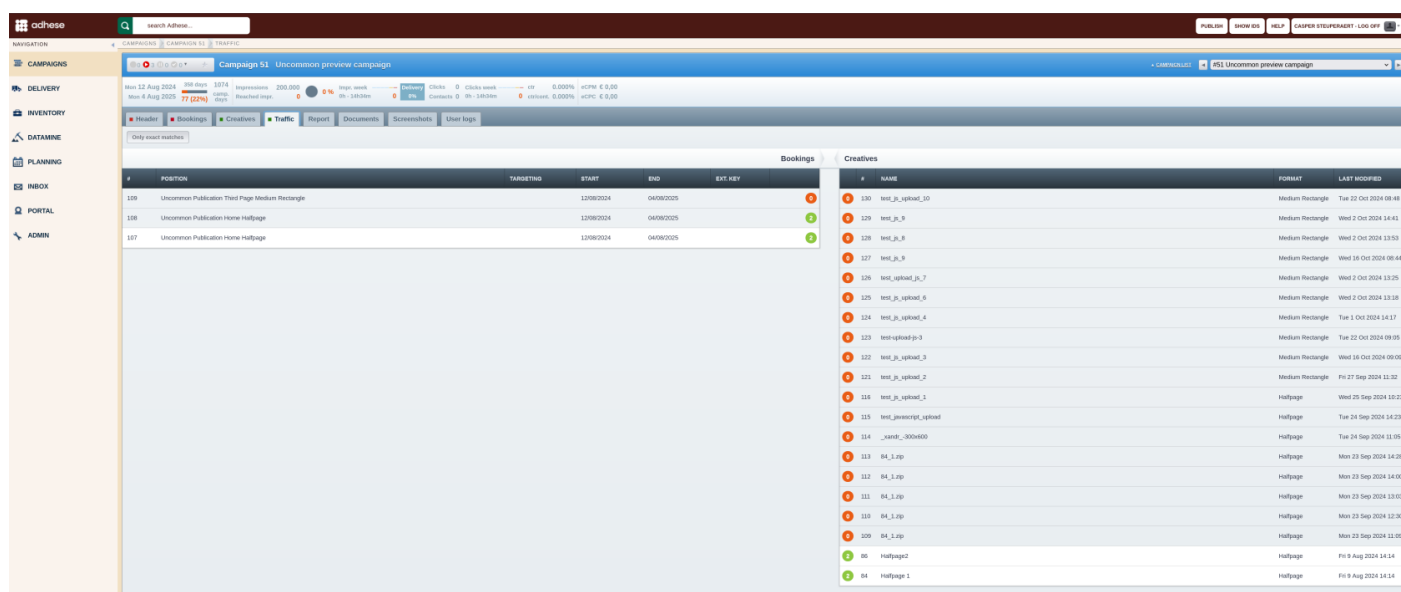


Trafficking bookings and creatives

Once a creative has been saved, it can be trafficked with a booked position. It is possible to attach multiple creatives to one booking or assign a creative to several booked positions.

To traffic bookings and creatives with each other:

1. Go to the *Campaign* overview. Click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to traffic bookings and creatives. The *Header* tab of the campaign opens.
3. Click the *Traffic* tab. The *Traffic* screen of the campaign opens.



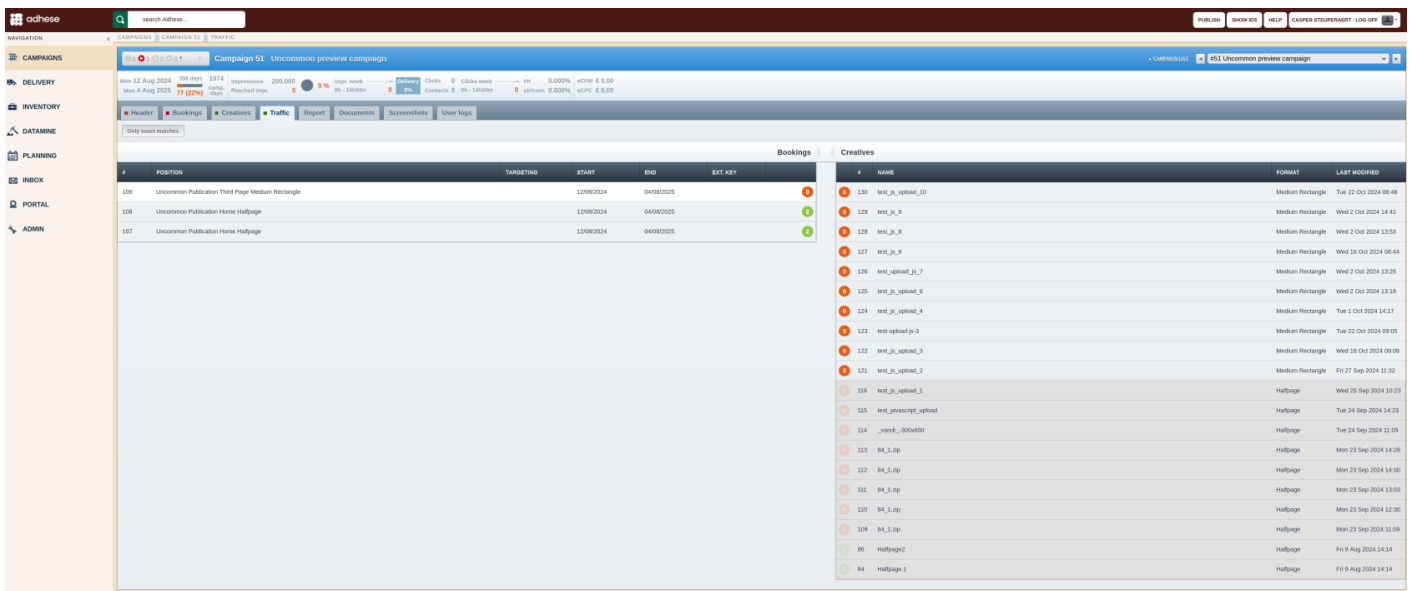
#	POSITION	TARGETING	START	END	EXT KEY	
109	Uncommon Publication Third Page Medium Rectangle		12/08/2024	04/09/2025		3
108	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		3
107	Uncommon Publication Home Halfpage		12/08/2024	04/09/2025		3

#	NAME	FORMAT	LAST MODIFIED
130	test_upload_10	Medium Rectangle	Tue 22 Oct 2024 08:48
129	test_upload_9	Medium Rectangle	Wed 2 Oct 2024 14:41
128	test_upload_8	Medium Rectangle	Wed 2 Oct 2024 13:53
127	test_upload_7	Medium Rectangle	Wed 16 Oct 2024 08:44
126	test_upload_6	Medium Rectangle	Wed 2 Oct 2024 13:25
125	test_upload_5	Medium Rectangle	Wed 2 Oct 2024 13:18
124	test_upload_4	Medium Rectangle	Tue 1 Oct 2024 14:17
123	test_upload_3	Medium Rectangle	Tue 22 Oct 2024 08:05
122	test_upload_2	Medium Rectangle	Wed 16 Oct 2024 08:09
121	test_upload_1	Medium Rectangle	Fri 27 Sep 2024 11:32
118	test_upload_1	Halfpage	Wed 25 Sep 2024 14:23
115	test_upload_1	Halfpage	Tue 24 Sep 2024 14:23
114	test_upload_1	Halfpage	Tue 24 Sep 2024 11:05
113	test_upload_1	Halfpage	Mon 23 Sep 2024 14:26
112	test_upload_1	Halfpage	Mon 23 Sep 2024 14:00
111	test_upload_1	Halfpage	Mon 23 Sep 2024 13:03
110	test_upload_1	Halfpage	Mon 23 Sep 2024 12:30
109	test_upload_1	Halfpage	Mon 23 Sep 2024 11:09
106	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14
104	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14

The left column shows the campaign's bookings. The coloured number next to each booking indicates the number of creatives attached to it.

The right column shows the uploaded creatives. The coloured number next to each creative indicates the number of bookings that are linked to it.

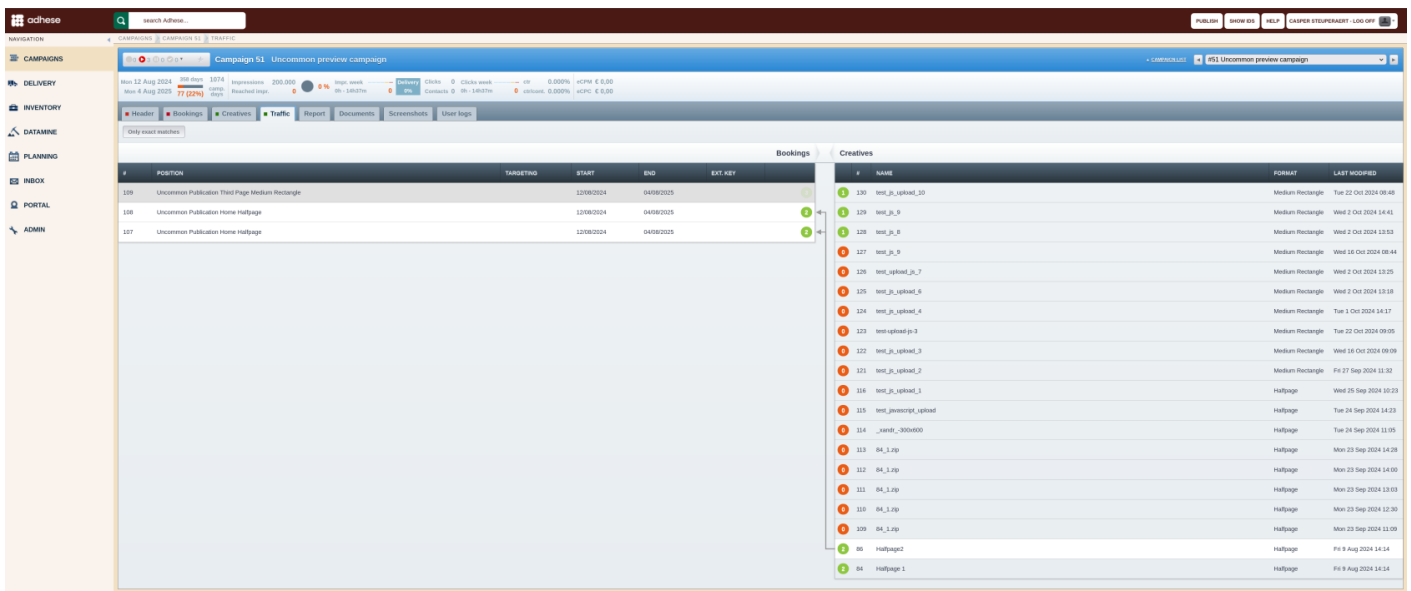
When hovering over a booking in the table, the creatives selected (as they match the booking's position) are highlighted. Similarly, when hovering over a creative in the table, the bookings that can be chosen are highlighted.



#	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

#	NAME	FORMAT	LAST MODIFIED
130	test_upload_10	Medium Rectangle	Tue 22 Oct 2024 08:48
129	test_upload_9	Medium Rectangle	Wed 2 Oct 2024 14:41
128	test_upload_8	Medium Rectangle	Wed 2 Oct 2024 13:53
127	test_upload_7	Medium Rectangle	Wed 16 Oct 2024 08:44
126	test_upload_6	Medium Rectangle	Wed 2 Oct 2024 13:25
125	test_upload_5	Medium Rectangle	Wed 2 Oct 2024 13:18
124	test_upload_4	Medium Rectangle	Tue 1 Oct 2024 14:17
123	test_upload_3	Medium Rectangle	Tue 22 Oct 2024 09:05
122	test_upload_2	Medium Rectangle	Wed 16 Oct 2024 09:09
121	test_upload_1	Medium Rectangle	Fri 27 Sep 2024 11:32
118	test_upload_1	Halfpage	Wed 25 Sep 2024 10:23
115	test_upload_1	Halfpage	Tue 24 Sep 2024 14:23
114	test_upload_1	Halfpage	Tue 24 Sep 2024 11:05
113	test_upload_1	Halfpage	Mon 23 Sep 2024 14:28
112	test_upload_1	Halfpage	Mon 23 Sep 2024 14:00
111	test_upload_1	Halfpage	Mon 23 Sep 2024 13:03
110	test_upload_1	Halfpage	Mon 23 Sep 2024 12:30
109	test_upload_1	Halfpage	Mon 23 Sep 2024 11:39
86	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14
84	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14

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

#	NAME	FORMAT	LAST MODIFIED
130	test_upload_10	Medium Rectangle	Tue 22 Oct 2024 08:48
129	test_upload_9	Medium Rectangle	Wed 2 Oct 2024 14:41
128	test_upload_8	Medium Rectangle	Wed 2 Oct 2024 13:53
127	test_upload_7	Medium Rectangle	Wed 16 Oct 2024 08:44
126	test_upload_6	Medium Rectangle	Wed 2 Oct 2024 13:25
125	test_upload_5	Medium Rectangle	Wed 2 Oct 2024 13:18
124	test_upload_4	Medium Rectangle	Tue 1 Oct 2024 14:17
123	test_upload_3	Medium Rectangle	Tue 22 Oct 2024 09:05
122	test_upload_2	Medium Rectangle	Wed 16 Oct 2024 09:09
121	test_upload_1	Medium Rectangle	Fri 27 Sep 2024 11:32
118	test_upload_1	Halfpage	Wed 25 Sep 2024 10:23
115	test_upload_1	Halfpage	Tue 24 Sep 2024 14:23
114	test_upload_1	Halfpage	Tue 24 Sep 2024 11:05
113	test_upload_1	Halfpage	Mon 23 Sep 2024 14:28
112	test_upload_1	Halfpage	Mon 23 Sep 2024 14:00
111	test_upload_1	Halfpage	Mon 23 Sep 2024 13:03
110	test_upload_1	Halfpage	Mon 23 Sep 2024 12:30
109	test_upload_1	Halfpage	Mon 23 Sep 2024 11:39
86	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14
84	test_upload_1	Halfpage	Fri 9 Aug 2024 14:14

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.

CAMPAIGNS | CAMPAIGN 51 | BOOKINGS | TRAFFIC BOOKING 109

Campaigns

Campaign 51 Uncommon preview campaign

New 12 Aug 2024	358 days 77 (22%)	3574 Reached imp.	Impressions 200,000	0% Imp. share on 140,000	0% Delivery rate	Clicks 0	Clicks/shw. 0 on 140,000	CTR 0.000%	HCPV € 0.00
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Bookings

Booking 109 Uncommon Publication Third Page - Medium Rectangle

New 12 Aug 2024	358 days 77 (22%)	358 Reached imp.	Impressions 100,000	0% Imp. share on 140,000	0% Delivery rate	Clicks 0	Clicks/shw. 0 on 140,000	CTR 0.000%	HCPV € 0.00
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Forecasted at: New 28 Oct 2024

Booking will reach: 6.0

Sell each: Imp. 0% A priority: 0% Min bid each: 6.0 Max bid: N/A

Position: AVERAGES

Imp / weekday: 0 < 0 > 0 Cost / weekday: 0 < 0 > 0 Imp / weekend day: 0 < 0 > 0 Cost / weekend day: 0 < 0 > 0 Expected delivery by: Target impression: Not yet known.

Traffic

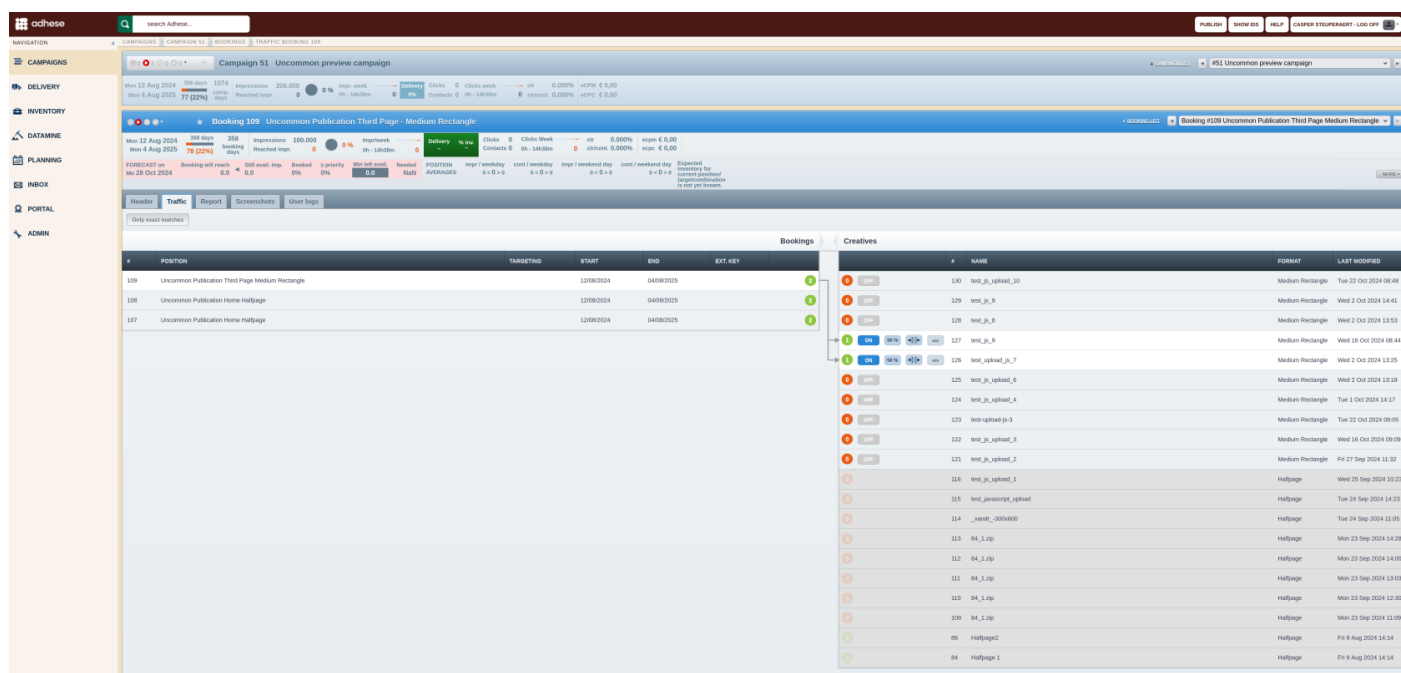
#	POSITION	TARGETING	START	END	BID KEY
109	Uncommon Publication Third Page Medium Rectangle		13/08/2024	04/09/2025	1
108	Uncommon Publication Home Halfpage		13/08/2024	04/09/2025	2
107	Uncommon Publication Home Halfpage		13/08/2024	04/09/2025	3

Bookings

#	NAME	FORMAT
130	test_p_1_optimad_30	Medium Rectangle
129	test_p_9	Medium Rectangle
128	test_p_8	Medium Rectangle
127	test_p_9	Medium Rectangle
126	test_optimad_p_7	Medium Rectangle
125	test_p_1_optimad_6	Medium Rectangle
124	test_p_1_optimad_4	Medium Rectangle
123	test_optimad_p-3	Medium Rectangle
122	test_p_1_optimad_3	Medium Rectangle
121	test_p_1_optimad_2	Medium Rectangle
120	test_p_1_optimad_1	Halfpage
119	test_gamascript_optimad	Halfpage
118	_search_-000000	Halfpage
117	BA_1_rfp	Halfpage
116	BA_1_rfp	Halfpage
115	BA_1_rfp	Halfpage
114	BA_1_rfp	Halfpage
113	BA_1_rfp	Halfpage
112	BA_1_rfp	Halfpage
111	BA_1_rfp	Halfpage
110	BA_1_rfp	Halfpage
109	BA_1_rfp	Halfpage
108	Halfpage2	Halfpage
107	Halfpage 1	Halfpage

Weight per creative

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



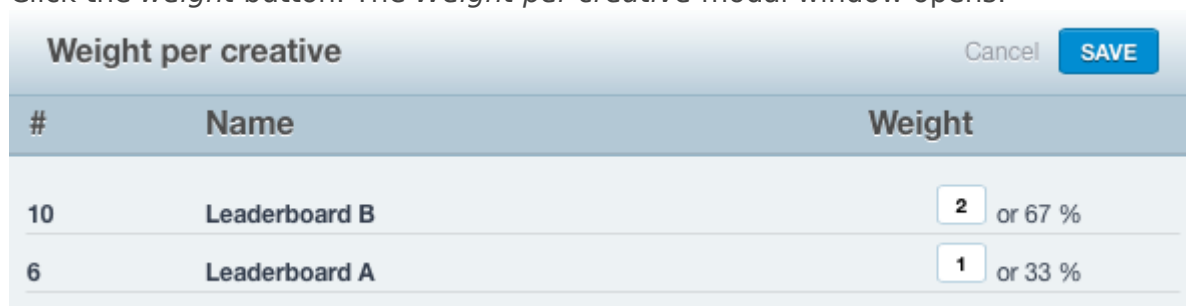
The screenshot shows the Adhes dashboard interface. The top navigation bar includes 'CAMPAIGNS', 'DELIVERY', 'INVENTORY', 'DATAMINE', 'PLANNING', 'INBOX', 'PORTAL', and 'ADMIN'. The main content area displays 'Campaign 51: Uncommon preview campaign'. Below this, a 'Booking 109: Uncommon Publication Third 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 also includes 'Cancel' and 'SAVE' buttons.

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:

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

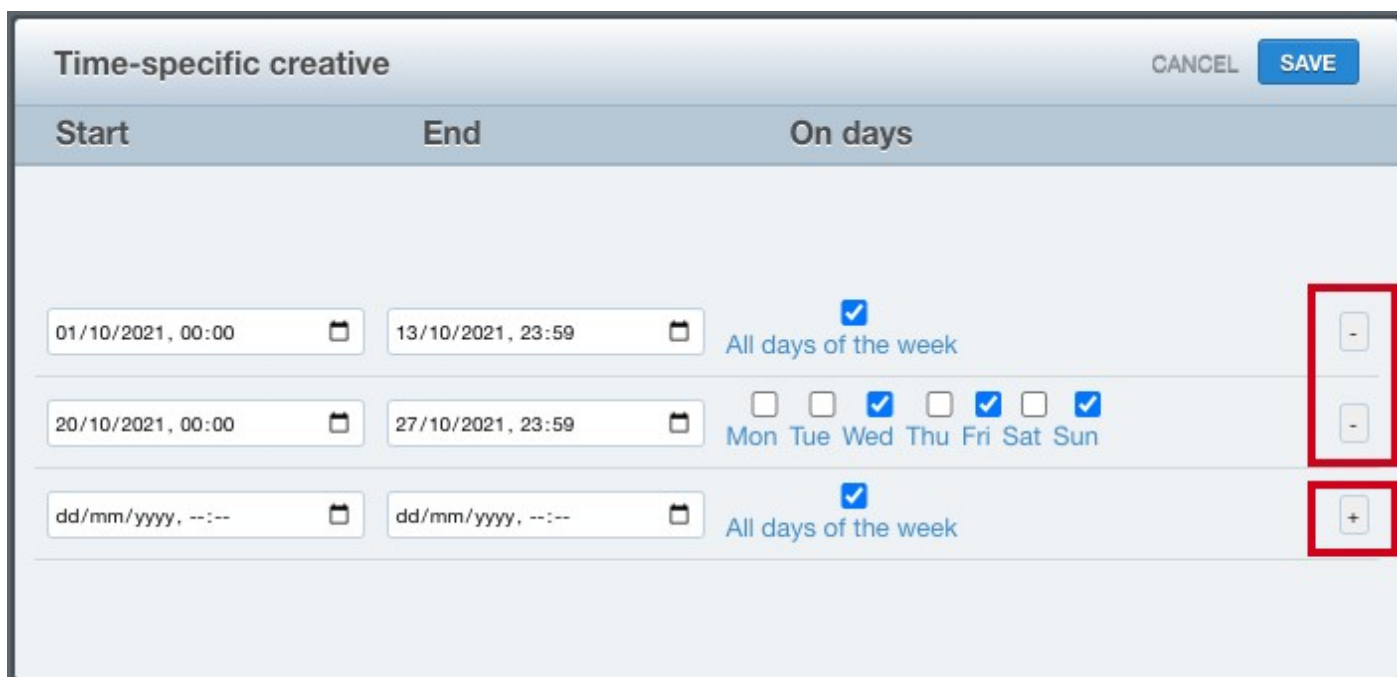
Start	End	On days
dd/mm/yyyy, --:--	dd/mm/yyyy, --:--	☒ All days of the week

- 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.

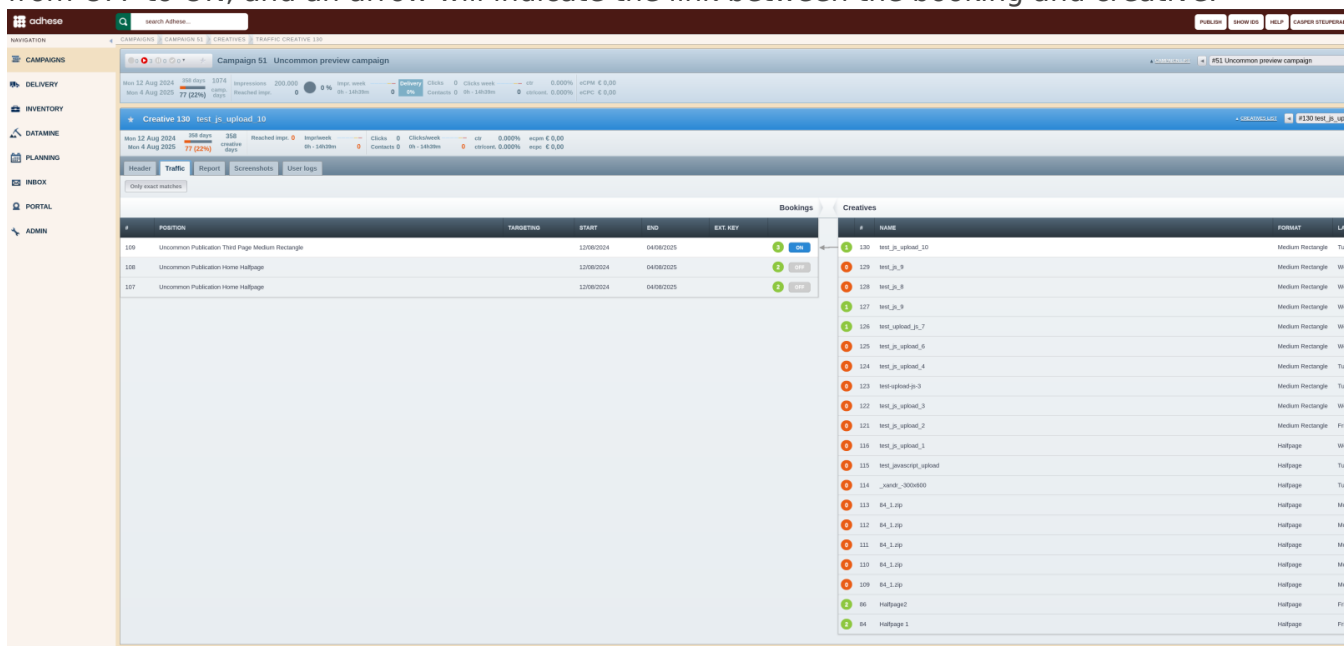
You can easily add or delete a period by using the plus and minus buttons on the right.

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

-

- 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.



- 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