



# New Campaign Guide

Step-by-Step Guide to Launching Advertising  
Campaigns with PPCmate X

VERSION 2.1

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# Introduction to PPCmate X

Welcome to PPCmate X, the next-generation programmatic advertising platform designed to revolutionize your ad campaigns. As the latest version of our demand-side platform, PPCmate X is tailored to deliver exceptional results through CTR and CPA optimizations, empowering advertisers with precision targeting, advanced analytics, and unmatched scalability.

Since its inception, PPCmate X has been at the forefront of programmatic advertising, offering multiple ad formats, including pop-under, push notifications, native ads, display ads, and video ads. Each format is optimized for performance, giving you the flexibility to craft campaigns that align with your marketing goals.

Our advertising platform is designed for both new and experienced advertisers. Whether you're launching your first campaign or managing a portfolio of high-budget initiatives, PPCmate X ensures a seamless advertising experience with its intuitive interface, powerful tools, and comprehensive support.

## Why Choose PPCmate X for Your Campaigns?

### → Multi-Format Advertising

Reach your audience with diverse ad formats, each designed for maximum engagement and conversion rates.

### → Optimized for Success

Leverage built-in CTR and CPA optimization tools to achieve better results with lower costs.

### → Advanced Targeting Options

Refine your audience with granular targeting, including geolocation, device types, OS versions, and more.

### → Robust Reporting and Analytics

Monitor your campaigns in real-time with detailed performance metrics to make data-driven decisions.

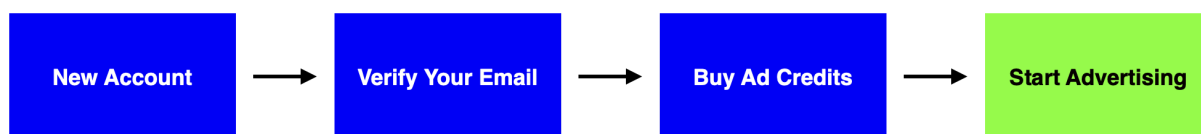
## What Can You Expect from This Guide?

This guide will walk you through every step of creating a new campaign on PPCmate X, from setting up your account to optimizing your performance. You'll learn how to utilize all the platform's features, including advanced targeting, real-time analytics, and macros for advanced tracking and automation.

Let's get started and unlock the full potential of PPCmate X to elevate your ad strategy!



# Getting Started with PPCmate X



## 1. New Account Registration

Register a new PPCmate X account from: <https://x.ppcmate.com/sign-up/advertiser>

## 2. Verify Your Email

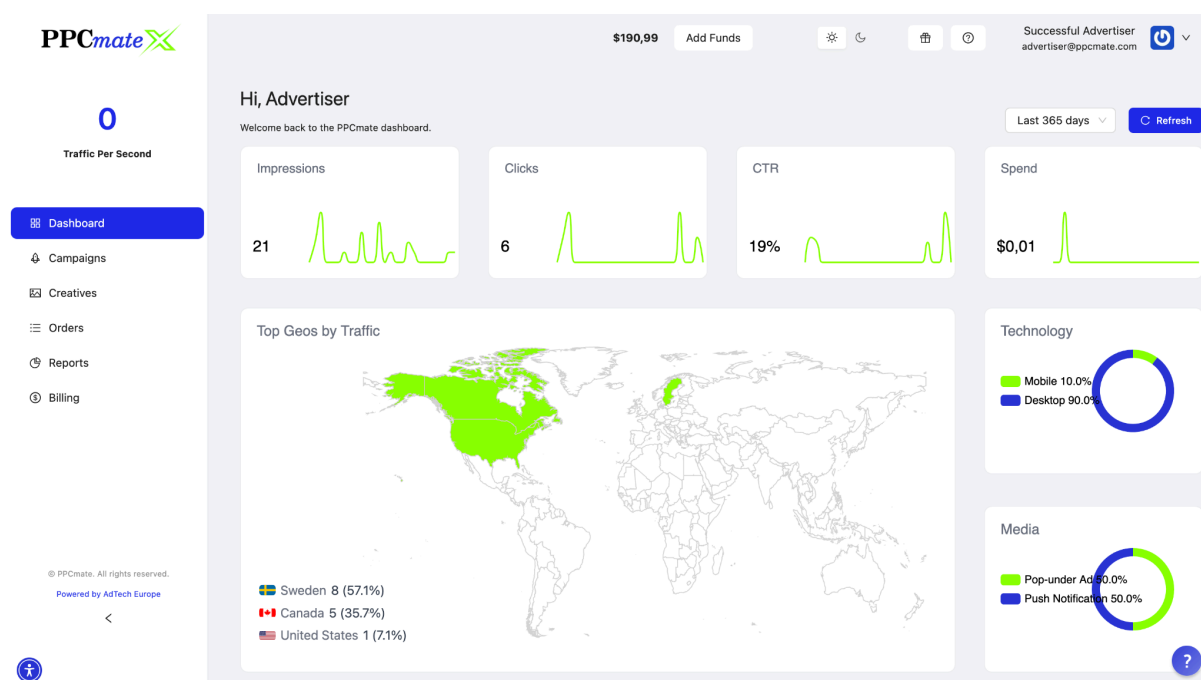
Check your email for account activation and follow the steps.

## 3. Buy Ad Credits

Top up your advertising balance safely with 0% transaction fees.

## 4. Start Advertising

Activate your campaigns, and the traffic will start in a few seconds.



## Notes:

### → Multi-User Access

PPCmate X supports multi-user access with role-based permissions. Navigate to "Settings > Users" to invite team members, assign roles, or contact us.

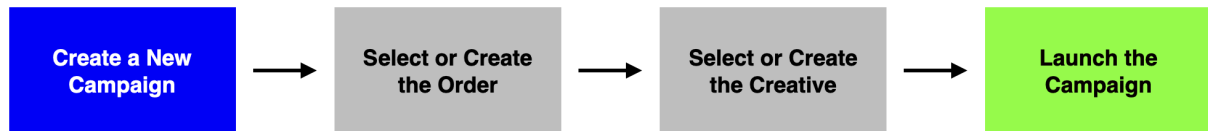
### → Forgot Your Password?

You can reset it from: <https://x.ppcmate.com/reset-password>



# Ad Campaign Creation Workflow

The campaign creation workflow on PPCmate X is streamlined into four essential steps: creating an order, setting up a campaign, uploading the creatives, and launching the campaign. This structured approach ensures that every campaign detail is properly configured for maximum efficiency and flexibility.



## The two-step workflow process:

### 1. Create the Campaign

Configure campaign specifics such as targeting, budget, bidding, scheduling, etc.

#### A. Select or Create the Order

Select your preferred currency (USD or EUR), and define the campaign's financial plan and budget.

#### B. Select or Create the Creative

Add the creative details, upload the ad content, set the landing page, configure tracking options, and link with the campaigns.

### 2. Launch the Campaign

Once everything is ready, you can launch the advertising campaign.

## Notes:

- You can link the same **Order** to multiple campaigns.
- You can link the same creatives with multiple campaigns.
- New creatives are reviewed within **a couple of minutes to several hours.**
- For **automatic creative activations**, please contact us.
- New Campaigns and Orders are activated automatically.



# The Step-by-Step Guide for PPCmate X

Follow these step-by-step instructions to efficiently setup and launch a new advertising campaign on PPCmate X, tailored to meet your marketing goals.

## Step 1: Create the Order

### 1. Add the Order Name

Provide a clear and descriptive name for the order for easy tracking.

### 2. Set Launch and End Dates

Specify the start and end dates for the order's duration.

### 3. Choose the Currency

Select the appropriate currency for the order's financial transactions.

### 4. Set Total and Daily Budget

Define the overall budget and daily spending limit for the order.

### 5. Confirm and Save the Order

Review the details and save the order to finalize the process.



## Step 2: Create the Campaign

### 1. Name the Campaign

1.1. **Select the Name of the Ad Campaign**

1.2. **Set the Status of the Ad Campaign**

If it's a new campaign, set it as Paused and start later. **RECOMMENDED**

### 2. Set Finances and Bids

2.1. **Select the Order (IO) from the list**

2.2. **Select the Spending Type**

↳ **CPM**

↳ **CPC**

2.3. **Set the CPM Price**

↳ **Fixed** - The campaign will always win bids with the selected bid rate.

↳ **Bid** - The campaign will win bids dynamically for the best campaign performance and budget. **RECOMMENDED**

2.4. **Set the CPC Price**

↳ **Fixed** - The campaign will always win bids with the selected bid rate.

### 3. Schedule the Campaign

3.1. **Ad Delivery**

↳ **As soon as possible** - Traffic will be delivered in aggressive mode.

↳ **Distributed** - Traffic will be distributed within the day. **RECOMMENDED**

3.2. **Schedule Ads** - Select the hours and days of the week.

3.3. **Impression Limit** - Set the daily and weekly limits by users and sources.

3.4. **Time Zone** - Select the time zone in which the campaign should run.

3.5. **Flight Dates** - Select the start and end days of the campaign.



## **4. Target the Campaign**

- 4.1. Target the ad campaign by Countries
- 4.2. Target the ad campaign by US States
- 4.3. Target the ad campaign by US Cities
- 4.4. Target the ad campaign by Language
- 4.5. Target the ad campaign by Devices
- 4.6. Target the ad campaign by Browsers
- 4.7. Target the ad campaign by Connections
- 4.8. Target the ad campaign by Traffic Types
- 4.9. Target the ad campaign by IAB Categories

## **5. Select the Advertising Inventory**

- 5.1. Select Advertising Supply
- 5.2. Select Publisher IAB Categories
- 5.3. Select the SSP List Mode
- 5.4. Select the SSP List
- 5.5. Select the Deal ID List Mode
- 5.6. Deal ID List
- 5.7. Upload the list of Blocked Apps (CSV)
- 5.8. Upload the list of Allowed Apps (CSV)
- 5.9. Upload the list of Blocked Domains (CSV)
- 5.10. Upload the list of Allowed Domains (CSV)
- 5.11. Upload the list of Allowed IPs (CSV)

## **6. Save the Campaign**

Confirm and save your campaign to finalize the process.





## Step 3: Create the Creative

\* Format Secured Impression Capping

Pop-under Ads   Total Daily

\* Landing page

### 1. Name Your Ad Creative

Assign a clear and descriptive name to the creative for easy identification.

### 2. Link the Creative to Campaign(s)

Associate the creative with one or more campaigns where it will be used.

### 3. Set the Landing Page URL

Specify the URL where users will be directed after interacting with the ad.

### 4. Upload the Ad Creative

Add the ad file or content (e.g., image, video, or text) to the creative.

### 5. Save the Creative

Confirm and save your creative to finalize the process.

## Step 4: Launch the Campaign

### Activate the Campaign

Once everything is ready and verified, you can activate the advertising campaign, and the traffic will start in a few minutes.



# Available Media Channels

Simplify your advertising with various formats that ensure consistent messaging across web, mobile, and in-app channels. This allows you to reach a broader audience and maximize engagement on every platform and device.

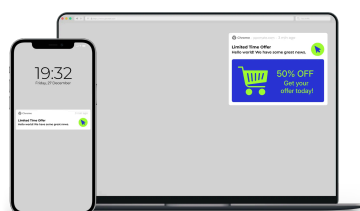
## Pop-under Ads

Maximize visibility with high-impact pop-under ads. These ads appear in a new browser window behind the user's active window, capturing attention without interrupting the user experience.



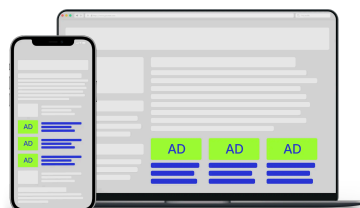
## Push Notification Ads

Reach users directly on their devices with push notification ads. These highly personalized and attention-grabbing ads are delivered even when users aren't actively browsing, ensuring consistent engagement.



## Native Ads

Blend seamlessly into content with native ads. Native ads mimic the look and feel of the platform they appear on, providing a non-intrusive advertising experience that resonates with users.



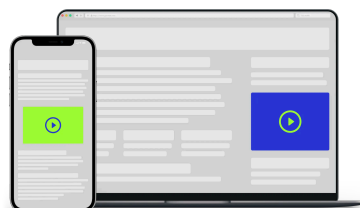
## Display Ads

Create visually compelling messages with display ads. These ads can include banners, images, or rich media that are strategically placed across websites and apps to capture attention and drive conversions.



## Video Ads

Harness the power of video to tell your brand's story. Video ads offer immersive experiences that engage users emotionally, making them an incredibly powerful tool for driving brand awareness and conversions.



# Campaign Optimization Tips

## 1. Use Engaging and High-Quality Creatives

- Ensure your ad visuals and messaging are eye-catching, clear, and relevant to your target audience.
- Test different formats (images, videos, or animations) to see what resonates best.
- Keep CTAs (Call-to-Actions) short, action-oriented, and persuasive (e.g., “Sign Up Now,” “Get Started Today”).

## 2. Set Competitive Bid Rates

- Research the average bid rates for your target geographies and formats.
- Start with a competitive bid to secure premium traffic, then adjust based on performance.
- Use the platform's CPM or CPC benchmarking tools for guidance.

## 3. Optimize Your Targeting Settings

- **Geographies:** Test different regions to identify high-performing locations.
- **Devices:** Separate campaigns for mobile and desktop users for tailored messaging.

## 4. Leverage A/B Testing

- Create multiple variations of your creatives, targeting, and ad copy.
- Run tests to identify which combinations yield the best performance.
- Continuously refine your campaigns based on the results.

## 5. Monitor Campaign Performance Regularly

- Use the analytics to track key metrics like CTR, CPM, conversions, and ROI.
- Spot trends or issues early and make adjustments to improve performance.
- Monitor your daily spending to avoid overshooting budgets.



## 6. Focus on Landing Page Quality

- Ensure your landing page is fast-loading, mobile-friendly, and easy to navigate.
- Align the content on your landing page with the messaging in your ad.
- Include clear CTAs and minimize distractions to encourage conversions.

## 7. Take Advantage of Optimization Tools

- Use the platform's CTR and CPA optimization features to improve engagement.
- Enable frequency capping to avoid showing the same ad repeatedly.
- Use retargeting to reach users who have previously engaged with your ads.

## 8. Scale Successful Campaigns

- Identify high-performing campaigns and allocate more of the budget to them.
- Duplicate successful campaigns and experiment with expanded higher bids.
- Gradually scale campaigns to maintain performance quality.

## 9. Use Real-Time Data for Quick Adjustments

- React to underperforming campaigns by tweaking creatives, targeting, or bids.
- Pause campaigns that are not delivering expected results and reallocate the budget to better-performing ones.

## 10. Broaden Reach Strategically

- Start with precise targeting and gradually broaden it to test new audience segments.
- Avoid overly restrictive targeting, which can limit impressions and traffic volume.

## 11. Budget Management Tips

- Set a daily spending limit to avoid depleting your budget prematurely.
- Distribute the budget evenly across multiple geographies or audience segments.
- Reallocate funds from underperforming campaigns to those delivering strong results.



# Macros for Advanced Tracking

- **{ADVERTISER}** The unique identifier for the advertiser.
- **{AD\_ID}** The unique ID of the ad creative.
- **{AD\_HEIGHT}** The height of the ad creative in pixels.
- **{AD\_WIDTH}** The width of the ad creative in pixels.
- **{BANNER}** The unique ID of the banner creative.
- **{BIDDER}** The URL of the bidder providing the ad.
- **{CAMPAIGN}** The unique identifier for the campaign.
- **{CLICK\_ID}** A unique ID for the click event.
- **{CLICK\_URL}** The URL is triggered when the ad is clicked.
- **{CLICK\_URL\_ENC}** The encoded version of the click URL.
- **{COUNTRY}** The ISO 3166-1 alpha-3 code of the user's country.
- **{EVENT\_LOGGER}** The URL for logging ad events.
- **{IP}** The IP address of the user's device.
- **{OS}** The operating system of the user's device.
- **{PUB}** The name of the publisher displaying the ad.
- **{REFERRER}** The full URL of the referrer page.
- **{REFERRER\_DOMAIN}** The domain of the referrer page.
- **{IMP\_PIXEL}** The URL of the impression tracking pixel.
- **{THIRD\_URL}** The URL of the third-party tracking service.
- **{SSP}** The endpoint of the supply-side platform (SSP).
- **{SSP\_ID}** The unique identifier for the SSP.
- **{SUB\_SSP}** The endpoint of the secondary or outer SSP.
- **{TRACKING\_ID}** A unique identifier for tracking the ad.
- **{VAST\_START}** The URL for logging the VAST start event.
- **{VAST\_FIRST\_QUARTILE}** The URL for logging the VAST first quartile event.
- **{VAST\_MIDPOINT}** The URL for logging the VAST midpoint event.
- **{VAST\_THIRD\_QUARTILE}** The URL for logging the VAST third quartile event.
- **{VAST\_COMPLETE}** The URL for logging the VAST complete event.
- **{VAST\_VERSION}** The version of the VAST protocol used.



# Macro Examples

Here are some examples of how you can use the macros in tracking links for PPCmate X. These links demonstrate the flexibility of using macros for advanced tracking and analytics:

## Example 1: Basic Tracking Link with Key Parameters

[https://example.com/click?campaign={CAMPAIGN}&ad={AD\\_ID}&click\\_id={CLICK\\_ID}&country={COUNTRY}&referrer={REFERRER\\_DOMAIN}](https://example.com/click?campaign={CAMPAIGN}&ad={AD_ID}&click_id={CLICK_ID}&country={COUNTRY}&referrer={REFERRER_DOMAIN})

This link tracks:

- Campaign ID
- Creative ID
- Unique Click ID
- User's country
- Referrer domain

## Example 2: Tracking with IP, OS, and Publisher Information

[https://example.com/track?ip={IP}&os={OS}&pub={PUB}&ssp={SSP}&tracking\\_id={TRACKING\\_ID}](https://example.com/track?ip={IP}&os={OS}&pub={PUB}&ssp={SSP}&tracking_id={TRACKING_ID})

This link tracks:

- User's IP address
- Device operating system
- Publisher name
- SSP endpoint
- Unique tracking ID

## Example 3: Advanced Click Event Tracking with Encoded URL

[https://example.com/click?click\\_url={CLICK\\_URL\\_ENC}&ad\\_width={AD\\_WIDTH}&ad\\_height={AD\\_HEIGHT}&event\\_logger={EVENT\\_LOGGER}](https://example.com/click?click_url={CLICK_URL_ENC}&ad_width={AD_WIDTH}&ad_height={AD_HEIGHT}&event_logger={EVENT_LOGGER})

This link tracks:

- Encoded click URL
- Ad creative dimensions (width and height)
- Event logger URL

## Example 4: Video Tracking with VAST Events



[https://example.com/vast?start={VAST\\_START}&midpoint={VAST\\_MIDPOINT}&complete={VAST\\_COMPLETE}&version={VAST\\_VERSION}](https://example.com/vast?start={VAST_START}&midpoint={VAST_MIDPOINT}&complete={VAST_COMPLETE}&version={VAST_VERSION})

This link tracks:

- Start event URL
- Midpoint event URL
- Completion event URL
- VAST version

### **Example 5: Impression Tracking with Third-Party Pixel**

[https://example.com/imp?pixel={IMP\\_PIXEL}&third\\_party={THIRD\\_URL}&advertiser={ADVERTISER}&bidder={BIDDER}](https://example.com/imp?pixel={IMP_PIXEL}&third_party={THIRD_URL}&advertiser={ADVERTISER}&bidder={BIDDER})

This link tracks:

- Impression pixel
- Third-party tracking URL
- Advertiser ID
- Bidder URL

### **Example 6: SSP Tracking with Sub-SSP Details**

[https://example.com/ssp?ssp\\_id={SSP\\_ID}&sub\\_ssp={SUB\\_SSP}&referrer={REFERRER}](https://example.com/ssp?ssp_id={SSP_ID}&sub_ssp={SUB_SSP}&referrer={REFERRER})

This link tracks:

- SSP ID
- Sub-SSP endpoint
- Referrer page

### **Example 7: Device Type Tracking with Geolocation**

[https://example.com/device?device\\_type={DEVICE\\_TYPE}&country={COUNTRY}&ip={IP}&ad={AD\\_ID}](https://example.com/device?device_type={DEVICE_TYPE}&country={COUNTRY}&ip={IP}&ad={AD_ID})

This link tracks:

- Device type (e.g., mobile, desktop, tablet)
- User's country
- IP address
- Creative ID



# Troubleshooting Common Issues

## 1. My campaign is not receiving any traffic.

### Possible Causes:

- Low bid rates compared to competitors.
- Limited targeting parameters (e.g., small audience or geographic area).
- Ad format incompatibility with the targeted inventory.

### Solutions:

- Increase your bid to stay competitive within your target market.
- Broaden your targeting to include additional geographies or demographics.
- Ensure your creatives match the selected ad format specifications.

## 2. My CTR (Click-Through Rate) is low.

### Possible Causes:

- Ineffective ad creatives.
- It needs to be a more targeted audience.
- Ad placement issues (e.g., less visible inventory).

### Solutions:

- Update your ad creatives with engaging visuals and compelling CTAs.
- Reassess and refine your audience targeting.

## 3. My campaign exceeded the budget faster than expected.

### Possible Causes:

- Incorrect daily budget settings.
- High bid rates need proper monitoring.
- Unrestricted targeting results in rapid delivery.

### Solutions:

- Set a daily spending limit to control your budget.
- Lower your bid rates and monitor the campaign performance regularly.





#### 4. My ads are not displaying correctly.

##### Possible Causes:

- Incorrect creative format or size.
- Creative approval pending.
- Technical issues with the ad platform.

##### Solutions:

- Verify that your creatives meet the platform's size and format requirements.
- Check the status of your creative approval process.
- Contact support if the issue persists.

#### 5. My conversions are lower than expected.

##### Possible Causes:

- Weak landing page experience.
- Misaligned audience targeting.
- Ineffective optimization settings.

##### Solutions:

- Optimize your landing page with a strong CTA, faster loading times, and a user-friendly design.
- Adjust audience targeting to focus on users who are more likely to convert.
- Use the platform's **CPA optimization tools** to align with conversion goals.

#### 6. My campaign is under-delivering traffic.

##### Possible Causes:

- Low bids compared to market competition.
- Overly narrow targeting parameters.
- Ad inventory scarcity for the selected format.

##### Solutions:

- Increase your bid to improve competitiveness.
- Expand targeting by adding more locations or audience segments.
- Consider switching to a higher-demand ad format.



## 7. My account balance does not reflect my recent deposit.

### Possible Causes:

- Payment processing delay.
- Incorrect payment details.

### Solutions:

- Verify that the payment was successfully processed.
- Double-check your payment details and receipt.

## 8. My campaign is flagged for policy violations.

### Possible Causes:

- Non-compliance with our guidelines (e.g., inappropriate content, misleading ads).
- Use of disallowed landing pages or creatives.

### Solutions:

- Review the platform's ad policies and adjust your campaign to comply.
- Update your landing page or creatives to meet guidelines.

## 9. I cannot pause or edit my campaign.

### Possible Causes:

- The campaign is in an approval or processing state.

### Solutions:

- Wait for the approval process to complete before making changes.
- Refresh the dashboard or clear your browser cache.

## 10. My targeting settings are not working as expected.

### Possible Causes:

- Conflict in multiple targeting parameters.
- Incorrect setup of geo, device, or audience filters.

### Solutions:

- Review your targeting settings to identify conflicts or redundancies.



# FAQs for Advertisers

## 1. What is the minimum budget to start a campaign?

The minimum budget required to start a campaign is **\$25**.

## 2. What are the available pricing models?

PPCmate's advertising campaigns are working on a **CPM** and **CPC** basis. Additionally, you can optimize the CPM campaigns on:

- **CPA (Cost Per Acquisition)**
- **CTR (Click-Through Rate)**

## 3. How is traffic quality ensured?

We employ advanced [anti-fraud systems](#) and partner with leading traffic verification providers to deliver only high-quality, real-user traffic.

## 4. Can I target specific geographies and demographics?

Yes, you can target by:

- **Location:** Countries, regions, or cities.
- **Devices:** Mobile, desktop, tablet.
- **Platforms:** OS, browser, and other parameters.

## 5. What ad formats are supported?

We support a variety of ad formats, including:

- **Pop-unders**
- **Push notifications**
- **Native ads**
- **Display ads**
- **Video ads**



## 6. How do I track campaign performance?

You can track your campaign performance in real-time via the **dashboard**, which includes metrics like:

- Impressions
- Clicks
- CTR (Click-Through Rate)
- Conversions
- CPA (Cost Per Acquisition)
- Pixel code tracking
- Postback, S2S tracking

## 7. Is there a refund policy?

Yes, we offer a **7-day money-back guarantee** for any unused balance, subject to our terms and conditions.

## 8. How do I fund my account?

You can fund your account through various payment methods, including:

- **Credit/Debit Cards**
- **PayPal**
- **Bank Transfers**
- **Cryptocurrencies**

## 9. Can I pause or stop a campaign any time?

Yes, you have complete control to pause, resume, or stop campaigns at any time directly from the dashboard.

## 10. What is the process for launching a campaign?

1. **Set up an account** on our platform.
2. **Create a new campaign**, defining targeting, ad formats, and budget.
3. **Upload your creatives** or choose from our templates.
4. **Launch your campaign** and monitor performance in real-time.



### 11. Do you offer support for advertisers?

Yes, our dedicated support team is available to assist you with:

- Campaign setup.
- Performance optimization.
- Any technical issues.

### 12. How do I optimize my campaign for better performance?

For better results:

- Use high-quality creatives.
- Narrow down targeting to focus on your ideal audience.
- Regularly monitor and adjust bids and budget allocations.
- Utilize the platform's **CTR and CPA optimization tools**.

### 13. Can I integrate my campaigns with other platforms?

Yes, we support integration through **OpenRTB** and **XML protocols**, enabling seamless connections with other advertising platforms.

### 14. Is there a limit to the number of campaigns I can run?

No, you can run as many campaigns as you like, provided your account balance covers the costs.






### 15. How are impressions and clicks calculated?

Impressions are counted each time your ad is displayed, and clicks are counted when a user interacts with your ad. Both metrics are validated to ensure accuracy and eliminate fraudulent activity.



## Support Channels

For any questions or help, please contact us:

- |  |                  |   |
|--|------------------|---|
|   | <b>Live Chat</b> | <b><a href="#">Find an Agent</a></b>                                |
|   | <b>Email</b>     | <b><a href="mailto:support@ppcmate.com">support@ppcmate.com</a></b> |
|   | <b>WhatsApp</b>  | <b><a href="tel:+12565007007">+1 (256) 500 7007</a></b>             |
|   | <b>Messenger</b> | <b><a href="#">Connect</a></b>                                      |
|  | <b>Skype</b>     | <b><a href="#">PPCmate</a></b>                                      |

**Thank You for downloading this guide.**

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