



Tiger Pistol Network

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. To the left of the man is a potted plant with large green leaves. To the right is a red desk lamp. Above the man, two light bulbs hang from the ceiling by thin wires. A wooden bicycle is partially visible in the lower left foreground.

In this topic we will:

Create bulk campaigns with localization

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

To save time, help keep campaigns consistent and manage budget across multiple locations, you can create campaigns in bulk.

These campaigns can look identical but be targeted at specific locations, which are chosen by Business Name or by selecting a Custom Group

Can be identical aside from localization in the copy, ie. calling out the city name “Come visit your local store in {city}!” or

Can be created identical across locations, for individual franchises or locations to go into their own campaign and edit as they want before publishing – each location’s campaign is individually editable

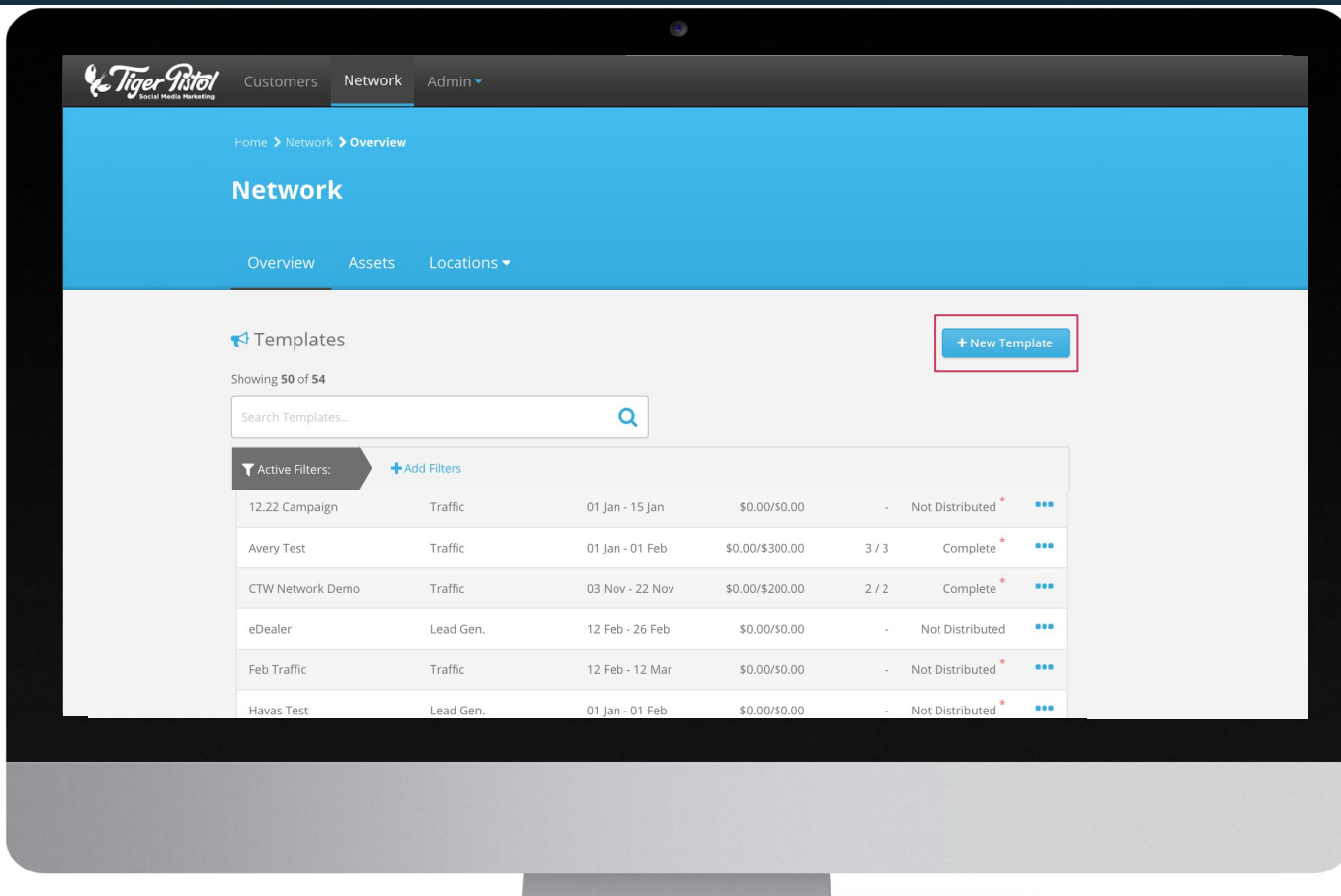
Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

In the Network Overview tab, you can see the status of previous bulk campaigns.

To create a new one, click

+ New Template



The screenshot displays the Tiger Pistol Network Overview page. The navigation bar includes 'Customers', 'Network', and 'Admin'. The 'Network' tab is active, showing a sub-navigation bar with 'Overview', 'Assets', and 'Locations'. The 'Overview' sub-tab is selected. A '+ New Template' button is highlighted with a red box. Below this, a search bar and a table of campaigns are visible. The table lists various campaigns with columns for name, type, dates, budget, status, and actions.

Templates						
Showing 50 of 54						
Search Templates...						
Active Filters: + Add Filters						
12.22 Campaign	Traffic	01 Jan - 15 Jan	\$0.00/\$0.00	-	Not Distributed *	...
Avery Test	Traffic	01 Jan - 01 Feb	\$0.00/\$300.00	3 / 3	Complete *	...
CTW Network Demo	Traffic	03 Nov - 22 Nov	\$0.00/\$200.00	2 / 2	Complete *	...
eDealer	Lead Gen.	12 Feb - 26 Feb	\$0.00/\$0.00	-	Not Distributed	...
Feb Traffic	Traffic	12 Feb - 12 Mar	\$0.00/\$0.00	-	Not Distributed *	...
Havas Test	Lead Gen.	01 Jan - 01 Feb	\$0.00/\$0.00	-	Not Distributed *	...

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Choose the objective of the campaign

Name the campaign

Enter the per location budget

Enter the campaign dates

Create

*Coming soon:
Offers Objective*

The screenshot shows a web application interface for creating bulk campaigns. A modal window titled "Create Bulk Campaign" is centered on the screen, overlaying a background page. The modal has a close button in the top right corner. Inside the modal, the title "Create Bulk Campaign" is followed by the instruction "Enter the basic information of your Bulk Campaign". Below this, there is a section "Select the objective" with five buttons: "Traffic" (selected), "Reach", "Page Likes", "Video Views", and "Lead Gen.". Each button has a corresponding icon. Below the objective selection, there are four input fields arranged in a 2x2 grid: "Enter the campaign name" with a "Name" input field, "Enter the per-location budget" with a "Budget" input field, "Enter the campaign start date" with a "Start Date" input field, and "Enter the campaign end date" with an "End Date" input field. At the bottom of the modal is a large blue "Create" button. The background page shows a sidebar with "Network", "Admin", and "Dev" tabs. The main content area has a "Network" header and a table of campaigns. The table has columns for "Name", "Objective", "Start Date", "End Date", "Budget", and "Status". The table contains several rows, including "Tiger Pistol's Offer", "Summer Sale", "CTW Network Dem", "HOLIDAY", and "TEST".

Network Admin Dev

Home > Network Campaigns

Network

Import Locations

Bulk Campaigns

Name	Objective	Start Date	End Date	Budget	Status
Tiger Pistol's Offer					
Summer Sale					
CTW Network Dem					
HOLIDAY	Clicks to Website	12/1/2017 - 12/11/2017		\$100.00	0 Not Distributed
TEST	Local Awareness	12/11/2017 - 12/15/2017		\$100.00	0 Not Distributed

Create Bulk Campaign

Enter the basic information of your Bulk Campaign

Select the objective

Traffic

Reach

Page Likes

Video Views

Lead Gen.

Enter the campaign name

Name

Enter the per-location budget

Budget

Enter the campaign start date

Start Date

Enter the campaign end date

End Date

Create

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Select which locations the campaign should go out to.

Campaigns can be distributed across locations broken out by Name or by custom field.

Custom groups are established in the bulk upload template.

The screenshot displays the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar includes links for Customers, Network, Admin, and Dev. The main header shows the campaign details: Date Range (12 Dec - 12 Dec), Budget (\$50.00), Objective (Clicks to Website), and Name (Tiger Pistol's Offering). The left sidebar contains a list of locations, with the 'Locations' tab selected. The 'Locations' tab shows a search bar and a list of locations with checkboxes for selection. The main content area displays a preview of the campaign ad, which is a sponsored link for Creature Coffee. The ad features a photo of a coffee box and the text 'FRESH COFFEE DELIVERED BY CREATURE'. Below the ad, there are two variations of the ad shown as thumbnails.

Tiger Pistol Customers Network Admin Dev

Home > Network Overview > Template

Date Range 12 Dec - 12 Dec Budget \$50.00 Objective Clicks to Website Name Tiger Pistol's Offering

Locations Total selected: 1

Search Locations...

Active Filters: + Add Filters

Showing 6 of 6

Name	Select All
Creature Coffee Update	<input checked="" type="checkbox"/>
Images	<input type="checkbox"/>
Mel's Flower Shop	<input type="checkbox"/>
The Burger Palace Of Austin	<input type="checkbox"/>
Tiger Pistol	<input type="checkbox"/>
Wichita Family Dental	<input type="checkbox"/>

Showing 6 of 6

Desktop News Feed Right Column Mobile News Feed Instagram

Creature Coffee shared a link. Sponsored

Like Page

FRESH COFFEE DELIVERED BY CREATURE

Coffee Subscription
The easy way to upgrade your morning coffee ritual. Locally sourced from the finest specialty roasters in Texas and delivered direct to your door -...

CREATURECOFFEE.CO

Like Comment Share

Variations

1 2

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Select the targeting for the campaign.

The geo-targeting will directly correspond to each location's address.

Add variations if you want to compare targeting options eg. is it more efficient to target at city level or state level?

At interest and demographic targeting as needed

The screenshot displays the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar includes 'Home', 'Network Overview', and 'Template'. The main header shows the campaign details: 'Date Range: 12 Dec - 12 Dec', 'Budget: \$50.00', 'Objective: Clicks to Website', and 'Name: Tiger Pistol's Offering'. The left sidebar contains icons for 'Locations', 'Audience', 'Media', 'Copy', and 'Call To Action'. The 'Audience' section is highlighted with an orange box and contains the following settings:

- Variation 1** (selected) and **Variation 2** (with a plus icon to add more).
- Geo Target By**: Country, State, PostCode, City, Address.
- Radius (miles)**: A toggle switch is turned on, and the value is set to 10.
- Locations Type**: A dropdown menu set to 'Live In'.
- Age**: A range from 18 to 65+.
- Gender**: A dropdown menu set to 'All'.
- Language**: A text input field with the placeholder 'Enter a language'.
- Detailed Targeting**: A text input field with the placeholder 'Demographics, interests or behaviors'.

The main content area on the right shows a preview of the campaign ad. The ad is for 'Creature Coffee' and features a sponsored link with a 'Like Page' button. The ad image shows a coffee cup and a sign that reads 'FRESH COFFEE DELIVERED BY CREATURE'. Below the ad, there are two variations of the ad, labeled 1 and 2, with a 'Variations' heading above them.

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Select the media for the campaign's visuals.

Add an image or video from your own files.

Make sure to add media to both variations if testing multiple ad variations.

The screenshot shows the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar includes 'Home', 'Network Overview', and 'Template'. Below this, the campaign details are displayed: 'Date Range: 12 Dec - 12 Dec', 'Budget: \$50.00', 'Objective: Clicks to Website', and 'Name: Tiger Pistol's Offering'. The left sidebar contains icons for 'Locations', 'Audience', 'Media', 'Copy', and 'Call To Action'. The 'Media' section is highlighted with an orange box, showing 'Variation 1' and 'Variation 2' tabs. Below the tabs is a placeholder for media with the text 'Drop Media Here or Browse'. The main content area displays a preview of the campaign ad, which is a sponsored link for 'Creature Coffee' featuring a coffee subscription offer. The ad includes a 'Like Page' button and a 'Share' button. Below the ad preview, there are two thumbnails labeled '1' and '2' representing different ad variations.

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Enter the campaign copy.

Add state or city localization in the copy using `{{city}}` or `{{state}}` in place of the location itself. Add the business name to the copy by using `{{name}}`.

Make sure to copy the text to the other variations if testing multiple ad variations.

The screenshot displays the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar shows the campaign path: Home > Network Overview > Template. The campaign details are as follows:

- Date Range: 12 Dec - 12 Dec
- Budget: \$50.00
- Objective: Clicks to Website
- Name: Tiger Pistol's Offering

The left sidebar contains icons for Locations, Audience, Media, Copy (highlighted with an orange box), and Call To Action. The main content area is titled 'Copy' and shows two variations:

- Variation 1:** Body Copy (2105 characters) and Description (200 characters). The text includes placeholders for localization: "Find out how you can get your own fresh coffee beans delivered from local roasters in {{city}}!" and "The easy way to upgrade your morning coffee ritual. Locally sourced from the finest specialty roasters in Texas and delivered direct to your door -...".
- Variation 2:** Currently empty.

The right sidebar shows the campaign preview for 'Creature Coffee', a sponsored post. The preview includes the business name, a 'Like Page' button, the text "Find out how you can get your own fresh coffee beans delivered from local roasters in {{city}}!", an image of a coffee subscription box, and the text "Coffee Subscription: The easy way to upgrade your morning coffee ritual. Locally sourced from the finest specialty roasters in Texas and delivered direct to your door -...". Below the preview, there are two variation thumbnails labeled 1 and 2.

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Select the Call to Action Button for the campaign.

Choose a button that suits the objective of the campaign. Add the same one to other variations, or try a different one.

The screenshot displays the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar includes links for Home, Network Overview, and Template. The campaign details section shows a Date Range of 12 Dec - 12 Dec, a Budget of \$50.00, an Objective of Clicks to Website, and a Name of Tiger Pistol's Offering.

On the left sidebar, the 'Call To Action' button is highlighted with an orange box. The 'Call To Action' section shows a dropdown menu with 'Learn More' selected. Below this, the 'Call To Action' button is also highlighted with an orange box.

The main content area displays a preview of the campaign ad for 'Creature Coffee'. The ad features a coffee subscription offer with a 'Learn More' button. Below the ad preview, there are two variations of the ad, labeled 1 and 2.

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

If the template is for a Lead Campaign, there will also be a section for Lead Forms.

Here you can select a previously created Lead Form Template, or create a new one.

The screenshot displays the Tiger Pistol Network Bulk Campaign Creator interface. The top navigation bar includes 'Home > Network Overview > Template'. Below this, campaign details are shown: 'Date Range: 12 Dec - 12 Dec', 'Budget: \$50.00', 'Objective: Clicks to Website', and 'Name: Tiger Pistol's Offering'. The left sidebar contains navigation icons for 'Locations', 'Lead Form' (highlighted with an orange box), 'Audience', 'Media', 'Copy', and 'Call To Action'. The main content area is titled 'Lead Form Templates' and features a '+ Add Form Template' button. Below this, it says 'Select an existing Lead Form Template' with a dropdown menu showing '{{name}}'s New Form'. The right side of the interface shows a preview of a Facebook post for 'Creature Coffee', which includes a sponsored link, an image of a coffee box with the text 'FRESH COFFEE DELIVERED BY CREATURE', and a 'Coffee Subscription' description. At the bottom, there are 'Variations' labeled 1 and 2.

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Scroll down to
distribute the
campaign, or discard
changes.

The screenshot displays the 'Template' editor for a campaign. At the top, navigation links include 'Home', 'Network Overview', and 'Template'. Campaign details are shown in a header: 'Date Range' is '12 Dec - 12 Dec', 'Budget' is '\$50.00', 'Objective' is 'Clicks to Website', and 'Name' is 'Tiger Pistol's Offering'. A left sidebar contains icons for 'Locations', 'Audience', 'Media', 'Copy', and 'Call To Action'. The 'Call To Action' section is active, showing 'Variation 1' and 'Variation 2' tabs, a 'Call To Action Button' dropdown set to 'Learn More', and a 'Learn More' button. The main preview area shows a coffee subscription ad with an image of a coffee box labeled 'FRESH COFFEE DELIVERED BY CREATURE', the title 'Coffee Subscription', a description, the URL 'CREATURECOFFEE.CO', and social media interaction buttons. Below the preview, two 'Variations' are shown as thumbnails labeled '1' and '2'. At the bottom, there are two buttons: 'Discard Changes' and 'Distribute', with the 'Distribute' button highlighted by an orange rectangle.


Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

If 'Distribute' is clicked in the Network Campaign Template Builder, users will be able to see the status of pre-distributed campaigns, including pre-distribution warnings and errors and potential reach at an individual campaign level.

Distribute The Template? Cancel Distribute & Draft Distribute & Publish

Validated 5 of 5 Export

Search Locations... 

Active Filters: + Add Filters

Location	Ready	Message	Potential Reach
Bar Miata	✓		4.2m 26m 212m
Dinner Roll	✓		660k 4.5m 212m
Lionness	✓		1.1m 4.9m 212m
Packages Home	✗	No City.	
Talia's Gift Shop	✓		1m 19m 212m

Ready column indicates if Campaign is ready to be distributed or has a pre-distribution error.

Campaigns that are not ready will have associated error message.

Potential Reach of individual ad variations - hover over number to see exact figure

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

What is a pre-distribution warning and/or error?

Pre-distribution Errors are those errors that occur before a campaign has been sent to Facebook. Such errors are determined based on Tiger Pistol configuration rules, and are not the same as post-distribution errors that occur on Facebook. Pre-distribution Warnings are the alert the user that the Potential Reach is considered low for a specific location, however the warning does not stop the campaign from being distributed/published.

Examples of Pre-Distribution Errors:

- Location does not have an address that can be geocoded
- Location does not have a Facebook Page connected
- Location has not accepted Lead Ads Terms of Service (for Lead Ads only)
- Location is Paused / Archived
- Location does not have a Destination URL (for Traffic / Video Views only)

Examples of Post-Distribution Errors:

- Content is prohibited on Facebook
- Lead Policy violation

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

The two options for bulk campaign distribution:

Distribute & Draft

Distribute the campaign in draft form across locations. Individual franchises or locations can then have the option to go in and make edits before pushing through to publish.

Distribute & Publish

Campaigns that are ready to go can be published immediately to go live automatically on the set date

The screenshot shows a web interface titled "Distribute The Template?". At the top right are three buttons: "Cancel", "Distribute & Draft", and "Distribute & Publish". Below the title bar, it says "Validated 5 of 5" and there is a search bar labeled "Search Locations..." with a magnifying glass icon. To the right of the search bar is a blue "Export" button. Below the search bar is a section for "Active Filters:" with a plus icon and the text "+ Add Filters". At the bottom is a table with the following data:

Location ▾	Ready ▾	Message ▾	Potential Reach ▾
Bar Miata	✓		4.2m 26m 212m
Dinner Roll	✓		660k 4.5m 212m

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Making Campaign-Specific Changes

In order to better protect individual Campaign-specific overrides, such as increasing a single Campaign's radius for potential reach reasons, any Network Template Editor re-distribution will update individual Campaigns with changed fields only. The simplest explanation is: whatever is changed in the Network Template Editor is the only thing changed at re-distribution, nothing else is touched.

This applies at the most granular level possible, meaning even within the same tab. If a user goes into a Template, edits the Headline, and re-distributes, only the Headlines of each individual Campaign will be updated and nothing else overridden (including any individual Campaign-specific Body Copy, for example).

Example 1:

1. Distribute a Network Template with a 10 mile radius and Learn More CTA (among other inputs.)
2. Go into one of the individual Campaigns created, and increase the radius to 20 miles for that specific Campaign.
3. Re-Distribute the Network Template with Shop Now CTA instead.

In the above example, all Campaigns associated with that Template would be updated to include the Shop Now CTA. However, the Campaign which had its radius increased to 20 miles would retain that Campaign-specific change, and not be overridden because of a Template re-distribution.

Example 2:

1. Distribute a Network Template with a 10 mile radius.
2. Go into the Austin location's individual campaign, and increase the radius to 20 miles for that campaign.
3. Re-Distribute the Network Template with a 15 mile radius.

In the above example, all Campaigns associated with that Template would be updated to have a 15 mile radius including the Austin campaign.

Whatever is changed in the Network Template Editor is the only thing changed at re-distribution, nothing else is touched.

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

The template will then show in the list of Bulk Campaigns, where you can see its status:

Distributed
Not Distributed
Complete

At the same time, the individual campaigns for each locations will show in each location's account.

Individual edits at location level can now be made if necessary by clicking into a location from the **Customer List**.

The screenshot shows the Tiger Pistol Network interface. The top navigation bar includes 'Customers' (highlighted with an orange box), 'Network', and 'Admin'. The user is logged in as 'Howdy Lucy Archard'. The main header shows 'Home > Network > Overview' and 'Network'. Below this, there are tabs for 'Overview', 'Assets', and 'Locations'. The 'Overview' tab is active, displaying a list of templates. A search bar and a '+ New Template' button are at the top right of the list. The list shows 50 of 54 templates. The table has columns: Name, Objective, Dates, Spend, Locations, Status, and Actions. The status column shows 'Not Distributed' with a red asterisk and three blue dots. The actions column has three blue dots.

Name	Objective	Dates	Spend	Locations	Status	Actions
TEST	Reach	23 Jul - 27 Jul	\$0.00/\$0.00	-	Not Distributed*	...
TEST FTD	Reach	16 Jul - 20 Jul	\$0.00/\$0.00	-	Not Distributed*	...
The Burger Palace Summer Promo	Traffic	23 Jul - 24 Jul	\$0.00/\$0.00	-	Not Distributed*	...
TEST ENTA	Traffic	09 Jul - 13 Jul	\$0.00/\$0.00	-	Not Distributed*	...
Greg Test 2018-07-03	Traffic	05 Jul - 18 Jul	\$0.00/\$0.00	-	Not Distributed*	...
TEST	Reach	09 Jul - 13 Jul	\$0.00/\$0.00	-	Not Distributed*	...

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Network Campaigns Management

The Network Campaigns Management page is a way for Platform users to manage Network Campaigns after a Network Campaign Template has been distributed.

Filter Campaigns by Status or Custom Group

Search Campaigns by Location Name

View, pause, retry publish, and delete individual campaigns

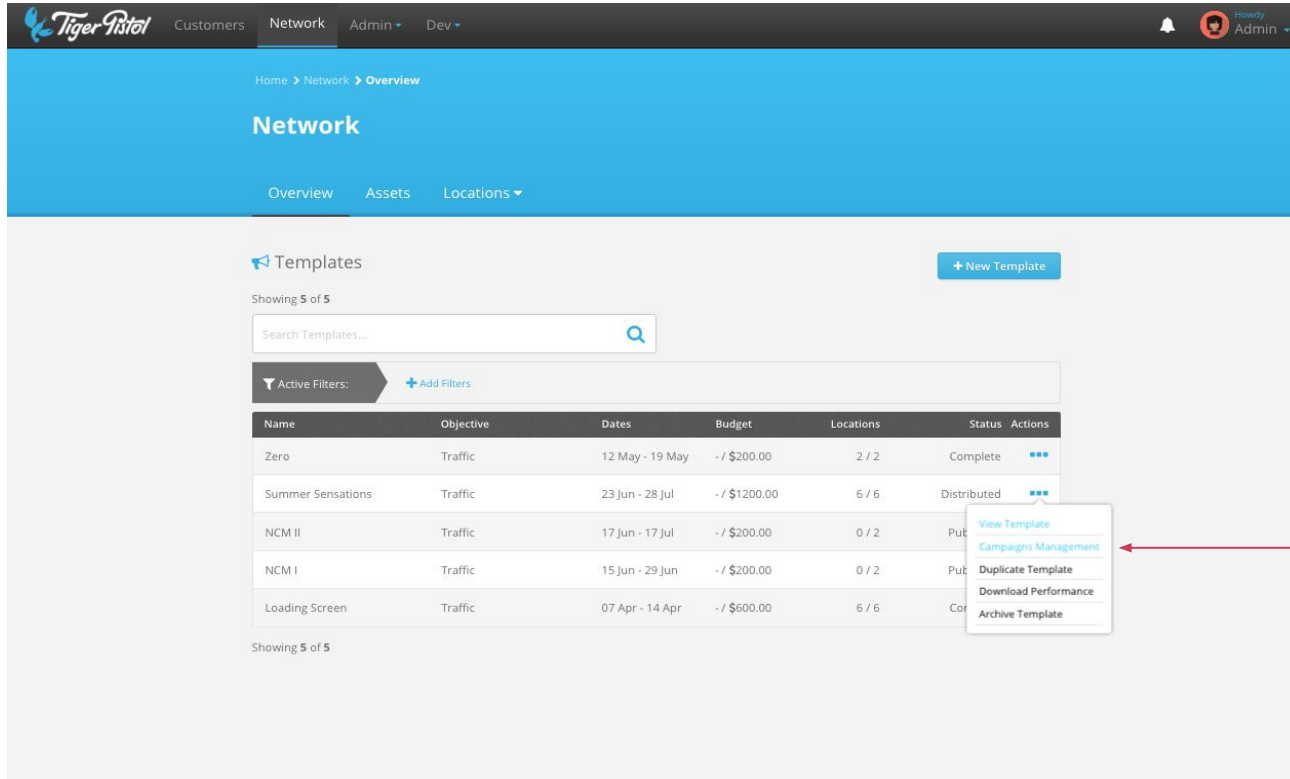
The screenshot displays the 'Summer Sensations' campaign management page. At the top, there's a navigation bar with 'Tiger Pistol' logo and links for Customers, Network, Admin, and Dev. Below this, a breadcrumb trail shows 'Home > Network > Network Campaigns Management'. The main header for the campaign is 'Summer Sensations' with an 'Edit' button and a date range '23 Jun - 28 Jul' with a 'Traffic' icon. The 'Campaigns Management' section includes 'Export Performance' and 'Export Campaigns' buttons. A search bar labeled 'Search Campaigns...' and a filter section 'Active Filters: + Add Filters' are present. The table below lists six campaigns, all in 'Draft' status. The 'Actions' column for each campaign has a dropdown menu with 'View Campaign' and 'Delete Campaign' options.

Location	Status	Clicks	CPC	Spend	Pacing	Actions
My Customer	Draft	0	-	- / \$200.00	0%	...
Lion Sniper	Draft	0	-	- / \$200.00	0%	...
JeffBusiness	Draft	0	-	- / \$200.00	0%	...
Fix ATX	Draft	0	-	- / \$200.00	0%	...
Cheetah Rifle	Draft	0	-	- / \$200.00	0%	...
Audience Library	Draft	0	-	- / \$200.00	0%	...

View the status, hero metric, secondary metric, cost per metric, spend and pacing of individual location campaigns

Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR



The screenshot shows the Tiger Pistol Network interface. The top navigation bar includes 'Customers', 'Network' (selected), 'Admin', and 'Dev'. The main header is 'Network' with sub-tabs 'Overview', 'Assets', and 'Locations'. The 'Overview' tab is active, showing a 'Templates' section. A search bar and a '+ New Template' button are at the top right of the templates list. Below the search bar, there are 'Active Filters' and a '+ Add Filters' button. A table lists five templates with columns: Name, Objective, Dates, Budget, Locations, Status, and Actions. The 'Actions' column for the 'Summer Sensations' template is expanded, showing options: View Template, Campaigns Management, Duplicate Template, Download Performance, and Archive Template. A red arrow points from the text on the right to the 'Campaigns Management' option in the dropdown menu.

Name	Objective	Dates	Budget	Locations	Status	Actions
Zero	Traffic	12 May - 19 May	- / \$200.00	2 / 2	Complete	...
Summer Sensations	Traffic	23 Jun - 28 Jul	- / \$1200.00	6 / 6	Distributed	...
NCM II	Traffic	17 Jun - 17 Jul	- / \$200.00	0 / 2	Put	View Template Campaigns Management Duplicate Template Download Performance Archive Template
NCM I	Traffic	15 Jun - 29 Jun	- / \$200.00	0 / 2	Put	
Loading Screen	Traffic	07 Apr - 14 Apr	- / \$600.00	6 / 6	Cor	

The Campaigns Management page can be found via the Actions dropdown on the Network Overview Page.

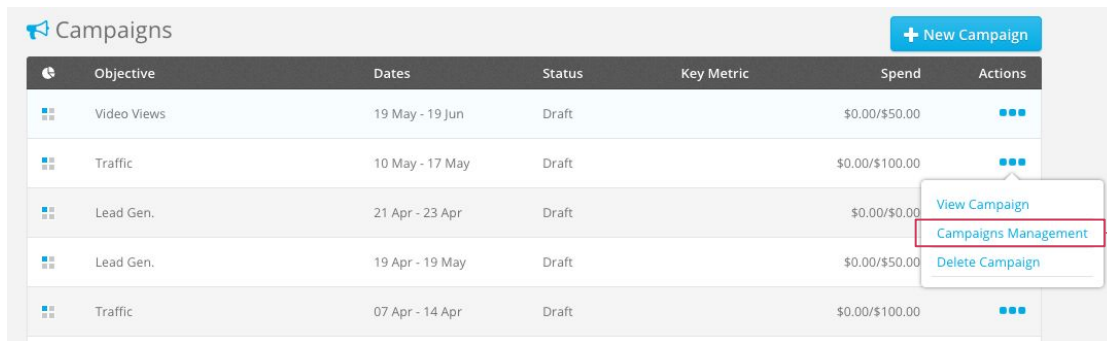
Using Tiger Pistol Network

USING THE BULK CAMPAIGN CREATOR

Link to Network Campaigns Management from Internal Customer Dashboard

When an individual campaign is associated to a Network Template, “Campaigns Management” will be in the list of available actions. The ‘Actions’ list is accessible via the Internal Customer Dashboard in the Campaigns Grid at the bottom of the dashboard.

Campaigns Management will only appear if that campaign was distributed via a Network Template.



Objective	Dates	Status	Key Metric	Spend	Actions
Video Views	19 May - 19 Jun	Draft		\$0.00/\$50.00	⋮
Traffic	10 May - 17 May	Draft		\$0.00/\$100.00	⋮
Lead Gen.	21 Apr - 23 Apr	Draft		\$0.00/\$0.00	⋮
Lead Gen.	19 Apr - 19 May	Draft		\$0.00/\$50.00	⋮
Traffic	07 Apr - 14 Apr	Draft		\$0.00/\$100.00	⋮

Platform users have an easy way to get to Campaigns Management via an Locations’ Customer Dashboard, by clicking on the Actions dropdown in the Campaign List at the bottom of the Dashboard,

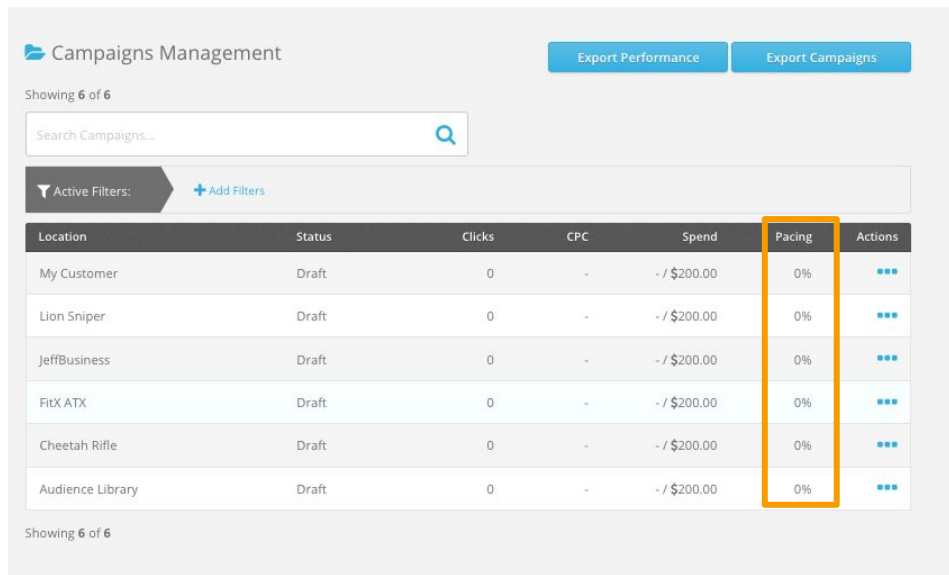
Using Tiger Pistol Network

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Campaign Spend Pacing Percentage Calculation

Campaign spend pacing percentage will be viewable via the Network Campaigns Management UI in the column titled 'Pacing'.

- The pacing percentage should indicate what percentage of budget that a campaign is expected to have spent by the end date.
 - Example: 100% pacing means the campaign is expected to have spent 100% of its budget by the end date.
- This is calculated with the formula $\text{Pacing} = \text{Actual} / \text{Goal}$, where;
 - Goal is 'total budget expected to have been spent by now'
 - Actual is 'actual amount spent by now'



Campaigns Management

Showing 6 of 6

Search Campaigns...

Active Filters: + Add Filters

Location	Status	Clicks	CPC	Spend	Pacing	Actions
My Customer	Draft	0	-	- / \$200.00	0%	...
Lion Sniper	Draft	0	-	- / \$200.00	0%	...
JeffBusiness	Draft	0	-	- / \$200.00	0%	...
FiX ATX	Draft	0	-	- / \$200.00	0%	...
Cheetah Rifle	Draft	0	-	- / \$200.00	0%	...
Audience Library	Draft	0	-	- / \$200.00	0%	...

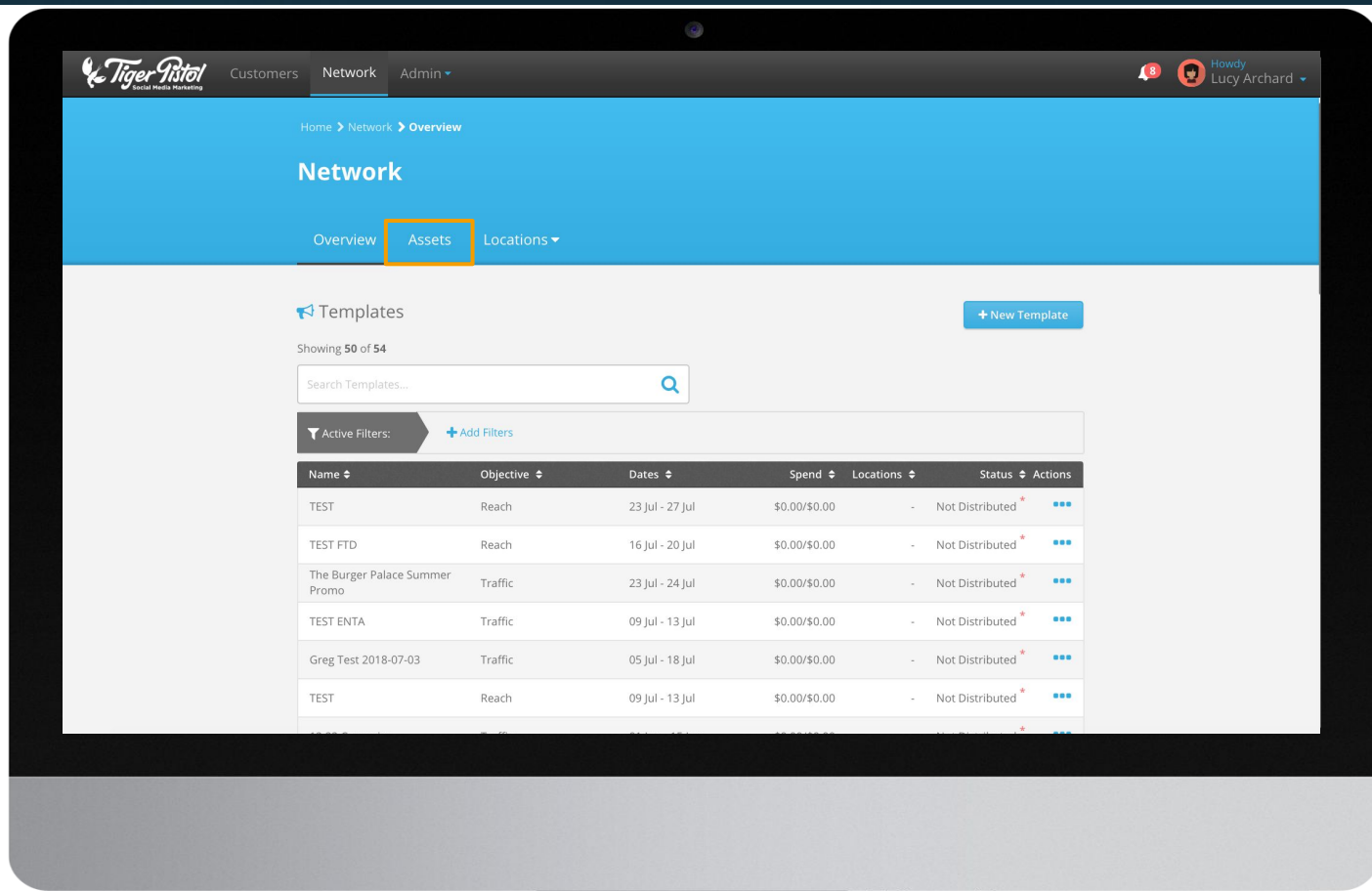
Showing 6 of 6

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Lead Form Templates

You can create and share a Custom Lead Form Template from the Network Campaign Template Builder to individual Locations.

Lead Form Templates are found in **Assets**.



The screenshot displays the Tiger Pistol Network interface. The top navigation bar includes 'Customers', 'Network', and 'Admin'. The 'Network' tab is active, and the 'Assets' sub-tab is highlighted with an orange box. The main content area shows the 'Templates' section with a '+ New Template' button. Below this, a search bar and 'Active Filters' are visible. A table lists several templates with columns for Name, Objective, Dates, Spend, Locations, Status, and Actions.

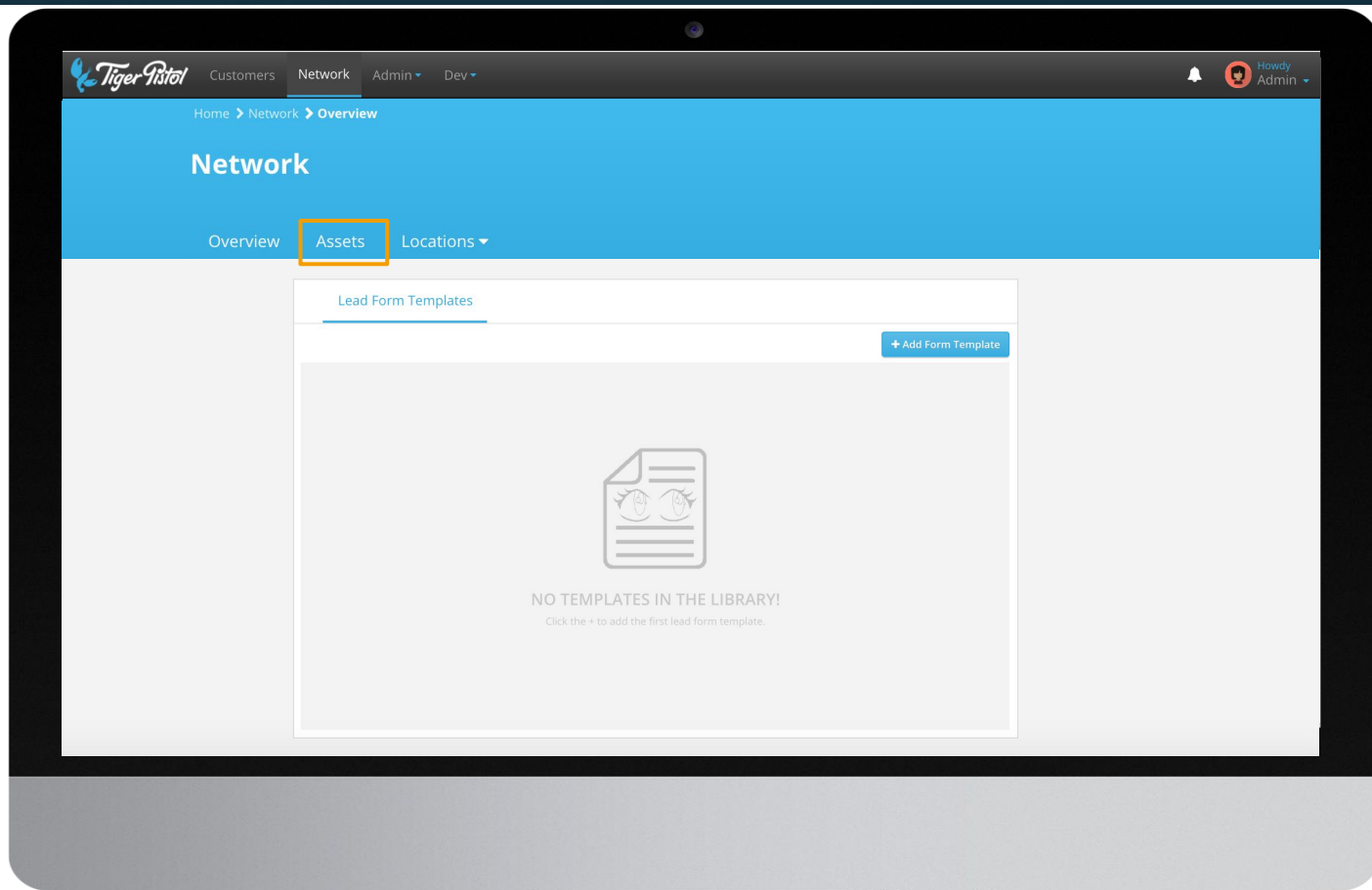
Name	Objective	Dates	Spend	Locations	Status	Actions
TEST	Reach	23 Jul - 27 Jul	\$0.00/\$0.00	-	Not Distributed	...
TEST FTD	Reach	16 Jul - 20 Jul	\$0.00/\$0.00	-	Not Distributed	...
The Burger Palace Summer Promo	Traffic	23 Jul - 24 Jul	\$0.00/\$0.00	-	Not Distributed	...
TEST ENTA	Traffic	09 Jul - 13 Jul	\$0.00/\$0.00	-	Not Distributed	...
Greg Test 2018-07-03	Traffic	05 Jul - 18 Jul	\$0.00/\$0.00	-	Not Distributed	...
TEST	Reach	09 Jul - 13 Jul	\$0.00/\$0.00	-	Not Distributed	...

Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Lead Form Templates

You can create and share a Custom Lead Form Template from the Network Campaign Template Builder to individual Locations.

Lead Form Templates are found in **Assets**.



Using Tiger Pistol Network USING THE BULK CAMPAIGN CREATOR

Create Lead Form

[Cancel](#) [Create](#)

Form Setup

Lead Form Name

Follow Up Action Url

Locale

Privacy Policy Url

Sharing Level
☒ Restricted ☐ Open

Only people who are delivered your ad directly can submit this form.

Intro (Optional)

Headline

Layout

Form 1 of 2

Lead Form Templates

[+ Add Form Template](#)

{{(name)}}'s New Form

Follow Up Action Url

Privacy Policy Url

Locale

Sharing Level
☐ Open

Customized Form

[+ Add Form Template](#)

The associated ad's image will appear here.

{{(Location's Page)}}

Sign up by providing your info below.

By clicking Submit, you agree to send your info to {{(Location's Page)}} who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View {{\(Location's Page\)}}'s Privacy Policy](#).

[Submit](#)

Dynamic Localization is available in the Lead forms, as in the campaign templates.

URL can be pulled by location or input manually.

Form Setup

Lead Form Name

Follow Up Action Url

Locale

Privacy Policy Url

Sharing Level
☒ Restricted ☐ Open

Only people who are delivered your ad directly can submit this form.