

adverpost

Quickstart Guide

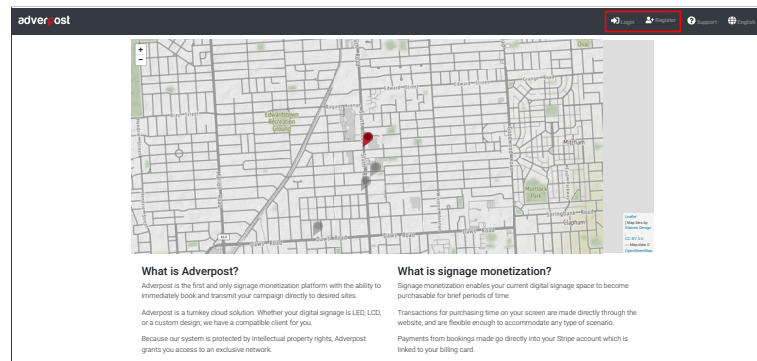
12 August 2021



ONE WORLD LED
LED DESIGN, MANUFACTURE & WHOLESALE

Step 1

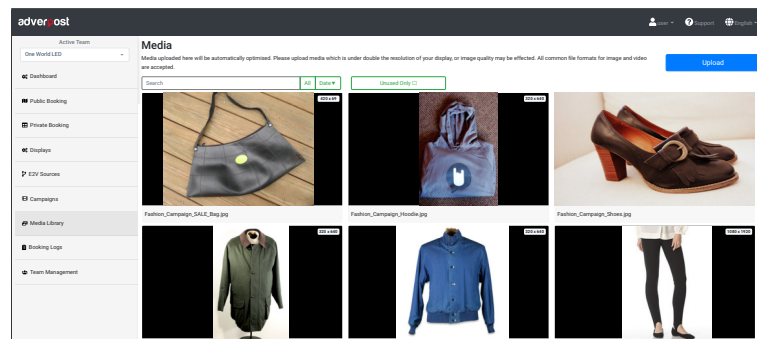
- Navigate to the Adverpost website at <https://adverpost.com/>. If you have an account already, login by clicking the 'Login' button at the top right-hand side of the website. If you don't have an account you'll need to register. Do this by clicking the 'Register' button on the right-hand side of the 'Login' button.



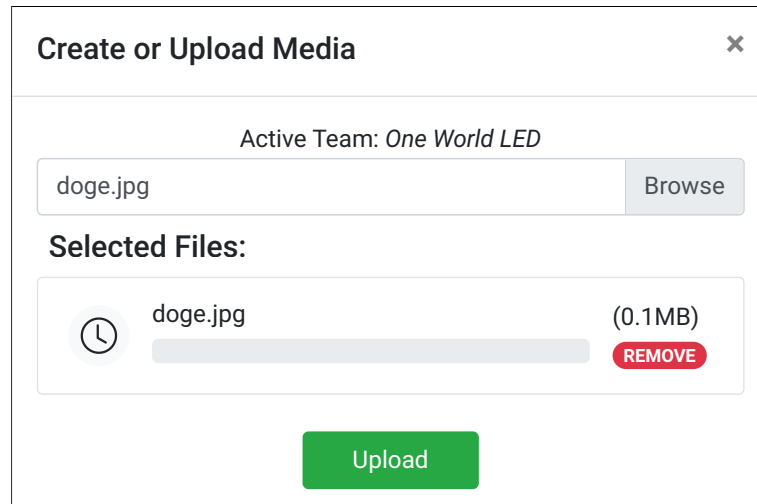
- You should now be logged in.

Step 2

- Now, navigate to the **Media** tab to the left of the screen as highlighted in the screenshot below. Once you click the media tab, you will be brought to the media library page.



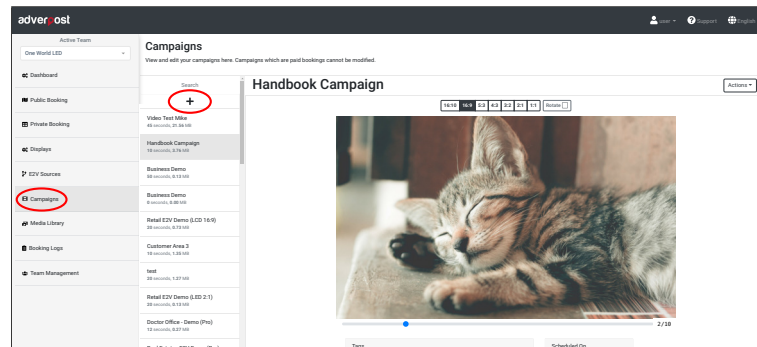
- Once the **Media** tab is selected, click the **Upload** button in the top right-hand corner of the menu.



- To upload your video/images, click the **Browse** button as shown above, or drag your videos/images into the coloured square. Once you have done this, click the green **Upload** button underneath the **Browse** button shown in the screenshot above. Depending on file size, it will take a few moments for the media to upload and then convert.

Step 3

- The next step is to organise your media into a campaign. Here we will determine which images and videos you'd like displayed together in a slideshow presentation, and how long you would like each slide to play for. You can also organise your media by promotion type, e.g. adding all of your “Christmas Sale” slides in the same campaign. Then, every year at Christmas time you can schedule the same campaign while making minor edits.



- First, click the **Campaigns** tab on the left menu to navigate to the campaigns menu, as shown in the image above.
- Next, you will need to create your campaign. Do this by clicking the **+** button also circled in the image above.

New Campaign ✕

Campaign Name

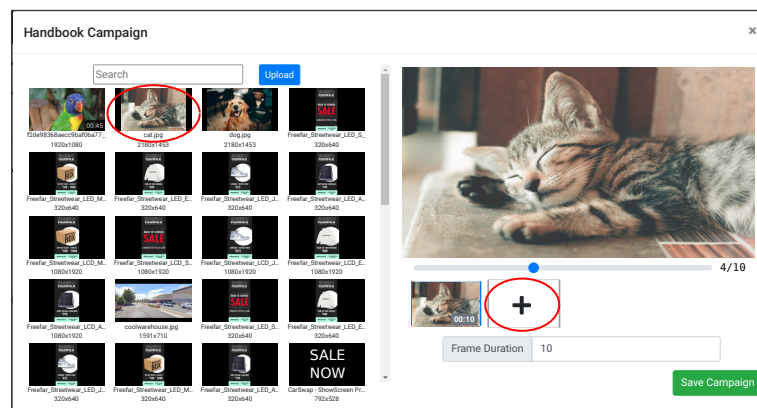
Handbook Campaign

Team

One World LED

Create

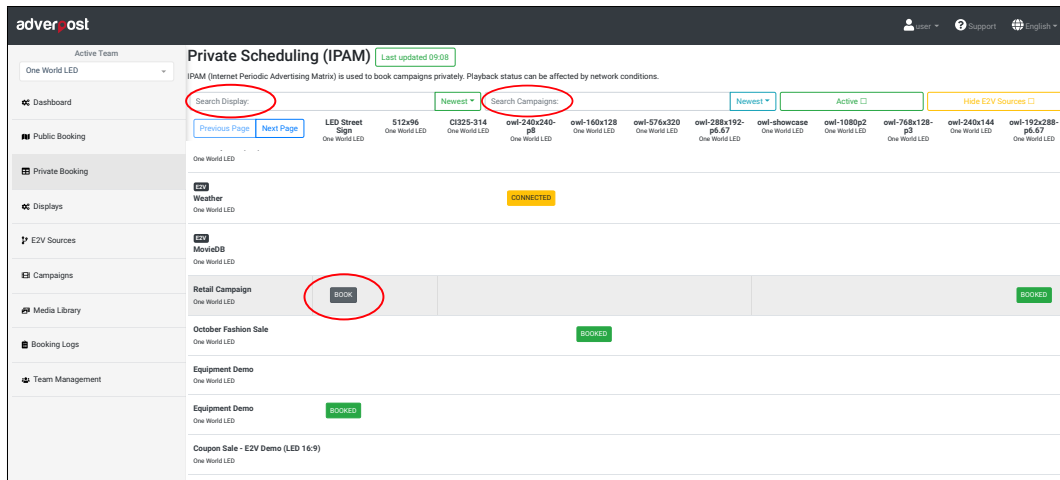
- As shown in the image above you will need to name your campaign, and allocate a team to grant access to this campaign. If you do not use the teams feature, you may skip this option (described further in the handbook).



- Now you will have to drag and drop images from your media library to your campaign slideshow creator. This is depicted above with circles around a selected image and the “Add” area with the + symbol. Above the media library is a search bar to conveniently filter your team’s media in case there is a large amount of media.
- Click the green **Save Campaign** button at the bottom right-hand side of the pop up to complete this step.

Step 4

- Now you will have to schedule the campaign you just made onto your LED screen. Do this by clicking the **Private Booking** tab on the left-hand menu.
- If there are many displays available you may filter your display and your campaign using the two search bars as circled in the image below.



- Once you have singled out the campaign you need, and singled out the display you need, hover your mouse over where they meet in the middle and you will be met with a grey 'Book' button inviting you to schedule your content on the screen and shown in the image below.
- You should now be met with this screen, as shown below.

The screenshot shows the 'Schedule Retail Promotion on LED Street Sign' form. It is divided into several sections:

- Booking Duration:** Includes 'Start Date' (2021-08-05) and 'End Date' (2021-09-04) with a cycle button. Below are day selection buttons (Mon, Tue, Wed, Thu, Fri, Sat, Sun) and a 'Skip every' dropdown set to 'Do Not Skip'.
- Daily Run Times:** Includes 'Start Time' (00:00:00) and 'End Time' (23:59:59) with 'Per Hour' frequency selectors.
- Display Utilization:** A progress bar shows '12 sec' of 'Booking' time used out of a 'Total Available Time: 228/240 seconds'. The 'Campaign Duration' is 160 seconds.

A 'Schedule' button is located at the bottom right of the form.

- Here you may choose the range of dates and times as well as particular days of the week to display your campaign. Ticking the cycle button near the End Date box will set the end date as never, running the campaign on the set schedule forever.
- The "Display Utilization" bar is a visual representation of how long each rotation of the campaign will last and how much of your booking covers the total time available.