

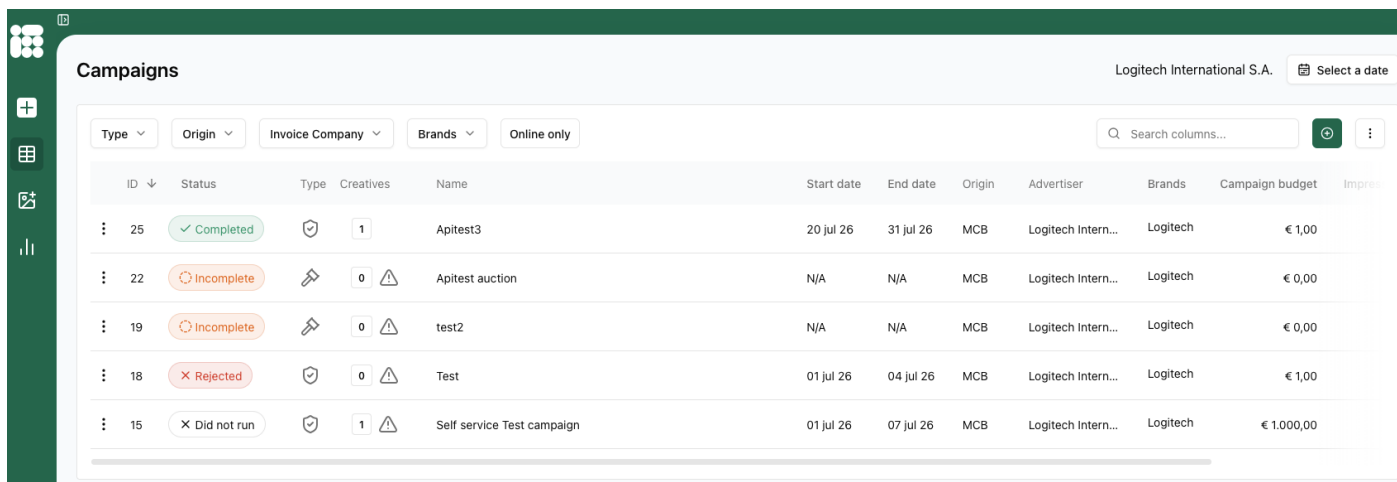
Self Service

Documentation for the Self Service flow of the Campaign Manager UI.

- [Campaign overview](#)
- [Creating a self-service campaign](#)

Campaign overview

After logging in to your self service instance, you'll be greeted by a campaign overview page:



ID	Status	Type	Creatives	Name	Start date	End date	Origin	Advertiser	Brands	Campaign budget	Impressions
25	Completed	Shield	1	Apitest3	20 jul 26	31 jul 26	MCB	Logitech Intern...	Logitech	€ 1,00	
22	Incomplete	Link	0	Apitest auction	N/A	N/A	MCB	Logitech Intern...	Logitech	€ 0,00	
19	Incomplete	Link	0	test2	N/A	N/A	MCB	Logitech Intern...	Logitech	€ 0,00	
18	Rejected	Shield	0	Test	01 jul 26	04 jul 26	MCB	Logitech Intern...	Logitech	€ 1,00	
15	Did not run	Shield	1	Self service Test campaign	01 jul 26	07 jul 26	MCB	Logitech Intern...	Logitech	€ 1.000,00	

This page gives a list of all recent campaigns, their status, type, amount of creatives, start and end date and more.

Above the column headers on the left, you have filters based on campaign *Type*, campaign *Origin*, *Invoice Company* linked to the campaign, *Brands* and a quick filter to only show running campaigns under *Online only*

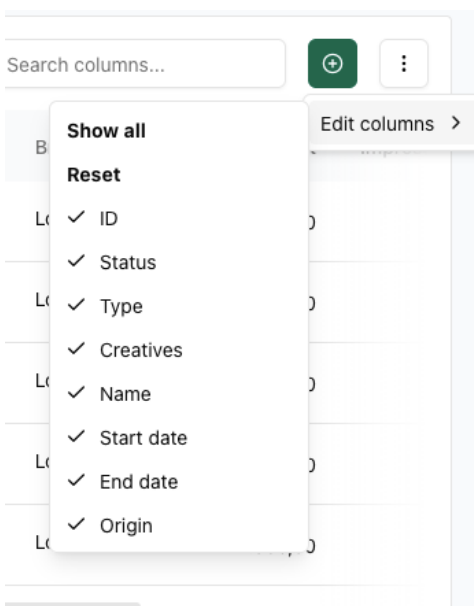
In the top right of the page you see the advertiser of your self service user. Next to the advertiser is a date picker where you can select a date to filter the campaigns in the overview.

Under the advertiser and date picker there is a search column where you can search and filter on terms present within the campaign overview. To the right of the search box you can create a new campaign by clicking on . To the right of the option to create a new campaign there is a dropdown  where you can alter what columns are shown. All options are:

- ID
- Status
- Type
- Creatives
- Name
- Start date
- End date
- Origin

- Advertiser
- Brands
- Campaign budget
- Impressions
- Clicks
- CTR
- Creation date
- Last edited date
- Invoice company
- Spend
- Budget remaining
- eCPM
- Campaign objectives
- Delivery limit
- Viewable impressions

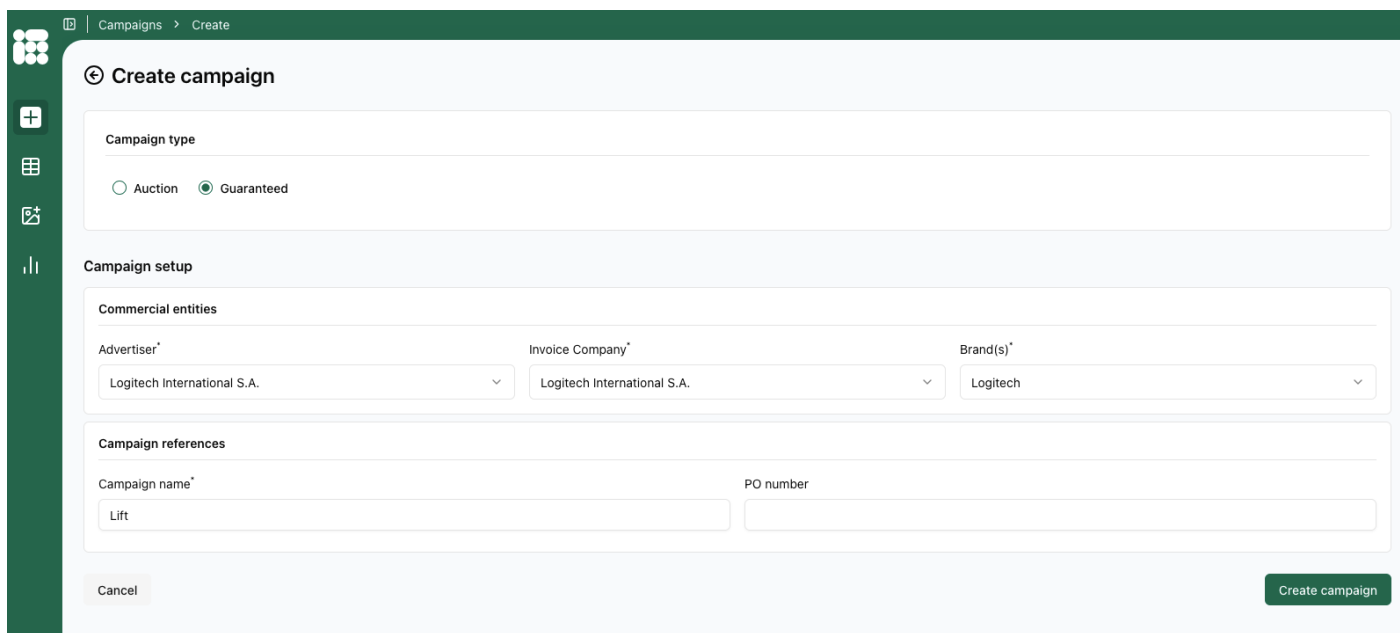
A checkmark will signify the column is active, with quick settings for enabling all columns or reset the columns to the defaults.



On the sidebar of the page you have the following options from top to bottom:

- Create a new campaign
- Go to the campaign overview page (current page)
- Review creatives (viewer only)
- Campaign reporting

Creating a self-service campaign



The screenshot shows the 'Create campaign' form in the adheses self-service flow. The form is titled 'Create campaign' and has a breadcrumb 'Campaigns > Create'. It features a sidebar with navigation icons. The main form area is divided into two sections: 'Campaign type' and 'Campaign setup'.

Campaign type

☐ Auction ☒ Guaranteed

Campaign setup

Commercial entities

Advertiser* Invoice Company* Brand(s)*

Logitech International S.A. Logitech International S.A. Logitech

Campaign references

Campaign name* PO number

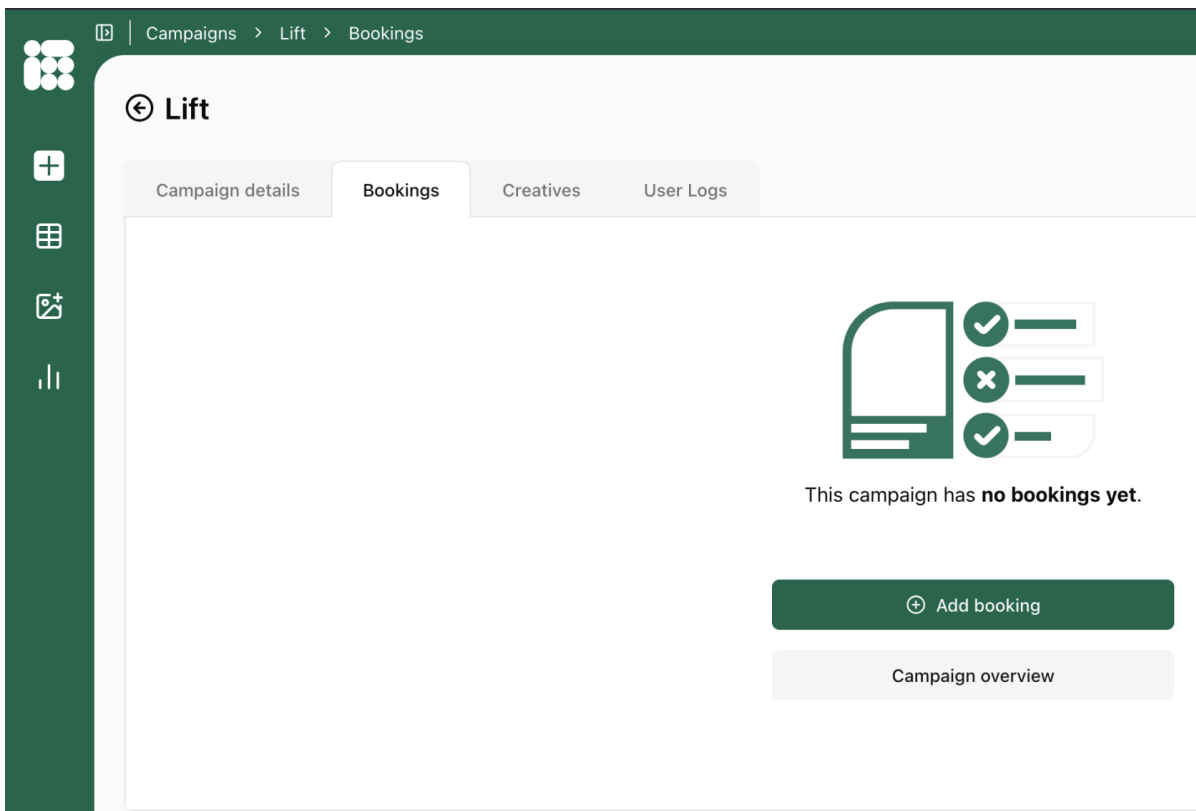
Lift

Cancel Create campaign

When creating a new campaign in the self service flow you'll start by filling in *Advertiser*, *Invoice Company* and *Brand(s)*. Other than that, the campaign just needs a *Name*.

If the campaign is linked to a PO number, you can also fill it in here, but this field is otherwise optional.

When you're done, click *Create campaign* in the bottom right. You will arrive at the create booking screen:



Campaigns > Lift > Bookings

← Lift

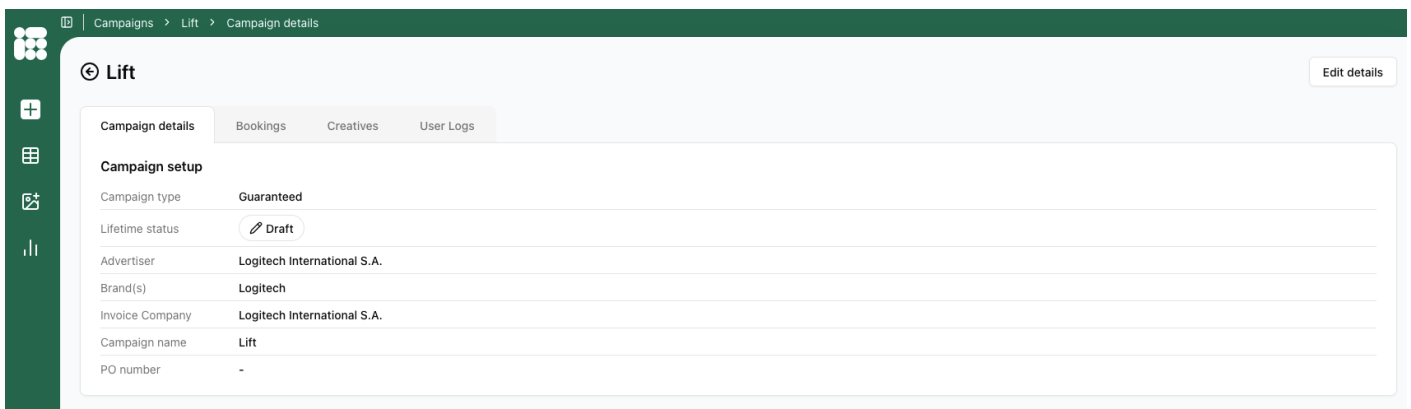
Campaign details Bookings Creatives User Logs

This campaign has **no bookings yet.**

Add booking

Campaign overview

Here you can add a new booking via *Add booking*, go to the *Campaign overview* or see the details of the campaign you just created via the *Campaign details* option to the left of the *Bookings* tab.



Campaigns > Lift > Campaign details

← Lift

Edit details

Campaign details Bookings Creatives User Logs

Campaign setup

Campaign type	Guaranteed
Lifetime status	Draft
Advertiser	Logitech International S.A.
Brand(s)	Logitech
Invoice Company	Logitech International S.A.
Campaign name	Lift
PO number	-

Here the campaign details can be updated by clicking on the *Edit details* tab in the top right.