Schedule Delivery by Date, Day and Hour

Targeting & Geo Intelligence · https://support.jansma.vip/docs/jansma-vip-ads/targeting-geo-intelligence/schedule-delivery-by-date-day-and-hour/

Time delivery rules make a banner eligible only during defined dates, days of the week or hourly periods. Use them when the creative or offer must follow a precise schedule inside a broader campaign window.

Available scheduling patterns

- **Date:** include or exclude delivery before, after or on a specified date.
- **Day of week:** allow or block selected weekdays.
- **Hour of day:** allow or block hourly time slots.

Configure safely

1. Confirm the account time zone and the audience time zone required by the plan.
2. Keep the parent campaign window wide enough to include every intended banner window.
3. Add one scheduling condition at a time and save it.
4. Review the combined AND/OR logic in plain language.
5. Test immediately inside and outside an allowed period where practical.

Avoid hidden gaps

A banner is eligible only when its campaign, its own dates, its time rules and all other required conditions agree. A weekday rule combined with an hourly exclusion can easily create unplanned gaps. Daylight-saving changes can also shift the relationship between account time and local market time.

Document the intended schedule next to the campaign plan. For a time-critical promotion, verify delivery shortly after activation and shortly before the planned end.