

Local Finance (Pre-Bookings)

- Refer to video '**Local Finance Run Through**' by JB (length: **30:25**): [URL of video removed to maintain confidentiality]
- Training demonstrated by TS.
- Explaining all the processes involved in finance, e.g. adding/changing O numbers, inserting IO's, reconciliation, and pre-booking.
- They have a **Team PlayStation (Google Drive)** where figures for different budgets per market (gross / total) can be found.
- [Folder path where file is located is removed to maintain confidentiality]
- Gross budget or total budget on column at the end is adding up all the gross budgets for brand title, brand category and discovery if applicable to the market.
- Difference between local and central finance is that for local you have to book for each market separately so you'll get a PO from Germany, PO from Poland, PO from Russia, etc., and you have to book all those activities separately and reconcile them separately.
- Compared to central where you'll get one PO which will cover the multiple markets.
- Something to bear in mind for local is that some of the markets do share POs, so like Germany, Switzerland and Austria share 1 PO.
- The MENA markets which are Saudi Arabia and United Emirates share a PO. The Nordic markets comprising of Denmark, Sweden, Norway and Finland share a PO.
- So when you're booking those obviously just book 1. One shell and one activity for those 4 markets.

Where sections have been skipped below, means that you don't need to fill in details for them.

Campaign Shell

- With the process of booking, there's 3 things that you need:
 1. **Media Plan:** [Folder path removed to maintain confidentiality]
 2. **PO:** sometimes you may have to attach 2 PO docs if the client has sent it to us
 3. **Client & Product Codes**
- Prisma > Campaign Management > + button (left side) > enter full details (on add campaign pop-up).
- Add campaign populating details:
 1. **Name:** PPC (Market) Software (Game Title) / PPC (Market) Hardware (Name)
 - o TS likes to follow a similar naming convention for this. Makes it easier to find which ones are yours.
 2. **Flight Start & End Dates:** when the campaign starts and ends (this will be found on the media plan).
 3. **Advertiser:** this is your client code (TS will send the list for each individual market but they have their own client code). This goes for Poland, UK, etc.
 4. **Budget:** (details on media plan) gross budget goes here. Refer to the 2 bullet points above. [Don't add the SA360 fees to that figure. It already includes it.](#)
 5. **Budget Type:** Total Client Cost
 6. **Media Mix:** Online

7. **Documents:** here you'll attach the PO (usually saved on shared folder). TS will share the path. If it's not saved there, then ask **** and he'll email you the PO. *[Folder path removed to maintain confidentiality]*
8. **Financial Settings:**
 - o **Media Code** - Digital
 - o **Client Code** - input that from file TS will share
 - o **Product Code** - input that from file TS will share
 - o **Estimate** - nothing is selected in the drop-down menu and just tick the small box for **create new campaign in financials**.
 - o **Buy Type** - Fee & Search
 - o **Reference ID** - the PO number goes here (found on the PO doc)
 - o Under **Client Reference**, tick the box for: **Create automatic fee orders for this campaign**
2. Finally click to save to create the campaign shell.

Search Orders

- You should now see the campaign layout. On the campaign shell, you'll have to add the rows for the search orders as necessary. Depending on the media plan, you book what's necessary.
- We run activities on Google Ads, SA360 and Amazon, so you'll have to book each of them separately.
- The below details are for booking search. SA360 is slightly different. Amazon only differs on suppliers (**Supplier** field).
- **Creating search orders: + icon > add search order.**
 - **Buy Category:** Paid Search
 - **Booking Category:** SEM/PAID SEARCH/PPC
 - **Digital Type:** PPC OPERATIONS
 - **Search Engine Instance Name:** Other
 - **Supplier:** this will vary according to activity
 - o **Google Ads:** GOOGLE (EUR)
 - o **Amazon:** AMAZON LUXEMBOURG S.A.R.L (EU) - this one usually for FR, DE & IT. UK IS AMAZON GBP | 000185. AU is the one with Australian Dollars. Varies across market.
 - **Name:** varies across platform
 - o **Google:** PPC (Campaign Name) Media Spend
 - o **Amazon:** PPC (Campaign Name) Amazon Spend
 - o **SA360:** PPC (Campaign Name) SA360 Fee
 - **Start & End Dates:** will be on the media plan
 - **Budget:** here you put in the **Net Budget (net & not gross)** aka **Media Spend (Campaign Status > Tactic Budgets (spreadsheet))**. Also found on **Media Plans**.
 - o Adding media spend for brand title and brand category and discovery if applicable on Google.
 - o Budget is separated based on Google, Amazon & SA360, so any Google activity be that brand title, brand category and discovery, you'll add up and then you'll book on 1 line.
 - o Same goes for the Amazon activity with the different categories where you'll sum it all up and book it together.
 - o **Don't add the SA360 fees to that figure. It already includes it.**
- **SA360** varies with a few of the details:

- **Buy Category:** Paid Search
- **Booking Category:** ADSERVING & TECHNOLOGY FEES
- **Digital Type:** ADSERVING
- **Search Engine Instance Name:** Other
- **Supplier:** DOUBLE CLICK (EUR) | 000907 (now changed to CAMPAIGN MANAGER (EUR))
- **Name:** PPC (Campaign Name) SA360 Fee
- Process is the same for the other details. The **SA360 Fee** is on the media plan. Pressing save to then create a row.
- Number of search orders varies across campaign but typically Google & SA360 are a must. Then depending on the market, if they're running Amazon, then you'll include Amazon as well.

DST (Digital Service Charge) Bookings

- With DST, it's the case of **adding 1 or 2 search orders** (1 for **media spend** & 1 for **DST**) onto the Prisma campaign **depending** on **whether** it's a **market** that **stands alone** or is **combined** into **1 campaign** with other **related markets**.
- For example, **UK** usually **stands alone** in **1 Prisma campaign**, so there'll be 1 search for the media spend & 1 for the DST.
- But **Austria (AT)** tends to **share** the **same PO** with **Germany (DE)** & **Switzerland (CH)**. So they are **booked together** on **1 campaign** on Prisma **labelled** as **GSA**.
- There'll be **1 search order** for the **combined media spends** of **DE & CH**, **1 for AT's media spend**, & **1 for the DST fee on AT**.
- The below is to create the **search order** for the **Google DST fee**.
 - **Buy Category:** Ad Serving
 - **Booking Category:** SEM/PAID SEARCH/PPC
 - **Digital Type:** PPC OPERATIONS
 - **Provider:** Google Digital Service Charge
 - **Supplier:** GOOGLE DIGITAL SERVICE CHARGE (with the relevant currency for the market)
 - **Custom Fee Type:** AUT/TUR 5% Google Digital Service Charge or UK 2% Google Digital Service Charge
 - **Discount:** 0.00%
 - **Name:** Google Digital Service Charge_UK 2% or AUT/TUR 5%_Fee
 - **Start & End Dates:** this will be the what's on the media plan
 - **Fee Total:** tick the circle on **Calculate fees by % of spend**
 - **Cost:** this may already be calculated & if not, just do the media spend multiplied by the DST percentage
- When **activity** is **across markets**, you'll need to **create a search order** to **isolate** the **media spend** for the **market** with the **DST applicable** to it.
 - **Start & End Dates:** this will be what's on the media plan
 - **Buy Category:** Paid Search
 - **Booking Category:** SEM/PAID SEARCH/PPC
 - **Digital Type:** PPC OPERATIONS
 - **Search Engine Instance Name:** Other
 - **Custom Fee Type:** None Available
 - **Supplier:** GOOGLE ADS (with the relevant currency for the market)
 - **Discount:** 0.00%

- **Name:** PPC (Campaign Name) Media Spend - DST Market (i.e. AT or UK or TR)
- **Additional Providers**
- **Provider:** Google Digital Service Charge
 - o You should be able to select the above from the drop-down arrow and then this should automatically populate the **Custom Fees** column.
 - o This should show as either UK 2% or AUT/TUR 5%.
 - If not, click on the drop-down & you then should be able to select either of the 2.
 - o **Publisher Paid:** No
- You'll need to **input O-Numbers** from **both** the **media spend & DST fee search orders** on the **IOs on Google (Purchase Order field)**.
- On PlayStation, as we have **separate accounts** for **AT, DE & CH**, we would **take** the **O-Numbers** from the **AT media spend & DST fee search orders & input them on the IO** for the **AT account**.

Screenshots of how the Google DST search order looks like below:

The image displays two screenshots of a web form for creating a Google DST search order.

Top Screenshot: Fee order details

- Buy type:** Fee
- Buy category:** Ad Serving
- Booking codes:** D | 31P | 2 | 214
- Booking category:** SEM/PAID SEARCH/PPC
- Digital type:** PPC OPERATIONS
- Provider:** Google Digital Service Charge
- Supplier:** GOOGLE DIGITAL SERVICE CHARGE(EUR) 005972
- Discount %:** 0.00%
- Custom Fee Type:** AUT/TUR 5% Google Digital Service Charge
- Name:** (empty field)

Bottom Screenshot: DATES AND PRICING

- Start date:** 05/11/2020
- End date:** 31/12/2020
- Active date range:** 05/11/2020 - 31/12/2020
- Fee total:** ☐ System-calculated ☒ Calculate fees by % of spend
- Cost:** EUR 240.33

Screenshots of how you'll create the search order for either AT, UK or TR to implement DST:

Search order details

Buy type: Search

Buy category: Paid Search

Booking codes: D | 31P | 2 | 214

Booking category: SEM/PAID SEARCH/PPC

Digital type: PPC OPERATIONS

Search engine instance name: Other

Custom Fee Type: None Available

Marketplace: Unassigned

Supplier: GOOGLE ADS (EUR) 000915

Save Cancel

Search order details

0.00%

Name: PPC Spiderman Media Spend - AT

ADDITIONAL PROVIDERS

Provider	Custom fees	Publisher paid	
Google Digital Service Charge	AUT/TUR 5%...	No	
Add new provider...			

DATES AND PRICING

Save Cancel

Campaign Budget Approval

- Once you've done them all, click on the **APPROVED** button at the top:
 - ****'s email under To
 - ****'s email under Notify
 - And then **Submit**
- And this is basically sending the budget for approval where **** will review and approve.
- When you're pre-booking, another thing that you need to keep an eye on is that all of the Google & Amazon activity needs to have commission on them (just need to double check if there's a value there).
 - If it specifies as 0, then you'll need to let **** and **** know that you're trying to add this booking but no commission is coming up.
 - It doesn't usually come for SA360 Fee as it's meant to be 0 for commission.

Recording Bookings

- That's now the process of pre-booking. Once you've done that, then you'll need to add it onto this booking records spreadsheet (TS to send it across). Is it **FY20 Booking Lines_Updated** file?
- Adding these details in for:

- **Client Code**
- **Product Code**
- **Campaign Code** (you can find these details if you hover over the location specified under the campaign name on Prisma on the far top left). It would be under estimate.
- **Month**
- **Start & End Dates:** start date of that campaign to the end of that month (not the end date of the campaign)
- **Prebook Amount:** you don't usually need to fill this out unless you want to. I just usually fill out the reconciled amounts (done during reccies).
- **Currency:** for all the Google campaigns it is usually **EUR** but for Amazon it differs. **UK** is GBP, **AU** is AUD & for **PL** it's **Polish Złoty**. These are the only ones that are different.
- **Campaign Name**
- **Market**
- **PO Number:** this is usually found on the PO.
- **Platform:** Google / Amazon
- **Platform D Number:** can be found on Prisma under actualize view
- **Platform O Number:** clicking on under Order on Prisma > ticking relevant row > Accept. O Number should then be generated.
- **Invoices** are done during reconciliation.
- **SA360 Fee** is done during reconciliation.
- **SA360 Fee D Number:** which is on the row for SA360 on Prisma under actualize view.
- **SA360 Fee O-Number:** see above for O Number.
- The above is all you need to fill out once you've pre-booked a campaign (on the sheet) and then you obviously have to fill out certain bits when you reconcile.

IO Creation

- After you've pre-booked, you're then going to set up the IO next and you'll go onto the correct account that you're running on Google Ads.
- Account Budgets to add IO:
 - **Budget Amount:** Media Spend (Net Budget)
 - **Start & End Dates**
 - **Budget Name:** something logical so probably would be the campaign name or the market & campaign name (dependent on yourself).
 - **Purchase Order:** this is where you put your O Number (very important).
 - Last 2 values of the O Number aren't to be included so just copy everything up till there.
 - **Notes:** TS usually puts the PO Number here just in case they need it.
- You also need to put IOs on other platforms. There's 1 for SA360 and 1 for Amazon.
- **SA360 > Advertiser Settings > Purchase Order.** Click on this and paste your **O Number > Save.** Copy the **O Number** on the **GOOGLE ADS (EUR): SEARCH** on **Prisma** under the **Order** tab (TS uses this one & not the one for SA360).
- If you're running activity on Amazon, then you'll go on the correct Amazon platform and then you need to add the IO / O Number on the platform.
 - **Amazon Advertising - Australia**
 - **Amazon Advertising - UK**
 - **Amazon Advertising - Germany**
 - **Amazon Advertising - Spain**
 - **Amazon Advertising - France**
 - **Amazon Advertising - Italy**

- For Amazon, you'll need to request access and ask **** to give you access to **Billing and Payments. Payment Settings > Account Details > Additional Info > Edit**. Input the O Number for the Amazon activity booked.
- Do it on the right Amazon platform (specific to market) as above.
- 2 digits skipped out at the end is the same for all platforms.
- When you're pre-booking, you also need to fill out this booking sheet which is a PO tracker. It's just for our sake to keep track of all the campaigns we're booking. Also for **** to have as a reference.
- From the Media Plans, you should be able to identify the spends for each platform (i.e. Google & Amazon) from the **Platform** column. Ignore the rows for **PC** under the column **KW Type** unless the **client has stated** they want to **run PC activity**.
- You should also be able to identify from the **Placement & Tactic** columns the budgets for the different campaigns. **Discovery campaigns tend to have higher budgets than Brand Title / Brand Category Search campaigns.**
- Under **PlayStation Software MCC**, you'll see there are accounts with **2** and **Display 2** at the end of them. I think they've been created to accommodate running **2 different titles** at the same time (i.e. **Spiderman & Godfall**).
- Some Media Plans may contain **additional breakdowns** of **PS5 & Masterbrand** (these are referring to audiences). Ignore them. Work out the budgets as you'd normally do.