



**VIZTRADE**

# AGENCY GUIDE

**AGENCY USER GUIDE VERSION 1.0**

# GETTING STARTED

---

## Get Your Creative Ready:

Before creating an account with Viztrade, we recommend that you get your creative ready. We accept gif, jpeg and png files. If you are using third-party ad tags, have them ready to go.

## Get Your Payment Ready:

You will need credit card details to pay for all your campaigns. You have the option to use your own credit card or you can add your client's credit card to your account.

## Where Do You Want Your Ad?:

We recommend that you have an idea of where you would like your advertisement to be placed. When you begin the campaign process you will need to target from our extensive list of publishers.

# CREATE AN ACCOUNT

---

## New Agency Account:

It is very simple to create an Agency account on Viztrade. On the Viztrade website select the ‘Sign up for free’ tab and follow the prompts.

## Account Approval:

All accounts must be approved by Viztrade before you can access. This is done within 24hrs of you signing up

# ADDING ADVERTISERS

---

When you first log into Viztrade, you arrive on a dashboard. As a first time user, there will be no information on your dashboard. In order to add campaigns, you need to add advertisers into your account first.

## Add / Assign Advertisers:

Select 'Advertiser' in the main navigation panel. In the top right corner there are two options, "Add Advertiser" or "Assign Advertiser." You may add an advertiser to the Viztrade system or assign an advertiser that is already in the system.

## Advertiser Approval:

Advertisers will receive a Viztrade notification requesting approval to join your agency Viztrade account. Once approved you can add campaigns on their behalf.

**VIZTRADE** *Agency User Guide*

# ADDING A CAMPAIGN

---

Once an advertiser accepts your request, they are now in the system and you can add a campaign on their behalf. Select Campaigns in the main navigation.

## To Add a Campaign:

Select “Add Campaign” in top right corner to begin...

# STEP 1

**Campaign Name:** Name the campaign

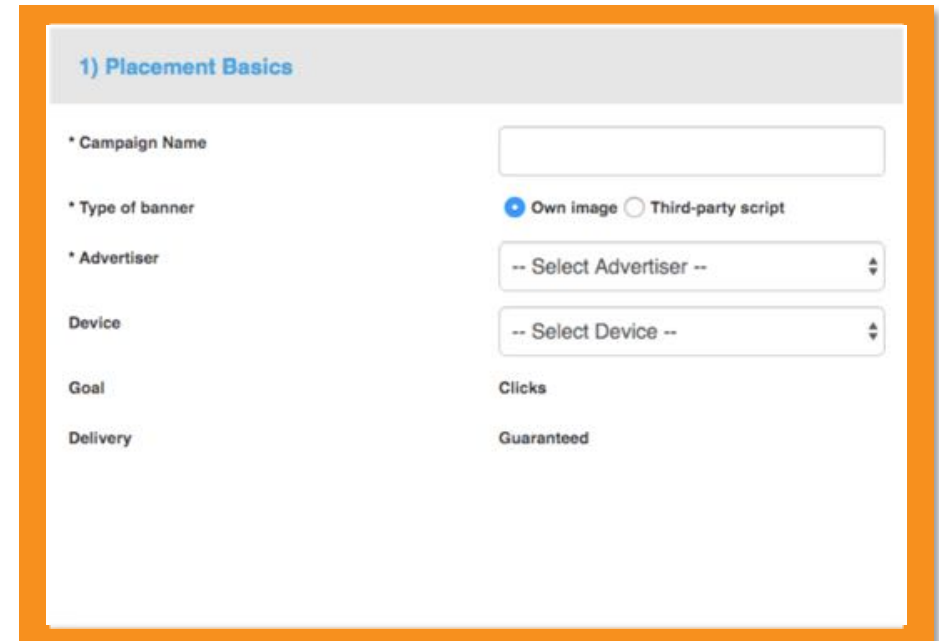
**Type of Banner:** Select “own image” if you are uploading a file or “third-party script” if your advertiser requires you to use third-party ad tags.\*

**Advertiser:** Select company you are creating campaign for (you have added them in as advertisers)

**Device:** select all (or if you want another device, specifically select that)

**Goal:** Clicks (default)

**Delivery:** Guaranteed (default)



1) Placement Basics

\* Campaign Name

\* Type of banner  Own image  Third-party script

\* Advertiser

Device

Goal Clicks

Delivery Guaranteed

\* You will need to request permission at [simon@Viztrade.com](mailto:simon@Viztrade.com) to enable third-party ad tags

# STEP 2

---

**ADD CAMPAIGN**

2) Targeting

Example

Regions Networks

Publication title	Inventory title	Position	Adunit	CPM	Select
Example	Leader_Header	Premium	728x90	15.00	<input type="checkbox"/>
Example	Main_Mrec	Premium	300x250	15.00	<input checked="" type="checkbox"/>

## Select Targeting:

Type in the town or website that you would like your advertisement to appear on. You can also search by region or by network and buy across multiple sites at once.

## Select inventory:

This is the position you want your ad to appear on.

# STEP 3

## Dates & Budget :

Once you select dates, you will be shown how many impressions are available. Rather than ask how many impressions you want, we ask you to submit a budget. If you put in a budget that exceeds the amount of available impressions, the system tells you the maximum budget you can spend is \$. If this occurs amend the budget you have submitted and re-submit correct amount

The screenshot displays the '3) Dates & Budget' configuration screen. It includes fields for 'Start' (2019-12-10) and 'End' (2019-12-24) dates. Below these are three metrics: 'Available Impressions' (120960), 'Imps to Buy' (4444), and 'Reach' (3171). A 'Budget' field is set to '\$ 50'. At the bottom, a cost breakdown is shown: Media (\$44.44), Delivery Fee (\$5.56), GST (\$5), and a TOTAL COST of \$55.

Category	Value
Start	2019-12-10
End	2019-12-24
Available Impressions	120960
Imps to Buy	4444
Reach	3171
Budget	\$ 50
Media	\$44.44
Delivery Fee	\$5.56
GST	\$5
TOTAL COST	\$55



# STEP 4

---

## Add Banner:

Click on the "Choose File" button and find your banners. We accept gif, jpeg and png files. Please keep file size under 100kb

## Image URL re-direct:

This is where you submit a web address and when people click on the banner - they will go to the web address submitted

OR

## Third Party Ad Tags

Viztrade accepts third party ad tags for campaigns. If you require this please contact Viztrade to enable this feature.

The screenshot shows a web form titled "ADD CAMPAIGN" with a sub-header "4) Add Banner". The form contains the following elements:

- A note: "The banner should be 300x250 px."
- Two input fields: "Add Banner URL" and "Upload Banner".
- A label: "Upload your image:"
- A "Choose File" button and a text field containing "No file chosen".
- A label: "Enter your image url redirect to:"
- A text input field containing the example "i.e. http://www.example.com".

**VIZTRADE** Agency User Guide

# STEP 5

---

The screenshot shows a web form titled "Select a Payment Method". At the top, there are two radio buttons: "My account" (which is selected) and "Advertiser". Below this is a section titled "Add New Credit or Debit Card" with logos for VISA, MASTERCARD, and AMERICAN EXPRESS. The form contains three input fields: "Name on Card" (a single line), "Card Number" (a long line), and "Expiration" (a shorter line with a calendar icon). Below these is a "Security Code" field (a short line). At the bottom right of the form are "Cancel" and "Continue" buttons.

## Select a Payment Method:

Enter in the details of the card that you are wishing to purchase the campaign with. At the top you select My Account for your own card or Advertiser if you are using your clients card.

# STEP 6

---

Review, Confirm, Live...

Confirm Campaign



# REPORTING

Viztrade provides full campaign reporting. Below is an example of our reporting metrics:

## Overview

(Status) Campaign name  
(Complete) Theatre Royal

From - to  
2019-08-15 - 2019-09-19

Budget  
\$549.99 (+ GST)

Max CPM  
\$15

Delivery  
Guaranteed

Advertiser  
Auto Pro

Advertiser Category  
Auto

Goal  
Clicks

## Performance

Start: 2019-08-15 [Calendar Icon] End: 2019-09-19 [Calendar Icon]

Title	Device	Adunit	Position	Delivered Imps	Media Spend	Total Cost	Actions	CPA	AR	CPM
Midland Express	All	728x90	Premium	16386	\$245.79	\$304.15	46	\$5.34	0.28%	\$15
Castlemaine Mail	All	728x90	Premium	4077	\$61.16	\$75.66	20	\$3.06	0.49%	\$15
<b>TOTAL</b>				<b>20463</b>	<b>\$306.95</b>	<b>\$379.81</b>	<b>66</b>	<b>\$4.85</b>	<b>0.32%</b>	<b>\$15</b>