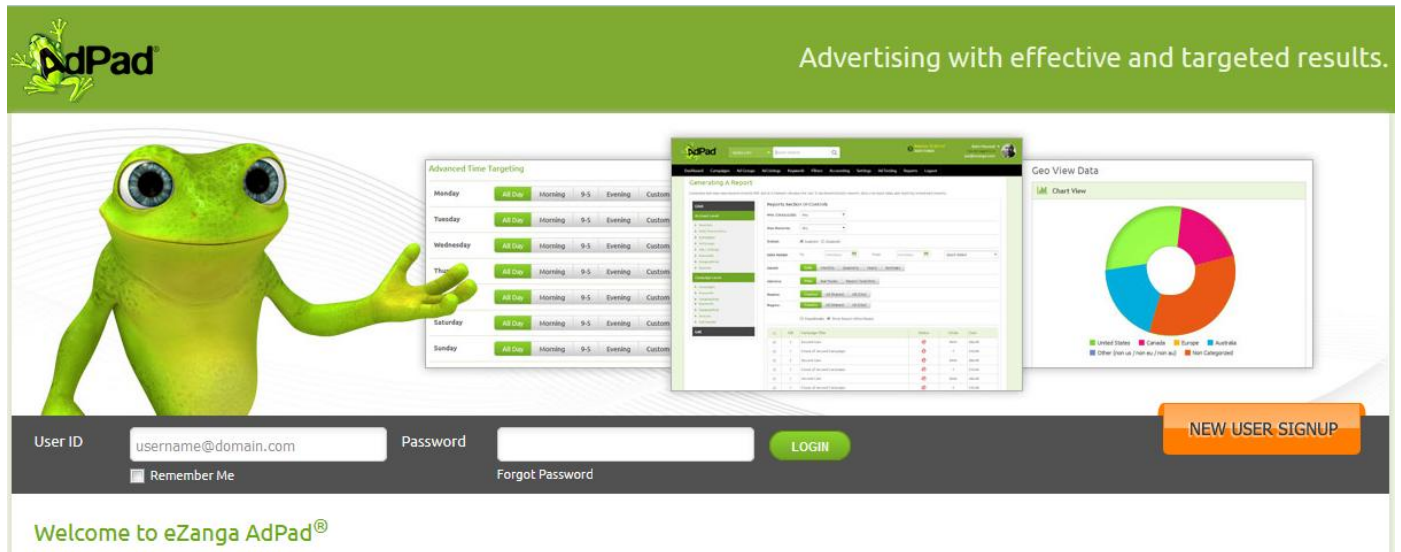


How to Create an Ad

This is a tutorial on how to create an ad in eZanga AdPad®.

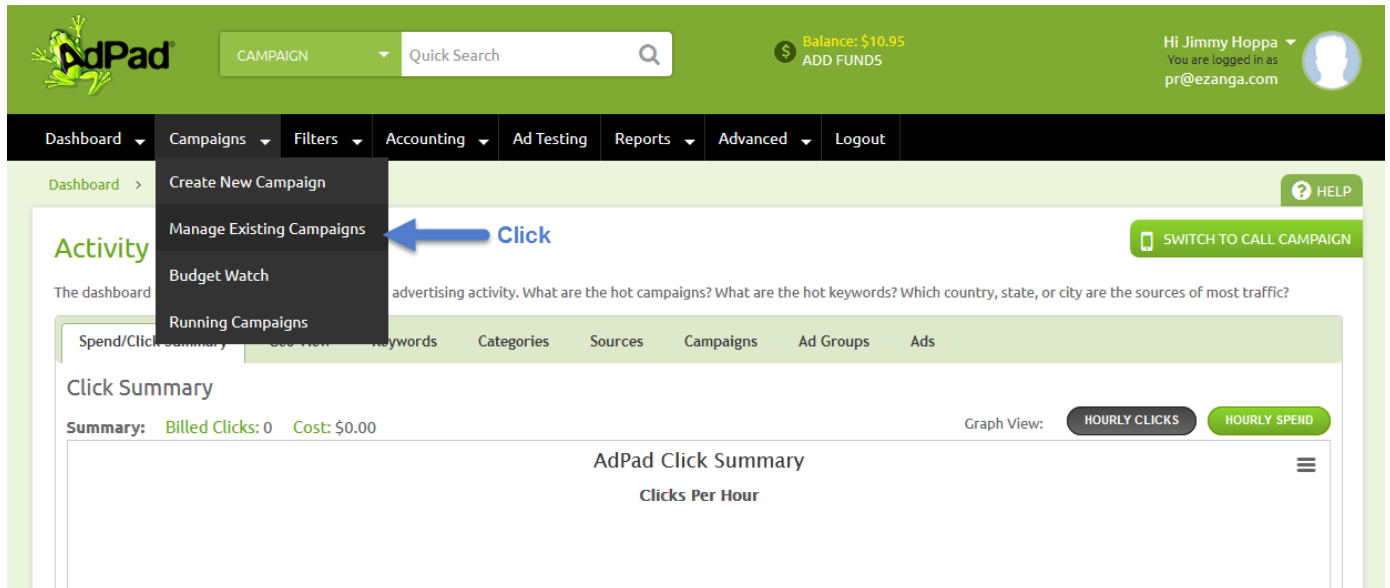
1. Login to AdPad®



The screenshot displays the eZanga AdPad® website interface. At the top left is the AdPad logo featuring a green frog. The top right banner reads "Advertising with effective and targeted results." Below this, a central area shows a 3D green frog character pointing towards three overlapping dashboard panels: "Advanced Time Targeting" (a table with columns for days and time slots), "Generating A Report" (a detailed data table), and "Geo View Data" (a donut chart with a legend for "United States", "Canada", "Europe", "Australia", "Other (non-uk / non-au / non-us)", and "Not Categorized"). At the bottom, a dark grey login bar contains a "User ID" field with the placeholder "username@domain.com", a "Password" field, a "Remember Me" checkbox, a "Forgot Password" link, a green "LOGIN" button, and an orange "NEW USER SIGNUP" button. Below the login bar, the text "Welcome to eZanga AdPad®" is displayed.

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

If you have no existing campaigns, see How to Create a New Campaign.



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 '\$10.95' and an 'ADD FUNDS' button. Below the header is a black navigation bar with various menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Campaigns' menu is open, showing a dropdown list with options: 'Create New Campaign', 'Manage Existing Campaigns', 'Budget Watch', and 'Running Campaigns'. A blue arrow points to the 'Manage Existing Campaigns' option, with the word 'Click' written next to it. The main content area shows an 'Activity' section with a 'Click Summary' card. The card displays 'Summary: Billed Clicks: 0 Cost: \$0.00' and a 'Graph View' selector with 'HOURLY CLICKS' and 'HOURLY SPEND' buttons. Below the summary is a section titled 'AdPad Click Summary' with a sub-heading 'Clicks Per Hour'.

3. Select Your 'Campaign Name'

This will be the campaign in which your ad appears. If you wish to create an ad in a new campaign, see How to Create a New Campaign.

AdPad CAMPAIGN Quick Search

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

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: MM/DD/YYYY Daily Budget (\$) Equal or greater
To: MM/DD/YYYY Max CPC/PPC (\$) Equal or greater
Cost (\$) Equal or greater No. of Clicks/Calls Equal or greater

Media Type Click Call Campaign Status Enabled Disabled Deleted

Enter keywords from any part of your Campaigns listing.

Basic Search RESET FILTER SEARCH

Account Campaign List

Click

REFRESH CREATE NEW CAMPAIGN CAMPAIGN REPORTS

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

DOWNLOAD Go to page: 1 GO Show rows: 10 Showing page 1 of 7 PREV NEXT

4. Go to Edit Your Campaign and Click 'Ad Groups' Tab

Campaigns > Manage Existing Campaigns > Edit Campaigns HELP

Edit Your Campaigns

Configure your campaign to run on certain days and hours, set a daily budget, create Ad Groups, etc.

Campaign Name: **test cp budget**

Campaign Properties

Created 05-23-2017

[Edit Campaign](#) [Extras](#)

Campaign ID	2880815	Max CPC/PPC(\$)	\$0.0050
Campaign Budget	\$1,888.00	Clicks Today	0
Daily Budget	\$10.00	Spent Today (\$)	\$0.00
Status	Enabled		

General Stats

Runtime State Spending REFRESH

Used 0.00% Daily Account Budget (\$1,506.00)

Used 0.00% Daily Campaign Budget (\$10.00)

Used 0.00% Total Campaign Budget (\$1,888.00)

Campaign Stat	Total	Enabled	Disabled
Ad Groups	1	1	0
Keyword	1	1	0
Ads/Listings	1	1	0

Ad Groups

Date Range & Time Targeting Geotargeting

What is an Ad Group?

An Ad Group is an association between one or more ads and a list of keywords. Ad Groups allow you to test different ad copies against the same list of keywords. You can then use the performance data of the different ads to modify your campaigns, optimizing how your ads are displayed.

[CREATE NEW AD GROUP](#) [Advanced Search](#) [SEARCH](#)

Action	ID	Ad Group Name	Status	Max CPC/PPC(\$)	Clicks/Calls	Cost(\$)	Ad	Type	Keyword
<input type="checkbox"/>	409974	Ad Group 1	✓	\$0.0050	0	\$0.00	1	Regular	1

Go to page: [GO](#) Show rows: Showing page 1 of 1 [PREV](#) [NEXT](#)

5. Select Your 'Ad Group Name'

If you need to create an ad in a new ad group, select 'Create New Ad Group.'

Campaigns > Manage Existing Campaigns > Edit Campaigns HELP

Edit Your Campaigns

Configure your campaign to run on certain days and hours, set a daily budget, create Ad Groups, etc.

Campaign Name: **Test CAmp**

Campaign Properties

Created 03-15-2017

Edit Campaign Extras

Campaign ID	2623459	Max CPC/PPC(\$)	\$5.2000
Campaign Budget	\$0.00	Calls Today	0
Daily Budget	\$10.00	Spent Today (\$)	\$0.00
Status	Enabled		

General Stats

Runtime State Spending REFRESH

Used 0.00% Daily Account Budget (\$1,506.00)
Used 0.00% Daily Campaign Budget (\$10.00)
Used 0.00% Total Campaign Budget (\$0.00)

Campaign Stat	Total	Enabled	Disabled
Ad Groups	1	1	0
Keyword	1	1	0
Ads/Listings	1	1	0

Ad Groups

Date Range & Time Targeting Geotargeting

What is an Ad Group?
An Ad Group is an association between one or more ads and a list of keywords. Ad Groups allow you to test different ad copies against the same list of keywords. You can then use the performance data of the different ads to modify your campaigns, optimizing how your ads are displayed.

CREATE NEW AD GROUP Advanced Search SEARCH

Action	ID	Ad Group Name	Status	Max CPC/PPC(\$)	Clicks/Calls	Cost(\$)	Ad	Type	Keyword
<input type="checkbox"/>	105990	Ad Group 1	<input checked="" type="checkbox"/>	\$5.2000	0	\$0.00	1	Regular	1

Go to page: GO Show rows: Showing page 1 of 1 PREV NEXT

6. Click 'Create New Ad'

Campaign Management > Manage Existing Campaigns > Edit Campaign > Edit Ad Group HELP

Manage Your Ad Groups

Create and modify ads, upload keywords, adjust the maximum cost per click, review keyword performance, etc.

Campaign Name: **test cp budget**

Most Recent Click Activity

Most Recent Click Activity

Not Enough Data to Generate Chart

Daily Clicks

My Ad Group

[Edit Ad Group Properties](#)

Ad Group Name:	Ad Group 1
Ad Group ID:	409974
Status:	Enabled
Max CPC/PPC(\$):	\$0.0050
Adult Content:	No

Stats	Active	InActive	Total
Keywords:	1	0	1
Ads:	1	0	1

Controlling Campaign


[Edit Campaign Properties](#)

Name:	test cp bu...	Status:	Enabled
Campaign id:	2880815	Start Date:	05/23/2017
Description:	-	Stop Date:	N/A
Campaign Budget:	\$1,888.00	Max CPC/PPC(\$):	\$0.0050
Daily Budget:	\$10.00		

[ADD NEGATIVE KEYWORDS](#) [ADD NEW KEYWORDS](#) [CREATE NEW AD](#)

Ads / Listings | Active Keywords | Keyword Uploads | Negative Keywords

Ads Status Enabled Disabled Deleted RESET FILTER [SEARCH](#)

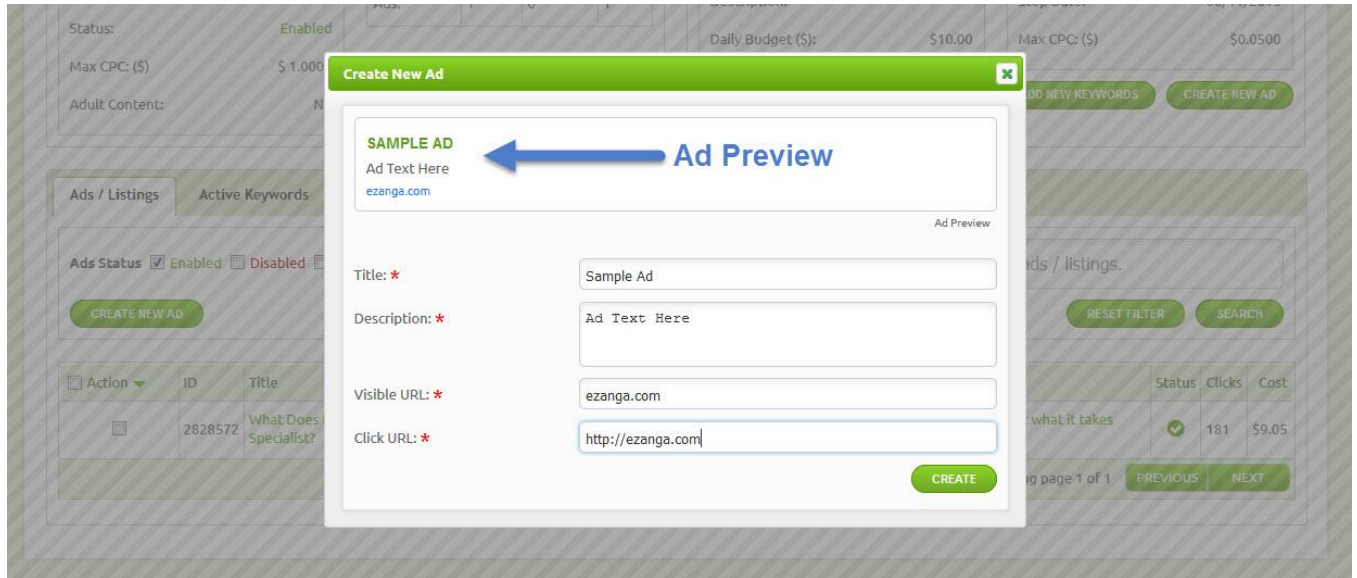
[CREATE NEW AD](#)  **Click**

Action	ID	Title	Description	Status	Clicks	Cost
<input type="checkbox"/>	407771	fsdf	sdfsdf	<input checked="" type="checkbox"/>	0	\$0.00

Go to page: [GO](#) Show rows: Showing page 1 of 1 [PREV](#) [NEXT](#)

7. Fill out the Fields and Click 'Create'

The ad preview above the fields will show you exactly how your ad will appear.

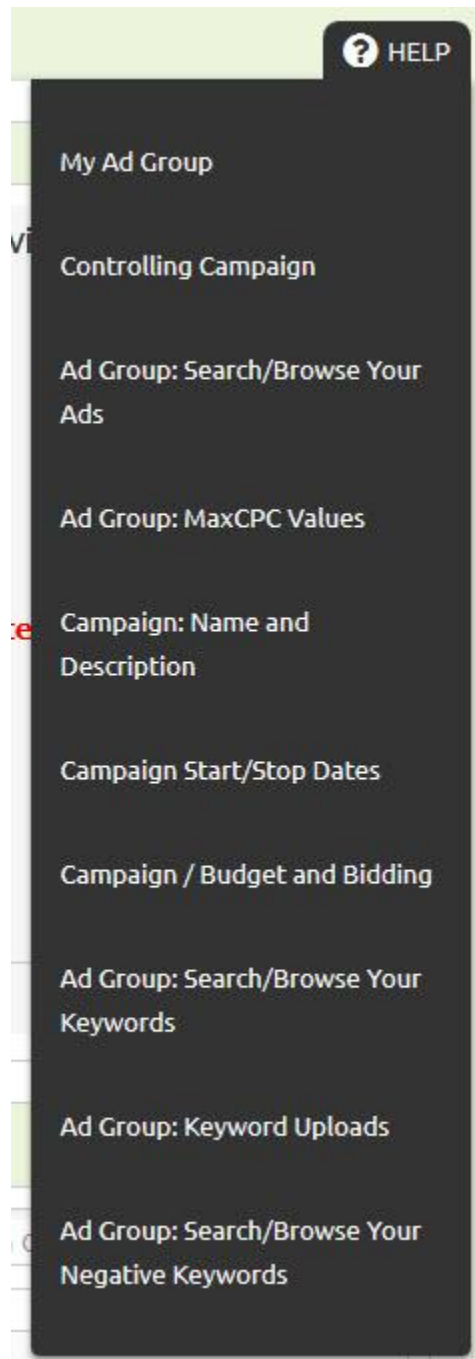


The screenshot shows a web interface for creating a new advertisement. A modal window titled "Create New Ad" is open, displaying a preview of the ad and input fields for its details. The preview shows "SAMPLE AD" with "Ad Text Here" and "ezanga.com". A blue arrow points from the "Ad Preview" label to the preview area. Below the preview are input fields for "Title" (Sample Ad), "Description" (Ad Text Here), "Visible URL" (ezanga.com), and "Click URL" (http://ezanga.com). A green "CREATE" button is at the bottom right of the modal. The background interface includes a table of existing ads and various control buttons.

Action	ID	Title
<input type="checkbox"/>	2828572	What Does Specialist?

Status	Clicks	Cost
✓	181	\$9.05

Hover over the question Click Help Button.



All changes are made immediately to the campaigns and are active in the account the moment you click 'Create.'