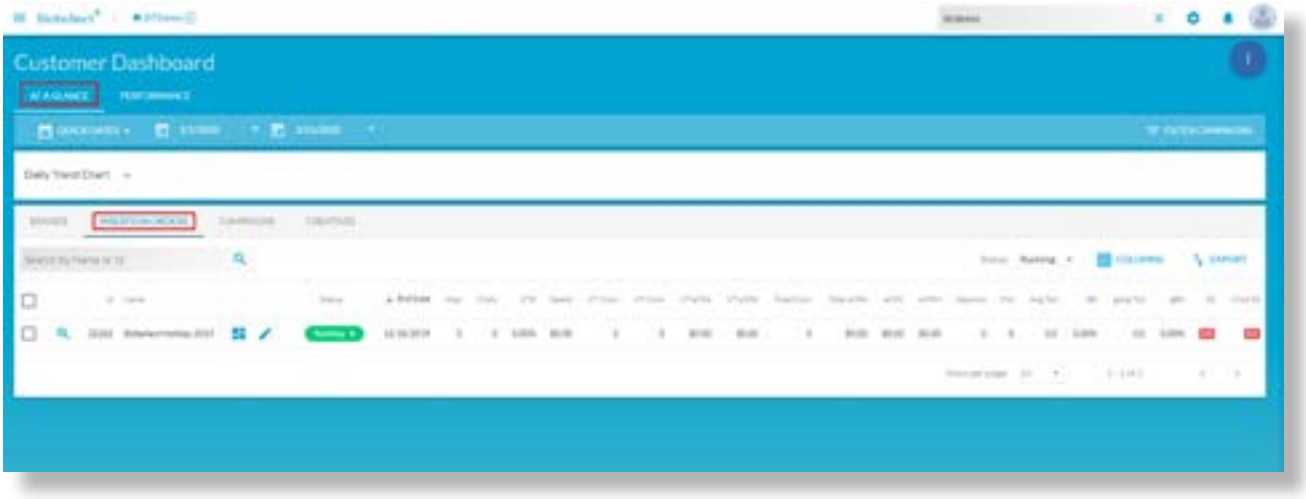
TRADER **SCORECARD**

Bidtellect DSP Dashboard Overview: **DSP Hierarchy**

Bidtellect DSP Hierarchy

Once a platform solutions manager has created your account, please log into the DSP using your credentials. A user can set up a campaign within the Bidtellect DSP by following the steps outlined in this document. If you have any questions, please reach out to your platform solutions manager and schedule time to walk through the campaign set up.

After logging into the DSP, the first screen you will see will be your Home screen. This screen will automatically default to the *At A Glance* tab and your *Insertion Orders* will be displayed. You can choose to tab across Brands, Insertion Orders, Campaigns, and Creatives, to see any top level data. All detailed reporting can be accessed under the *Performance tab*.



The hierarchy is as follows:

- **Brands:** The advertiser that the campaign is being distributing media for. The process of entering the brand is done at the IO level.
- **Insertion Orders:** Where overarching budget/flight dates are assigned. The IO must be created first before creating campaigns.
- **Campaigns:** This is where you will spend the majority of your time during set-up. You can think of a campaign as an "Ad-Group" or a "Line-item". This is where you will add in all of your campaigns targeting parameters.
- **Creatives:** High level view of data for each individual creative trafficked to the DSP. The creatives will be trafficked to the Insertion Order level (view IO bulk upload and assigned to campaigns), or to the individual campaign (can be done via bulk upload or individually on the creatives tab of the campaign).

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