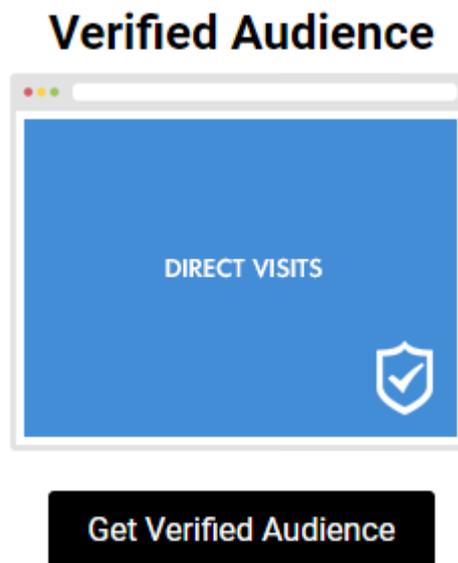


PPC*mate*

Verified Audience campaign setup guide

Intro: Audience is run-of-network (RON) advertising. It is an online advertising method that is applied to a wide collection of websites without having advanced targeting options. It's used for an ad arbitrage and website engagement. It offers IAS, Forensiq and advanced in-house filters.

Select option below in order to create **Verified Audience** campaign.



Basic Settings

[Back](#)

New campaign

Destination URL*	<input type="text" value="https://ppcmate.com"/>
	<input type="checkbox"/> Add Google Analytics tracking code
	Please click here to see available macros

Max. cost per visit*	<input type="text" value="\$ 0.003"/>
Budget	<input type="checkbox"/> Enabled Unlimited Budget
	<input type="text" value="Even"/> <input type="text" value="\$ 10"/> <input type="text" value="Per day"/>
Schedule	<input checked="" type="radio"/> Run my campaign continuously starting today <input type="radio"/> Set a start and end date

GEO targeting	<input type="checkbox"/> Enable GEO targeting
---------------	---

Campaign name*	<input type="text" value="New Verified Audience"/>
----------------	--

Channels	<input checked="" type="checkbox"/> Verified Audience <input checked="" type="checkbox"/> Interstitial / Fullscreen <input checked="" type="checkbox"/> Pop-under <input checked="" type="checkbox"/> Pop-up
----------	---

Estimate	<input type="button" value="Estimates"/>
----------	--

[or enable advanced settings](#)

1. Enter **Destination URL** that you would like to promote. Make sure format is correct (ex. <https://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. Enter **Max. cost per visit**. **Note:** min CPC for Verified Audience - 0.001\$.
4. Enter your campaign **Budget**. Please note, min daily budget- 5\$. You can set unlimited budget or daily spend.

5. Select to **Run my campaign continuously starting today** or **Set a start and end date**.

Start date*

End date* No end date

6. 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.
7. Enter your **Campaign name**.
8. Select either or all **Channels** from the list.

- Verified Audience
- Interstitial / Fullscreen
- Pop-under
- Pop-up

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.

8. Select **Enable 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

9. 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.
10. Select **Visits** to choose the number of times your ad appears to the same visitor.

Source sampling	<input type="checkbox"/>	No frequency cap per source			
Visits per source	<input type="text" value="100"/>	per	<input type="text" value="publisher_id+domain+placement_id"/>	per	<input type="text" value="1 day"/>
Visits	<input type="checkbox"/>	No visits cap			
Visits per user	<input type="text" value="Asap"/>	<input type="text" value="1"/>	per	<input type="text" value="1 day"/>	

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

Technology targeting Enable Technology targeting

Available technologies

Search

Available technologies		Included	
Name		Name	
- OS		OS / Chrome OS	×
+ Android	Include	OS / Windows	×
+ iOS	Include	Browser / Chrome	×
Linux	Include	Browser / Safari / Apple WebKit	×
+ OS X	Include		
Other	Include		
+ Windows Phone	Include		
- Browser			
Android Browser	Include		
Firefox / Mozilla	Include		
IE / Edge	Include		
Opera	Include		
Other	Include		

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

13. 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

Update: When creating a Verified Audience campaign, try enabling available filters. These filters are powerful tools against non-human traffic, and show good results < 5% IVT at Moat Analytics.

14. 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.

WARNING: Improper use may reduce traffic significantly!

Specify the traffic sources and/or domains you want to block or to allow for this campaign.

Use one of the following formats:

domain

bundle

publisher_id:*:*

publisher_id:*:placement_id

::placement_id

publisher_id:domain:*

publisher_id:domain:placement_id

*:domain:placement_id

:domain:

publisher_id:site_id:*

publisher_id:site_id:placement_id

*:site_id:placement_id

:site_id:

publisher_id:bundle:*

publisher_id:bundle:placement_id

*:bundle:placement_id

:budnle:

!Please make sure you are entering data in whitelist/blacklist in a correct format. See above.

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

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