Steps for submitting a **New Campaign**

1. Submit your Marketron Order via the fulfillment request form
   Marketron Order should include the following items:
   - Tactic
   - Run Dates of Campaign
   - Spend on each tactic (broken up by market's profit, and budget for MB)
   - Note Section at the Bottom: great place for confirming the number of impressions sold, the CPM rate you sold it at.

2. Complete Asset Sheet
   The asset sheet will include the information we need to complete the campaign setup. For example, any zip codes, demographic targeting, geofences or conversation zones, url destination, etc.
   Note, whether we completed the proposal for the account or not, we still need this information as it confirms what the client has agreed to and how the campaign should be executed.

3. Submit Creative
   If the client is providing the creative you can send via support@themediabeast.com.
   If MB is creating the creative, please submit creative order via the fulfillment request form

Once the above items have been received, we will be able to start and finish the campaign build. We will be communicating each step of the process provided.

Campaign Setup

Please provide 2-3 business days for our team to properly set up your campaign. This is only after we have ALL of the information needed from the asset sheet and the insertion order. Our team will work to build the campaign based on the parameters, keywords, geography, run dates - all of those key elements in the I.O and Asset sheet.

Depending on your tactic/campaign we will assist in some of the following

- **Website Scripts and/or Google Tag Manager:** We want to be able to effectively track campaign conversions and proper attribution. We will send you a script or we can provide a GTM for you to pass along to the client in order for them to add to their website. If we already have access to their website, we will gladly assist.
- **Call Tracking:** For our PPC campaigns we'll be adding call tracking scripts to the website. This helps ensure we show attribution for new lead activity from the campaign. ***Note this will swap the phone number on your clients' website. We try to use the same local area codes, but numbers will change when the ad has been clicked.*

Post Campaign Launch

We will let you know once the campaign is LIVE and proceed with the following:

Dashboard Access - https://myppcreports.com/
Your fulfillment rep will ensure that you have access to the account's dashboard via our NinjaCat platform.

Reporting
You will also receive weekly and monthly automated reports for your client account.

Campaign Changes

Changes to your campaign such as flight dates, creative swaps, or new asset information?

Submit your campaign change requests via the fulfillment request form with exactly what edits or changes need to be made.

Questions?

The best way to reach us or your assigned fulfillment representative is to contact us at support@themediabeast.com