



STEP 1: Create your CPM campaign

If you do not know how to create a CPM 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.

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

Dialog box titled "Edit Bid (CPM) for target exp_fi_hd". The bid is set to 0.9903, with a minimum bid of 0.0447. A warning message "Your BID is very high." is displayed. The dialog includes "Submit" and "Cancel" buttons.

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 a greater market share of traffic.

For Pre-Roll & Pop-Under campaigns, only the top bidder receives traffic.

Interface titled "Bid (CPM)". The bid is set to 0.005, with a minimum bid of 0.00503. The "Keep target live" option is set to "on". The interface includes "Back to campaign" and "Save" buttons.

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 (CPM)	Bid efficiency	Filters
US_MPRR_Any 1323945	Video	ACTIVE	\$1.528	Est. daily Imp.: 11,595,394 Yesterday's Imp.: 2,731,636	Geo targets Devices Categories

Your estimated impressions will be shown in accordance with the height of your bid.

Thanks to your graph, you will be able to evaluate which height of bid obtains you the great amount of impressions.

If you want more traffic, you may increase your bid, as CPC and CPM campaigns compete based on their eCPM, and the highest volume of traffic comes from top positions.

For Pre-Roll & Pop-Under campaigns, you will know if you're the top bidder or if you have been outbid.

If you want to receive traffic, you have to increase your bid. The top bidder receives the greater market share of traffic.

