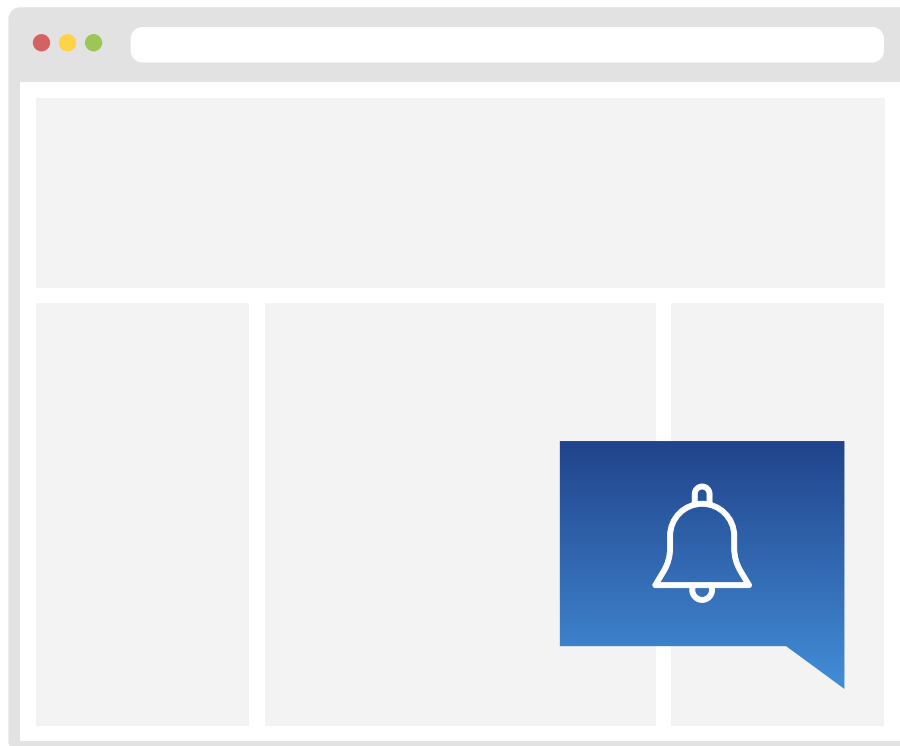


**PPC***mate*

# Push Notification

## New Campaign Guide

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



## What is Push Notification Advertising?

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.

## Campaign and Ad Settings

The image shows a form for creating a campaign and ad. The form fields and their corresponding callouts are as follows:

- 01** Enter the name of your campaign. (Points to the Campaign name field)
- 02** Enter the URL of your landing page. (Points to the Destination URL field)
- 03** Enable to add default the macros, or click the link to view all the available macros. (Points to the Add macros checkbox)
- 04** Enter the ad title with maximum of 30 characters. (Points to the Title field)
- 05** Enter the ad message with maximum of 30 characters. (Points to the Message field)
- 06** \* Upload the ad icon with recommended size 192x192 pixels. (Points to the ad icon upload area)
- 07** \* Upload the ad banner with recommended size 492x328 pixels. (Points to the ad banner upload area)
- 08** Click the icon to duplicate the ad, or the button below to add a new. (Points to the duplicate icon and the 'Add another ad' button)

The form includes the following fields and elements:

- Campaign name \***: Text input field.
- Destination URL \***: Text input field containing "https://".
- Add macros**: Checkbox with the text "(Check all available macros)".
- Title \***: Text input field containing "Enter a title".
- Message \***: Text input field containing "Enter a message".
- Ad preview**: Section containing:
  - An ad icon (target symbol) with a "Creative size: 192x192" label.
  - An ad banner (BUY WEB TRAFFIC) with a "Creative size: 492x328" label.
  - A duplicate icon (two overlapping documents).
  - An "Add another ad" button.

### Notes

\* The creative file size must not exceed the 150kb.

## Basic Settings

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

- 01** Clicks cap:  Enable. Enable to set a limit on how many times a visitor can view your website.
- 02** Cost per click \*: 0.01. Enter the cost per click. Minimum is \$0.003.
- 03** Smart CPC:  Enable. Enable Smart CPC to optimize bids based on volumes and conversions.
- 04** Budget: Even | \$ 25 | Per day. 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.
- 05** Schedule:  Run my campaign continuously starting today |  Set a start and end date. Enable to schedule when to run the campaign.
- 06** Timetable:  Enable. Enable to run the campaign on specific days and hours.

### Notes

\* Click the link below to check the average volume & CPC per country:  
<https://ppcmate.zendesk.com/hc/en-us/articles/360025057873-Average-Volume-CPC>

## 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>
```

## Subscribers List

We recommend you to run the campaign on all sources. Uncheck the option only for certain offers and select from the available list according to our Creative Guidelines: <https://ppcmate.zendesk.com/hc/en-us/articles/360025061113-Push-Notification-Creative-Guidelines> [↗](#)

## Geo Targeting

Select from countries, regions and cities. Please note that you can select one country per campaign.

## 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 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](http://www.ppcmate.com/support) 

Open a Ticket

[support@ppcmate.com](mailto:support@ppcmate.com) 