

# PPC*mate*

## Premium DSP Campaign Setup Guide

First step - Create Campaign.....	2
Site Lists.....	6
Ad Sets.....	7
Supply.....	8
Targeting.....	9
Ads.....	10

# First step - Create Campaign

**1 Campaign Form**  
Edit Campaign Info

**2 Attach Site Lists**  
Manage Site Lists

**3 Ad Sets**  
Manage Ad Sets

New Campaign

Status ?  Active  Inactive

\* Campaign Name ?

\* IAB Category

\* Daily Spend Cap  No daily spend cap  
 \$ 20.00   per day

\* Campaign Frequency Cap  No advanced frequency caps  
 2   per

1. Add **Campaign Name**.
2. Select **IAB category**. Please note that it is not at actual targeting category, but the one required by our publishers.
3. Set **Daily Spend Cap**. Please note min Daily Spend is 25\$.
4. Enable **Campaign Frequency Cap** in order to set the number of times your ads appear to same person.

**Attribution & Tracking**  Enabled

Attribution & Tracking

\* Conversion Event Pixel

Repeat Conversion Events  One event per user  One event per user per  Capture all

**Post-click Window**  Enabled

Interval  Hours  Days

\* Number

**Post-view Window**  Enabled

Interval  Hours  Days

\* Number

Postback URL ?

5. Enable **Attribution & tracking** if you would like to keep track on your conversions and events.

5.1 Select **Conversions Event Pixel** if you would like to track conversions of a certain even. You can have numerous amount of pixels. To create one please click on New Conversion Even Pixel. It will redirect you to another page:

### New Pixel

Status ?  Active  Inactive

\* Pixel Name

\* Advertiser ?

\* Pixel Type ? Event

Default conversion value  - +

\* Lifetime, days

After saving your new pixel, it will appear in campaign settings in the pixels list.

**NOTE:** You can also create a new Pixel from the main menu “Pixels”.

5.2 **Repeat Conversion Events**. Here you can set rules on how many conversions you allow per one user/period.

5.3 **Post-Click Window** allows capturing conversion during some time after the click has happened.

5.4 **Post-View Window** allows capturing conversion during some time after the ad was displayed.

5.5 **Postback URL** is used to track conversions.

**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](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>

Time Zone (GMT -6:00) Central Time (US & Canada), ...

Custom Data ?

\*Budget flights ?  Unlimited Budget

[Add New Flight](#) [Remove Flights](#)

<input type="checkbox"/>	Start Date		End Date		Budget
<input type="checkbox"/>	05-02-2018	12:00	07-03-2018	23:59	\$ 100.00
<input type="checkbox"/>	08-03-2018	12:00	09-03-2018	23:59	\$ 400.00

6. **Custom data** allows to create own macro. It will be applied as any other macro.
7. Enable **Budget Flights** in case you would like to set various spend by the time period (ex. 05.02.2018 - 07.03.2018 budget is 100\$; 08.03.2018- 09.03.2018 budget is 400\$).

# Site Lists

On this page you can add Site Lists in order to either blacklist or whitelist those.

The screenshot shows a three-step process: 1. Campaign Form (Edit Campaign Info), 2. Attach Site Lists (Manage Site Lists), and 3. Ad Sets (Manage Ad Sets). The 'Attach Site Lists' step is active. It features a '+ Add Item' button with a red arrow pointing to it, and a 'Refresh' button. Below are two search bars with 'Add' and 'Remove' buttons. The left table is empty with the message 'There's nothing here.' The right table has the message 'Please select value on the left'.

Once you create a **New Site List**, click **Save Site List**. Select one of the lists on the Site Lists page in campaign settings, press Add and move to the next step: **Ad Sets**.

### New Site List

Status ?  Active  Inactive

\* List Name

\* Advertiser ?

List Type  White  Black  Bid

Upload File  Manual Edit

Select .txt, .csv file with list of domains.

# Ad Sets

Press New Ad Set. You will be redirected to the settings page.

1 Campaign Form  
Edit Campaign Info

2 Attach Site Lists  
Manage Site Lists

3 Ad Sets  
Manage Ad Sets

New Ad Set

Toggle selected

Refresh

Ad Set Name Freq. cap Budget Pacing Max bid Budget Spend Yd Spend Td Remaining ID ^ Status Checklist Actions

Nothing found

### Ad Set Form

Status  Active  Inactive

\* Ad Set Name ?

Channel  Video  Display  Native  Pops

Flight dates

Start Date  Use Campaign start date

End Date  Use Campaign end date

Budget

\* Ad Set Budget     Unlimited Budget

\* Max. CPM bid

\* Budget Pacing      Day

1. Add **Ad Set Name**.
2. Select **Channel**.
3. Enable **Flight dates**. You can either use Campaign Flight Dates or set new ones for the Strategy.
4. Set **Budget**. Please note if the Ad Set Budget is higher than Daily Campaign Budget, only the last one matters.
5. Set **Max CPM bid**. Please note the min is 0.1\$.
6. Select **Budget Pacing** if you would like to spread budget evenly or ASAP per day.

\* **Advanced Frequency Caps**  No advanced frequency caps

Even  - + per  - + Hour

\* **Impressions Cap**  No impressions cap

- + per day

Custom Data ?

7. Enable **Advanced Frequency Cap** in order to set the number of times you ads appear to the same person. **Please note**, if you have enabled Campaign Frequency Cap earlier, system will take that one into consideration first.
8. Enable **Impressions Cap** to specify the total number of impressions for exact Strategy.
9. **Custom data** allows to create own macro. It will be applied as any other macro.
10. Move to **Next Step: Supply**.

## Supply

All Campaigns / Edit First Campaign / Edit Ad strategy 118774

1 **Ad Set Form**  
Edit Ad Set General Settings

2 **Supply**  
Select Your Supply Partners

3 **Targeting**  
Manage Ad Set Targeting

4 **Ads**  
Assign Ads to the Ad Set

Supply Type  Open Supply  Private Marketplace Exchange

Inventory Type  Web  In-app

Run on all Open Supply sources

11. Select **Supply Type**.
12. Choose **Inventory type**; Web or In-app(or both)
13. Choose sources you would like to target. Please note if you select "**Run on all Open Supply sources**" you increase chances to receive higher traffic volume.
14. Move to **Next Step: Targeting**.

# Targeting

All Campaigns / Edit First Campaign / Edit Ad strategy 118774

1 Ad Set Form  
Edit Ad Set General Settings

2 Supply  
Select Your Supply Partners

3 Targeting  
Manage Ad Set Targeting

4 Ads  
Assign Ads to the Ad Set

Location Day Part Technologies Carriers My Data IP Lists Site Lists Useragents Lists Contextual

Contextual Targeting  Run on all  
total cost \$0.10

Search...

<input type="checkbox"/>	Name	Group/name	Company	CPM
<input type="checkbox"/>	Risk Score < 80	Risk Score	Forensiq	\$0.10
<input type="checkbox"/>	Risk Score < 100	Risk Score	Forensiq	\$0.10

Search...

<input type="checkbox"/>	Name	Group/name	Company	CPM	Include
<input type="checkbox"/>	Risk Score < 64	Risk Score	Forensiq	\$0.10	<input type="button" value="Include"/>

1. Select **Location** in order to target by Country/City or DMA Region.
2. Select **Day Part** if you need to specify certain hours or days when you want your ad to display.
3. Select **Technologies** if you want to target or exclude specific OSes, Devices, Browsers or Connection types.
4. Select **Carriers** if you want to target or exclude specific providers.
5. Go to **My Data** in order to select Event Pixels if needed.
6. Select **IP List** if needed in order to whitelist/blacklist certain IPs.
7. Select **Site Lists** if needed in order to whitelist/blacklist certain sites.
8. Select **Useragents Lists** if you would like to whitelist/blacklist certain types of browsers.
9. Select **Contextual** if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection). **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 filtering costs will be summed up (0.20 CPM). Platform in-house filtering available for free.
10. Press **Save Changes**.

# Ads

Status ?	Active
* Name	New Ad
* Advertiser ?	
* Type ?	Display Hosted
Ad Attributes	Select an attribute...
* Upload File	 <p>.gif, .png, .jpg, .jpeg</p>
Dimensions	300x250
	<a href="#">Add a New Size</a>
* Advertiser Domain ?	ppcmate.com
* Click-through URL	https://ppcmate.com
Custom Data ?	

1. Give **Ad Name**.
2. Select **Advertiser** from the list.
3. Select **Ad type**. For example, **Display Hosted** is a type of direct ad, using image and direct URL. **Display Ad Tag** – banner is generated from HTML tag.
4. Add **Image** you would like to advertise.
5. Select **Dimensions** (Ad size).
6. Add your **company domain URL**.
7. Add **Click-through URL** that will be displayed to users.
8. Add **Custom Data** to create own macro. It will be applied as any other macro.
9. Press **Save**.

In case you have selected Ad type – Display Ad Tag, you will have following settings:

Audio  Yes  No

\* Ad Tag HTML Code

```
<script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
<!-- Homepage Leaderboard -->
<ins class="adsbygoogle"
style="display:inline-block;width:728px;height:90px"
data-ad-client="ca-pub-1234567890123456"
data-ad-slot="1234567890"></ins>
<script>
(adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

For click tracking, insert one of the following macros. For more details about required click redirect URL encoding format, consult your ad server's documentation.

- [UNENCODED\_CLICK\_REDIRECT]
- [ENCODED\_CLICK\_REDIRECT]
- [DBL-ENCODED\_CLICK\_REDIRECT]

For cache busting use:

- [RANDOM\_NUMBER]

**Some SSPs like Google ADX require using macros. Please use [UNENCODED\_CLICK\_REDIRECT] and [ENCODED\_CLICK\_REDIRECT] macros to get your creative approved on such SSPs.**

Security HTTPS

Custom Data ?

10. Select whether creative has **Audio** or not.
11. Paste **Ad Tag HTML Code** into the box. **Please note** that the Ad Code differs depending on Ad Size. **IMPORTANT:** For click tracking, insert one of the following macros. For more details about required click redirect URL encoding format, consult your ad server's documentation.
  - [UNENCODED\_CLICK\_REDIRECT]
  - [ENCODED\_CLICK\_REDIRECT]
  - [DBL-ENCODED\_CLICK\_REDIRECT]

For cache busting use:

  - [RANDOM\_NUMBER]

**Some SSPs like Google ADX require using macros. Please use [UNENCODED\_CLICK\_REDIRECT] and [ENCODED\_CLICK\_REDIRECT] macros to get your creative approved on such SSPs.**

12. Select **Security Type**: HTTP or HTTPS
13. Add **Custom Data** to create own macro. It will be applied as any other macro.
14. Press **Save**.

After saving campaign and uploading creatives, 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)**