



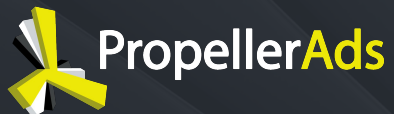
Hot

Q3 Platform Updates

WEBINAR

October 29, 2019

CONVERTING TRAFFIC
INTO YOUR CUSTOMERS



Today, in Our Studio:



Petr Garmashov

Head of
Self-Serve Platform



SLAVA MAIORKO

Affiliate Education
Program Manager

Before We Begin

- Please let us know **if there are problems** with sound or video
- We'll answer **all your questions** at the end of the webinar
- **Join our Telegram chat** to discuss this and other topics with fellow affiliates

On Our Agenda

- **Campaign settings**
- **Statistics and dashboard updates**
- **Native updates**
- **General platform updates**

1

CAMPAIGN SETTING UPDATES

1 CAMPAIGN SETTINGS

1. Lowered the min CPA Goal from **\$0.05 to \$0.01**

- to accommodate campaigns with low conversion costs (*i.e.*, *push subscriptions*)



1 CAMPAIGN SETTINGS

2. CPA Goal 2.0 rate value: **up to 3 digits** can now be added after the decimal point

Countries & Conversion Price

Conversion type *

Email / phone or other data submission, where user is not required to additionally confirm the opt-in (sweeps, games, dating,etc.)

Countries *

Countries *

[+ Add another rate](#)

Cities

Add city targeting to reach people in certain cities

CPA Goal, \$ *

CPA Goal 2.0

While you are paying by CPM, the system is finding the best traffic and optimizing your campaign according to the desired CPA and targeting. [Read more.](#)

The better your campaign converts, the more traffic your campaign is going to get.

- You specify the **CPA goal** (conversion price) and **set up conversions tracking**.
- Your campaign goes through the **testing period**, during which the algorithm collects and analyzes data.
- Based on the test results, the system optimizes your zone list and bidding to **get conversions at the desired price**.

\$ Estimated test period cost: **\$100**

You can set this sum as total campaign budget to control spending

1 CAMPAIGN SETTINGS

3. Added **iPhone & iPad** targeting

The screenshot displays the 'Targeting' configuration panel. It includes sections for Platform (Mobile), OS (iOS), OS Version (Include/Exclude/Start typing...), Device (Include/Exclude/Start typing...), and Browser (Include/Exclude/Start typing...). A red arrow points from the OS Version section to the Device section, where 'iPad' is highlighted in a blue selection bar. A red box highlights the Device section and its dropdown menu.

2

STATISTICS UPDATES

2 STATISTICS UPDATES: Columns

The screenshot shows the PropellerAds dashboard with a 'Columns' modal open. The modal allows users to select which columns are visible on the campaign list. The following table shows the current state of the campaign list in the background:

Name	CTR	Drop	Rate
pc_pop_IT_rec	0	-\$19.20	\$0.629
it_PC_push_me	1.12%		\$0.025
it_mobile_pus	1.74%		\$0.020
Copy of it_mob	2.83%	-\$24.33	\$0.046
pc_pop_ch_scp	0	-\$7.23	\$3.100
pc_pop_ch_scp	0		\$2.000
pc_pop_ch_scpm	2755910	221	\$6.887
pc_pop_at_ecpm_rec_bid	2755897	300	\$2.000

1. Show & hide columns on campaign list

2. New columns – **CR, CPA, CPC, CPM**

2 STATISTICS UPDATES: Dashboard

1. **New campaign report** – group by user activity
2. We added CR & CPA

Product	Campaign	Material	Zone	Country	Date	Ad Format
<u>Campaign ID</u>	<u>Campaign Name</u>					<u>Ad Format</u>
★ 1253987	o_IQ Option_collection_new 1906_ID_2					Push notification
						<u>Impressions</u>
						215,349

Stats by

Zones	Creatives	Platform	Device	OS	OS Version	Browser	Co
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Statistics for the last 16 days (from 27.03.2019 to the present).

<input type="checkbox"/>	<u>User Activity</u>	<u>Impressions</u> ↓	<u>Conversions</u>	<u>Clicks</u>
<input type="checkbox"/>	High	21,116	42	–
<input type="checkbox"/>	Medium	13,330	20	–
<input type="checkbox"/>	Low	15,440	3	–

3

NATIVE UPDATES

3 TARGET CPA FOR NATIVE ADS

Target CPA

is an algorithm that automatically optimizes your Native **CPC campaigns** according to the target price per conversion you are willing to pay

PropellerAds

- Dashboard
- Campaigns**
- Traffic Chart
- Audiences
- Tracking
- Finance
- Add Funds
- Profile
- Support
- Special Offers
- Feature request

Countries & Bid ^ Hide

Automatic optimization is **enabled** ?

Target CPA, \$

⚠ Auto-optimization starts within 60 min.

Set from preset

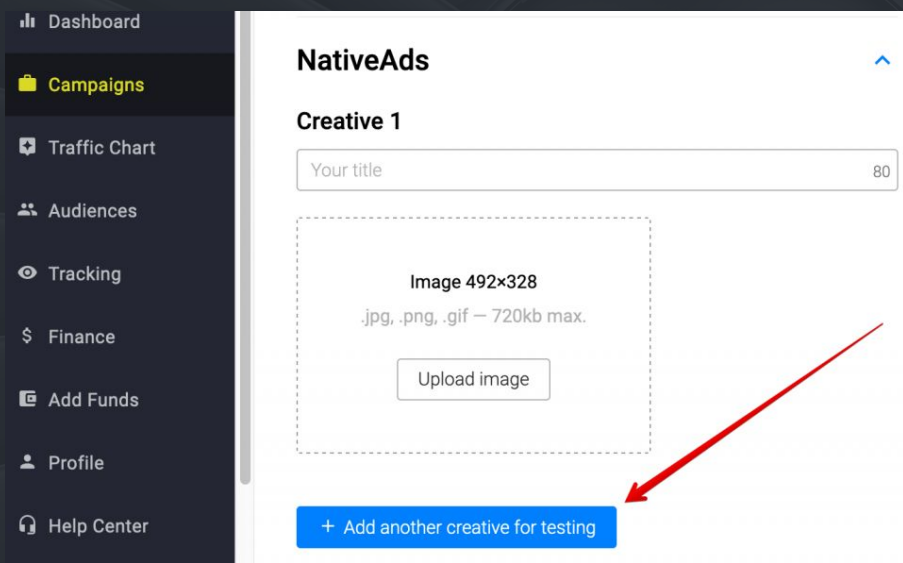
WW Europe Asia Africa North America South America Oceania GCC

Countries *

Albania x	Andorra x	Armenia x	Austria x	Azerbaijan x	Belarus x		
Belgium x	Bosnia And Herzegovina x	Bulgaria x	Croatia x	Cyprus x			
Czech Republic x	Denmark x	Estonia x	Finland x	France x			
Georgia x	Germany x	Greece x	Holy See (vatican City State) x				
Hungary x	Iceland x	Ireland x	Italy x	Latvia x	Liechtenstein x		
Lithuania x	Luxembourg x	Macedonia x	Malta x	Moldova x			
Monaco x	Netherlands x	Norway x	Poland x	Portugal x			
Romania x	San Marino x	Slovakia (slovak Republic) x	Slovenia x				
Spain x	Sweden x	Switzerland x	Ukraine x	Start typing...			

CPM *

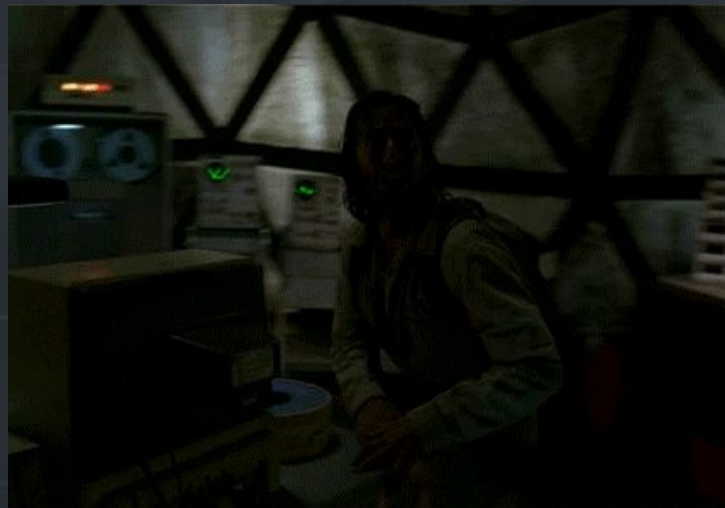
3 SMART ROTATOR FOR NATIVE ADS



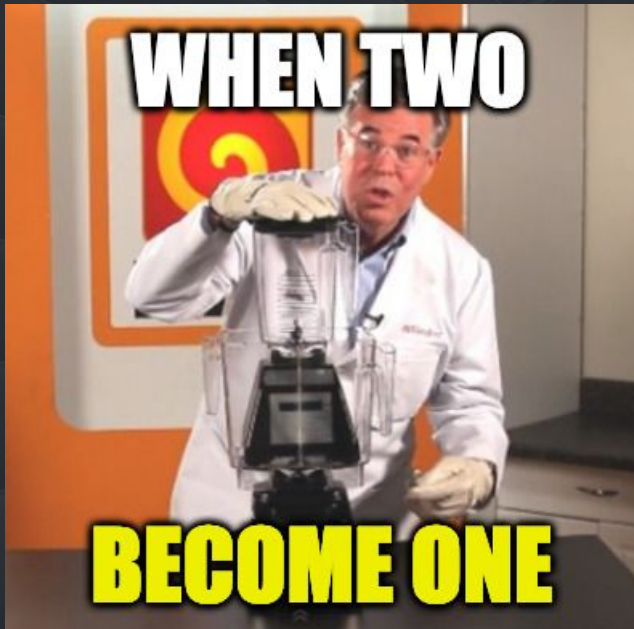
- With **CPC bidding + Smart Rotator**, you are getting an auto-optimization tool that pares down all underperforming creative sets
- With **CPM + Smart Rotator**, you can A/B test your creatives

3 {Cost} TOKEN FOR NATIVE ADS

- See the **real cost** of your traffic
- The {cost} is passed to your tracker **automatically**
- Even if **you change the bid**, you would still see the actual costs in your tracker



3 INTERSTITIAL CAMPAIGNS' UI MERGED WITH NATIVE ADS



Based on our research, Native Ads and Interstitials have **similar performance characteristics**

- The quality of traffic will be **same high**
- **One interface** = Simple setup. You don't have to prepare separate creatives for each ad format
- MORE traffic

4

OVERALL UPDATES

4 REVAMPED TRACKING PAGE

- Dashboard
- Campaigns
- Traffic Chart
- Audiences
- Tracking**
- Finance
- Add Funds
- Profile
- Help Center
- Special Offers
- Propeller Priority
- Feature request

Conversion Tracking

Set up S2S tracking to see conversions in your statistics. The S2S Postback URL that you will generate here can be used in all your campaigns. [Read more](#)

Select a tracker or a CPA network

	Other tracker or CPA Network				

Please select a tracking service to generate a postback URL.

Test conversion tracking

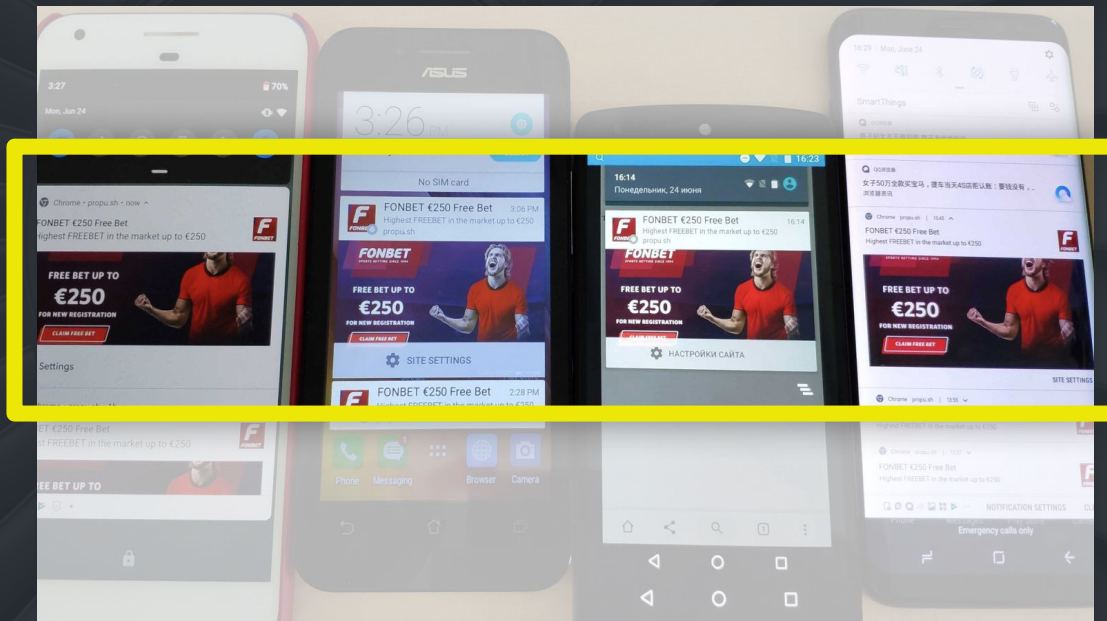
Enter the target URL used in the campaign you want to test *

Do not forget to add \${SUBID}

- Simplified integration with a **pre-generated code** for each tracker

4 HTML PUSH NOTIFICATIONS EXAMPLES

- **Preview** all your creatives **in detail**
- Avoid **cropping issues** on various devices



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YOUR FEATURES SUGGESTIONS

4 FEATURES SUGGESTIONS

1. **Ade Hughes:** Your platform is already great. Two other suggestions for greater improvement would be to have a bid adjustment setting next to each campaign without having to go into the campaign setting level. Also, it would be nice if we could use a separate campaign URL link for each creative within a campaign to help with more accurate tracking. I think both of these suggestions would make your platform even better. Thanks!
2. **Jonathan Walters:** Your platform is already pretty great, but there is one feature that would make it even better. Could you make it so that us advertisers are able to target traffic by site category? (such as only targeting sports sites for our sports campaigns, only targeting finance sites for finance campaigns, etc.).

4 FEATURES SUGGESTIONS

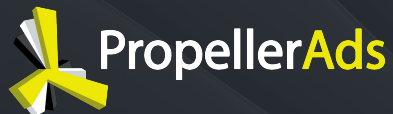
3. **علاء الصالحي**: Automated sequence of campaign will be a great idea to convert people from cold to hot and increase conversion rate.
4. **Ivaylo Matev**: Add the option to automatically add link and creative to a campaign with pre set budgets for each add in this campaign: Example : I have RSS news feed and I want to give initial push to all publications by providing them with 1000 visits each paying xxxx per click - I just add the RSS feed and know that each new publication will get this visits without the need to upload manually each new publication.
5. **Samuel Nwosu**: Adding Automatic rule and giving us more access to control our CPA goal campaigns.
6. **Tachfine Amnay**: Adding micro niche targeting, how the website is focused on a niche. :-)

4 FEATURES SUGGESTIONS

7. **Josef Jad:** 1. Change the minimum deposit to \$ 25 Or 50\$ There are beginners who want to experiment. This option will give more money to PropellerAds. 2. Add video ads in Native ads will bring the dropshipping advertisers Video ads are integrated with site content. 3. Add Many new languages to the site (French, Spanish and Arabic). 4. Create a mobile application to monitor the statistics of ads and their results with the possibility of modifying or stopping them. All of these suggestions will increase the incoming funds of the site and will bring new advertisers and facilitate the work on PropellerAds.
8. **ملابس حديثى الولادة:** The appointment of a marketing company in each country speaks the language of the country with a local phone number and the inclusion of Arabic, English, French, Spanish and German sites for the company and when entering the site find the person speaks the language and everything is easy whatever his experience and education I know he needs work Many, but a great development for the company. 🍷

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Q&A SESSION



THANK YOU FOR ATTENDING!

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