CLICKADU
Multi-format Advertising Network

MEDIA BUYERS GUIDE

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First time, huh? Eager to learn more about how to succeed with Clickadu? **This guide will tell you everything you need to know**

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CLICKADU
Multi-format Advertising Network

support@clickadu.com
clickadu.com

STEP 1: CHOOSING THE RIGHT OFFER

What does the offer stand for? Offer is the product you'd like to represent. If you're a business or website owner, offer equals your business, your deal or website.
If you're an affiliate you can acquire offers straight from the direct advertisers (business owners) or affiliate networks.

Our advertising network works with entertainment web sources and has a particular pull of offers that will definitely work with our traffic.

Here's the list:

- ☑ *Dating*
- ☑ *Webcam*
- ☑ *iGaming (Gambling \ Betting)*
- ☑ *Sweepstakes*
- ☑ *Wap Clicks & pin submit*
- ☑ *VPN*
- ☑ *Social Apps*
- ☑ *Tools & Utilities*

Most Affiliate managers advise an offer no matter the traffic source-specific and that could lead to a waste of your funds. Admit it, you would be happy to see crypto ads while resting and watching your favorite TV series.

You'd better ask our support team or your manager before running your advertising campaign whether the selected offer matches with our traffic or not.
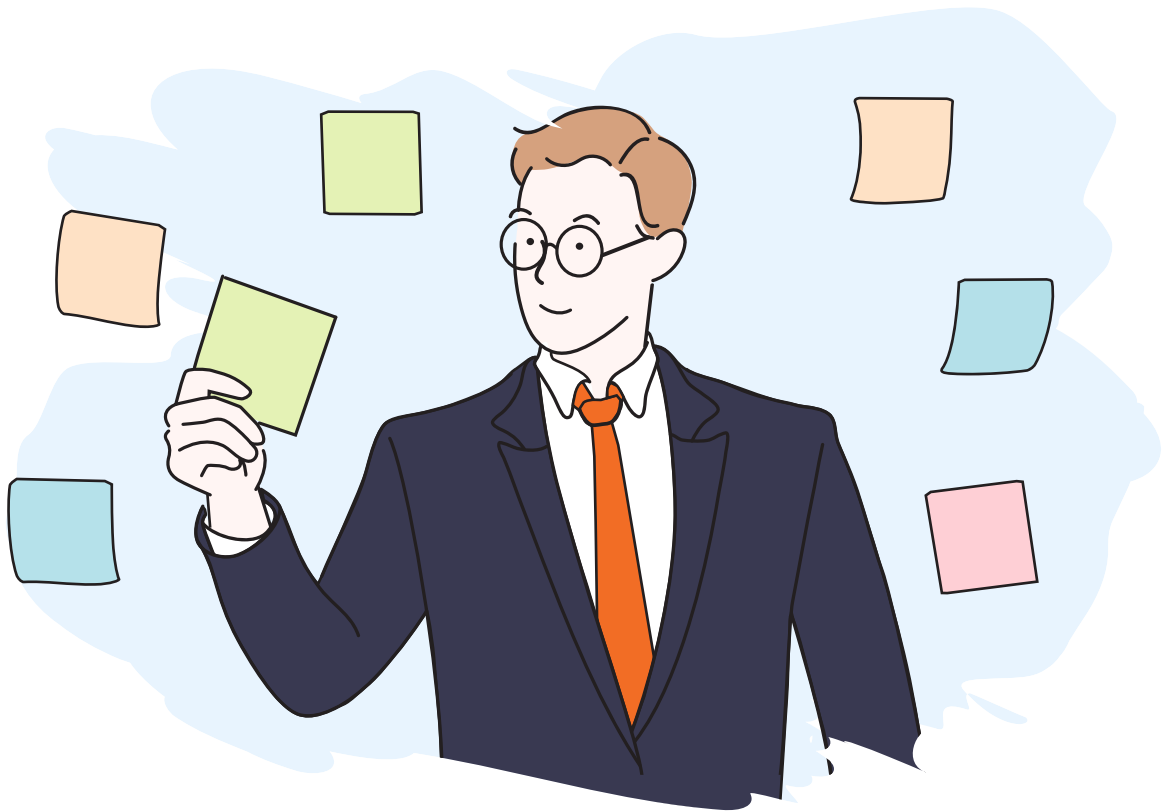
STEP 2: BECOME A FULL-PRIVILEGED PARTNER

You're free to create an advertisement account via the Clickadu website.

The creation form is simple and consists of two pages, but please take the process thoughtfully. Clickadu is based in the Czech Republic and should comply with EU laws and KYC principles.

The second page is more informative like. So we could understand what you're up to.

After the registration process, you'll need to verify your email address and create an impenetrable password to protect your advertising account.
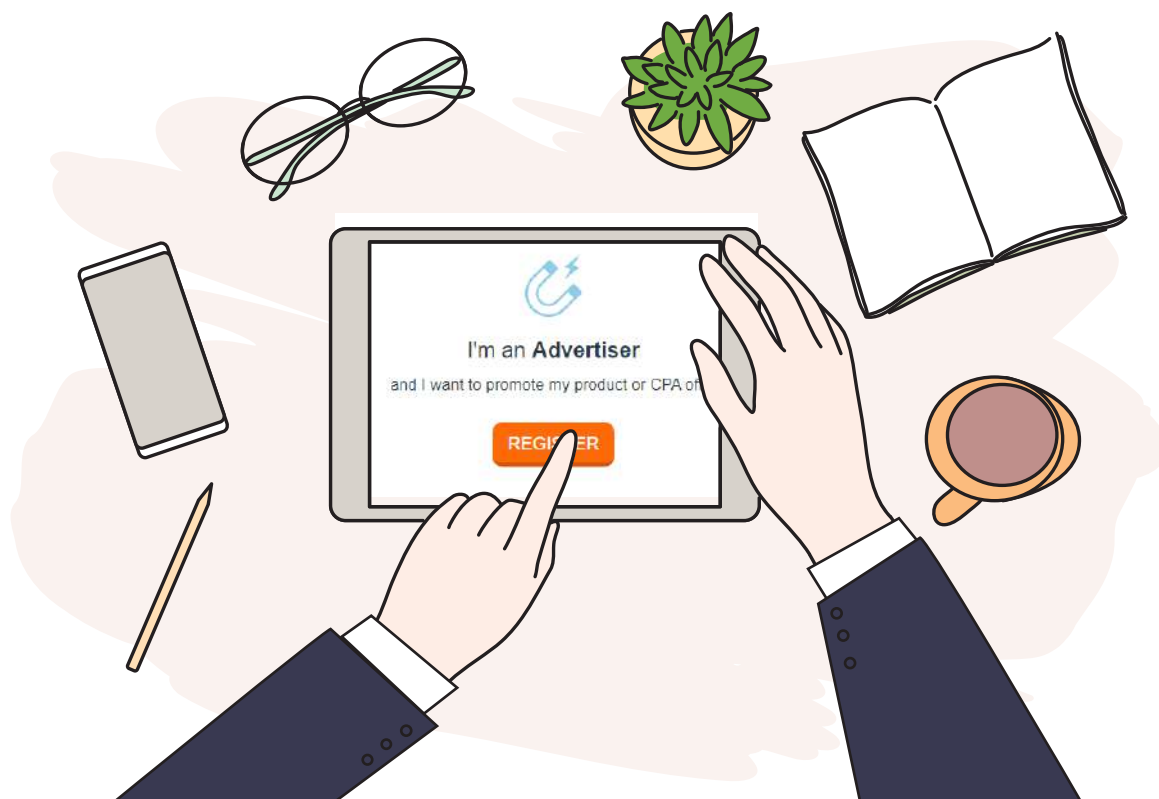
STEP 3: EXPLORE THE POSSIBILITIES OF SELF-SERVE PLATFORM

So, you're here. Let's take a quick guide through the platform as there are a bunch of sections to visit.
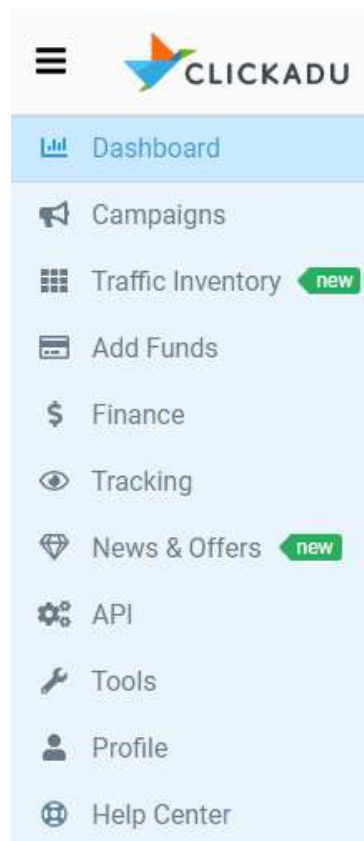
First of all, you can use burger-button to collapse the menu.

Now to the sections:

Dashboard - from here you can get comprehensive info regarding your advertising campaigns and sort them as you like.

Campaigns - looks like the dashboard but it doesn't. The campaign section has an individual pool of filters and controls. From here you can bulk-control your advertising campaigns

Traffic Inventory - it's the essential section as you can receive info regarding traffic volumes for required targetings, average and maximal prices.

Traffic Inventory

This tool calculates the daily traffic amount available according to the campaign settings, and selected targeting options.
The data is based on yesterday's traffic performance.

Ad Format

| Push-notification | Instant Text Message | Video | OnClick (Popunder) | Skim |

Platform

| All | Desktop | Mobile |

Connection type

| All | 3G | Wi-Fi |

Os's

All ▾

Countries *

Start typing...

Countries	Total Impressions ▾	Avg CPM	Max CPM
IN	23 210 347	0.31	0.63
VN	17 539 808	1.11	1.92
BR	7 161 401	0.63	2.46
JP	4 153 881	1.10	2.50
ID	3 714 743	0.49	2.25
US	3 319 326	1.45	8.09
PK	2 851 167	0.77	1.40

Add Funds - Here you're able to top up your advertising balance.
We offer 5 payment methods at your disposal to replenish your budget.
As our collaboration is on a Pre-Pay basis, you need to add some funds to get your campaign up and running. The initial sum is $100. Always stay updated to get some bonuses tops. Keep in mind that payment fees are on your shoulders to handle.

A tip: Paxum has the lowest fee of 1$ p2p transactions

Add Funds

Please select a payment method:

◉ ▭ Bank Card Processing 1

Verified by VISA | Mastercard SecureCode | VISA | VISA | Mastercard | WebMoney
Payments processed by CommerceGate

You need to complete your profile information in order to add funds via the selected payment method.
Please verify your phone number

Phone   Verify phone number

+ 442081333312

○ ▭ Bank Card Processing 2
○ P PayPal
○ ◉ WebMoney
○ ⍟ Paxum

Finance - from here you're able to study/download your bills, funds history, and invoices.

Tracking - You're able to track your campaign activity and performance via tracking solutions or affiliate networks. To do so, you'll need to use your personal tracking link. This section is all about that.

Here you can find various tracker's postback implementation examples, both with your personal global postback link to track events. If you don't have a tracking solution, but working directly with CPA\Aff-network's postback set up - you can use this link to pass conversions to it and back to our platform.

News & Offers - In this section you'll find traffic sales, news, insights, promo-codes, and stuff. Wondering what's new on the platform? Visit this section more often.

News & Offers

Soon

July 2020

Actual

More Push Notification targetings.

Engage more with a new traffic type.

Expires in: Never   Learn more >>>

Self-Serve Platform April-May Updates.

This is the biggest update ever.

Expires in: Never   Learn more >>>

WMA conference goes on Virtual.

So do we!

Expires in: Never   Learn more >>>

API - Here you'll find all necessary tools for campaigns automation (start\stop, exclude\include etc).

API

Please kindly note that API can only be used to make changes to **Onclick, Skim, Instant Text Message and Video** campaigns working on the following pricing models: **CPM, SmartCPM**.

⚠ Dear partners, this section is designed for creating requests to Advertisers' Self-Serve Platform. For correct API setup please read the manual.

API Key
Put this key to **Authorization** header of your request for authorizing to API

d0a5515ecc4e4bf2774d811ef5a4c885c8b3fcfa	Copy

All methods require Authorization header
This is the Clickadu API for SSP Advertisers

campaigns : Campaigns operations   Open/Hide | List operations | Expand operations

GET	/campaigns/	Get campaigns
GET	/campaigns/{campaignid}/	Get Campaign
PUT	/campaigns/{campaignid}/	Update a campaign
GET	/campaigns/{campaignid}/{type}/{targeting}/	Returns campaign targeting
PUT	/campaigns/{campaignid}/{type}/{targeting}/	Replace targeted/blocked elements from a campaign

statistics : Statistics operations   Open/Hide | List operations | Expand operations

[BASE URL: /v1.0/api/client, API VERSION: 1.0.0, HOST: https://ssp.clickadu.com]

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{8}

Tools - this section should contain all the useful stuff for your advertising journey. For now, there is only one toll available: ***Mass Campaign Target URL Changer.***

Tools

Mass Campaign Target URL Changer

This tool allows you to perform mass changes in the target URLs.
To select the domain, part of URL or whole URL that you want to edit please fill out the 'Domain or part of URL' field and click 'Check'.
Note the following nuances:
- domains www.domain.com and domain.com or
- domains domain.com and Domain.com
are different URLs and you will get different results of your search.
Also these differences include the protocols http, https or lack of protocols

Domain or part of URL *

[   ]   Check

Profile - all your personal information is stored here. From here you're able to verify your phone number or to change your contact details.

Account status

Step 1. Terms and conditions
⊘ Accepted, 2019-02-18 at 12.54

Step 2. Profile data completeness
⊘ Accepted

Personal Information

Account type *
◉ Individual   ○ Company

First name *
[Demian]

Last name *
[Mash]

Country of residence *
[Czech Republic]

City *
[Prague]

Address *
[Zenklova 32/28, Praha 8 - Liben]

Help Center - if you have faced any issues in launching your advertising campaign you can contact your personal manager, surf the FAQ section or create asupport ticket. Mind the working hours.

Help Center

Feel free to contact your manager

Email: ssp.support@clickadu.com

FAQ Section

Search: Push Notification, Price model

Search

Submit a ticket to support

Can't reach your personal manager?
Feel free to create a support ticket, we'll answer you as soon as possible.
Please note that operating hours 9.00am - 20.00pm (GMT+2).

Submit a ticket

STEP 4: CREATING YOUR FIRST CAMPAIGN

Every advertising activity you'd like to initiate is called 'advertising campaigns'. To start your advertising journey you'll need to create at least one advertising campaign.

It consists of the name \ target URL \ Targeting options \ Budget options.

1. **Let's start with the Name** - you determine what the campaign name should be. So don't bother. The name will help you to indicate the campaign from many others.

2. **Choose the advertising format.** There are six of them at your disposal. Let's split them into two major groups for you to figure it out.

Ad Format				
Push-notification	Instant Text Message	Video	OnClick (Popunder)	Skim

2.2. Creative advertising formats - these require a creative like picture or video. There are a few of them: *Push Notifications, Inpage Push, Instant Text Message, Pre-Roll Video.*

2.3. Non-creative advertising formats - the creative is your landing page and that's the only stuff to bother. Non-creative advertising formats are: *Popunder & SKIM.*

Click here to learn more about advertising formats.

If you're wondering where the InPage Push format is - you can use them as part of the Push Notifications.

3. You might want to choose the conditions you'll be paying for your performance. *There are 4 basic pricing conditions:*

CPM (Cost Per Thousand Impressions) - allows you to launch 'reach-like' campaigns. Here you'll pay for the unique ad impressions.

CPC (Cost Per Click) - works with creative advertising formats where you pay for clicks only. However, the system requires a test based on CPM to determine whether the traffic matches the offer and pick out the best sources for you. After the successful test, your campaign will work on a cost per click basis.

SmartCPA (Smart Cost Per Acquisition) - almost the same as CPC, however, the system matches the sources according to your campaign CR rate. After the successful test, your campaign will work as a plain CPA where you pay for conversions only. We'll tell you more about them a bit later.

SmartCPM (Smart Cost Per Thousand Impressions) - the pricing model is almost like CPM but it works on a second-price auction scheme. You choose the ceiling price you're able to pay for 1000 impressions and if your bid is higher than competitors - you'll win the first impression and pay at their ceiling price.

4. Choose your advertising campaign feed type to get the appropriate traffic for your campaigns.

5. State a Target URL - it's the link that leads users to your website or landing page.

Click the tracking tokens under the target URL to track additional parameters and pass them to your tracking solution (in case you use one).

6. How frequently do you want your ad to be shown? Configure the ad impression frequency or click frequency per one user to get more precise ad data.

The frequency is 3/24 by default which means one user will see 3 ads per 24 hours. So set is as you feel it should be.

We recommend you to use 1/12 or 3/12 for better results.

7. You'll see this only when you're running Push Notifications

InPage Push is a Push-like native banner with the same creative options (almost the same).

8. Creative settings section you'll see only when you're running creative-type ads. Here you're able to use text/pictures/video as your main advertisement weapon.

With the (?) marks you can find the creative requirements.

The advertisement can be matched with the ad preview:

Use it to see what your advertisement will look like. Mind creative specifications to get the creative that is pleasant to the eye.

Tip #1: Use PNG with a transparent background If you're using logos as the icon.

Tip #2: Mid that the Android Push Notifications specification that will crop your image in a half.

Tip #3: Fit your creatives to the platform background, make it more native or more visible.

Tip #4: Put essentials of your offer in the very first 5 seconds of your video ads.

9. The next step is to choose the countries you're interested in and select the price you're willing to pay per 1000 impressions/single clicks or conversions.

Countries & Bid

Traffic Inventory `new`
Use the Traffic Inventory tool to calculate the daily traffic amount available

Countries *

    Start typing...

This collection should contain exactly 1 element and couldn't be blank!

Click Cost *

    $

Tip #1: Use Traffic Inventory tool to check the desired GEO volumes, average (competitive) CPC/CPM bid or Maximum possible bid of internal demand.

Tip #2: CPM and SmartCPM campaigns allow users to set different bids for different countries. Use this opportunity to run campaigns with competitive rates per Tier.

Tip #3: Keep in mind the possibility to screw up the campaign if you're running it on a minimal bid.

10. The user activity is available for Push Notifications only. User activity determines the time when the user was subscribed to the notifications.
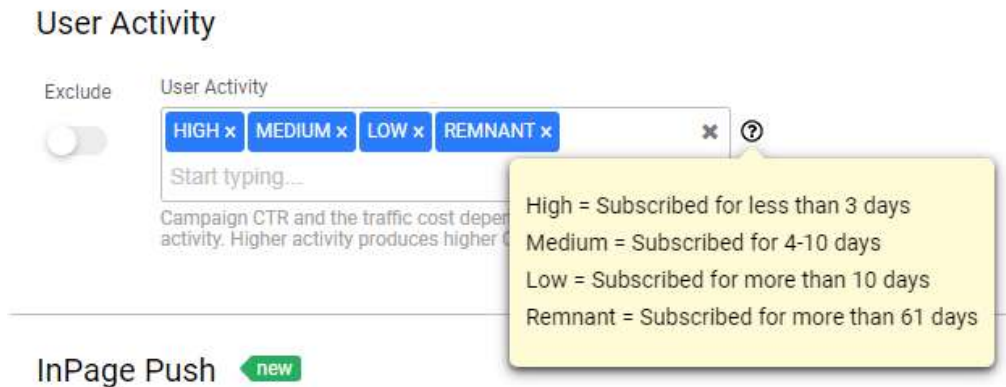
HIGH = Less than 3 days
MEDIUM = 4-10 days
LOW =More than 10 days
REMNANT = More than 61 days

11. State your campaigns' Daily and Total advertising campaign budget.

The total campaign budget determines the overall campaign budget you're willing to spend.

The daily budget will limit your daily campaign spend. Use it to share out your budget equally.

12. The next option is for those who treat the campaign creation process in a meticulous way. Campaign Schedule allows you to choose the precise hours your ad should be displayed.

Campaign Schedule

All the timeframes are active by default
The operating time is EST (Eastern Standard Time)

All   Working Days   Weekend   Clear All

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mo	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Tu	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
We	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Th	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Fr	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sa	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Su	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23

[■] - Active timeframe for the campaign operating schedule
[■] - Inactive timeframe for the campaign operating schedule

☐ Set display period

Besides, you're able to set your advertising display period.
Mind that all the time frames are available by default.

Tip #1: To save funds you can deactivate some time frames like nights or lunches. It's all up to you.

Tip #2: Do not use the display period for CPC/SmartCPA campaigns as they require a complete test to find it out.

Tip #3: Mind that the schedule is based on the EST.

There is another functionality you definitely should know about.
It's the distribution option:

Ad delivery method

◉ **Standard**
Your ads start showing according your campaign's schedule settings and more quickly thereafter, until your daily budget is reached.

○ **Distributed**
The distributed delivery method aims to evenly distribute your daily budget across the entire day (0:00 - 23:59) or scheduled time period.

«Standard» can distribute your budget until your daily budget will be spent.
«Distributed» will distribute your budget throughout the entire day.

13. Now to the targetings. Got some specific demands? Use these fields to include or exclude specific targetings.

Targeting

Connection Type ◉ All ○ 3G ○ Wi-Fi

Exclude	OS Types	Exclude	OS's	Exclude	OS Versions
⚪	Start typing.	⚪		⚪	

Exclude	Device Types	Exclude	Devices
⚪		⚪	

Exclude	Mobile ISP
⚪	
	Please set up GEO and 3G option in order to select Mobile ISP

Proxy ◉ Not proxy ○ Proxy ○ All

Exclude	Browsers	Exclude	Browser language
⚪	Start typing.	⚪	Start typing.

Exclude	Zone limitation
⚪	Zone IDs separated by comma
	Maximum 1000 zones allowed

☑ I want to get traffic from Anti-AdBlock zones ⓘ

☑ Include slow connection zones

☑ I want to receive traffic from RTB sources

Tip #1: make sure you've learned your offer enough to understand most converting slices (device + OS + browser) to set correct targets.

Tip #2: you can gather up your personal white\black list (zone include\exclude) after RON campaign or ask manager to provide you those zoneid's according to your offer's vertical

Tip #3: RTB sources we have are mostly exclusive deals with publishers who cannot work with us other ways. You can use it to either scale up, or refresh your audience, or set separate campaigns in order to have more meta.

14. It's all set? Good, save your campaign as a draft ***(don't let your efforts become a waste)*** or launch it right away.

Please do not forget to save changes!

Before campaign is started it will be sent for moderation (takes up to 4 hours). If you have no funds please add them here.

Save as Draft   Start Campaign

WHAT IS THIS MODERATION MESSAGE ALL ABOUT?

All the advertising campaigns should follow the advertising guidelines and overall Clickadu terms of use. The moderation team should check whether your campaign is acceptable.

The moderation team works 24/7 (even on holidays), the moderation process can take from 10 minutes to 2 hours.

MY ADVERTISING CAMPAIGN WAS REJECTED. WHAT TO DO?

Your advertising campaign should follow the quality guidelines to proceed. Check if the offer domain is safe via antiviruses and your offer does comply with our terms of use.
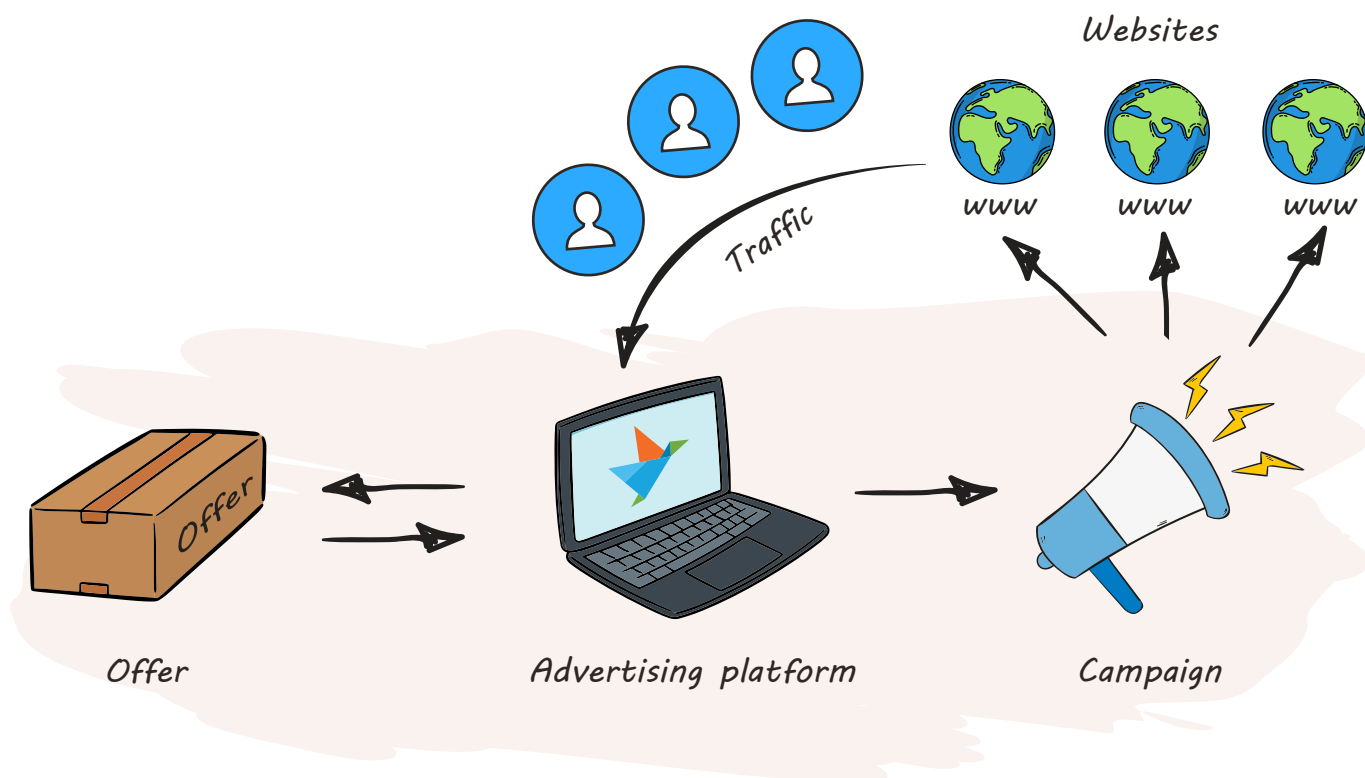
A tip: Use the verticals above while choosing the offer to get the desired performance

Probably we should have put this chapter before the campaign creation, but we decided to be consistent.

Here is a simple scheme how does the advertisement work:

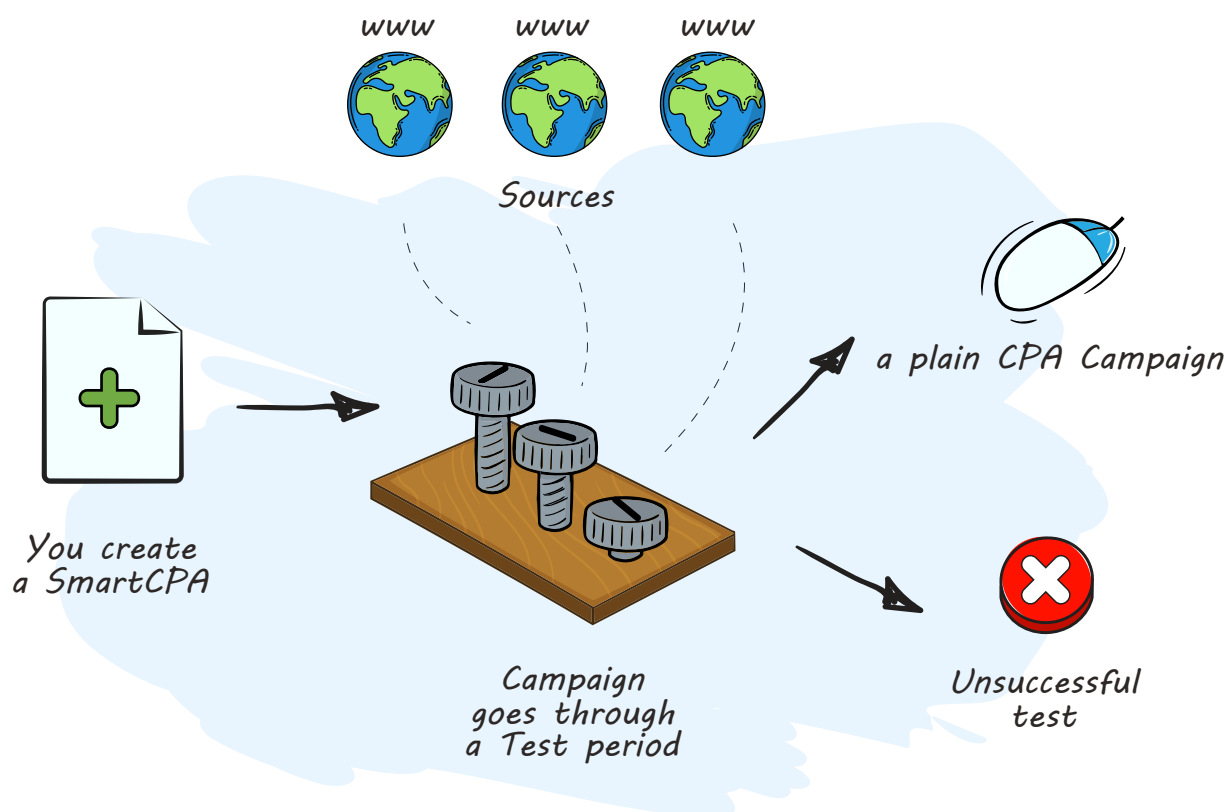**Zones = websites or its particular ad formats.**

SMART ADVERTISING. A BIT MORE ABOUT SMART PRICING MODELS

We have promised to tell you more about these later. Smart pricing models are popular for advertisers who have great confidence in interaction pricing schemes.

SmartCPA - why so SMART?

Admit it, it sounds quite attractive to pay for conversions only. However, it might require a bunch of websites to find ones that convert. That's why SMART pricing models start their way with a test period.

The test period matches the websites (zones) to your offer to pick the performing ones. Here's a scheme of the SmartCPA campaign operating principle:

www   www   www

Sources

You create a SmartCPA

Campaign goes through a Test period

a plain CPA Campaign

Unsuccessful test

Tip #1: Make sure your postback is working properly. Use the ***'test conversions'*** option provided by Tracking Sources to check the integration.

Tip #2: Don't scrooge with the CPA bid. The bid should be competitive in order to get more quality traffic.

Tip #3: Don't scrooge on the Test budget. Same as CPA Bid, the budget should be enough to match and acquire more zones.

SmartCPM - Second Price Auction Scheme

This model allows you to buy ad impressions by setting the ceiling price you're willing to pay, which works on a second price auction scheme after the launch.

Choose the offer wisely:

1. If you're a newbie do not choose offers with a complex flow. Try something less complicated for a start like installs or SOI offers.

2. Connect with your traffic source personal manager to check whether the offer is appropriate for our traffic.

3. Use spy tools like Adplexity to find out the best performing offers.

4. Do not try successful cases *'at home'*. Most of them are made for your inspiration. No one would share cases unless they'll juice it dry.

Allocate your budget:

1. Guess, no network would say that you should spend your budget delicately and that makes sense. More budget = More traffic sources to test = More ways to optimize.

2. Still, there are a few pieces of advice like: a wide ad frequency will aggressively spend your advertising budget.

3. You can use an ad schedule to prevent showing ads at the wrong time.
Run ads with a more competitive bid to win the first view of your ads and raise the performance.

4. If you're running SMART models like CPC/SmartCPA do not try to save money on a test budget. There are more than 70K websites involved, so the more testing budget will find more profitable ad zones for your ads.

Optimize your campaigns:

1. Do not neglect the campaign monetization.

2, The campaign that was left as it was won't bring as much performance as you expect.

3. Use tracking solutions to find the most effective targeting options.
Blacklist zones with no visible performance.

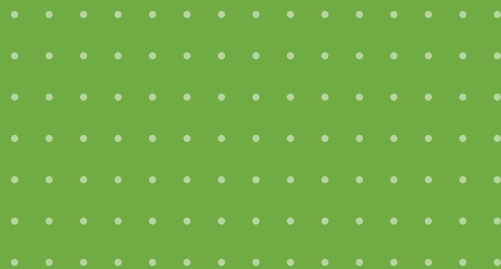4.Test different approaches, ties, and creatives to find the most effective one.
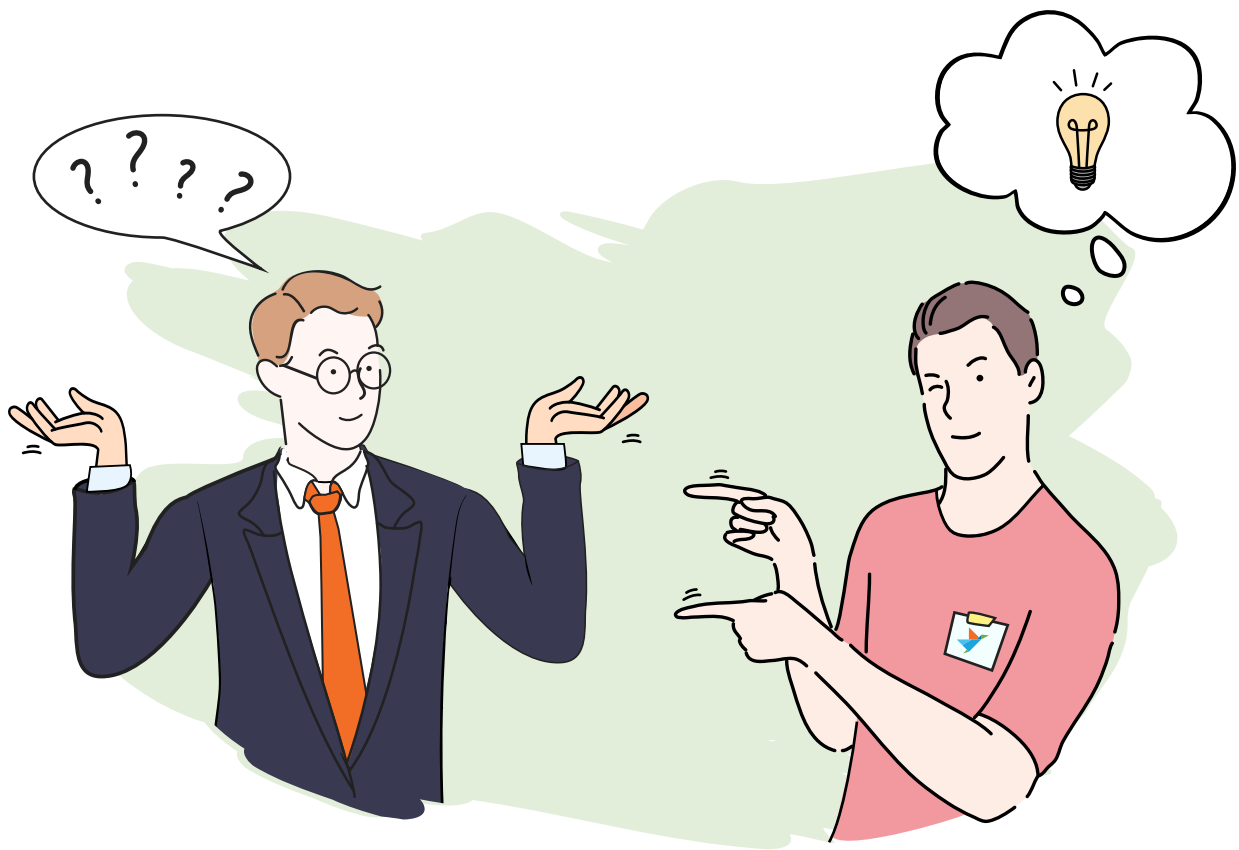
IT'S NICE TO HAVE YOU ON BOARD

That's all the matters you should know to succeed. Hope this guide will help us to create a win-win situation for us both.

THE END

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