

adobe		search Adobe...		PUBLISH	HELP	ORDER EQUIPMENT	LOG OUT																
DELIVERY		USING NOW		ENDING SOON		STARTING SOON		ENDED RECENTLY		ALL CAMPAIGNS		BOOKING FILTER		Planning between Sat 06m and Sat 06m		Search campaigns		SEARCH					
Filters:		SOV delivery: 25		Undelivered: 11		Options:		Auto delivery:		My campaigns:		No material or not caught: 10		Priority campaigns: 11		Recently used campaigns: 0		Team campaigns: 11		Others: 0			
Phase: <span>Active</span>		Show rows: 50		Show page: 1		1 - 31 of 31																	
#	ID	CAMPAIGN	PRIORITY	CR	RUNNING	SR	SK	PUBLICATION	LOCATION	POSITION	FORMAT	FORMAT WIDTH	FORMAT HEIGHT	TARGETING	FROM	TO	START TIME	END TIME	RATE	PRICING	GROSS PRICE	PRICE	DELIVERY
1281	886	2706 test campaign	paying	1	1	1	1	-	Area	2706testlocation	y	Billboard	970	250	Fri 26 Jun 2024	Mon 30 Jun 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
789	512	Stacktest	paying	1	1	1	1	- 100%	Support Testing	Home	Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 19 Apr 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
720	512	Stacktest	paying	1	1	1	1	- 100%	Support Testing	Home	Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 19 Apr 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
1795	1	Magazine Campaign (including Network bookings)	sales house	1	1	1	1	-	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	CPM	0.00	0.00	100%
771	512	Stacktest	paying	1	1	1	1	- 100%	Support Testing	Home	Halfpage_stack	300	600		Fri 19 Apr 2024	Fri 19 Apr 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
1862	1519	Offtest	paying	1	1	1	1	-	Support Testing	Home	Billboard	970	250		Sat 26 Oct 2024	Sat 25 Oct 2025	00:00:00	21:58:59	2.00	CPM	20.00	20.00	50%
1863	1519	Offtest	paying	1	1	1	1	-	Support Testing	Home	Halfpage	300	600		Sat 26 Oct 2024	Sat 25 Oct 2025	00:00:00	23:59:59	4.00	CPM	40.00	40.00	100%
906	518	IST-214	stopper	1	1	1	1	- 100%	Dev Testing	San-testing	Video1	DOOH Landscape	1800	1080	Thu 2 May 2024	Thu 1 May 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
938	687	Adhese Wilan test campaign	paying	1	1	1	1	-	Demo	Test Date	Home	Halfpage	300	600	Wed 17 Apr 2024	Wed 17 Apr 2020	00:00:00	23:59:59	4.00	CPM	0.00	0.00	100%
22	8	Integration_testing_newsletter_campaign	paying	1	1	1	1	-	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	CPM	0.00	0.00	100%
1816	991	xandr test campaign	paying	1	1	1	1	- 100%	Adhese - Wilan	xandr	_xandr_300x600	Halfpage	300	600	Thu 18 Oct 2024	Thu 31 Oct 2024	00:00:00	23:59:59	0.50	CPM	0.10	0.10	100%
28	9	Caval Test	paying	1	1	1	1	-	Integration Testing	Caval		Billboard	970	250	Wed 1 May 2024	Sat 17 May 2025	00:00:00	23:59:59	0.00	CPM	0.00	0.00	100%
139	232	Double Location Test	paying	1	1	1	1	- 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	CPM	0.00	0.00	100%
1838	991	xandr test campaign	paying	1	1	1	1	- 100%	Adhese - Wilan	xandr	_xandr_300x250	Medium Rectangle	300	250	Mon 2 Sep 2024	Thu 31 Oct 2024	00:00:00	23:59:59	3.14	CPM	6.28	6.28	100%

# Delivery rate

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.

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Revision #7

Created 4 June 2024 10:55:40 by Casper Steuperaert

Updated 10 March 2025 15:42:21 by Casper Steuperaert