

First Campaign

- Create a push campaign
- Create an in-page push campaign
- Targeting by country
- Targeting by operating system
- Targeting by browser
- Targeting by vertical
- Targeting by age of subscription
- Targeting by traffic quality and category
- Campaign Limits and Capping
- Campaign delivery time

Create a push campaign

Summary

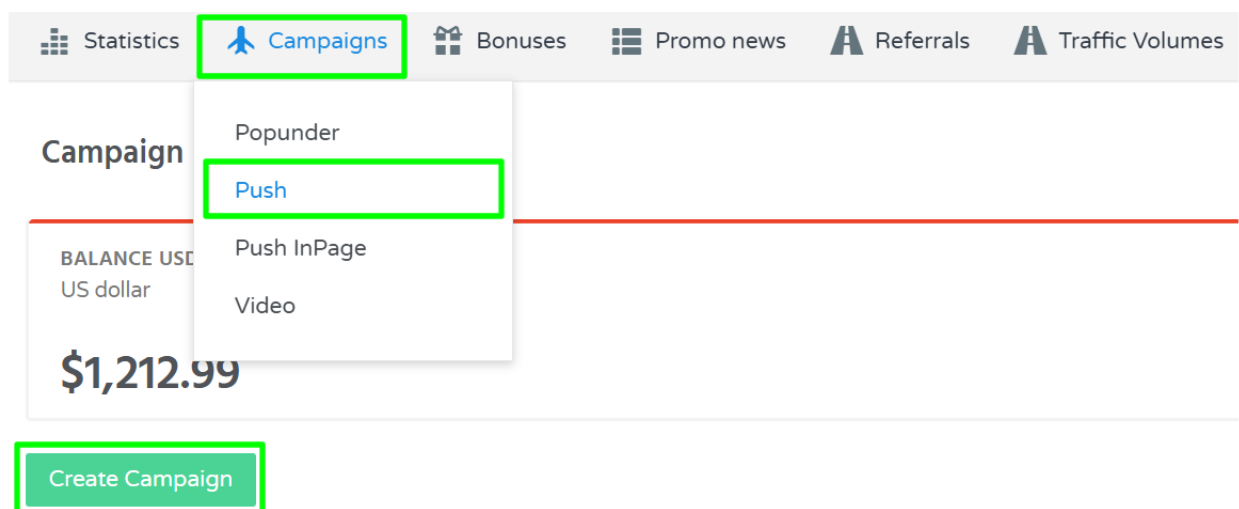
Create your advertising campaign and start buying traffic on DAO.AD.

Before You Begin

- Role: Advertiser.
- Required information:
 - Campaign name
 - Campaign pricing model
- Estimated time: 7-10 minutes

Steps

1. In the top menu, go to *Campaigns* → *Push*.



2. Click the "Create Campaign" button.
3. Enter the campaign name and select the campaign mode.

ID: -

Status Note: -

Work Status: Paused

Name:

Mode: CPC

Information: All newly created campaigns are set to Paused by default to prevent unintended traffic spending.

4. Scroll down to configure the remaining campaign settings and save the campaign.

Troubleshooting

Issue: Campaigns menu is missing

Solutions: If you do not see the Campaigns menu, your account may be registered as a Webmaster account. Contact [DAO.AD Support](#) for assistance.

Issue: Unable to select a different campaign mode

Solution: DAO.AD Push campaigns currently support only the CPC pricing model.

Related

- [Create an in-page push campaign](#)
- [Targeting by country](#)
- [Blacklist and Whitelist Targeting](#)
- [Create Creative Push and Inpage Push](#)

Create an in-page push campaign

Summary

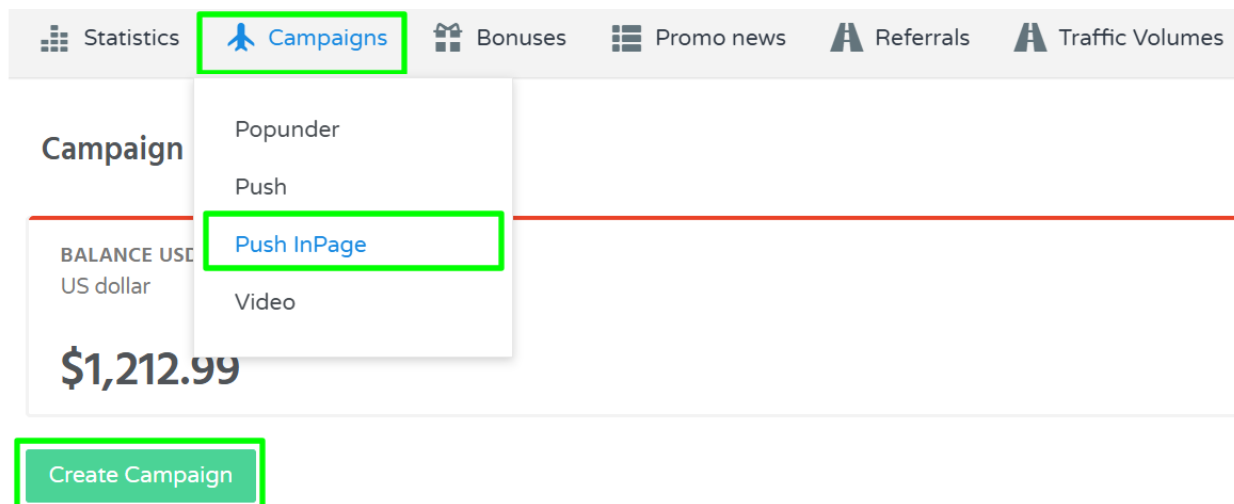
Create your advertising campaign and start buying traffic on DAO.AD.

Before You Begin

- Role: Advertiser.
- Required information:
 - Campaign name
 - Campaign pricing model
- Estimated time: 7-10 minutes

Steps

1. In the top menu, go to *Campaigns* → *Push InPage*.



2. Click the "Create Campaign" button.
3. Enter the campaign name and select the campaign mode.

ID: -

Status Note: -

Work Status:

Name:*

Mode:

Information: All newly created campaigns are set to Paused by default to prevent unintended traffic spending.

4. Scroll down to configure the remaining campaign settings and save the campaign.

Troubleshooting

Issue: Campaigns menu is missing

Solutions: If you do not see the Campaigns menu, your account may be registered as a Webmaster account. Contact [DAO.AD Support](#) for assistance.

Issue: Unable to select a different campaign mode

Solution: DAO.AD Push In-Page campaigns currently support only the [CPC pricing model](#).

Related

- [Create a push campaign](#)
- [Targeting by country](#)
- [Blacklist and Whitelist Targeting](#)
- [Create Creative Push and Inpage Push](#)

Targeting by country

Summary

Country targeting allows you to receive traffic from specific countries or predefined country groups.

Before You Begin

- Role: Advertiser
- Required information:
 - country names, ISO country codes, or predefined country groups
- Estimated time: 1-3 minutes

Steps

1. On the campaign creation page, locate the Targeting section and the Country block.
2. You can configure countries using one of the following methods.

Option 1: Enter country names or ISO codes

- enter one or more country names or ISO two-letter country codes separated by commas, then click Apply.

Country: Country set #1

Country add list: Put country separated by ", Apply

CIS Tier 1 Tier 2 Tier 3 Africa Arab world Asia & Pacific Europe Middle east North America Central America South America Caribbean

Territories in North America Latin America EU

Nothing selected

Price per 1000 clicks Price \$

Recommended price: \$1.000 ~0 shows Average price: \$1.000

- Update the country set by selecting one of the following options:
 - Add items** - adds the selected countries to the current list;
 - Replace items** - replaces the current list with the selected countries.



Update country set

Add or replace items on set?

Add items

Replace items

Option 2: Use predefined country groups

- select one of the predefined country groups available in the system

Country: Country set #1 ×

Country add list: Put country separated by ", Apply 🗑️ —

CIS	Tier 1	Tier 2	Tier 3	Africa	Arab world	Asia & Pacific	Europe	Middle east	North America	Central America	South America	Caribbean
Territories in North America				Latin America	EU							

Nothing selected ▲

Price per 1000 clicks Price \$

Recommended price: \$1.000 -0 shows Average price: \$1.000

- Update the country set by choosing **Add items** or **Replace items**



Update country set

Add or replace items on set?

Add items

Replace items

Option 3: Select countries from the dropdown list

- Select countries individually from the dropdown list

Country: Country set #1 ×

Country add list: Put country separated by "" Apply 🗑️ —

CIS	Tier 1	Tier 2	Tier 3	Africa	Arab world	Asia & Pacific	Europe	Middle east	North America	Central America	South America	Caribbean
Territories in North America				Latin America	EU							

Aland (AX) #239, Albania (AL) #6, Algeria (DZ) #52, Andorra (AD) #1 ▼

- changes are applied automatically

3. Enter the bid value for the selected country set. Price per 1000 clicks

Country: Country set #1

Country add list: Put country separated by ",
CIS Tier 1 Tier 2 Tier 3 Africa Arab world Asia & Pacific Europe Middle east North America Central America South America Caribbean
Territories in North America Latin America EU

Nothing selected

Price per 1000 clicks Price \$

Recommended price: \$1.000 –0 shows Average price: \$1.000

Add country set

You can create up to 10 country sets within a single campaign. Use **Add Country Set** to assign different bids to different GEO groups.

Troubleshooting

Issue: Country not found

Solutions: If you can not find country name

- verify the country's ISO two-letter code.
- make sure the country name is entered in English using Latin characters.

Issue: Selected countries are not receiving traffic

Solution:

- Verify that the campaign status is Active.
- Check your bid amount.
- Make sure the selected countries contain available traffic.
- Review other targeting restrictions such as OS, browser, or whitelist settings.

Related

- Targeting by operating system
- Traffic volume and bid recommendations
- Targeting by vertical
- Micro-bidding Tool

Targeting by operating system

Summary

Targeting by Operating System allows you to receive traffic from specific users who have targeted operational systems.

Before You Begin

- Role: Advertiser
- Required information:
 - selected operating systems
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the User OS block.
2. Select one or more operating systems from the dropdown list.
3. Select one or more operating systems.

Targeting

User connection type: Nothing selected

User-agent language: Nothing selected

User OS: Nothing selected

User Browser: |

Age of Subscription: Select All Deselect All

Vertical: All Desktop OS

Category: All Mobile OS

Traffic Quality: Mac OS

Windows 10/11

Windows 8.1

Windows 8

Windows 7

Windows Other

Windows Server

Windows XP

Information: Use **All Desktop OS** to target all desktop operating systems. Use **All Mobile OS** to target all mobile operating systems.

Troubleshooting

Issue: Selected operating systems are not receiving traffic

Solution:

- Verify that the campaign status is Active.
- Check your bid amount.
- Make sure traffic is available for the selected operating systems.
- Review other targeting restrictions such as countries, browser, or whitelist settings.

Related

- [Targeting by browser](#)
- [Traffic volume and bid recommendations](#)
- [Targeting by country](#)

Targeting by browser

Summary

Browser targeting allows you to receive traffic from users who use specific web browsers.

Before You Begin

- Role: Advertiser
- Required information:
 - selected web browsers
- Estimated time: 2 minute

Steps

1. On the campaign creation page, locate the Targeting section and the User Browser block.
2. Select one or more browsers from the dropdown list.

Targeting

User connection type:

Nothing selected

User-agent language:

Nothing selected

User OS:

Nothing selected

User Browser:

Firefox, Samsung Browser, Edge

Age of Subscription:

Vertical:*

Select All

Deselect All

Category:

Chrome

Firefox

Samsung Browser

Edge

Opera Mini

Opera

Safari

UC Browser

✓

✓

✓

Traffic Quality:

Troubleshooting

Issue: Selected browsers are not receiving traffic

Solution:

- Verify that the campaign status is Active.
- Check your bid amount.
- Make sure traffic is available for the selected browsers.
- Review other targeting restrictions, including operating system, GEO targeting, and whitelist settings.

Related

- Targeting by vertical
- Traffic volume and bid recommendations
- Targeting by operating system
- Fund Your Account

Targeting by vertical

Summary

Use vertical targeting to receive traffic from publishers whose audience matches selected verticals.

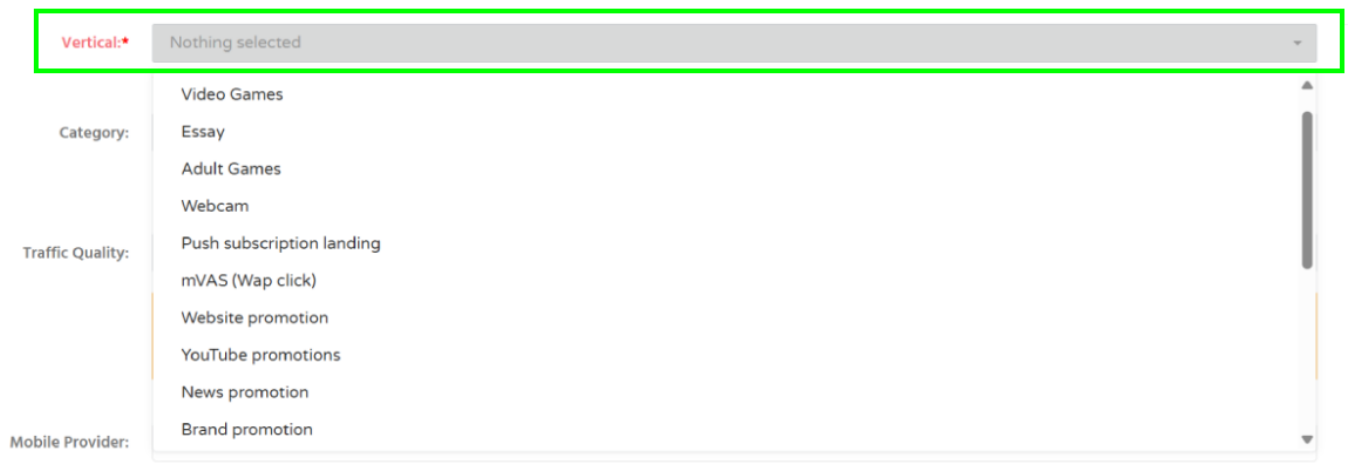
Before You Begin

- Role: Advertiser
- Required information:
 - selected verticals
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the Vertical field.
2. Select one or more verticals from the dropdown list.

Targeting



The screenshot shows the 'Targeting' section of a campaign creation page. A dropdown menu for 'Vertical' is open, displaying a list of categories. The dropdown is highlighted with a green border. The list includes: Video Games, Essay, Adult Games, Webcam, Push subscription landing, mVAS (Wap click), Website promotion, YouTube promotions, News promotion, and Brand promotion. The 'Vertical' label is in red with a red asterisk, indicating it is a required field. The 'Nothing selected' text is in the dropdown header. The list is scrollable, with a scrollbar visible on the right side.

Vertical:*	Nothing selected
Category:	Video Games
	Essay
	Adult Games
	Webcam
Traffic Quality:	Push subscription landing
	mVAS (Wap click)
	Website promotion
	YouTube promotions
	News promotion
Mobile Provider:	Brand promotion

Troubleshooting

Issue: Unable to select multiple verticals

Solution:

- to target multiple verticals, select Mix at the bottom of the dropdown list.

Related

- [Targeting by country](#)
- [Traffic volume and bid recommendations](#)
- [Targeting by operating system](#)

Targeting by age of subscription

Summary

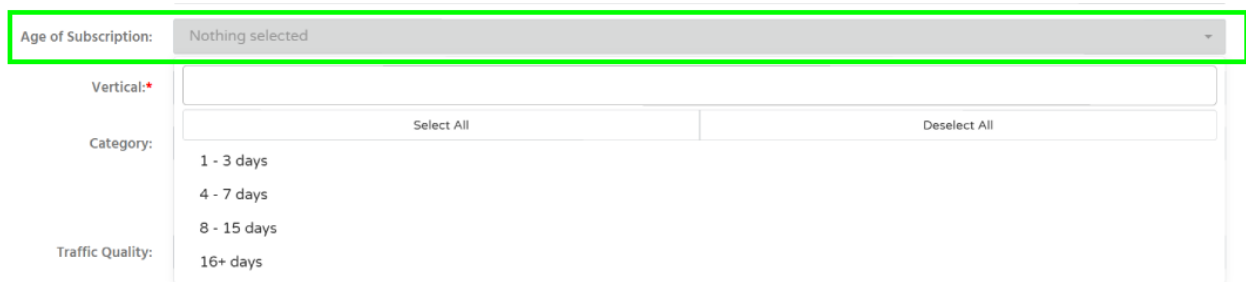
Subscription age targeting allows you to receive traffic from users based on the age of their push subscription.

Before You Begin

- Role: Advertiser
- Required information:
 - subscription age range
 - available for Push campaigns only
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the **Age of subscription** field.
2. Select one or more subscription age ranges from the dropdown list.



The screenshot shows a targeting interface with a dropdown menu for 'Age of Subscription'. The dropdown is open, showing a list of subscription age ranges: '1 - 3 days', '4 - 7 days', '8 - 15 days', and '16+ days'. The dropdown is highlighted with a green border. To the left of the dropdown, there are labels for 'Vertical:', 'Category:', and 'Traffic Quality:'. Above the dropdown, there is a 'Select All' button and a 'Deselect All' button.

Information: you can target users with subscription ages of 1-3, 4-7, 8-15, or 16+ days. Subscription age is calculated from the date when a user subscribed to push notifications.

Troubleshooting

Issue: Unable to select custom subscription age.

Solution:

- only the predefined subscription age ranges available in the dropdown list can be selected.

Verification

After saving the campaign, the selected categories and traffic quality levels will appear in the campaign targeting settings.

Related

- [Targeting by country](#)
- [Targeting by operating system](#)
- [Targeting by vertical](#)

Targeting by traffic quality and category

Summary

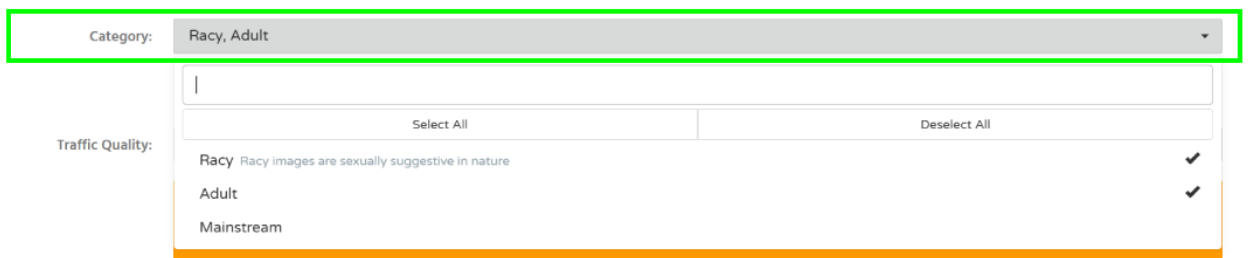
Traffic Quality targeting allows you to select the quality level of incoming traffic. Category targeting allows you to filter traffic sources by content category, such as **Mainstream**, **Racy**, or **Adult**.

Before You Begin

- Role: Advertiser
- Required information:
 - traffic quality
 - traffic category
- Estimated time: 1 minute

Steps

1. On the campaign creation page, locate the Targeting section and the **Category** field.
2. Select one or more categories from the dropdown list.



The screenshot shows a targeting interface. At the top, there is a 'Category:' dropdown menu with 'Racy, Adult' selected. Below this, there is a 'Traffic Quality:' section. It includes a search bar, a 'Select All' button, and a 'Deselect All' button. Below these buttons is a list of categories: 'Racy' (with a subtext 'Racy images are sexually suggestive in nature'), 'Adult', and 'Mainstream'. Checkmarks are visible next to 'Racy' and 'Adult', indicating they are selected.

Information: Racy content may contain sexually suggestive material but is generally less explicit than Adult content.

3. Select one or more traffic quality levels from the dropdown list.

Traffic Quality: High, Premium

Mobile Provider:

Select All Deselect All

Low

Regular

High ✓

Premium ✓

We recommend using High or Premium traffic quality for better performance.

Troubleshooting

Issue: My creatives were rejected due to prohibited content.

Solution:

- if your creatives contain adult or sexually suggestive content, make sure the appropriate traffic category (Adult or Racy) is selected.

Verification

After saving the campaign, the selected categories and traffic quality levels will appear in the campaign targeting settings.

Related

- [Traffic Type](#)
- [Targeting by country](#)
- [Targeting by operating system](#)
- [Targeting by vertical](#)
- [Create an in-page push campaign](#)

Campaign Limits and Capping

Summary

Use campaign limits to control your budget and traffic volume. DAO.AD allows you to configure daily and total limits for clicks, impressions, and campaign spend.

Before You Begin

- Role: Advertiser
- Estimated time: ~2 minutes

Steps

1. Locate the **Limits** section at the bottom of the page.
2. Available settings:
 - Frequency Capping - controls how many times a unique user can see your push advertisement within 24 hours;
 - Limit on charge - total budget for this ad campaign
 - Limit on shows - maximum number of impressions for this campaign
 - Limit on clicks - total clicks for this ad campaign

Limits

Frequency Capping:	1
Limit on charge:	no limits
Limit on shows:	no limits
Limit on clicks:	no limits

Information: We recommend setting limits slightly higher than your target values. Push notifications may still generate impressions or clicks after delivery has already been initiated

3. The following daily limits can be configured:
 - Limit on charge - total budget for this ad campaign
 - Limit on shows - total impressions for this ad campaign

- Limit on clicks - total clicks for this ad campaign

Feature: You can also configure click and budget limits for individual traffic sources.

Troubleshooting

Issue: campaign spend exceeded the configured budget

Solution:

- Push notifications are not always delivered instantly. Users may still generate impressions or clicks after a campaign limit has been reached. For this reason, small budget or traffic overruns may occasionally occur.

Verification

After saving the campaign, the configured limits are applied immediately.

Related

- [Traffic volume and bid recommendations](#)
- [Micro-bidding Tool](#)
- [Automatic Rules for Blacklisting](#)
- [Targeting by operating system](#)
- [Targeting by traffic quality and category](#)

Campaign delivery time

Summary

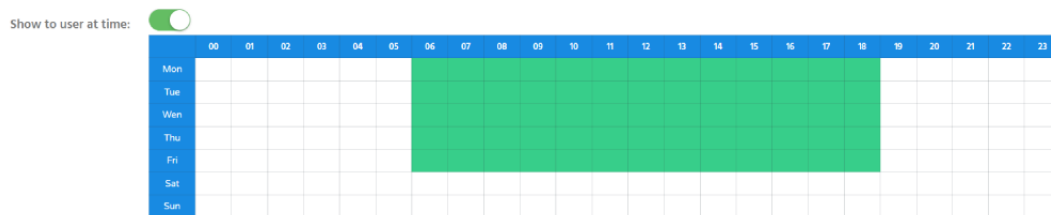
Define the days and hours when your push notifications can be delivered.

Before You Begin

- Role: Advertiser
- Estimated time: ~1 minute

Steps

1. Locate the Show to User at Time section in the Targeting settings.
2. Select the days and hours when notifications should be delivered based on the user's local time zone.



Feature: To select a specific hour across all days, click the hour column header. To select all hours for a specific day, click the day name on the left.

Note: Delivery schedules define when notifications may be sent. Actual delivery depends on the user's device being online and able to receive push notifications.

Troubleshooting

Issue: My push notifications are delivered at the wrong time.

Solution:

- Push notification delivery depends on user availability. If a user's device is offline or disconnected from the network during the scheduled delivery time, the notification may be delivered later when the device reconnects.

Verification

After saving the campaign, the configured schedule is applied immediately.

Related

- [Campaign Limits and Frequency Capping](#)
- [Traffic Volume and Bid Recommendations](#)
- [Targeting by Country](#)
- [Micro-bidding Tool](#)