

REVIVE ADVERTISING MODULE

The Revive Ad Server is an easy-to-use platform for managing advertisements on the Enterprise Web. The Revive system will enable you to set up advertising partners, specify advertising locations, upload advertising images, and establish advertising measurements.

User Guide



Table of Contents

Introduction	2
1. ACCOUNT LOGIN AND SETUP	3
Login.....	3
User preferences.....	3
2. CREATE AN ADVERTISER	4
Create a new advertiser.....	4
3. CAMPAIGNS	6
Create a new campaign.....	6
Campaign set up	7
4. ZONES.....	9
Zones explained	9
Selling advertising space (zones)	10
5. CREATE BANNERS.....	11
Create a new banner (advertisement).....	11
Banner set up	11
View banner options.....	13
Link banners to zones	14
Confirmation of updates.....	15
6. DEFINING DELIVERY TARGETS FOR BANNERS.....	16
Define delivery options	16
7. ACTIVATING CAMPAIGNS	20
8. STATISTICS: METRICS AND RESULTS	21
Measure impressions, clicks and click-through rates	21
9. TROUBLESHOOTING/Q&A.....	22

Introduction

Revive is organized in a hierarchical format. You will notice three levels:

Advertisers = Garrisons

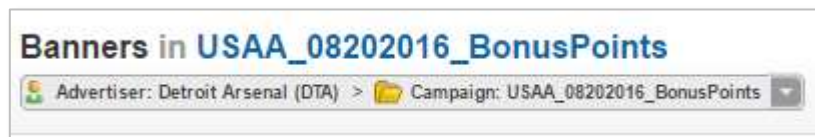
- Each garrison will have a folder in the Advertiser level
- Each advertising partner will be created within the garrison folder

Campaigns = Advertising partners/vendors who have purchased ad space

- A campaign can be set up for each advertising partner
- Example of a campaign: Marriott
- There can be multiple campaigns per advertising category, for example auto, or insurance. Sorting in this fashion allows you to de-conflict competing products or services from displaying simultaneously.

Banners = The graphic (ad image) for a campaign. All ads must be 72 dpi.

- There can be multiple banners per campaign
- Examples of a banner: Marriott may have two (or more) advertisements: Room special; Brunch special; Military special
- There are three different banner locations/sizes:
 - Leaderboard: 728x90 pixel ad that always appears in the leaderboard position *above* the main content (1 spot)
 - Sidebar: A 300x250 pixel medium-rectangle ad on the right (2 spots)
 - Bottom: 180x150 pixel medium-rectangle above the page footer (3 spots)



Throughout the system your current location will always be highlighted in green. Each time you add or change a campaign or banner, your action will be indicated in a green color.



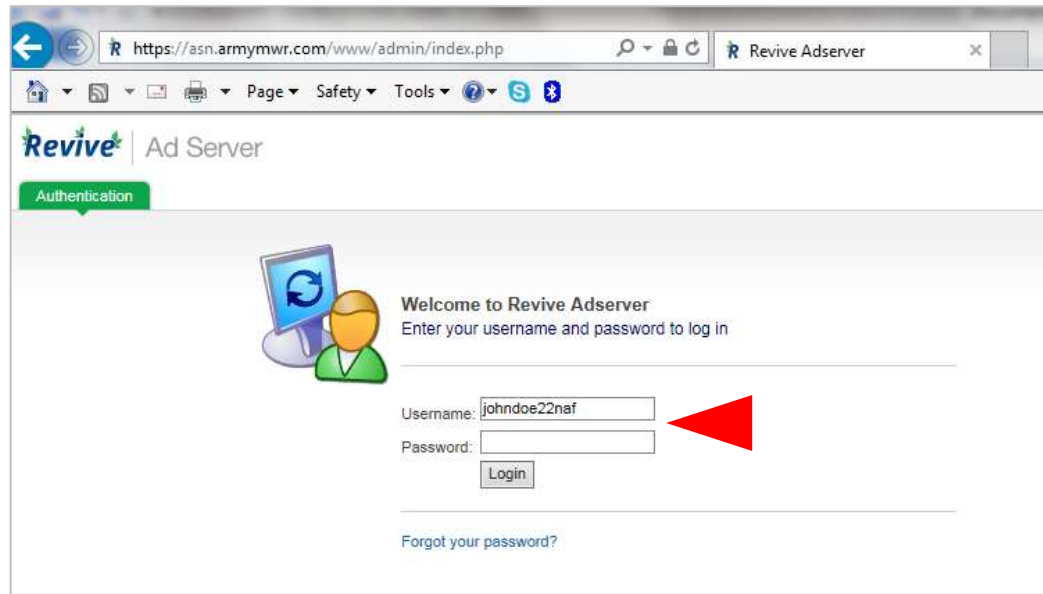
1. ACCOUNT LOGIN AND SETUP

Login

Revive is a partner platform to the Enterprise Web and therefore does have a separate login system that requires different login credentials.

To log in, visit <https://asn.armymwr.com>

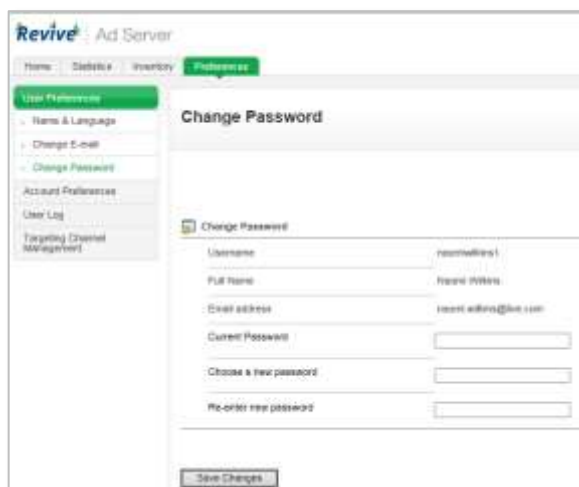
Log in with your user name and default password (note: these credentials are different from the ones you use for Enterprise Web).



User preferences

It is a best practice to immediately change your default password.

- Choose the **Preferences** tab on the top
- Select **User Preferences** from the left navigation, enter a new password
- Save Changes



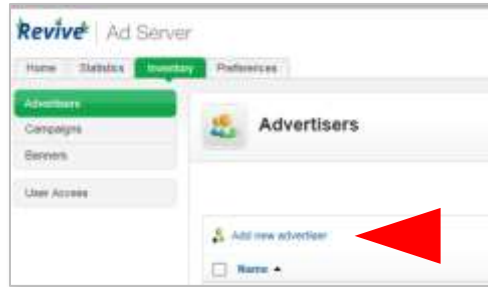
2. CREATE AN ADVERTISER

Create a new advertiser

Create a new Advertiser only if you do not see your garrison in the list of Advertisers. Refer to the definition of Advertiser on page 1 if necessary.

Click the **Inventory** tab. The Inventory screen presents a list of currently active advertisers.

- Click **Add new advertiser** (only if you do not see your garrison name)



Fill out all required fields in the **Add new advertiser** form.

- The fields in the **Basic information** section should be your garrison name and MWR contact information.
- The **Advertiser report** section will establish reporting that will be sent to the MWR contact listed in the Basic information section.
- **Miscellaneous** section should be ignored. Do not check **Display only one banner**, this will cause only one advertisement to display on your garrison's webpage.

All advertising partners (campaigns) and the advertising images (banners) will be set up under your garrison in the Advertiser section.

Revive | Ad Server

Home | Statistics | **Inventory** | Preferences

Advertisers
Campaigns
Banners
User Access

Add new advertiser

[Add new advertiser](#)

Basic information

Name *

Contact *

Email *

Advertiser report

Email when a campaign is automatically activated/deactivated

Email campaign delivery reports

Number of days between campaign delivery reports

Miscellaneous

Display only one banner from this advertiser on a web page

Comments

* denotes required field

3. CAMPAIGNS

Create a new campaign

A campaign is the advertising partner (Marriott) or a category of advertisements (auto, insurance, lodging). There are two ways to create a new campaign: from the Advertisers section or the Campaign section.

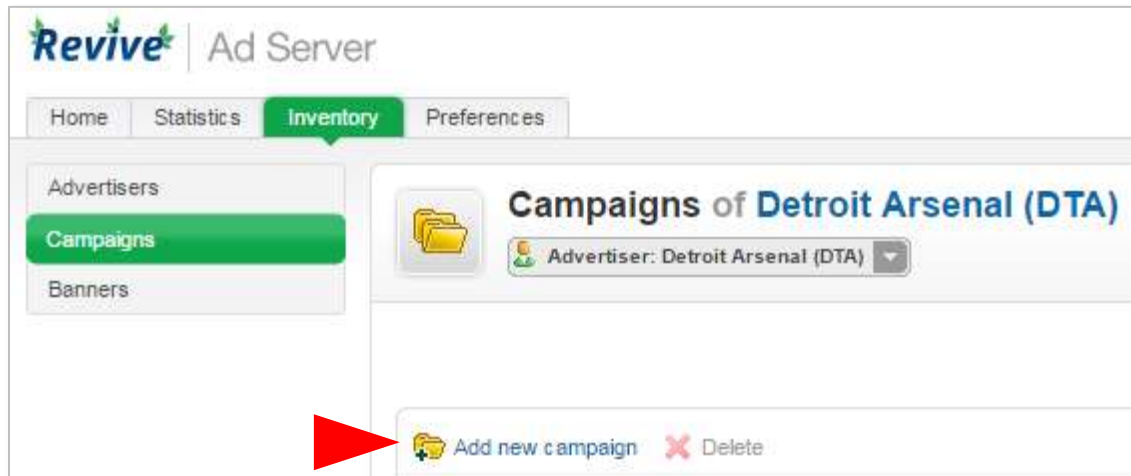
Option 1: Advertisers section

- From the Advertisers screen, choose your garrison from the list of advertisers.
- Click **Add new campaign** on the right side.



Option 2: Campaigns section

- From the **Campaigns** screen, select the **Advertiser** (your garrison name) from the dropdown menu.
- Click **Add new campaign**
- Complete the Add new campaign form



Campaign set up

When setting up a new Campaign, please follow this naming convention:

CompanyName_RunDates_Adjective

- Example: Sprint_06022016_buyonegetone

Choose the campaign type **Remnant** (the only campaign type currently available). Once selected, the screen will expand to show the options relevant to this campaign type.

Date section: (choose your preference)

- Choose **Start immediately** if you would like it to start that day.
- Choose **Set specific date**. Click on the calendar to choose the date you would like to start the campaign.

Pricing section:

- If you have chosen to sell the ads based on number of impressions, this will be the setting to select.
- **Pricing model** should only be CPM (cost per thousand)
- **Rate/Price** should be \$10, per IMCOM guidance
- **Impressions** will be the number of impressions per your agreement. Only select Unlimited if there is no cap on the number of impressions for which the advertiser is entitled.

Basic information

Name *

Campaign type

Remnant
The default campaign type. Remnant campaigns have lots of different delivery options, and you should ideally always have at least one Remnant campaign linked to every zone, to ensure that there is always something to show. Use Remnant campaigns to display house banners, ad-network banners, or even direct advertising that has been sold, but where there is not a time-critical performance requirement for the campaign to adhere to.

Contract

Override

Date

Start date

Start immediately

Set specific date Campaign will commence at the start of this day

End date

Don't expire

Set specific date Campaign will finish at the end of this day

Pricing

Pricing model *

Rate / Price

Impressions Unlimited [why is it disabled?](#)

Priority in relation to other campaigns section

- The campaign weight determines the frequency of display in relation to other campaigns. For all campaigns to display equally, the campaign should be set to **1**. However, when you initially set up your campaign the weight should be set to **0**.
- Note: All weights in both campaigns and banners should be set to 0 during set up, otherwise the campaign could activate before all parameters are established.
- Once all banners associated with a campaign have been uploaded, return to Campaign and re-set the campaign weight to **1**.

Ignore the Delivery capping per visitor and Miscellaneous sections.

Priority in relation to other campaigns

Set the campaign weight

Delivery capping per visitor

Limit campaign views to: in total

Limit campaign views to: per session

Reset view counters after: hours minutes seconds

Cookies Show capped ads if cookies are disabled ⓘ

Miscellaneous

Miscellaneous Hide the advertiser and websites of this campaign.

Miscellaneous Companion positioning ⓘ

Comments

* denotes required field

All advertising partners (Campaigns) and the advertising images (Banners) will be set up under your garrison (Advertiser).

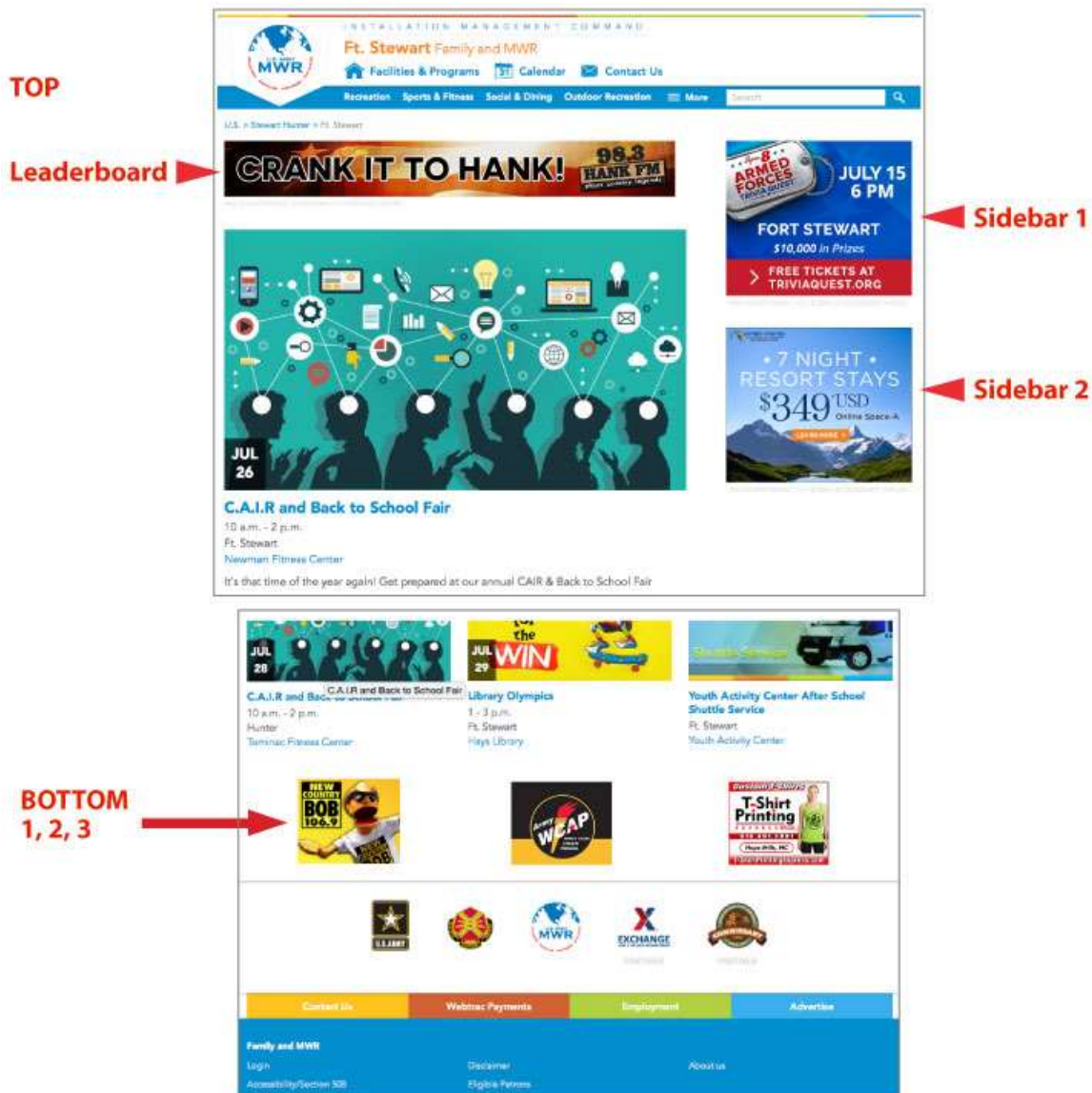
4. ZONES

Zones explained

Revive calls ad spaces 'zones'. Zones are used to place advertisements in specific locations. There are six zones available on the Enterprise Web.

1. Leaderboard: A 728x90 pixel ad that appears at the top of the page above all content
2. Sidebar 1, 2: The upper and lower 300x250 pixel medium rectangle ads that appear on the right sidebar next to the main content
3. Bottom 1, 2, 3: The left, middle and right 180x150 pixel medium rectangle ads that appear on the bottom of the page above the footer

Hint: Ads that are not correctly-sized will not display on live websites.



Selling advertising space (zones)

Each zone has ten advertising slots that can be sold. The garrison may sell up to eight of the Leaderboard and Sidebar spaces while IMCOM reserves the right to sell up to two each. Because these spots are prominent, the suggested CPM is \$10.

- Garrisons may sell 100% of bottom zone ad spaces offering a total of 30 additional advertising spaces. It is recommended that these be used for sponsor branding or as deal closers for loyal accounts. Because these spots are less visible, the suggested CPM is \$5.

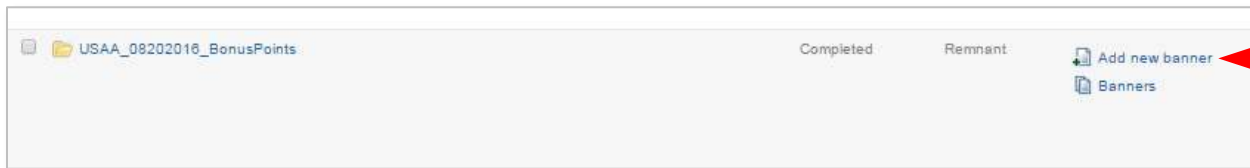
5. CREATE BANNERS

Create a new banner (advertisement)

Banners are the graphical advertisements that are associated with Campaigns. A campaign can have multiple banners. There are two ways to create a new banner: from the Campaign section or the Banner section.

Option 1: Campaign tab

- Click on the **Campaign** tab on the left side of the screen. On the campaign listing page, click **Add new banner** that corresponds to the campaign.



Option 2: Banners tab

- Click on the **Banners** tab on the left side of the screen. Ensure that your garrison and campaign are properly selected in the dropdown.
- Click on **Add new banner**



Either of the two methods will take you to the **Add banner** screen to set up your advertisement(s).

Banner set up

Banner type: Choose **Upload a banner to the local webserver**. Do not choose any other option.

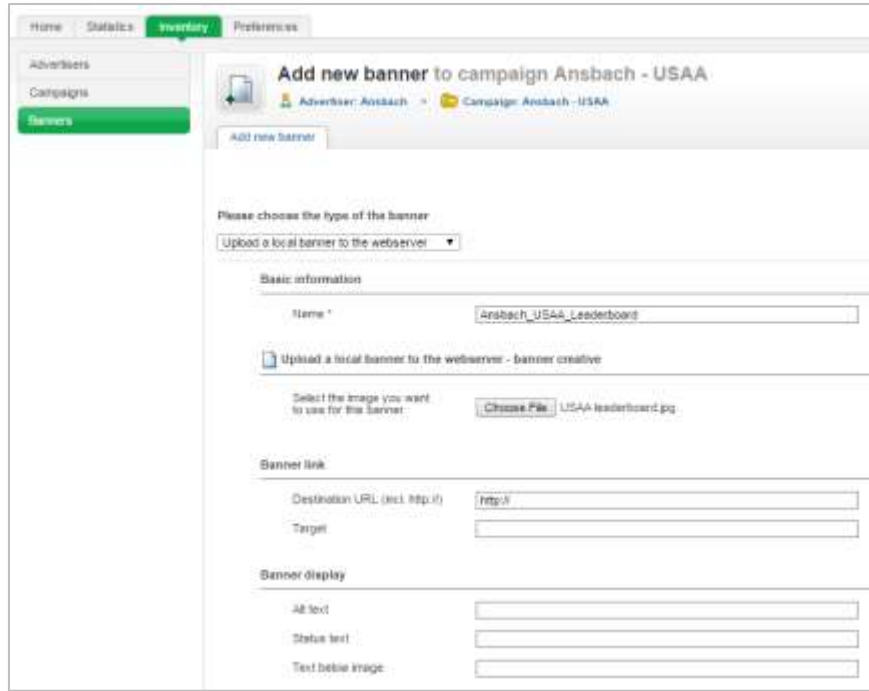
Basic information:

- Name your banner using the naming convention: Garrison_Client/Advertiser_Zone Example: Detrick_Marriott_Leaderboard; Stuttgart_FSBP_Sidebar
- Click **Browse** to upload the banner from your computer. Ads have a maximum file size of 80Kb. The ad dimensions (physical size) must exactly fit the zone where you want it to appear.
- Flash ads are not accepted – an alternative is to use an animated .gif.

Banner Link:

- Destination URL – This is the URL visitors will be taken to when clicking on the banner advertisement. Typically, it’s the advertiser’s home or promotion page.
- Target – Ignore this choice

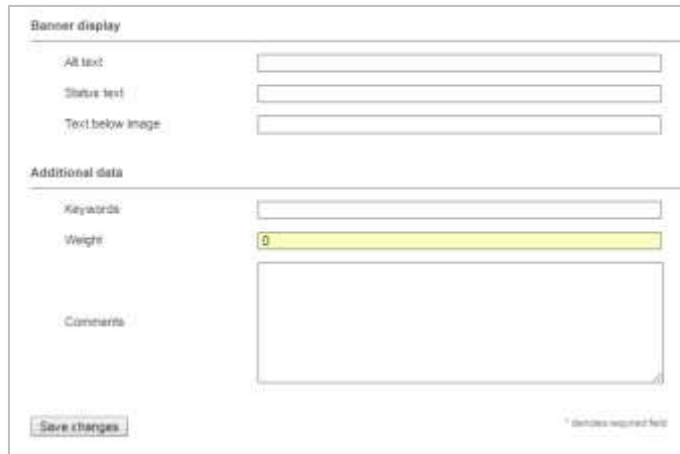
Banner display: Ignore this section



Additional data:

- Keywords – Ignore this section
- Weight – Set this to **0** until your banners are uploaded, linked and you are ready to turn your campaign on.
- Comments – Comments are for internal use only.

Once the banner (advertisement) is saved, it appears in the banners list for that campaign. An advertising partner can purchase more than one banner per campaign by choosing different zones



(sizes) for ads to appear. If a campaign has more than one advertisement, repeat the process to add additional banners.

The example below shows that USAA has a leaderboard as well as a sidebar ad (two different zones).

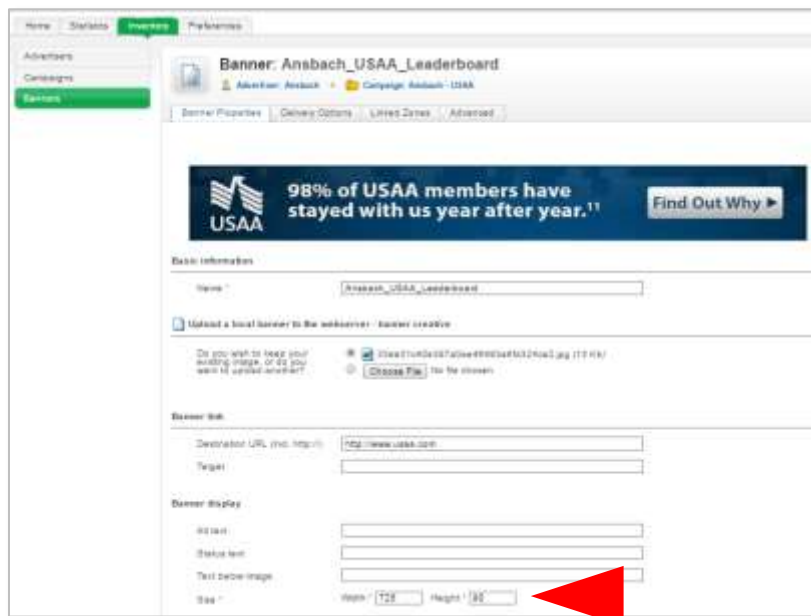


View banner options

Click on the banner name in the list of banners. The banner page with four tabs will appear.



The first tab, Banner Properties, is now completed including a view of the banner (advertisement), along with the banner dimensions.



- If the artwork does not fit a zone dimension, it will not upload and display in the properties. Always ensure that the artwork matches the dimensions of the intended ad zones (sizes).

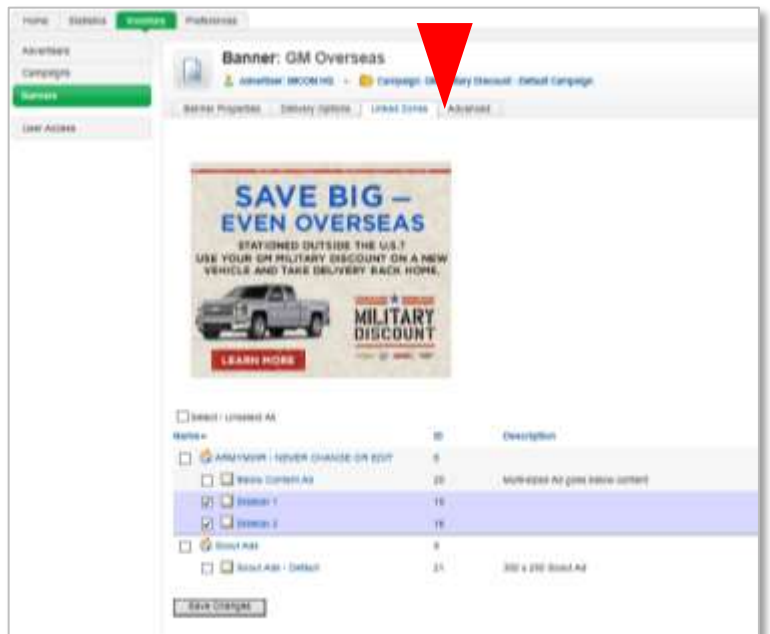
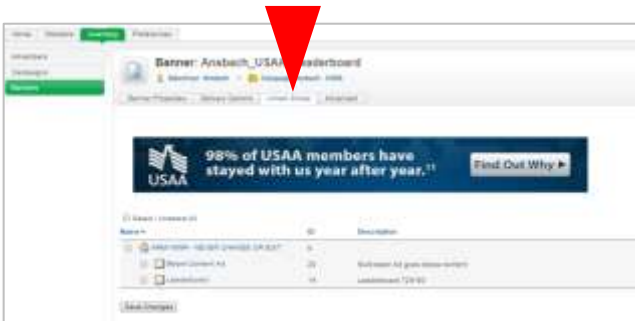
- The **Delivery Options** tab allows you to identify which pages on the Enterprise Web the banner should appear. Options include adding the banner to all pages, certain category pages, or specific facility pages. Read the section titled, Delivery Options, for more details.
- **Linked Zones** is where you specify the location where you want the ad to appear on your website (leaderboard, sidebar, bottom). Read the section titled Link Banners to Zones for more details.
- **Advanced** – Ignore this section.

Link banners to zones

Once a banner has been uploaded, the next step is to link it to a specific zone. Linked Zones can be accessed from two places: Banner page and Campaign page. If accessed from the Campaign page it automatically brings you to the Banner page. Zones must be linked before delivery options can be set.

Option 1: Banner page

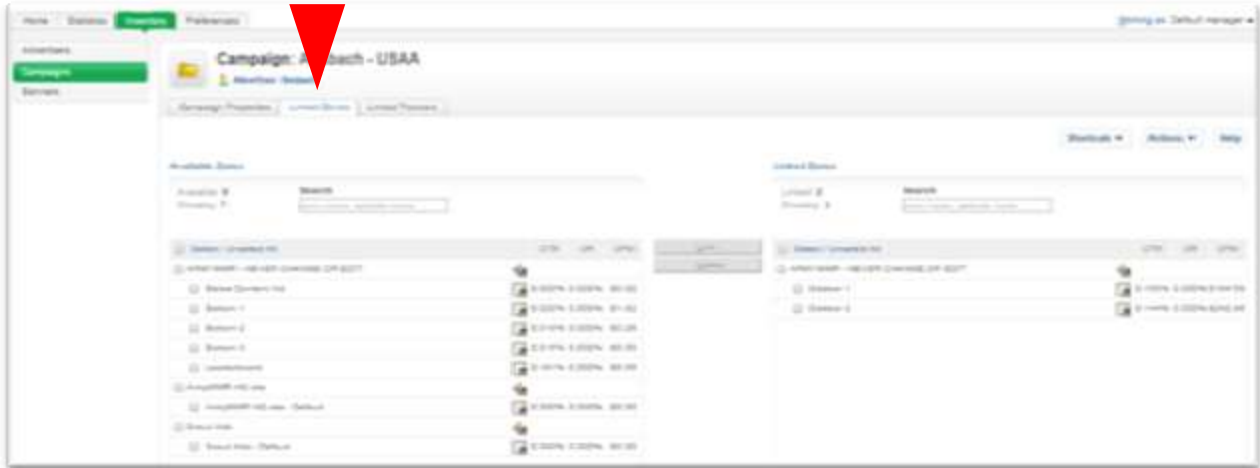
- Choose the **Linked Zones** tab first from the Banner page.
- Click the checkboxes for all appropriate zones.
- Revive knows what size your ad is and displays the zones that fit your ad dimensions. If you do not see any zones, then your advertisement is not sized properly. Check your dimensions and upload again if necessary.
- Choose all numbered options of the same zone. Example: choose Sidebar 1 and Sidebar 2. This will allow the ad to display in both locations.
- Save changes.



Option 2: Campaign page

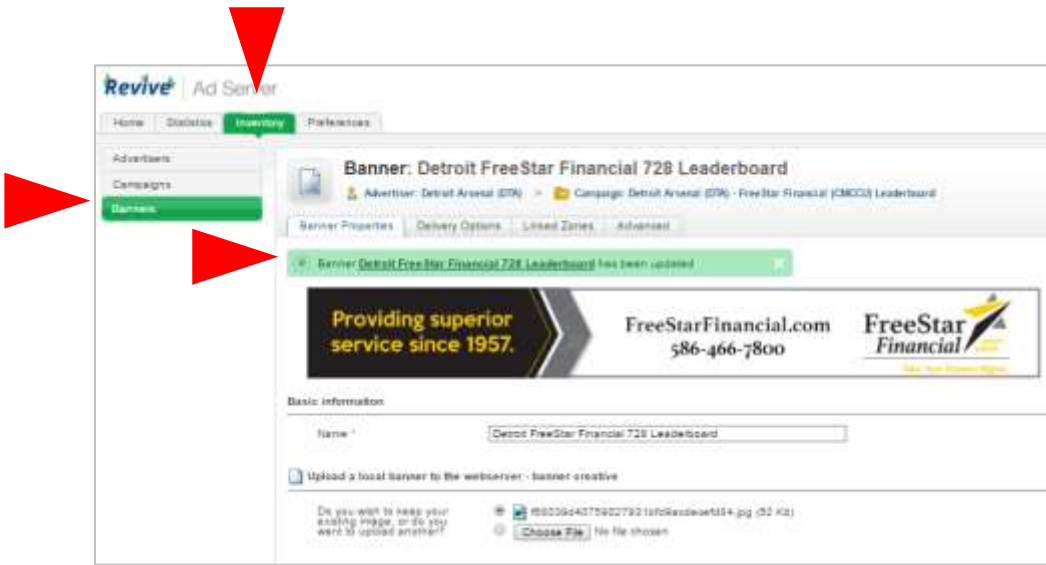
- Choose the **Linked Zones** tab from the Campaign page.
- All zones will be displayed.

Hint: While linking zones is possible on the Campaign page, it's recommended that you do it as described in the Banner section above.



Confirmation of updates

Throughout the Revive system, green highlights will remind you which tabs you are in and will also display confirmation of updates.



Now that Banners are linked to Zones, the final step is to set the delivery options for the banner.

6. DEFINING DELIVERY TARGETS FOR BANNERS

Define delivery options

When a banner ad is added to a campaign it will automatically display in the specified zone throughout your entire website, unless specific delivery targets are defined.

Delivery targets designate which pages or sections of the website the ad should appear.

Examples of delivery targets:

- Region: Rheinland-Pfalz, Bavaria, Italy, Pacific and the ad will show on all garrisons in that region
- Continent: Europe, CONUS, Pacific
- Single garrison: Fort Irwin, Camp Humphreys, USAG Stuttgart
- Category: Outdoor Recreation, Social & Dining
- Page Type: Target events, promotions, facility pages
- Single page (if needed)

Delivery options can be accessed in two ways: Banner listing page (**Delivery** link to the right of banner) or Banner details form (**Delivery Options** tab)

Option 1: Banner listing page

- Click Delivery



Option 2: Banner details form

Click on the **banner name** from Campaigns to get the Banner details form and then click the **Delivery Options** tab



Click the dropdown arrow from **Add delivery limitation**

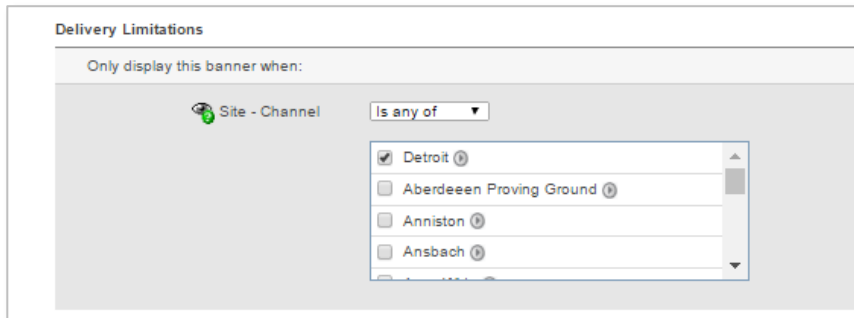


Choose the appropriate target. Most targets are self-explanatory. The most common delivery limitation is **Site-channel**, which allows you to specify your particular garrison.

- Choose **Site-channel** and click **Add**.
- Choose your garrison name and specify the appropriate parameter: **is any of; is not any of; is all of**

Hint: Always select Site Browser. Do not add any other limitations such as Geo- Continent, Site Source (browsers), URL etc.

The below example shows Detroit Arsenal’s website. The specified target results in a banner advertisement that that will show in the leaderboard zone of the website when any page appears in Detroit.



Important note: If you do not select your garrison and leave it blank, your ad will publish to every garrison page across the enterprise web.

Add a second condition delivery target: If desired, further target the delivery by adding another limitation.

- From the **Add delivery limitation** drop down choose **Site-channel** and then click **Add**.
- From the dropdown, choose **Category: Financial** and set the parameter to **is any of** and the condition to **AND**.

The following target results in a banner advertisement that will show in the leaderboard zone of the website when the Category is Financial on any page in Detroit.

The screenshot shows the 'Delivery Limitations' configuration window. It contains the following elements:

- Title:** Delivery Limitations
- Instruction:** Only display this banner when:
- Condition 1:**
 - Operator: **Is any of**
 - Field: **Site - Channel**
 - Dropdown options:
 - Detroit
 - Aberdeen Proving Ground
 - Anniston
 - Ansbach
- Operator:** **AND**
- Condition 2:**
 - Operator: **Is any of**
 - Field: **Site - Channel**
 - Dropdown options:
 - Category Community Support
 - Category Conference & Catering
 - Category CYS Services
 - Category Financial
 - Category Libraries

If the garrison name was not part of the target, then the banner ad would appear on ALL pages (all garrisons) in the Enterprise web whose Category is Financial. This demonstrates the importance of being exact when choosing your delivery options.

Hint: Be careful to choose the correct location. Please double-check your selections to ensure that you have not chosen other garrisons where your ad might appear by mistake.

Add a third condition delivery target:

- From the **Add delivery limitation** drop down choose **Site-channel** and then click **Add**.
- From the dropdown, choose **Page type: Event** and set the parameter to **is any of** and the condition to **AND**.

The following target results in a banner advertisement that will show in the leaderboard zone on the Events page that falls under the Financial category in the Detroit garrison pages.

- Select **Remove all limitations** to make changes to delivery targets.

The screenshot shows the 'Delivery Limitations' configuration window. It is titled 'Only display this banner when' and contains three stacked sections, each with a 'Site - Channel' icon and a 'Is any of' dropdown menu. The first section lists: Redstone, Rheinland-Phalz (checked), Shinnon, Bona Army Depot, and Stearn Hunter. The second section, preceded by an 'AND' button, lists: Category Commerce, Category Outdoor Recreation (checked), Category Recreation, Category Retail, and Category Service Members. The third section, also preceded by an 'AND' button, lists: Pagetype Event (checked), Pagetype Facility, Pagetype Garrison Home, and Pagetype Promo.

Now that **Delivery Options** are specified for your banners, the final step is to activate the campaign.

7. ACTIVATING CAMPAIGNS

Go to the Campaign tab and select Campaign Properties.
 Change the campaign weight to **1** and save changes.

The screenshot shows the 'Campaign Properties' form for a campaign named 'USAA_08202016_BonusPoints'. The left sidebar has a red arrow pointing to the 'Campaigns' tab. The form includes sections for 'Basic information', 'Date', 'Pricing', and 'Priority in relation to other campaigns'. A red arrow points to the 'Set the campaign weight' field, which contains the value '1'.

- Click on the **Campaigns** tab on the right to see a list of all campaigns and notice the status is now **Running**. This confirms the campaign is now active.

The screenshot shows the campaign status bar for 'USAA_08202016_BonusPoints'. The status is 'Running', indicated by a red arrow. Other details include 'Advertiser: Detroit Arsenal (DTA)', 'Add new banner', and 'Banners' buttons. A summary table is visible on the right:

Impressions Booked	Unlimited
Costs Booked	Unlimited
Conversions Booked	Unlimited
Start date	10-09-2016
End date	-
Priority	Low

- Banners will only display on sites that are live on the Enterprise web system. If your website is still being developed, then the banners will not show.
- Banners can take up to two hours after activating before they will be visible on your live website.

8. STATISTICS: METRICS AND RESULTS

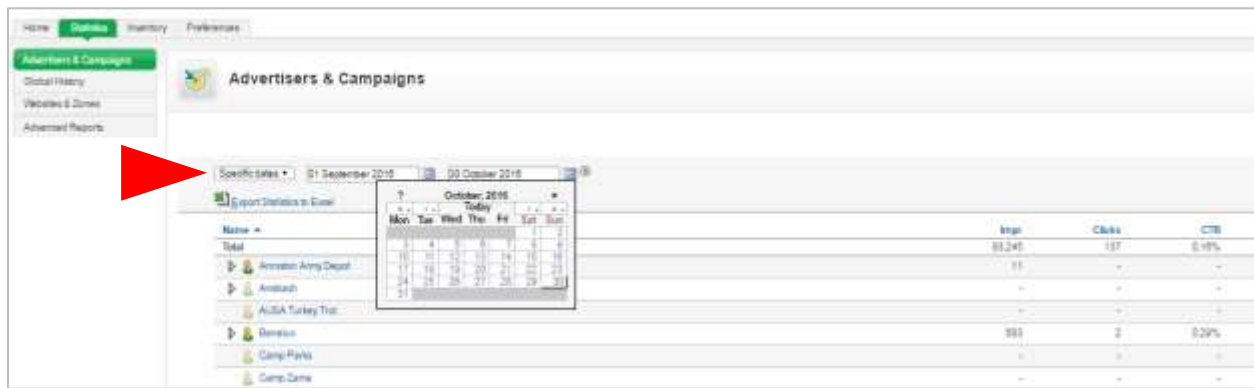
Measure impressions, clicks and click-through rates

Go to **Statistics** tab

Select your garrison

Select time period filters from the dropdown box

- If you would like to see statistics in a specific date range, choose **Specific Dates** from the dropdown to activate the calendars.



- You can view total statistics for your garrison or choose a particular campaign by selecting the arrow to the left of the garrison name. You can further filter by clicking the arrow to the left of the campaign name to get statistics on each banner associated with the campaign.



9. TROUBLESHOOTING/Q&A

Q. Why isn't my ad showing up after I load it?

A. There are several possibilities that may be preventing your ad from displaying. First, review the User Guide and make sure you've followed steps to load and target your ad.

1. Check to make sure your ad is the correct size for the zone in which you want it to appear. Ads that are not correctly-sized will not display on live websites. See page 9
 - Leaderboard: 28x90 pixels, 72 dpi
 - Sidebars 1 and 2: 300x250 pixels, 72 dpi
 - Bottom three spaces: 180x150 pixels, 72 dpi
2. Check Delivery Limitations and Targets
 - Confirm you have chosen the correct Site-channel (your garrison). Page 17
 - Confirm you checked the categories you want your ad to appear on. Page 18
3. Confirm that the campaign weight is set to **1** in the Campaign and Banner properties tabs. Page 20
4. Ads can only appear when your website is live. If your website is still in production, ads will not appear.
5. Ads do not appear on the website when you are logged into the system. Log out of the enterprise system to view your website as a public visitor.
6. The Enterprise web system refreshes on a continual 2-hour cycle. If your ad does not appear right away, check back later.

Q. There's another garrison's ad showing up on our website. How can I remove it?

A. Send an email to the Web Team at: support@mwr.zendesk.com A team member will address the ad. Please include a screen shot of the ad so that we will know which one to correct.

Q. How can I get a user account for Revive?

Please email your request via email to: support@mwr.zendesk.com