

# TRENDING. QUICK START GUIDE

**BID**





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# 01 INTRO

If you are looking for information on how to launch advertising campaigns using **Trending. Bid** traffic and you are not sure how to start, we have prepared a **step-by-step guide** about all the functions and possibilities of our platform.

We have traffic for all verticals or goals you have in mind. To start working with us, all you have to do is create an account, top up your balance and follow this guide.



**“If you do not find a comfortable payment method, contact our technical support team, we will find the method that is the most profitable for you.”**

# 02

## GENERAL INSTRUCTIONS



### CHOOSE AN OFFER

If you've made it this far, you probably already had an offer to work with. If you don't work with any CPA network and you need help finding the right offer, **let us know**, our managers will provide you with **special offers** from our partners.



### WORK ON YOUR CREATIVES

We know that in order to sell more, we have to be original. For this we will have to work on our **creatives** to stand out. We recommend that you use spy tools to see which creatives advertisers use for their campaigns. If you launch campaigns in regions you don't know the language of, find a freelance service where they will do a quality translation for you since online translators don't always do it well.





### **SET UP YOUR TRACKER**

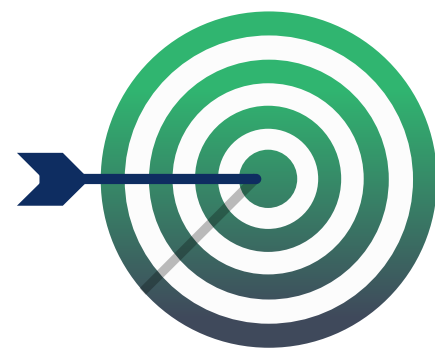
For a successful advertising campaign, you need to know the statistics, perform in-depth analysis and, if necessary, quickly adjust your traffic sources. For this reason, it is one of the most important steps before starting a campaign. A well-configured CPA tracker will allow you to have your own system to track leads, see their revenue, final cost, etc. You will have complete statistics that will allow you to perform online analysis.

We recommend you to use **Binom, Keitaro, Voluum or Redtrack.**



### **PRICING MODELS**

In our platform you will find **two billing models** for our traffic, **CPC and CPM**. With CPC (or Cost Per Click), you will pay for every click made by users, with CPM (Cost Per Mile), you will pay for every 1000 impressions (users who saw your ad).



### **BLACK/WHITE LISTING**

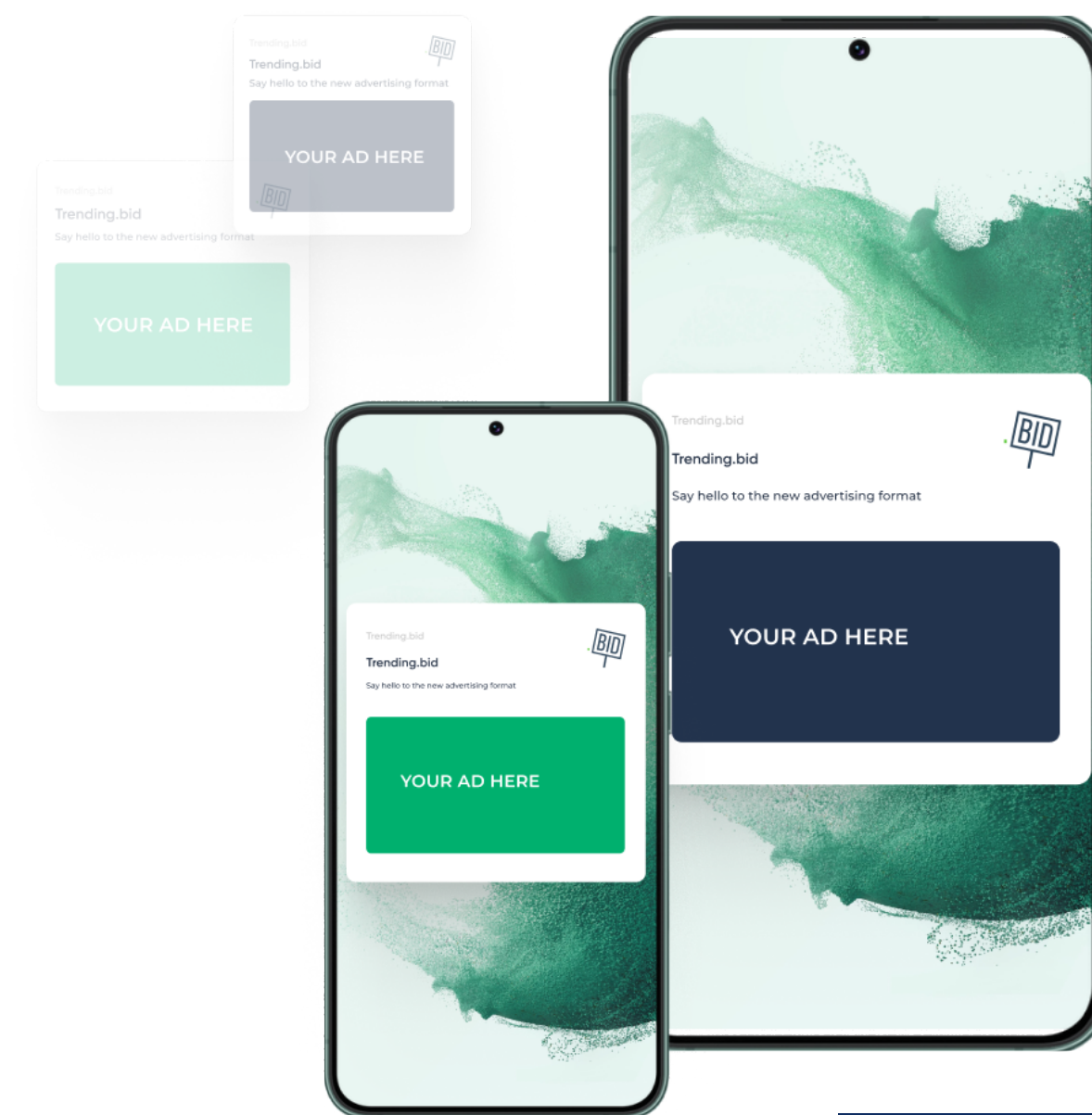
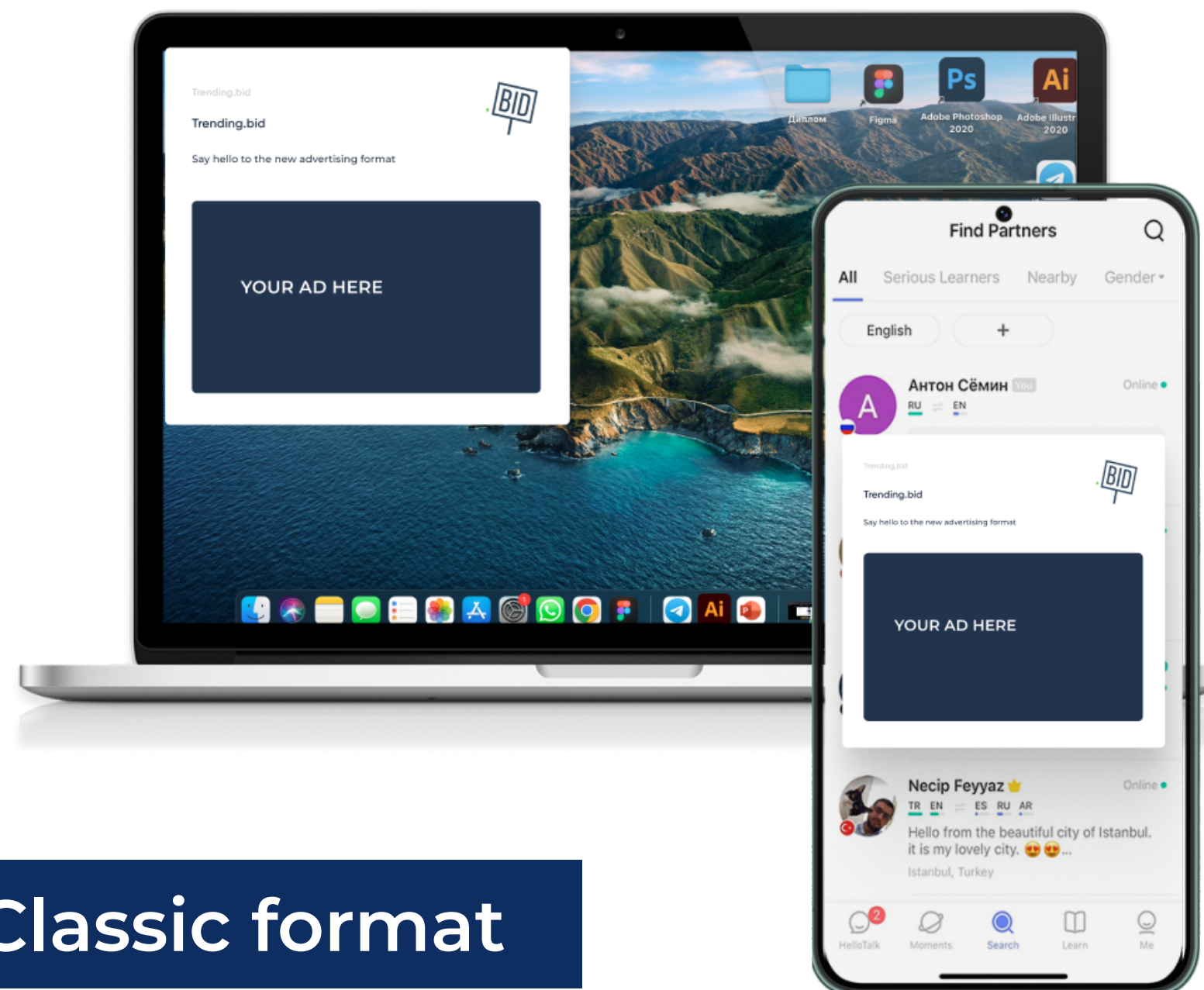
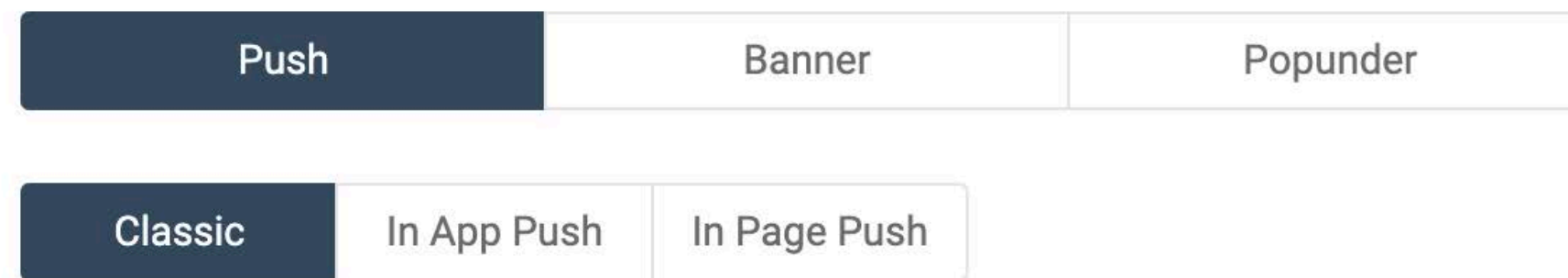
Before starting a campaign, you should run **a few tests with a limited budget** to see if the traffic sources satisfy you with the results. With this information, you will be able to create black or white lists and add them to your campaign if you decide to maximize the plan.

# 03

## PUSH ADS FORMAT

**MOST POPULAR AD FORMAT, WHICH GENERATES A LOT OF VOLUME**

You can choose between the **“Classic format”** - system messages for the user who has subscribed, or the **“In-App format”**, which will send notifications to users who have installed a certain mobile application.





## NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template

Macros `$(format)` `$(campaign)` `$(creative)` `$(trackid)` `$(sourceid)` `$(category)` `$(ssp_id)` `$(click_cost)` `$(subscriptionage)`

Domain replacement in all creatives ?

No redirect

# 2

## PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `$(sourceid)` and `$(trackid)` respectively.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template `https://www.example.net/?source_id=$(sourceid)&sub1=$(trackid)`

Macros `$(format)` `$(campaign)` `$(creative)` `$(trackid)` `$(sourceid)` `$(category)` `$(ssp_id)` `$(click_cost)` `$(subscriptionage)`

Domain replacement in all creatives ?

No redirect

3

## SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}</a> <a href="#">Click to copy</a>		
deposit	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}</a> <a href="#">Click to copy</a>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}</a> <a href="#">Click to copy</a>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}</a> <a href="#">Click to copy</a>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}</a> <a href="#">Click to copy</a>		

Add param **trnid=** (unique transaction ID) to transfer several transactions per user  
Add param **price=** to transfer the price of action

4

## SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

Limits

	Hour	Day	Total
Costs	<input type="text"/> \$	<input type="text"/> \$	<input type="text"/> \$
Impressions	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Impressions per user</b>			
Impressions	<input type="text"/>	Interval	<input type="text"/>
			days <input type="text"/>



5

## ADD YOUR FIRST CREATIVE

Add images of 192x192 px for the small icon and 360x240 px for the big one. You can crop your images if you don't have that dimensions. The header is limited by 30 characters, the description - by 40.

The screenshot shows a web interface for configuring a creative. It includes the following elements:

- Title:** A text input field containing "Sweepstake campaign".
- Link template:** A text input field containing "https://www.example.net/?source\_id=\${sourceid}&sub1=\${trackid}".
- Macros:** A list of available macros: `${format}`, `${campaign}`, `${creative}`, `${trackid}`, `${sourceid}`, `${category}`, `${ssp_id}`, `${click_cost}`, and `${subscriptionage}`.
- Format:** A set of buttons for selecting the creative format. "Push" is selected, with other options being "Banner" and "Popunder". Below this, "Classic" is selected, with other options being "In App Push" and "In Page Push".
- Files:** A table for uploading files:

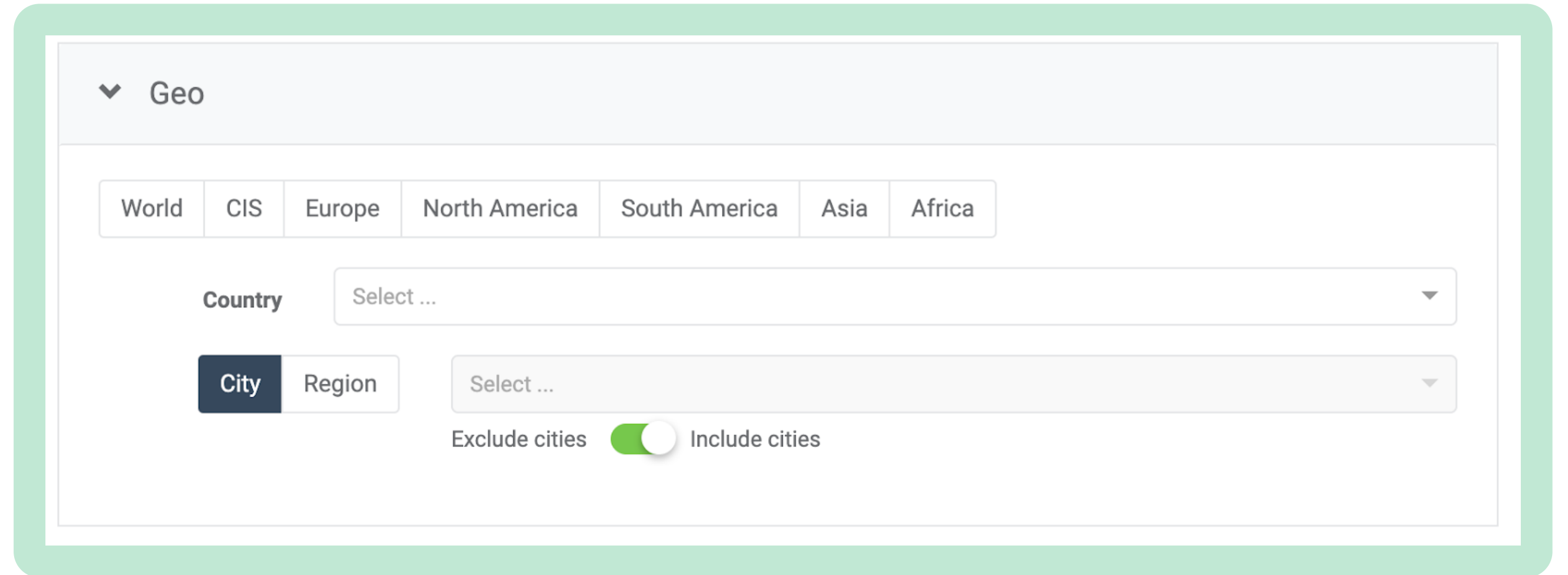
File Name	Size
example	7/30
example	7/40

A "Preview" button is located to the right of the file table.
- Preview:** A large preview area showing a dark blue banner with the text "MULTI-FORMAT ADVERTISING NETWORK" and "We help advertisers achieve their goals." Below the text is a button that says "LEARN MORE ABOUT US".
- Footer:** A note at the bottom states: "Formats: png, jpg, jpeg, gif. Maximum file size 10 mb."

# 6

## CHOOSE GEO, DEVICE, SOURCES AND CPC RATE

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.



Geo

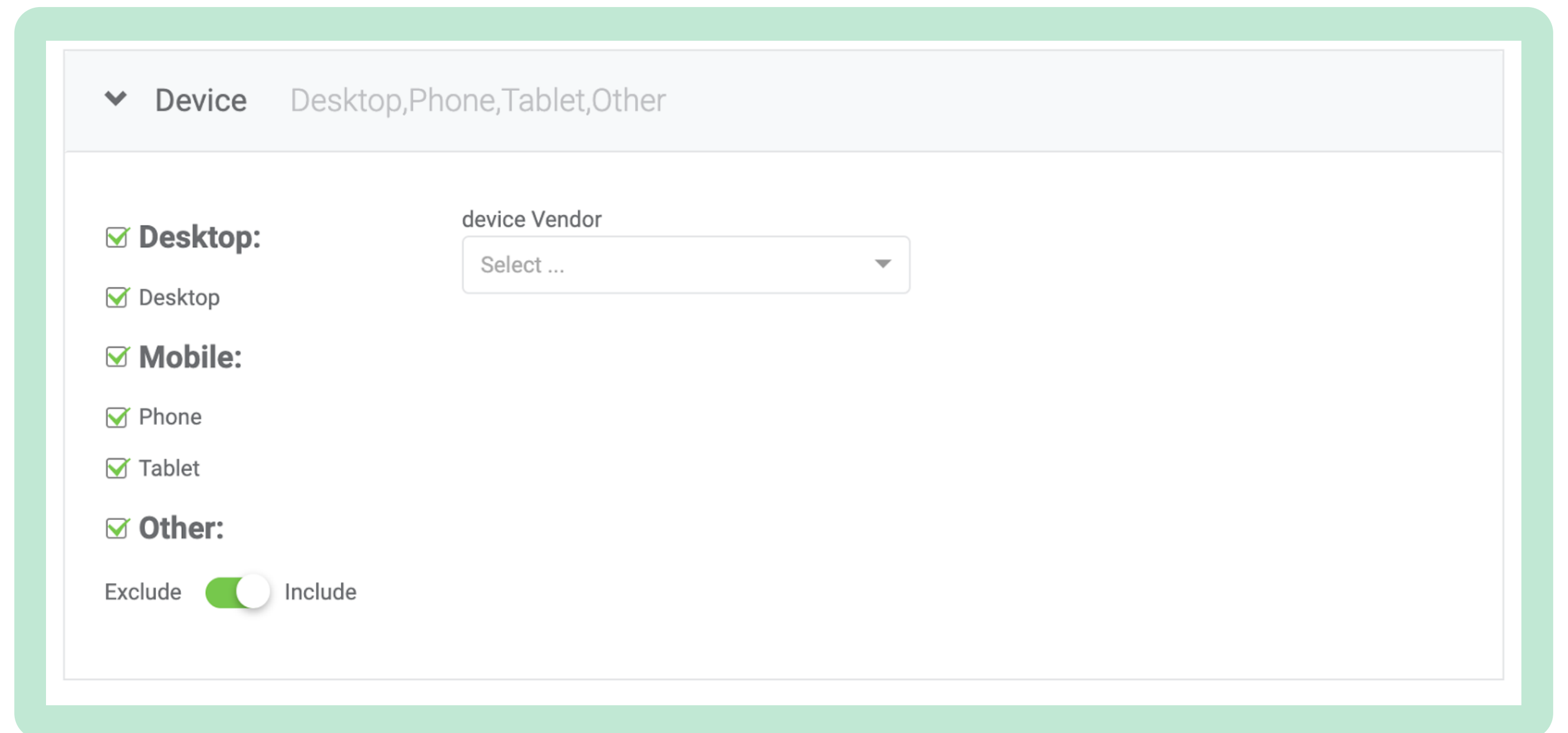
World CIS Europe North America South America Asia Africa

Country Select ...

City Region Select ...

Exclude cities  Include cities

Choose **devices** wisely, as not all creatives work on mobile or desktop.



Device Desktop,Phone,Tablet,Other

device Vendor Select ...

Desktop

Mobile:

Phone

Tablet

Other:

Exclude  Include



Then you have to select a **traffic source**. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

▼ Sources

All Mainstream Adult

All HQ

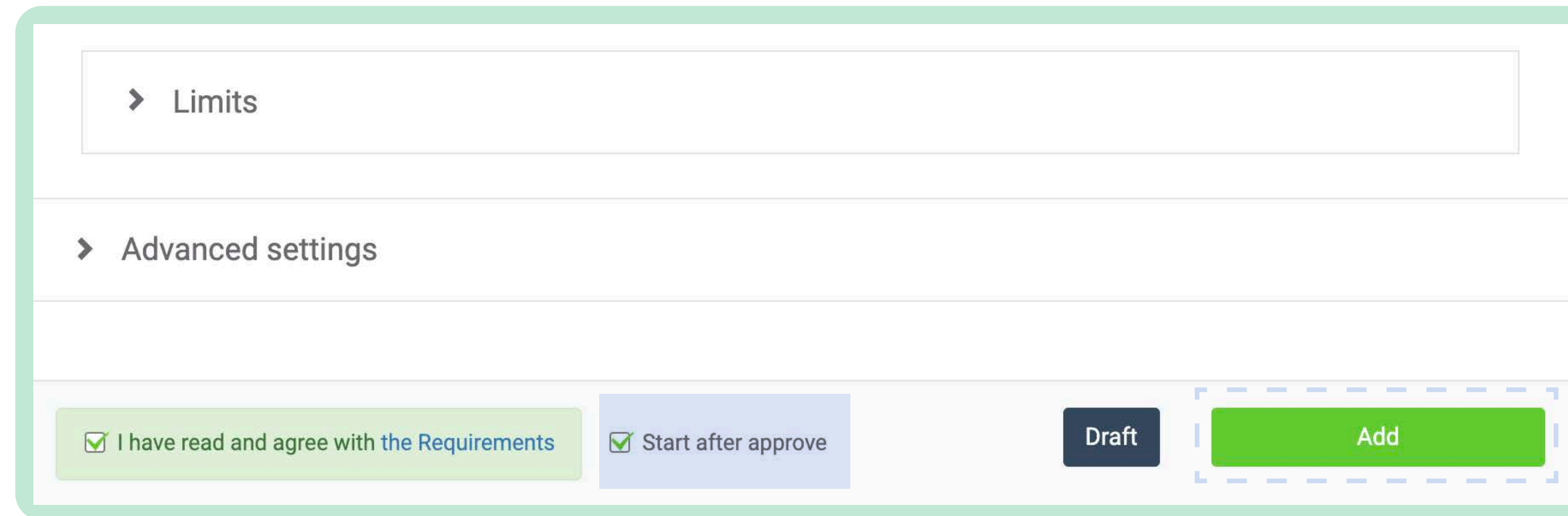
Enter comma-separated source IDs from macro \${sourceid}

Black list White list ?

Choose your **bid**. Here we have a CPC model. The graphic will show you the amount of clicks for your bid.



Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



The screenshot shows a user interface for configuring a campaign. It features two expandable sections: 'Limits' and 'Advanced settings', both with right-pointing chevrons. Below these sections is a row of controls. On the left, there are two checkboxes: the first is checked and labeled 'I have read and agree with the Requirements', and the second is checked and labeled 'Start after approve'. To the right of these checkboxes are two buttons: a dark grey 'Draft' button and a bright green 'Add' button. The 'Add' button is highlighted with a dashed blue border, indicating it is the next step in the process.

The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

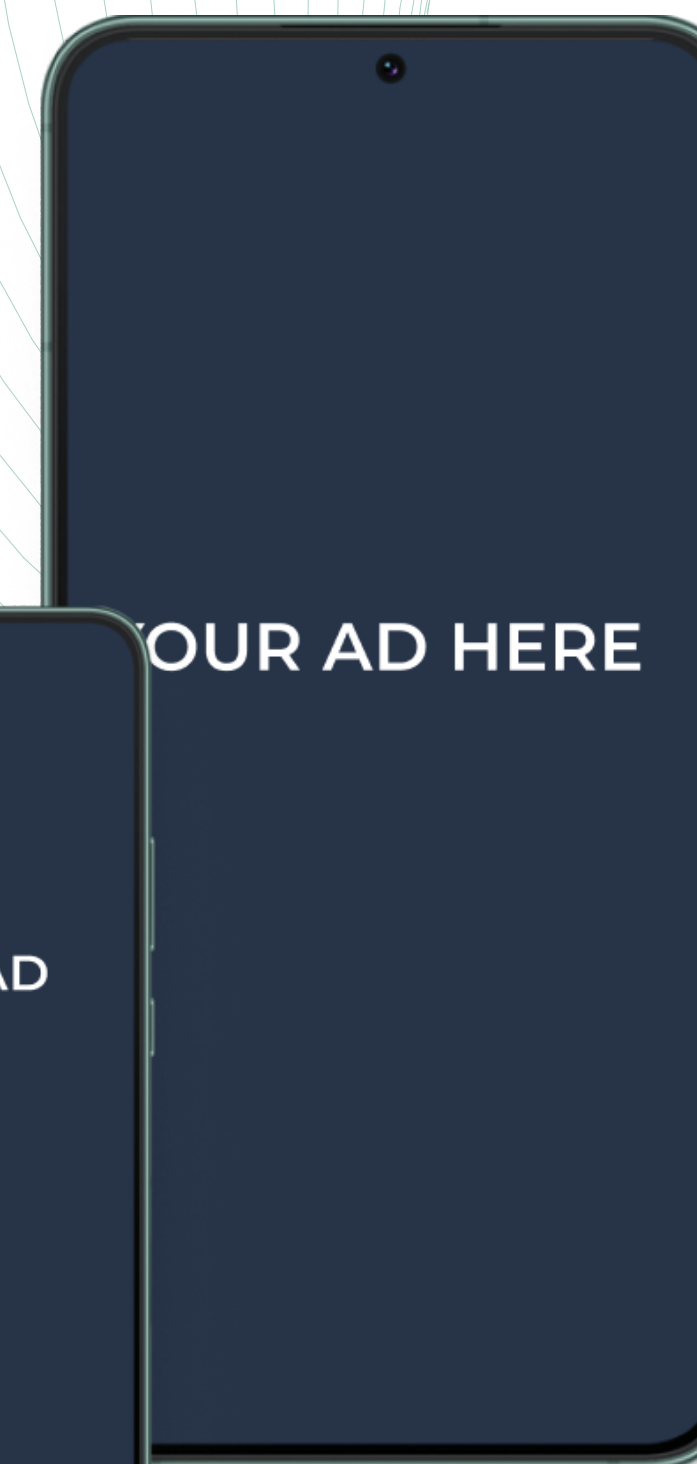
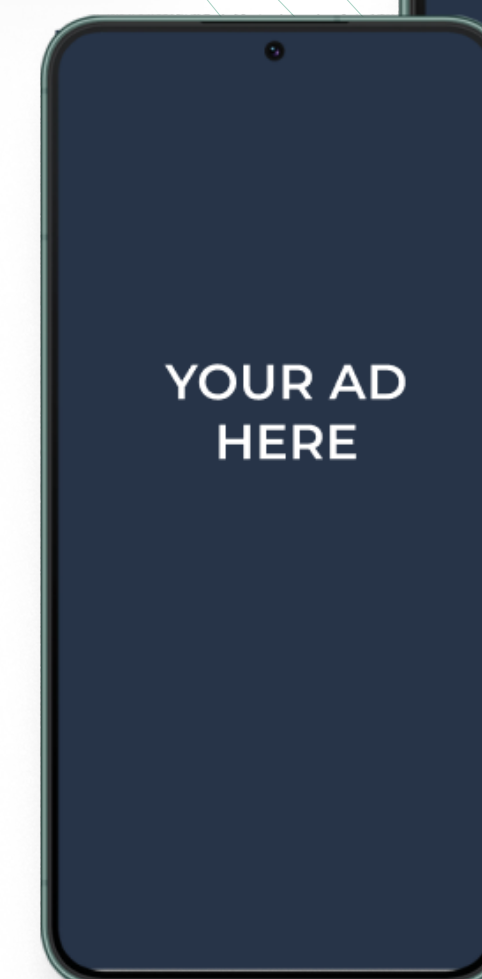
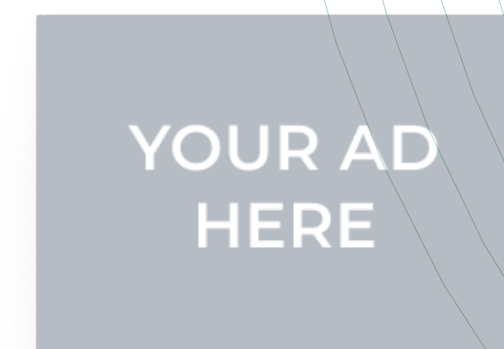
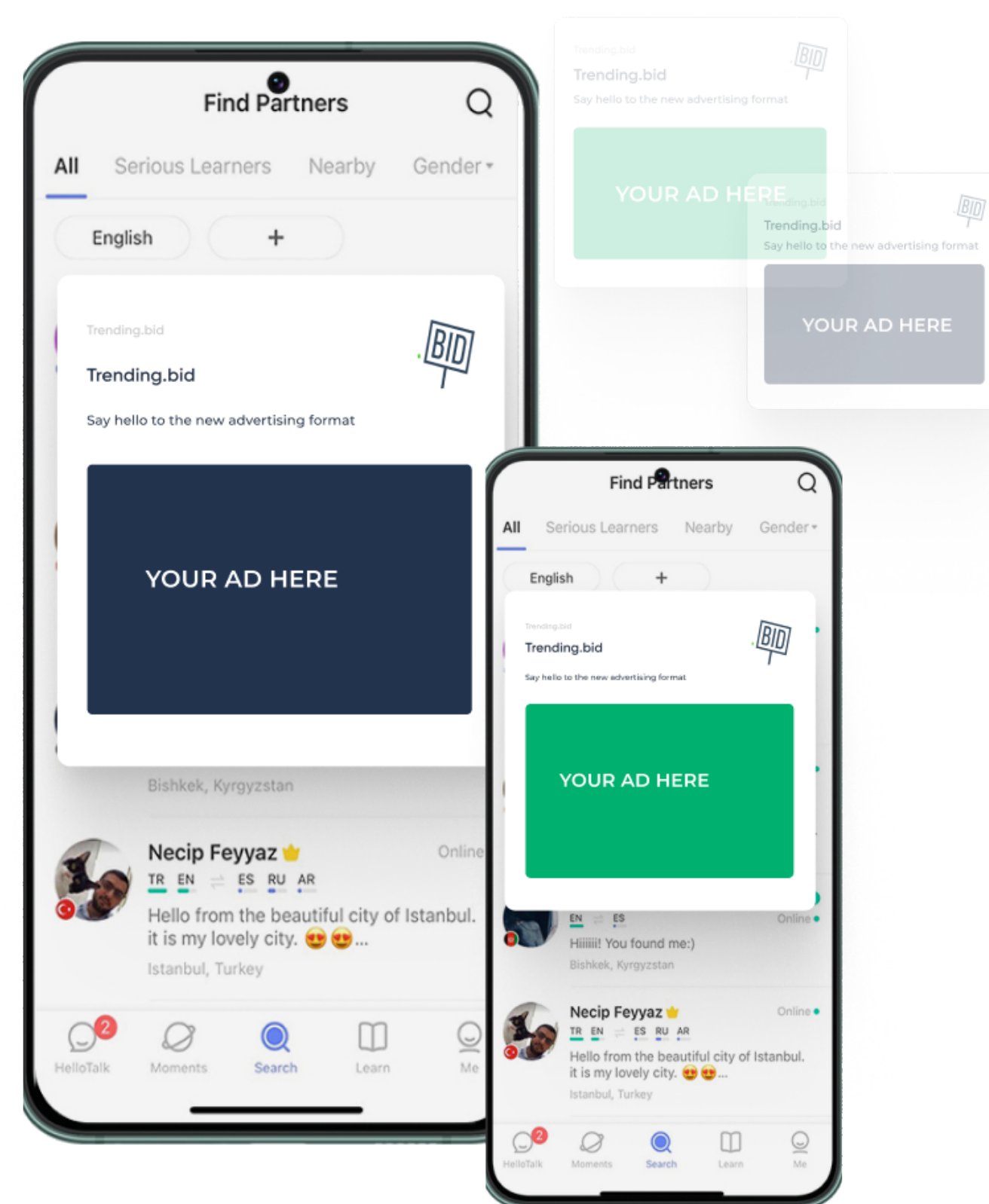
ARE YOU READY TO REGISTER AND/OR  
CREATE YOUR FIRST CAMPAIGN?





# 04 BANNER ADS FORMAT

In-App banners and messages create notifications inside mobile app, at the top of the main homepage or specific module pages.



## 1 NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}`

Domain replacement in all creatives ?

No redirect

## 2 PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `${sourceid}` and `${trackid}` respectively.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template `https://www.example.net/?source_id=${sourceid}&sub1=${trackid}`

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}`

Domain replacement in all creatives ?

No redirect



3

### SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}</a> <small>Click to copy</small>		
deposit	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}</a> <small>Click to copy</small>		

Add param **trnid=** (unique transaction ID) to transfer several transactions per user  
Add param **price=** to transfer the price of action

4

### SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

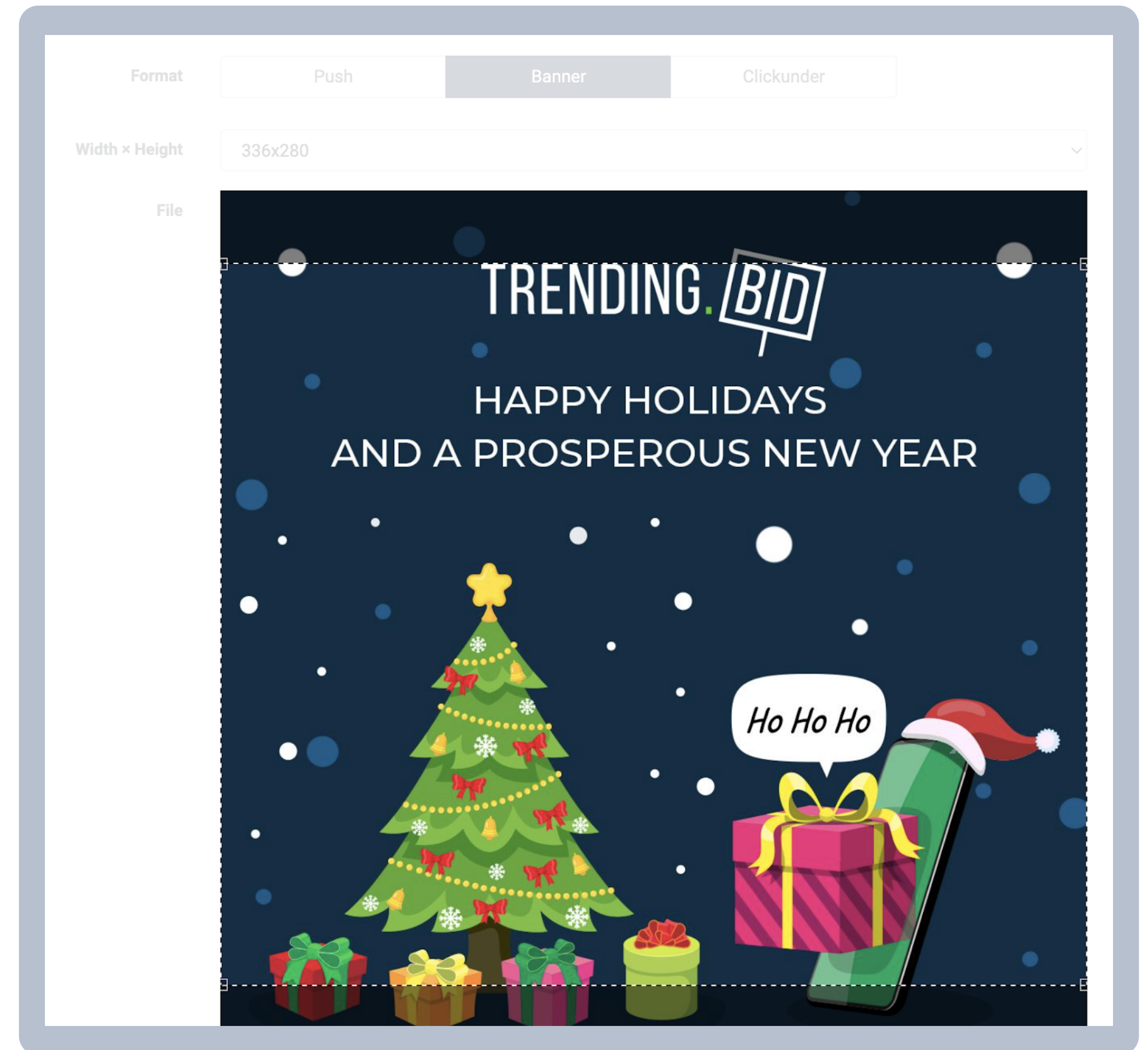
Limits

	Hour	Day	Total
Costs	<input type="text"/> \$	<input type="text"/> \$	<input type="text"/> \$
Impressions	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Impressions per user</b>			
Impressions	<input type="text"/>	Interval	<input type="text"/>
			days <input type="text"/>

5

## ADD YOUR FIRST CREATIVE

Select the desired format of your add and **upload** your creative. You can **crop** the image if you don't have the exact dimensions.

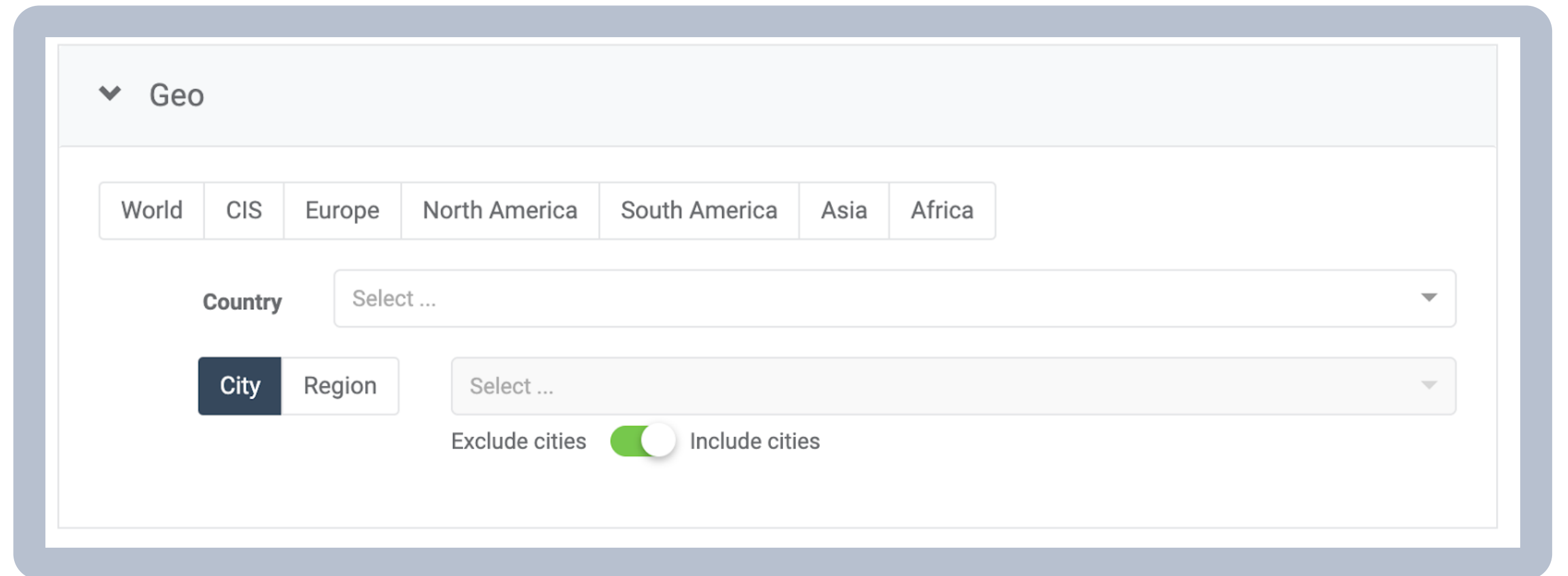




# 6

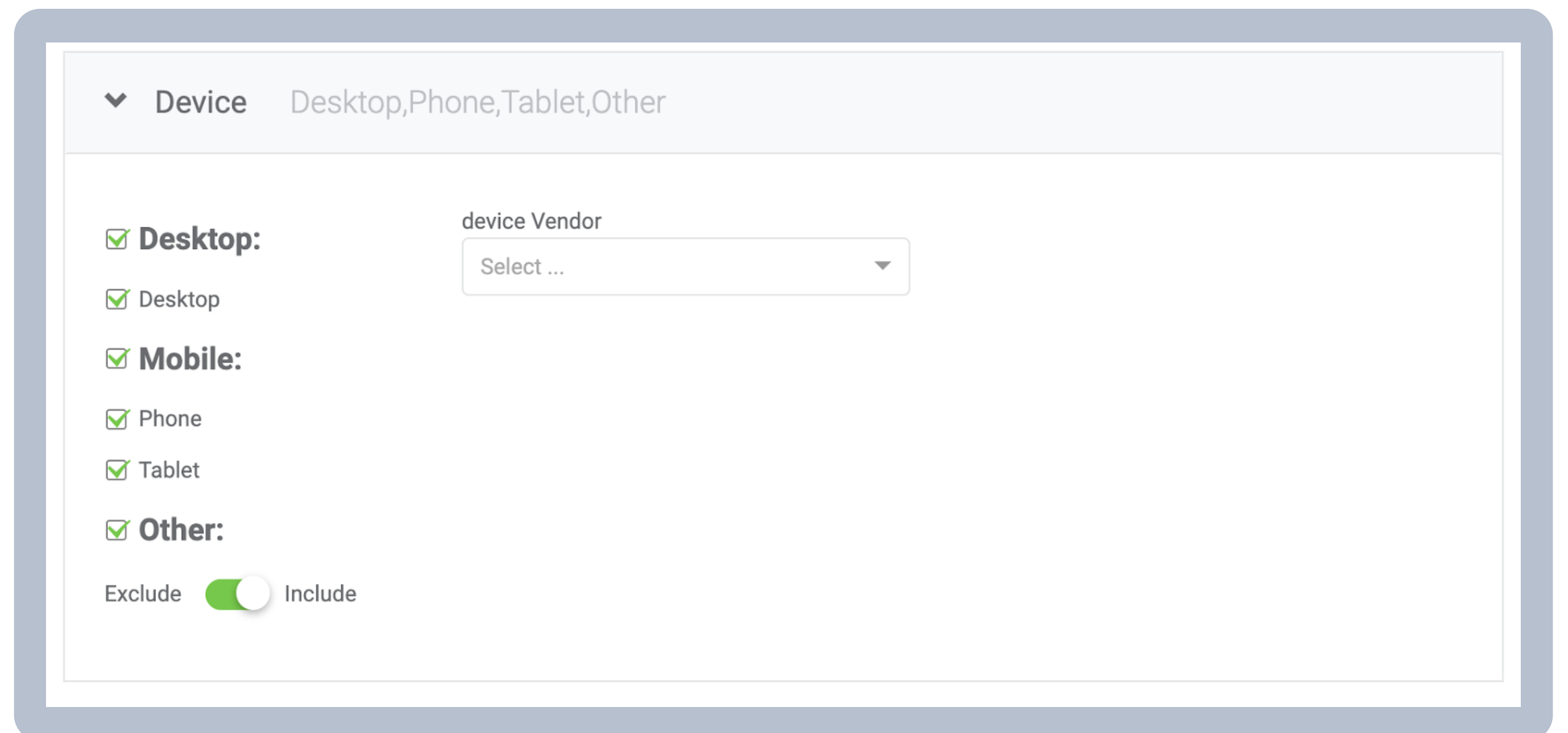
## CHOOSE GEO, DEVICE, SOURCES AND CPC/CPM RATE (AND LIMITS IF YOU DID NOT SETTLE THEM UP)

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.



The screenshot shows the 'Geo' targeting section of an advertising platform. At the top, there is a dropdown menu labeled 'Geo' with a downward arrow. Below this, there are several tabs: 'World', 'CIS', 'Europe', 'North America', 'South America', 'Asia', and 'Africa'. Underneath the tabs, there is a 'Country' dropdown menu with 'Select ...' as the placeholder. Below the country dropdown, there are two tabs: 'City' (which is currently selected) and 'Region'. To the right of these tabs is another dropdown menu with 'Select ...' as the placeholder. At the bottom of the section, there is a toggle switch labeled 'Exclude cities' on the left and 'Include cities' on the right. The 'Include cities' option is currently selected, indicated by a green circle.

Choose **devices** wisely, as not all creatives work on mobile or desktop.



The screenshot shows the 'Device' targeting section of an advertising platform. At the top, there is a dropdown menu labeled 'Device' with a downward arrow, and next to it, the text 'Desktop,Phone,Tablet,Other'. Below this, there are four sections, each with a checked checkbox and a label: 'Desktop:', 'Mobile:', 'Phone', and 'Tablet'. Below these sections, there is a 'device Vendor' dropdown menu with 'Select ...' as the placeholder. At the bottom of the section, there is a toggle switch labeled 'Exclude' on the left and 'Include' on the right. The 'Include' option is currently selected, indicated by a green circle.

Then you have to select a traffic source. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

▼ Sources

Enter comma-separated source IDs from macro  $\${sourceid}$

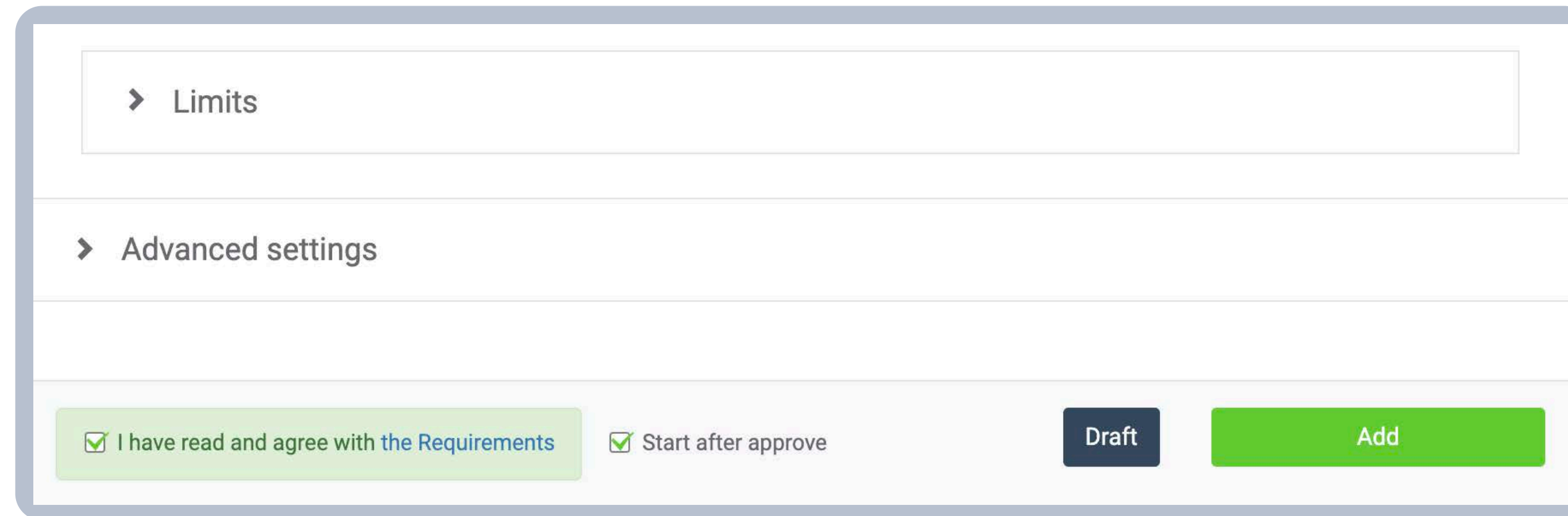
Black list White list ⓘ

Choose your bid.  
Here we have a CPC and CPM model.  
The graphic will show you the amount of clicks or impressions you can get for your bid.





Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



The screenshot shows a form with two expandable sections: 'Limits' and 'Advanced settings'. Below these sections, there are two checkboxes: 'I have read and agree with the Requirements' (checked) and 'Start after approve' (checked). To the right of the checkboxes are two buttons: 'Draft' (dark blue) and 'Add' (green).

The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

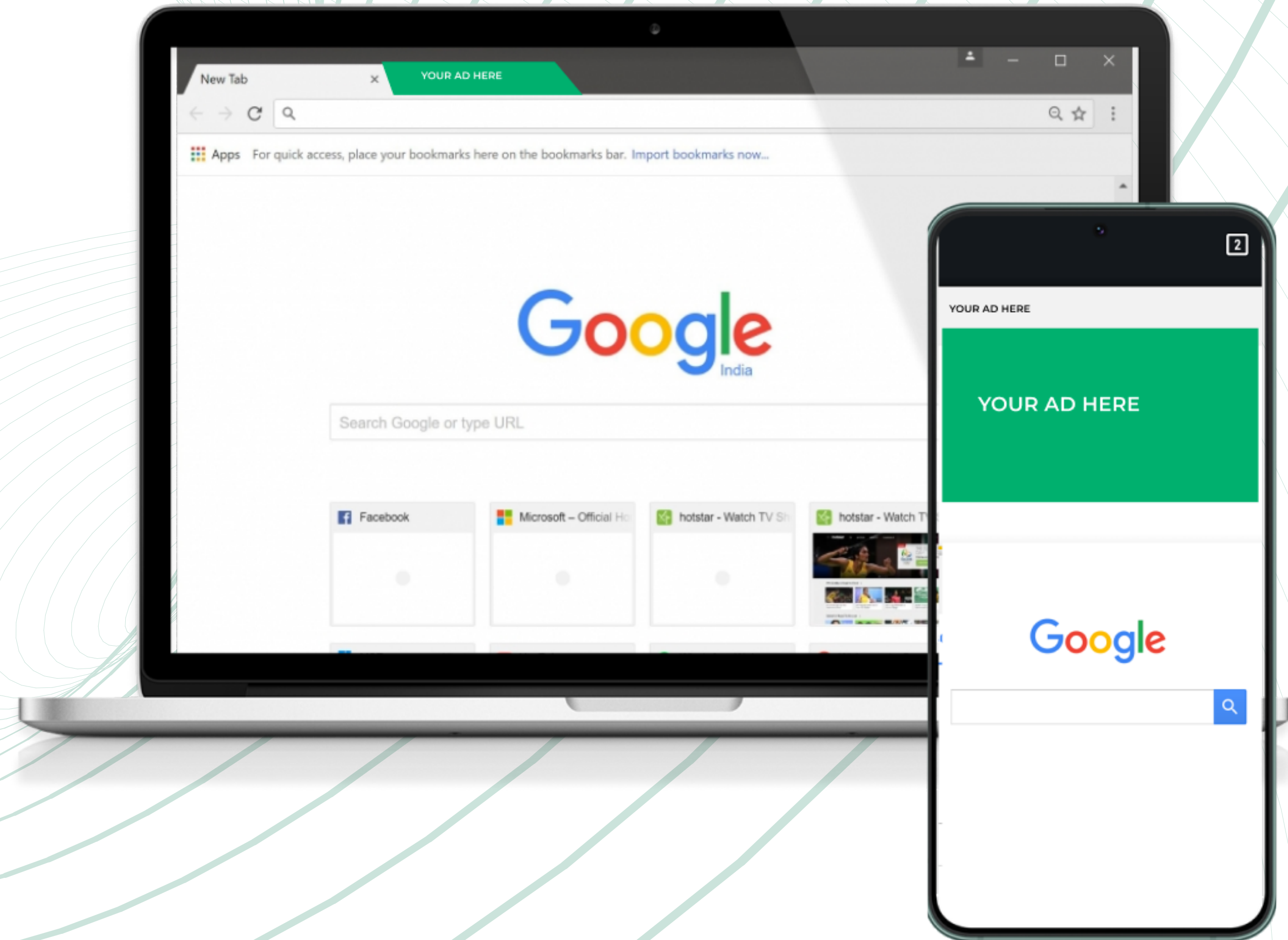
ARE YOU READY TO REGISTER AND/OR  
CREATE YOUR FIRST CAMPAIGN?



# 05

## POPUNDER ADS FORMAT

Classic advertising format that opens an advertising page in a **new tab** of your browser after clicks in any area of the site they come from.





## NAME YOUR CAMPAIGN

Choose a title for your main campaign, after that, you will have to name the creative.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}`

Domain replacement in all creatives ?

No redirect

## 2

## PROVIDE YOUR LINK TEMPLATE (SET UP YOUR TRACKER)

We highly recommend using **trackers** for your offer link. You can check how to set it up here.

Change your offer's source ID and click ID macros to ours `${sourceid}` and `${trackid}` respectively.

1. Campaign creating 2. Add creative

Title Sweepstake campaign

Link template `https://www.example.net/?source_id=${sourceid}&sub1=${trackid}`

Macros `${format}` `${campaign}` `${creative}` `${trackid}` `${sourceid}` `${category}` `${ssp_id}` `${click_cost}` `${subscriptionage}`

Domain replacement in all creatives ?

No redirect

3

### SET UP POSTBACK

Here you have to set up your postback, you can add up to 5.

Postback settings

Lead title	Price	Main lead
install	0 \$	<input checked="" type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead1?trkid=\${trackid}</a> <small>Click to copy</small>		
deposit	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead2?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead3?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead4?trkid=\${trackid}</a> <small>Click to copy</small>		
	0 \$	<input type="radio"/>
<a href="http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}">http://passfiss.com/lead/dspsl/lead5?trkid=\${trackid}</a> <small>Click to copy</small>		

Add param **trnid=** (unique transaction ID) to transfer several transactions per user  
Add param **price=** to transfer the price of action

4

### SET UP THE BUDGET LIMITS

These restrictions will be applied to all creatives, after this, you can **edit limits** for each creative.

Limits

	Hour	Day	Total
Costs	<input type="text"/> \$	<input type="text"/> \$	<input type="text"/> \$
Impressions	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Impressions per user</b>			
Impressions	<input type="text"/>	Interval	<input type="text"/>
			days <input type="text"/>



5

## CHOOSE GEO, DEVICE, SOURCES AND CPC RATE

Select **countries and cities** you are targeting. We recommend using localized creatives for each region, in such a way you will get more conversions for sure.

Choose **devices** wisely, as not all creatives work on mobile or desktop.

Geo

World CIS Europe North America South America Asia Africa

Country

City Region

Exclude cities  Include cities

Device Desktop,Phone,Tablet,Other

device Vendor

Desktop

Desktop

Mobile:

Phone

Tablet

Other:

Exclude  Include

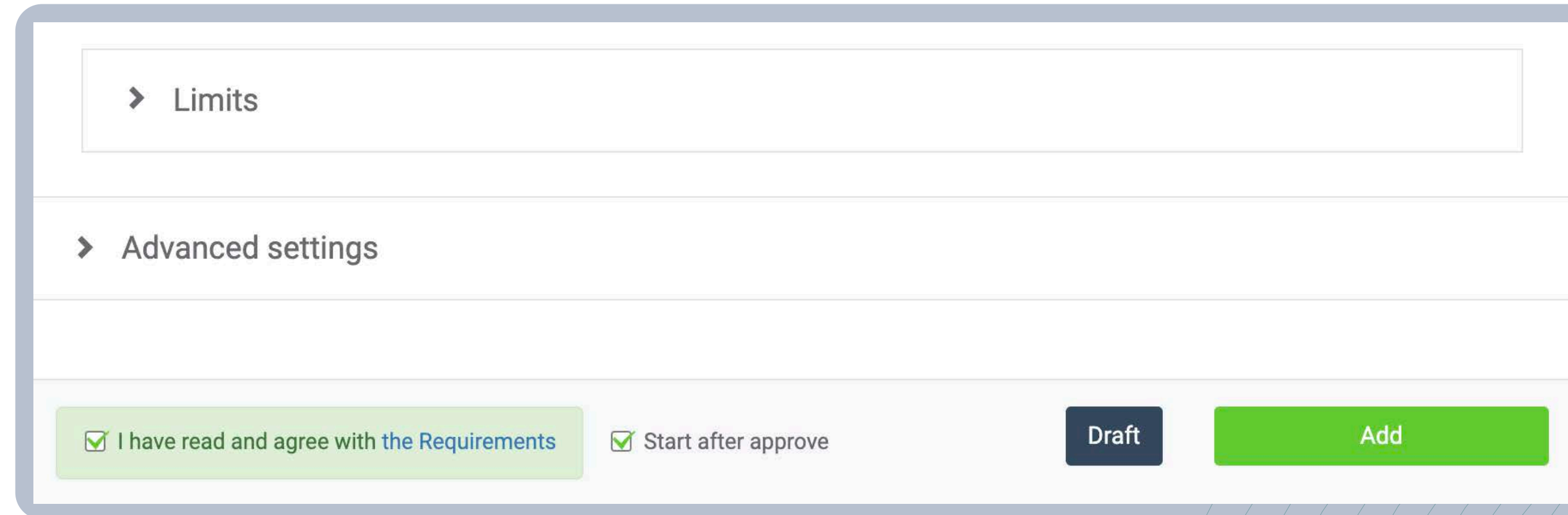
Then you have to select **a traffic source**. Keep in mind that HQ (high quality) traffic is more expensive. At this step you also can black/white list your campaign, if you are an experienced Trending. Bid advertiser.

The screenshot shows a 'Sources' section with a dropdown arrow. Below it are two rows of buttons. The first row has 'All' (selected), 'Mainstream', and 'Adult'. The second row has 'All' (selected) and 'HQ'. Below these is a text input field with the placeholder 'Enter comma-separated source IDs from macro \${sourceid}'. At the bottom, there are 'Black list' (selected) and 'White list' buttons, followed by a help icon.

Choose your bid.  
Here we have a CPC and CPM model.  
The graphic will show you the amount of clicks or impressions you can get for your bid.



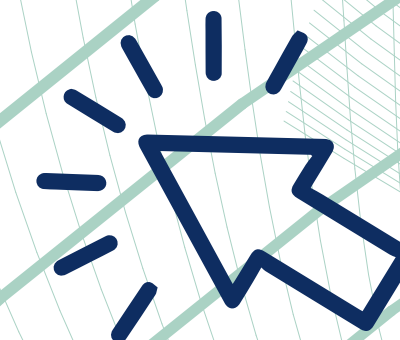
Once all the steps are done, check again if you have done everything correctly. Then you have to read and **agree** with the requirements and click on the **“Add”** button.



The screenshot shows a form with two expandable sections: 'Limits' and 'Advanced settings'. Below these sections, there are two checkboxes: 'I have read and agree with the Requirements' (checked) and 'Start after approve' (checked). To the right of the checkboxes are two buttons: 'Draft' (dark blue) and 'Add' (green).

The moderation team typically checks out creatives in about 5-10 minutes. If all is well and your creatives have been approved, you should receive your first clicks/impressions within 20 minutes.

ARE YOU READY TO **REGISTER** AND/OR  
**CREATE YOUR FIRST CAMPAIGN?**





# OUR CONTACTS

**If you have any further questions, please do not hesitate to contact us.**



**Telegram**



**Skype**



**Email**