# Creating and Launching a Campaign

Step 1: Navigate to the Campaign Section
- Select "New Campaign" to start

Step 2: Configure Your Campaign
- Select Channel
- Name your Campaign
  - Best Practice: Advertiser - Effort - Channel
    - Example: Growth Channel - Prospecting - Display
- Select an Audience
- Select a Creative

Once all aspects of your campaign have been configured, click Proceed.

Step 3: Setting your Campaign Objective
● Select the primary objective for your campaign
  ○ Pro Tip: Enter a KPI goal to help the platform optimize performance

Step 4: Set up Campaign Flight Dates, Budget and Pacing
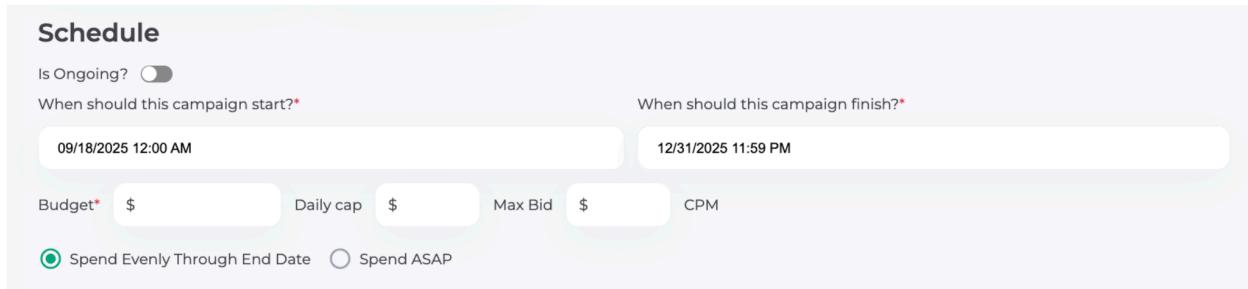
Schedule

Is Ongoing?

When should this campaign start?*

09/18/2025 12:00 AM

When should this campaign finish?*

12/31/2025 11:59 PM

Budget* $ Daily cap $ Max Bid $ CPM

◉ Spend Evenly Through End Date   ◯ Spend ASAP

- Flight Dates: Enter the start and end dates for your campaign.
- Budget: Enter your total budget. You can also set a daily cap or maximum bid if desired.
- Pacing: Choose one of two options:
  - Spend Evenly: Distribute your budget evenly throughout the campaign flight.
  - Spend ASAP: Use the budget as quickly as possible.

Step 5: Frequency Capping
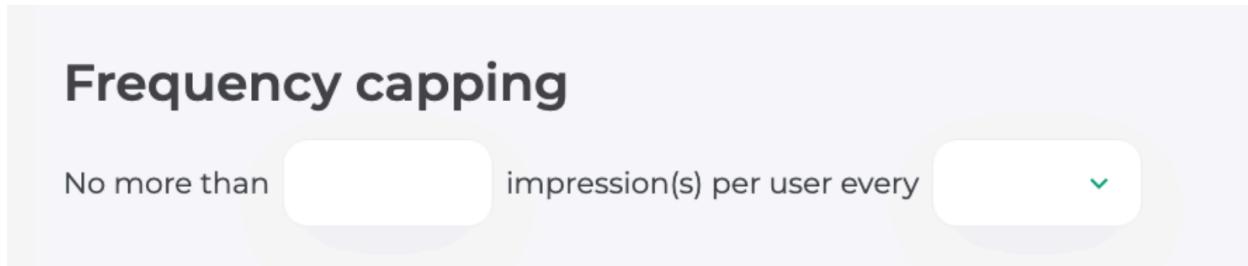
Frequency capping

No more than [   ] impression(s) per user every [▾]

- If you'd like to set a specific frequency cap you can do so here based on:
  - Hour
  - Day
  - Week
  - Month

Step 6: Conversion Tracking

Conversion Tracking

What action do you want to track after a click?

○ No engagement tracking   ◉ Use Pixel

GC Conversion Pixel (TEST) - bce38e13-5916-47b2-8e a2-3a388be0f0b6 ⊗

Deselect all   ⌄

1 items selected

- Here, you can select a pixel to track conversions (using the conversion pixel you created). If this campaign is strictly for awareness or you were unable to place a pixel, select "No engagement tracking."

Step 7: Launch Your Campaign
- If you haven't added billing information yet, you'll need to do so before launching.
- Once billing is entered, click Submit to launch your campaign.

Note: After launching, your campaign may show a Pending status for up to 48 hours while we obtain approval from our partners for the campaign and creatives. Once your campaign starts spending, the status will update to Live, and data will be available in reporting.

https://www.growthchannel.com/knowledge-center-secondary/creating-and-launching-a-campaign