

Bell Ads for Business

Overview and Frequently Asked Questions

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Bell Ads for Business overview

Bell Ads for business is a digital ad buying platform that allows businesses across Canada to take advantage of Bell's premium Canadian Data to target intended audiences on digital inventory across Bell Media premium properties as well as the open internet. Bell Ads for Business allows advertisers to take advantage of unique DSP capabilities through an intuitive self-serve platform with five step campaign creation workflow.

1. Selection of campaign type
2. Audience targeting
3. Uploading ads
4. Review campaign summary
5. Checkout/ payment

Benefits:

- Streamlined onboarding and execution process with simple sign-up process and SSO through Google credentials.
- Simple and intuitive interface, allowing users to create their campaign through 5 step campaign creation workflow.
- Intuitive, curated audience targeting using premium Bell First Party Data allowing the user to create custom location targeting as well as other audience selections.

Frequently asked questions

Sign up & sign in

How do I log in or create an account on Bell Ads for Business?

To access Bell Ads for Business, visit: <https://ads.business.bell.ca>

If you already have an account, simply log in with your credentials.

If you're a new user, click 'Create new account' on the login page. You'll be directed to a registration form — complete all required fields, accept the Terms and Conditions, and select 'Get started'.

After submitting the form, you'll receive an email to set your password. Once your password is created and you've filled in your account preferences, you can begin building your first campaign.

I have forgotten my password and cannot login, how do I reset my credentials?

You can select 'Forgot My Password' on the platform's login page to initiate a password reset for your account.

Alternatively, if you are having difficulty resetting your password from the above route, you can also use this link: <https://ads.business.bell.ca/#/request-password-reset>

Can I add additional users to my company profile?

To add additional users to your client account, you can either:

1. Reach out to your Bell Media Sales representative
2. Add additional users under your company profile

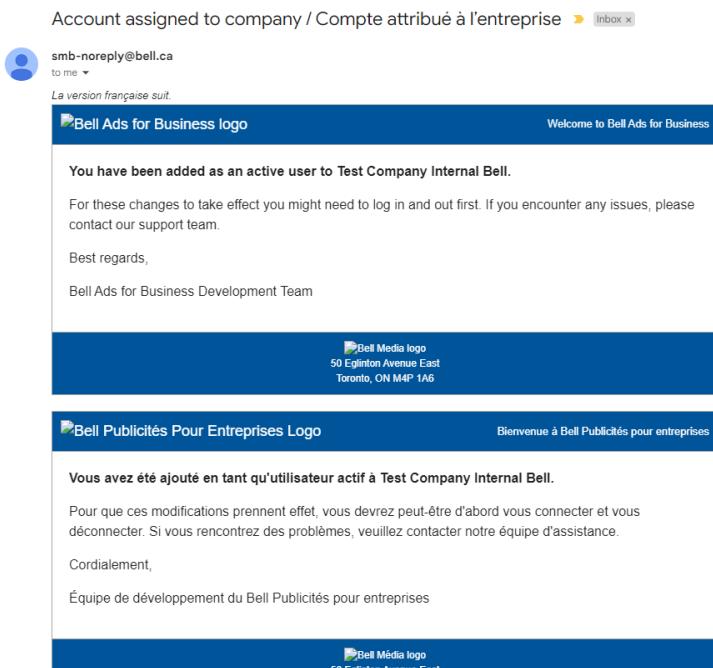
How do I add additional users under my company profile in Bell Ads for Business?

1. Click on your company profile
2. View all existing users under your company profile
3. Enter email address of the applicable user
4. Click send
5. An email notification will be sent, and they will be able to create their own password to access the platform



Can I be assigned to more than one company on Bell Ads for Business?

If you've already been added to a company on Bell Ads for Business, please email: belladsforbusiness_support@bellmedia.ca. We'll ensure your user email is added to any additional companies as requested. Once this process is complete, you'll receive an email confirming that you've been added to another company.



Once you have received the above email and have logged into Bell Ads for Business, you will be able to access a drop down allowing you to select the company you want to access in Bell Ads for Business.

The image shows the 'Campaigns' section of the Bell Ads for Business interface. At the top, there are three tabs: 'Campaigns', 'My Ads', and 'Reports'. On the right, there is a 'Company' dropdown menu. The dropdown menu is open, showing two options: 'Bell in Staging' and 'Test Market 1 - Bell Staging'. The 'Bell in Staging' option is highlighted with a red box. Below the dropdown, there is a 'Create new' button. The main table lists four campaigns: 'Test', 'Connected TV Test 2 MK', 'test', and 'Test 3'. Each row includes columns for Status, Name, Channel, Start, End, Budget, Pacing, and Additional Info.

Status	Name	Channel	Start	End	Budget	Pacing	Additional Info
●	Test	Connected TV	Sep 27	Oct 25	\$2,000	74% ●	
●	Connected TV Test 2 MK	Connected TV	Oct 02	Oct 10	\$3,000	95% ●	
●	test	Display	Sep 30	Oct 31	\$3,000	0% ●	
●	Test 3	Connected TV	Oct 09	Oct 13	\$500	-	

Change your default company when you login to Bell Ads for Business by clicking the user icon on the top right and selecting 'Change default company'.

The screenshot shows the Bell Ads for Business dashboard. At the top, there are three navigation tabs: 'Campaigns', 'My Ads', and 'Reports'. Below these is a user profile icon with the text 'Bell in Staging'. A red box highlights this profile area. To the right is a sidebar with a user icon, an email address 'kilbournematt@gmail.com', and language options 'English' and 'Français'. At the bottom of the sidebar, three options are listed: 'Change default company' (which is also highlighted with a red box), 'View company details', and 'Logout'.

Status	Name	Channel	Start	End	Budget	Pacing	Additional info
●	Test	Connected TV	Sep 27	Oct 25	\$2,000	70% ●	
●	Test 3	Connected TV	Oct 09	Oct 13	\$500	○	
●	Connected TV Test 2 MK	Connected TV	Oct 02	Oct 10	\$3,000	85% ●	
●	test	Display	Sep 30	Oct 31	\$3,000	0% ●	

Campaign set up

Can I include multiple channels (ex: display ads and video ads) in one campaign?

Each campaign can only run on one channel — your options are between: Display Ads (Banner), Video Ads, or Connected TV Ads (Streaming). However, you can create and run multiple campaigns at the same time to support different channels and achieve your marketing goals.

Why can't I select today's date as my campaign flight start date?

Campaigns require up to 24 hours before they begin delivering impressions. This time allows for our standard creative audit and the processing of your custom audience from Step 2 to ensure everything is ready for launch.

Where will my ads serve?

Bell Ads for Business provides clients access to unlimited scale by tapping into the open internet and access to Bell Media's premium properties. Bell Media's premium English properties include CTV, TSN and Bloomberg. French properties include RDS, iHeart FR and Noovo.

All campaigns running on Bell Ads for Business will be served against [IAS brand safe inventory](#) to ensure safe ad environments.

What type of optimizations can I make if my campaign is under pacing?

If your campaign is not pacing as expected, you can try the following:

- Add more creatives to increase delivery opportunities
- Extend your campaign flight dates to allow more time for impressions to serve

Note: *The platform automatically optimizes factors such as frequency capping and creative delivery to help ensure your target impressions are fulfilled.*

What settings can I edit before checking out?

Before completing payment, you can save your campaign as a draft. Draft campaigns are fully editable — you can update any section or field as needed. To make changes, simply access your draft campaign from the campaign summary view before proceeding to checkout.

What settings can I edit in my campaign after I have checked out?

Bell Ads for Business enables you to modify two campaign settings after the checkout process is complete:

1. Edit flight end: extend or shorten your campaign to manage delivery
2. Creatives: you can add to existing, or remove creatives from their on-going campaigns

Please keep in mind that shortening your flight period or removing creatives can impact your pacing and cause your campaign to under-deliver. It is recommended that these optimization levers (ex. extending end date or adding additional creative sizes) are utilized to prevent under delivery.

What is the optimal flight period for campaigns on Bell Ads for Business?

Bell Ads for Business will always aim to achieve your booked impressions. It is recommended that your campaign flight date is between a minimum of **7-14 days** to ensure your campaign delivers in full.

Where do I apply my coupon or gift card in Bell Ads for Business?

You can apply your promotional coupon or gift card in Step 4 – the Summary step of the campaign creation process.

After completing the first three steps, go to the Summary tab and click 'Add promotional coupon code'.

Note: *Each promotional coupon code can only be used once per advertiser account.*

Campaign summary

Review your campaign summary before checking out.

Tax and cost information	
Tax registration number HST: 861701399RT0001	Province Ontario
Company address 299 Queen St W, Toronto, ON M5V 2Z5, Canada	
Budget	\$5,000.00
Discount	-
HST (13%)	\$650.00
Total cost	\$5,650.00

Add promotional coupon code

Tax will be charged based on Customer's business address, associated with customer profile

← Exit Continue →

Campaign Target My Ads Summary Payment

Next, add your promotional coupon or gift card code into the field and click 'Apply':

Campaign summary

Review your campaign summary before checking out.

Tax and cost information	
Tax registration number HST: 861701399RT0001	Province Ontario
Company address 299 Queen St W, Toronto, ON M5V 2Z5, Canada	
Budget	\$5,000.00
Discount	-
HST (13%)	\$650.00
Total cost	\$5,650.00

Promotional coupon code

Tax will be charged based on Customer's business address, associated with customer profile

← Exit Continue →

Campaign Target My Ads Summary Payment

Creatives

What are the creative requirements?

Bell Ads for Business has the capability of serving: Display (Banner), Video and Connected TV (Streaming) creatives.

Display Ads (Banner)	<ul style="list-style-type: none"> • Display sizes (in pixels): 300x250, 728x90, 300x600, 160x600, 970x250, 320x50, 320x480, 300x50, 300x250, 728x90 • File type: .jpg, .jpeg, .gif, or .png • Size: 5 MB maximum
Video Ads	<ul style="list-style-type: none"> • Aspect ratio: 16:9 or 4:3 • Duration: recommended 15s or 30s • File type: .mp4 or .mov • Bitrate: 500-3500 kpbs • Size: 200 MB maximum
Connected TV Ads (Streaming)	<ul style="list-style-type: none"> • Duration: recommended 15s or 30s • File type: high quality .mp4 • Bitrate: 15000 kpbs to 30000 kpbs • Valid resolutions: 1280x720, 1920x1080, or 1440x1080 • Size: 250 MB maximum

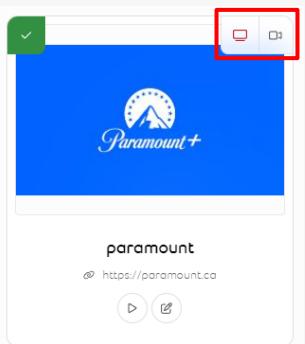
What does the icon on each creative mean?

The icon in the top-left corner of each creative indicates its audit status. Every creative undergoes an audit to ensure it meets programmatic ad quality standards before it can run in your campaign.

 BECAUSE YOU CAN'T CHEW DEODORANT  Gum https://www.clickthrough.url	 Bell Sample ad copy.  Bell sample ad https://www.clickthrough.url	 BECAUSE YOU CAN'T CHEW DEODORANT  Asset name goes here https://www.clickthrough.url
Grey clock icon: indicates the creative is being audited and is pending approval.	Green checkmark: indicates the creative has successfully passed audit and is ready to serve impressions.	Red 'X': indicates the creative has failed the audit. Hover your cursor over the red X to understand your creative rejection. Use a new creative or, contact your Bell Media Sales representative to investigate.

How do I know my creative is eligible to run on a Connected TV (Streaming) campaign?

Once a video is uploaded in the My Ads menu, Bell Ads for Business will validate the video against Connected TV Ads (Streaming) creative requirements (see section above).

	
TV Icon Blue: indicates the creative is compatible for Connected TV campaigns and video (OLV) campaigns	TV Icon Red: indicates the creative has not met Connected TV creative requirements, but is eligible for Video (OLV) campaigns

How long do creative audits take?

The standard creative audit requires 24 hours - 48 hours to review.

What happens if my creative is rejected?

If a creative is rejected within the platform, you can try to re-upload a net new creative or edit an existing one to meet platform requirements. There's no limitation on how many times you can edit your creative. Please note that every time you edit an existing creative, it will have to pass the mandatory platform audit. Some examples of creative rejections include:

- Creative does not display a clear brand
- Invalid click-through URL
- Click-through URL not crawlable

Can I apply flights to my campaign creatives?

Step 3 of the campaign creation process allows you to assign flight periods to your chosen creatives. Please remember that each creative may only be associated with one flight period.

After selecting 'Edit ad flights' on the My Ads portion of the campaign creation process, users will have the option to add multiple flight periods to creatives.

Note: The range for creative flight dates are limited to the campaign flight dates set for the campaign

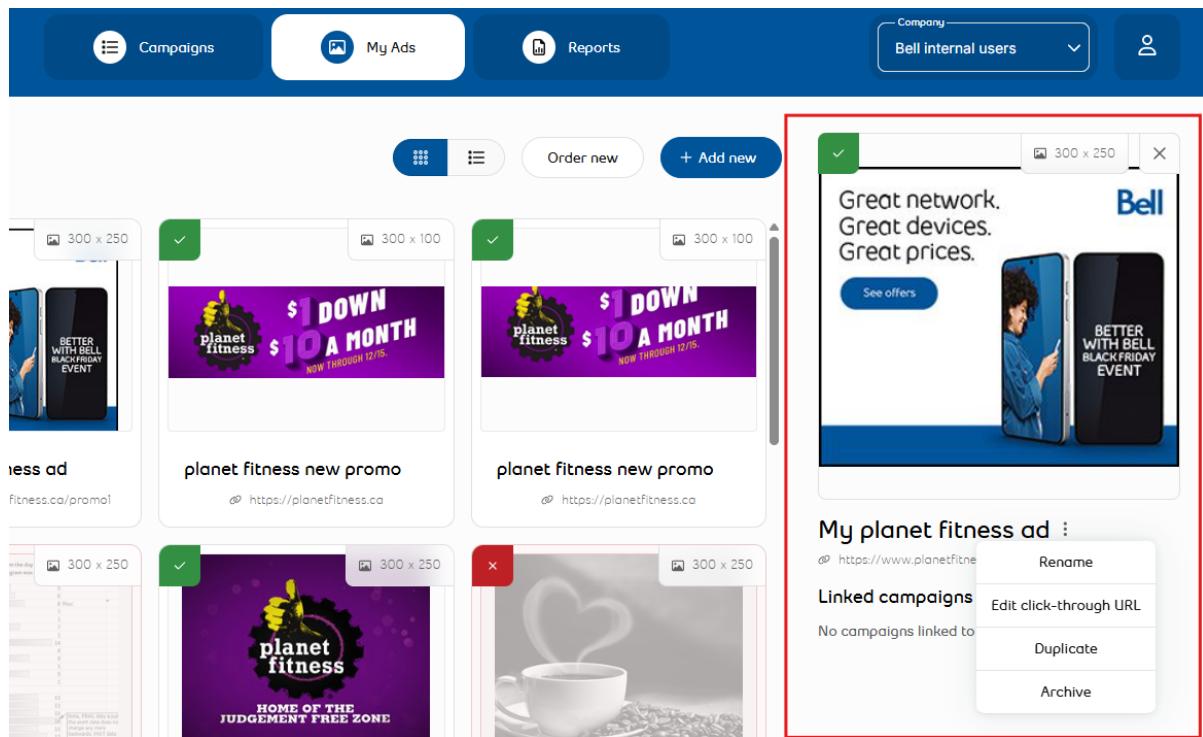
Can I edit creative flights mid-campaign?

Once a campaign is live, you will be able to edit your creative flights as you see fit. You will not be able to edit your creative flights while the campaign is in Upcoming status.

What fields of my creative can I edit after uploading to My Ads dashboard?

After uploading a creative to the My Ads Dashboard, users can edit the Creative Name, Click-Through URL as well as duplicate and archiving creatives.

1. Navigate to My Ads dashboard
2. Locate and select the creative that you'd like to edit
3. On the right, select the 3 buttons and choose the action you'd like to perform



Is there a way I can 'hide' creatives that are outdated or obsolete?

Bell Ads for Business give you the opportunity to archive creatives to ensure that your My Ads dashboard can look as clean as possible. Select the creative(s) that you'd like to archive, and select 'Archive':

Bell Ads for Business

Company: Bell Internal users

My Ads

Order new + Add new

My Ads

Name	Type	Size	Status
Tylenol Ad	Display	300 x 250	Approved
<input checked="" type="checkbox"/> My planet fitness ad	Display	300 x 250	Approved
planet fitness new promo	Display	300 x 100	Approved
planet fitness new promo	Display	300 x 100	Approved
<input checked="" type="checkbox"/> Coffee Shop New Location	Display	300 x 250	Approved
Test pour démo 1	Display	300 x 250	Audit failed
<input checked="" type="checkbox"/> Coffee Shop New Location	Display	300 x 250	Approved
Annonce test Café	Display	300 x 250	Audit failed
Bannière café sympa	Display	300 x 250	Audit failed
<input checked="" type="checkbox"/> PizzaTime	Display	300 x 250	Audit failed
Pizza Time	Display	300 x 250	Audit failed

4 Ads selected

Deselect Archive

My planet fitness ad :

https://www.planetfitness.ca/promo/

Linked campaigns

No campaigns linked to this ad

Bell Ads for Business

Company: Bell Internal users

My Ads

Order new + Add new

My Ads

4 Ads selected

Deselect Archive

Extra Strong O Extra Easy To Swallow.

TYLENOL Acetaminophen 500 mg

Test pour démo 1

Annonce test Café

Bannière café sympa

Pizza Time

My planet fitness ad

planet fitness new promo

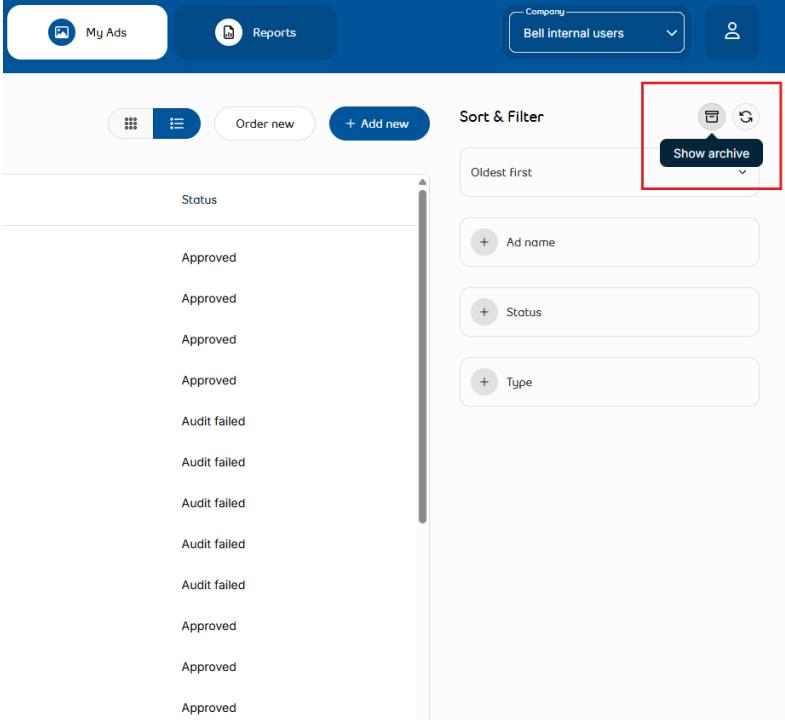
planet fitness new promo

Note: When archiving creatives, you are not deleting them but rather hiding them from your My Ads dashboard view.

Can I unarchive a previously archived creative?

All archived creatives are moved to a repository that you can access via the My Ads dashboard.

1. Navigate to My Ads dashboard
2. Ensure that no creative is selected
3. Navigate to the 'Sort & Filter' pane on the right side of the screen and select the following button to access your archived creatives



The screenshot shows the 'My Ads' dashboard interface. At the top, there are navigation links for 'My Ads' (highlighted with a red box), 'Reports', and a dropdown for 'Company' set to 'Bell internal users'. On the right, there is a user profile icon. Below the navigation, there are buttons for 'Order new' and '+ Add new'. To the right of these is the 'Sort & Filter' pane, which includes a dropdown set to 'Oldest first'. A red box highlights the 'Show archive' button, which is located at the bottom right of the pane. The main list area shows a table with 'Status' columns for various entries, including 'Approved' and 'Audit failed'.

To unarchive creatives, select the creative from the Archive view and select 'Unarchive'. When your creative is unarchived, a platform audit for the creative will be re-initiated automatically.

Name	Type	Size	Status
<input checked="" type="checkbox"/> Coffee Shop New Location	Display	300 x 250	Approved
Coffee Shop New Location	Display	300 x 250	Approved
PizzaTime	Display	300 x 250	Audit failed

What type of information do I need to upload a creative to the platform?

When saving a creative within a campaign, or the My Ads library, please ensure a landing page URL and a unique creative name is associated to the creative. The URL will direct people who click on the ad to that specific web page. Bell Ads for Business will not allow you to save the ad unless these parameters are filled in.

Please note that the click-through URL is verified during the creative audit process. Your creative will fail audit if the click-through URL is not relevant to your ad.

Can I pause creatives after my campaign has begun?

Bell Ads for Business allows you to pause creatives that are associated with a campaign:

1. Select the campaign that contains the creatives you'd like to pause
2. Scroll down and select 'Edit ads'

Campaigns

Status	Name	Channel	Start	End	Budget	Pacing	Additional
●	CoTV Test	Connected TV	Dec 12	Dec 26	\$2,000	0%	●
●	Coffee & Doughnuts Promo	Display	Jul 04	Jul 18	\$5,000	-	-
●	Ahraniya Test 123	Video	-	-	-	-	-
●	Test 3 - Copy	Connected TV	Oct 09	Oct 13	\$500	-	-
●	test	Display	Jul 23	Aug 10	\$1,000	-	-

Campaign Summary

Crave Test 1
dP: https://www.crave.ca

Edit ad statuses **+ Add from My Ads**

3. Select the ads you want to keep activated; creatives will remain active on the campaign.
4. De-select the ads you want to deactivate; creatives will be paused and will no longer be served on the campaign
5. Click 'Save Changes' when you are ready to submit your changes
6. Re-select the same campaign and platform you will confirm your changes:

Campaigns

Status	Name	Channel	Start	End	Budget	Pacing	Additional
●	CoTV Test	Connected TV	Dec 12	Dec 26	\$2,000	0%	●
●	Coffee & Doughnuts Promo	Display	Jul 04	Jul 18	\$5,000	-	-
●	Ahraniya Test 123	Video	-	-	-	-	-
●	Test 3 - Copy	Connected TV	Oct 09	Oct 13	\$500	-	-
●	test	Display	Jul 23	Aug 10	\$1,000	-	-
●	Coffee Shop New Location Promo	Display	Jul 01	Jul 30	\$5,000	-	-

Campaign Summary

1 Campaign Ads

Crave Test 1
dP: https://www.crave.ca

Edit ad statuses **+ Add from My Ads**

The above shows that your creative is approved (green checkmark icon), but more importantly paused within the campaign (yellow pause icon).

Can I add new creatives after my campaign has begun?

Yes, on Bell Ads for Business you can add creatives to a campaign mid-flight. Select the campaign you want to add new creatives to and scroll down to Campaign Ads and select the button '+ Add from My Ads'

The screenshot shows the Bell Ads for Business interface. At the top, there are navigation tabs: 'Campaigns' (selected), 'My Ads', and 'Reports'. A dropdown menu shows 'Company: Bell in Staging'. Below the tabs is a 'Campaigns' section with a table. The table columns are: Status, Name, Channel, Start, End, Budget, Pacing, and Additional. The table contains five rows:

- CoTV Test: Connected TV, Dec 12 - Dec 26, \$2,000, 0% (red)
- Coffee & Doughnuts Promo: Display, Jul 04 - Jul 18, \$5,000, -
- Ahrianya Test 123: Video, - - -, - -
- Test 3 - Copy: Connected TV, Oct 09 - Oct 13, \$500, -
- test: Display, Jul 23 - Aug 10, \$1,000, -

 To the right of the table is a 'Campaign Summary' modal for 'Crave Test 1'. The modal shows a preview image, the campaign name, and a link to 'https://www.crave.ca'. At the bottom of the modal are 'Edit ad statuses' and '+ Add from My Ads' buttons, with the '+ Add from My Ads' button highlighted by a red box.

Payment

Which credit card brands can I use for payment on Bell Ads for Business?

Payment on Bell Ads for Business accepts Visa, Master Card and American Express.

Will I receive an invoice for my purchase after I submit a payment?

You will receive an automated email from Moneris once your payment is successful in Bell Ads for Business.

Further, Bell Ads for Business allows you to pull billing information for upcoming, ongoing and completed campaigns directly from the platform.

For upcoming or ongoing campaigns:

1. On the Campaign overview page, select the campaign you want to generate billing information PDF
2. After selecting the campaign, scroll to the right of the text 'Campaign Summary'

The screenshot shows the Bell Ads for Business interface. At the top, there are navigation tabs: 'Campaigns' (selected), 'My Ads', and 'Reports'. A dropdown menu shows 'Company: Bell in Staging'. Below the tabs is a 'Campaigns' section with a table. The table columns are: Status, Name, Channel, Start, End, Budget, Pacing, and Additional. The table contains one row:

- CoTV Test

 To the right of the table is a 'Campaign Summary' modal for 'CoTV Test'. The modal shows a preview image, the campaign name, and a 'Download campaign billing information' button, which is highlighted by a red box.

For completed campaigns:

1. On the reporting page, find the campaign within the completed section.
2. Click the pencil button to the right of the campaign, which will bring up your campaign summary
3. Select the following to begin downloading the campaign billing summary

The screenshot shows the Bell Ads for Business interface. At the top, there are navigation tabs: 'Campaigns', 'My Ads', and 'Reports'. A dropdown menu shows 'Company - Bell in Staging'. Below the tabs, there are two sections: 'Active' and 'Completed'. The 'Completed' section lists several campaigns with details like name, channel, start date, end date, days left, impressions, and click-through rate. To the right of the completed section, a modal window is open for a campaign named 'Test - Exchange Optimization'. The modal has a 'Campaign Summary' tab selected, which contains a 'Download campaign billing information' button. The modal also shows a summary table with 'Test - Exchange Optimization' details: Campaign type (Digital), Channel (Display), Start Date (01 November 2024), End Date (08 November 2024), and Booked Impressions (8).

Does Bell Media save my credit card information?

Bell Media does not retain any banking information, as per our privacy policies. You will have to input your payment details for each campaign.

What happens to my payment if my campaign under delivers?

You will be eligible for a refund of unspent budget if the campaign does not deliver at least 90% of booked impressions.

- Example of an eligible refund: Client Budget is \$10,000 with a booked impression forecast of 100,000. Platform only delivers 80,000 impressions.
- Refund formula: Refund = Campaign budget – (Campaign Budget * (delivered impressions/target impressions)) – Bell Media Processing Fee
- Refund example: Refund Calculation = \$10,000 - (\$10,000 * (80,000/100,000)) - \$50 = \$1,975

I attempted to pay for my campaign, but it was declined. Why is the declined campaign no longer showing up in my dashboard?

Campaigns that are declined or not approved after payment is submitted will not be visible in the Campaigns overview dashboard. Clients will have to rebuild the campaign and try to submit payment again.

Can I cancel my campaign?

You can cancel your campaigns if the campaign has yet to begin serving impressions. If you decide to cancel your campaign before the start date, you will be given a full refund minus the Bell Media processing fee of \$50.

As well, you have the option to cancel your campaign mid-flight but, you will not receive a refund. As an alternative, you can pause their campaigns and restart at any time.

How long do you have to wait for a refund to be charged back to your credit card?

The refund process takes approximately 24 - 48 hours for the credit card to be refunded. Refunds are conducted by Bell Media's secured payment provider Moneris.

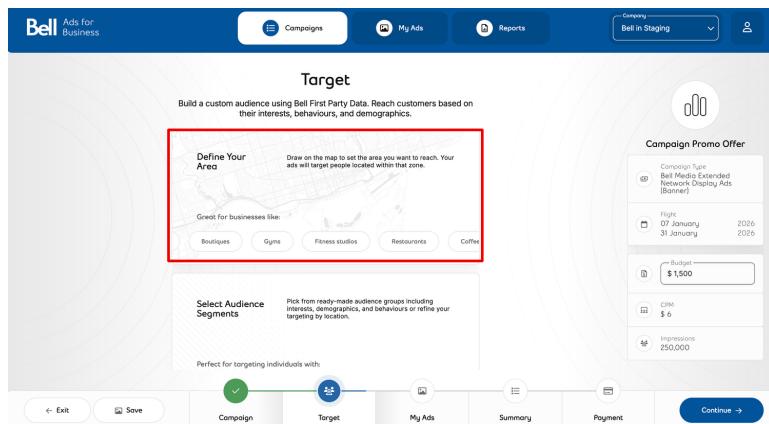
Targeting

What data is being leveraged to create my target audiences?

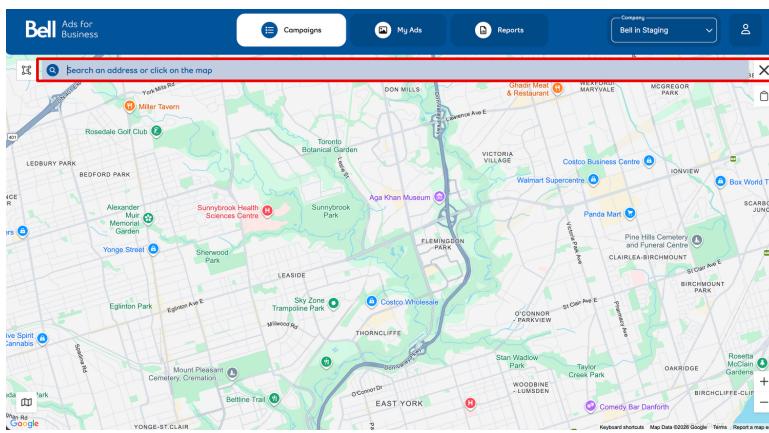
All targeting options in Bell Ads for Business are powered by Bell's premium, privacy compliant First Party Data. Bell aggregates the data across millions of touchpoints through our internet, TV and mobile services to enable granular targeting options available on the platform.

How do I use the geo-targeting capability in Bell Ads for Business?

On Step 2 of Campaign Creation process, click on the 'Define Your Area' tile.



Next, fill in an address that you would like to geo-target:



Once you're satisfied with the address you want to geo-target, select the one of the three options to target your location.

What are the different targeting options when targeting a location?

Location Target

Create a Location Target: Create custom location or geo-fence around a target location to reach audiences within that region. You have 3 location or geo-fence options available to you in the platform:

Travel distance geo-fence: reach individuals within a customized KM distance from your target location	Travel time geo-fence: reach individuals within a customized drive time distance from your target location	Custom geo-fence: create a custom geo-fence to reach audiences within a custom area defined by you

Can I target locations (Provinces, cities, FSAs) without using the location target option?

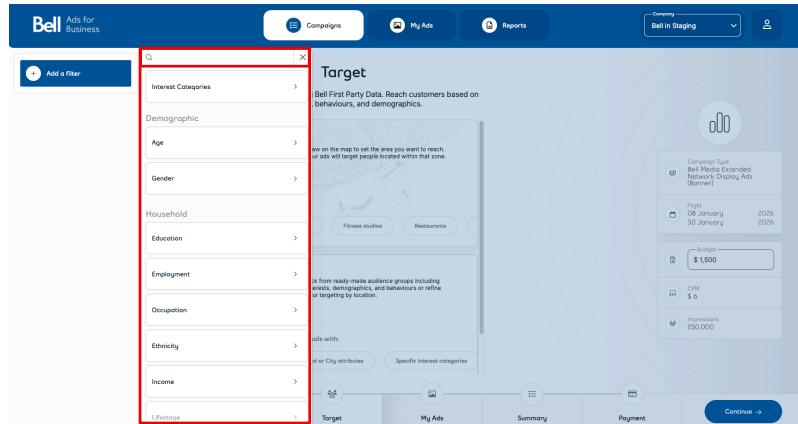
On Step 2 of the campaign creation process, you're also able to select 'Select Audience Segments'.

The screenshot shows the 'Target' step of the campaign creation process. It includes sections for defining the area, selecting business types, and defining audience segments. A red box highlights the 'Select Audience Segments' section, which contains a sub-section for picking from ready-made audience groups including interests, demographics, and behaviours. To the right, there is a 'Campaign Promo Offer' sidebar with details like campaign type, start and end dates, budget, CPM, and impressions.

Scroll through the Audience Attributes options to apply to your campaign which includes

- Interest Categories

- Demographic
- Household Attributes
- Home Location (Provincial, City & FSA)
- Work Location (Provincial, City & FSA)



Apply Bell First Party audience filters to location targets to further target your intended audience. You do not need to create a Location Target to use Audience Attributes.

Please note that you're able to change the logic of how your Interest Categories are layered onto your campaign by selecting 'And' or 'Or' logic:

- **And:** Narrows targeting scope – targeting multiple segments within a campaign, users must belong to all selected segments
- **Or:** Broadens the targeting scope – targeting multiple segments within a campaign, users can belong to any of the selected segments.

Below are the Interest Categories available on Bell Ads for Business:

Agriculture	Extreme Sports Fans	Home Chef Enthusiasts	Restaurant Diners
Air Travelers	Families with Children K-6	Hotel Goers	Retail Banking Customers
Alcoholic Beverage Consumers	Fashion Accessory Shoppers	Insurance Intenders	Reward seeking Shoppers
Appliance Seekers	Fashionistas	Investing Enthusiasts	Ride Hailing Customers
Auto Intenders	Fast Food Diners	Jewelry Shoppers	Runners
Beauty Spenders	Financial Planning Seekers	Job Seekers	Smart Home Intenders
Bidding Enthusiasts	Fitness Enthusiasts	Literature Enthusiasts	Sports Enthusiasts
Car Owners	Food Delivery Customers	Major League Sports Fans	Sportswear Shoppers
Clothing Shoppers	Footwear Shoppers	Mall Goers	Tax Filers
Cocktail Beer Drinkers	Furniture Seekers	Movie Celebrity Followers	Tech Enthusiasts
Coffee Tea Drinkers	Gamers	Movie Goers	Travel Bookers
Comic Book Enthusiasts	Gaming	New Parents	Travel Enthusiasts

Credit Loan Applicants	Gardening Landscaping Enthusiasts	Nightlife Enthusiasts	Watersport Boating Enthusiasts
Dating Enthusiasts	Health Enthusiasts	Online Shoppers	Well informed Shoppers
DIY Home Renovators	Health Fitness Enthusiasts	Parents	Wine Drinkers
Electronics Home Theatre Shoppers	Healthy Cooking Enthusiasts	Pet Owners	Yoga Enthusiasts
Enthusiasts	Hockey Fans	Pizza Lovers	
Event Goers	Home Buyers Sellers	Primary Grocery Shoppers	

And a sample of PRIZM pre-built segments included from [Environics Analytics](#):

01 - The A List	24 - All Terrain Families	47 - Social Networkers	
02 - Wealthy and Wise	25 - Suburban Sports	48 - AgriBiz	
03 - Asian Sophisticates	26 - Country Traditions	49 - Backcountry Boomers	
04 - Turbo Burbs	27 - Diversite Nouvelle	50 - Country and Western	
05 - First Class Families	28 - Latte Life	51 - On Their Own Again	
06 - Downtown Verve	29 - Cest Tiguidou	52 - Friends and Roomies	
07 - Mature and Secure	30 - South Asian Society	53 - Silver Flats	
08 - Multicultureish	31 - Metro Melting Pot	54 - Vie au Village	
09 - Boomer Bliss	32 - Diverse and Determined	55 - Enclaves Multiethniques	
10 - Asian Achievement	33 - New Country	56 - Jeunes Biculturels	
11 - Modern Suburbia	34 - Familles Typiques	57 - Juggling Acts	

Can I use multiple Location Targets for my campaign execution?

You can create as many geo-fences as needed to reach your intended audience.

Can I create a Custom Location targeting an American area?

Bell Ads for Business leverages Bell premium Canadian data and is optimized for targeting within Canada. It is not recommended for targeting audiences in the United States.

Is there language targeting for campaigns?

Bell Ads for Business does not currently have a language targeting available. Ensure the geo and target audience you've selected aligns with your brands / creative language.

Post Campaign & Reporting

How often should I check in on my performance my campaigns in Bell Ads for Business?

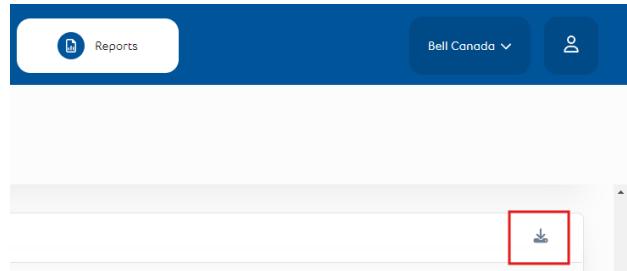
Checking your Bell Ads for Business campaign activity is recommended for all customers that use the platform. It is recommended that you check the performance and pacing of your campaign at 1-2 times a week. If you notice any issues with your campaigns, please contact: belladsforbusiness_support@bellmedia.ca

I can't find my completed campaigns in the dashboard. How do I see campaigns that have ended?

Both ongoing and completed campaigns can be found in the reporting tab of the platform. Navigate to the top of page and select 'Reports' to see a list of all campaigns run within the platform including refunded campaigns.

What type of reporting is available on the platform?

Bell Ads for Business has a reporting function giving you near real-time reporting available for ongoing and completed campaigns. You will be able to observe data such as impressions served, budget delivered and activity as it pertains to your campaign and individual creatives such as Click-Through Rate and Video Completion rate. You can export your data on each metric of your campaign on the right-hand side of the UI.



Why does reporting for Connected TV Ads (Streaming) campaigns only show delivered impressions?

Currently on Bell Ads for Business, delivered impressions, device type and creative data are only visible.

Support

What should I do if I encounter technical issues while using the platform?

If you're facing bugs or an unexpected experience in the platform, please first clear your internet browsers cache and cookies to ensure that Bell Ads for Business works as expected.

For any further questions about your campaign set-up or to report any technical issues, please reach out to our support team: belladsforbusiness_support@bellmedia.ca

What languages are available on this platform?

Bell Ads for Business is available in both English and French. Select the top-right icon to switch language displays.

Are there any browser or system requirements?

Bell Ads for Business is compatible with desktop environments and supports all major browsers including Google Chrome, Microsoft Edge, Firefox and Safari.