JapioDSP
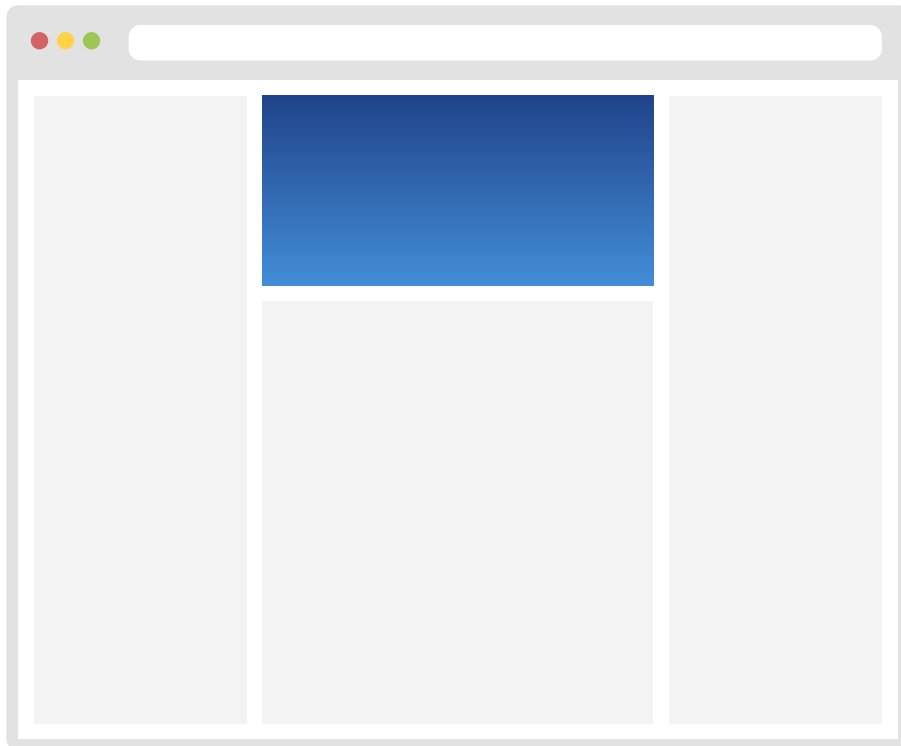
Display

New Campaign Guide

Learn step-by-step how to create
a display advertising campaign.

What is Display Advertising?

Display or banner advertising is one of the most popular and traditional methods of digital advertising. It offers you the possibility to promote your products or services via banners of different sizes. Our platform supports all standard IAB ad sizes, in JPEG and PNG formats.

Display advertising is a type of online advertising that comes in several forms, including banner ads, rich media and more. Display advertising relies on elements such as images, audio and video to communicate an advertising message.

Display advertising creates brand awareness and recognition while promoting the sale of a product or service.

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Campaign and Ad Settings

01 Enter the name of your campaign.

02 Enter the URL of your landing page.

03 Enable to add default the macros, or click the link to view all the available macros.

04 Click the icon to duplicate the banner.

05 Select the size of your creative from the list.

06 * Click to choose and upload your creative.

07 Enter the domain of the website you want to advertise.

08 Click the button to add a new banner.

Campaign name *

Destination URL *
https://

Add macros (Check all available macros)

Size
300x250 Desktop / Mobile

Creative*
Choose file   No file chosen

Advertiser domain*
example.com

Add another banner

Basic Settings

01 Enable to set a limit on how many times a visitor can view your banner.

02 Enter the cost per 1000 impressions. Minimum is $0.1

03 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.

Impressions cap	☐ Enable
Cost per mille *	0.1
Budget	Even ▼ $ 25 Per day ▼
Schedule	● Run my campaign continuously starting today ○ Set a start and end date
Timetable	☐ Enable

05 Enable to run the campaign on specific days and hours.

04 Enable to schedule when to run the campaign.

Tracking Type (optional)

You can select one of the options: Pixel, Image or Postback request. Follow the instructions written under each option or read more in our Knowledge Base:

Tracking type	○ None ● Pixel ○ Image ○ Postback request
Conversion value	1
	Copy and paste this code into your conversion page. Make sure it is inside the BODY element: `<script src="//rtb.adx1.com/pixels/pixel.js?id=1500832&event=conversion&value=1"></script>`

Category

Select a category from the available list according to the content of your destination URL.

Supply Partners (optional)

We recommend you to run the campaign on all sources to get more traffic. Uncheck only if you want to run the campaign on certain sources.

Inventory Type (optional)

Select to choose if you want to advertise on websites or in mobile applications. We recommend you to select both.

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, Devices, Browsers and Connection types. Select an option and click either "Include" or "Exclude". We recommend you to select only the latest versions.

Carrier Targeting (optional)

Enable to target or exclude carriers from around the world.
Select a carrier from the list and click either "Include" or "Exclude".

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.

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 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.

Security Filters (optional)

We recommend you to select all the security filters to block any bot activity.

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

www.help.japio.com