

## Creative Circle Media Solutions CMS Support Guide

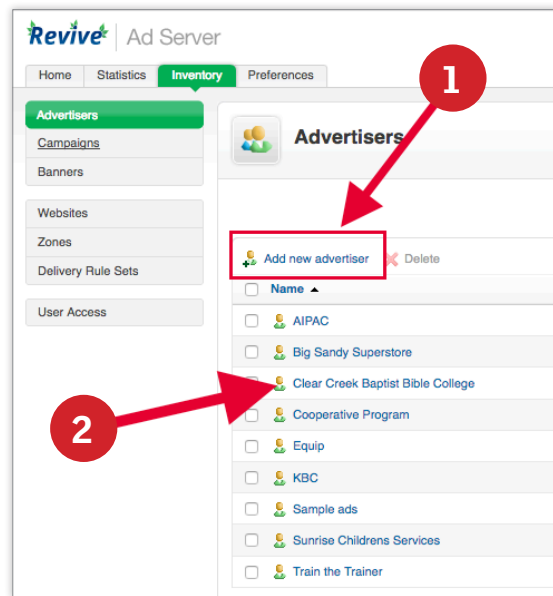
# AD SERVER BASICS

### • ADD A NEW ADVERTISER

When you first log in to the ad server, you'll be in the **Advertisers** section within the **Inventory** tab.

To add a new advertiser, click the **"Add new advertiser"** link **1**.

To edit an existing advertiser, or to see its campaigns and banners, click the advertiser's name. **2**



Fill in all three fields in the **"Basic Information"** box. **3**

Fill in **"Name"** field with the name of the advertiser.

**"Contact"** and **"Email"** are used only for automated reporting. If you want to receive automated reports, enter your name and email address in the fields, then click the checkboxes **4** for the type of automated report you want under **"Advertiser report."**

If you do not want the ad server to automatically send you reports, you can enter fake info into the Contact and Email fields.

Click **Save Changes** to get to the Advertiser page.

## AD SERVER BASICS continued

On the Advertiser page you will see the name of the new advertiser in the list. **5**

### • ADD A CAMPAIGN

The ad server will walk you through the process of creating a new campaign for the new advertiser. Start by clicking the "add a campaign" link in the green notification area. **6**

<input type="checkbox"/>	Name ▲	Updated
<input type="checkbox"/>	AIPAC	2018-12-05 21:13:52
<input type="checkbox"/>	Big Sandy Superstore	2018-06-07 14:01:16
<input type="checkbox"/>	Clear Creek Baptist Bible College	2018-12-11 05:08:13
<input type="checkbox"/>	Cooperative Program	2018-12-12 05:09:49
<input type="checkbox"/>	Equip	2018-08-18 04:05:30
<input type="checkbox"/>	KBC	2018-12-13 05:05:23
<input type="checkbox"/>	New Advertiser	2018-12-14 15:29:59
<input type="checkbox"/>	Sample ads	2018-12-13 15:10:24
<input type="checkbox"/>	Sunrise Childrens Services	2018-11-21 13:13:14
<input type="checkbox"/>	Train the Trainer	2018-06-07 14:02:15

In the Name field **7**, give the new campaign a name using the following naming convention:

#### Advertiser Name - Size of Ad - Placement

Examples:

**Nike - 300x250 - Sports**

**Smith Funeral Home - 300x600 - Obits**

Choose a campaign type. Unless you have more-complex buys\*, use "Remnant," for all ads. Click the Remnant radio button to expose more options.

\*For more information about Contract or Override campaign types, contact Creative Circle Media support at [support@creativecirclemedia.com](mailto:support@creativecirclemedia.com)

### Add new campaign for advertiser New Advertiser

Advertiser: New Advertiser

Add new campaign

Basic information

Name \* **7** New Advertiser - Default Campaign

Campaign type

**Remnant**  
The default campaign type. Remnant campaigns have lots of different delivery options, and you should ideally always have at least one Remnant campaign linked to every zone, to ensure that there is always something to show. Use Remnant campaigns to display house banners, ad-network banners, or even direct advertising that has been sold, but where there is not a time-critical performance requirement for the campaign to adhere to.

**Contract**  
Contract campaigns are for smoothly delivering the impressions required to achieve a specified time-critical performance requirement. That is, Contract campaigns are for when an advertiser has paid specifically to have a given number of impressions, clicks and/or conversions to be achieved either between two dates, or per day.

**Override**  
Override campaigns are a special campaign type specifically to override (i.e. take priority over) Remnant and Contract campaigns. Override campaigns are generally used with specific targeting and/or capping rules to ensure that the campaign banners are always displayed in certain locations, to certain users, and perhaps a certain number of times, as part of a specific promotion. (This campaign type was previously known as 'Contract (Exclusive)').

Save Changes

\* denotes required field

## AD SERVER BASICS continued

For Remnant campaign types you only need to complete the start and end date fields **8**.

**Start date:** You can have the campaign start immediately or on a specific date. Click the radio button that applies.

**End date:** You can either let it run indefinitely, which is great for house ads, or you can set a specific date for it to stop.

Specifying a start date means it will start at 1 second after midnight. Specifying an end date means it will stop running at midnight on the specified day.

Scroll to the bottom and click the **Save Changes** button.

Next, you will be brought to the list of campaigns for the advertiser. Your new campaign should be listed.

The screenshot shows a campaign configuration form with several sections: **Date**, **Pricing**, **Priority in relation to other campaigns**, **Delivery capping per visitor**, and **Miscellaneous**. The **Date** section is highlighted with a red box and contains radio buttons for 'Start immediately' and 'Set specific date' for both 'Start date' and 'End date'. A red circle with the number '8' is next to this section. A red arrow points from the 'Save Changes' button at the bottom left of the form to the 'Date' section.

### • ADD A BANNER

Next you will need to add a banner to the campaign. Click the "add a banner" link in the green notification area **9**.

The screenshot shows the 'Campaigns of New Advertiser' page. At the top, there's a header with a folder icon, the title 'Campaigns of New Advertiser', and a dropdown menu for 'Advertiser: New Advertiser'. A green notification bar at the top says 'Campaign New Advertiser - 300x600 -BL has been added, [add a banner](#)'. A red circle with the number '9' is next to the notification bar. A red arrow points from the 'add a banner' link to the notification bar. Below the notification bar, there are buttons for 'Add new campaign' and 'Delete', and a table with columns for 'Name', 'Status', and 'Type'. The table contains one entry: 'New Advertiser - 300x600 -BL' with status 'Running' and type 'Rem'.

## AD SERVER BASICS continued

Most likely your ad will be supplied by the advertiser, or built in house. If that is the case, you will leave the Banner type drop down menu set at **Upload a local banner to the webserver** 10.

Give the ad a name 11. Use a descriptive naming convention.

Examples:

**Advertiser Name - Ad Size - Description**  
**Nike - 300x600 - Just Do It**

Next Click the **Browse...** button 12 to find and upload the file.

Finally, you will need to enter the **Destination URL** 13 (the web address the reader is taken to when he clicks on the ad).

You could leave **target** blank, or enter "\_blank," which opens the advertisers' website in a new tab or window. Doing this ensures that when the reader closes the advertiser's site, your website is still open.

Lastly, click the **Save Changes** button 14.

The screenshot shows a web interface for adding a new banner. The title is "Add new banner to campaign New Advertiser - 300x600 -BL". The breadcrumb trail is "Advertiser: New Advertiser > Campaign: New Advertiser - 300x600 -BL". There is a "Save changes" button at the bottom left. The form is divided into several sections: "Please choose the type of the banner" with a dropdown menu set to "Upload a local banner to the webserver" (callout 10); "Basic information" with a "Name" input field (callout 11); "Upload a local banner to the webserver - banner creative" with a "Browse..." button (callout 12); "Banner link" with "Destination URL (incl. http://)" and "Target" input fields (callout 13); "Banner display" with "Alt text", "Status", and "Text below image" input fields; and "Additional data" with "Keywords", "Weight" (set to 1), and "Comments" input fields. A "Save changes" button is highlighted with a red box and callout 14. A small red asterisk indicates required fields.

You'll be brought back to a list of banners. Your new banner ad should be listed. And the green notification area should confirm that as well.

The screenshot shows a list of banners. The title is "Banners in New Advertiser - 300x600 -BL". The breadcrumb trail is "Advertiser: New Advertiser > Campaign: New Advertiser - 300x600 -BL". A green notification bar at the top says "Banner New Advertiser - 300x600 - IAB Sample Ad has been added". Below the notification, there are buttons for "Add new banner" and "Delete". A table lists the banners with a "Name" column and a "New Advertiser - 300x600 - IAB Sample Ad" entry.

## AD SERVER BASICS continued

Click the ad name to confirm the ad size and that the ad is displaying correctly.

The ad should display and appear as it should on the site, with nothing cut off or distorted **15**.

The width and height sizes should match the size of the ad **15**.



**Banner: New Advertiser - 300x600 - IAB Sample Ad**

Advertiser: New Advertiser > Campaign: New Advertiser - 300x600 - BL

Banner Properties | Delivery Options | Linked Zones | Advanced

**Basic Information**

Name: New Advertiser - 300x600 - IAB Sample Ad

Upload a local banner to the webserver - banner creative

Do you wish to keep your existing image, or do you want to upload another?  14ae889a1bbd007ce3f79a46f2db52od.png  Browse... No file selected.

**Banner link**

Destination URL (incl. http://):

Target:

**Banner display**

Alt text:

Status text:

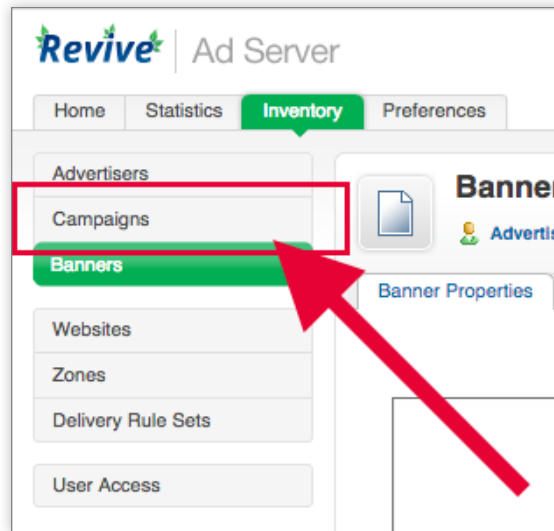
Text below image:

Size: Width:  Height:

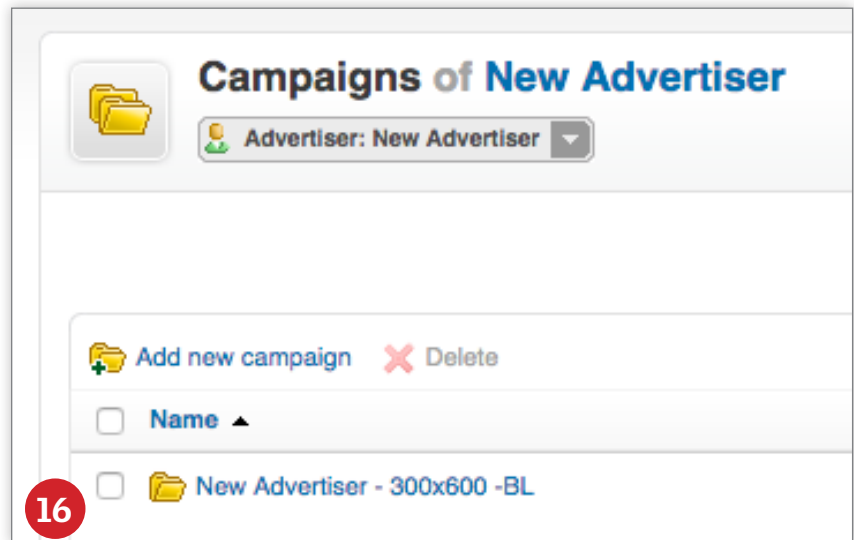
## AD SERVER BASICS continued

### • ASSIGN THE CAMPAIGN

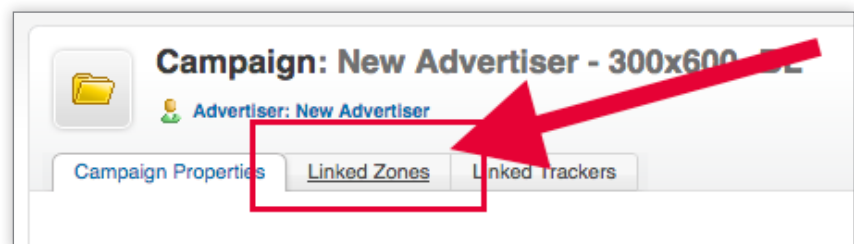
To assign the campaign and banner you just created to a spot on the website, click the **Campaigns** menu option.



Back in the list of campaigns, click the name of the campaign **16**. This will bring you to the campaign edit screen, which will be populated with all the info you just entered.



At the top of the page, click the **Linked Zones** tab.



## AD SERVER BASICS continued

The left hand pane will display all **available ad zones**. Check the boxes for each of the ads you want to display **17**. When at least one zone is selected, the "Link" button will turn blue **18**. When you have all the zones you want selected, click the "Link" button.

The screenshot shows the 'Campaign: New Advertiser - 300x600 -BL' interface. The 'Available Zones' pane on the left has a search bar and a table of zones. The zone 'kentuckytoday - BaptistLife - 300x600' is selected, indicated by a checked checkbox and a blue highlight. A red circle with the number '17' points to this row. The 'Link' button is highlighted in blue, with a red circle and the number '18' pointing to it. The 'Linked Zones' pane on the right is currently empty.

Select / Unselect All	CTR	CR	CPM
<input type="checkbox"/> www.kentuckytoday.com			
<input checked="" type="checkbox"/> kentuckytoday - BaptistLife - 300x250	0.174%	0.000%	\$0.00
<input checked="" type="checkbox"/> kentuckytoday - BaptistLife - 300x600	0.121%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - BaptistLife - Bottom Leaderboard	0.034%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - BaptistLife - Bottom Leaderboard Fallback	0.000%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - BaptistLife - Top Leaderboard	0.123%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - BaptistLife - Top Leaderboard Fallback	0.000%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - Bottom Leaderboard	0.018%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - Bottom Leaderboard Fallback	0.000%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - Top Leaderboard	0.065%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday - Top Leaderboard Fallback	0.073%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday.com - 300x250	0.117%	0.000%	\$0.00
<input type="checkbox"/> kentuckytoday.com - 300x600	0.034%	0.000%	\$0.00

All linked zones will display in the right pane **19**.

The screenshot shows the same 'Campaign: New Advertiser - 300x600 -BL' interface. The 'Available Zones' pane on the left is now empty. The 'Linked Zones' pane on the right now contains one zone: 'kentuckytoday - BaptistLife - 300x600'. A red circle with the number '19' points to this zone. The 'Link' and 'Unlink' buttons are now greyed out.

Select / Unselect All
<input type="checkbox"/> kentuckytoday - BaptistLife - 300x600

**And you're done!** The ad should display on the website within a few minutes.

## AD SERVER BASICS continued

### • GETTING STATISTICS:

To get statistical reports about an advertiser, click the "**Statistics**" tab, just below the Revive Ad Server logo.

By default, it should bring you directly to **Advertisers & Campaigns**.

You will see a complete list of all advertisers that have been set up on the ad server.

Click the name of the advertiser, for whom you want to generate a report.

Using the dropdown menu, you can select pre-defined parameters for the report. Alternatively, you can specify start and end dates for the report for more-specific reporting **20**.

Click the little arrow **21** to the right of the date fields to see statistics for each day in a table **22**.

• **Impr.** = Impressions, which is the number of times the advertiser's ads are loaded on a page.

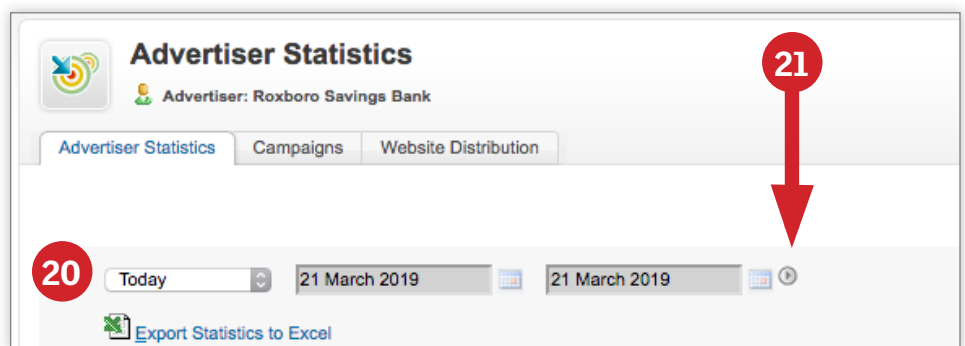
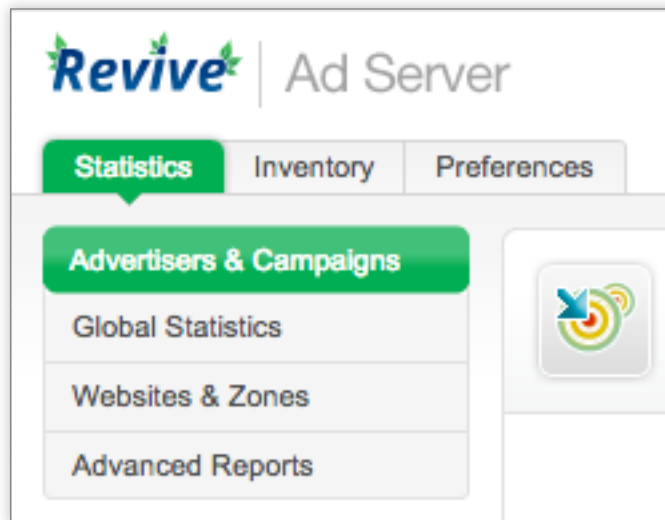
• **Clicks** are the number of times and ad has been clicked on

• **CTR** = Click Through Rate, which is the percentage of clicks vs. impressions

• **Rev.** = This is tied to the revue model for a campaign

• **ECPM** = Effective Cost Per Mille (where Mille is 1,000)

You can also export the statistics to a .csv (comma separated file), which can be opened in any spreadsheet application **23**.

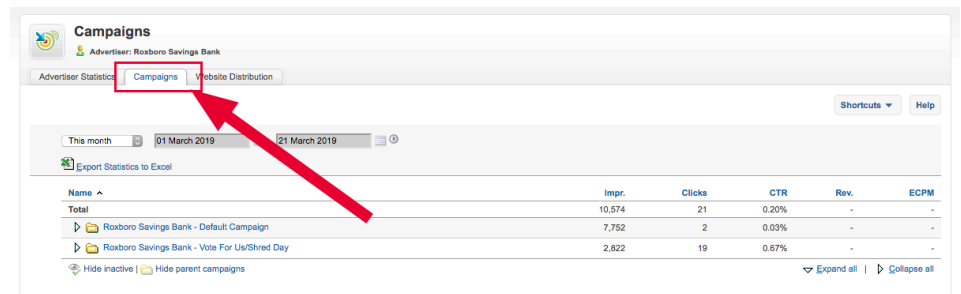


Day	Impr.	Clicks	CTR	Rev.	ECPM
21-03-2019	940	8	0.85%	-	-
20-03-2019	2,281	11	0.48%	-	-
19-03-2019	353	1	0.28%	-	-
18-03-2019	355	-	-	-	-
17-03-2019	202	-	-	-	-
16-03-2019	508	-	-	-	-
15-03-2019	276	-	-	-	-
14-03-2019	328	-	-	-	-
13-03-2019	593	-	-	-	-
12-03-2019	280	-	-	-	-
11-03-2019	337	1	0.30%	-	-
10-03-2019	265	-	-	-	-
09-03-2019	525	-	-	-	-
08-03-2019	307	-	-	-	-
07-03-2019	323	-	-	-	-
06-03-2019	916	-	-	-	-
05-03-2019	311	-	-	-	-
04-03-2019	365	-	-	-	-
03-03-2019	283	-	-	-	-
02-03-2019	556	-	-	-	-
01-03-2019	292	-	-	-	-
<b>Total</b>	<b>10,574</b>	<b>21</b>	<b>0.20%</b>	<b>-</b>	<b>-</b>



## AD SERVER BASICS continued

You can also see, and export, statistics for a specific campaign, within an advertiser, by clicking the "Campaigns" tab at the top, and repeating the process for Advertiser Statistics.



The screenshot shows the 'Campaigns' interface for 'Advertiser: Roxboro Savings Bank'. The 'Campaigns' tab is highlighted with a red box and a red arrow. Below the tabs, there is a date range selector set to 'This month' (01 March 2019 to 21 March 2019) and an 'Export Statistics to Excel' button. The main content is a table with the following data:

Name ^	Impr.	Clicks	CTR	Rev.	ECPM
Total	10,574	21	0.20%	-	-
▶ Roxboro Savings Bank - Default Campaign	7,752	2	0.03%	-	-
▶ Roxboro Savings Bank - Vote For Us/Stred Day	2,822	19	0.67%	-	-

At the bottom of the table, there are options to 'Hide inactive' and 'Hide parent campaigns', along with 'Expand all' and 'Collapse all' buttons.