

转到菜单栏中的“广告系列”，然后点击“添加新广告系列”

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第1步：选择您的广告系列类型

Campaign information

Campaign type

Horizontal [928x244px]

Name

Horizontal [928x244px]

Bidding type

Tower [180x1030px]

Url

Footer - Mobile [300x100px]

Daily max

Header - Mobile [300x100px]

Max budget

Square [338x235px]

Keep targets live

Feature Phone [88x31px] [120x60px] [234x60px]

Start/stop day

Pop-under

Start/stop time

Pre-roll [16/9]

第2步：为广告系列选择一个标题

Campaign information

Campaign type

Horizontal [928x244px]

Name

Campaign Name Of Your Choice

Bidding type

CPC

Url

https://www.yourwebsite.com/

Daily max

500

Max budget

0

Keep targets live

0 for unlimited)

Start/stop day

0 for unlimited)

Start/stop time

0 for unlimited)

第3步：选择您的竞价类型

Campaign information	
Campaign type	Horizontal [928x244px]
Name	Campaign Name Of Your Choice
Bidding type	CPC
Url	CPC CPM
Daily max	500 (0 for unlimited)
Max budget	0 (0 for unlimited)
Keep targets live	on off Inherit Inherited from user settings OFF Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

第4步：在您的目标网页/网址网址中填写网址字段

除非您为横幅设置了特定的网址，否则此网址将用于在用户点击与广告系列相关联的横幅时重定向用户。始终在您的链接中包含“https”或“http”，否则我们的系统不会接受该URL。

请写下完整的URL，包括：https://

系统将始终在广告系列的网址之前优先使用横幅的网址。

Campaign information	
Campaign type	Horizontal [928x244px]
Name	Campaign Name Of Your Choice
Bidding type	CPC
Url	https://www.yourwebsite.com/
Daily max	500 (0 for unlimited)
Max budget	0 (0 for unlimited)
Keep targets live	on off Inherit Inherited from user settings OFF Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match
Start/stop day	☐ Fix start and stop day
Start/stop time	☐ Fix start and stop time

第5步：设置每日预算的最大值

此数字将定义每个所选广告系列每天可以花费的最高金额。如果您不想设置限制，只需在字段中保留0即可。

Campaign information

Campaign type

Horizontal [928x244px]

Name

Campaign Name Of Your Choice

Bidding type

CPM

Url

https://www.yourwebsite.com/

Daily max

500

(0 for unlimited)

Max budget

0

(0 for unlimited)

Keep targets live

on

off

Inherit

Inherited from user settings

OFF

Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

第6步：设置最高预算

此数字将定义广告系列的總體预算。如果您不想设置限制，只需在字段中保留0即可。

Campaign information

Campaign type

Horizontal [928x244px]

Name

Campaign Name Of Your Choice

Bidding type

CPM

Url

https://www.yourwebsite.com/

Daily max

500

(0 for unlimited)

Max budget

0

(0 for unlimited)

Keep targets live

on

off

Inherit

Inherited from user settings

OFF

Keep my targets live, if the minimum BID goes higher than my current BID, increase my current BID to match

请记住，预算过低可能会大大减慢流量接收速度，在某些情况下甚至可以阻止接受流量。特别是当您定位到具有大量流量的地理区域时。您的预算限制必须与投放目标一致。

第7步：设置时段选项

如何设置您的投放时段

如果您不了解如何设置时段选项，请查看下面的教程：如何设置您的时段选项？如果您不需要这些选项，请取消选中“设置开始和停止日期”和“设置开始和停止时间”框。

Campaign information

Campaign type

Horizontal [928x244px]

Name

Campaign Name Of Your Choice

Bidding type

CPM

Url

https://www.yourwebsite.com/

Daily max

500

Max budget

100000

Keep targets live

on

off

Inherit

Inherited from user settings

OFF

Keep my targets live, if the minimum BID is higher than my current BID, increase my current BID to match

Start/stop day

☒ Fix start and stop day

from

Monday

to

Sunday

The start/stop day are defined in the timezone set in your account (currently: Europe/Berlin). Please remember that changing your timezone in your account will impact your campaigns start/stop day.

Start/stop time

☒ Fix start and stop time

from

00

00

to

23

59

The start/stop time are defined in the timezone set in your account (currently: Europe/Berlin). Please remember that changing your timezone in your account will impact your campaigns start/stop time.

Display once every

08

h

00

min

Monday 00:00

Friday 16:51

Sunday 23:59

00:00

16:51

23:59

第8步：設置廣告展示頻率。（仅限CPM 广告系列）

[如何设置廣告展示頻率？](#)

如果您不了解如何设置廣告展示頻率，请查看下方教程：如何设置廣告展示頻率？如果您没有设置特定时间，默认情况下频率上限为8小时。

第9步：为您目标设定一個名稱

Add a target to campaign "Campaign Name Of Your Choice"

Name	
Target name	Your Target Name
Geo target	☒ Edit ☐ Filter: No filter
Devices	☒ Edit ☐ Filter: No filter
Categories	☒ Edit ☐ Filter: straight
Bid (CPM)	

第10步：添加目标

您必须设置：

A→地理位置（大陆，国家、）

B→投放设备（個人电脑、平板、智能手機）

C→視頻类别（可提供56种类别）

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

The item was created successfully.

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

Campaign information ☒ Edit

Status	DISABLED	CPM
Campaign type	Horizontal	
Name	Campaign Name Of Your Choice	
Url	https://www.yourwebsite.com/	
Daily max	\$500.00	(Today: \$0.00)
Max budget	\$100,000.00	(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	
Display once every	8 hours	

Actions

Targets

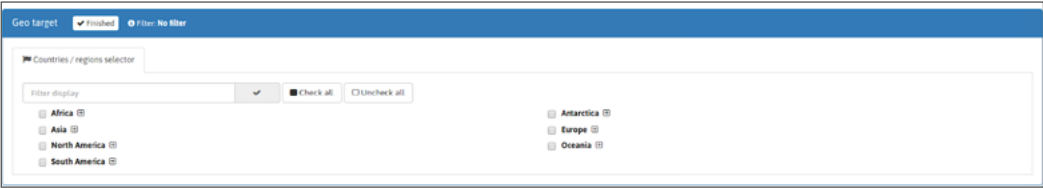
⚠ You need to have at least one active target to receive traffic.

Linked banners

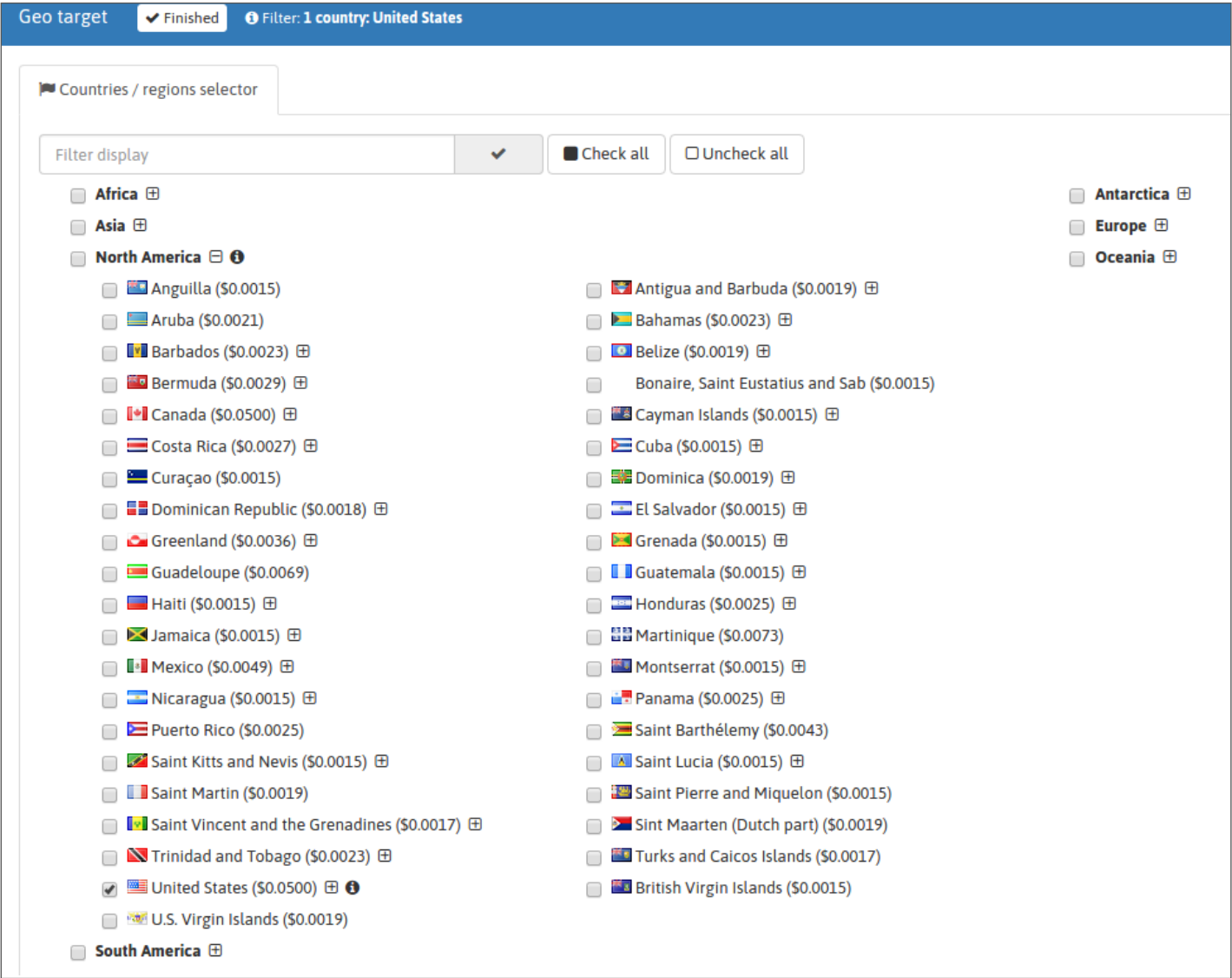
⚠ You need to have at least one active banner to receive traffic.

单击“编辑”，然后选择位置，选择需定位的国家。您可以选择1个或更多(建議每個投放目標只添加一個投放地區)：

→ 大陆



→ 国家/ 地区



第11步：设置并调整竞价

如果您不了解如何设置CPC或CPM广告系列的竞价，[请在此处查看我们的教程。](#)

如果您不了解如何调整 CPM广告系列的竞价，[请在此处查看我们的教程。](#)

如果您不了解如何调整 CPC广告系列的竞价，[请在此处查看我们的教程。](#)

第12步：链接横幅或视频广告

如果您不了解如何将横幅广告链接到广告系列，请查看以下教程

[如何将横幅/视频链接到横幅广告系列？](#)

[如何将视频链接到视频广告系列？](#)

对于CPM横幅/视频广告系列，您可以在将多个广告素材与广告系列相关联时为其设置自定义展示率。如果您不了解如何为使用多个横幅广告的CPM广告系列设置展示率，[请点击此链接。](#)

"Footer" for Desktop & Tablet has been renamed in "Horizontal"

The item was created successfully.

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

Campaign information



Status

DISABLED CPM

Campaign type

Horizontal

Name

Campaign Name Of Your Choice

Url

<https://www.yourwebsite.com/>

Daily max

\$500.00

(Today: \$0.00)

Max budget

\$100,000.00

(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

Display once every

8 hours

Actions

 Back to list

 Delete

 Stats

Targets

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

 Add a target

Linked banners

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

 Link banners

第13步：激活您的广告系列

您可以通过单击绿色按钮“激活”来激活您的广告系列。
(确保您的余额中有可用的资金来投放您的广告系列并让其保持有效。)

激活后，您的广告系列会根据您的设置（时段）开始接收流量。需要20分钟方可开始接收统计数据。如果在这段时间后，您没有收到流量，请检查：

- 您的余额已充足。
- 您没有为目标设置过低的预算限制。（例如：在美国或印度使用了\$10美元的过低预算）
- 您没有设置可以延迟广告系列开始的时段选项。
- 根据您的目标选择，您的竞价足够高。（您的竞争越激烈，您就越需要提高竞价以获得流量）

如有需要，请与您的客户经理联系。

Campaign DEREK_TFA_XVID_MOH_US_OTHERS_STRAIGHT_PSRV - 621921

⚠ Your campaign is not active. [▶ Activate](#)

Campaign information [✎ Edit](#)

User (\$68,659.26)

Status **DISABLED** CPM

Campaign type **Header - Mobile**

Name DEREK_TFA_XVID_MOH_US_OTHERS_STRAIGHT_PSRV

Url
`{campaign.id}&subID2=KW_{target.name};PUB_XVID;&Location_Alias=MOH&Pub=XVID&Target={target.name}&FileID={FileID}&IMG={IMG}&BNR={banner.name}&cost={target.bid}`

Daily max \$25.00 (Today: \$0.00)

Max budget \$75.00 (Total: \$0.00)

Keep targets live ☐ Inherited from user settings

Start/stop day all the week

Start/stop time 19:00 to 02:59

Banners 16 / 23
(active/total)

Display once every 8 hours

10:35
↓

02:59 19:00

Actions [Back to list](#) [▶ Activate](#) [Delete](#) [Stats](#)



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