

Campaign screen

The user interface of Adhese has several components that make it easy to navigate, search, perform actions, etc.

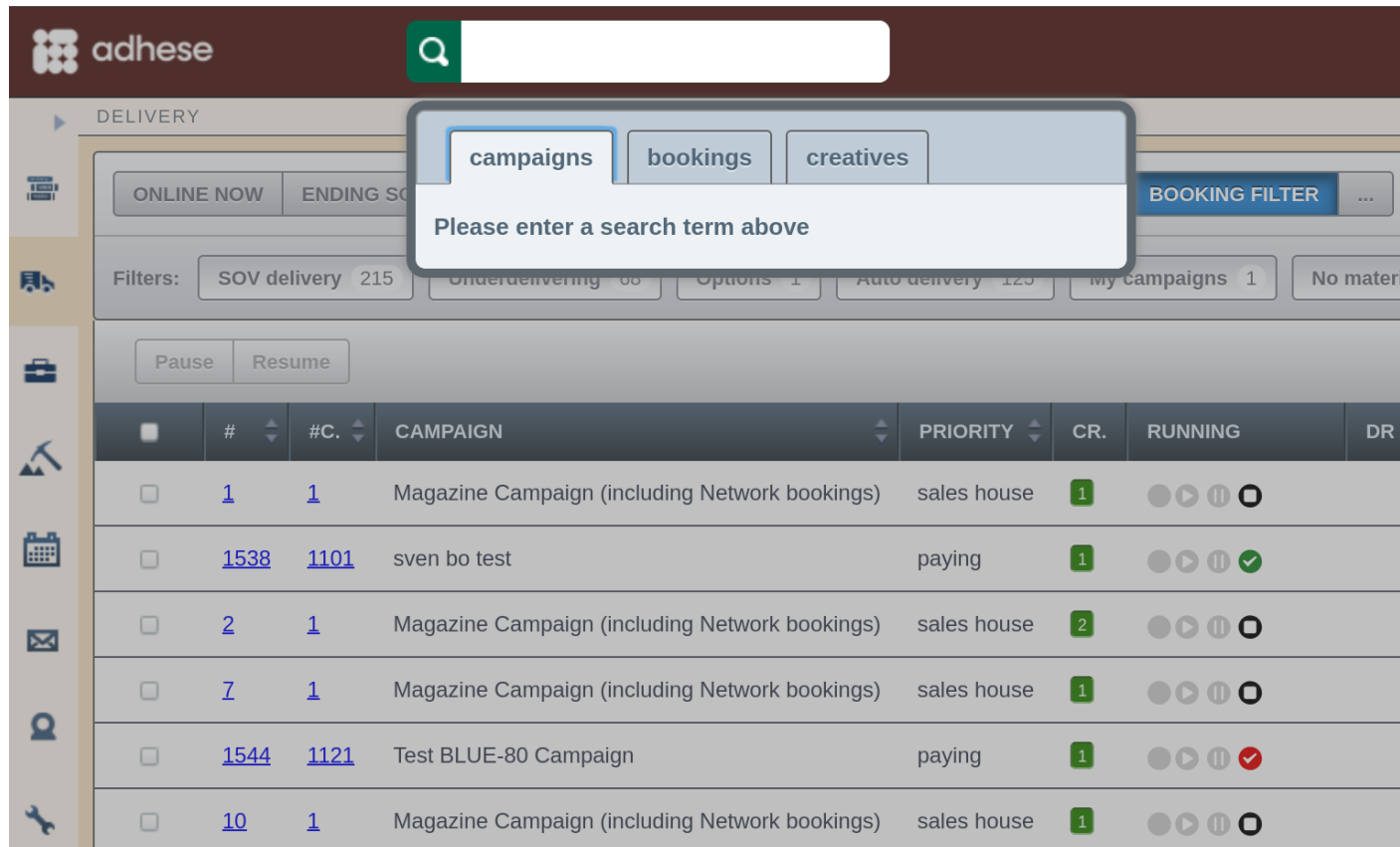
It depends upon the context and the user permissions, what actions you can perform and which elements are visible in the interface.

Search bar

You find a search bar located at the top of each screen within the Adhese user interface. Use this search bar to quickly navigate to a specific campaign, booking, or creative.

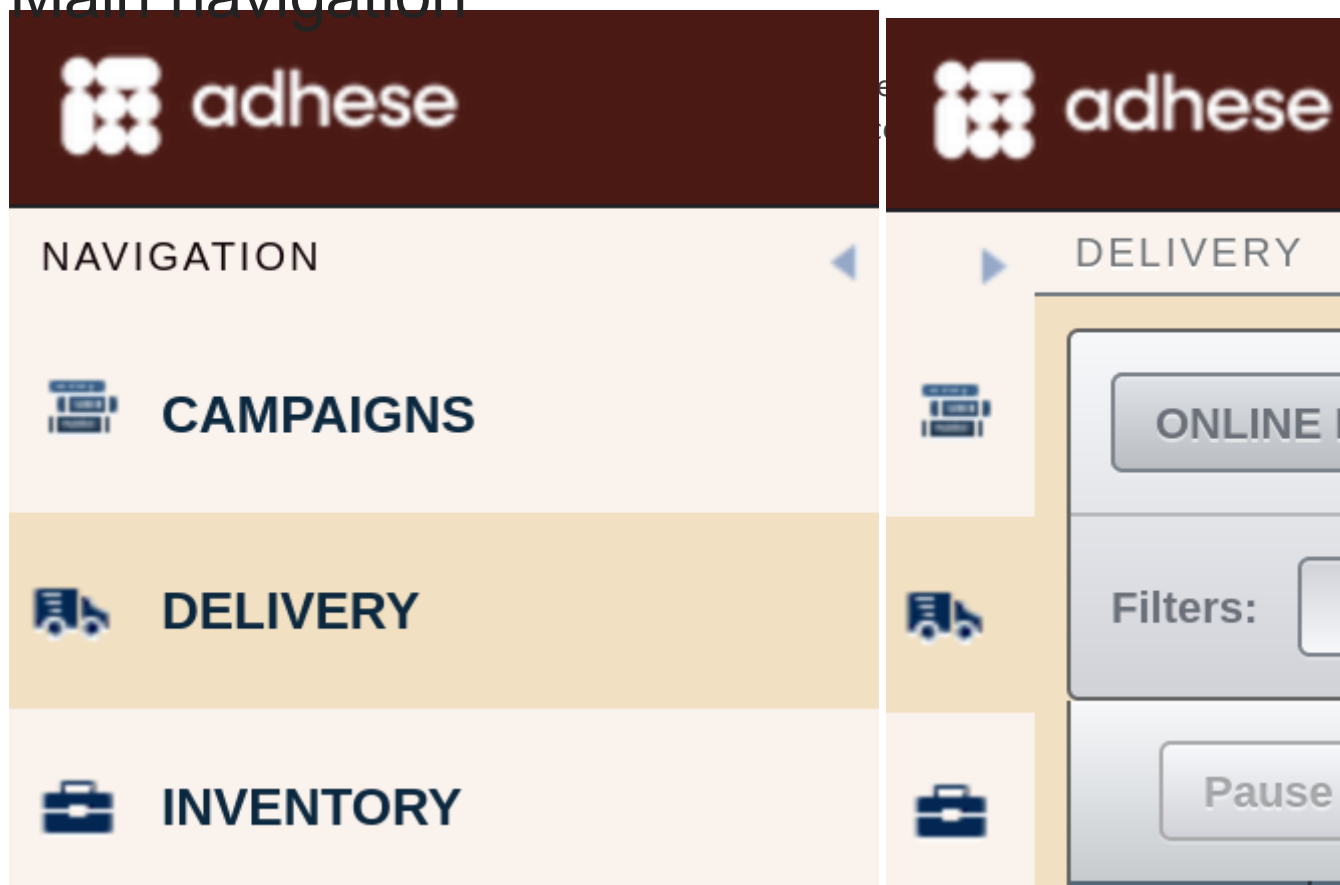


If you click the search bar, the results box becomes visible.



Select a category to search (campaigns, bookings, or creatives) and enter a search term in the search bar.

Main navigation



Tabulated overviews

Adhese displays the campaign management data in tabulated overviews for the publishers and/or sub-publishers to which you are assigned.

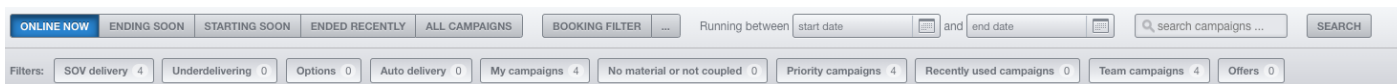
#	PRIORITY	CAMPAIGN NAME	CR.	TR.	RUNNING	FROM	TO	REACHED IMPR.	REACHED CLICKS	PROGR.	LAST EDITED
4	paying	The Sports Store	1	✓	0 4 0 0 0	Fri 12 Dec 2014	Wed 31 Dec 2014	90	10	2%	Fri 12 Dec 2014 11:22
2	paying	Homepages	1	✓	0 4 0 0 0	Tue 9 Dec 2014	Wed 31 Dec 2014	457	65	11%	Tue 9 Dec 2014 08:53
1	paying	RUN OF	1	✓	0 3 0 0 0	Fri 28 Nov 2014	Wed 31 Dec 2014	5,926	927		Fri 5 Dec 2014 11:03

In such an overview, a row represents an individual entity (i.e. campaign, booking, or creative), and a column represents an attribute or property of the entity.

You can customise these overviews by personalising the table columns or using the campaign filter.

Campaign filter

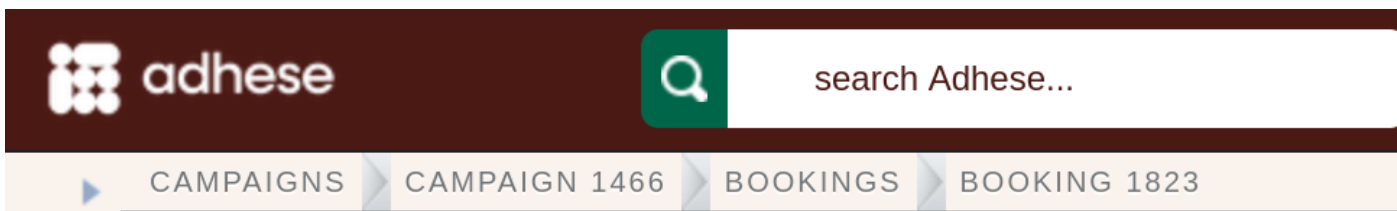
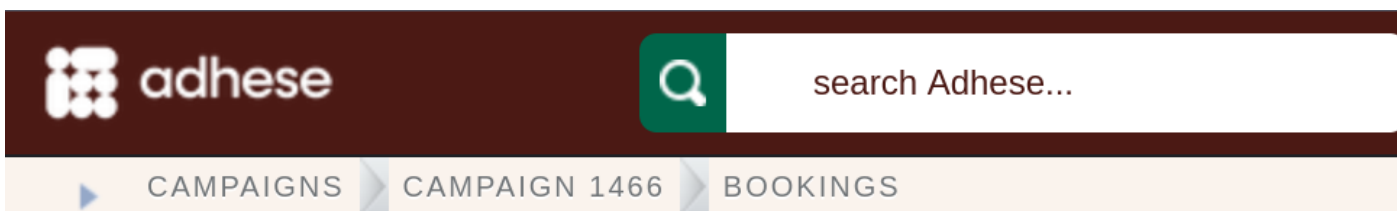
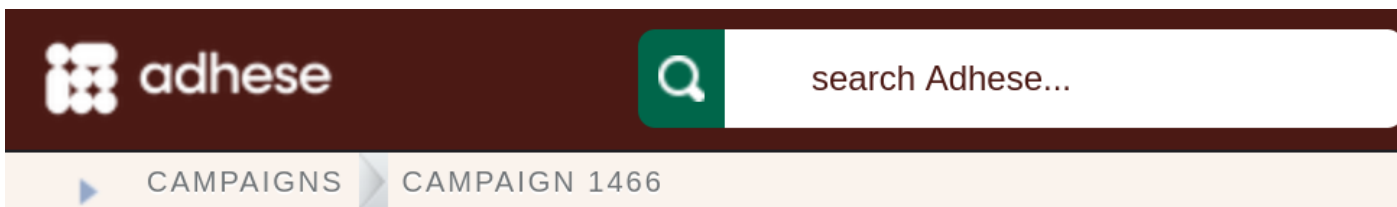
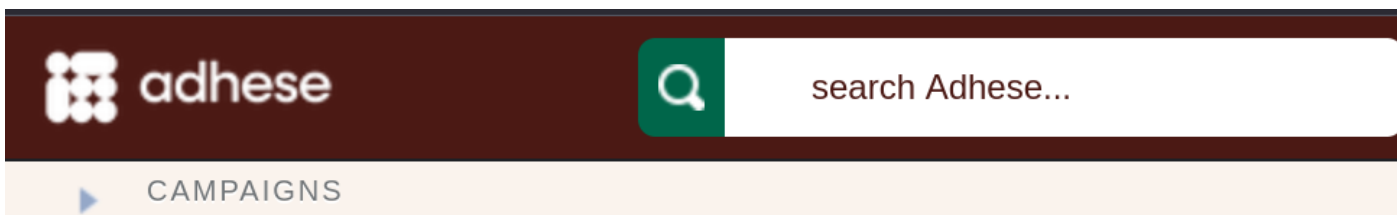
A campaign filter is available in some of the overviews.

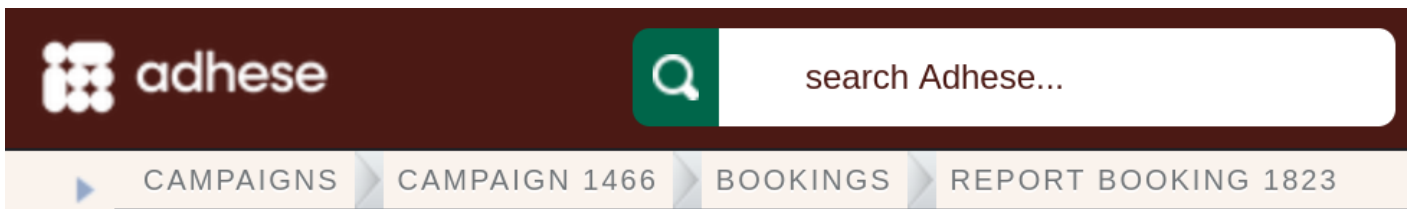


The campaign filter allows you to select different kinds of campaigns. The content of the overview will change according to the chosen campaign attributes.

Breadcrumb

The Adhese interface offers a **breadcrumb** trail to show you where you are in the navigation structure. Click on any breadcrumb to navigate to the corresponding screen.





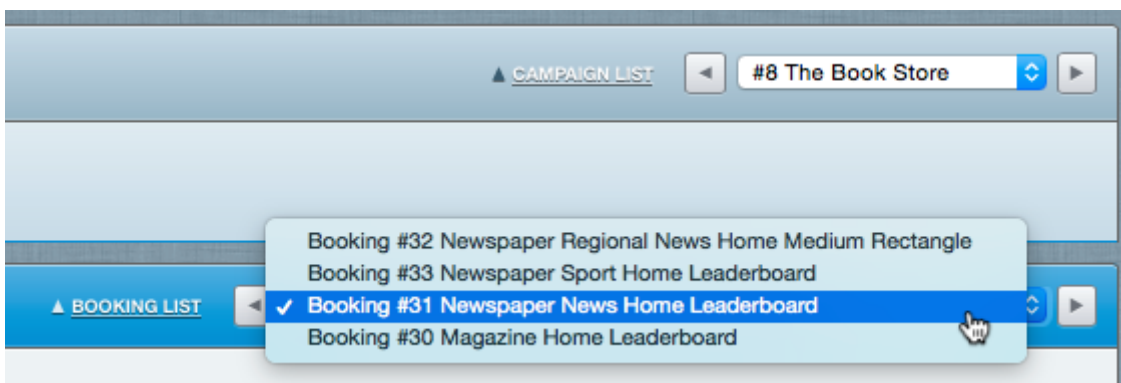
Tab navigation

Tab navigation is available on some screens to navigate between a campaign, its properties, and entities (i.e. bookings and creatives).



Drop-down navigation

To switch between campaigns, bookings, or creatives, simply use the **drop-down** menu located in the upper right corner of each overview. Click inside the box to reveal the available options.



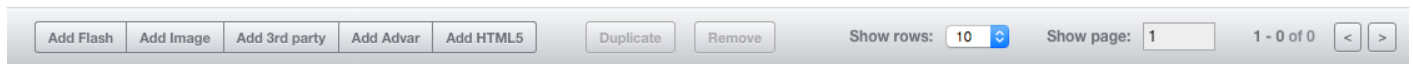
Click the arrows next to the drop-down menu to go to the next or previous campaign, booking, or creative.

If you have filtered the *Campaign* overview through the campaign filter, the *Campaign* drop-down menu will only show the filtered campaigns.

Next to the above drop-down menu, you will find a link that says *Campaign list*, *Booking list*, or *Creatives list*. Click this link to go back to the *Campaign* overview, *Booking* overview, or *Creative* overview, respectively.

Actions

The action buttons are positioned above the tabulated overviews. These buttons enable you to execute specific tasks.



Customise the Adhese user interface

Adhese offers several features to customise the Adhese user interface.

Campaign filter

Note that the specific contents of the campaign filter may be different for other types of Adhese users.

The general *Campaign* overview and the *Delivery* overview both have a **campaign filter**.



The campaign filter allows you to select different kinds of campaigns. The content of the overview will change according to the chosen campaign attributes.

- You can choose to select:
 - Campaigns
 - that are online;
 - ending soon (including campaigns that ended until two weeks ago);
 - starting soon (i.e. within two weeks);
 - that have ended recently (within the last two weeks).
 - All campaigns.

You can select only one of the five buttons.

- Select all campaigns that are online within a certain period;
- Select campaigns by using the **Booking filter**. The Booking filter narrows your selection by publication, location, or format or a combination of two or more of these variables;
 - You can choose to select or deselect all publications, formats, and locations in the header row by enabling the respective checkbox.

- If you hold down the ALT key and click the column's name (not the checkbox), the selection of items inverts.

Booking filter

Cancel

SAVE

Search publication, location & format

☐

Publications

☒

Formats

☐

Locations

☐

Magazine

☐

News PLUS Regional

☐

Newspaper

☐

Newspaper Regional

☐

Publisher Network

☐

carrousel

☐

Floorad

☐

Halfpage

☒

Leaderboard

☐

Leaderboard + Wallpaper

☐

Leaderboard XL

☐

Medium Rectangle

☐

Splash

☐

Wide Skyscraper

☐

Magazine Other

☐

Magazine Run Of

☐

News PLUS Regional Run Of

☐

Newspaper Business Economics

☐

Newspaper Business Home

☐

Newspaper Business Markets

☐

Newspaper Culture Art & Design

☐

Newspaper Culture Books & Music

☐

Newspaper Culture Film & Theatre

☐

Newspaper Culture Home

☐

Newspaper Culture Run Of

☐

Newspaper Lifestyle Home

☐

Newspaper Lifestyle Other

☐

Newspaper News Europe

☐

Newspaper News Home

☐

Newspaper News Run Of

- Add one or more additional filters that let you select campaigns that
 - are booked with SOV as delivery method;
 - are underdelivering;

The **underdelivering** campaign filter takes only running bookings into account.

- ◦ are options;
 - are booked with auto as delivery method;
 - the logged-in user has created;
 - have no uploaded creatives or no trafficked creatives and bookings;
 - have a high priority;
 - recently used campaigns (campaigns you created, worked on or watched in the last 72 hours)
 - are team campaigns;
 - are offers.

It is possible to combine the above filters to obtain a more granular section of campaign inventory.

Besides, the campaign filter also has a [search bar](#).

Sort table columns

You can sort each overview based on a column variable. To perform this action, look for two stacked triangles. To sort the overview, simply click on the column heading.

- The *Running* column can not be sorted:



- The *Campaign name* column can be sorted:



- The *Campaign name* column is sorted in ascending order:



- The *Campaign name* column is sorted in descending order:



Personalise table columns

Each overview displays a table beneath the [dashboard](#). Every row represents an individual campaign, booking, or creative – depending on the overview you are referring to. The columns represent the properties of a campaign, booking, or creative. You can decide which columns must be visible, set the display sequence, and change the name of a column's heading.

Refer to [Table columns in the Adhese interface](<https://documentation.adhese.org/books/adhese-ui/page/table-columns-in-the-adhese-interface>) for a complete overview and definition of available table columns per overview.

To **change the table columns**:

1. Right-click the column heading row. The right-click opens an overview with all available table columns; the *Personalize table columns* modal window. The table columns on the left are the available ones, while the ones on the right are currently displayed.

Personalize table columns

Cancel
SAVE

Header status	Priority
Impressions today	Campaign name
Intermediary company	Competing with RTB
Budget	Creatives status
Advertiser company	Traffic status
Creation date	Running status
Created by	From date
External key	To date
Ctr vs benchmark	Reached impressions
Clicks today	Reached clicks
Internal id	Delivery rate
Invoice client company	Progress status
Media company	Last edited date
To reach unit	
To reach volume	
Valid till	
eCPM vs benchmark	

- Drag and drop a column name from the left to the right to **add the column** to the table.
- Drag and drop a column name from the right to the left to **remove the column** from the table.
- Drag the right-sided column names up and down to **change the order** of the columns in the table.

2. Click the Save button.

To **change the name of a table column heading**:

1. Right-click the column heading row. The right-click opens an overview with all available table columns; the *Personalize table columns* modal window.
2. Click the label of the table column of which you want to change the name.

Personalize table columns

Cancel
SAVE

Intermediary company	Priority
Header status	Campaign name
Advertiser company	Competing with RTB
Budget	Creatives status
Clicks today	Traffic status
Created by	Running status
Creation date	From date
Ctr vs benchmark	<input type="text"/>
External key	To date
Impressions today	Reached impressions
Internal id	Reached clicks
Invoice client company	Delivery rate
Media company	Progress status
To reach unit	Last edited date
To reach volume	
Valid till	
eCPM vs benchmark	

3. Enter the new name and press enter.
4. Click the *Save* button.

Revision #17

Created 10 June 2024 11:39:07 by Casper Steuperaert

Updated 14 March 2025 09:21:24 by Casper Steuperaert