



# **Advertiser Self-Service Platform**

## **User Manual**

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## **Part 1 Account Information**

## I. Create an Account and Add Funds

## 1. Create an account

## **1) Register for an account**

Please visit the Mintegral website (<https://www.mintegral.com/en>), and click the “Sign up” button on the upper right corner and choose “As an Advertiser” from the drop-down menu to access the registration page.



## **2) Fill in the required information**

Fill in the required information about your company in the sign-up form.  
\*Suggested user name format: your company name in shorthand MTG

All fields marked with an asterisk (\*) are required. Please confirm that all provided info is true.

The user name should consist of English letters, symbols and numbers

Please agree with the Terms and Privacy Policy before registration.

# Sign Up

If there are any problems, please send an email to support@minintegral.com , thanks for your cooperation.

\* User Name

\* Email Address

\* Skype/Contact Number

\* Company Property

Publisher    AD Network    Other

Registered Business Name (EN)

\* Registered Business Address

- Location -

Address Details

\* Headquarter Address

- Location -

Address Details

\* Timezone

UTC +8 (Shanghai, Hong Kong, Kuala Lumpur, Manila, Singapore, Taipei, Perth)

\* Invoice Information

Company or personal name

Address Details

Company Website

Product Link

\* Settlement Currency 

USD    CNY

\* Qualification Documents 

Upload

\* Password

\* Confirm Password

\* How to know Minintegral

- How to know Minintegral -

I accept the [Terms of Service](#)

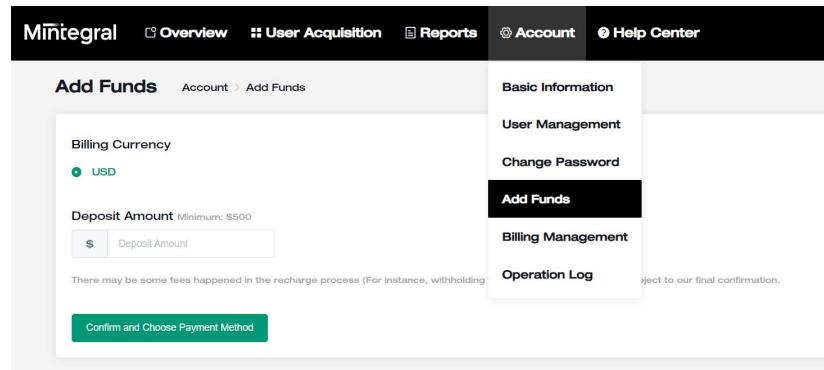
## 2. Add funds

Before starting your UA campaigns on Mintegral, please ensure your account has sufficient funds. Funds can be added as follows:

### 1) Add Funds to your accounts

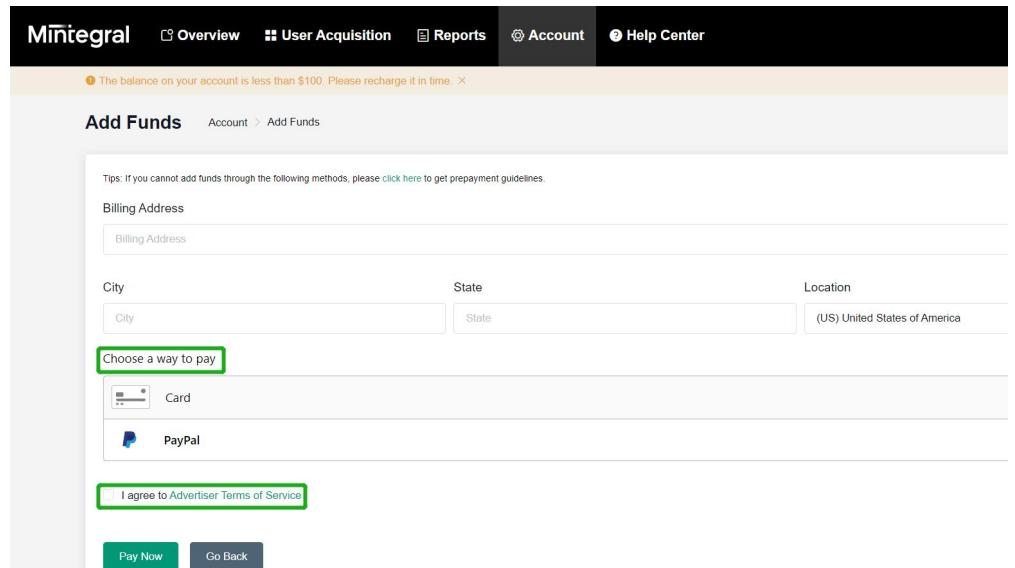
Once you log into the Mintegral Advertiser Self-service Platform, go to [Account] > [Add Funds] in the navigator.

\*The minimum recharge amount: \$500.00 USD



The screenshot shows the 'Add Funds' section of the Mintegral platform. It features a sidebar with links for Account, Help Center, Basic Information, User Management, Change Password, Add Funds (which is highlighted in black), Billing Management, and Operation Log. The main form allows users to set the Billing Currency to USD and enter a Deposit Amount of at least \$500. A note states there may be fees during the recharge process. A green button at the bottom says 'Confirm and Choose Payment Method'.

### 2) Confirm before you pay



The screenshot shows the 'Add Funds' confirmation page. It displays a note about the account balance being less than \$100. The 'Choose a way to pay' section is highlighted with a green box, showing options for 'Card' and 'PayPal'. Below this is a checkbox for agreeing to the 'Advertiser Terms of Service'. At the bottom are 'Pay Now' and 'Go Back' buttons.

Support bank card and PayPal

Please agree with Terms and Privacy Policy

## II. Account setting and management

### 1. Sub-account management

You can grant the sub-accounts the corresponding permissions, and set up separate login passwords for different users.

Note: If you limit the UA budget of sub-accounts, please keep an eye on the running status of UA campaigns, and adjust the budget limit accordingly in time.

The screenshot shows the Minintegral User Management interface. At the top, there's a navigation bar with links for Overview, User Acquisition, Reports, Account (which is highlighted), and Help Center. Below the navigation is a sub-menu for 'User Management' with options like '+Add User', 'User Management' (which is selected and highlighted with a green box), 'Change Password', 'Add Funds', 'Billing Management', and 'Operation Log'. The main content area displays a table with a single row for a user named 'test1000'. The table includes columns for User (with a toggle switch), Email, and several permission-based columns under 'Billing Management' and 'Operation Log'. The 'Billing Management' column shows 'Unrestricted' for View Campaigns and 'Permitted' for Add & Edit Campaigns. The 'Operation Log' column shows 'Restricted' for View Campaigns and 'Permitted' for Add & Edit Campaigns.

The screenshot shows the 'Add Sub User' form. It has a green header bar. Below it, there are three sections: 'Basic Information' (User, Email, Password), 'Permission' (View Campaigns, Add & Edit Campaigns), and 'Assign Credit' (Assignable Amount, Credit Details). The 'Permission' section shows 'View Campaigns' as 'Unrestricted' and 'Add & Edit Campaigns' as 'Permitted'. The 'Assign Credit' section shows an assignable amount of '\$0' and a credit detail of '\$ Unlimited'. At the bottom right are 'Cancel' and 'Submit' buttons.

The username should be consist of English letters, symbols, and numbers combined

If you set the limit for sub-accounts, the consumption amount of the main account will also be impacted

## 2. Update the account information

### 1) Update the basic information

The screenshot shows the Minintegral platform interface. The top navigation bar includes links for Overview, User Acquisition, Reports, Account (which is highlighted in black), and Help Center. Below the navigation, the main content area has a left sidebar with 'Basic Information' and 'Account > Basic Information'. The right sidebar contains links for User Management, Change Password, Add Funds, Billing Management, and Operation Log. A green box highlights the 'Basic Information' link in the sidebar.

Go to the [Account] field and choose the information you want to update.

#### Notice:

The “User Name” and “Business Name” cannot be changed. Please contact your Account Manager to update the info if necessary.

The screenshot shows the 'Basic Information' update form. It includes fields for User Name, Email Address, Skype/Contact Number, Registered Business Name (EN), Registered Business Address, Timezone (set to UTC +8), Main Address, Company Website, and Product Link. At the bottom, there is a 'Submit' button and links to 'Advertiser Terms of Service' and 'Privacy and Data Protection Addendum'.

User Name	<input type="text"/>
Email Address	<input type="text"/>
Skype/Contact Number	<input type="text"/>
Registered Business Name (EN)	<input type="text"/>
Registered Business Address	<input type="text"/>
Timezone	UTC +8 (Shanghai, Hong Kong, Kuala Lumpur, Manila, Singapore, Taipei, Perth) <input type="button" value="▼"/>
Main Address	<input type="text"/> <input type="button" value="1"/>
Company Website	<input type="text"/>
Product Link	<input type="text"/>

## 2) Change the password

Go to [Account]>[Change Password], and update the login password.

The screenshot shows the MinTEGRAL platform interface. At the top, there is a dark navigation bar with the following items: 'MinTEGRAL' logo, 'Overview' (with a bar chart icon), 'User Acquisition' (with a user icon), 'Reports' (with a document icon), 'Account' (selected, indicated by a grey background), and 'Help Center' (with a question mark icon). Below the navigation bar, the main content area has a light grey header with the title 'Change Password' and a breadcrumb trail 'Account > Change Password'. The main form area contains three input fields: 'Current Password', 'New Password', and 'Confirm Password', each with a corresponding text input box. A green 'Save' button is located at the bottom right of the form.

### Notice:

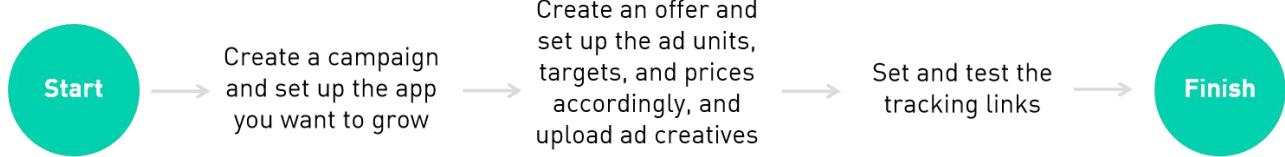
- The password must be between 8-20 characters long, and contain uppercase letters, lowercase letters, and numbers.

# **Part 2 Compliance Guidelines for Apps and Ad Creatives**

## **I. Mintegral's Compliance Standard for Advertising Materials**

# Part 3 Create and start a campaign

## I. How to create an ad campaign



## II. Preparation before starting a campaign

### 1. Requirements for Promoted Apps or Websites

- Apps that can be downloaded by either of the following methods:
  - iOS: Apps should be available on the Apple App store
  - Android: Apps should be available on the Google Play Store, or with the link to download the APK package
- Websites with URL links.

### 2. Creative standard

For video ad placements:

Adtype	Video part
interstitial video/ rewarded video/ native video	Video Pixel (required) Videos in both portrait (9:16) and landscape (16:9) orientation are required: 720x1280,1280x720 or 1080x1920, 1920x1080
	Video Pixel (optional) 768x1024,1024x768
	Video Length It's recommend to provide 6s, 15s, 30s video lengths, but at least one length is required
	Format MP4
	Bit Rate minimum 1500kbps
	Size maximum 50MB
Graph part	
Format jpg(required), jpeg, png, gif, bmp	
Size maximum 500K	
Dimension(required) 1200x627 (large graphic), 512x512 (icon)	
Dimension(optional) 720x1280, 768x1024	

For image ad placements:

Adtype	Video part	Graph part
	Video Pixel(required)	No video creative required
banner/ display interstitial/ Display native/ More offer/ Splash AD	Format Size Dimension(required)	jpg(required), jpeg, png, gif, bmp maximum 500K 1200x627 (large graphic), 512x512 (icon)
	Dimension(recommended)	720x1280, 768x1024, 320x50, 728x90, 640x120

## 1) Required creative

Video ad creatives of the following sizes are required for all offers: video assets of 16:9 and 9:16, images of 1200x627px, and icons of 512x512.

\*Required formats are highlighted in green in the image above

## 2) Playable Creative (Optional)

The playable ads have a significant effect on improving the conversion rate of UA campaigns, which can be set by uploading a ZIP package.

## 3. Third-party data attribution links

- Supporting Mobile Measurement Partners (MMPs): Adjust, Appsflyer, Kochava, Singular, Tenjin, Tune(MAT), Recloud, Branch, etc.

\*For more supported MMPs, please refer to the UA campaign setting page. If there is no MMPs you are using above, please contact AM for help.

- Set up the corresponding MMP SDK for the promoted apps based on the MMP's developer guidelines.
- Set up the attribution link for Mintegral

# III. The Process of a UA campaign

## 1. Create a campaign

### 1) Go to [User Acquisition] > [Campaign List] > [Create Campaign]

The screenshot shows the Minintegral User Acquisition interface. At the top, there are navigation links: Overview, User Acquisition (which is highlighted with a green border), Reports, Account, and Help Center. On the right side, there are links for Logout and Language selection (English). Below the navigation, the title 'Campaign List' is displayed, along with a breadcrumb trail: User Acquisition > Campaign List. There are search filters for Campaign Name, Platform, and Delivery, followed by buttons for Search Campaign, Create Offer, and a prominent green 'Create Campaign' button. A message icon is also visible. The main area shows a table with columns: Campaign Name, Delivery, Action, Daily Budget, Active Offers, Spend, CVR, CPI, and Total Offers. The table has a dark header and light rows. A note at the bottom of the table states: 'Spend, CVR and CPI numbers cover the last 7 days'. The entire interface has a clean, modern design with a white background and light gray accents.

## 2) To create a campaign as follows

### Step 1: choose the promotion type

If the product you want to promote is a mobile app, please choose [App]. If you want to promote a website page, choose “Not app, it’s a website”.

The screenshot shows the 'Create Campaign' interface. At the top, the title 'Create Campaign' is displayed, along with a breadcrumb trail: User Acquisition > Campaign List > Create Campaign. On the right, there is a 'Advertising Balance' indicator. The main form is titled 'Promote Type' and contains two radio button options: 'App' and 'Not app, it's a website'. Both options are currently unselected. A large green 'Next' button is located at the bottom right of the form. The rest of the interface is mostly blank, suggesting a modal or a new window.

## Step 2: Fill in the information of the product that will be promoted

- If the type is “**website**”, fill in the required fields to create a campaign as follows:

Enter the domain name of the promoted website

Promote Type: Website

Landing Page: Please enter the landing page url you'd like to promote

Name the campaign

Campaign Name: [Input field]

Daily Budget: \$ [Input field]

Whether the ad can be displayed to the children under 13 years old

Open Budget (No Budget Cap)

This campaign is directed to children according to the Children's Online Privacy Protection Act (COPPA) 16 CFR 312

Upload the logo of the website to be promoted

Website Icon: [Upload button] Format: jpg, png, jpeg Dimension: 512x512 Size: 5M

Enter the name of the website to be promoted

Website Name: [Input field]

Platform: Android [Radio button] iOS [Radio button]

Select the OS for the ad to display

Category: [Input field]

Brief introduction of the website

No Data

No Data

All fields are required. Click [Create Campaign] when you finish all settings

Website Description: [Input field]

Back Create Campaign

- If you choose to promote your **apps**, please add the download link in the Preview Link field:

After entering the app store download link, click Next button

Minintegral Overview User Acquisition Reports Account Help Center Logout English

Create Campaign User Acquisition > Campaign List > Create Campaign

Promote Type: App

Preview Link: Please enter your iTunes App Store or Google Play URL here

Back Next

### Step 3: Finish adding the required information

- For app promotion campaigns, click the [Next] button after finishing the Step 2 to enter the final step as follows:

The screenshot shows the 'Create Campaign' interface. At the top, it says 'Create Campaign' and 'User Acquisition > Campaign List > Create Campaign'. The 'Promote Type' is set to 'App'. Below that, there's a 'Preview Link' field, a 'Campaign Name' field, and a 'Daily Budget' field with a '\$' sign. A checkbox for 'Open Budget (No Budget Cap)' is checked. There's also a note about COPPA compliance. An 'App Icon' field contains a small icon with a note: 'Format: jpg, png, jpeg', 'Dimension: 512x512', and 'Size: 5M'. Below that are fields for 'App Name', 'Package', and 'Size' (in MB). The 'Platform' section has radio buttons for 'Android' and 'iOS'. Under 'Category', there's a tree view showing 'iOS' and 'Games'. The 'Version' field shows '11.0' and 'To 99.0.0'. The 'App Description' field is partially visible. At the bottom right are 'Back' and 'Create Campaign' buttons.

The default campaign name is the app name

Make sure whether the mobile app meets the Children's Online Privacy Protection

After completing settings on the page, click this button to complete ad setup

- If the promoted product is an **APK installation package that is not listed in the app store**, after entering the app download link, you still need to fill in the following 5 required info.

Fill in the correct product version number and release time

App Version	<input type="text"/>
Update Time	<input type="text"/> Required Start Time
Developer Name	<input type="text"/>
Privacy Url	<input type="text"/> Required
Sensitive Permission	<input type="text"/> Required

**Back** **Create Campaign**

Privacy Policy Address must be actual and valid

Fill in the default general permissions

Notice:

1. If the app download link is an App Store or Google Play link, the basic app info will be automatically extracted and filled in, and you will only need to fill in the campaign name. If the app info are not automatically filled in, you will need to add the required information manually.
2. If the app link is not an App Store or Google Play link, you will need to manually fill in the basic app details. For example, APK product information cannot be automatically captured by our system and needs to be added manually.

#### Step 4: Complete the campaign creation

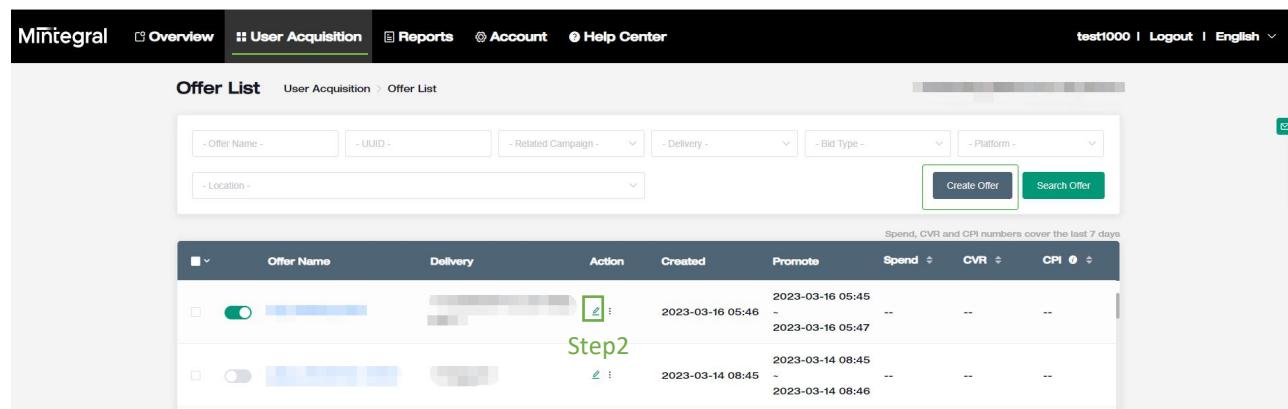
After creating your campaign, you will be able to view and edit it in the “Campaign List” in the “User Acquisition” section.

The screenshot shows the Minintegral User Acquisition dashboard. At the top, there are navigation tabs: Overview, User Acquisition (which is highlighted with a green box), Reports, Account, and Help Center. Below the tabs, there's a search bar labeled "Campaign List" with a dropdown menu for "Offer List". To the right of the search bar are buttons for "Search Campaign", "Create Offer", and "Create". On the left, there's a sidebar with sections for "Manage Creative", "Playturbo", "Target Setting", "Manage Event", "Manage Audience", and "XMP". The main area displays a table for the "Campaign List" with columns: Action, Daily Budget, Active Offers, Spend, CVR, and CPI. Each row represents a campaign with status indicators (green, grey, red) and numerical values for each metric.

## 2. Create an offer

- 1) Click “Create Offer” next to your campaign as shown below:

Step1



The screenshot shows the Minintegral interface with the following details:

- Header:** Minintegral, Overview, User Acquisition (highlighted), Reports, Account, Help Center, test1000 | Logout | English.
- Breadcrumbs:** Offer List > User Acquisition > Offer List.
- Search Bar:** Offers Name, UUID, Related Campaign, Delivery, Bid Type, Platform, Location, Create Offer (button highlighted with a green box), Search Offer.
- Table Headers:** Offer Name, Delivery, Action, Created, Promote, Spend, CVR, CPI.
- Table Data:**

Offer Name	Delivery	Action	Created	Promote	Spend	CVR	CPI
[Redacted]	[Redacted]	[Redacted]	2023-03-16 05:46 ~ 2023-03-16 05:47		--	--	--
[Redacted]	[Redacted]	[Redacted]	2023-03-14 08:45 ~ 2023-03-14 08:46		--	--	--

Step2

## 2) Create an offer as follows:

### Step 1: Fill out the basic info

1. Input Basic Info    2. Fulfill Targeting Info    3. Set Bid Rate & Budget    4. Upload Creatives

Select the bid type

Select the created campaign

If you can't find the related campaign, you can create a new one here, and relate the offer to the campaign.

Name the offer

All fields are required. When you finish all settings, click "Next"

It can only be started after the post back test. We suggest you to move back the start time, such as 2030, and revise the setting after the post back test is done.

If you want to stop the unit manually, please leave the blank empty. If not, please set the ending time.

Bid Type: - Bid Type -

Related Campaign: - Related Campaign -

+ Add Campaign

Offer Name: [Input field]

Delivery Time Zone: UTC +1 (Amsterdam, Berlin, Brussels, Paris, Prague, Rome, Algiers)

Delivery Time: Long-term (Configure start and end time)

Delivery Schedule: All (Custom Ad Schedule)

Next

## Step 2: Choose targeting options

1      2      3      4

Input Basic Info      Fulfill Targeting Info      Set Bid Rate & Budget      Upload Creatives

**Target Locations**

Global      Custom Country / City

Type to add locations

Location	Exclude	Selected	Clear
(BA) Bosnia and Herzegovina	>	No Data	
(BB) Barbados	>	No Data	
(BD) Bangladesh	>	No Data	
(BE) Belgium	>	No Data	
(BF) Burkina Faso	>	No Data	
(BG) Bulgaria	>	No Data	
(BH) Bahrain	>	No Data	

Add Location in Bulk

**Select specific countries or cities**

**Platform**

Android      iOS

**System Version**

Android 4.x      To      unlimited

**Device Type**

All      Phone      Tablet

**Model Type**

All      Include      Exclude

**Network**

All      Custom Network

Advanced Targeting

Select the min OS version      Select the target devices

Back      Next

## Step 3: Set the bid price and budget

In the following countries where there is no specified bid, the default bid rate will be the final bid

specify budget and CPI by location here

You can set bids for different countries

Budget will be shared if there are multiple target countries

The screenshot shows the configuration interface for setting bid prices and budgets. It includes fields for Bid Type (CPI), Default Bid Rate (\$ 0.8), Bid Rate by Location (UA Ukraine, \$ 0.7), Add Optimization Goal (No selected), Budget For (For All Area), Set Daily Cap By (Spending Budget selected), Daily Spending Budget (\$), and Advanced Setting options.

**Bid Type**  
CPI  
cpi Cost per Install . When a user installs and runs your app

**Default Bid Rate**  
\$ 0.8

**Bid Rate by Location**  
(UA) Ukraine  
Add Location in Bulk  
\$ 0.7

**Add Optimization Goal**  
Yes No

**Budget For**  
For All Area For Special Area

**Set Daily Cap By**  
• Spending Budget ○ Conversion

**Daily Spending Budget**  
\$  
Open budget (no budget cap)  
Advanced Setting

Back Next

### 3. Upload the creatives

Creatives can be used in your campaign only after they have been approved by our internal review team. The review process is usually completed within 24 hours.

#### 1) Upload the image and video creatives

Click to upload creatives. You can upload new creative, or add the existing creative that has been used on other offers

The more creative dimensions you upload, the more ad types and traffic your campaign can cover

Ad Type

The creatives added above will determine what ads are eligible below. [Click here](#) to learn more about each individual ad.

- Image
  - Ad Type
    - Banner
    - Display Interstitial
    - Display Native
    - Appwall
    - More Offer ⓘ
    - Splash AD
  - Video
    - Ad Type
      - Interstitial Video
      - Native Video

Creative Details

Mintegral Ad Content Policies and Guidelines

Image Or Video    Playable Ads    Dco Ads

Select to Delete    Move Creative (Offer)

Creative that has been uploaded

#	ID	Creative File	Creative Type	Location	Pixel / Dimension	Supported Ad Type	Created
<input type="checkbox"/>	180 308 431 1	icon_512x512	Image	All	512x512		default

### For video ad placements:

Adtype	Video part	
interstitial video/ rewarded video/ native video	Video Pixel (required)	Videos in both portrait (9:16) and landscape (16:9) orientation are required: 720x1280,1280x720 or 1080x1920, 1920x1080
	Video Pixel (optional)	768x1024,1024x768
	Video Length	It's recommend to provide 6s, 15s, 30s video lengths, but at least one length is required
	Format	MP4
	Bit Rate	minimum 1500kbps
	Size	maximum 50MB
	Graph part	
	Format	jpg(required), jpeg, png, gif, bmp
	Size	maximum 500K
	Dimension(required)	1200x627 (large graphic), 512x512 (icon)
	Dimension(optional)	720x1280, 768x1024

### For image ad placements:

Adtype	Video part	
banner/ display interstitial/ Display native/ More offer/ Splash AD	Video Pixel(required)	No video creative required
	Graph part	
	Format	jpg(required), jpeg, png, gif, bmp
	Size	maximum 500K
	Dimension(required)	1200x627 (large graphic), 512x512 (icon)
	Dimension(recommended)	720x1280, 768x1024, 320x50, 728x90, 640x120

- When uploading new or adding existing creatives, they can be grouped by language, theme, style etc. If there is no need to group the creatives, they will automatically be part of the default set (note: previous creatives will be associated with the default set by default).
- If you need to associate a creative to another set in the offer, you can switch in Creative Set Name, or add New Creative Set, and then associate the creative to the new creative set.

**(Note: Multiple creative sets with the same name cannot be used in the same offer.)**

**Upload New Creatives**

Upload Creatives

Drop file here or click to upload

Upload progress: 0%

Creative Details

Creative File	Creative Type	Pixel / Dimension
No Data		

Total 0 < 1 > Go to 1 10/page

Apply for Locations

For All Locations  For Specific Locations

Belong to Creative Set  
Creative Set Name  
default

click to switch ——————  
click to add New Creative —————— add New Creative Set

Cancel Apply

- If you need to transfer the uploaded creatives in batches, you can check the creatives group of each creative in the offer by going to the Creative Details section and then transfer them in batches by selecting the relevant creatives.

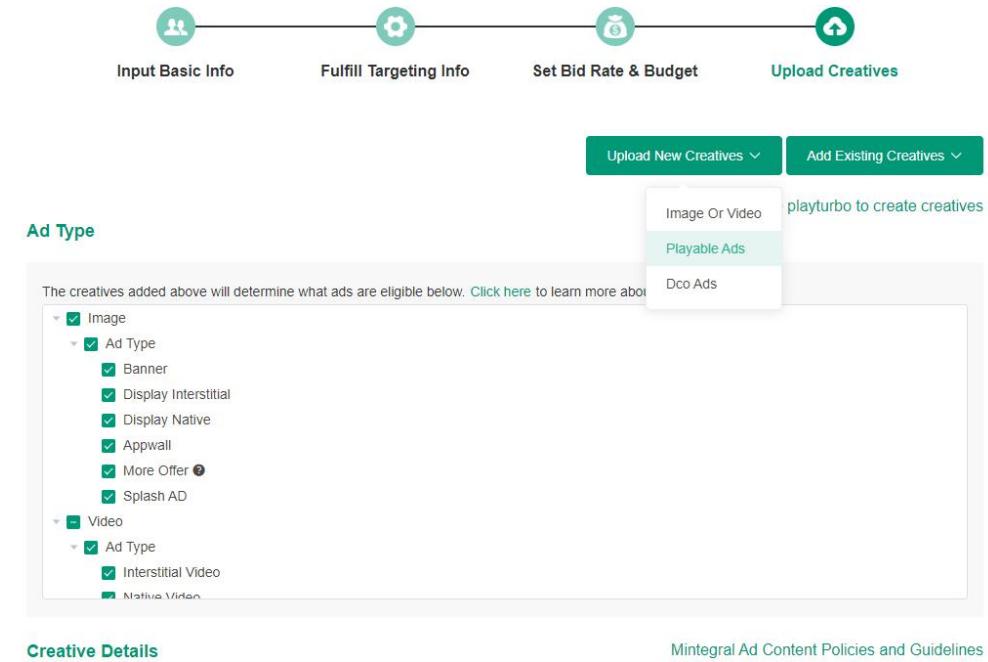
**Creative Details** Mintegral Ad Content Policies and Guidelines

Image Or Video		Playable Ads	Dco Ads			
Select to Delete	Move Creative (Offer)					
ID	Creative File	Creative Type	Location	Pixel / Dimension	Supported Ad Type	Creative S
180	i_512x512	Image	All	512x512		default
308						
431						
1						

Total 1 < 1 > Go to 1 10/page

## 2) Upload Playable Ads:

If you want to advertise with playable ads, upload your new creatives as below.



**Step 1:** Upload the ZIP file of the creatives from a local path, click the demo to test. Then select the playable type, language, area, and the associated creative set of the playable ads.

**Step 2:** Once the test is passed, the creatives you upload will need to be reviewed by our internal review team. The review process for interactive creatives generally takes 1-2 working days and you can check the review status in the "Delivery" column to see if it is "Pending", "Rejected" or "Active".

**Upload New Creatives**

Upload By  Upload zip from a local path  URL

Language English

[Guidance For Playable Ads](#)

Your upload file should be Zip File, overwritten after uploading. Your file size must be under 5MB, and it can be drag-and-drop. Upload file's name only allows letters, numbers, underscores.

[Click here to upload](#)


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**Test Results**

<input checked="" type="checkbox"/> HTML requirements	Done
<input checked="" type="checkbox"/> CTA Call method	Done
<input checked="" type="checkbox"/> Game End Call method	Done
<input checked="" type="checkbox"/> Game Ready Call method	Done
<input checked="" type="checkbox"/> Game Start Call method	Done
<input checked="" type="checkbox"/> Game Close Call method	Done
<input checked="" type="checkbox"/> File handling method	Done
<input checked="" type="checkbox"/> File Spec	Done
<input checked="" type="checkbox"/> Storage requirements for assets dependent o...	Done
<input checked="" type="checkbox"/> Code exception	Done

Test Success

Creative You've Uploaded

Creative Name	Size
Mintegral	2.26 M

Apply Creatives for Area

All Area in Offers  Specific Area in Offers

Belong to Creative Set

Creative Set Name

[add New Creative Set](#)

[Cancel](#) [Submit](#)

The screenshot shows a table with columns: Creative File, Language, Location, Upload By, Size, Creative Set Name, and Delivery. One row is highlighted with a green border, showing 'mintegral' as the file name, 'Azerbaijani' as the language, 'All' as the location, 'Zip' as the upload type, '2.47 MB' as the size, 'default' as the creative set name, and 'Rejected' with a warning icon as the delivery status.

### 3) Text assets translation (optional)

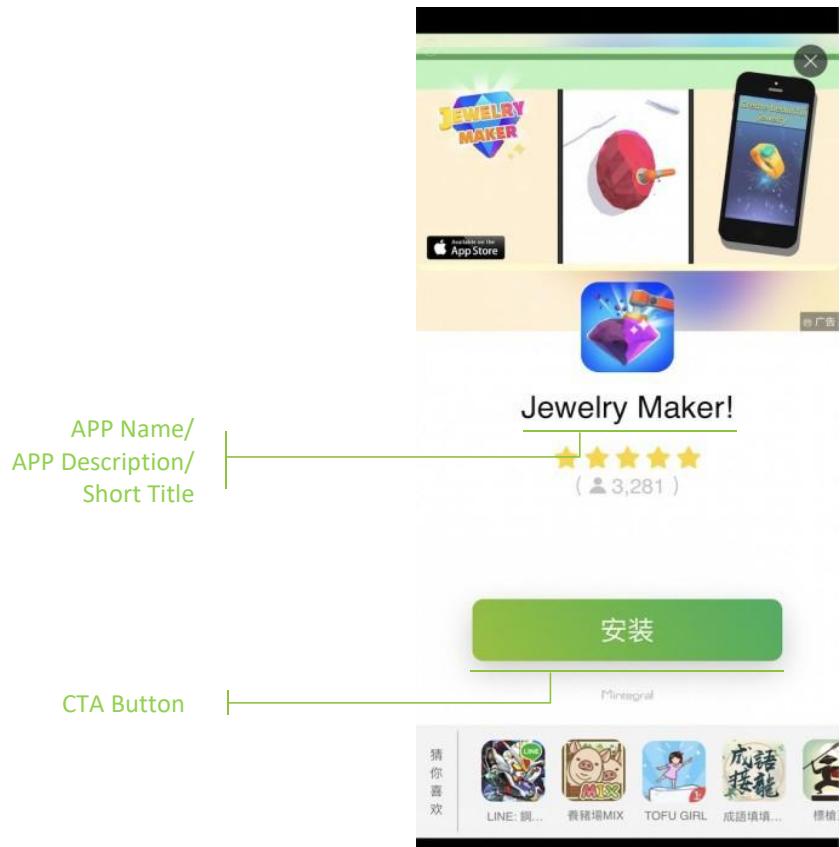
This is an optional feature that translates the original text into the language of the target area. The specifics are as follows:

#### Step 1: Add creative type

The top part shows the 'Text Assets' interface with a table for translating text. The bottom part shows the 'Creative Type' management interface, which includes a dropdown menu for selecting creative types like CTA Button, APP Name, APP Description, etc., and a table for managing these types across different languages and locations.

Note: An End-card template will be generated automatically, including the APP name, APP Description, CTA Button, Short Title.

Example:



**Step 2:** In the regional filter at the top of the list, you can filter the location to view the corresponding core creative details. The processes are the same as those for creating an offer, and users can update the text assets on this page.

Note: During the UA process of the offer, if the corresponding location does not contain the required creatives, our system will automatically capture the relevant content from the App Store or the Campaign. This means that any special settings here will not affect the offer that the advertiser has already created.

**Step 3:** Use the translation feature to complete the conversion of the target language (optional)

The screenshot shows the 'Text Assets' interface. At the top, there's an input field labeled 'Input Text' containing the text 'install now'. To the right of the input field is a 'Translate' button. Below the input field is a table titled 'Copy Translation To' with columns for Language, Location, and Translation. The table lists four languages: English, German, Korean, and Ukrainian, each with its corresponding location and translated text. Annotations in green text with arrows point to specific elements: 'Input the content that needs to be translated' points to the 'Input Text' field; 'Click "Translate"' points to the 'Translate' button; and 'Select the target language' points to the 'Language' column in the table.

Language	Location	Translation
English	AU,BQ,BY,UK	install now
German	AT	jetzt installieren
Korean	KR	지금 설치
Ukrainian	UA	встановити зараз

Total 4 | Go to 1 | 20/page

+ Add New

ID	Creative Type	Value	Language	Location	Action
	CTA Button	11	English	all	Delete

Total 1 | Go to 1 | 10/page

Cancel | Update To Offer

**Step 4:** Copy the translated content to the corresponding position, select the promotion location

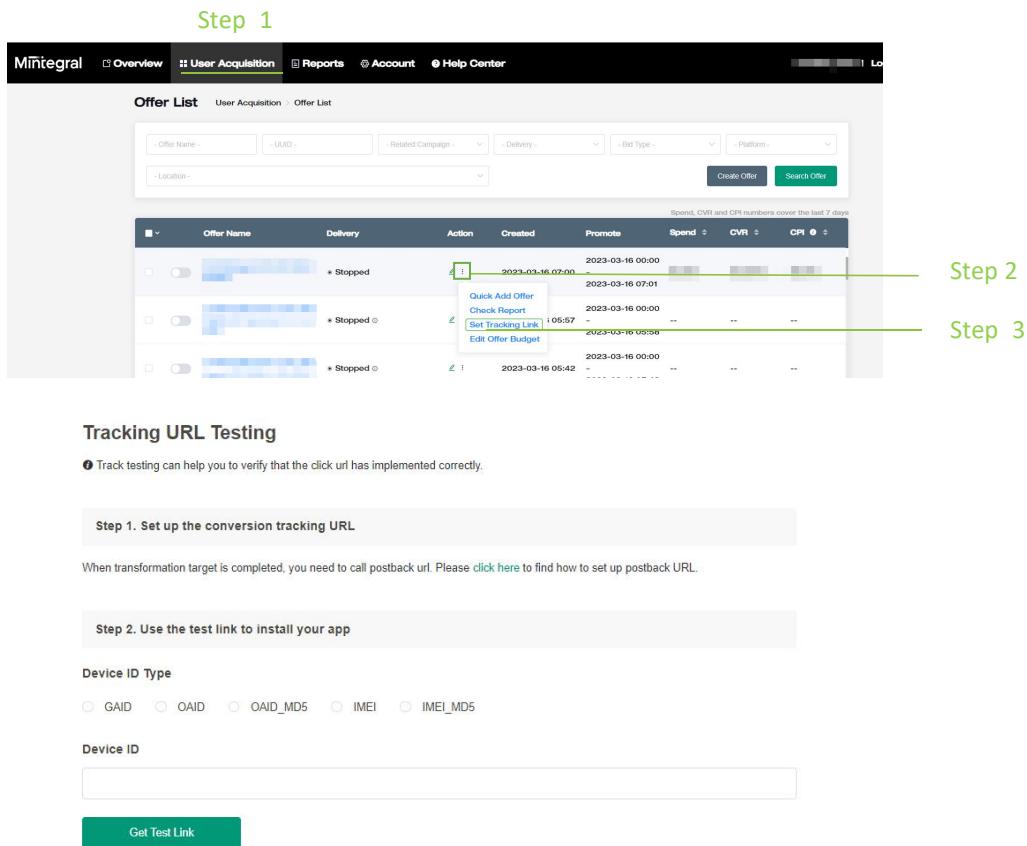
The screenshot shows the 'Text Assets' interface. At the top, there is an input field labeled 'Input Text' containing the text 'install now'. To the right of the input field is a 'Translate' button. Below the input field is a dropdown menu labeled 'Copy Translation To'. A callout bubble points to this dropdown with the text 'Click the button to copy the translated text to the corresponding position'. The main area contains a table with four columns: 'Language', 'Location', and 'Translation'. The table has four rows, each corresponding to a different language: English, German, Korean, and Ukrainian. The 'Translation' column for each row contains the text 'install now' in the respective language. Below this table is a pagination control with 'Total 4' and a page number '1'. A green callout bubble points to the bottom of the table with the text 'The translated text and the corresponding location will be here'. At the bottom of the interface, there is a table with columns 'ID', 'Creative Type', 'Value', 'Language', 'Location', and 'Action'. A new row is being added, indicated by a green '+' icon next to 'Add New'. This new row has the following values: 'CTA Button' for Creative Type, 'jetzt installieren' for Value, 'German' for Language, 'all' for Location, and a 'Delete' link for Action. Below this table is another pagination control with 'Total 1' and a page number '1'. At the bottom right are 'Cancel' and 'Update To Offer' buttons.

Language	Location	Translation
English	AU,BQ,BY,UK	install now
German	AT	jetzt installieren
Korean	KR	지금 설치
Ukrainian	UA	Встановити зараз

ID	Creative Type	Value	Language	Location	Action
	CTA Button	jetzt installieren	German	all	Delete

## 4. Set tracking links

After you have successfully created an offer, you need to configure your tracking links. Please note that the clicking URL for CPI offers must be set up correctly. You can only activate the offer once the testing phase has been completed successfully.



The screenshot illustrates the process of setting tracking links for an offer. It consists of three main sections:

- Step 1:** Shows the "Offer List" screen with various filters and a search bar. Offers listed are all marked as "Stopped".
- Step 2:** A detailed view of one offer row. A context menu is open over the offer, with the "Set Tracking Link" option highlighted. The offer details include creation date (2023-03-16 07:01), promotion status (Promote), and performance metrics (Spend, CVR, CPI).
- Step 3:** The "Tracking URL Testing" page. It provides instructions for setting up a conversion tracking URL and includes fields for Device ID Type (GAID, OAID, OAID\_MD5, IMEI, IMEI\_MD5) and Device ID, along with a "Get Test Link" button.

### How to set tracking links:

- For CPM offers, tracking links are not necessary. You can run the offer once you create it.  
\*Note: It is recommended to fill in tracking links to track conversions and user events for better optimization.)
- Please remember to save the Clicking URL first and then you can successfully get the links by clicking the "Get Test Links" button.
- If you use MMP attribution, please click "Save" and enter the automated testing process. There's no need to test manually and please check the testing status after 2-4 hours. If the test failed, please correct the error and test again manually. You may choose automated testing or manual testing. Once you've passed either of these tests, you can start to run your campaign offers. If you choose manual testing, please follow the

instructions below to fill out your testing device ID and download the app to pass the test. If the manual testing fails, please check if MMP receives the install or contact your account manager for more information.

- As S2S integration doesn't support automated testing for now, please contact your account manager or technical support staff for testing.

The screenshot shows the 'Set Tracking Link' page under 'User Acquisition > Offer List'. The page has a header 'Advertising Balance:' and a navigation bar with tabs 'User Acquisition', 'Offer List', and 'Set Tracking Link'.  
**Notes:**  
When you edit and save a new tracking link, it will be temporarily saved to the new test click url. After successfully testing the new link, it will automatically update to the actual click tracking link used.  
To send user data to a third-party tracking service, you will need to provide us with a base URL for the tracking service and include the supported parameters for the data you want to receive.  
For details about the macros in tracking url and integration, please check this document.  
Any problem? Please contact "support@minigral.com" for help.  
**Offer Name:**  
mp\_ExisAPP\_0826  
**Tracking Method:**  
S2S  
**Impression URL:**  
[Empty input field]  
[Edit Parameters In Visual Tool]  
**Click URL:**  
[Empty input field]  
[Edit Parameters In Visual Tool]  
**Support server-side click:**  
 Yes    No  
**Test Result:** Success  
**Save**  
  
**Tracking URL Testing:**  
Track testing can help you to verify that the click url has implemented correctly.  
**Step 1. Set up the conversion tracking URL:**  
When transformation target is completed, you need to call postback url. Please click here to find how to set up postback URL.  
**Step 2. Use the test link to install your app:**  
**Device ID:**  
[Empty input field]  
**Get Test Link**  
**Step 3. Perform Actions in Your App:**  
Open your app. It should create a session which you will then verify in the next step.  
Perform the actions in your app that you defined for each conversion (e.g. registration).  
**Test Result:** Success

## 5. How to Copy Offers

When creating offers, you may want to create multiple offers with different criteria with similar content. To do this, you can simply copy the existing offer to create new ones efficiently.

**Step 1**

**Step 2**  
**Step 3**

Click the "Quick Add Offer" button and the selected offer will be duplicated. You will just need to check the offer information separately and revise any details you need.

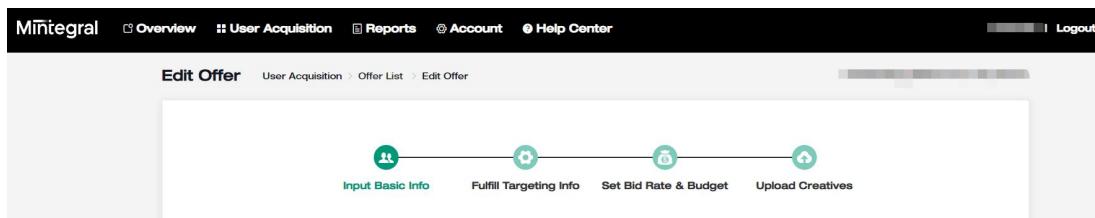
## IV. Campaign Management

### 1. Modify and Update Ad Campaign Information

You can change, modify or update the information of your ad campaigns via [User Acquisition] - [Campaign List] - [Edit Campaign]:

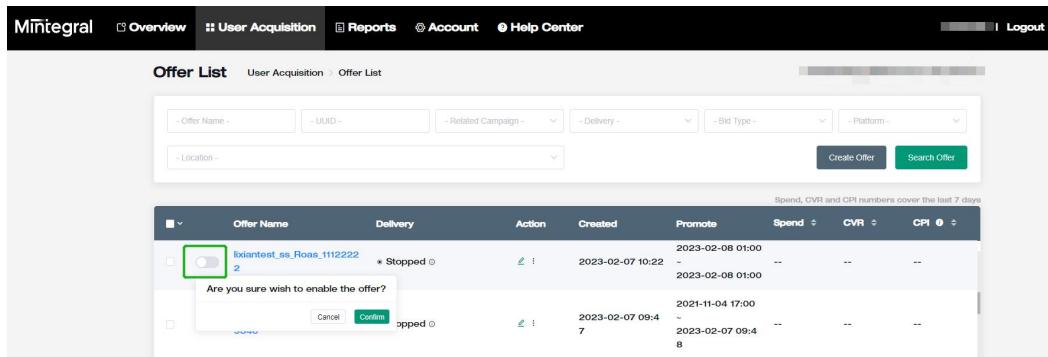
#### Modify and Update Offer Info:

The operations is same as creating ad offers.



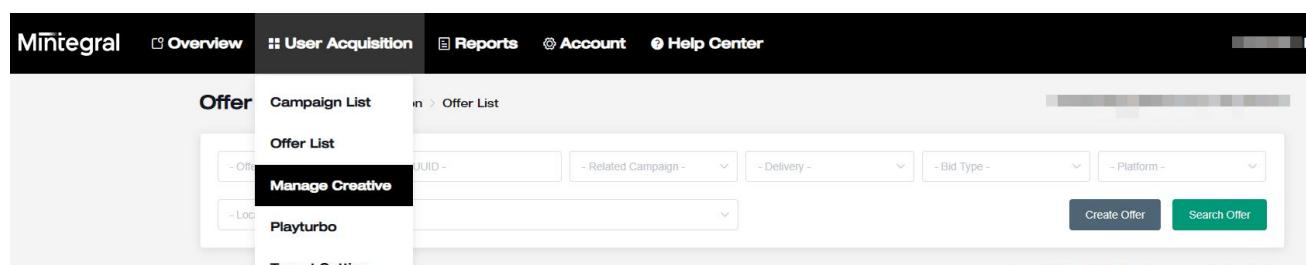
## 2. Modify and Update Offer Status

You can change the offer status in the [User Acquisition] section:



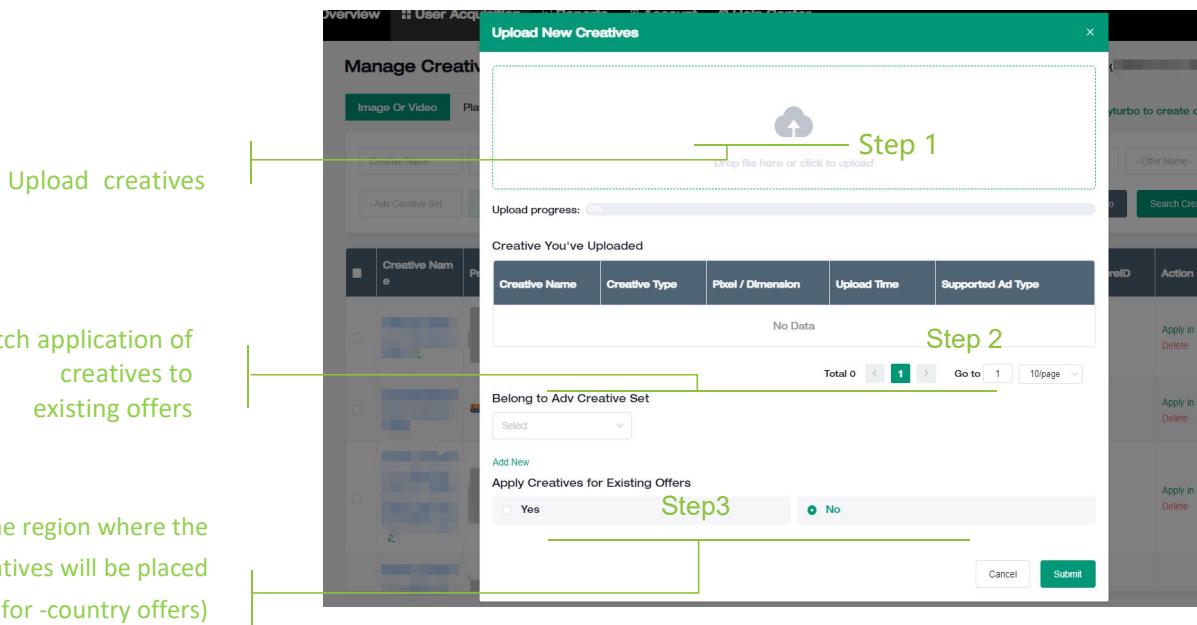
## 3. Creative Management

You can batch manage creatives in the "Manage Creative" section.



### 1) Creative upload and batch application to the offers

Select the type of creatives and complete the upload



## 2) Batch delete creatives

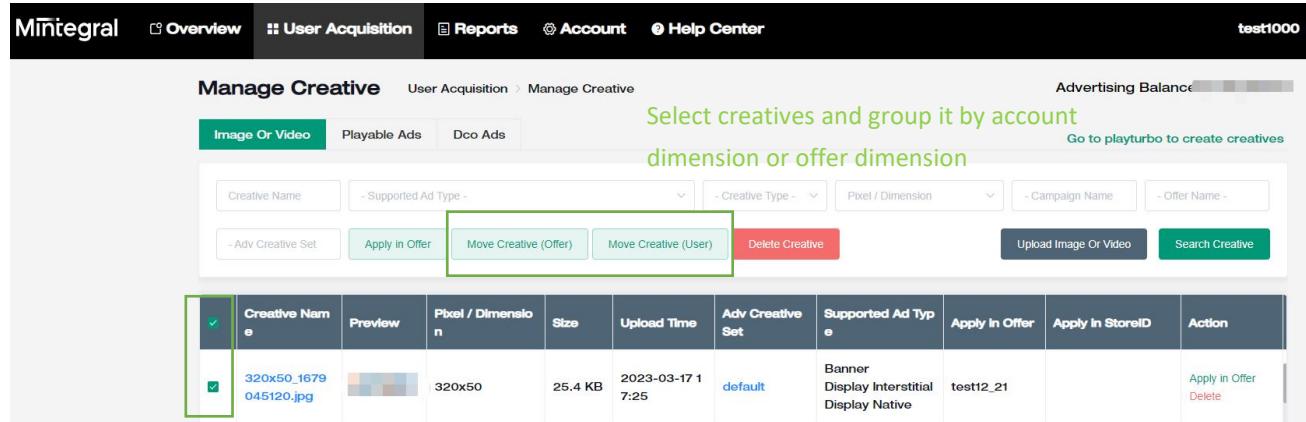
The screenshot shows the 'Manage Creative' page with a list of uploaded creatives. A green callout points to the 'Delete Creative' button in the top right corner of the toolbar. The table below lists three creative entries, each with a preview image, dimensions, file size, upload time, ad type, and supported ad types.

Creative Name	Preview	Pixel / Dimension	Size	Upload Time	Adv Creative Set	Supported Ad Type	Apply In Offer	Apply In StoreID	Action
[Thumbnail]	768x1024	16.56 MB	2023-03-14 21:17	default	Interstitial Video Native Video Rewarded Video Instream Video				<a href="#">Apply In Offer Delete</a>
[Thumbnail]	320x50	25.4 KB	2023-03-14 15:40	default	Banner Display Interstitial Display Native	adset_20230314_154239			<a href="#">Apply In Offer Delete</a>
[Thumbnail]					Interstitial Video				

### 3) Group management for creatives

Group Management allows you to manage creatives in batches by account or ad offer.

#### Manage creative group by ad account



Minintegral Overview User Acquisition Reports Account Help Center test1000

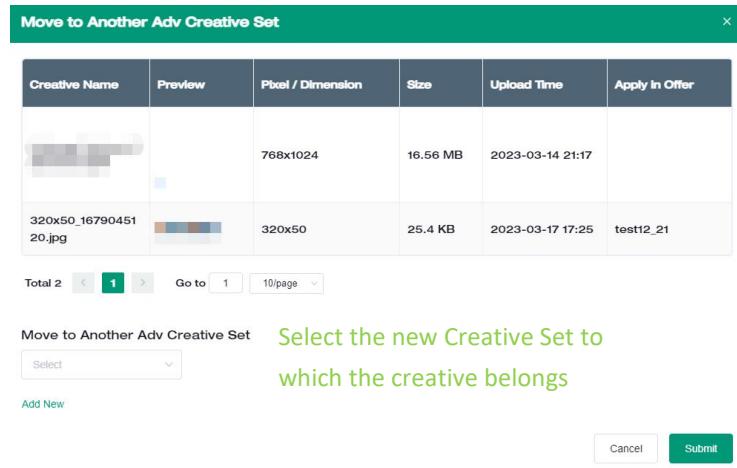
Manage Creative User Acquisition > Manage Creative Advertising Balance

Select creatives and group it by account dimension or offer dimension Go to playturbo to create creatives

Creative Name - Supported Ad Type - - Creative Type - Pixel / Dimension - Campaign Name - Offer Name -

- Adv Creative Set Apply in Offer Move Creative (Offer) Move Creative (User) Delete Creative Upload Image Or Video Search Creative

Creative Name	Preview	Pixel / Dimension	Size	Upload Time	Adv Creative Set	Supported Ad Type	Apply in Offer	Apply in StoreID	Action
320x50_1679045120.jpg	[Thumbnail]	320x50	25.4 KB	2023-03-17 17:25	default	Banner Display Interstitial Display Native	test12_21		Apply in Offer Delete



Move to Another Adv Creative Set

Creative Name	Preview	Pixel / Dimension	Size	Upload Time	Apply in Offer
[Redacted]	[Thumbnail]	768x1024	16.56 MB	2023-03-14 21:17	
320x50_1679045120.jpg	[Thumbnail]	320x50	25.4 KB	2023-03-17 17:25	test12_21

Total 2 | Go to 1 | 10/page

Move to Another Adv Creative Set Select the new Creative Set to which the creative belongs

Select Add New Cancel Submit

#### Manage creative group by ad offer

The way to manage creative group by ad offer is the same as uploading creatives to offers.

**Move to Another Creative Set**

Creative Name	Preview	Pixel / Dimension	Size	Upload Time	Apply In Offer
fusheng_feichuai_7 68x1024.mp4		768x1024	16.56 MB	2023-03-14 21:17	

Total 1 < 1 > Go to 1 10/page

Fill in the name of offer you want to transfer to

Apply Creatives for Existing Offers  
Input or paste offers here, separated by new line. For example:  
offer name1  
offer name2  
offer name3

Belong to Creative Set  
Select  
+ add New Creative Set

Select the new Creative Set to which the creative belongs in the offer

Cancel Submit

## 4. Data analysis

### 1) View reports

#### Data Overview

You can overview the data for the current day/the last 3 days/the last week/the last 15 days at the homepage.

Step 1

Mintegral Overview User Acquisition Reports Account Help Center

Summary Report Overview Summary Report

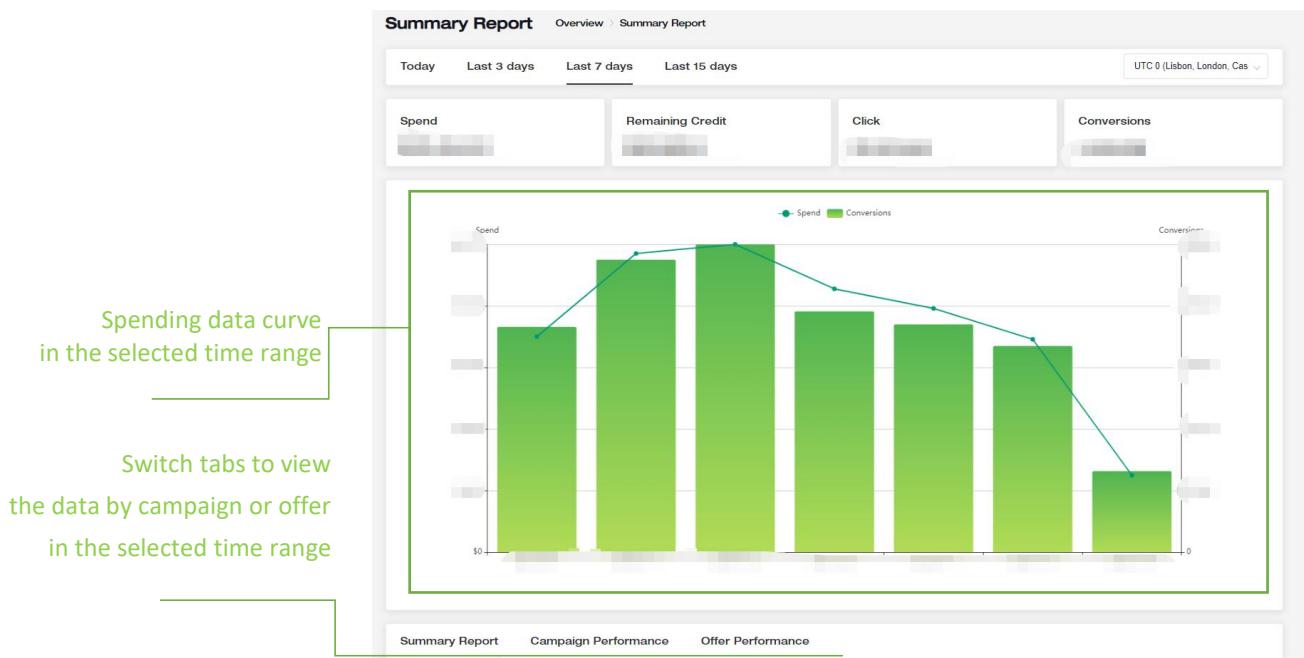
Step2

Today Last 3 days Last 7 days Last 15 days UTC +1 (Amsterdam, Berlin)

Spend Balance Click Conversions

#### Notice:

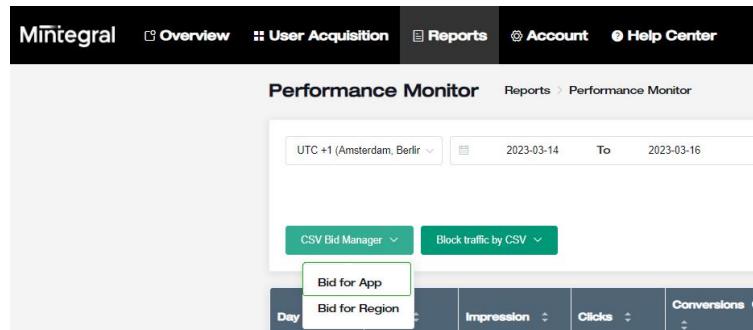
- The Performance dashboard only shows the data of top 20 spenders.
- To check more detailed data, please click the campaign name or offer name for the corresponding report.



## 2) Detailed data report

### Performance Monitor

The "Performance Monitor" feature enables you to view data from various dimensions, while also allows you to set bid prices by source or region directly from the page.



### Creative Monitor

"Creative Monitor" allows you to check the performance of various creatives by various dimensions.

The screenshot shows the Minintegral Creative Monitor interface. At the top, there are navigation links: Overview, User Acquisition, Reports, Account, and Help Center. Below that, the Creative Monitor section is active. The search bar includes fields for UTC +1 (Amsterdam, Berlin), Date range (2023-03-14 to 2023-03-16), Campaign Name, Offer Name, Ad Type, Creatives ID, Creatives Name, Endcard ID, Ad Output Type, Promote Country / Region, and Advanced Controls. Buttons for Block traffic by CSV, Export Data, and Search Data are also present.

**a. You can choose the Ad Output Type and check the creative performance accordingly:**

- Standard: video or banner ads
- Dynamic included: creative sets that include Interactive Endcards (IEC)
- Playable included: creative sets that include interactive ad creatives (2D/3D playables)

The screenshot shows the Creative Monitor interface with the Ad Output Type dropdown expanded. The options listed are Standard, Dynamic Included, and Playable Included. The Playable Included option is highlighted in green, indicating it is selected.

**b. Check the creative performance for playable ads**

- Click [Advanced Controls] and uncheck [Creative ID] and [Creative Name].
- Check [Endcard ID], [Endcard Name], and [Ad Output Type].
- Select [Playable Included] or [Dynamic Included] to check the creative performance accordingly.

Creative Monitor Reports > Creative Monitor

Advertising Balance: [REDACTED]

UTC +4 (Baku, Dubai, Tbilisi) | 2023-03-12 To 2023-03-14 | - Campaign Name - | - Offer Name - | - Ad Type -

Creatives ID Creatives Name Endcard ID Playable Included - Promote Country / Region -

Breakdowns: Hour (unchecked), Day (checked), Week (unchecked), Month (unchecked), Creative ID (unchecked), Creative Name (unchecked), Endcard ID (checked), Endcard Name (checked), Ad Output Type (checked), AD Type (unchecked), Location (unchecked), Offer (checked), Campaign (unchecked)

Metrics: Impression (checked), Clicks (checked), Conversions (checked), eCPM (checked), CPC (checked), eCPI (checked), CTR (checked), IVR (checked), CVR (checked), Spend (checked)

Advanced Controls ▲

Block traffic by CSV ▼ | Preview playable here | Export Data | Search Data

Day	Endcard ID	Endcard Name	Ad Output Type	Offer	Impression	Clicks	Conversions	eCPM	CPC
2023-03-14	180*****	plbl	Playable Included	[REDACTED]	46,153	54,127	47	\$3.462	\$0.003

## V. Campaign Performance Improvement Guidance

### 1. Manage the Target Audience

Create and optimize the management of target audiences list, and filter the list you want to use as follows:

"User Acquisition" > "Manage Audience" > "Add Audience"

Manage Audience User Acquisition > Manage Audience

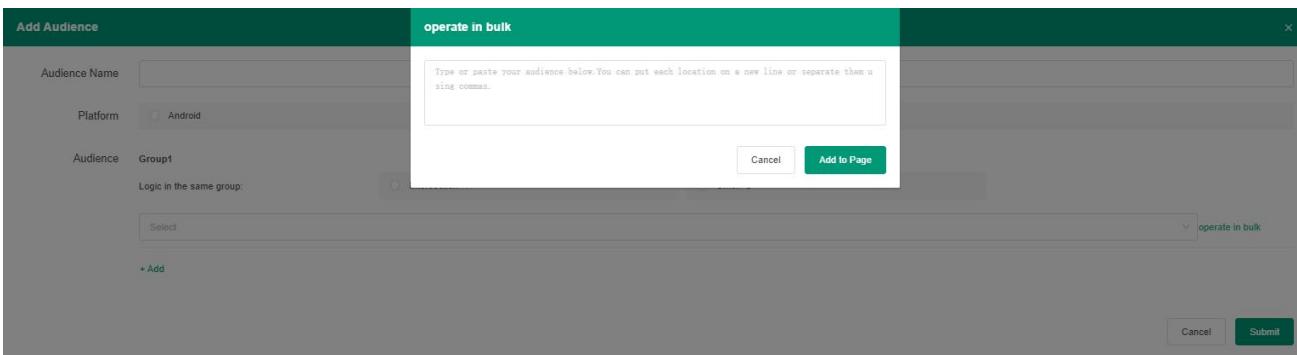
Add Audience

-Audience Name - | -Audience ID - | -Audience Type - | - Platform - | Search

ID	Audience Name	Device Type	Audience Type	Platform	Created
[REDACTED]	[REDACTED]	GAID, IDFA	Upload	Mix	2023-03-13 21:12
[REDACTED]	[REDACTED]	GAID, IDFA	Upload	Mix	2023-02-27 19:11
[REDACTED]	[REDACTED]	GAID, IDFA	Upload	Mix	2023-02-21 17:14
[REDACTED]	[REDACTED]	GAID, IDFA	Upload	Mix	2023-02-02 18:11

#### Note:

- 1) You can select the basic audience through the drop-down box, where id search and audience association are supported.
- 2) Click [Operation in Bulk] after the audience input box for the batch operation of adding audience. The pop-up window is as follows:



3) To achieve batch operations, you can write the audience ids that need to be entered into the current logic (multiple ids are separated by English commas or newlines) into the input box, and then click [add to page] to complete the batch addition.

## 2. Bid Settings (Sub-channel Bid Settings)

You can view multi-dimensional data in the “Performance Monitor” report tab, and use the “CSV Bid Manager” function to set bids for the sub-channel mtgid by traffic/region.

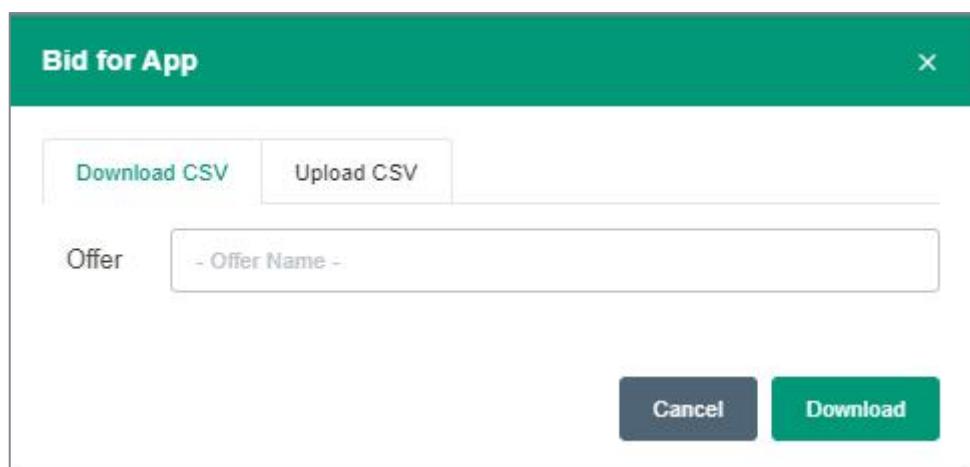
### Sub-channel Bid settings :

- Step 1: Select the dimension to adjust the bid – set bid by App/Region**
- Step 2: Enter the corresponding offer to download the CSV file**  
\*In the original CSV file, all sub-channels follow the default bid in the background
- Step 3: For the sub-channel/region where the bid needs to be modified, replace the "Default" value in the "Bid Rate" column with the new bid value and delete the contents of the "Default" column.**

	A	B	C	D	E	F	G	H
1	Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency	
2	Game12345_IOS_ALL	CN	mtg1995970465	fixed	default	4.5	CNY	
3	Game12345_IOS_ALL	CN	mtg1209413013	fixed	default	4.5	CNY	
4	Game12345_IOS_ALL	CN	mtg1237961977	fixed	default	4.5	CNY	
5	Game12345_IOS_ALL	CN	mtg1205675619	fixed	default	4.5	CNY	
6	Game12345_IOS_ALL	CN	mtg1620559870	fixed	default	4.5	CNY	
7	Game12345_IOS_ALL	CN	mtg1214973968	fixed	default	4.5	CNY	
8								
9								
10								

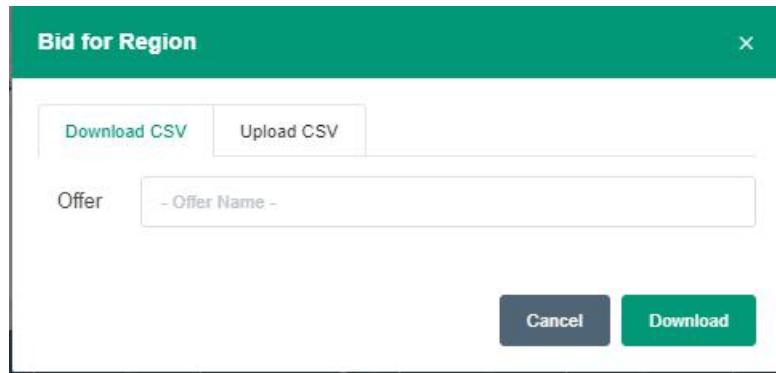
### a. Download original file

- Bid for App



Column	Column Description
Offer Name	Target Offer, e.g. offerABC123
Geo	Target Country/Region, e.g. US/China
APP	Target Application ID, e.g. mtg1234567890
Bid way	The bidding method. When "default" is entered in Bid Rate, the bid will be based on the current floor price. 1. Fixed: Final Bid = Bid Rate Input Value 2. Ratio: Final Bid = Bid Rate*current floor price
Bid Rate	1. Bid Value, e.g. 2.25/50%/default 2. Cancel the Bid: Fill in "default" (no quotation marks)
Default	The current floor price. Please do not modify.
Currency	The bid currency must be consistent with the account currency, e.g. CNY

- Bid for Region



Column	Column Description
Offer Name	Target Offer, e.g. offerABC123
Geo	Target Country/Region, e.g. US/China
APP	Target Application ID, e.g. mtg1234567890
Bid way	1. Bid Value e.g. 2.25/default 2. Cancel the Bid: Fill in "default" (no quotation marks)
Default	The current floor price. Please do not modify.
Currency	The bid currency must be consistent with the account currency, e.g. CNY

## b. Modify the Bids

The CSV file after editing is as follows:

### A. Bid for App - Edit fixed bids for sub-channels

Enter a new bid under "Bid Rate" in column E, and delete the default bid under "Default" in column F.

A	B	C	D	E	F	G	H
1 Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency	
2 Game12345_IOS_ALL	CN	mtg1995970465	fixed	5.5		CNY	
3 Game12345_IOS_ALL	CN	mtg1209413013	fixed	3		CNY	
4 Game12345_IOS_ALL	CN	mtg1237961977	fixed	default	4.5	CNY	
5 Game12345_IOS_ALL	CN	mtg1205675619	fixed	default	4.5	CNY	
6 Game12345_IOS_ALL	CN	mtg1620559870	fixed	default	4.5	CNY	
7 Game12345_IOS_ALL	CN	mtg1214973968	fixed	default	4.5	CNY	
8							

### B. Bid for Region

Enter your ideal bid value under "Bid Rate" in column C, and delete the default bid under "Default" in column D.

	A	B	C	D	E	F
1	Offer Name	Geo	Bid Rate	Default	Currency	
2	Game12345_IOS_ALL	AE	2		CNY	
3	Game12345_IOS_ALL	AT	3		CNY	
4	Game12345_IOS_ALL	AU	4		CNY	
5	Game12345_IOS_ALL	BE	default	4.5	CNY	
6	Game12345_IOS_ALL	BR	default	4.5	CNY	
7	Game12345_IOS_ALL	CA	default	4.5	CNY	
8						

**Step 4: Delete the Sources/regions that do not need to be edited and only keep the modified content. Save and upload the CSV file to complete the adjustment.**

Bid for App

Download CSV
Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
APP	Target App ID, eg. mtg1234567890
Bid way	Bidding Method, When input "default" for Bid Rate, final bid will always be Default Bid 1. fixed: Final Bid=Bid Rate Input 2. ratio: Final Bid=Bid Rate Input*Default Bid
Bid Rate	1. Bidding Value, eg. 2.25/50%/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency, must be consistent with account currency. eg. USD

Cancel
Submit

Bid for Region

Download CSV
Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
Bid Rate	1. Bidding Value, eg. 2.25/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency; must be consistent with account currency. eg. USD

Cancel
Submit

## ● Advanced operation

App/Regional bidding supports uploading bids for multiple offers and multiple regions in the same CSV file, as shown below:

### A. Bid for Multiple Offers by App

	A	B	C	D	E	F	G
1	Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency
2	Test offer 1	CN	mtg1995970465	fixed	4		CNY
3	Test offer 2	CN	mtg1209413013	fixed	4		CNY
4	Test offer 3	CN	mtg1237961977	fixed	2		CNY
5	Test offer 4	CN	mtg1205675619	fixed	2		CNY
6	Test offer 5	CN	mtg1620559870	fixed	1		CNY
7							

### B. Bid for Multiple Offers by Region

	A	B	C	D	E	F
1	Offer Name	Geo	Bid Rate	Default	Currency	
2	Test offer 1	AE	3		CNY	
3	Test offer 2	AT	4		CNY	
4	Test offer 3	AU	5		CNY	
5	Test offer 4	BE	1		CNY	
6	Test offer 5	BR	2		CNY	
7						

### Restoring Bid Settings by App/Region

If you want to cancel the previously bid for app/region and restore the default bid, you can follow the steps below:

Step 1: Select the dimension to adjust, by App or by Region

Step 2: Enter the corresponding offer to download the file

Step 3: Change the “Bid Rate” to “Default”

Step 4: After saving the modified content in the CSV file, upload it and submit.

### A. Bid for Multiple Offers by App

	A	B	C	D	E	F	G	H
1	Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency	
2	Game12345_IOS_ALL	CN	mtg1995970465	fixed	default		CNY	
3	Game12345_IOS_ALL	CN	mtg1209413013	fixed	default		CNY	
4	Game12345_IOS_ALL	CN	mtg1237961977	fixed	default		CNY	
5	Game12345_IOS_ALL	CN	mtg1205675619	fixed	default		CNY	
6	Game12345_IOS_ALL	CN	mtg1620559870	fixed	default		CNY	
7	Game12345_IOS_ALL	CN	mtg1214973968	fixed	default		CNY	
8								

### B. Bid for Multiple Offers by Region

	A	B	C	D	E	F
1	Offer Name	Geo	Bid Rate	Default	Currency	
2	Game12345_IOS_ALL	AE	default		CNY	
3	Game12345_IOS_ALL	AT	default		CNY	
4	Game12345_IOS_ALL	AU	default		CNY	
5	Game12345_IOS_ALL	BE	default		CNY	
6	Game12345_IOS_ALL	BR	default		CNY	
7	Game12345_IOS_ALL	CA	default		CNY	
8						

## 3. Retention & Key Action Optimizer [White List Function]

### Function Instruction:

If you want to use the Retention & Key Action Optimizer, you need to set up and define postback events in the event management section.

\*This function is a whitelist function, please contact your Mintegral AM for activation.

- Retention is defined as the return on the next day after installation (usually the following natural day). The retention rates may differ depending on the statistical calibration, but the differences are typically minor.
- A key action is an event that is closely tied to a quality indicator, typically related to in-app user behavior, such as reaching level 5 in a game. These actions help evaluate the effectiveness of ad campaigns, and can be customized by advertisers to align with their specific goals.

## 1) Instructions for retention & key action optimization functions:

### A. Applicable scenario

Mintegral's Retention & Key Action Optimizer is a powerful tool for acquiring high-quality users at scale. By utilizing automatic algorithm optimization rather than manual bid-adjustment on a sub-source level, it streamlines the optimization process and saves time for advertisers. This feature supports optimization goals based on both Day 1 Retention and Key Actions.

### B. Requirement

- a) Testable range: This optimization feature is currently available for CPI campaigns only.
- b) Requirement for epb (event postback): The epb must be returned to participate in the test. It is recommended to return all channels' data to improve the algorithm's learning. The epb return delay of Key Actions should not exceed 72 hours (ideally, return on the same day).
- c) Requirement for the amount of the Key Action & Day1 Retention: Only when your offer accumulates at least 60 event amounts per day for 7 consecutive days, can the optimization model complete data accumulation and enter the algorithm-optimization stage. Before accumulating enough data, your offer can be considered no different from the normal one, so it's necessary to improve its scale first and reach the threshold, and then enter the algorithm-optimization stage.
- d) Requirement for Daily Budget: The daily budget should be no less than [CPI\*40 ÷ estimated conversion rate of selected Key Action].
- e) Key Action customization: Your customized Key Action must be highly related to campaign quality assessment. For optimal results, we recommend that the conversion rate from installation to your Key Action falls within the range of 30%-50%.

\*For more details, please refer to [Mintegral's Retention & Key Action Optimizer](#).

## 2) Expected performance

- a) Create new offer: During the first 5 days after the launch, the Mintegral algorithm works on data accumulation and model optimization, and there might be a fluctuation in quality performance. If the amount of your selected Key Action/ Day1 Retention cannot reach the algorithm-optimization threshold (see 2.3), you need to bump CPI to increase scale.
- b) Using original offer: The original offer also needs to meet the data accumulation requirements of 60 events per day for 7 consecutive days, otherwise the data accumulation cannot be completed, and it will be no different from the normal offers. If it can't meet the requirement, it is recommended to increase the CPI to scale up to help the algorithm-optimization accumulate data.

- c) If the original offer has already met the entry threshold, it generally takes 2-3 days for the algorithm to gradually optimize the model after setting the goal. It is recommended to monitor the data situation at least 2-3 days after the settings.

\*Note: After the optimization goal's configuration, there might be a fluctuation in scale as the algorithm prioritizes targeting the audience meeting the goal and decreasing the acquisition of users below the goal.

### 3) Further suggestions

To increase the competitiveness of your advertising plan and acquire more traffic, it's recommended to increase the CPI if your current performance has reached your goal. If you want to further increase the event rate or retention rate, please contact your account manager for configuration and cooperate by increasing the CPI to obtain a higher event rate group while maintaining the conversion level.

If the quality is not up to standard, please contact your account manager and we will do our best to optimize to improve the quality.

Please do not reduce CPI during automatic optimization, or take other negative operations (deleting good performance creatives/ closing down offers / reducing budget), so as not to affect the optimization effect.

### 4) How to start Retention & Key Action Optimizer

To start the retention & key action optimization, you need to contact your account manager for configuration, and provide information such as the name of the campaign, offer, current event rate, optimization target, and the event rate of the overall market for reference. The more reference information you provide, the more it can help the optimizer to judge the initially set event rate to help the offer scales up.

### 5) The entry of configuration

Operation path: User Acquisition > Manage Event

The screenshot shows the Miintegral User Acquisition interface. At the top, there is a navigation bar with links for Overview, User Acquisition (which is highlighted in green), Reports, Account, and Help Center. Below the navigation bar, there is a sidebar with links for Campaign List, Offer List, Manage Creative, Playturbo, Target Setting, Manage Event (which is highlighted in green), and Manage Audience. The main content area is titled "User Acquisition > Manage Event". It features a search bar with the placeholder "Miintegral Event" and a "Search" button. Below the search bar, there is a table with three columns: "Mintegral Event", "Event Definition", and "Action". Under "Mintegral Event", there is a dropdown menu set to "Open App". Under "Event Definition", there is a text input field and a "Save" button. Under "Action", there is another dropdown menu set to "Open App".

## 4. Operation Log

To query the operation records of bid settings, budget changes and more, you can visit "Account" > "Operation Log".

The screenshot shows the Minintegral account interface. At the top, there are navigation links: Overview, User Acquisition, Reports, Account (which is highlighted in blue), and Help Center. On the right, there are options for Logout and Language selection (English). Below the navigation, the main content area is titled 'Operation Log' and shows the path 'Account > Operation Log'. There are several filter options: 'UTC +1 (Amsterdam, Berlin)', date range from '2023-03-10 00:00:00' to '2023-03-10 23:59:59', 'Offer' selected for 'Feature', and 'Offer' selected for 'Objective'. Below the filters is a table header with columns: Operation Time, Operator, IP, Objective, Operation, Feature, and Original Value. A note at the bottom of the table area states 'Only allow to search the operation log of the last 180 days'. One row in the table is visible, showing '2023-03-10 08:02:04' for Operation Time, 'System' for Operator, a blurred IP address, 'Offer' for Objective, 'Update' for Operation, 'Offer Status' for Feature, and 'Status: Pending' for Original Value.

### The available querying range includes:

- a) Time zone
- b) Time period
- c) Offer
- d) Operator: administrator, sub-account, MTG team
- e) Operation: add, edit, delete
- f) Function: offer bidding, offer bidding by region, offer bidding by mtgid, budget changing

This screenshot shows the same Minintegral account interface as the previous one, but with different filter settings. The 'Feature' dropdown is now set to 'Offer Name' and the 'Objective' dropdown is set to 'Offer'. The table below shows a single row with the same data as the previous screenshot: '2023-03-16 08:02:04' for Operation Time, 'System' for Operator, a blurred IP address, 'Offer' for Objective, 'Update' for Operation, 'Offer Status' for Feature, and 'Status: Pending' for Original Value.

Column	Column Description
Operation Time	Display the time when the corresponding operation submission takes effect; It will show the time of the operation in the corresponding time zone according to the filter. For example, the time of the filter condition is UTC+8, and the time in the operation log is based on UTC+8.
Operator	The name of the operator who submitted the operation; If the operation was taken by advertiser, it will show the username of the account that

	submitted the operation; if it is a sub-account operation, it will also show the username of the sub-account; If the operation was taken by MTG operation will show MTG TEAM
Objective	The objective of a certain operation, such as the current operation is the offer configuration, the value is offer itself
Objective Name	The specific name of the objective being operated.
operation	The specific operation type, like update etc.
Feature	The function module to which the certain operation belongs to, for example, Bid Rate by MTGID
Original Value	The value before the operation.
New Value	The value changed by the operation.

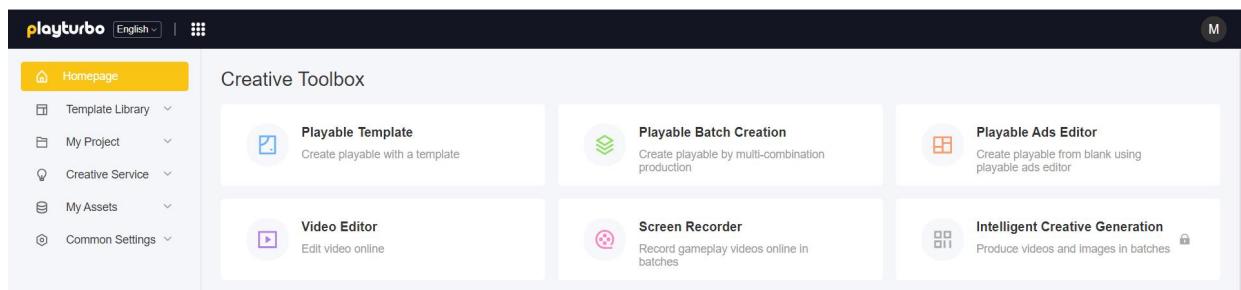
## VI. Advanced Creatives Management

### 1. DCO

Advertisers are allowed to produce DCO materials and select creatives powered by the algorithm. For more function, please contact your account manager.

### 2. Playturbo Self-service Creative Production Platform

- Playturbo creative production platform enables advertisers to produce playable and video ad creative easily and efficiently. If you need to have a free trial or subscribe the platform, please contact your account manager.



- You can directly enter the Playturbo platform for creative production via Mintegral Self-service Platform as follows:

### Path1:

Go to [User Acquisition] > [Playturbo]

### Path2:

Step1: Go to [User Acquisition] > [Manage Creative]

The screenshot shows the Mintegral User Acquisition interface. In the top navigation bar, there are several tabs: Overview, User Acquisition (which is highlighted), Reports, Account, and Help Center. Below the navigation bar, there's a search bar and a link to 'Go to playturbo to create creatives'. The main area is titled 'Manage Creative' and contains sections for 'Image Or Video', 'Playable', and 'Offer List'. The 'Offer List' section is currently active, showing a table with columns: Creative Name, Preview, Pixel / Dimension, Size, Upload Time, Adv Creative Set, Supported Ad Type, Apply in Offer, Apply in StoreID, and Action. There are also buttons for 'Upload Image Or Video' and 'Search Creative'. A green box highlights the 'Manage Creative' button in the top navigation bar.

Step2: Click [Go to Playturbo to Create Creatives] on the top right

This screenshot is similar to the previous one, showing the Mintegral User Acquisition interface under the 'Manage Creative' tab. However, the 'Manage Creative' button in the top navigation bar is now highlighted in green, indicating it has been selected. The rest of the interface remains the same, including the search bar, 'Go to playturbo to create creatives' link, and the 'Offer List' table.

### Path3:

Step1: Go to [User Acquisition] > [Offer List] > [Edit Offer]

The screenshot shows the Minintegral platform's Offer List page. At the top, there are navigation links: Overview, User Acquisition, Reports, Account, Help Center, Logout, and English. Below the navigation, there are tabs for Offer List, User Acquis, and Campaign List, with Offer List selected. A search bar with dropdown filters for Offer Name, Location, Related Campaign, Delivery, Bid Type, and Platform is present. To the right of the search bar are 'Create Offer' and 'Search Offer' buttons. On the left, there are sections for Manage Creative (Playturbo), Target Setting, Manage Event, Manage Audience, and XMP. The main area displays a table with columns: Offer Name, Action, Created, Promote, Spend, CVR, and CPI. A note at the top right of the table says 'Spend, CVR and CPI numbers cover the last 7 days'. The table has several rows of data.

Step2: Go to [Edit Offer] > [Upload Creatives] > [Go to playturbo to create creatives]

The screenshot shows the Minintegral platform's Edit Offer page. At the top, there are navigation links: Overview, User Acquisition, Reports, Account, Help Center, and Edit Offer. Below the navigation, there is a breadcrumb trail: Edit Offer > Offer List > Edit Offer. A progress bar at the top indicates four steps: Input Basic Info, Fulfill Targeting Info, Set Bid Rate & Budget, and Upload Creatives, with the last step highlighted by a green box. Below the progress bar, there are two buttons: 'Upload New Creatives' and 'Add Existing Creatives'. A green button labeled 'Go to playturbo to create creatives' is positioned below these buttons. The bottom of the screen shows a section labeled 'Ad Type'.