



ensana

CAMPAIGN BUILDER USER GUIDE

2020



HOW TO USE THE CAMPAIGN NAME BUILDER

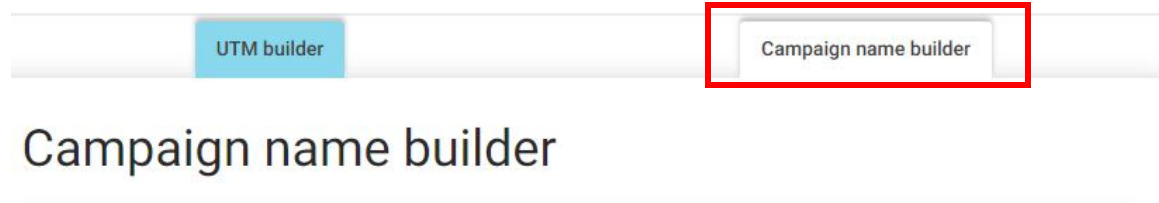
Access here:

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

CAMPAIGN NAME BUILDER

Select the campaign name builder

Click on the campaign name builder.

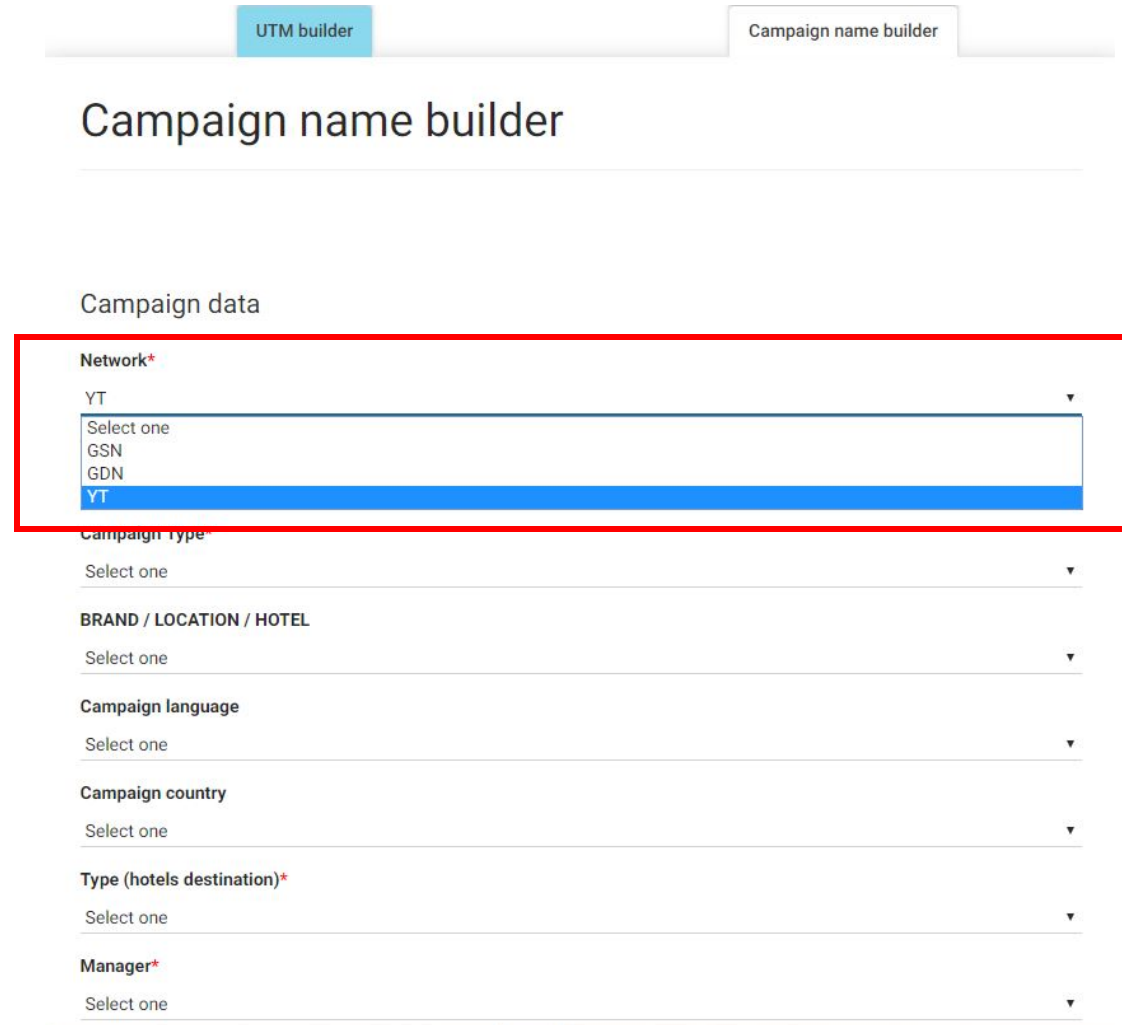


[You can find the campaign name structure here](#)

CAMPAIGN NAME BUILDER – Network

Selecting the type of the campaign's network

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



The screenshot shows the 'Campaign name builder' interface. At the top, there are two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, the title 'Campaign name builder' is displayed. Underneath, the section 'Campaign data' is visible. The 'Network*' dropdown menu is open, showing a list of options: 'Select one', 'GSN', 'GDN', and 'YT'. The 'YT' option is highlighted in blue. Below the 'Network*' dropdown, there are several other dropdown menus: 'Campaign type*' (with 'Select one' as the current selection), 'BRAND / LOCATION / HOTEL' (with 'Select one' as the current selection), 'Campaign language' (with 'Select one' as the current selection), 'Campaign country' (with 'Select one' as the current selection), 'Type (hotels destination)*' (with 'Select one' as the current selection), and 'Manager*' (with 'Select one' as the current selection).

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

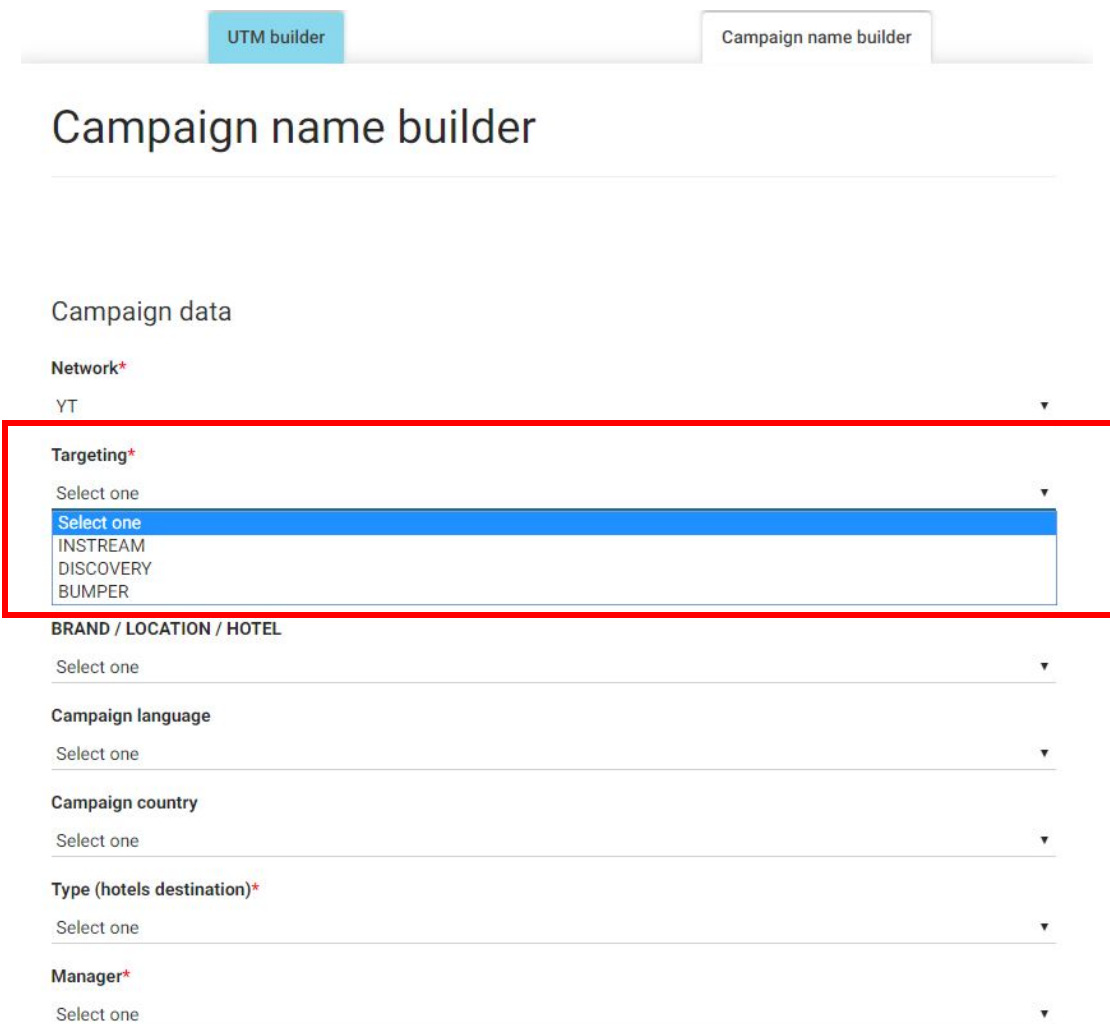
Manager*

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 screenshot shows the 'Campaign name builder' interface. At the top, there are two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, the title 'Campaign name builder' is displayed. The form contains several fields, each with a dropdown menu. The 'Targeting*' field is highlighted with a red rectangle, and its dropdown menu is open, showing the following options: 'Select one' (highlighted in blue), 'INSTREAM', 'DISCOVERY', and 'BUMPER'. Other fields include 'Network*' (set to 'YT'), 'BRAND / LOCATION / HOTEL' (set to 'Select one'), 'Campaign language' (set to 'Select one'), 'Campaign country' (set to 'Select one'), 'Type (hotels destination)*' (set to 'Select one'), and 'Manager*' (set to 'Select one').

UTM builder Campaign name builder

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

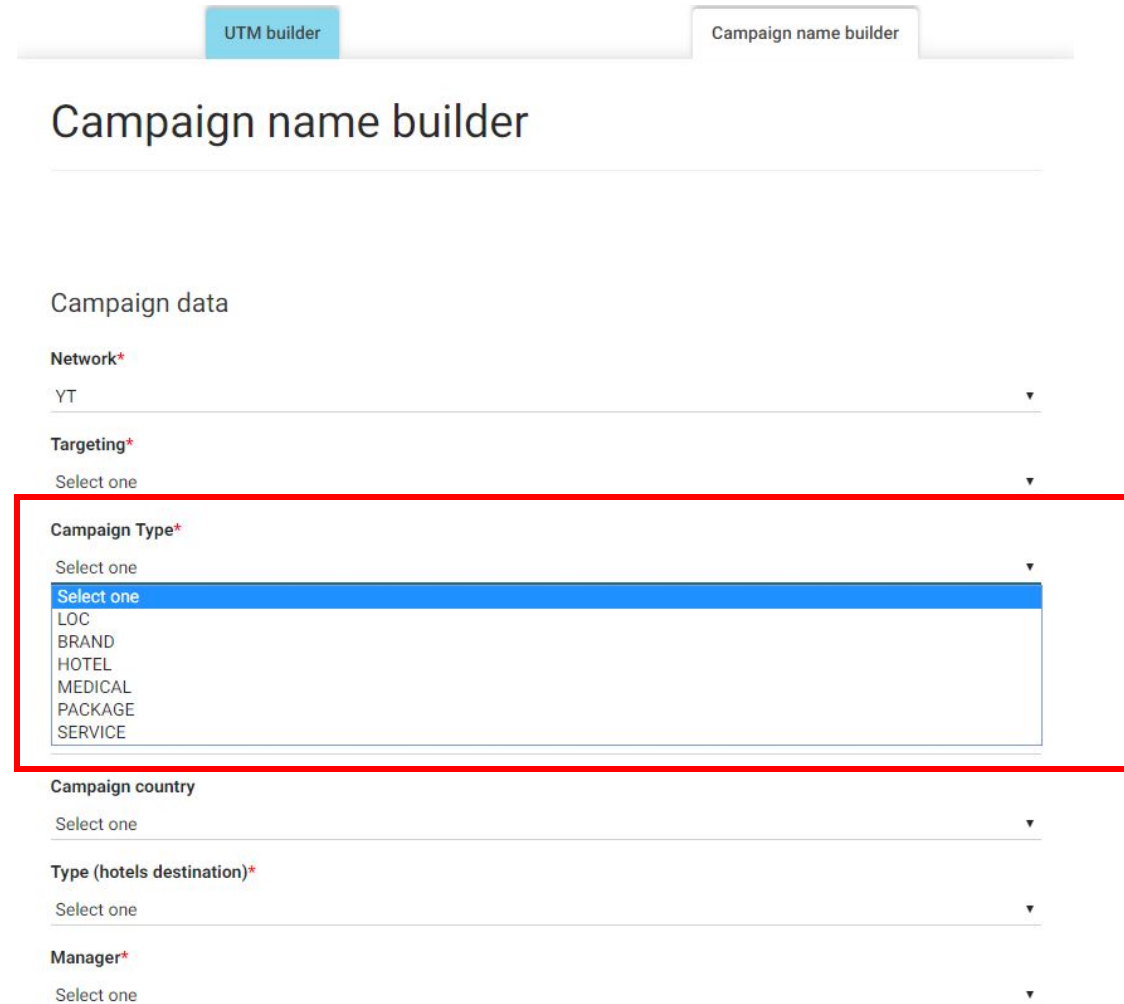
Manager*

Select one

CAMPAIGN NAME BUILDER – Campaign type

Selecting the type of the campaign

Choose the appropriate campaign type from the dropdown menu.



The screenshot shows the 'Campaign name builder' interface. At the top, there are two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, the title 'Campaign name builder' is displayed. The form contains several dropdown menus for campaign data. The 'Campaign Type*' dropdown is highlighted with a red rectangle and is currently open, showing a list of options: 'Select one', 'LOC', 'BRAND', 'HOTEL', 'MEDICAL', 'PACKAGE', and 'SERVICE'. The 'Select one' option is highlighted in blue. Other dropdowns include 'Network*' (set to 'YT'), 'Targeting*' (set to 'Select one'), 'Campaign country' (set to 'Select one'), 'Type (hotels destination)*' (set to 'Select one'), and 'Manager*' (set to 'Select one').

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
Select one

Campaign Type*
Select one
LOC
BRAND
HOTEL
MEDICAL
PACKAGE
SERVICE

Campaign country
Select one

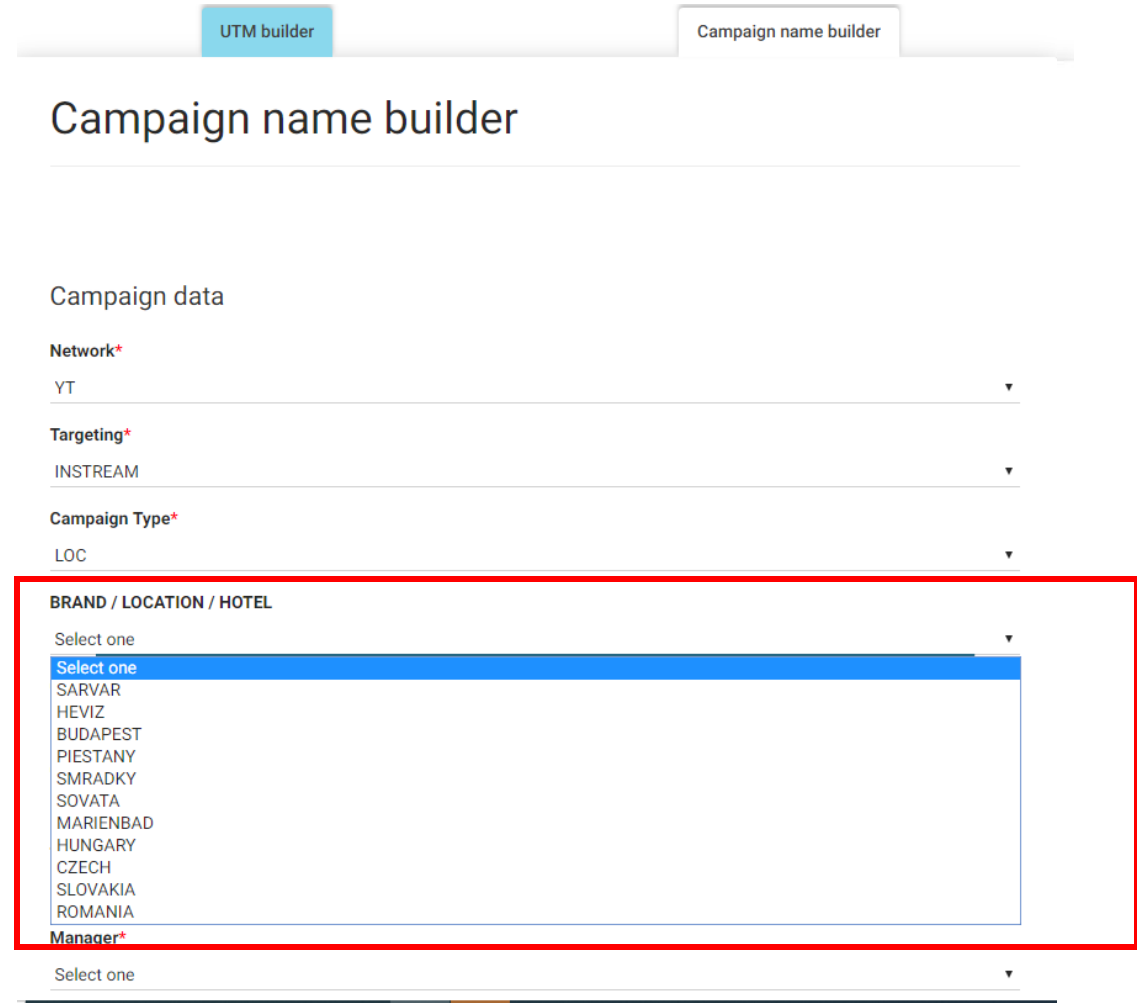
Type (hotels destination)*
Select one

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.



The screenshot shows the 'Campaign name builder' interface. It has two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, there is a section titled 'Campaign data' with three dropdown menus: 'Network*' (selected: YT), 'Targeting*' (selected: INSTREAM), and 'Campaign Type*' (selected: LOC). Below these is a dropdown menu labeled 'BRAND / LOCATION / HOTEL' which is currently open, showing a list of options: 'Select one', 'Select one', 'SARVAR', 'HEVIZ', 'BUDAPEST', 'PIESTANY', 'SMRADKY', 'SOVATA', 'MARIENBAD', 'HUNGARY', 'CZECH', 'SLOVAKIA', 'ROMANIA', and 'Manager*'. The 'Select one' option at the top of the list is highlighted in blue. Below this dropdown is another dropdown menu labeled 'Manager*' with 'Select one' as the selected option. A red rectangular box highlights the 'BRAND / LOCATION / HOTEL' dropdown menu and its list of options.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
INSTREAM

Campaign Type*
LOC

BRAND / LOCATION / HOTEL

Select one

Select one

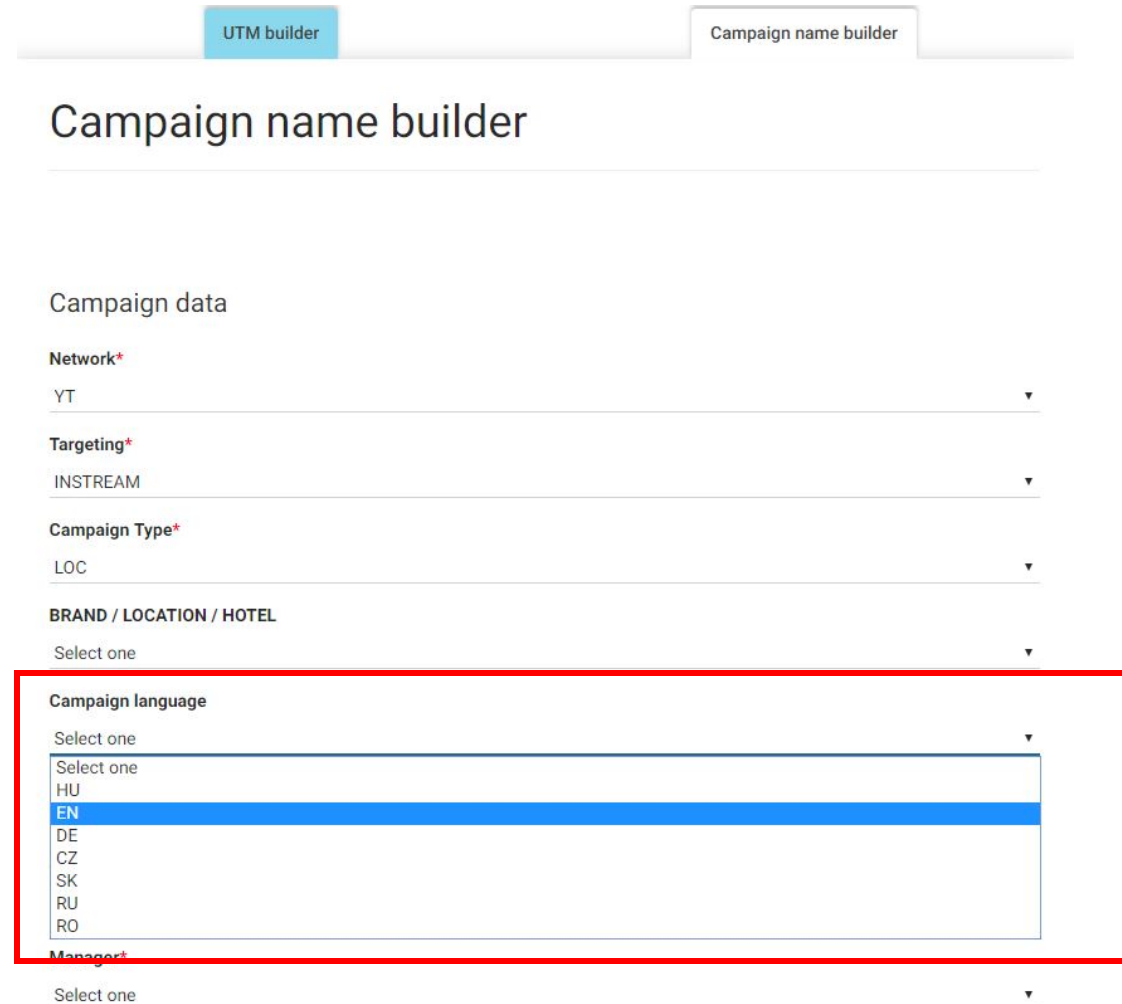
SARVAR
HEVIZ
BUDAPEST
PIESTANY
SMRADKY
SOVATA
MARIENBAD
HUNGARY
CZECH
SLOVAKIA
ROMANIA

Manager*
Select one

CAMPAIGN NAME BUILDER – Campaign language

Selecting the language of the campaign

Pick the language of the campaign.



The screenshot shows the 'Campaign name builder' interface. It has two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, the title 'Campaign name builder' is displayed. Underneath, there is a section titled 'Campaign data' containing several dropdown menus: 'Network*' (selected: YT), 'Targeting*' (selected: INSTREAM), 'Campaign Type*' (selected: LOC), and 'BRAND / LOCATION / HOTEL' (selected: Select one). The 'Campaign language' dropdown is highlighted with a red box and is currently open, showing a list of language codes: HU, EN (highlighted in blue), DE, CZ, SK, RU, and RO. Below the 'Campaign language' dropdown is the 'Manager*' dropdown, which is currently set to 'Select one'.

UTM builder Campaign name builder

Campaign name builder

Campaign data

Network*
YT

Targeting*
INSTREAM

Campaign Type*
LOC

BRAND / LOCATION / HOTEL
Select one

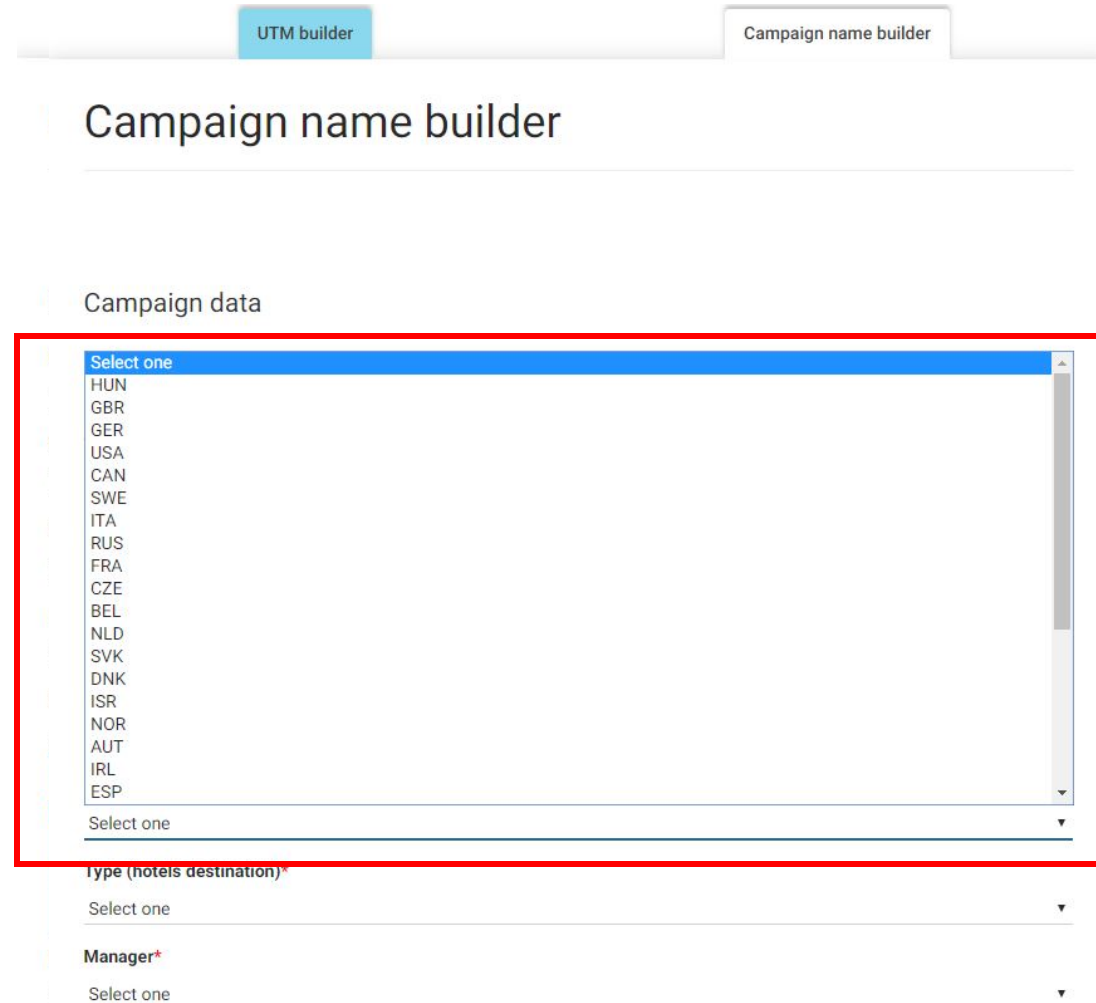
Campaign language
Select one
Select one
HU
EN
DE
CZ
SK
RU
RO

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.



The screenshot shows a web interface for a 'Campaign name builder'. At the top, there are two tabs: 'UTM builder' and 'Campaign name builder'. The 'Campaign name builder' tab is active. Below the tabs, the title 'Campaign name builder' is displayed. Underneath, there is a section labeled 'Campaign data'. A red rectangular box highlights a dropdown menu within this section. The dropdown menu is open, showing a list of country codes: HUN, GBR, GER, USA, CAN, SWE, ITA, RUS, FRA, CZE, BEL, NLD, SVK, DNK, ISR, NOR, AUT, IRL, and ESP. The dropdown is labeled 'Select one' at the top and bottom. Below the highlighted dropdown, there are two more dropdown menus. The first is labeled 'Type (hotel's destination)*' and the second is labeled 'Manager*'. Both are also labeled 'Select one' at the bottom.

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 (hotel's 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

Campaign 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!

