

Media Buying/Planning

The Media Buying/Planning chapter covers various functions for campaigns, proposals, bookings, materials, sites, booking orders, customer orders and media reporting.

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Campaigns

Creating, amending and tracking **media campaign/s** and their respective **bookings** is covered in this chapter.

Media Buyer Dashboard

In the Media module, there are **various ways in which a user can navigate** to view and open campaigns, bookings and navigate to other functions of the system. The **dashboard will differ depending on the user's role** which is assigned to the user by ITS. ITS has built a more intuitive dashboard which caters specifically for **Media Buyers**.

Creating New Campaigns

1. From the Media Buyer dashboard, select the dropdown arrow  on **My Campaign Summary**.
2. Select the **Create New Campaign** option on the list.
- 3.

Proposals

Material

Reports