



H3.0 functions hondzyk.com

tutorials
advanced H3.0 functionalities

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Campaign trafficking to Sizmek

What does it do

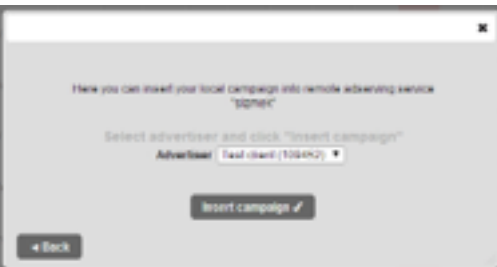
Enables H3.0 to traffick campaign to Sizmek aderving tool and connect it so the postbuy stats are automatically downloaded.

In the campaign list, click on the „Aderving trafficking“ icon in the campaign line. 

Select the aderving you want to traffick. (currently, only Sizmek available)



Choose, if you want to insert brand new campaign into the aderving or you want to connect already trafficked campaign.



Select Sizmek's advertiser name from the list. If you don't see your advertiser, please contact Sizmek to insert it into their tool so you will have it here. Click to Insert campaign button afterwards.

Choose placements you want to traffick. For each one, you may insert the placement as new one into the aderving or you may choose to connect the H3.0 placement with already existing aderving placement.

By connecting, the H3.0 placement can automatically download daily or any other data of impressions, clicks, ... Those data are used in campaign dashboards and for postbuys.

Scrolling down to the bottom if the window, big button for inserting all the placements is ready for your honest click.



Campaign trafficking to Sizmek

For each newly inserted placement, the final selection form will be displayed.
You rather know what you are confirming here
= be trained by Sizmek before you confirm anything in this form :o)

Click INSERT after everything was chosen well.

By connecting the campaign to adserving, you will be able to:

- Load current adserving data into postbuy by 1 click
- See dashboards with daily data
- Receive reports with daily data

To make this work, your adserving logins must be saved within H3.0 system. Your administrator shall do this in Administration/Settings/Other systems connection

To test adserving connection, click on Test button near each adserving after saving the login info.

What does it do

Enables to set up default values for the most popular fees applied in agency mediaplans

Campaign version fees (Mediaplan)

Name	Tag	Mediaplan Item/Point	Supplier	Position	Price Calculation (only for [%])	Percent [%]	CPI	Fixed charge [%]	Total [%]
targeting		8.TOTAL			Gross	30			800 450.00
advertising		8.TOTAL			Gross		3		123 600.00
									9
									784 050.00

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In campaign management, under the mediaplan, table with the fees lives its poor life.
Click to + in the table footer to insert new fee.

Of course, you can insert the fee details manually.

Add Record

Name

Tag

Mediaplan Item/Point

Total price Fee
1045 (Centrum Holdings a.s. [no name 1045])
1041 (Scaphm.co. a.s. [no name 1041])
1042 (Scaphm.co. a.s. [no name 1042])

Price Calculation (only for [%])

Percent [%]

CPI

Fixed charge [%]

Default charges:

Advertising Targeting

Submit Cancel

Or you can choose one of the agency default fees. By clicking on one of these buttons, default data for that particular fee will be inserted into the fee.

Default fees can be predefined by system administrator in Administration/Settings/Default charges

Administration of "Default charges"

Actions	Order	Name	Tag	Total price Fee	Price Calculation (only for (%))	Percent (%)	CPT	Fixed charge (€2)
	1	Advertising	CHARGEEST	☒	NetNet	0	0	0
	2	Targeting		☐	Client fee	0	10	0

[Add charge](#)

[Save](#)

For the default fees/charges you have the same possibilities like for standard fees. You can predefine:

- Fixed amount
- CPT
- % of Gross / Net / Net Net / Net Net - AVBs / Client Net

By checking the Total price fee, you predefine that the fee will be calculated from all mediaplan positions.

Tag is used for recognizing the fee within the mediaplan export. This helps for example to identify all ADSERVING fees in the campaign and f.e. put the in some special table in the mediaplan.

Default fees helps you to minimize the space for human mistake by predefining how much shall they charge for particular activities. It saves the time for fee/charges definition too.

What does it do

Enables advanced custom categorization of anything for your outputs, exports or connection with other systems. Flexible under your control.

Website	Format
Google	300x250
Facebook	25+90 characters
Exchange	300x300

You have this in your mediaplan. Those information are from the pricelists. But, you need more advanced categorization

Position	Format Category	Inv. ID
Good	Square	135
Evil	Text	666
Evil	Square	16

Thanks to Dynamic Values, you can have another outputs f.e. in your mediaplan, where its only you who defines the values. You can have all possible squares be named „Square“ according its sizes from mediaplan. You can have your internal ID for any website or, you can internally evaluate the essence of website's soul.

Dynamic values can give any value in new column depending on current values of pricelist like:

- Supplier name
- Website name
- Section name
- Format name
- Format dimensions
- Kategorie pozice
- Placement description
- Purchase Unit (days)
- Rotation
- Buying model

To define Dynamic values, go to the Administration/Settings/ Dynamic Values.

Of course, you have to be H3.0 administrator to access this 😊

Example below will insert new column called Format Name into the export, where the value in this column depends on the value of Format Dimensions in the pricelist of the placement. If the Format Dimensions are 300x250 or 300x300 or 250x250, the Format Name will be „Square“. Of the Format Dimensions are 120x600 or 160x600 or 300x600, the Format Name will be Skyscraper.

The screenshot shows the 'Administration of dynamic values' interface. It features a table with columns: Actions, Order, Value (one per line), Final value, Variable, Tag, Name (skipped exports), and Color. Two rows are visible, each with a 'New value' button and a 'Save' button at the bottom left.

Callouts explain the following elements:

- Initial original values 1 per line:** Points to the 'Value' column, which contains a list of format dimensions (300x250, 300x300, 250x250 for the first row; 120x600, 160x600, 300x600 for the second row).
- Final value of the thing 1 per line:** Points to the 'Final value' column, which contains 'Square' and 'Skyscraper'.
- Cell color (optional):** Points to the 'Color' column, which contains '#5da5da' and '#000000'.
- Name of the pricelist column having the Initial original values:** Points to the 'Variable' column, which contains 'Format dimensions'.
- TAG for definition in exports:** Points to the 'Tag' column, which contains 'FORMATUNIFIED'.
- Column name for Export tuner exports:** Points to the 'Name' column, which contains 'Format Name'.

Hromadné vložení dat

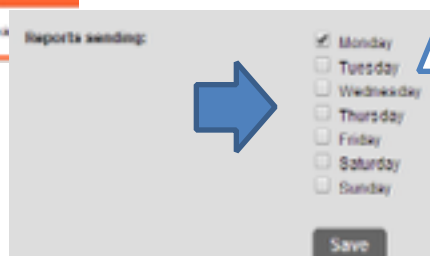
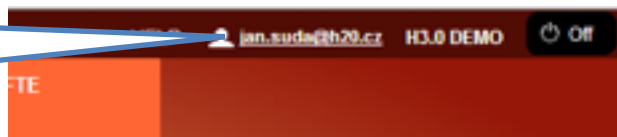
Or, you can click on the button for bulk data inserting where you can Copy / Paste insert data from your Excel transition tables.

To see immediate effect of Dynamic values, you can create any export in Export tuner and insert „Dynamic values“ column from Data table.

What does it do

Gives you and your teammates better and faster control above the campaigns progress.

Click on your e-mail address in the top right corner to edit your personal settings.



Under the submenu Settings you can find weekdays. Check those when you want to receive your campaign e-mail reports.
Note: we start the week with Monday

Switch to submenu Teammates. In box Reports you can check who will receive your e-mail reports together with you. Those people will be in Cc of your reports. Save, or Save and send the reports to have immediately current effect of your campaigns in your mailbox.

To receive daily reports, your campaigns must be connected with adServing.

Daily numbers are collected in the night/early morning.



QUESTIONS?

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happy campaigning

H3.0 team