Driving performance for your brand starts with one important step: **getting familiar with the Outbrain Amplify dashboard.**

Amplify allows you to easily manage multiple campaigns at once, equipping you with data-driven and automation tools that set you up for success.

This guide serves as a general overview of the dashboard including your account settings, reporting customization, and campaign setup, and will provide you with a solid foundation as you get started.

**Welcome to Amplify!**
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Main Campaign Screen

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

Performance reporting tabs:
Customize each tab to filter reporting by relevant dimensions, such as Geo or Publisher.

To learn more about how to customize your performance reporting and filter the data, check out this Help Center article.
Conversions

Defining and setting up conversions is crucial for gaining visibility into consumers' post-click behavior. Conversion data also powers Conversion Bid Strategy, an impactful tool that automatically optimizes your campaigns based on your predefined goals (rather than just clicks), such as a target ROAS or CPA value.

To track conversions, you must first install Outbrain's tracking pixel across your site. To install our pixel, click “View Outbrain Pixel” in the top right-hand corner, then copy and paste the code into the header across your entire site (or apply the pixel code via a tag manager if you prefer).

Make sure you download the Outbrain Pixel Tracker to verify the pixel is firing correctly.

CONVERSION SETUP

Click “Add Conversion” and a box will appear to set your preferences. First, select your conversion type:

- **URL-based conversions**: Track each time a user lands on the URL you specified in your conversion settings.
- **Event-based conversions**: Track each time a user takes a specific action on your site. For example, downloads, subscriptions, or time spent on site.

Next, enter the other parameters: conversion name, category, conversion window, and value (if applicable). Make sure you leave the “Create an Audience Segment” box checked—this will ensure your converted audience begins pooling in the “Audiences” tab (which we'll get to next).

Check out our complete guide on How to set up implement our pixel and set up conversion tracking.
Custom Audiences: Segment customers by their actions and retarget them with new or existing campaigns, reaching an engaged audience that’s more likely to convert.

Be sure to implement Outbrain’s pixel prior to building audiences.

AUDIENCE SEGMENT SETUP

Create segment name then choose the segment type:

- **Audience retargeting**: Build a segment of users who visit a specific URL. Even if they didn’t come from one of your campaigns, they will still be captured using the Outbrain pixel you applied across your site.
- **Story sequencing**: Build a segment of those who viewed or clicked one of your Outbrain ads. You may use this segment to serve your ads to users who have already shown initial interest (saw or engaged with your ads), or you may want to exclude exposed users and prospect new users to increase reach while maintaining a lower frequency.
- **Converters segment**: Pool the users who have completed a tracked conversion, even if the conversion wasn’t from an Outbrain ad.

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.
In the “Campaigns” dashboard view, click the “Add Campaign” button in the top right-hand corner to begin. When you enter the Campaign Creation page, you'll select all your campaign parameters:

**Campaign name** - Choose a name that helps distinguish your campaign from others, such as mentioning the goal or quarter.

**Campaign objective** - Select the campaign objective that reflects your overarching goals.

1. **Awareness** - Optimize your campaign toward clicks.
2. **Traffic** - Optimize your campaign toward clicks and tap into *Engagement Bid Strategy (EBS)*, our performance-boosting tool that automatically optimizes your campaign toward your attention and intent goals while utilizing your own first-party website analytics data.
3. **Conversions** - Optimize your campaign toward conversions, as tracked by the Outbrain pixel. Selecting the Conversions objective also unlocks *Conversion Bid Strategy (CBS)*, our powerful automation tool that automatically optimizes your campaigns toward your predefined goals (rather than clicks), such as ROAS or CPA target values.
4. **App Installs** - Optimize your campaign toward app installs. This objective also activates 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 Bid Strategies and Creative Format).
Ad Format

Choose the creative format for your campaign.

As mentioned in the previous slide, please note that the selected objective may impact the available ad formats. For example, the App Install format is only available if you select the App Installs objective.

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.
### Bid Strategies - Engagement Bid Strategy

Engagement Bid Strategy (EBS) is an AI-powered tool that allows you to reach your most attentive and engaged audiences at the best cost by leveraging your first-party website analytics data.

*Please note: EBS will only be activated when you select the “Traffic” campaign objective.*

There are three modes to choose from:

<table>
<thead>
<tr>
<th>Optimization mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
</tr>
<tr>
<td>Pages Per Session</td>
</tr>
<tr>
<td>Session Duration</td>
</tr>
</tbody>
</table>

**About each mode:**

- **Clicks** - Auto-optimizes your campaign based on Outbrain click data to drive the highest CTR while you control your CPC.
- **Pages Per Session & Session Duration** - Optimizes your campaign traffic using the data pulled from your Google Analytics account. When selecting one of those two modes, you'll be prompted to integrate your Google Analytics data.

For more guidance on EBS best practices, you can check out this [Help Center article](#).
**Bid Strategies - Conversion Bid Strategy**

**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.

*Please note: CBS will only be activated when you select an objective of “Conversions” or “App Installs.”*

There are **four modes** to choose from:

1. **Fully Automatic**: Maximize the number of conversions within your set budget. Our algorithm automatically adjusts the CPC along with section-level, content-level, and time-level bids in order to generate the highest possible number of conversions.

2. **Semi Automatic**: This mode adjusts section-level and content-level CPCs rather than your overall 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 your set budget. Our algorithms make the same automatic adjustments as Fully Automatic mode, but with the goal of reaching your target CPA.

4. **Target ROAS**: Optimize toward your ROAS goal within your set budget. Your ads will be served where your desired ROAS can be hit.

**About each mode:**

- **Fully Automatic**: Maximize the number of conversions within your set budget. Our algorithm automatically adjusts the CPC along with section-level, content-level, and time-level bids in order to generate the highest possible number of conversions.
- **Semi Automatic**: This mode adjusts section-level and content-level CPCs rather than your overall campaign CPC. You’ll need to monitor your campaign’s CPA and spend, and manually adjust your CPC accordingly.
- **Target CPA**: Optimize towards your CPA goal within your set budget. Our algorithms make the same automatic adjustments as Fully Automatic mode, but with the goal of reaching your target CPA.
- **Target ROAS**: Optimize toward your ROAS goal within your set budget. Your ads will be served where your desired ROAS can be hit.

Be 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 and Semi Automatic modes, you can even choose multiple conversions that are part of the same funnel to feed our CBS engine even more valuable data points.

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

**Baseline CPC**
Your starting CPC depends on several factors, such as your geo-targeting, vertical, and device. Please reach out to our [Customer Success team](#) if you need help getting started.

**Budget**
Set your budget to at least 5x your CPA goal so that your budget is robust enough to bring in conversions. We recommend starting with the dashboard's default budget, but remember — the higher the budget, the higher your chances are for exposure!

There are 3 budget types:
1. Daily
2. Monthly
3. Per Campaign

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**9 Scheduling**

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

### Schedule

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

**Location:** Target by country, region, state, or postal code. You can also import geo lists or exclude certain geos.
Always keep an eye on the Reach Estimator as you determine your targeting tactics.

**Audience targeting**

- **Outbrain’s full audience**: Cast a wide net and let Outbrain’s algorithms identify the ideal audiences for you. This is a great approach for first campaigns.

- **Custom audiences**: Include or exclude audience segments pooled in the Audiences tab within your dashboard (those being captured via the Outbrain pixel). *Reference slide 7 for more information on Custom Audiences.

- **Contextual IAB Category Targeting**: Choose from a list of verticals to ensure your campaign only runs across contextually relevant pages.

- **Outbrain Interests & Attributes**: 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).

*Please note: When leveraging Interest, Attribute, or IAB Category Targeting, use only one tactic at a time. Using more than one of these methods at once severely limits scale and therefore hinders performance.*
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.

**Tracking**

Suffix

Enter suffix-style tracking code

3rd party pixels

Deliver your Outbrain performance data to tracking vendors

Next up, **Content.**
Ad 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 can also customize the site name (such as changing it to be just your brand name).

In the screenshot here, you'll notice the URL is www.sustainableclothing.com, but we have shortened the site name to “Sustainable Clothing.”

Customize title & image
We recommend creating 5-10 ad variations for each ad 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 (excluding weekends or holidays), so please keep this in mind when planning your campaign, especially if you have a concrete launch date.
Additional Resources

1. Be sure to check out our [Advertiser Guidelines](#) before you submit your content and launch your campaign to get a sense of what types of content is and is not permitted. This will help you to avoid roadblocks or rejections.

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

3. 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 to earn your Native Advertising Certification.

By the end of this course, you'll understand the ins and outs of native advertising, such as the latest ad formats and how to properly leverage them to meet your campaign goals at each stage of the funnel.

Additionally, you will gain key insights on how to effectively buy and target your native ads.

Outbrain Academy is free and available on-demand.

Register now!