

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.

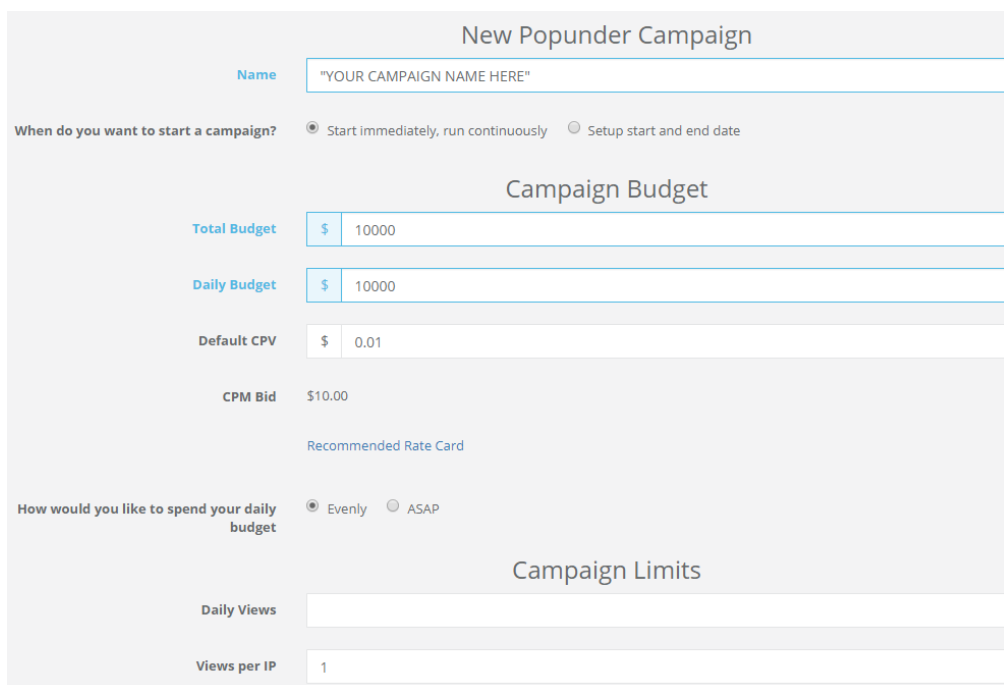
1.2 **Our minimum deposit is 25\$!**

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

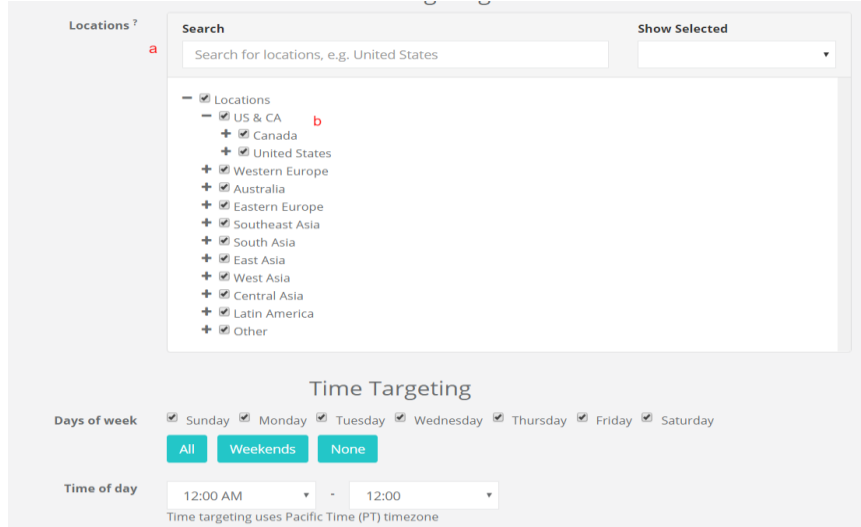


The screenshot shows the 'New Popunder Campaign' form. It includes a 'Name' field with a placeholder 'YOUR CAMPAIGN NAME HERE'. Below this is a section 'When do you want to start a campaign?' with two radio buttons: 'Start immediately, run continuously' (selected) and 'Setup start and end date'. The 'Campaign Budget' section contains three input fields: 'Total Budget' (set to \$10000), 'Daily Budget' (set to \$10000), and 'Default CPV' (set to \$0.01). Below these is a 'CPM Bid' field set to \$10.00 and a link for 'Recommended Rate Card'. The 'How would you like to spend your daily budget' section has two radio buttons: 'Evenly' (selected) and 'ASAP'. The 'Campaign Limits' section includes 'Daily Views' and 'Views per IP' (set to 1) input fields.

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



The screenshot shows the 'Locations' section with a search bar and a list of locations. The 'Time Targeting' section below it includes checkboxes for days of the week, buttons for 'All', 'Weekends', and 'None', and a 'Time of day' range selector.

Locations

Search for locations, e.g. United States

Show Selected

- ☒ Locations
 - ☒ US & CA
 - ☒ Canada
 - ☒ United States
 - ☒ 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

Time of day: 12:00 AM - 12:00

Time targeting uses Pacific Time (PT) timezone

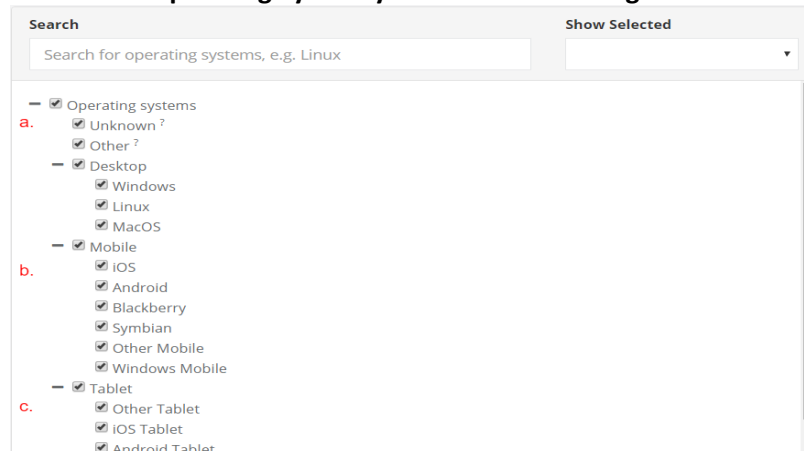
Notes:

- 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 the operating System you would like to target:



The screenshot shows the 'Operating systems' section with a search bar and a list of operating systems. The list is categorized into Desktop, Mobile, and Tablet.

Search

Search for operating systems, e.g. Linux

Show Selected

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

You can choose:

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

Choose browser

Search

Search for browsers, e.g. Chrome

Show Selected

Browsers

☒ Unknown?

☒ Other?

☒ Safari

☒ Firefox

☒ Internet Explorer

☒ Apple Browser

☒ Android Browser

☒ Chrome

☒ Opera

☒ Edge

Choose carrier

Connection type

Any

Carriers

Search

Country

Selected

Clear filters

☒

Name

☒

3

c.

☒

3 Italia

☒

A1 Telekom Austria

☒

AAPT

☒

Access Telecom

☒

ADIF

☒

Aeris

☒

Afone

☒

Africell

☒

AIRCEL

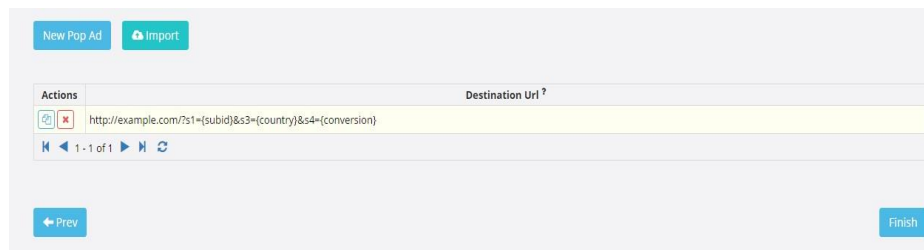
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- First choose your preferred connection type: WI Fi, Cellular or any.
- If you would like to target specific carriers, first choose the GEO.
- Then, you can better locate your target carrier.

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



The screenshot shows a web interface for creating an advertisement. At the top, there are two buttons: 'New Pop Ad' and 'Import'. Below these is a table with two columns: 'Actions' and 'Destination Url'. The 'Destination Url' column contains a URL: 'http://example.com/?s1={subid}&s3={country}&s4={conversion}'. Below the table, there are navigation buttons: 'Prev' and 'Finish'.

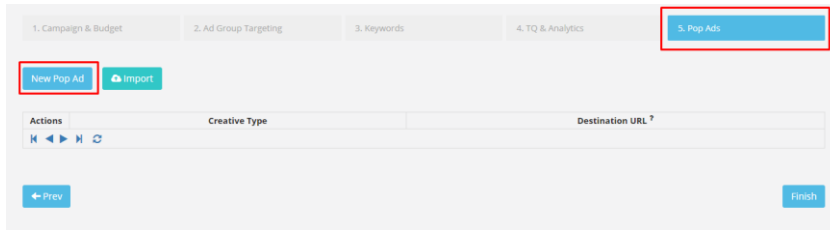
http://example.com/?s1={subid}&s3={country}&s4={conversion}

Your creative Optional Macros

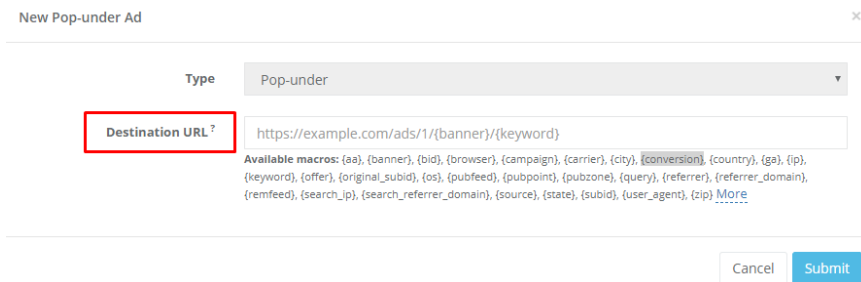
Note: If you added the conversion tracking feature to your campaign, in order to complete the process, please add the macro {conversion}, to your campaigns URL.

Step 3: Add your campaign URL

Press on “New pop ad”




Add you link under “Destination URL”




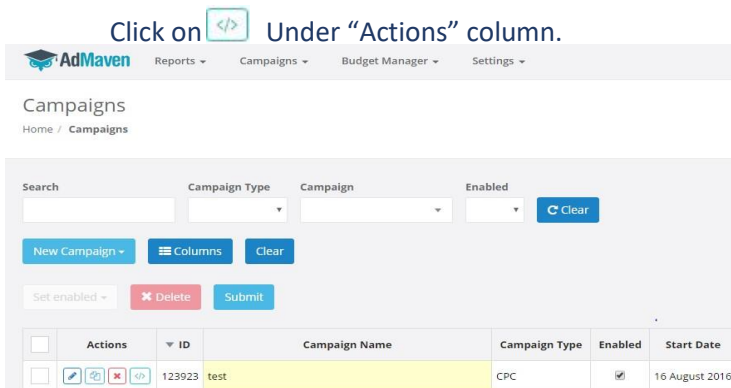
*After finalizing all of the steps, please press on “Submit”

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 screenshot shows the AdMaven interface with a navigation bar at the top containing 'Reports', 'Campaigns', 'Budget Manager', and 'Settings'. Below this is a 'Campaigns' section with a search bar and filters for 'Campaign Type', 'Campaign', and 'Enabled'. A 'Clear' button is next to the filters. Below the filters are buttons for 'New Campaign', 'Columns', and 'Clear'. There is also a 'Set enabled' dropdown, a 'Delete' button, and a 'Submit' button. The main part of the page is a table with columns: 'Actions', 'ID', 'Campaign Name', 'Campaign Type', 'Enabled', and 'Start Date'. The first row of the table is highlighted in yellow and contains the following data: 'Actions' (with edit, delete, and code icons), 'ID' (123923), 'Campaign Name' (test), 'Campaign Type' (CPC), 'Enabled' (checked), and 'Start Date' (16 August 2016).

The “Conversion tracking URL template” window will jump.

Conversion tracking URL template

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.

Close

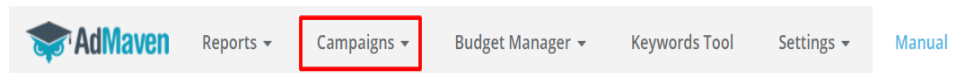
Copy the following link:


<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”

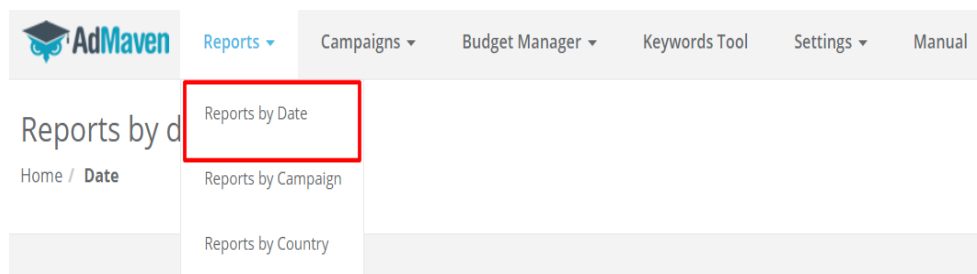


4.2 press on this icon: 

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 **replace image**




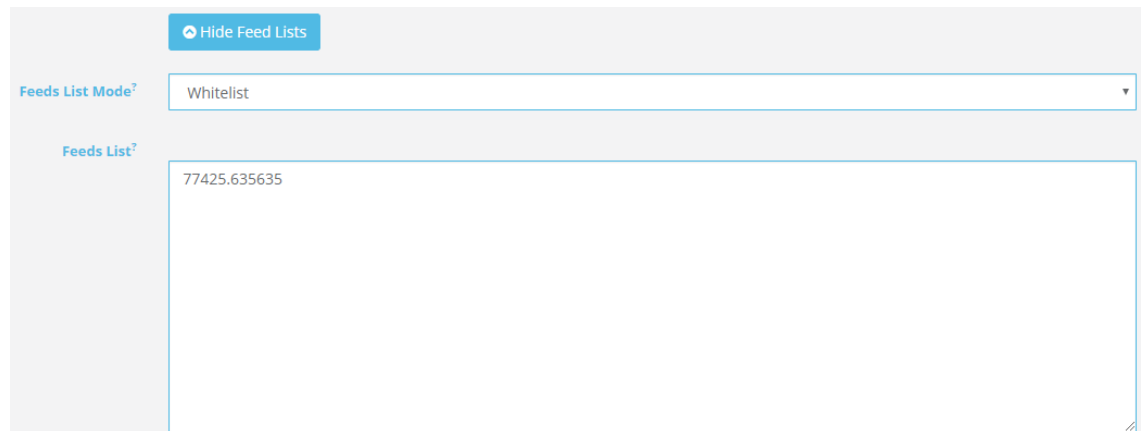
	▲ Feed	Advertiser								
		Impressions\Requests	Pixel Impressions\Requests	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?
+	64582	11,503	0	4,899	\$24.97	\$0.0051	\$0.0000	1.0136	42.59%	0.00%
+	66416	82,305	0	45,621	\$223.07	\$0.0049	\$0.0000	1.0037	55.43%	0.00%
		93,808	0	50,520	\$248.04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

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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.

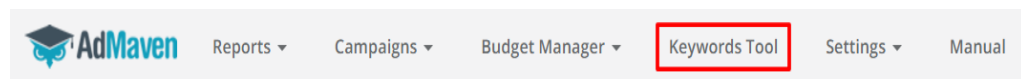
5.2 Implementing the Whitelist/Blacklist into your campaign

- 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 alone.
- 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.

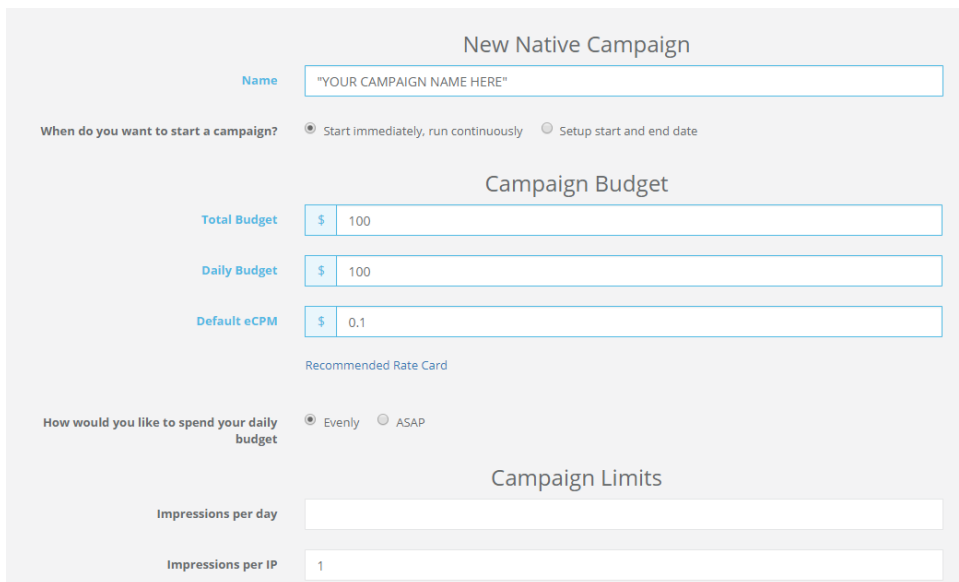
1.4 **Our minimum deposit is 50\$!**

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

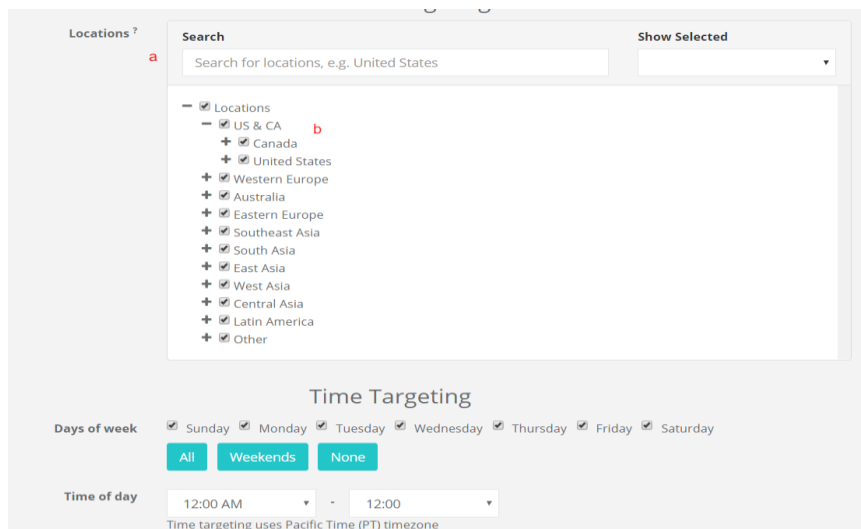


The screenshot shows the 'New Native Campaign' form. It includes a 'Name' field with a placeholder 'YOUR CAMPAIGN NAME HERE'. Below this is a section 'When do you want to start a campaign?' with two radio buttons: 'Start immediately, run continuously' (selected) and 'Setup start and end date'. The 'Campaign Budget' section has three input fields: 'Total Budget' (set to \$100), 'Daily Budget' (set to \$100), and 'Default eCPM' (set to \$0.1). Below the budget fields is a 'Recommended Rate Card' section. The 'How would you like to spend your daily budget' section has two radio buttons: 'Evenly' (selected) and 'ASAP'. The 'Campaign Limits' section has two input fields: 'Impressions per day' and 'Impressions per IP' (set to 1).

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



The screenshot shows the 'Locations' and 'Time Targeting' sections of the AdMaven interface. In the 'Locations' section, there is a search bar with the placeholder text 'Search for locations, e.g. United States'. Below the search bar, a list of locations is displayed with checkboxes. The 'US & CA' category is expanded, showing sub-categories like 'Canada' and 'United States'. Other locations listed include 'Western Europe', 'Australia', 'Eastern Europe', 'Southeast Asia', 'South Asia', 'East Asia', 'West Asia', 'Central Asia', 'Latin America', and 'Other'. In the 'Time Targeting' section, there are checkboxes for each day of the week (Sunday through Saturday), all of which are checked. Below these, there are three buttons: 'All', 'Weekends', and 'None'. At the bottom, there is a 'Time of day' section with two dropdown menus, both set to '12:00 AM' and '12:00' respectively. A note at the bottom states 'Time targeting uses Pacific Time (PT) timezone'.

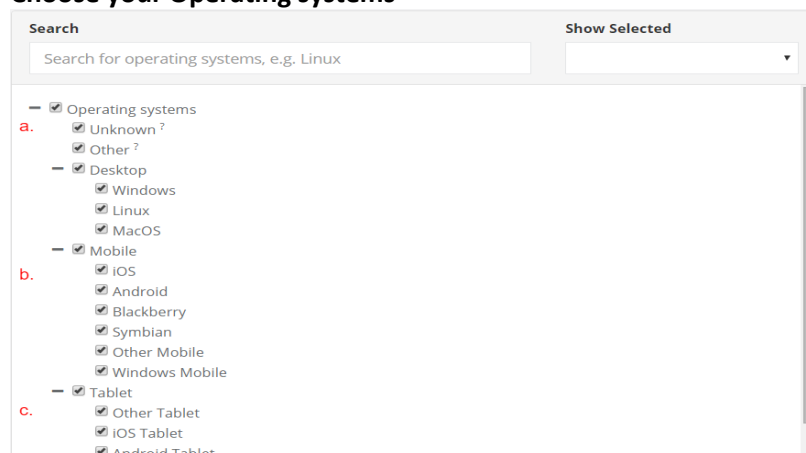
Notes:

- 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



The screenshot shows the 'Operating systems' section of the AdMaven interface. There is a search bar with the placeholder text 'Search for operating systems, e.g. Linux'. Below the search bar, a list of operating systems is displayed with checkboxes. The 'Operating systems' category is expanded, showing sub-categories like 'Unknown', 'Other', 'Desktop', 'Mobile', and 'Tablet'. Under 'Desktop', there are checkboxes for 'Windows', 'Linux', and 'MacOS'. Under 'Mobile', there are checkboxes for 'iOS', 'Android', 'Blackberry', 'Symbian', 'Other Mobile', and 'Windows Mobile'. Under 'Tablet', there are checkboxes for 'Other Tablet', 'iOS Tablet', and 'Android Tablet'.

You Can Choose between:

- a) Desktop operating System
- b) Mobile operating system
- c) Tablet operating system Choose your Browser

Choose browser

Search

Search for browsers, e.g. Chrome

Show Selected

Browsers

Unknown?

Other?

Safari

Firefox

Internet Explorer

Apple Browser

Android Browser

Chrome

Opera

Edge

Choose carrier

Connection type

Any

a.

Carriers

Search

Country

b.

Selected

Clear filters

	Name
<input checked="" type="checkbox"/>	3
<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.
- 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



The screenshot shows the AdMaven interface for creating a new pop ad. At the top, there are buttons for 'New Pop Ad' and 'Import'. Below these is a table with two columns: 'Actions' and 'Destination Url'. The 'Destination Url' column contains a URL: 'http://example.com/?s1={subid}&s3={country}&s4={conversion}'. Below the table, there are navigation buttons: 'Prev' and 'Finish'.

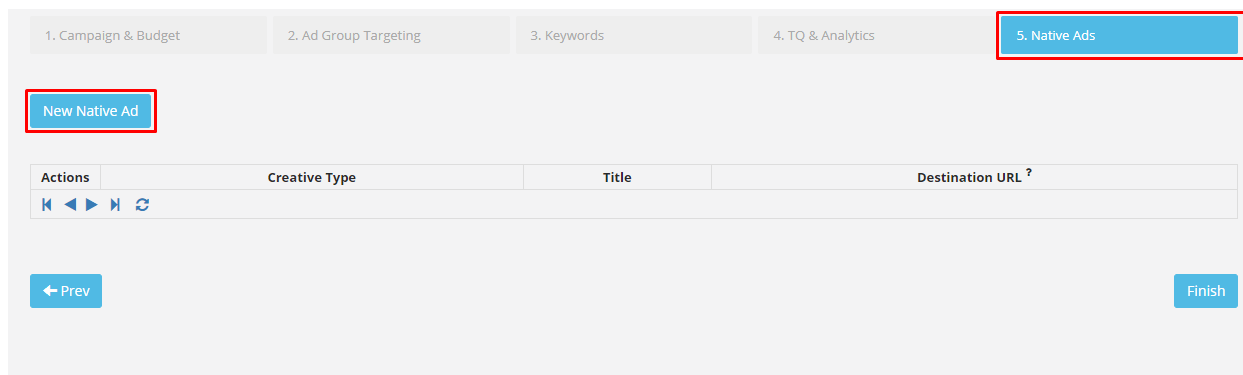
http://example.com/?s1={subid}&s3={country}&s4={conversion}

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: Build you custom Native push

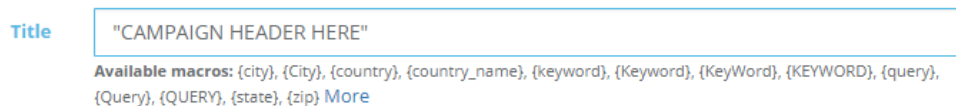
Press on “New Native ad”



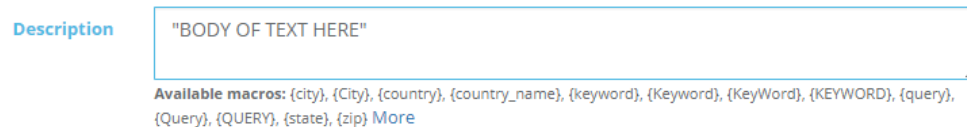
***Once you had begun creating your Native push campaign you cannot change the campaign Type to Pop.**



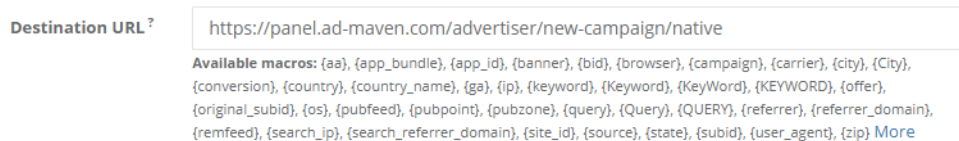
1) Title – Create a title that would be most suitable for the campaign you are running in order to increase engagement with the user. The max amount of characters recommended is 31.



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.

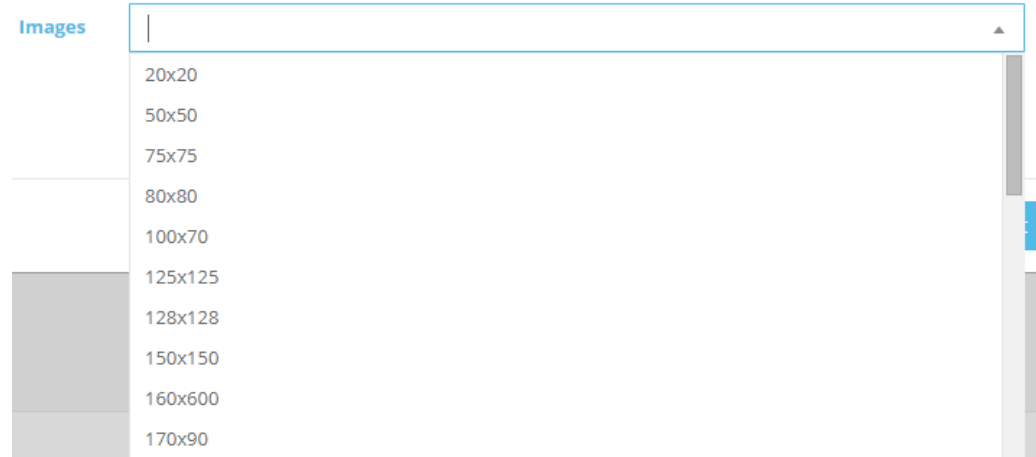


3) Destination URL – The URL the user will get to upon clicking the ad.



- 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.



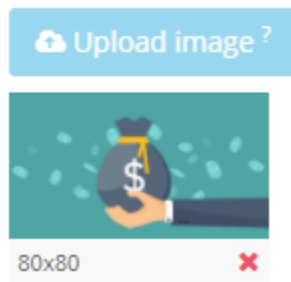
Once you have started a native campaign, the campaign type cannot be changed later on.



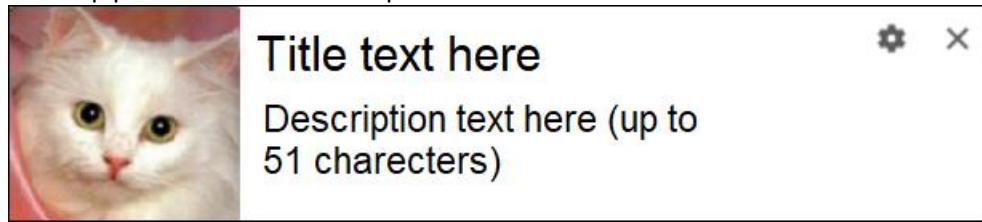
In case you the “Upload image” is not bold blue, it means you have not chosen image size yet.



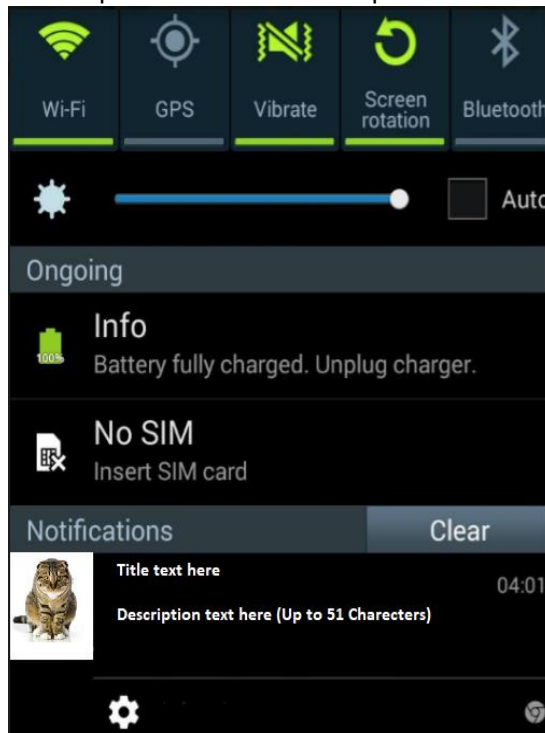
Once the “Upload image” button is bold blue, you would be able to upload an image that would be modified to the selected size, you will see an image preview.



Desktop push notification example:




Mobile push notification Example:



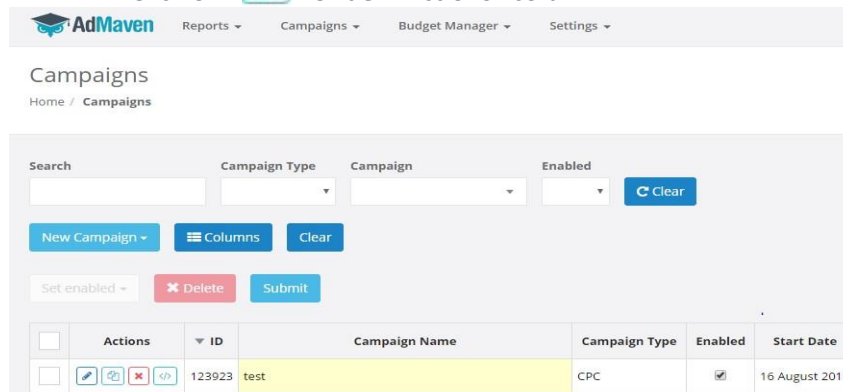
***After finalizing all of the steps, please press on “Submit”**

Step 4: Conversion tracking URL (optional)

Go to “Campaigns”

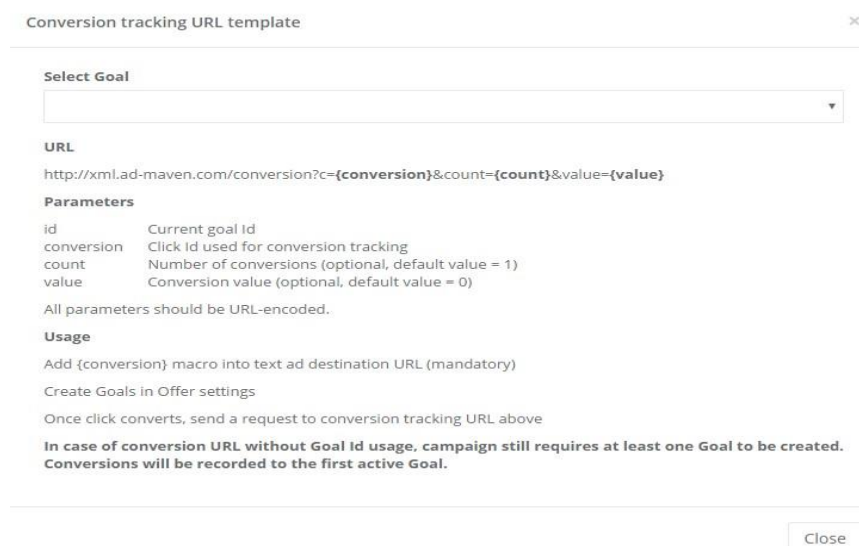
- Press on 
- Go to “TQ & Analytics”
- Press on “Show Conversion Tracking”
- Press on “New Goal” - That is the number that would be presented on the platform for that specific campaign upon each conversion.

Click on  Under “Actions” column.



The screenshot shows the AdMaven interface with the 'Campaigns' tab selected. At the top, there's a navigation bar with 'Reports', 'Campaigns', 'Budget Manager', and 'Settings'. Below this, the 'Campaigns' section is active, showing a search bar, filters for 'Campaign Type' and 'Enabled', and buttons for 'New Campaign', 'Columns', and 'Clear'. A table lists campaigns, with one campaign named 'test' highlighted in yellow. The 'test' campaign has ID 123923, is of type 'CPC', is enabled, and started on 16 August 2016. The 'Actions' column for the 'test' campaign contains icons for edit, delete, and a code icon.

The “Conversion tracking URL template” window will jump.



The screenshot shows a modal window titled 'Conversion tracking URL template'. It contains a 'Select Goal' dropdown menu. Below this, the 'URL' section shows the template: `http://xml.ad-maven.com/conversion?c={conversion}&count={count}&value={value}`. The 'Parameters' section lists: `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)). The 'Usage' section states: '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 note at the bottom 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.

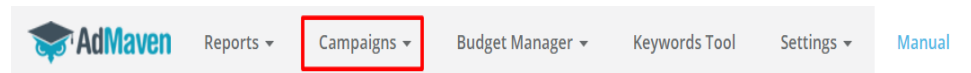
Copy the following link:


<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 5: Campaign edit

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

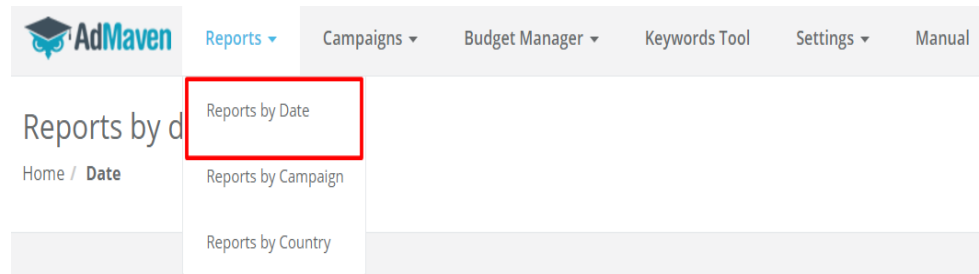


4.2 press on this icon: 


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 

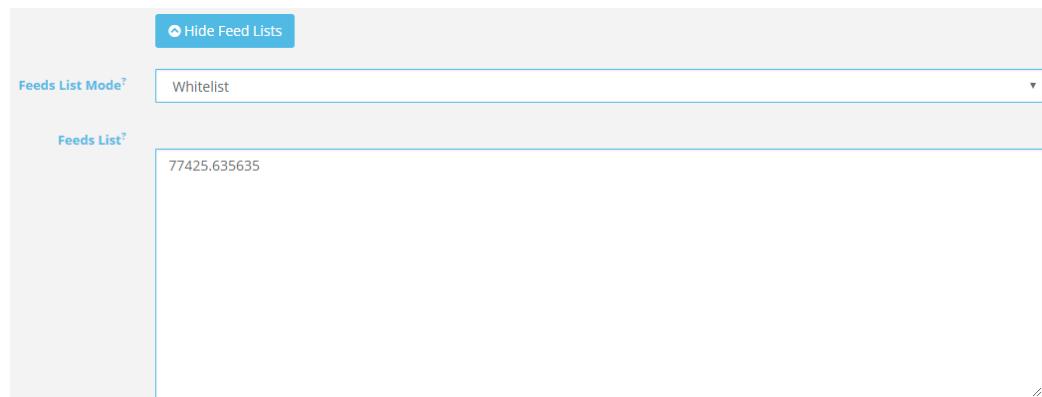


▲ Feed	Advertiser									
	Impressions\Requests	Pixel Impressions\Requests	Clicks\Views ?	Cost	CPC\CPV ?	Avg. CPA	Position ?	VTR ?	CR ?	
64582	11,503	0	4,899	\$24.97	\$0.0051	\$0.0000	1.0136	42.59%	0.00%	
66416	82,305	0	45,621	\$223.07	\$0.0049	\$0.0000	1.0037	55.43%	0.00%	
	93,808	0	50,520	\$248.04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

- 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.

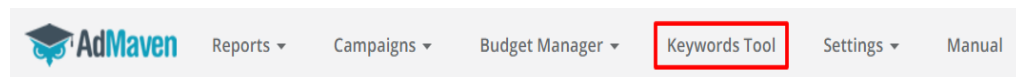
5.2 Implementing the Whitelist/Blacklist into your campaign

- 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.



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.**