Campaign statuses, publishing and changes

What happens after submission — campaign statuses, returning for rework, publishing conditions, pause, sync with GAM and changing an already published campaign.

Statuses

Status	Meaning
Draft	The campaign is saved and can be edited
In review	Submitted to the portal team
Approved / Rejected	The portal team's decision
Awaiting payment / Paid	Invoice state
Ready for publication	All checks passed
Dispatching	Writing to Google Ad Manager is in progress
On air	The campaign is published and running
Paused	Impressions are temporarily stopped
Completed	The campaign period is over
Reconciliation required	The publishing result is ambiguous — the portal team checks manually
Blocked	The campaign won't pass publishing until the causes are fixed
Failed	Publishing failed

Returning for rework

The portal team can return a campaign to draft with a **mandatory comment**. The comment is shown above the campaign form: fix what's indicated and submit again.

Publishing conditions

The portal team publishes a campaign to Google Ad Manager when:

- the company is approved;
- the product and inventory are defined;
- the creative is approved by AdStart and, if needed, by the rights holder or sales house;
- documents are approved or not needed;
- payment is received (or the portal team allowed manual payment);
- the technical readiness check has passed.

The blocking reasons are visible in the campaign passport.

Campaign passport

Open a campaign in the registry. The **Passport** tab shows all settings, readiness, documents, payment, technical state and the action log (who changed what, when). The

Analytics tab — actual impressions and reach: Campaign analytics.

After publishing

The portal team has:

- **sync with GAM** — reconciling the campaign's actual state;
- **pause and resume** in GAM;
- a comparison of portal and GAM settings.

Changing a published campaign

- There may be a **cooldown** between changes — the portal shows the earliest time of the next change. For urgent changes, contact support.
- Before saving, the portal reconciles the campaign with GAM again.
- If the campaign was changed **directly in GAM**, the portal marks it "Changed on the GAM side", freezes automatic application of changes and creates a **change request** with the status "Awaiting approval". The portal team first reconciles the state in GAM manually, then approves or rejects the request.

> **Warning:** Don't mark the campaign reconciled until the state in GAM has actually been checked.

Campaigns in the registry

The registry supports search (name, advertiser, brand), sorting, a status filter and Excel export. Bulk actions depend on the role: duplicating, archiving, publishing and syncing with GAM — for the portal team.