

# How to check for availability and create availability reports

Quick Guide | EmediateAd 3.8



Grow the profit of your online advertising space!

There are three basic ways of checking for available ad spaces or inventory in EmediateAd:

### **Campaign availability**

Use this function to check for free placements before you book a new campaign. It is also recommended to share the report that the system generates with your sales colleagues before selling any inventory, as it will lower the risk of over-booking. You can specify any type of priority level and targeting like specific dates or day of week, and the system will provide the relevant data.

### **Campaign forecast**

Use this function to check the reserved number of ad impressions for a campaign. You will receive a chart picturing the delivery of the campaign, and you can also view a list displaying the number of ad impressions the system calculates to deliver per day. By using this function you get a good overview of how the selected campaign will deliver over time. This forecast is very useful if you suspect that your campaign might be under-delivering in the future, or if you just want to get a good indication of how the selected campaign will interact with other campaigns on the same placement (content unit).

### **Content unit forecast**

Use this function to check available and reserved ad impressions for one or a group of content units. The Content unit forecast is also an important tool for your sales colleagues or divisions working with selling space on a publisher's website. It is important to do these checks before

selling advertiser space, because otherwise you run the risk of over- or under-booking. The main difference between "Campaign availability check", and "Content unit forecast" is that you cannot use targeting, but instead break down your statistics over several campaigns or content units.



## Step 1: Campaign availability

The screenshot displays the emediateAd 3.8 user interface. At the top, there is a navigation bar with icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The 'AVAILABILITY' icon is highlighted, and a dropdown menu is open, listing the following options: Campaign availability, Campaign forecast, Content unit forecast, Content unit overview, and Seasonal forecast rules. A mouse cursor is positioned over the 'Campaign availability' option. Below the navigation bar, the main content area is divided into several sections: a search box with a dropdown menu set to 'Campaigns' and a 'Go' button; a 'Navigator' section with a '[Menu]' link; a 'Release notes' section titled 'New features in version 3.8'; a 'Time' and 'User' section showing '2009-05-25 13:45:06' and 'User: Emediate Test Ronny' with a '[Change password]' link and a '[Log out]' link; and a 'Language' section with options for English, German, and Swedish. On the right side, there is a 'Menu' section with 'Advertisers: | A | B | C | D | E | F' and 'Recent campaigns:' listing '1. Test Campaign 1, 728x90' and '2. Test Campaign 1'. A teal callout box with a black border is overlaid on the interface, containing the text: 'Click on "Campaign availability" in the dropdown menu under the icon "Availability".'



**emediateAd 3.8**

ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

**Search (Advanced)**

**Availability checking, step 1**

**Select search criterias**

Name:

More options

**Campaign specifications**

First date:

Last date:

Priority level:

Daily capping:

**Content units below**

Select all

Expand all

Test Network 1

Test Section1

Topbanner Test 728x90

**Time:** 2009-05-25 13:46:02  
**User:** Emediate Test Ronny  
[Change password]  
[Log out]

**Language**

English

German

Swedish

Select the content unit/s (placements) you wish to check the availability of (e.g. the content units where you wish to place a new campaign) by pressing "Show "units", while leaving the search field blank.

- Choose a start and end date for the planned campaign check.
- Choose the priority level you wish to use for your planned campaign.
- Add the daily capping (maximum) if you plan to use it in your campaign (optional)
- Click "Go".



**emediateAd 3.8**

ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

**Search (Advanced)**  
Campaigns  
Go

**Navigator**  
[Menu]  
Forecast and overview tools  
+- Availability checking

**Time:** 2009-05-25 13:51:45  
**User:** Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Availability checking, step 2**

**Step 2: Targeting specifications**

- Frequency
- Specific dates
- Day of week
- Hour of day
- Regions
- IP addresses
- Categories
- Search words
- Keywords
- Browsers
- Platforms
- Browser languages
- Bandwidth

**Next step**  
1 Content unit  
Update

Choose the targeting you plan to use in your Campaign. The options available vary depending on your EmediateAd setup.

If you don't plan to use targeting then click "Update"

ADVERTISING

CONTENT

REPORTING

AVAILABILITY

ADMIN

ALARMS

HELP

**Search** (Advanced)

Campaigns ▼

 Go

**Availability**

First date: 2009-05-26 📅

Last date: 2009-06-01 📅

Priority level: Exclusive ▼

Extra info:

Available per content unit

Available per dimension

Available per campaign

Recalculate

**Targeting**

No targeting

Now you should be on the result page!

- Gross available: Total number of ad impressions of the selected placement/s and during the selected period (not the number of ad impressions you can use for a new campaign!)
- Not allowed: Ad impressions which cannot be used due to the targeting.
- Sum reserved: Reserved impressions for other campaigns running on the selected placements.
- Disqualified by targeting: Ad impressions which cannot be used due to the targeting

To breakdown your report, and receive extra statistics, check the box "Available per campaign" and/or "Available per content unit".

You can also change the dates or the priority to try different possibilities, to make sure that your planned campaign is booked as efficiently as possible.

Click "Recalculate" to see the result of your changes.

**Time:** 2009-05-25 13:56:02  
**User:** Emediate Test Ronny  
[\[Change password\]](#)  
[\[Log out\]](#)

**Language**

English

German

Swedish

**Results**

	<b>Impressions</b>
<span style="font-size: small;">?</span> Gross available:	+ 0
<span style="font-size: small;">?</span> Not allowed:	- 0
<span style="font-size: small;">?</span> Sum reserved:	- 0
<span style="font-size: small;">?</span> Net available:	= 0
<span style="font-size: small;">?</span> Reserved lower prio:	
Sum reserved lower prio:	0

Export to Excel

## Step 2: Campaign forecast

**Search (Advanced)**  
Campaigns  
Go

**Navigator**  
[Menu]

User: Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Campaign forecast**

**Select search criterias**  
Status: Any status  
Name:  
Advertiser network: Any network  
More options  
Show units

**Select parameters below**  
First date: 2009-05-26  
Last date: 2009-06-01  
 Break down forecast per content unit  
Go

**Campaigns below**  
 Select all  
 Expand all  
 Test Network  
 Test Advertiser 1  
 Test Campaign 1, 728x90

Choose the campaign you wish to forecast by pressing "Show units" leaving the search field blank.

- Tick off the appropriate campaign (only one campaign can be selected at a time).
- Select the start and end date.
- Select the "Break down forecast per content unit" if necessary. Use this if you want to show the distribution of the ad impressions on the different content units.
- Click "Go"

## Step 3: Content unit forecast

**Search (Advanced)**  
Campaigns  
Go

**Navigator**  
User: Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Content unit forecast**

**Select search criterias**  
Name:   
+ More options  
Show units

**Select parameters below**  
First date: 2009-05-26  
Last date: 2009-06-01  
 Break down forecast per campaign  
Go

**Content units below**  
 Select all  
 Expand all  
 Test Network 1  
 Test Section1  
 Topbanner Test 728x90

Select the content unit/s you wish to check for available impressions by pressing "Show units" leaving the search field blank.

- Tick off the appropriate content unit
- Select the first date and last date.
- Select the "Break down forecast per campaign" if necessary.
- Click "Go"

ADVERTISING

CONTENT

REPORTING

AVAILABILITY

ADMIN

ALARMS

HELP

**Search** (Advanced)

Campaigns ▼

 Go

### Content unit forecast

**Settings**

Content unit(s): Toppbanner Test 728x90

First date:  📅

Last date:  📅

Break down forecast per campaign ?

Recalculate

**Hints**

To expand advertiser menus for direct campaign access - use **plus-signs (+)**.

Date	Available	Reserved
2009-05-26	0	
2009-05-27	0	
2009-05-28	0	
2009-05-29	0	
2009-05-30	0	
2009-05-31	0	
2009-06-01	0	
Total	0	0

**Navigator**

[Menu]

Forecast and overview tools

+ Content unit forecast

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**Time:** 2009-05-25 14:13:27  
**User:** Emediate Test Ronny  
[\[Change password\]](#)

[\[Log out\]](#)

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**Language**

English

German

Swedish

Under "available" you see the total number of ad impressions for the chosen content units during the chosen period per day. You also see the number of reserved ad impressions. To get the sum of ad impressions, which are not booked for a campaign yet, you have to subtract the number of reserved ad impression from the number of available ad impressions.

By choosing to break down the forecast per campaign, you can see how many ad impressions the system distributes to the different campaigns per day.

## Tips

It is a good idea to run availability checks once in a while, to get an idea of how your websites are utilized. A lot of available inventory or impressions indicate that you could probably sell more advertising space than you are currently doing.

If you constantly have campaigns that are under-delivering, it is a good idea to run a thorough availability check. That way you can find out where you are overbooking and inform your sales colleagues.



**You can always get support by sending an e-mail to:**

 [dk.support@emediate.dk](mailto:dk.support@emediate.dk)

 [se.support@emediate.dk](mailto:se.support@emediate.dk)

 [no.support@emediate.dk](mailto:no.support@emediate.dk)

 [fi.support@emediate.dk](mailto:fi.support@emediate.dk)

 [de.support@emediate.dk](mailto:de.support@emediate.dk)

 [uk.support@emediate.dk](mailto:uk.support@emediate.dk)

 [it.support@emediate.dk](mailto:it.support@emediate.dk)

**Other countries (please write in english):**

[support@emediate.dk](mailto:support@emediate.dk)



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