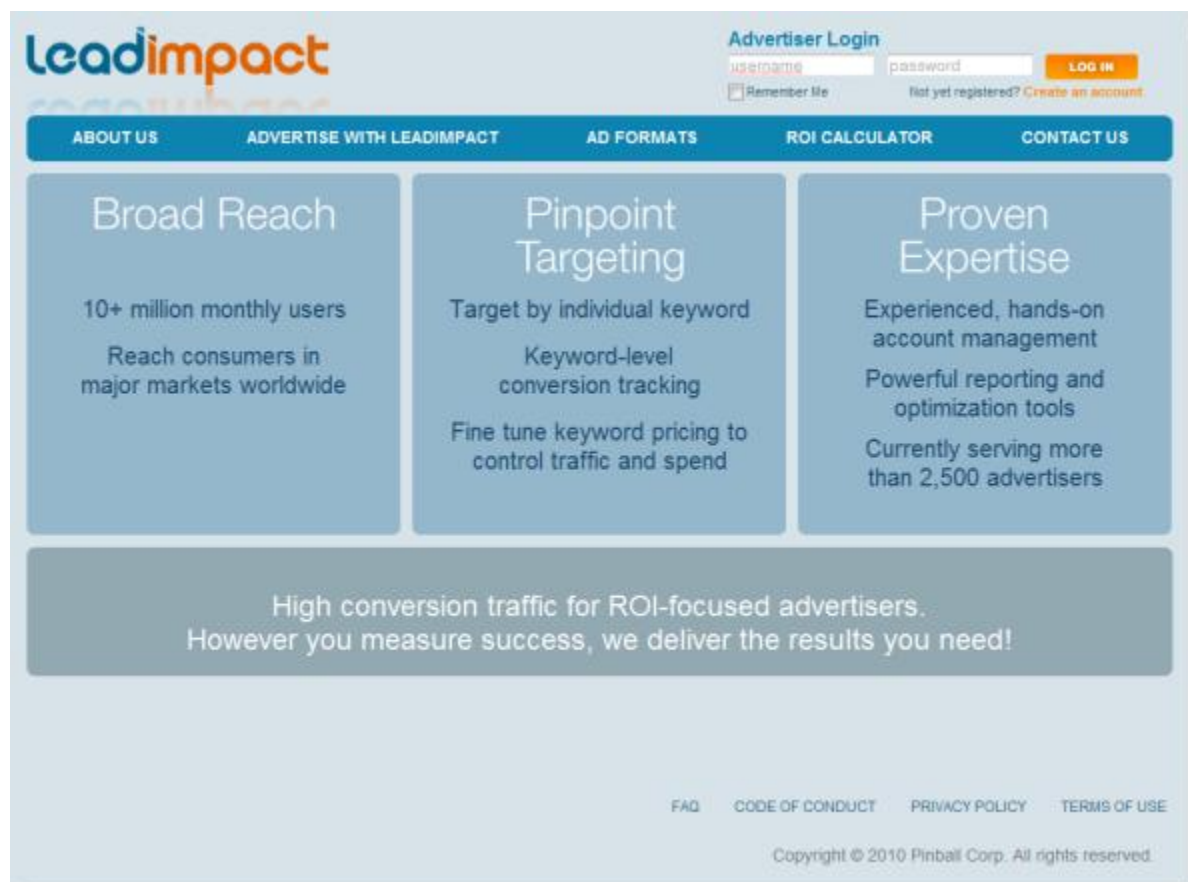


## How To Launch A Campaign On Lead Impact

### Introduction:

Lead Impact is located here: <http://leadimpact.com>. It is formerly known as Zango and the company has a habit of changing their name every couple years. Their traffic is not too bad, but it's not the highest converting traffic out there. We feel that is because they are one of the oldest CPV networks and maybe their user base has grown a bit weary of their ads. However a good unique ad can definitely overcome that issue. Here's a screenshot of their site:



Here's a quote from their about us section:

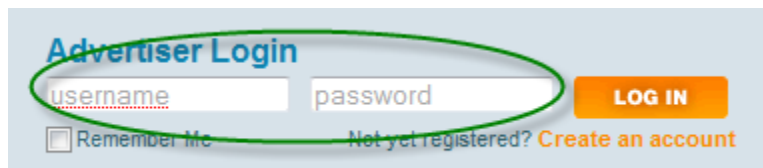
"LeadImpact is a contextual desktop advertising network, with an audience of millions of consumers who get access to top quality content, such as videos and games, in return for viewing a limited number of targeted ads. LeadImpact delivers a powerful hybrid online advertising solution that combines the precise targeting of paid search with the compelling creative of display."

"Our unique Time-shifted Advertising<sup>SM</sup> model and powerful targeting software allow us to give our audience an uninterrupted entertainment experience, and then deliver highly targeted, relevant advertising to them when they are online and in transactional/commercial mode—searching for products, services or information."

They definitely have a large user base and as long as you find the right offers, it works well still. We'll now show you exactly how to get a campaign up and running with them.

## Step One:

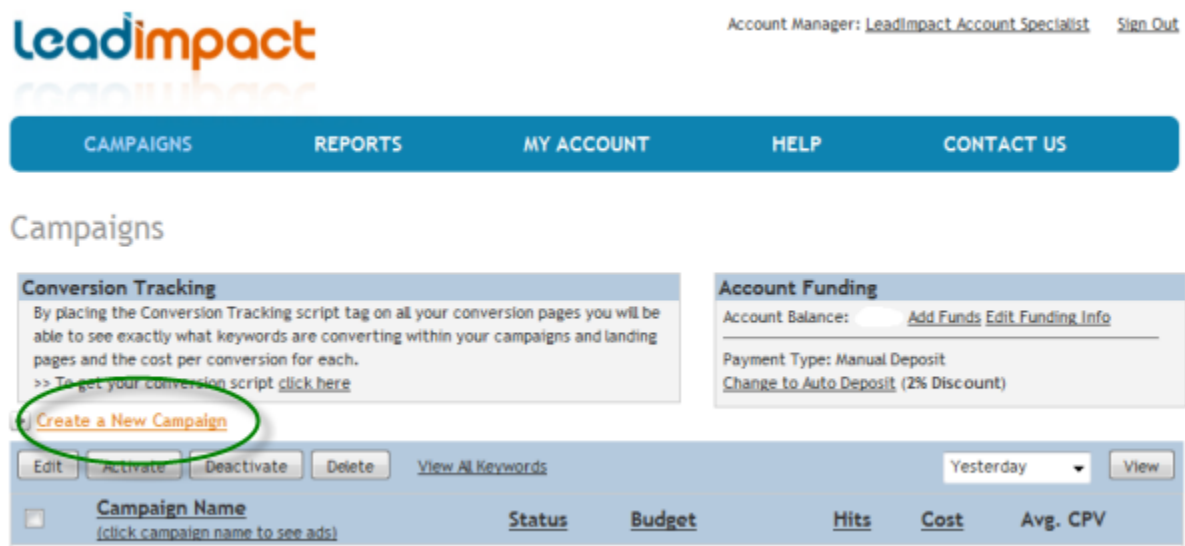
First step is to login here:



The image shows the Advertiser Login form. It features a title "Advertiser Login" in blue. Below the title are two input fields: "username" and "password". To the right of the "password" field is a blue "LOG IN" button. Below the "username" field is a checkbox labeled "Remember Me". To the right of the "password" field is a link "Not yet registered? Create an account" in orange text.

## Step Two:

Once logged in, you'll see a screen like this:



The image shows the LeadImpact Account Manager dashboard. At the top left is the "LeadImpact" logo. At the top right, it says "Account Manager: LeadImpact Account Specialist" and "Sign Out". Below the logo is a blue navigation bar with five tabs: "CAMPAIGNS", "REPORTS", "MY ACCOUNT", "HELP", and "CONTACT US". The main content area is titled "Campaigns". On the left, there is a "Conversion Tracking" section with a "Create a New Campaign" link circled in green. On the right, there is an "Account Funding" section with "Account Balance" and "Payment Type" information. At the bottom, there is a table with columns for "Campaign Name", "Status", "Budget", "Hits", "Cost", and "Avg. CPV".

Press the "Create a New Campaign" link and you'll be brought to the account setup screen.

### Step Three:

You'll be brought to a screen like this:

The screenshot shows the 'Create Advertising Campaign' interface. At the top, there are four steps: 1. Campaign (highlighted in orange), 2. Landing Page, 3. Keywords, and 4. Campaign Summary. Below the steps, there are two input fields: '\* Campaign Name' with an empty text box and a question mark icon, and '\* Current Maximum Budget Amount \$' with '50.00' in the text box, 'per' in a small box, and 'Day' in a dropdown menu, also with a question mark icon. At the bottom left, there is a 'Next Step >>' button.

Enter your campaign name and set your budget. You can click those little question mark buttons at anytime as well if you want more details on each field. Hit "Next Step" when ready.

### Step Four:

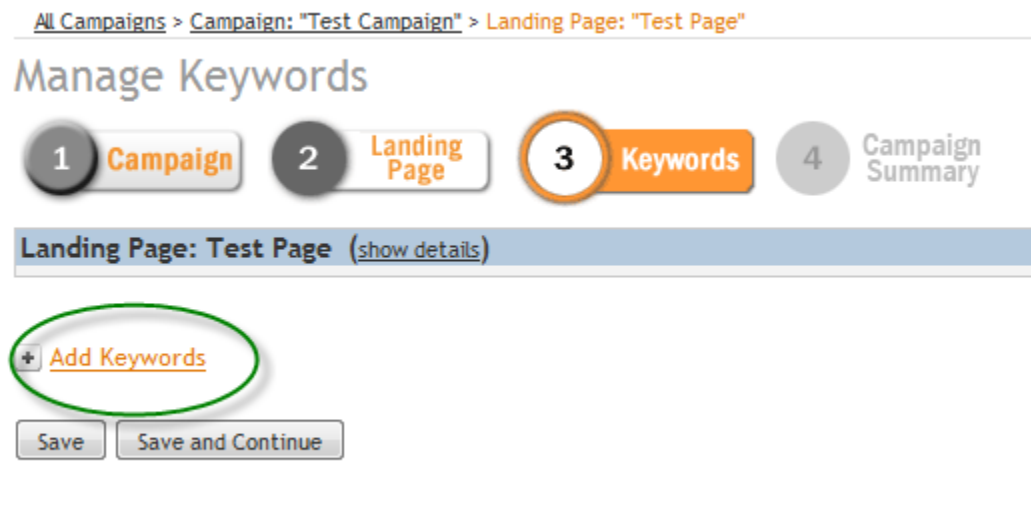
You're now looking at this screen:

The screenshot shows the 'Create Landing Page' interface. At the top, there are four steps: 1. Campaign, 2. Landing Page (highlighted in orange), 3. Keywords, and 4. Campaign Summary. Below the steps, there are several input fields: '\* Name Your Landing Page' (empty text box), '\* Landing Page URL' (text box with 'http://'), '\* Product Category' (dropdown menu with 'Select a Category...'), and '\* Product SubCategory' (dropdown menu with 'Select a Category First...'). There is also a 'Keyword Pass-Through' checkbox. Below these is a 'Pricing Guide For Category:' section and a '\* Country Targeting:' section. The 'Country Targeting' section has two lists: 'Countries' (with a scrollable list including United States, United Kingdom, Afghanistan, etc.) and 'Targeted Countries' (an empty list). There are two arrow buttons between the lists: a right-pointing arrow and a left-pointing arrow. At the bottom left, there is a 'Next Step >>' button.

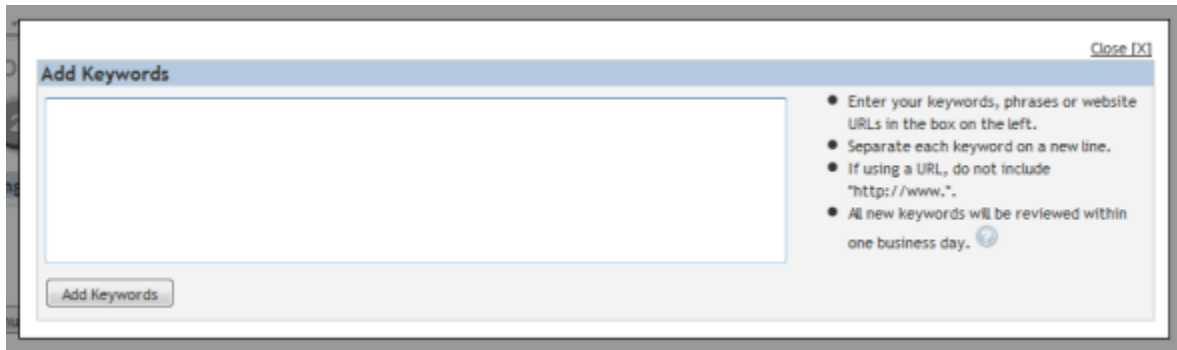
Enter your landing page name, the url, select your category and subcategory. I would check the keyword pass-through checkbox as well. This will append the keyword or url you bid on to the end of your link. Very useful for tracking. You also need to select your geo targeting on this page. When all that is done, hit the "Next Step" button.

### Step Five:

You should now be looking at a screen much like this one:



Press the Add Keywords link and box will pop up allowing you to enter your keywords.



Enter one keyword or url per line. Don't enter the "http://www." part of any url. They say it takes a day to review them as well, which is pretty accurate. (Minus weekends which they don't work). Hit the "Add Keywords" button now.

## Step Six:

Now you're brought to the bid adjustment page as follows:

The screenshot shows the 'Manage Keywords' page for a campaign named 'Test Campaign' with a landing page of 'Test Page'. The page has a breadcrumb trail: 'All Campaigns > Campaign: "Test Campaign" > Landing Page: "Test Page"'. Below the breadcrumb, there are four steps: 1 Campaign, 2 Landing Page, 3 Keywords (highlighted), and 4 Campaign Summary. A blue bar indicates the current landing page is 'Test Page' with a '(show details)' link. There is an '+ Add Keywords' button. Below that are 'Activate', 'Deactivate', and 'Delete' buttons, and an 'Export Keywords' link. A table lists keywords with columns: Keyword, Current Bid, Max Bid, Bid Type, Status, Rank, and Other Bids. One keyword 'test keyword' is listed with a current bid of \$0.0250, a max bid of 0.025, a manual bid type, and a status of 'Awaiting Approval'. The table is on page 1 of 1, displaying 50 items. At the bottom are 'Save' and 'Save and Continue' buttons.

You can manually set your bid or set it to automatic and have them set it for you at the highest level possible, but not more than your maximum bid. I suggest keeping it manual to start as you can get into an unforeseen bidding war if you let them control it too much. Once you've adjust your bids, click the "Save and Continue" button.

## Step Seven:

Now you're brought to the summary screen and you can review all your settings, if everything looks good, then you're done.

The screenshot shows the 'Campaign Summary' page. It has a breadcrumb trail: 'All Campaigns > Campaign: "Test Campaign" > Landing Page: "Test Page" > Keywords > Campaign Summary'. Below the breadcrumb, there are four steps: 1 Campaign, 2 Landing Page, 3 Keywords, and 4 Campaign Summary (highlighted). The page is divided into two main sections. The left section, titled 'Campaign Details: Test Campaign', shows 'Campaign Budget: \$10.00 per Day' and 'Status: Active'. The right section, titled 'Setup is complete!', contains a message: 'A summary of your Campaign and Landing Page(s) is shown.' followed by three links: 'Add Another Landing Page', 'Manage Other Campaigns', and 'Edit Account Funding'. At the bottom, there is a table with three columns: 'Active', 'Landing Page Name', and 'Active Keywords'. The table shows one row: 'Yes', 'Test Page', and '1'.

Now the campaign will go into a queue for approval. It does not get approved automatically ever. Sometimes you can wait a day other times it's a bit more. It's always best to contact your account manager and ask them for faster approval if you can't wait.

### **Summary:**

Lead Impact is a good solid traffic source, but a lot of people already use it and therefore they might say it doesn't convert as well as others. I disagree. Any traffic source will convert so long as you have the right offers showing to it at the right times.

It's very important to rotate offers either within a niche or a bit broader to narrow down to the high ROI ones. As with all the other traffic sources, the key is to take action and start doing some testing. That's the only way you are going to make any money doing this.

Please post any questions you have on the forums now.