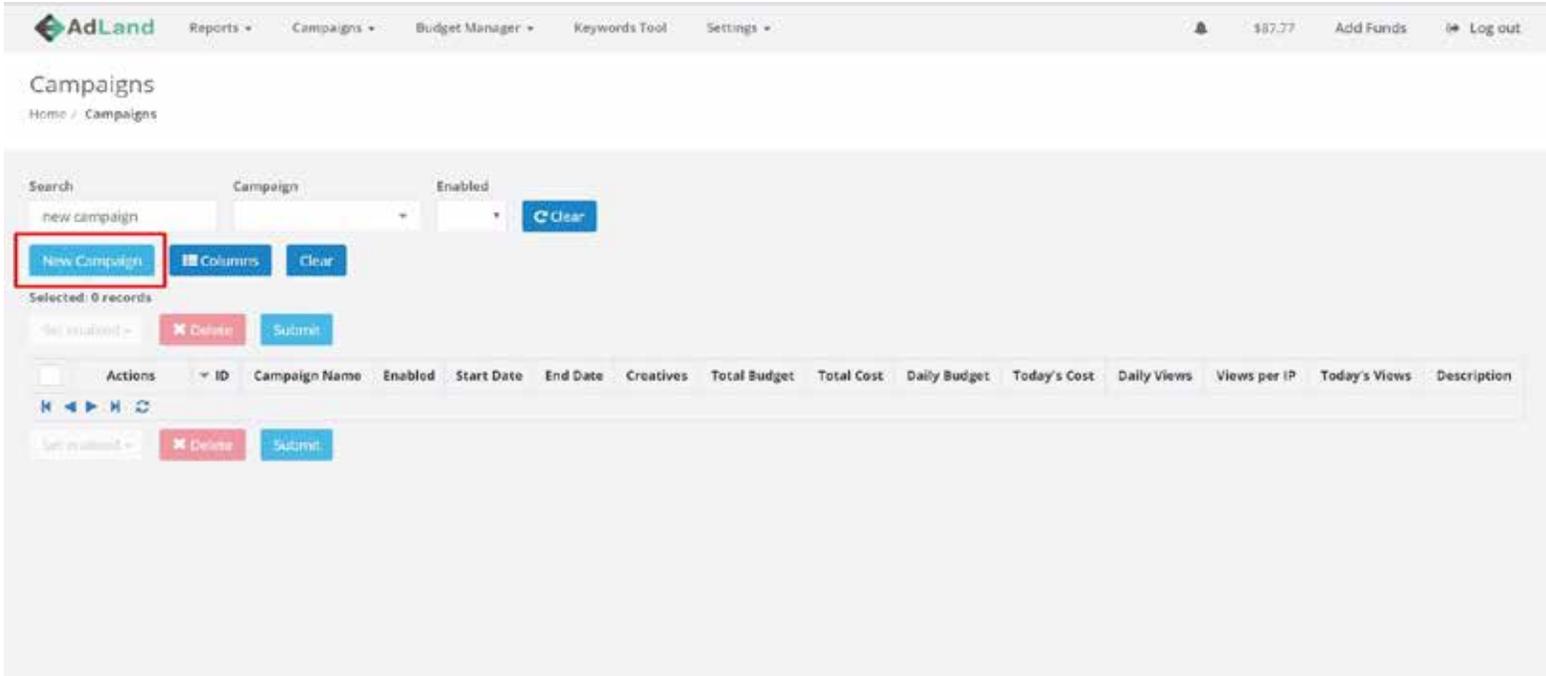


New Campaign setup

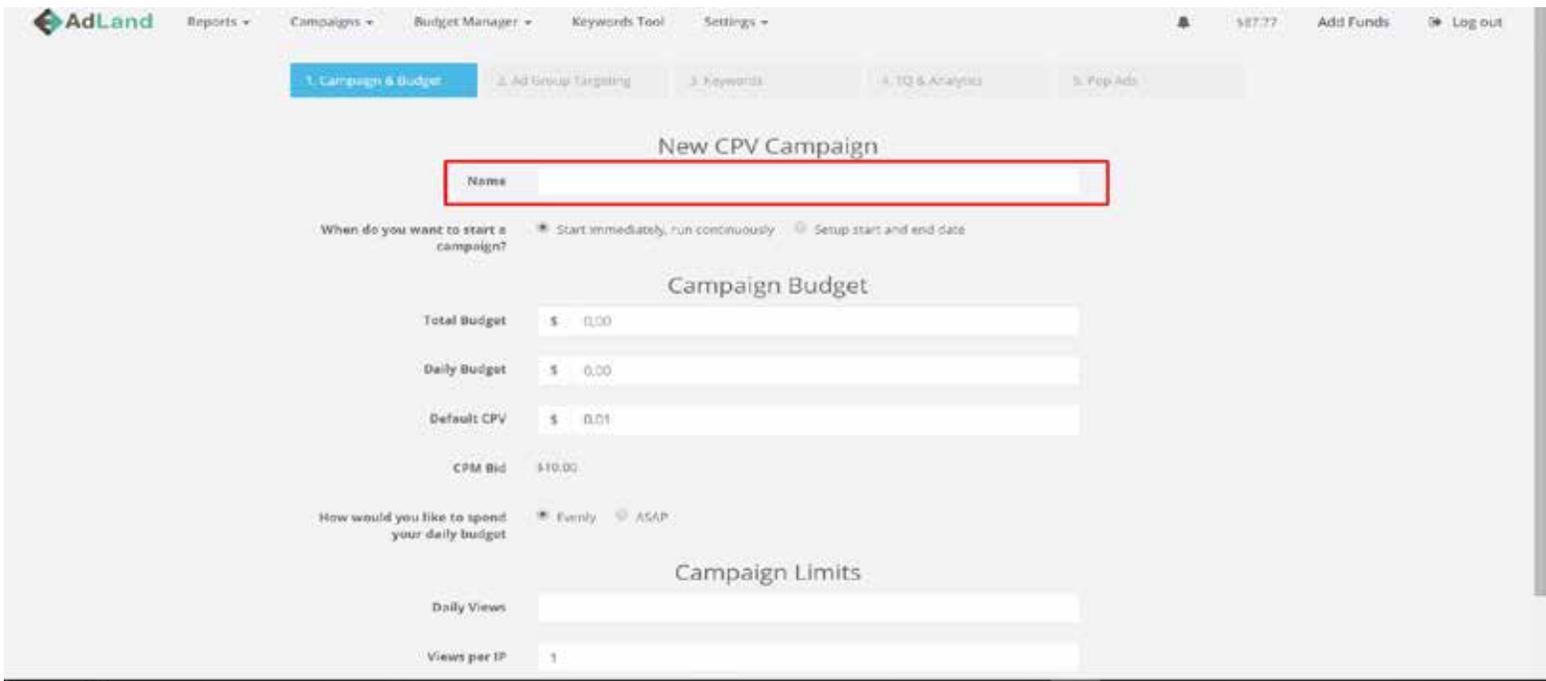
1. Create new campaign



The screenshot shows the AdLand interface for managing campaigns. At the top, there is a navigation bar with the AdLand logo, menu items (Reports, Campaigns, Budget Manager, Keywords Tool, Settings), a balance of \$87.77, and options for Add Funds and Log out. Below the navigation bar, the page title is "Campaigns" with a breadcrumb "Home / Campaigns". A search bar contains the text "new campaign". Below the search bar, there are three buttons: "New Campaign" (highlighted with a red box), "Columns", and "Clear". Below these buttons, it says "Selected: 0 records" and has "Get results" and "Delete" buttons. A table with columns for 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 is visible. Below the table, there are "Get results" and "Delete" buttons.

- Click on the New Campaign button to create new campaign

2. Campaign Name

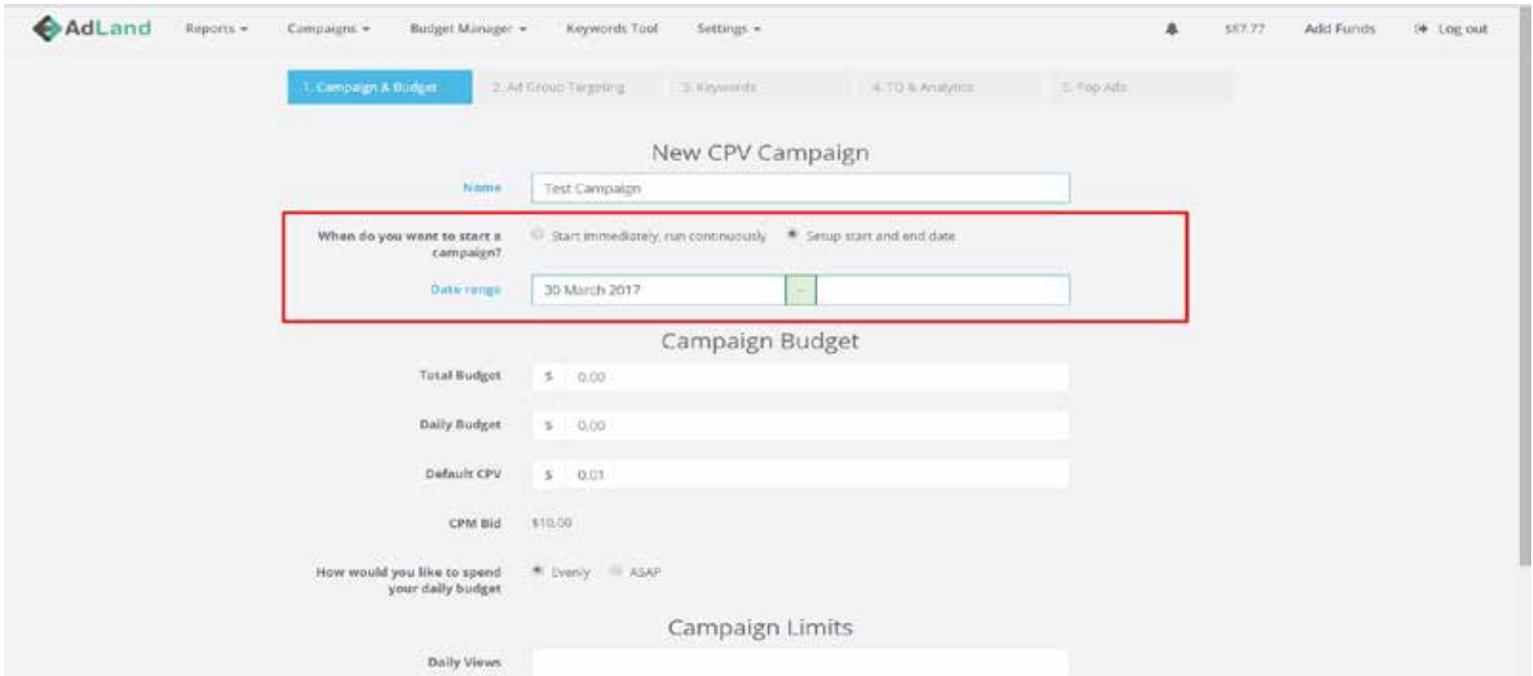


The screenshot shows the AdLand interface for setting up a new campaign. At the top, there is a navigation bar with the AdLand logo, menu items (Reports, Campaigns, Budget Manager, Keywords Tool, Settings), a balance of \$87.77, and options for Add Funds and Log out. Below the navigation bar, there are five tabs: "1. Campaign & Budget" (highlighted), "2. Ad Group Targeting", "3. Keywords", "4. TO & Analytics", and "5. Pop Ads". The main heading is "New CPV Campaign". Below the heading, there is a "Name" input field (highlighted with a red box). Below the name field, there is a question "When do you want to start a campaign?" with two radio button options: "Start immediately, run continuously" (selected) and "Setup start and end date". Below this, there is a "Campaign Budget" section with four input fields: "Total Budget" (\$ 0.00), "Daily Budget" (\$ 0.00), "Default CPV" (\$ 0.01), and "CPM Bid" (\$10.00). Below the budget section, there is a question "How would you like to spend your daily budget" with two radio button options: "Evenly" (selected) and "ASAP". Below this, there is a "Campaign Limits" section with two input fields: "Daily Views" and "Views per IP" (set to 1).

- set the name of your campaign

New Campaign setup

1. Set start time



New CPV Campaign

Name: Test Campaign

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

Date range: 30 March 2017

Campaign Budget

Total Budget: \$ 0.00
Daily Budget: \$ 0.00
Default CPV: \$ 0.01
CPM Bid: \$10.00

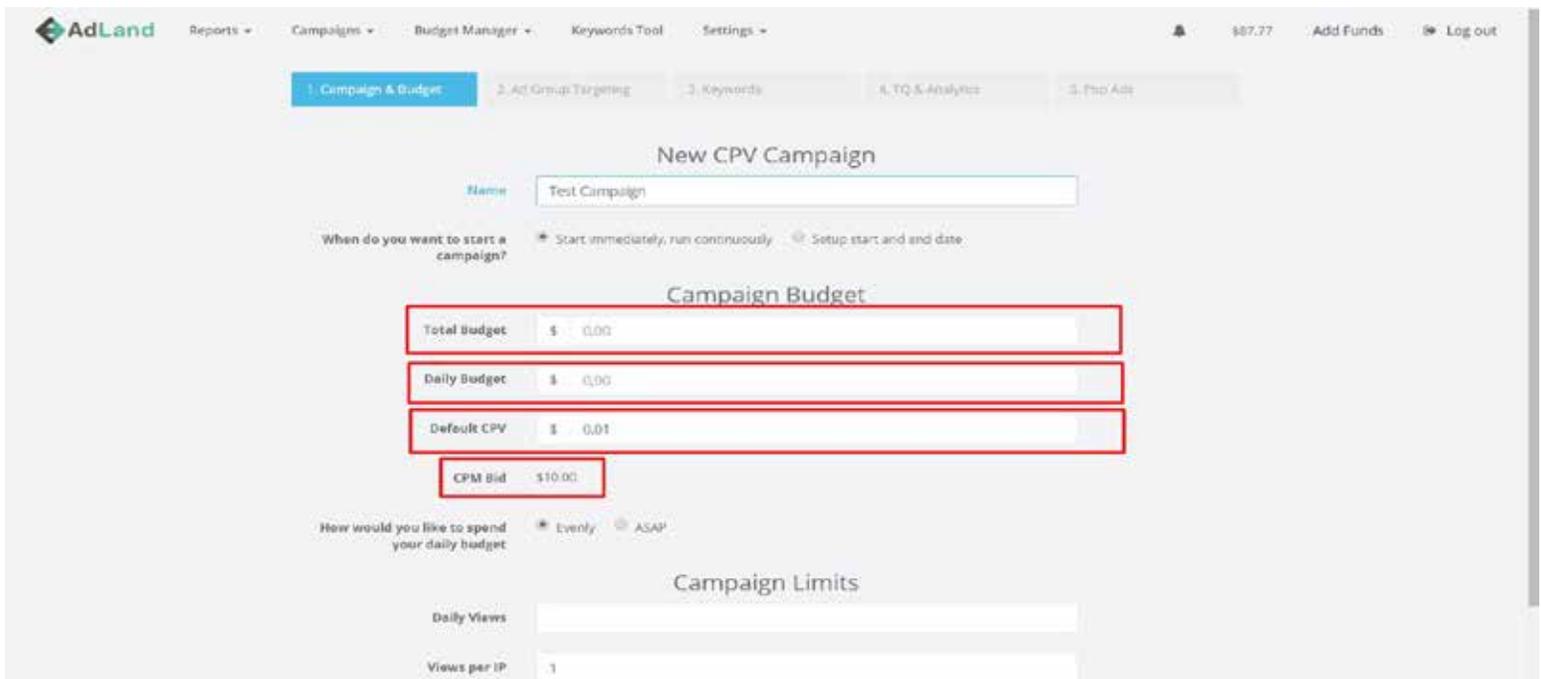
How would you like to spend your daily budget?
 Evenly ASAP

Campaign Limits

Daily Views: []

- Choose if you want to run **Immediately** or set start and end date

2. Budget settings



New CPV Campaign

Name: Test Campaign

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

Campaign Budget

Total Budget: \$ 0.00
Daily Budget: \$ 0.00
Default CPV: \$ 0.01
CPM Bid: \$10.00

How would you like to spend your daily budget?
 Evenly ASAP

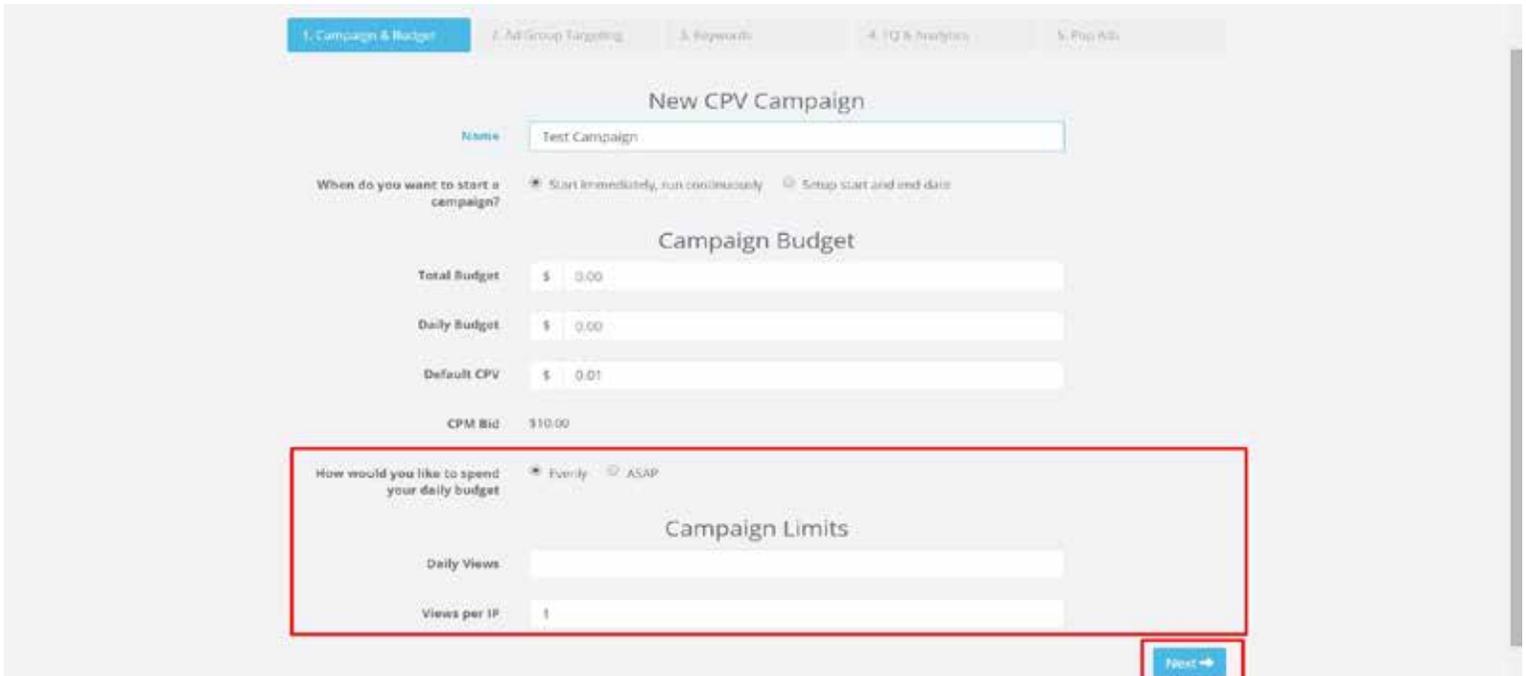
Campaign Limits

Daily Views: []
Views per IP: 1

- set the total budget of the campaign, **Daily budget**
- set the CPV (cost per view), the CPV is translated to CPM Bid (cost per 1,000 Imp.)

New Campaign setup

1. Campaign Limits



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: \$

CPM Bid: \$10.00

How would you like to spend your daily budget? Evenly ASAP

Campaign Limits

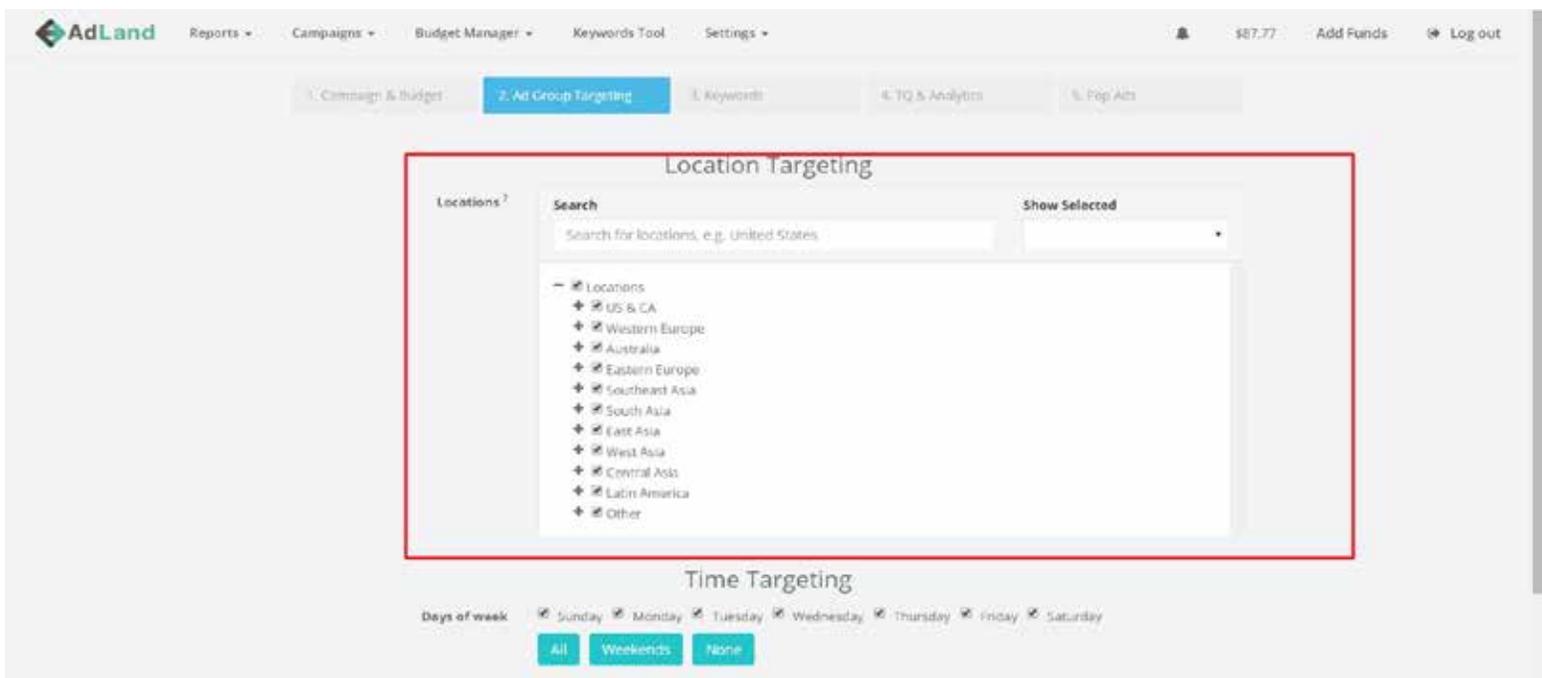
Daily Views:

Views per IP:

[Next](#)

- choose if you want to run the campaign evenly or ASAP
- Set the frequency capping by using the views per IP settings (Example: 1 is 1/24)

2. Location / Geo targeting



Location Targeting

Locations? [Show Selected](#)

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

Time Targeting

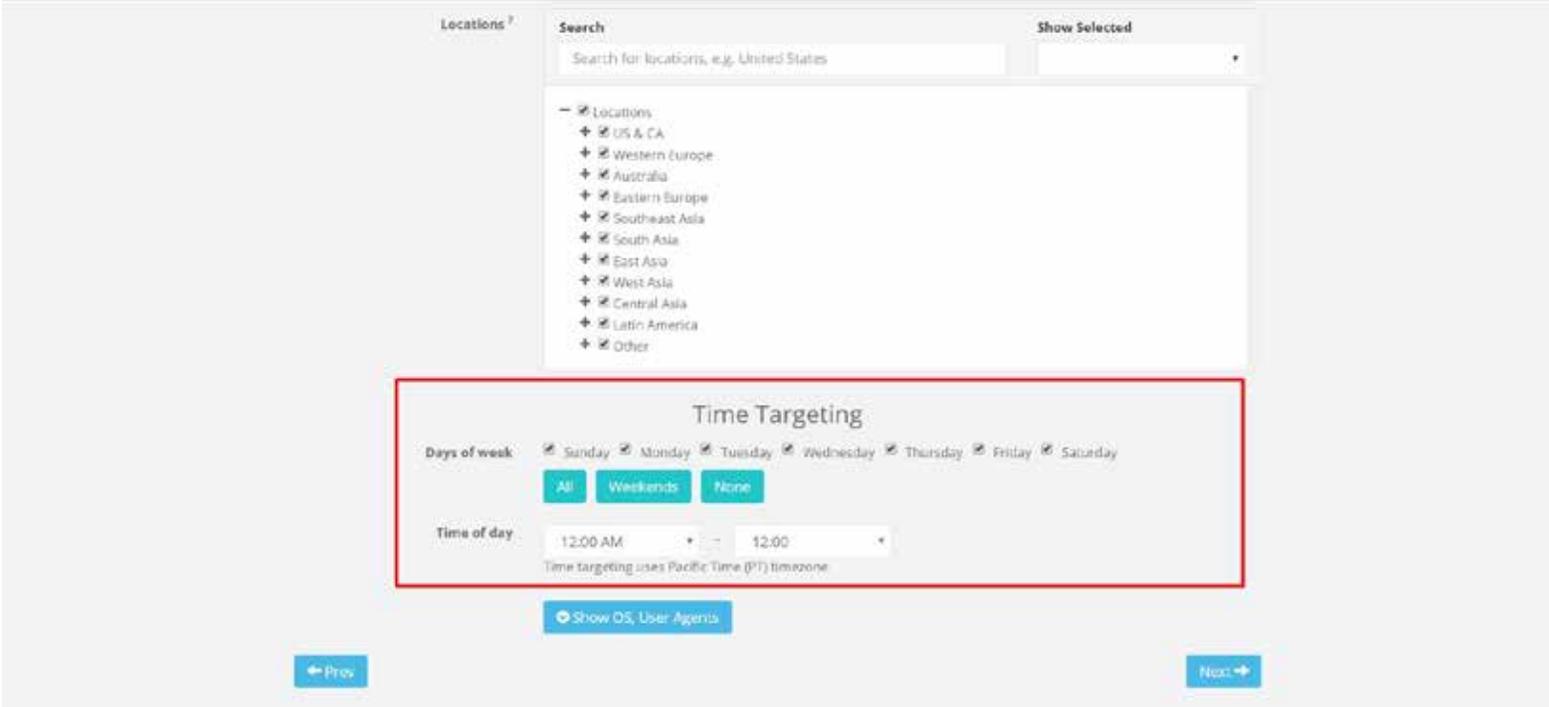
Days of week: Sunday Monday Tuesday Wednesday Thursday Friday Saturday

[All](#) [Weekends](#) [None](#)

- choose the countries you want to target
- you can search using the search box, mark the geo you want to target using the check

New Campaign setup

1. Time Targeting



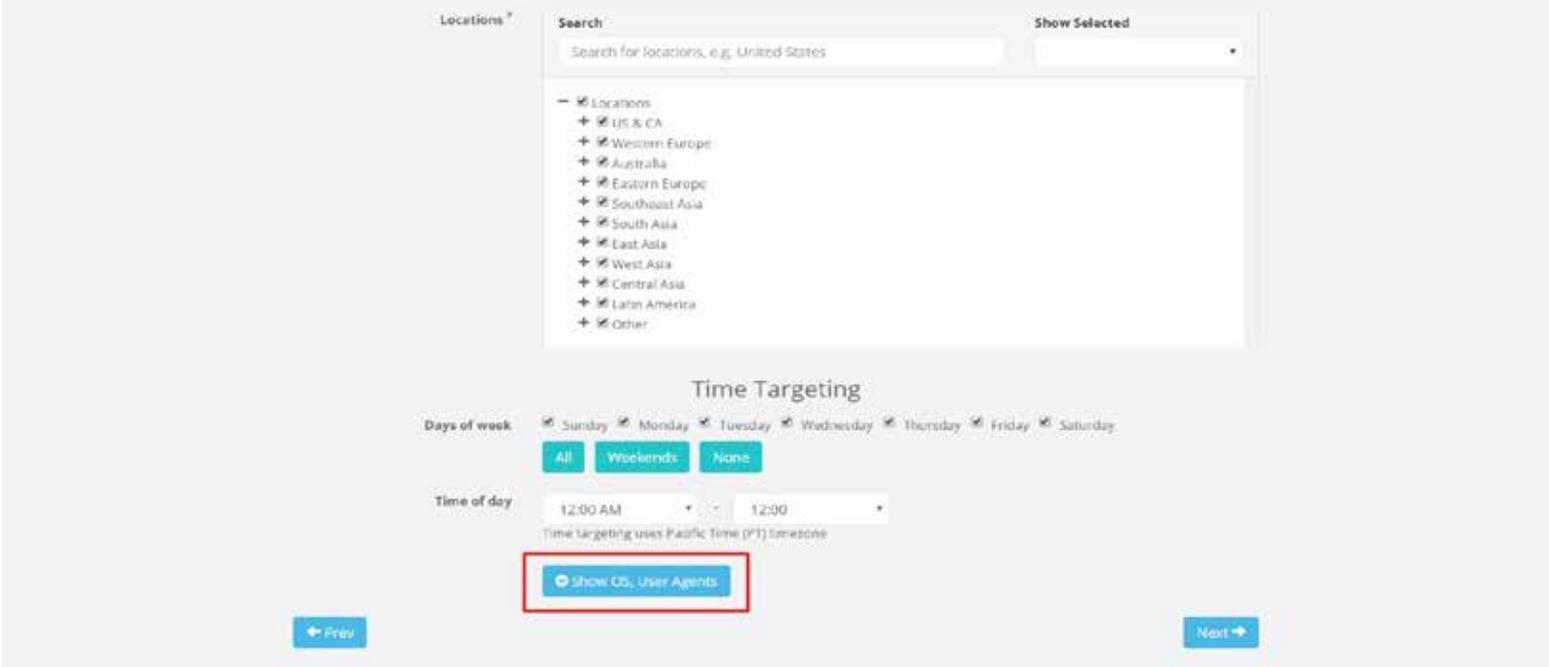
The screenshot shows the 'New Campaign setup' interface. The 'Locations' section is visible at the top, with a search bar and a list of locations. The 'Time Targeting' section is highlighted with a red box and contains the following elements:

- Days of week:** Radio buttons for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. Below are three buttons: 'All', 'Weekends', and 'None'.
- Time of day:** Two dropdown menus, both set to '12:00 AM'.
- Time targeting uses Pacific Time (PT) timezone.**
- Show OS, User Agents:** A blue button with a gear icon.

Navigation buttons 'Prev' and 'Next' are located at the bottom of the interface.

- Set the days and the hours you would like the campaign to run
- Set the frequency capping by using the views per IP settings (Example: 1 is 1/24)

2. Open for advanced targeting



The screenshot shows the 'New Campaign setup' interface, similar to the previous one. The 'Time Targeting' section is visible, and the 'Show OS, User Agents' button is highlighted with a red box.

The 'Time Targeting' section contains the same elements as in the previous screenshot:

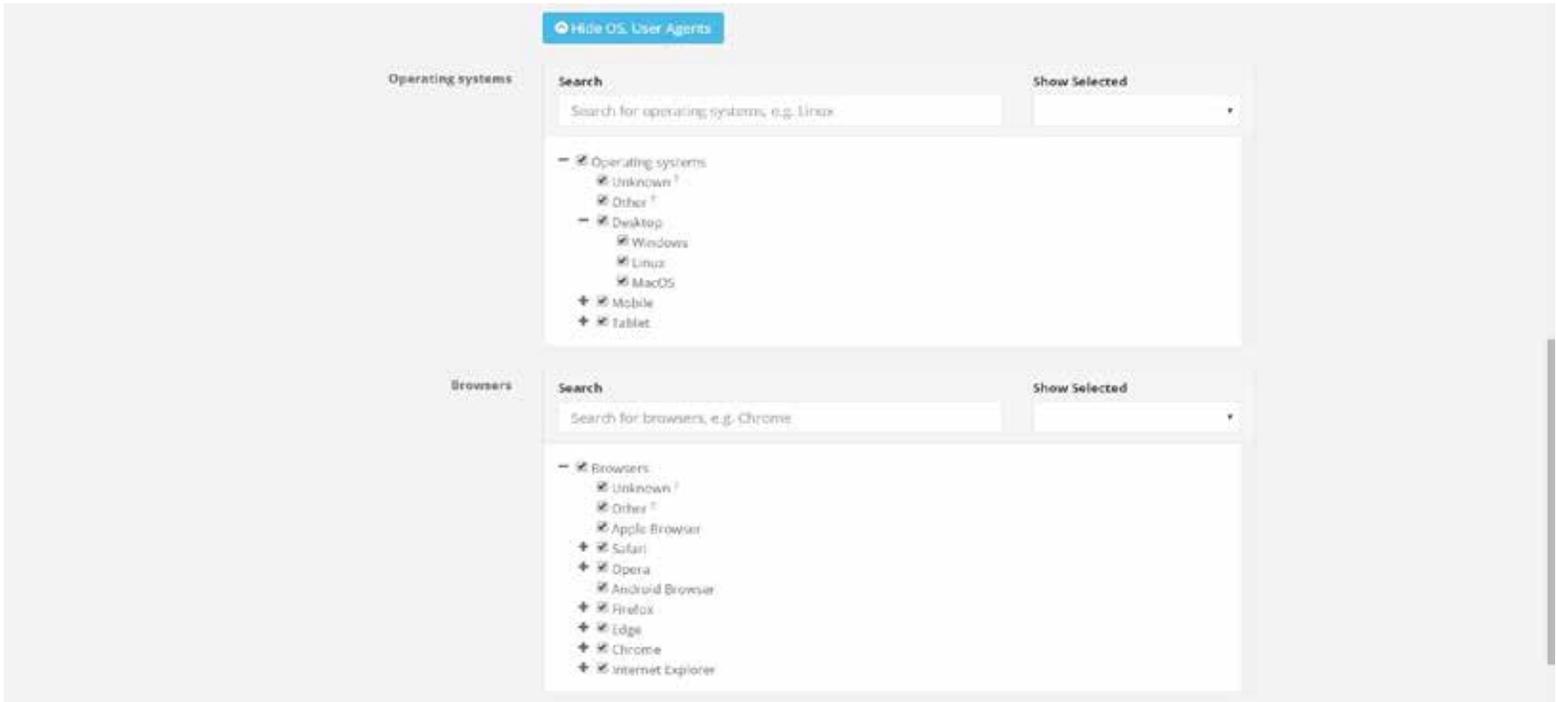
- Days of week:** Radio buttons for Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. Below are three buttons: 'All', 'Weekends', and 'None'.
- Time of day:** Two dropdown menus, both set to '12:00 AM'.
- Time targeting uses Pacific Time (PT) timezone.**
- Show OS, User Agents:** A blue button with a gear icon, highlighted with a red box.

Navigation buttons 'Prev' and 'Next' are located at the bottom of the interface.

- Click the blue button for OS, Browser, Device and more advanced targeting

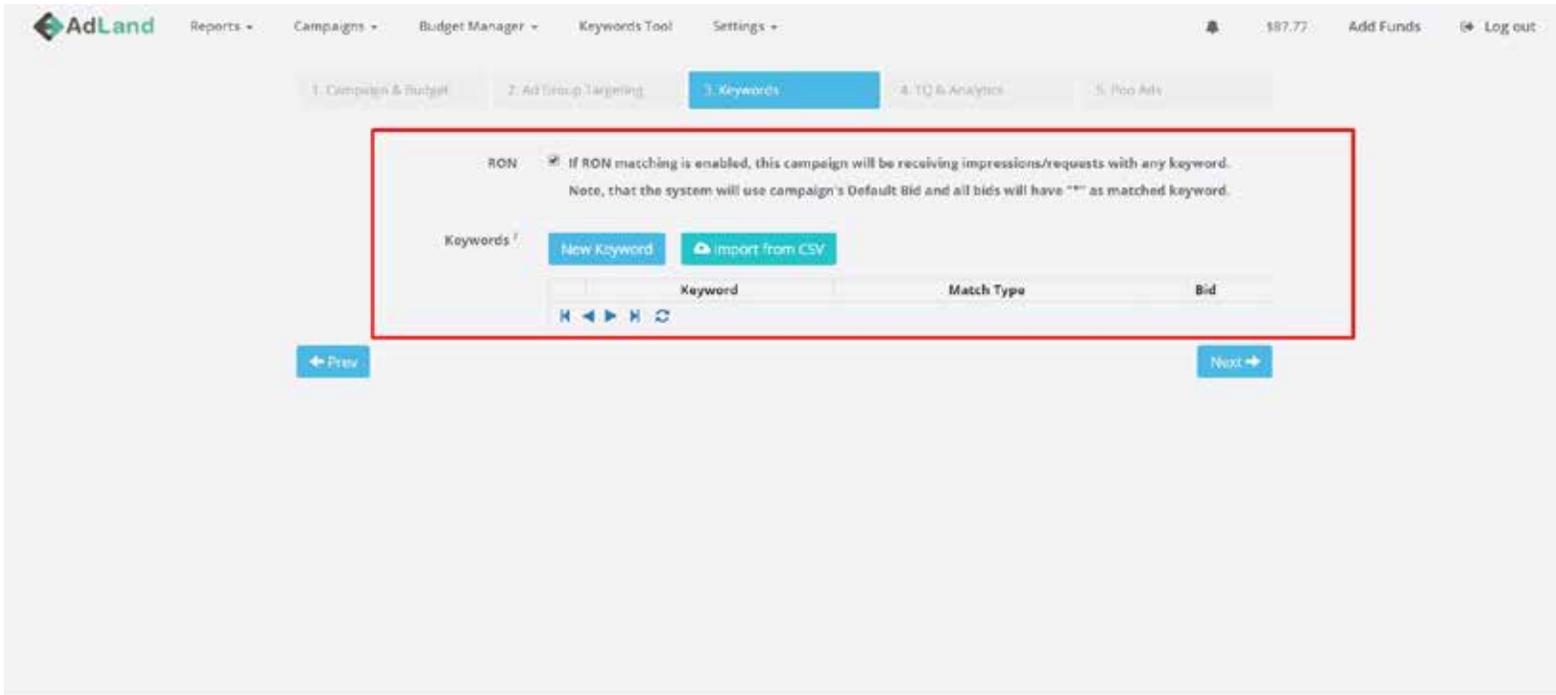
New Campaign setup

1. Operating system and browser targeting



- Choose your Device (Desktop, Mobile etc.) and operating system (windows, mac..) targeting
- Choose your Browsers targeting (chrome, safari etc.)

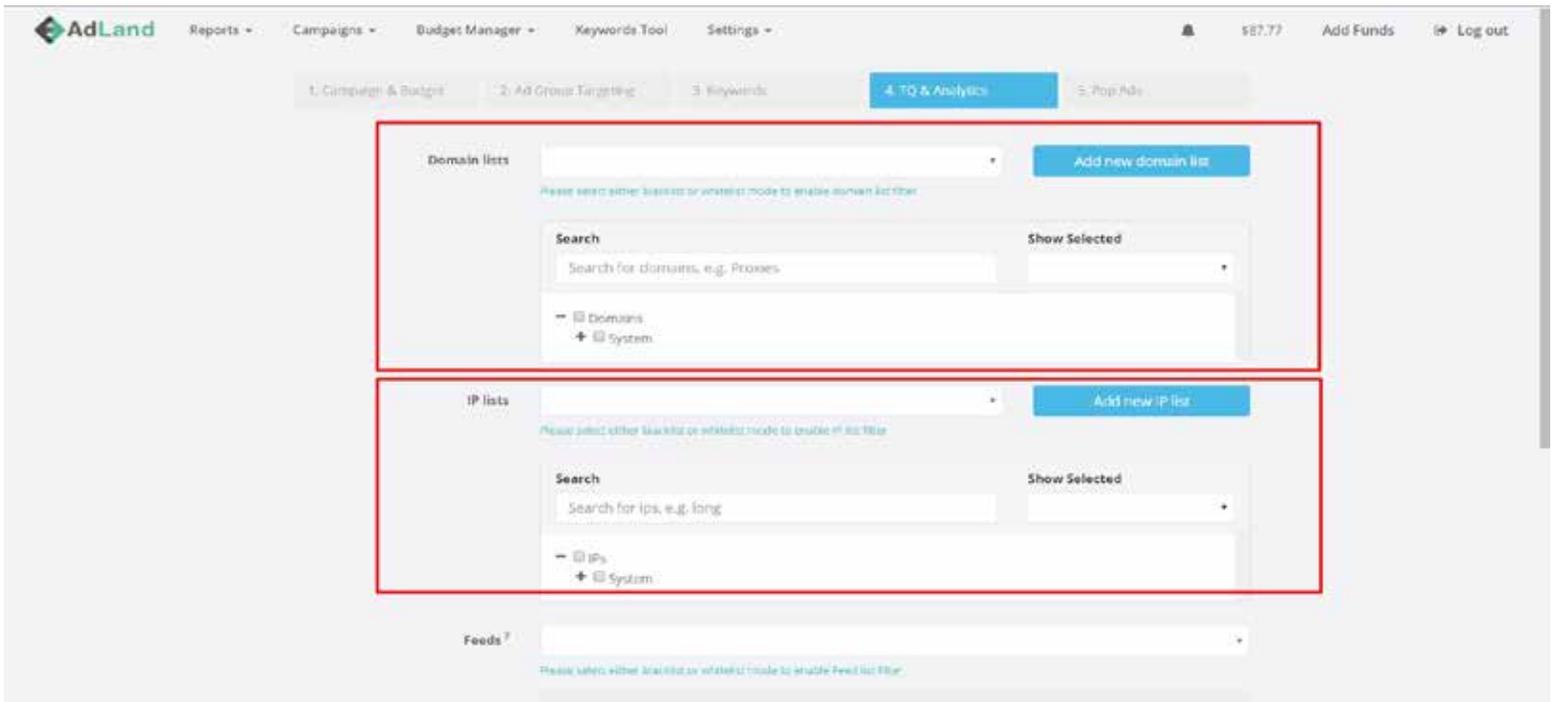
2. Keyword targeting



- On our platform there is an option to target keyword and set different bid per keyword
***Please note that using this option can cause drop in traffic volume**

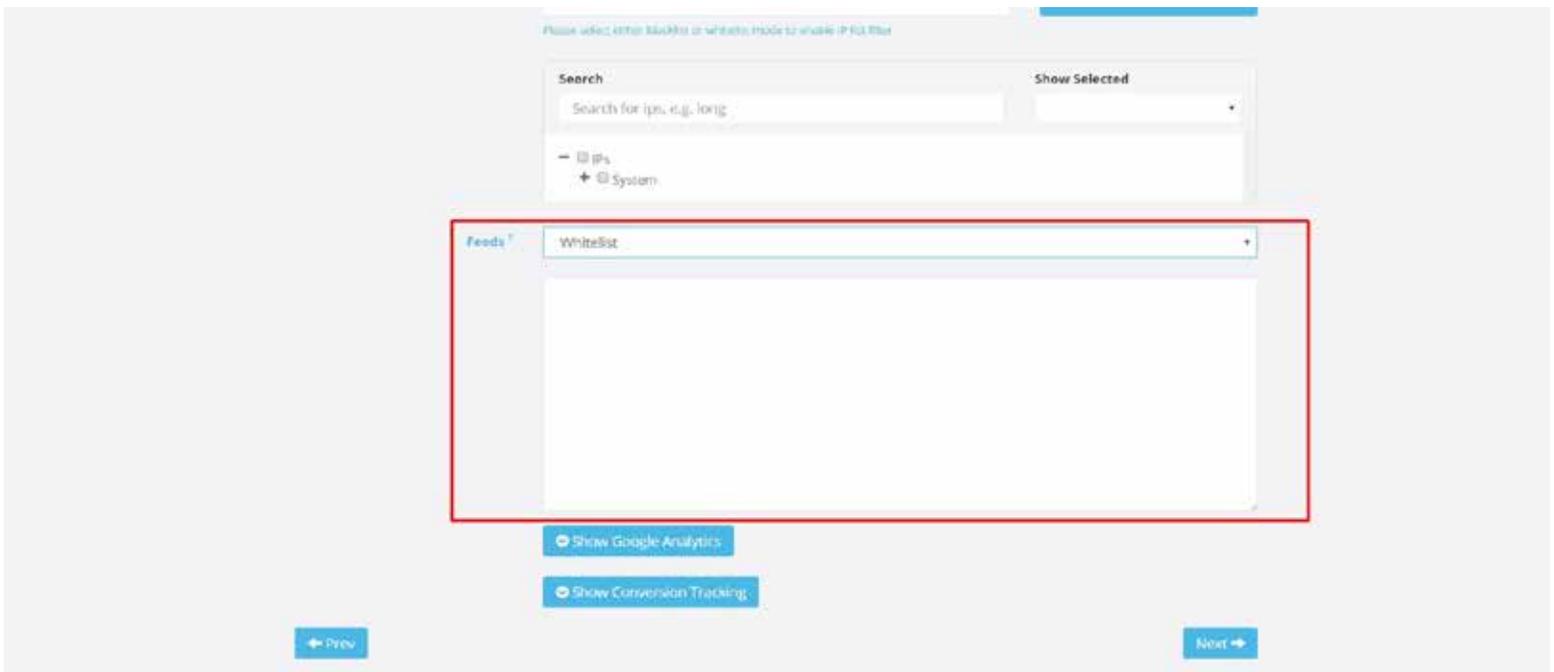
New Campaign setup

1. Domain & IP targeting



- you can target white list and black list of Domains and IP's
 - you can add list manually or upload using CSV file
- *Please note that using this option can cause drop in traffic volume**

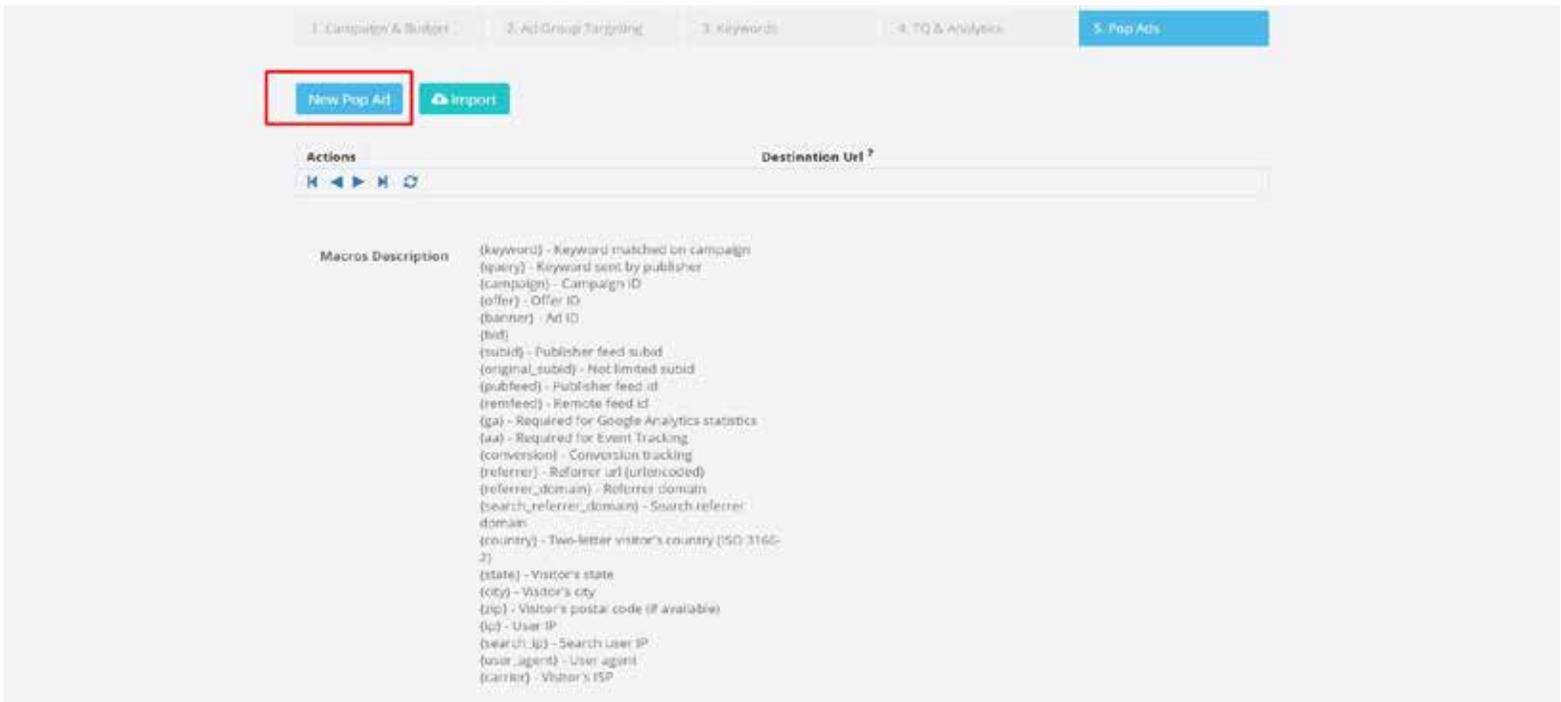
2. Feeds and subid Targeting



- Feeds option allow you to whitelist and blacklist feeds and sites based on campaign results
 - in order to use this option you can go to reporting and see reports by feeds and subid
- *it is recommended to use this option only after running the campaign and see the results**

New Campaign setup

1. Adding Creative (pop under ad)

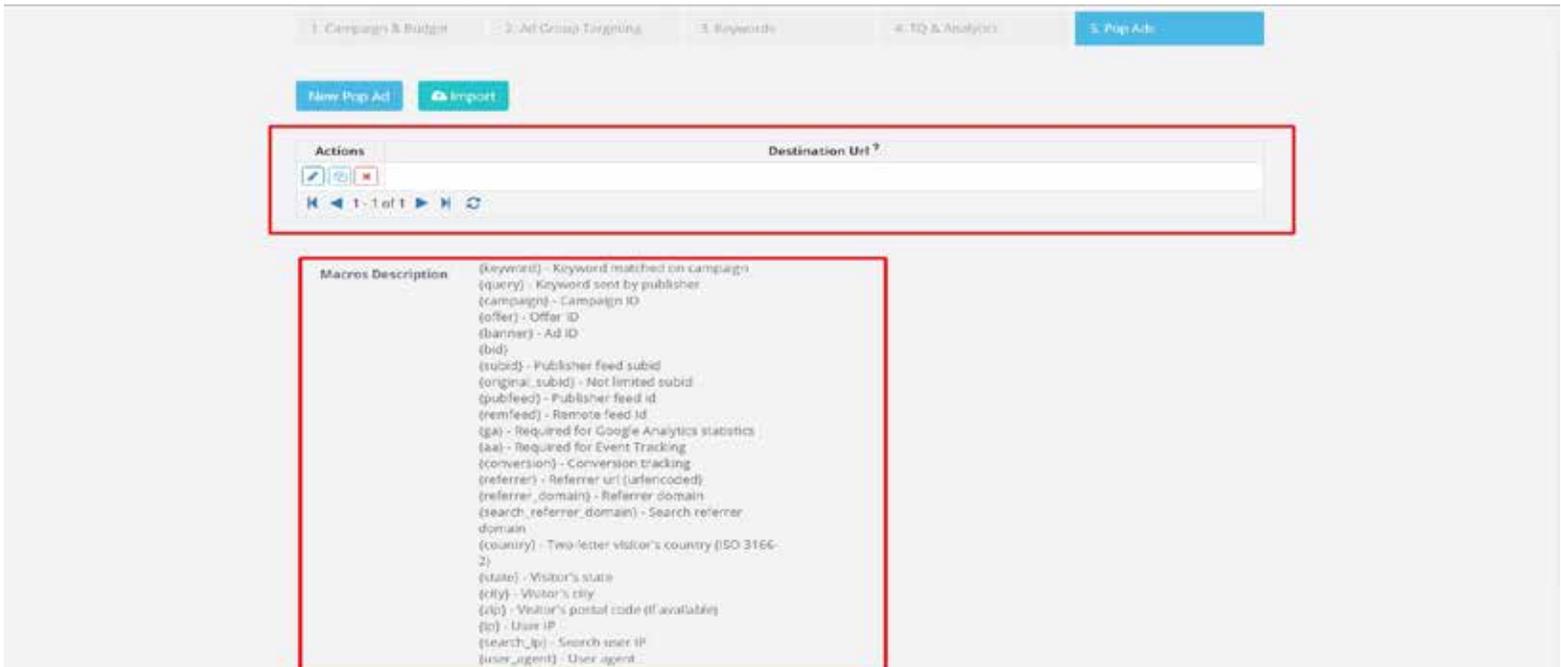


The screenshot shows the AdLand interface with five tabs: 1. Campaign & Budget, 2. Ad Group Targeting, 3. Keywords, 4. TQ & Analytics, and 5. Pop Ads. The 'New Pop Ad' button is highlighted with a red box. Below the buttons, there is a 'Destination Url' field and a list of macros for targeting.

Macros Description	(keyword) - Keyword matched on campaign
(query) - Keyword sent by publisher	
(campaign) - Campaign ID	
(offer) - Offer ID	
(banner) - Ad ID	
(bid)	
(subid) - Publisher feed subid	
(original_subid) - Not limited 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	
(search_referrer_domain) - Search referrer domain	
(country) - Two-letter visitor's country (ISO 3166-2)	
(state) - Visitor's state	
(city) - Visitor's city	
(zip) - Visitor's postal code (if available)	
(ip) - User IP	
(search_ip) - Search user IP	
(user_agent) - User agent	
(carrier) - Visitor's ISP	

- Click on the blue button - New Pop Ad to create a pop under ad

2. Feeds and subid Targeting



The screenshot shows the AdLand interface with the same five tabs. The 'Destination Url' field and the macros list are highlighted with red boxes. The 'Destination Url' field contains a redacted URL. The macros list is the same as in the previous screenshot.

- Add your destination URL on the white box
- for optimization you can add to your link (on the relevant spot) one of the macros from the list
- In order to get the pubID please use both macros: {pubfeed} and {subid} this will let you optimize both by feed and pubID, in order to white/black list you will need to add both numbers on the feeds settings at the campaign. example: 898333.787833

