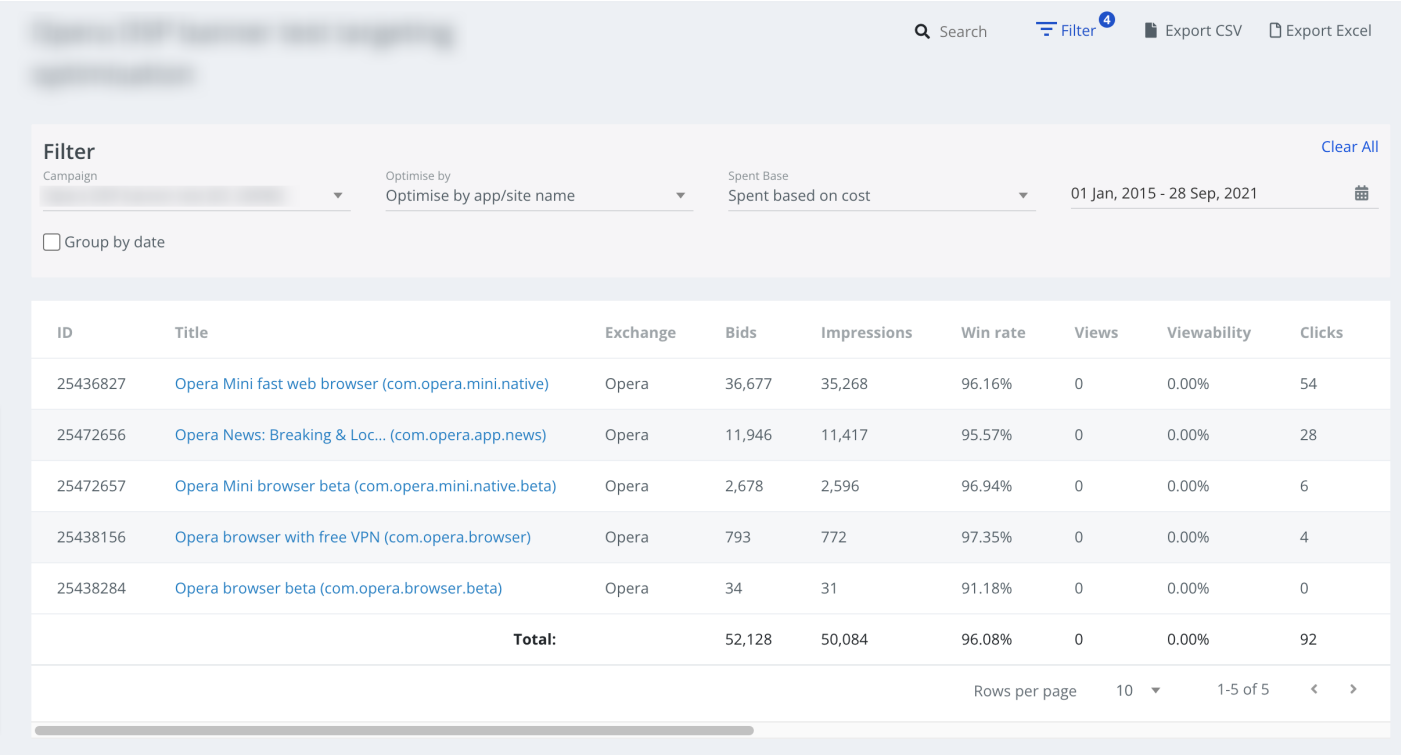
Campaign optimisation using app/site

We can optimise the campaign using app/sites.

How to do it ?

At first navigate to Tools -> Optimisation -> change the filter called "Optimise by" to "Optimise by app/site name". After coming to this page user will find the site/apps where the campaign is bidding.



If the user scrolls to right user will get few icons, there are three types of icon now.

- Circle - The site/app is not bidding and it is not possible to start bidding on this site/app from the optimisation page
- Play - The site/app is not bidding and user can start bidding on this site/app by clicking on the play icon
- Pause - The site/app is bidding and user can stop bidding on this site/app by clicking on the pause icon

Video on how to use campaign optimisation:

https://www.youtube.com/embed/PrUYWQsfgRI

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