PPCmate X

Automate your campaigns with rules

FEATURE GUIDE · AUTOMATED RULES

Step by step, with real screenshots of every screen

PPCMATE.COM/GUIDES

STEP 1 OF 6

1 Open Automations

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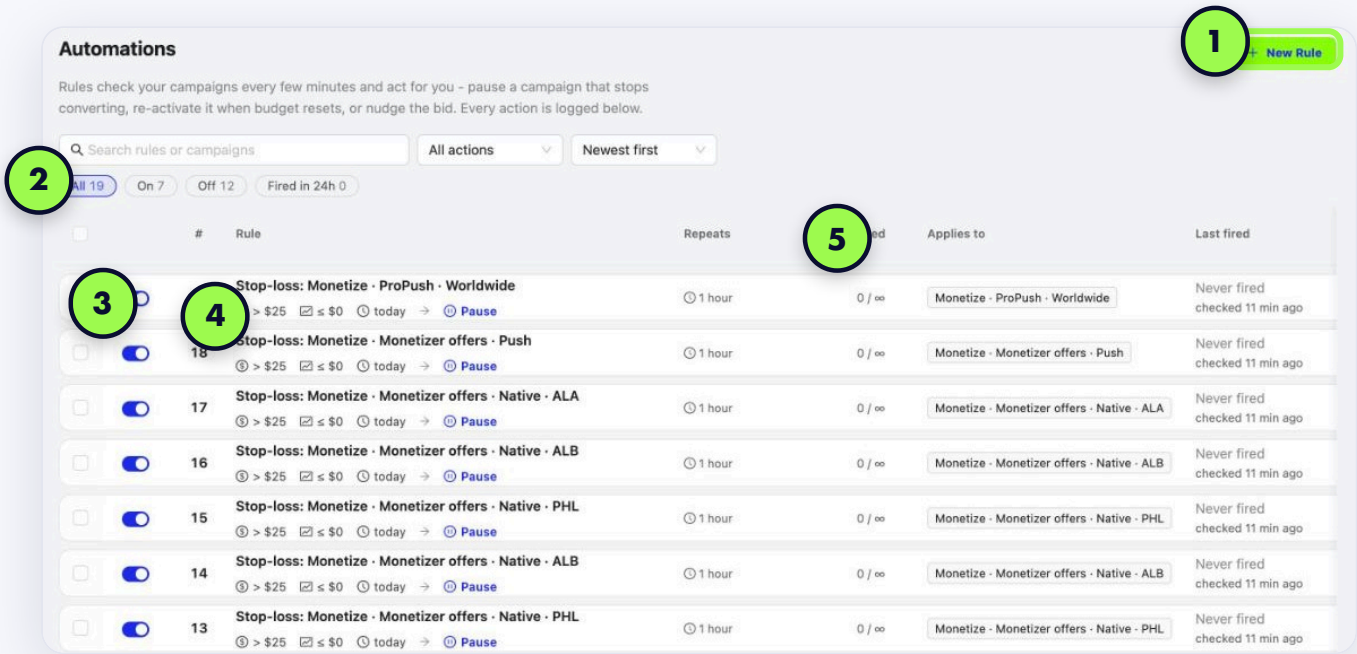
Open Automations from the menu. Rules check your campaigns every few minutes and act for you.



1. **New Rule**
   Creates a rule.
2. **Filters**
   All, On, Off, and Fired in 24h. Search by rule or campaign name.
3. **On / off**
   Switch a rule on or off without deleting it.
4. **Rule summary**
   The rule in short, for example spend > $25, ROI ≤ $0, today → Pause.
5. **Repeats, Fired & Last fired**
   How often it may act, how many times it has, and when it last checked.

> **Tip:** Every action a rule takes is logged under Recent Activity at the bottom of the page.

STEP 2 OF 6

2 Set the condition

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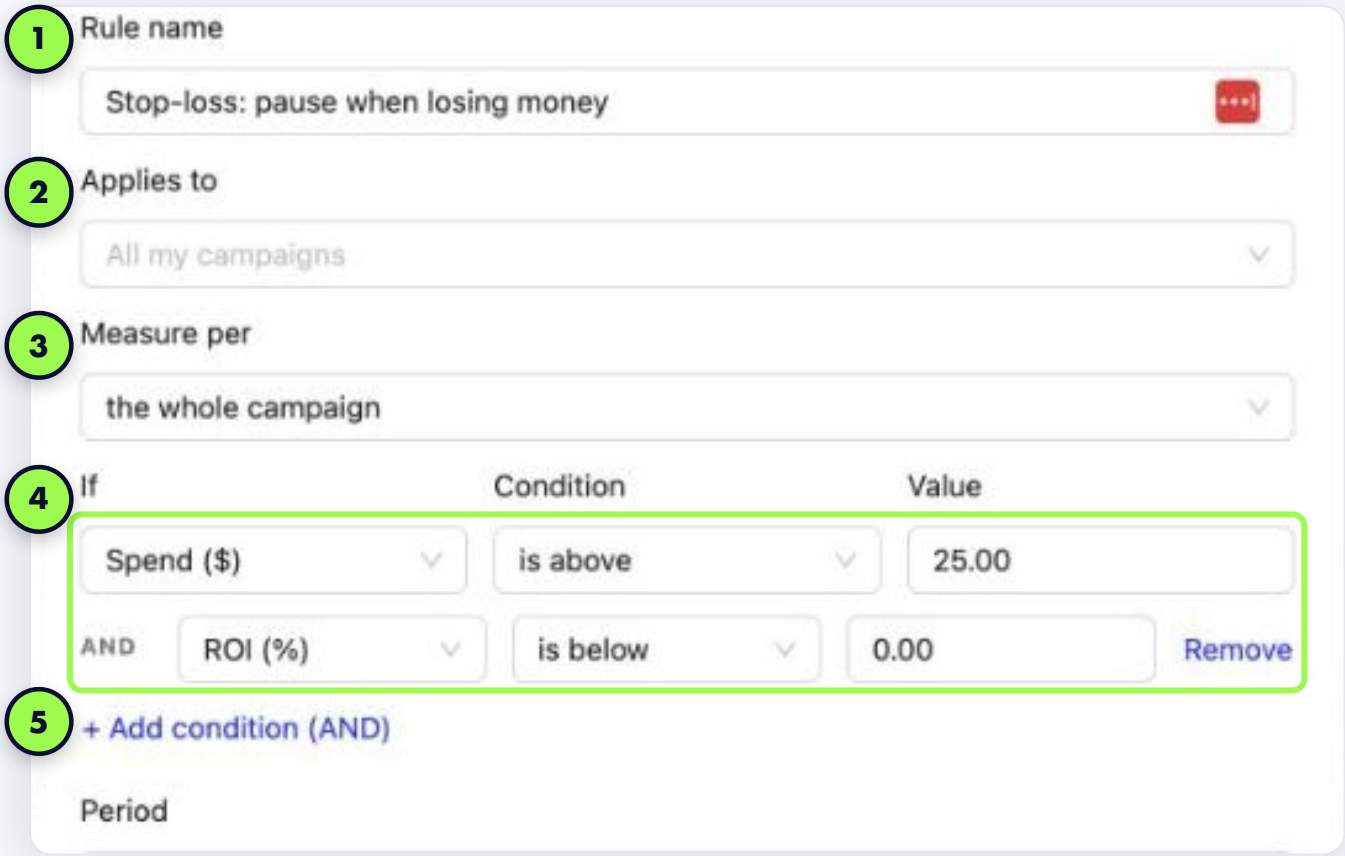
Name the rule, pick the campaigns it watches, then the condition that triggers it.



1. **Rule name**
   Only you see it.
2. **Applies to**
   Pick campaigns, or leave empty for all your campaigns.
3. **Measure per**
   The whole campaign, or each traffic source (by domain, site ID, sub ID or root domain).
4. **If / Condition / Value**
   Spend, impressions, clicks, conversions, CTR, CPC, CPM, CPA, revenue, ROI, bids, wins or win rate, then is above / at least / below / at most a value.
5. **Add condition (AND)**
   Add more conditions. All of them must be true.

Tip: A classic stop-loss: Spend is above $25 AND ROI is below 0% → pause.

STEP 3 OF 6

3 Choose the action

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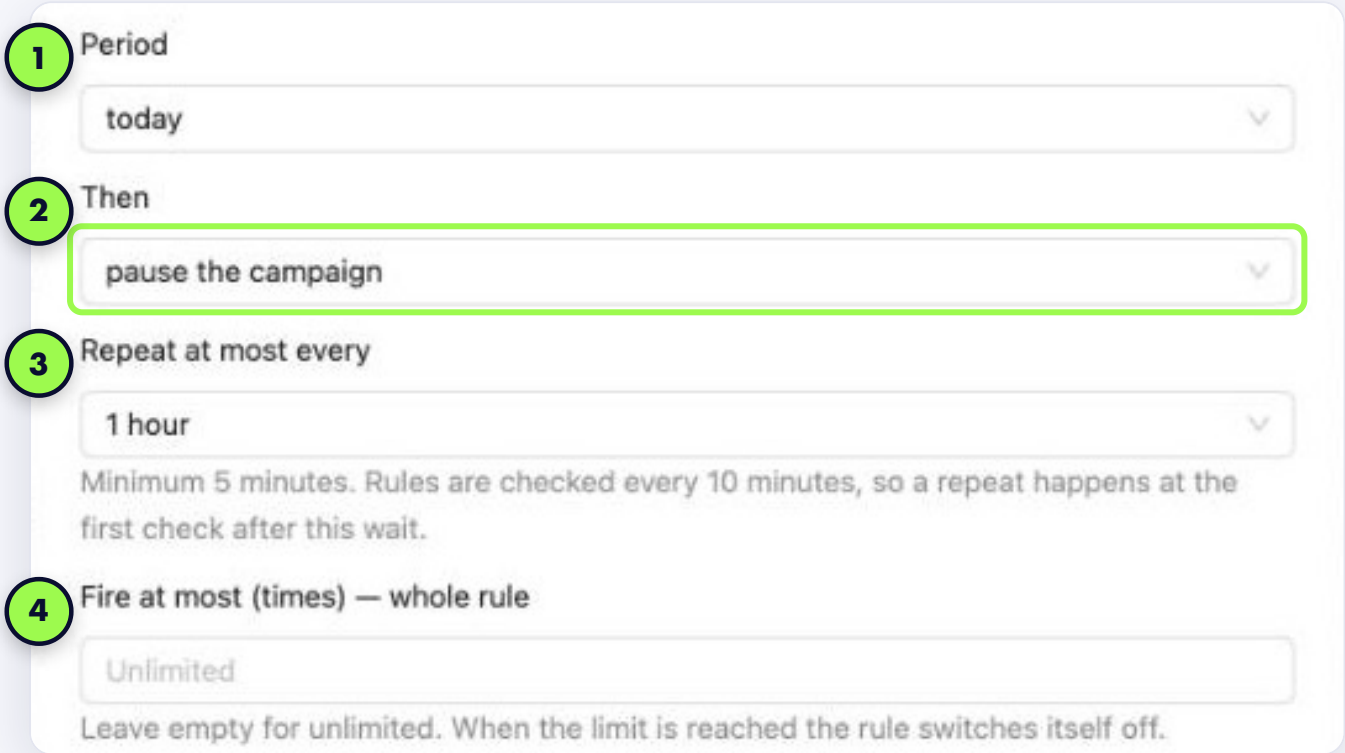
Pick the period to measure and what the rule should do.



1. **Period**
   Today, the last hour, the last 24 hours or the last 7 days.
2. **Then**
   Pause the campaign, activate it, adjust the bid, block non-converting sources, set a source's bid (per-source rules), call a webhook, or only notify you.
3. **Repeat at most every**
   Minimum 5 minutes. Rules are checked every 10 minutes.
4. **Fire at most (times)**
   Leave empty for unlimited. When the limit is reached, the rule switches itself off.

> **Tip:** Pair a pause rule with an activate rule (for example when the budget resets) so campaigns restart on their own.

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4 Rules per traffic source

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Set Measure per to each traffic source, and a rule can change the bid for just the source that matched.

1. **Measure per: each traffic source**
   The rule checks every source on its own, not the whole campaign.
2. **Source type**
   Domain, site ID, sub ID or root domain.
3. **Then: set the source's bid change**
   Only appears for per-source rules.
4. **Source bid change (%)**
   From −90% to +200% (not 0). It applies to that source on its own exchange, and firing again doesn't stack it.

> **Tip:** Example: if a domain spends over $10 today with no sales, set its bid to −40%. The summary reads "Set source bid to −40%".

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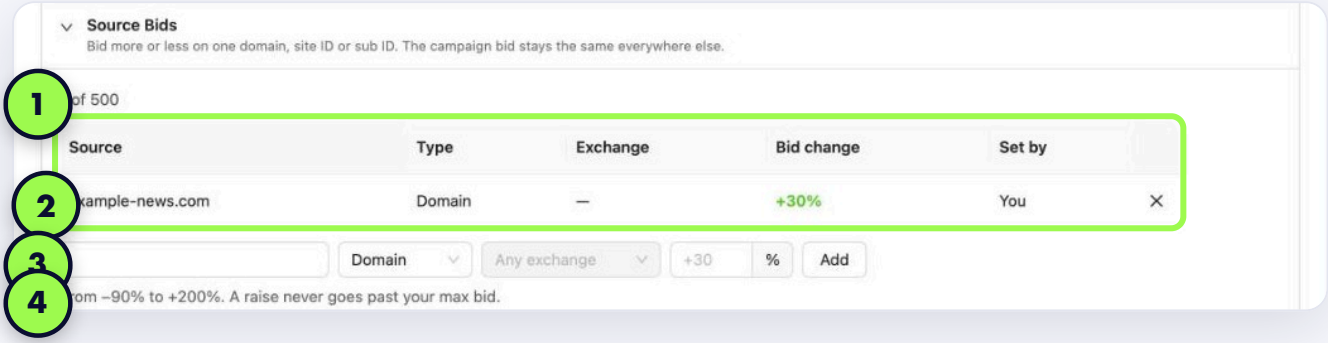
5 Source bids table

You can also set source bids by hand: open the campaign, then Inventory → Source Bids.



1. **N of 500**
   Up to 500 source bids per campaign.
2. **Source, Type, Exchange, Bid change, Set by**
   Each row shows who set it: you, or a rule.
3. **Add a row**
   Enter the source, its type, an exchange (or Any exchange) and the % change, then click Add.
4. **Range**
   From −90% to +200%. A raise never goes past your max bid, and the campaign bid stays the same everywhere else.

Tip: Source bids are on PPCmate's own formats (Pop, Push, Display, Native, Video).

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6 Notify & save

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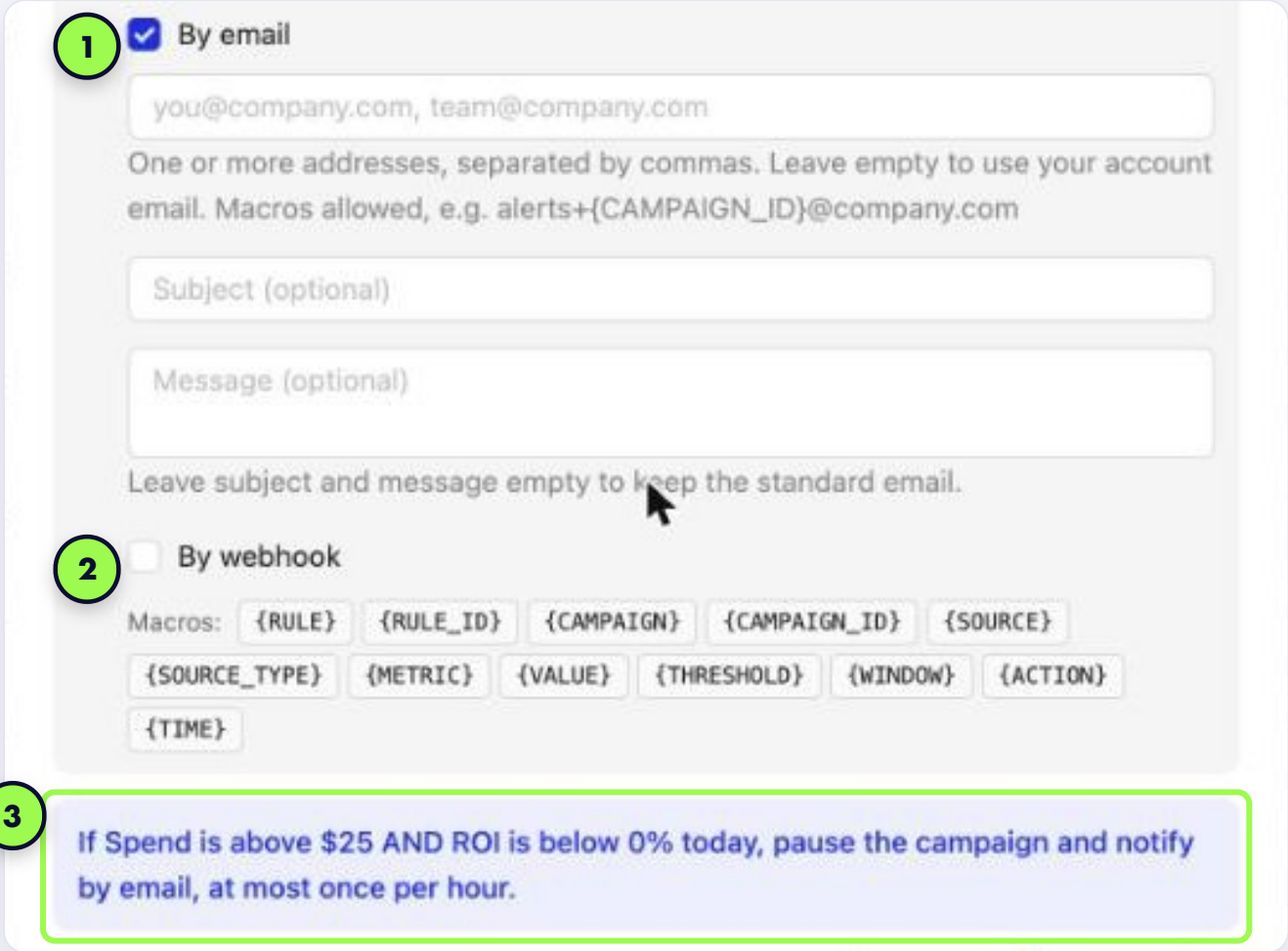
Choose how you hear about it, check the summary, and create the rule.



1. **Notify me by email**
   Tick Notify me when this rule fires. Leave the address empty to use your account email, or add several. Subject and message are optional.

2. **By webhook**
   Send the event to your own system. Macros like {RULE}, {CAMPAIGN}, {SOURCE}, {METRIC} and {VALUE} fill in the details.

3. **Summary**
   The rule in one plain sentence. Check it, then click Create rule below it.

Tip: Start with Notify only for a day to see how often a rule would fire, then switch it to an action.

YOU'RE READY

Launch your first rule

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