How To Launch A Campaign On MediaTraffic

Introduction:

Here's a quote from their website under their about us section:

"Media Traffic delivers permission-based contextual advertisements to Vomba Network users. Our proprietary technology is designed to be effective for advertisers while remaining relevant to consumers.

The Vomba Network provides end-users with complete transparency, privacy and control. Vomba Network does not collect any user identifiable information.

Leading the industry in ethical distribution, Vomba Network creates, hosts and distributes its own products eliminating third-party distributors. This ensures the integrity of the Vomba network.

MediaTraffic.com is certified under the TRUSTe Web Seal Privacy Program."

Vomba is the toolbar program that they distribute to get their traffic. I like Media Traffic as it tends to be on the higher quality side, but some CPV marketers have struggled with it. The best thing to do, as always, is to do a couple test campaigns and see for yourself. Let's show you how to launch your own campaign now.
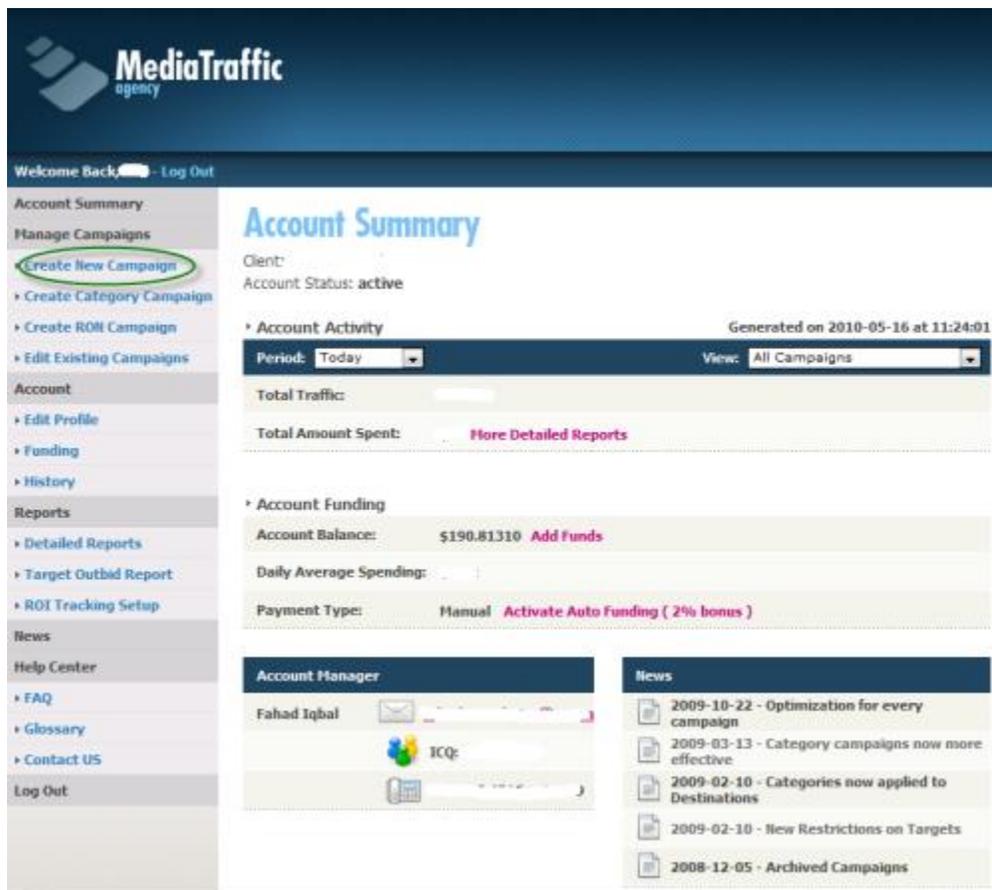
Step One:

First step is to login to your account that you've already created. You can do that right from the main page as per the image below:

Step Two:

You can create a couple different types of campaigns as per the image below:

You can start with just creating the one we show above in the green circle. The "RON" campaigns mean "run of network" and are totally untargeted traffic. Hard to convert and mainly RON traffic is used for branding campaigns, not really for internet marketers.

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Step Three:

Once you've click on "Create New Campaign" you'll see a screen like this:

Enter your campaign Name, select your daily budget, (don't go too high to start as you will be spending it with this traffic source easily). I would leave the frequency cap at 1/24 as that means a use will only see your ads once every 24 hours. That's good enough to start, but you can play with this setting. Sometimes it takes 7 views for someone to click something. So you could set it to 7/24 instead. The higher the number the faster you will spend your budget. So do you want to spend it trying to get the same person to click or get a new person to click? Up to you.

You can also select your geo targeting by pressing the "show" button beside the country list. Set the status to active and you can use any of the advanced features , but they're not necessary to start.

Step Four:

Now that you have the preliminary setup done, you will see a screen like this:

If you're direct linking, you will name the link, then put your affiliate url in the destination url field. Then you'll select a category, just in general, of what you're offer fits in. If you're using your own landing page, name it and put the link to it in the destination url field. Then click Add.

Alternatively, you can use their bulk upload sheet if you are split testing a lot of landing pages or direct links.

Step Five:

Now you've got your link(s) setup and your basic settings, so it's time to add your targets. You will see most of what is show above plus the following on the this screen:
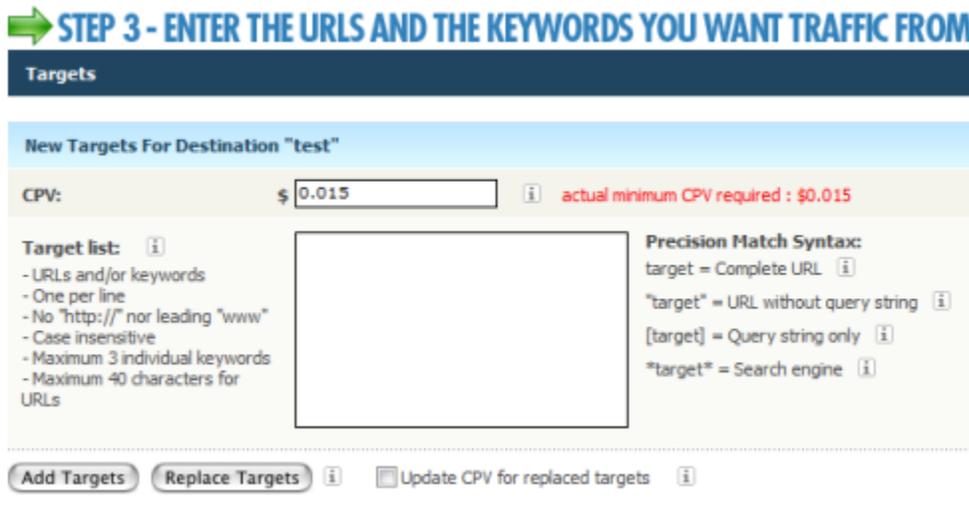
It's pretty self explanatory at this point, but there's a couple precision matching items that you need to know:

❖ Complete Url : to use this, (it's the default), it targets the whole url with all the extra items after the ? in the url string.

❖ URL without query string: "target" This means you wrap your url in double quotes. Anything after the question mark in the url is ignored for targeting.

❖ Query String Only: [target] This means you wrap your url in square brackets. Anything before the question mark in the url is ignored for targeting.

❖ Search Engine: *target* This means you wrap your url in asteriks. It will then only target search engine queries to show your pop ups.

There is more information available by hovering over the little "i" image beside each targeting type. To start, you can just use the default targeting. Once you've added all your targets, click "Add Targets". You'll then be shown the last step.

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Step Six:

This is the last step and it's just a matter of using the screen below to set your bids:

My test target is named "delete me" above. I can change the precision match at this point too if I wanted. The minimum bid on Media Traffic at this point in time is $0.015. You can modify all your targets, match competing targets or overbid all competing targets using this page. Once you set your bid or match competing or overbid, make sure you press "Save Changes". We will talk a lot more about strategy on the forums.

The final step is to click "Finish". Now your campaign will go to review and you have to wait for them to approve it. This can take anywhere from 5 minutes to 2 days. It's always good practice to send a message to your account rep when your campaign is done so that they can approve it quickly.

Summary:

That's all there is to setting up a campaign on Media Traffic. As I said above, we'll talk a lot more about bidding strategies and things like that in the forums, but using this guide, you can now launch your own campaign quickly and easily.

If you do have any questions, please post them on the forums.