



How to set up a Push campaign

GUIDE 02 • PUSH ADS

Step by step, with real screenshots of every screen

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

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STEP 1 OF 10

Pick your goal

PPCmateX

Go to Campaigns and click New Campaign. Choose your goal, then pick Push from the suggestions.

Answer two quick questions and we suggest where to run.

Sales & leads
People who buy or sign up

Website traffic
Lots of visitors, low cost

Brand awareness
Be seen by many people

App installs
Get your app downloaded

2 Who are you selling to?

Businesses (B2B)
Consumers (B2C)

Daily budget

\$50/day

Our suggestion FOR B2C WEBSITE TRAFFIC AT \$50/DAY

Pop-under V2 Ads
Full-page visits at the lowest cost
2.8M impressions - \$1 a day
≈ 17.3K clicks/day

Push Notification Ads
Cheap clicks from opted-in users
2.2M impressions - \$1 a day
≈ 1.5K clicks/day

Native Ads
Engaged readers on content sites
13 impressions - \$1 a day
≈ 625 clicks/day

Let the AI Wizard set it

New Push Notification Ad

[See all 20 formats](#)

1

Website traffic

Push is suggested for cheap clicks from people who opted in to notifications.

2

Who are you selling to?

Pick Consumers (B2C) or Businesses (B2B), then set a daily budget.

3

Push Notification Ads

Click the Push card to select it.

4

New Push Notification Ad

Opens the campaign form with Push already set.

Tip: The clicks-per-day figure on each card is an estimate for your budget.

At the top of the form, give your campaign a name and check its status.

The screenshot shows a form titled "Push · US · Mobile" with a "Back" button in the top right. The form has three main sections: "Name", "Status", and "AI Optimization".

- 1** points to the "Name" input field, which contains the text "Push · US · Mobile".
- 2** points to the "Status" toggle switch, which is currently turned ON (blue).
- 3** points to the "AI Optimization" toggle switch, which is currently turned OFF (grey).

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.

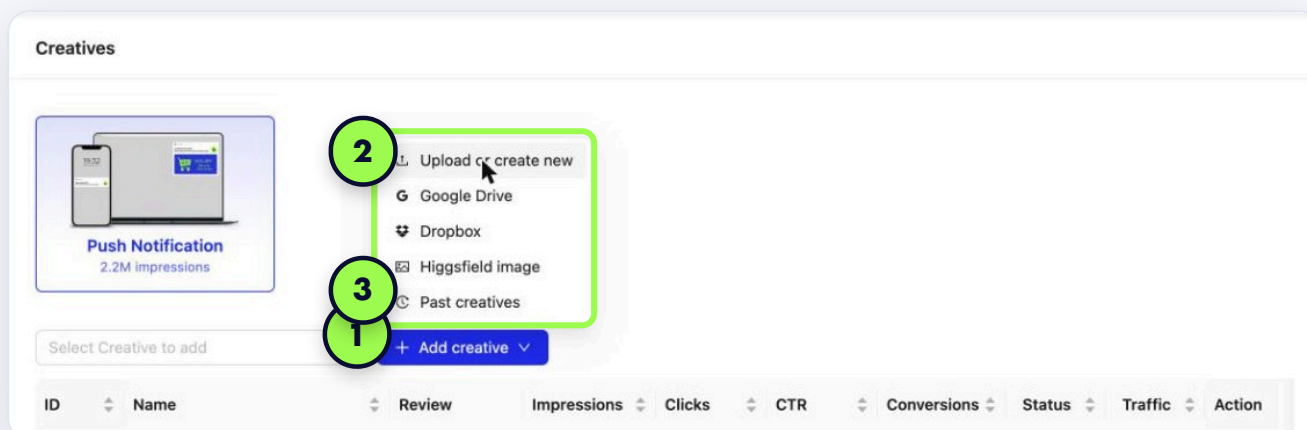
3

AI Optimization

Optional. Turn it on to let PPCmate optimise delivery for you.

Tip: Put the format, country and device in the name, for example "Push · US · Mobile".

In the Creatives section, click Add creative and choose where your ad comes from.



1

Add creative

Opens the menu of sources.

2

Upload or create new

Write a new push ad and upload its images. This guide follows this path.

3

Other sources

Import images from Google Drive or Dropbox, make one with Higgsfield, or reuse a past creative.

Tip: Have a few headline ideas ready. Push works best when you test 2-3 versions.

Add the landing page, then write the headline and description people see in the notification.

The screenshot shows the 'Push Notification' creation form. Step 1 points to the 'Landing Page (URL)' field with the value 'https://example.com/offer' and an unchecked checkbox for 'Add UTM tags'. Step 2 points to the 'Headline' field with the text 'Your order ships free today'. Step 3 points to the 'Description' field with the text 'Tap to see this week's best deals before they're gone.' Step 4 points to the 'Preview' section, which shows a mobile notification mockup for Android and Windows, displaying the headline and description. A 'Generate images with AI' button is also visible.

1 Landing Page (URL)

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

2 Headline

Up to 40 letters. The counter shows how many are left.

3 Description

Up to 120 letters, but keep the key message at the start.

4 Preview

Shows how it looks on Android or Windows. Most people only see the collapsed view.

Tip: "Suggest with AI" writes headline and description ideas for you to edit.

Upload a small icon and, if you want, a larger main image.

The screenshot shows the 'Icon & image' section of the PPCmateX interface. It features three numbered steps: 1. Small Icon (192x192 px, PNG/JPG) with an 'Upload' button; 2. Main Image (720x480 px, PNG/JPG) with an 'Upload' button; and 3. Preview, which shows a notification card for 'Chrome - now' with the text 'Your order ships free today' and a 'Show expanded' link. The notification card also displays a collapsed description and a main image placeholder.

1 Small Icon

192 × 192 px, PNG or JPG. It shows next to the text in every notification.

2 Main Image

720 × 480 px, PNG or JPG. It only appears when someone pulls the notification down.

3 Preview

Updates as you upload, so you can check the result.

Tip: A clear logo or product photo works best as the icon. Avoid small text in it. Save the creative and you return to the campaign with it added.

Push is bought per click (CPC). Set your budget and choose how to bid.

The screenshot shows the 'Finance' section of a campaign setup interface. It includes input fields for 'Total budget' (set to '\$ No limit'), 'Daily budget' (set to '\$ 50.00'), and 'Max per hour' (set to '\$ No cap'). A 'Delivery estimate' box prompts the user to enter a daily budget and a bid. The 'CPC bid' section shows a value of '\$ 0.000' and three bidding options: 'Smart' (selected), 'Bid', and 'Fixed'. A note explains that 'Smart' prices every click against the market. Below this, a 'Recommended bid' of 'CPC \$0.015' is shown with a 'Use \$0.018' button. The 'Bidding Goal' section has a dropdown set to 'None' and another set to 'Google Tag Manager - purchase', with a checkbox for 'Click tracking automatic' which is checked.

1 Daily budget

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

2 CPC bid

What you pay per click.

3 Smart, Bid or Fixed

Smart prices every click against the market, never above your budget. Bid = your maximum CPC. Fixed = exactly that CPC.

4 Recommended bid

Click "Use" to take the suggested CPC for your targeting.

5 Conversion Tracking

Pick your conversion source. Click tracking is automatic.

Tip: Starting out? Keep Smart on and use the recommended bid as a guide.

Choose when the campaign runs and how often one person gets your notification.

The screenshot shows a 'Scheduling' form with the following sections and callouts:

- 1 Start date:** A date picker set to 2026-10-18.
- 2 End date:** A date picker set to 2026-10-31.
- Days and hours:** A dropdown menu currently showing 'Every day, all hours'.
- 3 Ad delivery:** Two buttons: 'As soon as possible' and 'Distributed' (which is highlighted in blue). Below the buttons is the text: 'Paces your budget evenly across the flight - needs an end date.'
- 4 Frequency cap:** A section with tabs for 'No cap', '1 a day' (highlighted in blue), '3 a day', '10 a day', and 'Custom'. Below the tabs is a configuration row: '1' in a text box, 'per' in a label, 'User' in a dropdown, 'per' in a label, and '1 day' in a dropdown. To the right of this row is a 'Remove' link. At the bottom left of the section is a '+ Add limit' link.

1 Start & end date

When the campaign runs.

2 Days and hours

Every day, all hours by default. Click to pick days and hours.

3 Ad delivery

Distributed spreads your budget over the dates (it needs an end date). As soon as possible spends faster.

4 Frequency cap

How often one user gets your ad. 1 a day is a good start.

Tip: Send at the hours your buyers are awake and active. Use Days and hours to skip the night.

Open each panel to narrow who gets your notification. A badge shows how many rules are set.

The screenshot shows a targeting configuration interface with five expandable panels. The first four panels are numbered 1 through 4 in green circles. Panel 1, 'Location', shows '2.2M impressions' and a description. Panel 2, 'Devices', shows '1 rule' and is highlighted with a green border. Panel 3, 'Audiences', and Panel 4, 'Viewability', are also visible. Panel 5, 'Content Features', is partially visible at the bottom.

- 1 > **Location** 2.2M impressions
Countries, regions, cities, postal codes and map radius
- 2 > **Devices** 1 rule
Device type, make and model, browser and environment
- 3 > **Network & Carrier**
Connection type, mobile generation, carrier, ISP, ASN and IPs
- 3 > **Audiences**
Retarget people who clicked, converted or saw your ads - or exclude them
- 4 > **Content Features**
Choose language, content categories and where your ads may appear
- 4 > **Viewability**
Only buy placements where your ads are actually seen

1 Location

Countries, regions, cities, postal codes or a map radius.

2 Devices

Device type, OS, models and browsers. Here: Mobile only (1 rule).

3 Audiences

Retarget people who clicked, converted or saw your ads, or exclude them.

4 Viewability

Only buy placements where your ads are actually seen.

Tip: Start with one country and one device type. It makes the first results easy to read.

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STEP 9 OF 10

Traffic quality

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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 form with three numbered steps: 1. Landing-page guard, 2. Automated Rules, and 3. Save. Step 1 has a toggle switch for 'Landing-page guard'. Step 2 has a text input field with the placeholder 'Save the campaign first, then add rules that watch it.' Step 3 has a blue 'Save' button and a white 'Cancel' button.

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.

YOU'RE READY

Launch your first Push campaign

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