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Campaign Details

Enter the campaign details in the form that appears.

Step1: Select from the list of IAB approved categories.

Step 2: Campaign Title- Default

Step 3: Enter the elaborated KPIs of your campaigns.

Step 4 : Select the MMP-Adjust Step 5: Click on continue to move to the next page

Category	The category of the app.
Campaign Title	The name of the campaign. **Note:** This is auto generated
KPI	The Key Performance Indicators of the Campaign. **Note:** -Our system will optimize as per your suggested KPI but the billing would be done on paid events.
MMP	Mobile Measurement Partners- A third-party attribution company that collects data from marketing campaigns and shows performance. **Note:** Right now we are integrated with AppsFlyer, Branch and Adjust.
URL	**Impression URL** : An Impression URL is a link seen by a user on an app to search and discover content **Note:** This field is auto generated as per macros added. **Click URL:** Click URL **Note:** This field is auto generated as per macros added.

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