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.

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

Audience

Medium quality traffic
Increase site engagement, Alexa and SEO ranking.

Increase site engagement, Alexa and SEO ranking.
Works for ad arbitrage (banners, video ads).

[Get Audience]

ack **New campaign**

Destination URL*

> http://FroggyAds.com

☐ Add Google Analytics tracking code

Please click here to see available macros

Max. cost per visit, $*

> 0.008

Budget, $

☐ Enabled Unlimited Budget

| Even ▼ | 500 | Per day ▼ |

Schedule

◉ Run my campaign continuously starting today
○ Set a start and end date

GEO targeting

☐ Enable GEO targeting

Campaign name*

> Campaign 338770

User*

> Start typing user's email...

Channels

☑ Verified Audience

☑ Interstitial / Fullscreen

☑ Pop-under

☑ Pop-up

Estimate

Estimates

Create a Campaign

or enable advanced settings

1. Enter **Destination URL** that you would like to promote. Make sure format is correct (ex. http://FroggyAds.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 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* | 16.11.2016 📅 | 00:00 | |
| End date* | 16.12.2016 📅 | 23:59 | ☐ 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.

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: total, last day, last 7 days, last 30 days, total] then [blacklist / whitelist]

Example:

For site_id if cpa > 3 and impressions > 1000 in 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	☐ No frequency cap per source					
Visits per source	0	per	publisher_id ▾	per	1 day ▾

Visits	☐ No visits cap			
Visits per user	0	per	1 day ▾

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

12. Select the **Timetable** checkbox if you need to specify certain hours or days when you want your ad to show.
13. 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.
14. Select the **IP whitelist/blacklist** checkbox if you want to add specific domains to the ip whitelist/blacklist.