



CAMP TAG

Product Overview

Overview

CampTag is a customizable taxonomy management platform where users collaborate to define, build, and standardize naming conventions. It also addresses common spreadsheet-based name generation issues, specifically, human error, speed and non-standardization.

Dimensions

Dimensions are the building blocks of naming. They are the entities (alphabets, words, or symbols) that can be used to make up larger names. Examples of dimensions that you can create include brand, sub-brand, campaign objective, country, and state. CampTag allows users to create an unlimited number of dimensions and add values to them.

Dimensions
Create Dimension

Filter
Import Export

Sr No.	Name	Values	Created by	Modified by
1	Media Type	4	demo@camptag.ai	demo@camptag.ai
2	Tactic	3	demo@camptag.ai	demo@camptag.ai
3	Product Category	6	demo@camptag.ai	demo@camptag.ai
4	Manufacturer	4	demo@camptag.ai	demo@camptag.ai
5	Geo	5	demo@camptag.ai	demo@camptag.ai
6	Ad Type	9	demo@camptag.ai	demo@camptag.ai
7	Channel	6	demo@camptag.ai	demo@camptag.ai
8	Creative Type	7	demo@camptag.ai	demo@camptag.ai
9	Goal	4	demo@camptag.ai	demo@camptag.ai
10	Creative size	32	demo@camptag.ai	demo@camptag.ai
11	Device	3	demo@camptag.ai	demo@camptag.ai
12	Site Name	9	demo@camptag.ai	demo@camptag.ai
13	US Region	5	demo@camptag.ai	demo@camptag.ai
14	APAC Regions	4	demo@camptag.ai	demo@camptag.ai

Site Name (9)

Youtube (YT)	🗑️ ⏸️
Facebook (FB)	🗑️ ⏸️
Instagram (IG)	🗑️ ⏸️
LinkedIn (LN)	🗑️ ⏸️
Snapchat (SC)	🗑️ ⏸️
Amazon (AZ)	🗑️ ⏸️
Ebay (EB)	🗑️ ⏸️
Walmart (WM)	🗑️ ⏸️
Etsy (ET)	🗑️ ⏸️
Use commas to add multiple values. ex US[alias], EU	
<input style="width: 100%;" type="text"/> +	

CampTag also allows users to define relationships between dimensions using **constraints**. For example, the dimension “state” can be restricted to only allow values based on those the user chooses from the dimension “country.” Users are free to create any number of such constraints to avoid mistakes while generating names. Users are also able to import dimensions and values if this information is already available in a spreadsheet

Sr No.	Constraint	Dimension 1	Dimension 2	Created by
1	Geo:US Region	North America	Northeast	demo@camptag.ai
2	Geo:APAC Regions	Asia Pacific	South and South West Asia Pacific South East Asia East and North East Asia	demo@camptag.ai
3	Site Name:Creative Type	Youtube	Video	demo@camptag.ai
4	Site Name:Device	Instagram	Mobile Tablet	demo@camptag.ai
5	Device:Ad Type	Mobile	Twitter Moments IG Story Banner Video	demo@camptag.ai

Name Formats

Dimensions can then be combined in any order to create Name Formats. For example, a name format called “Campaign Name Format” can be created like this: SiteName_CreativeType_Goal_Device. These name formats serve as templates to create Names.

Sr No.	Name	Names	Created by	Modified by
1	Social Media Campaign	366	demo@camptag.ai	demo@camptag.ai
2	Ecommerce US Campaign	140	demo@camptag.ai	demo@camptag.ai
3	APAC Campaigns	2592	demo@camptag.ai	demo@camptag.ai
4	Social Media Placements	2016	demo@camptag.ai	demo@camptag.ai
5	Social Media Ad	1	demo@camptag.ai	demo@camptag.ai

Create Name Format

Name

Choose Dimensions

- Geo
- Site Name
- Ad Type
- Device
- Goal

Description

Character Limit

Seperator

Parent Name Format (Optional)

Preview

Geo_Site Name_Ad Type_Device_Goal

Once name formats are created, users can make any number of names based on those formats. A name format becomes a name when the actual dimension values are inserted.

Create Social Media Campaign | Single Bulk

Site Name

Creative Type

Goal

Device

Use Alias

Preview

Youtube_Video_Awareness_Desktop 📄

Create

To streamline the process further, names are created by choosing values from a drop-down instead of typing them. These values are created upfront while defining dimensions, which assures better governance in how names are created.

Social Media Campaign List
Create Social Media Campaign

Name Formats / Social Media Campaign
📄 Export

🔍 Filter

Sr No.	Name		Created on	Created by
1	Youtube_Video_Awareness_Desktop	📄	03-01-2021	demo@camptag.ai
2	Youtube_Video_Conversion_Desktop	📄	03-01-2021	demo@camptag.ai
3	Youtube_Video_Awareness_Mobile	📄	03-01-2021	demo@camptag.ai
4	Facebook_Video_Awareness_Desktop	📄	03-01-2021	demo@camptag.ai
5	Facebook_Video_Conversion_Desktop	📄	03-01-2021	demo@camptag.ai
6	Facebook_Video_Awareness_Mobile	📄	03-01-2021	demo@camptag.ai
7	Instagram_Video_Awareness_Mobile	📄	03-01-2021	demo@camptag.ai
8	LinkedIn_Video_Awareness_Mobile	📄	03-01-2021	demo@camptag.ai
9	Instagram_Video_Conversion_Mobile	📄	03-01-2021	demo@camptag.ai
10	Instagram_Video_Conversion_Desktop	📄	03-01-2021	demo@camptag.ai
11	Youtube_Audio_Awareness_Desktop	📄	03-11-2021	seby@nabler.com
12	Youtube_Audio_Awareness_Tablet	📄	03-11-2021	seby@nabler.com
13	Youtube_Audio_Conversion_Mobile	📄	03-11-2021	seby@nabler.com
14	Youtube_Audio_Conversion_Desktop	📄	03-11-2021	seby@nabler.com
15	Youtube_Audio_Conversion_Tablet	📄	03-11-2021	seby@nabler.com
16	Youtube_Audio_Consideration_Mobile	📄	03-11-2021	seby@nabler.com
17	Youtube_Audio_Consideration_Desktop	📄	03-11-2021	seby@nabler.com
18	Youtube_Audio_Consideration_Tablet	📄	03-11-2021	seby@nabler.com

With CampTag, you can also automatically create hundreds, or even thousands, of Names in bulk with just a few clicks:

Create Social Media Campaign | Single Bulk

Site Name

Youtube (YT)
 Facebook (FB)
 Instagram (IG)
 LinkedIn (LN)
 Snapchat (SC)
 Amazon (AZ)
 Ebay (EB)
 Walmart (WM)
 Etsy (ET)

Creative Type

Audio
 Display
 Fee
 Search
 Video
 Overlay
 Search Display

Goal

Awareness
 Conversion
 Consideration
 Advocacy

Device

Mobile
 Desktop
 Tablet

Use Alias

Preview Example

Youtube_Audio_Awareness_Mobile

756 Names will be created (Constraints are applied) Create

Once a name is created in CampTag, users can copy and paste the values into destination systems like DCM, or other advertising platforms, or bulk export the created names.

URL Formats

Similar to name formats, users can create URL formats with a combination of dimensions and names. Users have the option of customizing the URL parameters that are used in the URL format.

Create Url Format

Name:

Dimension: OR Name:

Description:

Character Limit:

Parent Name Format:

Component	Alias
:: Brand	<input type="text" value="utm_Brand"/> x
:: Sub-brand	<input type="text" value="utm_Sub-brand"/> x
:: Objective	<input type="text" value="utm_Objective"/> x

Preview

https://domain.com?utm_Brand=XYZ&utm_Sub-brand=XYZ&utm_Objective=XYZ

Submit

Once URL formats are defined, users can create URLs by choosing values from drop down menus.

Create Social Media Campaign URL | Single Bulk

Webpage

Channel

Social Media Campaign

Device

Use Alias

Preview

Like names format, CampTag can automatically generate hundreds or thousands of URLs in bulk with just a few clicks.

Create Social Media Campaign URL | Single Bulk

Webpage

Channel

Social Media Campaign

Device

Use Alias

Preview

2928 URLs will be Created (Constraints are applied)

Workspaces

Within CampTag, you can establish workspaces that will separate taxonomies for different brands, geographies, and business units. Workspaces also apply a level of access control, since users can be given specific permissions for each.

Workspaces Add new Workspace

Sr No.	Name	Created by	Created on
1	Asia Pacific	keegan.d@nabler.com	10-26-2020
2	S.America	keegan.d@nabler.com	01-15-2021
3	Africa	keegan.d@nabler.com	01-15-2021
4	West Europe	keegan.d@nabler.com	03-29-2021
5	East Europe	keegan.d@nabler.com	03-29-2021
6	Australia	keegan.d@nabler.com	03-29-2021

User Management

CampTag allows for three types of user roles for access management: Admins, Power Users, and Regular Users.

1. Power Users: Have the ability to create new formats and edit existing values
2. Regular Users: Can generate names and URLs based on the formats created by a power users or admins
3. Admins – Control workspace and user management

Workspace: Asia Pacific Add new User

Workspaces / Asia Pacific

Sr No.	Name	Email	Role	Created
1	Keegan	keegan.d@nabler.com	admin	26/10/2020
2	Jeff	jeff@camptag.ai	regular	26/10/2020
3	Sarah	sarah@camptag.ai	power user	26/10/2020
4	William	william@camptag.ai	admin	26/10/2020
5	Courtney	courtney@camptag.ai	regular	24/02/2021
6	Jaime	jaime@camptag.ai	regular	25/02/2021
7	Jaime	jaime@camptag.ai	regular	25/02/2021
8	Gayle	gayle@camptag.ai	regular	25/02/2021
9	Wilma	wilma@nabler.com	regular	25/02/2021
10	Pavan	pavan.g@camptag.ai	regular	25/02/2021

FAQs

1. I already have my dimensions in Excel. Can I import them?

Yes, if you have a .csv or excel file with dimensions, you can import it into Camptag by following these steps:

1. Navigate to the dimensions page by clicking on **Dimensions** in the side bar
2. Click on **Import** near the top right corner
3. Download the sample file to view the required file format
4. Pick a .csv or Excel file to import

2. What if I have to create hundreds of names or URLs? is there a way to do this quicker?

Yes, you can create hundreds of names or URLs in just a few clicks by following these steps:

1. Navigate to the **Name Formats** page by clicking on Name Formats in the side bar
2. Click on the Name Format that you want to use to create a name
3. Click on the **Create Name** button in the top right corner
4. Use the toggle button at the top of the popup to switch to bulk mode
5. Select the dimension values from the dropdowns in the popup. CampTag will automatically create unique names from every combination of dimension you have selected
6. If required, turn on the alias toggle to replace the Dimension values with their aliases
7. Click **Submit**

3. Can I want to use short codes instead of full names, like NA instead of North America?

CampTag allows you to create Aliases. Aliases are alternative values for Dimensions, like YT for Youtube, – or NA for North America, to be used interchangeably while creating Names and URLs. You can create aliases by following these steps:

1. Navigate to the dimensions page by click on **Dimensions** in the side bar
2. Click on the **Edit** icon next to the dimension to which you want to add aliases
3. Click on **Add Alias** next to the value for which you want to create an alias. Enter the alias into the text box and click **Save**
4. Add multiple dimensions with aliases directly in the **Values** text box using this format: Dimension1 [alias1], Dimension2 [alias2], etc.
5. Click **Submit**

4. Can I export the Names or URLs I have created?

Yes. Export names or URLs by following these steps:

1. Navigate to the name formats page by click on **Name Formats** in the side bar
2. Click on **Export** near the top right corner.
3. Pick a file format for the export

5. What if I want to keep my brands separate on CampTag?

CampTag allows you to create Workspaces, where you can separate business units. All data, such as dimensions, name formats, and URLs, are linked to a workspace. You can keep brands separate by creating different workspaces for each.



For more information
visit www.nabler.com