

# The Campaigns

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# Introduction

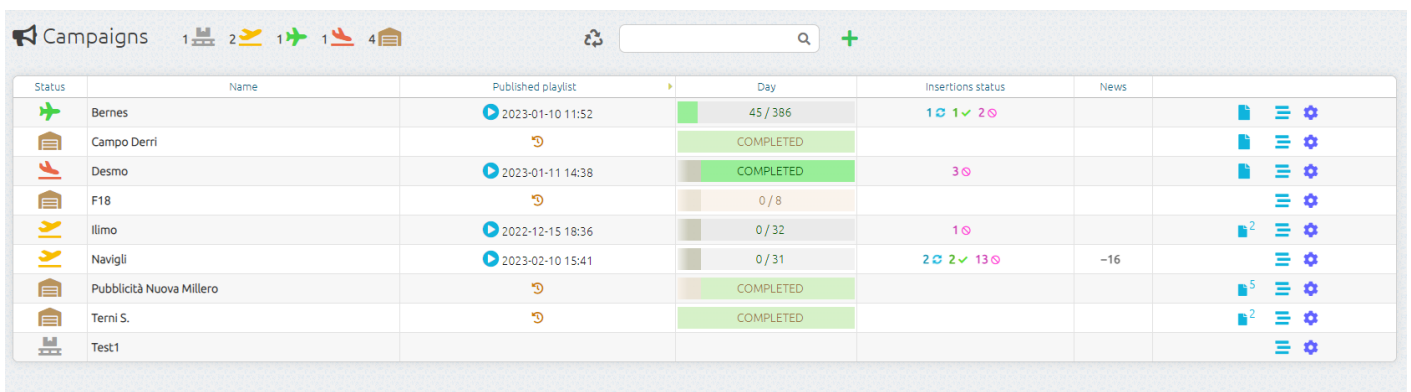
Campaigns make it possible to centrally manage portions of the schedule that are shared across multiple stations. When a campaign is published, it is distributed to all the involved stations by inserting its contents into their respective playlists.

Within each station, one or more advertising spaces can be created for campaigns. Each campaign can then individually decide how and in which advertising spaces its contents should be published.

Insertion spaces to be targeted can be identified either through direct selection or through filtering (by name, tag, kpixel, aspect ratio).

Situations where insertion spaces have different sizes and proportions can be easily managed by applying differentiated filtering within the playlist.

A campaign always includes a start date and an end date, although these dates can be changed with each new publication.



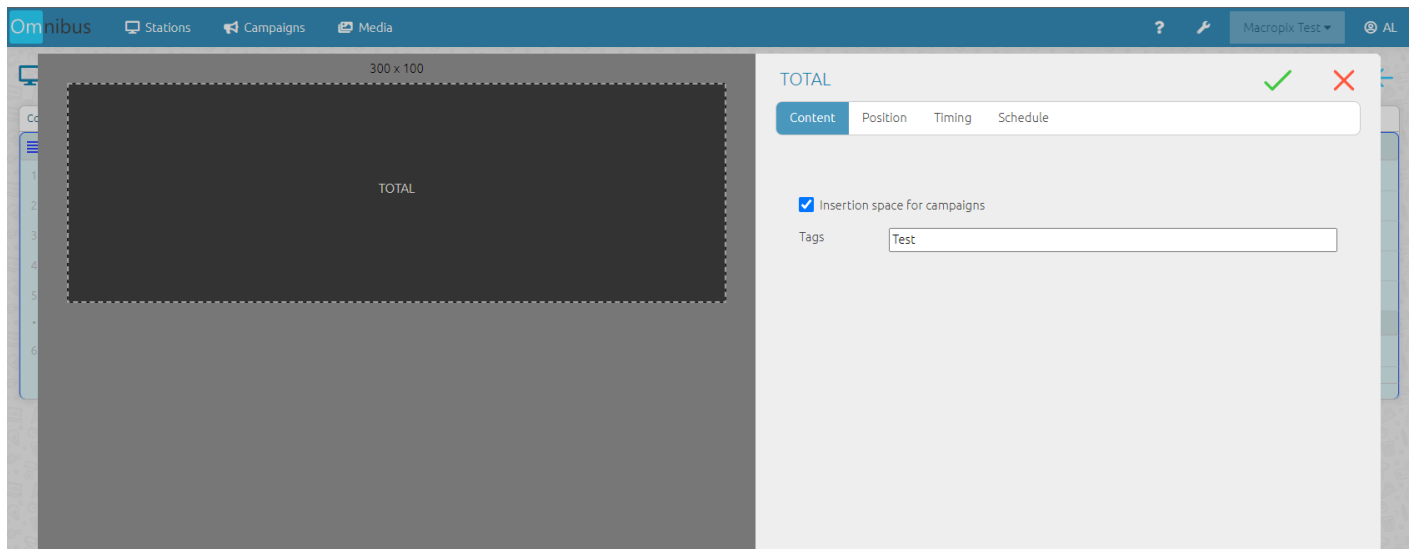
The screenshot shows a web interface for managing campaigns. At the top, there is a navigation bar with the title 'Campaigns' and several icons representing different actions or filters. Below the navigation bar is a table with the following columns: Status, Name, Published playlist, Day, Insertions status, News, and a set of action icons (document, list, settings). The table contains eight rows of campaign data.

Status	Name	Published playlist	Day	Insertions status	News	
	Bernes	2023-01-10 11:52	45 / 386	1  1  2		
	Campo Derri		COMPLETED			
	Desmo	2023-01-11 14:38	COMPLETED	3		
	F18		0 / 8			
	Illimo	2022-12-15 18:36	0 / 32	1		<sup>2</sup>
	Navigli	2023-02-10 15:41	0 / 31	2  2  13	-16	
	Pubblicità Nuova Millero		COMPLETED			<sup>5</sup>
	Terni S.		COMPLETED			<sup>2</sup>
	Test1					

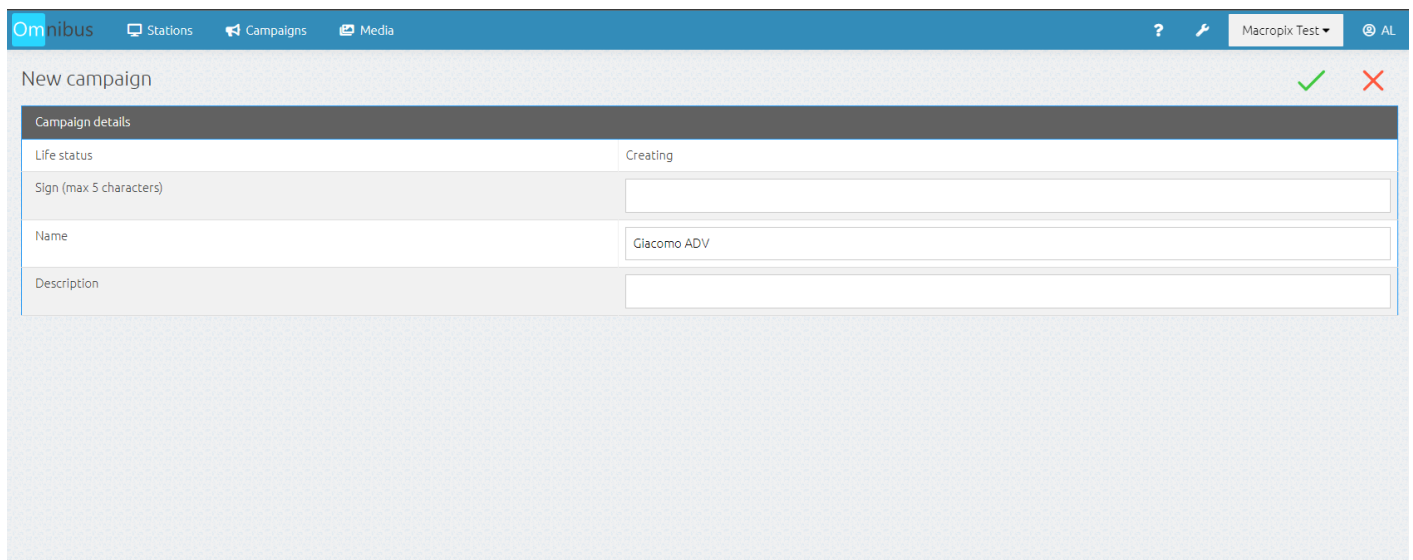
# Campaign Creation

As before, the insertion spaces must be created on each station by enabling the corresponding flag, as shown in the image.

This operation can be performed on both **“Total”** and **“List”** elements within the playlist.



Then enter the **Campaigns** menu, click the **“+”** button, and assign a name and initials.



At this point, the campaign has been created and is now ready to be populated with content and published.

Campaigns

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Status	Name	Published playlist	Day	Insertions status	News	
	Giacomo ADV					

# Publication

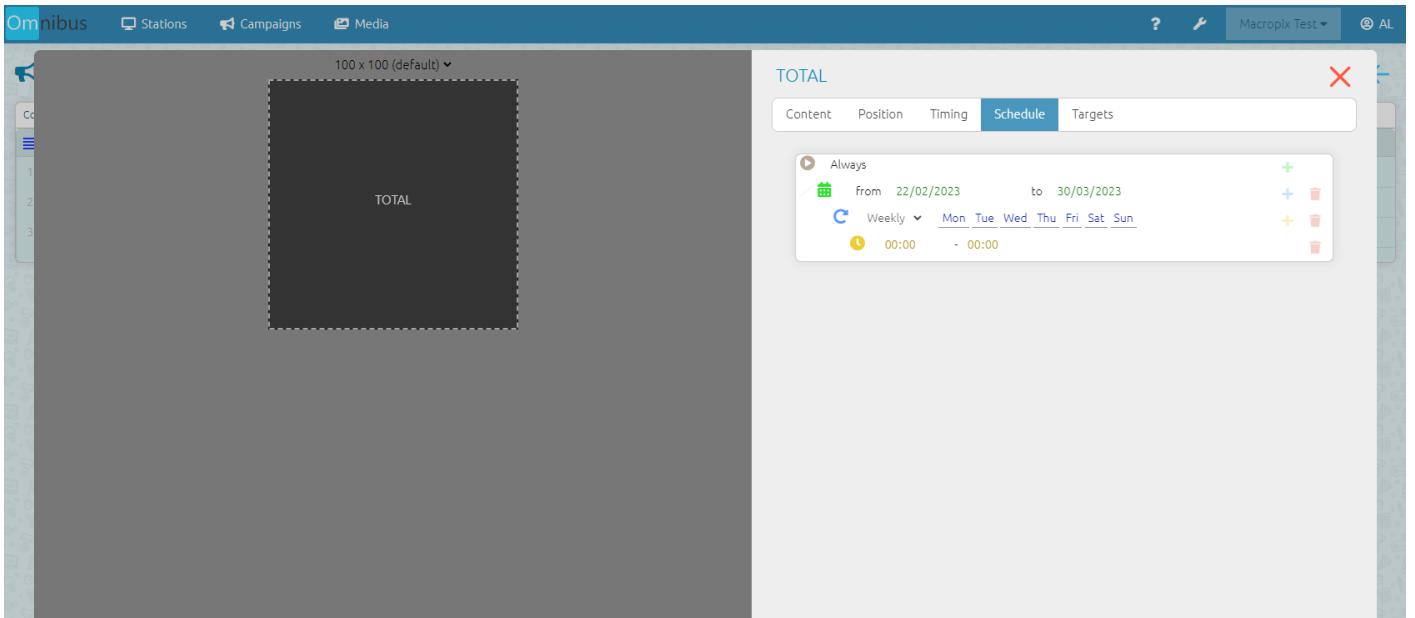
At this point, you need to insert the contents into the campaign playlist.

Content	Position	Timing	Duration	Occupancy	Imps/h	Power	Schedule	Targets	Insertions status
TOTAL	F:Cover	D:5	34,9	100.00%	103,2	6%	2023.02.22-2023.03.30	1	1
1 Macropix_1920x1080.mp4			34,9	100.00%	103,2	6%			1

In the **Target** menu, it is possible to select and filter the advertising spaces that will be targeted by the campaign.

Status	Media	Insertion space	Tag	Resolution	Kpixel	Aspect
<input checked="" type="checkbox"/>		Led Atrio Test	Atrio	300x100	30	3
<input checked="" type="checkbox"/>		Master Test	Master	600x300	180	2
<input type="checkbox"/>		Quadro led	Quadro	1152x648	746	1.78
<input checked="" type="checkbox"/>		Test Ufficio Ale	Test	300x100	30	3

In the **Schedule** menu of the **Total** section, you can set the start and end dates of the campaign.



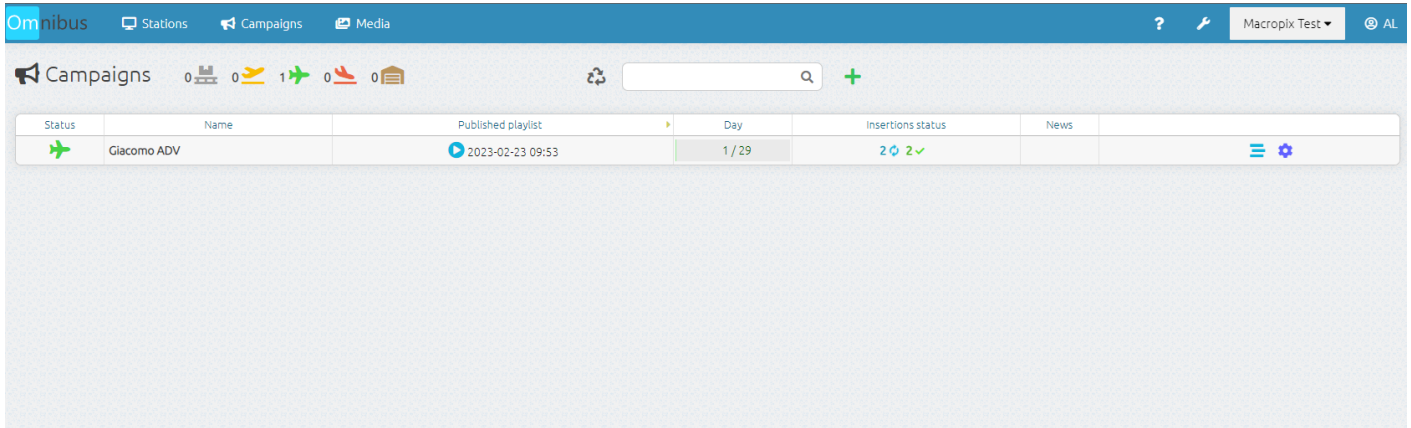
Now all that remains is to publish the campaign by clicking on the



icon.

# Campaign verification

Once the campaign has been published, you can return to the **Campaigns** menu to check the publication progress in the **Insertions Status** column.



By going to the **Stations** menu, you can verify that the campaign has been correctly distributed, indicated by the pink megaphone icon displayed next to the playlist.

					Quadro led		1152x648	-	2023-02-23 09:53		GA	Manual 50%					
					Test Ufficio Ale		600x300	-	2023-02-23 10:22		GA	Sun 100%					

By entering the playlist currently running, you can verify that the campaign has been correctly inserted by the system.

Content	Position	Timing	Duration	Occupancy	Imps/h	Power	Perf	Schedule
TOTAL	Test	F:Cover	D:5	67.5	100.00%	53.3	36%	61%
1 229075.jpg			5.0	7.41%	53.3	32%	19%	
2 229074.jpg			5.0	7.41%	53.3	17%	21%	
3 229073.jpg			5.0	7.41%	53.3	25%	19%	
4 229072.jpg			5.0	7.41%	53.3	13%	23%	
5 abbonam 2022 2023.mp4			32.5	48.13%	53.3	46%	61%	
- Giacomo ADV	F:Cover	D:5	15.0	22.23%	53.3	33%	19%	2023.02.22-2023.03.30
6 229068.jpg			5.0	7.41%	53.3	40%	19%	
7 229067.jpg			5.0	7.41%	53.3	34%	19%	
8 229066.jpg			5.0	7.41%	53.3	25%	19%	