

# Campaign Optimization



## 1. Go to your campaigns panel

The screenshot shows the AdLand dashboard. The top navigation bar includes 'Reports', 'Campaigns', 'Budget Manager', 'Keywords Tool', and 'Settings'. The 'Campaigns' menu is highlighted with a red box. A dropdown menu is open, showing 'Create Campaign', 'Campaigns', and 'Creatives', with 'Campaigns' also highlighted by a red box. The dashboard displays a date of 29 May 2017, a total spent of \$10,931.21, and a total left of \$728.79. Below these are four summary cards: Pixel Impressions\Requests (0), Clicks\Views? (6,575), CPC\CPV? (\$0.0011), and VTR? (4.70%). At the bottom, there are four more summary cards: Goals Conversions (0), Events Conversions (0), Earnings (\$0.00), and CR? (0.000%).

- Go to your campaign list by clicking on the campaign menu

## 2. Edit campaign

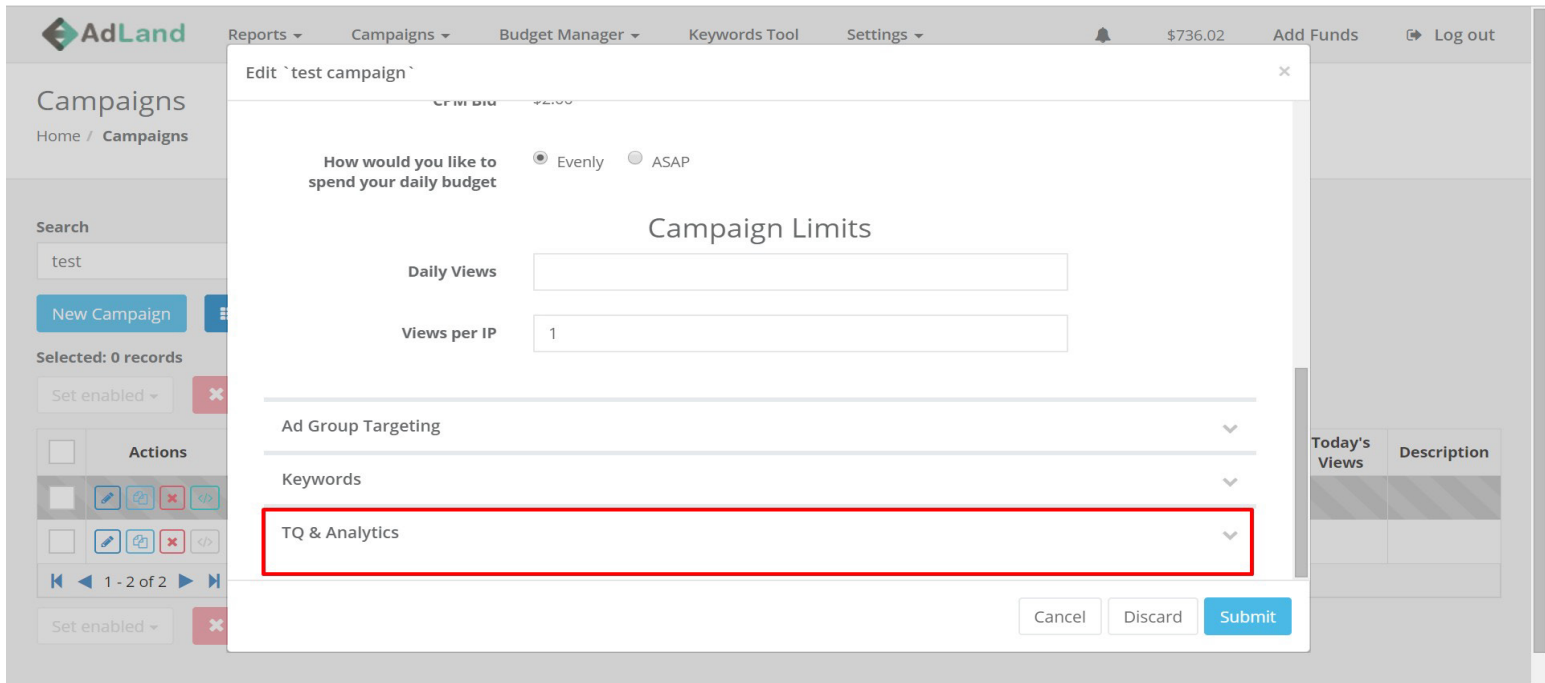
The screenshot shows the AdLand 'Campaigns' page. The top navigation bar includes 'Reports', 'Campaigns', 'Budget Manager', 'Keywords Tool', and 'Settings'. The 'Campaigns' menu is highlighted. The page displays a search bar with 'test' entered, a 'Campaign' dropdown, and an 'Enabled' dropdown. Below the search bar are buttons for 'New Campaign', 'Columns', and 'Clear'. The page shows 'Selected: 0 records' and buttons for 'Set enabled', 'Delete', and 'Submit'. A table of campaigns is displayed with the following columns: Actions, ID, Campaign Name, Enabled, Start Date, End Date, Creatives, Total Budget, Total Cost, Daily Budget, Today's Cost, Daily Views, Views per IP, Today's Views, and Description. The first row is highlighted, and the pencil icon in the 'Actions' column is highlighted with a red box. The second row is also highlighted.

Actions	ID	Campaign Name	Enabled	Start Date	End Date	Creatives	Total Budget	Total Cost	Daily Budget	Today's Cost	Daily Views	Views per IP	Today's Views	Description
	154028	test campaign	<input type="checkbox"/>			1	\$500.00	\$0.00	\$100.00	\$0.00		1		
	152004	test	<input type="checkbox"/>	12 April 2017		1	\$0.00	\$0.00	\$0.00	\$0.00		1		

- click on the pencil on the left to edit the campaign you created

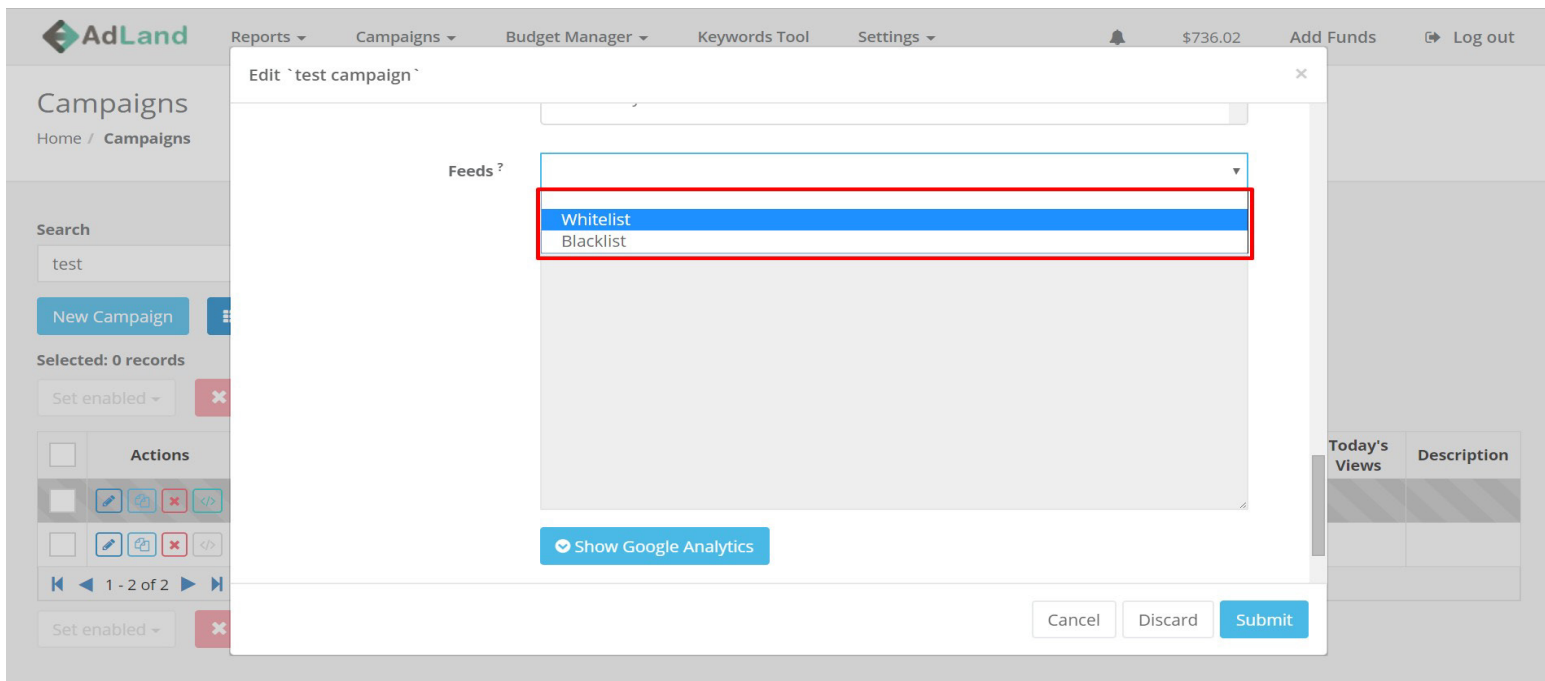
# Campaign Optimization

## 1. Campaign settings



- Go and open TQ & Analytica

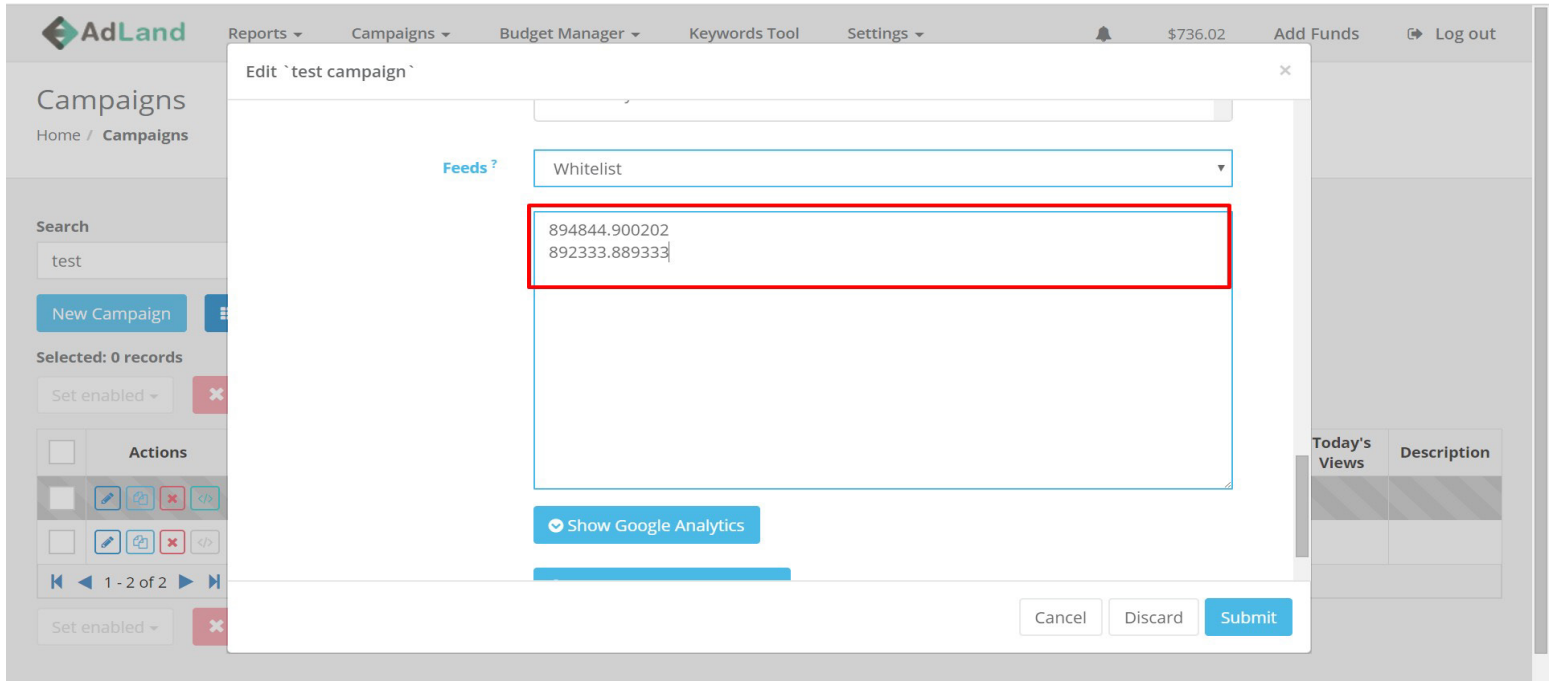
## 2. Feeds and sub ID W/B List



- Go to Feeds
- Choose black list or white list (depend if you want to include or exclude sources of traffic)

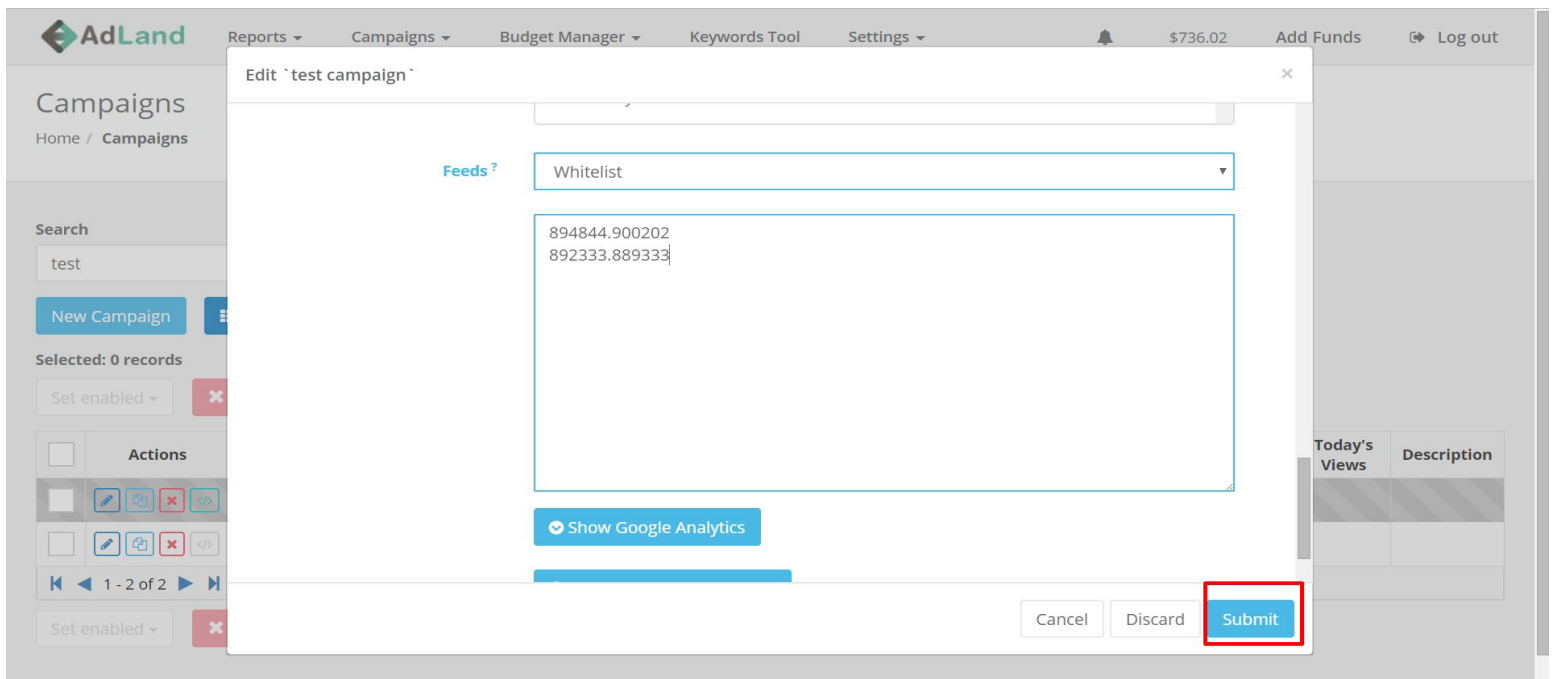
# Campaign Optimization

## 1. Include or Exclude sources



- write the sources you want to include or exclude by feed id + subid - the outcome looks like this: 892333.900202
- the way to do that is by writing first the feed id (example: 892333) add doot (.) and the subid (example: 900202)

## 2 Save



- Click submit in order to save your settings