

DirectCPV Campaign Launching Guide

Introduction:

DirectCPV is another network that you can use for CPV/PPV traffic to your campaigns. Here's a little a quote from their website:

"Try something different with DirectCPV, the leading online CPV and PPV advertising network that delivers the highest converting results and increases ROI for all advertisers. Extend your reach by targeting relevant keywords, URLs, locations and channels to ignite your income and generate higher conversions. **We guarantee performance.**"

I highlighted the part where they guarantee performance as that seems kind of odd to me. I think it's just a marketing gimmick so they can have the word guarantee stand out on their front page. Maybe they mean, if you buy traffic they guarantee you'll get it. To me that's kind of stupid because why else would you be buying traffic. Anyhow, on with the guide.

Their Site:

Here's a screenshot of what their site looks like:

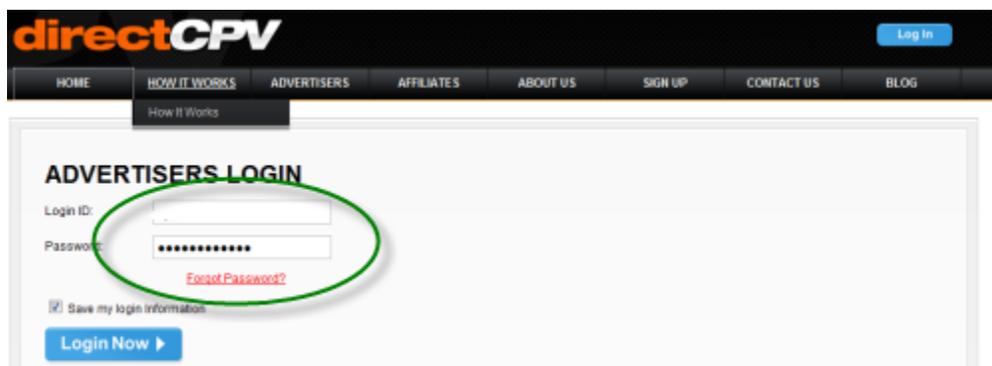


Step by Step Campaign Launch Guide:

Let's dive in and get our first campaign going with DirectCPV. Their interface is pretty straightforward, but we'll walk you through each step here.

Step One:

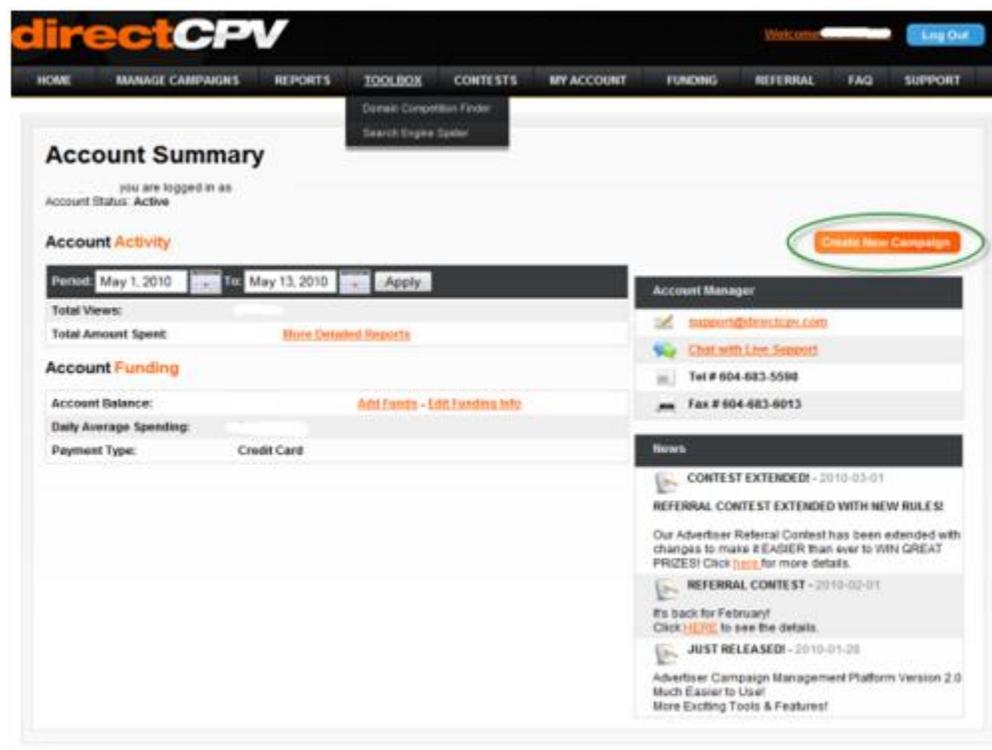
First login, of course by pressing the blue login button on the top right of every page. You'll see a screen like this:



The screenshot shows the DirectCPV website's Advertisers Login page. At the top, there is a navigation menu with links for HOME, HOW IT WORKS, ADVERTISERS, AFFILIATES, ABOUT US, SIGN UP, CONTACT US, and BLOG. A "Log In" button is located in the top right corner. The main content area is titled "ADVERTISERS LOGIN" and contains a login form with fields for "Login ID:" and "Password:". A green circle highlights the "Login ID:" field. Below the password field, there is a link for "Forgot Password?". A checkbox labeled "Save my login information" is checked. A blue "Login Now" button is at the bottom of the form.

Step Two:

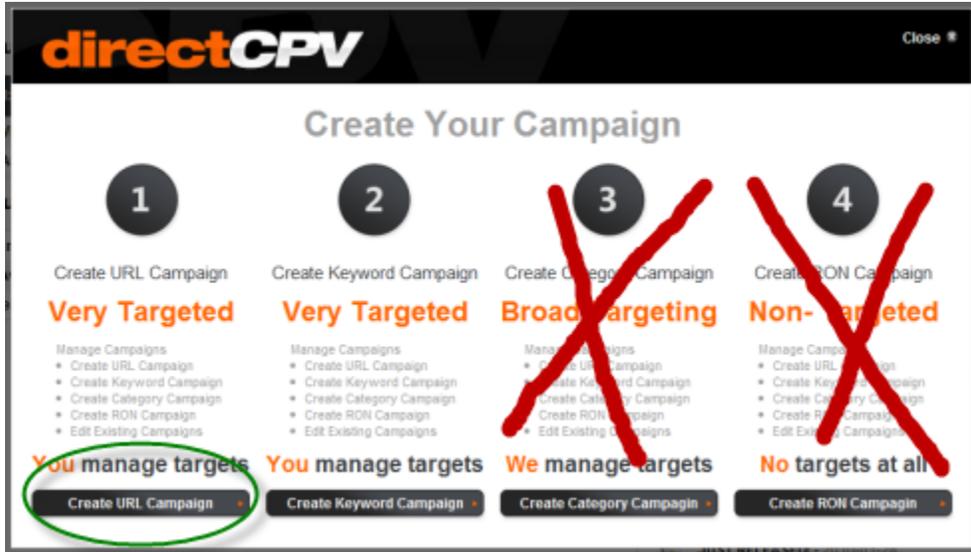
Now click on the "create a new campaign" button located in the green circle below:



The screenshot shows the DirectCPV website's Account Summary page. At the top, there is a navigation menu with links for HOME, MANAGE CAMPAIGNS, REPORTS, TOOLBOX, CONTESTS, MY ACCOUNT, FUNDING, REFERRAL, FAQ, and SUPPORT. A "Log Out" button is in the top right corner. The main content area is titled "Account Summary" and displays account information. A green circle highlights the "Create New Campaign" button in the top right corner. The page is divided into several sections: "Account Activity" with a date range selector (May 1, 2010 to May 13, 2010) and a "More Detailed Reports" link; "Account Funding" with "Account Balance" and "Daily Average Spending" fields; "Account Manager" with contact information for support@directcpv.com, a chat link, and phone/fax numbers; and "News" with several announcements including "CONTEST EXTENDED", "REFERRAL CONTEST EXTENDED WITH NEW RULES", and "JUST RELEASED!".

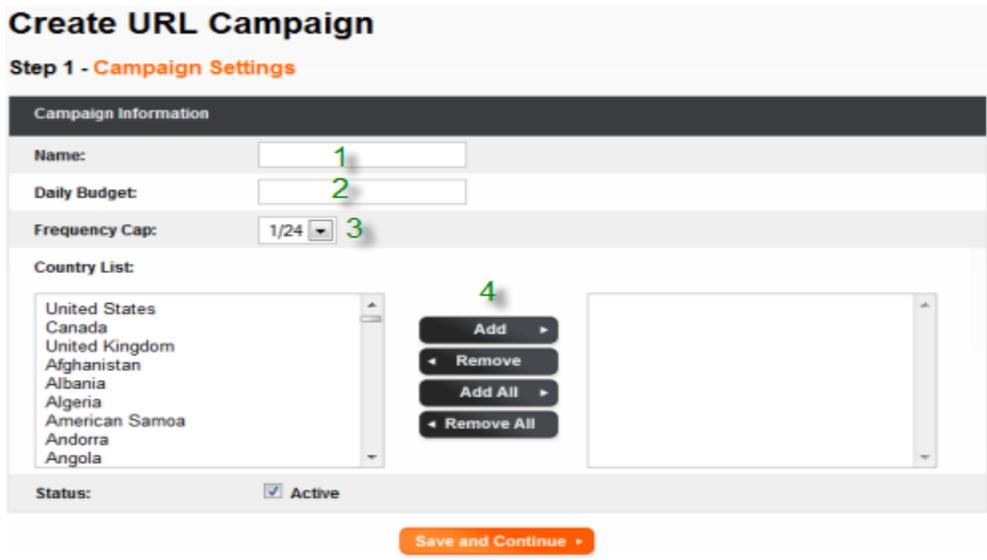
Step Three:

A window will pop up, giving you 4 options. The first is the one you want. Option 2 is for keywords only and I don't recommend bidding on keywords much at all. Instead you should focus on bidding on urls. However, you can test keywords if you want. Option 3 is pure crap. There is no way I'm letting them manage my campaign, that's like giving them money and saying "please go spend it all as fast as you can" without regard for ROI. Option 4 is not recommended either as that is pure un targeted crap traffic. It would be very hard to find anything to convert. It's meant for branding campaigns only. So pick Option 1:



Step Four:

In This step You'll be doing the preliminary campaign setup and targeting. Here's the screen and instructions are below it:



1. Enter the campaign name here.
2. Enter your daily budget, (you will most likely be spending this so don't go too high).
3. I would leave this at 1/24 as that means your ad shows once every 24 hours to the user.
4. Pick the country or countries you want to target here.

Step Five:

Now you can add your url. There are a lot of options you can attach to your destination url for tracking purposes. This url can be your tracking url, (which would then redirect to your real landing page), or it can be a direct link to an affiliate network offer. I will list all the options for you below the screenshot below:



Add URL

Step 2 - Enter The Landing Page or Web Site Where You Want Traffic Sent To

Destinations

Create a New Destination

Destination (URL):

Save and Continue >

Please use these variables in your landing page URLs for tracking purposes:

{{vurl}}

- This is the trigger URL that the end user is currently viewing
- This is the full URL that is displayed in the browser's address bar

{{sm_vurl}}

- URL target that the advertiser is bidding on

{{keyword}}

- Keywords that are passed through the system where the View happened
- Keyword advertiser is bidding on

{{category}}

- Category name that the advertiser is bidding on

Example1:

Advertiser is bidding on URL: autoinsurance.com in their campaign:

Advertiser has a landing page URL :

http://www.lowcostinsurance.com/?vurl={{vurl}}&target_url={{sm_vurl}}&kw={{keyword}}

When a user is visiting <http://www.autoinsurance.com/promotion.html> and this matches the URL that the advertiser is bidding

on, it triggers a popup or interstitial ad and we replace:

{{vurl}} with <http%3A%2F%2Fwww.autoinsurance.com%2Fpromotion.html>

{{sm_vurl}} with 'autoinsurance.com'

We send the user to:

http://www.lowcostinsurance.com/?vurl=http%3A%2F%2Fwww.autoinsurance.com%2Fpromotion.html&target_url=autoinsurance.com&kw=

Example 2:

Advertiser is bidding on the keyword "insurance" in their campaign

Advertiser has the landing page URL :

http://www.lowcostinsurance.com/?vurl={{vurl}}&target_url={{sm_vurl}}&kw={{keyword}}

When a user is performing a search on a search engine using the keyword 'insurance' and this matches the keyword that the

advertiser is bidding on, it triggers a popup or interstitial ad and we replace:

{{vurl}} with <http%3A%2F%2Fwww.google.com%2F%23hl%3Den%26source%3Dhp%26q%3Dinsurance%26aq%3Df%26aqi%3Dg10%26oq%3D%26fp%3D8ec9ea851cee2c5b>

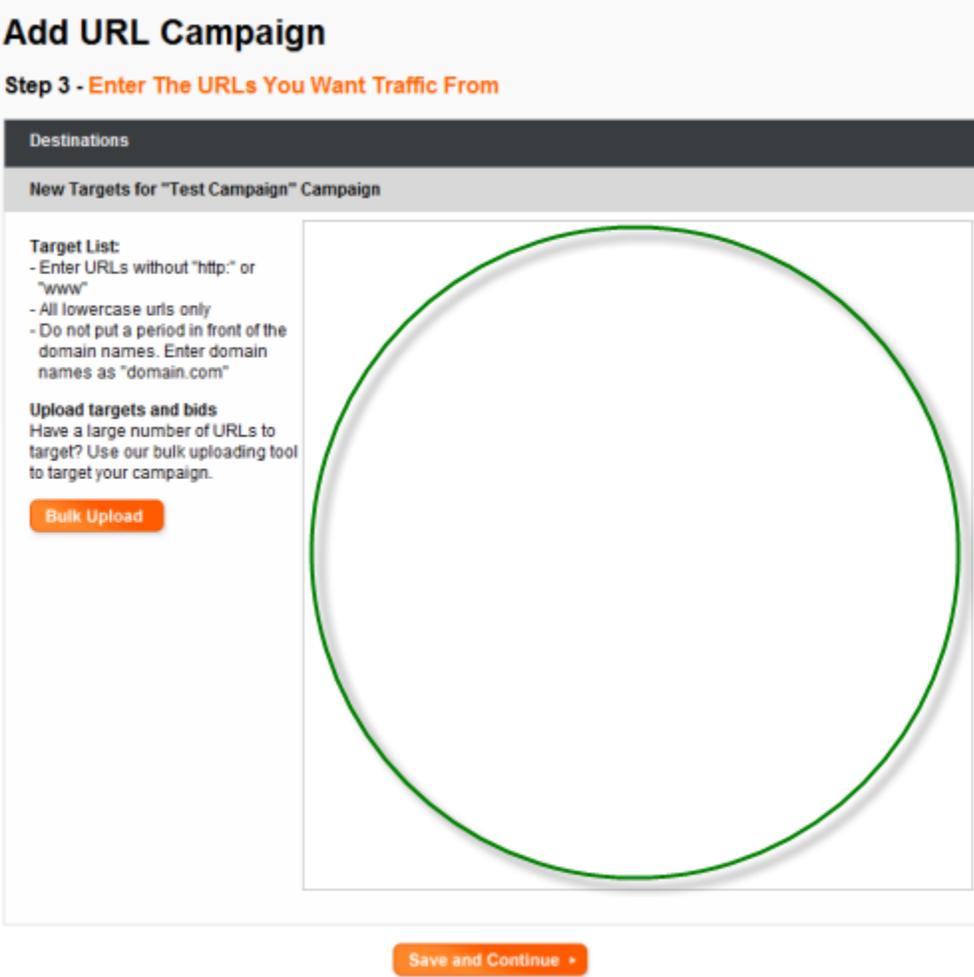
{{keyword}} with 'insurance'

and we send the user to:

http://www.lowcostinsurance.com/?vurl=http%3A%2F%2Fwww.google.com%2F%23hl%3Den%26source%3Dhp%26q%3Dinsurance%26aq%3Df%26aqi%3Dg10%26oq%3D%26fp%3D8ec9ea851cee2c5b&target_url=&kw=insurance

Step Six:

Now you have to add the urls you want to bid on. You can also do a bulk upload by pressing the bulk upload button. This would be used when you're uploading a lot of urls at once. It's up to you, but I've always found that testing in smaller batches when I have a smaller budget is always the best bet.



Add URL Campaign

Step 3 - Enter The URLs You Want Traffic From

Destinations

New Targets for "Test Campaign" Campaign

Target List:

- Enter URLs without "http:" or "www"
- All lowercase urls only
- Do not put a period in front of the domain names. Enter domain names as "domain.com"

Upload targets and bids
Have a large number of URLs to target? Use our bulk uploading tool to target your campaign.

Bulk Upload

Save and Continue >

Target List:

- Enter URLs without "http:" or "www"
- All lowercase urls only
- Do not put a period in front of the domain names. Enter domain names as "domain.com"

Upload targets and bids

Have a large number of URLs to target? Use our bulk uploading tool to target your campaign.

Step Seven:

In this step you set your bidding options. You can set all bids to a certain number or you can set it to automatically adjust your bids for you. If you want to go aggressive you can set your maximum bid and then have it automatically adjust up to your maximum. You're going to pay whatever you bid on this system. Here's the screenshot:

Set URL Targeting Bid Prices

Step 4 - Enter Your Max Bid For Each URL

Targets

Set all min bids to:
This min bid value will be set to all the following URLs

Set all max bids to:
This max bid value will be set to all the following URLs having Bid type 'Auto'

Bid Type:
This bid type value will be set to all the following URLs

URL	Min Bid	Max Bid	Bid Type	
cpvden.com	<input type="text" value="0.010"/>	<input type="text" value="0.010"/>	<input type="text" value="Fixed"/>	<input type="button" value="Check Bids"/>
cpvden.net	<input type="text" value="0.010"/>	<input type="text" value="0.010"/>	<input type="text" value="Fixed"/>	<input type="button" value="Check Bids"/>
cpvden.org	<input type="text" value="0.010"/>	<input type="text" value="0.010"/>	<input type="text" value="Fixed"/>	<input type="button" value="Check Bids"/>

Once done hit "Update All Bids" then hit "Save Campaign" (the orange button at the bottom).

You're Done!

Now you'll be shown a "Manage Campaigns" screen that will allow you to delete or pause or activate or create another new campaign. You can also use that screen to adjust your daily cap, (budget), for any of your campaigns. You'll also see the number of views for the selected date range and the cost and average CPV for the campaign.

It's always best to learn by doing so please try to setup your first DirectCPV campaign now. If you have any questions, post them on the forums and we'll be sure to help you out asap!