

Creating Campaigns

How to set up campaigns to run inside Sebenza, and other tips and tricks

- [How to: set up an on-feed campaign](#)
- [How to: set up a pixel / tag campaign](#)

How to: set up an on-feed campaign

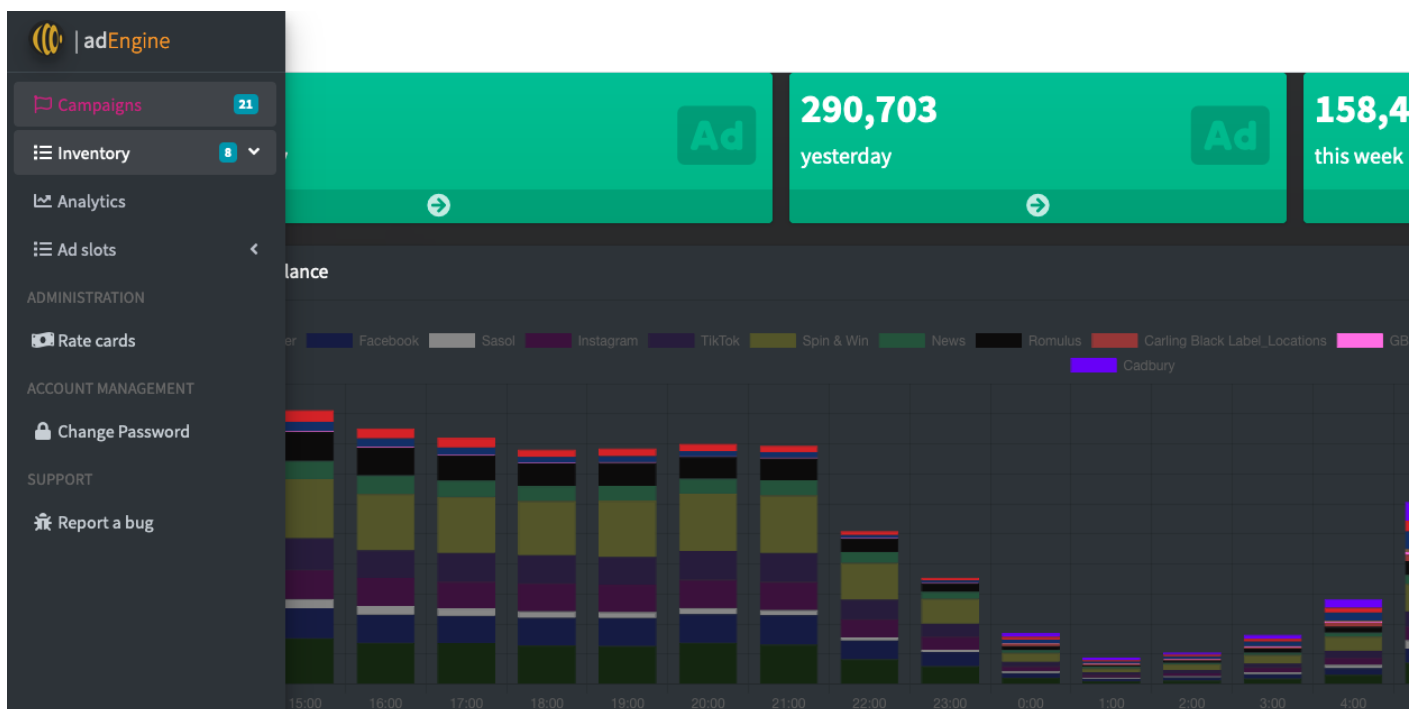
Setting up a new ad media campaign in AdEngine is easy and intuitive. This article will go through the steps in setting up a simple banner ad that displays inside Sebenza's Content Platform's primary infinite-scroll feed interface.

Up-front requirements

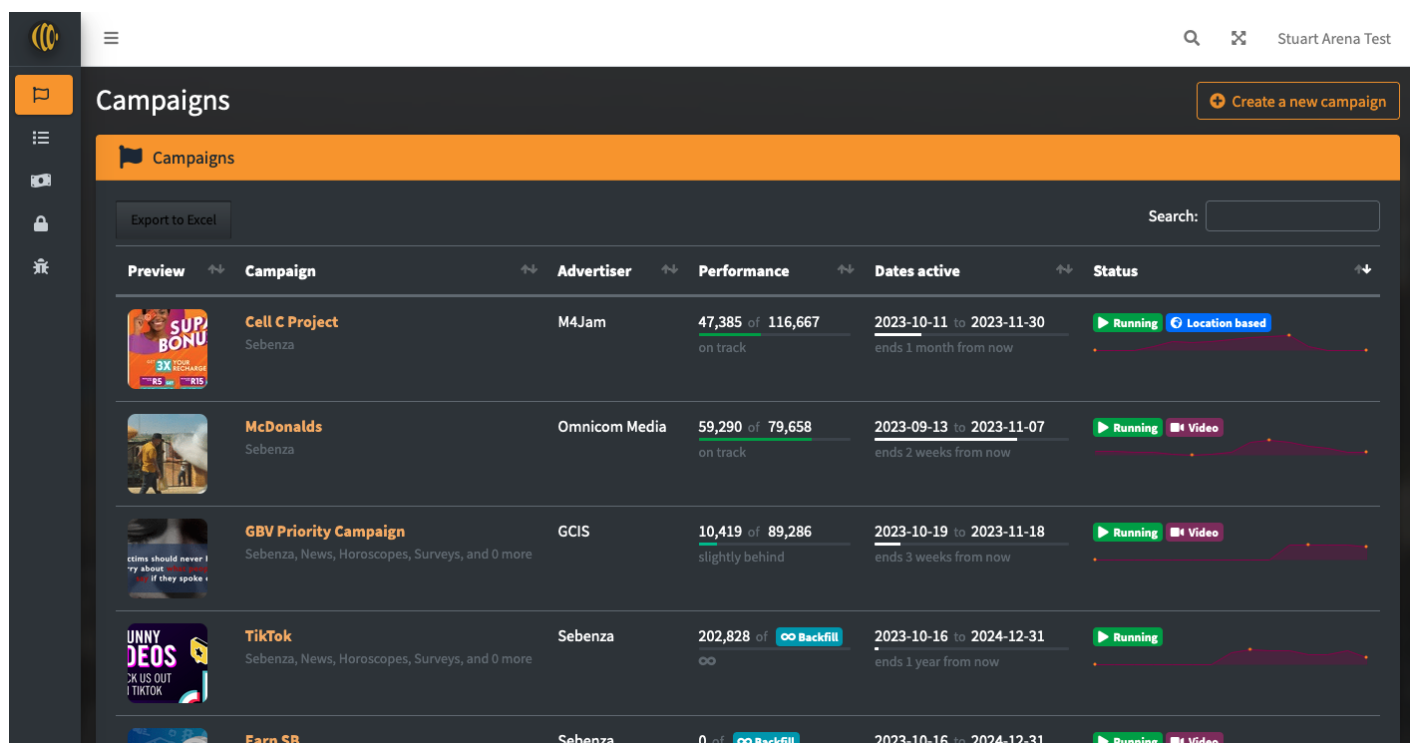
Before beginning, make sure you have the following:

1. Artwork and creatives in a non-vector format (PNG, GIF, JPEG for images, and for videos, AVI, M4V or MP4)
2. Knowledge of the campaign parameters, such as campaign start and end dates
3. Impression limits for the creatives

Step 1: Creating the campaign



To begin, slide out the left-side menu, and select **Campaigns**.



At the top right of the form, press **Create a new campaign**.

Stuart Arena Test

Create a new Campaign

Details

Campaign name

Descriptive name of the campaign

Billing / PO reference

Billing reference

Revenue type

Billable

Budget amount

Value in Rands

Advertiser

Arena Holdings

Start date

End date

Reporting colour

Agent

-- Select an agent --

Product or service name

e.g. Amazon Prime

Optimise for CTR

OFF

Zero-rated data

OFF

Restrict to 18+

OFF

Submit

Cancel

The **Create a new campaign** view is ready for you to start providing initial information about the campaign. Details of each form input are:

Field	Description
-------	-------------

Campaign name (required)	<p>The name of the campaign. This should be descriptive enough that (a) it is easy to identify in the Campaign List View, and (b) should incorporate the campaign name as understood by you or your client.</p> <p>Good examples: Shoprite 2023 Xmas Celebration Vodacom Light Up the Summer Activation</p> <p>Bad examples: Simba Campaign CELLC_INT_BL02384</p>
Advertiser	<p>The name of the advertiser (client). Setting this correctly allows for better reporting, and easier searching in the Campaign List View.</p> <p>If the advertiser is not in the dropdown, a user with sufficient privileges can create the record. If you are unsure of the Advertiser, select "Arena Holdings" ... you can always update the record later.</p>
Agent	<p>If applicable, select the sales agent responsible for the campaign. Setting this correctly can improve reporting and searching, and if the agent has login details to AdEngine, they can view their campaign's progress.</p>
Billing / PO Reference (required)	<p>Assuming each campaign has an internal unique identifier for the job (PO, Invoice Number, Job Number), this value must be placed here.</p>
Revenue type	<p>Select what kind of revenue model this campaign operates under. For almost all cases, you'll select Billable, which is the default.</p>
Budget amount	<p>Optionally provide a Rand value for the campaign. This can be used in budget reporting and analytics once the campaign launches.</p>
Start date (required)	<p>Date when the campaign begins.</p>
End date (required)	<p>When the campaign ends. Whatever day that might be, the campaign will end at the <i>end</i> of that day. i.e. if 1st August is selected, then the campaign will end at 23:59:59 of the 1st August.</p>
Reporting colour	<p>In representation in reporting graphs - and to make campaigns visually distinctive of each other - you can define the campaign's colour. If left blank, AdEngine will choose one for you, based on the creatives that you upload.</p>
Product or service name	<p>A very short descriptor of the product or service being advertised. Typically, this is either the name of the brand, or the name of the product. This shows up in-feed under the ad creative when displayed.</p>

Optimise for CTR	If enabled, AdEngine will pay attention to your creatives to see how they are performing by using clickthrough rate as a measure of success. If you have underperforming creatives, AdEngine will - over time - start deprioritising them
Zero-rated data	<p>If enabled, this notifies Sebenza technical administrators that the clickthrough URLs for the campaign must be zero-rated within the Sebenza ecosystem.</p> <p>Note that it can take up to a working week to zero-rate a full site, so please plan accordingly in your campaign setup and go-live.</p>
Restrict to 18+	If checked, this campaign will not be visible to minors and children.

When you save your campaign, it will be in **Draft** mode, and will not be published to Sebenza's Content Portal until it is set to "**Approved**". Details on how the campaign moves from one state to the other is covered later on in this document.

Step 2: Adding creatives

Once your campaign has been saved, it's time to add creatives. For this, you can head over to the **Creatives** tab:

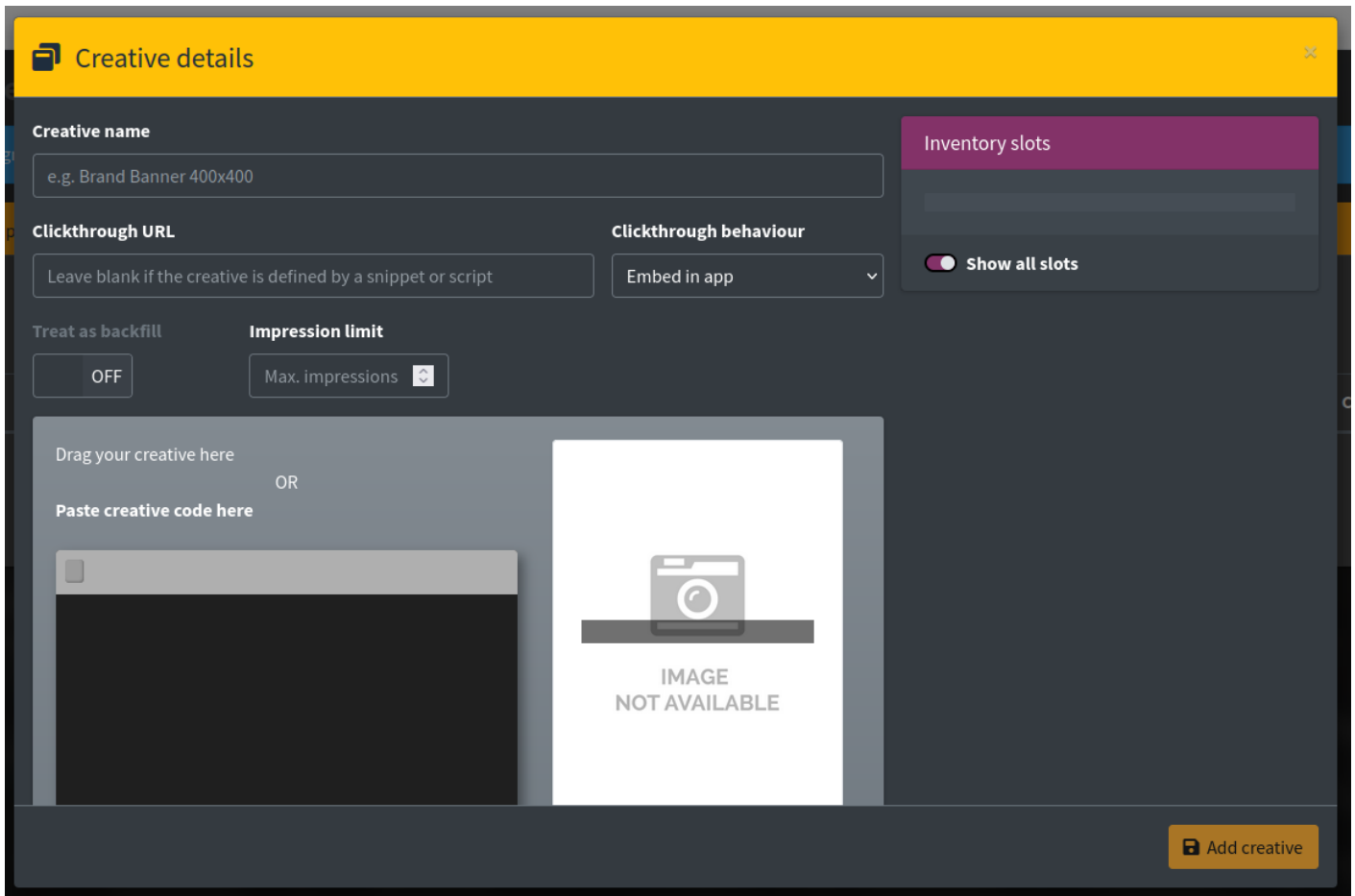
The screenshot shows the 'Sebenza Training Campaign' interface. At the top, there's a blue warning banner: 'Warning! This campaign is in draft mode. You can submit your campaign for approval by changing the workflow state to "pending".' Below this is a navigation bar with tabs: Draft, Reporting, Campaign, Rates, Publishers, **Creatives** (selected), and Locations. On the right of the navigation bar is an 'Add creative' button. Below the navigation bar, there's an 'Export to Excel' button. The main area contains a table with columns: Creative, Title, Duration, Placements, Dimensions, Impressions, Clicks, Created, and Status. The table is currently empty, displaying 'No creatives found'. At the bottom right, there are 'Previous' and 'Next' buttons.

From here, you can start uploading your creatives.

Things to note:

1. The creatives must be present on a local drive, and not on a shared remote folder like Google Drive or OneDrop.
2. There is a 100MB limit to any single file upload

To add your first creative, click **Add Creative** on the top right of the screen. You'll see this popup:



The image shows a 'Creative details' popup window with a yellow header and a dark grey body. It contains several input fields and a large image placeholder. The fields include 'Creative name' (with a placeholder 'e.g. Brand Banner 400x400'), 'Clickthrough URL' (with a placeholder 'Leave blank if the creative is defined by a snippet or script'), 'Clickthrough behaviour' (a dropdown menu set to 'Embed in app'), 'Treat as backfill' (a toggle switch set to 'OFF'), and 'Impression limit' (a text field with 'Max. impressions' and a dropdown arrow). On the right, there is an 'Inventory slots' section with a 'Show all slots' toggle. The main area features a large placeholder for the creative image, with text 'Drag your creative here OR Paste creative code here' and a smaller image icon with the text 'IMAGE NOT AVAILABLE'. An 'Add creative' button is in the bottom right corner.

Field	Description
Creative name (required)	A name to distinctly identify the creative itself. You may elect this to be the filename, or some kind of internal designator.
Clickthrough URL	Where the user will clickthrough to if the ad is clicked. If a value is specified, the form will check to see if the URL is indeed valid.
Clickthrough behaviour	Leave as "Embed in App"
Treat as backfill	Unlikely to be used for paid campaigns, which generally work on impression limits.
Impression limit	Define the impression target for this creative.

Once you've filled in the details of the creative, you can drag and drop the media content in the light grey area. It can take a few seconds to a few minutes for dragged content to be properly loaded.

Once the content is loaded:

The screenshot shows the 'Creative details' interface. At the top, there's a yellow header with a folder icon and the title 'Creative details'. Below the header, there are two tabs: 'Leave blank if the creative is defined by a snippet or script' and 'Embed in app'. Under the 'Embed in app' tab, there are two sections: 'Treat as backfill' with an 'OFF' button, and 'Impression limit' with a 'Max. impressions' input field. The main area is divided into two columns. The left column has a 'Drag your creative here' area with an 'OR' separator and a 'Paste creative code here' area containing an HTML snippet. The right column shows a preview of a 'medium-banner' ad with a woman's image and the text 'Competitions South Africa 600x500'. Below the preview is a 'Creative type' dropdown menu set to 'Medium Banner'. At the bottom, there are three input fields for 'Width' (600), 'Height' (500), and 'Duration (s)' (for videos). On the far right, there is a list of ad slots with toggle switches: Fullpage, Fullvideo, Location-based popup, Captive portal (top), Captive portal (bottom), Wifi takeover (top), Wifi takeover (bottom), Appslider (top), Feed Sticky (top), landing-modal, and Internal Testing. A 'Show all slots' toggle is at the bottom of this list. An 'Add creative' button is in the bottom right corner.

```
<a href="http://madison.test/v1/c/%IMPRESSSION_UUID%" class="contentslot-link">
  
</a>
```

AdEngine automatically resizes and compresses images and videos into the best possible file configuration that suits Sebenza's Content Platform, and in consideration to the type of mobile devices our commuters use.

- The media will show in the preview pane
- AdEngine will have determined what creative type it is in the dropdown below the preview. This can be overridden if necessary.
- An HTML code block is shown, which represents the HTML markup used in the serving of the ad.
- The HTML code block can be overridden, but generally should only be attempted by a capable developer resource, and only if such changes are necessary
- Specifications of the media's proportions are shown toward the bottom.

On the right of the popup, a list of all inventory ad slots that support the uploaded media type.

From here you can decide *where* the creative should flight. You can read more about [Sebenza's ad](#)

slots here. For the most part, your ads will flight in **Main feed**, which is the first-most slot option in the checklist provided.

Once done, click the **Add Creative** button, and it will show in the table:

Campaign: Sebenza Training Campaign

Warning! This campaign is in draft mode. You can submit your campaign for approval by changing the workflow state to "pending".

Draft

Reporting

Campaign

Rates

Publishers

Creatives

Locations

Export to Excel

Add creative

Creative	Title	Duration	Placements	Dimensions	Impressions	Clicks	Created	Status
	<div>Sebenza Training Campaign</div> <div>fb670994-1642-4913-a77a-56baecf3c2a0</div>	<div>2023-10-03</div> <div>2023-12-27</div> <div>22 of 85 days</div>	<div>Sebenza: Main feed</div> <div>Sebenza: Location-based popup</div>	<div>600 x 500</div> <div>Medium Banner</div>	<div>0 of 342,322</div> <div>very behind</div>	<div>0</div> <div>0% CTR</div>	<div>2023-10-25</div> <div>1 second ago</div>	Active

Previous

1

Next

How to: set up a pixel / tag campaign

Pixel or tag campaigns are defined as campaigns where the client has provided you with a snippet of Javascript code, or a tracking pixel, to include in your campaign.

This article assumes you already know how to set up a basic campaign, and therefore only focuses on the details of tag or snippet insertion.

Some pixels or tags may prevent AdEngine from tracking impressions and clicks. As part of the moderation process, Sebenza developers will attempt to adjust these kind of campaigns to still facilitate local analytics