

Getting Started with Pontiac Intelligence

Welcome to the Pontiac Intelligence platform, where technology and customer service come together to drive superior digital media campaigns.

Below are some helpful tips to get you started, but feel free to reach out to your designated Account Manager at any time with questions. We value your account and look forward to working with you.



Funding your account

Once you receive your Pontiac Intelligence Credentials, you will be able to login to your seat. Under the 'Admin' tab you will notice your balance is set to -\$100. The first \$100 you fund will offset this charge and cover your one-time sign-up fee. Any amount funded over \$100 will be credited to your account to be used for media and creative audits.

See more information on Pontiac pricing here: [Pricing](#).

See more information on payment methods here: [Payment Methods](#)



Low Budget Message

If funding becomes low in your seat you will receive an email letting you know your seat has been deactivated and you will see a Low Budget message in the platform. This message appears when your balance is lower than the estimated daily spend for all campaigns. If the estimated daily spend is greater than your balance, your campaigns will automatically switch to Inactive. There are a few ways to combat this:

- Decrease your campaign daily budgets to an amount that fits what you have left in your seat.
- Add additional funds to your seat.
- Asking your designated Account Manager to be switched to a 'Stripe Daily' Payment method if you meet the criteria.



Service Offerings

- **Managed Service:** Your dedicated Account Manager will advise on campaign strategies, execute and optimize all line items, and provide weekly reporting and insights. Pricing is set on a Flat Rate CPM basis, and all pricing and terms are governed by a signed Media Plan.
- **Self Service:** If you choose to activate and manage your own campaigns, you will pay a fully transparent 20% Software License fee on all media purchased through the platform.





Creative Policy

Each creative uploaded to the platform goes through a 2-step audit process. See more info on this process here: [Creative Audit](#)

Please carefully review the official Pontiac Intelligence Creative Policy here: [Pontiac Creative Acceptance Policy](#)

If creatives come back marked as sensitive, it means your ads will be limited to certain exchanges. You will notice for campaigns that include sensitive creatives that 'Marked as Sensitive' will show at the top of the page. See more on Creatives flagged as Sensitive here:

[Creatives Flagged as Sensitive](#)



Creative Specs

We offer Hosted Banner creatives, HTML5, Native, Hosted Video, Audio, Third-party banners, Third-party video and more. All specs for these creative offerings can be found here: [Creative Specs](#)



Documentation Center

The team at Pontiac has created a Wiki which serves as a comprehensive guide to all things Pontiac. For guidance on all issues from how to create a new audience to creative specs to pricing, visit the Documentation Center here: wiki.pontiac.media



Troubleshooting & Improving Performance

- Have you set a campaign live, but you're not seeing delivery? Try these steps to Troubleshoot: [Campaign with no Delivery](#)
- Unsatisfied with the pacing of your campaign? Try these steps to increase scale: [Improving Pacing](#)
- Unsatisfied with campaign performance? Try these steps to improve CTR or CPA: [Improving CTR or CPA](#)



LiveRamp

If you are interested in uploading CRM data to target against, you can leverage Pontiac Intelligence's LiveRamp relationship. To learn more, visit the LiveRamp section of the wiki here: [LiveRamp](#)



Third Party Ad Servers

We do accept Third Party Ad Servers, but they are evaluated on a case-by-case basis in order to prevent any fraudulent activity. If you wish to use a Third-Party Ad Server, send your tag to your Account Manager for review.



Other Helpful Resources

- [Advertiser Setup](#)
- [Line Item Setup](#)
- [Video Tutorial](#)



Reach out to your Account Manager with questions or for more information!

