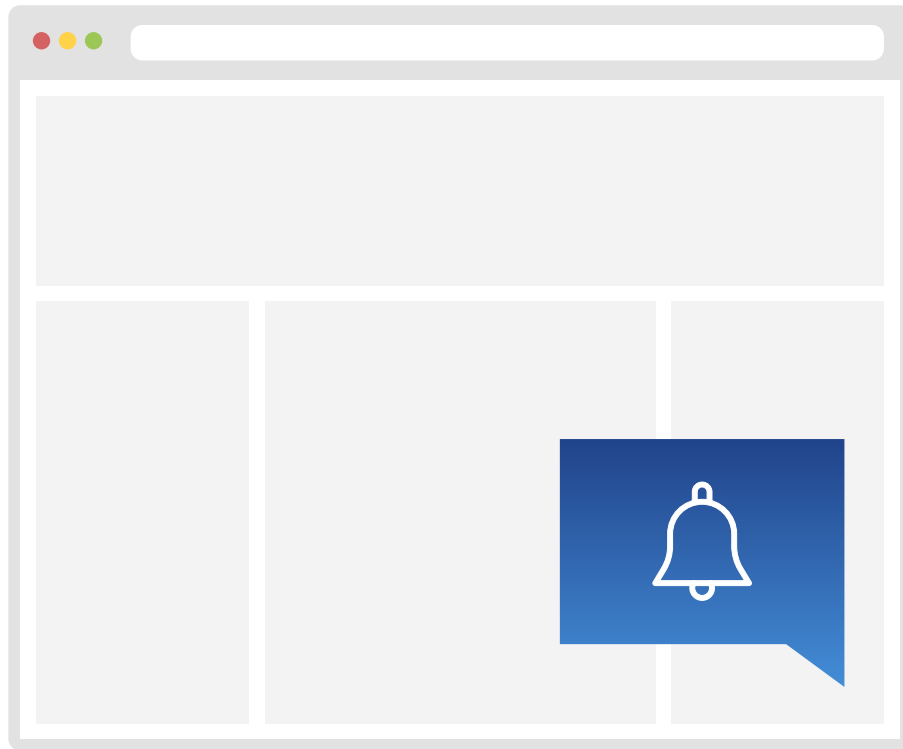Japio **DSP**

# Push Notification

## New Campaign Guide

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

# Japio **DSP**

# What is Push Notification Advertising?

Push Notification is an innovative and user-friendly way to connect with your targeted audience. You can significantly increase engagement with your content and provide positive user experience to your customers.

A push notification is a text or rich media message, sent from third-party applications once the user opts in to receive them.

The strategy behind push notification is to offer value whether it be content, coupons, or time-sensitive alerts, bringing the user back to engage with the application.

# Japio **DSP**

## 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** Enter the ad title with maximum of 30 characters.

**05** Enter the ad message with maximum of 30 characters.

**06** * Upload the ad icon with recommended size 192x192 pixels.

**07** * Upload the ad banner with recommended size 492x328 pixels.

**08** Click the icon to duplicate the ad, or the button below to add a new.

Campaign name *

Destination URL *  https://

☐ Add macros   (Check all available macros)

Title*  Enter a title

Message*  Enter a message

Ad preview

Creative size: 192x192

BUY WEB TRAFFIC

Creative size: 492x328

Add another ad

### Notes

* The creative file size must not exceed the 150kb.

# Japio **DSP**

## Basic Settings

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

**02** Enter the cost per click. Minimum is $0.003

**03** Enable Smart CPC to optimize bids based on volumes and conversions.

**04** 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.

**05** Enable to schedule when to run the campaign.

**06** Enable to run the campaign on specific days and hours.

| | |
|---|---|
| Clicks cap | ☐ Enable |
| Cost per click * | 0.01 |
| Smart CPC ❓ | ☐ Enable |
| Budget | Even ▾    $ 25    Per day ▾ |
| Schedule | ● Run my campaign continuously starting today |
| | ○ Set a start and end date |
| Timetable | ☐ Enable |

# 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: https://support.ppcmate.com ⬈

| 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>
```

# Subscribers List

We recommend you to run the campaign on all sources.
Uncheck the option only for certain offers and select from the available list
according to our Creative Guidelines:

# Geo Targeting

Select from countries, regions and cities.
Please note that you can select one country per campaign.

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## 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 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.

# Japio**DSP**

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

Help Center

www.help.japio.com