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**ARCHITECT™**  
Advertiser Setup Guide

# Advertiser Setup Guide

## *What Is Architect?*

[Spectrum Reach Architect](#) **Spectrum Reach Architect** is an integrated platform designed to power smarter advertising from planning through performance. It enables our teams to create more strategic, audience-based proposals and ad schedules using advanced proprietary data, while **giving advertisers a clear, accessible dashboard to monitor campaign delivery and results across our multiscreen solutions.**

## *What Is Client Portal*

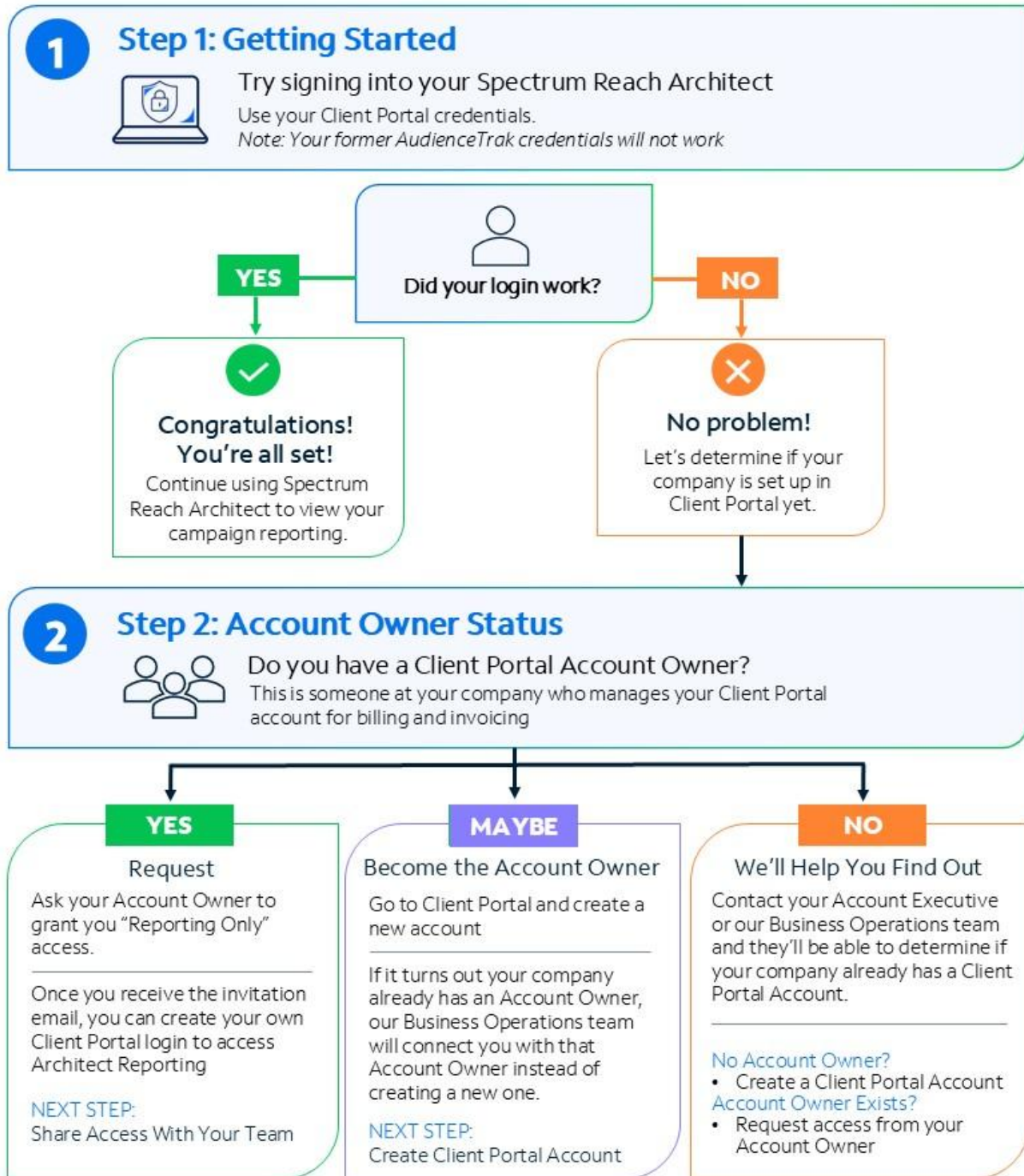
[Client Portal](#) is the account hub where you can manage your invoices and orders, payments, accounts, AND NOW gives you the power to manage who on your team can see campaign reporting.

Whether you previously used our former reporting tool AudienceTrak or are new to Spectrum Reach, your first step is to make sure you are set up in Client Portal to access reporting in Architect.

**Helpful Tip:** *Client Portal and Architect are two connected tools, not two separate accounts. Client Portal is where you manage your team and billing. Architect is where you view your reports. **The same username and password work for both.***

## Get Access:

# Logging into Architect



# Obtaining Access:

## Creating A Client Portal Account

For the person who will manage your company's account (the "Account Owner") first-time setup only.

- **Step 1:** Locate your Customer or Agency ID. Find it on a recent invoice or your original welcome email or ask your Spectrum Reach Account Executive.
- **Step 2:** Go to [Client Portal](#) and select Create a New Account.
- **Step 3:** Fill out the form: username, email, phone number, and password.
- **Step 4:** Verify your email. A confirmation code arrives within minutes and expires after 15 minutes — check spam/junk if you don't see it.
- **Step 5:** Connect your account. Enter your Customer ID or Agency ID and submit for review.
- **Step 6:** Wait for confirmation. Our finance team links your account, usually within 24 business hours, and emails you when it's ready.
- **Step 7:** Log into Client Portal and/or Architect – you are all set!

## Sharing Access with Your Team (Available beginning 9/14)

For Account Owners — invite teammates into Architect.

- **Step 1:** Sign in to Client Portal and go to Account → My Team.
- **Step 2:** Select Invite User and enter their email address.
- **Step 3:** Choose the role "Reporting Only" if this person should only view reporting, not billing.
  - For Agencies and Clients managing multiple advertisers: select which advertiser(s) to grant access to or choose All Advertisers.
- **Step 4:** Send the invite. Your teammate gets an email, creates their own login, verifies their email, and is routed to Client Portal where they can click the Architect link. Note: This teammate will not see any financial or billing information.

**Helpful Tip:** When collaborating with an agency, either party may serve as the Account Owner. The party responsible for billing typically assumes this role and grants the other team reporting-only (view) access.

## User Roles in Client Portal

[Get Help](#)

[Contacts](#)

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### Account Owner

- The very first user assigned to an account will be delegated to the account owner role and will have full access to manage client's account within Client Portal.
- Includes billing, invoices, payment details, and inviting other users.

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### Manager

- Permissioned by Account Owner, Manager has control of billing, Invoices, and payment information. They also can view reporting in Architect.
- Managers can invite team members and permission team members but NOT to Reporting Only access

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### Team Member

- Limited access to Client Portal account but can view Reporting in Architect.
- Access is determined for this user by Account Owner or Manager

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### Reporting Only User

- Only has access to reporting in Architect through Client Portal.
- \*Note:** They won't have access to invoices or billing/payment details
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## Where to go for help

### Get Help

### Contacts

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#### **Client Portal: Setup / Access**

Business Operations Team  
(877) 286-7117 or [reachbusops@spectrum.com](mailto:reachbusops@spectrum.com)

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#### **Architect (reporting): Navigation or Data questions**

Your Spectrum Reach Account Executive

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### Quick Links to Bookmark

- Sign in to view reporting: <https://www.architectadmanager.com/login>
- Manage your account, team, billing, and invoicing:  
<https://clientportal.spectrumreach.com/login>