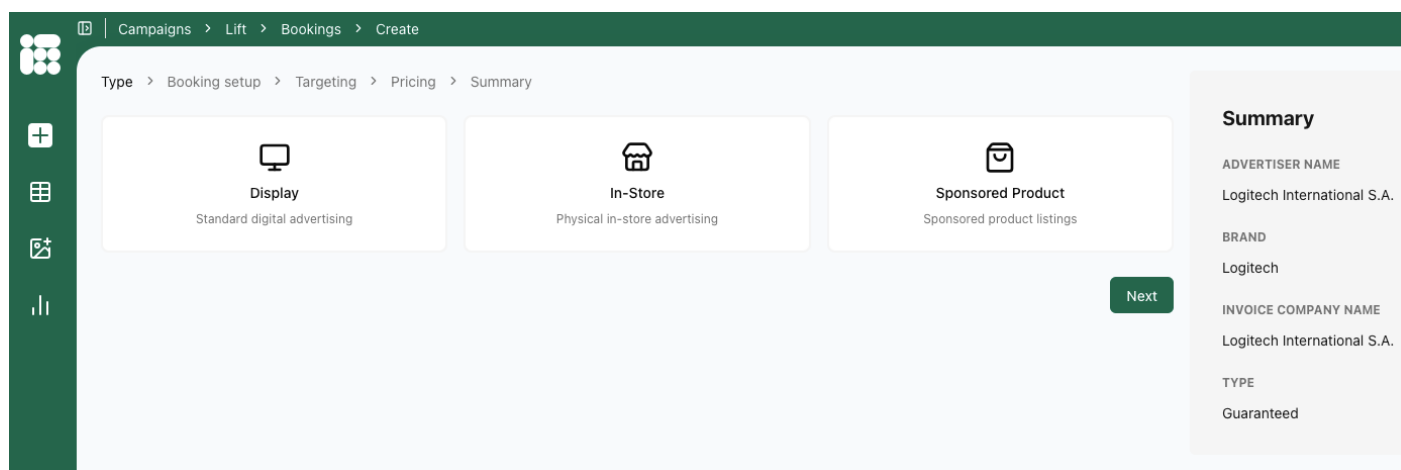


Create a Sponsored Products booking

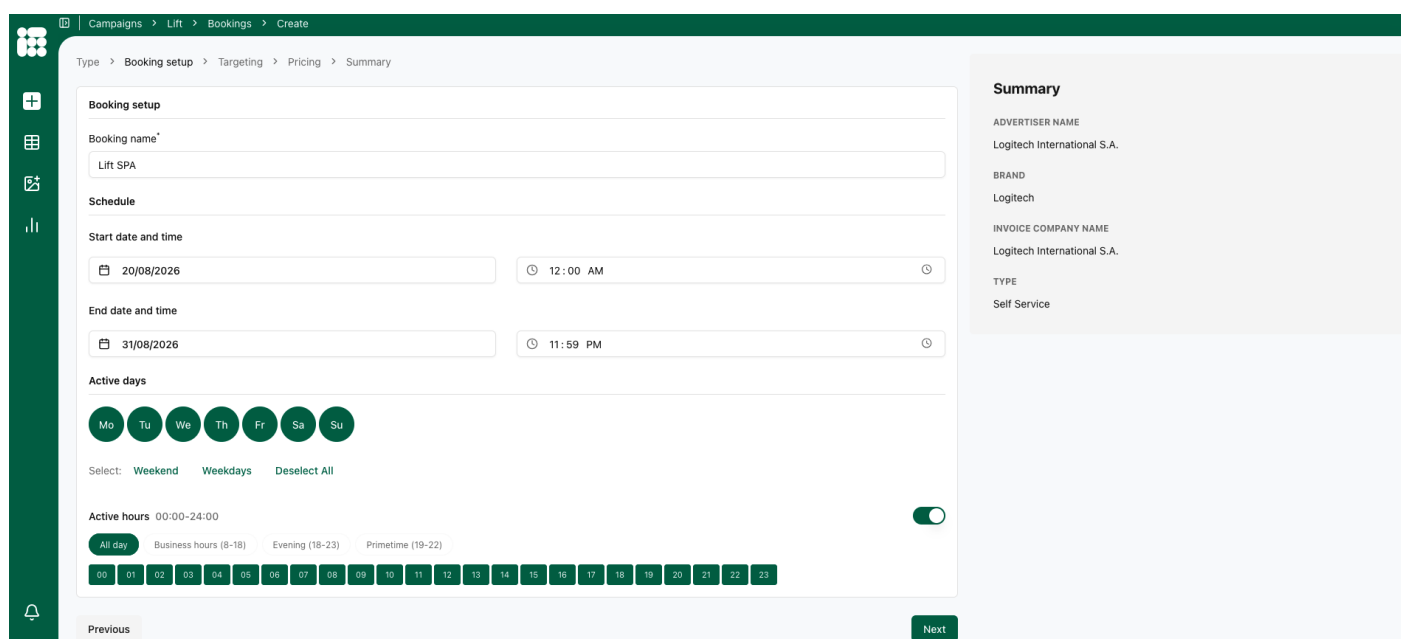
The Sponsored Products flow is still in heavy development. This page will be prone to rapid change.

When creating a new booking, you'll first have to select a booking type. For Sponsored Products bookings, select *Sponsored Products*.



The screenshot shows the 'Create' booking page with the following elements:

- Breadcrumbs:** Campaigns > Lift > Bookings > Create
- Progress Bar:** Type > Booking setup > Targeting > Pricing > Summary
- Booking Type Selection:**
 - Display:** Standard digital advertising
 - In-Store:** Physical in-store advertising
 - Sponsored Product:** Sponsored product listings (Selected)
- Next Button:** A green button labeled 'Next' is located to the right of the 'Sponsored Product' option.
- Summary Panel:**
 - Summary:**
 - ADVERTISER NAME: Logitech International S.A.
 - BRAND: Logitech
 - INVOICE COMPANY NAME: Logitech International S.A.
 - TYPE: Guaranteed



The screenshot shows the 'Booking setup' page with the following elements:

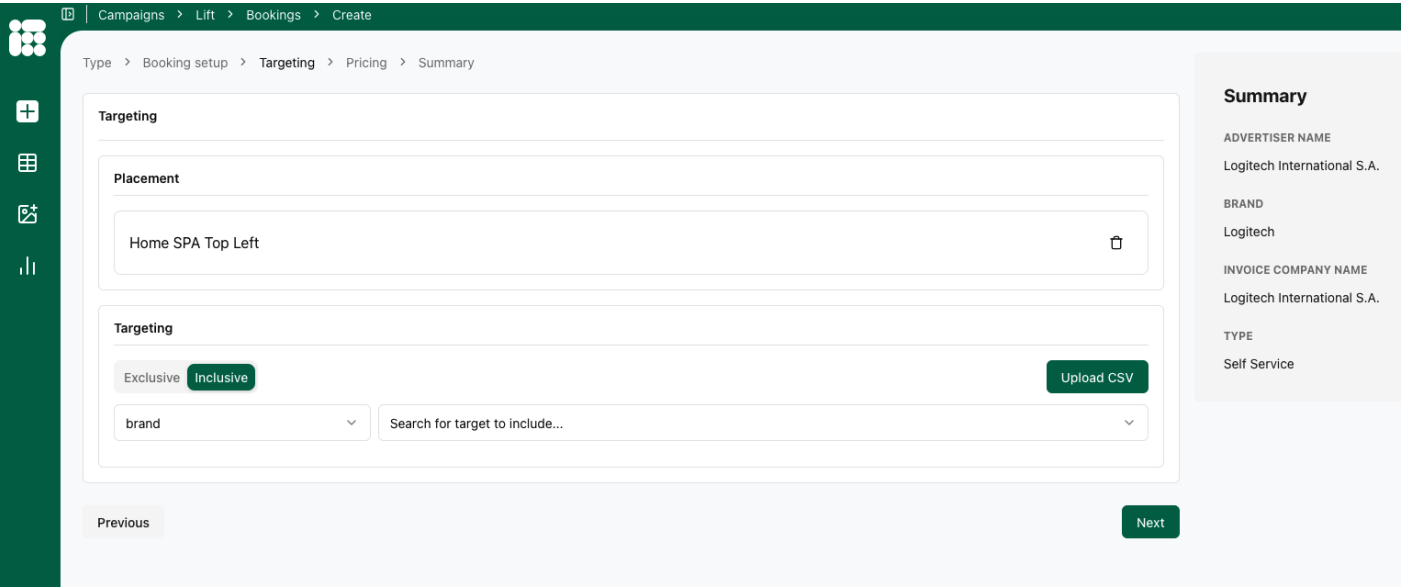
- Breadcrumbs:** Campaigns > Lift > Bookings > Create
- Progress Bar:** Type > Booking setup > Targeting > Pricing > Summary
- Booking setup Form:**
 - Booking name:** Lift SPA
 - Schedule:**
 - Start date and time:** 20/08/2026, 12:00 AM
 - End date and time:** 31/08/2026, 11:59 PM
 - Active days:** Mo, Tu, We, Th, Fr, Sa, Su (All days selected)
 - Select:** Weekend, Weekdays, Deselect All
 - Active hours:** 00:00-24:00 (All day selected)
- Summary Panel:**
 - Summary:**
 - ADVERTISER NAME: Logitech International S.A.
 - BRAND: Logitech
 - INVOICE COMPANY NAME: Logitech International S.A.
 - TYPE: Self Service
- Navigation:** Previous and Next buttons are located at the bottom of the page.

On the first Sponsored Products booking screen, fill in the *Booking name*, *Start date and time*, *End date and time*.

Furthermore you can select the active days. Either by clicking the days you want the booking to be active or via the quick filters. A toggle allows you to select which hours of the day the booking is going to be active for with some quick filters available as well.

When you're finished with the details on this booking screen, click *Next* in the bottom right.

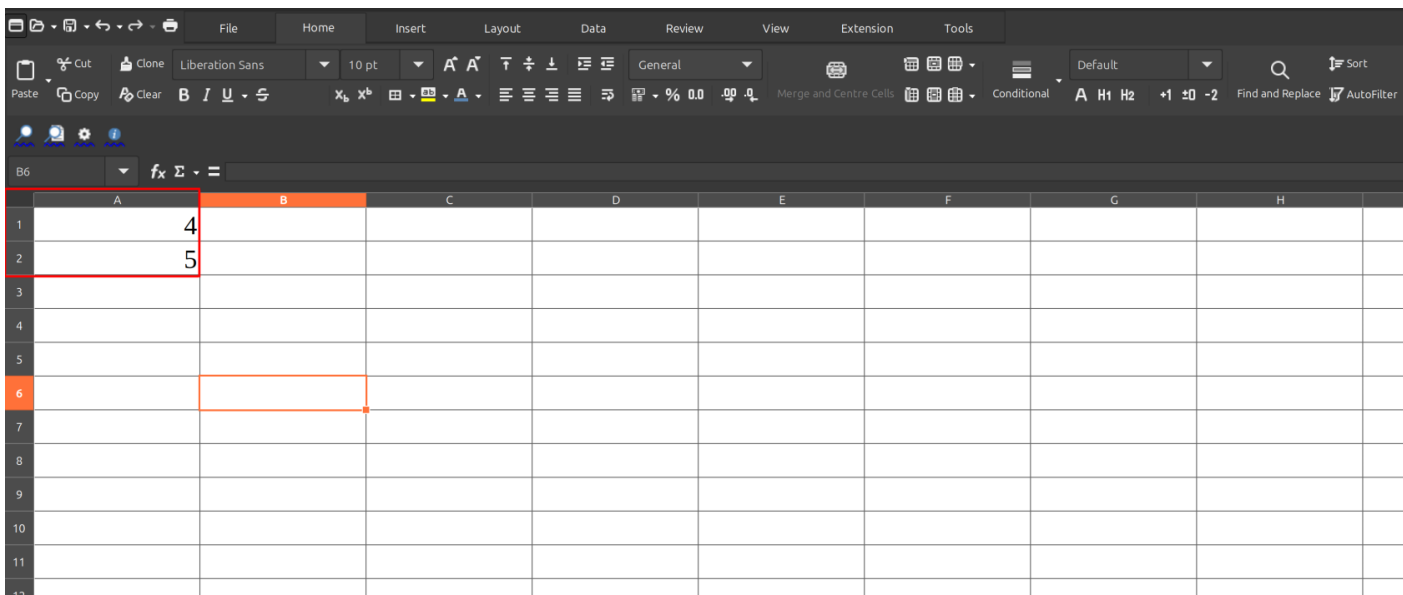
The next screen handles placements and targets:



First you'll need to select a placement (where your booking will be delivered) and then any targets you wish to apply. You can select either:

- Exclusive targets: or negative targets. When a certain target is present, the booking will NOT deliver.
- Inclusive targets: when a certain target is present, the booking will deliver.

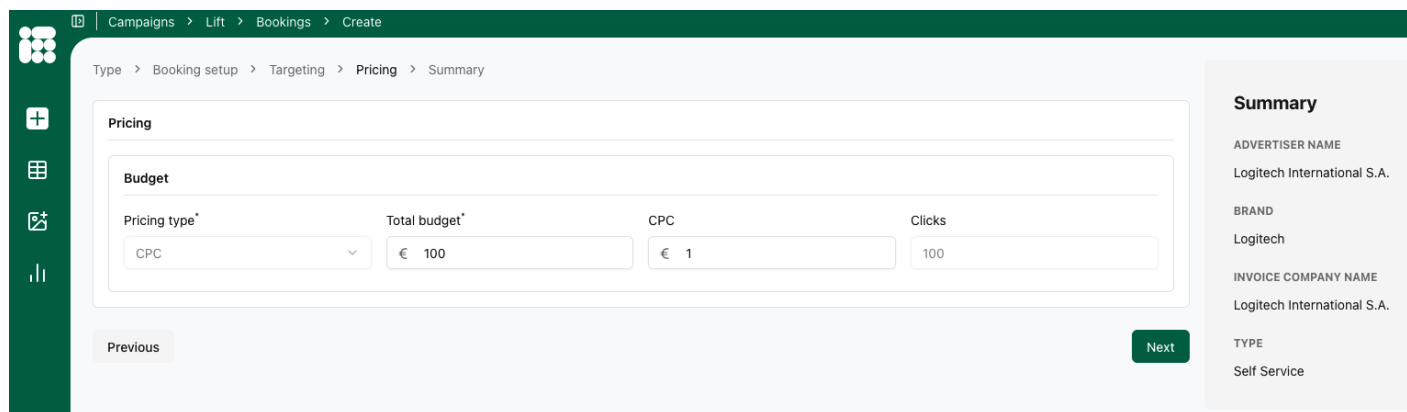
Targets can also be bulk uploaded via CSV import. Select a CSV file that contains the IDs or target codes for the target values you want to activate. The IDs/codes should be listed underneath each other under the first column of the CSV file:



Whether your target uses the ID (#) or target code (Code) depends on the target in question and how it was configured.

For the best results when bulk uploading targets, create a .csv file in a spreadsheet program like LibreOffice Calc or Microsoft Excel.

When your placement and targets (if any) are selected, you can continue to the *Pricing* section by clicking *Next* in the bottom right corner.



The *Pricing* type available for sponsored products bookings will depend on the settings the account holder has decided to make available for the chosen placement. In this case, only CPC/Cost Per Click.

When you're done with the pricing page, you can move on to the booking summary:

Campaigns > Lift > Bookings > Create

Type > Booking setup > Targeting > Pricing > Summary

Setup

Booking name: Lift SPA

Booking type: Sponsored Product

Schedule: 20/08/2026, 00:00 → 31/08/2026, 23:59

Active days: Mo Tu We Th Fr Sa Su

Targeting

Placement: Home SPA Top Left

Pricing

Total budget: € 100,00

CPC: € 1,00

Clicks: 100

 Campaign needs review before it goes live
After saving this booking, submit the campaign for review so it can be approved.

Summary

ADVERTISER NAME
Logitech International S.A.

BRAND
Logitech

INVOICE COMPANY NAME
Logitech International S.A.

TYPE
Self Service

Previous Submit

After checking if all details are filled in correctly, you can submit the booking (this will not submit them for approval). After clicking *Submit*.

Campaigns > Lift > Bookings

Submit campaign for approval

⊕ Lift

Campaign details **Bookings** Creatives User Logs

Q Search columns...

ID	Status	Type	Name	Position	Creatives	Start date	End date	Goal	Impressions	DR	Budget	Spend	eCPM
35	INCOMPLETE		Lift SPA	Home SPA Top ...	0 	20 aug 26	31 aug 26	100 clicks	0	0%	€ 100,00	€ 0,00	€ 0,00
34	INCOMPLETE		Lift instore	Landscape	0 	20 aug 26	31 aug 26	250.000 imps	0	0%	€ 1.000,00	€ 0,00	€ 0,00
33	INCOMPLETE		Lift	Home Halfpage	0 	18 aug 26	31 aug 26	250.000 imps	0	0%	€ 1.000,00	€ 0,00	€ 0,00

You'll return to the booking overview screen. From here you can either create another booking by clicking on the  in the top right. If all bookings are filled in, you can click *Submit campaign for approval*. The account owner will then be able to approve (or reject) you campaign.

To move on to upload creatives, select the *Creatives* tab right next to *Bookings*.

Revision #2

Created 2026-08-20 13:56:28 UTC by Casper Steuperaert

Updated 2026-08-20 14:09:14 UTC by Casper Steuperaert