Welcome to the Media Buying Platform.

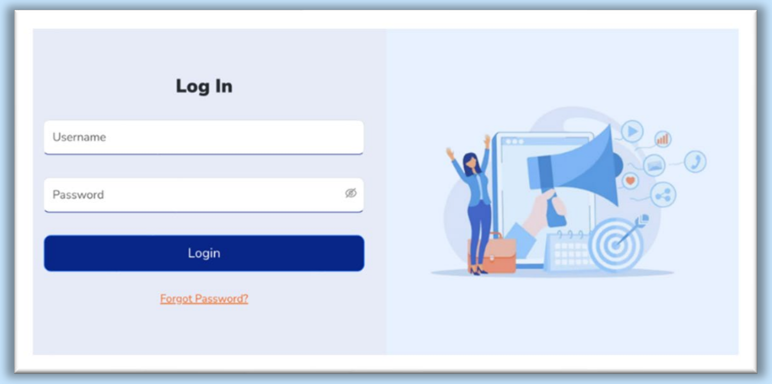
To get started, find the steps below to get your ad campaigns up and running.

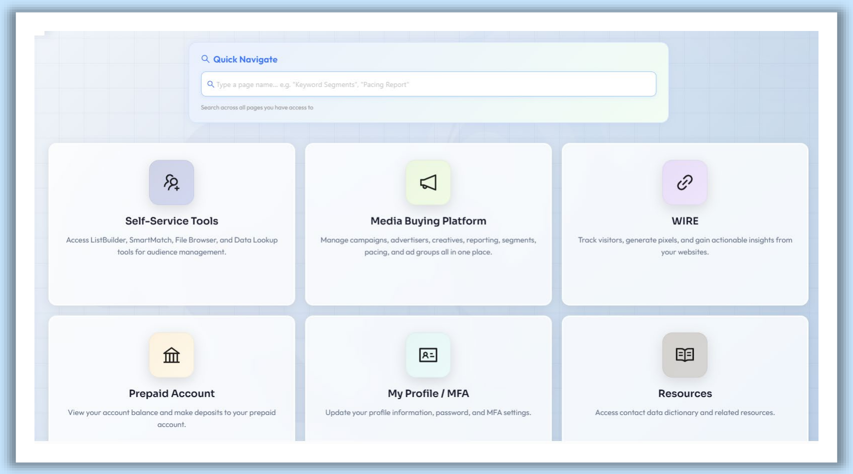
Version 2.0.0

Contents

GETTING STARTED

First Things First





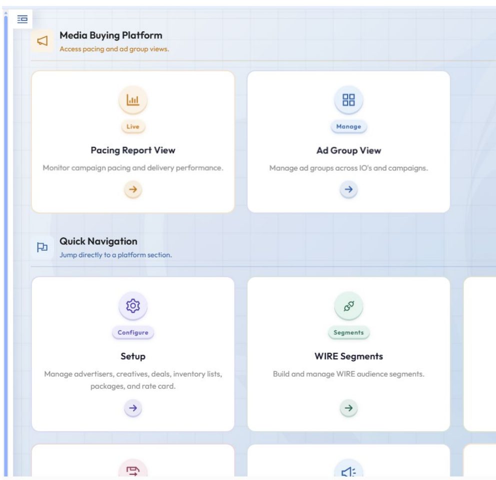
To Log in to the Media Buying Platform go to

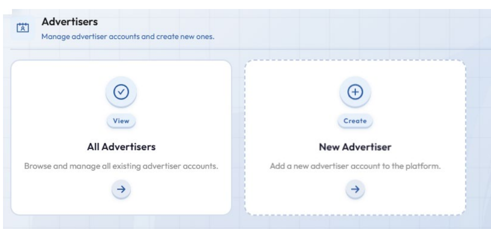
https://my.targetmart.com.

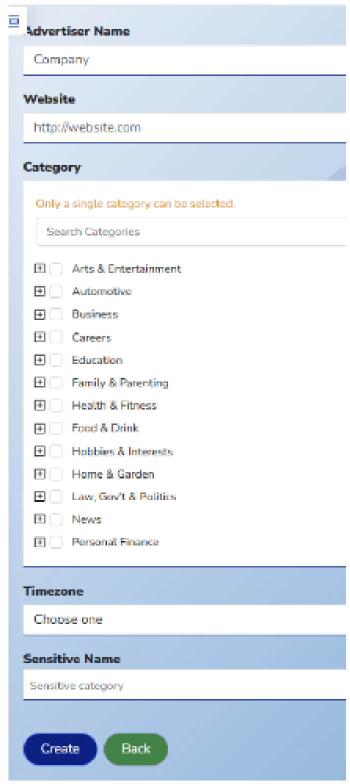
Once you have logged in, click **Media Buying Platform**.

This guide will highlight each section and go over how to build and manage your campaign.

Create an Advertiser







Tip: To edit the advertiser, click Advertisers on the Setup menu. Find the Advertiser you created, click it. You can scroll through the advertisers using the arrows at the bottom left. They are sorted in the order they were created. Or you can use the search box in the upper left. Edit the information you need and click Save.

Watch the Video Tutorial: Creating an Advertiser

OR follow these steps:

1. From the **Media Buying Platform** menu, select **Setup**, **Advertisers** then **New Advertisers**.
2. Move through the prompts that appear, begin by filling out the **Advertiser Name** field.
3. Then in the **Website** field enter the URL for the advertiser, be sure to include **https://** in the URL.
4. From the **Category** dropdown select the ads you will be running.
5. Confirm your **Time Zone** from the next dropdown. This is required.
6. Select any **Sensitive Categories** if your campaign is related to more sensitive topics such as gambling, tobacco, cannabis, etc. This will allow those types of sites to be included in your supply.
7. **Click Create.**

SETTING UP CREATIVE

Loading Single Creatives

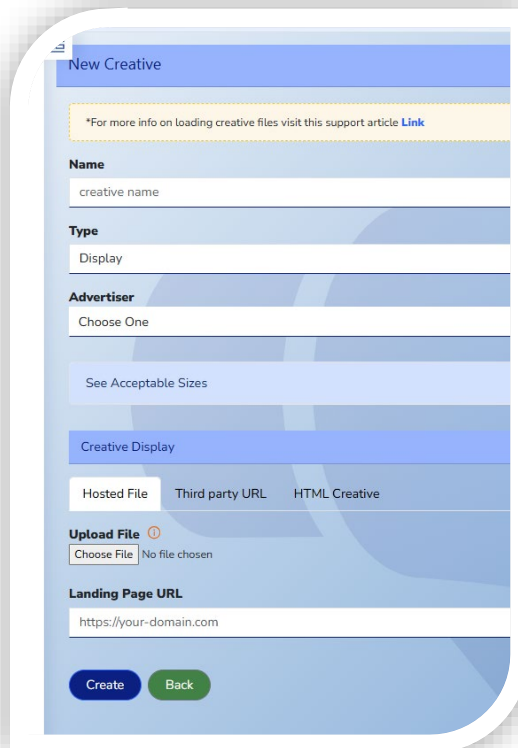
Please note: All creatives related to Political Topics or Sensitive Categories uploaded into The Media Buying Platform will be reviewed for acceptable content within 24 hours. Disclaimers are required on all Political Ads. Digital Ad disclaimer laws vary by location. All disclaimers should be reviewed by the client's counsel.

Display Creative

Watch the Video Tutorial: Uploading Creative Files

OR follow these steps:

1. From the **Media Buying Platform**, select **Setup**, then **New Creative** under the Creatives section.
2. Move through the prompts that appear, begin by entering the **Name** of the creative element.
3. Be sure your file name includes your campaign name and the dimensions of the file if it is a png or jpg. (Example: Testing_Ad_160x600)
4. Choose **Display** as the creative category from the **Type** dropdown menu.



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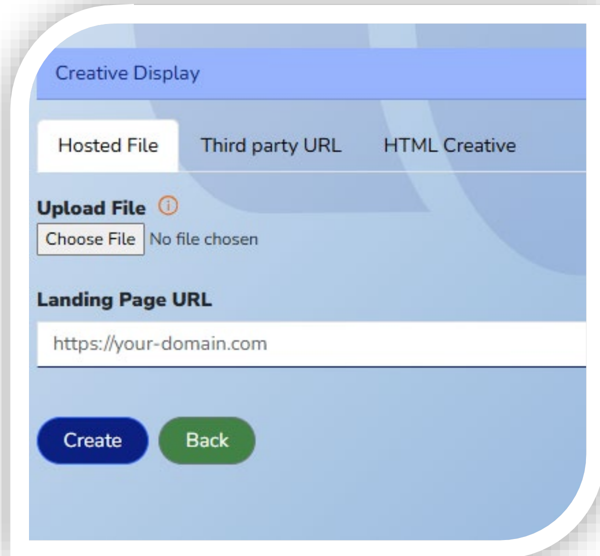
5. Then select the **Advertiser** that will use this creative element.

6. **Upload** the creative art files into one of the following options:

> **If you have a Hosted Creative file:**
>
> Select **Choose File** and then select your file from your computer. Then click **Upload**. In the next field add the Landing Page URL for the creative, be sure to include https:// in the URL.
>
> **If using a Third-Party Creative Server:**
>
> Enter the **VAST tag HTML** content into the **Third-Party URL section**. Then enter the dimensions of the creative. If you have a placement ID associated with the tag, you can enter it under **Third-Party Placement ID** and the data will show in your third-party reports.



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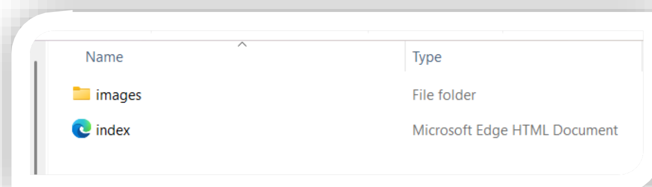
If you are loading HTML creative:

Create a zip folder containing 2 files. One index file and one folder labeled images containing the creative files you want to load.

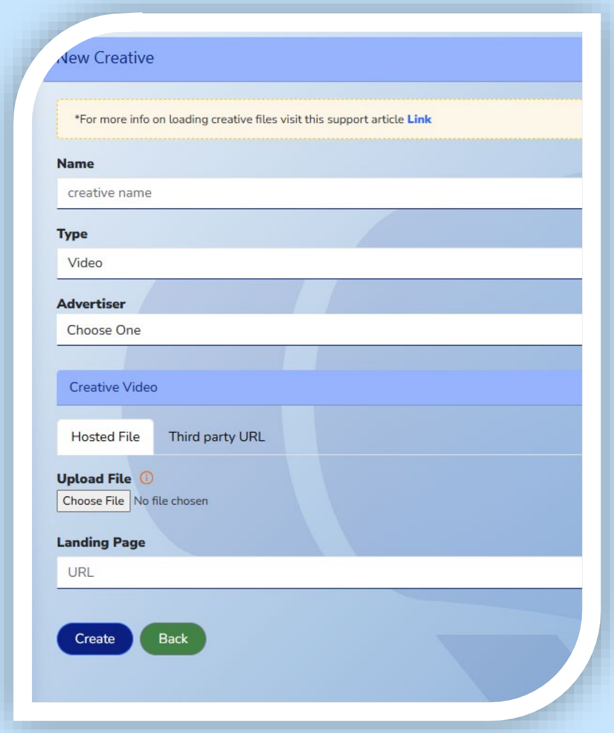
Use {CLICK_URL} macro to track clicks.

Packaging Requirements when uploading HTML5 creatives:

- Include all required assets (HTML, JavaScript, CSS, images, fonts, etc.).
- Ensure all file references use relative paths.
- Upload creatives as a ZIP file.
- The ZIP file should contain the index.html file at the root level.
- Do not nest the index.html file within additional folders.
- Add the following parameter to the iFrame or JavaScript source URL: click={CLICK_MACRO};



7. **Click Create**

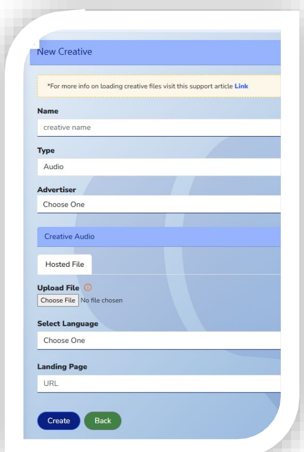


Video Creative

1. Enter the name of the creative, select **Video** as the creative category from the **Type** dropdown menu.
2. Then select the **Advertiser** that will use this creative element.
3. Select one of the 2 methods to upload your file as mentioned in the previous page, Hosted File or Third Party URL.
4. In the next field add the **Landing Page URL** for the creative, **be sure to include https://** in the URL.
5. Enter the **VAST tag HTML** content into the **Third-Party URL section**. If you have a placement ID associated with the tag, you can enter it under **Third-Party Placement ID** and the data will show in your third-party reports.
6. **Click Create.**

Audio Creative

1. Enter the name of the creative and select **Audio** as the creative category from the **Type** dropdown menu.
2. Then select the **Advertiser** that will use this creative element.
3. Select **Choose File** to select your file from your device. Then select the **language** of the ads.
4. In the last field add the **Landing Page URL** for the audio ad which the publishers require.
5. In the next field add the **Landing Page URL** for the audio ad which the publishers require.
6. **Click Save.**



The following are the specifications on the audio ads:

Type	Description	Specifications
Music, Sound, and Voice Tracks	Audio file describing products, services, and sound effects.	**Format:** MP3 **Bitrate:** at least 128 kbps; MP3 files must be constant bitrate (CBR) not variable bitrate (VBR). Trimmed of slate/silence. **Duration:** 15 to 60 seconds (15 and 30 seconds are most used).
Tracking Codes	Pieces of code added to websites and mobile apps to collect and analyze several types of data such as conversion, audience, acquisition, and behavioral data.	**Format:** 1x1 pixel only **Supported events:** Audio impression and quartiles.

Native Creative

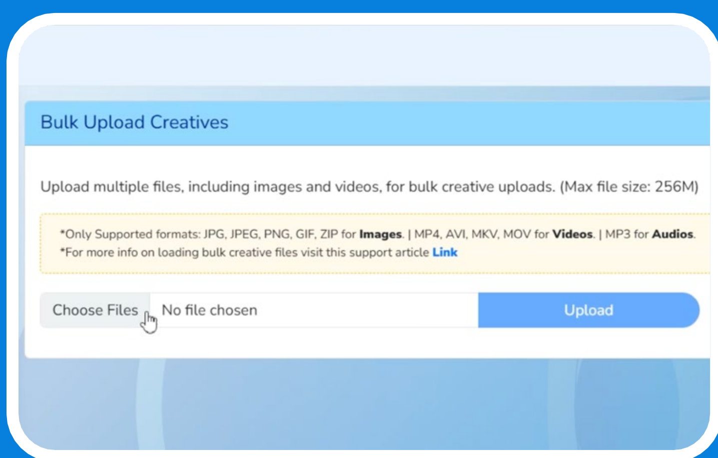
1. Enter the **Name** of the creative element.
2. **Choose Native** as the creative category from the **Type** dropdown menu.
3. Select the **Advertiser** that best applies.
4. Add the sponsor's name to the **Sponsored By** field.
5. Add the **Landing Page URL** for the creative, **be sure to include https://** in the URL.
6. **Create your Headline**, it must be 55 characters or less (min 5), including spaces.
7. **Add a Description** for the Creative: 120 characters or less (min 5), including spaces
8. **Upload File** by clicking Choose File. Make sure it's a static image under 5MB with the size of 1200x627, 800x600, and 600x600.
9. **Click Create.**

Loading Bulk Creative

Please Note: All creatives related to political or sensitive categories uploaded into The Media Buying Platform will be reviewed for acceptable content within 24 hours.

Sensitive categories include: Alcohol, Cannabis, CBD, Cosmetic Procedures and Body Modification, Drugs and Supplements, Firearms, Free Gifts, Quizzes and Surveys, Gambling, Get Rich Quick, Ringtones and Downloadables, Sexual and Reproductive Health, Tobacco and Smoking.

Disclaimers are required on all Political Ads. Digital Ad disclaimer laws vary by locality, city, state, etc. All disclaimers should be reviewed by the client's counsel. Example: Paid for by Friends of Senator Smith.



Selecting Files

Watch the Video Tutorial: Uploading Creative Files

Or use these directions if you have multiple creative ad file types you want to load for one or more Advertisers for display and video files, not html.

1. From the **Media Buying Platform**, navigate to **Creatives** then select **Bulk Upload**. Click on **Choose Files**.

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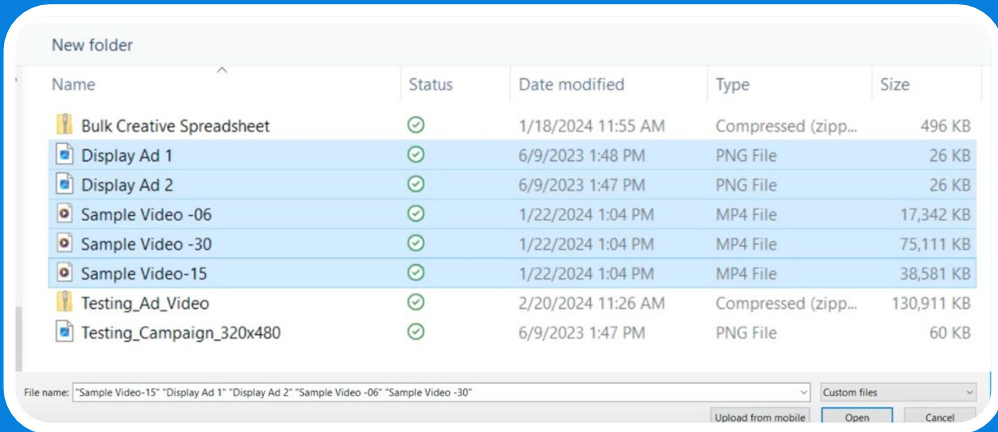
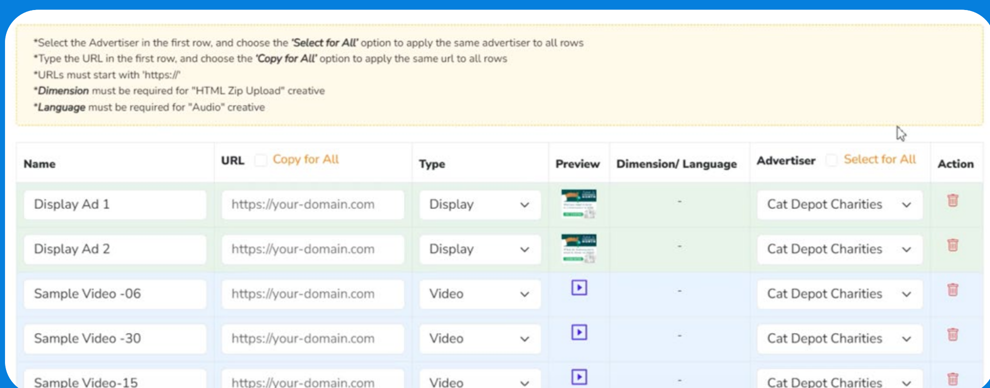




8. Select all the creatives you want to load. **Click Open. Then Upload.**

9. Enter the **click through URL** for the creatives. If they're all the same, click the box at the top of the URL column that says Copy for all.

10. Double check all the **Creative Types** and **Names** in the columns are correct for the type of file loaded.

11. **Select the Advertiser** for the creative. If they're all the same, check the box at the top of the Advertiser column that says **Select for All.**

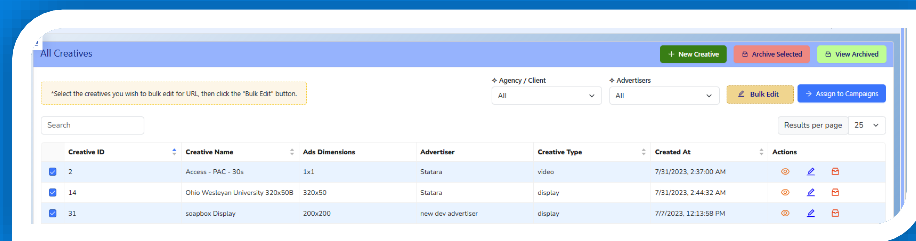
12. **Click Upload.**

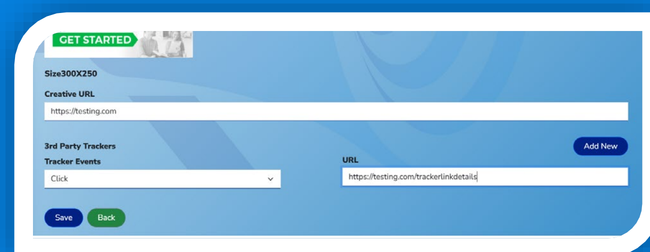
Review and Edit Bulk Creatives

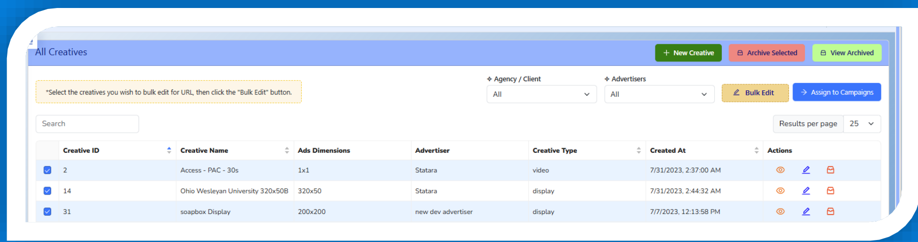
Reviewing Bulk Creatives

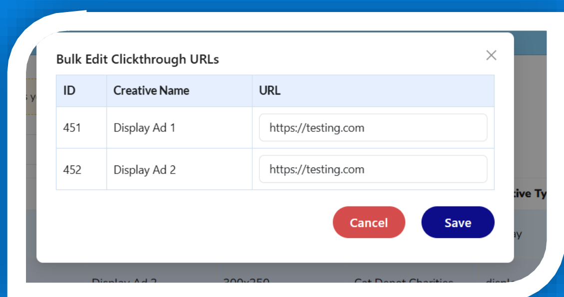
1. From the main menu, go to **Media Buying Platform**, then **All Creatives**.
2. Click the **red eye icon** to see the active campaigns that contain this creative file.
3. **Click the pencil** to edit the creative's name, URL, and add any 3rd Party Trackers. If you can't see the preview, turn off ad blockers.
4. **Add any Third-Party Tags:** You can click back into the creative after saving it to add the Third-Party Tag including https:// and select a Third-Party Tracker to track clicks.

> Make sure the **MACRO {CLICK_URL}** is included in the tag so we can also track the clicks.
>
> You can test these links in the summary page of the campaign setup before launching a campaign.









Bulk Editing Creatives

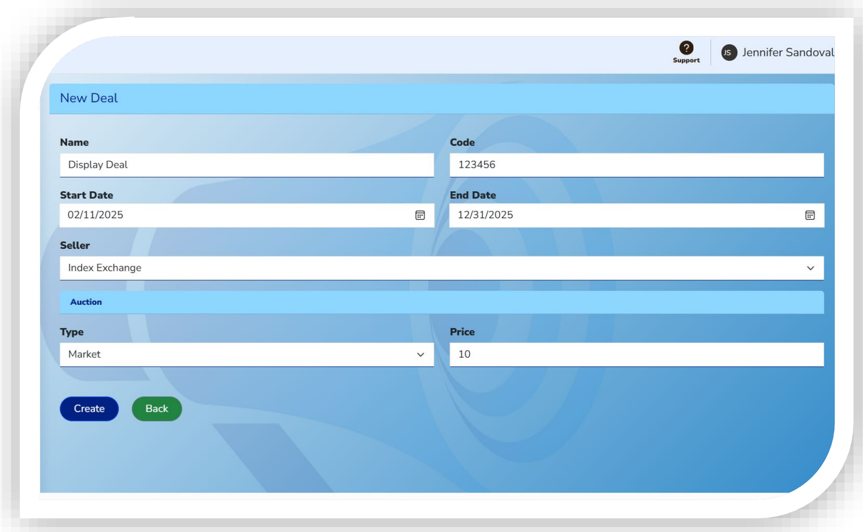
1. From the main menu, go to **Media Buying Platform**, **Setup**, then **All Creatives**.
2. Select the creative files you want to edit, then click the **Bulk Edit** button.
3. **Update the URLs** you need to change and click Save.
4. To **archive creative files** in bulk, go to **Media Buying Platform**, **Setup**, then **All Creatives**. Select the creative files you want to archive and then click the button at the top right that says Archive Selected.
5. To **unarchive**, you can select the icon that says **View Archived**, select the creative files you want to unarchive, and then select **Restore Selected**.

SETTING UP SUPPLY CUSTOMIZATIONS

Create Deals

We recommend you contact us to assist in creating deals.

1. From the main menu, select **Media Buying Platform**, **Setup**, then **New PMP** under the **Deals/PMPs** section.
2. When creating the deals, only create Display deals for Display campaigns, Video deals for Video campaigns, Audio deals for Audio campaigns, and Native deals for Native campaigns.
3. Enter the **Name** of the Deal with No Spaces.
4. Enter the **ID** from the Supplier.
5. Enter the **dates** for the Deal to Start and End.
6. Select the **Seller**.
7. Select Deal **Type** (Market or Fixed)
8. Enter the **Price** from the Supplier.
9. Click **Create**.



Allow/Block Lists

Type	Value
Domain	cnn.com
Domain	msnbc.com
Domain	nytimes.com
Domain	washingtonpost.com
Domain	theatlantic.com
Domain	huffpost.com
Domain	salon.com

Type	Value
Name	COM.PINGER.TEXTFREE
Name	COM.PINGER.TEXTFREE
Name	COM.ANDROID3_2023
Name	COM.MINGLE.DATEINASIA
Name	COM.INNOVATE.INDIASOCIAL
Name	COM.INNOVATE.KOREASOCIAL

Type	Value
Bundle	1529988919
Bundle	1020608293
Bundle	1596466863
Bundle	6464451134

Creating Allow/Block List

1. From the **Media Buying Platform**, navigate to **Setup**, **Allow/Block Lists**, then **New List**.
2. Enter the **name** of your List.
3. Select if it will be an **Allow list**, which is a list of publishers to be the only ones serving the ads (very limiting). We recommend creating a **Block list** which instead blocks ads from being served on that list of publishers and still allows the ads to be served to the supply package and/or open internet (serving more ads than an allow list).
4. Enter a **description** of your list.

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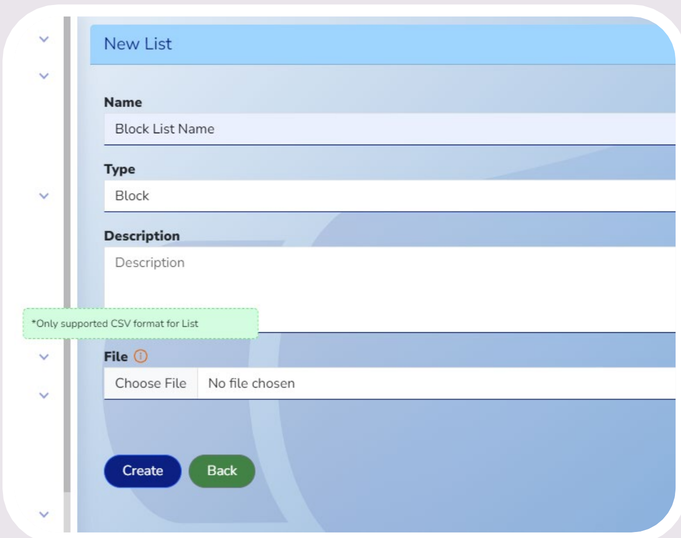


5. **Choose your file to load.**

   > File should be a **.csv** with the first column named **Type** and second column named **Value**. For Websites: Enter **Domain** under the **Type** column (the type is case sensitive, so make sure "D" in domain is uppercase) and under the **Value** column put the website you want to allow or block.
   > Make sure to remove the **https://www.** For Apps: Enter **Bundle** into type for a **bundle id**, or **Name** as type for application names that don't have bundle Ids and usually have "Com." at the beginning. **You can create one list for all 3 types.**

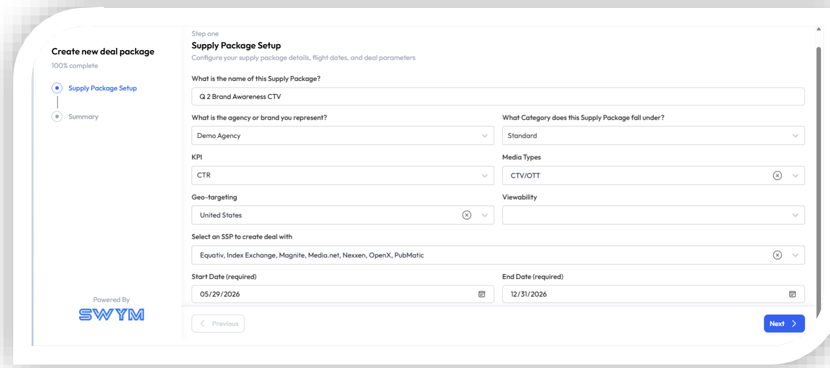
6. **Click Create.**

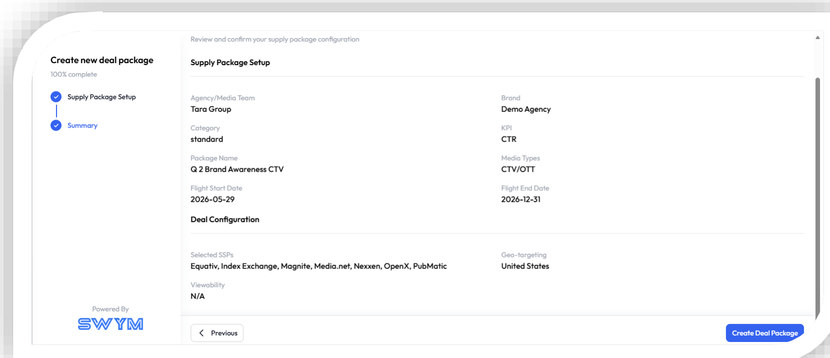
Editing Allow/Block List

1. From the **Media Buying Platform**, navigate to **Setup**, **Allow/Block Lists**, then **All Allow Lists** or **All Block Lists**.
2. Select the **Supply list** you want to edit.
3. Make your edits. Then click **Save**.

Create a SWYM Supply Package

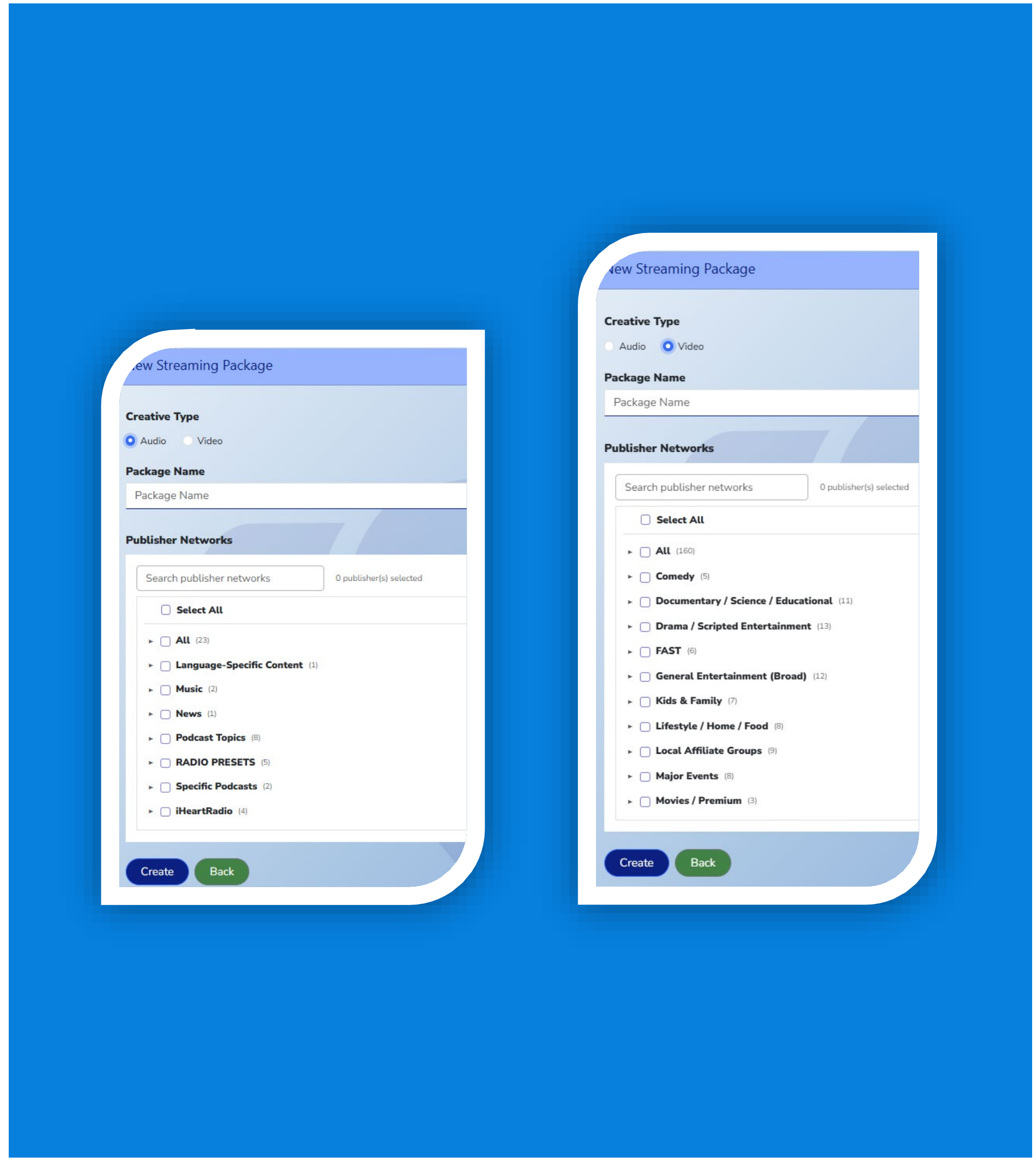
1. Click **Media Buying Platform**, **Setup**, then **SWYM Supply Control.**
2. Enter the **name** of the Supply Package.
3. Select the **Agency**.
4. Select the **Category** for the package, Standard or Political.
5. Select the **KPI** goal for the supply.
6. Select the **Media** types for the ad creative.
7. Select the country for **geo-targeting**.
8. Select the **viewability** goal.
9. Select the **SSP(s)** to create the deal with.
10. Enter the **Start** and **End** Dates for the package.
11. Click **Next**.
12. Review and confirm your supply package configuration, then click **Create Deal Package**.
13. Then when you set up your campaign, make sure you **select ONLY this SWYM supply package** to make sure the campaign KPIs perform as configured.



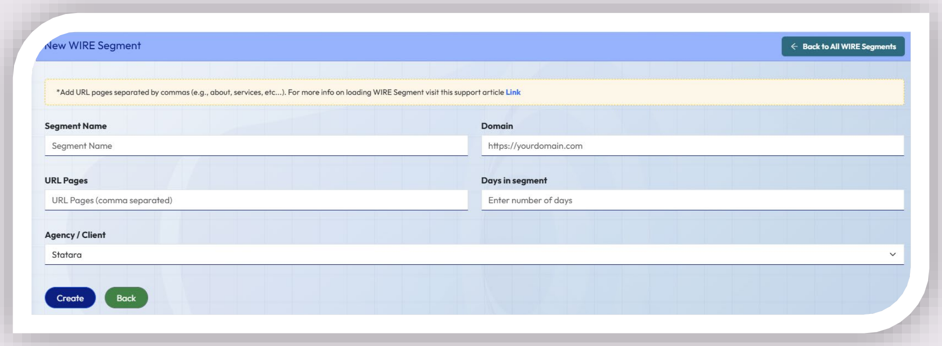


Create Streaming Package

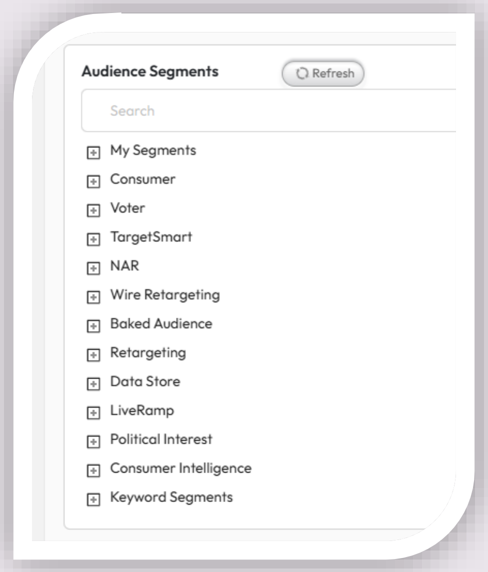
1. Click **Media Buying Platform**, **Setup**, then under the **Streaming Packages** section select **New Package.**
2. Select if this streaming package is for Audio or Video ads.
3. Enter the name of the **Package**. We suggest naming it after your campaign for reference.
4. Select the **Publisher Networks** you would like to include in the deal.
5. Click Create.



Create a WIRE Retargeting Audience



1. Go to Media Buying Platform, then **WIRE Segments** to create the **audience retargeting segment** associated with a **website pixel** initially created in **WIRE**. Click **New WIRE Segment**.
2. Enter the **name** of the segment, the **domain** you have entered into WIRE for tracking, the **URL pages** you want to track with https:// and only a comma separating each URL page and select the **Agency** the retargeting audience is for.
3. Enter days in segment to enter how long you want the audience to have been part of the segment in WIRE. Example, if you enter 90 days, the segment will be created with any households that have accessed that website in the last 90 days from the segment being created in the DSP. It's updated daily with first in and first out criteria, so if today you make a segment to include all who accessed that site 90 days from when this segment was created, the next day new visitors would be added for



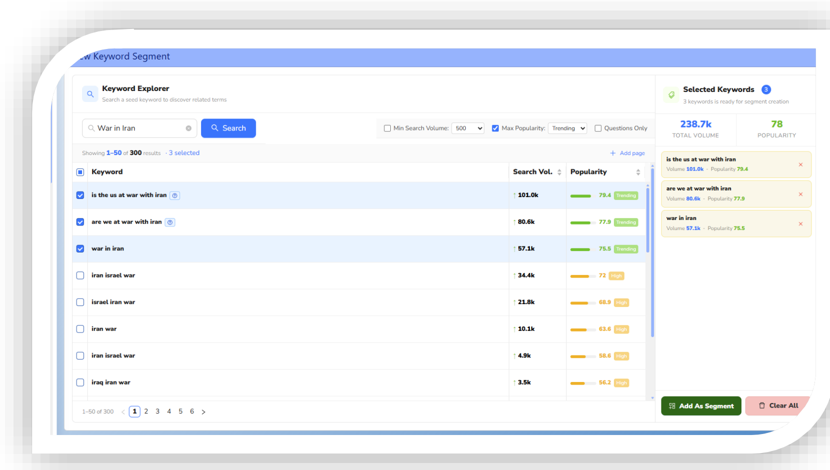
the next day and the oldest would drop off the segment.

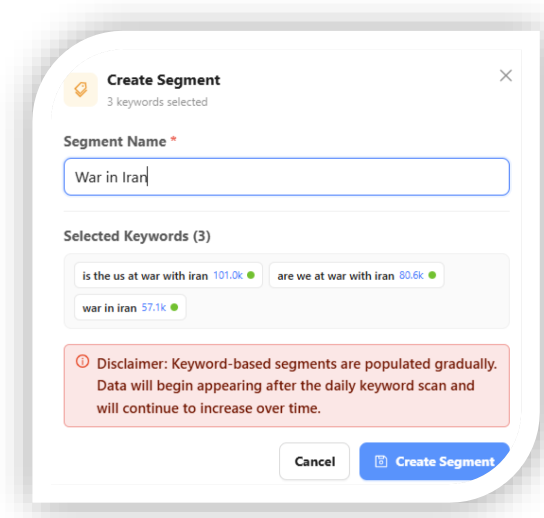
4. Click Create.
5. To see the WIRE segment audiences you made, click **All WIRE Segments** under the Wire Segments menu.
6. To find the WIRE segment audiences when creating a campaign, look under Wire Retargeting in the Audience Segment list. To see the WIRE segment audiences you made, click **All WIRE Segments** under the Wire Segments menu.

Keyword Segments

You can create a segment based on keywords that are searched by a user with our Keyword Segment tool.

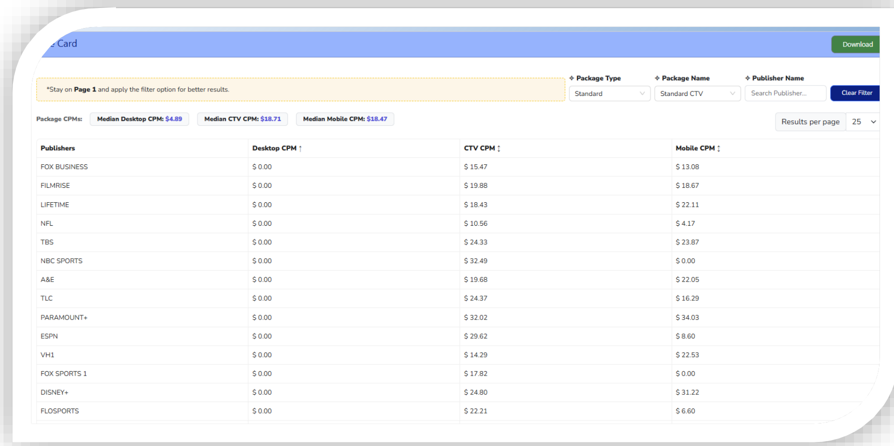
1. Navigate to **Media Buying Platform**, then **Keyword Segments**.
2. Enter the keywords in the search box. The results are based on the average search volume for the last 24 hours.
3. Select the keywords you would like to include in your segment, then click the bottom right green icon labeled "Add as Segment."
4. Name your segment, then click Create Segment.
5. This segment will be in your campaign setup located in the Audience tab under My Segments. The segment will take 24 hours to fully populate.

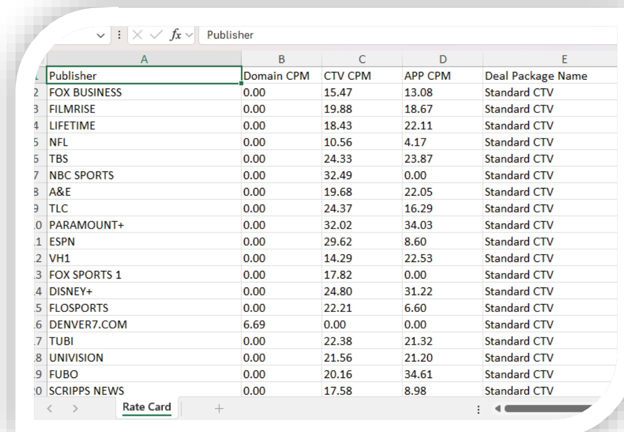




Rate Card

1. To check on what CPM would be best for an ad campaign, you can check the **Rate Card.**
2. Click **Media Buying Platform** then **Setup**.
3. Navigate to the **Rate Card** at the bottom. (The Rate Card can also be found at the top right corner of the Supply and Inventory section of a campaign setup).
4. Select the Supply **Package Type** (Standard or Political packages). Select the **Package Name**.
5. You can look through the publishers associated with that supply package, or search for specific ones using the **Publisher Name** search box at the top right.
6. This list will display the recommended CPMs based on the median we are seeing across all our campaigns and publishers for the supply packages that is updated daily.
7. Select the **Download** button at the top right to download an XLS file of the list.





THE AVAIL GENERATOR

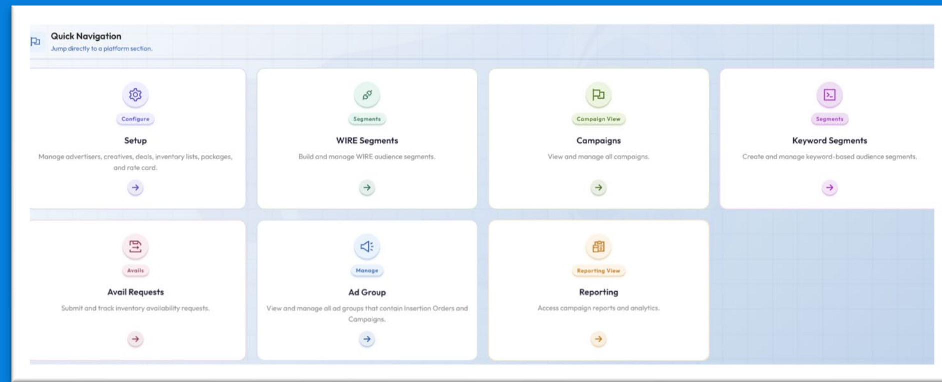
Avails Request Generation

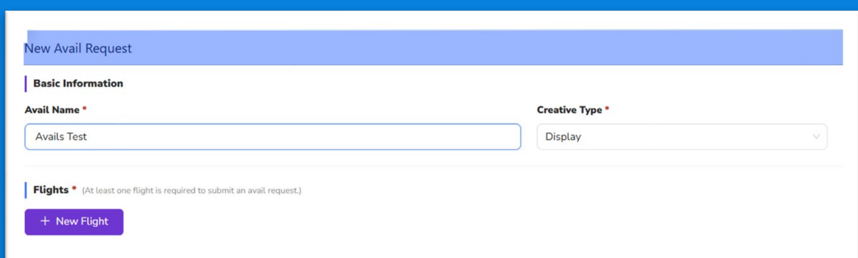
Creating a New Avails Request

Watch the Avail Request Generator Tutorial

Or follow these steps:

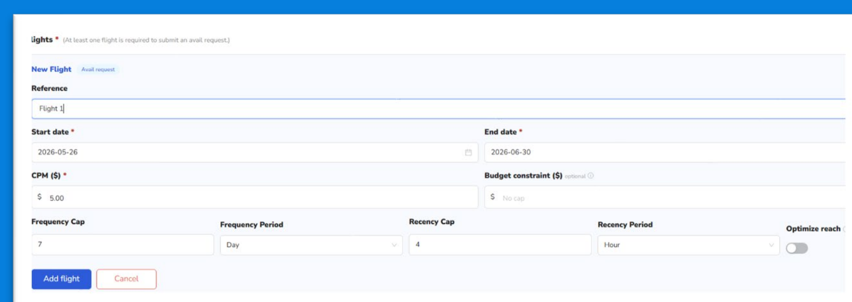
1. Click **Media Buying Platform**, then **Avail Requests**, and then **New Avail Request**.
2. Type the **name** of the Avails Request.

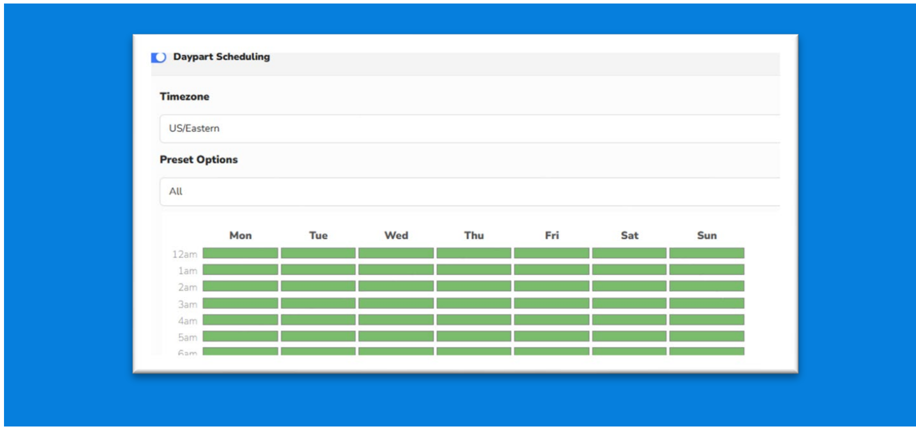




3. Select the **Creative Type**. Then click **New Flight.**

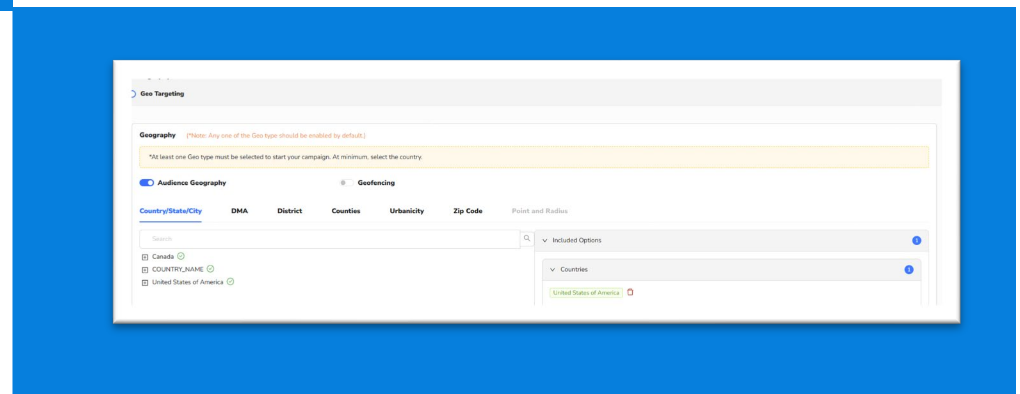
4. Enter the **flight name, dates**, **CPM**, **Frequency**, **Recency.** Other options include: **Budget Restraint** (a spend cap on the flight) and **Optimize Reach** (which limits the impressions to 1 per flight, 1 per hour). Then click **Add Flight**.

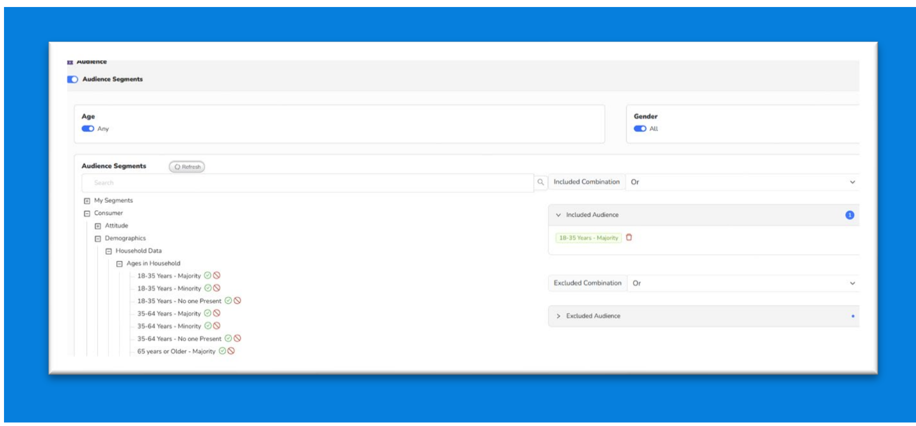




5. Select the **Dayparts** the campaign would run and the **Time Zone**. You can select from preset options, or manually select the times in the chart.

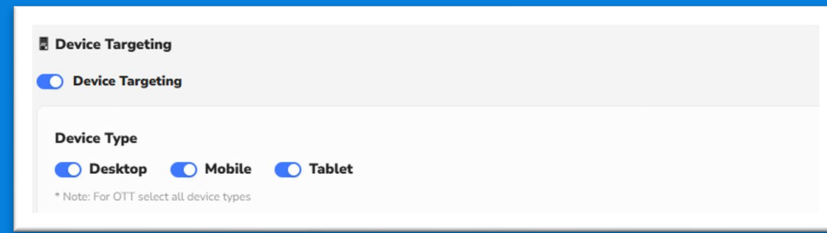
6. Select the **Geography** for the campaign. At least choose the country, if you're not wanting to limit the geography anymore than that. Audience geography indicates where the audience lives, and geofencing indicates a location the audience's devices are moving around.

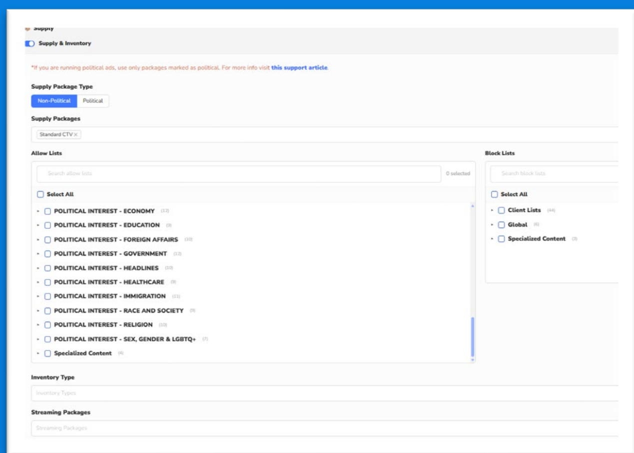




7. Select the **Audience** to target.

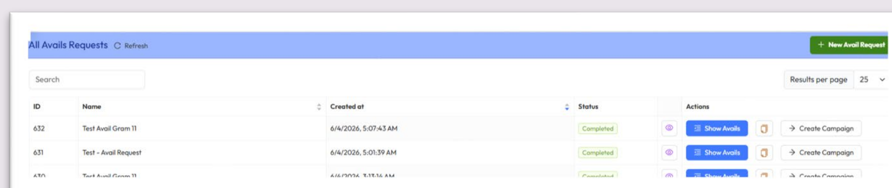
8. Select the **Device type**.





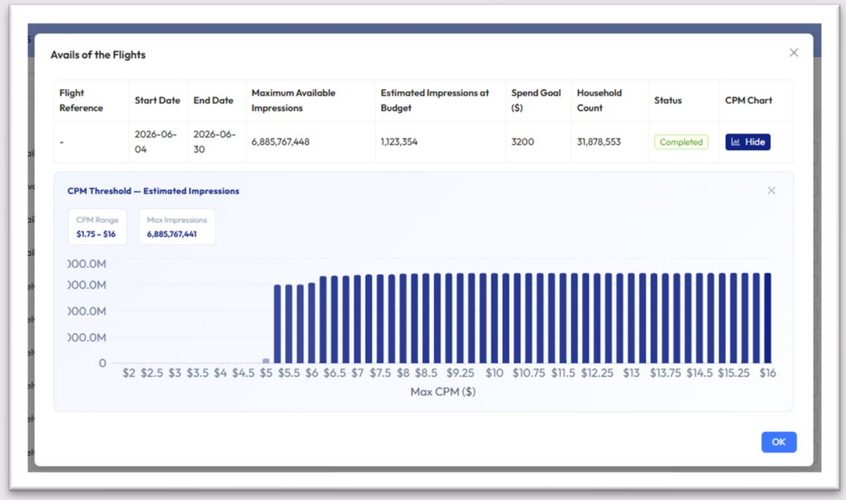
9. Select the **Supply package(s)** you want for the campaign, along with any **PMP deals**, **Allow/Block Lists**, the type of **inventory** to target, and any **streaming packages** you would plan to target.

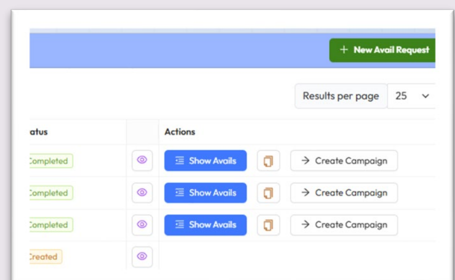
10. 10. Click **Request Avails** at the bottom. You will receive an email that your avails request is complete by email. To find the Avails you've requested, go to the Media Buying Platform menu, click **All Avails Requests**. Then click **Show Avails**.



11. You will see the **maximum available impressions** based on the campaign setup. Next, you will find the **estimated impressions at the set budget**. Then, you will find the **estimated households** you can reach. Lastly, you will have the option to select Show under **CPM chart** to see the estimated impressions available at different CPMs at your set CPM and below.

12. If your planned setup looks good, click **Create campaign** next to the avails request, and complete the setup with your creative files. Then you can select to start your campaign from there.





BUILDING AD CAMPAIGNS

Building Ad Campaigns

Watch the Video Tutorial: [Ad Campaign Build Process]

Definitions of Campaign Types

All

Includes every campaign in your system.

Running

Active campaigns serving impressions.

Paused

Active campaigns that are paused.

Pending Launch

The Start Campaign toggle is in Campaign Setup and the start date is in the future.

In Development

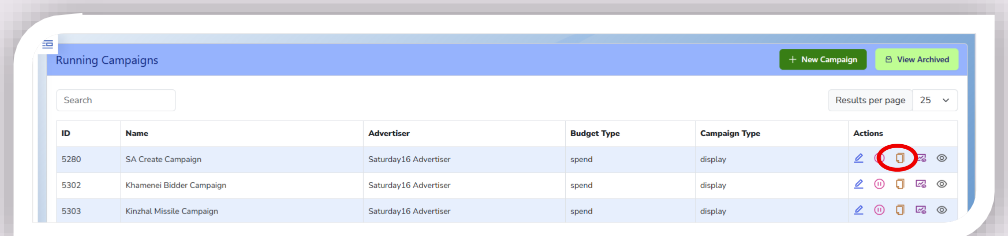
The Start Campaign toggle is off in Campaign Setup, you can edit campaigns from this tab.

Completed

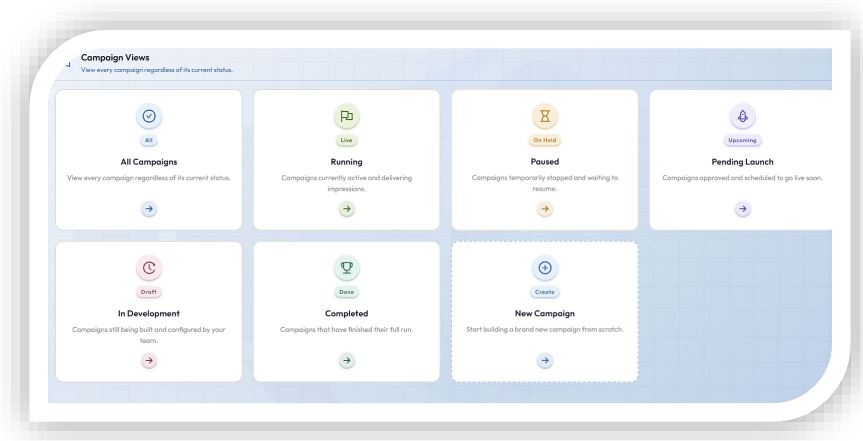
Campaigns that are past their end date. From this screen you can search and clone campaigns

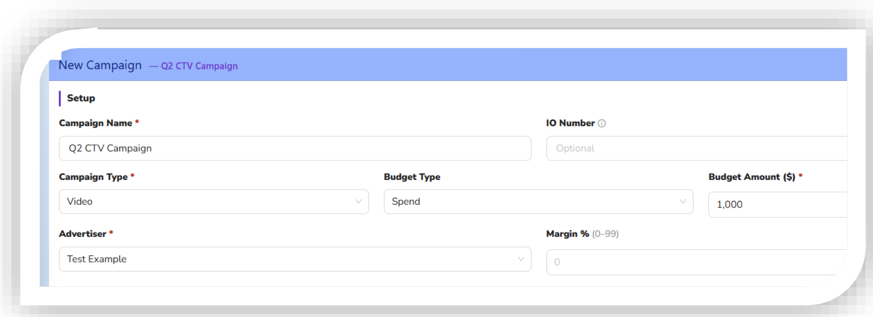
Clone an actively running campaign

You can clone an actively running campaign to set up a similar campaign more quickly. Go to **campaigns, running,** and click the **copy icon** to clone that campaign and update the specific details for your new campaigns.



Setup



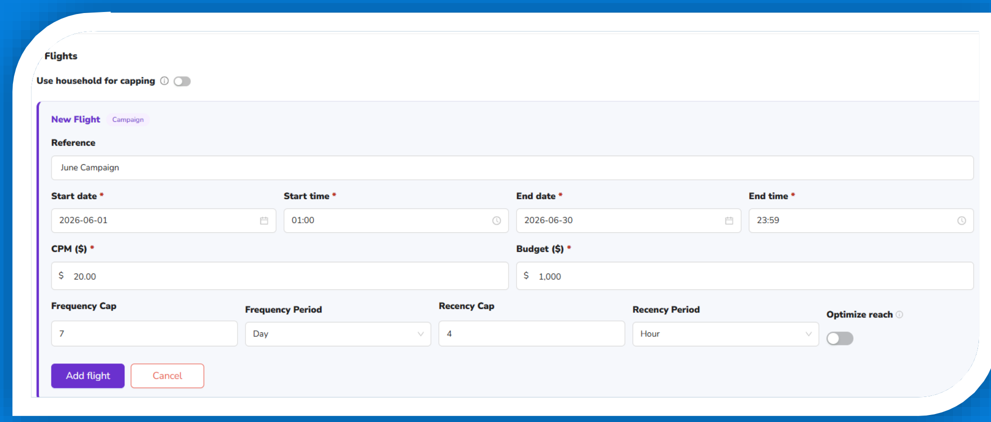


1. From the main menu go to **Media Buying Platform**, **Campaigns**, then New **Campaign**.
2. Next, fill out the fields in the setup section, starting with naming the Campaign.
3. Enter any **IO number** for billing under the **Reference/IO Number** if needed. This is optional but could be used as a good way to consolidate reporting.
4. Select **Campaign Type**: Video, Display, Audio, or Native.
5. Choose how you want to **budget** for the campaign – impressions or spend.
6. Enter your **impression goal** or **spend amount**.
7. Select **Advertiser** you created.
8. You can optionally enter a margin if your agency has that setting active.

Note: If you do not see the option to add a margin and need it for your agency, please contact your client service representative.

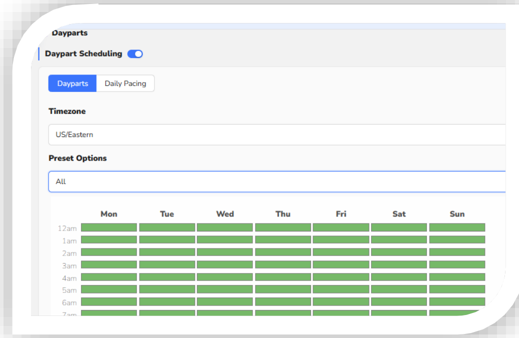
Flight

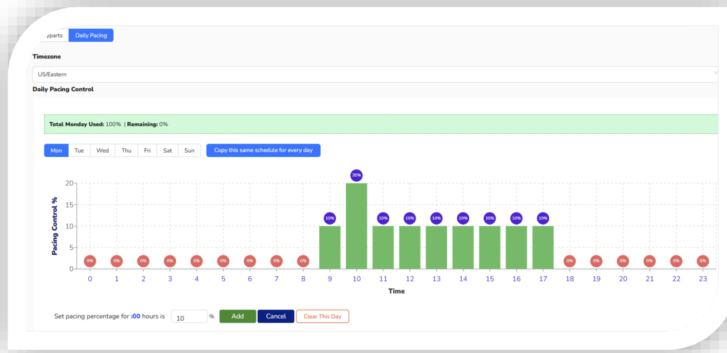
1. Next fill out prompt list under flights, starting by clicking **New Flight**.
2. Enter **start date** and **end date** of the flight.
3. Enter **start time** and **end time** of the flight. Time is in 24-hour format.
4. Enter your **ceiling price** for the CPM (cost per thousand impressions).
5. Enter your **budget** for this flight. As a reminder, the sum of all your flight budgets cannot exceed the campaign budget. You can enter up to 2 decimal places (Example 8.50).
6. Select the **Frequency** and **Recency** for the campaign. If you want to optimize reach, toggle the **Optimize Reach** button, and the frequency and recency will be set as 1 per flight 1 per hour.
7. Click **Add Flight**.



Dayparts

1. Toggle on **Dayparts Scheduling**.
2. Choose the **time zone** if you want to override the time zone set for the Advertiser.
3. Next, choose a **preset option** or use the **clear option** and manually highlight the times you want the ads to run.
4. Select **Daily Pacing** to manually select the percentage of impression you want served at specific times. After you select Daily Pacing, confirm you want to switch, then select the time on the number line that you want to serve ads, and type in the pacing percentage for that hour. You will need to make sure all your percentages add to 100%. You can copy that schedule for the whole week by selecting the box that says "Copy this same schedule for every day." If you prefer to have your campaign evenly serve ads throughout the campaign, switch back to dayparts and select the schedule.





Geography

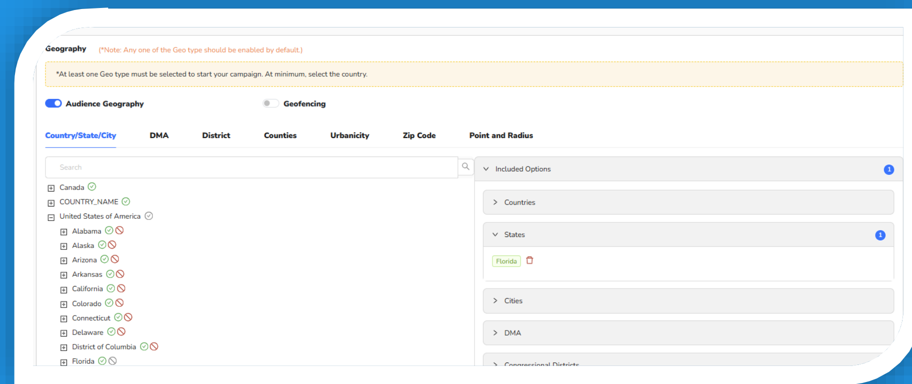
1. Toggle on **Geo Targeting**.
2. Choose to target by **Audience Geography** or target by **Geofencing** using the toggles are the top of the page.

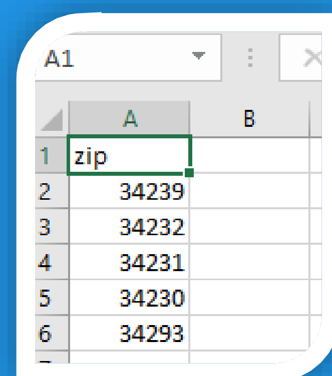
    > You can target by the Country/State/City, Designated Market Area, District, County, Urbanicity, Zip Code, or Point and Radius.

3. To **include** the targeted geography click the green icon, to **exclude** click the red icon.

    > The inclusions and exclusions work across all the geography types so you could target the Washington, DC DMA and then go to the state section and exclude MD, DC and WV to get only northern Virginia.

4. If you want to load a file with several zip codes at once that you want to target, select **zip code**, then create a spreadsheet with the first column labeled **zip** in all lowercase or the “z” can be capitalized and put a list of Zip Codes below on each row as shown. Click **Next** once it’s loaded.

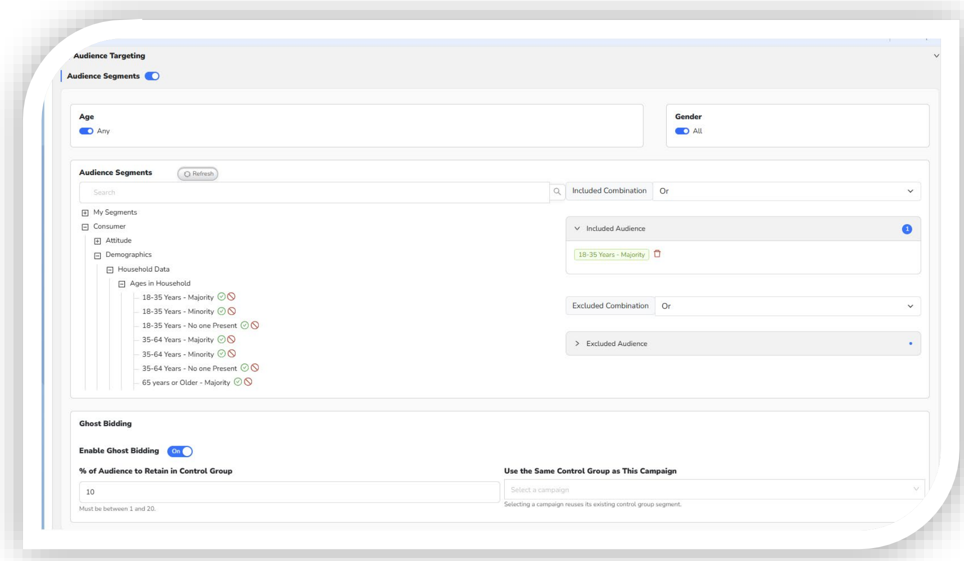




If you need to delete the loaded zip codes, click the **Clear Zip Codes**. To download the list, click **Download Zip Codes**.

Audience Targeting

1. Toggle on **Audience Segments**.
2. If you are targeting a Custom Audience, you will have a section called My Segments under the Audience Segments. Click the ✓ icon to include, or the ⃠ icon to exclude a segment for the audience.
3. Select whether you want the audience combination of identifiers to be treated as "and" or "or" when deciding who to include and exclude. If you loaded a new audience and don't see it in "My Segments" yet when building the campaign, you can click the Refresh button if you want to check if it showed up a few moments later.
4. Toggle on **Ghost Bidding** if you want to test the behavior of the audience you selected in your campaign. You would enter the % of Audience to Retain in the Control Group, and select the campaign to use as the control group. **This tool can only be applied to a campaign with one segment.**



Device Targeting

1. Toggle on **Device Targeting.**
2. Next select a **device type** to run your Display, Native, and Video campaigns:

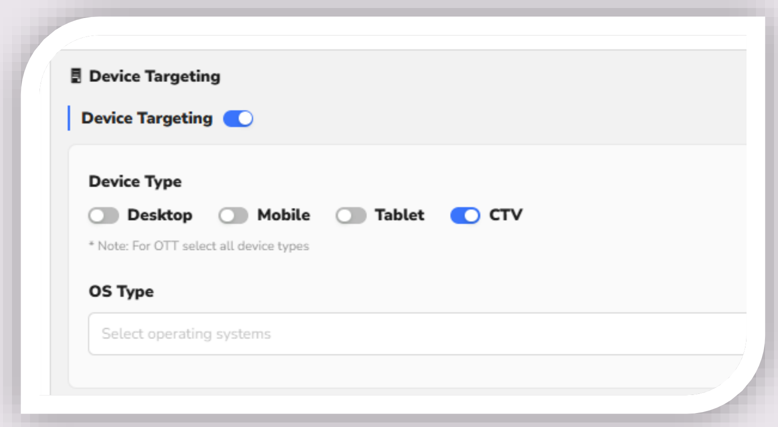
    Desktop

    Mobile

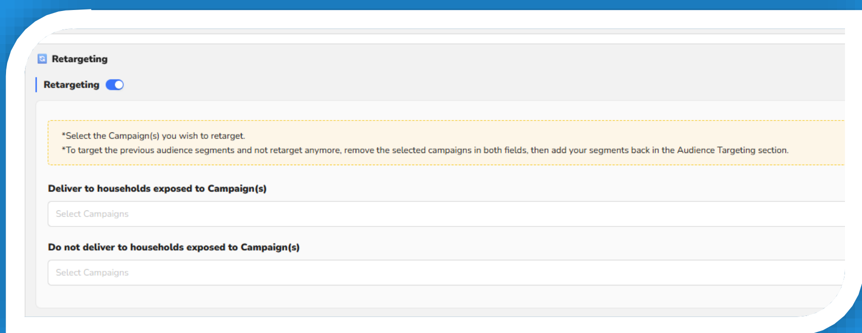
    Tablet

    CTV

Note: CTV Connected TV or OTT (over the top) campaigns select all device types. If you are targeting a specific language audience, you can select a language in Browser Language. If you only want to target specific types of operating systems, you can do that in the **OS Type section**.



Retargeting



1. If you want to make this campaign a retargeting campaign, make sure you don't have any audience selected, and then toggle on **Retargeting**.
2. Select the **Running** campaigns that you want to retarget in the **Deliver to Households Exposed to Campaign** section.
3. If you want to make sure certain audiences who have seen another campaign **cannot see** this retargeting campaign, add those running campaigns to the **Do Not Deliver to Households Exposed to Campaigns** section.

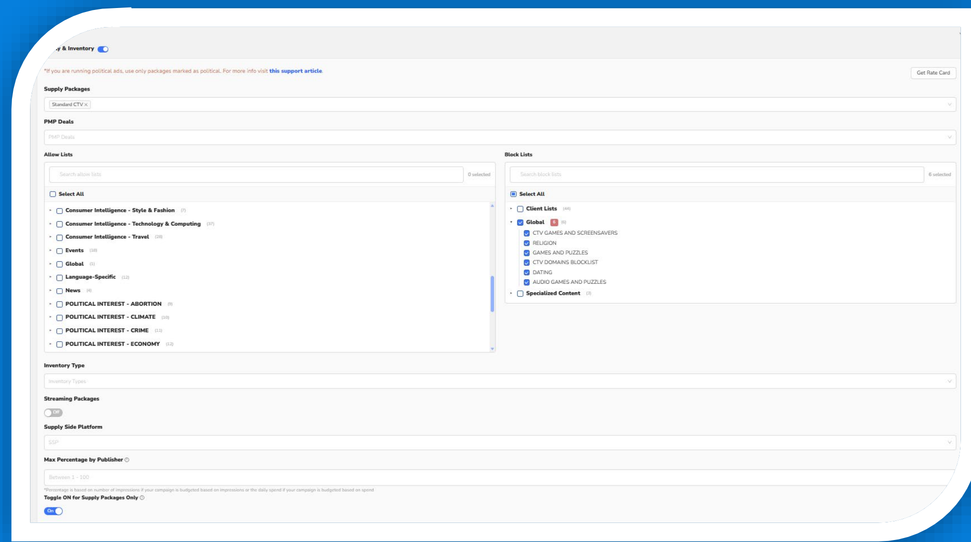
> This removes the Included and Excluded segments from the Audience tab so that the audience targeted is just the retargeting audience. If you want to target the audience segments again instead of retargeting, just remove the campaigns from the retargeting fields, then navigate to the audience targeting tab to add back your audience segments.

Supply Packages

1. Toggle on **Supply & Inventory**.
2. Select the **supply package(s)** that best matches the type of campaign you are running (Display, Online Video OLV, Connected TV CTV, Audio, or Native).

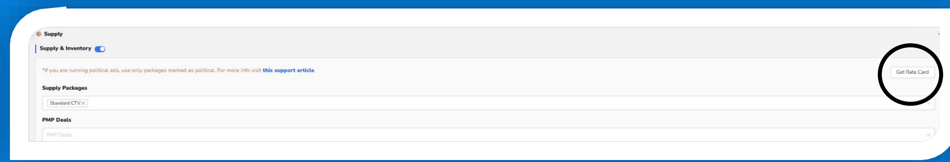
> **For non-political campaigns**, select Standard and/or High Viewability supply categories for the type of ad you're running. **For political campaigns**, select only the political supply for your ad type.

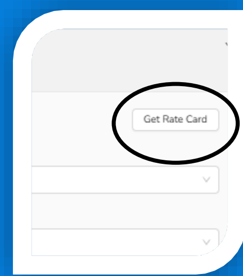
3. If you have specific PMP (Private Marketplace) Deals that you set up, you can select those here.
4. If you want to fine tune your inventory to be targeted to a certain allow list, you select that next.
5. If you want to limit inventory to only Websites or Applications, you select that under **Inventory Type**.

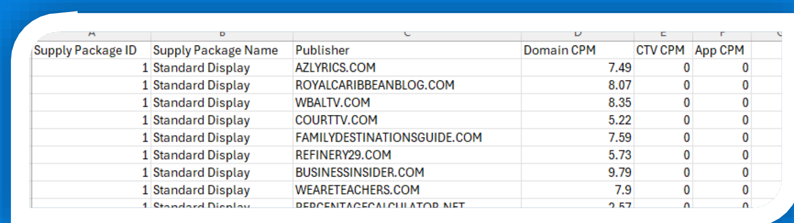


> **We highly recommend you apply our Global Blocklists that are updated daily to every campaign. Select the lists that match the type of campaign you're running.**

6. If you created a Streaming Package, toggle **Streaming Packages** on and select the package you created.
7. If you want to limit your inventory to a specific **Supply Side Platform**, you select that next.
8. If you want to limit impressions to publishers, you can enter the **Max Percentage by Publisher**. The percentage is based on the number of impressions if your campaign is budgeted based on impressions or the daily spend if your campaign is budgeted based on spend.
9. If you untoggle the **Toggle on for Supply Packages Only,** the ad will run in the open internet, instead of our procured inventory.
10. If you want to check that you selected a good CPM for the flight, you can click **Get Rate Card** in the top right corner of this Supply and Inventory section of the campaign setup to download the daily updated list of recommended CPMs based on the median we are seeing across all our campaigns and publishers for the supply packages.

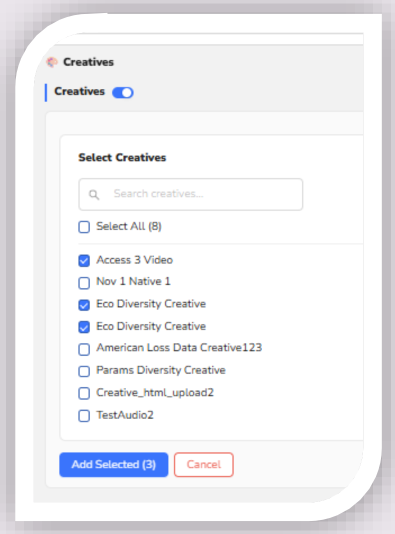


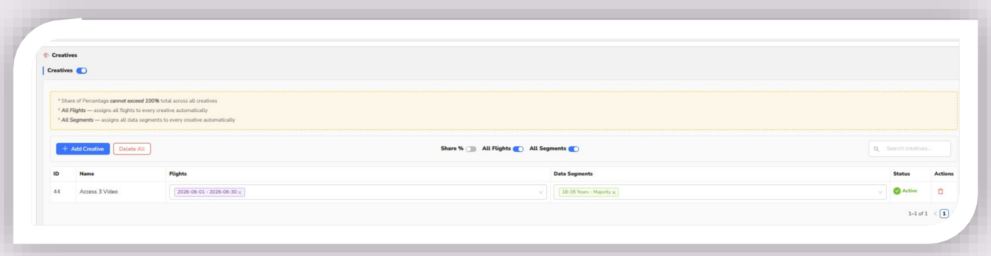




Supply Package ID	Supply Package Name	Publisher	Domain CPM	CTV CPM	App CPM
1	Standard Display	AZLYRICS.COM	7.49	0	0
1	Standard Display	ROYALCARIBBEANBLOG.COM	8.07	0	0
1	Standard Display	WBALTV.COM	8.35	0	0
1	Standard Display	COURTTV.COM	5.22	0	0
1	Standard Display	FAMILYDESTINATIONSGUIDE.COM	7.59	0	0
1	Standard Display	REFINERY29.COM	5.73	0	0
1	Standard Display	BUSINESSINSIDER.COM	9.79	0	0
1	Standard Display	WEARETEACHERS.COM	7.9	0	0

Creatives





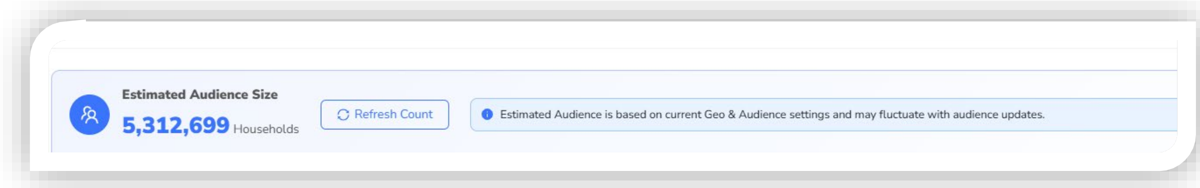
1. Toggle on **Creatives**.
2. Next, click **Add New**.
3. Select all creatives you loaded to your advertiser and then click **Add**.
4. Assign each creative element to a specific **Flight and Data Segment**.

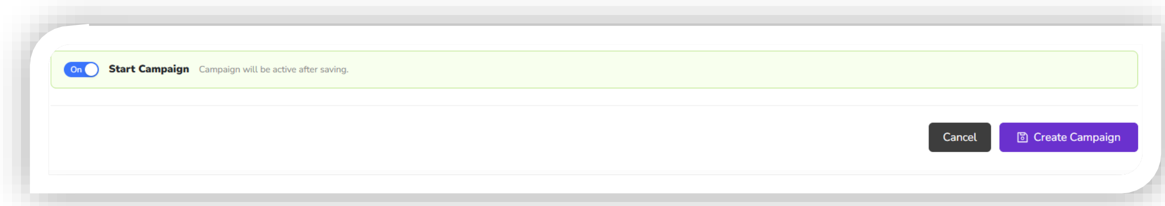
   > To apply the same flight or segment to all creatives, click the “Select All Flights” and/or “Select All Segments” to make all the creatives have matching flights and/or segments.

5. **Share of Percentage Toggle:** By turning this on, you are given additional flexibility with the creative. You can allocate more delivery to common sizes or use this as an opportunity to perform A/B Testing.

Summary

1. Review your **Estimated Audience Size** to determine if you will reach enough people or adjust your geo/segments to increase your reach.
2. If all the settings look good, toggle on **Start Campaign.**
3. The campaign is now in **Pending Launch** section until it launches then will be in the **Running Campaign** section.





Note: The campaign will launch based on the date and time entered in your flights. If you do not toggle on “Start Campaign” and click done your campaign will remain in In Development status and will NOT launch until you toggle on “Start Campaign”.

Campaign Setup Checklist

Advertiser Setup:

- ✓ Be sure to enter the website, select the correct time zone, category, and sensitive categories to include for Advertiser.

Campaign Setup:

- ✓ Make sure you select the correct budget type, advertiser, and total campaign budget.

Flights Setup:

- ✓ Make sure the sum of all the budgets of each flight do not exceed the overall budget from the previous set-up tab.
- ✓ Double check your Frequency and Recency caps.
- ✓ Check your CPM to make sure it's reasonable for the type of campaign running.

Dayparts Setup:

- ✓ Make sure you have the times selected in green when you want the ads to run.
- ✓ Double check the time zone for the ads.

Geography Setup:

- ✓ Make sure your geography settings are correct.
- ✓ Select the Audience Geography toggle to apply geography settings to the specific audience segment from the Audience Targeting tab.
- ✓ Select the Geofencing toggle to target devices in a selected geography.
- ✓ If using Point and Radius, make sure you enter an accurate address and select a value for the radius. Do not leave it at 0.
- ✓ Click the pin to see the address and radius that was previously set.

Audience Targeting Setup:

- ✓ Make sure you have the audience segments selected if you are selecting specific segments.
- ✓ Make sure you choose "OR" for the audience combination not "AND" or you will limit your ad serve, unless you intentionally want to use the AND setting.

Device Targeting Setup:

- ✓ Make sure the correct devices are selected that you want to target.
- ✓ Choose all for OTT (over the top) campaigns.

CONTINUED ▶

Retargeting Setup:

- ✓ Make sure you have the active campaigns selected you want targeted if you are setting up a retargeting campaign.

Supply Setup:

- ✓ Make sure you have all the supply packages or PMPs (private Marketplace) set up for you that matches the type of campaign you are running (Display, OLV Online Video, CTV Connected TV, Native, or Audio). Only select Political Supply for political campaigns.
- ✓ Make sure you have your allow/block lists selected if you are using them.
- ✓ **Add the Global Blocklist.**
- ✓ Make sure your streaming packages are correct.
- ✓ Make sure to leave the toggle on to run ads only on the selected supply packages or turn off to run on the open internet.
- ✓ Use the Get Rate Card button to check recommended CPMs.

Creatives Setup:

- ✓ Make sure you have all the creatives assigned to a flight and data segment if you are targeting a specific audience segment.

Summary:

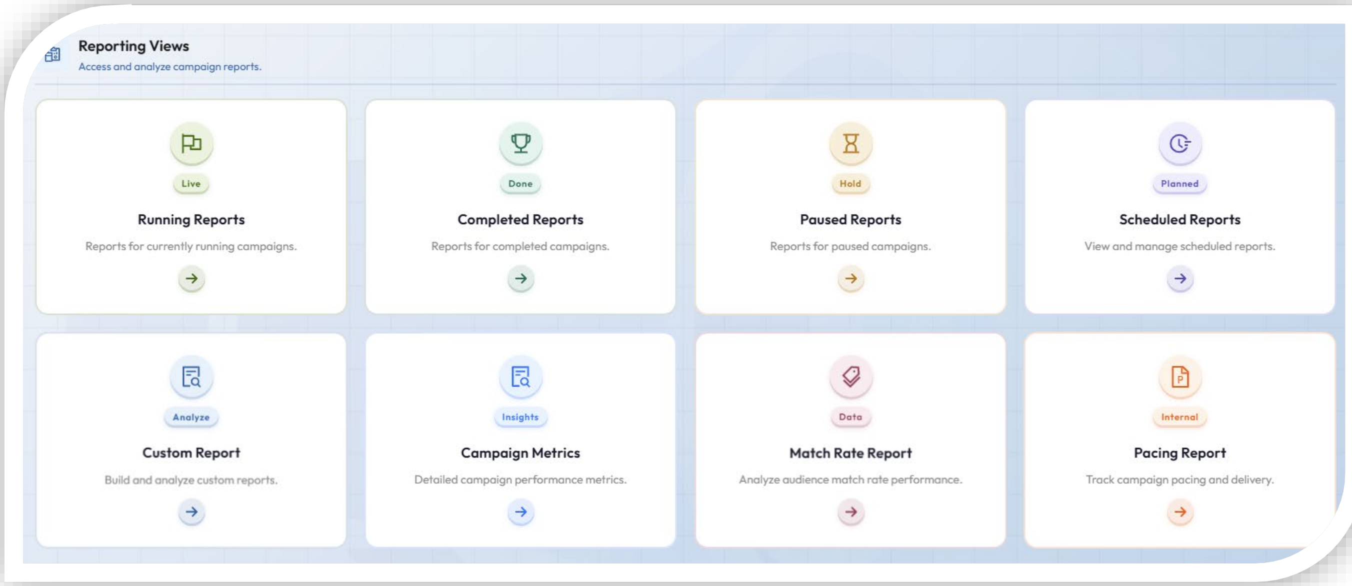
- ✓ Check the estimated audience size to see if it's acceptable for what you're looking for.
- ✓ Double check each section once more before launching.

If all the settings look good, toggle on "Start Campaign" and click Done at the bottom to put the campaign in "Pending Launch" status. The campaign will launch based on the date and time entered in your flights.

If you do not toggle on "Start Campaign" and click done, your campaign will remain in "In Development" status and will NOT launch until you toggle on "Start Campaign" and click Done.

MANAGING AD CAMPAIGNS

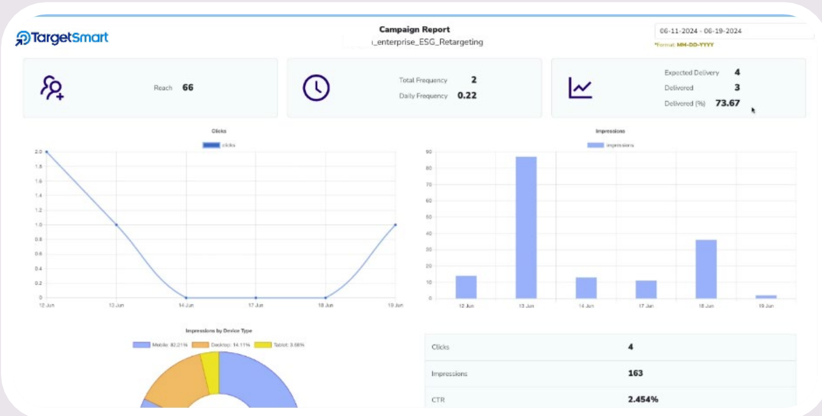
Reporting

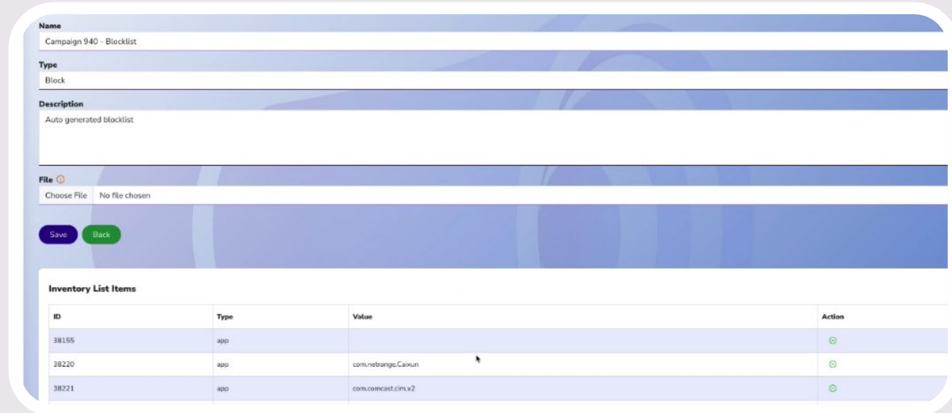


Types of Reporting Views:

- **Running Reports**: Reports for currently running campaigns.
- **Completed Reports**: Reports for completed campaigns.
- **Paused Reports**: Reports for paused campaigns.
- **Scheduled Reports**: Create and manage scheduled reports.
- **Custom Report**: Build and analyze custom reports.
- **Campaign Metrics**: Detailed campaign performance metrics for running and completed campaigns.
- **Match Rate Report**: Report that analyzes the audience match rate performance.
- **Pacing Report**: List of running campaigns with pacing and delivery metrics.
- **Ad Group Report**: List of Ad Group Reports.

CONTINUED ▶





Watch the Video Tutorial: Video Tutorial: Reporting

1. To access a report, click **Media Buying Platform**, and **Reporting**.
2. Select the type of report you're looking for, select the campaign you want to see the report for. Edit the date on the top right to the dates you need for the report.
3. Click Export to export the report as a pdf. You can select which parts of the report to include.

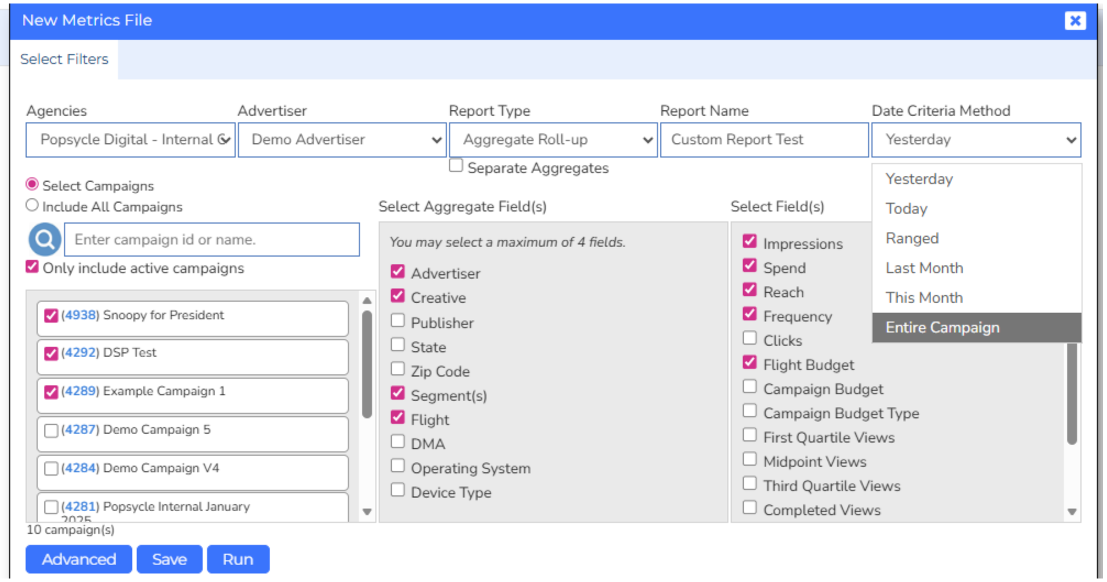
Tips: You can export sections of the report as well if the option is to the top right of the box.

If you need to block a publisher from the report that you don't want your ads serving on, just click the button to block the publisher.

If you need to unblock a publisher, go to **Media Buying Platform**, **Setup**, then **All Block Lists**. Use the search box in the upper left corner to enter your campaign ID number. The list name will be in the format of Campaign [campaign id]- Blocklist. Click on the row to open the **edit blocklist screen**. Click the green icon at the end of the row to remove the publisher and allow your ads to be served on the publisher again. Then click **save**.

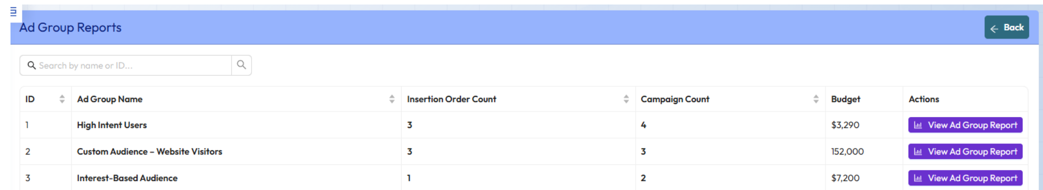
Creating Custom Reports

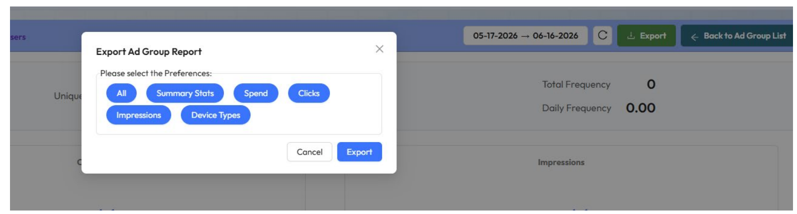
1. To create a custom report, click **Media Buying Platform**, **Reporting** then **Custom Report.**
2. Select **Create Report** in the top right corner. Select the **Agency**, **Advertiser**, and **Campaigns** to include.
3. Select the **Report type,** enter the **name** the report and select the **date criteria method**. Select the **Aggregate Fields** and metric **fields** to include in the report.
4. Select **Advanced** to configure sorting settings of the report. **Select Top** is where you enter the number of campaigns to return. Select which metric to **sort by** then the **Sort Direction** (Ascending or Descending).
5. Select **Save** to save the report and edit later by selecting Edit from the list of custom reports.
6. Select **Run** to generate and download the report immediately.

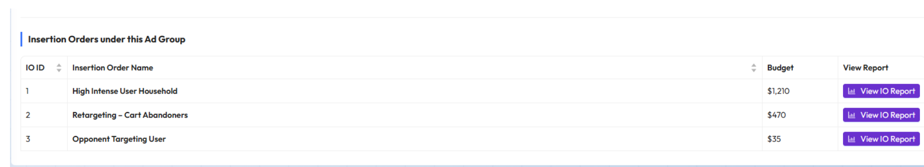


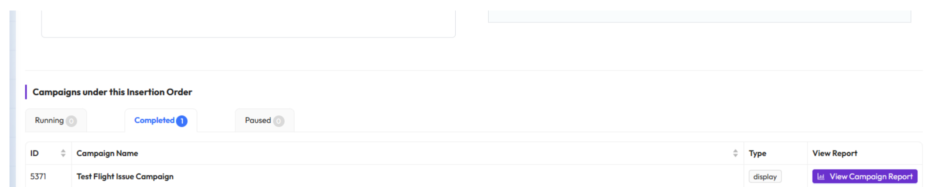
Ad Group Reports

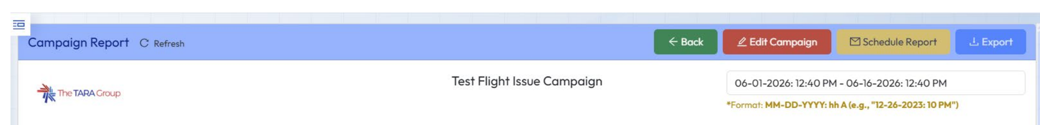
1. To see your report for your Ad Group, select **Ad Group Report** in the reporting section.
2. Then select **View Ad Group Report**.
3. Edit the date range at the top. Then you can export the report as a pdf.
4. At the bottom select **View IO Report** to see a specific IO report.
5. To see an individual campaign's report, find your campaign under either Running, Completed, or Paused and then select **View Campaign Report**.
6. Select the date range for the campaign report. You can then choose to edit the campaign, export a pdf of the report, or schedule the campaign's report.





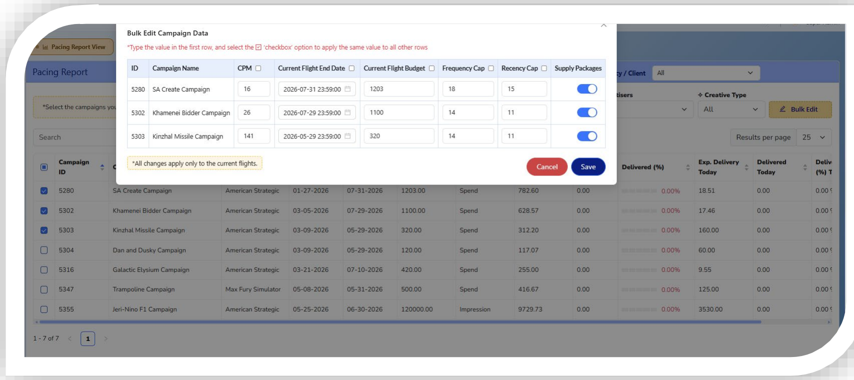


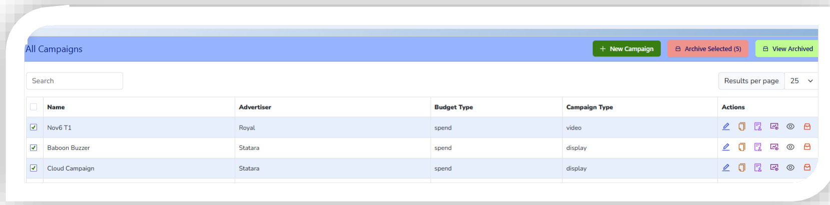




Bulk Editing Campaigns

1. Select **Media Buying Platform** from the main menu, then **Pacing Report View.**
2. Select the campaigns you want to **bulk edit** CPM, Flight End Dates, Budget, Frequency, Recency, or whether you want to target Supply Packages.
3. Click **save** after the changes are complete.
4. To **archive campaigns** in bulk, select Campaigns, then All Campaigns from the Media Buying Platform menu. Select the campaigns you want to archive and then click the button at the top right that says Archive Selected.
5. To **unarchive**, you can select the icon that says **View Archived**, select the campaigns you want to unarchive, and then select **Restore Selected**.





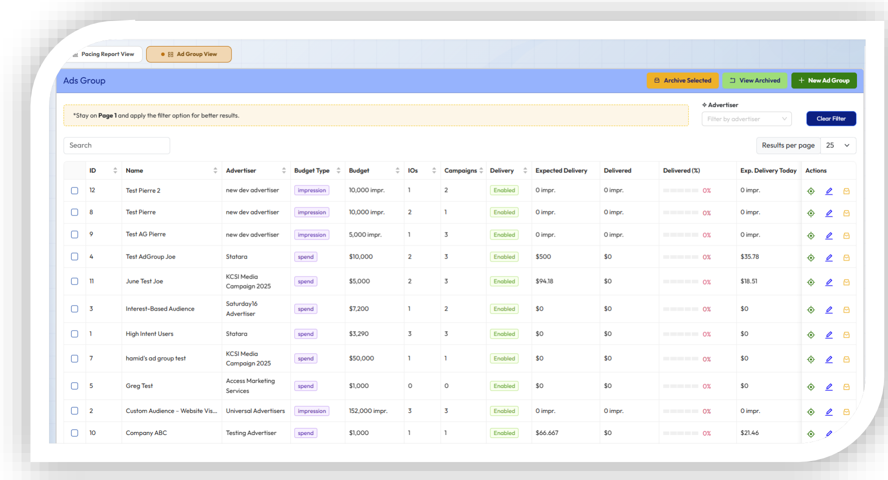
AD GROUPS

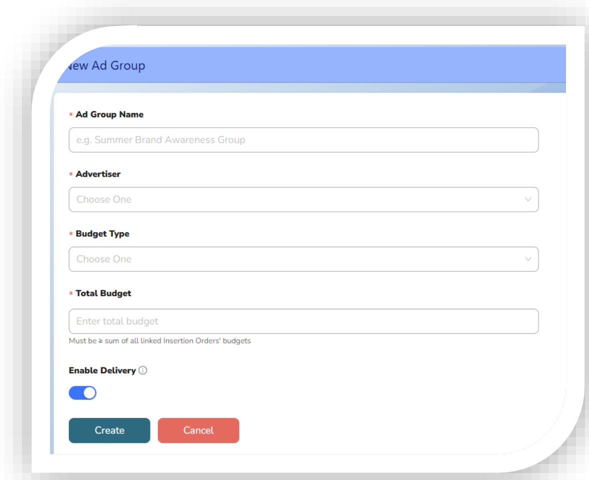
Creating Ad Groups

You have the ability to build campaigns in the form of Ad Groups in our Media Buying Platform as well with the following steps.

[Video Tutorial: Ad Groups]

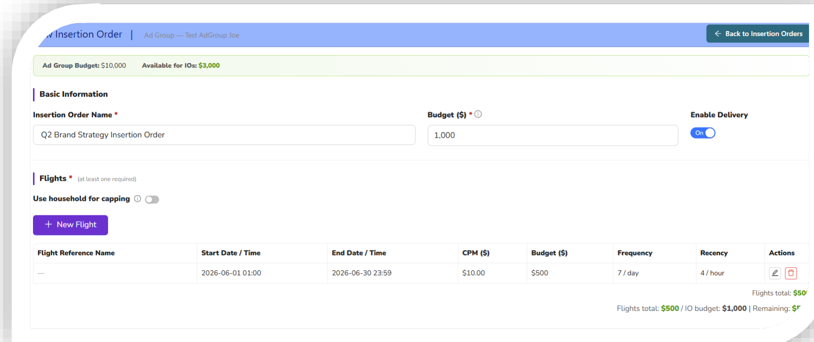
1. Select **Media Buying Platform** from the main menu.
2. Click **Ad Group View** to access the Ad Group settings.
3. Select **New Ad Group** at the top right.
4. Enter the **Ad Group Name**.
5. Select the **Advertiser**.
6. Select the **Budget Type**: Impressions or Spend
7. Enter the **Total Budget**. This must be greater than or equal to the sum of all linked Insertion Orders' budgets.
8. Toggle on **Enable Delivery**. Toggling it off will stop all linked campaigns.
9. Click **Create**.
10. To edit an Ad Group, click the pencil icon next to the Ad Group in the list of Ad Groups.

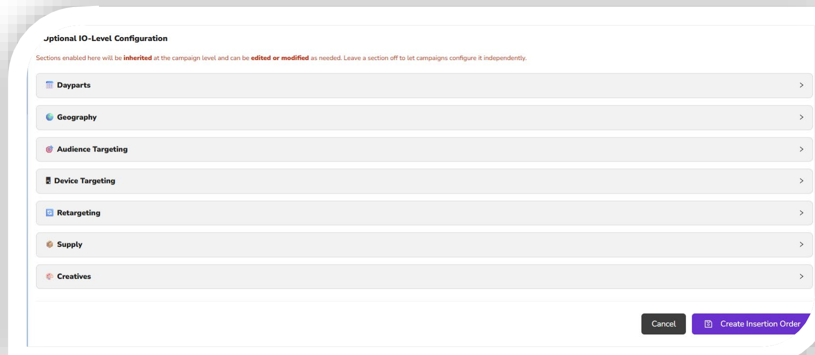




Creating Insertion Orders

1. To create an **Insertion Order**, go back to the list of all Ad Groups and click the green target icon to the right of the group to view the Ad Group details and create an insertion order.
2. Click **Insertion Orders**.
3. Select **New Insertion Order**.
4. Enter the **Insertion Order Name**.
5. Enter the **Budget**. This must fit within the Ad Group's remaining available budget.
6. Toggle on **Enable Delivery**.
7. Enter a **New Flight** with the date, time, CPM, Budget, Frequency, and Recency settings and click Add Flight.
8. The rest of the settings that are enabled here will be **inherited** at the campaign level and can be **edited or modified** as needed. Leave a section off to let campaigns configure it independently.
9. View our [Campaign Build Process]() for more details.
10. Select **Create Insertion Order**.

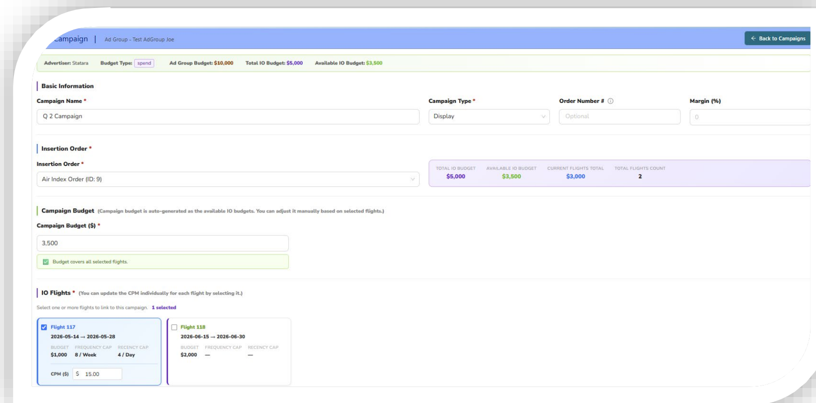


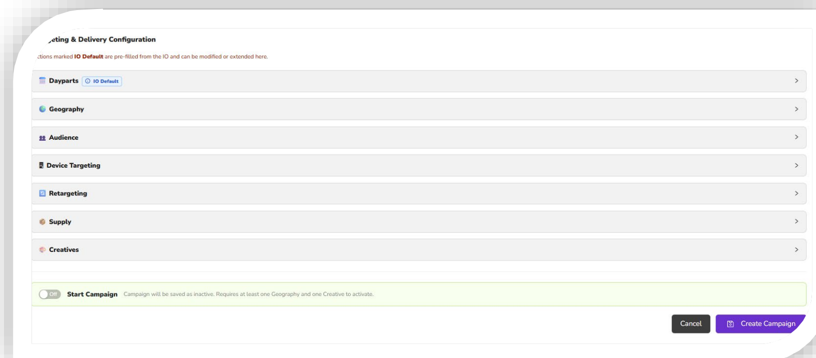


To edit an Insertion Order: Go back to the Ad Group details, and select **Insertion Orders**, and you will see all the insertion orders created for that Ad Group. Select an insertion order to see a summary of the details. You can click **Edit Insertion Order** to edit.

Creating Campaigns

1. To create a campaign, go to the **Campaigns** section of the Ad Group details and select **New Campaign**.
2. Enter the **Campaign Name**, select the campaign **Type**, enter an **order number** and the **margin %** for that campaign if necessary.
3. Select the **Insertion Order** for this campaign.
4. Enter the **Campaign Budget**. It's auto-generated as the available IO budgets. You can adjust it manually based on selected flights.
5. Select the **Insertion Order Flights** to save to this Campaign and adjust the CPM if necessary.
6. The Targeting and Delivery Configuration marked IO Default are prefilled from the Insertion Order settings and can be modified or extended here. You can also configure the other settings here for the campaign. See our [Campaign Build Process]() for more details on each section.
7. Toggle on **Start Campaign** to have it launch on the flight start date.
8. Click **Create Campaign**.





BEST PRACTICES FOR CAMPAIGNS

Non-Political Supply Best Practices

Display Ad Best Practices

Select the **Standard Display package** for the standard sites/apps, or **High Viewability Display** to target the maximum websites at the highest viewability area, above-the-fold.

Online Video (OLV) Ad Best Practices

Select the **Standard OLV** package for the standard sites/apps or **Standard OLV- Premium** to target premium publishers.

Always add the **Global Blocklists** to exclude gaming, dating, or religious sites.

Connected TV (CTV) Ad Best Practices

Select the Standard CTV, CTV Spanish Language, or Live Sports CTV package depending on your ads.

Select the **Standard CTV no vMVPD package** if you don't want to include **Virtual Multichannel Video Programming Distributors** like Pluto and Sling that don't report on individual channels within the network that delivered the ad. If you want to target only specific channels or networks, create a **Streaming Package** on the Media Buying Platform. Then apply that to your campaign in the Supply section.

Audio Ad Best Practices

Select the Standard Audio package. You can create a Streaming Package to fine tune your inventory for certain music stations, languages, and podcasts. Then apply that to your campaign in the Supply section.

Non-Political CPM Best Practices

We recommend the following ceiling price for the CPM (cost per thousand impressions).

Display Supply:

Standard Display	For non-political display or native campaigns	**$6-8**
High Viewability Display	For non-political display campaigns, includes premium inventory that has higher viewability (above-the-fold)	**$8-10**

Online Video/Pre-roll Supply:

Standard Pre-roll	For non-political online video	**$10-15**
Premium Pre-roll-Standard	For non-political online video campaigns, includes premium inventory excluding most gaming and dating sites	**$17-25**
High Viewability Pre-roll	For non-political online video campaigns, includes premium inventory that has higher viewability	**$17-25**

CTV Supply:

Standard CTV	For non-political CTV campaigns, includes all channels	$25-30
Live Sports CTV	For non-political CTV campaigns targeting Live Sports channels	$32-40
CTV Spanish Language	For non-political CTV campaigns targeting Spanish language channels	$32-40
Streaming Package	When you create a Streaming Package within the Media Buying Platform, your ads will only run on these channels/networks.	$40-50

Audio Supply:

Standard Audio	Radio, Podcasts, etc. for non-political ads	**$12**

Political Supply Best Practices

Display Ad Best Practices

Select the **Political Display package** for the standard sites/apps, or **Political High Viewability Display** to target the maximum websites at the highest viewability area, above-the-fold.

Online Video (OLV) Ad Best Practices

Select the **Political OLV** package for the standard sites/apps or **Political OLV- Premium** to target premium publishers.

Always add the **Global Blocklists** to exclude gaming, dating, or religious sites.

Connected TV (CTV) Ad Best Practices

Select the Political CTV, Political CTV Spanish Language, or Political Live Sports CTV package depending on your ads.

Select the **Political CTV no vMVPD package** if you don't want to include **Virtual Multichannel Video Programming Distributors** like Pluto and Sling that don't report on individual channels within the network that delivered the ad. If you want to target only specific channels or networks, create a **Streaming Package** on the Media Buying Platform. Then apply that to your campaign in the Supply section.

Audio Ad Best Practices

Select the Political Audio package. You can create a Streaming Package to fine tune your inventory for certain music stations, languages, and podcasts. Then apply that to your campaign in the Supply section.

Political CPM Best Practices

We recommend the following ceiling price for the CPM (cost per thousand impressions).

Display Supply:

Political Display	For Political targeting display campaigns	**$8-10**

Political Audio Supply:

Political Audio	Radio, Podcasts, etc. that accept political ads	**$15**
Audio Podcast Political Right	Right Leaning Podcasts Only	**$20**
Audio Podcast Political Left	Left Leaning Podcasts Only	**$20**
Audio Podcast Political Both	All Political Podcasts	**$20**
Audio Podcast Top 20	Top 20 Podcasts	**$20**

Online Video/Pre-roll Supply:

OLV Political Local	For standard political online video campaigns	**$17-25**
High Viewability OLV Political	For political preroll campaigns, includes premium inventory that has higher viewability (above-the-fold)	**$17-25**
Premium Pre-roll-Political	For online video political campaigns with premium inventory excluding most dating or gaming sites	**$17-25**

CTV Supply CPM:

Political CTV and CTV Political Local	For standard political CTV campaigns, includes channels that allow political advertising	**$35-43**
CTV Political No vMVPD	For CTV campaigns excluding vMVPD channels (like Pluto, SlingTV) so that all specific channels the ad streamed on will be shown.	**$35-45**
Streaming Package	When you create a Streaming Package within the Media Buying Platform, your ads will only run on these channels/networks. You still need a supply package from above added.	**$40-50**

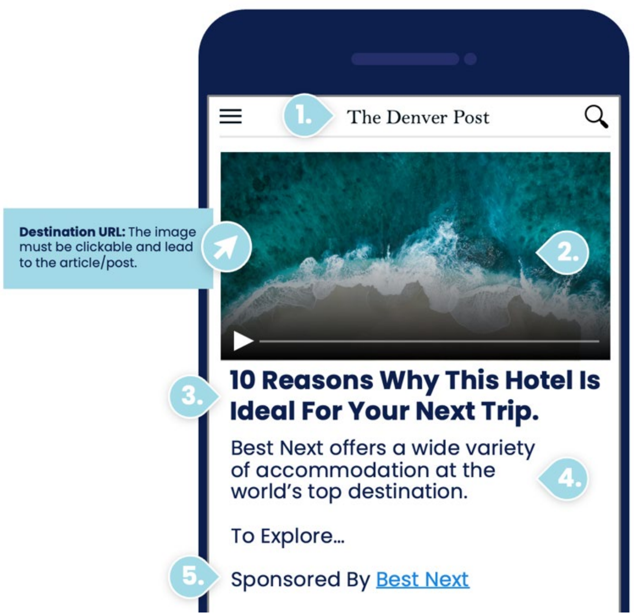
Creative Best Practices

Native Ads

Great for testing because of their ease of set up and increase on performance.

When Your Goal Is

> **Clicks or click-through rates**
>
> **Site visit or content reads**
>
> **Sign-ups, conversions or sales**



Native Ad: Specs

All creatives should have the following elements:

1. **THE DOMAIN/SITE:** An example of where your native ad can run, not part of the native ad specs.
2. **IMAGE:** Recommended all sizes: 1200 × 627, 800 × 600, 600 x 600 pixels.

   > File Type JPG or PNG files.
   >
   > File size is 750 KB.
   >
   > Minimum: 72 pixels per inch.
   >
   > Recommended:144 pixels per inch

3. **HEADLINE:** Maximum of 55 characters, minimum of 5 characters, including spaces.
4. **BODY:** Maximum of 120 characters, minimum of 5 characters, including spaces.
5. **SPONSORED BY:** Enter who the Ad is sponsored by.

Display Ads

Offer data gathering and per-ad click tracking which provides great information on user preferences, etc.

When Your Goal Is

- Impressions & unique reach

All standard display units run across desktop, mobile, and tablet inventory.

- 4mb maximum file size
- 30s maximum time

Display Ad Sizes

- ✓ 300x600
- ✓ 320x480
- ✓ 728x90
- ✓ 160x600
- ✓ 468x60
- ✓ 300x50
- ✓ 320x50
- ✓ 300x250

- CATCH YOUR VIEWER'S ATTENTION IN THE FIRST 3 SECONDS.
- MOBILE FIRST APPROACH: LOGOS, BRAND CUES AND PRODUCT SHOTS NEED TO BE LARGE ENOUGH.
- CREATE ADS THAT CAN STILL CONVEY A MESSAGE IF SHORTENED TO 10–20 SECONDS.
- FOCUS ON A NARRATIVE THAT DEMONSTRATES YOUR LARGER BRAND STORY.
- SHOW CUSTOMERS HOW YOUR VALUES ALIGN WITH THEIRS.
- INCLUDE CLOSED CAPTIONS.
- INCLUDE A STRONG CALL TO ACTION (CTA).

Aspect Ratio	16:9
Video Length	15S - Most Common 30s - Most Common 60s
Resolution	*HD resolution strongly recommended 1280 × 720 for 720p 1920 x 1080 for 1080p Standard: 360-576p (e.g, 854 × 480)
File Type	MP4 (Max 150mb)

Video

Video advertising is an ideal medium for storytelling. It provides an opportunity to communicate your brand values, mission statement, and why you are unique compared to the competition.

BRAND AWARENESS: Video advertising can be a great way to create an emotional connection to your brand.

IN TANDEM WITH IN-BANNER VIDEO DISPLAY ADS: You can use the same video, in an in-banner display asset to re-engage with those who have expressed interest in the ad already.

IN TANDEM WITH CONNECTED TV: Incorporating connected TV (CTV) into your video strategy unlocks an even larger opportunity to capture your audience's attention.

CTV

Ad placements on connected TV are bought and sold like digital video, just on a TV screen. These placements are most likely to be non-skippable with the audio on.

BRAND AWARENESS: Video advertising can be a great way to create an emotional connection to your brand.

IN TANDEM WITH IN-BANNER VIDEO DISPLAY ADS: You can use the same video, in an in-banner display asset to re-engage with those who have expressed interest in the ad already.

IN TANDEM WITH CONNECTED TV: Incorporating connected TV (CTV) into your video strategy unlocks an even larger opportunity to capture your audience's attention.

Already Running Campaign On	% Population for Existing Channel	Total % Population Reach Adding Display	Total % Population Reach Adding Native	Total % Population Reach Adding Video
DISPLAY	80%		87%	94%
NATIVE	53%	87%		82%
VIDEO	75%	94%	82%	

Aspect Ratio	16:9
Video Length	15S - Most Common 30s - Most Common 60s
Resolution	*HD resolution strongly recommended 1280 × 720 for 720p 1920 x 1080 for 1080p Standard: 360-576p (e.g, 854 × 480)
File Type	MP4 (Max 150mb)

Determine the right timing for your ad: Long-form audio is best used for ad recall, brand sentiment, and message association. Short-form audio is best used for purchase intent.

Audio Length	15s - Most Common 30s - Most Common 60s
File Type	Bit Rate 128 kbps Constant bitrate (CBR) NOT Variable bitrate (VBR) MP3 (Max 150mb)

Audio

Audio advertising is an ideal medium for raising awareness. It provides an opportunity to communicate you're the benefits of your brand and why you are unique compared to the competition.

> **BRAND AWARENESS:** Audio advertising can be a great way to introduce your brand.
>
> **RETARGET WITH IN-BANNER DISPLAY ADS:** You can use a retargeting ad those receiving the audio ad with an in-banner display asset to re-engage with those who have received exposure to the first ad.
>
> **IN TANDEM WITH CONNECTED TV:** Incorporating connected TV (CTV) into your advertising strategy unlocks an even larger opportunity to capture your audience's attention.

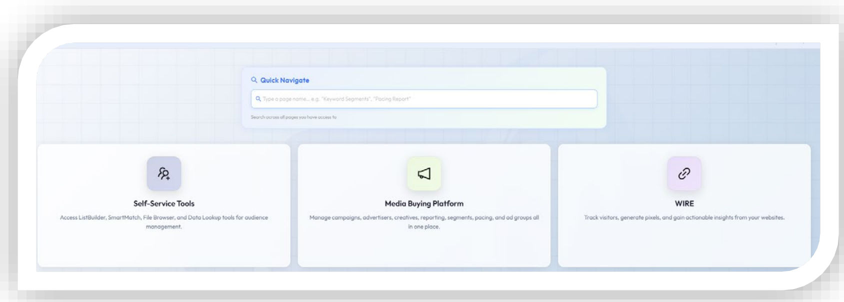
CTV Pause Ads

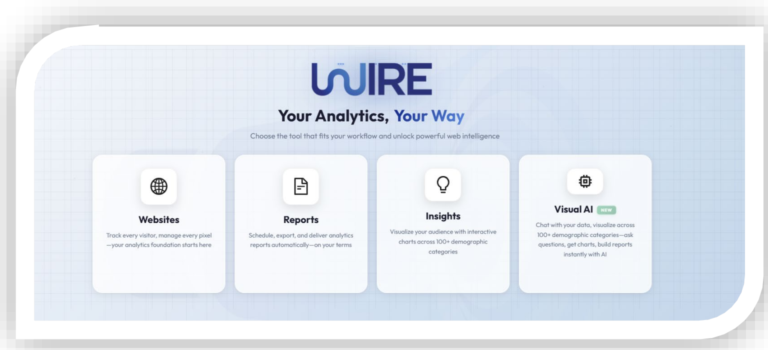
Pause Ads are ads that display when you pause a streaming show/movie.

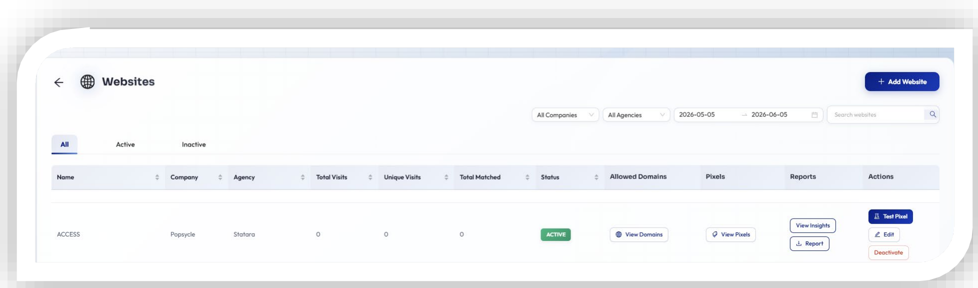
Dimensions	1920x1080 Pixels
Bit Rate	5mbps+
Max file size	200 MB
Frame Rate	29.97fps
Duration	:30s
File Format	MP4 uncompressed
Third-Party Tracking	Tracking pixels are permitted. All VAST tags and tracking pixels must be secured and start with https://
Audio	No Audio. Video should contain a muted audio track.

WIRE

Website Pixel Setup







1. Select **WIRE** from the main menu.
2. Then select **Websites**.
3. Then click **Add Website**.
4. Click the icon on the top right that says **Add Website.**

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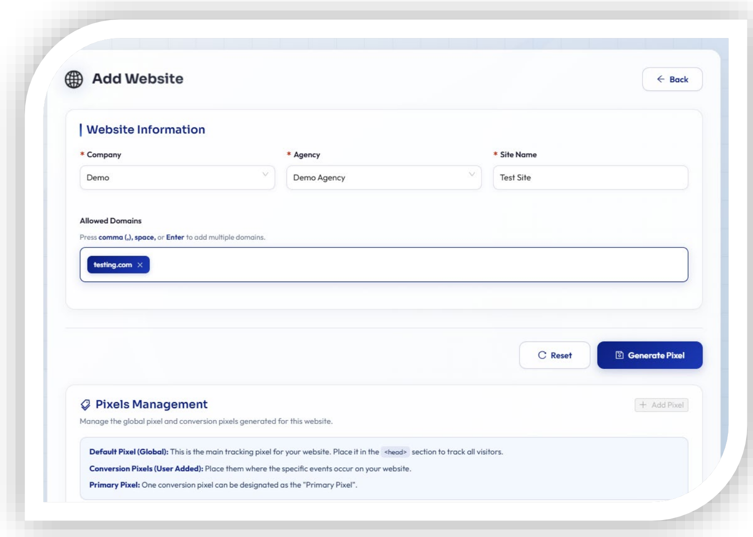
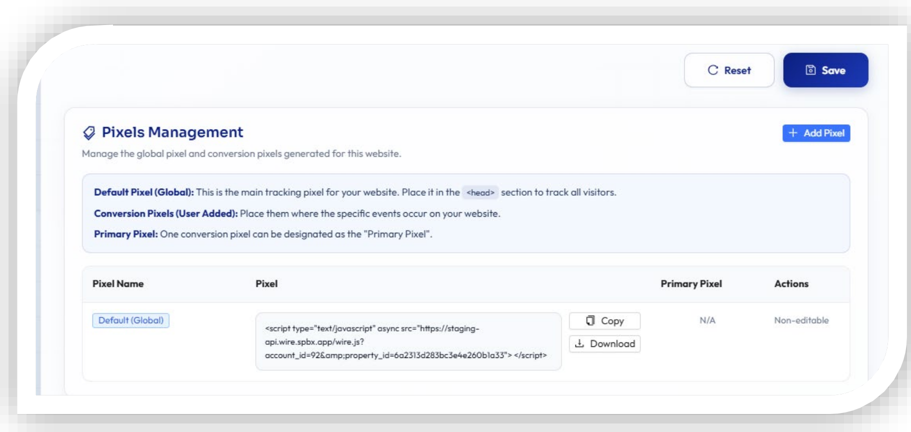
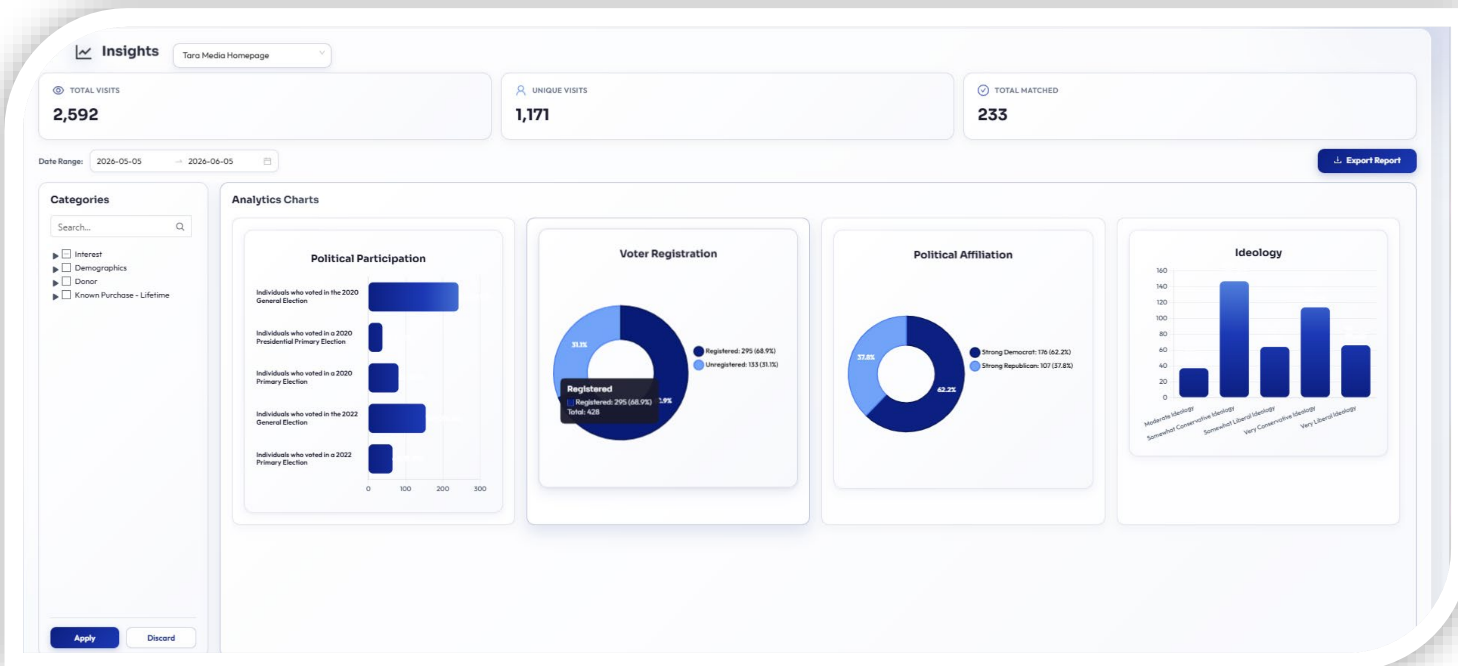




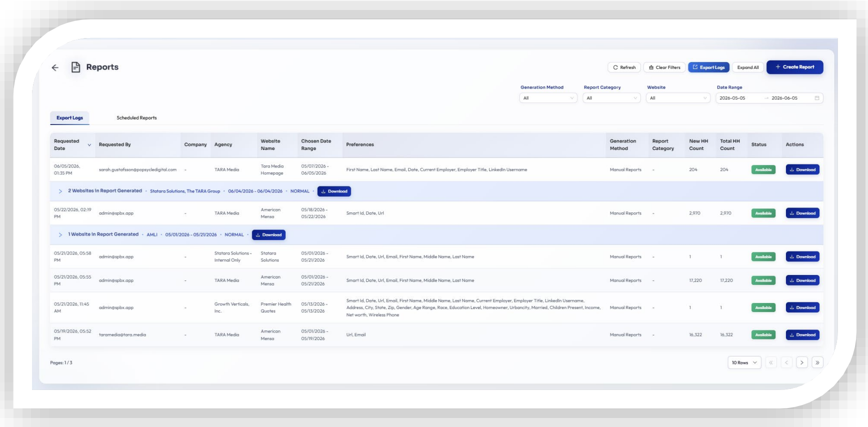
5. Select the **Company**, **Agency**, then enter the **Site Name.**
6. Enter the **domains** you want tracked by the pixel separated by a comma, space, or enter.
7. Then click **Generate Pixel**.
8. Click copy on the pixel script, and place it in the <head> section to track all visitors.
9. You can add a conversion pixel to track a specific page on your site specifically by clicking **Add Pixel**.
10. Click **Add Conversion Pixel Name**. Enter the name of the conversion pixel, and click **Create**.

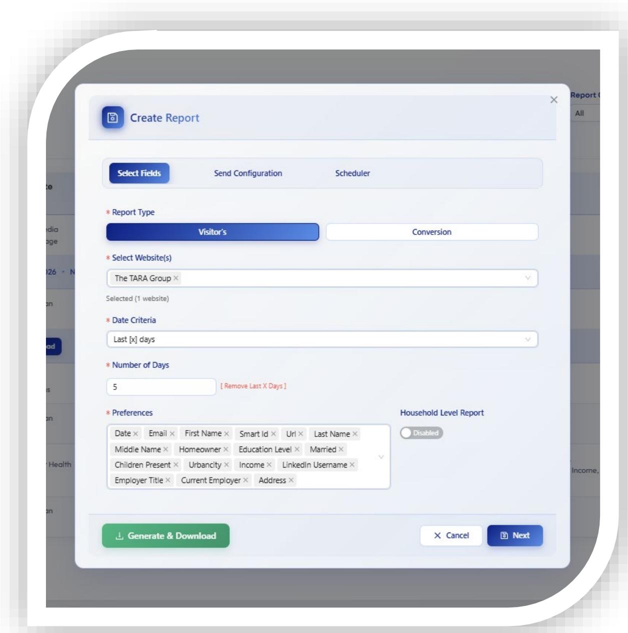
Insights



1. Click **View Insights** to see more details on the audience who went to the site.
2. Click the **categories** of the insights on your audience you want to view.
3. Select the **date range** on the top right.
4. Click **Apply**.
5. Select **Export Report** to export a pdf.

Exporting Reports





1. Click **Reports** on the main WIRE menu.
2. You will see any reports that have been **exported** along with the user and Agency that requested them. You will also see a section for **scheduled** reports.
3. Click **Create Report** to start a new report.
4. Select the website, date criteria, and the fields to include in the report. Select the **Visitor's** report type for those who visited the page.
5. For a Visitor's Report, if you select the Household Level Report toggle, the only data included in the report will be Date, URL, Household ID, Address, City, State, and Zip and the "Fields" selection drop-down will be grayed out as the rest of those data points are individual-based.

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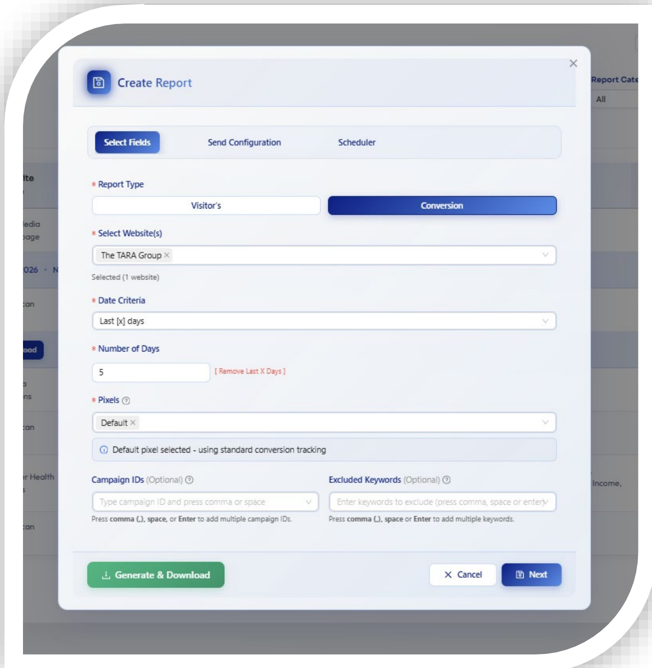

ate	Income	Net worth
2025-05-06 20:09:03.990	$20,000-$29,999	$1 - $24,999
2025-05-06 13:12:34.827	$150,000-$199,999	$375,000 - $499,999
2025-05-06 13:12:34.827	$150,000-$199,999	$375,000 - $499,999
2025-05-06 13:12:34.827	$150,000-$199,999	$375,000 - $499,999
2025-05-06 15:57:05.795	$20,000-$29,999	$1 - $24,999
2025-05-06 20:33:30.630	$30,000-$39,999	$0 or Less
2025-05-06 13:50:35.362	$150,000-$199,999	$375,000 - $499,999
2025-05-06 13:50:35.362	$150,000-$199,999	$375,000 - $499,999
2025-05-06 13:50:35.362	$150,000-$199,999	$375,000 - $499,999
2025-05-06 14:57:05.022	$20,000-$29,999	$1 - $24,999
2025-05-06 13:01:20.735	$150,000-$199,999	$375,000 - $499,999
2025-05-06 14:20:40.701	$40,000-$49,999	$25,000 - $49,999

6. For a **Conversion** report of those visitors who have converted If you select Conversion, you will then need to select the Pixels you want on the report. Optionally, you can choose to have the report match the pixel to specific campaigns by entering the Campaign IDs.

7. Another option for your report is to exclude the URLs containing keywords.

8. Click **Generate and Download Report** to immediately download the report. (Example to the left.)

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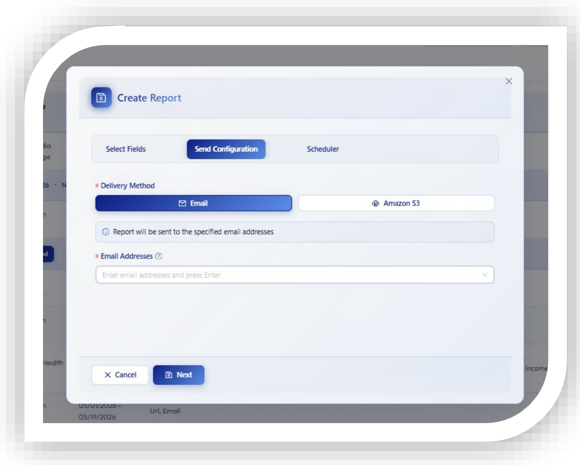
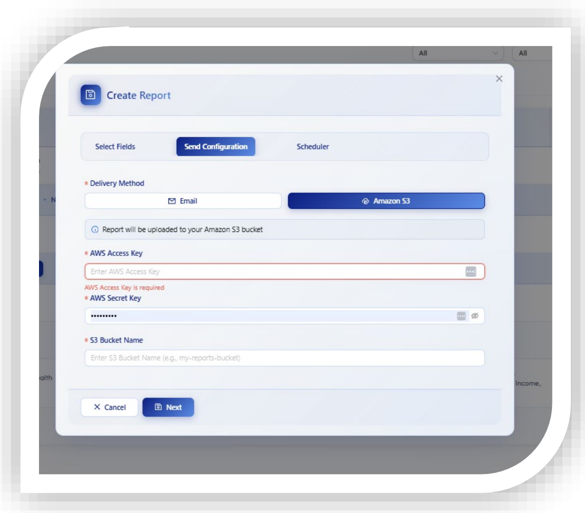
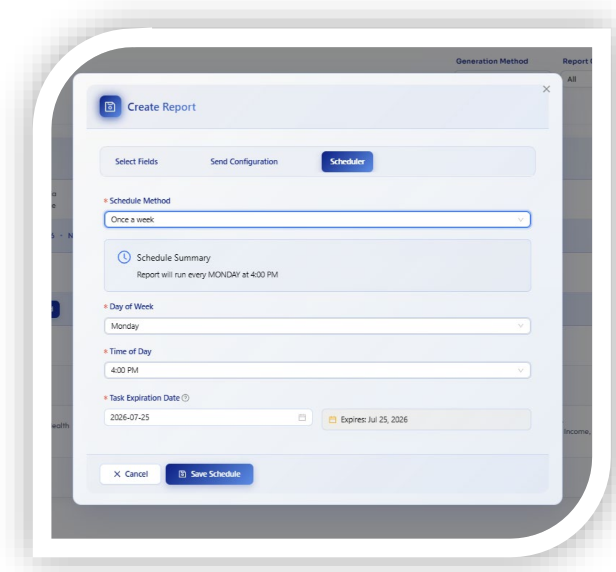




9. To email the report or send to an Amazon s3 bucket, select **Send Configuration**. Then enter the email, or the AWS Access Key, AWS secret Key, and enter the S3 Bucket Name.

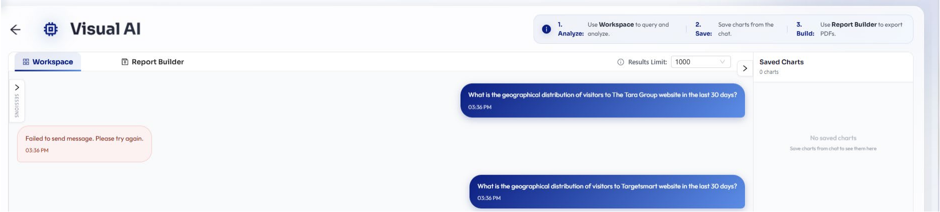
10. To schedule a recurring report to be sent in a certain cadence, select **Scheduler**, then the schedule method, then select the specifics for that time frame and click **save schedule**.

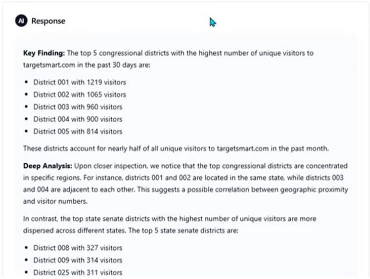
11. To export a log of the reports, click the icon to the top right of the report section that says **Export Logs**.

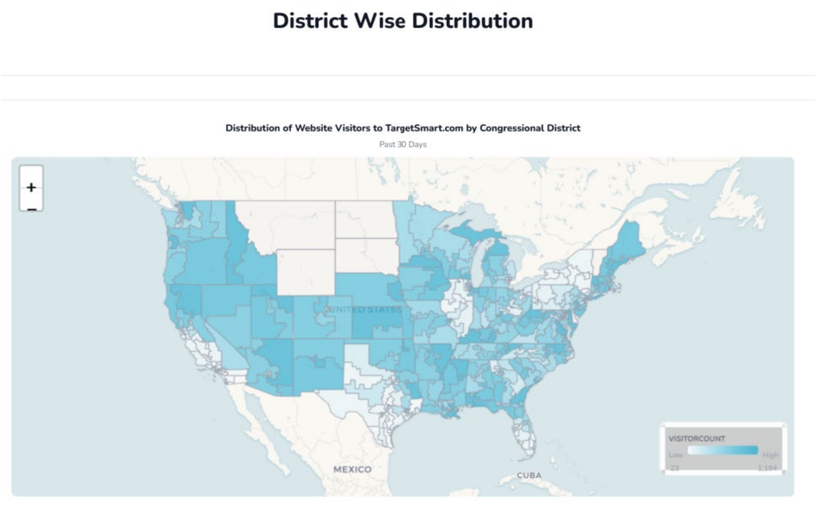


Visual AI

1. You can analyze your WIRE pixel data and create custom reports with the **Visual AI** function. Using common language to request your reports. Simply type in the chat the metrics you need. You can analyze website visitor data and compare the website visitor data to campaign data.
2. Select Visual AI from the WIRE main menu.
3. Enter a query. For example: what is the geographic distribution of visitors to your website (put the name you named your website pixel). Then click send of enter Cntrl+Enter.
4. It may ask you clarifying questions like the timing for the data if you didn't initially mention in the query.
5. Once you receive the data, you can query for the system to show you in a bar chart, pie chart, heat map, etc.
6. You can click the chart to save it and use to make a custom report.







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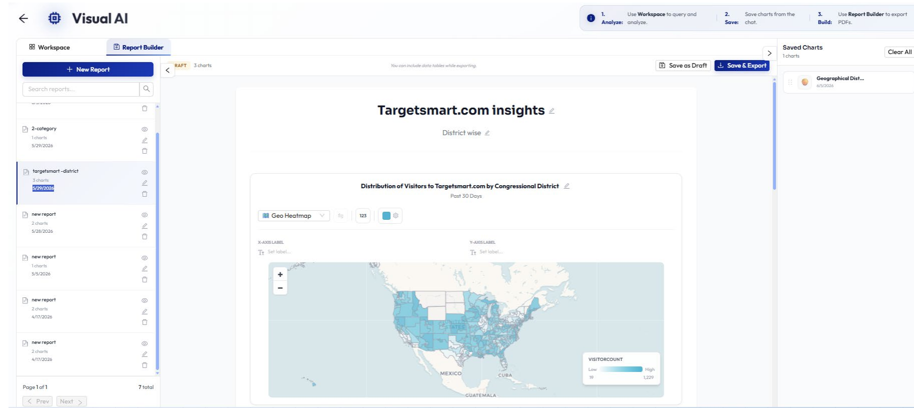
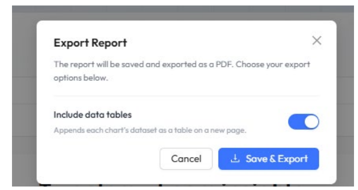
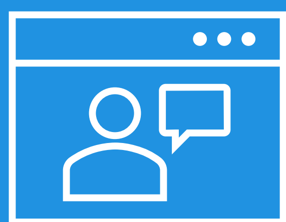
7. When you're ready to build a report, select **Report Builder**.
8. Select **New Report**. Then drag any saved charts you have on the left side to the middle.
9. You can **save as a draft**, or **Save and Export** as a pdf.
10. Then you can toggle to **include data tables** that will append each chart's dataset as a table on a new page.
11. Select **Save and Export**.





ASSISTANCE

Referenced Video Tutorials



[Video Tutorial: Setting up Advertisers]

[Video Tutorial: Uploading Creative Files]

[Video Tutorial: Avails Request Generator]

[Video Tutorial: Ad Campaign Build Process]

[Video Tutorial: Ad Groups]

[Video Tutorial: Reporting]

CONTACT US

Need to schedule a demo or have questions?

Email us at support@targetsmart.com

and we will get in contact with

you to assist with your set up.