Campaign Delivery

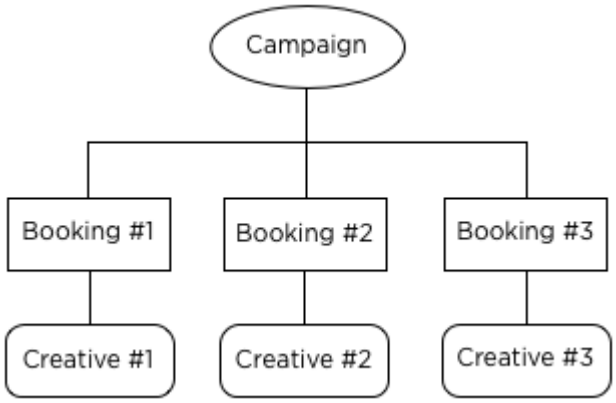
- Campaign management
- The start of campaign delivery
- The delivery scheme of Adhese explained
- Delivery Distribution

Campaign management

Once all tags have been implemented (as outlined in the Adhese setup and implementation guide) and Adhese has begun measuring (as explained in the Measure section), the inventory volume of each position is quantified. With this information, you can manage your inventory and plan your campaigns (as explained in the Forecasting and Planning section).

Adhese makes it easy to create online campaigns. It enables you to target, monitor, and optimise the delivery of online ads or content on any platform. This is the core of our technology.

The diagram below shows a simplified representation of a campaign's structure.



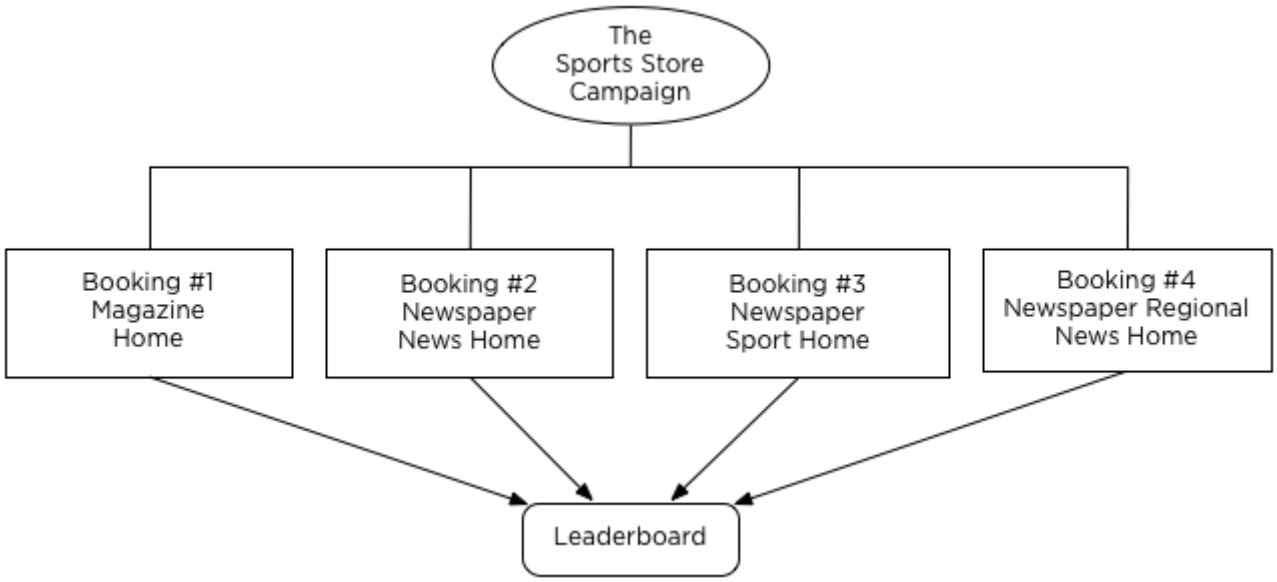
A campaign is made up of bookings and creatives, which are connected. We can extend this diagram after we have explained the properties of a booking and a creative.

Adhese offers standard solutions for all types of online advertising, including display advertising, video advertising, and text ads. Tailor-made creatives or additional features and functionalities can be included in specific campaigns using adjusted templates. Adhese also has the ability to integrate with third-party servers and marketplaces such as Magnite or Adform (refer to Marketplaces for more details).

This chapter on *Campaign* Management explains how to create a campaign in Adhese. Each step in this process, along with its related features and possibilities, will be thoroughly explained in distinct sections. You can only view and create campaigns for publishers and sub-publishers to which you are assigned.

The start of campaign delivery

You have now created a campaign. As illustrated in the simplified diagram of the campaign's structure, we have inserted the newly created bookings and attached creative:



At this moment, the campaign is ready to start as you have:

- created a new campaign (Add a campaign),
- added bookings to the campaign (Add a booking),
- uploaded creatives (Upload a creative), and
- attached creatives to bookings or assigned positions to creatives (Trafficking bookings and creatives).

The delivery will start at the earliest start date of one of the bookings associated with the campaign.

> Before a campaign starts, we recommend checking for possible issues that may inhibit or delay the start of the campaign. Adhese has built-in tools to make this job easy and

effective: Statuses. By proactively monitoring the status of each campaign, you can ensure a smooth delivery without any unexpected delays.

The delivery scheme of Adhese explained

> Please refer to this section for DOOH campaigns.

It is vital to understand and gain insight into the Adhese delivery process's decision-making logic and the factors taken into account to determine which booking must be served.

When a visitor accesses your website, the browser sends a request to the servers of Adhese. This request contains information about the requested position. In addition, the browser sends data about the user's browser, operating system, location, and other relevant information. Furthermore, Adhese enables the integration with existing user profile databases.

> Remember that the unique identification of visitors and the storage of personal and other data are subject to national, European and international legislation. It is the exclusive responsibility of the publisher to comply with the law and adequately inform the user of his rights. Adhese can help and advise publishers here. More on user privacy is available in the GDPR section of the documentation.

Once Adhese receives a request, a number of factors are taken into account before a booking is shown. The following three elements are considered for each requested position:

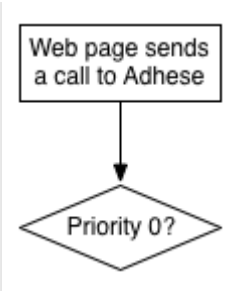
- Campaign Priority
- Location Level
- Targeting

This chapter explains and visualises the Adhese delivery scheme step by step. The full scheme is provided at the end of this section; see *the complete delivery scheme of Adhese*.

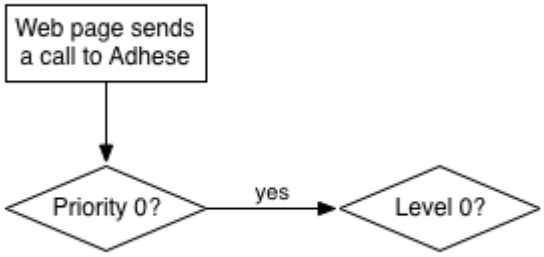
Campaign Priority

As outlined in the Priority section, each campaign is assigned a *priority*. Assume that the publisher has the following three priorities available in its Adhese account, ranked in order of importance:

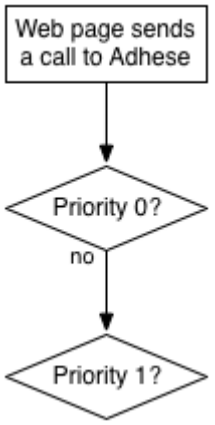
- **Paying** (priority 0)
- **Exchange** (priority 1)
- **In-house** (priority 2)



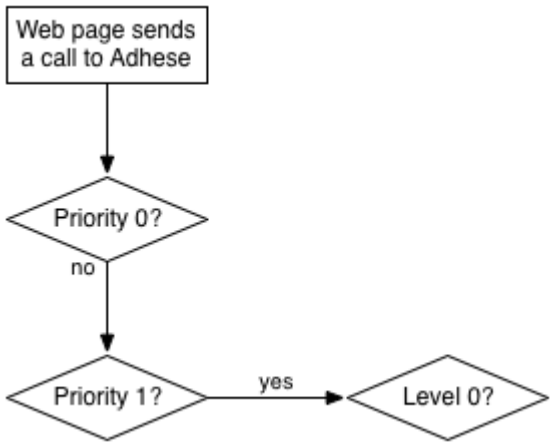
Adhese will first check to see if a booking is available within the highest priority for the requested position, the *Paying* (priority 0) priority.



If there are more bookings at the *Paying* (priority 0) priority, the second factor to be considered is the *Location Level* factor. A full explanation of the *Location Level* factor is available in the next section.



If nothing is booked at the *Paying* (priority 0) priority, Adhese will check if there is a booking at the *Exchange* (priority 1) priority.



If there are one or more bookings at the Exchange (priority 1) priority, the second factor to be considered is the *Location* level factor.

If nothing is booked at the *Exchange* (priority 1) priority, Adhese will check if there is a booking at the next priority: the *In-house* (priority 2) priority. The above procedure, as described for the *Paying* (priority 0) and *Exchange* (priority 1) priority, is repeated for the *In-house* (priority 2) priority.

If there is no booking at the *In-house* (priority 2) priority, there are no eligible bookings to be delivered and Adhese will not serve anything. Adhese may direct the request to a third party if the setup is structured that way (see Marketplaces for more information).

Location Level

The inventory of a publisher can be organised into *Location Levels*. The framework of these levels is determined within the database and is client-specific. The hierarchy of the levels is defined in the locations (see Create a new location).

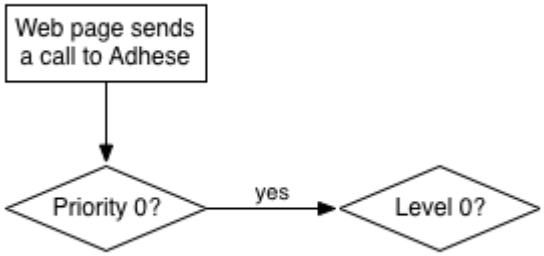
Assume a publisher has four levels, where:

- An individual location gets **Level 0**;
- A channel that contains a selection of locations, such as the collection of identical locations throughout the Sports section of a publication, gets **Level 1**;

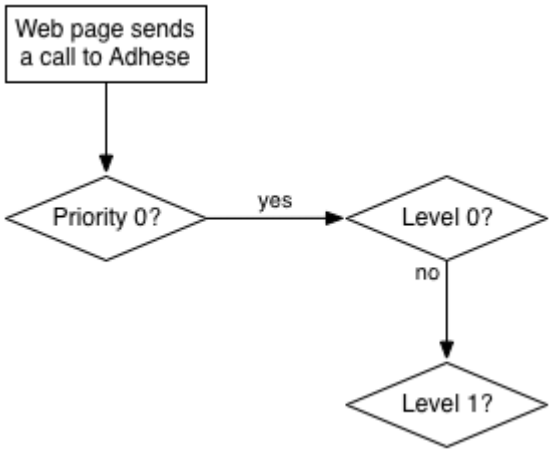
- The next channel contains a more extensive selection of locations, such as all locations across a single publication (i.e., Run Of Site), and gets **Level 2**;
- The last channel contains all locations across the entire network of a publisher (i.e., Run of Network) and gets **Level 3**.

In the above example, Level 0 has the highest priority. Level 1 comes next and has priority over Level 2 and Level 3. Whereas Level 2 only takes precedence over Level 3. Level 3 does not take precedence over any other level because it has the lowest priority.

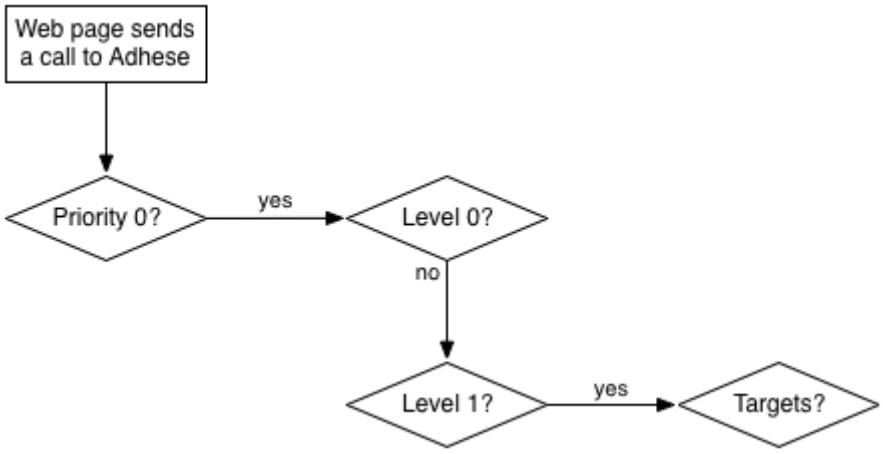
The *Location Level* factor is considered after Adhese has collected a list of bookings for the requested position at the highest campaign priority available.



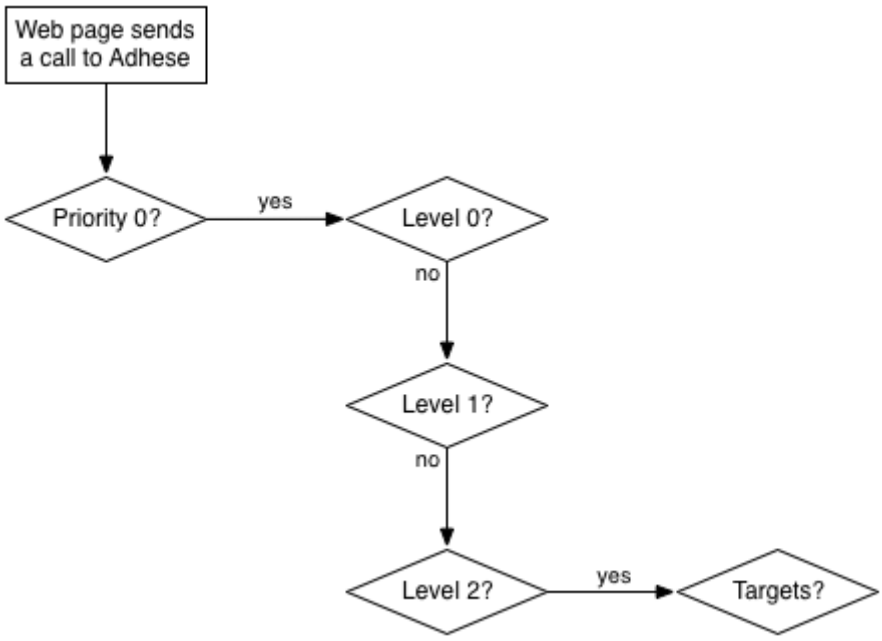
Following the above level structure, Adhese will first check if anything is booked at Location Level 0.



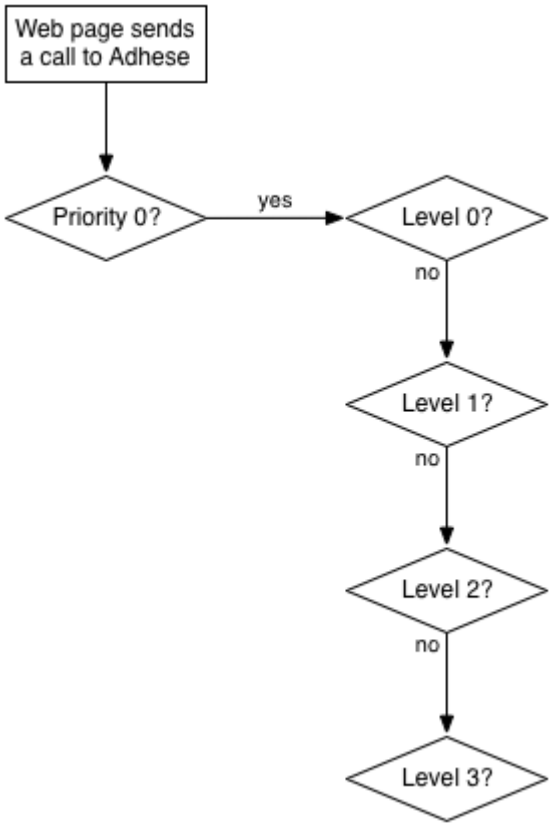
When no booking is found for that specific location, the next Location Level will be investigated.



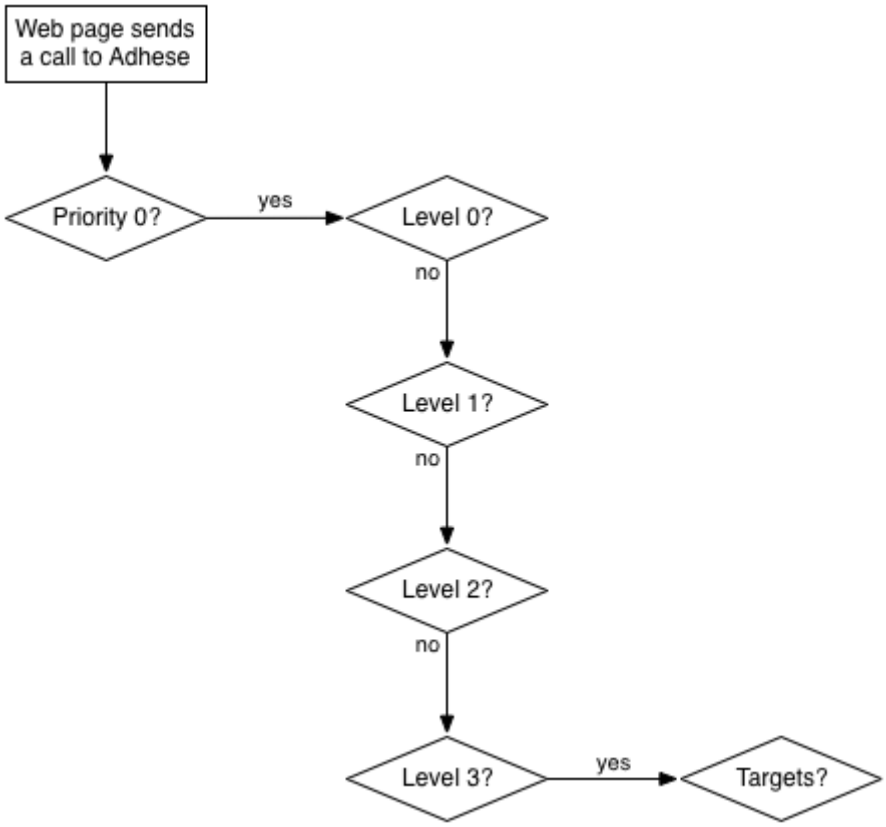
If one or more bookings are booked to be delivered explicitly at Location Level 1, the next factor will be considered: T*argeting.* The next section provides a full explanation of the *Targeting* factor.



If there are any such bookings, the next factor will be taken into consideration.



If nothing is booked to be delivered across the publication's website (Location Level 2), Adhese will check if bookings are booked across the network of the publisher (Location Level 3).



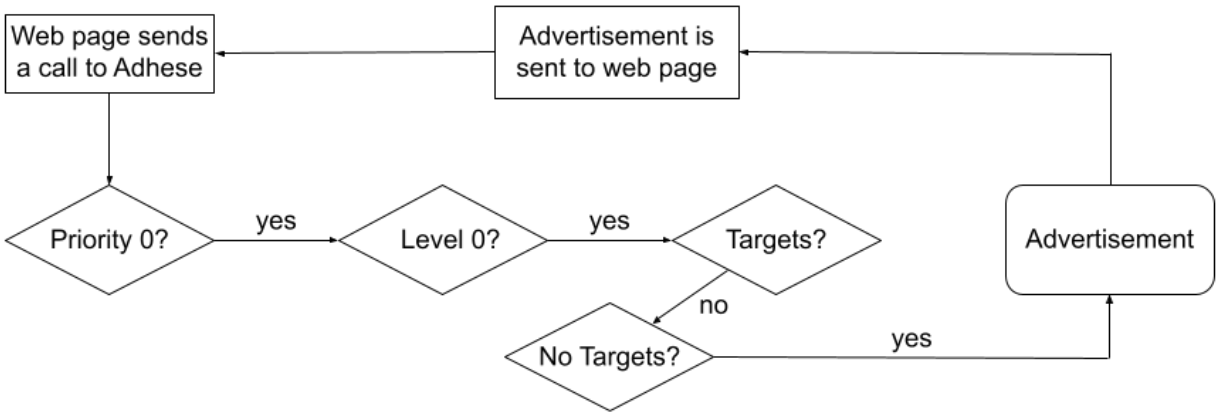
If there are such bookings, the *Targets* factor will be taken into consideration.

Adhese will look into the *Exchange* (priority 1) priority level and repeat the above procedure if no eligible bookings are available to be delivered based on the *Targets* factor or if there are no bookings across the network of the publisher (Location Level 3).

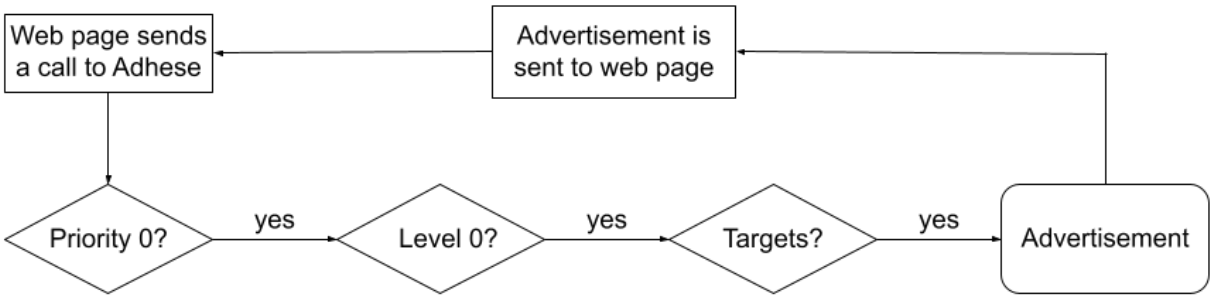
Targeting

The *Targeting* factor takes a booking's targeting properties into account and reduces the set of eligible bookings so that only one booking remains. For more information about targeting, refer to Targeting.

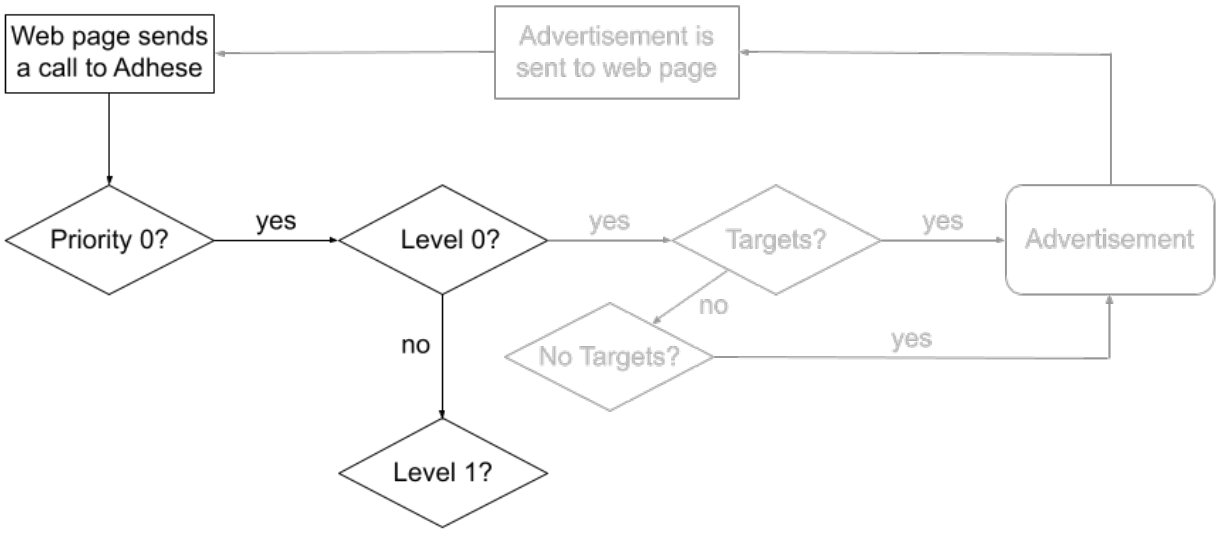
> A booking with more specific targeting properties takes precedence over a booking with fewer or non-targeting properties when the inventory is not sufficient anymore for all running bookings (overdelivery).



Adhese prioritises bookings with targeting properties. Adhese will send the most eligible booking to the webpage so that the browser can display it. A booking with more specific targeting properties has a higher chance of being delivered, as they take precedence over a booking with fewer targeting properties.



If no targeted bookings are available, Adhese will check the availability of bookings without targeting properties.

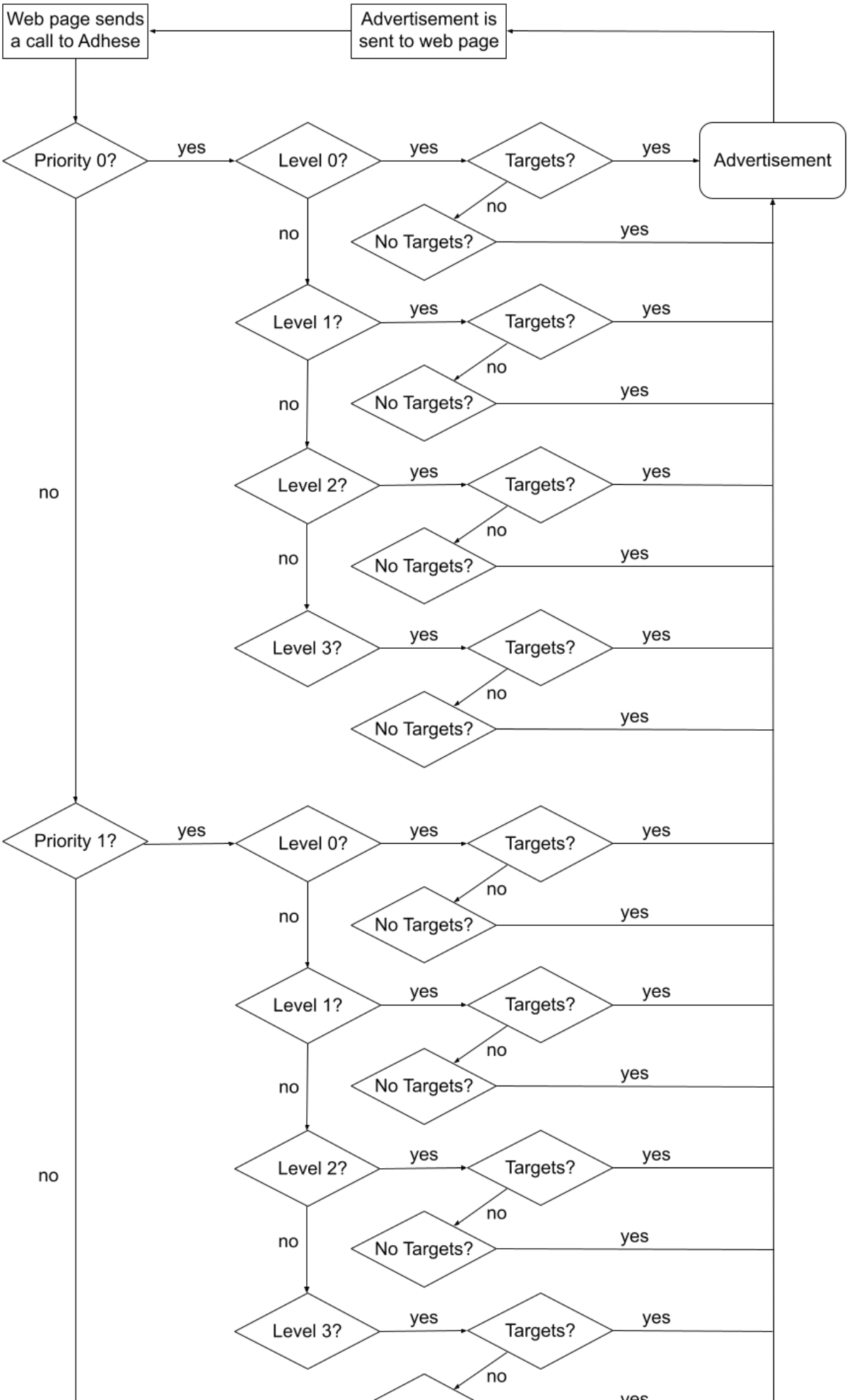


If no bookings (with or without targeting properties) are available within Location Level 0, Adhese will take Location Level 1 into account.

The above procedure will be repeated until an eligible booking can be delivered within the *Paying* (priority 0) priority level. If no eligible bookings within the *Paying* (priority 0) priority level are available to be delivered, the above procedure will be repeated entirely for the next priority level. It is possible that no booking can be delivered for a request because there simply is no booking available. If this happens, you can choose not to deliver anything, or you can choose to deliver an *In-house* booking to promote a proprietary product, for example.

The complete delivery scheme of Adhese

The following scheme displays the complete delivery scheme of Adhese. For a more detailed description, refer to the previous paragraphs.


Web page sends a call to Adhese
Advertisement is sent to web page
Priority 0?
yes
Level 0?
yes
Targets?
yes
Advertisement
no
No Targets?
yes
no
Level 1?
yes
Targets?
yes
no
No Targets?
yes
no
Level 2?
yes
Targets?
yes
no
No Targets?
yes
no
Level 3?
yes
Targets?
yes
no
No Targets?
yes
no
Priority 1?
yes
Level 0?
yes
Targets?
yes
no
No Targets?
yes
no
Level 1?
yes
Targets?
yes
no
No Targets?
yes
no
Level 2?
yes
Targets?
yes
no
No Targets?
yes
no
Level 3?
yes
Targets?
yes
no

DOOH campaigns

A DOOH campaign creates a playlist from all available bookings, with SOV determining how often each booking will be displayed.

It is important to note that attempting to increase priority through targets and priority has no effect on DOOH campaigns, whereas it would result in absolute priority for display campaigns. Therefore, it is crucial that DOOH campaigns are not significantly overbooked, given that both inventory and plays are fixed and inflexible compared to display campaigns.

Delivery Distribution

With campaigns and bookings set using the **AUTO** delivery method, deliveries will be evenly distributed throughout the period.

It is recommended that this default setting be adjusted in most cases. If you wish for a campaign or booking to deliver more in the first half of the period (frontloading), we can adapt the deliveryDistributionParamater. This setting is not available in the UI but can be configured by the Adhese Support department.

Here is an example of an uneven distribution: When the deliveryDistributionParameter is set to 0.5, 62.5% of the volume will be delivered in the first half of the period and 37.5% in the last half.

The deliveryDistributionParameter can be set between 0 and 1 (to deliver x% in the first half, parameter = 4 * (x-50%)/100)

You can calculate the value in the attachment.

Delivery Parameter Calculator.xlsx