FROGGY ADS

Native campaign setup guide

Intro: Native advertising is a type of disguised advertising, usually online, that matches the form and function of the platform upon which it appears. It offers high level of reader attention. It is created for paid promotion of a brand on a media site which includes editorial content such as a blog post or article.

Why choose Native?

- Native ads receive more attention than banner ads
- Descriptive headlines/texts can improve brand perception
- Possibility to add brand logo and image to your ads
- Less intrusive than traditional display ad

Select the option below in order to create **Native** campaign:

Native

Quality websites worldwide
2+ billion ad opportunities daily
High CTR Native ads units
Desktop and mobile inventory available

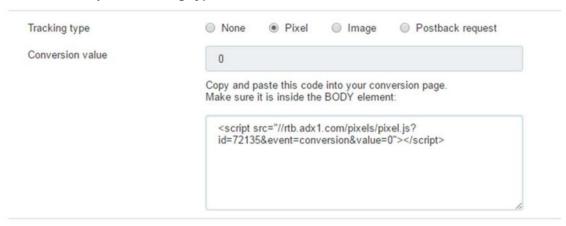**Increase site engagement and drive conversions!**

Get Native Traffic

Basic Settings

Creative 470832

Destination URL*

```
http://t.mem.bz/aff_c?redirect=1&aff_sub5={click_id}&offer_id=2
```

☑ Add Google Analytics tracking code

Generate from URL

Call to action

Ad preview

ConsistentProfits
Sponsored

Become Richer Faster Than You Think

I work Only 6 Hour Per Day. And I Pay
Cash for My Toys. I Will Learn You How

consistentprofits.co

AdBlade status

Options are not suitable

Creative name*

Creative 470832

User

shevytrade@gmail.com

Status

Active

Campaign

50k a week girl banner

Update the creative

1. Enter the **Destination URL** of the website you want to advertise.
2. Add **Google Analytics tracking code** if you would like to track sources, domain or medium.
3. Select **Call to action** (Goal of your creative)
4. Add your **Brand Name** and **Logo**
5. Enter **Headline**
6. Provide an **Image** you would like to advertise
7. Write your ad/product **Description**.
8. Enter your **Domain name**
9. Click "**Add multiple ads**" if you would like to have several creatives set at the same time under one campaign
10. Click "**Add another ad**" if you would like to have one more creative set at the same time under one campaign.
11. Click to check available macros.
12. Select your **Tracking type.**

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=72135&event=conversion&value=0"></script>
```

Please select one of the options:

-Pixel
-Image
-Postback request

Follow the instructions written under each selected choice.

Note: Postback URL allows you to send the information about conversions to the PPCmate reports. This way you to track ROI on the reports page and optimize campaigns to achieve better results.

You can access Postback URL on the campaign set up page. It will look like this:
http://rtb.adx1.com/log?action=conversion&key={click_id}&price=return_value_USD

Please replace the "return_value_USD" to whatever value you want to use a conversion price. This will later be reflected in the reports.

You can find more information regarding postback and how to use it here:
https://www.quora.com/What-is-a-Postback-URL

13. Set **Max. CPM**, **$** (Minimum is 0.1$)

14. Enter your campaign **Budget**. Please note, min daily budget - 5$.You can set unlimited budget or daily spend.
15. Select "**Run my campaign continuously starting today**" or set a "**start and end date**"
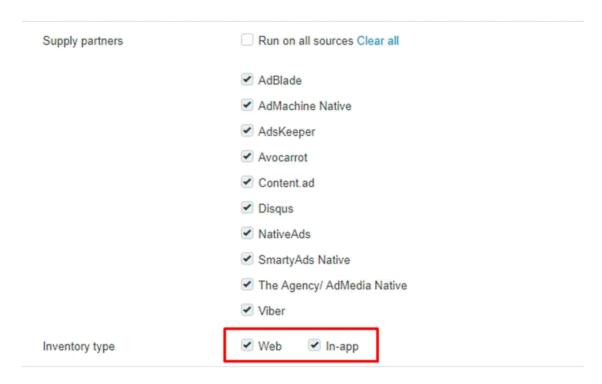
Start date*	27.03.2017	00:00	
End date*	27.04.2017	23:59	☐ No end date

16. Set amount oEnable **Geo targeting** and selected required country and **DMA region** if needed
17. Enter your **Campaign Name**
18. Select **Campaign Category** from the list

Campaign category* | Internet Technology ▲

> Graphics Software ▲
> Home Video/DVD
> Internet Technology
> Java
> JavaScript
> Mac Support
> MP3/MIDI

ver time: Thu, 29 June 2017 13:57:52 +000

Note: Please take into consideration *** - prohibited or restricted content**

Click **Create a campaign** to create a new campaign. You can also enable additional settings by clicking **advanced settings**.

Advanced Settings

19. Select **Supply partners** from the list or run your campaign on all sources
20. Choose **Inventory type,** either **web** or **in-app**

NOTE: When the admin approves your creatives on a limited list of supply sources due to the sensitive content of the creative/landing page, we kindly ask you not to change the list of supply sources. If you want your campaign running on all sources, please change the creative.

21. Select **Optimization rules** in order to set rules for filtering out sources that do not match your requirements and targeting only good performing ones.
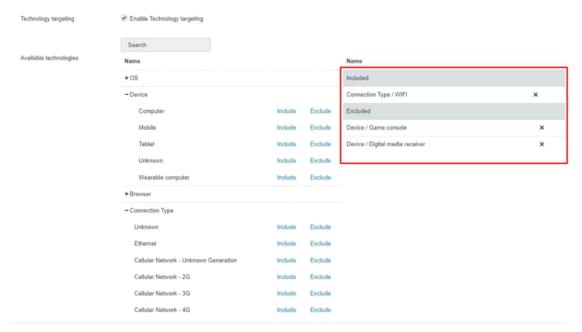
Optimization rules allow to automatically optimize your campaign based on the rules you enter. How to use:

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] **then** [blacklist / whitelist]
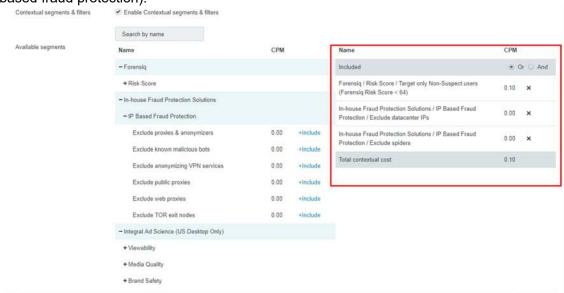
Example:

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

22. 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.
23. Enabled **Impressions cap** to choose the number of times your ad appears to the same visitor.
24. Select the **Technology targeting** checkbox if you want to target or exclude specific OSes, Devices, Browsers or Connection types.

25. Select the **Timetable** checkbox if you need to specify certain hours or days when you want your ad to show.
26. 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.
27. Select the **IP whitelist/blacklist** checkbox if you want to add specific domains to the ip whitelist/blacklist.
28. Select **Contextual segments & filters** checkbox if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection).

Note: there are 3 levels of quality within Forensiq and 4 filterings within IAS (Media Quality, Brand Safety, Viewability, IAB Contextual Segments), the cost of which is 0.10 CPM. However, you may select several IAS filtering levels and the cost still will be 0.10 CPM. The same with Forensiq. But IAS and Forensiq filterings costs will be summed up (0.20 CPM). Platform in-house filtering available for free.

After creating Native ad campaign and uploading creative, it takes up to 24 hours for us to approve it. Note that your creative will be approved only if it has a safe content. (We do not allow adult-oriented, tech support, malwares or age-restricted products or services without applicable or required age-verification services; promote illegal pornography, hate, violence, or vulgarity related or other "undesirable" subjects or activities)

Please take into consideration that we are approving your creative after you set up a campaign and after any change you make to a creative. It is required due to our security reasons. So you may either contact our account managers, or please wait up to 24 hours, and your Creative will be approved.

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