

PPC*mate*

Pop-up campaign setup guide

Intro:

Pop-up A full screen pop-up ad appears over the browser window, a pop-under is less obtrusive as it hides behind the windows. Both formats give advertisers a good opportunity to brand their product, as well as giving visitors sufficient product information. .

Pop-under A type of fullscreen window that appears behind the browser window of a website. In contrast to a pop-up ad, which appears over the browser window, a pop-under is less obtrusive as it hides behind other windows. Pop-uppers are used extensively in advertising on the Web.

Interstitial A type of ads are fullscreen landing pages that are loading between pages of a user session for a specific time. Interstitial ads are one of the most popular ad formats because of high impression rate to increase downloads and revenue

Select option below in order to create **Pops** campaign:



Basic Settings

[Back](#)

New campaign

Destination URL*

Add Google Analytics tracking code

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

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=134767&event=conversion&value=0"></script>
```

Max. cost per visit, \$*

Budget, \$ Enabled Unlimited Budget

Schedule Run my campaign continuously starting today
 Set a start and end date

GEO targeting Enable GEO targeting

Campaign name*

Estimate

[or enable advanced settings](#)

1. Enter **Destination URL** that you would like to promote. Make sure format is correct (ex. <http://ppcmate.com>)
2. Add **Google Analytics tracking code**, if you would like to track traffic coming specifically from platform. You can use available macros to display data in your analytics.
3. Select **Tracking type**.

Please select one of the options:

- Pixel
- Image
- Postback request

Follow the instructions written under each selected choice.

Note: Postback URL allows you to send the information about conversions to the PPCmate reports. This way you to 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 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>

4. Enter **Max. cost per visit**. **Note:** min CPC - 0.001\$. (Suggested CPC would be 0.005\$ - 0.008\$)
5. Enter your campaign **Budget**. Please note, min daily budget - 5\$. You can set unlimited budget or daily spend.
6. Select to **Run my campaign continuously starting today** or **Set a start and end date**.

Start date*	27.03.2017	00:00	
End date*	27.04.2017	23:59	<input type="checkbox"/> No end date

7. Select the **Enable Geo targeting** checkbox if you want to target specific regions.
 - a. Start typing the name of the region you want to add in the **Search** box.
 - b. Select the corresponding checkbox from the regions list.
 - c. Select **DMA targeting** if needed.
8. Enter your **Campaign name**.

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

Advanced Settings

Please note that improper use of these settings may reduce the click volume significantly.

9. Specify **Traffic type**. For better results enable all checkboxes.

- Interstitial / Fullscreen
- Pop-up
- Pop-under

10. 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: total, last day, last 7 days, last 30 days, total] then [blacklist / whitelist]

Example:

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

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

11. 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.

12. Select **Visits** to choose the number of times your ad appears to the same visitor.

Source sampling

No frequency cap per source

Visits per source

0

per

publisher_id

▼

per

1 day

▼

Visits

No visits cap

Visits per user

0

per

1 day

▼

13. Select **Technology targeting** checkbox if you want to target specific Browsers or OSes

Technology targeting Enable Technology targeting

Available technologies

Search

Name		Name	
- OS		Included	
+ iOS	Include	OS / Android	×
Linux	Include	Browser / Chrome	×
+ OS X	Include		
Other	Include		
Unknown	Include		
+ Windows Phone	Include		
+ Windows	Include		
- Browser			
Firefox	Include		
IE	Include		
Opera	Include		
Other	Include		
Safari	Include		
Unknown	Include		

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

15. Specify the filters you want to use. Generally the more filters you enable, the lower click volume is.

Tip: In order to maintain click volume, please increase the bid and/or increase the value in the **Visits per user** box.

Tip: We also suggest increasing your campaign daily budget. In this case our system will be sending more bids which should help to increase click volume. You can enter your daily budget in the **Budget** box.

Available Filters:

- Exclude known malicious bots
- Exclude datacenter IPs
- Exclude anonymizing VPN services
- Exclude public proxies
- Exclude web proxies
- Exclude TOR exit nodes

- Enable Forensiq Risk Score

16. 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.
17. Select the **IP whitelist/blacklist** checkbox if you want to add specific domains to the IP whitelist/blacklist.
18. Click **Estimates** to see the number of available traffic according to your settings.
 - Requests indicates the number of ad opportunities that are available for your targeting. Whether or not a request will yield an impression depends on your CPM.
 - Rank means the place of your ad in the in house auction. The higher the rank is, the more volume you will get.

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