

e-planning ad server
version 4.1.2

Manual

e-planning

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Introduction

Thanks for choosing our products and services. e-planning offers you leading online marketing tools to meet your specific business needs.

e-planning ad server provides powerful solutions that will help you manage online campaigns more efficiently.

Our service offers a wide variety of targeting and scheduling options, which would be impossible to implement without an ad server. These options include geotargeting, day of hour or day of week scheduling, CPM, CPC and CPA campaigns, among others. With our reporting system you can efficiently analyze campaign results in real time.

As we work under a software-as-service (ASP) model, you do not need to install any software in your servers or client PCs in order to use e-planning ad server. Moreover, our online support and Users' Guide will assist you throughout the whole process of implementing e-planning ad server for your online campaigns.

For further information about the Users' Guide or how to use any of our products and services, contact our Customer Service Center. Please refer to <http://www.e-planning.net/support/> for contact information.

Basic Concepts

Before you start, we recommend learning the following basic concepts:

Ad server: online ad management system.

Advertiser: the company paying for an online ad campaign.

Banner: a graphic image displayed on an HTML page used as an ad. It is normally a graphic ad with a link to another web page with more information. Banners can adopt several graphic or video formats.

Campaign: group of ads associated to a certain topic or campaign. Campaigns are related to only one advertiser and one or more sites, where communication will occur. Campaigns may adopt flexible targeting criteria.

HTML: language used to design web pages.

URL (or electronic address): unique identifying address where pages or other resources are located on the web.

Visitor: person or browser, which accesses a website through the ad.

Website: a set of web pages grouped under a domain (i.e: www.example.com), where an ad campaign will be shown. In this case, it is the communication vehicle.

Ads are graphic files with some characteristics:

- **Graphic format**: based on their design, ads may be animated (Flash) or have a graphic format (.jpg, .gif, .png) as indicated by the extension of their file name.
- **Size (dimensions)**: for graphic formats taking up a space –measured in pixels- on the screen.

When placing ads in a website, you expect its visitors to see them. It will be critical for you to know in which aspects your campaign is successful, who accesses your campaign, when, etc. It will be equally important then that you analyze the following ad measurement concepts:

- **Page views**: times a web page was viewed by a visitor.
- **Impression or ad view**: times an ad was viewed by a visitor. For instance: if a web page has three ads, the stats show one page view and three impressions in total, one for each.
- **Click-throughs or clicks**: times a person not only saw the ad but also clicked on it and accessed the advertiser's site.
- **Click through rate (CTR)**: relationship between ad clicks and ad impressions. The higher the CTR, the better the campaign. Without any specific targeting criteria, it is estimated that less than 1% of the people who see an ad click on it.
- **Session**: a visit by the same person accessing several web pages during a certain time period (e.g. one hour).
- **Visitor**: the same person identified during a session.

- **Unique viewers:** a unique person who accesses a website several times within a specific time period. Thanks to a tracking system, it is possible to determine it is the same individual and, consequently, it is counted only once.
-
- **Hit:** a file request to the web server. A web page can generate as many hits as the number of graphics or other elements it has. The actual media of a web page is approximately between 16 and 20 hits per page. It is a poor guide for traffic measurement.

How does the service work

When you run campaigns in web sites, you can send publishers the creatives and click URLs for each ad and let them run the campaign with their own ad servers. However, if you are running multiple campaigns with many ads at the same time, this process becomes inefficient.

When using an ad server, you do not send the publisher the creatives, but a *tag* generated by your ad server. This tag has all the instructions needed to display the campaign as well as to enforce any optional targeting criteria (geographic, connection speed, etc.) you may like. In this way, you can make sure that the campaign will only be shown to the correct users.

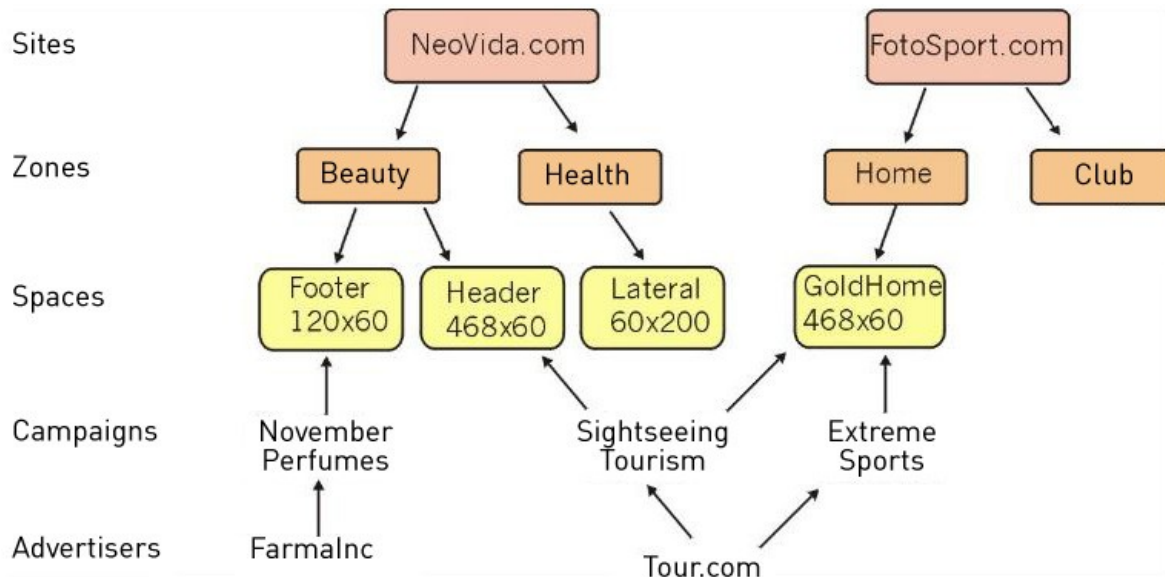
Moreover, your ad server will allow you to access consolidated reports on your campaigns. Instead of having to log in to each of the publishers' reporting systems, you can obtain all your reports in a single interface. What's more, your advertisers can access these reports too if you create user accounts for them.

For more information on ads and campaigns selection mechanisms, refer to the corresponding section in Chapter 4.

System Structure

- You will manage campaigns for one or more advertisers.
- Each campaign will run in one or more web sites.
-
- Within each site, you must define **zones**: an internal organization of the content of the pages of the site. For instance: Home, Products, Contact us, etc. It is simply a logical arrangement to make campaign management easier.

- Within the zones, you must define the **spaces** where to place the ads. Each space has specific properties, which will determine the characteristics of the ads you can place.



- Then, you will select a **campaign**, which will assign one or more ads to the spaces available based on different criteria: time, geographic region, priority, etc. Once the campaign has been selected, you must decide the **ads** to be associated in each case. Finally, the campaign will be activated based on the time you selected.
- At any time, you will be able to apply modifications to the campaign. You can also access website stats to analyze the success of your campaigns.

Chapter 1: Management Interface Access

The ad server tool has an online management interface to create and manage campaigns, sites, and ads. In addition, you can access website stats to analyze the campaign performance results.

In order to start using the tool, point your browser to:

http://www.e-planning.net/ and click on **Login** at the upper right hand corner. Select Argentina or United States, depending on where you bought the service. The majority of our clients use servers in the United States, except those whose audience is mostly from Argentina.

A window will pop up asking you for your username and password. Enter the username and password that were provided to you when you bought the service. Should you not have these, contact our Customer Service Center.

Once this information has been entered and verified, a new screen will welcome you to the management interface. Here you will be able to manage sites, advertisers, spaces, zones, active campaigns, and also access website stats.

How to Operate the Tool

Lists


The names of the columns in each list allow you to order the data accordingly in an ascending or descending way.

Click on the icon by the name of the column to reorder the data. Click only once for ascendant order; the upper arrow will be selected. To change the order to descendant, click on the icon again; the lower arrow will be selected to show you the current direction.

When the results to be displayed in a list exceed the 25 lines, the content will be divided into several different pages. You will find a link to each page right below the list header.











How to View and Edit an Item

All items created by the tool can be viewed by clicking on their name (you will see a link) in each section lists.

Click **View** in the Navigation bar to access the “View” mode of the selected item. This is an “read-only” mode, which will not change any item attribute. To make changes, click **Edit** in the navigation bar or click the  icon in a list.

System Icons Summary

The interface uses several icons through which you can access the most common applications from a list.

Icon	Action	Description
	Edit	Accesses the Edit screen of the selected item
	Delete	Removes the item from the system
	View HTML code	Obtains the HTML code of a space or conversion code
	Cancel	Removes the ad from the campaign
	Archive	Stores away an item that is no longer used, without deleting it
	Activate	Activates an item previously archived
	Preferences	Accesses alerts and personal info configuration
	Graphic	Shows a graphic chart for the data series selected
	Rich Media	Indicates that a campaign has Rich Media ads
	Help	Displays the contextual help for current screen

Help

At any time, you will be able to access the **Help** feature by clicking on the icon “Help” at the upper right hand corner of the navigation bar. The window will display the contextual help: the instructions to follow in that specific screen.

Important!

Some features are opened in a new window. If you are running Windows XP Service Pack 2 or if your browser has pop-ups blockers, please activate the pop-ups for the site.

Chapter 2: Getting Started

Our Customer Service Center will contact you to create your account and assist you with the process of creating advertisers, campaigns and ads.

You may also find the instructions for such actions in this Guide.

Initial Setup

Before using this tool, it is necessary to provide the system with some basic data for the initial setup.

Campaigns are associated to one advertiser and to one or more sites. Before creating any new campaign, enter the information that will be requested later on. First of all, you must add advertisers. Then you will be able to add campaigns; you may also add sites, zones, and spaces, as you need.

How to Add and Edit Advertisers

Click on **Advertisers** in the **Management** section.

The tool will display the advertisers added up to date and the amount of active campaigns associated to them. You can edit any advertiser by clicking on its name.

To add a new advertiser, click on **Add**.

In the form, fill in the name and the advertiser's website URL. This field is compulsory and it will be used as the default value for the click URL of all its ads. If you wish, you may add a comment. To save, click on **OK**.

Creation of agencies

If you need to create an agency, you must click on "Advertisers" and then on "Agencies" / "Add".

This option will enable you to indicate if that advertiser works for an advertising agency, if a discount will be applied, etc. In case of working directly with the advertiser, it is not necessary to create the agency.

How to Add Users

It is possible to add new users so that advertisers or the people responsible for a website may access active campaigns' reports.

- Any advertiser user can view reports on their campaigns. However, they will not be able to add or change any information of the campaigns.
- Any web site user can access reports on all campaigns that run on the site, whoever the advertiser may be.
- Any agency user can access all the information: the sites (with their zones and spaces) and all the campaigns. It is the only user who can add or edit information. The other two user types can only access reports.

If you want other people to access this tool, you must authorize them by filling in the corresponding form.

For more information, refer to "How to Manage Users and Profiles" further ahead in this document.

How to Add Sites

Within this section you can enter all the information about the sites where you will run campaigns.

Each site can have several zones, each with one or more spaces where ads are published. This structure provides top flexibility to manage complex sites easily.

Click on **Sites**. The tool will display the sites created up to date and a summary detailing the amount of zones, spaces, and the number of active campaigns associated to each one.

To add a new site, click on **Add**. In the form, fill in the name, the website's URL (it must begin with http://). If you wish, you may add a comment. To save, click on **OK**.

Channels

You may create sites' categories in order to use them as "Group of sites" when you add the campaign, so sites will be listed when they belong to a determined channel. e.g.: If you create a channel named: Entertainment, you can group sites related to entertainment into this channel in order to make easy the creation of campaigns.

Networks

You may add networks in order to group sites belonging to networks, for creating users with grants to all sites belonging to the group of networks.

How to Add Zones

Once a site has been created, you will be able to organize its different content areas through zones and spaces.

This structure is used in order to make system management easier and group campaigns by zones and spaces. A zone can be defined as a logical arrangement of pages; it may contain multiple spaces.

A space can be defined as the location on a page of a site in which an ad can be placed. Each space on a site is uniquely identified. There can be multiple spaces on a single page.




To add a new zone, click on **Add**. Enter the name and click on **OK**. The tool will display the zones created up to date and a summary detailing the amount of spaces each one has.


Managing Spaces

Once you have defined the site and its zones, you must determine the location on a page where the ads will be placed. This corresponds to the definition of a space. Spaces depend on sites' zones.

The tool will display the spaces created up to date for every site and zone. Spaces with no ads will be highlighted.

Click on each space name to view its specifications (name, size, zone) and a summary detailing the associated and active campaigns.

To edit any space information, click on  icon. To view the associated ads, click on the "Change" icon  ; to eliminate the space, click on the "eraser" icon 

You can also access the space HTML code by clicking on the corresponding  icon

How to Add Spaces

To add a new space, go to **Spaces** and click on **Add**.

You must define which site and zone it is associated to.

Enter a descriptive name to identify what position of the website it is referring to. For instance: “News Page Footer” or “Upper Corner”. Specify the type of space and its size in pixels (only if you select Fixed type).

Important:

When adding a space, you must determine whether it has a specific size or not. I.e.: it is not visible. If the space has a specific size, it may contain GIF, Flash or JPG banner ads.

Moreover, other ads can be displayed OUTSIDE that space. These are called Over-the-page ads and are the so-called pop-ups (ads that appear in a separate window on top of the content already on screen), pop-unders (ads that appear in a separate window beneath an open window) and layers, as Flash layers that move all around the screen.

If the space does not have a specific size (Invisible space), it will be able to display pop-ups, pop-unders, and layers only.

Size Options:

Fixed: spaces that accept banner ads with a specific dimension in pixels only.

Dimension is measured in pixels, height and width. Some standard sizes are: 120X60, 468X60. For more information, go to <http://www.iab.net/standards/adunits.asp>.

Important:

This space does not allow you to place bigger or smaller ads than the size specified above.

Variable: spaces that accept banner ads of any dimension by adapting its size to the ad's. If you select this option, do not enter any values in the dimension field. Caution! This option may affect the way your page is displayed as it can change the content to adjust the ads.

Invisible: spaces used to display layers (e.g. Flash layers that move all around the screen), pop-up, and pop-under (ads that appear in a separate window beneath or on top of an open window). Do not enter any dimension.

Text: spaces that allow you to place text links, such as the ones used in browsers. A text link is simply a phrase with a link. This option does not accept images or HTML code.

Enter the space URL address starting with <http://>

If you want ad clicks on this space to be opened **in a new window**, check the corresponding box. This will be the default value for every ad associated to the space. However, you will be able to change this for every new ad you create. Thus, two or more campaigns in the same space may have completely different behaviors.

To save your changes, click on **OK**.

Space HTML Code

Important:

After creating a space, you can obtain its tag. This is the tag you must send to the web site so that your campaigns are published there.

Caution!

The system will not work without this code.

The tool offers you different types of code based on the type of space selected. The system will restrict the code options to display only the available ones according to your selection.

If your website is dynamic (i.e.: it uses a programming language), contact our Customer Service Center, and we will suggest you different ways of optimizing codes to make their pasting process easier.

e-planning provides several types of code to easily interact with other ad servers that may be functioning in the site. If possible, use the JavaScript code with Javascript cache-busting code.

JavaScript: this is the most flexible type of tag as it can display any ad format: banners, layers, pop ups, pop unders and even text links. The system provides two codes of this type: one with a cache-busting script, and another one without it. In case users do not have the appropriate plug-in installed for Flash banners, the code will advise them to install one.

Image: with this code you will be able to show graphic ads, such as GIF, JPEG, or PNG with an IMG tag. Do not use for Flash banners. The system provides two codes of this type: with or without cache-busting scripts. This code is useful to send ad newsletters.

IFRAME: (Inline Frame): This code allows for publishing of GIF, Flash, JPEG and any other in-page units, as well as pop-up and pop-unders. However, it cannot display layers (floating ads, expandable ads, etc.). Moreover, some browsers may enforce a limitation whereby after clicking on an ad shown inside an inline frame, the destination URL must also be shown inside the frame. Therefore, if you use this type of tag you should set clicks to open in new windows. The system provides two codes of this type: one with JavaScript sentences to avoid Ad Caching, and another one without these scripts.

Flash: used only for Flash banners. Use it if you are sure that only this type of ads will be shown in the space. If you want a tag that shows Flash or GIF ads depending on whether the user has the Flash plug-in installed or not, use Flash sniffer codes.

Flash Sniffer: this code will detect whether a Flash plug-in is installed. If users do not have the plug-in installed, it will show a GIF, JPEG, or PNG ad. Use only if the campaign combines Flash banners as well as GIF, JPEG, or PNG banners.

Short Flash Sniffer: it works exactly like the Flash sniffer, but it is shorter as it is loaded from e-planning servers.

Link to count clicks only: it counts the times an ad was clicked on (not the times it was viewed). It is only used to send ad links via e-mail and redirect users based on the corresponding targeting criteria.

Auxiliary Image: code used for HTML ads including multiple images or for Flash banners with more than one image. Load auxiliary images to your campaigns and then replace their URL for this code in the HTML screen.

In some cases you can additionally choose between a Cache-busting code and a Plain code. The first one will avoid ad caching at the expense of being longer. Should you use the second one, change the \$RANDOM variable in your system to avoid ad caching. For further information, refer to “Ad Caching” further ahead in this document.

By adding this code, your page will send a request to the ad server so as to place the ad into your page.

Select the option according to your needs and then send the tag to the publisher.

Once the code has been selected, by clicking the “**Test it**” button you will be able to see in a screen if it works well or if some errors are reported. Errors will occur if the selected code is not appropriate for your ads: the ad will not show, a transparent ad will be displayed, etc.

You can access this option at any time. If there is a campaign with ads associated to the space, the system will try to show the ad corresponding to the active campaign by using the referenced code exactly as if it were placed in the web site. In case you

do not have any assigned ads or if their targeting criteria prevents them from being displayed, then no image will be shown at all.

If you want to test a certain campaign but it is targeted to a country different than the one where you are, you can select that country from the list. It will work as if you were accessing the space from that country.

Caution!

The “Try Code” options counts ad impressions and ad clicks in the ad server as if the code had been accessed from the website, which means it will affect statistical reports by increasing the real values with the ones corresponding to tests.

Ad Caching

If your website is static, we recommend selecting the option **JavaScript**, which you can use with most ad formats. Choose the cache-busting code.

In case you select Plain codes (no cache busting), replace the ***\$random*** variable with any random number (generated by a small script, for instance) when copying the code into an ad server or a web server in order to avoid **banner caching**.

Caching is the process of storing a web element (page or ad) for later reuse. On the web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet. Likewise, web browsers can copy a web element in the user's hard disk. These two types of caching **show web pages without generating new requests to the site containing the web page. This way, as the ad server never receives the requests for the ads, these are not counted.** Consequently, stats are not exact. This affects the website as the process may be compared to “give the advertiser impressions for free”: users view the ads even when the advertiser does not pay for those views. Some mechanisms are used to avoid this from happening. One of these consists in assigning a random value to the ad's URL via JavaScript code, which results in the ad being requested and counted every time it is viewed.

How to Generate a Random Number to Replace \$random

When you use plain codes (no cache busting) without any mechanisms to avoid Ad Caching you must replace the ***\$random*** variable with any random number


generated by any programming language. See some examples below. Contact the website IT team before making any changes.

In PHP: `<?= mt_rand() ?>`

In ASP: `<%= Rnd() %>`

In EmbPerl: `[+ rand() +]`

Once the space has been created, you must assign an ad to it. To that effect, create a campaign to place in this space.

When you access the **Spaces** list, you will be able to consult the ads associated by clicking on the  icon

Zone codes

e-planning offers another alternative of HTML codes so that the download of the ads in your site is optimized.

To get these codes, go to **Zones** and click on the name of the zone to be modified and, here, you will find the HTML Code that belong to that zone.

There are two codes which will be explained later.

Both codes have:

Code to be pasted inside HEAD tag:

This code must be included inside the `<head>` and `</head>` tags of the zone.

HTML code for the Spaces:

Each space will have its own code and it must be included inside the `<body>` and `</body>` tags in the position where the ads associated to the space will be shown.

The different types of zone codes available are explained below:

Dynamic IFRAME

These codes download ads at the same time as the download of the site, therefore accelerating the download of the site. They adapt to the sites that uses AJAX massively way.

However, the disadvantage is that the templates used to serve the ads must follow certain rules. In e-planning, we have modified all our templates so they can work properly with dynamic IFRAMES. I

If 3P ad servers tags are received, they must adapt them to run under dynamic IFRAMES.

Another disadvantage of these codes is that competitive campaigns don't work. In order to use them, Javascript codes must be used.

The code that must be in the HEAD is the same for all zones.

JavaScript

This code already has the modifications to use competitive campaigns and companion spaces.

Important: If you want to use codes in which you can target by keywords, the codes must be changed in the following way:

The keywords are added with `&kw_<parameter>=<value>`

For example:

```
&kw_field_id=123
```

This must be placed between `site_id` and `eplrnd` inside the code.

Then, inside the function `eplAD`, in URL replace `"?o=j&rnd=' + eplrnd +"` with `"?o=j&rnd=' + eplrnd + keywords +"`.


Other actions with spaces

View Spaces


At any time, you will be able to access a complete list of the system spaces by clicking

Spaces, List

To see the Properties of each space, click on its name.

To see what ads are associated to the space, click on the  icon.

Edit Spaces

At any time, you will be able to modify the properties of a space by clicking  the icon by the space in the **Spaces List** or you can select the Edit option in the menu when you are viewing a space.

Delete, Archive, and Activate

To delete a space from the system, click on **Delete** or on the  icon. Once deleted, the space cannot be brought back. If the space has active campaigns, they will be displayed accordingly even if the space was deleted.

The option **Archive** deactivates a space temporarily so that it is not available for new campaigns or campaigns listed in the system. If an active campaign is associated to a space that is archived, the campaign will be displayed anyway. To activate the space, click on the option **Activate** or on the corresponding icon.

Campaign Schedule

By clicking on this option, you will be able to view in a graphic chart campaigns associated to spaces by date. You can filter the campaigns to show by type (Sponsor, CPM, CPC, CPA or All).

The chart will show the information every 7 days. To change month or week, click the corresponding option.

Import Spaces

It is possible to make a massive upload of spaces importing a .CSV file.

In other to do this, it is necessary to download the “Template for massive spaces import”

that is on the e-planning site <http://www.e-planning.net/support/> and then download the form placed inside FIRST STEPS.

In the sheet Spaces you must fill in the rows as indicated in it.

Once the form is filled, you must remove all the rows that don` t have data from the spaces as well as eliminate from the first row up to the tenth inclusively.

Once this has been done, the file must be saved with extension .csv. In order to do this click on File > Save as... and in type of file, select Text CSV (.csv).

A pop up will appear where you will be asked for both, the row delimiter: choose Tab and the text delimiter: no delimiter must be chosen.

If this pop doesn't appear or you can't choose the delimiters, save it and open it with a text processor such as Note Pad and change the text deleting the inverted commas or putting tabs, etc, so that each line has a format like the following:

Site Zone Space INVISIBLE

Once all the modifications are made, you must enter the interface. In the Spaces label, you will find the Import link. Search for the .csv file that was generated and then select if the spaces should open the **click on new window**.

If you have any trouble or have any doubt, don't hesitate to communicate with the technical support area.

Export Tags

When spaces are created it is possible to export them all together or only the ones needed. You can select from which site and zone you want to export the spaces and the tag type: Javascript or Image.

The system will download a .zip file in your computer.

This option is on the Spaces label, inside Export Tags.

Space Groups

You can create space groups for adding campaigns in a faster way. This option enables you to select a Group instead of selecting all the spaces that will be included in the Group.

In order to create a Group, you must click on "Spaces" and then click on "Groups" / "Add".

A name must be entered, then, select the spaces that will be included and click on add to move the spaces to the box on the right.

Chapter 3: How to Manage Campaigns

A campaign is a promotion plan of one or more ads in one or more sites.

Before creating a campaign, you must first create the advertiser, the web site where it will be shown, its zones and spaces

When creating a campaign, you should already have the ads you wish to assign (graphic files saved in your computer, URLs or tags).

To start, click on **Campaigns**.

View or Edit an Existing Campaign

The screen will show a list of all the campaigns registered in the system.

To make visualization easier, you can restrict the information displayed by selecting the corresponding option in the menu. You can filter campaigns by *Status* (Active, Initial, Scheduled, Suspended, Rejected, etc), *Advertiser* and *Period* (month and year). You will be able to search for a particular campaign by entering a few characters and clicking on **Search**.

The list will show all the campaigns or those meeting the selection criteria.

Icons: the system will show a series of icons with which you can perform different actions with campaign. Icons will display based on the access grants your user has and the available options for each campaign.

 : Edit
 : Delete

The names of the columns in each list allow you to order the data accordingly in an ascending or descending way.

Click on the icon by the name of the column to reorder the data. Click only once for ascendant order; the upper arrow will be selected. To change the order to descendant, click on the icon again; the lower arrow will be selected to show you the current direction.

The list has the following information:

- Name: name of the campaign. By clicking on it, you will be able to see the detailed information (View) of the selected campaign.
- Advertiser: name of the campaign's advertiser.
- Type: sponsor, CPC (cost per click), CPA (cost per acquisition) or CPM (cost per mille).

- Status:
 - Initial: while it is being created, the campaign is in an “initial” status.
 - Scheduled: if the user who created the campaign has no permission to approve campaign, campaigns will remain in this state until someone approves them.
 -
 - Scheduled/Approved: the campaign has been created and approved, but it is not running yet. If running date is not set, it will start running 5 minutes after it was created.
 - Active/running: the campaign is active and running.
 - Active/not running: campaign has started but is not currently running as it is off schedule.
 - Suspended: the campaign was suspended manually and it is not running. It can be reactivated.
 - Rejected: the user who must approve the campaign, has rejected it. Consequently, it will not run.
 - Cancelled: the campaign was deleted. It cannot be reactivated.
 - Finished: the campaign stopped running because its running time ended, it met the amount set, or because it was forced to that status. It can be reactivated within 30 days.
- Amounts
 - Total: the campaign’s scheduled amount of impressions, clicks, or conversions.
 - Delivered: amount of impressions, clicks, or conversions the campaign has run so far.
 - Remaining: difference between the total and delivered amounts.
 - Click-throughs: amount of clicks the campaign had.
 - Yield: click-through rate. It is the relationship between clicks and impressions.
 - Ads: amount of ads associated to the campaign. To activate a campaign, it must have at least one ad associated.
 - Start Time: date the campaign starts.
 - End Time: date the campaign ends.

By clicking on the campaign’s name, you access the **View** mode, where you will be able to find a detailed report of the selected campaign.

View Campaign

The screen will show you a summary of the campaign's current data: advertiser, name, status, type, all the targeting criteria, and the optional information data you selected.

Moreover, you will find information on the spaces it is associated to, and a brief report on delivered views, delivered clicks, etc.

The following options will be available based on your user's access grants:

Edit: changes the campaign's information.

Add ads: adds a new ad to the campaign.

Import 3P ad server tag: adds tag served by a different ad server.

List ads: shows a list of the ads associated to the campaign.

Copy: copies the campaign into a new campaign. It copies both the campaign's definition and all the ads associated. Use to save time if you want to load a similar campaign to one already existing.

Edit spaces: changes the behavior of the spaces associated to the campaign: open click on new window and companion spaces group.

Ids: from here you can see (and change if you wish) the Id the system provided to each ad of a campaign. The system keeps two Ids to identify the campaign; these can be used in a website to register users' behavior (for instance, it could evaluate how many users registered After clicking on the ad.

One of the Ids can be modified by the administrator to make a campaign's identification easier (with a more familiar name than the automatic code generated by the system). To analyze your website stats, the link's electronic address will include the Id entered.

Finish, Interrupt, Delete: changes the campaign's status or deletes it from the system.

View stats: shows a summary report of the campaign's main stats.

How to Add a New Campaign

To create a new campaign, go to **Campaigns** and click on **Add**. A campaign creation process consists of four main steps:

Enter the **requested information** and assign it to a site, advertiser, and space. Determine **targeting** criteria (optional): set specifications for the campaign's usage.

Indicate **more options** (optional): set conversion tracking, competitive campaigns, campaign groups, etc.

Add the ads.

When creating a new campaign, you must assign it to a specific website space and advertiser. That is why you need to create spaces and advertisers before creating a campaign.

First Step: Requested Information

Advertisers

Select from the menu what advertiser the campaign is assigned to.

You can add a new advertiser by clicking on **Add New**. Then you will have to click on **Campaigns** and **Add** again.

Name and Type

Indicate a descriptive name to identify the campaign. This name is for internal use purposes only. Write the name in the corresponding box.

Select the type of campaign based on the marketing parameters agreed with the advertiser. The options are: Sponsor, CPM, CPC, and CPA.

Sponsor: an advertiser who uses a space in an exclusive or non exclusive way; the campaign runs based on the dates specified in its configuration, whatever the amount of impressions or clicks may be.

CPM (or cost per mille): campaign runs until a certain amount of ad impressions is reached.

CPC (cost per clicks): campaign runs until a certain amount of clicks is reached.

CPA (cost per acquisition): the campaign is limited by the amount of conversions for a particular code. Once that amount has been reached, the campaign goes into a Finished status. You must select what conversion code to use. For further information, see “Conversion Tracking” in More Options.

Note: selection of campaign type does not affect stats. It determines the campaign’s running time only.

Sponsors “will accompany” zones as long as the campaign is active; it is a way of selling the space if exclusiveness existed.

A CPM campaign describes the cost of 1,000 ad views.

A CPC (cost per click-through) campaign sets the cost of each ad that was actually clicked on.

CPA campaigns allow to market ads based on the amount of conversions.

Enter the maximum amount of impressions (Sponsor or CPM types), clicks (CPC type), or conversions (CPA type).

Priority and Weight

These options allow the system to manage more than one campaign in one space according to their dimensions. Campaigns “compete” with each other, as they are active in the same space.

When two or more active campaigns apply for a certain user, the system will decide which one to show based on the values set in **Priority** and **Weight**.

Select from the menu a value (1 to 10) to assign.

Priority determines the order of a campaign compared to other campaigns in the same space. Low-valued campaigns will be selected.

First of all, the system will analyze the active campaigns. In a group of campaigns with the same priority value, the system will evaluate their weight. High weight campaigns are more likely to be selected. For instance: if there are three campaigns in the same space, one with weight 5, another one with weight 3, and another one with weight 2, the first one will be shown 50% of the time, the second one 30%, and the last one 20%.

For more information on “Ad and Campaigns Selection Mechanisms”, refer to the corresponding section at the end of this document.

Select the sites where your campaign will run

You can select more than one site. Press the CTRL key for more than one option. You will be able to select a site previously added only. Refer to Initial Setup for instructions on how to add a new site.

Assign Campaigns to One or More Spaces

Select from the list what spaces and zones (of each site chosen) your campaign will be assigned to. Press the Ctrl key for more than one option.

The system will show you all the spaces and zones available for the selected site. The option set will restrict the possibility of displaying certain types of ads, based on the

type of space: for instance, a text space will only allow for text links. Fixed size spaces will not allow for ads with a different size in pixels than that specified one.

Scheduling

By applying scheduling criteria, you will be able to set the dates and times campaigns will be active.

Possibilities combine multiple start and end times, open campaign (no end time), and open campaign with weekly timetable.

Campaigns will be active and ads will be displayed based on the dates and times selected.

For instance, a campaign may be displayed during the night only, or on the weekends. It can also be displayed until it reaches the set amount of impressions, whatever the end time may be.

Begin and end dates: defined an interval of dates during which the campaign will be always active.

Multiple begin and end dates: sets several date intervals when campaigns will be active. For instance, from Jan 1st 2006 to Jan 7th, from Jan 24 to Feb 1st and from Feb 15th to Feb 28th.

Begin and end dates with weekly timetable: combines one date interval with a weekly timetable. For instance, from March 1st to March 25th, Mondays between 9 am and 12 am, and Wednesdays between 2 pm and 6 pm.

Open campaign (no end date): has no end date. Only available for Sponsor campaigns. Campaigns will be active until they are *Finished* manually. Use for low priority self-promotion campaigns.

Open campaign with weekly timetable: the same as Open Campaign, but with a weekly timetable campaign restriction.

Set the **campaign's begin and end times**. Enter the complete information, following the format. You can use the calendar icon to choose the date.

If you selected multiple begin and end dates, you must determine in each box the corresponding date combinations: when creating a campaign you will be able to set up to 10 date intervals. Enter one or more begin and end dates.

Delivery mode

For CPM and CPC campaigns, you will be able to select the delivery mode: "Even Distribution" or "ASAP" (as soon as possible).

This specification informs the system how to distribute ad views.

As soon as possible: the system shows the campaign assigned N ad views as the web page is accessed; limits are set by the amount of visits received by the space.

Even distribution: the system tries to distribute evenly the campaign assigned N ad views between the begin and end dates. For instance, if you set 300 impressions between 1st and 31st December, the system will not show the ad more than 10 times per day.

Refer to More Options for instructions on what to do in case the end date is met without reaching the total amount of clicks or impressions.

Second Step: Targeting Criteria

Targeting criteria are optional. By omission, all targeting criteria will be disabled.

To use one or more criteria, refer to the corresponding section in the campaigns' Add or Edit forms to continue.

Every criteria can be enabled "Show if.." (Shows the ad provided the condition is met), "Do not show if.." (Shows when the condition is not met), or Disabled (Shows all).

Country Targeting

If you disable this option, the campaign will be displayed to all users.

"Show in these countries" allows to select one or several countries where to display the campaign.

"Do not show in these countries": campaign is shown in all countries except in the ones selected.

In these two last options, you must select one or more countries from the list. Press the CTRL key to select more than one option.

Geographic Targeting

If you enabled the country targeting option, you will be able to optionally target users by City, Region, Postal Code, Area Code, or Network.

Important:

Bear in mind that these filters work based on ways of identifying the geographical origin of visitors, which generally works by detecting the ISP used for connection. Hence, some errors may occur.

For country targeting, accuracy level is at 99% certainty whereas other for more granular filters, accuracy is over 90%.

Remember that a extremely granular targeting may restrict access to your campaign.

Caution!

If you select more than one country to target by city, region, postal code, or if you select United States, the web page may take several seconds to load due to the amount of data it will have.

Language Targeting

By enabling this option, your campaign will only be displayed to users whose language configuration is one of the selected ones. If you disable this option, your campaign will be shown to all users.

Browser Targeting

You can set your campaign to be displayed to users accessing the website through certain browsers. If you disable this option, your campaign will be displayed to all users, whatever the browser they use may be.

Operating System Targeting

You can set your campaign to be displayed to users accessing the website with certain operating system. If you disable this option, your campaign will be displayed to all users, whatever their operating system may be.

Targeting criteria can be combined to meet your requirements. For instance, you will be able to create campaigns for these groups:

- Users from the City of Cordoba (Argentina), who use Microsoft Internet Explorer.
- Users from Chile who use Linux.
- Any Spanish-speaking user.

Third Step: More Options

Conversion Tracking

If you enable this option you will be able to track users' actions. This option is automatically enabled if it is a CPA campaign. If it is not, you can use it anyhow to track users' actions in the advertiser's website. For further information, see "Conversion Tracking" in this guide.

Keyword Targeting

This type of targeting criteria is mostly used in high traffic dynamic sites, such as search engines, content or news sites.

Keyword targeting allows to integrate the site's content with advertising as, by means of this option, the ads shown in the web page will relate to the texts displayed. This is usually known as *contextual advertising*.

Keyword targeting can be combined with any other targeting option available in e-planning. For instance, you can create a campaign for users searching some specific words, using a specific browser.

For search engines, you will be able to create campaigns that will only be displayed when users enter some of the specified words in the search box.

For instance, if the campaign is about cars, you can set keyword targeting and enter words like: car, cars, automobile, and vehicle.

In the Name field, enter a name that identifies the keyword users will write. Use numbers and letters only, do not leave a space or write any symbols. For instance, "criteria", "search", etc.

In the value box, enter one or more words that users may write for their search and that will describe your website.

Following the previous example, you may enter "car, cars, automobile, vehicle". Words must be separated by commas.

For more complex criteria, you may use more than one keyword, one in each row.

Important:

The HTML code (tag) that will be pasted into the results page must be specially adapted so as to show the campaign correctly based on the keywords entered. For more information, see "Keyword Targeting" in this document.

Competitive Campaigns

This option allows you to determine which campaigns compete with the current one, in order to prevent them from being displayed at the same time.

Each campaign might be associated to a different space of the same web page, and advertisers do not want them to be shown simultaneously. By identifying competitive campaigns, we prevent such kind of situations from happening.

Campaign Groups

A campaign group consists of a set of campaigns with certain characteristics in common. Campaigns can be grouped to see consolidated reports of several campaigns or to set impression caps per user for several campaigns at the same time. For instance, if you wish users to see at most one pop-up per day, you can group all pop-up campaigns and set an impressions cap per day on the group.

First, define the campaign group by clicking on **Campaigns** and then **Groups**. Determine all common criteria for the campaigns in the group. Refer to the corresponding section in this guide.

Once you have one or more campaign groups created, you may specify what group or groups the campaign is assigned to. The common criteria will apply.

Impression Caps

You can **restrict the amount of impressions per time period**. For instance, you can cap a campaign to 1,000 impressions per hour. You can combine more than one amount by entering a number in Hour, Day, Week, and Month fields. The system will cease to display the active campaign when one of these values is reached. Do not confuse this impression caps with the user frequency caps, which are explained further on.

For instance, if you enter 1,000 in the Hour field and 10,000 in the Day field, the system will display at most 1,000 ads per hour. If this amount is reached at 20 minutes, the system will not show the campaign until the next hour. During the next hour, it will display another 1,000 ads maximum. In case it reaches 10,000 during the same day, it will not display ads until the next day.

Likewise, it is possible to restrict the amount of ad impressions that the same user views. It can be restricted for the whole campaign or also by determining the

maximum amount of impressions per session and the minimum time between sessions.

Do not enter any value in the corresponding boxes if you do not want to establish that kind of restriction.

Important:

For the system a session is the minimum time between two consecutive requests for pages and ads by a user occurring within an hour.

In order for the user frequency caps to work properly, the user must accept cookies. The campaign will not be shown to users do not accept cookies.

Impressions cap per session: within the same user's session, the maximum amount of impressions is restricted. This way, if for example, 2 impressions per session are determined, and a user sees an ad at 2:30 pm and another one at 2:50 pm; if he enters again at 3:29 or 3:49 pm, no ad will be displayed. Ads will be shown at 3:50 pm again only.

Minimum time between sessions: indicates the time in **hours** during which the campaign will not be displayed after it has been shown during a session. For instance, if the impressions cap is 1 per session, and the minimum time is 24 hours, the campaign will be displayed at 2:30 pm. The campaign will not be shown again even if the user keeps browsing the site. It will only be shown at 2:30 pm the next day.

Note: The option "Minimum time between sessions" must be used together with "Impressions cap per session".

Remember that if the campaign is associated to a group with user frequency caps, both caps will apply at the same time. The campaign must follow both restrictions to be able to display.

Apart from the specifications previously mentioned, if the user already viewed and clicked on the campaign, it is possible to select an option so that the campaign is not shown again. You may check the box "Do not show campaign to users who have already clicked".

Select whether you wish to **optimize ads weight according to CTR**. (click-through rate).

By enabling this option, e-planning will manage ad weights automatically, displaying the ads with a higher CTR more often. This way, the campaign CTR will also increase.

For that means, the system will activate the campaign for some hours and will analyze how many clicks each ad has had (click-through) in relation to the times it was shown. This analysis will calculate the weight it should have. For instance, if it had 1% clicks, the weight will be 10; if it had 1.7%, the weight will be 17.

To make campaign management easier, you can enter the **order number and the order date** in the corresponding boxes.

To save your changes click on **Ok**. The system will notify you if there are some errors or if you omitted some information.

Finally, the system will create the campaign.

To save your changes and go back to the same form to add another campaign, click on **Add this and another**.

Users that frequently click on ads

This option can be used for campaigns that will be shown to users who have clicked on ads from other campaigns in the last 30 days.

You can enter an amount of clicks in "clicks minimum on any campaign" or "clicks minimum on campaigns of this advertiser" option.

If you enter an amount of clicks in "clicks minimum on any campaign", (e.g. 4 clicks) it means that the campaign will be shown to users who have performed 4 clicks on any campaign in the last 30 days.

If you select "clicks minimum on campaigns of this advertiser", (e.g. 5 clicks) it means that the campaign will be shown to users who have performed 5 clicks on campaigns of this advertiser in the last 30 days. i.e. To those users who are interested in that advertiser so that no impressions are wasted on users who have never performed any click on campaigns of that advertiser.

Financial management of campaigns

In the campaign you may indicate the difference costs for a future revenue analysis.

According to the interface you are using, you will be asked to enter the corresponding costs.

Indicate **Price paid by advertiser**: You may choose the marketing option (Sponsor, CPM, CPC) and then indicate the amount and the corresponding currency.

With this information, the system will allow you to easily calculate how much to charge the advertiser and what your revenue is.

To manage the campaigns more easily, you may enter the “order number” and the date in the corresponding fields.

Click on OK . If you have omitted something or made an error, the system willask you to complete or correct data.

In this way the system will add the campaign.

Fourth Step: Associate Ads to the Campaign

Once the campaign has been created, you will be able to associate ads already included in the system or you can also upload new ads.

In the campaign list you can see how many ads are associated to each campaign. To add a new ad, click on **Campaigns** and select a campaign from the list.

These are the options you can select to work with ads within a campaign:

Add ad: adds an existing ad from a different campaign or creates a new one.

Import 3P ad server tag: imports the HTML code (tag) of another ad server.

List ads: shows a list of the ads associated to the campaign. This option will be available when the campaign has at least one ad associated.

Caution!

If you have the ad tag (HTML code) of another ad server, select the option “Import 3P ad server tag” . Do not add the ad as if it were an HTML ad by selecting the option “Add ad”.

Press **Add ad** to incorporate an ad to the campaign. The system will show a list with all the advertiser's ads, with a filter by ad size to make visualization easier.

You may reuse the ads previously assigned to other campaigns, without having to upload them again.

The menu will display the size (width x height in pixels) and the amount of current ads that have that size.

The list will show the following information:

Image: for graphic ads, it will show a small image to quickly identify the ad.

Name: the descriptive name of the ad.

Format: indicates the ad format. Bear in mind that the ads you associate must comply with the spaces assigned to the campaign.

Size: ad size in pixels.

File: name and extension of the file uploaded.

Click URL: address the browser will be redirected to when users click on the ad.

You can assign one or more ads already in the system by clicking on the icon “Link”.

If you do not wish to reuse any ad assigned to other campaigns, you may upload a new one by clicking on “**Upload a new ad**” .

Addition of a New Ad

First of all, **select the ad format**.

There are four categories of ad formats: banners, layers, pop-unders, and pop-ups. Under each category, many formats can be used:

Banner: any ad displayed inside the content page (in-page unit) in a fixed position. The following types may be used: applet java, Flash, GIF, HTML, JPEG, PNG, and text links.

Layer: ads displayed over the content of the site (over-the-page units / floating ads). It is not a new window, but the ad places over the content of the site until it is completed shown. The following types may be used: Flash, GIF, HTML, PNG, JPEG,.

Pop-Under: ads that appear in a new window below the content of the site. The following types may be used: Flash, GIF, HTML, PNG, JPEG, Site Under

Pop-Up: ads that appear in a separate window on top of the content of the site. The following types may be used: Flash, GIF, HTML, PNG, JPEG, and Site Up.

Each type may be combined with any of the following formats:

Java applets: small Java applications, offering several possibilities. The Java file must be placed in your website, and you must change the HTML code to indicate its URL.

Flash: Macromedia creatives; can be used for static banners or for animated layers (they move all round the screen).

Graphic formats (GIF, JPEG y PNG): graphic images that can be static or animated; compatible with all browsers.

HTML: used for HTML code ads, such as forms. Do not use this format for 3P ad servers' tags; in such case use the option "Import 3P ad server tag" .

Text link: text with a link to the advertiser's site. Font, color and size can be specified.

Pop-Under Site Under: a full website will open in a pop-under window.

Pop-Up Site Up: a full website will open in a pop-up window.

If you have hired e-planning Ad Magic service, you will find more format options besides the classical ones:

- **Banner Expandable flash (push)**
- **Banner Expandable flash with residual**
- **Banner Flash + Layer**
- **Banner Flash Video**
- **Banner Flash with TakeOver**
- **Banner Generic Flash (non-expandable)**
- **Banner Rollover expandable flash**
- **Banner double expandable**
- **Layer Double expandable**
- **Layer flash video**
- **Layer Fusion**
- **Layer Home Preview**
- **Layer with residual button (Ad Magic)**
- **Layer with scroll**
- **Pop under flash video**
- **Pop up flash video**

The ad **name** will identify the ad within the system. You may also add a **title** (or alternate text, ALT) that will be displayed when users scroll their mouse over the image. This makes browsing and access through telephones or Palms easier. In general, the text “Click here” is used, though you can select any other.

For graphic formats or Flash, you can add the file by uploading it from your hard disk or you may also specify its URL. The option to upload the file from your hard disk will only be available if you bought the image hosting service.

Check the corresponding box according to the option selected:

Click **Browse** to select the file from your hard disk. Make sure the file format and extension are correct.

Write the URL (whole address starting with http://) from where to obtain the file. Remember to keep this address updated. If you change the file's location, you must edit and update this information so that the system can display the file correctly.

Country targeting by ad

You will be able to target not only the campaigns but also the ads that are associated to the campaign.

e.g.: If you create a campaign uploading 4 ads: 2 of them to be shown in México and the others to be shown in the US. You can create the campaign without selecting any country targeting and then when you upload the ads, select country targeting.

Write the **complete URL address**, where users will be redirected to when they click on the ad. It must start with http:// or https:// (for secure sites).

Possibility to add multiple clickTag variables in a Flash ad

When a flash ad has several clickTags, it is possible to upload it in a simpler way. When adding an ad it is possible to type every different link the banner will redirect. You can add up to 20 different clickTags.

Check one or more spaces in the campaign associated spaces table, where you will display the ad.

Also, you may set start and end dates to show the ad during this period of time only.

In case the format of the ad selected cannot be shown in any of the spaces associated to the campaign, an error message will notify you that the ad will not be displayed until an apt space is added.

Write the **complete URL address**, where users will be redirected to when they click on the ad. It must start with `http://` or `https://` (for secure sites).

Including system variables in the click URL

To make click tracking more flexible and powerful, click URLs may include the following system variables. These variables are replaced by the ad server before redirecting users to the address entered. The available variables are:

- **\$random**: it is replaced by a random number so as to avoid Ad Caching.
- **\$ccid** and **\$nccid**: system and user ids (respectively); they identify the <campaign – ad – space> relationship. They are used to analyze post click activity. For instance, through your website statistical reports, you will be able to know that out of 30 total registrations, 5 came from the campaign X, ad Y, space Z, and 5 from another campaign with ad M, etc.

For more information on what variables can be added into the click URL, refer to www.e-planning.net/en/support/.

Specify the **ad priority and weight**.

Select from the menu a value (1 to 10) to assign.

Priority determines what ad to show compared with other ads that may be associated to the same campaign. Low priority ads will be selected.

In a group of two or more ads with the same priority value, the system will evaluate their weight. High weight ads are more likely to be selected. For instance: if there are three ads for the same campaign, one with weight 5, another one with weight 3, and another one with weight 2, the first one will be shown 50%, the second one 30%, and the last one 20% times.

Some of these options may be available based on the type of ad selected.

Caution!

The following options will be available based on the format selected.

These options were created by e-planning to facilitate Flash, Layer, Pop-Up, and Pop-Under format ads management.

Size: ad dimensions in pixels (width x height).

Flash background color: you can select the Flash background color. Specify whether you wish to use the movie's color, transparent, or you can enter a RGB color code with the # in front.

HTML code: template used to display the ad. Should only be changed if your are creating a special type of ad.

Initial wait time: set the time in seconds you wish to wait before the ad is displayed.

View effects: you may indicate what visualization effects to apply when showing the layer. Options are: static, regular movement (enters the screen with no special effects), fall (it falls from initial to final position), bouncing fall (it falls and bounces), transparency and simple preview (the ad will be shown all above the web site for a few seconds and afterwards disappear).

For effects with movement, select the movement direction: from left to right, from bottom to top, from right to left, etc. Set the speed (1: slow, 10: fast).

Final position on screen: select the layer's final position. Options are: centered, upper left hand corner and specific coordinates (x and y).

z-index: it is the coordinate in the z-axis that will determine if the ad is displayed beneath the page text (-1), at the same level (0), or above (+0).

View time: set the time in seconds the layer will be displayed. After that time, it will be closed automatically.

Add a title bar: indicate whether the ad's title should be added on top of the ad.

Add a close button: indicate whether you wish a button to close the ad to be displayed, in case the ad does not include one.

Pop position: select the position of the pop-under in the active window. Options are: centered, upper left hand corner, you can also set coordinates x-y to place it

Pop Up/Pop Under settings: check the options you wish to enable in the pop's window

Menu bar: shows the browser menu bar.

Scroll: shows both the horizontal and vertical scroll bars.

Address bar: shows the bar where users can change the current page and write another url (address).

Toolbar: shows the icons bar (back, forward, stop, refresh, home, etc).

Resizable: allows the user to maximize or minimize the window.

Directory bar: bar with search or suggestions icons some browsers show.
It can be hidden.
Status bar: shows the window status or just its border.

To save your changes, click on **Ok**. The system may take some seconds to display the next screen as your file is uploaded to the system.

Layers

In case you use layers, bear in mind that view may be affected by the code of the web page where it will be displayed..

This may occur with any format used in the layer category.

For instance, Internet Explorer (MSIE) does not correctly show layers displayed over forms which include <SELECT> tags.

We recommend verifying the campaign is shown correctly before activating it.

Flash Banners

Bear in mind the following recommendations when using Flash Banners.

Why is it necessary to use “clickTag” instead of the Advertiser’s URL?

In order for e-planning ad server to count clicks, all clicks should be redirected to it and then to the advertiser’s web page. The clickTag variable allows ad servers to register where the ad was displayed when it was clicked on. Users do not know this as clicks are immediately linked to the advertiser’s web page.

The "clickTag" name was not picked up arbitrarily. Many of the most important ad servers in the world use the same variable name. This standardization makes it possible to use the same banner in different ad servers and not only in the one it was originally created for.

Every time you upload a Flash ad, e-planning will check that the click action is correctly programmed. In case a static link to the advertiser's URL is detected, you will be notified of the error. If you uploaded the Flash file from your hard disk, in most cases e-planning will be able to correct this error automatically. If the ad is located in a remote URL, you will have to fix it yourself.

Programming the click action in Flash ads

Follow these steps to create a Flash ads using Macromedia tools.

Design your rich media creatives as you normally do. Once you have finished, follow these steps to prepare banners to be used in e-planning ad server:

- Insert a new layer and place it over the rest. Inside this new layer, create a rectangle big enough to cover the whole banner (choose any color).
- Right click on the rectangle and select “Convert to Symbol” in the Menu (you can also press F8). In the dialog box select “Button” (you may choose a name also).
- Edit the Actions for this button.
 - If you choose the Normal mode, then select “getURL” and fill in the window with the following information:
 - In the URL box write “clickTag” (without inverted commas). Select “Expression” in the Menu (see Flash 4) or check the option (Flash 5).
 - Target window: select “_blank”
 - Variables: select “**Don’t send**”
- Modify the Properties of the new button. Change the color. Select “alpha” and “0%”. This will make the button’s color become transparent. This is why the original color you select does not actually matter.

The ad is ready to be used in our ad server.

For more information on clickTag Flash banners creation refer to www.e-planning.net/en/support/ .

Counting clicks in e-mail newsletters

When sending newsletters via email, usually you need to count clicks on their links. For this type of campaigns, “**text type**” **spaces** are generally used. You will be able to associate campaigns to these spaces, which will have a text link instead of graphic ads.

First of all, create a space and Text as Size type. In this case, it is not necessary to specify the size.

Create one or more campaigns for the text space. These campaigns will not show graphic images, but a text link.

Once the campaign has been created, click on **Add ad**. Select the format **Text link**. If another format is selected, an error message will pop up: “No spaces were detected for the selected format”.

Enter an alternate text (ALT), and complete the address where clicks will be redirected to if the button is clicked on. You can set Priority and Weight as with graphic ads.

When you send the newsletter via email, include the click URL –the address where users are redirected to-. To obtain the code, select the Campaign, and then click on the HTML icon by the associated Text space. There you will find the destination URLs corresponding to the Text Link under the “Link to count clicks only” tags.

There are three different types of links you can use: you may include the space code, the campaign code, or the campaign+ad code.

If you send the space link: the system will search for campaigns associated to the space corresponding to the specific request, based on each campaign criteria. Then, users will be redirected to the first ad link corresponding to the criteria. This option is mainly used to redirect users even though the campaign may have finished, or to redirect users based on several filtering and targeting criteria.

If you send the campaign link, the campaign rules will apply: the system will search for the ads associated to the campaign, analyze priority and weight in case there is more than one associated ad, and redirect users to the corresponding url. It may be useful to promote several urls in the same space.

If you send the ad link (even the text link type), users will always be redirected to the ad's click URL .

In any case, you can select the option “**Use Ids**” or “**Use Names**”.

This will change the way links are displayed to users. The system generally replaces zones and spaces’ names for numeric codes, which are processed in a faster way.

If you select “Use Names”, it will be easier to understand, but the link might be a little longer.

Note: The option “Use Names” will be available only when the spaces and zones’ names are only composed of letters and numbers (no spaces or special characters).

Chapter 4: Advanced usage

Campaign Groups

A campaign group is a set of campaigns which share certain characteristics. For instance, an advertiser might buy 3 different campaigns but keep impression caps per user for the 3 campaigns.

You may also use campaign groups if you want to see consolidated reports of several campaigns, without needing to set impression caps per user.

To create a new campaign group, click on **Campaigns, Groups, and Add**. To view or edit an existing campaign group, click on **Campaigns, Groups, and List**.

How to create a new campaign group

Enter a descriptive name for the group, which will be displayed every time you add or edit a campaign to associate it to the group.

Groups may be used to authorize users to access reports on the campaigns belonging to the group.

Set the different criteria all campaigns of the same group will share.

These are the same criteria you can use to define each campaign in particular. For further information, see “How to Add a New Campaign” in this guide.

- Impressions cap per viewer per session
- Minimum time between sessions (in hours)
- Impressions cap per viewer per day
- Impressions cap per viewer per week
- Impressions cap per viewer per month
- Impressions cap per viewer (for the whole campaign)

You can select what campaigns belong to the group by adding or deleting them from the list. Every time a new campaign is added, it can be added to existing groups. To delete a campaign from a group, click on the option “Edit” of a certain group and delete the campaign.

Country Groups

This option enables you to select countries from a list and create a Group for those countries.

In order to create country groups you have to click on "Country Groups" / "add". A name for the group must be entered and then, select countries from the list and click on add to move countries to the box on the right. Then click on Ok.

Once you have created the group, you can create a new campaign or edit an existing one and then target it by country by selecting the name of the Country Group just created without selecting each country.

Network Groups

This option enables you to select networks from a list and create a Group for those networks.

In order to create network groups you have to click on "Network Groups" / "add". A name for the group must be entered and then, select networks from the list and click on add to move networks to the box on the right. Then click on Ok.

Once you have created the group, you can create a new campaign or edit an existing one and then target it by Network by selecting the name of the Network Group just created without selecting each network.

Inventory Forecast

This option enables you to foresee impressions for a selected space. You will be able to view data per date and time, and the forecasted, sold, and available impressions per date.

You may change the start and end time, the "group by" details (date and time), or perform the same analysis for another space. Bear in mind that the Inventory Only campaigns with priorities 1, 2, 3, 4 and 5 will be considered sold.

Conversion Tracking

What is conversion tracking?

It is the analysis of campaign results beyond impressions and clicks. It enables you to count users' actions throughout the advertiser's site. For instance, if they registered, filled in a survey, made a purchase, etc.

This kind of analysis is called also called Post Click Analysis.

In e-planning, post click analysis is based on the notion of conversions. A conversion may be defined as any event associated to a site likely to be generated through an ad campaign. For instance, if a site creates a campaign to attract users to fill in registration forms with personal information, every time users register, a conversion will be counted.

Post click tracking enables you to know what the most successful ad, space, or campaign was in terms of users registration or purchases in the site.

How to Implement Conversion Tracking

Though there are certain websites specially prepared to perform this kind of analysis –through a series of special codes that are transmitted with the ads' click url and saved in the site's databases-, e-planning has made things much easier and has incorporated this feature inside the ad server.

You will be able to perform conversion tracking even if your website does not have post click analysis tools. No special programming or databases are required in the website in order to use it.

You must define and associate a conversion for every action to be made. For instance, if you want to measure how many viewers of the ones who clicked on the ad registered, you must create a conversion associated to the page where viewers are redirected for registration.

Actions must be measured once they have been performed, by creating a conversion code associated to the final page (thank you or confirmation page).

How to Add a Conversion

Click on **Advertisers** in the navigation bar and then select **Conversion Codes, Add**.

Select the advertiser for whom you are adding the conversion code.

Enter a description to identify the conversion in the system, such as “Successful registration Successful”

Fill in the page url (electronic address) to which the conversion will be associated.

You may enter a price representing the economic value of the conversion.

Once the conversion has been created, an HTML code will be provided, which -as the spaces' codes- must be pasted in your website.

The code must be pasted in the page where the conversion will be tracked.

The system will be able to identify those viewers who, besides having clicked on the ad, performed the desired action (e.g. registration).

Activation in the Campaign

When creating a campaign, enable the Conversion Tracking option. If it is a CPA campaign, this option will be automatically enabled. Remember that for conversions to be counted, conversion codes must belong to the same advertiser as the campaigns.

Conversion Analysis

Should the campaign have conversions, reports will include the following additional information:

total views: amount of visits counted for the page associated to the conversion; it does not necessarily equal the amount of visits generated by the ad campaign. For instance, viewers might have registered without having seen the campaign.

Identified requests: amount of visits counted for the page which correspond to clicks on campaign ads. These conversions are taken into consideration for more detailed stats, for every code, campaign, site, space, or ad.

Third Party Ad Servers

Importing 3P Ad Server Tags

If your advertiser or an agency sends you a 3P ad server tag for their campaign, after creating the campaign in e-planning click on “**Import 3P ad server tag**”

Apart from the usual attributes (format, name, size, title (alternate text), click url, priority, and weight), you must set the HTML code (tag) of the third party ad server: you may paste the code in the corresponding box or you can upload the file with the tag from your hard disk, by clicking on **Browse**. To add the tag, click on **Ok**.

Send Tags to 3P Ad Servers

When you run a campaign in a web site, you must send them an HTML tag for each of the spaces where you plan to run the campaign.

We recommend sending the JavaScript code.

Keyword Targeting

To implement keyword targeting in your web site, you must adapt the tags (HTML codes) of each of the spaces involved. I.e.: if you have a search box, the tags in the results pages must be adapted.

Tags Adaptation

In order for e-planning to receive information about the keywords entered by viewers, the tags pasted in the results page must be adapted.

In each tag parameter, enter the names and values of the selected page keywords. This can only be done by using a scripting language (ASP, PHP or others). Do not use this language if the page where the tag is pasted is static (HTML without programming).

To send the information about the keywords to e-planning, add the parameter to each tag: **kw_name_of_the_keyword = value.**

Add more than one parameter for each keyword involved. Parameters must be separated by the sign &. Example:

```
&kw_query=cars&kw_city=Washington
```

For more information, refer to www.e-planning.net/en/support/.

Competitive Campaigns and Companion Spaces

If you wish to paste more than one code in your web page, consider the following: each code generated by e-planning includes a random number. To paste more than one code in the same page, the random code must be the same for all the cases.

For more information, refer to www.e-planning.net/en/support/

Campaign and ad selection mechanism

When loading a web page, the code pasted in it will reference one or more e-planning tags, associated to spaces.

Each space may have one or several associated campaigns. In turn, each campaign may have one or several ads associated to that space.

Consequently, when loading that page with the tag (HTML code), e-planning must decide which ad to display.

For this to happen, a series of elements defined in the ads and campaigns play a critical role. See below the order in which these elements are evaluated.

Campaigns selection

Campaigns conditions to show ads are analyzed in every active campaign associated to a space.

CPM campaigns with no more active impressions and CPC campaigns that have received all clicks will not be considered.

Ads association to spaces

Though campaigns are associated to spaces, they might not have any ads assigned to those spaces. In such a case, they are left out.

Previous visits or clicks

Impressions caps per viewer and session set for the campaign or campaign group are analyzed. Campaigns that have surpassed the maximum impressions caps per viewer or session will not be considered.

Also campaigns will be left out if viewers already clicked on the ad and the campaign was set to no more than one click per user.

Targeting criteria

If campaigns include more than one targeting criteria (country, city, language, browser, etc), and users do not meet these, campaigns will not be considered.

Priority and weight

Campaigns with priority 1 will be analyzed first. Only in case none of these are likely to be served, priority 2 campaigns will be analyzed. If the latter is not likely to be served, then campaigns with priority 3 will be evaluated, and so on. Those with priority 1 (or priority 2, etc) will be evaluated to compare their weight. Weight can be defined as the percentage that indicates how many of the total amount of impressions per space corresponds to each campaign. It is not necessary that the weight of all campaigns associated to a space total 100. For instance, if there are two campaigns associated to a space, and one is supposed to take 80% of impressions and the other one 20%, weight 8 and 2 must be assigned, respectively. Bear in mind that these campaigns might be associated to other spaces at the same time where other campaigns -each one with their own weight- are running. Then, although in such spaces the proportion of impressions between these two campaigns will continue to be 8 and 2, the

percentage will not be 80% and 20% anymore, as the other campaigns will take a percentage of the impressions.

Ad selection

Once the campaign to be served has been selected, the corresponding ad must be selected as well. To that means, e-planning chooses –among the ads of that campaign- those ads that are associated to that space and adequately formatted to be displayed, based on the tag that made the request (e.g. if it is an Image tag that can only show GIF and JPG ads, Flash and HTML ads will not be considered).

Once more priority and weight will be evaluated: the ad with higher priority will be selected (i.e. the one with the lowest priority number). In case there are two ads with the same priority, their weight will be considered.

Weight can be defined as the percentage that indicates how many of the total amount of impressions per space correspond to that ad. It is not necessary that the weight of all ads associated to a space total 100. For instance, if a space has two ads with weight 25% (which totals 50%) associated, e-planning will assign real weight 50% to each one. This way, though the fact that they have the same weight is taken into consideration, both are forced to total 100. Similarly, if one had weight 50 and another one had weight 100, e-planning would assign real weight 33 and 66, respectively.

Personal Info and Preferences

To access your personal info and alerts configuration, click on the icon **Preferences** in the upper bar by your name.

A new window will open up and show you your personal info and preferences.

If the new window does not open up, verify your browser does not have a pop-up blocker for this site enabled .

Personal Info and Preferences

You will be able to modify all your data, except for your user name.

- First and last name: personal info will be displayed in alerts and as a means to identify you within the tool.
- E-mail: alerts and e-mail reports will be sent to the e-mail address you registered.
- Current password, new password: your current and new password. Enter this information only if you want to change it.
- Number format: you may opt to use the comma (,) or decimal point (.) to separate numbers.

- Date format: choose between MM/DD/YYYY or DD/MM/YYYY.
- Language: interface language. The system will automatically take the language selected.
- Ad upload: select the default option for uploading ads: either to show a list of current ads to reuse, or directly go the a form to upload a new one.
- Lists: number of rows: number of rows that will be shown in lists. If lists have more than that amount, they will divided into several pages.
- Reports: number of rows: the same as lists, but for stats reports.

To save your changes, click on **Ok**; to close the active screen, click on **Close**.
Remember to save before closing.

Alerts Configuration

The system sends alerts -automatic notifications by e-mail- every time an event which you decided to monitor occurs.

By default, alerts are disabled.

At any time, you can access and modify any alert configuration, by enabling or disabling it according to your specific needs.

Notifications are sent via e-mail little after the event that is being monitored has taken place. You will receive a message detailing the event, the user who performed the action, and the item where the event took place.

For instance:

User Nicholas logged in to the interface on

The space "Home Lateral" was deleted on ... and user John made the action...

The campaign "Year of Fun 2005" by advertiser "TeleJoke" was modified; the action was performed by user...

Alerts may be configured as follows:

Yes: it will notify you every time the monitored event takes place for *all* items.

No: it is the pre-selected option. No alerts are sent.

Only for these: it will notify you every time the monitored event takes place, but for *certain selected items* only.

To select certain items, enable "Only for these"; check one or several items (press the CTRL. key), and click Ok. To edit the selected items, click on the "Pencil" icon.

The following events may be monitored:

Campaigns

Approval: every time a campaign is approved

Delivery delay: every hour the system checks if a campaign is delayed. If the campaign does not register at least 95% compliance, it is considered to be delayed. This mechanism works only for CPM, CPC or CPA campaigns with delivery mode set to even distribution.

Campaign back on schedule: if a delayed campaign registers over 95 % compliance, it is considered to be back on schedule. This check is performed every hour.

Campaign delivery started: notification of the first time campaigns register impressions.

Completion: campaigns are considered to be “completed” if they reach the end date or the number of impressions, clicks, or conversions.

Creation: every time a campaign is created.

Cancellation: every time a campaign is deleted.

Change: every time a campaign is modified by someone.

Reactivation: reactivation of a completed campaign. It is possible to reactivate a completed campaign by changing the end date and the number of impressions or clicks. Reactivation is possible only within 30 days of campaign completion.

On resume: activation of a campaign previously interrupted.

Interruption: whenever a campaign is interrupted.

Advertisers

Creation: every time a new advertiser is added.

Deletion: every time an existing advertiser is deleted.

Ads

Ad added: every time an ad is added to a campaign.

Spaces

Creation: every time a new space is created.

Deletion: every time an existing space is deleted.

Users

Access to interface: every time users log in to the interface.

Creation: every time a new interface user is created.

Deletion: every time an existing user is deleted.

Change in permissions: every time users' access grants are changed.

Managing Users and Profiles

Caution!

You will only be able to perform these actions if your user has the corresponding access grants to edit or add users.

To add new interface-access users, click on **Users** in the navigation bar. You will be able to view and edit existing users and create new ones.

Moreover, you will be able to view sessions (access to the system) per user and time. The system registers the time users accessed the tool (start and end session time), page views and actions performed among other information.

Remember you can configure your personal alerts so that the system will notify you via e-mail every time users perform any action you wish to be monitored. For instance, when campaigns are edited or deleted, or a new space added, etc.

Creating a New User

Click on **Users** and **Create** in the navigation bar. Select whether you wish to create a new user for a site, agency or advertiser.

Provide users' personal information: first and last name, login, password, phone number, and e-mail address.

Passwords must contain at least 6 characters and combine letters and digits.

Select the campaign groups users will be able to access reports from.

Set if the new user will be given minimal or all access grants.

“Minimal access grants” enables users to access the interface only. They cannot perform any action. You must indicate manually what actions you wish to grant users. “All access grants” enables users to perform all actions for the profile selected.

Advertisers users will have access to the interface and stats reports of their campaigns only. Agencies or sites users will have access grants to carry out any actions in the interface.

You may edit this information when determining what access grants users will have.

Fill in the additional information for the profile: number and date formats, and the options to upload ads.

To save your changes, click on **Ok**. After creating the user you can click on **Edit access grants** to change the access grants you wish to assign to it. You will be able to modify this information at any time, if necessary.

Editing Users' Information

Interface users may be listed and edited as any other item.

When viewing users' information, you will be able to edit the following options:

- All information except for user login.

- Change password

- Delete users from the system

- Edit access grants: change access grants for users

- List sessions: view a list of all users' sessions

Access grants modification is formed by three main components: access grants for reports (Stats), management access grants (users, campaigns, ads, spaces, zones, etc), and personal preferences change.

You may determine what access grants in particular to enable or disable. For instance, you may assign access grants to Create and Edit, but not to Delete Spaces.

Chapter 5: e-planning Reports

e-planning ad server offers you a dynamic Reports section, where you will be able to analyze campaigns performance in an easy and intuitive way.

By using our ad server reports you can quickly obtain ad campaigns results for your site or advertiser.

All reports can be analyzed online as data tables or charts or they can be exported as spreadsheets.

Moreover, advertisers can access reports through a special interface, thereby freeing you of having to produce reports for them.

Information is updated in real time: you don't need to wait several days to analyze campaign performance results!

Reports

Click on **Reports** in the navigation bar.

The system will redirect you to Campaign reports; if you wish you may select other type of reports (Groups, Advertisers, Spaces, etc).

Campaign reports include:

Summary: contains campaign main indicators, results per creative and space, results of the last days, time distribution, and countries.

Dynamic Reports: you may create a dynamic report by selecting what data to display for the selected campaign.

Rich Media Reports: for Rich Media campaigns you will find a special Summary Report with specific data such as view time and user interactions.

Dynamic Reports are available for all e-planning ad server items: Campaigns, Campaign Groups, Sites, Spaces, Advertisers, and Conversions.

Summary

To access the Summary section, click on the campaign name in the Campaign List you will find in Reports.

Summary Reports show all information on campaigns from the moment they are active onwards.

Reports include the following information:

Key Indicators: impressions, clicks, and CTR .

Totals per ad and per space and ad: impressions, clicks, and CTR per each ad in each space for that day and for the whole period.

Impressions for the last 7 days: impressions, clicks, CTR, and unique viewers.

This analysis is available per day and time distribution.

Countries: impressions, clicks, and CTR per users' country of origin.

Information is grouped in links for an easier and faster access. Furthermore, on the left corner you will find an print option, which will display all data in one screen only.

Rich Media Campaigns Reports

To access the Rich Media Campaigns Reports section, click on the campaign name in the Campaign List you will find in Reports.

Rich Media campaigns will be identified with the icon  This option is only available if you bought the Rich Media service.

Rich Media Campaigns Reports show all information on campaigns from the moment they are active onwards.

Reports include the following information:

Summary: impressions, clicks, frequency, unique viewers, CTR, unique CTR, and total view time.

Ad Details: for each ad you will be able to view the actions summary: start of ad, ads completed, closed ads, etc.

Interaction: for each ad you will be able to view the audio, video, and interaction options.

View Time: you will be able to measure total and average ad view time.

How to Create Advanced Reports

This option enables you to create advanced reports by selecting the information to display, date range, and item (campaign, zone, advertiser, etc).

Advanced Reports creation is a three-step process:

Select information to display in Columns 1 and 2

The first two columns determine the grouping criteria you will use to show the information.

Select at least 1 option for Column 1. You may leave Column 2 blank or select any option.

The system will show you all the indicators available for the columns selected.

For instance, if you select “Space” in Column 1 and “Date” in Column 2, the system will display the corresponding impressions, clicks, and unique viewers for each space and date of the report.

Set date range

Set the date range you wish to use as **filter** for the report.

You may select among the *predetermined options*: today, yesterday, this week, last 7 days, last week, this month, last 30 days, last month, this year, last year, or you may set a variable range by selecting *Other* and determining the start and end dates.

Caution!

Some combinations in Columns 1 and 2 will limit the Range options or will not let you select a specific range. The system will show you the information available.

Select the items you want to make reports on

Select what campaign, zone, advertiser, etc you wish to create the report for.

To save your changes, click on **Ok**. The report will be created based on the information entered.

If the message “No data found” pops up, verify the item entered in step 3 is active and has impressions for the date range selected.

A data table will display the columns selected in step 1 together with the data the system has available for that specific combination between columns 1 and 2.

You may **create a chart** for any data series available.

To display a chart, click on the icon by the series selected.

You may create as many graphics as data columns you have added to the system.

Every time you create a graphic, the screen will be updated by displaying the image.

Data can be exported as MS Excel documents. To export data, select “**Export to .CVS**” by the table header.

Bookmarked reports

The “Bookmark” option is inside Advanced reports. This allows you to create a personalized report to be sent by e-mail.

To create a Bookmark, select the columns that the report will have and then click on the “Bookmark” button.

After that a window will be displayed for you to name this report. The page will change and the column Bookmark will appear with the name of your report. Each time a bookmarked report is selected, the corresponding data will be shown.

To send this report by e-mail, go to “**E-mail reports**” and select which day the Bookmarked report will be sent.

Frequently Asked Questions

General / Sales

- *Q: I forgot my password. How can I get a new one?*
A: Try to log in to the system as you normally do. When your password is requested, press the Cancel button. You will then see a form which you can fill in with your user name and e-mail address, so as to receive an e-mail with instructions on how to change your password.
- *Q: Do I have to know HTML or any programming language to use the product?*
A: You do not need to be a programmer or have practical knowledge to use the product. However, some options will require you to paste HTML codes generated by the system in web pages, for which you will need to have some knowledge about it.
- *Q: What ad formats does it support? Can I use Flash, video, etc.?*
A: It supports all ad types: GIF, JPG, PNG, videos, flash, Java applets, and rich media. You can make your selection among multiple ad types: static banners, flash, pop-ups, pop-unders, etc. For more information, please contact us.
- *Q: Can I upload banners in multiple sites and spaces?*
A: With the Agencies version you can create campaigns to run simultaneously in multiple sites and spaces.
- *Q: Is there any limit as to the number of campaigns, spaces, impressions, etc?*
A: There is no limit at all. The product is marketed in packs for publishers or agencies with a maximum amount of views per month. You may choose the pack to suit your needs best.

How it works

- *Q: How do I get the necessary HTML code to show the ad in the website?*
A: The code will be generated by the system when defining the space. You will use the same code for the space as e-planning will manage the campaigns to run and the ads to display.
- *Q: How do I edit an active campaign?*
A: Click on Campaigns and select the campaign you wish to edit. The

screen will display the current conditions of the campaign. You may change the information by means of the options at the bottom.

- *Q: How do I use e-planning with other ad servers?*
A: Refer to “Import 3P Ad Server Tag” in the Users’ Guide.
- *Q: Are there any maximum size requirements for ads?*
A: No. Fixed spaces will take ads whose size is smaller than or identical to the space size. On the other hand, variable spaces can take any ad size. However, we recommend not to use ads of non-standard sizes or those whose size is bigger than the average dimensions of the screen (up to 800x600 would be the maximum size recommended). For standard ads sizes, refer to <http://www.iab.net/standards/adunits.asp>.
- *Q: Can I use the same ads in two or more campaigns?*
A: Yes. Every time you add a new campaign you will be able to associate existing ads (whose size corresponds to the ones set for the space) or add a new ad.
- *Q: Can I add a campaign to run in two different zones/spaces?*
A: Yes. The same campaign may be associated to one or more spaces (of one or more sites). Check Priority and Weight so that the system can adequately manage campaigns when a space with more than one campaign is requested.
- *Q: How do I choose the type of campaign (Sponsor, CPM, CPC, CPA)?*
A: The type of campaign is selected based on the commercial agreement with the advertiser. Campaign types do not affect stats; they determine the ad running period only.
- *Q: What is Ad Caching? What is the random used for?*
A: Caching is the process of copying a web element (page or ad) for later reuse. On the web, this copying is normally done in two places: in the user's browser and on proxy servers. Caching is done to reduce usage of network traffic, resulting in increased overall efficiency of the Internet. Likewise, web browsers can copy a web element in the user's hard disk. These two types of caching show web pages without generating new requests to the site containing the web page. This way, ad views are not counted. Consequently, stats reports are not exact. Some mechanisms are used to avoid this from happening. One of these consists in assigning a \$random value to the ad's JavaScript code, which results in the ad being requested every time.

Glossary of Terms

- **Ad server**: online ads management system.
- **Advertiser**: the company paying for the online ad campaign.
- **Ad Caching**: Caching is the process of copying a web element (page or ad) for later reuse. On the web, this copying is normally done in two places: in the user's browser and on proxy servers. Caching is done to reduce usage of network traffic, resulting in increased overall efficiency of the Internet. Likewise, web browsers can copy a web element in the user's hard disk. These two types of caching show web pages without generating new requests to the site containing the web page. This way, ad views are not counted. Consequently, stats reports are not exact. Some mechanisms are used to avoid this from happening. One of these consists in assigning a \$random value to the ad's JavaScript code, which results in the ad being requested every time.
- **Banner**: a graphic image displayed on an HTML page used as an ad. It is normally a graphic ad with a link to another web page with more information. Banners can adopt several graphic or video formats.
- **Campaign**: group of ads associated to a certain topic or campaign. Campaigns are related to only one advertiser and one or more sites (the communication vehicles), where communication will occur. Campaigns may take flexible targeting criteria.
- **Click-through or clicks**: times a person not only saw the ad but also clicked on it and accessed the corresponding site. Without any specific targeting criteria, it is estimated that less than 1% of the people who see an ad click on it. It is calculated as the relationship between clicks and impressions.

CPC (cost per clicks): cost of advertising based on the number of clicks received. Once the amount of clicks has been reached, the campaign will become inactive.

- **CPM (cost per mille)**: media term describing the cost of 1,000 impressions (views). The advertiser buys a package with a certain amount of views (the amount can be any positive number). Once that fixed amount is reached, the campaign remains in a Finished status
- **CTR**: Click-through rate. Also called yield. The relationship between ad clicks and ad impressions. I.e.: a campaign with 1,000 impressions and 20 clicks has a 2% CTR.
- **Hit**: a file request to the web server. A web page can generate as many hits as the number of graphics or other elements it has. The actual media of a web page is approximately between 16 and 20 hits per page. It is a poor guide for traffic measurement.
- **HTML**: language used to design web pages.
- **Impression or view**: times an ad was viewed by a visitor. For instance: if a web page has 3 ads, the stats show one page view and 3 impressions in total, one for each.
- **Javascript**: programming language used to make web pages interact with the user.

- **Priority:** determines the order of a campaign compared to other campaigns in the same space. Low-valued campaigns will be selected.
- **Session:** a visit by the same person accessing several web pages during a certain time period (e.g. one hour).
- **Sponsor:** an advertiser who uses a space in an exclusive or non exclusive way; the campaign runs based on the times selected in its configuration, whatever the amount of clicks may be.
- **Unique viewers:** a unique person who accesses a website several times within a specific time period. But, thanks to a follow-up system, it is possible to determine it is the same individual and, consequently, it is counted only once.
- **URL (or electronic address):** unique identifying address where pages or other resources are located on the web.
- **Views, page views or views:** times a web page was viewed by a visitor.
- **Visitor:** the same person identified during a session.
- **Website:** group of pages on the web, where ad communication campaigns take place. Can also be referred as *online media*.
- **Weight Optimization:** By enabling this option, e-planning will manage ads weight automatically, displaying the ads with a higher CTR more often. This way, the campaign CTR will also increase. For that means, the system will activate the campaign for some hours and will analyze how many clicks each ad has had (click-through) in relation to the times it was shown. This analysis will calculate the weight it should have. For instance, if it had 1% clicks, the weight will be 10; if it had 1.7%, the weight will be 17.
- **Weight:** Within campaigns with the same priority, e-planning will analyze their weight and will show more times those with bigger weights. For instance, if 3 campaigns with weights of 5, 3, and 2 compete for the same space, the first one will be shown 50% of the time, the second one 30% of the time and the third one, 20% of the time.