	Campaign Guidelines
Report Updates	• Reports are updated on working days, Monday and Friday, at 6:30 PM only • Data from the digital platforms is received by 6:00 PM on these reporting days (Monday and Friday) only • Campaigns launched on Friday or over the weekend (Saturday and Sunday) will be reported on Monday only
Analytics Sheets & Screenshots	• The analytics sheet will be shared within 48–72 working hours after the campaign goes live. • Screenshots for direct campaigns can be shared within 3-5 working days once the campaign goes live. However, please note that this is a manual process, hence providing a screenshot as proof can't be committed. • Screenshots for programmatic campaigns won't be available, as such ads generally don't occupy any specific ad position and generally runs on ROS basis.
Campaign Setup & Pausing	• Campaign launch typically takes 48–72 working hours after all details are received • Pausing a campaign requires 8–12 hours post request
Weekend Notice	• Digital platforms do not operate on weekends • Any changes (creatives, landing pages, targeting) or pausing on weekends will be processed next working day
Creative Guidelines	• Please follow creative guidelines & specs shared by platforms • Share open files for creatives for all platforms • Creative change or replacement takes 24-48 hours as platforms update from backend

Saturdays, Sundays, public/regional holidays, or unforeseen issues such as natural calamities are not considered within the shared TAT.