

DOCHASE ADVERTISER GUIDE

<http://adv.dochase.com>

Hello There!

Welcome to Dochase Adx, and I'm here to help you get settled in immediately. This is an Advertiser Guide for new and returning users on how to create campaigns for their various projects.

So, you can first and foremost login to your platform at <http://adv.dochase.com>

The screenshot shows the Dochase Advertiser Dashboard. The top navigation bar includes the Dochase logo, the text "Welcome, Test advertiser | Account Balance \$ 1.99", and a "Logout" button. A left sidebar contains a "Dashboard" menu item and several icons for "Campaigns", "Reports", "Profile", and "Payments". The main content area features a breadcrumb trail "Home > Dashboard", a search filter with "Start Date", "End Date", "Report" (set to "Select Report"), and "Period" (set to "Select Period") dropdowns, and a red "Go" button. Below this are eight metric cards: "Live Campaigns", "Spending (unaudited)", "Impressions", "Clicks", "CTR", "eCPM", "eCPC", and "eCPA". At the bottom, there is a "Daily Statistic Report" table with columns for Date, Impressions, Clicks, Conversions, CTR(%), eCPM, eCPC, eCPA, and Spend.

The first thing you'd want to do is to create a new campaign as circled in the image below.

This screenshot is identical to the one above, but with the "New Campaign" option in the left sidebar menu circled in red. The main content area now displays the "Impressions" report, showing a value of 0 for "Live Campaigns", "Spending (unaudited)", "Impressions", and "Clicks". The "Daily Statistic Report" table is also visible, though its content is not fully populated in this view.

Then you can give your campaign name, start and end date, as well as whether targeting Web & Mobile or Mobile only. You also get to set the maximum bid, daily budget and maximum budget all with the intent of controlling your campaign spend.

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Payments

Campaign Name * BrandName-CampaignNumber-Date

Start Date 05-05-2017

End Date Leave Blank for Open

Media Channels ⓘ

Media Type Web Mobile

Budget Details ⓘ

Maximum CPM Bid * e.g. 0.5

Daily Budget * e.g. 10.00

Budget * e.g. 1000.00

Regarding targeting, you can do so via a variety of options from country, category, day parts(Times of the day to show your ad) as well as locations, OS etc.

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Manage Campaigns

Retargeting List

Reports

Profile

Payments

1 Campaign 2 Targeting 3 Placements 4 Creatives 5 Optimize 6 Pixel

Targeting Options
(For all targeting options, system assumes the selection as "All" as default. Please use the criteria below for specific targeting.)

Country Category Day Parts Language Browser Operating Systems Device Carrier Connection Type IP Addresses Re-Targeting Lists

Geo Fence

Country

Include Exclude

Save

Done? Good. Now let's move over to the placements and creatives

Regarding placements, you can either use via a run of network (Let the System Optimize) or choose placements (You manually choose). A caveat in the case of choose placements, you're not guaranteed to get the ad spaces you bid for as you might be outbid by other advertisers there

The screenshot shows the 'Inventory' section of the Dochase interface. The progress bar at the top indicates the current step is 'Placements' (3), which is highlighted in green. Below the progress bar, the 'Inventory' section has two radio buttons: 'Run of Network' (selected and circled in orange) and 'Choose Placements'. Below these are tabs for 'Direct Properties' and 'RTB Properties'. A table below shows the 'All Placements' with a bid amount of 0.50000, uncapped units, and a status of 'On'. The table has columns for Bid Amount, Units, Status, and Action.

	Bid Amount	Units	Status	Action
All Placements	0.50000	Uncapped	On	Pause Edit

Up next is the creatives where you have an option between image banners, flash, video etc. Under this section it's advisable to use IAB sizes for your banners such as 300x250,728x90,320x50,468x60.

These are the sizes mostly used by publishers and one wouldn't want to have a creative that wouldn't show on publisher sites right?

The screenshot shows the 'Manage Creatives' section of the Dochase interface. The progress bar at the top indicates the current step is 'Creatives' (4), which is highlighted in green. Below the progress bar, the 'Manage Creatives' section has tabs for 'Image', 'Flash', 'Video', 'Video (VAST) Ads', and 'Video (Non-Linear VAST) Ads'. A yellow box contains instructions: 'You can select single or multiple images by clicking "Upload Creative" button. All IAB Standard Ad Sizes are accepted. Ad Sizes which are not IAB standard will not be uploaded. Maximum Creative File Size permitted is 200 kb'. Below this are form fields for Creative Size (Auto-Detect Ad Size), Direct Placement, Category (Select), Creative Name (Leave blank to use FileName as Creative Name), Click URL (http google.com), and Advertiser Domain (google.com).

Done with That? You can pretty much skip the optimize section as those are mostly admin managed

For those interested in tracking conversions and web activity, you can get those at the pixel section where you have the options for web, mobile sites and mobile apps.

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Conversion Pixel

Web
S2S pixel `http://r.dochase.com/adx-dir-d/servlet/WebF_AdManager.AdActionManager?nid=13&adx_txn_id=[adx_txn_id]`

Mobile Sites
S2S pixel `http://ads.dochase.com/adx-dir-ms/servlet/WebF_AdManager.AdActionManager?nid=13&adx_txn_id=[adx_txn_id]`

Mobile Apps
S2S pixel `http://r.dochase.com/adx-dir-m/servlet/WebF_AdManager.AdActionManager?nid=13&adx_txn_id=[adx_txn_id]`

Done

Besides all that, you're pretty much good to go!

You can check the progress of your campaigns at the power report section where you can analyze over various parameters to see how your campaign is performing

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Dashboard Campaigns Reports Campaign Analytics Power Report Profile Payments

Reports

Home > Reports

No Data Available.

TIME PERIOD SELECTIONS

Select : Today Start Date : 05-05-2017 End Date : 05-05-2017

Interval : None Year Month Week Date Hour

CRITERIA SELECTIONS

(Check at least one of the values from Data by, Statistics and Calculations section)

Data by : Advertiser Publisher Campaign Creative Site/App Ad Size Country Ad Space

Browser OS Carrier Make Model Category

Statistics : Impressions Clicks Conversion Cost Affiliate Earning

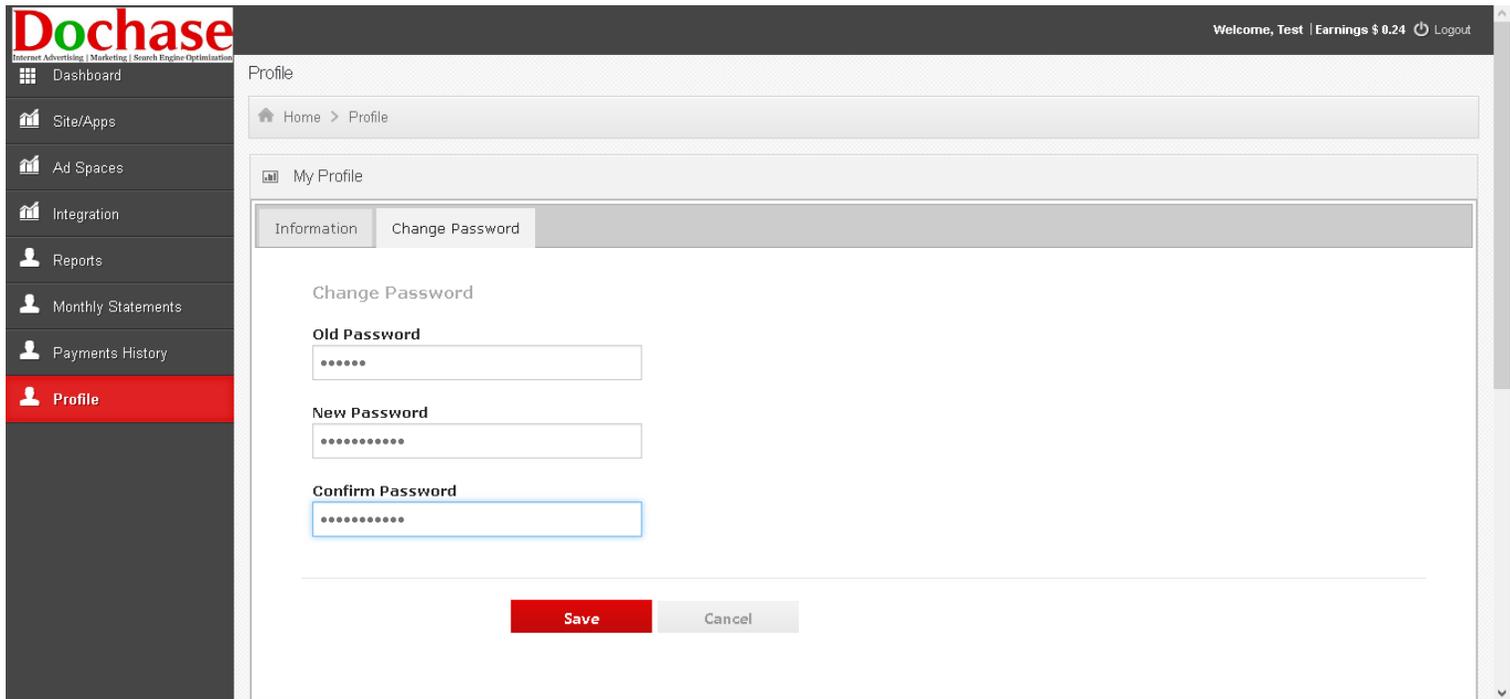
Affiliate Profit

adv.dochase.com/UI/CustomReports.aspx

Done!

Lastly, You've reset your password and want to change it to something else?

You can do that at the profile section



The screenshot displays the Dochase user interface. On the left is a dark sidebar with a navigation menu including: Dashboard, Site/Apps, Ad Spaces, Integration, Reports, Monthly Statements, Payments History, and Profile (highlighted in red). The main content area is titled 'Profile' and shows a breadcrumb 'Home > Profile'. Below this is a 'My Profile' section with two tabs: 'Information' and 'Change Password' (the active tab). The 'Change Password' form contains three input fields: 'Old Password' (with 6 dots), 'New Password' (with 8 dots), and 'Confirm Password' (with 8 dots). At the bottom of the form are two buttons: a red 'Save' button and a grey 'Cancel' button. The top right of the page shows 'Welcome, Test | Earnings \$ 0.24' and a 'Logout' link.

For any issues or questions?

You can contact us at info@dochase.com or saint.onwukeme@dochase.com

Dochase ADX

www.dochase.com