

GLOSSARY

Geo-fence: It's a geo-target option limited to a specific small location. The targeting radius of the Geo-fence can be up to 50 km. **[This option is only reserved to advertisers promoting local offers]**

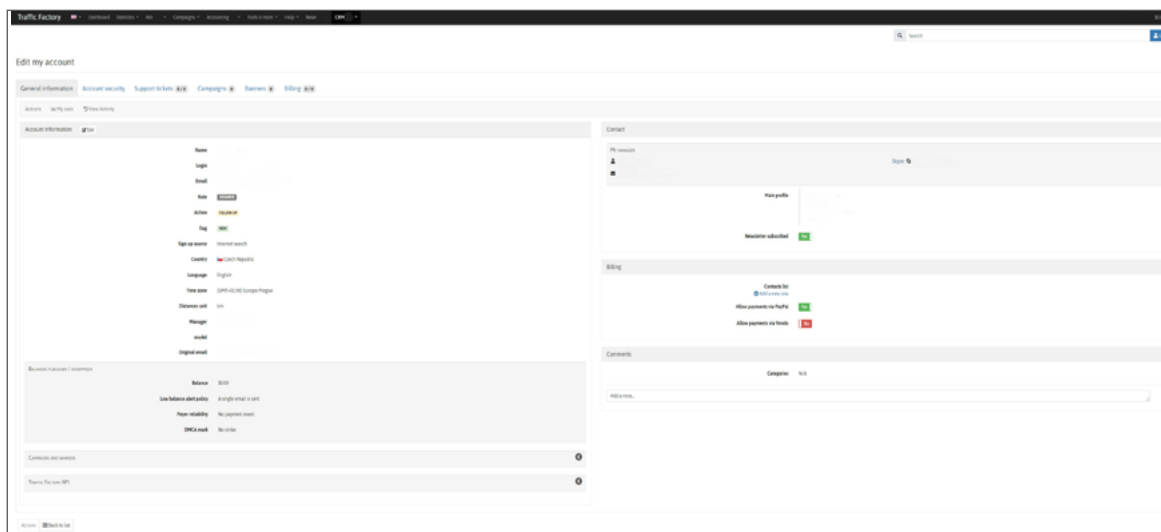
BASIC KNOWLEDGE

What's the point of using Geo-fence?

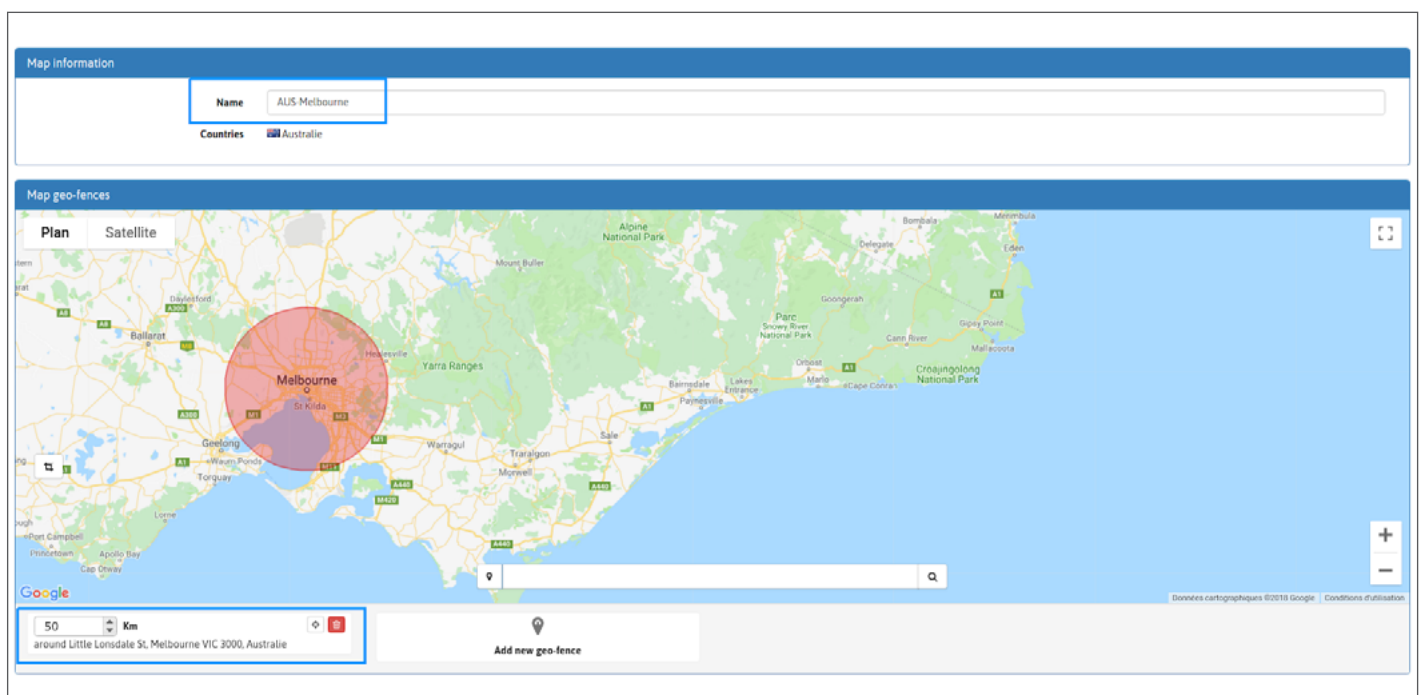
It is the best option when you promote a local offer, the Geo-Fence option allows you to restrict the area you target and display your ads to users from a specific city or a custom area up to 50 km around your target.

STEP 1: Ask your Account Manager to activate the option

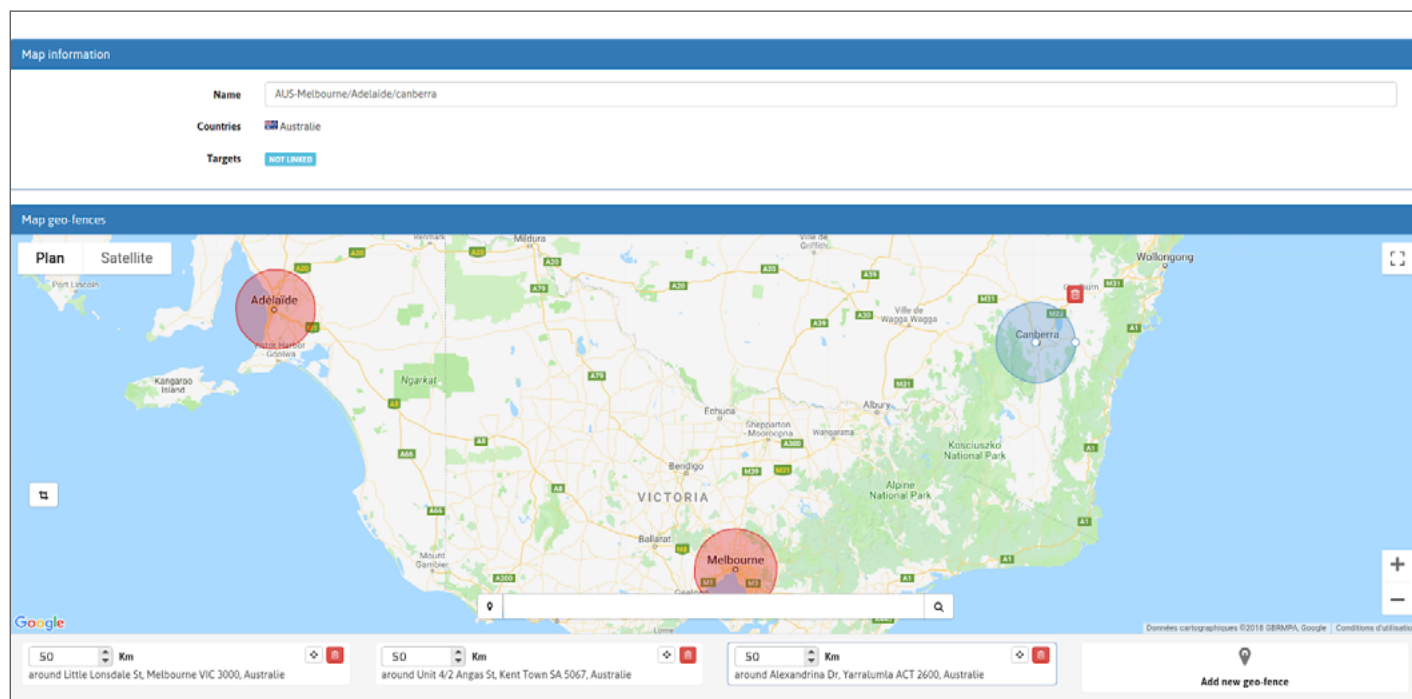
Your Account Manager contact information is on your profile page, on “**General Information**” tab.

**STEP 2: Create your Geo-fence Map**

First, give a name to your **Geo-fence Map**, then choose your target point on the map. (You can zoom by using Ctrl + scroll wheel) and adjust kilometers if needed.

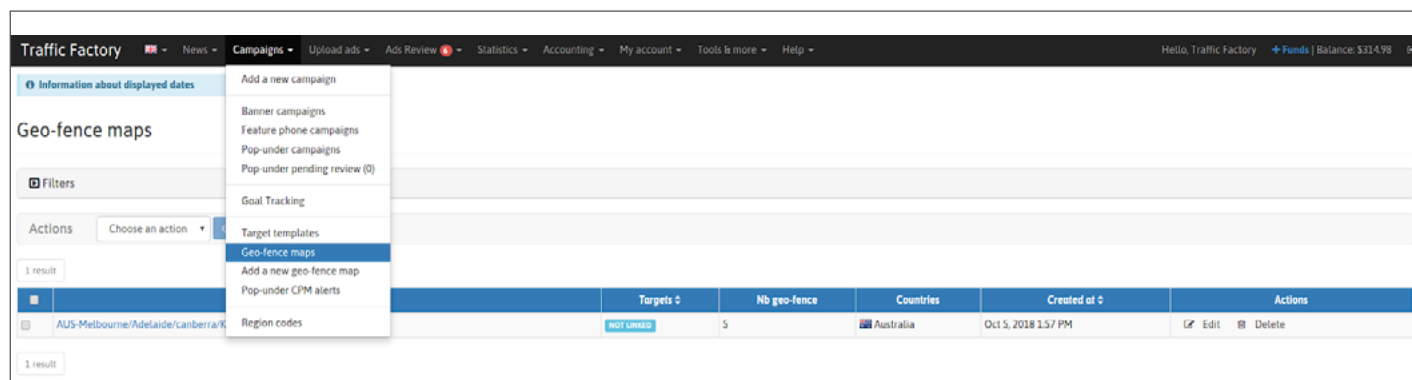


You can add more than one location to a map if needed. You can target up to 5 locations per map.



Once the Geo-fence map is ready with the required location(s), save your selection.

Your Geo-fence Maps are listed in "Campaigns", then "Geo-fence maps" in the toolbar menu.



STEP 3: Link your Geo-fence Map to a campaign

Click here to learn how to [create a campaign](#)

Campaign Information

Campaign type: Horizontal [928x244px]

Name:

Bidding type: CPM

Url:

Daily max: 0 (0 for unlimited)

Max budget: 0 (0 for unlimited)

Keep targets live: ☐ on ☒ off ☐ inherit Inherited from user settings OFF

Start/stop day: ☐ Fix start and stop day

Start/stop time: ☐ Fix start and stop time

Impression options: Frequency cap: 08 h 00 min Impression per session: 1

Reimpression options: ☒ off ☐ unlimited ☐ Limited

With this configuration, your campaign will receive

	Per session **	Per day
impression	1	Up to 3
reimpression	0	0

** You set the duration per session at 8 hours

Or edit your existing campaign by clicking on **"Campaigns"** in the tool-bar menu, then go to the campaign type you need (Banner / Feature phone / Pop-under) and choose the campaign you wish to edit.

Traffic Factory News Campaigns Upload ads Ads Review Statistics Accounting My account Tools & more Help Hello, Traffic Factory Funds Balance: \$214.98													
Information about displayed dates													
Banner campaigns													
Filters													
Actions Choose an action Go Add a new campaign													
4 results													
	Status	Type	Name	Daily max	Max budget	Today spend	Total spend	Banners (active/total)	Start/stop day	Start/stop time	Change status	Actions	
<input type="checkbox"/>	DISABLED CPC	Horizontal	GeoFence tutorial	unlimited	unlimited	\$0.00	\$0.00	0 / 0	all the week	all the day		Link banners	Edit
<input type="checkbox"/>	DISABLED CPM	Horizontal	CPM reimpression tutorial	unlimited	unlimited	\$0.00	\$0.00	0 / 0	all the week	all the day		Link banners	Edit
<input type="checkbox"/>	DISABLED CPM	Pre-roll	test	unlimited	unlimited	\$0.00	\$0.00	0 / 0	all the week	all the day		Link banners	Edit

Click on **"Add a target"**

Campaign GeoFence tutorial - 705307

You need to have at least one active target and one active banner to receive traffic.

Campaign information [Edit](#)

Status **DISABLED CPC**

Campaign type **Horizontal**

Name GeoFence tutorial

Url <https://main.trafficfactory.com/>

Daily max unlimited (Today: \$0.00)

Max budget unlimited (Total: \$0.00)

Keep targets live ☐ Inherited from user settings

Start/stop day all the week

Start/stop time all the day

Banners (active/total) 0 / 0

Actions [Back to list](#) [Delete](#) [Stats](#) [Copy to CPM](#)

Targets

You need to have at least one active target to receive traffic.

[Add a target](#)

Linked banners

Give a name to your target and click on **"Use map"**. Your Geo-fence map list will appear. Select the Geo-fence map you want to use for the campaign.

Add a target to campaign "GeoFence tutorial"

Name

Target name

Geo target Finished Filter: No filter

Countries / regions selector [Use map](#)

Filter display ☒ Check all ☐ Uncheck all

☐ Africa ☐ Asia ☐ North America

☐ Antarctica ☐ Europe ☐ Oceania

Add a target to campaign "GeoFence tutorial"

Name

Target name

Geo target Finished Filter: No filter

Countries / regions selector [Use map](#)

Filter display ☒ Check all ☐ Uncheck all

☐ Africa ☐ Asia

☐ Antarctica ☐ Europe

Add a target to campaign "GeoFence tutorial"

Name

Target name: AUS/Geofence

Geo target: Finished Filter: Map AUS-Melbourne/Adelaide/canberra/Kangaroo/Montgambier - 5 geo-fences: Australia (50.0 Km, 50.0 Km, 50.0 Km, 50.0 Km, 50.0 Km)

Countries / regions selector: AUS-Melbourne/Adelaide/canberra/Kangaroo/Montgambier Use map

Plan Satellite

50.000 Km around Little Lonsdale St, Melbourne VIC 3000, Australia

50.000 Km around Unit 4/2 Angus St, Kent Town SA 5067, Australia

50.000 Km around Alexandrina Dr, Yarralumla ACT 2600, Australia

50.000 Km around Turkey Ln, Duncan SA 5223, Australia

50.000 Km around Tartwoup Rd, Wandilo SA 5291, Australia

Finalize your campaign settings as usual and click on **"Save"**.

Targets						
Name	Banner type	Status	Bid (CPC)	Yesterday's average position	Filters	Actions
+ AUS/Geofence 1003619	Horizontal	ACTIVE	£ 1+ \$0.1726	N/A	Geo target: AUS-Melbourne/Adelaide/canberra/Kangaroo/Montgambier Devices: Any (desktop, tablet) Categories: Straight	IM Stats Edit Disable Delete
+ Add a target						

Geo-fence maps

Filters

Actions: Choose an action Go

1 result

	Name ^	Targets \$	Nb geo-fence	Countries	Created at \$	Actions
	AUS-Melbourne/Adelaide/canberra/Kangaroo/Montgambier	AUS/Geofence	5	Australia	Oct 5, 2018 1:57 PM	Edit

Link banners/videos to your campaign, activate it and you're ready to start receiving traffic!



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