



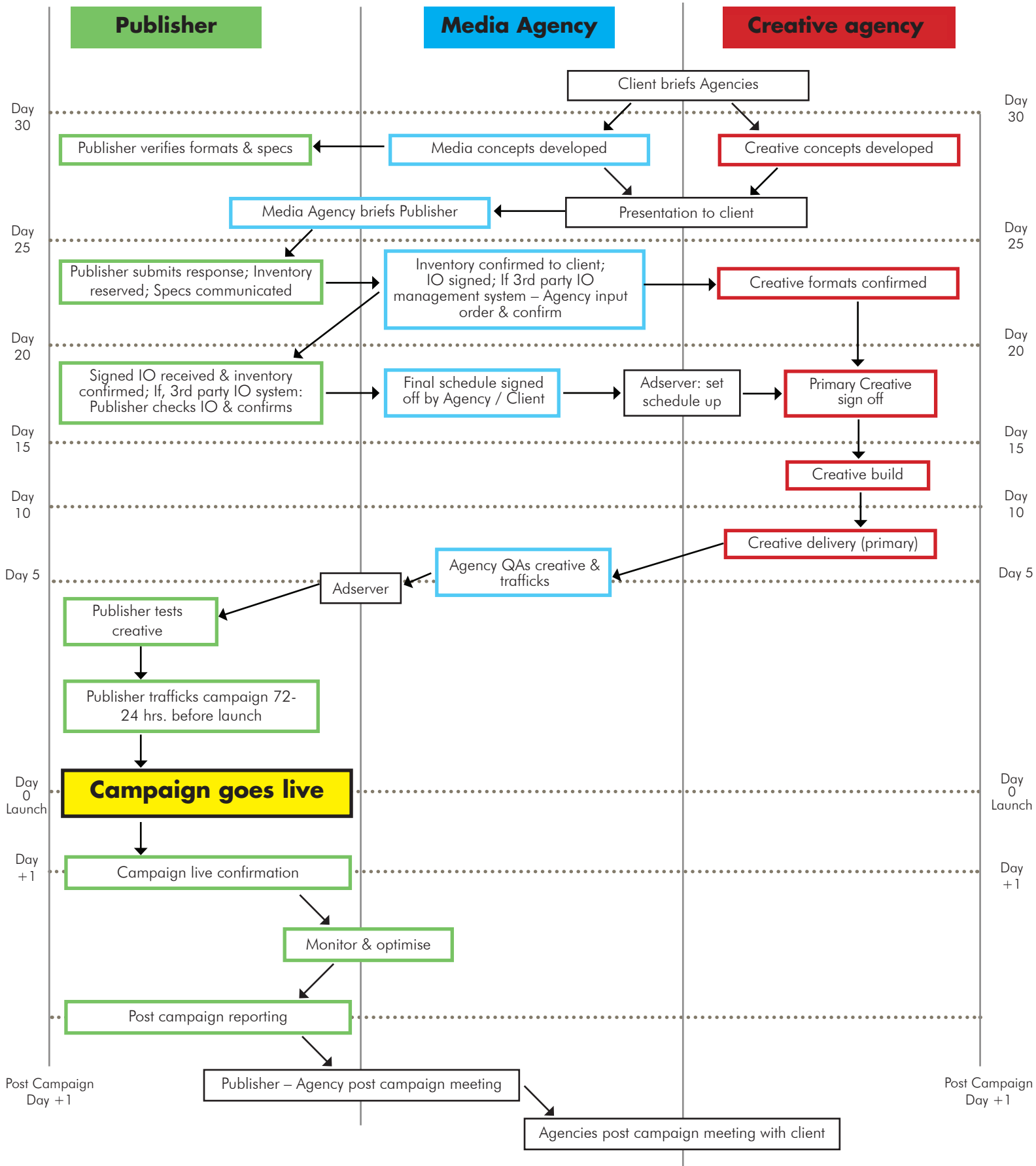
Digital Ad Operations

Standard Campaign Workflow

**Produced by the
IAB Standards and Guidelines Council
Digital Workflow Working Group**

October, 2014

STANDARD CAMPAIGN



DETAILED STEPS

This workflow applies to IAB standard ad units and/or which may be publisher specific but do not require custom creation or editorial: www.iab.net/adunitportfolio

30+ DAYS: CLIENT BRIEFS AGENCIES > MEDIA CONCEPTS > PUBLISHER VERIFIES

- Joint briefing by client of all campaign objectives.
- Agency to identify if Symphony and / or other will be used — Agency to advise client on turn around times with Publisher(s).
- Publisher engaged by Agency to verify the available specs and/or formats available — Agency directed to most up to date specs if required.

30-25 DAYS: CREATIVE CONCEPTS DEVELOPED

- Creative Agency develops concepts as part of overall campaign concept.
- If necessary, Creative and Media agencies jointly develop overall campaign concept.
- Media agency shares publisher formats and specs if required or recently updated to creative team.
- Initial online display advertising concepts to be generated either within standard formats, or with a view to creating a custom format with a publisher (refer to Custom Workflow if required).

30-25 DAYS: PRESENTATION TO CLIENT

- Media and / or Creative Agency present concepts to clients to ensure creative concepts can be delivered in media.
- Any concept revisions will happen through feedback at this stage — Publisher/Agency to advise on impacts to turn around times of publisher and/or go live date and feedback to Publisher if required.

DAY 25: MEDIA AGENCY BRIEFS PUBLISHER > PUBLISHER SUBMITS RESPONSE > IO CONFIRMED & SIGNED

- Agency discusses requirements with AM.
- AM pulls together initial IO and bookings details — Inventory reservation occurs (if supported by Publisher) and Publisher confirms required timeframe.
- Media Agency reviews all publisher responses and confirms IOs.
- IOs are signed and Publishers commit IOs to internal processes.
- Publisher begins creative acquisition process by re-communicating specs and creative requirements to Media Agency/Creative Agency.

DAY 25-20: CREATIVE FORMATS CONFIRMED

- Media agencies supply Creative agencies with specific publisher formats to consider creative.
- (Note: All Publishers specifications should be available to creative agencies on the IAB Australia Specs Database.)
- Creative Agency begins creating executions specific to the formats that have been proposed by the Media Agency.

DAY 20-15: ADSERVER SCHEDULE SET UP

- Agency Ops Team sets up initial schedule within 3rd party rich media vendor (RMV) if required.

DAY 20-15: PRIMARY CREATIVE SIGNOFF

- Based on media agency brief, all sizes and formats should be signed off (flats/scamps) by client and/or Media Agency (upon prior agreement with client).

DAY 15-10: CREATIVE BUILD

- Once final creative is signed off and media schedule is received, creative agency builds all formats and executions.

DAY 10 5: CREATIVE DELIVERY

- Once all assets have been built to spec, Creative Agency to QA the creative execution according to Publisher specs and requirements and supply to Media Agency/direct to Publisher (if previously agreed).
- This step may need to go through several iterations if Publisher checks identify issues in creative execution or

tagging.

- Potential: Joint meeting to understand impact of creative on campaign delivery and performance.

DAY 5: MEDIA AGENCY QAs CREATIVE & TRAFFICKS

- QA of creative files and content — spelling; click macros; flash vrsn; size; general content.
- Trafficks to 3rd party RMV and/or sends to publisher.

DAY 5 - 1: PUBLISHER TESTS CREATIVE > TRAFFICKS CAMPAIGN

- Publisher Ops team receive tags and/or creative files and tests vs. specs and creative requirements. E.g. full functionality of all creative vs. creative acceptance; click through; tracking pixels; size/spelling/flash vrsn etc.
- Once final testing complete, assign to correct flight and sets to go live as per IO details.

+1 DAY: PUBLISHER CONFIRMS CAMPAIGN LAUNCH

- Ops confirms launch of campaign to AM/Media Agency/client — including an initial delivery report and screengrabs.
- Publisher to confirm if screengrab is created via a testing tool or is a live site grab.

AD HOC: PUBLISHER / AGENCY MONITOR & OPTIMISE

- Ops/AM monitor daily/weekly/monthly delivery and optimises within campaign structure and/or with further input from Agency to ensure client ROI.

END DATE +1 DAY: POST CAMPAIGN REPORTING > POST ANALYSIS ALL AGENCY MEETING (optional)

- Publisher provides post campaign report with primary insights and learnings to Media Agency.
- Media agency presents final campaign performance to client and creative agency — sharing insights and learnings.