

PPC*mate*

Push Notification Campaign Guide



Push Notification is an innovative and user-friendly way to connect with your targeted audience. You can significantly increase engagement with your content and provide positive user experience to your customers.

A **push notification** is a text or rich media message, sent from third-party applications once the user opts in to receive them.

The strategy behind push notification is to offer value whether it be content, coupons, or time-sensitive alerts, bringing the user back to engage with the application.

Click the **Push Notification** image to create new campaign:

The screenshot shows the PPCmate dashboard with a navigation bar at the top. The main content area is titled "Available Advertising Formats" and displays six options in a grid. The "Push Notification" option is highlighted with a red border and a "NEW" badge. Below the grid is a support link and footer information.

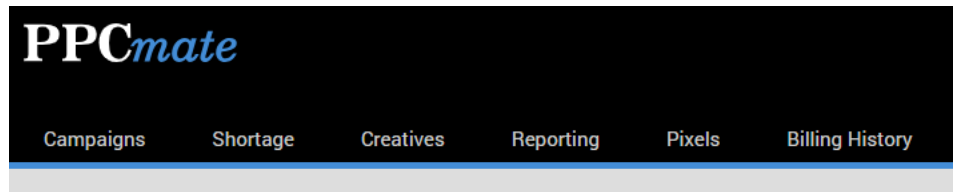
Format	Duration	Cost
Display	24 hours	0.10 CPM
Native	24 hours	0.10 CPM
Push Notification	24 hours	0.01 CPC
Pops / Interstitial	Instant	0.001 CPV
Audience	Instant	0.001 CPV
Verified Audience	Instant	0.003 CPV

For any questions or support, please visit our Knowledge Base or contact our team at support@ppcmate.com.

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Server time: Thu, 07 February 2019 16:53:29 +0000

Basic Settings



Enter the name of your campaign

New campaign

Campaign name *

Push New Campaign

Destination URL *

https://ppcmate.com

Add Google Analytics tracking code

Available Macros

Quality Traffic Cheap

Title *

Message *

Buy quality online traffic low price

Ad preview

PPCmate

Creative size: 192x192



Creative size: 492x328



Add another ad

Enter the URL of the website or offer you want to advertise

Click to view all the available macros for performance tracking

Enter ad message (max. 45 characters)

Enter ad title (max. 30 characters)

Ad icon (only size 192x192)

Ad image (only size 492x328)

Click if you want to add several creatives under the same campaign

Enable **impressions cap** to set a limit in how many times a user can see your ad.

Impressions No impressions cap

Impressions per user per

Enter Cost per click.
Min. CPC – \$0.01
Recommended CPC:
\$0.04 - \$0.08

Cost per click *

\$ 0.04

Budget

Even

\$ 25

Per day

Enabled Unlimited Budget

Schedule

Run my campaign continuously starting today

Set a start and end date

Enable to schedule
when to run the
campaign.

Timetable

Enable

Enable Timetable to run the campaign
only on specific days and hours.

Enter your campaign budget.
Minimum daily spend is \$1.
“Even” will spread budget evenly
during a day.
“ASAP” will spend all the campaign
funds as soon as possible.
Enable Unlimited Budget to use all
the available account funds.

Enable **Tracking Type** (optional)

You can select one of the options: None, Pixel, Image or Postback request

Follow the instructions written under each selected choice or read more info in our [Knowledge Base](#).

Tracking type

None Pixel Image Postback request

Conversion value

0

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=531614&event=conversion&value=0"></script>
```

Please add the value of the conversion to the pixel "value" parameter.
For example, *value=5*.

You will be able to report your return of investment in the platform reports.

Select **Datacenter** depending on the targeted Subscribers

Datacenter 2 (Publisher Ids): 1200; 1499; 1670; 1671

Datacenter 1: All the rest (recommended)

Select a data center

Data center 1

Data center 1

Data center 2

Select **Subscribers** from the list or run the campaign on all sources (recommended)

Subscribers list ID Run on all lists Clear all

- 1156
- 1170
- 1173 (no casino and subscriptions)
- 1175
- 1196
- 1197
- 1199
- 1335
- 1348
- 1387
- 1388

Enable **GEO Targeting**
(only one country can be selected at a time)

Geo targeting Enable

United States of America ▼

Enable Region and City targeting

Enable technology targeting to target or exclude OS, Devices and Connection types. Select an option and click "Include" or "Exclude".

Technology targeting

Enable

Available technologies

Search

Name			Name	
+ OS			Included	
- Device			Device / Mobile	×
Computer	Include	Exclude	Excluded	
Tablet	Include	Exclude		
+ Connection Type				

Carrier targeting

Enable

Available segments

vodafone

Name	Country			Name	Country
No Carrier		+Include	+Exclude	Included	
CW Vodafone Group PLC		+Include	+Exclude	Vodafone US	×
Vodafone		+Include	+Exclude	Excluded	
Vodafone Albania Sh.A.		+Include	+Exclude		
Vodafone Americas		+Include	+Exclude		
Vodafone Australia		+Include	+Exclude		
Vodafone Czech Republic		+Include	+Exclude		

Enable carrier targeting to target or exclude carriers across the world. Select a Carrier from the list and click "Include" or "Exclude"

Enable source targeting to whitelist, blacklist or bidlist sources for better campaign performance.

Get the sources from Reports page. Make sure you use the following formats:

Source targeting

Enable

Sources whitelist

354263:*:*
362538:*:*

Sources blacklist

Sources bidlist

You can use one of the following formats:
publisher_id:*:*
publisher_id:*:placement_id
::placement_id
publisher_id:site_id:*
publisher_id:site_id:placement_id
*:site_id:placement_id
:site_id:

IP whitelist / blacklist

Enable

IP whitelist

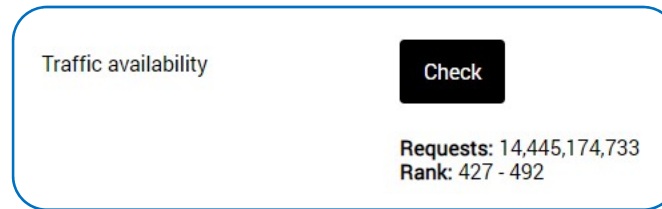
152.21.34.123

IP blacklist

Please enter each IP on a new line. Use one of the following formats:
x.x.x.x
x.x.x.x/x
x.x.x.x - x.x.x.x

Enable IP targeting to whitelist or blacklist IP addresses. Enter one IP per line and in correct format.

After setting up your campaign you can check the available traffic amount according to your campaign



Final step: Save your campaign

Our team will take up to 24 hours to review your creative and landing page.

If you have any question please contact us at
support@ppcmate.com

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