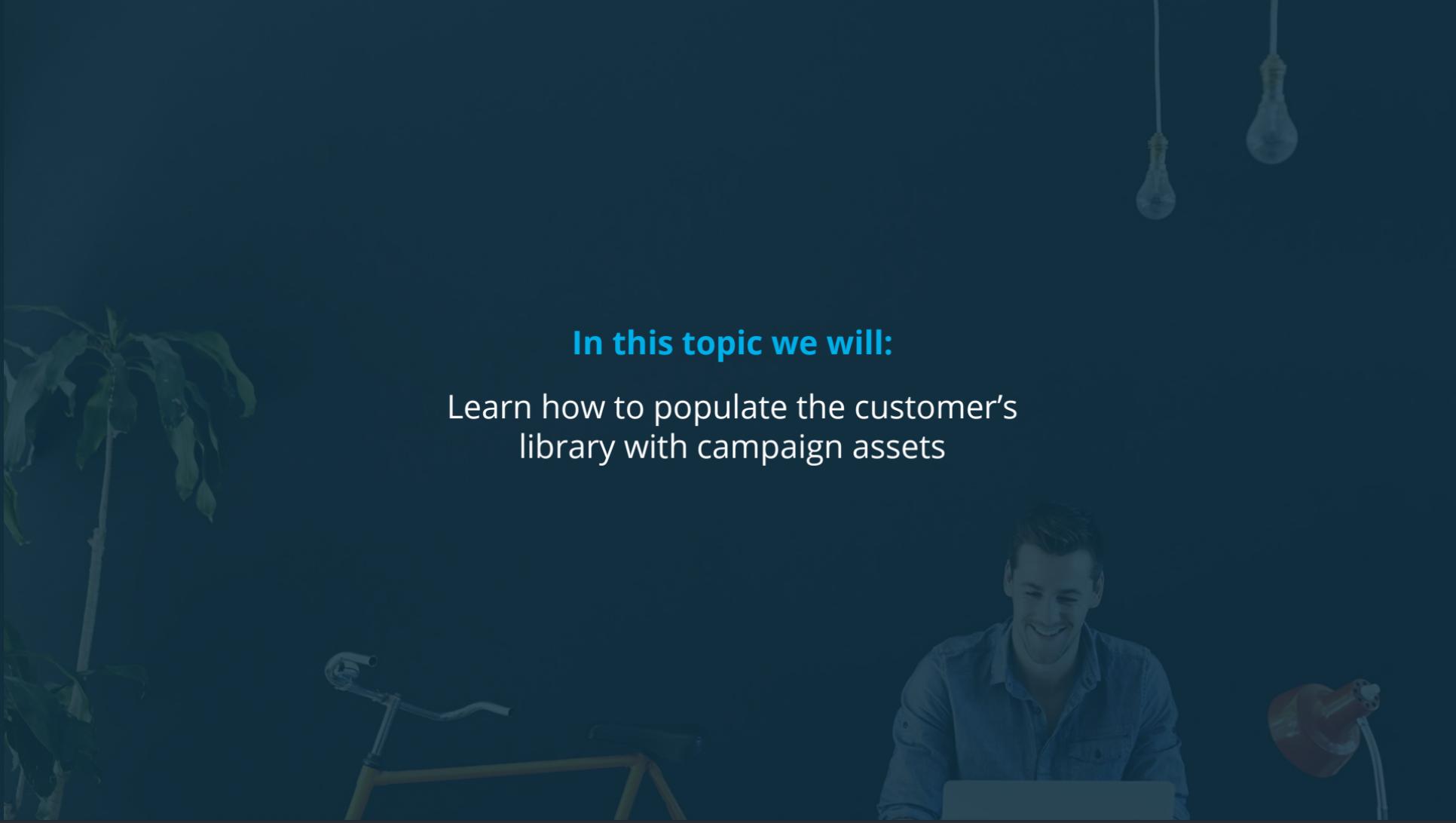




Adding Assets to the
Customer Library





In this topic we will:

Learn how to populate the customer's library with campaign assets

How To Use The TP Platform To Onboard Customers And Create Campaigns

ADDING ASSETS TO THE CUSTOMER LIBRARY

The Customer Library is used to add, remove or edit assets such as:

- Media
- Copy
- Call To Action Buttons
- Audience
- Lead Forms

Once sufficient assets have been added to the library, it is important to complete the [IPC Flow](#) before progressing to Campaign Creation.

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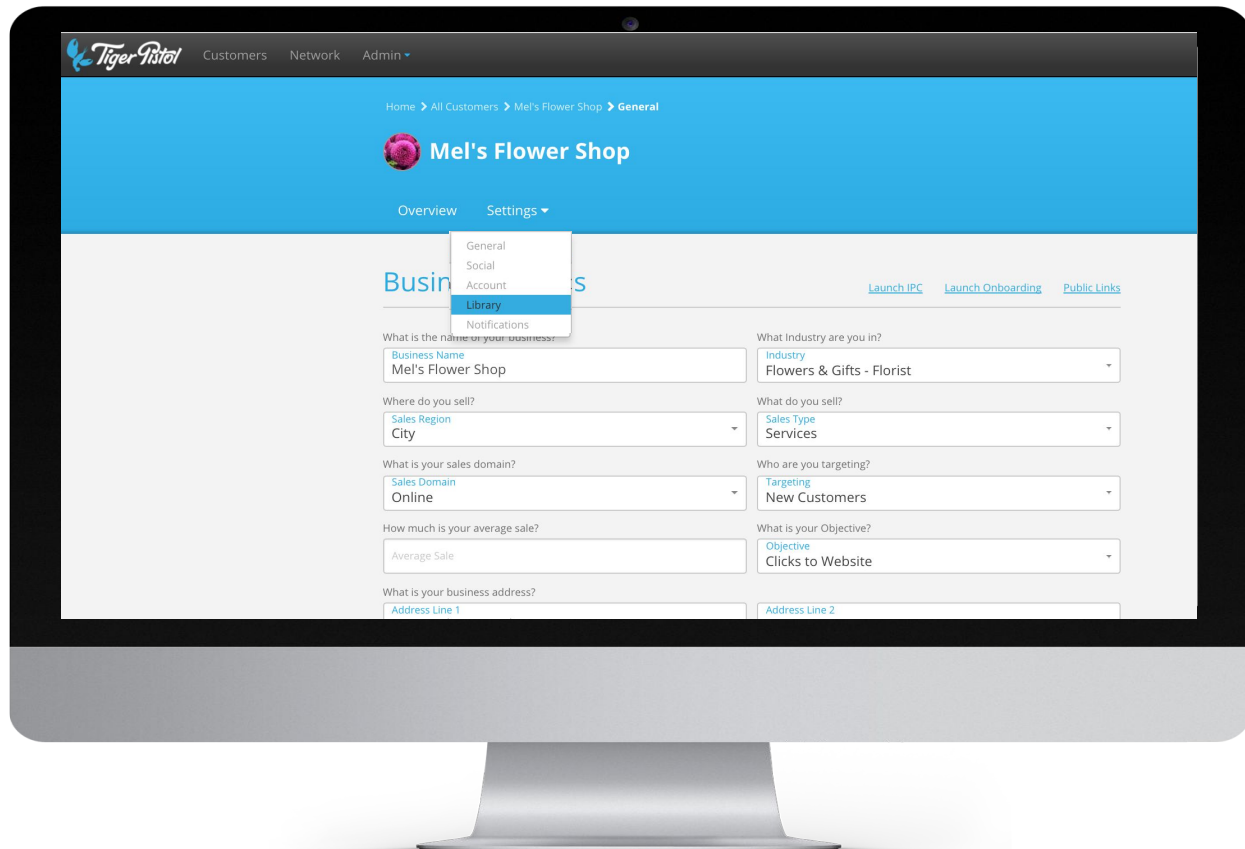
ADDING ASSETS TO THE CUSTOMER LIBRARY

In the dashboard, click into the customer.

Go Settings - Library

A customer's library is where all their advertising assets are stored. The platform uses this library to pull assets from for the creation of each Campaign.

It is important to have multiple variations of assets in order to make use of the platform's A/B Testing feature.



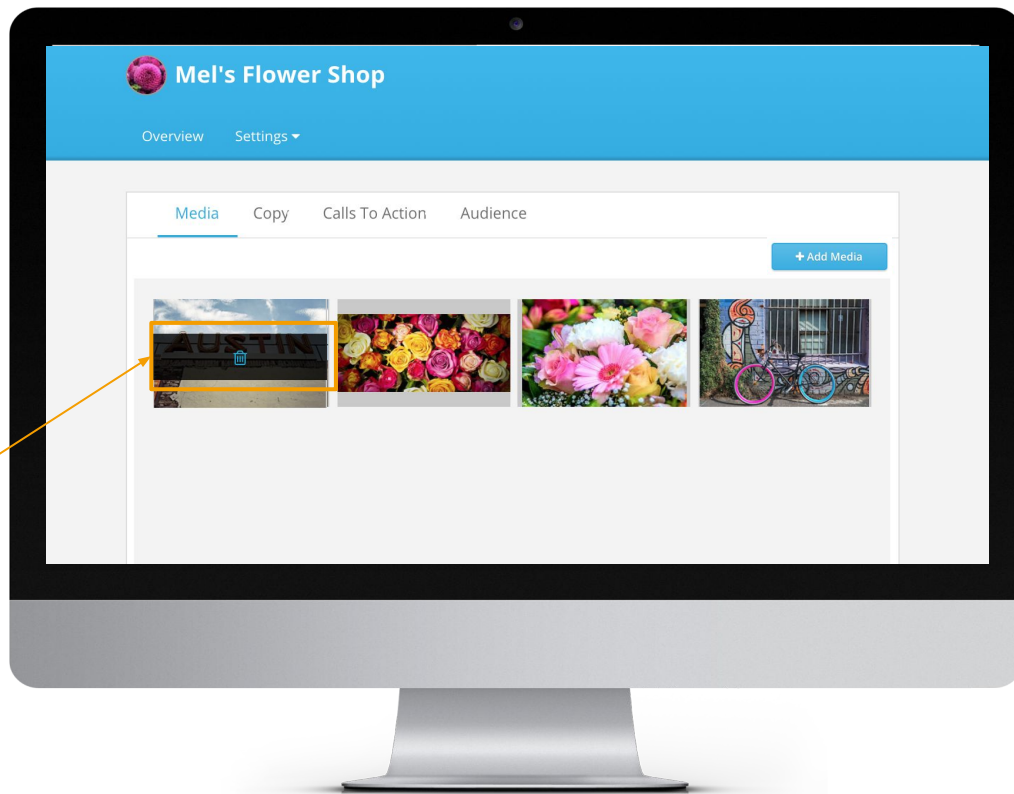
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Media

In the media tab, use the '+ Add Media' button to add more images or video to the library. At least 5 is recommended, as a minimum for A/B testing over time.

Hover over media to delete it
(if you want to make sure it is not used in any future Campaigns)



Adding or deleting media from the Media Library will not impact live, pending, drafted or completed campaigns. If you are wanting to update the media for a live campaign, please do so via the Campaign Editing Tool, and republish the campaign.

Updating the media for a live campaign via the Campaign Editing Tool will automatically add that media to the customer's Media Library.

Deleting media that was used in a previous campaign (live or complete), will not impact the Preview of that campaign from being seen with the correct image on the Customer Dashboard.

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The screenshot shows the TP Platform interface for 'Mel's Flower Shop'. The top navigation bar includes 'Home', 'All Customers', 'Mel's Flower Shop', and 'Library'. Below this is a blue header with the shop's name and a flower icon. The main content area has tabs for 'Media', 'Copy', 'Calls To Action', and 'Audience'. The 'Copy' tab is selected. In the top right of the 'Copy' section, there is a blue button labeled '+ Add Objective' which is highlighted with an orange rectangle. Below this, there are two ad copy variations for the objective 'Clicks to Website'. Each variation includes a headline, body copy, and link description. The first variation has a headline about 10% off, and the second variation has a headline about 10% off Memorial Day. A red square with a white plus sign is also visible next to the first variation.

Copy

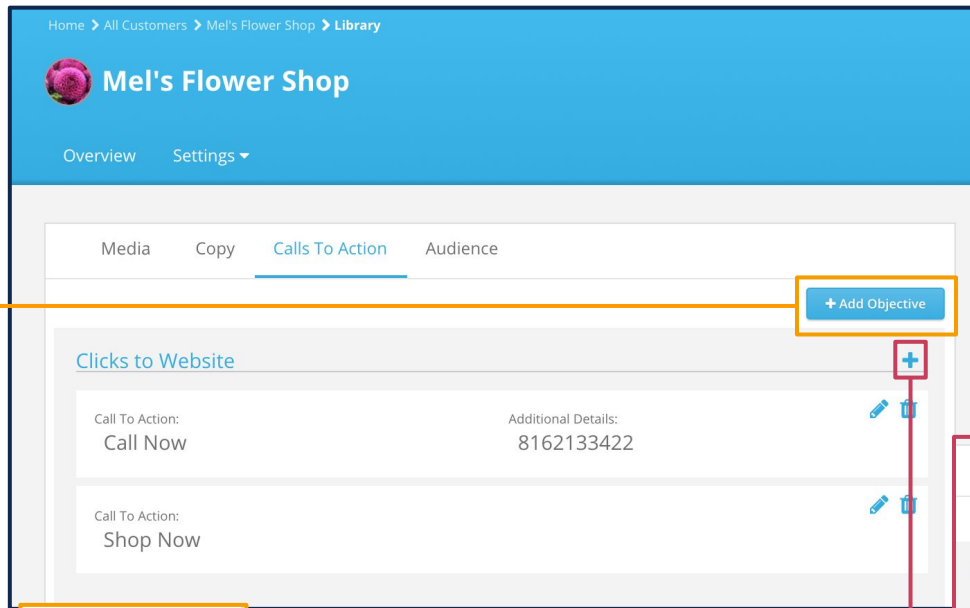
Using the copy library you can test different phrasing, different offers, different KSPs or whatever best ties in to your advertising purpose.

Use the **'+ Add Objective'** button to choose the ad type you are using, and the **'+' button** to add variations.

You can have different copy variations for different ad objectives in the library. For example if you are running Clicks To Website Ads initially but may move to Lead Generation Ads later, you can populate the library with Lead Gen ad copy too, by using the 'Add Objective' button. The platform will pull copy from whichever section the Campaign objective ties in with.

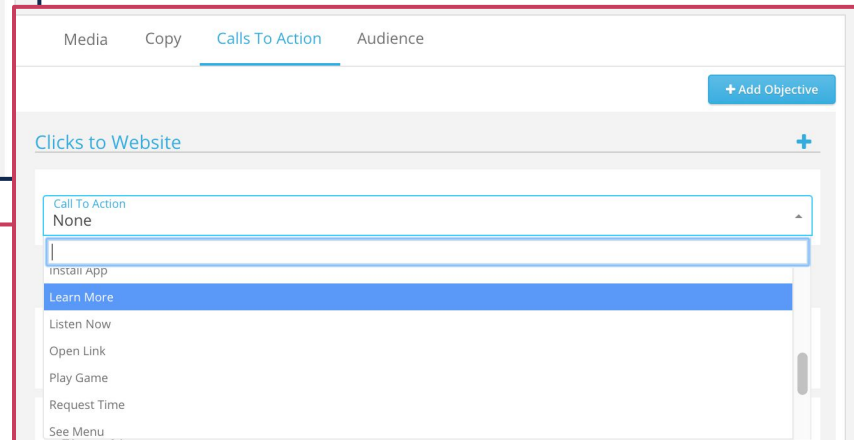
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Calls To Action

Here you can house all the appropriate CTAs for the kind of Campaigns you will run. Not all of the many CTAs available will be appropriate for the Campaign's purpose, thus pre-selecting those that tie in with the offering means only relevant CTAs will be chosen by the platform when it auto-generates the Campaigns.



*First **select your objective**, then use the '+' to **add your relevant CTAs**. Selecting objectives here works the same as it does in the copy library.*

How To Use The TP Platform To Onboard Customers And Create Campaigns

ADDING ASSETS TO THE CUSTOMER LIBRARY

The screenshot displays the TP Platform interface for a customer named 'Mel's Flower Shop'. The breadcrumb trail at the top reads: Home > All Customers > Mel's Flower Shop > Library. The main header for the customer includes a profile picture of a pink flower, the name 'Mel's Flower Shop', and tabs for 'Overview' and 'Settings'. Below this, there are tabs for 'Media', 'Copy', 'Calls To Action', and 'Audience', with 'Audience' being the active tab. A blue button labeled '+ Add Audience' is positioned to the right of the tabs. The 'Audience' section contains three entries, each with a list of demographics and a 'People Who Match' description. Each entry also has edit and delete icons.

Audience Name	Locations	Age	People Who Match
Audience 2	Austin, Texas (+10 mile)	18 - 65	Interests: Coffee
Audience 3	Austin, Texas (+10 mile)	18 - 65	Interests: Coffeehouses
Audience 1	Austin, Texas (+10 mile)	18 - 65	

Audience

If a customer has a particular audience for their ads, it can be created here. You can create an audience using specific demographics, interests, geo-location etc, just as in Facebook's Ads Manager.

You can also save custom audiences created from customer data or website traffic, and lookalike audiences here.

Whatever audiences sit within this library, will be the audiences that the platform pulls from when running Campaigns. However as with all assets of the ad, the audience can always be overridden in the Campaign editor.

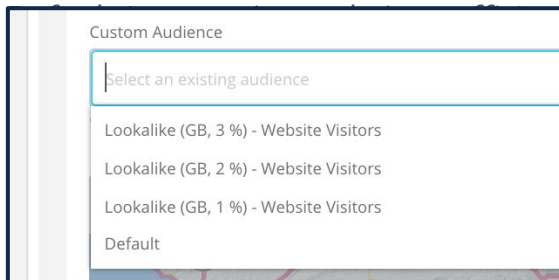
How To Use The TP Platform To Onboard Customers And Create Campaigns

ADDING ASSETS TO THE CUSTOMER LIBRARY

When you click “Add Audience” the audience creation box shows. Name your audience and input any relevant specifications.

Note: When the customer is first created in the platform, this triggers the creation of their own individual ad account and with it, their own website traffic retargeting audience and Lookalike audiences.

As long as the pixel is installed on the URL input in Customer Set Up, and there is sufficient traffic going to the site, there will be four audiences auto-created and available for use:



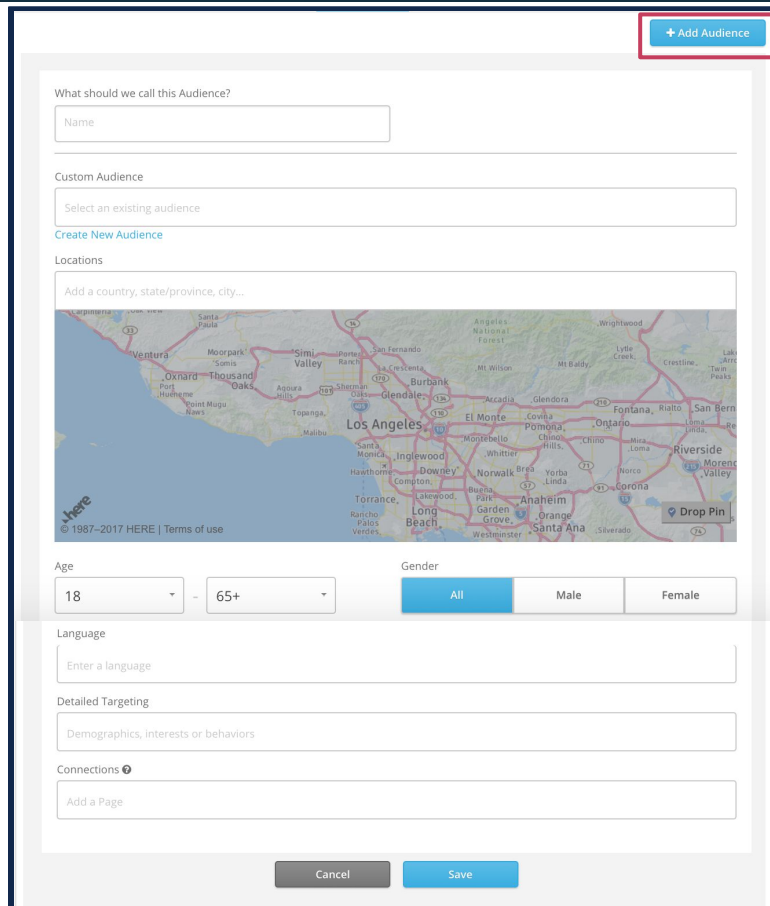
Custom Audience

Select an existing audience

- Lookalike (GB, 3 %) - Website Visitors
- Lookalike (GB, 2 %) - Website Visitors
- Lookalike (GB, 1 %) - Website Visitors
- Default

The percentage links to the accuracy of the base data. The 1% audience is the most similar to the website visitors, but the 3% audience will be a lot larger.

‘Default’ is the pixel audience, picking up website visitors



+ Add Audience

What should we call this Audience?

Name

Custom Audience

Select an existing audience

Create New Audience

Locations

Add a country, state/province, city...

Age

18 - 65+

Gender

All Male Female

Language

Enter a language

Detailed Targeting

Demographics, interests or behaviors

Connections

Add a Page

Cancel Save

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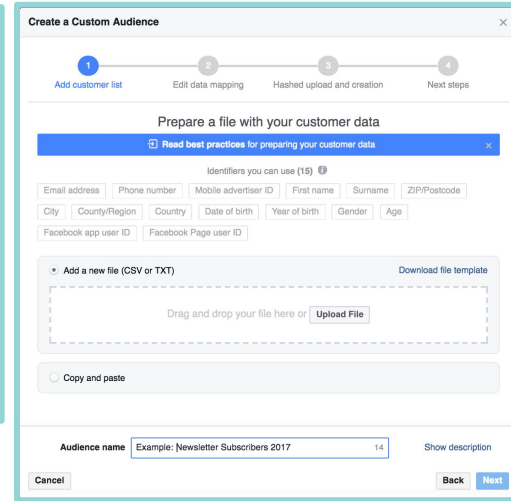
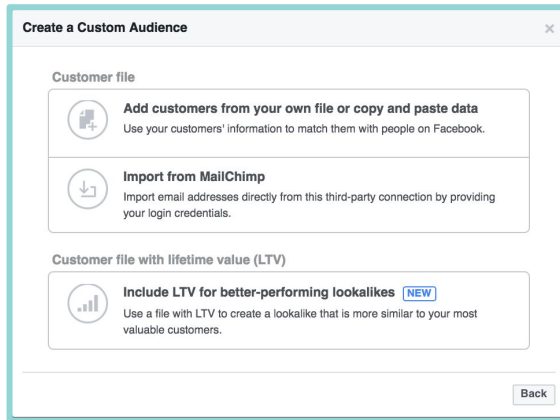
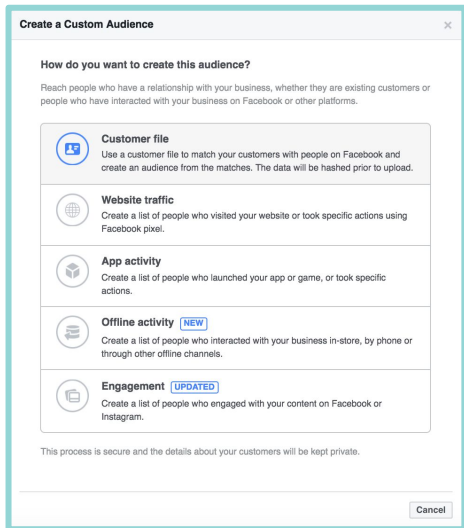
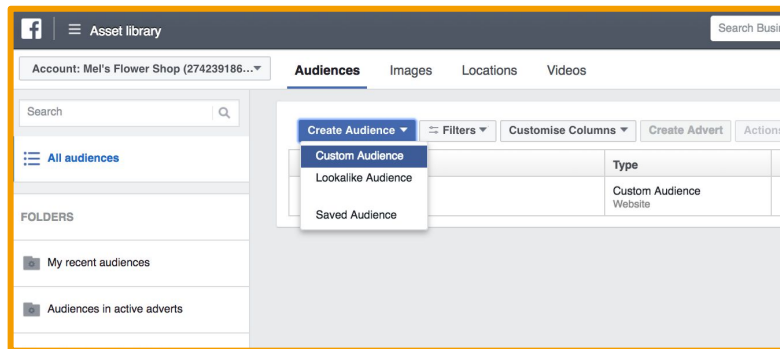
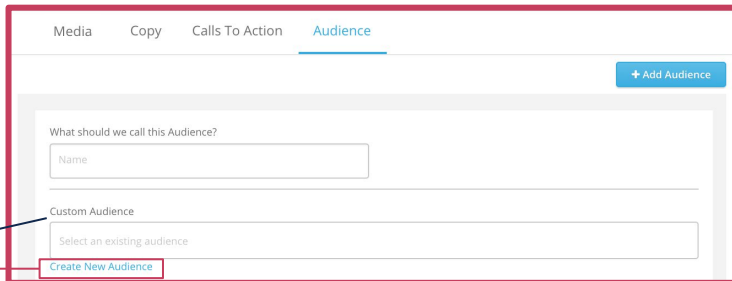
Creating A New Custom Audience

Click 'Create New Audience'. This will take you to the customer's ad account in Business Manager.

Click 'Create Audience' & select Custom Audience

Go through the flow, uploading your data & created the audience.

Once completed, the audience will show in the Custom Audience dropdown in the platform



How To Use The TP Platform To Onboard Customers And Create Campaigns

ADDING ASSETS TO THE CUSTOMER LIBRARY

Creating A New Lookalike Audience

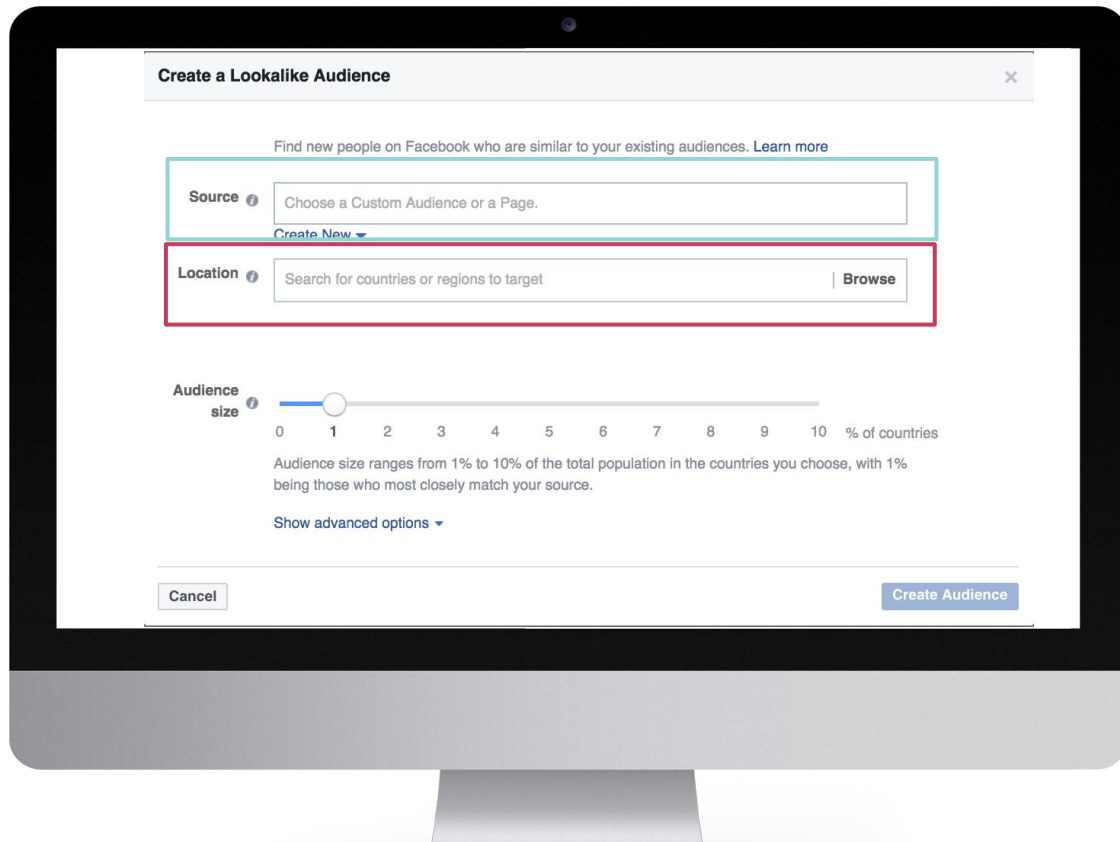
The steps for creating a new Lookalike audience are similar but simpler.

Click 'Create New Audience'. This will take you to the customer's ad account in Business Manager.

Click 'Create Audience' & select Lookalike Audience

Choose the source (a previously created custom audience)

Choose the location (country/region where you want the target audience to be located)



The screenshot shows a web interface for creating a Lookalike Audience. The title bar reads "Create a Lookalike Audience" with a close button. Below the title bar is a subtitle: "Find new people on Facebook who are similar to your existing audiences. [Learn more](#)". The main form has two sections: "Source" and "Location". The "Source" section has a text input field with the placeholder "Choose a Custom Audience or a Page." and a "Create New" link with a dropdown arrow. The "Location" section has a text input field with the placeholder "Search for countries or regions to target" and a "Browse" button. Below these sections is a slider for "Audience size" ranging from 0 to 10, with a label "% of countries". The slider is currently set to 1. Below the slider is a note: "Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source." There is a "Show advanced options" link with a dropdown arrow. At the bottom of the form are two buttons: "Cancel" and "Create Audience".

A man with short brown hair, wearing a blue button-down shirt, is sitting at a desk and smiling while looking at a laptop. The background is a dark blue wall with two light bulbs hanging from the ceiling. To the left, there is a potted plant with large green leaves. In the foreground, a wooden bicycle is partially visible. A red desk lamp is on the right side of the desk.

We now know

How to provide the platform with sufficient assets through the Customer's library, allowing Campaigns to run month over month with little to no touch