



## Quick Campaign Optimization Tips

1. Our minimum CPM is as low as \$0.1 so I suggest you start with something around \$1.5 which you can always change while the campaign is running.

2. Try to use our 'Optimization' feature to blacklist unwanted and low conversion sources or to whitelist high converting sources for a certain offer.

Optimization rules

Rules

Enable Optimization rules

Optimization rules allow to automatically optimize your campaign based on the rules you enter. How to use:  
For [select targeting option: site\_id, pub\_id, domain, placement] if [select metric: impressions, accepted\_clicks, conversions, cpc, cpa, media\_cost, roi] [select operator: <, >, ==] [input: int] in [select: last day, last 7 days, last 30 days] then [blacklist / whitelist]

**Example:**  
For site\_id if cpa > 3 and impressions > 1000 in 3 days then blacklist  
For site\_id if cpa > 1.5 and accepted\_clicks > 100 in week then blacklist

3. Source Sampling, Impressions cap or technology targeting is one of the most important features to target the right audience with your creatives.

**Source sampling**

No frequency cap per source

Impressions per source: 1000 per site\_id per 1 day

**Impressions**

No impressions cap

Impressions per user: Even 5 per 1 day

**Technology targeting**

Enable Technology targeting

Search

Available technologies	Name
+ OS	Included
+ Device	Excluded
+ Browser	
+ Connection Type	

4. Using google analytics tracking code will help you optimize your campaign too. This will let you track behaviors of your visitors, sources etc. and then eventually blacklist or whitelist to keep improving the performance of your campaigns.

Allowed macros:

- [CLICK\_ID]** - returns a unique click ID
- [MACMD5]** - returns Mac MD5 hash
- [IFA]** - returns a device IFA
- [PUB\_IAB\_CAT]** - returns the publisher IAB category
- [HTTP\_REFERRER]** - returns HTTP referrer of the visitor
- [DOMAIN]** - returns the domain name
- [IMPRESSION\_ID]** - returns a unique impression ID
- [USER\_ID]** - returns a unique ID of the visitor
- [WINNING\_PRICE]** - returns winning price of the impression
- [CAMPAIGN\_ID]** - returns a unique campaign ID in our system
- [CREATIVE\_ID]** - returns a unique creative ID in our system
- [SSP\_ID]** - returns a unique SSP ID
- [PUBLISHER\_ID]** - returns a unique ID of the publisher that can contain several websites
- [SITE\_ID]** - returns a unique website ID
- [PLACEMENT\_ID]** - returns a unique ad placement ID
- [COUNTRY]** - returns a country name
- [SOURCE\_ID]** - returns a unique ID of the traffic source consisting of publisher ID + ":" + site ID + ":" + placement ID
- [KEYWORD]** - returns a keyword (if any)

  

- [UNENCODED\_CLICK\_REDIRECT]** - Returns unencoded click redirect
- [ENCODED\_CLICK\_REDIRECT]** - Returns encoded click redirect
- [DBL - ENCODED\_CLICK\_REDIRECT]** - Returns double encoded click redirect
- [RANDOM\_NUMBER]** - Returns a random number
- [BID\_ID]** - Returns unique bid ID

Sources and domains whitelist / blacklist / bidlist  Enable Sources and domains whitelist / blacklist

Sources and domains whitelist

Sources and domains blacklist

Sources and domains bidlist

**WARNING: Improper use may reduce traffic significantly!**  
 Specify the traffic sources and/or domains you want to block or to allow for this campaign.  
 Use one of the following formats:

- domain
- bundle
- publisher\_id:.\*
- publisher\_id:.\*placement\_id
- \*.\*placement\_id
- publisher\_id:domain:\*
- publisher\_id:domain:placement\_id
- \*.domain:placement\_id
- \*.domain:\*
- publisher\_id:site\_id:\*
- publisher\_id:site\_id:placement\_id
- \*.site\_id:placement\_id
- \*.site\_id:\*
- publisher\_id:bundle:\*
- publisher\_id:bundle:placement\_id
- \*.bundle:placement\_id
- \*.budnle:\*

5. And here is a most important feature you should use with each of your campaigns. Ad Fraud Protection Filters.

Contextual segments & filters  Enable Contextual segments & filters

Search by name

Available segments

Name	CPM		Name	CPM	
- Forensiq			Included		<input type="radio"/> Or <input checked="" type="radio"/> And
+ Risk Score			Forensiq / Risk Score / Target Non-Suspect, Suspect and High-Risk users (Forensiq Risk Score < 100)	0.10	x
- In-house Fraud Protection Solutions			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude proxies & anonymizers	0.00	x
- IP Based Fraud Protection			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude spiders	0.00	x
Exclude web proxies	0.00	+Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude known malicious bots	0.00	x
Exclude TOR exit nodes	0.00	+Include	In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude datacenter IPs	0.00	x
- Integral Ad Science (US Desktop Only)			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude anonymizing VPN services	0.00	x
+ Viewability			In-house Fraud Protection Solutions / IP Based Fraud Protection / Exclude public proxies	0.00	x
+ Media Quality			Total contextual cost	0.10	
+ Brand Safety					

All of these features will help you cut your costs down and achieve better quality and conversions rate.

Hopefully, this little guide will help you with further optimization and creating your campaigns at foxvisits.com

**Below you will find more tips to optimize your campaign.**

# Tips to optimize a campaign

If you already know what type of offer you would like to advertise, the next thing would be to have various creatives for your offer. This will be really helpful later when we will be testing which creatives work and which don't. You can use image banks or search engines to find images for your creatives.

Now, we need to use a postback URL. This will allow us to see which clicks provided conversions. We need to use the {CLICK\_ID} macros and enter the \$ value of the conversion in the pixel like this:

[http://rtb.adx1.com/log?action=conversion&key={CLICK\\_ID}&price=5](http://rtb.adx1.com/log?action=conversion&key={CLICK_ID}&price=5)

The Postback URL can be accessed on the campaign page.

Now you need to upload your creatives in our system. We support several creatives within one campaign which is very convenient because it can save you a lot of time.

After that, we need to go to the Reports page and see how our campaign performs. Since we are sending the information about conversions to the reports using Postback URL we can optimize the campaign using this information.

For example, we can make a breakdown by domains and see ROI for each of the domains. To do this, we need to select Domains in the reports dimensions. After you found domains with the lowest ROI, you can block the domains with low ROI in the domains black list.

Another useful metric is a ROI breakdown by creatives. Since we are testing various creatives it is useful to see CTR and ROI for each of the creatives we uploaded. We can then stop the creatives with low CTR and ROI.

Sometimes as many as 100 creatives can be required to find the best ones.

Hopefully, after blocking low performing domains, creatives and testing different offers and landing pages you will be able to have positive ROI using our network.

# How to use a tracking pixel

You can use tracking pixels to collect website visitors into segments and then later target them in the campaign. Using pixels also allows you to send the information about conversions to the Foxvisits reports and track conversions there.

There are 2 ways to add a pixel:

1. Go to the Pixels page and click New pixel. Enter the pixel name, how long the visitor will remain in the segment and the advertiser you create this pixel for. After that the pixel will appear on the Pixels page. To get the code of the pixel you have just created please click Get Code.
2. Create a new campaign and select Script from the available tracking types. You will see the code you need to upload on the website.

To target visitors you collected in the pixel data segment, please select your pixel under the Available segments - 2nd party data tab.

# How to use postback URL

Postback URL allows you to send the information about conversions to the FoxVisits reports. This way you to track ROI on the reports page and optimize campaigns to achieve better results.

You can access Postback URL on the campaign set up page. It will look like this:

[http://rtb.adx1.com/log?action=conversion&key={click\\_id}&price=return\\_value\\_USD](http://rtb.adx1.com/log?action=conversion&key={click_id}&price=return_value_USD)

Please replace the "return\_value\_USD" to whatever value you want to use a conversion price. This will later be reflected in the reports.

You can find more information regarding postback and how to use it here:

<https://www.quora.com/What-is-a-Postback-URL>

# How to whitelist/blacklist sources and domains

To add traffic sources to the black or white lists, please do the following:

1. Go to Campaigns setting page.
2. Scroll down till the end of the page until you find the "advanced settings" link.
3. Click "advanced settings" and find the "Sources and domains whitelist / blacklist" section.
4. Tick "Enable Sources and domains whitelist / blacklist" and choose either "Sources and domains blacklist" or "Sources and domains whitelist".
5. Specify the traffic sources you want to whitelist/blacklist for this campaign by using one of the allowed formats.

If you have further questions don't hesitate to ask.

Contact us:

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