# How To Launch A Campaign On Adonnetwork

Introduction

Adonnetwork was established in 1999 and is located in Phoenix Arizona, (same city as the soon to be NBA champs, Phoenix Suns). They're one of the top companies in the CPV traffic world. They have both US and International traffic available. Setting up a campaign with them is not that difficult but there are a couple areas where our guidance will save you a couple moments of "what do I do next" frustration.

For Adonnetwork, we're looking at their pop under ads for our CPV campaigns. They do offer banner ads, search listing ads, mobile ads, background ads and have a couple different targeting options too. But we're going to stick with pop unders for this guide. So have a read through this guide and by the end you'll be able to setup your own campaign quite easily.

Step One: Login

Login to your account here: http://advertiser.adonnetwork.com/adonnetwork/login.htm Click the login link as shown below:
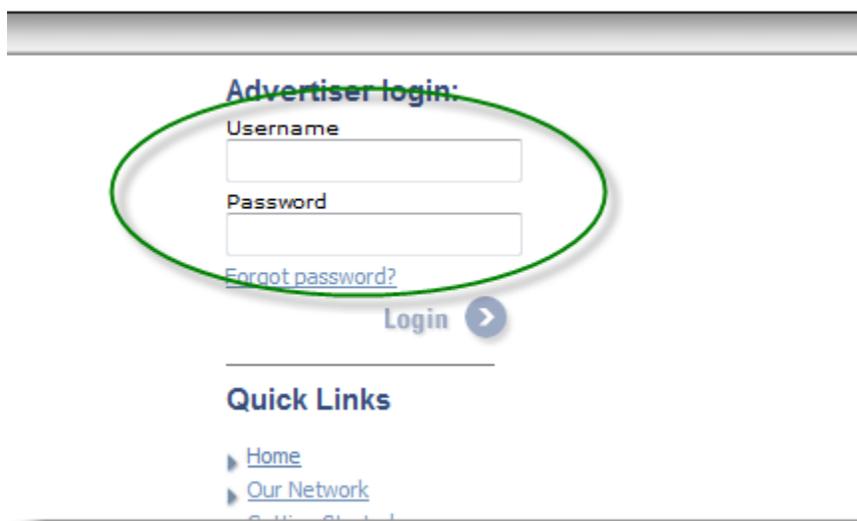
Step Two: The Account Home Page

Now that you're logged in, you will see something like this:

Click the "Add a Campaign" link as shown in the green circle above.

Step Three: Manage Campaigns Tab

Now you will be brought to a screen where you can input all your campaign variables. It looks like this:

We'll now go through each section of this screen in detail for you.

1) Create Campaign Name: Enter the name of your campaign here.

2) Start Date & End Date: You can set these to whatever you desire, put it to a date far out in the future if you don't want to bother with the end date right now.

Start Date: (mm/dd/yyyy)
05/09/2010

End Date: (mm/dd/yyyy)
05/09/2015

3) Day Of Week Setting: You can run it every day of the week or only certain days, you choose.

Day of Week Setting:

☑ Sun   ☑ Mon   ☑ Tue   ☑ Wed   ☑ Thu   ☑ Fri   ☑ Sat

4) Campaign Types

Campaign Type: ⑦
Select Type ▾

Pop-Under Ads

Pop-Under Ads combine the keyword targeting of CPC (Cost-Per-Click) advertising and the cost-effectiveness of CPM (Cost per Thousand) advertising. Pop-Under Ads display your Website or ad in a new browser window that appears behind the consumer's current browser window. Pop-Under ads are sold on a cost-per-view (CPV) basis which means you are charged your keyword bid price each time your Pop-Under Ad is displayed. Pop-Under Ads are available in a variety of formats including Landing Page Pop-Unders, Graphic Image Pop-Unders and Graphic Redirect Pop-Unders.

Banner Ads

Banners Ads, also known as display ads, can be displayed in a variety of locations and formats, such as a banner ad space on a publisher's Website. Banners are sold on a cost-per-view (CPV) basis which means you are charged your keyword bid price each time your Pop-Under ad is displayed. Banner Ads are available in a variety of sizes and formats including Text Banners, Graphic Banners and Graphic Redirect Banners.

Search Listing Ads

Search Listing or Cost-Per-Click (CPC) Ads are paid-search text ads that appear in search results listings. You pay your keyword bid price each time a consumer clicks on your ad.

Full Page Ads

A Full Page Ad, also known as an interstitial ad, is an ad that is displayed to a consumer as they are navigating between pages on a publisher's Website. When a consumer clicks a link on a

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publisher's Website, your Website or landing page will be displayed as an intermediate page before the consumer reaches the next page on the publisher's Website. Full Page Ads are sold on a cost-per-view (CPV) basis which means you are charged your keyword bid price each time your ad is displayed.

A Full Page Ad displays your ad below a small frame at the top of the browser window. The frame includes a link to allow the consumer to continue to the next page on publisher's Website. Full Page Ads are available in a variety of formats including Landing Page Full Page Ads, Graphic Image Full Page Ads and Graphic Redirect Full Page Ads.

In our case we're focusing on the pop under type, but you are free to experiment with any kind you like.

5) Frequency
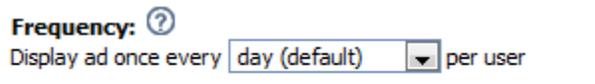
The frequency capping feature allows you to limit the number of times your ad will appear to a single user. You can choose hourly, daily, weekly or monthly caps. If you set hourly caps, you also have the option to set a cap on the total number of times an ad will be displayed to a user during a single day. For example, you set the primary frequency cap to display an ad once every hour per user. You can then set the daily cap to display that ad a maximum of ten times to that user during a single day.

- Frequency capping ONLY applies to Pop-Under and Banner Ad Campaigns
- All new campaigns default to "1 per day" for the primary frequency cap and "unlimited" for the per day setting, which means your ad will be shown a maximum of one time to a unique user during that calendar day. The per day settings are only valid for time based frequencies less than 1 per day (i.e. 15 minutes, 2 hours...). With time based frequencies less than 1 per day, the time based and per day settings can be used in conjunction with one another. For example, if you choose a 5 minute time based frequency with a 3 per day setting, your ad will be shown at most 3 times to the same user during that calendar day, but a minimum of 5 minutes will have to elapse before that ad is displayed to that same user.
- If you choose to modify your frequency cap, not all traffic sources are capable of adjusting the default cap. If you would like to remove those traffic sources from your campaigns, please contact your account representative.

6) Maximum ad Display

Allows you to show the ad a maximum number of times per day, you can usually leave this blank.

7) Targeting

Targeting

Contextual Targeting:
Contextual targeting uses keyword targeting to display your ad when the consumer is searching or browsing for your product or service. As the name implies, your ad targets the context of a consumer's keyword search or a web page that a consumer is looking at.
Say, for example, that you have a travel website and you bid on the keyword "vacation". A consumer either searches on the word "vacation" or visits a web page with the keyword "vacation" in the URL and your ad is displayed. The type of ad displayed depends on the type of campaign you created (Pop-Under, Banner Ad or Search Listing).
Post Contextual Targeting:
Post Contextual targeting displays ads based on a consumer's past browsing and search behavior. With behavioral targeting, ads are not displayed based on the context of a consumer's current keyword search or browsing activity. Rather, ads are displayed based on searching and browsing behavior over a period of time.
Using the same example we mentioned for Contextual Targeting, you have a travel website and you bid on the keyword "vacation". On Monday a consumer searches on the word "vacation" or visits a web page with the keyword "vacation" in the URL. Using proprietary tracking methods, our network is aware that this consumer has an interest in the travel category. As a result of their browsing behavior, your travel ad will be displayed to that consumer later that week or month, regardless of what they are searching for or viewing at that time.
Currently Post Contextual targeting is only available for Banner Ads.

Go with contextual for this option.

8) Spending Caps

You can pick one of the above options safely. Usually you'll want to definitely set the daily spending cap. If you don't, you can easily blow your whole budget in a day. (Especially if you're bidding on high traffic urls or keywords). As they state, the current minimum is $25. So set your daily to $25 minimum and move on.

9) Geo Settings
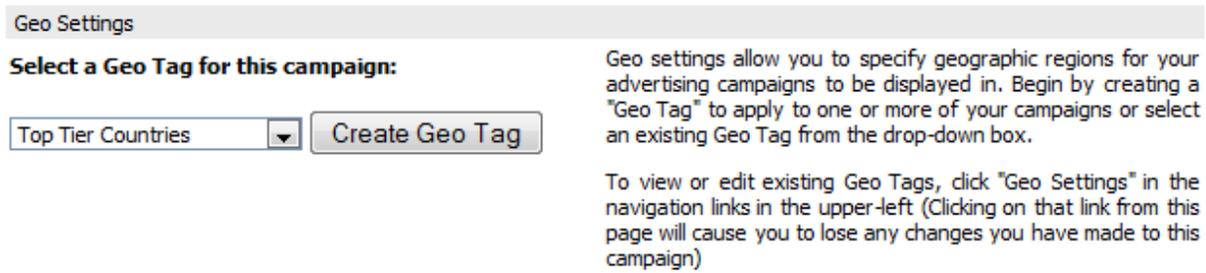
Here you have to press the "Create Geo Tag" button on your first run. You have to specify the geographical targets you want and create a tag for it. So click that button and you'll see this:
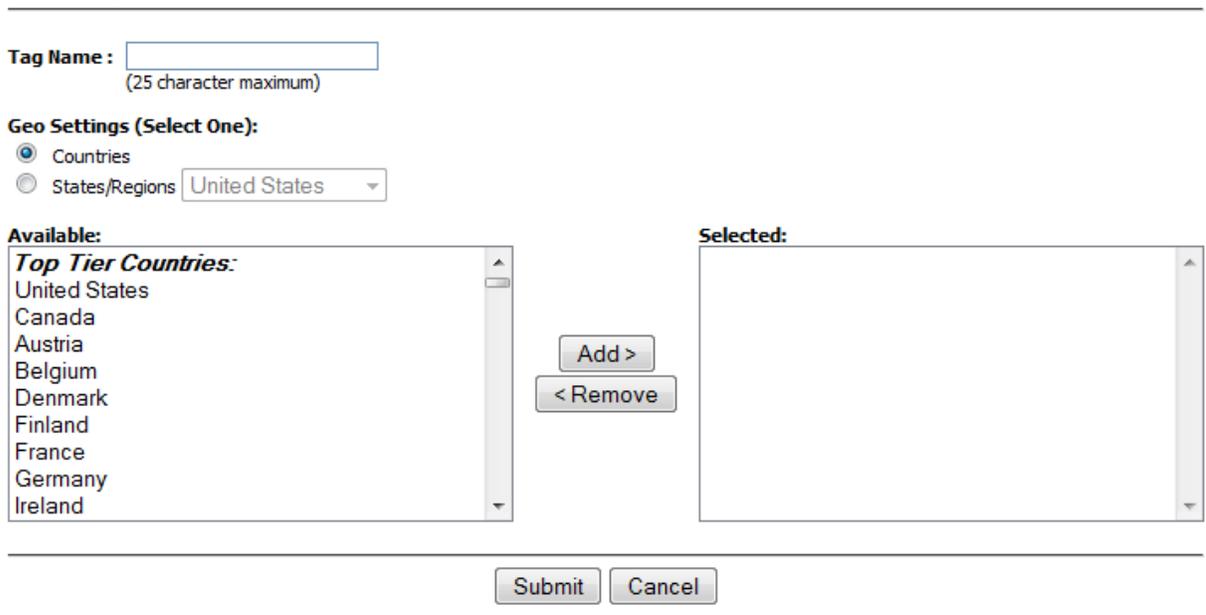
From here you create a tag name, then select the countries you want to target. You can select as many countries as you want or just one. You can also create multiple tags for multiple country setups. Once you do it once, you don't have to do it again, instead you can just pick the pre-created tag from the drop down box.

10) Traffic Settings

Again, on your first campaign, you have to press the "Create Traffic Tag", then you'll see a screen like this:

Traffic Tag

| Traffic Tag Settings | Traffic Classifications | Traffic Source IDs |

Tag Name: [   ]
(25 characters maximum)

Ad Type: Pop-Under ▼

Traffic Type: Publisher ▼

Select One or More Categories:

Available:
Autos
Beauty
Blog
Books
Business
Cars
Cell Phones
Chat
Computers
Dating

Add >
< Remove

Selected:

Submit   Cancel

First enter a tag name, then in the "Ad Type" select "Pop-Under". Next in the "Traffic Type" select "Publisher". Your last step is to pick one or more categories then press the submit button. Again once you create one traffic tag, you can reuse it on future campaigns.

11) Add/Edit Listing

Manage Campaigns
Add/Edit Listing
Account

Listing Details

Campaign.

To create a Pop-Under Ad, enter your listing name below, then select the type of Pop-Under Ad you want to create:

- **Landing Page Ad:** You provide a URL for your Website or landing page to be displayed in a Pop-Under Ad
- **Graphic Image Ads:** You upload a graphic ad to be displayed in a Pop-Under Ad
- **Rich Media Ad:** You upload a rich media file in SWF format and provide a click-through URL to be displayed in a Pop-Under Ad
- **Graphic Redirect Ad:** You provide JavaScript code or similar type of ad code to display your ad

A Pop-Under Ad Listing consists of the following elements:

- **Listing Name:** Your name for this ad. This is for your reference only and does not appear in the ad
- **Ad Type:** (Will include ONE of the following)
    - ○ Landing Page URL
    - ○ Graphic Image
    - ○ Rich Media
    - ○ Graphic Image Redirect
- **Keywords:** Keywords and phrases that you will bid on

Pop-Under Ad

Listing Name: (50 character maximum)

[   ]

Select Ad Type:
- ○ Landing Page
- ○ Graphic Image
- ○ Rich Media
- ○ Graphic Redirect

This step is pretty self explanatory, but you have to enter a listing name and ad type. So put a name in there and select landing page if you're using a landing page or graphic image if you're using a banner or any of the other options if you choose to use them. Typically we'll be working with landing pages. Once you do that, a new area will appear as shown below:

Landing Page

The Landing Page URL is the page that is displayed when the consumer views your Pop-Under Ad

URL: (400 character maximum)

[   ]

_____

[Submit]

They want the url of your landing page in this case, so enter it complete with the "http://" part at the beginning and press submit.

12) Add Keywords

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Manage Campaigns
Add Keywords
Account

Add Keywords ❓

Campaign:
Listing: landing page one

*For keyword submissions containing more than 200 keywords, please use the Bulk Upload Form

Category Keywords

Category Keywords are the keywords that receive a majority of the traffic because of their importance to both advertisers and consumers. Selecting category keywords is strongly recomended and will result in a higher-quality traffic. However, you are not required to select and bid on category keywords. If you do not want to select category keywords, simply skip down to the 'Add Additional Keywords' box below and enter your own keywords.

1. Select a **Primary Category:** [Please Select ▼]

2. Select a **Sub-Category** (if applicable): [▼]

3. Select one or more **Keywords** that best describes your listing:

[   ]   [Add to Your Keyword List below]

Add Aditional Keywords

[   ]   **Keyword Guidelines**
- Keywords can be up to 3 words
- Separate with new lines
- 50 character maximum per keyword

[Submit Keywords]

Here is where you enter your keywords and/or urls that you want to bid on. You have a couple options here, you can use their bulk upload form, which is just a matter of downloading the excel spreadsheet, filling it in, then uploading it. You can also use their category keywords, which I never use as I find them useless. But the "Add Additional Keywords" section is the one you can put your list into. So copy and paste your keyword/url list in there and hit "Submit Keywords" now.

13) Bid Manager/Edit Keywords

Manage Campaigns

Bid Manager/Edit Keywords
Account:

Filter Keywords ❓

Select a Campaign and any additional filters below (*Indicates Required Field):

Step 1: Select a campaign

Campaign*

[Dlete ▾] [GO]

Step 2: (Optional) Select additional criteria to filter you search results

Listing		Keywords	
[landing page one ▾]		[Starts With ▾]	[ ]

Status	Bid Prices (= or >)	Results per Page	
[Awaiting Approval ▾]	[0.0]	[30 ▾]	[GO]

Edit Keywords

The more you bid for keywords (Examples: computer, laptop, PC), the closer you get to potential customers. The keywords you have selected are listed below. Please note that edits to your keywords can take up to 2 hours to become effective. Keywords have to meet minimum bid in order to receive traffic.

Global Bid Changes

Global bid changes can only be applied to keyword bids that are $0.005 or higher

Option 1: Set all 3 bids to: [   ]   [Update Bids]

Option 2: Set all bids to [1st ▾] position, with no bid to exceed: [0.5000]   and a lower bound of: [0.0050]

[Update Bids]

Edit One or More Keywords

0 - 3 of 3 Keywords   (Awaiting Approval)

[Delete] [Inactivate] [Activate]   [Update Bids]

☐	Keyword	Campaign	Listing	Bid Price	Current Top Bidders				
☐	keyword one	🔍 Dlete	✏ landing page one	0.0050	0.0000	0.0000	0.0000	0.0000	0.0000
☐	keyword three	🔍 Dlete	✏ landing page one	0.0050	0.0000	0.0000	0.0000	0.0000	0.0000
☐	keyword two	🔍 Dlete	✏ landing page one	0.0050	0.0000	0.0000	0.0000	0.0000	0.0000

[Delete] [Inactivate] [Activate]   [Update Bids]

0 - 3 of 3 Keywords   (Awaiting Approval)

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This page is not the best one as it can be a bit confusing. The basic jist is they want you to review the campaign settings at the top and then enter your keyword bids at the bottom. You can also select the Option 1 to set all bids to a maximum or Option 2 to set all bids to a certain position and maximum bid. It's pretty powerful stuff and if you have a large number of keywords you're bidding on it can save you a lot of time. The bottom line is your campaign is now in the "waiting for approval" mode. So you can adjust your bids but you can also just leave it as is until they approve your campaign.

I've found that if you can get your account rep on AIM or email, you can let them know you have one pending and they'll usually go right in and set it to live.

So now you've setup your campaign, congrats, you can edit it at any time too, so don't worry if you made any mistakes.

Please post any questions on the forums now.