



Tips to optimise a campaign

Once your campaign is up and running, you need to keep an eye on how the campaign is performing and optimise it for maximum success. Here are some tips on how you can optimize your campaigns.

1. Test out various creatives.

If you already know what type of offer you would like to advertise, the next thing would be to have various creatives for your offer. This will be really helpful later when you are testing which creatives work and which don't. You can use image banks or search engines to find images for your creatives. Also you can create banners and images for native campaigns yourself. Design your banners so that you could grab the attention of your target audience. Sometimes as many as 100 creatives can be required to find the best ones.

2. Test out various landing pages.

Some landing pages draw more attention than the others. Try various landing pages for maximum effect.

3. Use conversion tracking.

Conversion tracking is a feature that allows you to identify how well your ad campaign is generating leads, sales, downloads, email sign-ups, and other key actions for your business. Pixel, image or postback – that is the way to track your success and to make the optimisation simpler.

Pixels and images allow you to track conversions in case you have access to the code of the page where conversions are tracked.

Postback URL allows you to track conversions using a third-party tracking platform and send the information about conversions to AdMachine reports.

This way you can track ROI on the reports page and optimise campaigns to achieve better results.

4. Use data pixel.

CAMPAIGNS SHORTAGE CREATIVES SITES REPORTING USERS PAYMENTS **PIXELS** BILLING HISTORY

Pixels

Any user Any user

Name	ID	Code type
Facebook 1001 conversion	1001	Script
Facebook 1002 conversion	1002	Script
1003 conversion	1003	Script
1004 conversion	1004	Script

You can use tracking pixels to collect website visitors into segments and then later target them in the campaign.

5. Source sampling.

Optimization rules Enable Optimization rules

Source sampling No frequency cap per source

Impressions per source: 1000 per publisher_id per 1 day

Source sampling is a feature that limits the number of impressions you will get from one source.


You can make the capping for any source per any period of time to be able to check as many sources as possible. Please note the smaller the source, the more precise your targeting will be.

Let's say you will make capping for 1000 impressions per domain, per 1 day. It means you will not get more than 1000 impressions from one domain within one day and as a result you will get traffic from lots of other domains. At the same time 1000 impressions will be enough to check how well these sources perform (if it is not, please choose the greater value).

Afterwards you will open reports, make a breakdown by domains and check the performance of all the domains. Like this you will find out which ones work better for you and which of them are to be blacklisted. Please read below how to work with the Reporting page.

6. Report analysis.

CAMPAIGNS SHORTAGE CREATIVES SITES **REPORTING** USERS PAYMENTS PIXELS

Advertiser reporting  Refresh Per

<u>Segment</u>	Impressions	Visit rate	Visits	Cost per visit	Conversion rate	<u>Conversion</u>
reporting	344	6.10 %	21	\$0.0038	3.779 %	13
www.thehollibaugh.com	4,925	2.23 %	110	\$0.0119	0.162 %	8
com-pro-credit	2,794	1.40 %	39	\$0.0193	0.286 %	8
MLL	14,655	0.11 %	16	\$0.2956	0.041 %	6
the-pro-credit.com	4,451	0.25 %	11	\$0.1107	0.067 %	3
the-pro-credit.com	13	15.38 %	2	\$0.0008	23.077 %	3

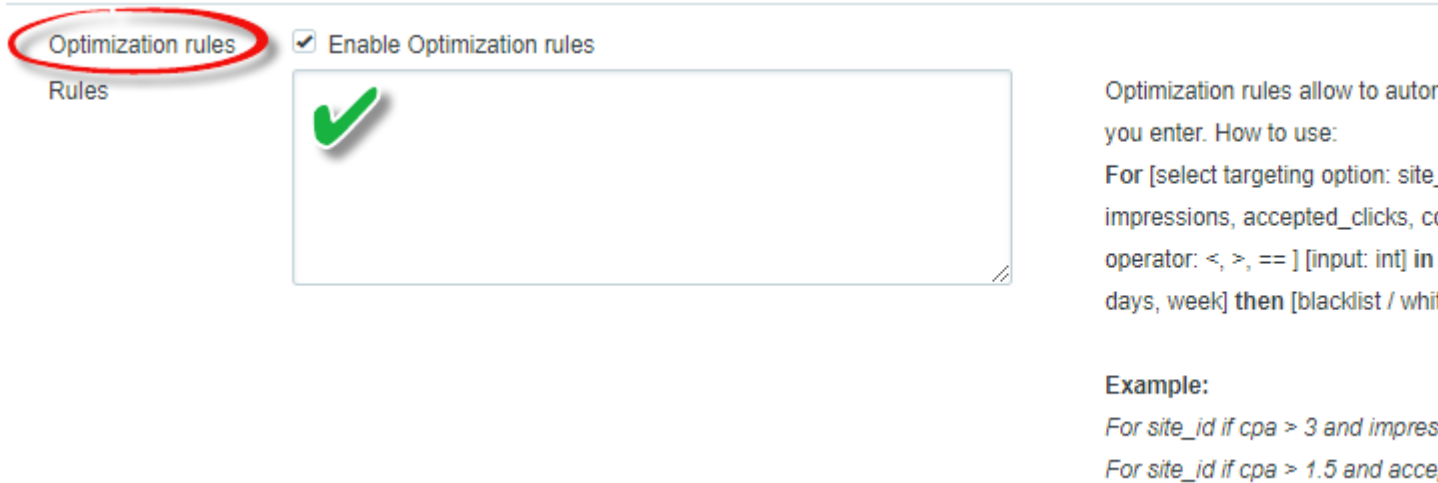
Go to the Reports page to see how your campaigns perform. Since you are sending the information about conversions to the reports, as well as using source sampling to test as many sources as possible, you can optimise the campaign using this information.

For example, you can make a breakdown by domains/placements and see ROI for each of them. To do this, you need to select Domains/Placement ID in the reports dimensions. After you found domains/placements with the lowest ROI, you can block the ones with low ROI in the Sources and Domains Blacklist.

Another useful metric is a ROI breakdown by creatives. Since you are testing various creatives, it is useful to see CTR and ROI for each of the creatives you uploaded. You can then stop the creatives with low CTR and ROI.

Hopefully, after blocking low performing domains, creatives and testing different offers and landing pages, you will be able to have positive ROI using our network.

6. Optimization rules.



Optimization rules

Rules

Enable Optimization rules

Optimization rules allow to automatically blacklist the sources you enter. How to use:
For [select targeting option: site_id, impressions, accepted_clicks, conversions] [operator: <, >, ==] [input: int] in [days, week] then [blacklist / whitelist]

Example:
For site_id if cpa > 3 and impressions > 10000 then blacklist
For site_id if cpa > 1.5 and accepted_clicks < 1 then blacklist

This feature allows you to create any rule which will automatically blacklist the sources which are under the rule.

Let's say your CPM is 1\$ and you do not want to spend more than 10\$ per one conversion (just an example!). The rule to be implemented will be like this:

For domain if impressions > 10000 and conversions < 1 in today then blacklist

Like this all the sources with more than 10000 impressions and less than 1 conversion will be blacklisted every hour starting from the time when you have implemented the rule. You can use accepted clicks instead of impressions in the rule or you can implement your own rule, which will help you to filter unwanted traffic.