How to Launch A Campaign

1. Click the Campaigns button under Management
2. Click the New Campaign button

Step 1: Select the Campaign Objective

Reach/Impressions

This campaign objective will optimize towards reaching the target audience with as many impressions as possible for the campaign budget, regardless of the number of clicks achieved.

Traffic/Clicks

This campaign objective will optimize towards driving the most traffic and clicks possible for the campaign budget, regardless of the number of impressions served.

Video Views

This campaign objective will optimize towards driving the most video views possible for the campaign budget, regardless of the number of clicks achieved.

Sales & Conversions

This campaign objective will optimize towards driving the most conversions possible for the campaign budget, regardless of the number of impressions or clicks achieved. Please note that Sales & Conversion campaigns have a recommended $5,000 budget minimum.

Step 2: Campaign Details

1. Campaign Name: Give the Campaign a name
2. Advertiser: Select the correct Advertiser or Add a New Advertiser

Step 3: Audience (Optional)

1. Location: Select one or many Regions
2. Age: Select one or many ages
3. Gender: select one or any gender
4. Interests: Select one or many interests
5. Advanced Targeting: Enter any additional targeting requirements not available in standard audience targeting.
6. Retargeting: Select one or many types of site visitors to Include or Exclude. Message us in the app for custom retargeting names and the Pixels/Tag code
7. Lookalikes: Select to create a modelled lookalike audience based on retargeting audiences

Step 4: Budget & Schedule

1. Budget: Enter in a Maximum Budget.
2. Schedule: Select Campaign Start & End Dates (GMT)
3. Timezone: Select your desired timezone
4. Spend Budget: Set budget to spend evenly over the duration of campaign or ASAP.
5. Conversion Event: (Sales & Conversions Campaigns Only)**:** Select the conversion event for the campaign. This will be the event that is shown in Conversions & CPA reporting. This is also the event that Growth Channel will optimize towards.
6. Advanced (*Optional Settings*)
7. Max Bid or Target (Optional): Enter the appropriate Target amount or Max Bid. These options are dependent on campaign objective and include:
   • CPM (cost per thousand impressions)
   • CPC (cost per click)
   • CPV (Cost per video view)
   • CPA (cost per action)
1. Frequency Cap (Optional)**:** Enter the maximum number of impressions to serve per user.

Step 5: Creatives

1. Creatives: Select the creative units to be assigned to the campaign.

Final Step: Click Next to Finish!Congratulations! Growth Channel is now approving your campaign.

https://www.growthchannel.com/knowledge-center-secondary/how-to-launch-a-campaign