

Quick Start Guide

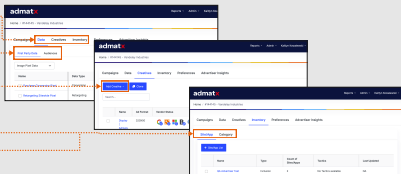
STEP 1 Create an Advertiser



STEP 2 Create Advertiser Shared Items

Pixels, creatives, sitelets, and custom contextual categories can be shared across campaigns within your advertiser.

Pixels
Audiences
Creatives
Site-lists
Custom Categories



Step 3 Create a Campaign

Your campaign houses the flights and budgets

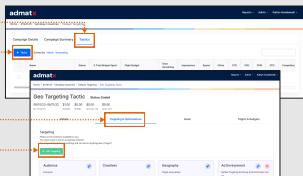


Step 4 Create a Tactic

Tactics house the campaign's targeting strategies
Navigate into your campaign to create a tactic

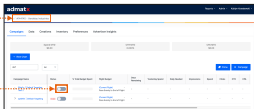
Complete Tactic targeting

Select the remaining targeting needed for your tactic
Navigate into your tactic to edit setup



Step 5 Launch your Campaign

Launching your campaign will launch all underlying tactics
Navigate to your advertiser campaign table to launch your campaign



Need assistance? Email support at support@admatx.com