

CPC CASTING METHOD

All CPC campaigns will have to manually send their banners for casting. This can be done by a new blue button to the right of the target in your CPC campaign page. This new system has been implemented for you to get a better and more accurate CTR during the casting period. Your banners will no longer be cast in positions 19 and 20 but amongst a range of positions from 1 to 20. This will enable you to take advantage of premium traffic positions and obtain a better CTR.

THIS IS HOW THE NEW SYSTEM OPERATES

STEP 1 : Create a CPC campaign & choose your GEO + Device + Bid

If you need help to create a CPC campaign & to set up your GEO + Device please check our tutorial : [How to create a CPC or CPM campaign ?](#)

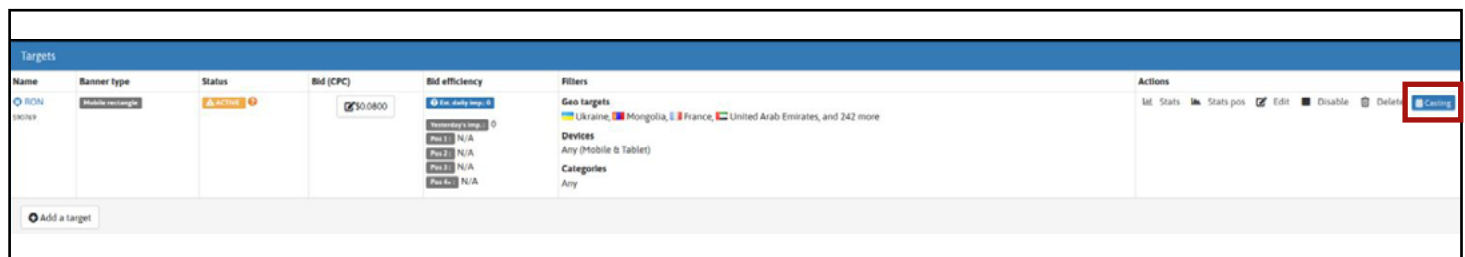
If you do not know how to adjust your bid on CPC campaigns, please check out our tutorial : [How to adjust your bid on CPC campaigns ?](#)

STEP 2 : Add your banners / natives

If you need help to link your banner(s) / native(s) to your CPC campaign please check our tutorial : [How to link banner\(s\) / video\(s\) to your campaign ?](#)

STEP 3: Click on casting

On your campaign's setting page, you will find a blue CASTING button on the target tab.



STEP 4: Determining the casting price

Our system will generate a casting price (For 50k impressions) for the target that you have chosen. (Our system will only take into account Geo + Device).

Please note, you will also pay for the clicks received as well as the casting pre-payment. The price of the casting period is fixed and can not be changed. A banner is cast for country/device combination, so if it's cast for UK / desktop (country / device combination) it will be casted for all campaigns for UK /desktop.

Example - Target United States, Canada and UK Desktop and Mobile +Tablet.

Here we have 3 geos, 2 devices and 1 banner.

The Banner will be cast:

- 50k for USA Desktop and 50k for USA Mobile+Tablet
- 50k Canada Desktop and 50k Canada Mobile+Tablet
- 50k UK Desktop and 50k UK Mobile+Tablet

Please take into account that this example is for 1 Banner. If you were to add more banners, this whole process would be multiplied for each additional banner.

Once you have clicked on casting you will see this window :

Please take into account that the time taken for your banners to pass the casting process will differ from one geo to another. Devices likewise. Geo and device combinations that have heavy traffic volumes (Eg: India/ Mobile) will reach their casting total quicker than other lower traffic combinations (Eg: Vatican/ Desktop) The Daily cost is purely the cost for the casting period. This is based on the average eCPM for that geo/ Device combination. THIS IS NOT A DAILY COST. This is the overall cost for the 50k impressions needed for the casting period.

The screenshot shows a 'Casting' window with the following details:

- Target: #590769 - RON
- Devices: mobile
- Countries: Bulgaria, Croatia, Czechia
- Banners: [1586393] - LP, [1586389] - LP, [1586391] - LP
- Amount: \$ 20.64
- Balance: \$174,754.76
- Daily cost: \$20.64
- Avg. CPM: \$0.0458

Buttons for 'Submit' and 'Cancel' are visible at the bottom right.

The screenshot shows a 'Confirmation' window with the following text:

You are about to buy pre-paid traffic for casting, this operation can't be cancelled. Your campaign will run as soon as possible for the matching targets, regardless of it's status until all pre-paid traffic has been delivered. After the casting period, your campaign will run only if enabled, according to casting results. Do you confirm ?

Buttons for 'Yes', 'No', 'Submit', and 'Cancel' are visible.

Once you've clicked on submit, you will see a confirmation window. If you agree, click on "yes".

When a pre-paid casting is validated, it will be displayed in a pre-paid traffic panel just before the target panel.

Etat	Montant	Date de première dépense	Dernière dépense	
Payé - Appareil	Cible	Bannière	eCPM	Affichages
Bulgaria, Republic of - mobile	#1292375 - md-mob	#2402401 - RU-gen-mob-entag-1	0.2200 EUR	0 / 50 000

STEP 5: End of casting

Once a casting period has finished, the CTR of each banner will have been calculated. You can modify/ change your bid as you wish.

Once the casting has finished, the bid + resulting CTR will determine your positioning

Please note that the bid you set after the casting period, along with the calculated CTR of the casting period will increase/ decrease your eCPM. This will in turn affect, for better or worse, the positioning percentage.

As the casting period is now set amongst premium positions, your CTR will be greatly improved. Please take into account that if you wish to continue to receive good traffic after the casting period, your bid will have to be above the minimum bid.

Frequently Asked Questions

WHY THIS NEW SYSTEM?

To allow a more accurate and precise valuation of a banner's CTR for a specific Geo and Device combination.

WHY PAY FOR THE CASTING PERIOD?

The casting period is payable and directly taken from the advertiser's account. The advantage is that the banners will be cast directly in Premium Positions thus generating a better potential CTR. Clicks during the casting period will also be charged.

WHY ARE CLICKS CHARGED?

This is to create a fairer and more equal system for all advertisers. This is to stop false clicks which in turn would increase a banner's CTR and the eCPM at the end of the casting.

WHAT HAPPENS AT THE END OF THE CASTING PERIOD?

The banner will have a CTR generated for that Geo-Device combination.

It can then be linked to a campaign for that combination.

The bid price per click is chosen by the advertiser and along with the cast CTR, an eCPM will be generated. This will determine the different positional percentage that the campaign will receive.

In order to maintain a good positioning after the casting period, it will be important to adjust your bid accordingly. If you stick to the minimum bid, then you should expect to have a lower ranking positioning for the campaign. We suggest testing your bid above the minimum to see which positioning works best for your campaign.

Remember that for CPC, the eCPM is calculated by $BID + CTR$.

Any problems or questions ? Please contact your [Account Manager](#).

