

# 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](#)

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