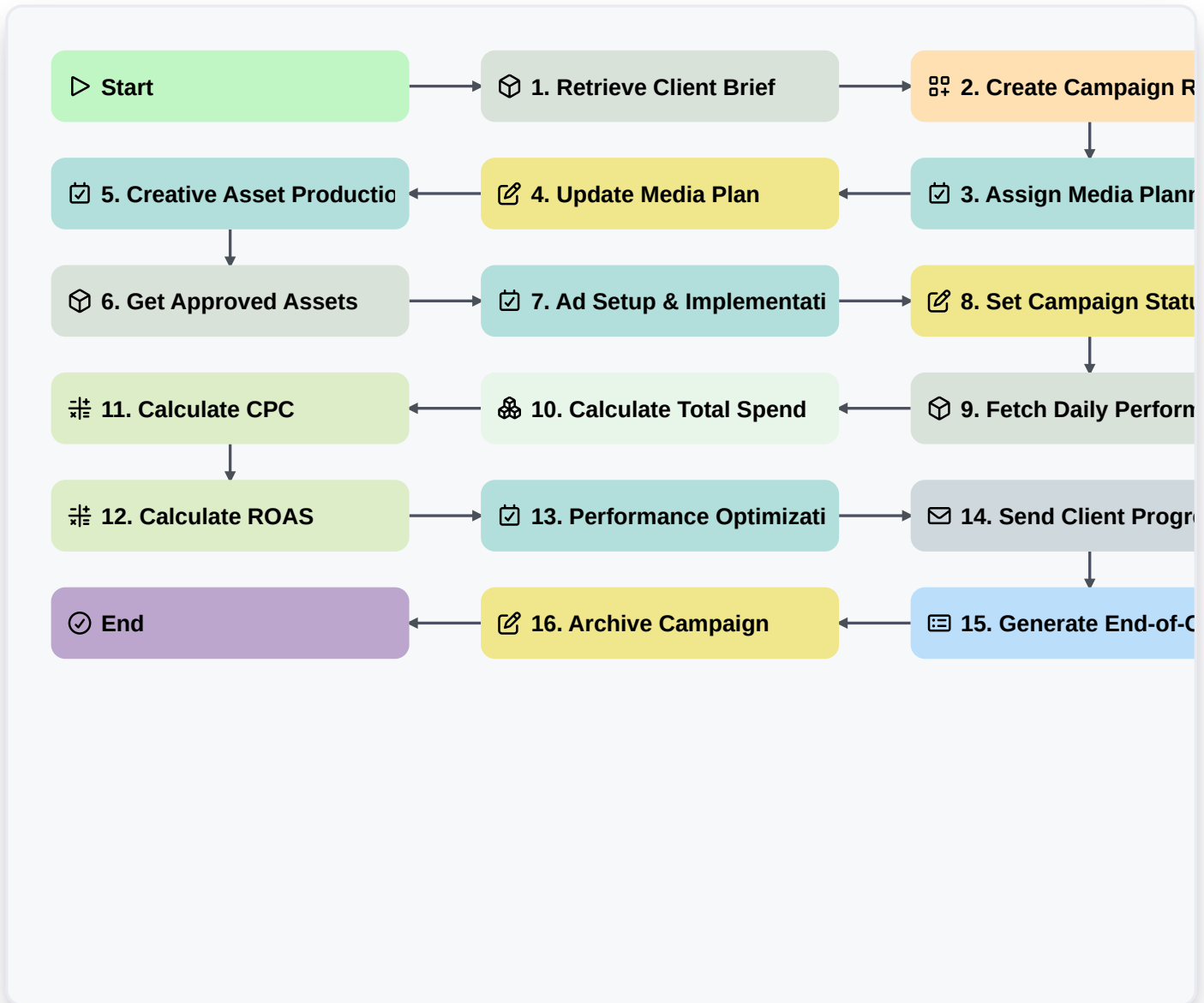


Digital Advertising Campaign Execution Process



Start

Start of the Workflow/Process.

1. Retrieve Client Brief

Fetch the initial campaign requirements and objectives from the Client Brief data model.

2. Create Campaign Record

Generate a new entry in the Campaign Master data model to track the execution of this specific campaign.

3. Assign Media Planner

Create a task for the Media Planner to define target audiences and channel selection.

4. Update Media Plan

Update the Campaign Record with the finalized budget and channel allocation details.

5. Creative Asset Production

Create a task for the Design Team to produce banners, videos, and copy based on the media plan.



6. Get Approved Assets

Retrieve the completed creative assets from the Assets data model.

7. Ad Setup & Implementation

Create a task for the Ad Ops specialist to implement ads in platforms (Google Ads, Meta, etc.).

8. Set Campaign Status to 'Live'

Update the Campaign Record status to 'Active' once implementation is verified.

9. Fetch Daily Performance Data

Retrieve daily metric entries (clicks, impressions, spend) from the Performance Data model.

10. Calculate Total Spend

Aggregate all daily spend entries to determine the total accumulated campaign expenditure.

11. Calculate CPC

Execute formula ($\text{Total Clicks} / \text{Total Spend}$) to determine the Cost Per Click.

12. Calculate ROAS

Execute formula ($\text{Total Revenue} / \text{Total Spend}$) to determine Return on Ad Spend.

13. Performance Optimization Review

Create a task for the Account Manager to review metrics and suggest budget reallocations.

14. Send Client Progress Update

Send an automated email to the client containing the current campaign performance summary.

15. Generate End-of-Campaign Report

Create a comprehensive performance report summarizing all campaign KPIs.

16. Archive Campaign

Update the Campaign Record status to 'Completed' and close the project.

End

End of the Workflow/Process.