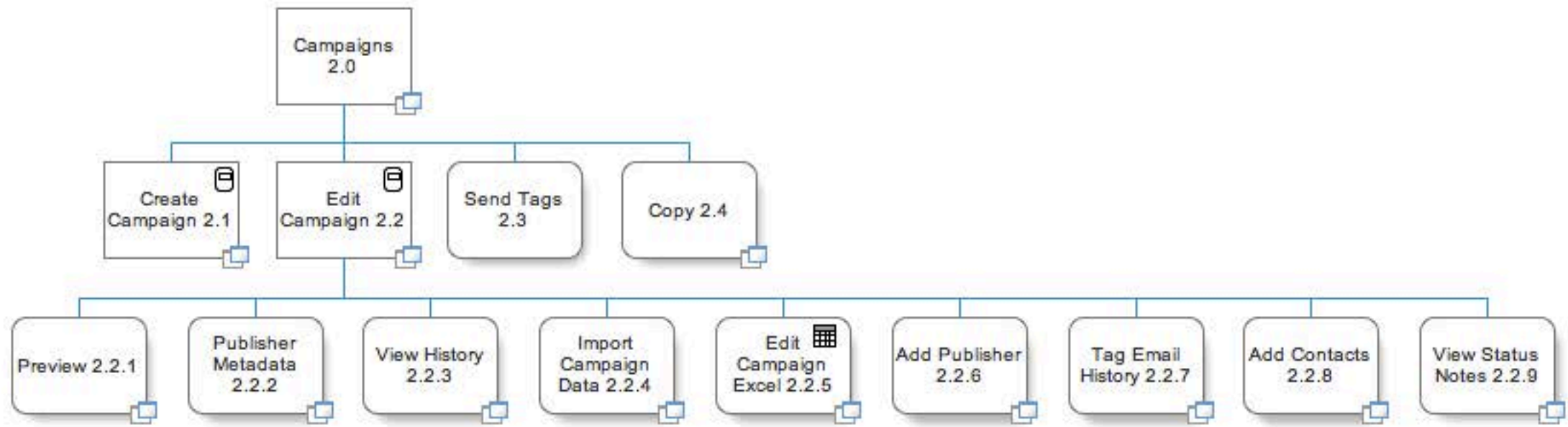




Page Name 0.0	Page Name 0.0	Page Name 0.0		
Basic page	Overlay	Future page	Form	Spreadsheet

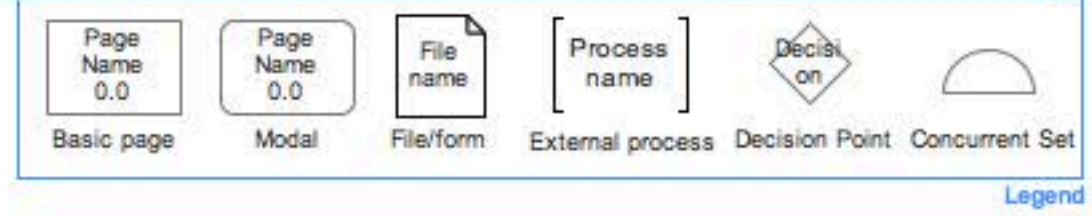
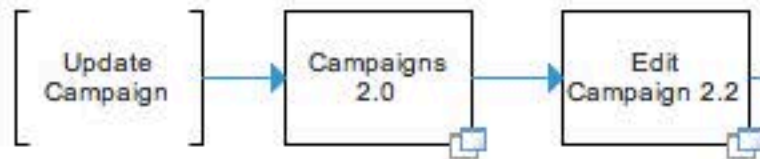
Legend

Site Header

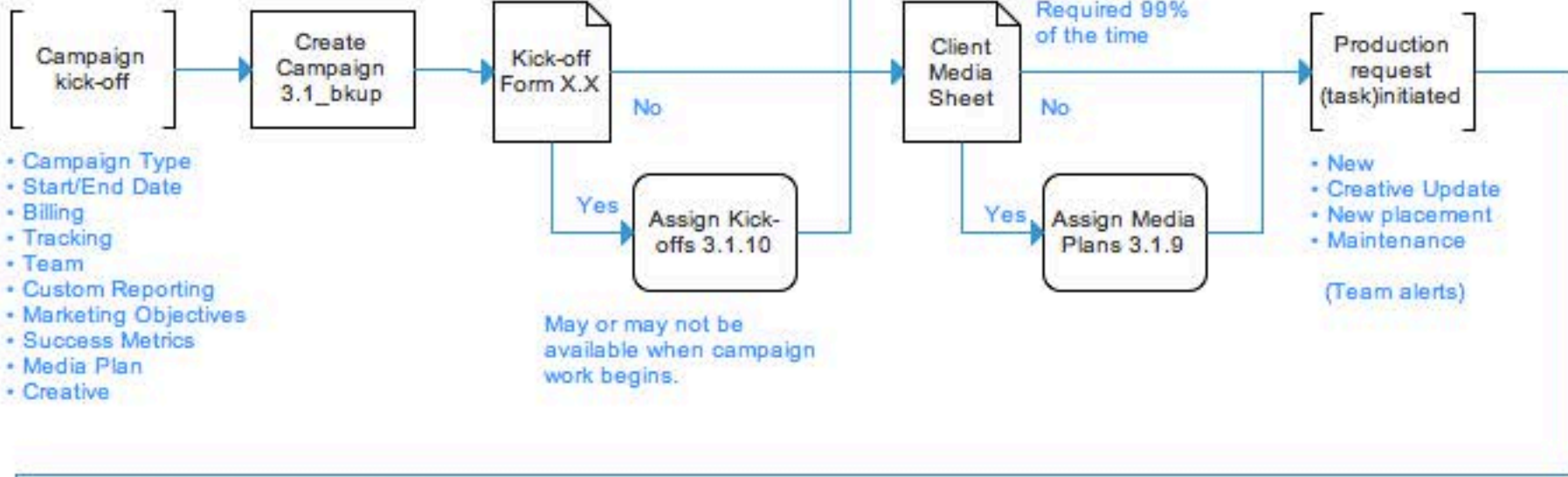


Site Footer

Update/Edit Campaign

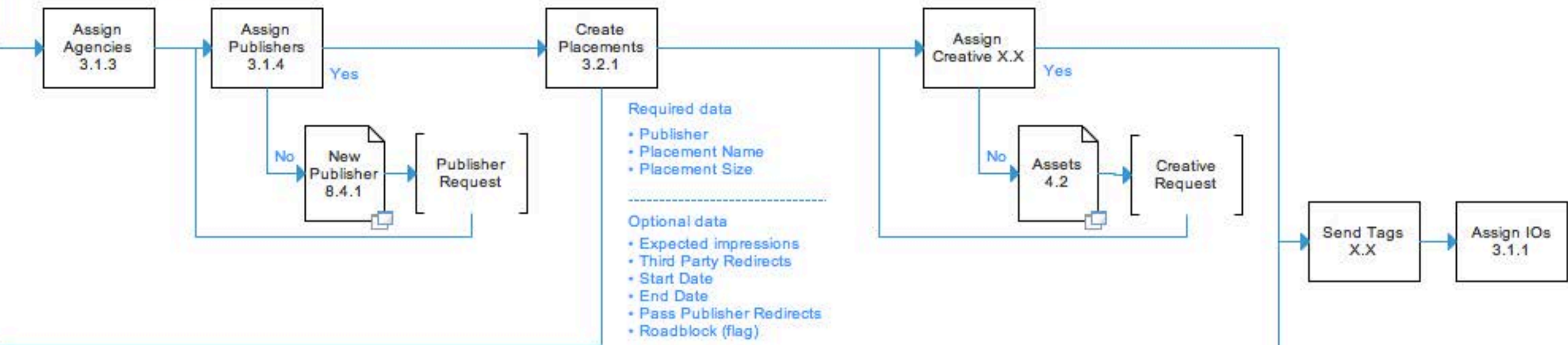


New Campaign

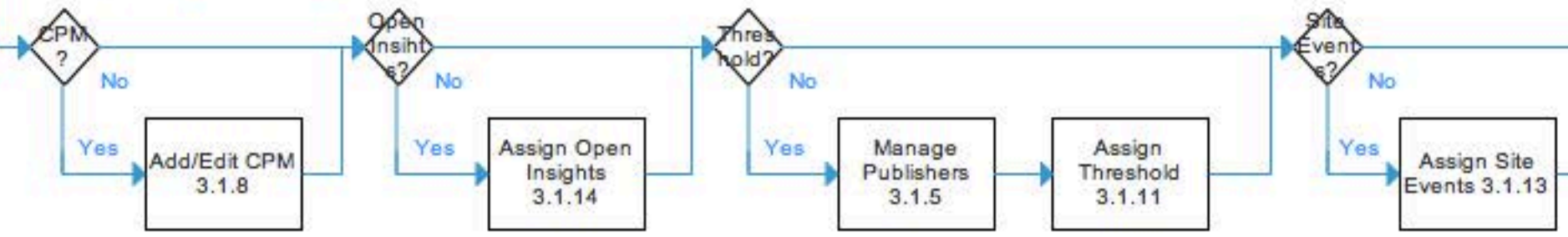


- Campaign Type
- Start/End Date
- Billing
- Tracking
- Team
- Custom Reporting
- Marketing Objectives
- Success Metrics
- Media Plan
- Creative

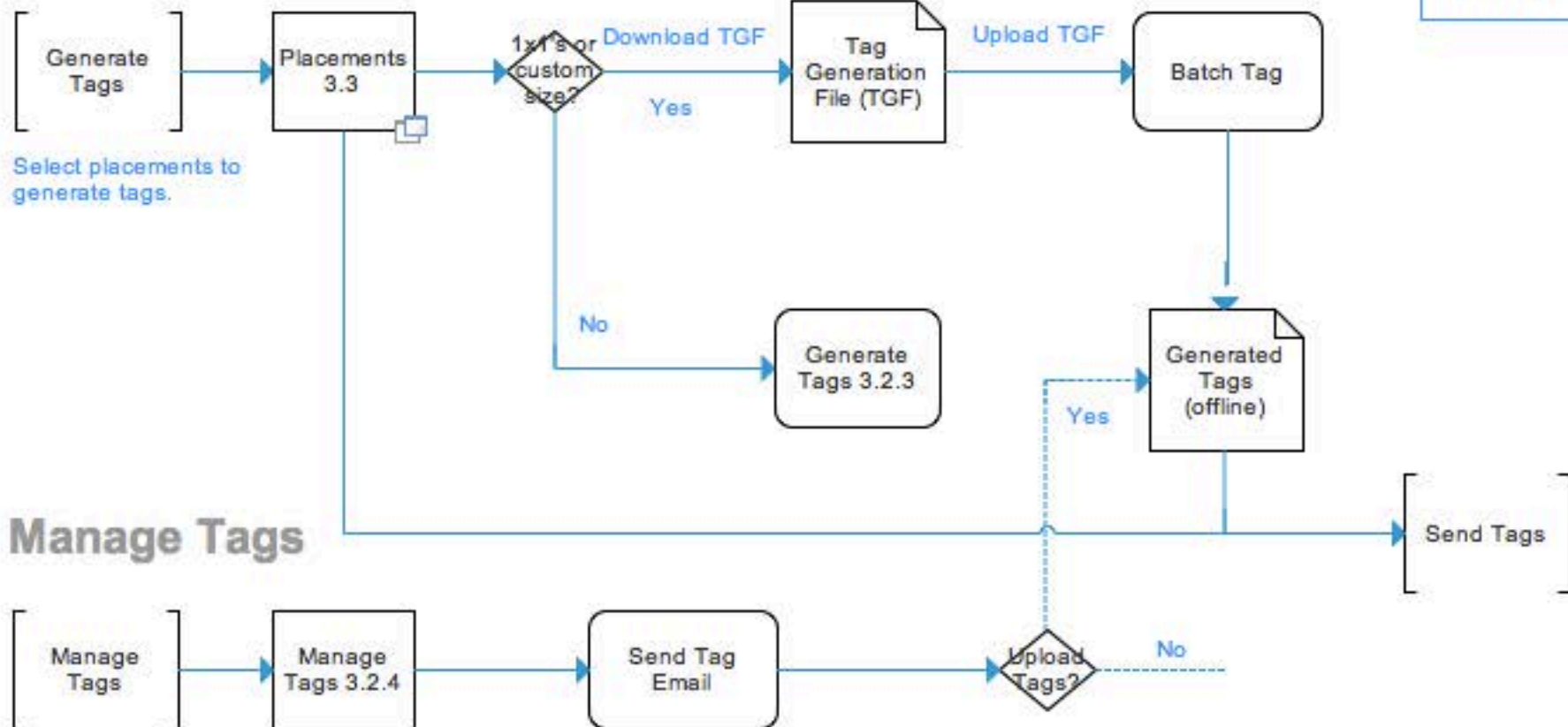
Required to generate/publish tags

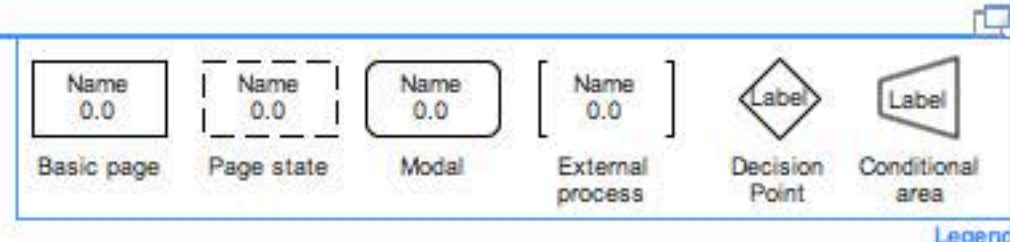


*Not required to generate tags

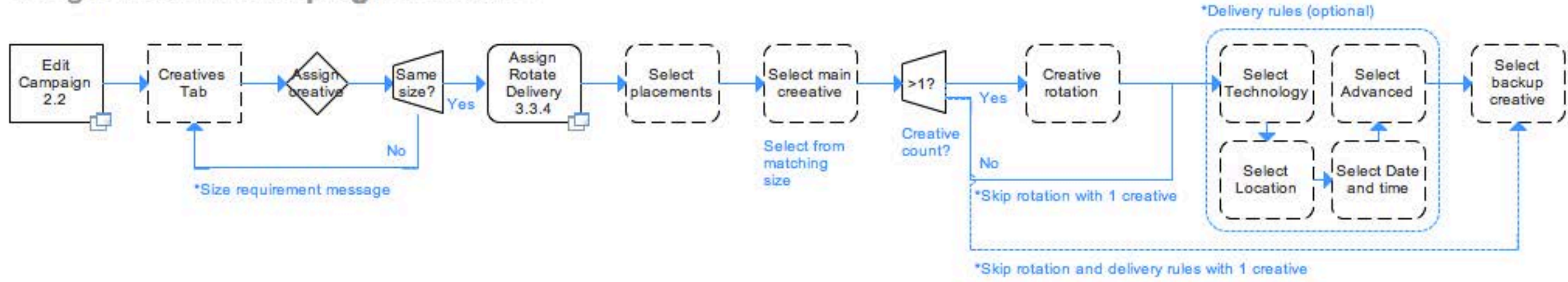


Generate Tags

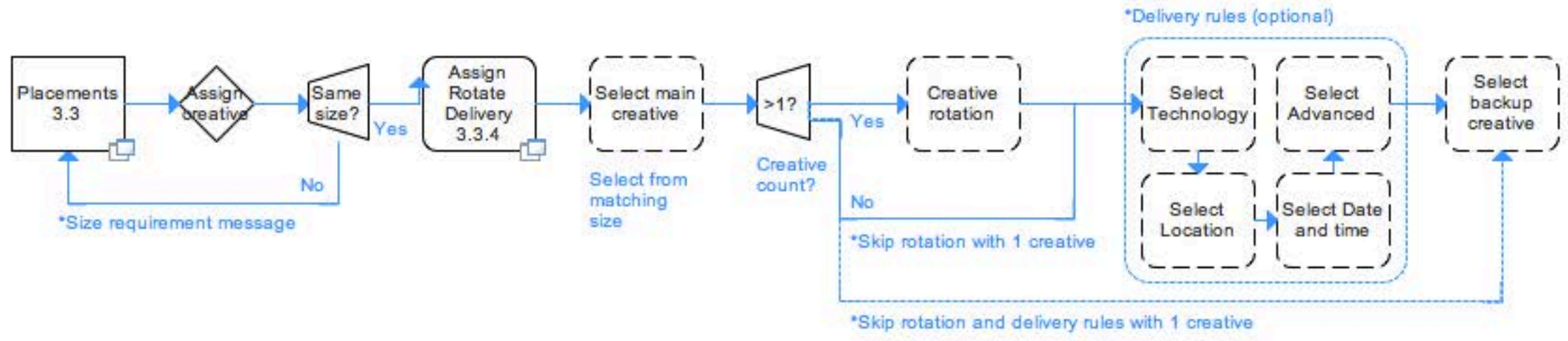




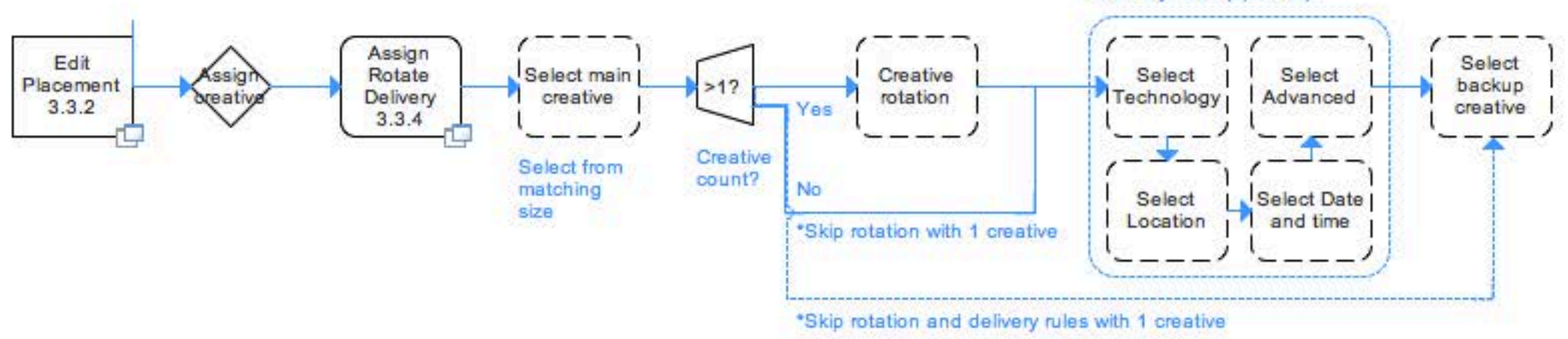
Assign creative: Campaign creatives



Assign creative: Placements across campaigns -or- campaign placements



Assign creative: Single placement



Under/Over Delivering (concept model)

Over Delivering is determined when the total number of actual impressions is greater than 10% (default) of expected impressions at a placement level.

Under Delivering is determined when the total number of actual impressions is less than 10% (default) of expected impressions at a placement level.

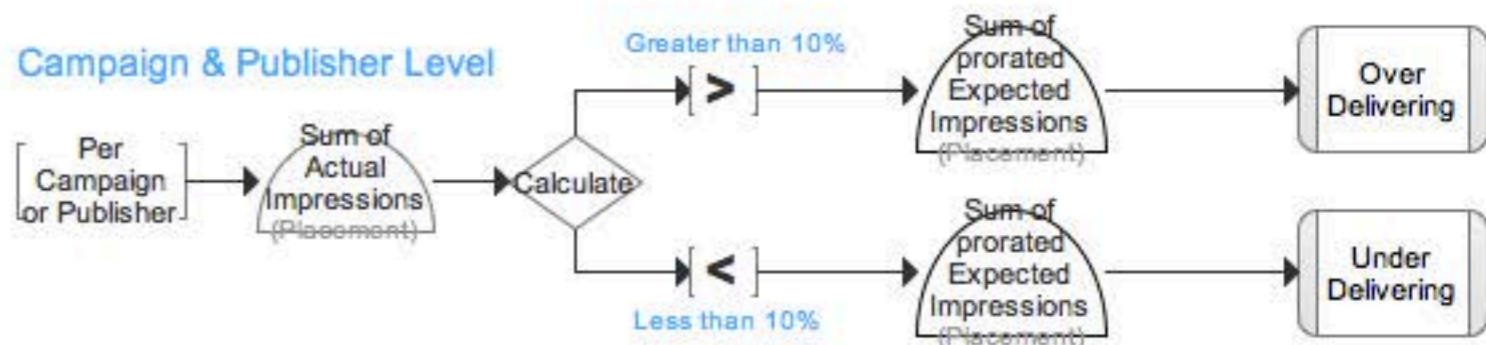
If there is at least one placement in a campaign and it is either over delivering or under delivering based on the definitions above, there will be an indicator at the placement, publisher and campaign levels.

- The calculations exist at the placement, publisher, and campaign levels.
- Calculations at the publisher and campaign levels are based on the sum of multiple placements' expected impressions and the start date of a placement's first start date and the end date of a placement's last expected date

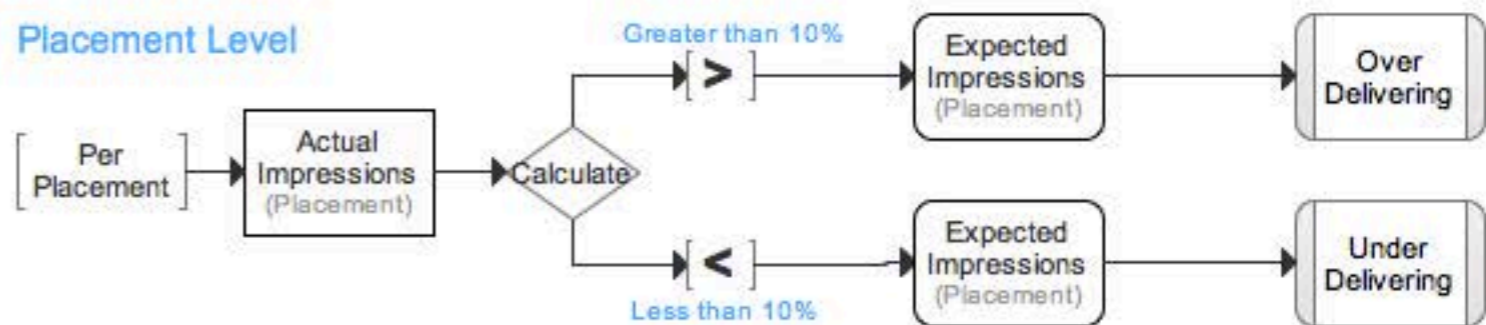
Note: Over Delivering and Under Delivering statuses will not exist together at a campaign and/or publisher level, nor a single placement. Each entity can only have one status, Over Delivering or Under Delivering.



Campaign & Publisher Level



Placement Level

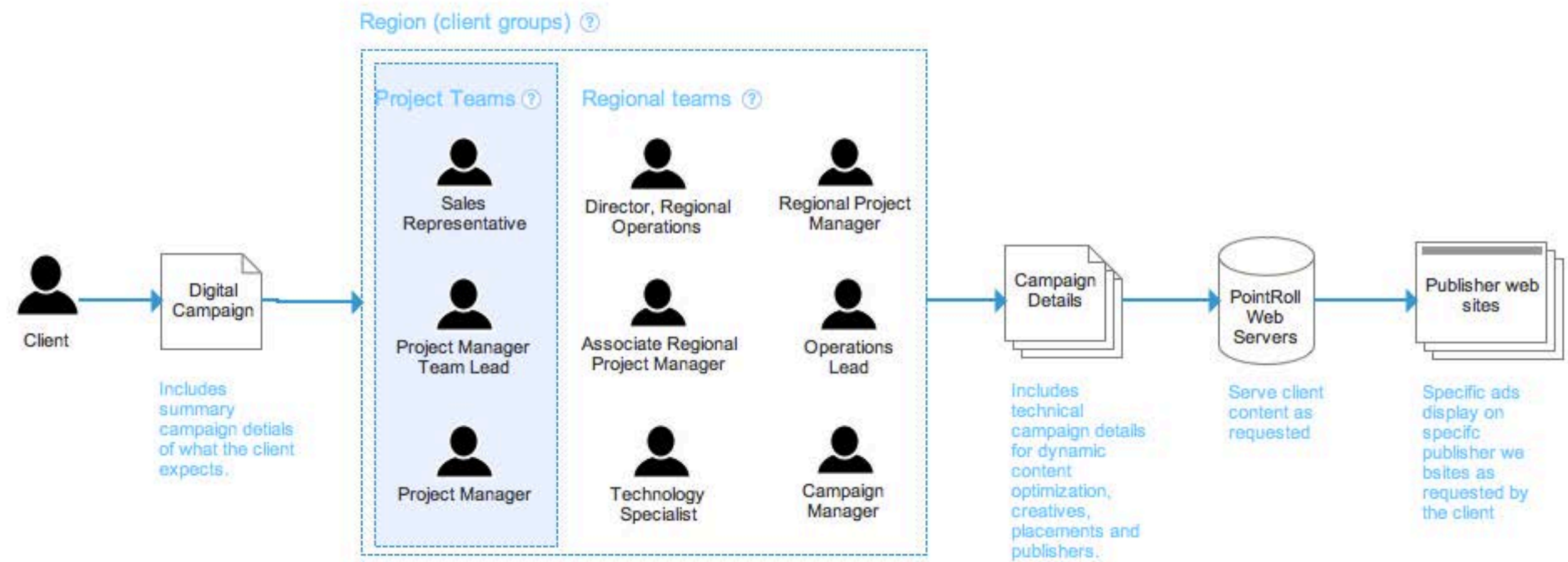


Page Name 0.0	Page Name 0.0	Page Name 0.0	Page Name 0.0	External link	Form
Basic page	Multiple pages	Overlay	Future page		

Legend

PointRoll Organizational Workflow

The diagram below illustrates the general flow and PointRoll players in a typical client experience. The support roles and hierarchy ensure clients have the dedicated support they need.



View PointRoll operational org chart here...
<https://wiki.pointroll.com/display/PROP/Campaign+Services+Team+Alignments>