

How To Launch A Campaign On Traffic Vance

Introduction:

Traffic Vance is one of the best networks to buy CPV traffic from. It converts very well and that's why they now demand a \$1,000 deposit to get an account with them. This keeps fraudsters out of their network and keeps their users happy. Happy users means more conversions for advertisers. Traffic Vance is the only network with such a high minimum deposit and they're well worth it.

Here's what their main site looks like:



Here's a quote from their about use page:

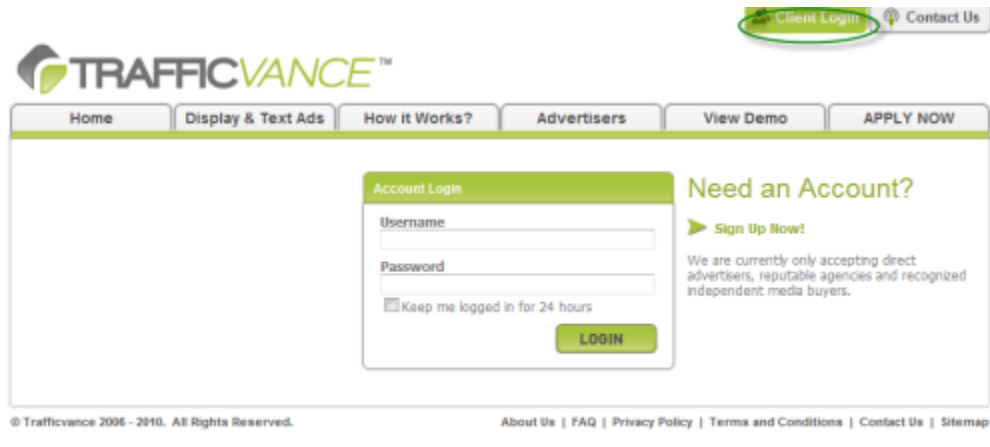
"Trafficvance is a FutureAds company located in Irvine, California. Our team is a unique blend of new media, traditional media and technologists who are revolutionizing the world of online marketing. Our experienced team is focused on execution and growth. Together, we have over 70 years of Interactive experience and way more than 100 years of online marketing and e-commerce experience. We're passionate, committed and are confident enough to think we can make a difference. Our strategy is to constantly innovate on all fronts - technology, product, marketing, advertising, and business operations."

Again, we emphasize that they do require a minimum deposit of \$1,000 to start and they will want to verify your photo ID before they'll send you any traffic. It is extra work to get involved but it's worth it in the end.

In this guide we'll show you how to get going with them quickly and easily with our step by step instructions.

Step One:

Click the Client Login link at the top right of the screen as shown in the screenshot below:



Step Two:

Now you're brought to your main account dashboard. Click on the "New Campaign" button in the green circle as shown below:



Step Three:

Now, you'll be asked to enter the basic campaign information as per the screenshot below:

Enter your campaign name, description is optional and daily spend is necessary. Again don't go too high on the daily spend to start as you will blow through your budget quite easily with Traffic Vance.

Step Four:

Now you're brought to a page with a lot of options on it. Don't worry, we'll go through each one individually for you as follows:

1. Campaign Name: (it's already filled in for you.)

Campaign Name: Test Campaign

2. Category: Pick one that best matches your campaign, (your targets are going to matter more than this though so don't worry if they don't have your exact category.) You can always select "other" as well

*** Category:** Select a Category...

3. Creative URL: This is your landing page or direct link, (your affiliate link)

*** Creative URL:** http://

4. Rotator Creative Checkbox: Traffic vance is one of the only networks to realize that affiliates will rotate offers with their traffic. Now they want to know ahead of time so they can refresh the link to see all the offers you're promoting. IF you're not rotating offers just leave it unchecked.

[Test Creative URL](#)
[View URL Tips](#) This is a Rotator Creative
NOTE: If you want to test different creatives, you must check the Rotator box above and have all landing pages approved.

5. Creative Type: Offers you the option of Display or Textlink, leave it as Display for this one.

* Creative Type: Display Textlink

6. Matching Options: Again TV is one of the only ones to offer this. It's very handy as it will show your ad for "Miami Ford" and "Ford Miami" automatically. However, one may convert and the other may not, so you'll need to use it at your own discretion.

Matching Options: Flip it!

7. Creative Budget: They have a minimum of \$20 per creative, you can use this if you're testing more than one landing page or offer and want to ensure they get an equal amount of the daily budget.

* Creative Budget \$: UNLIMITED

8. Max Visitors Per Day: You can limit the number per day if you want, good on very large campaigns in testing.

Max Visitors Per Day: 10000 (min. 1000)



9. Daily Spend Limit: It must be at least \$10 and you must set this or you will spend all your money quickly in one shot.

Daily Spend Limit: \$

10. Target By Region: this is preset for you.

Target by Region: United States

11. Start Date & End Date: This is pretty simple, make sure you set your end date in the future or it will only run on the single day it defaults to.

Start Date: 05 ▼ 16 ▼ 2010 ▼ 
End Date: 05 ▼ 16 ▼ 2011 ▼ 

12. Daily Work Time: I usually leave it to any, but once you get some conversion data you can find when the offer converts the best and really laser target those hours only.

Daily Work Time: (any) to (any) PST

13. Work Days: Again, once you have some data, you can start day parting using this option, but for starters just let it run every day, (generally).

Work Days: Sunday Monday Tuesday Wednesday Thursday Friday Saturday

14. Individual User Cap: You can play with this setting, if you want each user to see your ad once per day, leave it at 24 hours.

Individual User Cap (one view per): 24 hours

15. Tracking Code/Terms & Conditions: The tracking code will be available later, you can use that for your pixel placement on networks. That way it will show exactly which target had a conversion. This is necessary for proper campaign management. For now, just click on the "I have read..." checkbox and click the "Next" button.

Tracking Code (HTML): Available after the creative is added.

* Terms & Conditions: Advertisements that are strictly prohibited in the network:

1. Adult advertisements
2. Casino advertisements
3. Advertisements that spawn exit pops
4. Toolbar, Adware or download advertisements
5. Anti-Spyware or Scare-ware advertisements
6. Any advertisement that uses trademarks or logos in any way to deceive the user

Any attempt to run these advertisements will subject your account to be banned.

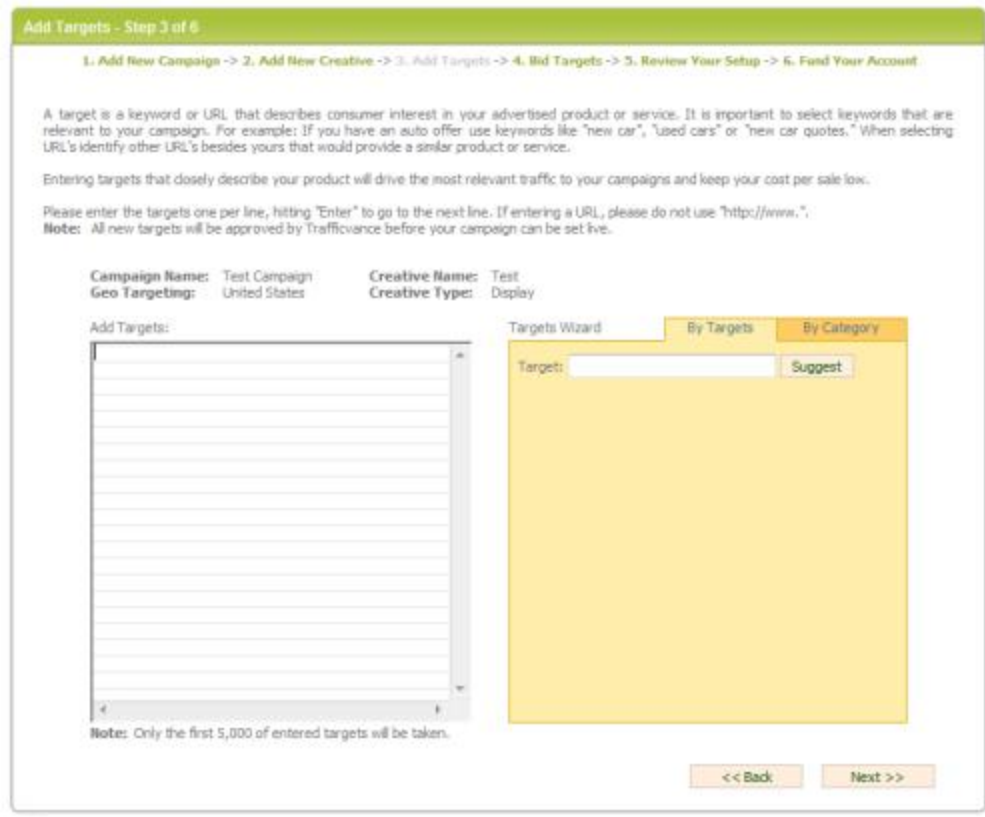
I have read and agree to the Terms & Conditions.

<< Back

Next >>

Step Five:

In this step we're going to be adding our targets, we can either use their tool, (sometimes good for finding golden nuggets you didn't think of), or we can just add our own. If you have a list, don't try to copy and paste 5,000 at a time, it's way to resource intensive for the program and will end up with your browser crashing, instead do it in small chunks at a time.



The screenshot shows a web interface for adding targets. At the top, a green header reads "Add Targets - Step 3 of 6". Below it, a progress bar shows six steps: 1. Add New Campaign, 2. Add New Creative, 3. Add Targets (current), 4. Bid Targets, 5. Review Your Setup, and 6. Fund Your Account. The main content area contains explanatory text about targets and instructions for entering them. It includes fields for "Campaign Name" (Test Campaign), "Geo Targeting" (United States), "Creative Name" (Test), and "Creative Type" (Display). There are two main input areas: "Add Targets" with a large multi-line text box, and "Targets Wizard" with a "By Targets" tab selected, a "Target:" input field, and a "Suggest" button. At the bottom, there are "<< Back" and "Next >>" buttons. A note at the bottom left states: "Note: Only the first 5,000 of entered targets will be taken."

Click the "Next" button when you're done adding them.

Step Six:

On this page you can make your bid the highest automatically or just manually enter your bids. You can also go back and add more targets if you want. It's pretty straight forward.

Bid Targets - Step 4 of 6

1. Add New Campaign -> 2. Add New Creative -> 3. Add Targets -> 4. Bid Targets -> 5. Review Your Setup -> 6. Fund Your Account

Please place a bid per target just like you do with search engines. The higher your bid is for that target the higher your ad will be placed in your category. In addition, the higher your bid is on a target in your category, the better results you will see.

A target is a keyword or keyword phrase just like you use in search engines.

Please note you will not be competing with advertisers in other categories for the same targets. We suggest bidding high when testing; you can always adjust later to hit ROI metrics.

Campaign Name: Test Campaign Creative Name: Test
 Geo Targeting: United States Creative Type: Display

Delete		Add Targets	Make My Bid Highest	0.01	Bid Selected	
<input type="checkbox"/>	Target Name	Activity	Status	Rank	Highest Bid	Your Bid
<input type="checkbox"/>	test one	<input type="text"/>	AW. APPROVAL	1	\$0.01	\$ 0.01
<input type="checkbox"/>	test two	<input type="text"/>	AW. APPROVAL	1	\$0.01	\$ 0.01
<input type="checkbox"/>	test three	<input type="text"/>	AW. APPROVAL	1	\$0.01	\$ 0.01

Update All Bids Targets per page: 500

<< Back Next >>

Click the "Next" button when done adjusting your bids.

Step Seven:

Next they show you a quick summary screen and ask you to press the "Finish & Fund" button:

Review Your Setup - Step 5 of 6

1. Add New Campaign -> 2. Add New Creative -> 3. Add Targets -> 4. Bid Targets -> 5. Review Your Setup -> 6. Fund Your Account

A summary of your Campaign and Creative created through this wizard is shown below.

Campaign Summary		Edit
Campaign Name:	Test Campaign	
Creation Date:	Sunday, May 16, 2010	

Creative Summary		Edit
Creative Name:	Test	
Creative Type:	Display	
Creative Category:	Arts & Entertainment	
Creative URL:	http://testonly.com	
Creative Budget:	UNLIMITED	

A summary of your Creative Targets and Bids is shown below.

Targets and Bids Summary		Edit
Target Name	Your Bid	
test one	\$0.01	
test three	\$0.01	
test two	\$0.01	

Finish and Fund





Step Eight:

Now they're going to ask you enter your credit card info and fund the account. Then it will go to approval phase, but on the first one, you're going to need to scan your photo id and credit card and send it to them via fax or email. (Fax is probably safer). They require this or they will not run your account.

Fund Your Account - Step 6 of 6

1. Add New Campaigns -> 2. Add New Creative -> 3. Add Targets -> 4. Bid Targets -> 5. Review Your Setup -> 6. Fund Your Account

Trafficvance Refund Policy: Trafficvance will refund, upon request, any unused portion of any deposit. By submitting payment below, you accept our **Terms and Conditions**. Please note that the minimum reorder deposit amount for your account is \$500.00.

We accept    

* First Name on Card:

* Last Name on Card:

* Email Address:

* Address:

* City:

US State:

Non-US State:

* Postal Code:

* Country:

* Deposit Amount \$: (min. \$500.00)

* Card Type:

* Card Number:

* Expiration:

* Verification Code (CVV2):

Tip: Fields marked with * are required.

When finished click "Submit Payment". Now you're done.

Summary:

As stated above, you need to send in those two items, then wait for approval and your traffic will start. There's no point in arguing with them about the photo id or credit card scan because without it, you're not getting any traffic.

Traffic Vance is awesome for converting traffic, one of the highest ROI ones. All the hoops they make you jump through are worth it.