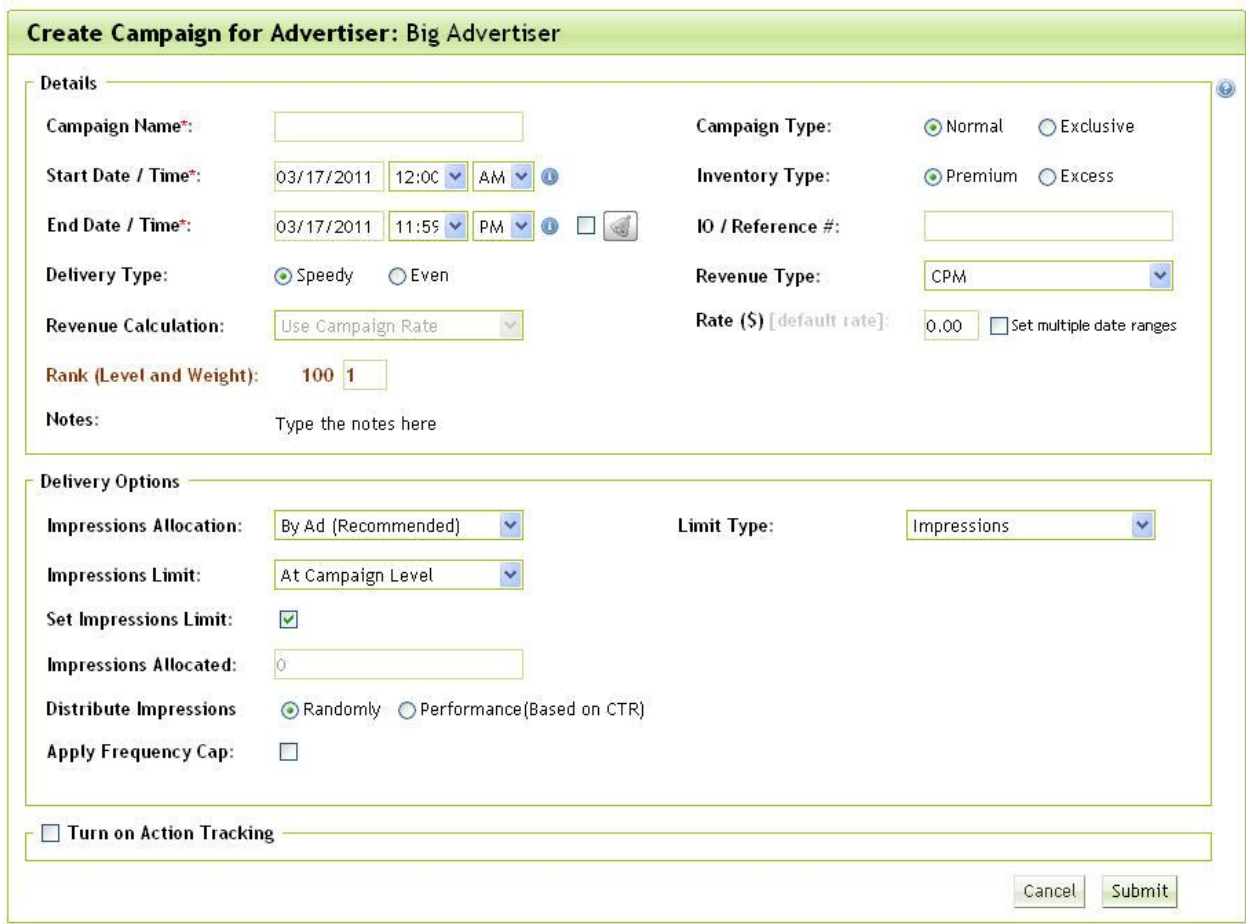


CREATE CAMPAIGN

Much of the information you'll enter when creating a Campaign in ZEDO is basic: Campaign Name, run dates, rate, etc. This document will cover just those settings that may not be self explanatory. To get to the Create Campaign screen:

- Click the Campaign Tab to get to the Campaign Dashboard.
- Select an Advertiser from the dropdown list
- Click the Create Campaign button at the right.

Campaign Details



Create Campaign for Advertiser: Big Advertiser

Details

Campaign Name*:

Start Date / Time*: 03/17/2011 12:00 AM

End Date / Time*: 03/17/2011 11:59 PM

Delivery Type: Speedy Even

Revenue Calculation:

Rank (Level and Weight):

Notes:

Campaign Type: Normal Exclusive

Inventory Type: Premium Excess

IO / Reference #:

Revenue Type:

Rate (\$) [default rate]: Set multiple date ranges

Delivery Options

Impressions Allocation:

Limit Type:

Impressions Limit:

Set Impressions Limit:

Impressions Allocated:

Distribute Impressions: Randomly Performance(Based on CTR)


Apply Frequency Cap:

Turn on Action Tracking

Start Date/Time

Note: You can also set individual Ads to serve on particular days within the Campaign date range.

End Date Reminder

Select the checkbox to the right of the End Date/ Time and then click the bell icon  to set up an automatic reminder email to be sent to you when a campaign is about to end. Useful for Campaigns with long date ranges.

Campaign Type

Most campaigns will be Normal. If you have a sponsorship type campaign, you can use Exclusive. This will make the ads in this Campaign higher priority than Normal ads running on the same channel/ad dimension combination.

Inventory Type

Premium ads run before Excess Ads.

Note: As Excess ads will not run until all Premium ads have served, **Excess** is best for filler campaigns, or for other ads that do not have performance goals. (For more information about serving order of ads in ZEDO, see the document **How It Works: Rank Ads.**)

Delivery Type

Speedy: The system will serve as many impressions as it can for the duration of the campaign.

Even: If you have set a limit on delivery, the system will evenly deliver your ads across the length of the campaign.

Revenue Calculation

If you have set the Revenue Type to CPA, you can have the system calculate revenue using the rate you set for the campaign, or by using the rates you set for individual actions.

Rate: Set multiple date ranges

If the revenue rate for a Campaign changes mid-campaign, you can create additional date ranges to reflect the changed rate(s).

Note: changing the rate without creating a new date range will cause all historical data to reflect the new rate.

Rank (Level and Weight)

Rank is a priority that the system assigns to the ads in your campaign based on the settings you choose. You can manually adjust this in the Rank Ads page. (For more information, see the document **How It Works: Rank Ads.**)



Delivery Options

Impression Allocation

By Ad: ZEDO algorithms determine which channels to serve an ad to. An ad is distributed to the channels where it is needed most, based on the inventory of that channel. By default, an ad will be delivered to high volume channels first.

Note: Allocating impressions **By Ad** does not guarantee that an ad will deliver to all the channels it is targeted to.

By Channel per Ad: Enables the user to assign specific impression amounts that an ad should deliver to each channel it is targeted to. This method of allocation gives the user more control over the number of impressions an ad delivers to each channel, but is more labor intensive.

Limit Type

Select the desired parameter from the dropdown (Impressions, Clicks, Actions, or Imps/Clicks/Actions per day). The UI will adjust to reflect your selection.

Note: Even if you want to set the limit at the Ad level, you will designate the Limit Type at Campaign level. (The default is Impressions. If you do not wish to set any limits at all, you can ignore this field.)

Impression/Clicks/Action/etc. Limits

Previously you could only select the limit type at the Campaign level, and the actual limit was defined at the Ad level. Now you can set the actual limit at Campaign or Ad level.

In case of a conflict, the Campaign level settings will override those at the Ad level.

Note: To set Impression limit at the Campaign level, Impression Allocation must be set to **By Ad**.

Maximum limit is two billion.

When **Set Impressions Limit** is checked, you will see radio buttons to set how impressions are distributed.

- Distribute Impressions Randomly
- By Performance (Based on CTR)

You can change the limit value at any time.

If you change the allocation from **By Ad** to **By Channel per Ad**, the limit will be removed and all ads in the campaign will be set to UNLIMITED. You can then reset the limit and assign individual channel limits in **Create Ad**.

Frequency Cap (new at Campaign level!)

To set an overall cap for all ads within a Campaign, check **Apply Frequency Cap**. Set the cap parameters. (You can set a cap of up to 10 views per unique user/ per day, in a time period of from 1-7 days.)



Limitations: Only **Global/By All Channels** frequency caps can be set on campaigns. [At Ad level you can set frequency cap across all targeted channels, by individual Channel, or across an entire Publisher.]

Note: You can set Frequency Caps at the Campaign and/or Ad levels. In case of a conflict, the Campaign level settings will override those at the Ad level.

For example:

There are five ads in Campaign X. Each ad has a frequency cap of 2 (per user/per day). If there is no frequency cap set at the Campaign level, Campaign X can serve up to ten ads.

However, if I set a frequency cap of 6 on the entire campaign, then after any six of the ads have served (regardless of which six) no more ads from Campaign X will show for the day.

Action Tracking

If you have defined actions at the advertiser level, once you check **Action Tracking**, those actions will appear on your Create Campaign page. Select whether you want the action tracking cookies to be set on impression or on click.

- **On Impression:** the cookie will be set when the ad loads
- **On Click:** the cookie will be set if the user clicks on the ad

Submit your campaign

Don't forget to click Submit!

Please contact Support with any questions or comments.