

RapidHits

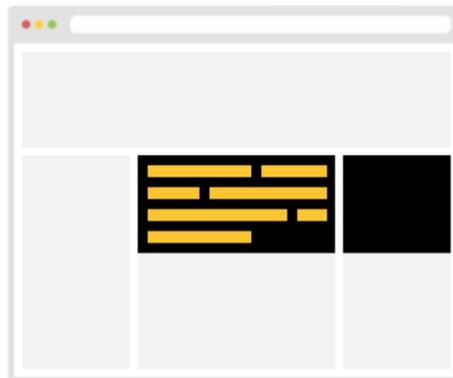
Native campaign setup guide

Intro: Native advertising is a type of disguised advertising, usually online, that matches the form and function of the platform upon which it appears. It offers high level of reader attention. It is created for paid promotion of a brand on a media site, which includes editorial content such as a blog post or article.

Why choose Native?

- Native ads receive more attention than banner ads
- Descriptive headlines/texts can improve brand perception
- Possibility to add brand logo and image to your ads
- Less intrusive than traditional display ad

Select the option below in order to create **Native** campaign:



[Get Native Traffic](#)

Basic Settings

Back

New campaign

Destination URL*

https://rapidhits.net

Add Google Analytics tracking code

[Please click here to see available macros](#)

Generate from URL

Call to action

Learn more

Ad preview



RapidHits - Buy Targeted Visitors - Cheap Website Traffic

Sponsored

RapidHits - Buy Traffic | Cheap Website Visitors



RapidHits offers 100% real visitors which will not only increase your traffic, but also improve exposure and sales. Buy targeted traffic from \$0.0005 per visitor!

Add another ad

Add multiple ads

1. Enter the **Destination URL** of the website you want to advertise.
2. Add **Google Analytics tracking code** if you would like to track sources, domain or medium.
3. Click to check available macros.
4. Select **Call to action** (Goal of your creative)
5. Add your **Brand Name** and **Logo**
6. Enter **Headline**
7. Provide an **Image** you would like to advertise
8. Write your ad/product **Description**.

9. Enter your **Domain name**
10. Click “**Add multiple ads**” if you would like to have several creatives set at the same time under one campaign
11. Click “**Add another ad**” if you would like to have one more creative set at the same time under one campaign
12. Select your **Tracking type**.

Please select one of the following options:

- Pixel
- Image
- Postback request

Tracking type None Pixel Image Postback request

Conversion value

Copy and paste this code into your conversion page.
Make sure it is inside the BODY element:

```
<script src="//rtb.adx1.com/pixels/pixel.js?
id=123516&event=conversion&value=0"></script>
```

Follow the instructions written for each selected choice.

Note: Postback URL allows you to send the information about conversions to the Rapidhits reports. This way you can track ROI on the reports page and optimize campaigns to achieve better results.

You can access Postback URL on the campaign set up page. It will look like this:

http://rtb.adx1.com/log?action=conversion&key={click_id}&price=return_value_USD

Please replace the "return_value_USD" to whatever value you want to use as a conversion price. This will later be reflected in the reports.

You can find more information regarding postback and how to use it here:

<https://www.quora.com/What-is-a-Postback-URL>

13. Set **Max. CPM**, \$ (Minimum is 0.1\$)
14. Enter your campaign **Budget**. Please note, min daily budget - 5\$. You can set unlimited budget or daily spend.
15. Select “**Run my campaign continuously starting today**” or set a “**start and end date**”

Start date* 24.09.2017 00:00

End date* 24.10.2017 00:00 No end date

16. Enable **Geo targeting** and selected required country and **DMA region** if needed
17. Enter your **Campaign Name**
18. Select **Campaign Category** from the list

Campaign category* Advertising

Estimate

Vintage Cars

Wagon

Advertising

Agriculture

Biotech/Biomedical

Business Software

Construction

Forestry

Government*

Note: Please take into consideration * - **prohibited or restricted content**

Click **Create a campaign** to create a new campaign. You can also enable additional settings by clicking **Advanced settings**.

Advanced Settings

19. Select **Supply partners** from the list or run your campaign on all sources

20. Choose **Inventory type**, either **web** or **in-app**

Supply partners	<input type="checkbox"/> Run on all sources Clear all
	<input type="checkbox"/> AdsKeeper
	<input checked="" type="checkbox"/> Avocarrot
	<input checked="" type="checkbox"/> BizzClickNative
	<input type="checkbox"/> Clickky
	<input checked="" type="checkbox"/> Content.ad
	<input checked="" type="checkbox"/> Disqus
	<input type="checkbox"/> Google DoubleClick Europe
	<input type="checkbox"/> Google DoubleClick US East
	<input checked="" type="checkbox"/> Google DoubleClick US West
	<input type="checkbox"/> MoPub Display
	<input checked="" type="checkbox"/> NativeAds
	<input checked="" type="checkbox"/> Polymorph
	<input checked="" type="checkbox"/> PPC.buzz Native
	<input checked="" type="checkbox"/> PubNative
	<input checked="" type="checkbox"/> SmartyAds Native
	<input checked="" type="checkbox"/> The Agency/ AdMedia Native
Inventory type	<input checked="" type="checkbox"/> Web <input checked="" type="checkbox"/> In-app

NOTE: When the admin approves your creatives on a limited list of supply sources due to the sensitive content of the creative/landing page, we kindly ask you not to change the list of supply sources. If you want your campaign running on all sources, please change the creative.

21. Select **Optimization rules** in order to set rules for filtering out sources that do not match your requirements and targeting only good performing ones.

Optimization rules allow to automatically optimize your campaign based on the rules you enter. How to use:

For [select targeting option: site_id, pub_id, domain, placement] **if** [select metric: impressions, accepted_clicks, conversions, cpc, cpa, media_cost, roi] [select operator: <, >, ==] [input: int] **in** [select: last day, last 7 days, last 30 days, week] **then** [blacklist / whitelist]

Example:

For site_id if cpa > 3 and impressions > 1000 in last 3 days then blacklist

For site_id if cpa > 1.5 and accepted_clicks > 100 in week then blacklist

22. Select **Source Sampling** checkbox in order to test as many traffic sources as possible (We recommend to select about 200-300 clicks/source per either publisher's ID, site ID, domain, etc.). This will help to test as many sources as possible, and target the best performing ones.
23. Enabled **Impressions cap** to choose the number of times your ad appears to the same visitor.

Source sampling No frequency cap per source

Impressions per source per per

Impressions No impressions cap

Impressions per user per

22. Select the **Technology targeting** checkbox if you want to target or exclude specific OSes, Devices, Browsers or Connection types.

Technology targeting Enable Technology targeting

Available technologies

Search

Name		Name	
+ OS		Included	
- Device		Device / Mobile	x
Computer	Include Exclude	Browser / Chrome	x
Other	Include Exclude	Connection Type / Cellular Network - 3G	x
Tablet	Include Exclude	Excluded	
+ Browser		Browser / IE / Edge	x
- Connection Type		Connection Type / WIFI	x
Unknown	Include Exclude		
Ethernet	Include Exclude		
Cellular Network - Unknown Generation	Include Exclude		
Cellular Network - 2G	Include Exclude		
Cellular Network - 4G	Include Exclude		

25. Select the **Timetable** checkbox if you need to specify certain hours or days when you want your ad to show.

26. Select the **Sources and Domains whitelist/blacklist** checkbox if you want to add specific sources or domains to the sources whitelist/blacklist. To track those you need to use certain macros mentioned above.

27. Select the **IP whitelist/blacklist** checkbox if you want to add specific domains to the IP whitelist/blacklist.

28. Select **Contextual segments & filters** checkbox if you are looking to enable such traffic security filters as Forensiq, Integral Ad Science or advanced in-house filtering (IP based fraud protection)

Contextual segments & filters Enable Contextual segments & filters

Available segments

Search by name

Name	CPM	Name	CPM
- Forensiq		Included <input checked="" type="radio"/> Or <input type="radio"/> And	
- Risk Score		Forensiq / Risk Score / Target only Non-Suspect users (Forensiq Risk Score < 64)	0.10 x
Target Non-Suspect and Suspect users (Forensiq Risk Score < 80)	0.10 +Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude proxies & anonymizers	0.00 x
Target Non-Suspect, Suspect and High-Risk users (Forensiq Risk Score < 100)	0.10 +Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude known malicious bots	0.00 x
- In-house Fraud Protection Solutions		Integral Ad Science (US Desktop Only) / Media Quality / Exclude pages which Integral Ad Science has rated as HIGH or MODERATE RISK for Suspicious Activity	0.10 x
+ IP Based Fraud Protection		Total contextual cost	0.20
- Integral Ad Science (US Desktop Only)			
+ Viewability			
+ Media Quality			
+ Brand Safety			

Note: there are 3 levels of quality within Forensiq and 4 filterings within IAS (Media Quality, Brand Safety, Viewability, IAB Contextual Segments), the cost of which is 0.10 CPM. However, you may select several IAS filtering levels and the cost still will be 0.10 CPM. The same with Forensiq. But IAS and Forensiq filterings costs will be summed up (0.20 CPM). Platform in-house filtering available for free.

29. **User segments** from the available options

After creating Native ad campaign and uploading creative, it takes up to 24 hours for us to approve it. Note that your creative will be approved only if it has a safe content. (We do not allow adult-oriented or age-restricted products or services without applicable or required age-verification services; promote illegal pornography, hate, violence, or vulgarity related or other “undesirable” subjects or activities)

Please take into consideration that we are approving your creative after you set up a campaign and after any change you make to a creative. It is required due to our security reasons. So you may either contact our account managers, or please wait up to 24 hours, and your Creative will be approved.

For additional information or questions, please contact us at support@rapidhits.net