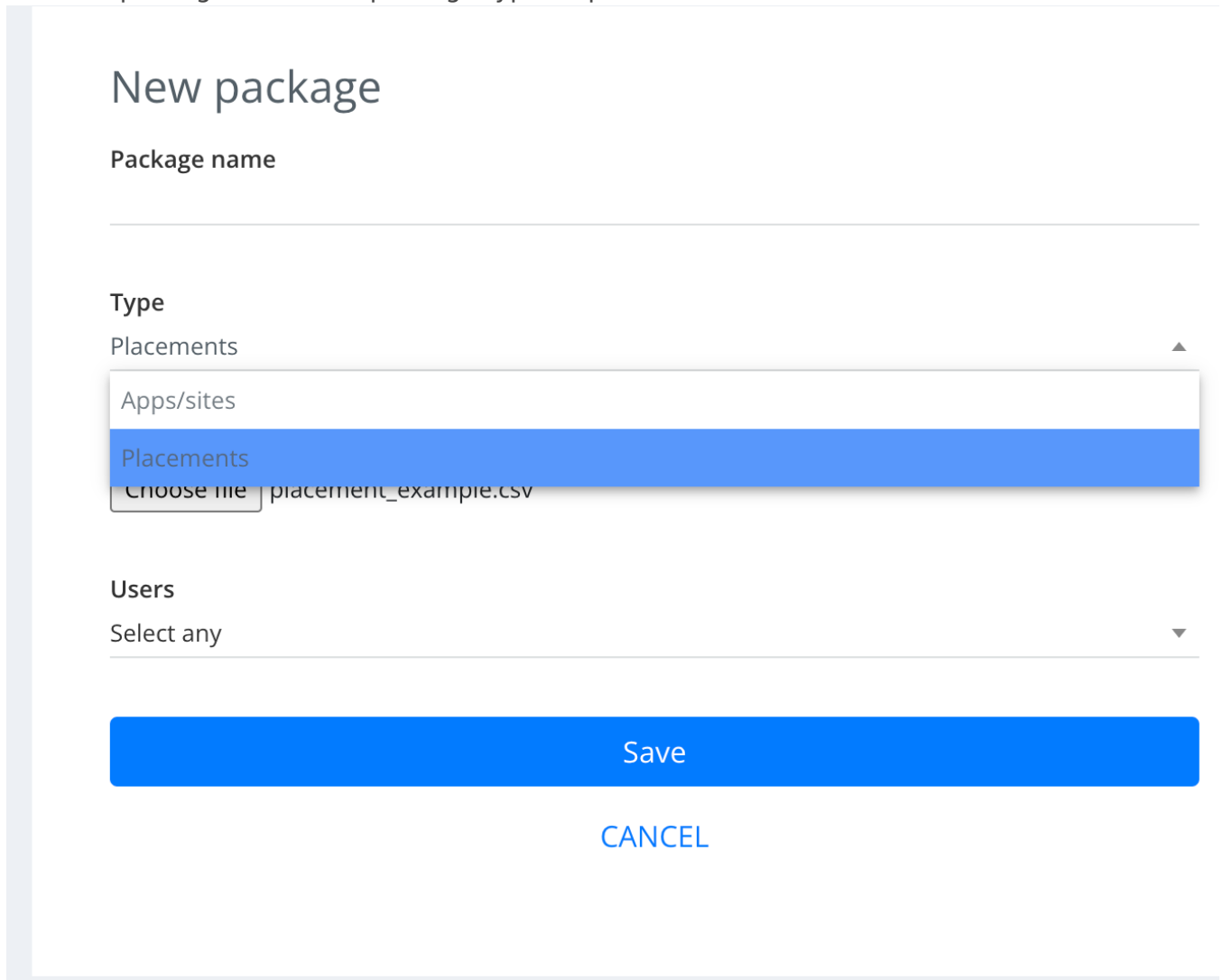


Placement packages

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. The dropdown is open, showing three options: 'Apps/sites', 'Placements' (which is highlighted in blue), and 'Choose file placement_example.csv'. Below the dropdown is a 'Users' dropdown menu with the text 'Select any'. 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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Last updated: 2023-06-29 08:53:20 (CET)

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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