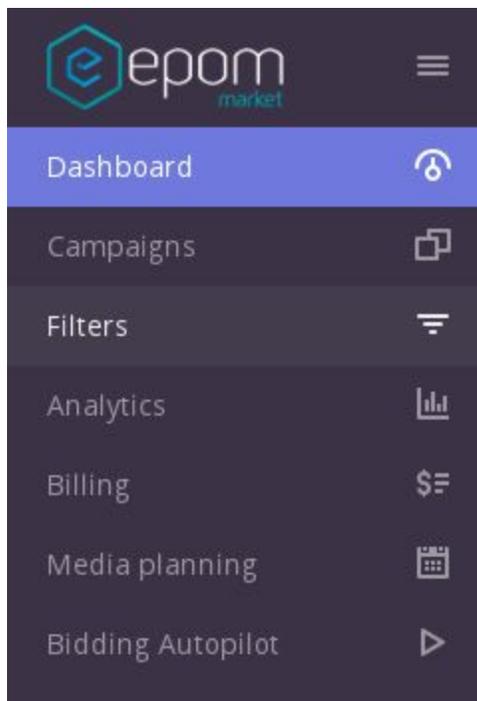


Epom DSP

Epom DSP is 100% self-serve platform that allows you to set up your ad campaigns.

This guide covers the overall structure, user interface, and key features of the **Epom DSP**. If you would like to find a more detailed description of a particular feature, or if you need any help, please contact your account manager.

Once you log in to your account, you will see the following Menu on the left:

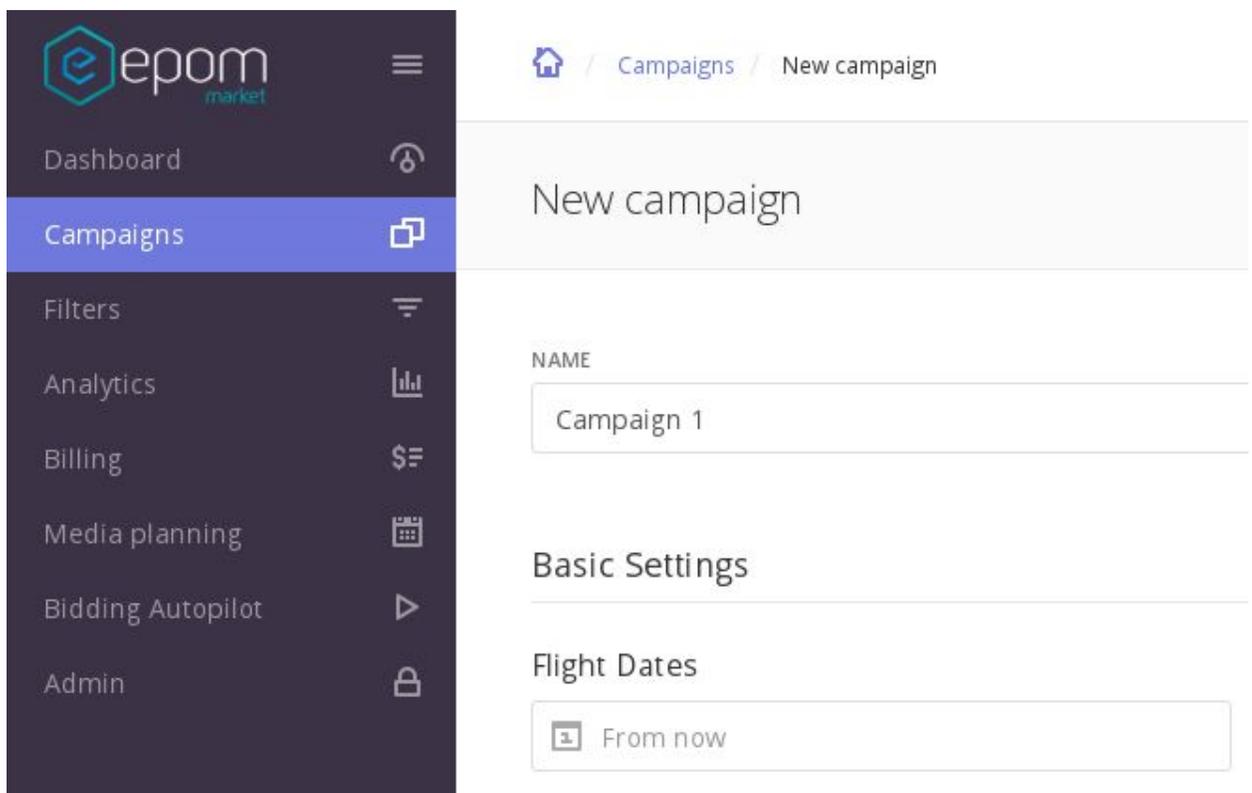


- Dashboard contains analytics set and graphs;
- Campaigns section allows creating and managing both campaigns and creatives;
- Filters is a panel where you can add whitelists and/or blacklists for targeting;
- Analytics displays detailed statistical information;
- Billing allows managing the financial activities of the account;
- Media planning section represents information about SSPs requests which allows to understand potential traffic
- Bidding Autopilot where can add the rules for auto optimization

Quick Start Guide

Let's create a new **Campaign** with a **Creative**. To do this, please follow the steps below.

1. Go to Campaigns panel.
2. Press **Create New Campaign** button.
3. Add Campaign Name, fill out Campaigns Settings and click Save:



Campaigns

Campaigns panel allows managing and creating **Campaigns** and **Creatives**. Table or Column View are available for this panel.

You may easily **Pause, Duplicate, Edit** or **Archive Campaign** by clicking on appropriate Actions icon:



NAME	STATUS	CREATIVES	ACTIONS
1	Active	0	PAUSE   
Test_marketing	Active	1	PAUSE   
test234	Active	1	PAUSE   

Please note that such action(s) will be applied to all **Creatives** within the Campaign. You can also apply the action(s) to the specific Creative:



NAME	STATUS	TYPE	SIZE	BID (CPM)	ACTIONS
test	Active		300x50	\$0.1	PAUSE   
test	Active		300x50	\$0.1	PAUSE   

In order to create a new Campaign press the **Create New Campaign** button. **New Campaign** form will be displayed. Enter Campaign Name and fill out Campaign Settings listed below.

Basic Settings:

- Flight Dates - timeframe of your Campaign;
- Lifetime Limits - number of impressions (Max Impressions) or amount of money (Max Spend) this Campaign can buy in course of its lifetime;
- Daily Limits - number of impressions (Max Impressions) or amount of money (Max Spend) this Campaign can buy daily;
- Default Bid Price (CPM) - CPM price for Campaign;
- Frequency Capping (24H) - ad view by unique user per 24 hours.

Bidding Strategy:

- Normal - will spend as fast as possible.
- Balanced - will spread out throughout the day. To enable it you must have either Max Impressions or Max Spend.

Targeting options relate to the type of traffic you want to receive from your SSP Partner (only if SSP sends such information). It's possible to Include or Exclude the following:

- Category - IAB category;
- Language - user language;
- OS: Windows, Linux, Mac, Android, iOS;
- Browser: Chrome, Safari, FireFox, Opera, IE;
- User Agent Pattern - User-Agent string;
- Block SSP/Source - specify from which SSP traffic will be sent to this campaign;
- Geo Position: Country, Region, City.

When all the settings are done press Save button.

4. Click on your **Campaign** and press **Create New Creative** button. New Creative form will be displayed:

The screenshot displays the 'New Banner' form in the epom market interface. On the left is a dark sidebar with navigation links: Dashboard, Campaigns, Filters, Analytics, Billing, Media planning, Bidding Autopilot, and Admin. The main content area has a breadcrumb trail: Home / Campaigns / Campaign 1 / New Banner. The form title is 'New Banner'. Below the title is a 'NAME' input field. The 'Basic settings' section includes 'DEVICE TYPE' with radio buttons for Desktop, Phone, and Tablet, and 'TRAFFIC TYPE' with radio buttons for Site and App. At the bottom is a 'BID PRICE (CPM)' input field.

5. Add Creative Name, fill out Settings and click Save.

Basic Settings:

- Device Type: Desktop, Phone, Tablet;
- Bid Price (CPM) - CPM price of the banner. Overrides Campaign price for this banner;
- Frequency Cap (24 Hours) - banner view by unique user per 24 hours. Overrides Campaign Frequency Cap for this banner.

Ad Markup:

- Size - IAB standard banner sizes or Custom size;
- Width - width in px;
- Height - height in px;
- Ad Markup - field for banner tag;
- **Macro List**
 - ★ **!{imp_id}** - unique impression ID;
 - ★ **!{imp_id}** - unique impression ID;
 - ★ **!{source}** - SSP name (hash);
 - ★ **!{random}** - passes a random value for cache busting;
 - ★ **!{bid}** - CPM bid that won the impression;
 - ★ **!{timestamp}** - passes the Timestamp that received the impression;
 - ★ **!{cid}** - campaign ID;
 - ★ **!{campaign}** - campaign name;
 - ★ **!{crid}** - creative ID;
 - ★ **!{creative}** - creative name;
 - ★ **!{width}** - creative width;
 - ★ **!{height}** - creative height;
 - ★ **!{carrier}** - carrier used by mobile device (Verizon, AT&T, T-Mobile);
 - ★ **!{os}** - device OS (Android, iOS, BlackBerry OS, Windows Phone OS);
 - ★ **!{os_version}** - OS Version (Android 4.0.4, iOS 6.0.2);
 - ★ **!{device}** - device type (iPad, DROID RAZR, Kindle Fire);
 - ★ **!{device_id}** - hardware device ID (e.g., IMEI); hashed via SHA1;
 - ★ **!{platform_id}** - platform device ID (e.g., Android ID); hashed via SHA1;
 - ★ **!{media_type}** - app or site;
 - ★ **!{publisher_id}** - exchange specific publisher id;
 - ★ **!{app}** - name of app where ad is placed;
 - ★ **!{app_id}** - ID of app where ad is placed;
 - ★ **!{site}** - name of site where ad is placed;
 - ★ **!{site_id}** - ID of site where ad is placed;
 - ★ **!{placement}** - ame of either site or app where ad is placed;
 - ★ **!{placement_id}** - ID of either site or app where ad is placed;

- ★ **!{category}** - IAB Category of site/app (IAB1-4; IAB7-9);
- ★ **!{subcategory}** - IAB Subcategory of site/app (IAB1-4; IAB7-9);
- ★ **!{bundle}** - passes a numeric ID (for Apple) or bundle name (for Google) specific to the mobile app responsible for generating the click. Example values: '383763' (Apple) or 'com.google.mygoogleapp' (Google);
- ★ **!{gps_lat}** - latitude coordinates of the device;
- ★ **!{gps_lon}** - longitude coordinates of the device;
- ★ **!{country}** - visitor's country;
- ★ **!{ip}** - IP address of user;
- ★ **!{ua}** - user agent string;
- ★ **!{ifa}** - mobile advertiser ID (IDFA if IOS or GAID if Android);
- ★ **!{idfa}** - iOS User IDFA;
- ★ **!{gaid}** - Google Android ID;
- ★ **!{tid}** - token.

- Landing Page TLD - top level domain of campaign landing page;
- Creative Category - category of ad that will be displayed.

Targeting options:

- Connection type: Unknown, Ethernet, WIFI, Carrier;
- Category - IAB category;
- Interstitial - is user to serve pops.

Dashboard

The **Dashboard** panel is used to provide a general review of the most important events: **Impressions**, **eCPM** and **Spend**.

Built-in calendar allows adjusting data by date according to your preferences. Switch the **graphs** to check the performance.

For more detailed statistics go to **Analytics** tab.

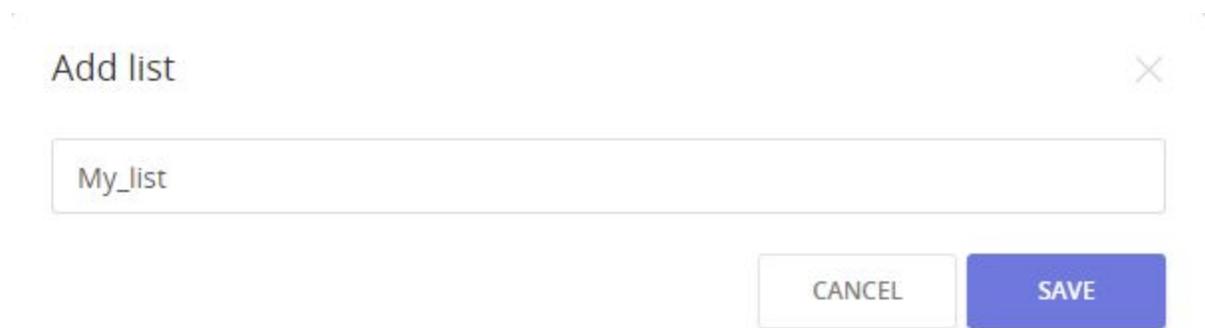
Filters

Filters section is designed for managing blacklists and/or whitelists to be used for Campaigns Targeting.

The possible Filters are: **Domain URL, Site/App ID, Publisher ID, App Name, Device ID, User IP** and/or **Bundle ID**.

In order to add a new **Filter**, please follow the steps below:

1. Click **Create New List** button. Add list pop-up window will be displayed:



The screenshot shows a modal window titled "Add list" with a close button (X) in the top right corner. Below the title bar is a text input field containing the text "My_list". At the bottom right of the window, there are two buttons: a light gray "CANCEL" button and a blue "SAVE" button.

2. Enter your list Name and click Save. Filters list will be displayed, where you can manage the filters: Edit or Delete actions are available:

Filters		CREATE NEW LIST
NAME	ACTIONS	
1	 	
Test List	 	
My_list	 	

3.

Click the filter name, then press Add List button. Add list to pop-up window will appear:

Add list to ×

Domain URL ▼

Filter elements
Each filter element on new line

CANCEL
ADD

4.

Select needed parameter for your list and enter filter elements. Each filter element should be added on a new line.

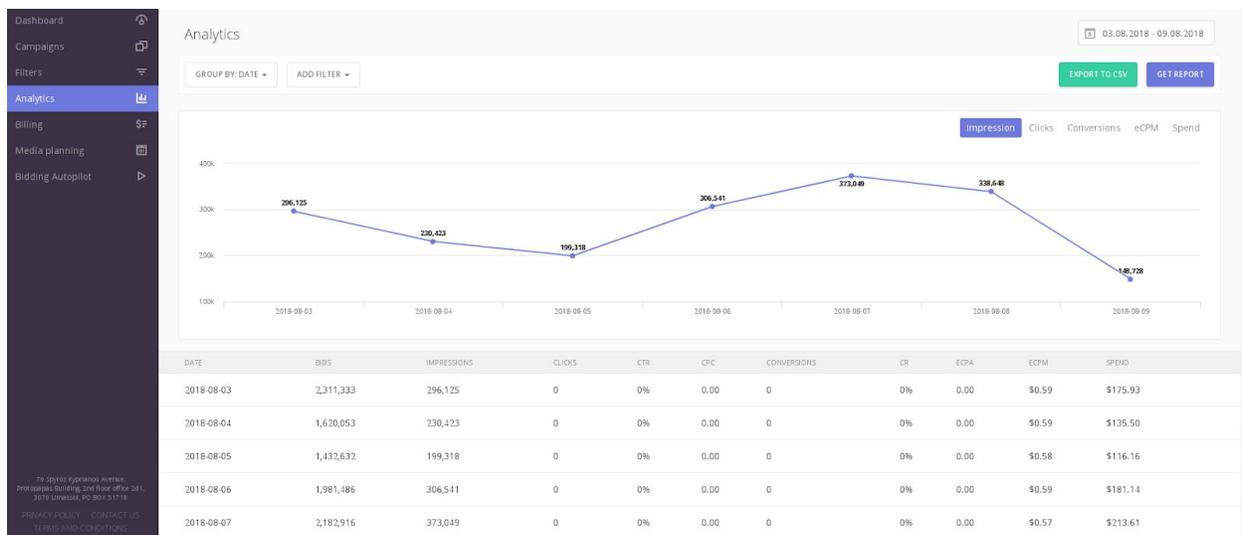
5. Click Add button.

Once you create a **Filter**, it can be used for the Campaigns Targeting.

Analytics

Analytics panel provides statistical information regarding your Campaigns activity.

To run a report, go to the Analytics panel and select filters/group by options:



Group by allows sorting your report by certain parameter:

- Date;
- Site/App;
- Site ID;
- Campaign;
- Creative;
- Country;

- OS;
- SSP endpoint.

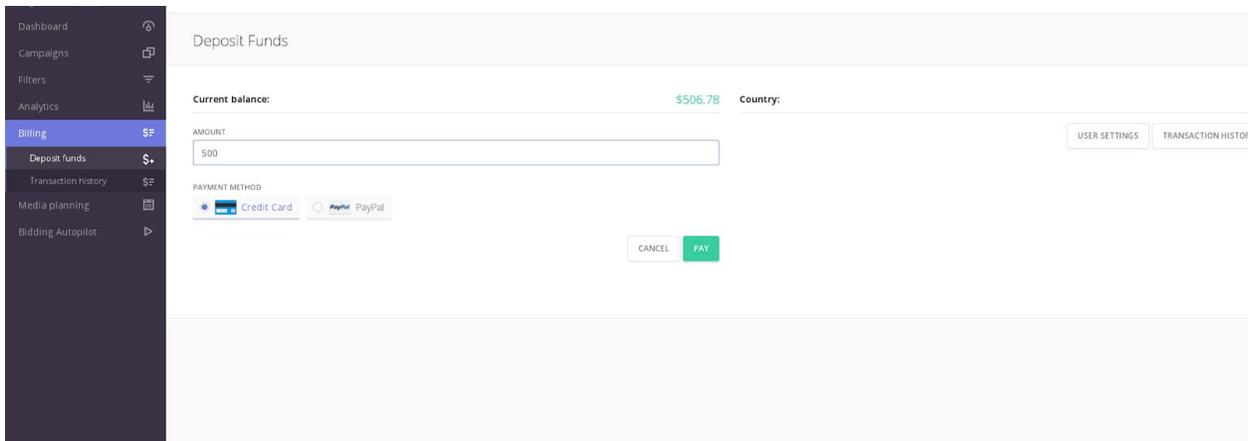
Apply required **timeframe** for the report:

- Today;
- Yesterday;
- Last 7 days;
- Last 30 days;
- This month;
- Last month;
- Custom Range.

The graphs represent **Impression, Click, Convert, eCPM** or **Spend** values.

Billing

The **Billing** panel allows managing DSP financial activities.



The screenshot displays the 'Billing' section of a DSP interface. On the left is a dark sidebar menu with options: Dashboard, Campaigns, Filters, Analytics, Billing (highlighted), Deposit funds, Transaction history, Media planning, and Bidding Autopilot. The main content area is titled 'Deposit Funds' and contains the following elements:

- Current balance:** \$506.78
- Country:** (field)
- AMOUNT:** Input field containing '500'
- PAYMENT METHOD:** Radio buttons for 'Credit Card' (selected) and 'PayPal'.
- Buttons:** 'CANCEL' and 'PAY' (green) at the bottom; 'USER SETTINGS' and 'TRANSACTION HISTORY' on the right.

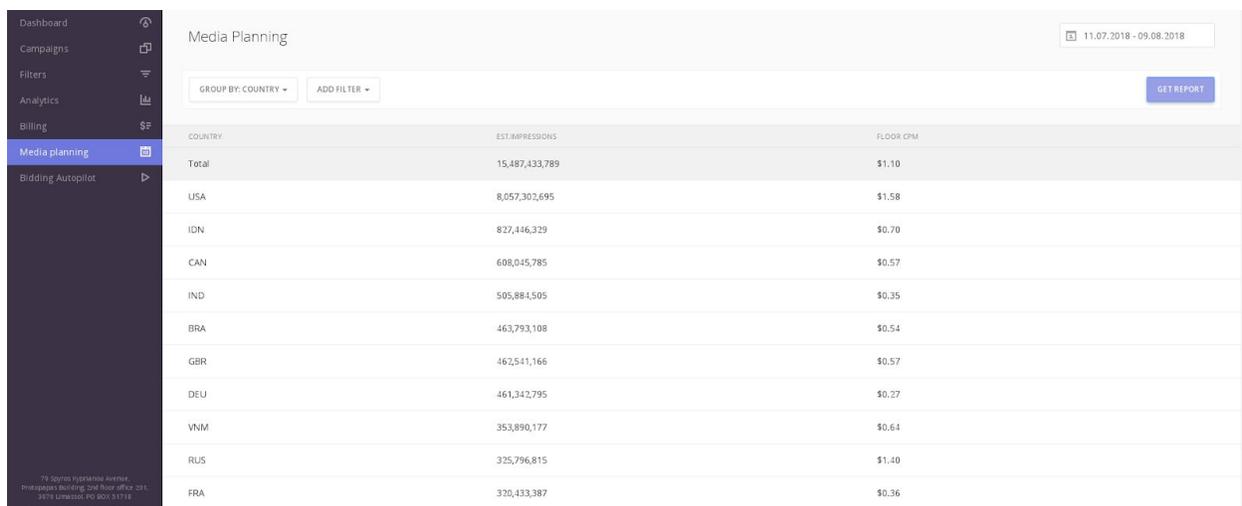
Deposit funds: PayPal or Credit Card payment methods are available. If you wish to make a Wire transfer please contact your manager.

Transactions history provides a list of all financial operations within your account:

User settings contains your user information

Media Planning

Media planning feature is designed to analyse SSPs traffic parameters and use it for Campaigns targeting.



The screenshot shows the Media Planning dashboard interface. On the left is a dark sidebar menu with options: Dashboard, Campaigns, Filters, Analytics, Billing, Media planning (highlighted), and Bidding Autopilot. The main content area is titled 'Media Planning' and includes a date range selector for '11.07.2018 - 09.08.2018'. Below this are two buttons: 'GROUP BY: COUNTRY' and 'ADD FILTER'. A 'GET REPORT' button is located in the top right corner. The main data is presented in a table with three columns: COUNTRY, EST. IMPRESSIONS, and FLOOR CPM.

COUNTRY	EST. IMPRESSIONS	FLOOR CPM
Total	15,487,433,789	\$1.10
USA	8,057,302,695	\$1.58
IDN	827,446,329	\$0.70
CAN	608,045,785	\$0.57
IND	505,884,505	\$0.35
BRA	463,793,108	\$0.54
GBR	462,541,166	\$0.57
DEU	461,342,795	\$0.27
VNM	353,890,177	\$0.64
RUS	325,796,815	\$1.40
FRA	320,433,387	\$0.36

The panel displays received data from SSP grouped by Site URL, Browser, Country, Type, App Bundle, Size SSP.

You can **Get Report** for Today, Last 7 days or Last 30 days.

Additional filters: Site URL, Browser, Country, Type, App Bundle, Size SSP are also available.

In case if any of website/application's parameters suits you, it's possible to add them to the **Filters** and then use for **Campaigns** targeting. To do this, please follow the steps below:

1. Press + icon in the required row. **Select filters** pop-up window will appear:

Select filters

AVAILABLE FILTERS

Search...

My_list ADD

1 ADD

Test List ADD

FILTERS 0 CLEAR ALL

OK CANCEL

2. Click Add on required Filter and press OK.

As a result, required website/application will be added to selected Filter and can be used in targeting.

Bidding Autopilot feature designed to automate your daily optimization.

1. Go to Bidding rules and press Create new rule
2. Type Name and set the conditions according to your goals and press Save. There are variables available Conversions, Impressions, Clicks, eCPM, eCPC, Spend.

Bidding Rules CREATE NEW RULE

Name

CANCEL SAVE

GLOBAL OFF

IF Clicks is = than 0

AND Impressions is = than 1000

THEN Add to list Black list

3. You can either add the site/app id to white/black list or pause the creative.

Bid Multipliers allow you to multiply your bid for specific domains

Press create new list, type the name and press Save.

Then go to the list and add the domains you would like to multiply bid rate to.
If you want to bid less on this domain the rate should be less than 1

Edit list ADD DOMAIN

Search

Entry	Rate		
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	cnh.com 0.5 <input type="checkbox"/>

2 Items