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Amplify Dashboard Guide 2023



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.

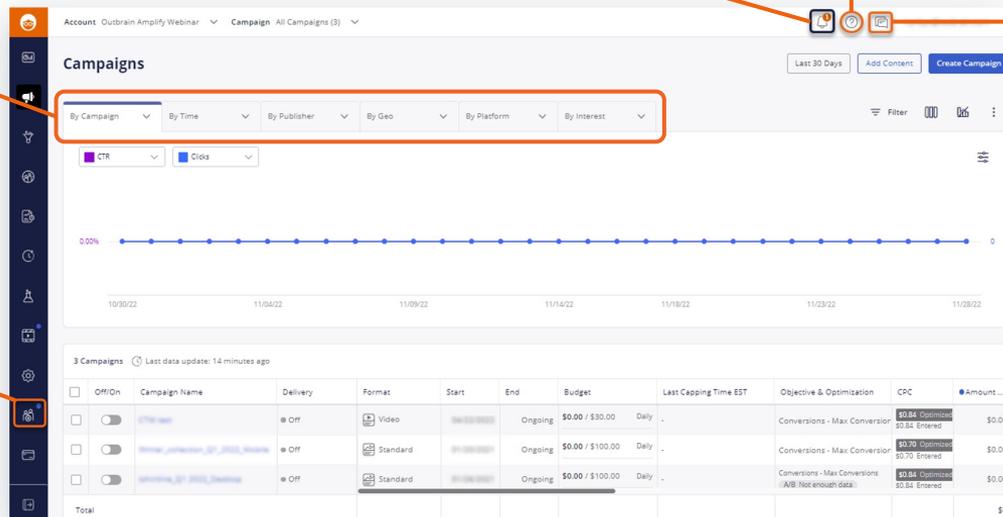
Performance reporting tabs
Customize each tab to filter reporting

User Roles
Different permissions and levels of access can be assigned to different users.

Notification Center
Campaign alerts

Help & Resources
Help Center article, product updates

Talk to Us



Conversions

Setting up conversions is crucial to gaining insight into consumers' post-click behavior.

Conversion data is also used to power Conversion Bid Strategy, which optimizes your campaigns based on your predefined goals (rather than just clicks), such as ROAS or CPAs.

To track conversions, you must first install [Outbrain's tracking pixel](#) across your site.

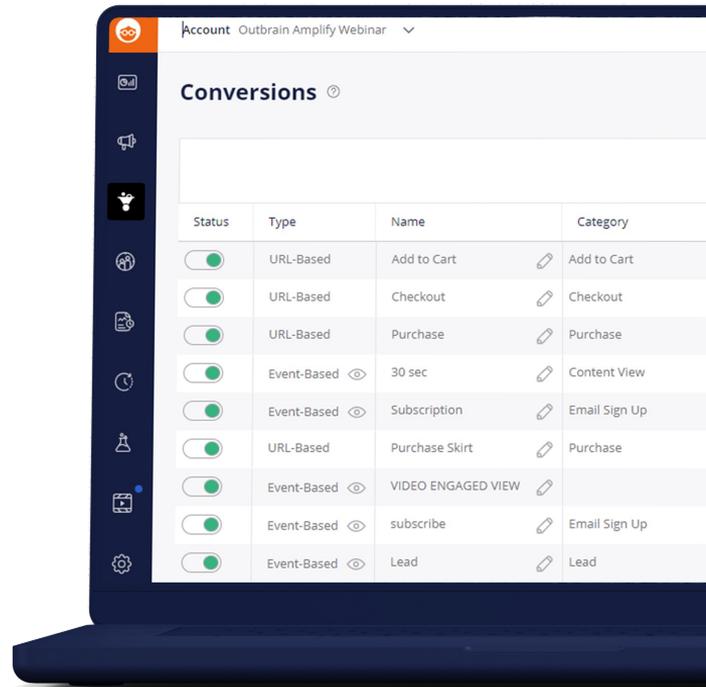
Here are 2 ways to [install the Outbrain Pixel](#):

1. Via [Google Tag Manager \(GTM\)](#).

No knowledge of coding or altering the HTML of your pages is needed.

2. Adding Pixel code to your website.

Click "View Outbrain Pixel" in the "Conversions" tab top right-hand corner, then copy and paste the code into the header across your entire site.



Make sure you download the [Outbrain Pixel Tracker](#) to verify the pixel is firing correctly

Conversion Setup

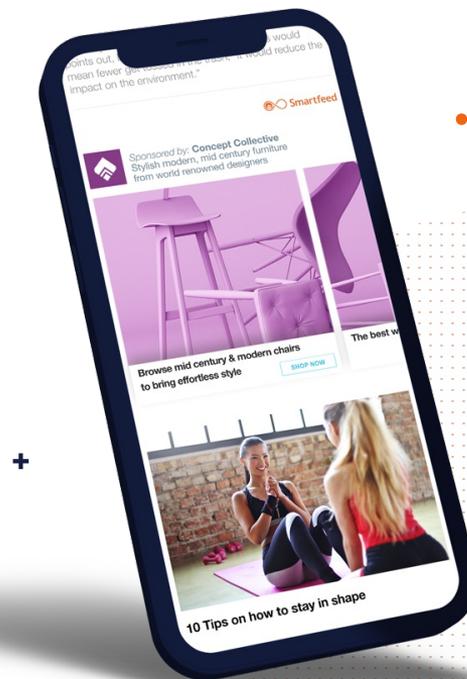


Click “Add Conversion” and a box will appear to set your preferences.

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.

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

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

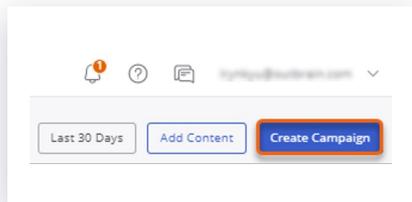
Create segment name then choose the segment type:

- **Audience retargeting:** Create segments of users who visit specific URLs. Your Outbrain pixel will still capture visitors even if they didn't come from one of your campaigns.
- **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.
- **Value-Based Converters Segment.** Collect a pool of users who have performed a valuable action on your site that is based either on a static or a dynamic conversion value.

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.

Campaign Creation & Objective Selection

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

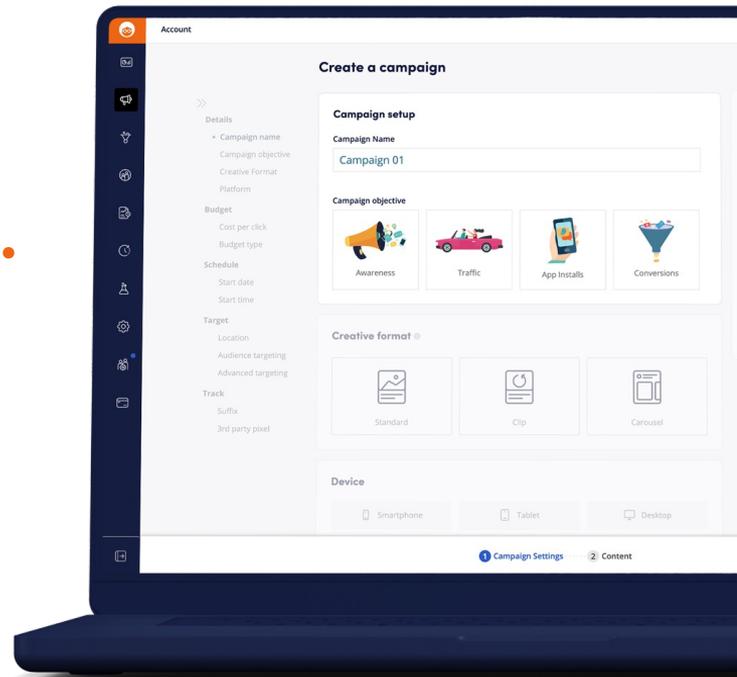


Campaign name – Choose a name that helps distinguish your campaign from others, such as mentioning the goal or quarter.

Campaign objective – Select the campaign objective that reflects your overarching goals.

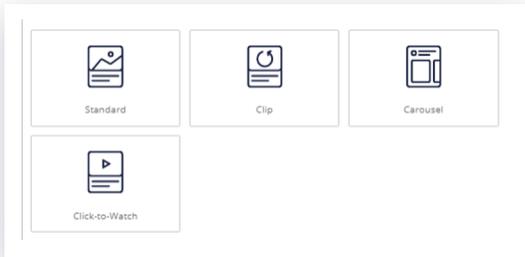
- **Awareness:** Optimize your campaign toward clicks.
- **Traffic:** Optimize your campaign toward engagement.
- **Conversions:** Optimize your campaign toward conversions.
- **App Installs:** Optimize your campaign toward app installs.

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

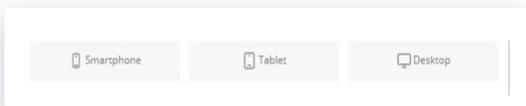
Choose the creative format for your campaign:



Device

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.



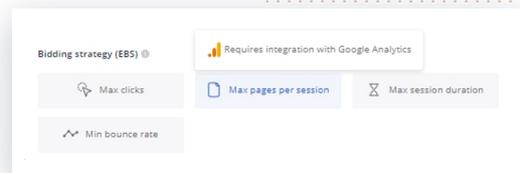
Bid Strategies - Engagement Bid Strategy

Engagement Bid Strategy (EBS) is a 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 four modes to choose from:

- **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 & Min bounce rate:** 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 (CBS) is Outbrain's advanced AI and machine learning tool, which automatically optimizes campaigns based on your pre-defined goal, without you having to do any extra work.

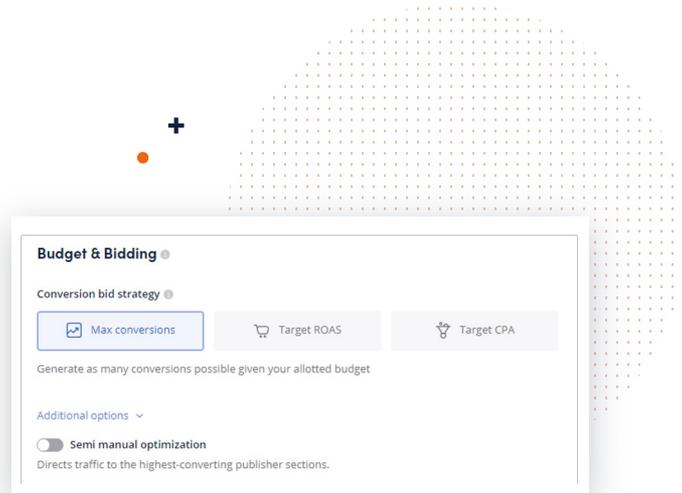
**Please note: CBS will only be activated when you select an objective of “Conversions” or “App Installs.”*

There are four modes to choose from:

- **Max Conversions:**
Maximize conversions within your budget
- **Target ROAS:**
Maximize conversions while aiming for a specific return-on-ad-spend (ROAS) goal
- **Target CPA:**
Maximize conversions while aiming for a specific cost-per-acquisition (CPA) goal
- **Semi Manual:**
Bring traffic to the highest converting publisher sections (requires some manual optimization)

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 Max Conversions and Semi Manual 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](#)



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

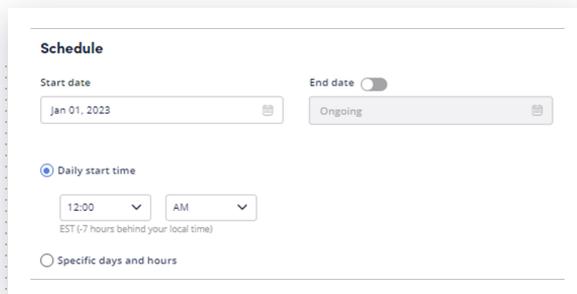
Set your budget to at least 5x your CPA goal so that your budget is robust enough to bring in conversions. We recommend starting with the dashboard's default budget, but remember — the higher the budget, the higher your chances are for exposure!

There are 3 [budget types](#):

- Daily
- Monthly
- Per Campaign

Scheduling

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



The screenshot shows a 'Schedule' configuration window. It includes a 'Start date' field with a calendar icon, currently set to 'Jan 01, 2023'. To its right is an 'End date' section with a toggle switch and a field set to 'Ongoing'. Below these are two radio button options: 'Daily start time' (which is selected) and 'Specific days and hours'. The 'Daily start time' option has two dropdown menus for time and AM/PM, currently showing '12:00' and 'AM'. A note below indicates 'EST (-7 hours behind your local time)'. The 'Specific days and hours' option is currently unselected.

Targeting

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.

Tracking

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**.

Reach Estimator

Potential Reach

Specific Broad

387,000,000

Location

Worldwide

Exclude locations

Tracking

Suffix

Enter suffix-style tracking code

3rd party pixels

Deliver your Outbrain performance data to tracking vendors

Audience Targeting

Outbrain's full audience: Cast a wide net and let Outbrain's algorithm 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).

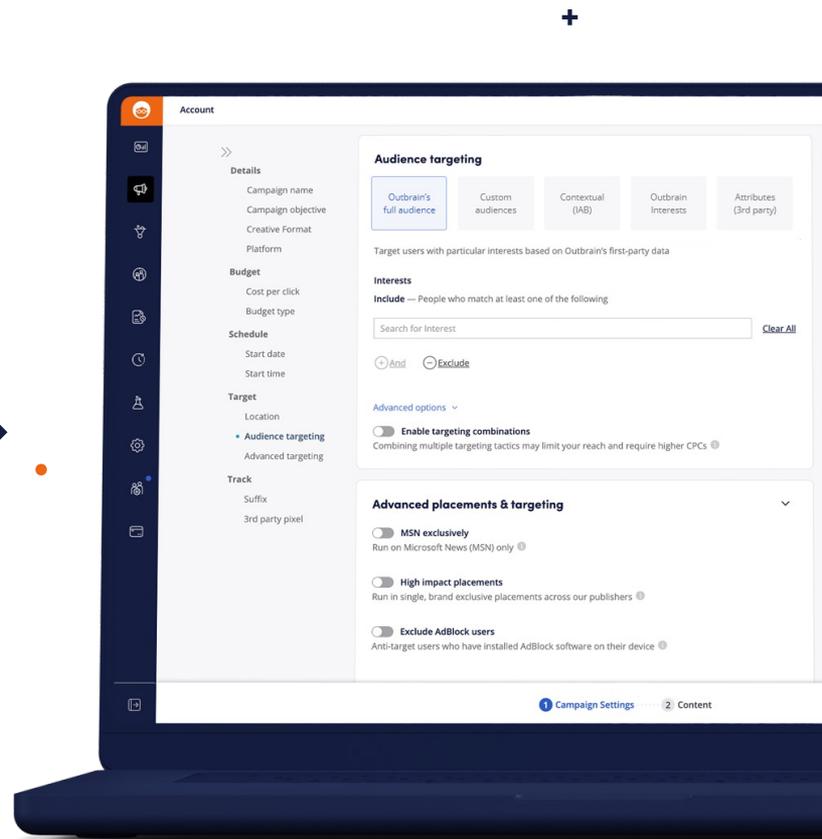
**Reference slide 7 for more information on Custom Audiences.*

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.



Ad Creation Best Practices

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).

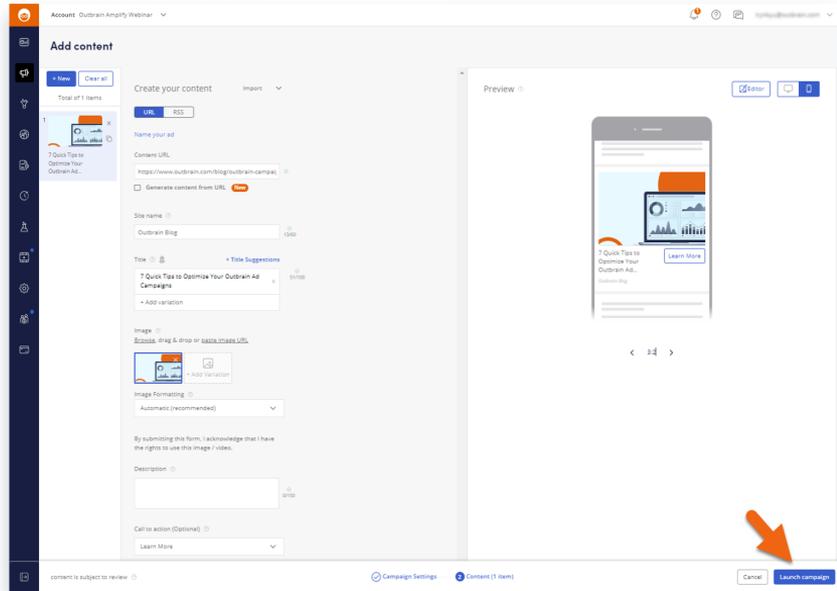
Customize title & image

We recommend creating 5-6 ad variations for each ad to increase your campaigns' chances of success.

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.

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



Additional resources

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



Good Luck!

