YOUR ZEMANTA CAMPAIGN CHECKLIST

CAMPAIGN GOALS

AVAILABLE GOALS

- **Cost per Click**
- **Engagement**
- **Cost per Action**

OUR ADVICE:

- Ensure all pixels and tracking are properly in place. Make sure to connect your **1st Party Analytics** if your primary goal is **engagement**.
- You can choose multiple campaign goals, however, but only one can be selected as primary towards which Zemanta's algorithms will automatically optimise.
- Your optimisation strategy should align with your primary goal. For example, if your campaign goal is to generate good quality traffic, you should not be running a low CPC campaign.

CAMPAIGN BUDGET

BUDGET COMPONENTS

- **Total Spend** (Media spend, Zemanta's Fee, Data Cost & Margin)
- **Budget Optimisation**

OUR ADVICE:

- Set a **healthy campaign duration** (at least 14 days). If you are aiming to receive **conversions**, we recommend setting the campaign for at least **a month** or more in order to gain enough traction.
- Start with **budget optimisation enabled**. It will optimise your campaign budget across ad groups in order to hit your campaign goal.

PIXELS & CONVERSION TRACKING

TYPES OF PIXELS

- **Conversion Pixel** or **Google Analytics/Adobe Analytics goal**
- **Custom Audience** (Retargeting) **pixel**

OUR ADVICE:

- Create **multiple conversion pixels** to track each step of the conversion funnel.
- Place the custom audience pixel **across the entire website**. This will allow you to build audiences out of each section of your website.

TARGETING

AVAILABLE TARGETING FEATURES

- **Device**
- **Location & Language**
- **Bidding Type** (CPC vs CPM)
- **Publisher Targeting** (whitelisting and blacklisting)
- **Interest Targeting**
- **Custom Audience & 3rd Party Audience Targeting**

OUR ADVICE:

- **Split** ad groups per **device**. Costs tend to be lower on mobile, so you can adjust your bids accordingly.
- Choose a **bid** that suits your **goal** (keep it higher for CPA and engagement campaigns).
- **Start** with a **higher bid**. Our system will automatically reduce the bid if it's able to spend your daily budget in full.
- Include **one targeting tactic per ad group** - for example, targeting a whitelist and a custom audience at the same time might limit the traffic too much and your ad group will struggle to spend.

CONTENT ADS

CREATIVE ASSETS

- **Image**
- **Ad Titles & Descriptions**
- **Landing Page URL or a Click Through URL**
- **Third Party Trackers (Optional)**

OUR ADVICE:

- Use high quality images, at least **1440x900** pixels.
- Upload **multiple images** and **title variations** allowing our system to test best combinations.
- **Avoid** using images with **text** on them. Images with text have proven to have much lower CTR. Additionally, images with text create a risk of being cropped off partially or fully.
- Make sure **images** are **light** and inviting to achieve higher CTR.
- Make sure **photos** and **titles address** your **target audience.**
- Adapt your creatives for your primary goal. For example, if your goal is to drive eBook downloads, make sure you mention eBook in your titles.