

# Campaign Manager User Manual

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## Create Campaign

# Getting Started Create new campaign Enter Details Campaign name Keywords OPTIONAL Collaborate with OPTIONAL Add creatives

#### Campaign management

My Camp	aigns	÷			
Draft	U Wa	iting for traffic	Live	Finished	

Looks like you dont have any campaings yet. Add some through here!





#### Campaign management

My Campaigns +				
Draft 🔲 Waiting for traffic 🔲 Live 🔲 Finishe	d Sort by: Late	est v	Search	Create new campaig
1				Draft
Example Campaign				
Keywords:	Collab	oorate with:		
Enter keywords	Ente	r name or email		
Summer Nexd Demo Example	ÖN			
0 Live tags 0 Inactive tags 0 Drafts ENT				Add creatives
<b>1</b>	CAMPAIGN NAME			
2 K la e	<b>KEYWORDS OPTIONAL</b> abels for filtering and search e.g. brand name, month, ver	ning – tical etc		
<b>3</b> E s	COLLABORATE WITH OPTI Enter names of other team r so that they can also view a	ONAL nembers nd edit		

4 ADD CREATIVES Enter the campaign to add and manage creatives



## Add Creative

## 6 Create Placement 1 Create placement 7 New Creative 1 Name 2 Ad category **3** Type 4 Size 5 Platform **OPTIONAL** 6 Choose layout 8 Layout Gallery 1 Layout name 2 Quick preview 3 Use 9 Configure Placement 1 Layout overview 2 Change layout **OPTIONAL**



NEX Campaign Manager 🗸			AD
	Example Campaign		
		Publish	S
	Example Creative	2	
	Ad category:	Dobile ad	🖵 Desk
	Type:	Select type	3
	Placement size (px):	300	W
	Platform:	None	(
	Content:	6 Choose Layout	A

#### **D** CREATIVE







#### Layout Gallery



#### 🛞 🔾 🥼 Tõnis Kipper 🗰

#### **ADD CREATIVE**

#### To the Creative Library







# Upload Assets

11 U	pload Assets
·	Drag and drop
e	2 Upload dialog
3	3 Asset size
12 S	cale and Crop
·	Move and scale
6	2 Toolbar
3	3 Save
13 V	ideo Cropping
· · ·	Video background
e	2 Timeline
3	3 Save
14 A	ssets Tab
·	Video asset options
6	2 Additional assets
15 A	dditional Assets Tab
·	Overlay logo OPTIONAL
6	2 Overlay CTA OPTIONAL
	3 Preview
16 P	review
·	Test swipe
	2 Test tilt
	3 Copy preview link
	Open in preview site
	5 QR code

#### Example Campaign



Creative settings:

High aspect ratio device

#### **UPLOAD ASSETS**

1 DRAG AND DROP

Select the slot, then drag and drop the asset anywhere in the browser window

#### 2 UPLOAD DIALOG

Clicking on the upload icon opens an upload dialog with file browser

#### **3** ASSET SIZE

The platform will show the suggested asset size, based on the placement size you entered



**UPLOAD ASSETS** 







#### **Example Campaign**



#### **UPLOAD ASSETS**

#### SCALE AND CROP

#### 1 MOVE AND SCALE

If the asset doesn't fit the placement area, you can use your mouse to drag and scale the image.

#### 2 TOOLBAR

Use these icons to scale and align the asset

3 SAVE

Click to save your edits



#### Video end card

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#### Scale and crop

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17475 1.2.2

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#### **VIDEO CROPPING**

1 VIDEO BACKGROUND

For video assets, choose from the background filler options

#### 2 TIMELINE

Trim and preview the video

#### 3 SAVE

Click to save your edits















#### **ASSETS TAB**

- **1** VIDEO ASSET OPTIONS
- 2 ADDITIONAL ASSETS Upload CTA button and logo

**UPLOAD ASSETS** 











Creative settings:

High aspect ratio device

#### **ADDITIONAL ASSETS TAB**

#### 1 OVERLAY LOGO OPTIONAL

Logo will always be fixed to the top layer and will not move with the rest of the creative

#### 2 OVERLAY CTA OPTIONAL

CTA assets behave exactly like overlay logo

#### **3** PREVIEW

Test how the ad looks and behaves



**UPLOAD ASSETS** 







#### NEXD Campaign Man

#### Quick preview

#### PREVIEW

#### 1 TEST SWIPE

Use your mouse to interact with the creative





#### **3** COPY PREVIEW LINK

URL to preview site that you can share with others



#### 4 OPEN IN PREVIEW SITE

New browser window that goes to preview link



#### 5 QR CODE

Scan with your phone to preview the creative on mobile



#### 6 DONE

Closes the preview popup

Mobile ad examples can be displayed on both mobile and desktop displays. Desktop previews are best viewed from the desktop.



#### 3D Cube (horizontal)

3D Cube gives you a smooth 4 sided cube, that could be placed in feed.

#### **UPLOAD ASSETS**



#### Download QR Code









## Additional Options



### 18 Options Tab **1** Gesture hint 2 Sensitivity 19 Tracking Tab 1 Global URL 2 Global pixel URL 3 Asset-specific links

4 Action on click/tap



**ADDITIONAL OPTIONS** 





Last save: 14:34 19:09:2019

Save

Preview







**ADDITIONAL OPTIONS** 







## **Publish Creative**

#### 21 Verify

- Platform
   Global URL
   Global pixel URL
   Global pixel URL
   Tick boxes
   Publish
- 23 Generate Tags



#### Example Campaign

			itte Pu	ıblish	
	Placement size	(px):	300		
	Platform:		AppNex	us	
	Content:	3D Cube (I	norizontal)		
VERIFY		3D Cube giv placed in fee	es you a smoo ed.	th 4 sided cube,	th
Before you publish creatives, make sur have selected your platform, and adde trackers.	the re you desired d all the	Specs a	ind examples	<u>↓</u> Downlo	000
1 PLATFORM	ting	S:	High aspec	t ratio device	
2 GLOBAL URL "Global URL" is u Landing Page url end-customer is s when they click"	sually the where the sent to,	ur = publis	sher.com	C	
<b>3</b> GLOBAL PIXEL U "Pixel URL" is bes Impression Track Ad Verification Tr that is initiated of request.	JRL st known as er URL or acker URL n won bid	JOOP!	OP		

FALL WINTER 2019/2020

21

#### **PUBLISH CREATIVE**















Learn more about tracking: SUPPORT.NEXD.COM/EN/?Q=TRACKING

				Download Tag
	Infeed	300 x 300	3D Cube (horizontal)	
TAGS	Туре	Size	Layout	
DAD tags have nerated, download ev'll also be			C	ancel Done!
o you				







25	Campaign Overview
	1 Quick overview
	2 Hover on stats
	<b>3</b> Detailed overview
26	<b>Creatives overview</b>
	1 Quick overview
27	Details
	1 Overview
	2 Analytics
28	Report
	<b>1</b> Select a creative
	2 Date range
	3 Totals
	4 Graphs
	5 Hover on graphs
	6 Export campaign
29	Sections
	1 Summary
	2 Performance data
	3 Engagement rate
	4 Interaction timeline
	5 Events list

#### **Campaign management**

My Campaigns -	÷		
Draft Waiting	for traffic	Live	Finished
Example Campa	gn		
Last edit: 18.10.2019	1 Mobile	0 Desktop	0 Video creatives
Example Campa	ign		
Lost adit: 26.02.2010	2 Mobile	0 Desktop	O Video creatives

#### ANALYTICS



#### **CAMPAIGN OVERVIEW**

#### 1 QUICK OVERVIEW

Quick overview of the status and performance of your whole campaign. Totals and averages from all creatives in the campaign

#### 2 HOVER ON STATS

Hovering over stats displays totals and averages for each creative category

#### **3** DETAILED OVERVIEW

Expands to show a more detailed overview of the status and performance of your creatives







#### **CREATIVES OVERVIEW**





## Campaign management

Draft Waiting for traffic Live Example Campaign Last edit: 18.10.2019 1 Mobile 0 Desktop Demo Campaign	• Finished • Video creatives	Sort by:	Latest C	data to show yet.	Waiting for traffic
Example Campaign Last edit: 18.10.2019 1 Mobile 0 Desktop	0 Video creatives		No analytics	data to show yet.	Waiting for traffic
Example Campaign Last edit: 18.10.2019 1 Mobile 0 Desktop Demo Campaign	0 Video creatives		No analytics	data to show yet.	Finished
Demo Campaign					Finished
Demo Campaign					
Keywords:	- 120.000	0 0	ollaborate with:		
Enter keywords	Mobile Impress	sions			DETAILS
Summer Nexd Demo Example	1,250,000     Desktop Impres	ssions	KÕ ET DU DU		1 OVERVIEW Overview of the status and
	2,125,2334	4			performance of your creativ
	Video ad Impre	ssions			2 ANALYTICS
Creatives Total 31	0.22k	31.73%	0.87%		View a campaign's analytics and reports
2 Tota	al Impressions	Total Engager	nent Total CTR		
0 Live tags 1 Inactive tags 0 Drafts			3	C View Analytics Man	age creatives >

### ANALYTICS







700000

560000

420000

280000

140000

21.00.03.01

CTR

60%

48%

36%

#### **ANALYTICS**











Category	ż	Action	Count	<ul> <li>Unique count</li> </ul>	ŝ
	Seen	Side_3	249,3	339 244,3	375
	Seen	Side_0	35,7	133 34,4	436
	Seen	Side_2	12,6	664 12,3	380
	Seen	Side_5	4,9	951 4,8	845
	Seen	Side_1	4,6	527 4,5	535
	Seen	Side_7		17	17
	Seen	Side_6	2,7	179 2,1	147

#### ANALYTICS

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## SECTIONS 1 SUMMARY

- 2 PERFORMANCE DATA
- **3** ENGAGEMENT RATE
- **4** INTERACTION TIMELINE
- **5** EVENTS LIST

#### Learn more about Analytics:

SUPPORT.NEXD.COM/EN/?Q=ANATLYTICS

#### More information on engagement calculations:

SUPPORT.NEXD.COM/EN/?Q=ENGAGEMENT





If you need any help, feel free to reach out by using the Chat icon in the bottom right-hand corner of the website, or send an email to support@nexd.com

Here's an overview of our customer service process: SUPPORT.NEXD.COM/USING-NEXD-CAMPAIGN-MANAGER/ACCOUNT-BASICS/CONTACTING-NEXD-FOR-SUPPORT

#### Visit our support site: SUPPORT.NEXD.COM

Learn more about Analytics: SUPPORT.NEXD.COM/EN/?Q=ANATLYTICS

More information on engagement calculations: SUPPORT.NEXD.COM/EN/?Q=ENGAGEMENT

Learn more about setting up Nexd tags from the Tag Manual: WWW.NEXD.COM/DOWNLOADS

Learn more about tracking: SUPPORT.NEXD.COM/EN/?Q=TRACKING