

Campaigns

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A campaign is set of related banners belonging to an advertiser.

To deliver banners for an advertiser on a website, a campaign needs to be set up to contain all of the banners which are going to share certain key delivery settings, such as start date, end date, delivery capping, and so on. However, within a given campaign, Revive Adserver still allows a great degree of control at the banner level, so that even campaigns where different banners have very different delivery requirements to meet the advertiser's needs are easily supported.
