

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.

In this guide, we'll go through a general overview of the dashboard including your account settings, tabs and insights, campaign setup, and will drill down to specific ads and content pieces.

Happy campaign planning!

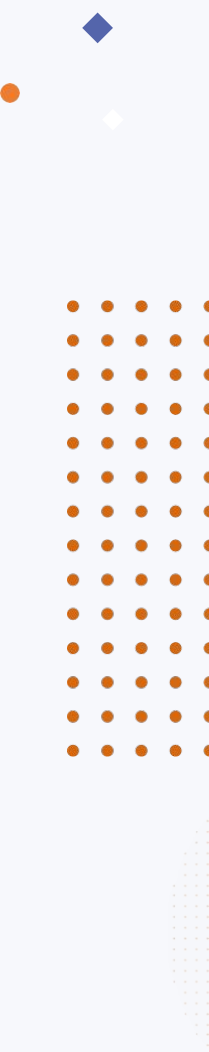


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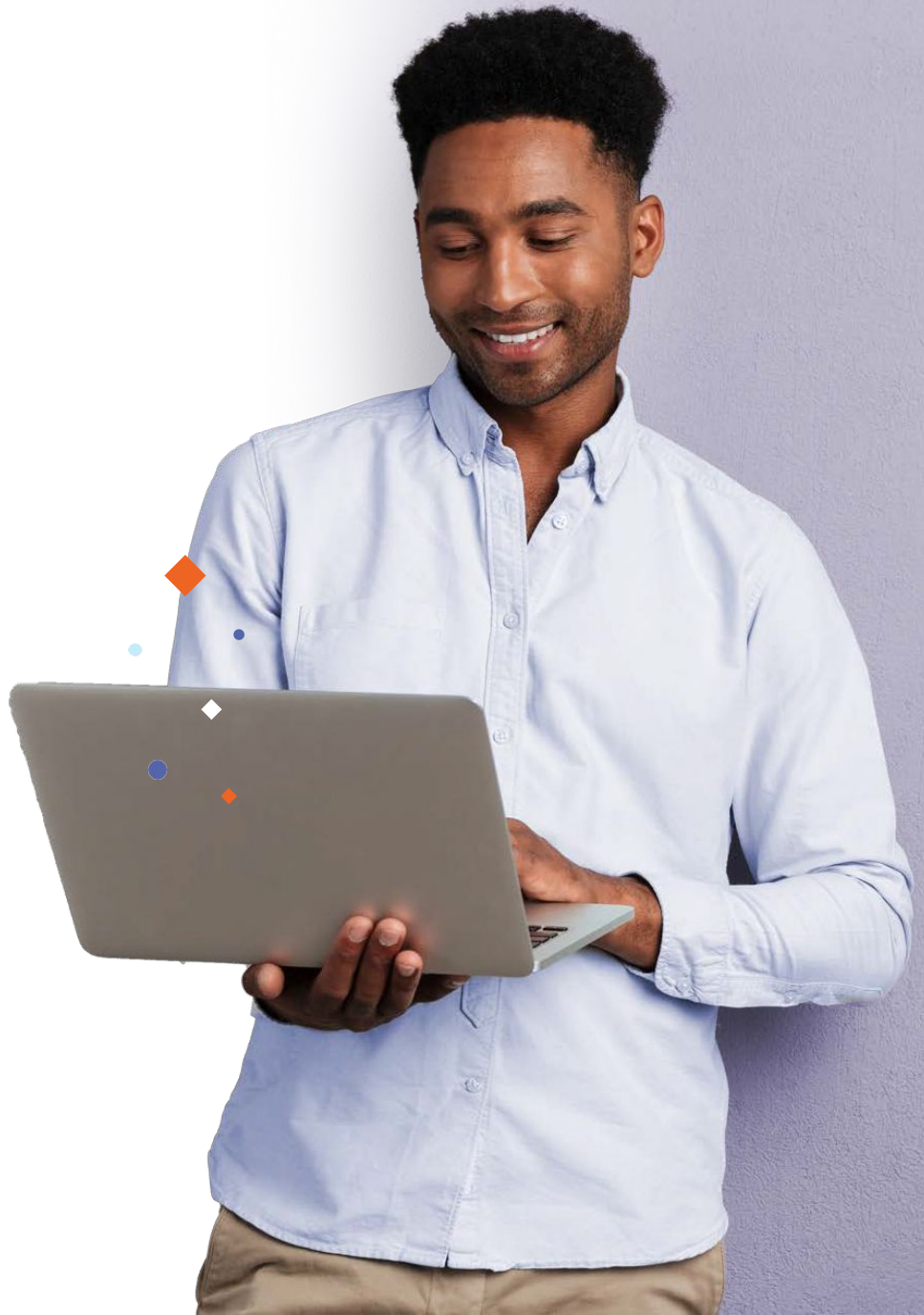
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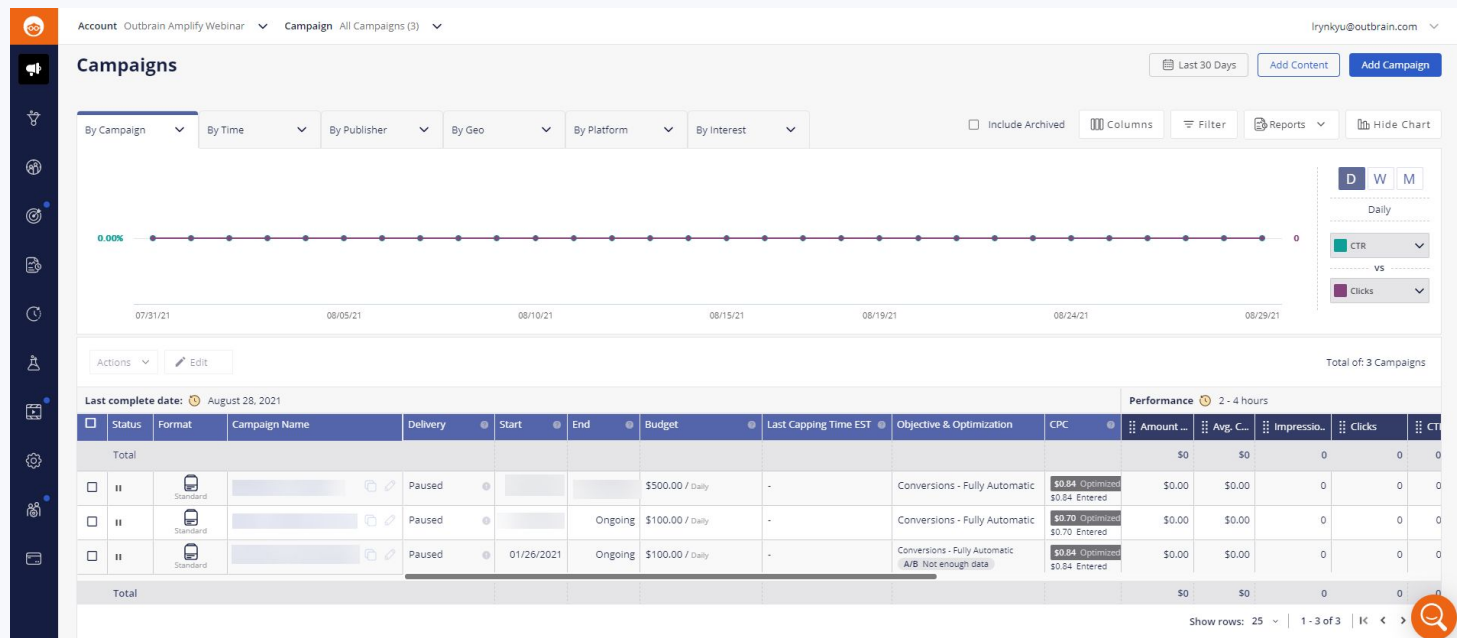
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1 Main Campaign Screen

The default dashboard view is a one-stop-shop for high-level settings and performance reporting. It's fully customizable, so you're able to create your own unique dashboard that best suits your needs.



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2 Performance Reporting

Date Range

Using the calendar icon on the top right of your “Campaigns” dashboard, you can adjust the time to a preset or custom date range.

Start

Jul 31, 2021

End

Aug 29, 2021

<

Jan, 2021

>

Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
01	02	03	04	05	06	07

Calendar icon

Last 30 Days

Today

Yesterday

Last Week

Last 7 Days

Last 14 Days

Last 30 Days

Last Month

This Month

Last 3 Years

[Jump to this month](#)

CANCEL

APPLY

For additional reporting and reporting on various dimensions, go to the performance filter tabs at the top of your “Campaigns” dashboard. Each tab will allow you to filter by specific criteria such as Geo, Time, or Publisher.

By Campaign

By Time

By Publisher

By Geo

By Platform

By Interest

To learn more about how to customize your dashboard performance reporting and filter the data, check out [this article](#).

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3 Left Sidebar Conversions

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](#).

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Left Sidebar Custom Audiences

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

First, create Segment Name. Then 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

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In the “Campaigns” dashboard view, click the “Add Campaign” button in the top right-hand corner.

Add Content

Add Campaign

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5 Campaign Name and Objective

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

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 Strategy.

Please note, the objective you select will impact some of your options as you continue along the campaign creation process (such as creative format).



Awareness



Traffic



App Installs



Conversions

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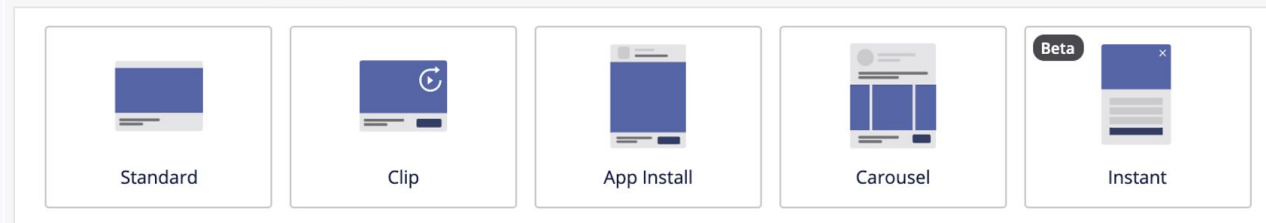
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6 Ad Format

Choose the format for your campaign. Please note, as mentioned in the previous slide, the objective you select will impact the creative formats you can choose from. For example, the App Install format is only available if you select the App Installs objective.

▼ Creative Format [Guide](#)



7 Placement

After you've selected your ad format, you can specify **which platforms (devices) you'd like to target**: Smartphone, Tablet, or Desktop. As a best practice, we recommend splitting up your campaigns by device to better control CPCs.

▼ Placement [Guide](#)

[Help: Targeting placements](#)

PLATFORM

☐ Smartphone
 ☐ Tablet
 ☐ Desktop

[More Options >](#)

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8 Conversion Bid Strategy (CBS)

There are four CBS modes to choose from:

CONVERSION BID STRATEGY

Fully Automatic 

Fully Automatic 

Semi Automatic 

Target CPA 

Target ROAS 

***Please note: CBS will only appear as an option if you have selected an objective of App Installs or Conversions.**

Conversion Bid Strategy is a powerful feature that does all the heavy lifting by optimizing your campaigns toward selected conversions (rather than just traffic) by leveraging campaign, advertiser, and network performance.

About each mode:

1. 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 bring in the highest possible number of conversions.

2. 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.

3. 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.

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

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Conversion Bid Strategy (CBS). Continued

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.

For Fully Automatic CBS, choose at least one lower-funnel conversion (i.e. purchase and one upper-funnel conversion (i.e. add to cart). You can define only one conversion for Target CPA and Target ROAS.

For more guidance on CBS best practices, check out this [Help Center article](#).

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9 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:


1. Daily
2. Monthly
3. Per Campaign

10 Schedule

When you specify your campaign scheduling, you can set it to **run continuously from a launch date** or set **hard start/end dates**.

START DATE


☒ Run continuously


Start Aug 29, 2021 

☐ Set dates


START TIME ?

☒ Daily at

12:00 

AM 

EST (~7 hours behind your local time)

☐ Set schedule  Optimize CPCs by hour. [Learn more.](#)

Your campaign will run daily until midnight EST during your scheduled period.

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11 Targeting

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

Overview of your targeting options:

- 1. Location:** Target by country, region, state, or postal code. You can also import geo lists or exclude certain geos.
- 2. Audience Segments:** Include or exclude audience segments pooled in the Audiences tab within your Amplify dashboard (those being captured via the Outbrain Pixel). Reference slide 7 for more information on Custom Audiences.
- 3. Advanced Targeting (Interest & Attribute):** Utilize these additional targeting options to reach or exclude audiences that have particular interests (based on Outbrain first-party data) or attributes (based on third-party or client data).
- 4. Contextual IAB Category Targeting:** Add IAB Category Targeting if you're looking to maximize contextual relevance.

The screenshot shows the 'Target' section of the Outbrain dashboard. It includes a 'Guide' button and a 'Help: Targeting your audience' link. The interface is divided into four main sections:

- LOCATION:** Features a text input field for 'Enter location', buttons for 'Export', 'Import', and 'Download Template', and a 'Clear All' link. There is also an 'Exclude' button with a minus icon.
- AUDIENCE SEGMENTS:** Contains two sections: 'Include Audience Segments' and 'Exclude Audience Segments'. Each section has a text input field for 'Enter Segments' and a 'Clear All' button.
- ADVANCED AUDIENCE TARGETING:** Includes a section for 'INCLUDE- People who match at least one of the following' with a search input for 'Search for Interests or Attributes' and a 'Clear All' link. Below this are radio buttons for '+ And' and '- Exclude'.
- CONTEXTUAL IAB CATEGORY TARGETING:** Includes a section for 'INCLUDE — Pages that match at least one of the following' with a search input for 'Search for Categories' and a 'Clear All' link. Below this are radio buttons for '+ And' and '- Exclude'.

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12 Track

As the final step of the campaign setup process before you begin content creation, you can enter your **UTM tracking code** and/or any **third-party pixels**.

Track
Guide

[Help: Performance tracking parameters](#)

SUFFIX ⓘ

Enter suffix-style tracking code

Test Your Tracking Code

3RD PARTY PIXELS ⓘ

Deliver your Outbrain performance data to your selected tracking vendor. A list of approved tracking vendors can be found [here](#)

Add tracking pixels

Next up, **Content**.

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13 Content Creation

Enter your content URL.

It's best practice to only use one URL per campaign.

Double check your site name.

This should auto-populate once you enter your URL, but you are also able to customize the site name.

In the screenshot here, you'll notice the URL is www.sustainableclothing.com, but the site name has been shortened to "Sustainable Clothing."

Customize title (headline) & image.

Create between 5-10 ad variations for each piece of content to increase your campaigns' chances of success.

Reference Outbrain's [content creation best practices](#) for more guidance.

Submit for review.

Once you finish the process and press the "Launch Campaign" button in the lower right-hand corner, your campaign will enter the content review process. This can take around 3 business days (not including weekends or holidays), so please keep this in mind when planning your campaign.



Launch Campaign

Create your content
Import


URL
RSS

www.sustainableclothing.com

☐ Load image and title from URL

Site name
Sustainable Clothing
20/60

Title
7 reasons to buy sustainable clothing.
38/100
+ Add variation

Image
Browse, drag & drop or paste image URL

+ Add Variation

By submitting this form, I acknowledge that I have the rights to use this image / video.

Description
0/150

Call to action (Optional)
Learn More
Clear selection

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Additional Resources

Be sure to check out our [Advertiser Guidelines](#) *before* you submit your content and launch your campaign. This way, you can avoid any roadblocks or rejections.

If your content is rejected, you can reference [this article](#) to get a better sense of *why* and take steps toward getting your content approved.

Looking for more guidance or have additional questions? Check out our [Help Center](#) for advertisers, which covers just about everything on our dashboard.



[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!

