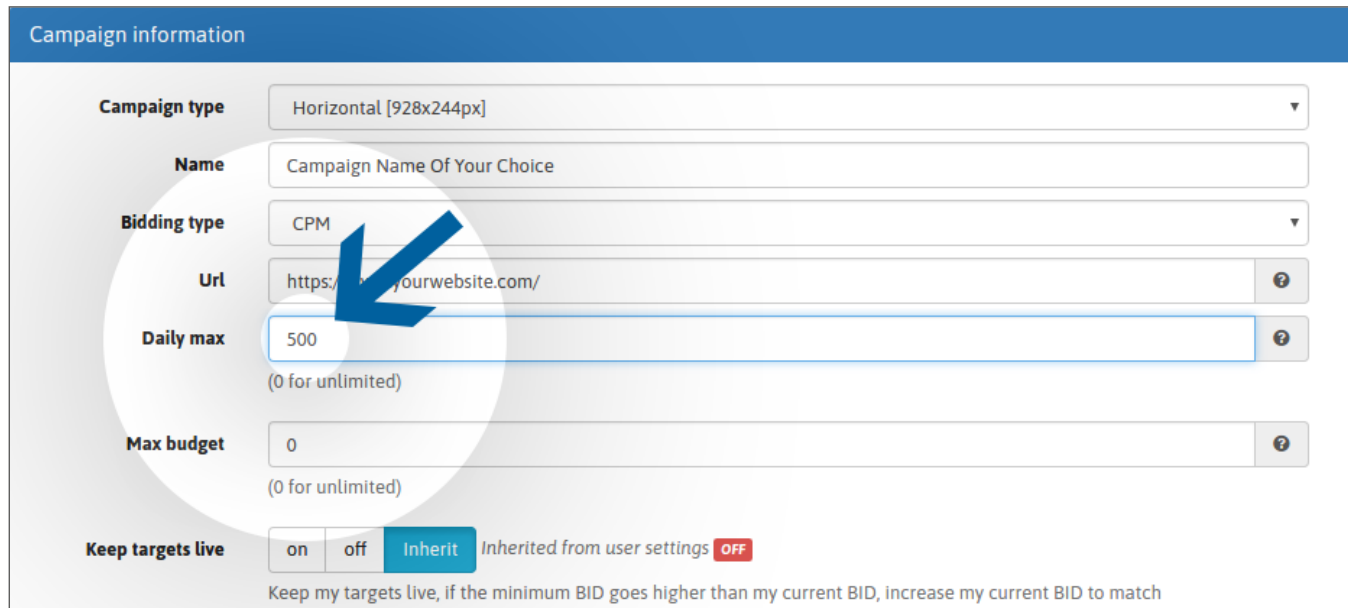


1 设置每日投放的最大值。

“每日最高限额”是您希望每天为广告系列支付的最高金额。



Campaign information

Campaign type: Horizontal [928x244px]

Name: Campaign Name Of Your Choice

Bidding type: CPM

Url: https://www.yourwebsite.com/

Daily max: 500
(0 for unlimited)

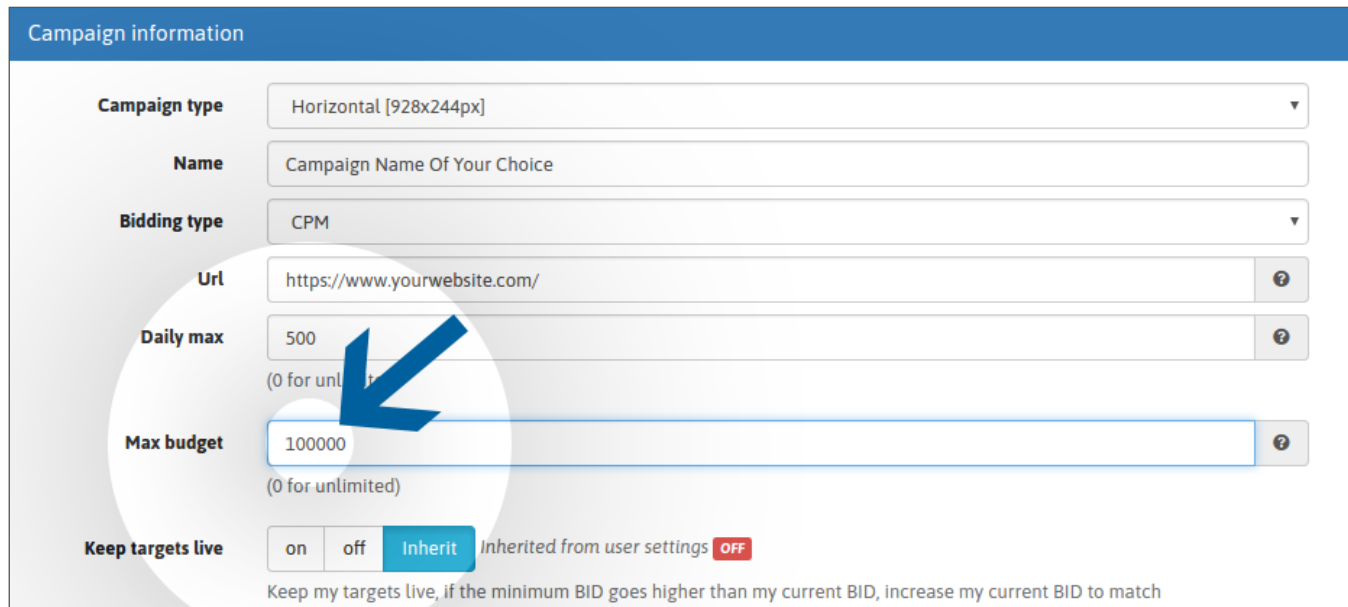
Max budget: 0
(0 for unlimited)

Keep targets live: on off Inherit *Inherited from user settings* **OFF**

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

2 设置最高预算。

“最大预算”是广告系列的整体投放预算。



Campaign information

Campaign type: Horizontal [928x244px]

Name: Campaign Name Of Your Choice

Bidding type: CPM

Url: https://www.yourwebsite.com/

Daily max: 500
(0 for unlimited)

Max budget: 100000
(0 for unlimited)

Keep targets live: on off Inherit *Inherited from user settings* **OFF**

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

请注意，过低的预算可能会大大减慢流量接收，甚至有时会阻止流量，尤其是当您定位到流量较大的地理区域时（例如，在美国的预算低于20\$美元时）。您的预算必须与投放目标一致。

过低的预算加上过高竞价可能会导致投放超出预算额度。请仔细检查您的广告系列以避免此类情况。如果您有任何疑问，请在激活广告系列之前与您的客户经理取得联系。