



How to set up a Native campaign

GUIDE 04 • NATIVE ADS

Step by step, with real screenshots of every screen

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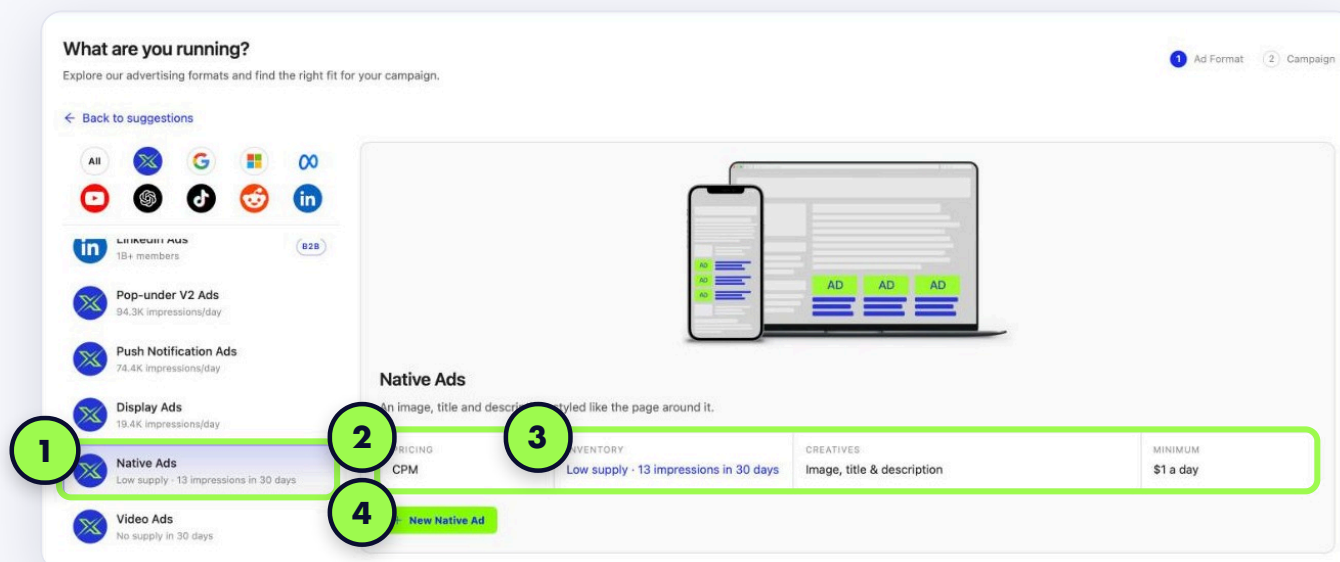
1

STEP 1 OF 6

Pick Native

PPCmateX

Go to Campaigns and click New Campaign, then See all formats. Pick Native Ads.



1 Native Ads

An image, title and description, styled like the page around it.

2 Pricing

Native is bought per 1,000 impressions (CPM). The minimum is \$1 a day.

3 Inventory

Shows how much Native traffic there has been. Supply is low right now, so expect slow delivery.

4 New Native Ad

Opens the campaign form. Name it, then click Add creative → Upload or create new.

Tip: Native supply is limited at the moment. Run it next to Push or Display rather than on its own.

On the creative page, add the landing page and write the text that appears in the ad.

The screenshot shows the 'Native Ad' creative page with the following elements and numbered steps:

- 1** Landing Page (URL): A text input field containing 'https://example.com/article' and a checkbox for 'Add UTM tags (Required for Google Analytics)'.
- 2** Suggest with AI: A blue button with a right-pointing arrow.
- 3** Headline: A text input field with '5 kitchen tools chefs actually use' and a character count of '16 letters left'.
- 4** Description: A text input field with 'Simple, durable picks that make weeknight cooking faster.' and a character count of '83 letters left'.
- 5** Brand Name & CTA: Two text input fields. The first contains 'Example Kitchen' (15 letters left) and the second contains 'Read more' (21 letters left).
- 5** Icon & Image: A section with a blue button 'Generate images with AI - \$0.52', a text input for 'Icon' (100x100 px, PNG, JPG), and an 'Upload' button.

1 Landing Page (URL)

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

2 Suggest with AI

Writes headline and description ideas for you to edit.

3 Headline & Description

Up to 50 and 140 letters. The counters show how many are left.

4 Brand Name & CTA

Up to 30 letters each, for example your brand and "Read more".

5 Icon & Image

Icon 100 × 100 px and image 1200 × 627 px, PNG or JPG.

Tip: Native works best when it reads like content: a useful headline beats a hard sell. Save the creative and you return to the campaign with it added.

Set how much to spend and how you want to bid. Native 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' options: 'Smart' (selected), 'Bid', and 'Fixed'. A note states: 'Smart: the engine prices every impression for you, never above your budget.' At the bottom, the 'Bidding Goal' is set to 'Conversion Tracking' with 'Google Tag Manager - purchase' as the source. 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.

The screenshot shows the 'Ad delivery' settings interface. At the top, there are two buttons: 'As soon as possible' and 'Distributed'. Below them is a note: 'Paces your budget evenly across the flight - needs an end date.' The 'Frequency cap' section is highlighted with a green box and a callout '1'. It contains a dropdown menu with options: 'No cap', '1 a day', '3 a day', '10 a day', and 'Custom'. Below this is a row of input fields: '1' in a text box, 'per' in a dropdown, 'User' in a dropdown, 'per' in a dropdown, '1 day' in a dropdown, and a 'Remove' button. Below this is a '+ Add limit' button. The 'Targeting' section is below the frequency cap. It has a green border and a callout '2'. It contains a search bar with the text 'Location' and a description 'Countries, regions, cities, postal codes and map radius'. Below this is a section with a callout '3' and the text 'Devices' and 'Device type, make and model, browser and environment'. Below this is a section with a callout '4' and the text 'Audiences' and 'Target people who clicked, converted or saw your ads - or exclude them'. Below this is a section with the text 'Content Features' and 'Choose language, content categories and where your ads may appear'. Below this is a section with the text 'Viewability' and '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 the traffic available for your format.
- 3 Devices**
Device type, OS, models and browsers.
- 4 Audiences**
Retarget people who clicked, converted or saw your ads, or exclude them.

Tip: Keep targeting broad while supply is low: every extra filter makes the reach smaller.

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.

The screenshot shows a 'Save & launch' dialog box with three numbered steps highlighted by green circles:

- 1** Landing-page guard: A toggle switch labeled 'Landing-page guard' is shown in the 'off' position.
- 2** Automated Rules: A section titled 'Automated Rules' with the instruction 'Save the campaign first, then add rules that watch it.'
- 3** Save: A blue button labeled 'Save' is highlighted, next to a white button labeled '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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