

Once you have been to the Admob.com home page and registered you are ready to create your first campaign.

Step 1.

Go to the my-ads tab on the left hand side – this is the hub for creating your own campaign – click my ads.

Step 2.

If you are yet to create any ads this page will be empty. Once you have ads to run as part of your campaign then they will be visible here. From this page you can create, edit, optimize, pause and run campaigns.

To create a new ad click on “create ad”

Step 3.

This is the first page of 4, which are used to create; target, review and bid on click prices before saving your finished ad. The option to go back is present throughout, and even once you have completed your ad you have the option to edit at your convenience.

Page one – Ad Name – this is for your reference as the advertiser and isn't seen by the mobile user during their session. It is a recommendation that you provide as much succinct information here as possible as this is the title which will allow you to identify each ad. In many cases advertisers run many similar ads in one campaign targeting numerous variables, relying solely on the Ad Name to differentiate one ad from the next.

Page one – Ad Text – This is the text that the user will see on your ad when it's served as part of the publisher page.

Once you have input the text you want it is possible to click on the preview pane text as if it were a real link and preview your ad on the built in emulator. Once clicked this will open automatically.

Page One – Ad Link – this is your link to your landing page. There is no character limit. The code here tells the Admob ad-server where the ad-click is going to click through to. This can be either an existing mobile web page or – if required – you can use “My Landing Pages” to create a simple landing page, which can capture an enquiry for example.

Upon completion of these click “Continue”

Step 4.

Once clicked on the continue button you will be taken to the second of the 4 pages.

Page 2 - Geographic targeting – Admob provides you with the opportunity to target regions by specific country and in some instances by specific carrier/operator. Please note that in some instances, where specific operators are listed by country, the list may not include every operator within that country. Making this list comprehensive is ongoing.

To target by specific region, click the lower of the two options. This will list all available countries. This may take a second or two to fully expand. Once this occurs, use the boxes to tick each required country / operator.

Page 2 – Targeting by platform – If you are aware that upon click through you require specific platforms, this is where you can choose these options.

Page 2 – Targeting by device capability – These boxes come ticked stating that you do not require a particular capability. It seems a little counter-intuitive, but un-tick the box if you want to reach handsets with a particular capability such as video download.

Page 2 – Targeting by handset – Admob allows you to target by manufacturer – if you want to ensure that your ad isn't served to certain manufacturers handsets then this option allows you to pre-determine this here.

Note – on the right hand side of the screen you will see the targeting fee increase as you select specific targeting requirements. This cost will automatically be included and added to your CPC bid price on future pages.

Step 5.

You should now be on page 3 of 4 – to check this see the progress bar at the top of the page.

Page 3 – targeting by channel – Each channel represents a cross section of the publisher sites available to advertisers across the Admob network. On the right hand side of the page examples of the publisher sites are visible and enlarged if hovered above with the cursor.

HINT – it is advisable for advertisers running test campaigns to trial all channels and then to optimize with the campaign paused to establish the best performing channels, as well as by specific publishers within that channel. The ability to do this is in the Ad-Statistics part of the site – further details on this are available within the Campaign Optimization part of the site.

Once channel selection has been made click on the save and continue tab at the bottom of the screen.

Step 6.

Page 4 – deciding upon a CPC bid price - this page indicates current CPC bid price ranges based on the targeting already selected across the previous pages. A low bid will limit ad-exposure against available inventory, ergo a high bid will improve ad visibility.

The CPC bid prices are indicated through low-medium-high ranges and as each channel bid is input the targeting cost is automatically added to the bid on the far right column.

HINT – although publisher inventory available grows daily, this is paralleled and sometimes outstripped by the number of ads seeking visibility. It is recommended that CPC bids at the start of a campaign are higher than the current medium suggested price range. This will allow advertisers to better understand how their CPC bids perform at the first stage of campaign optimization.

NOTE – AdMob uses bid price to determine your position relative to other advertisers and automatically bids the lowest price necessary (down to 50% of the max bid price – bid compression) to secure your position.

Once you have determined your CPC bids click on the save campaign tab on the bottom of the page. This will send your ad to Admob for moderation. This will occur within a 24hr period. Whilst in moderation your ad will be visible in the 'My Ads: section but unable to yet run live.

See the section below on Admob network policy and moderation procedures.

Once moderated, it is up to you to determine when to launch / pause a campaign through use of the run/pause tool on the 'My Ads' page.

It is also possible to edit your campaign or to delete it from

the 'My Ads' page by using the tabs on the right hand side of each ad. Once edited and saved an ad will not be taken through the moderation procedure again.

Test Campaigns – how best to create and run an ad

Test campaigns are useful to understand how best to optimize and plan future activity across the Admob network. Even the most experienced of advertisers use tests campaigns to understand the particular dynamics one ad has over another. The variables usually taken into account are as follows;

- What does my ad ask the mobile user to do, what is its advertising proposition?
- How is this explained in the 35-character ad text?
- Which territories am I targeting, and do my ads need to vary for each territory

Test campaign recommendations;

- Explore different creative executions of the same message – for example, a VOIP download advert could run as follows;
 - o 'Free internet tools for your %phn%'
 - o 'Chat for free on your %phn%'
 - o 'Make new friends on your mobile'
- If you're targeting more than one country, or clustering different geographical territories, for example, Western Europe, Middle East and Asia, its recommended to run the 3 different executions of the advert above in parallel in each region and then review via the 'Ad-Statistics' tool which creative have run best, and where. Although this requires the advertiser to create 9 ads, (3 creative x 3 clustered geographical regions), it will clearly indicate which creative work best for each region in terms of impressions and CTR

Pausing campaigns is easy, simply use the 'pause all' button within the 'My Ads' section. Whilst this takes effect immediately you will still see some clicks/impressions come though the system whilst the servers process clicks waiting to be served. This normally takes about 20 minutes for all requested clicks to clear. Any clicks after this period is not charged for.

HINT – If you can keep a mobile web user inside the confines of the mobile web session then you are more likely to convert the click. If this involves a consumer transaction then it is recommended that you use ‘In session monetisation’ where use of a transactional relationship with companies like Bango or Ericsson IPX allow content/ subscription models to be used without having to take the consumer away from the site. This seamless transaction increases site stickiness.

Campaign Optimization

It is possible for advertisers to track ad performance in the ‘Ad Statistics’ section from the link on the top left hand side of the ‘My Ads.’

Here it is possible to see levels of impressions, clicks, CTR (Click through Rates), cost to date and the volume of traffic per channel.

Understanding CPC bids

The most direct route to a high performing ad is to start with a medium to high CPC bid to ensure that your ad receives strong visibility across the network.

Whilst this will help with early visibility, it is important to note that there are other key determining factors which influence ad visibility such as;

- CTR history – if your ad has been served as the highest CPC bid ad and hasn’t been clicked on it won’t be served again immediately just because it has the highest price. The algorithm behind the ad-server is designed to provide both user and publisher with ads which are likely to be clicked through upon. There is little purpose is serving an ad to either party if the pre-determined likelihood of click through is low.
- CTR / CPC / Impression competition – when your ad comes online it may have the current highest bid price; accordingly you will see higher levels of impressions and clicks. However, due to the nature of the network and the way Admob functions as a marketplace, the levels of impressions and clicks can alter dramatically and without warning if a new advertiser starts running a campaign with a higher CPC bid.

- It is therefore recommended that if your campaign is working well and delivering a good return, maximise your budget to that moment in time. Ours is a dynamic market and you should be prepared to expect it to change over time.

Admob advert moderation and network policy

Once an ad has been saved it automatically goes to a moderation process where Admob review the link it points to. This process will take no more than 24hours and where any problems / grey areas occur Admob will contact the advertiser – normally by email.

Admob has restrictions on the following areas;

Advertising content of an Adult nature – Gambling – products targeted at an over 18 market. Whilst it is possible to restrict ads being served by placing an age condition upon an ad, please visit http://www.admob.com/s/home/content_guidelines

SUMMARY OF DEFINITIONS AND ACRONYMS

Page Impression / Impression (PI)

Click

Click Through Rate (CTR)

eCPM – equivalent cost per thousand – used to bench mark a CPC campaign vs. a banner campaign