

Offers and options

Adhese distinguishes three different campaign statuses: Offer, Option, and Campaign. This chapter covers Offers and Options, while the next chapter provides a detailed description of Campaigns.

Offers

An offer simulates a campaign. It is used to propose an estimated cost price to a client.

To create an offer:

1. Click *Campaigns* in the left navigation menu. This opens the *Campaign* overview.
2. Click the *Add offer* button. This opens the *New offer* screen, which has a green coloured header.

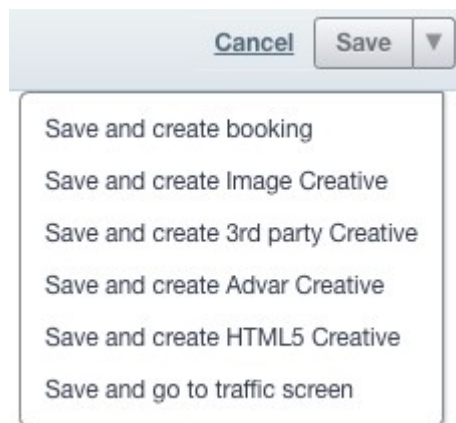
3. You need to enter the same details as when you create a campaign (see Add a campaign). However, there are two different properties:
 - Determine the status in the **Type** drop-down. The default value is *Offer*. If you are creating an offer, you don't need to change this property. However, if the offer is authorised to run, change the status to *Option* or *Campaign*.
 - Pick a date from the calendar in the **Valid till** field. This date indicates the deadline for the offer. The default deadline is set to 14 days from the offer's creation. This can be adjusted if necessary.

If an offer is not converted into a campaign before the original start date of one of its bookings, its campaign status will change from *planned* to *running*. However, the offer will not deliver any impressions. Once the campaign period is over, the status will change from *running* to *ended*.

You can convert an offer to an option or campaign at any time.

The forecasting tool of Adhese does not take offers into account.

To save the offer, click on the Save button. Clicking the arrow next to the button will reveal several *saving* options in a drop-down menu:



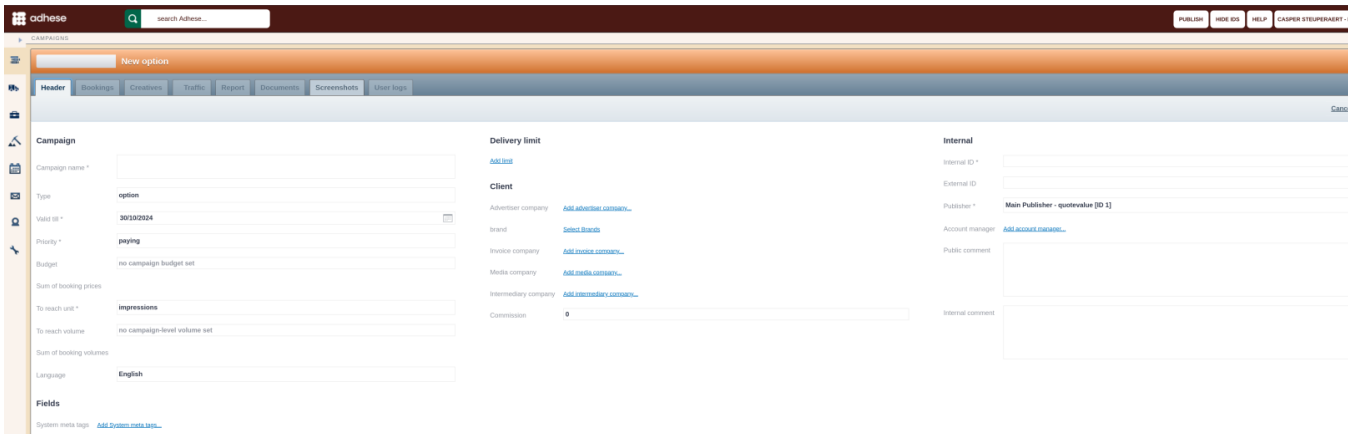
Save and create booking	Saves the current offer and opens a new create booking screen
Save and create Image Creative	Saves the current offer and opens a create Image Creative screen
Save and create 3rd party Creative	Saves the current offer and opens a create 3rd party Creative screen
Save and create Advar Creative	Saves the current offer and opens a create Advar Creative screen
Save and create HTML5 Creative	Saves the current offer and opens a create HTML5 Creative screen
Save and go to traffic screen	Saves the current offer and opens the traffic screen

Options

An option is a campaign with a "shelf life". This enables you to plan campaigns that are pending or awaiting approval. Options differ from offers because the Adhese forecasting tool (see Forecasting and planning) takes option volumes into account.

To create an option:

1. Click *Campaigns* in the left navigation menu. The *Campaign* overview opens.
2. Click the *Add option* button. This opens the *New option* screen, which has an orange coloured header.

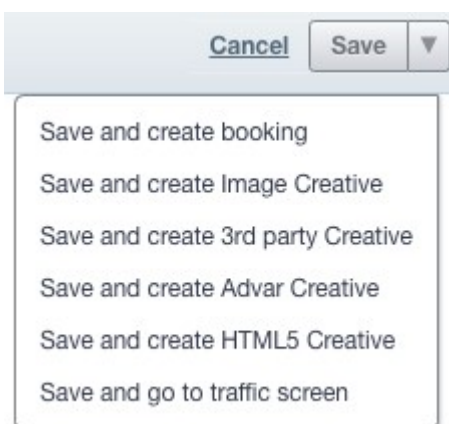


3. You need to insert the same details as with creating a campaign (see [Add a campaign](#)). However, there are two different properties:
 - Determine the status from the **Type** drop-down. The default value is set at *option*. If you are creating an option, you don't need to modify this property. However, if the offer is authorised to run, change the status to *Campaign*.
 - Pick a date from the calendar in the **Valid till** field. This date indicates the deadline for the option. The default deadline is set to 14 days from the option's creation. This can be adjusted if necessary.

If an option is not converted into a campaign before the original start date of one of its bookings, its campaign status will change from *planned* to *running*. However, the offer will not deliver any impressions. Once the campaign period is over, the status will change from *running* to *ended*.

At any time, you can convert an option to a campaign.

To save the option, click on the *Save* button. Clicking the arrow next to the button will reveal several *saving* options in a drop-down menu:



Save and create booking	Saves the current option and opens a new create booking screen
Save and create Image Creative	Saves the current option and opens a create Image Creative screen
Save and create 3rd party Creative	Saves the current option and opens a create 3rd party Creative screen
Save and create Advar Creative	Saves the current option and opens a create Advar Creative screen
Save and create HTML5 Creative	Saves the current option and opens a create HTML5 Creative screen
Save and go to traffic screen	Saves the current option and opens the traffic screen

If the option is about to expire, Adhese can send a notification email to the creator and any assigned account managers. To activate this feature, please contact Support.

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