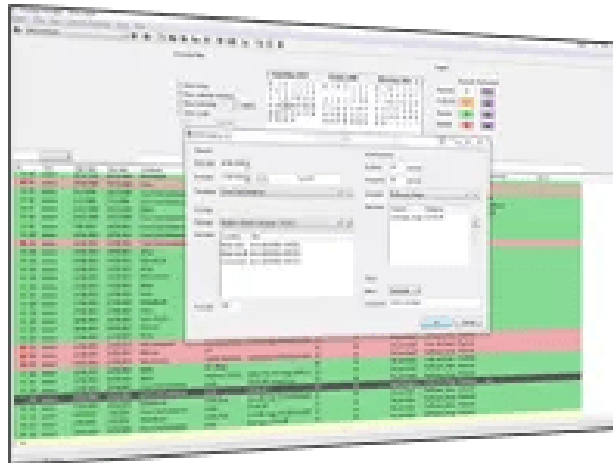# Campaign Manager

Complete ad management platform, integrated with Barco's content scheduling and distribution engine



The Campaign manager is a complete ad management platform that's flawlessly integrated with Barco's content scheduling and distribution engine, the DISplay Studio and IDS server. Campaign manager comes with full security management, allowing the administrator to define different users, each with a specific role (sales, office, admin) and access rights. The campaign manager is based on a client server architecture, the server being centrally located while the client applications are deployed to all users.

- Define advertising spaces for multiple sites and assign displays to those spaces

- Define time slots for each advertising space with its specific cost rating for sale

- Check availability of free slots at every space

- Allocate and book campaigns

- Have a full history of all campaigns by customer

- Manage the list of customers

- Assign specific content templates to each booking

- Select content templates to fill up the remaining non allocated advertising space

- Approval and release process for all bookings

- Automatic procedure to generate the playlists of all bookings in a specific sequence

- Add business tags to each customer which will detect competitors in the same time slot during booking

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