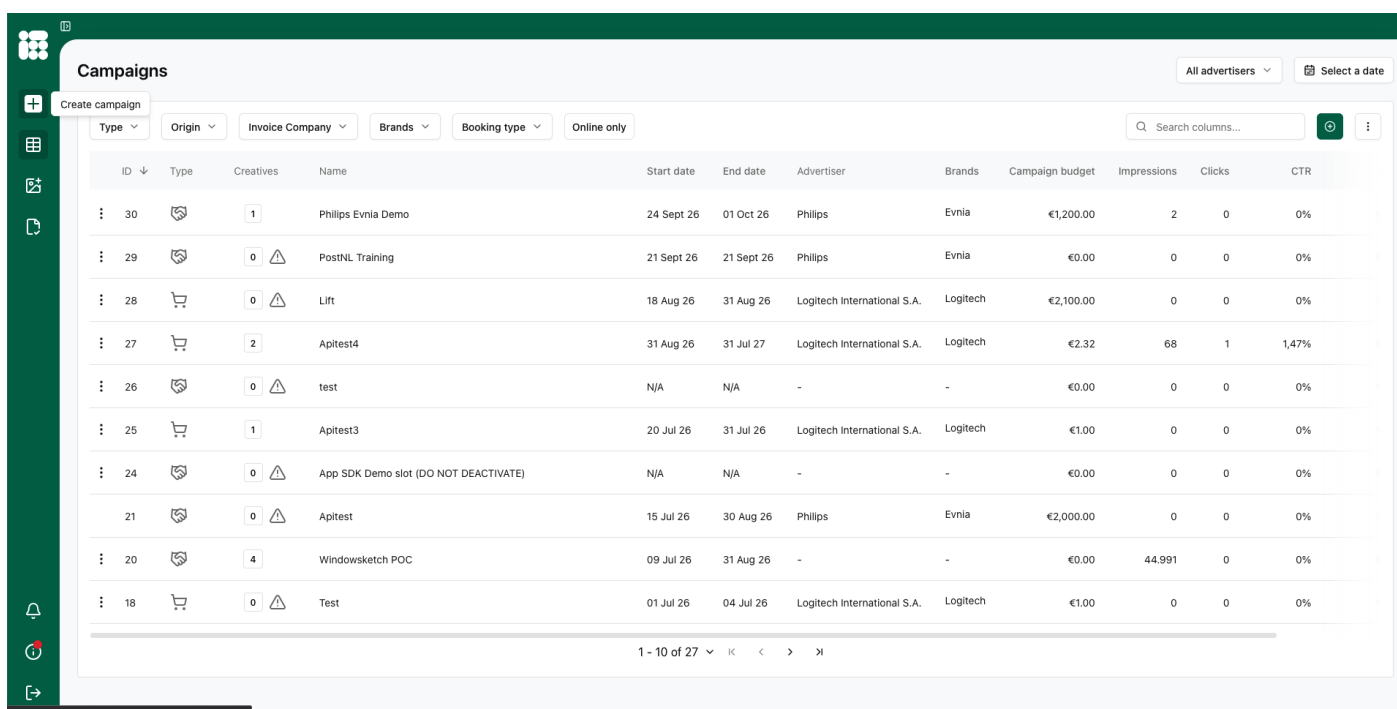


Campaign

Adhese makes it easy to target, monitor and optimise the delivery of online campaigns. **Campaigns** are a grouping of booking conditions and creatives.

Add a campaign

To add a new campaign, click the *Create campaign button* in the top left (+).

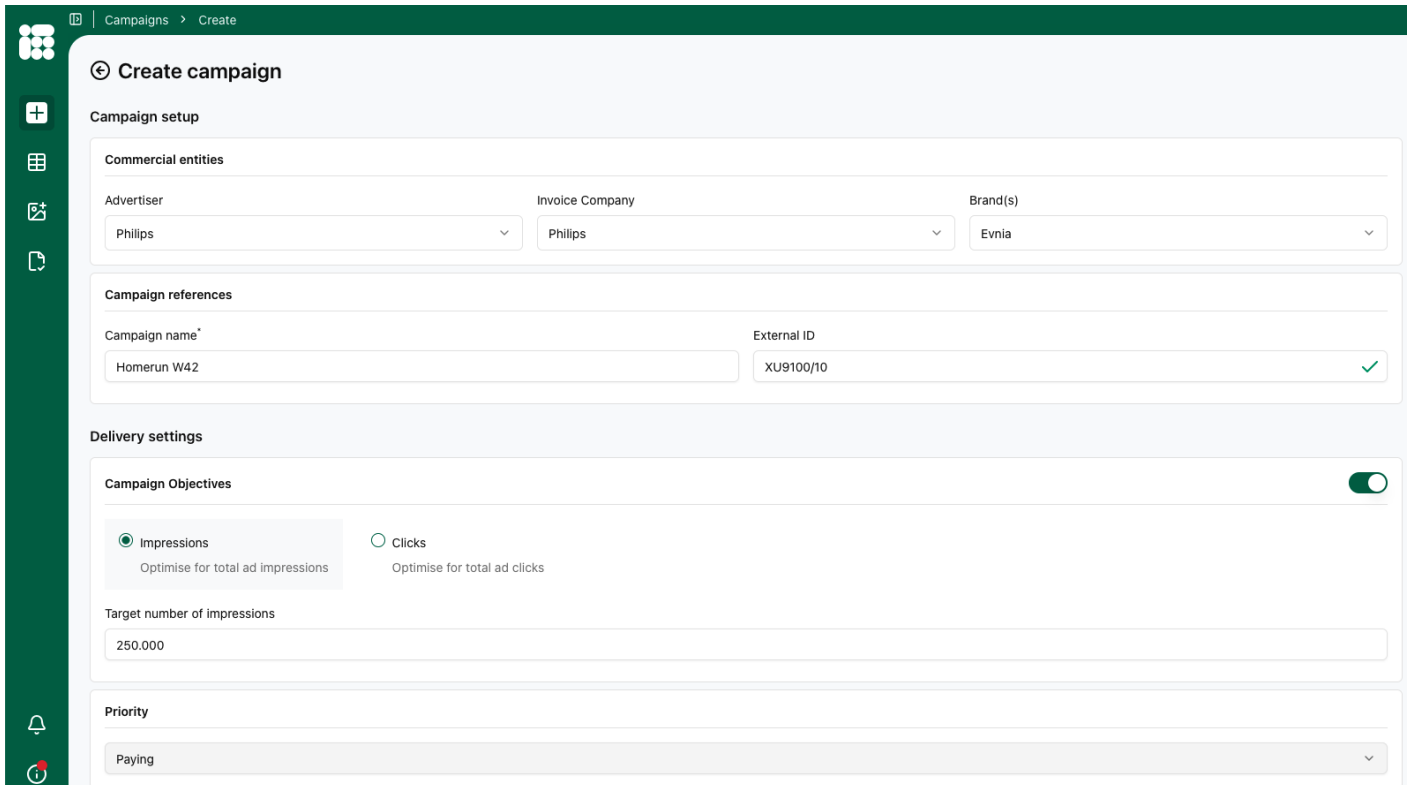


ID	Type	Creatives	Name	Start date	End date	Advertiser	Brands	Campaign budget	Impressions	Clicks	CTR
30		1	Philips Evnia Demo	24 Sept 26	01 Oct 26	Philips	Evnia	€1,200.00	2	0	0%
29		0	PostNL Training	21 Sept 26	21 Sept 26	Philips	Evnia	€0.00	0	0	0%
28		0	Lift	18 Aug 26	31 Aug 26	Logitech International S.A.	Logitech	€2,100.00	0	0	0%
27		2	Apitest4	31 Aug 26	31 Jul 27	Logitech International S.A.	Logitech	€2.32	68	1	1,47%
26		0	test	N/A	N/A	-	-	€0.00	0	0	0%
25		1	Apitest3	20 Jul 26	31 Jul 26	Logitech International S.A.	Logitech	€1.00	0	0	0%
24		0	App SDK Demo slot (DO NOT DEACTIVATE)	N/A	N/A	-	-	€0.00	0	0	0%
21		0	Apitest	15 Jul 26	30 Aug 26	Philips	Evnia	€2,000.00	0	0	0%
20		4	Windowsketch POC	09 Jul 26	31 Aug 26	-	-	€0.00	44,991	0	0%
18		0	Test	01 Jul 26	04 Jul 26	Logitech International S.A.	Logitech	€1.00	0	0	0%

You will go to the *Create campaign* screen. Here fill in the information and rules of the campaign. From top to bottom:

- *Advertiser - Invoice Company - Brand(s)* linked to the campaign
- *Campaign name* is required to be filled in
- *External ID*: Extra IDs that can be filled in, allowing for easy matching with external systems, not required
- *Campaign Objectives*: toggleable setting that sets a campaign objective. When set, the campaign and all underlying bookings will end when the chosen and entered objective is reached. This is optional.
 - Can be either in *Impressions* or *Clicks*

- **Priority:** Here you have a dropdown where you can select the campaign priority. The lower on the list, the lower the campaign priority. The campaign priority will be the default booking priority.



The screenshot shows the 'Create campaign' form in the Adhese system. The form is divided into several sections:

- Campaign setup**
 - Commercial entities**
 - Advertiser: Philips
 - Invoice Company: Philips
 - Brand(s): Evnia
 - Campaign references**
 - Campaign name*: Homerun W42
 - External ID: XU9100/10 (with a green checkmark)
- Delivery settings**
 - Campaign Objectives** (toggle is on)
 - ☒ Impressions (Optimise for total ad impressions)
 - ☐ Clicks (Optimise for total ad clicks)
 - Target number of impressions: 250.000
- Priority**
 - Paying

- **Delivery limit:** a togglable limit based on *Impressions* or *Clicks*, either *Daily* or *Hourly* expressed in the chosen amount. For the chosen time period, when the target is reached, the campaign and all of its underlying bookings will stop delivery for the duration.
- **Budget:** Here you can enter the total campaign budget. When working with CPM or CPC, once the budget is reached, the campaign and all of its underlying bookings will stop. Filling in a campaign budget is optional.
- **Internal note:** Here you can leave a note or instructions for other adops or campaign managers, this is optional.

+

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Priority

Paying

Delivery limit

🗑️

Impressions

▼

Daily

▼

25.000

+

Budget

Total campaign budget

€ 3.500

Internal note

🔔

Create campaign

▼

Create offer

Create option

Cancel

Once you're done, you can decide to save the campaign as a campaign, [offer or as an option](#).

Revision #2

Created 2026-09-30 12:30:56 UTC by Casper Steuperaert

Updated 2026-10-01 14:39:07 UTC by Casper Steuperaert