

Mintegral

Programmatic | AI | Interactive

Advertiser Self-Service Platform User Manual



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I. Definitions

Advertising:

the product that will be promoted. The product can be a mobile app or a web page.

Offer:

refers to the ad unit that needs to be put under an ad campaign. For example, when promoting an app, different ad units can be created to run A/B tests based on criteria like region, price, or creative. The same ad campaign can contain multiple ad units. Ad units can have custom names, we recommend naming them using this structure: short company name_ short product name_region_ platform_mtg.

Tracking links:

track the clicks or impressions for ads served by Mintegral and are used for conversion attribution callbacks. If you use 3rd party tracking, please choose Mintegral tracking links on the 3rd party platform. If you use API/S2S integration, please contact your Account Manager for assistance.

UUID:

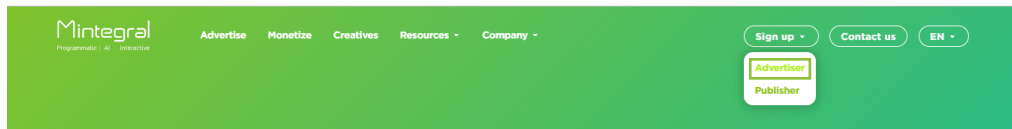
an internal Mintegral tag used for querying data for ad units, which is automatically generated after an ad unit is successfully created.

II.How-to Instructions

1. Register an account

1) Path:

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



2) Fill in the required information

Fill in relevant information about your company in the signup form.
Suggested user name structure: short company name_MTG

Sign Up

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

Marked in red is required, which should be filled in according to the true information of your company.

The user name should be composed of English letters, English symbols and numbers

* User Name

* Email Address

* Skype/Contact Number

* Company Property Publisher AD Network Other

* Registered Business Name (EN)


* Registered Business Address

* Timezone

* Main Address - Location -

Company Website


Product Link

* Qualification Documents 

* Password

* Confirm Password

Need to agree with the Terms and Privacy Policy before registration

I'm not a robot  [Privacy - Terms](#)

I agree to [Advertiser Terms of Service](#) and [Privacy and Data Protection Addendum](#)

2. Add funds

You need to add funds into your account in advance to ensure that your account balance is sufficient before you start running campaigns.

1) Path:

Minimum deposit: \$500.00

Mintegral Overview User Acquisition Reports Account

Add Funds

 Account > Add Funds

Billing Currency

USD CNY

Deposit Amount Minimum: \$500

\$ Deposit Amount

There may be some fees happened in the recharge process (For instance, withholding tax ⓘ), the actual amount is subject to our final confirmation.

Confirm and Choose Payment Method

- Basic Information
- User Management
- Change Password
- Add Funds**
- Billing Management

2) Confirmation:

Mintegral Overview User Acquisition Reports Account

Add Funds

 Account > Add Funds

Billing Address

Billing Address

City State Location

City State (CG) Congo

Choose a way to pay

Card

PayPal

I agree to Advertiser Terms of Service and Privacy and Data Protection Addendum

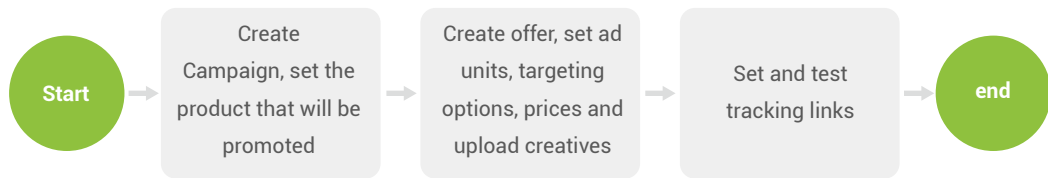
Pay Now Go Back

Support bank card and PayPal

Need to agree with Terms and Privacy Policy to continue the top-up

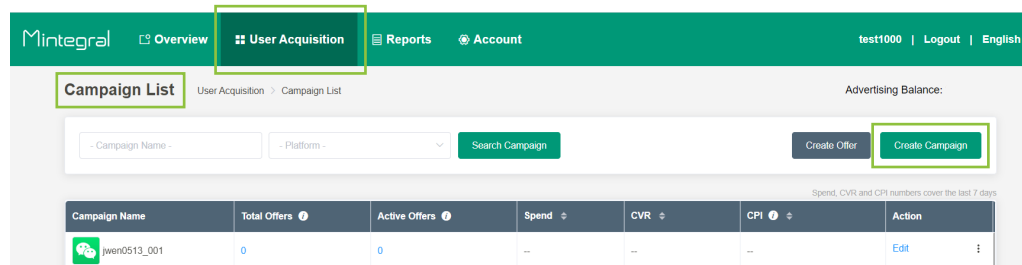
3. Create and start a campaign

1) The user journey of creating an ad campaign



2) Creating a campaign

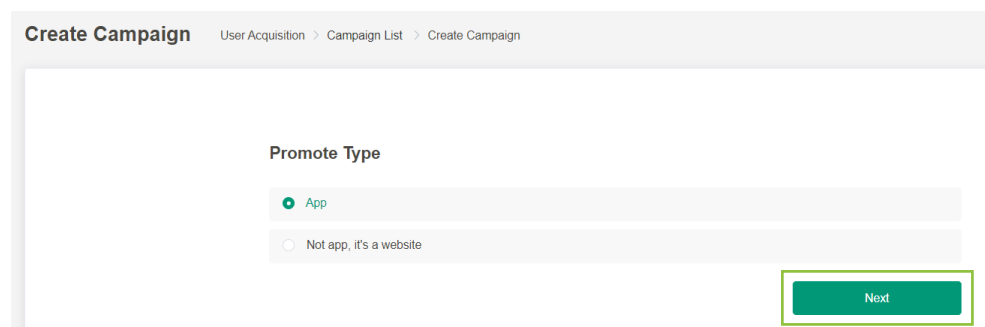
Path:



To create a campaign, follow these steps:

- Step 1: choose the promotion type

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



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

If the type is "website", fill in the required fields shown below to finish creating a campaign:

User Acquisition > Campaign List > Create Campaign

Promote Type: Website

Landing Page:

Campaign Name:

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

Website Icon: Format: jpg, png, jpeg, bmp, gif
Dimension: 512x512
Size: 5M

Website Name:

Platform: Android iOS

Category:

Website Description:

Buttons: Back, Create Campaign

Annotations:

- Create a name for this campaign (points to Campaign Name)
- Whether the ad can be displayed to the children under 13 years old? (points to COPPA checkbox)
- Upload the logo of the website (points to Website Icon)
- Enter the name of the website to be promoted (points to Website Name)
- Select which mobile phone platform the ad should be displayed on (points to Platform)
- Brief introduction of the website (points to Website Description)
- All fields are required. When you finish all settings, click here to proceed. (points to Create Campaign button)

If the type is "app", just add the download link in the Preview Link field:

Mintegral Overview User Acquisition Reports Account test0424 Logout English

Create Campaign User Acquisition Campaign List Create Campaign Advertising Balance.

Promote Type: App

Preview Link:

App not in the store yet? App download link is also accepted

Buttons: Back, Next

- **Step 3: Finish adding the required information**

For “app” promotion campaigns, click the “Next” button after finishing step 2 to get to the final step which will look as follows:

The screenshot shows a form for setting up an app promotion campaign. The form includes the following fields and options:

- Promote Type:** App
- Preview Link:** https://play.google.com/store/apps/details?id=io.voodoo.holeio&hl=en_US
- Campaign Name:** (Empty text box)
- This campaign is directed to children according to the [Children's Online Privacy Protection Act \(COPPA\) 16 CFR 312](#)
- App Icon:** A blue icon showing a person falling into a hole. Metadata: Format: jpg, png, jpeg, bmp, gif; Dimension: 512x512; Size: 5M
- App Name:** Hole.io
- Package:** io.voodoo.holeio
- Size:** 72.9 MB
- Platform:** Android iOS
- Category:** Games
- Version:** 4.4 To --
- App Description:** The most addictive game! Enter the arena and face the other holes in a fierce battle. Eat everything in sight with your black hole and expand it to eat more! Show them who is the biggest hole in town!
- Buttons:** Back (grey), Create Campaign (green)

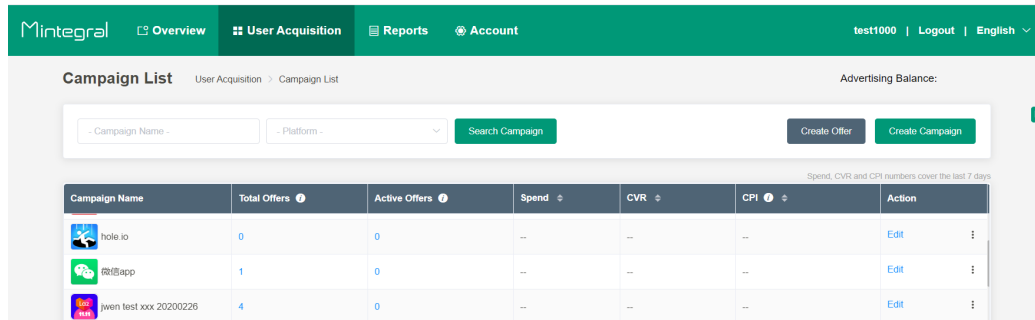
Annotations:

- A green box on the left contains the text: "Make sure whether the mobile app meets the Children's Online Privacy Protection Act". A line points from this box to the COPPA checkbox.
- Another green box on the left contains the text: "The campaign name by default is the app name". A line points from this box to the App Name field.
- A third green box on the left contains the text: "All fields are required. When you finish all settings, click here to proceed.". A line points from this box to the "Create Campaign" button.

Description:

- If the app download link is an App Store or Google Play link, the basic app details will be automatically populated, you will only need to fill in the campaign name. If the app details are not automatically added, you will need to manually add the required information.
- 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 you will need to manually add that information.

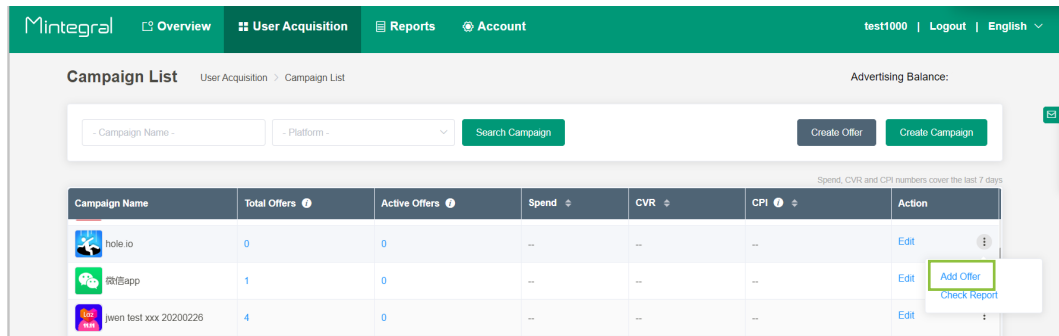
- Step 4: After creating your campaign, you will be able to see it in the "Campaign List" section, under "User Acquisition".



3) Create an offer

Path:

Click "Add Offer" next to your campaign as shown below:



To create an offer, follow these steps:

- Step 1: Fill out the basic information fields

The screenshot shows the 'Create Offer' interface. At the top, there is a breadcrumb trail: 'User Acquisition > Offer List > Create Offer'. On the right, it says 'Advertising Balance:'. Below this is a progress bar with four steps: 1. Input Basic Info (highlighted in green), 2. Fulfill Targeting Info, 3. Set Bid Rate & Budget, and 4. Upload Creatives. The main form area contains the following fields and controls:

- Related Campaign:** A dropdown menu currently showing '- Related Campaign -'. A green line connects this field to the annotation 'Select the campaign created previously'. To the right of the dropdown is a '+ Add Campaign' link.
- Offer Name:** A text input field. A green line connects this field to the annotation 'Name the offer'.
- Promote Periods:** A section containing a time zone selector (currently 'UTC +8 (Sh)'), a 'Start Time' input field, and an 'End Time' input field. A green line connects this section to the annotation 'If you can't find the related campaign, easily create a new one here, and then relate the offer to the campaign.' Below these fields is a note: 'If you prefer to manually stop the offer, please set the value of "end time" to null'.
- Next:** A green button at the bottom right. A green line connects this button to the annotation 'All fields are required. When you finish all settings, click here to proceed.'

- Step 2: Choose targeting options

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

Basic Targeting

Platform: Android

Target Device: Phone Tablet

Target Min OS Version: 4.4

Target Locations: Global Specific Country / City

Type to add locations Select All

- (AD) Andorra
- (AE) United Arab Emirates
- (AF) Afghanistan
- (AG) Antigua and Barbuda
- (AI) Anguilla
- (AL) Albania
- (AM) Armenia
- (AO) Angola
- (AQ) Antarctica

Select specific countries or cities

No Data

2G 3G 4G WIFI

Advanced Targeting >

Back Next

Select the target devices

Select the min OS version

If your product package is too large, we recommend you to launch under WiFi and 4G network.

- Step 3: Set the bid price and budget

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

Bid Type: CPI

Cost per Install . When a user installs and runs your app

Default Bid Rate: \$ 0.01

Bid Rate by Location:

- \$ 0.01 (AD) Andorra
- \$ 0.02 (AG) Antigua and Barbuda (BB) Barbados

+ Add Bid Rate by Location

Budget For: For All Area For Special Area

Total Spending Budget: \$ [50] Open budget (no budget cap)

Set Daily Cap By: Spending Budget Conversion

Daily Spending Budget: \$ [50] Open budget (no budget cap)

Back Next

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

You can set bids for different countries

The daily budget setting of the offer, which will be shared by multiple countries

- Step 4: Upload the creatives

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



Click to upload creatives; you can upload new creative, or add the existing creative that has been used on other offer.

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

Creative that has been uploaded

Ad Type

Upload New Creatives ▾

Add Existing Creatives ▾

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

Creative Details

Image Or Video Playable Ads

Select to Delete

| ■ | Creative File | Creative Type ▾ | Location ▾ | Pixel / Dimension ▾ | Supported Ad Type |
|--------------------------|---------------|-----------------|------------|---------------------|-------------------|
| <input type="checkbox"/> | icon_512x512 | Image | All | 512x512 | |

Total 1 < 1 > Go to 1 10/page ▾

Text Assets ▾

Input Text ?

Translate

Copy Translation To ▾

| ■ | Language | Location | Translation |
|---------|----------|----------|-------------|
| No Data | | | |

Total 0 < 1 > Go to 1 20/page ▾

+ Add New

| ID | Creative Type | Value | Language | Location ▾ | Action |
|----|---------------|-------|----------|------------|--------|
|----|---------------|-------|----------|------------|--------|

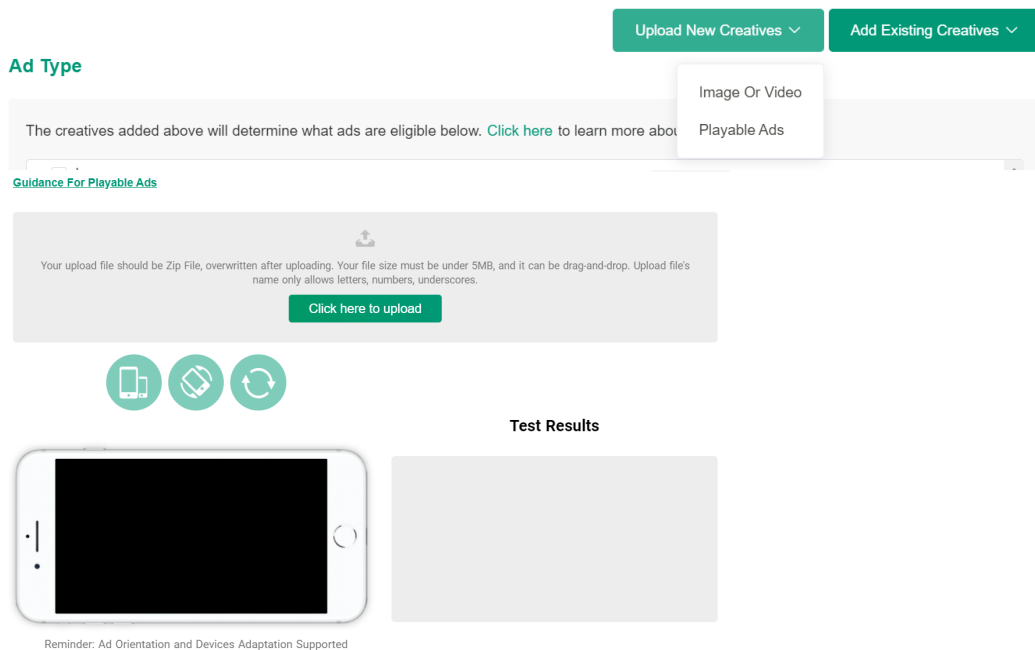
Below is a summary chart of ad types and each of their creative dimension requirements:

| Creatives size types - Video | |
|------------------------------|---|
| Video Pixel(required) | 1280x720, 720x1280 |
| Video Pixel(optional) | 1920x1080、 1080x1920、 1024x768、 768x1024 |
| Video Length | It's recommend to provide 6s, 15s, 30s video lengths, but at least one length is required |
| Format | MP4 |
| Bit Rate | minimum 1500kpbs |
| Size | maximum 50MB |
| Creatives size types - Graph | |
| Format | jpg(required)、 jpeg、 png、 gif、 bmp |
| Size | maximum 500K |
| Dimension(required) | 1200x627 (large graphic)、 512x512 (icon)、 720x1280、 1024x768、 768x1024、 320x50、 728x90 |

If you want to use a playable ad, you need to test it using this link:

<https://www.mindworks-creative.com/review/doc/>

After you have successfully tested the playable creative, you can upload it as shown below.



- Step 5: Text assets translation (optional)

This is an optional function, needed to translate the original text into the language of the target area. The specifics are as follows:

a) Add creative type

New Creative Type
(APP Name, APP
Description, CTA
Button, Short Title)

Text Assets

Input Text ⓘ

Input translation text Translate

Copy Translation To

| | Language | Location | Translation |
|---------|----------|----------|-------------|
| No Data | | | |

Total 0 < 1 > Go to 1 20/page

+ Add New

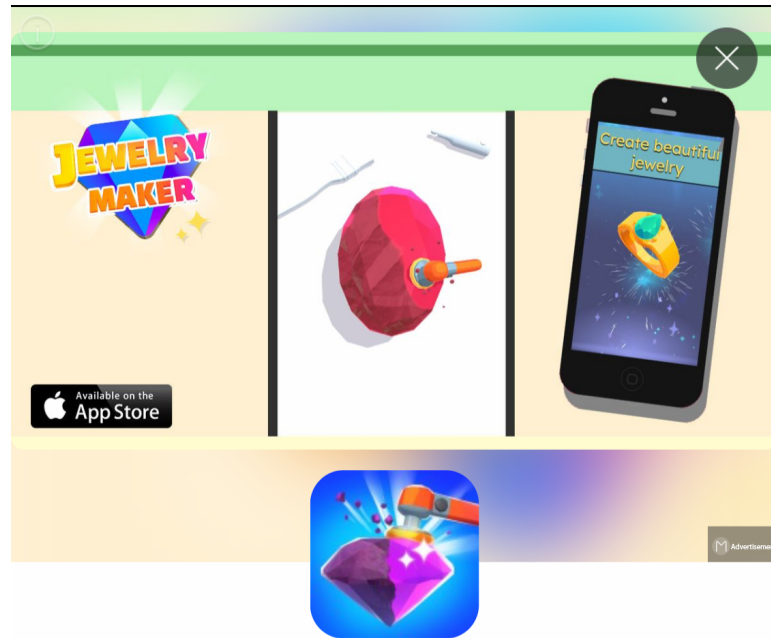
| ID | Creative Type | Value | Language | Location | Action |
|----|---------------|-------------------------------|----------|----------|--------|
| | CTA Button | <input type="text" value=""/> | language | all | Delete |

Total 1 < 1 > Go to 1 10/page

Back Create Offer

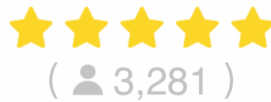
Note: An End-card template will be generated automatically, which includes the APP name, APP Description, CTA Button, Short Title.

Example:



Jewelry Maker!

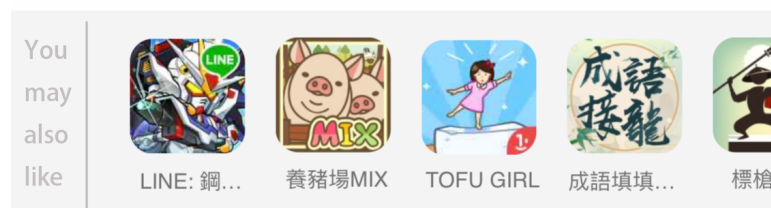
Choose one
of three:
APP Name/
APP Description/
Short Title



INSTALL

CTA Button

Mintegral



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

Note: During the promotion of the offer, if the corresponding location does not contain the required creatives, our system will automatically take 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.

c) Use the translation function to change the original language into the target language(optional function)

1. Input the content that needs to be translated

2. Click to "Translate"

3. Select the language needed

Text Assets ▾

Input Text ⓘ

install now Translate

Copy Translation To ▾

| <input type="checkbox"/> | Language | Location | Translation |
|--------------------------|--------------------|-------------------|-------------------|
| <input type="checkbox"/> | English | AD,AX,AZ,BA,BB,GF | install now |
| <input type="checkbox"/> | Chinese Simplified | CN | 现在安装 |
| <input type="checkbox"/> | Japanese | JP | 今すぐインストール |
| <input type="checkbox"/> | Russian | RU | установить сейчас |

Total 4 < 1 > Go to 1 20/page ▾

+ Add New

| ID | Creative Type ▾ | Value | Language | Location ▾ | Action |
|----|-----------------|--|------------|------------|---|
| | CTA Button ▾ | Required | language ▾ | all ▾ | 🗑 Delete |

Total 1 < 1 > Go to 1 10/page ▾

Back Create Offer

d) Copy the content that has been translated to the corresponding position, select the promotion location

Click to "Copy" the translated text to the corresponding position

The translated text and the corresponding location will appear here

Text Assets ▾

Input Text ⓘ
install now Translate

Copy Translation To ▾

| | APP Name | Location | Translation |
|-------------------------------------|-----------------|-------------------|-------------------|
| <input type="checkbox"/> | APP Description | AD,AX,AZ,BA,BB,GF | install now |
| <input checked="" type="checkbox"/> | CTA Button | CN | 现在安装 |
| <input type="checkbox"/> | Short Title | JP | 今すぐインストール |
| <input type="checkbox"/> | Russian | RU | установить сейчас |

Total 4 < 1 > Go to 1 20/page ▾

+ Add New

| ID | Creative Type ▾ | Value | Language | Location ▾ | Action |
|----|-----------------|-------|-------------|----------------|--------|
| 1 | CTA Button ▾ | 现在安装 | Chinese S ▾ | (CN) China ⓧ ▾ | Delete |

Total 1 < 1 > Go to 1 10/page ▾

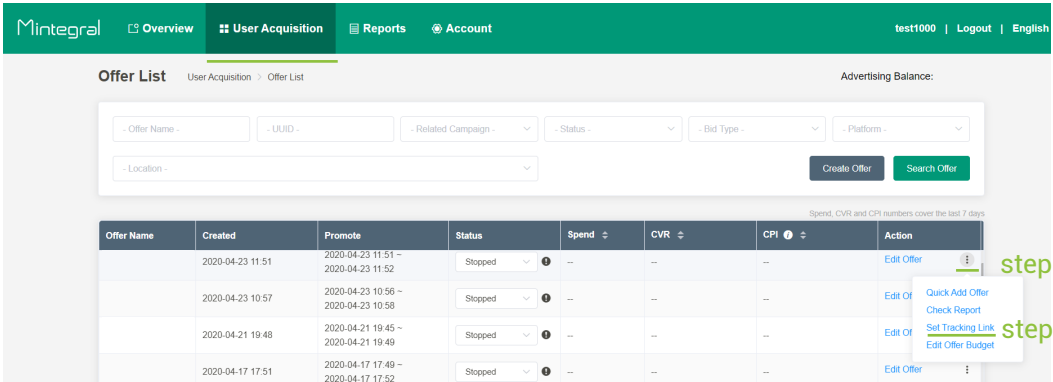
Back Create Offer

4) Set tracking links

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

How to set tracking links:

step 1



The screenshot shows the Mintegral 'Offer List' page. At the top, there is a navigation bar with 'User Acquisition' selected. Below the navigation bar, there are search filters for Offer Name, UUID, Related Campaign, Status, Bid Type, Platform, and Location. A table of offers is displayed with columns for Offer Name, Created, Promote, Status, Spend, CVR, CPI, and Action. The 'Action' column for the first offer has a dropdown menu open, showing options: 'Edit Offer', 'Quick Add Offer', 'Check Report', 'Set Tracking Link', and 'Edit Offer Budget'. The 'Set Tracking Link' option is highlighted in green. To the right of the table, there are labels 'step 2' and 'step 3' pointing to the dropdown menu and the 'Set Tracking Link' option respectively.

| Offer Name | Created | Promote | Status | Spend | CVR | CPI | Action |
|------------|------------------|-------------------------------------|---------|-------|-----|-----|------------|
| | 2020-04-23 11:51 | 2020-04-23 11:51 - 2020-04-23 11:52 | Stopped | -- | -- | -- | Edit Offer |
| | 2020-04-23 10:57 | 2020-04-23 10:56 - 2020-04-23 10:58 | Stopped | -- | -- | -- | Edit Offer |
| | 2020-04-21 19:48 | 2020-04-21 19:45 - 2020-04-21 19:49 | Stopped | -- | -- | -- | Edit Offer |
| | 2020-04-17 17:51 | 2020-04-17 17:49 - 2020-04-17 17:52 | Stopped | -- | -- | -- | Edit Offer |

Testing the tracking links:

- For CPM/CPC offers, tracking links are not necessary. You can run the offer once you have finished creating it. (Note: It is recommended to fill in tracking links to track conversions and user events for better optimization.)
- You must save the Click URL first and then you can successfully get the links by clicking the "Get Test Links" button.
- If you use 3rd-party tracking, please click "Save" and enter the automated testing process. Please check the testing status after 2-4 hours. If the test failed, please correct the error and test again manually.
- As S2S integration doesn't support automated testing for now, please contact your account manager or technical support staff for testing.

Set Tracking Link

User Acquisition > Offer List > Set Tracking Link

Notes

1. when you edit and save a new tracking link, your Offer will be stopped temporarily if it is running; Once the new link is tested successfully, the Offer can be restarted again.
2. Any problem? Please contact " support@mintegral.com " for help.
3. 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.

Offer Name

jventest0423_copy_002

Tracking Method

- Select -

Impression URL

Click URL

Save

[Optional Variables](#)

Before running an offer, you need a test to see if you've correctly implemented the tracking link. It just takes a few steps.

Step 1. Set up the conversion tracking URL

You must call the postback URL after the successful completion of the offer to track a conversion. When you loads the postback URL, it records a conversion.

Please [click here](#) to find how to set up your conversion tracking URL.

Step 2. Use the test link to install your app

Device ID

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 CPA (e.g. Completed Level 1)

Step 4. Run Verification Tests

After clicking the 'Run Tests' button below, our server will return messages indicating whether or not your actions in the above steps were registered in our system.

Run Tests

Test Result:

5) Copy offers

When creating offers, you may want to create multiple offers with different criteria but similar content. To do this, simply use the “Quick Add Offer” feature.

Path:

step 1

step 2
step 3

Description:

Click the “Quick Add Offer” button and the selected offer will be duplicated. You will just need to check the offer information page by page and amend any details you need.

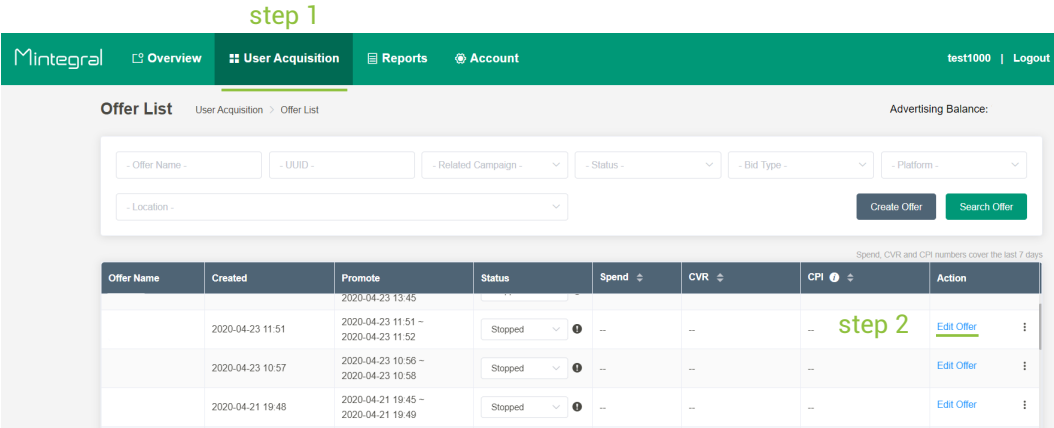
6) API integration

If you have personalized marketing needs that require the Mintegral Open API, you can get the API integration document from the following path. Please contact your Account Manager for assistance with integration issues.

Reporting&API

4. Edit offer details

Path:



Edit offer :

The process of editing an offer is the same as the process of creating an offer. Simply click "Edit Offer" next to the offer you would like to update and follow the on-screen steps.

5. Edit offer status

Path:

step 1

The screenshot shows the Mintegral 'Offer List' page. At the top, there is a navigation bar with 'Overview', 'User Acquisition', 'Reports', and 'Account'. The 'User Acquisition' tab is active. Below the navigation bar, there are search filters for Offer Name, UUID, Related Campaign, Status, Bid Type, Platform, and Location. There are 'Create Offer' and 'Search Offer' buttons. Below the filters, a table lists offers with columns for Offer Name, Created, Promote, Status, Spend, CVR, CPI, and Action. The 'Status' column is highlighted with a green box and labeled 'step 2'. The table contains three rows of offers with statuses 'Stopped', 'Running', and 'Stopped'.

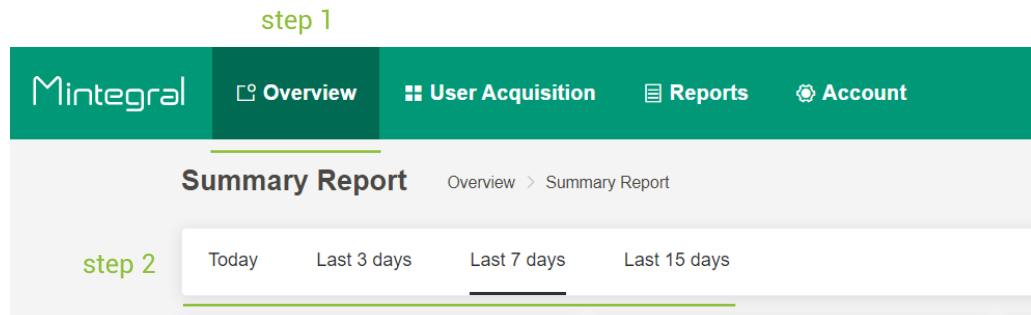
step 2

| Offer Name | Created | Promote | Status | Spend | CVR | CPI | Action |
|------------|------------------|--|---------|-------|-----|-----|------------|
| | | 2020-04-23 13:45 | | | | | |
| | 2020-04-23 11:51 | 2020-04-23 11:51 ~ 2020-04-23 11:52 | Stopped | -- | -- | -- | Edit Offer |
| | 2020-04-23 10:57 | 2020-04-23 10:56 ~ 2020-04-23 10:58 | Running | -- | -- | -- | Edit Offer |
| | 2020-04-21 19:48 | 2020-04-21 19:45 ~ 2020-04-21 19:40 | Stopped | -- | -- | -- | Edit Offer |

6. Reports

1) Summary report

Click the “Overview” button from the main menu bar, and you can view data reports for today, the last 3 days, last 7 days or last 15 days:

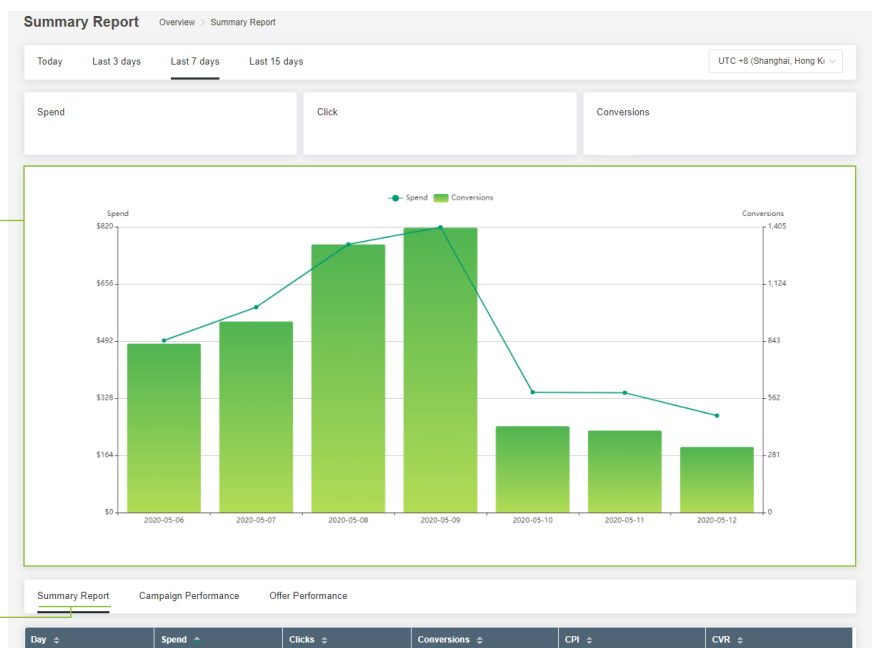


Description:

- In the “Campaign performance” and “Offer performance” reports, only the top 20 items will be displayed.
- Click a certain campaign name or offer name to visit a sub-page where you can view detailed data of the respective campaign or offer.

Graphic of spending data from the chosen time period will show up here.

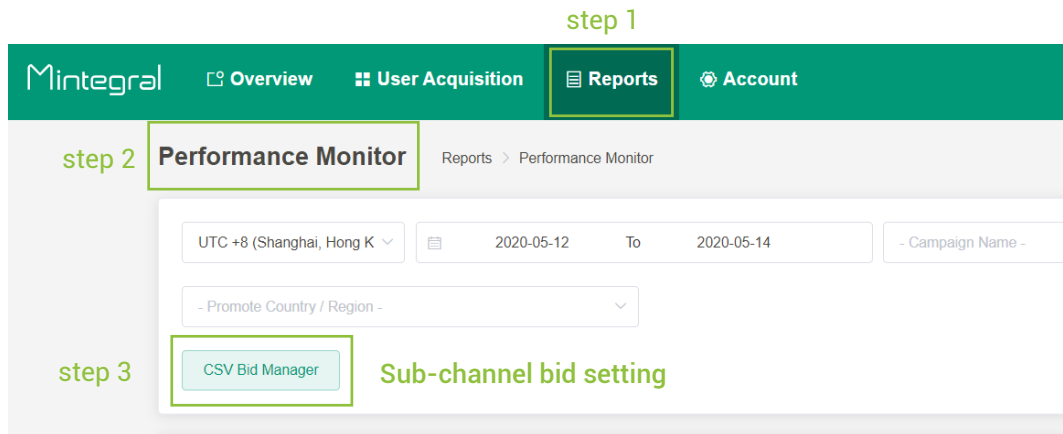
You can switch the table to see the corresponding data performance.



2) Detailed data reports

Performance monitor :

You can view multi-dimensional data in the "Performance monitor" report, and use the "CSV Bid Manager" function to set bids for the "mtgid" dimension of sub-channels.



Sub-channel bid settings :

Step 1: Select the corresponding offer to begin downloading the file. The CSV file before editing looks as follows:

CSV Bid Manager

Download CSV Upload CSV

Offer - Offer Name -

Cancel Download

| Offer Name | Geo | APP | Bid Rate | Default |
|------------|-----|-----------|----------|---------|
| | IN | mtg113073 | default | 0.5 |
| | IN | mtg121558 | default | 0.5 |
| | IN | mtg180862 | default | 0.5 |

Step 2: For the sub-channels 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. The edited content should look as follows:

| Offer Name | Geo | APP | Bid Rate | Default |
|------------|-----|------------|----------|---------|
| | IN | mtg1130739 | 1.5 | |
| | IN | mtg1215587 | 2 | |
| | IN | mtg1808626 | 1.8 | |

Step 3: Delete the sub-channels that do not need to be edited, only keep the modified content, save the CSV file and upload it again:

CSV Bid Manager
×

Download CSV
Upload CSV

Offer

- Offer Name -

Cancel
Download

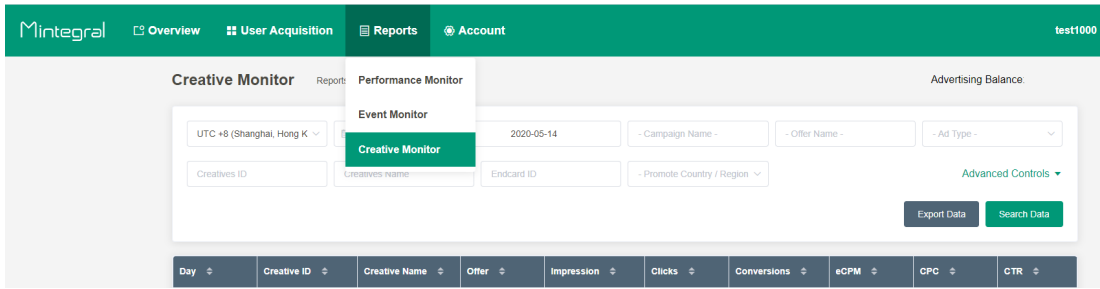
Event monitor :

You need to complete the event postback process to have data in this report.

| Day | Offer | Impression | Clicks | Conversions | UnKnown |
|------------|-------|------------|--------|-------------|---------|
| Sum | | 5 | -- | -- | |
| 2020-05-14 | | 1 | -- | -- | |
| 2020-05-14 | | -- | -- | -- | |

Creative monitor :

You can view data for each of your creative in different dimensions.

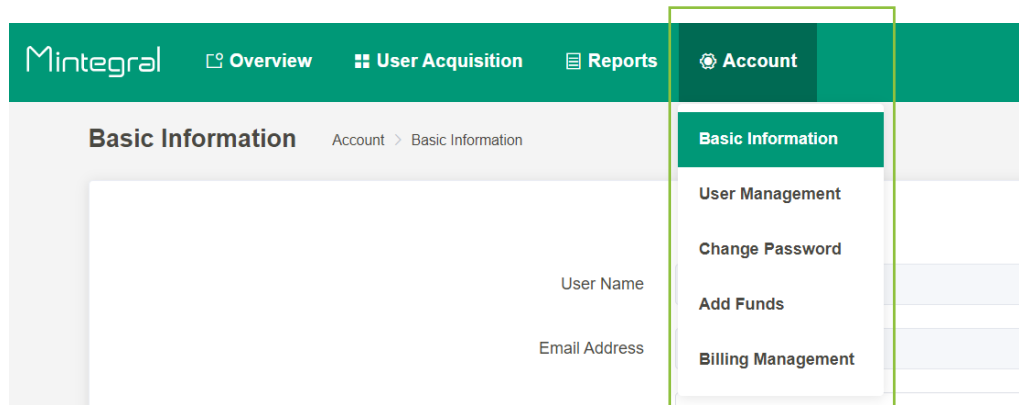


7. Account management

You can use the “Account” section to modify basic information, change your password, add funds, and more.

1) Modify the basic information

Path:



Description:

The “user name” and “email address” cannot be modified. If you want to change them, please contact your Account Manager for assistance.

Basic Information

Account > Basic Information

User Name

Email Address

Skype/Contact Number

Registered Business Name (EN)

Registered Business Address

Timezone

Main Address

Company Website

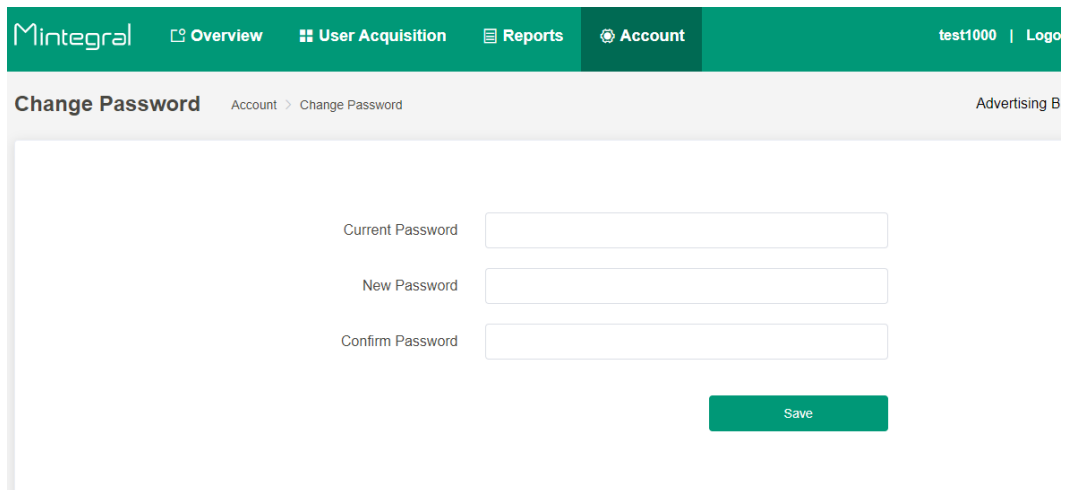
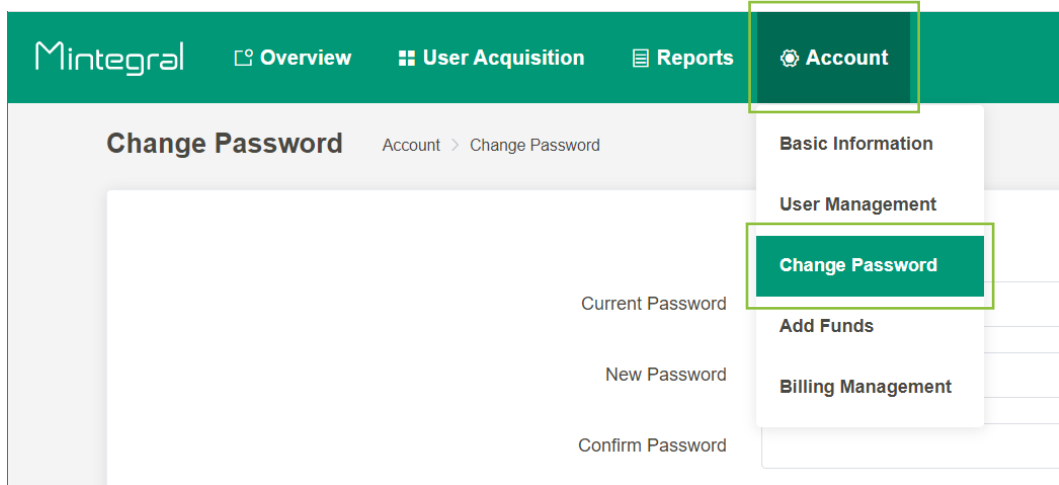
Product Link

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Submit

2) Modify the password

Path:



Description:

- When you change your password, please fill in all the relevant fields, otherwise your changes will not be saved.
- The password length has to be between 8-20 digits and must contain uppercase letters, lowercase letters, and numbers.