Webtoon Cluster

Network Promotion manual

Ver.1.0

List

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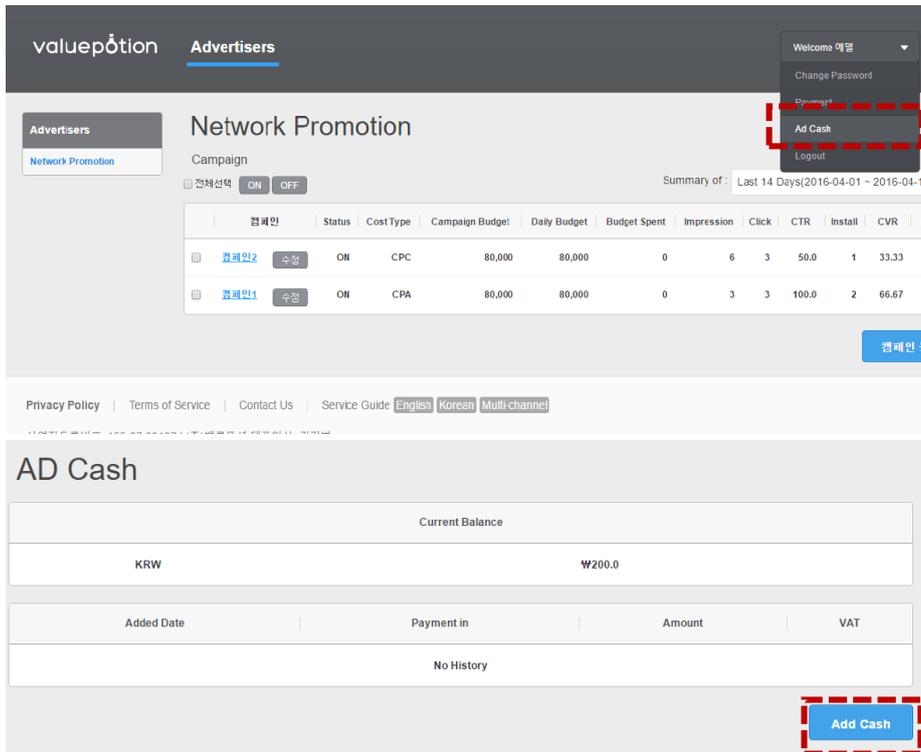
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A. Ad cash

1. Add Cash

Make payment in Ad Cash menu.

You can pay with credit card or bank account.

Credit card: pay through Ad Cash menu.

Bank Account: Remit payment to valuepotion Account 3 days before your ads show.

+need prior consultation with valuepotion for post payments.

+ As long as you've got money in your account to pay for your ads, your ads will run.

When your payment is used up, your ads will stop running. When you have replenished, don't forget to resume your ads.

2. Billings

If you pay for your costs via monthly invoicing, you'll receive an invoice for your costs.

B. Join agency, Invite members

1. Join agency:

Agency:

- Authority: managing members, open reports

Each company can create Agency account. By agency account, you can invite or delete members and also can open reports which are based on your member's campaigns.

Member:

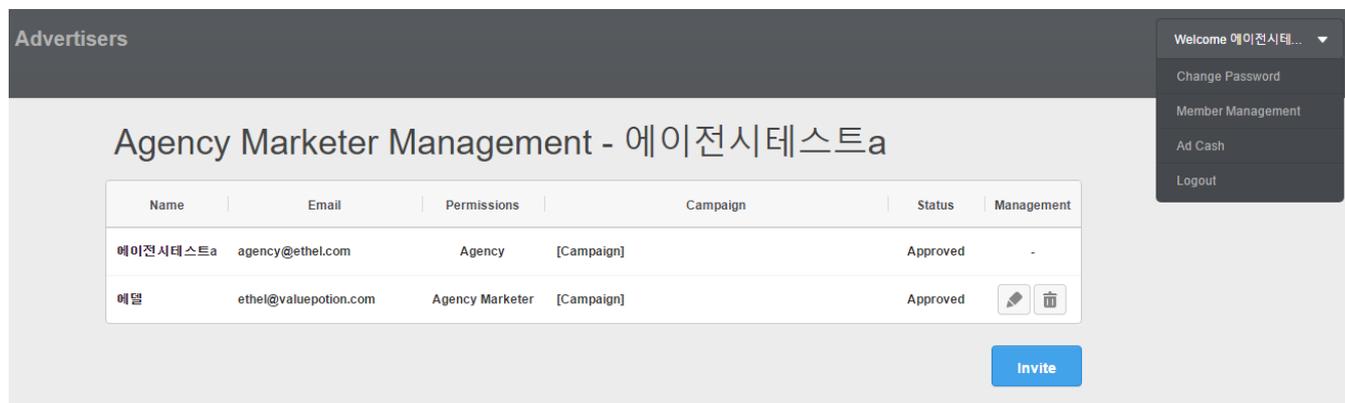- Authority: managing campaigns, open reports

Members are invited by Agency account. Members are marketers who can manage campaigns and open reports. Each member cannot access to another member's campaigns and reports.

Agency Name*	Agency Name
사업자등록증	파일 선택 선택된 파일 없음
Country*	Select Country ▾
Name*	Name
Email*	Email
Password*	Enter Password
Password	Confirm Password

After joining agency, you can check the list of campaigns which are created by members.

*Agency account will be offered from valuepotion.

2. Invite members:

Agency account has authority to invite members from [Member Management] menu.

Verification email will be sent to invited members. After verifying, members can manage ads.

*If you've forgotten password, mail to support@valuepotion.com to reset your password.

C. Manage Webtoon Cluster Ads

1. Campaign setting > 2. Ad setting > 3. Creative setting > 4. Creative approval

Campaign setting

Campaign Name: Campaign name cannot be more than 20 characters.

Bid Type: Choose your bid type. CPC/CPA

Period: Set campaign start/end dates and hours.

By default, minuets are set from 00 to 59. (ex. Start: 2016-05-01 00:00 / End: 2016-05-10 16:59)

1. Campaign setting > **2. Ad setting** > 3. Creative setting > 4. Creative approval

Network Promotion Create AD

Campaign Information	AD information	Upload Creative

Campaign Name	Campaign
Status	Available
Timezone	Asia/Seoul
Bid Type	CPC

Name*	
Bid Type*	**CPC**
Max Budget*	KRW
Daily Budget*	KRW
Bid Price*	KRW　　(Minimum Price: 90.0)
AD Period*	2016-05-10 ~ 9999-12-31 00 ▼ : 00 ▼　　23 ▼ : 59 ▼
Targeting*	**Platform** ◉ Android / iOS　○ Android　○ iOS Android Minimum Platform　　iOS Minimum Platform No Selection　　No Selection **Gender** ☐ Male　☐ Female　☐ Unknown **Age** Age All 18-24 25-34 35-44 45-54 * Ctrl+click for multi-selection (Command+click for Max OS X)

Save

Ad setting

Ad name: Ad name cannot be more than 30 characters.

Max Budget: Set maximum budget.

Daily Budget: Set daily budget.

* You can flexibly change Max budget and daily budget anytime.

* When exceed budget limit, ad will be paused.

Bid price: Bid price for ads

    * Min CPC ₩90, Min CPA ₩2500

    * Bidding in Second Price Auction

    The winning bid is recorded as the value of the second highest bid

    Ex)

Advertiser	Bid price	Priority	Charged Price
A	300	First	200
B	200	Second	200

    As the example above, advertiser A won the bid and will be charged 200 which is second highest bid.

Ad period: Set Ad start/end dates and hours.

By default, minuets are set from 00 to 59. (ex. Start: 2016-05-01 00:00 / End: 2016-05-10 16:59)

Targeting: Targeting Ads by choosing platform, gender and age.

1. Campaign setting > 2. Ad setting > **3. Creative setting** > 4. Creative approval

Network Promotion Upload Creative

Campaign Information	AD information	Upload Creative

Campaign Name Campaign
Status Available
Timezone Asia/Seoul
Bid Type CPC

Name Ad group
AD Period 2016-05-10 00:00 +0900 ~ 2016-08-31 23:59 +0900
Max Budget 10000.0
Daily Budget 10000.0
Bid Price 500.0
OS Android, iOS

Creative Type*

[+ Native Banner (Horizontal)] [+ Image Banner 320*100] [+ Big Banner 320*480] [+ Big Banner 300*250]

[+ Native Banner (Square)] [+ Interstitial] [+ Ending Interstitial]

Native Banner (Horizontal)

Bid Price 500.0 **(Minimum Price: KRW 90.0)**

Title | Description | Company

Android APP Download URL

iPhone APP Download URL

파일 선택 선택된 파일 없음   300 * 200

Add creative for A/B test

Save

Creative setting

Creative Type: Choose each size of creative type.

Creative info:

- Landing URL

- Image (Creative image file should be in correct size)

- Title/Description/Company (for Native Banner)

* To learn more about Creative specs, please reference [Creative Specs].

1. Campaign setting > 2. Ad setting > 3. Creative setting > **4. Creative approval**

Creative approval

Request review: When you create a new ad, that ad is submitted for review by your request. After review, the status will be changed from [In Process] to [Approved].

When you have missed to request review, the status will be shown as [Ready]. In this case, you can select checkbox and [Request Review].

Status: when requested, status changes from **[Ready]> [In Process]**

When approved, status changes from **[In Process]> [Approved]**

When disapproved, status changes from **[In Process]> [Declined]**

* you can check disapproved reason by clicking **[Declined]** link.

5. Creative Edit

Edit Creative

Creatives which are **Approved, Disapproved or Ready** can be modified by clicking [Edit] button.

* While under review, your ad **won't run** until it's been approved.

D. Report

1. Daily Report

View report: open report with magnifier button in Campaign tab.

- At report tab, you can open report by period, ad groups.

- Select period from the drop-down menu. You can download reports with arrow button.

- It is possible to pull a daily report by selecting [Show daily summaries]

2. Hourly Report

Campaign Report

2016-04-25 ▦ ~ 2016-04-25 ▦ ✕ ⬇

☑ Show hourly summaries

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Budget Spent	Avg. CPC	Impressions	Clicks	CTR(%)
17,000	500	7,838	34	0.43
Total	Average	Total	Total	Average

- You can see the reports on hourly basis, in this case, you should select single day.

Ex) 2016-04-25 ~ 2016-04-25

- by selecting [show hourly summaries], hourly reports will be shown as below.

10	0	0	0	0	0.00
11	16,000	500	7,743	32	0.41
12	500	500	45	1	2.22
13	500	500	19	1	5.26
14	0	0	15	0	0.00
15	0	0	6	0	0.00
16	0	0	3	0	0.00
17	0	0	1	0	0.00
18	0	0	1	0	0.00
19	0	0	0	0	0.00
20	0	0	3	0	0.00
21	0	0	2	0	0.00
22	0	0	0	0	0.00
23	0	0	0	0	0.00