Choose the Right Campaign Type and Priority

Advertisers & Campaigns · https://support.jansma.vip/docs/jansma-vip-ads/advertisers-campaigns/choose-the-right-campaign-type-and-priority/

Campaign type defines how eligible campaigns compete for the same zone inventory. Choose it from the delivery commitment, not from the desire to make every campaign “more important”. Exact options depend on the Jansma VIP Ads account configuration.

Remaining-inventory campaigns

Use this model for activity that should fill opportunities not required by guaranteed or highest-priority campaigns. A relative weight distributes available opportunities between campaigns of the same type. A campaign with twice the weight of another is favoured proportionally when both are otherwise eligible; the weight does not outrank a higher campaign class.

Target-delivery campaigns

Use this model when a specified number of impressions, clicks or supported actions should be paced across a defined period. Priority resolves competition between similar campaigns, while the delivery target determines how much inventory the campaign needs. Do not commit more than the connected zones can realistically supply.

Highest-priority campaigns

Use this model sparingly for time-critical activity intended to take precedence over standard delivery. It can consume most eligible inventory and suppress other campaigns. Relative weight compares campaigns inside this highest-priority class.

Decision checklist

1. Is there a contractual delivery target and a firm end date?
2. How much eligible inventory exists after targeting and caps?

3. Which other campaigns use the same zones?
4. Would the selected type unintentionally displace existing commitments?
5. How will under-delivery or over-concentration be monitored?

Record the reason for the selected type and review early delivery. Priority cannot fix insufficient inventory, incompatible banners or overly narrow targeting.