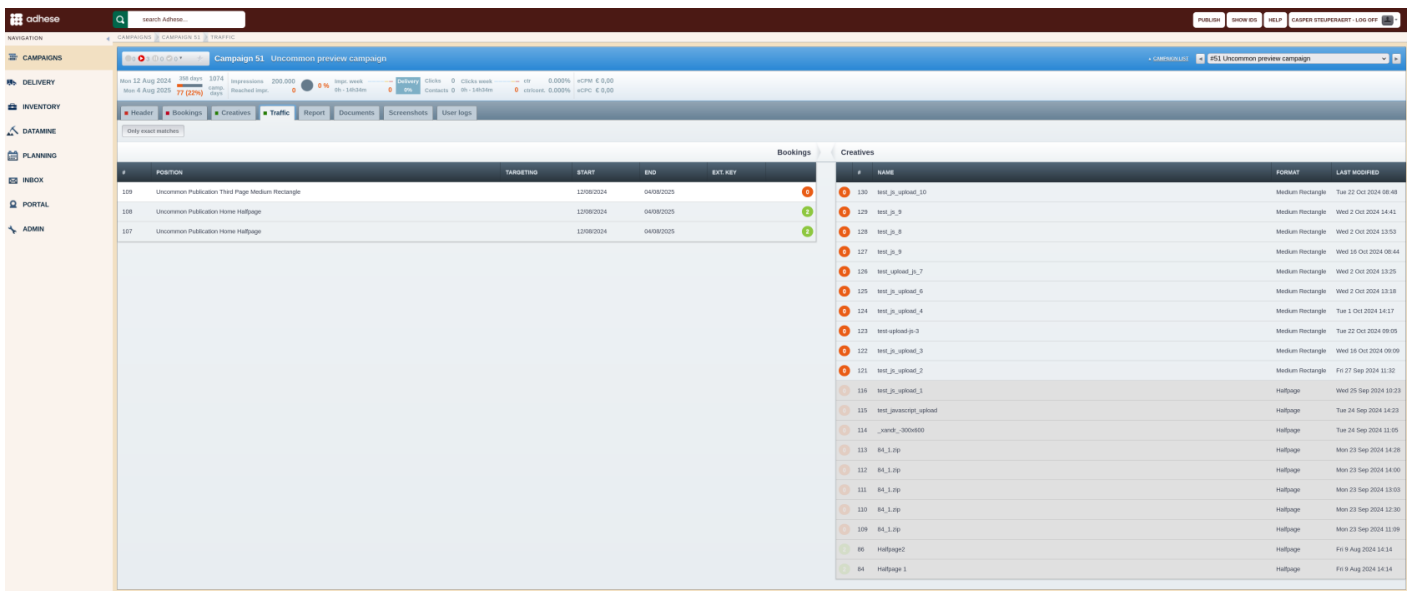
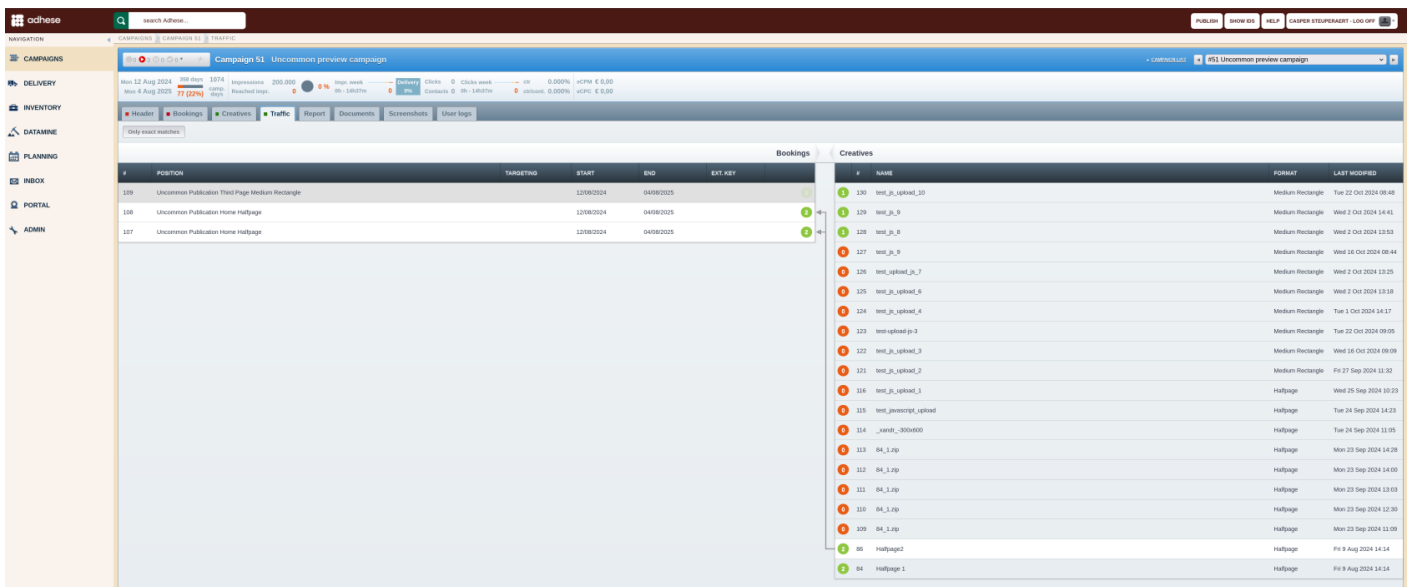




#	POSITION	TARGETING	START	END	EXT KEY	
109	Uncommon Publication Third Page Medium Rectangle		12/08/2024	04/09/2025		1
108	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		2
107	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		3

If bookings and creatives have already been combined, the *Traffic* tab will indicate which combinations are in existence when the user hovers over the table.



#	POSITION	TARGETING	START	END	EXT KEY	
109	Uncommon Publication Third Page Medium Rectangle		12/08/2024	04/09/2025		1
108	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		2
107	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		3

Attach a creative to a booking

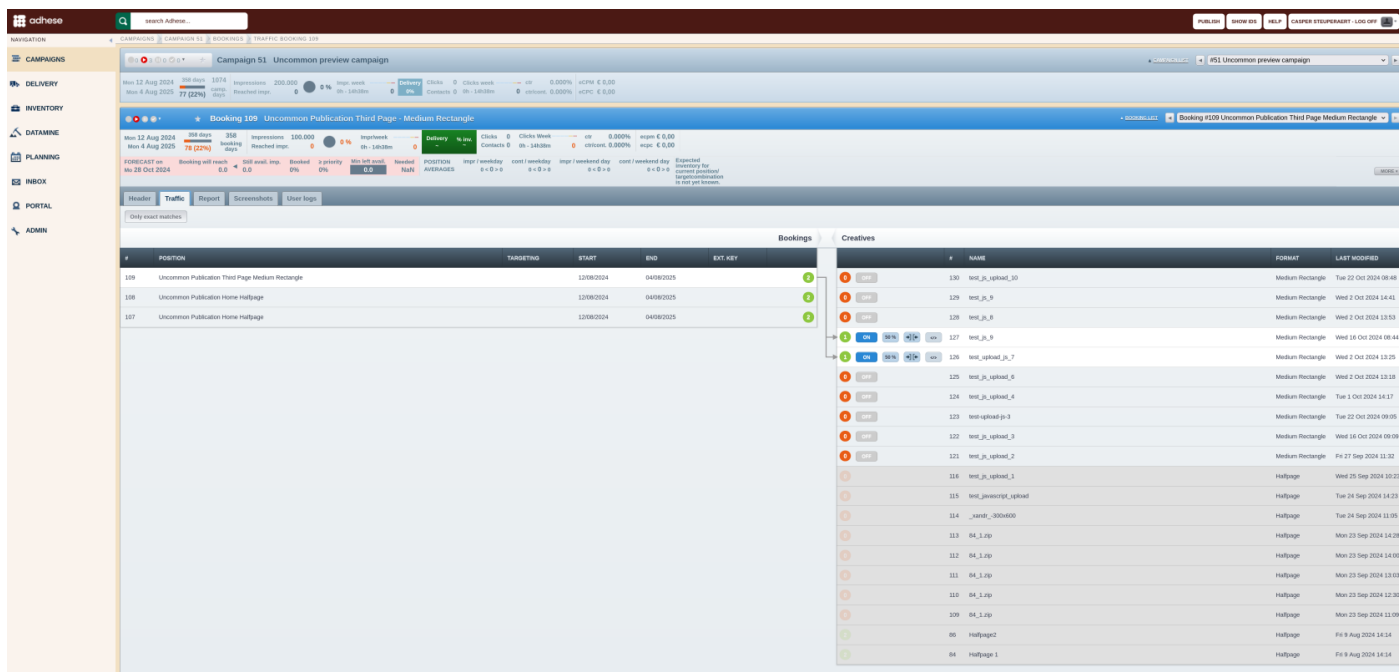
To add a creative to a booking:

3. If you want to add another creative to the booking, repeat step 2.
4. To disconnect a creative from the booking, click the *ON* button. The button's text will now change from ON to OFF.

[illegible]

Weight per creative

If multiple creatives are attached to one booking, a button denoting the **weight** is shown displaying a percentage.



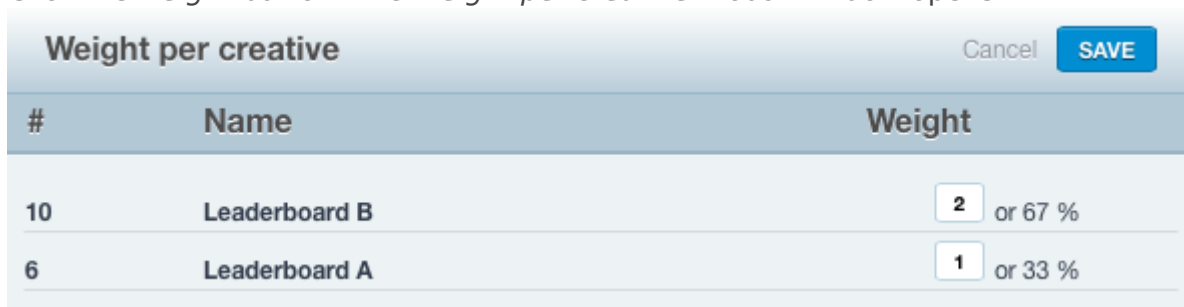
The screenshot shows the Adhes dashboard interface. The top navigation bar includes 'CAMPAIGNS', 'DELIVERY', 'INVENTORY', 'DATAMINE', 'PLANNING', 'INBOX', 'PORTAL', and 'ADMIN'. The main content area displays 'Campaign 51: Uncommon preview campaign'. Below this, a 'Booking 109: Uncommon Publication Third Page - Medium Rectangle' is shown. The 'Creatives' tab is selected, displaying a list of creatives with columns for '#', 'NAME', 'FORMAT', and 'LAST MODIFIED'. A 'Weight' button is visible next to each creative, indicating the distribution of delivery relative to other creatives attached to the same booking.

The weight of a creative indicates the distribution of delivery relative to other creatives attached to the same booking.

By default, each attached creative has the same weight. If two creatives are connected, each will be displayed half of the time. If three creatives are attached, each creative will be shown 33% of the time.

To change the distribution among the creatives:

1. Click the *weight* button. The *Weight per creative* modal window opens:



The 'Weight per creative' modal window is displayed. It features a table with the following data:

#	Name	Weight
10	Leaderboard B	2 or 67 %
6	Leaderboard A	1 or 33 %

The modal includes a 'Cancel' button and a 'SAVE' button in the top right corner.

2. Enter an integer number to adjust the weight.
3. Click the *Save* button.

Time-specific creative

When different creatives must be shown throughout a campaign, you can set a time span for them instead of creating several bookings with different periods.

As outlined in the *Attach a creative to a booking* section, you may add as many creatives to a single booking as you require. Should you have multiple creatives, a button with two arrows will be displayed:

Only exact matches											
Bookings							Creatives				
#	POSITION	TARGETING	START	END	EXT. KEY		#	NAME	GROUP	FORMAT	LAST MODIFIED
362	site 2 (id 8) vast multil ad (id 76) (id 147) Preroll Large (id 27)		14/07/2021	30/07/2021		2	1	ON	50 %	↔	399 test simid upload - Preroll Large Fri 30 Jul 2021 15:28
360	site 2 (id 8) vast multil ad (id 76) (id 147) Preroll Large (id 27)		23/06/2021	30/06/2021		1	2	ON	50 %	↔	395 test - Preroll Large Wed 14 Jul 2021 13:30

- Select the creative that must be visible at a later date. When you click this button the time-specific creative modal window opens:

Time-specific creative

CANCEL

SAVE

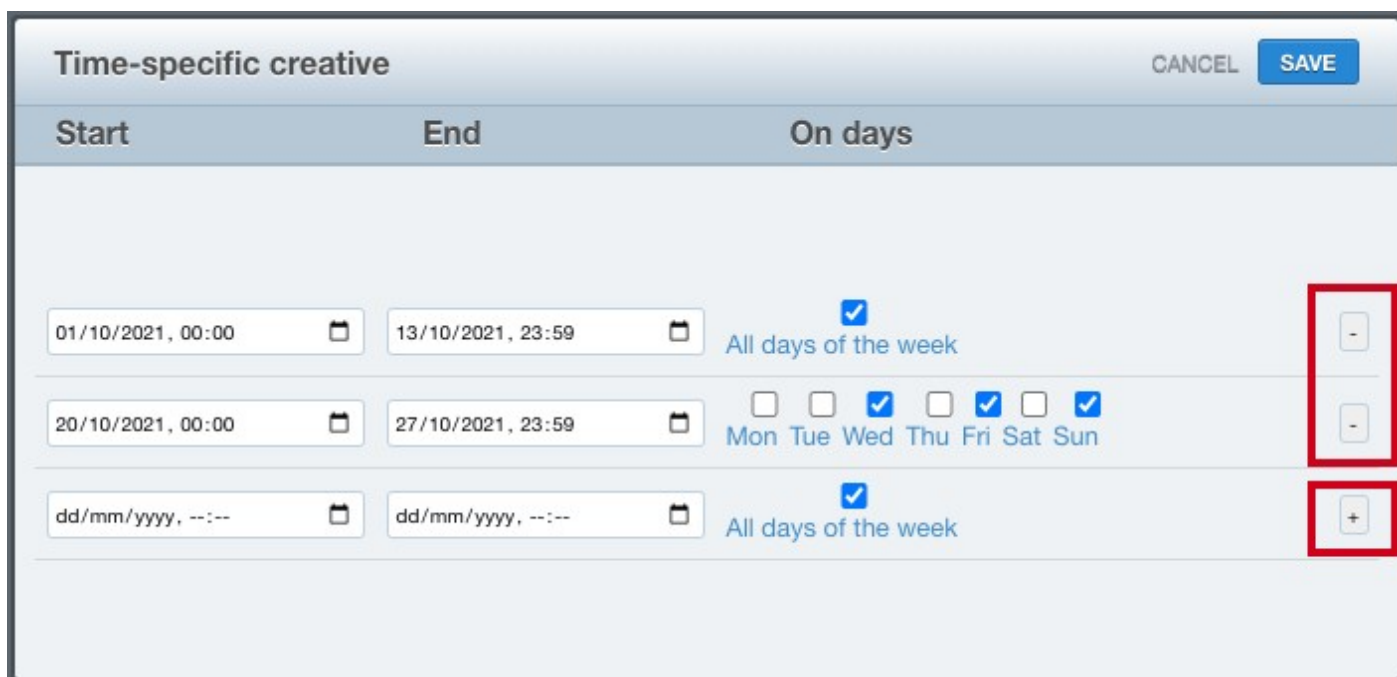
Start	End	On days
dd/mm/yyyy, --:--	dd/mm/yyyy, --:--	☒ All days of the week

- Set the start date and start hour when the alternative creative must be visible by clicking on the calendar icon. Set the end date and end hour of this creative by clicking on the calendar icon
- Determine if the creative must be visible every day of the week or only on certain days
- If more than one constraint (or period) is needed click on the plus button on the right
- Click the save button

An example.

There is a booking running from September 1 until November 30, 2021. For most of the period, a

(let's call it) **original** creative is shown. For some dates, an **alternative** creative must be shown.



Start	End	On days
01/10/2021, 00:00	13/10/2021, 23:59	☒ All days of the week
20/10/2021, 00:00	27/10/2021, 23:59	☐ Mon ☐ Tue ☒ Wed ☐ Thu ☒ Fri ☐ Sat ☒ Sun
dd/mm/yyyy, --:--	dd/mm/yyyy, --:--	☒ All days of the week

In the above screenshot, the alternative creative is shown all days of the week from 01/10/2021 at 00h00 until 13/10/2021 at 23h59. After that date, the other (original) creative will be visible again.

The second wave starts on 20/10/2021 at 00h00 and ends on 27/10/2022 at 23h59. During that period, the alternative creative is only shown on Wednesday, Friday, and Sunday, while the original creative is shown for the rest of the week.

You can easily add or delete a period by using the plus and minus buttons on the right.

It's not possible to have only time-constrained creatives on a booking. If you need all creatives to be time-constrained, attach a dummy creative (empty or fallback) to the booking. Constrained creatives will always take precedence over non-constrained creatives.

When trying to traffick bookings with all constrained creatives, or when trying to traffick a booking with creatives when there are still bookings with all constrained creatives, a warning will pop up. Remove time constraints on all constrained creatives before continuing trafficking bookings and creatives

Booking 24 Integration Testing [ID 6] Cavai [ID 15] [SL ID 43] - Billboard [T ID 2]

Header Traffic Report Screenshots User logs

Only exact matches

guineapig.adheses.org

It's forbidden to have all linked creatives having a time constraint!

OK

#	POSITION	TARGETING	START	END	EXT. KEY	#	NAME
25	Integration Testing [ID 6] Cavai [ID 15] [ID 44] Cavai Bubble [ID 8]		14/06/2021	30/06/2022		1	bb2
24	Integration Testing [ID 6] Cavai [ID 15] [ID 43] Billboard [ID 2]		01/05/2024	17/05/2025		3	Bubble
						1	Billboard

Assign a booking to a creative

To assign a booked position to a creative:

1. Select a creative in the campaign's *Traffic* tab. The creative traffic tab opens.
2. In the left column (next to the number indicating the number of creatives attached to a booking), a button indicates whether a combination exists ("ON") or not ("OFF"). This button assigns a booking to a creative.

adheses

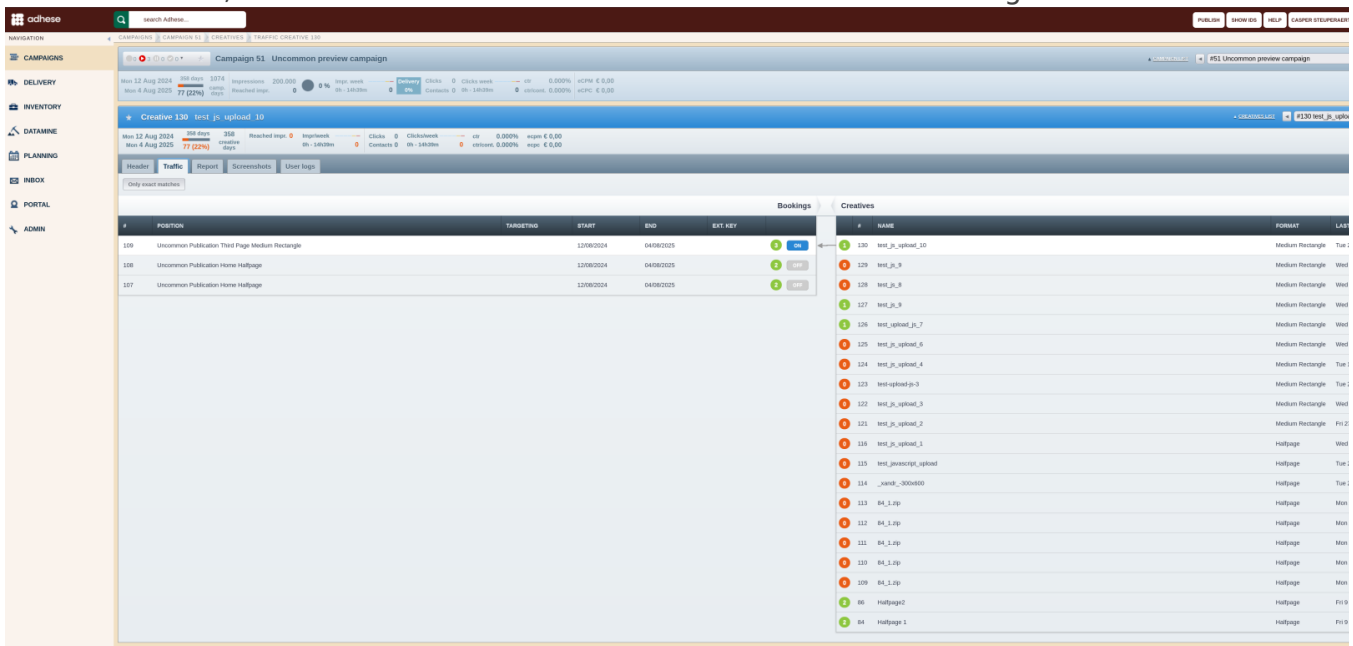
Navigation: CAMPAIGNS, CAMPAIGN 51, CREATIVES, TRAFFIC CREATIVE 130

Campaign 51: Uncommon preview campaign

Creative 130: test js upload 10

#	POSITION	TARGETING	START	END	EXT. KEY	#	NAME	FORMAT	LAST
130	Uncommon Publication Third Page Medium Rectangle		12/08/2024	04/09/2025		1	test_js_upload_10	Medium Rectangle	Tue 2
130	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		1	test_js_9	Medium Rectangle	Wed
137	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		1	test_js_8	Medium Rectangle	Wed

- To assign a booking to the creative, click the *OFF* button. The button's text will change from OFF to ON, and an arrow will indicate the link between the booking and creative.



The screenshot displays the Adheses platform interface. The top navigation bar includes 'adheses', a search bar, and buttons for 'Publish', 'Back to', 'Help', and 'Create new campaign'. The left sidebar contains navigation links: 'CAMPAIGNS', 'DELIVERY', 'INVENTORY', 'DATAMINE', 'PLANNING', 'INBOX', 'PORTAL', and 'ADMIN'. The main content area shows 'Campaign 51: Uncommon preview campaign'. Below this, there's a 'Creative 130: test.js.upload.10' section. The 'Bookings' table has columns: #, POSITION, TARGETING, START, END, EXT KEY, and a status button. The 'Creatives' table has columns: #, NAME, FORMAT, and LAST. The 'Bookings' table shows three rows with 'ON' buttons. The 'Creatives' table shows a list of creatives with various formats and statuses.

- If you want to assign another booking, repeat step 3.
- If you're going to disconnect bookings and creatives from each other, click the *ON* button. The button's text will now change from ON to OFF.

Exact formats

It is not possible to attach a creative to a booking if the dimensions of the creative and booked positions do not match. However, there are exceptions to this rule. For instance, a skyscraper format (120x600) can be attached to a wide skyscraper position (160x600).

If you only want to view creatives with the exact dimensions as the selected booking, click the *Only exact matches* button above the booking table in the *Booking* traffic tab.

Revision #6

Created 2024-06-04 13:07:55 UTC by Casper Steuperaert

Updated 2025-11-19 10:12:19 UTC by Casper Steuperaert