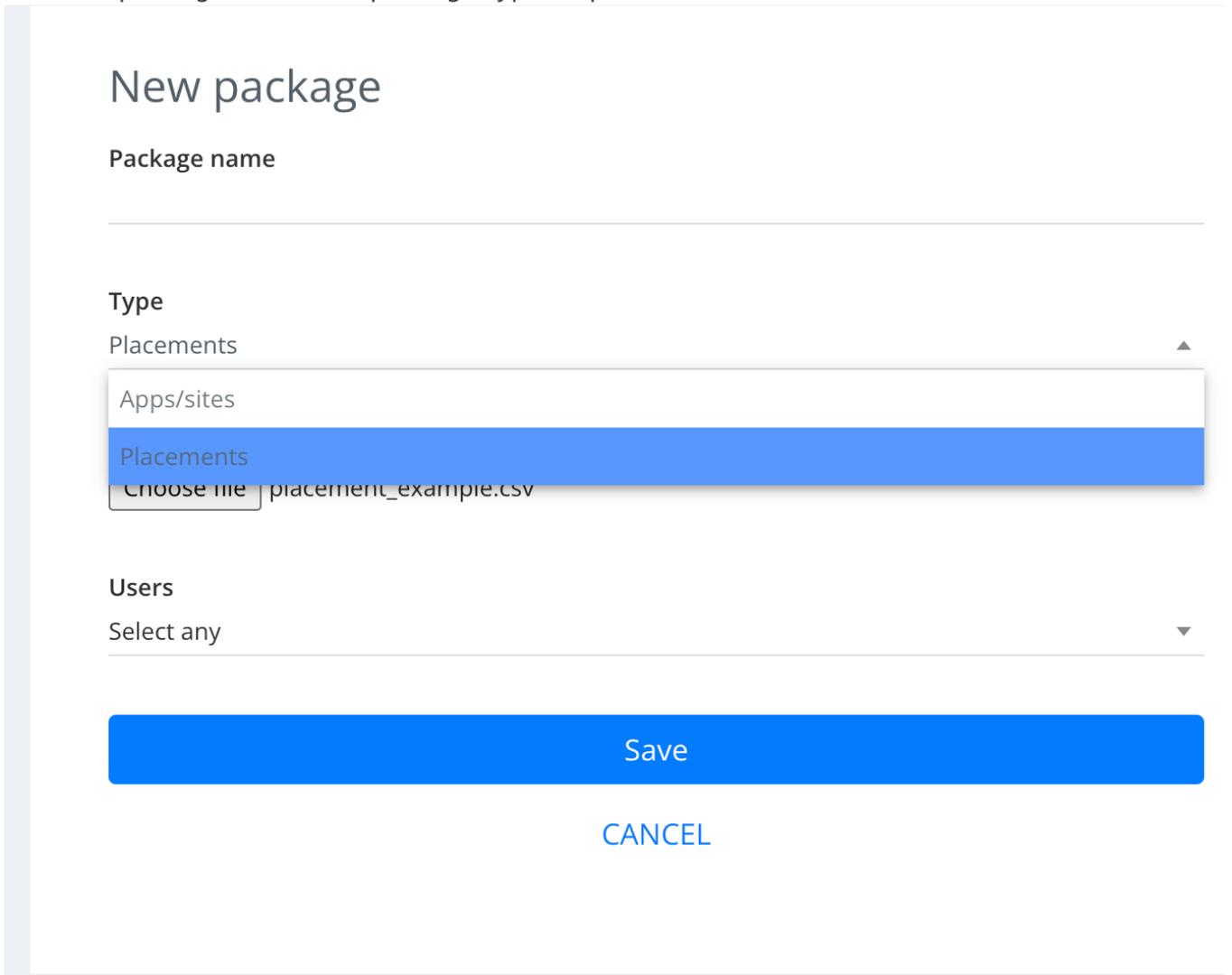


Placement packages

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 with the following fields:

- Package name:** An empty text input field.
- Type:** A dropdown menu with 'Placements' selected. The dropdown list is open, showing 'Apps/sites', 'Placements' (highlighted in blue), and 'Choose file placement_example.csv'.
- Users:** A dropdown menu with 'Select any' selected.

At the bottom of the form, there are two buttons: a blue 'Save' button and a blue 'CANCEL' button.

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 - 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

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Last updated by: Eskimi - Vytautas J
Created: 2023-06-28 09:57:20 (C
Last updated: 2023-06-29 08:53

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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