

How to Add or Remove Geotargeting

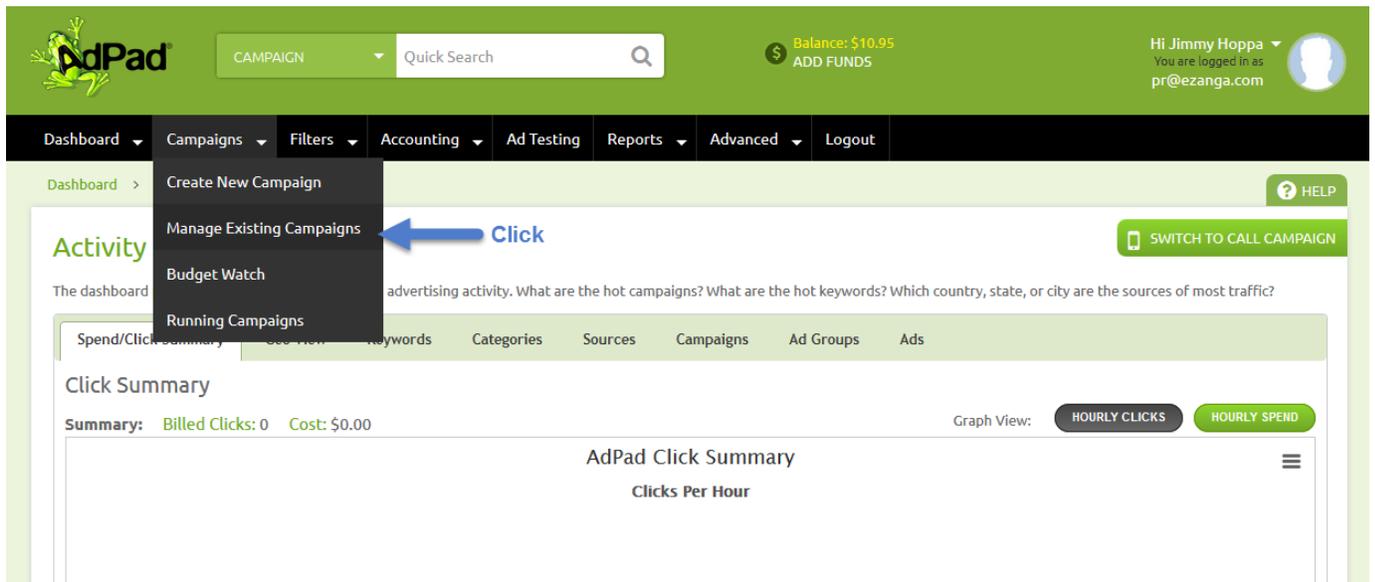
If your ideal customer lives on the East Coast, you don't need your ad to be seen by someone on the West Coast, do you? That's where geotargeting comes in. With this feature, you can choose the locations where your ad will run.

1. Login to AdPad®



The screenshot displays the AdPad user interface. At the top left is the AdPad logo featuring a green frog. The top right header reads "Advertising with effective and targeted results." Below the header, a green frog character is shown on the left, gesturing towards three overlapping dashboard panels. The first panel, titled "Advanced Time Targeting", shows a table with columns for days of the week (Monday through Sunday) and time slots (All Day, Morning, 9-5, Evening, Custom). The second panel, titled "Campaigns & Reports", shows a list of campaigns with columns for Name, Status, Budget, and other metrics. The third panel, titled "Geo View Data", shows a pie chart representing geographical distribution with a legend for United States, Canada, Europe, Australia, Other (not in / not in Ad), and Non-Categorized. At the bottom of the interface is a login form with fields for "User ID" (containing "username@domain.com"), "Password", and a "Remember Me" checkbox. A "LOGIN" button is positioned to the right of the password field. Below the login form is a "Forgot Password" link. On the far right of the login area is a "NEW USER SIGNUP" button. At the bottom left of the page, it 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'. The user is logged in as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com'. 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'. The main content area shows an 'Activity' section with a 'SWITCH TO CALL CAMPAIGN' button. Below this is a 'Click Summary' section with a summary: 'Billed Clicks: 0 Cost: \$0.00'. The 'AdPad Click Summary' section is titled 'Clicks Per Hour' and includes a 'Graph View' selector with 'HOURLY CLICKS' and 'HOURLY SPEND' options.

3. To Adjust, Click the Campaign Name

The screenshot shows the AdPad interface for managing existing campaigns. At the top, there's a navigation bar with 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', and 'Logout'. The user is logged in as 'Hi Jimmy Hoppa' with a balance of \$10.95. The main content area is titled 'Manage Existing Campaigns' and includes a 'Campaign Stats' table, a search filter section, and an 'Account Campaign List' table. A blue arrow points to the 'PPC Specialist' campaign name in the list.

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 (\$) 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

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: 1 Show rows: 10

4. Go to Edit Your Campaign and Click ‘Geotargeting’ Tab

Ad Groups Date Range & Time Targeting Geotargeting ← Click

Geotargeting
Enables you to target ads so that they are only displayed to potential customers in a specific geographical area. You can target customers by country, state, city, or even by zipcode.

United States Canada Australia Country Targeting

State List City List Zip Code DMA

Type in the first few letters of the state you're looking for. 🔍

Clear List Restore List Add Manual Select All States Copy to Clipboard

UPDATE CLEAR RESET DEFAULT US/CA

Under geotargeting you can further customize where your campaign will appear. For instance, select the ‘United States’ tab. You’ll see under the ‘United States’ tab there are four other tabs: *state list, city list, zip code, and DMA*.

Here’s how each “sub-tab” customizes where your campaign will be displayed:

- **State List.** Select the state(s) where you want your campaign to run.
- **City List.** Choose a U.S. city (or cities) to display your campaign in.
- **Zip Code.** Pick from a list of U.S. zip codes to determine where your campaign will appear.
- **DMA.** Check-off a designed market area (e.g. city and its surrounding suburbs and counties) to display your campaign.

5. Type Target Location Into Textbox

Ad Groups Date Range & Time Targeting Geotargeting

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United States Canada Australia Country Targeting

State List City List Zip Code DMA

FLORIDA

del

- DELAWARE
- RHODE ISLAND

Add Manual Select All States Copy to Clipboard

UPDATE CLEAR RESET DEFAULT US/CA

Click

Typically, if you start typing in a location, AdPad® will generate suggestions based on the first few letters of what you type. But you can enter the your locations into the list manually by selecting 'Add Manual,' or you may choose other methods. For instance, if you click 'Select All States,' that will add all 50 states in the United States to your list.

You may have noticed some extra options. Here's a brief explanation of those:

- **Clear List.** If you decide that your list of locations is no longer valid, you can easily wipe the slate clean with this option.
- **Restore List.** If you just erased one of your locations by mistake, choose this option. This will restore your locations to their previous state.
- **Copy to Clipboard.** If you love your locations list so much that you want to use it on another platform, AdPad® has you covered. Click 'Copy to Clipboard' and your list will be immediately ready to paste into an Excel spreadsheet.
- **Default USCA.** This defaults your location to all of the United States and Canada.

Keep in mind, you can have up to:

- 10,000 campaigns.
- 50 ad groups per campaign.
- 500 ad listings per campaign.

- 5,000 zip codes per campaign.

6. Click 'Update'

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

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United States Canada Australia Country Targeting

State List **City List** Zip Code DMA

DELAWARE x FLORIDA x

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Clear List Restore List Add Manual Select All States Copy to Clipboard

Click → **UPDATE** CLEAR RESET DEFAULT US/CA

7. To Remove Geotargeting

There are a few different ways to remove geotargeting from your campaign. To remove:

- Click the 'X' on the intended location selections. Then repeat step 6.
- Click 'Clear.' This will remove all locations from the list. Then repeat step 6.
- Click 'Reset.' This will reset your campaign to the default setting.

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