



CPA SSP GUIDE

2018



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FUND YOUR ACCOUNT

PAYMENT METHODS

● Self-service payment

	 available	 available	 available
 available			

! Please add your Adsterra username to the payment notes when making the payment. This will help us process your payment faster.

● Self-service payment

	 available	 available	 available
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Minimum deposit: **\$100.00**

Use the following payment account to proceed the payment:

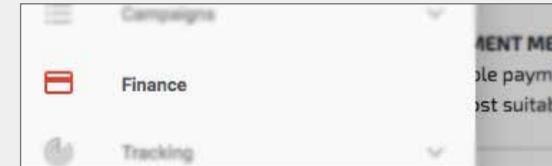
Or simply fill in this form

Note that via this form you can deposit from \$100.00 to \$10,000.00

\$ 0

The first step to launch an SSP CPA campaign – is to fund your account.

Go to the **"Finance"** tab at your personal dashboard. There you can see the short review of Payment steps to follow, Payment methods available, Payment history etc.



Choose a payment method to refill your balance.

By clicking on the payment method you can see the amount of minimum deposit. **Note!** It starts from \$100 and differs for various payment methods.

You can see the payment systems which have an immediate refill option: there's green status **"available"** for self-service payment beneath them. Choose the required sum and continue to make the payment. There's no need to fill in any documents or invoice information.

I NEED HELP

Here you can ask questions. We will answer you within 24 hours via your contact email.

TYPE:

General question
My account
Payments
Request of Payments
Visa/MasterCard activation

For other payment systems without green status **"available"**, you need manager's help to fill in the necessary documents. If you choose one of these systems, just message us on the **"I need help"** tab.

HOW TO CREATE NEW SSP CAMPAIGN

On the menu on the left of your dashboard, there's a tab **"Campaigns"**, where you can choose to **"Create"** a new one. The button to create campaign is also available on **"My campaigns"** or **"Finance"** tab after the balance was refilled.

1. General

Campaign name, alphanumeric
Campaign name

Connection type
All traffic

Pricing type
CPA
Cost-Per-Action — cost per 1 conversion

AdUnit category
popunder
Ad that appears behind the main page.

Traffic type
Mainstream

Landing URL
Landing URL
Please use 1000 characters or less.
Example: [https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID\(action\)##](https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID(action)##)

Device format
Desktop
Choose device targeting for your campaign.

Countries Country codes
Country
Afghanistan - AF

Conversion Price
Price X Reset Add

Budget, \$

Total budget, \$
Total budget Unlimited Set up specific budget spending limits or choose unlimited for spending within your account balance.

Test budget, \$
Test budget Amount of money you should be ready to spend for campaign's test.

Time of start
Before start, we send your campaign to verification just to make sure everything works right. It can take 3-12 hours.

After verification
Start Campaigns starts right after verification.

You can start your campaign right from the step 1 (required). Also you can proceed to the steps 2-4 for more settings.

Submit

2. Targeting SHOW MORE ▾

3. Cappings & limits SHOW MORE ▾

"Create campaign" tab



There are 4 steps: the first one (General) – is an obligatory minimum to launch the campaign. The next three steps: Targeting, Capping & Limits, Advanced Settings are more advanced setup options.

If you are launching a campaign with Adsterra for the first time and you want to test it, use an easy launch. Just choose settings in **Step 1 (General)** and **submit** the campaign.

The following fields are obligatory: campaign name, connection type, pricing type, ad unit category, traffic type, landing URL, device format, country, price, budget and time of start.

On the right, you can see the **Preview** of all the settings you've set. When you've finished these steps, check you've entered all the details correctly. Press the **"Submit"** button to send the campaign for approval (moderator check) – your campaign needs approval before the launch. If you've made all the necessary adjustments, press **"Submit"** to send your campaign for verification.

! The **"Submit"** button also works as an assistant. If, for example, you've made mistakes in your campaign options, the error fields, as well as the **"Submit"** button itself, will be red. This helps to avoid 60% of common mistakes and to verify your campaign faster.

! Why is it inactive? Why can't I submit my campaign?
If you are sure that you have entered all the information correctly, but the **"Submit"** button is inactive, click on any free space on the page. It will launch a quick review and the button will become active if you can start now or will stay inactive if there is something incorrect that needs a fix.

STEP 1. GENERAL

Name

Use numbers and Latin letters, symbols "-" and "_" can be also used to differentiate campaigns.

Connection type

You can choose what kind of traffic you would like to get: 3G, Wi-Fi or both. If you choose 3G, Wi-Fi traffic will be excluded. In case you select Wi-Fi, 3G traffic will be excluded.



Keep in mind If you choose "Wifi", carrier targeting at advanced steps will be unavailable.

Pricing type

Manually you can create CPM or CPA campaigns. CPM (Cost Per Mille) means that you pay per 1000 impressions of your ad. CPA (Cost Per Action) model means that you pay for a specific action of a user. In this guide, we review the CPA campaign launch.

Ad Unit category

Currently the only available format is the popunder ad (displayed in a new browser window or tab and can remain hidden behind the main browser window). If you are interested in other formats, you can write to us at "I need help".

Traffic type

Choose the traffic for your campaign: mainstream, non-mainstream or both.

Landing URL

After users click on your ad, they will proceed to your landing page. Insert the URL of that page here. You can use only one link per campaign. If you have two links just launch the campaign with the first one, then copy that campaign and simply change the URL. Please use 1000 characters or less. As an example, your link may look like this

[https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID\(action\)##](https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID(action)##)



Keep in mind the time needed for an approval when you schedule your campaign. If the start time was set earlier than the moment of approval, we launch your campaign right after verification.

Here's the minimum information that you need to mention to launch a campaign. Under each field, you can find a useful advice to fill everything correctly.

1. General

Campaign name, alphanumeric
Campaign name

Connection type
All traffic

Pricing type
CPA
Cost-Per-Action – cost per 1 conversion

AdUnit category
popunder
Ad that appears behind the main page.

Traffic type
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Example: [https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID\(action\)##](https://ads.com/in.php?placementid=##PLACEMENT_ID##&action=##SUB_ID(action)##)

Device format
Desktop
Choose device targeting for your campaign.

Countries
Country codes
Country
Afghanistan - AF

Conversion Price
Price X Reset Add

Budget, \$
Total budget, \$
Total budget Unlimited
Set up specific budget spending limits or choose unlimited for spending within your account balance.

Test budget, \$
Test budget
Amount of money you should be ready to spend for campaign's test.

Time of start
Before start, we send your campaign to verification just to make sure everything works right. It can take 3-12 hours.
After verification
Start
Campaigns starts right after verification.

You can start your campaign right from the step 1 (required). Also you can proceed to the steps 2-4 for more settings.

2. Targeting

3. Cappings & limits

Device format

A campaign can only target at one device type – desktop or mobile – at a time. To target both formats at once, you'll need to create two campaigns.

Country

Pick several countries for your GEO targeting from the list. You can switch the search from full country name to the country code. For each country, you can choose specific CPA price.

Total budget

Type in your total budget for this campaign or set an unlimited spending within your account balance. You can specify time and daily budgeting at step 3. This sum includes the Test budget below.

Test budget

Amount of money you should be ready to spend on the campaign test. After an approval, your campaign is run on a test period when it's funded from the test budget. If during the test period you stop the campaign the rest from the test budget will be transferred back to your account. Otherwise, the test budget will be spent and after it runs out, the conversion price will be charged from the total budget. **Test budget is calculated according to the volume of traffic received during the campaign test.**

Time of start

You can choose to ...

- launch your campaign right after verification,
- schedule it for specific date and time (GMT±0)
- keep the campaign inactive after the approval so that you can start it whenever you want.



Remember you can copy your campaign after the launch to change the settings in case you want to target one campaign on both desktop and mobile devices, or you want to use more than one landing URL, etc.

After you fill in everything, you can launch a campaign straight away, but you also can target it even better at the next steps.

STEP 2. TARGETING

2. Targeting HIDE ^

Targeting type

Please, select..

- Operating system
- Browser
- Language
- Carrier

Targeting type

Please, select..

Language						
Carrier	Canada					
Operating system	Versions					
ios	× ALL	This version	▼	Exclude <input checked="" type="checkbox"/>	Include <input type="checkbox"/>	
Operating system	Versions					
Android	× ALL	This version	▼	Exclude <input type="checkbox"/>	Include <input checked="" type="checkbox"/>	
Browser	Chrome					
Browser	Mobile Safari					

Targeting by operating system, browser, language, and carrier can be added and varied freely. You can include or exclude specific options within each targeting group.

Targeting type:

OS & Browser:
set multiple groups for each type, exclude one range of versions and include another within each target group.

Language:
choose the options to include. If you to exclude some options just choose those you'd like to avoid and erase the check mark from the "include" tab.

Carrier:
choose a country to see all the mobile network operators available in the region. You can both include and exclude carriers.

- ⓘ Please make sure to set the connection type: "All traffic" or "3G" at step 1 (General settings). If you choose "Wifi", carrier targeting will be unavailable.
- ⓘ Edit the settings for each targeting group by clicking on it.
- ⓘ When you choose OS, browser or carrier you have to create different groups for each version of OS/browser & each GEO you target on.
- ⓘ It is also possible to choose the range of targeting, f .e. include all Chrome versions later than 60.0 and exclude 63.0.

After creating a target you can see the updates in the **Preview** field.

STEP 3. CAPPINGS & LIMITS

3. Cappings & limits HIDE ^

Frequency cappings

Impressions	Period	
<input type="text" value="3"/>	<input type="text" value="24"/>	<input type="text" value="HOUR"/> ▾

Limits of impressions

Total	Daily	Hourly
<input type="text" value="5000"/>	<input type="text" value="7"/>	<input type="text" value="-"/>

Budget

Total, \$	Daily, \$	Hourly, \$	Set up specific budget spending limits or choose unlimited for spending within your account balance.
<input type="text" value="Unlimited"/>	<input type="text" value="15"/>	<input type="text" value="-"/>	

Test, \$

Cappings & limits options:

Frequency capping

Set the number of ad impressions for a unique user for a chosen period of time (hours or days).

Limits of impressions

Limit possible impressions for the campaign. Set total, daily and hourly limits

Budget

Set exact total amount for your campaign or choose "Unlimited" (within your account balance) at step 1 (General). Here you can also precise the daily and hourly budgets.

STEP 4. ADVANCED SETTINGS

4. Advanced settings HIDE ^

Add placements to:
Blacklist ▼

Use blacklists to exclude placements from your campaign.

Placements, comma-separated values

Only valid placement IDs can be added. Please use Adsterra tracking token `##PLACEMENT_ID##` in your URL in order to create blacklists.

IP range targeting

IPs list, 1 IP or range per line Include

Blacklist

Here you can exclude placements from your campaign. Just insert placements in the text area below.

Advertisers can add the list of placements that don't work well or are unwanted for some reasons to the "Blacklist". It will help you avoid unwanted traffic and decrease expenses.



To start tracking placements please add relevant parameter from your side to campaign URL, e.g. `http://ads.com/in.php?placementparameter=##PLACEMENT_ID##`

IP range

This option allows you to target carriers. Insert IP list if you like to get traffic from certain IPs / carriers. Moreover, our API has got a transformation too. The update allows advertisers to collect API data including balance and landing status.

SUPERPREVIEW & SUBMIT

Check campaign settings

Before sending your campaign for verification please make sure all the settings are correct. Verification can take a while. We will keep you updated via email.

If you want to add something extra, you can go back to Edit campaign page. In case you started to edit campaign by mistake, just leave the edit page to cancel changes.



Required settings

Campaign name: Campaign
Connection type: All traffic
Pricing type: CPA
AdUnit Category: popunder
Traffic type: Mainstream
Landing url: https://ads.com/in.php?placementid=##PLACEMENT_ID##&actic ***
Device format: Desktop
Country: Canada (\$2)
Budget limit: Total (Unlimited), Test (100), Daily (-), Hourly (-)
Start: after verification

Advanced settings

OS: -
Browser: -
Browser language: -
Days list: -
Time range: -
Carriers: -
Frequency capping: 1 impressions / 1 unique user / 24 hours
Limits: Total (-), Daily (-), Hourly (-)
Blacklist: -
IP range: -

[← Back](#)

I accept [Adsterra Network Quality terms](#) [Submit](#)

After you've made all the necessary adjustments, check the Review to be sure everything is correct. After that, press **"Submit"** to follow to the **final super preview** page to send your campaign for verification.



If you are sure that you have entered all the information correctly, but the "Submit" button is inactive, click on any free space on the page. It will launch a quick review and the button will become active if you can start now or will stay inactive if there is something incorrect that needs a fix

The final stage is the Superpreview page where you can see details of the whole project to make sure that you haven't missed anything or haven't done any errors. Here you click on final "Submit" button and wait for the campaign approval.

Verification may take up to 12 hours. After verification is complete you will receive an email. You can monitor your approval status on the Campaigns page.

HOW TO MONITOR, MANAGE & EDIT CAMPAIGNS

On the menu on the left of your dashboard, there's a tab **"Campaigns"**, where you go to **"My campaigns"**.

Here you can see two blocks: filter to navigate through when you've launched a lot of campaigns & the detailed list of all your campaigns. After you've sent your campaign to the verification, it will appear on the list.



Type	Status	ID	Name	Created	Updated	Total	Rest
Self-service	Declined	sss	sss	17 Aug 2018	17 Aug 2018	Unlimited	Unlimited
Self-service	Declined	sss	sss	17 Aug 2018	17 Aug 2018	Unlimited	Unlimited
Self-service	Declined	1111	1111	08 Aug 2018	16 Aug 2018	Unlimited	Unlimited
Self-service	Active	134025	ertert2	03 Aug 2018	03 Aug 2018	Unlimited	Unlimited

Type	Status	ID	Name	Created	Updated	Total	Rest
Self-service	Active	134025	ertert2	03 Aug 2018	03 Aug 2018	Unlimited	Unlimited
Self-service	Active	132561	ergtrtg_black	30 Jul 2018	30 Jul 2018	Unlimited	Unlimited
Self-service	Active	132566	White	30 Jul 2018	30 Jul 2018	Unlimited	Unlimited
Self-service	Active	71543	LINK_CHECK4	23 Jun 2017	30 Jul 2018	Unlimited	Unlimited

CAMPAIGN STATUS

CHECK ALL

- Active
- Approved, paused
- Approved, scheduled
- Archived

CAMPAIGN TYPE

SEARCH

ID / Name

APPLY

Let's review the information displayed there:

Type: you can see both self-service campaigns and managed ones here

Status: main statuses are as follows

Verification: it may take up to 12 hours. After verification is complete you will receive an email.

Test: your campaign is active and runs on a test period to estimate how effective it is. If you stop your campaign during the test period, you won't be able to switch it back to the test and the rest of Test budget will be transferred back to your account.

Active: your campaign has passed the Test period! It's active. You can stop it by turning the green switch next to the Status field.



Note! If your campaign remains inactive more than 24 hours it may require a new test.

Paused: when it's paused by you after it was Active, you can make it active again by turning the switch next to the Status field. A campaign may be also paused by manager or by limits (when it run out of budget)

Declined: if your campaign is declined, you can see the reason by clicking on the "⚙️" sign next to the Status field. The general reason will be stated there. You can go to the campaign settings straight away to fix it and launch it again.

ID, Name: you can change the name of the campaign by clicking on it, whereas ID is unchangeable

Last 4 fields, that may be used as filters: date of creation, date of the last update, total budget and the budget left to spend.

By clicking on the menu available for each campaign you can:

- See the statistics and review the settings
- Hide the campaign from the statistics
- Copy and edit



After you edit your campaign the changes will be applied right after submitting and your upgraded campaign will remain active.

When you have launched many campaigns and the listing seems massive, there's an easy way to navigate through. You can use the detailed filter to search groups of campaigns using **"Campaign status"** filter and **"Campaign type"** or look for an exact campaign by its ID or Name.

CONTACTS & ASSISTANCE

I NEED HELP

Here you can ask questions. We will answer you within 24 hours via your contact email.

TYPE

General question
My account
Payments
Request for Payments
Visa/MasterCard activation

SEND

On every tab of your dashboard, you can see the **"I need help"** tag where you can choose the type of question you have and type it down. You will receive an answer within 24 hours via your contact email.

Also, you can create a support ticket at the **"Support"** tab. The chat with the support will be available on your dashboard.

At last, feel free to just email us on advertisers@adsterra.com

IT WILL BE OUR PLEASURE TO GUIDE YOU!

PERSONAL MANAGER

♥

ALEXANDRA
a.goncharuk@adsterra.com

SUPPORT

TYPE: Any | STATUS: Open

[SUBMIT NEW TICKET](#) **APPLY**

TYPE	SUBJECT	CREATED ON	UPDATED ON	STATUS
Nothing found				