

PPCmateX

How to set up a Video campaign

GUIDE 05 • VIDEO ADS

Step by step, with real screenshots of every screen

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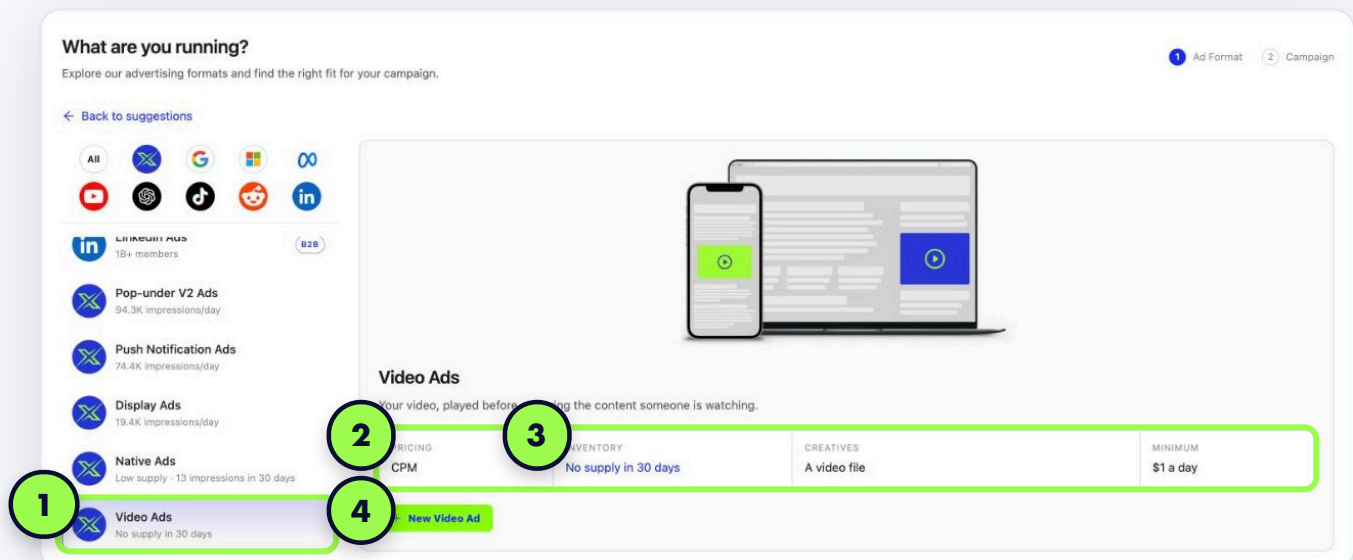
1

STEP 1 OF 6

Pick Video

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



1

Video Ads

Your video, played before or during the content someone is watching.

2

Pricing

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

3

Inventory

Shows how much Video traffic there has been. There has been no supply recently, so a campaign may not deliver yet.

4

New Video Ad

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

Tip: Set your Video campaign up now and it starts as soon as supply comes back.

On the creative page, choose where the player sits and paste your video ad code.

The screenshot shows a 'Video HTML5 Ad' form with five numbered steps highlighted by green circles and lines:

- 1 Position**: A dropdown menu labeled 'Select position'.
- 2 Size**: A dropdown menu labeled 'Select Size'.
- 3 Landing Page (URL)**: A text input field containing 'https://example.com/article'.
- 4 Video Placement Types**: A dropdown menu labeled 'Select Placement Types'.
- 5 Ad code**: A large text area for pasting the video ad code.

There is also a checkbox labeled 'Add UTM tags (Required for Google Analytics)' between steps 3 and 4.

1 Position

Where the video shows on the page.

2 Size

The player size.

3 Landing Page (URL)

Where a click takes the viewer.

4 Video Placement Types

In-stream, In-banner, In-article, In-feed or Interstitial/slider/floating.

5 Ad code

Paste the code for your video ad here.

Tip: Pick only the placement types your video was made for. Save the creative and you return to the campaign with it added.

Set how much to spend and how you want to bid. Video 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 conversion 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' section of a campaign setup. Under 'Frequency cap', the '1 a day' option is selected. Below this, a limit of '1' is set 'per User' 'per 1 day'. The 'Targeting' section below has four items highlighted with numbered green circles: 1. Frequency cap (already highlighted in the interface), 2. Location, 3. Devices, and 4. Audiences. Each targeting item has a brief description of what it controls.

- 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 campaign configuration interface with three numbered steps highlighted by green circles:

- 1 Landing-page guard**: A section with a toggle switch labeled "Landing-page guard" which is currently turned off.
- 2 Automated Rules**: A section with the text "Save the campaign first, then add rules that watch it."
- 3 Save**: A blue button labeled "Save" next to a "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.

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