

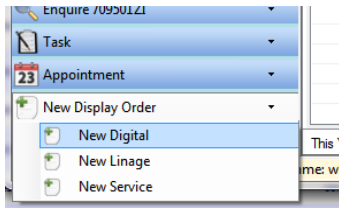


## Talent Tracker – How to book a Talent Tracker campaign

### What is Talent Tracker?

A targeted job advertisement that will allow a customer to put their recruitment advert in front of the desired demographic.

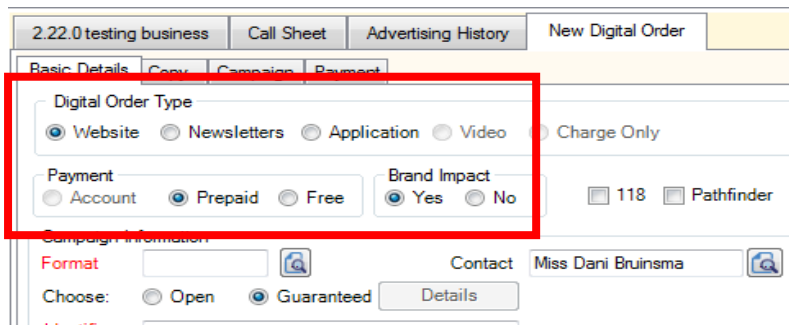
### How to book an order



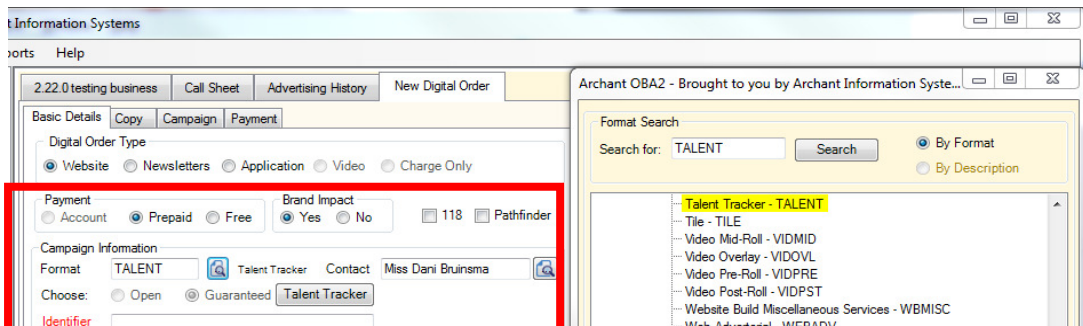
Open customer record and Start a New Digital Order.

### BASIC DETAILS TAB

Set the Order type to **Website**, select the appropriate Payment method and select the appropriate Brand Impact setting.



Within Campaign Information, set the Format to '**TALENT**'. You can either search for Talent Tracker (using the look-up icon) and click Select, or type the word TALENT into the Format box.



Once selected, the Talent Tracker button becomes available. Click on it; this will prompt you to complete the following form:



## 2.24.0 Release – Aug 2017 - Talent Tracker

Talent Tracker order details

Details

**Impressions** 5000 **Budget Amount** £ 75.00

The number of impressions is set to a fixed amount for Talent Tracker.

**Job Title** Project Support Analyst

Enter the official title of the position being advertised.

**Job Sector** IT, Telecoms

Select the job sector that is most relevant to the position being advertised.

**Salary** 20000 **Location** Norwich

Enter the yearly salary for the position. Enter the geographical location for the position.

Close Finish

- The number of Impressions and Budget Amount are fixed at 5,000 impressions = £75
- Enter the Job Title – check accurate spelling
- Choose the Job Sector from the predefined dropdown list.
- Salary is supposed to be an annual salary in £, but you may enter £13 per hour or £200 per week, or whatever is relevant for your customer's advert.
- Location - check accurate spelling

Once complete, click Finish.

Identifier and Flighting Comments will auto-populate and become greyed out, using the information entered on previous screen.

2.22.0 testing business Call Sheet Advertising History New Digital Order

Basic Details Copy Campaign Payment

Digital Order Type

Website  Newsletters  Application  Video  Charge Only

Payment  Account  Prepaid  Free Brand Input  Yes  No  118  Pathfinder

Campaign Information

Format TALENT Talent Tracker Contact Miss Dani Bruinsma

Choose:  Open  Guaranteed Talent Tracker

Identifier TALENTPROJECTSUPPORT

Flighting Comments

Title: Project Support Analyst  
Job Sector: IT, Telecoms  
Salary: 20000  
Location: Norwich



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### COPY TAB

Copy Indicator is set to **Design required** by default so the flying team know they need to do some work on this campaign.

Copy Instructions are pre-populated with the Talent Tracker information and cannot be changed.

Remember to provide the Copy Contact & Proof Contact details.

2.22.0 testing business | Call Sheet | Advertising History | New Digital Order

Basic Details | **Copy** | Campaign | Payment

Copy

Copy Indicator: Design required | Copied From: [ ]

Copy Contact: Mr Steve Bloggs | Email: danibruinsma@gmail.com

Copy Instructions: Title: Project Support Analyst, Job Sector: IT, Telecoms, Salary: 20000, Location: Norwich

Proof Contact: Mr Steve Bloggs | Email: [ ]

### CAMPAIGN TAB

**Edit Placements** – pick the website you would like the revenue allocated to (this is not the website we will flight onto, just where the revenue will sit)

2.22.0 testing business | Call Sheet | Advertising History | New Digital Order

Basic Details | Copy | **Campaign** | Payment

Campaign Information

Edit Placements

End Date: July 2017 | Start Date: 11 July 2017 00:00

End Date: 18 July 2017 23:59

Link URL: [ ]

Check Inventory: 5000 | Guaranteed: 5000

Placements

- Archant Suffolk Test.co.uk
  - Home
    - Home Leader
- Test EDP
  - Home
    - Desktop Billboard
    - Mobile Leader

Copy | Amend | Kill | Rebook | Close

Use the calendar to select the **END date of the jobs24 listing** that relates to this Talent Tracker order. Once you have selected the **END** date, OBA2 will automatically populate the **START** date ie 7 days before the END date.

Because of the artwork that needs to be created, and the time needed to collect the job candidates (before we can re-target them), the absolute earliest END date you can choose is 14 days from now. Days before that are greyed out.





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Link URL: add the URL for the equivalent job listing on Jobs24

2.22.0 testing business Call Sheet Advertising History New Digital Order

Basic Details Copy Campaign Payment

Campaign Information

Edit Placements

End Date: Start Date: 11 July 2017 00:00

End Date: 18 July 2017 23:59

1 Week 1 Month  
3 Months 6 Months  
9 Months 1 Year

Link URL: <https://www.jobs24.co.uk/search-results.aspx?query=djAuMXxQl>

Check Inventory 5000 Guaranteed: 5000

Placements

- Archant Suffolk Test.co.uk
  - Home
  - Home Leader
- Test EDP
  - Home
  - Desktop Billboard
  - Mobile Leader

Copy Amend Kill Rebook Close

### PAYMENT TAB

Vanilla Hair Salon Call Sheet Advertising History 718601CA New Digital Order

Basic Details Copy Campaign Payment

Source code NFSRET04 Sylvie Wheatley

Credit to NFSRET04 Sylvie Wheatley

Customer Order No. PO1234

Mediaforce Order No.

Quoted price £75.00 Reason Contract Price

CPM: 15.00

Gross 75.00

Discount

Net 75.00

Vat 15.00

Total 90.00

Price Save Order

Price and Save this order, as per usual.

**NB: the price is pre-set to £75 before VAT.**



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### PRICE AND SAVE

Send an Order confirmation to your customer, and cc yourself in + the Proforma invoice or the VAT receipt, if applicable.

Order Confirmation and Payment

Display 1 x 1

Vanilla Hair Salon

URN	Website	Page	Placement	Charged To
718602CA	Test EDP	Home	Desktop Billbo...	NOR
	Test EDP	Home	Mobile Leader	NOR

Gross: 75.00  
Discount:  
Net: 75.00  
VAT: 15.00  
Total Inc VAT: 90.00

Thank you for placing your order. OBA2 is now setting up the campaign with the data supplied. This process may take a moment to complete.

Account:  Account  Card  Cash/Cheque

On hold:

Next Order for: Vanilla Hair Salon

Display Order  Keep Same Insertion Dates  
 Digital Order  Next Insertion Dates  
 Lineage Order  Clear All Insertion Dates  
 Service Order

Click Save and wait a few seconds while the campaign is being created.

### EMAIL CONFIRMATION

Now, check your Inbox. You should receive an email confirming the creation of the campaign, and the URL used:

Talent Tracker Campaign Confirmation - 718602CA - Vanilla Hair Salon - Message (HTML)

From: Sylvie.Wheatley@archant.co.uk  
To: Wheatley, Sylvie  
Cc: Trefford, Gareth  
Subject: Talent Tracker Campaign Confirmation - 718602CA - Vanilla Hair Salon

Sent: Wed 05/07/2017 14:37

Talent Tracker Order Confirmation Email

Please read and check the details on this Talent Tracker confirmation email to ensure everything is correct. Please do not reply to this email; if any information is not appearing as booked, please contact flying

**Campaign Details**  
Customer: Vanilla Hair Salon  
Campaign Name: Hairdresser  
URN: 718602CA

Start Date: 12/07/2017  
End Date: 19/07/2017

Impressions: 5000  
Budget Amount: £75.00

**Retargeting Tactics**  
Site Retargeting

Link URL: [www.jobs24.co.uk?utm\\_source=archant&utm\\_campaign=Hairdresser&utm\\_medium=GoTarget&utm\\_term=120717to190717&utm\\_content=718602CA](http://www.jobs24.co.uk?utm_source=archant&utm_campaign=Hairdresser&utm_medium=GoTarget&utm_term=120717to190717&utm_content=718602CA)

