

Guide for creating campaigns in AdMaven self-serve platform

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.

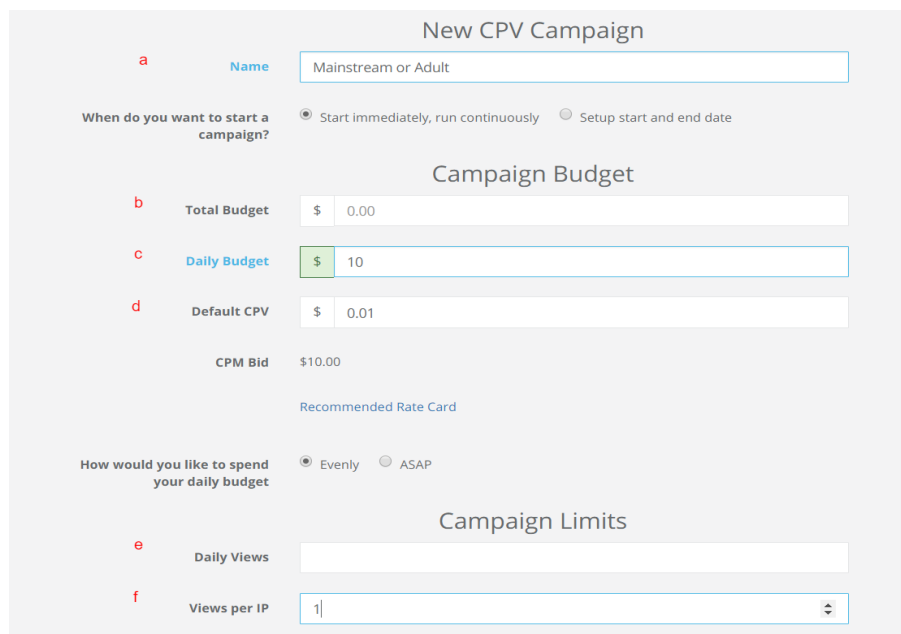
1.2 **Our minimum deposit is 200\$!**

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

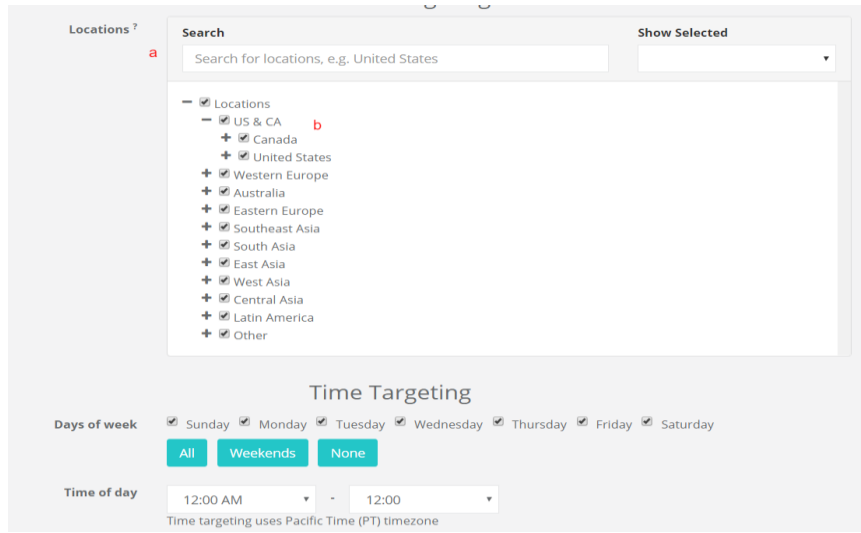
2.1 Click on Campaign → Create Campaign



Notes:

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

2.3 Choose GEO's and time targeting preferences



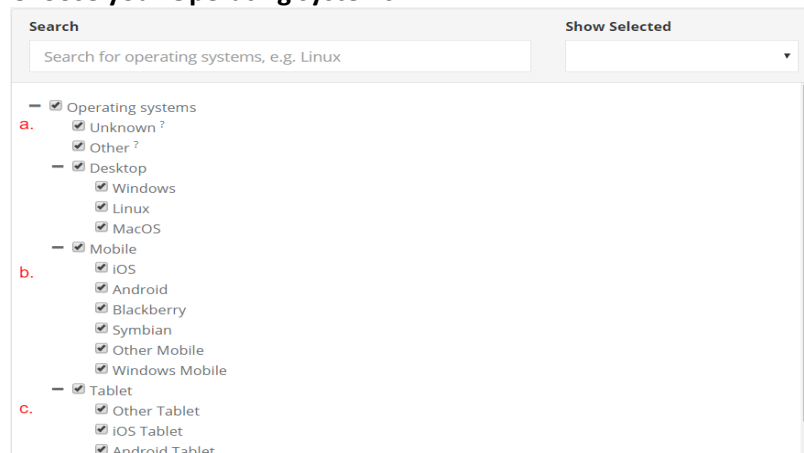
Notes:

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



You Can Choose between:

- Desktop operating System
- Mobile operating system
- Tablet operating system Choose your Browser

Choose browser

Search Show Selected

Search for browsers, e.g. Chrome ▼

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

Choose carrier

Connection type a. ▼

Any

Carriers

Search Country b. ▼ Selected ▼

[Clear filters](#)

<input checked="" type="checkbox"/>	Name
<input checked="" type="checkbox"/>	3 c.
<input checked="" type="checkbox"/>	3 Italia
<input checked="" type="checkbox"/>	A1 Telekom Austria
<input checked="" type="checkbox"/>	AAPT
<input checked="" type="checkbox"/>	Access Telecom
<input checked="" type="checkbox"/>	ADIF
<input checked="" type="checkbox"/>	Aeris
<input checked="" type="checkbox"/>	Afone
<input checked="" type="checkbox"/>	Africell
<input checked="" type="checkbox"/>	AIRCEL

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- a) First choose your 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

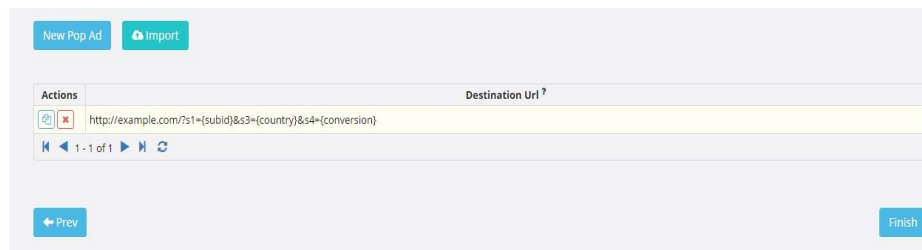
{referrer} - referrer url (urlencoded)

{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}`

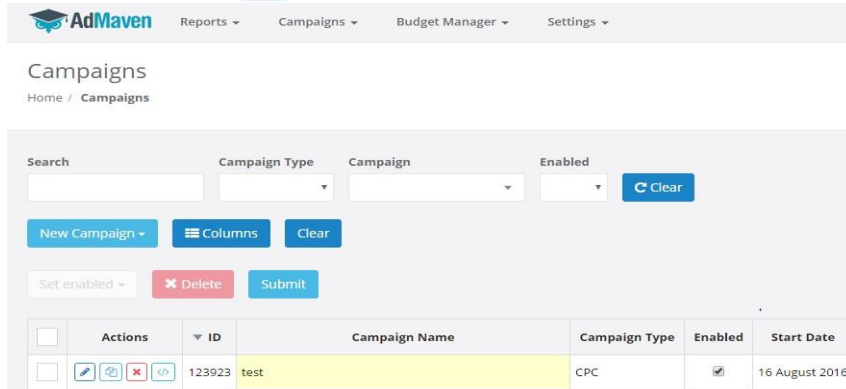
Your creative Optional Macros

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

Step 3: Conversion tracking URL (optional)

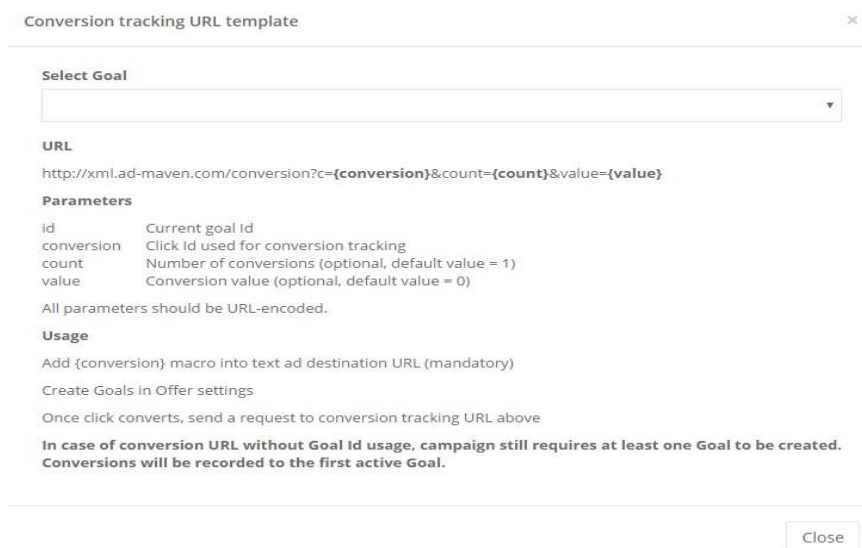
Go to “Campaigns”

Click on  under “Actions” column.



The screenshot shows the AdMaven interface. At the top, there's a navigation bar with 'Reports', 'Campaigns', 'Budget Manager', and 'Settings'. Below that, the 'Campaigns' section is visible. It includes a search bar and filters for 'Campaign Type', 'Campaign', and 'Enabled'. There are buttons for 'New Campaign', 'Columns', and 'Clear'. Below the filters, there are buttons for 'Set enabled', 'Delete', and 'Submit'. A table lists campaigns with columns for 'Actions', 'ID', 'Campaign Name', 'Campaign Type', 'Enabled', and 'Start Date'. One row is highlighted in yellow, showing ID '123923', Campaign Name 'test', Campaign Type 'CPC', Enabled 'checked', and Start Date '16 August 2016'. The 'Actions' column for this row contains a code icon.

The “Conversion tracking URL template” window will jump.



The screenshot shows a modal window titled 'Conversion tracking URL template'. It has a 'Select Goal' dropdown menu. Below that, the 'URL' field contains the template: `http://xml.ad-maven.com/conversion?c={conversion}&count={count}&value={value}`. Underneath, there are 'Parameters' listed: 'id' (Current goal id), 'conversion' (Click id used for conversion tracking), 'count' (Number of conversions (optional, default value = 1)), and 'value' (Conversion value (optional, default value = 0)). A note states: 'All parameters should be URL-encoded.' There is a 'Usage' section with instructions: 'Add {conversion} macro into text ad destination URL (mandatory)', 'Create Goals in Offer settings', and 'Once click converts, send a request to conversion tracking URL above'. A final note says: '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.' A 'Close' button is at the bottom right.

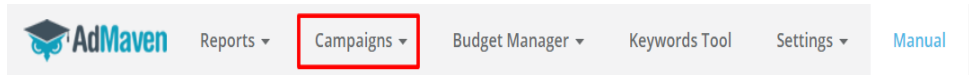
Copy the following link:

<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 4: Campaign edit

4.1 In order to edit your campaign first press, “Campaign”

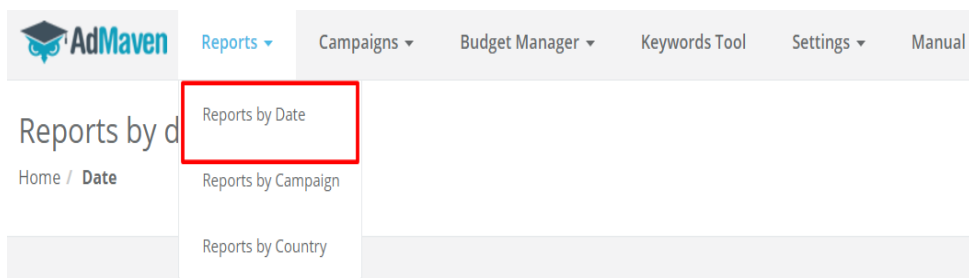


4.2 press on this icon:

Note: Don’t forget to press “Submit” to save your edits

Step 5: How to Whitelist/Blacklist specific sub ids

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




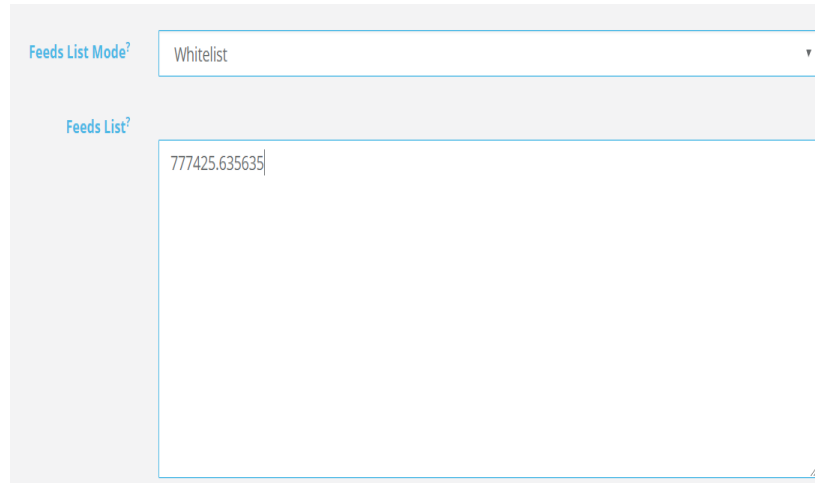
		Advertiser									
	▲ Feed	Impressions\Requests	Pixel Impressions\Requests	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?	
<input type="checkbox"/>	64582	11,503	0	4,899	\$24.97	\$0.0051	\$0.0000	1.0136	42.59%	0.00%	
<input type="checkbox"/>	66416	82,305	0	45,621	\$223.07	\$0.0049	\$0.0000	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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- 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.

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.

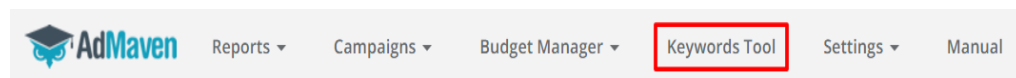


Feeds List Mode?

Feeds List?

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.