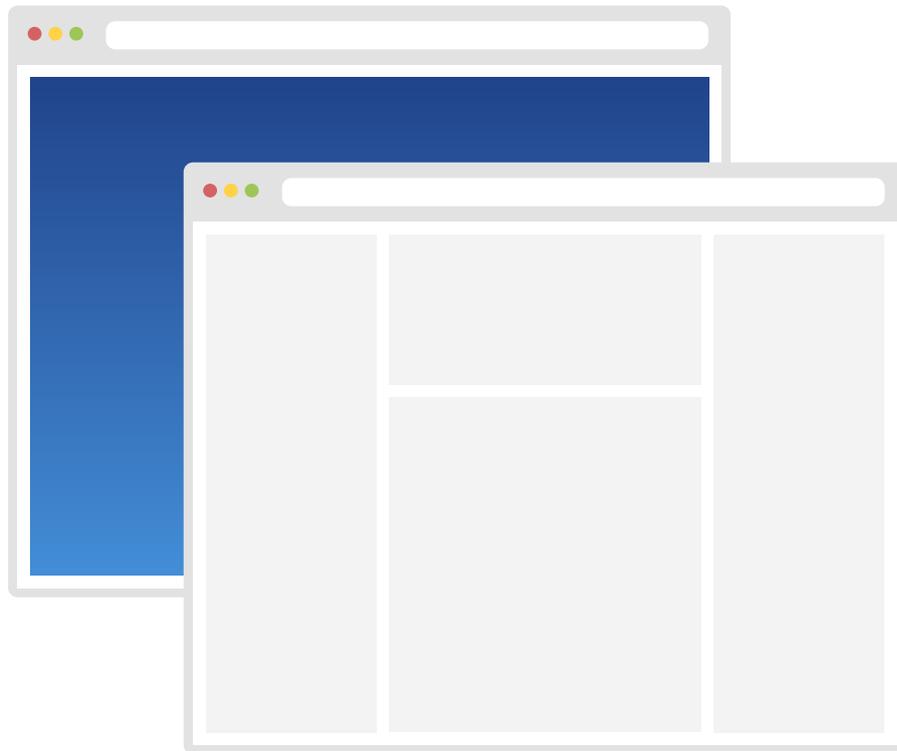


PPC*mate*

Pop-under

New Campaign Guide

**Learn step-by-step how to create
a pop-up advertising campaign.**



What is Pop-under Advertising?

A type of fullscreen window that opens behind the browser window of a website. In contrast to a pop-up ad, which opens over the browser window, a pop-under is less obtrusive as it hides behind other windows. When a user visits a website with pop-under advertisements, the pop-under will open up in a new browser window hidden under the user's current browser. When the user closes their current browser then they will noticed the pop-under advertisement making them less intrusive, more acceptable to users and will not take visitors away from the publisher's website.

Pop-under ad gives advertisers a good opportunity to brand their product as well as giving the users sufficient product information. It can also provide advertisers with no creatives to use any landing page within their website as a pop-under advertisement.

Basic Settings

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

- 01** Campaign name * (Text input)
- 02** Destination URL * (Text input, contains "https://")
- 03** Add macros (Check all available macros) (Checkbox)
- 04** Visits cap (Enable) (Checkbox)
- 05** Cost per visitor * (Text input, contains "0.001")
- 06** Budget (Dropdown: Even, \$ 25, Per day)
- 07** Schedule (Radio buttons: Run my campaign continuously starting today, Set a start and end date)
- 08** Timetable (Enable) (Checkbox)

Tracking Type (optional)

You can select one of the options: Pixel, Image or Postback request. Follow the instructions written under each option or read more in our Knowledge Base: <https://support.ppcmate.com>

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=1500832&event=conversion&value=1"></script>
```

Supply Partners

We recommend you to select only the partners with IDs (numbers). For certain niche offers select according to our Pops Content Policy: <https://ppcmate.zendesk.com/hc/en-us/articles/360012025299-Pops-Content-Policy>

Supply partners

- 2182
- 2418
- 2450
- 2466
- ...

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.

Carrier Targeting (optional)

Enable to target or exclude carriers from around the world. Select a carrier from the list and click either “Include” or “Exclude”.

Security Filters

We recommend you to select all the security filters and enable Forensiq Risk Score to Non-Suspect.

Security filters

- Known malicious bots
- Datacenter IPs
- Anonymizing VPN services
- Public proxies
- Web proxies
- TOR exit nodes
- Other suspicious IPs list (FLX compatible)
- Suspicious users (DV compatible)

Enable Forensiq Risk Score

Maximum Forensiq Risk Score

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 

Open a Ticket

support@ppcmate.com 