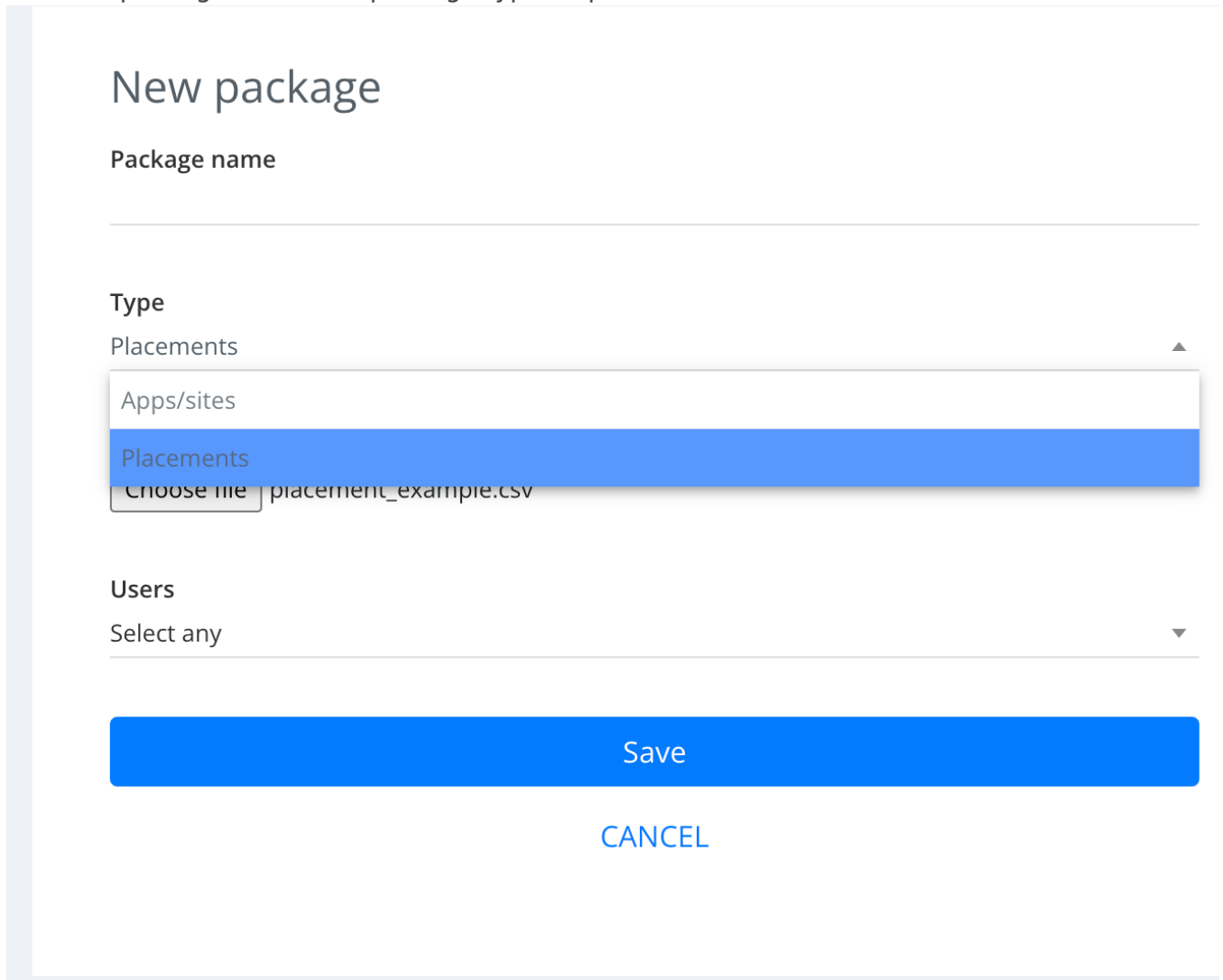


# Placement packages

You can choose between placement packages and app/site packages.

## How it works

1. Tools -> packages -> select package type -> placement



The screenshot shows a 'New package' form. It has a 'Package name' text input field. Below it is a 'Type' dropdown menu which is currently open, showing two options: 'Apps/sites' and 'Placements'. The 'Placements' option is highlighted in blue. Below the dropdown is a 'Choose file' button and a text input field containing 'placement\_example.csv'. At the bottom of the form are two buttons: a blue 'Save' button and a blue 'CANCEL' button.

**New package**

Package name

Type

Placements

Apps/sites

Placements

Choose file placement\_example.csv

Users

Select any

Save

CANCEL

2. Upload a list of placement IDs you want to have in the package
  - Placement ID is a numeric value. all other values will be filtered
3. Choose which user(-s) the package should belong to
4. Go to your campaign

## 5. Choose the package

Impression capping ⓘ

Auto-Optimisation

Ad exchanges

Ad placement positions

Packages

☐ Demo placement - 0001

☐ example

☐ Kids and Family-Oriented Games (Open Auction and PMP)

☐ Not relevant apps\_exclusion (Open Auction only)

☐ test 3 (Open Auction only)

☐ Test package (Open Auction only)

☐ test package (Open Auction only)

☐ test package (Open Auction only)

☐ Test package - 15may (Open Auction only)

☒ Very good placement set

☒ Include only

☐ Exclude

Check all

Uncheck all

Form navigation

Name & Type

Campaign goal

Primary campaign objective

Secondary campaign objective

Launch date & Budget

Location & Audiences

Campaign purpose

Platforms, Telco & Devices

Deals & packages

Landing & Creatives

Buttons

Created by: Eskimi - Vytautas J

Last updated by: Eskimi - Vytautas J

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Blocked traffic %

## 6. Decide if you want the package included or excluded

### Some use cases:

- You have good placements on one campaign that you want to specifically reuse on other campaigns
- You only want to start your campaign on a specific list of packages, and optimise from there
- External trackers give you placements that deliver on required metrics - you can now start campaigns on those placements directly

### Limitations

Other package functionality is not supported

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