



STEP 1: Create your CPC campaign

If you do not know how to create a CPC campaign, please [check out our tutorial here](#).

STEP 2: Set your bid

By default, your bid is set at the minimum price. We strongly recommend that you set your bid at the maximum price that you are willing to pay for the chosen targets. If you do not know how much you are willing to pay, start by raising the bid gradually (+10%) until you receive steady traffic.

20 mins after you start running your campaign, you will begin to receive **traffic stats**. Due to this, you will be able to evaluate whether your bid is high enough to receive traffic. If the volume appears to be too high, you can adjust your bid by reducing the bid price. On the contrary, if you think you are not receiving enough traffic, you can adjust your bid by increasing the price, and receive traffic from higher positions.

Please bear in mind that **CPC** campaigns are casted to evaluate their **eCPM**, and thus it may take a little longer for CPC campaigns to obtain a greater market share of traffic in comparison to CPM campaigns. If your **eCPM** on a **CPC** campaign remains too low, your campaign will automatically be stopped by the system.

Bid (CPC)

Bid (CPC) [\$] - pos 1+
Min. 0.0500 \$

0.1576

Keep target live: on off **Inherit** Inherited from user settings **OK**

Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

Actions Back to campaign Save

When your bid is too high, you will see an alert "**Your BID is very high.**"

Edit Bid (CPC) for target d_mob_usa_black_lowr

Bid (CPC) [\$] - pos 1+
Min. \$0.0500






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⚠ Your BID is very high.

Submit Cancel

STEP 3: Check your status

Upon placing your bid, your estimated volume of traffic will be made apparent in your campaign. This way you shall be able to evaluate if the volume of the traffic is sufficient for your needs.

Targets					
Name	Banner type	Status	Bid (CPC)	Bid efficiency	Filters
 Test 6 1176911	Square	 ACTIVE 	 1+ \$0.1500	 Est. daily imp.: 0 Yesterday's Imp.: 0 Pos 1: N/A Pos 2: N/A Pos 3: N/A Pos 4+: N/A	
 Add a target					

If you want more traffic, you may increase your bid, but also increase your CTR, as CPC and CPM campaigns compete based on their eCPM.

By targeting a greater market share of traffic, you improve your click through rate mechanically, but also in some cases the profitability of your investments.

In order to obtain a better CTR, make sure to link a batch of creatives to your campaign, and remove/replace the ones with too low a CTR.

We also strongly advise you to regularly come up with fresh creatives in order to avoid users becoming accustomed to your advertisements, thus no longer clicking on your ads.

