Getting started

Welcome to the official documentation for the Intent.ai Programmatic DSP (Demand Side Platform).

This comprehensive guide is designed to help you understand, utilize, and maximize the potential of Intent.ai for your programmatic advertising needs. Whether you're a beginner or an experienced marketer, this documentation will provide you with the necessary tools and information to get started.

Getting started

To get started with Intent.ai, it is highly advisable to learn about Marketing basics and general terminology, as well as programmatic advertising. Once you're aware of all that, please book a demo in the product to get started using Intent.ai.

- Table of contents
- General terminology

1. Preparing your site or app

To prepare your website or app for advertising, ensure it has tracking setup with analytics tools, high-quality content, user-friendly design, proper ad placements, and.

- Prepare your website
- Prepare your app

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2. Launching your first campaign

Once you're ready to launch your first advertising campaign, it is recommended to strategize about the number of campaigns, their types, audience and creative messaging.

- Create a Campaign

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3. Analyzing the results

It is highly recommended to first to understand the main KPIs of the campaign. For brand awareness campaign it can be CPM, for conversion based campaigns it can be number of conversions or CPA. The analytical insights can be found in the "Reports" section of the product.

- [Analyze the reports](#)

4. Optimizing your campaign

To optimize your campaign after viewing reports, focus on adjusting the key elements that drive performance. Analyze the data to identify which ad creatives, targeting options, and bidding strategies are most effective. Increase the budget for high-performing segments while reducing or eliminating spend on underperforming areas.

- [Optimizing a campaign](#)

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