Statuses

The status indicators show whether your inventory is performing smoothly and if campaign delivery may be inhibited.

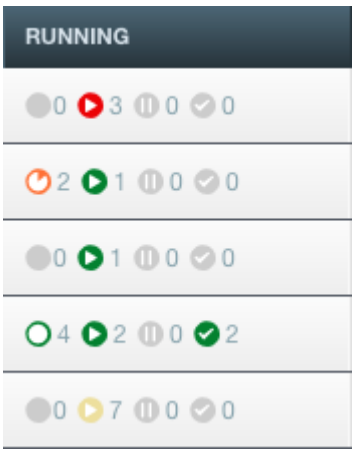
The different statuses can be found as a distinct column in the table below the dashboards.

A summary of the *Header*, *Booking*, *Creative*, and *Traffic* status is displayed in the tab sheet after selecting a specific campaign, indicated by a red or green square.

Campaign status

The *Campaign* status is a summary of all underlying booking statuses. If a campaign contains more than one booking, the Campaign status will copy the status of the booking that is "most urgent". For example, if several bookings have different health statuses and at least one booking does not have an uploaded creative, this will result in a bright red Campaign status, indicating an urgent problem.

The *Campaign* overview displays the *Campaign* status in a distinct status column called *Running* status. You can also find the *Campaign* status next to the campaign ID and title. The ID and title appear at the top of an individual campaign’s overview page and underlying detail pages.



Next to these status icons, the numbers display how many bookings within the same campaign have the corresponding status. In the above screenshot, at least one of the statuses of the four running bookings is not ok.

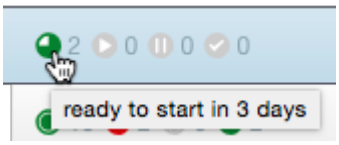
Four circle-shaped icons present the *Campaign* status. Each icon denotes a different condition. The delivery of a campaign's booking is either:

- planned
- running
- paused
- finished

Colours indicate the health or status of a campaign. There are ten possible status colours – from red to orange and yellow to green.

- Green: everything is all right
- Orange/yellow: there is a non-urgent issue
- Red: there is an urgent issue

> Hovering over the icons in the *Running status* table column of the *Campaign overview* will reveal more detailed information about the status.



Status of planned bookings

Campaigns that have not started yet and that do not have any issues have one of the following status icons:

A planned campaign with an issue has one of the following icons:

A few examples of possible statuses for a planned campaign:

- The earliest starting booking has no issues and starts tomorrow;
- The earliest starting booking starts in three days and has issues;
- The earliest starting booking starts in more than ten days and has issues;
- The campaign has already started or is finished.

> The changing of colours from orange to red depends on the number of days before a booking starts and is defined during the setup of Adhese.

Status of running bookings

The second icon of the *Campaign status* indicates whether any bookings are currently running. If no booking is running, the status is:

If any booking of a campaign is running, possible statuses are:

The colour of the icon (green, orange or red) indicates whether or not there is a problem. The redder the icon, the more severe the problem will be.

Next to the green, orange or red colour, it is possible that the status icon turns blue:

The status icon will turn blue if the total number of impressions to be served is not determined. If the required number of impressions is determined on a campaign level (see To reach volume), Adhese will divide the necessary impressions over all running bookings. As a consequence, it cannot be determined whether an individual booking is performing properly.

Status of paused bookings

The third icon of the *Campaign* status indicates if there are any paused bookings. If no booking is set to pause, the status is:

If a booking is paused, possible statuses are:

The colour (green, orange or red) indicates whether there is a problem with the booking. The more red the icon, the more serious the problem. At least one booking delivery deviated from what was expected.

Status of finished bookings

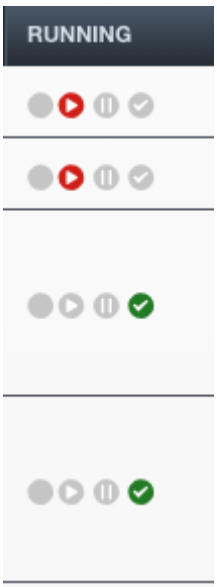
The fourth and final icon of the *Campaign* status signifies whether there are any completed bookings within a campaign. The possible statuses are as follows:

The last icon (black) indicates a stopped booking. A stopped booking has been removed explicitly but has already received impressions.

The status is red if, for example, one of the bookings did not achieve its target.

Booking status

The *Booking* overview has a *Running status* table column that displays the *Booking* status. This status is specific to a single booking and indicates any issues that may be affecting it.
You can also view the status alongside the ID and title of the campaign on a detailed page of a selected booking:



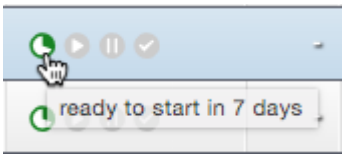
Four circle-shaped icons present the *Booking* status. Each icon denotes a different condition. The delivery of a campaign's booking is either:

- planned,
- running,
- paused, or
- finished.

Colours indicate the health or status of a *Booking.* There are ten possible status colours – from red to orange and yellow to green.

- Green: everything is all right;
- Orange/yellow: there is a non-urgent issue;
- Red: there is an urgent issue.

> Hovering over the icons in the *Running status* table column of the *Booking overview* will reveal more detailed information about the status.



Status of a planned booking

A booking that has not started yet and that does not have any issues has one of the following status icons:

A planned booking with issues has one of the following icons:

A few examples of possible statuses for a planned booking:

- The booking has no problems and starts tomorrow;
- The booking starts in three days and has issues;
- The booking starts in more than ten days and has issues;
- The booking has already started or is finished.

> The changing of the colours from orange to red depends on the number of days before a booking starts and is defined during the setup of Adhese.

Status of a running booking

The second icon of the *Booking* status denotes if the booking is currently running. If the booking is not running, the status is:

If the booking is running, possible statuses are:

The colour of the icon (green, orange or red) indicates whether or not there is a problem. The redder the icon, the more severe the problem will be.

Next to the green, orange or red colour, it is possible that the status icon turns blue:

The status icon will turn blue if the total number of impressions to be served is not determined. If the required number of impressions is determined on a campaign level (see To reach volume), Adhese will divide the necessary impressions over all running bookings. As a consequence, it cannot be determined whether an individual booking is performing properly.

Status of a paused booking

The third status icon of the *Booking* status indicates if the booking is set to pause. If a booking is not paused, the status is:

If the booking is paused, possible statuses are:

The colour (green, orange or red) indicates whether there is a problem with the booking. The more red the icon, the more serious the problem. The booking delivery deviated from what was expected.

Status of a finished booking

The fourth and last icon of the *Booking* status signifies whether the selected booking has been completed or finished. Possible statuses are:

The last icon (black) indicates a stopped booking. A stopped booking has been removed explicitly but has already received impressions.

The status is red if, for example, the booking did not achieve its target.

Creative status

The *Creative* status can be found as a distinct status column in the *Campaign* overview and in the *Booking* overview.

- In the *Campaign* overview, the *Creative* status indicates the number of uploaded creatives. The *Creative* status will appear as a green square with a number in it. This number indicates the number of creatives uploaded to the campaign. If no creatives are uploaded to a campaign, the *Creative* status icon is a red circle with a white cross.
- In the *Booking* overview, the *Creative* status indicates the number of creatives attached to the booking. The *Creative* status will appear as a green square with a number in it. This number indicates the number of creatives connected to the booking. If no creatives are attached to a booking, the *Creative* status icon is a red circle with a white cross.

> Select the *No material or not coupled* option in the campaign filter of the campaign overview to identify campaigns with no uploaded or coupled creatives.

Header status

The *Header* status indicates any issues with the *Campaign* header (see Add a campaign). It is a distinct column in the *Campaign* overview.

The *Header* status has one of the following two states:

- : The *Campaign* header does not contain any faults.
- : The *Campaign* header includes one or more faults, such as a missing value. This is configurable per client and individual user.

> If the *Header* status is red, the *Campaign* status will also be red. However, a red *Header* status will not prevent the start of a campaign.

Traffic status

The *Traffic* status indicates whether each booking in a campaign is linked to a creative. A distinct table column in the *Campaign* overview provides an overview of all bookings' *Traffic* status.

The *Traffic* status can have one of the following two states:

- ✅: Everything is fine. Each booking is attached to at least one creative.
- ❌: There is an issue. At least one booking is not attached to a creative.

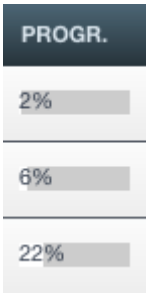
Each campaign has its own *Traffic* tab. It shows all existing or non-existing connections between a booking and a creative. If the Traffic status indicates a problem, the tab will clarify the missing links.

> Select the *No material or not coupled* option in the campaign filter of the campaign overview to identify campaigns with no uploaded or coupled creatives.

Progress status

The *Progress* status is a percentage that indicates the number of impressions that have been served for a specific campaign. It is calculated as the ratio of served impressions to the total desired impressions.

> The calculation of the *Progress* status is based solely on bookings with an impression volume.



In the *Campaign* overview, the *Progress status* table column displays the percentage of progress. A status bar indicates the progress of the delivery. As more impressions are served or delivered, the

status bar will become increasingly white.

You can also view the *Progress* status as a percentage in the campaign dashboard. A pie chart displays the progress with an orange colour.

Status stars

When you add a star to campaigns, bookings, or creatives in Adhese, you mark them as important.

The *Campaign*, *Booking*, and *Creative* overviews have an extra column for the status stars. For more information about how to display this column, refer to Personalize table columns.

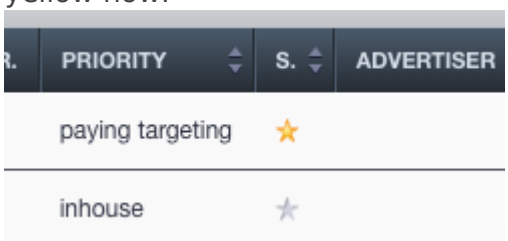
The overview can be sorted to group all starred campaigns, bookings, or creatives. All starred campaigns, bookings, or creatives will either be displayed at the beginning or end of the overview.

The *status star* column is also available in the Delivery overview, allowing you to monitor starred bookings.

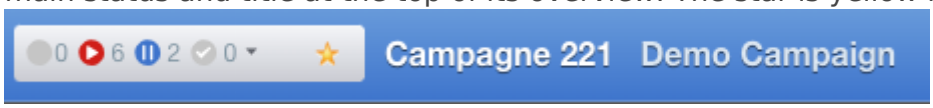
Add a star

There are two methods for adding a star to an individual campaign, booking, or creative:

- Go to the relevant overview and tick the star from the *Star status* column. The star is yellow now:



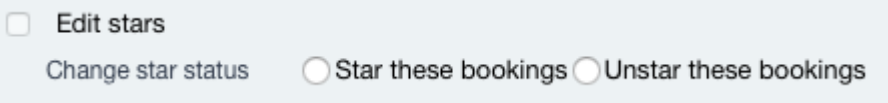
- Go to the relevant individual campaign, booking, or creative. *Tick* the star next to the main status and title at the top of its overview. The star is yellow now.



To *unstar* the campaign, booking or creative *tick* the yellow star. The star becomes grey.

If you wish to add a star to multiple bookings:

1. In the *Booking* overview of a campaign, select the bookings you want to edit.
2. Click the *Edit multiple bookings* button located above the *Booking* overview.
3. In the *Change multiple bookings simultaneously* window, click *Edit stars*.
   - To star the selected bookings, select *Star these bookings*.
   - To unstar the selected bookings, select *Unstar these bookings*.



4. Click *Save.*

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