

# admatx

## Quick QA Guide

### Confirm Pixels are firing

Navigate into your advertiser and confirm that the pixels are firing on their page by reviewing the 7 day pixel fire column

**No Pixel Fires?** Inspect the source code of your website to ensure that the pixel is placed correctly

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Home > #154335 - Vendology Industries

Campaigns Data Creatives Inventory Preferences Advertiser Insights

Pixel Party Data Add Pixel

Name	Date Type	URL	7 Day Hits	ID	Imp/Tag
<input type="checkbox"/> Facebook Conversion Pixel	Conversion	https://www.facebook.com	0	fbPixel	<a href="#">click here</a>
<input type="checkbox"/> Retargeting Revenue Pixel	Retargeting	https://www.admat.com	0	admat	<a href="#">click here</a>

### Confirm Flight Dates

Navigate into your campaign and confirm that the start and end dates are intended and within the correct year

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Home > #14444 - Vendology Industries > Default Targeting Test 1

Campaign Details Campaign Summary Tactics

Campaign Details

START END BUDGET BUDGET START APP BUDGET PLACED DENSE CONVERSION %

Type: All Rights \$0.00 \$0.00 \$ 100 \$0.00 \$0.00 0 \$0.00

### Confirm Primary KPI

Navigate into your campaign and confirm that the primary KPI and goal value are correct.

If CPA - ensure the correct conversion is in the priority 1 spot for CPA tracking. All conversions you would like to track against your campaign should be added here regardless if your CPA should include these.

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Home > #14444 - Vendology Industries > Default Targeting Test 1

Reporting and Attribution

Before you can choose how to measure your CPA

Target: All

Conversion Goals

Calculate CPA of all top priority goals Calculate custom CPA

Conversion Goals Mappings

Primary Conversion Goal: Facebook Conversion (Pixel placed)

Secondary Conversion Goal: Campaign Acquisition

Primary KPI: CPA - Cost Per Acquisition \$ 100

Secondary KPI: CPA - Campaign Acquisition \$ 100

Add Goals

### Review Campaign to Tactic Budgets

Navigate into your campaign to confirm the total campaign budget.

Next navigate to each tactic and confirm that the total value of all tactics is no less than the total campaign budget.

**NOT OK**

Campaign Budget: \$5K  
Tactic 1: \$2K  
Tactic 2: \$2K

This will only spend \$4K max

**OK**

Campaign Budget: \$5K  
Tactic 1: \$2K  
Tactic 2: \$3K

This will spend \$5K Max but may under spend if EITHER tactic can't hit its total budget

**Best Practice**

Campaign Budget: \$5K  
Tactic 1: \$5K  
Tactic 2: \$5K

This will spend \$5K Max but may under spend if BOTH tactics can't hit their total budget

Need assistance? Email support at [support@admatx.com](mailto:support@admatx.com)

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