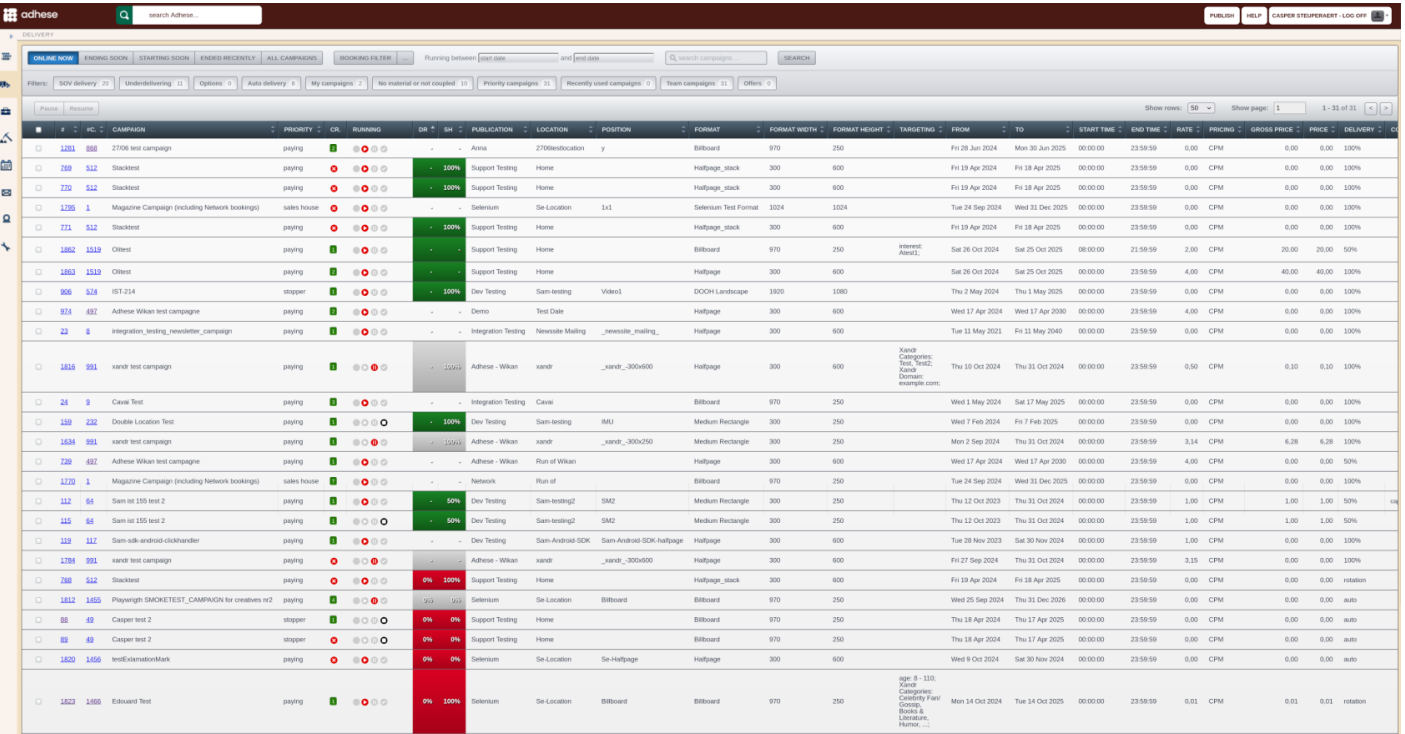


Delivery screen

The *Delivery* overview lets you monitor the delivery of all bookings using the delivery rate. To access the *Delivery* overview, click *Delivery* in the left navigation menu.



FILE	ID	CAMPAIGN	PRIORITY	CR	RUNNING	DR	DR	PUBLICATION	LOCATION	POSITION	FORMAT	FORMAT WIDTH	FORMAT HEIGHT	TARGETING	FROM	TO	START TIME	END TIME	RATE	PRICE	GROSS PRICE	PRICE	DELIVERY
1201	558	2706 test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
788	532	Stacktest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
720	532	Stacktest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1206	1	Magazine Campaign (including network bookings)	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
771	532	Stacktest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1202	1513	Offtest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1203	1513	Offtest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
906	524	IST-214	stopper	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
914	682	Adhese Wilan test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
22	8	Integration, testing, newsletter_campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1818	991	xandr test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
26	9	Cave Test	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
119	232	Double Location Test	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1638	991	xandr test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
720	682	Adhese Wilan test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1220	1	Magazine Campaign (including network bookings)	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
112	66	Sam test 155 test 2	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
115	66	Sam test 155 test 2	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
118	117	Sam test android clickbinder	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1204	991	xandr test campaign	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
738	532	Stacktest	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1812	1650	Playwright SMOKE TEST_CAMPAIGN for creatives v2	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
85	69	Casper test 2	stopper	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
98	69	Casper test 2	stopper	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1820	1650	testExtensionMark	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%
1822	1650	Edvard Test	paying	100%	100%	100%	100%	Adhese - Wilan	Se Location	Se Location	Se Location	300	600	Se Location	Se Location	Se Location	00:00:00	23:59:59	0.00	0.00	0.00	0.00	100%

Delivery rate

The *Delivery* overview provides a detailed view of *how* a booking is delivered by showing the **delivery rate** (DR) in a distinct table column. The delivery rate serves as a key indicator of a booking's health. It reveals whether the delivery of a booking is on schedule and whether it will achieve its goal.

Adhese uses a colour scale to provide a rapid overview of the delivery status. A green colour indicates that a booking is totally fine: the delivery is on schedule and there are no anticipated issues. As the colour shifts from green to yellow to red, Adhese considers the booking delivery more problematic or less "healthy".



Adhese computes the health of a booking, considering a range of factors, including:

- How much longer will the booking run? A low delivery rate does not pose a threat if the delivery period has just started or will last for a couple of weeks. Conversely, a low delivery rate may be an issue if the booking runs for a short period or gets close to its end date.

Adhese prioritises bookings that end sooner over bookings that end later.

- What is the current inventory status for the booked position, and how many impressions are available? How much of the inventory has been allocated to competing bookings? When multiple bookings with varying priority levels are booked for the same position, bookings with a higher priority will be delivered first.
- What is the inventory share, or what percentage of the position's expected inventory does the booking take up? If a booking uses a small percentage of the total inventory, it can easily receive more impressions. In contrast, bookings that use a significant share of the total inventory may require close monitoring.

A 100% delivery rate is considered optimal, indicating the delivery is on schedule. Rates between 90% and 110% are also considered healthy. These factors should be taken into account when evaluating the delivery rate.

A campaign that is underdelivering delivers fewer impressions than specified for a period of time. This may be due to a fall in traffic or an overbooked position. If a booking is underperforming, Adhese will try to expedite delivery. Conversely, if a booking is overdelivering, Adhese will slow down the delivery, working towards a delivery rate of 100%.

Adhese continually monitors all active campaigns and adjusts delivery as needed. Adhese strives to achieve the best possible outcome for all campaigns, even when a position is overbooked.

Components and actions of the Delivery overview UI

Campaign filter

You can change the content of the *Delivery* overview by

- activating and deactivating several [filters](#),
- adjusting the calendar settings, and
- using the search tool.

Pause and resume

- To **pause** the delivery of a booking, select one or more running bookings and click the *Pause* button located above the booking list.
- To **resume** delivery, select one or more paused bookings and click the *Resume* button.

Clicking a table row

Clicking a booking from the overview redirects you to its *Booking* header tab.

Revision #9

Created 2024-06-04 10:55:40 UTC by Casper Steuperaert

Updated 2026-06-12 10:24:54 UTC by Ron Van Maanen