Demand-Side Platform

Set-up Guide

2023

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1. Getting Started

Welcome to the new, flexible, and fast Japio Demand-Side Platform! Japio DSP is a multi-channel programmatic suite designed for agencies, brands, and media buyers to run advertising campaigns across various formats, geos, and business verticals. This user guide will help you to set up your first campaign and start engaging with your target audience

1.1 Glossary

Here is a short glossary that introduces the main concepts used in the system.

Creative — the advertising item being shown to the user. Mostly it is visual content (such as banner images, video, or text).

Campaign — the main tool of the advertiser that allows configuring such advertising strategy parameters as targeting, budgeting, time range, etc

Targeting — settings that determine the "portrait" of users to whom you are targeting your ad: their devices, approximate location, advertising preferences and interests, and much more.

Retargeting — a technology allowing you to target users who have previously been targeted by your campaign or visited your website.

Audience, or retargeting list — is a list of users collected after being for another campaign or visiting the advertiser's website

1.2 Interface

System pages contain elements grouped by their functionality

JAPIO

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⚙ **Manage Commands** ⌄

— Manage users

— Manage transactions

— Manage SSP

● Manage filters

1) **Sections:** it allows you to switch between sections to view different types of information.

- **Dashboard** — a summary of campaigns and other metrics
- **Campaigns** — a panel that allows you to set up advertising campaigns, which includes different targeting settings that are required or optional
- **Creatives Library** — a panel that allows you to upload different kinds of creatives by file formats (images or videos)
- **Filters** — lists that allow you to filter by objects such as domains, IP addresses, device identifiers, bundle identifiers, apps, etc.
- **Media Plan** — a panel that allows you to check the inventory available on the platform.
- **Reports** — aggreegated information on key metrics such as impressions, bids, costs, etc.

Optimization Panel:

- **Autorules** — auto-optimization for the campaigns that cut the underperforming sources
- **Conversion Pixel** — a panel that allows you to create a conversion pixel.
- **Audiences** — an audience is a group of users captured(collected) by one of the previous campaigns or by click or conversion posted on a website page
- **Traffic Monitoring** — a panel that allows you to check the reasons for traffic cutoffs
- **SkAdNetwork** — you need this panel in case you are interested in targeting iOS14 and higher versions
- **Profit Dashboard** — allows you to check the profits by day, month, country, ssp and device type.

- **General reports** — here you can check the detailed reports by all your advertisers and SSPs and also by different metrics such as bids, wins impressions, clicks etc
- **Discrepency** — allows you to check the discrepency between DSP and SSP by impressions and spend
- **Billing:Payments and Transaction History** — these sections provide information about payments. Payment shows the current balance and also allows you to pay directly from the account by choosing a payment method.
- **System monitoring** — here it's possible to check the information system load
- **Pending** — panel where the creatives are pending approval.

Manage Commands:

- **Manage users** — here you can see the list of all users, log in their accounts and also edit user settings
- **Manage transactions** — here you can see all the users transactions an also you can create a transaction manually.
- **Manage SSP** — here you can create the Endpoints
- **Manage filter** — allows you can create global filters for each user.

2) **Dashboard:** This area displays all information about the selected section, usually in the form of tables or graphs. A section page can contain "Add new record" buttons and/or data selection buttons. A section page can also include areas and controls such as Toolbar Area, Date Range Selector, Search etc.

3) **Profile:** You can open and edit your profile

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2. Dashboard

This section provides a summary of the performance of your ads, as well as your key metrics

Dashboard

⌂ / Dashboard

Start	End			Today	Yesterday	**Last 7 days**	This month	Last month
February 17, 2023 📅	February 23, 2023 📅		📊					

At the top of the page, you'll see indicators displaying metrics such as Clicks, Impressions, Spend, and more.

Also, you can check the information about your top device/traffice types, top countries, and campaign spend as wel

First, set the date range in the upper left and upper right corners.

At the bottom of the page, you will see the campaigns statistic

3. Campaign

This section is intended to serve one of the most important objects of the system:campaigns. You can create campaigns, connect creatives to them, and run them.

3.1 How to Create a Campaign

On the 'Campaign' section, click the '+ new campaign' button.

Next, you have various settings that determine when and how the campaign should work, which users target, etc.

Here's what you can configure in each settings area

3.2 Basic Settings

Here you need to set the main parameters of the campaign:

- **Campaign name** to identify the campaign among others

- **Start Date and End Date** — these settings determine when the campaign is active.

- For **Campaign type**, you can select Basic or retargeting

- **Total Budget** entire campaign budget

- **Daily Cap** maximum budget that can be used per day.

- **Max Impressions** max amount of impressions for all time.

- **Daily Impressions** max per day.

- **Use Budget** budget of spending budgets (asap or evenly throughout the day)

3.3 Targeting Settings

This section provides a summary of the performance
of your ads, as well as your key metrics.
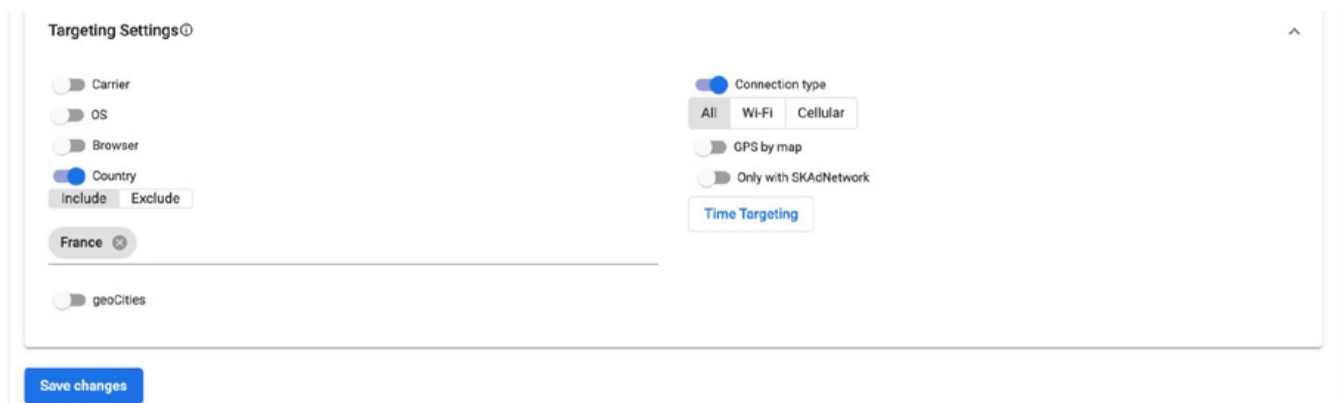
- **Carrier** — here you can select the mobile operators that provide the connection

- **OS** — selecting operating system and their versions

- **Browsers** — select allowed browsers

- **Country** — you can select countries to target only users from those regions

- **geoRegions** — you can select states to target (only for the USA)

- **geoCities** — you can select cities to target.

- **Connection Type** — select the type of connection.

- **GPS by Map** — use it if you want to target areas that cannot be describe as a list of countries and cities

- **Time Targeting** — use it if you want to set a certain campaign time by hours and time zone

And Don't Forget to save changes.

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4. Creatives Library

This section allows you to manage all the creatives you have. For better organization, creatives can be stored in different folders. To create a folder, you must click "**+**" on the left side of the section and write the name of the folder

To upload the creative you need to click the folder "Upload new file", select what exactly you want to upload by clicking "Select" and after uploading the file, click "Submit".
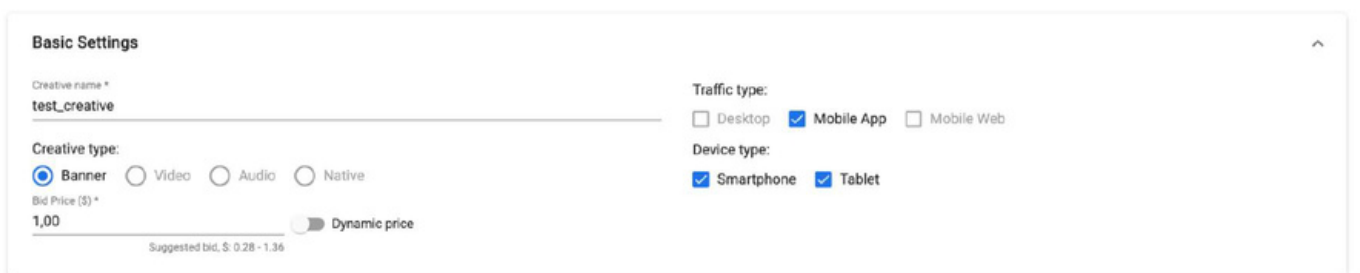
Creatives library

⌂ / Creatives library

📁 test_folder

Upload new file

File **Select** Submit
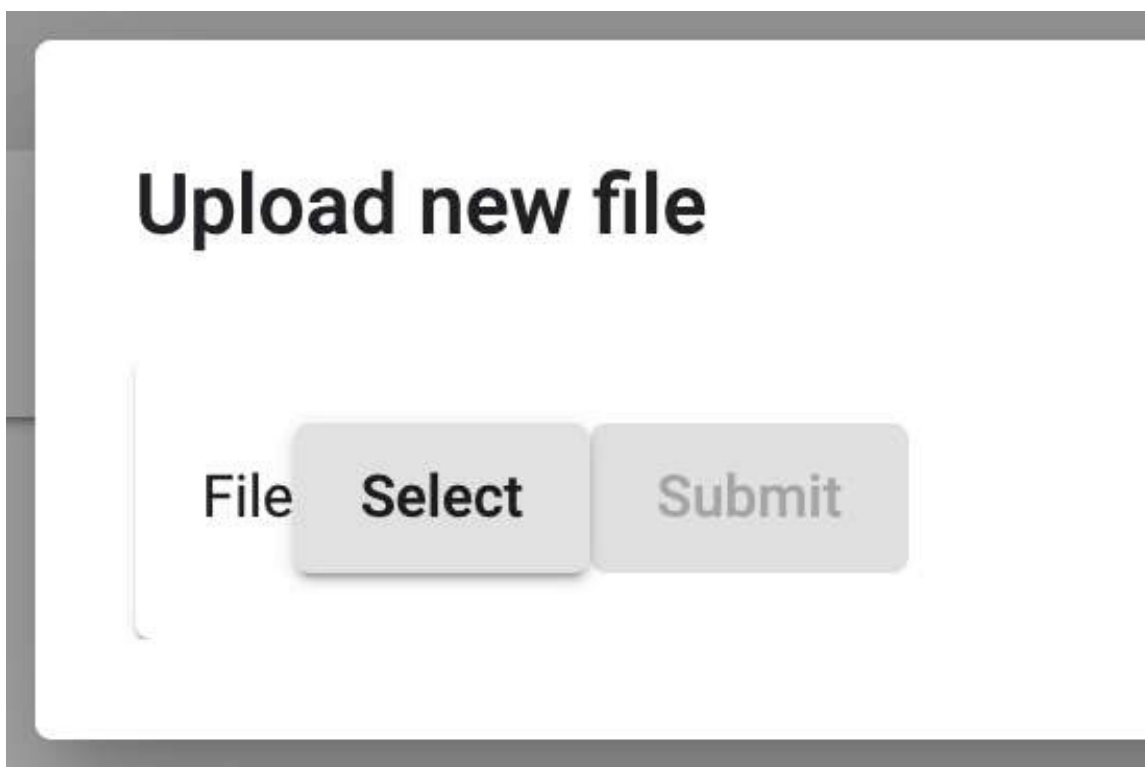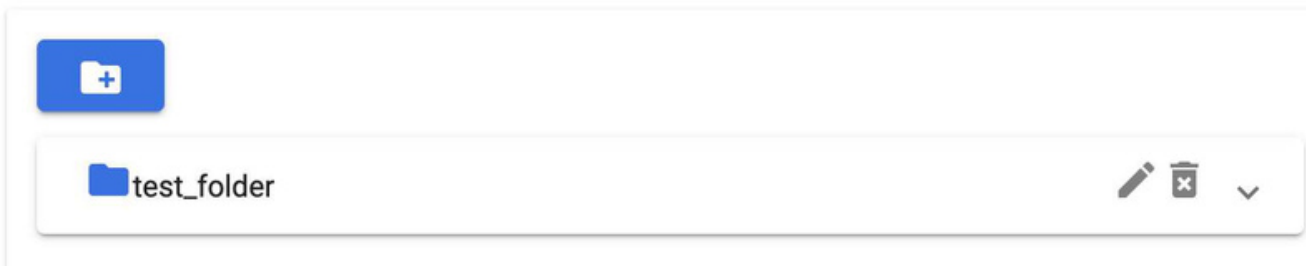
4.1 How to Create a Creative

You need to go to the "Campaigns" section. Select the campaign you need and click on "+ new creative" button in upper left corner.

4.2 Basic Settings

You need to go to the "Campaigns" section. Select the campaign you need and click on "+ new creative" button in upper left corner.

- **Creative name** — Choose a creative name so you can differentiate it from others.
- **Creative Type** — Here you select the type of creatives
- **Bid Price** — the price for a thousand impressions.
- **Traffic Type** — Here you select the type of traffic
- **Device Type** — Here you select the type of mobile device

4.3 Media Settings

You need to go to the "Campaigns" section. Select the campaign you need and click on "+ new creative" button in upper left corner.
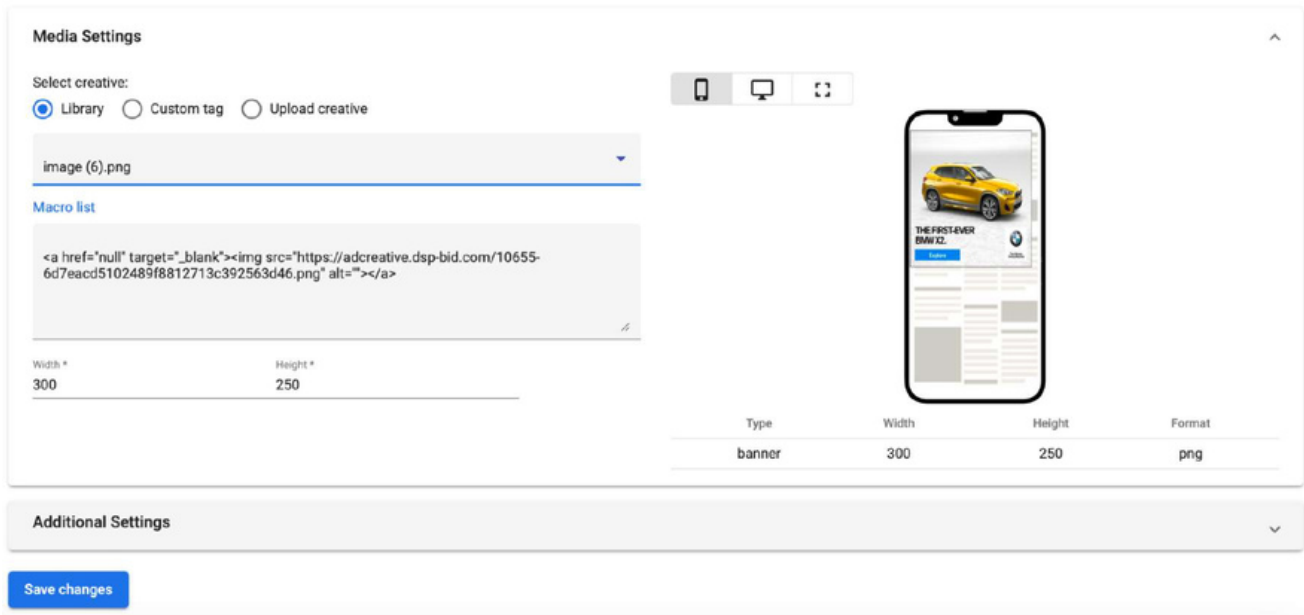
- **Selective Creative** — Choose how the creative will be loaded. It's possible to use Creative Library or by Custom 3rd-party tag. If the tag or a file is correct, a preview image will appear in the upper tight corner. It's also possible to check how it will be shown on mobile or desktop

- **Macro List** — You can also add macros to the bag. Macros are built-in tracking variables that allow you to specify additional parameters and details provided with a tag/url. To add macros, click "Macro list". You will see all available macros. Select the options you want and manually add them to the tags. Here is a list of the currently available Macros:

{clickid} - Unique impression ID
{os} - OS of device
{os_version} - OS Version
{device} - Device type
{media_type} - App or Site

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{gps_lat} - Latitude coordinates of the device
{gps_lon} - Longitude coordinates of the device
{country} - Country of visitor
{ip} - IP address of user
{app} - Name of app where ad is placed
{site} - Name of site where ad is placed
{site_id} - ID of site where ad is placed
{store_url} - App store url
{pub_id} - Publisher's ID
{placement} - Name of either site or app where ad is placed.
{placement _id} - Corresponds to the SSP placement id where traffic is coming from
{ua} - User agent string
{categor y} - IAB Category of site/app
{ifa} - the mobile advertiser ID
{idfa} - iOS User IDFA
{android_id} - Google Android Id
{app_id} - Passes a numeric ID (for Apple) or bundle name (for Google)
{timestamp} - Passes the Timestamp that received the click
{random} - Passes a random value for cache busting
{campaign_id} - Campaign ID
{creative_id} - Creative I
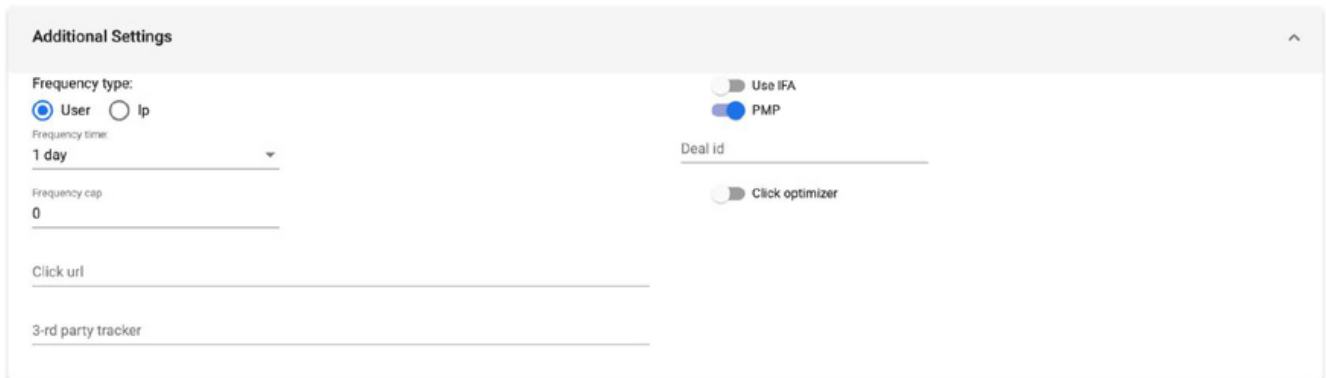
Width , Height — Here you manually select the height and width of the creative.

4.4 Additional Settings

- **Click URL** — The URL to which the user will be redirected after clicking on the ad.
- **3rd Party Tracker** — They collect and send information about your browsing history to other companies
- **Frequency Cap** — Here you choose how many times a user can see an a every 24hours. You can also choose frequency type by user or IP, and select the frequency time
- **use IFA** — use device id
- **PMP** — Private marketplace, deal id

5. Filters

Here you can create your own filters to suit your needs. To do this, you need to press the "+" in the upper left corner.
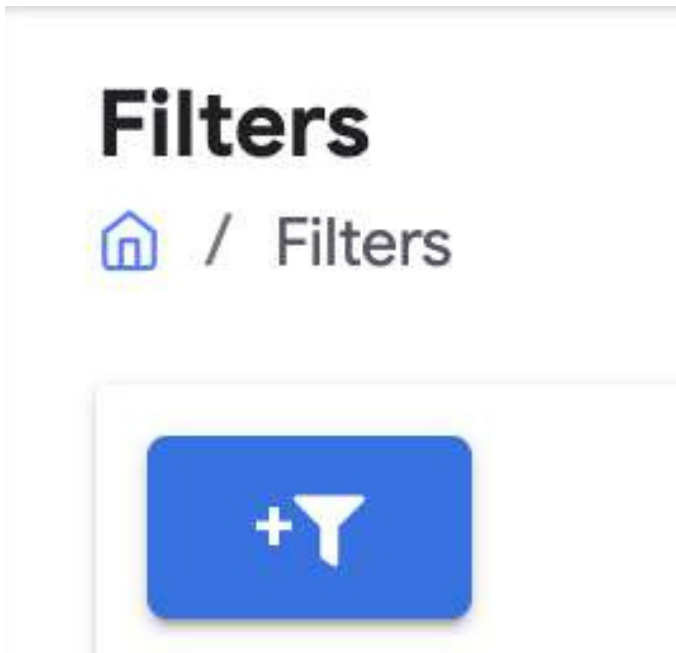
Give the filter a name and write the list of values included in the filter(each with a new line)

6. Media Plan

In this menu you can find information about our current supply for each country. In order to find the average bidfloor for the country you are interested in, you just need to click on the country and find the average bidfloor in the right corner.
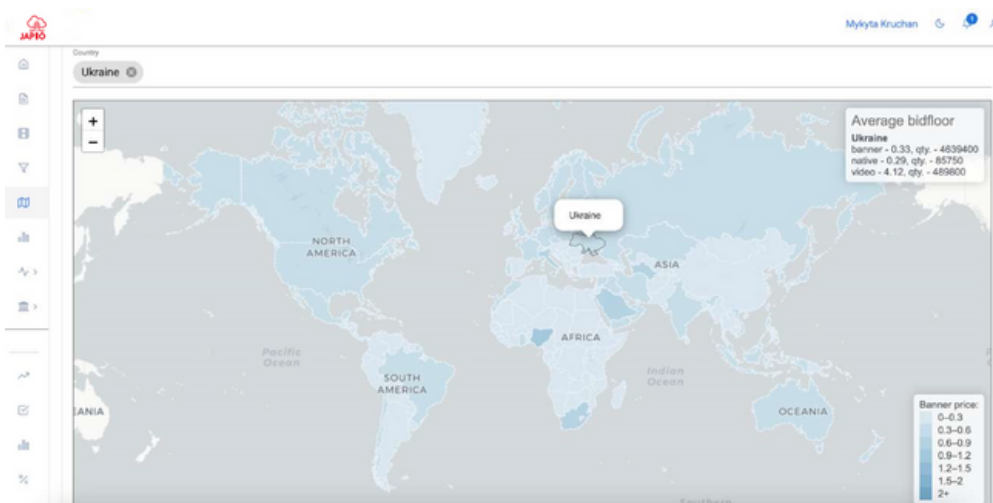
7. Reports

Here you can find the report regarding your campaign's performance. Just select the range and metrics you are interested in, and the information will be shown in. You can download the report in Excel Format.
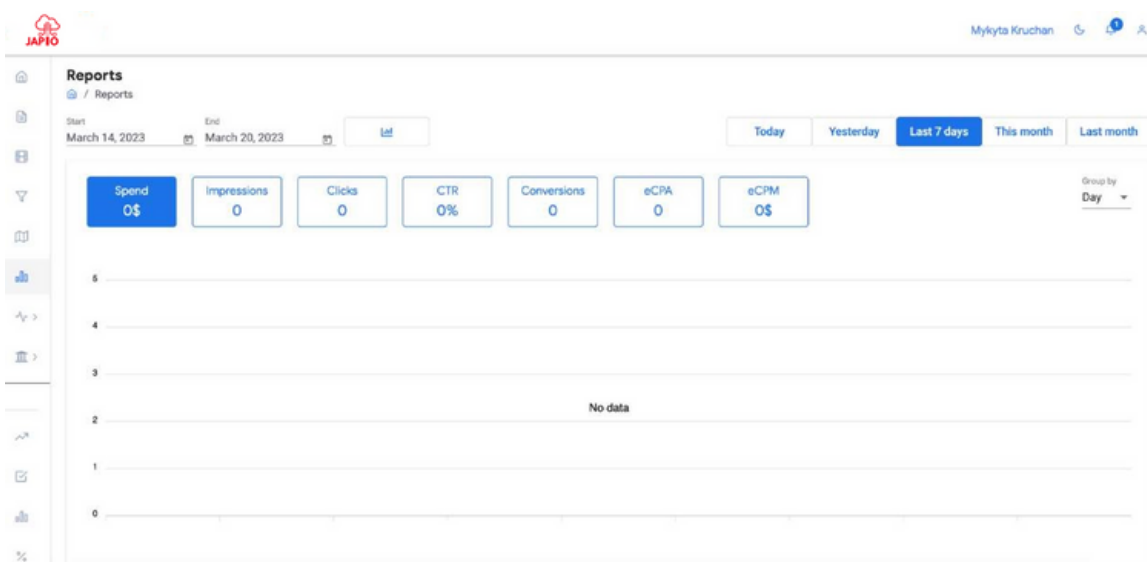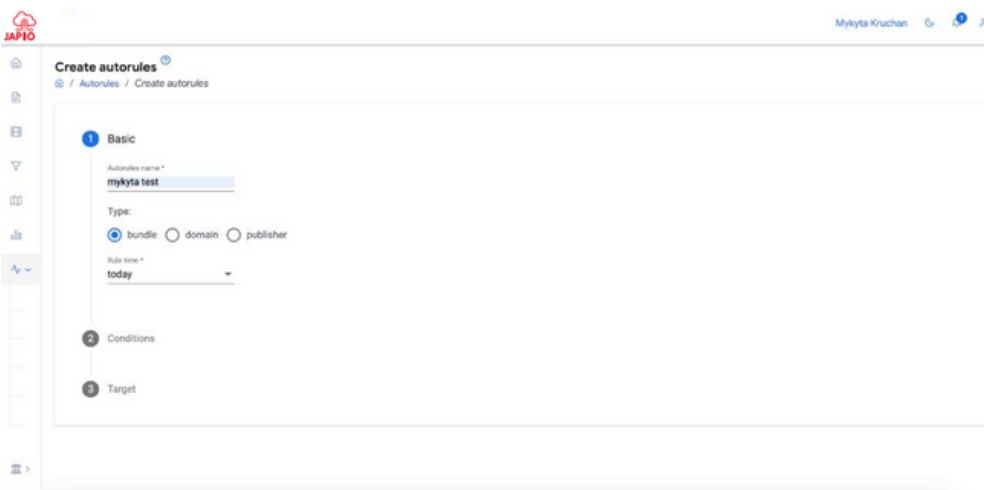
8. Optimization

8.1 Autorules

Here you can create auto rules to regulate your campaign's spending. For example, it can be very useful to reduce spending on places where your ads are not receiving clicks.

So here is the detailed guide on how to create the autorule:

1. First, choose the name, type, and rule time

2. Choose conditions. The important thing, you need to create an empty filter list, so the source would white or blacklisted .

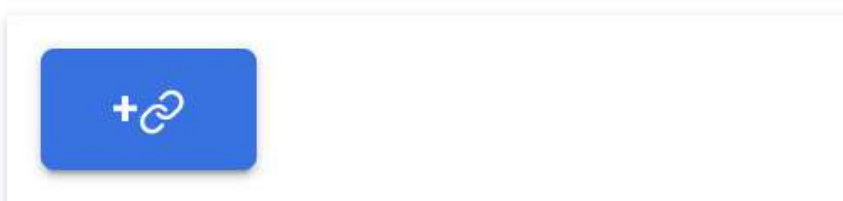3. Choose a campaign or/and creative where you want apply the rule.
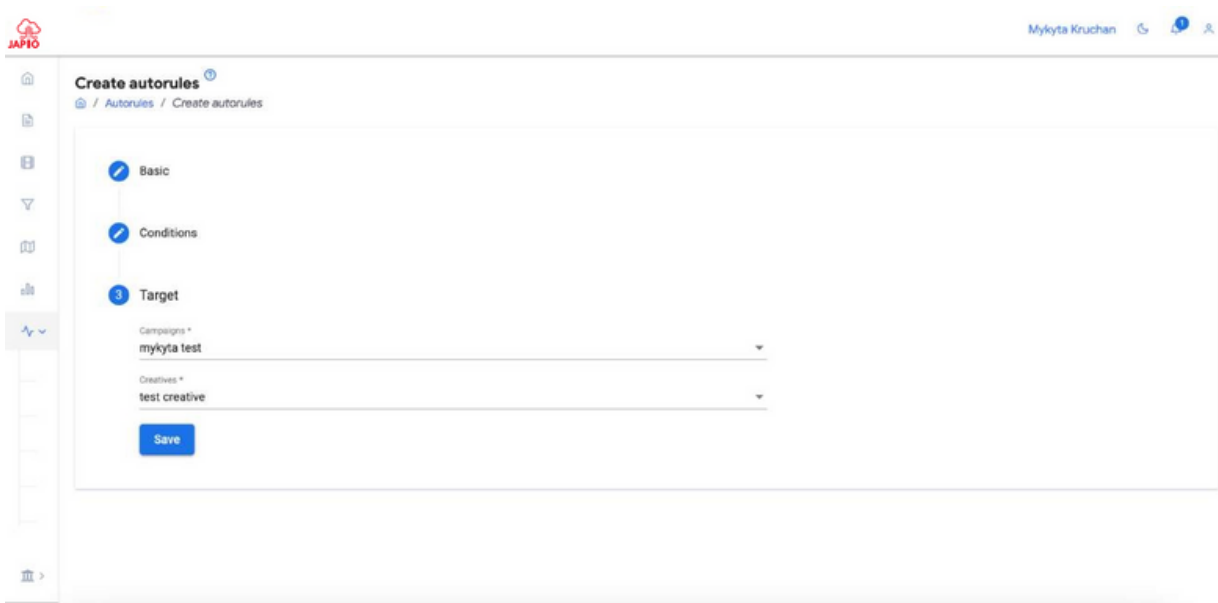
8.2 Conversion Pixel

Here you can see the list of Conversion Pixel - this is a short piece of code that can be placed on your site to track the number of people who took a certain action - after the first view or click on your ad

To create a new conversion, you need to click on the "+" button in the upper left corner.

Create conversion pixel

⌂ / Conversions list / Create conversion pixel

Conversion name *

Conversion type:

◉ Cookie based ○ S2S

Create conversion

Name	id	Status	Type	Code	Actions
Test	20	⬤	S2S	https://n2.dsp-bid.com/?t=postback&clickid={clickid}&conv=20	✎ 🗑
Test cookie based pixel	21	⬤	cookie	https://n2.dsp-bid.com/?t=conversion&clickid={clickid}&conv=21	✎ 🗑
123	76	⬤	S2S	https://n2.dsp-bid.com/?t=postback&clickid={clickid}&conv=76	✎ 🗑

How to set up S2S type conversion pixel

S2S is the method of tracking conversions that uses the advertiser's server rather than the user's browser(as pixel-based tracking does). S2S is more complex to implement and however more flexible and easier to troubleshoot. Use the postback when you have the resource to do it.

To set up postback:

1. Add {clickid} macro to your creative tag.
2. Copy S2S URL from the Postback field on the campaign page
3. Configure your Ad Server to send a request to DSP after conversion has been tracked. The request must contain the code that you have in the S2S field with {clickid} being substituted by hash.

8.3 Audiences

An audience is a group of users captured (collected) by one of the previous campaigns or by a click or conversion posted on a website page.

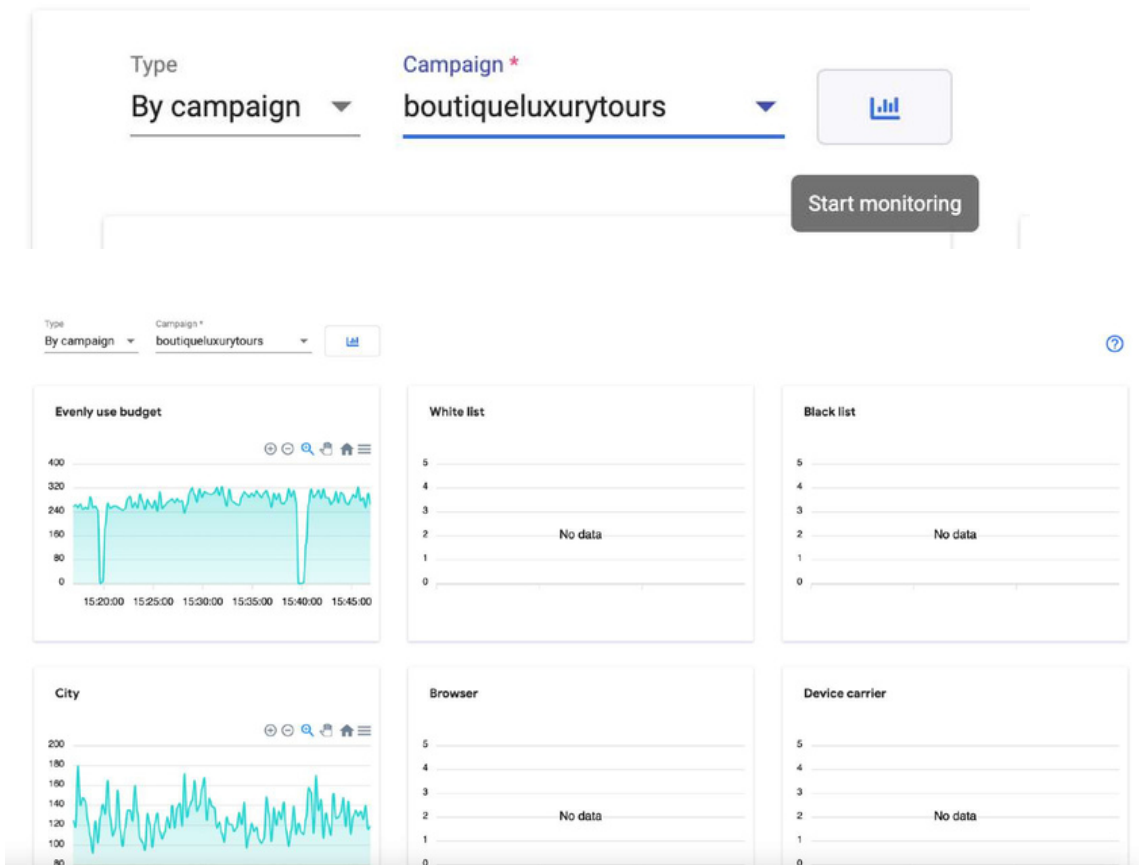To create a new audience, click "+".
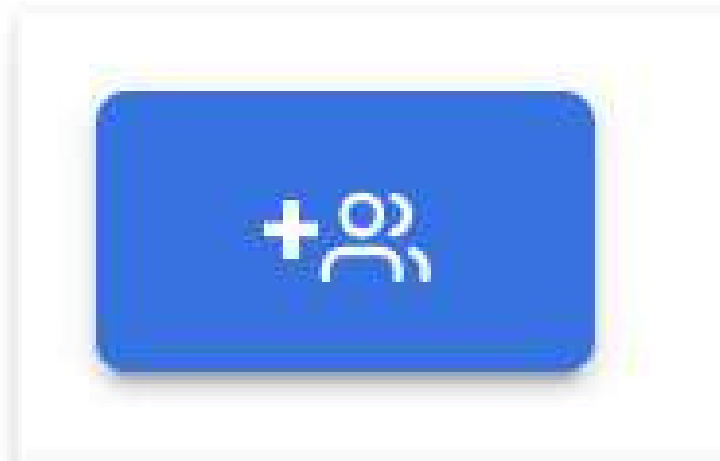
Next, you see this form that you need to fill out

- **Audience** — Choose a name for your audience .
- **Collection type** — Click or Conversion means that the audience will collect users who have clicked or converted within a certain campaign
- **Start Date, End Date** — Select the date for which the audiences will contact users
- **Strategy type** — Choose a type of collect or trade.
- **Campaigns** — Select the campaign you need apply an audience to

8.4 Traffic Monitoring

8.5 SkAd Network

Here you can add information about your SkAd Netwoek.

9. Billing

The system provides convenient and simple functionality to maintain your account balance and transactions. Here you can view your actual balance, setup automatic email notifications when your account balance limit is reached, and make a deposit
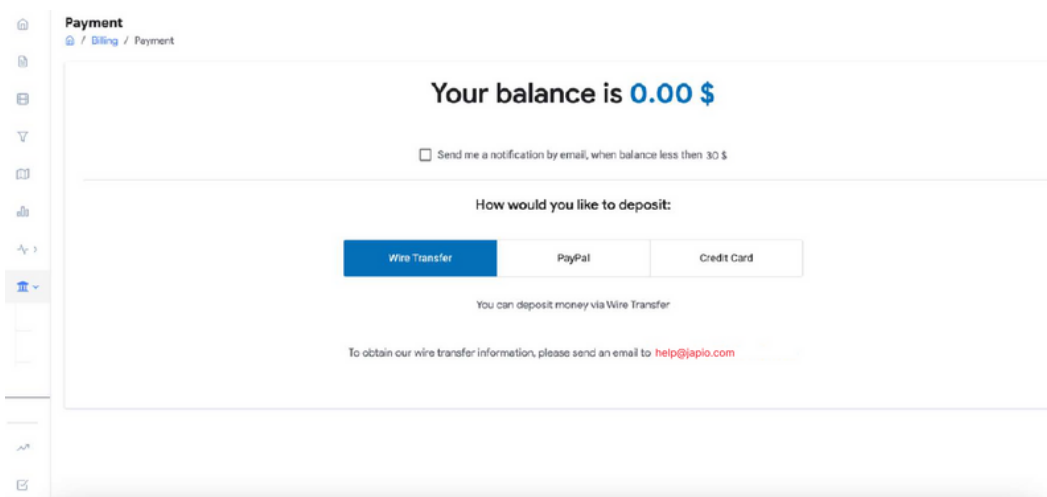
There is predefined low balance notification that appears when your balance goes below a certain amount. You can change this limitation. To set a new limit, enter a new amount in the field under the text "Get notification email when budget level reaches" and click "Save". You will see a pop-up confirming the change in the balance limit.

To make a deposit , select your preferred method:via Wire Transfer or Paypal

To pay with PayPal you must have a PayPal account. If you have one, set the amount and click "PayPal"

To make a payment via Wire Transfer, first, contact our finance department at finance - Ask Sir the transaction may ake some time before the money is credited to your account.
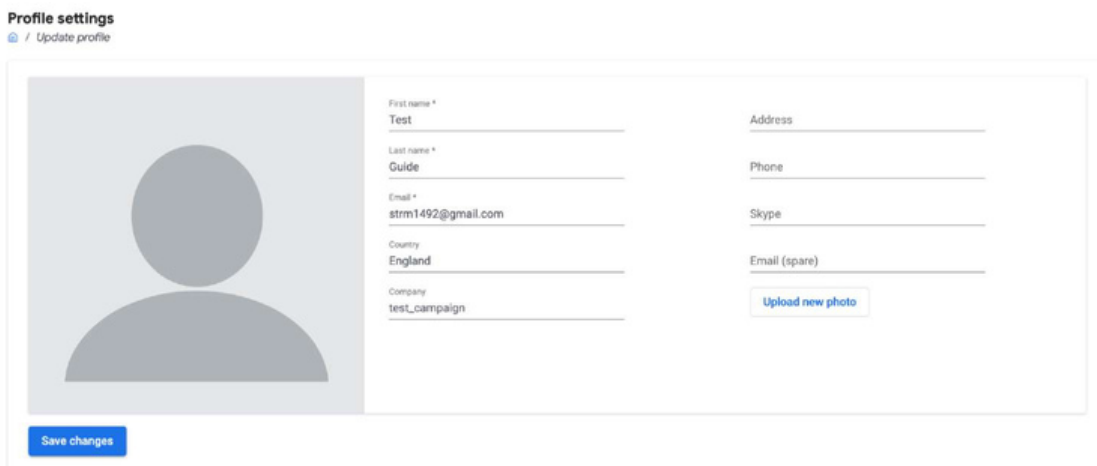
9. 1 Transaction History

Here you can find the history of all your transactions with us.

Transaction History
🏠 / Billing / Transaction History

Date	Description	Amount	Type	Status	Method

No Rows To Show
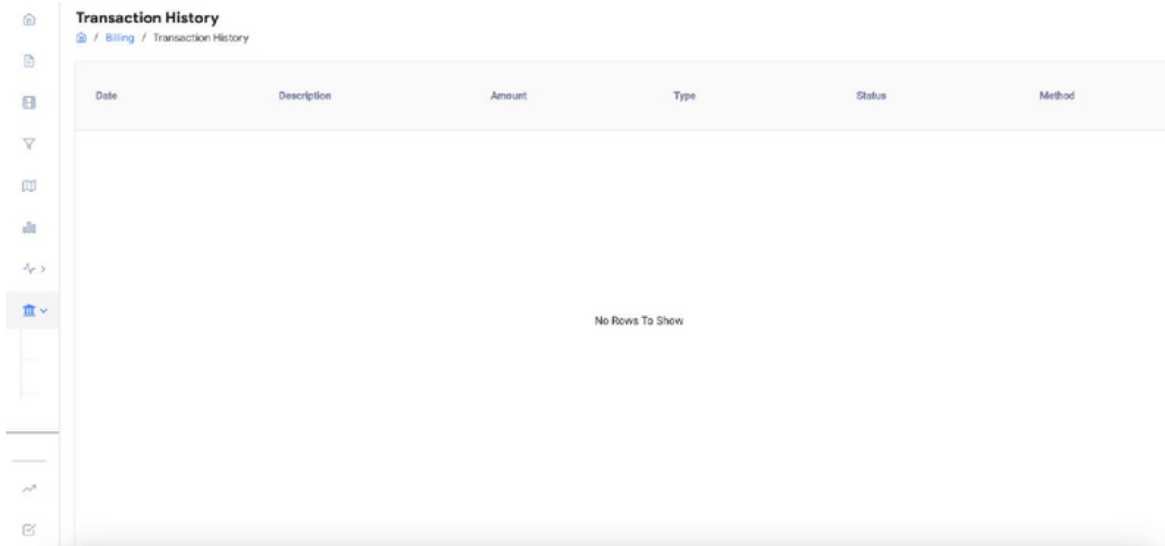
10. User Profile

You can see and change the basic information of your account. To do this, click on your name in the upper right corner of the page and click on "Settings".

Profile settings
🏠 / Update profile

First name *
Test

Last name *
Guide

Email *
strm1492@gmail.com

Country
England

Company
test_campaign

Address

Phone

Skype

Email (spare)

Upload new photo

Save changes

You can change your name and contact information such as email, phone, address, Skype, and upload an avatar.