

**★ PubGalaxy**

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# 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.