

Introduction to Adhese for adops (Classic UI)

Short introduction

This documentation covers the following main topics:

- How would you like to build your inventory?
- How to create a campaign?
- How to monitor campaigns?

Before diving into the details of using Adhese as an ad server for Publishers and Brands, it is important to have some basic knowledge of the processes behind our ad-serving technology.

Most of the images you come across can be clicked to view a larger version. When you see the cursor change to a hand, a larger version is available.

This document is for Adops team members who use Adhese for the first time.

It is a short introduction to the Adhese application, with links to the in-depth articles of the primary Adhese documentation.

Getting familiar with the interface

How to [log in](#) and [log out](#) and [reset your password](#)



English [▼]

Sign in to your account

Username or email

Password

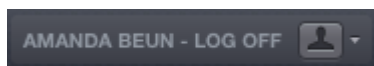


[Forgot Password?](#)

Sign In

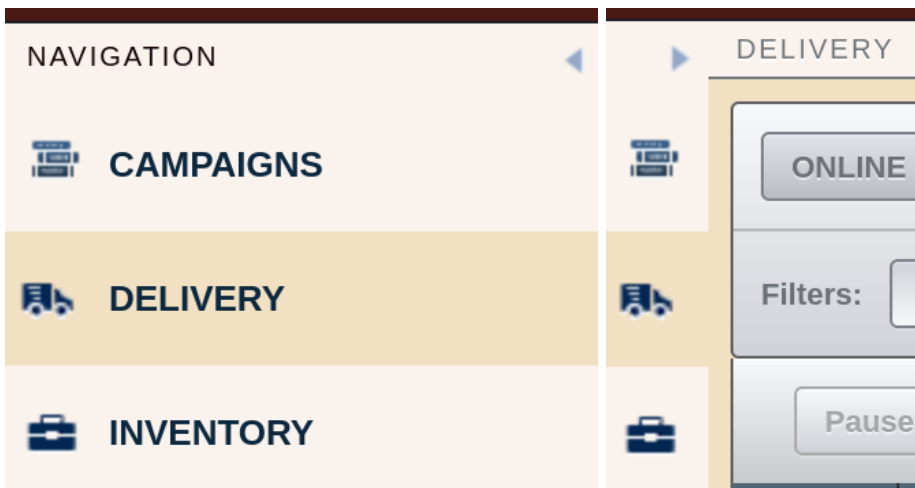
The above screenshot is the login screen. Add your username and password and click the Login button.

Reset your password by clicking the Forgot password link and follow the instructions.

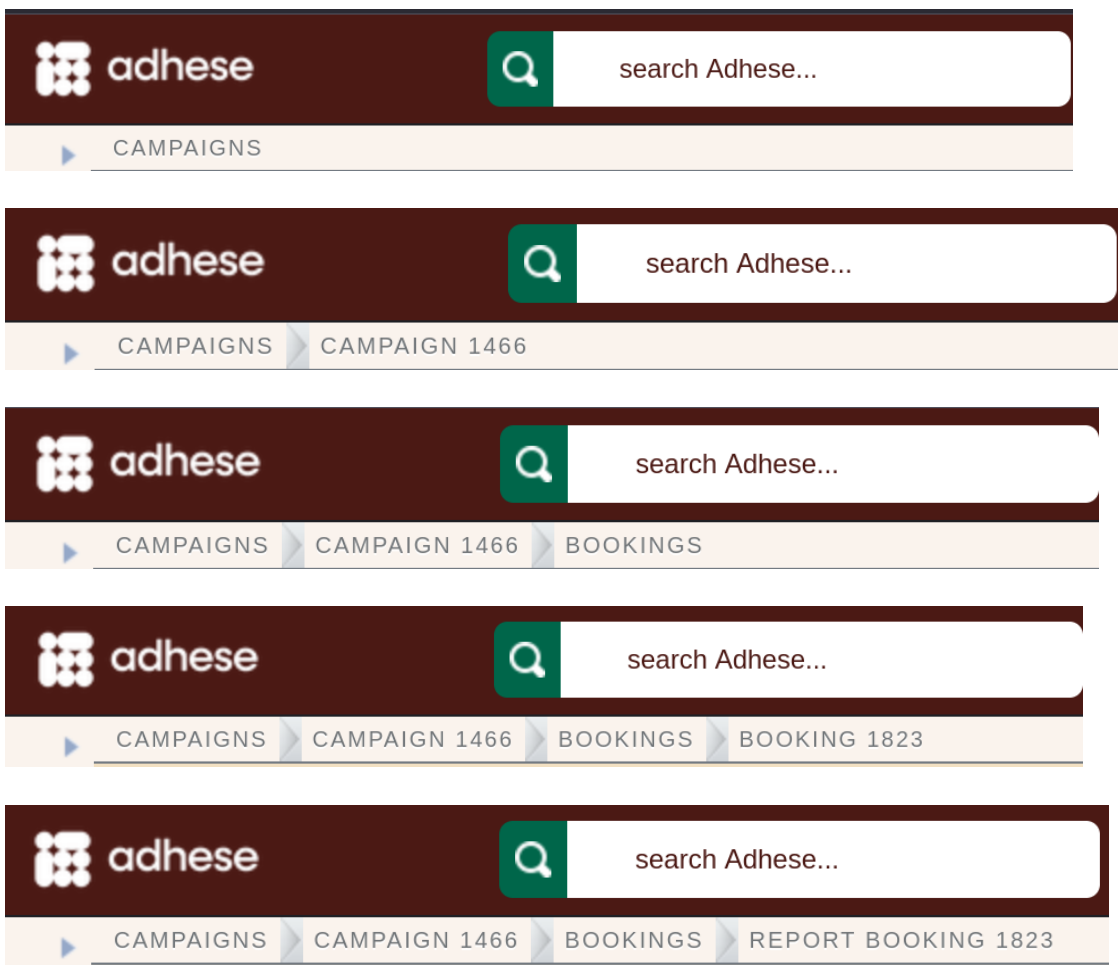


The above screenshot shows the log off button situated at the far right top of the Adhese interface.

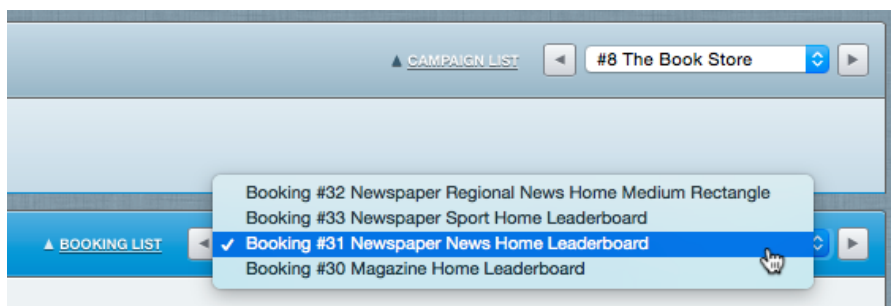
How to [navigate](#) between the different screens



The above screenshot shows the main Navigation menu. You can switch from extended to collapsed view.

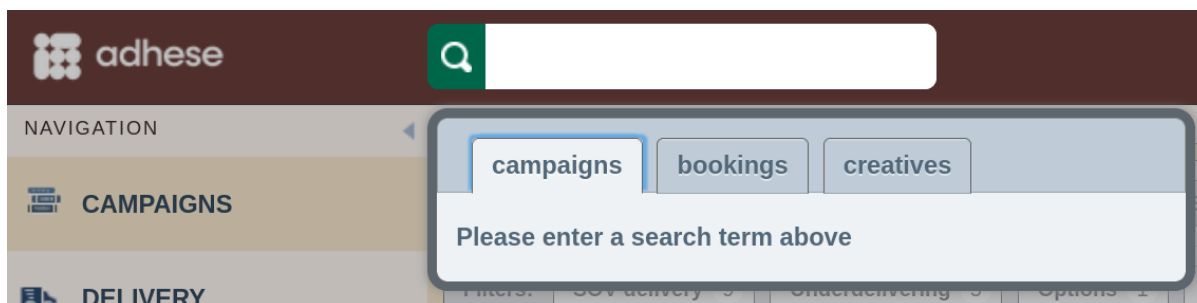


The above screenshot shows a breadcrumb trail to see where you are in the navigation structure of the Adhese interface.

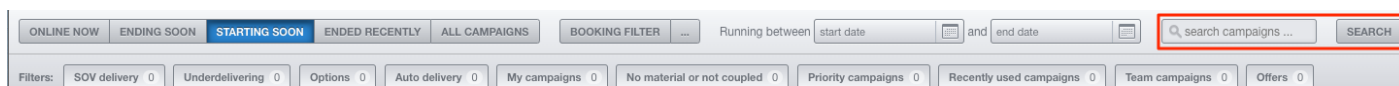


The above screenshot shows the dropdown menu. You can find this drop-down menu in the upper right corner of each overview for an individual campaign, booking, and creative.

Search possibilities



The quick search is at the top of every Adhese screen, next to the Adhese logo. Use a quick search to go fast to a particular campaign, booking, or creative by entering a search term and then press Enter.

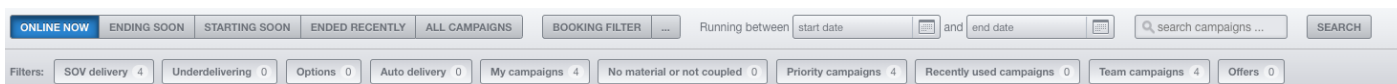


Within the Campaign and Delivery overview, you can use the search bar located in the upper right corner of the campaign filter. Use this field to search for more specific keywords.

Components of the Adhese UI

A detailed explanation of all the [components of the Adhese UI](#) is written in this chapter of the documentation.

Customise the Adhese interface



The general Campaign overview and the Delivery overview both have a campaign filter. You can only select one of the five buttons: online now, ending soon, starting soon, ended recently, and all campaigns.

Below these five buttons, there are filters to narrow your result, including Options, Underdelivery, No or not coupled material, Recently used campaigns, etc.

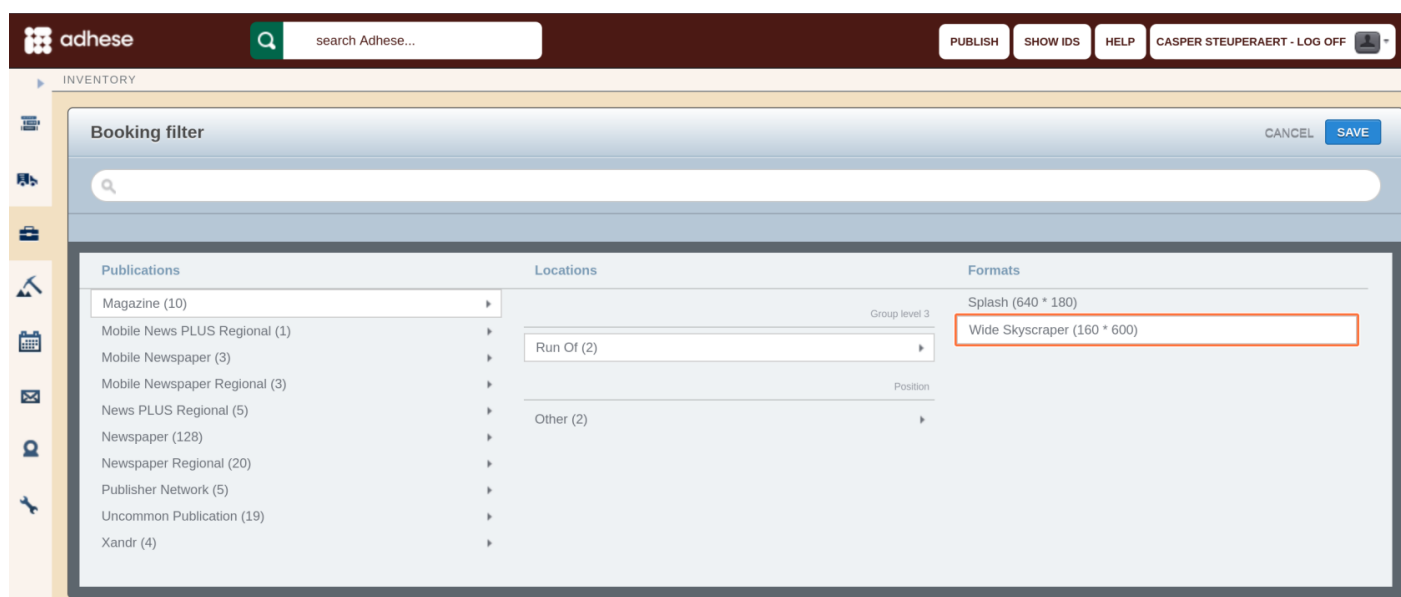
You can find a complete overview of the filters in the main documentation.



Some of the table columns can be sorted. They have two triangles on the right side of the column. See the screenshot above and some examples in the [main documentation](#). The table columns can be [personalised](#). You can decide which columns must be visible, set the display sequence, or change the name of a column's heading. Just right-click the column heading row and make your changes in the Personalize table columns modal window. It is a simple drag-and-drop system.

Inventory

The interface of Adhese has a clear forecasting overview: Inventory. Click the third button in the main navigation menu. Search for a position or select a position by choosing a publication, location, and format:

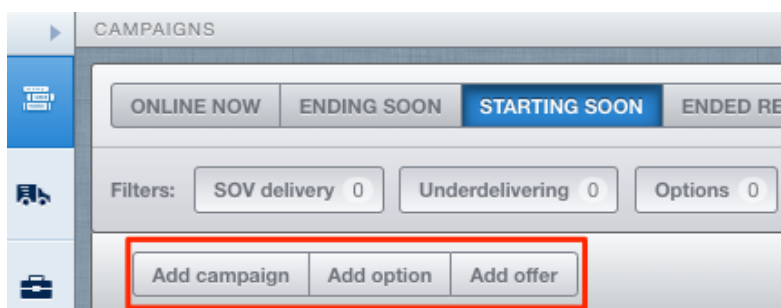


Click the Save button. By default, the forecast report shows the data for the past 30 days (the already delivered impressions), the following 30 days (the expected volume) and all booked campaigns for that position.



Setting up a campaign

How to book a campaign



There are three buttons. You can add a campaign, an option, or an offer. Both a campaign and an option take booked volumes into account, but an offer does not.

When you push an add button, you get the following screen:

Campaign
Campaign name *
Type
Priority *
Budget
Sum of booking prices
To reach unit *
To reach volume
Sum of booking volumes
Language

Delivery limit
[Add limit](#)
Client
Advertiser company [Add advertiser company...](#)
Invoice company [Add invoice company...](#)
Media company [Add media company...](#)
Intermediary company [Add intermediary company...](#)
Client contact [Add client contact...](#)
Commission

Internal
Internal ID *
External ID
Publisher *
Account manager [Add account manager...](#)
Public comment
Internal comment

Fields
Sector [Add Sector...](#)
System meta tags [Add System meta tags...](#)
Campaign Type [Add Campaign Type...](#)

Two boxes are mandatory on this screen: Campaign Name and Priority. You can choose to set a volume of impressions (or clicks) on the campaign level or select a quantity later in the booking screens of the campaign. A full explanation of all fields can be found here: [Add a campaign](#).

A [campaign can be edited](#) anytime you want.

Add campaign Add option Add offer Duplicate Pause Resume Stop

	#	PRIORITY	H.	CR.	TR.	RUNNING	CAMPAIGN NAME
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There is also an option to [copy a complete campaign](#). You can [pause](#) and [resume](#) a campaign with a few clicks, or [stop](#) a campaign.

How to [add bookings](#) to a campaign

CAMPAIGNS CAMPAIGN 112 BOOKINGS

0 0 0 0 1

Campaign 112 ta

Mon 29 Jan 2018 3 days 3 Impression 0
Wed 31 Jan 2018 0 (0%) camp. days Reached impr. 78

Header Financial Bookings Create

Add booking Duplicate Edit multip

Hit the Add booking button in the bookings tab to create a booking in a campaign. The following screen appears:

Where Position * Add position... When From * 08/04/2021 00:00:00 Until * 08/04/2021 23:59:59 Set day(s) online * ☒ All days of the week Hours/day 00:00:00 - 23:59:59 How Delivery method * auto To reach no booking-level impressions set Unit * impressions Combination ☐ Together with ... All-together is disabled because there are no other bookings available for grouping. ☐ Exclusive Booking Priority Use campaign priority Compete with RTB ☒ defined by priority [off] ☐ on ☐ off	User frequency cap Add user frequency cap... Delivery limit Add limit Targeting Age Add age Gender Add gender Context Add Context City Add city Quarks Add quarks Category Add category Brand Add brand Interest Add interest	Price Pricing type CPM Unit price 0.00 Calculated price 0,00 Add discount... Total price 0,00 Info External key Comment User Metadata Industry click to select Booking Type click to select
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The following fields are mandatory:

- [Where:](#)

Click Add position. This opens the Search publication, location & format modal window.

Choose a position by selecting a publication, location, and format and click on the Save button.

Based on the selected position, Adhese displays the forecasting figures and position averages in the booking header tab.

- [When:](#)

Fill in the start and end date and start and end time. The default times are 00:00:00 and 23:59:59. You can also set a booking for specific days in the booked period (for example, every Monday, Wednesday, and Friday), and you can set a time slot (for example, every day between 7:00 and 20:59:59) a booking needs to run.

- [How](#)

Delivery method: choose one of the three options

AUTO - you have to fill in a volume (or you have filled in an amount at campaign header level).

SOV - you have to fill in a percentage

ROTATION - no volume or percentage needed, one or more rotation bookings on the same position get interchanged.

To Reach: Fill in the volume the booking must reach

[Unit](#): Choose impressions or Clicks

The following three settings are optional and depend on your setup

[Combination](#) (optional): Choose Together With or Exclusive. Use this setting if different bookings must be combined with or excluded from one another.

Booking Priority (optional): the default campaign priority setting can be adjusted for this particular booking.

[Compete with RTB](#) (optional): this switch decides whether the booking can compete with Real-time bidding (RTB) via the Adhese Gateway.

Complete overview:

- [User frequency cap](#)
- [Delivery limits](#)

In these sections, you can set frequency capping and delivery limits for the booking. Frequency capping limits the number of times Adhese delivers an advertisement to a unique visitor during a defined period. Delivery limits can be set for a day or an hour.

The following two sections are (for the most part) only valid for your audience who have permitted to use their data. Adhese strictly follows the rules set by the General Data Protection Regulation (GDPR).

- [Targeting](#):

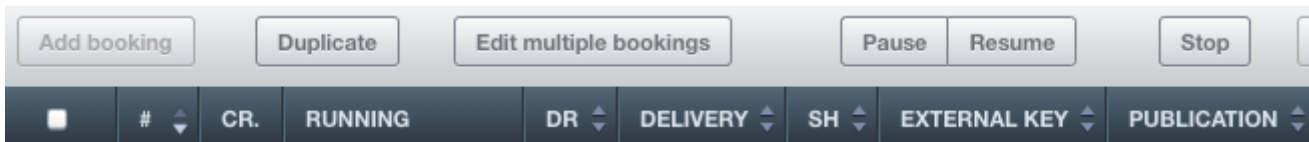
In this section, you can set your targeting.

A complete rundown of possibilities:

- Price, Info, User Metadata:
These sections are optional (but you need to set a price if you want the booking to compete with RTB). The

[Price section](#) lets you set the pricing details of a booking, such as a pricing model and corresponding unit price. [Info](#) and [User Metadata](#).

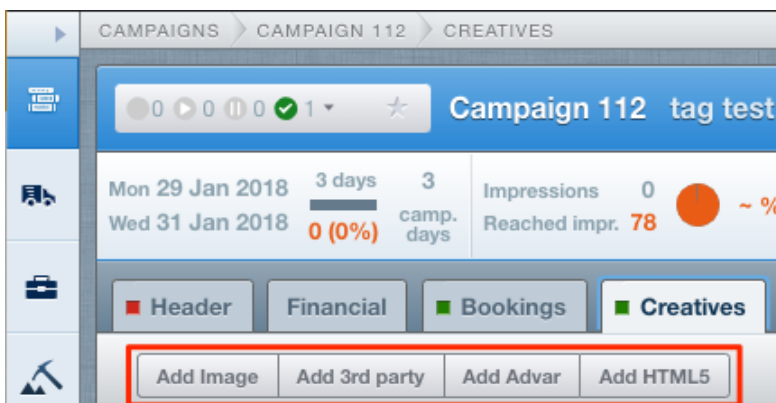
You can [edit a booking](#) anytime you want. There is also the option to [edit multiple bookings](#) with a few clicks:



Furthermore, you can [copy](#) a booking, [pause](#) and [resume](#) a booking with a few clicks, or [stop](#) a booking.

How to upload creatives to a campaign

This chapter is about uploading a creative, automated check of the uploaded files, preview and live preview of the ad, and checking the URL and landing pages.



Hit one of the Add creative buttons in the creative tab to [upload a creative](#) in a campaign. As an example, we use the Add Image button. The following screen appears:

Header

Traffic

Report

Screenshots

User logs

Cancel

Save

General

ID

0

Name

Format

[Select format...](#)

Alt. text

Delivery group

None

Last updated

Tue 21 Apr 2020 15:34

Target urls

show more urls

Target

new window

Url

Tracking

Tracking url

Extra

Extra field 1

Extra field 2

Upload files

please select a format first

Link to live preview

Preview

[show actual size]

The following fields are mandatory:

- **Name:** Give the creative a name. If no name is provided, the filename of the uploaded image file is used.
- **Format:** Select a format
- **URL:** fill in the target URL

Finally, upload an image file and save the creative.

The other three upload possibilities are:

- [HTML5 zip file](#)

Give the creative a name, select a format and fill in a target URL. Upload the HTML5 zip file and save the creative.

- [Third-party tag](#)

Give the creative a name and select a format. Paste the third-party tag in the Third-party code field and save the creative.

- [Advar template](#)

An Advar template is a custom template created by Adhese. The template consists of multiple components (images, videos, texts, and URLs) that form a complex creative. The user provides these elements when uploading a new Advar creative.

You can [edit a creative](#) anytime you want. You can [copy a creative](#) and can [remove a creative](#) with a couple of clicks.



You can edit a creative anytime you want. You can copy a creative and can remove a creative with a couple of clicks.

When a creative is uploaded, you will see a preview of the creative. There is also a link to a live preview. The URL of the live preview can be copied and forwarded to the client. The client can check if the creative is shown how the client wants the ad to be displayed.

How to couple a booking with a creative

After a creative has been saved, you can traffic it with a booked position. It is possible to attach multiple creatives to one booking or assign a creative to various booked positions. By clicking on the traffic tab, you get the following screen.

Header

Traffic

Report

Screenshots

User logs

Only exact matches

Bookings

Creatives

#	POSITION	TARGETING	START	END	EXT. KEY	
15	Newspaper Sport Home Leaderboard		12/12/2014	31/12/2014		0
14	Newspaper Regional News Home Medium Rectangle		12/12/2014	31/12/2014		0
13	Newspaper News Home Leaderboard		12/12/2014	31/12/2014		0
12	Leaderboard		12/12/2014	31/12/2014		0

	#	NAME	FORMAT	LAST MODIFIED
0 OFF	10	Leaderboard B	Leaderboard	Wed 17 Dec 2014 09:32
0	9	medium-rectangle.gif	Medium Rectangle	Tue 16 Dec 2014 16:01
0 OFF	6	Leaderboard A	Leaderboard	Wed 17 Dec 2014 09:32

The left panel shows the bookings of the campaign, and the right panel shows the creatives. When you click on a booking, an on/off button becomes available for the creatives with the same format.

Click the button to [couple a booking to one \(or several\) creatives](#):

Header

Traffic

Report

Screenshots

User logs

Only exact matches

Bookings

#	POSITION	TARGETING	START	END	EXT. KEY	
15	Newspaper Sport Home Leaderboard		12/12/2014	31/12/2014		1
14	Newspaper Regional News Home Medium Rectangle		12/12/2014	31/12/2014		0
13	Newspaper News Home Leaderboard		12/12/2014	31/12/2014		0
12	Leaderboard		12/12/2014	31/12/2014		0

Creatives

	#	NAME	FORMAT	LAST MODIFIED
0 OFF	10	Leaderboard B	Leaderboard	Wed 17 Dec 2014 09:32
0	9	medium-rectangle.gif	Medium Rectangle	Tue 16 Dec 2014 16:01
1 ON	6	Leaderboard A	Leaderboard	Wed 17 Dec 2014 09:32

It works the other way around as well. You can [couple creatives to one \(or several\) bookings](#).

Header

Traffic

Report

User logs

Only exact matches

Bookings

Creatives

#	POSITION	TARGETING	START	END	EXT. KEY		#	NAME	FORMAT	LAST MODIFIED
15	Newspaper Sport Home Leaderboard		12/12/2014	31/12/2014		1 ON	10	Leaderboard B	Leaderboard	Wed 17 Dec 2014 09:32
14	Newspaper Regional News Home Medium Rectangle		12/12/2014	31/12/2014		0	9	medium-rectangle.gif	Medium Rectangle	Tue 16 Dec 2014 16:01
13	Newspaper News Home Leaderboard		12/12/2014	31/12/2014		0 OFF	6	Leaderboard A	Leaderboard	Wed 17 Dec 2014 09:32
12	Leaderboard		12/12/2014	31/12/2014		0 OFF				

When multiple creatives are coupled to a booking, all creatives are rotated equally by default. However, you can give more [weight to an individual creative](#).

The Start and Following up of a campaign

Before a campaign starts, you can check if everything is ready to go. In the campaign overview screen, select the starting soon button.

ONLINE NOW

ENDING SOON

STARTING SOON

ENDED RECENTLY

ALL CAMPAIGNS

BOOKING FILTER

...

Running between

Filters:

SOV delivery0

Underdelivering0

Options0

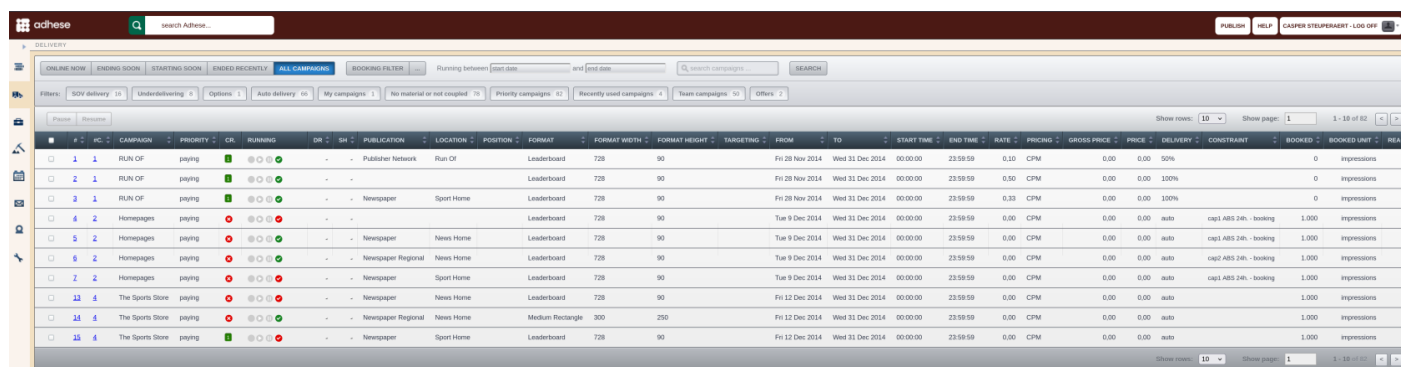
Auto delivery0

My campaigns0

No material or not coupled0

A list of campaigns that will start within two weeks becomes visible. Check for missing creatives and or material that isn't trafficked. The green colours mean everything is fine. Investigate when yellow and red colours appear.

You can find a [list of all statuses in the documentation](#).



The screenshot shows the Adhese dashboard with a list of campaigns. The table includes columns for campaign ID, name, status, priority, location, position, format, width, height, start/end times, rates, pricing, gross price, price, delivery, constraint, booked, booked unit, and reach. The campaigns are listed in a table with 10 rows visible.

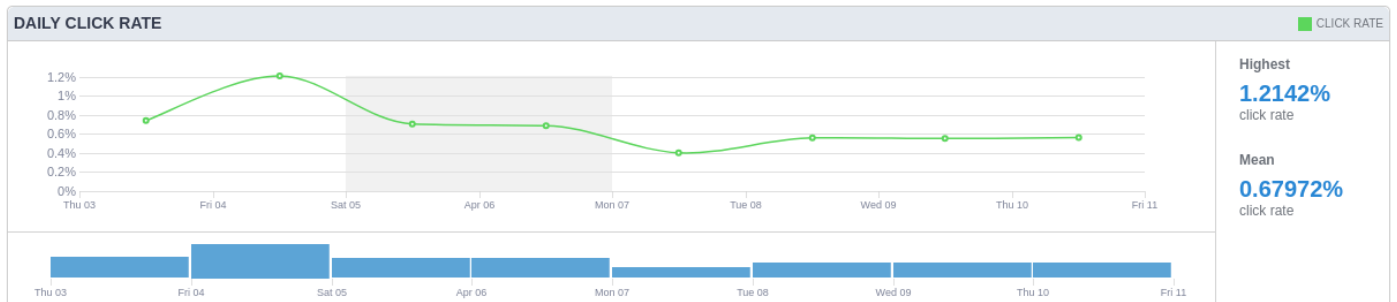
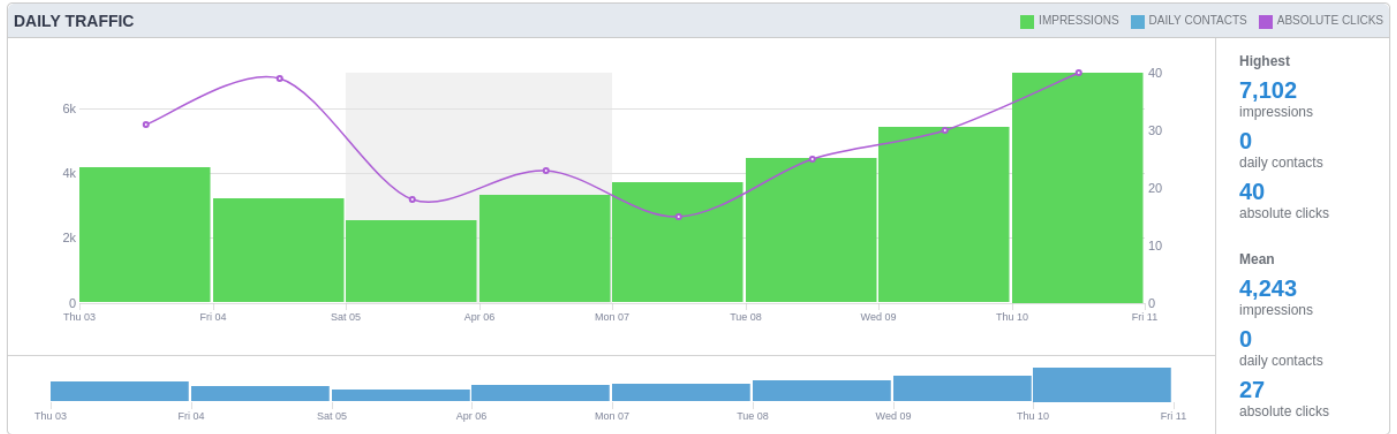
When a campaign has started, you can monitor its progress via the [delivery tab](#) (the second item in the main navigation menu). A colour scale is used to give a quick view of the delivery rates. A green colour indicates that the booking is running okay: the delivery is on schedule, and there are no anticipated problems. As the colour moves from green to yellow to red, Adhese considers the booking delivery as more problematic or less “healthy”.

Reporting during a campaign

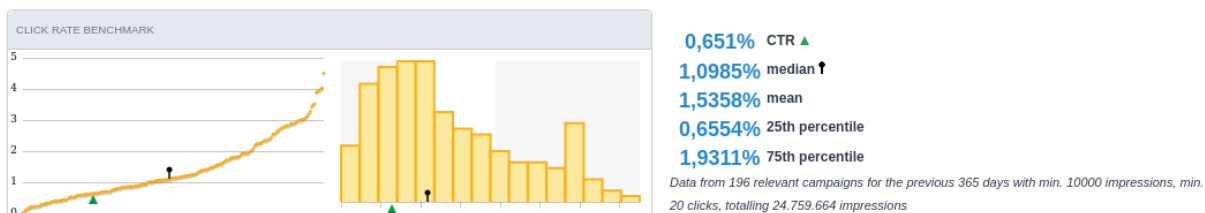
A day after a campaign has started, a report becomes available in the [Report tab of a campaign](#). This report is available as a graph or as a table. You can switch between the two at the top right of the table. This report can also be downloaded as a spreadsheet.

Daily results							download as XLS	chart/table
DATE	IMPRESSIONS	CONTACTS	CLICKS	CTR	CTR/CONTACT			
Tue 2 Dec 2014	368	330	0	0%	0%			
Wed 3 Dec 2014	190	168	18	9.4737%	10.7143%			
Thu 4 Dec 2014	384	353	80	20.8333%	22.6629%			
Fri 5 Dec 2014	553	516	114	20.6148%	22.093%			
Mon 8 Dec 2014	1,292	1,278	270	20.8978%	21.1268%			
Tue 9 Dec 2014	505	476	107	21.1881%	22.479%			
Wed 10 Dec 2014	907	876	158	17.4201%	18.0365%			
Thu 11 Dec 2014	677	647	100	14.771%	15.456%			
Fri 12 Dec 2014	285	275	24	8.4211%	8.7273%			
Mon 15 Dec 2014	504	498	30	5.9524%	6.0241%			

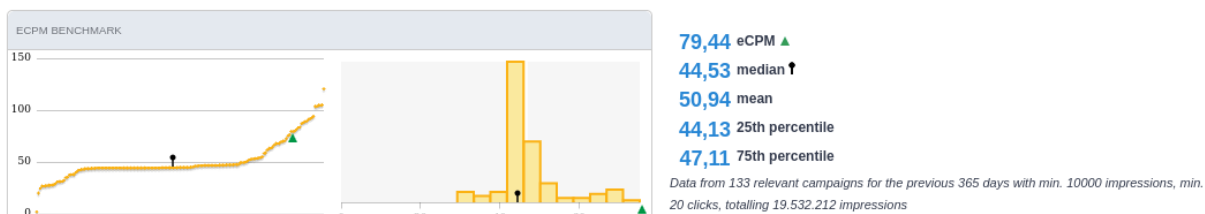
Show rows: 10 Show page: 1 1 - 10 of 21



Click rate compared to click rates of other campaigns



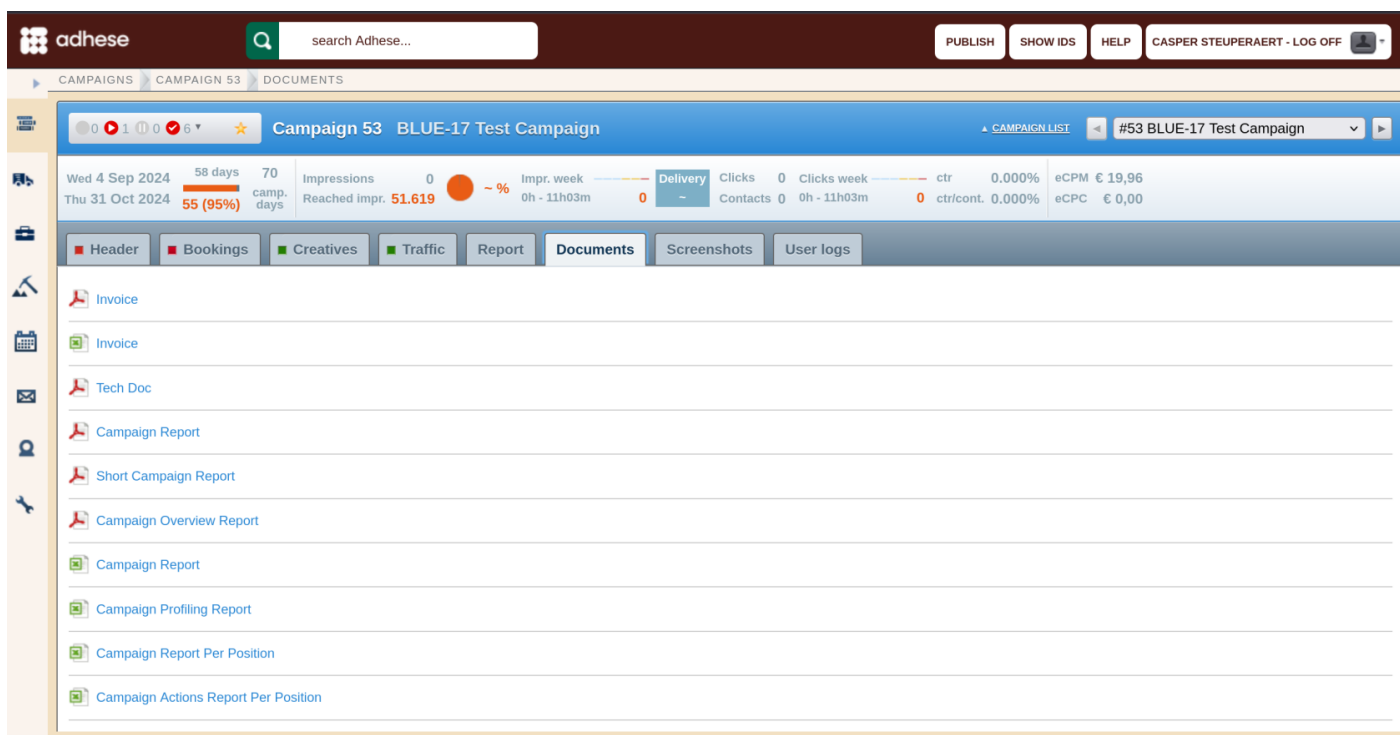
eCPM compared to eCPM of other campaigns



Apart from the campaign overview report, there are reports per booking and creative. Every night, the figures for the previous day become available.

Report documents after a campaign has finished

Via the [Document tab of a campaign](#), you can create reports for your client. These reports enable you to decide what information you want to share -- ranging from a complete daily performance report to a summary report.



The screenshot shows the Adhese dashboard interface. At the top, there's a navigation bar with the Adhese logo, a search bar, and buttons for PUBLISH, SHOW IDS, HELP, and a user profile (CASPER STEUPERAERT - LOG OFF). Below this, the main header shows 'CAMPAIGNS' and 'CAMPAIGN 53' selected, with 'DOCUMENTS' as the active tab. The campaign details for 'Campaign 53 BLUE-17 Test Campaign' are displayed, including dates (Wed 4 Sep 2024 to Thu 31 Oct 2024), duration (58 days), and various performance metrics like Impressions (0), Clicks (0), and eCPM (€ 19,96). A 'Documents' tab is selected, showing a list of report templates: Invoice, Tech Doc, Campaign Report, Short Campaign Report, Campaign Overview Report, Campaign Profiling Report, Campaign Report Per Position, and Campaign Actions Report Per Position.

Revision #56

Created 2024-04-11 14:36:40 UTC by Casper Steuperaert

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