



ignite

2024

TAP ORDERS



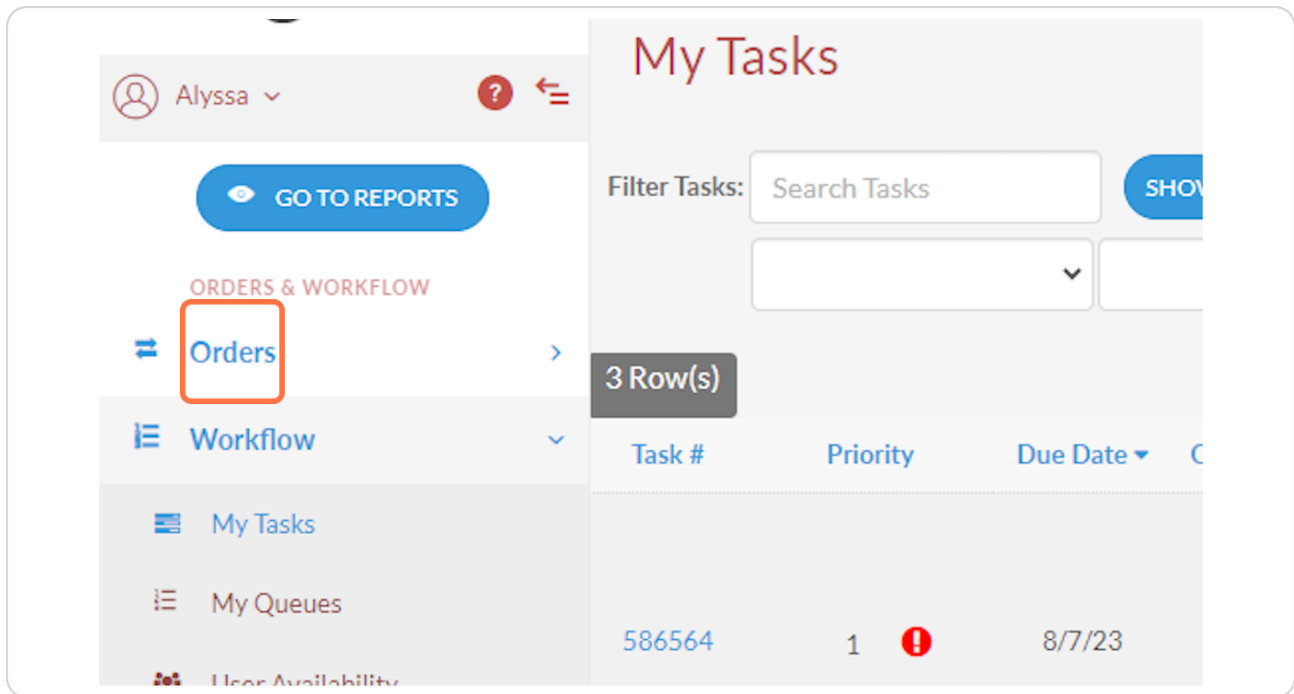
Training Binder




**NEW CREATIVE
REQUEST BY
UTILIZING YOUR
DCM**

STEP 1

Click on Orders



The screenshot shows a user interface for 'My Tasks'. On the left is a navigation menu with a 'GO TO REPORTS' button and a section titled 'ORDERS & WORKFLOW'. The 'Orders' item in this menu is highlighted with a red rectangular box. Below it are 'Workflow', 'My Tasks', 'My Queues', and 'User Availability'. The main area on the right is titled 'My Tasks' and contains a search bar labeled 'Filter Tasks: Search Tasks' with a 'SHOW' button. Below the search bar is a dropdown menu. A summary bar indicates '3 Row(s)'. A table below shows task details with columns for 'Task #', 'Priority', and 'Due Date'. One row is visible with the task number 586564, a priority of 1, and a due date of 8/7/23. A red exclamation mark icon is next to the priority value.

Task #	Priority	Due Date
586564	1 	8/7/23

STEP 2

Click on Open Orders

Filter Tasks: Search Tasks **SHOW CLOSED TASKS**

days from

3 Row(s)

Task #	Priority	Due Date	Order Number	Line Item
586564	1 !	8/7/23	20626	

STEP 3

Type "client name"

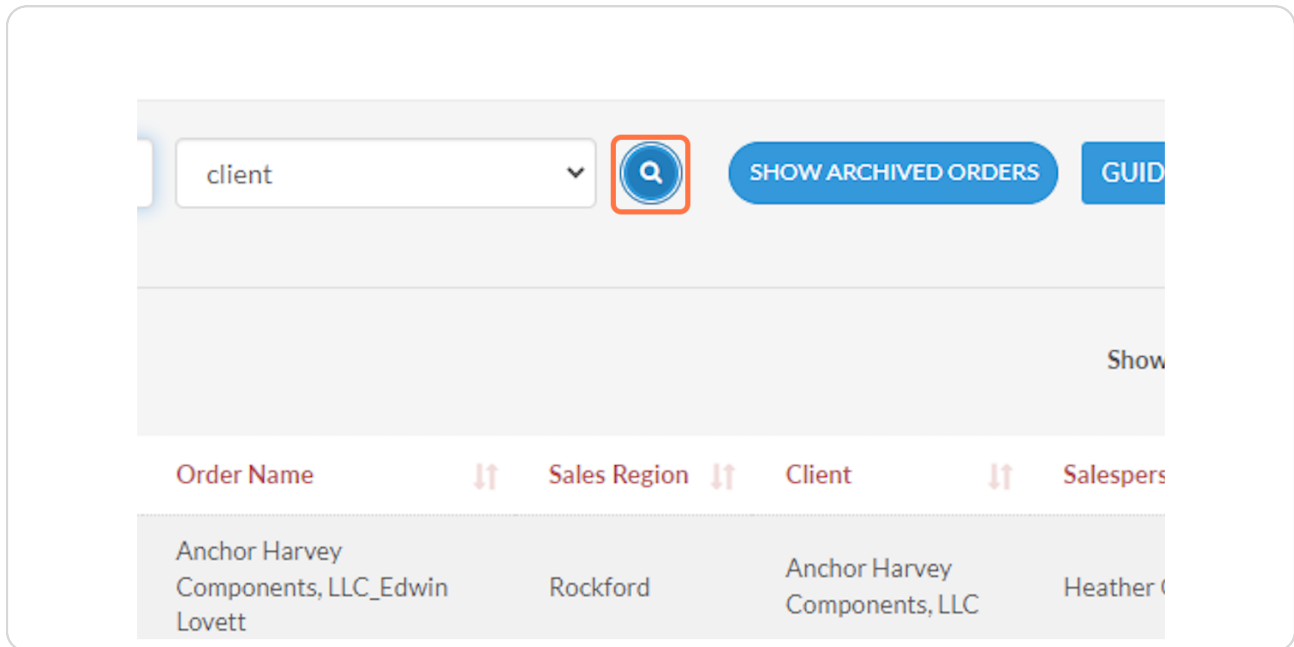
Find Orders: Jewelry b client

Search orders...

Step	Order	Status	Order Name	Sales
	27848	Draft	Anchor Harvey Components, LLC_Edwin Lovett	Rockf
	27753	In Progress	4508252_Beloit Mattress Company_Ignite 2024 Pierce Twohig	Rockf

STEP 4

Click on search

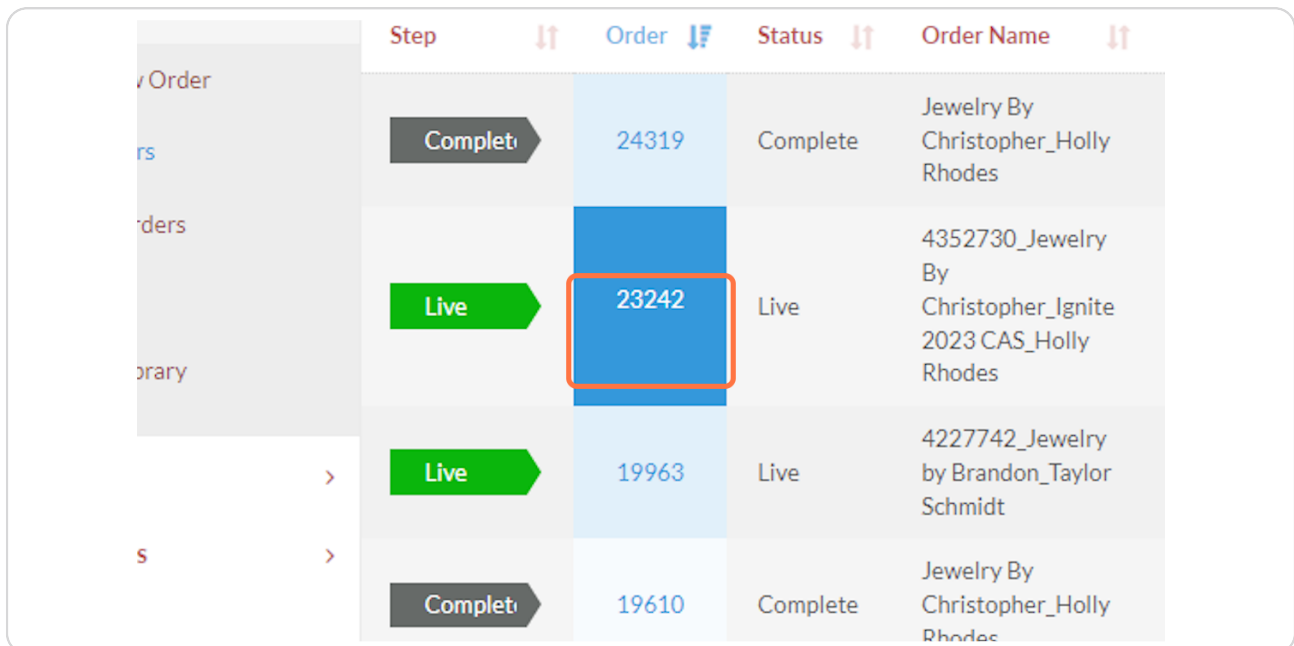


The screenshot shows a search interface. At the top, there is a search bar containing the text "client" and a search icon (magnifying glass) which is highlighted with a red square. To the right of the search bar are two buttons: "SHOW ARCHIVED ORDERS" and "GUIDE". Below the search bar, there is a "Show" button. The main content is a table with the following columns: "Order Name", "Sales Region", "Client", and "Salespers". The table contains one row of data:

Order Name	Sales Region	Client	Salespers
Anchor Harvey Components, LLC_Edwin Lovett	Rockford	Anchor Harvey Components, LLC	Heather C

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.

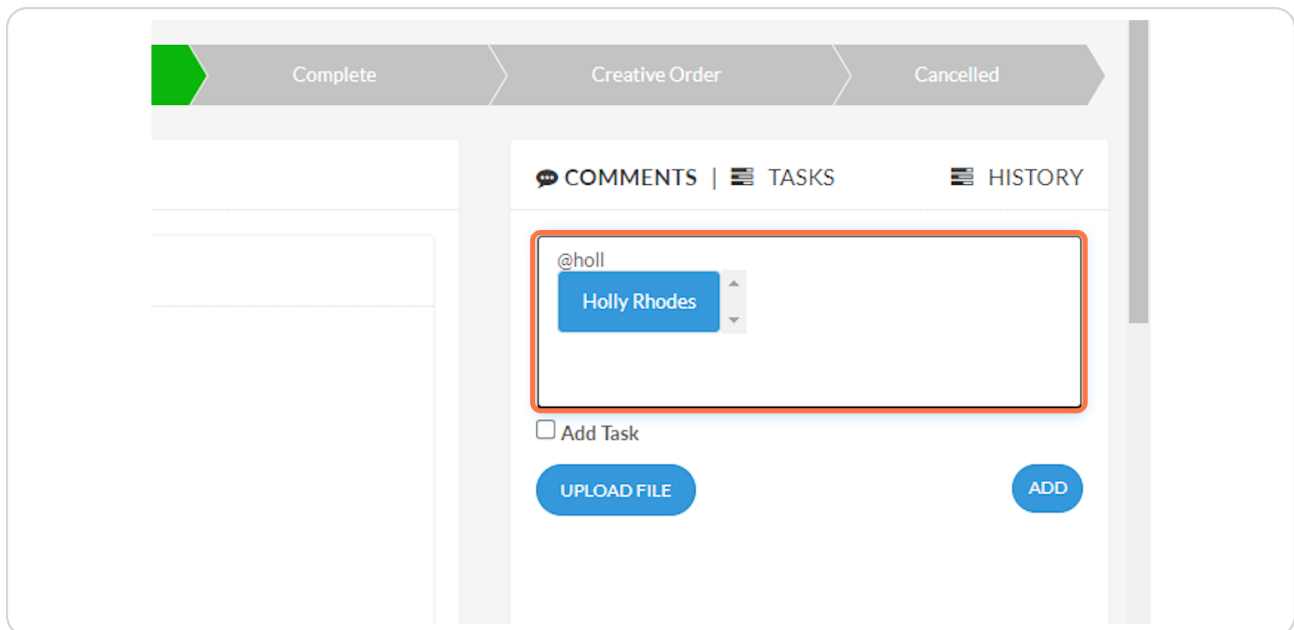


The screenshot shows a table of orders. The columns are "Step", "Order", "Status", and "Order Name". The "Order" column is highlighted in blue, and the order number "23242" is circled with a red square. The "Status" column contains "Complete" or "Live" with corresponding arrows. The "Order Name" column contains the order name and the WO# (Work Order number) if applicable.

Step	Order	Status	Order Name
Complete	24319	Complete	Jewelry By Christopher_Holly Rhodes
Live	23242	Live	4352730_Jewelry By Christopher_Ignite 2023 CAS_Holly Rhodes
Live	19963	Live	4227742_Jewelry by Brandon_Taylor Schmidt
Complete	19610	Complete	Jewelry By Christopher_Holly Rhodes

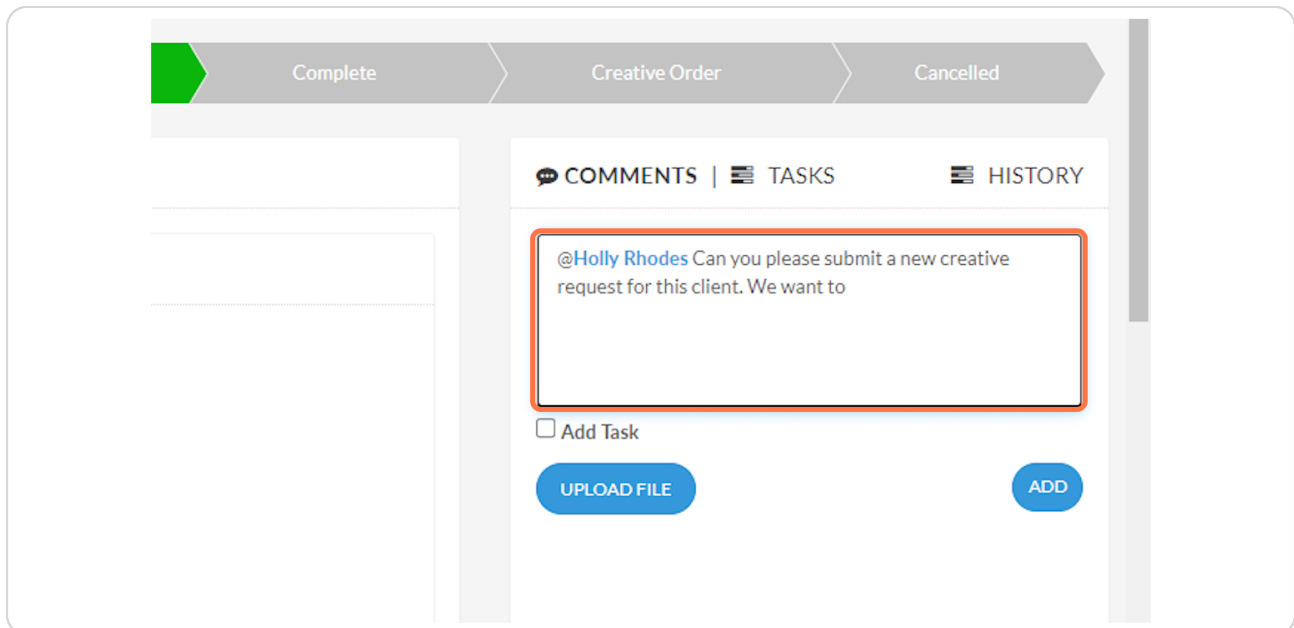
STEP 6

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

@Holly Rhodes Can you please submit a new creative request for this client? We want to promote the new website. The client would like to Jump on a call with Abby.

Add Task

UPLOAD FILE

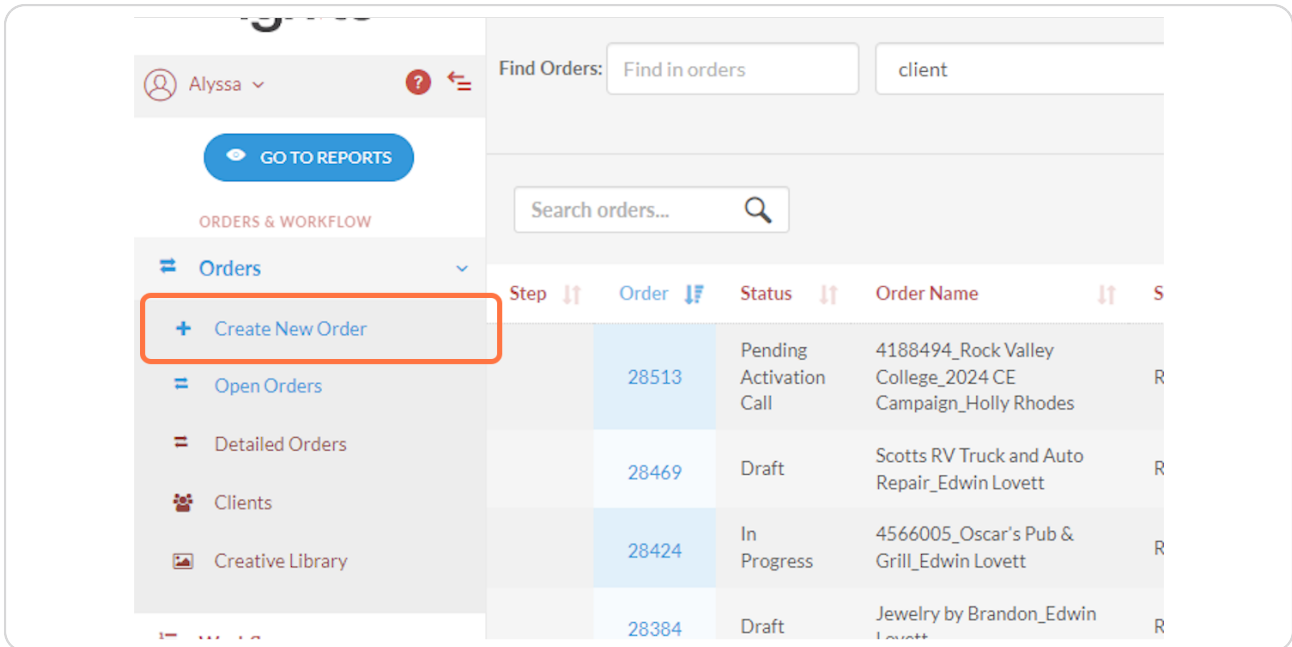
ADD



**CREATING
NEW CREATIVE
REQUEST
YOURSELF**

STEP 1

Click on Create New Order

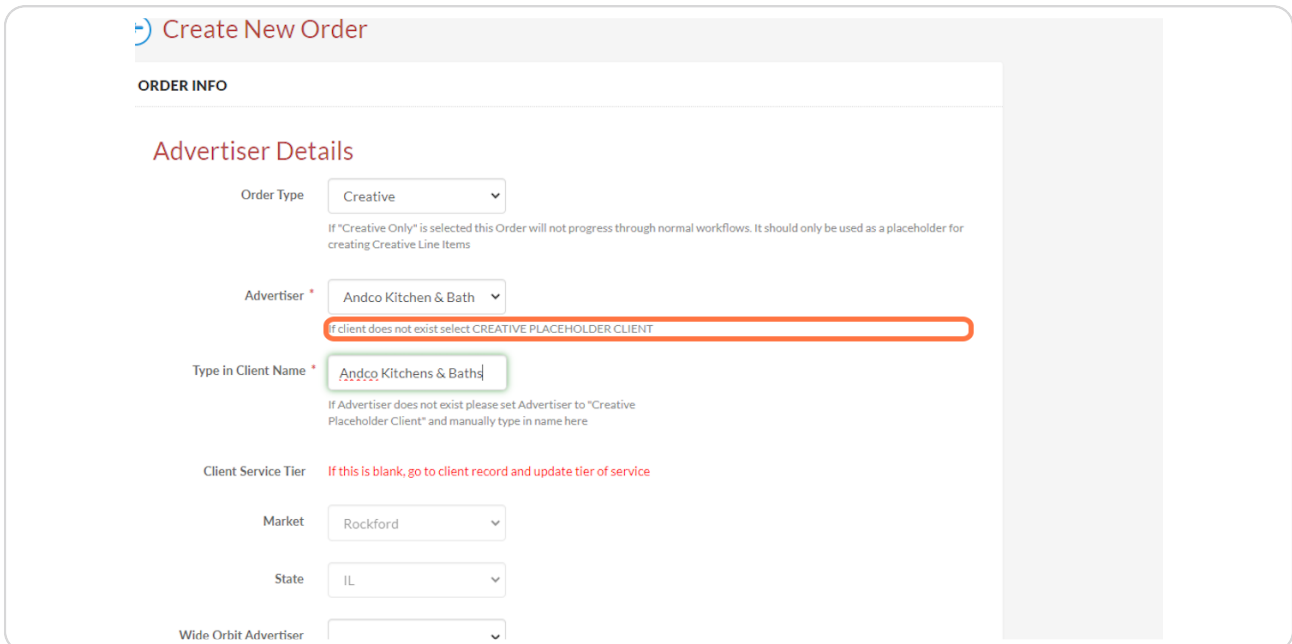


The screenshot shows the 'Orders & Workflow' dashboard. On the left sidebar, the 'Orders' menu is expanded, and the 'Create New Order' option is highlighted with a red box. The main content area displays a table of orders with the following data:

Step	Order	Status	Order Name	S
	28513	Pending Activation Call	4188494_Rock Valley College_2024 CE Campaign_Holly Rhodes	R
	28469	Draft	Scotts RV Truck and Auto Repair_Edwin Lovett	R
	28424	In Progress	4566005_Oscar's Pub & Grill_Edwin Lovett	R
	28384	Draft	Jewelry by Brandon_Edwin Lovett	R

STEP 2

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



The screenshot shows the 'Create New Order' form. The 'Advertiser' dropdown menu is open, and the 'Creative Placeholder Client' option is highlighted with a red box. The 'Type in Client Name' field also contains 'Andco Kitchens & Bath'.

Advertiser Details

Order Type: Creative

Advertiser: Andco Kitchen & Bath

Type in Client Name: Andco Kitchens & Bath

Client Service Tier: If this is blank, go to client record and update tier of service

Market: Rockford

State: IL

Wide Orbit Advertiser:

STEP 3

Type in Client Name again

Order Type

If "Creative Only" is selected this Order will not progress through normal workflow creating Creative Line Items

Advertiser *

If client does not exist select CREATIVE PLACEHOLDER CLIENT

Type in Client Name *

If Advertiser does not exist please set Advertiser to "Creative Placeholder Client" and manually type in name here

Client Service Tier **If this is blank, go to client record and update tier of service**

Market

STEP 4

Select Yourself as the AE

State

Wide Orbit Advertiser Category

Campaign Details

Account Executive *

DSM/DSL or Regional AE *

Use AE name if DSL is not involved

DCM *

Calculated Order Name

STEP 5

Select Alyssa Salisbury as the DSM/DSL

Wide Orbit Advertiser Category

Campaign Details

Account Executive *

DSM/DSL or Regional AE * Use AE name if DSL is not involved

DCM *

Calculated Order Name

STEP 6

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

Campaign Details

Account Executive *

DSM/DSL or Regional AE * Use AE name if DSL is not involved

DCM *

Calculated Order Name

Order Start Date *

STEP 7

Enter desired start date.

DCM * Edwin Lovett

Calculated Order Name

CALCULATE ALL

Order Start Date *

Order End Date *

Overall Marketing Objective

STEP 8

Enter desired end date

Calculated Order Name

CALCULATE ALL

Order Start Date * Jan 10, 2024

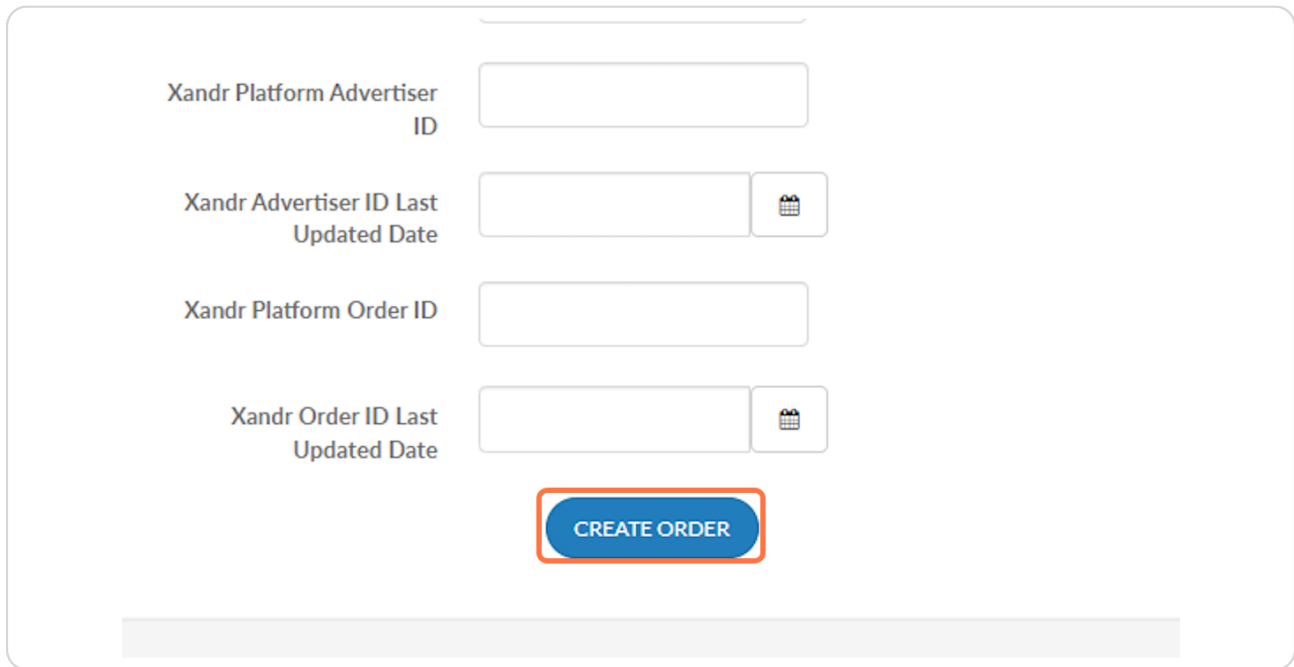
Order End Date * Jan 17, 2024

Overall Marketing Objective

Long form field meant to capture the clients definition of success for this order

STEP 9

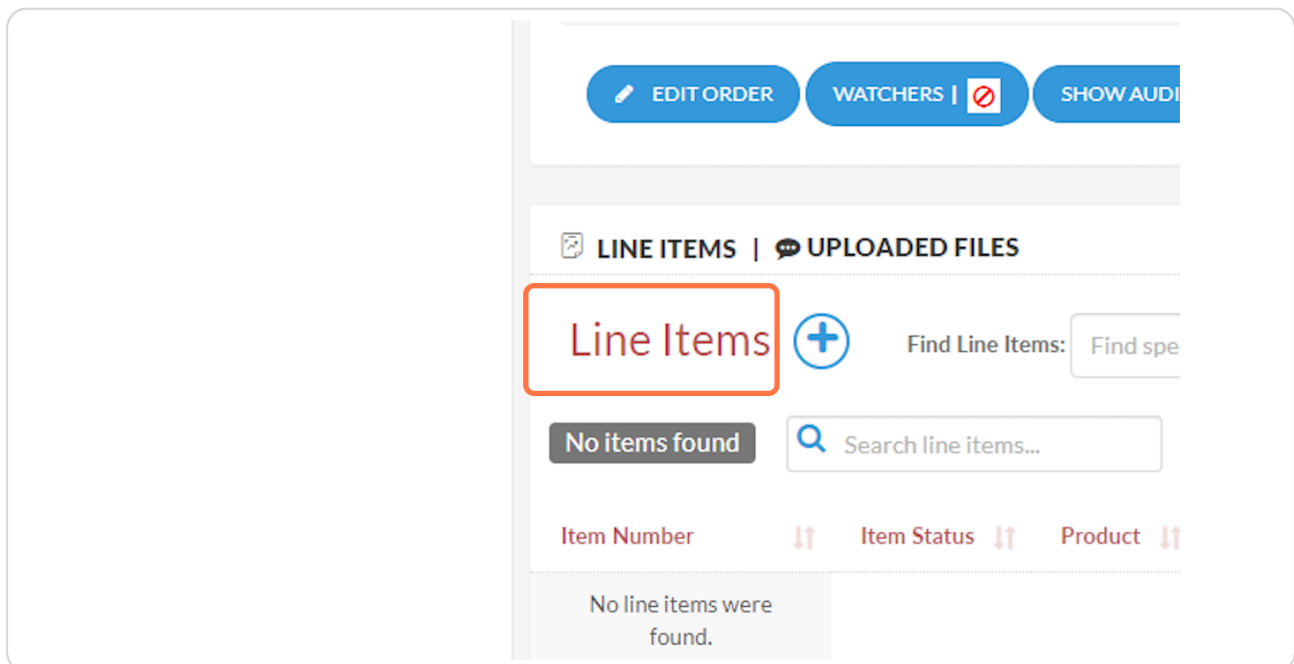
Click on CREATE ORDER



A screenshot of a web form for creating an order. The form contains four input fields: 'Xandr Platform Advertiser ID', 'Xandr Advertiser ID Last Updated Date' (with a calendar icon), 'Xandr Platform Order ID', and 'Xandr Order ID Last Updated Date' (with a calendar icon). Below the fields is a blue button labeled 'CREATE ORDER' which is highlighted with a red rectangular border.

STEP 10

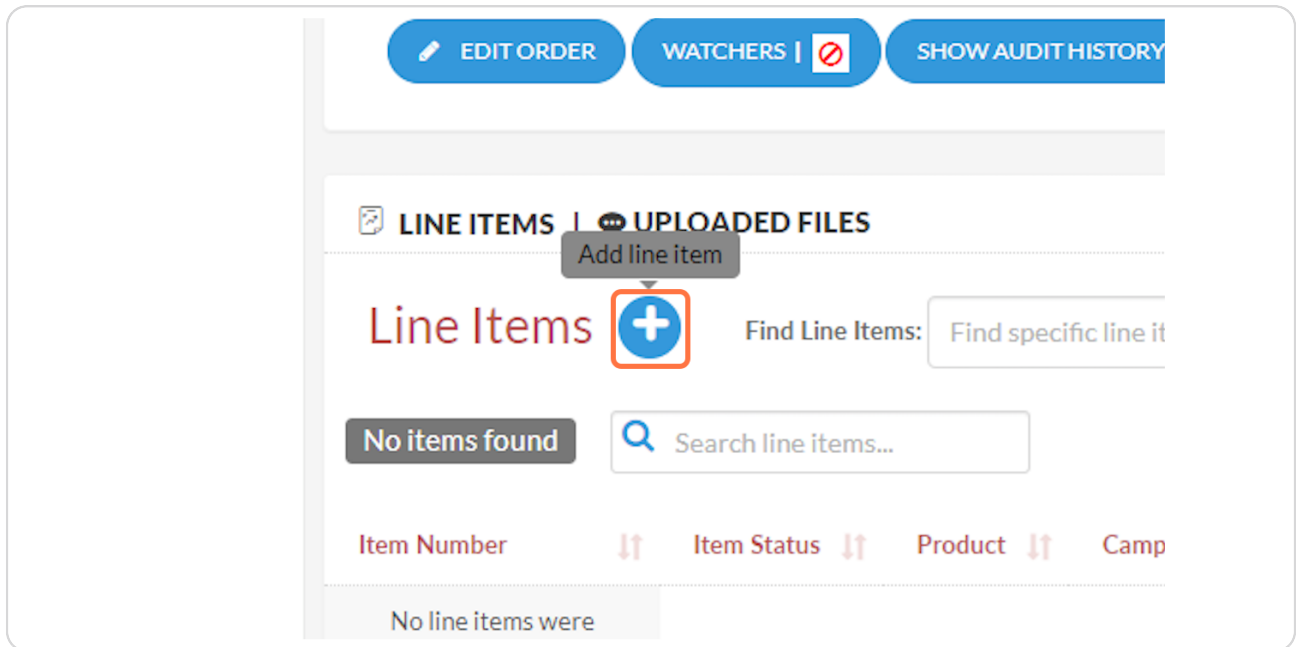
Scroll down to the bottom of the next page where it says LINE ITEMS



A screenshot of a dashboard interface. At the top, there are three blue buttons: 'EDIT ORDER' (with a pencil icon), 'WATCHERS |' (with a red 'X' icon), and 'SHOW AUDI...'. Below these is a section header 'LINE ITEMS | UPLOADED FILES'. Underneath, the text 'Line Items' is highlighted with a red rectangular border, followed by a blue plus icon in a circle. To the right is a search input field labeled 'Find Line Items:' with the placeholder text 'Find spe...'. Below this is a dark grey button that says 'No items found' and a search input field with a magnifying glass icon and the placeholder text 'Search line items...'. At the bottom, there is a table header with columns 'Item Number', 'Item Status', and 'Product', each with a double-headed arrow icon. Below the header, a grey box contains the text 'No line items were found.'

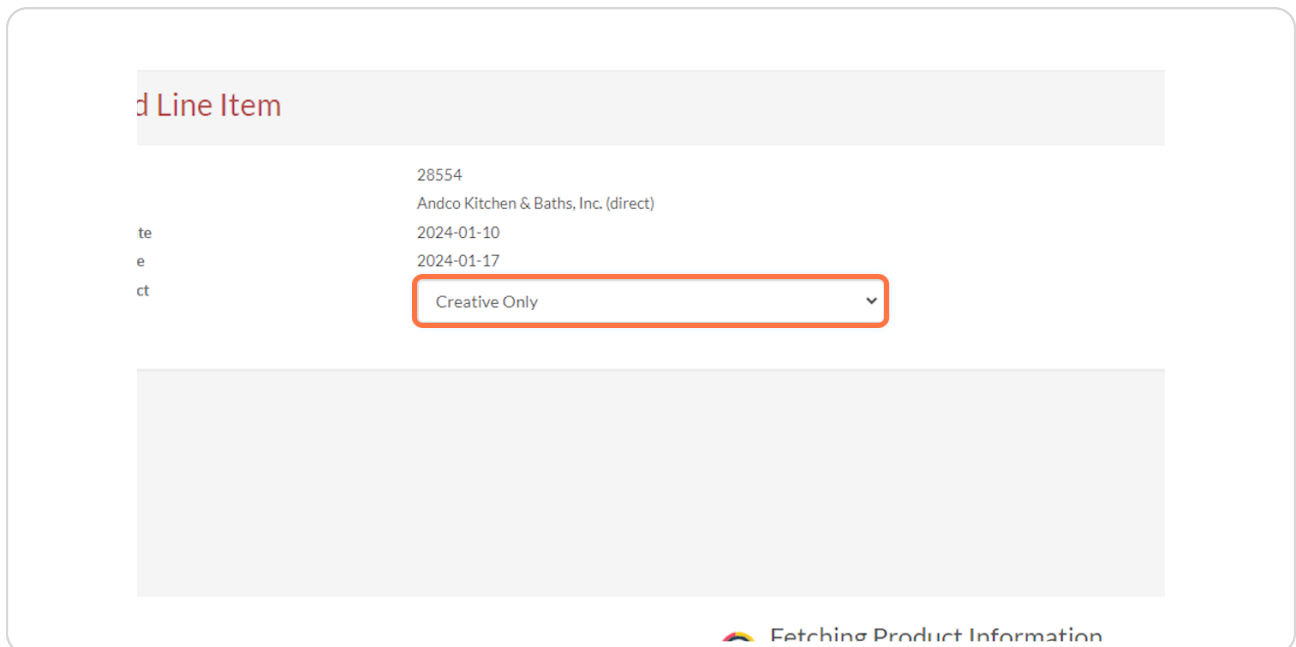
STEP 11

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.

reative Details

WO Order Number

Advertiser Name Andco Kitchens & Baths

Service Tier

Creative Needs: * ▼
[Click HERE](#) for explanation of creative options.

Designated Designer

Designated Creative Director

sign the correct Creative Director for *
your market:

Abby Rakestraw
Cassidy Roscoe

STEP 14

Select Abby Rakestraw for Rockford

Service Tier

Creative Needs: * ▼
[Click HERE](#) for explanation of creative options.

Designated Designer

Designated Creative Director

sign the correct Creative Director for *
your market: ▼

Abby Rakestraw
Cassidy Roscoe
Jabari Bradford
Meagan Cramer
Parks Thompson
Stephanie Durso
Matt Casillas

STEP 15

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

Jabari Bradford
Meagan Cramer
Parks Thompson
Stephanie Durso
Matt Casillas
[Link to Market Alignments](#)

Creative Type *

Required
If you need an Advanced Video Montage (even if for SPARK campaigns) you will need to create separate Advanced Video Montage line item.

Initiative Name

Client URL *

STEP 16

Add in Client URL

Matt Casillas
[Link to Market Alignments](#)

Creative Type *

If you need an Advanced Video Montage (even if for SPARK campaigns) you will need to create separate Advanced Video Montage line item.

Initiative Name

Client URL *

Call to discuss request? *

Campaign Name

Only check this box if you want to override the concatenation.

creative Consult Questionnaire

STEP 17

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

JASON ORLANDO
Megan Cramer
Parks Thompson
Stephanie Durso
Matt Casillas
[Link to Market Alignments](#)

Creative Type * ✓

If you need an Advanced Video Montage (even if for SPARK campaigns) you will need to create a separate Advanced Video Montage line item.

Initiative Name

Client URL *

Call to discuss request? *

Campaign Name

Only check this box if you want to override the concatenation.

Creative Consult Questionnaire

Type of Client *

Desired Go Live Date * 📅

Client Goals for this Campaign *

STEP 18

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

me

RL *

st? *

me

Only check this box if you want to override the concatenation.

Questionnaire

ent *

ate * 📅

ign *

ign *

STEP 19

Click on Desired Go Live Date

The screenshot shows the Ignite Creative Consult Questionnaire form. The left sidebar contains the Ignite logo and navigation options: 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'orders', 'workflow', and 'notifications'. The main form fields are: Initiative Name (empty), Client URL (andcokitchensandbaths.com), Call to discuss request? (No), Campaign Name (empty), Type of Client (Existing), Desired Go Live Date (Jan 24, 2024), Client Goals for this Campaign (New creative that highlights finding your dream kitchen and bath), Desired Audience for this Campaign (home owners), Existing Challenges with Marketing (local), and Client Competitive Advantages or (local). The 'Desired Go Live Date' field is highlighted with a red box.

STEP 20

Add in Client Goals for this Campaign...

The screenshot shows the Ignite Creative Consult Questionnaire form, identical to the previous one. The 'Client Goals for this Campaign' field is highlighted with a red box.

STEP 21

Add in Desired Audience for this Campaign...

The screenshot shows a web form titled "Creative Consult Questionnaire". On the left is a sidebar with navigation items: "IDERS & WORKFLOW", "orders", "forkflow", and "notifications". The main form contains the following fields:

- Campaign Name:** A text input field with a note below it: "Only check this box if you want to override the concatenation."
- Type of Client:** A dropdown menu with "Existing" selected.
- Desired Go Live Date:** A date picker set to "Jan 24, 2024".
- Client Goals for this Campaign:** A text area containing "New creative that highlights finding your dream kitchen and ~~baath~~".
- Desired Audience for this Campaign:** A text area containing "home owners". This field is highlighted with a red border. Below it is a note: "Who is the campaign targeting? You can provide the segments or list who the digital assets will be targeting."
- Existing Challenges with Marketing:** A text area containing "local".
- Client Competitive Advantages or Current Promotions:** A text area containing "local".

STEP 22

Add in Existing Challenges with Marketing...

This screenshot is identical to the one for Step 21, showing the same "Creative Consult Questionnaire" form. In this step, the "Existing Challenges with Marketing" field, which contains the text "local", is highlighted with a red border.

STEP 23

Add in Client Competitive Advantages or Current Promotions...

CREATIVES & WORKFLOW

- orders
- forkflow
- notifications

Creative Consult Questionnaire

Type of Client * Existing

Desired Go Live Date * Jan 24, 2024

Client Goals for this Campaign * New creative that highlights finding your dream kitchen and bath

Desired Audience for this Campaign * home owners

Who is the campaign targeting? You can provide the segments or list who the digital assets will be targeting.

Existing Challenges with Marketing * local

Client Competitive Advantages or Current Promotions * local

Provide any competitive advantages or current promotions they would like to feature in their campaigns.

Assets Included in Creative [UPLOAD FILE](#)

STEP 24

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

CREATIVES & WORKFLOW

- orders
- forkflow
- notifications

Who is the campaign targeting? You can provide the segments or list who the digital assets will be targeting.

Existing Challenges with Marketing * local

Client Competitive Advantages or Current Promotions * local

Provide any competitive advantages or current promotions they would like to feature in their campaigns.

Assets Included in Creative [UPLOAD FILE](#)

DO NOT FILL OUT - FOR CREATIVE DIRECTOR USE ONLY

Banner Ads - IGNITE

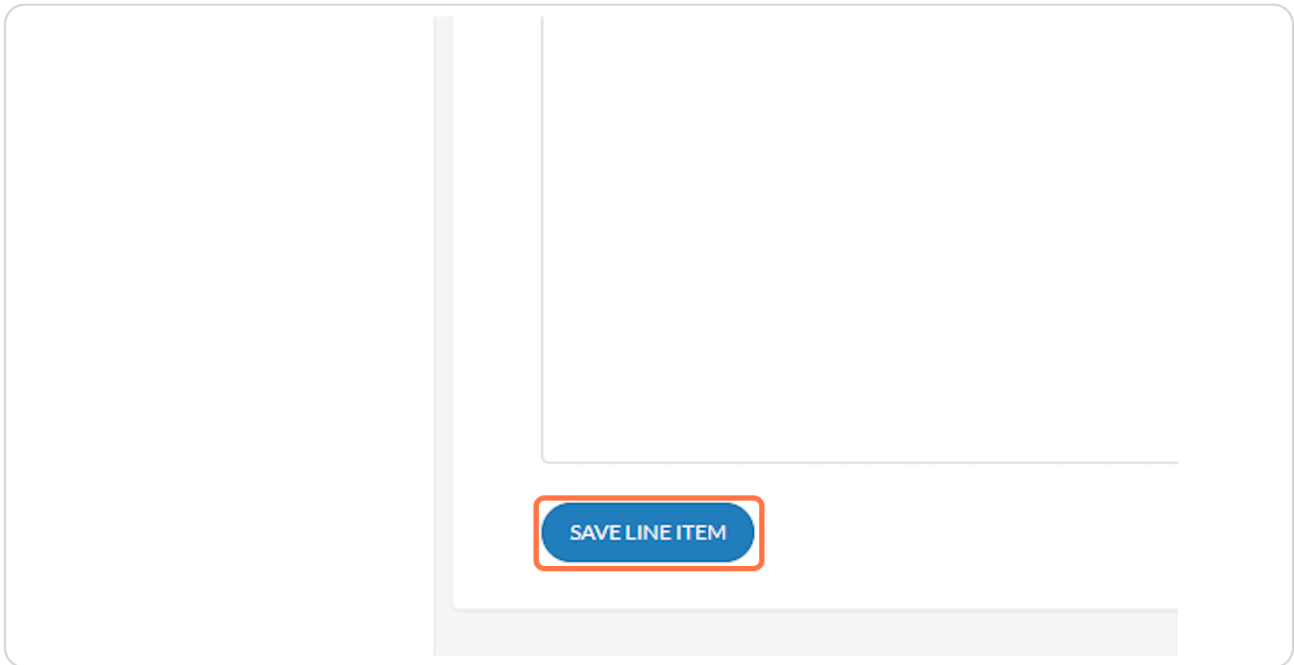
Use the client logo in the display ad?

Please upload if you are able to provide the file

What images should be used in the ads?

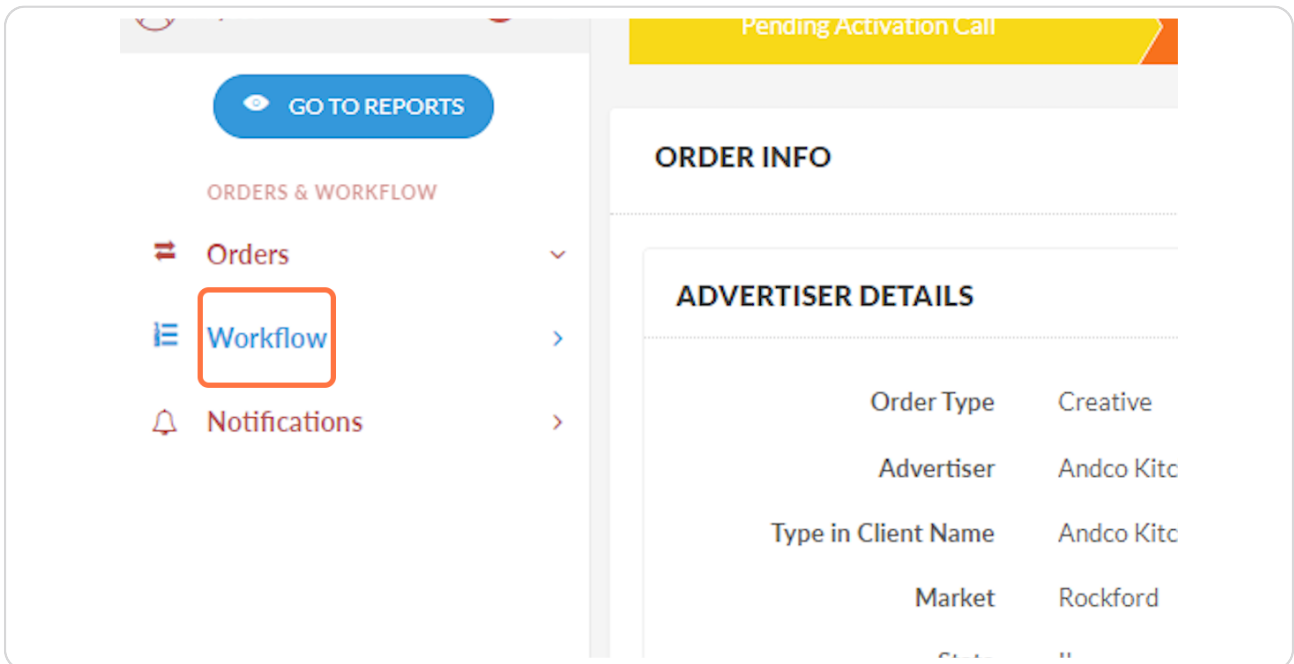
STEP 25

Click on SAVE LINE ITEM



STEP 26

Jump over to Workflow on the left hand side



STEP 27

Go to MY TASKS

The screenshot shows a user interface with a top navigation bar containing 'Pending Activation Call' (yellow) and 'In Progress' (orange). On the left, a sidebar menu lists 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'Orders', 'Workflow', 'My Tasks' (highlighted with a red box), 'My Queues', 'User Availability', and 'Notifications'. The main content area displays 'ORDER INFO' and 'ADVERTISER DETAILS'.

ADVERTISER DETAILS	
Order Type	Creative
Advertiser	Andco Kitchen & Baths, Inc. (direct)
Type in Client Name	Andco Kitchens & Baths
Market	Rockford
State	IL

Below the advertiser details is a section for 'CAMPAIGN DETAILS'.

STEP 28

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

The screenshot shows a table with three rows of task data. The second row is highlighted with a red box.

Rockford	Jewelry By Christopher	Alyssa Salisbury	Creative: Send Creative & Receive Approval from Client	1/9/24	Creative Only	Socia Bann IG
Rockford	Andco Kitchen & Baths, Inc. (direct)	Alyssa Salisbury	Confirm Creative Request Ready to Submit	1/9/24	Creative Only	Bann IG
Rockford	Jewelry By Christopher	Alyssa Salisbury	Order: Archive Creative Order (DO NOT complete task until ALL	1/3/24		

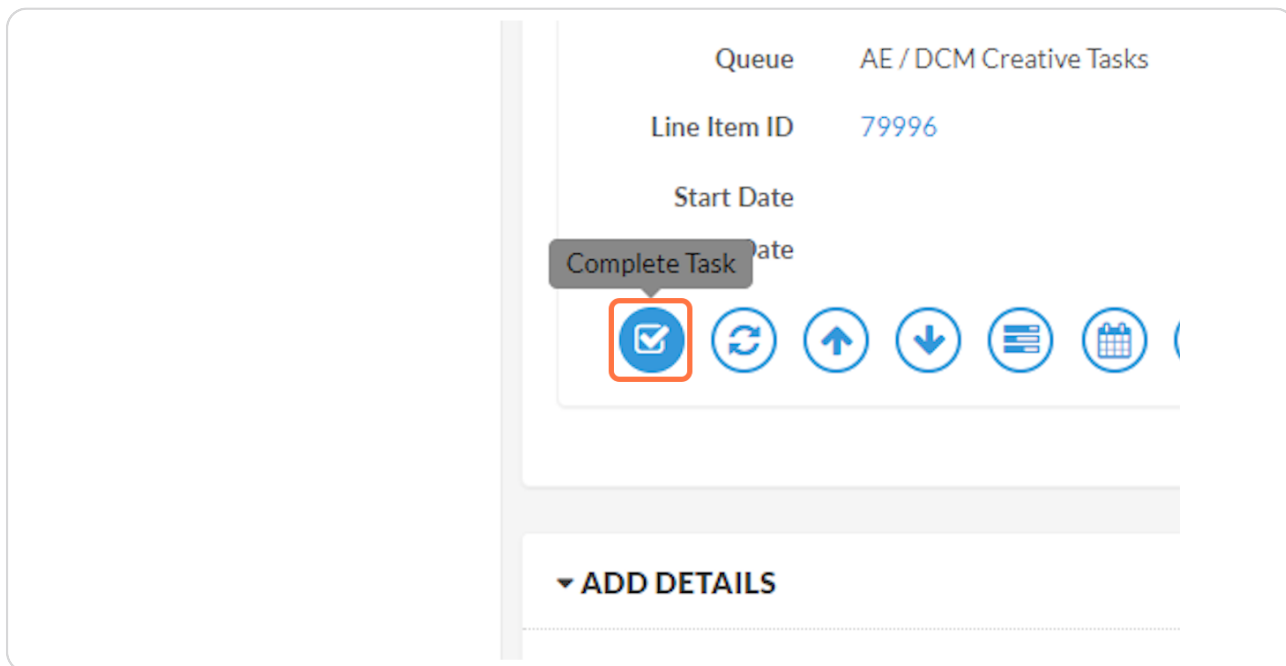
STEP 29

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



STEP 30

Review your request and Click on Complete Task

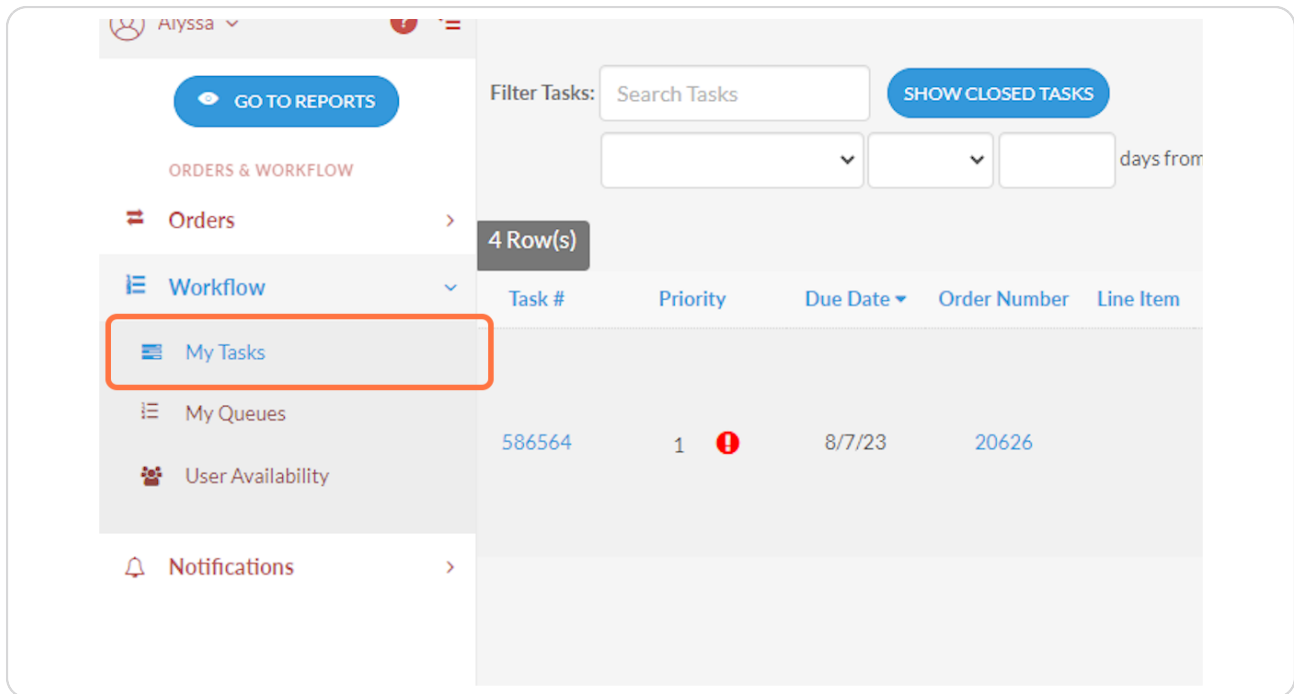





NAVIGATING AN ACTIVATION PUNCH LIST

STEP 1

Click on My Tasks



The screenshot shows the Townsquare Reporting interface. On the left is a navigation sidebar with a user profile 'Alyssa' at the top. Below it is a blue button labeled 'GO TO REPORTS'. Under the heading 'ORDERS & WORKFLOW', there are menu items: 'Orders', 'Workflow', 'My Tasks' (highlighted with a red box), 'My Queues', 'User Availability', and 'Notifications'. The main content area features a 'Filter Tasks' section with a search box, a 'SHOW CLOSED TASKS' button, and three dropdown menus for filtering. Below this is a table with 4 rows. The first row is visible with the following data:

Task #	Priority	Due Date	Order Number	Line Item
586564	1 	8/7/23	20626	

STEP 2

Verify that tasks says Activation Punch List

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

IMPORTANT: DO NOT complete this task until all assets and details requested have been provided.

Click Thru URL (CTURL):

Audience Targeting:

Keyword List

STEP 5

Upload Final Creative Only...

Click Thru URL (CTURL):

Audience Targeting:

Keyword List

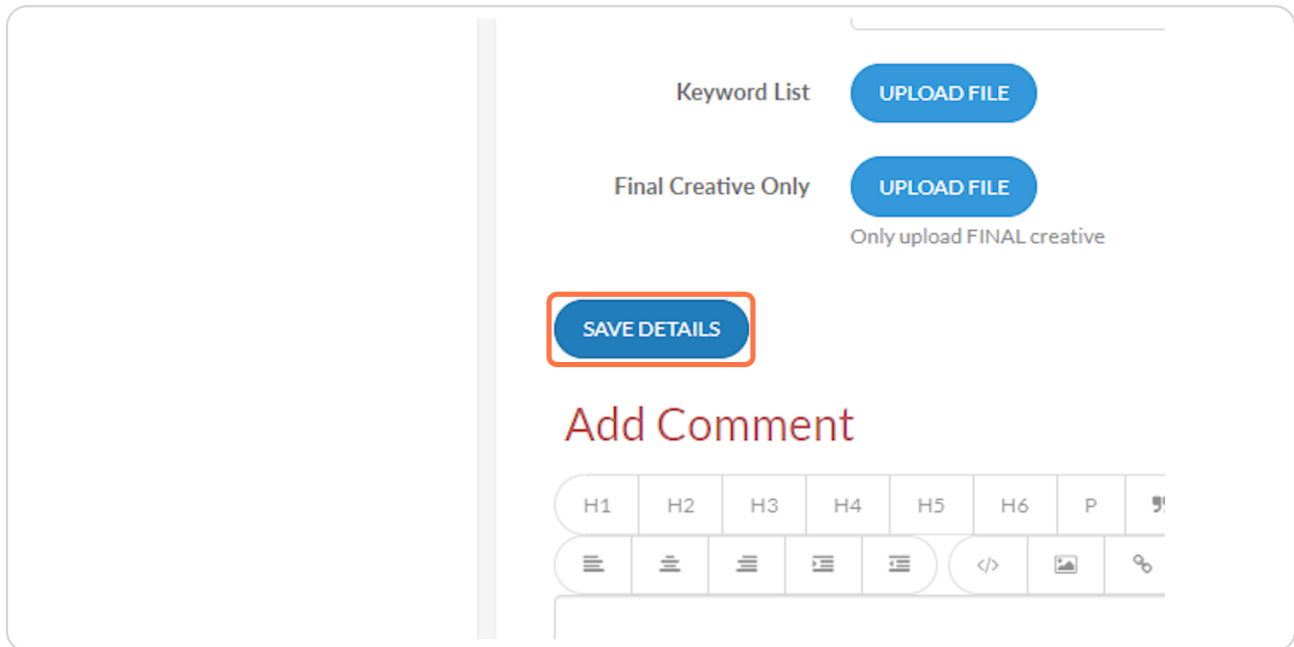
Final Creative Only
Only upload FINAL creative

Add Comment

H1 H2 H3 H4 H5 H6 P **B**

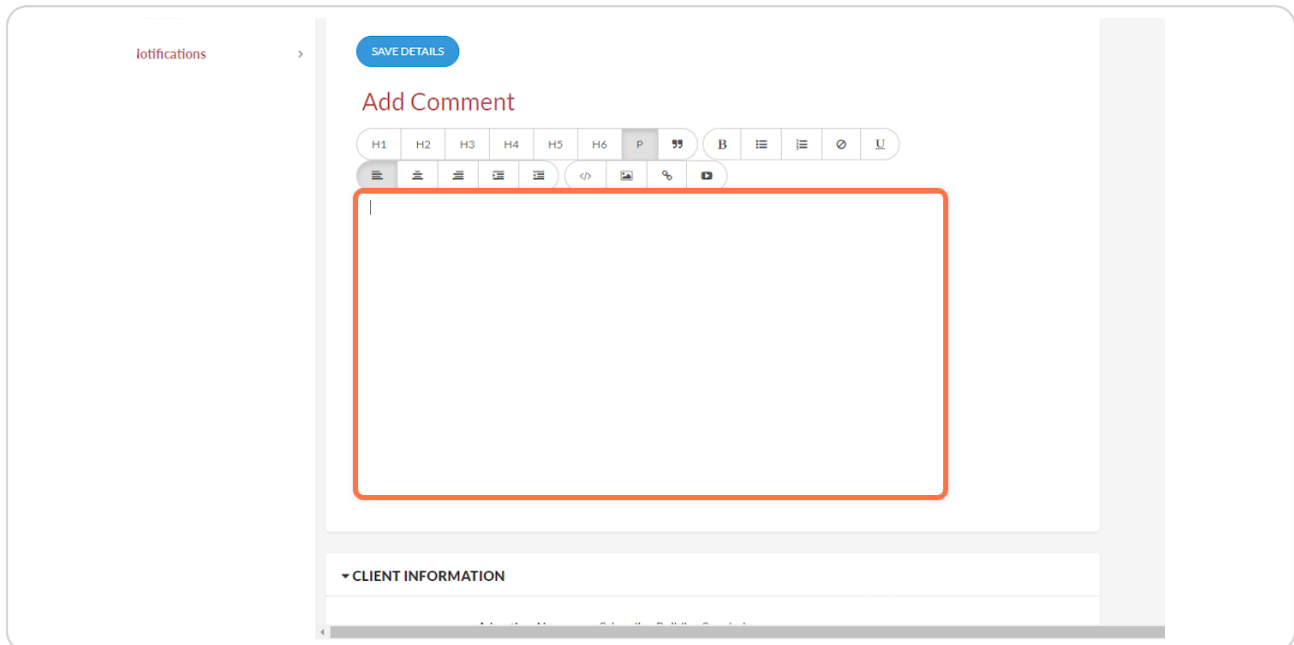
STEP 6

Click on **SAVE DETAILS**



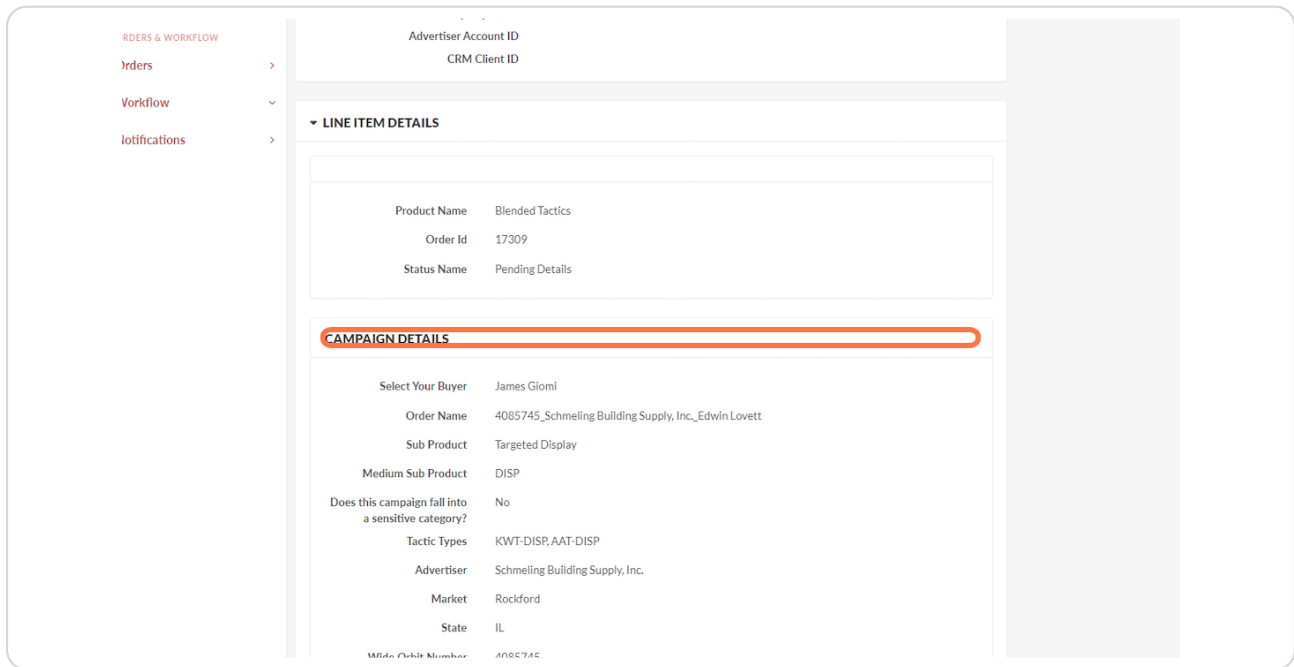
STEP 7

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



STEP 8

Review CAMPAIGN DETAILS



ORDERS & WORKFLOW

- Orders
- Workflow
- Notifications

Advertiser Account ID
CRM Client ID

▼ LINE ITEM DETAILS

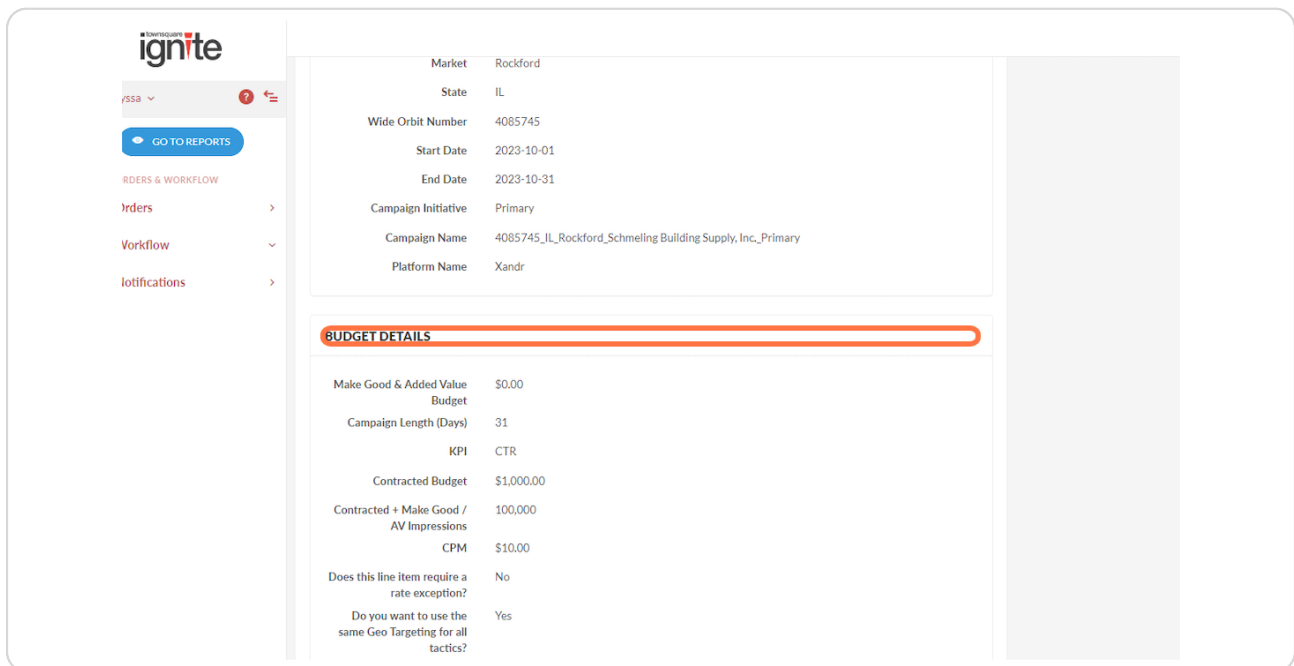
Product Name	Blended Tactics
Order Id	17309
Status Name	Pending Details

CAMPAIGN DETAILS

Select Your Buyer	James Giomi
Order Name	4085745_Schmeling Building Supply, Inc., Edwin Lovett
Sub Product	Targeted Display
Medium Sub Product	DISP
Does this campaign fall into a sensitive category?	No
Tactic Types	KWT-DISP, AAT-DISP
Advertiser	Schmeling Building Supply, Inc.
Market	Rockford
State	IL
Wide Orbit Number	4085745

STEP 9

Review BUDGET DETAILS



ignite

GO TO REPORTS

ORDERS & WORKFLOW

- Orders
- Workflow
- Notifications

Market: Rockford
State: IL

Wide Orbit Number: 4085745
Start Date: 2023-10-01
End Date: 2023-10-31
Campaign Initiative: Primary
Campaign Name: 4085745_IL_Rockford_Schmeling Building Supply, Inc., Primary
Platform Name: Xandr

BUDGET DETAILS

Make Good & Added Value Budget	\$0.00
Campaign Length (Days)	31
KPI	CTR
Contracted Budget	\$1,000.00
Contracted + Make Good / AV Impressions	100,000
CPM	\$10.00
Does this line item require a rate exception?	No
Do you want to use the same Geo Targeting for all tactics?	Yes

STEP 10

Scroll Back to the Top & Click on Complete Task

The screenshot shows a task card with the following details:

- Priority: 1
- Product: Blended Tactics
- Queue: AE
- Line Item ID: 77646

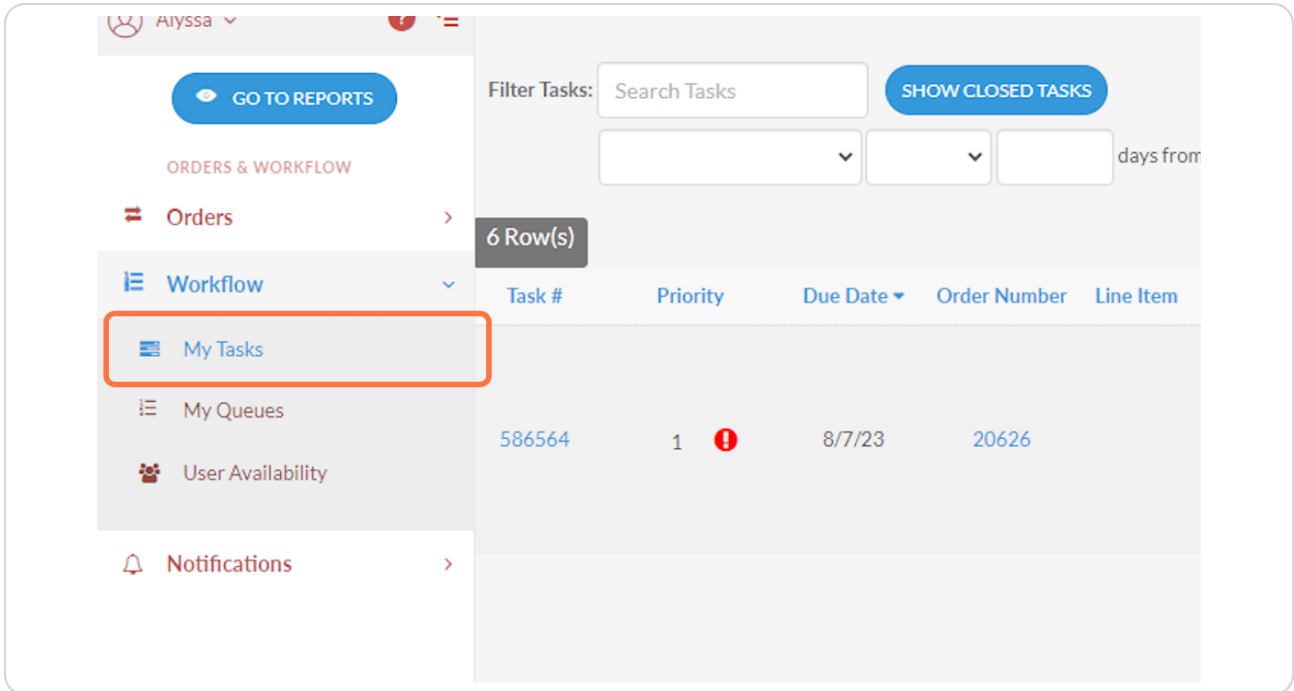
A tooltip labeled "Complete Task" points to a blue circular button with a white checkmark, which is highlighted with a red square. To the right of this button are several other blue circular icons: a refresh icon, an up arrow icon, a down arrow icon, a list icon, and a calendar icon. Below the task card is a grey bar with the text "▼ ADD DETAILS".



NAVIGATING A CAMPAIGN CONFIRMATION

STEP 1

Click on My Tasks



The screenshot shows the Townsquare Reporting interface. On the left is a navigation sidebar with the following items: 'GO TO REPORTS' (button), 'ORDERS & WORKFLOW' (header), 'Orders' (with a right arrow), 'Workflow' (with a dropdown arrow), 'My Tasks' (highlighted with a red box), 'My Queues', 'User Availability', and 'Notifications' (with a right arrow). The main content area has a 'Filter Tasks:' section with a 'Search Tasks' input field, a 'SHOW CLOSED TASKS' button, and three dropdown menus followed by 'days from'. Below this is a table with 6 rows. The first row is visible with the following data: Task # 586564, Priority 1 with a red exclamation mark icon, Due Date 8/7/23, and Order Number 20626. The table header includes 'Task #', 'Priority', 'Due Date', 'Order Number', and 'Line Item'.

STEP 2

Verify that tasks says Confirm Campaign is Accurate

Rockford	Mapleglen Care Center LLC	Alyssa Salisbury	Creative Order (DO NOT complete task until ALL creative lines are complete)	11/13/23		
Rockford	Cascade Mountain - Chicago	Alyssa Salisbury	Blended Tactics: Confirm Campaign is Accurate	12/18/23	Blended Tactics	4371 Mo
Rockford	Cascade Mountain - Chicago	Alyssa Salisbury	Addressable Solutions: Confirm Campaign is Accurate	12/19/23	Addressable Solutions	4371
			Addressable Solutions			4371

STEP 3

Click on the tasks number assigned to the far left.

Notifications >	764359	1	!	11/20/23
	823364	1	!	12/18/23
	824468	1	!	12/19/23

STEP 4

Review the LINE ITEM DETAILS

The screenshot shows the Ignite user interface. On the left is a navigation sidebar with the Ignite logo at the top, a user profile for 'Alyssa', and a 'GO TO REPORTS' button. Below this are menu items for 'ORDERS & WORKFLOW', 'Orders', 'Workflow', and 'Notifications'. The main content area displays account information at the top: Salesperson (Alyssa Salisbury), Campaign Managers, Property Name, Advertiser Account ID, and CRM Client ID (3CAE1715-8807-4104-A605-AB80381758B6_9090). A red box highlights the 'LINE ITEM DETAILS' section, which contains: Product Name (Blended Tactics), Order Id (27268), and Status Name (Live). Below this is the 'CAMPAIGN DETAILS' section, which includes: Select Your Buyer (Sangeda Alin), Order Name (4371797_Cascade Mountain - Chicago, CHICAGO: Ignite 2023_Holly Rhodes), Sub Product (Targeted Display), Medium Sub Product (DISP), Does this campaign fall into a sensitive category? (No), and Tactic Types (RTG-DISP, RON-DISP).

STEP 5

Review the CAMPAIGN DETAILS

This screenshot is similar to the previous one but highlights the 'CAMPAIGN DETAILS' section with a red box. The 'LINE ITEM DETAILS' section remains visible above it. The 'CAMPAIGN DETAILS' section includes: Select Your Buyer (Sangeda Alin), Order Name (4371797_Cascade Mountain - Chicago, CHICAGO: Ignite 2023_Holly Rhodes), Sub Product (Targeted Display), Medium Sub Product (DISP), Does this campaign fall into a sensitive category? (No), Tactic Types (RTG-DISP, RON-DISP), Advertiser (Cascade Mountain - Chicago), Market (Rockford), State (IL), and Vertical (Skincare).

STEP 6

Review the BUDGET DETAILS

The screenshot shows a sidebar on the left with a 'GO TO REPORTS' button and a menu with 'ORDERS & WORKFLOW', 'Orders', 'Workflow', and 'Notifications'. The main content area displays campaign metadata and a 'BUDGET DETAILS' section highlighted with an orange border.

Market	Rockford
State	IL
Vertical	Skilling
Wide Orbit Number	4371797
Start Date	2023-12-15
End Date	2024-01-31
Campaign Initiative	Chicago RON
Campaign Name	4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago RON
Platform Name	Xandr

Make Good & Added Value Budget	\$0.00
Campaign Length (Days)	48
KPI	CTR
Contracted Budget	\$2,000.00
Contracted + Make Good / AV Impressions	363,636
CPM	\$5.50
Does this line item require a rate exception?	No
Do you want to use the same Geo Targeting for all tactics?	Yes

STEP 7

Review the GENERAL GEO TARGETING DETAILS

The screenshot shows the same sidebar as in Step 6. The main content area displays campaign metadata and a 'GENERAL GEO TARGETING DETAILS' section highlighted with an orange border.

KPI	CTR
Contracted Budget	\$2,000.00
Contracted + Make Good / AV Impressions	363,636
CPM	\$5.50
Does this line item require a rate exception?	No
Do you want to use the same Geo Targeting for all tactics?	Yes
Does this line item have budget flighting?	Yes
Upload Budget Flighting Details	4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago RON BUDGET FLIGHTING.xlsx

Select Geo Targeting Type	Zip/Postal Codes
Does this advertiser want to exclude any geos?	No
Zip Codes	60601 60540 60173 60004 60504 60187 60010 60056 60067 60118

STEP 8

Review all CREATIVE DETAILS

Pixel

Conversion Pixel Name	IL_Rockford_Cascade Mountain_Site Visit Chicago
Conversion Pixel ID	1647045
Add Another Conversion Pixel	yes
[2] Conversion Pixel Name	IL_Rockford_Cascade Mountain_Lift Ticket Page Chicago
[2] Conversion Pixel ID	1647050
Add Another Conversion Pixel	yes
[3] Conversion Pixel Name	IL_Rockford_Cascade Mountain_Buy Now Button Chicago
[3] Conversion Pixel ID	1647047

CREATIVE DETAILS

Creative Instructions

Creative Name: 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Get Lift Tickets
CTURL: https://www.cascademountain.com/lift-tickets/?utm_campaign=townsquare&utm_medium=display-chicago&utm_source=ignite

Creative Name: 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Kids 12 and Under FREE
CTURL: https://www.cascademountain.com/lift-tickets/?utm_campaign=townsquare&utm_medium=display-chicago&utm_source=ignite

Creative Name: 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Ski After Dark
CTURL: https://www.cascademountain.com/lift-tickets/?utm_campaign=townsquare&utm_medium=display-chicago&utm_source=ignite

STEP 9

Review ATTACHED FILES

ignite

Alyssa

GO TO REPORTS

ORDERS & WORKFLOW

- Orders
- Workflow
- Notifications

COMPOUNDING SPLIT NAMES

ALL SUB PRODUCTS Compounding List	4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago RON_RON-DISP_4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago RON_RTG-DISP_
-----------------------------------	--

GOALS

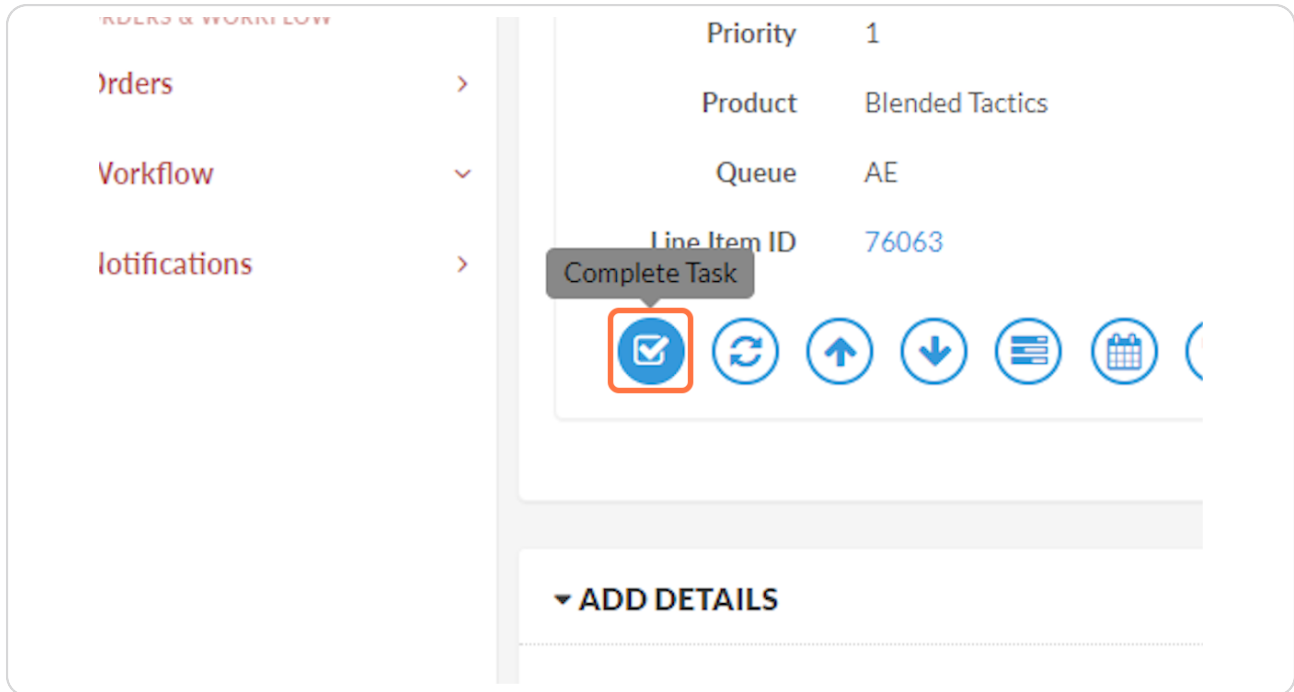
ATTACHED FILES

- 4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago RON BUDGET FLIGHTING.xlsx - 2023-12-07 16:05:32 (Uploaded by: Holly Rhodes)
- 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Lift Your Weekend.zip - 2023-12-07 16:51:22 (updated 2023-12-13 22:23:44) (Uploaded by: Holly Rhodes)
- 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Get Lift Tickets.zip - 2023-12-07 16:51:22 (updated 2023-12-13 22:23:43) (Uploaded by: Holly Rhodes)
- 4371797_IL_Rockford_Cascade Mountain - Chicago_SIZE_Ski After Dark.zip - 2023-12-07 16:51:22 (updated 2023-12-13 22:23:43) (Uploaded by: Holly Rhodes)

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.

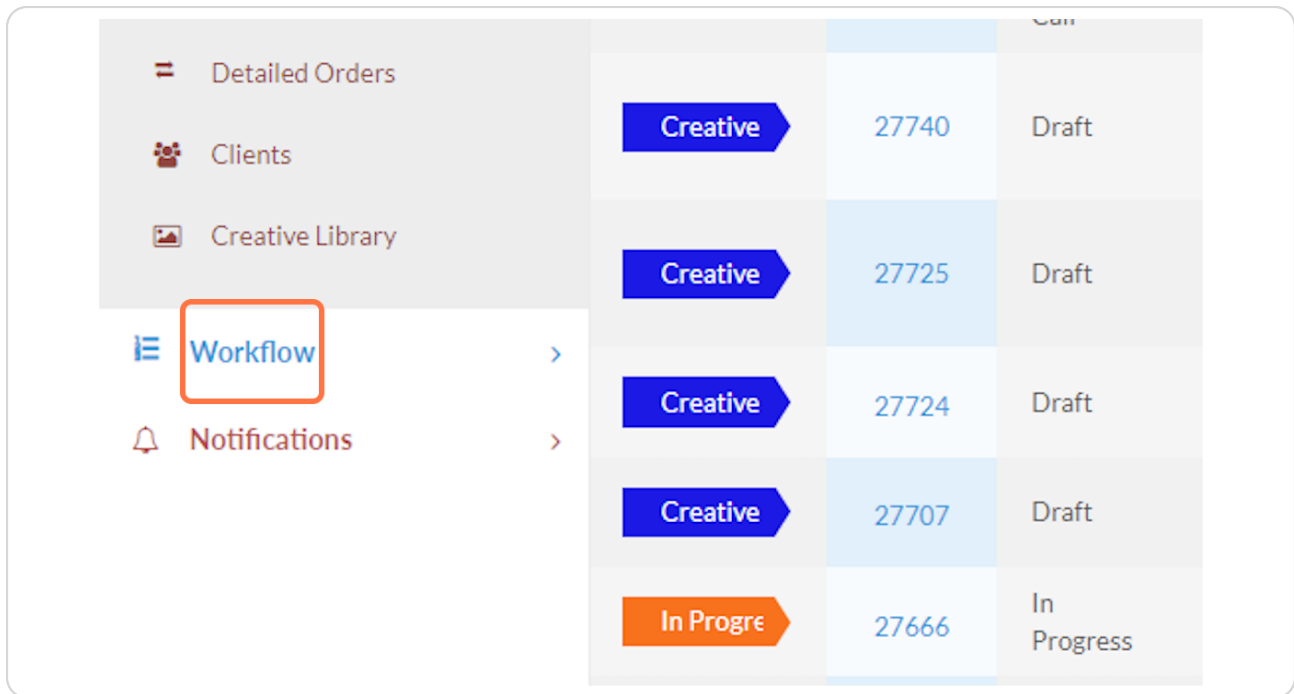




**CONFIRMING
SEARCH BUILD
DETAILS 101**

STEP 1

Click on Workflow

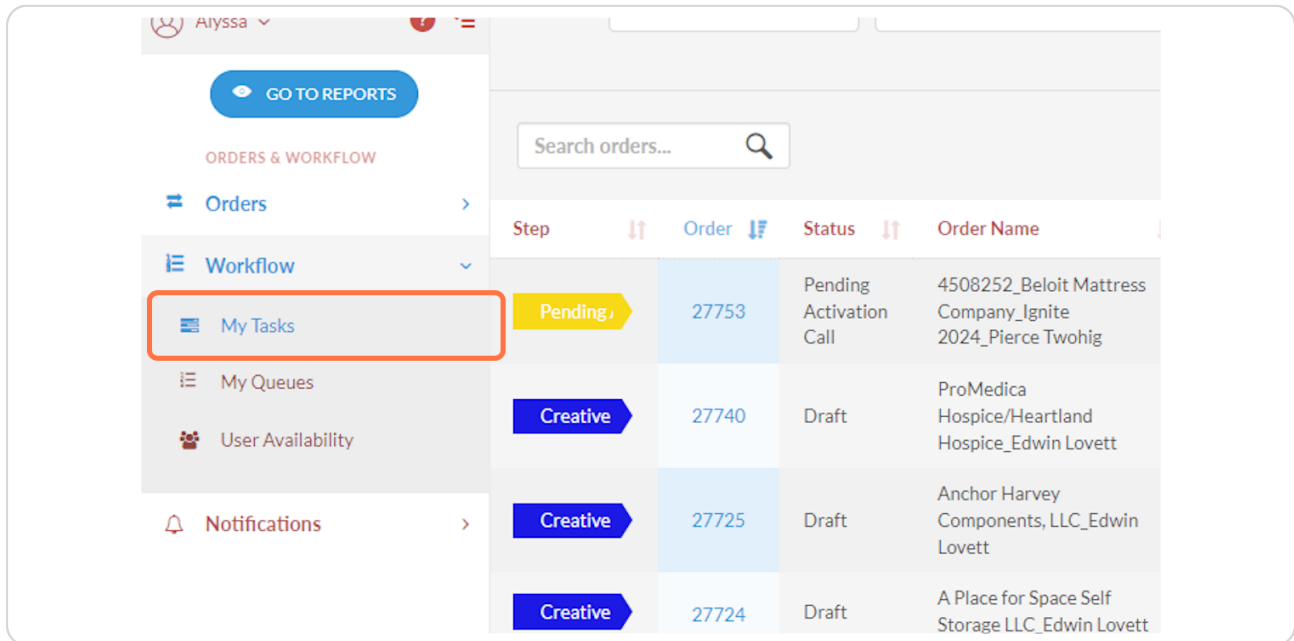


The screenshot shows a dashboard interface. On the left is a sidebar menu with the following items: 'Detailed Orders', 'Clients', 'Creative Library', 'Workflow', and 'Notifications'. The 'Workflow' item is highlighted with a red rectangular box. To the right of the sidebar is a table with three columns. The first column contains blue arrow-shaped buttons labeled 'Creative', the second column contains numerical IDs, and the third column contains status labels. The row with ID '27725' is highlighted in light blue.

			Can
	Creative	27740	Draft
	Creative	27725	Draft
	Creative	27724	Draft
	Creative	27707	Draft
	In Progre	27666	In Progress

STEP 2

Click on My Tasks



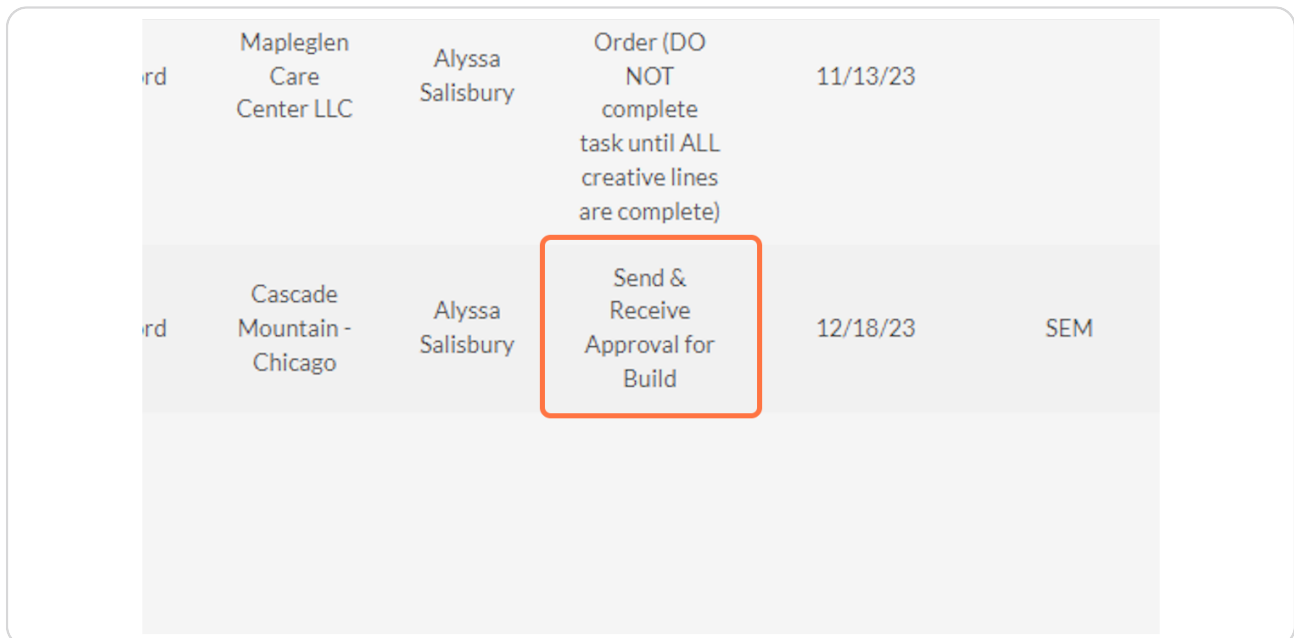
The screenshot shows a dashboard interface. On the left, a sidebar menu is visible with the following items: 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'Orders', 'Workflow', 'My Tasks' (highlighted with a red box), 'My Queues', 'User Availability', and 'Notifications'. The main content area displays a table of tasks with the following columns: Step, Order, Status, and Order Name.

Step	Order	Status	Order Name
Pending	27753	Pending Activation Call	4508252_Beloit Mattress Company_Ignite 2024_Pierce Twohig
Creative	27740	Draft	ProMedica Hospice/Heartland Hospice_Edwin Lovett
Creative	27725	Draft	Anchor Harvey Components, LLC_Edwin Lovett
Creative	27724	Draft	A Place for Space Self Storage LLC_Edwin Lovett

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.




The screenshot shows a table with the following columns: Order, Client, User, Item Description, Date, and Campaign. The 'Send & Receive Approval for Build' item description is highlighted with a red box.

Order	Client	User	Item Description	Date	Campaign
rd	Mapleglen Care Center LLC	Alyssa Salisbury	Order (DO NOT complete task until ALL creative lines are complete)	11/13/23	
rd	Cascade Mountain - Chicago	Alyssa Salisbury	Send & Receive Approval for Build	12/18/23	SEM

STEP 4

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

764359	1		11/20/23
822514	1		12/19/23

I Townsquare Reporting

7 Steps 

STEP 5

Once on the task, review ALL CAMPAIGN DETAILS

The screenshot shows a web interface for reviewing campaign details. On the left is a sidebar with navigation options: 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'Orders', 'Workflow', and 'Notifications'. The main content area is titled 'Advertiser Account ID' and 'CRM Client ID'. Below this is a section for 'LINE ITEM DETAILS' with fields for Product Name (SEM), Order Id (27268), and Status Name (Pending Build Approval). A red box highlights the 'CAMPAIGN DETAILS' section, which includes fields for Sub Product (SEM), Select Your Buyer (Madison Reilly), Order Name (4371797_Cascade Mountain - Chicago_CHICAGO: Ignite 2023_Holly Rhodes), KPI (CTR), Advertiser (Cascade Mountain - Chicago), Market (Rockford), State (IL), Vertical (Skling), Wide Orbit Number (4371797), and Start Date (2023-12-15).

STEP 6

REVIEW GEO-TARGETING DETAILS

The screenshot shows a web interface for reviewing geo-targeting details. On the left is a sidebar with navigation options: 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'Orders', 'Workflow', and 'Notifications'. The main content area is titled 'BUDGET DETAILS' and includes fields for Make Good & Added Value Budget (\$0.00), Contracted Budget (\$4,000.00), Campaign Length (Months) (2), Does this line item require a rate exception? (No), Does this line item have budget flighting? (Yes), and Upload Budget Flighting Details (4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago SEM BUDGET FLIGHTING.xlsx). A red box highlights the 'GEO-TARGETING DETAILS' section, which includes fields for Geo-Targeting Type (Zip/Postal Codes), a list of Zip/Postal Codes (60601, 60540, 60173, 60004, 60504, 60187, 60010, 60056, 60067, 60118), Do you need to add a radius? (No), and Does this advertiser want to exclude any geos? (No).

STEP 7

REVIEW BUILD DETAILS

60173
60004
60504
60187
60010
60056
60067
60118

Do you need to add a radius? No

Does this advertiser want to exclude any geos? No

BUILD DETAILS

Campaign Objective/Goals -Focus on pass purchases

Services the client offers and intends to advertise (be as specific as possible). -Focus on pass purchases

Services the client offers, but DOES NOT intend to advertise (be as specific as possible) -RENTALS

Custom Keywords to Include (Optional): -DO NOT INCLUDE BRANDING KEYWORDS

Can we include Branded keywords? (Recommended) No

Are we bidding on competitor names? If so, list them here. -

STEP 8

REVIEW ADDITIONAL DETAILS

If there are any.

Can we include Branded keywords? (Recommended) No

Are we bidding on competitor names? If so, list them here. -

Do you have an existing estimate? Yes

Upload Existing Estimate Here Google Direct Merchant Report Template_Cascade Mountain_12.12.2022_Client facing (1).xlsx

Would you like to add an Ad Copy or Extension? No

ADDITIONAL DETAILS

Additional Details YEARS MUST BE CHANGED IN COPY TO 2023/2024 SEASON

GOALS

4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago SEM BUDGET FLIGHTING.xlsx - 2023-12-05 22:13:38 (Uploaded by: Holly)

STEP 9

REVIEW attached files to confirm accurate.

ORDERS & WORKFLOW

Orders >

Workflow >

Notifications >

Would you like to add an Ad Copy or Extension? No

ADDITIONAL DETAILS

Additional Details	YEARS MUST BE CHANGED IN COPY TO 2023/2024 SEASON
--------------------	---

GOALS

ATTACHED FILES

- 4371797_IL_Rockford_Cascade Mountain - Chicago_Chicago SEM BUDGET FLIGHTING.xlsx - 2023-12-05 22:13:38 (Uploaded by: Holly Rhodes)
- Google Direct Merchant Report Template_Cascade Mountain_12.12.2022_Client facing (1).xlsx - 2023-12-05 22:13:38 (Uploaded by: Holly Rhodes)
- Google Direct Merchant Report Template_IL_Rockford_Cascade Mountain_12.18.2023_Client facing.xlsx - 2023-12-18 17:45:02 (Uploaded by: Madison Reilly)

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!

Action Required

----- Send & Receive Approval for Estimate -----

Build sent to client?

Is the build approved? * Yes

If build is not approved, detail revision notes in comment below

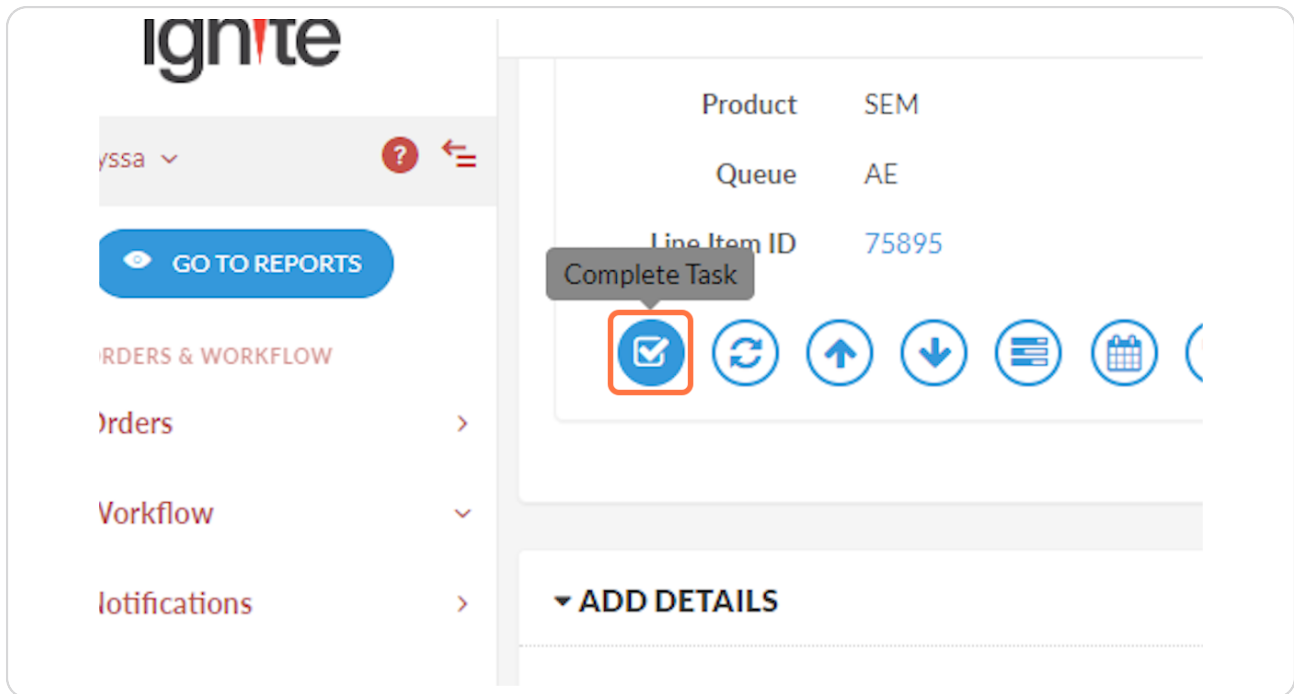
SAVE DETAILS

Add Comment

STEP 11

Click on Complete Task

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



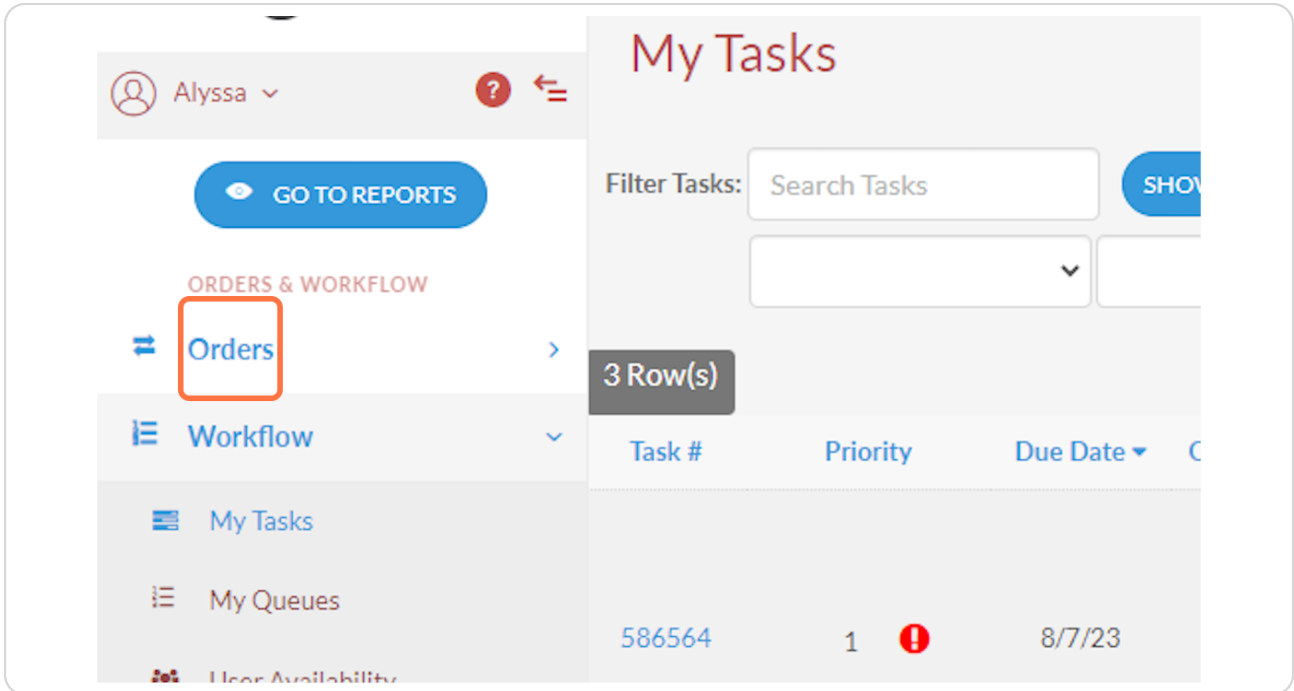
The screenshot displays the Ignite software interface. On the left is a navigation sidebar with the Ignite logo at the top, a user profile for 'yssa', a 'GO TO REPORTS' button, and menu items for 'ORDERS & WORKFLOW', 'Orders', 'Workflow', and 'Notifications'. The main content area shows a task card with the following details: Product: SEM, Queue: AE, and Line Item ID: 75895. Below these details is a row of action icons: a checkmark icon (highlighted with a red square and a 'Complete Task' tooltip), a refresh icon, an up arrow icon, a down arrow icon, a list icon, and a calendar icon. At the bottom of the task card is a section titled 'ADD DETAILS'.




**NAVIGATING
SPECIFIC TACTIC
REVISION
REQUESTS IN
TAPCLICKS**

STEP 1

Click on Orders

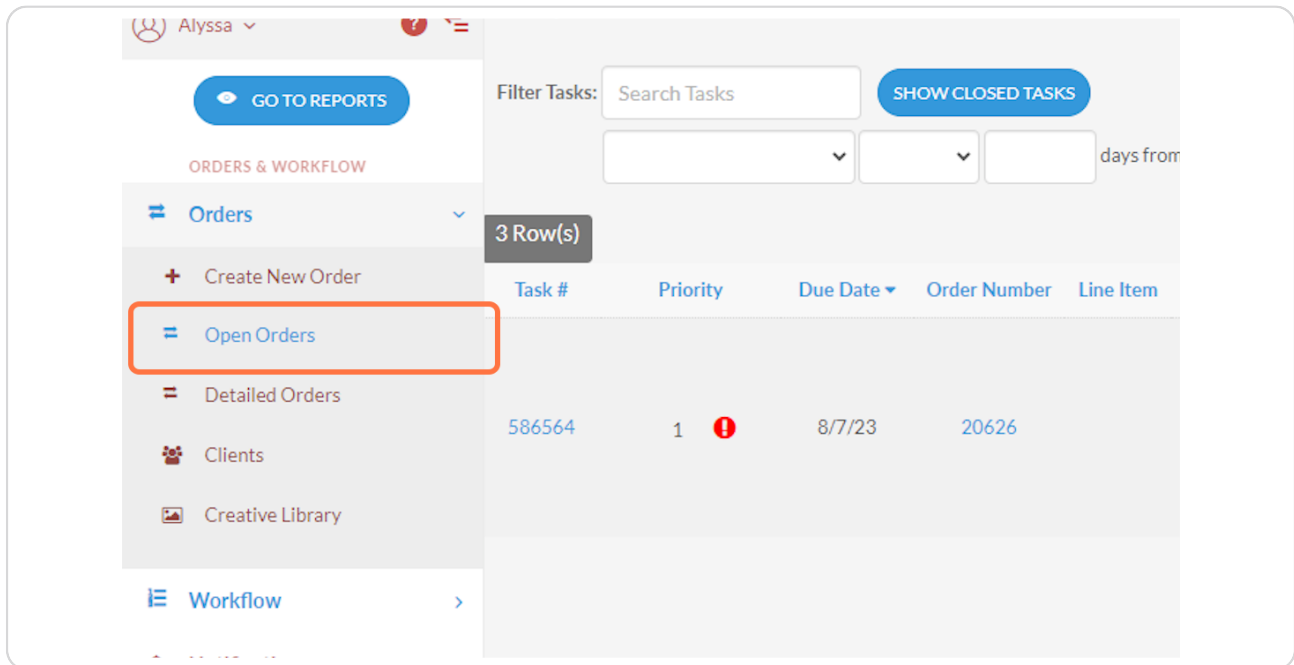


The screenshot shows a user interface for 'My Tasks'. On the left is a navigation menu with a 'GO TO REPORTS' button and a section titled 'ORDERS & WORKFLOW'. The 'Orders' item in this menu is highlighted with a red rectangular box. Below it are 'Workflow', 'My Tasks', 'My Queues', and 'User Availability'. The main area on the right is titled 'My Tasks' and contains a search filter 'Filter Tasks: Search Tasks' with a 'SHOW' button. Below the search is a dropdown menu. A summary bar indicates '3 Row(s)'. A table below shows task details with columns for 'Task #', 'Priority', and 'Due Date'. One row is visible with the task number 586564, a priority of 1, and a due date of 8/7/23. A red exclamation mark icon is next to the priority value.

Task #	Priority	Due Date
586564	1 	8/7/23

STEP 2

Click on **Open Orders**

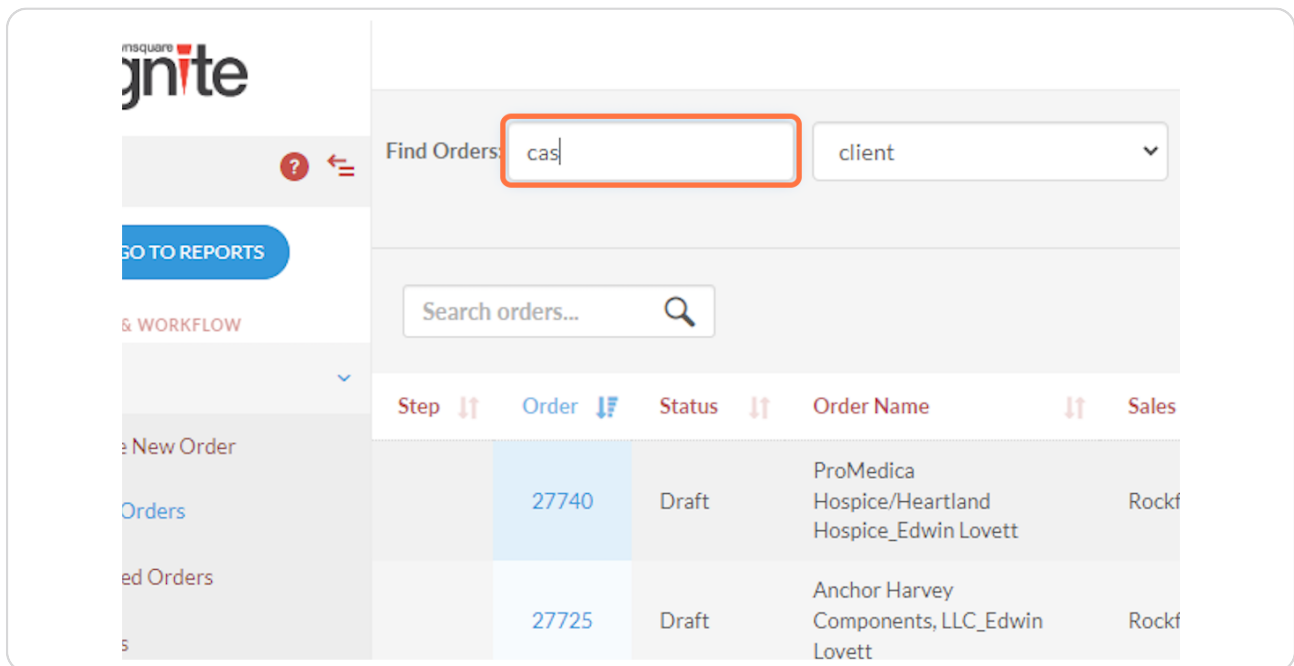


The screenshot shows a software interface with a sidebar on the left containing navigation options: 'GO TO REPORTS', 'ORDERS & WORKFLOW', 'Orders', 'Create New Order', 'Open Orders' (highlighted with a red box), 'Detailed Orders', 'Clients', 'Creative Library', and 'Workflow'. The main content area has a 'Filter Tasks' search bar and a 'SHOW CLOSED TASKS' button. Below this, a table displays 3 rows of data:

Task #	Priority	Due Date	Order Number	Line Item
586564	1 !	8/7/23	20626	

STEP 3

Type in client name example **"Cascade Mountain"**

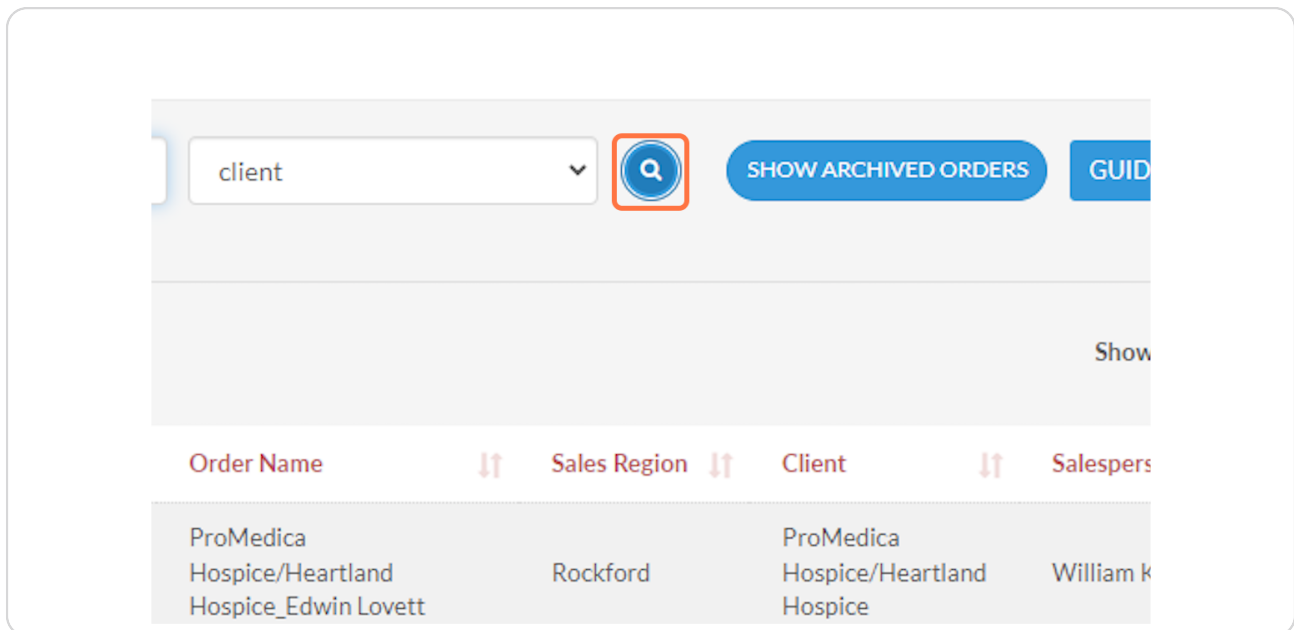


The screenshot shows the 'Find Orders' search interface. The search input field contains 'cas' and is highlighted with a red box. The dropdown menu shows 'client'. Below the search bar, there is a 'Search orders...' input field with a magnifying glass icon. The results are displayed in a table with columns: Step, Order, Status, Order Name, and Sales.

Step	Order	Status	Order Name	Sales
	27740	Draft	ProMedica Hospice/Heartland Hospice_Edwin Lovett	Rockf
	27725	Draft	Anchor Harvey Components, LLC_Edwin Lovett	Rockf

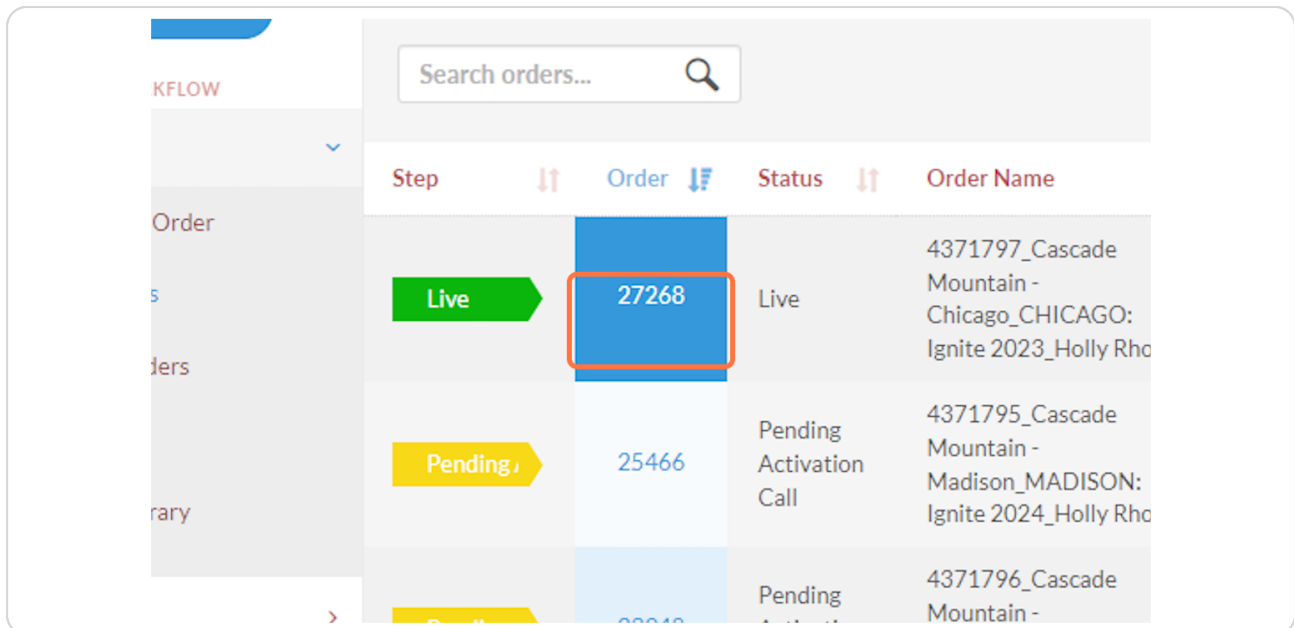
STEP 4

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

Item Number	Item Status	Product
75895	Pending Build Approval	SEM
76059	Live Pending	Blended Tactics
76063	Live Pending	Blended Tactics
76071	Live Pending	Addressable Solutions

STEP 7

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

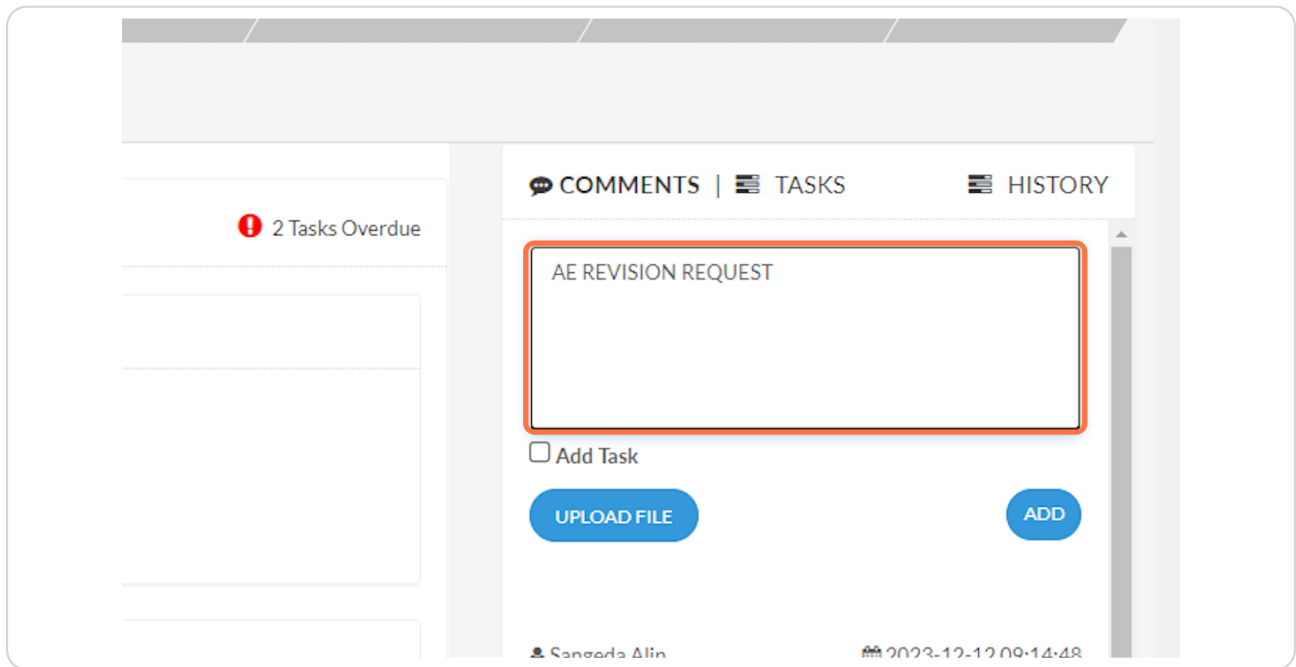
Revision Paused | Revision Live | Cancel

2 Tasks Overdue

COMMENTS | TASKS

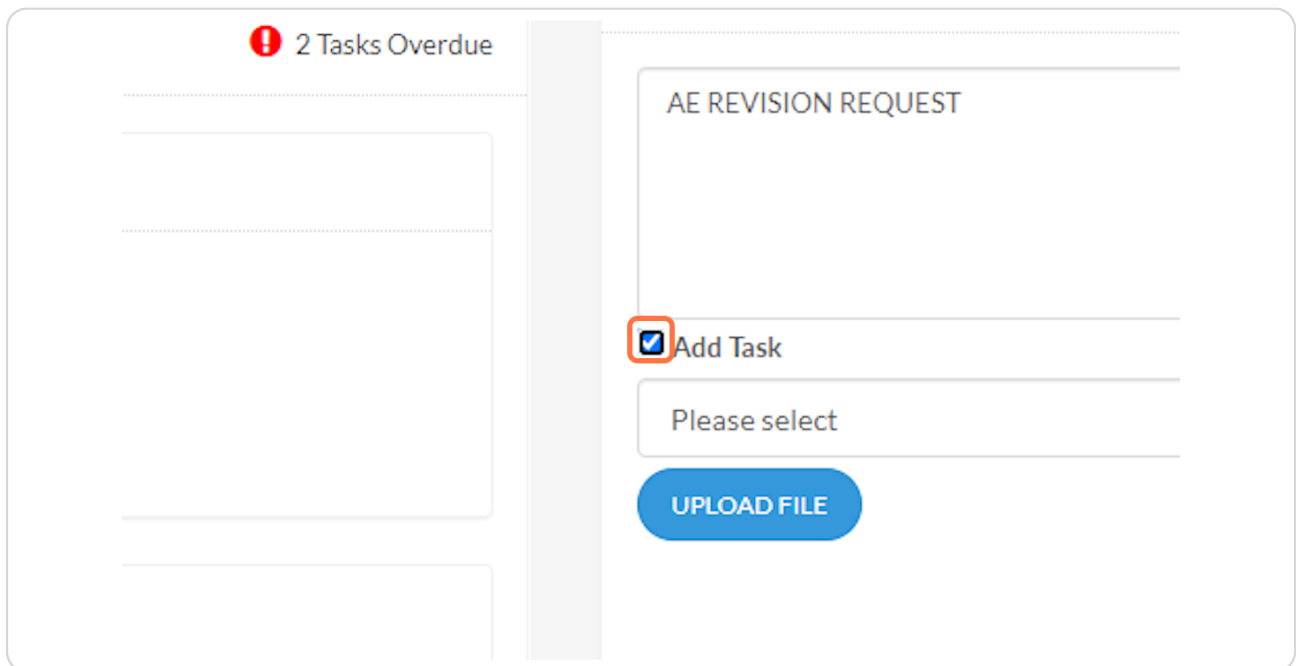
STEP 8

Type AE Revision Request in comment box



STEP 9

Check on



STEP 10

Select Blended Tactics: AE Revision Request

The screenshot shows a task creation form. At the top, there is a title 'AE REVISION REQUEST' in a light blue box. Below the title, there is a checked checkbox labeled 'Add Task'. Underneath, a dropdown menu is open, showing the selected option 'Blended Tactics: AE Revision Request' with a downward arrow. Below the dropdown are two blue buttons: 'UPLOAD FILE' on the left and 'ADD' on the right. At the bottom of the form, the user's name 'Sangeda Alin' and the timestamp '2023-12-12 09:14:48' are displayed. The word 'Comment:' is visible at the very bottom.

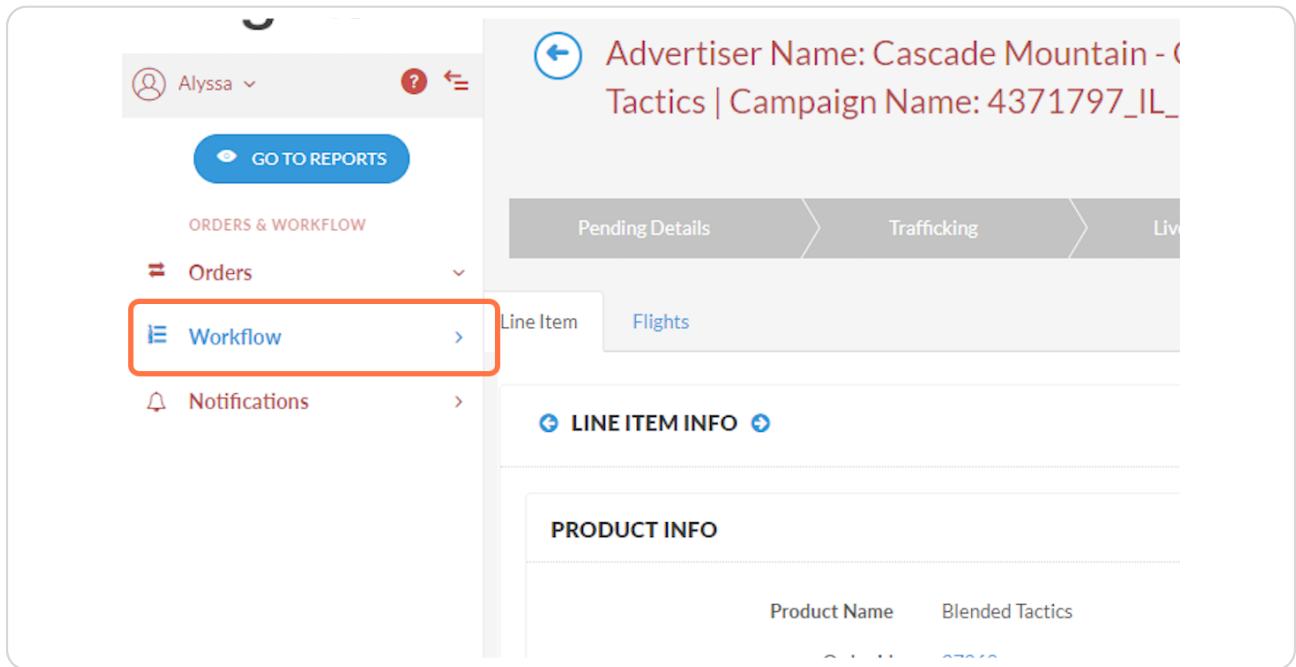
STEP 11

Check the Add Tasks Button

This screenshot is identical to the one in Step 10, but with a red rectangular highlight around the 'ADD' button. Additionally, the text 'QA'd' has been entered into the 'Comment:' field at the bottom of the form.

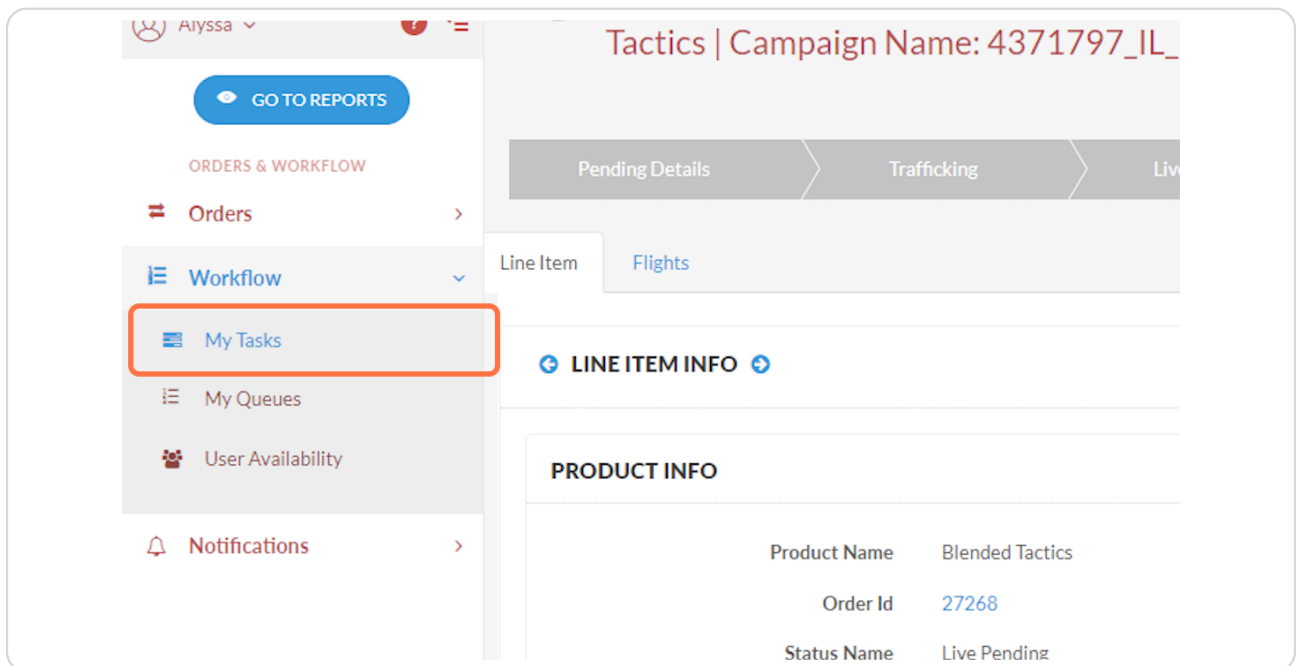
STEP 12

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.

764359	1	!	11/20/23
822552	1	!	12/18/23
822514	1		12/19/23

STEP 15

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

Revision Request Details

----- Revision Request -----

Should the campaign be *
paused while the revision is being made?

Describe Details of Revision

TYPE IN REVISIONS HERE

Upload Items

UPLOAD FILE

SAVE DETAILS

Add Comment

STEP 16

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

▼ ADD DETAILS

Revision Request Details

----- Revision Request -----

Should the campaign be * paused while the revision is being made? No

Describe Details of Revision

TYPE IN REVISIONS HERE

STEP 17

Click on SAVE DETAILS

Should the campaign be paused while the revision is being made? No

Describe Details of Revision

TYPE IN REVISIONS HERE

Upload Items

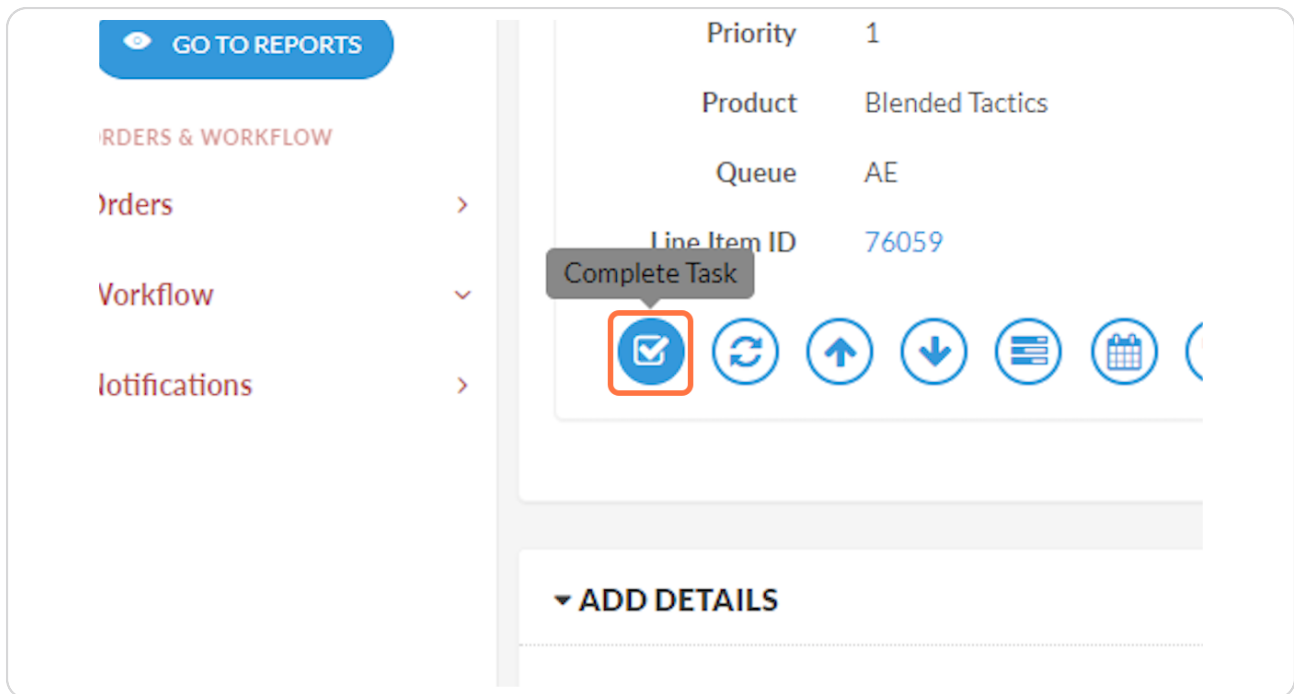
UPLOAD FILE

SAVE DETAILS

Add Comment

STEP 18

Scroll Up to Click on Complete Task



The screenshot displays a user interface with a left-hand navigation menu and a main content area. The navigation menu includes a blue button labeled "GO TO REPORTS" and several menu items: "ORDERS & WORKFLOW", "Orders", "Workflow", and "Notifications". The main content area shows a task card with the following details:

Priority	1
Product	Blended Tactics
Queue	AE
Line Item ID	76059

Below the task details is a row of action icons. The first icon, a blue circle with a white checkmark, is highlighted with a red square and has a grey tooltip labeled "Complete Task" pointing to it. Other icons include a refresh symbol, an up arrow, a down arrow, a list icon, and a calendar icon. At the bottom of the main content area, there is a button labeled "ADD DETAILS" with a downward-pointing arrow.



NAVIGATING REVISIONS FOR CURRENT ORDERS

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

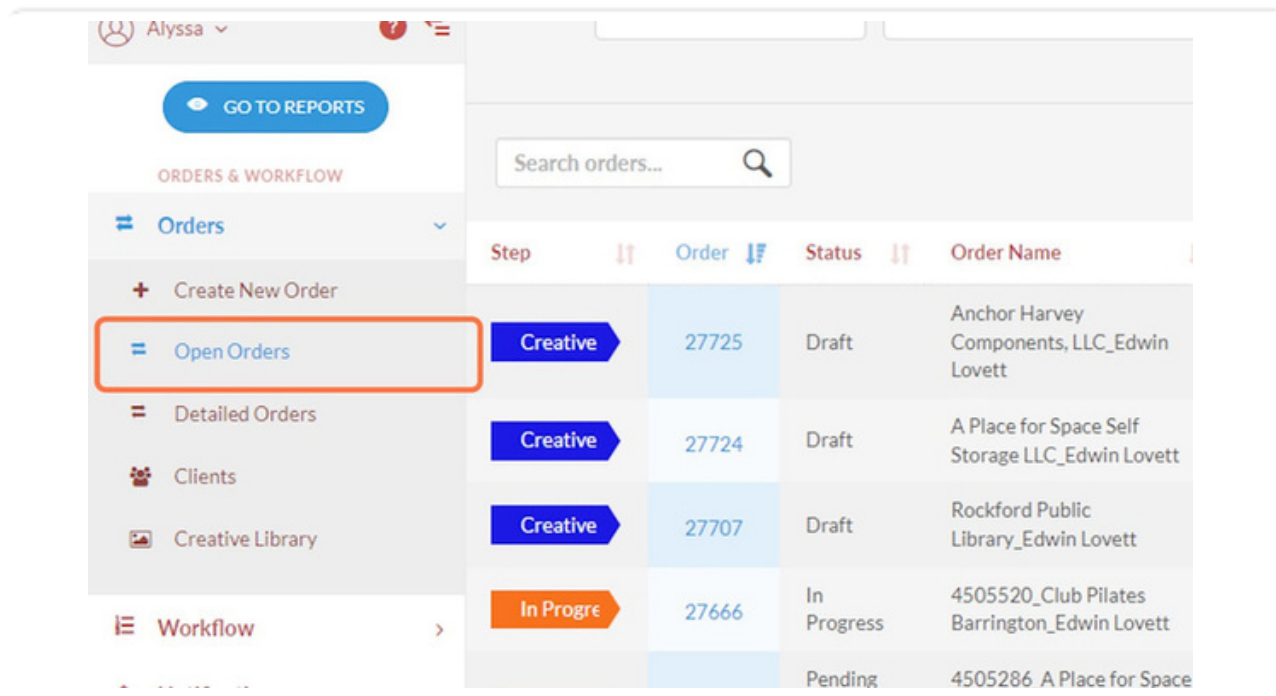
These steps will walk you through submitting an Ignite order revision. This includes: adding dollars to current orders, new creative to be applied to the campaign, creative end date revisions, targeting revisions, zip code revisions, and tactic revisions.

I Townsquare Reporting

15 Steps

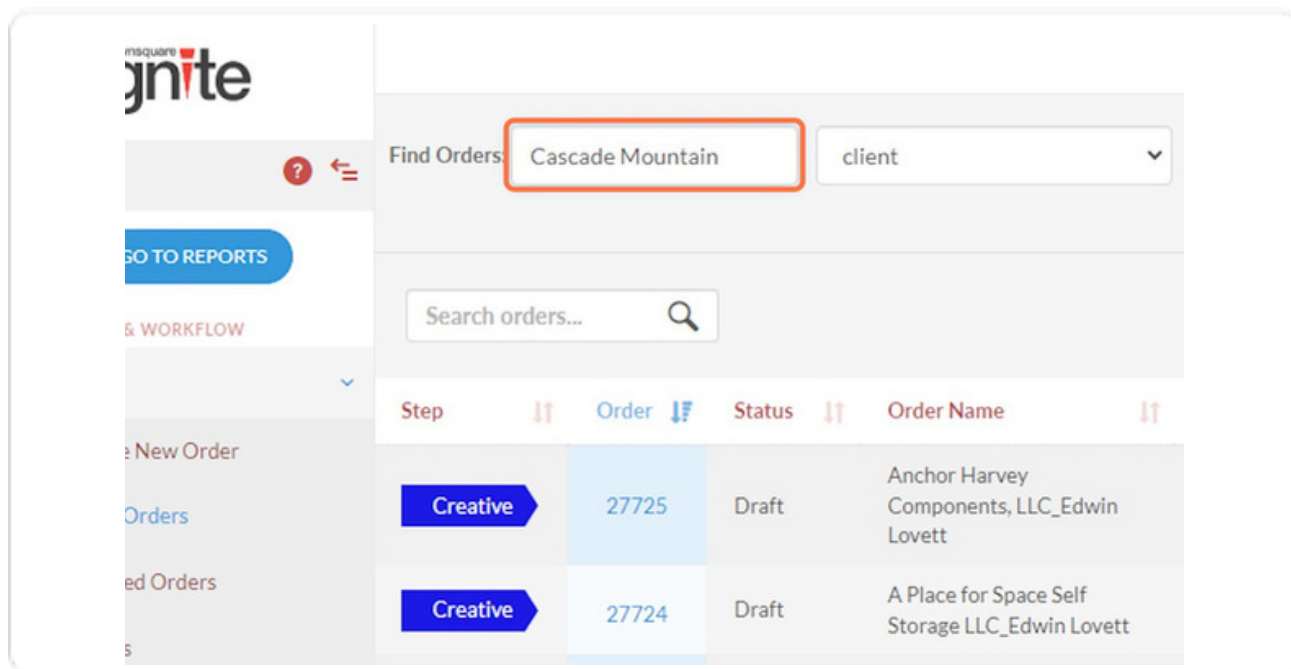
STEP 1

Click on Open Orders



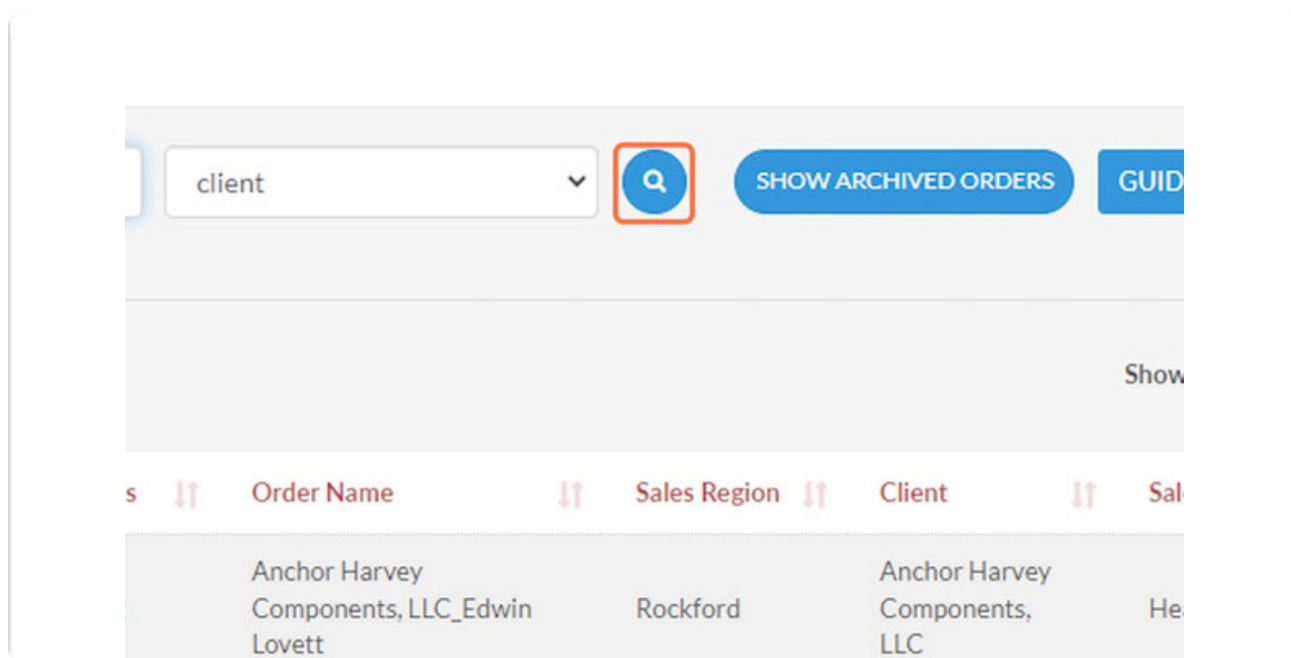
STEP 2

Type in client name example "Cascade Mountain"



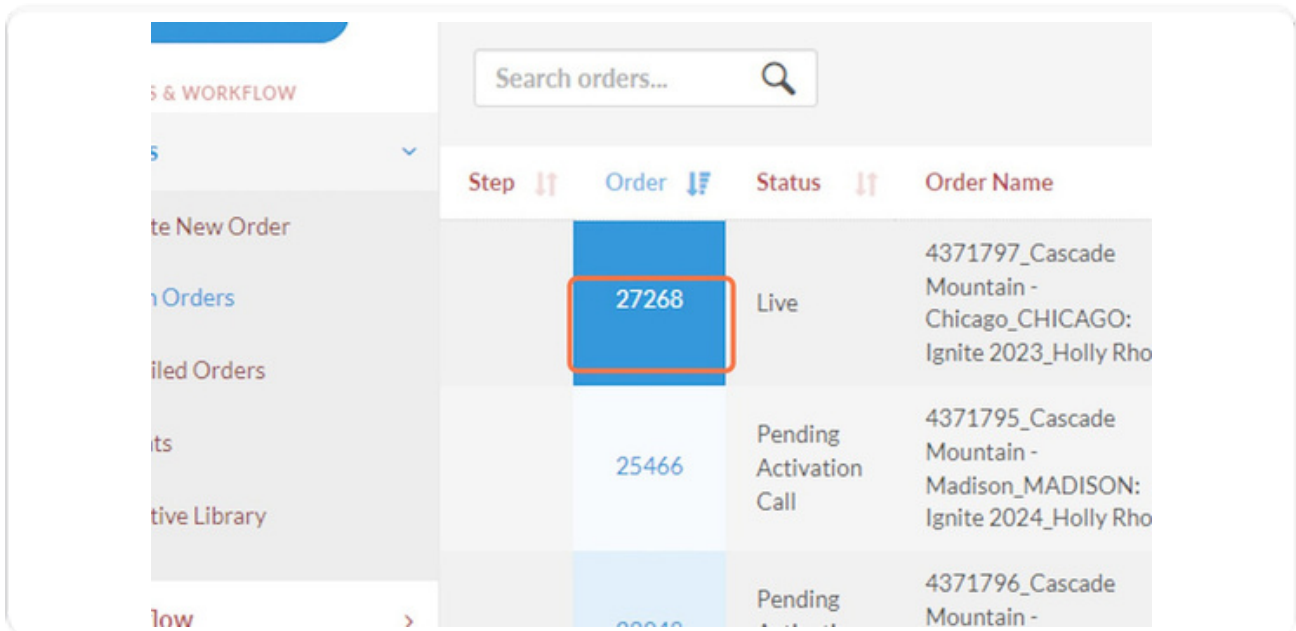
STEP 3

Click on ... Search next to client.



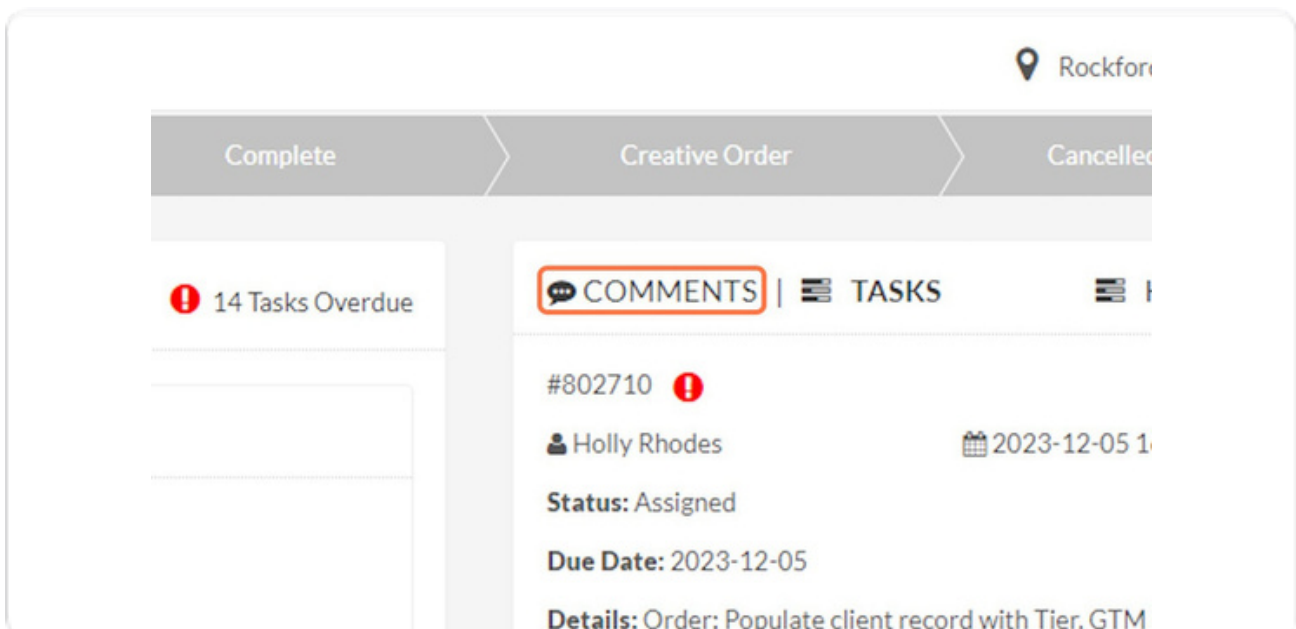
STEP 4

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.



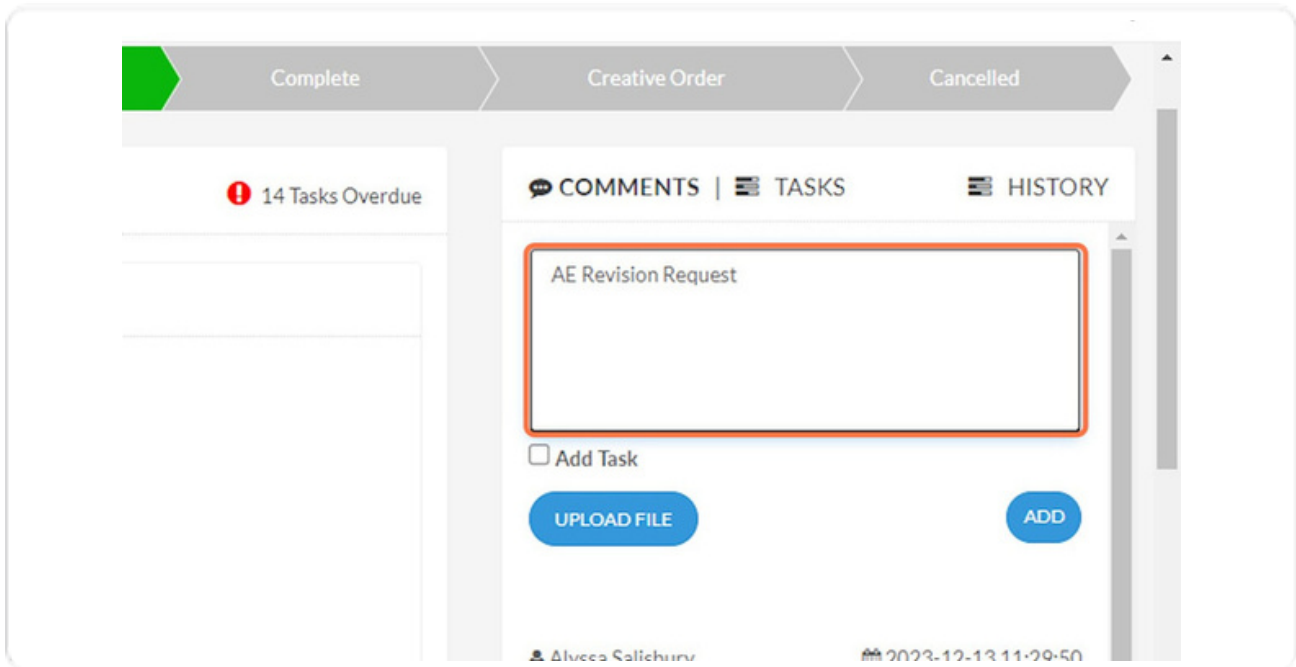
STEP 5

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



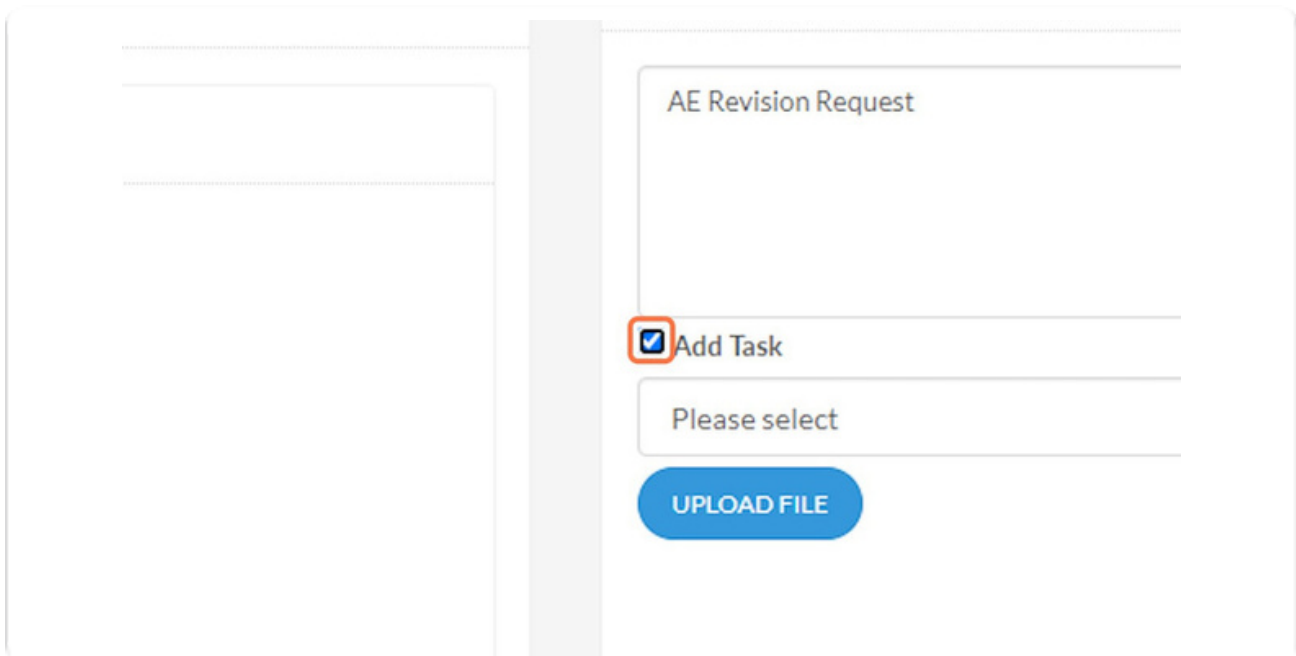
STEP 6

Type AE Revision Request in comment box



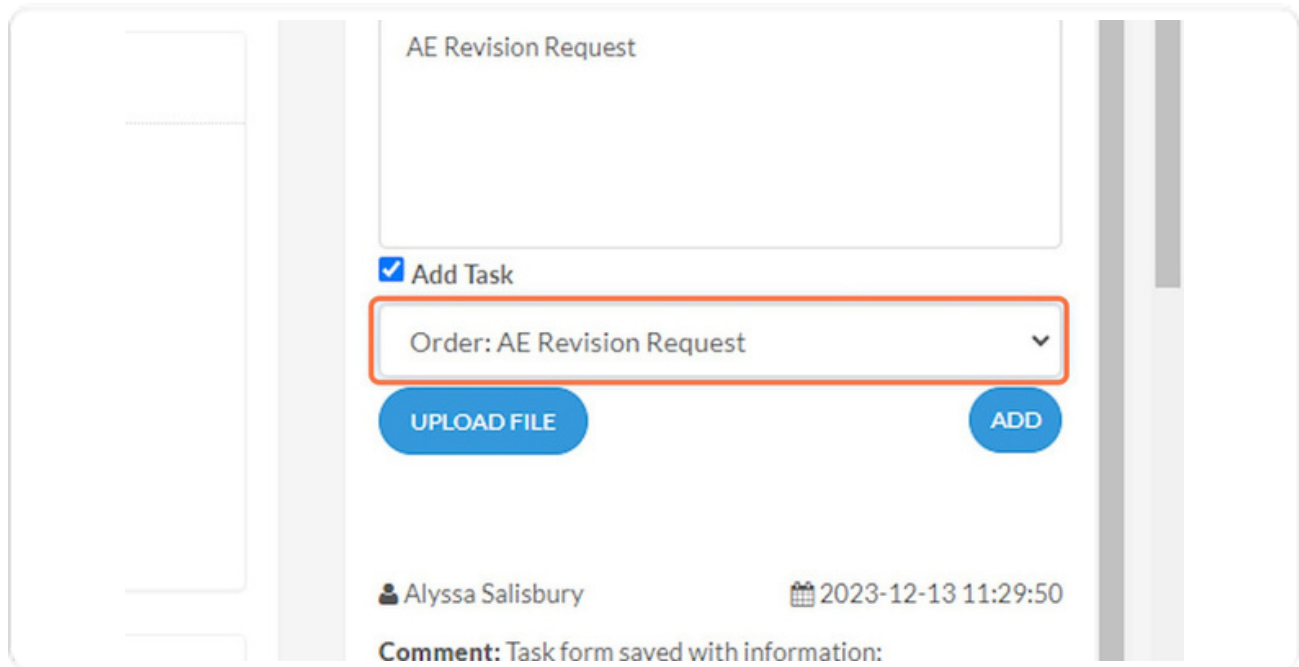
STEP 7

Check the Add Tasks Button



STEP : 8

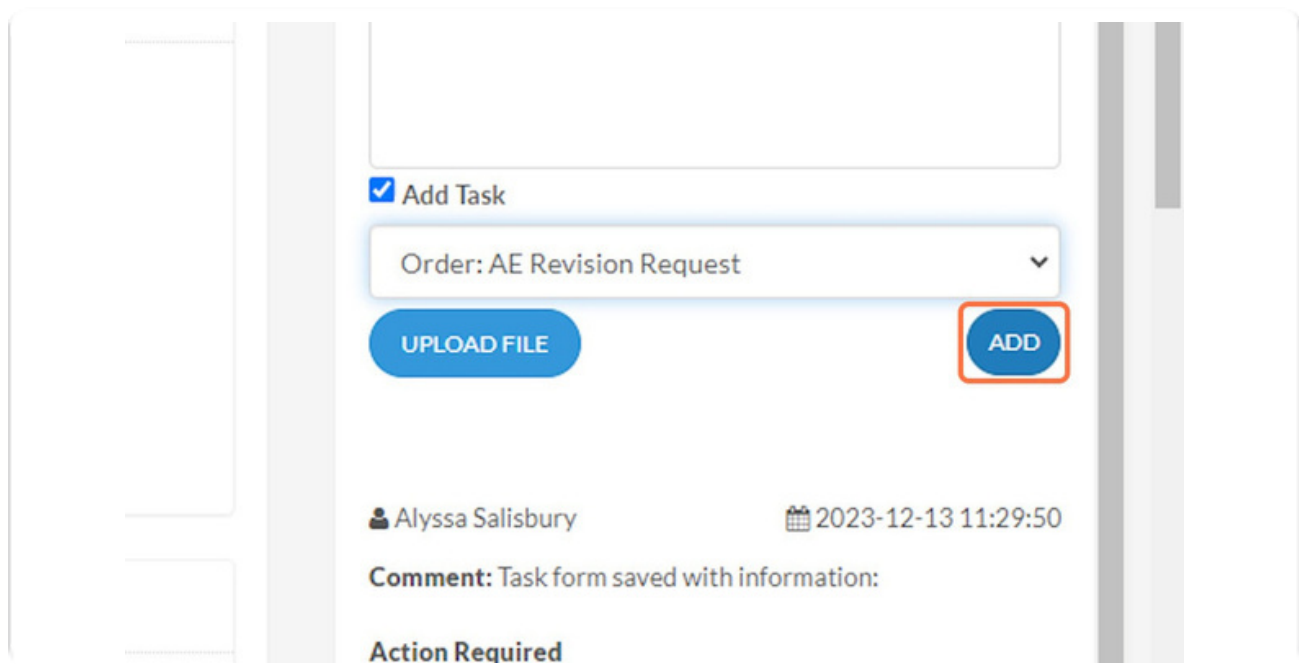
Select Order: AE Revision Request in the drop down.



The screenshot shows a task form interface. At the top, there is a text input field containing "AE Revision Request". Below this, there is a checked checkbox labeled "Add Task". Underneath the checkbox is a dropdown menu with the text "Order: AE Revision Request" and a downward arrow. This dropdown menu is highlighted with a red rectangular border. Below the dropdown are two blue buttons: "UPLOAD FILE" on the left and "ADD" on the right. At the bottom of the form, there is a user profile icon and the name "Alyssa Salisbury", a calendar icon and the timestamp "2023-12-13 11:29:50", and a "Comment:" field containing the text "Task form saved with information:".

STEP 9

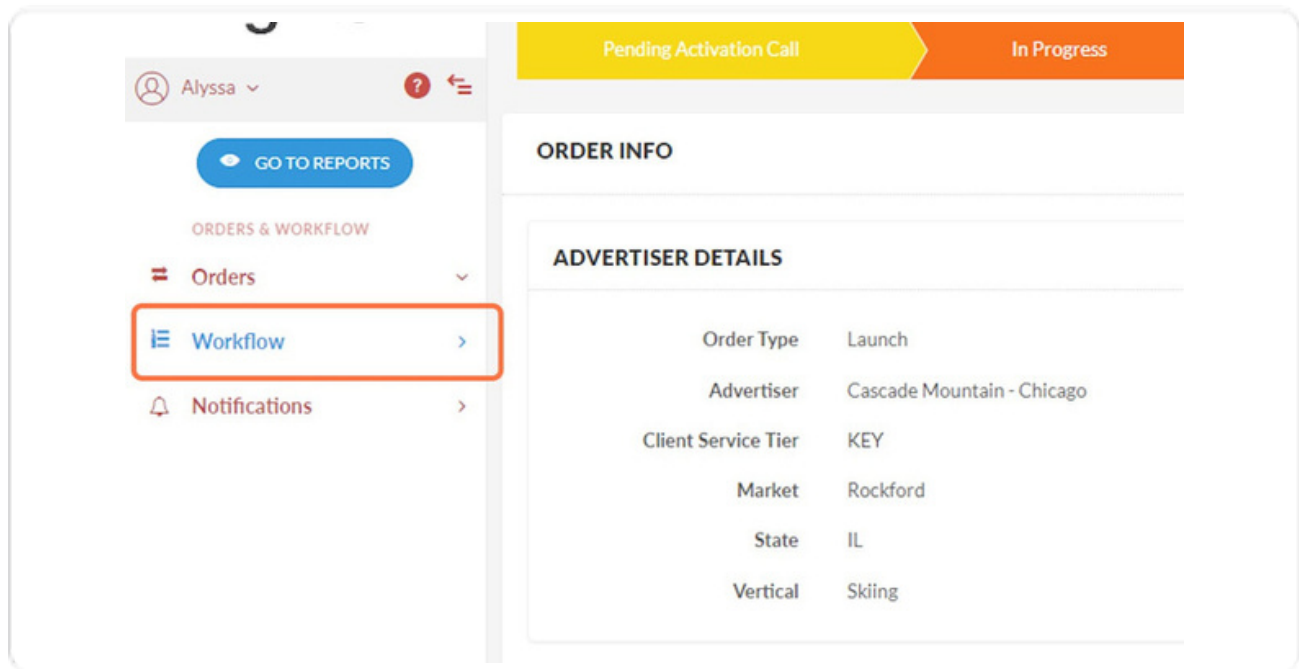
Click on ADD



This screenshot shows the same task form as in Step 8. The dropdown menu still displays "Order: AE Revision Request". In this step, the "ADD" button is highlighted with a red rectangular border, indicating it should be clicked. The rest of the form, including the "UPLOAD FILE" button, the user information, and the comment, remains the same as in the previous step.

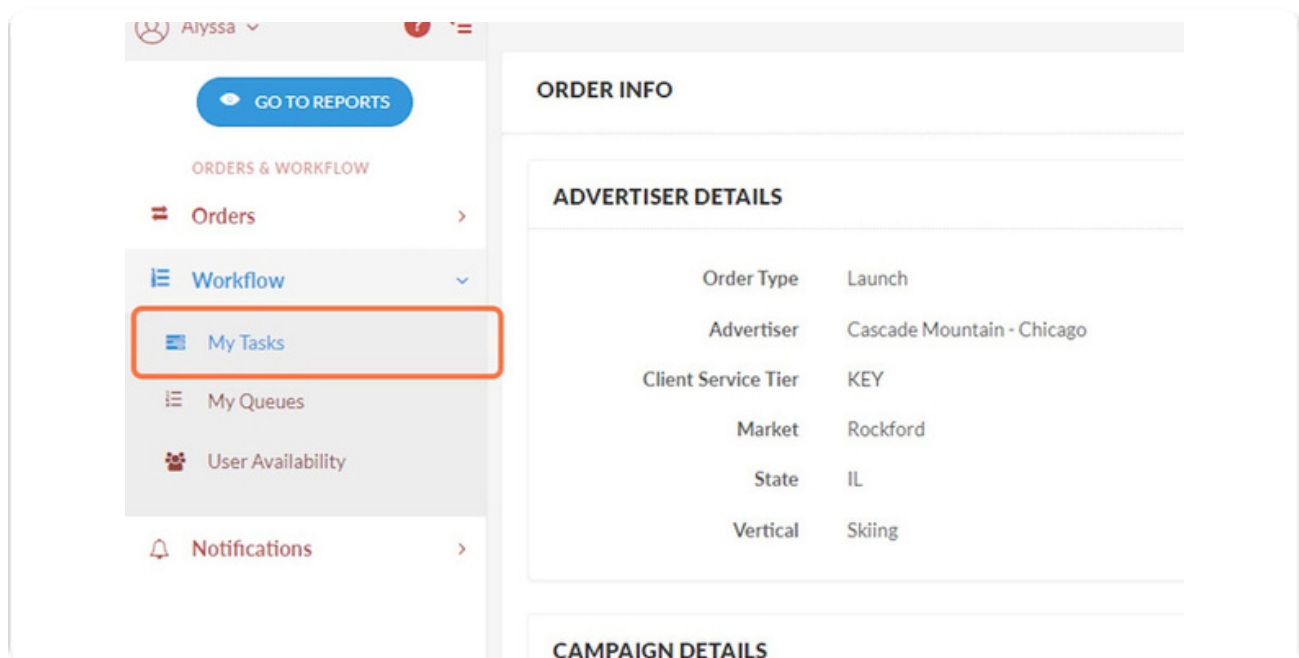
STEP 10

Click on Workflow on the left side of your screen.



STEP 11

Click on My Tasks under Workflow



STEP 12

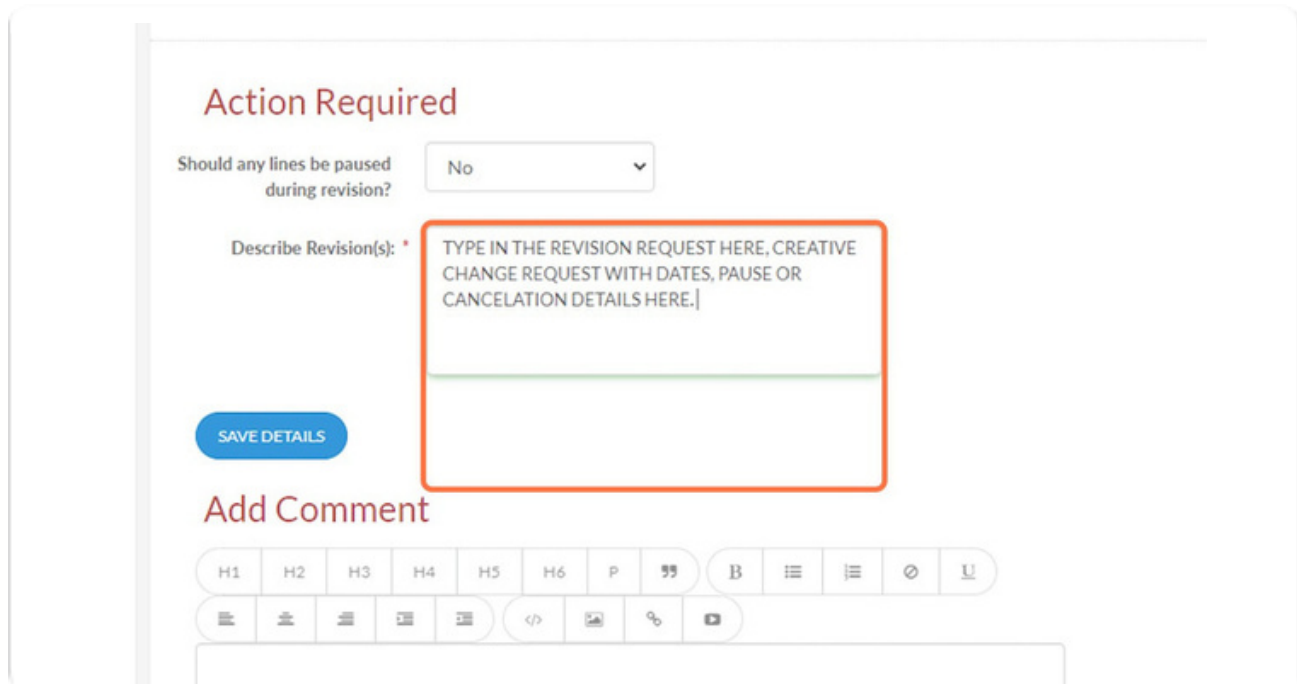
Click on the TASK NUMBER assigned to the new task you created for your client.

764359	1	!	11/20/23
822146	1	!	12/18/23

STEP 13

**Type in describe revision(s): "TYPE IN THE REVISION REQUEST HERE "
include all details you are requesting 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.

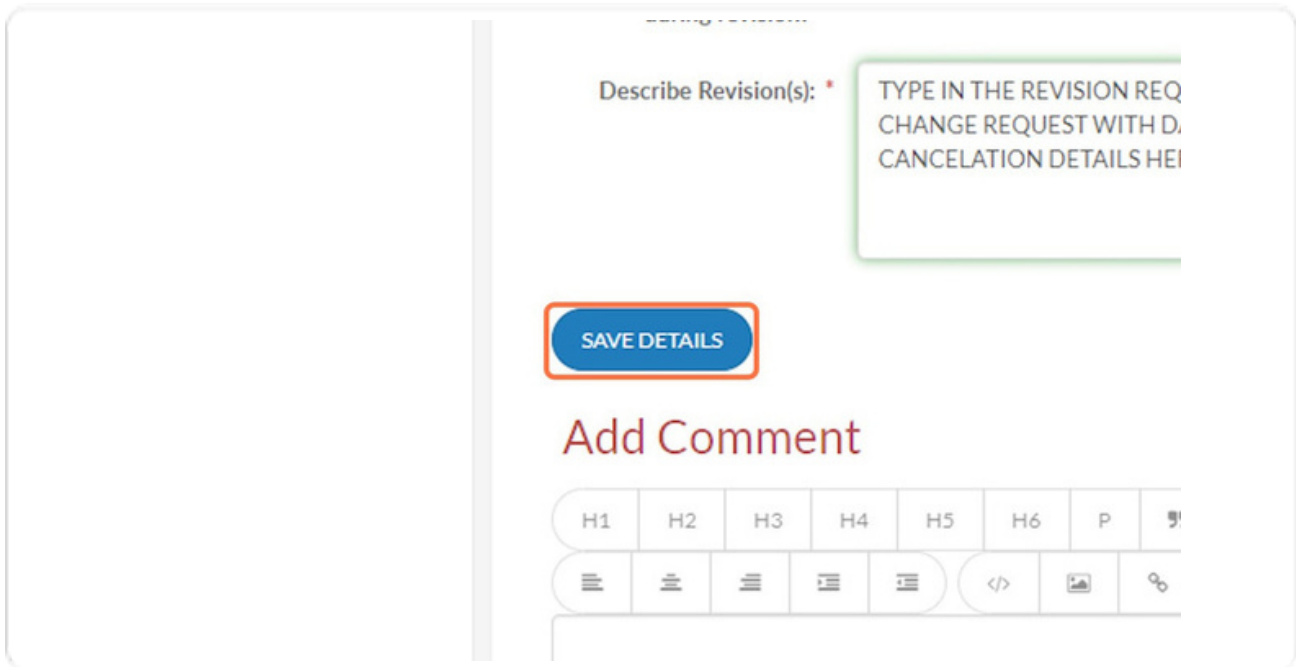


The screenshot shows a web form titled "Action Required". It contains the following elements:

- A dropdown menu for "Should any lines be paused during revision?" with "No" selected.
- A text input field for "Describe Revision(s):" containing the text: "TYPE IN THE REVISION REQUEST HERE, CREATIVE CHANGE REQUEST WITH DATES, PAUSE OR CANCELTION DETAILS HERE." This field is highlighted with a red border.
- A blue "SAVE DETAILS" button.
- An "Add Comment" section with a rich text editor toolbar. The toolbar includes buttons for heading levels (H1-H6), paragraph (P), bold (B), italic (I), strikethrough (ABC), link (U), bulleted list, numbered list, code (</>), image, link, and video.

STEP 14

Click on **SAVE DETAILS**



Describe Revision(s): *

TYPE IN THE REVISION REQ
CHANGE REQUEST WITH D,
CANCELANATION DETAILS HEI

SAVE DETAILS

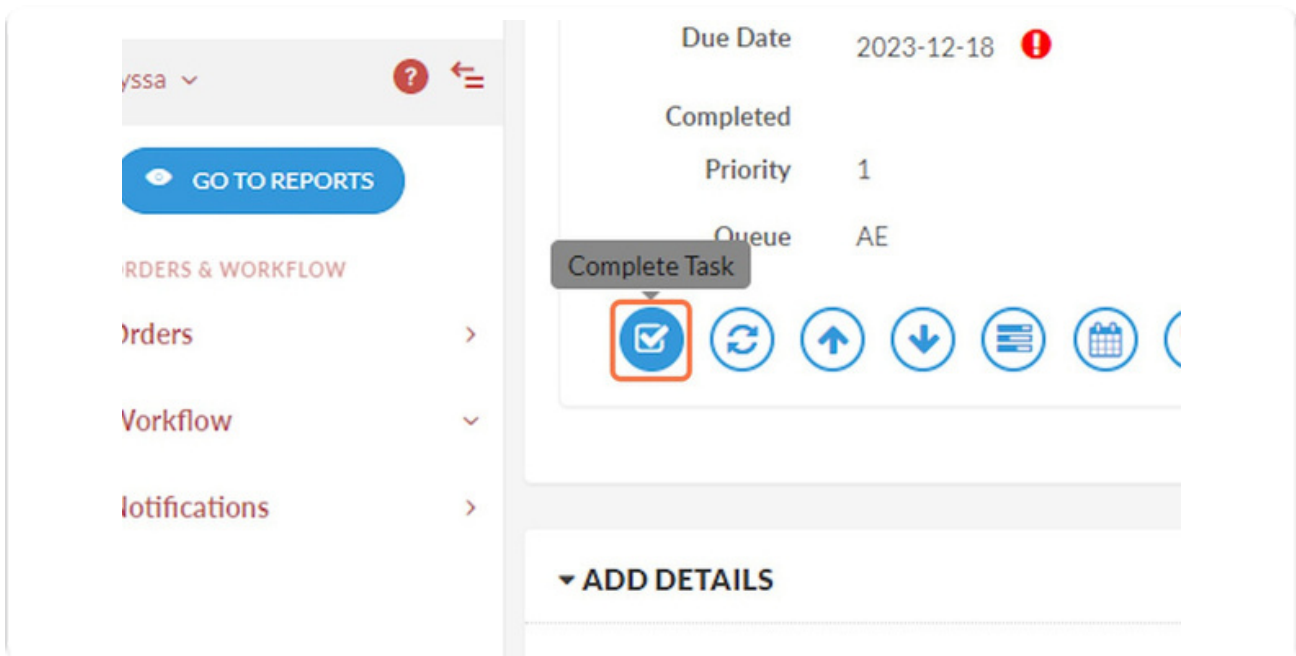
Add Comment

H1 H2 H3 H4 H5 H6 P

☰ ☰ ☰ ☰ ☰ </> 🖼️ 🔗

STEP 15

Scroll back to the top and click on **Complete Task**



Due Date 2023-12-18 !

Completed

Priority 1

Queue AE

Complete Task

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▼ **ADD DETAILS**