

Go to “Campaigns” in the menu bar, then click on “Add a new campaign”

Traffic Factory

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STEP 1: Choose your Campaign Type

Campaign information

Campaign type

Horizontal [928x244px]

Name

Horizontal [928x244px]

Bidding type

Tower [180x1030px]
Footer - Mobile [300x100px]
Header - Mobile [300x100px]
Square [338x235px]
Feature Phone [88x31px] [120x60px] [234x60px]
Pop-under
Pre-roll [16/9]

Url

Daily max

0

(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

Start/stop day

☐ Fix start and stop day

Start/stop time

☐ Fix start and stop time

STEP 2: Choose a name for your campaign

Campaign information

Campaign type

Horizontal [928x244px]

Name

Campaign Name Of Your Choice

Bidding type

CPC

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

Start/stop day

☐ Fix start and stop day

STEP 3: Choose your Bidding type

Campaign information	
Campaign type	Horizontal [928x244px]
Name	Campaign Name Of Your Choice
Bidding type	CPC
Url	CPC CPM
Daily max	500 (0 for unlimited)
Max budget	0 (0 for unlimited)
Keep targets live	<input type="radio"/> on <input type="radio"/> off <input checked="" type="radio"/> inherit <i>Inherited from user settings</i> OFF Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

STEP 4: Fill the url field with your landing page/website url

This URL will be used to redirect users when they click on your banner(s) linked to the campaign, unless you set a specific URL for the banner(s). Always include « https » or « http » in your link otherwise our system will not accept the URL.

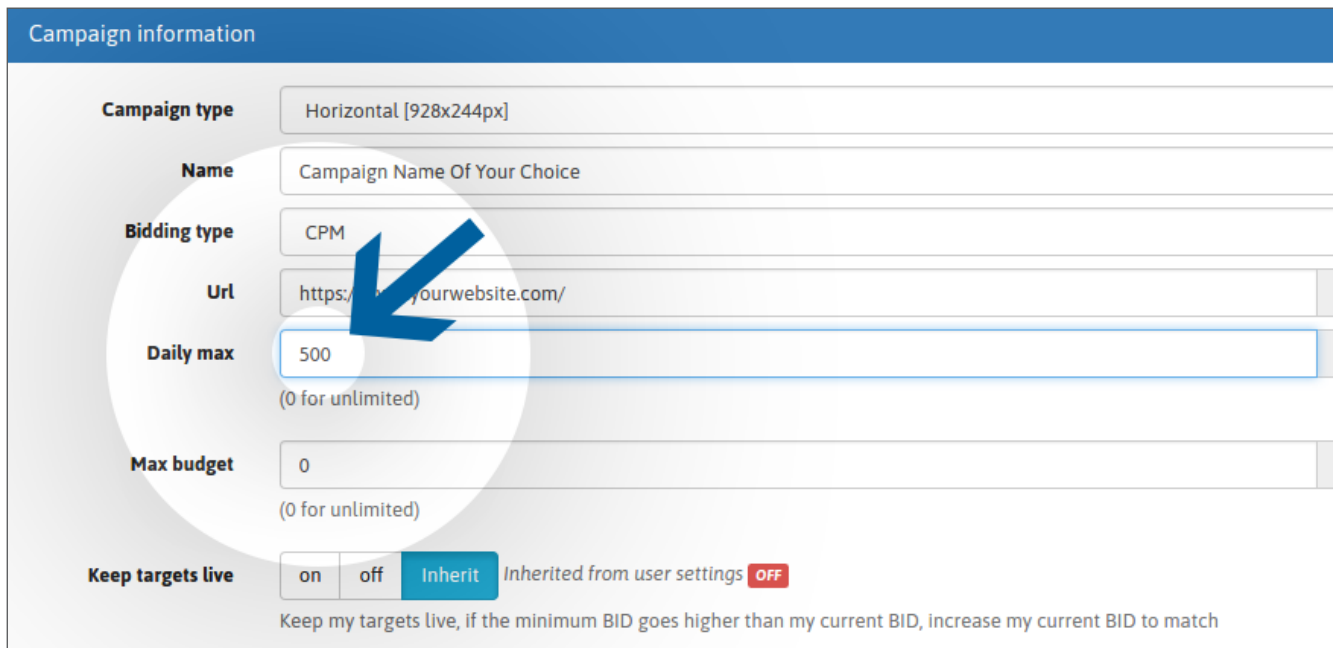
Please write down the complete URL including: https://

The system will always prioritize the use of the URL of the banner prior to the URL of the campaign.

Campaign information	
Campaign type	Horizontal [928x244px] ▼
Name	Campaign Name Of Your Choice
Bidding type	CPC ▼
Url	https://www.yourwebsite.com/ ?
Daily max	500 ? (0 for unlimited)
Max budget	0 ? (0 for unlimited)
Keep targets live	<input type="radio"/> on <input type="radio"/> off <input checked="" type="radio"/> inherit <i>Inherited from user settings</i> OFF Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match
Start/stop day	<input type="checkbox"/> Fix start and stop day
Start/stop time	<input type="checkbox"/> Fix start and stop time

STEP 5: Set your Daily Max

This number will define the maximum amount that you can spend on a daily basis per selected campaign. If you do not wish to set a limit, just leave 0 in the field.



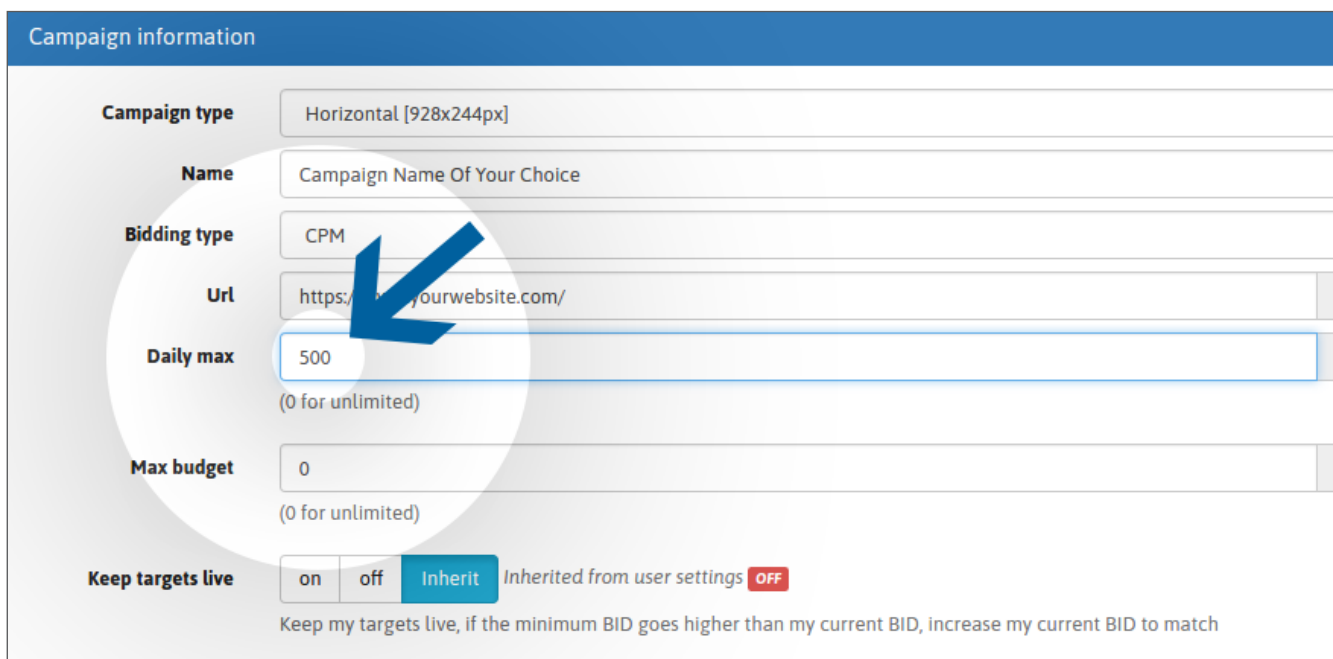
The screenshot shows a 'Campaign information' form with the following fields:

- 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**

A blue circle highlights the 'Daily max' field, and a blue arrow points to it.

STEP 6: Set your Max budget

This number will define the global budget for your campaign. If you do not wish to set a limit, just leave 0 in the field.



The screenshot shows the same 'Campaign information' form as in Step 5, but with a blue circle and arrow highlighting the 'Max budget' field, which is set to 0.

Keep in mind that lower limits can greatly slow down traffic reception and, in some cases, even stop the traffic. This can especially be the case when you are targeting geographic areas with a high volume of traffic. Your limits must be consistent with your targets.

STEP 7: Set your Dayparting options

If you do not know how to set your Dayparting options, please check out our tutorial below:

[How to set your Dayparting options?](#)

If you do not require these options, please leave the “Fix start and stop day” and “Fix start and stop time” boxes unchecked.

Campaign information

Campaign type

Square [338x235px]

Name

Dating Smartlinks

Bidding type

CPM

Url

http://twinkbfvideos.com/

Daily max

500

(0 for unlimited)

Max budget

0

(0 for unlimited)

Start/stop day

☒ Fix start and stop day

from Monday to Sunday

The start/stop day are defined in the timezone set in your account (currently: Europe/Paris). Please remember that changing your timezone in your account will impact your campaigns start/stop day.

Start/stop time

☒ Fix start and stop time

from 00:00 to 23:59

The start/stop time are defined in the timezone set in your account (currently: Europe/Paris). Please remember that changing your timezone in your account will impact your campaigns start/stop time.

Impression options

Frequency cap

08 h 00 min

Impression per session : 1

Monday 00:00

Friday 17:06

Sunday 23:59

00:00

17:06

23:59

STEP 8: Set your Display Timer. (Only for CPM Campaigns)

If you do not know how to set your custom Display Timer, please check out our tutorial below:

[How to set your Display Timer option?](#)

If you do not set a specific time, the frequency cap will be 8 hours by default.

STEP 9: Give a name to your target

Add a target to campaign "Campaign Name Of Your Choice"

Name	
Target name	<input type="text" value="Your Target Name"/>
Geo target <input checked="" type="checkbox"/> Edit <input type="button" value="Filter: No filter"/>	
Devices <input checked="" type="checkbox"/> Edit <input type="button" value="Filter: No filter"/>	
Categories <input checked="" type="checkbox"/> Edit <input type="button" value="Filter: straight"/>	
Bid (CPM)	

STEP 10: Add Targets

You will have to set your:

A → Geo-Target(s) (Continent, Country)

B → Device Target(s) (Desktop, Mobile & Tablet)

C → Category Target(s) (56 categories available)

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

The item was created successfully.

⚠ You need to have at least one active target and one active banner to receive traffic.

Campaign information ☒ Edit

Status	DISABLED CPM	
Campaign type	Horizontal	
Name	Campaign Name Of Your Choice	
Url	https://www.yourwebsite.com/	
Daily max	\$500.00	(Today: \$0.00)
Max budget	\$100,000.00	(Total: \$0.00)
Keep targets live	<input type="checkbox"/> Inherited from user settings	
Start/stop day	all the week	
Start/stop time	all the day	
Banners (active/total)	0 / 0	
Display once every	8 hours	

Actions

Targets

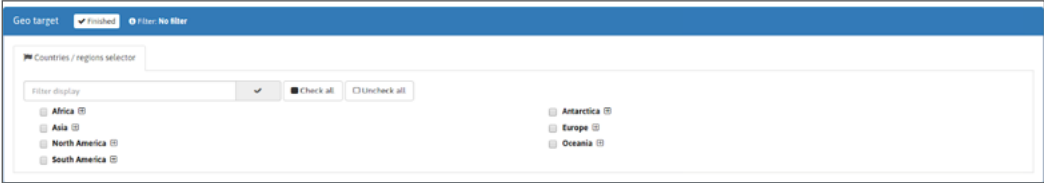
⚠ You need to have at least one active target to receive traffic.

Linked banners

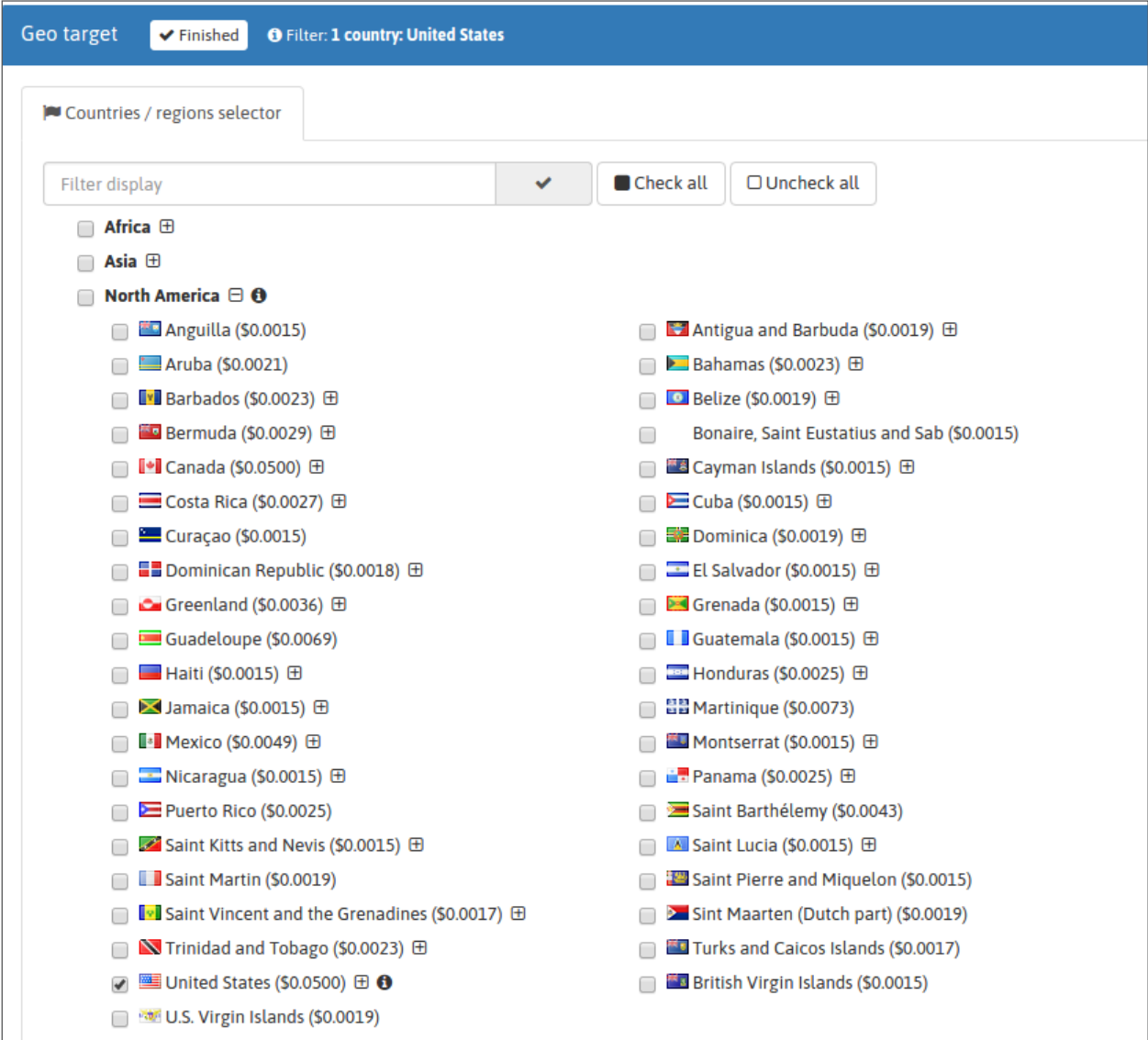
⚠ You need to have at least one active banner to receive traffic.

Choose the countries you want to target by clicking on "Edit", then by selecting the location(s). You can select 1 or more:

→ **Continent**



→ **Countries**



STEP 11: Set and adjust your bid

If you do not know how to set your bid on CPC or CPM campaigns, [please check out our tutorial here](#).
If you do not know how to adjust your bid on CPM campaigns, [please check out our tutorial here](#).
If you do not know how to adjust your bid on CPC campaigns, [please check out our tutorial here](#).

STEP 12: Link Banner(s) or Pre-Roll(s)

If you do not know how to link banner(s)/Pre-roll(s) to your campaign, please check out our tutorial here:
[How to link banner\(s\) / video\(s\) to a banner campaign?](#)
[How to link video\(s\) to a pre-roll campaign?](#)

For CPM banner / pre-roll campaigns, you can set a custom display rate for each creative when you link more than one to your campaign. If you do not know how to set display rates for your CPM campaigns running with several banners, [please follow this link](#).

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

The item was created successfully.

⚠ You need to have at least one active target and one active banner to receive traffic.

Campaign information [Edit](#)

Status **DISABLED** CPM

Campaign type **Horizontal**

Name Campaign Name Of Your Choice

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

Daily max \$500.00 (Today: \$0.00)

Max budget \$100,000.00 (Total: \$0.00)

Keep targets live ☐ Inherited from user settings

Start/stop day all the week

Start/stop time all the day

Banners (active/total) 0 / 0

Display once every 8 hours

Actions [Back to list](#) [Delete](#) [Stats](#)

Targets

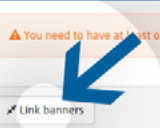
⚠ You need to have at least one active target to receive traffic.

[Add a target](#)

Linked banners

⚠ You need to have at least one active banner to receive traffic.

[Link banners](#)



STEP 13: Activate your campaign

Activate your campaign by clicking on the green button “**Activate**”.

(Make sure you have funds available on your balance to run your campaign(s) and to keep them live.)

Once activated and approved, your campaign will begin to receive traffic based on your settings (dayparting). It will take 20 minutes before you start to receive statistics. If after this period of time, you don't receive any traffic, please check if:

- Your balance has sufficient funds.
- You have not set a budget limit too low for your targets. (ex: \$10 for US + INDIA)
- You have not set dayparting options that can delay the start of your campaign.
- Your bid is high enough based on your target choices. (the more competition that you have, the greater your need to increase your bid in order to receive traffic)

If needed, contact your account manager.

Campaign DEREK_TFA_XVID_MOH_US_OTHERS_STRAIGHT_PSRV - 621921

⚠ Your campaign is not active. **Activate**

Campaign information [Edit](#)

User (\$68,659.26)

Status **DISABLED** CPM

Campaign type **Header - Mobile**

Name DEREK_TFA_XVID_MOH_US_OTHERS_STRAIGHT_PSRV

Url
`[campaign.id]&subID2=KW_{target.name};PUB_XVID;&Location_Alias=MOH&Pub=XVID&Target={target.name}&FileID={FileID}&IMG={IMG}&BNR={banner.name}&cost={target.bid}`

Daily max \$25.00 (Today: \$0.00)

Max budget \$75.00 (Total: \$0.00)

Keep targets live ☐ Inherited from user settings

Start/stop day all the week

Start/stop time 19:00 to 02:59

Banners (active/total) 16 / 23

Display once every 8 hours

Actions [Back to list](#) **Activate** [Delete](#) [Stats](#)



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