

Push.House Guide

All the information you need to start your first campaign with Push.House. 🚀

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- GEO

2 Campaign Creation

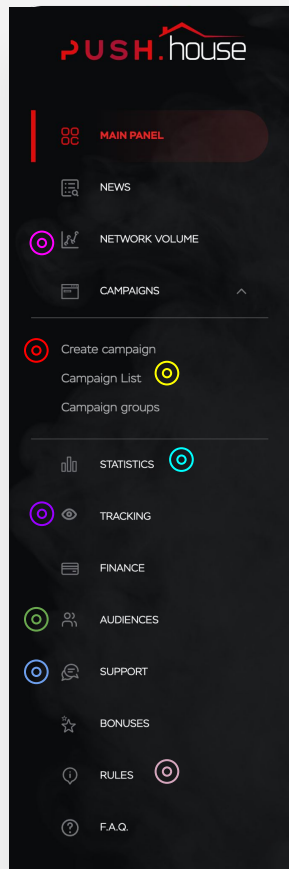
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- Countries and rates
- Ad limits
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1 Menu Menu overview



Create campaign

This is the section where you create new advertising campaigns.

Campaign list

This is the list of all created campaigns.

Statistics

Monitoring and statistics.

Postback

Tracking and postback settings.

Support

If you have any issues, you can create a ticket.

Rules

All network regulations are described here.

Network volume

All the available traffic volumes for advertisers.

Audience

Create Black / White List











Online support

You can text a manager for quick feedback













1 Menu GEO

TOP 10 ACTIVE

Country	Indicator
 ZA	2219%
 US	1448%
 AU	975%
 GB	938%
 BE	793%
 MX	740%
 NZ	727%
 BR	706%
 CL	704%
 JP	630%

TOP 10 FREE

Country	Indicator
 DO	1%
 AS	1%
 GD	1%
 SC	1%
 UM	1%
 AI	1%
 LR	1%
 MU	1%
 TO	1%
 FK	1%

Top 10 active

the list of the most competitive GEOs.

Top 10 free

the list of least competitive GEOs.

2 Campaign Creation

Countries and rates

Campaign Name*
For example: PushHouse_traffic

Category
Choose offer from list

Choose ad format:

- Push Notification
- In-Page Notification

Push Notifications
Works on all platforms and Google Chrome browsers

Target page*
http://www.domain.com/in.php?site={site}

Add macros:
[What's that?](#) {click_id} {site} {camp} {pdpid} {price} {feed} {country} {city} {os} {browser} {format} {lang}

Pay model: CPC

CPC
In this model, the advertiser pays for each click on their advertisement, the price is either decided by the advertiser, or automatically appointed by the auction.

Traffic settings

- Push House traffic
High-quality direct traffic from the sites of our network
- Feed traffic
Traffic from carefully selected partners
[Settings](#)

Category

Select one of the available verticals for your campaign

Target page

Add a link to your Target Page (Offer Page) here

Macros

Macros are needed in order to automatically get the necessary data (for example, campaign ID or a site ID) without manually adding tags.

Feed

This checkbox gives you access to traffic from third-party subscription databases.

It's ideal for scaling your ad campaigns.

To work with "Feeds" traffic you need to have **above \$70 on your balance**, and **above \$200** for GEO India.

2 Campaign Creation

Countries and rates

Country and rate

Country
Russian Federation (RU)

CPC
- 0,012 +
min. 0.012\$ max. 0.3\$

City
Exclude Include All

Group

Audience
+
Warning!
Targeting by sites, IP, as well as retargeting, can be configured in the audience section

Targeting

Device
All

OS version Android
All

Browser language
All

Subscription age (days)
All

Browser
All

Exclude Include Clear params

Audience

Your selected audience for this campaign.

Audience creation

The ability to create new audience without leaving the campaign page.

CPC

The bid for your ad.

Device

Targeting device type

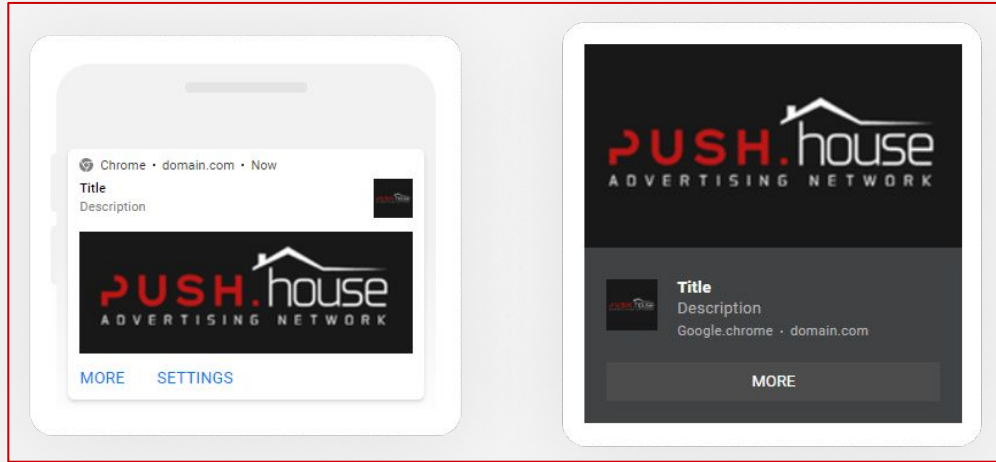
- Mobile
- Desktop
- All (includes mobile and desktop)

Subscription age

The fresher the subscription, the more actively the user reacts to your ads.

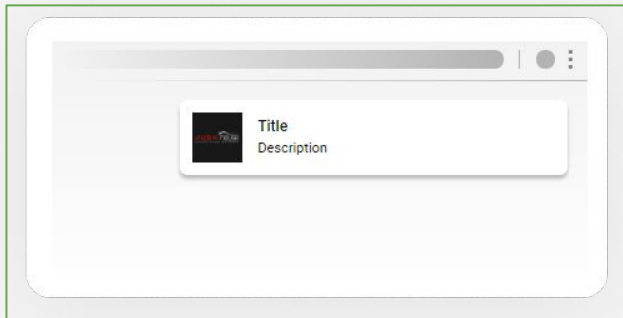
2 Campaign Creation

Types of traffic



PUSH notification

An example of how the notification is displayed on mobile devices and PC.



In-page push

Example of how the In-page push notification is displayed.

2 Campaign Creation

Ad limits

Daily campaign budget, \$ <input type="text" value="0"/>	General campaign budget, \$ <input type="text" value="0"/>
General clicks limit <input type="text" value="0"/>	Daily clicks limit <input type="text" value="0"/>

Limit \$

The minimum total and daily budget cannot be less than \$10.

Click limit

The minimum total and daily clicks limit cannot be less than 100.

2 Campaign Creation

Creatives

Advertisement

Badge

Creative 18+?
 Yes No

Text for buttons
 15
 15

Title ? 23 characters

Description ? 35 characters

Icon
Recommeneded:
192x192 px
jpg, jpeg, png

Image
Recommeneded: 492x328 px
jpg, jpeg, png

BADGES

Badges give you the opportunity to choose a suitable icon for the vertical of your ad, to increase CTR and conversions.

{CITY}

This macro automatically generates the user's city in the language of his browser.

{COUNTRY}

This macro automatically generates the user's country in the language of his browser.

Macros should be written in Capital letters, as shown in the example.

BUTTONS




































This feature gives you the ability to create CTA buttons to increase the user's motivation to take an action.

Creative 18+

You have to specify whether the ad contains any erotic content.

2 Campaign Creation

Edit/Status

Income	ROI	Watch	Control
0.00 \$	0	 	    
0.00 \$	0	 	    
0.00 \$	0	 	    
0.00 \$	0	 	    
0.00 \$	0	 	    

Copy a campaign

Edit a campaign

Start and stop a campaign manually

Delete a campaign

Statistics

● Active

Your campaign is running and receiving traffic.

● Inactive

Your campaign is not active, stopped manually or after moderation.

● Stopped by the administration

Your campaign is being moderated.

● Budget limit

The budget limit or click limit that you set for your campaign has been reached.

● Insufficient funds

There are not enough funds on your balance. Please top up your balance to continue receiving traffic.

● Schedule

The schedule limit that you specified by day or hour has been reached.

2 Campaign Creation

Placement

Limit, \$	CPC	Place ?	Country	Shows	Clicks	CTR	Expenses	Leads
∞	0.0195	⌚	🇺🇿 UZ	0	0	0%	0.00 \$	0
∞	0.0045	0	🇮🇩 ID	0	0	0%	0.00 \$	0
∞	0.0040	0	🇮🇩 ID	0	0	0%	0.00 \$	0
∞	0.0040	0	🇮🇩 ID	0	0	0%	0.00 \$	0
∞	0.0040	0	🇮🇩 ID	0	0	0%	0.00 \$	0

Place

This is your campaign's position. The higher it is, the greater the quantity and quality of the traffic received.

Position is influenced by CTR and cost per click. Recalculation occurs **every 10 minutes** according to the campaign data for the current day

Position

Position will be displayed after **3,000 shows**

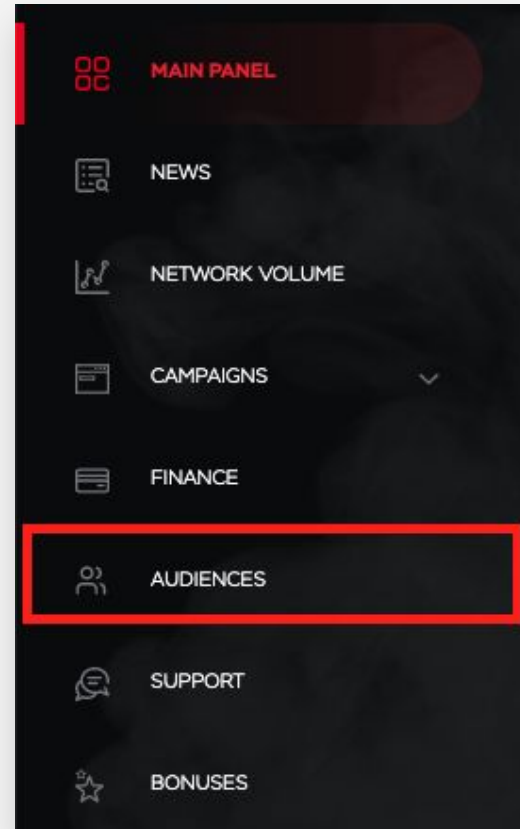
3 Audiences

Creating a Black / White List (Type ID)

Creating a Black/ White List

If you want to run your campaign on certain sites, you need to create a Whitelist of sites that you selected after analyzing the statistics. This is done as follows:

Go to the menu, section **“Audiences”**.



3 Audiences

White List Creation

To create a White List, you must specify:

1. The name of the audience you are creating. (For example: **White list - offer name**)
2. ID type (In the drop-down list, select **WHITE LIST**).
3. Enter a list of site IDs, one per line.

If, on the other hand, you want to exclude some sites from rotation, you need to create a **Black List**.



The screenshot shows a form titled "AUDIENCE WHITE LIST - OFFER NAME" with the following fields and annotations:

- Name of Audience:** A text input field containing "White list - offer name", highlighted with a red box and the number "1".
- Type IP:** A dropdown menu currently set to "Not set". A red arrow points from this field down to the "Type ID" field.
- Type ID:** A dropdown menu with options: "Select option", "Not set", "Black list", and "White list". The "White list" option is highlighted in green and is enclosed in a red box with the number "2".
- List ID:** A text area containing the site IDs "8025387", "8025605", "8026117", and "8027469", each on a new line. This area is enclosed in a red box with the number "3".
- List of ID subscriptions:** An empty text area below the "List ID" field.
- Buttons:** "Save" (red) and "Cancel" (grey) buttons at the bottom. A red arrow points from the "List ID" field to the "Save" button.

To create a Black list, specify:

1. The name of the audience you are creating. (For example: **Black list - offer name**).
2. ID type (In the drop-down list, select **BLACK LIST**).
3. Enter a list of site IDs, one per line.

AUDIENCE WHITE LIST - OFFER NAME

Name of Audience
White list - offer name **1**

Type IP
Not set

Type ID
Select option **2**
Not set
Black list
White list

List IP

List ID
8025387
8025605
8026117
8027469 **3**

List of ID subscriptions

Save Cancel

3 Audiences

IP Blacklist / Whitelist (IP Type)

IP Blacklist / Whitelist (IP Type)

The **white list** is used if you need traffic from specific ranges of an operator or geo-region. So, you can specify the IP-ranges of operators that are accepted by your Affiliate Program or set up the purchase of traffic from ranges that belong to a specific city that is not allocated in our network.

The **black list** is used when, on the contrary, it is necessary to prohibit the display of advertising on part of the operator's IP-ranges or to exclude a specific city that is not allocated separately on the network.

Ranges are specified as: Ranges from 1.1.1.1-2.2.2.2, each on a new line, both in the blacklist and in the whitelist.

AUDIENCE WHITE LIST - OFFER NAME

Name of Audience

Type IP

List IP

Type ID

List ID

Retargeting

List of ID subscriptions

Save **Cancel**

Retargeting

If you need to target a specific audience, for example, those subscriptions which performed a certain action (conversion), specify the subscription IDs, they are transferred to the statistics using the {pdpid} macro.

Each ID is on a new line.

AUDIENCE WHITE LIST - OFFER NAME

Name of Audience	
<input type="text" value="White list - offer name"/>	
Type IP	List IP ⓘ
<input type="text" value="White list"/>	<input type="text" value="127.0.0.1-127.0.0.255"/> <input type="text" value="193.0.0.1-193.0.0.174"/>
Type ID	List ID ⓘ
<input type="text" value="Not set"/>	<input type="text"/>
Retargeting	List of ID subscriptions ⓘ
<input type="text" value="White list"/>	<input type="text" value="4320163960"/> <input type="text" value="4103361896"/> <input type="text" value="4353078877"/> <input type="text" value="4590004023"/>

3 Audiences

Adding an audience to a campaign

Adding an audience to a campaign

After creating and saving all the necessary audiences, they will be displayed in the **AUDIENCES** section when creating or editing a campaign. There you can select the exact audience you want to target.

0.012\$

City

Exclude Include All ✕

Group

Audience

+

Warning! ✕
Targeting by sites, IP, as well as retargeting, can be configured in the audience section

3 Audiences

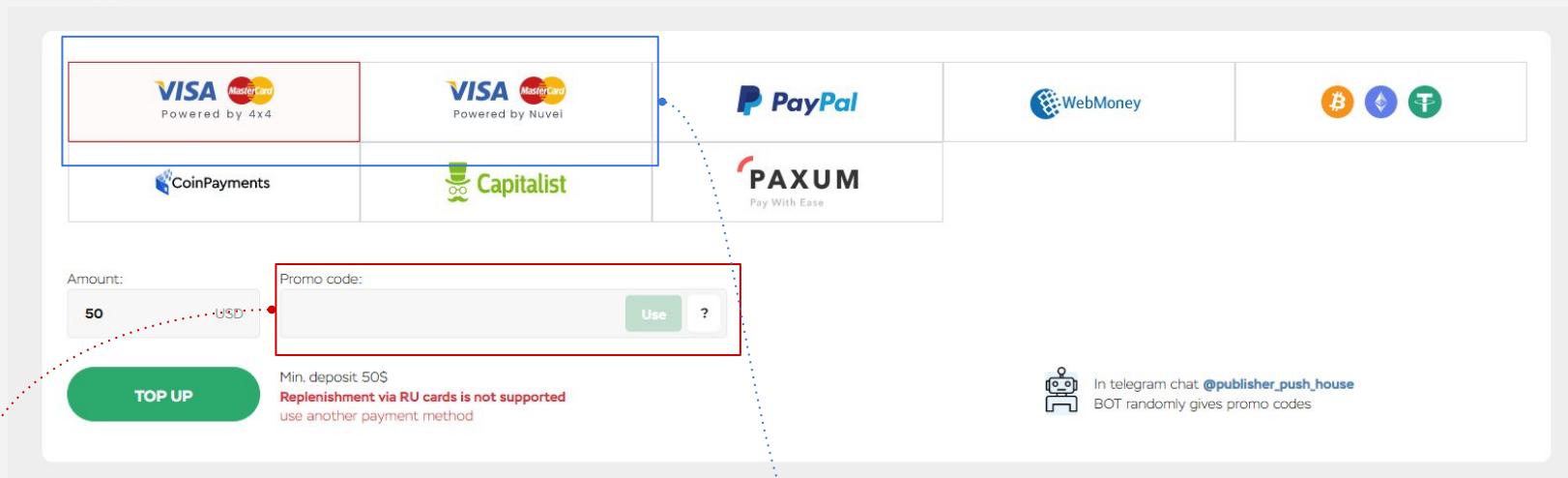
Main features:

Main features:

- + The same audience can be assigned to several campaigns, which greatly simplifies the creation of Black / White lists.
- + Single-line list maintenance will not take as much time as comma-separated lists.
- + Now you can combine audiences for different campaigns, but with just 1 click, rather than transferring entire lists.
- + The ability to combine audiences + retargeting.



4 Finances



Promocode

To use a promotional code that gives a bonus to your first deposit, you must first make a payment, and only then specify the promotional code. These are two separate actions from each other.

After entering a promocode, the field for entering promocodes disappears. Promotional codes are one-time use.


Card payment


If you have any difficulties when topping up with a card, follow the recommendations below:


- 1) Make sure that there are enough funds on the balance for the operation.
- 2) Make sure that all fields are filled in (for this you need to make 2 scrolls down the page) on the page with the information input.
- 3) Make sure that the bank supports currency conversion (in case you are trying to top up a dollar currency account in your own currency).

Still have questions?

Text our managers for quick feedback

 PH_support2

 PH_aleks2

 Pushhouse

