

PPC*mate*

Publisher Setup Guide

Content

| | |
|--|----|
| How to Create a New Site..... | 2 |
| Audience traffic..... | 3 |
| Pop traffic..... | 4 |
| Native traffic..... | 7 |
| Display traffic..... | 9 |
| Reporting XML API Reference..... | 11 |
| XML Feed Implementation Reference..... | 13 |

NOTE: After the registration your status as a user is “New”. You can create sites in your advertiser panel but there is no possibility to send traffic unless your status is changed to “Active”. It takes a few minutes to a few hours to change your status to “Active”. Once changed, you’ll receive a message from our customer support team about this change.

How to Create a New Site

Please select the traffic type you are going to send:

Display

JS tag for an ad banner
Can be placed anywhere on your website

CPM based

Send Display Traffic

Native

JS tag for a native widget
Can be placed anywhere on your website

CPM based

Send Native Traffic

Audience

Medium: PV = 2+, TOP = 30+
Forensiq compliant sources

Low: PV < 2, TOP < 30

Send Audience Traffic

Pops

XML feed, direct URL or JS tag
High quality converting traffic

Pop-under format

Send Pops Traffic

To create a new site, please click **Sites** in your advertiser panel.

Above you can see four different types of traffic: **Display**, **Native**, **Audience** and **Pops**.

Audience traffic

New site

| | |
|-----------|---|
| Type | <input checked="" type="radio"/> Medium quality sources <input type="radio"/> Low quality sources |
| Status | Active ▼ |
| Name* | Site 1 |
| Site url* | https://ppcmate.com |

[Create a Site](#) [or enable advanced settings](#)

Type

Choose type based on the quality of the traffic sources.

Status

In this field you will see the status of your site. When it is approved, you will see status Active.

Name

You can create a name for your site or use the name which is generated by our system.

Site URL

Type in the URL of the site you would like to send traffic from.

Please click on “[Advanced settings](#)” in order to see *Ads API URL* (XML feed) and *Direct URL*.

Ads API URL

```
http://audience.xml.adx.ppcmate.com/?pubid=51091&subid=1&feedid=25146&q=test&useragent=Mozilla/5.0 (Macintosh; Intel Mac OS X 10_8_3) AppleWebKit/537.31 (KHTML, like Gecko) Chrome/26.0.1410.65 Safari/537.31 &ip=66.55.44.33&ref=http://testsite.com&num=10
```

Direct URL

```
http://audience.xml.adx1.com/direct?pubid=51091&subid=1&feedid=25146&q=keyword&return_url=http://if-no-ads-redirect-here.com
```

Ads API URL

It is XML feed.

Direct URL

It can be inserted in any place directly on the page in some form, e.g. click here.

Enable [Sources whitelist / blacklist](#) in case you would like to specify the traffic sources you want to block or to allow for this site.

Please put each source on a new line:

sub_id1
sub_id2
sub_id3
etc.

Click [“Create a Site”](#) button to confirm your site creation.

Pop traffic

New site

| | |
|---------------|---|
| Site category | IAB-51 - Games (all categories) ▼ |
| Placement ID | |
| Ad code | Copy and paste this code to website pages. Make sure it is inside the BODY element: <pre><script src="//pop-under.xml.adx1.com/js/popunder.js?publisher_id=51091&site_id=25151&iab_category=51"></script></pre> |
| Status | Active ▼ |
| Name* | Pop test |
| Site url* | https://ppcmate.com |

[Create a Site](#)

[or enable advanced settings](#)

Site category

The category of the content on your website. This field is not compulsory so you can skip it.

Placement ID

ID of the website/ page you'll send traffic from (non-obligatory field, can be used if you'd like to track what placements exactly sent traffic).

Ad code

A JS code you can insert on your page.

Status

In this field you will see the status of your site. When it is approved, you will see status Active.

Name

You can create a name for your site or use the name which is generated by our system.

Site URL

Type in the URL of the site you would like to send traffic from.

Please click on "[Advanced settings](#)" in order to see *Ads API URL* (XML feed) and *Direct URL*.

Ads API URL

```
http://pop-under.xml.adx.ppcmate.com/?
pubid=51091&subid=1&feedid=25151&q=test&useragent=Mozil
la/5.0 (Macintosh; Intel Mac OS X 10_8_3) AppleWebKit/537.31
(KHTML, like Gecko) Chrome/26.0.1410.65 Safari/537.31
&ip=66.55.44.33&ref=http://testsite.com&num=10&iab_category
=51
```

Direct URL

```
http://pop-under.xml.adx1.com/direct?
pubid=51091&subid=1&feedid=25151&q=keyword&return_url=
http://if-no-ads-redirect-here.com&iab_category=51
```

Ads API URL

It is XML feed.

Direct URL

It can be inserted in any place directly on the page in some form, e.g. [click here](#).

[Enable Sources whitelist / blacklist](#) in case you would like to specify the traffic sources you want to block or to allow for this site.

Please put each source on a new line:

sub_id1
sub_id2
sub_id3
etc.

Click "[Create a Site](#)" button to confirm your site creation.

Native traffic

New site

| | |
|---------------|---|
| Site category | <input type="text" value="IAB-2 - Business"/> |
| Placement ID | <input type="text"/> |
| Rows | <input type="text" value="3"/> |
| Ad code | <p>Copy and paste this code to website pages. Make sure it is inside the BODY element:</p> <pre><div class="adsbyplatform" data-rows="3"></div> <script src="//adx1js.s3.amazonaws.com/ortb_native.js? publisher_id=51091&site_id=25154" id="ortbnativejs"></script></pre> |

| | |
|-----------|--|
| Status | <input type="text" value="Active"/> |
| Name* | <input type="text" value="Native test"/> |
| Site url* | <input type="text" value="https://ppcmate.com"/> |

[Site category](#)

The category of the content on your website. This field is not compulsory so you can skip it.

[Placement ID](#)

ID of the website/ page you'll send traffic from (non-obligatory field, can be used if you'd like to track what placements exactly sent traffic).

[Rows](#)

Choose the number of rows the description of an advertisement will contain.

[Ad code](#)

A JS code you can insert on your page.

If you'd like to make sure a JS code works fine, please add &test=1 parameter to it:
`<script src="//adx1js.s3.amazonaws.com/ortb_native.js?publisher_id=51091&site_id=25154&test=1" id="ortbnativejs"></script>`
It should display a grey square after you add this code to your website. In order to start seeing real ads, please remove &test=1 from your code and use the JS code displayed in "Ad code" section

Status

In this field you will see the status of your site. When it is approved, you will see status Active.

Name

You can create a name for your site or use the name, which is generated by our system.

Site URL

Type in the URL of the site you would like to send traffic from.

Please click on "[Advanced settings](#)" in order to enable Sources whitelist / blacklist in case you would like to specify the traffic sources you want to block or to allow for this site. Please put each source on a new line:

sub_id1
sub_id2
sub_id3
etc.

Click "[Create a Site](#)" button to confirm your site creation.

Display traffic

New site

| | |
|---------------|---|
| Site category | IAB-6 - Finance |
| Placement ID | |
| Size | 300x250 |
| Ad code | Copy and paste this code to website pages. Make sure it is inside the BODY element. <pre><div class="adsbyplatform" data-size="300x250"></div> <script src="//adx1js.s3.amazonaws.com/ortb_display.js? publisher_id=51091&site_id=25155" id="ortbdisplayjs"> </script></pre> |
| Status | Active |
| Name* | Display test |
| Site url* | https://ppcmte.com |

Create a Site

[or enable advanced settings](#)

[Site category](#)

The category of the content on your website. This field is not compulsory so you can skip it.

[Placement ID](#)

ID of the website/ page you'll send traffic from (non-obligatory field, can be used if you'd like to track what placements exactly sent traffic).

[Size](#)

The size of banners that will be displayed on your website.

[Ad code](#)

A JS code you can insert on your page.

If you'd like to make sure a JS code works fine, please add &test=1 parameter to it:

```
<script src="//adx1js.s3.amazonaws.com/ortb_display.js?publisher_id=51091&site_id=25155&test=1" id="ortbdisplayjs"></script>
```

It should display a grey square after you add this code to your website. In order to start seeing real ads, please remove &test=1 from your code and use the JS code displayed in "Ad code" section

Status

In this field you will see the status of your site. When it is approved, you will see status Active.

Name

You can create a name for your site or use the name which is generated by our system.

Site URL

Type in the URL of the site you would like to send traffic from.

Please click on "[Advanced settings](#)" in order to enable Sources whitelist / blacklist in case you would like to specify the traffic sources you want to block or to allow for this site.

Please put each source on a new line:

sub_id1

sub_id2

sub_id3

etc.

Click "[Create a Site](#)" button to confirm your site creation.

Reporting XML API Reference

Publisher Reporting XML API has been designed to provide the publishers with requests (searches), clicks, invalid clicks, and revenue data for the desired period of time.

Request URL:

[http://api.adx1.com/api/reports/?from=\[from_date\]&to=\[to_date\]&segment=\[segment\]&output=xml&api_key=\[api_key\]](http://api.adx1.com/api/reports/?from=[from_date]&to=[to_date]&segment=[segment]&output=xml&api_key=[api_key])

Request parameters:

The XML Request should contain the parameters listed below:

| Parameter | Type | Description |
|-----------|--------|--|
| from* | Date | Report start date. If not provided returns the report for the current server date. Example: &from=2016-04-02 |
| to* | Date | Report end date. Example: &to=2016-04-08 |
| segment* | String | Allowed values: hour day placement (corresponds to subid) site_id (corresponds to feedid) site_id:placement (allows collecting stats from sub IDs mapped to a separate feed ID) Example: &segment=hour |
| output* | string | xml or json |
| api_key | string | Your API key |

* - non-obligatory parameter

Example response:

```
<response>
  <result>
    <record>
      <conversions>0</conversions>
      <publisher_profit>15.266401853412</publisher_profit>
      <bad_clicks>211</bad_clicks>
      <bids>38521</bids>
      <clicks>12530</clicks>
      <requests>293764</requests>
      <impressions>1291</impressions>
      <total_conversions>0</total_conversions>
      <name>2016-04-20</name>
      <conversion_rate>0</conversion_rate>
      <coverage>0.13113</coverage>
      <bad_click_percent>1.656</bad_click_percent>
      <ecpc>0.00122</ecpc>
      <ecpm>0</ecpm>
      <ecpa>0</ecpa>
      <cvr_percent>0</cvr_percent>
      <ctr_percent>0</ctr_percent>
    </record>
  </result>
  <total>
    <name>Total</name>
    <clicks>29121</clicks>
    <conversion_rate>0</conversion_rate>
    <total_conversions>0</total_conversions>
    <requests>2973808</requests>
    <conversions>0</conversions>
    <bad_clicks>2796</bad_clicks>
    <bids>410247</bids>
    <coverage>0.13795</coverage>
```

```
<publisher_profit>75.87302963915</publisher_profit>
<bad_click_percent>8.76</bad_click_percent>
<ecpc>0.00261</ecpc>
<ecpm>0</ecpm>
<ecpa>0</ecpa>
<cvr_percent>0</cvr_percent>
<ctr_percent>0</ctr_percent>
</total>
</response>
```

XML Feed Implementation Reference

The XML API feed implementation reference has been designed to make ads integration with websites as simple as possible.

Request URL:

http://%ENDPOINT%.xml.adx1.com/?pubid=%PUBLISHER_ID%&subid=%SOURCE_ID%&feedid=%FEED_ID%&q=%KEYWORD%&useragent=%USERAGENT%&ip=%REMOTE_IP_ADDRESS%&ref=%HTTP_REFERRER%&num=%NUMBER_OF_ADS%&=iab_category=%IAB_CATEGORY%

Example request:

[http://pop-under.xml.adx1.com/?pubid=28082&subid=1&feedid=497&q=test&useragent=Mozilla/5.0\(Macintosh; Intel Mac OS X 10_8_3\) AppleWebKit/537.31 \(KHTML, like Gecko\) Chrome/26.0.1410.65 Safari/537.31](http://pop-under.xml.adx1.com/?pubid=28082&subid=1&feedid=497&q=test&useragent=Mozilla/5.0(Macintosh; Intel Mac OS X 10_8_3) AppleWebKit/537.31 (KHTML, like Gecko) Chrome/26.0.1410.65 Safari/537.31)
&ip=161.55.44.133&ref=http://testsite.com&num=10&iab_category=39

Making a Request:

Replace the above parameters with valid user request details and perform a GET request.

Request parameters:

The XML Request should contain the parameters listed below:

| Parameter | Type | Description |
|-----------|----------------------|---|
| endpoint | String | Corresponds to the type of traffic sent to the feed. NOTE: The endpoint is issued by the system automatically. No changes are needed. |
| pubid | Numeric | Integer value representing your account id number. |
| subid | String | Sub affiliate id to track traffic sub sources / sub affiliates. |
| feedid | Numeric | Integer value representing your feed id (site id) number. |
| ip | String | Actual IP address of the USER. NOTE: This is not the IP address of the server making the request. Format: XXX.XXX.XXX.XXX Obtain from REMOTE_ADDR |
| q | String (URL encoded) | Query keyword requested by the USER. |
| num | Numeric | Number of ads returned by the feed. Default: 10 |
| ref | String (URL encoded) | Full URL of the page where the ads are being displayed. NOTE: Should be exactly the same as the USER's click referer. |

URL-encoded.

| | | |
|--------------|----------------------|---|
| useragent | String (URL encoded) | Useragent from HTTP header of the USER. Obtain from USER-AGENT |
| iab_category | Numeric | Integer value representing IAB category of your traffic if applicable. Non-obligatory parameter |

Example response:

```
<result>
<record>
<title><![CDATA[ Test Ad Title ]]></title>
<url>domain.com</url>
<description><![CDATA[ Some description goes here ]]></description>
<bid>0.01</bid>
<click><![CDATA[ http://domain.com/?utm\_source=platform ]]></click>
</record>
</result>
```

For more information or questions, please contact us at support@ppcmate.com