Get Started with Jansma VIP Ad Manager

Ad Manager Essentials · https://support.jansma.vip/docs/jansma-vip-ads/ad-manager-essentials/get-started-with-jansma-vip-ad-manager/

Jansma VIP Ad Manager brings campaign planning, delivery, targeting and reporting together in one secure workspace. This guide explains the structure of the platform and the safest route from a new account to a verified campaign.

> **Use the official workspace only.** Sign in at ads.jansma.vip. Check the domain and secure connection before entering account information.

How the workspace is organised

- **Home** provides a performance overview, recent campaign activity, Geo Intelligence and the audit trail.
- **Statistics** contains detailed delivery and performance reporting.
- **Inventory** is where you manage advertisers, campaigns, banners, websites, zones and reusable delivery rule sets.
- **Preferences** contains account and user settings.
- **Geo Intelligence** provides privacy-conscious, aggregated country-level delivery insight.

Recommended setup sequence

1. Create the advertiser that owns the campaign.
2. Create the campaign and define its dates, delivery limits and commercial objective.
3. Add one or more banners with the correct destination URL and dimensions.
4. Create or confirm the website and zone where the banner may appear.
5. Connect the campaign and banners to the intended zone.
6. Add delivery rules only where they support a clear targeting requirement.
7. Test the complete click path and review statistics after eligible delivery begins.

Before you launch

- Confirm that start and end dates use the intended time zone.
- Check creative dimensions, destination URLs and tracking parameters.
- Avoid combining so many targeting rules that the campaign has no eligible audience.
- Use test traffic or a controlled placement before wider delivery.

Features and controls can vary by account role or service configuration. If an option is not available, contact Jansma VIP Support and include the account area, campaign name and a non-sensitive description of what you expected to see. Never send passwords, access codes or secret keys.