

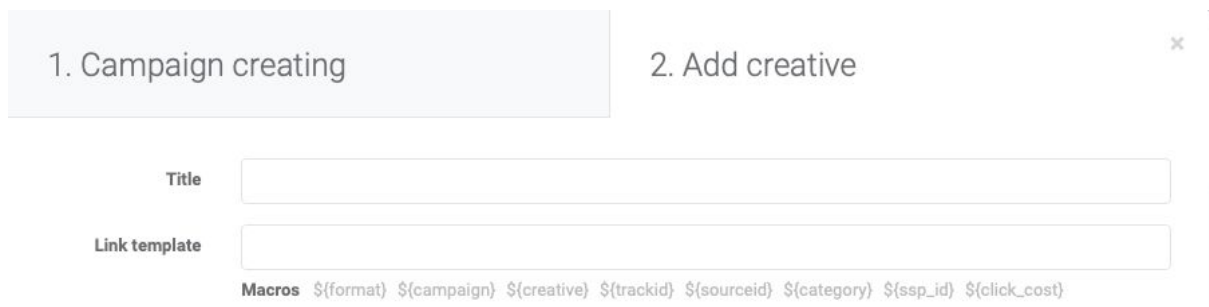
# 14 simple steps to create a campaign in the advertising network [Trending.bid](#)

**Step 1** - To create a campaign, go to the "CAMPAIGN" section and click the "Add campaign" button.



The screenshot shows a navigation bar with filters: Today, Yesterday, 7 days, 30 days, This month, and Last month. Below the filters are two empty input fields and a green 'Show' button. On the right side, there is a blue 'Add campaign' button.

**Step 2** - In the pop-up window put in the Title and Link. Click "Save".



The screenshot shows a pop-up window with two tabs: "1. Campaign creating" (selected) and "2. Add creative". Below the tabs are two input fields: "Title" and "Link template". Below the "Link template" field, there is a "Macros" section with the following text: `$(format) $(campaign) $(creative) $(trackid) $(sourceid) $(category) $(ssp_id) $(click_cost)`. A close button (X) is located in the top right corner.

All creatives in the campaign will inherit the URL by default.

Limits and postbacks apply to all creatives within the campaign.

In the campaign settings, you can:

- set up a postback;
- set limits on costs;
- set limits on impressions at the campaign level;
- set limits section of impressions per user.

*You can set or change these parameters at any time.*

➤ Postback settings

▼ Limits

	Hour	Day	Total
Costs	<input type="text"/> ₱	<input type="text"/> ₱	<input type="text"/> ₱
Impressions	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Impressions per user**

Impressions	Interval	days
<input type="text"/>	<input type="text"/>	▼

*Full step by step postback tutorial you will find [here](#).*


**Step 3** - Pick the required ad type (we choose the Push-Notification type).


Format

<b>Push</b>	Clickunder	PWA
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**Image**

Add images and text:

	The best Title	14/30	<a href="#">Preview</a>
	The best Description	20/40	





Formats: png, jpg, jpeg, gif.

Preview:

Chrome · <https://trending.bid> · Now

The best Title

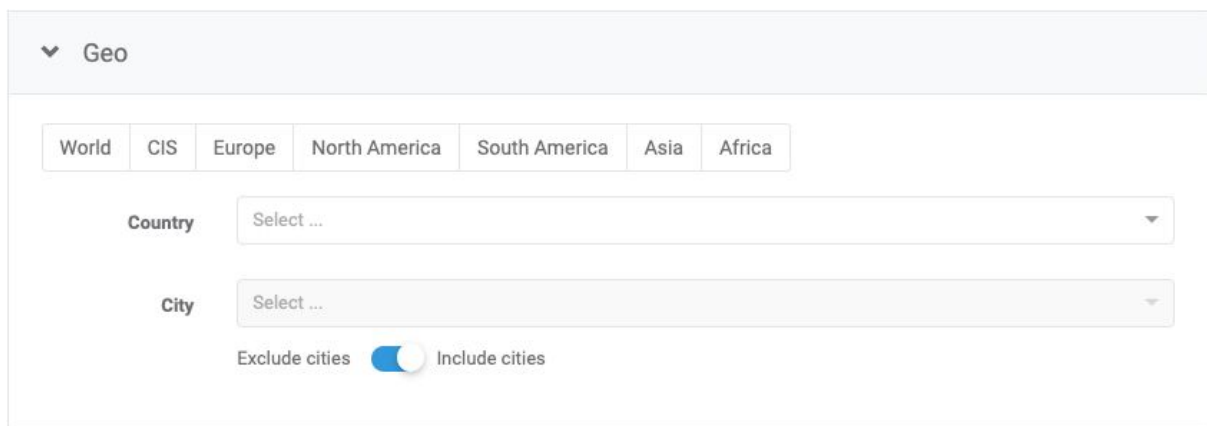
The best Description



*Current limits for text:* up to 30 symbols in the title and up to 40 symbols in the description.

*Current limits for image:* icon size 192x192 (no more than 0.95 MB), image size 360x240 (no more than 0.95 MB).

**Step 4** - Select the countries and cities in the tab “GEO”.



The screenshot shows a 'Geo' settings panel. At the top, there is a dropdown menu labeled 'Geo'. Below it, there are seven tabs: 'World', 'CIS', 'Europe', 'North America', 'South America', 'Asia', and 'Africa'. Under the tabs, there are two dropdown menus: 'Country' and 'City', both with 'Select ...' as the placeholder text. At the bottom, there is a toggle switch labeled 'Exclude cities' (with a blue circle) and 'Include cities' (with a white circle).

*To target the cities of your selected countries in detail select "City".*

## Step 5 - Browsers.

▼ Browsers Chrome

Select all Deselect all

<input type="checkbox"/> Undefined	<input type="checkbox"/> Mobile Safari	<input type="checkbox"/> Mobile Safari UIWebView
<input checked="" type="checkbox"/> Chrome	<input type="checkbox"/> Safari	<input type="checkbox"/> Edge Mobile
<input type="checkbox"/> Opera	<input type="checkbox"/> Opera Mini	<input type="checkbox"/> Opera Mobile
<input type="checkbox"/> Firefox	<input type="checkbox"/> Chrome Mobile	<input type="checkbox"/> Firefox Mobile
<input type="checkbox"/> Edge	<input type="checkbox"/> Chrome Mobile iOS	<input type="checkbox"/> Firefox iOS
<input type="checkbox"/> Yandex Browser	<input type="checkbox"/> Chromium	<input type="checkbox"/> Vivaldi
<input type="checkbox"/> IE	<input type="checkbox"/> IE Mobile	<input type="checkbox"/> Comodo Dragon
<input type="checkbox"/> Mail.ru Chromium Browser	<input type="checkbox"/> Android	<input type="checkbox"/> UC Browser

*To target your creative to all of the other browsers, that are not included in the list select “Undefined”.*

## Step 6 - Select the operating systems in the tab “OS”.

▼ OS Windows 7, Windows XP

Select all Deselect all Only desktop Only mobile

<input type="checkbox"/> Undefined	<input type="checkbox"/> Windows 8	<input type="checkbox"/> Ubuntu
<input checked="" type="checkbox"/> Windows 7	<input type="checkbox"/> Windows Vista	<input type="checkbox"/> Linux
<input checked="" type="checkbox"/> Windows XP	<input type="checkbox"/> iOS	<input type="checkbox"/> Windows Phone
<input type="checkbox"/> Windows 8.1	<input type="checkbox"/> Mac OS X	<input type="checkbox"/> Symbian OS
<input type="checkbox"/> Windows 10	<input type="checkbox"/> Android	

## Step 7 - Subscription age.

▼ Subscription age ⓘ 1, 2, 3

Select all Deselect all

<input type="checkbox"/> Undefined	<input type="checkbox"/> 5	<input type="checkbox"/> 30-60
<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 6	<input type="checkbox"/> 60-90
<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 7-13	<input type="checkbox"/> 90+
<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 14-20	
<input type="checkbox"/> 4	<input type="checkbox"/> 21-30	

*Subscription age* is targeting that allows selecting only those users who subscribed a certain number of days ago. Than recently the subscription, that higher the CTR, but the amount of traffic will be less.

## Step 8 - Browser language.

▼ Language Undefined, Arabic, Azerbaijani, Danish, Dutch; Flemish, English, French, German, Ita...

Select all Deselect all

<input checked="" type="checkbox"/> Undefined	<input checked="" type="checkbox"/> German	<input checked="" type="checkbox"/> Russian
<input checked="" type="checkbox"/> Arabic	<input checked="" type="checkbox"/> Italian	<input checked="" type="checkbox"/> Spanish; Castilian
<input checked="" type="checkbox"/> Azerbaijani	<input checked="" type="checkbox"/> Norwegian	<input checked="" type="checkbox"/> Swedish
<input checked="" type="checkbox"/> Danish	<input checked="" type="checkbox"/> Persian	<input checked="" type="checkbox"/> Thai
<input checked="" type="checkbox"/> Dutch; Flemish	<input checked="" type="checkbox"/> Polish	<input checked="" type="checkbox"/> Turkish
<input checked="" type="checkbox"/> English	<input checked="" type="checkbox"/> Portuguese	<input checked="" type="checkbox"/> Ukrainian
<input checked="" type="checkbox"/> French	<input checked="" type="checkbox"/> Romanian; Moldavian; Moldovan	<input checked="" type="checkbox"/> Uzbek

The browser language will help you target *specific national groups in the country*.

## Step 9 - Source category.

▼ Source category Music, Android, Movies, Games, Video, Education, Software, Adult, News, Bo...

Select all Deselect all

<input type="checkbox"/> Undefined	<input checked="" type="checkbox"/> Kids sites	<input checked="" type="checkbox"/> Government
<input checked="" type="checkbox"/> Music	<input checked="" type="checkbox"/> Download	<input checked="" type="checkbox"/> Renovation and building
<input checked="" type="checkbox"/> Android	<input checked="" type="checkbox"/> Women sites	<input checked="" type="checkbox"/> Shopping
<input checked="" type="checkbox"/> Movies	<input checked="" type="checkbox"/> File hosting	<input checked="" type="checkbox"/> Dating
<input checked="" type="checkbox"/> Games	<input checked="" type="checkbox"/> Appliances and electronics	<input checked="" type="checkbox"/> Photography
<input checked="" type="checkbox"/> Video	<input checked="" type="checkbox"/> Service	<input checked="" type="checkbox"/> Legislation
<input checked="" type="checkbox"/> Education	<input checked="" type="checkbox"/> Beauty	<input checked="" type="checkbox"/> Traveling
<input checked="" type="checkbox"/> Software	<input checked="" type="checkbox"/> Sport	<input checked="" type="checkbox"/> Job
<input checked="" type="checkbox"/> Adult	<input checked="" type="checkbox"/> Cooking	<input checked="" type="checkbox"/> Clothing
<input checked="" type="checkbox"/> News	<input checked="" type="checkbox"/> Men sites	<input checked="" type="checkbox"/> Social network
<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Automotive	<input checked="" type="checkbox"/> Gambling
<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> Forum	<input checked="" type="checkbox"/> Loans
<input checked="" type="checkbox"/> Torrent	<input checked="" type="checkbox"/> Earnings	<input checked="" type="checkbox"/> Special equipment
<input checked="" type="checkbox"/> Entertainment	<input checked="" type="checkbox"/> Web search	

*The source category is a site category that the user subscribed to Push-Notifications.*

*[Here](#) is some gender by category stats.*

**Step 10** - Set up the schedule for your offer in the tab “Schedule”.

▼ Schedule ⓘ

Select all   Work time   Evening time   Deselect all

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
MON <input type="checkbox"/>	+	+	+	+	+	+	+	+	+														+	+	+	
TUE <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+
WED <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+
THU <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+
FRI <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+
SAT <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+
SUN <input type="checkbox"/>	+	+	+	+	+	+	+	+	+															+	+	+

*Please note that the time is set according to the local GEO time that you target. You don't need to count the time zone difference, ads will be sent to the user at the local time.*



**Step 11** - One of the most important steps is selecting a traffic source.

▼ Sources

Select all sources

- Direct traffic sources – SSP id1
- Прямые источники трафика – SSP id 29 onsite push
- SSP id5 - SecondPrice - 45m imps/day
- SSP id6 - FirstPrice - 340m imps/day
- SSP id10 - SecondPrice - 100m imps/day
- SSP id19 - FirstPrice - 40m imps/day
- SSP id37 - CPC only 600m imps/day
- SSP id38 - CPC only 1 027m imps/day
- SSP id39 - CPC only 85m imps/day
- SSP id40 - CPC only 235m imps/day
- SSP id43 - CPC only 420m imps/day
- SSP id44 - CPC only 942m imps/day
- SSP id45 - CPC only 48m imps/day
- SSP id46 - CPC only 208m imps/day
- SSP id47 - CPC only 78m imps/day
- SSP id48 - CPC only XX imps/day
- SSP id49 - CPC only 1 088m imps/day
- SSP id50 onsite push - CPC only
- SSP id51 onsite push - CPC only

Enter comma-separated source IDs from macro \${sourceid}

**Black list** White list ⓘ

Trending.bid has a different sources: direct and external. External sources include sources that don't have their own traffic sales systems.

You can use the hints located next to each source (SSP) to help you pick the source:

1) Auction type:

- *First Price* – you pay exactly what you bid;
- *Second Price* – you pay the second price after your bid and the minimum auction step.

2) Type of traffic:

- *On-Site Push* – an additional type that looks like a Push-Notification inside the browser;
- *Subscriptions allowed* – subscriptions are allowed;
- *No subscriptions* – subscriptions are not allowed;
- *CPC only* - available only under the CPC pricing model.

We recommend to run separate creatives on each source (SSP) that you want to test

To narrow down the target you can use black and white lists by entering the ID of the sources that you want to include or exclude. To determine the source ID, you can pass "`{sourceid}`" to the link or use our statistics in your account (sort by sourceid).

**Step 12** - Pick the pricing model and enter the bid in rubles.

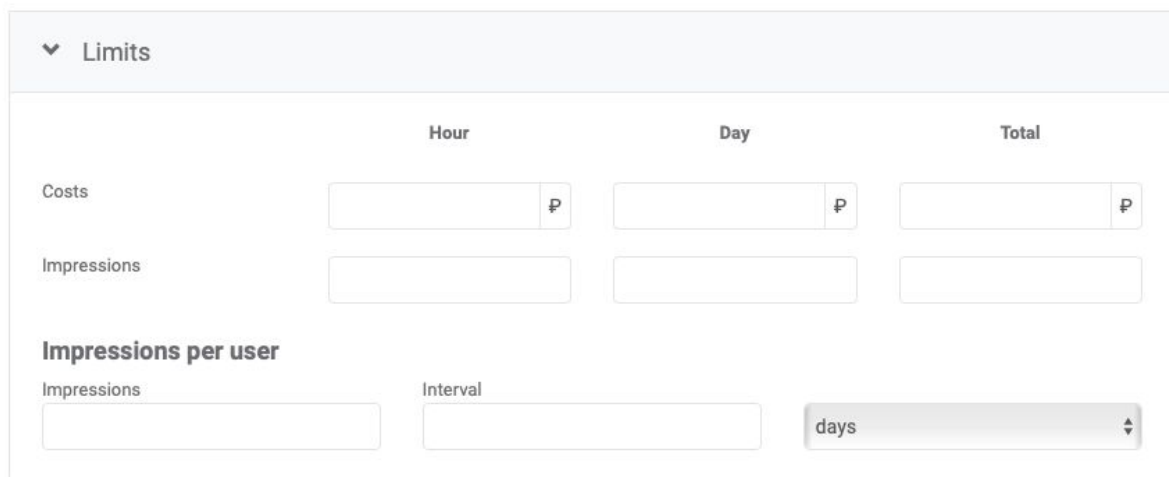


The screenshot shows a form for selecting a pricing model. On the left, there is a label "Pricing model" above a dropdown menu. The dropdown menu is open, showing two options: "CPM" and "CPC". The "CPC" option is selected and highlighted in blue. Below the dropdown is a text input field labeled "Rate per click in rubles" with a Russian ruble symbol (₽) to its right. To the right of the form, there is a text message: "With the current bid and targetings you will receive up to 0 clicks per day".

*CPM – Cost Per Mile*

*CPC – Cost Per Click*

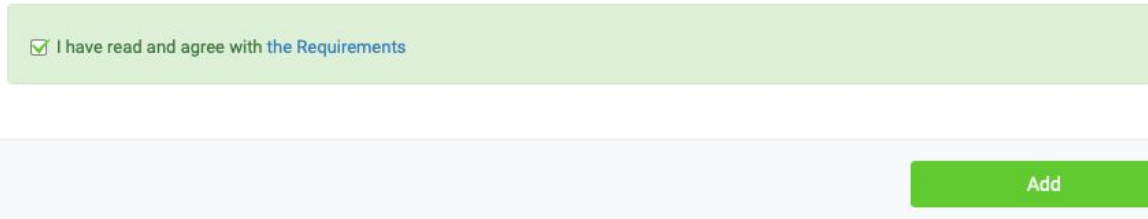
**Step 13** - Add the limits for the following settings:



The screenshot shows the "Limits" section of a settings interface. At the top, there is a dropdown arrow and the text "Limits". Below this, there is a table with three columns: "Hour", "Day", and "Total". The rows are "Costs" and "Impressions". Each cell in the table contains an input field with a Russian ruble symbol (₽) to its right. Below the table, there is a section titled "Impressions per user". It contains two input fields: "Impressions" and "Interval". To the right of the "Interval" field is a dropdown menu with the text "days" and a downward arrow.

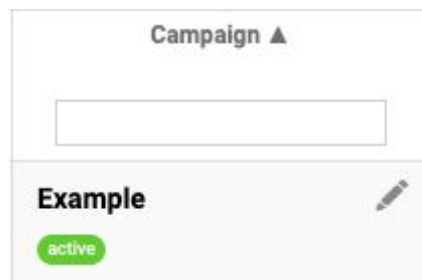
*You can set limits (in money or impressions) per hour, day, or total, as well as adjust the number of impressions per user.*

**Step 14** - Read our [policy](#), check the box and click the green "Add" button. After that, your creative will automatically be sent to moderation.



*Note: we don't moderate creatives from zero balance account, to send your creative to moderation, you should top up your balance. If the creative was added before your first top up, then click the "Launch" button in the list of all creatives to send your creative to moderation.*

*If you need to change the settings click the "Edit" button with the pencil icon.*



After moderation, you may either stop, launch, copy or delete the creative. Just click on the checkbox and select the required action.

