

# PPC*mate*

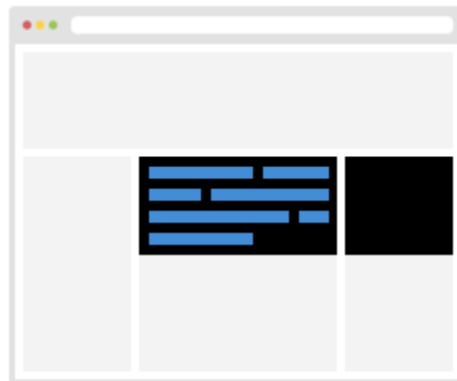
## Native campaign setup guide

**Intro:** Native advertising is a type of disguised advertising, usually online, that matches the form and function of the platform upon which it appears. It offers high level of reader attention. It is created for paid promotion of a brand on a media site, which includes editorial content such as a blog post or article.

### Why choose Native?

- Native ads receive more attention than banner ads
- Descriptive headlines/texts can improve brand perception
- Possibility to add brand logo and image to your ads
- Less intrusive than traditional display ad

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





[Get Native Traffic](#)

# Basic Settings

## Test Native

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Destination URL*	<input type="text" value="https://ppcmate.com"/>
	<input type="checkbox"/> Add Google Analytics tracking code
	<a href="#">Please click here to see available macros</a>
	<input type="button" value="Generate from URL"/>
Call to action	<input type="text" value="Learn more"/>
Ad preview	<div><p><b>PPCmate</b> Sponsored</p><p><b>PPCmate - Buy Traffic   Targeted Website Visitors   Cheap Traffic</b></p><p>Buy website traffic cheaply and receive targeted visitors. Our self-serve DSP offers high quality Pop-under, Pop-up, Native and Display advertising formats.</p><p><b>ppcmate.com</b></p><p>Ad ID: 479167 AdBlade status: Options are not suitable</p></div>

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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.
4. Select **Call to action** (Goal of your creative)
5. Add your **Brand Name** and **Logo**
6. Enter **Headline**
7. Provide an **Image** you would like to advertise

8. Write your ad/product **Description**.
9. Enter your **Domain name**
10. Click “**Add multiple ads**” if you would like to have several creatives set at the same time under one campaign
11. Click “**Add another ad**” if you would like to have one more creative set at the same time under one campaign
12. Select your **Tracking type**.

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=123516&event=conversion&value=0"></script>
```

Please select one of the following options:

- Pixel
- Image
- Postback request

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](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>

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

Start date\* 24.09.2017 00:00

End date\* 24.10.2017 00:00  No end date

16. Enable **Geo targeting** and selected required country and **DMA region** if needed
17. Enter your **Campaign Name**
18. 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

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

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

Supply partners  Run on all sources Clear all

- AdsKeeper
- Avocarrot
- BizzClickNative
- Clickky
- Content.ad
- Disqus
- Google DoubleClick Europe
- Google DoubleClick US East
- Google DoubleClick US West
- MoPub Display
- NativeAds
- Polymorph
- PPC.buzz Native
- PubNative
- SmartyAds Native
- The Agency/ AdMedia Native

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.

21. 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*

22. 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.
23. 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

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Impressions  No impressions cap

Impressions per user   per

24. 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		Include		Exclude	
+ OS					
- Device					
Computer		Include		Exclude	
Other		Include		Exclude	
Tablet		Include		Exclude	
+ Browser					
- Connection Type					
Unknown		Include		Exclude	
Ethernet		Include		Exclude	
Cellular Network - Unknown Generation		Include		Exclude	
Cellular Network - 2G		Include		Exclude	
Cellular Network - 4G		Include		Exclude	

Name		
Included		
Device / Mobile		✕
Browser / Chrome		✕
Connection Type / Cellular Network - 3G		✕
Excluded		
Browser / IE / Edge		✕
Connection Type / WIFI		✕

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

26. 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.

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

28. 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				
- Risk Score				
Target Non-Suspect and Suspect users (Forensiq Risk Score < 80)	0.10	+Include	Forensiq / Risk Score / Target only Non-Suspect users (Forensiq Risk Score < 64)	0.10 ✕
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 proxies & anonymizers	0.00 ✕
- In-house Fraud Protection Solutions				
+ IP Based Fraud Protection				
- Integral Ad Science (US Desktop Only)				
+ Viewability				
+ Media Quality				
+ Brand Safety				
Total contextual cost				0.20

**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.

#### 29. **User segments** from the available options

After creating Native ad campaign and uploading creative, it takes up to 24 hours for us to approve it. Note that your creative will be approved only if it has a safe content. (We do not allow adult-oriented or age-restricted products or services without applicable or required age-verification services; promote illegal pornography, hate, violence, or vulgarity related or other “undesirable” subjects or activities)

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](mailto:support@ppcmate.com)