ignite

2024

TAP ORDERS

Training Binder

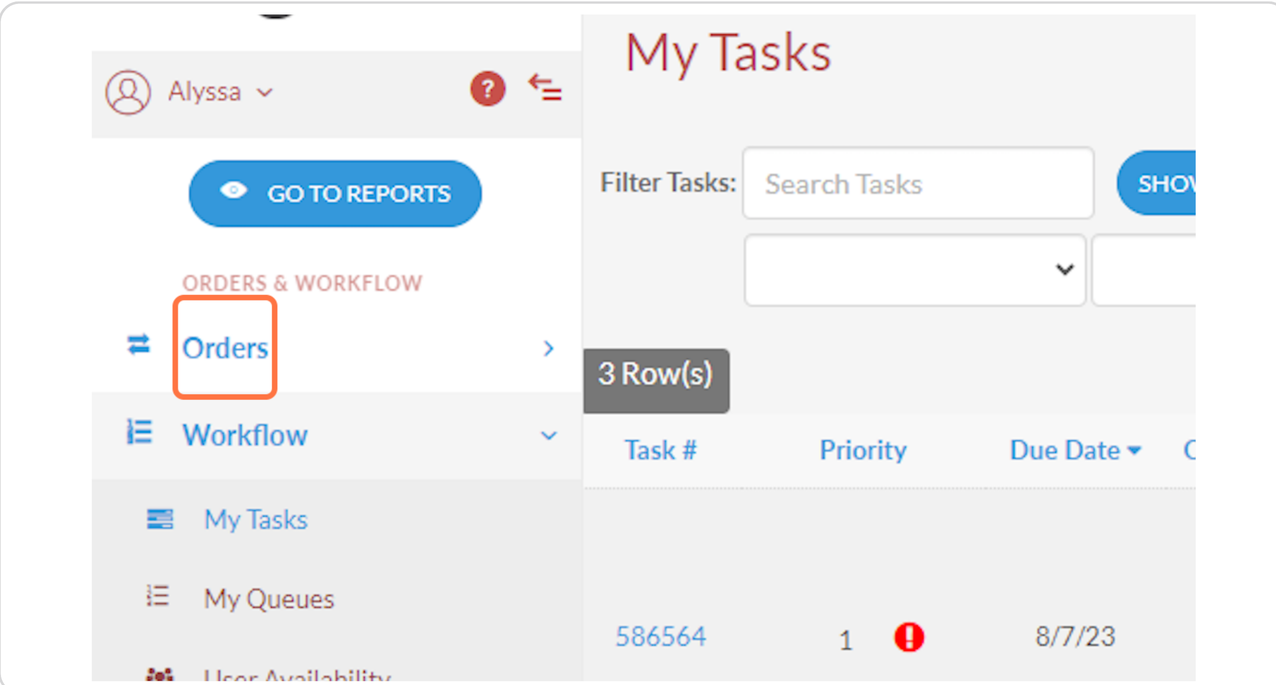
NEW CREATIVE REQUEST BY UTILIZING YOUR DCM

Townsquare Reporting

8 Steps

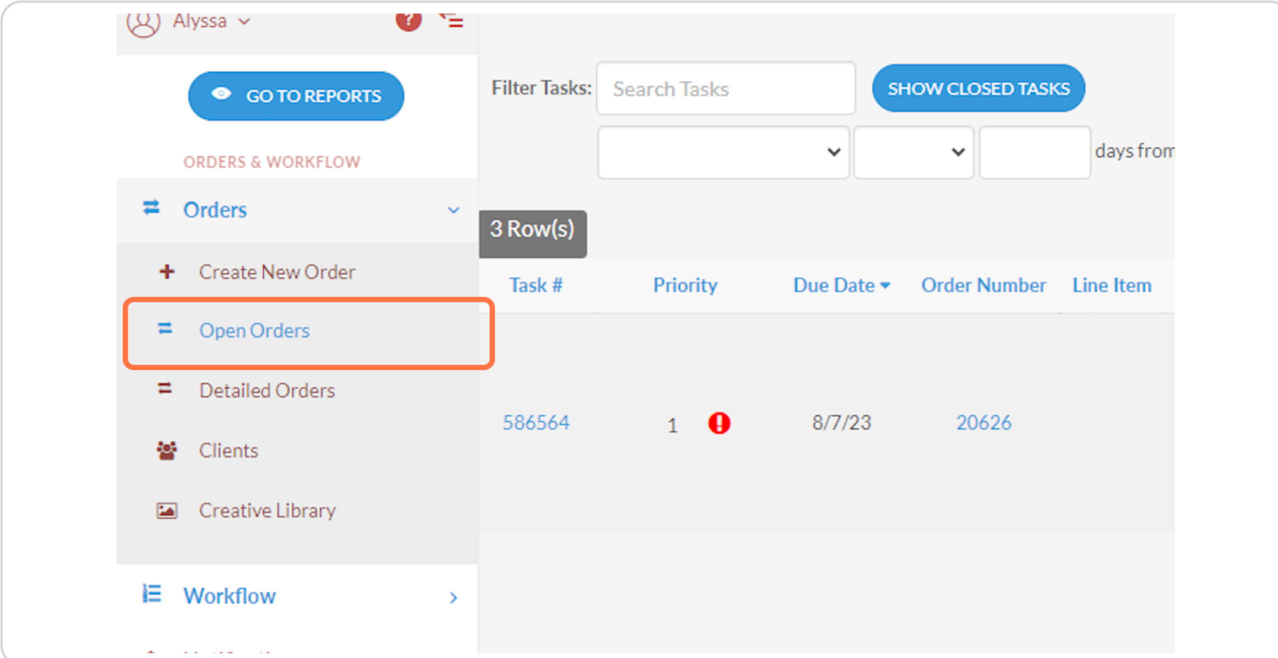
STEP 1

Click on Orders



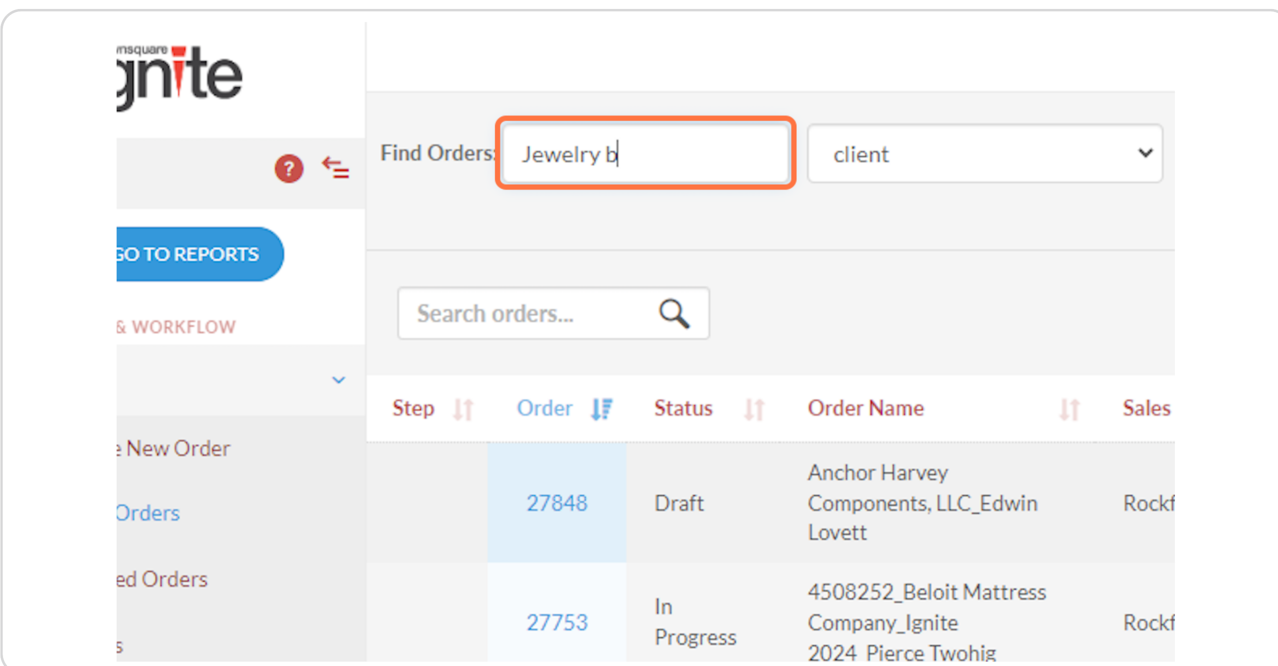
STEP 2

Click on Open Orders



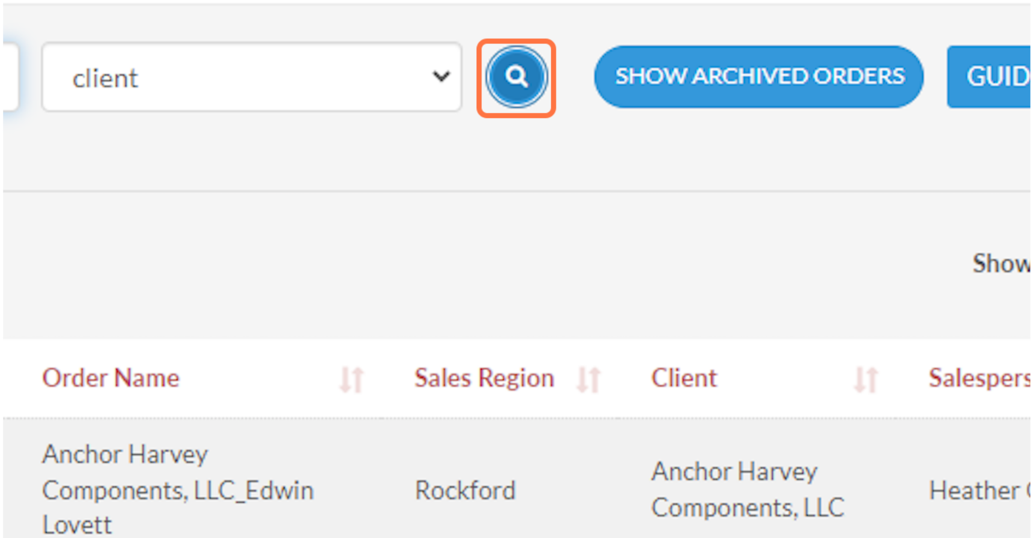
STEP 3

Type "client name"



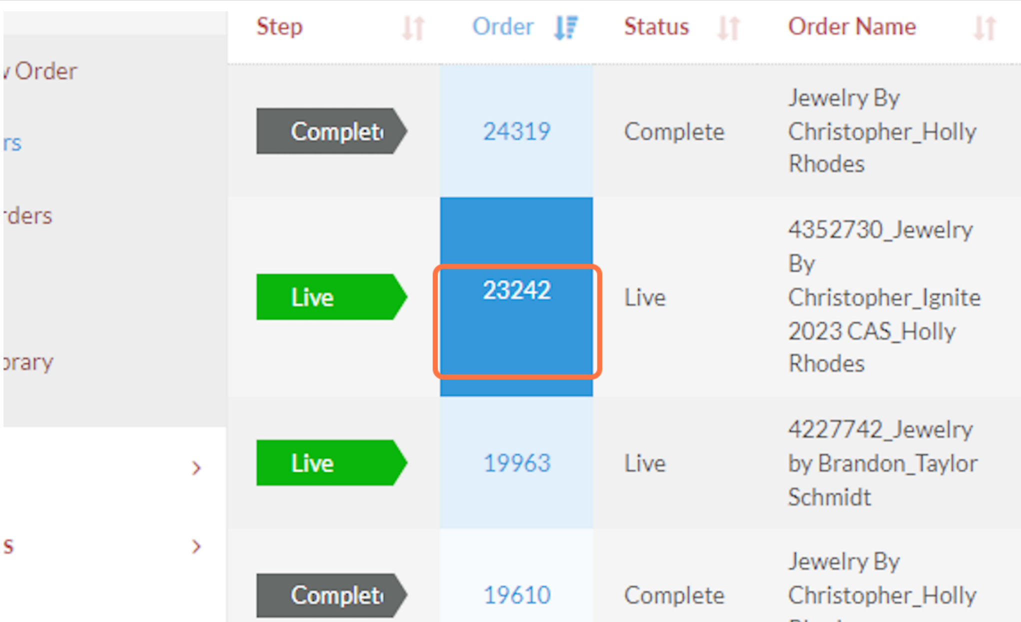
STEP 4

Click on search



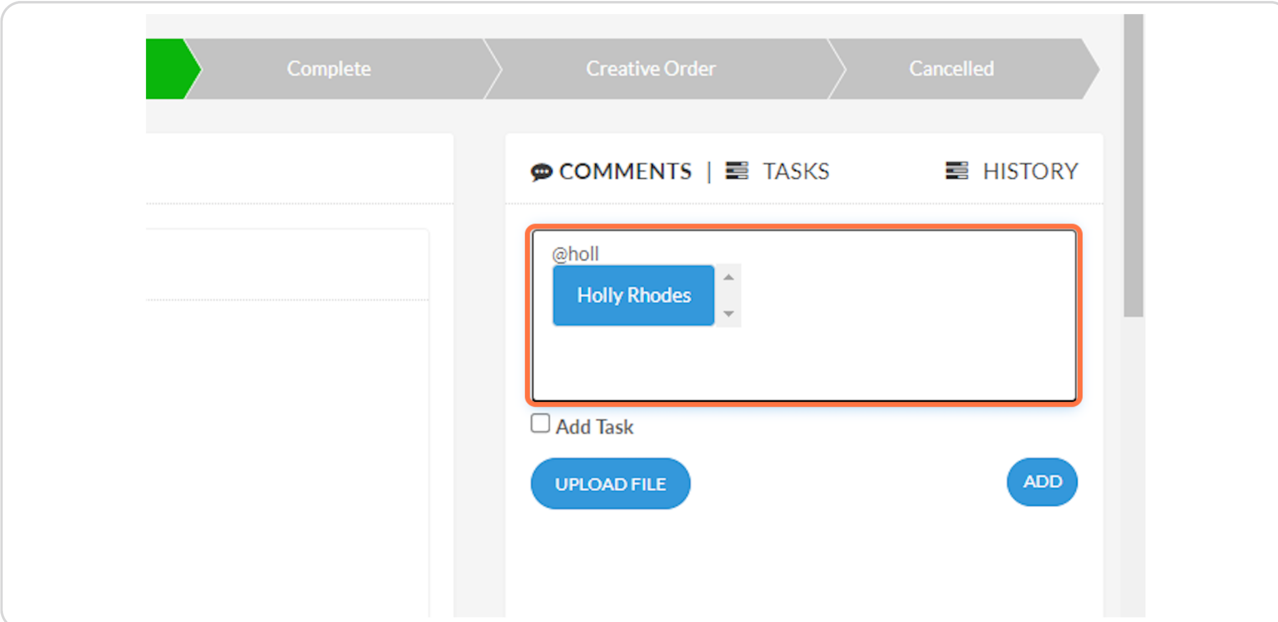
STEP 5

Click on order number of the order you want new creative for. The Order name contains the WO# if you have multiple orders with one client.



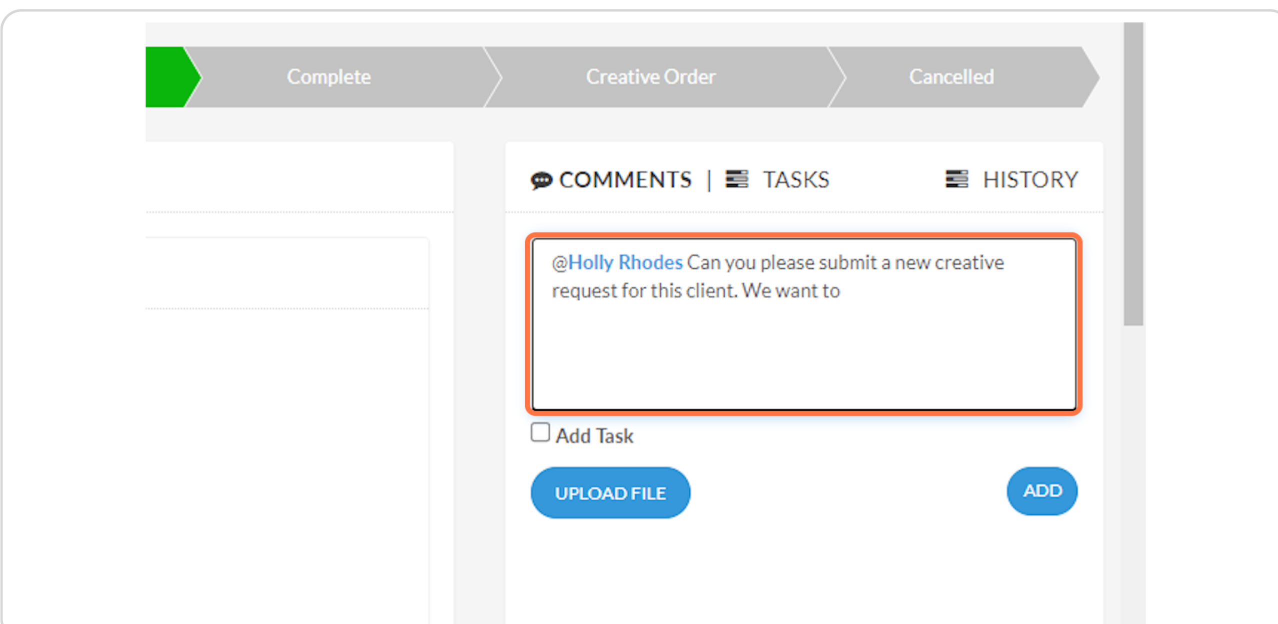
STEP 6

Type @ and your DCM's name that is assigned to the client.



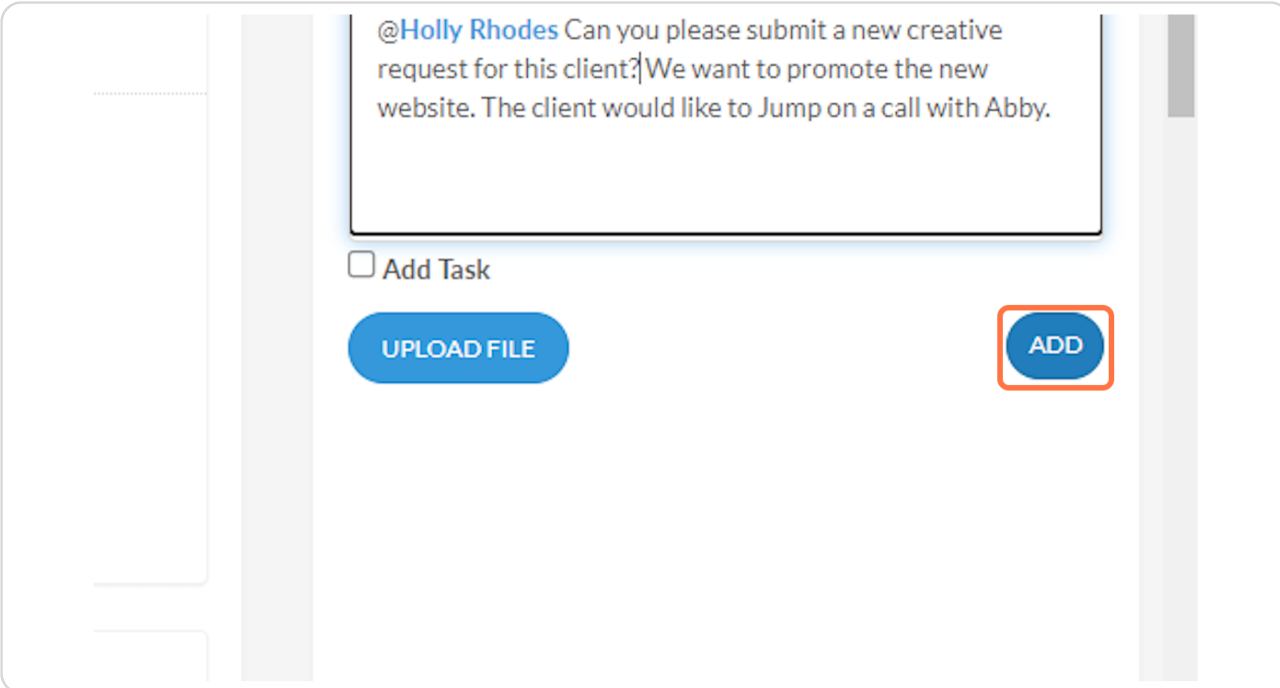
STEP 7

Type @Holly Rhodes Can you please submit a new creative request for this client. Include the details of your creative request and if you want a creative call with our Creative Directors.



STEP 8

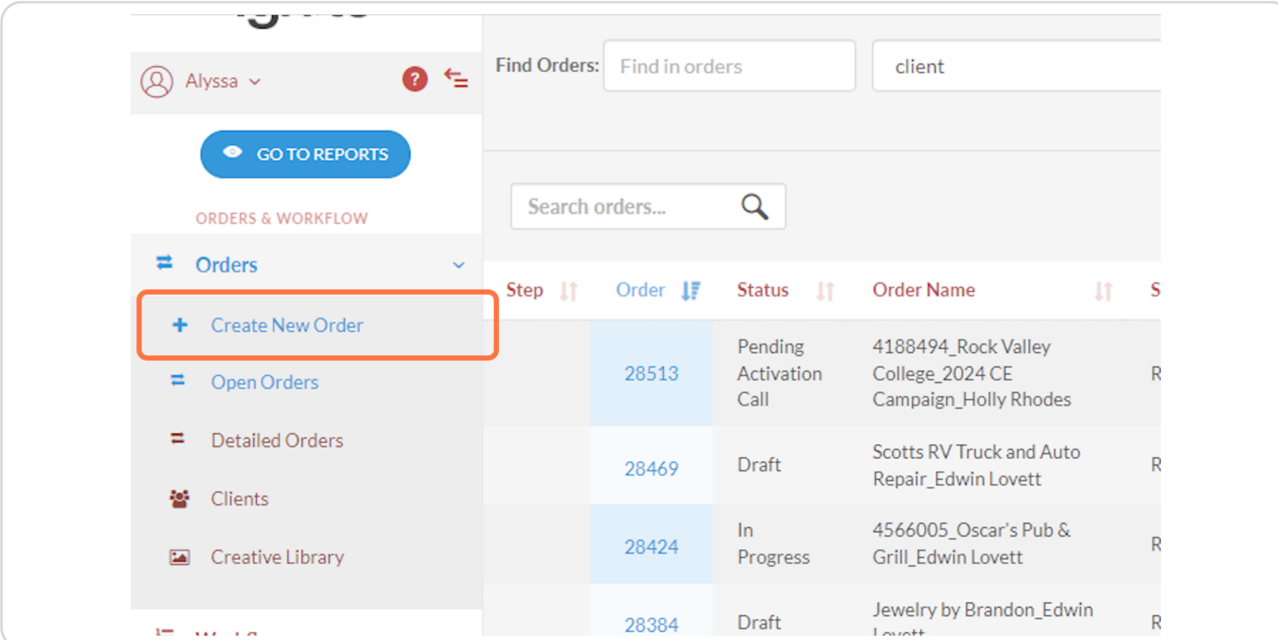
Click on ADD



CREATING NEW CREATIVE REQUEST YOURSELF

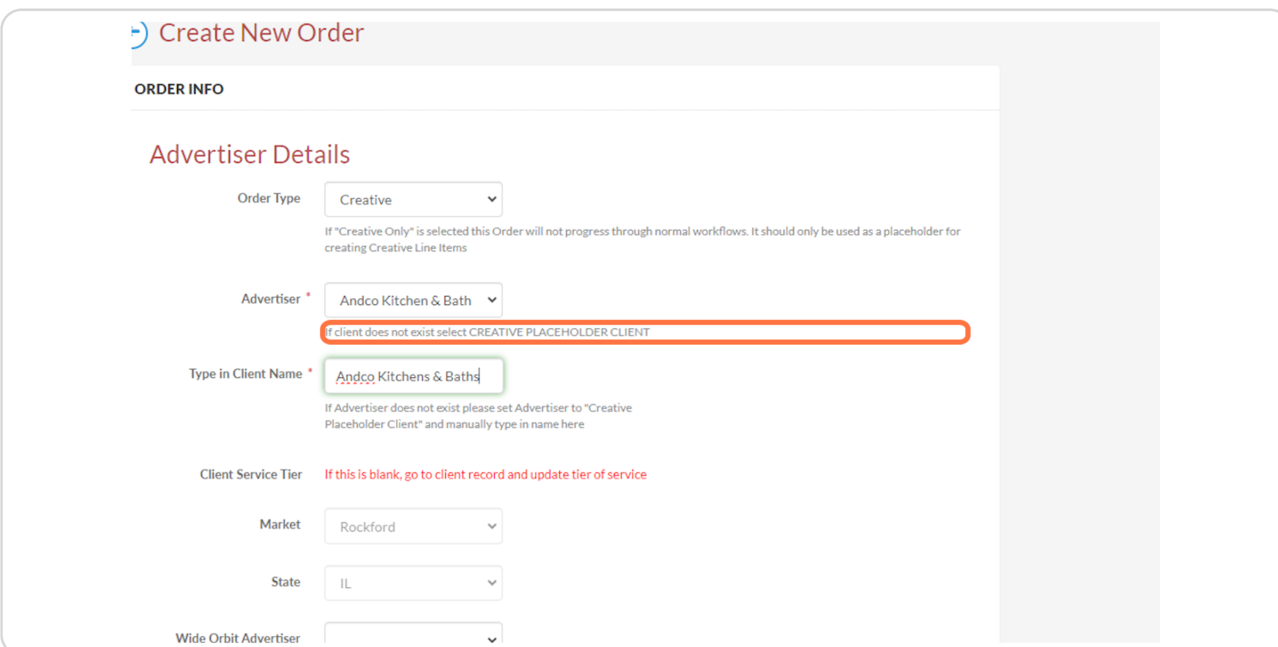
STEP 1

Click on Create New Order



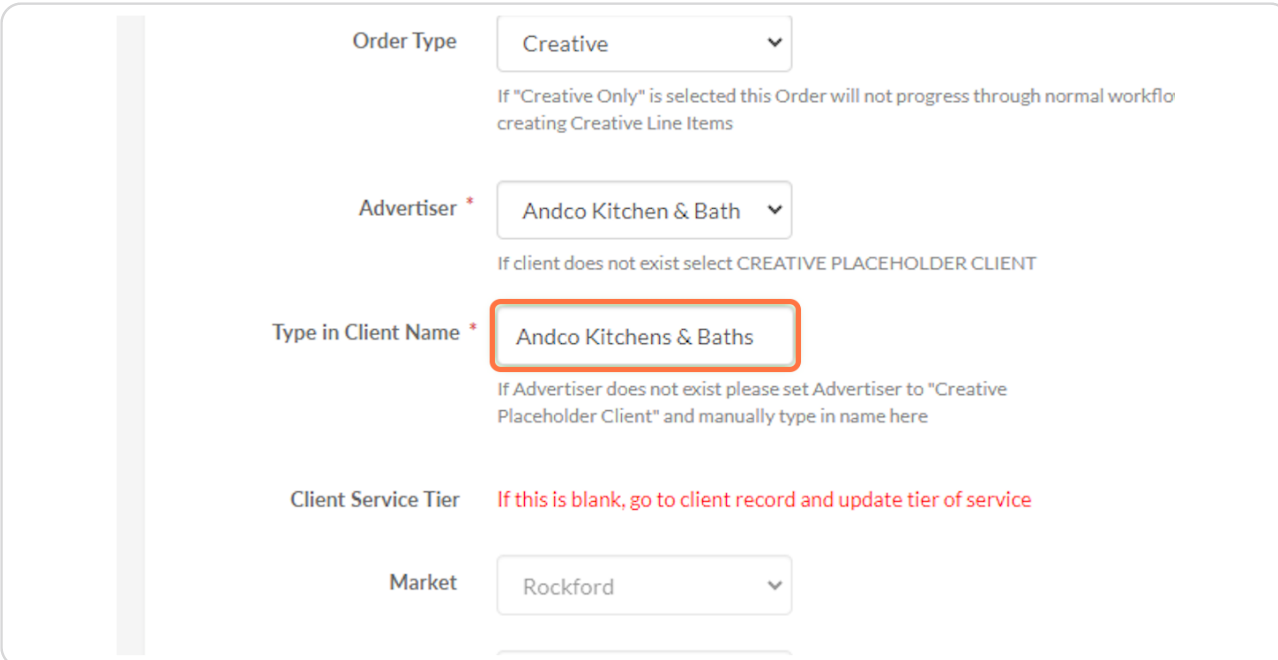
STEP 2

Select Your Client name in the advertiser drop down. If Advertiser does not exist click Creative Placeholder Client in the drop down



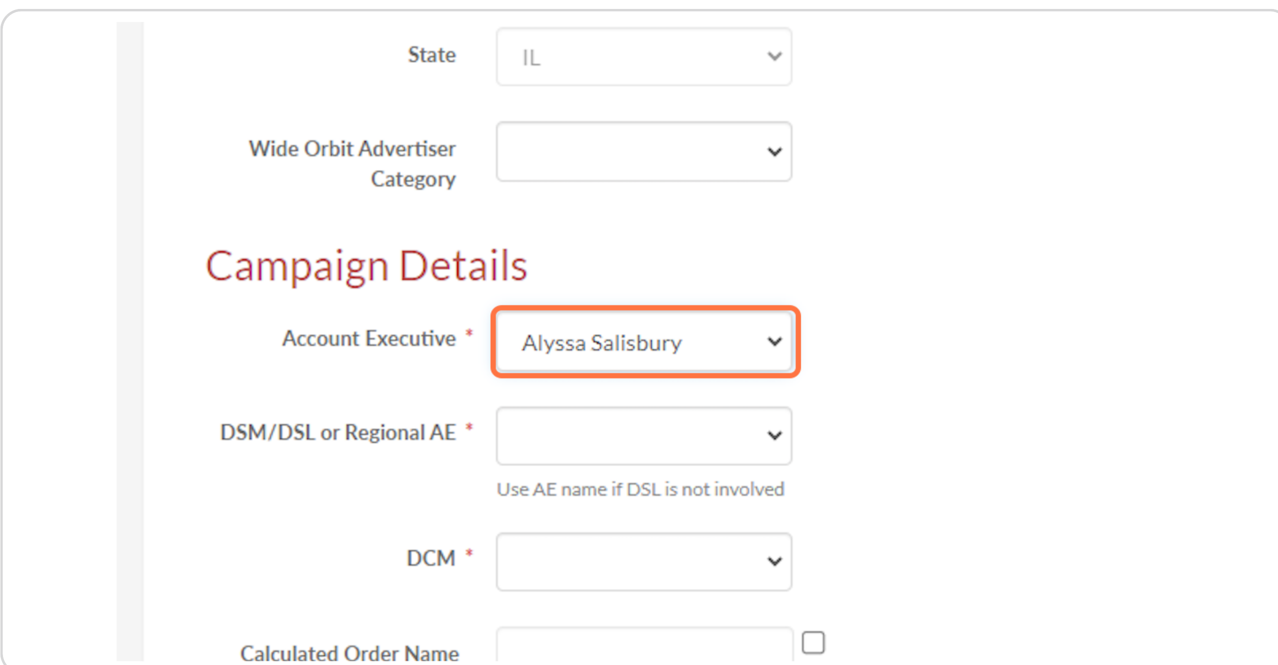
STEP 3

Type in Client Name again



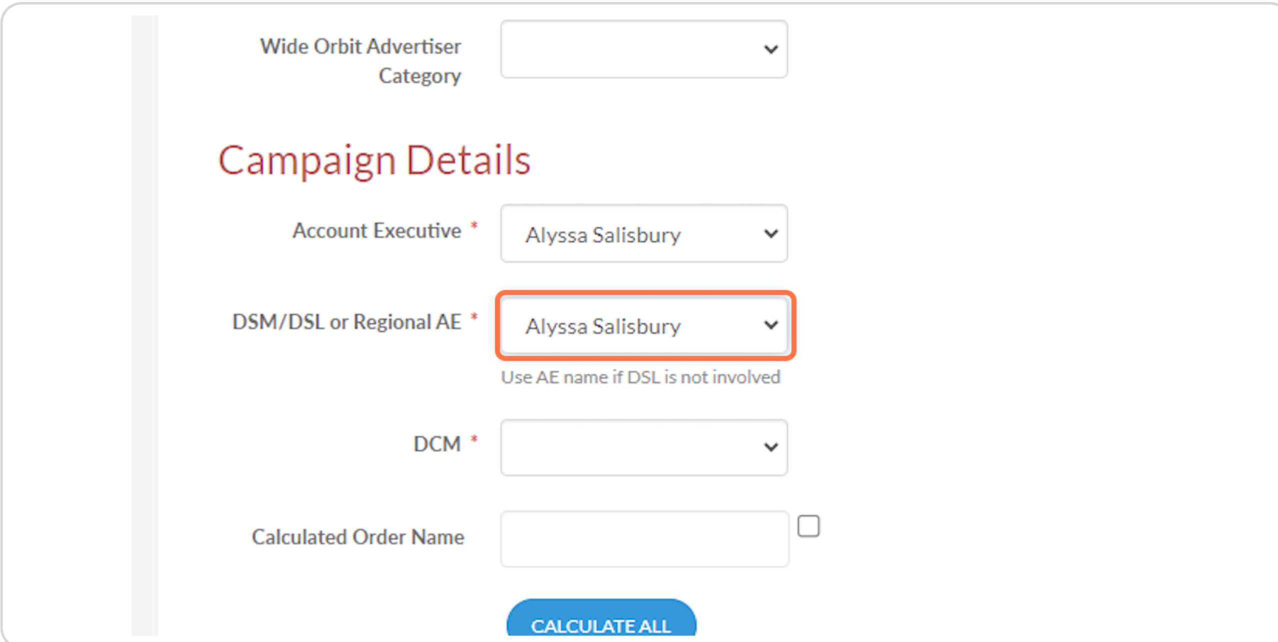
STEP 4

Select Yourself as the AE



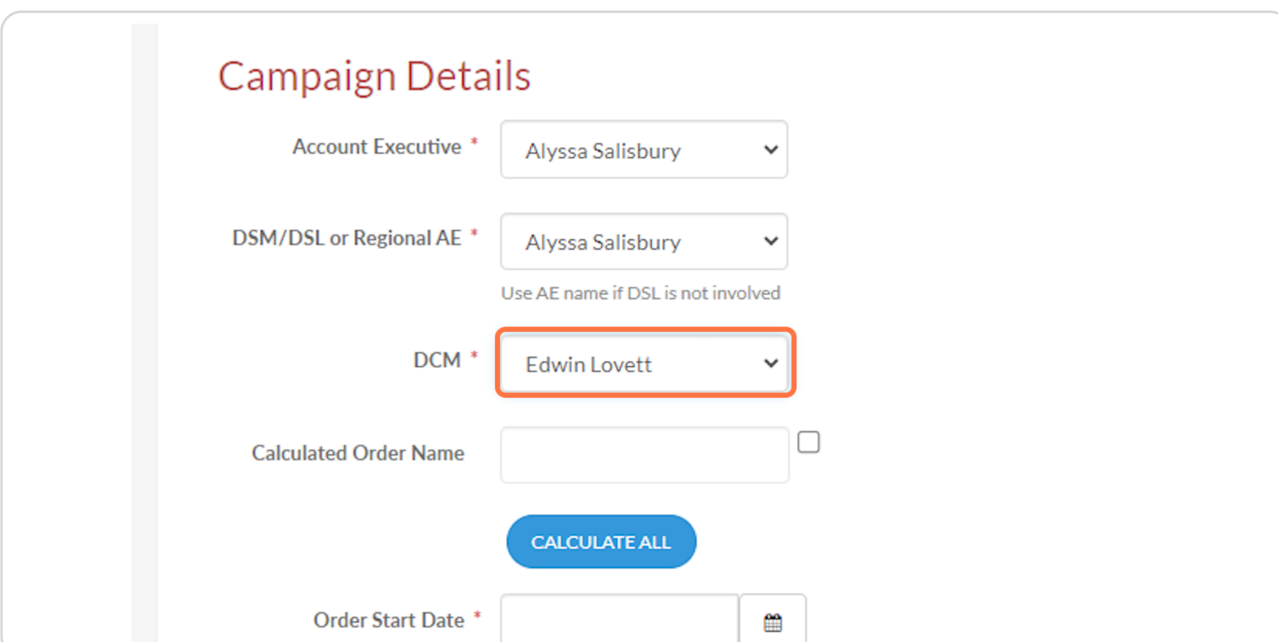
STEP 5

Select Alyssa Salisbury as the DSM/DSL



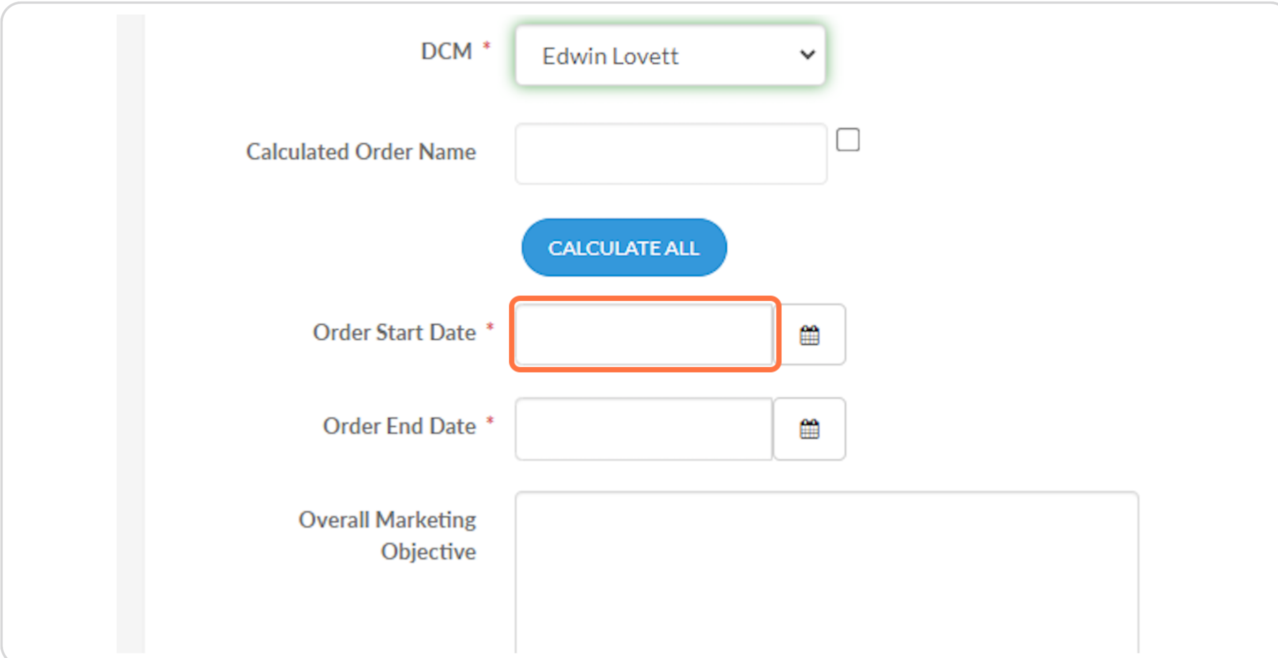
STEP 6

Select the DCM assigned to the account. This will be Edwin Lovett unless the account has an over $40K spend.



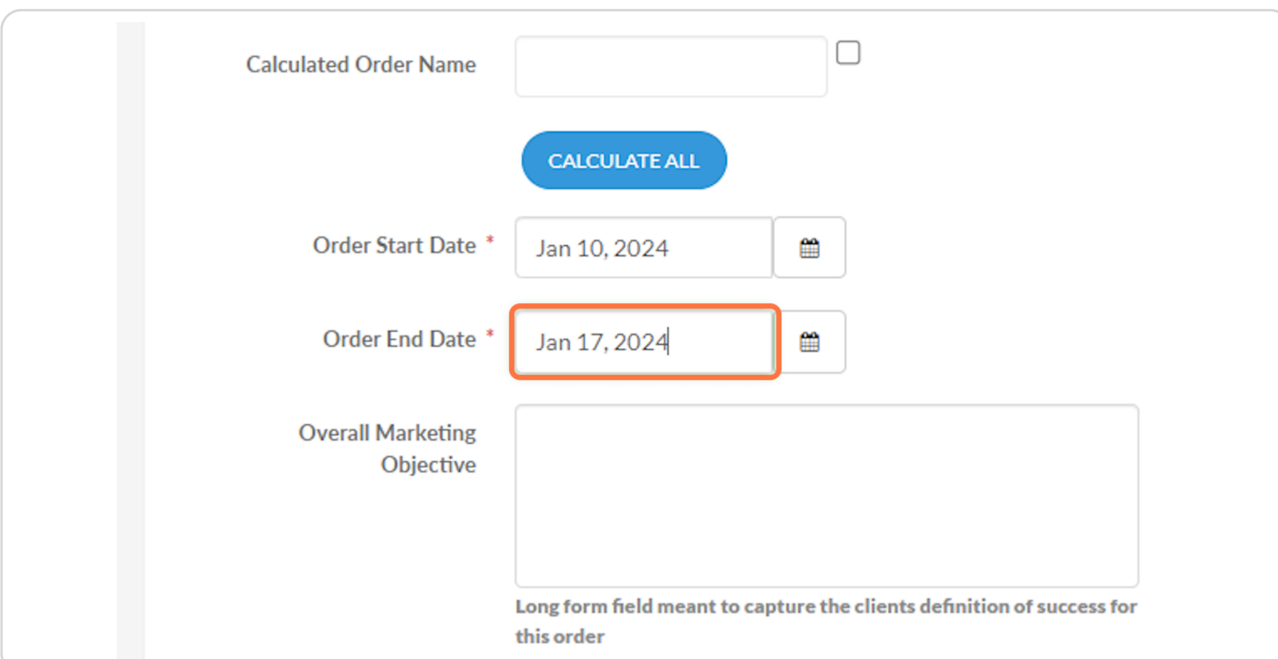
STEP 7

Enter desired start date.



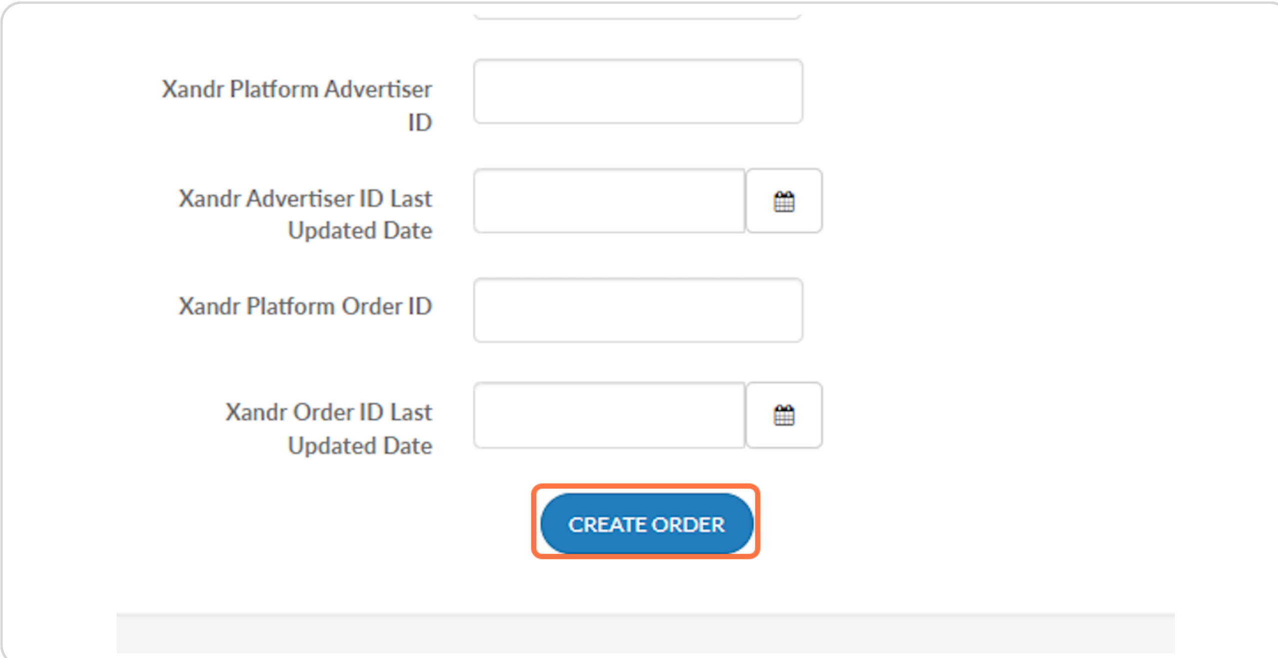
STEP 8

Enter desired end date



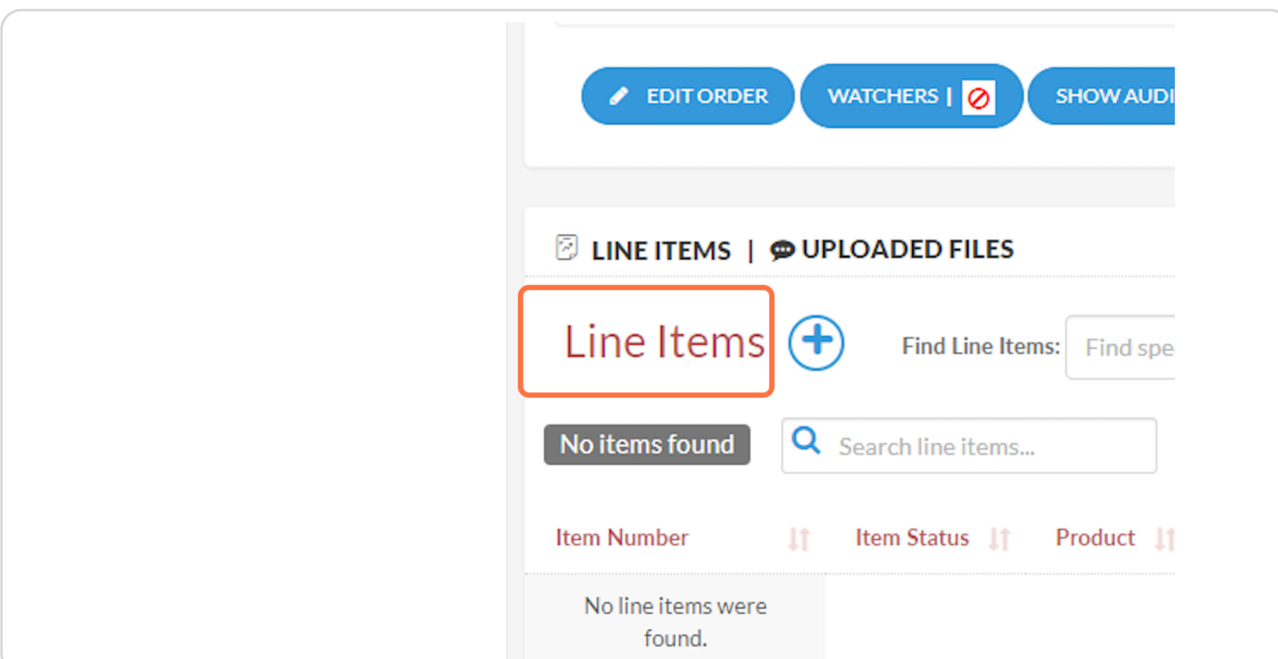
STEP 9

Click on CREATE ORDER



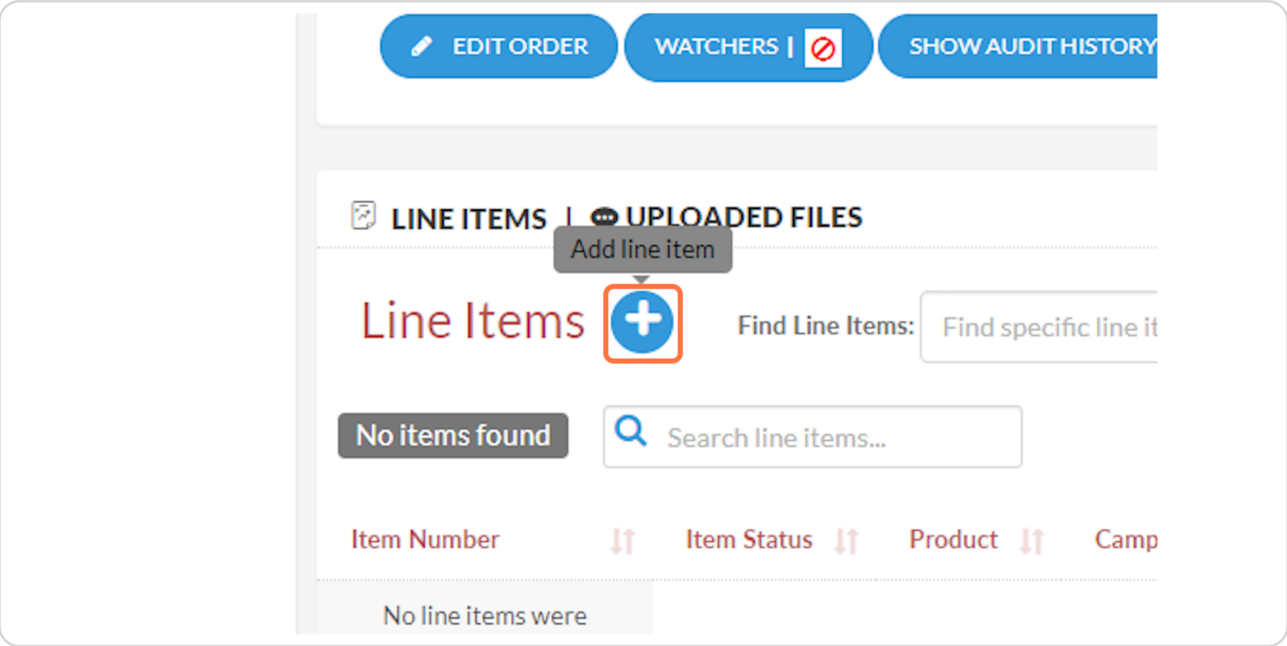
STEP 10

Scroll down to the bottom of the next page where it says LINE ITEMS



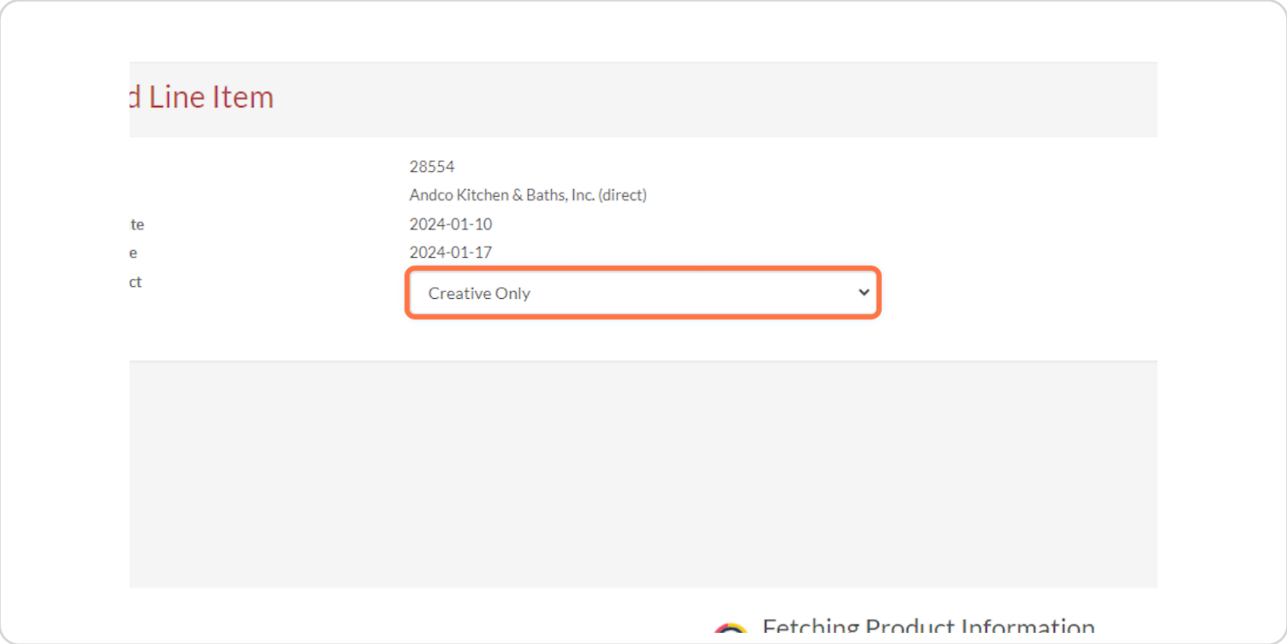
STEP 11

Click on Add line item



STEP 12

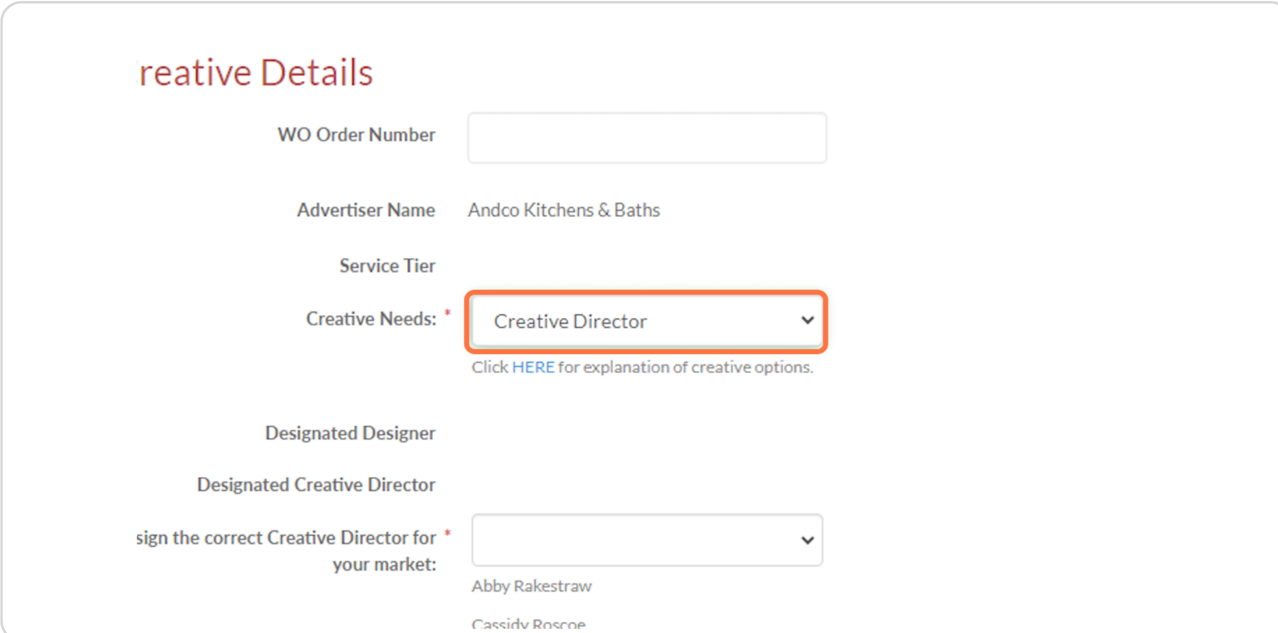
Select Creative Only from Select a Product. Only Choose Creative AVM if it is an advanced video montage request.



STEP 13

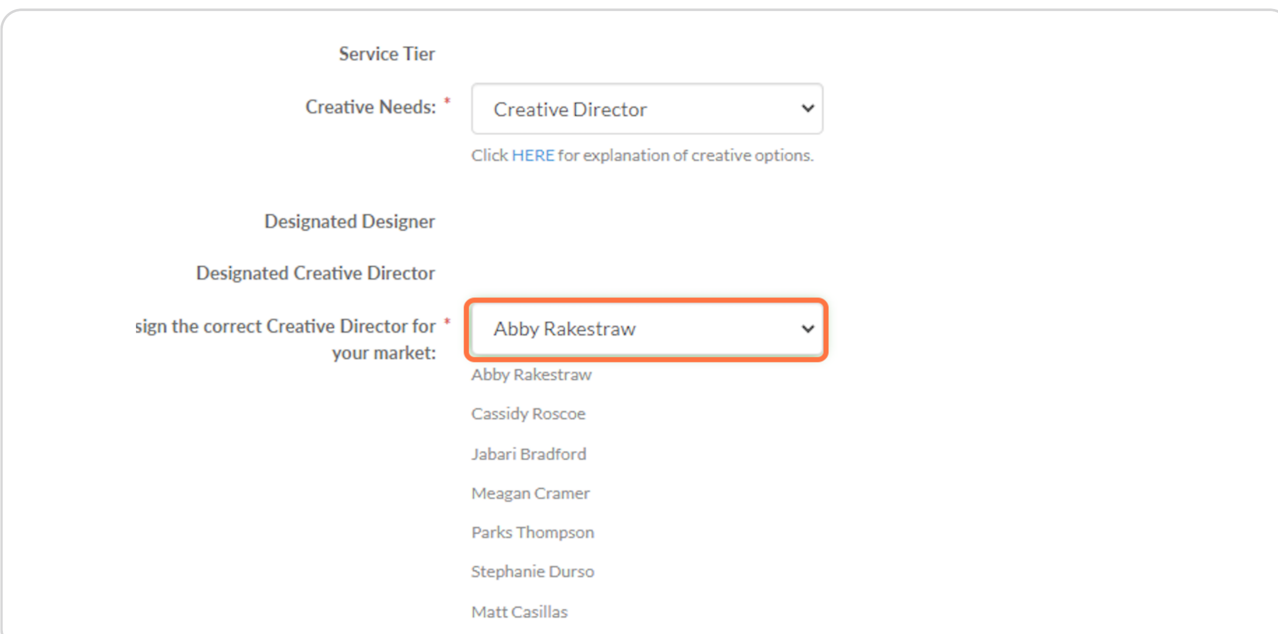
Under needs select: Creative Director

If you have something that just needs to be redesigned use Design Team.



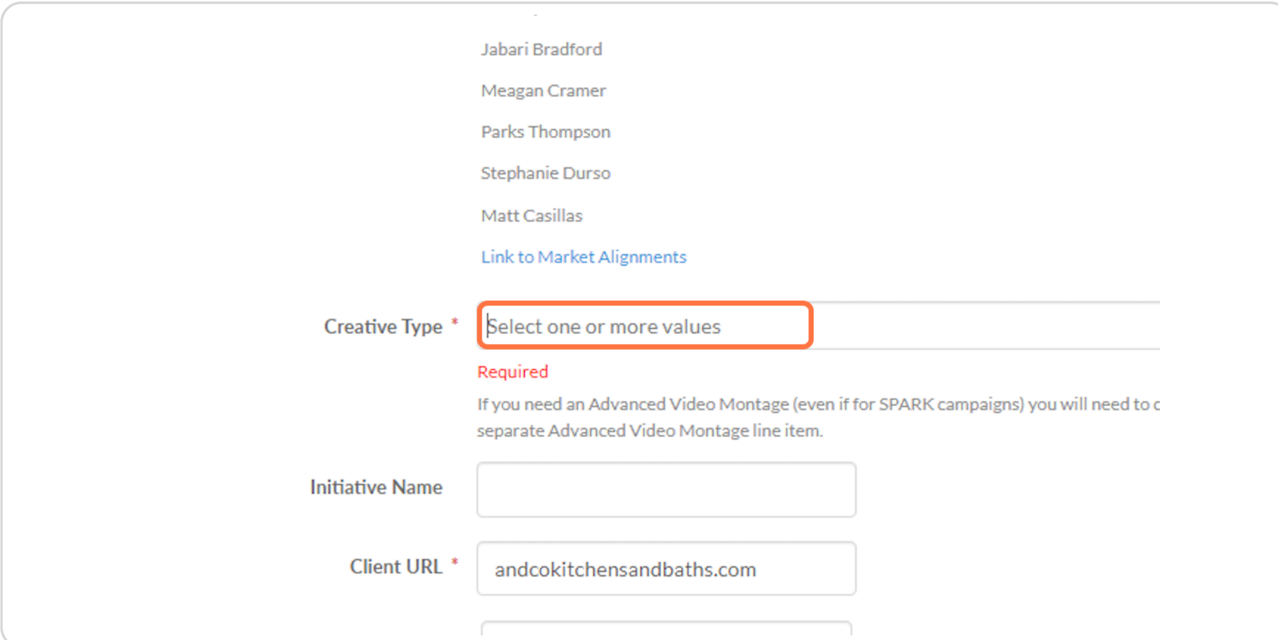
STEP 14

Select Abby Rakestraw for Rockford



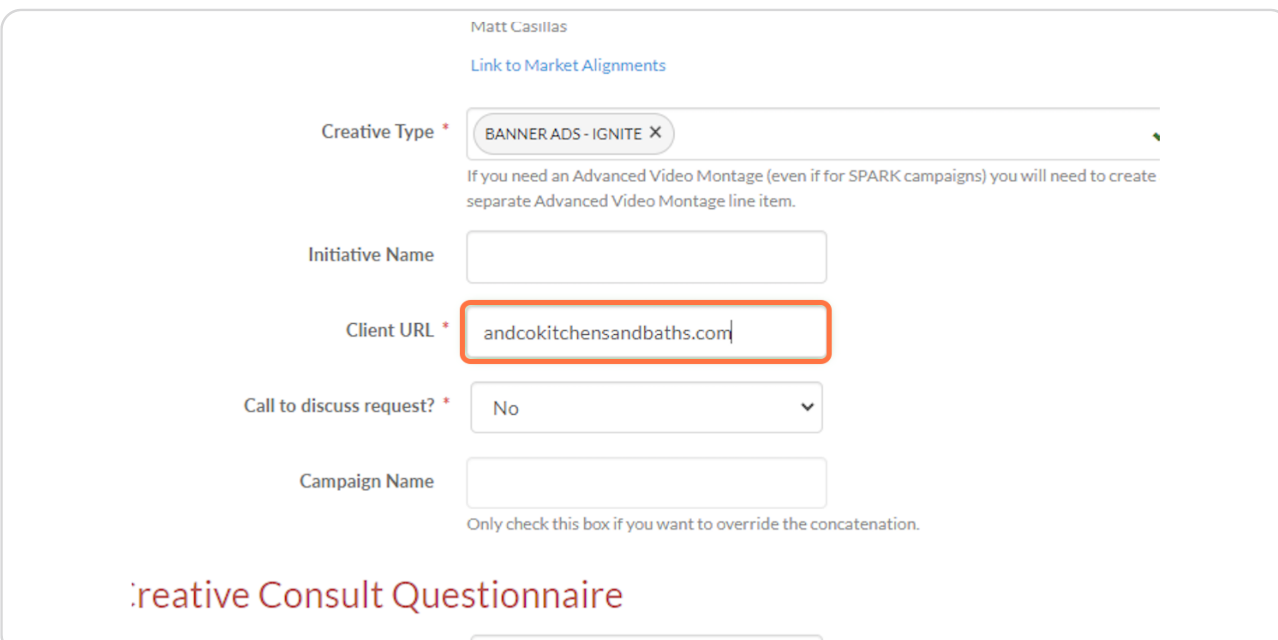
STEP 15

Choose the creative type you are requesting in the drop down. You can choose mulitple



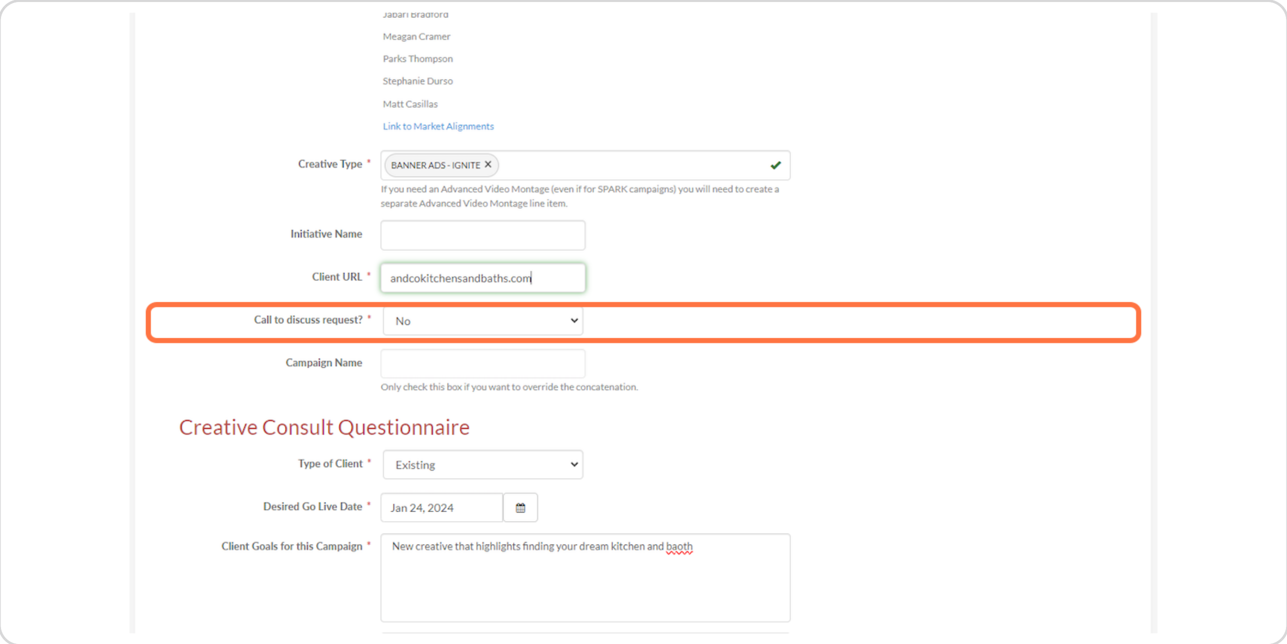
STEP 16

Add in Client URL



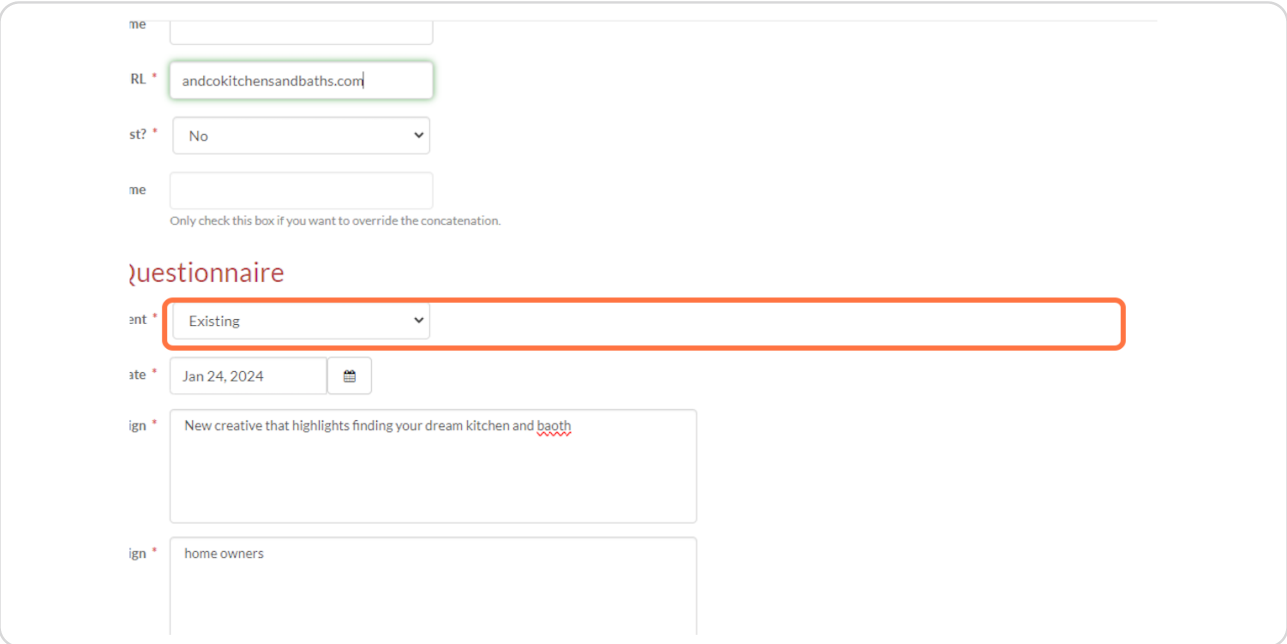
STEP 17

Click on Call to discuss request?... Answer YES if you want to schedule a call with Abby.



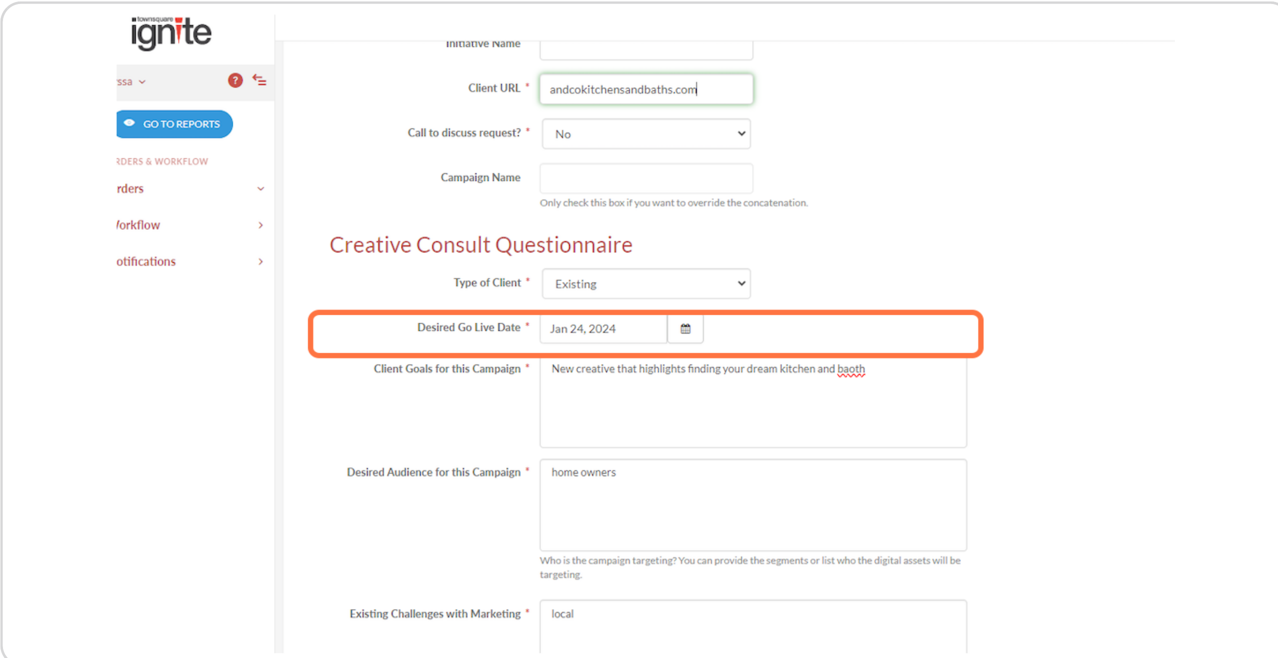
STEP 18

Answer the type of client. Is this existing, new, or prospect?



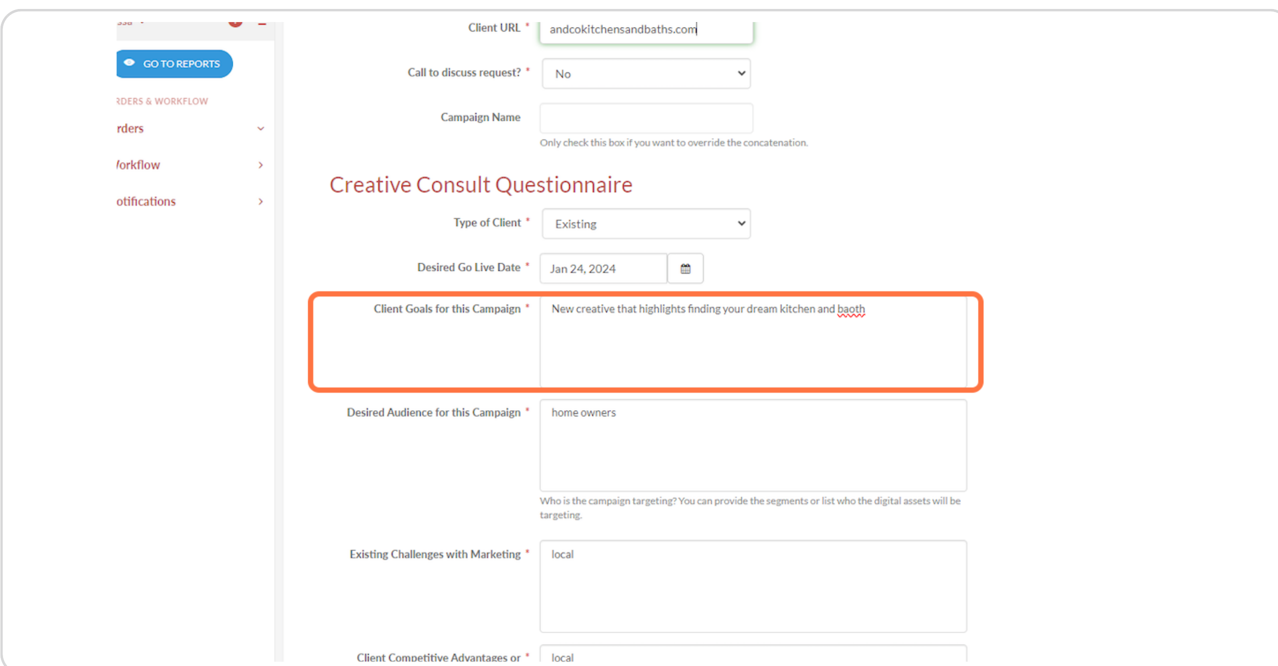
STEP 19

Click on Desired Go Live Date



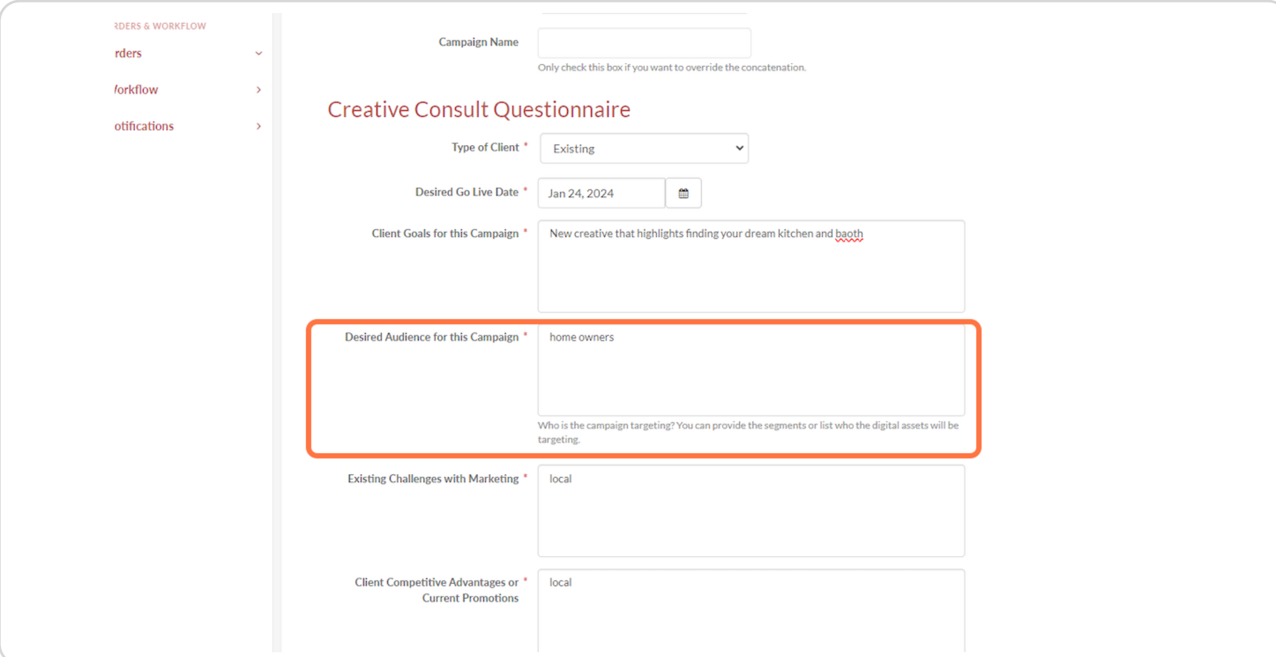
STEP 20

Add in Client Goals for this Campaign...



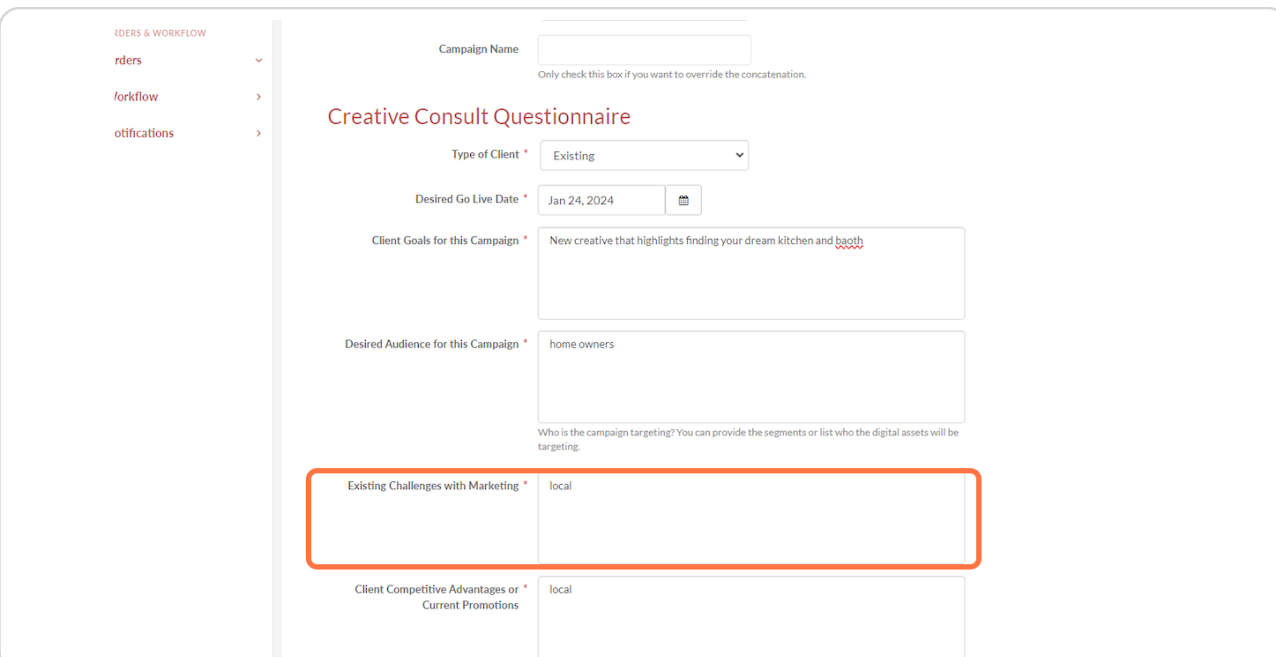
STEP 21

Add in Desired Audience for this Campaign...



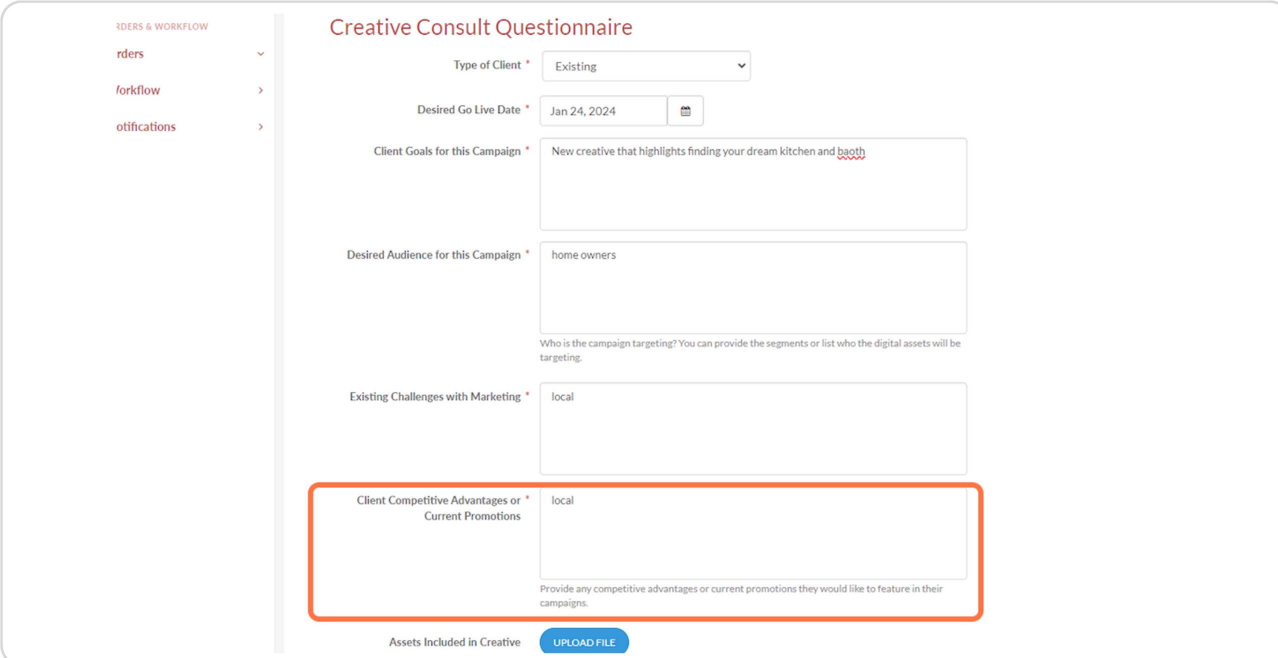
STEP 22

Add in Existing Challenges with Marketing...



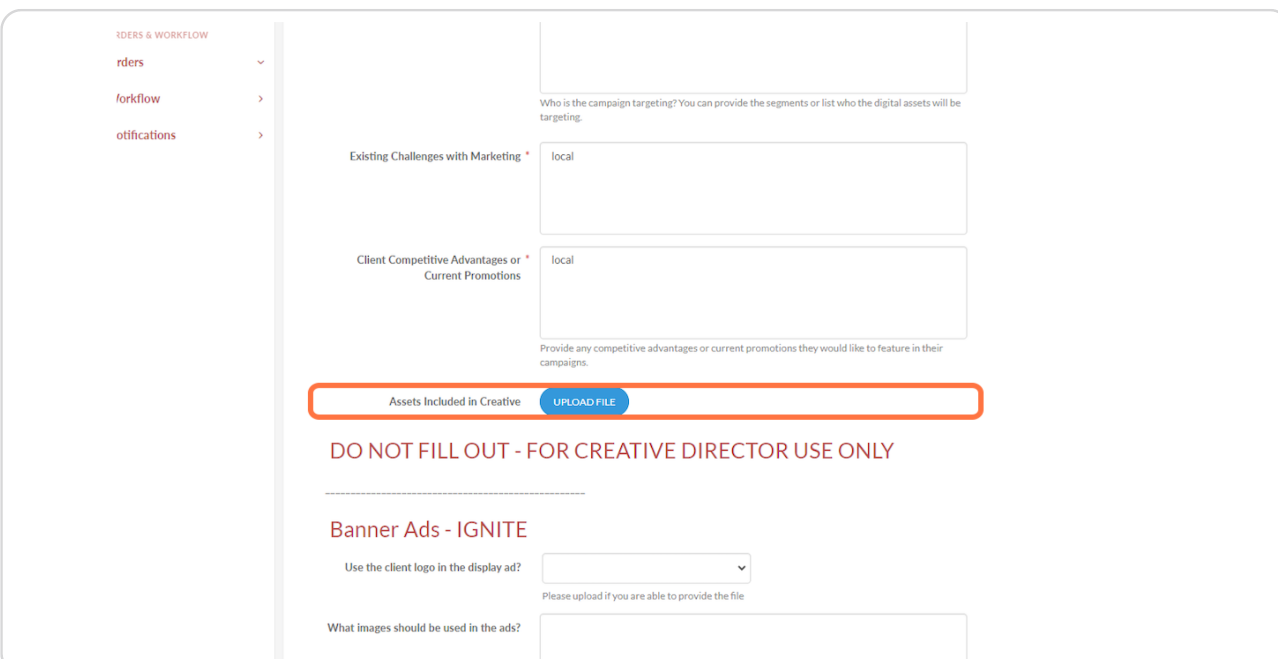
STEP 23

Add in Client Competitive Advantages or Current Promotions...



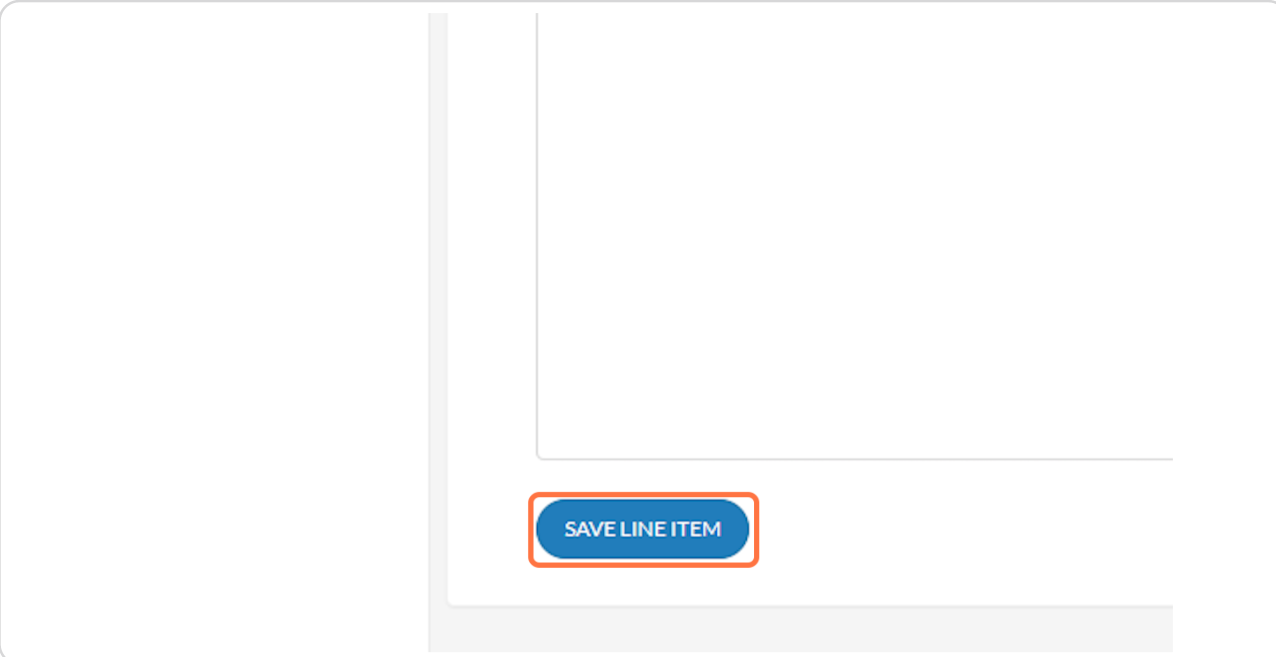
STEP 24

If you have them add Assets to include in Creative...



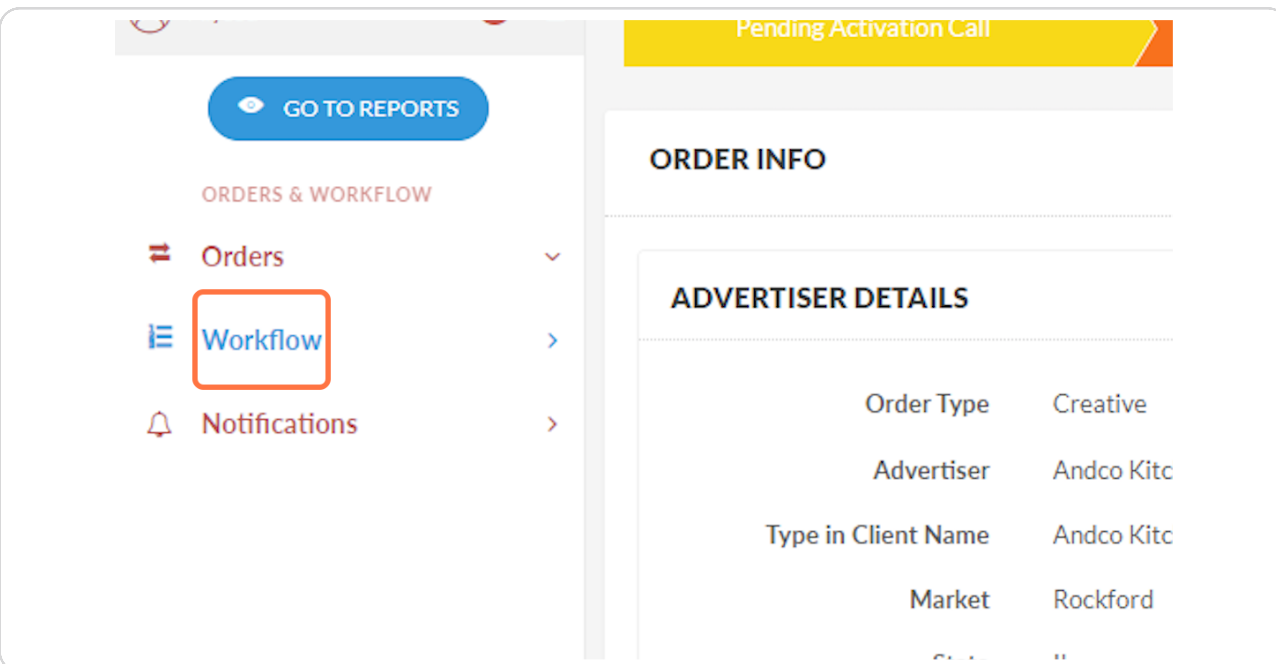
STEP 25

Click on SAVE LINE ITEM



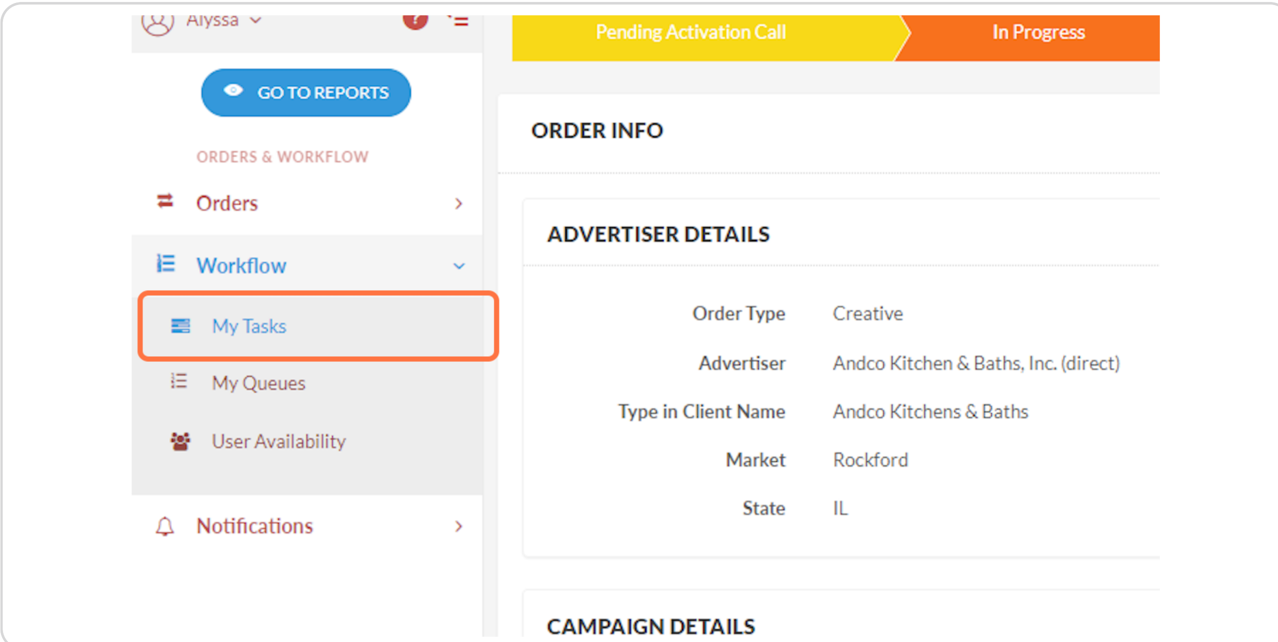
STEP 26

Jump over to Workflow on the left hand side



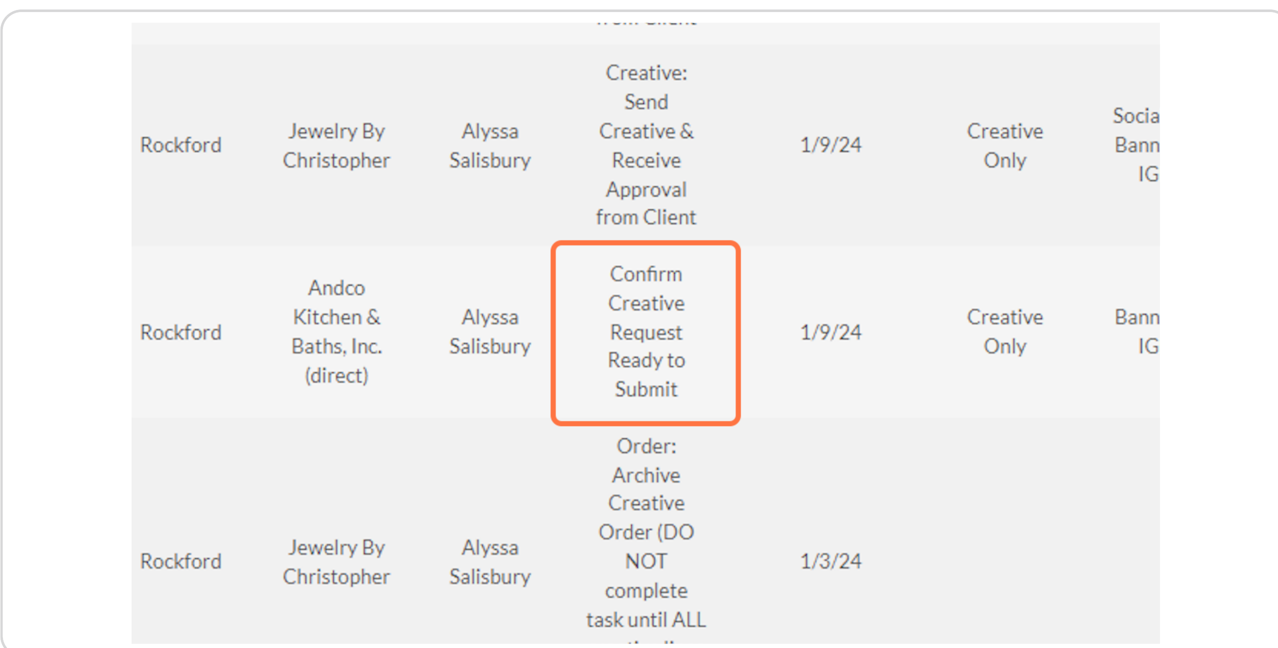
STEP 27

Go to MY TASKS



STEP 28

Find the task for your client that says: Confirm Creative Request Ready to Submit

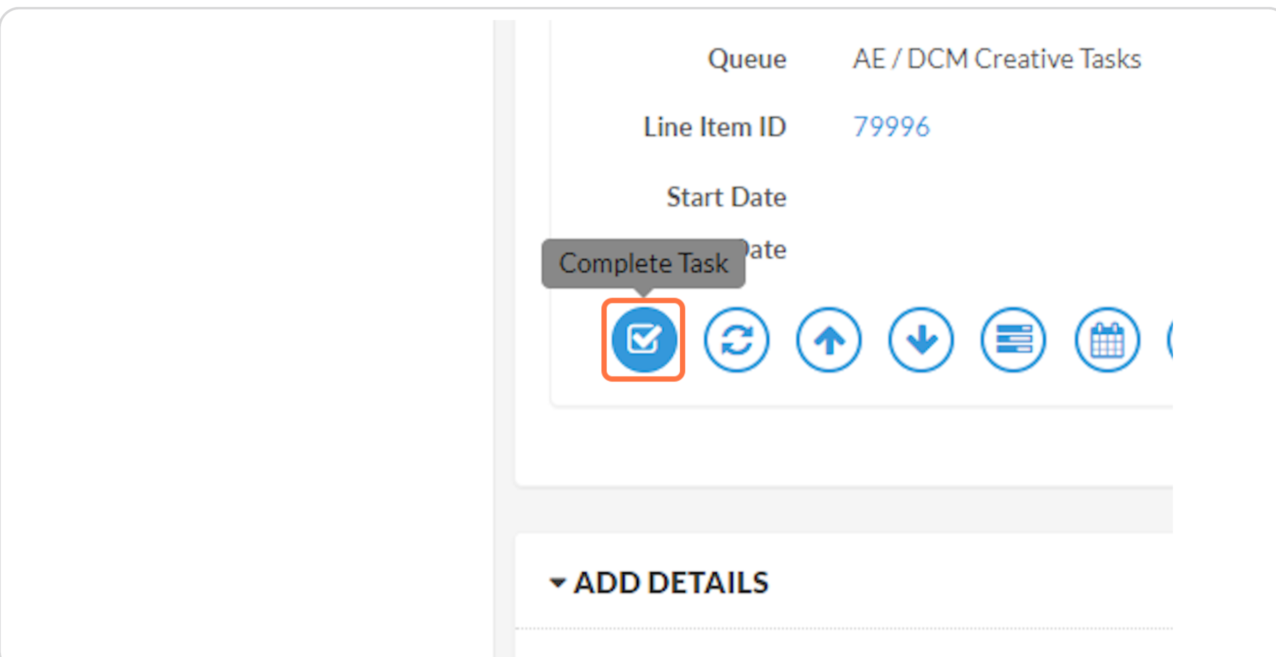


STEP 29

Click into the Task. This is the number on the far left.

STEP 30

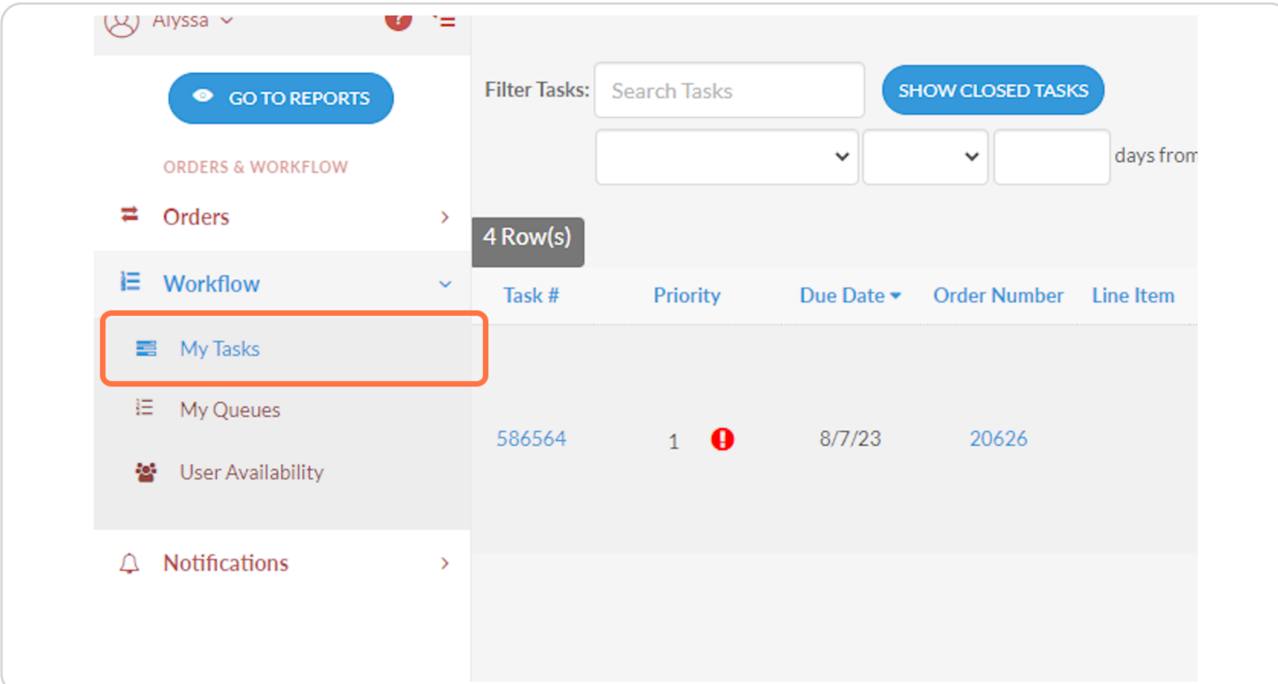
Review your request and Click on Complete Task



NAVIGATING AN ACTIVATION PUNCH LIST

STEP 1

Click on My Tasks



STEP 2

Verify that tasks says Activation Punch List

rd	Mapleglen Care Center LLC	Alyssa Salisbury	Order (DO NOT complete task until ALL creative lines are complete)	11/13/23	
rd	Schmeling Building Supply, Inc.	Alyssa Salisbury	Blended Tactics-DCM: Activation Punch List	12/19/23	Blended Tactics
rd	Energy Culvert Company	Alyssa Salisbury	Order Activation Punch List	12/18/23	

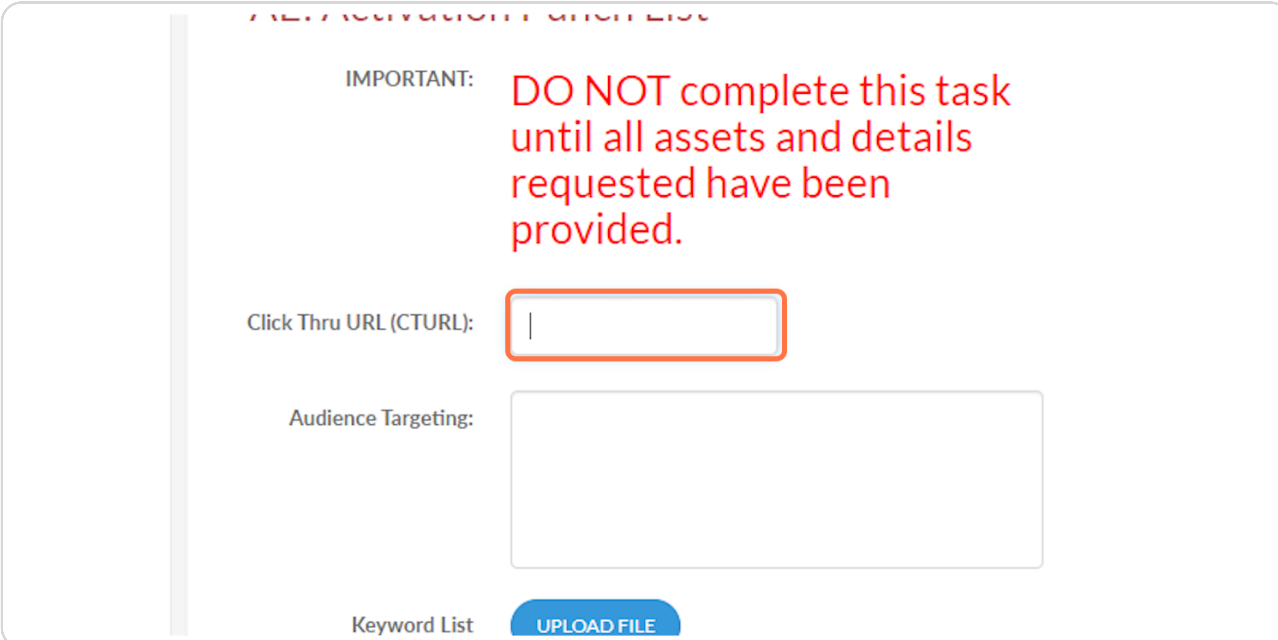
STEP 3

Click on Task number that is on the far left side.

764359	1	!	11/20/23
825456	1	!	12/19/23
823847	1		12/22/23

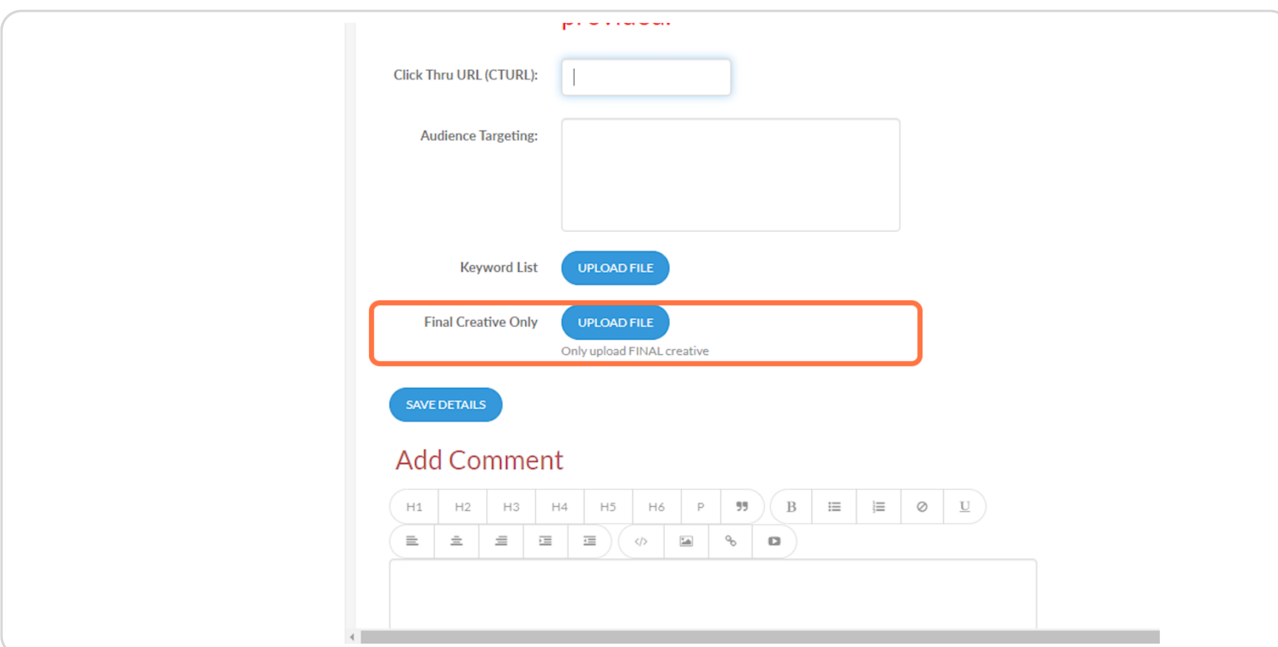
STEP 4

PROVIDE NEEDED ASSETS ON TICKET: Such as Click Thru URL (CTURL) & Audience Targeting



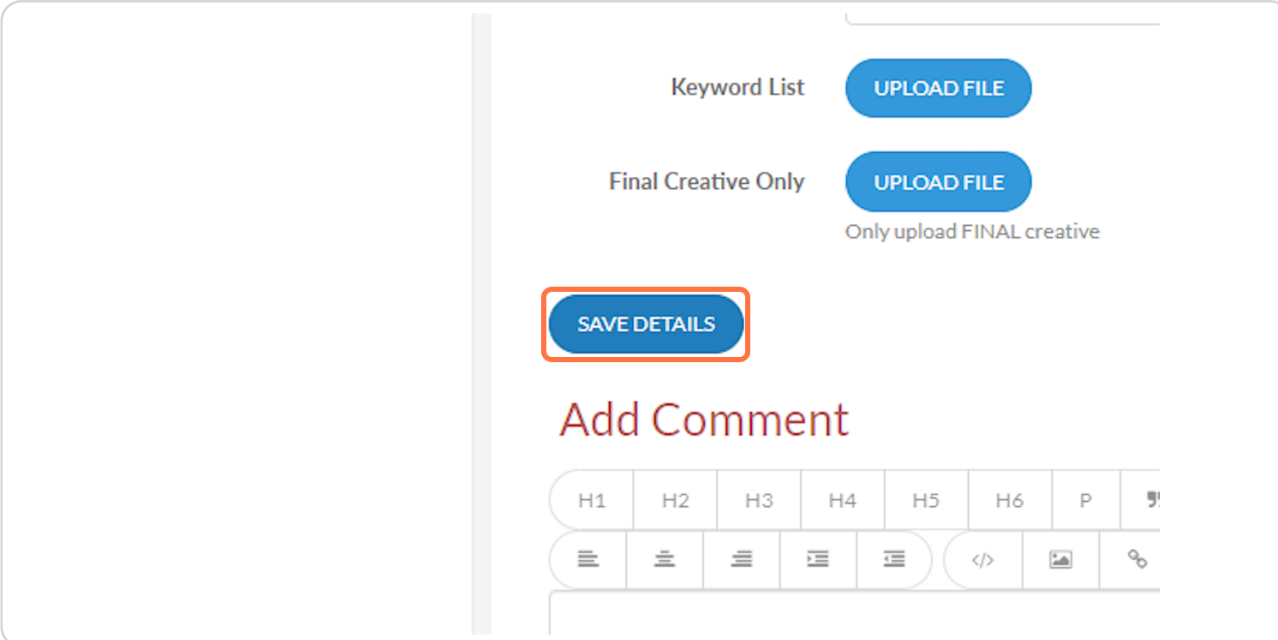
STEP 5

Upload Final Creative Only...



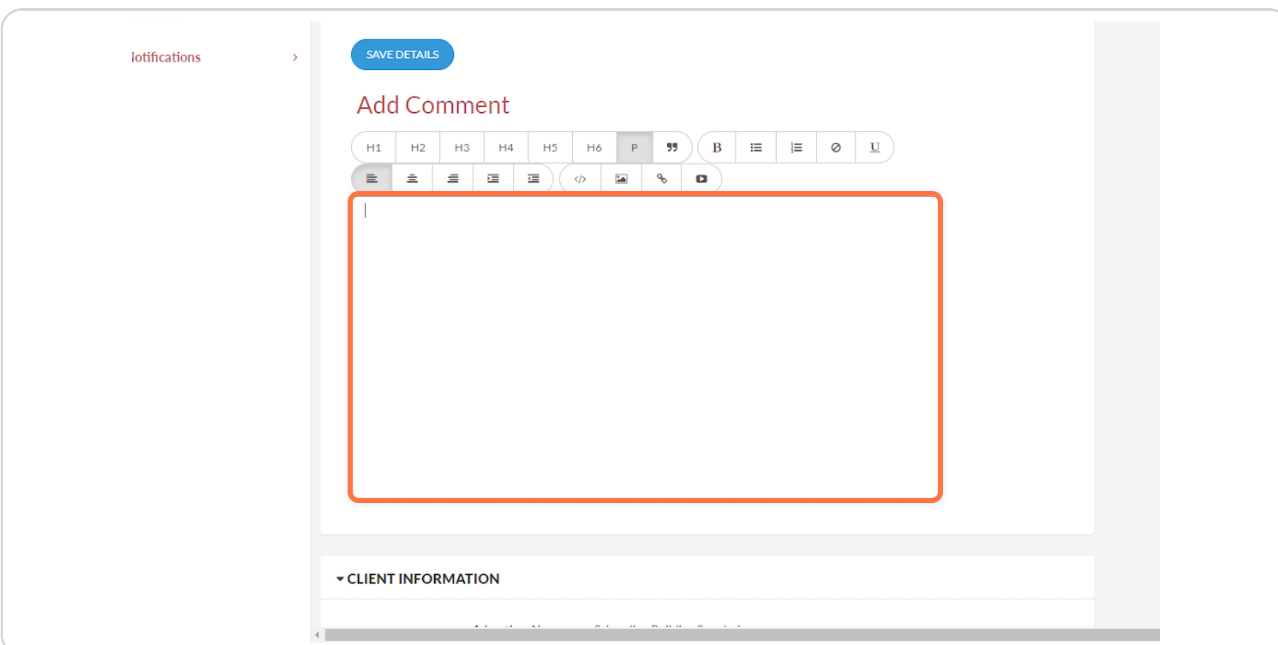
STEP 6

Click on SAVE DETAILS



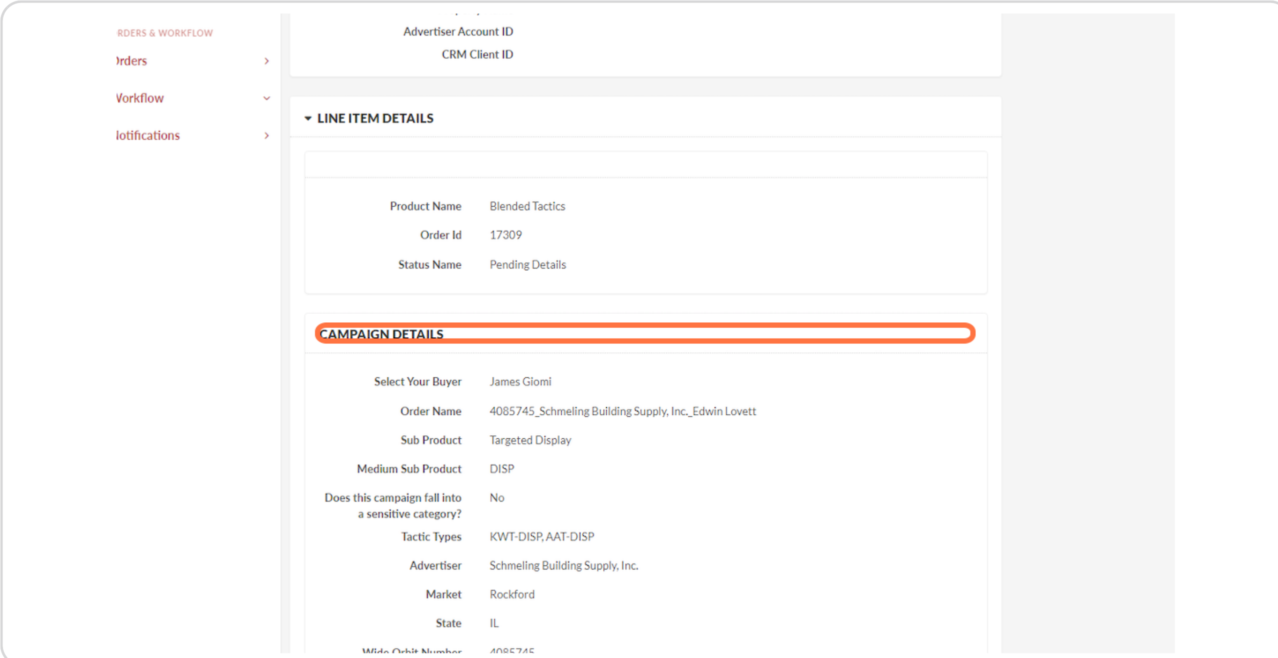
STEP 7

Add Comment if you need any details added. Such as Flight Dates for creatives,or adjustments on the campaign.



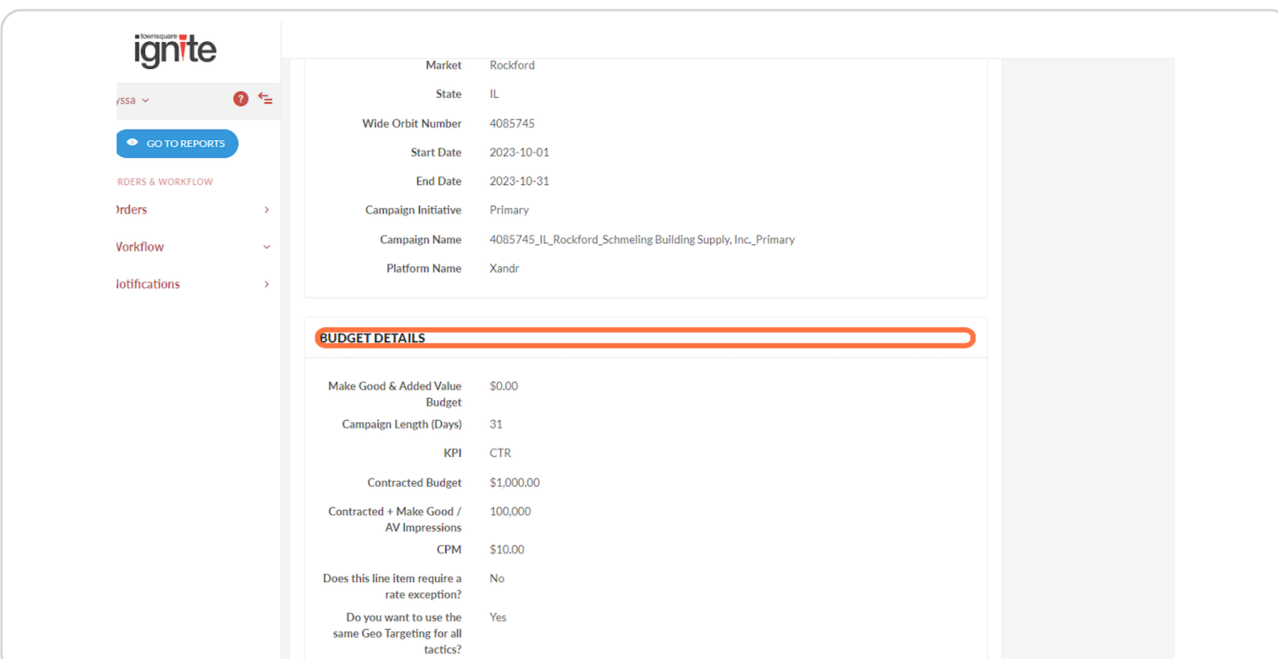
STEP 8

Review CAMPAIGN DETAILS



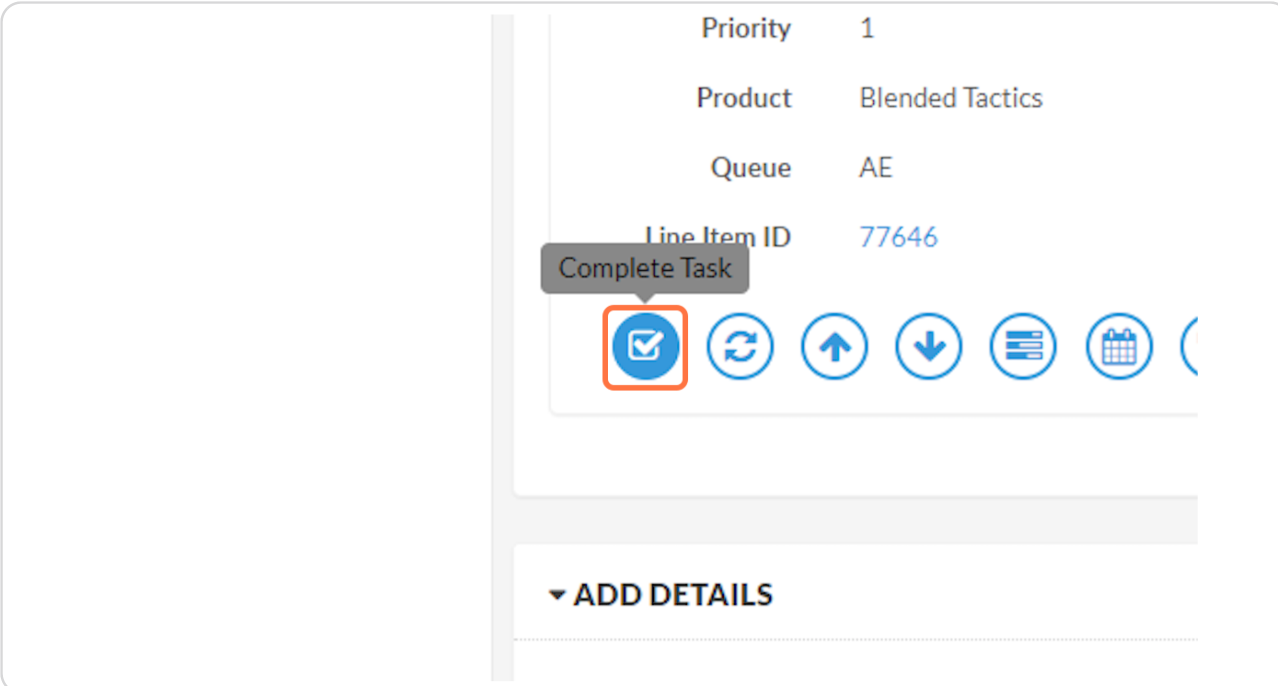
STEP 9

Review BUDGET DETAILS



STEP 10

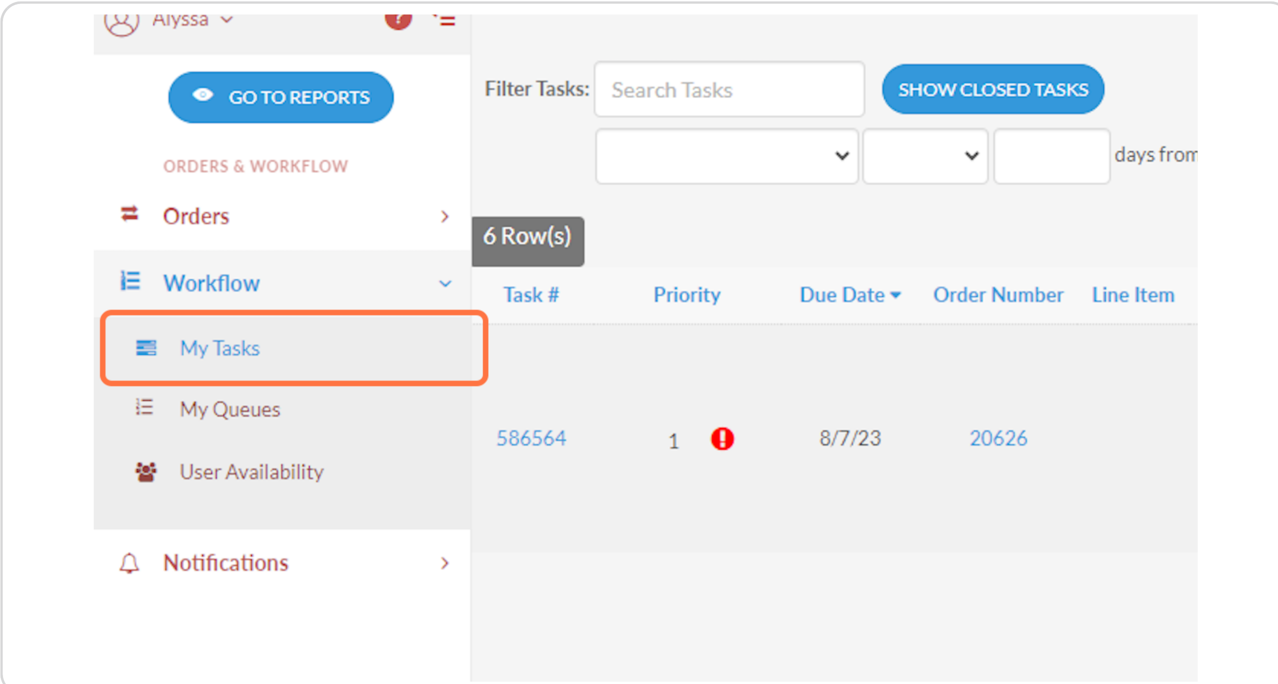
Scroll Back to the Top & Click on Complete Task



NAVIGATING A CAMPAIGN CONFIRMATION

STEP 1

Click on My Tasks

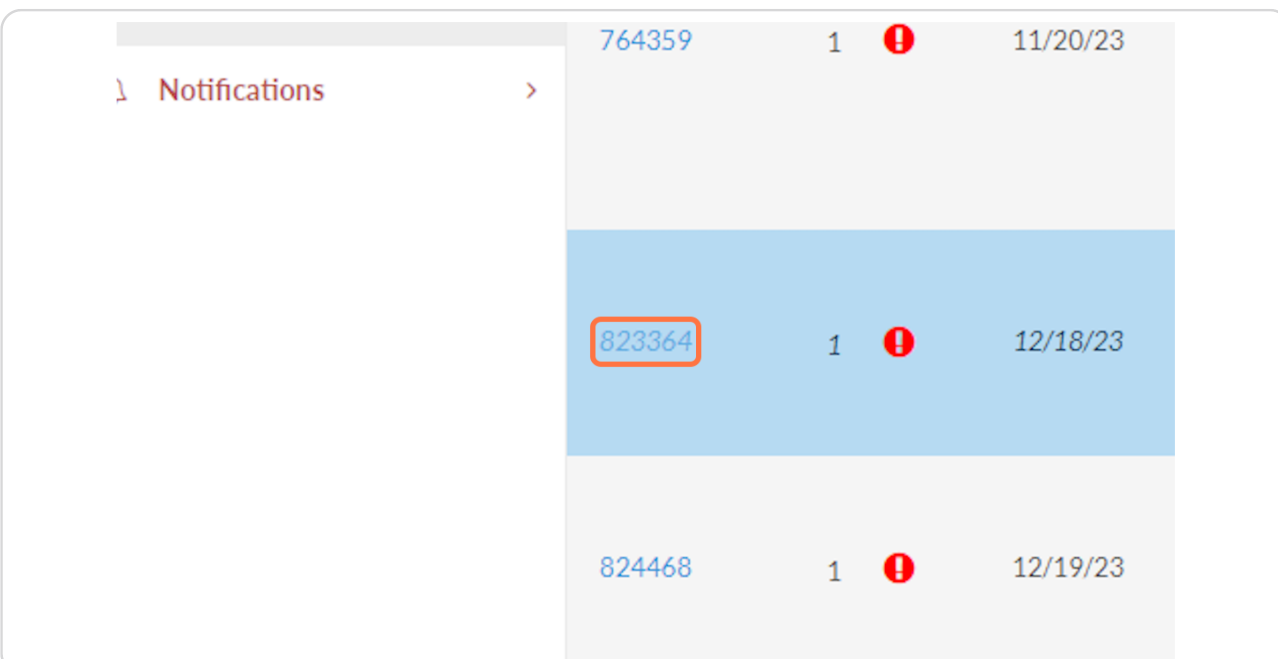


STEP 2

Verify that tasks says Confirm Campaign is Accurate

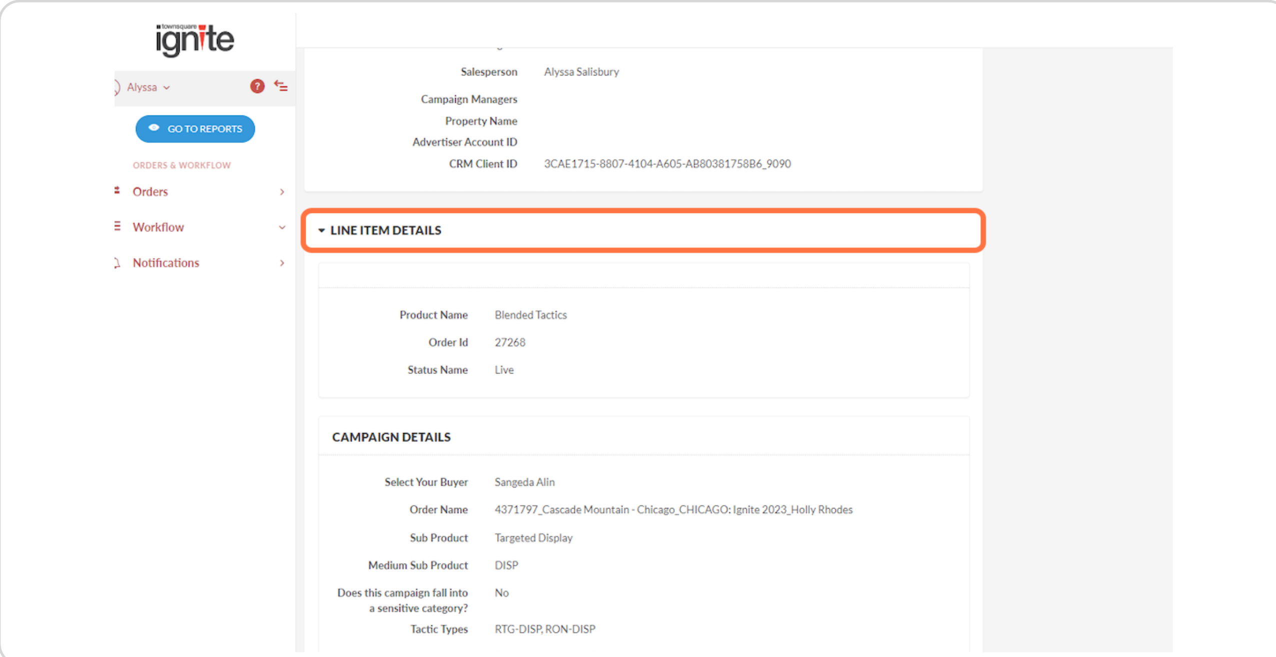
STEP 3

Click on the tasks number assigned to the far left.



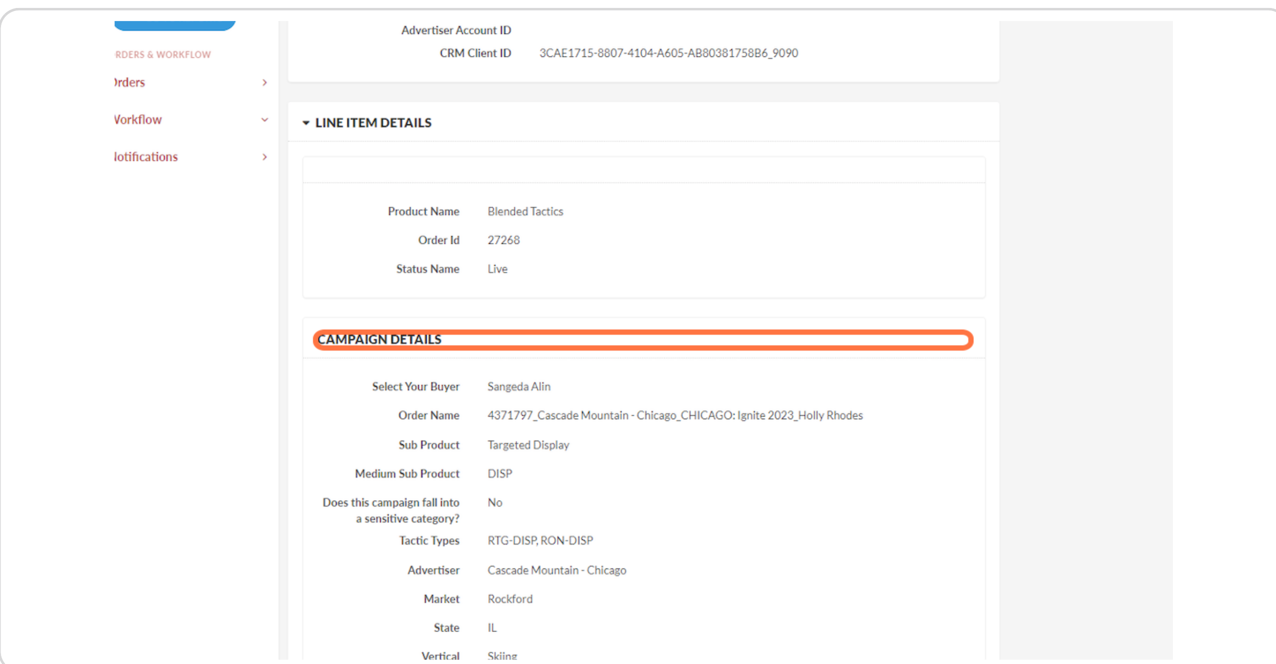
STEP 4

Review the LINE ITEM DETAILS



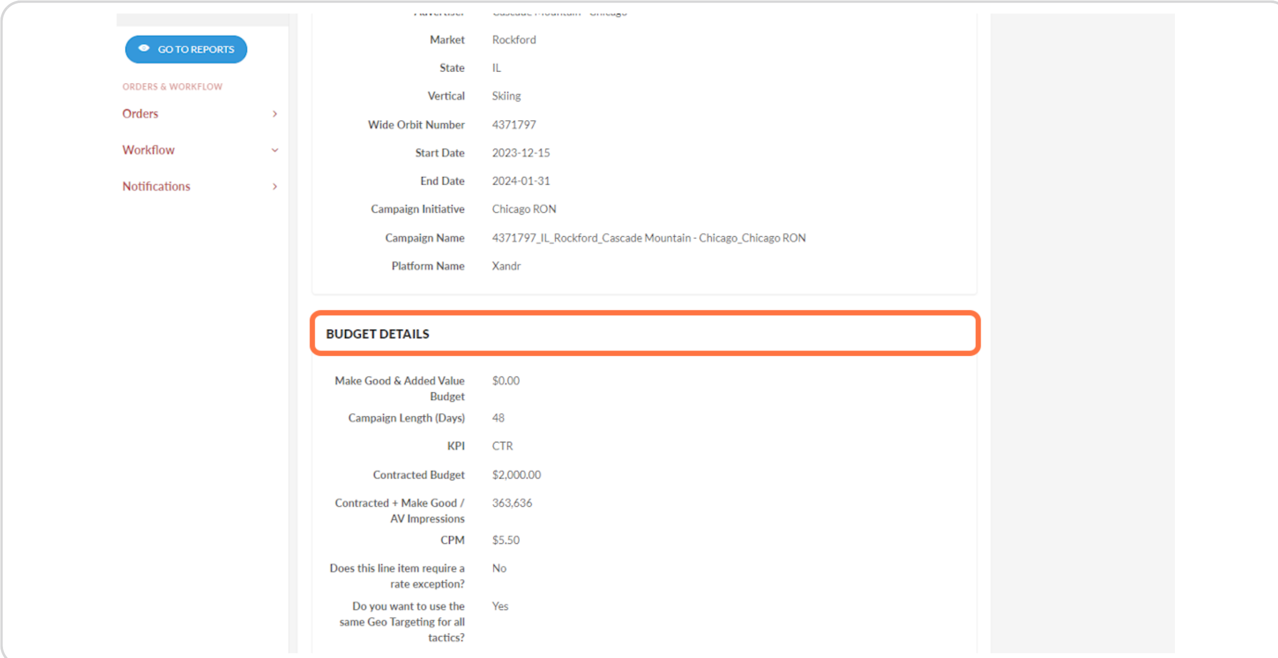
STEP 5

Review the CAMPAIGN DETAILS



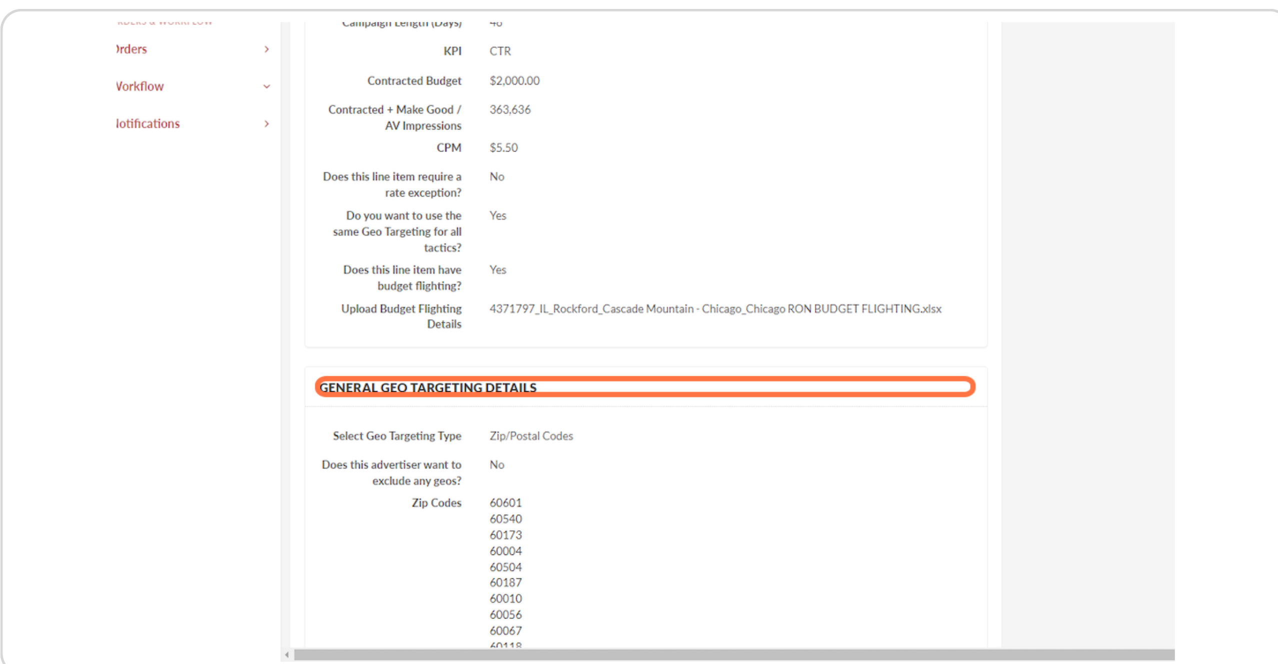
STEP 6

Review the BUDGET DETAILS



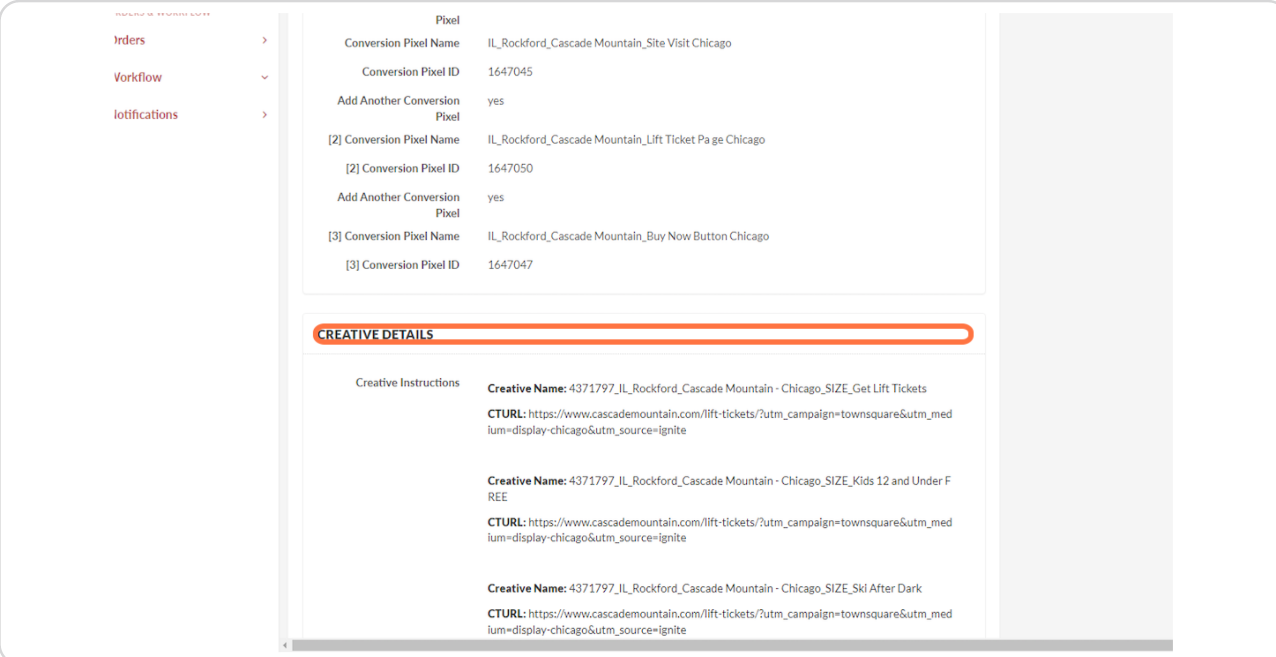
STEP 7

Review the GENERAL GEO TARGETING DETAILS



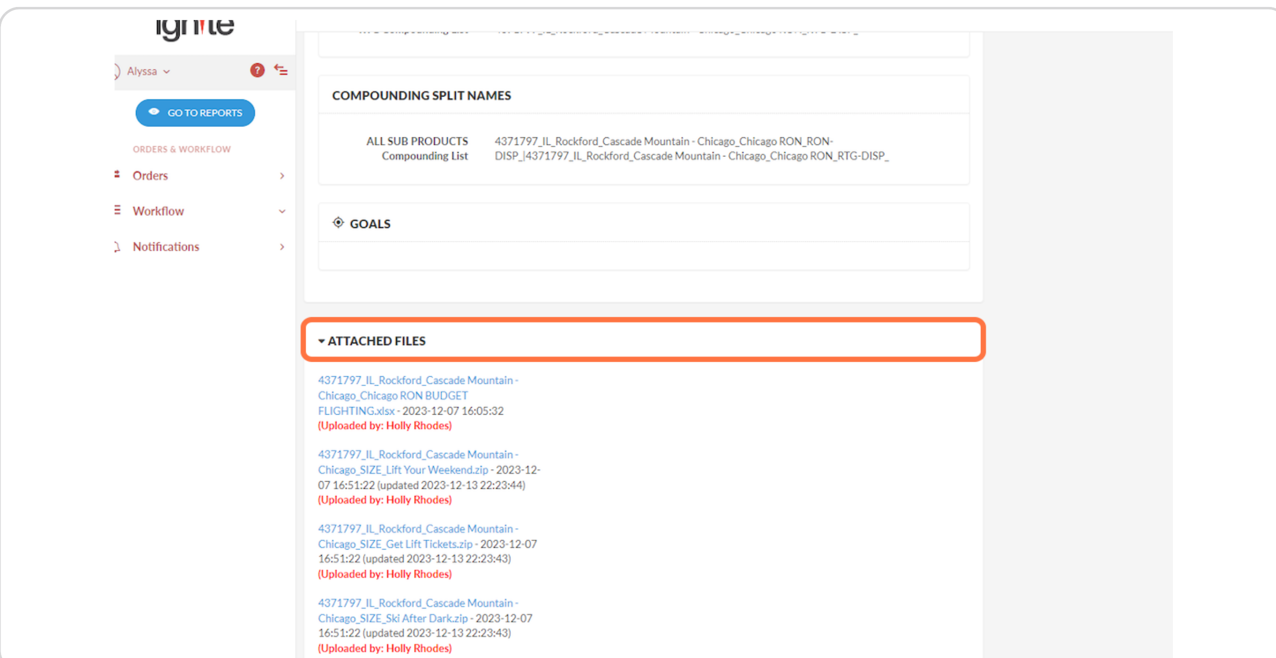
STEP 8

Review all CREATIVE DETAILS



STEP 9

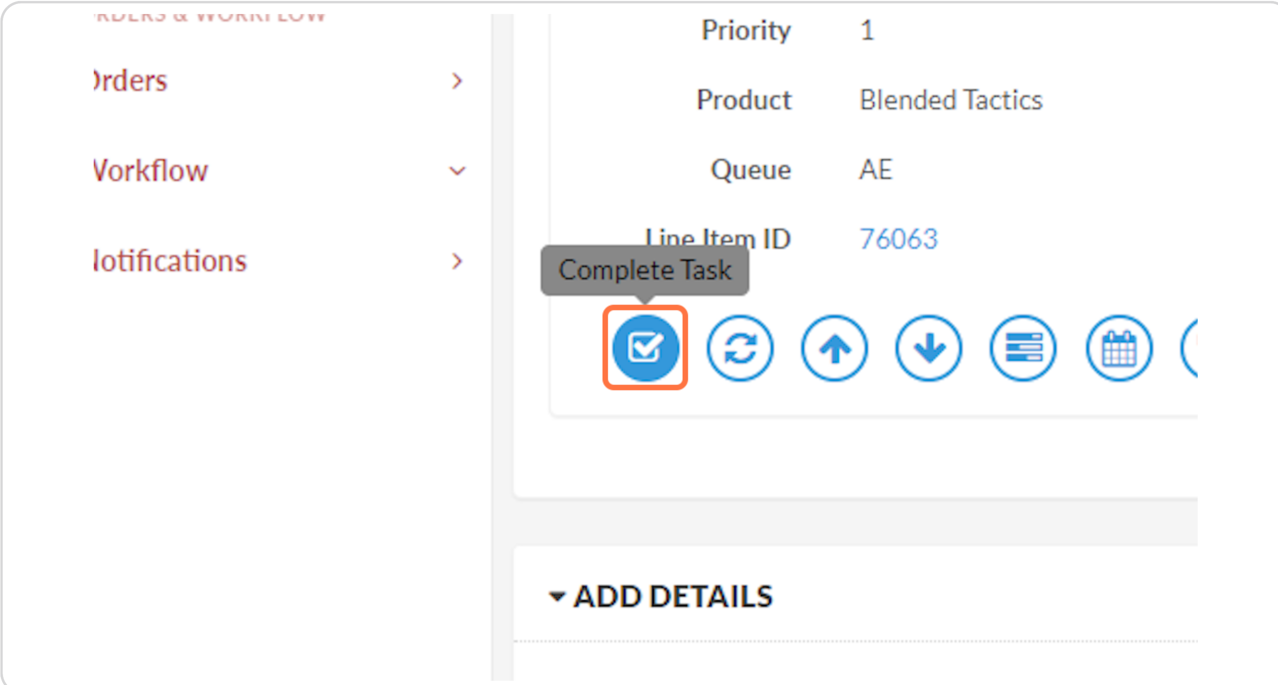
Review ATTACHED FILES



STEP 10

Scroll back to the top and if approved, Click on Complete Task

IF NOT APPROVED ADD DETAILS in the notes below, tagging your DCM in the comments.



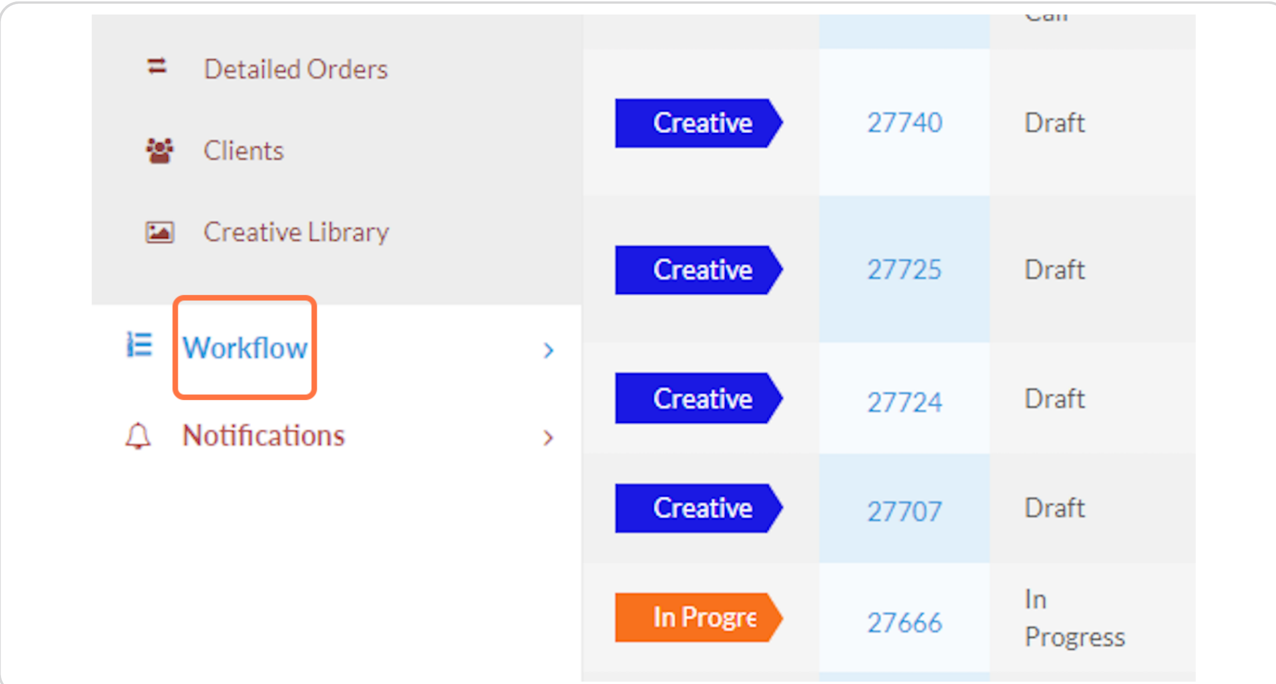
CONFIRMING SEARCH BUILD DETAILS 101

Townsquare Reporting

4 Steps

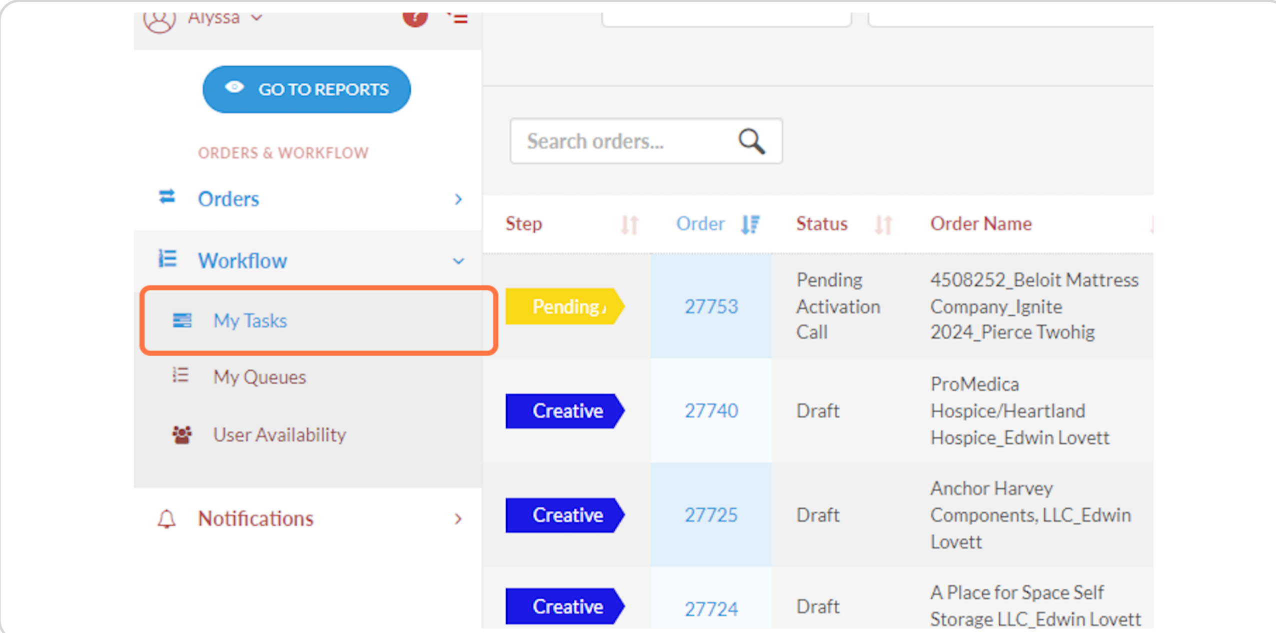
STEP 1

Click on Workflow



STEP 2

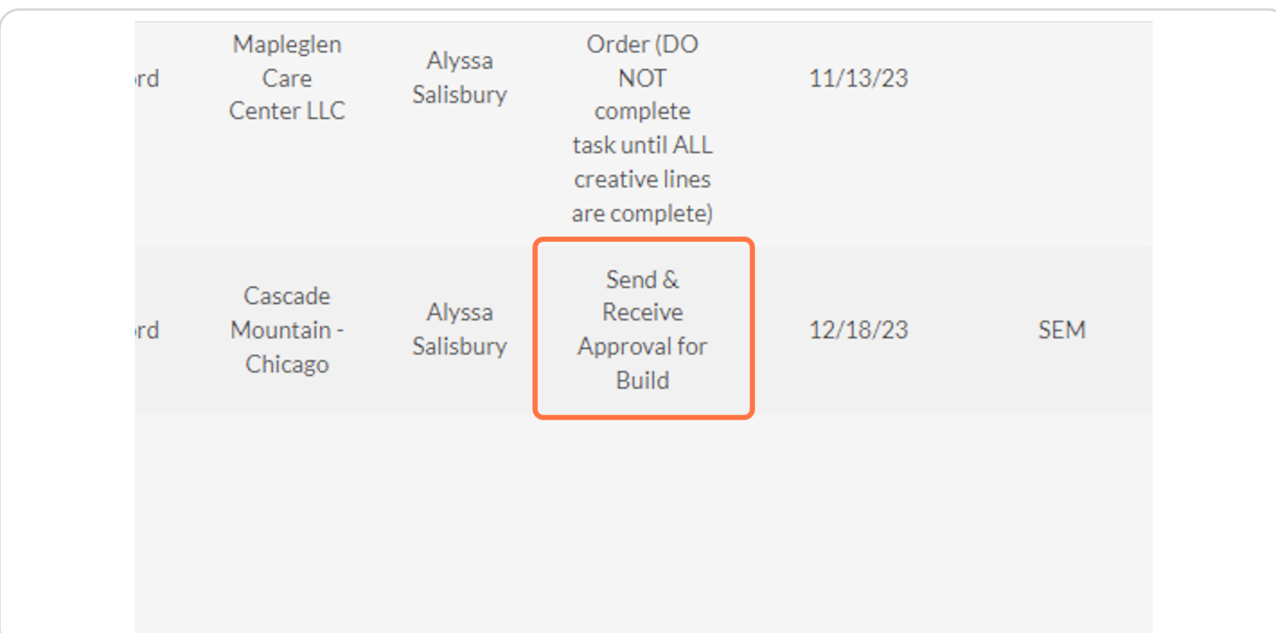
Click on My Tasks



STEP 3

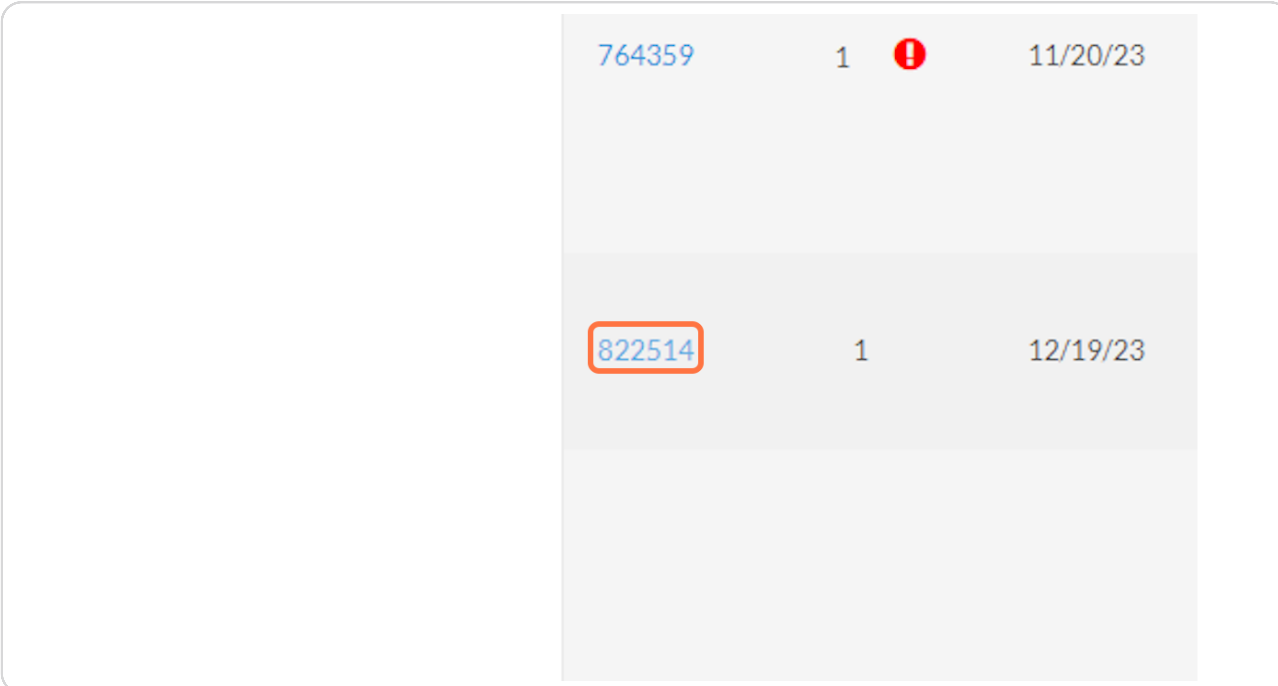
Look at the Item Description to see what needs to be completed.

This may show as Confirm Campaign is Accurate, or Send & Receive Approval for Build.



STEP 4

Click on the number to the far left, the TASK number

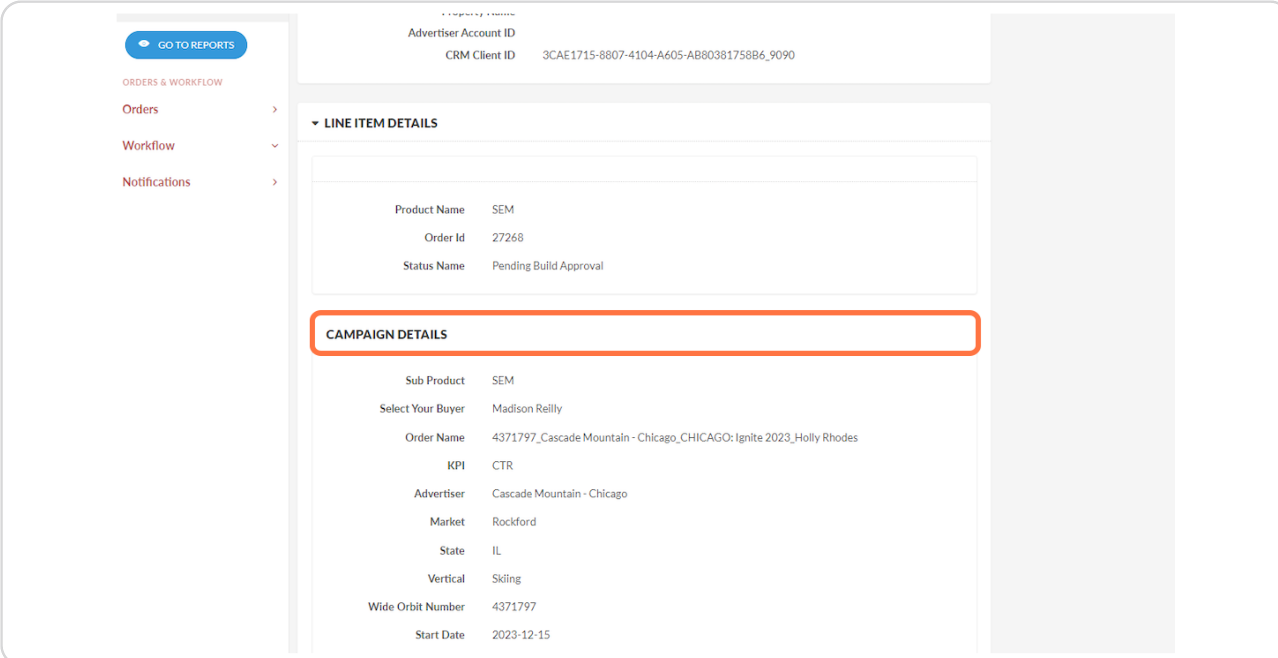


I Townsquare Reporting

7 Steps

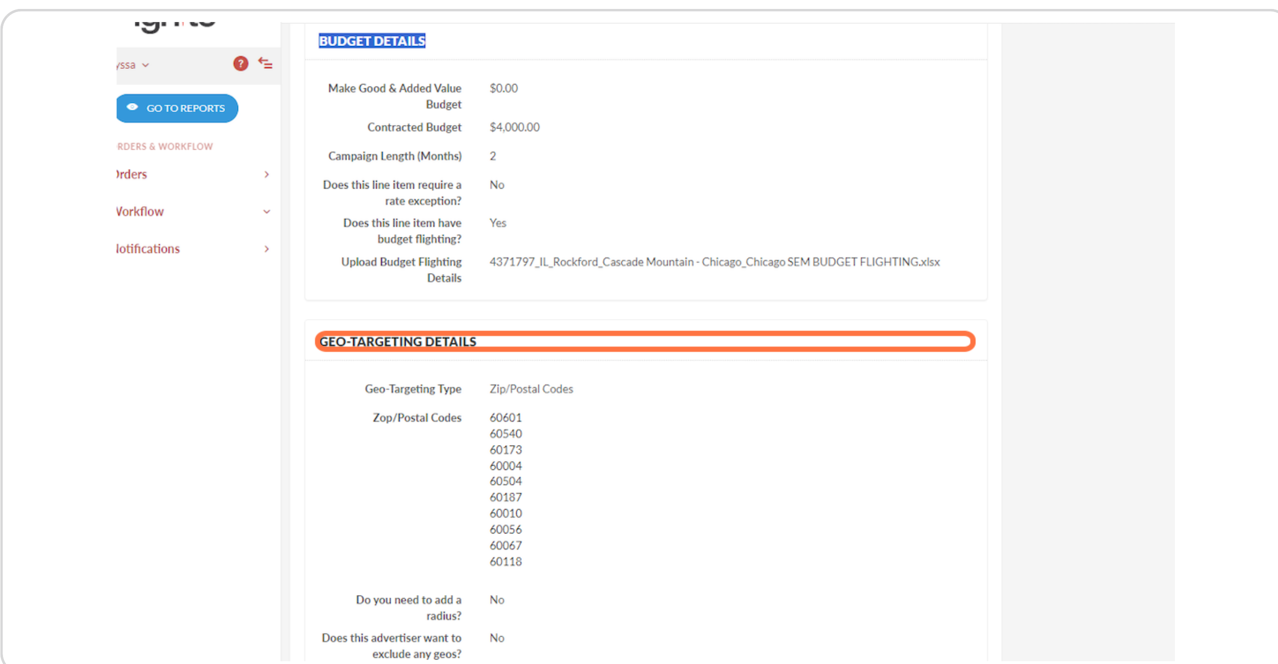
STEP 5

Once on the task, review ALL CAMPAIGN DETAILS



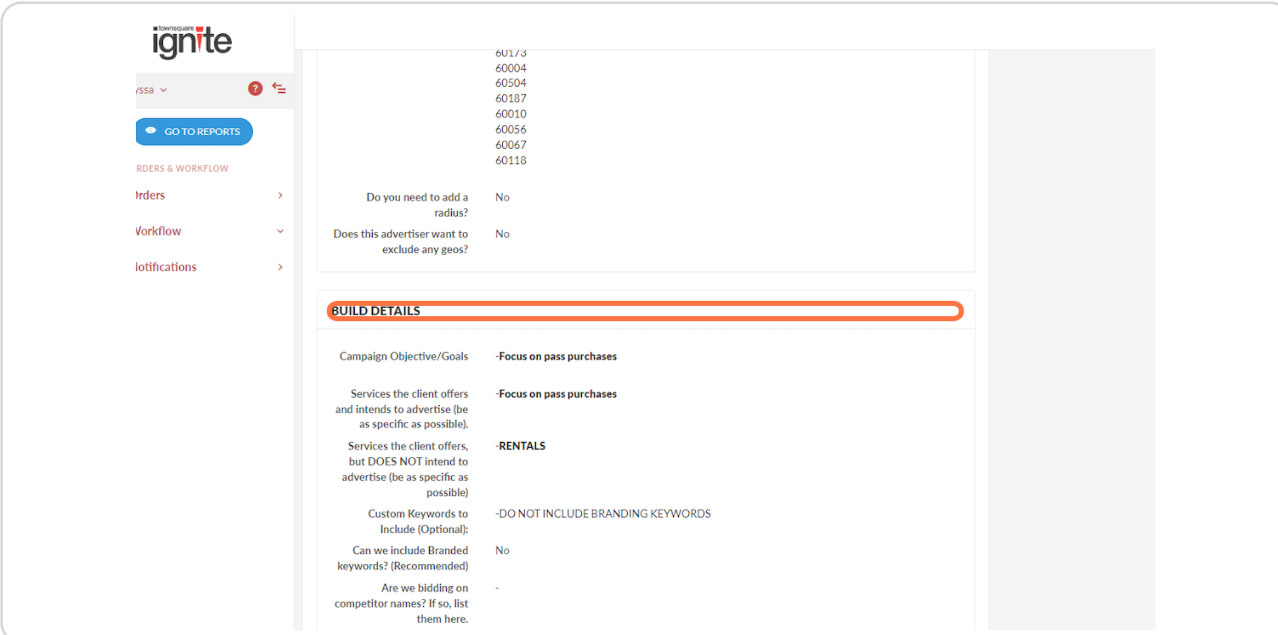
STEP 6

REVIEW GEO-TARGETING DETAILS



STEP 7

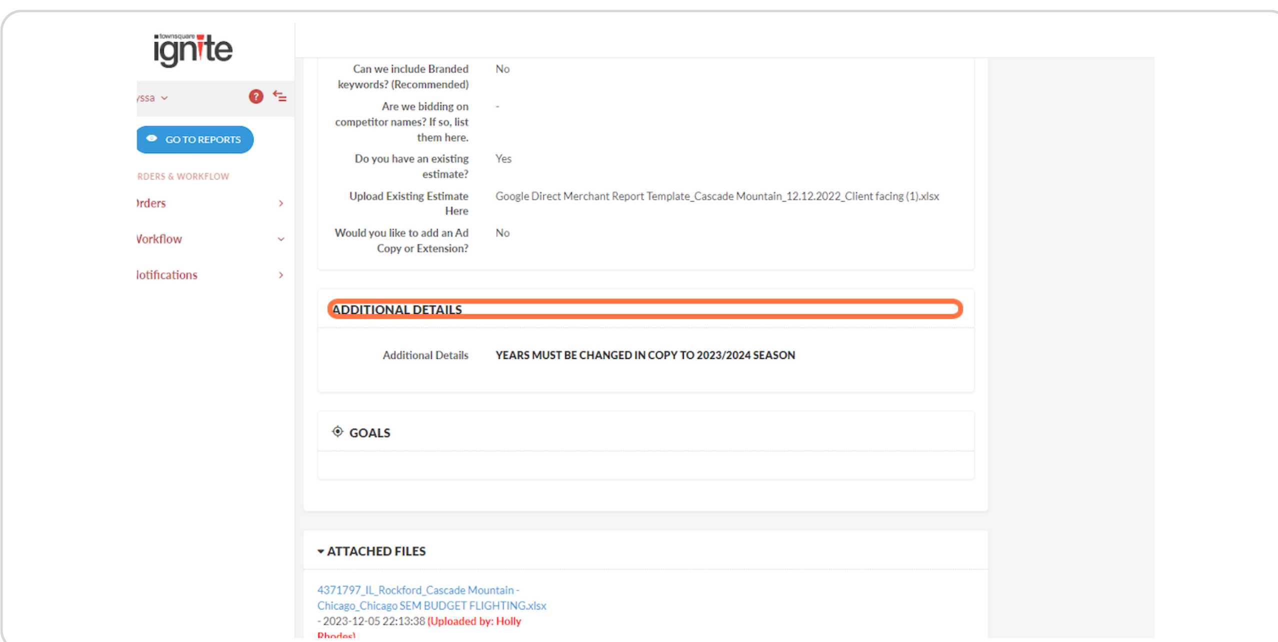
REVIEW BUILD DETAILS



STEP 8

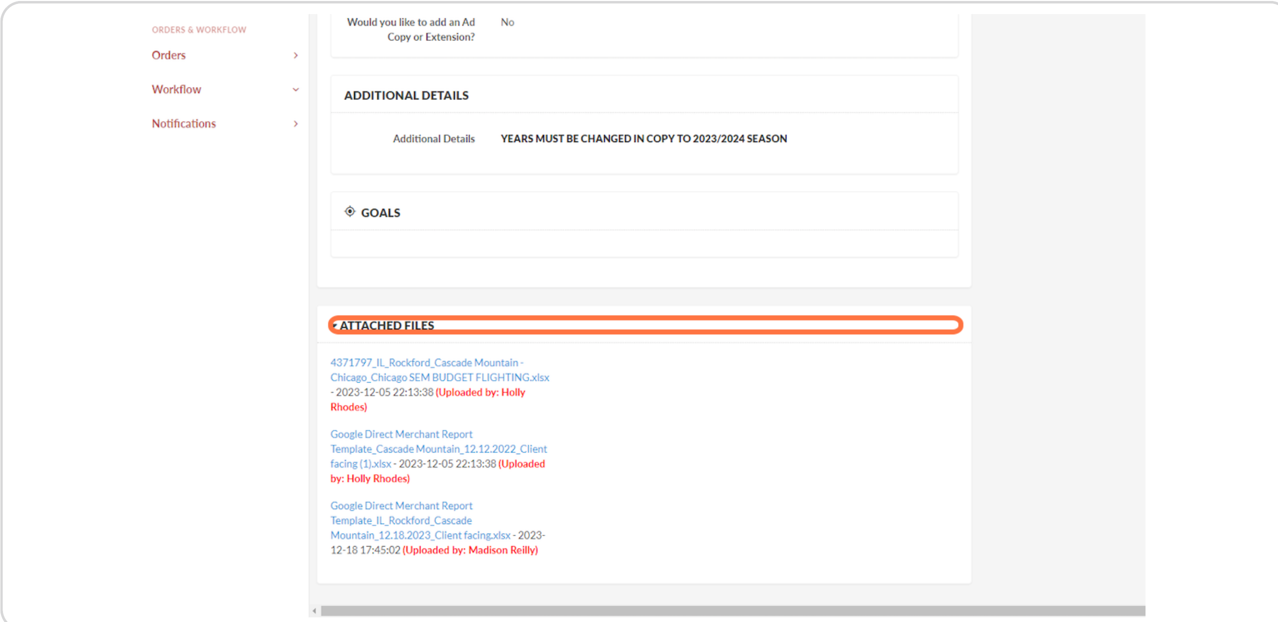
REVIEW ADDITIONAL DETAILS

If there are any.



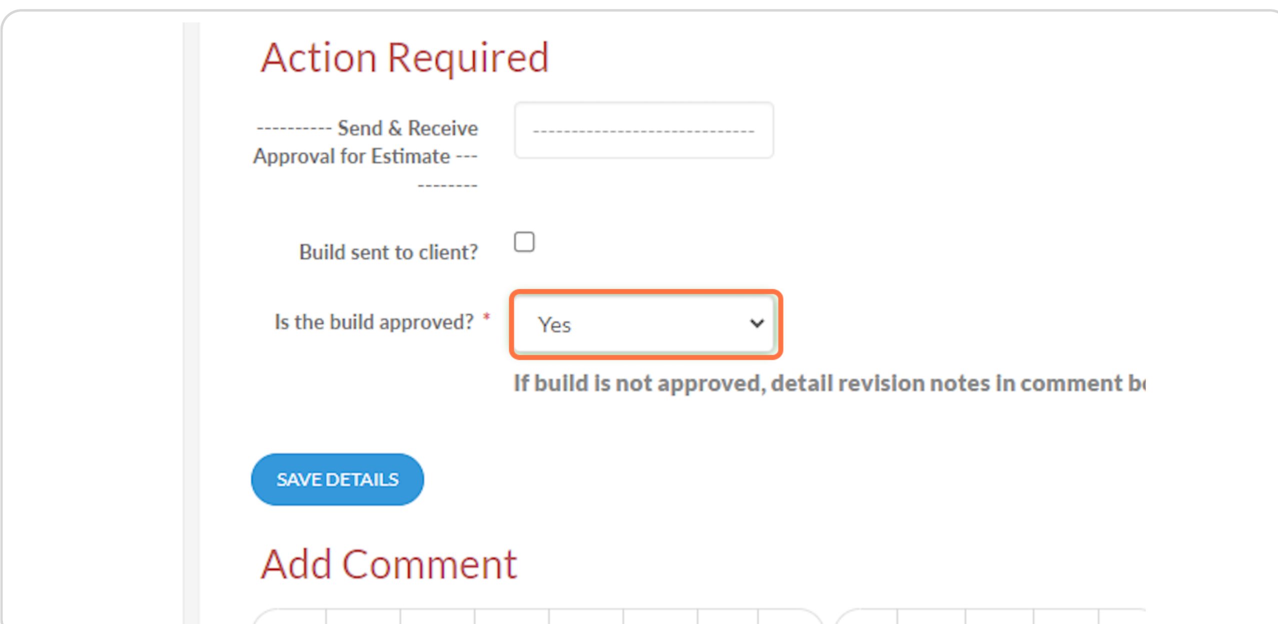
STEP 9

REVIEW attached files to confirm accurate.



STEP 10

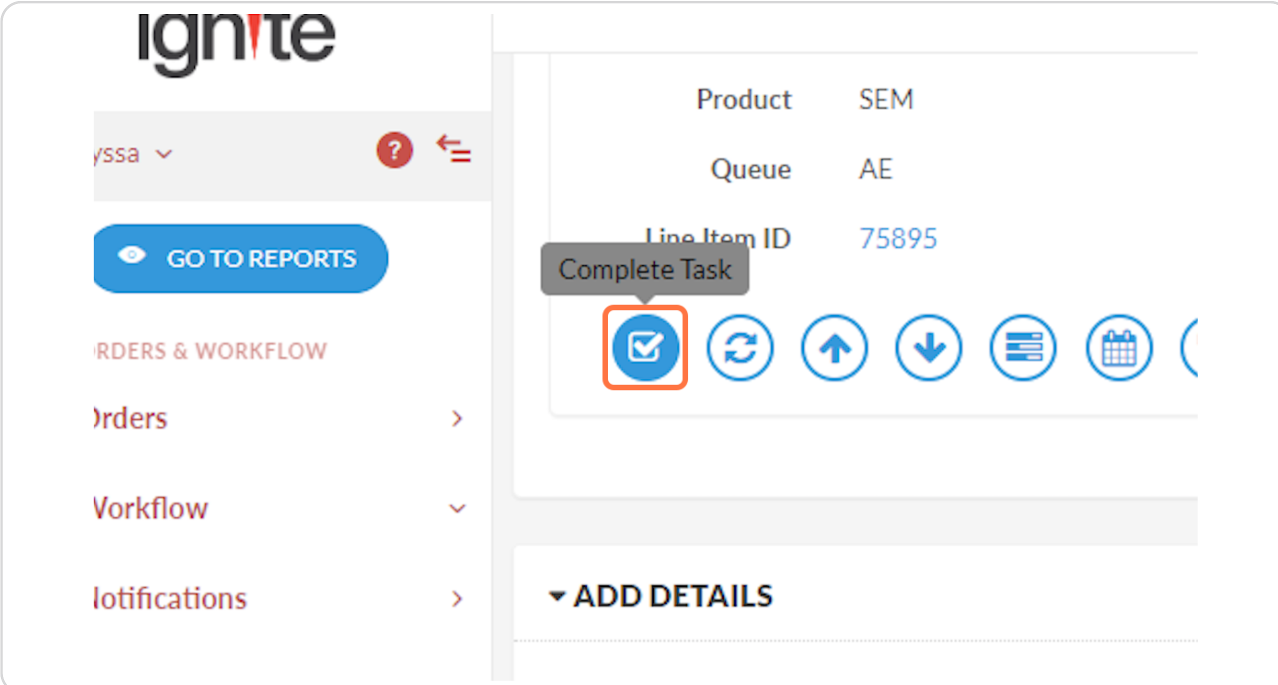
Scroll back to the top of the ticket. IF approved, click YES! IF not approved, click NO and included details in the comment below of what is incorrect. SAVE DETAILS!



STEP 11

Click on Complete Task

To fully send off your approval or request changes, click complete tasks.



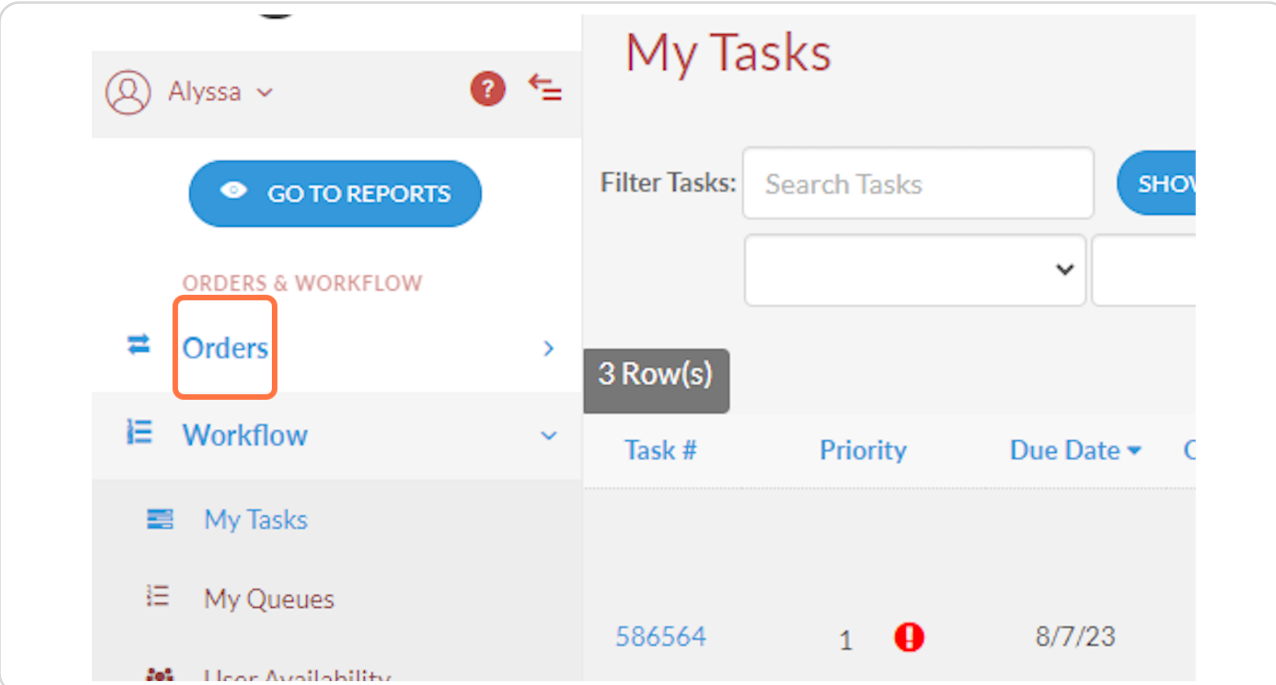
NAVIGATING SPECIFIC TACTIC REVISION REQUESTS IN TAPCLICKS

Townsquare Reporting

18 Steps

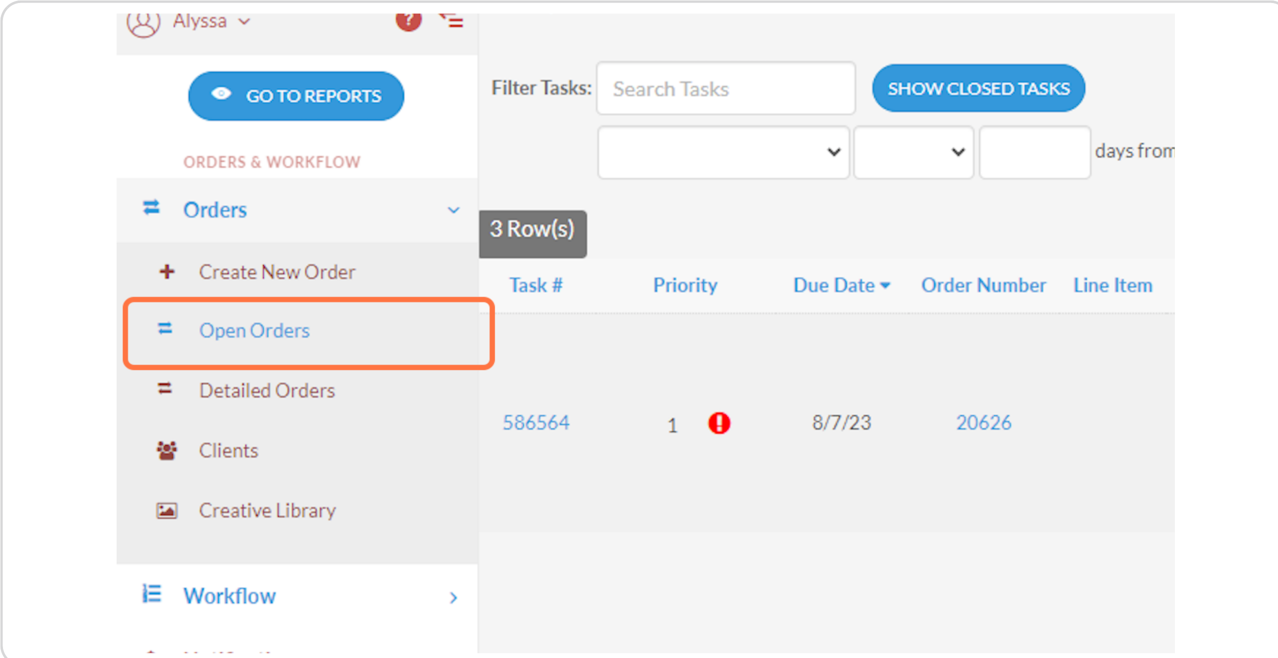
STEP 1

Click on Orders



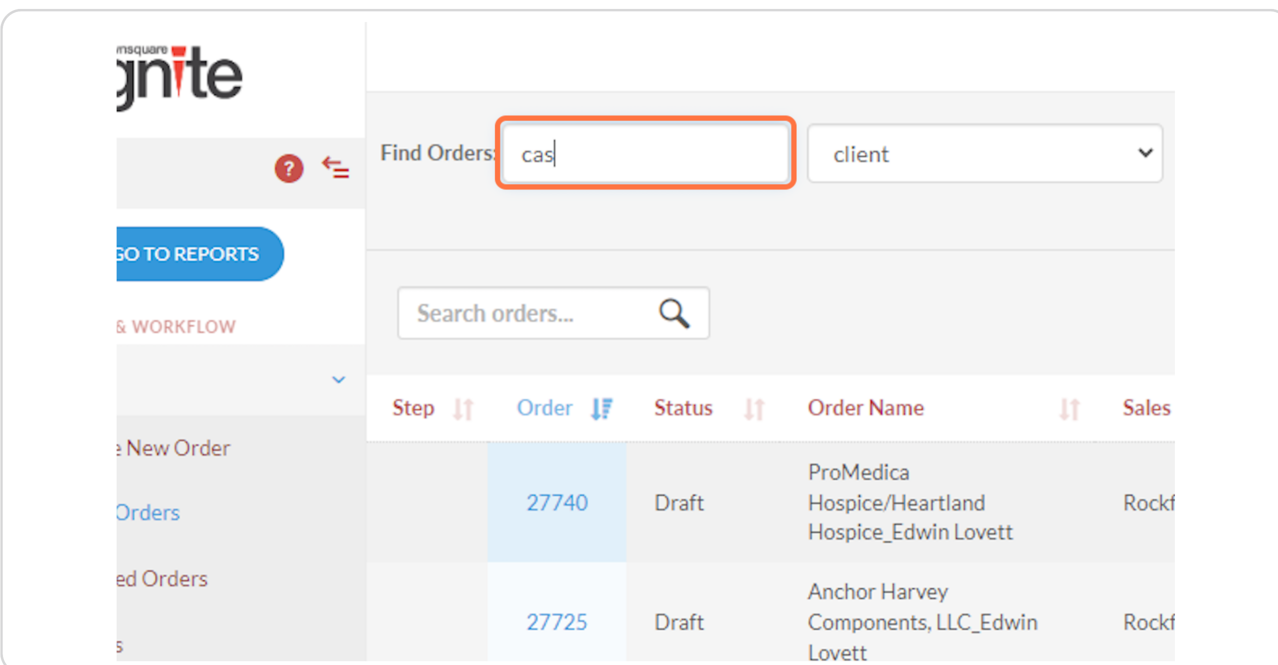
STEP 2

Click on Open Orders



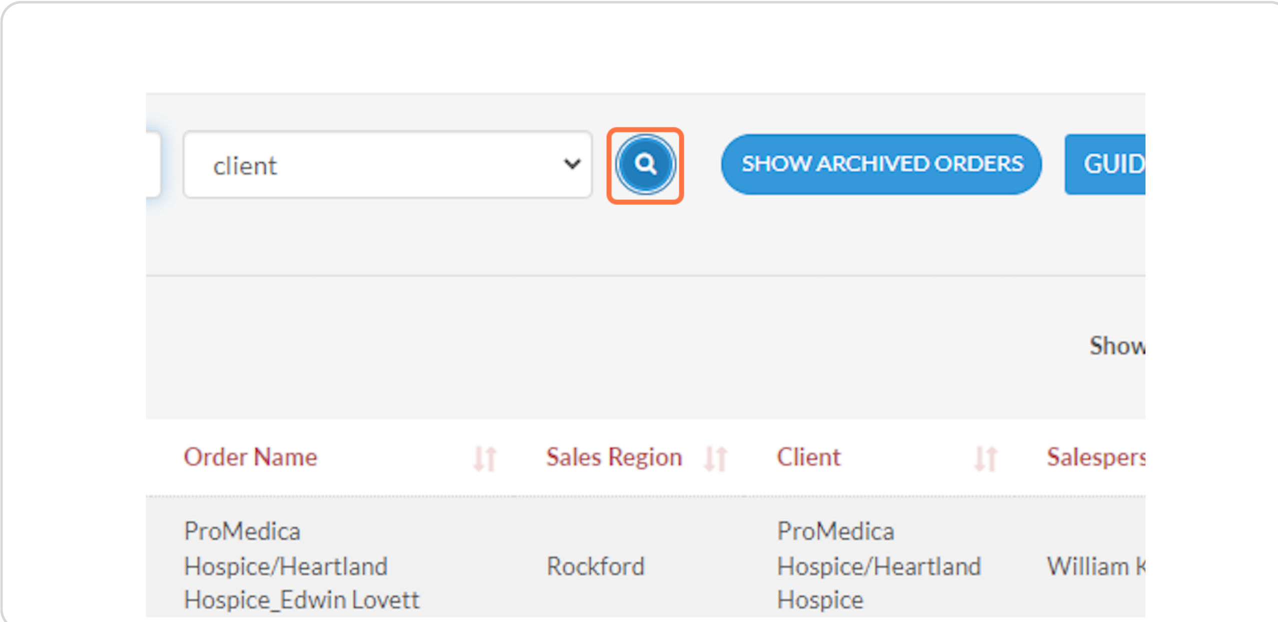
STEP 3

Type in client name example "Cascade Mountain"



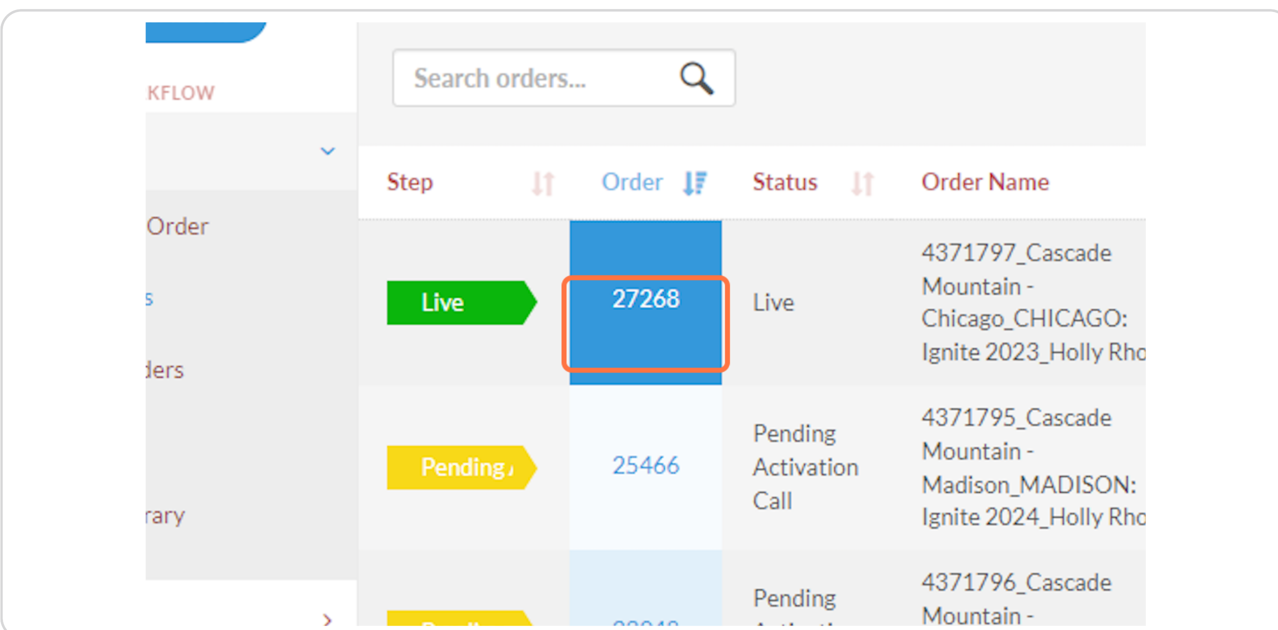
STEP 4

Click on ... Search next to client.



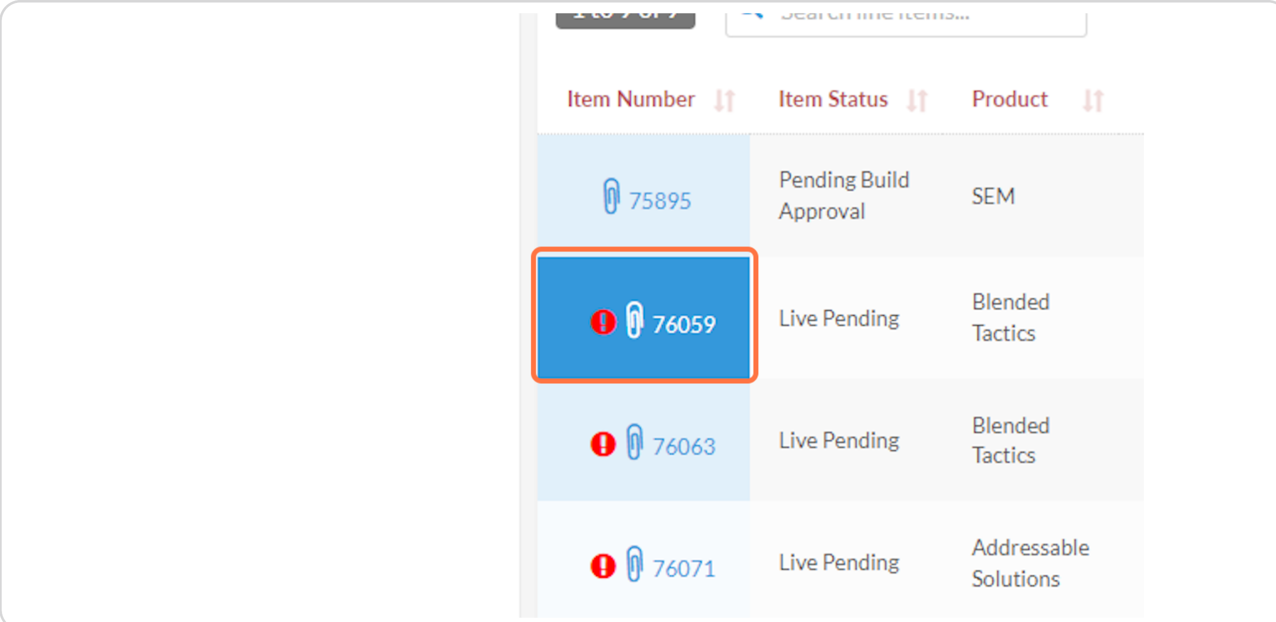
STEP 5

Click on order number of the LIVE order you are looking to review for your client. Review order name to confirm this is the correct order for your client. Can use WO order # to confirm in order name.



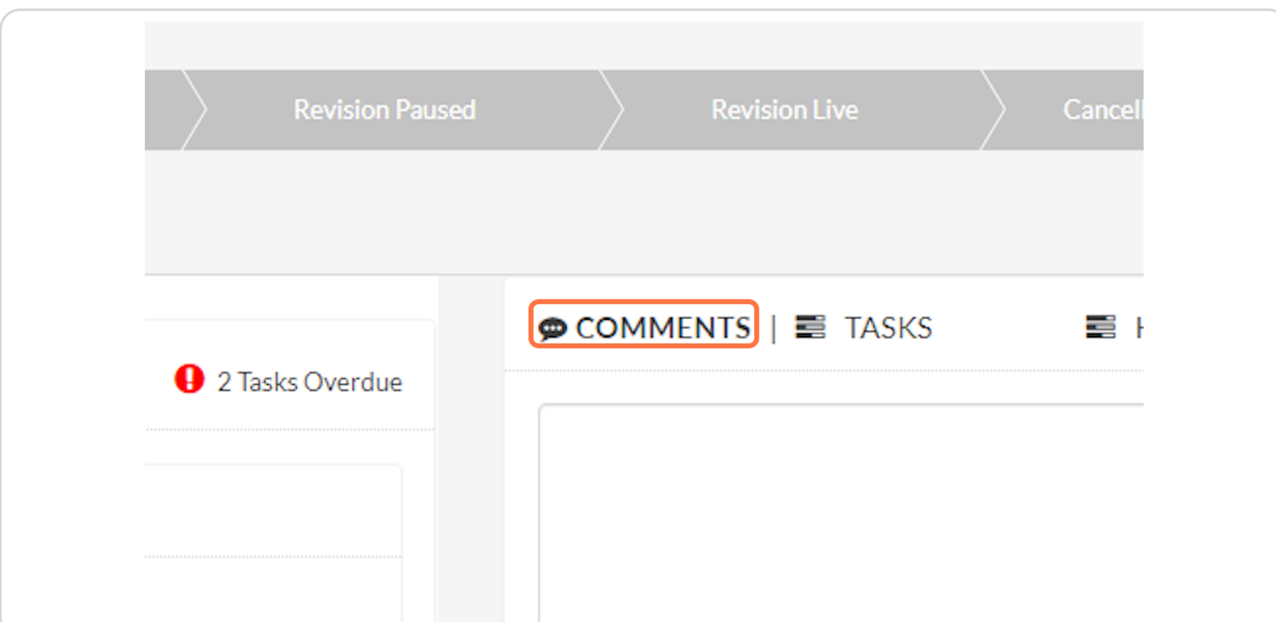
STEP 6

Scroll to the bottom of the page to see Line Items. Find the specific product/tactic you want the revision to be applied on. Click that product's ITEM NUMBER



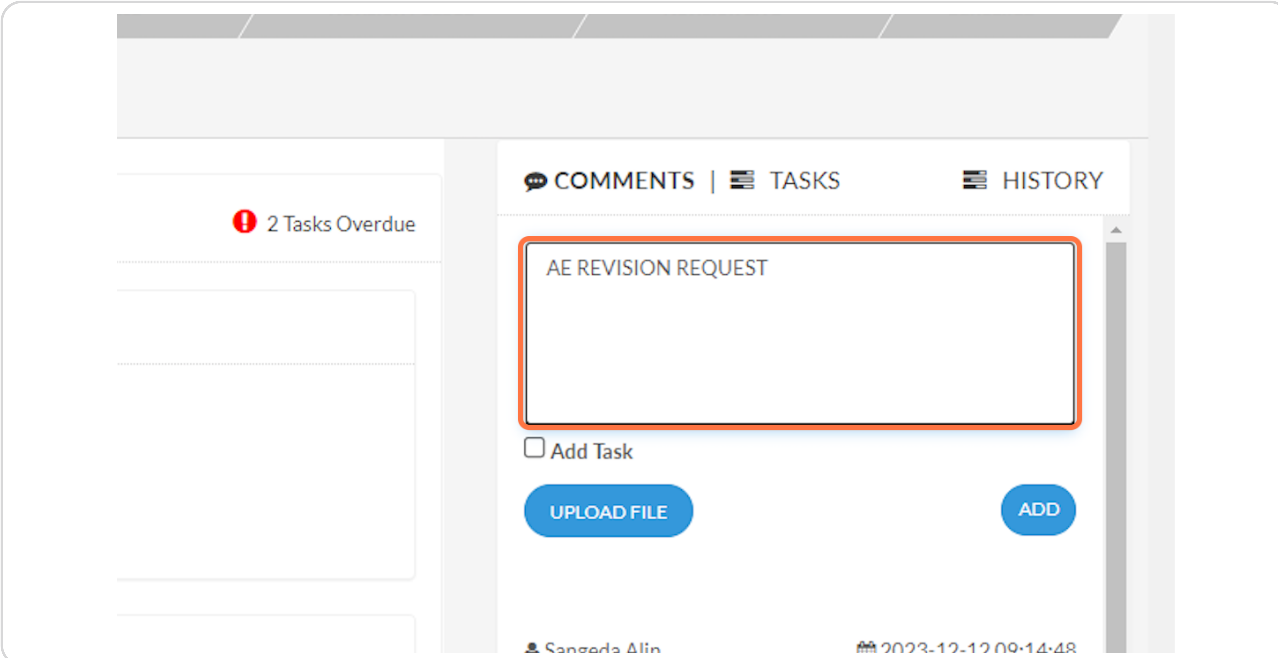
STEP 7

Click on COMMENTS - this is on the right side of the screen.



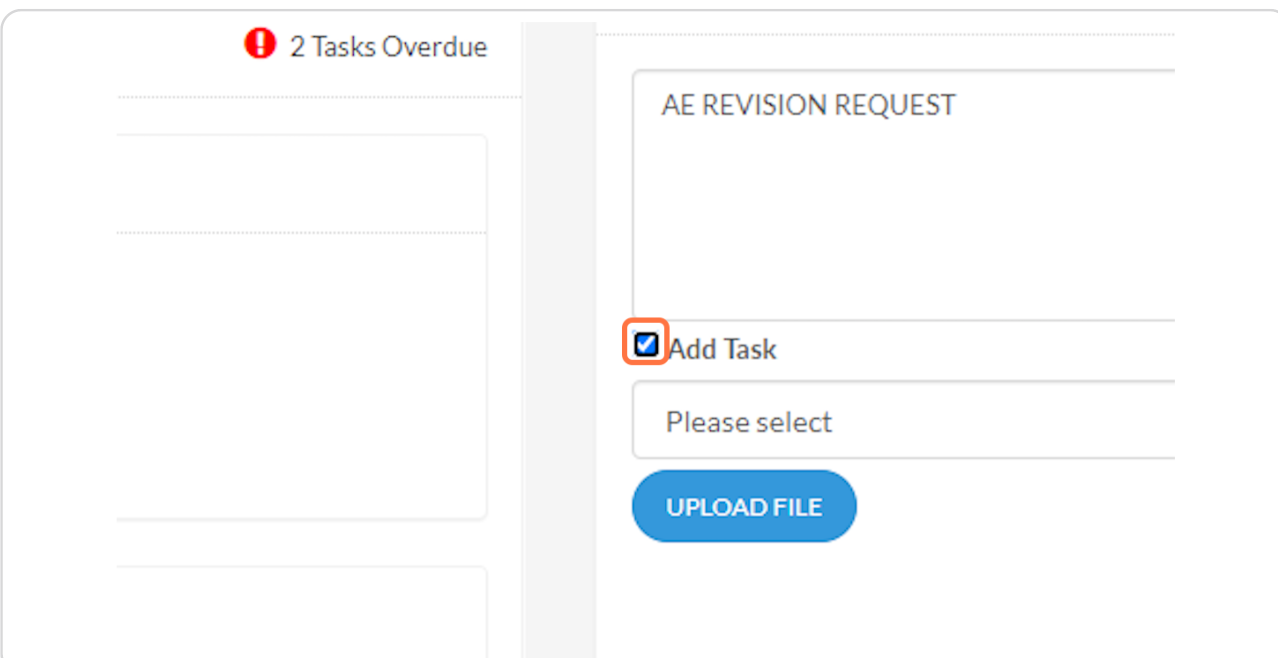
STEP 8

Type AE Revision Request in comment box



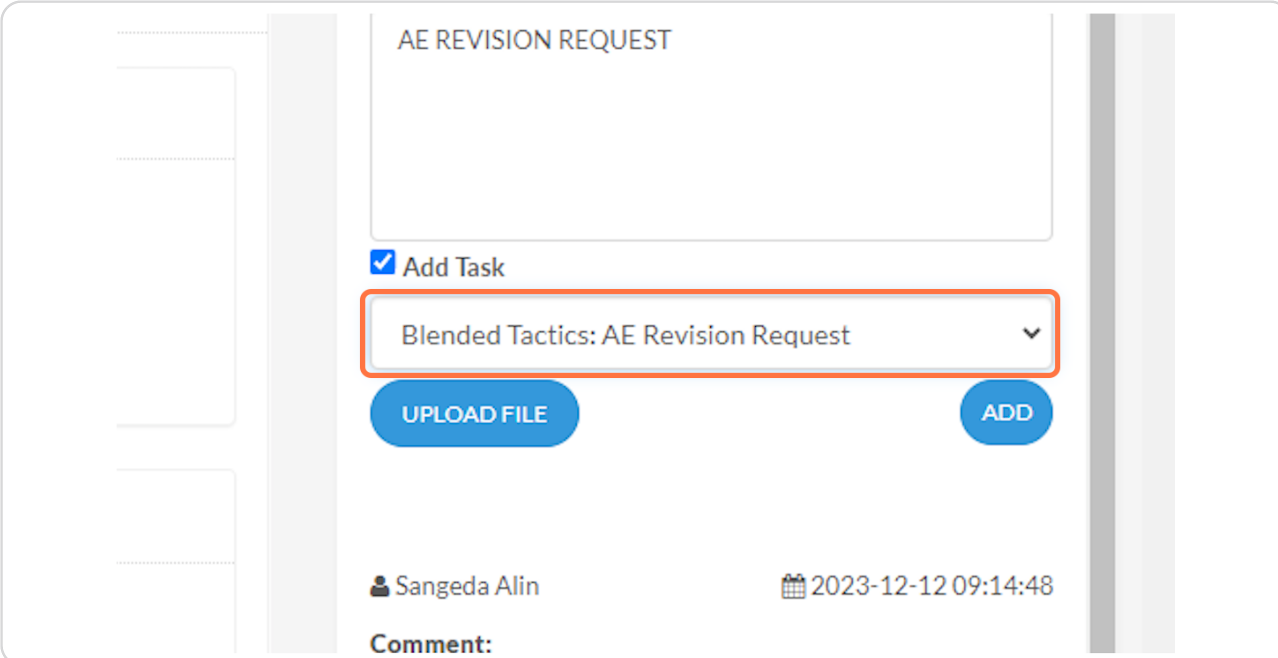
STEP 9

Check on



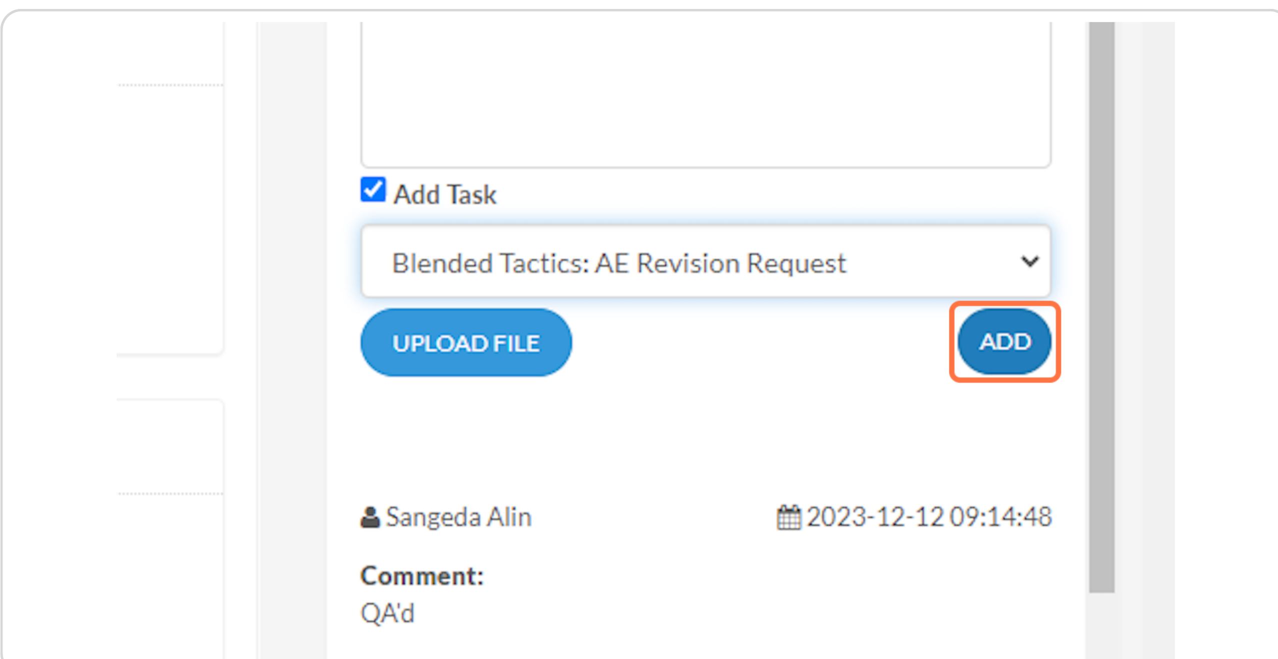
STEP 10

Select Blended Tactics: AE Revision Request



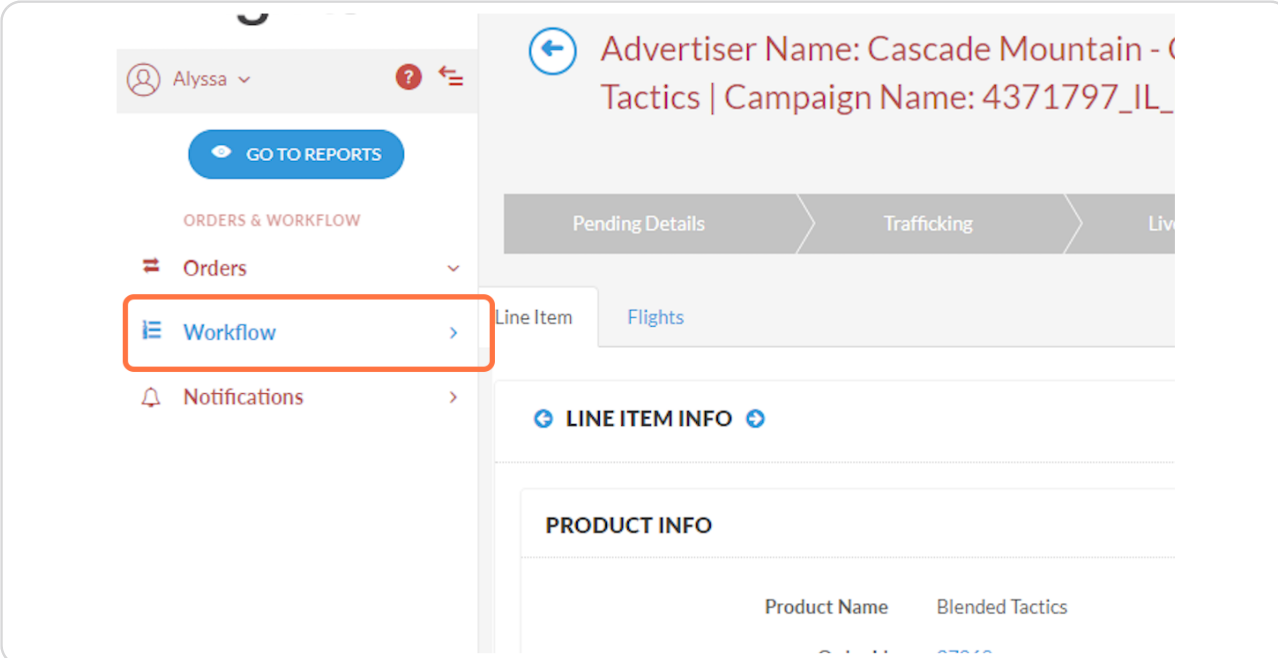
STEP 11

Check the Add Tasks Button



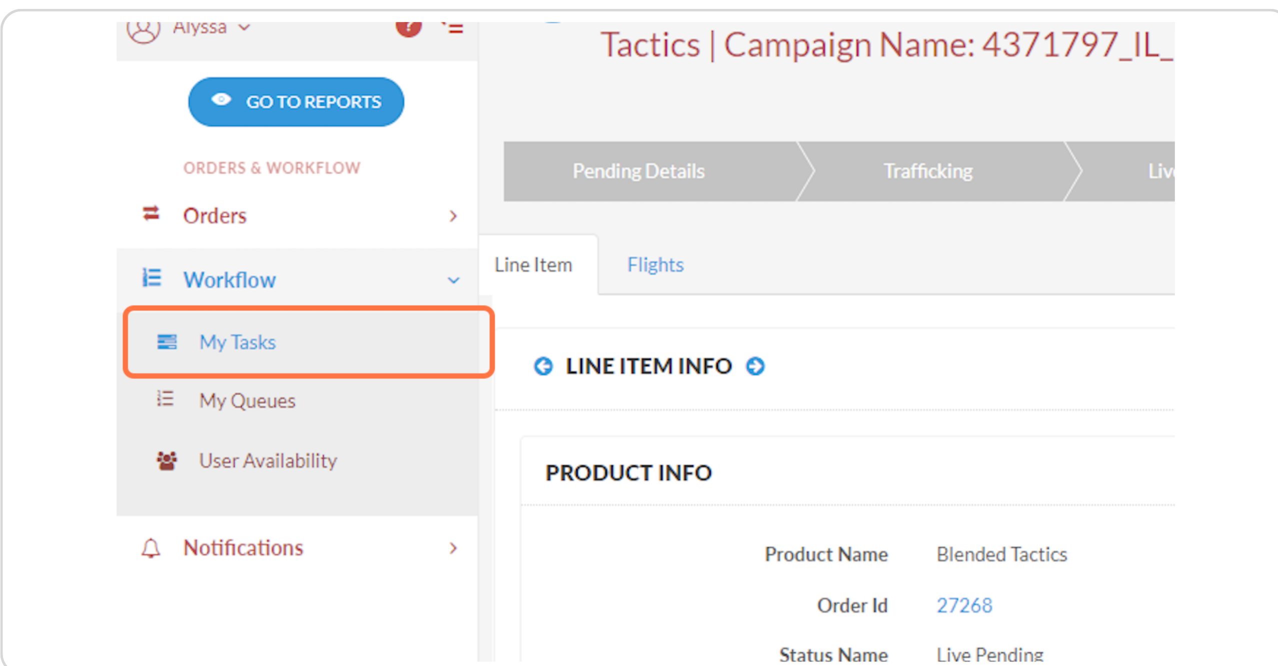
STEP 12

Click on Workflow on the left side of your screen.



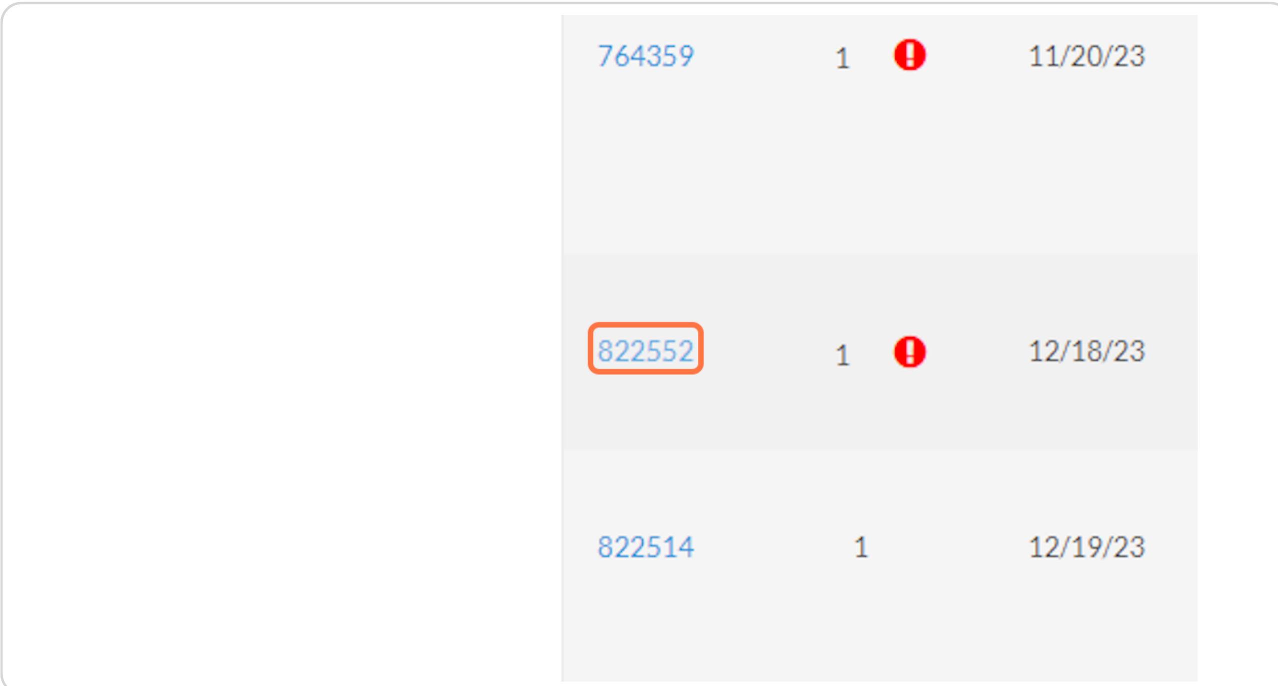
STEP 13

Click on My Tasks under Workflow



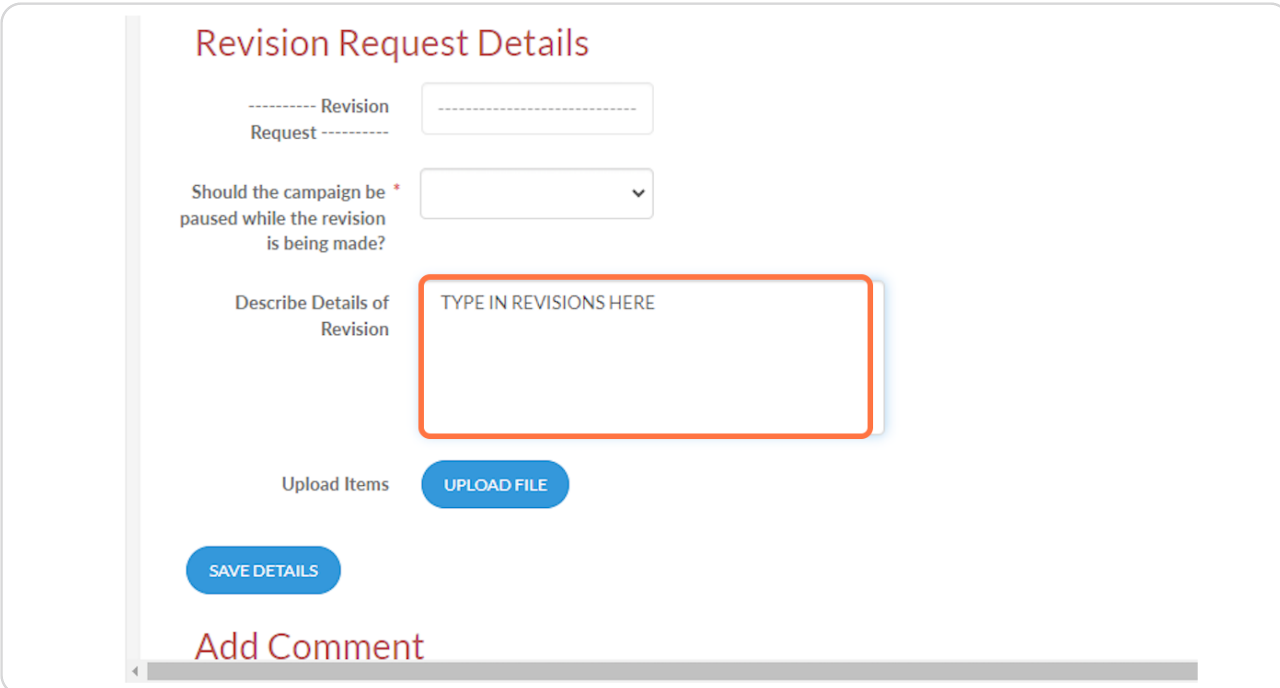
STEP 14

Click on the TASK NUMBER assigned to the new task you created for your client.



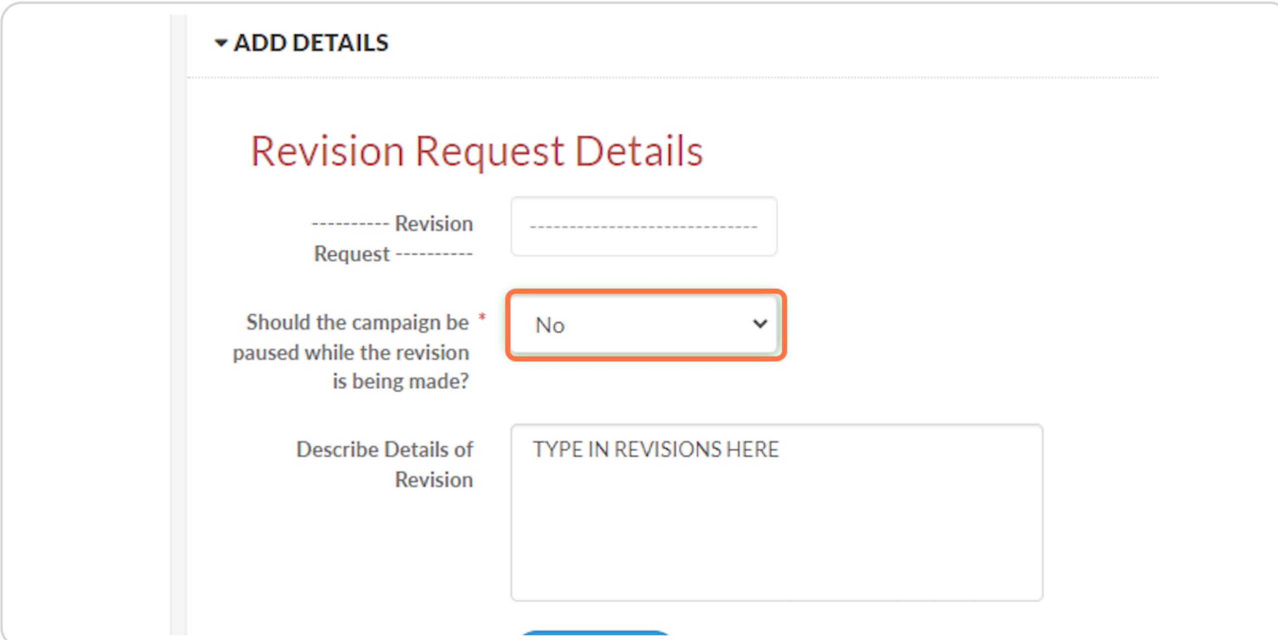
STEP 15

Type in describe revision(s): "TYPE IN THE REVISION REQUEST HERE " include all details you are requestion in the revision. Be clear and precise.



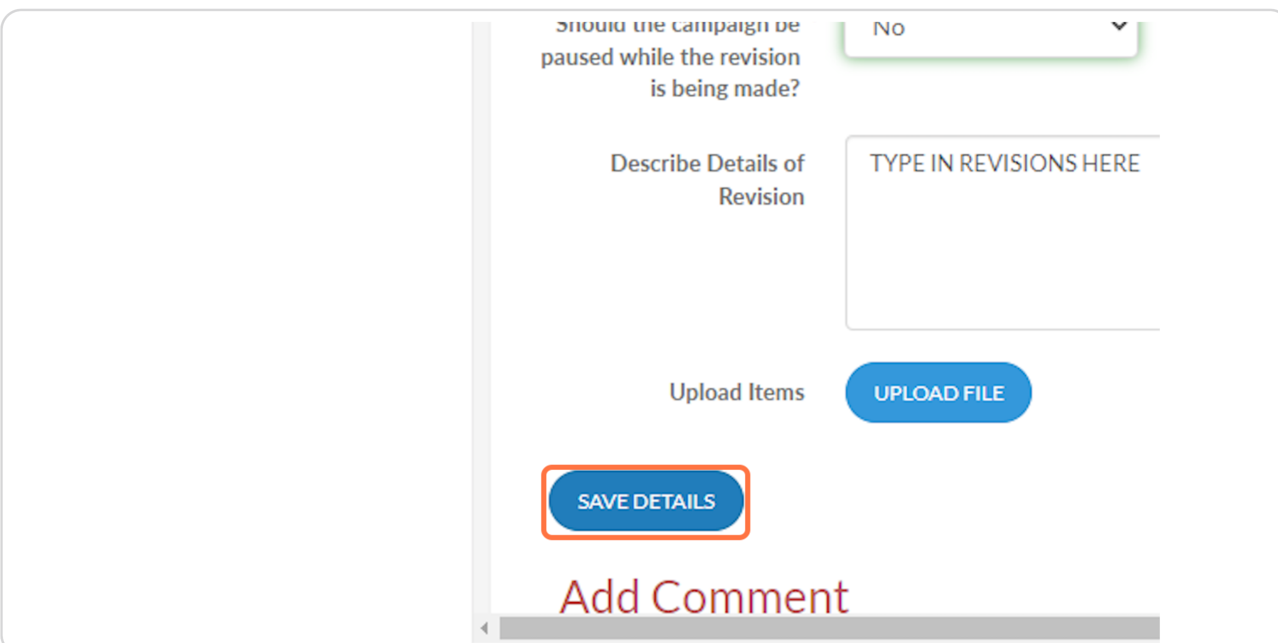
STEP 16

Should the lines be paused: No, unless this is a cancel or an incorrect creative or targeting/zip codes are running.



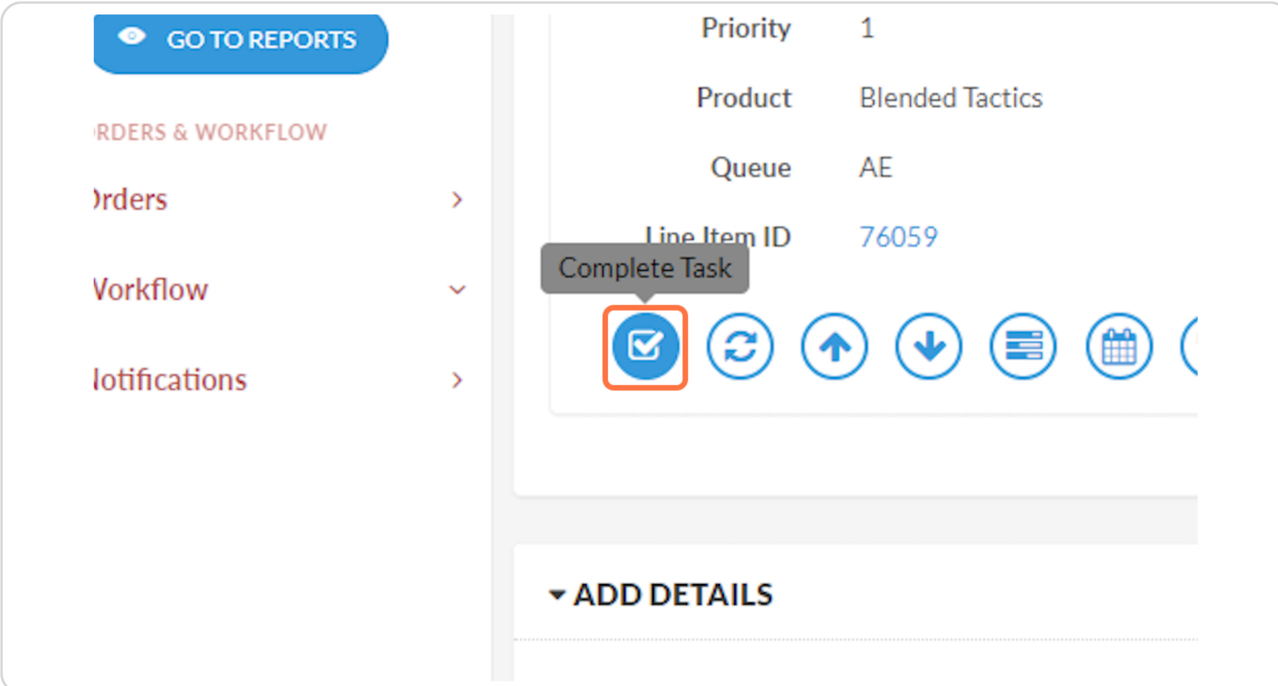
STEP 17

Click on SAVE DETAILS



STEP 18

Scroll Up to Click on Complete Task



NAVIGATING REVISIONS FOR CURRENT ORDERS

Navigating Townsquare Revisions That Apply to the Full Campaign on Current Orders in 15 Steps: AE Revision Request

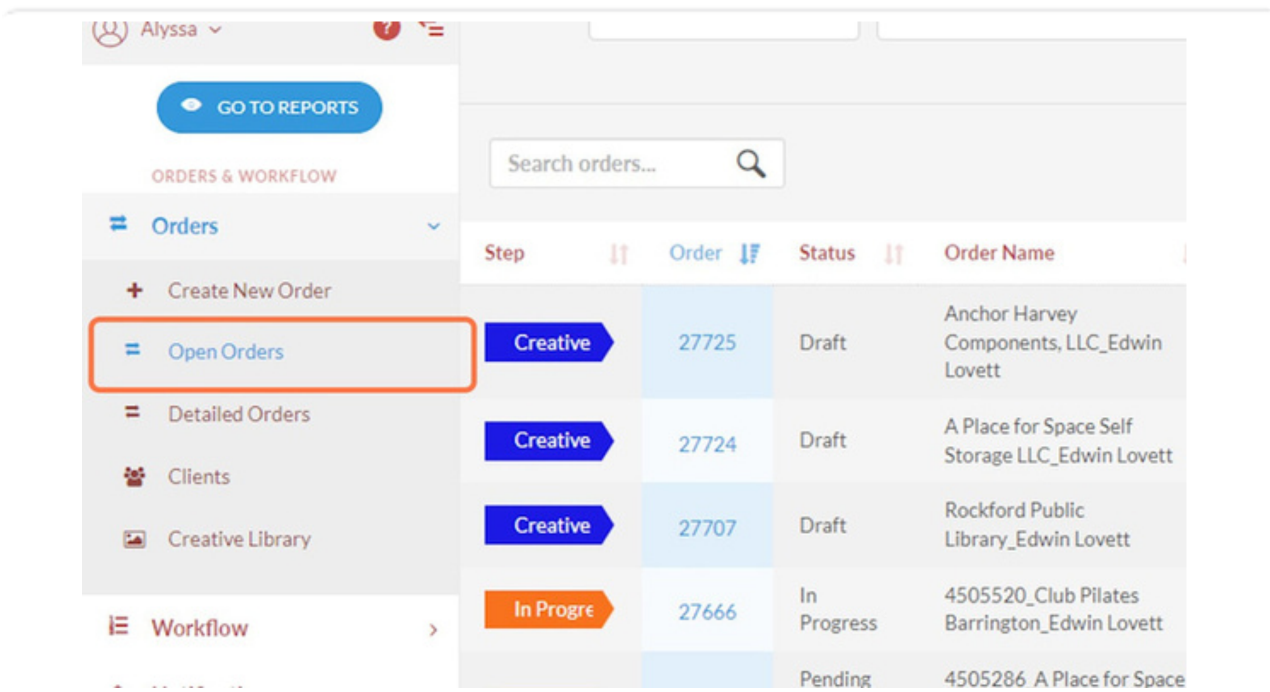
These steps will walk you through submitting an Ignite order revision. This includes: adding dollars to current orders, new creative to be applied to the campaign, creative end date revisions, targeting revisions, zip code revisions, and tactic revisions.

I Townsquare Reporting

15 Steps

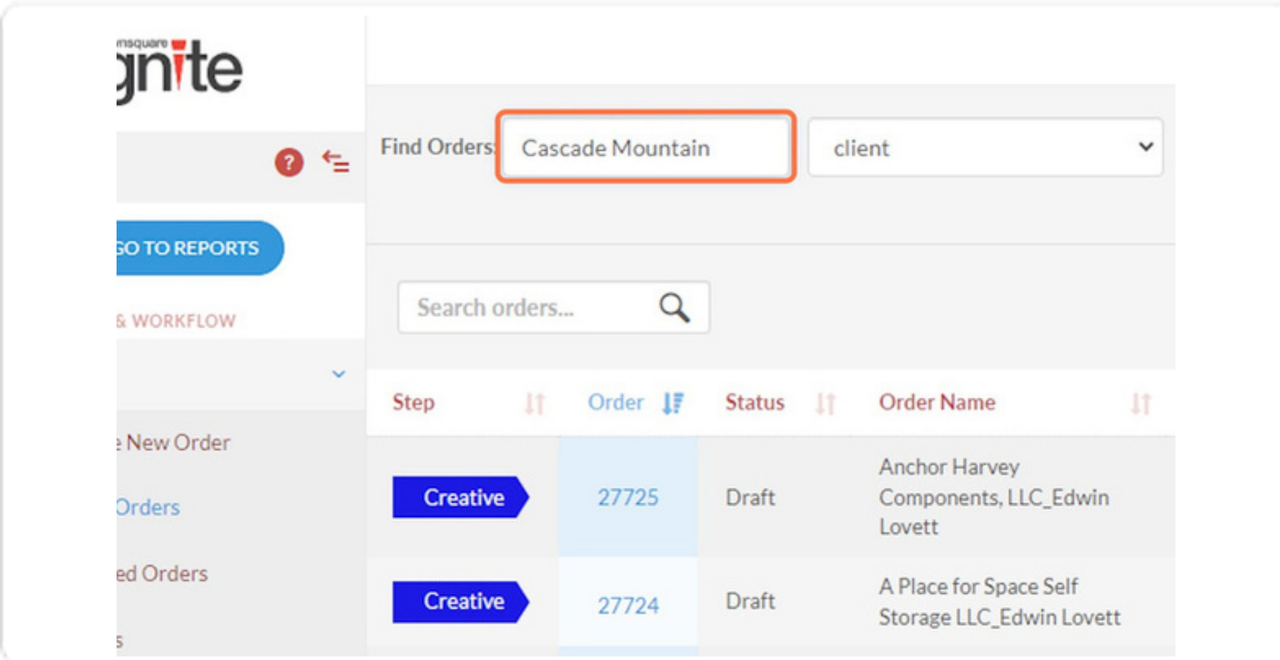
STEP 1

Click on Open Orders



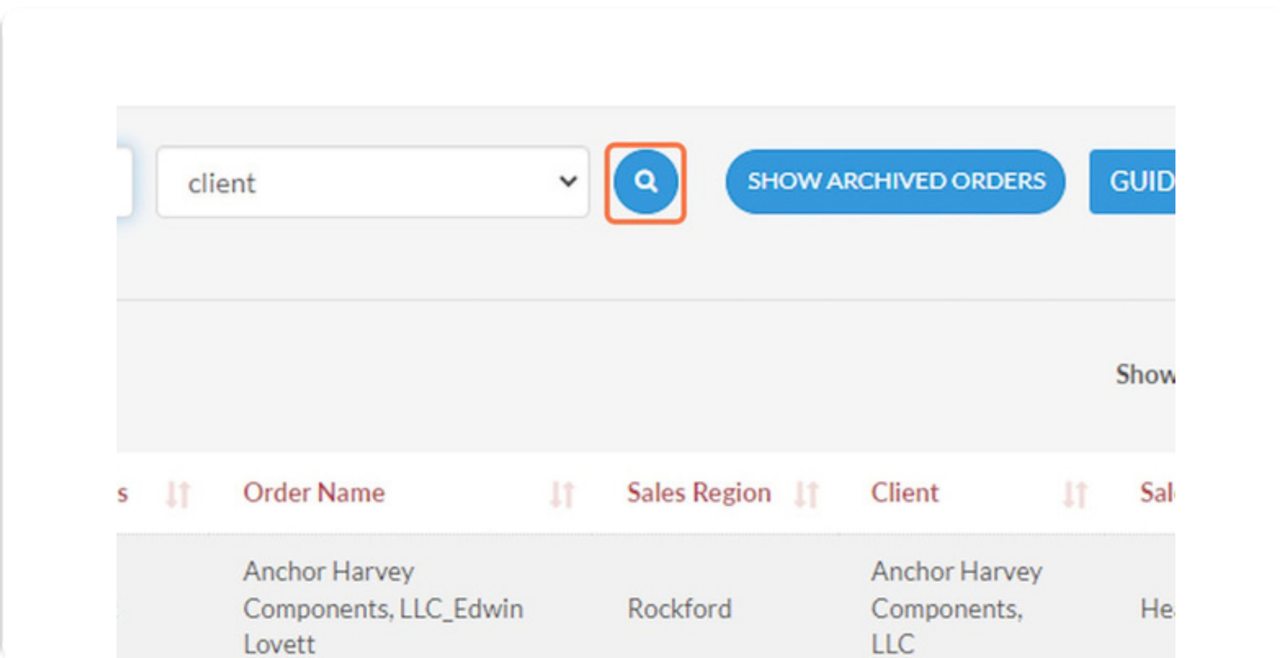
STEP 2

Type in client name example "Cascade Mountain"



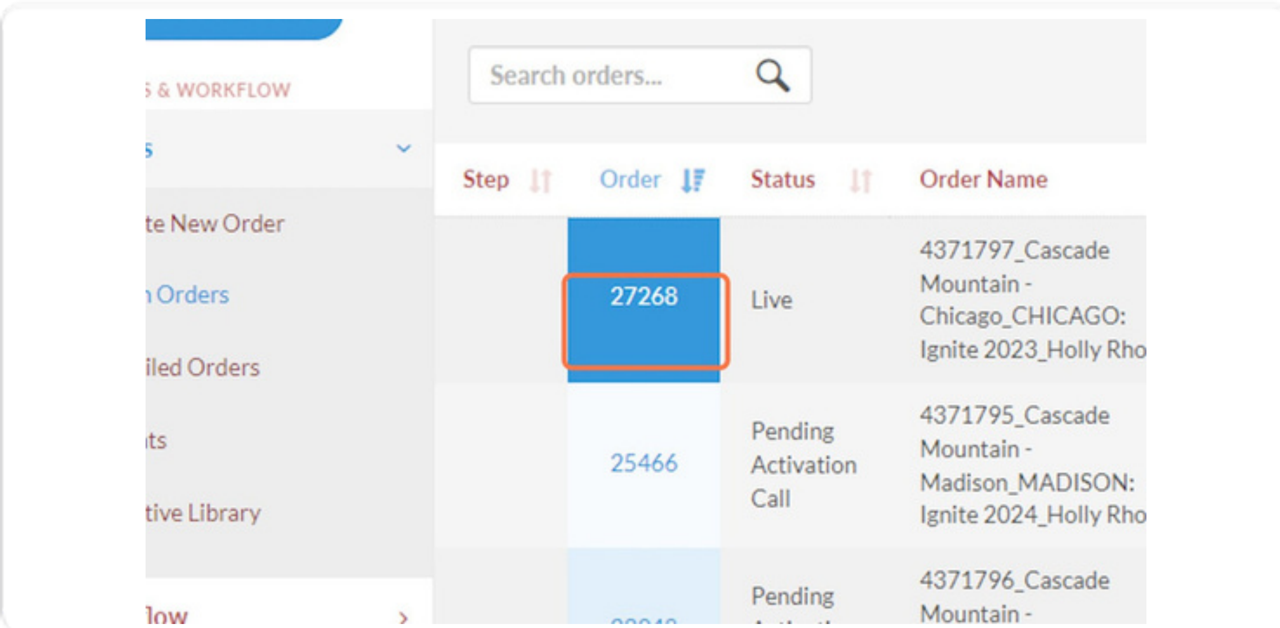
STEP 3

Click on ... Search next to client.



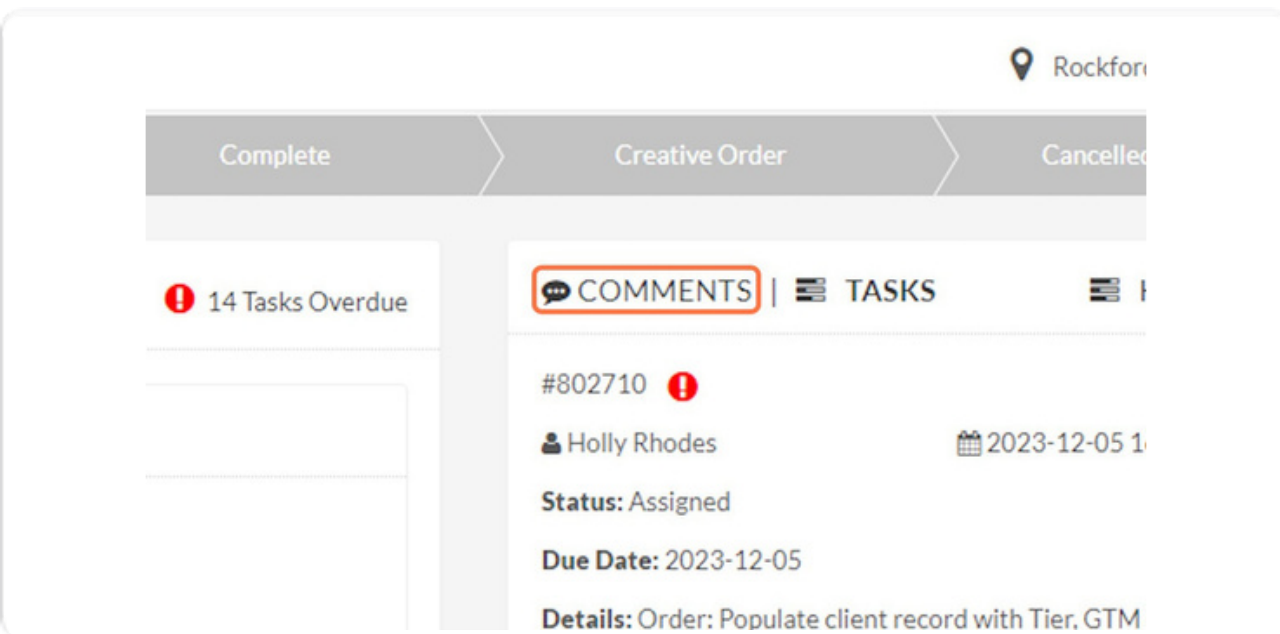
STEP 4

Click on order number of the LIVE order you are looking to review for your client. Review order name to confirm this is the correct order for your client. Can use WO order # to confirm in order name.



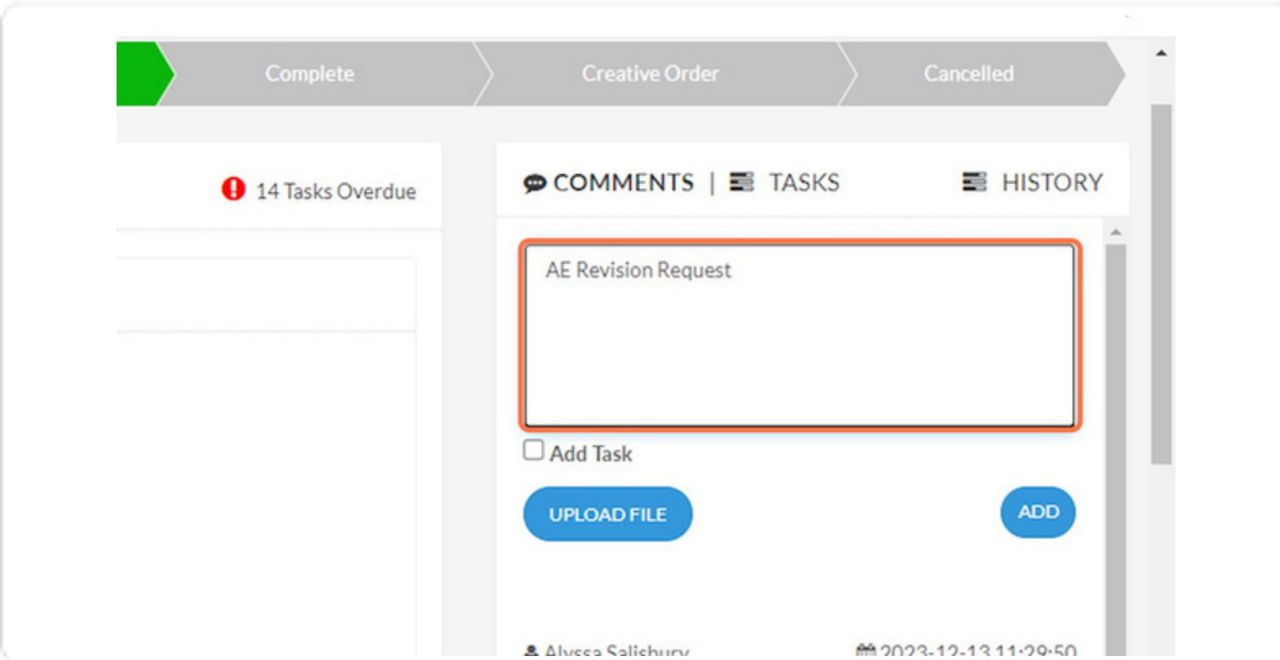
STEP 5

Click on COMMENTS - this is on the right side of the screen.



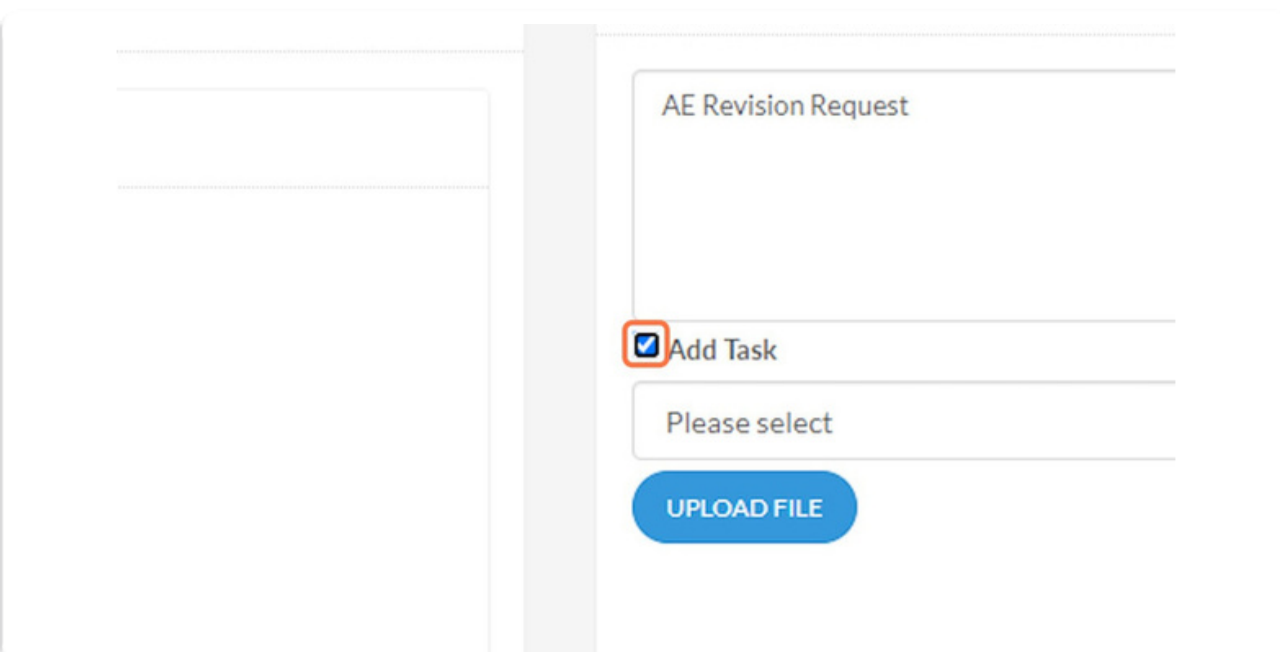
STEP 6

Type AE Revision Request in comment box



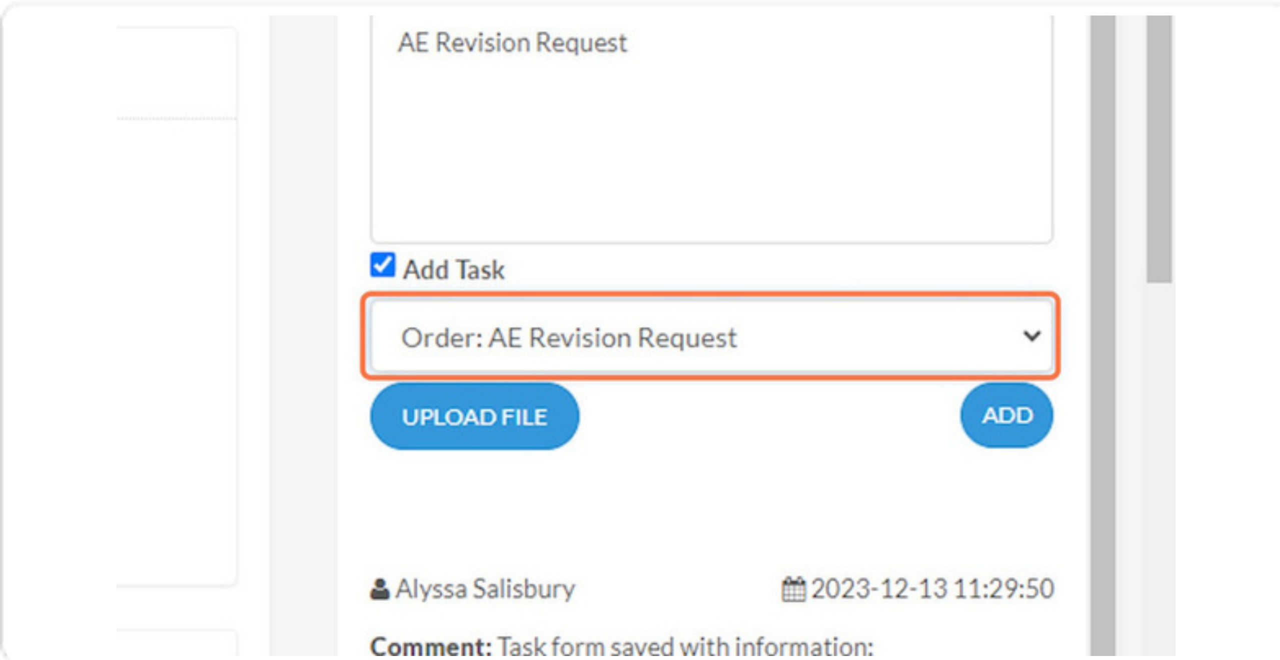
STEP 7

Check the Add Tasks Button



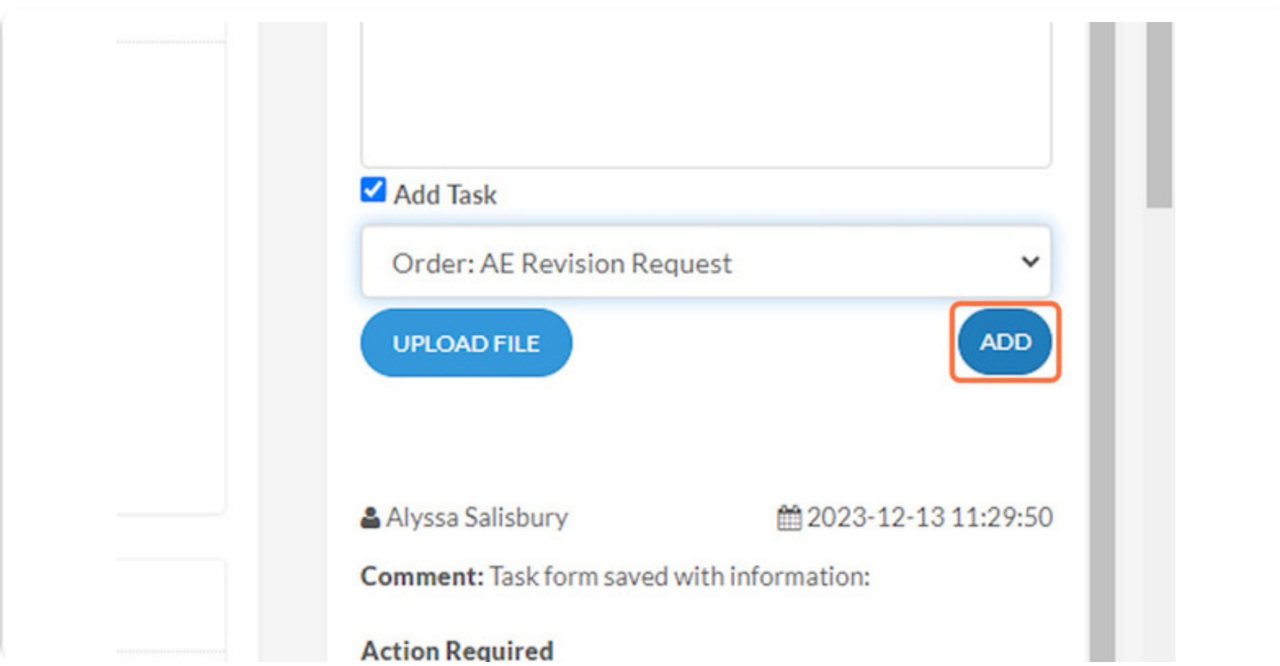
STEP : 8

Select Order: AE Revision Request in the drop down.



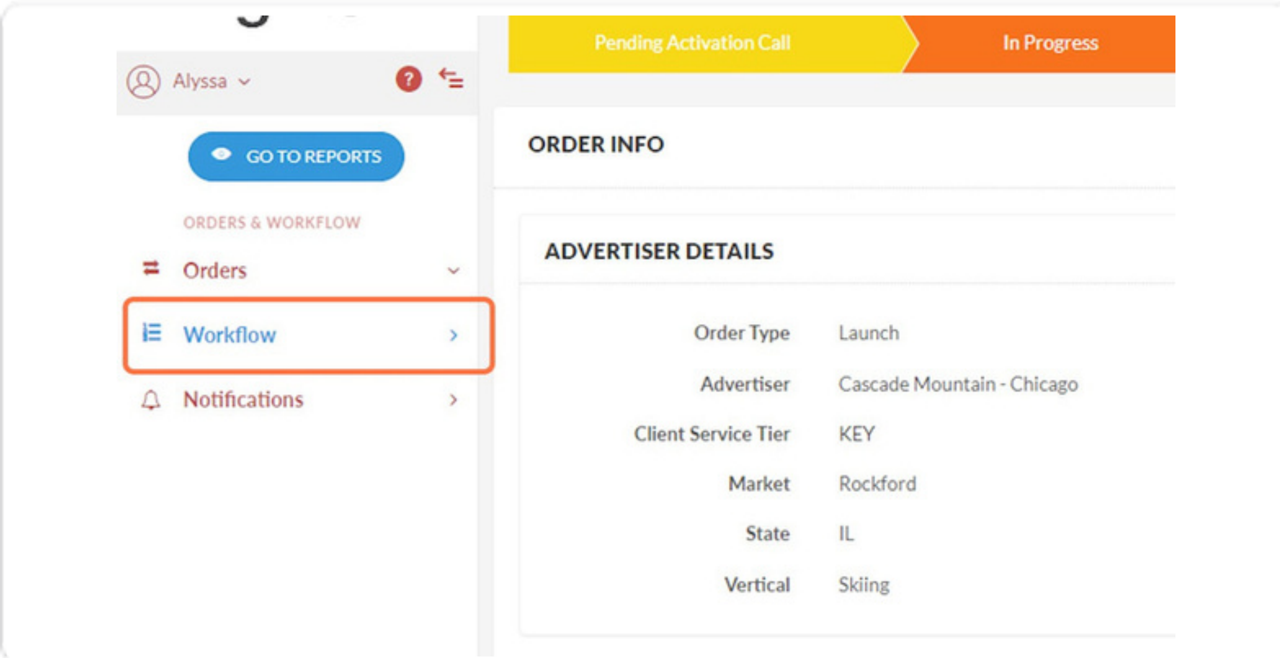
STEP 9

Click on ADD



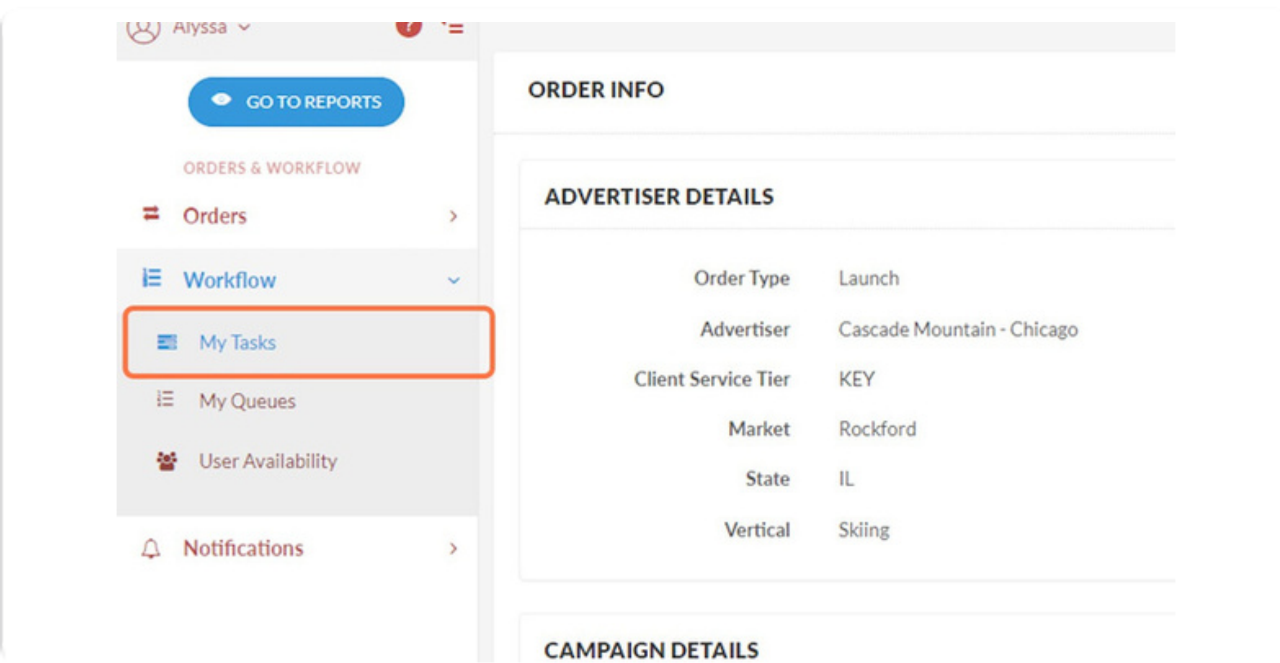
STEP 10

Click on Workflow on the left side of your screen.



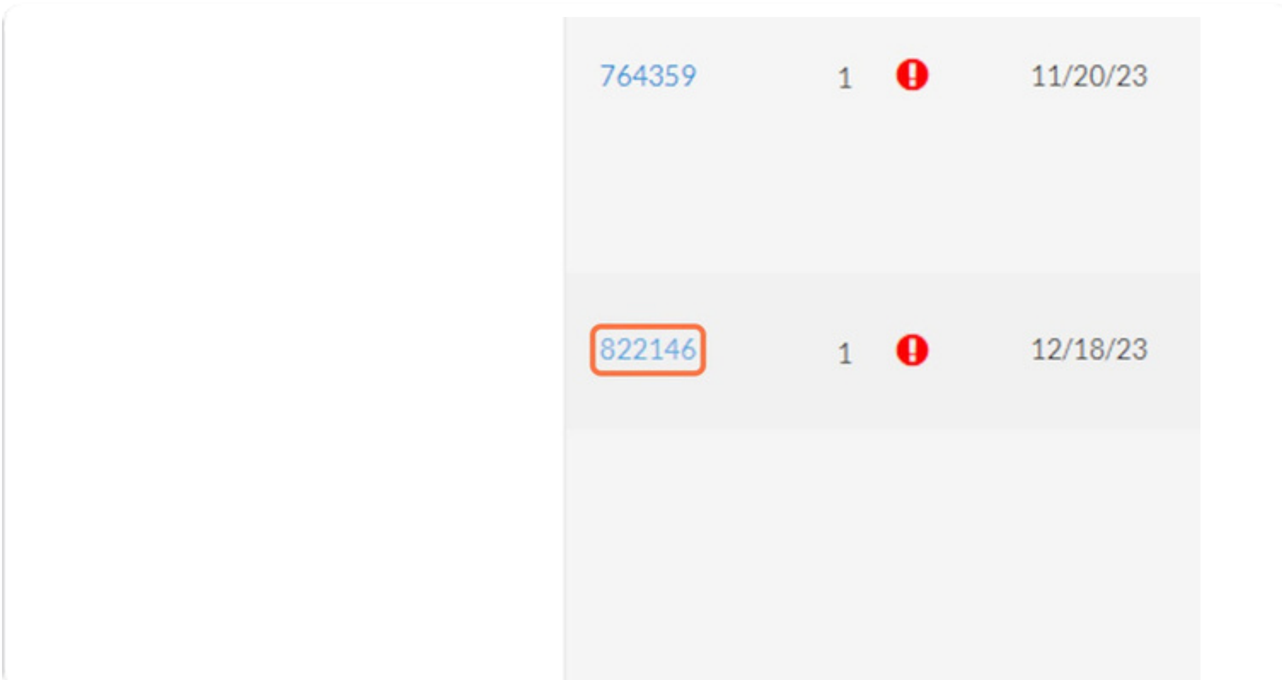
STEP 11

Click on My Tasks under Workflow



STEP 12

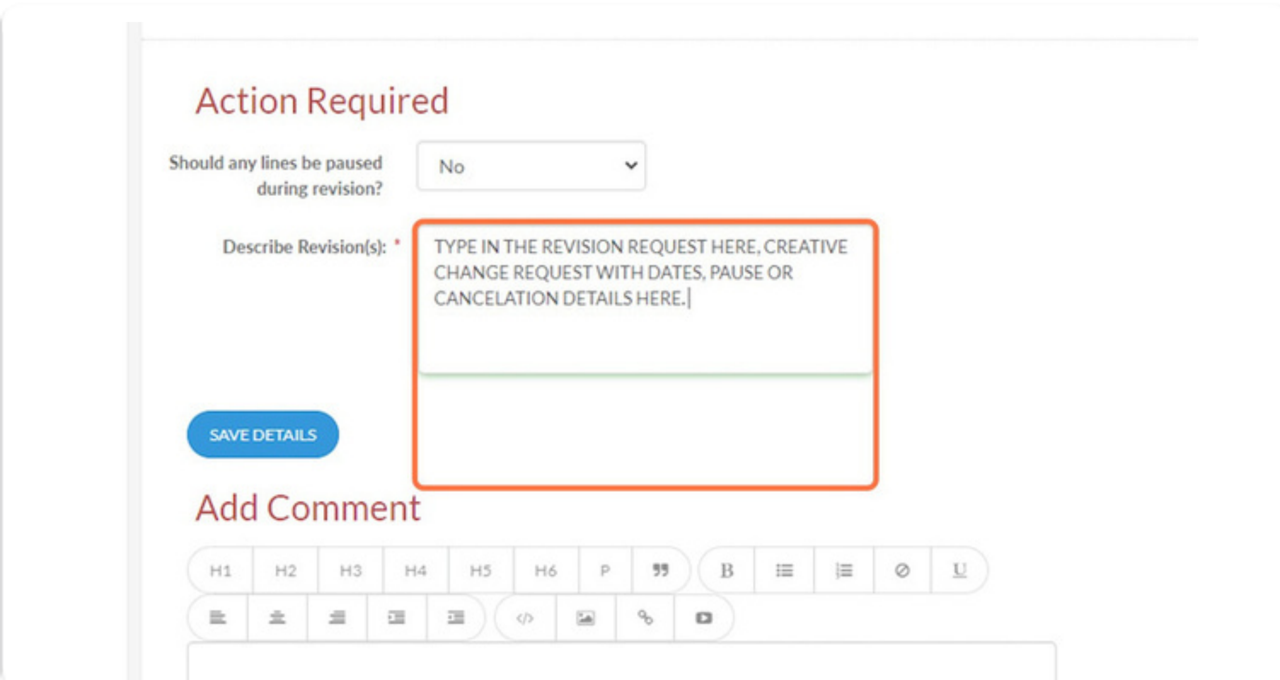
Click on the TASK NUMBER assigned to the new task you created for your client.



STEP 13

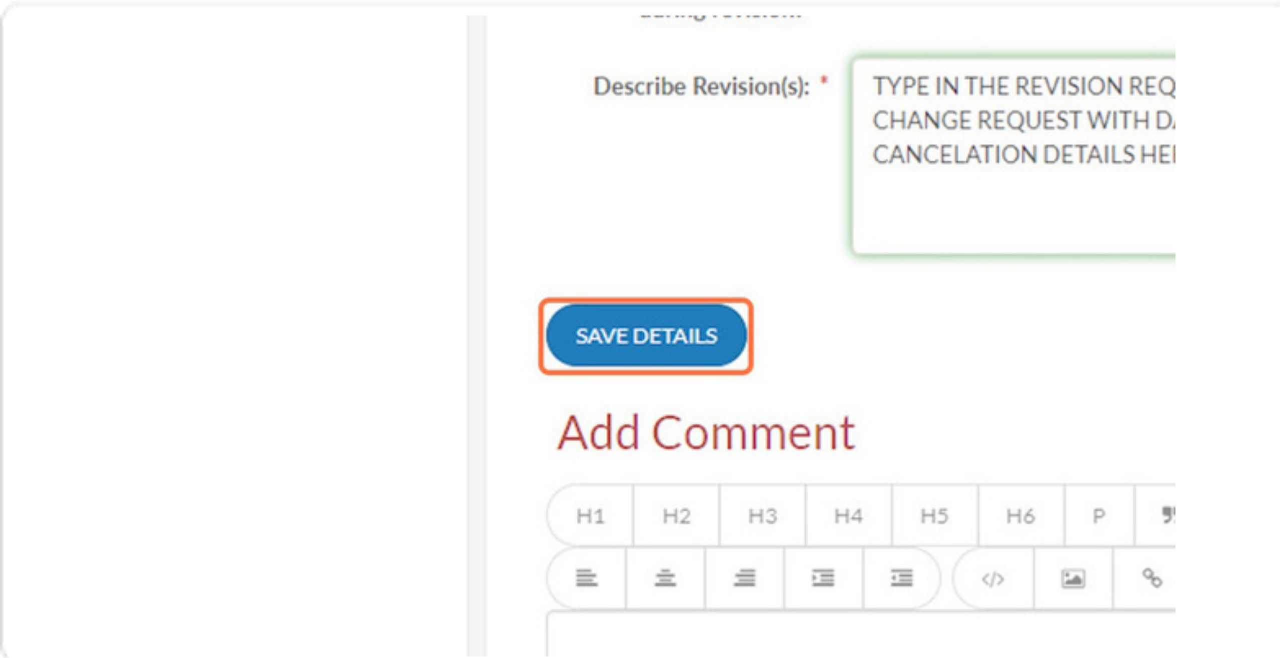
Type in describe revision(s): "TYPE IN THE REVISION REQUEST HERE " include all details you are requestion in the revision. Be clear and precise.

Should the lines be paused: No, unless this is a cancel or an incorrect creative or target- ing/zip codes are running.



STEP 14

Click on SAVE DETAILS



STEP 15

Scroll back to the top and click on Complete Task