

# How to Create a Campaign

Creating a campaign is simple! We've boiled it down to these four steps.

## 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 tagline reads "Advertising with effective and targeted results." The main content area is divided into three sections: a large green frog character on the left, a central "Advanced Time Targeting" table, and a "Geo View Data" donut chart on the right. The "Advanced Time Targeting" table lists days of the week and time slots. The "Geo View Data" chart shows a distribution across various regions. At the bottom, there 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 in the bottom right corner. Below the login form, a green banner says "Welcome to eZanga AdPad®".

Day	All Day	Morning	9-5	Evening	Custom
Monday	<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"/>
Wednesday	<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"/>
Friday	<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"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

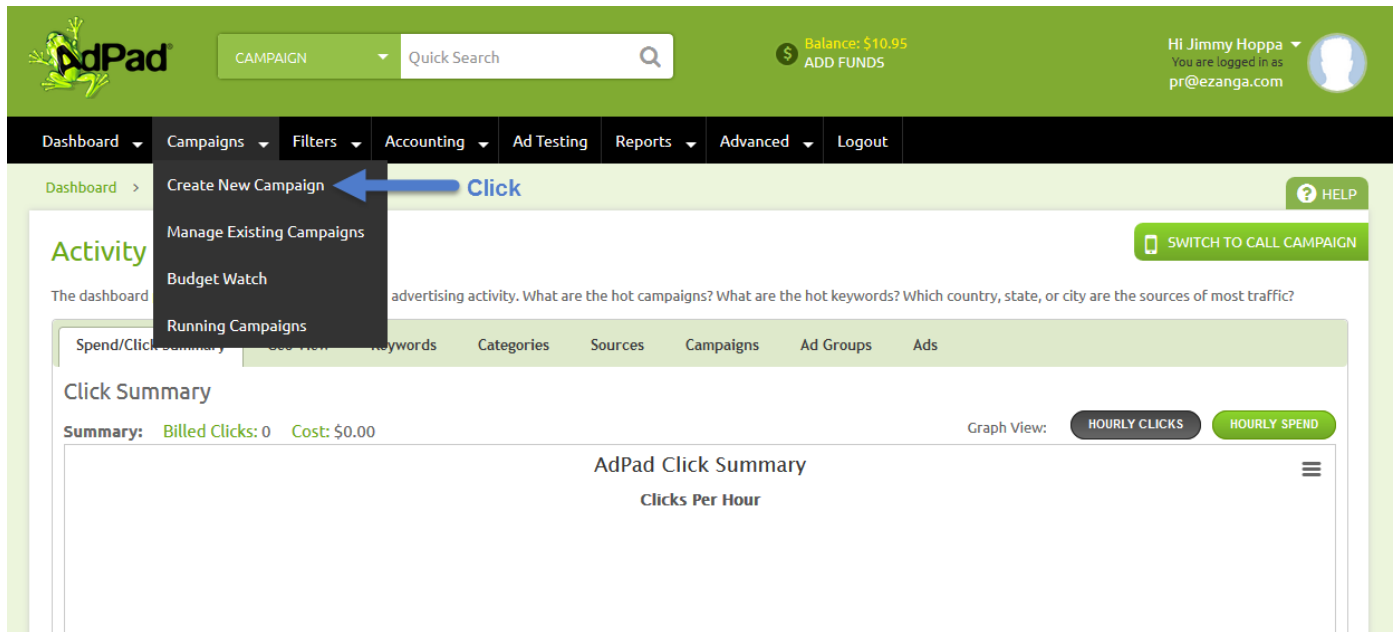
Region	Count
United States	100
Canada	50
Europe	20
Asia	10
Other (incl. us, /non-us)	5
Not Categorized	2

User ID:  Password:

Remember Me [Forgot Password](#) [LOGIN](#) [NEW USER SIGNUP](#)

Welcome to eZanga AdPad®

## 2. Go to 'Campaigns' Tab and Click '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 several menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Campaigns' menu is expanded, showing a dropdown with three options: 'Create New Campaign', 'Manage Existing Campaigns', and 'Running Campaigns'. A blue arrow points to the 'Create New Campaign' option. The main content area is titled 'Activity' and includes a 'SWITCH TO CALL CAMPAIGN' button. Below this, there is a 'Click Summary' section with a summary of 'Billed Clicks: 0' and 'Cost: \$0.00'. The 'Click Summary' section also features a 'Graph View' selector with 'HOURLY CLICKS' and 'HOURLY SPEND' options. The main content area is titled 'AdPad Click Summary' and 'Clicks Per Hour'.

### 3. Fill Out the Fields

Campaigns > Create New Campaign ? HELP

## Campaign Wizard: Simple

Looking to create a simple advertising campaign so you can quickly start receiving some traffic? Let our new wizard guide you through a few simple steps.

### 1 Setup Your Campaign

Media Type  Click  Call

Name \*

Startup \*  Automatic  Manual

Start Date

Stop Date

Time Targeting  Set Time Targeting

Campaign Budget (\$)  0 = No Limit

Daily Budget (\$) \*

Campaign Max CPC (\$) \*

Geography \*  Worldwide  National  Region  Advance

Country/Region

### 2 Define Your First Ad Group

Name \*

Adult Content? \*  No  Yes

### 3 Build Your First Ad

**MY AD TITLE**  
Enter a description of your product and/or service that is simple, clear, and relevant to your business.  
yourwebsite.com Ad Preview

Title \*

Description \*

Visible URL \*

Click URL \*

### 4 Enter Your Keywords

Match Type \*  Broad  Exact

Enter 1 keyword per line \*

The following characters are not acceptable in keywords: # % & + \* ? , |

As you're filling out the fields, if you have a question, simply click on the 'Help Button' for clarification. A box will pop up with additional information.

The screenshot displays the AdPad 'Campaign Wizard: Simple' interface. The page is divided into four main sections: 1. Setup Your Campaign, 2. Define Your First Ad Group, 3. Enter Your Keywords, and 4. Ad Preview. A help popup titled 'Start & Stop Dates' is overlaid on the 'Start Date' field. The popup contains the following text: 'Start Date allow for ads to run onward from that predetermined calendar date.', 'Start Date: The date that you would like ads to begin being displayed on our network. Ads will go live at 12:00AM on the start date chosen. If a specific start date isn't chosen, ads will become active as soon as they're ready.', 'Start date is optional.', 'Stop Date: The date that you would like your ads to stop being displayed on our network. Ads will stop being displayed at 11:59:59PM on the end date chosen.', and 'Stop date is optional.' The background form shows fields for Name, Startup (Automatic/Manual), Start Date (05/30/2017), Stop Date, Time Targeting (Set Time Targeting), Campaign Budget (\$), Daily Budget (\$), Campaign Max CPC (\$), Geography (Worldwide/National/Region/Advance), Country/Region (US/Canada), Ad Group Name (Ad Group 1), and Adult Content? (No/Yes). A 'CREATE NEW CAMPAIGN' button is visible at the bottom right.

Curious what your ad will look like? In Section 3, pay attention to the 'Ad Preview' box. As you type your information in, you'll be able to preview it beforehand.

### 3 Build Your First Ad

#### SPONGEBOB SQUARE PANTS

Square pants that fit your body and lifestyle.

[www.squarepants.com](http://www.squarepants.com)

Ad Preview

Title \*

SpongeBob Square Pants

Description \*

Square pants that fit your body and lifestyle.

Visible URL \*

[www.squarepants.com](http://www.squarepants.com)

Click URL \*

<http://squarepants.com>

**Ad Preview**



## 4. Click 'Create New Campaign'

Campaigns > Create New Campaign HELP

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Click URL \*

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Match Type \*  Broad  Exact

Enter 1 keyword per line \*

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**Click**

And you're done!