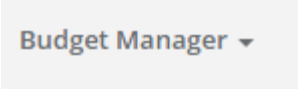


Guide for creating campaigns in AdMaven

This step-by-step guide will show you how to create and publish a new campaign in our system.

1. **Step 1:** Add money to your account.

1.1 Click on  → choose "Payment Transaction"

Budget Manager ▾

Payment Transactions




1.2 In the new window choose "Add Funds"



1.3 Fill in the desired amount:

Add Funds ×

Amount

Once approved your balance will be credited of the amount of your payment minus payment fees that apply to your transaction

1.3 Click on 

Note:

- Our finance department will approve the payment transaction in up to 32 hours.

2. **Step 2:** Create new campaign

2.1 Click on

Campaigns ▾



Create CPV Campaign

2.2 Fill in the following information and click “Next” :

Next →

1. Campaign & Budget | 2. Ad Group Targeting | 3. Keywords | 4. TQ & Analytics | 5. Pop Ads

New CPV Campaign

Name

When do you want to start a campaign? Start immediately, run continuously Setup start and end date

Campaign Budget

Total Budget

Daily Budget

Default CPV

How would you like to spend your daily budget Evenly ASAP

Campaign Limits

Daily Views

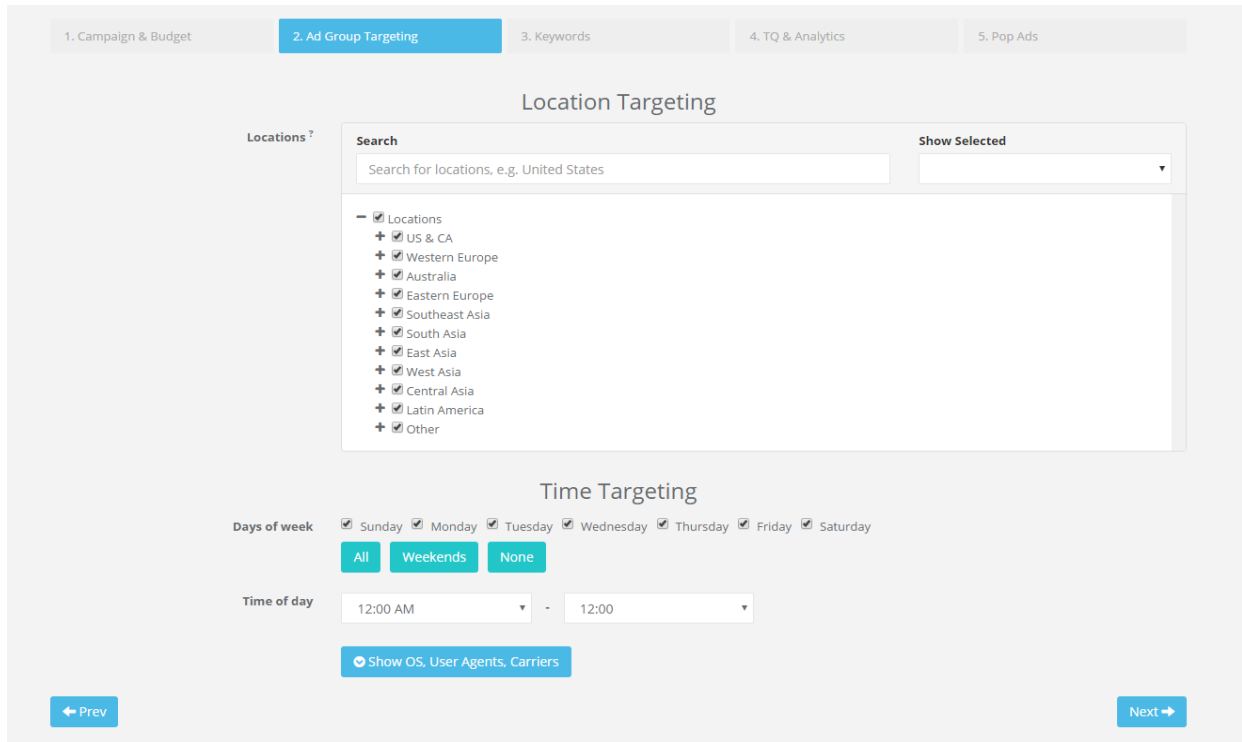
Views per IP

Next →

Notes:

- In the name field note the category of your campaign (Download, tech support, Adult etc)
- We don't recommend to use daily views limit and daily budget. Choose only one limit (daily budget or daily views)
- CPV – click per view. Pay attention that $cpv = cpm/1000$.
- We recommend to use views per IP between 1 to 3.

2.3 Choose your location and time targeting



The screenshot shows the AdMaven targeting interface. At the top, there are five tabs: 1. Campaign & Budget, 2. Ad Group Targeting (selected), 3. Keywords, 4. TQ & Analytics, and 5. Pop Ads. The main content area is titled "Location Targeting" and "Time Targeting".

Location Targeting: A search bar contains "Search for locations, e.g. United States". Below it is a list of locations with checkboxes:

- Locations (expanded)
- US & CA
- Western Europe
- Australia
- Eastern Europe
- Southeast Asia
- South Asia
- East Asia
- West Asia
- Central Asia
- Latin America
- Other

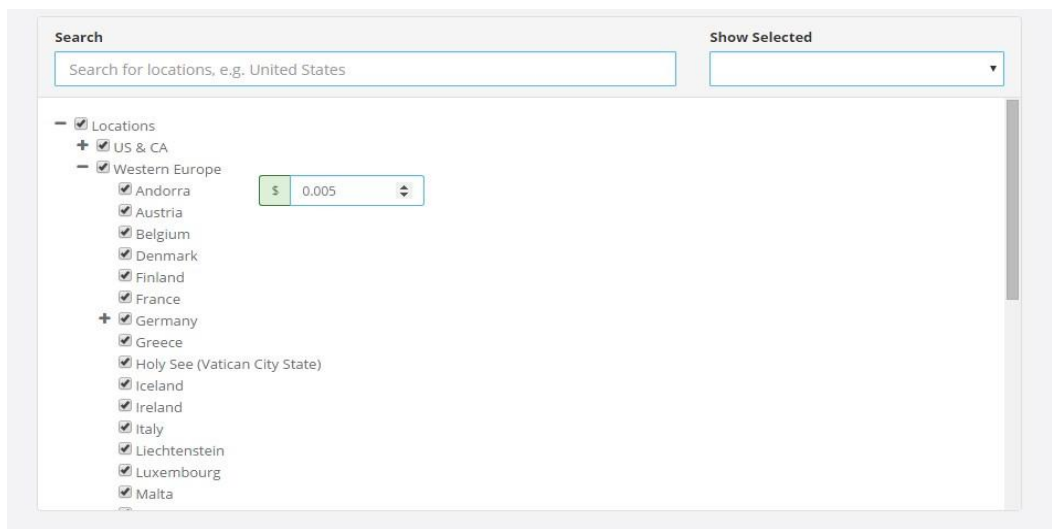
Time Targeting:

- Days of week: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday (all checked)
- Buttons: All, Weekends, None
- Time of day: 12:00 AM - 12:00
- Button: Show OS, User Agents, Carriers

Navigation buttons: Prev and Next.

Notes:

- If you are not meaning to run worldwide, make sure you click on "Locations" first – for unselect all the areas, and only then start choose your geos.
- The default cpv will be the same one you chose in the last page. If you want to make adjustment to specific countries you can do it by mouse over next the specific country and write the cpv.



This close-up screenshot shows the "Locations" list from the previous image. The "US & CA" location is expanded, and the "Western Europe" sub-category is also expanded. A bid amount of "\$ 0.005" is visible next to the "Western Europe" category. The list of countries under "Western Europe" includes:

- Andorra
- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Holy See (Vatican City State)
- Iceland
- Ireland
- Italy
- Liechtenstein
- Luxembourg
- Malta

2.4 Choose your Operating system, browsers or carrier preferences.

If you have any Operating systems, Browsers or carriers preferences click on

[Show OS, User Agents, Carriers](#)

Choose your Operating systems

Search **Show Selected**

Search for operating systems, e.g. Linux ▼

- Operating systems
 - Unknown ?
 - Other ?
- Desktop
 - Windows
 - Linux
 - MacOS
- Mobile
 - iOS
 - Android
 - Blackberry
 - Symbian
 - Other Mobile
 - Windows Mobile
- Tablet
 - Other Tablet
 - iOS Tablet
 - Android Tablet
 - Blackberry Tablet

Choose your browsers

Search **Show Selected**

Search for browsers, e.g. Chrome ▼

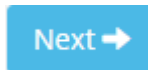
- Browsers
 - Unknown ?
 - Other ?
 - Safari
 - Firefox
 - Internet Explorer
 - Apple Browser
 - Android Browser
 - Chrome
 - Opera
 - Edge

Choose your carriers

Search	Country	Selected
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Clear filters"/>		
<input type="checkbox"/>	Name	
<input type="checkbox"/>	3	
<input type="checkbox"/>	3 Italia	
<input type="checkbox"/>	A1 Telekom Austria	
<input type="checkbox"/>	AAPT	
<input type="checkbox"/>	Access Telecom	
<input type="checkbox"/>	ADIF	
<input type="checkbox"/>	Aeris	
<input type="checkbox"/>	Afone	
<input type="checkbox"/>	Africell	
<input type="checkbox"/>	AIRCEL	
◀ 1 - 10 of 462 ▶ ▶ ↻		

- For using the carrier filter, first choose country and then select relevant carriers.

When you finish to choose your preferences, click



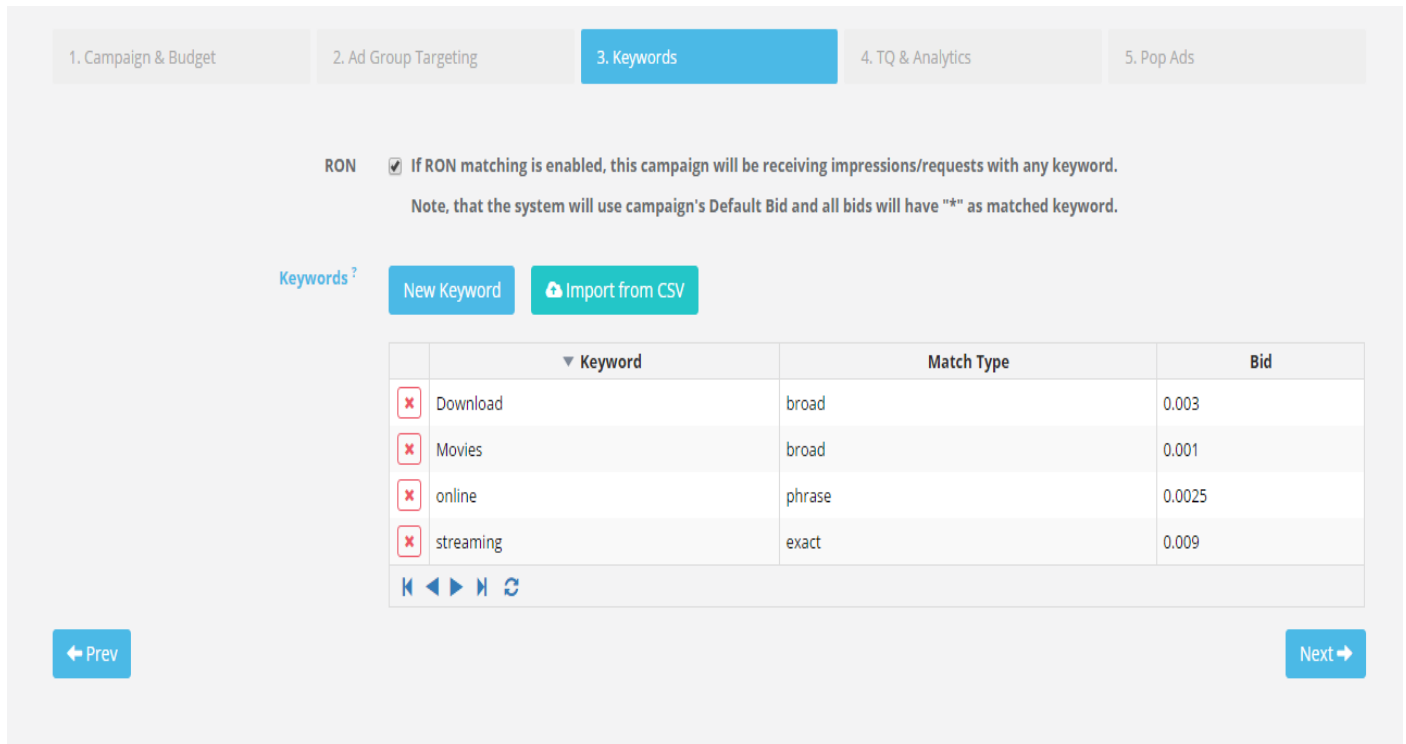
2.5 If you have keywords preferences write them under “Keyword” column, choose your match type,

and select bid for the specific keyword. When you done click

Next →

Notes:

- You have the option to add csv file instead of insert manually each keyword. If you want to use csv file make sure that you first column in the file will be the keyword, second will be the match type, and third will be the bid. Write the csv file without headlines.
- **We recommend to use RON option to get the maximum traffic you can.**



1. Campaign & Budget 2. Ad Group Targeting **3. Keywords** 4. TQ & Analytics 5. Pop Ads

RON If RON matching is enabled, this campaign will be receiving impressions/requests with any keyword.
Note, that the system will use campaign's Default Bid and all bids will have "*" as matched keyword.

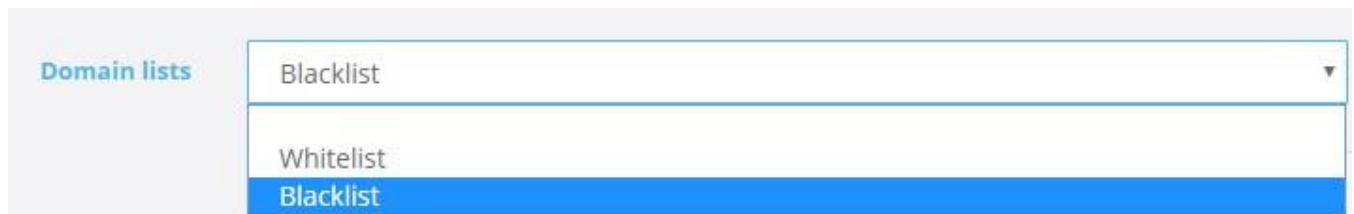
Keywords? [New Keyword](#) [Import from CSV](#)

	Keyword	Match Type	Bid
<input checked="" type="checkbox"/>	Download	broad	0.003
<input checked="" type="checkbox"/>	Movies	broad	0.001
<input checked="" type="checkbox"/>	online	phrase	0.0025
<input checked="" type="checkbox"/>	streaming	exact	0.009

⏪ ⏩ ⏴ ⏵ ↻

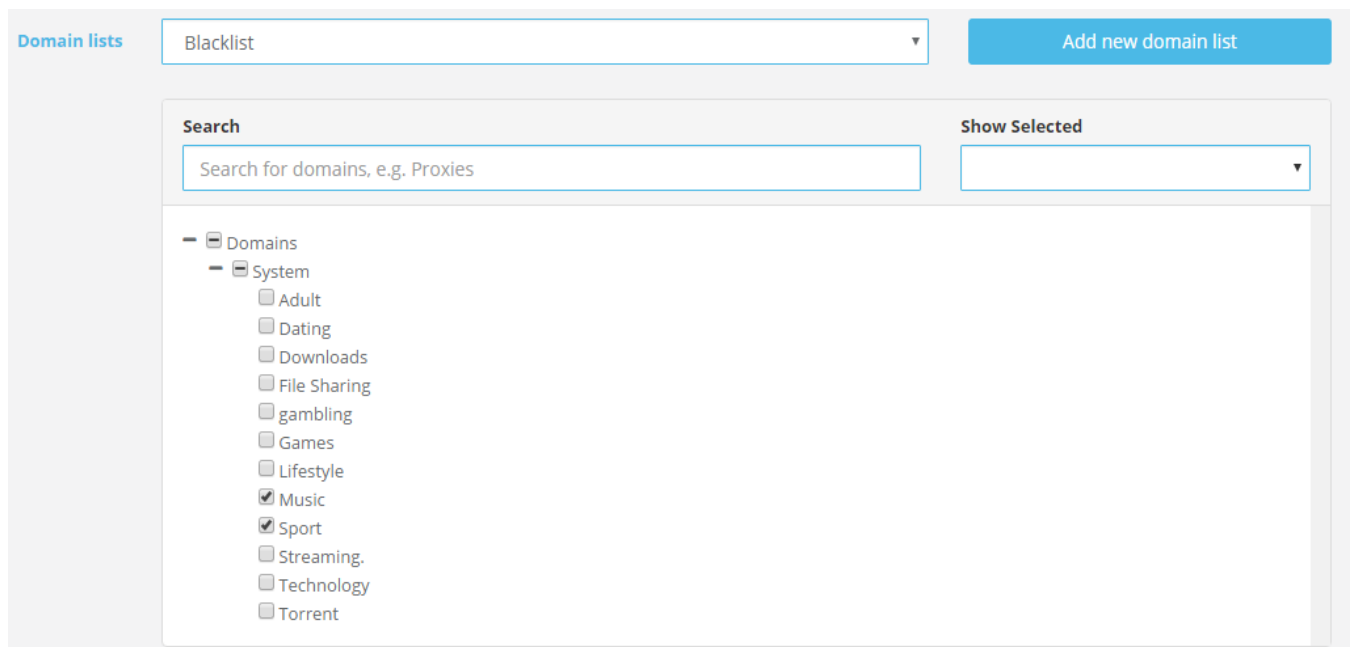
← Prev Next →

2.6 If you have preferences to domains click on the multiply choice list and select “blacklist” or “whitelist”.



Then choose the relevant option.

For Example, if you don't want your advertisement displaying in sport and music webs, choose “Blacklist” and select the relevant categories. In “Whitelist” mode you would select only websites that you DO want to show you ads.



For use the post back operation, click on

[Show Conversion Tracking](#)

And then click on

[New Goal](#)

insert name and click

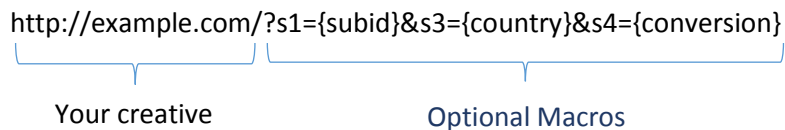
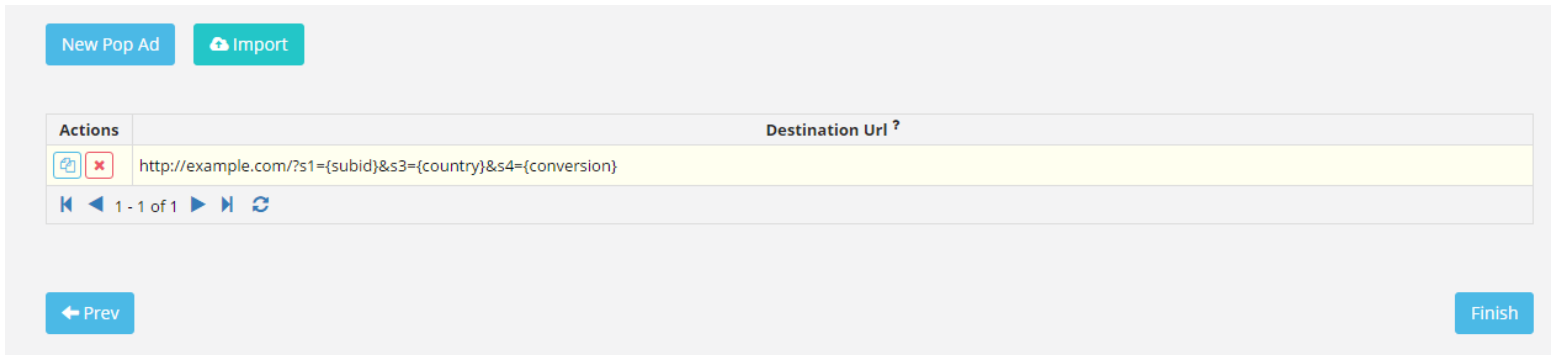
[Next →](#)

2.7 Click on **New Pop Ad** and insert the destination url.

In the Destination URL you have the option of assigning macros.
You can mouse over “Destination url” to see the supported macros.

Supported macros:

- {query} - publisher search keyword ,
- {banner} - ad id ,
- {keyword} - matched keyword ,
- {subid} - publisher feed subid ,
- {pubfeed} - publisher feed id ,
- {remfeed} - remote feed id ,
- {ga} - required for Google Analytics statistics ,
- {aa} - required for Event Tracking ,
- {conversion} - conversion tracking ,
- {referrer} - referrer url (urlencoded) ,
- {referrer_domain} - referrer domain ,
- {country} - two-letter visitor's country (ISO 3166-2) ,
- {state} - visitor's state ,
- {city} - visitor's city ,



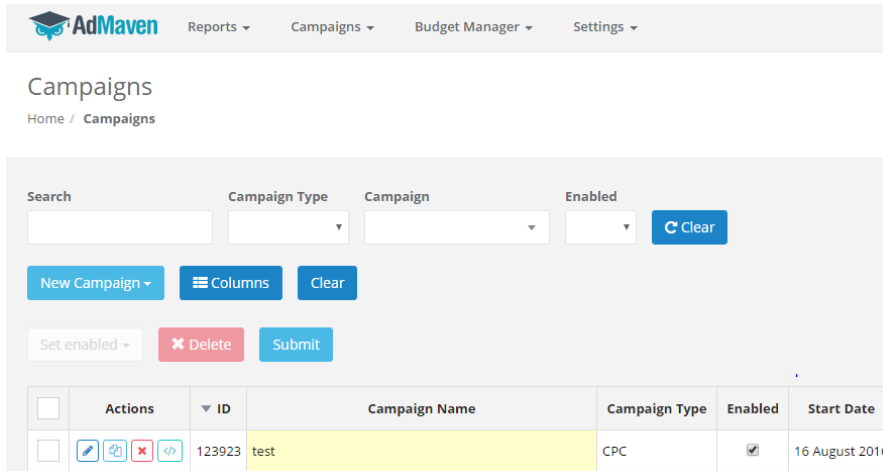
Note:

- **If you added Goals, you have to add macro {conversion} to your ad URL**




Click **Finish**

3 **Step 3:** Conversion tracking URL (optional)
Go to “Campaigns”

Click on  under “Actions” column.



The screenshot shows the AdMaven interface with the 'Campaigns' tab selected. At the top, there are navigation menus for Reports, Campaigns, Budget Manager, and Settings. Below this is a search and filter section with fields for Search, Campaign Type, Campaign, and Enabled, along with a 'Clear' button. There are also buttons for 'New Campaign', 'Columns', and 'Clear'. Below the filters are buttons for 'Set enabled', 'Delete', and 'Submit'. The main content is a table with the following data:

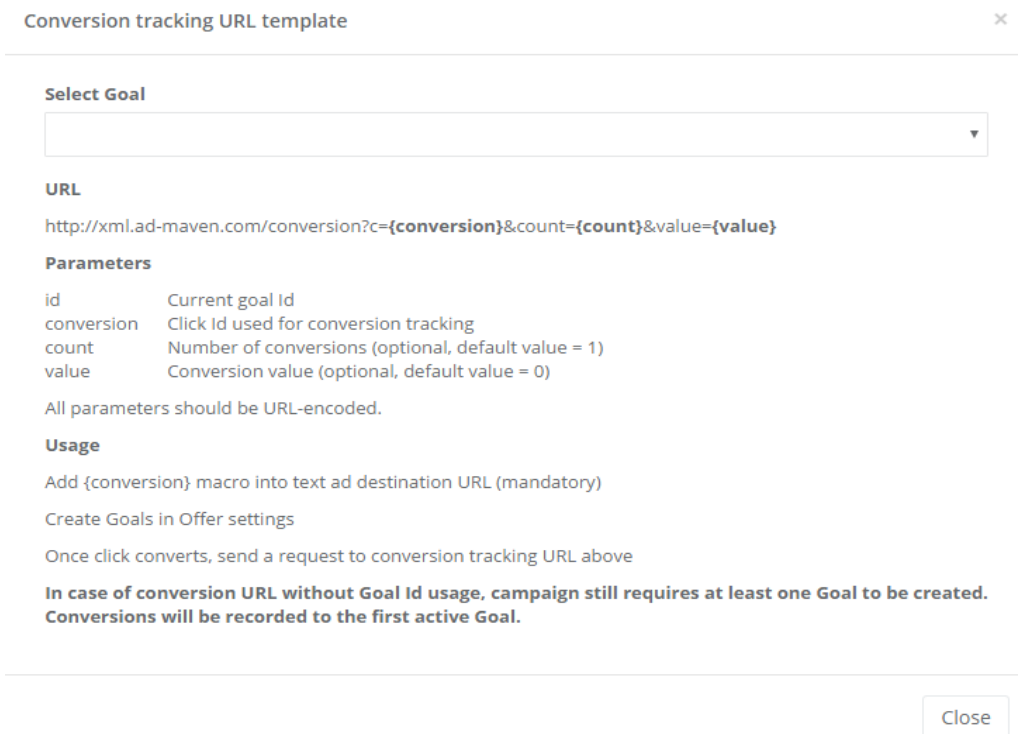
	Actions	ID	Campaign Name	Campaign Type	Enabled	Start Date
<input type="checkbox"/>	  	123923	test	CPC	<input checked="" type="checkbox"/>	16 August 2016



The sidebar menu shows the following items:

- Campaigns ▾
- Budget Manager
- Create CPC Campaign
- Create CPV Campaign
- Create Native Campaign
- Campaigns
- Creatives

The “Conversion tracking url template” window will jump.



The dialog box is titled "Conversion tracking URL template" and contains the following information:

Select Goal

URL

`http://xml.ad-maven.com/conversion?c={conversion}&count={count}&value={value}`

Parameters

- id: Current goal Id
- conversion: Click Id used for conversion tracking
- count: Number of conversions (optional, default value = 1)
- value: Conversion value (optional, default value = 0)

All parameters should be URL-encoded.

Usage

Add {conversion} macro into text ad destination URL (mandatory)

Create Goals in Offer settings

Once click converts, send a request to conversion tracking URL above

In case of conversion URL without Goal Id usage, campaign still requires at least one Goal to be created. Conversions will be recorded to the first active Goal.

Then you need to copy the URL

<http://xml.ad-maven.com/conversion?c={conversion}&count={count}&value={value}>

Insert the value for the conversion instead of “{conversion}”, insert “1” instead of “{count}”, and insert the value for each conversion instead of “{value}”.

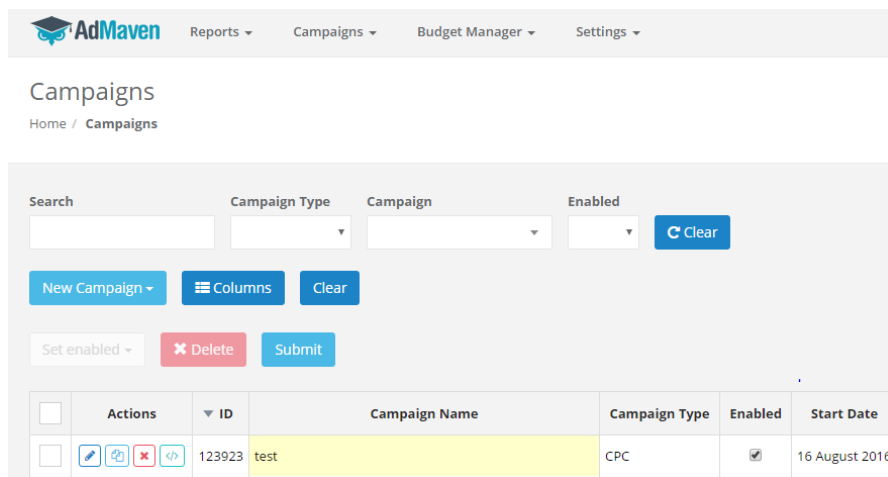
for example:

<http://xml.ad-maven.com/conversion?c=s4&count=1&value=1.5>

4 **Step 4:** Edit your campaign.

4.5 Click on Campaigns and choose Campaigns again.

4.6 Click on Edit icon  under “Actions” column.




4.7 now you will be able to edit everything possible in your

campaign, including change the CPV, Location etc.

Note:

Remember to click on  to save your changes.

5. Step 5: Optimization in AdMaven

Some important clarifications before we begin:

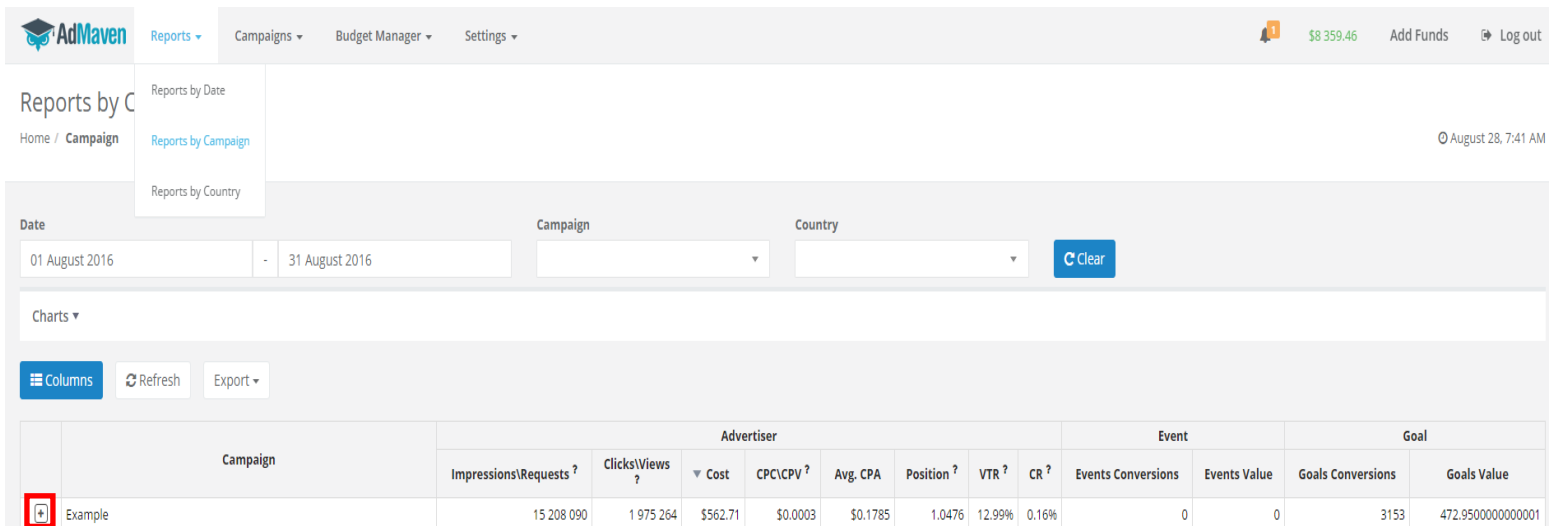
1. This step-by-step guide will show you how to use blacklist and whitelist targeting on the campaign level in order to get the traffic you want to your campaign.
2. In order to know which sites should work it is recommended to start your campaign with all traffic and after 2-3 days to decide exactly which sites you want to run your campaign.
3. In this guide I will explain how to block sites using data that I take from the AdMaven system. If you have the ability to send post backs to the system, we are highly recommend to use AdMaven system to optimize. But if you can't send the post backs to Admaven system, it is more recommended to use data from your systems – where you see exactly which site make conversion and which isn't.

Let's start!

5.1 Go to the report system and pull feed data from your reports.

*Each Feed-id represent group of domain sites with the same vertical.

Go to reports [Reports](#) and choose "Reports by campaign" [Reports by Campaign](#)



AdMaven Reports Campaigns Budget Manager Settings \$8 359.46 Add Funds Log out

Reports by Campaign


Home / Campaign

Date: 01 August 2016 - 31 August 2016 Campaign: Country: Clear

Charts

Columns Refresh Export

Campaign	Advertiser									Event		Goal	
	Impressions\Requests ?	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?	Events Conversions	Events Value	Goals Conversions	Goals Value	
Example	15 208 090	1 975 264	\$562.71	\$0.0003	\$0.1785	1.0476	12.99%	0.16%	0	0	3153	472.95000000000001	

Choose the campaign you want to optimize and click on  →

5.2 In the next screen we care about the feed id numbers – **write the numbers to yourself on the side.**

	Publisher	Feed	Advertiser								Event		Goal	
			Impressions\Requests ?	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?	Events Conversions	Events Value	Goals Conversions	Goals Value
+	33893	64582	3 867 883	625 349	\$174.03	\$0.0003	\$0.0926	1.1175	16.17%	0.30%	0	0	1879	281.84999999999997
+	33893	67577	1 529 914	435 368	\$134.93	\$0.0003	\$0.3677	1	28.46%	0.08%	0	0	367	55.050000000000001
+	33893	64584	2 690 438	278 606	\$70.33	\$0.0003	\$0.2164	1.0462	10.36%	0.12%	0	0	325	48.749999999999999
+	33893	64583	3 327 038	193 800	\$52.01	\$0.0003	\$0.2008	1.0126	5.83%	0.13%	0	0	259	38.85
+	33893	66400	301 726	156 133	\$51.08	\$0.0003	\$51.0815	1	51.75%	0.00%	0	0	1	0.15
+	33893	66414	2 009 152	159 994	\$40.21	\$0.0003	\$0.1512	1.0515	7.96%	0.17%	0	0	266	39.900000000000006
+	33893	66415	1 163 036	91 668	\$29.29	\$0.0003	\$0.5633	1	7.88%	0.06%	0	0	52	7.7999999999999999
+	33893	66416	314 439	32 962	\$10.40	\$0.0003	\$2.5997	1	10.48%	0.01%	0	0	4	0.6
+	33893	66405	4 464	1 384	\$0.42	\$0.0003	\$0.0000	1	31.00%	0.00%	0	0	0	0
			15 208 090	1 975 264	\$562.71	\$0.0003	\$0.1785	1.0476	12.99%	0.16%			3153	472.94999999999999

For example my feed id will be: 64582, 67577 ,64584, 64583, 66400, 66414, 66415, 66416, 66405.

5.3 pull sub id data from your reports:

*Each sub-id represent domain site

Choose Feed id you want to analyze and then click on  → [Pub Subid](#)

5.4 Choose the sub-id you want to block or to get traffic only from him.

For example:

Under feed number 64582, I got 3573 clicks from sub-id 613592 and in my reports I saw that I don't have any conversion from this sub id so I want to block him.

	Pubsubid	Advertiser								Event		Goal	
		Impressions\Requests ?	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?	Events Conversions	Events Value	Goals Conversions	Goals Value
+	600304	92 445	17 122	\$3.77	\$0.0002	\$0.0608	1.6275	18.52%	0.36%	0	0	62	9.3
+	613592	12 943	3 573	\$0.79	\$0.0002	\$0.0000	1.0272	27.61%	0.00%	0	0	0	0
+	611742	5 403	1 420	\$0.31	\$0.0002	\$0.0781	1.0226	26.28%	0.28%	0	0	4	0.6
+	611461	10 332	1 221	\$0.27	\$0.0002	\$0.0298	1.813	11.82%	0.74%	0	0	9	1.3499999999999999
+	611151	5 105	968	\$0.21	\$0.0002	\$0.1065	1.0507	18.96%	0.21%	0	0	2	0.3
+	610356	3 432	753	\$0.17	\$0.0002	\$0.0000	1.0079	21.94%	0.00%	0	0	0	0
+	602260	1 404	707	\$0.16	\$0.0002	\$0.1555	1.0349	50.36%	0.14%	0	0	1	0.15

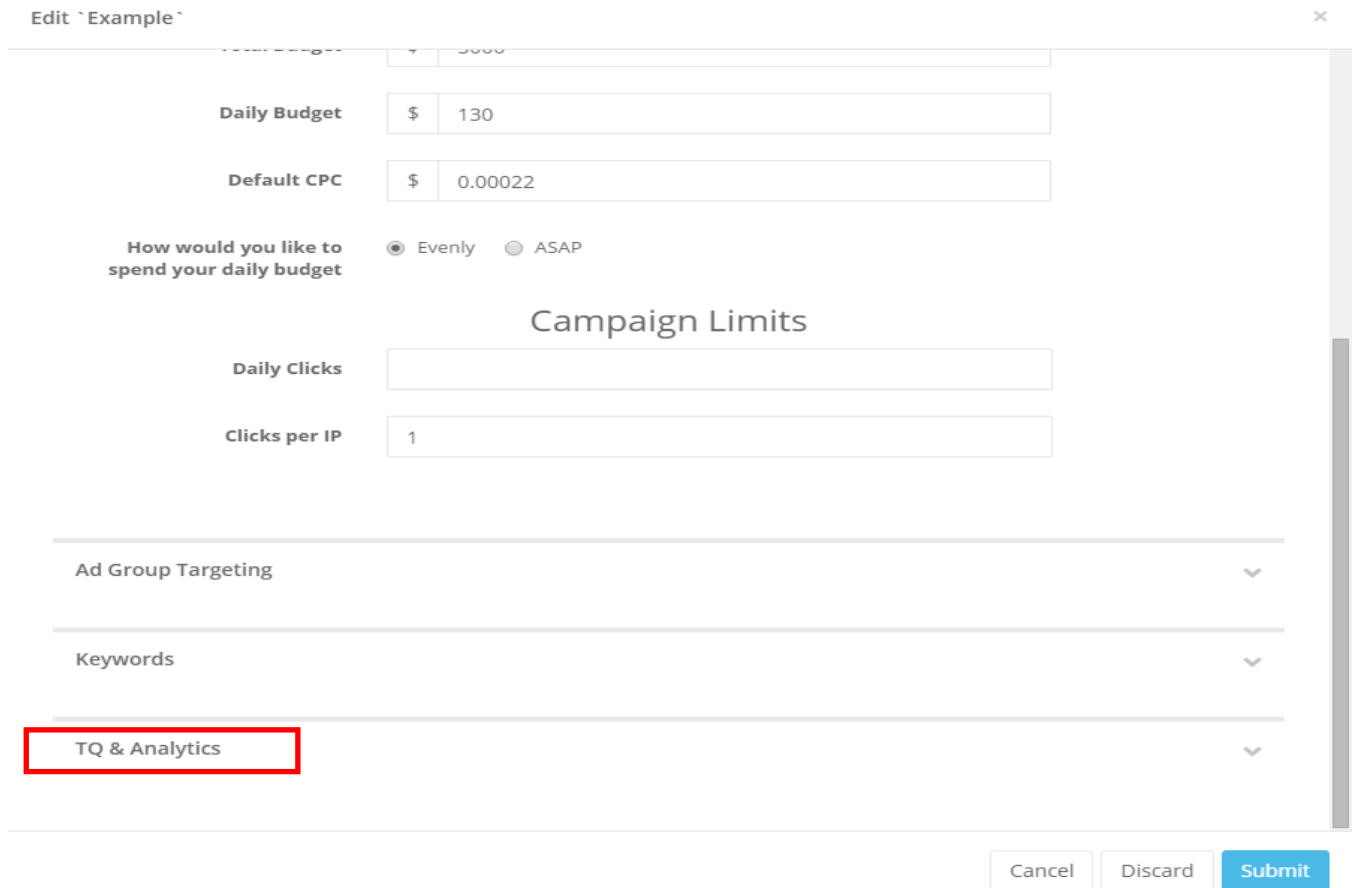
Write to yourself the sub-id you want to block.

For example my sub id will be: 600577. (in the specific feed id – number 64582).

5.5 place blacklist/whitelist to your campaign:

Go to your campaigns, choose to edit your relevant campaign (description how to edit is mentioned in step 4) .

When you are in the edit window, scroll down and click on “TQ & Analytics”.



Example

Daily Budget \$ 130

Default CPC \$ 0.00022

How would you like to spend your daily budget Evenly ASAP

Campaign Limits

Daily Clicks

Clicks per IP 1

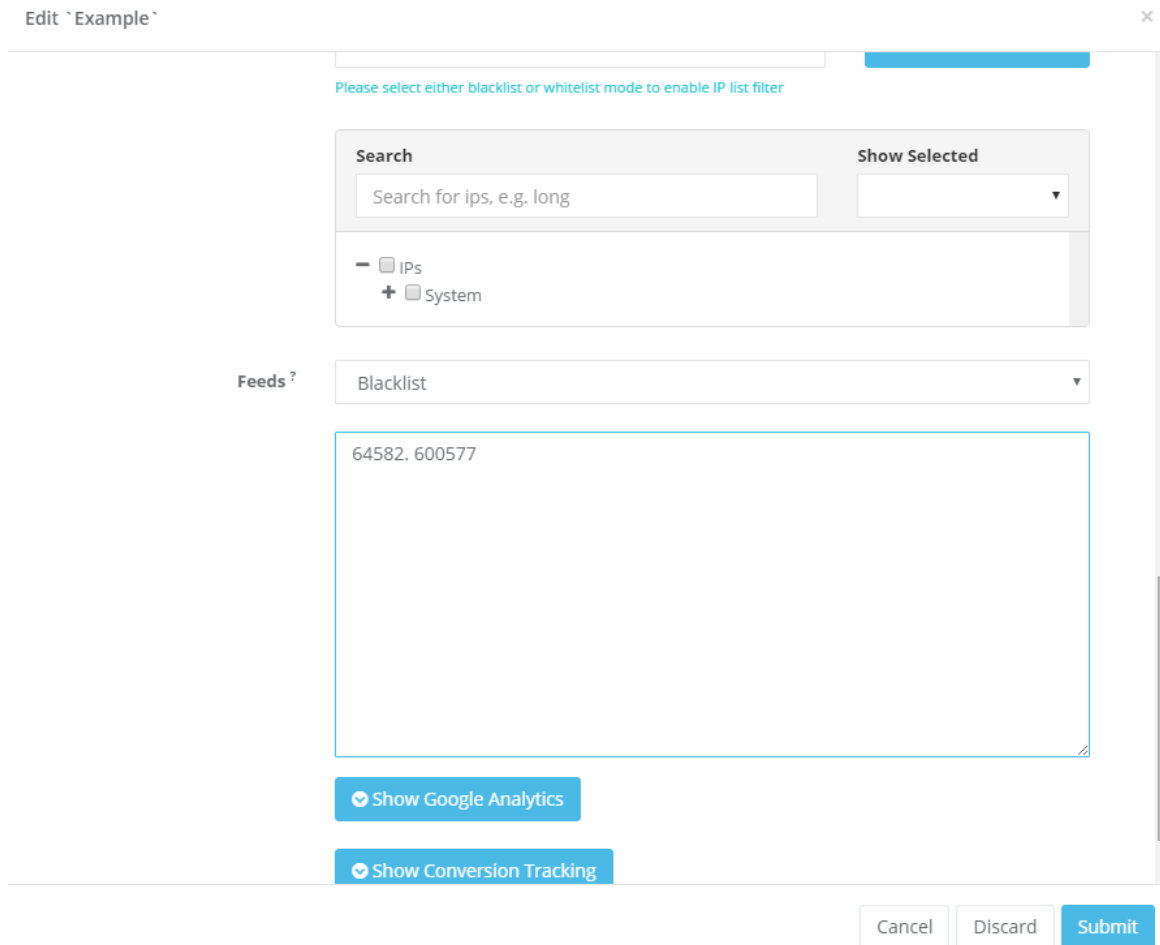
Ad Group Targeting

Keywords

TQ & Analytics

Cancel Discard Submit

Scroll down until you see the “Feeds” headline



Edit `Example` x

Please select either blacklist or whitelist mode to enable IP list filter

Search **Show Selected**

Search for ips, e.g. long ▼

– IPs
+ System

Feeds ? ▼

Blacklist

64582. 600577

Show Google Analytics

Show Conversion Tracking

Choose Blacklist or Whitelist according to your needs.

*If you choose **Whitelist** in the **Feeds List Mode** you will get traffic **only** from the subis which appear in the **Feeds List**.

* If you choose **Blacklist** in the **Feeds List Mode** you will get all traffic **except** from the subis which appear in the **Feeds List**.

The templet for the feed list is: “Feed-Id.Sub-Id” - for example: 64582. 600577

When you done edit, don’t forget to click “Submit”.

Notes:

- This was a quick and easy way to optimize your campaigns. It easy to use Admaven system if you can see the Goals Conversions. If you can't send the post back, you need to see in your system which sub ids converted and which didn't.
- When you looking in the report system, you can see the performance by many options. For example, you can see the performance by country, by browser and etc.
- You always can export the data to csv to make your optimization easier.

