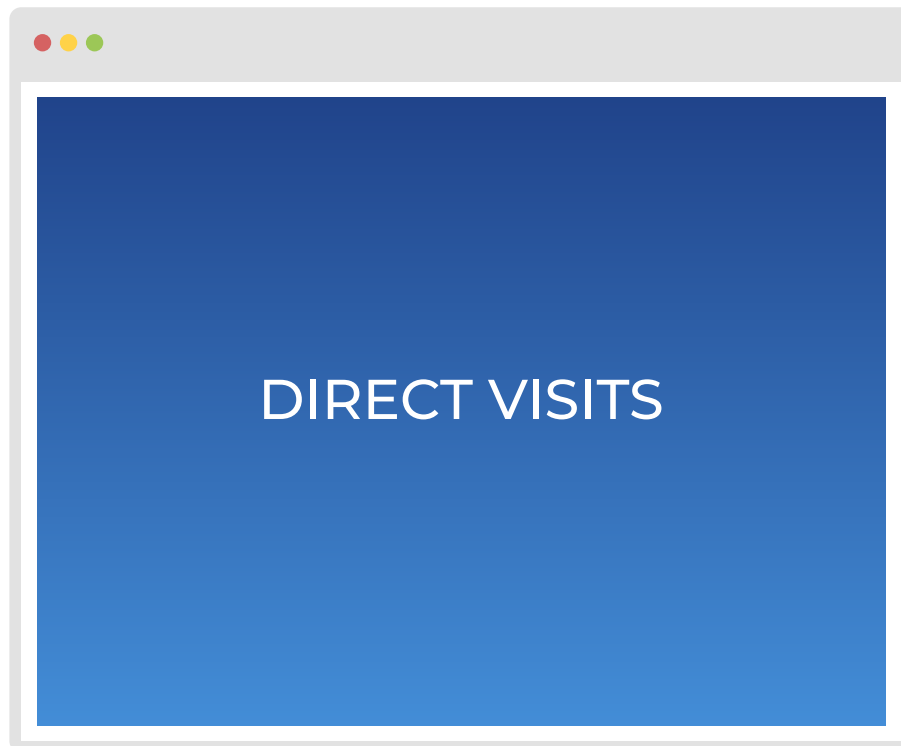


**PPC***mate*

# Audience

**New Campaign Guide**

**Learn step-by-step how to create  
an audience advertising campaign.**



## What is Audience Advertising?

Audience is run of network or RON. This media buying option appears and rotates ads on any websites and pages of the network. It's used for an ad arbitrage and website engagement. Audience additionally offers IAS, Forensiq and in-house filters.

The cost effectiveness of RON traffic is unparalleled in digital advertising. It is an easy and inexpensive way to boost your website. RON traffic attracts a wide audience by sending visitors to landing pages. This exposure is incredibly valuable for emerging brands, increasing traffic or new product launches.

## Basic Settings

The image shows a form for setting up a campaign with the following fields and callouts:

- 01** Campaign name \*
- 02** Destination URL \*
- 03** Add macros (Check all available macros)
- 04** Visits cap
- 05** Cost per visitor \*
- 06** Budget
- 07** Schedule
- 08** Timetable

Callout 03 text: Enable to add default the macros, or click the link to view all the available macros.

Callout 04 text: Enable to set a limit on how many times a visitor can view your website.

Callout 05 text: Enter the cost per visitor. Minimum is \$0.001

Callout 06 text: Enter your campaign budget. Minimum daily spend is \$1. The "Even" option will spread the budget evenly during a day and the "ASAP" will spend all the campaign funds as soon as possible.

Callout 07 text: Enable to schedule when to run the campaign.

Callout 08 text: Enable to run the campaign on specific days and hours.

## Supply Partners

We recommend you to select only Audience and Dropped clicks.

Supply partners

Audience

Dropped clicks

## Geo Targeting

Select from countries, regions and cities.  
Use the search field for quick search.

## Technology Targeting (optional)

Enable to target or exclude Operating Systems and Browsers.  
Select an option and click either “Include” or “Exclude”.  
We recommend you to select only the latest versions.

## Optimization Rules (optional)

Enable to automatically optimize your campaign based on the defined rules.

### How to use:

For [select targeting option: site\_id, pub\_id, domain, placement]  
if [select metric: impressions, accepted\_clicks, conversions, cpc, cpa, media\_cost, roi] [select operator: <, >, == ] [input: int]  
in [select: last day, last 7 days, last 30 days, week] then [blacklist / whitelist]

### Examples:

For site\_id if cpa > 3 and impressions > 1000 in last 3 days then blacklist  
For site\_id if roi > 1.5 and accepted\_clicks > 100 in week then blacklist

**Source Sampling** (optional)

Enable to limit the visits per source. We recommend you to choose 1 per IP + UA per 1 day, to get unique visitors, will limit by IP address and User Agent.

**Source Targeting** (optional)

Enable to whitelist or blacklist sources. For retargeting, find the sources of your campaigns in reports and use them here. Enter one source per line.

**IP Targeting** (optional)

Enable to whitelist or blacklist IP addresses. Enter one IP per line.

**Save Campaign**

Our team will take few hours to review your landing page.



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Do you have any question?  
We will be glad to assist you!

Help Center

[www.ppcmate.com/support](http://www.ppcmate.com/support) 

Open a Ticket

[support@ppcmate.com](mailto:support@ppcmate.com) 