

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
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.