

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

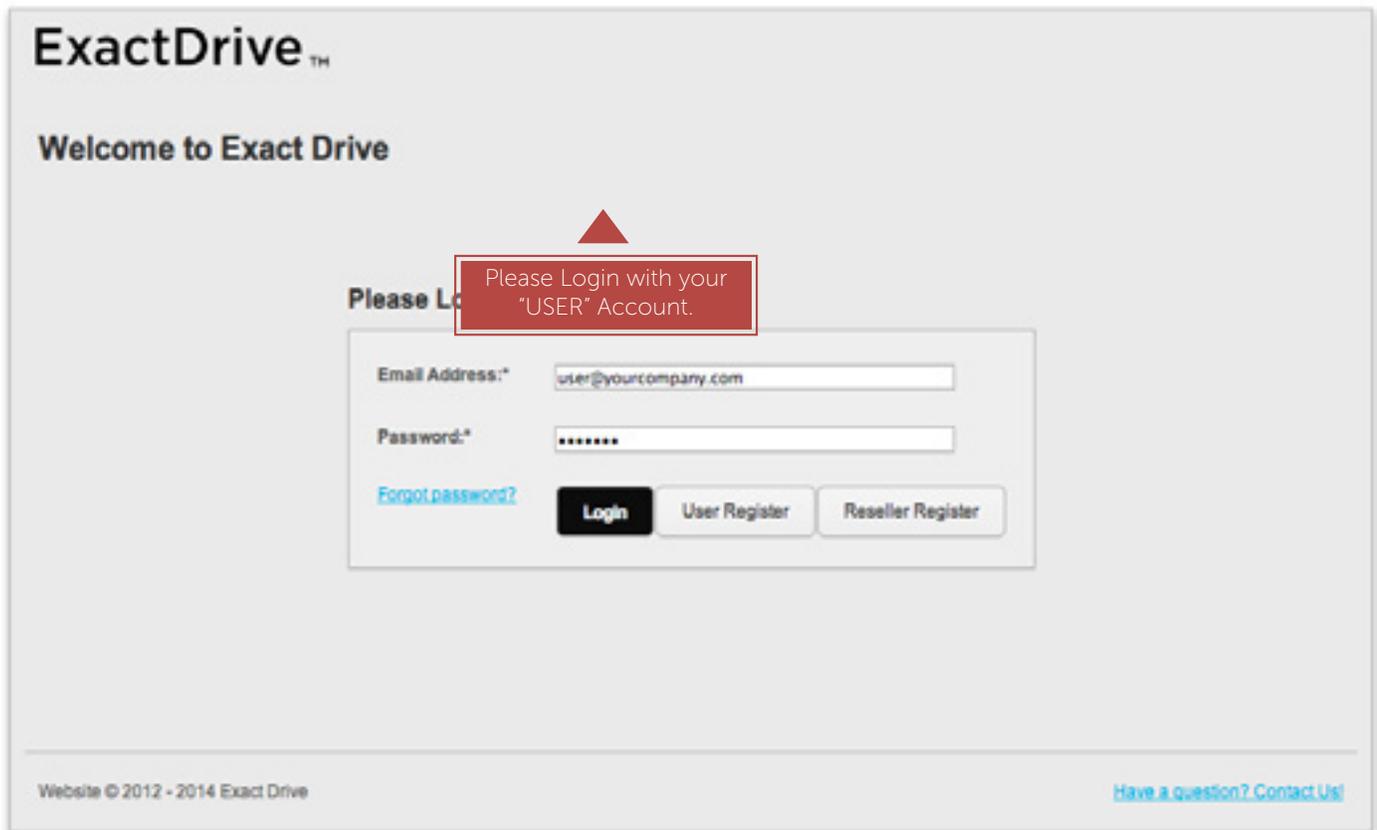
Login to User Account

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



Step 2

Create an Advertiser

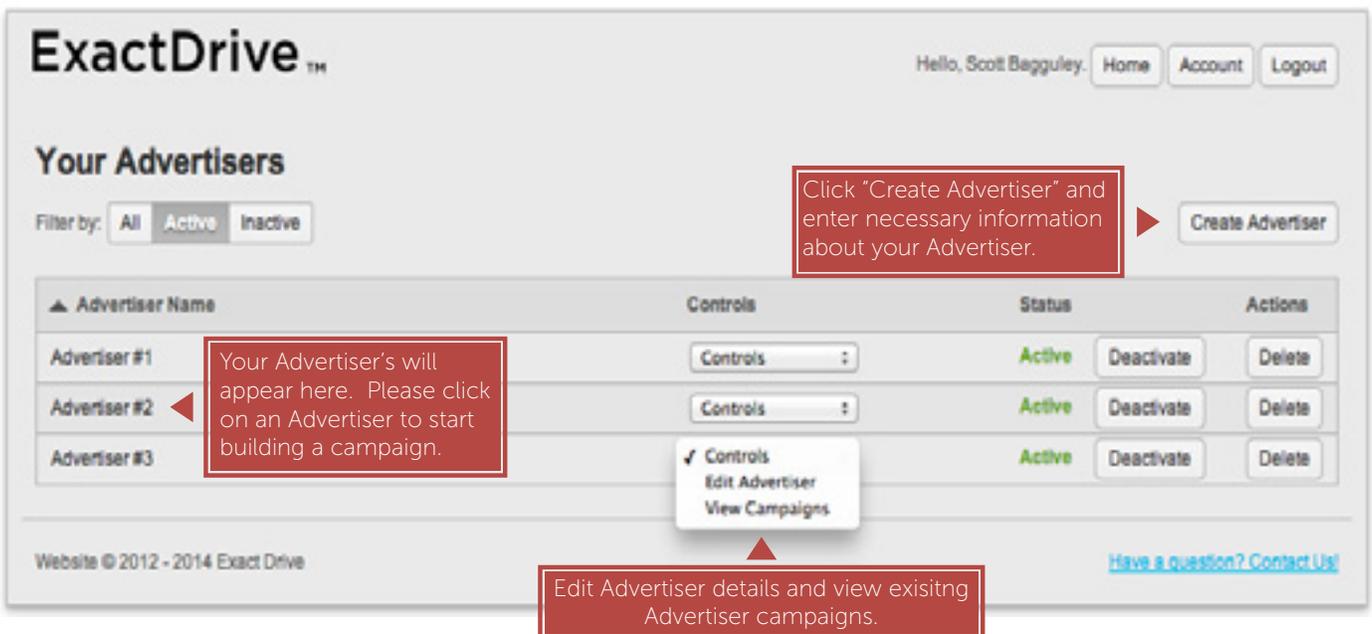
Prior to beginning the campaign build process, the first step is to create an **Advertiser** within the Ad Platform.

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 displays the ExactDrive interface for an advertiser. At the top, it says "ExactDrive™" and "Hello, Scott Bagguley" with links for "Home", "Account", and "Logout". Below this, there are tabs for "Advertisers" and "Advertiser #1". The main heading is "Advertiser #1's Campaigns". There are filter buttons for "All", "Active", and "Inactive". A "Create Campaign" button is in the top right. A table lists three campaigns: "Campaign #1", "Campaign #2", and "Campaign #3". Each campaign has a "Controls" dropdown menu, a "Status" (all are "Active"), and "Deactivate" and "Delete" buttons. A callout box points to the "Create Campaign" button with the text: "Click 'Create Campaign' to start your Campaign Building Process." Another callout box points to the "Campaign #2" row with the text: "Previously created and existing campaigns will appear here." A third callout box points to the "Duplicate" option in the dropdown menu for "Campaign #3" with the text: "Duplicate and view existing campaigns." At the bottom left, it says "Website © 2012 - 2014 Exact Drive" and at the bottom right, there is a link "Have a question? Contact Us!".

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' Campaign Builder interface. At the top, there are navigation tabs for 'Advertisers', 'Advertiser #1', and 'Campaign #1'. Below these are sub-tabs for 'Campaign Details', 'Inventory', 'Geography', 'Creative', and 'Summary'. The 'Campaign Details' section is active and contains 'Basic Information' and 'Campaign Goals'.

Basic Information:

- Campaign Name: Campaign #1
- Status: Active
- Flight Dates: Start Date (12:00 AM, US/Eastern), End Date (12:29 AM, US/Eastern)
- Comments: (Empty text box)

Frequency:

- Apply frequency targeting
 - 0 Impressions over lifetime
 - 3 Impressions per user per day
 - 1 Impression per user per 0 Minutes

Campaign Goals:

- No campaign goal
- CPC goal \$
- CPA goal
 - Post-view CPA \$
 - Post-click CPA \$
- CTR goal %

When CPA goal is chosen you will receive your conversion pixel via email within 24 hours. The pixel will also appear in the box below at that time.

Callout Boxes:

- Red box over Campaign Name: "Select the name of your campaign, start-end dates, and any additional comments necessary."
- Red box over Frequency: "Place an 'impression cap' on each unique user to avoid ad blindness."
- Red box over Campaign Goals: "Determine a Cost per Click, Cost per Acquisition, and Click-Thru Rate goal for your campaign."

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.

Import your desired CPM/CPC rate and Cost you wish to buy media. Impressions and clicks will automatically generate for you. Please see "Categories" as an example.

CPM/CPC tab.

Click "Edit Inventory" for precision targeting.

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

Step 6

Category Inventory Targeting

ExactDrive™ Hello, Scott Bagguley. [Home](#) [Account](#) [Logout](#)

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

[Return](#) [Contact Us!](#) [Close](#)

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Callout 1: 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.

Callout 2: Selected Category, sub-category, and specific websites will appear here.

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.

The screenshot displays the ExactDrive user interface for setting up a campaign. At the top, the user is logged in as 'Admin Admin.' and has access to various menu items: Home, Account, Reports, Admin, Reseller Info, and Logout. The main navigation includes Advertisers, Advertiser #1, and Campaign #1. Under Campaign #1, there are sub-tabs for Campaign Details, Inventory, Geography (which is currently selected), Creative, and Summary. A '+ Show Advanced Features' link is also present.

The 'Geography Targeting' section contains a table with the following data:

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

A red callout box highlights the 'Edit' buttons, stating: "Click 'Edit' to the corresponding country, state/region, city, or zip code to determine where your advertisement will run." At the bottom of the interface, there are 'Prev' and 'Next' buttons, and a copyright notice for 2012-2014 Exact Drive.

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.

ExactDrive™ Hello, Admin Admin. Home Account Reports Admin Reseller Info Logout

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

Website © 2012 - 2014 Exact Drive [Have a question? Contact Us!](#)

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.
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