

How to create an Advertiser network and an Advertiser

Quick Guide | EmediateAd 3.8



Grow the profit of your online advertising space!

What is an Advertiser network?

The Advertiser network is basically your Advertiser categorisation system, and it is here you store your customer information and view the customer campaigns. An Advertiser Network consists of one or more Advertisers.

Structuring the Advertiser network

As a user of the EmediateAd system you can have one or more Advertiser Networks, and it might be a good idea to consider how you would like to structure your Advertiser networks, as it will give you a better overview of your customers and advertisers.

We recommend that you create different Advertiser networks for each of the media agencies or sales partners that you work with, just to keep different customer relations and bookings separated. If you do not work with such affiliates, you might want to stick with one Advertiser network. You can always add more Advertiser networks later on.

What is an Advertiser?

An Advertiser is the customer for which you are currently running, or want to run, advertising campaigns.

Structuring the advertisers

On the advertiser level you can create different campaigns for this particular customer. It might be a good idea to create annual advertisers for the same customer, if you expect to run a lot of campaigns for this particular customer. A name of an advertiser can always be changed, and campaigns can be moved, so there is always an option to restructure your advertiser sections later on.



Step 1: How to add an Advertiser network

The screenshot displays the emediateAd 3.8 web interface. At the top, there is a navigation bar with icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The 'ADVERTISING' icon is highlighted, and a dropdown menu is open, showing options: View campaign, Add campaign, Advertiser networks, Campaign groups, Add campaign group, and Campaign status. A mouse cursor is positioned over the 'Advertiser networks' option. Below the navigation bar, there is a search box with a dropdown menu set to 'Campaigns' and a 'Go' button. To the right of the search box, there is a horizontal menu with letters A through Z. Below this, there is a section for 'Recent campaigns:'. On the left side of the interface, there are several panels: 'Navigator' with a '[Menu]' link, 'Release notes' with the text 'New features in version 3.8', a user information panel showing 'Time: 2009-05-19 15:42:02', 'User: Emediate Test Ronny', and links for '[Change password]' and '[Log out]', and a 'Language' panel with options for English, German, and Swedish. A teal callout box with a black border is overlaid on the 'Advertiser networks' option in the dropdown menu, containing the text: 'From the top row of icons, move the mouse pointer over the "Advertising" icon and click on the option "Advertiser networks" in the drop down menu.'



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 main content area is titled "Advertiser networks" and contains a table with one entry: "Test Network". A red link "[Add advertiser network]" is positioned above the table. A teal callout box with the text "Click on 'Add advertiser network'" points to this link. The left sidebar contains several utility sections: "Search (Advanced)" with a dropdown menu set to "Campaigns" and a "Go" button; "Navigator" with a "[Menu]" link; "Release notes" with the text "New features in version 3.8"; a user information section showing "Time: 2009-05-19 16:28:23", "User: Emediate Test Ronny", and links for "[Change password]" and "[Log out]"; and a "Language" section with options for English, German, and Swedish.

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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

Search (Advanced)
Campaigns
Go

Navigator
[Menu]

Release notes
New features in version 3.8

Time: 2009-05-19 16:29:20
User: Emediate Test Ronny
[Change password]
[Log out]

Language
English
German
Swedish

Advertiser network: New network

Name of advertiser network: Test Network
Update

Click "Update"



Step 2: How to add an Advertiser

The screenshot displays the emediateAd 3.8 user interface. At the top, a navigation bar contains icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The ADVERTISING icon is highlighted, and a dropdown menu is open, listing options: View campaign, Add campaign, Advertiser networks, Campaign groups, Add campaign group, and Campaign status. A callout box points to the 'Advertiser networks' option with the text: 'From the top row of icons, move the mouse pointer over the "Advertising" icon again and click on the option "Advertiser network" in the drop down menu.'

Search (Advanced)
Campaigns
Go

Navigator
[Menu]

Release notes
New features in version 3.8

Time: 2009-05-19 16:28:23
User: Emediate Test Ronny
[Change password]
[Log out]

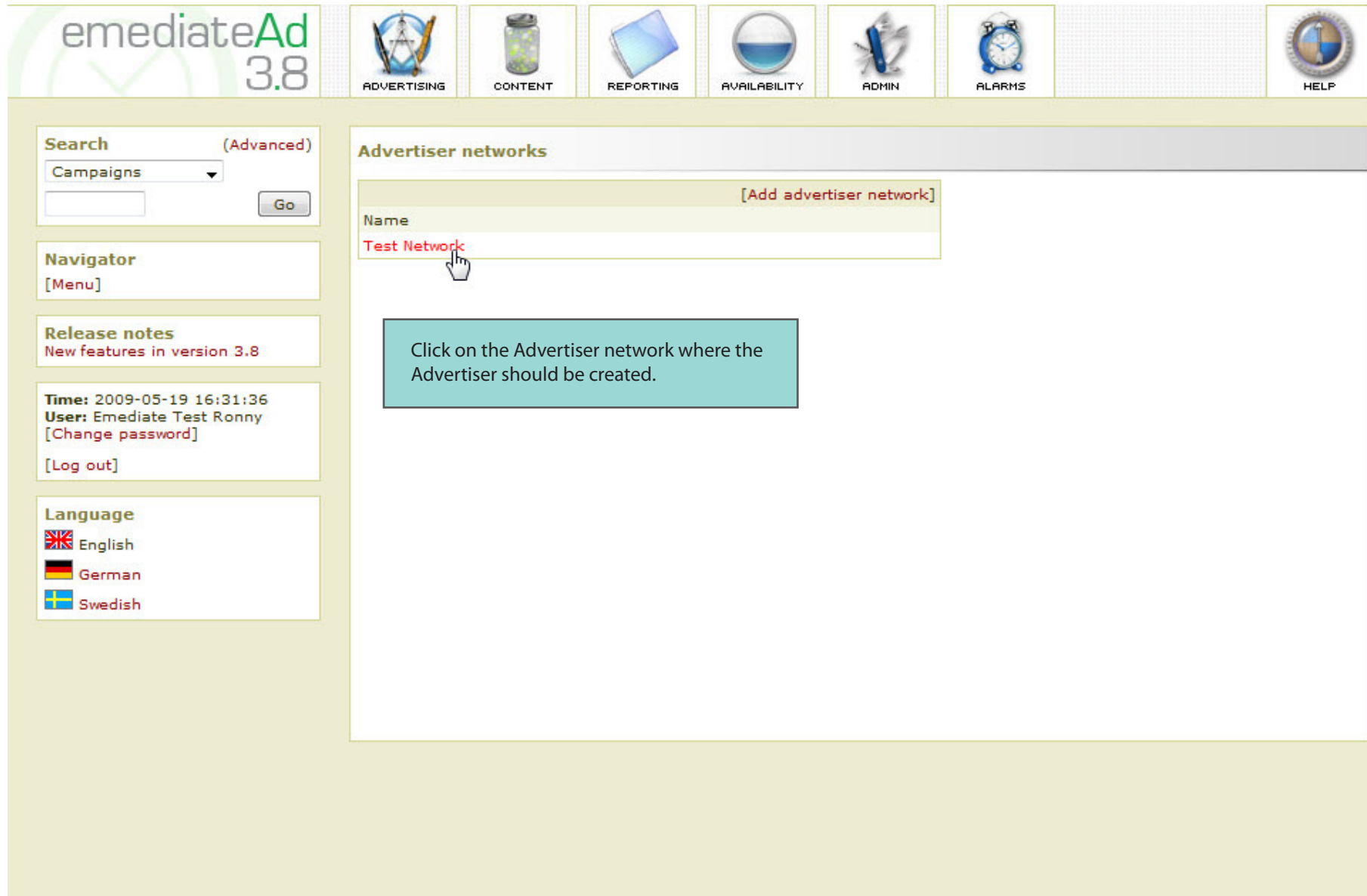
Language
English
German
Swedish

View campaign
Add campaign
Advertiser networks
Campaign groups
Add campaign group
Campaign status

[Add advertiser network]

From the top row of icons, move the mouse pointer over the "Advertising" icon again and click on the option "Advertiser network" in the drop down menu.





The screenshot displays the emediateAd 3.8 web interface. At the top, there is a navigation bar with icons for Advertising, Content, Reporting, Availability, Admin, Alarms, and Help. The main content area is titled "Advertiser networks" and includes a table with one entry: "Test Network". A callout box highlights this entry with the text: "Click on the Advertiser network where the Advertiser should be created." The left sidebar contains a search box, a navigator menu, release notes, user information, and language selection options.

The screenshot displays the emediateAd 3.8 web interface. At the top, there is a navigation bar with icons for Advertising, Content, Reporting, Availability, Admin, Alarms, and Help. The main content area is titled "Advertiser network: Test Network". It features several sections: "General" with a name field containing "Test Network" and an "[Edit]" link; "Advertisers" with a message "No advertiser in this adnet yet" and an "[Add advertiser]" link; "Hints" with a "Targeting possibilities" section; and "Users with advertiser network access" listing "Emediate Test Ronny". A callout box with a hand cursor points to the "[Add advertiser]" link, with the text "Click on 'Add advertiser'." Below the callout box, the left sidebar contains a search box, a navigator menu, release notes, user information (Time: 2009-05-19 16:32:29, User: Emediate Test Ronny), and language options (English, German, Swedish).

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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

Search (Advanced)
Campaigns
Go

Navigator
[Menu]

Release notes
New features in version 3.8

Time: 2009-05-19 16:33:25
User: Emediate Test Ronny
[Change password]
[Log out]

Language
English
German
Swedish

Add advertiser

Advertiser network: Test Network

Name of advertiser: Test Advertiser 1

Contact: Mr Incognito

Telephone:

Email: MrIncognito@Emediate.com

Create advertiser login and send login info to email above

Advertiser number:

Comment: This is just a test advertiser.

Update

Hints
Add a campaign or access booked campaigns by following the links.
Edit advertiser info and use comment field to keep advertisers organised.
Activate automatic advertiser reports by clicking on the link.

Enter a name and the information you would like to add for the advertiser. You only need to fill in a name, the other information fields are optional. Click on "Update".



Tips

You can always have a look in the navigator field to the left, to see what Advertiser network you are currently working in.

If you get lost in EmediateAd, you can always find your way back to the advertiser you were working on, through the "Advertising" button. Using this route you will also get a good feel for the advertising structure.

Making a mistake, when creating an Advertiser network or an Advertiser, is not a catastrophe as you can always go back and edit your creations. However, good and well structured Advertiser network will make the workflow in EmediateAd a bit easier.



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

 dk.support@emediate.dk

 se.support@emediate.dk

 no.support@emediate.dk

 fi.support@emediate.dk

 de.support@emediate.dk

 uk.support@emediate.dk

 it.support@emediate.dk

Other countries (please write in english):

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