Overview

The Advertising Campaign Management System (Appsells) is a comprehensive platform that facilitates collaboration between advertising agencies and clients. From user registration to ongoing campaign management, the system ensures a seamless process for planning, executing, and analyzing advertising campaigns.

1. User Registration and Approval:

1.1 User Registration:

Agency and Client Registration:

Allow agencies and clients to register with the system (according to the format shared by OMM).
Collect necessary information: company details, contact information, and administrative user details.

Admin Approval:

Admin reviews user registrations.
Approve or reject registrations based on verification criteria.

Flow of the Project

2. Client Brief Creation:

2.1 Campaign Brief Creation:

Client Portal Access:

Clients log in to the portal.

Brief Information Submission:

Clients create campaign briefs, providing details such as campaign objectives, launch time, duration, media preferences, demographics, and budget allocation.

There will be two options for client

1. Filling fields (manually shared by OMM)
2. Attaching a detailed brief document and adding brief name.

3. Agency Review and Plan Creation:

3.1 Review Brief:

Vendor Name, Start Date, End Date, Paid duration, Total duration, Monthly Rental charges, display charges, lighting and fabrication cost

Planner's Role:

Planner role review client brief. Creates advertising plans based on the briefs (in which he will selects the sites which will be fetched from master data the planner will also select the material type, and add material cost, vendor cost, client cost while creating plan).

KAM's Role:

KAM reviews and edits plans.
Submits plans for client approval.

4. Plan Approval by Client:

4.1 Client Review and Approval:

Client Approval:

Clients review and approve/reject plans. Approve / Alterations needed / Rejected
Provides iterative feedback with remarks.

Plan Adjustment Loop:

Planner adjusts plans based on client remarks.
KAM reviews and resubmits for approval.
Iterative loop until client approval.

5. Ongoing Campaign Management:

5.1 Transition to Ongoing Campaign:

Client Approval:

Plans move to ongoing campaigns upon client approval.

Site Confirmation

Once plan is approved by the client the planner will check the availability of the sites shared in plan. If all site is available then no changes will be implemented. If any of the site shared in plan is not available then planner will share the replacement of the site, he will select the replacement against the already shared site and submit. Then it will be forwarded to the KAM, he will review and can make changes if needed and submit

Client Final Approval

After submission by the KAM, it will be notified to the client for approval, if client agrees and approves then sites will be updated in ongoing campaign if he rejects then he will have to add remarks
The planner again will update it according to the client's feedback and submit to KAM he will review and submit to the client This process will end upon client approval

5.2 Daily Updates:

Operation Analyst:

- Operation Analysts will update the statuses site wise (statuses shared by OMM)

- Add Creative cost on design send by KAM -> after adding it, KAM will approve cost

5.3 Design Sharing:

Designer:

Designers share creative work with client when the brief is shared by the client.

It will be forwarded to KAM, he will review and ~~submit for client approval~~ send to Operations for costing

Operations will add cost - And send to KAM - Then KAM will submit it to Client

Client will review and will approve or reject

In case of rejection designer will Implement client, feedback and obtain final design approval.

6. Purchase Order:

6.1 Purchase Order Submission:

Client:

Upon final approval against the plan client will share Purchase Order he can attach multiple.

Roles Brief (access level and functionality):

Client Role:

Once client logs in he will have access to following modules:

- **New Campaign Brief**

  Upon clicking this module new screen will appear from where the client can create new brief. There will be two options for client to create brief he can fill out the form manually or he can attach the brief and add brief name

  The fields will be (for manual entry)

  a) Campaign Name (text field)
  b) Campaign Objectives (text field)
  c) Campaign Launch Time (start date, end date)
  d) Duration (text field)
  e) Media type (dropdown)
  f) Medium (dropdown)
  g) Demographic (dropdown)
  h) Geographical (region, city, area) (dropdown)
  i) Campaign Budget (text field)
  j) Budget Distribution (dropdown with text field)
  k) Creative Work (he can attach or can require) (attachment option with check box)
  l) Select Agency (dropdown)
  m) Additional Requirement (text field)

- **Manage Brief**

  Upon clicking manage brief new screen will appear where client can view list of briefs (created by the client) he can click any of the brief for reviewing the detail, upon clicking any campaign there will be three sub modules will be shown which will be:

  a) **Brief Status**

     Upon clicking brief status new screen will appear, from where client can view status against the brief (list of statuses will be shared by OMM)

  b) **View Plan**

     Upon clicking view plan new screen will appear, where two options will be shown which will be:

     1. **Approved Plan**
        In this list of all approved plan will be shown to client. Upon clicking any of the approved plan it's detail will be shown client can view the history of the plan (approval or rejection history) also can export it into PPT or Excel also can download the artwork attached by the agency

     2. **Pending Approval Plan**
        In this list of all pending plans will be shown. Which are not approved by the client.

  c) **Purchase Order**
     Upon clicking purchase order new screen will be shown where all approved plans will be shown to the client. The client can attach the PO against the plan he can attach multiple PO against one plan or if he already uploaded the PO, he can view it or can also download it.

- **Ongoing Brief**
  Upon clicking ongoing brief new screen will appear where client can view list of ongoing campaigns by clicking any of the campaign new screen will appear where client will be mentioned below sub modules:

  1. **Pre-Campaign Analysis**
     Upon clicking it new screen will appear where client can view the report against the campaign (format shared by OMM)
  2. **Execution Status**
     Upon clicking it new screen will appear where two sub modules will be shown mentioned below:

     a) **Snapshot**
        Upon clicking snapshot new screen will appear where client can view statuses in graphical form against the selected campaign

b) Detailed Status

Upon clicking detailed status new screen will appear where list of all sites assigned to selected campaign will be shown, client can view statuses site wise.

3. Tacking/ Monitoring

Upon clicking it new screen will appear where two sub modules will be shown to client

a) Consolidated Plan

Upon clicking it new screen will appear from where client can view status of the sites in a graphical form

b) Detailed Plan

Upon clicking detailed plan new screen will appear from where client can view list of sites of the campaigns upon clicking any of the site it's detail will be shown also there will be a filter of a date so client can use it for getting information for the relevant date.

4. Post Analysis Report

Upon clicking post analysis report new screen will appear from where client can view the report against the selected campaign (according to format shared by OMM)

5. High ~~Rise~~ Res Video

Upon clicking high rise video new screen will appear from where client can get the video link.

- **Competitors Report**

Upon clicking this module new screen will appear where two sub module will be shown named as:

1. Industrial Report

Upon clicking industrial report new screen will appear where all campaigns related to all companies added by the tracker will be shown client can click on any of the company new screen will appear where list of months will be shown client can click any of the month then all sites added by the tracker against the selected month will be shown client can review then

2. Competitor Report

Upon clicking this module list of companies will be shown (of competitors). By clicking any of the company list of months will be shown, by clicking any of the month all sites added by the tackers against the selected month will be shown client can review the details.

- **Previous Campaign**

  Upon clicking this module list of all previous campaigns will be shown client can review any of the campaign in detail

  Note: client will have access to desktop and android application

Agency Roles:

KAM's Role:

KAM can make changes into ongoing campaign regarding site updating due to issue. He can replace any site and send it to client for its approval the site can be replaced once it is approved by the client

Further he can make changes to the campaign fields anytime

Below mentioned modules will accessible by the KAM:

- **Brief Review**

  Upon clicking this module, the list of briefs uploaded by the client will show, by clicking any of the brief it's detail will be shown also the plan shared by the planner will also be shown here upon approval by the KAM it will be forwarded to client

  KAM will not have access to create plan this will be the responsibility of the planner

- **Ongoing Campaign**

  Upon clicking this module list of ongoing campaign will be shown. Upon clicking any of the campaign new screen will be shown which will have two sub modules named as:

  1. **Campaign Reconciliation**

     In this module KAM can make changes into ongoing campaign he can:

     a) Can view detail of the sites against the campaigns
     b) Can replace site (client will give approval)
     c) Can end campaign (manually)
     d) Can update site rate and vendor rate

  2. **Operation Analyst Data**

     In this module KAM can view status against the site updated by the operation analyst. He also can update the status of any site if needed.