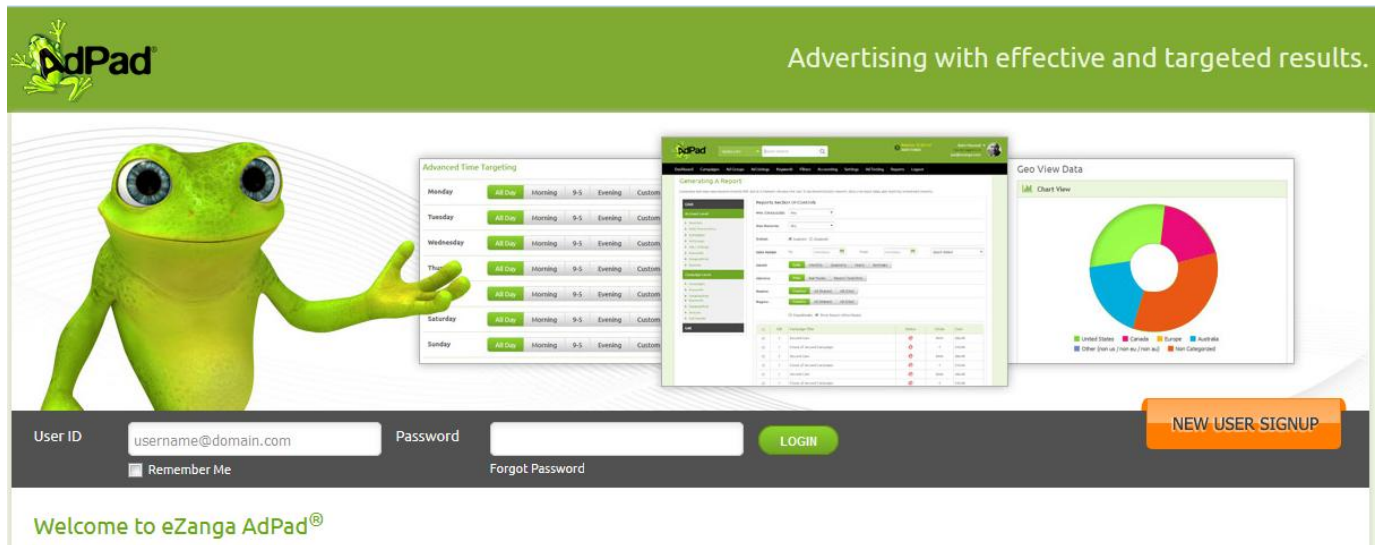


How to Add or Remove Time Targeting

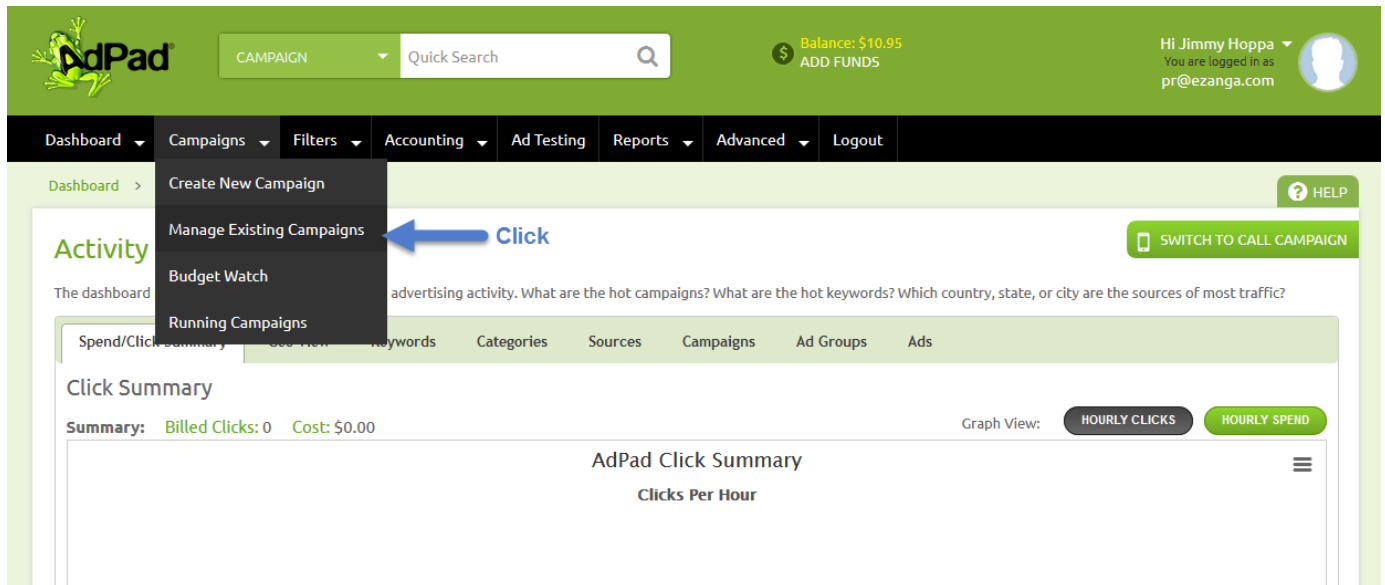
Your ideal customers aren't online 24/7, so why should your ad be? With time targeting, also known as dayparting, set your campaigns to run during peak hours of customer online activity.

1. Login to AdPad®




The screenshot displays the AdPad user interface. At the top left is the AdPad logo with a frog mascot. The top right features the tagline "Advertising with effective and targeted results." Below this is a navigation menu with options: Dashboard, Campaigns, AdWords, Analytics, Reports, Plans, Accounts, Settings, Website, Account, Logout. The main content area is divided into three panels: "Advanced Time Targeting" showing a table for days of the week with time slots (All Day, Morning, 9-5, Evening, Custom); "Generating a Report" showing a report configuration screen; and "Geo View Data" showing a donut chart with a legend for United States, Canada, France, Australia, Other Sites on Your AdPad, and Not Categorized. At the bottom is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a green "LOGIN" button. An orange "NEW USER SIGNUP" button is located on the right side of the login form. Below the login form is a green banner that says "Welcome to eZanga AdPad®".


2. Go to 'Campaigns' Tab and Click 'Manage Existing Campaigns'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar labeled 'Quick Search' in the center, and a balance indicator on the right showing 'Balance: \$10.95' and 'ADD FUNDS'. Below the header is a dark navigation bar with menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Campaigns' menu is open, showing options: Create New Campaign, Manage Existing Campaigns (highlighted with a blue arrow and the word 'Click'), Budget Watch, and Running Campaigns. To the right of the menu is a 'HELP' button and a 'SWITCH TO CALL CAMPAIGN' button. The main content area shows a 'Click Summary' section with a summary of 'Billed Clicks: 0' and 'Cost: \$0.00'. Below this is a graph titled 'AdPad Click Summary' with the subtitle 'Clicks Per Hour'. The graph view is currently set to 'HOURLY SPEND'.

3. To Adjust, Click the Campaign Name

CAMPAIGN

Balance: \$10.95
ADD FUNDS
Hi Jimmy Hoppa
You are logged in as
pr@ezanga.com 

Dashboard Campaigns Filters Accounting Ad Testing Reports Logout

Campaign Management > Manage Existing Campaigns HELP

Manage Existing Campaigns

Find current and past advertising campaigns by name, clicks, daily budget, or simply by title. The Manage Existing Campaigns page is the main highway in connecting to all aspects of your campaigns and associated ads. Starting here, you can navigate to pages that will allow you to edit all your campaigns. Manage budgets, CPC, geo-targeting, ad copy. Simply click on the campaign requiring editing and you are on your way.

Campaign Stats

Title	Total	Active	Inactive
Campaigns	2	0	2
Ad Groups	2	2	0
Keywords	13	12	1
Ads/Listings	2	2	0

Search Campaigns

From:

Daily Budget (\$) Max CPC/PPC (\$) No. of Clicks/Calls


Media Type Click Call Campaign Status Enabled Disabled Deleted

Account Campaign List

Action	CID	Campaign Name	Media Type	Status	Start Date	Stop Date	Cp Budget	Daily Budget	Max CPC/PPC	Clicks/Calls	Cost	Ad Groups	Keywords	Ads
<input type="checkbox"/>	2880815	PPC Specialist	Click	Enabled	05/23/2017	NA	\$1,888.00	\$10.00	\$0.0050	0	\$0.00	1	1	1
<input type="checkbox"/>	2875362	Sample Campaign	Click	Enabled	04/06/2017	01/01/1970	\$0.00	\$0.40	\$0.1400	0	\$0.00	1	1	1

Go to page: Show rows: Showing page 1 of 7

Click



4. Go to Edit Your Campaign and Click 'Date Range & Time Targeting' Tab

Ad Groups: **Date Range & Time Targeting** | Geotargeting

Advanced Time Targeting **Click**

Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range

From: 08/05/2015
To: 08/11/2015


Advanced Time Targeting


	Midnight	4am	8am	Noon	4pm	8pm
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Buttons: **DIFFERENT HOURS FOR EACH DAY** | **SAME HOURS FOR ALL DAYS** | **UPDATE**

5. Enter Start and Stop Dates in 'Optional Date Range' Box

Optional Date Range

From 

To 

6. Select Times to Run Campaign

Ad Groups | **Date Range & Time Targeting** | Geotargeting

Advanced Time Targeting
Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range
From: 08/05/2015
To: 08/11/2015

Advanced Time Targeting

	All Day	Morning	9-5	Evening	Custom	Clear	Restore	Timeline
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Tuesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Wednesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Thursday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Friday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Saturday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider
Sunday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Timeline with slider

Timeline markers: Midnight 12am, 4am, 8am, Noon 12pm, 4pm, 8pm

DIFFERENT HOURS FOR EACH DAY | SAME HOURS FOR ALL DAYS |

With the slider function or corresponding buttons, choose times to post your ad. Times can vary depending by day, or set your ad to run at the same time every day. Simply click the corresponding buttons located in the lower left hand corner.

7. Click 'Update'

Ad Groups | **Date Range & Time Targeting** | Geotargeting


Advanced Time Targeting
Allows for detailed daily and hourly control of your campaign.
Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range
From: 08/05/2015
To: 08/11/2015

Advanced Time Targeting

	All Day	Morning	9-5	Evening	Custom	Clear	Restore		Midnight 12am	4am	8am	Noon 12pm	4pm	8pm
Monday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DIFFERENT HOURS FOR EACH DAY SAME HOURS FOR ALL DAYS

Click 

9. To Restore Time Targeting

To restore time targeting, click 'Restore' next to the time you need to restore. Then, repeat step 7.

Advanced Time Targeting

Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range

From: 08/05/2015
To: 08/11/2015

	Midnight 12am	4am	8am	Noon 12pm	4pm	8pm	
Monday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Tuesday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Wednesday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Thursday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Friday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Saturday	All Day	Morning	9-5	Evening	Custom	Clear	Restore
Sunday	All Day	Morning	9-5	Evening	Custom	Clear	Restore

DIFFERENT HOURS FOR EACH DAY (selected) | SAME HOURS FOR ALL DAYS

Click

UPDATE

Once you hit 'Update,' all changes to your campaign will be effective immediately.