

Create Creative

- [Create Creative Push and Inpage Push](#)
- [Create a Pop Campaign](#)
- [Create VAST Link](#)
- [Create Youtube Link](#)

Create Creative Push and Inpage Push

Summary

Create a creative to attract users and generate traffic for your advertising campaign.

Before You Begin

- Role: Advertiser.
- Required information:
 - Title & Text
 - Icon and Image file
 - Landing page URL
 - Tracking parameters (optional)
- Estimated time: 10 minutes

Steps

1. Locate the **Select Creative** section in your campaign and click **Add Creative**.

Whitelist of CIDR/IP: Copy Clear Whitelist of networks. You can enter IP.

Blacklist of CIDR/IP: Copy Clear Blacklist of networks. You can enter IP.

For correct adding black- and white-lists elements you need to input them via comma, without spaces. Also, you can add elements lists at one action. List must be without any other characters than comma

Select creative

There are no creatives in the campaign

Add creative

Limits

Frequency Capping: Frequency capping for user by 24 Hour

Limit on charge: Total number of impressions per camp

Limit on shows:

2. Enter the title and description for your creative.

Work Status:

Started

Title:*

Happy Raccoon, Happy Life

You can use [Emoji](#) for Title and Description. You can use constants to replace vars in title: {city}

Text:

Try our natural food formula in {city}

You can use [Emoji](#) for Title and Description. You can use constants to replace vars in text: {city}

Icon file:



3. Upload an icon image.

Requirements:

- Aspect ratio: 1:1
- Minimum size: 192×192 px

Try our natural food formula in {city}

You can use [Emoji](#) for Title and Description. You can use constants to replace vars in text: {city}

Icon file:



1:1

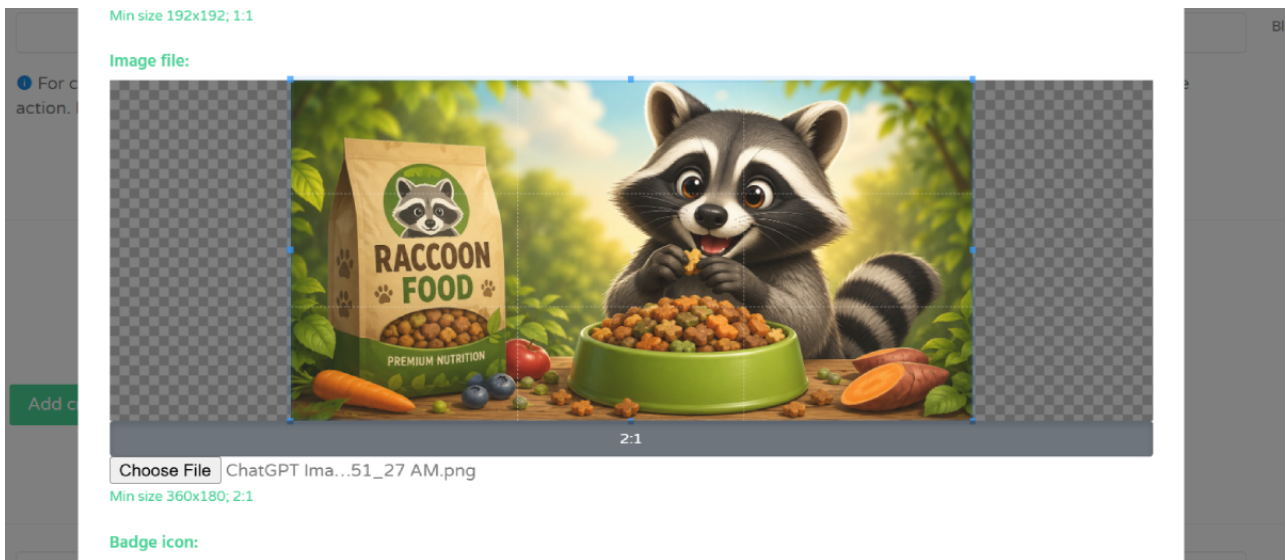
[Choose File](#) racoon 2.png

Min size 192x192; 1:1

4. Upload the main image.

Requirements:

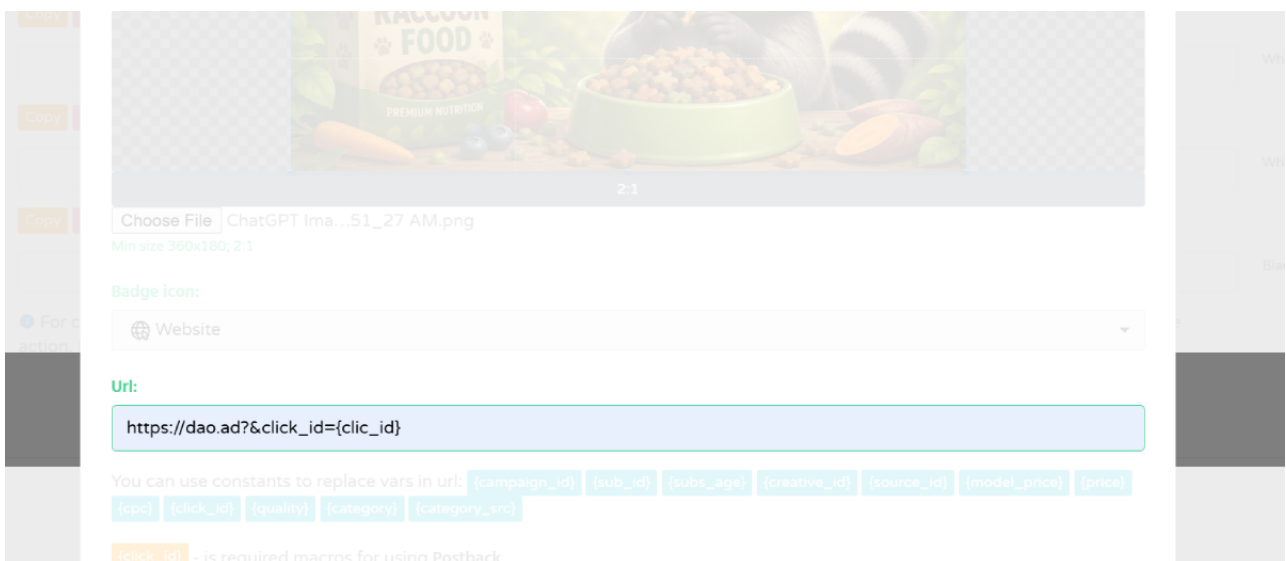
- Aspect ratio: 2:1
- Minimum size: 360×180 px



5. Select a badge icon for your push notification.

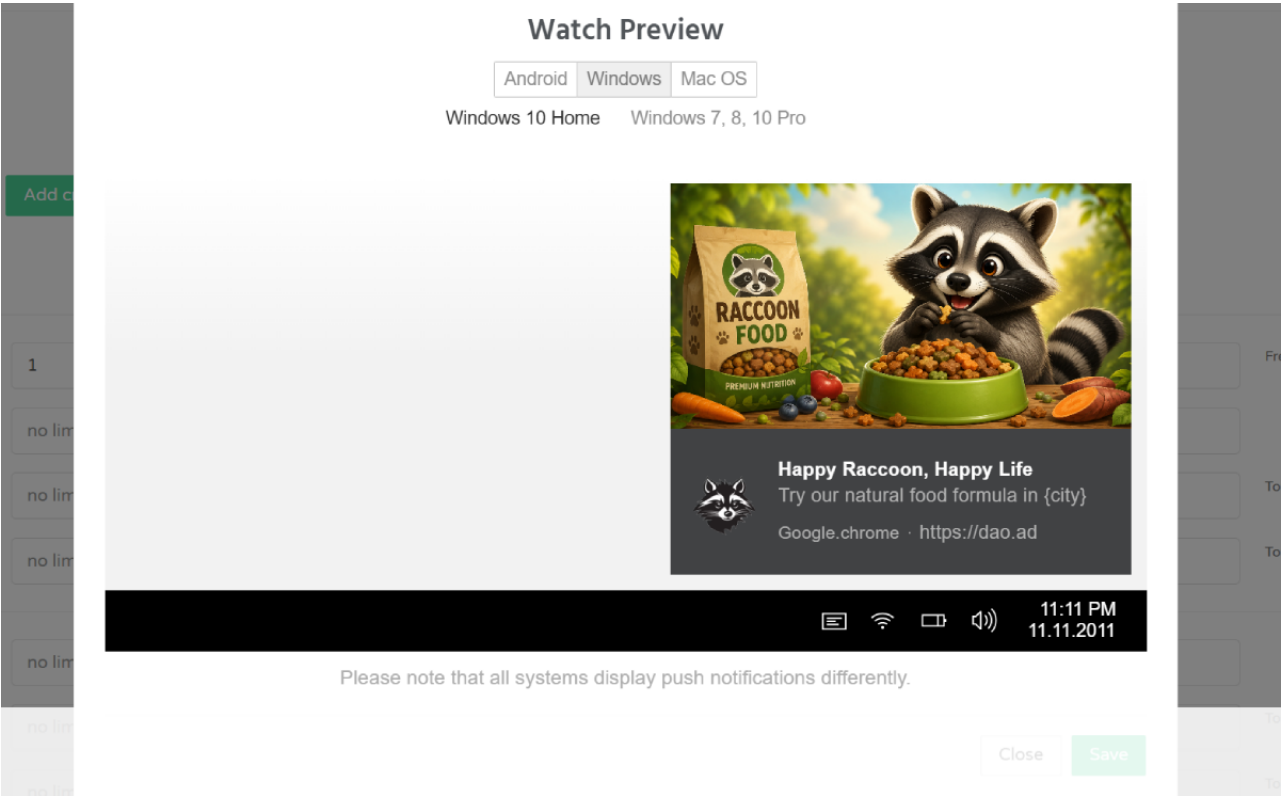


6. Enter the destination URL for your offer or landing page.

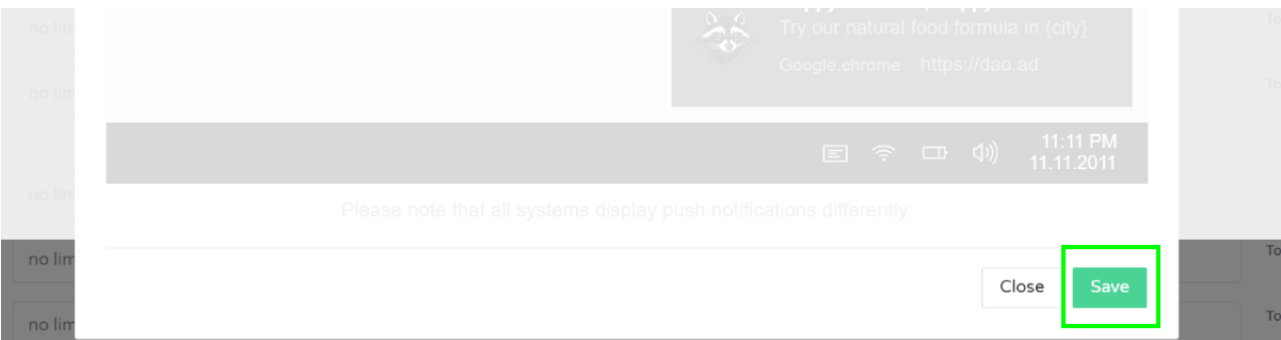


Note: Add tracking parameters such as `{click_id}` if you plan to use conversion tracking and postbacks. Discover full information about [Tracking parameters](#) and [Postback](#).

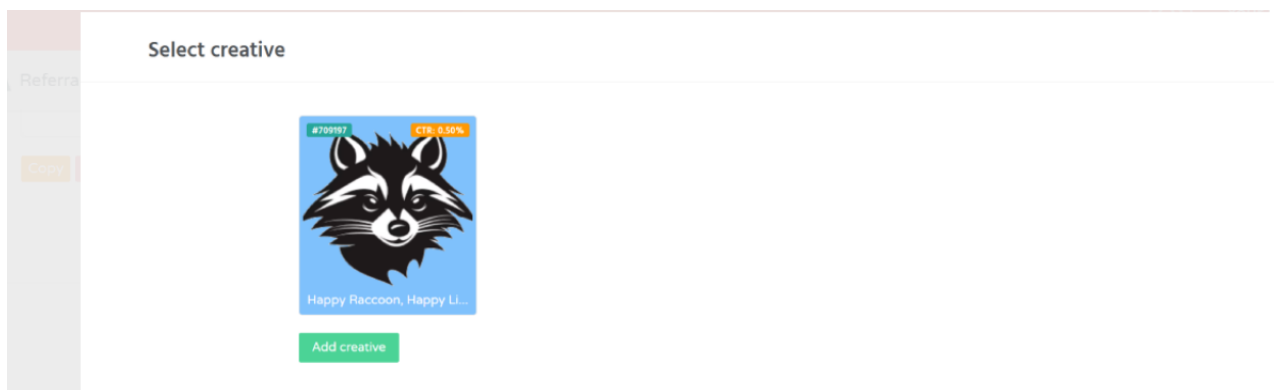
7. Review the creative preview for desktop and mobile devices.



8. Click Save



9. The newly created creative now appears in your campaign.



Troubleshooting

Issue: Unable to save creative

Solutions:

- Check the Title and Icon. Your ads should contain at least Title and Icon
- contact DAO.AD Support

Issue: Creative does not get traffic

Solution:

- Verify that the creative status is Active.
- Make sure the campaign is active and has sufficient budget.
- Check that the creative has been approved by moderation.

Verification

After saving the creative, it appears in the **Select Creative** section and becomes available for campaign delivery.

Related

- [Creative Guidelines](#)
- [Examples of good creatives](#)
- [Tracking Configuration Models](#)
- [Fund Your Account](#)
- [Terms of Use](#)

Create a Pop Campaign

Summary

Unlike push campaigns, Pop campaigns do not require graphical creatives.

A Pop campaign only requires a valid destination URL that will be opened when the advertisement is triggered.

Before You Begin

- Role: Advertiser.
- Required information:
 - Destination URL
- Estimated time: 10 minutes

Steps

1. Navigate to Campaigns and select Popunder from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name and destination URL, then select the appropriate tracking template.

Name:

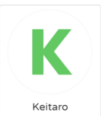
URL

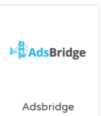
You can use constants to replace vars in url: [{source_id}](#) [{sub_id}](#) [{campaign_id}](#) [{country}](#) [{os}](#) [{browser}](#) [{platform}](#) [{price}](#) [{cpc}](#) [{click_id}](#) [{quality}](#) [{category}](#)

[{click_id}](#) - is required macros for using Postback

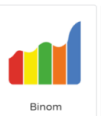
Tracking:

 Universal Advertiser
Universal Url

 Keitaro

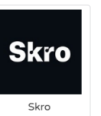
 Adsbridge

 Volum

 Binom

 Redtrack

 BeMob

 Skro

Universal Url

Your campaign link:

http://your.tracker-url.com/link-id?click_id={click_id}&source_id={source_id}&sub_id={sub_id}&campaign_id={campaign_id}&cpc={cpc}&cpm={cpm}

Your postback link:

<http://api.daopush-api.info/api/postback/campaign?key=e4bf38598e0f2230&sum={sum}&click-id={clickid}&type={type}&ttr={ttr}>

Set up the postback for leads from your affiliate program, replacing the macros in the link with the ones that are configured in your AP:

- [{sum}](#) - lead cost;
- [{clickid}](#) - Unique ID recieved from Dao.ad in macros [{click_id}](#) - required parameter for tracking leads;
- [{type}](#) - The postback type (default is [main](#)). Possible values include: [main](#) (e.g., registration), [dep](#) (e.g., deposit), or any custom types you define;
- [{ttr}](#) - The postback request time-to-live (TTL). During this period, any postback with the same [clickid](#) will be identified as a duplicate and ignored. The default value is 24 hours. Minimum value 5 seconds

4. Configure your targeting options and bidding settings.
5. Configure the Smart Type settings, if required.
6. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

Troubleshooting

Issue: Unable to save the campaign.

Solutions:

- Verify that all required campaign settings are configured.
- Ensure that all required fields, including Campaign Name, Destination URL, and Bid, are completed.
- If the issue persists, contact DAO.AD Support.

Related

- [Creative Guidelines](#)
- [Fund your account](#)
- [Create Creative Push and Inpage Push](#)
- [Terms of Use](#)

Create VAST Link

Summary

This page explains how to create a Video campaign using a VAST Link that delivers video ads through the IAB VAST standard.

Before You Begin

- Role: Advertiser.
- Required information:
 - Destination VAST Link
 - A valid VAST XML endpoint
- Estimated time: 5 minutes

Steps

1. Navigate to Campaigns and select Video from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name, select VAST Link as the source type, and provide the destination VAST URL.
4. Configure your targeting options and bidding settings.
5. Set the Black list or White list, if needs.
6. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

Note: DAO.AD validates the provided URL before saving the campaign. The endpoint must return a valid VAST XML response that is publicly accessible.

Troubleshooting

Issue: Campaign cannot be saved because the provided VAST Link is invalid.

Possible causes

- The URL returns HTML instead of XML.
- The endpoint is unavailable.
- The XML is malformed.
- Authentication is required.
- The VAST response is empty.

Solutions

- Verify that the URL returns a valid VAST XML document.
- Ensure the endpoint is publicly accessible.
- Check that the response uses the correct XML format.
- Confirm that the VAST response contains at least one playable media file.

Related

- [Create Youtube link](#)
- [Creative Guidelines](#)
- [Fund your account](#)
- [Terms of Use](#)

Create Youtube Link

Summary

This page explains how to create a Video campaign using a YouTube video URL. DAO.AD uses the provided YouTube link as the video creative for your campaign.

Before You Begin

- Role: Advertiser.
- Required information:
 - YouTube video URL
- Estimated time: 5 minutes

Steps

1. Navigate to Campaigns and select Video from the campaign type list.
2. Click the Create Campaign button.
3. Enter the campaign name and keep **Default** selected as the source type.
4. Configure your targeting options and bidding settings.
5. Set the Black list or White list, if needs.
6. Scroll down to the Select creative block and click Add creative.
7. Enter a creative title and select YouTube as the creative type.
8. Paste the YouTube video URL and click Save Creative.
9. Save the campaign. Once submitted, it will be reviewed by the DAO.AD moderation team.

Note: Ensure that the provided YouTube video is publicly available and has not been removed or restricted.

Troubleshooting

Issue: My ads does not receive traffic.

Solutions

- Verify that the campaign status is Active.
- Verify that the YouTube URL is valid and publicly accessible.
- Ensure that your account has a sufficient balance to run the campaign.
- Verify that your targeting settings are not overly restrictive or conflicting.

Related

- [Create VAST link](#)
- [Creative Guidelines](#)
- [Fund Your Account](#)
- [Terms of Use](#)