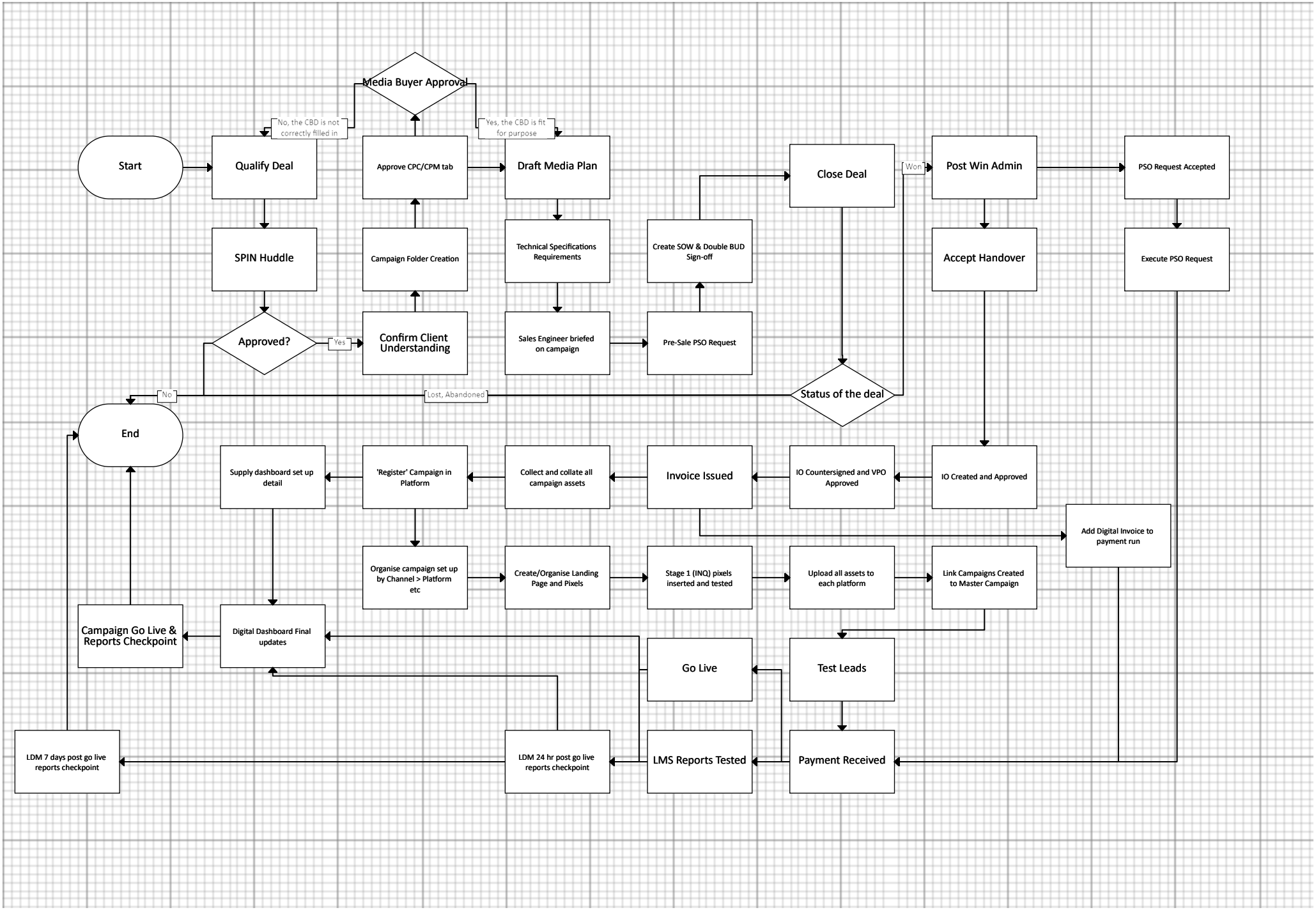
Start
Qualify Deal
No, the CBD is not correctly filled in
Media Buyer Approval
Yes, the CBD is fit for purpose
Approve CPC/CPM tab
Draft Media Plan
Close Deal
Won
Post Win Admin
PSO Request Accepted
SPIN Huddle
Campaign Folder Creation
Technical Specifications Requirements
Create SOW & Double BUD Sign-off
Accept Handover
Execute PSO Request
Approved?
Yes
Confirm Client Understanding
Sales Engineer briefed on campaign
Pre-Sale PSO Request
No
Lost, Abandoned
Status of the deal
End
Supply dashboard set up detail
'Register' Campaign in Platform
Collect and collate all campaign assets
Invoice Issued
IO Countersigned and VPO Approved
IO Created and Approved
Add Digital Invoice to payment run
Organise campaign set up by Channel > Platform etc
Create/Organise Landing Page and Pixels
Stage 1 (INQ) pixels inserted and tested
Upload all assets to each platform
Link Campaigns Created to Master Campaign
Campaign Go Live & Reports Checkpoint
Digital Dashboard Final updates
Go Live
Test Leads
LDM 7 days post go live reports checkpoint
LDM 24 hr post go live reports checkpoint
LMS Reports Tested
Payment Received