

Table of contents

Welcome to the comprehensive guide on Intent.ai Demand-Side Platform (DSP). This document is structured to provide a clear and concise roadmap for setting up, managing, and optimizing your digital advertising efforts using a Intent.ai DSP.

By following the sections outlined in this Table of Contents, you will gain insights into defining campaign goals, targeting the right audience, managing budgets and bids, creating compelling ad creatives, and utilizing advanced analytics for continuous improvement. Each section is bite-sized and designed to equip you with the knowledge and tools necessary to maximize the effectiveness and ROI of your advertising campaigns.

Table of contents

- [Getting started](#)
 - [General terminology](#)
- [Prepare your website](#)
 - [Setting up tracking](#)
 - [Set up tracking pixel](#)
 - [Set up postback \(s2s\)](#)
 - [Verify tracking](#)
- [Launching your first campaign](#)
 - [Create a Campaign](#)
 - [Campaign types](#)
 - [Creating an exposure optimized campaign](#)
 - [Creating a reach optimized campaign](#)
 - [Creating a landing page traffic campaign](#)
 - [Create an App Consideration campaign \(apps n/a\)](#)
 - [Create a URL based campaign](#)
 - [Create a web event based campaign](#)
 - [Create an app event based campaign \(apps n/a\)](#)
 - [Campaign setup: Basics](#)

- Campaign setup: Targeting
 - Campaign setup: Creatives
 - Campaign setup: Additional settings
 - Analyze the reports
 - Optimizing a campaign
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