

PPCmate

Display campaign setup guide

Intro: Display is a traffic channel that refers to banner ads and includes many popular formats to reach the targeted audience.

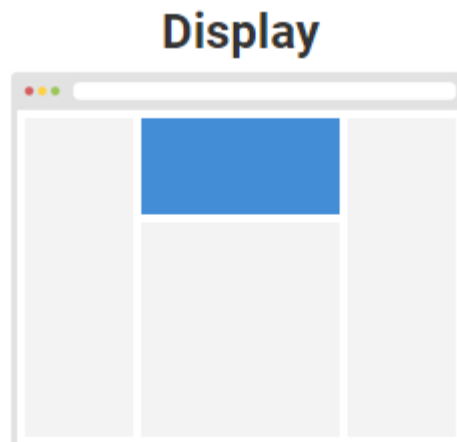
Display ads are either relevant to the content of a site, or they appeal to the website audience. Display traffic has large volume potential for well converting campaigns and is especially suitable for offers that target a mass audience.

Display traffic may be targeted by different Carriers, by OS and devices, such as Android, iOS, Mac, Windows and others. Audience targeting is available to target specific visitors to gain the leads according to your offer.

How to be creative with your banner ad:

- Be visually stimulating
- Be experimental, yet complementary
- Be wary of being interruptive
- Be direct
- Stick to the standard sizes that have been found to be most successful. (336×280 or 300×250 pixel rectangles, 300×600 pixel half-page ads, and 728×90 or 320×110 pixel banners)
- Don't make the design too complex. With limited space, you don't want users to be confused about where to look.
- Maintain consistency with colors, text and button positioning.
- Make the message you are trying to convey clear and immediately readable.

Select the option below in order to create **Display** campaign:



[Get Display Traffic](#)

Basic Settings

1. Enter the **Destination URL** of the website you want to advertise.
2. Add **Google Analytics tracking code** if you would like to track sources, domain or medium.
3. Click to check available macros, if needed.
4. Select the **Size** of an Image from the drop-down list
5. Upload an **Image** you would like to advertise
6. Enter your **Domain name**
7. Click “**Add another ad**” if you would like to have one more creative set at the same time under one campaign
8. Click **Duplicate icon** to copy the ad you created

Destination URL*

https://ppcmate.com

Add Google Analytics tracking code

[Please click here to see available macros](#)

Size

300x250 Desktop / Mobile



Image*

display.png



Advertiser domain*

https://ppcmate.com

Advertiser domain is a domain of a brand or a product you advertise.
For example: nike.com, pokemongo.com

[Add another banner](#)

9. Select your **Tracking type**.

Please select one of the following options:

- Pixel
- Image
- Postback request

Tracking type None Pixel Image Postback request

Conversion value

Copy and paste this code into your conversion page.
Make sure it is inside the BODY element:

```
<script src="//rtb.adx1.com/pixels/pixel.js?
id=134026&event=conversion&value=0"></script>
```

Follow the instructions written for each selected choice.

Note: Postback URL allows you to send the information about conversions to the PPCmate reports. This way you can track ROI on the reports page and optimize campaigns to achieve better results.

You can access Postback URL on the campaign set up page. It will look like this:

http://rtb.adx1.com/log?action=conversion&key={click_id}&price=return_value_USD

Please replace the "return_value_USD" to whatever value you want to use as a conversion price. This will later be reflected in the reports.

You can find more information regarding postback and how to use it here:

<https://www.quora.com/What-is-a-Postback-URL>

10. Set **Max. CPM**, \$ (Minimum is 0.1\$)
11. Enter your campaign **Budget**. Please note, min daily budget - 5\$. You can set unlimited budget or daily spend.
12. Select **"Run my campaign continuously starting today"** or set a **"start and end date"**

Start date*

End date* No end date

13. Enable **Geo targeting** and selected required country and **DMA region** if needed
14. Enter your **Campaign Name**
15. Select **Campaign Category** from the list

Campaign category*	Advertising ▲
Estimate	Vintage Cars ▲
	Wagon
	Advertising
	Agriculture
	Biotech/Biomedical
	Business Software
	Construction
	Forestry
	Government*

Note: Please take into consideration * - **prohibited or restricted content**

Click **Create a campaign** to create a new campaign. You can also enable additional settings by clicking **Advanced settings**.

Advanced Settings

16. Select **Supply partners** from the list or run your campaign on all sources

17. Choose **Inventory type**, either **web** or **in-app**

Supply partners

Run on all sources Clear all

- AdColony Display
- AdColony SSP
- AdMedia Display
- Adsidious
- Advangelists SSP
- AirPush Display
- AirPush SSP
- AppoDeal SSP
- AtomX
- Axonix
- Between Digital
- BizzClick
- Cheetah Mobile Display
- Cheetah Mobile SSP
- Clickganic
- Clickky
- Envisionx SPO
- Epom Market
- Epom Video
- Google DoubleClick Europe
- Google DoubleClick US East
- Google DoubleClick US West

Inventory type

- Web In-app

NOTE: When the admin approves your creatives on a limited list of supply sources due to the sensitive content of the creative/landing page, we kindly ask you not to change the list of supply sources. If you want your campaign running on all sources, please change the creative.

18. Select **Optimization rules** in order to set rules for filtering out sources that do not match your requirements and targeting only good performing ones.

Optimization rules allow to automatically optimize your campaign based on the rules you enter. 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]

Example:

For site_id if cpa > 3 and impressions > 1000 in last 3 days then blacklist

For site_id if cpa > 1.5 and accepted_clicks > 100 in week then blacklist

19. Select **Source Sampling** checkbox in order to test as many traffic sources as possible (We recommend to select about 200-300 clicks/source per either publisher's ID, site ID, domain, etc.). This will help to test as many sources as possible, and target the best performing ones.
20. Enabled **Impressions cap** to choose the number of times your ad appears to the same visitor.

Source sampling No frequency cap per source

Impressions per source per per

Impressions No impressions cap

Impressions per user per

21. Select the **Technology targeting** checkbox if you want to target or exclude specific OSes, Devices, Browsers or Connection types.

Technology targeting Enable Technology targeting

Search

Available technologies

Name			Name	
+ OS			Included	
- Device			Device / Mobile	×
Computer	Include	Exclude	Browser / Chrome	×
Other	Include	Exclude	Connection Type / Cellular Network - 3G	×
Tablet	Include	Exclude	Excluded	
+ Browser			Browser / IE / Edge	×
- Connection Type			Connection Type / WIFI	×
Unknown	Include	Exclude		
Ethernet	Include	Exclude		
Cellular Network - Unknown Generation	Include	Exclude		
Cellular Network - 2G	Include	Exclude		
Cellular Network - 4G	Include	Exclude		

22. Select the **Timetable** checkbox if you need to specify certain hours or days when you want your ad to show.

23. Select the **Sources and Domains whitelist/blacklist** checkbox if you want to add specific sources or domains to the sources whitelist/blacklist. To track those you need to use certain macros mentioned above.

24. Select the **IP whitelist/blacklist** checkbox if you want to add specific domains to the IP whitelist/blacklist.

25. Select **Contextual segments & filters** checkbox if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection)

Contextual segments & filters Enable Contextual segments & filters

Search by name

Available segments

Name	CPM		Name	CPM
- Forensiq			Included <input checked="" type="radio"/> Or <input type="radio"/> And	
- Risk Score			Forensiq / Risk Score / Target only Non-Suspect users (Forensiq Risk Score < 64)	0.10 ×
Target Non-Suspect and Suspect users (Forensiq Risk Score < 80)	0.10	+Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude proxies & anonymizers	0.00 ×
Target Non-Suspect, Suspect and High-Risk users (Forensiq Risk Score < 100)	0.10	+Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude known malicious bots	0.00 ×
- In-house Fraud Protection Solutions			Integral Ad Science (US Desktop Only) / Media Quality / Exclude pages which Integral Ad Science has rated as HIGH or MODERATE RISK for Suspicious Activity	0.10 ×
+ IP Based Fraud Protection			Total contextual cost	0.20
- Integral Ad Science (US Desktop Only)				
+ Viewability				
+ Media Quality				
+ Brand Safety				

Note: there are 3 levels of quality within Forensiq and 4 filterings within IAS (Media Quality, Brand Safety, Viewability, IAB Contextual Segments), the cost of which is 0.10 CPM. However, you may select several IAS filtering levels and the cost still will be 0.10 CPM. The same with Forensiq. But IAS and Forensiq filterings costs will be summed up (0.20 CPM). Platform in-house filtering available for free.

26. **User segments** from the available options

Please take into consideration that we are approving your creative after you set up a campaign and after any change you make to a creative. It is required due to our security reasons. So you may either contact our account managers, or please wait up to 24 hours, and your Creative will be approved.

For additional information or questions, please contact us at support@ppcmate.com