Alerting

You can create alerts that are triggered upon a specific event you determine, which will result in an email being sent. This email is set up as specified by a template you create with a bit of coding.

Alerts

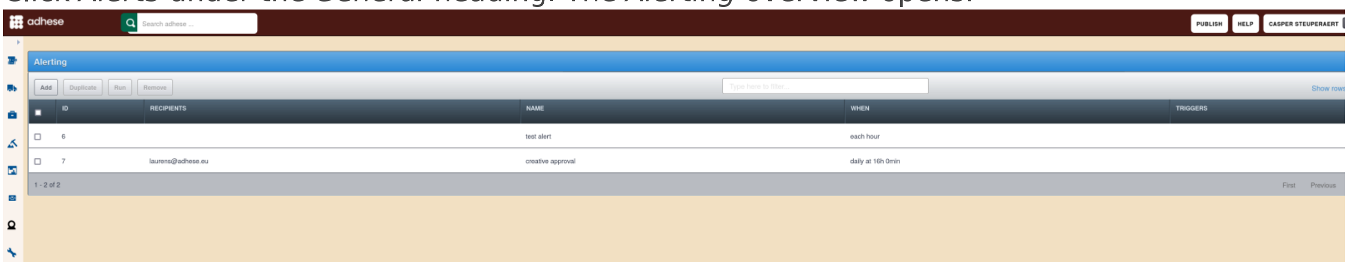
Alerts are email messages that are sent automatically when a specific event is triggered.

The *Alerts* screen displays a table with the following columns that detail the properties of a booking:

1. A *tick box* to indicate an alert. This action makes the *Duplicate*, *Run* and *Remove* buttons available.
2. The *ID* of the alert.
3. The *Recipients* of the alert mail.
4. The *Name* of the alert*.*
5. The *Hour* when the alert runs.
6. The *Triggers* set for the alert*.*

Add an alert

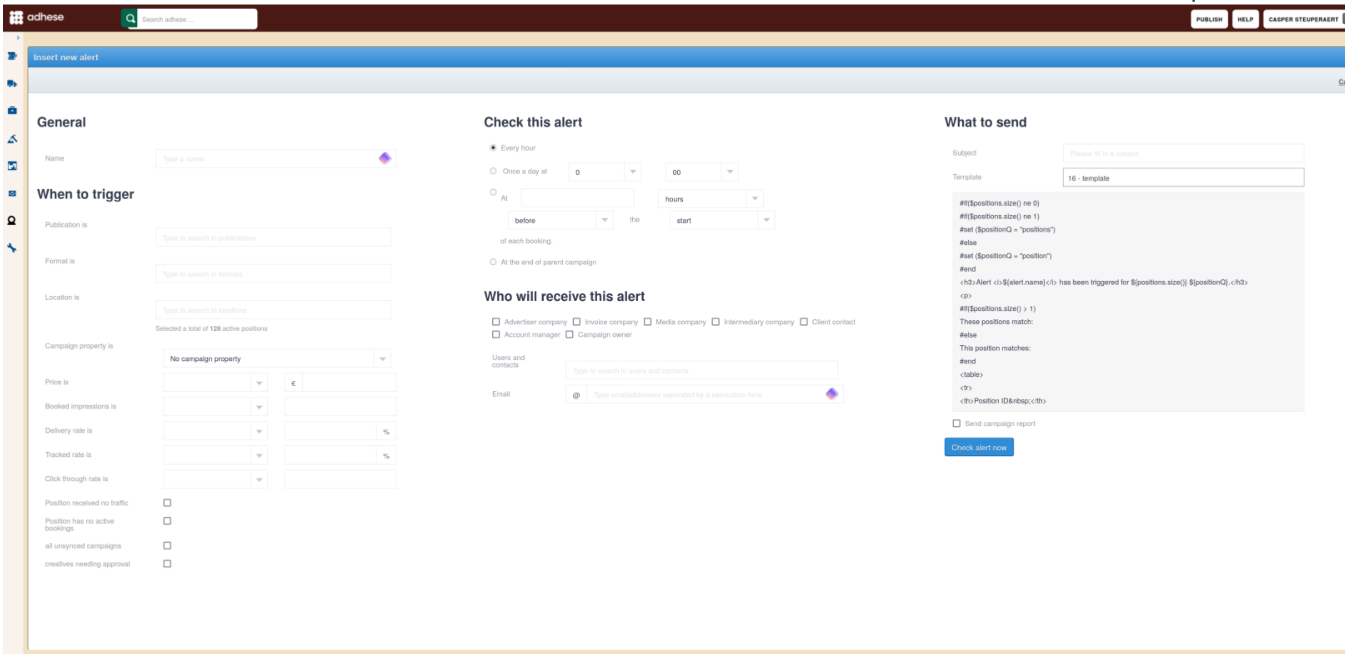
To add an alert:

1. Click *Admin* in the left navigation menu. The *Administration* screen opens.
2. Click *Alerts* under the *General* heading. The *Alerting* overview opens:


The *Alerting* overview contains the following columns:
   - ID, the ID of the alert;
   - Recipients, the persons who will receive the alert;
   - Name, the name of the alert;
   - When, when an alert is checked;

- Triggers: what event triggers the alert;

3. Click the *Add* button to add an alert. The *Header* tab of the *Insert new alert* screen opens.



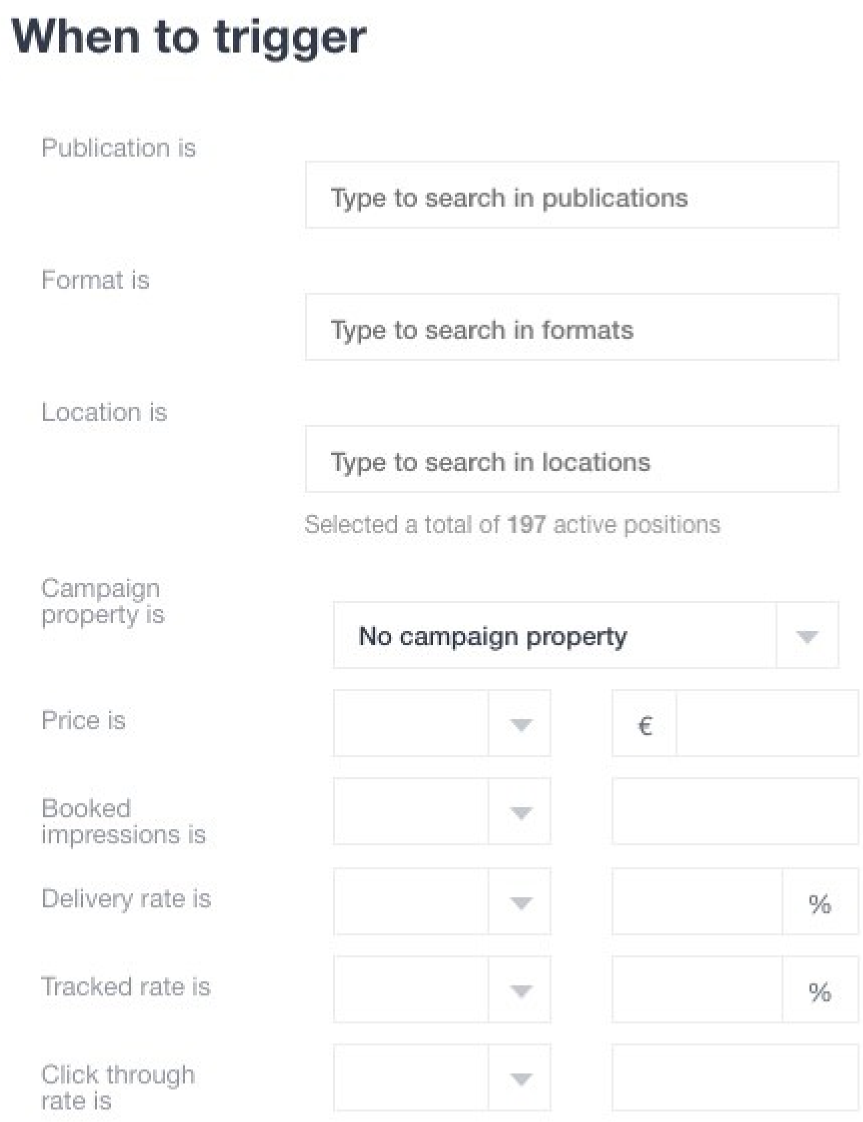
4. Define the following details for the new alert:

General

- Enter a name for the alert in the **Name** field.

When to trigger

This section determines **what** event triggers an alert for a specific publisher, format, location or a combination of those variables.



- Select one or more publications or search for a publication by entering its name in the **Publication is** field. Click the *Save* button.
- Select one or more formats or search for a format by entering its name in the **Format is** field. Click the *Save* button.
- Select one or more locations or search for a location by entering its name in the **Location is** field. Click the *Save* button.

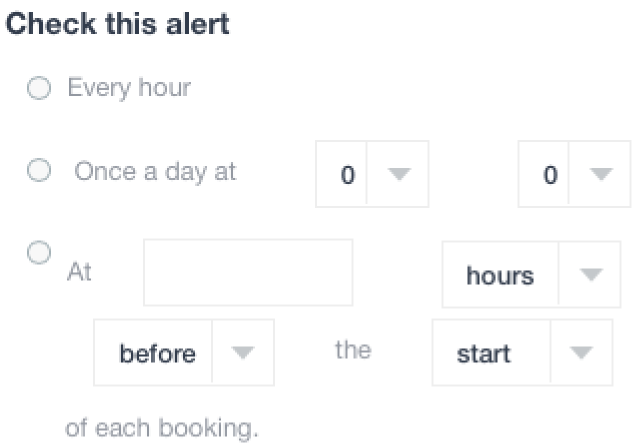
The above three variables (i.e. publication, format, and location) determine the number of active positions taken into account.

- In the **Price is** field, determine whether an alert should be sent when the price of a booking at the selected active positions is *less than*, *equal to*, or *more than* the specific monetary value you specify.

- In the **Booked impressions is** field, determine whether an alert should be sent when the number of booked impressions at the selected active positions is *less than*, *equal to*, or *more than* a certain amount of impressions you specify.
- In the **Delivery rate is** field, determine whether an alert should be sent when the delivery rate of a booking at the selected active positions is *less than*, *equal to*, or *more than* a particular delivery rate you specify.
- In the **Tracked rate is** field, determine whether an alert should be sent when the tracked rate of a booking at the selected active positions is *less than*, *equal to*, or *more than* a certain tracked rate you specify.
- In the **Click through rate is** field, determine whether an alert should be sent when the CTR of a booking at the selected active positions is *less than*, *equal to*, or *more than* a specific CTR you specify.

Check this alert

The *Check this alert* section determines **when** the selected, active positions should be checked for an event (as specified in the *When to trigger* section) that could trigger an alert.

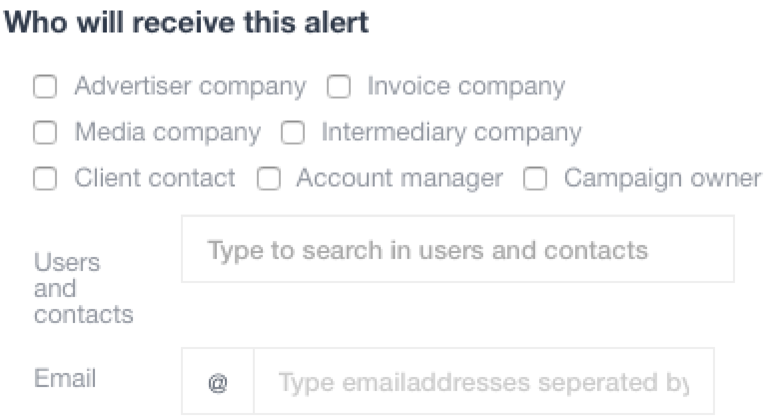


You can choose to check the alert:

- Every hour,
- Once a day at a time (in hours and minutes) you specify, or
- At a certain number of hours/days/working, before/after the start/end of each booking.

Who will receive this alert

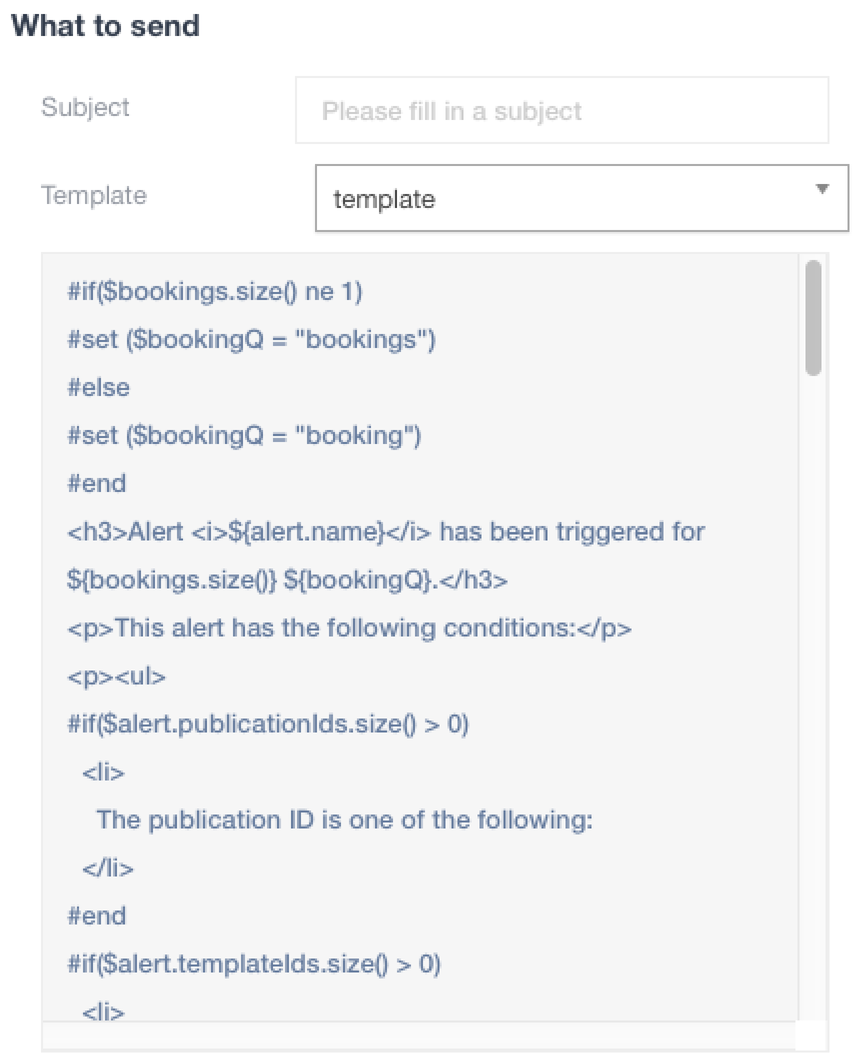
The *Who will receive this alert* section determines **who** should receive an alert when the event is triggered:



- You can select the following client users you have defined in the Client section of the *Campaign Header* tab: Advertiser company, Invoice company, Media company, Intermediary company, Client contact, Account manager, and/or Campaign owner.
- In the **Users and contacts** field, search for Adhese users or contacts by typing their name and clicking the *Save* button.
- In the **Email** field, enter one or more email addresses and separate them by a semicolon `;`

What to send

In the *What to send* section, you specify the alert's content. This email is set up according to a template you create with a little bit of coding.

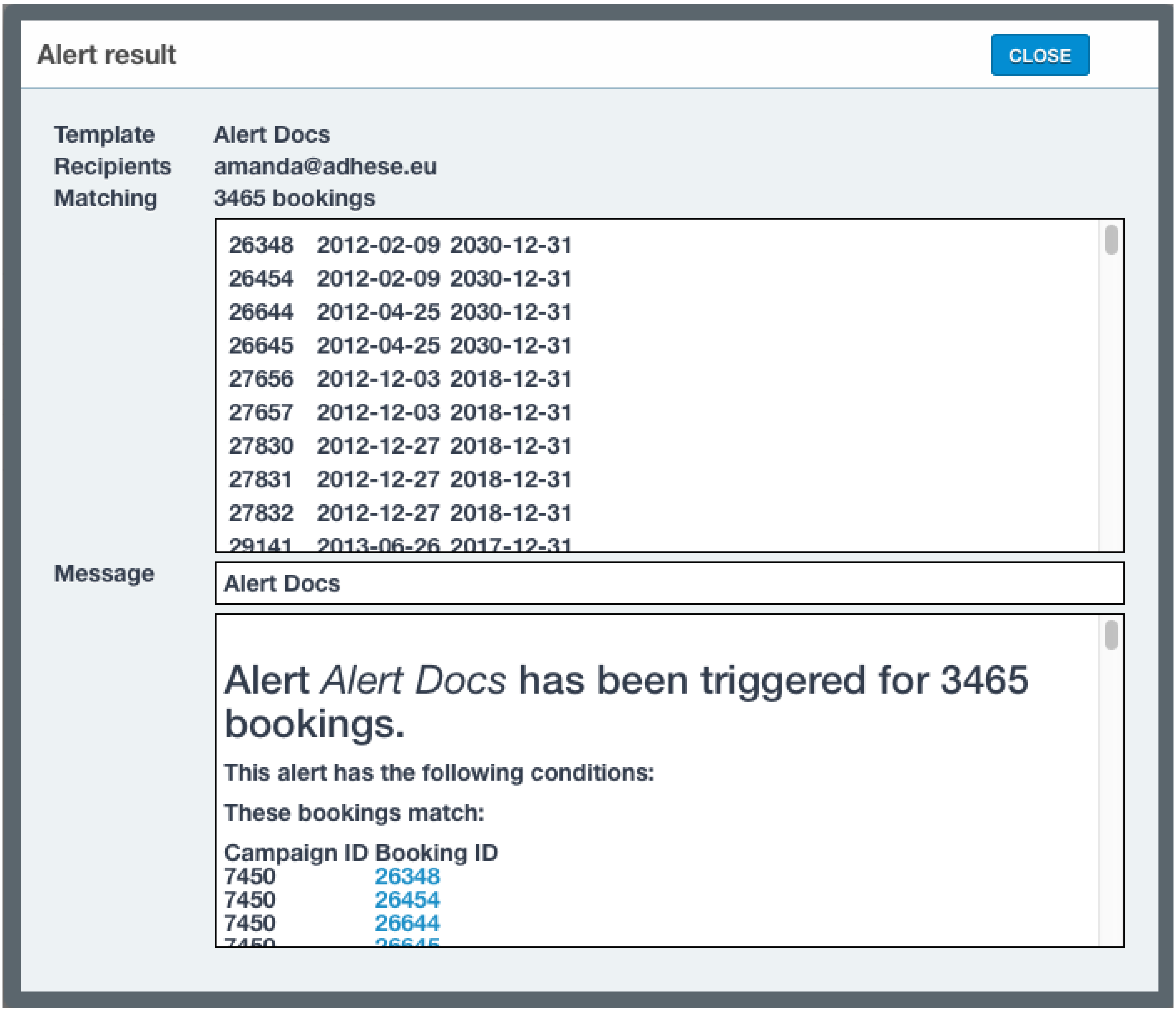


- Fill in a subject for the alert in the **Subject** field.
- Choose a predefined template from the **Template** drop-down. The template creates the message.

Check alert now

Click the *Check alert now* button beneath the *What to send* section and get a preview of the alert message and the bookings that match the alert.

This opens the *Alert result* modal window:



Do not forget to click the *Save* button in the *Insert new alert* screen to save the alert.

Edit an alert

To edit an alert:

1. Click *Alerts* under the *General* heading of the *Administration* screen. The *Alerting* overview opens.
2. In the *Alerting* overview, click the alert you want to edit. This opens the *Header* tab of the *Edit alert* screen.
3. Edit the details you want to change.
4. Click the *Save* button.

Duplicate alert

To duplicate one or more alerts:

1. Click *Alerts* under the *General* heading of the *Administration* screen. The *Alerting* overview opens.
2. In the *Alerting* overview, tick the checkboxes of the alerts you want to duplicate.
3. Click the *Duplicate* button.
4. Click *OK* to confirm and duplicate.

Remove alert

To remove one or more alerts:

1. Click *Alerts* under the *General* heading of the *Administration* screen. The *Alerting* overview opens.
2. In the *Alerting* overview, tick the checkboxes of the alerts you want to remove.
3. Click the *Remove* button.
4. Click *OK* to confirm and remove.

Run alerts

In the *Check this alert* section you have defined the circumstances under which an event should be checked to trigger an alert. However, you can also check one or more alerts at any time you wish.

1. Click *Alerts* under the *General* heading of the *Administration* screen. The *Alerting* overview opens.
2. In the *Alerting* overview, tick the checkboxes of the alerts you want to check.
3. Click the *Run* button.
4. Click *OK* to confirm and check the alerts. You will receive an email if the event of the alert is triggered.

Filter Alerting overview

In the *Alerting* overview, a search box lets you filter the overview. Enter a search term, and the overview will change accordingly, filtering the alerts that match the search term.

Sort Alerting overview

To sort the *Alerting* overview, click any column to sort the table in ascending or descending order.

Personalise Alerting overview

For more information about how to personalise the *Alerting* overview, refer to Personalise table columns.

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