

## TO RECEIVE COUNTS OR A PROPOSAL:

1. For avails, submit an "Individual Solutions Estimate," request in SWFT.
2. For inclusion in a proposal, submit a RFP request in SWFT.
3. Information to include in your request should be:
  - Demographic and geographic areas you wish to target. Or, specify goals and we will make a recommendation.
  - Whether you are looking for B2C or B2B data counts.
  - Attach a suppression list if your client has one.

## TO ACTIVATE A SOLD ORDER:

1. Submit your sold order using SWFT
  - For help navigating SWFT: [SSternberg@amplifieddigitalagency.com](mailto:SSternberg@amplifieddigitalagency.com)
  - For contractual/continuous orders: Unless you have the deploy dates for every month pre-determined, please order these in SWFT on a monthly basis as individual line items.
2. If the campaign requires conversion tracking, we will need edit access to the client's Google Analytics, goal tracking deployed, as well as a GTM container published on the website.
3. Standard turn-around times take affect when all materials for the campaign are provided.  
Make sure to include:
  - Click Thru URL – Adding a utm is recommended & required for goal tracking.
    - UTM builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
  - Measurement of Success/KPI:
    - Conversions outside of the general reported metrics will only be available to track if we have edit access to the advertiser's Google Analytics & a GTM placed.
  - Audience & Geography.
    - Please note: If this was not pre-determined by the planning team, additional turn-around time may be necessary.
    - If you pulled the count yourself, please provide the Version ID
  - Number of Emails to Send
  - Drop Date
  - Email Sent From Name
    - Typically this is the advertiser's name or brand
  - Email subject line:
    - Recommended 60 characters
    - Emoji's or personalization added for no extra cost. Notate if needed.
  - Preview header text:
    - Recommended 30 characters
  - Test and/or live seeds
    - If an email requires approval to launch, place email addresses for the recipients in the test seeds section. For a copy of the live deployment, place email addresses for the recipients in the live seeds.
  - Creative:
    - Width: 650px (max 750px)
    - Height: 800px (max 1728px)
    - Max file size: 200kb

## AFTER EMAIL HAS DEPLOYED

- Reporting in real-time will be available within the TapClicks reporting platform.
- For questions about reporting, please reach out to your market success strategist, or Client Experience Manager.
- If you need assistance setting up an advertiser, or campaign mapping in TapClicks, please use this form [https://amplifieddigital.formstack.com/forms/amplified\\_reporting\\_support](https://amplifieddigital.formstack.com/forms/amplified_reporting_support)

## STANDARD TURN AROUND TIMES

- Converting a static/pdf file into a responsive HTML file: 2 business days
- Targeted Email Deployment: up to 2 business days
- Add-On Products: up to 3 business days