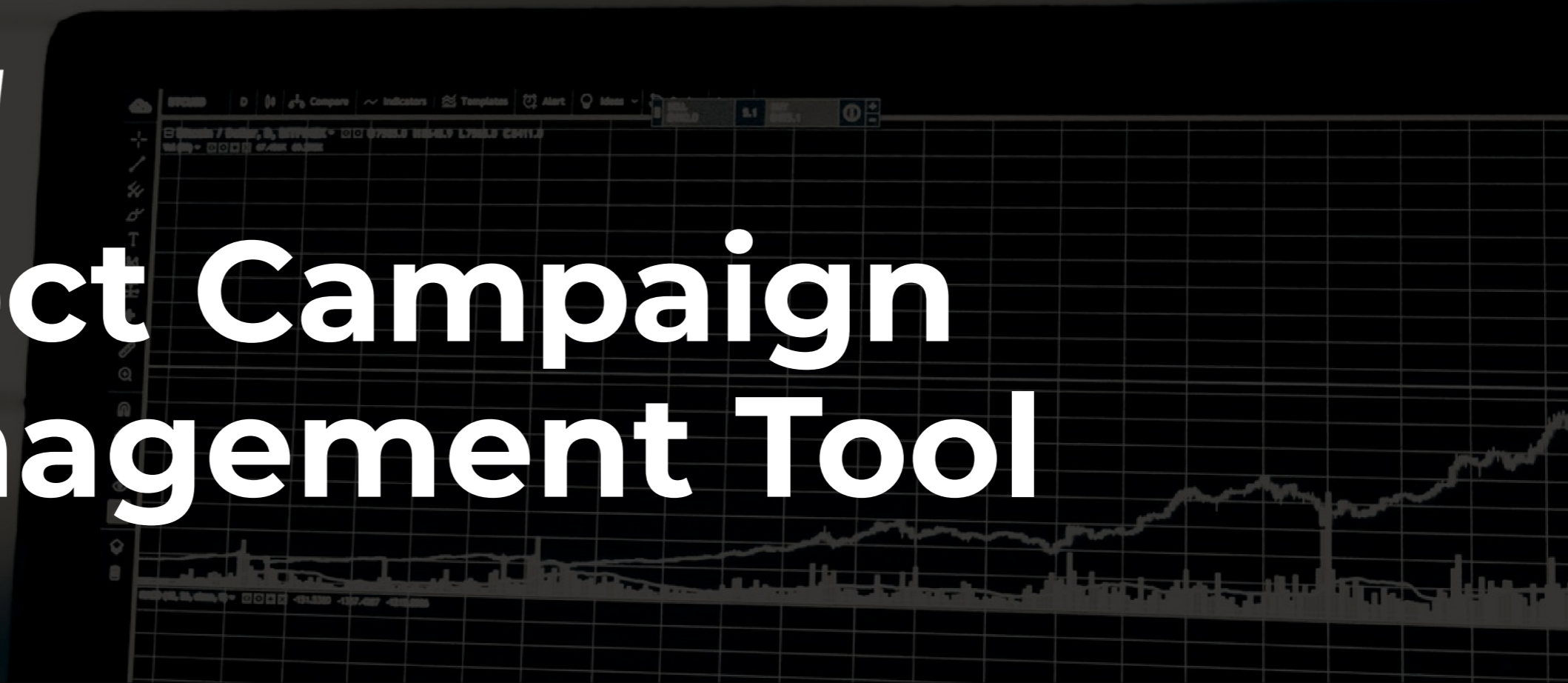


★ PubGalaxy

Direct Campaign Management Tool



WHAT IS THE DIRECT CAMPAIGN MANAGEMENT TOOL?



The Direct Campaign Management Tool allows you create and manage old-school direct campaigns without the need of the assistance of any PubGalaxy internal team members.

KEY BENEFITS OF THE TOOL



Setting direct campaigns on your own quicker and easier.



Simple and user friendly interface.



Detailed steps and further guidelines of the fields and settings.



SETTING UP A CAMPAIGN

The setting up of a new Direct Campaign is done by following a few steps divided in 5 separate sub-pages.

General Settings

- 01** Here you enter the name of the campaign, start and end date, website and ad units for the specific website chosen.

Rate Settings

- 02** Choosing the campaign type - guaranteed or non-guaranteed. Fill in rate settings like: rate price, rate currency, rate type.

Targeting Options

- 03** Geo targeting, device categories, day and time settings, frequency cap.

Creative Upload

- 04** Simply host the creative and any tracking script/pixels on your server and paste the path/html in the text box.

Review

- 05** This is the step, where you are prompted to review all of the settings you have made for your campaign, along with a preview of the chosen creatives.