



How to set up a Display campaign

GUIDE 03 • DISPLAY ADS

Step by step, with real screenshots of every screen

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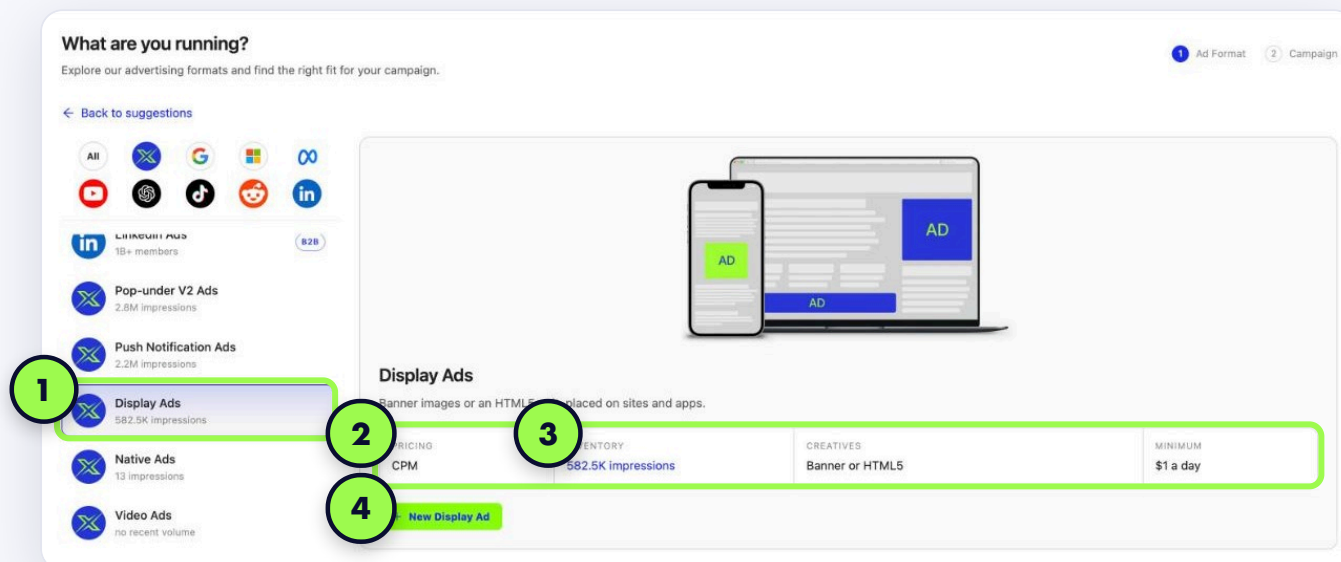
1

STEP 1 OF 7

Pick Display

PPCmateX

Go to Campaigns and click New Campaign, then See all formats. Pick Display Ads from the list.



1 Display Ads

Banner images or HTML5 units, shown on sites and apps.

2 Pricing

Display is bought per 1,000 impressions (CPM).

3 Inventory

Display impressions seen over the last 30 days. The minimum budget is \$1 a day.

4 New Display Ad

Opens the campaign form with Display already set.

Tip: Use the logo filters at the top of the list to show only PPCmate formats.

At the top of the form, name your campaign. The Display format is already selected under Creatives.

Display · US · All devices

1 Name

2 Status

3 AI Optimization

4 + Add creative

Creatives

Display 582.5K Impressions

- 1 Name**
Only you see it. Use it to find the campaign in reports.
- 2 Status**
Leave it ON. The campaign runs once its creative is approved.
- 3 AI Optimization**
Optional. Turn it on to let PPCmate optimise delivery for you.
- 4 Add creative**
Choose Upload or create new to add your banner.

Tip: Put the format, country and device in the name, for example "Display · US · All devices".

On the creative page, paste your landing page, choose the banner size and upload the image.

The screenshot shows the 'Display Ad' creative page. Step 1 points to the 'Landing Page (URL)' field, which contains 'https://example.com/landing'. Step 2 points to the 'Select Size' dropdown menu, which is open and shows a list of banner sizes: 300x250 - Medium rectangle, 336x280 - Large Rectangle, 728x90 - Leaderboard, 320x100 - Large Mobile Banner, 320x50 - Mobile Leaderboard, 300x50 - Small Mobile Banner, 160x600 - Wide Skyscraper, and 120x600 - Skyscraper. Step 3 points to the 'Preview' section, which includes a '+ Upload' button.

1 Landing Page (URL)

The full <https://> address. Tick "Add UTM tags" if you use Google Analytics.

2 Size

8 standard sizes: 300×250, 336×280, 728×90, 320×100, 320×50, 300×50, 160×600 and 120×600.

3 Upload

Upload the banner image for the size you picked. The preview shows it.

Tip: Upload one creative per size you want to run, so your ad can fill more placements. Below the image you can add an impression pixel and 3rd-party tracking. Save the creative and you return to the campaign with it added.

Set how much to spend and how you want to bid. Display is bought per 1,000 impressions (CPM).

The screenshot shows the 'Finance' section of a Google Ads campaign setup. It includes fields for 'Total budget' (set to '\$ No limit'), 'Daily budget' (set to '\$ 50.00'), and 'Max per hour' (set to '\$ No cap'). There is a 'Delivery estimate' box with the text 'Enter a daily budget and a bid to see what this campaign buys.' Below these are 'CPM bid' fields: 'Smart' (selected), 'Bid' (set to '\$ 0.00'), and 'Fixed'. A note states: 'Smart: the engine prices every impression for you, never above your budget.' At the bottom, there is a 'Bidding Goal' dropdown (set to 'None') and a 'Conversion Tracking' dropdown (set to 'Google Tag Manager - purchase'). A checkbox for 'Click tracking automatic' is checked.

1

Daily budget

The most you spend per day. Total budget and Max per hour are optional caps.

2

CPM bid

What you pay per 1,000 impressions.

3

Smart, Bid or Fixed

Smart prices every impression for you, never above your budget. Bid = your maximum CPM.
Fixed = exactly that CPM.

4

Conversion Tracking

Pick your conversion source. Click tracking is automatic.

Tip: Starting out? Keep Smart on and set a daily budget you are happy to test with.

Pick the dates and frequency cap, then choose who sees your banner.

Ad delivery

As soon as possible Distributed

Paces your budget evenly across the flight - needs an end date.

Frequency cap

No cap 1 a day 3 a day 10 a day Custom

1 per User per 1 day Remove

+ Add limit

Targeting

2 Location 459.7K impressions

Countries, regions, cities, postal codes and map radius

3 Devices

Device type, make and model, browser and environment

4 Audiences

Target people who clicked, converted or saw your ads - or exclude them

Network & Carrier

Connection type, mobile generation, carrier, ISP, ASN and IPs

Content Features

Choose language, content categories and where your ads may appear

Viewability

Only buy placements where your ads are actually seen

- 1 Frequency cap**
How often one user sees your banner. 1 a day is the default.
- 2 Location**
Countries, regions, cities, postal codes or a map radius. The badge shows available traffic.
- 3 Devices**
Device type, OS, models and browsers.
- 4 Audiences**
Retarget people who clicked, converted or saw your ads, or exclude them.

Tip: Display reaches people while they browse, so a higher frequency cap (3 a day) can work for brand campaigns.

Choose how strict the traffic filters are.

Quality

1 Traffic Quality Mode

Verified Balanced Maximum Volume

2 Reputation Filter

Protected

Datacenter & Proxy Filter

Protected

Device & Geo Consistency

Protected

1 Traffic Quality Mode

Verified is the strictest. Balanced and Maximum Volume buy more traffic.

2 Quality filters

IP reputation, datacenter/proxy and device/geo checks are on (Protected) by default.

Tip: Keep Verified and every filter on for your first campaign.

Click Save. Your campaign goes live once the creative is approved.

1 Landing-page guard

☐ Landing-page guard

2 Automated Rules

Save the campaign first, then add rules that watch it.

3 Save Cancel

1 Landing-page guard

Checks your landing page every 5 minutes. If it fails 3 times in a row, clicks go to a backup URL (or the campaign pauses) until it works again.

2 Automated Rules

Save the campaign first, then add rules that watch it.

3 Save

Saves the campaign. You can edit every setting later.

Tip: Check the campaign after a few hours. The dashboard shows impressions, clicks and spend as they come in.

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