

# Campaign Manager

**Campaign manager for self-service use**, a new self-service platform designed to streamline the collaboration between publishers and advertisers.

This release introduces a user-friendly interface that enables advertisers to independently create, manage, and launch their own campaigns at any time, from any location. Built-in validation and structured approval workflows ensure campaign quality and compliance with publisher guidelines.

- **Self-Service Campaign Management**

Advertisers can now independently design, target, and activate campaigns without manual intervention.

- **Approval Workflows for Creatives and Campaigns**

Publishers can review and approve all submitted assets, maintaining complete control over campaign quality and brand safety.

- **Custom Branding Support**

The platform allows for customisation with publisher logos and visual identity, offering a seamless branded experience to advertisers.

- **Built-In Validation**

Ensures campaigns and creatives meet predefined standards before going live.

- **Faster Time to Market**

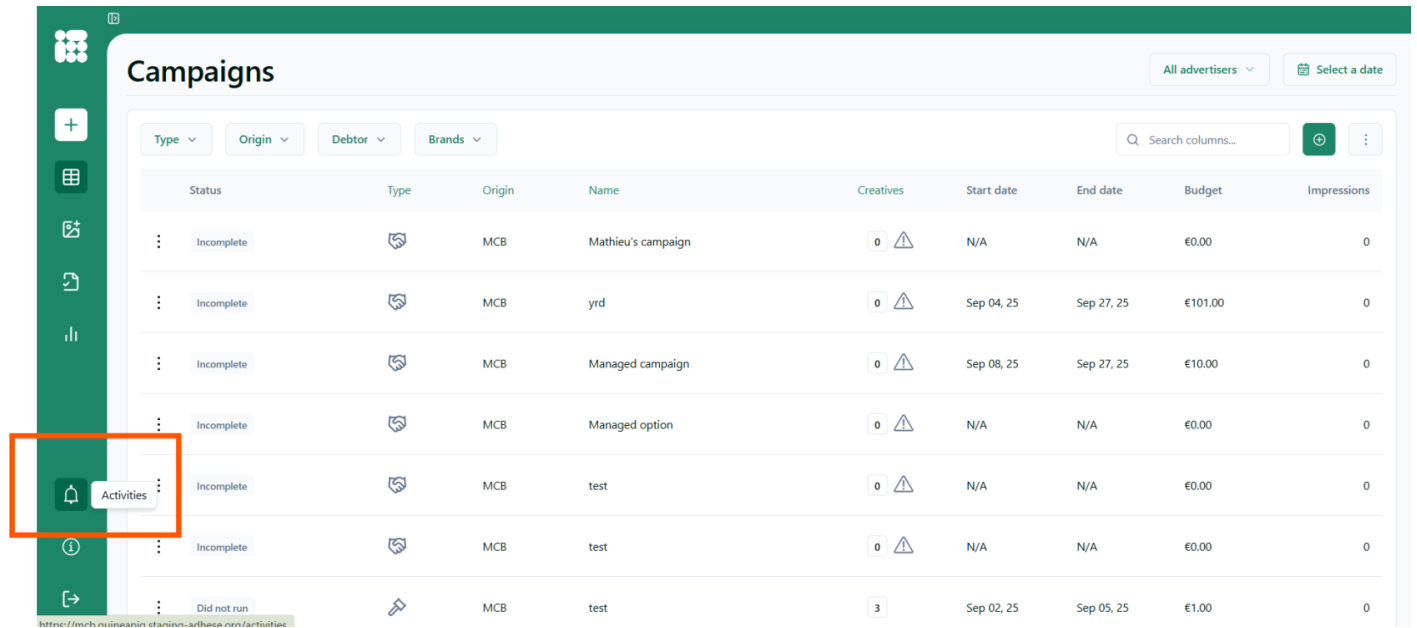
The self-service model significantly reduces turnaround time, helping campaigns go live faster.

- Activities

# Activities

In the sidebar you see the *Activities* icon. The icon will show a red dot ● when a notification is available in activities. The dot will appear when:

- A booking created by the user is incomplete, and the booking will start in 2 days or less
- A creative+booking submitted for approval by the user is rejected or unapproved
- A guaranteed campaign submitted for approval by the user is rejected or unapproved
















**Campaigns**


All advertisers ▾ Select a date

Type ▾ Origin ▾ Debtor ▾ Brands ▾

Search columns...



Status	Type	Origin	Name	Creatives	Start date	End date	Budget	Impressions
Incomplete		MCB	Mathieu's campaign	0 	N/A	N/A	€0.00	0
Incomplete		MCB	yrd	0 	Sep 04, 25	Sep 27, 25	€101.00	0
Incomplete		MCB	Managed campaign	0 	Sep 08, 25	Sep 27, 25	€10.00	0
Incomplete		MCB	Managed option	0 	N/A	N/A	€0.00	0
Incomplete		MCB	test	0 	N/A	N/A	€0.00	0
Incomplete		MCB	test	0 	N/A	N/A	€0.00	0
Did not run		MCB	test	3	Sep 02, 25	Sep 05, 25	€1.00	0

<https://mch.businessin-station-adheses.com/activities>

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# Activities

**Today**

-  Rejected Your creative "[att creative1](#)" linked to booking "[activities trigger test](#)" is rejected
-  Rejected Your campaign "[Activities trigger test](#)" is rejected