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
- Domain Volumes Video

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