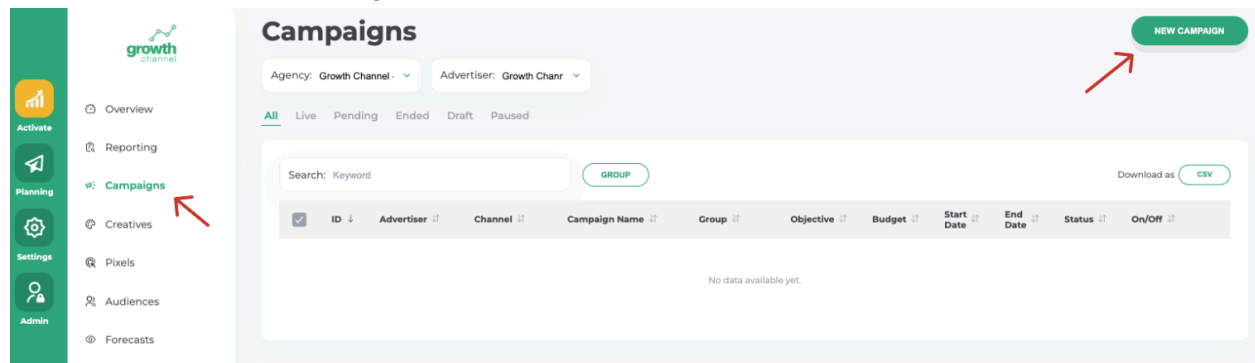




Creating and Launching a Campaign

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.

Organize your campaign

Agency*

Growth Channel - 125870

Advertiser*

Growth Channel Company - 430861

Channel*

Select channel

Campaign name*

Enter campaign name

Audience*

Select audience

Creatives*

Select creative

BACK

PROCEED

SAVE DRAFT

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

Campaign Objective

TEST

Select KPI



Awareness



Clicks & Traffic



Video



Audio



Conversions

CTR

KPI

%

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

The screenshot shows the 'Schedule' section of a campaign setup interface. At the top, there is a toggle for 'Is Ongoing?' which is currently turned off. Below this, there are two date pickers: 'When should this campaign start?' with the date '09/18/2025 12:00 AM' and 'When should this campaign finish?' with the date '12/31/2025 11:59 PM'. Underneath the date pickers, there are four input fields: 'Budget*' with a dollar sign, 'Daily cap' with a dollar sign, 'Max Bid' with a dollar sign, and 'CPM'. At the bottom, there are two radio buttons for pacing: 'Spend Evenly Through End Date' (which is selected) and '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

The screenshot shows the 'Frequency capping' section of a campaign setup interface. It features a large heading 'Frequency capping'. Below the heading, there is a text input field with the text 'No more than' followed by a white input box, then the text 'impression(s) per user every' followed by a white dropdown menu with a green checkmark icon.

- 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>