Campaign Labels

- *Refer to video '**PS - Labels Run-Through Fun**' by TS (length: **32:34**): [URL of video removed to maintain confidentiality]*
- *Training explained and demonstrated by **** on implementing campaign labels using Home Page Synthesis & SA360 [URL of website removed to maintain confidentiality]*

- We use the Home Page Synthesis to book all our activity to pull through on the global scale. And this is also where the labels get pulled through that we need to attach.
- These labels are used to pull through all of the data from the campaigns into an external dashboard.
- So obviously we provide our own data studio dashboards, but this is so that all of the data & information gets pulled into a central one, so it has search & social with all of the metrics in one place for the local markets.

- Once your in the home page, move over to the slider on the left & click on the icon for the different plans.
- On this list is everything booked by PlayStation (us) & local markets. Under Plan Name, you can search for the campaign in question. There are designated names that we use for all our campaigns.
- If you're not quite sure what you're after, just give one of us a shout that's booked it onto synthesis (JB, HT or EH). Spiderman will be F20 MSM:MM.

- **** has made the one for **PL DEC**: **FY20_MSM:MM_PL_DEC_PS4**
- When clicking into it, you'll see various details (these only need to be touched when you're setting up a new campaign).
- Click on the Flight Editor tab at the top. This will bring up all the different lines that we have for the campaign (at the bottom).
- These lines will be reflected by the lines that you see in any of the media plans that we have on the shared drive.
    - With Amazon, you may just see 1 line on the media plan, but on the Flight Editor there will be several lines for the different tactics/portfolios.

- Before you download the data on the Flight Editor, click on Show Settings (top left) > the default settings will appear. You'll need to change this. Make sure the boxes on these lines are ticked:
    - **Flowchart above**
    - **Prepopulated fields in Excel export**
    - **Show Editing Table**
    - **Show Flowchart**
    - **Show Editing Table Filters**
- And untick everything else that's not the above. There should be a button somewhere you can then download the data as Excel.

- Once you've downloaded the data, you'll be met with a long horizontal table with just 2 rows going across columns.
- What we really need out of this are these 2 columns:
    - **Campaign Generator**
    - **Placement Generator**
        a. Contains the labels that we've been adding into the campaigns

- Campaign Generators always need to have a **^CA** at the front. Placement Generators always need to have a **^PL** at the front.
    - This is so that the platform that they pull all the information in from can distinguish between the 2 (because they can't see the difference).
    - The easiest way to do this is to have the CA_ & PL_ added on 2 separate columns & use the CONCAT formula.
    - **=CONCATENATE(Text1,Text2).** Then paste these as values on the relevant Generator column.

- **Campaign Generator:** ^CA_SIE_EMEA_HU_POL_FY20_Q3_BRD_1PT_SPIDER_DT_PSE_SPIDRMM_PO...
- **Placement Generator:** ^PL_POL_PSE_GOOGL_SCR_Multi_CPC_KEYWO_Multi_N/A_EMBMM_TXT_N/A_TRCK_NOV …
- Because of the way the campaigns are set up, the Campaign Labels will actually remain the same across all of the different campaigns within the same market.
- The only thing that really changes market on market is the Country Code within these. For PL is POL, for AE it's UAE, etc.
- Campaign Generator lines will stay the same for Search & Discovery.
- They use the Campaign Generators to say that everything that comes under this campaign label is Polish.
- The split that they're after is the secondary split with the Placements (this is where they get that difference between Search & Discovery).
- On the Search one you should see that it contains 'KEYWO', 'TXT' & 'EMBMM' (Exact Match & BMM). Discovery containing 'INT' & 'DIS'.

SA360

- Once you've performed the above with the Campaign & Placement Generators, you then need to place them on the campaigns for the relevant market on SA360.
- To find the market and campaign on SA360:
    - **Account:** All engine accounts (196)
    - Filter > ATTRIBUTE OR METRIC > Account > Contains > Software - PL
    - Filter > ATTRIBUTE OR METRIC > Campaign > Contains > Spiderman
- APPLY FILTERS
- You'll see all the campaigns (BT & BC) here already have Campaign Labels. They're running again (Round 2) so these campaigns will actually have 2 labels (2 columns).
- When you're in this view, add the columns Labels & All labels as columns. This makes it easier when we move onto the ad group labels that we need to add as well.

- Download icon button > top right corner on the interface grid > download options then appear.
    - **Report name:** PlayStation_EMEA_Central or whatever
    - **Scope:** Current scope
    - **Format:** Excel 2007 (.xlsx)
    - **Columns:** Editable columns (for re-upload)
    - Only **Campaigns** should be the box ticked; everything else unticked.
    - **Filters:** Include rows with no impressions (ticked)
    - **DOWNLOAD**

- We've downloaded these documents, made some changes & uploaded them before which caused some errors.
- So what we're going to do from now on is if we can remove these columns:
    - **Status**
    - **Daily budget**
    - **Engine Bid**
    - **Campaign Dates**
    - **Metrics:** Clicks, Impr, Cost, CTR, Avg CPC & Avg Pos
        a. As we don't need those because we don't need to upload any changes to those.
        b. **These columns are essential:** Label, All Labels, Advertiser, Advertiser, Account ID, Campaign

- Then copy & paste the Campaign Generator & Placement Generator Lines/Labels from the other Excel sheet onto here.
- Copy & paste the Campaign Generator line onto each row of the Label column (for each campaign).
    - In this case, we've already got 1 label for the 1st round on PL & we're just adding another one for Round 2.
    - When we have 2 different Campaign Labels for the campaign, you need to put a separator between them with this '|' (so that the MVP knows there are 2 labels).
    - Even if you have 1 label, Toby advises to input this symbol after it '|' (pipes) because it pulls the All Labels string and doesn't identify them the same way SA30 does.

- One thing to bear in mind is that once you've downloaded the report, you don't need to change anything on the All Labels column.
    - In this case, we already have Campaigns Labels populated there so you'd just leave that how it is. It would be empty if we didn't have any labels applied.
    - The column allows you to see what labels are attached to the campaign. When we're adding them at campaign level, it actually doesn't mean anything.
    - When we're changing them at ad group level, you'll see both the Campaign Label and the Placement Label appear in this column.
- After the above steps, save the file as Excel.

- Once you've completed the above steps and added in the pipes, you then need to upload the file on SA360.
- Click on CAMPAIGNS (at the top) > Uploads (on left slider menu):
    - SEARCH (ensure this is clicked)
    - What are you uploading?: Bulk edits (always going to be this)
    - Process: Immediately
    - UPLOAD FILE (the file you worked on)
    - Small pop-up window should then appear outlining what changes are going to be made.
    - Let it run first so once Pending and the spinning circle changes to see if it makes all the changes > SKIP PREVIEW & SUBMIT
        - It should tell you under Edit that it's going to alter 2 or however many campaigns.
        - If it tells you it's going to Create or Activate something, then you know something has gone wrong.
    - Under the Results column on the interface below bulk upload details, you can preview details to view the missing pop-up window.

    - You can click to submit on the Status column under each row. If you're changing just 2, it will be pretty quick. If you're doing many more (e.g. 600) it will take longer & will change its Status to Completed
- Once that's done, always go back in & check. The Labels & All labels columns right at the end should contain 2 labels now (2nd one we've just added).

- We then need to repeat exactly the same process but at ad group level now.
- Click on **AD GROUPS** next to **CAMPAIGNS** at the top.
- **Account:** All engine accounts (196)
    - Filter > ATTRIBUTE OR METRIC > Account > Contains > Software - PL
    - Filter > ATTRIBUTE OR METRIC > Campaign > Contains > Spiderman
    - Filter > ATTRIBUTE OR METRIC > Campaign > Contains > Cat
    - **APPLY FILTERS**
- Download icon button > top right corner on the interface grid > download options then appear.
    - **Report name:** PlayStation_EMEA_Central or whatever
    - **Scope:** Current scope
    - **Format:** Excel 2007 (.xlsx)
    - **Columns:** Editable columns (for re-upload)
    - Only **Ad Groups** should be the box ticked; everything else unticked.
    - **Filters:** Include rows with no impressions (ticked)
    - **DOWNLOAD**

- Then remove the below columns similar to what we did for Campaigns to prevent any issues that can occur when uploading:
    - **Status**
    - **Ad Group Search Max CPC**
    - **Engine Bid**
    - **Engine Status**
    - **Metrics:** Clicks, Impr, Cost, CTR, Avg CPC & Avg Pos
        a. As we don't need those because we don't need to upload any changes to those.
        b. **These columns are essential:** Label, All Labels, Advertiser, Advertiser, Account ID, Campaign

- On the **Label** column, you can see that we've only got the 1 **Placement Label** for each of these **ad groups**.
- On the **All Labels** column, we have the **1st campaign label** from the 1st round, following that the 2nd one that we've just added, & then the original **Placement Label** (from the 1st round). These are separated by the pipe (|) symbol.
- When we do these in bulk for brand new campaigns, there should obviously be just 1 **Campaign Label** in the **All Labels** column.

- Then copy & paste (^PL) Placement Generator Lines/Labels from the other Excel sheet (*the Home Page Synthesis file*) onto here.
- Copy & paste the Placement Generator Lines/Labels onto each row of the Label column (for each ad group).
    - Ensure there is a pipe (|) after the 1st & 2nd one. This is so that the MVP knows there are 2 labels.
    - You'll have 1 label for Brand Category ad groups and 1 label for Brand Title ones.
- Ensure you save the file. Once the above is done, you can then upload it on SA360.

- Here you should see all Ad Groups > Uploads (on left slider menu):
    - SEARCH (ensure this is clicked)
    - What are you uploading?: Bulk edits (always going to be this)
    - Process: Immediately
    - UPLOAD FILE (the file you worked on)
    - Small pop-up window should then appear outlining what changes are going to be made.
    - Let it run first so once Pending and the spinning circle changes to see if it makes all the changes > SKIP PREVIEW & SUBMIT
        - It should tell you under Edit that it's going to alter 2 or however many campaigns.
        - If it tells you it's going to Create or Activate something, then you know something has gone wrong.
    - Under the Results column on the interface below bulk upload details, you can preview details to view the missing pop-up window.
- Then just double-check under Ad Groups to see if all the labels are there.