

TRENDING. QUICK START GUIDE

BID



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01 INTRO

If you are looking for information on how to launch advertising campaigns using **Trending. Bid** traffic and you are not sure how to start, we have prepared a **step-by-step guide** about all the functions and possibilities of our platform.

We have traffic for all verticals or goals you have in mind. To start working with us, all you have to do is create an account, top up your balance and follow this guide.



“If you do not find a comfortable payment method, contact our technical support team, we will find the method that is the most profitable for you.”

02

GENERAL INSTRUCTIONS



CHOOSE AN OFFER

If you've made it this far, you probably already had an offer to work with. If you don't work with any CPA network and you need help finding the right offer, **let us know**, our managers will provide you with **special offers** from our partners.



WORK ON YOUR CREATIVES

We know that in order to sell more, we have to be original. For this we will have to work on our **creatives** to stand out. We recommend that you use spy tools to see which creatives advertisers use for their campaigns. If you launch campaigns in regions you don't know the language of, find a freelance service where they will do a quality translation for you since online translators don't always do it well.



SET UP YOUR TRACKER

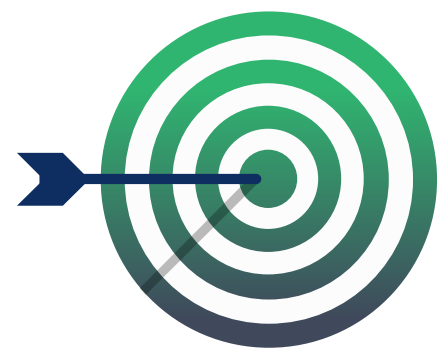
For a successful advertising campaign, you need to know the statistics, perform in-depth analysis and, if necessary, quickly adjust your traffic sources. For this reason, it is one of the most important steps before starting a campaign. A well-configured CPA tracker will allow you to have your own system to track leads, see their revenue, final cost, etc. You will have complete statistics that will allow you to perform online analysis.

We recommend you to use **Binom, Keitaro, Voluum or Redtrack.**



PRICING MODELS

In our platform you will find **two billing models** for our traffic, **CPC and CPM**. With CPC (or Cost Per Click), you will pay for every click made by users, with CPM (Cost Per Mile), you will pay for every 1000 impressions (users who saw your ad).



BLACK/WHITE LISTING

Before starting a campaign, you should run **a few tests with a limited budget** to see if the traffic sources satisfy you with the results. With this information, you will be able to create black or white lists and add them to your campaign if you decide to maximize the plan.

03

PUSH ADS FORMAT

MOST POPULAR AD FORMAT, WHICH GENERATES A LOT OF VOLUME

You can choose between the **“Classic format”** - system messages for the user who has subscribed, or the **“In-App format”**, which will send notifications to users who have installed a certain mobile application.

Format

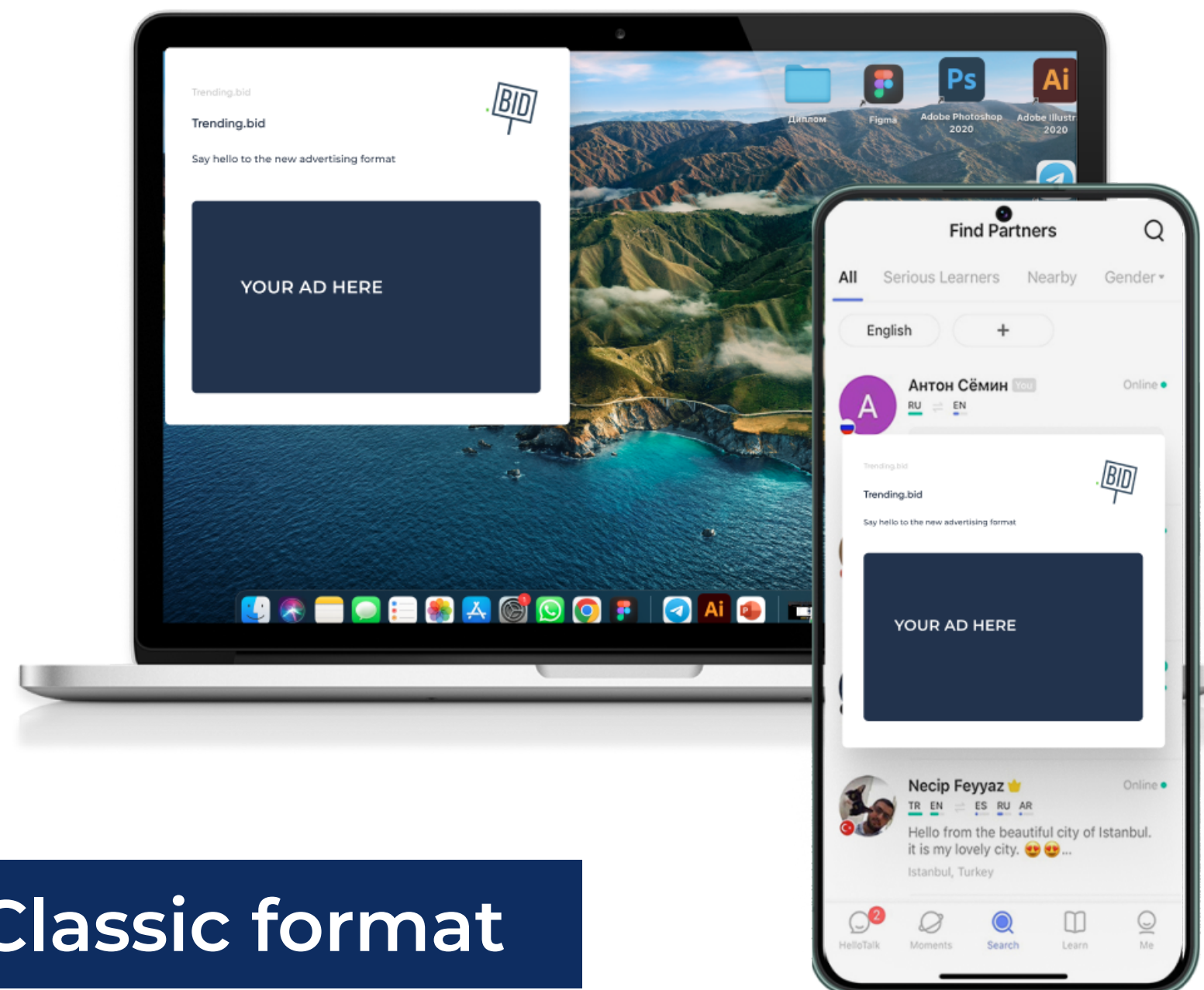
Push

Banner

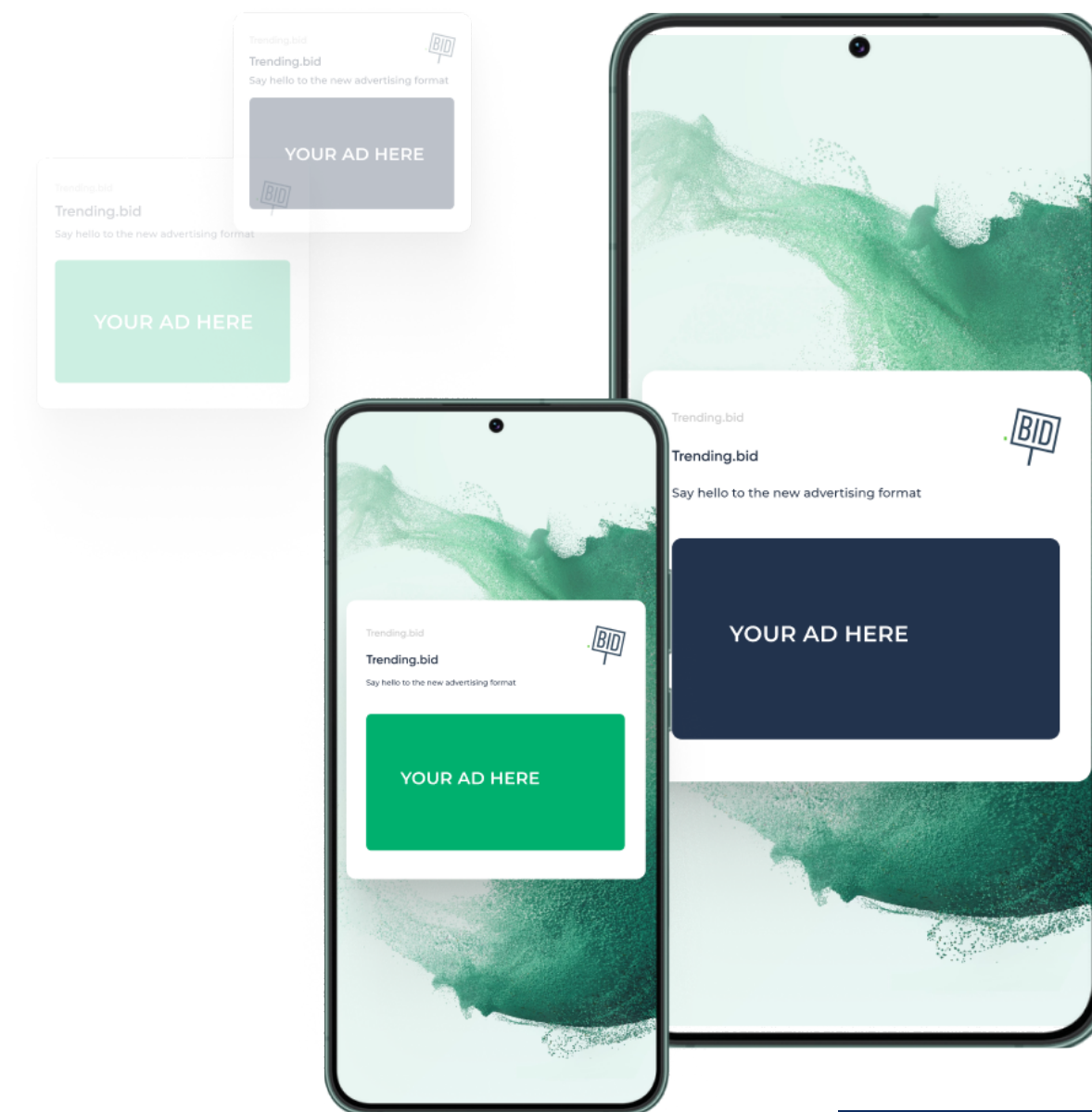
Clickunder

Classic

In App Push



Classic format



In-App format

NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title

Link template

Macros `$(format) $(campaign) $(creative) $(trackid) $(sourceid) $(w) $(h) $(site) $(country) $(os) $(link) $(dsp_name) $(adv_ssp_name) $(ssp_name) $(anyads_source_id) $(category) $(ssp_id) $(click_cost) $(subscriptionage) $(device) $(country:ru) $(city:ru) $(connectionType) $(provider) $(today:dm) $(today:short) $(tomorrow:dm) $(tomorrow:short)`

Apply to every creative ?

2 PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `$(sourceid)` and `$(trackid)` respectively.

1. Campaign creating 2. Add creative

Title

Link template

Macros `$(format) $(campaign) $(creative) $(trackid) $(sourceid) $(w) $(h) $(site) $(country) $(os) $(link) $(dsp_name) $(adv_ssp_name) $(ssp_name) $(anyads_source_id) $(category) $(ssp_id) $(click_cost) $(subscriptionage) $(device) $(country:ru) $(city:ru) $(connectionType) $(provider) $(today:dm) $(today:short) $(tomorrow:dm) $(tomorrow:short)`

Apply to every creative

No redirect

3

SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
<input type="text"/>	0 \$	<input type="radio"/>
<input type="text"/>	0 \$	<input type="radio"/>
<input type="text"/>	0 \$	<input type="radio"/>
<input type="text"/>	0 \$	<input type="radio"/>

http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid} [Click to copy](#)

http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid} [Click to copy](#)

http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid} [Click to copy](#)

http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid} [Click to copy](#)

http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid} [Click to copy](#)

Add param **trnid=** (unique transaction ID) to transfer several transactions per user
Add param **price=** to transfer the price of action

4

SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

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

5

ADD YOUR FIRST CREATIVE

Add images of 192x192 px for the small icon and 360x240 px for the big one. You can crop your images if you don't have that dimensions. The header is limited by 30 characters, the description - by 40.

Title

Link template



Macros `${format} ${campaign} ${creative} ${trackid} ${sourceid} ${w} ${h} ${site} ${country} ${os} ${link} ${dsp_name} ${adv_ssp_name} ${ssp_name} ${anyads_source_id} ${category} ${ssp_id} ${click_cost} ${subscriptionage} ${device} ${country:ru} ${city:ru} ${connectionType} ${provider} ${today:dm} ${today:short} ${tomorrow:dm} ${tomorrow:short}`

Format


Push Banner Clickunder

Classic In App Push

Files

	example	7/30
	example	7/40

[Preview](#)



Formats: png, jpg, jpeg, gif. Maximum file size 10 mb.

6

CHOOSE GEO, DEVICE, SOURCES AND CPC RATE

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.

The screenshot shows the 'Geo' targeting section. At the top, there is a dropdown menu labeled 'Geo' with a downward arrow. Below it, there are several tabs: 'World', 'CIS', 'Europe', 'North America', 'South America', 'Asia', and 'Africa'. Underneath the tabs, there is a 'Country' dropdown menu with 'Select ...' as the placeholder. Below the 'Country' dropdown, there are two tabs: 'City' (which is highlighted in dark blue) and 'Region'. To the right of these tabs is another dropdown menu with 'Select ...' as the placeholder. At the bottom of the section, there is a toggle switch labeled 'Exclude cities' on the left and 'Include cities' on the right. The 'Include cities' toggle is currently turned on, indicated by a green circle.

Choose **devices** wisely, as not all creatives work on mobile or desktop.

The screenshot shows the 'Device' targeting section. At the top, there is a dropdown menu labeled 'Device' with a downward arrow, and next to it, the text 'Desktop,Phone,Tablet,Other'. Below this, there are four sections, each with a checked checkbox and a label: 'Desktop:', 'Mobile:', 'Phone', and 'Tablet'. Below these sections, there is a 'device Vendor' dropdown menu with 'Select ...' as the placeholder. At the bottom of the section, there is a toggle switch labeled 'Exclude' on the left and 'Include' on the right. The 'Include' toggle is currently turned on, indicated by a green circle.

Then you have to select a **traffic source**. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

▼ Sources

All Mainstream Adult

All HQ

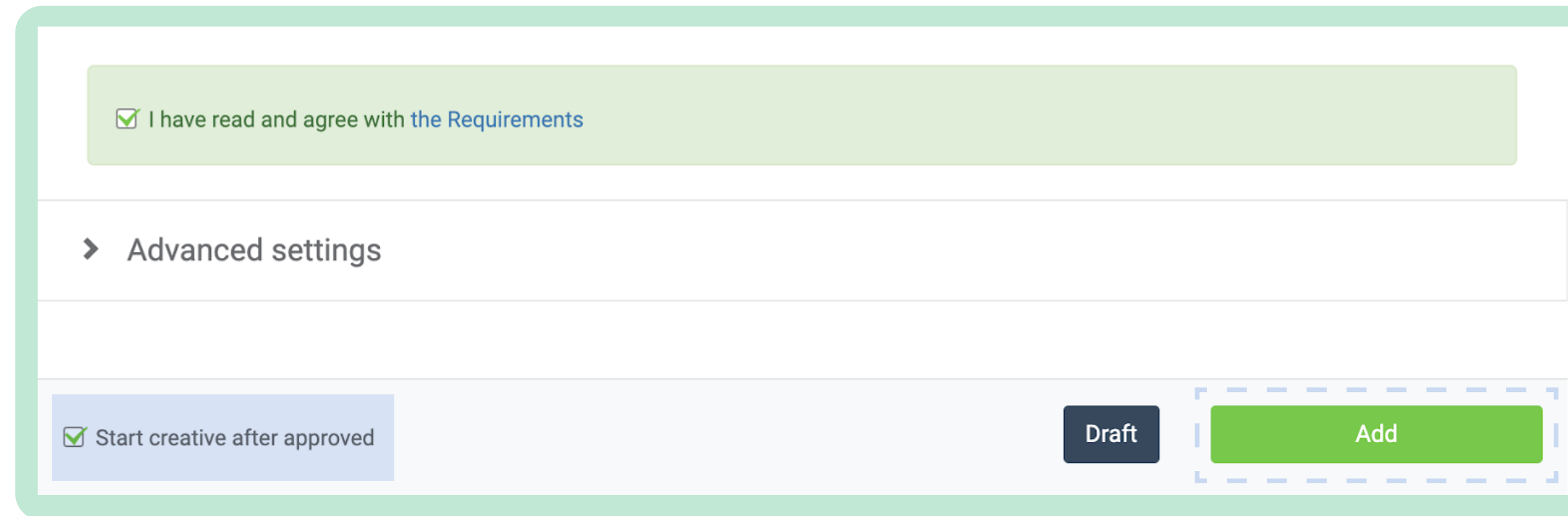
Enter comma-separated source IDs from macro $\$(sourceid)$

Black list White list ?

Choose your **bid**. Here we have a CPC model. The graphic will show you the amount of clicks for your bid.



Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



I have read and agree with [the Requirements](#)

› [Advanced settings](#)

Start creative after approved

[Draft](#) [Add](#)

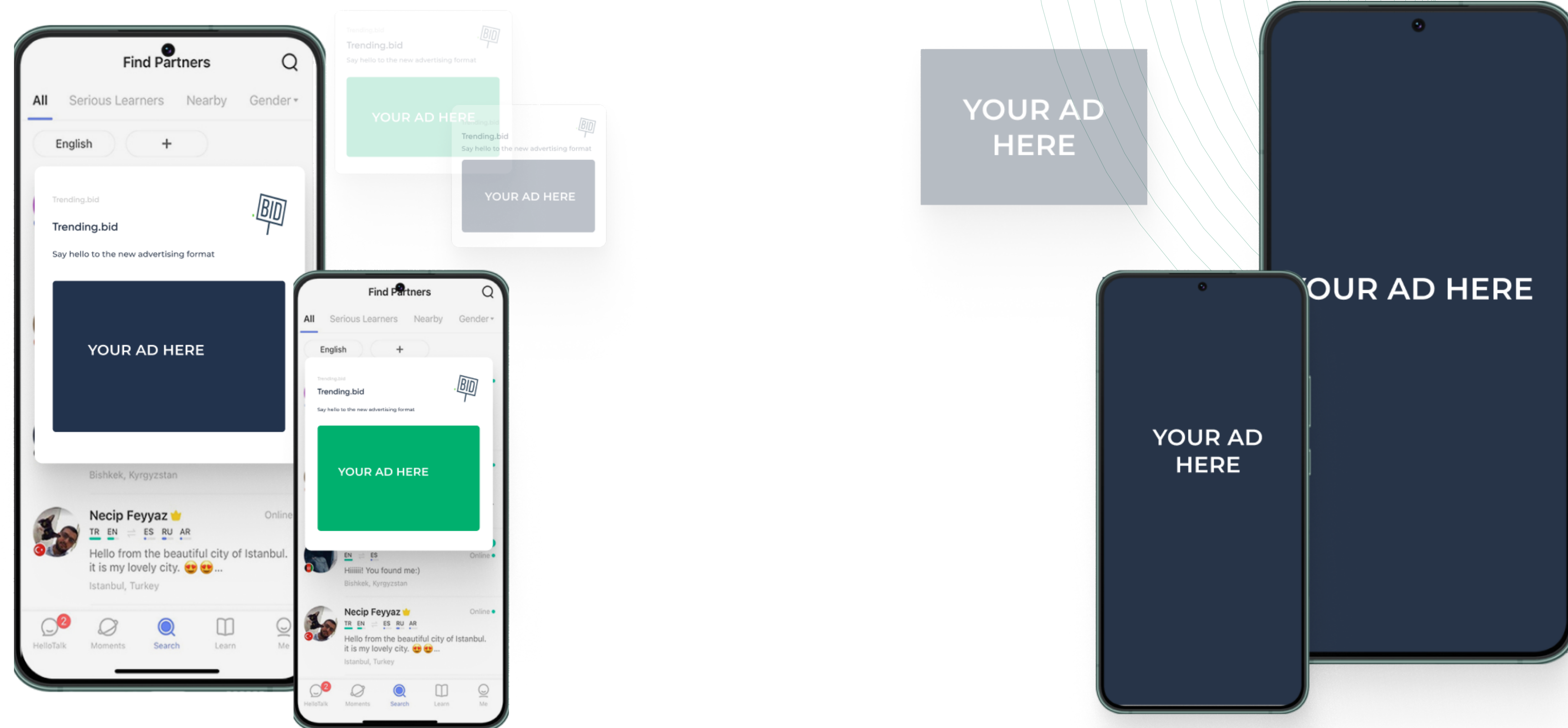
The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

ARE YOU READY TO [REGISTER](#) AND/OR
[CREATE YOUR FIRST CAMPAIGN?](#)



04 BANNER ADS FORMAT

In-App banners and messages create notifications inside mobile app, at the top of the main homepage or specific module pages.



1 NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template

Macros `$(format)` `$(campaign)` `$(creative)` `$(trackid)` `$(sourceid)` `$(w)` `$(h)` `$(site)` `$(country)` `$(os)` `$(link)` `$(dsp_name)` `$(adv_ssp_name)` `$(ssp_name)` `$(anyads_source_id)` `$(category)` `$(ssp_id)` `$(click_cost)` `$(subscriptionage)` `$(device)` `$(country:ru)` `$(city:ru)` `$(connectionType)` `$(provider)` `$(today:dm)` `$(today:short)` `$(tomorrow:dm)` `$(tomorrow:short)`

Apply to every creative ?

2 PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `$(sourceid)` and `$(trackid)` respectively.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template `https://www.example.net/?source_id=$(sourceid)&sub1=$(trackid)`

Macros `$(format)` `$(campaign)` `$(creative)` `$(trackid)` `$(sourceid)` `$(w)` `$(h)` `$(site)` `$(country)` `$(os)` `$(link)` `$(dsp_name)` `$(adv_ssp_name)` `$(ssp_name)` `$(anyads_source_id)` `$(category)` `$(ssp_id)` `$(click_cost)` `$(subscriptionage)` `$(device)` `$(country:ru)` `$(city:ru)` `$(connectionType)` `$(provider)` `$(today:dm)` `$(today:short)` `$(tomorrow:dm)` `$(tomorrow:short)`

Apply to every creative

No redirect

3

SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid} <small>Click to copy</small>		
deposit	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid} <small>Click to copy</small>		

Add param **trnid=** (unique transaction ID) to transfer several transactions per user
Add param **price=** to transfer the price of action

4

SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

Limits

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

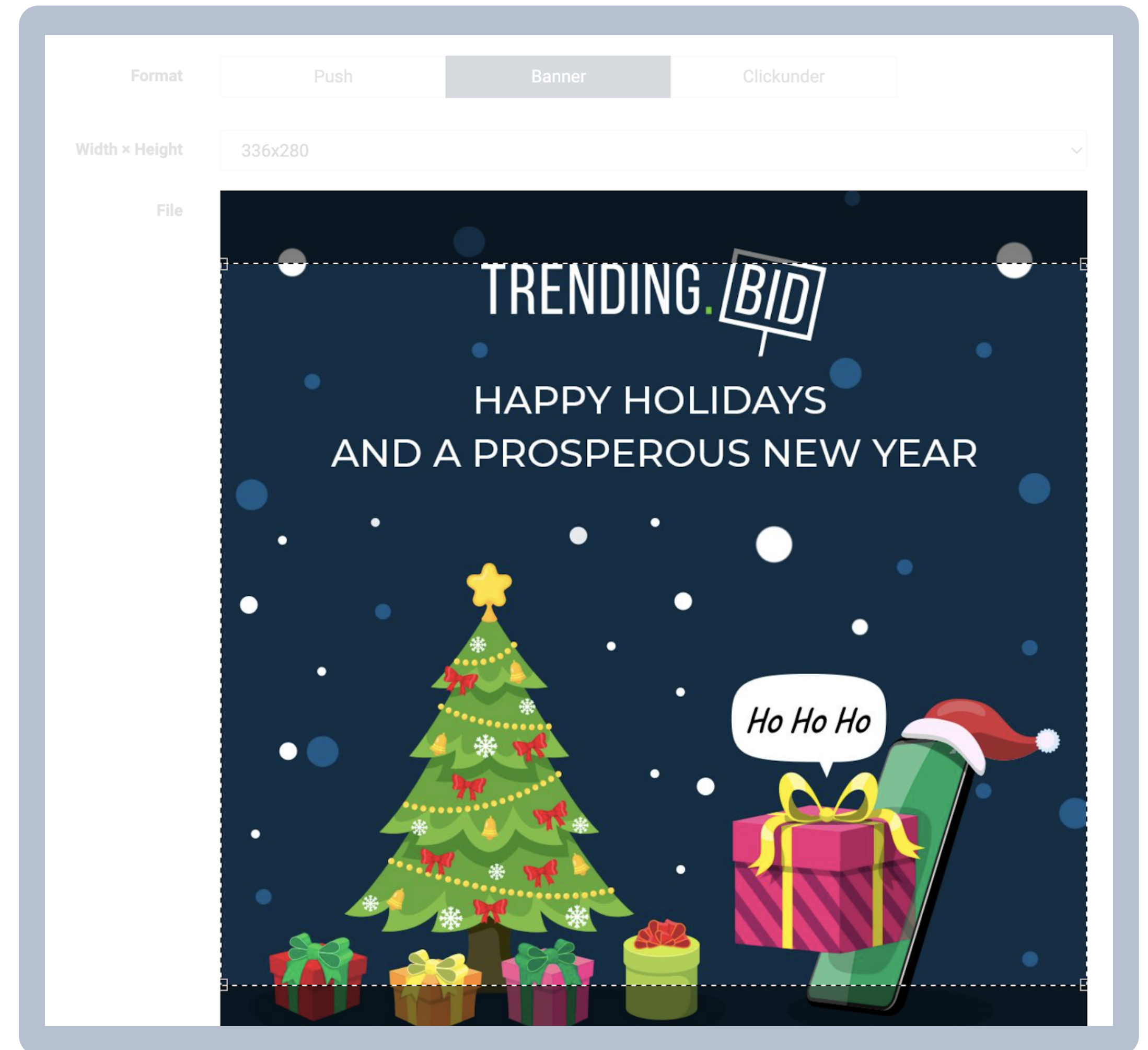
Impressions per user

Impressions Interval days

5

ADD YOUR FIRST CREATIVE

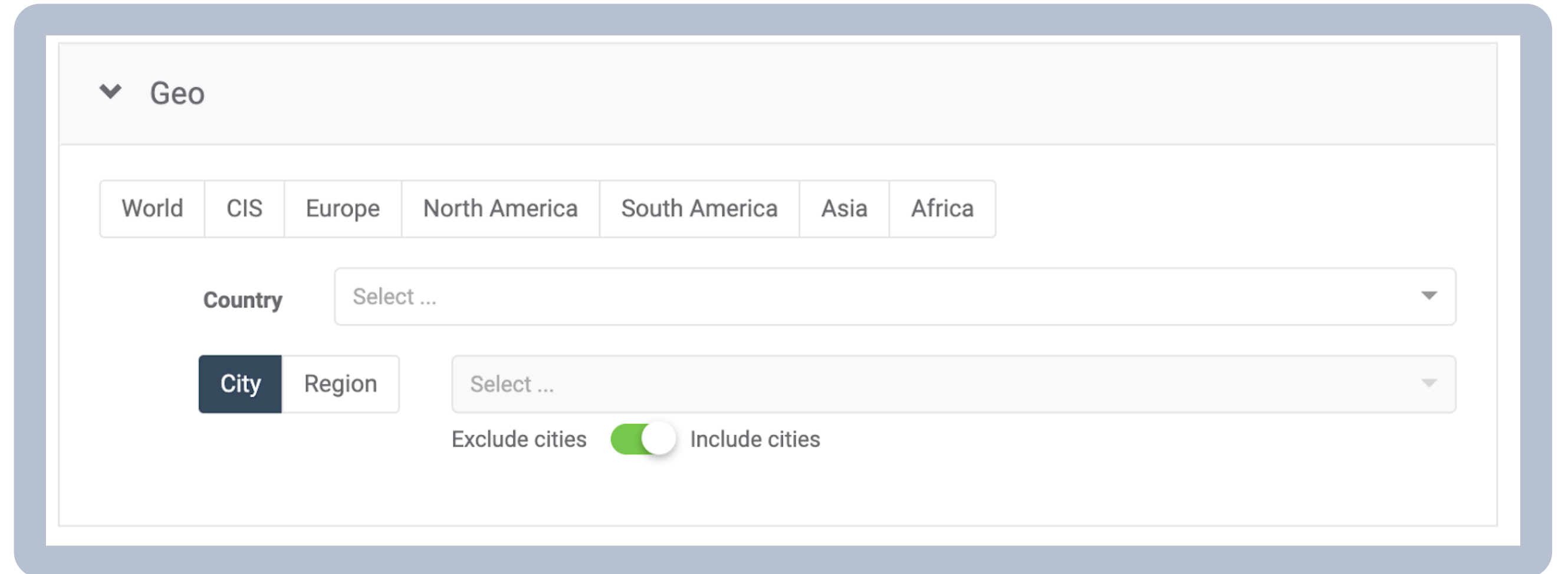
Select the desired format of your add and **upload** your creative. You can **crop** the image if you don't have the exact dimensions.



6

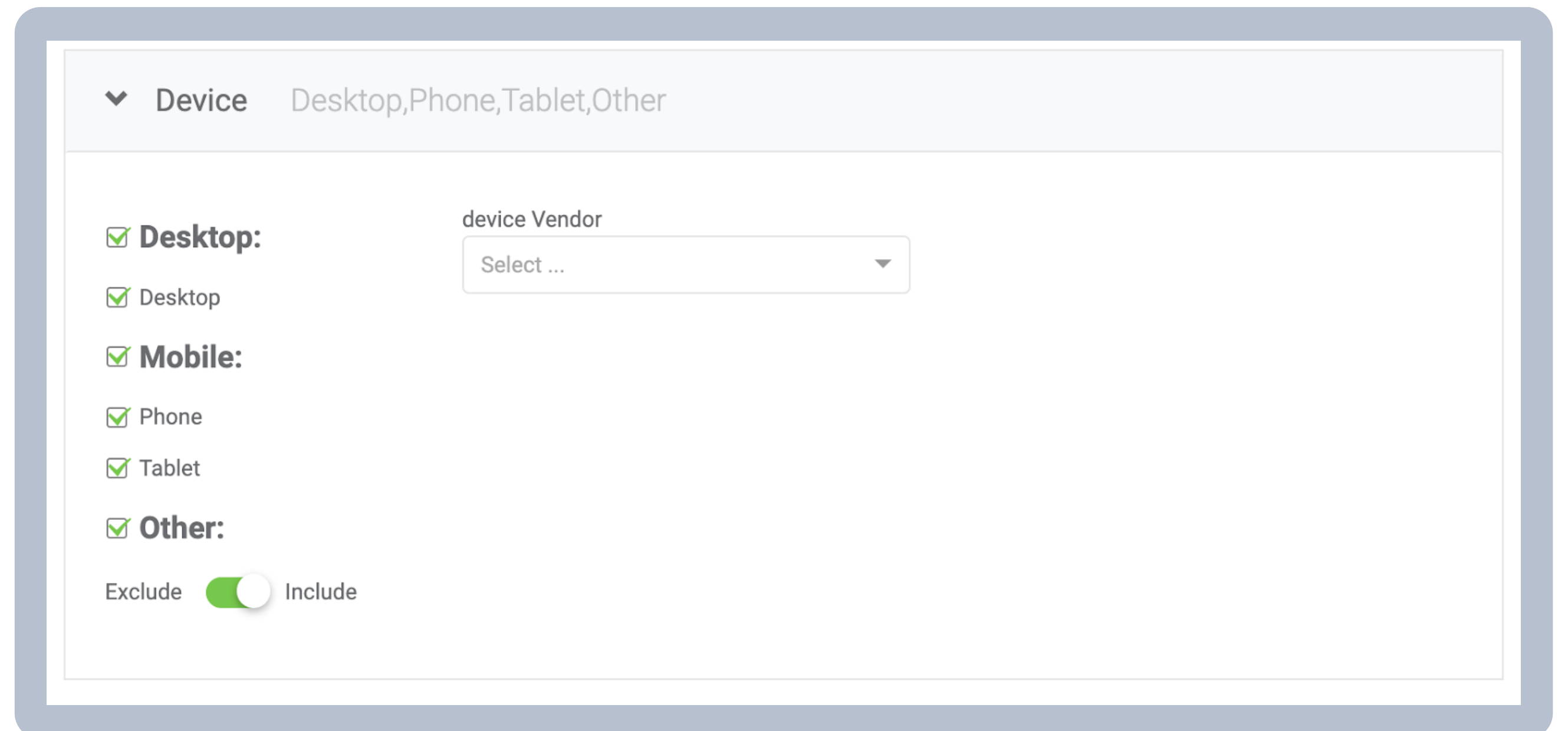
CHOOSE GEO, DEVICE, SOURCES AND CPC/CPM RATE (AND LIMITS IF YOU DID NOT SETTLE THEM UP)

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.



The screenshot shows the 'Geo' targeting section of an advertising platform. At the top, there is a dropdown menu labeled 'Geo' with a downward arrow. Below this, there are several tabs for geographical regions: 'World', 'CIS', 'Europe', 'North America', 'South America', 'Asia', and 'Africa'. Underneath the tabs, there is a 'Country' dropdown menu with 'Select ...' as the placeholder text. Below the country dropdown, there are two tabs: 'City' (which is currently selected) and 'Region'. To the right of these tabs is another dropdown menu with 'Select ...' as the placeholder text. At the bottom of the section, there is a toggle switch for 'Exclude cities' and 'Include cities', with the 'Include cities' option being selected.

Choose **devices** wisely, as not all creatives work on mobile or desktop.



The screenshot shows the 'Device' targeting section of an advertising platform. At the top, there is a dropdown menu labeled 'Device' with a downward arrow, and the text 'Desktop,Phone,Tablet,Other' is displayed next to it. Below this, there are four sections, each with a checked checkbox and a label: 'Desktop:', 'Mobile:', 'Phone', and 'Tablet'. At the bottom of these sections, there is a 'device Vendor' dropdown menu with 'Select ...' as the placeholder text. At the very bottom of the section, there is a toggle switch for 'Exclude' and 'Include', with the 'Include' option being selected.

Then you have to select a traffic source. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

▼ Sources

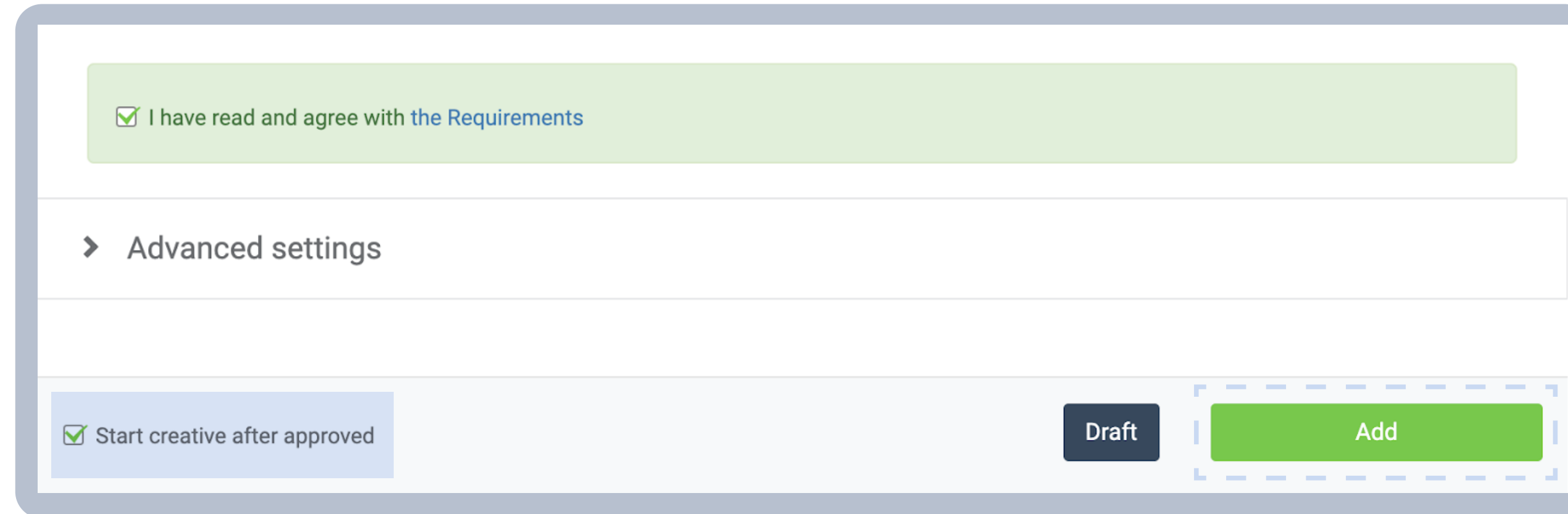
Enter comma-separated source IDs from macro $\${sourceid}$

Black list White list ⓘ

Choose your bid.
Here we have a CPC and CPM model.
The graphic will show you the amount of clicks or impressions you can get for your bid.



Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



The screenshot shows a form with the following elements:

- A green bar at the top containing a checked checkbox and the text "I have read and agree with the Requirements".
- A link labeled "Advanced settings" with a right-pointing chevron.
- A light blue bar at the bottom left containing a checked checkbox and the text "Start creative after approved".
- A dark grey button labeled "Draft".
- A green button labeled "Add", which is highlighted with a dashed blue border.

The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

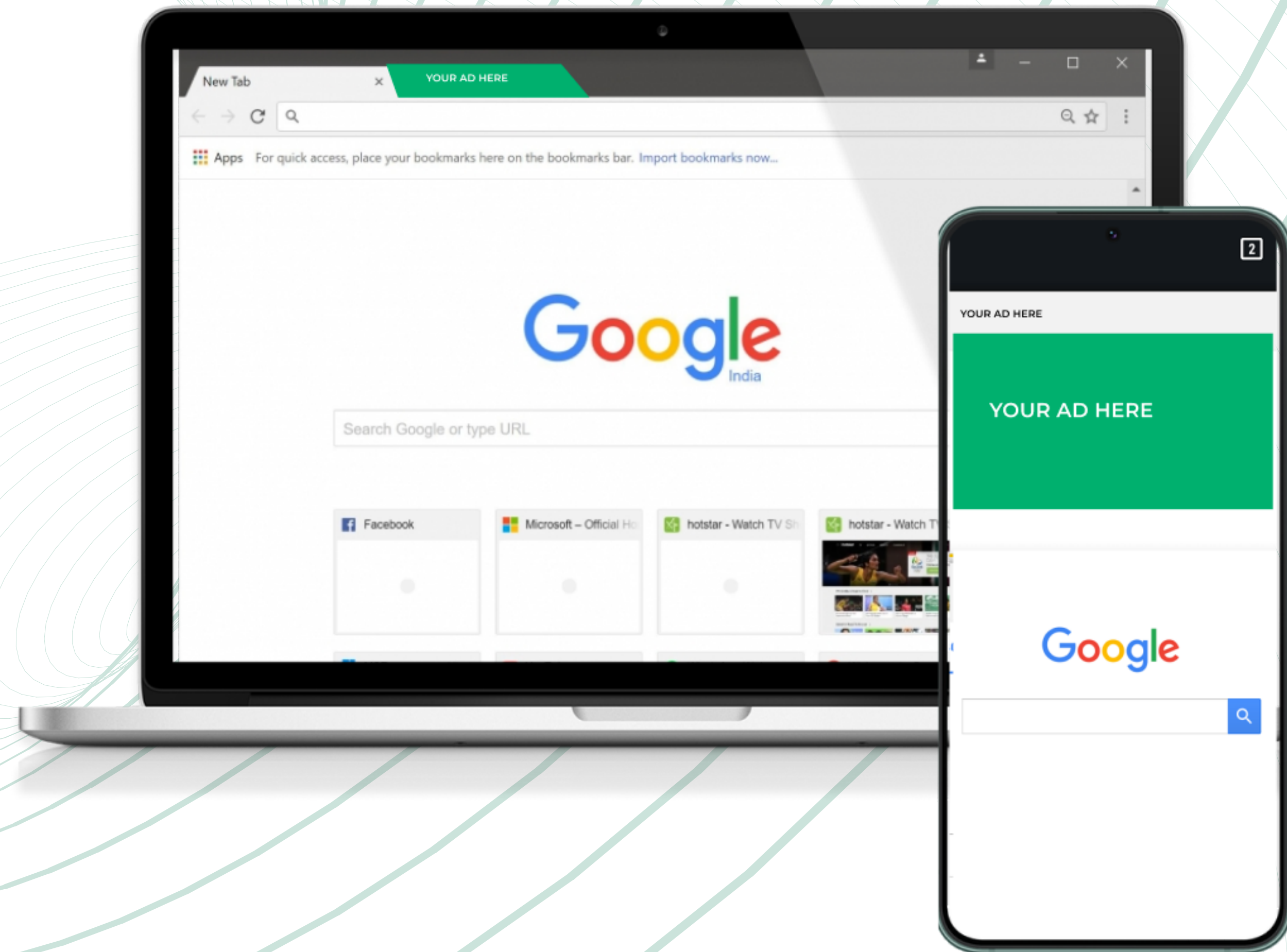
ARE YOU READY TO REGISTER AND/OR
CREATE YOUR FIRST CAMPAIGN?



05

CLICKUNDER ADS FORMAT

Classic advertising format that opens an advertising page in a **new tab** of your browser after clicks in any area of the site they come from.



NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${w}` `${h}` `${site}` `${country}` `${os}` `${link}` `${dsp_name}` `${adv_ssp_name}` `${ssp_name}` `${anyads_source_id}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}` `${device}` `${country:ru}` `${city:ru}` `${connectionType}` `${provider}` `${today:dm}` `${today:short}` `${tomorrow:dm}` `${tomorrow:short}`

Apply to every creative ?

2 PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `${sourceid}` and `${trackid}` respectively.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template `https://www.example.net/?source_id=${sourceid}&sub1=${trackid}`

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${w}` `${h}` `${site}` `${country}` `${os}` `${link}` `${dsp_name}` `${adv_ssp_name}` `${ssp_name}` `${anyads_source_id}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}` `${device}` `${country:ru}` `${city:ru}` `${connectionType}` `${provider}` `${today:dm}` `${today:short}` `${tomorrow:dm}` `${tomorrow:short}`

Apply to every creative

No redirect

3

SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid} <small>Click to copy</small>		
deposit	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid} <small>Click to copy</small>		
	0 \$	<input type="radio"/>
http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid} <small>Click to copy</small>		

Add param **trnid=** (unique transaction ID) to transfer several transactions per user
Add param **price=** to transfer the price of action

4

SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

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

5

CHOOSE GEO, DEVICE, SOURCES AND CPC RATE

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.

Choose **devices** wisely, as not all creatives work on mobile or desktop.

Geo

World CIS Europe North America South America Asia Africa

Country

City Region

Exclude cities Include cities

Device Desktop,Phone,Tablet,Other

device Vendor

Desktop

Desktop

Mobile:

Phone

Tablet

Other:

Exclude Include

Then you have to select **a traffic source**. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

▼ Sources

All Mainstream Adult

All HQ

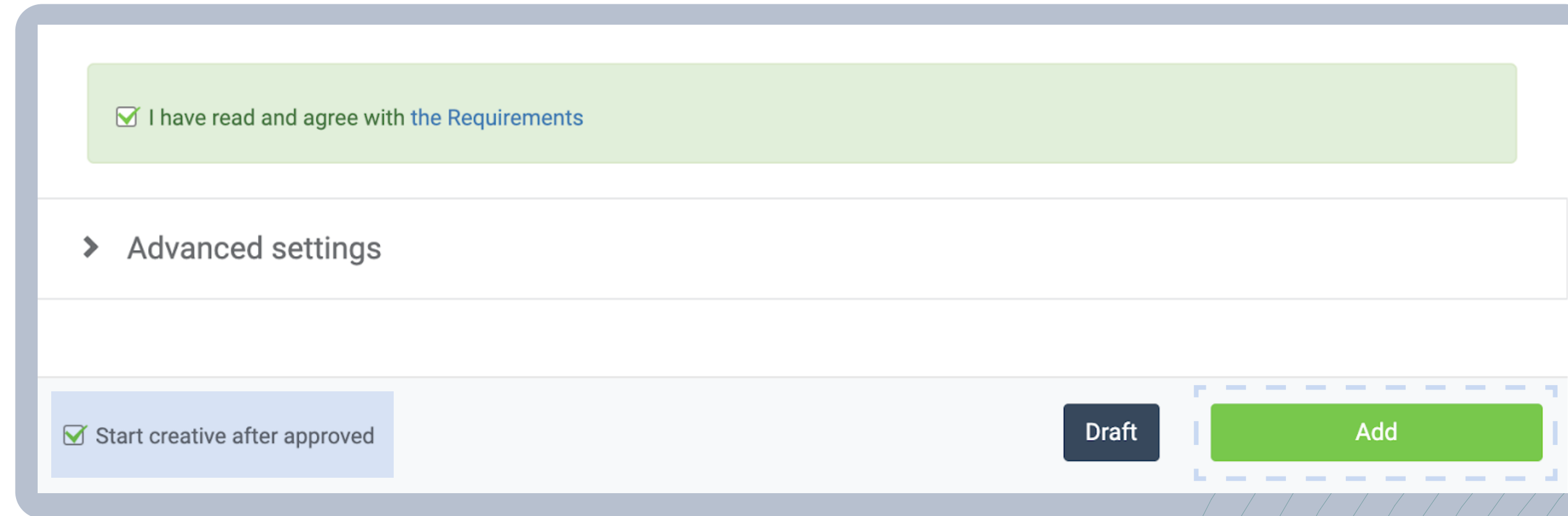
Enter comma-separated source IDs from macro $\$(sourceid)$

Black list White list ?

Choose your **bid**. Here we have a CPC model. The graphic will show you the amount of clicks for your bid.



Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



The screenshot shows a form with the following elements:

- A green bar at the top containing a checked checkbox and the text "I have read and agree with the Requirements".
- A section titled "Advanced settings" with a right-pointing chevron icon.
- A blue bar at the bottom left containing a checked checkbox and the text "Start creative after approved".
- Two buttons at the bottom right: a dark grey "Draft" button and a green "Add" button. The "Add" button is highlighted with a dashed blue border.

The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

ARE YOU READY TO REGISTER AND/OR
CREATE YOUR FIRST CAMPAIGN?



OUR CONTACTS

If you have any further questions, please do not hesitate to contact us.



Telegram



Skype



Email