

Campaign types

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Create an Exposure Optimized campaign

Prerequisites

Exposure optimized campaigns are one of the easiest to setup, only require a Click URL to be provided for the basic setup.

Once you're ready you can proceed to:

- [Basic setup](#)
- [Creatives](#)
- [Targeting](#)
- [Additional options](#)

Create a Reach Optimized campaign

Prerequisites

Reach optimized campaigns are one of the easiest to setup, only require a Click URL to be provided for the basic setup.

Once you're ready you can proceed to:

- [Basic setup](#)
- [Creatives](#)
- [Targeting](#)
- [Additional options](#)

Create a Landing page traffic campaign

Prerequisites

It is highly recommended to setup general tracking using pixel to maximize the performance of this type of campaign. This will allow the system to optimize for better engagement with your site, as well as reduce accidental clicks on banners.

[Set up tracking pixel](#)

Once you're ready you can proceed to:

- [Basic setup](#)
- [Creatives](#)
- [Targeting](#)
- [Additional options](#)

Create a URL based campaign

Prerequisites

It is required to set up tracking for this kind of campaigns. The system uses the URL or it's parts to understand conversions and optimize towards traffic that is more inclined to produce such URLs.

Make sure the URL always signifies a conversion.

Good examples are "/thank-you" URLs after registrations or "/confirm" pages after order is placed. If a user registers and then goes to the main page, the main page URL should not be used as a conversion url for registration, because it also happens when users log in into the system.

Once you're ready you can proceed to:

- [Basic setup](#)
- [Creatives](#)
- [Targeting](#)
- [Additional options](#)

Create a web event based campaign

Create an App Consideration campaign

Create an app event based campaign