



<http://www.advertise.com>

Introduction

Advertise.com used to known as ABC search, but changed their name a few years ago. I like Advertise.com because I have PPC campaigns that are consistently making me money every day.

They have a large advertising platform and provide a wide variety of different forms of online advertising and pay-per-click (PPC) is just one of them. Your PPC ads appear as search ads, contest ads, inline text ads, toolbar ads, mobile ads and on parked domains.

They claim to have 10 billion monthly ad impressions and at least 200 daily queries in their keyword marketplace.

Advertise.com gets there traffic from the thousands of partner traffic sources that make up their entire search network.

The optimization of these sources is key to advertiser success, to ensure this, Advertise.com allows you to block the traffic channels of their distribution partners that do not work for you.

Tokens

There are essentially four tokens that you need to use in all of your ads:

<<AFFSUB>>

All Advertise.com traffic sources are identified with an “<<AFFSUB>>” ID made up of a master affiliate and their sub-id, essentially their affiliate. These traffic sources ID’s are passed through with every click, which can be found within the tracking system you are using (i.e. Prosper202) or in the reports of a CPA network that provides subid tracking.

<<TERMS>>: Inserts the searched keyword into your title or description.

Example:

Keyword bid on: Shoes

Searched Keyword: Cheap Shoes

Ad Title Setup: Find <<TERMS>> Today!

User will see: Find Cheap Shoes Today!

<<TERMS_HTML_KW>>: Inserts the actual keyword that was bid on, instead of

the search term used.

Example:

Keyword bid on: Shoes

Searched Keyword: Cheap Shoes

Ad Title Setup: Find <<**TERMS**>> Today!

User will see: Find Shoes Today!

<<**TERMS_HTML**>>: Inserts the searched keyword into your tracking/click URL

Example:

Keyword bid on: Shoes

Searched Keyword: Cheap Shoes

Click URL Setup: http://www.my.clickurl.com/sale?phrase=<<TERMS_HTML>>

User will see: http://www.shoefind.com/sale?phrase=cheap_shoes

Using these tokens is absolutely vital to creating campaigns that bring in profits every day with Advertise.com. You can pass these tokens to your reporting system (i.e. Prosper202) or the affiliate network that you may be sending the traffic directly to (i.e. Commission Junction).

You can easily see what traffic sources and keywords are converting. By eliminating poor converting traffic sources and keywords, you can have profitable campaign running in no time.

Setting Up A Campaign

To start a PPC campaign, you need to go to <http://www.advertise.com/ad-solutions/search> and create a brand new account.

Once your account has been activated, you can start creating new campaigns. Simply log into your account and click the green “Add Campaign” button located at the top right corner of you dashboard.



You will then be prompted to start setting up the basic structure of your campaign.

Step 1 : Create a New Campaign Your Progress Step 1 of 5

Name Your Campaign

AdGroup Name

Campaign Type

Keyword Marketplace
 Premium Run of Network
 Extended Keyword Network
 Extended Run of Network
 Email Network

Adgroup Specific

Has Adult Content
 Do not serve Adult keywords

Campaign Dates Edit

Starts: 09/23/2012 | Ends: Ongoing

Geo-Targeting Edit

Canada, United States

Day-Parting Edit

Status: Disabled

Day-Parting Settings:

Campaign Hierarchy

Your Account

Campaign

Ad Group Ad(s) Keywords	Ad Group Ad(s) Keywords
-------------------------------	-------------------------------

[See this Sample](#)

We support Bulk Uploads.
[Click here](#) for more info

[Save & Create Ads](#)

The first step is to name your campaign. You will find that the platform is very similar in set up compared to Google Adwords in that you can create ad groups. You will be prompted to create your first adgroup on the set up screen. Having multiple ad groups is beneficial because it allows you to tailor your ads specifically to the keyword in that ad group.

The “Campaign Type” that you select will be “Keyword Marketplace” for a targeted PPC campaign. You could select the “Premium Run of Network” option if you want unsold remnant traffic for as little as a penny per click.

If the “Premium Run of Network” traffic option is not available to you, you will have to contact your account rep to activate it for you.

The next section is about “Adgroup Specific” and this is where you have to specify whether you are promoting adult related content.

The “Campaign Dates” area allows you to select and start and end date for your campaign. I usually ignore this area as almost all the campaigns I run are not date specific.

Geo-targeting allows you to select which countries you would like your ads to appear in. You also have the option of creating different GEO profiles for multiple countries if you would like to save time in setting up future campaigns.

Day-parting allows you to select the hours and days that you would like to have your ads appear. This is especially useful if you are running campaigns that are only for particular times or are time sensitive to conversions.

Setting Up Your Ads

After setting up your campaign, the next step is to create your first ad for the ad group you just created. Your ad will consist of a title (25 characters max), two description lines (35 characters max per line), display URL (Max 35 characters) and your click url.

The screenshot shows a web interface titled "Build and Preview your Ads" with a "Get Tips" link. The main form has five input fields: "Title:" (0/25), "Description 1:" (0/35), "Description 2:" (0/35), "Display URL:" (0/35), and "Click URL:" (0/2048). The "Click URL:" field has a dropdown menu showing "http://". To the right, there are two preview boxes: "Live Ad Preview" showing a sample ad with a title, two descriptions, and a URL, and "Tips" with two bullet points: "Optimize your traffic by adding a Traffic Source Parameter" and "For optimal exposure, please follow our Editorial Guidelines". At the bottom are "Save Changes" and "Save as New" buttons.

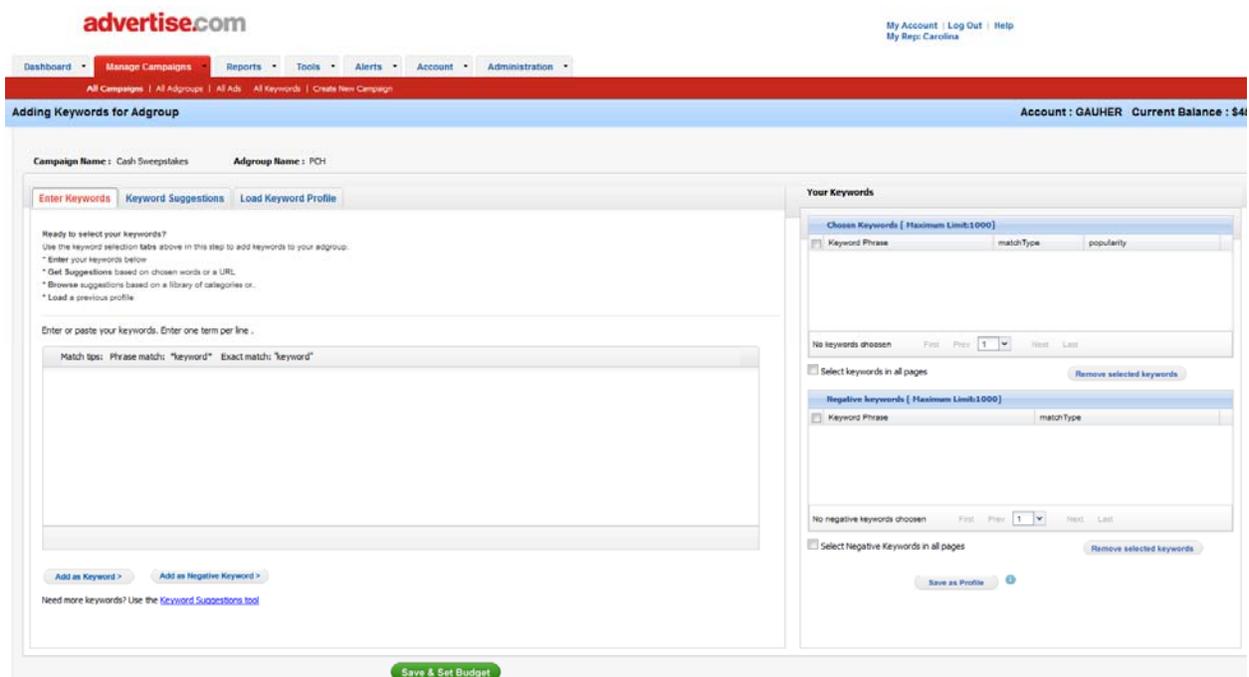
All the standard marketing rules of creating a compelling PPC ad apply here such as attention, interest, desire and action.

You have the option of creating multiple ads for each group. I don't create a second ad because in the reporting there is no information on impressions and click-thru rates on each ad so you can't really optimize.

Adding Your Keywords

There are essentially two match types for the keywords that you add. They are phrase match and exact match. Exact match only shows your ads for that particular keyword and phrase match will show your ads for any phrase that contains the keywords that you are bidding on.

I have had mixed results in the past, so as a rule of thumb I start all my keywords as exact match until the campaign is profitable and then I will change some of the profitable keywords to phrase match to get additional traffic.



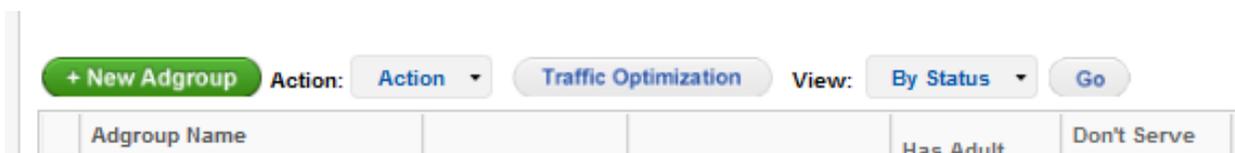
There are no quality score rules on Advertise.com, so I try to add as many keywords as I can per ad campaign to get as much exposure as possible.

Traffic Optimization

This is the absolute key to making traffic from Advertise.com profitable. If you don't follow this section, you will have a tough time making a decent amount of money from there traffic.

Advertise.com gets there traffic from thousands of sources, so it is crucial that you shut down the poor performing partners in the early stages.

In each campaign, you will see a "Traffic Optimization" button.



Once you click on this button, you will be given two separate options.

1. Bulk Traffic List Editor
2. Traffic Source Optimization

Bulk Management Tools

Traffic Source Optimization

Bulk Traffic List Editor

Use this tool to manage traffic sources for your adgroups.

Campaign: Beyond The Rack

Adgroup(s):

General

When selecting multiple adgroups, only common data will be populated

[View Details](#)

The “Bulk Traffic List Editor” option allows you to whielist or black list and partner IDs.

Allow All Publishers Yes No Only select 'NO' when running on a list of Allowed 'SUBID's'

Blocked Publishers

Note: Publishers should not contain '^'.

[Generate Excel Sheet](#)

Allowed Publishers

Note: Publishers should not contain '^'.

[Generate Excel Sheet](#)

Blocked Subids

46573-11415-24-32091,46734-229,46938-a17500,48596-2397,58998-30001,58998-304211

Note: Publisher and Sub id must be separated by '^'.

[Generate Excel Sheet](#)

Allowed Subids

Note: Publisher and Sub id must be separated by '^'.

[Generate Excel Sheet](#)

This is extremely important because you can basically block entire feeds or just subid feeds of a partner site. You can also create a “whitelist” campaign where you pre-select what partner ID’s you would like to receive traffic from.

The “Traffic Optimization” tool allows you to see what partner sites are generating the clicks to your ad campaigns. You can review your conversion logs to see what partners are send you poor traffic and thenshut them off quickly.

Block Subid		Unblock Subid							
<input type="checkbox"/>	Publisher Id	Subid	Total Billed Clicks	Total Billed Amount	% of Clicks	Total Conversions	Cost Per Conversion	Conversion %	
			908	\$8.52	0.21 %	0	\$0.00	0.00 %	
<input type="checkbox"/>	44526	274457	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	10752	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	1024207	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	405931	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	1089321	11	\$0.06	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	459053	2	\$0.02	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	103733	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	45549	0	24	\$0.48	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	64988	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	46831	07_e4	30	\$0.43	1 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	68764	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	46831	07_e2	14	\$0.20	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	47539	543-direct	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	46831	07_e1	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	1103169	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	10138	6	\$0.06	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	1055603	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	320283	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	47539	562-direc32	0	\$0.00	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	46831	07_c7	1	\$0.02	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	388125	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	46831	07_c9	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	8872	1	\$0.01	0 %	0	\$0.00	0 %	
<input type="checkbox"/>	44526	295129	5	\$0.05	0 %	0	\$0.00	0 %	

Displaying 1 - 100 of 257

First Prev 1 Next Last

That really is all that is need t make a campaign profitable. You might start a campaign and lose a little money upfront, but consider it an investment in data so that you can eventually find the winning partner sites that send you profitable traffic.