AdStart portal — overview

What the AdStart account can do, who works in it, how a campaign goes from draft to air and where to find things in the menu.

The **AdStart portal** (the account at adstart.tv) lets an advertiser plan, approve, pay for and launch video ads in OTT/CTV — on Smart TVs, in apps and on the web — without knowing Google Ad Manager or server-side insertion technology. Rights holders, OTT platforms and sales houses work in the same account, each within their own limits.

Who works in the portal

Company type	What it does
Advertiser	Creates campaigns, uploads creatives, pays invoices, views reports
Agency	Acts on behalf of advertisers where allowed
Rights holder	Owns channels; approves creatives for its ad places
Sales house	Sells ads on assigned channels; may receive delegated creative review
OTT platform	Distributes channels to viewers; sees statistics for its inventory
AdStart	The portal team: approves companies, reviews and publishes campaigns, supports clients

A company, a contact and an account are different things: one person can have access to several companies with different roles. Details — Accounts, roles and contacts.

A campaign's path

1. **Sign-up** of the company and email confirmation — Sign-up, login and profile.
2. **Company approval** by the AdStart team. Without it, a draft can be saved but not submitted.
3. **Campaign** — one form with five sections: basics, audience and packages, creative, price, review — Creating an ad campaign.
4. **Creative** — an uploaded video or one generated in the portal from a brief — Creatives — requirements, documents and review, Creating a video from a brief (AI).
5. **Review** — technical, by the AdStart team and, if the channel requires it, by the rights holder or sales house.
6. **Payment** of the invoice — by card or bank transfer — Billing — invoices, payment, acts .
7. **Publishing** to Google Ad Manager by the portal team and airing in the agreed period — Campaign statuses, publishing and changes.
8. **Reports and analytics** — impressions, reach, plan completion — Reports and analytics.
9. **Video proof** — a screen recording of the ad airing on a channel — Video proof of airing .

Menu

Section	What's there
Home	Active campaigns, yesterday's impressions, reach by platform, plan and budget completion
Campaigns	Campaign registry, creation, campaign passport and analytics
Creatives	Creative packages: video, documents, reviews; creating a creative from a brief
Video proof	Recordings of ads airing on channels
Inventory	Channels, platforms, packages, ad places (for rights holders and the portal team)
Reports	Basic and advanced reports, file registry
Billing	Invoices, payment, balance, acts
Support	Help with search and your company's tickets
Administration	Accounts, companies, roles — according to your role's rights

Sections unavailable to your role are simply not shown.

Active company

The top bar selects the company you're working on behalf of. Campaigns, reports, invoices and contacts are shown within that company. Before creating a campaign or ordering a report, check that the right company is selected. Switching companies doesn't change your role or extend your rights.

What's next

- Advertisers — start with Sign-up, login and profile and Creating an ad campaign.
- Rights holders or sales houses — For rights holders and sales houses.
- Frequently asked questions — AdStart — FAQ.