



# AudienceAnywhere

## Create New Optimize Users

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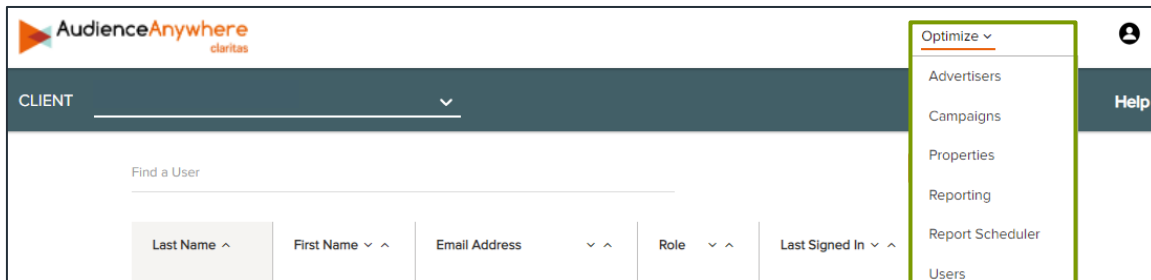
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### OVERVIEW

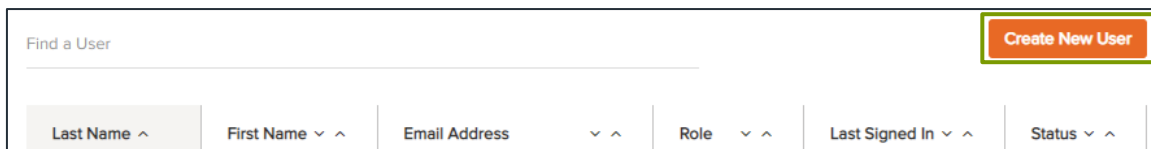
This document will take you through the process of creating users within the AudienceAnywhere Optimize module.

### CREATE A NEW USER

1. Click on the Optimize module and select Users.



2. Click Create New User.



3. Enter the user's first name, last name and email address.

The screenshot shows a user creation form with the following fields and values:

- \* First Name :** [Empty text input field]
- \* Last Name :** [Empty text input field]
- \* Email :** [Empty text input field]
- \* Status :** Active (dropdown menu)
- \* Role :** Reporting (dropdown menu)
- Advertisers Access :** All Advertisers (dropdown menu)

Buttons: Save (orange), Cancel (white with black border)

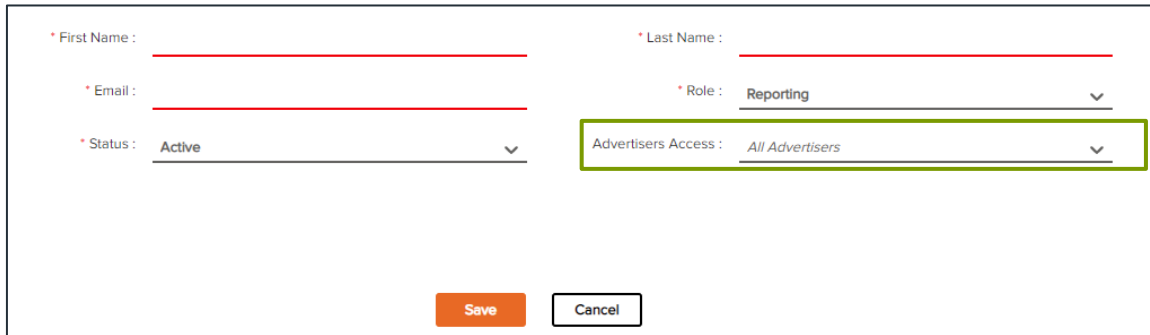
4. Select Status. The default will be Active.

5. Select the role for the user. This will determine the level of functionality available to the user within the Optimize module. The available roles are:

USER ROLE	ADDITIONAL INFORMATION
Admin	Provides the highest degree of control and functionality. Admins will have the ability to edit/create: <ul style="list-style-type: none"> <li>- New users</li> <li>- Advertisers</li> <li>- Properties</li> <li>- Campaigns</li> <li>- Reports</li> <li>- Scheduled Reports</li> </ul> Note: An account may have more than one admin.
Manager	Managers will have the ability to create/edit: <ul style="list-style-type: none"> <li>- Properties</li> <li>- Campaigns</li> <li>- Reports</li> </ul>
Reporting	Users with this permission level will only have the ability to view campaign report data. Note: Admins can specify which reports these users will be able to view by limiting access to specific advertiser(s) campaign data.

- (Optional) If a Manager or Reporting user role is being created, in the Advertisers Access dropdown select the Advertiser(s) you would like this user to have access to.

The reports this user will have access to will be limited to the campaign data for the specified advertiser(s).



The screenshot shows a user creation form with the following fields and values:

- \* First Name : \_\_\_\_\_
- \* Last Name : \_\_\_\_\_
- \* Email : \_\_\_\_\_
- \* Role : Reporting
- \* Status : Active
- Advertisers Access : All Advertisers

At the bottom of the form are two buttons: Save (orange) and Cancel (white with black border).

- After confirming all selections, click Save.

The invited user will be sent an automated email inviting them to join the AudienceAnywhere Optimize platform.

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## LEGAL NOTIFICATIONS

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