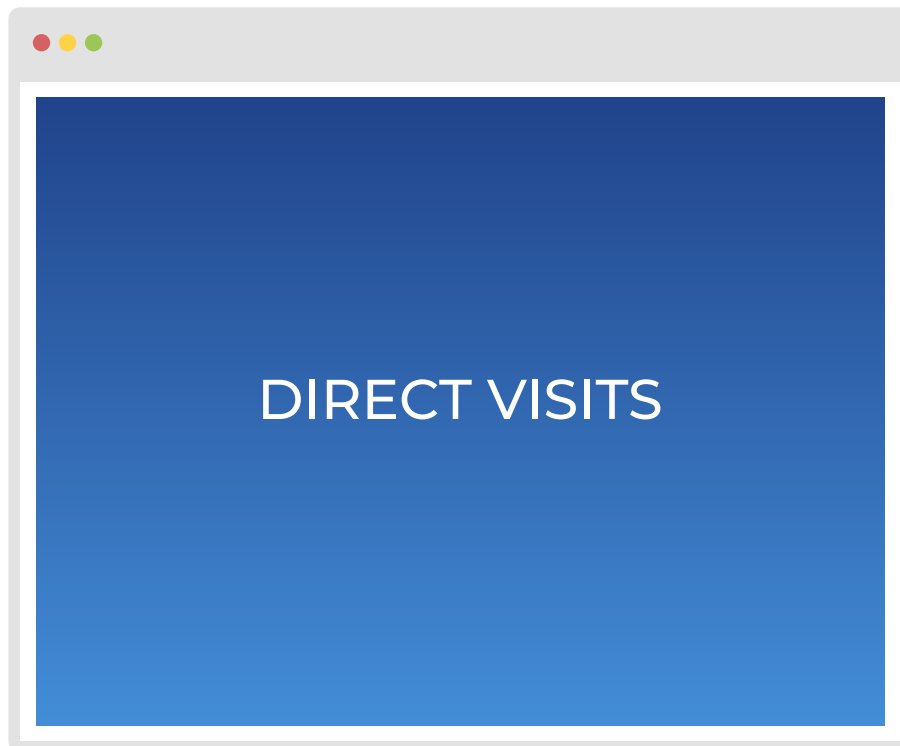


Japio DSP

Audience

New Campaign Guide

**Learn step-by-step how to create
an audience advertising campaign.**



What is Audience Advertising?

Audience is run of network or RON. This media buying option appears and rotates ads on any websites and pages of the network. It's used for an ad arbitrage and website engagement. Audience additionally offers IAS, Forensiq and in-house filters.

The cost effectiveness of RON traffic is unparalleled in digital advertising. It is an easy and inexpensive way to boost your website. RON traffic attracts a wide audience by sending visitors to landing pages. This exposure is incredibly valuable for emerging brands, increasing traffic or new product launches.

Basic Settings

The image shows a form for setting up a campaign with the following fields and callouts:

- 01** Enter the name of your campaign. (Points to Campaign name)
- 02** Enter the URL of your landing page. (Points to Destination URL)
- 03** Enable to add default the macros, or click the link to view all the available macros. (Points to Add macros checkbox)
- 04** Enable to set a limit on how many times a visitor can view your website. (Points to Visits cap checkbox)
- 05** Enter the cost per visitor. Minimum is \$0.001. (Points to Cost per visitor input)
- 06** Enter your campaign budget. Minimum daily spend is \$1. The "Even" option will spread the budget evenly during a day and the "ASAP" will spend all the campaign funds as soon as possible. (Points to Budget dropdown and input)
- 07** Enable to schedule when to run the campaign. (Points to Schedule radio buttons)
- 08** Enable to run the campaign on specific days and hours. (Points to Timetable checkbox)

Supply Partners

We recommend you to select only Audience and Dropped clicks.

Supply partners

Audience

Dropped clicks

Geo Targeting

Select from countries, regions and cities.
Use the search field for quick search.

Technology Targeting (optional)

Enable to target or exclude Operating Systems and Browsers.
Select an option and click either “Include” or “Exclude”.
We recommend you to select only the latest versions.

Optimization Rules (optional)

Enable to automatically optimize your campaign based on the defined rules.

How to use:

For [select targeting option: site_id, pub_id, domain, placement]
if [select metric: impressions, accepted_clicks, conversions, cpc, cpa, media_cost, roi] [select operator: <, >, ==] [input: int]
in [select: last day, last 7 days, last 30 days, week] then [blacklist / whitelist]

Examples:

For site_id if cpa > 3 and impressions > 1000 in last 3 days then blacklist
For site_id if roi > 1.5 and accepted_clicks > 100 in week then blacklist

Source Sampling (optional)

Enable to limit the visits per source. We recommend you to choose 1 per IP + UA per 1 day, to get unique visitors, will limit by IP address and User Agent.

Source Targeting (optional)

Enable to whitelist or blacklist sources. For retargeting, find the sources of your campaigns in reports and use them here. Enter one source per line.

IP Targeting (optional)

Enable to whitelist or blacklist IP addresses. Enter one IP per line.

Save Campaign

Our team will take few hours to review your landing page.



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Do you have any question?
We will be glad to assist you!

Help Center