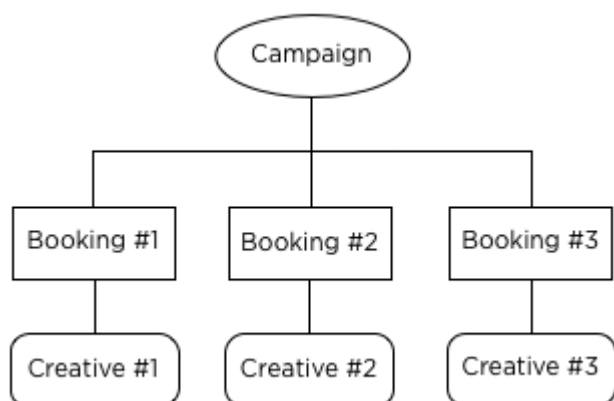


Campaign management

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.

