Digital Advertising Instructions



1. Get Logged in via Sky Analytics

	LOGIN WITH YOUR CARIA ACCOUNT	
	LOGIN	
	- OR	
	LOGIN WITH YOUR EMAIL ADDRESS	
Email Address		
digitalselfserve3	@gmail.com	
Password		
	LOGIN	

login.analytics.at.sky/Account/Login

 If you're a CARIA user press the Caria LOGIN button. If you don't have access to digital advertising planning, talk to your sales rep.

- Don't have Caria? Enter your email address and password and press the LOGIN button
- If you don't have a login, sign up at skymedia.co.uk/digital

2. Navigate to the digital planning section

- Click on the 'Planning' menu option and select the 'Launch Digital Planner' sub-option under 'Digital'
- You'll be taken to a new screen that will show you details of all the previous campaigns you have created

sky analytics	Planning - Reporting -	
Home > Campaigns	Digital Launch Digital Planner	
Campaigns		
View your live and complete campaig	ins	
Search by Campaign Id, P	roduct Name, Buyer Name, Advertiser	Q

3. Start creating a new campaign

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Campaigns Assets						
My Campaigns All					Search campaigns	O, + NEW
NAVE	APPROVAL STATUS	T START DATE	0 ORNER	BUDGET	DELIVERY STATUS	,
New Campaign for ove	If Pending	2023-01-19	Paul Test Account For PID	1500.00	 Not Started 	
New Campaign	Ovait	2023-01-12	Paul Test Account For PrD	6200.00	- Not Started	
New Campaign last exclusion	Drut	2023-01-12	Paul Test Account For PID	6200.00	- Not Started	
New Campaign 6th	Orat	2023-01-12	Paul Test Account For PID	6300.00	- Not Started	
Name						
Bran	d Awareness - I	ondon & Won	nen			

- Press the +new button to get started
- A new window will pop-up that will allow you to name your new campaign
- Hit Save to take you to the next step

4. Enter your settings

sky analytics	
Campaigns Assets	
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- You can now begin to create your digital campaign
- First, you'll need to enter your Basic Settings. This includes; name, product, dates, and budget
- The 'Product' refers to the content your ad will appear around. The option 'Run of Network' means your ads will run across all our content.

5. Choose your targeting

- Geo-targeting can be added or excluded from a text sensitive dropdown – just start typing to see the options
- Socio-demographics can be chosen from the drop-down menu

🖻 Brand Awareness - London & Women 🛛 🧕	Total Budget: £ 1000.00
Targeting	
included Locations	
Londonderry - CITY - G8 × London - TV_REGION - G8 ×	
Excluded Locations	
Search and select city, state, or DMA	
Audience	
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6. Check availability



- Hit the Check Availability Button
- This will show you the likelihood of delivering your budget delivering against you chosen dates and targeting options.
- Once you're happy, click 'Next'

7. Upload your Creative

🗈 Brand Awareness - London & Wome	n <u>e</u>	To	tal Budget: £ 1000.00
Creative Preview			
Drop File to Upload or Select Existing			
۵. U	Jpload	R Select	
Creative Specification Format: MP4 Display Aspect Ratio - 16.9 Frame Rate (PP5) - 25 Resolution (VM+) - 1920 x 1080 Click Through URL			
Tracking URL			
Close			Previous Next

- You can either drop an MP4 file into the shaded area;
- Or click the upload button to search for a file to upload
- Give the file a name and a click through url
- Add a tracking url if you have one

8. Review and confirm

- Review all the details to check they're correct
- Tick to agree Sky Media standard terms and conditions
- Click confirm and you're ready to pay

🗈 Brand Awareness - London & Women 🛛 🧝	Total Budget: £ 1000.00
Summary	
Campage Sea Cole: 2010-06-21 Campage Sea Cole: 2010-06-36 Environment Inversation 4813 Annual Cole: 100:000 GBP	
By placing a Booking with Bio, you, the Client, accept in full the Bio Media's digital advertising standard terms and conditions found at: https://www.stamedia.co.uk/terms-and-condition	re/
Checkout with Stripe	
Close	Previous

9. Payment



- Pay with your credit card. Payment will only be taken once your campaign has been approved by Sky, and you will only be charged for impressions delivered. Campaigns are billed on a weekly basis and all major credit cards are accepted.
- Advertisers who already have an account with Sky will be billed via their usual payment method