Getting Started On Outbrain

Welcome to Outbrain Amplify! We’re happy to help you get started on Outbrain and want to make it easy for you to begin creating your first Outbrain campaign.

On the dashboard, you can:

1. View your campaign’s performance.
2. See how many days some longer content requires a more thorough review.
3. Review your ads. We aim to review all content within 1 business day (Monday - Friday) from submission. However, it may take up to 3 days, as some longer content requires a more thorough review.

Congratulations on creating your first Outbrain campaign, with a few quick tips for you to follow along while creating your first campaign. Below, we have broken down each step started on Outbrain and want to make it easy for you to begin.

1. **Account Creation**
   - Register for an Outbrain account. Be sure to fill out all the necessary fields to ensure your account is ready to go.
   - Choose a country that matches your billing address, as you will not be able to submit your account without this information.

2. **Define Your Goal**
   - Our goal is to provide a great discovery experience for consumers online with high-quality and reliable content.
   - Our Advertiser Guidelines explain what type of content can and can't run on our network.
   - Advertisers looking to use Outbrain for adding awareness campaigns or between specific dates.

3. **Set Your Budget**
   - Outbrain works on a CPC basis so the more budget you add, the more clicks you will be able to gather.
   - The budget you set will impact the number of clicks you receive.

4. **Bidding, And Duration**
   - Set up the relevant conversions for your campaign so you'll be able to better optimize your spending and results.
   - Depending on the goal you select you'll have different options for bidding strategies. We recommend using our automated bidding strategies when available and setting your max bid/CPC a bit higher than your goal - this can help you gain enough traction.
   - If you are aiming to generate conversions, we advise running the campaign for at least 2 weeks to a month or more in order to gain enough traction.
   - Too many layers of targeting can shrink your potential audience and stunt your campaign's performance.
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   - When in doubt, keep your targeting broad!

5. **Images And Headlines**
   - Use your images and headlines to speak to your desired audience. For example, if you're targeting runners, use an image of someone running and a headline: "Love running? Runners, we've got you covered!"
   - Creating a native campaign is especially if this is your first time using Outbrain.
   - Our creative best practices, and collect Custom Audience for retargeting.
   - PRO TIP / / If you are using Shopify!

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