



ensana

CAMPAIGN BUILDER USER GUIDE

2020



ensana

HOW TO USE THE CAMPAIGN NAME BUILDER

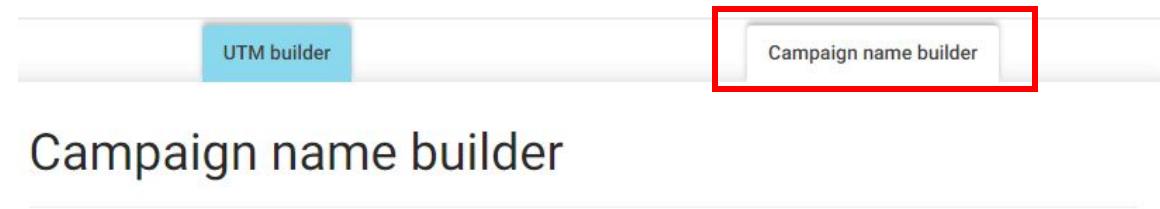
Access here:

<https://ensana-utm-builder.siteapp.hu/campaign-name-builder>

CAMPAIGN NAME BUILDER

Select the campaign name builder

Click on the campaign name builder.



[You can find the campaign name structure here](#)

CAMPAIGN NAME BUILDER – Network

Selecting the type of the campaign's network

Select the network, in which the campaign is going to run.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*

YT

Select one

GSN

GDN

YT

Campaign type*

Select one

BRAND / LOCATION / HOTEL

Select one

Campaign language

Select one

Campaign country

Select one

Type (hotels destination)*

Select one

Manager*

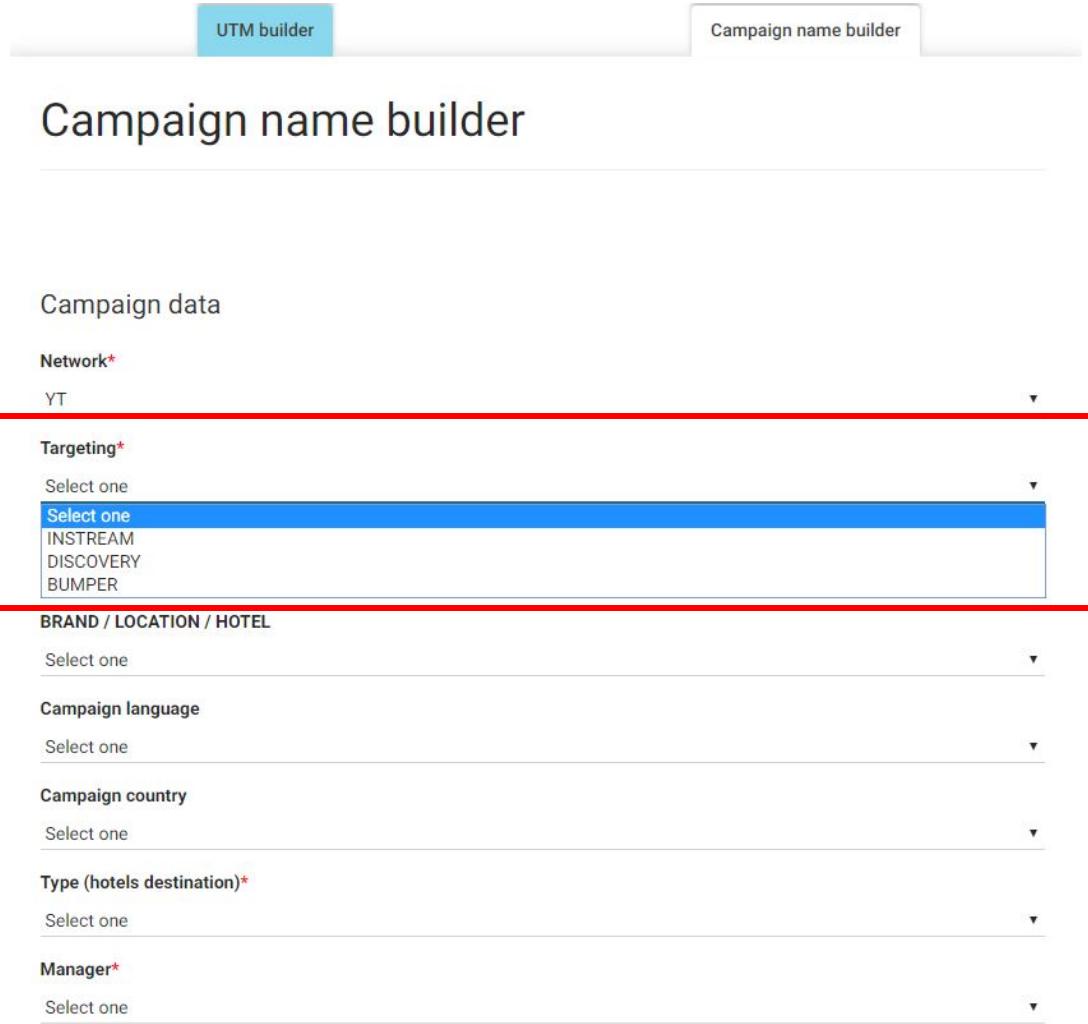
Select one



CAMPAIGN NAME BUILDER – Targeting

Selecting the type of the campaign's targeting

According to the network in which the campaign will be running on, choose the appropriate targeting type from the dropdown menu.



The image shows a screenshot of a 'Campaign name builder' interface. At the top, there are two tabs: 'UTM builder' (which is active, indicated by a blue background) and 'Campaign name builder'. Below the tabs, the title 'Campaign name builder' is displayed. The form is divided into several sections: 'Campaign data', 'Network*', 'Targeting*', 'BRAND / LOCATION / HOTEL', 'Campaign language', 'Campaign country', 'Type (hotels destination)*', and 'Manager*'. The 'Targeting*' section is highlighted with a red box. It contains a dropdown menu with the following options: 'Select one', 'INSTREAM', 'DISCOVERY', and 'BUMPER'. The 'INSTREAM' option is the selected item, as indicated by a blue background.

Campaign name builder

Campaign data

Network*

YT

Targeting*

Select one

Select one

INSTREAM

DISCOVERY

BUMPER

BRAND / LOCATION / HOTEL

Select one

Campaign language

Select one

Campaign country

Select one

Type (hotels destination)*

Select one

Manager*

Select one

CAMPAIGN NAME BUILDER – Campaign type

Selecting the type of the campaign

Choose the appropriate campaign type from the dropdown menu.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
Select one

Campaign Type*
Select one

- Select one
- LOC
- BRAND
- HOTEL
- MEDICAL
- PACKAGE
- SERVICE

Campaign country
Select one

Type (hotels destination)*
Select one

Manager*
Select one

CAMPAIGN NAME BUILDER – Brand/Location/Hotel

Selecting the name of Brand/Location/Hotel

According to the chosen type of campaign, pick the appropriate name from the dropdown menu.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
INSTREAM

Campaign Type*
LOC

BRAND / LOCATION / HOTEL

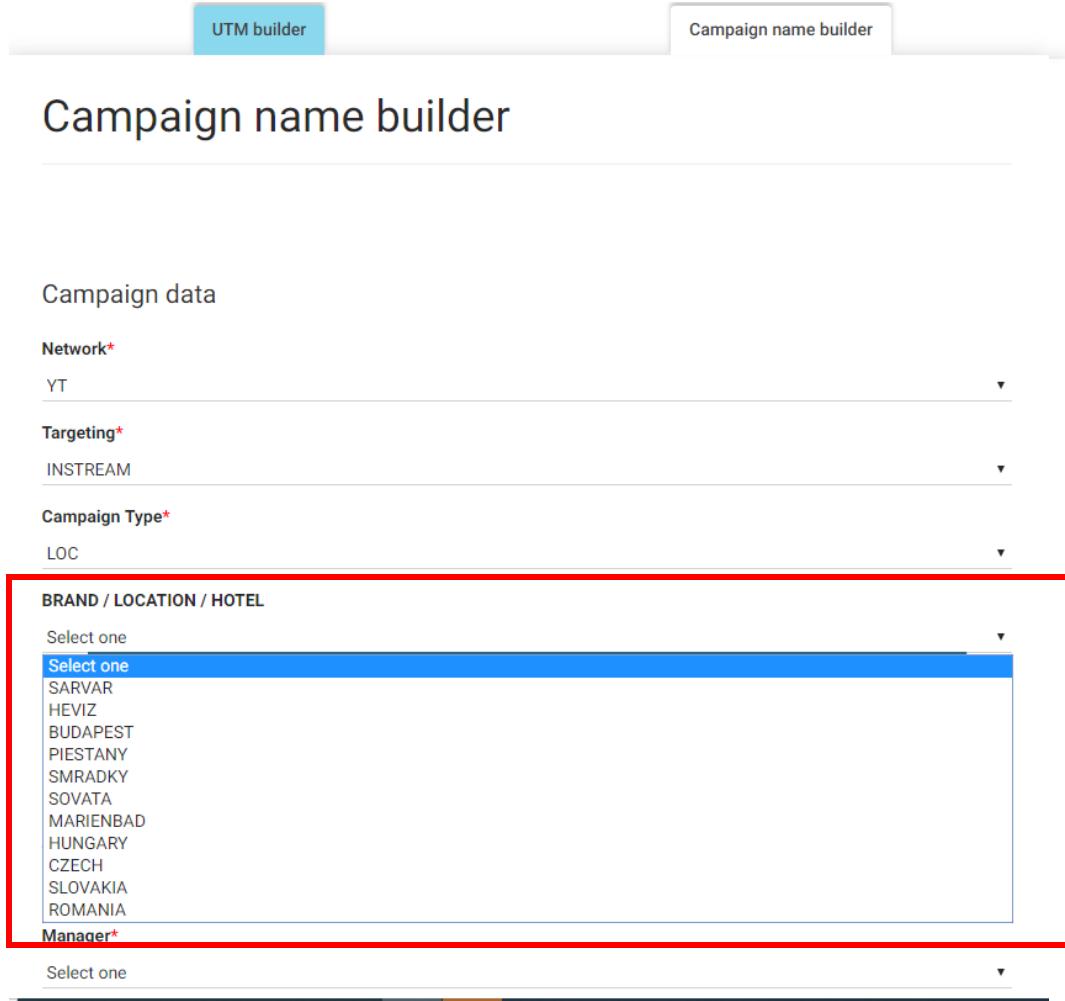
Select one

Select one

- SARVAR
- HEVIZ
- BUDAPEST
- PIESTANY
- SMRADKY
- SOVATA
- MARIENBAD
- HUNGARY
- CZECH
- SLOVAKIA
- ROMANIA

Manager*

Select one



CAMPAIGN NAME BUILDER – Campaign language

Selecting the language of the campaign

Pick the language of the campaign.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
INSTREAM

Campaign Type*
LOC

BRAND / LOCATION / HOTEL

Select one

Campaign language

Select one

Select one
HU
EN
DE
CZ
SK
RU
RO

Manager*

Select one

CAMPAIGN NAME BUILDER – Campaign country

Selecting the country of the campaign

Choose the country in which the campaign is going to be advertised in.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Select one

- HUN
- GBR
- GER
- USA
- CAN
- SWE
- ITA
- RUS
- FRA
- CZE
- BEL
- NLD
- SVK
- DNK
- ISR
- NOR
- AUT
- IRL
- ESP

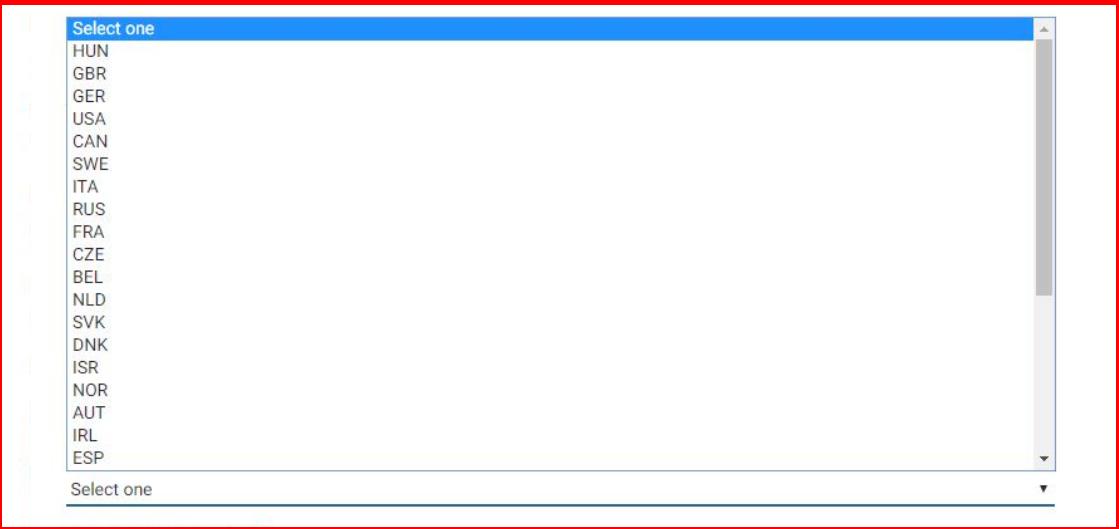
Select one

Type (hotels destination)*

Select one

Manager*

Select one



CAMPAIGN NAME BUILDER – Manager

Selecting the manager

Select the manager / agency, who will advertise the campaign.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
INSTREAM

Campaign Type*
LOC

BRAND / LOCATION / HOTEL
Select one

Campaign language
Select one

Campaign country
Select one

Type (hotels destination)*

Select one

INTREN
MATTHIAS

Select one

CAMPAIGN NAME BUILDER– Submit

Submitting your values

Click on the Submit button, to generate the campaign name.

Campaign name builder

Campaign data

Network*

YT

Targeting*

DISCOVERY

Campaign Type*

LOC

BRAND / LOCATION / HOTEL

MARIENBAD

Campaign language*

DE

Campaign country*

DACH

Type (hotels destination)*

CZ-HOTELS

Manager*

INTREN

SUBMIT

Campaing name builder

OK! Campaign name generation successful!

YT_DISCOVERY_LOC_MARIENBAD_DE_DACH_CZ-HOTELS_MATTHIAS

Copy to clipboard

BACK

Thank you for keeping the ENSANA tagging structure consistence!

If any questions should arise,
please contact HQ!

