

## **Overview of Campaign Creation and Distribution**

Last Modified on 04/20/2022 12:49 am IDT

The following is a high-level overview of the steps necessary to create a campaign and distribute it to users.

1. The customer works with Idomoo to create a customized campaign for their project. A campaign is a template consisting of various components, such as slides, videos, and images.

2. The customer uploads a CSV file that contains relevant user data for the campaign.

➢idomoo		Help & Support	8 - 0
≡ Generate Videos			
BATCH API QUICK FORM FACEBOOK CAMPAIGN			
Generate multiple media output files with a single request	Upload a CSV file that contains the relevant data for this storyboard ①		
To get started, select your settings below, upload a CSV file with your customer data, and the generation process will be traggered automatically. Once completed, a PURL file containing the personalized URL links will be available under your account History section.	▲ DOWNLOAD STORYBOARD CSV TEMPLATE		
	UPLOAD CSV FILE Videos_data (2).CSV		
Forbearance template original (ID: 111843) • ×	CSV file delimiter ⑦ Select a column name that defines file name ⑦		
Choose a landing page where videos can be viewed (optional) -	,		
Idomoo output - A Personalized Video with its corresponding images () 봄 보 🗸			
Choose a statistics ID to group your analytics with (optional)			•
Batch name (optional)			

When uploading the CSV with user data in Idomoo, the customer must check "Hash the column value". This ensures that the User ID is not visible in the video URL.

After uploading the CSV with the users' data, the progress of generating the personalized videos can be seen in the Idomoo History tab.

Previous 7 days	Time and Date	Requested	Succeeded	Failed	Status 👻	
	Feb 3, 2022 09:40	2	2	0	Done	± 0
Earlier	Time and Date	Requested	Succeeded	Failed	Status 👻	
	Dec 16, 2021 17:09	1	1	0	Done	± 0
	Dec 16, 2021 16:47	1	1	0	Done	<b>± 0</b>
9	Dec 16, 2021 15:33	1	0	1	Failed	•

- 3. Idomoo creates a personalized VOD for each user based on the CSV file.
- 4. Idomoo provides the customer with an updated CSV file that contains each user's link

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to the entry page.

5. Kaltura CSM enables the KMS module for the customer.

6. The admin configures the customer's Idomoo account details using the configuration management section of KMS. See Idomoo Administrator Guide.

7. The customer creates a KMS entry that represents the campaign, then connects that entry to the campaign.

8. The customer then distributes the campaign by sending each user a link to the entry page.

9. Users access the entry page using their link and are shown the campaign with their personalized video. See Idomoo User Guide.

A The customer can also view analytics (which users watched the campaign, how many times they watched, etc.) using KMS.

According to agreement between the customer and Idomoo, once the campaign is removed from Idomoo, the KMS entry that represents the campaign must be removed so users will not receive an error.