SELF SERVICE DEMO GUIDE

SET UP

Registration

- Register for our platform through this [link](#)

You will then reach our dashboard, click 'New Campaign', and you can begin set-up!

Basic info

Insert a title of your choosing - this is just for your reference

Following this select the creative template(s) you would like to use. We support the three standard IAB units, and you can select all 3 or just 1 depending on your preference.

The total budget for the entire campaign, excluding VAT. For example, if you plan to spend £100 per day for 7 days, then the budget to enter here is £700.

Please note: VAT will be added for UK registered companies.

DURATION ⓘ

Start Date *

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		Feb 2023 ◀				▶
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

End Date *

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		Mar 2023 ◀				▶
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	**24**	25	26
27	28	29	30	31		

Clear Dates

You will then be asked to input your campaign start and end dates.

If your campaign is approved on the starting date it will start automatically and continue to deliver impressions until midnight on the end date.

TARGETING ⓘ

Countries *

[Select targeting]

Region
Europe ✕

Include
United States ✕   Brazil ✕

The countries or regions in which you wish to target your advert. Select countries one by one using the green tick icon or a whole region and exclude individual countries using the red 'X' icon. Collapse or expand a region using the ∧ or ∨ and use 'select all' or 'deselect all' to control the inclusion of all countries in a region.

BRAND SAFETY KEYWORDS ⓘ

	Exclude	3 / 20

green ✕   green frog ✕   frog ✕

We will apply our industry brand protection using Natural Language Processing to prevent your ads appearing against content in any of the following categories:

abortion, air-crash, banking-economic-and-financial-crime, child-mistreatment, crime, cyber-threat, danger-and-death, demonstrations, diseases-and-syndromes, drug-addiction, drunk-and-disorderly, extreme-right-and-nationalist-parties, financial-crisis, fire, fraud, industrial-accidents, job-loss, manipulation-of-people, natural-disasters, prejudicial-discrimination, sexual, terrorism, torture, unrest-conflicts-and-war

Words separated by a space are treated as a phrase (3 consecutive words maximum). Use a comma (,) to separate individual keywords or word pairs.

You may supplement our brand protection by excluding up to 20 words or word pairs. So for example, you might add green, in which case if the word green appears in the content of an article, your ad will never be appear there. Alternatively, you might want to be more specific and choose 'green frog' to only exclude stories which include the consecutive words green and frog.

You can then select your list of publishers you will appear on during the campaign. These are listed under 15 different 'Verticals', ranging from News and Business, to Travel and Beauty.

You can select as many or as few verticals as you wish here. Please note that some publishers are listed under more than one vertical (e.g. CNN has extensive News, Business, Tech, and Sport coverage).

The French, German, Spanish, and Italian verticals contain all the native language publications for French and German respectively, please **only** select these if the content you are running is in one of these languages.

After this you will be done with the first page! Please click 'Next' to proceed

Content

Enter the URLs for the content items you wish to promote. These URLs will be used to add content to your creatives and to match your adverts to contextually relevant content on Smartology's network of premium publishers. More content generally leads to greater engagement.

Creative

On the Creative page you can build your ads. Navigate between each ad using the left sidebar, and on the right pullout customise the look of all your ads within a creative size.
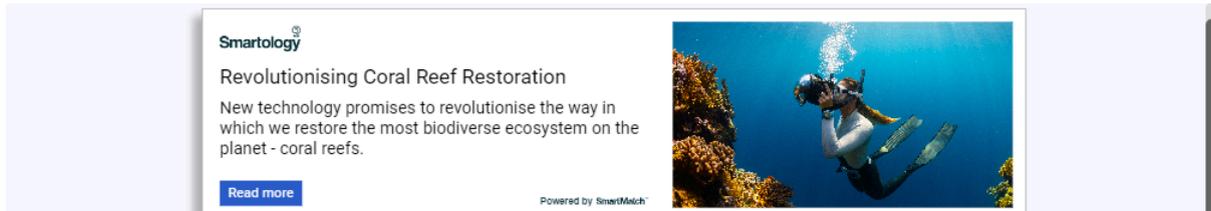
In the bottom pullout you can input/edit your headline, copy, and CTA (this is set to '**Read More**' by default) for each respective content item.

Here you can also select your image of choice (for the 300x600 and 970x250 creatives), and easily implement third party impression, click, and post-click trackers.

You can also select your logo for each creative size using the 'Upload Logo' function.

Summary

You will then reach the Summary page, please check everything is to your liking - if not then you can navigate back to previous pages and make any changes required. If it all looks good then proceed to the Billing page!

Billing

You will then reach the Billing page, please click 'Add new' to add your Billing details - if you are renewing and therefore have entered these details before, then the system will have them saved.

You will then be asked to put in your details as above

At the bottom of this page please click 'Submit for Approval' - we'll then review it on our side and subject to approval the campaign will be set live within 2 business days.

Approvals and Invoicing

All ads go through an approval process to make sure they're safe and appropriate for users. Each ad is reviewed for compliance with our advertising policies. If any issues are found, you're notified with policy information and what you can do to get your ad approved.

This campaign will not begin until the content of creatives are approved. Approvals may take up to two business days.

Invoices will be issued monthly in arrears. Subject to credit checks, we reserve the right to request payment in advance.

SUBMIT FOR APPROVAL

LIVE CAMPAIGN

Once the campaign is live, you can pause an article using the button next to each content item; and add an article by selecting the three dots next to 'Filters'.

REPORTING

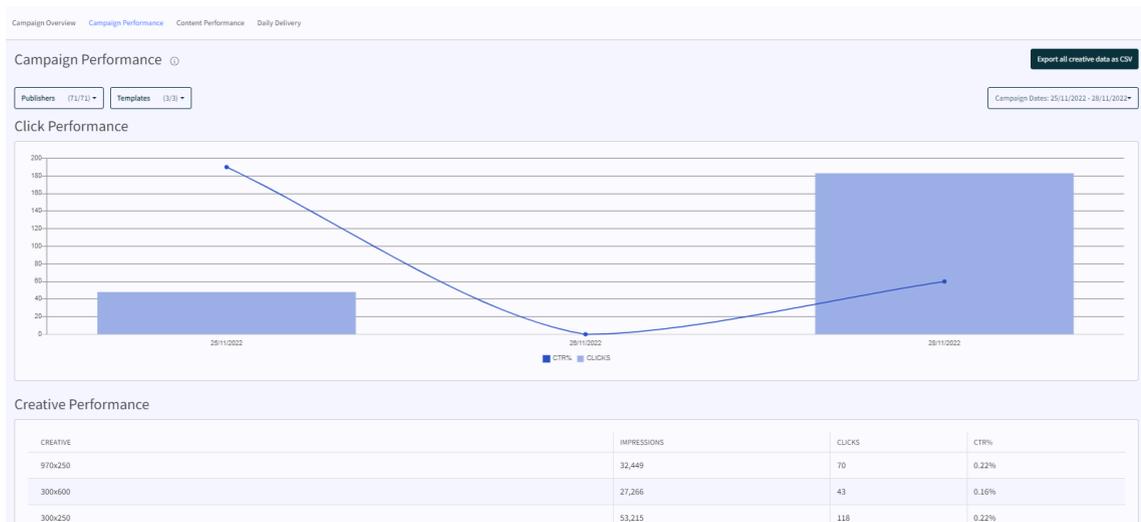Once the campaign is live we will share the Reporting dashboard with you, this is split into 4 tabs.

Campaign Overview

A brief overview of the key delivery data from this campaign, which also contains a breakdown of the data by individual publishers.
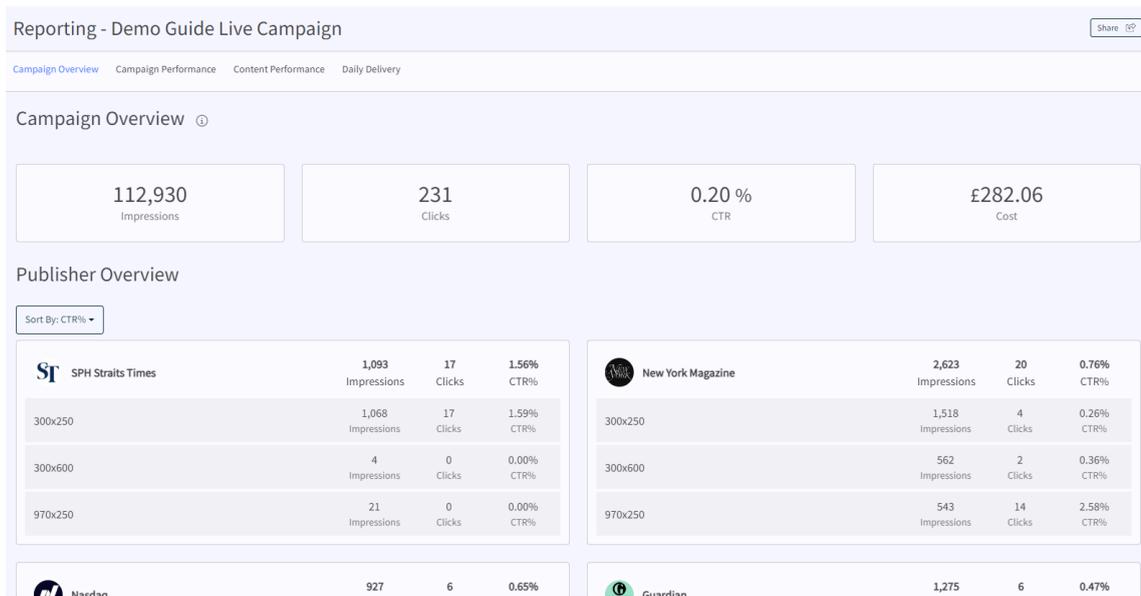
Campaign Performance

A graphic representation of campaign performance, also includes data per creative size.

Content Performance

A depiction of how each individual content item has delivered and performed during this campaign.
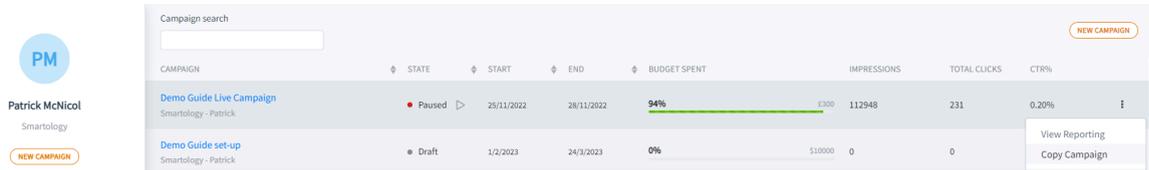

Daily Delivery

A graphical representation of the timeline of performance and delivery of the campaign with a tabled breakdown of delivery and performance data per day.

RENEWAL

Once a campaign has finished, to renew select 'Copy Campaign' on the 'three dot' menu drop-down

You can then amend dates; change budgets; change content, or change any other parts of the new campaign before it goes live.