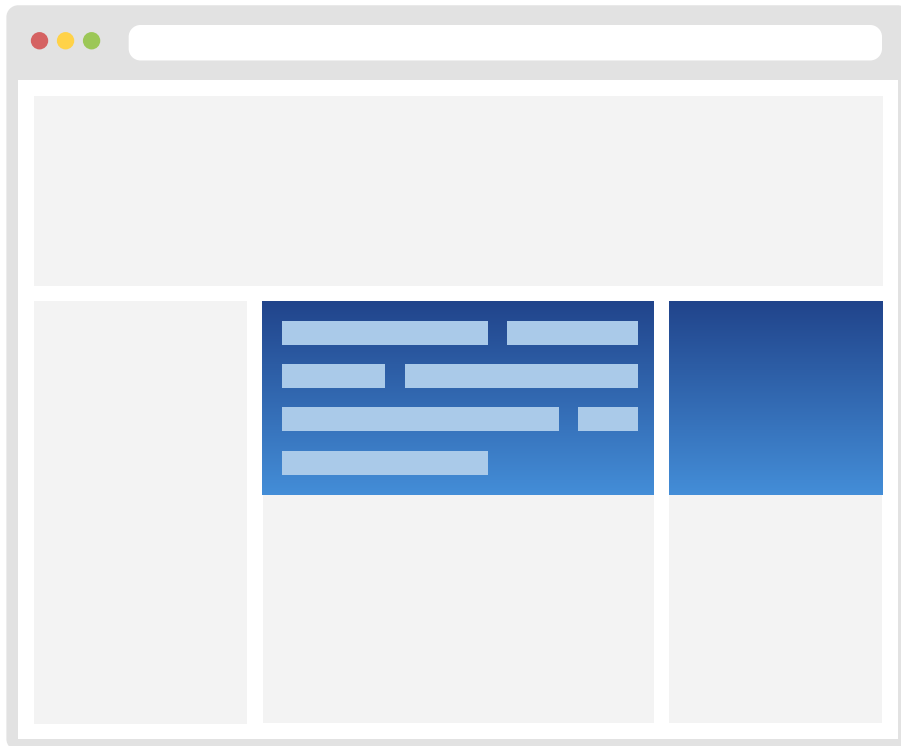


PPC*mate*

Native

New Campaign Guide

Learn step-by-step how to create
a native advertising campaign.



What is Native Advertising?

Native advertising is the integration of marketing content with a website or service in such a way that it blends in with the rest of the material presented in terms of its content, format, style or placement. Native advertising involves the use of editorial communications within paid advertising space. However instead of using a traditional banner advertisement, the advertiser's message is put forward through editorial content that is clearly labelled but adapted to suit the flow of the website. Native advertising is integrated into its surrounding platform so it does not distract the receiver. Instead it should contribute with content that the user is already interested in.

Native advertising is an effective way of reaching out and engaging with a larger audience and establishing your own brand. Native ads are more engaging than banners.

Campaign and Ad Settings

The image shows a form for creating a campaign and ad. It includes fields for Campaign name, Destination URL, Call to action, and Ad preview. The Ad preview section shows a logo, brand name, headline, creative image, description, and domain. There are buttons for 'Add another ad', 'Add multiple ads', and 'Generate from URL'. Callouts 01-10 provide instructions for each element.

- 01 Enter the name of your campaign.
- 02 Enter the URL of your landing page.
- 03 Enable to add default the macros, or click the link to view all the available macros.
- 04 Click to generate the ad from your destination URL or input manually below.
- 05 Select the call to action from the list.
- 06 Upload your logo and add brand name.
- 07 Enter the ad headline, creative and description.
- 08 Enter the domain of the website you want to advertise.
- 09 Click the icon to duplicate the banner.
- 10 Click the buttons to add one or multiple new ads.

Notes

- * The creative file size must not exceed the 150kb.
- * Make sure you follow our general creative guidelines: <https://ppcmate.zendesk.com/hc/en-us/articles/115001707049>

Basic Settings

The screenshot shows the 'Basic Settings' form with the following fields and callouts:

- 01** **Impressions cap**: Enable. Callout: "Enable to set a limit on how many times a visitor can view your banner."
- 02** **Cost per mille ***: Input field with value 0.1. Callout: "Enter the cost per 1000 impressions. Minimum is \$0.1"
- 03** **Budget**: Includes a dropdown menu set to 'Even', an input field with '\$ 25', and another dropdown set to 'Per day'. Callout: "Enter your campaign budget. Minimum daily spend is \$1. The 'Even' option will spread the budget evenly during a day and the 'ASAP' will spend all the campaign funds as soon as possible."
- 04** **Schedule**: Radio buttons for 'Run my campaign continuously starting today' (selected) and 'Set a start and end date'. Callout: "Enable to schedule when to run the campaign."
- 05** **Timetable**: Enable. Callout: "Enable to run the campaign on specific days and hours."

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>

The screenshot shows the 'Tracking Type' form with the following details:

- Tracking type**: Radio buttons for 'None', 'Pixel' (selected), 'Image', and 'Postback request'.
- Conversion value**: Input field with the value '1'.
- Instruction: "Copy and paste this code into your conversion page. Make sure it is inside the BODY element:"
- Code snippet**:

```
<script src="//rtb.adx1.com/pixels/pixel.js?id=1500832&event=conversion&value=1"></script>
```

Category

Select a category from the available list according to the content of your destination URL.

Supply Partners (optional)

We recommend you to run the campaign on all sources to get more traffic. Uncheck only if you want to run the campaign on certain sources.

Inventory Type (optional)

Select to choose if you want to advertise on websites or in mobile applications. We recommend you to select both.

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, Devices, Browsers and Connection types. 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".

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.

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 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.

Security Filters (optional)

We recommend you to select all the security filters to block any bot activity.

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 