Campaigns User's Guide

NEWSMAX

Contents

Creating and Managing Campaigns

The platforms' campaign-management module enables you to create, edit, run, monitor and manage your native advertising campaigns over the network, with an advanced professional advertising toolset.

The rich set of capabilities includes:

- Business rules – CPC or CPM business model and rate, CPA optimization, daily cap, and more
- Full targeting options – by platform, geo, OS, specific widgets, domain based blacklists, and more
- Simple fast ad creation and upload at scale – single ads, bulk upload of mass number of ads at once, auto-populated suggested ad content by the system, and more
- Ad-creative control – standard native ads, RSS and third-party served ads, editable and customizable with clear status and error indications
- Advanced optimization and tracking tools - A/B testing, retargeting code, full tracking events with dynamic macros, conversion pixels, black and white listing, and more.
- Quality assurance - fully automated review and classification process by network managers, with clear online indications to the advertiser, fully proofed with no manipulation or escape

Campaigns are created in the platform's **Campaigns** menu option.

NOTE:
Some of the options available in the pages are only available for super users or advertisers with appropriate permissions from the network. Where applicable, these options are noted as options for 'super (network) users' only.

The following sections describe how to create, edit and manage your campaigns.

Creating Campaigns

Creating a new campaign involves settings and options in three main panes: **General Settings** (the campaign's business framework), **Set Content** (uploading its ads), and **Advanced Options**.

To create a new campaign:

1. In the campaigns page, click **New Campaign**.

   The **General Settings** pane opens to start setting the campaign.

2. Make all selections as described in following table. Fields marked with an asterisk are mandatory.

Item	Description
Name	Enter a name for the campaign.
Advertiser	**NOTE**: This option is available for super (network) users only. Select the advertiser who owns the campaign from the drop-down list of active advertisers on the network. **NOTE**: This option is relevant to super users only, when creating the campaign on their top network level. When the advertiser or network manager creates a campaign at the advertiser level, it is automatically assigned to that advertiser.
Unit	Set the price unit (business model) according to which the campaign consumes its budget and charges for it. Possible options include Fixed CPC and Fixed or 2nd Price Auction CPM, as defined for the advertiser account by the network manager. Note that once the campaign is saved, its set price unit can no longer be changed to avoid unclear data metrics in reports. **NOTE:** Fixed CPC is always available for all advertisers. CPM may be enabled according to the network and advertiser account's settings; If enabled, only one CPM option will be available, either Fixed or 2nd Price, not both.
Budget (paid)	Enter your budget for the campaign of a higher amount than the minimum campaign budget defined by the network. The campaign will run either until ended or manually stopped, or until it consumes all its budget. If you are a prepay advertiser, you must have available Reserved Budget of at least the budget amount you want to set for the campaign, or otherwise purchase more budget online.

Item	Description
Bonus (budget)	**NOTE**: This option is available for super (network) users only. Enter the bonus amount that is added to the campaign's overall budget and generates more impressions and clicks for the advertiser, but which does not generate any earnings for publishers or revenues for the network. The bonus option is typically used by the network to compensate the advertiser, as a free promotion/coupon to attract new advertisers, or to run probono/house campaigns. The bonus budget will only be used after the campaign's paid budget has been depleted. For example, if a campaign has a budget of $100 at $0.20 CPC and a bonus amounting to $50, the bonus will only be used after 500 clicks, generating 250 additional nonpaid clicks until the overall combined budget has been fully used.
Remaining (budget)	The system shows the remaining amount from the overall set budget (including bonus), in real time. If this amount reaches zero, the campaign will stop running and its status will change to **Ended**.
Used (budget)	The system shows the amount used from the overall budget (including bonus), in real time. The sum of the remaining and used budget should always equal the overall set budget.
Rate	Enter the amount you would like to bid per click (CPC) or 1000 impressions (CPM), within the allowed range set for you by the network manager. **NOTES**: The range of allowed CPC and CPM rates is controlled by the network and advertiser account's settings, and can vary between different advertiser accounts. Fixed CPM is charged by its exact entered rate as is; 2nd Price CPM is charged dynamically 1 cent above its next competing campaign in any serving selection (including the exchange DSPs), so it might be charged lower than its entered rate. This model is useful for networks wishing to give their advertisers a programmatic bidding seat similar to a Native DSP.
Daily Cap	Enter the daily budget limit you want the campaign to spend. An optional field, it is used if you wish to spread the campaign's budget across a period of time and restrict the system from spending it faster.
Target CPA	This option is available only to advertisers enabled for it by the network and advertiser account settings, and can be used only after the campaign is saved and conversion pixels are generated, not before. For more details, see Target CPA, page 6.
Start Date	Select the start date of the campaign. Note that once the campaign has started, the start date can no longer be changed.
End Date	Select the end date of the campaign or leave it blank for an unlimited campaign duration, allowing it to consume all its budget until fully depleted.
Serve to	Select to target the campaign to your desired platform: **Desktop**, **Tablet** or **Mobile**. The default targeting is to all platforms.
Status	Select the status of the campaign: **Enabled** – the campaign will go live and start running when all running conditions are met. This is the default value for new created campaigns. **On hold** – temporary pause of the campaign without clearing its remaining budget and removing it from the campaign list. Typically used when you plan to resume the campaign at a later stage. **Disabled** – disables the campaign and clears its remaining budget (adding it back to your Reserved Budget if you are a prepay advertiser, allowing its reuse for other campaigns). Also removes it from the default campaign list. Normally used to permanently terminate a campaign with no plans to resume it.
Quality	Select your campaign's quality restriction, allowing it to serve only on sites restricted to the following audiences: **All Audiences**, **Above 12 Years Old, Adults**. Note that this is your quality restriction binding declaration, not a targeting criteria. Campaigns containing adult or PG-13 restricted content should be defined accordingly to run on suitable sites only. On the other hand, restricting a general content campaign to above 12 years or adults will severely slow down the campaign so this should not be done for no reason.
Declaration checkbox	After selecting the Quality, select this checkbox as your binding statement of the campaign's content quality.

Item	Description
Brand	Select your default brand name to display on all campaign ads. You may override this brand on specific ads when you create or edit them; if not, all the campaign's ads should display the same brand. Note that the brand field may be a mandatory or optional as set by the network manager.

NOTE:

After making your selections and/or changes, make sure to click **Save** at the bottom of the **Advanced Settings** pane to save the entire campaign. You may do so after completing the **General Settings** section, with no ads defined yet for your campaign, or after you set your campaign ads. Some settings, such as conversion pixels and Target CPA, can only be configured after saving your campaign.

Setting Campaign Ads

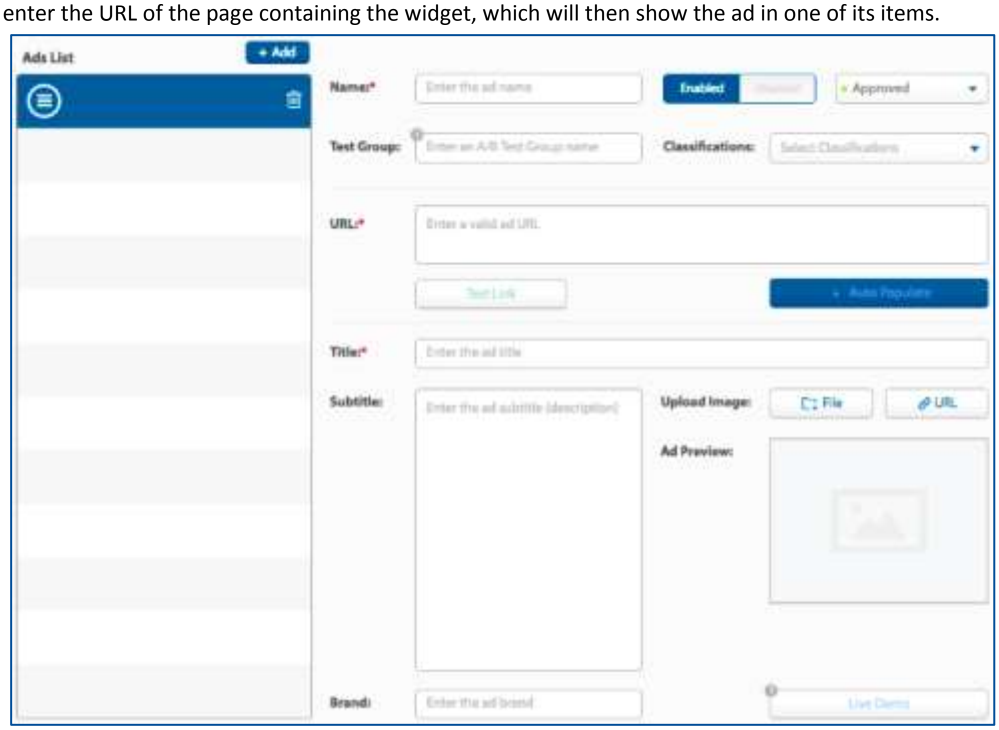
Use the **Set Content** section of the **New Campaign** page to create or upload your campaign ads.

To define the content for the campaign:

1. In the **Set Content** section, select the content type.
2. In the section that opens, click **Add** and then select to add a **Single Ad**, **Bulk Upload, RSS Ad,** or a **3rd Party Tag**.

   Each new ad is added to the **Ads List** on the left, which shows the ad's name and ID (assigned by the system upon saving), with its status and graphic indications as described in the following table. Note that some indications may appear only after you save the campaign and the system processes it. It is recommended, therefore, that you check the status also 30 minutes after saving.
3. Complete the fields as indicated in the table that follows.

Content Type	Item	Description
Single Ad	Complete the following details of the ad: **Name** – enter a name for the new ad. **Enabled/Disabled** – select the status of the ad: **Enabled** – the default value of each new ad. Select to activate the ad if it was previously disabled. **Disabled** – select to stop the ad from being served in the campaign. **Approved** – a read-only indication for the advertiser, or a selectable drop-down list for network managers, that indicates whether the ad is pending, approved or rejected: **NOTE:** This option is available to change only by super (network) users. **Pending** – once the advertiser user saves a new ad (or edits its title, subtitle, image or brand name), it is normally automatically sent for the network manager's review and indicates a Pending state until approved or rejected. If the advertiser account is set as **Trusted** by the network manager, this process is bypassed and the ad is automatically approved. **Approved** – for the advertiser user, indicates that the ad was approved by the network manager and is cleared to run. For a network manager, select if you want to approve a pending ad directly here instead of in the quality review queue. This is the default value for new created or edited ads by network managers (super users). **Rejected** – for the advertiser user, indicates that the ad was rejected by the network manager and blocked from the network. For a network manager, select if you want to reject a pending ad directly here instead of		

Content Type	Item	Description
	in the quality review queue. **Test Group** – used to group together multiple ads that lead to the same landing page (typically when you set ads with different title and image variants to ensure performance and cover a broader audience), so that the system will not serve more than a single ad on the same widget. The system automatically detects ads with the same URL and assigns them a test group name upon saving, you may want to use a different name or group additional ads to the same test group. Use the same group name for all ads that you want to group together. **Classifications** – Select the classification of the ad from the drop-down list box if you want to classify an ad here instead of in the quality review queue. **NOTE:** This option is available for super (network) users only. This field is not visible to the advertiser user. **URL** – enter the clickURL of the ad's landing page. **Test Link** – click to test that you entered a correct ad's clickURL by opening it in a new browser tab. **Auto Populate** – a useful option if you want the system to retrieve the title, subtitle and image from the landing page instead of loading them manually. You may try it, and edit or override the result as needed. Note that this option only works with pages using a standard HTML tagging structure. **Title** – this is the ad's text that will appear under the image. You may use **Auto Populate** for the system to retrieve the title from the landing page, or enter/edit its text manually. **Subtitle** (description) – displayed on the In-Feed widget family, it includes this additional text element below the ad title. You may use **Auto Populate** for the system to retrieve the title from the landing page, or enter/edit the its text manually. **Upload Image, File** – click to manually upload the ad image file from your computer. **Upload Image, URL** – click to upload the ad image from a remote URL, for example, if hosted on a CDN or web server. **Brand** – enter the brand name to display on the ad. If you set a default campaign brand in the **General Settings** section, it will apply to all ads by default, which you can change for this specific ad using this option. This field may be mandatory or optional according to the network settings. **Ad preview** – shows a preview of the ad, as it would typically appear on most standard widgets. Note that the ad may look slightly different in widgets of different size and layout. **Live Demo** – a very useful option to review what the ad will look like on a specific widget, with the option to send a demo link to external audiences (for example, the end advertiser or the creative studio). Click this option and enter the URL of the page containing the widget, which will then show the ad in one of its items. 	

<table>
<tr><th>Content Type</th><th>Item</th><th>Description</th></tr>
<tr><td>Bulk Upload</td><td colspan="2">This option enables you to quickly and easily create multiple ads by uploading a CSV file with full details of all. It is very useful for advanced advertisers who manage their campaign ads over CSV files for different native advertising systems, with a large number of A/B test ads. The file structure should match the following format, and should not exceed 200 ads (lines).
<table>
<tr><th></th><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>F</th><th>G</th></tr>
<tr><td>1</td><td>Ad Name*</td><td>Content URL*</td><td>Title*</td><td>Subtitle</td><td>Test Group</td><td>Brand</td><td>Image URL*</td></tr>
</table>
Once the SCV file is processed, its ads appear in the list and are treated like any single ads with the same preview, edit options, quality review and approval process, and status and error indications. The bulk upload is just a shortcut mechanism to upload a large number of ads at scale, not different type of ads.</td></tr>
<tr><td>RSS Ad</td><td colspan="2">For advanced users - place the URL of the desired RSS.
This option enables advertisers to promote a full site or a site section with new added content pages after the campaign is created. The system will automatically check the RSS feed for such updates and add those pages to its set of promoted pages. It is typically used by content marketing agencies, publishers and/or brands promoting their content pages, to name a few. Unlike organic content RSS feeds, the system promotes only the currently listed pages on the RSS, not historical pages listed in the past. Note that it takes up to 20 minutes to process the RSS after saving, and that it will appear as a single ad in reports, with no data breakdown of its various served pages.</td></tr>
<tr><td>3rd Party Tag</td><td colspan="2">For advanced technical users only - place the HTTP URL (no-script) call to the third-party system, which should return the ad content.
This URL should be obtained from the third-party system according to its technical specifications. Only a simple URL call is allowed, not a JS tag.
This option enables technical advertisers to manage and serve campaigns over their ad server in conjunction with all other campaigns they may have directly in the system. The ad server’s response must comply with the system’s specifications, which can be obtained from the network manager. Ad selection and charge are according to the campaign’s CPC or CPM rate in the system. Note that each such third-party tag can return just a single ad from its ad server.</td></tr>
</table>

Uploaded and saved ads may display the following graphic indications.

	The ad was sent and pending review by the network manager.
	The ad is approved and running (when the campaign is running).
	The ad is rejected and blocked from running on the network.
	At least one of the ad’s fields has an error (marked by a red frame around that field) which should be fixed for the ad to run. For example, an invalid image URL or too long brand name. Note that some validation processes are done offline and may indicate errors up to 30 minutes after you save the campaign.
	An error indication similar to the one above, showing on ads which you select to indicate which ads you have already reviewed and attempted to fix on a large ad list. To confirm successful fix and clear the error state you have to resave the campaign.
	The ad is disabled and will not run on the network.
	Deletes an unsaved ad. This option is available only for pre-saved ads, once the ad is saved it cannot be deleted anymore, only disabled.

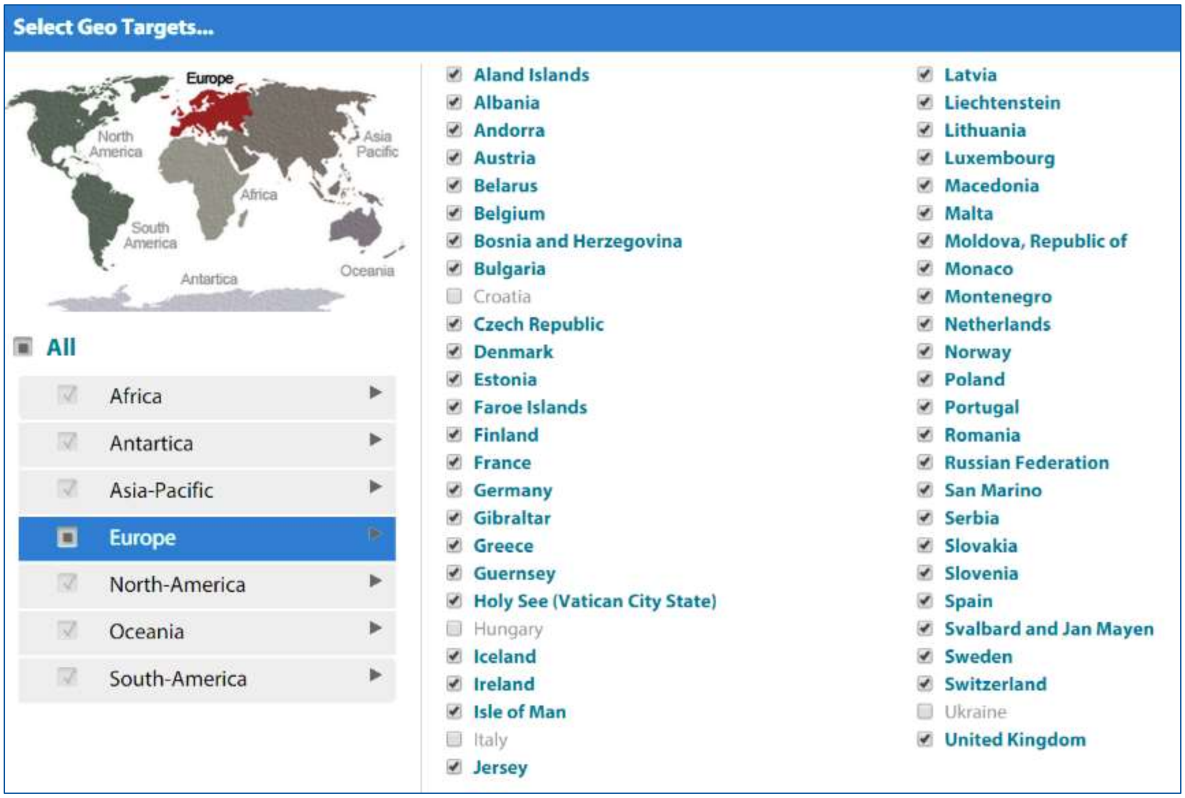
Advanced Options

This pane includes a collection of advanced targeting and tracking options that should not necessarily be set and used for every running campaign. Therefore, they are consolidated in a separate section at the end of the page. These options include GEO OS and specific publisher/widget targeting, tracking and retargeting codes and pixels, conversion pixels, domain based blacklists, and more.

Follow these instructions to set these options. After setting all parameters, click **Save** to save the campaign.

Geo Targeting

Click **Geo** to open a geo-targeting window and select the regions where you want the campaign's ads to appear. You may select and unselect complete continents to quickly blacklist or whitelist sections, as needed. Then click **Update** and save the campaign. The system supports country resolution for all continents and a more detailed state/province resolution for USA and Canada.



OS Targeting

This option allows a more specific device targeting by operating system, in a resolution higher than the platform targeting in the **General Settings** section. Select the target operation system that the campaign should serve in, then click **Update** and save the campaign.

Tracking Events

The following tracking options are available for your campaign:

- **Tracking Code** – for a suffix-style tracking code which will be reported on every ad item clicked. This option is used for tracking systems that detect visits on the landing page using code appended to the end of the URL, for example, Google Analytics UTM codes.
- **Impression Tracking** – a third-party impression tracking pixel that will be fired upon counted ad impressions. Note that the system counts any and all ad impressions upon view, when the widget displaying the ad item is in the view area of the browser. Either an event URL or an image tag are supported, JavaScript code cannot be used.
- **Click Tracking** – a third-party click tracking pixel that will be fired when the ad item is clicked. Either an event URL or an image tag are supported, JavaScript code cannot be used.

You may add identification data to your tracking pixels and redirects from a wide set of available dynamic parameters (macros), which the system will replace by their specific values in real time. For example, the campaign ID, ad ID, IP address, user agent, random number (cache buster), and more. For the complete list of available macros, contact your account manager.

Retargeting Code

This option enables you to place a third-party retargeting code that will be triggered upon user's click on the ad item, without the need to drop its code to the landing page. It is especially useful when the campaign promotes content hosted by another party with no direct access to its landing page. JavaScript code can be used for this option.

Language Restriction

This option enables you to restrict (whitelist) your campaign to serve only on widgets defined for that language (in addition to its geo-targeting). It can be useful if you want to ensure that your campaign is served only to users who read its language. However, note that it may slow down your campaign and avoid many widgets in the network, so it is recommended to use this option with care. The default value is **None**, meaning there is no such language restriction. To set a restricting language, click to open its drop-down list box and select the desired language.

Conversion Pixels

The **Conversions** option enables you to generate and store a unique identifier (conversion pixel) to track relevant actions on the landing page made by visitors who reached the landing page by clicking a campaign's ad. When the visitor converts (or executes any other traceable action), the pixel is fired back to the system with its unique ID details, enabling the system to check it against a prior click made by the same visitor and count the conversion to the relevant campaign and ad.

You may generate up to 4 different conversion pixels for the same campaign, enabling you to track different visitor actions (for example, filling a contact details form, purchasing the product online, purchasing additional accessories). Note that accurate conversion tracking depends on correct implementation of your provided conversion code(s) in the right place in the landing page.

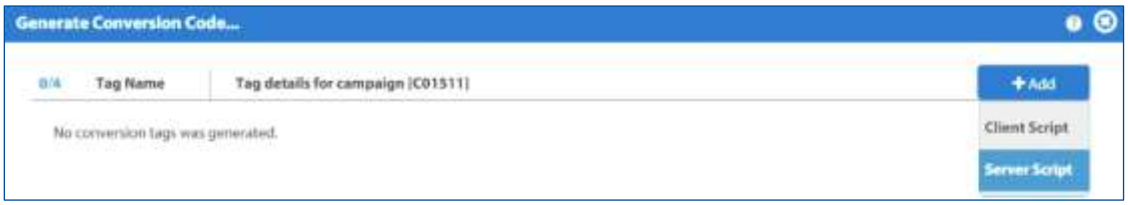
There are several methods to store a transaction ID, which vary depending on the solution used:

- Creating a cookie on the landing page that carries through the duration of the transaction
- Logging the transaction ID as a hidden variable
- Carrying the transaction ID as a URL parameter until the conversion completes

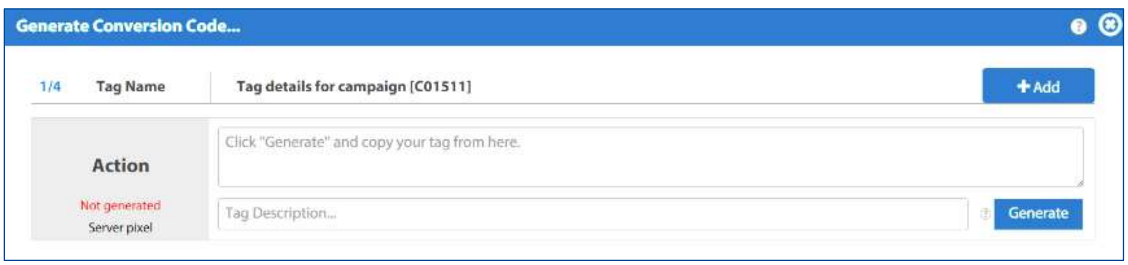
To generate a conversion code:

1. In the **Advanced Options** section, click **Conversions**. The **Generate Conversion Code** window opens.

   Two options are supported – **Server Script** and **Client Script**.



2. Select **Add → Server Script**. In the pane that opens, complete the following information.



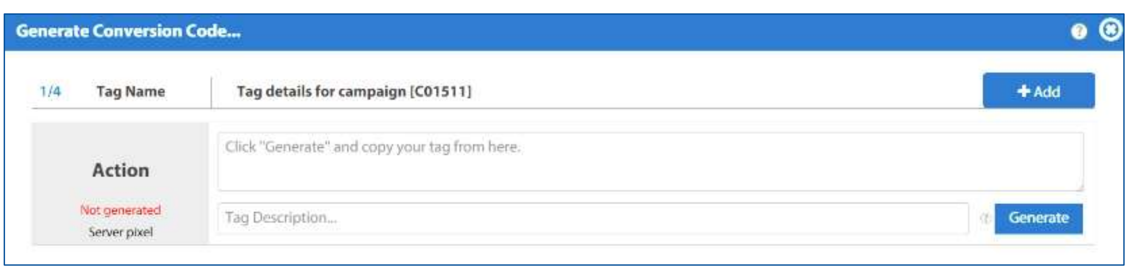
- **Prefix** – identification used by the advertiser to collect the generated token; is sent to all pages for all server-side pixels for the campaign
- **Tag description** – free text that helps differentiate between different pixels. For your convenience only, does not affect the implementation.

3. Click **Generate** to generate the pixel and send it to the advertiser's technical team to implement.

4. Click **Save All** and save the campaign.

   OR

5. Select **Add → Client Script**. In the pane that opens, complete the following information



Tag description – free text that helps differentiate between different pixels. For your convenience only, does not affect the implementation.

Valid For – the number of days the pixel is valid for; if set to 14 for example and a visitor completes a transaction more than 14 days after clicking the ad, the action will not be counted as a valid conversion.

6. Click **Generate** to generate the pixel, and send it to the advertiser's technical team to implement.

7. Click **Save All** and save the campaign.

NOTE:

It is recommended to use the server script if the advertiser supports it, as the client script will not work properly on Apple-based mobile devices that clock third-party cookies.

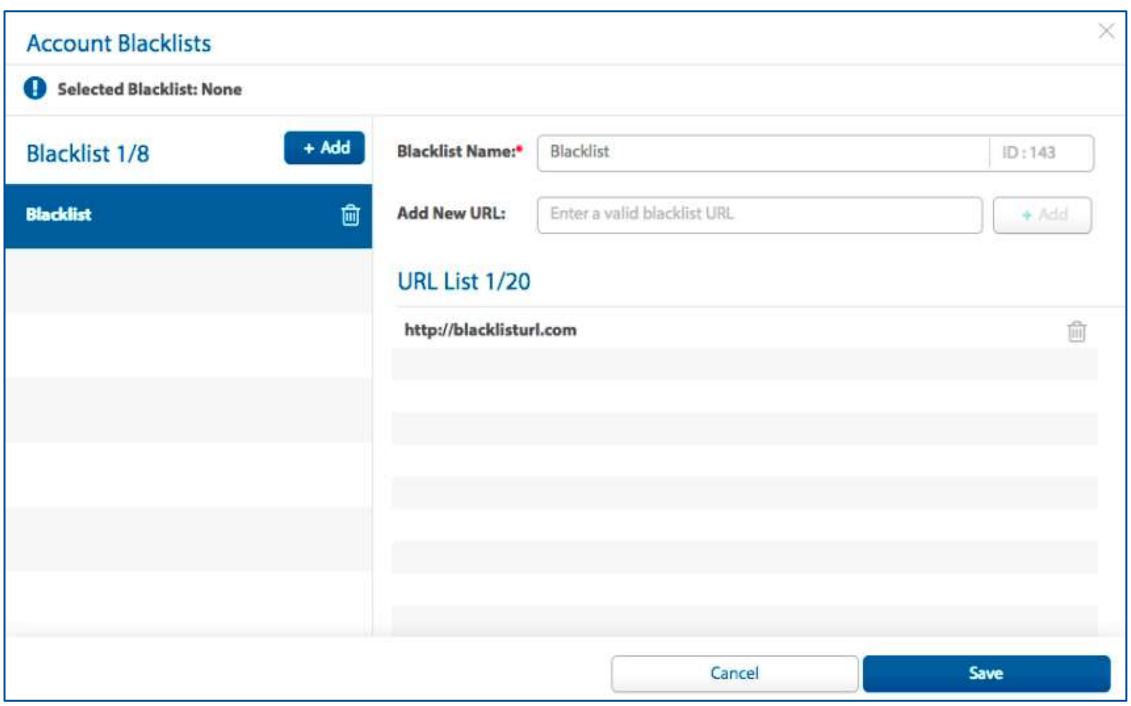
Creating and Managing Blacklists

The **Account Blacklists** page enables you to create, edit and select blacklists that restrict your campaign's ads from showing on undesired sites according to their top-level URLs. Up to eight blacklists of 20 URLs each can be created per account and activated for the campaign. Note that this option cannot block those sites in case of page redirects or other serving conditions which use a different domain than set on your blacklist.

To create and/or activate a blacklist:

1. In the **Advanced Options** section of your campaign page, click **Manage**.

2. The **Account Blacklists** page opens.



3. On the left pane, click **Add**.

4. On the right pane, enter the blacklist's name. The blacklist is assigned an automatic ID.

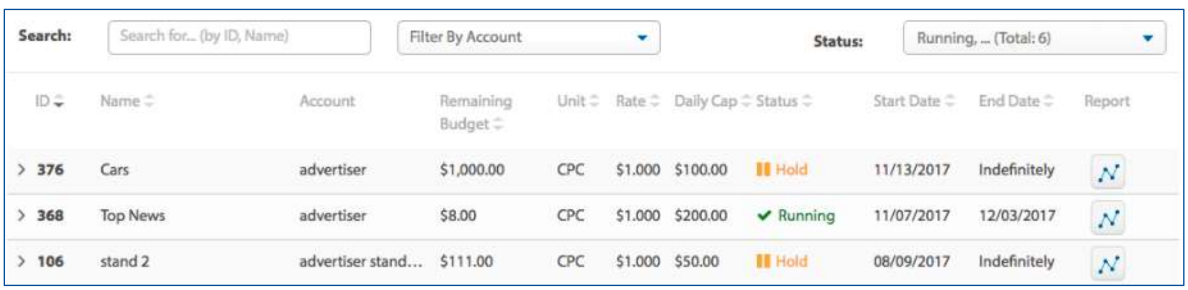
5. In the **Add New URL** field, enter the URL(s) for the blacklist (up to 20 URLs can be added per blacklist). Click **Add** to add each new URL to the list.

6. To assign a blacklist to the campaign, select the blacklist you wish to use from the dropdown list.

NOTE:
After making your selections and/or changes, make sure to click **Save** at the bottom of the **Advanced Settings** pane to save the entire campaign.

Working with the Campaigns List

The list of campaigns displays all active campaigns and their key settings at once. You can view campaign reports, change the status of a campaign, edit its details, as well as search and filter the list using various options.



Editing Campaigns

You can edit and change the parameters of a campaign at any time.

To edit a campaign:

1. Select the campaign you want to edit from the list.

2. Edit each of its sections as described in Creating a New Campaign, page 4.

Searching and Filtering the Campaign List

The application offers several options to search the list of campaigns and/or filter it.

To search for a specific campaign in the list:

1. In the **Search** box, enter the criteria for the search, for example, name or ID.

2. The list shows only the campaigns the match the criteria.

To filter the list:

You can filter the list of campaigns by account or by status.

- To filter the list by account, in the **Filter by Account** drop-down list box, select the account.

  OR

- To filter the list by status, in the **Status** drop-down list box, select the status of the campaigns you want to view. You can select one, several or all statuses, and also reset the selections. The list shows only the results that match the filter criteria.

  The default list whenever you enter the page includes all campaign statuses except disabled and ended campaigns.

To view a quick daily report of a campaign:

- In a campaign's row in the list, click **Watch Campaign Reports** to generate automatically a report of your campaign's daily performance on the **Reports** page (for more information about reports, see the **Dynamic and Reporting System User's Guide**).