

User Experience Research & Design

Users and content in context.

Campaign & Placement Status Documentation

Posted on [September 24, 2012](#) by [Craig Bachman](#)

Agenda:

To determine a list of statuses that can either be in a “view by” state and/or a faceted search. These statuses should help the user quickly find, inform and facilitate a campaign and/or placement.



Download PDF: [Campaign Statuses and Placement Statuses](#)

Campaign Statuses

* All Campaigns = Current Campaigns & Campaigns Done Serving or Cancelled

The statuses below are mappings and definitions of the AdPortal Campaign status to the OnPoint Campaign status. These statuses are in chronological order.

- **New** - (OnPoint Status: **Not Ready; Part of Current Campaigns**) - the campaign has been created in the system
- **On-Hold** - (OnPoint Status: **On-Hold; Part of Current Campaigns**) - the campaign is inactive/on hold
- **Placements Done** - (OnPoint Status: **Not Ready; Part of Current Campaigns**) - placements have been assigned
- **Creatives Done** - (OnPoint Status: **Not Ready; Part of Current Campaigns**) - creatives have been assigned
- **Placements & Creatives Done** - (OnPoint Status: **Not Ready; Part of Current Campaigns**) - placements & creatives for campaign are done
- **Tags Sent** - (OnPoint Status: **Tags Sent Not Serving; Part of Current Campaigns**) - tags have been sent for a placement
- **Running Lightly** - (OnPoint Status: **Serving; Part of Current Campaigns**) - impressions delivered on a placement are within given range
- **Running** - (OnPoint Status: **Serving; Part of Current Campaigns**) - impressions delivered on a placement are over a given range
- **Complete** - (OnPoint Status: **Done Serving; Part of Campaigns Done Serving or Cancelled**) - a placement has a serving status of Done Serving

- **Cancelled** - (OnPoint Status: **Cancelled; Part of Campaigns Done Serving or Cancelled**) - the campaign has been cancelled without completing Placement Status

Placement Statuses

* All Placements = Current Placements & Placements Done Serving

The statuses below are mappings and definitions of the AdPortal Placement status to the OnPoint Placement status. These statuses are in chronological order with one exception... If a placement is serving and a change is being made to a creative in the placement, the user may have 2 separate statuses. See notes below statuses.

Delivery Statuses

- **New** – (OnPoint Status: **Not ready; Current**) - default when no creatives are assigned
- **Creative Assigned** – (OnPoint Indicator: **Preview vs. Assign Creative link**) – the placement has at least one creative but the delivery rules are not valid
- **Pending Publishing** – (OnPoint Status: **Pending Refresh; Current**) - placement is ready (the deliver rules are valid) but not yet published to the ad server
- **Pending Refresh** – (OnPoint Status: **Pending Refresh; Current**) - the placement has been modified but the ad server has not yet picked up the change
- **Waiting for Encoding – Pending Publishing** – (OnPoint Status: **Encoding; Current**) - placement is ready (the deliver rules are valid) but not yet published to the ad server because it is waiting for encoding on the In-stream
- **Waiting for Encoding – Pending Refresh** – (OnPoint Status: **Encoding; Current**) - the placement has been modified but the ad server has not yet picked up the change because it is waiting for encoding on the In-stream
- **Encoding Failed** – (OnPoint Status: **Encoding Failed; Current**) - encoding failed for the In-stream placement
- **Deliverable** – (OnPoint Status: **Servable; Current**) - ready to deliver impressions; **** See notes for status flow**

Serving Statuses

- **Disabled** – *deprecated in OnPoint*
- **Nothing Served** – (OnPoint Status: **Tags sent not serving; Current**) - default when placement has not been served yet
- **Serving** – (OnPoint Status: **Serving; Current**) - impressions delivered are within a given range
- **Serving Lightly** – (OnPoint Status: **Serving; Current**) - impressions delivered are below a given range
- **Done Serving** – (OnPoint Status: **Done Serving; Done Serving**) - inactivity for a specified number of days

Notes:

When a placement is in a “Servable” status, it is now ready to send tags. Once tags are sent, the status changes to “Tags sent not serving”... Once the placement is serving impressions, the placement changes to “Serving”. When the placement has not served an impression for a given amount of time, the placement is “Done Serving”.

If the placement is serving and a change is being updated, the placement could have a status of serving and pending refresh or encoding failed or servable.