

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.

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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.

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App event based

Optimizes for conversions based on events sent through app.

[How to create.](#)

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