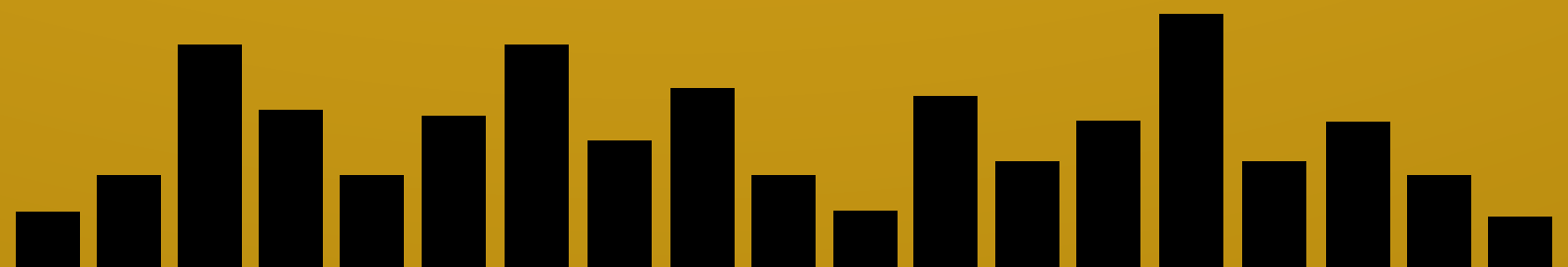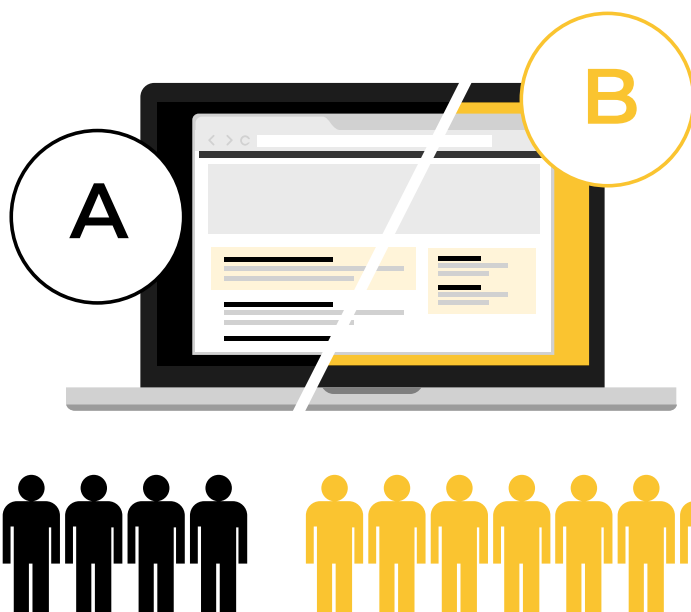# RapidHits

The Step-by-step Guide
for a
Successful Campaign

The following guide explains how to achieve and maximize conversions with Push Notifications, Display and Native advertising campaigns.

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1. Creative A/B Testing

Upload multiple creatives and identify which ones are getting more clicks.
a) Check Campaign IDs.
b) Go to Reports > Segments > Creative ID.

Segment ▾	Impressions	Visits	Cost per visit	Conversion rate	Conversions	Revenue	Cost per conversion	Spend
1962674	417,146	10,695	$0.0293	14.057 %	1,703	$150.970	$0.095	$50.024
1962583	219,520	3,156	$0.0196	8.277 %	453	$121.371	$0.046	$61.496
1962577	183,031	1,974	$0.0410	12.641 %	72	$89.192	$0.082	$40.974
1962543	93,220	784	$0.0155	9.983 %	44	$94.596	$0.023	$33.035
1962542	274,915	1,623	$0.0139	10.544 %	136	$177.631	$0.087	$74.869
1962538	177,983	1,487	$0.0078	6.283 %	207	$451.749	$0.059	$114.848
1962534	255,688	2,933	$0.0362	4.735 %	198	$56.968	$0.096	$86.055
1962530	373,145	8,952	$0.0084	11.862 %	2,471	$307.523	$0.047	$120.115
Total / Average	**3,548,547**	**47,108**	**$0.0119**	**8.912 %**	**3,290**	**$1.177**	**$0.095**	**$673.514**

This will help you to see which creatives are getting more clicks and conversions. In order to save money and achieve more conversions, you should delete the low clicks creatives and leave only the best ones.

Hint: You can duplicate creatives with one click: 📄

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2. Conversion Tracking Integration

Our advertising platform supports 3 different ways to track the leads. The most famous tracking method that affiliate programs support is Postback request tracking.

Converstion tracking is a mandatory in order to identify the sources (websites or apps) from where the conversions are coming from.

Postback is mostly used for affiliate programs and Image/Pixel trackers are used for website owners, you should add them in the confirmation page (after sign up or sale).

Hint: Check the integration guidance of our supported Conversion Trackers ⧉ and Affiliate Networks. ⧉

3. Target the Right Audience

After you will complete the Conversion tracking integration, you can go in the Reports > Segments > Side ID and check from which sources the conversions are made.

Segment ▾	Impressions	Visits	Cost per visit	Conversion rate	Conversions	Revenue	Cost per conversion	Spend
ffffff9fb9454fc8c1f7084b1a540c9f	31,521	1,770	$0.0129	0.079 %	45	$118.234	$0.091	$45.925
fffa9b5f45c3660604de820af06ab207	79,345	3,086	$0.0082	0.082 %	282	$174.817	$0.078	$90.730
fff8cf850c6fea9a03e81b569d07a08f	26,672	455	$0.0141	0.051 %	19	$45.933	$0.083	$19.563
fff882133a7bf6a03458691e41ba5950	47,394	782	$0.0244	0.053 %	26	$74.911	$0.059	$32.481
fff77560eaf6aaeb69d68c09c6f186e9	116,935	4,229	$0.0173	0.098 %	433	$162.895	$0.076	$89.859
ffda756666362574202a1f08aa2c64ed	125,189	5914	$0.0280	0.037 %	602	$309.866	$0.035	$124.020
ffd9978497795649dfebb765712fc6fa	43,481	746	$0.0122	0.094 %	31	$102.498	$0.078	$56.394
Total / Average	**1,811,893**	**28,719**	**$0.0134**	**0.077 %**	**14,108**	**$1,095.00**	**$0.081**	**$683.030**

Copy paste the Site IDs in the Source Targeting of your campaign (whitelisting).

Sources targeting	☑ Enable
Select type of source	⦿ White ◯ Black
Source whitelist	ff278661ab0861d96f6419b4d25dc5b0 fee3b4d5ea1b573229504071ccc48968 fe811da00c316c0836062ef544c19a70 fe5ed2eb3473079732a6145a903d293b ff8f54289267abcdaa9a8ef90f91af22

Hint: You will need to have 2 campaigns for each advertising goal. The first one will search for new conversion sources and second campaign will target and run traffic only from these conversion sources.

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Do you have any question?
We will be glad to assist you!

Help Center
www.rapidhits.net/help ⤴

Open a Ticket
support@rapidhits.net ⤴