

Campaigns

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Creating a Campaign

Before you begin, it is essential to understand the goals and main KPIs of the campaign that is to be launched.

Campaign types

Intent.ai platform supports 7 types of goals, grouped into 3 groups:

Brand awareness

Brand awareness campaigns aim to increase recognition and visibility of a brand among target audiences through strategic marketing and advertising efforts.

Exposure optimized

Optimizing for lowest CPM and highest number of impressions.

[How to create.](#)

Reach optimized

Optimizing for highest number of people being exposed to your creatives.

[How to create.](#)

Consideration

Consideration campaigns are designed to engage potential customers by highlighting the benefits and features of a product or service, encouraging them to evaluate and consider it for future purchase.

Landing Page traffic

Brings higher engagement to your site.

[How to create.](#)

App Install optimized

Optimizes for your app installs.

[How to create.](#)

Conversion

Conversion campaigns focus on driving specific customer actions, such as making a purchase or signing up for a service, by using targeted messaging and incentives to encourage immediate decision-making.

URL based

Optimizes conversions that are possible to track using URLs.

[How to create.](#)

Web event based

Optimizes for conversions based on events sent through web.

[How to create.](#)

App event based

Optimizes for conversions based on events sent through app.

[How to create.](#)

Campaign types

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 engegement 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](#)

Campaign types

Create a web event based campaign

Campaign types

Create an App Consideration campaign

Campaign types

Create an app event based campaign

The gauge

The gauge shows the number of available impressions and users in the market. It also has an indicator that helps to understand if the available traffic is balanced with the daily budget.

It is not the number of predicted impressions or reach

Here are the factors that the gauge takes into account.

Targeting

Choosing age, gender, interests and apps/sites use will affect the gauge.

Creatives

Depending on the advertisement materials (their type or size), the gauge is being recalculated, to provide with more precise estimation on the available traffic.

Placement

Inclusion or exclusion of such placement parameters as categories, individual apps/sites, device os, content language and environment are considered when calculating the gauge values.

Daily budget

Daily budget is being taken into account together with average CPM for the predicted market, to understand the balance.

Campaign setup:

Basics

This section contains basic required specification for a campaign:

Campaign name

The name of the campaign to be launched, will be used in the reporting and attribution. Some systems may experience issues with campaign names that contain space () symbol in the name, others may face issues with case-sensitivity.

Start date

The date the campaign will start running. If set immediately, the campaign will start to run as soon as it passes moderation steps. The date indicated is inclusive.

Start date cannot be modified after launching a campaign.

End date

The date the campaign will end.

Attribution

This section controls the attributions settings and integration options with analytics systems on the landing page. There are specific Macros that are needed to be placed in curly brackets to be substituted with real values, please check the reference table.

| Macro | Description |
|----------|--|
| CLICK_ID | The id of the click, can be used to return in the Postback |

| Macro | Description |
|---------------|--|
| CAMPAIGN_NAME | The name of the campaign |
| BANNER_SIZE | The size of the banner clicked |
| ANONYMOUS_ID | Anonymous, consistent, unique ID of the person that clicked. |

Campaign setup:

Targeting

The targeting section outlines strategies for reaching specific audience segments through demographic, geographic and behavioral criteria to maximize campaign effectiveness.

It is recommended to leave the Smart Targeting setting on

Apps and websites

Targeting by apps and websites allows advertisers to reach users based on the specific platforms they use. This includes the ability to include, exclude and narrow the targeting to the users that use selected apps and websites to ensure ads are shown only to users who meet all specified conditions.

Interests

Targeting by interests allows advertisers to reach users based on their specific hobbies, preferences, and activities. This involves analyzing user behavior and engagement to include those with relevant interests, exclude those with unrelated interests, and narrow targeting by combining multiple interest categories to pinpoint the most relevant audience segments.

Gender and Age

Targeting by gender and age enables advertisers to reach specific demographic segments by including users of a particular gender and age range, excluding those outside these parameters, and narrowing the audience by combining gender and age criteria to focus on the most relevant groups for the campaign.

Lookalikes

Targeting by lookalikes involves reaching new users who resemble your existing audience, with three levels of similarity: none (broadest reach, least similarity), somewhat similar

(moderate reach, moderate similarity), and very similar (narrowest reach, highest similarity).

Auto Enhancement

Allows the system to be more flexible in finding the right audience based on the campaign goal.

It is recommended to leave this setting on

Campaign setup: Creatives

This section describes how to use the creatives in the campaigns.

Currently the following formats of creatives are supported.

Banners

The product supports the following 9 sizes.

Tip: Upload higher resolution (upscaled) copies of the creatives to increase the performance.

- 970 x 90 (up to 1940 x 180)
- 728 x 90 (up to 1456 x 270)
- 320 x 50 (up to 960 x 150)
- 300 x 250 (up to 900 x 750)
- 300 x 100 (up to 900 x 300)
- 250 x 250 (up to 750 x 750)
- 300 x 600 (up to 900 x 1800)
- 160 x 600 (up to 320 x 1200)
- 240 x 400 (up to 720 x 1200)

The size should not exceed 150kb.

320x50 banners have more traffic but it's lower performance.

The product supports 2 types of banners.

Image

Please note, 320x50 size is the most widely used, but it performs the worst, in most of the cases. Instead of standard sizes, it is recommended to upload upscaled sizes: For example, instead of 320x50, it is recommended to upload 640x100, so that the quality is improved.

It is also highly recommended to request working PSDs of creatives.

HTML

HTML banners should be compressed into a ZIP archive, it should contain an index.html file. We support the following. Please see example of what is needed to be requested

[240x400.zip](#).

Native

Native ads require the following images from the customer

- Logo (128x128)
- Landscape (627x1200)
- Square (600x600)

As well as, name, headline, description, CTA, Advertiser name.

Video

Video file, up to 15mb

300x250 JPG or PNG.
150k max file size.

Campaign setup: Additional settings

Frequency and Scheduling

Frequency and scheduling targeting involves controlling how often ads are shown to users and setting specific times or dates for ad delivery. This includes limiting the number of times an individual sees an ad (frequency capping) and scheduling ads to run during optimal times to maximize engagement and effectiveness.

Frequency

It is possible to control how many times a specific user should see the ad per day, week and month.

Scheduling

Set the campaign to run only for specific hours, to ensure that when it's not needed the campaign doesn't spend.

All times indicated are local to the user

Placements

Placement targeting allows advertisers to control where their ads appear, including the use of a whitelist of preferred publishers and a blacklist of excluded ones. This also involves selecting specific platforms, operating systems (OS), and publisher categories to ensure ads are shown in the most relevant and suitable environments.

1. **App/Site Categories:** Users can select broad categories such as "Entertainment," "News," or "Finance" to either block or allow. This helps tailor ad placements to the content that best aligns with the campaign's objectives, whether it's avoiding certain

genres or targeting specific content types.

2. **Specific Apps/Sites:** This input allows users to include or exclude particular apps or websites by name. It's useful for targeting high-performing platforms or avoiding those with low engagement or unsuitable content.
3. **Device OS:** Users can specify the operating systems (like iOS, Android, or Windows) on which their ads should or should not appear. This is particularly useful for campaigns tailored to specific device types or for excluding platforms that don't align with the target audience.
4. **Environment:** This input lets users choose between different environments, such as mobile apps, desktop websites, or connected TV. It ensures that ads are shown in the contexts that are most relevant to the campaign goals.
5. **Content Language:** By selecting specific content languages, users can control the linguistic context in which their ads appear. This is crucial for targeting audiences in specific regions or ensuring that ads are served in a language that resonates with the target audience.

These inputs, when combined, provide a robust mechanism for advertisers to fine-tune their ad placements, ensuring maximum relevance, brand safety, and campaign effectiveness.

Optimizing a campaign

Optimizing your advertising campaign involves continuous analysis and adjustments to improve performance, increase ROI, and achieve your marketing goals. This guide outlines key strategies for effective campaign optimization.

Key Optimization Strategies

1. Refine Targeting

- **Demographics:** Adjust age, gender
- **Interests and Behaviors:** Utilize data to fine-tune interest and behavior-based targeting.
- **Lookalike Audiences:** Expand or narrow lookalike audience criteria to reach users similar to your best customers.

2. Improve Ad Creatives

- **A/B Testing:** Run tests on different ad creatives to determine which visuals, headlines, and calls-to-action perform best.
- **Refresh Content:** Regularly update ad creatives to prevent ad fatigue and maintain user interest.
- **Personalization:** Tailor ad messages to specific audience segments for more relevant and engaging ads.

3. Optimize Bidding Strategies

- **Bid Adjustments:** Increase bids for high-performing segments and decrease for underperforming ones.
- **Automated Bidding:** Utilize automated bidding strategies offered by ad platforms to maximize conversions within your budget.
- **Dayparting:** Adjust bids based on time of day and day of the week to focus on peak performance times.

4. Enhance Landing Pages

- **Relevance:** Ensure landing pages are highly relevant to the ad content to maintain user interest and improve conversion rates.
- **Load Speed:** Optimize landing page load times to reduce bounce rates and improve user experience.

- **Clear CTAs:** Use clear and compelling calls-to-action on landing pages to guide users towards desired actions.
5. **Monitor and Adjust Frequency and Scheduling**
 - **Frequency Capping:** Limit the number of times an ad is shown to the same user to prevent overexposure.
 - **Ad Scheduling:** Schedule ads to run during times when your audience is most active and likely to engage.
 6. **Utilize Advanced Analytics**
 - **Conversion Tracking:** Implement robust conversion tracking to accurately measure campaign effectiveness.
 - **Attribution Models:** Use advanced attribution models to understand the contribution of different touchpoints in the conversion process.
 - **Performance Metrics:** Regularly review key performance metrics (CTR, CVR, CPA, ROAS) to identify trends and areas for improvement.
 7. **Leverage Retargeting**
 - **Retarget Previous Visitors:** Show ads to users who have previously visited your website but did not convert.
 - **Dynamic Retargeting:** Use dynamic retargeting to show personalized ads based on users' past interactions with your site.
 8. **Experiment with New Channels**
 - **Expand Platforms:** Test new ad platforms and networks to reach a broader audience.
 - **Cross-Channel Campaigns:** Integrate campaigns across multiple channels (e.g., social media, search engines, display ads) for a cohesive strategy.

Continuous Improvement Cycle

1. **Analyze:** Regularly analyze performance data to gain insights into what's working and what isn't.
2. **Adjust:** Make data-driven adjustments to targeting, creatives, bids, and other elements.
3. **Test:** Continuously run A/B tests and experiments to find new optimization opportunities.
4. **Scale:** Scale up successful strategies and campaigns to maximize impact and ROI.

See also

- [Modify basic setup](#)
- [Change creatives](#)
- [Adjust targeting](#)
- [Tweak additional options](#)