

PPCmate

Automate your campaigns with rules

FEATURE GUIDE • AUTOMATED RULES

Step by step, with real screenshots of every screen

[PPCMATE.COM/GUIDES](https://ppcmate.com/guides)

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

The screenshot shows the 'Automations' page in the PPCmateX interface. It features a 'New Rule' button (1), a search bar and filter tabs (2), a table of automation rules (3), a rule summary (4), and a table with columns for repeats, fired status, and last fired time (5).

#	Rule	Repeats	Fired	Applies to	Last fired
18	Stop-loss: Monetize · ProPush · Worldwide ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · ProPush · Worldwide	Never fired checked 11 min ago
17	Stop-loss: Monetize · Monetizer offers · Push ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · Monetizer offers · Push	Never fired checked 11 min ago
16	Stop-loss: Monetize · Monetizer offers · Native · ALA ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · Monetizer offers · Native · ALA	Never fired checked 11 min ago
15	Stop-loss: Monetize · Monetizer offers · Native · ALB ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · Monetizer offers · Native · ALB	Never fired checked 11 min ago
14	Stop-loss: Monetize · Monetizer offers · Native · PHL ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · Monetizer offers · Native · PHL	Never fired checked 11 min ago
13	Stop-loss: Monetize · Monetizer offers · Native · ALB ③ > \$25 ④ ≤ \$0 ⑤ today → Pause	⌚ 1 hour	0 / ∞	Monetize · Monetizer offers · Native · ALB	Never fired checked 11 min ago

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.

2

STEP 24 OF 4

Set the condition

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

1 Rule name
Stop-loss: pause when losing money

2 Applies to
All my campaigns

3 Measure per
the whole campaign

4 If Condition Value
Spend (\$) is above 25.00
AND ROI (%) is below 0.00 Remove

5 + Add condition (AND)

Period

- 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.

3

STEP 3 OF 4

Choose the action

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

1

Period

today

2

Then

pause the campaign

3

Repeat at most every

1 hour

Minimum 5 minutes. Rules are checked every 10 minutes, so a repeat happens at the first check after this wait.

4

Fire at most (times) — whole rule

Unlimited

Leave empty for unlimited. When the limit is reached the rule switches itself off.

- 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, 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.

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

1
☒ By email

One or more addresses, separated by commas. Leave empty to use your account email. Macros allowed, e.g. alerts+{CAMPAIGN_ID}@company.com

Leave subject and message empty to keep the standard email.

2
☐ By webhook

Macros: {RULE} {RULE_ID} {CAMPAIGN} {CAMPAIGN_ID} {SOURCE}

{SOURCE_TYPE} {METRIC} {VALUE} {THRESHOLD} {WINDOW} {ACTION}

{TIME}

3

If Spend is above \$25 AND ROI is below 0% today, pause the campaign and notify by email, at most once per hour.

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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