

# Creative Manager Phase 3 PRD

## H22021 PRD

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Key Documents:

<b>QA UI PRD</b>	<a href="https://docs.google.com/document/d/1ZPAzZfNxRvbFLiNzwPwBs0PC TkVyOcgfydNs1VZ5yz4/edit?usp=sharing">https://docs.google.com/document/d/1ZPAzZfNxRvbFLiNzwPwBs0PC TkVyOcgfydNs1VZ5yz4/edit?usp=sharing</a>
<b>JIRA Epics</b>	H1: <a href="https://vungle.atlassian.net/browse/DB-4656">https://vungle.atlassian.net/browse/DB-4656</a> H2:
<b>Technical Docs</b>	<a href="https://vungle.atlassian.net/browse/DB-5875">https://vungle.atlassian.net/browse/DB-5875</a>

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# Business Case and Overview

## Background

**Problem:** Phase 1 of the Creative Manager (*formerly Builder*) enabled MREC and Banner upload in the Advertiser Management UI. Phase 2 of the Creative Manger (*formerly Builder*) will allow Advertisers to modify existing playables by adjusting the assets that are paired with playables. These two phases cover approximately 60% of the creative ad spend on the Vungle network. The last Phase is to enable creative upload and QA of playables on Vungle's network.

### **Revenue Justification:**

We've estimated that a fully fledged Creative Manager (*formerly Builder*) that supports all ad formats would lead to an annual incremental revenue of \$5.7M. The revenue increase stems from increased time savings from the sales team leading to more time spent on upselling as well as increased spending from gaining creative testing budgets.

### **ASOI Setting Justification:**

- Approx 52% of Playable Ad Spend comes from ASOI On Complete or No ASOI, meaning that we need to have the option to have a preference that is different from ASOI Aggressive. These educated clients are aware of the ASOI settings. There are actually many clients who run only on ASOI Complete (Big Fish, Small Giant, Pocket Gems)
- An Advertiser that is ok with ASOI Aggressive should only have that live, and will have access to all inventory, since Publishers are able to dynamically tone down a playables settings.
- Flexibility is needed for AMs to decide on ASOI level as there might be upselling from ASOI On Complete to ASOI Aggressive.
- Some key gaming clients (e.g. Supercell, Roblox, Epic) we're trying to work with will not allow any form of ASOI.

Creative QA Phasing:

[https://docs.google.com/presentation/d/17W45XXCW1Udc4WohdvPVbESZ6-WSQt5KzIBXC0fGXul/edit#slide=id.gd76ee28048\\_0\\_0](https://docs.google.com/presentation/d/17W45XXCW1Udc4WohdvPVbESZ6-WSQt5KzIBXC0fGXul/edit#slide=id.gd76ee28048_0_0)

## Competitor Overview

	IronSource	AppLovin	UnityAds
Playable Upload	X	O	O
QA Playable	O	O	O
Bulk Creative Builder	X	O	X

O = Has functionality

X = Does not have functionality

## Requirements

#	Requirement	Detail	Priority
1	Playable Upload Functionality	Add ability to upload Video + Playable vs how it is now where end-users cannot add a new .zip file and only reuse existing files when creating a Playable + Video creative	P0
2	Playable+Video Upload and ASOI	Playable uploaded for a given customer will reflect the ASOI (Aggressive, On Complete, No ASOI) setting available during the Admin QA Review process.  (Tokenization of ASOI is not slated for this year. So we can table anything beyond this for now.)	P0
3	Integration with Playable QA Function	QA Status of Playable Asset (via API) is clearly shown on Asset List and Creative Manager's Asset list modal page. Creative cannot be served if there is a Playable asset within it that is not QA Approved. Issues raised in QA cycle are clearly shown in Admin / Advertiser UI via the "Review History" component.  (Dependent on Creative Experience team support for QA Status + Feedback API)	P0
4	Asset List	Add asset level list to Self-Serve based on the Playable feature flag with option to freely upload Playable and non-Playable assets (images, videos).	P0

5	Asset Level Approval	Removal of Creative-level approval and content approval is then pushed all the way down to the asset. Creatives to be able to be served as soon as assets within it are approved.  (Dependent on bandwidth)	P1
6	Store End Card Upload Functionality Available based on Admin Setting (Feature flag)	Store End Card Template Creative can be created on Self-Serve if the Admin user has approved the account for Store End Card usage.  (Dependent on available bandwidth of team, however there are no dependencies on other squads.)	P1
7	Playable-only upload functionality	Add ability to upload Playable-only  The intention is to globally rename Multi-page and Single-page to Video + Playable and Playable Only  (Dependent on Ad Formats team support for Single page creatives without video with AC/DT unification project)	P1

## Detailed Requirements

<b>1.0</b>	<b>Playable Upload Functionality</b>
<b>1.1</b>	Add to the section "Playable". This will still continue to be the leftmost section in the Ad Format options. <ul style="list-style-type: none"> <li>● Playable + Video</li> <li>● Playable Only (pending requirement #7) <ul style="list-style-type: none"> <li>○ This most likely won't happen till later in the year or ~ early 2022</li> </ul> </li> </ul>
<b>1.2</b>	Video + Playable (aka Multi-page Adaptive Creative) selection now will allow uploading new and selecting existing video assets and Playable assets (.zip file).  All existing functionality works as expected (e.g. upload UX, preview function).  Reusing the work being done with the Creative QA project we would take on whatever UI/UX is being built for the upload and select functionality.
<b>1.3</b>	Playable Only instance allows uploading and selecting existing Playable assets (.zip file).

	<p>All existing functionality works as expected (e.g. upload UX, preview function).</p> <p>(pending requirement #7)</p>
<b>1.4</b>	<p>Repurpose existing feature flag on Admin Account page that determines whether playable upload functionality will be available on Self-Serve UI (Early Access). The current feature flag controls the ability for users to view the “Playable” category on Self-Serve for end-users to create a Playable (video + zip file).</p> <p>Existing text is intended to be modified to the following "Allow Advertiser Self-Serve user to have access to the Playable ad type in the Self-Serve “Creative Manager” user experience.</p> <p>This will enable the client to upload and select Playables for all the Applications in their account as well as have access to the Asset List page" <a href="#">Design</a></p> <p>When enabled via the Admin UI, end-user (client) must logout, then log back in just as the current existing “Playable” toggle works. When an AM switches it on or already has the existing feature set to on, we would leverage that client to AM relationship to inform their client that they need to logout to refresh the UI.</p>
<b>1.5</b>	<p>Rename the “Templates” section to “Full Screen.” This will still be the second section on the left, then MREC and Banner.</p> <p>“Full Screen” section will still have following options:</p> <ul style="list-style-type: none"> <li>○ Looping Video (Existing)</li> <li>○ Carousel (Existing)</li> <li>○ Gradient (Existing)</li> </ul>
<b>1.6</b>	<p>In any portion of the Advertiser Dashboard, rename the “Creative Builder” to the “Creative Manager”.</p> <p>Rename Endcard (.zip file) to Playable</p>

**2.0 Playable+Video Upload and ASOI**

## 2.1

We need the Creative Manager to just support the Playable template. As so, the UI indicating to the Self-Serve user to contact their Account Manger is to be removed and end-users will now have the ability to upload the .zip file.

The ASOI preference here is intended to be completed by the CES team via the Creative QA project: <https://vungle.atlassian.net/browse/CES-193>

An uploaded Playable (upon initial validation pass) will use a freeform input field that Advertisers can provide the ASOI setting. This will be used during the QA process performed by Prialto to better understand the requested ASOI setting to look for to determine if the ASOI setting is supported.

The request that is to be completed by the Creative Experience Squad will look like the below:

**Upload and/or Select Asset(s)** [Learn More About Assets](#)

Select your appropriate asset from below. If you do not have any yet, please add some.

Search Assets... Asset Type: Playable

Feel free to upload any assets below, however only Playable (.zip files) will be available to choose.

**Drag & Drop** images, videos & playables (.zip file) [or browse](#)

Playable (.zip file) [asset\_name\_goes\_here].[type] 4.8Mbs | 100% ✓ ✕

Playable (.zip file) has been submitted successfully, is being reviewed, and is unable to serve. You can still assign to a creative. Add any notes about [App Store on Interaction \(ASOI\) preference](#) or anything else below. By default we will proceed with ASOI level aggressive for this Playable (.zip file). (256 character maximum)

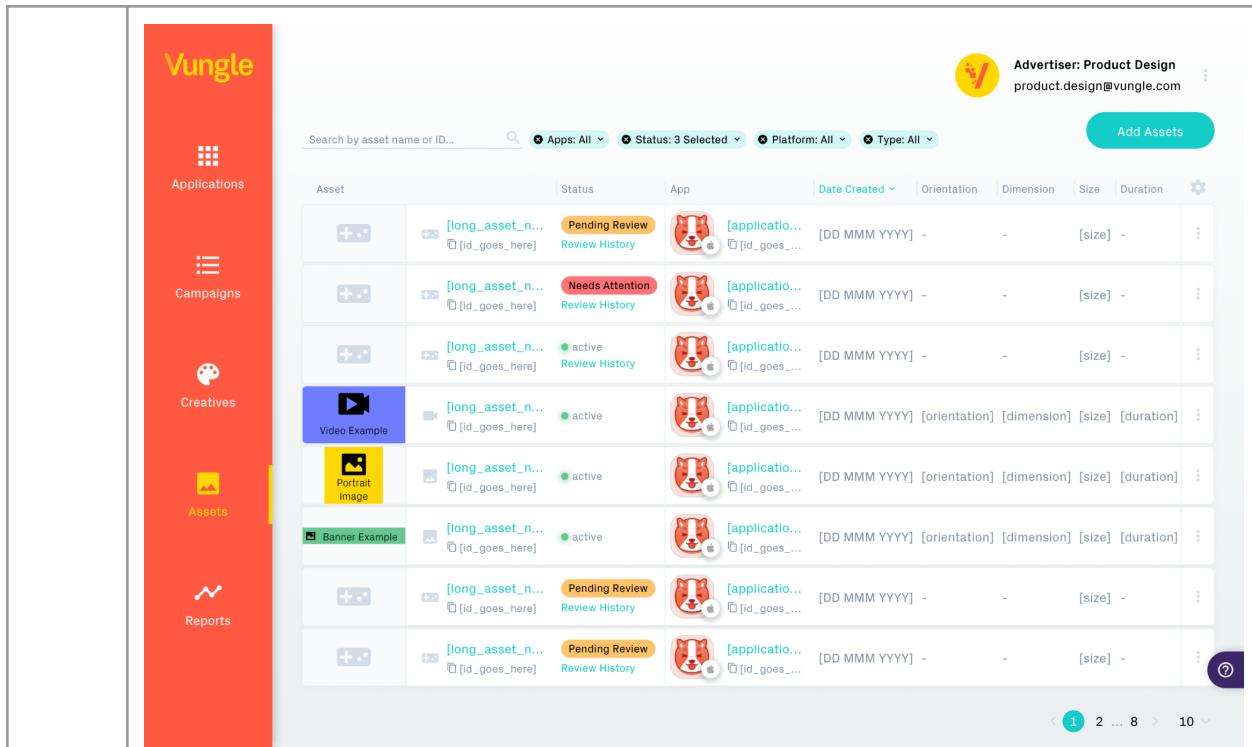
Optionally add notes for our internal team to be aware of for this Playable (.zip file)'s review...

Sounds Good

Cancel

<b>3.0</b>	<b>Integration with Playable QA Function</b> <b>PRD:</b> <a href="https://docs.google.com/document/d/1ZPAzZfNxRvbFLiNzwPwBs0PCTkVyOcgfydNs1VZ5yz4/edit#">https://docs.google.com/document/d/1ZPAzZfNxRvbFLiNzwPwBs0PCTkVyOcgfydNs1VZ5yz4/edit#</a>
<b>3.1</b>	<p>Integrate with the Playable QA work being completed by the Creative Experience Squad regarding Playable QA.</p> <p>The work that is being completed by the other team in the Admin UI should be absorbed and operate exactly the same as it does in the Self-Serve UI.</p>

<b>4.0</b>	<b>Asset List</b>
<b>4.1</b>	<p>Add asset list to the Self-Serve UI with options to freely upload Playable (.zip files), Images and Videos by method of selecting the parent App.</p> <p>Asset list only shows if the “Playable” feature flag (requirement 1.4) is enabled in Admin</p> <p>Work is dependent on the Creative Experience Squad work here:  <a href="https://vungle.atlassian.net/browse/CES-196">https://vungle.atlassian.net/browse/CES-196</a></p> <p>For reusability of the Asset List along with status in the Self-Serve UI.</p>



**4.2** Since Asset-level approval is not intended to be available, for now all images, videos will default to active as defined in the above linked ticket.

**4.3** Although the Self-Serve UI is intended to reuse the Admin work, the minor difference will be the following:

- No Account column since end-user is already in their own account
- The existing context menu's option to "Download Asset" for the individual Asset will not be available via the Self-Serve user experience.
- Just as it currently exists in the Admin UI, the option to preview an asset should be available and call the same exact asset previewer modal + any info, options that are contained in the existing asset-level previewer
- As of now, the upload slideout that shows on the Admin counterpart has an account search field. This should be removed and only the Application selector field should show.
  - Design for this located here: <https://share.goabstract.com/2003a6f2-3e77-4db1-91f1-d77428cf4260?collectionLayerId=3a2e350d-cea0-43b3-92b9-770861050cd6&mode=design>



**Upload Asset(s)**  
Add assets to upload then follow their journey. [Learn More About Assets](#)

Application: [application\_name]

Drag & Drop images, videos & playables (.zip file) or browse

Cancel

- Update: If internal user chooses to use the masking technique or has permissions/godmode in the database they may see all apps.

<b>5.0</b>	<b>Add Asset Level Approval</b>
<b>5.1</b>	Add asset level approvals to non-Playable assets (images, videos uploaded by Self-Serve users) and remove Creative approvals. Creatives to be able to be served as soon as assets within it are approved. (Dependent on bandwidth)

<b>6.0</b>	<b>Store End Card Upload Functionality Available based on Admin Setting</b>
<b>6.1</b>	Add new field on Admin Account Settings page that will indicate whether Advertiser will be allowed the ability to upload a Store Endcard Template creative on the Advertiser UI. By default Store Endcard availability will be off.
<b>6.2</b>	Add new Store Endcard Template upload in Full Screen section.

<b>7.0</b>	<b>Playable-only upload functionality</b>
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<b>7.1</b>	<p>Add Playable-only section allows uploading of only a Playable asset.</p> <p>All existing functionality works as expected (e.g. upload UX, preview function).</p> <p>All other requirements in requirement #1 will apply to this requirement.</p> <p>“Full Screen” section to have following options:</p> <ul style="list-style-type: none"> <li>○ Playable Only (New)</li> </ul> <p style="color: orange;">Dependency on Ad Formats squad (AC/DT unification) for supporting Single Page Creatives. Otherwise we would require a 0 second video.</p>
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## Dependencies

- Creative Experience Squad work regarding QA dashboard and status API need to be available for requirement #3
- Asset list
- Changes for Playable upload being made for the Creative QA project

## Risks

- Certain features have dependencies on multiple teams: Ad Formats and Creative Experience Squad for completion

## Out of Scope

- Creative level ASOI tokenization project until AC/DT unification
- Playable only update until AC/DT unification

## Target Date & Release Criteria

Release Target: End of Q3 for P0s (Dependency on QA tool from Creative Experience squad)

## Open Questions

- Do we want to show ASOI level to clients for transparency? **Only via Review History component at this time**
- Are there any new dependencies we need to account for with AC/DT unification? (e.g. do the bundles need to be converted in anyway)

- Playable Only (No Video)
- Will QA dashboard address ref ID insertion? **Yes for Playables**