Self-Service Portal
User Guide

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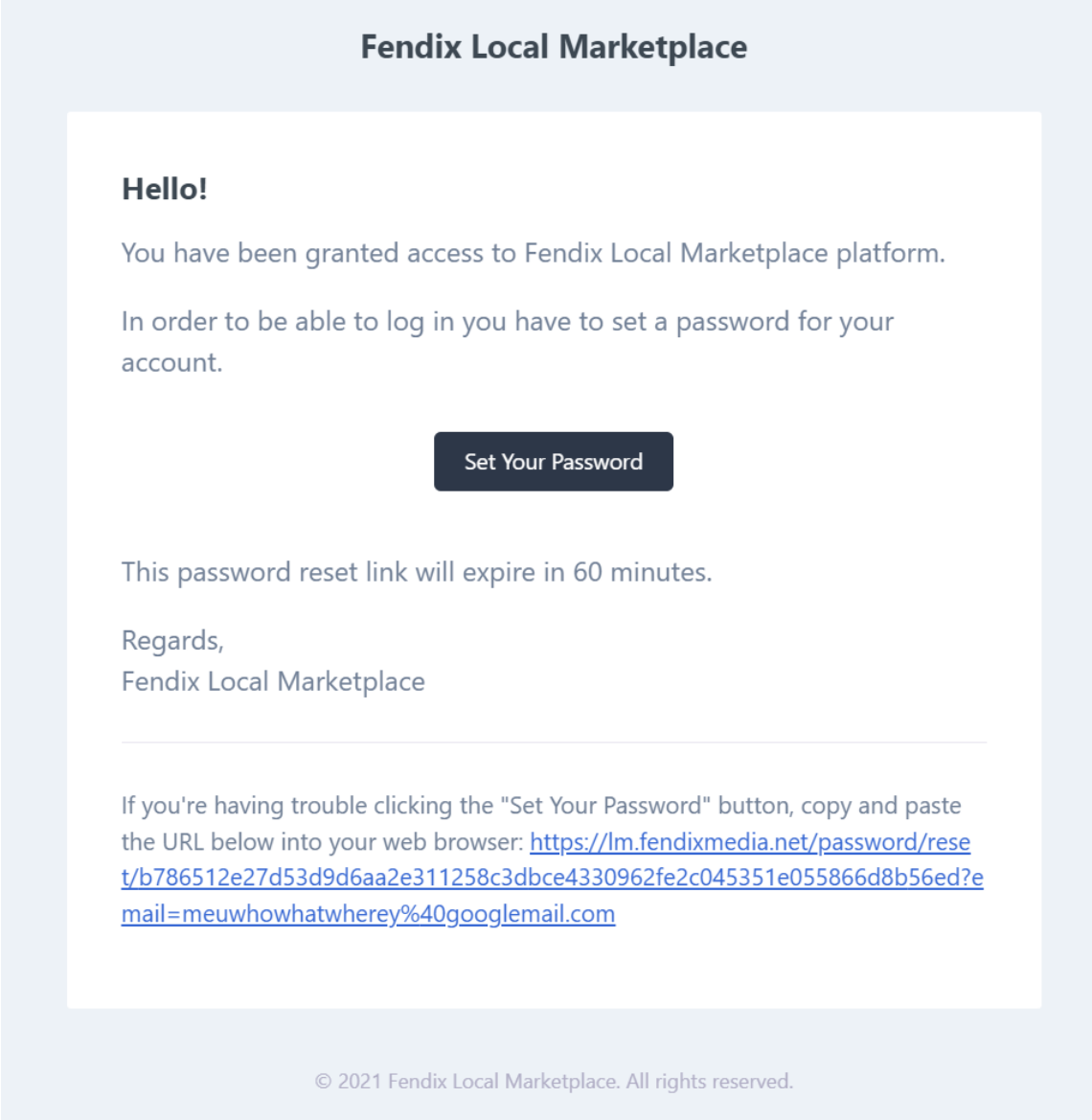
Introduction

Welcome to the user guide for the Fendix Media Local Marketplace, in this guide we will show you how to get the most out of our self-service platform.

After we have enabled the local marketplace for your trust you will receive an email to the address that will become the primary administrator, this will contain a link where you will be able to create your account.



Fendix Local Marketplace

Hello!

You have been granted access to Fendix Local Marketplace platform.

In order to be able to log in you have to set a password for your account.

Set Your Password

This password reset link will expire in 60 minutes.

Regards,
Fendix Local Marketplace

If you're having trouble clicking the "Set Your Password" button, copy and paste the URL below into your web browser: https://lm.fendixmedia.net/password/reset/b786512e27d53d9d6aa2e311258c3dbce4330962fe2c045351e055866d8b56ed?email=meuwhowhatwherey%40googlemail.com

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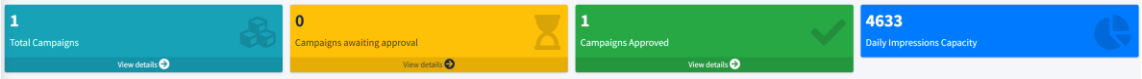
Once you have entered your email address and new password, you will be taken to the Local Marketplace dashboard, where information about current campaigns & house banners can be found.

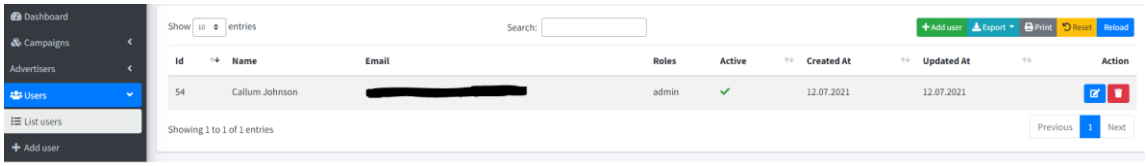


This includes information regarding the number of campaigns running or pending as well as a indicator as to the expected availability of impressions for your trust per day.

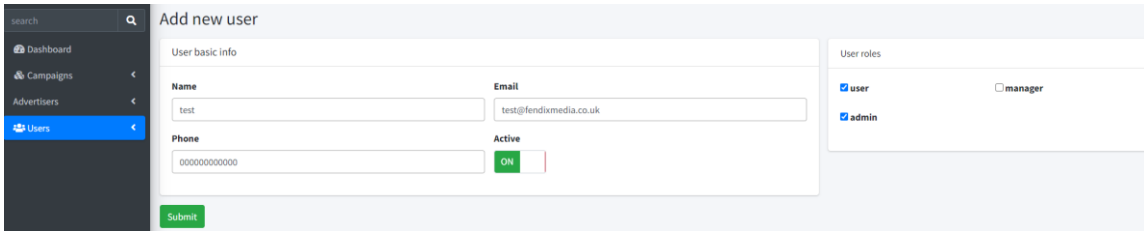
Users

You may wish to add additional users to your trust's local marketplace portal, this option is only available to Administrator level accounts (the primary account is always an administrator).

On the left-hand side navigation bar, click on Users to unfold the sub-menus, revealing List users and Add user. List users will display all users currently enrolled within your portal



Adding a new user is simply done by selecting the add user submenu on the left hand side, filling out the form and including Name, Email Address and contact phone number. You will then need to click on the Active toggle button. Finally, select the correct role(s) for that user. For standard users select the "user" role, if you wish for the new user to be able to create new users select the "admin" role. To finish adding the user, hit submit.

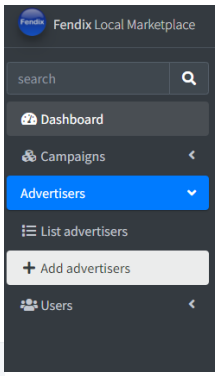


After adding a new user to the portal, they will receive an email prompting them to set a password before logging in.

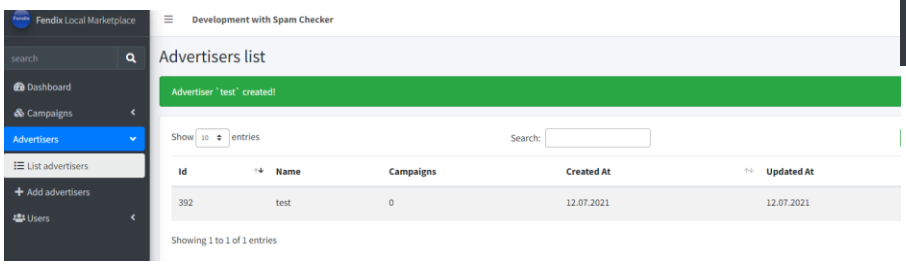
Creating a new Advertiser

Creating a new advertiser is a very simple process.

To add a new advertiser, click on Advertisers in the left-hand navigation menu to unfold the sub-menus, and click on add advertisers.

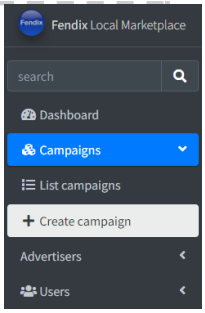


The system will then ask for the name of the new advertiser, clicking on save and close will take you to the list advertisers page, where you will be able to see basic information about all advertisers currently set-up within your portal.



Creating a new Local Marketplace Campaign

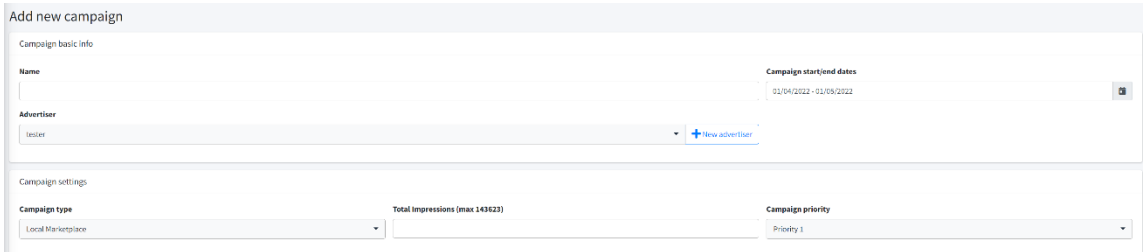
To start the campaign creation process, click on the Campaigns button on the left-hand side navigation bar to unfold the sub-menus, and then click on create campaign.



This will take you to the campaign information page, where you can select how and when the campaign will run.

The first action you will need to take for a Local Marketplace Campaign is to click on the Campaign Type drop down and select Local Marketplace

This will show additional fields that will need to be populated to create the campaign.



Name: This will be the name of the campaign that will be visible in the local marketplace portal and reports

Campaign start/end dates: The period when the campaign will run from and till, this can

be set to any point in the future, starting from the day the campaign is created. Please note that campaigns will ONLY run during the set times and will automatically stop when the end date is reached.

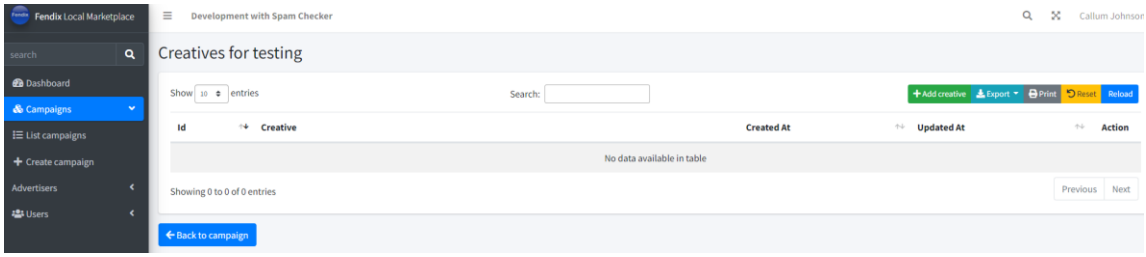
Advertiser: who you are advertising on behalf of, if the advertiser has not already been created, the new advertiser button will allow you to create an advertiser without losing your place.

Campaign type: Choice between Local marketplace and House Ads(we will cover house ads later in this document)

Campaign Priority: choice of 1-3, a priority 3 campaign will take precedent over lower priority campaigns

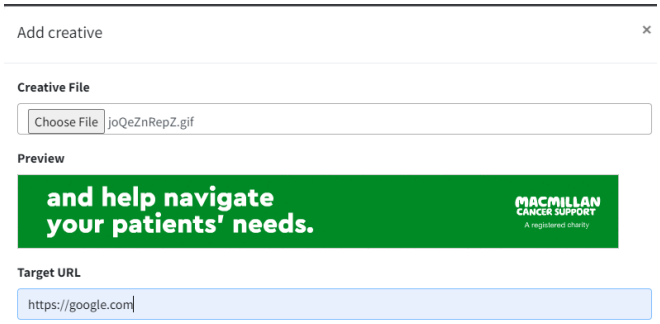
Total Impressions: You can set the number of impressions you wish to deliver over the course of the campaign here, there is also an indicator of the maximum number of impressions that can be delivered over the set time period, based on the number of available impressions available to your trust per day

After you have filled in this form, you can choose to save and close to come back to this campaign at a later date or save and upload creatives to continue setting up the campaign, which will take you to the creatives page for that campaign.



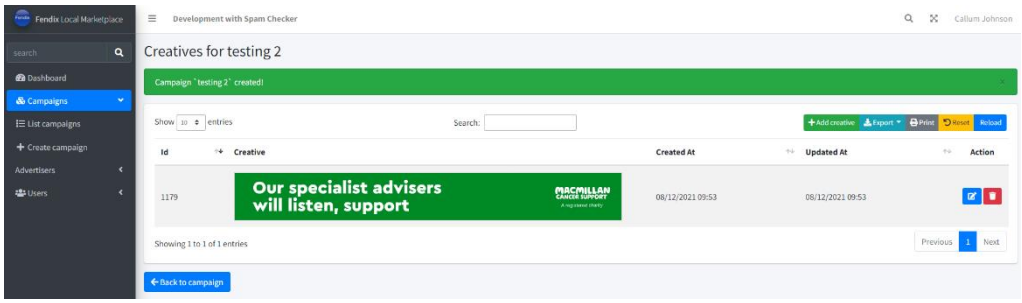
Clicking on the green Add Creative button on the right hand-side will allow you to add a banner to the campaign and set the URL that the user will be taken too when clicking on the banner

Note: all banners must be 728x90 pixels, otherwise they will not be accepted.



Clicking on Save creative will result in a confirmation message, click okay and you will be able to see the banner listed in the creatives page. You can repeat the create upload banner for as many banners as are required for the campaign.

Once you have uploaded the creatives click on Back to campaign

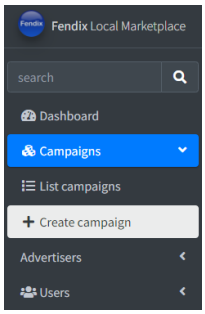


This will return you to the campaign information screen, and a new button will be available.

Submit for approval. Clicking on this button will bring up a confirmation box. Once this campaign is submitted for approval edits will no longer be possible and the campaign will be locked. A representative from Fendix will then receive a notification and will either approve or reject the campaign.

While waiting for campaign approval, the status of the campaign will be listed in the List campaigns menu as Awaiting Approvals. After the campaign has been approved the status of the campaign will be green and marked as Approved.

Creating a new House Ad



To start the campaign creation process, click on the Campaigns button on the left-hand side navigation bar to unfold the sub-menus, and then click on create campaign.

This will take you to the campaign information page, where you can select how and when the campaign will run.

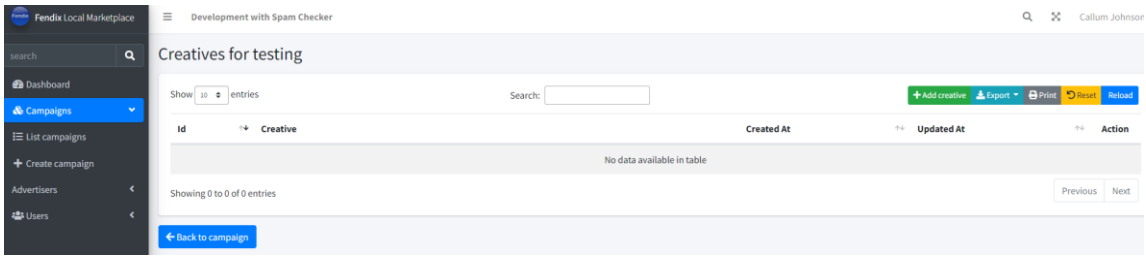
Name: This will be the name of the campaign that will be visible in the local marketplace portal and reports

Campaign start/end dates: The period when the campaign will run from and till, this can be set to any point in the future, starting from the day the campaign is created. Please note that campaigns will ONLY run during the set times and will automatically stop when the end date is reached.

Campaign type: Choice between Local Marketplace and House Ads (Local Marketplace is covered in the previous topic)

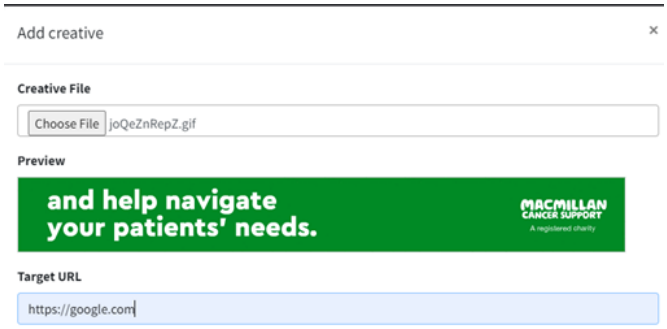
Choosing house ad will hide all irrelevant input sections.

When this is completed, you can save and close to return to this later, or select save and upload creatives to move the next step.

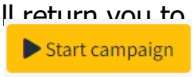


Clicking on the green Add Creative button on the right hand-side will allow you to add a banner to the campaign and set the URL that the user will be taken too when clicking on the banner

Note: all banners must be 728x90 pixels, otherwise they will not be accepted.

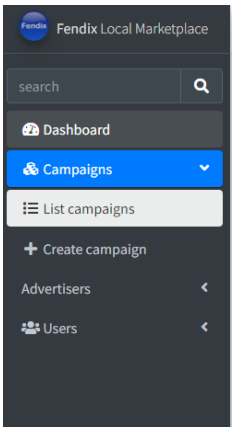


Clicking on Save creative will result in a confirmation message, click okay and you will be able to see the banner listed in the creatives page. You can repeat the create upload banner for as many banners as are required for the campaign.

Clicking on the back to campaign button will return you to the campaign information screen, and a new button will be available. 

This button will queue the campaign for running as soon as the start date is reached. After the campaign is started, no changes will be able to be made.

Managing a Campaign



Management of current campaigns can be carried out from the List Campaigns sub-menu in the navigation bar on the left-hand side.

This page will give you an overview of all the campaigns that are currently approved, running, awaiting approval, pending sign off, paused or completed.

Actions available for each campaign are dependent on the current status of the campaign.

View – this will bring up the campaign information screen, including associated banners. You will be able to update the priority of the campaign, pause and view comments from Fendix

Pause – if the campaign is currently queued or running, this button will pause the running of the campaign. If the campaign is paused before the start date, the campaign will still be paused and will not run automatically.

Run – if the campaign is currently paused, this will resume the campaign

Stop – if the campaign is currently paused, this will stop & complete the campaign. WARNING a stopped Local Marketplace campaign cannot be resumed.

Edit – before the campaign is sent for approval, this will take you to the edit page

Creatives – before the campaign is sent for approval, this will take you to the creative management page

Delete – before the campaign is sent for approval, this will delete the campaign.