

Micro-bidding Tool

Summary

Use the Micro-bidding Tool to assign different bids to specific Source IDs or Sub IDs.

Before You Begin

- Role: Advertiser
- Required information:
 - source IDs and/or Sub IDs
- Estimated time: 2-4 minutes

Steps

1. Locate the **Black/Whitelist** section and the Micro-bidding Rules field.
2. Click **Add bid rule** to create a new bidding rule.

Micro-bidding Rules:

 Add bid-rules by source or by subid

Add bid rule

3. Enter the Source IDs or Sub IDs and set a custom bid for them.

Micro-bidding Rules:

 Add bid-rules by source or by subid

Bid rule #1

×

1101 x 100_1 x Add sourceid, subid here



Put every item separated by ","

Price: 1.4

\$

Information: Micro-bidding rules override the default campaign bid for the specified Source IDs or Sub IDs.

4. Repeat the process to create additional bidding rules if needed.

Troubleshooting

Issue: I don't know the Source IDs or Sub IDs

Solution:

- use the `{source_id}` and `{sub_id}` parameters in your tracking URL or postback to identify traffic sources and sub-sources.

Verification

After saving the campaign, the configured source IDs or sub-source IDs will appear in the corresponding bid-rule field.

Related

- [Blacklist and Whitelist Targeting](#)
- [Traffic volume and bid recommendations](#)
- [Automatic Rules for Blacklisting](#)

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