The Administration Screen

Publishers and publications

- Publishers
  Edit existing publishers and add new publishers
- Publications
  A publication groups various positions

Customers

- Customers
  Manage customers (companies and contacts)

Pricing and payments

- Rates
- Public ratecard
- Booking settings
  Manage booking settings (e.g. cpm, %/day, ...)

Targeting

- Manage targets
- Advanced targeting

Locations and channels

- Locations
  A location is part of a publication
- Positions
  A position is a combination of a location and a format
- Bulk create positions
  Create multiple locations and positions for different formats at once
- Channels
  A channel is a group of positions (e.g. run of site imu)
- Behavioural targets
  Behavioural targets and their attributions to slots
- Cities
  Select the cities that can be targeted
- City groups
  A city group groups cities positions (e.g. region or cities with universities)

Formats and templates

- Formats
  A format is a type of advertisement (banner, imu, ...)
- Template files
  Template files are javascript files for adding extra functions to your formats
- Advar templates
  Advar templates are javascript files for adding extra functions and css rules to your ads
- HTML5 templates
  Upload and delete HTML5 templates
- Position types
  Manage position types.
- Template repository

Benchmarking

- Campaign properties

General

- Users
- User levels
- Advertiser properties
- Campaign properties
- Booking properties
- ~~Alerts~~ *Deprecated*
- Alerts
  Create, view, update and delete alerts for bookings
- User and campaign logs
  Search logs from a user or an campaigns
- Go to Tasks
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Publishers and publications

Publishers

A publisher distributes content through one or more media platforms, such as a website or mobile application. Within one company, several publishers and sub-publishers can exist.

The *Publishers* screen displays all publishers and sub-publishers associated with your account.

This page explains how to create and edit publishers within your account.

Publications

A publisher maintains online publications such as a website, blog, video channel, newsletter, smartphone app or webshop.

The *Publications* screen displays the various publications associated with your account.

More information on creating and managing your publications can be found here.

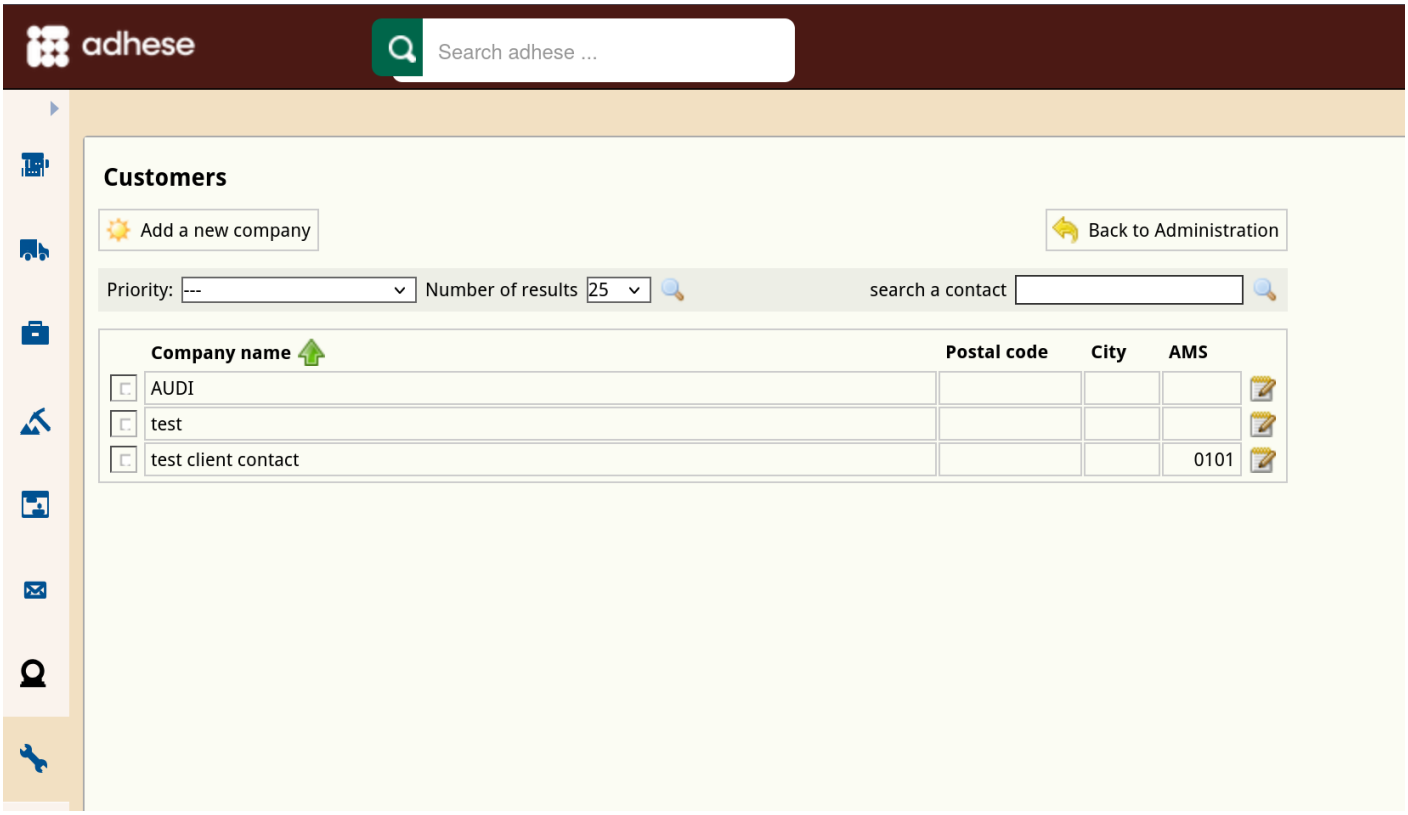
Customers

> The customers screen is considered legacy functionality.

> To add a new client go to add a new client in the header of a campaign

Customers

The *Customers* screen lists all available companies to add in the Client part of the campaign *Header* tab.



The *Customers* screen presents a table with four columns:

1. The *Company name* column specifies the name of the client or company.
2. The *Postal code* column details the postal code of the city where the company is located.
3. The *City* column shows the city where the company is located.
4. The *AMS* column shows the AMS ID of the company.

Use the **Invoice Type** drop-down to filter the list of companies by the way they are invoiced. Determine the number of results to display from the **Number of results** drop-down. Use the **search a contact** bar to search for a specific company. Sort the list with companies by the *Company name* column.

To add a new client or add an new contact click the *Add a new company* button.

To edit a company, click the company's name you want to modify or use the edit icon.

> For proper reporting of advertisers in BQ/Lookerstudio, make sure to fill in a valid domain in the **quote** field when you add or edit an advertiser (ex. example.com). Valid domains cannot contain spaces and most special characters.

Pricing and payments

Rates

> The *Rates* screen is no longer of significance.

Public rate card

> The *Public rate card* screen works in much the same way as the *Rate cards* screen but is less comprehensive. The *Rate cards* screen and the *Financial* tab of a campaign are operational in the Adhese interface, making the *Public rate card* screen no longer relevant.

Booking settings

> The *Booking settings* screen is no longer of significance.

Targets

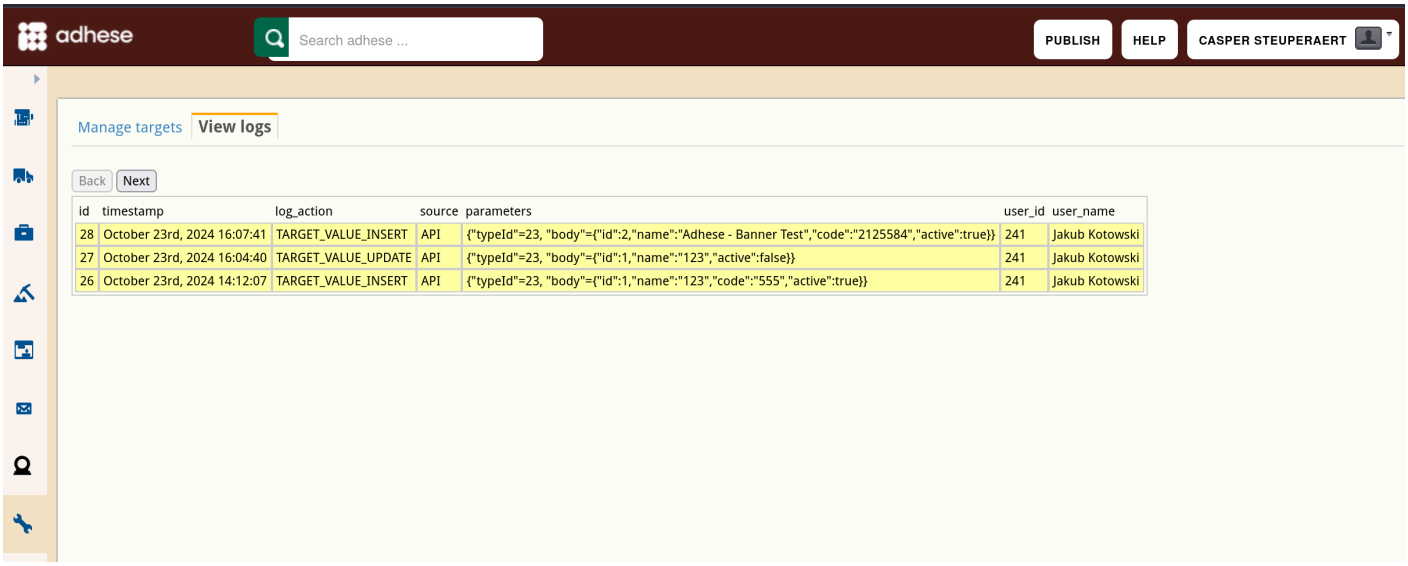
To manage targets in Adhese, click the Targets - Manage targets link in the administration screen.

More information on managing targets can be found here.

General information on targeting can be found on this page.

View Logs

All changes made to the targets are logged and become visible by clicking the *View logs* link.



Locations and channels

Locations

A location is a (sub)section within a publication, like the homepage, the lifestyle section, or the daily newsletter.

The *Locations* screen shows the different locations associated with your account.

For more information on creating and managing locations, visit this page.

Positions

A position is the combination of a location and format.

The *Positions* screen shows the different positions associated with your account.

This page gives more information on creating and editing positions.

Bulk create positions (deprecated)

> The *Bulk create positions* screen is not in use at the moment.

Channels

Channels are a collection of positions within a publication (e.g. run-of-site) or across your network of publications (e.g. run-of-network). Channels group identical formats in different locations and make it easy to target ads on similar web pages.

The *Channels* screen shows the different channels associated with your account.

Visit this page if you would like to know more about creating and managing channels.

Behavioural targets

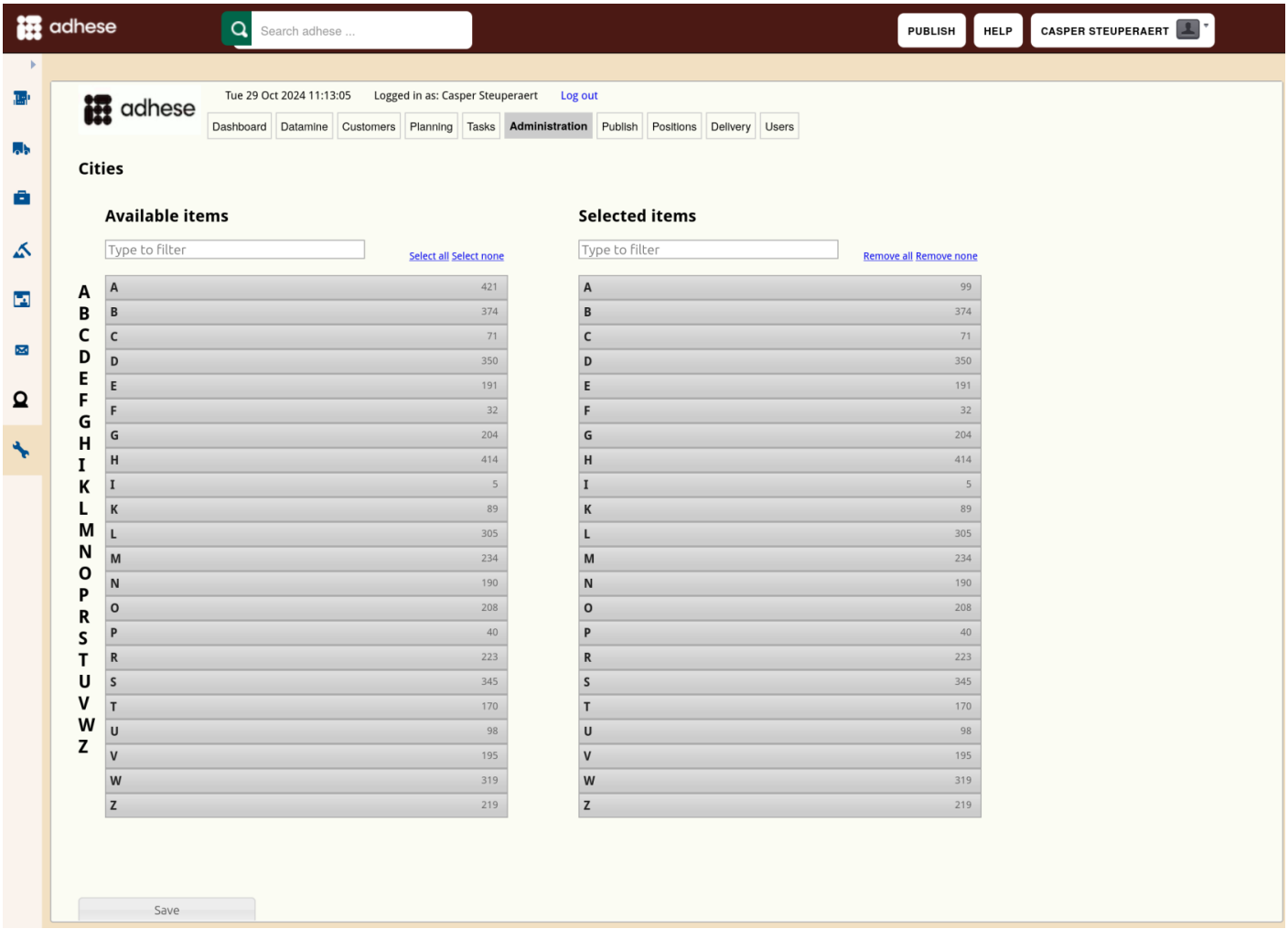
Behavioural targeting allows a publisher to target ads to visitors who show a higher level of interest in a particular section of a publication (for example, sports or economy).

The *Behavioural targets* screen lists the behavioural targets that are available within your account.

Visit this page for more information on behavioural targets.

Cities

The Cities screen enables you to specify which cities are available for targeting.



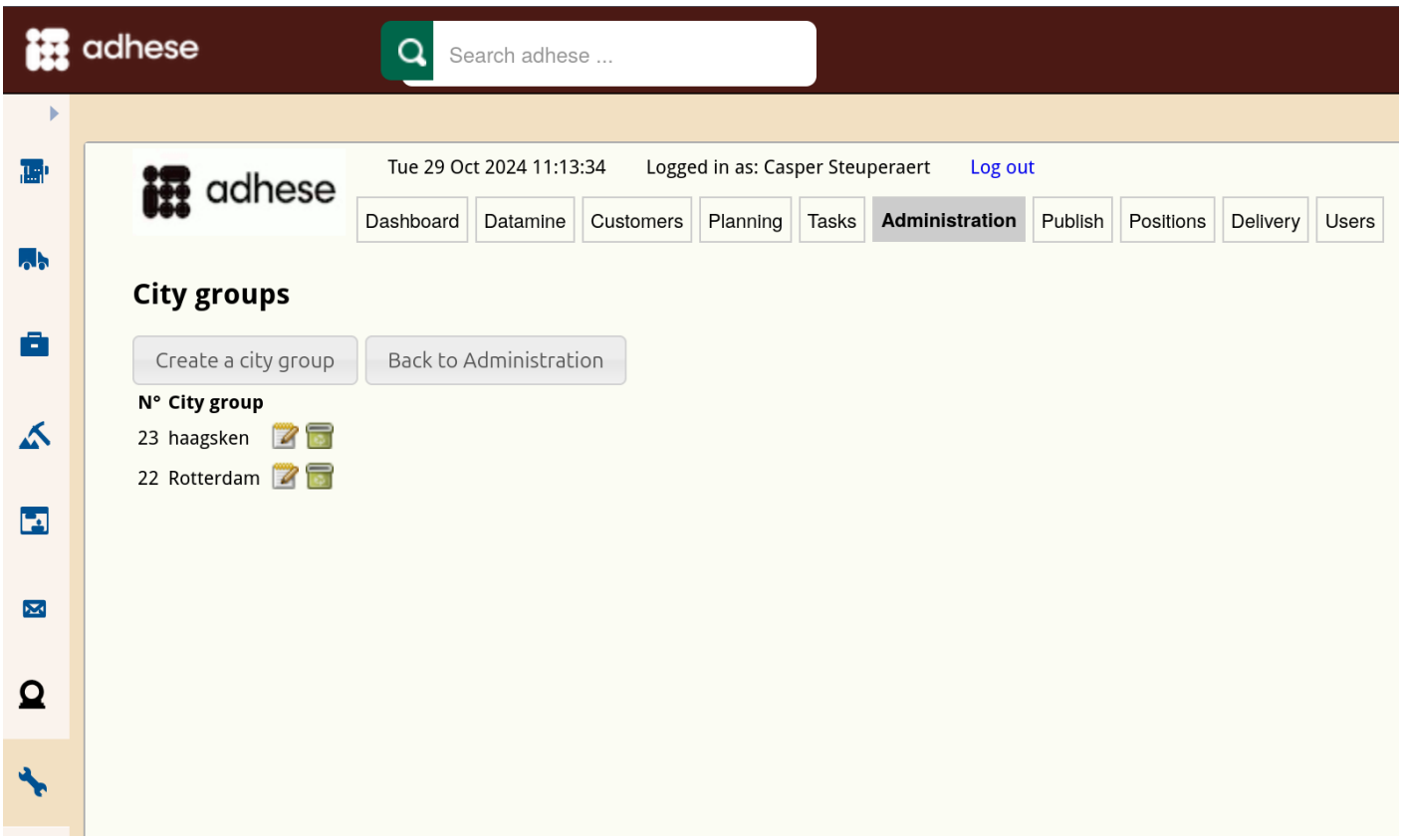
To add a city:

1. Click an initial letter from the left *Available items* list or filter the list and type in the search bar.
2. Select the cities you wish to target. The selected cities from the *Available items* list will appear in the right list of *Selected items*.
3. Click the *Save* button to save your changes. You can now target a campaign by the selected cities.

City groups

A City Group is a collection of identical cities, such as university cities.

The *City groups* screen lists all available city groups.



The *City groups* screen displays the ID and the name of the city group.

To create a city group, click the *Create a city group* button.

To edit a city group, click the edit icon for the city group you want to modify. Click the trash can icon to delete a city group.

Formats and templates

Formats

A format defines the conditions of an ad creative, such as its file size and dimensions.

The *Formats* screen lists all available formats.

To find out more about managing formats in Adhese, go here.

Template files

Adhese does not restrict advertising to the use of IAB standard formats. The Adhese templates solution makes it possible to wrap more complex creatives (e.g. an overlayer, takeover or floor ad) by using advanced functionalities such as JavaScript, HTML and CSS.

There are two ways to manage templates: either directly through the Admin UI or your own Git repository. UI management is unavailable when using the Git repository. The Git repository is recommended for advanced users with many complex templates. The UI can only be used for read-only consultation of the existing templates. The content and features of templates do not differ for each approach.

UI Managed templates

When using the UI for managing templates, you can edit the files directly through the text editor on the screen.

> Changes in a template or advar template will be applied to **all creatives** using the updated templates at the next publishing cycle.

Format Templates

Adhese does not restrict advertising to the use of IAB Standard Formats only. The Adhese Templates solution allows you to wrap more complex creatives such as overlayers, takeovers or floor ads by adding advanced functionality using JavaScript, HTML and CSS.

The *Template files* screen lists all templates that are available within your account.

For more information on templates, visit this page.

Advar templates

Adhese introduced its own template format: Advar. Advar templates are pre-defined creatives consisting of Javascript, CSS, custom JSON objects, etc. Advar templates produce pre-made ads, such as text ads including a small image.

The *Advar templates* screen lists all available Advar templates.

To learn more about advar templates, go here

HTML5 templates

The HTML5 templates mentioned above can be found in the creative screens in an Advar form in the *Add Advar Template* dropdown list.

For more information on HTML5 Templates, go here

Position types

Position types add additional functionality to a position. The main purpose of a position type is to define the MIME type of the response and the possible templates wrapped around the output.

The *Position types* screen lists all available position types.

Go to the positions page to learn more about position types.

Template Repository

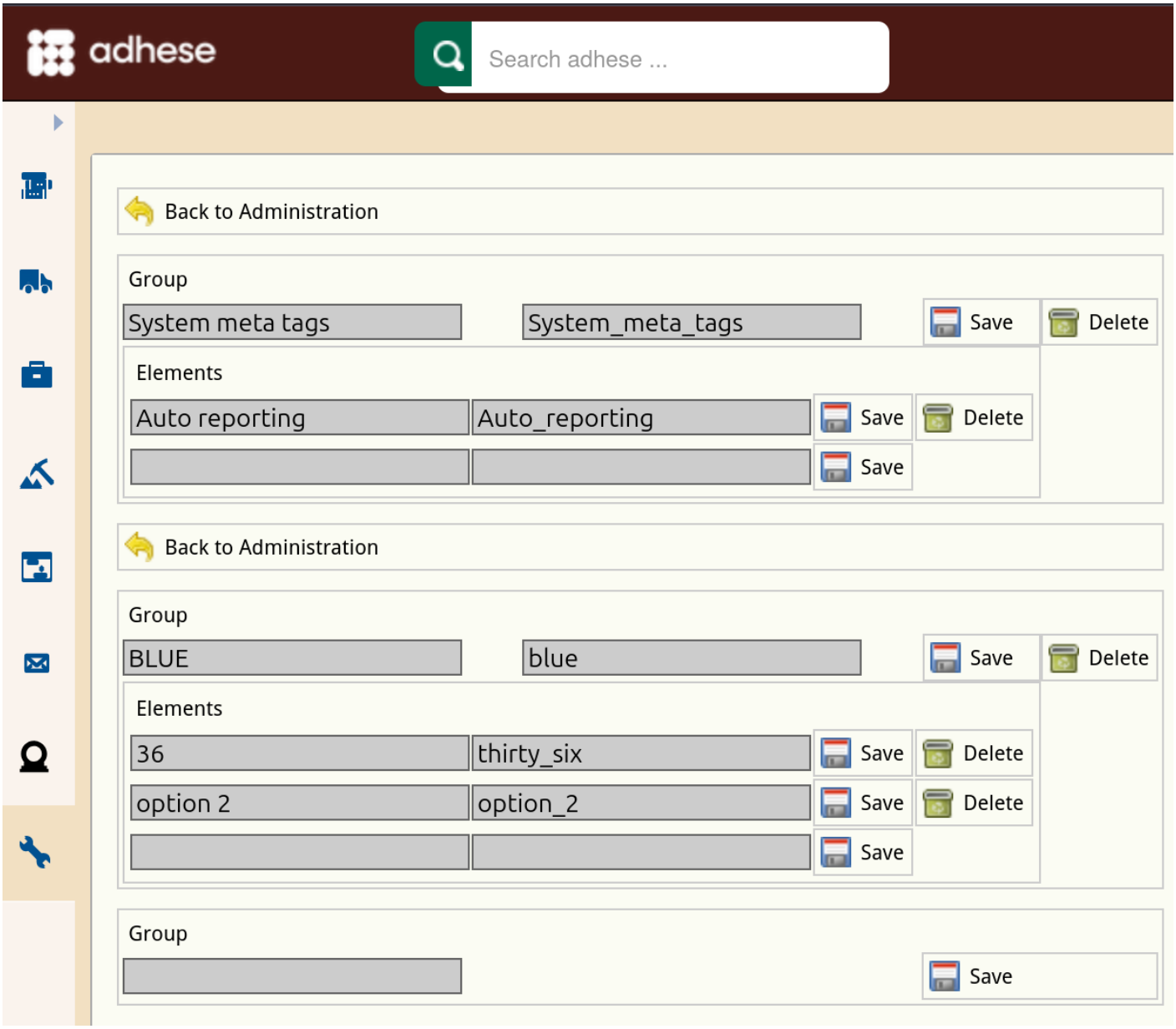
The Template Repository lets you control Template files and Advar templates using a Git version control system.

For more information on the template repository, visit this page.

Benchmarking

Campaign properties

The *Campaign properties* screen enables you to add custom metadata properties to a campaign. Metadata provides additional information about a campaign, such as the sector in which an advertiser operates (e.g. car manufacturers or financial institutions).



To add a campaign property, select a name that identifies the metadata campaign property and specify the different elements. For more information, refer to Metadata.

General

Users

> For user management, we refer to the following User Management page

Messages

> The *Messages* screen is no longer significant.

Advertiser properties

The *Advertiser properties* screen enables you to add custom metadata to a company in the Add a new company screen.

To add an advertiser property, select a name that identifies the metadata property and specify its different elements.

Booking properties

The *Booking properties* screen lets you add custom metadata properties to a booking in the *Header* tab of a booking. Metadata provides additional information about a booking.

To add a booking property, choose a name that identifies the metadata booking property and specify the different elements. For more information, refer to Metadata.

Alerts

Alerts are email notifications about a specific type of booking or campaign

The *Alerting screen* displays all the alerts defined in your account. At the top, there are four function buttons along with a filter field. You can create a new alert using the *Add button*. The other three buttons, *Duplicate*, *Run*, and *Remove*, are available when one or more alerts are specified.

For more information on alerts, check the Alerting page

User and campaign logs

The *Users and campaign logs* screen allows searching for logs from a specific user or campaign.

For more information about user logs, visit this page

Creative 3rd party regular expressions

> The Creative 3rd party, regular expressions screen, is no longer of significance.

Go to Tasks

The *Tasks* screen displays information about Adhese's specific actions, such as publishing or sending alerts.

Scheduled tasks

SendAlertsJob

The send alerts job runs each day at 8. It checks existing alerts for bookings to be reported, and sends the alert to the sunscriber(s).=======

Next execution: Wed 30 Oct 2024 07:45:00

Last execution: Tue 29 Oct 2024 07:45:00

AutoPublishJob

The publish job runs 1 minute after each hour. All running orders are processed. Finished campaigns are taken offline, new campaigns are put online.

Next execution: Tue 29 Oct 2024 12:01:00

Last execution: Tue 29 Oct 2024 11:01:00

CpmHistoryJob1

???en_BE.job.description.update the history of cpm data (minute by minute data)???

Next execution: Tue 29 Oct 2024 11:20:00

Last execution: Tue 29 Oct 2024 11:10:00

UserInitiated-PublishJob-1730197063180 [running]

A manually started publish job. All running campaigns are processed. Finished orders are taken offline, new campaigns are put online.

Next execution: -

Last execution: Tue 29 Oct 2024 11:17:43

JobSchedulingDataLoaderPlugin_jobInitializer_jobs_xml

Next execution: Tue 29 Oct 2024 11:19:08

Last execution: Tue 29 Oct 2024 11:17:08

Ratecard configuration

The *Rate cards* screen details all rate cards and lets you create, duplicate, activate or deactivate a rate card.

For more information, visit the Rate Cards page.

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