Features

Ad serving technology for publishers,
ad agencies, and ad networks

Contents

Ad Trafficking

Image, Flash, Text, Text & Logo and JavaScript ads

Edit...

| Text | Text & logo | Image | Banderole | Billboard | Expandable Billboard | Rich media | Expandable | Page peels | Interstitial | Video banner | Fullscreen | | Import Ads |

Device preferences [?]
- Desktop
- Mobile

Title [?]

Destination Type [?]
Click to url ▾

Destination URL [?]
http:// ▾ www.your.com

Weight [?]
100

Drag file here or Upload

See supported specs

Ad preview

Your Ad Here

💡 The Following ad previews may be slightly different from what is shown to users

Create next ad   Done   Cancel

HTML, Pop-up/Pop-under, Direct URL ads

Settings

🖼 Type: Pop-Up campaign

Campaign Name: [?]   **24/06_PopUp**   Edit

Cost model: **CPC** [?]

Destination URL: [?]

http:// ▾   24-06-test-popup.com

http://

https://

Save   Cancel

Bid: [?]   **USD 1.50**   Edit

Campaign Budget, (optional):   -   Edit
[?]

Daily Budget, (optional): [?]   -   Edit

Weight: [?]   **100**   Edit

Frequency capping: [?]   **no Impressions**   Edit

Categories(all): [?]   **All categories**
Edit

Rich Media ads: Expandable, Floating, Page Peels, Interstitial, Banderole, Billboard, Full Screen

+ AD

ID ▲	●	Ad	Ad Type	Group	Current Status	Clicks	Cost	Impressio
834	●	**01/07_TextCPM** Description Line 1 Description Line 2 text.com http://text.com	🔲	group01	active	0	USD 0.00	
835	●	**01/07_Text&Logo** test-text-and-logo.com http://test-text-and-logo.com	🔲	group01	active	0	USD 0.00	
836	●	**300x250** http://image-cpm.com	🖼 300 × 250	group01	active	0	USD 0.00	
837	●	**770x250** http://banderole.com	▭	group01	active	0	USD 0.00	
838	●	**01/07_Billboard** http://billboard.com	▬	group01	active	0	USD 0.00	
839	●	**01/07_ExpBillboard** http://exp-billboard.com	▶🖼 30 Rich Media (300×250)	group01	active	0	USD 0.00	
840	●	**01/07_RichMedia_00** http://nigma.ru	🖼 200 × 200	group01	active	0	USD 0.00	
843	●	**200x200** http://test.com	🖼 200 × 200	group01	active	0	USD 0.00	
		Total on this page				0	USD 0.00	
		Total				0	USD 0.00	

Video ads: Pre/Mid/Post-roll, In-banner, Overlay

Reports

All Online Campaig
🗄 Group: G

Settings   A

All ads

■ Cost

+ AD

☐

☐

Edit ad: Liner_Preroll_video

Title ?
Liner_Preroll_video

File location: Host video yourself ?

Delivery Method: Progressive (HTTP) ?

Video MP4 ?
http://orbitwork.orbitsoft/users/vlaskin_ms/projects/Vid

Video WEBM ?
http://orbitwork.orbitsoft/users/vlaskin_ms/projects/Vid

Video OGG/OGV ?
http://orbitwork.orbitsoft/users/vlaskin_ms/projects/Vid

Ad type ?
Pre-roll ▼

Format ?
640 × 480 Linear 640x480 ▼

Destination URL ?
http:// ▼   yandex.ru

Length ?
12

Skip offset (if skippable) ?
12

Weight ?
100

Save   Cancel

Ad preview

💡 Video will start playing automatically on advertisement load. Some devices and browsers won't let the video autoplay. This case button "play" appears in the center of player. :

💡 iPhone users won't see this type of advertisement due to device limitations on video playback in browser. :

💡 Browser support depends on file formats you provide to the player:

Codecs/Container	IE	Firefox	Safari	Chrome	Opera	iPhone	Android
Theora+Vorbis+Ogg	-	3.5↑	-	5.0↑	10.5↑	-	-
H.264+AAC+MP4	9.0↑	+/-	3.0↑	5.0↑	+/-	3.0↑	2.0↑
WebM	+/-	4.0↑	-	6.0↑	10.6↑	-	2.3↑

Mobile ads: Text, WAP, Image, HTML5, Video, Full Screen

| 842 | ● | Description Line \2
orbitsoft.com
http://orbitsoft.com | | | group 1 | active | 0 | USD 0.00 | |

Edit ad: Static Intrstitial 300 x 250

Device preferences ?
- ○ Desktop
- ● Mobile

Title ?

`Static Intrstitial 300 x 250`

Destination Type ?

`Click to url    ▼`

| **Click to url** |
| Click to call |
| Click to map |

`com`

`100`

Drag file here or Upload

See supported specs

Ad preview

WORLD OF TANKS

PLAY FOR FREE

💡 The Following ad previews may be slightly different from what is shown to users

Save   Cancel

815	●	test_float_ http://qq.ww		
796	●	exp_hor_2(http://qq.qq		
552	‖	qwer http://qwer.ty		
548	‖	1234 http://qq.qq		
121	●	Hellocomp http://Hellcom		
120	●	Hellocomp http://Hellocor		
119	●	Hellocomp Hellocomp.cc http://Hellco		
118	●	Hello comp Hello comp Hello comp Hellocomp.cc http://hellocor		
117	‖	horizontal test.com http://test.con		
116	●	hello hello.test.com http://hello.tes		

In-text ads: Text, Text & Logo, Image, Flash, HTML, Video

https://asso.orbitsoft.ru   Add channel

Channel Name ?

Channel Description ?

Channel type ?   `In-Text          ▼` ?

Ad Type ?
- ☑ Text ?
- ☑ Text & Logo ?
- ☑ Image ?
- ☑ Rich Media ?
- ☐ Video ?

Channel prices ?   CPC ?   USD `0.12`

Categories ?   Which categories do you want to set for your channel?
- ● Use the site(asso.orbitsoft.ru) categories
- ○ Let me choose

Channel Targeting ?
- ● No targeting
- ○ Use the site (asso.orbitsoft.ru) targeting
- ○ Let me choose: `Select Targeting Gr...  ▼`

Native ads: Content Wall, App Wall, News Feed, Chat List, Carousel, Content Stream

Settings for native advertisements

Show website name ? ☑ Show sponsored link ? ☐

Text

| Medium ▼ | Tahoma ▼ | I | B | U | # | 000000 | ⬛ |

Website name / Display URL

| Large ▼ | Tahoma ▼ | I | B | U | # | 8E8C8C | ⬛ |

Image border color   Image border width   Outer border color   Outer border width

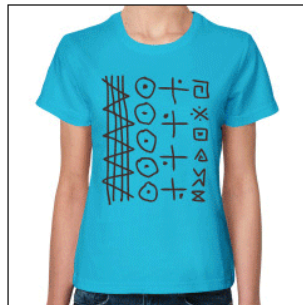# 000000 ⬛   1px ▼   # 000000 ⬛   1px ▼

Background

FFFFFF ⬜

This sample will be changed according to selected colors

Orbit Ad server Ad Server — Build your own Mobile Ad Network & Monetize Apps, Mobile Sites & more.

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This is content of page that might be the real content of real page but has nothing common with reality as it's unreal fake just a joke. don't take too close what is written here it's just to fill the space.

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Simple pricing models (CPM, CPC, CPV, Flat Rate)

Channel prices [?] ☐ CPC [?]   USD 0.05
                    ☑ CPM [?]   USD 0.05
                    ☐ Flat rate [?]
                        ☐ day   USD 0.32
                        ☐ week   USD 0.41
                        ☐ month USD 0.5

Advanced pricing models (CPL, CPS, CPA, etc)

| Select campaign settings | Create an ad group | Create ads |

Type: Display campaign

Campaign Name: Some Campaign Name

Campaign Type: [?]   Display ▼   ● CPC [?]
                     Contextual   ○ CPM [?]
                     Display   ○ Flat Rate [?]

Standard IAB ad sizes supported

Channel type [?]   Banner ▼   [?]

Format [?]   Select Channel format ▼

Skyscraper

(120 x 240) 120x240

(120 x 600) Skyscraper

(160 x 600) Wide Skyscraper

(300 x 600) Half Page Skyscraper

Rectangle

(180 x 150) Rectangle

(200 x 200) Small Square

Ad Type [?]

Custom ad sizes supported

Manage Custom Dimensions

+ CUSTOM CHANNEL FORMAT   ✖ Delete   Manage columns ▼

☐	ID ▾	Name	Text Slots	Vertical Text & Logo Slots	Horizontal Text & Logo Slots	Orientation	Width	Height	Action
☐	122	400x200	8 slots	5 slots	0 slots	vertical	200 px	768 px	Edit
☐	121	250x350	4 slots	2 slots	0 slots	vertical	250 px	350 px	Edit
☐	120	desct_1023x767	10 slots	7 slots	10 slots	horisontal	1,023 px	768 px	Edit
☐	119	mob_1023x767	12 slots	7 slots	10 slots	horisontal	1,023 px	767 px	Edit
☐	105	310x620	8 slots	4 slots	8 slots	vertical	310 px	620 px	Edit
☐	103	120x120	0 slots	0 slots	0 slots	square	120 px	120 px	Edit
☐	98	cast_desc_dim_all	9 slots	6 slots	9 slots	horisontal	1,000 px	700 px	Edit
☐	97	test_dim_280x280_desc_video	3 slots	1 slots	0 slots	square	280 px	280 px	Edit

Frequency caps at campaign and group levels

Frequency capping: [?]

○ No cap on impressions
◉ [5] Impressions [per week ▼] [per group ▼]

[Save] [Cancel]

Weight at campaign, group and ads level

Display URL [?]

www.myapps.com

Destination URL [?]

[http:// ▼] www.myapps.com

Weight [?]

50

Campaign optimization: CTR and ROI

Optimization settings [?] ☑ Enable auto optimization

○ Show more ads with great CTR
◉ Show more ads with great ROI

Ad placement monetization

Banner:
    100% monetization: ☑
In-Text:
    CPC: ☑
    CPM: ☑
Interstitial:
    CPC: ☑
    CPM: ☑
    CPA: ☑
    FLAT: ☑
Page Peels:
    CPC: ☑
    CPM: ☑
    CPA: ☑
    FLAT: ☑
In-Stream:
    CPC: ☑
    CPV: ☑
Full Screen:
    CPC: ☑
    CPM: ☑
    CPA: ☑
    FLAT: ☑
Mobile Banner:
    100% monetization: ☑

Channel and geography sets for custom targeting needs

Conversion tags/universal pixels/server to server

Black and White domains lists

Blacklist: [?] **Enter one placement per line**

	Selected placements
«	adkeds.net
«	kedshoes.com
«	morekeds.net
«	myshops.com

[Add placements]

[Save and continue] [Cancel new campaign]

Ability to run ad campaign for entire network, by categories, by selected ad placement and keywords

All Online Campaigns > Campaign: 02/12_Display(Flatrate) >

Group: **group01**

| Settings | Ads | Display Network |

Edit placements

| Search for placement **ideas** | Search placements by **category** |

[02] [Search]

Channel	Flat rate prices	
02-12-test.com		
300x250 (all_ad_types) — 300×250 Type: banner Ad types:	EUR 1.50—10.00 day, week, month	»
468x60 (all_ad_types) — 468×60 Type: banner Ad types:	EUR 100.00 month	»

Selected placements: 2

Channel	Price	Traffic
02-12-test.com		
«	300x250 (all_ad_types) — 300×250 Type: banner Ad types:	EUR 5.00 per week	35
«	468x60 (all_ad_types) — 468×60 Type: banner Ad types:	EUR 100.00 per month	0
Total		**EUR 105.00**	

[Save] [Cancel]

Ability to add third-party CPC and CPM feeds

Feeds

Feeds Global Settings

XML Feed Timeout: | 800 ms ▼ | **Save** | All Statuses ▼

All time
28.04.2009 — 07.12.2015 ▼

+ CREATE FEED ▶ ❚❚ ✕

Manage columns ▼

☑	ID ▲	●	Priority	Ad Feed Provider ▲	Regions	Distribution	Commission	Impressions	Clicks	CTR	Revenue	Actions
☑	44	●	1	11/06_TestFeed	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	45	●	1	24/06_TestFeed	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	46	●	1	30/06_TestFeed	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	47	●	1	forAllCountry	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	52	●	1	No capping	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	53	●	1	Test	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	66	●	1	TestFeed2	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
☑	67	●	1	TestNewFeed	All countries	10.00 %	100.00 %	0	0	0.00 %	USD 0.00	Edit | Filters
				Total on this page				**0**	**0**	**0.00 %**	**USD 0.00**	
				Total				**0**	**0**	**0.00 %**	**USD 0.00**	

Show rows: 20 ▼ ◀◀ ◀ 1—8 of 8 ▶ ▶▶

Ad Planning & Reporting

Template and Custom Reports

Reports

Filter by status: [all ▼]   Filter by type: [all ▼]   [Update]

[+ REPORT]

	Report name	Report type	Format	Email	Date range	Creation date	Frequency
●	My Report	Ads	Excel .csv ▼	No one (no emails needed)	This month 01.12.2015 — 07.12.2015 ▼	2015-05-08 13:30:45	One time ▼
●	Weekly Report	Group	.pdf ▼	Only me (ad@orbitsoft.com)	All time 28.04.2009 — 07.12.2015 ▼	2015-05-08 17:40:21	Weekly on Monday ▼
●	Monthly report	Ads	.pdf ▼	Only me (ad@orbitsoft.com)	All time 28.04.2009 — 07.12.2015 ▼	2015-05-08 17:45:12	First day of month ▼
●	Friday's report	Campaign	.pdf ▼	Only me (ad@orbitsoft.com)	All time 28.04.2009 — 07.12.2015 ▼	2015-05-08 18:15:05	Weekly on Friday ▼
●	My Report	Ads	.pdf ▼	Only me (ad@orbitsoft.com)	All time 28.04.2009 — 07.12.2015 ▼	2015-05-08 18:31:15	One time

Format dropdown:
Excel .csv
.csv
.tsv
.xml
.csv.gz
.pdf
.xml.gz
.xlxs

Frequency dropdown:
Daily
First day of month
Weekly on Monday
Weekly on Tuesday
Week on Wednesday
Weekly on Thursday
Weekly on Friday

Scheduled Report Delivery

Report Name: [   ]

Report Type: [Advertiser Campaign ▼]

Choose the level of details: Campaign: **All Campaigns** [Choose... ▼]

Format: [Excel .csv ▼]

Date Range: [Today
28.09.2016 — 28.09.2016 ▼]

Frequency: [One time ▼]

Segment: + Add segment

– Email and schedule report

Send to   ○ No one (no emails needed)
          ● Only me (admin@orbitscripts.com)

Performance Reports

Customize columns

Select metrics		Drag and drop to reorder	
Impr.	Added	Impr.	Remove
Free Impr.	Added	Free Impr.	Remove
Clicks	Added	Clicks	Remove
CTR, %	Added	CTR, %	Remove
Converted clicks	Added	Converted clicks	Remove
Click conversion rate	Added	Click conversion rate	Remove
Cost	Added	Cost	Remove
Earning	Added	Earning	Remove
System Earning	Added	System Earning	Remove
Avg. CPM	Added	Avg. CPM	Remove
eCPM	Added	eCPM	Remove
Avg. CPC	Added	Avg. CPC	Remove
Cost / converted clicks	Added	Cost / converted clicks	Remove
Earning / converted clicks	Added	Earning / converted clicks	Remove
Profit / converted clicks	Added	Profit / converted clicks	Remove
ROI	Added	ROI	Remove
Actions	Added	Actions	Remove
Action rate	Added	Action rate	Remove
Earned / actions	Added	Earned / actions	Remove
Earned / actions	Added	Earned / actions	Remove

Create report   Cancel

Advertiser Reports: Campaigns, Groups, Ads, Placements, Categories, Keywords, Countries, Languages, Devices, OSs, Browsers, Providers, Connections

Customize columns

Select metrics		Drag and drop to reorder	
Impr.	Added	Site Name	
Clicks	Added	Site Status	
CTR, %	Added	Impr.	Remove
Converted clicks	Added	Clicks	Remove
Click conversion rate	Added	CTR, %	Remove
Earning	Added	Converted clicks	Remove
eCPM	Added	Click conversion rate	Remove
Avg. CPC	Added	Earning	Remove
Earning / converted clicks	Added	eCPM	Remove
		Avg. CPC	Remove
		Earning / converted clicks	Remove

Create report   Cancel

orbitsoft.com

Publisher reports: Sites, Channels, Ad Types, Countries

Customize columns

Select metrics		Drag and drop to reorder	
Impr.	Added	Site	
Clicks	Added	Site Status	
CTR, %	Added	Impr.	Remove
Converted clicks	Added	Clicks	Remove
Click conversion rate	Added	CTR, %	Remove
Earning	Added	Converted clicks	Remove
eCPM	Added	Click conversion rate	Remove
Avg. CPC	Added	Earning	Remove
Earning / converted clicks	Added	eCPM	Remove
Actions	Added	Avg. CPC	Remove
Action rate	Added	Earning / converted clicks	Remove
Earned / actions	Added	Actions	Remove
		Action rate	Remove
		Earned / actions	Remove

Create report Cancel

Agency reports

Customize columns

Select metrics		Drag and drop to reorder	
Impr.	Added	Advertiser	
Clicks	Added	Keyword	
CTR, %	Added	Keyword Status	
Converted clicks	Added	Keyword Type	
Click conversion rate	Added	Impr.	Remove
Cost	Added	Clicks	Remove
Avg. CPM	Added	CTR, %	Remove
Avg. CPC	Added	Converted clicks	Remove
Cost / converted clicks	Added	Click conversion rate	Remove
Profit / converted clicks	Added	Cost	Remove
ROI	Added	Avg. CPM	Remove
Actions	Added	Avg. CPC	Remove
Action rate	Added	Cost / converted clicks	Remove
Cost / actions	Added	Profit / converted clicks	Remove
		ROI	Remove
		Actions	Remove
		Action rate	Remove
		Cost / actions	Remove

Create report Cancel

Geo Reports

	All time
	28.04.2009 — 07.12.2015

Impressions	▼
Impressions	
Clicks	
CTR	
Earned	
Conversions	
Conversion Rate	
Average CPC	
eCPM	

Country: United States
Period; 01.01.2014 - 06.03.2014
Impressions: 668

1 ▬▬▬▬▬▬▬▬▬▬▬ 668
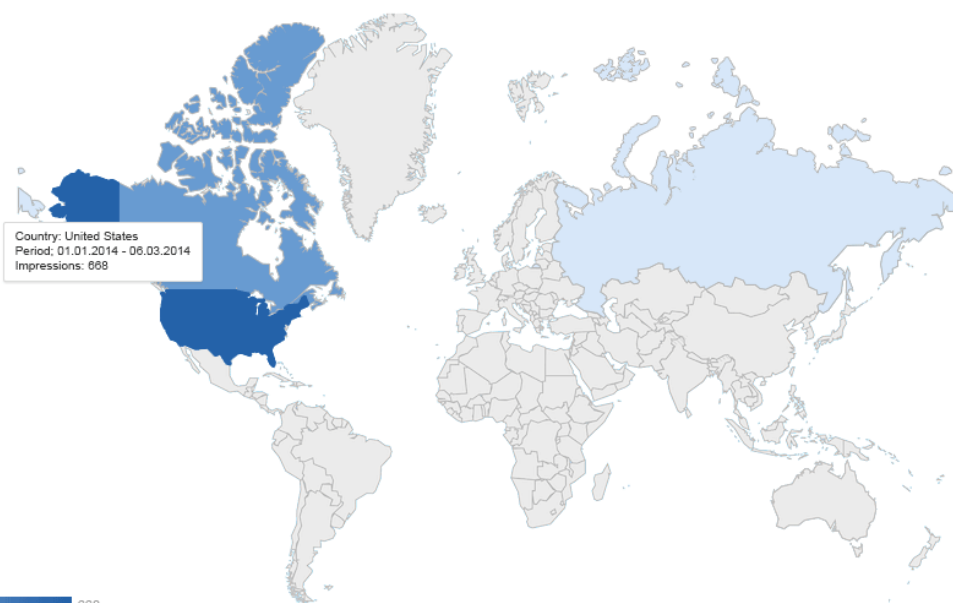
Country	Impressions ↓	Clicks	CTR	Cost	eCPM	Average CPC	Conversions	Conversion rate	Profit per conversion
1. 🇺🇸 United States	668	200	33.3%	$60.00	$00.00	$0.00	0	0.00%	$0.00
2. 🇨🇦 Canada	300	100	20%	$40.00	$00.00	$0.00	0	0.00%	$0.00

Viewability statistics

	ID ▼	●	Site domain	Status	Earnings	Clicks	Impressions	Viewability	CTR	eCPM	Alternative Impressions	Action
☐	148	●	09-06-test-admin.ru	active	USD 38.47	13	261	92.80 %	4.98 %	USD 147.41	245	Create channel
☐	147	●	07-06-test-admin.ru	active	USD 19.80	36	659	86.30 %	5.46 %	USD 30.05	115	Create channel
☐	66	●	furniture.test.ru	active	USD 0.00	0	0	74.20 %	0.00 %	USD 0.00	0	Create channel
☐	32	●	asso.orbitsoft.com	active	USD 13.59	8	138	61.60 %	5.80 %	USD 98.51	0	Create channel
☐	31	❚❚	test_targeting.ru	unapproved	USD 0.00	0	0	0.00 %	0.00 %	USD 0.00	0	Create channel
☐	15	●	vos.test.com	active	USD 4.93	5	87	0.00 %	5.75 %	USD 56.71	74	Create channel
☐	10	❚❚	test31_08.ru	unapproved	USD 0.00	0	0	0.00 %	0.00 %	USD 0.00	0	Create channel
☐	4	●	test1.test.ru	active	USD 0.00	0	0	0.00 %	0.00 %	USD 0.00	29	Create channel
	3	✖	test.test.ru	deleted	USD 0.00	0	0	0.00 %	0.00 %	USD 0.00	17	
			Total on this page		USD 76.80	62	1,145	0.00 %	5.41 %	USD 67.08	480	
			Total		USD 76.80	62	1,145	0.00 %	5.41 %	USD 67.08	480	

Show rows: 10 ▼   ◀◀ ◀ 1—9 of 9 ▶ ▶▶
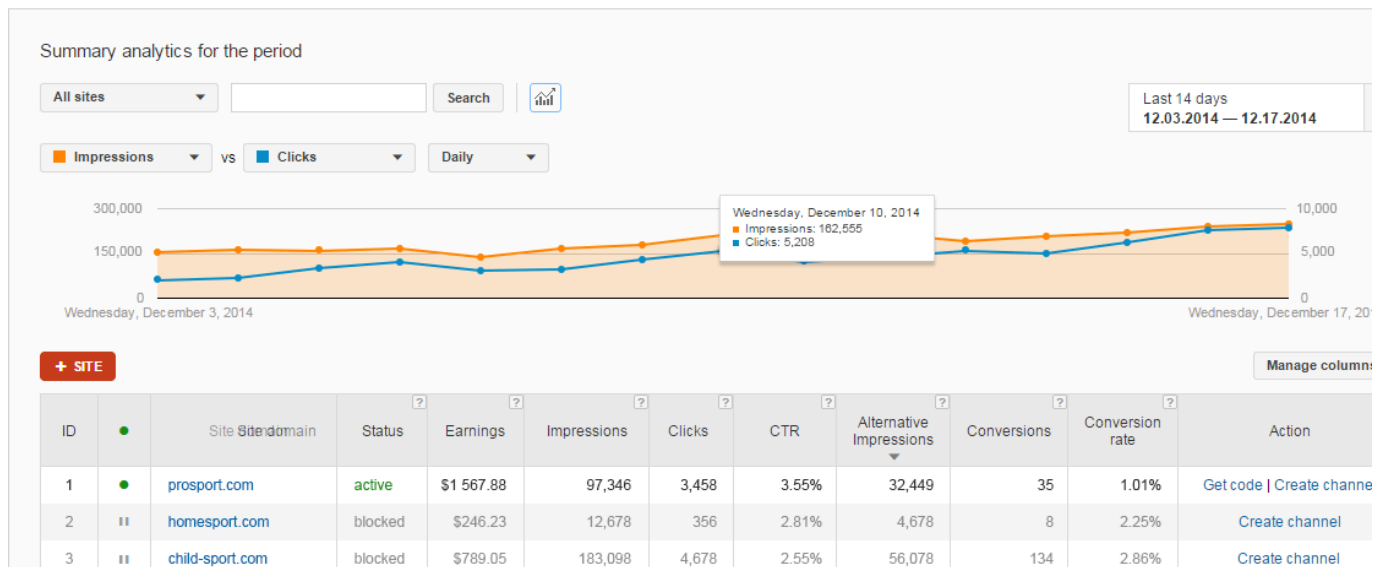
Executive Summaries and Dashboards

All Sites

Earnings [?]　Ad Impressions [?]　Ad Alternative Impressions [?]　Clicks [?]　CTR [?]　Conversions [?]　Conversion rate [?]

Today so far	Yesterday	This month so far	Last month	Current balance
$939.11	$894.23	$37,576.38	$37,683.38	$1,350.76
	+$97.28 vs same day last week	-$103.73 vs same day last month	+$178.99 vs month before	

Summary analytics for the period

| All sites ▼ | | Search | 📊 | | Last 14 days 12.03.2014 — 12.17.2014 |

■ Impressions ▼　vs　■ Clicks ▼　Daily ▼

```
300,000                                                          10,000
                              Wednesday, December 10, 2014
                              ■ Impressions: 162,555
150,000                       ■ Clicks: 5,208                     5,000

    0                                                                0
Wednesday, December 3, 2014              Wednesday, December 17, 20
```

+ SITE　　　　　　　　　　　　　　　　　　　　　　　　Manage columns

ID	●	Site Subdomain	Status	Earnings	Impressions	Clicks	CTR	Alternative Impressions	Conversions	Conversion rate	Action
1	●	prosport.com	active	$1 567.88	97,346	3,458	3.55%	32,449	35	1.01%	Get code | Create channe
2	∥	homesport.com	blocked	$246.23	12,678	356	2.81%	4,678	8	2.25%	Create channel
3	∥	child-sport.com	blocked	$789.05	183,098	4,678	2.55%	56,078	134	2.86%	Create channel

Change History

All change history

Change types: ☑ All　☑ Account　☑ Login　☑ Campaign　☑ Group　☑ Ad

| Today 07.12.2015 — 07.12.2015 ▼ |

Manage all campaigns

Refresh　**Show all details**　　　　　　　　Show rows: 100 ▼　⏮ ◀ 1—9 of 9 ▶ ⏭

DATE & TIME	CAMPAIGN	AD GROUP	CHANGES
Dec 7, 2015 12:43:57 PM			👤 Login was done from address **192.168.0.182**
Dec 7, 2015 12:42:04 PM			👤 Login was done from address **192.168.0.177**
Dec 7, 2015 12:33:06 PM			👤 Login was done from address **192.168.0.206**
Dec 7, 2015 12:27:53 PM			👤 Login was done from address **192.168.0.180**
Dec 7, 2015 12:03:10 PM			👤 Login was done from address **192.168.0.180**
Dec 7, 2015 11:42:44 AM			👤 Login was done from address **192.168.0.177**
Dec 7, 2015 10:59:53 AM			👤 Login was done from address **192.168.0.179**
Dec 7, 2015 9:52:39 AM			👤 Login was done from address **192.168.0.206**
Dec 7, 2015 8:00:58 AM			👤 Login was done from address **192.168.0.179**

Reporting is not real time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT+04:00) Moscow+00.

Transaction/Billing History

Transaction History

Current balance [?]

($202.34) Credit remaining
Last successful payment 12.02.2014 (**$500** Bank)

MAKE A PAYMENT

All transaction ▾	Summary ▾	Export ▾		Custom 10.01.2014 - 12.22.2014 ▾

Date	Description	Debits	Credits	Balance
Month Summary 12.01.2014 - 12.22.2014				**$1,096.82**
12.20.2014	Campaign activity: 2,378 Clicks 55,036 Impressions	$321.19		$1 418,01
12.15.2014	Campaign activity: 2564 Clicks 57609 Impressions	$299.31		$1 739,20
12.10.2014	Campaign activity: 2308 Clicks 55001 Impressions	$291.91		$2 038,51
12.04.2014	Campaign activity: 2111 Clicks 48907 Impressions	$243.25		$2 330,42
12.02.2014	Payments: Bank		$500,00	$2 573,67
12.01.2014	Payments: Administrator		$1 000,00	$2 073,67
12.01.2014	Start balance			$1 073,67
Month Summary 11.01.2014 - 11.30.2014				**$1,073.67**
Monthly Invoice 11.01.2014 - 11.30.2014				
11.28.2014	Payments: Administrator			
11.21.2014	Campaign activity: 2,378 Clicks 55,036 Impressions	$330.11	$1,000.00	$1,073.67
11.18.2014	Campaign activity: 2,378 Clicks 55,036 Impressions	$292.88		$73.67

Partner management

Advanced account & user modeling with 3rd-party logins

Manage Sub Administrators >

👤 Permissions: „**Administrator(admin@orbitscripts.com)**"

- ☑ Manage Agencies permission
- ☑ Manage Advertisers permission
- ☑ Manage Publishers permission
- ☑ Manage Channels of Publishers permission
- ☑ Create & View Reports permission
- ☑ Change Global Settings permission
- ☑ Manage / View Payments permission
- ☐ Manage Sub Administrators permission
- ☐ Manage Free Status permission

Save   Cancel

User Roles and Permissions

Advertisers >

👤 Permissions: „Test_adv (test69@orbita1.ru)"

- ☑ Create Campaigns permission
- ☑ Create Report permission
- ☑ Manage Conversion permission
- ☑ Manage Payments permission

Save   Cancel

Notification Settings

⚙ **Notification Settings**

Quick Search (ID, Type, Role, Event)   **Search**

☑	ID ▲	Type	Role	Event	Text	Action
☑	1	110001	advertiser	Successful account creation	Congratulation! Your account was successfully created and registered! <%platform%>	
☑	2	110001	publisher	Successful account creation	Congratulation! Your account was successfully created and registered! <%platform%>	
☑	3	110001	agency	Successful account creation	Congratulation! Your account was successfully created and registered! <%platform%>	
☑	4	110002	advertiser	User inactive in 9 days	Warning! Dear <%user_name%>! Your advertiser account is inactive <%value1%> days after registration. <%platform%>	Edit Values
☑	5	110002	publisher	User inactive in 10 days	Warning! Dear <%user_name%>! Your publisher account is inactive <%value1%> days after registration. <%platform%>	Edit Values
☑	6	110003	Admin	Account updated	Account settings was succesfully updated. <%platform%>	
☑	7	110003	advertiser	Account updated	Account settings was succesfully updated. <%platform%>	
☑	8	110003	publisher	Account updated	Account settings was succesfully updated. <%platform%>	

Newsletters

News >

⊕ **Create News**

To: `all ▼`

    all

Title: *   advertisers

    publishers

Publication Date: *   agencies

Message: *

[Save] [Cancel]

💡 * - required fields.

E-mail/SMS notifications

📑 **All messages**

[+ MESSAGE]   [✖ Delete]

Create E-Mail

| To all users | To Admins | To all admins | **To Advertisers** | To all advertisers | To Publishers | To all publishers | To Agencies | To all agencies |

Subject: [_____]   Advertisers filter: [Adv|]

Message: [_____]

Advertisers

AdvertiserInvitedByAgency (eugen) »
TestAdvertiser(byAgency)123 eu-a »
Eugenia_advertiser eugenia12345 »
Eugenia Lytaeva (advert) eugenia »
AdvertiserInvitedByAgency (eugen) »
TestAdvertiser(byAgency)123 eu-a »
Eugenia_advertiser eugenia12345 »
Eugenia Lytaeva (advert) eugenia »
AdvertiserInvitedByAgency (eugen) »

Selected advertisers

« AdvertiserInvitedByAgency (eugeni
« TestAdvertiser(byAgency)123 eu-ad
« Eugenia_advertiser eugenia12345
« Eugenia Lytaeva (advert) eugenia

[Save] [Cancel]

Administrator (admin@orbitscripts.com)   New campaign created

Administrator (admin@orbitscripts.com)   Ad was approved

Targeting

Geography (Country, Region/State, City, ZIP, Lat/Long)

Targeted locations: [?]

Which locations do you want to target in your campaign?

- ○ All countries and territories
- ● Let me choose

Targeted Locations	Remove all
United States, Louisiana, Columbia - city	Remove
United States, Pennsylvania, Columbia - city	Remove
United States, Delaware, Columbia - city	Remove

Columbi|

For example, a country, city, region, or postal code.

Advanced search

[Save] [Cancel]

Language

Targeted languages: [?]

eng

Languages	
English (English)	»
Bengali	»
Zhuang (Saɯ cueŋb; Saw cuengh)	»

Targeted languages	
«	**English (English)**

[Save] [Cancel]

Day / Time

Ad scheduling: [?]   Start Date: **15.05.2015**
End Date: **None**   Edit
Ad scheduling:

Time zone: [?]   ● 12 hours   ○ 24 hours

(GMT-08:00) Pacific Time ▾

	AM												PM											
	00	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

	Days	Hours	Legend
Select all	Weekday	Working	☐ Non-selected hours
Deselect all	Weekend	Non-working	☐ Selected hours

💡 Scheduling runs at server time. Server is set for **GMT+03:00** time zone. At the moment server time is **12:38**.

[Save] [Cancel]

Category

Narrow your targeting further (optional)

Categories		Target categories (2)	
⊞ Hobbies & Interests	»	« News > International News	
⊞ Home & Garden	»	« Law, Gov't & Politics	
⊞ Law, Gov't & Politics	»		
⊟ News	»		
International News	»		
National News	»		
Local News	»		
⊞ Personal Finance	»		
⊞ Society	»		

Select a targeting method ▼

Save Cancel

Device Producer

Targeted devices: [?]

Apple ▼   Add brand

Devices		Targeted devices	
iPhone 4S (A1387 6.0)	»	« Apple > iPhone 4.0	
iPhone 5 (A1429 6.0)	»	« Apple > iPhone 4S (A1387 6.0)	
iPhone 5.0	»	« Apple > iPhone 5.0	
iPhone 5.0 simulator	»	« Apple > iPhone 6.0	
iPhone 5.1	»		
iPhone 6.0	»		
iPhone 6.1	»		
iPhone 7.0	»		
iPhone Aspen SDK	»		
iPhone Emulator	»		
iPhoneOS MMS Client	»		
iPod Touch 1.0	»		
iPod Touch 2.0	»		

Save Cancel

Device type

Targeted device types: [?]

Browsers		Targeted device types	
PC	»	« Mobile	
Mobile	»	« Tablet	
Tablet	»		
Other	»		

Save Cancel

Network speed

Targeted net speeds: [?]

Net speeds		Targeted net speeds
Unknown	»	« Dial-up
Dial-up	»	« Cable or DSL
Cable or DSL	»	
Corporate	»	

Save   Cancel

Network Provider

Targeted providers: [?]

United States ▼

Providers		Targeted providers
34SP.com	»	« US > 360 Professional Services Group, LLC
360 Communications, LLC	»	
360 Professional Services Group, LLC	»	
360Networks (USA)	»	
3C Consulting Corporation	»	
3Com Corporation	»	
3dCart Shopping Cart Software	»	

Save   Cancel

Browser

Targeted browsers: [?]

Browsers		Targeted browsers
Google Chrome	»	« Safari
FireFox	»	
Opera	»	
Safari	»	
Internet Explorer	»	
Others	»	

Save   Cancel

orbitsoft.com

OS

Targeted operating systems: [?]

Operating Systems		Targeted operating systems	
Windows	»	« iOS	
Mac OS X	»		
iOS	»		
Linux	»		
Android	»		
Others	»		

Save Cancel

Connection type

Connection type [?]

Connection type		Targeted connection types
Cellular	»	All connection types
WiFi	»	
Ethernet	»	

Save Cancel

Mobile device

Targeted devices: [?]

ZTE ▼   Add brand

Devices		Targeted devices
C R750	»	All devices
C S265 Movilnet	»	
C X992	»	
C362	»	
C705	»	
C78 MetroPCS	»	
C79 MetroPCS	»	

Save Cancel

Remarketing

ID ▼	●	Name	Period	Description	Actions
18	●	Pharmacy	30		Get Tracking Code
17	●	Gamping	30	Interested in gambling	Get Tracking Code
16	●	Mobile	10	Interested in mobile devices	Get Tracking Code

Show rows: 10 ▼   ◀◀ ◀ 1—3 of 3 ▶ ▶▶

Keyword

Keyword	Bid
Device	USD 0.00
Mobile device	USD 0.00
PC	USD 0.00
Phone	USD 0.00
Add keyword	USD

Ad Tracking

Revenue Tracking

All Sites

Earnings ?   Ad Impressions ?   Ad Alternative Impressions ?   Clicks ?   CTR ?   Conversions ?   Conversion rate ?

Today so far	Yesterday	This month so far	Last month	Current balance
$939.11	$894.23	$37,576.38	$37,683.38	$1,350.76
	+$97.28	-$103.73	+$178.99	
	vs same day last week	vs same day last month	vs month before	

Standard Impression and Click Tracking

	ID	●	Ad	Ad Type	Current Status	Clicks	Cost	Impressions ▾	Viewability	CTR	Average CPC
☐	1608	❚❚	FullScreen_Mobile_4 http://ya.ru	1024 × 768	paused	4	USD 36.00	216	6.02 %	1.85 %	USD 9.00
☐	1876	●	Native_gif ya.ru http://ya.ru	240 × 240	active	3	USD 3,000.00	202	3.96 %	1.49 %	USD 1,000.00
☐	1586	●	Banderole_Image http://ya.ru	770 × 250	active	6	USD 28.00	175	16.00 %	3.43 %	USD 4.67
☐	1676	●	Interstitial_SwF http://ya.ru	250 × 250	active	48	USD 106.00	141	18.44 %	34.04 %	USD 2.21
☐	1605	●	FullScreen_Mobile http://ya.ru	480 × 320	active	10	USD 90.00	102	12.75 %	9.80 %	USD 9.00
☐	1600	●	Interstitial_RichMedia http://ya.ru	500 × 400	active	34	USD 82.00	77	14.29 %	44.16 %	USD 2.41

Action/Conversion, Post-Click and Post-Impression (View-Through)

+ CONVERSION TRACKING   ✕

	ID ▾	●	Action Name	Campaign	Tracking Purpose	Profit Per Conversion	Total Conversions	Actions
☐	47	●	Conv_install	Display_cpa_30_08	Purchase/Sale	USD 12.00	24	Edit | Get Tracking Code
☐	33	●	Conv_first_purchase	Display_cpc_30_08	Purchase/Sale	USD 12.93	6	Edit | Get Tracking Code

Show rows: 10 ▾   ⏮ ◀ 1—2 of 2 ▶ ⏭

Scalability / Flexibility

User API access

Expand systems features with custom programming