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TIPS AND TRICKS

Creatives



Best Practice:

Do NOT include a start and end date on your creatives.

While you can flight your creatives we like to recommend leaving the dates open on the creatives unless you have a specific creative schedule to follow. This way if you extend your campaign you will not have to remember to also extend your creative dates.

Creatives can always be unassociated from tactics if they are no longer relevant

Name	Ad Format	Vendor Status	User Approval	Media	Securable	Date Created	Start Date	End Date
Daily 330x68	330x68	G B B B	Approved	No Image	No	12 Oct 2022 08:37 PM	Intraday	Indefinite

KPIs



Tip:

Concentrate on your primary KPI.

The platform will not start to optimize to a secondary (or tertiary) KPI until the primary KPI is hitting its goal value.

KPI Type	Goal
Primary KPI	0.00
Secondary KPI	2
Tertiary KPI	

Campaign Targeting



Best Practice and Tip:

Campaign default targeting is not an actual target. Campaign defaults advise NEW tactics what to target when they are created. The campaign will deliver according to the targeting set at the tactic level.

Geography targeting and Brand Safety are typically common across tactics, and therefore are the only recommended campaign defaults.

Review the default targets that are common across all your campaigns and channels.

Default targets act as restrictions: the more targets you apply, the fewer impressions will be eligible for your campaigns. At the end of this wizard, you can modify targeting for your channels.

Geography
Remove

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