Amplify Dashboard Guide

Set up your campaign for success!

Driving performance for your brand starts with one simple step – getting familiar with the Outbrain Amplify Dashboard.

The Amplify dashboard allows you to easily manage multiple campaigns, including sections for Campaign Management, Campaign Reporting, and Campaign Settings. These capabilities cover every level of your Outbrain activity – from a general overview of your entire account, to individual campaigns, and even down to specific ads and content pieces.

In this guide, we’ll go through the main Amplify Dashboard tabs and insights plus Native Campaign Set-up.

Have a successful campaign!
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Main Campaign Screen

The default dashboard view. Also called the Campaigns window, sometimes referred to as the “Account Level” view. It’s a one-stop-shop for high-level settings and performance reporting.
Performance Reporting

For additional reporting, and reporting on various dimensions, use performance tabs. Each tab has different view options and can be optimized accordingly.

To learn more about how to customize your Dashboard performance reporting and filter the data, check out this article.
Defining and setting up conversions is very important because it allows tracking and visibility of your customer's post-click behavior. Conversions data also powers our Conversion Bid Strategy, which automatically optimizes your campaign towards sources with higher engagement.

💡 To track conversions, you must install Outbrain's tracking pixel across your website.

To install our tracking pixel, click “View Outbrain Pixel”. Then copy and paste the code into the header across your entire site. Or, apply the pixel code via a tag manager.

CONVERSION SET-UP

Click “Add Conversion”. Next, select between 2 available options:

- **URL-based conversions**: Track each instance when a user lands on the URL you specified in your conversion settings.
- **Event-based conversions**: Track a specific action that a user takes on your website. For example, if you want to track downloads, subscriptions, time on site, etc.

Add Conversion name, category, conversion window, and value (if the value is applicable). Mark ‘Audience Segment’ checkbox.

💡 Make sure you download the Outbrain Pixel Tracker to verify the Pixel and conversion placement and implementation.

Check out a complete guide on [How to set up Conversion tracking and implement our conversion Pixel](#).
**Custom Audiences** are used to segment customers by their actions and retarget them with new or existing campaigns. Then, your campaigns can reach an engaged audience who are more likely to convert and achieve your brand’s objectives.

### AUDIENCE SEGMENT SET-UP

Create Segment Name. Choose Segment Type:

- **Audience Retargeting.** With Outbrain Pixel, you can build a segment of users who visit a specific URL.
- **Story sequencing.** The segment is built from any user who viewed or clicked one of your campaign ads. You may use this segment to serve your ads to users who have already shown initial interest, having already seen or engaged with your ads. Or, you may want to exclude any users previously served to, and prospect totally new users.
- **Converters Segment.** The users who have completed a tracked conversion, even if the conversion didn’t come from us!

💡 Keep in mind, when targeting an Audience Segment in a campaign, you will ONLY be targeting users within that segment. **Always keep an eye on our Reach Estimator to prevent narrow reach.**

Just as a heads up, the ideal minimum segment size is roughly 100,000 users.

Once your segment reaches a large enough size, you’ll be able to create a **Lookalike Audience**, targeting users similar to those who have already converted or engaged with your content.
4 Campaign Creation

In Campaigns View, click the “Add Campaign” button

5 Campaign Name and Objective

Campaign Name - Choose the campaign name that best represents your campaign features.

Campaign Objective - Select a campaign objective that fits your campaign goal.

Awareness or Traffic - Optimize your campaign toward clicks.

App Installs or Conversions - Optimize your campaign toward conversions/app installs.

By selecting one of these, you’ll be able to use Conversion Bid Strategies.
6 **Campaign Format**

Choose the format for your campaign.

![Creative Format](#)

7 **Conversion Bid Strategy (CBS)**

There are 4 CBS modes to choose from:

<table>
<thead>
<tr>
<th>CONVERSION BID STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully Automatic</td>
</tr>
<tr>
<td>Semi Automatic</td>
</tr>
<tr>
<td>Target CPA</td>
</tr>
<tr>
<td>Target ROAS</td>
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</table>
Conversion Bid Strategy (CBS)

- **Semi-Automatic** - Bring traffic to the highest converting publisher sections. This mode adjusts section-level and content-level CPCs rather than your campaign CPC. You’ll need to monitor your campaign’s CPA and spend, and manually adjust your CPC accordingly.

- **Fully-Automatic** - Maximize the number of conversions within your budget. Our algorithm automatically adjusts the campaign CPC you set, along with section-level, content-level, and time-level bids in order to achieve this. *We recommend this mode because you can just set it and let it run!*

- **Target CPA** - Optimize towards your CPA goal within the budget you set. Our algorithms make the same automatic adjustments as Fully Automatic but with the goal of reaching your target CPA.

- **Target ROAS** - Serves content where your desired Return on Ad Spend (ROAS) can be reached, based on the total conversion or order value you’d like to get for each dollar you spend on Outbrain.

This [article](#) will help you to decide which Conversion Bid Strategy fits you the most.

💡 Make sure to choose at least one conversion. Our algorithms use these conversion events and the associated data to lead users through your conversion funnel.

Choose at least one lower-funnel conversion (i.e. purchase) and one upper funnel (i.e. add to cart) conversion for Fully-Automatic CBS. You can define only one conversion for Target CPA and Target ROAS.
**CPC & Budget**

**Baseline CPC**
Your starting CPC depends on several factors, such as your geo-targeting, vertical, platform targeting, etc.

**Budget**
Set your budget to at least 5x your target CPA, so that your budget is robust enough to bring in conversions.
💡 We recommend starting with the Dashboard’s default budget – but the higher the budget, the higher your chances are for exposure!

There are 3 budget types:
- Daily
- Monthly
- Per Campaign

**Targeting**

💡 When selecting your Targeting, always keep an eye on the reach displayed in the Reach Estimator.

**Location.** You can target by country, region, state, and postal code.

*Additional Resources*
When you include one or several custom audience segments here, keep in mind that you will ONLY be targeting users within the segments, and nobody else. Make sure that the segments are populated with enough users (minimum 100,000) so you don’t limit your potential reach.

**Advanced Targeting**

**INTERESTS.** This is Outbrain’s first-party data, based on the interests of Outbrain users. Like all other targeting features, if you select these, keep an eye on your Reach Estimator.

**ATTRIBUTES.** Data from our vendor partners to add an extra level of granularity.
**Targeting**

Platforms/Operating System/Browser

💡 We highly recommend separating your campaigns by Platform. In most cases, Smartphone and Tablet campaigns have a higher CTR than desktop, so you can set your CPC lower than desktop campaigns.

**Track**

Enter your UTM tracking code.

Track** Enter your suffix tracking code for campaign-level tracking.
Enter your content’s URL
You should only use one URL per campaign for optimal performance.

Site name: Make sure it is your actual site name.

Headlines and Images
Create between 5-10 ad variations for each piece of content to increase your campaigns’ chances of success.

Check out the “Creatives Best Practices” article for more information.

IMPORTANT
• Check our Advertising Guidelines before you submit your content and launch your campaign.
• After submitting your content, our Content Review team should review your ads within 3 business days (excluding weekends and holidays). So, if you have a very specific start date, keep that in mind.

Don’t forget to click “Launch Campaign”!

Check out our Help Center for any additional information.
Join the Outbrain Academy training program and earn your Native Advertising certification.

By the end of this course, you'll understand what Native Advertising is and why it has become a popular advertising choice.

You'll know about the latest Native Advertising formats and how to appropriately leverage them to meet your campaign goals at any stage of the funnel.

Additionally, you will learn key insights on how to effectively target and buy Native Advertising.

Outbrain Academy is free and available on-demand. Register now!