XD Campaign Builder Playbook

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!

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Step 1
Login to User Account

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

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
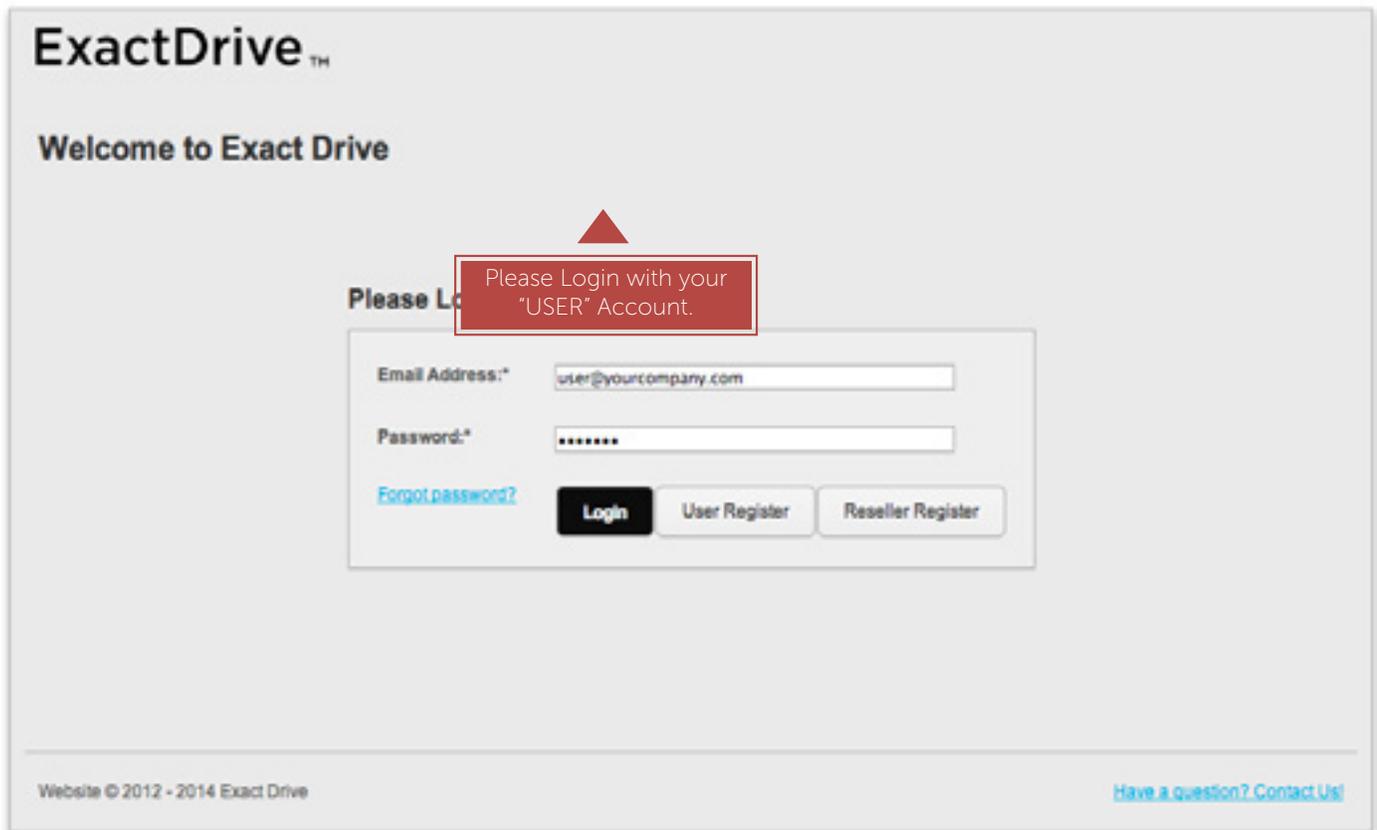
Step 2
Create an Advertiser

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

R**esellers** 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 platfrom.
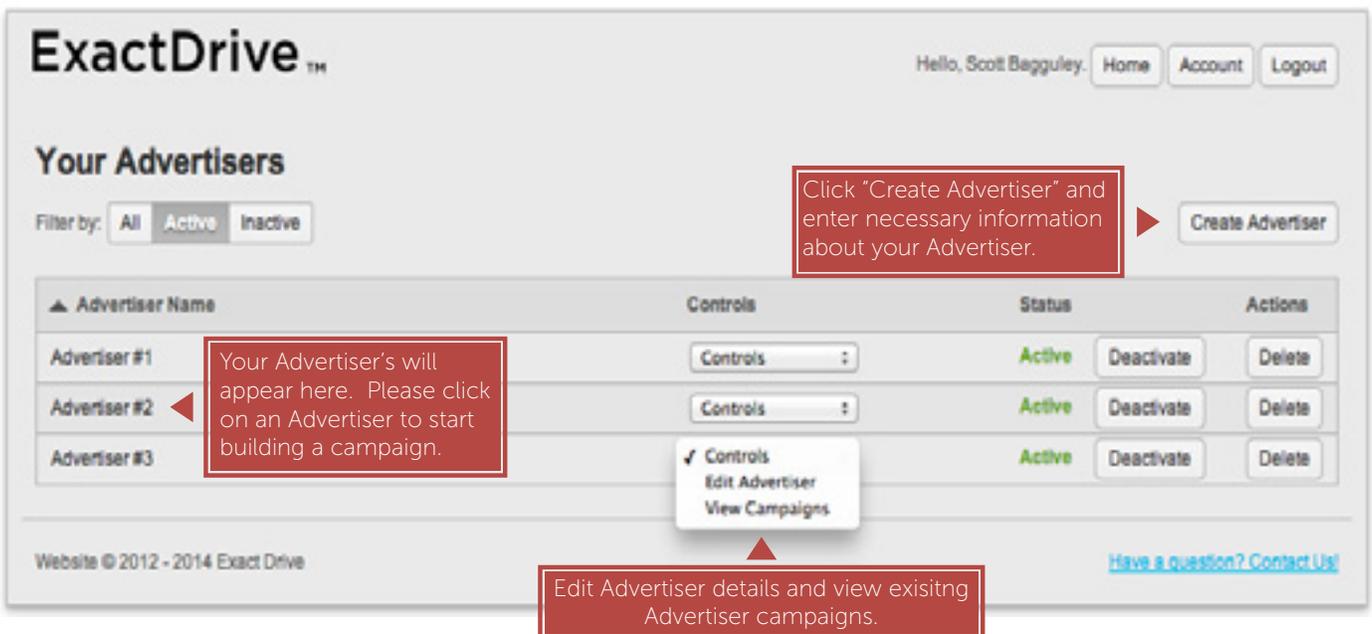
Step 3
Create a Campaign for your Advertiser(s)

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.

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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.

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.

Step 6
Inventory Targeting

Defining your inventory in the ExactDrive Ad Platfrom 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.

- 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.

Example Site List

SimilarWeb Site Profile

Step 6
Category Inventory Targeting

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.

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.

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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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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