TRENDING.BID

QUICK START GUIDE

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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).
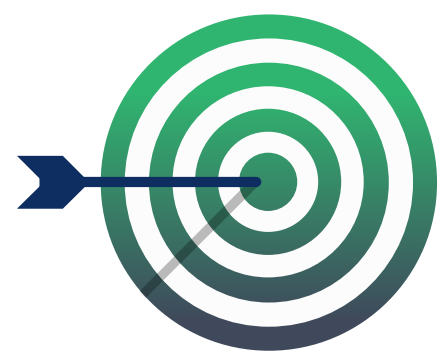
BLACK/WHITE LISTING

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.
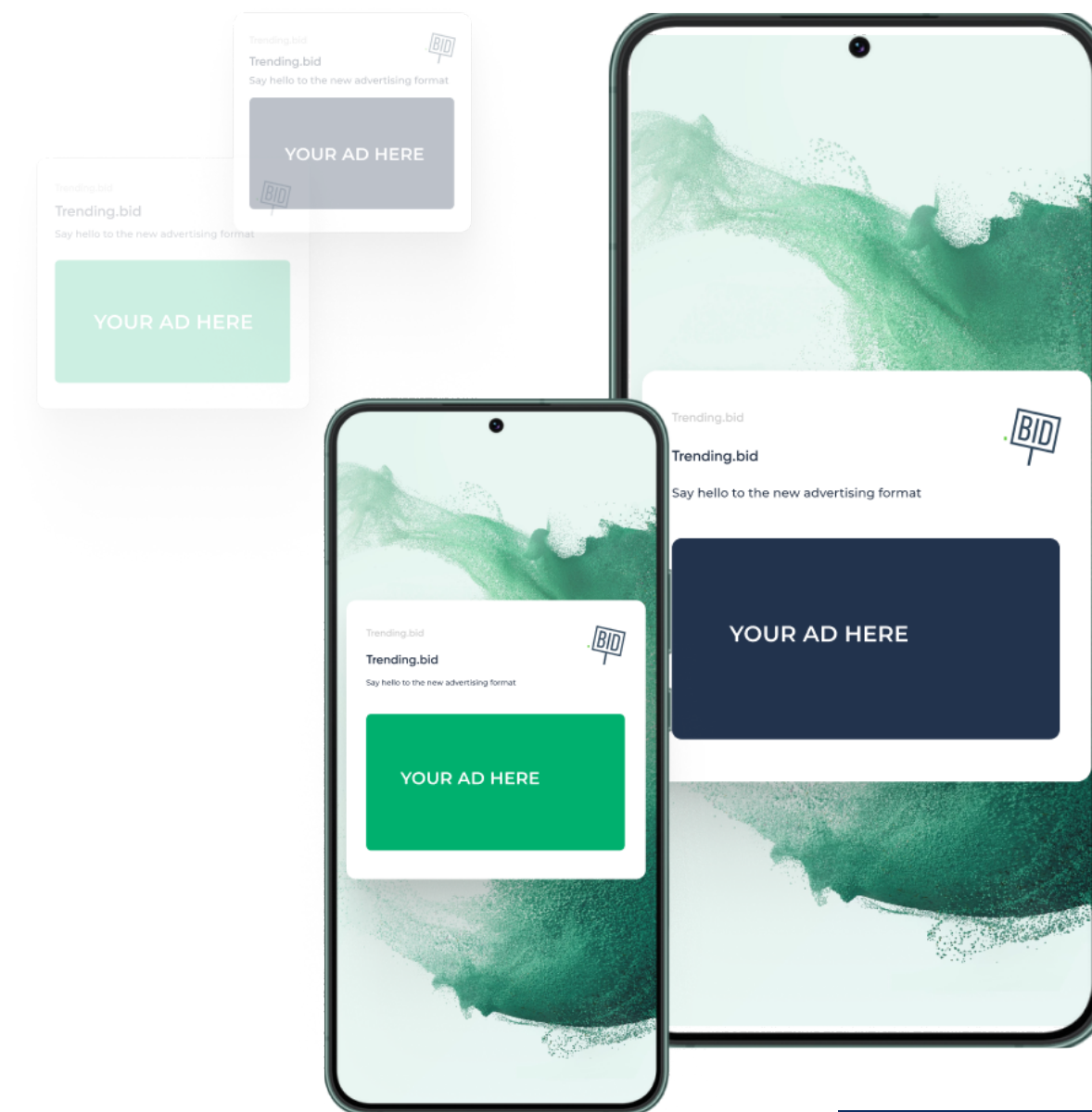
03

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.
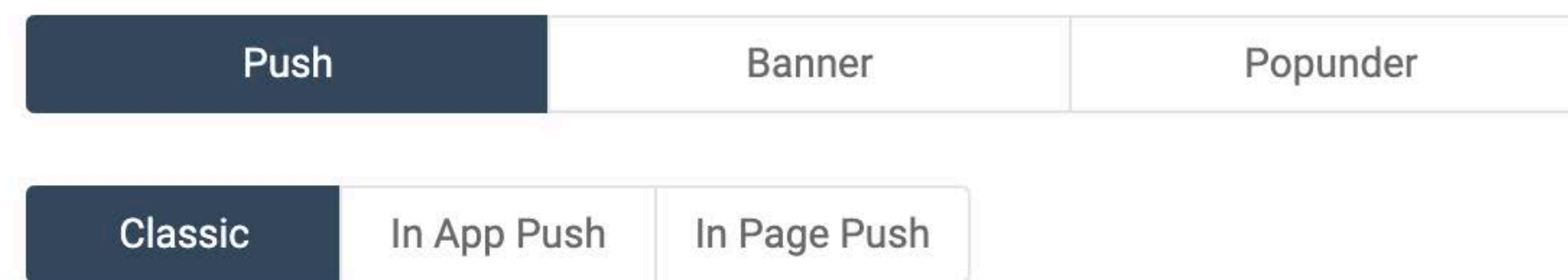
Classic format

In-App format

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 $	●

http://passfiss.com/lead/dspsl/lead1?trkId=${trackid} `Click to copy`

| deposit | 0 $ | ○ |

http://passfiss.com/lead/dspsl/lead2?trkId=${trackid} `Click to copy`

| | 0 $ | ○ |

http://passfiss.com/lead/dspsl/lead3?trkId=${trackid} `Click to copy`

| | 0 $ | ○ |

http://passfiss.com/lead/dspsl/lead4?trkId=${trackid} `Click to copy`

| | 0 $ | ○ |

http://passfiss.com/lead/dspsl/lead5?trkId=${trackid} `Click to copy`

Add param **tranid=** (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	$	$	$
Impressions			

Impressions per user

Impressions	Interval	
		days

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.
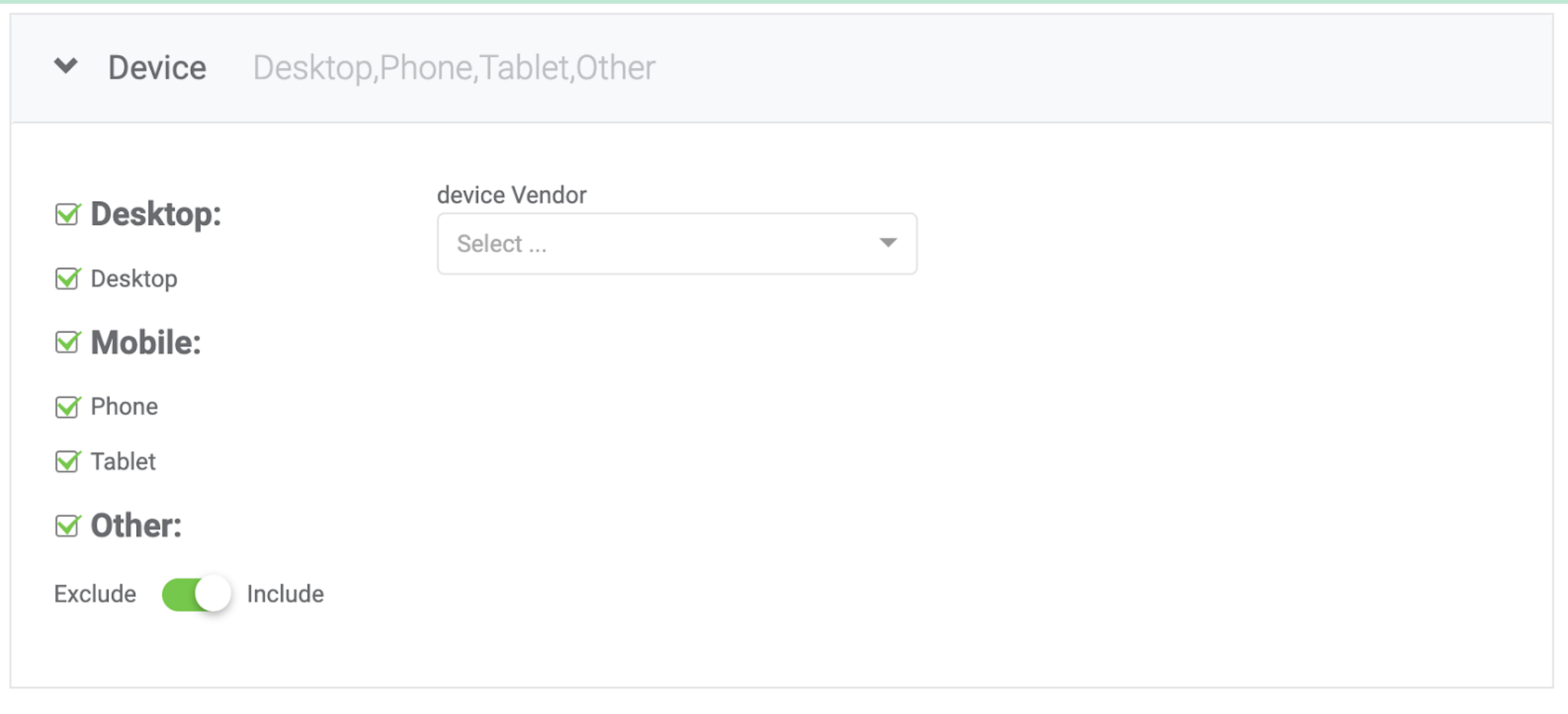
6

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

☑ **Desktop:**

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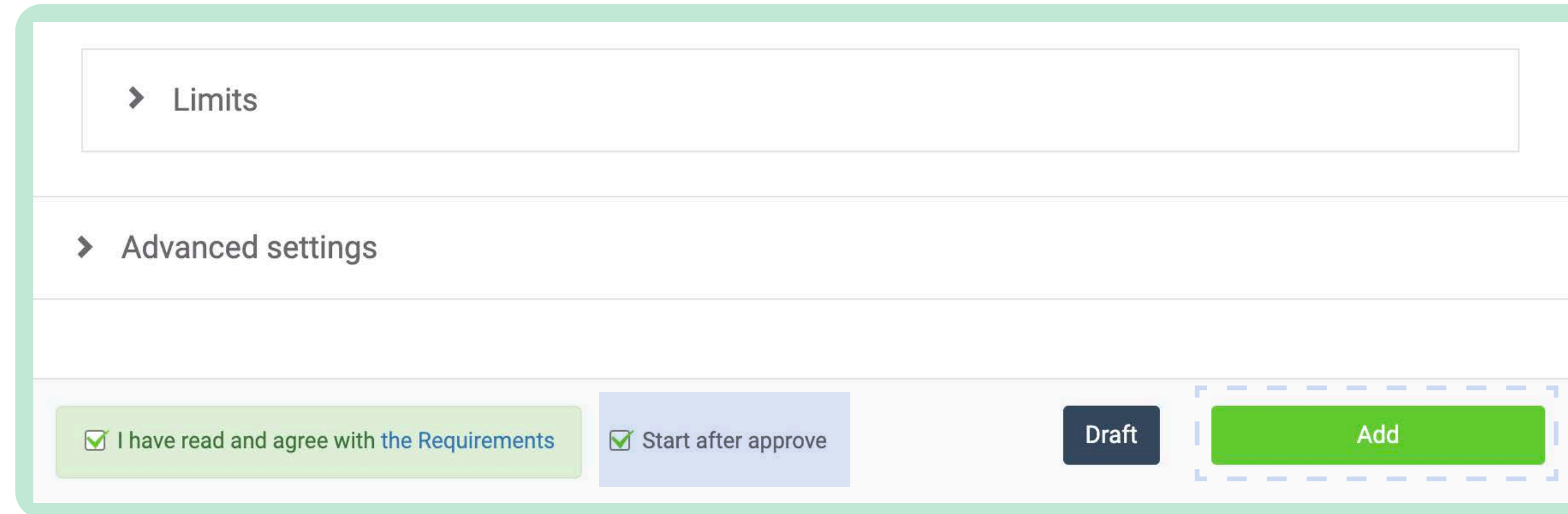
Choose your **bid**.
Here we have a CPC model. The graphic will show you the amount of clicks for your bid.

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.

> Limits

> Advanced settings

☑ I have read and agree with the Requirements   ☑ Start after approve   Draft   Add

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
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.

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2. Add creative

Title: Sweepstake campaign

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http://passfiss.com/lead/dspsl/lead2?trkId=${trackid} `Click to copy`

| | 0 $ | ○ |

http://passfiss.com/lead/dspsl/lead3?trkId=${trackid} `Click to copy`

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http://passfiss.com/lead/dspsl/lead4?trkId=${trackid} `Click to copy`

| | 0 $ | ○ |

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Country   Select ...

City   Region   Select ...

Exclude cities   Include cities

Device   Desktop,Phone,Tablet,Other

☑ **Desktop:**

☑ Desktop

device Vendor

Select ...

☑ **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
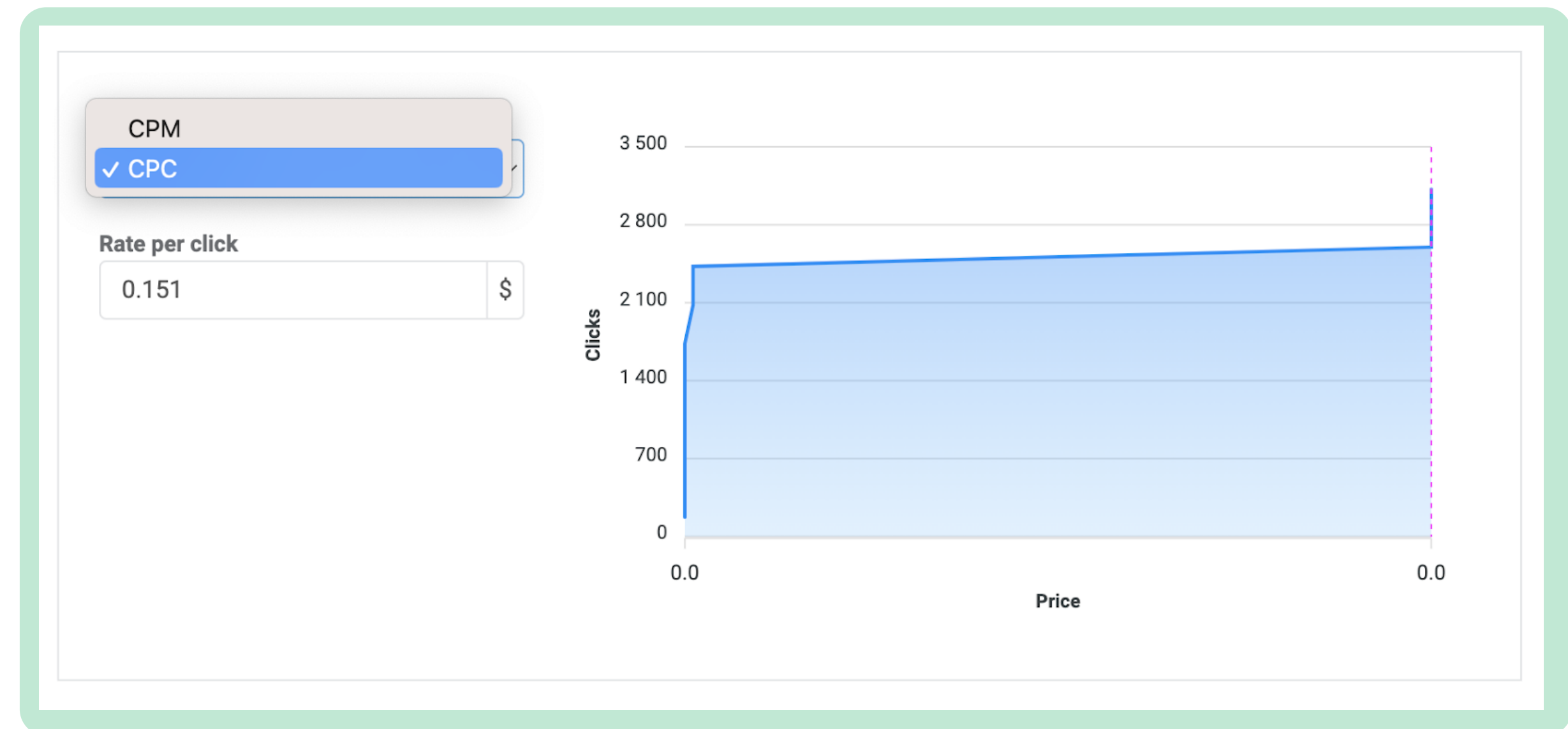campaign, if you are an experienced
Trending. Bid advertiser.

Sources

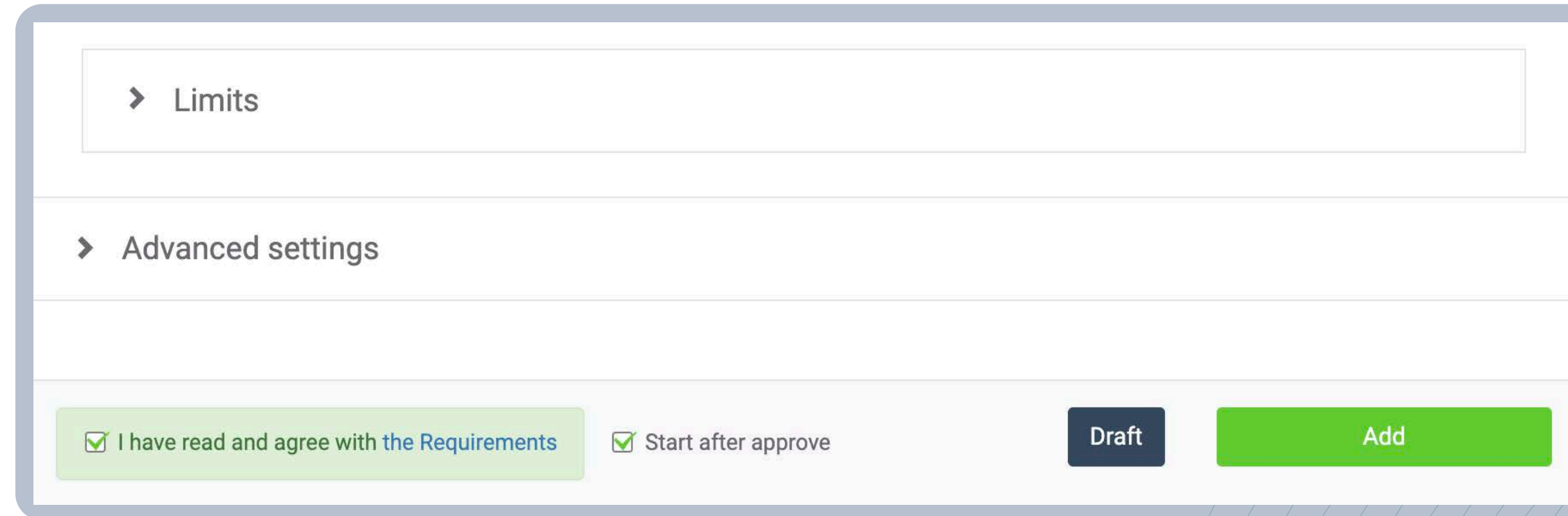| All	Mainstream	Adult

All	HQ

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

Black list   White list   ?

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

CPM
✓ CPC

Rate per click

0.151 $

Clicks

3 500
2 800
2 100
1 400
700
0

0.0   0.0

Price

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ARE YOU READY TO **REGISTER** AND/OR
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OUR CONTACTS

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

Telegram

Skype

Email