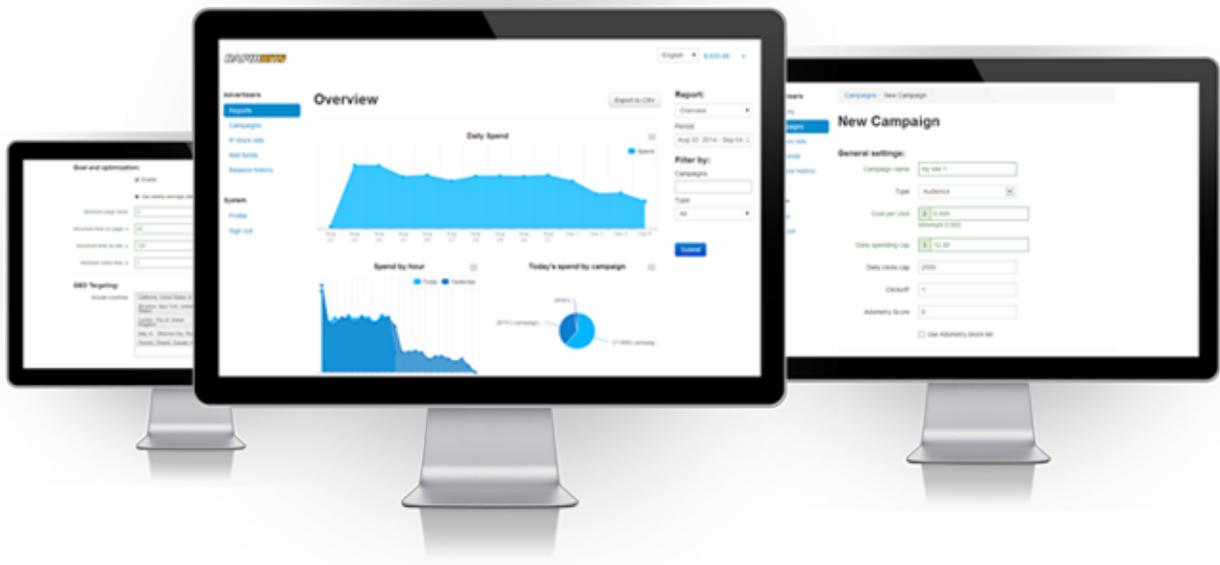


# RapidHits

## PPC TRAFFIC PLATFORM



# Campaign Setup Guide

# General Settings

1 Campaign name	<input type="text"/>
2 Type	<input type="text" value="Audience"/>
3 Campaign preset	<input type="text"/>
4 Cost per click	<input type="text" value="\$ 0.01"/>
5 Daily spending cap	<input type="text" value="\$ 30.00"/>
6 Daily clicks cap	<input type="text" value="3000"/>
7 Clicks/IP	<input type="text" value="1"/>

1. **Campaign name** - type in your campaign name.

2. **Type** - select traffic type.

**A. Audience** - uses daily updated IAS (Integral Ad Science) block lists to ensure high traffic quality. You can specify maximum suspicious clicks rate (20% by default).

**Tip:** To get suspicious clicks rate lower than 20%, consider **IAS Firewall Audience** traffic type.

**B. IAS Firewall Audience** - unlike **Audience**, scores each click in real time. Average suspicious clicks rate is about 5%.

3. **Campaign preset** - select a campaign preset if available. If no preset is available, you can leave this box blank. You will save a lot of time later setting up campaigns with same bid/GEO/sources settings using presets.

**4. Cost per click** - specify cost per click.

**Tip:** Better traffic sources require higher bid. Consider increasing bid to get more clicks.

**5. Daily spending cap** - specify your daily budget.

**6. Daily clicks cap** - specify your daily clicks cap.

**Tip:** Apart from increasing bid, you can increase daily clicks/spending cap if you are not getting enough clicks. Our system will show your ad more often which will result in more clicks on your ad.

**7. Clicks/IP** - specify the number of clicks from 1 IP in 24 hours.

**Tip:** Apart from increasing bid and daily clicks/spending cap, you can set more than 1 Click/IP if you are getting low click volume. **This is one of the most effective ways to increase clicks on your ad if you don't want to increase the bid.** However, this may cause less unique visits.

# IAS Settings

Enable Integral Ad Science

**1** Maximum suspicious auctions rate

% 20

**2** IAS Data

Weekly average

**3** Minimum sample size

10 000

**4**  Enable campaign budget

Total budget

\$

Spent

\$ 0

**5**  Enable flight dates

Start date

🕒

End date

🕒

**6** Clicks/source:

0 Total

**Integral Ad Science is a global media valuation platform that enables digital buyers and sellers to assess the value of every ad opportunity across channels and screens, and make informed decisions that maximize ROI. We utilize their tools such as IAS Firewall (Realtime Browser API) and block lists**

to ensure our customers get only brand safe high quality traffic. You can learn more about IAS at <http://integralads.com/>

**Note 1:** If the **Enable Integral Ad Science** check box is not selected, you need to select it to ensure high traffic quality.

**Note 2:** If you selected **IAS Firewall Audience** from Type list, **Enable Integral Ad Science** won't be available. That's because IAS Firewall Audience scores each click in real time and doesn't require any additional setup.

**1. Maximum suspicious auctions rate** - specify maximum suspicious auctions rate. For example, if you set 20% maximum suspicious auctions rate, then you'll be getting clicks from the sources that have no less than 80% unsuspecting auctions.

**Tip 1:** The default value of 20% is fine; you shouldn't increase or decrease it. If are not getting enough clicks, you might want to consider increasing this value (for example, from 20% to 30%). However, this may cause increased number of suspicious clicks.

**Tip 2:** To get suspicious auctions rate lower than 20%, consider **IAS Firewall Audience** traffic type.

**2. IAS Data** - select block lists update frequency.

**Tip:** The default value of weekly average is fine; you shouldn't change it.

**Note:** Setting higher update frequency (daily instead of weekly) may cause low click volume if your bid is not high enough.

**3. Minimum sample size** - specify minimum sample source size.

**Tip:** The default value of 10,000 is fine; you shouldn't change it.

**Note:** Setting larger sample size (100,000) may cause low click volume if your bid is not high enough.

4. **Enable campaign budget** - specify your campaign budget. Once it is exhausted, the campaign will stop automatically.
5. **Enable flight dates** - specify the start and end dates for your campaign.
6. **Clicks / source** - set the number of clicks you want to get per source.

**Tip 1:** The default value of 0 which means unlimited number of clicks is fine; you shouldn't change it.

**Tip 2:** If you set up a test campaign, you may want to set a limited number of clicks per source. This way you can get as many sources tested as possible. We usually recommend setting 100-150 clicks for testing purposes. Don't forget to set it 0 again once the test is over.

# Apply Network Estimates

## Goal and optimization:

Enable

Apply Network estimates  Link Google Analytics property

1 Minimum page views

2 Minimum time on page, s

3 Minimum time on site, s

4 Minimum video time, s

5 Video starts, %

**Specify your KPIs here. We have a vast amount of historical performance data from every traffic source within our network and can dial in traffic to meet any required page views, time on site or time on page metric.**

**Note:** Make sure that the **Enable** check box is selected.

- 1. Minimum page views** - specify the minimum number of pages you want your PPC-driven visitor to view on your website. All the sources that have lower number of pages views per visitor will be blacklisted.
- 2. Minimum time on page** - specify the minimum amount of time you want your PPC-driven visitor to spend on a page. All the sources that have lower time on page will be blacklisted.
- 3. Minimum time on site** - specify the minimum amount of time you want your PPC-driven visitor to spend on your website . All the sources that have lower time on site will be blacklisted.

**Tip 1:** You don't have to fill in all the boxes. For example, if page views per visitor is your goal, then you can type in the value in the **Minimum page views**

box and leave other boxes blank.

**Tip 2:** We recommend starting with 2 in the **Minimum page views** box and 45 in the **Minimum time on page** box. This is a good starting point for a campaign. You can fine tune the campaign later if you want to.

**Note:** Typing extreme values (more than 5) in the **Minimum page views** box may cause low click volume. We also recommend typing in no more than 60 in the **Minimum time on page** box.

**4. Minimum video time** - specify minimum video time.

**Note:** This is for pre-roll ads only. If you don't have any pre-roll ads on your website, you shouldn't enter any value here.

**5. Minimum video starts** - specify minimum number of video starts.

**Note 1:** This is for pre-roll ads only. If you don't have any pre-roll ads on your website, you shouldn't enter any value here.

**Note 2:** We strongly recommend manually blacklisting sources to get as many video ad starts as possible.

# Link Google Analytics property

## Goal and optimization:

Enable

Apply Network estimates  Link Google Analytics property

Click Connect to link your GA account to the campaign. You have to use utm\_{#source\_id#} in the click URL to enable optimization.

Connect

1 Minimum page views

2 Minimum time on page, s

3 Minimum time on site, s

4 GA events

5 Event targeting

6 Value

 %

7 Event label condition

8 Event label

9 Source ID:

10 Filter by: [Add](#) | [Remove](#)

You can connect your Google Analytics property and collect data on each source performance directly from your Google Analytics instead of using Apply Network estimates. It means better precision in terms of page views, time on site and and time on page metrics. This way you can get more clicks on your ads for a bargain price.

Before you begin, you need to set up your landing URL correctly. All you have to do is to append the `utm_source={#source_id#}` tag like it is done in the example below:

`http://domain.com/?utm_source={#source_id#}`

You can use additional UTM tags like `utm_medium` and `utm_campaign`, but make sure that you added `utm_source={#source_id#}` to your landing URL.

1. **Minimum page views** - specify the minimum number of pages you want your PPC-driven visitor to view on your website. All the sources that have lower number of pages views per visitor will be blacklisted.
2. **Minimum time on page** -specify the minimum amount of time you want your PPC-driven visitor to spend on a page. All the sources that have lower time on page will be blacklisted.
3. **Minimum time on site** - specify the minimum amount of time you want your PPC-driven visitor to spend on your website . All the sources that have lower time on site will be blacklisted.

**Tip 1:** You don't have to fill in all the boxes. For example, if page views per visitor is your goal, then you can type in the value in the **Minimum page views** box and leave other boxes blank.

**Tip 2:** We recommend starting with 2 in the **Minimum page views** box and 45 in the **Minimum time on page** box. This is a good starting point for a campaign. You can fine tune the campaign later if you want to.

**Note 1:** If your primary goal is to increase your website page views, time on page or time on site metrics, then filling in the boxes above is enough. You don't have to type in anything in the boxes below the **Minimum time on site** box.

**Note 2:** Typing extreme values (more than 5) in the **Minimum page views** box may cause low click volume. We also recommend typing in no more than 60 in the **Minimum time on page** box.

4. **GA Events** - select a GA event you consider a conversion on your website. If you don't see any items in the list, then there are no GA events set up in your Google Analytics.
5. **Event targeting** - select **Event rate / source**.
6. **Value** - specify the value for the GA event. For example, if your goal is 100% video ad views per source, then you need to type in 100% in this box.

**Note:** Setting extreme values (more than 100%) in the Value box may cause low click volume. We recommend setting the value between 50% and 100% here.

7. **Event label condition** - the usage of **Event label condition** is beyond the scope of this manual. Please contact your account manager for more information. This box is completely optional and you don't have to fill it in.
8. **Event label** - the usage of **Event label** is beyond the scope of this manual. Please contact your account manager for more information. This box is completely optional and you don't have to fill it in.
9. **Source ID** - if you want to append **{#source\_id#}** to the **utm\_medium** or **utm\_campaign** tag instead of **utm\_source** tag, our system can still collect data from your Google Analytics property. You need to select corresponding item from the **Source ID** list to do this. For example, if your landing URL is like in the example below:

http://domain.com/?utm\_medium={#source\_id#}  
you need to select **utm\_medium** from the list.

As long as you appended **utm\_source={#source\_id#}** to your landing URL, you don't have to select anything from this list.

- 10. Filter by** - if you have more than one traffic vendor, you can specify which UTM tag you use to track each of them. Please contact your account manager for more information.

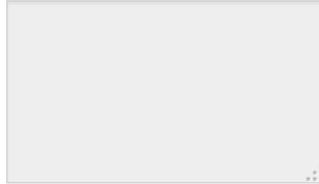
# Sources settings

## Source Targeting:

Enable whitelist

For advanced users only. May cause low traffic volume

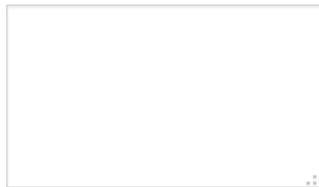
**1** Whitelist sources

A large, empty rectangular input field with a light gray background and a thin border. A small grid of dots is visible in the bottom right corner.

**2** Blacklist sources

A large, empty rectangular input field with a white background and a thin border. A small grid of dots is visible in the bottom right corner.

**3** Forced sources

A large, empty rectangular input field with a white background and a thin border. A small grid of dots is visible in the bottom right corner.

You'll get traffic from these sources even if they don't match IAS and GA parameters selected in the campaign.

**Each traffic source within our network has a unique subID which you can track in your Google Analytics by appending `?utm_source={#source_id#}` to your landing URL. Once you know the source subID, you can blacklist or whitelist it.**

**If you decide to whitelist sources, you add source subID that has high page views/time on site/time on page metrics to the Whitelist sources box. However, it may cause low click volume over time. Alternatively, you can blacklist sources that perform poorly.**

**We generally recommend blacklisting badly performing sources - this way you can gradually optimize your campaign until it hits the goals you set.**

1. **Whitelist sources** - type in the subIDs you want to whitelist.
2. **Blacklist sources** - type in the subIDs you want to blacklist.
3. **Forced sources** - type in the subIDs you want to whitelist even if it doesn't match IAS and GA parameters you selected.

**Warning:** typing in subIDs in the **Forced sources** box may cause suspicious auctions score to increase dramatically over time.

# IP block lists and day parting settings

## IPs Blocklist:

1 Select blocklists

## 2 Day parting:

<input checked="" type="checkbox"/> Su	<input checked="" type="checkbox"/> Mo	<input checked="" type="checkbox"/> Tu	<input checked="" type="checkbox"/> We	<input checked="" type="checkbox"/> Th	<input checked="" type="checkbox"/> Fr	<input checked="" type="checkbox"/> Sa
00 <sup>00</sup> - 24 <sup>00</sup>						
<input type="button" value="New"/>						

1. **Select block lists** - if you have a list of the IPs you want to black list, you can organize them in a text file and then upload them on the **IP block lists** page. Then you can select the IP block list you uploaded from **Select blocklists**.
2. **Day parting** - specify certain hours and/or days of the week when you want yourads to show.

# Creative settings

## Creative:

1 Title  
0 of 64

Example: Looking for best {#keyword#} in {#country#}?

2 Description  
0 of 256

Example: Get the best {#keyword#} here!

3 URL  
0 of 64

Example: domain.com

4 Click URL

Check click URL

Example: `http://domain.com/?utm_source={#source_id#}&utm_medium=cpc&utm_campaign=reachnetwork`

Estimates:

Estimate

Create a campaign

Cancel

1. **Title** - type in the title of your ad.
2. **Description** - type in the description of your ad.
3. **URL** - type in the URL as you want it to appear on the ad.
4. **Click URL** - type in your landing URL. You can add **UTM tags** as in the example below to track the performance of your campaign with the services like Google Analytics.

**Check click URL** - the default value is fine; you shouldn't clear this check box unless you get the '**Click URL is wrong!**' error.

5. Finally, click **Create** to create a campaign.