

EXOCLICK'S NEWBIE GUIDE TO ADVERTISING

There are lots of reasons why you might like to start advertising with us: perhaps you want to promote your new cool site, or you are taking an innovative turn on your marketing strategy to reach clients online... either way, you are getting ready to start your adventure. Get hold of your Excels, your data feeds and your budget plans and create a brand new account (free of course) with [Exoclick](#)

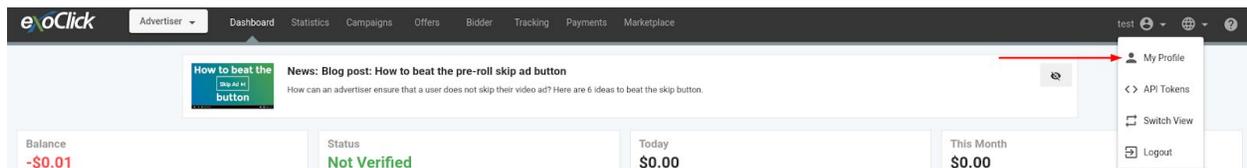
Once you have authenticated your email address you can login to the Admin Panel. But when you click on the “New Campaign” button, you come to a sudden and horrible realisation::

You have no idea what to do.

Fear not, brave new user! Plunging into the advertising world can be scary, but thanks to this guide, creating and managing your campaign will be a piece of cake. A pinch of optimization here, a spoonful of tracking there and you will end up having a delicious return on your investment!

Here you will find the instructions to get your campaign cookin' :

- 1. Get your account ready:** When you create your account, you will have to fill in your account data first. Click on your username on the top-right corner of the Admin Panel and then click on “My Profile” to access your account data:



The screenshot shows the 'My Profile' page in the eClick dashboard. The page is divided into two main sections: 'Account Details' and 'Address'. The 'Account Details' section includes fields for Email, Phone Number, Firstname (test), Lastname (test), Tax Status (Company selected, Individual unselected), Vat / Tax ID, and Company Name (test). The 'Address' section includes fields for Country (United States), Street Address, City, and Zip Code. The dashboard navigation bar at the top includes links for Dashboard, Statistics, Campaigns, Offers, Bidder, Tracking, Payments, and Marketplace.

In the sign up page, you should have selected the currency (Euros or Dollars) which you wanted to set in your account. Be aware that the currency cannot be changed afterwards.

If you are not a company, you can select “Individual” as your Tax Status and fill the “VAT” section with either your ID number or Passport. IMPORTANT: If you are in a EU country, you need to validate your VAT before adding funds to your account, or you might get VAT deducted. More info [here](#)

- 2. Familiarise yourself with the platform:** As much as we know that you want to get your campaigns running, first have a look at our [guidelines](#) to make sure that you know the requirements to advertise with us and check the available payment methods to know how to add funds to your balance later. Also, have a look at the other tabs to know the features you can use. Perhaps you are interested in creating an [offer](#) for your landing pages or you want to know where to [create your pixel for conversion tracking](#).
- 3. Select your categories and your ad format:** Click on “Campaigns”, then click on “New Campaign”. The first step is the most important one as it will determine the categories and ad format you will use for your campaign.

1 General Details — 2 Targeting & Advanced — 3 Pricing — 4 Site & Zones

Name
testing

Ad Format
Banner - 300x250 Run on all zone types

Categories

Adult

All Amateurs Anal Asian BBW Big Tits Bisexual Blowjob BDSM Cartoons/Hentai Ebony Foot Fetish Gay Latina
Lesbians MILF Grannies Squirting Teens Transsexual/Shemale Voyeur General Japanese Virtual Reality

Entertainment & Lifestyle

All Music/Movies Humour Celebrities/Gossip Tech/Business News Dating Games Online Communities Erotic/Sexy General

Streaming & File Sharing

All Streaming File Hosting Torrents General

Banners Video Banners

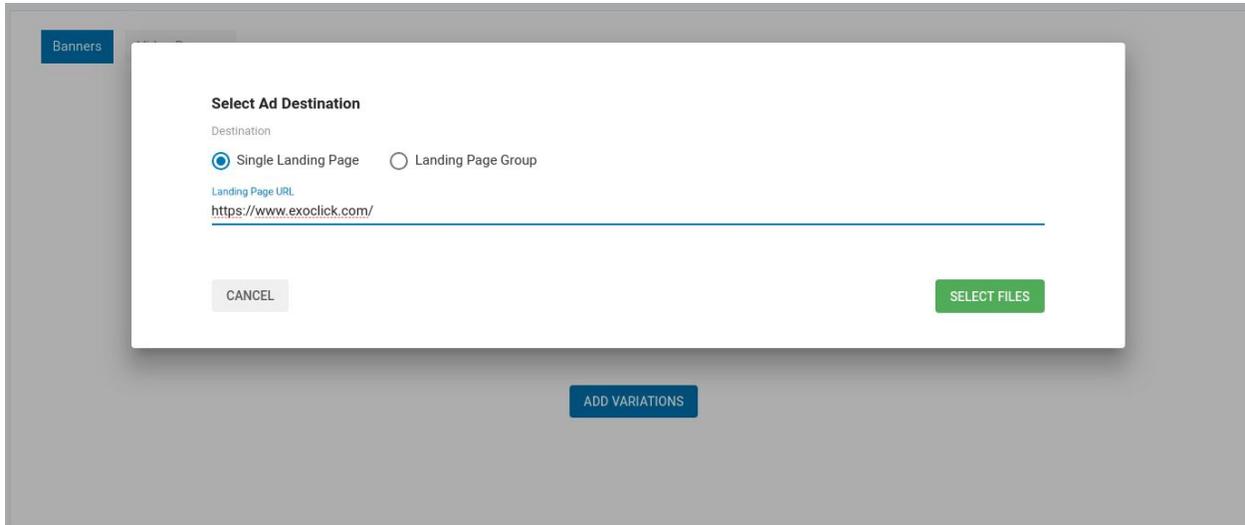
- Categories

You should select only the categories related to your offer: Adult for Adult offers and Mainstream (“Entertainment” + “File Sharing”) for Mainstream offers. Make sure that you do not select any Mainstream categories when creating a campaign with Explicit materials, or your campaign will be rejected (even the “Sexy” and “Dating” categories from Mainstream will not accept any explicit imagery). For Mainstream offers however, if you feel that you are not getting enough traffic when you start running the campaign, you can also select the Adult category to see if you can get further conversions coming from these sites.

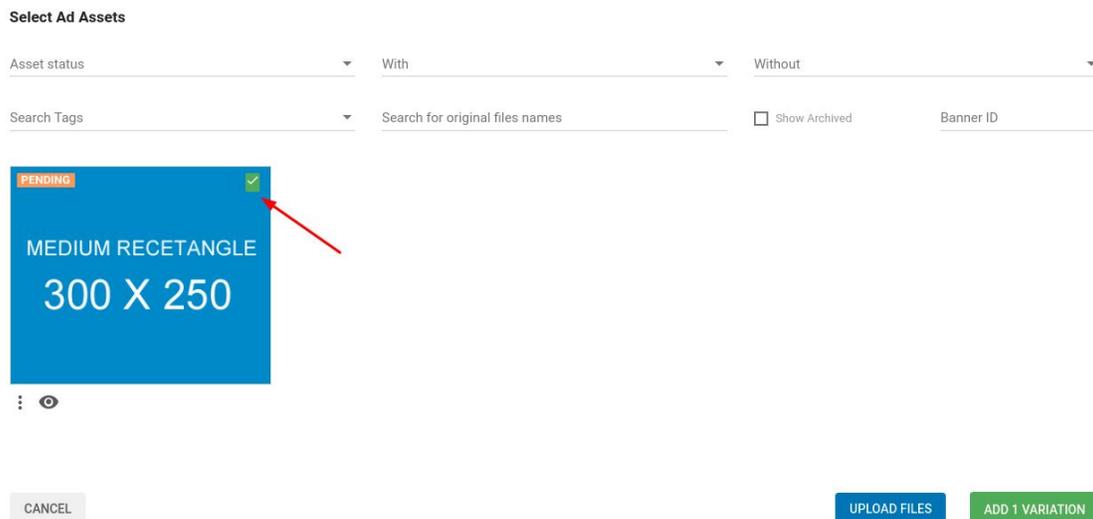
- Ad Formats

Currently, the most popular ad formats are the 300x250 banner and the popunder, so aim for these if you want the biggest exposure (be careful of the spending however! We will discuss this later). Other ad formats have their perks too: 300x100 banners are very popular for mobile campaigns, Instant messages can reach better CTRs than banners and Native Banners are a cheaper alternative to Banners that are increasing in popularity every day.

To add a banner, first you will have to add your offer URL, that is the page where you want to send the traffic. You can either add a single URL or add an “Offer” or group of landing pages:



After that, you will have to upload the images, gifs or videos you want to use. The options that you see here are meant to help you search for files you had uploaded earlier; for the time being, you just click on the “Upload Files” button.



Note: When you submit your materials, you will see they are on “Pending” status. This is normal: once the compliance department reviews this campaign, they will set the image to “Approved” and you will be able to use this same image in any future campaign you create in Exoclick.

You can also choose among the different positions or “types” within the format, such as “In-Video” for 300x250 and “Exit Widget” for Native. For your initial campaign however it is better if you target all available positions.

- 4. Select your campaign targets:** On the second page, you can choose the settings to define your preferred traffic segment: GEO, device, OS, Language and Browser. At the bottom of the page, you will also find “Advanced Targeting Options”, but you should not use them in your initial campaign unless you want to set up specific Ad Schedule or target specific IP ranges.

The screenshot displays the 'Targeting & Advanced' step of a campaign setup process. At the top, there are four progress indicators: 1 General Details, 2 Targeting & Advanced (active), 3 Pricing, and 4 Site & Zones. The main content area is titled 'Locations' and is divided into two panels: 'Available Locations' and 'Targeted Locations'. The 'Available Locations' panel has a search filter and a list of countries with 'ADD' buttons next to each. The 'Targeted Locations' panel has a search filter and currently shows 'United States' with a 'REMOVE' button. Below the location panels, there is a 'Devices' section with a dropdown menu set to '1 Targeted'. This section includes filters for Operating Systems, Languages, Browsers, and Mobile Carriers, each with a dropdown menu set to 'All'. At the bottom, there is a link to 'Show Advanced Targeting Options'.

The targeting options here are crucial to target exactly the user you want to reach and also to reduce the amount of traffic you will receive so as to avoid overspending. You can, for instance, target major browsers only or select a specific brand of devices such as iOS phones. Make sure to add at least one of these filters on your initial campaign to get the most out of our platform while controlling your spending.

Also, it is advisable for your first few campaigns to target only 1 country per campaign, especially if you are planning to use popular ad formats or you plan to use no filters in your campaign. Creating one campaign per Geo will allow you to better monitor your spending and also determine which country is the best/least performing one from a region. E.g: if you want to target English speaking countries (UK, US, Canada, Australia and New Zealand), create a campaign for each one to see which one is the most profitable. Remember that in the Admin Panel you can group campaigns so as to help you manage them.

Lastly, you can also exclude specific targets rather than target them using the “Exclude selected” option.

5. **Select the price model, the bid and the budget:** This is probably the most complicated step within the setup process, as it involves several variables that you might not be aware of yet. Do not worry: we will go through all of them here, but if even after this, you are not 100% clear with the settings here, feel free to contact [our support](#). We will guide you through the settings to make sure you get your campaigns started correctly.

- a) Price model

First of all, there is the pricing model: Cost per Click (CPC), Cost per Thousand Impressions or “Mile” (CPM) and SmartCPM. CPC campaigns are good to assess actual interest of the user in the product, as a user needs to click on the banner in order to see your offer. On the other hand, CPM campaigns are better for getting exposure and to be more competitive. CPM campaigns usually have priority over CPC campaigns (unless these have very high Click-Through Ratio, or CTR), so CPM is better when you want to make sure that you get the first impression of the user from the site.

Also, with CPM, traffic is easier to provide since it does not depend on any interaction by the user (does not require a click, only a page load). This is why in CPM you can also enable Frequency Capping to regulate how many times a unique user can see the same ad: if you set up 1 impression per 24 hours, the user can only see the ad once each day, whereas if you do not enable Frequency Capping he will see the ad every time he accesses the website, regardless of whether he has been before or not.

Smart CPM also works on an impression basis, but with this custom version the price of your campaign will not be calculated based on a fixed price. Instead, it will take into consideration the top bid that is currently active for that targeting option. We will explain this on the next section.

Note that some ad formats may be limited to a specific price models: for instance, popunders can only use CPM models, since they do not generate clicks. Alternatively, video-based ads, such as In-Stream, also offer the “cost-per-view” or CPV model.

- b) Bid

A correct bid is one that is competitive while at the same time being coherent with the budget that you have assigned to it. Next to the bid you can see the minimum prices you have for the targets you have selected and the top bid that is being used in RON. You can use this information as a general indication of how much is being bid for the traffic you are looking for (although some sites may have higher prices if an advertiser is specifically targeting them).

If you are using Smart CPM, rather than selecting a fixed bid, you will set up a maximum that you are willing to pay for the traffic. However, if the demand for this traffic does not reach this price, then you might be end up paying a smaller price.

E.g: You set up a \$5 Smart CPM bid, but the current top bid for the traffic you want is \$2. The price you will end up paying is around \$2.1, because it is the minimum you need to pay in order to become the top bidder.

c) Budget

The budget here will determine what is the limit that you are willing to pay for the traffic you want to get. It is essential that you set up a realistic budget based on the traffic you are receiving and the bid you have set up, otherwise **the budget may not be respected**.

To measure how much traffic you might receive, click on the refresh button from the “Traffic Estimates tab at the bottom-right corner. Usually the traffic that you can get is a 2-5% of the total indicated there, unless you use very specific targets and you can confirm that you have the top CPM on all the sites you are targeting.

Here is an example of an unrealistic campaign bid:

The screenshot displays a campaign configuration interface with a blue header and a white main area. The top navigation bar includes 'Campaigns List', 'Landing Pages', 'Conversion Tracking', and 'Bidder'. Below this, a progress indicator shows four steps: 'General Details', 'Targeting & Advanced', 'Pricing', and 'Site & Zones'. The 'Pricing' step is currently active. In the 'Pricing' section, 'Smart CPM' is selected, and the 'Price' is set to 0.050. The 'Max Daily Budget' is set to \$20.00, and the 'Budget Delivery Mode' is 'Quick Delivery'. A red arrow points from the 'Budget Delivery Mode' dropdown to the 'Traffic Estimates' section in the right-hand sidebar. The sidebar contains 'Campaign Summary' with details like Name (test), Format (Banner - 300x250), and Categories (Adult: ALL). It also shows 'Targeting & Advanced' (Country or Region: 1 Targeted), 'Pricing' (Pricing Model: CPM, Max Daily Budget: \$20.00, Frequency Capping: Disabled, Bidder: Disabled), 'Sites & Zones' (Traffic Type: All, Targeting: All), and 'Status'. The 'Traffic Estimates' section shows Daily Impressions of 283,021,347, Impressions Yesterday, and Volume Acquired. At the bottom, there is a 'CREATE' button and a 'Powered By EXADS™ Version 1.11.0' footer.



Instead, here is an example of a realistic campaign bid:

The screenshot displays a campaign configuration interface with a blue header containing navigation links: Campaigns List, Landing Pages, Conversion Tracking, and Bidder. Below the header is a progress bar with four steps: General Details, Targeting & Advanced, Pricing (active), and Site & Zones. The main content area is divided into two sections. The top section, titled 'Pricing', includes radio buttons for Smart CPM (selected), CPM, and CPC. It features a price input field set to 0.020, a Max Daily Budget of \$100.00, and a Frequency Capping section set to 1 impression per 24 hours. The bottom section, titled 'Bidder', has a toggle switch turned on and a brief description of the feature. On the right side, a 'Campaign Summary' sidebar provides an overview of the campaign details, including Name (test), Format (Banner - 300x250), Categories (Adult: ALL), and Targeting & Advanced settings (Country or Region: 1 Targeted, Devices: 1 Targeted, Browsers: 2 Targeted). A 'Traffic Estimates' section shows 9,581,373 Daily Impressions. At the bottom right, there are navigation arrows and a green 'CREATE' button. A green checkmark is positioned below the screenshot, and a green arrow points from the Bidder toggle to the Bidder status in the summary sidebar.

The bigger the budget the higher the spending, but also the more data you will receive during the day. With a broader budget you can reach more sites and find the source of conversions that you are looking for, but because of this, the costs will also be proportionally bigger. A good way to reduce volume of impressions without affecting the quality is to set up frequency capping: 1 per 24 impressions. This way, you will receive 1 impression per unique user every day, knowing that your users see your offer at least once.

Basically, to give a general idea for a starting campaign, you should not exceed the 1,000,000 impression mark if you want to use the minimum budget (\$20). Once you start reviewing your results and start de-targeting the sites that do not provide you with profitable traffic, the costs will start decreasing and you will start to improve the revenue you generate from campaigns.

We will not discuss here the Bidder setting, but we strongly recommend you that you check out our [FAQ](#) to learn more about this feature in order to optimize your campaigns after they have started running

- 6. Select your network and sites:** For your campaigns, you are able to target our Premium Inventory. Our Premium Sites have really great volumes and a higher traffic quality, but because they are in demand they can have higher prices. On the other hand,

in the RON catalogue you can have a very diverse range of websites and traffic, which means that the results can be hard to predict, but still profitable.

The screenshot displays the Ad Exchange interface with the following components:

- Navigation:** General Details, Targeting & Advanced, Pricing, and Site & Zones (4).
- Filters:** Traffic Type (Premium), Target Mode (All), and Include Partner Networks (checked).
- Search:** Search Site Name, URL, Ad Zone or Zone ID. Includes a "BULK SELECT ZONES" button and checkboxes for "Show Selected (0)" and "Show with Custom Price (0)".
- Table:** Shows 50 entries with columns: Site, Zone ID, Zone Type, Alexa Rank, Impressions, Top CPM, Min CPM, and Your CPM.

Site	Zone ID	Zone Type	Alexa Rank	Impressions	Top CPM	Min CPM	Your CPM
imagefap.com	3071006	300x250 - NTV A	1235	575255	View	0.05	Default
imagefap.com	3071008	300x250 - NTV B	1235	574300	View	0.04	Default
Desktop Motherless.com	2649360	300x250 - Footer A	N/A	209699	View	0.04	Default
Eroprofile.com	2427877	300x250 - NTV A	N/A	188813	View	0.04	Default
Eroprofile.com	2427881	300x250 - NTV B	N/A	186148	View	0.04	Default
Desktop Motherless.com	3046624	300x250 - Footer B	N/A	175015	View	0.04	Default
Desktop Motherless.com	3046628	300x250 - Footer C	N/A	174480	View	0.04	Default
Pichunter.com	1884840	300x250 - NTV A	N/A	171018	View	0.04	Default
Thehun.net	426418	300x250 - Homepage Cube	N/A	120616	View	0.04	Default
Gotporn.com	3084414	300x250 - In-Video 300x250	678	110694	View	0.04	Default
Desktop Motherless.com	3046598	300x250 - NTV C	N/A	104785	View	0.04	Default
Txxx.com	693925	300x250 - NTV C	N/A	98429	View	0.04	Default
Desktop Motherless.com	2649314	300x250 - NTV B	N/A	92015	View	0.04	Default
Desktop Motherless.com	2649312	300x250 - NTV A	N/A	91973	View	0.04	Default
Txxx.com	693913	300x250 - NTV A	N/A	87360	View	0.04	Default
Beeg.com	866084	300x250 - In-Video	N/A	80342	View	0.04	Default
Cliphunter.com	1883330	300x250 - NTV A	N/A	77136	View	0.04	Default
Xcafe.com	1890714	300x250 - Footer	N/A	68756	View	0.04	Default
4tube.com Desktop	2793400	300x250 - Footer A	N/A	68613	View	0.04	Default

Members Area refers to sites where users need to be logged in with their account in order to view the content of the site. In this category, the volumes are usually lower, but the responsiveness to banners and campaigns is really high. Partner networks refers to other ad networks which provide their traffic from their websites via funnels. They are usually easy to identify in your campaign results as they are named as “AdExchange”.

By default, you will be targeting all the sites from the network you select, but you can change this by selecting “Include” or “Exclude” in the Target Mode option. To search for ad zones, simply write the name of the website or the Zone ID on the search bar. You can target/de-target several ad zones using the “Bulk Select Zones” option and you can check the top CPM of each ad zone using the corresponding link in each row.

Be aware that some publishers do not want certain products to be advertised in their websites, or they do not want the banners and other ad formats to have certain features that might clash with the website design (e.g: a Streaming website might not want banners imitating “Download or Play buttons”, or websites with a lot of mobile traffic might want to prevent popunders from causing “Mobile Vibration”). Your banners and landing pages are assigned various labels to identify the products they are advertising and the features of the image, the landing page and pre-lander. Make sure to check your campaign settings once it is approved to see if there are any websites blocking it.

- 9. Hit Save and Get Started!** : When you hit the Save button your campaign will be submitted for review. Since this is your first campaign, you might find out that your campaign may be rejected for “Account Verification”, but do not worry: this means that the Compliance Department is performing initial checks on your account to make sure that you are able to purchase traffic and, as soon as the checks are completed, your campaign will be switched to approved (provided that it meets the guidelines, of course).

When your campaign is approved, make sure to check the results frequently to see how it is performing. This step is also crucial to detect which sites are sending you good performing traffic, to see how much you are spending for each category & device, and also to determine which changes can be followed to improve your ROI.

We hope that, with these steps, you will be more confident in setting up your first campaigns- These first few days will be crucial to determine the path that your campaigns will take.

For further questions, remember that you can contact [ExoClick's Client Care team](#) 24/7. Our Client Care team will be happy to answer any questions and give you more tips on campaign optimisation.