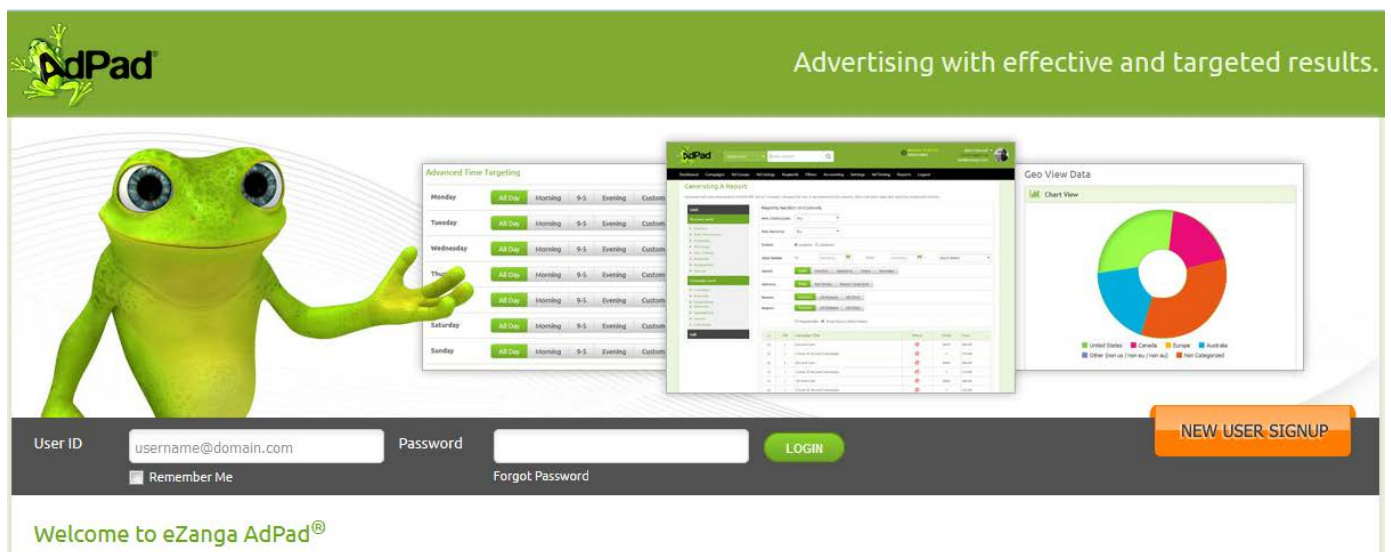


# How to Filter Traffic

Once you've setup your campaign and it's been reviewed by your account manager\*, you'll want to ensure that you're receiving traffic from quality sources. That's why you'll want to know how to filter your traffic to fit your needs. In this section, you'll learn how to use the traffic filters in AdPad® to whitelist and blacklist sources based on your campaign needs.

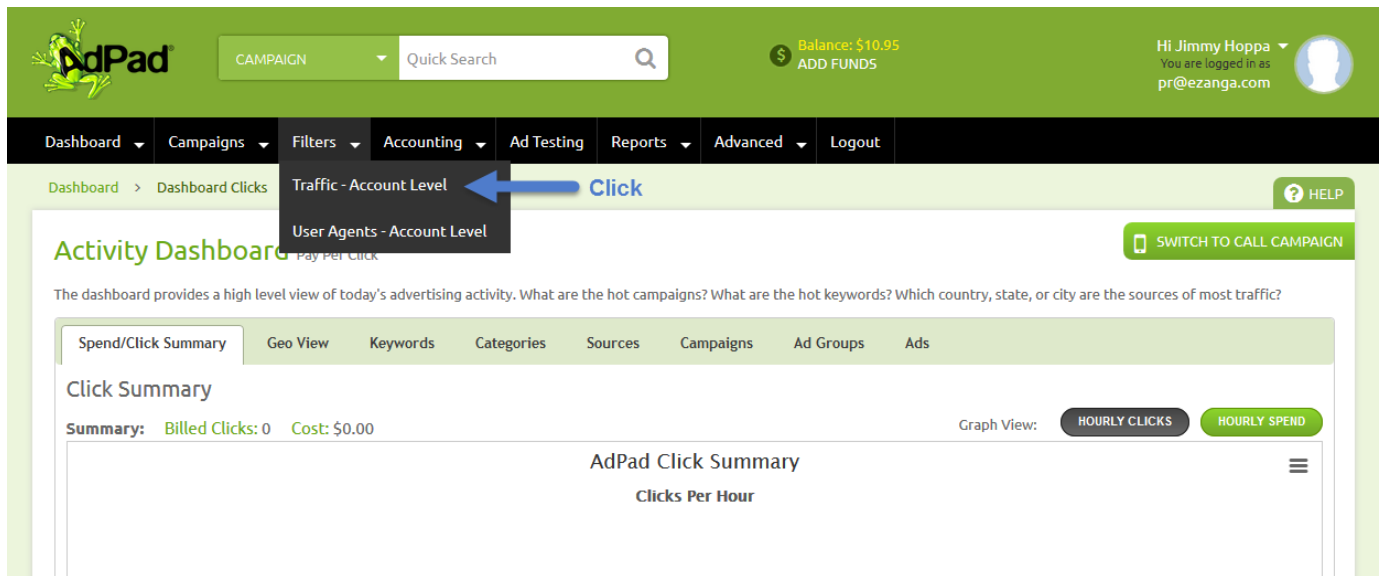
*This feature isn't live until you speak with your account manager first.*

## 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 contains the tagline "Advertising with effective and targeted results." Below the header, a green frog character is shown pointing towards a central dashboard area. This dashboard includes several panels: "Advanced Time Targeting" with a table of days and time slots; "Generating A Report" with a sidebar menu and a main content area; and "Geo View Data" with a donut chart showing geographical distribution. 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. To the right of the login form is an orange "NEW USER SIGNUP" button. Below the login form, the text "Welcome to eZanga AdPad®" is displayed.

## 2. Go to 'Filters' Tab and Click 'Traffic - Account Level'



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 with a 'CAMPAIGN' dropdown and a 'Quick Search' input field, and a balance indicator showing '\$10.95' with an 'ADD FUNDS' button. On the right side of the header, the user is identified as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com' and a profile icon.

Below the header is a dark navigation bar with several menu items: 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Filters' menu is currently open, showing two options: 'Traffic - Account Level' and 'User Agents - Account Level'. A blue arrow points to the 'Traffic - Account Level' option.

The main content area is titled 'Activity Dashboard' and includes a 'SWITCH TO CALL CAMPAIGN' button. Below this, there is a 'Click Summary' section with a 'Summary' row showing 'Billed Clicks: 0' and 'Cost: \$0.00'. The 'Graph View' section has two buttons: 'HOURLY CLICKS' and 'HOURLY SPEND'. The main graph area is titled 'AdPad Click Summary' and 'Clicks Per Hour'.

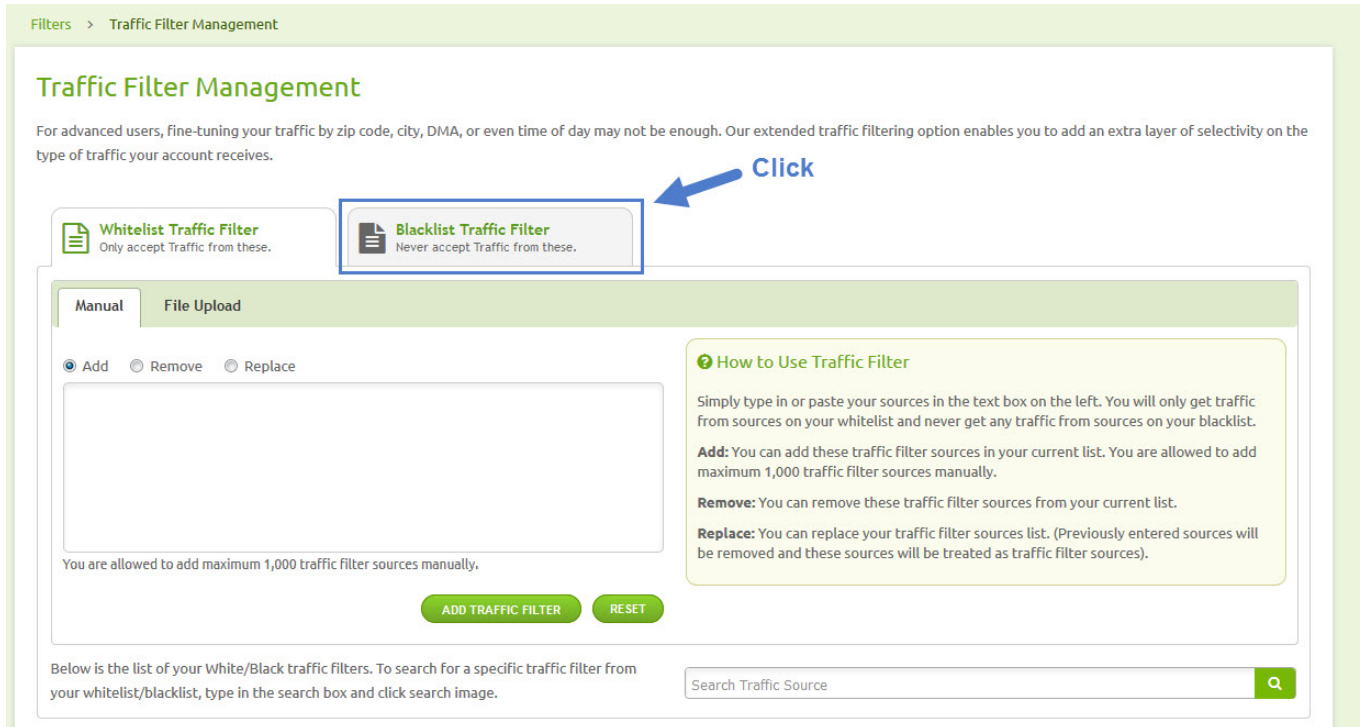
### 3. Whitelisting

If you place sources on the whitelist, you'll only receive traffic from these. Select the *'Whitelist Filter'* tab to select sources you want to receive traffic from.

The screenshot shows the 'Traffic Filter Management' interface. At the top, there is a breadcrumb 'Filters > Traffic Filter Management'. The main heading is 'Traffic Filter Management'. Below it, a paragraph explains that for advanced users, fine-tuning traffic by zip code, city, DMA, or time of day may not be enough, and that the extended traffic filtering option allows for an extra layer of selectivity. A blue arrow labeled 'Click' points to the 'Whitelist Traffic Filter' tab, which is highlighted with a blue border. The 'Whitelist Traffic Filter' tab is described as 'Only accept Traffic from these.' The 'Blacklist Traffic Filter' tab is described as 'Never accept Traffic from these.' Below the tabs, there are two main sections: 'Manual' and 'File Upload'. The 'Manual' section has three radio buttons: 'Add' (selected), 'Remove', and 'Replace'. Below these is a large text input box. A note states 'You are allowed to add maximum 1,000 traffic filter sources manually.' At the bottom of the 'Manual' section are two buttons: 'ADD TRAFFIC FILTER' and 'RESET'. To the right of the input box is a 'How to Use Traffic Filter' section with a green icon. It contains the following text: 'Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.' It then lists three actions: 'Add: You can add these traffic filter sources in your current list. You are allowed to add maximum 1,000 traffic filter sources manually.', 'Remove: You can remove these traffic filter sources from your current list.', and 'Replace: You can replace your traffic filter sources list. (Previously entered sources will be removed and these sources will be treated as traffic filter sources).' At the bottom of the interface, there is a search bar labeled 'Search Traffic Source' with a magnifying glass icon. Below the search bar, a note says 'Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.'

## 4. Blacklisting

If you place sources on the blacklist, you won't receive traffic from these. Select the 'Blacklist Filter' tab to block traffic sources from your campaign.



The screenshot displays the 'Traffic Filter Management' interface. At the top, there is a breadcrumb trail: 'Filters > Traffic Filter Management'. The main heading is 'Traffic Filter Management'. Below the heading, a paragraph explains that for advanced users, fine-tuning traffic by zip code, city, DMA, or time of day may not be enough, and that the extended traffic filtering option allows for an extra layer of selectivity.

There are two tabs: 'Whitelist Traffic Filter' (with a document icon and the text 'Only accept Traffic from these.') and 'Blacklist Traffic Filter' (with a document icon and the text 'Never accept Traffic from these.'). A blue arrow labeled 'Click' points to the 'Blacklist Traffic Filter' tab, indicating it should be selected.

Below the tabs, there are two sub-tabs: 'Manual' and 'File Upload'. Under 'Manual', there are three radio buttons: 'Add' (selected), 'Remove', and 'Replace'. A large text input box is provided for entering sources. Below the input box, it states: 'You are allowed to add maximum 1,000 traffic filter sources manually.' There are two buttons: 'ADD TRAFFIC FILTER' and 'RESET'.

To the right of the input box is a yellow box titled 'How to Use Traffic Filter'. It contains the following text: 'Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.' It also includes instructions for 'Add', 'Remove', and 'Replace' actions.

At the bottom, there is a search bar with the placeholder text 'Search Traffic Source' and a magnifying glass icon. The text below the search bar reads: 'Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.'

## 5. How to Use Traffic Filter (Manual)

### How to Use Traffic Filter

Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.

**Add:** You can add these traffic filter sources in your current list. You are allowed to add maximum 1,000 traffic filter sources manually.

**Remove:** You can remove these traffic filter sources from your current list.

**Replace:** You can replace your traffic filter sources list. (Previously entered sources will be removed and these sources will be treated as traffic filter sources).

To manually enter a source to block or whitelist, type in or paste sources into the text box. Click 'Add Traffic Filter' to add another source. Click 'Reset' to remove all sources from this list.

Manual File Upload

Add  Remove  Replace

You are allowed to add maximum 1,000 traffic filter sources manually.

ADD TRAFFIC FILTER RESET

## 6. How to Use Traffic Filter (File Upload)

### How to Use Traffic Filter

If you have a large number of Traffic filter sources then uploading a list of sources file from your local computer may be the best option.

You can upload traffic filter sources file from your computer by selecting file and then clicking on replace button.

Be sure to select the correct file format, which is .csv or .txt of 400KB maximum file size.

If you have a large number of filter sources, you can upload them from your computer. If you have an Excel spreadsheet of sources ready, click the 'Upload' icon, and choose the document. This will upload your white/blacklisted sources to your campaign within seconds. (Files must be saved in .csv or .txt format, with a maximum file size of 400KB allowed.)

The screenshot shows the 'Traffic Filter Management' interface. At the top, there are two tabs: 'Manual' and 'File Upload'. The 'File Upload' tab is active. Below the tabs, there are two radio buttons: 'Add' (selected) and 'Replace'. A blue box highlights the 'Upload' button, which features a cloud with an upward arrow. A blue arrow points to the 'Upload' button with the word 'Click' written above it. To the right of the 'Upload' button is a 'Download' button with a cloud and a downward arrow. Below these buttons are two green buttons: 'RESET' and 'SUBMIT'. A 'Choose Action:' label is positioned above these buttons. On the right side of the interface, there is a yellow callout box titled 'How to Use Traffic Filter' with the same text as the top section of the document. At the bottom of the interface, there is a search bar labeled 'Search Traffic Source' with a magnifying glass icon. The breadcrumb 'Filters > Traffic Filter Management' is visible at the top left.

Once you've created a list of white/blacklisted sources, you may want to save this for other ad platforms. If you wish to download your lists of white/blacklisted sources, click 'Download.' You'll then be able to save an Excel spreadsheet of these sources.

Filters > Traffic Filter Management

### Traffic Filter Management

For advanced users, fine-tuning your traffic by zip code, city, DMA, or even time of day may not be enough. Our extended traffic filtering option enables you to add an extra layer of selectivity on the type of traffic your account receives.

**Whitelist Traffic Filter**  
Only accept Traffic from these.

**Blacklist Traffic Filter**  
Never accept Traffic from these.

**Manual** | **File Upload**

Add  Replace

**Upload**

Maximum 400KB of .csv or .txt file is allowed

**Download**

Choose Action:

**RESET**

**SUBMIT**

**How to Use Traffic Filter**

If you have a large number of Traffic filter sources then uploading a list of sources file from your local computer may be the best option.

You can upload traffic filter sources file from your computer by selecting file and then clicking on replace button.

Be sure to select the correct file format, which is .csv or .txt of 400KB maximum file size.

Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.

Search Traffic Source

## 7. Remove Sources

To remove a source, click the checkbox next to the corresponding name.

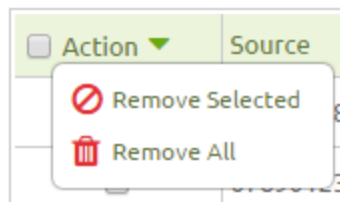
Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.

<input type="checkbox"/> Action ▼	Source
<input type="checkbox"/>	1234567890
<input type="checkbox"/>	6789012345

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

Then, click *'Remove Selected'* (or *'Remove All'* if you'd like to remove all sources).



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