

Step-by-Step Campaign Building Instructions

ExactDrive™

Difference-making online advertising campaigns require innovative strategy, leading technology, careful planning and insightful analysis. ExactDrive's Advertising Platform and strategic consultant team provides all four, making it easier for you to generate the results you want most. Let's work together!

Step 1 Login to User Account

Log into your account by navigating to the ExactDrive Ad Platform or your White-Labeled Reseller Ad Platform:

ExactDrive Ad Platform Users: <http://campaigns.exactdrive.com>

Reseller Ad Platform Users: <http://yourcompany.exactdrive.com>

- Resellers can login with their Administrator or Media Buyer user credentials

ExactDrive™

Welcome to Exact Drive

Please Login

Please Login with your "USER" Account.

Email Address:*

Password:*

[Forgot password?](#)

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Step 2

Create an Advertiser

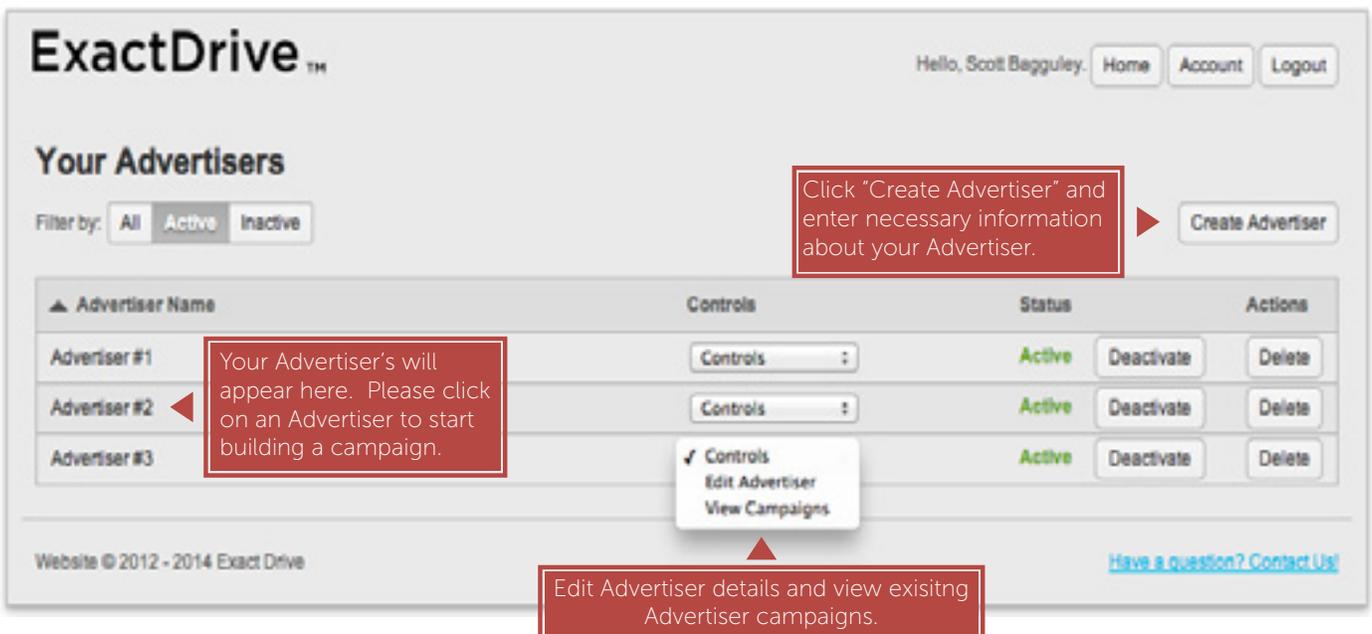
Prior to beginning the campaign build process, the first step is to create an **Advertiser** within the Ad Platform.

Resellers will want to create a new Advertiser for each client/company that you work with so that you can organize all of your campaigns by Advertiser.

Direct clients have two options available when it comes to the advertisers component:

- Create one Advertiser and group all of your campaigns within one account
- Creative multiple Advertisers to group specific initiatives or campaign strategies together (i.e. Annual Campaigns, Summer Promotional Campaigns, etc.)

After creating an Advertiser, click on the Advertiser name or select "View Campaigns" in the drop down menu to navigate to the Campaign Builder section of the ad platform.



Step 3

Create a Campaign for your Advertiser(s)

Click on the **“Create Campaign”** button in the upper right hand corner to begin the campaign build process.

Users/Resellers have the ability to generate as many campaigns as they would like. As you will see in the documented steps below, users can create one campaign for a multi-targeted (i.e. behavioral, retargeting, etc.) campaign strategy. Although you are only submitting one campaign, our reporting will provide detailed analytics on each targeting componet.

Additionally, users can leverage our campaign duplication feature by selecting **Duplicate** in the campaign controls drop down menu.

- This feature is very helpful to use when consistently launching similar campaigns monthly or weekly. Be sure to rename your campaign and adjust any flight date, budgeting or creatives changes that are needed.

The screenshot shows the ExactDrive interface for an advertiser. At the top right, there are links for 'Home', 'Account', and 'Logout'. Below the advertiser name, there is a 'Create Campaign' button. A table lists three campaigns, each with a 'Controls' dropdown menu. The 'Duplicate' option is highlighted in the dropdown for the third campaign. A 'Filter by' section shows 'All', 'Active', and 'Inactive' options.

Callouts in the image:

- Click "Create Campaign" to start your Campaign Building Process.
- Previously created and existing campaigns will appear here.
- Duplicate and view existing campaigns.

Step 4

Campaign Details

- **Flight Dates:** Submit a Start/End Date. To run campaigns indefinitely, be sure to enter your specific **Daily** and **LifeTime budget** information on the Inventory Tab.
- **Frequency** is how often a user views a creative, e.g. three times a day or twice an hour. The goal of frequency targeting is to prevent user “ad burnout” from seeing the same creative or campaign too often.
- **How Do Campaign Goals Work?** Sometimes advertisers wish to achieve a goal that is different from how they pay for a campaign. For example, an advertiser may pay on a CPM basis but tell their network they want to meet a \$20 CPA goal. The ExactDrive Ad Platform allows clients to mimic this real-world agreement by optimizing to these goals for your advertisers and campaigns.
 1. **Cost per Click (CPC):** Enter the desired amount you would like to pay per click
 2. **Cost per Acquisition (CPA):** Enter the desired amount you are willing to pay for a conversion.
 3. **Click-thru Rate (CTR):** Enter the desired CTR % that you would like to reach.
- Additional information provided in [Campaign Goals](#) section.

The screenshot shows the 'ExactDrive' interface for setting up a campaign. The 'Campaign Details' section includes fields for Campaign Name, Status, Flight Dates (Start and End), and Comments. The 'Frequency' section has options for 'Apply frequency targeting' with sub-options for impressions over lifetime, per user per day, and per user per minute. The 'Campaign Goals' section offers 'No campaign goal', 'CPC goal', 'CPA goal' (with post-view and post-click options), and 'CTR goal'. Three red callout boxes provide instructions: one for the Campaign Name field, one for the Frequency targeting options, and one for the Campaign Goals section.

Step 5

Inventory Targeting

The inventory targeting tab is where you have the ability to choose which targeting components, bid structure (CPM, CPC) and media spend you would like to use for your campaign.

- **Targeting Components:** Ability to leverage Behavioral, Categorical, Retargeting, Search Retargeting, Mobile, Video (in-banner & PreRoll), Facebook or Domain Targeting for your campaign. **Targeting definitions and examples are provided in the [Targeting Components](#) section.
- **Bid Structure:** Our platform allows you to place media campaigns on a CPM or CPC structure:
 1. **Cost per Thousand (CPM):** Rates range between \$2.00-\$7.00 CPM for U.S. Inventory. International CPM rates vary by country/region.
 2. **Cost per Click (CPC):** Rates range between \$.30-\$2.00 CPC for U.S. Inventory. International CPC rates vary by country/region.

ExactDrive™ Hello, Scott Bagguley. Home Account Logout

Advertisers Advertiser #1 Campaign #1

Campaign Details **Inventory** Geography Creative Sur

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Inventory Targeting

CPM/CPC tab. + Show Advanced Budgeting Options

Targeting Type	CPM	Impressions	Inventory	Cost (USD)
Behavioral	\$ 0.00	0	Include: All Categories	Edit Inventory \$ 0.00
Categories	\$ 4.00	2,500,000	Include: All Categories	Edit Inventory \$ 10,000.00
Retargeting	\$ 0.00	0	Expires Never	Edit Inventory \$ 0.00
Search Retargeting	\$ 0.00	0	Include: All Keywords	Edit Inventory \$ 0.00
Mobile	\$ 0.00	0	Include: All Categories	Edit Inventory \$ 0.00
Video	\$ 0.00	0	Include: All Categories	Edit Inventory \$ 0.00
Facebook	\$ 0.00	0	Include: All Facebook Page Types	Edit Inventory \$ 0.00
Domain Targeting	\$ 0.00	0	Include: Exclude:	Edit Inventory \$ 0.00
Totals		2,500,000		\$ 10,000.00

Step 6 Inventory Targeting

Defining your inventory in the ExactDrive Ad Platform is a very simplistic process. We have over 250 different IAB standardized categories that you are able to select when defining your targeting audience on both a behavioral and categorical (contextual) targeting effort.

- **Behavioral Targeting:** Include or exclude categories in the by editing your inventory. Impression volumes are available per category/subcategory.
- **Categorical Targeting:** Include or exclude categories in the by editing your inventory. Impression **volumes** and complete **site lists** are available for every category/subcategory, users can review and export all site lists.

Example Site List

Sample Sites	Volume(U.S. Monthly)	Website Analysis
wflx.com	270,433,400	Analyze
careerbuilder.com	222,283,500	Analyze
accessto.com	200,572,200	Analyze
monster.com	204,524,800	Analyze
sales.com	143,000,200	Analyze
mama.com	90,943,100	Analyze
expofedex.com	47,349,400	Analyze
stevedoor.com	38,804,900	Analyze
careerbuilder.com	32,427,400	Analyze
merchandise.com	21,300,100	Analyze
ATL.com	20,406,800	Analyze
corporatewiki.com	20,289,100	Analyze

- Additionally through ExactDrive's partnership with SimilarWeb.com, users can leverage their advanced competitive intelligence tool uncover insights that help businesses, publishers, marketers and analysts benchmark performance against competitors, find new ways to increase their web traffic, and discover new opportunities to broaden their audience.

SimilarWeb Site Profile



Step 6

Category Inventory Targeting

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Advertisers > Advertiser #1 > Campaign #1 [Have a question? Contact Us!](#)

Campaign Details **Inventory** [+ Show Advanced Features](#)

Inventory Targeting

Select Targeting Categories

Include these Categories OR Exclude these Categories

Available Categories

- Arts & Entertainment [Include](#) [Sample Sites](#)
- Autos & Vehicles [Included](#) [Sample Sites](#)
- Beauty & Personal Care [Include](#) [Sample Sites](#)
- Books & Literature [Include](#) [Sample Sites](#)
- Business & Industry [Included](#) [Sample Sites](#)
- Computers & Electronics [Include](#) [Sample Sites](#)
- Education [Include](#) [Sample Sites](#)
- Finance [Included](#) [Sample Sites](#)
- Food & Drink [Include](#) [Sample Sites](#)
- Games [Include](#) [Sample Sites](#)
- Health [Include](#) [Sample Sites](#)
- Home & Garden [Include](#) [Sample Sites](#)
- Internet & Telecom [Include](#) [Sample Sites](#)

[Include all items above](#)

Selected Categories

- Autos & Vehicles [Remove](#)
- Business & Industry [Remove](#)
- Finance [Remove](#)

[Remove all items above](#)

Business & Industry [X](#)

Total available U.S. monthly impressions: 1,810,272,000 [Export](#)

Sample Sites	Volume(U.S. Monthly)	Website Analysis
infliways.com	270,433,400	Analyze
careerbuilder.com	222,203,300	Analyze
sra.com	220,972,200	Analyze
monster.com	204,524,800	Analyze
zillow.com	143,000,200	Analyze
macta.com	50,943,100	Analyze
zerohedge.com	47,349,400	Analyze
glassdoor.com	38,864,900	Analyze
careerbuilder.com	32,427,400	Analyze
perchance.com	21,380,100	Analyze
411.com	20,406,900	Analyze
corporationwiki.com	20,268,100	Analyze

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You will have the ability to Include/Exclude specific categories, sub-categories, or websites. Please make sure to "click" desired category to dive into sub-category.

Selected Category, sub-category, and specific websites will appear here.

Business & Industry [X](#)

Total available U.S. monthly impressions: 1,810,272,000 [Export](#)

Sample Sites	Volume(U.S. Monthly)	Website Analysis
infliways.com	270,433,400	Analyze
careerbuilder.com	222,203,300	Analyze
sra.com	220,972,200	Analyze
monster.com	204,524,800	Analyze
zillow.com	143,000,200	Analyze
macta.com	50,943,100	Analyze
zerohedge.com	47,349,400	Analyze
glassdoor.com	38,864,900	Analyze
careerbuilder.com	32,427,400	Analyze
perchance.com	21,380,100	Analyze
411.com	20,406,900	Analyze
corporationwiki.com	20,268,100	Analyze

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Step 7

Geography Targeting

ExactDrive has the ability to reach users in over 220 different countries providing brands with unlimited reach. Users can define their geographical targeting regions by Country, State/Region, Demographic Market Area (DMA), City, and Zip Code.

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Advertisers > Advertiser #1 > Campaign #1 [Have a question? Contact Us!](#)

Campaign Details | Inventory | **Geography** | Creative | Summary [+ Show Advanced Features](#)

Geography Targeting

Targeting Type	Location Criteria	
Country	Is from: United States	Edit
State/Region	Is from: All States	Edit
Demographic Market Area	Is from: All Markets	Edit
City	Is from: All Cities	Edit
Zip Code	Is from: any zip code	Edit

[Prev](#) [Next](#)

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Click "Edit" to the corresponding country, state/region, city, or zip code to determine where your advertisement will run.

Step 8 Uploading Creatives

Campaigns can leverage a number of different creative components including static/flash units, 3rd party creatives and also Facebook creatives:

- **Static/Flash Creative:** Upload your asset file, assign a creative name & landing page URL
- **3rd Party Creative:** Name your creative and insert your 3rd party ad script
- **Facebook Creative:** Generate your own Right-Hand Side or NewsFeed Facebook ad by providing creative asset, title/body copy and landing page URL. Upload static/flash creative files, 3rd Party Tags or Facebook Exchange Ads.
- Banner Requirements and Specifications are provided in the [Creative Requirements](#) section.

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Advertisers Advertiser #1 Campaign #1 Have a question? Contact Us!

Campaign Details Inventory Geography **Creative** Summary + Show Advanced Features

Creative Asset Details

Add Creative Assets

Upload Your Own Creative Third Party Creative Facebook Exchange

Source File No file chosen
Supported file types are .jpg, .gif, .png, .swf, .mp4, .flv, .wmv, .flv, .avi, .m4v, .mov, and .mpg

Creative Name

Landing Page URL

Creative requirements

All ads that run on the Exact Drive platform are audited to meet relevant legal requirements, as well as the rules of common sense and decency.

- Popular sizes: 728x90, 300x250, 160x600
- Limit initial load size to 40 KB or less
- Limit animation to 30 seconds
- Limit animation to 3 loops max
- Use standard click variable clickTAG
- 1 pixel colored border required
- Avoid auto-initiated audio
- No auto-expansion or page takeovers
- Flash Player Version 8 or lower is ideal
- Compile Flash ads in ActionScript 2 or 3
- Do not serve blanks
- [Interested in Dynamic Display Ads?](#)
- [More Creative Guidelines](#)

Your Creatives

Name	File Name	Landing Page	Type	Size	Creative	Controls
Milwaukee Creative	images.jpg	http://www.exactdrive.com/ exact-drive-self-serve/ advertising-platform/	JPEG	199x166		Active Paused Edit Delete

3rd Party Creatives

Name	Tag	Controls

Facebook Exchange

Name	File Name	Landing Page	Title	Body	Creative	Controls

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Step 9

Campaign Summary

This is the final and most important step to get your campaign up and running.

In this section, you will have the ability to “edit” each area that you have just went through. Please review very closely and make any necessary additional changes.

PLEASE CLICK SAVE & FINISH! In order for your campaign to go into ExactDrive’s QA system, you must click save & finish on the summary page.

Step 4

Campaign Goals

- How Do Advertiser Goals Work?
- Sometimes advertisers wish to achieve a goal that is different from how they pay for a campaign. For example, an advertiser may pay on a CPM basis but tell their network they want to meet a \$20 CPA goal. The ExactDrive Ad Platform allows clients to mimic this real-world agreement by optimizing to these goals for your advertisers and campaigns.
- Advertiser goals provide a bid / no-bid check. Based on your goal, our system decides whether or not to bid on a piece of inventory. It's worth reiterating we are not adjusting how you bid, just whether or not you do so.
- Before advertiser goals can be enforced, we need to gather data and success events on your campaign. As part of optimization, advertiser goals will not take effect until after the learn stage, which has a default of 10 success events. This can be changed using the learn threshold lever under Optimization Levers at the campaign level.
 1. **Cost per Click (CPC):** Enter the desired amount you would like to pay per click
 2. **Cost per Acquisition (CPA):** Enter the desired amount you are willing to pay for a conversion.
 3. **Click-thru Rate (CTR):** Enter the desired CTR % that you would like to reach.