**Pre Campaign**

* Campaign setup time from the time of Artwork Approval - 2 Working Days
* Artwork Approval Time - 1-2 Working Days
* Artwork guidelines to be followed as mentioned on “HyperLink” or as shared by   
  your Account Manager
* Approval from the finance team is mandatory for the campaign to go live.

Kindly adhere to the payment terms and timeline as shared by your account manager.

**During the Campaign**

* “Click Here” for the reporting format.
* Reports are updated in google sheets as the publisher does not generate a separate dashboard for Each campaign.
* Advertisers are free to integrate their third party trackers to the campaign at their own expense. Kindly check the compatibility with your account manager before deciding the trackers. Some popular trackers are - Sizmek and Branch
* Report is updated once every two working days. Saturday and Sunday reports are updated on Monday
* Screenshots : Ideally we share 1-2 campaign screenshots within 48 hours of the campaign going live.

**Important**

* CPM/CPV campaigns are by default meant for branding.  
   Once the committed impressions are delivered - the campaign is successful.  
   Branding campaigns cannot be attributed to action based outcomes like - Web Traffic,  
   Increase in Page visits, Sales,etc
* Spotting your advertisement during the course of the campaign is a chance of probability. It depends upon variables like - Impressions booked vs Avg impressions of the platform, Targeting filter.

For any further query kindly contact your account manager