

Release notes Adhese 3.3.0

Campaign Manager for Self Service

We're pleased to announce the launch of the **Campaign Manager** for self-service use, a new platform designed to streamline the collaboration between publishers and advertisers.

This release introduces a user-friendly interface that enables advertisers to independently create, manage, and launch their own campaigns—at any time, from any location. Built-in validation and structured approval workflows ensure campaign quality and compliance with publisher guidelines.

- **Self-Service Campaign Management**

Advertisers can now independently design, target, and activate campaigns without manual intervention.

- **Approval Workflows for Creatives and Campaigns**

Publishers can review and approve all submitted assets, maintaining full control over campaign quality and brand safety.

- **Custom Branding Support**

The platform allows for customization with publisher logos and visual identity, offering a seamless branded experience to advertisers.

- **Built-In Validation**

Ensures campaigns and creatives meet predefined standards before going live.

- **Faster Time to Market**

The self-service model significantly reduces turnaround time, helping campaigns go live faster.

Benefits

- Enhanced flexibility and autonomy for advertisers
- Reduced operational overhead for publishers
- Maintained editorial and brand standards through controlled approval processes

For more details or to get started, please contact your Adhese representative or visit our [documentation portal](#).

Advendio sync

We've completed the setup of a synchronization between **Advendio** and **Adhese**, enabling automated insertion of campaign data from Advendio into the Adhese platform.

This integration streamlines campaign management by reducing manual data entry and ensuring accurate, timely updates between systems.

Highlights

- Automated transfer of campaign details from Advendio to Adhese
- Improved consistency and reduced risk of human error
- Faster campaign setup and go-live timelines

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