Setting up and Running Chartboost Ad Campaigns

There are three options for creating Chartboost ad campaigns. They are:

- Static Interstitial
- Video Interstitial
- Animated GIF

In this guide we will only cover static interstitial and video interstitial. Whichever type of campaign you create, there are three options:

- CPI or cost per install
- CPM or cost per 1,000 impressions
- CPC (CPCV) which is cost per click (or cost per completed view for video)

By far the best option for low cost advertising is CPM. Do not run CPC or CPCV campaigns, its an easy way to spend $200 a day without any returns.

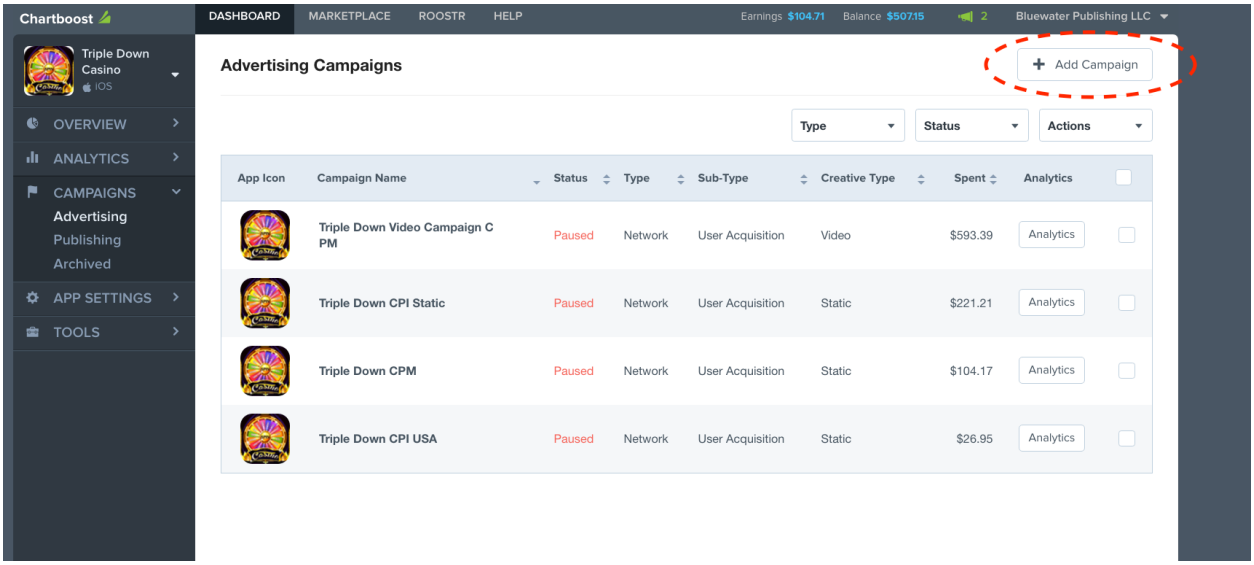
CPI campaigns at low bids are problematic. Many people run global campaigns bidding 25-30 cents per install. This will generate a lot of installs but you will find many of them going to China and many of those may be fake downloads, and there will be low fill rates on the publishing side so you will get low returns on your investments. To get good results on the publishing side, you will find you need to target the wealthiest countries which means western Europe, the United States, Australia, Canada, New Zealand and Japan. However to target with CPI you need to bid at least 50 cents per install globally and 90 cents per install for the United States. At these prices you are going to have a hard time making a profit. Moreover you are going to find you need to bid well over $1 per install to get quality users which is not going to be profitable. The bottom line is CPI will put you in the same situation as a CPC or CPCV campaign.

That leaves us with CPM. The trick with CPM is to get the right number of countries to make your audience a good size, combined with the lowest possible bid. Your goal should be to get about 1,000 downloads a month. For endless runner/arcade style games this is very easy, its a bid harder for casino games but can be done. For casino apps, static ads are much cheaper but they don't convert as well as video. Video ads can convert very well but for casino will cost more. For arcade games video ads are also cheap and you can get 10-14 cent installs so spend $4-$6 per day to get the number of downloads you want.

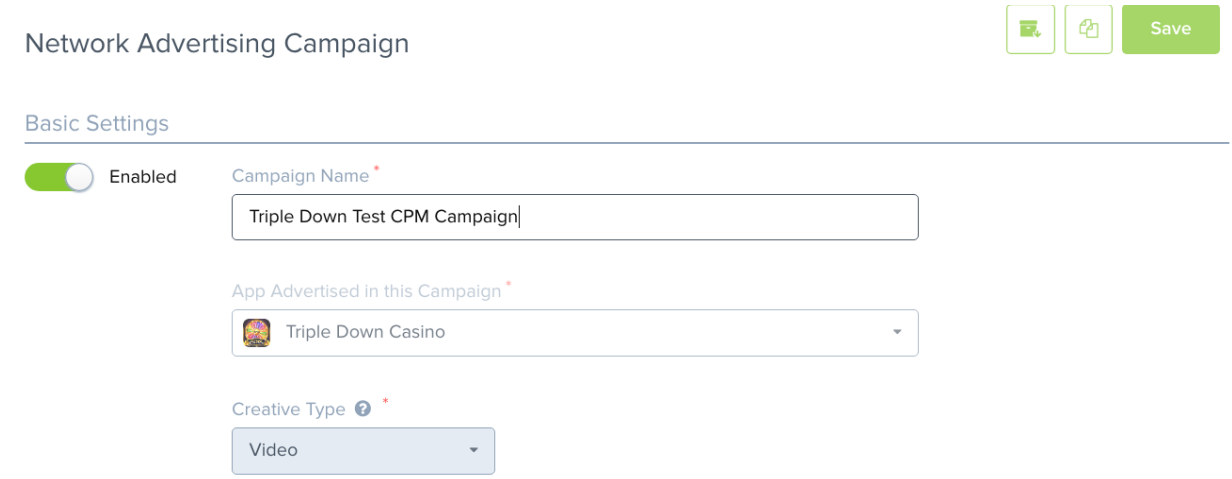
Creating a new Advertising Campaign

To create a new advertising campaign:

- Select the app in Chartboost
- Click the Add Campaign button in the upper right



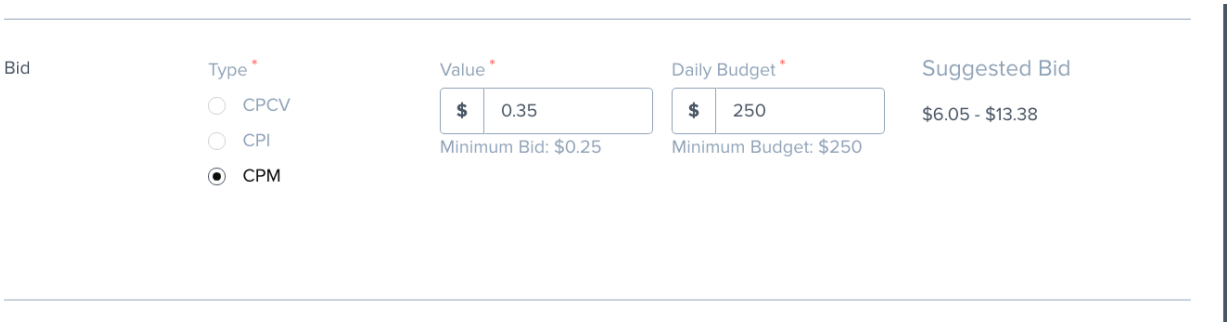
Then select *Network Advertising.* Give your campaign a name and select the creative type as either video interstitial or static interstitial.



Next, scroll down to *Campaign Targeting.* This is where you:

- Set your bid
- Set campaign type
- Select Game genres to target in your audience

The first item is to make sure you have selected CPM for campaign type in the *Bid* Section:

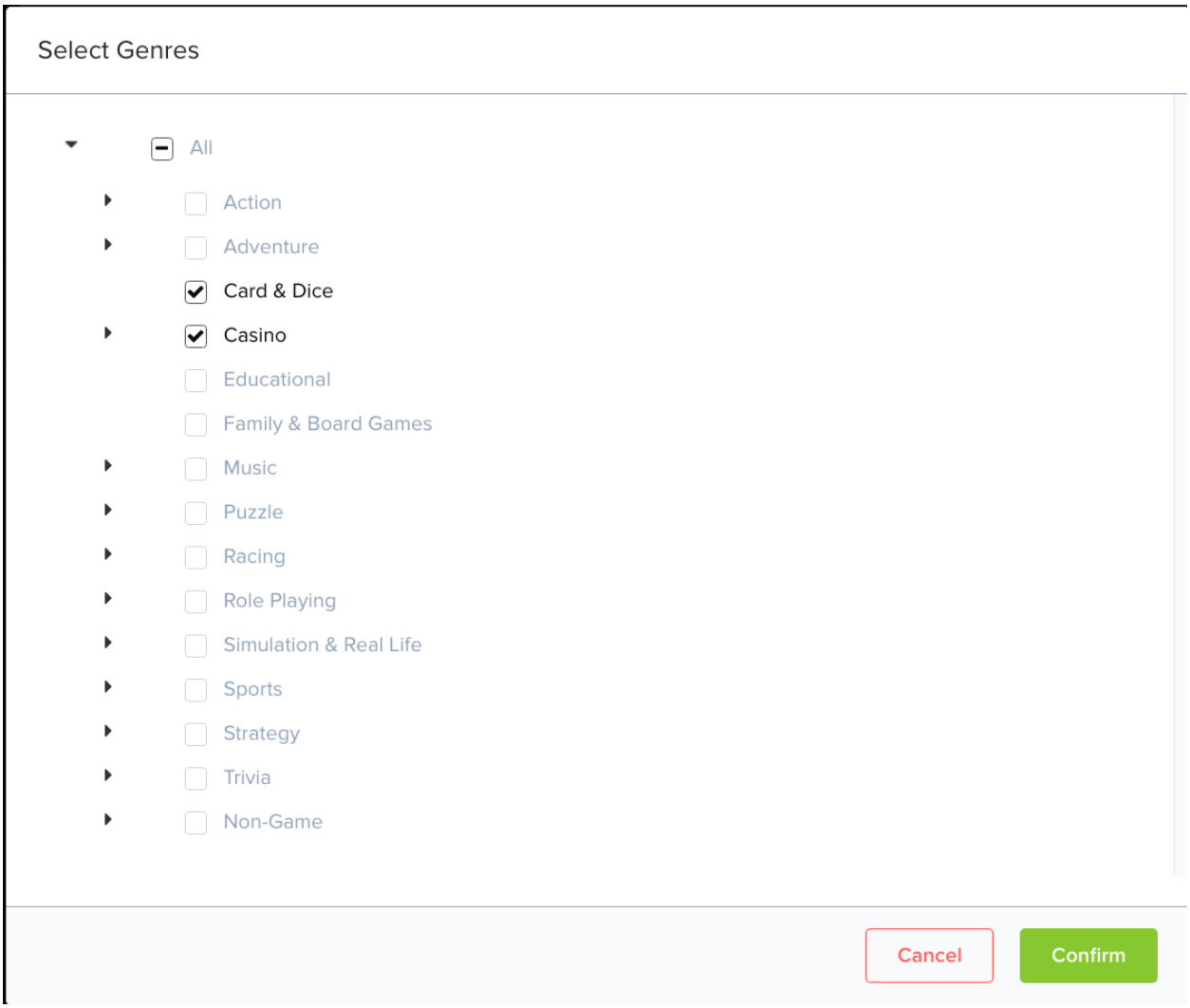


General guidelines for starting bids are:

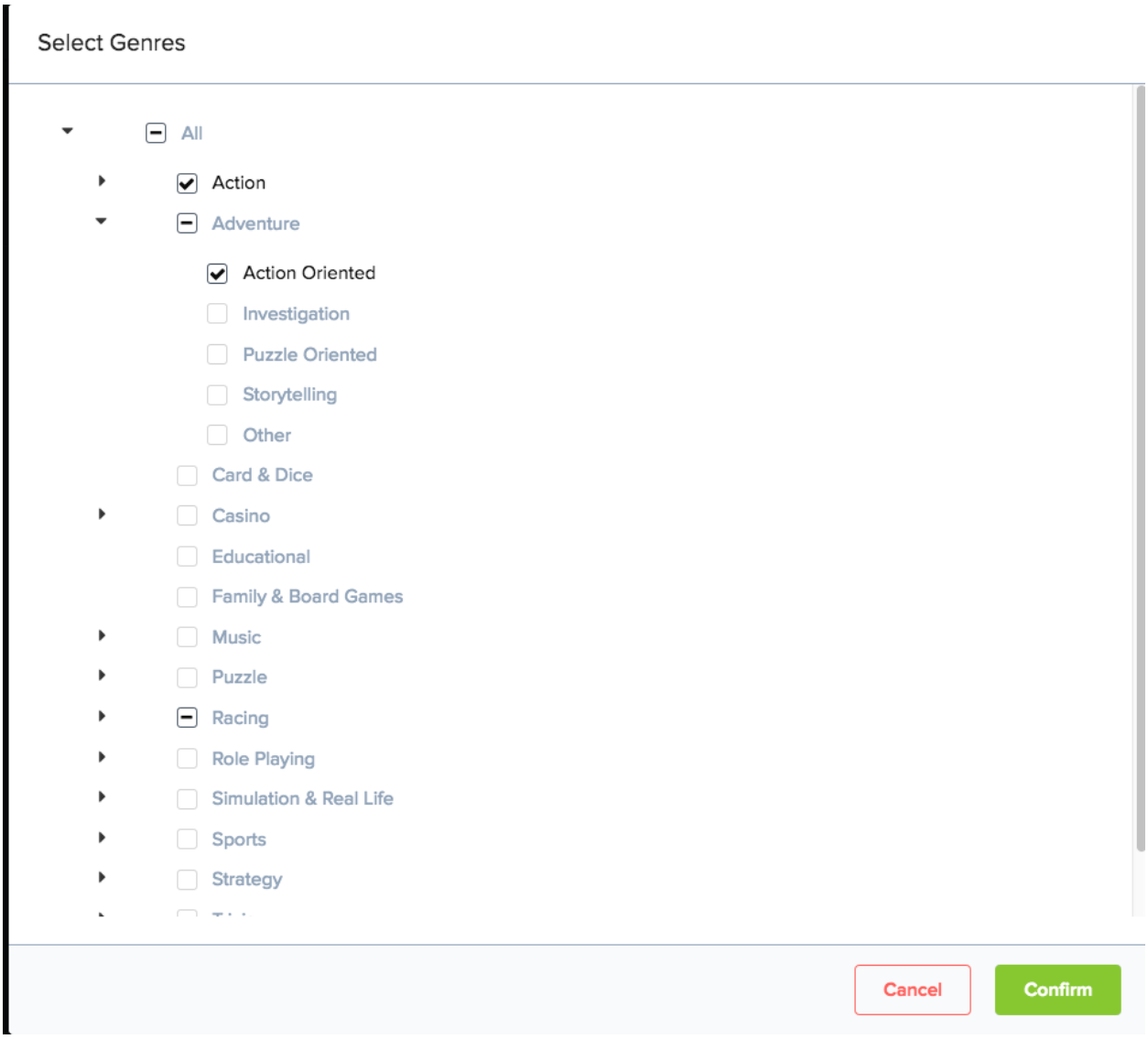
- For static ads, start at 35 cents
- For video ads for arcade games, start at 55 cents
- For video ads for casino/slot games, start at $2.95

Set *Daily Budget* to $250, but don't worry about it. At the bid levels you are going to use you are never going to come remotely close to reaching that level.

The next step is to select the App Genres you are going to target. For Casino apps, select *Card & Dice* and *Casino.*



For endless runner or arcade style games, you will want to target *Action, Adventure->Action Oriented,* and *Racing->Casual.*



The final step is to target the countries where we want our app shown. You're going to need a broad range of countries to get enough ad impressions per day for your app, but the idea is to start with a smaller set of countries and build up to all the countries you need while gradually raising your bids over the course of a week. Your goal for impressions should be:

- About 8,000 per day for static ads
- About 3,000 per day for video ads

For casino apps, this will take a bit of time and effort, but for arcade games you will reach these levels very quickly if not in the first day.

To start with, pick the following countries:

- United States
- Canada
- Australia
- New Zealand
- United Kingdom

Then each succeeding day, add more countries from “tier 1”. Chartboost groups countries according to tiers based on what general bid levels are (how much you are going to make from your publishing side) and fill rates. You can see their listing of tiers here: https://www.chartboost.com/blog/2013/07/tiering-campaigns-up/

Note that Russia is a very good country to include in your campaigns. France and Italy are good for casino games and Germany, Denmark and the nordic countries less so but you will still want to add Germany etc. because publishers will pay high rates to acquire users there. Japan is tier 2 and doesn’t get as many downloads but is good to include because it also gets high pay rates. For arcade games pretty much any tier 1 country is good.

There are also several Tier 2 countries you are going to want to add to your campaigns toward the end of your first week. These are:

- Mexico
- Argentina
- Vietnam
- Philippines
- Thailand
- Malaysia
- Romania
- Czech Republic

Expanding your campaign

After you have started your campaign, chances are you are not going to see very many impressions the first day. Use the following procedure to get where you need to go:

- Check your results once per day, either first thing in the morning or late at night.
- Add 5 new countries to your campaign per day, until you have added all tier 1 countries plus the list of acceptable lower tier countries provided above.
- Increase your static bid 5-10 cents per day, until you are getting around 8,000 impressions per day.
- Increase your video bid 10-25 cents per day until you are getting around 3,000 impressions per day.

Ad Filtering

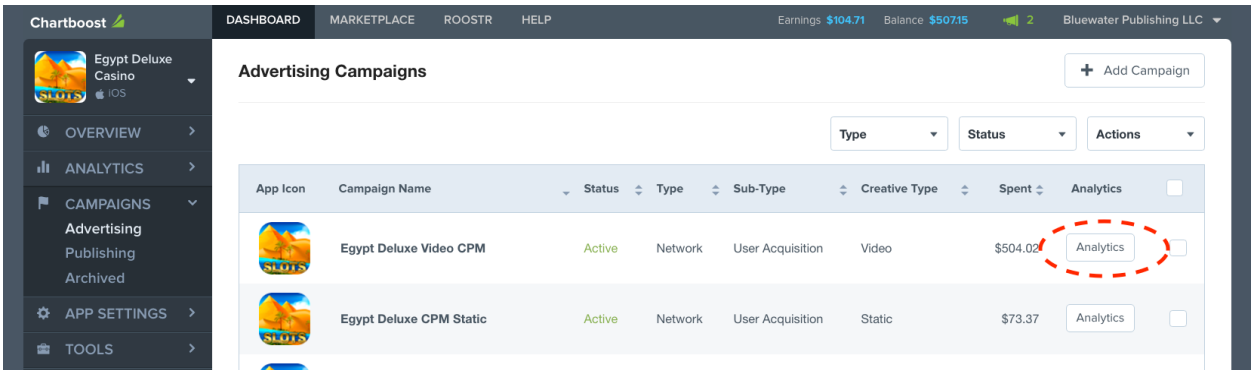
For your campaigns to be successful you are going to need good click through rates (CTR) and install rates (IR). Install rates tend to be much higher for video campaigns but you can get cheaper installs for static campaigns, generally speaking (for arcade I have found you can get just as cheap of installs with video campaigns).

The goal is to get enough installs per thousand impressions that your CPI or cost per install is low enough to make a profit. Getting to this point takes time so patience will be required until you build up your own database. The idea here is to block your ads from being shown in apps where it does not convert. You can block individual apps or companies.

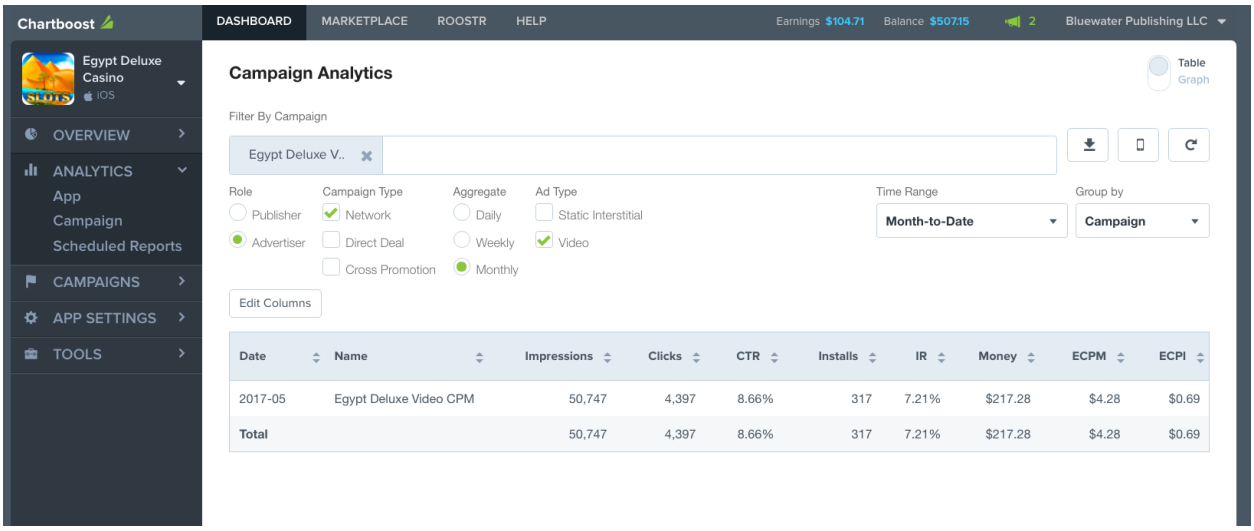
Tip: For casino slot games, I recommend blocking MobilityWare Inc. They have a lot of solitaire games and I've found my ads showing thousands of impressions in them in a single day without getting any installs.

To do your ad filtering, you need to generate an App report for your ad campaign.

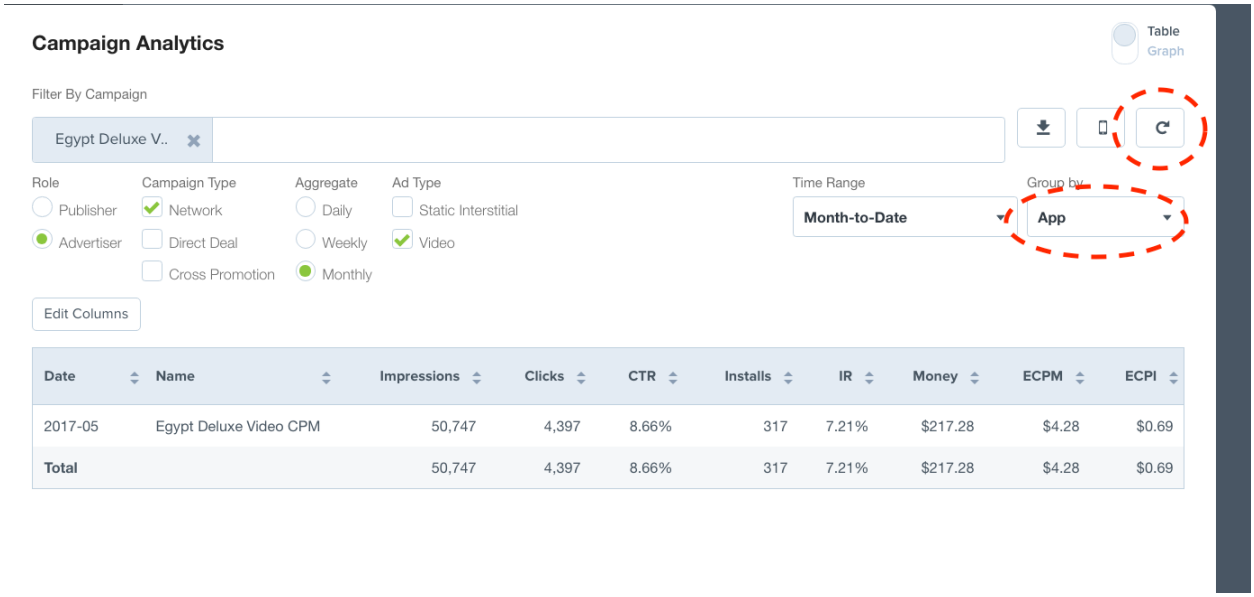
- Select your app that you are running an advertising campaign for
- Click on *Campaigns* and select *Advertising*
- Click the Analytics button for the campaign you wan to look at



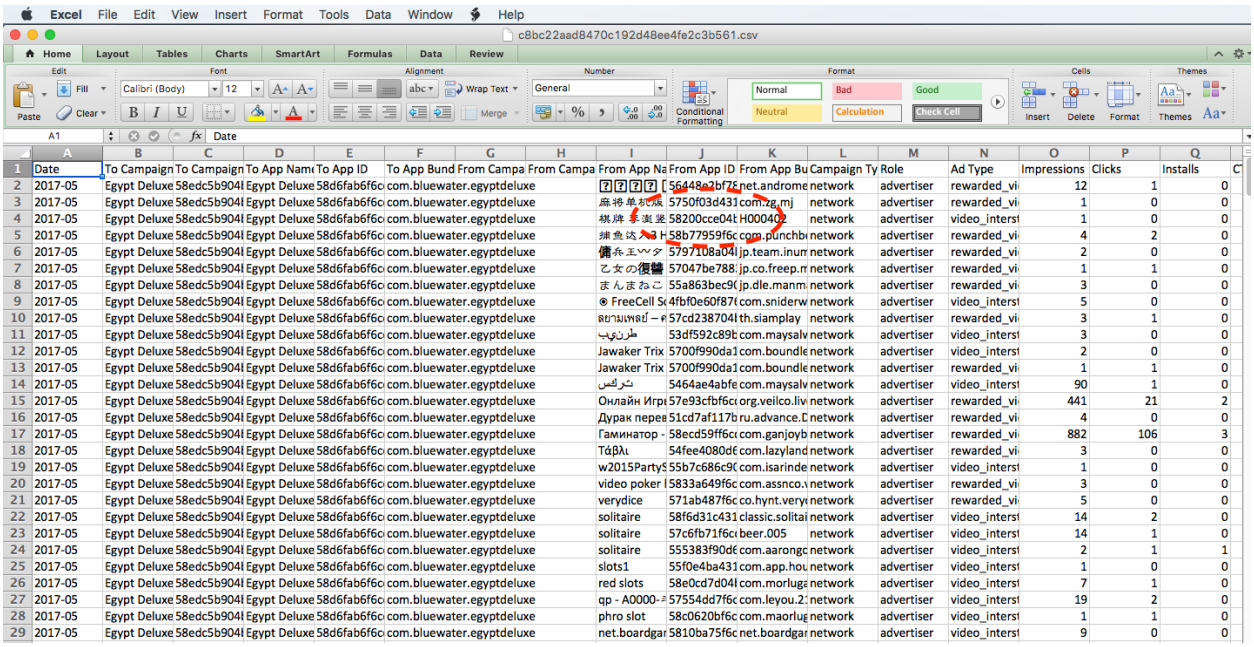
Now pick a time frame you want to look at. If you are getting a lot of impressions, one day might be enough, but in the beginning you might want to look at a few days to a week:



Now click on *Group by* and select *App.* Then click the *Refresh* button. This is going to open a new tab in your browser that will generate a link you can use to download your data as a comma separated values file. Hopefully you have Microsoft Excel, that is the best program to use to view the file, but you can try Google Spreadsheets or Numbers also.

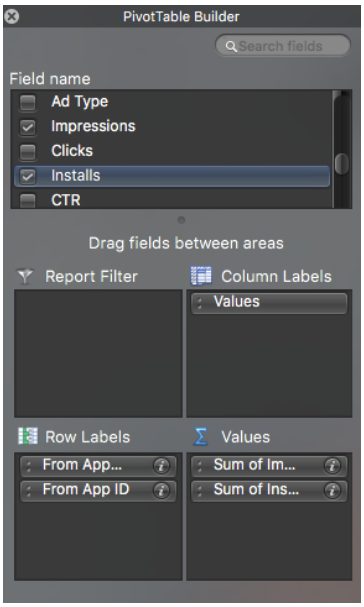


The task here is to block apps where your ad gets 100 or more impressions but no installs. The generated report looks something like this, for apps where you are not getting installs, you will need the *From App ID* value.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Date	To Campaign	To Campaign	To App Name	To App ID	To App Bund	From Campa	From Campa	From App Na	From App ID	From App Bu	Campaign Ty	Role	Ad Type	Impressions	Clicks	Installs
2	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			???? [	56448e2bf7f	net.androme	network	advertiser	rewarded_vi	12	1	0
3	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			麻将单机版	5750f03d431	com.zg.mj	network	advertiser	rewarded_vi	1	0	0
4	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			棋牌 多	58200cce04l	H00040	network	advertiser	video_interst	1	0	0
5	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			捕魚	58b77959f6c	com.punchb	network	advertiser	rewarded_vi	4	2	0
6	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			傭兵王ベタ	5797108a04l	jp.team.inun	network	advertiser	rewarded_vi	2	0	0
7	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			乙女の復讐	57047be788	jp.co.freep.n	network	advertiser	rewarded_vi	1	1	0
8	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			まんまねこ	55a863bec9(	jp.dle.manm	network	advertiser	rewarded_vi	3	0	0
9	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			◉ FreeCell S	4fbf0e60f87(	com.sniderw	network	advertiser	video_interst	5	0	0
10	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			สยามเพลย์ – ค	57cd238704l	th.siamplay	network	advertiser	rewarded_vi	3	1	0
11	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			طرنيب	53df592c89b	com.maysalv	network	advertiser	video_interst	3	0	0
12	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Jawaker Trix	5700f990da1	com.boundle	network	advertiser	video_interst	2	0	0
13	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Jawaker Trix	5700f990da1	com.boundle	network	advertiser	rewarded_vi	1	1	0
14	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			تركس	5464ae4abfe	com.maysalv	network	advertiser	video_interst	90	1	0
15	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Онлайн Игр	57e93cfbf6c	org.veilco.liv	network	advertiser	rewarded_vi	441	21	2
16	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Дурак пере	51cd7af117b	ru.advance.D	network	advertiser	rewarded_vi	4	0	0
17	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Гаминатор -	58ecd59ff6c	com.ganjoyb	network	advertiser	rewarded_vi	882	106	3
18	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			Τάβλι	54fee4080dd	com.lazyland	network	advertiser	rewarded_vi	3	0	0
19	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			w2015Party	55b7c686c9(	com.isarinde	network	advertiser	video_interst	1	0	0
20	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			video poker	5833a649f6c	com.assnco.v	network	advertiser	rewarded_vi	3	0	0
21	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			verydice	571ab487f6c	co.hynt.very	network	advertiser	rewarded_vi	5	0	0
22	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			solitaire	58f6d31c431	classic.solitai	network	advertiser	video_interst	14	2	0
23	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			solitaire	57c6fb71f6c	beer.005	network	advertiser	video_interst	14	1	0
24	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			solitaire	555383f90dd	com.aarongc	network	advertiser	video_interst	2	1	1
25	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			slots1	55f0e4ba431	com.app.hou	network	advertiser	video_interst	1	0	0
26	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			red slots	58e0cd7d04l	com.morluga	network	advertiser	video_interst	7	1	0
27	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			qp - A0000-	57554dd7f6c	com.leyou.2	network	advertiser	video_interst	19	2	0
28	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			phro slot	58c0620bf6c	com.maorlug	network	advertiser	video_interst	1	1	0
29	2017-05	Egypt Deluxe	58edc5b904l	Egypt Deluxe	58d6fab6f6c	com.bluewater.egyptdeluxe			net.boardgar	5810ba75f6c	net.boardgar	network	advertiser	video_interst	9	0	0

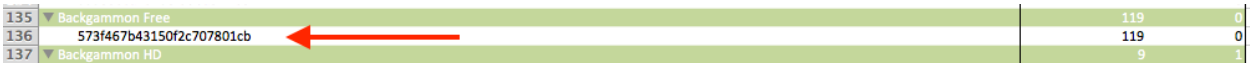
Since Chartboost will provide multiple rows for each app, its best to create a pivot table so that you can have Excel automatically sum up the impressions and installs for each app. I create a pivot table that includes *From App Name, From App ID, Impressions,* and *Installs.*



You will get something like this:

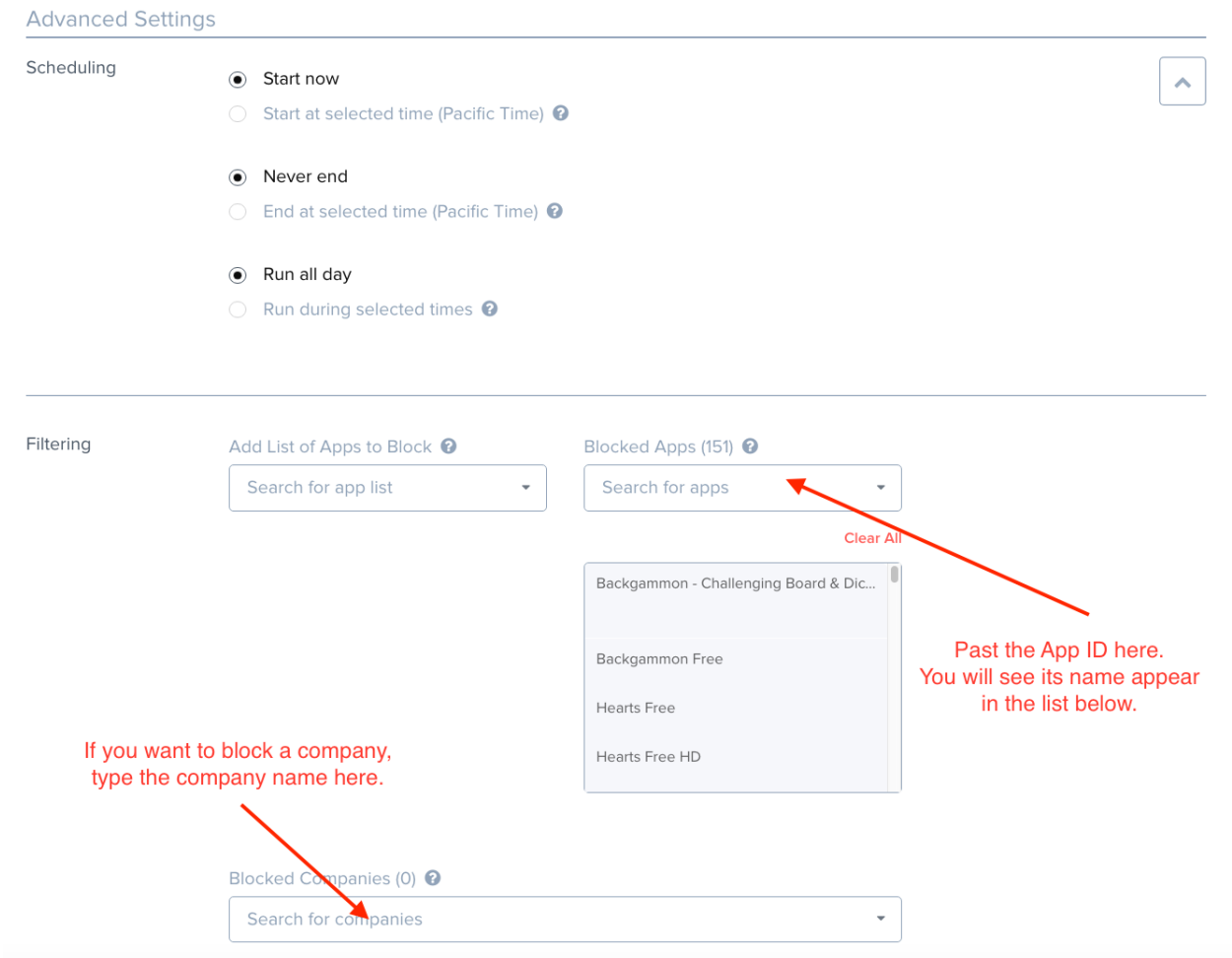
	A	B	C
1	Report Filter		
2			
3		Values	
4	Row Labels	Sum of Impressions	Sum of Installs
5	29	2	0
6	5667f56188380942acf9d4cd	2	0
7	(954) Wild West Texas Cowboy	1	0
8	577bc0c304b01608ac9649d6	1	0
9	(Boo) Princess Bride Slots	5	1
10	56b0d8258838097a37fa122d	5	1
11	20Twenty Studios Party Slots	5	0
12	53cf7176c26ee4562e871f22	5	0
13	Buffalo Slots Ios	168	3
14	5755529643150f745e75cc6f	168	3
15	Mega Casino All	16	1
16	5393fbc0c26ee44a8b535dc7	16	1
17	Panda Slots IOS	1502	7
18	53e0d1f1c26ee46c673070e9	1502	7
19	RJ MOBILE - PARTY SLOTS WITH ROULETTE AND BLACKJACK	1	0
20	53be45bec26ee447a6776a57	1	0
21	Slots Buffalo Jackpot - IOS	1	0
22	53d05e6ec26ee43822a7039c	1	0
23	Solitaire	2	0
24	53a0869f89b0bb4273ac851a	2	0
25	(954) American Slots	9	0
26	56ccdd2a04b0166a9adc4cea	9	0
27	(8/9) Cherry Slots	13	0
28	55f466c743150f649ea490d1	13	0
29	(8/9) Jurassic Slot	1	0
30	55a1508ac909a60302afc607	1	0
31	(Boo) King Arthur Slot	2	0
32	573b365c43150f69ed513300	2	0
33	(Boo) Koi Fish Slot	4	0
34	56a0e3aef6cd455f7eed7232	4	0
35	(Boo) OctoberFest Slot	16	0
36	55cbbd46c909a60ebc6e2273	16	0

Now search the sheet for apps that show 100 or more for sum of impressions but zero for sum of installs. When you find apps that meet this criteria, you want to copy their App ID:



So for my app this Backgammon Game is not generating installs, so I don't want my ads to show in it. Copy the app ids one per row into a spreadsheet or text file. After you have collected them all we need to edit our advertising campaign.

Open up your advertising campaign for editing, and open the *Advanced* section. Paste in your App IDS one at a time into the Blocked Apps list.



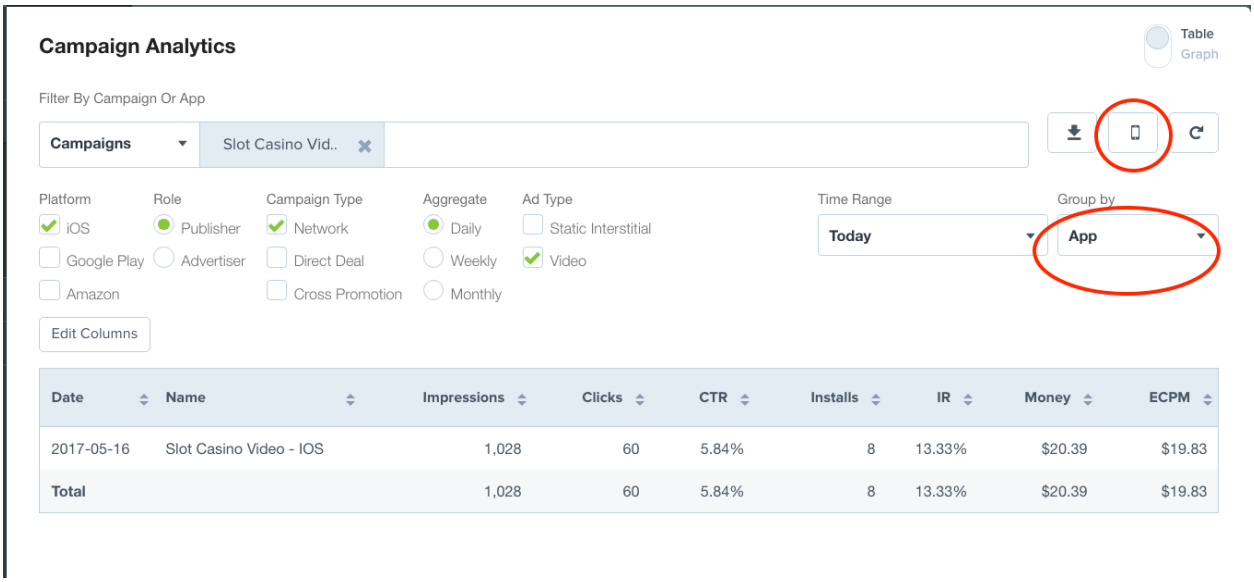
This pretty much takes care of what you need to do for your ad campaigns. It sounds tedious but its not that bad - it only takes a few minutes per day once you learn how to do it and will pay off for you in profits over time. Shoot for 25 cents or less for your CPI.

Maximizing Publishing Revenues

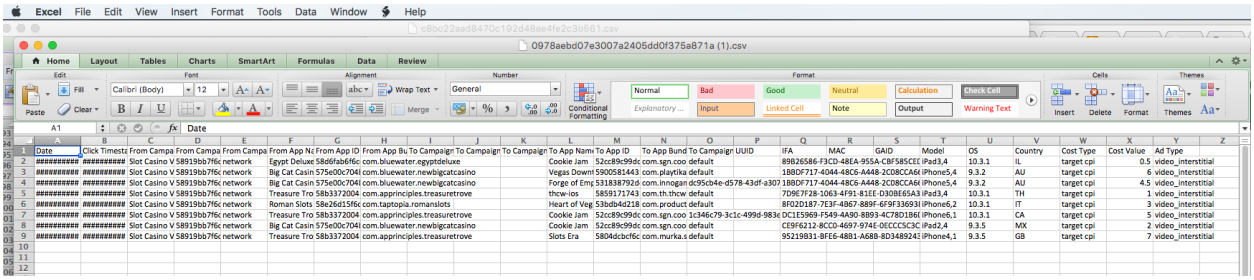
The other side of the equation is to maximize the revenue you get per install in your publishing campaigns. This is also done with blocking, this time blocking which apps can show ads in your publishing campaigns.

- Go to the *Campaigns* tab in Chartboost.
- Select *Publishing*
- Find the campaign you want to look at
- Click on *Analytics*

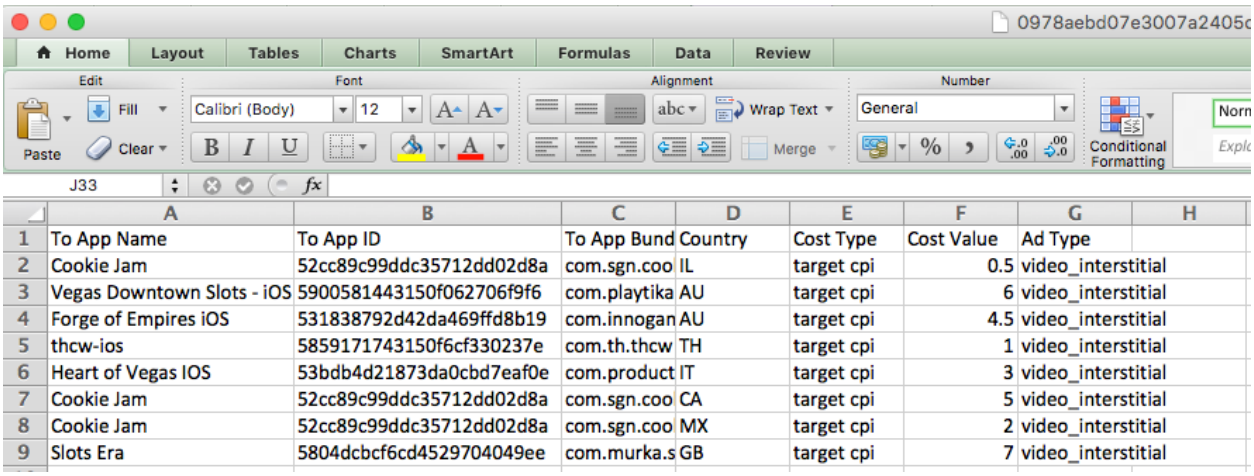
Now we are going to generate a device installs report. Click open *Group by* and select *App.* Then click on the device button in the upper right:



As before, this will open a new tab in your browser with a link that you use to download the data in a spreadsheet that looks like this:



Delete columns A-K (Date through *To Campaign Type*). Then delete *To Campaign Target* through *OS.* Your spreadsheet should look like this now:



	A	B	C	D	E	F	G	H
1	To App Name	To App ID	To App Bund	Country	Cost Type	Cost Value	Ad Type	
2	Cookie Jam	52cc89c99ddc35712dd02d8a	com.sgn.coo	IL	target cpi	0.5	video_interstitial	
3	Vegas Downtown Slots - iOS	5900581443150f062706f9f6	com.playtika	AU	target cpi	6	video_interstitial	
4	Forge of Empires iOS	531838792d42da469ffd8b19	com.innogan	AU	target cpi	4.5	video_interstitial	
5	thcw-ios	5859171743150f6cf330237e	com.th.thcw	TH	target cpi	1	video_interstitial	
6	Heart of Vegas IOS	53bdb4d21873da0cbd7eaf0e	com.product	IT	target cpi	3	video_interstitial	
7	Cookie Jam	52cc89c99ddc35712dd02d8a	com.sgn.coo	CA	target cpi	5	video_interstitial	
8	Cookie Jam	52cc89c99ddc35712dd02d8a	com.sgn.coo	MX	target cpi	2	video_interstitial	
9	Slots Era	5804dcbcf6cd4529704049ee	com.murka.s	GB	target cpi	7	video_interstitial	

Now we are going to select apps we want to block in our publishing campaign. The first rule is:

- Block any app that has CPM for *Cost Type.*

The second step is to block apps with low Cost Value. I use one of the United States, Canada, or Australia to check my thresholds, because although an app might pay a dollar in Vietnam or Mexico, it might pay $5-10 in the US and Canada or Europe so you probably want to keep it. So I look at the cost value and the country. In the example above, you see that Cookie Jam only paid $2 in Mexico but paid $5 in Canada. Since it pays high in Canada I want to keep it. I was told a good starting point for blocking apps on the publishing side is:

- For video interstitials, block apps that have a cost value less than $3.50 in tier one countries.
- For static interstitials, block apps that have a cost value less than $1 in tier one countries.
- Block all apps with a cost type of cpm, cpc, or cpcv.

On the last point you have to be careful however, I have seen some apps that will experiment with cpc or cpm campaigns but usually run high paying CPI campaigns. An example I have seen is Jackpot Party Slots that pays $11 per install in tier one countries but has sometimes run cpcv campaigns. Another example is the game Township. Basically the rule I follow here is if I see a well known app running a low paying campaign I check a few installs before I decide to block.

The blocking procedure for your publishing campaigns is basically the same as outlined for your advertising campaign.

- Collect App IDs from the *To App ID* column in the report just generated.
- List them one by one either in a spreadsheet or text file
- Open your *Publishing* campaign for editing
- Open the Advanced tab
- Paste in the App IDS one by one into your block list.

You will want to do this once each day for your video publishing campaign, and then for your static publishing campaign, using the data from the previous day.

Its also possible to block based on eCPM. You will need to generate an apps report (just refresh and don't click device installs) and then create a pivot table that creates a sum of impressions and sum of money earned for each app. Then you need to calculate ecpm which is:

(Sum of money earned)/(sum of impressions) * 1000

You can block low eCPM campaigns, say less than $20. This will block apps that show a lot of impressions but don't get very many installs. Its a bit of extra work but would help you get profitable faster, but blocking only on cost value is usually pretty effective.

As with advertising, you can also block companies that consistently run low paying campaigns. I was told for Casino/Slot apps to block the following companies:

Admx
Regexsoft
Anthony Hammond
Craig Wilson
Ram Digital Dreams
Gamedictive
Z-Studios
Incomeworks
Quantum One Inc.
kwik click ltd
AYY PTY LTD
ThirdNerv Inc.
Digital Property Buyers
Flamethrower plc
PlayStudio Asia
Cool Apps

Anthony Lara
PearFiction Studio Inc.
Storms Production
maor lugassi
Grow Mobile Inc.
White Box App
SCO Fusion
Boolicious Apps
Pica Pica Food Holdings
Tracey
AAAGAME
mkdevstudio
Dario Alberti
WC
Grapa Media s.r.o.
Golden Pentagram
Brett Wharton Animation

TGTStudios
Mediapedia Pty Ltd
Phonato Studios Pvt Ltd
Self
victorshablyko
VoxBox Apps
Dariel Martinez
OlgasOri
Individual
Duksel Corp.
non
Hanny Boni
MoriamAkter
Retro Gaming
Silentstorm.design
waterproofbells

Infiapps
Ruslan Chetverikov
FUNONLINE 247 LTD
Zotobi
Game Circus LLC
Heinz Inc.
Mark Ong
Phan Inc.
Tongstudios
Boqu Co., Ltd.
Ekorren and Noten AB
Amplified Apps
(6waves (active
Born Appy
In Position Media LLC
Sultan