

Automatic Rules for Blacklisting

Summary

Automatic Rules for Blacklisting allow you to automatically block unprofitable traffic sources based on custom conditions.

Before You Begin

- Role: Advertiser
- Estimated time: ~5 minutes

Steps

1. Locate the **Black/Whitelist** section and the Automatic rules for BL area.
2. Click **Add rule** to create a new blacklisting rule.



3. Configure rule conditions to automatically blacklist unprofitable sources. Each rule uses IF-THEN logic. If both configured conditions are met, the traffic source is automatically added to the campaign blacklist.

The first part of condition, it's one of these parameters:

1. Spent
2. Show

3. Click

Item #1

if: Spent is: Greater than value: Amount

and: Spent is: Greater than value: Lead Amount

Add rule

4. The second condition can use one of the following metrics:

1. Number of clicks
2. Number of leads (main)
3. Number of leads (all)
4. Sum of leads
5. ROI
6. Cost per lead (CPL main)
7. Cost per lead (CPL all)

Item #1

if: Spent is: Greater than value: Amount

and: Number of clicks is: Greater than value: Lead Amount

Add rule

5. Repeat the process to create additional autoblacklisting rules if needed.

Troubleshooting

Issue: Sources are not being added to the blacklist automatically

Solution:

- Verify that your campaign has a correctly configured postback.
- Make sure conversion data is being received in campaign statistics.
- Check that the automatic rule conditions have been met.
- Confirm that the campaign is active.

Issue: ROI, CPL, or lead-based rules are not working.

Solution:

- Verify that conversion postbacks are being received.
- Make sure lead values are passed correctly in the postback.

- Wait until enough clicks and conversions have been collected to meet the rule conditions.

Verification

When a rule is triggered, the corresponding Source ID will be automatically added to the campaign blacklist.

Related

- [Blacklist and Whitelist Targeting](#)
- [Traffic volume and bid recommendations](#)
- [Micro-bidding Tool](#)

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