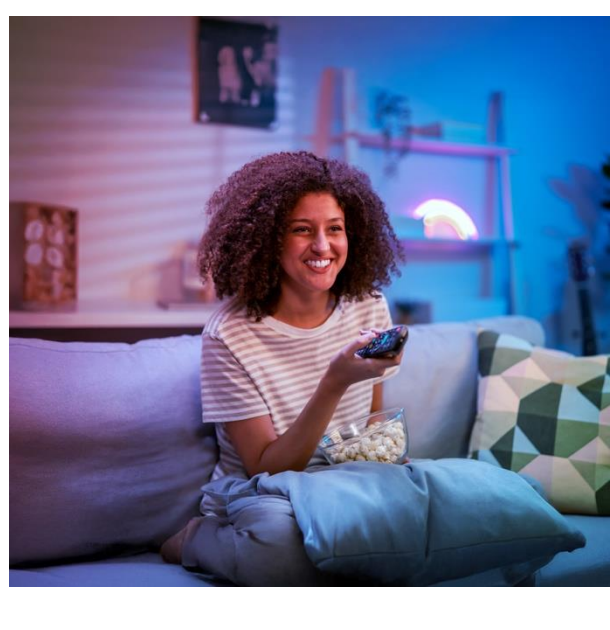


# Getting Started with Universal Ads

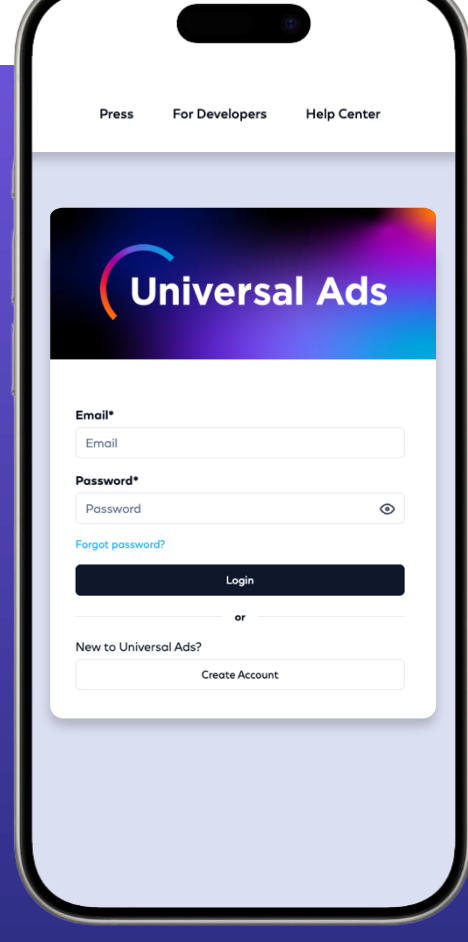


## How does UA set you up for success?

How does Universal Ads set you up for success? Built for business owners and marketers alike, Universal Ads combines an easy, social-style setup, access to massive reach across premium TV inventory, and real-time performance tracking directly from the biggest publishers in the business. Our platform drives measurable results that align to your brand's KPIs and business goals.

## What is TV advertising?

TV advertising reaches your audience wherever they're watching, whether that's on a smart TV, through a cable box, or on a phone or tablet via a streaming app. Universal Ads gives you access to all of it, putting your brand in front of viewers across every screen and every way people watch today.



## First Steps

- Create your account**  
Select "Login" on the Universal Ads homepage and then select "Create an Account"
- Log into the platform**  
Once your account is approved log in at <https://manage.universalads.com>
- Get familiar with your dashboard**  
The UA dashboard is your homebase where you can see your campaign results that matter most including reach, actions, and spend

# Blueprint for launching an effective TV campaign in Minutes

Setting up an effective TV ad campaign doesn't have to be complicated—just follow these simple steps and best practices to build your campaign, ad set, and ad with confidence. Like assembling the perfect burger, each step is layered in the right order, helping you optimize performance and successfully break into the TV space from the top bun down.

## 1 Get familiar with your recipe

### Campaign

This is the big picture plan, the bun that holds it all together. This is where you set your total budget and campaign length and define your goals.

### Ad Set

Within a campaign, this is where you define how your ads will run. You pick who to reach, how much you want to spend to reach them and if you want to track actions they take like visiting your website.

### Ad

An ad is your actual creative, what people see on TV. It is a sound-on video that includes strong messaging, branding, and a call to action. Think "What does the viewer experience and what do you want them to do with your brand?"

## 2 Warm up the grill and prepare your ingredients

### Choose Your Objective

Are you looking to drive awareness (get more people seeing your ad and brand), or conversions (have viewers take specific actions like buy your product)? Define what success looks like.

### Ready Your TV Creative

No big-production fancy commercial? No problem! With our creative gen tool, you can repurpose your existing social and web content or utilize our creative partners to do it for you.

### Don't Worry, Nothing is Permanent!

After you go live it's easy and flexible to adjust your TV campaign. Just set your campaign live, give it a few days to gain momentum and in real-time see how it performs and adjust when you want.

## 3 Take your burger gourmet with these tips

**Targeting:** Avoid adding too much targeting which will narrow your audience too much. This may make it harder to deliver your goals and drive up your CPM (the cost to show your ad 1,000 times). Stick to 1-2 targeting layers max at first, then refine as you go.

**Bidding/Budgeting:** Your bid is the maximum CPM we will use to deliver your ad. You can bid at your desired price and adjust over time to optimize performance if you want to increase delivery or lower CPM. If you don't know where to start, we recommend \$10 so you can be competitive against most of our inventory.

**Flighting:** The best results come from running your campaign for 4-6 weeks. TV ads prove to be most effective when you reach your audience at least 3x per week over your campaign time period. For that reason, give it 1-2 weeks before scrutinizing performance!

**Creative:** To build high-impact TV commercials that drive results, grab viewers' attention within the first 2-3 seconds, communicate your brand and message clearly, have a distinct CTA, and maintain consistent branding. Feel free to test distinct creative versions, you can run more than 1 creative per ad set! Always reference our [creative guidelines](#) to ensure your creative is up to par.

**Structure:** For your first campaign, stick to a target audience that you know resonates with your brand and keep set up simple, 1 campaign, 1 or 2 ad sets and 1 or 2 creatives. Once you give the system time to run and you begin to see results you can adjust targeting, creative, or bid selection to see how the changes impact your performance. Keep optimizing to find your perfect TV advertising recipe!

## 4 Time to eat

Launch your campaign, monitor performance and drive results for your business.

## 5 Don't forget to plan your next bite

Think back to the goals you defined for your campaign - were you looking for awareness? Check out our reach metrics. Looking to drive conversions? Make sure your pixel was connected and you'll see what actions the campaign drove. We see the most success when you stay connected with your campaign and optimize so refer to the data in your results dashboard and we can help you make a plan to keep growing your business.

## Fire up the grill, and launch with confidence