

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:

Blacklist of CIDR/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

Limits

Frequency Capping:	1	Frequency capping for user by 24 Hour
Limit on charge:	no limits	
Limit on shows:	no limits	Total number of impressions per camp

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

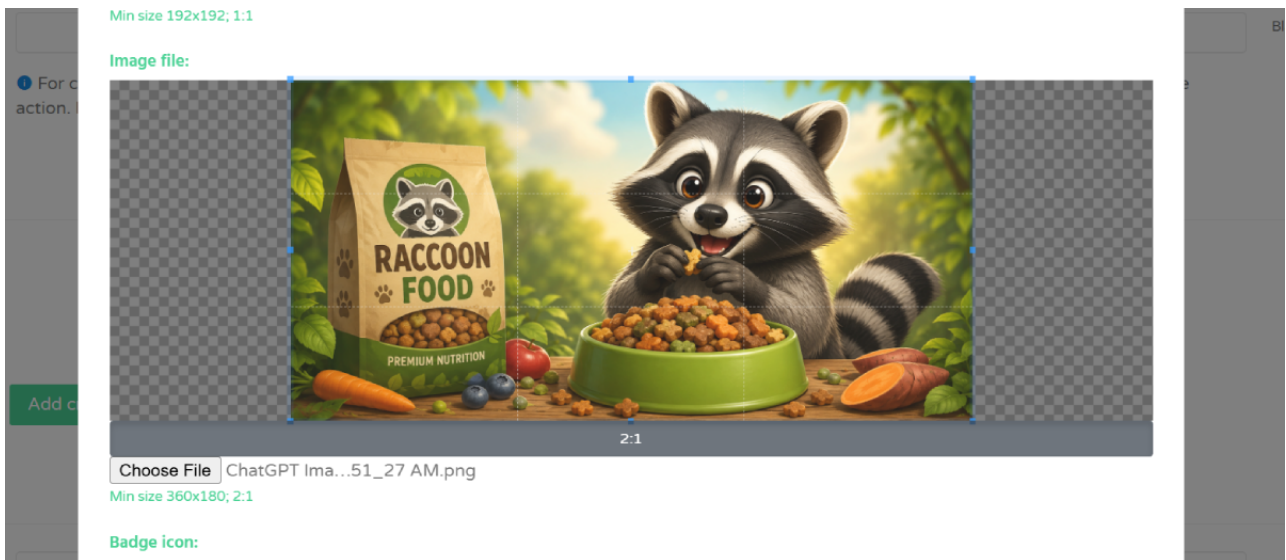
[Choose File](#) racoon 2.png

Min size 192x192; 1:1

4. Upload the main image.

Requirements:

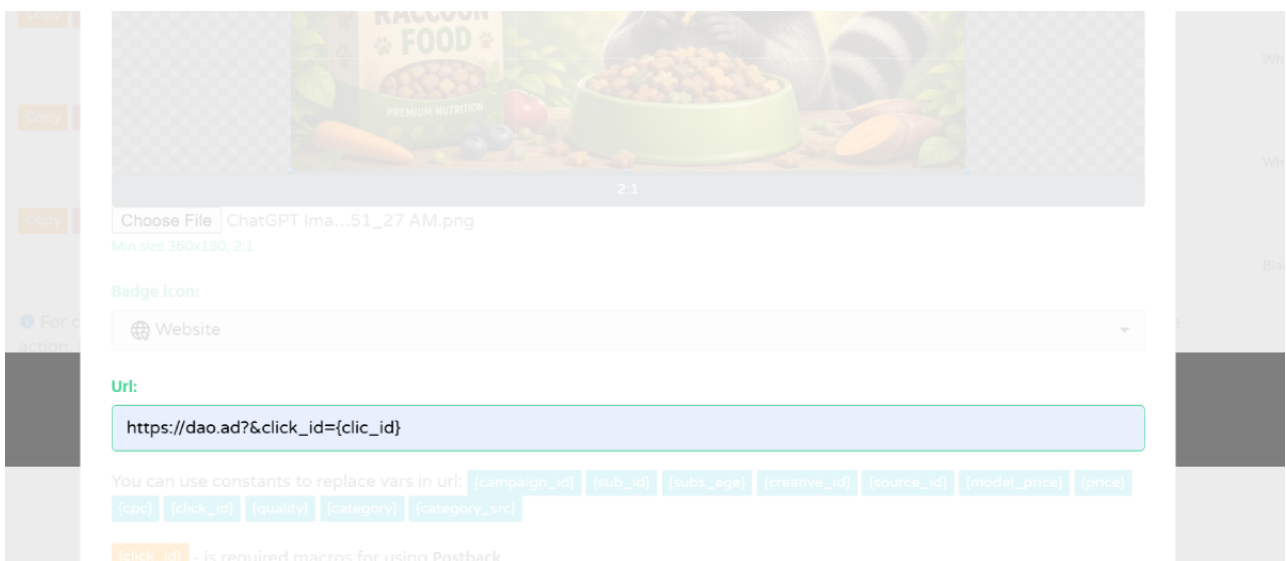
- Aspect ratio: 2:1
- Minimum size: 360×180 px



5. Select a badge icon for your push notification.

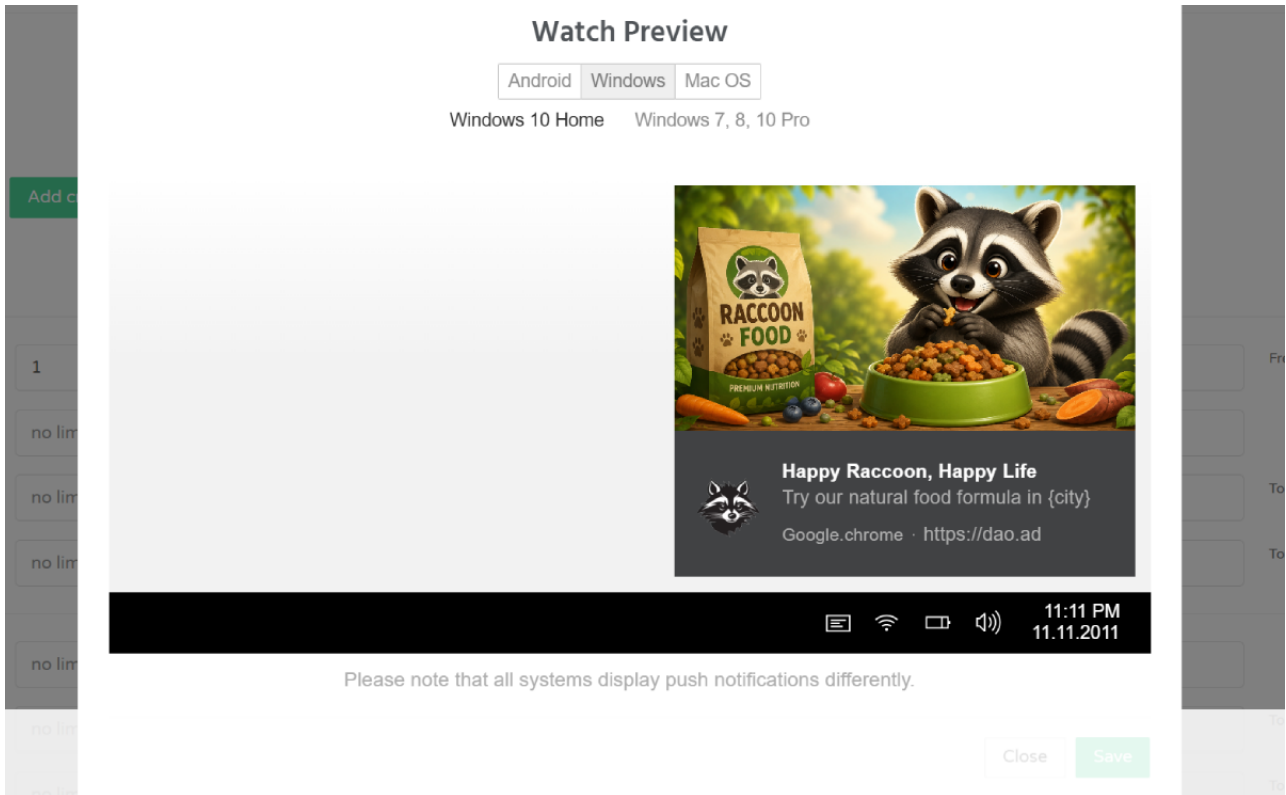


6. Enter the destination URL for your offer or landing page.

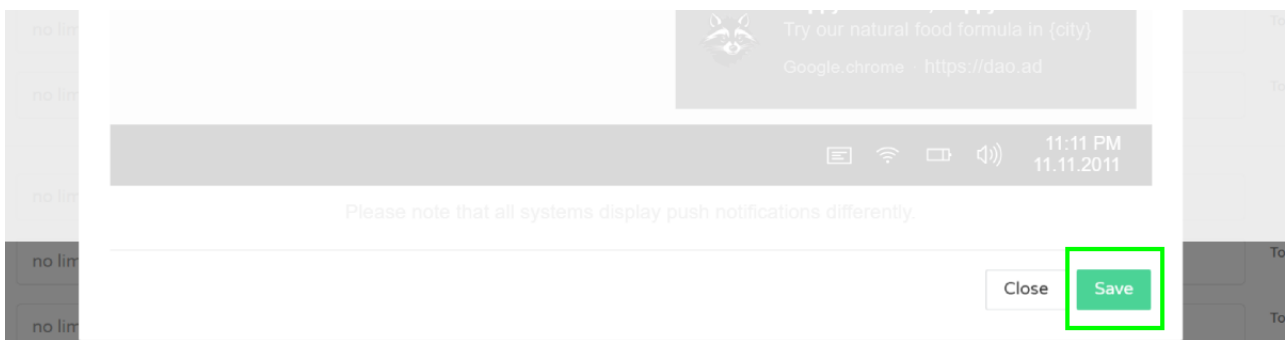


Note: Add tracking parameters such as `{click_id}` if you plan to use conversion tracking and postbacks. Discover full information about [Tracking parameters](#) and [Postback](#).

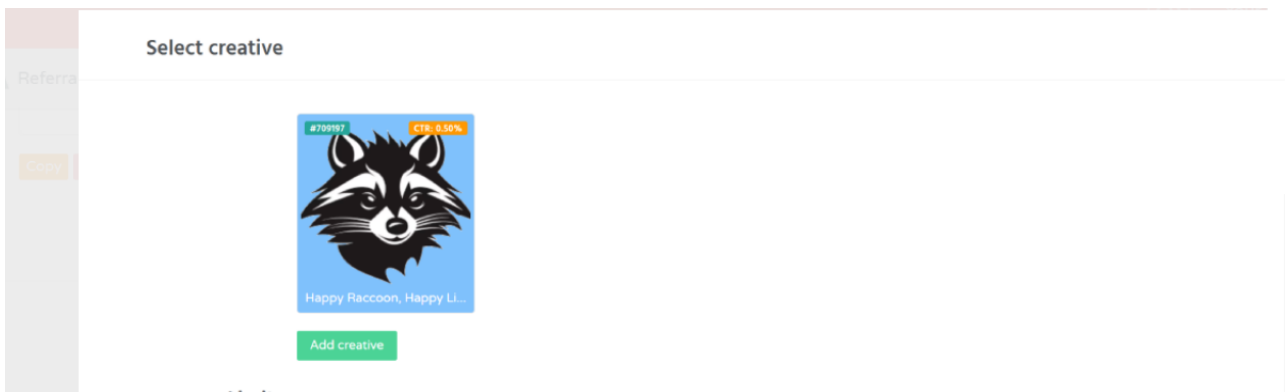
7. Review the creative preview for desktop and mobile devices.



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](#)

