# Vision Campaign Changes

The goal: enable you, as a Lee seller, to feel comfortable and confident in making campaign setting changes.

Please follow the step-by-step guide below to make geo, placement, budget schedule, and creative changes for Targeted Display and Mobile Location campaigns. All other campaign changes to be completed via HelpDesk Tickets.

If you have any questions, feel free to email vision@amplifieddigitalagency.com.

1. Login into Vision: https://lee.brandcdn.com/login

2. Once logged in, select the 'Campaigns' menu button. Search for and select the appropriate campaign.
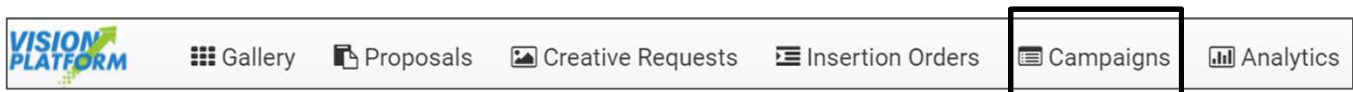
3. Click the drop down on the applicable campaign setting that needs changing.

GEO – Mobile Location

A. Click 'Edit'. Geofences may be removed by clicking 'Delete'. To add, click '+ Add New Geofence' and input location, selecting either radius or polygon shape.

B. Edit the polygon shape or radius distances as needed. Checkmark 'I have checked each location and verified all Geofence addresses and Geofence names are correct' and click 'Update'.
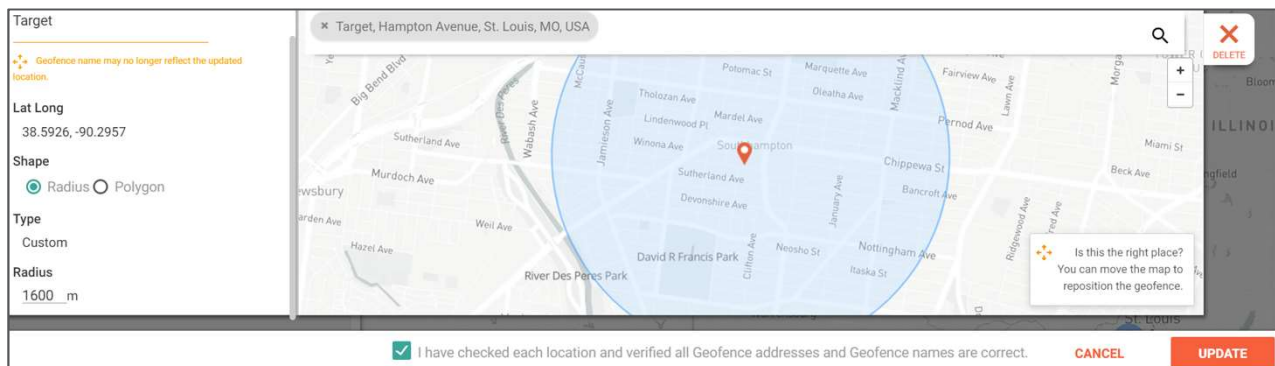

C. TIP – Click 'Save' in the upper right hand corner of the campaign window after making changes. Click 'Discard Changes' to revert the campaign to its current settings.
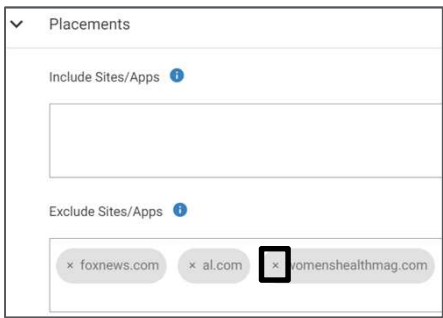
GEO – Targeted Display

    A. Click the drop down and select either 'Regions', 'Radius Search', or 'Known Zips' to edit.

        a. Entries may be removed by clicking the 'x', and added by inputting and clicking 'load regions'. Click 'Save'.
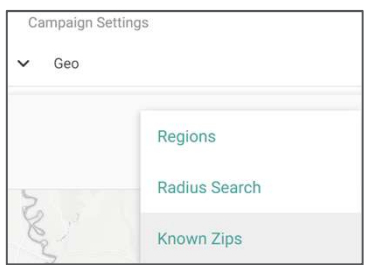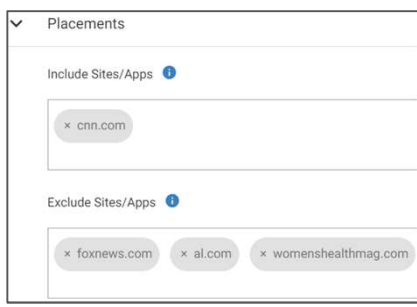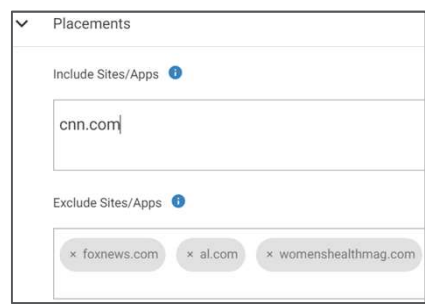
Placements – Targeted Display and Mobile Location

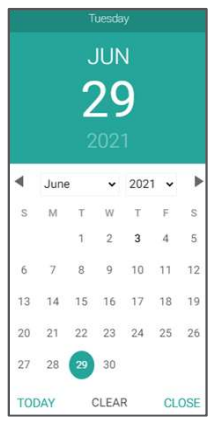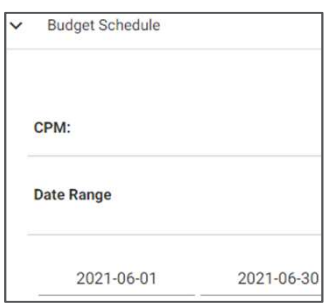   A. To remove a site/app click the 'x' on the entry, and 'Save'.

    B. To add, type the site/app name in the appropriate include or exclude field, and 'Save'.

Budget Schedule – Targeted Display and Mobile Location

    A. To change flights, click the date needing changing to populate the calendar, select the new date, and 'Save'.

a. To extend a campaign, click 'Extend Campaign' and edit the applicable date, budget, and impression fields. Click 'Add Flight' and 'Save'.

  i. TIP – campaigns that have ended within the last 30 days may be extended.

Extend Campaign				
Date Range		Total Budget	GeoFence Impressions	Add Flight
2022-02-01 2022-02-28		$ 30	2,000	Add Flight

b. To pause a campaign, click 'Inactive' and 'Save'. To reactivate, click 'Active' and 'Save'.

B. To change the budget, input the new amount in the 'Total Budget' column for the necessary date range and 'Save'. Impressions for that date range period will auto populate.

Total Budget
$ 500

B. Click 'Impressions' in order to access the 'GeoFence Impressions' for Mobile Location or 'Audience Extension Impressions' for Targeted Display campaigns.

a. Input the new impression amount for the necessary date range and 'Save'. The 'Total Budget' column will auto populate.

Audience Ext. Impressions	GeoFence Impressions
41,666	16,667

C. TIP – Remember to update the billing system to reflect any budget changes.

Creatives – Targeted Display and Mobile Location

A. To stop creative click 'Off' on the specific ad, and 'Save'.

B. To change custom dates click 'Custom' to populate the calendar, select the flight dates needed, click 'Apply', and 'Save'.
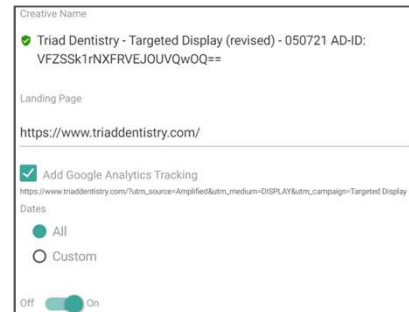
C. To add creative, first ensure the creative has previously been added via a creative request.

    a. Click 'Add Creatives To This Campaign'.   `+ Add Creatives to this Campaign`

    b. Click 'Select adsets', choose the appropriate ad, and click 'OK'.

    a. Make any necessary edits such as adding Google Analytics Tracking or changing the flight dates, and 'Save'.

4. If a HelpDesk Ticket is required, click the gear icon on the appropriate campaign and select 'Create Helpdesk Ticket' in the dropdown.

    A. Complete the form and click 'Create Ticket'.