

# Recommendations for Campaign Delivery and Launch Timing

Once a campaign has been scheduled to deliver, there are timing considerations for audiences to fully populate in the downstream destination prior to the campaign launching.

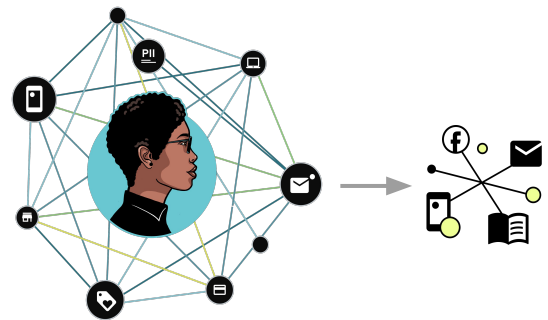
**DESTINATIONS: Recommended hours to allow for after the point at which Amperity has finished sending audiences for them to be optimized and available for marketing purposes**

**ESPs, Marketing Automation Software, and other Storage Solutions: Typically available for launch within 1 hour of delivery. Recommend delivering 12-24 hours ahead of campaign launch.**

+Active Campaign	+Klayvio	+Amazon S3
+Adobe Marketo	+Oracle Eloqua	+Azure Blob Storage
+Braze	+Sailthru	+Google Cloud Storage
+Cheetah Digital	+Salesforce Marketing Cloud	+Nuestar
+Cordial		+SFTP
+Hubspot		

**Media & Advertising Platforms: Recommend delivering 24 - 48 hours prior to launch for learning phases + best audience qualities.**

+Amazon Ads	+Liveramp
+DV360	+Oracle DMP
+Google Ads	+Reddit Ads
+Meta Ads Manager	+Snapchat
+Microsoft Ads	+TikTok Ads Manager
+The Trade Desk	



## CONSIDERATIONS & RECOMMENDATIONS

### Delivering a campaign vs. launching a campaign

+ Campaign delivery date refers to the time the user wishes to send an audience to the downstream system. The campaign launch date refers to the time the users intends for the campaign to be live in front of the audience. Depending on the destination the audience is being sent to and the intention of the marketing, the user may want to allow for extra time between the delivery and launch dates. For example, look-a-like audiences in meta can take anywhere from 6 - 24 hours to be created.

### Campaigns and Daily Workflows

+ Campaigns dependent on daily, fresh data can be scheduled to deploy when workflows are completed for the day to ensure the most up to date data is being sent downstream to the destination

### Changes to audience lists may not be immediately available

+ Depending on the destination, allow for 24 - 48 hours after the point at which Amperity has finished sending audience updates for them to be available

+For more details about each destination, visit our [docs site](#).