add. Revenue

Additional Revenue
Use this tab to track requests that will result in further income.

- Production
- Installation
- Content Creation
- Fines
- Fees

Totals

Monitor Totals
As designs are scheduled, totals will be tallied automatically. Monitor the billables here to ensure that the customer's budget is not exceeded.