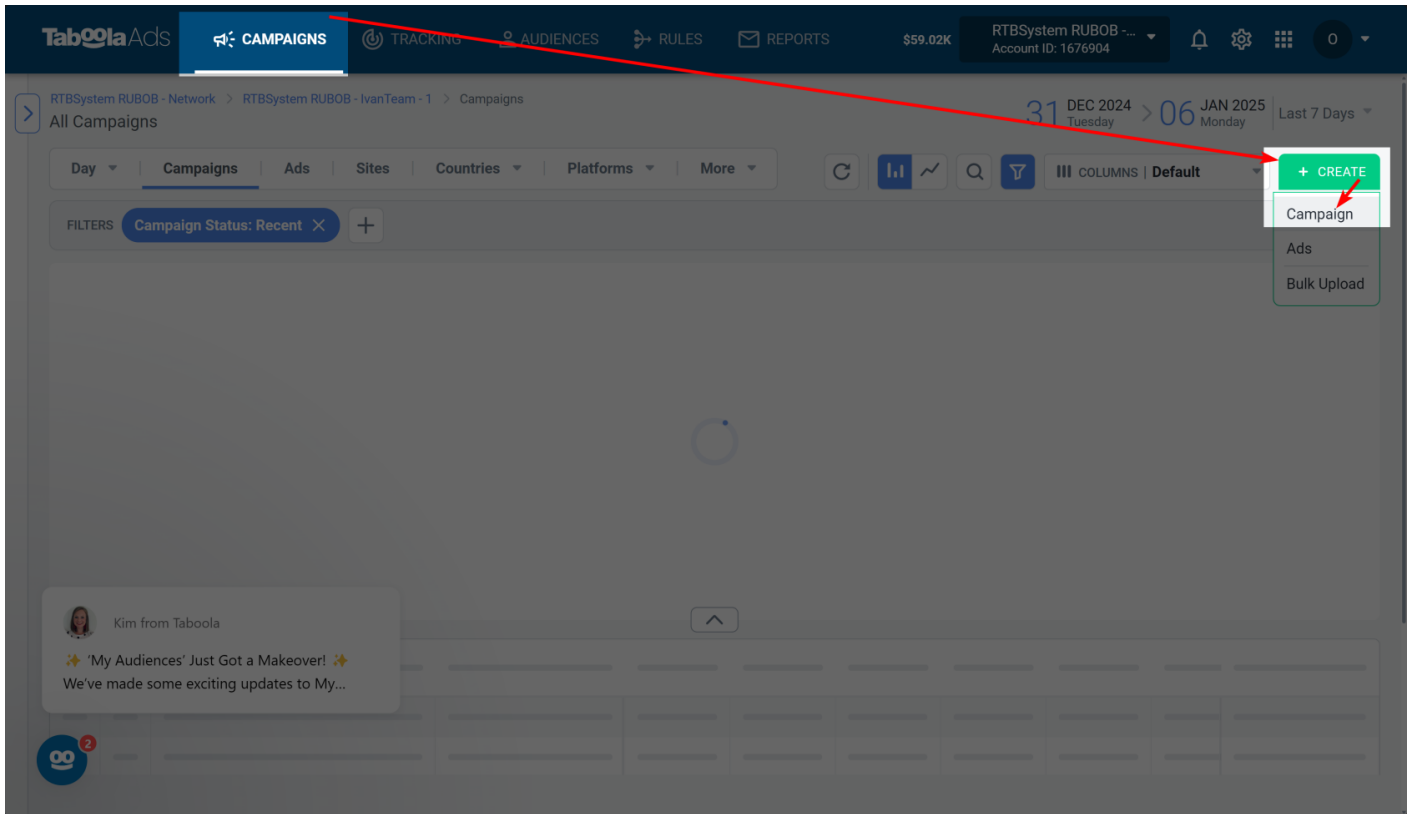


Taboola | створення кампанії - new



Вказуємо ім'я кампанії, ім'я бренду, оптимізацію по лідам, та подію **sale (Other)**

Campaign Setup

Campaign Name ?

unknown - Car_US - taboola - ivanteam_n2s_tgCPC

Brand Name ?

The name of your product, brand or website.
This name will appear in your ad, below the title.

Best Car

Marketing Objective ?

Select a primary goal for your campaign.

☐
BRAND
AWARENESS

☐
WEBSITE
ENGAGEMENT

☒
LEAD
GENERATION

☐
ONLINE
PURCHASES

☐
APP
PROMOTION

Drive leads, such as email signups.

Conversion Goal ?

Select "Conversion events" if you want SmartBid's algorithm to optimize your campaign towards a different conversion than the account default.

☐ Account Default ?

☒ Conversion events

sale (Other)

Як мінімум потрібен таргетинг по країні і пристроям (потрібно обрати хоча б щось одне), зверніть увагу за зауваження по пристроям!
Все інше тергетуєте по своїй стратегії (смак)
І в кінці жmemo **Next**

Campaign Targeting



Location ?

Target specific countries or regions.

☒ Include



Select Country...



Selected countries (1)

Clear All

☒ United States

Locations to be included ?

Target multiple countries OR multiple Regions, Cities or Postal Codes in 1 country



Entire Country



Region/State



DMA



City



Postal Code

Platform ?

Target specific platforms.



DESKTOP



MOBILE



TABLET



Desktop and Mobile usually require different bid amounts, we recommend to run a separate campaign for each platform.

Налаштовуємо вартість за кліки/перегляди, та бюджет. Можна обрати й "автоматизований" варіант (але консультуйтеся з тімлідом і менеджером).

💰 Budget and Bidding

Bidding Strategy

[Help Center](#)

What do you want to focus on?

Bid Control (CPC/CPM)

Optimize your campaigns manually by maintaining control of your bids

Bid Type ?

Select the bid amount for your campaign.

☐ Enhanced CPC (Recommended)

Automatically optimize baseline bid to maximize the performance (Smartbid)

☒ Fixed CPC

Manually control your bid, baseline will be fixed and not optimized

USD | 0,10

⚠️ Manually controlled bids are not recommended for optimal performance and require constant monitoring

Budget ?

You can specify a budget that is daily, monthly, or for the duration of the campaign 'lifetime'.

☒



DAILY

Daily Budget

50

USD

☐



MONTHLY

☐



LIFETIME

Daily - An average, daily amount to spend on this campaign. Depending on available opportunities, you might spend less, or up to twice as much, on a given day.

В трекінг вставляєте (замінюючи дефолтне значення) наступний рядок і переходимо до створення креативу.

```
site_name={site}&widget_id={site}&site={site_domain}&thumbnail={thumbnail}&title={title}&tamp={times  
tamp}&platform={platform}&campaign_id={campaign_id}&campaign_name={campaign_name}&campaign_it  
em_id={campaign_item_id}&site_id={site_id}&cost={cpc}&external_id={click_id}
```

</> Tracking

Tracking Code ?

This code will be added to your landing page URLs so you will be able to track the campaign performance on other analytics platforms.

```
site_name={site}&widget_id={site}&site={site_domain}&thumbnail={thumbnail}&title={title}&tamp={timestamp}&platform={platform}&campaign_id={campaign_id}&campaign_name={campaign_name}&campaign_item_id={campaign_item_id}&site_id={site_id}&cost={cpc}&external_id={click_id}
```

Advanced Options

3rd Party Tags

Коли ви були в процесі створення кампанії, то вже у вас автоматично обрана кампанія, але можна вибрати декілька для масового заливку креативів.

Campaign Setup

Campaigns ?

Select one or more campaigns.

Select Campaigns...

Selected Campaigns (1)

unknown - Car_US - taboola - ivanteam_n2s_tgCPC

Pending Review

Вставляєте згенероване посилання з документа задач

Campaign Setup

Campaigns ?

Select one or more campaigns.

Select Campaigns...

Selected Campaigns (1)

unknown - Car_US - taboola - ivanteam_n2s_tgCPC

Pending Review

Setup

Creation Mode

GenAI



VARIATIONS



ONE BY ONE



RSS

Create ad variations of headlines and images, with the help of Taboola's Generative AI Admaker

Ad Name (Optional)

Enter Ad Name

Custom ID (Optional)

Enter Custom ID

Landing Page URL ?

Access [best practice templates](#) through Taboola's trusted landing page partners

<https://www.firstmanimpression.info/15HIDN>



☐ Load image and headline from the landing page URL

Далі текст контенту та зображення можете додавати свої, або згенерувати за допомогою вбудованого AI.

Media



Media (1) ?

Include at least 2 images or animated GIF or video files (no more than 10). [Best Practices](#)



Media Library

Stock Media

Generate with AI ? **Recommended**



MEDIA



AI-GENERATED IMAGES

Content

Help Me Write



Include at least 2 titles to increase your chances for a better performance (no more than 10), 35 - 45 characters is recommended. ?
Make sure that titles conform to our [Policy](#).

Headlines

Best car in Us

14/100

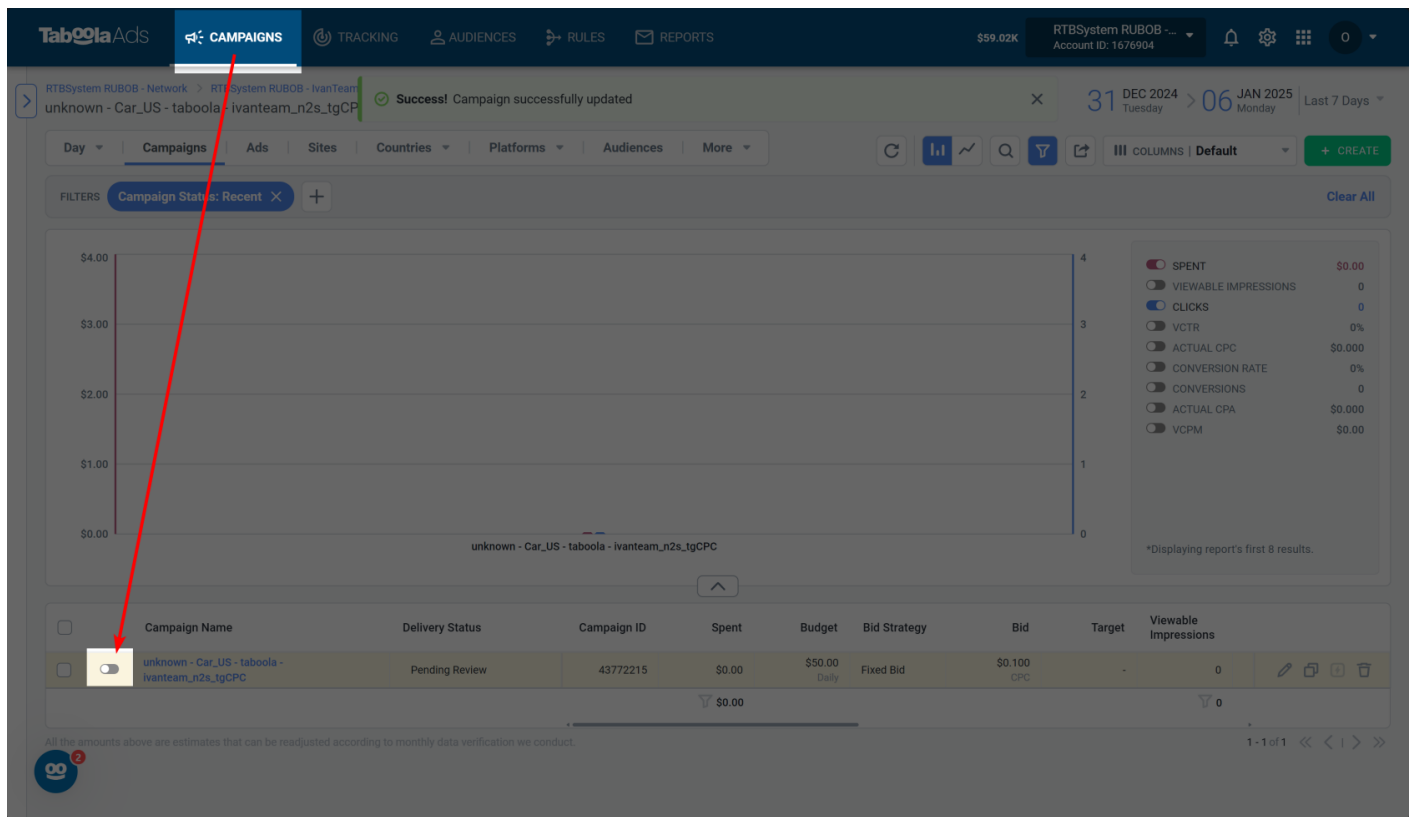
0/100

Description ?

0/250

CTA Button ?

Click Here



Revision #6

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