



Introduction to Campaign Management



- **Setup** – Learn the process to create a new campaign and add all necessary details needed for the campaign.



- **RFPs** – work in the workflow for RFPs within Prisma and send practice RFPs to facetious vendors.



- **Add Buys** – learn to add placements, packages, and fees with the tools in the new buy grid



- **Order** – send out IOs placements to multiple suppliers

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