Self-service for small businesses

How SMBs buy video ads without a manager — sign-up, offer, creative, validation, payment, publishing via GAM.

An AdStart module for selling ads to small and medium businesses without a manager. The rights holder keeps control at every step.

How it works

1. **Sign-up.** The company registers on the portal and signs the online offer; the contract is automatically sent to the e-document system.
2. **Campaign.** After confirmation the company creates an ad campaign and adds a creative — its own or one generated by the integrated video generator.
3. **Validation.** The rights holder checks the creative; the system scans the supporting documents.
4. **Payment** — right on the portal.
5. **Publishing** via Google Ad Manager. The rights holder can block the campaign at any step.
6. **Proof of airing** — video proof of impressions is recorded.

Each step is described in detail in the AdStart portal section: sign-up, campaign, creatives, video from a brief, payment, publishing, video proof.

> **Note:** The module is deployed for a specific rights holder. To discuss a launch — create a ticket or write to support@adaptek.tv.