

First Login - Crestone

March 10th, 2015



At the moment, you don't have any videos or any campaigns in motion.

We'd like to start you off by walking you through a basic how-to process.

[Let's get to it.](#)

Dash

[Knowledge Center](#)

[Account](#)

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KC //



- + The Ad Space
- + Crestone
- + Advertising





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KC //



- The Digital Ad Space
 - Networks
 - Agencies
 - Servers
 - DSP Traders
 - SSP's
 - VPAID
 - Click-throughs **NEW**
 - Traffic
- + Crestone
- + Advertising





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KC //



+ The Ad Space

- Crestone

• Placement

• Audience

• Analytics

• Budgeting

• Optimization

• Partners

• Mentors

• Manifest

• Bucketlist

+ Advertising





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KC //



- + The Ad Space
- + Crestone
 - Advertising
 - Making A Good Video
 - Simplicity **UPD**
 - Truth in Sales and Sales in Truth
 - Norm-Challenging
 - Content Matching
 - Interactivity
 - Conversion





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[Logout](#)

Account //



jackostalk
EW & I, LLC
409 E Oak St, Unit B
Lafayette, CO 80026
USA
Graphic Design
1 Person
VISA **** * 4342

[Edit Details](#)

[Edit Billing](#)

[Change Password](#)



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Getting to it.

Crestone is based off of a Campaign Structure.

A campaign, at fundament, is your video released to a particular audience. That audience fits within restraints that you set.

Navigate the restraints using the list at left.

Container

Audience

Budget

Placement

Optimization

Upload

Begin Campaign

Dash

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[Container](#)

[Audience](#)

[Budget](#)

[Placement](#)

[Optimization](#)

[Upload](#)

[Begin Campaign](#)

Containers!

Video is displayed in several 'containers' online.

If you're already up-to-date on the ins-n'-outs, stress thee not, and simply select one below.

Else, our Knowledge Center can drop some foot-notes down to aid in selection.

[Rich Video](#)

[Video](#)

[Mobile](#)

Dash

[Knowledge Center](#)

[Account](#)

[Logout](#)



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Rich Video

Video

Mobile

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KC // Containers ●

Rich Video: These containers are multi-media containers that allow the users to include image and text etc. in overlay

Video: What's the difference between Rich Video and regular Video, aside from multi-media capabilities?

Mobile: Straight to the phone, right?



Container

Audience

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Upload

Begin Campaign

Audience.

Your audience determines who you anticipate reaching with this video campaign.

Select an age range:

_____ to _____ year olds.

A gender:

Female

Male

Don't matter

And a distance from your homebase:

_____ miles.

Dash

Knowledge Center

Account

Logout



Container

Audience

Budget

Placement

Optimization

Upload

Begin Campaign

Audience.

Your audience determines who you anticipate reaching with this video campaign.

Select an age range:

25 to 29 year olds.

A gender:

Female

Male

Don't matter

And a distance from your homebase:

100 miles.

Dash

Knowledge Center

Account

Logout



Container

Audience

Budget

Placement

Optimization

Upload

Begin Campaign

Ooo Budget.

A budget determines how many eyes see your video. We function under two financial options:

1. Set a maximum amount, that when it runs out, that's when the campaign stops.

_____ USD is my total budget.

OR

2. Set a *per diem* amount to spend until you decide you wish to end the campaign.

_____ USD / day is my budget.

Dash

Knowledge Center

Account

Logout



Container

Audience

Budget

Placement

Optimization

Upload

Begin Campaign

Ooo Budget.

A budget determines how many eyes see your video. We function under two financial options:

1. Set a maximum amount, that when it runs out, that's when the campaign stops.

2500 USD is my total budget.

OR

2. Set a *per diem* amount to spend until you decide you wish to end the campaign.

 USD / day is my budget.

Dash

Knowledge Center

Account

Logout

KC // Budget ●

What I would like established is how you're using my money? Why is per diem better? Why is bulk budget better? How is my money being spent? What is the process of spending it?

Etc.



Container

Audience

Budget

Placement

Optimization

Upload

Begin Campaign

Placement.

Choose what platforms display your video. You can select one or multiple.

Web

Mobile

Adult

Dash

Knowledge Center

Account

Logout



Container

Audience

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Optimization

Upload

Begin Campaign

Optimize it right!

Select how you would like us to aim your funds.

Aim for:

Traffic

a High-Quality Audience

Bargain Ad-space

Dash

Knowledge Center

Account

Logout



- Container
- Audience
- Budget
- Placement
- Optimization**
- Upload

[Begin Campaign](#)

Optimize it right!

Select how you would like us to aim your funds.

Aim for:

[Traffic](#)

[a High-Quality Audience](#)

[Bargain Ad-space](#)

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KC // Optimization ●

How do these work? What is Bargain Ad-space? A high-quality audience? Traffic makes sense to me, people coming by, but would I get more traffic on Bargain Ad-space?



Container

Audience

Budget

Placement

Optimization

Upload

[Begin Campaign](#)

Upload your video.

At the moment, you don't have any videos so the first one will have to be uploaded from your hard-drive.

The clip needs to be either 15, 30, or 60 seconds long, mandated by ad-space.

[Select File](#)

Dash

[Knowledge Center](#)

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Container

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Upload

[Begin Campaign](#)

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At the moment, you don't have any videos so the first one will have to be uploaded from your hard-drive.

The clip needs to be either 15, 30, or 60 seconds long, mandated by ad-space.

15s-turner-hooch-prev.mp4

[Change videos](#)

Dash

[Knowledge Center](#)

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[Logout](#)



Container

Audience

Budget

Placement

Optimization

Upload

[Begin Campaign](#)

A double check.

You are beginning a [\\$2500](#) campaign, optimized for [traffic](#).

You want to place it on [web and mobile](#) in [video](#) containers.

Your audience is [25-29](#) year olds, [gender unspecific](#), within [100 miles](#) of your homebase which is [409 E Oak St, Unit B, Lafayette, CO 80026, USA](#).

Select incorrect details to edit them and when you're ready, name the campaign, unless you like the name our generator gave you,

This campaign is: [The Navel George Approach](#)

[Do it](#)

Dash

[Knowledge Center](#)

[Account](#)

[Logout](#)