Ad-Maven Self-Service Platform Guidebook

- For **Push notification** guidebook **Click here** or scroll down to page 10

- For **Popunder** guidebook **Click here** or scroll down to page 2

Guide to creating a popunder campaign

1. **Step 1:** Add funds to your account. **You cannot start your campaign without depositing first.**

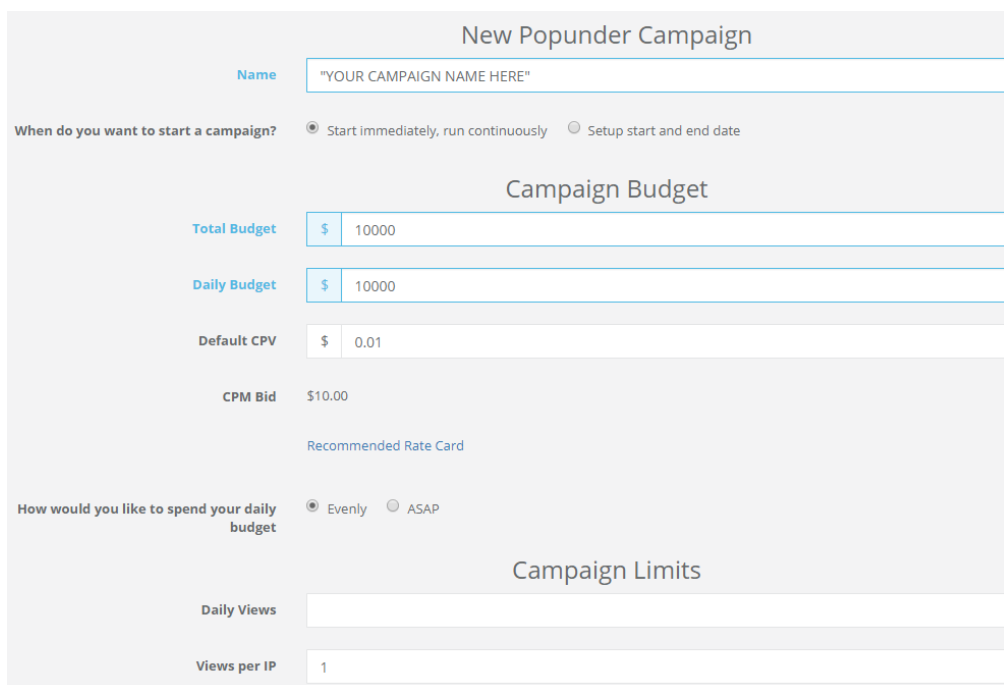   1.1 Click on: **Add Funds** – Add your desired amount, and press submit.
   1.2 **Our minimum deposit is 25$**!

   Note:
   - Deposits are approved periodically 3 times a day, and approval times might be as much as 24 hours.

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

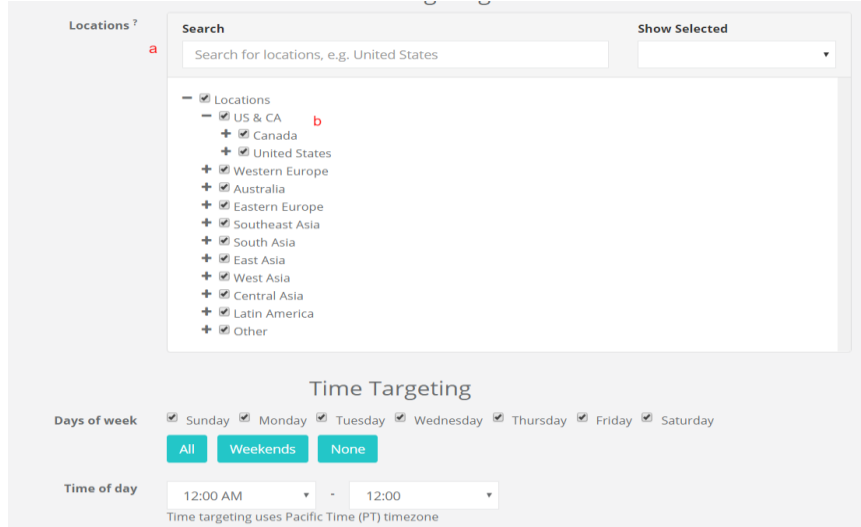   2.1 Click on Campaign → Create Campaign → Create Popunder Campaign

   .

   Notes:
   - In order to speed approval time, please mark the campaign, rather its adult or mainstream.
   - Total budget - total budget limit for the campaign.
   - **The min daily budget is 10$ per campaign.**
   - CPV – click per view. Pay attention that CPV = CPM/1000.
   - Daily Views – The total amount of impression your campaign would get on a daily basis
   - We strongly recommend to use views per IP: 1 to 3.

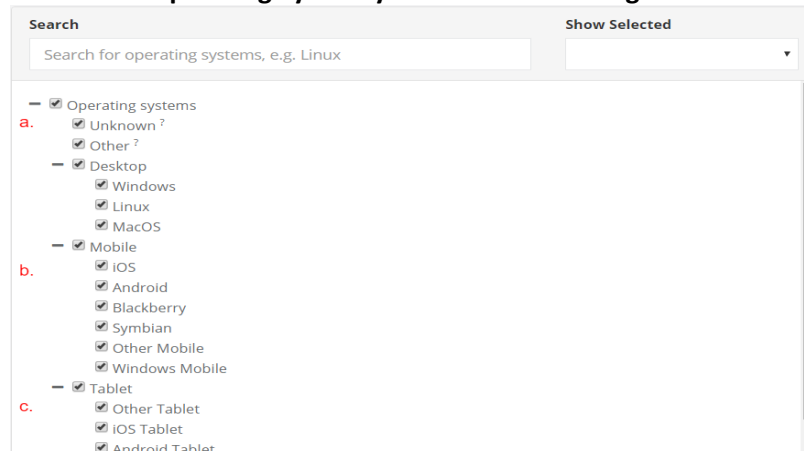### 2.3 Choose GEO's and time targeting preferences

Notes:

a) If you intend to run your campaign on specific GEO's please press: "Locations" →
unselect all → Choose your desired GEO's.
b) In order to custom bid per GEO, please press on the GEO itself, and place your bid.

2.4 Choose Operating system, browsers or carrier targeting preferences
If you have any Operating systems, Browsers or carriers preferences click on "Show OS, User Agents, Carriers"

Choose the operating System you would like to target:

You can choose:
a) Desktop operating System
b) Mobile operating system
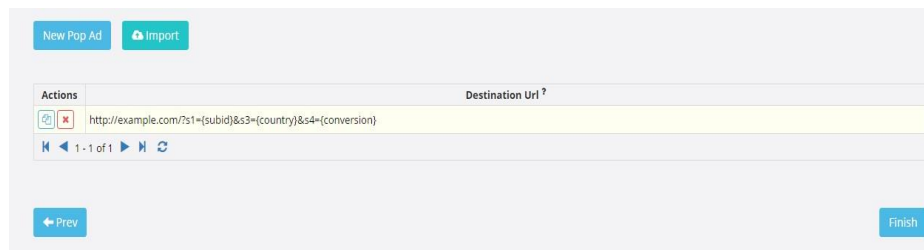c) Tablet operating system Choose your Browser

Choose browser

Choose carrier

a) First choose your preferred connection type: WI Fi, Cellular or any.

b) If you would like to target specific carriers, first choose the GEO.

c) Then, you can better locate your target carrier.

2.5 **Supported Macros:**

Supported macros:
{query} - publisher search keyword
{banner} - ad id
{bid}
{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)
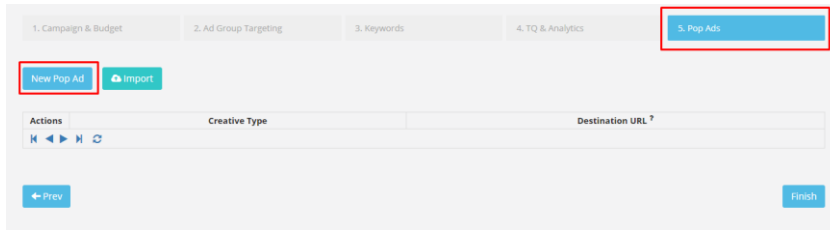{state} - visitor's
state

{city} - visitor's city

http://example.com/?s1={subid}&s3={country}&s4={conversion}
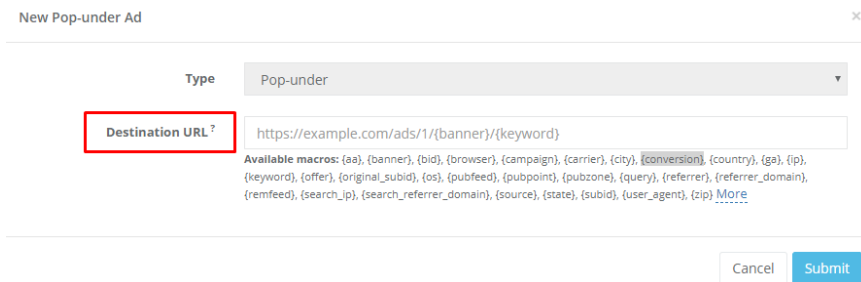
Your creative   Optional Macros

Note: If you added the conversion tracking feature to your campaign, in order to completer the process, please add the macro {conversion}, to your campaigns URL.

Step 3: Add your campaign URL

Press on "New pop ad"

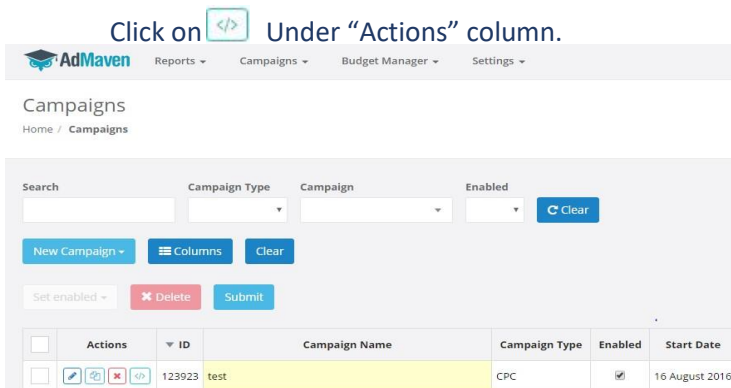Add you link under "Destination URL"

*After finalizing all of the steps, please press on "Submit"

Step 4: Conversion tracking URL (optional)

Go to "Campaigns"

- Press on
- Go to "TQ & Analytics"
- Press on "Show Conversion Tracking"
- Press on "New Goal" - That is the number that would be presented on the platform for that specific campaign upon each conversion.

Click on Under "Actions" column.

The "Conversion tracking URL template" window will jump.

Copy the following link:
http://xml.ad-maven.com/conversion?c=**{conversion}**&count=**{count}**&value=**{value}**
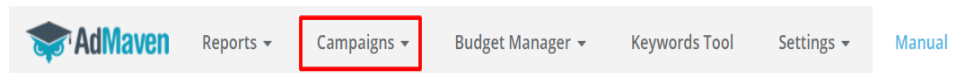- Conversion (s4 in the example) = Insert the macro for Click ID from your platform
- Count = insert "1"
- Value = The value of each conversion
- For example: http://xml.ad-maven.com/conversion?c=s4&count=1&value=1.5

Step 5: Campaign edit

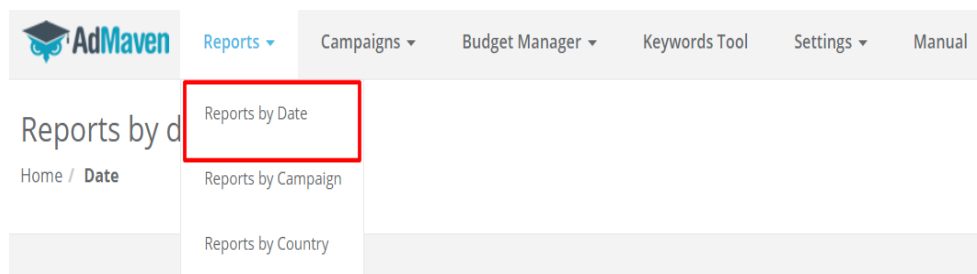4.1 In order to edit your campaign first press, "Campaign"

4.2 press on this icon: ✎

Note: Don't forget to press "Submit" to save your edits

Step 6: How to Whitelist/Blacklist specific sub ids

5.1 Go to: Reports → Reports by campaign <mark>replace image</mark>

Reports by d

Home / Date

	Feed	Advertiser								
		Impressions\Requests	Pixel Impressions\Requests	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?
+	64582	11,503	0	4,899	$24.97	$0.0051	$0.0000	1.0136	42.59%	0.00%
+	66416	82,305	0	45,621	$223.07	$0.0049	$0.0000	1.0037	55.43%	0.00%
		93,808	0	50,520	$248.04	$0.0049	$0.0000	1.0049	53.85%	0.00%

Page Size 50 ▼   ◄◄ ◄ 1-2 of 2 ► ►► ↻

- From the reports extract the feed number which is connected to your campaign, For instance: 77425
- Press ⊞ and pick pub sub-id you would like to Black/White list, for instance: 635635
- In order to create the list, of sub id 635635 from feed 77425, you need to create a string of feed.subid like so: 77425.635635.

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5.2 **Implementing the Whitelist/Blacklist into your campaign**

- Go to: Campaign → 🖉 → TQ & Analytics →Feed List Mode
- Mark rather it's a whitelist/Blacklist and paste the list you made
- Whitelist - you will get traffic from this sub ids aline.
- Blacklist – You will get traffic from every other sub id beside the selected sub ids.

Advanced targeting: Keyword tool

If you would like to target specific keywords, Please use the "Keyword Tool" column in your panel

Note: **We strongly recommend to use for starters the Keyword "RON", to receive max traffic and then start excluding sub ids from there.**

Guide to Creating your push notification campaign

Step 1: Add funds to your account. **You cannot start your campaign without depositing first.**

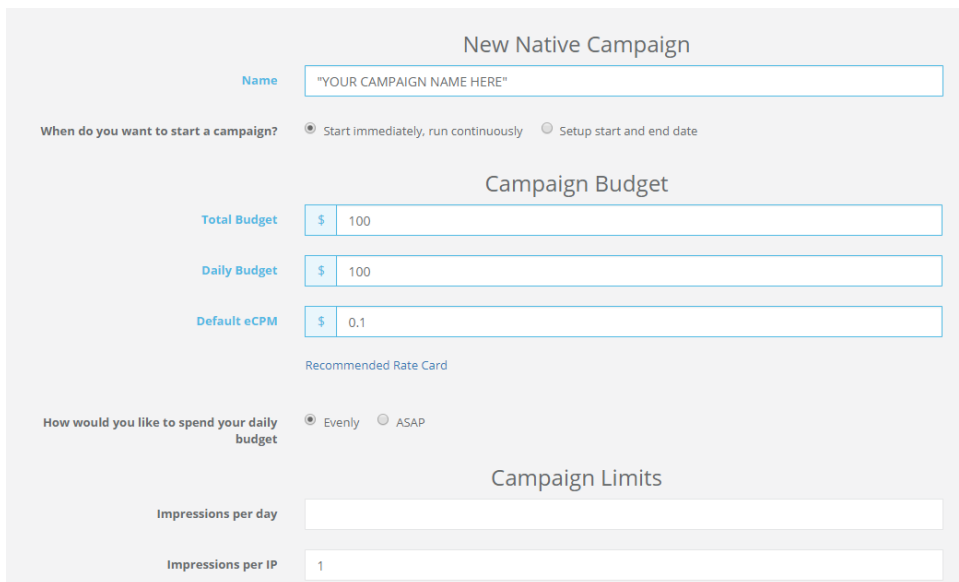1.3 Click on: **Add Funds** – Add your desired amount, and press submit.
1.4 **Our minimum deposit is 50$**!

Note:
- Deposits are approved periodically 3 times a day, and approval times might be as much as 24 hours.

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

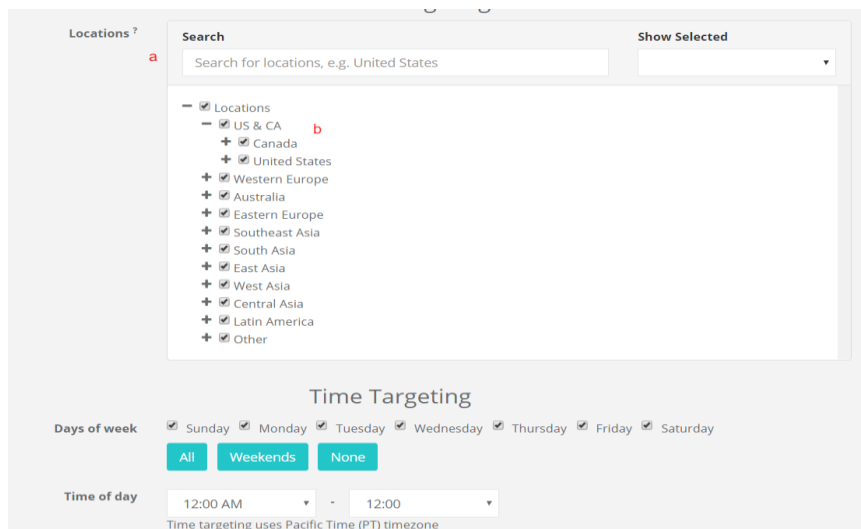2.1 Click on Campaign → Create Campaign → Create Native Campaign

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Notes:
- You can limit your campaign in total budget.
- **The min daily budget is 10$ per campaign.**
- eCPM – the price you pay for 1000 impressions of your campaign image.
- Impressions per day – The total amount of impression your campaign would get on a daily basis.
- Impressions per IP - We strongly recommend to use views per IP: 1 to 3.

3.3 Choose GEO's and time targeting preferences

Notes:

c) If you intend to run your campaign on specific GEO's please press: "Locations" →
unselect all → Choose your desired GEO's.

d) In order to custom bid per GEO, please press on the GEO itself, and place your bid.

3.4 Choose Operating system, browsers or carrier targeting preferences

If you have any Operating systems, Browsers or carriers preferences click on "Show OS, User Agent, Carriers"

Choose your Operating systems

You Can Choose between:

a) Desktop operating System

b) Mobile operating system

c) Tablet operating system Choose your Browser

Choose browser

Choose carrier

a) First choose your connection type: WI Fi, Cellular or any.

A) If you would like to target specific carriers, first choose the GEO.

B) Then, you can better locate your target carrier.

2.5 **Supported Macros:**

Supported macros:
{query} - publisher search keyword
{banner} - ad id
{bid}
{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
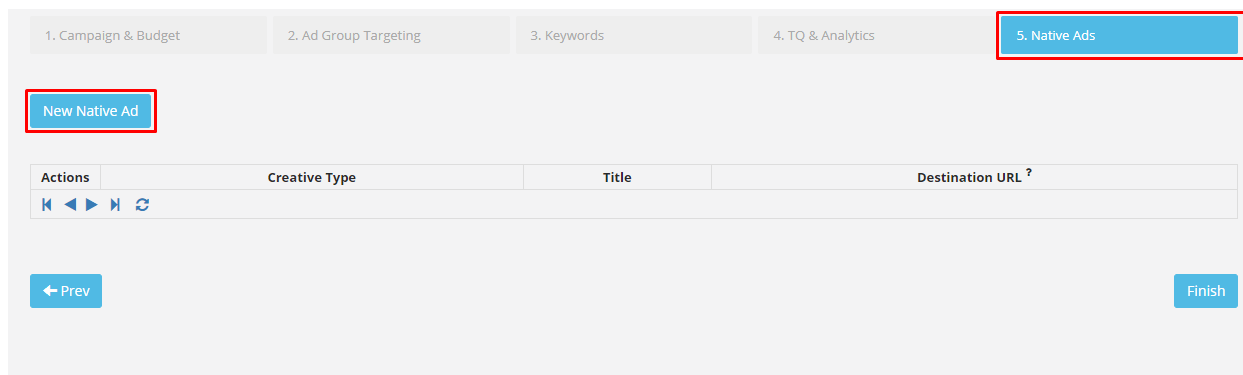state

{city} - visitor's city

http://example.com/?s1={subid}&s3={country}&s4={conversion}

      Your creative   Optional Macros

Note: If you added the conversion tracking feature to your campaign, in order to completer the process, please add the macro {conversion}, to your campaigns URL.
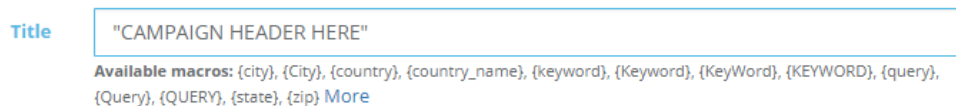
Step 3: Build you custom Native push
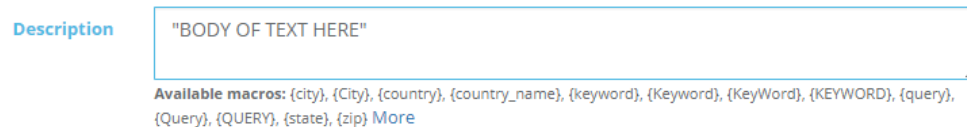
Press on "New Native ad"

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

New Native Ad

Actions	Creative Type	Title	Destination URL ?

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← Prev   Finish

Once you had begun creating your Native push campaign you cannot change the campaign Type to Pop.

Campaign "YOUR NATIVE CAMPAIGN NAME HERE" ▼
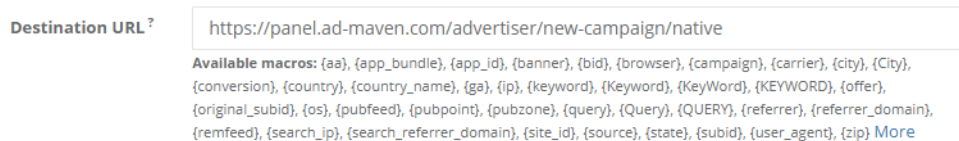
Type Native ▼

1) Title – Create a title that would be most suitable for the campaign you are running in order to increase engagement with the user. The max amount of characters recommended is 31.

Title "CAMPAIGN HEADER HERE"

Available macros: {city}, {City}, {country}, {country_name}, {keyword}, {Keyword}, {KeyWord}, {KEYWORD}, {query}, {Query}, {QUERY}, {state}, {zip} More

2) Description – This section is referring to the body of text in the push itself. Use a description that would communicate with the title you created in order to increase CTR%. Max Characters recommended on Description is 51.

Description "BODY OF TEXT HERE"

Available macros: {city}, {City}, {country}, {country_name}, {keyword}, {Keyword}, {KeyWord}, {KEYWORD}, {query}, {Query}, {QUERY}, {state}, {zip} More

3) Destination URL – The URL the user will get to upon clicking the ad.

Destination URL? https://panel.ad-maven.com/advertiser/new-campaign/native

Available macros: {aa}, {app_bundle}, {app_id}, {banner}, {bid}, {browser}, {campaign}, {carrier}, {city}, {City}, {conversion}, {country}, {country_name}, {ga}, {ip}, {keyword}, {Keyword}, {KeyWord}, {KEYWORD}, {offer}, {original_subid}, {os}, {pubfeed}, {pubpoint}, {pubzone}, {query}, {Query}, {QUERY}, {referrer}, {referrer_domain}, {remfeed}, {search_ip}, {search_referrer_domain}, {site_id}, {source}, {state}, {subid}, {user_agent}, {zip} More

4) Image – The final stage of the Native push campaign configuration would consist of the image you would like to be presented on your very own customize push.

In order to set up your image for Native push notification, first please select the image size you would like. Push image sizes range from 20X20 and up to 1268X628 and everything in between. We recommend placing for desktop a ratio 1:1.5 – 360X240 or 720X480, and for Android 2:1 Aspect ratio, minimum 512X256 or for a more balanced aspect ratio 1024X512 and max 2048X1024.
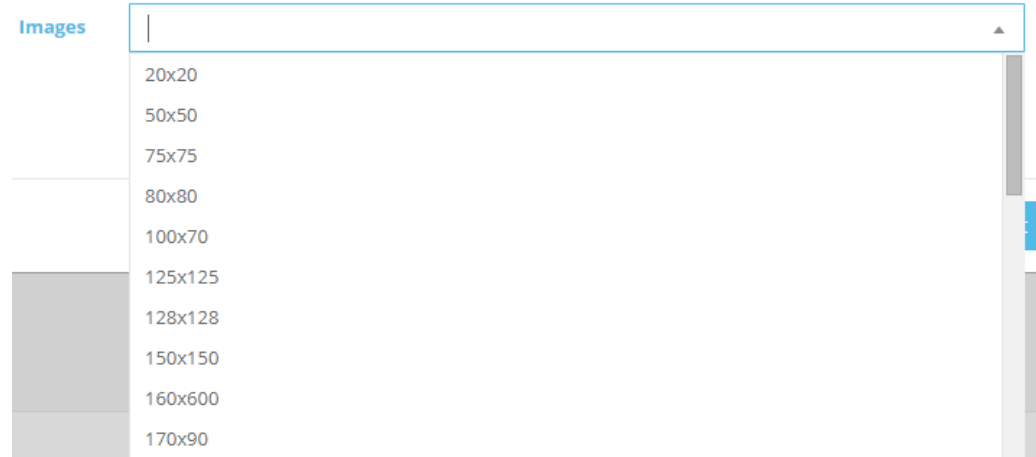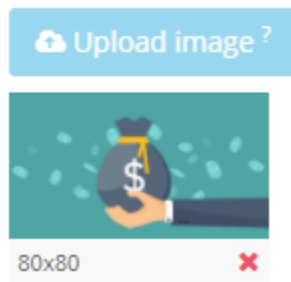

Once you have started a native campaign, the campaign type cannot be changed later on.
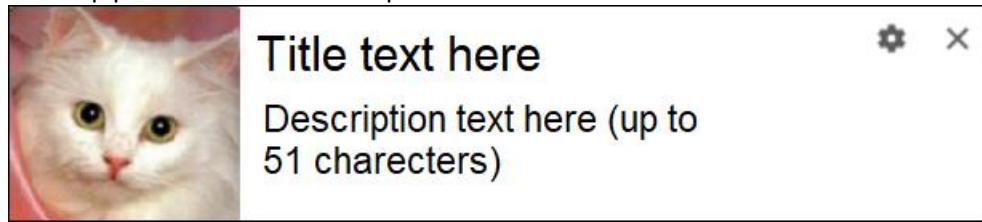

In case you the "Upload image" is not bold blue, it means you have not chosen image size yet.
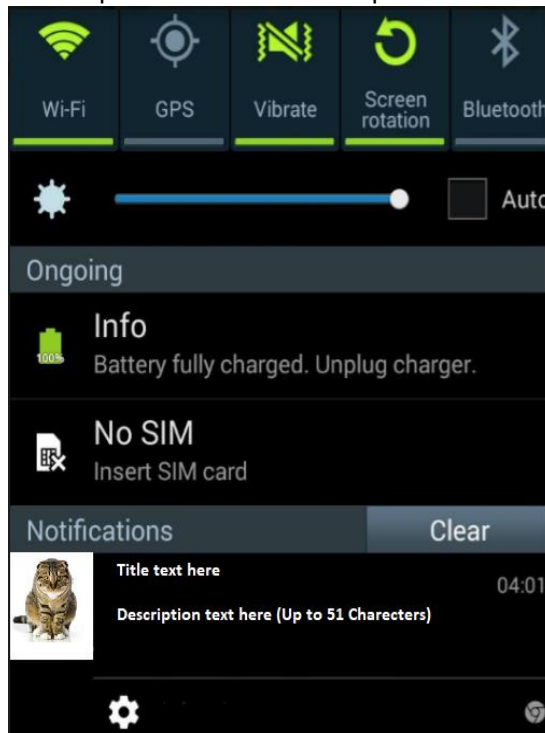

Once the "Upload image" button is bold blue, you would be able to upload an image that would be modified to the selected size, you will see an image preview.

Desktop push notification example:

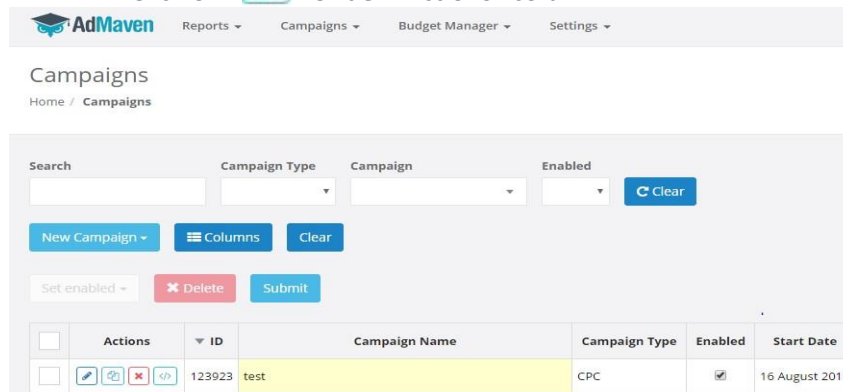

Mobile push notification Example:

*After finalizing all of the steps, please press on "Submit"

Step 4: **Conversion tracking URL (optional)**
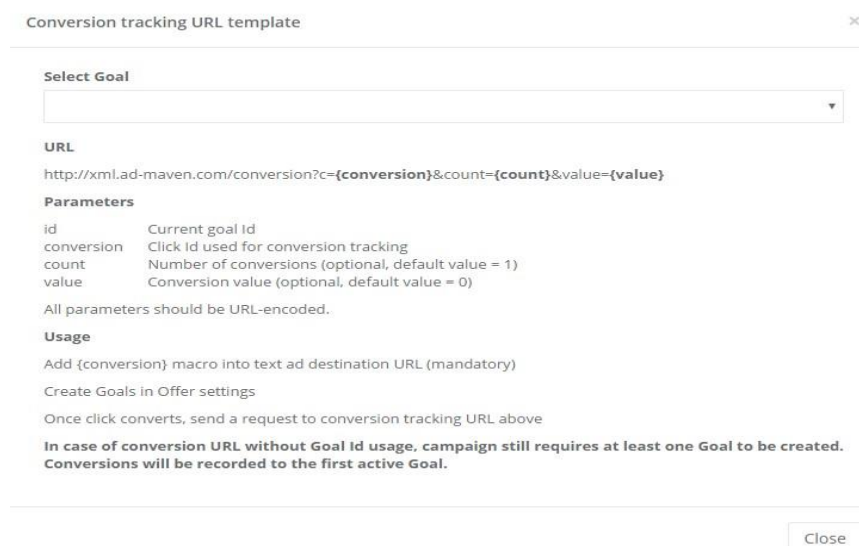
Go to "Campaigns"

- Press on
- Go to "TQ & Analytics"
- Press on "Show Conversion Tracking"
- Press on "New Goal" - That is the number that would be presented on the platform for that specific campaign upon each conversion.

Click on Under "Actions" column.

The "Conversion tracking URL template" window will jump.

Copy the following link:
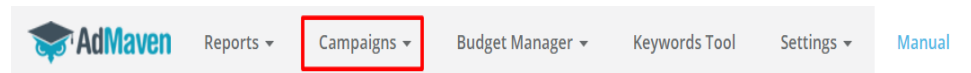http://xml.ad-maven.com/conversion?c={conversion}&count={count}&value={value}

- Conversion (s4 in the example) = Insert the macro for Click ID from your platform
- Count = insert "1"
- Value = The value of each conversion
- For example: http://xml.ad-maven.com/conversion?c=s4&count=1&value=1.5

Step 5: Campaign edit

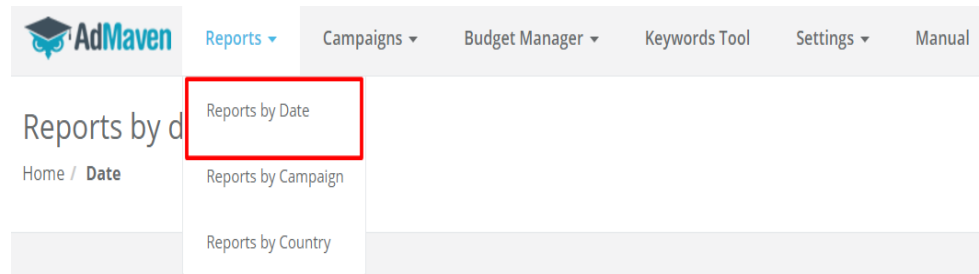4.1 In order to edit your campaign first press, "Campaign"

4.2 press on this icon:

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Step 6: How to Whitelist/Blacklist specific sub ids

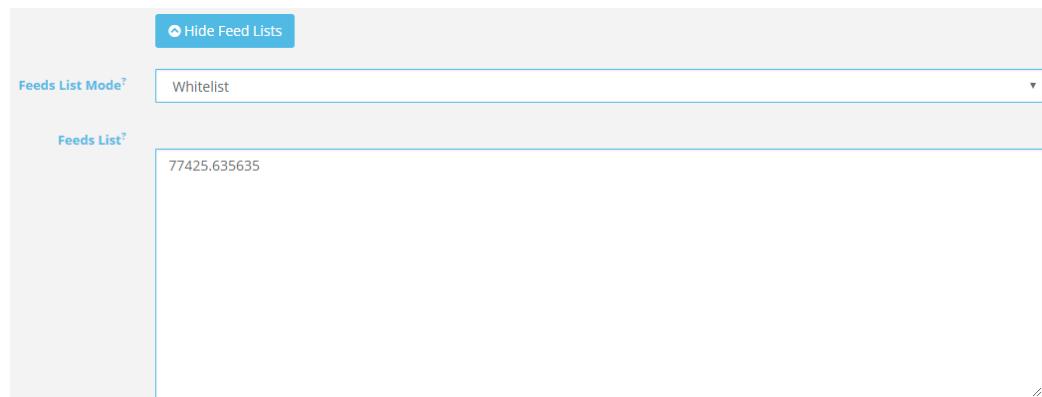5.1 Go to: Reports → Reports by campaign ==replace image==

	Feed	Impressions\Requests	Pixel Impressions\Requests	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?
+	64582	11,503	0	4,899	$24.97	$0.0051	$0.0000	1.0136	42.59%	0.00%
+	66416	82,305	0	45,621	$223.07	$0.0049	$0.0000	1.0037	55.43%	0.00%
		93,808	0	50,520	$248.04	$0.0049	$0.0000	1.0049	53.85%	0.00%

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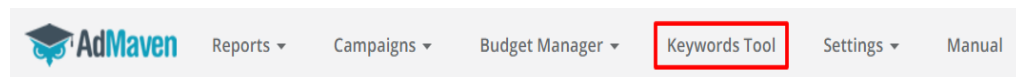
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If you would like to target specific keywords, Please use the "Keyword Tool" column in your panel

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