

# 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](#)

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