

Delivery screen

The *Delivery* overview lets you monitor the delivery of all bookings using the delivery rate. To access the *Delivery* overview, click *Delivery* in the left navigation menu.

#	IC	CAMPAIGN	PRIORITY	CR	RUNNING	DR	SN	PUBLICATION	LOCATION	POSITION	FORMAT	FORMAT WIDTH	FORMAT HEIGHT	TARGETING	FROM	TO	START TIME	END TIME	RATE	PRICING	GROSS PRICE	PRICE	DELIVERY
1201	866	2706 test campaign	paying	100%	100%	100%	-	Arma	2706testlocation	y	Billboard	970	250		Fri 28 Jun 2024	Mon 30 Jun 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
759	532	Stacktest	paying	100%	100%	100%	-	Support Testing	Home		Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 18 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
720	532	Stacktest	paying	100%	100%	100%	-	Support Testing	Home		Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 18 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
1226	1	Magazine Campaign (including network bookings)	sales house	100%	100%	100%	-	Selenium	Se-Location	1x1	Selenium Test Format	1024	1024		Tue 24 Sep 2024	Wed 31 Dec 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
771	532	Stacktest	paying	100%	100%	100%	-	Support Testing	Home		Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 18 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
1562	1513	Client	paying	100%	100%	100%	-	Support Testing	Home		Billboard	970	250	Interest Asses.	Sat 26 Oct 2024	Sat 25 Oct 2025	08:00:00	21:59:59	2,00	CFM	20,00	20,00	50%
1803	1513	Client	paying	100%	100%	100%	-	Support Testing	Home		Halfpage	300	600		Sat 26 Oct 2024	Sat 25 Oct 2025	00:00:00	23:59:59	4,00	CFM	40,00	40,00	100%
806	538	IST-214	stopper	100%	100%	100%	-	Dev Testing	San-testing	Video1	DOOH Landscape	1920	1080		Thu 2 May 2024	Thu 1 May 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
821	682	Adhese Wikan test campaign	paying	100%	100%	100%	-	Demo	Test Date		Halfpage	300	600		Wed 17 Apr 2024	Wed 17 Apr 2020	00:00:00	23:59:59	4,00	CFM	0,00	0,00	100%
22	8	Integration_testing_newsletter_campaign	paying	100%	100%	100%	-	Integration Testing	Newsletter Mailing	_newsletter_mailing_	Halfpage	300	600		Tue 11 May 2021	Fri 11 May 2040	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
1818	991	xandr test campaign	paying	100%	100%	100%	-	Adhese - Wikan	xandr	_xandr_300x600	Halfpage	300	600	Keep Campaigns: Test, Test2, Xandr, Domain, example.com	Thu 10 Oct 2024	Thu 31 Oct 2024	00:00:00	23:59:59	0,50	CFM	0,10	0,10	100%
24	9	Cave Test	paying	100%	100%	100%	-	Integration Testing	Cave		Billboard	970	250		Wed 1 May 2024	Sat 17 May 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
159	232	Double Location Test	paying	100%	100%	100%	-	Dev Testing	San-testing	IMU	Medium Rectangle	300	250		Wed 7 Feb 2024	Fri 7 Feb 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
1634	991	xandr test campaign	paying	100%	100%	100%	-	Adhese - Wikan	xandr	_xandr_300x250	Medium Rectangle	300	250		Mon 2 Sep 2024	Thu 31 Oct 2024	00:00:00	23:59:59	3,14	CFM	6,28	6,28	100%
729	682	Adhese Wikan test campaign	paying	100%	100%	100%	-	Adhese - Wikan	Run of Wikan		Halfpage	300	600		Wed 17 Apr 2024	Wed 17 Apr 2020	00:00:00	23:59:59	4,00	CFM	0,00	0,00	50%
1220	1	Magazine Campaign (including network bookings)	sales house	100%	100%	100%	-	Network	Run of		Billboard	970	250		Tue 24 Sep 2024	Wed 31 Dec 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	100%
112	66	San id 155 test 2	paying	100%	100%	50%	-	Dev Testing	San-testing2	SM2	Medium Rectangle	300	250		Thu 12 Oct 2023	Thu 31 Oct 2024	00:00:00	23:59:59	1,00	CFM	1,00	1,00	50%
115	66	San id 155 test 2	paying	100%	100%	50%	-	Dev Testing	San-testing2	SM2	Medium Rectangle	300	250		Thu 12 Oct 2023	Thu 31 Oct 2024	00:00:00	23:59:59	1,00	CFM	1,00	1,00	50%
113	112	San-idk-android-clickbender	paying	100%	100%	100%	-	Dev Testing	San-Android SDK	San-Android SDK halfpage	Halfpage	300	600		Tue 29 Nov 2023	Sat 30 Nov 2024	00:00:00	23:59:59	1,00	CFM	0,00	0,00	100%
1204	991	xandr test campaign	paying	100%	100%	100%	-	Adhese - Wikan	xandr	_xandr_300x600	Halfpage	300	600		Fri 27 Sep 2024	Thu 31 Oct 2024	00:00:00	23:59:59	3,15	CFM	0,00	0,00	100%
768	532	Stacktest	paying	100%	100%	100%	-	Support Testing	Home		Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 18 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	rotation
1812	1653	Playlength SMOKE TEST_CAMPAIGN for creatives nr2	paying	100%	100%	100%	-	Selenium	Se-Location		Billboard	970	250		Wed 25 Sep 2024	Thu 31 Dec 2026	00:00:00	23:59:59	0,00	CFM	0,00	0,00	auto
88	49	Casper test 2	stopper	100%	100%	100%	-	Support Testing	Home		Billboard	970	250		Thu 18 Apr 2024	Thu 17 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	auto
89	49	Casper test 2	stopper	100%	100%	100%	-	Support Testing	Home		Billboard	970	250		Thu 18 Apr 2024	Thu 17 Apr 2025	00:00:00	23:59:59	0,00	CFM	0,00	0,00	auto
1820	1656	noExtensionMark	paying	100%	100%	100%	-	Selenium	Se-Location	Se-Halfpage	Halfpage	300	600		Wed 9 Oct 2024	Sat 30 Nov 2024	00:00:00	23:59:59	0,00	CFM	0,00	0,00	auto
1823	1658	Edwards Test	paying	100%	100%	100%	-	Selenium	Se-Location		Billboard	970	250	age: 8 - 110; Keep Campaigns: Creativity First; Goals: Bookings & Leads; Honor...	Mon 14 Oct 2024	Tue 14 Oct 2025	00:00:00	23:59:59	0,01	CFM	0,01	0,01	rotation

Delivery rate

The *Delivery* overview provides a detailed focus on *how* a booking is delivered by showing the **delivery rate** (DR) in a distinct table column. The delivery rate serves as a key indicator of a booking's health. It reveals whether the delivery of a booking is on schedule and whether it will achieve its goal.

Adhese uses a colour scale to provide a rapid overview of the delivery status. A green colour indicates that a booking is totally fine: the delivery is on schedule and there are no anticipated issues. As the colour moves from green to yellow to red, Adhese considers the booking delivery to be more problematic or less "healthy".



Adhese computes the health of a booking, considering a range of factors, including:

- How much longer will the booking run? A low delivery rate does not pose a threat if the delivery period has just started or will last for a couple of weeks. Conversely, a low delivery rate may be an issue if the booking runs for a short period or gets close to its end date.

Adhese prioritises bookings that end sooner over bookings that end later.

- What is the current inventory status for the booked position, and how many impressions are available? How much of the inventory has been allocated to competing bookings? When multiple bookings with varying priority levels are booked for the same position, bookings with a higher priority will be delivered first.
- What is the inventory share, or what percentage of the position's expected inventory does the booking take up? If a booking uses a small percentage of the total inventory, it can easily receive more impressions. In contrast, bookings that use a considerable percentage of total inventory may require close monitoring.

A delivery rate of 100% is considered the optimal scenario, indicating that the delivery is on schedule. Rates between 90% and 110% are also considered healthy. These factors should be taken into account when evaluating the delivery rate.

A campaign that is underdelivering delivers fewer impressions than specified for a period of time. This may be due to a fall in traffic or an overbooked position. If a booking is underdelivering, Adhese will try to speed up delivery. Conversely, if a booking is overdelivering, Adhese will slow down the delivery, working towards a delivery rate of 100%.

Adhese continually monitors all active campaigns and makes adjustments to the delivery as needed. Adhese strives to achieve the best possible outcome for all campaigns, even when a position is overbooked.

Components and actions of the Delivery overview UI

Campaign filter

You can change the content of the *Delivery* overview by

- activating and deactivating several filters,
- adjusting the calendar settings, and
- using the search tool.

Pause and resume

- To **pause** the delivery of a booking, select one or more running bookings and click the *Pause* button located above the booking list.
- To **resume** delivery, select one or more paused bookings and click the *Resume* button.

Clicking a table row

Clicking a booking from the overview redirects you to its *Booking* header tab.

Revision #7

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