

## **Ad market**

### **1. Admarket campaign listing :**

- We will display ad market campaign details such as campaign id,campaign name, campaign setting (public/private),date.impressions,clicks,conversions,budget with edit options under the Ad market campaign list.
- Advertiser can edit the campaign details, creatives,budget and bid rates.
- In campaign list have option to move from ad market campaign(if it is public) to normal campaign and normal campaign to ad market campaign in both listing pages(campaign list and ad market campaign list)

### **1.1 Admarket Campaign Creation :**

#### **1.1.1. Campaign Name: (Mandatory Field)**

Provide the campaign name.

#### **1.1.2 Campaign setting : (Mandatory Field)**

We have provided two options(in radio button) as public/private (application only/ invite).

Campaign is public – These campaigns will be listed for all publishers.

Campaign is private – This campaign should be display only for joined publishers into this campaign.

#### **1.1.3 Campaign Group:**

Advertiser can choose group from existing or able to create new group. All campaigns will be maintained under some group. This should be optional.

This used only for filtering/Grouping list of campaigns.





#### **1.1.4 Load Campaign Template :**

Once user choose existing admarket campaign, existing admarket campaign data will be occupy into all form fields and displayed Revert button.

If user don't want existing admarket campaign data, click the "revert" button.



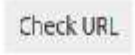

#### **1.1.5 Pixel Tracker :**

If user choose "default" checkbox ,tracker option will be displayed and conversion will be track.

Reset Pixel	<input checked="" type="checkbox"/> Default	
	<input type="checkbox"/> Global Tracker	
Pixel Tracker*	<input type="text" value="new_tracker_aug8"/>  	

All available trackers for those advertiser will be listed here. The campaign will be linked with selected tracker, Using this conversion can track. You can get the tracker code from pixel tracker or campaign list.

For server to server post back conversion kindly choose global tracker checkbox.

Reset Pixel	<input checked="" type="checkbox"/> Default	
	<input checked="" type="checkbox"/> Global Tracker	
Implement postback URL in your tracking system	<input data-bbox="576 1227 1193 1281" type="text" value="http://www.itbuck.com/tracker.php?transaction_id={transaction_id}"/>	
Parameter Name	<input data-bbox="576 1393 984 1447" type="text" value="{transaction_id}"/>	
Generate new target URL in your tracking system and enter it in the field below	<input data-bbox="576 1487 1193 1639" type="text" value="http://itbuck[{transaction_id}]"/>	
		
Check Conversion tracking	<div data-bbox="576 1783 1193 1917"> <p>Click the banner and make conversion to make sure that the conversion tracking is configured properly</p> </div>	
	<div data-bbox="576 1953 1015 2007"> <p>No conversion registered in last 24 hours </p> </div>	

## S2S Conversion Tracking

### 1.postback URL :

Every time CPA network considers conversion completed their server requests Adgate Ads S2S link and passes back the information about the conversion along with the special parameter value.

Then add Adgate Ads S2S url from your account to your offer's postback URL field with affiliate transaction\_id which was used before. In most cases it will look like:

`http://www.itbuck.com/tracker.php?transaction_id={transaction_id}' width='1' height='1' alt=''`

#### 2.Parameter Name :

To be able to put the parameter value and pass it back you need to add the parameter placeholder {transaction\_id} to the Landing page's URL.

#### 3.Target Url :

`http://itbuck{transaction_id}`

After above process completed ,click the check Url ,once done.

#### 4.Conversion Tracking :

Click the conversion tracking button , ads will deliver and click the ads , conversion will completed and pixel image will show.

Once conversion is done, track the user activities and pass the information in parameter values.

Finally check the number of conversion done in 24 hours by click button

### 1.1.6 Campaign Type : (Mandatory Field)

Campaign Types are CPM,CPC,CPA,CPV,CPI,CPL and CPS.

1. CPM – Cost per Impression(For all type of Ads)-The bidding amount will be detect per single impressions. (For example : Bid rate \$1, \$1 will be deduct from budget and advertiser amount for every impressions)
2. CPC – Cost per Click(For all type of Ads)
3. CPA – Cost per Conversion(For all type of Ads)
4. CPL – Cost per Lead(For all type of Ads)- The amount should be detect when lead conversions happen.
5. CPS – Cost per Sale(For all type of Ads)- The amount should be detect when conversions happen at sale
6. CPI – Cost Per Install (Only for App ads)-The amount should be detect when conversions happen at installation.
7. CPV – Cost Per View(Only for video Ads)

CPV percentage : This select box will be display when user choose campaign type as “CPV”. It contains 25%,50%,75% and full.

If advertiser choose as “50%”, once video ad delivery reached to 50%, bid rate will be deduct from advertiser account.

**Note:**

**As per IAB standard for cpm pricing model will detect bidding amount for 1000 impressions. As your requirement we have changed the usual flow and will detect bidding amount for single impressions.**

Login advertiser -> campaigns -> click on pixel tracker -> select a category as Lead for CPL, Purchase/Sale for CPS and Installation for CPI.

#### **1.1.7 Category And Sub Category:**

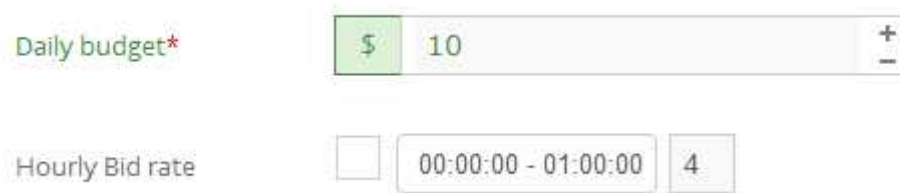
User can select category name and sub category name from existing data of ad server. Sub category will be listed based on category selection.

#### **1.1.8 Campaign Budget: (Mandatory Field)**

Campaign budget is mandatory field.

#### **1.1.9 Daily Budget:**

In default "daily budget" is zero (unlimited).



The screenshot shows a form with two main sections. The first section is labeled 'Daily budget\*' in green text. It contains a green box with a '\$' symbol, followed by a text input field containing the number '10'. To the right of the input field are '+' and '-' icons. The second section is labeled 'Hourly Bid rate' in grey text. It contains a checkbox, a time range input field showing '00:00:00 - 01:00:00', and a bid rate input field containing the number '4'.

If default, daily budget and hourly bid rate (uncheck checkbox) will be visible in campaign creation. Hourly bidding is optional one.

If user doesn't want daily budget, have to check checkbox near to hourly bidding.

User can choose the time and hourly bidding in campaign creation.

Example : Hourly bid rate : \$ 4 and Time : 00:00:00 To 01:00:00 .

When user deliver the ad between 00:00:00 To 01:00:00, consider the bid rate as \$4.

#### **1.1.10 Bid rate:**

Bid rate label name should be vary when user make changes in campaign revenue type.

Bid rate should be lower than campaign budget and daily budget if exists.

#### **1.1.11 Frequency capping:**

Frequency capping have options as yes/no.

If it yes user can enter the impressions and hour.

Capping : 5, hour : 4

We will deliver five ads from this campaign with in 4 hours.

Once capping reached pass back will be deliver.

## 1.2.Display Time

### 1.2.1 Campaign status: (Mandatory Field)

Campaign status have two types. User can choose the status as start or paused.

### 1.2.2 Campaign schedule:

Campaign schedule have two types.

1. start immediately – campaign will be start from current time.
2. Set display period – Have option to choose start and end date.

### 1.2.3 Evenly Distribution :

We have to choose options are Yes Or No.

**Case 1 :** Daily budget Unlimited & End date is empty.

We will provide the option to choose end date or impressions per day.

ADGATE

Campaigns Creatives Reports Elements Networks Ad Accounts Advertisements

Show in Advertiser Campaigns

Is SSP?

Daily budget ☒ Unlimited

CPM Bid rate

Frequency capping No

Priority

Display Time

Campaign Status ☒ Start

Campaigns to include ☒ Start immediately ☐ Set Display Period

Evenly Distribution ☒ Yes ☐ No

☒ End Date ☐ Impressions

2017-07-10

Display time ☒ All ☐ Custom

Daily budget Unlimited & End date is empty. If user enables evenly distribution means will provide the option to select end date or enter impression count

Minimum CPM: \$0.00  
Suggested CPM: \$1.00  
Maximum CPM: \$15.00  
Estimated Impressions: 116

Here daily budget is unlimited and end date is empty. Now user can provide the end date and impressions .

**Case 2 :** Daily budget as 500 OR End date is 13/07/2017(set in display period)

We have hid the options are end date and impressions per day.

#### 1.2.4 Display Time:

We have classified two options are 24/7 and custom.

If user select as “24/7” ad will be deliver all times.

If user choose select time as 3h on Sunday mean ad will be deliver from 3.00:00 to 3.59:59 on Sunday.

#### 1.3.Re targeting Pixel :

In Add/Edit campaign page you will find “Retargeting Options “,in this option you need to select yes option and enter the cookie time or check Not expire for Retargeting and select the behavior.

Behavior will be classified two types.

**Positive Re targeting**-will show ads from corresponding retargeted campaign.

**Negative Re targeting**-will not show the ads from corresponding retargeted campaign.

After the above process In Admarket campaign listing page you find a Campaign Retargeting Pixel, Click on the Campaign Retargeting Pixel, you will get a popup in that a Retargeting Pixel for the campaign is generated. Copy and Add it your web page.



Name	Type	Balance	Start	End	Model	Bid(\$)	Imp	Clicks	Conv	Daily spend	Spend(\$)	Daily budget(\$)	Budget(\$)	CTR(%)	Actions
Adx_check	Ad	Ad	2017 05 12	No	CPM	0.5	0	0	0	0	0	1	10	0	 
Xxxtm_ch	Ad	Ad	2017 02 20	No	CPM	0.5	0	0	0	0	0	1	10	0	

#### 1.4.Target Visitors :

Targeting option have Four categories such as ALL, WEB, MOBILE, TABLET.

ALL – It shows the all targeting options like browser, os, isp, manufacturer, etc.,

WEB & TABLET - category have only browser and OS targetings.

MOBILE – It have Manufacturer, capability, connection type and ISP.

Based on this targeting type, below browser, os and other option values will vary.

Include and Exclude targeting reduces the option selection complexity and Both include and exclude option values are acceptable.

For example: if you are selecting ALL as targeting type and desktop as device type in include and mobile as targeting type and iphone as device type, that both values will be acceptable.

#### Device

Device will load based on targeting type selection.

Devices :- Desktop, iPhone, iPod, iPad, Amazon Kindle, Sony Playstation, Microsoft Xbox, Apple TV, Other. Etc.,

#### Browser

Browser data's are added by admin only. Selected Preset option will select appropriate browsers, predefined to the category such as Desktop or mobile.

Browser Language and Browser version targeting are applicable only if Browser values are not empty. It's dependent to the browser option. Likewise operating system also.

Additional Browser:- Chrome, Firefox, Internet Explorer, Maxthon, Opera Desktop, Pale Moon, Safari, Unknown, Etc.,

#### Operating system

Using preset, it will automatically select list of predefined os for selected category. Preset : - Desktop OS, Mobile OS, Tablet OS, Linux OS, Game Consoles.

Additional Os :- 3DS System Software, Android, Chrome, Linux, Mac OS X, PS4 Software, Ubuntu, Unknown, Windows, Etc.,

#### Mobile Manufacturers

Mobile device manufacturers are listed here and added by admin only.

Manufacturers: Nokia, Samsung, LG, Microsoft, Etc.,

#### Mobile Capability

Used to Target the capability of mobile.

#### Connection type

Connections:- 3G, Cable/DSL, Cellular, Corporate, Dialup, Wi-Fi.

### Mobile ISP/Carrier

Used to target IP range for all mobile networks available such as airtel,aircel etc .

Target Visitors

Include Exclude

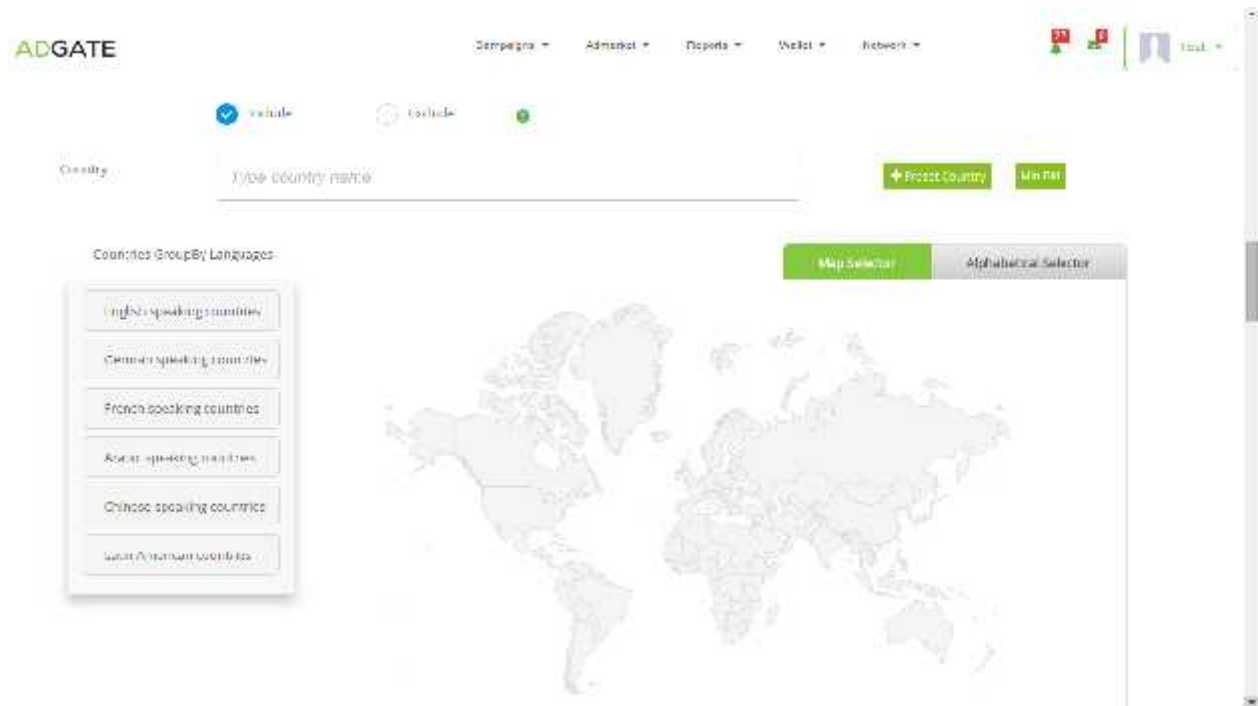
Targeting	All Device Select Device	+ Preset Devices
Browser	Select Browser	+ Preset Browser
Browser Language	Select Language	+ Preset Language
Browser Version	Select Version	+ Preset Version
Operating system	Select OS	+ Preset OS
OS Versions	Select OS Version	+ Preset OS Version
Mobile manufacturers	Select Manufacturer	+ Preset Manufacturer
Mobile capability	Select Capability	+ Preset Capability
Connection Type	Select Connection	+ Preset Connection
Mobile ISP/Carrier	Select Carrier	+ Preset Carrier

### Country Targeting:

Country targeting is applicable for both include and exclude option.

All countries are listed with min bid, avg bid and recommended bid. In, Preset countries option, countries are grouped by ALL, Asia, Europe, Africa, Etc., It having the options to select the countries by language speaking countries. Alphabetical selection also applicable.

If you mouse over the country as India then, we tracked minimum bid rate and avg bid rate for Indian countries only.



### City & Zip code:

City and Zip code data are appropriate to the country selection. Every listed targeting values are stored in database. Targeting options are added, edited, deleted, blocked, un blocked by admin only.

### Profile Targeting

Used to target the age, gender, color, weight, height of the user profile.

City	Select City	+
Zipcode	Enter Zip	+
Profile Targeting		
Target Age	Select age	+
Target Gender	Select Gender	+
Target Color	Select Color	+
Target Height	Select height	+
Target Weight	Select weight	+

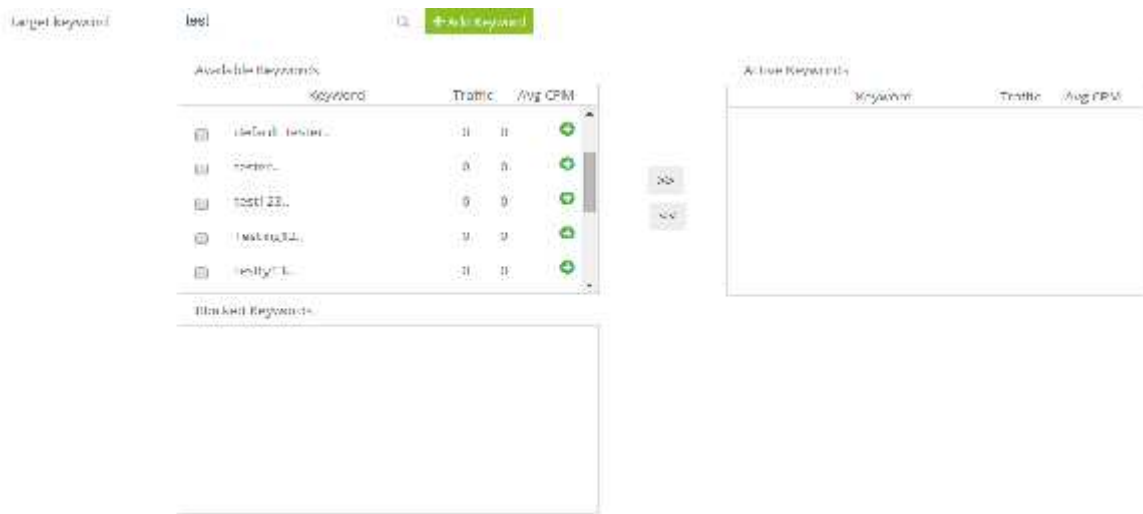
**Keyword Targeting :** Ad will be delivered when the site contains the same keyword.

For example : <meta name="keywords" content="WOOD">

Keyword and Domain targeting values are appeared based on Real time traffic.

If you entered the keyword as 'adgate' then, we tracked suggested cpm for this keyword 'adgate' in already delivered enteries.

Searched keywords are listed in below Available Keyword box. You can move keywords to active keyword box whatever you want. Special characters are applicable only for domain targeting. You can enter blocked keywords manually. Special characters also applicable in blocked content.



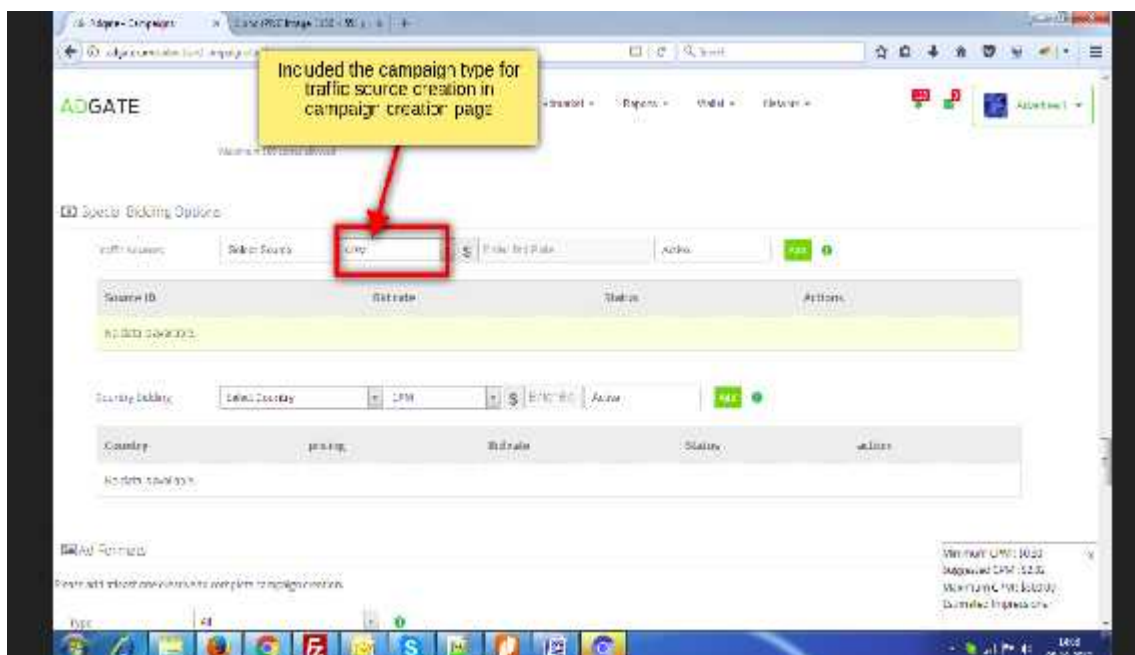
### Special bidding options

If user selected campaign settings as public, we will be display the Traffic sources ,Zone bidding and zone limitation in ad market campaign creation.

If user selected campaign settings as private(joined publisher) will be display zone bidding and zone limitation in campaign creation.

### Traffic Sources

It contains 4fields such as source, bid rate, status and Revenue Type. Source ids are publisher ids. You can define bid rate for particular for publisher on this Admarket campaign, so the publisher get revenue as this bid rate with revenue type on this ad market campaign if ad should get deliver from this publisher.



### Traffic sources list :

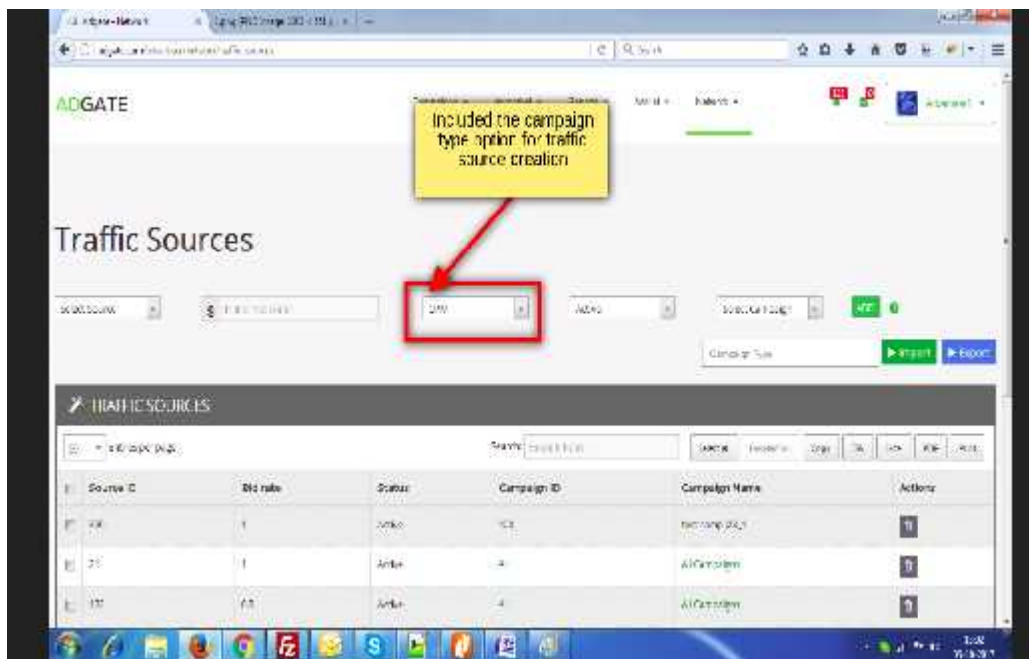
**Shall we include separate listing ( traffic sources /zone bidding/countrywise bidding) for admarket campaign ? If it yes shall we include under the network menu or include new heading for this menu?**

**Answer :** Yes, make separate underpages and include them into admarket menu for now. We will later change menus.

Advertiser->Network->Traffic Sources

Select source (Publisher) id ,Bid rate, Revenue Type and campaign and then click on the add button.

This Traffic source will be display for the corresponding selected campaign or we can add a traffic source while campaign creation page. High bid rate only consider when Ad delivery. In traffic source list, we will include additional fields are revenue type, impressions, clicks, conversions & spend. Advertiser can change bid rate in traffic sources list.



### Zone bidding:

It contains 4 fields such as source, bid rate, status and Revenue Type. We can define bid rate for particular for particular zone id on this campaign, so the zone get revenue as this bid rate with revenue type on this campaign if ad should get deliver from this zoneid.

### Zone Bidding list :

Advertiser->Network->Zone Bidding

Select zone id ,Bid rate, Revenue Type and campaign and then click on the add button.

This zone will be display for the corresponding selected campaign or we can add a zoneid while campaign creation page.

In zone bidding list, we will include additional fields are revenue type, impressions, clicks, conversions & spend. Advertiser can change bid rate in zone bidding list.

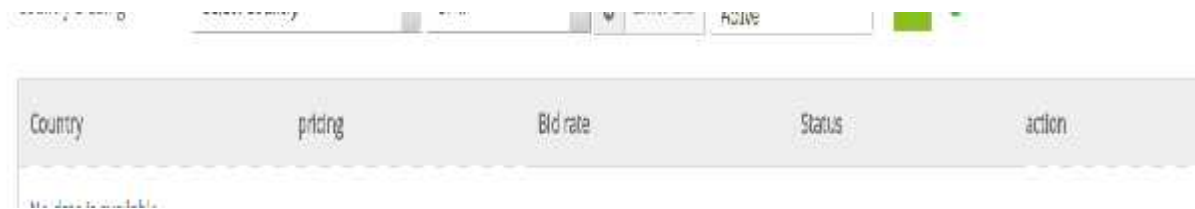
### Zone Bidding



## Country wise Bidding

It contains 4 fields such as country, campaign type, bid rate and status. You can define the bid rate for any country with campaign type, can add same country with same campaign type at only once. So the campaign will spend the appropriate bid rate on which country the ad should get delivered.

For example, advertiser can set \$1 for India, then same amount will be detected when the ad delivered in India.



Country	pricing	Bid rate	Status	action
No data available				

## Zone Limitations :

There are two types of zone limitation Blacklist and White List.

Blacklist means the ad will not delivered for zone id you given.

White List is contrast to this, Ad will only deliver for this zone id you given.

## Delivery :

Ad delivery order as per normal campaign creation.

## Ad Fomats

In default, hide the adformats in campaign creation. Display the Ad types /Ad formats when user check checkbox.

Ad type will display based on targeting type.

Ad types :- 1.All, 2.Display web, 3.Special web, 4.Display Video, 5.Display Mobile, 6.Special Mobile , 7. In-app.

**Display web & Display Mobile** – all the web/mobile sizes should be listed here. You can upload banner for selected size in same page.



Ad Formats

Please add atleast one creative to complete campaign creation.

Type	Display Web	
Ad Formats	Display Web	
	<input type="radio"/> 700x250	<input type="radio"/> 468x60
	<input type="radio"/> 336x228	<input type="radio"/> 160x600
	<input type="radio"/> 120x90	<input type="radio"/> 750x21
		<input type="radio"/> 728x90
		<input type="radio"/> 120x100
		<input type="radio"/> 600x300
		<input type="radio"/> 250x250
		<input type="radio"/> 120x500
		<input type="radio"/> 180x150

**Special Web** – Text, Pop-under, Direct Link, Layer, Gamebox, Bannerbox, Slider, Catfish, Site-skin, Topbar, Native ads. Text & native ad will display on this same page, all other ads will open in modal box.

**Ad Formats**

Please add atleast one creative to complete campaign creation.

Type: Special Web + 1

Ad Formats: Special Web

☐ Text
 ☐ Pop under
 ☐ Direct Link
 ☐ Layer 1

☐ Gamelbox
 ☐ Bannerbox
 ☐ Slider
 ☐ Catfish

☐ Gifbox
 ☐ Topbar
 ☐ Native

## Display Video – Inline video, Overlay Video , Special video(Real, Head, Box, Small)

**Ad Formats**

Please add atleast one creative to complete campaign creation.

Type: Display Video + 1

Ad Formats: Display Video

☐ Inline Video
 ☐ Overlay Video
 ☐ Special Video 1

## Special Mobile – Text, Dialog, Expand, Reveal, Interstitial, Notification, Fullpage Flex, Adhesion, Pull, Slider, Filmstrip, Catfish.

**Ad Formats**

Please add atleast one creative to complete campaign creation.

Type: Special Mobile + 1

Ad Formats: Special Mobile

☐ Text
 ☐ Dialog
 ☐ Expand
 ☐ Reveal 1

☐ Interstitial
 ☐ Notification
 ☐ Full page flex
 ☐ Adhesion

☐ Pull
 ☐ Slider
 ☐ Filmstrip
 ☐ Catfish

## In- App –Interstitial, Footer & Html5 Video.

**Ad Formats**

Please add atleast one creative to complete campaign creation.

Type: In App + 1

Ad Formats: In App

☐ InApp Interstitial
 ☐ InApp Footer
 ☐ Html5 Video 1

Creative ID	Ad Name	Preview	Filename	Dimension	Format	Size(In kb)	Ad URL	Actions
2315	test ad		test	1x1	Html5	0	<a href="http://www.creativeapps.com">http://www.creativeapps.com</a>	<span>1</span> <span>2</span> <span>3</span>

Created creative will be listed in below table.

Display creative id in creative list of campaign creation.

### Clarification :

1. Admarket campaign, We need 2 additional text ads:

<http://www.adcell.de/werbemittel/hairoxol/format/text> "Promo Text" ad needed, its just a promotional text defined by advertiser limit by characters ((92 Zeichen))

Djax comments : In our package have text creative for web and mobile. In above mentioned as "2 additional text ads". In "Promo Text" – This ad contains name, ad url and description (with limited characters 92). And this ad will be link with normal text ad and will be deliver mobile and web based on the campaign targeting.

kindly let us know we are in right path or else need to change anything.

Kindly provide inputs regarding one more adformat.

2. admarket campaign, new creative needed: <http://www.adcell.de/werbemittel> .csv file it will offer a "deeplink" row, with the advertising link. (Spalte Deeplink der CSV).

### Djax comments :

As per our understanding deep link only supported for mobile app ads.

Functionality of deep link : Advertiser will provide destination url or destination url with parameter.

Then link the app with matched zones. Download the code and install the app in mobile.

Once installed it will be redirect into (deep link) destination url.

Kindly let us know the meaning of CSV here?

### Macro Variables

Currently we are supporting following macro variables.

{timestamp},{random},{target},{clickurl},{logurl},{url\_prefix},{bannerid},{zoneid},{pageurl},  
{width},{height},{campaignId},{advertiserId},{country},{region},{browser},{os},{transactionId}  
{cache\_buster},{cost},{bidprice},{carrier},{connectiontype},{ip},{lang},{clickid},{type},{city}  
{zip},{device},{gender},{age},{color},{logurl\_enc},{clickurlparams},{referer},{trafficurl}

### 1.5.Campaign Info / Preview (2<sup>nd</sup> Tab):

We will make new Tab (2<sup>rd</sup> tab) Area "Campaign Info".

We will display all details (campaign information, display time, special bidding, countrywise bidding, Retargeting and ad formats) as like direct demo page of overview.

Reference (chat history): [11-10-2017 17:52:45] lienad pada: I made aswell other comments

[11-10-2017 17:52:48] lienad pada: Such as campaign preview

[11-10-2017 17:52:53] lienad pada: Please check all

[11-10-2017 17:53:12] lienad pada: We seem to have in directads creation for guest, an overview page.

We need to replicate this for our campaign information

[11-10-2017 17:54:26] Ragupathy D - dJAX: Yes, We will replicate in the campaigns overview page.

[11-10-2017 17:55:01] Ragupathy D - dJAX: Instead of having in the model box, we will show it into the tab page itself.

Some campaign preview screenshots are below.

Campaign reports are available only for edit campaign page.

### Campaign – Add/Edit

Campaign info/preview will display in both add and edit campaign pages. Here to check the campaign settings and its values by one by one quickly.

Some settings won't display in add campaigns preview compared to edit campaign preview.

The screenshot shows the 'SET UP A CAMPAIGN' interface. At the top is a green header with a pencil icon and the text 'SET UP A CAMPAIGN'. Below this is a navigation bar with two tabs: '1 Campaign settings' and '2 Campaign Info'. The '2 Campaign Info' tab is selected and highlighted with a red rectangle. Below the tabs is a section titled 'Campaign Information' with a gear icon. It contains three form fields: 'Campaign name\*' with the value 'example', 'Campaign Type\*' with a dropdown menu showing 'CPM', and 'Category' with a dropdown menu showing 'Select Category'. Each dropdown menu has a green information icon to its right.

### Campaign overview

Campaign overview page contains campaign name, schedule, campaign budget, bidrate, frequency capping etc..

The screenshot shows the 'CAMPAIGN OVERVIEW' page. At the top is a navigation bar with two tabs: '1 Campaign settings' and '2 Campaign Info'. The '2 Campaign Info' tab is selected and highlighted with a green rectangle. Below the tabs is a sidebar with a list of links: 'Overview', 'Reports', 'Traffic Sources', 'Status', 'Budget', 'Bid Price', 'Cappings', and 'Country Targeting'. The 'Overview' link is selected. The main content area is titled 'CAMPAIGN OVERVIEW' and contains a table with the following data:

Campaign name	example
Campaign Schedule	2017-09-01 11:54:00 - No expiry
Budget:	\$1000
Bid rate:	\$1.0000
Conversion Tracking:	Enabled, no CPA goal set
Frequency capping:	No frequency capping

### Campaign status

Campaign status shows the campaign status and only display in edit campaign page and won't displayed in add campaign page.



### Campaign device targeting:

Displays the campaign device targeting settings like devices, os, browser and its languages etc.

## DEVICE TARGETING INCLUDE

### Devices

### Browsers

### Browser Language

### OS

### Bid price :

Here we will display ad delivered bid price based on the criteria.



### 1.7 Performance/Optimize: (3<sup>rd</sup> tab) :

We will make new Tabbed (3<sup>rd</sup> tab) Area "Optimize".

We can list here bad performing countries, Traffic sources and zones along with buttons to block.

If user block the country/zone/traffic sources, ad will not be deliver from which was selected by advertiser.

## 2. Publishers :

- This link should be visible when advertiser has public campaigns of admarket campaign.
- Here we will list the website with all details who have joined or member of one of his campaign and advertiser can block publisher .
- We will include filter options for website url,website name, date filter and sorting options.

### Clarification :

#### From Client :

It would be interesting, since we can change bidrate/zone bidding, to give publishers spezial rates, even as private campaign. So for example joined publisher xza i want to give higher rates.

We need to make this possible here. So its the same as changing bidzone rate, but we will aswlel offer it here for better simplicity for our advertisers.

#### Djax comments :

As per above we will list all website details only, so not able to change bid price for zone bidding and want to change bid price for traffic source? Or need to list all zone details with website name and url?

Answer: We need to list all details, but please check, if this will not damage perfomance of our SQL. Use cached information here

Djax comments : We will list all website and adblock details with bidding price of traffic source/zone bidding.

2.1 Publisher Applications: Here he see old applications and maybe change their state. He can aswell see here blocked publishers and change their rates.

#### Djax comments :

In this page, we will list all publishers who has joined into this campaign. Is it right or need to change anything?

Answer: Yes, we need here to list publishers who have joined but got denied. We can here change status to active and even block a publisher from communication or join again.

2.2 Publisher Settings: He can define here general settings.

#### Djax comments :

Kindly provide more inputs on this.

### Clarification points :

1. ADMARKET MENU POINTS MEMBERS:

He will see list of members, the campaign id, date signup, leads generated, turnover generated, your earnings calculated on lead price, type of payment of campaign (for example, lead 15 % or sale 50 %, sale 50 USD, clicks 1000 0.5 \$ of germany), bidrate, rank.

**Djax comments :**

**Is this fields need to be include in publishers list in advertiser panel?**

Answer: Yes, this is the actual publisher list. This is not the same as above, above is only list of "denied" publishers.

**Djax comments :**

Kindly confirm as below, we will display publishers list as like,

- Menu name – Publishers – This page contains publisher lists who have joined into campaign of this advertiser (This link should be visible when advertiser has public campaigns of admarket campaign.)
- Menu name - Publisher applications - We will list all denied publishers
- Menu name - Publisher list – We will list all publishers with details from ad server.

2. Admarket lead grow: we pay for free membership, now we pay provision when a sale generated. please make a "sale grow functionality" if a advertiser setup this and wants to give publisher an increased rate, based on xxx leads/sales.

**Djax comments :**

We will provide menu name as "sale grow". Here pixel tracker will be list with sales/leads count. For example, If sales/leads count more than 10, give % commission. Publisher will get commission while running maintenance for every hour if sales/leads count reached?

3. Admarket campaign: campaign grow, we can setup cpa goal for level 1 to 10, if publisher has xxx conversions, we can give level 2 cpa pricing, so he earns with level 1 14 USD per conversion, but with level 2, he earns 18 USD. we need advertiser to decide this setup

**Djax comments :**

**1. In advertiser shall we choose level ,conversion count and pricing when creating pixel tracker for admarket campaign?**

Answer: Yes, we need to state lead grow number. So for example. If more then 10 leads/sales, give % comission. If more then 40, give % comission. But we can aswell give fixed sale price, not only % comission.

4. Admarket example needed exactly as he <http://www.adcell.de/partnerprogramme/3251> has creatives with trackers counting up to 90 days, if sale is generated.

if publisher sends user to his advertising, he will earn percentage per sale 15 % for each provision. this user makes adcell uses cookie tracking for provision tracking, advertiser can give how much days he wants publisher to have a cookie

counted. in this case its 90 days, so publisher gets sale if user he sends makes sale in 90 days after ivsit link. adcell gives aswell session and special fingerpringt tracking options. we need this aswell we need advertiser to give "lifetime provision" for cookie counting forever until deleted.

**Djax comments :**

We will include the option to enter cookie expire time in advertiser pixel tracker creation page.

In the pixel tracker creation page will include 2 option buttons

1.Lifetime Provision

If advertiser click lifetime provision it will not expiry until deleted

2.Custom

If advertiser click custom option will show the text to enter cookie expire time.here advertiser will enter the expiry time in days.

Kindly check attached screenshot.

The screenshot shows a web form titled "PIXEL TRACKER". It contains several input fields: "Pixel Name" with a placeholder "Enter your pixel name", "Type" with a dropdown menu "Choose Pixel Type", and "Category" with a dropdown menu "Choose Category". Below these is a section for "Cookie expiry time" which is highlighted with a red rectangle. This section contains two radio button options: "Life Time" and "Custom". The "Custom" option is selected, indicated by a blue checkmark. Below the radio buttons is a text input field for entering the expiry time in days. At the bottom of the form, there is a note "All fields are mandatory" and two buttons: "Submit" and "Cancel".

5. Admarket lead review: we need lead review to cancel leads, in admarket private campaigns we will give option, for leads to be on hold until reviewed, automatically billed, as well we give option, to be on hold until xxx days

this will give security for advertisers who maybe get credit card fraud/chargebacks, so they need to be able to give us an "ok, sale is good and verified" via pixel trackers and conversion tracker

advertisers need option in campaigns but as well admarket campaigns to see leads and as well lead details (ip, address, referrer, time etc) and cancel lead/conversion. or change status. we need this as well in admin. we need to show publishers in admarket campaign detail page the average lead release time. its a date when a lead/sale is usually confirmed, calculated based on average time by advertiser.

#### **Djax comments :**

We will show the admarket campaign lead details with ip address, referrer, time etc. Kindly provide more detail on this?

Answer: Not correctly. We need for sales/leads to give an "On Hold" time. This means, sale will be not paid/valued to publisher, in this hold time This is for security of credit card or payment fraud. So each of our advertiser can decide, when a sale/lead or commission will be applied to publisher income/statistics. So if a sale is generated by publisher, but the time is 90 days, publisher will see the sale, but he will not get it credited, before 90 days passed.

6. admarket ad creation: make rotation more professional for admarket campaigns, make him even decide fallback cpm to use local run of network campaigns in case admarket campaign fails to match bid price lets make a rotator list page, where we can see list of rotators and filter based on advertiser name, type, etc. as well grouping by income, type, etc needed here we can as well edit a rotator and give campaigns weight, similar to creative list. so publisher can control his rotators with simple value based on weight. as well he can create fall pack option, to use adgate network

we need to see as well campaign names, campaign conversions, campaign income etc. so publisher needs a close relationship possible we need as well admarket campaigns the same, we need option them to write message as well to campaign admin where he is member.

### **Publisher panel Admarket:**

1. We will include filter based on advertiser name,type and also grouping by income type etc...Edit rotator page will provide option to edit campaign weight .

2. In publisher panel will include campaign details under the admarket menu ,publisher will see campagin details like name ,conversion ,income etc and also include message option.Kindly share more details on this.

Answer: This is not correct. We need better publisher rotation ad creation. So we need to decide more, aswell fallback cpm etc. We need a rotation tool, which can match and collect campaigns based on publisher requested CPM.

### **3. Newsletter:**

#### **From Client :**

Here he can write newsletter. He can select only selected publishers. He can aswell select campaign, so he can load publishers applied to selected campaign.

This newsletter/notification we need aswell for non admarket campaign, this means, we need this as seperate underpage in admarket and aswell normal campaign menu.

Aswell we need publisher management for admarket campaigns aswell possible as own seperate underpage. But aswell as tab in more campaign-related form. The seperated underpage, will be similar to traffic sources or zone bidding advanced seperated underpage Regarding newsletter, we shared earlier email.

<https://www.adcell.de/nachrichten/10271> here is one adcell example, its just news. Those can aswell be seen in partnerprogram detailpage, down in tab at "News"

<https://www.adcell.de/partnerprogramme/outlet46>

#### **Djax comments :**

#### **Advertiser panel :**

We will provide separate page for ad market newsletter in advertiser panel as like existing newsletter.

Ad market newsletter contains campaign settings, campaign tracking and network settings.

For example , Balance \$0 : This advertiser will get mail from admin when advertiser balance reached to zero.

### **Clarification :**

**From client :**

Regarding newsletter, we shared earlier email.

**Djax comments :**

Not yet get confirmation for newsletter/notification settings document which was shared previously, kindly go through once the document and provide the confirmation.

Answer : We shared with you and talked with you alot about newsletters past months. Please check all our emails

**From client :**

<https://www.adcell.de/nachrichten/10271> here is one adcell example, its just news. Those can aswell be seen in partnerprogram detailpage, down in tab at "News".

<https://www.adcell.de/partnerprogramme/outlet46>

**Djax comments :**

- We will include news page in adgate.com. This page will be access by user without login.
- In admin panel we will maintain a HTML form to fill data and those data will be list in news page.
- Admin can provide all data with detail description.
- In example "outlet46" listed with 116 advertiser materials (This advertising materials have banner, csv, deeplink, text ads) So campaign data will be displayed here?

Answer : Yes, this is correct. Please replicate that [adcell.de](https://www.adcell.de) example 1 to 1

**4. Blocklist :**

- We will list the blocked publisher of this campaign.
- We will provide the filter options for search websites name or URL.
- Advertiser can remove blocked website from his list.

**Clarification :**

Block list: Here he can see blocked publisher application websites. He can search and remove websites from block list. He can aswell add them ass accepted, upon deletion from blocklist. advertiser can deny and even block an publisher in future. when blocked publisher, he needs to be able to go to a blocked publisher underpage in admarket area. he can search and aswell filter publishers here.

**Djax comments :**

"He can aswell add them ass accepted, upon deletion from blocklist" not clear on this.

Kindly let us know any other points missed in this menu?

Answer : Regarding blocklist, you got it right, aswell the blocklist feature is explained above with publisher list who got denied.

## 5. Reporting:

- We will include separate page for reporting functionality.
- In report listing- data display based on ad market campaign. We will display the last 30days impression, Today unique impressions, clicks, conversions, CTR, eCPM, spend, This month impressions, clicks, conversions, CTR, spend, Active campaigns and completed campaigns
- Display the Top traffic sources, zones, Top placement and geo graphical report.

### Clarification :

We will show an overview like dashboard overview, but just for admarket campaigns/partner program. Here i still need to think how is best way to make it, please make some example in meantime.

Djax comments : Is report as like overview is enough ? or Need to display all reports as like normal campaign? If it yes kindly mention the report names.

## 6. Messages:

Requirement : We will here just link to adgate PM system, but filter admarket related messages from publishers or admins.

When going to "Admarket Campaigns" he can see his list. If visit one of his campaigns, he can write newsletter. he can aswell write newsletter to only selected publishers. he can aswell select only email, or aswell message in [adgate.com](http://adgate.com)

Also show in campaign list link for edit campaign. Or edit rules, rates directly. We need aswell being able to setup rules or forbid categories.

He can edit comission (percentage%) and prices for leads/sales no matter when. If prices increase, such as comission for lead or click, or view, publishers having applied or joined this campaign, will get notification, if they have allowed it.

#### Functional flow:

- Provide a link for ad market message system near to normal campaign message system.
- In ad market message system contain inbox, sent items and Trash.
- Advertiser can send message from ad gate system to (publisher/admin ) mail id.
- Inbox contains filter option for publisher/admin mail id.

#### Clarification :

1. In campaign listing, have a link for edit campaign(in action column).Do you need any additional?

2. In edit campaign don't have any commission, if you want to add,,kindly provide more details on this.

Answer : As explained above, we need to be able to set percentage of lead. This is comission. So we need to be able to offer 30 USD per lead/sale. Or 50 % (of price entered, example: 100 USD) 50 % will be 50 USD.

#### 7. Settings :

We need to define some settings.

#### Clarification :

1. Need to provide separate link for settings?

2. If it is yes, we will provide settings as below,

1. Allow all - If advertiser selected as "Allow all" mean, all publishers will allow for private campaign.

2. Approved publishers

Publisher panel : Publisher will request to advertiser for join with them through message system.

Advertiser panel : Requested publishers will be display in advertiser panel. Once approved those publishers by advertiser, that publishers will be display in private campaigns add/edit.

3. Invite only :

Advertiser panel : Advertiser will send message to publisher with a link for join to admarket campaign. This link should be activate when publisher click on that link. Once link activated, that publisher will be link with particular campaign.

Kindly let us know if we are in right path, if anything wrong kindly provide more input on this.

8. FAQ :

Clarification :

1. shall we will display all details as normal advertiser FAQ?

**Publisher Admarket :**

**From client :**

> 1. We need to change point "Adblocks" in "Admarket" Menu to "Widgets" and show our Rotation Tags in list or block format like this:

Example: <http://www.adcell.de/affiliatetools/adserver>

We need to give publishers chance, to make a "widget" (like a mini-adserver) which can contain many campaigns applied or joined. And this "widget" can be many campaign in one, so he can insert widget code on his website, which will include all banners into one.

Similar to our rotation tag. Its like a rotator, which we call widget and list as items. And even be able to edit widget at later time, so we can move or change a widget, so our publishers save time and only include a widget into their website and then change campaigns.

Aswell lets give option to widgets, to aswell include non-admarket campaigns and aswell banners. This as optional extra feature.

Widgets need own serve url, dont use banner files for this. It will be like rotator, but i want to use this transparent, as this widget will be mostly used to promote direct partner programs between my publishers and advertisers admarket campaigns.

**Clarification :**

**Adblock Size** **Description** **Adblock name** **created date**

ADCELL-Adserver Beispiel1

160x600  
alle Programme (ohne Filterung)

15.05.2017 10:01  
ID: 6277

15 Programme  
14 aktive Programme  
12 Werbemittel

**Total linked banners count** **Active banners count**

1. We will display all adblock data in widget format and include website categories list in left side.

2. Once created the widget, publisher can track many campaigns into one widget like rotator.

3. So If widget size match with banners of campaign, ad will be linked right?

4. So widget have same functionality as adblock, only make changes in design right?

5. Kindly check the widget fields and let us know if anything need to be include here?

Regarding widget: Yes, its similar to current rotation adtags, but we can change design, aswell rotation of banners etc, like advanced adtag.

#### **From Client :**

##### **2. Campaigns:**

Here a publisher can see his joined or applicated admarket campaigns. He can filter status:

Joined, Pending, Denied

Here is list, he can search, filter and sort the campaigns. He can aswell write message to joined or pending campaign.

When denied, we get usually an PM with this notification: Either automatic message. Or default message setup by campaign creator.

Publisher can aswell mark or favorite an campaign. Btw, some campaigns he can join without applicate. He can aswell mute a campaign, so he doesnt recieve notifications.

A publisher can aswell leave a campaign, we should show an "Leave" button in campaign list.

#### **Functional Flow :**

1. We will include submenu as "campaigns" under "campaign admarket".

2. Display all ad market campaigns of our ad server with status.

3. Include filters as admarket status,campaign name and campaign type.

4. Data will be display using data tables with sorting functionality.

5. Provide the message link for every campaign in listing under action column.

6. Status : Joined,Pending,Denied

Joined : Publisher will send request to admarket campaigns, if the advertiser **accepts** the status will be change to **joined**.

Pending : Publisher will send request to admarket campaigns, if the advertiser received mail, the status will be change to **pending** if not yet approve.

Denied : Publisher will send request to admarket campaigns, if the advertiser **rejects** then the status will be changed to **Denied**.

When denied publisher will receive a message from advertiser (automatic message)

7. We will provide a checkbox in listing. After checking the checkbox, click the favorite campaign button. This campaign will be move to favorite campaign list of this publisher.

Clarification :

Btw, some campaigns he can join without applicate. He can aswell mute a campaign, so he doesnt recieve notifications.

A publisher can aswell leave a campaign, we should show an "Leave" button in campaign list.

Djax comments :

1. "some campaigns he can join without applicate" mean do you mean public campaign here?

2. "He can aswell mute a campaign, so he doesnt recieve notifications" - Advertiser have option to change as " mute campaign" in admarket campaign listing. Once campaign mute, that campaign will not receive any mail or message from publisher.

Answer: No, opposite: Publisher can mute/turnoff notification/newsletter for campaign he joined. So publisher will not recieve messages/newsletter.

But advertiser has similar functionality: blocklist, its explained above.

Regarding blocklist, you got it right, aswell the blocklist feature is explained above with publisher list who got denied. I explained above: So if a publisher is in blocklist, we need aswell a button, to move remove him from blocklist. Aswlel a button to remove from blocklist and approve his membership.

3. A publisher can aswell leave a campaign, we should show an "Leave" button in campaign list. – Shall we give "Leave" button in campaign list at advertiser panel ? If its leave campaign that campaign will not be linked with publishers.

Answer: Yes, exactly. Its just to leave a campaign as publisher.

2.1 Campaign Detail: <https://www.adcell.de/partnerprogramme/outlet46>

We need duplicate exactly all what is here. Please check other examples on

<https://www.adcell.de/partnerprogramme/>

Please dont miss anything. If possible, make same design as campaign detailview for publisher

as adcell

Aswell campaign list in <https://www.adcell.de/partnerprogramme/> should be duplicated.

**Clarification :**

We will list all campaigns with last 30 days statistics and any one of banner image will be display for logo of the campaign.

Answer: Ok, but please include aswell a good filter for date. Please make very good design example, we need similar looks, with adgate design.

- Publisher newsletter campaign: when checking details of an campaign in admarket campaign, indicate if newsletter is enabled or disabled via button (only if joined this campaign) (OLD POINT)

**Clarification :**

1. shall we provide the newsletter option enabled or disabled via button in ad market campaign listing which campaigns are linked with current publisher?

Answer: Yes. Campaign details aswell we need to show if newsletter active/disabled.

3. Messages: This will link directly to adgate PM system, but will filter admarket related messages from either advertisers or admins.

So messages for admarket, will be seperated.

**Functional flow:**

- Provide a link for ad market message system near to normal campaign message system.
- In ad market message system contain inbox, sent items and Trash.
- Publisher can send message from ad gate system to (advertiser/admin ) mail id.
- Inbox contains filter option for publisher/admin mail id.