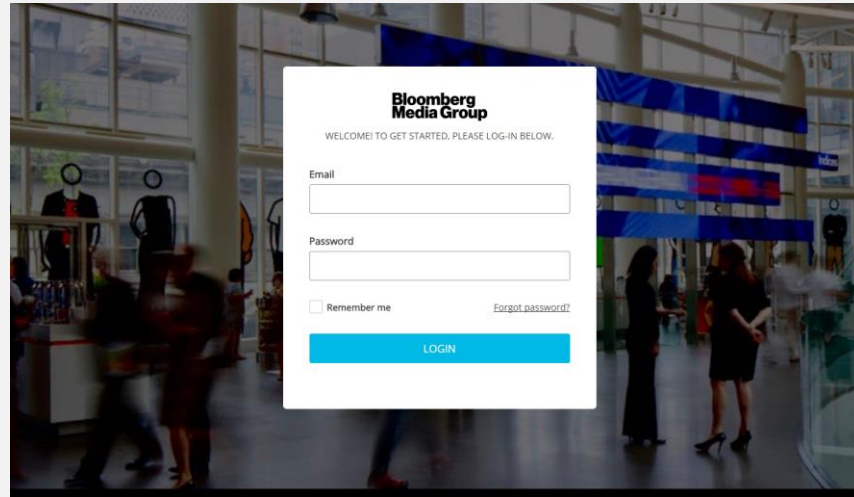


Bloomberg.com Self-Service User Guide

Access the platform at

<https://www.bloombergmia.com/self-service>



To Start

- **Request Access**

- Request access as a Direct Advertiser or Agency
- Agency accounts must submit Client Accounts on behalf of clients
- After your application is submitted, Bloomberg will review the application and submit for credit approval
- Once your application is approved, you will receive an email notification to create a password for your account

- **View the Dashboard**

- View your Products, Bookings, Reports, Cart and Profile Settings

The screenshot shows the Bloomberg Media Group dashboard interface. At the top left is the logo, and at the top right are navigation links: Dashboard, My advertisers, Bookings, Products, Inventory, and a user profile icon. Below the navigation is a welcome message: "Welcome to your dashboard". The main content area features four summary cards, each with an icon, title, and data table.





ADVERTISERS / AGENCIES	BOOKINGS	PRODUCTS	AGENCY CLIENTS
Total: 1	Total: 2	Total: 2	Total: 0
Waiting for approval: 0	Current week: 0	Waiting for approval: 0	Waiting for approval: 0
		No creatives: 0	

How to Book a Product

- **Create order name**
- **Select product category and product**
 - Note: Advanced targeting is optional (geo targeting, time targeting, frequency capping). It may limit available inventory and will include premiums
- **Select start and end date**
 - Start date must be minimum 3 days in advance
- **Define cost of your campaign by adjusting the budget or impressions**
- **Check inventory availability**
 - If inventory is not available, you must adjust your product settings such as Dates, Advanced Targeting options, etc.
- **Upload creative as static image or 3rd party tags**
- **Create the product, review in the shopping cart and submit your order**
 - Bloomberg Media will review the campaign settings and creative before the order is approved

New product



[Dashboard](#) / [My products](#) / New product

    **General Settings**

Order name *:

Select product category *:

Select product *:

 **Targeting options** 

Your booked revenue:
\$ 12,090.00

Targeting:
Time Targeting: None
Frequency capping: None

Product settings:
Product category: Technology
Product: Bloomberg Tech 300x250 & 728x90
Budget: \$ 12,090.00
Time period: 10/01/2018 - 12/31/2018
Target impressions: 155,000
Total impressions available: -
CPM: \$ 78

Reporting

- Download delivery reports
- Schedule reports for delivery
 - Metrics include impressions, clicks, dates and more

The screenshot displays the Bloomberg Media Group reporting interface. At the top, the Bloomberg Media Group logo is on the left, and navigation links for Dashboard, Products, Bookings, and Reports are on the right. A user profile icon and a shopping cart icon are also visible. The main heading is 'New email statistic report', with a breadcrumb trail: Dashboard / Reports / New email statistic report.

The 'General Settings' section contains the following fields:

- Report name *:** A text input field containing 'Scheduled_Self-Serve_Report_12-06-2017'.
- Date range *:** A dropdown menu with an information icon. The dropdown is open, showing options: 'Select date range' (highlighted in blue), 'Previous day', 'Last 3 days + cumulative total', 'Last 7 days + cumulative total', 'Last 14 days + cumulative total', 'Last month + cumulative total', and 'All'.
- Email to receive report *:** A text input field containing 'hadams5@bloomberg.net'.
- Delivery frequency *:** A dropdown menu with 'Daily' selected.

For a detailed user guide, complete with screenshots of the platform, click [here](#)