

Dagbladesites booking - Genbrug af tidligere materiale

1 Klik ind på Smartbooking.

Står stille mens jeg falder

Salgsejer - Christa Enghoff (CHDAE)

Booker - Christa Enghoff (CHDAE)

Kunde - Hamletscenen (785278)

Kontaktperson - Michael Malmquist (+4527837500)

Korrekturmail - michael@hamletscenen.dk

Dagbladesites

Startdato	Slutdato	Site	Visninger	Materiale	Handler
11/03/2025	03/04/2025	WHDW - Helsingør.dk	Display 70.000,00	Display Produktionstype - Færdigmateriale Produktionsmetode - Kunden benytter tidligere anvendt materiale	SmartBooking Klik her » Cross Ad 19075452 » GAM 3726722056 » Display

Valgte bannerformater - Display

- Panoramabanner - 930x180
- Megabanner - 930x600
- Mobil/App-banner - 320x320
- Artikelbanner - 300x250
- Sticky (stor) - 300x600
- Stickybanner - 160x600

Landingpage - Display

https://www.hamletscenen.dk?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Staar_stille_mens_jeg_falder

2

Kig informationerne igennem for, at se om alt er korrekt + kig efter bemærkninger fra CM.

Display

Afvikling

Indtast min. 2 værdier

Kampagnens pris

2.000 kr. ✓

CPM (pris pr. 1.000 visninger)

29 kr. ✓

For garanterede visninger skal CPM være min. 45

Antal visninger

70.000 ✓

Beregn

Ryd

Materiale

Produktionstype *

Færdigmateriale

Se krav her

Produktionsmetode *

Kunden benytter tidligere anvendt materiale

Vælg banner type *

Panoramabanner - 930x180

Megabanner - 930x600

Mobil/App-banner - 320x320

Artikelbanner - 300x250

Sticky (stor) - 300x600

Stickybanner - 160x600

Tidligere kampagne

19052671 ✓

Øvrige kommentarer til afvikling & materiale

Landing page/URL *

https://www.hamletscenen.dk ✓

Segmentering

Vælg specifikt site, eller RON for at annoncere på tværs af alle dagbladesites og kbh liv sites. *

[WHDW] - Helsingørsk.dk

☐ Kør udelukkende på site placering

Demografi

Mand

Kvinde

18-24

25-34

35-44

45-54

55-64

65+



Vær opmærksom på geografi, datapunkt, demografi og frekvens i Smartbookingen.

3 Kopiér ordrenummeret under feltet "Tidligere kampagne".

19052671

Beregn

Materiale

Produktionstype * Produktionsmetode *

Færdigmateriale Kunden benytter tid

[Se krav her](#)

Vælg banner type *

Panoramabanner - 930x180 - Megabanner - 930x600 - Mobil/App-banner - 320x320 - Artikelbanner - 300x250 - Sticky (st

Tidligere kampagne

19052671

Øvrige kommentarer til afvikling & materiale

Landing page/URL *

<https://www.hamletscenen.dk>

Segmentering

Vælg specifikt site, eller RON for at annoncere på tværs af alle dagbladesites og kbh liv sites. *

[WHDW] - Helsingør.dk

4 Søg ordrenummeret op i Adpoint.

jfm

ADPOINT

19052671

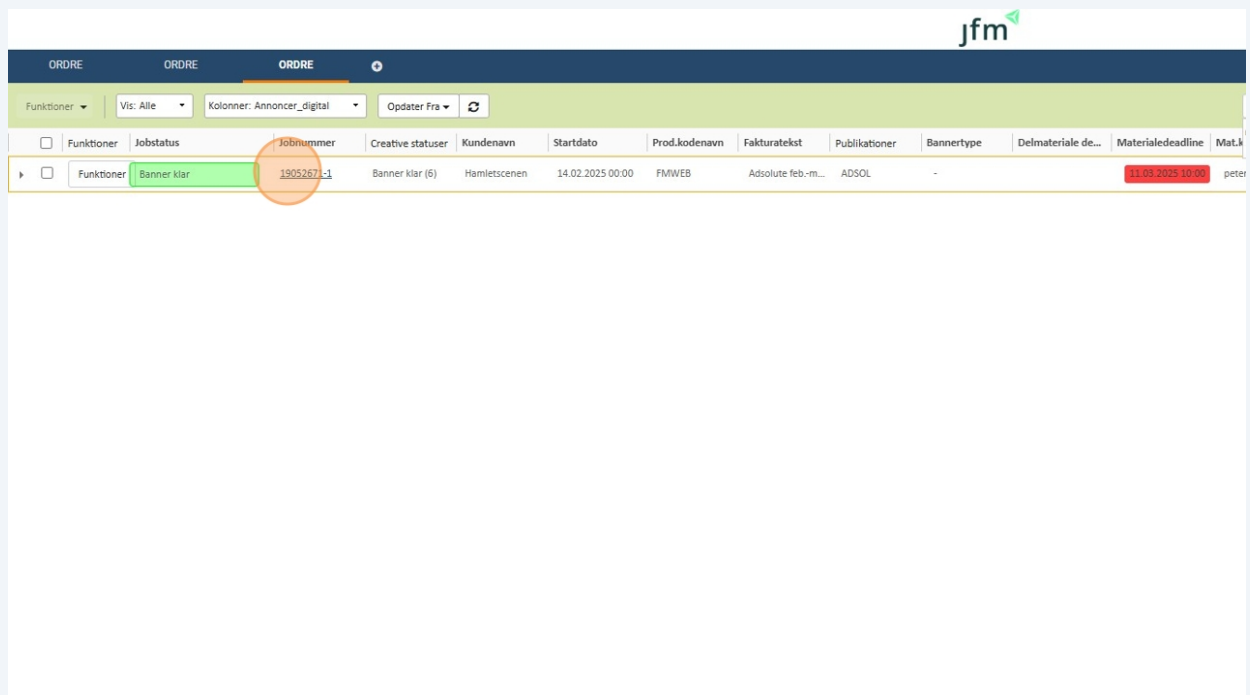
Vælg filter

Fjern filter

Chbpe

Publikationstitel	Første indr.	Bred	Højde (B)
-------------------	--------------	------	-----------

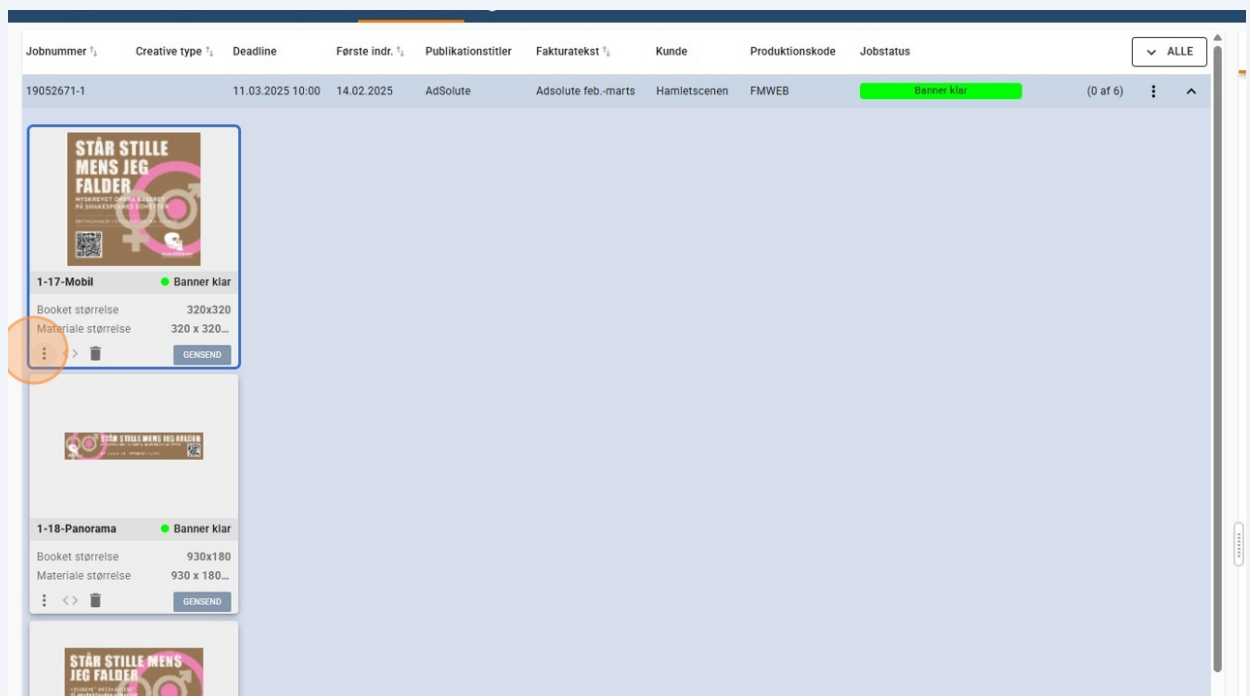
5 Klik på ordrenummeret.



The screenshot shows the jfm software interface with a table of orders. The table has columns for various order details. An orange circle highlights the job number '19052671-1' in the 'Jobnummer' column.

Funktioner	Jobstatus	Jobnummer	Creative statuser	Kundenavn	Startdato	Prod.kodenavn	Fakturatekst	Publikationer	Bannertype	Delmateriale de...	Materialedeadline	Mat.k
►	Funktioner	Banner klar	19052671-1	Banner klar (6)	Hamletscenen	14.02.2025 00:00	FMWEB	Adsolute feb.-m...	ADSOL	-	11.03.2025 10:00	peter

6 Klik på de tre prikker.

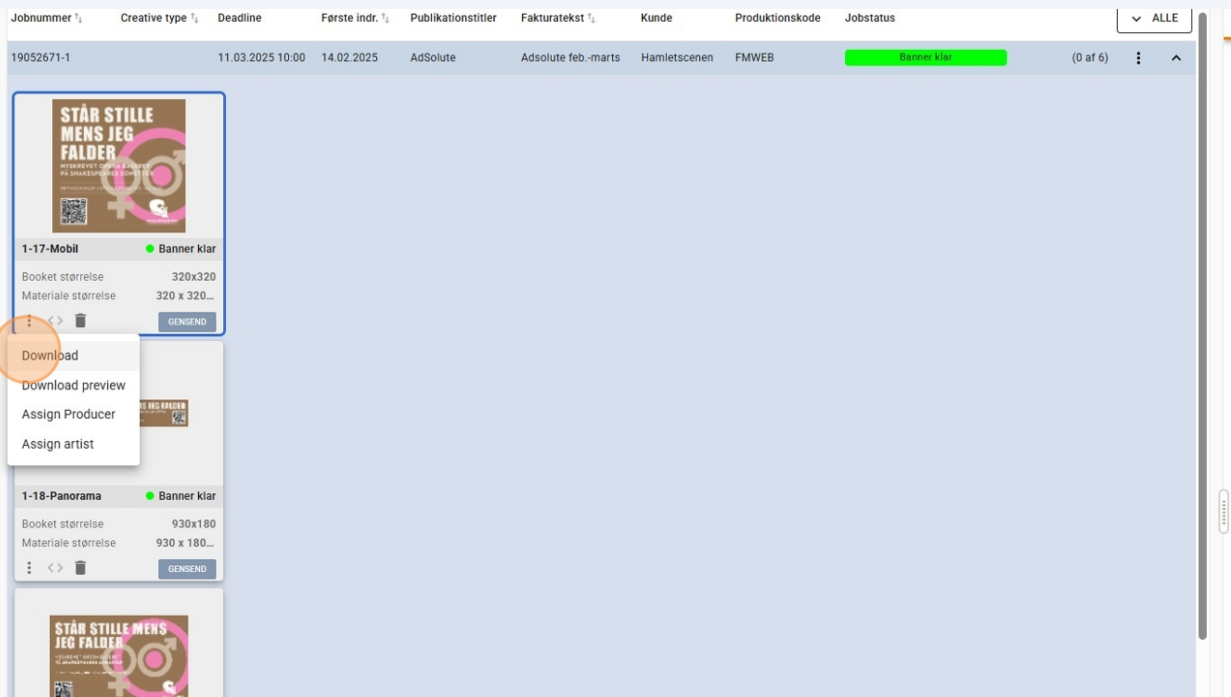


The screenshot shows a detailed view of an order in the jfm software. The order details are displayed in a table-like format. An orange circle highlights the three dots menu icon next to the '1-17-Mobil' banner.

Jobnummer	Creative type	Deadline	Første indr.	Publikationstitler	Fakturatekst	Kunde	Produktionskode	Jobstatus
19052671-1		11.03.2025 10:00	14.02.2025	AdSolute	Adsolute feb.-marts	Hamletscenen	FMWEB	Banner klar

Below the table, there are two banner cards. The first card is titled '1-17-Mobil' and shows a book cover for 'STÅR STILLE MENS JEG FALDER'. It has a green status indicator 'Banner klar' and a 'GENSEND' button. An orange circle highlights the three dots menu icon next to the banner. The second card is titled '1-18-Panorama' and shows a book cover for 'STÅR STILLE MENS JEG FALDER'. It also has a green status indicator 'Banner klar' and a 'GENSEND' button.

7 Klik "download".



8 Download alle bannere individuelt.

9 Klik på nummeret (hyperlink) under GAM.

ingør.dk

Display
• 70.000,00

Display
Produktionstype
• Færdigmateriale
Produktionsmetode
• Kunden benytter tidligere anvendt materiale

SmartBooking
[Klik her »](#)
Cross Ad
[19075452 »](#)
GAM
[3726722056 »](#)
Display

Egenskaber for sager
Registrering
ID: 848034
Ejer: Christine Balle Peder
Status: Afsluttet
Sagstype: Booking
Kategori: CO Digital
Salg: Markedsføring Står s
Salg/Nummer: 5851444
DEADLINE:
Udsat til:
Tags: Smartbooking ☒ Simp
Tilføj tag
Prioritet: Haster (MA)

[gbladesites&utm_medium=banner&utm_campaign=Staar_stille_mens_jeg_falder](#)

10 Klik ind på line item'et på ordren i GAM.

Home

Delivery

Orders

Line items

Creatives

Native

Delivery tools

Inventory

Reporting

Admin

ID: 3726722056 Time: Mar 11, 2025 12:00 AM GMT+1 - Apr 3, 2025 11:59 PM GMT+2 Total projected value: DKK2,000.00 Total booked impressions: 0

Line items: Draft (1) Needs creatives (1)

Impressions 0 Viewable impressions N/A Clicks 0 CTR 0.0%

Approve Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress
☐	Hamletscenen - Står stille mens jeg falder - Dagbladesites 11/03/2025-03/04/2025 - CA# 19075452 - Display ID: 6942132862 300x250, 160x600, 320x320, 300x600, 930x180, 930x600 Needs creatives		https://booking.jfmedier.dk/dagbladesites/56678cb619b15779895f4fc796fhd1	Draft Not reserved	Standard Normal	Mar 11, 2025 12:00 AM GMT+1	Apr 3, 2025 11:59 PM GMT+2	N/A

Go to page: 1 of 1 Show rows: 100 1 - 1 of 1

11 Dobbelttjek at informationerne stemmer overens med Smartbookingen.

Add sizes or native formats

Show creative details

Labels

Competitive exclusion settings

Same advertiser exception

Comments

Custom fields

Type to search

SmartBooking URL*

https://booking.jfmedier.

Open Measurement Viewability Partner

Start time*

3/11/2025 12:00 AM GMT+1

End time*

4/3/2025 11:59 PM

Allow grace period

Blackouts

12 Skal der indsættes demografi, datapunkt og/eller frekvens, følg step 13-20. Skal kampagnen afvikle uden, fortsæt til step 21.

13

Demografi, datapunkt og frekvens skal manuelt indsættes på kampagnen. Klik på "Show more".

Inventory

Reporting

Admin

Rotate creatives

Optimized

Child-directed ads

Don't serve on child-directed requests

Day and time

☐ Set days and times

Frequency

☐ Set per user frequency cap

Add targeting

Q Add targeting preset

Save as preset

Explore traffic data

Inventory

amtsavisen.dk

Geography

Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK

Show more

Check inventory

Check inventory

Save Back

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Hold øje med "Frekvens" i Smartbooking.

Hvis der er frekvens, så vinges "Set per user frequency cap" af under "Frequency". Indsæt de værdier, der er i Smartbookingen på GAM kampagnen.

14 Klik på "Custom targeting".

The screenshot shows a sidebar on the left with navigation links: Creatives, Native, Delivery tools, Inventory, Reporting, and Admin. The main content area has a top section with settings: 'Optimized' (dropdown), 'Child-directed ads' (set to 'Don't serve on child-directed requests'), 'Day and time' (checkbox for 'Set days and times'), and 'Frequency' (checkbox for 'Set per user frequency cap'). Below this is the 'Add targeting' section, which includes a search bar 'Add targeting preset', a 'Save as preset' button, and an 'Explore traffic data' button. A table lists various targeting options, each with a status icon (green checkmark) and an edit icon (pencil). The 'Custom targeting' row is highlighted with an orange circle.

Targeting Type	Status	Value	Edit
Inventory	✓	amtsavisen.dk	
Custom targeting	✓	All custom key-values	
Geography	✓	Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	
Mobile application with in-app browser	✓	All mobile applications	
Device category	✓	All device categories	
Browser	✓	All browsers	
Operating system	✓	All operating systems	
Browser language	✓	All browser languages	
Device capability	✓	All device capabilities	

15 Klik på pilen ud fra "Select...".

This screenshot shows the 'Add targeting' section in more detail. It includes the same search bar and buttons as the previous image. Below the table, there is an 'Add advanced expression' section. It features a 'Select...' dropdown menu, which is highlighted with an orange circle. To the right of the dropdown is a 'Clear' button. Below the dropdown is an 'Or' button. The table below this section shows the same targeting options as before, but the 'Custom targeting' row is no longer highlighted.

Save Rank

16 Vælg "STEP Network: Omniseq (omniseq)".

The screenshot shows the targeting configuration interface. On the left, a sidebar contains links for Native, Delivery tools, Inventory, Reporting, and Admin. The main area is titled 'Add targeting'. A dropdown menu is open, showing a list of targeting options. The option 'STEP Network: Omniseq (omniseq)' is highlighted with an orange circle. Below the dropdown, there is a table of targeting criteria:

Category	Value	Action
Geography	✓ Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	Edit
Mobile application with in-app browser	✓ All mobile applications	Edit
Device category	✓ All device categories	Edit

17 Søg efter den specifikke demografi eller datapunkt.

The screenshot shows the targeting configuration interface. The 'Add targeting' section is active. A search bar is present with the text 'Add targeting preset'. Below it, there is a table of targeting criteria:

Category	Value	Action
Inventory	✓ amtsavisen.dk	Edit
Custom targeting	✓	Edit
Geography	✓ Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	Edit
Mobile application with in-app browser	✓ All mobile applications	Edit
Device category	✓ All device categories	Edit

18 Ving de specifikke aldersgrupper/datapunkter af.

Day and time ⓘ
☐ Set days and times

Frequency ⓘ
☐ Set per user frequency cap

Add targeting

Q Add targeting preset

Inventory ✓ amts...

Custom targeting

[Add advanced expression](#)

STEP Network: ... is any of

[Or](#)

Geography ✓ Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK

- ☐ Select all
- ☐ women
- ☐ video-gaming_esports
- ☐ video-gaming
- ☐ travel_camping
- ☐ travel_beach-travel
- ☐ travel_adventure-travel
- ☐ travel
- ☐ technology-computing_consumer
- ☐ technology-computing_computing
- ☐ technology-computing_ai
- ☐ technology-computing
- ☐ sustainability

age_18-24 X age_25-34 X
age_35-44 X age_45-54 X
age_55-64 X
age_65_plus X

Search or paste a comma-separa...

19 Klik på "Save".

Inventory

Reporting

Admin

Browser	✓ All browsers	✎
Operating system	✓ All operating systems	✎
Browser language	✓ All browser languages	✎
Device capability	✓ All device capabilities	✎
Device manufacturer	✓ All device manufacturers	✎
Bandwidth	✓ All bandwidths	✎
Mobile carrier	✓ All mobile carriers	✎
User domain	✓ All user domains	✎
Inventory type	✓ All inventory types	✎
Inventory format	✓ All inventory formats	✎

[Show less](#)

Check inventory [Check inventory](#)

[Save](#) [Back](#)

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20

Klik på "Check inventory".

Kan kampagnen ikke nå at afvikle sine visninger i perioden, informeres Client Manageren, og vi spørger om, vi må øge geografien eller lign.

21

Klik ind på "Creatives" på GAM kampagnen.

22

Klik på "Bulk upload creatives".

Det er også muligt at uploade bannerne enkeltvis. Her trykkes der på "Add creative" -> "New creative" og vælg det korrekte bannerformat.

Line item type: Standard Line item ID: 6942132862 Duration: Mar 11, 2025 12:00 AM GMT+1 - Apr 3, 2025 11:59 PM GMT+2

Goal: 70K Impressions

Impressions 0 Clicks 0 0.00% CTR

Needs creative
0 out of 6 expected

Settings **Creatives (0)** Forecast Troubleshoot

Needs creatives (6): Add creatives or line item will not show ads [Learn more](#)

Size	Needed	Action
160x600	1 needed	New creative Existing creative
320x320	1 needed	New creative Existing creative
300x250	1 needed	New creative Existing creative
930x180	1 needed	New creative Existing creative
930x600	1 needed	New creative Existing creative
300x600	1 needed	New creative Existing creative

Add creative **Bulk upload creatives**

Search

Name	Status	Sequence	Start time	End time	Click-through URL	Weight	Targeting Name	Impressions	Click-through
1 of 1 line items									

Back

23

Når alle bannerne er uploadet, klikkes der på "Continue".

Bulk upload creatives

Drop file here or [Browse](#)

GIF, JPG/JPEG, PNG, JS, TXT, HTML, HTM, ZIP. Maximum of 50 files.

- JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px.jpg
- JFM_HS_StaarStille_930x180px.jpg-JFM_HS_StaarStille_930x180px.jpg
- JFM_HS_StaarStille_930x600px.jpg-JFM_HS_StaarStille_930x600px.jpg
- JFM_HS_StaarStille_300x250px.jpg-JFM_HS_StaarStille_300x250px.jpg
- JFM_HS_StaarStille_160x600px.jpg-JFM_HS_StaarStille_160x600px.jpg
- JFM_HS_StaarStille_300x600px.jpg-JFM_HS_StaarStille_300x600px.jpg

Continue Cancel

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24 Markér alle bannerne i højre side.

Manager 360

Search for tools, features, and more

Hamletscenen > Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 > Hamletscenen - Står stille mens jeg falder... > Add more creatives

New creative

Type: Image

Settings

Name* JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px

Target ad unit size* 320x320

Image files

☒ Upload an image file ☐ Use a remote image

☒ 1x density ☐ 1.5x density ☐ 2x density

Drop file here or Browse

JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px.jpg
94 KB | 320x320 (Custom) | 1x density

Destination* Click-through URL

Advanced settings Orientation Any

6 creatives

None selected Bulk edit Delete

Creative Name

- ☐ JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px
- ☐ JFM_HS_StaarStille_930x180px.jpg-JFM_HS_StaarStille_930x180px
- ☐ JFM_HS_StaarStille_930x600px.jpg-JFM_HS_StaarStille_930x600px
- ☐ JFM_HS_StaarStille_300x250px.jpg-JFM_HS_StaarStille_300x250px
- ☐ JFM_HS_StaarStille_160x600px.jpg-JFM_HS_StaarStille_160x600px
- ☐ JFM_HS_StaarStille_300x600px.jpg-JFM_HS_StaarStille_300x600px

25 Klik på "Bulk edit".

Manager 360

Search for tools, features, and more

Hamletscenen > Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 > Hamletscenen - Står stille mens jeg falder... > Add more creatives

New creative

Type: Image

Settings

Name* JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px

Target ad unit size* 320x320

Image files

☒ Upload an image file ☐ Use a remote image

☒ 1x density ☐ 1.5x density ☐ 2x density

Drop file here or Browse

JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px.jpg
94 KB | 320x320 (Custom) | 1x density

Destination* Click-through URL

Advanced settings Orientation Any

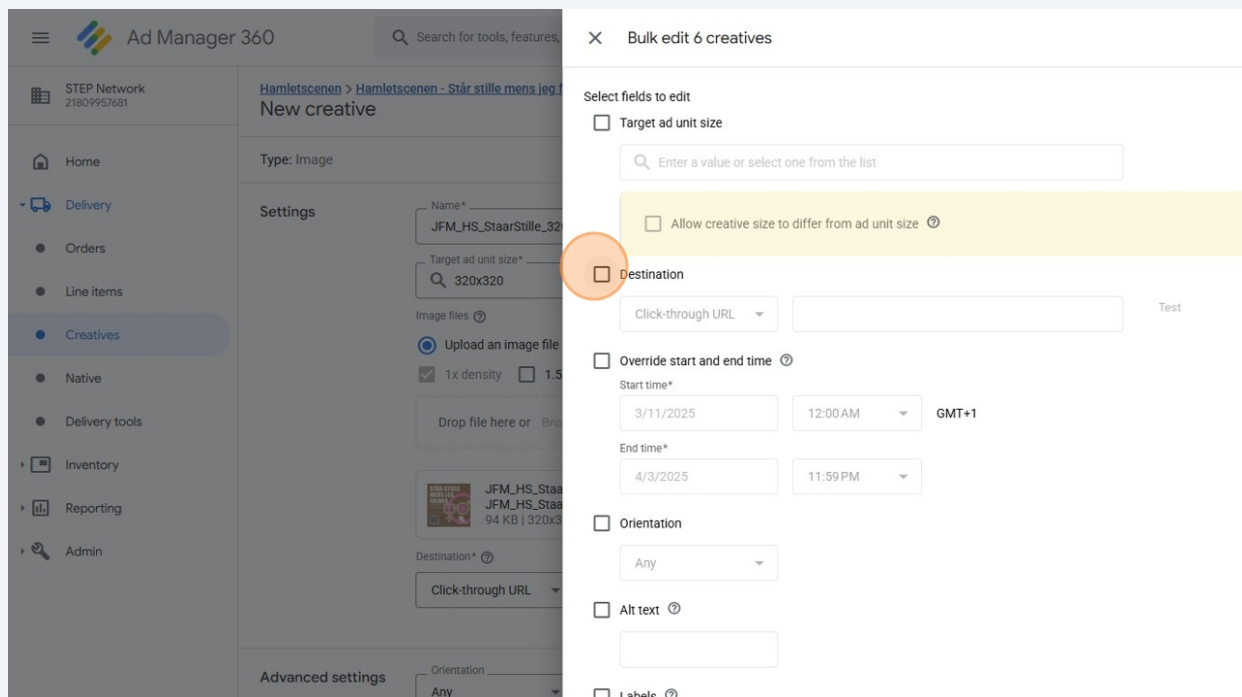
6 creatives

6 selected Bulk edit Delete

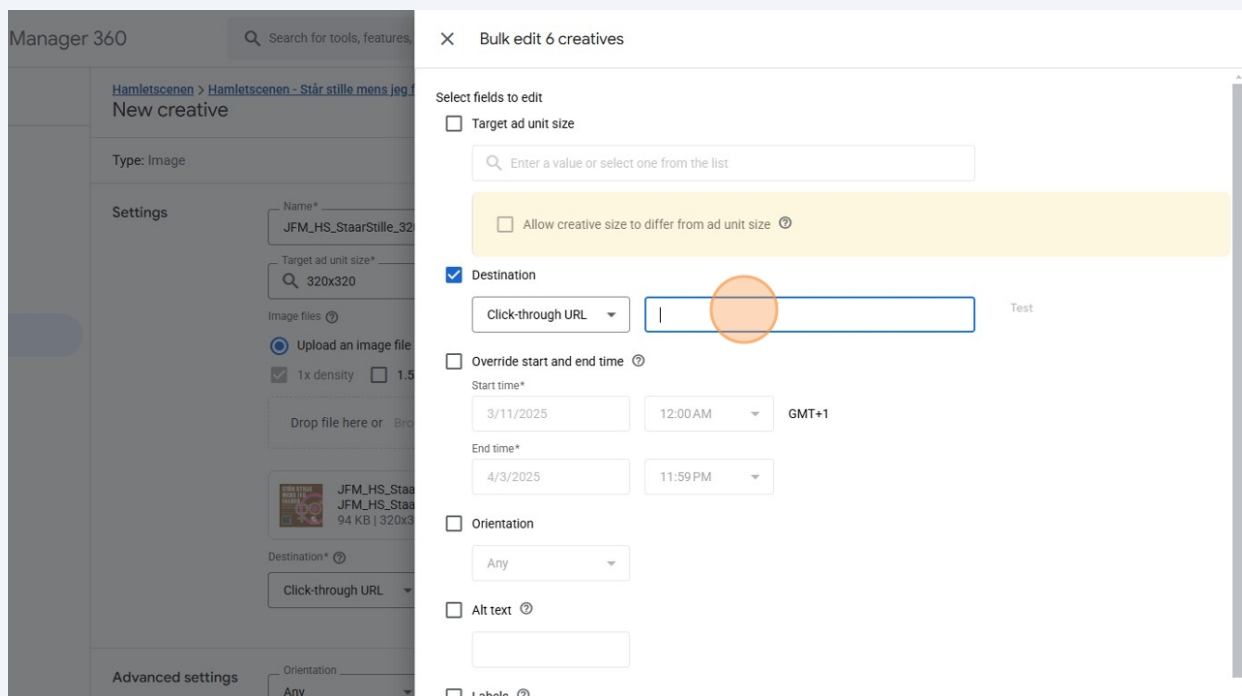
Creative Name

- ☒ JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px
- ☒ JFM_HS_StaarStille_930x180px.jpg-JFM_HS_StaarStille_930x180px
- ☒ JFM_HS_StaarStille_930x600px.jpg-JFM_HS_StaarStille_930x600px
- ☒ JFM_HS_StaarStille_300x250px.jpg-JFM_HS_StaarStille_300x250px
- ☒ JFM_HS_StaarStille_160x600px.jpg-JFM_HS_StaarStille_160x600px
- ☒ JFM_HS_StaarStille_300x600px.jpg-JFM_HS_StaarStille_300x600px

26 Klik på "Destination".



27 Indsæt landingpagen.



28 Tryk på "Test" for, at tjekke om linket virker.

29 Tryk på "Done".

The screenshot shows the Facebook Ads interface with the 'Creatives' section selected in the left sidebar. The main panel is divided into two sections: 'Settings' and 'Advanced settings'.

Settings:

- Name***: JFM_HS_StaarStille_32
- Target ad unit size***: 320x320
- Image files**: Upload an image file (selected), 1x density, 1.5
- Drop file here or**: Bro
- Destination***: Click-through URL (selected). A 'Test' button is visible next to the URL field.

Advanced settings:

- Orientation**: Any
- Alt text**:
- Labels**: Type to search
- Custom fields**: Type to search
- Show ad badging on these creatives**: (checked)

At the bottom of the 'Advanced settings' panel, there are 'Save' and 'Cancel' buttons. Below the 'Show ad badging' checkbox, there are 'Done' and 'Cancel' buttons. The 'Done' button is highlighted with an orange circle.

30 Tryk på "Save".

Home

Delivery

- Orders
- Line items
- Creatives**
- Native
- Delivery tools

Inventory

Reporting

Admin

Type: Image

Settings

Name* JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px

Target ad unit size* 320x320

Image files

☒ Upload an image file ☐ Use a remote image

☒ 1x density ☐ 1.5x density ☐ 2x density

Drop file here or Browse

JFM_HS_StaarStille_320x320px.jpg-JFM_HS_StaarStille_320x320px.jpg 94 KB | 320x320 (Custom) | 1x density

Destination* Click-through URL https://www.hamletscenen.dk/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Staar_stille_mens_jeg_falder Test

Advanced settings

Orientation Any

Alt text

Save Cancel

6 creatives

6 selected Bulk

- ☒ Creative Nam
- ☒ JFM_HS_St.jpg-JFM_HS_0px
- ☒ JFM_HS_St.jpg-JFM_HS_0px
- ☒ JFM_HS_St.jpg-JFM_HS_0px
- ☒ JFM_HS_St.jpg-JFM_HS_0px
- ☒ JFM_HS_St.jpg-JFM_HS_0px
- ☒ JFM_HS_St.jpg-JFM_HS_0px

1 of 6 creatives

31 Klik på ordrenavnet for at komme tilbage til ordren.

Ad Manager 360

Search for tools, features, and more

Network 157681

All orders > Hamletscenen > Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 >

Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 1907545... Draft

Line item type: Standard Line item ID: 6942132862 Duration: Mar 11, 2025 12:00 AM GMT+1 - Apr 3, 2025 11:59 PM GMT+2

Goal: 70K Impressions

Impressions 0 Clicks 0 0.00% CTR

Settings Creatives (6) Forecast Troubleshoot

Add creative Bulk upload creatives

Search

☐	Name	Status	Sequence	Start time ↓	End time	Click-through URL	Weight	Targeting Name	Impressions	Clicks	CTR
☐	JFM_HS_StaarStille_300x600px.jpg JFM_HS_StaarStille_300x600px ID: 138509906490 300x600 Image	Active	N/A	Mar 11, 2025 12:00 AM GMT+1	Apr 3, 2025 11:59 PM GMT+2	https://www.hamletscenen.dk/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Staar_stille_mens_jeg_falder Test	N/A	N/A	0	0	
	JFM_HS_StaarStille_320x320px.jpg JFM_HS_StaarStille_320x320px ID: 138510085835 320x320			Mar 11, 2025	Apr 3, 2025	https://www.hamletscenen.dk/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Staar_stille_mens_jeg_falder					

32 Markér line item'et.

The screenshot shows the Google Ads interface with the 'Line items' section selected. The top navigation bar includes 'Home', 'Delivery', 'Orders', 'Line items', 'Creatives', 'Native', 'Delivery tools', 'Inventory', 'Reporting', and 'Admin'. The 'Orders' section is highlighted. The main content area displays the 'Line items' table for order ID 3726722056. The table has columns: Starred, Name, Targeting, SmartBooking URL, Status, Type, Start time, End time, and Progress. A red circle highlights the 'Needs creatives' status icon next to the line item 'Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 - Display'. The status is 'Draft' and 'Not reserved'. The table also shows 'Impressions: 0', 'Viewable impressions: N/A', 'Clicks: 0', and 'CTR: 0.0%'. The 'Approve' button is highlighted with a red circle.

Line items: Draft (1) Needs creatives (1)

Impressions: 0 Viewable impressions: N/A Clicks: 0 CTR: 0.0%

Approve Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress
☒	Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 - Display ID: 6942132862 300x250, 320x320, 930x600, 930x180, 300x600, 160x600 Needs creatives		https://booki ng.jfmedier.d k/dagbladesi tes/56678cb 619b157798 95dfc796fhd	Draft Not reserved	Standard Normal	Mar 11, 2025 12:00 AM GMT+1	Apr 3, 2025 11:59 PM GMT+2	N/A

Go to page: 1 of 1 Show rows: 100 1 - 1 of 1

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33 Klik på "Approve".

The screenshot shows the Google Ads interface with the 'Line items' section selected. The top navigation bar includes 'Home', 'Delivery', 'Orders', 'Line items', 'Creatives', 'Native', 'Delivery tools', 'Inventory', 'Reporting', and 'Admin'. The 'Orders' section is highlighted. The main content area displays the 'Line items' table for order ID 3726722056. The table has columns: Starred, Name, Targeting, SmartBooking URL, Status, Type, Start time, End time, and Progress. A red circle highlights the 'Approve' button next to the line item 'Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 - Display'. The status is 'Draft' and 'Not reserved'. The table also shows 'Impressions: 0', 'Viewable impressions: N/A', 'Clicks: 0', and 'CTR: 0.0%'. The 'Approve' button is highlighted with a red circle.

Line items: Draft (1) Needs creatives (1)

Impressions: 0 Viewable impressions: N/A Clicks: 0 CTR: 0.0%

Approve Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

1 selected Edit Pause Resume Activate Copy to Release inventory Archive Add existing creative

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress
☒	Hamletscenen - Står stille mens jeg falder - Dagbladesites - 11/03/2025-03/04/2025 - CA# 19075452 - Display ID: 6942132862 300x250, 320x320, 930x600, 930x180, 300x600, 160x600 Needs creatives		https://booki ng.jfmedier.d k/dagbladesi tes/56678cb 619b157798 95dfc796fhd	Draft Not reserved	Standard Normal	Mar 11, 2025 12:00 AM GMT+1	Apr 3, 2025 11:59 PM GMT+2	N/A

34

Tjek at status ændrer sig til "Ready". Hvis ikke, vil kampagnen ikke gå i gang. Tag et screenshot af, at kampagnen er klar til at gå i gang.

ID: 3739036702 Time: Apr 12, 2025 12:00 AM GMT+2 - Apr 22, 2025 4:00 PM GMT+2 Total projected value: DKK5,000.00 Total booked impressions: 111,111

Line items: **Ready (1)**

Impressions	Viewable impressions	Clicks	CTR
0	N/A	0	0.0%

Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item Search

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress	Rate
☐	EFB Elite A/S (MP) - Kampagne 3: Fredericia 12.04.2025 - 22.04.2025 - Dagbladesites - 12/04/2025-22/04/2025 - CA# 19092840 - Display ID: 6957938564 300x250, 320x320, 160x900		https://bookings.jfmedier.dk/dagbladesites/aba9b52c3a7a533495946f7a07c4a1f4n	Ready	Standard Normal	Apr 12, 2025 12:00 AM GMT+2	Apr 22, 2025 4:00 PM GMT+2	N/A	DKK45.00 CPM

Go to page: 1 of 1 Show rows: 100 1 - 1 of 1

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35

Indsæt screenshot'et i en kommentar på sagen.

Meddelelser Detaljer Ændringslog

GAM kampagne er approved:

All orders > Randers Kommune >

Order: Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 Settings

ID: 3734101887 Time: Mar 31, 2025 12:00 AM GMT+2 - Apr 6, 2025 11:59 PM GMT+2 Total projected value: DKK2,250.00 Total booked impressions: 50,000

Line items: **Ready (1)** **Needs creatives (1)**

Impressions	Viewable impressions	Clicks	CTR
0	N/A	0	0.0%

Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress	Rate	Goal	Impressions	Revenue (in 7 days)	Clicks	CTR	Viewable impressions
☐	Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 ID: 3734101887		https://bookings.jfmedier.dk/dagbladesites/aba9b52c3a7a533495946f7a07c4a1f4n	Ready	Standard Normal	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	N/A	DKK45.00	50,000	0	N/A	0	0.00%	

Verdana 11pt B / U A1

0t 0m 12s Intern Gem

(System) 19-03-2025 11:04

Nordbyen kalder

36 Klik "Færdiggør" på Smartbookingen.

Startdato	Slutdato	Site	Visninger	Materiale
31/03/2025	06/04/2025	WMA - Amtsavisen.dk	Display • 50.000,00	Display Produktionstype • Færdigmateriale Produktionsmetode • CO indhenter materialet

Valgte bannerformater - Display

- Stickybanner - 160x600
- Sticky (stor) - 300x600
- Artikelbanner - 300x250
- Megabanner - 930x600
- Panoramabanner - 930x180
- Mobil/App-banner - 320x320

Landingpage - Display

https://nordbyenkalder.randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&

Ordren afventer. Brug knapperne herunder, når du har gennemgået den:

Færdiggør

Slet SB Ordre

(Skal slettes manuelt af CO)

Du kan se salget i SmartBooking ved at:

Klik her

37 Klik på "Ja".



Kunde

CVR nr: 29189668

Randers Kommune, (Kundenummer: 776258)

Marie Dalsgaard Ulrikkeholm (tlf. +4521408911)

marie.dalsgaard.ulrikkeholm@randers.dk

Version 2.66 (Klik [her](#) for at se mere)

38 Opret en mail på sagen i SO. Vær opmærksom på ikke at inkludere SO-ticket'en i mailen.



Ny

Find sag

Høj prioritet

Middel Prioritet

Egne aktive sa...

ID 851487
31.03 - Randers Kom...

ID 849130
Bilmesse Og Brugtm...

ID 848890
Jb Motorservice ApS ...

ID 85510-
Kampagnefor

Fritekstsøgning

31.03 - Randers Kommune, (776258)

Marie Dalsgaard Ulrikkeholm, Randers Kommune,

Ejer: Christine Balle Pedersen

Registreret: 19-03-2025 11:04

DEADLINE:

Meddelelser

Detaljer

Ændringslog

Til:

Tilføj modtager

39 Klik på "Tilføj tekst" ikonet.

The screenshot shows a campaign setup interface. On the left, there's a preview of an email or landing page with the header "De bedste hilsner" and "Christine B. Pedersen, Customer Operations". Below this is a logo for "jfm" and a message "Det, der binder os sammen, er det, der binder os sammen. Vi passer godt på hinanden." The main area on the right is a large white box with the text "Vælg et element, der skal vises." (Select an element to be displayed). At the bottom, there's a toolbar with several icons. A red circle highlights the "Tilføj tekst" (Add text) icon, which is a document with a pencil. Other icons include a link, a list, and a trash can. To the right of the toolbar, there's a "Send" button and a "0t Om 4s" (0 seconds in 4 seconds) timer. Below the main area, there's a section titled "GAM kampagne er approved:" with details about the campaign, including the order number "19081695" and the date "31/03/2025-06/04/2025".

40 Klik på "Svarskabeloner".

The screenshot shows a campaign setup interface. At the top, there's a header with "Ejer: Christine Balle Pedersen" and "Registreret: 19-03-2025 11:04". Below this is a "DEADLINE:" field. The main area is divided into three tabs: "Meddelelser" (Messages), "Detaljer" (Details), and "Ændringslog" (Change log). The "Meddelelser" tab is active. Below the tabs, there's a "Til:" field with the email address "Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk>". To the right of this field is a "Tilføj modtager" (Add recipient) button. Below the "Til:" field, there's a large white box with the text "Vælg et element, der skal vises." (Select an element to be displayed). A dropdown menu is open, showing a list of options. A red circle highlights the "Svarskabeloner" (Reply templates) option. Other options in the menu include "FAQ", "CO digital - svarskabeloner", "CO Ordrebekræftelser - Nyt ...", "Cookie", "Customer Success - Svarkab...", "Digisupport", "Diverse", "Henvendelse Business site", "Jobdanmark", "Løbende salg - skabeloner", "Mit SuperOffice", and "Ordrebekræftelse Jobdanma...".

41 Klik på "CO digital - svarskabeloner".

The screenshot shows a web interface with a dark green sidebar on the left containing various icons. The main content area has a header with 'Registreret: 19-03-2025 11:04' and 'DEADLINE:'. Below this is a navigation bar with 'Meddelelser', 'Detaljer', and 'Ændringslog'. The 'Til:' field shows 'Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk>'. A dropdown menu is open, displaying a search bar 'Søg efter et element' and a list of categories. The 'Svaskabeloner' category is expanded, showing sub-items: 'FAQ', 'CO digital - svaskabeloner' (highlighted with an orange circle), 'Diverse', 'Fejlrapportering', 'KAM', 'Kampagnestartmail', 'Ordrebekræftelser', 'Tværmediale ordrebekr...', 'CO Ordrebekræftelser - Nyt ...', 'Cookie', 'Customer Success - Svaskab...', and 'Dizisupport'. The background shows a preview of an email from 'Christine B. Pedersen' with the 'jfm' logo. At the bottom, there are buttons for 'Ot Om 8s', 'Ekstern', and 'Send'.

42 Vælg "Kampagnestartmail".

This screenshot is similar to the previous one, but the dropdown menu is now showing the 'Kampagnestartmail' sub-item under the 'KAM' category, which is highlighted with an orange circle. The rest of the interface, including the sidebar, header, and email preview, remains the same. The 'Send' button is now visible at the bottom right.

43

Indsæt kundens mail, hvis den ikke automatisk er indsat.
Ret informationerne til i [] felterne.
Alle informationer kan ses på SO-ticket.



31.03 - Randers Kommune, (/ / 6258)
Marie Dalsgaard Ulrikkeholm, Randers Kommune,

Ejer: Christine Balle Pedersen

Registreret: 19-03-2025 11:04

DEADLINE:

Meddelelser Detaljer Ændringslog

Til:  Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk>  Tilføj modtager

Hej [Kundens Navn],

Ordre: [Indsæt ordrenummer]

Din digitale [Indsæt kampagnetype] er nu klar til at starte!

Vi er glade for at kunne informere om, at jeres digitale kampagne er klar til at gå live og er planlagt til at køre fra [Startdato] til og med [Slutdato]. Hvis I har spørgsmål til ovenstående, er I velkomne til at svare på denne mail.

De bedste hilsner

Christine B. Pedersen

44

CC "Booker" af Smartbookingen på mailen.



Marie Dalsgaard Ulrikkeholm, Randers Kommune,

Ejer: Christine Balle Pedersen

Registreret: 19-03-2025 11:04

DEADLINE:

Meddelelser Detaljer Ændringslog

Til:  Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk>  Tilføj modtager

Cc:  Diana Skaarup <diska@jfm.dk>  Tilføj modtager

Bcc: Tilføj modtager

Hej Marie,

Ordre: 19081695

Din digitale Dagbladesites kampagne er nu klar til at starte!

Vi er glade for at kunne informere om, at jeres digitale kampagne er klar til at gå live og er planlagt til at køre fra 31.03.2025 til og med 06.04.2025. Hvis I har spørgsmål til ovenstående, er I velkomne til at svare på denne mail.

De bedste hilsner

Christine B. Pedersen
Customer Operations Advisor

Tlf. 63 45 22 00 – tast 2

45 Send mailen afsted.

46 Klik på "Status" i højre side.

The screenshot shows a web application interface for case registration. At the top, there is a header bar with the text "ID: 851487 Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kalder)" and several icons. Below the header, there is a main content area divided into two sections. The left section contains a list of cases, with a "Vis alle (4)" button and a "Besvaret" button. The right section is titled "Egenskaber for sager" and contains a "Registrering" form. The form fields are: ID: 851487, Ejer: Christine Balle Pedersen, Status: Modtaget (highlighted with an orange circle), Sagstype: Modtaget, Kategori: Under behandling, Salg: Afsluttet, Salg/Nummer: > Udsat, DEADLINE: Ordre sendt, Udsat til: Afventer materiale, Afventer kunde, Afventer intern, Tags: , and Prioritet: Middel prioritet - Denne uge (MA).

ID: 851487 Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kalder)

Vis alle (4)

Forløbet tid: 2m Besvaret

planlagt til at køre fra 31.03.2025 til og med 06.04.2025.

Egenskaber for sager

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: Modtaget

Sagstype: Modtaget

Kategori: Under behandling

Salg: Afsluttet

Salg/Nummer: > Udsat

DEADLINE: Ordre sendt

Udsat til: Afventer materiale
Afventer kunde
Afventer intern

Tags:

Prioritet: Middel prioritet - Denne uge (MA)

47 Klik på "Afsluttet".

Forløbet tid: 2m Besvaret

planlagt til at køre fra 31.03.2025 til og med 06.04.2025.

Egenskaber for sager Gem Afbryd

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: **Afsluttet**

Sagstype: Booking

Kategori: CO Digital/Bannersalg

Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kald...

Salg/Nummer: 5853150

DEADLINE:

Udsat til:

Tags: Smartbooking Simpel digital booking

Tilføj tag

Prioritet: Middel prioritet - Denne uge (MA)

48 Husk at trykke på "Gem".

Fritekstsøgning

ID 851487 1.00 - Randers Kom... ID 849130 Blimesse Og Brugtm... ID 848890 Jb Motorservice ApS... ID 855104 Kampagneforlængels... CO digital - Åb...

ID: 851487 Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kalder) ☆ ↺ ↻ ⌵

Forløbet tid: 2m Besvaret

planlagt til at køre fra 31.03.2025 til og med 06.04.2025.

Egenskaber for sager

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: Afsluttet

Sagstype: Booking

Kategori: CO Digital/Bannersalg

Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kald...

Salg/Nummer: 5853150

DEADLINE:

Udsat til:

Tags: Smartbooking Simpel digital booking

Tilføj tag

Prioritet: Middel prioritet - Denne uge (MA)