



H3.0

campaign stewardship system

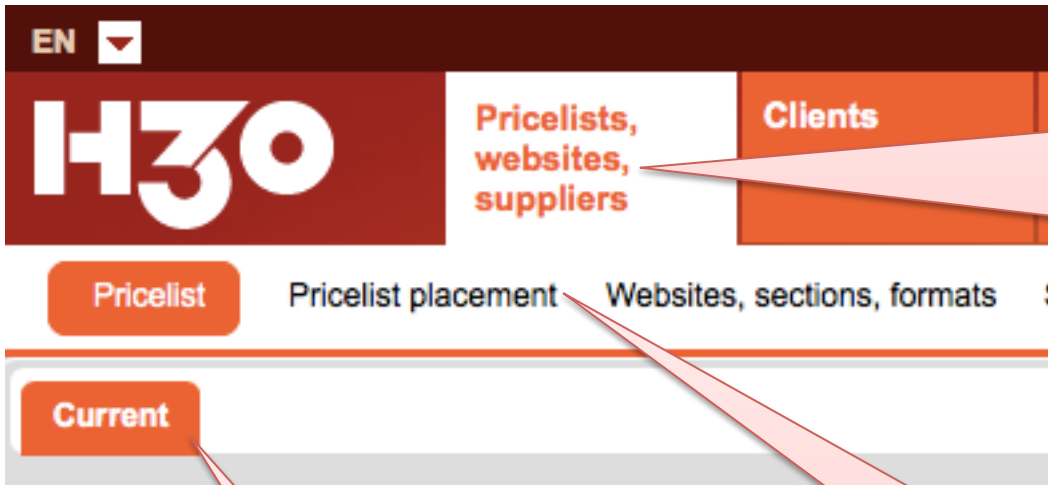
Basic tutorials

- OPERATING BASICS – MENU + TABLES
- OPERATING BASICS – CAMPAIGN MANAGEMENT
- HOW TO SET UP a CAMPAIGN
- DATA SOURCES CONNECTION
- POSTBUYS
- INSERT NEW PRICELIST ITEM

H3.0

OPERATING BASICS

MENU + TABLES



Main top menu contains the most important tool functionalities

In some cases, submenu has folders with more detailed information or tables

This is submenu, where you can find more detailed sections of the main menu

Campaign Summary

	ID	ver.	Num	Name	C
   	G adF	1	1	1	vitej
   	G adF	2	1	1	Mega kampa m
   	G adF	3	1	2	slevy a koel as

In H3.0, list of anything is usually displayed in this table

   	G adF	8	2	1	MI test 2
   	G adF	9		1	MCPetra

Small icons in the bottom of the table allow you to insert new fields, delete, refresh and other functions

Some tables have fast function buttons directly in the data line

Page 1 of 3	10
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Middle bottom part of the footer is dedicated to boring stuff like paging, number of fields displayed, fast page browsing

Top fields enable after-click sorting, ultrafast search and for filtering by numbers, operators like < or > are enabled, so you can display all values higher than 100 by >100

		MAFRA, a.s.		iDnes + Lidovky	Homepage	MegaBoard	MegaBoard / 998x100	6 600 000	1
		MAFRA, a.s.		iDnes + Lidovky	Zprávy + Lidovky bez HP	Wide Square	Wide Square / 300x300	2 000 000	1
		Impression Media,s.r.o.		Download Chip	Celý web	Leaderboard	Leaderboard /	300 000	3
		ARBOinteractive, spol.s r.o.		V2Media	floating RON	Vstítal Double Leaderboard 1,4 mio UU	Vstítal Double Leaderboard 1,4 mio UU / Dvojité Leaderboard (750x200) ze kterého po najetí myši rozbali Vstítal. Po přehrání/ zavření videa uživatelem se formát vrátí zpět do Double	1 400 000	1

Spec. Options

Placement results

Netmonitor

History

Ceny

550,000

500,000

450,000

zoom out

In some large tables, like f.e. Pricelist table, the big master table has the relevant tables displayed under the big one. Those tables shows the information relevant to the selected line in the big table. Just click on some line in the upper table to display the relevant information in the bottom tables and folders.

H3.0

OPERATING BASICS

CAMPAIGN MANAGEMENT

Campaigns overview

Click here to see the campaigns

Pricelists, websites, suppliers

Clients

Campaigns

Statistic data

Command center

Campaigns

Additional information

Target Audiences

Invoicing

New campaign

Overview

I'm Young H3.0, rap

Label (ID:272) (selected campaign)

Create new

Show old

MANAGE the campaign

Your campaigns

	ID	Type	Name
	282	Stand	Who you know fresher than H3.0 (Client na
	281	Tradin	Riddle me that (Client name / Product nam
	279	Tradin	The rest of y'all know where I'm lyrically at
	277		Can't none of them mirror us back (Client r
	275	Tradin	Yeah, ... me rap is like hearin' G Rap i
	272	Stand	I'm Young H3.0, rap ... el Dead (Clien
	269		back to take over the globe, now

Edit the campaign info

Clone the campaign

Export the campaign

Connect the campaign to a data source

Versions

Campaign
statusCreate New
Version

Overview

I'm Young H3.0, rap's Grateful Dead v.4 - Client name: 272 (selected campaign) ✕

Version 1

Version 2

Version 3

Version 4 ✎ ☆

Version 5

Version 6

➕ Add position into the mediaplan

➕ Import TA to the campaign

Ella planner

➕ 3D test

➕ Building Blocks

★ The current version

📄 The New version

🗑 Delete version

Current campaign statuses (click to choose the right one):

Created

Reservation
sentReservation
confirmed

Order sent

Order
confirmed

Canceled

BBlocks

PLAN

BulkEdit

Details

Postbuy

Target Audiences

Charts

Trafficking

Events

FTE

Notes

☐ Show the information about automatic connection with the ad serving
(slows down the loading)

Actions	Status	Category (own)	website/section [format]	Price [Number of days] (impressions / users)	Rotation
Social Ads (BDG 0 / DIFF -190 704) [Reserve] [Order]					
✎ 🗑 📄 📁 📊	Reservation confirmed		Facebook/Newsfeed [Image Ad]	349 000 [7] (16 000 000 / 1 500 000)	fixed 0
Performance (BDG 0 / DIFF -331 500) [Reserve] [Order]					
✎ 🗑 📄 📁 📊	Reservation confirmed		Performance Network/Floating [Various sizes]	390 000 [7] (2 000 000 / 320 000)	0
Display (BDG 0 / DIFF -347 650) [Reserve] [Order]					
✎ 🗑 📄 📁 📊	Created		YouTube/HomePage [Big Board 1200x300]	409 000 [7] (2 000 000 / 1)	1 of 5 0
✎ 🗑 📄 📁 📊	Reservation confirmed		Yahoo/Floating [Leader Board 790x210]	100 [7] (1 / 1)	1/5 0

Edit
placementCampaign
placements

The folders represent the additional campaign management fields:

BBlocks – manage campaign blocks

PLAN – edit plan

BulkEdit – edit various placement columns

Details – place for all the ugly buttons

Postbuy – edit Postbuy

Target Audiences – manage TA's

Charts – Charts, Tables

Trafficking – manage reservations/bookings/ads evidence

Events – view the relevant events

FTE – assign people

Notes – write any comments

Files – upload any file to particular directories

Schedule version of the campaign Details versions Campaign PostBuy version of the campaign

☐ Zobrazit informaci o automatickém propojení s adservingem (zpomaluje načítání)

Sticky description

Mediaplan lines management

Seznam	Celý web	Price [Days]	Rotace	Impress
[Medium Rectangle 300x250]	600000.00 [7]	(10000000 / 17000000)	1000000	
[Dnes/Ekonomika + Fincentrum [MegaBoard]	559000.00 [7]	(1200000 / 1)	1 ze 3	1200000
Centrum, Atlas/Homepage (Atlas)	349000.00 [7]	(16000000 / 15000000)	fxně	1600000
[Záložka v menu - na týden *]	34000.00 [7]	(126000 / 9500)		252000
Bohemians 1905/Celý web [Leaderboard]				

week 46	week 47	week 48
14/11/11-20/11	21/11/11-27/11	28/11/11-04/12
0	10000000	0
1200000	0	0
0	10000000	0
126000	0	126000

27 452 000 1 576 000. 1 400 100.

View 1 - 4 of 4

Surcharges version of the campaign

Name	Plan Item	Vendor	Position	Calculation (only [%])	Percent [%]	CPT	Fixed charge [CZK]	Total charge [CZK]
adserving	TOTAL			Net Net		2.00		549 000

0.00 54 904.00

Page 1 of 1 15 View 1 - 1 of 1

Campaign fees

Totals

Weekly impressions (confirm by Enter, doubleclick for weekly guarancy)

PRICING SUMMARIES

Gross	- Discount	Net	- Agency commission	Net Net	- Bonus	Net Net the bonus	+ Fee (of Net Net)	Client Net	+ Surcharge	Client Net after surcharge
1 576 000.00 CZK	- 175 900.00 CZK	1 400 100.00 CZK	- 210 015.00	1 190 085.00		1 190 085.00	+ 11 900.85 CZK	1 201 985.85 CZK	+ 54 904.00 CZK	1 256 889.85 CZK

Insert placement into the mediaplan

Fast addition of pricelist items, advanced search possibilities

Reservations and orders available in xlsx, pdf, html

Custom exports

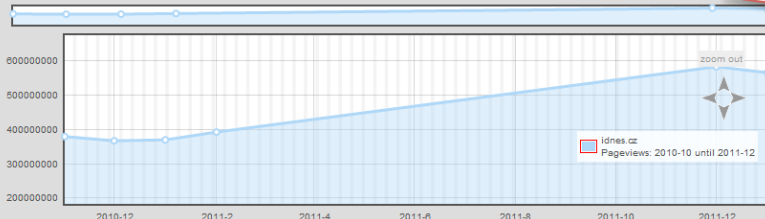
► Book ►► Order * Export

ID	Vendor	web	section	format	from-to vytvořeno	Impressi	Users	Price	Rotace (Jednotka)	Percent realization	CPT (NN) realization	Price Clici (NN)	Cl s	NA	NI
8191	Seznam.cz	Seznam	Celý web	Medium Rec	04/07/2010-? 08/08/2010 04:50	10000000	1700000	600000.00		205	25	62			
8191	MAFRA, a.s.	Ones	Ekonomika	MegaBoard	08/08/2010-? 08/08/2010 06:36	1200000	1	559000.00	1 ze 3 (7)			190			

Netmonitor Events History

Sites

Pageviews / month



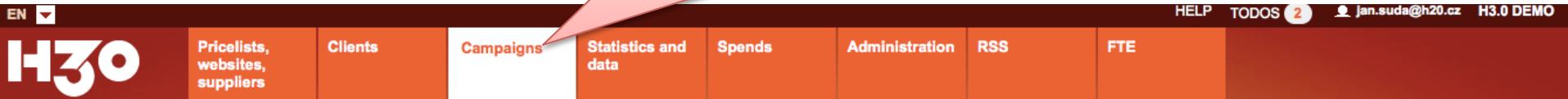
Click on the pricelist position to see website traffic history, price history and special discount offers valid in campaign timing

H3.0

OPERATING BASICS

HOW TO SET UP A CAMPAIGN

1 - Click here to see the campaigns



2 - Click here to see the campaigns table

Command center **Campaigns** Additional information Target Audiences Invoicing

Overview

Create new Show old Displaying only younger than 1.1.2015

Timeline from 09-2015 to 11-2015 OK

ID	Type	Name	Start	End	Spent	Status	Stav 2	Category	Fee from	De
		Who you know fresher than H3.0 (Client name / Product name / Brand name)	01/06/2015	27/09/2015	604 657.99	Created	running		Net Net	
281		(Client name / Product name / Brand name)	24/08/2015	30/09/2015	5 304 163.36	Created	running		Net Net	
			08/2015	30/09/2015	1 350 300.00	Created	running		Net Net	
			08/2015	30/09/2015	1 350 300.00	Created	running		Net Net	
			08/2015	30/09/2015	1 350 300.00	Created	running		Net Net	
			06/2015	30/06/2015	898 953.57	Reservation confi	finished		Net Net	
269	Stand	Back to take over the globe, now break bread (Client name / Product name / Brand n	03/08/2015	27/09/2015	2 660 420.63	Created	running	Standardní kamp	Net Net	

3 - click here to create new campaign

3 – New campaign window will appear, please fill in the appropriate campaign information

After that, click Submit and then close this window, or click „Save and manage the campaign“ to go directly to the campaign management page.

The screenshot shows a web application window titled "Add Record" with a close button (X) in the top right corner. The form is organized into two columns. The left column contains fields for Advertiser, Product, Brand, Client, Type, Name, Booking Code, Spends Research Name, Beginning, End, VAT (%), Category, Fee, Fee from, Owner, Account Manager, Description, and The target url. The right column contains fields for Inserted in Basecamp, Basecamp URL, Next check, Budget total, Postclick measuring, Action name #1 through #5, Planned visibility, and Planned time visible. At the bottom, there are three buttons: "Save and manage the campaign" (with a folder icon), "Submit" (with a document icon), and "Cancel" (with an X icon). The status bar at the very bottom shows "t 2 / bla bla bla / hup sem)", "04/05/2015", "31/05/2015", and "1 020 829.17".

Field	Value
Advertiser	Please select a client
Product	Please select a client
Brand	Please select a client
Client	Please select a client
Type	Standard
Name	
Booking Code	
Spends Research Name	
Beginning	
End	
VAT (%)	
Category	...No category
Fee	
Fee from	Net Net
Owner	jan.suda@h20.cz
Account Manager	---
Description	
The target url	
Inserted in Basecamp	☐
Basecamp URL	
Next check	
Budget total	
Postclick measuring	☐
Action name #1	
Action name #2	
Action name #3	
Action name #4	
Action name #5	
Planned visibility	
Planned time visible	

Buttons: Save and manage the campaign, Submit, Cancel

Status bar: t 2 / bla bla bla / hup sem) 04/05/2015 31/05/2015 1 020 829.17

Campaign Summary													
	ID	ver	Nun	Name	Code Bc	Name A	Client	Product	Brand	Prvozd	Beginni	Er	
	42	1	1	HELLO DOLLY	HELLO DOLLY	Test client	Test Prod	Test Bran	Mega klier	01/02/2013	01/02/2013	31/03/2013	
				st Gem gg		Test Gem	testovací	testovací	test testů	testovací	01/12/2012	29/01/2013	
	38	1	1	SMG	111	SMG	KLIENT SI	Autopojis	značka	KLIENT SI	07/02/2013	31/03/2013	

If you want to go to the campaign management from the campaign list, please browse the campaigns for yours and click to Manage selected campaign button – visually identical to mechanical key (or how the blue collar workers think the mechanical key looks like :-)

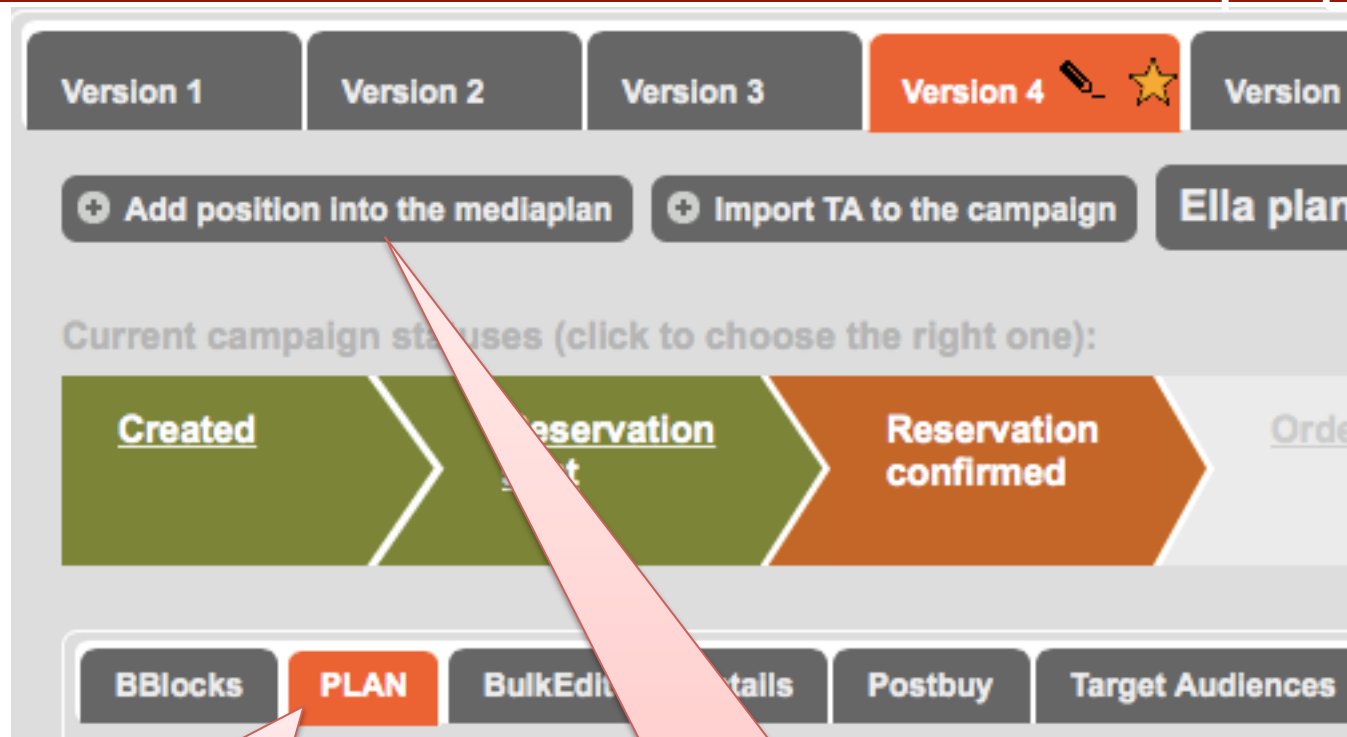
You are on the campaign management page now.
If this is the new campaign, you shall be in the Building Blocks folder.

The screenshot displays the H3O campaign management interface. At the top, there's a 'Version 1' indicator with edit and star icons. Below this are buttons for 'Add position into the mediaplan', 'Import TA to the campaign', 'Ella planner', and '3D test'. A section titled 'Current campaign statuses (click to choose the right one):' shows a progress bar with stages: 'Created' (active), 'Reservation sent', 'Reservation confirmed', and 'Order sent'. Below the progress bar is a tabbed interface with 'BBlocks' selected. Under 'BBlocks', there's a section 'Add NEW Building Blocks:' with buttons for 'CLEAN', 'News', 'Portals', 'Display', and 'Performance'. Two panels are visible: 'Performance' and 'Display'. Each panel shows fields for 'Budget (NN):', 'Contact:', 'Type: not set', and 'KPI Targets:'. The 'Performance' panel has targets 'CPC < 10.00 Kč' and 'CTR > 0.05'. The 'Display' panel has targets 'CPT < 50.00 Kč'. Both panels have 'Edit' and 'Manage Targets' buttons at the bottom.

Click Edit button to edit BB budget, name, description, responsible person.

Click on one of the predefined Building Blocks to insert the into the campaign.
Click to CLEAN button to create brand fresh Building Block.

Click Manage Targets to add any postbuy targets to the particular BB. Within postbuy, tool will show you, how successfull you were in reaching those KPIs.



After you finished the Building Blocks, click PLAN folder to go to the campaign placement management.

Click Add position into the mediaplan to scroll down to the pricelist engine, where you can add placements into the campaign.

Browse the pricelist table and click on the icon on the left to insert particular position into the mediaplan.

Feel free to use the tables search/filtering functions at the top and the paging functionalities.

Add several positions into your mediaplan.

When a website is connected to the research data (a chart icon on the right in the position line), you can see the research data below the page.

Items to add to the campaign

H3O ☒ CI ☒

List price (only valid entries ☒)

	ID	Or	Vendor	web	section
	81916	H3O	Seznam.cz, a	Seznam	Celý web
	81917	H3O	MAFRA, a.s.	iDnes	Ekonomika +
	81918	H3O	Centrum Hold	Centrum, Atla	Homepage (A2
	81920	H3O	Seznam.cz, a	Seznam	Homepage
	81921	H3O	Seznam.cz, a	Seznam	Email
	81922	H3O	MAFRA, a.s.	iDnes + Lidov	Homepage
	81923	H3O	MAFRA, a.s.	iDnes + Lidov	Zprávy + Lidov

Add item to plan

Netmonitor Events History

Sites

+ Add position into the mediaplan

+ Import TA to the campaign

Ella planner

+ 3D test

+ Building Blocks

★ The current version

📄 The New version

🗑 Delete version

Current campaign statuses (click to choose the right one):

Created

Reservation
sentReservation
confirmed

Order sent

Order
confirmed

Canceled

Nový

BBlocks

PLAN

BulkEdit

Details

Postbuy

Target Audiences

Charts

Trafficking

Events

FTE

Notes

Files

☐ Show the information about automatic connection with the adserving
(slows down the loading)

Actions	Status	Category (own)	website/section (format)	Price [Number of days] (impressions / users)	Rotation	Period Units	Start	End	Add	Impressions	Impressions (sum)	Gross Gross
Social Ads (BDG 10 000 / DIFF -180 704) [Reserve] [Order]												
    	Reservation confirmed		Facebook/Newsfeed [Image Ad]	349 000 [7] (16 000 000 / 1 500 000)	fixed	0			☐	16000000	32 000 000	698 000
Performance (BDG 200 000 / DIFF 34 250) [Reserve] [Order]												
    	Reservation confirmed		Performance Network/Floating [Various sizes]	390 000 [7] (2 000 000 / 320 000)		0			☐	2000000	1 000 000	195 000
Display (BDG 500 000 / DIFF 152 350) [Reserve] [Order]												
    	Created		YouTube/HomePage [Big Board 1200x300]	409 000 [7] (2 000 000 / 1)	1 of 5	0			☐	2000000	2 000 000	409 000
    	Reservation confirmed		Yahoo/Floating [Leader Board 790x210]	100 [7] (1 / 1)	1/5	0			☐	1	1	100
										35 000 001		1 302 100

Scroll up back to main
table where you already
have campaign positions
you inserted from
pricelist.

   SAVE ME! x  

View 1 - 4 of 4

+ Add position into the mediaplan + Import TA to the campaign Ella planner + 3D test + Building Blocks ★ The current version 📄 The New version 🗑 Delete version

Current campaign statuses (click to choose the right one):

Created

Reservation
sent

Reservation
confirmed

Order
sent

Order
confirmed

Canceled

Nový

Click the Building Blocks button to reorder the placements and assign them to the BB.

Performance (BDG 200 000 / DIFF 34 250) [Reserve] [Order]

Reservation
confirmed

Performance Network/Floating
[Various sizes]

Display (BDG 500 000 / DIFF 152 350) [Reserve] [Order]

Created

YouTube/HomePage
[Big Board 1200x300]

Reservation
confirmed

Yahoo/Floating
[Leader Board 790x210]

Export Settings

Nový Building Block

Default delimiters

News

Portals

Display

Performance

Social Ads

1289. Facebook/Newsfeed/Image Ad

[for] 15 znaků [pos] * - uživatelé mají možnost si některé záložky nebo widgety (komerční boxy) vypnout, další podmínky viz technické specifikace;

Performance

1292. Performance Network/Floating/Various sizes

[for] 317x1112SMS, 317x56MMS, 317x25KLIK [pos] v okne SMS, MMS;

Display

1290. YouTube/HomePage/Big Board

1293. Yahoo/Floating/Leader Board

[for] tech.spec.url: http://www.cenikyinternetu.cz/specifikace/; [pos] CPC

Drag the orange placements and drop the into the white Building Blocks containers.

Ok

Gross

Gross

698 000

195 000

409 000

100

1 302 100

View 1 - 4 of 4

+ Add position into the mediaplan

+ Import TA to the campaign

Ella planner

+ 3D test

+ Building Blocks

★ The current version

📄 The New version

🗑 Delete version

Current campaign statuses (click to choose the right one):

Created

**Reservation
sent**

**Reservation
confirmed**

Order sent

Order
confirmed

Canceled

Nový

BBlocks

PLAN

BulkEdit

Details

Postbuy

Target Audiences

Charts

Trafficking

Events

FTE

Notes

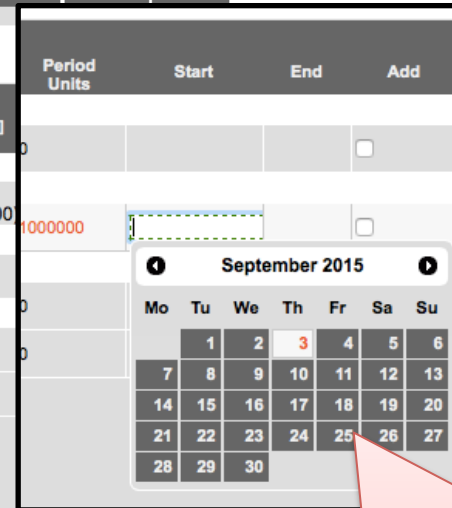
Files

☐ Show the information about automatic connection with the adserving
(slows down the loading)

Actions	Status	Category (own)	website/section (format)	Price [Number of days] (Impressions / users)	Period Units	Start	End	Add	Impressions	Impressions (sum)	Gross Gross
Social Ads (BDG 10 000 / DIFF -180 704) [Reserve] [Order]											
								☐			
	Reservation confirmed		Facebook/Newsfeed [Image Ad]	349 000 [7] (16 000 000 / 1 500 000)	1000000			☐	16000000	32 000 000	698 000
Performance (BDG 200 000 / DIFF 34 250) [Reserve] [Order]											
	Reservation confirmed		Performance Network/Floating [Various sizes]	390 000 [7] (2 000 000 / 320 000)					2000000	1 000 000	195 000
Display (BDG 500 000 / DIFF 152 350) [Reserve] [Order]											
	Created		YouTube/HomePage	409 000 [7] (2 000 000 / 1) 100 [7] (1 / 1)					2000000	2 000 000	409 000
									1	1	100

After you finish the editation,
SAVE ME button turns red.
Please click the button to
recalculate the mediaplan.

Use the Period Planning columns to insert the
particular number of impressions/clicks/units into
the whole campaign or choosen Start-End period.



Scroll right to the weekly planning columns. Doubleclick to insert weekly load of impressions. Of course, you can insert any number of impressions you want. Click Enter to confirm the number of impressions.

[Add position into the mediaplan](#)
[Import TA to the campaign](#)
[Ella planner](#)
[3D test](#)
[Building Blocks](#)
[★ The current version](#)
[📄 The New version](#)
[🗑 Delete version](#)

Current campaign statuses (click to choose the right one):

[Created](#)
[Reservation sent](#)
[Reservation confirmed](#)
[Order sent](#)
[Order confirmed](#)
[Canceled](#)
[Nový](#)

[BBlocks](#)
[PLAN](#)
[BulkEdit](#)
[Details](#)
[Postbuy](#)
[Target Audiences](#)
[Charts](#)
[Trafficking](#)
[Events](#)
[FTE](#)
[Notes](#)
[Files](#)

☐ Show the information about automatic connection with the adsserving
 (slows down the loading)

Actions	Status	Category (own)	website/section (format)	Gross Gross	Natural Rabatt [%]	Gross	Ratecard Discount	Cash Discount	Discount	Net	Agency commissi	Net Net	Bonus [%]	Net Net after appl	Fee [%]
Social Ads (BDG 10 000 / DIFF -180 704) [Reserve] [Order]				698 000	40	498 571.43 0		55	0	224 357.14 15		190 703.57 0		190 703.57	1.23
	Reservation confirmed		Facebook/Newsfeed [Image Ad]												
Performance (BDG 200 000 / DIFF 34 250) [Reserve] [Order]				195 000	0	195 000	0.00	0	0	195 000	15	165 750	0	165 750	1.23
	Reservation confirmed		Performance Network/Floating [Various sizes]												
Display (BDG 500 000 / DIFF 152 350) [Reserve] [Order]				409 000	0	409 000	0	0	0	409 000	15	347 650	0	347 650	1.23
	Created		YouTube/HomePage	100	0	100	0	0	0	100	0	100	0	100	0

I don't know how many times shall I tell you - SAVE ME!!!

On the left of the timeline, the price and discount columns are placed. The discounts shall be pre-filled from Client-Publisher data, but if you are shark in negotiation, you can insert any other discounts or fees here. Just insert the number and confirm by Enter.

Now you are ready to Book(sent Reservation) or Order your campaign. After pressing one of those buttons, a window will appear for you to select suppliers for sending Email reservations/orders. (Please don't confirm this window in demo mode as we don't want to make an order



	+ Fee (of Net Net)	Client Net	+ Surcharge	Client Net after surcharge
0	+ 0.00 CZK	1 184 050.00 CZK	+ 0.00 CZK	1 184 050.00 CZK

► Book ►► Order ⚙ Export

Click on Export button to see which exports H3.0 can produce.

You can have ANY export you need, just define it. Additionally, there are some predefined exports like Tech Specs sheet (technological specifications) or Buying export (for invoicing software).

Please remember, that H3.0 will export to any sheet template you will need.

Note: if you have some frequently used exports, you can reach them immediately here. Just set them in your personal Settings.

H3.0

OPERATING BASICS

DATA SOURCES CONNECTIONS

Timing:	from 01/12/20
Version:	
Vendor:	All vendors
Trafficking_ID	
162_cenikyinternetu.cz_celyweb	jan.suda@h20
163_hotel_celyweb	frantisek.neta
161_bleskprozeny_celyweb	

NOTE: if you want to connect the adserving in the most effective way, you have to create a trafficking sheet when ordering the adserving of the campaign.

A trafficking sheet contains Trafficking IDs.

These IDs must be put into the adserving campaign positions comments and thanks to this, H3.0 can recognize statistics of a particular campaign position.

You can also connect campaign positions in H3.0 with adserving positions without using the trafficking IDs, but its more complicated



Command center Campaigns Additional information T

Overview

Create new Show old Displaying only younger than

	ID	Type
      	282	Stand Who
      	281	Tradir Riddl
      		Tradir The r
      	277	Tradir

You can assign any number of Data Sources to the campaign.

The Data Sources provide additional information to the campaign, f.e. Ad-serving statistics, website statistics, visibility information, ...

Go to the Campaigns menu and in particular campaign line click the Connect Data Source to the Campaign button.

In the opened window, select the Data Source type and Account. Click the arrow Add Data Connection to go to the Data Source connection page.

Data sources management for campaign ID: 282

DATA SOURCE	ACCOUNT	CONNECTED SOURCES
--- select data source --- Gemius Adform Sizmek Google Analytics Meetrics	--- select account --- testovaci z demo3_gaapi	Gemius - hondzik_cz - Test_Gemius_trafficking (2054552377) X Adform - [redacted] 2 (385353) X Adform - [redacted] (424794) X Sizmek - [redacted] (558334) X Google Analytics - testovaci z demo3_gaapi www.79.cz (284712) X Meetrics - Test - h30-examplecampaign (Group 7 Test-2015) X

ADD DATA CONNECTION

Those are the data sources currently available through API.

Accounts=logins you can use for the selected Data Source

List of Data Sources already connected to this campaign. Click X to remove DS connection.

You link the campaign:

ID	Name	Booking/Reservation code
282	Who you know fresher than H3.0	Meetrics test

← **MANAGE CAMPAIGN**

Účet nastavení propojení Sizmek

Sizmek campaigns

	Connected Campaigns [IDs]	Connected Campaigns [name]	ID	custom ID	advertiser
+ Sz					
+ Sz - Sz	253				
+ Sz					
+ Sz					
+ Sz					

This is the table with the available campaigns from the selected Data Source.

Please find and select the data source campaign you want to connect to your H3.0 campaign and click the + button within the data source campaign line.

After that, a window with the H3.0 campaign confirmation will appear. Again, select this campaign and click OK.

H3.0

OPERATING BASICS

POSTBUY

Command center **Campaigns** Additional information T

Overview

Create new Show old Displaying only younger than

	ID	Type	
      	282	Stand	Who
      	281	Tradir	Riddl
      	279	Tradir	The r
      		Tradir	Can't

Go to the Campaigns list and in the particular campaign line click on the Manage selected campaign icon.

Click the PostBuy
folder in the
Campaign
Management

[Created](#)[Reservation
sent](#)[Reservation
confirmed](#)[er
firmed](#)[Canceled](#)[Nov](#)[BBlocks](#)[PLAN](#)[BulkEdit](#)[Details](#)[Postbuy](#)[Tar](#)[ng](#)[Events](#)[FTE](#)[Notes](#)[Files](#)TOTAL Postbuy ☒ Ongoing postbuy ☐ (from: 01/06/2015 to:)[motives](#)[Paste data](#)AdServing data (slows down the loading): [Gemius](#) ☐

Actions		ID plan	Website / Section /	plan	realization	percent realization [%]	CPT (NN) realization	Unique users (UU)	Price for UU (NN)
+	Underdelivery (mailto:) 	1289	Facebook / Newsfeed	32 000 000	0			0	
+	Underdelivery (mailto:)	1292	Performance Network	1 000 000	0			0	
+	Underdelivery (mailto:) 	1290	YouTube / HomePag	2 000 000	0			0	

Select the Postbuy period

Check adserving button to load current adserving data into special columns

Click API data to download the data from data source automatically through API and save it into the Postbuy.

Paste data to Postbuy from any source within 3 clicks.

BBlocks PLAN Edit Details **Postbuy** Target Audiences Trafficking Events FTE

TOTAL Postbuy • Ongoing postbuy (from: 01/01/2015 to: 30/06/2015) Ok API data Load motives Paste data

Adserving data (slows down the loading): Gemius ☐

Actions	ID plan	Website / Section /	Impressions plan	Impressions realization	Percent realization [%]	CPT (NN) realization	Unique users (UU)	Price for UU (NN)
+ Underdelivery (mailto:G)	1289	Facebook / Newsfeed	32 000 000	32 675 675	102.11	5.84	1 222 333	0.16
+ Underdelivery (mailto:G)	1292	Performance Network	1 000 000	0			0	
+ Underdelivery (mailto:G)	1290	YouTube / HomePag	2 000 000	2313098			0	
+ Underdelivery (mailto:G)	1293	Yahoo / Floating / Le		0	100.00		0	
			9 000 001	32				

Or simply enter any value in index cells.

Press Enter to confirm the value and to recalculate the postbuy and connected indexes.

After the postbuy is done, scroll down to Export and export to Postbuy sheet with all indexes in the table, charts and automatic text description.

H3.0

OPERATING BASICS

INSERT NEW PRICELIST ITEM

Sometimes, you need to insert new pricelist position. This is usually done for special prices, special formats and internal pricelist items.

NOTE: This tutorial is for the insertion of one to several positions. For larger pricelist import please contact your H3.0 administrator.

NOTE2: your H3.0 pricelist will be as you make it. If you are messy, so your pricelist will be. Please always consider alternative ways how to have customised pricelist items (e.g. custom web,section,format, ... names within the campaign)

1) Before inserting new pricelist item, PLEASE search through the current pricelist and check if the item already exists.
Use search fields in the table header to search through the pricelist.

Pricelist Pricelist placement Websites, sections, formats Suppliers Events

Current

(FILTR JE AKTIVNÍ)
Clean filters = Display all Price overview (only current entries ☒)

	Site	Supplier	Screenshot	website	section	format	Format info	Impressions	Users	Price	CPT	R (Pu
				root		Leaderboard						
 	CI	Internet Info, s.r.o.		Root	HomePage	Leaderboard	Leaderboard / 745x100	70 000		50 000 Kč	714.29	
 	CI	Internet Info, s.r.o.		P	HomePage	Leaderboard	Leaderboard / 970x100	70 000		60 000 Kč	857.14	

2) You can also check, if the desired position has not already expired – uncheck this to see expired pricelist items.

If the pricelist item does not exist, click the + button on the table bottom line.

A new window appears. Please enter data accurately. Remember that this item remains visible to your co-workers.

Notice:

- If you can't find the supplier, contact your administrator
- Position pull down – usually choose **NEW POSITION**
- Price is defined as Price for amount of impressions. So for 500 USD for 1 mio impressions fill in 500 to Price and 1000000 into Impressions. For CPT, insert CPT price into Price and insert 1000 into Impressions.
- Put Date valid since in the recent past so you can see this item as „current“

Add Record

PRICELIST PLACEMENT

☐ Private placement

Supplier: 79.cz s.r.o. (id 651)

Web: 1000 her [www.100] [NEW]

Section: celý web [web:100] [NEW]

Format: Leaderboard [web:] [NEW]

Position - category: []

Position - description: []

Language: []

Click settings (acc: hondzyk.com)

Format (Flash, JPG, ...): []

Position - TP: []

PRICE

Price: []

Charges: []

Impressions: []

Users: []

Placement capacity: []

Purchase Unit (days): 7

Rotation: []

Buying model: ---

Valid from: []

Valid to: []

SPECIAL OPTIONS

☐ Placement validity is for the period (not for impressions) without impression guaranty

☐ Do not show in the prediction module

☐ Do not show in the traffic table

☐ Represents campaign statistics

☐ Will be monitored as PPC

☐ Do not calculate Fee

☐ Do not calculate AP

☐ Do not show in dashboard

☐ Position is fee

NETMONITOR

Web: connected with 1000her.cz [Odpojit]

Section: not connected [Propojit]

Select and upload files

TIP: drag photos to change order



happy campaigning

H3.0 team