

Creatives & Moderation

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 - Examples of good creatives
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Create Creative

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 IPs.

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

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 campaign

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

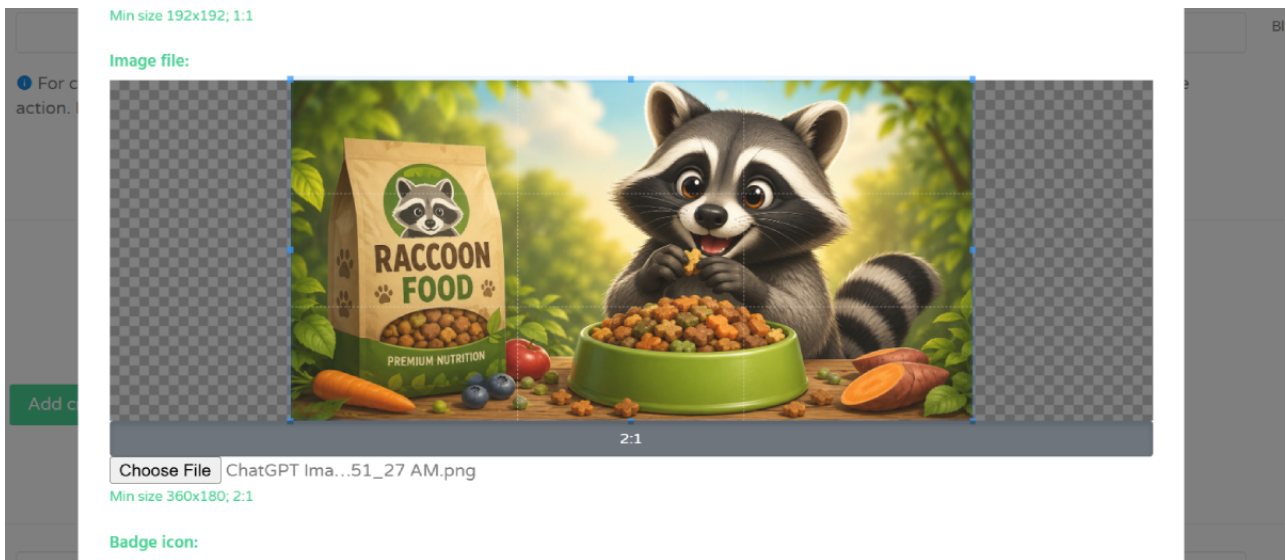
[Choose File](#) racoon 2.png

Min size 192x192; 1:1

4. Upload the main image.

Requirements:

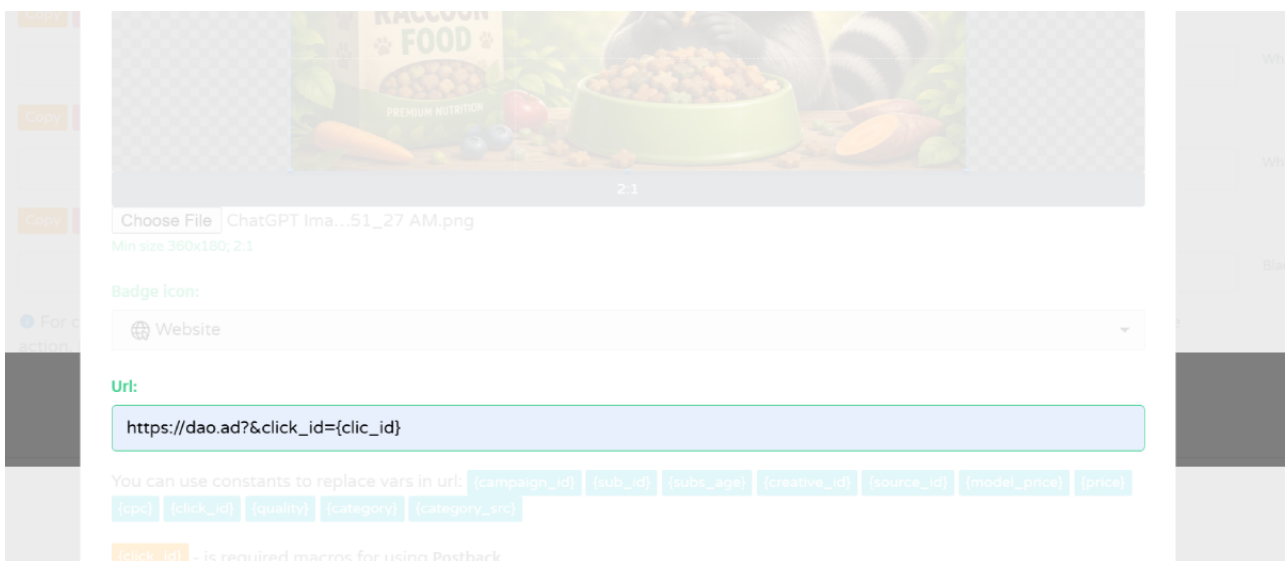
- Aspect ratio: 2:1
- Minimum size: 360×180 px



5. Select a badge icon for your push notification.

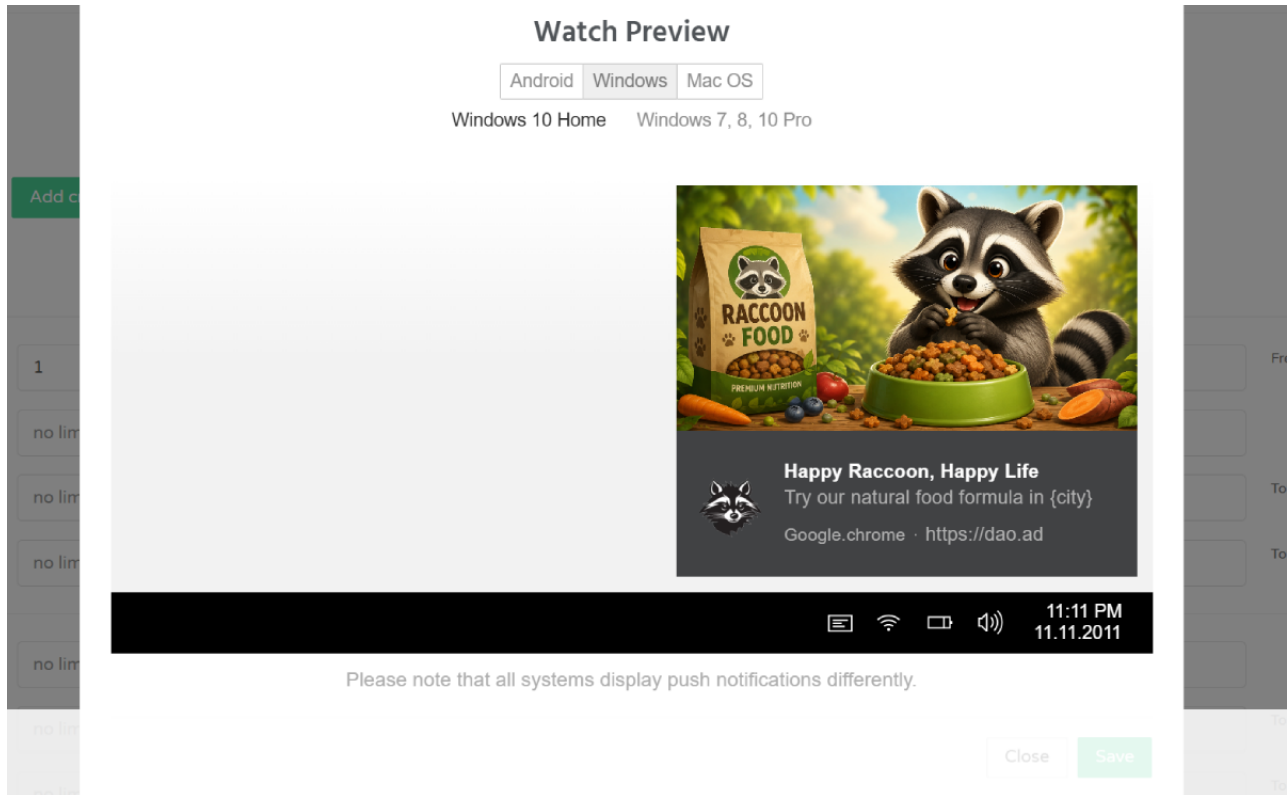


6. Enter the destination URL for your offer or landing page.

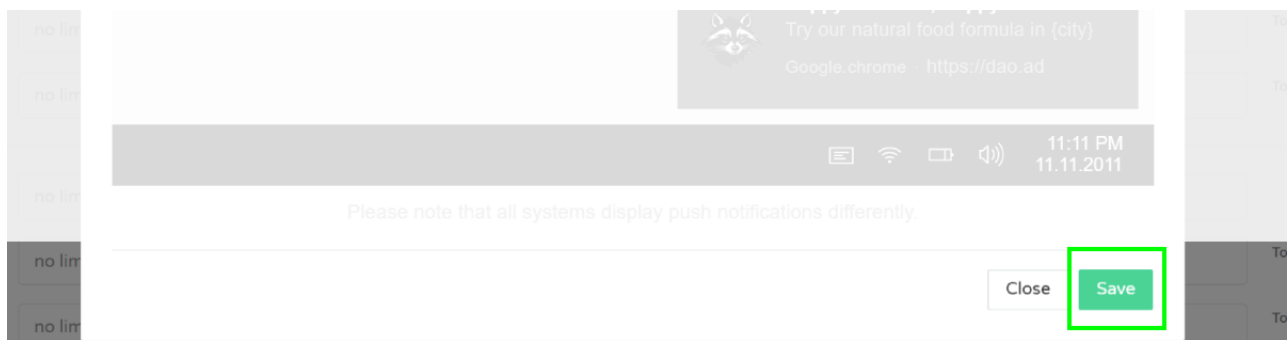


Note: Add tracking parameters such as `{click_id}` if you plan to use conversion tracking and postbacks. Discover full information about [Tracking parameters](#) and [Postback](#).

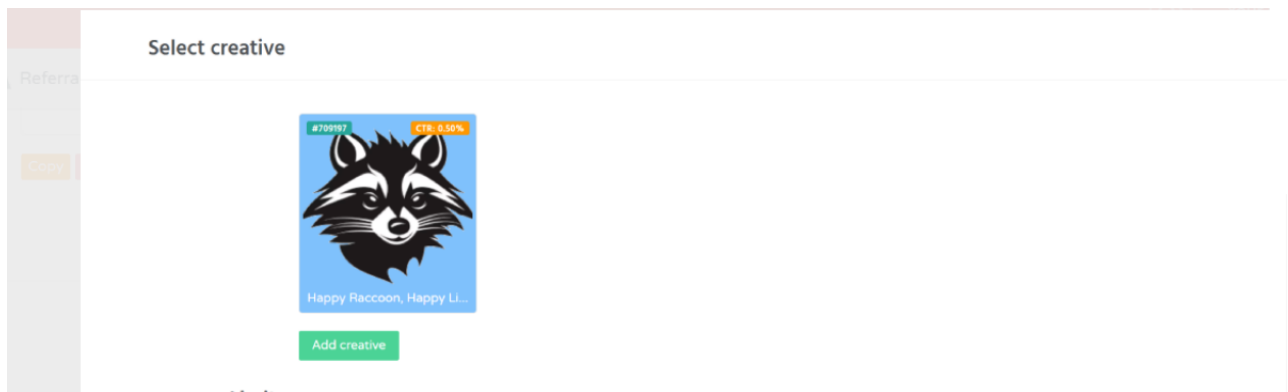
7. Review the creative preview for desktop and mobile devices.



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.

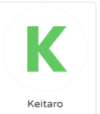
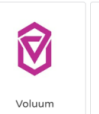
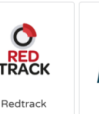
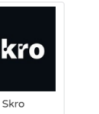
Name:

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 Url	 Keitaro	 Adsbridge	 Volum	 Binom	 Redtrack	 BeMob	 Skro
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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](#)

Moderation

Examples of good creatives

Summary

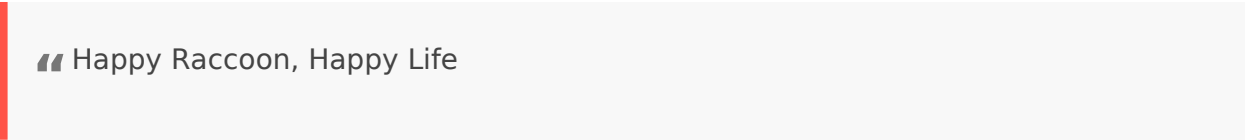
This page provides examples of effective push notification creatives and explains the elements that contribute to higher engagement and click-through rates.

Before You Begin

- Role: Advertiser
- Recommended knowledge:
 - [Create Creative Push and Inpage Push](#)
 - [Prohibited Content Policy](#)

Example 1: Clear Product Offer

Title



“ Happy Raccoon, Happy Life

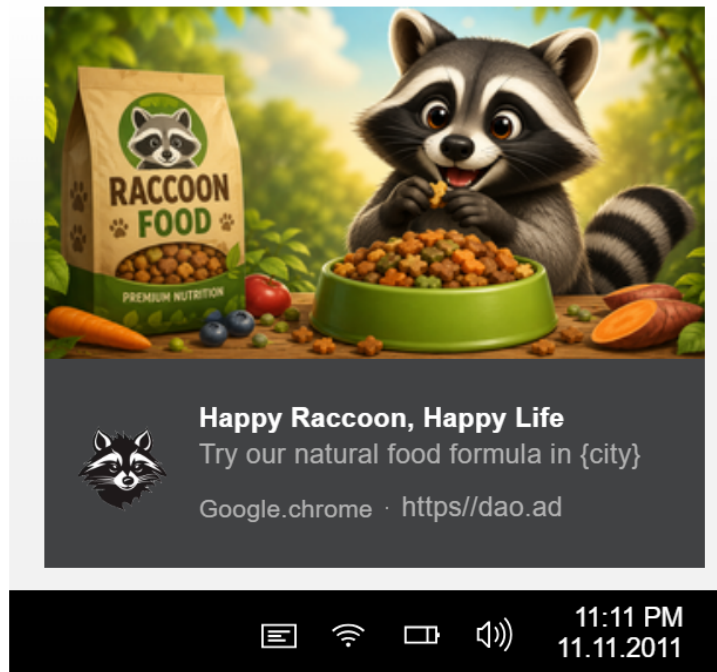
Text



“ Try our natural food formula in {city}

Why it works

- Clear and easy to understand.
- The product is visible in the image.
- The title matches the landing page content.
- Uses dynamic personalization with {city}.
- No misleading claims.



Example 2: Curiosity-Based Creative

Title

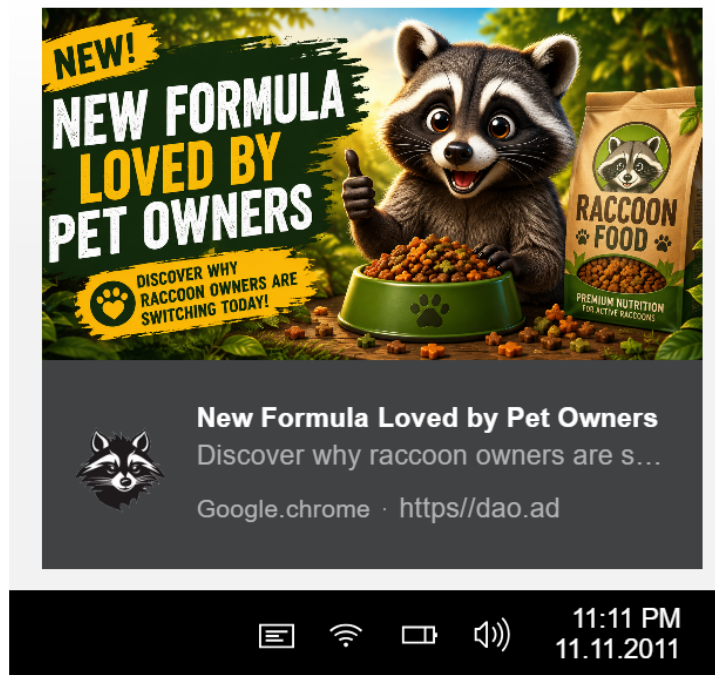
“ New Formula Loved by Pet Owners

Text

“ Discover why raccoon owners are switching today.

Why it works

- Creates curiosity.
- Does not use clickbait.
- Clearly describes the offer.
- Encourages the user to learn more.



Example 3: Benefit-Oriented Creative

Title

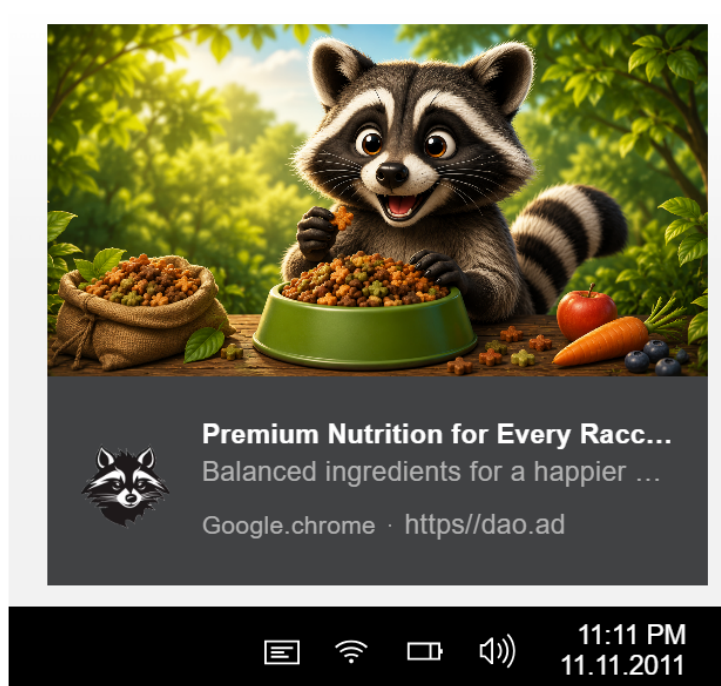
“ Premium Nutrition for Every Raccoon

Text

“ Balanced ingredients for a happier and healthier pet.

Why it works

- Highlights the main benefit.
- Positive and trustworthy tone.
- No exaggerated promises.



Best Practices

Use high-quality images

1. Clear product visibility
2. Bright and attractive visuals
3. Readable on mobile devices

Keep titles short

Recommended:

“ 20-50 characters

Examples:

- Healthy Pet Formula
- Premium Nutrition
- Happy Raccoon Life

Match creative and landing page

The user should see the same product and message after clicking the ad.

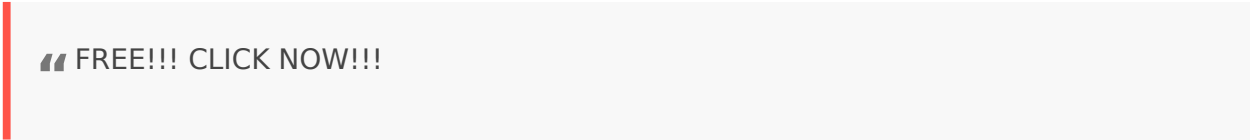
Use personalization

Supported macros:

- {city}
 - You can use Emoji for Title and Description
-

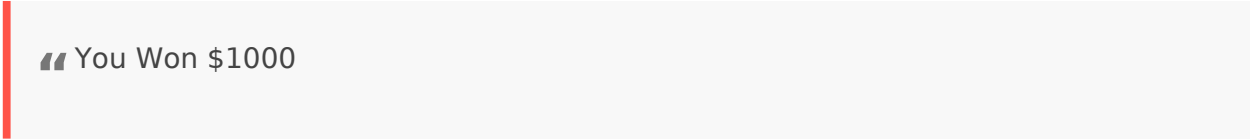
Common Mistakes

❑ Excessive capitalization



“ FREE!!! CLICK NOW!!!

❑ Misleading claims



“ You Won \$1000

- ❑ Low-quality images
- ❑ Unclear offer
- ❑ Clickbait without relevant landing page

Troubleshooting

Issue: Low CTR

Solution:

- Test different titles.
- Use a stronger image.
- Simplify the message.
- Check targeting settings.

Issue: High CTR but low conversions

Solution:

- Ensure the landing page matches the creative.

- Review the offer relevance.
- Verify tracking and postback settings.

Related

- [Create Creative Push and Inpage Push](#)
- [Prohibited Content Policy](#)
- [Tracking & Postback](#)

Prohibited Content Policy

Summary

This page explains what content is not allowed in DAO.AD campaigns, creatives, and landing pages.

Before You Begin

- Role: Advertiser

Prohibited content rules

Advertisers must not promote content that violates DAO.AD policies, applicable laws, or third-party rights. Campaigns containing prohibited content may be rejected, paused, or permanently removed.

The following types of content are prohibited:

- Adult content, nudity, sexual acts, sexually suggestive creatives, and adult landing pages.
- Content involving minors in sexual or suggestive contexts.
- Violent, graphic, shocking, or offensive content, including blood, gore, torture, abuse, or dead bodies.
- Scare tactics, including fake virus alerts, security warnings, or claims about device problems.
- Fraudulent, deceptive, misleading, phishing, scam, or questionnaire-based offers.
- Illegal goods and services, including weapons, explosives, drugs, and related products.
- Malware, ransomware, spyware, auto-downloads, browser exploits, or malicious software.
- Fake system notifications, operating system updates, or technical support messages.
- Copyright or trademark violations, including unauthorized use of brands, logos, celebrities, or copyrighted materials.
- Cloaking, redirects, content substitution, or any attempt to bypass moderation.
- Hate speech, discrimination, harassment, or content promoting violence against individuals or groups.
- Advertising materials that violate local laws or regulations in targeted countries.

Enforcement

DAO.AD reserves the right to reject, suspend, edit, or permanently remove any campaign that violates these requirements. Repeated violations may result in account restrictions or account suspension.

Troubleshooting

Issue: My campaign was rejected

Solution:

- Review your creatives and landing pages for prohibited content.
- Ensure that your campaign complies with DAO.AD [Terms of Use](#).
- Remove any misleading, offensive, adult, illegal, or prohibited materials.
- Submit the campaign again for moderation.
- Contact DAO.AD [Support](#) if you need clarification regarding the rejection reason.

Issue: I am not sure if my content is allowed

Solution:

- Review the prohibited content rules on this page.
- Avoid using content that could be considered misleading, offensive, or harmful.
- Contact DAO.AD [Support](#) before launching the campaign if you are unsure.

Related

- [Terms of Use](#)
- [Refunds & Chargebacks](#)
- [Create Creative Push and Inpage Push](#)
- [Create a push campaign](#)