

How to locate advertisers and campaigns

Quick Guide | EmediateAd



Grow your profit!

This document describes how to find a certain campaign in your advertiser, and how to structure too many campaigns in your advertiser

Hard to find a certain campaign in your advertiser?

The first and foremost solution is to use detailed campaign names that states advertiser, format (or placement) and preferably dates. That way you can always use the search, or advanced searches, function to locate your campaigns:

Search criteria

Search: Campaigns

Filter by date
The campaign
between 2010-01-25 and 2010-02-01

Filter by size
0 x 0 pixels

Filter by info
Priority level:
Campaign status:
Approval probability: Between 0 and 0 %
Sub Prio No: Between 0.00 and 0.00
Active creatives:

Filter by targeting
Targeting:

If you still cannot find your campaign, you can use the sorting functions, for example Name, Start date, End date, Dimensions or Priority.

If you still cannot find your campaign, you can always create a new advertiser and move your old campaigns to that advertiser. Usually an annual advertiser name will be sufficient.



Example

When you begin a new year of campaigns you can ask us to move all campaigns starting or ending (what you prefer, but ending might be more appropriate as you can then get a clear “cut” at the new year) to a new annual advertiser. The advertiser network will look something like this:

IKEA

IKEA 2008

IKEA 2007

Too many advertisers in your advertiser network?

If you think that you have advertisers that are no longer “active”, you can always edit their name, and make them start with ZZZ-“Name of the advertiser”. That way they will end up in the bottom of the advertiser list, and you do not have to scroll through them all the time. If they become “active” again, you can just rename them again.



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

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