

# 2023

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# Release notes June 2023

Many improvements and new tools have been developed over the last few months and we are gradually releasing these to the majority of our customers. Note that this is a work in progress.

## Documentation

We have moved the documentation to a new domain. It is now part of our [support system](#) (Zendesk). Please email [support@adhese.com](mailto:support@adhese.com) if you don't have access to it.

## Booking name

A new field is available on the booking screen that contains the booking name.

## Tables

The tables for the Adhese reporting UI have been redesigned. You can find an example of this and a description of it in the [documentation](#).

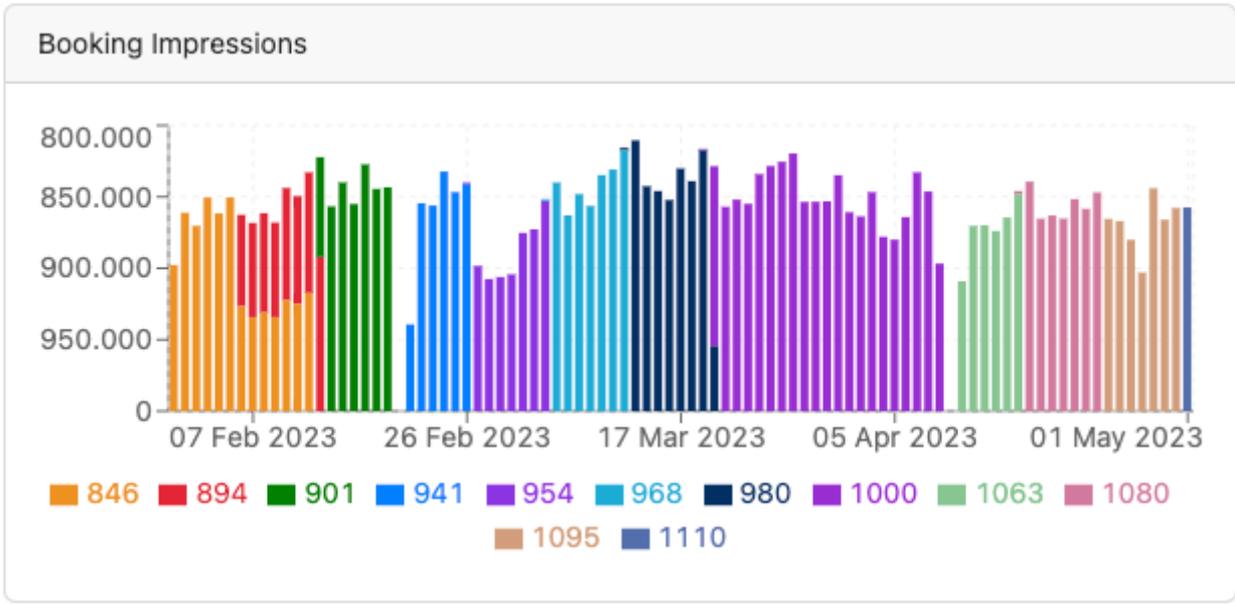
## Campaign Reporting

The new campaign reporting dashboard is located at the following URL:

<https://accountname.adhese.org/tools/cubeui/reporting/dashboard>

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new reporting tool is available in the [documentation](#).



# Calendar Dashboard

The calendar dashboard provides an overview of the inventory per position or channel for the coming month. You can reach it via the following link:

<https://accountname.adhese.org/tools/cubeui/calendar>

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new inventory calendar tool is available in the [documentation](#).

**KPIs**

Total Sellable Impressions	Average Daily Sellable Impressions	Total Booked Impressions	Total Available Impressions	Available Impressions %
74.137.629	2.391.536	10.659.438	63.478.191	85,62%

**Availability Per Day**

**Availability Per Week**

Week No...	Booked L...	Available L...	Percentag...
18.2023	1.124.959	15.615.796	93,28%
19.2023	4.060.239	12.680.516	75,75%
20.2023	4.020.149	12.720.606	75,99%
21.2023	558.056	16.182.699	96,67%
22.2023	495.556	16.245.199	97,04%

# Advertiser Reports

We now have the notion of a 'remote' user, a user not part of the Adhese customer's organization but an advertiser or agency. These users can see reports of the campaigns of their agency or company.

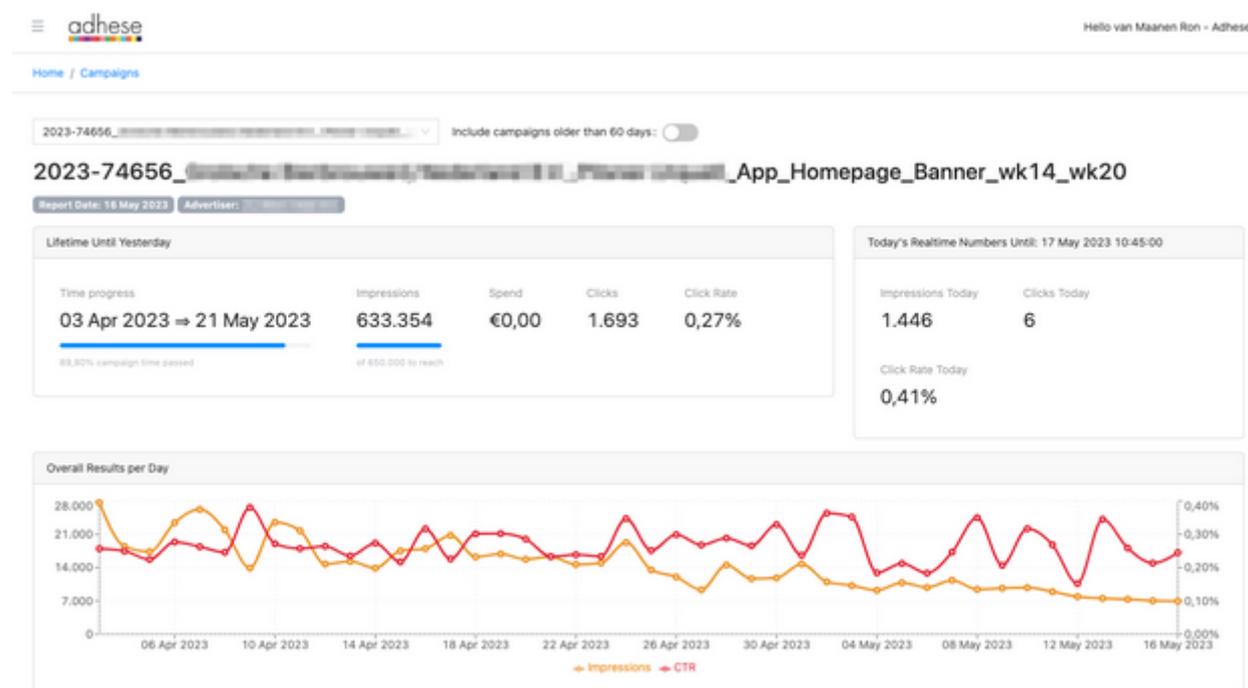
For the campaigns user have access to, a full report (different than the 'publisher' one) is available, with real-time numbers for live campaigns.

An overview with screenshots of the new advertiser reporting is available in the [documentation](#).

The new advertiser report is located at the following URL:

<https://accountname.adhese.org/tools/cubeui/reporting/advertiser/campaigns>

[accountname] needs to be replaced by your account name.



# Advanced Targeting

Through the Advanced Targeting feature, a set of functions are available that make it possible to express complex target combinations. These target expressions can be saved and made available on the booking screen, so daily use is simply selecting from a list of pre-made targets.

The expressions behind each target can be managed via the Admin UI. An overview with examples of advanced targeting is available in the [documentation](#).

## Product and Campaign Sync API

The API allows users to connect external order management systems with their Adhese instance. The management system can be a master of pricing, and sync products with Adhese. Campaigns can be initiated in the external system and then synced to Adhese via the API, or they can be created in Adhese and synced to the ext. system, via the same API, in the other direction.

The Revenue API returns daily results for each active campaign and can be used to integrate campaign results in the ext. system.

## New Target Config Admin UI (work in progress, not released yet)

This is the first in a series of new administration screens for inventory configuration that will eventually make up a new Configuration UI. The targeting config UI allows for defining new targets without the intervention of a support user.

## Webshop (work in progress, not released yet)

Auction & Guaranteed Campaigns managed by advertisers.

### Remote users

We now have the notion of a 'remote' user, which means a user that is not part of the Adhese customer's organization, but an advertiser or agency.

Remote users are connected to advertisers or invoice companies. Through this relation, they get access to campaigns, and/or can create new campaigns as well. Each user has a certain role (some are read-only).



# Adhese 3.0.4

- Adshop (ZSP MVP+):
  - Rename 'insertion order' to 'campaign' in all UI components (AD-5004)
  - Add new logo of retail mediaservices (AD-5011)
  - Change places between pricing component and availability component in line item screen (AD-5012)
  - Add navigation in main menu with bold heading (AD-5015)
  - Introduce back button in campaign screen and remove cancel button (AD-5009)
  - Pre-fill CPM with floorprice of selected product (AD-5017)
  - Automatically scroll down to 'add Line item' and 'add Creative' buttons when saving a campaign (AD-5016)
  - Campaign in offer state is not editable (since submitted for approval) (AD-5019)
  - Replace 'Save' button by 'Update' button when draft campaign is saved for the first time (AD-5010)
  - Allow for full url in landing page (AD-5031)
  - Bugfix inlog creating new user & allow for empty advertiser-debtor mapping (AD-5073)
  - Bugfix allow for saving when pause creative on running line item (AD-5073)
- Adhese admin UI:
  - Bugfix regarding hierarchy positions and sub-positions when planning a new booking (AD-5013)
  - Clear external key's when duplicating a campaign (AD-5035)
- Reporting release (monday 30-10):
  - Align reporting logic of Admin UI with ZSP reporting data
  - Fill recently approved list in ZSP dashboard (AD-5020)
  - Introduce average CPM per day for auction, spend and budget in ZSP dashboarding (AD-4914)
  - Show open offers in stead of options in ZSP dashboard homescreen (AD-5023)
  - Bugfixes bookingcalendag: remove deleted and inactive campaigns and order bar in line with status (AD-4966)

# Adhese 3.0.3

- Adshop (ZSP MVP+):
  - 'Audience ZSP' target type available in Adshop as controlled subset of current CDP audiences available in Admin as target type 'Audience'
  - New tooltips in the webshop UI and add extended information to the support/help page.
  - Fixed login error Adshop
  - Rename a field in the webshop UI to better indicate the meaning. (impressions → booked impressions)
- Product sync Advendio-Adhese
  - Use Advendio parameter (includedEnvironments) to indicate in product sync if the product is to be shown in the webshop or not.
  - Improve error messages returned if the campaign or product sync is accessed with unknown or faulty parameters.
  - Set the publisher (in Adhese) based on the adtype parameter in the product sync. Configured publications are 'AHMS products Display' and 'AHMS products DooH'.
- Adhese admin UI:
  - Add product type and product code to the position export in Adhese admin UI
  - The feedback send on initiating a publish has been improved to better indicate the status.
  - Make the automatic option expiry configurable and enable by default

# Adhese 3.0.2

- Campaign origin: keep track of the origin of campaigns
  - Campaign sync: Prevent syncback based on this origin
  - Guaranteed flow: Use origin to decide when to transition OPTION → CAMPAIGN
- Campaign sync
  - Map “Fixed price” to ADM
  - Map campaign status “Closed lost” to “Stopped campaign”
  - Fix a bug where the booking profile is not created in newly created bookings without any targets
  - Prevent syncback based on campaign origin
  - Prevent booking price recalculation based on the campaign origin
  - Fix a bug where the booking format is not set in bookings coming from campaign sync
  - Fix a bug where the booking name is not set from the campaign sync
- Product sync
  - Allow adType and includedEnvironments fields in DTO
  - Update dto → make fields isactive and isdeleted uniform
  - Fix a bug where the slot class is not assigned to a newly created slot
- DOOH
  - Fix a bug where the headsup endpoint is missing some valid creatives
  - Fix a bug where the headsup endpoint is showing creatives from unconfirmed campaigns
- Targeting
  - Filter out inactive target values in the target popup on the booking screen
  - Reserve z. target codes for Adhese
  - Prevent access/changes to hidden targets
- Maintenance
  - HTML5 creatives: Fix bug where file url in the creative is not updated upon changed in some cases
  - Get rid of obsolete authentication related pages
  - Rework authentication in preparation to supporting SSO
  - Escape square brackets in the JSON creatives preview
- Internal
  - Switch to Github actions as build facilitator
  - Added a code formatter to have uniformly formatted code
  - Increase the amount of logs we keep
  - Library updates and switching to Github packages