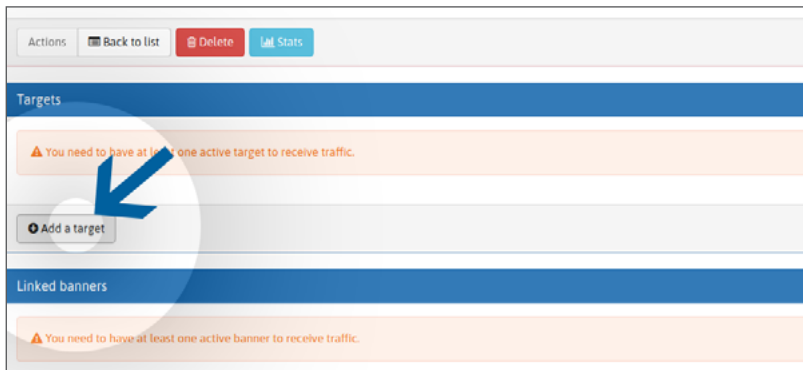


## STEP 1: Campaign targets

On your CPC campaign page, click on „**Add a target**“ button.



Give a name to your target option.

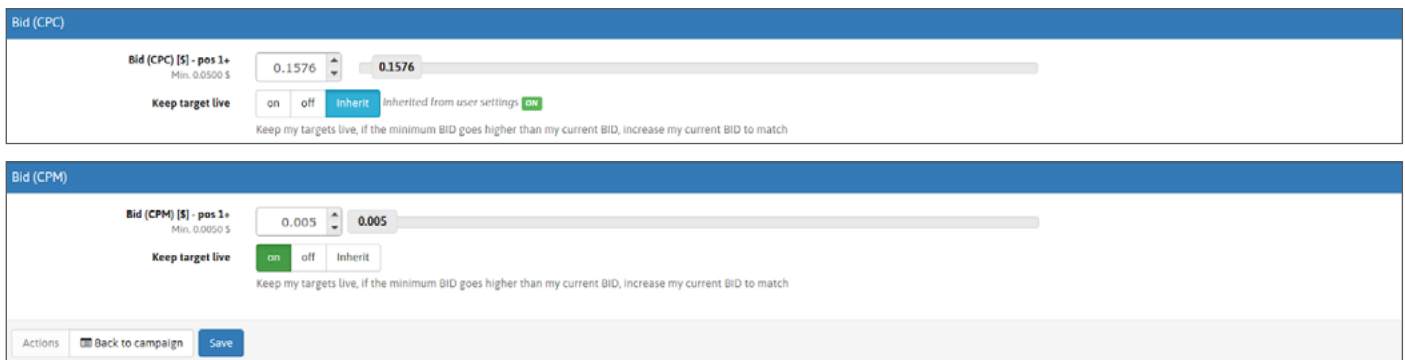
Choose your geo target(s).

Choose your device target(s).

Choose your category target(s).

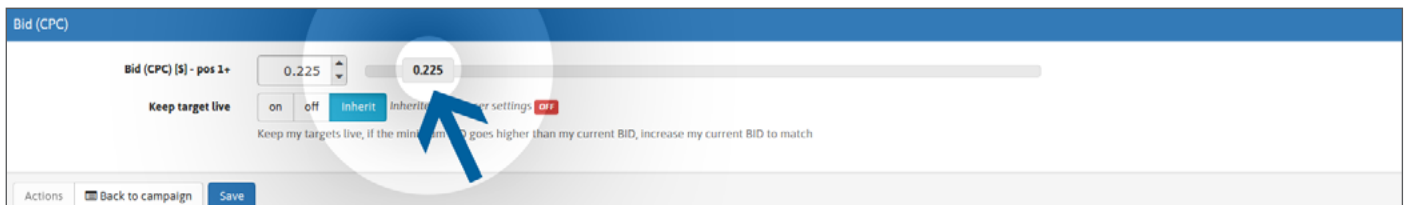
## STEP 2: Single bid box 1+

Our platform works with a Real Time Bidding system (**RTB**). In the “**bid (CPC)**” target area, you will be guided into placing a bid in order to start receiving traffic. The higher your bid, the greater the market share of traffic you shall receive.

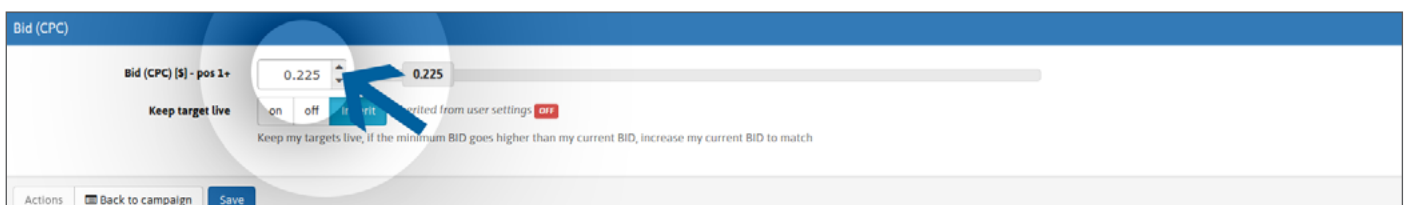


You have **2 options** to set your bid:

**Option 1:** You can set your bid by moving the cursor



**Option 2:** You can set your bid by directly writing your price or even use the arrows.



Then click on **“SAVE”**. Your bid(s) is set.

The screenshot shows a bid management interface for a campaign. At the top, it says "Bid (CPC)". Below that, there's a section for "Bid (CPC) [5] - pos 1+" with a dropdown menu set to "0.225" and a slider also set to "0.225". Underneath, there's a "Keep target live" section with options "on", "off", and "inherit". The "inherit" option is selected, and a note says "Inherited from user settings on". A blue arrow points from the "inherit" option down to the "Save" button in the "Actions" bar at the bottom. The "Actions" bar also contains a "Back to campaign" button.