

HOW TO:

**ADVERTISE
MORE
EFFECTIVELY**

BUYMEDIA

HOW TO:

PLAN A CAMPAIGN

BY BUYMEDIA

Campaigns

When a user reserves the items in their cart, a campaign is automatically created. Each campaign consists of one or more packages, and these can belong to different sellers. Campaigns are used to track the periods of time during which advertisements run.

Statuses

The status of each campaign can be viewed as an admin by navigating to **Campaigns** and clicking on **Active Campaigns**, **Past Campaigns** or **Future Campaigns**.

The system initially sets a new campaign the campaign to the **Proposed** status. While a campaign is set to **Proposed**, its schedule is not visible to buyers. When any other status is active, the schedule is visible to the buyer.

When the status of a campaign is changed, a note is added to the corresponding order detail and an email notification is sent to both the buyer and seller. Due to an implementation issue it appears not all sellers are currently notified when multiple packages are part of the campaign. The action is also logged in the campaign's status history, which is viewable by clicking History.

Scheduling

Admins can define a campaign schedule by clicking **View** beside a campaign in the campaign list. This opens the campaign scheduler, which allows individual slots to be placed on the calendar via drag and drop. These slots are visible to the seller, and also visible to the buyer unless the campaign's status is set to **Proposed**.

The campaign's start date, end date and name can also be updated from this page.

Ad Copy

Buyers can use the campaign view to upload their ad copy or other documents. When ad copy is uploaded, everyone with the email:adcopy:create role receives an email notification, and the seller receives a regular notification.

HOW TO:

ORDER A CAMPAIGN

BY BUVMEDIA

Order Detail

Each order contains one or more Order Detail items. An order detail represents a package purchased by a buyer. An order can therefore contain packages from multiple sellers.

Status

Order Status

Orders have the following statuses:

Ordered (the initial status of an order when placed)

Approved

Rejected

Cancelled

Currently, the order status can only be set by navigating to the order via the Media Buyers section. This status also changes when the buyer cancels an order. In both of these cases, an email is sent to users with the email:order:cancel role, as well as to the relevant sellers. When an order's status is changed, the status of each order detail item in that order is also changed.

Order Detail Status

Order Detail items have the same statuses as orders. When an order detail status is changed by a seller, the buyer is notified by email. If the order detail status is changed by an admin, both the buyer and seller are notified by email. Due to an implementation issue, some sellers may not be notified. Changing the status of an order detail (which can be done from the Orders page) does not change the status of the parent order.

Ad Copy

Ad copy is attached to the order, and is therefore visible to all sellers involved in the order.



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