

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.

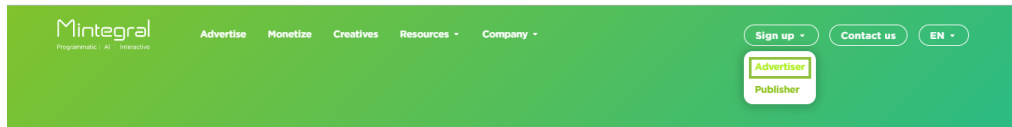
UUID: an internal Mintegral tag used for querying data for ad units, which is automatically generated after an ad unit is successfully created.

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	<input type="text"/>
* Email Address	<input type="text"/>
* Skype/Contact Number	<input type="text"/>
* Company Property	<input type="radio"/> Publisher <input type="radio"/> AD Network <input type="radio"/> Other
* Registered Business Name (EN)	<input type="text"/>
* Registered Business Address	<input type="text"/>
* Timezone	<input type="text"/>
* Main Address	<input type="text" value="- Location -"/> <input type="text" value="Address Details"/>
Company Website	<input type="text"/>
Product Link	<input type="text"/>
* Qualification Documents	<input type="button" value="Upload"/>
* Password	<input type="password" value="*****"/>
* Confirm Password	<input type="password"/>
<div><input type="checkbox"/> I'm not a robot </div>	

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

Need to agree with the Terms and Privacy Policy before registration

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

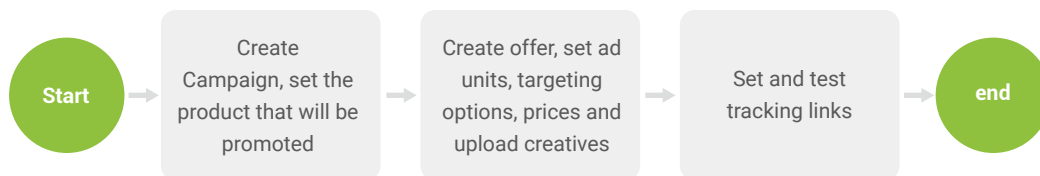
Pay Now Go Back

Support bank card and PayPal

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

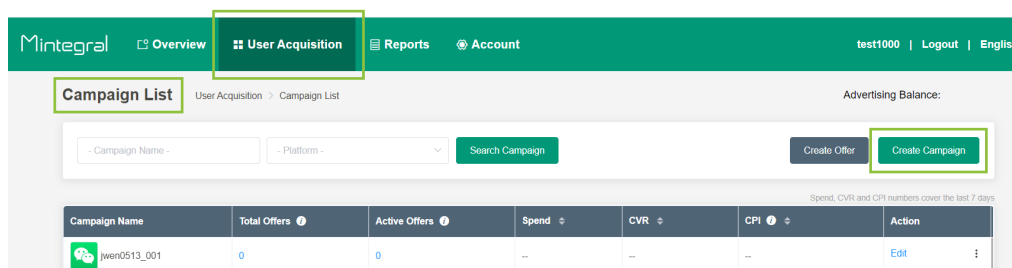
3. Create and start a campaign

1) The user journey of creating an ad campaign



2) Creating a campaign

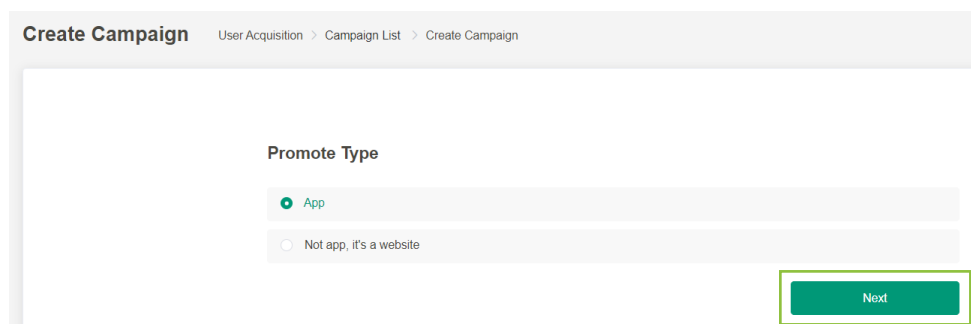
Path:



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:

Back Create Campaign

Create a name for this campaign

Whether the ad can be displayed to the children under 13 years old ?

Upload the logo of the website

Enter the name of the website to be promoted

Select which mobile phone platform the ad should be displayed on

Brief introduction of the website

All fields are required. When you finish all settings, click here to proceed.

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

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:

Make sure whether the mobile app meets the Children's Online Privacy Protection Act

The campaign name by default is the app name

All fields are required. When you finish all settings, click here to proceed.

Promote Type

App


Preview Link

https://play.google.com/store/apps/details?id=io.voodoo.holeio&hl=en_US

Campaign Name

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

App Icon



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!

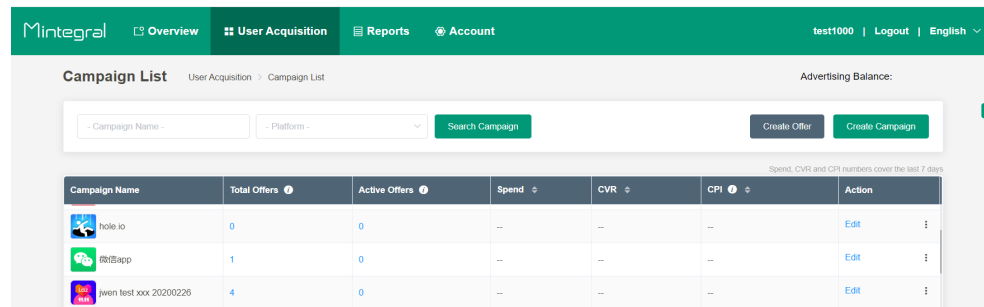
Back

Create Campaign

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”.



Campaign List User Acquisition > Campaign List

Advertising Balance:

Search Campaign

Create Offer Create Campaign

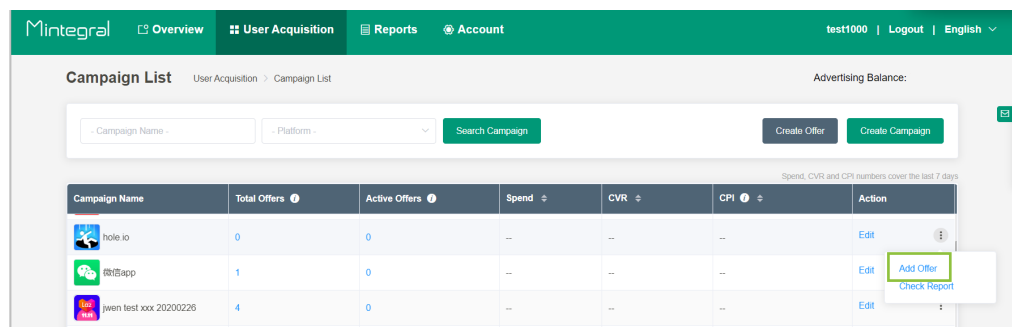
Campaign Name	Total Offers	Active Offers	Spend	CVR	CPI	Action
hole.io	0	0	--	--	--	Edit
微信app	1	0	--	--	--	Edit
jwen test xxx 20200226	4	0	--	--	--	Edit

Spend, CVR and CPI numbers cover the last 7 days

3) Create an offer

Path:

Click “Add Offer” next to your campaign as shown below:



Campaign List User Acquisition > Campaign List

Advertising Balance:

Search Campaign

Create Offer Create Campaign

Campaign Name	Total Offers	Active Offers	Spend	CVR	CPI	Action
hole.io	0	0	--	--	--	Edit
微信app	1	0	--	--	--	Edit
jwen test xxx 20200226	4	0	--	--	--	Edit Add Offer Check Report

Spend, CVR and CPI numbers cover the last 7 days

To create an offer, follow these steps:

- Step 1: Fill out the basic information fields

Create Offer User Acquisition > Offer List > Create Offer Advertising Balance:

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

Related Campaign + Add Campaign

Offer Name

Promote Periods UTC +8 (Sh) To

If you prefer to manually stop the offer, please set the value of "end time" to null

Next

Select the campaign created previously

If you can't find the related campaign, easily create a new one here, and then relate the offer to the campaign.

Name the offer

All fields are required. When you finish all settings, click here to proceed.

- Step 2: Choose targeting options

1

2

3

4

Input Basic Info

Fulfill Targeting Info

Set Bid Rate & Budget

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

☐ (AD) Andorra

☐ (AE) United Arab Emirates

☐ (AF) Afghanistan

☐ (AG) Antigua and Barbuda

☐ (AI) Anguilla

☐ (AL) Albania

☐ (AM) Armenia

☐ (AO) Angola

☐ (AQ) Antarctica

☐ Select All

Select specific countries or cities

No Data

Add Location in Bulk

Target Network

☒ 2G

☒ 3G

☒ 4G

☒ WIFI

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

Advanced Targeting

>

Back

Next

- 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: \$ []

☒ 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.

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

Upload New Creatives Add Existing Creatives

Ad Type

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

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
----	---------------	-------	----------	----------	--------

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, 768x1024, 320x50, 728x90, 640x120

Uploading playable ads:

Before you can use a playable ad, you first need to test it. Once you have successfully tested the playable creative, you can upload it as shown below.

Ad Type

Upload New Creatives

Add Existing Creatives

Image Or Video

Playable Ads

The creatives added above will determine what ads are eligible below. [Click here](#) to learn more about Playable Ads.

Guidance For Playable Ads

Your upload file should be Zip File, overwritten after uploading. Your file size must be under 5MB, and it can be drag-and-drop. Upload file's name only allows letters, numbers, underscores.

Click here to upload

Test Results

Reminder: Ad Orientation and Devices Adaptation Supported

a) Testing playable ads: Please use the following link to test the playable ad that you want to upload:

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

b) Once the test is successful, the creatives you uploaded will need to be approved by our internal team. The approval process for interactive creatives generally takes 1-2 working days. You can check the "Status" column to see if your offer is "pending", "rejected", or "active".

Creative Details

Image Or Video **Playable Ads** Dco Ads

ID	Creative File	Language	Location	Playable Type	Upload By	Size	Status
180 042 684 3	LU_PL_LU_05_JEC _mintegral	Japanese	All	Panoramic	Zip	1.99 MB	Active

Total 1 < 1 > Go to 1 10/page

- **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

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 ▾	<div>Required</div>	language ▾	all ▾	Delete

Total 1 < 1 > Go to 1 10/page

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

- APP Name
- APP Description
- CTA Button**
- Short Title

Back Create Offer

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

Example:

The screenshot shows an advertisement for the app 'Jewelry Maker!'. At the top, there's a banner with three panels: the first shows the app's logo 'JEWELRY MAKER' with a starburst effect; the second shows a red gem being worked on with a tool; the third shows a smartphone displaying the app's interface. Below the banner is a large blue diamond icon. The app title 'Jewelry Maker!' is centered below the icon, followed by a five-star rating and the text '(3,281)'. A large green 'INSTALL' button is positioned below the rating. At the bottom, there's a section titled 'You may also like' with five app icons: 'LINE: 鋼...', '養豬場MIX', 'TOFU GIRL', '成語填填...', and '標槍'. The 'Mintegral' logo is visible in the bottom right corner of the ad area.

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

CTA Button

- 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)

Input the content that needs to be translated

step 1

Text Assets ▾

Input Text ⓘ

install now

step 2

Translate

Copy Translation To ▾

Click to "Translate"

Select the language needed

	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

step 3

Total 4 < 1 > Go to 1 20/page ▾

+ Add New

ID	Creative Type ▾	Value	Language	Location ▾	Action
	CTA Button ▾	<div style="border: 1px solid red; padding: 2px;">Required</div>	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

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

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

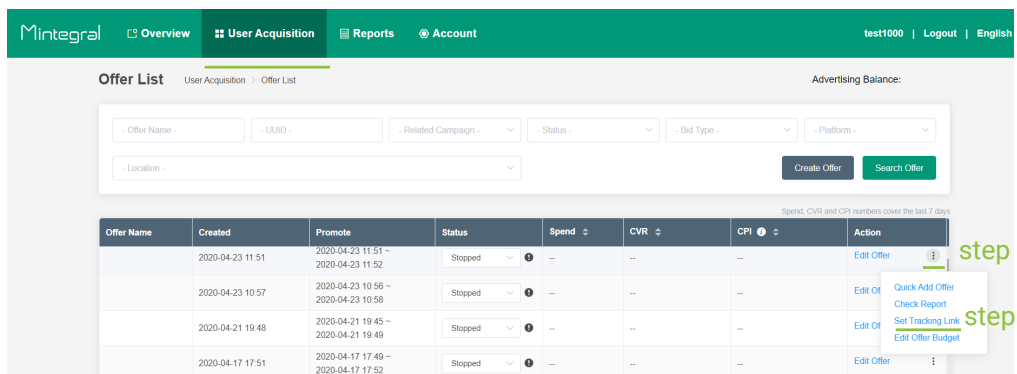
The translated text and the corresponding location will appear here

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's a navigation bar with 'Overview', 'User Acquisition', 'Reports', and 'Account'. Below this is a filter section with dropdowns for Offer Name, UUID, Related Campaign, Status, Bid Type, and Platform, along with a Location dropdown and 'Create Offer' and 'Search Offer' buttons. The main part of the page is a table with columns: Offer Name, Created, Promote, Status, Spend, CVR, CPI, and Action. The table lists several offers, all with a status of 'Stopped'. A dropdown menu is open for the 'Action' column of the first offer, showing options: 'Edit Offer', 'Quick Add Offer', 'Check Report', 'Set Tracking Link', and 'Edit Offer Budget'. The 'Set Tracking Link' option is highlighted. To the right of the table, there are green labels 'step 2' and 'step 3' pointing to the 'Edit Offer' and 'Set Tracking Link' options 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

- 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. You may choose between automated testing and manual testing. Once you've passed either of these tests, you can start to run your campaign offers. If you choose manual testing, please follow the instructions below to fill out your testing device ID and finish downloading the app to pass the test.

Tracking URL Testing

❶ 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. [Click here](#) to find how to set up the postback URL.

Step 2. Use the test link to install your app

Device ID

Get Test Link

- 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.

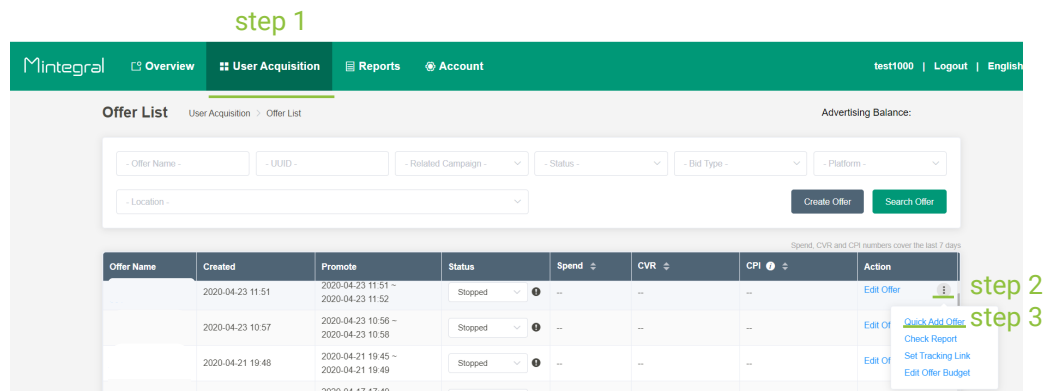
Run Tests

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:

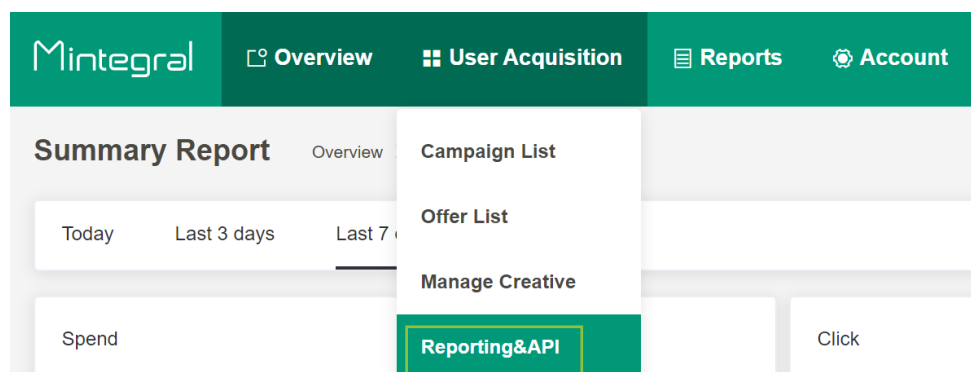


Description:

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.



4. Edit offer details

Path:

step 1

The screenshot shows the 'Offer List' page in the Mintegral User Acquisition section. The top navigation bar includes 'Overview', 'User Acquisition', 'Reports', and 'Account'. The 'Offer List' page has a filter section with dropdowns for Offer Name, UUID, Related Campaign, Status, Bid Type, and Platform, and a Location dropdown. Below the filters is a table with columns: Offer Name, Created, Promote, Status, Spend, CVR, CPI, and Action. The table contains three rows of offers. The first row is highlighted, and the 'Status' dropdown is open, showing 'Stopped' and 'Running' options. The 'step 1' label is placed above the table, and the 'step 2' label is placed next to the 'Edit Offer' link in the Action column of the first row.

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

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:

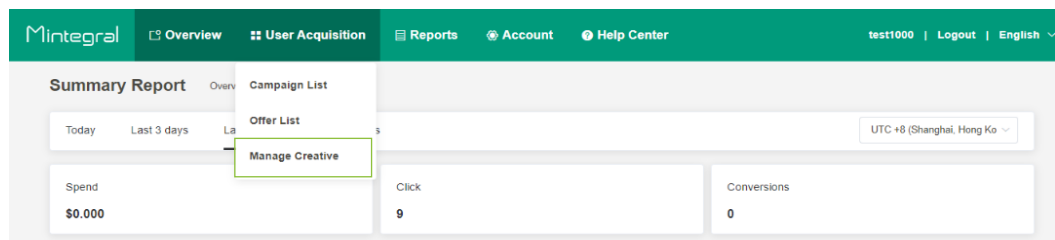
step 1

The screenshot shows the 'Offer List' page in the Mintegral User Acquisition section. The top navigation bar includes 'Overview', 'User Acquisition', 'Reports', and 'Account'. The 'Offer List' page has a filter section with dropdowns for Offer Name, UUID, Related Campaign, Status, Bid Type, and Platform, and a Location dropdown. Below the filters is a table with columns: Offer Name, Created, Promote, Status, Spend, CVR, CPI, and Action. The table contains three rows of offers. The first row is highlighted, and the 'Status' dropdown is open, showing 'Stopped' and 'Running' options. The 'step 1' label is placed above the table, and the 'step 2' label is placed next to the 'Edit Offer' link in the Action column of the first row.

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	Running	--	--	--	Edit Offer
	2020-04-21 19:48	2020-04-21 19:45 ~ 2020-04-21 19:49	Stopped	--	--	--	Edit Offer

6. Creative management

If you need to manage your creatives in batch, simply go to the "Manage Creatives" section as shown below.



1) Upload creatives and apply to offers in batch:

Choose the type of creatives and finish uploading (see below how to upload a video or image creative. Please refer to Page 15 to learn how to upload playable ads and interactive end-cards.)

Choose the type of creatives you want to upload

Upload the creatives

Apply the new creatives to your offers in batch

Choose which region(s) you want to use to launch your creatives

The dialog box 'Upload New Creatives' shows the upload process. Step 1: 'Image Or Video' is selected. Step 2: 'Drop file here or click to upload'. Step 3: 'Apply Creatives for Existing Offers' is set to 'Yes'. Step 4: 'Apply Creatives for Area' is set to 'All Area in Offers'. A table shows the upload progress for 'BingoJourney' video.

Creative Name	Creative Type	Pixel / Dimension	Upload Time	Supported Ad Type
BingoJourney_11363_0_V_0729_1M75_21_EN_1280x720_sky.mp4	Video	1280x720	2020-08-05 11:15	Interstitial Video Native Video Rewarded Video Instream Video

2) Upload creatives and apply to offers in batch:

Use the checkboxes to select which creatives you want to delete, then click the "Delete Creative" button.

The 'Manage Creative' table shows a list of creatives. The checkbox for 'icon_512x512' is selected. The 'Delete Creative' button is visible.

Creative Name	Preview	Pixel / Dimension	Size	Upload Time	Supported Ad Type	Apply in Offer	Action
icon_512x512		512x512	27.46 KB	2020-07-07 18:16	Banner Display Interstitial Display Native Appwall Interstitial Video Native Video Rewarded Video Instream Video More Offer Splash AD	jventest_test_playable_001	Apply in Offer Delete

7. Target setting

- 1) You can set target apps (blacklist and whitelist) by going to “Account – Target Setting”. There, you will be able to select the apps you want your offers to include or exclude. Changing the settings here will be reflected across all the offers in your account.

The screenshot shows the 'Target Setting' page for user 'test1000'. The page has a green header with the Mintegral logo and navigation links: Overview, User Acquisition, Reports, Account, and Help Center. The breadcrumb trail is 'Account > Target Setting'. The main content area is titled 'Target Setting' and contains a form for configuring target apps. The form is divided into two sections: 'For Android Offer' and 'For iOS Offer'. In the 'For Android Offer' section, the 'Specific App' radio button is selected, and the 'Exclude' radio button is selected. A list of app categories is shown, with 'Casual' selected. In the 'For iOS Offer' section, the 'All App' radio button is selected. There are 'Update All' buttons for both sections. A green 'Submit' button is at the bottom right. The footer contains the copyright notice: 'Copyright 2020 Mintegral All rights reserved.'

User Name test1000

Target App

For Android Offer

☐ All App ☒ Specific App

☐ Include ☒ Exclude

- ☒ Casual
- ☐ Arcade
- ☐ Others
- ☐ Cards
- ☐ Action
- ☐ Role Playing
- ☐ Puzzle
- ☐ Music Games
- ☐ Adventure
- ☐ Sports
- ☐ Casino
- ☐ Simulation

☐ Update All

For iOS Offer

☒ All App ☐ Specific App

☐ Update All

Submit

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- 2) Set the target apps in your offer, then select the apps you want to include or exclude.

Advanced Targeting ▾

Target Carrier ☒ All Carriers ☐ Specific Carriers

Custom Devices ☒ All Devices ☐ Specific Devices

Targeting Category ☒ All Categories ☐ Specific Categories

Custom Audiences ☒ All Audiences ☐ Specific Audiences

Target App ☐ All App ☒ Specific App

☒ Include ☐ Exclude

Select All Clear All Exclude

- ☐ Games
- ☐ Entertainment
- ☐ Stickers
- ☐ Education
- ☐ Others
- ☐ Lifestyle
- ☐ Social Networking
- ☐ Book
- ☐ News
- ☐ Utilities
- ☐ Reference
- ☐ Photo & Video

Custom Ad Schedule ☒ All ☐ Specific Ad Schedule

Custom Device Language ☒ All Device Language ☐ Specific Device Language

Retargeting Device ☐ Yes ☒ No

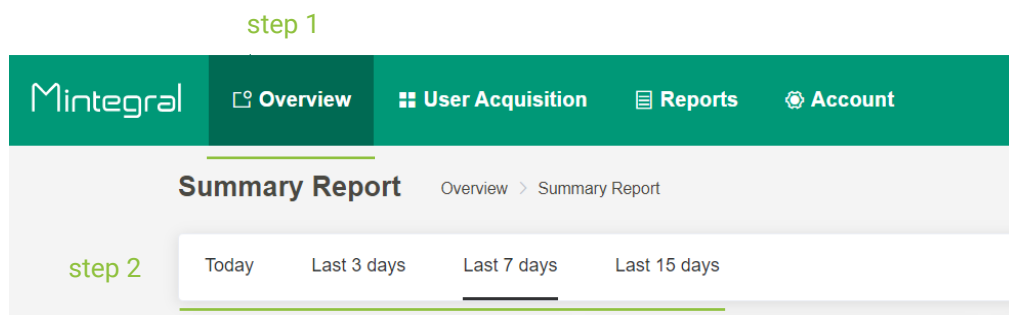
Submit

- For the “Target App” feature, the maximum number of apps you can whitelist or blacklist within a single setting is 2,000
- The “Target App” settings from the “Offer” dimension will take precedence over those in the “Account” dimension. This means that if you have any “Target App” settings in the “Account” dimension, they will be overridden by the settings you chose in the “Offer” dimension.

8. 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:

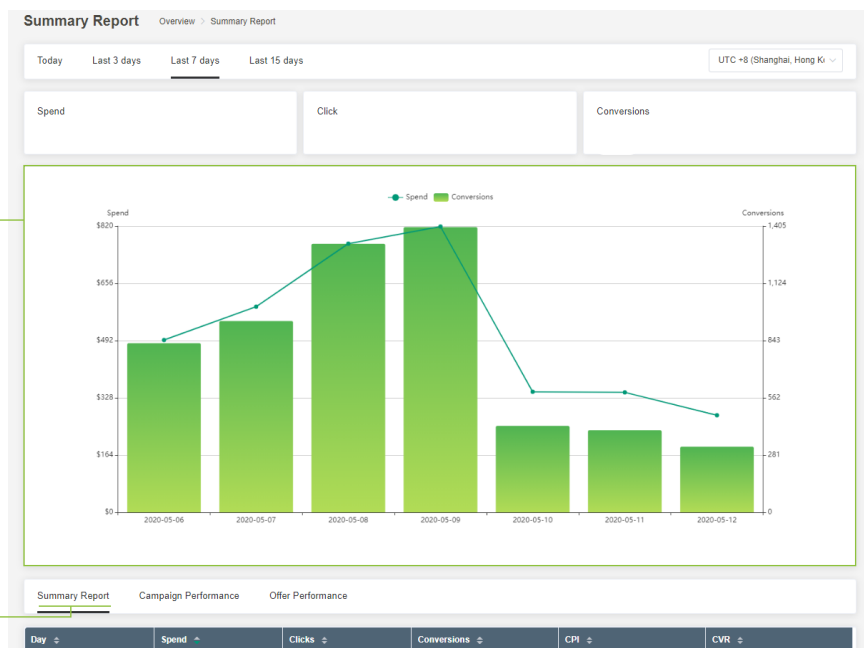


Description:

- 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.

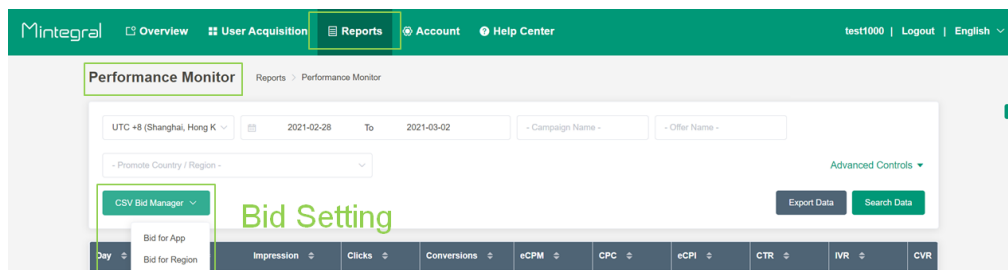
You can switch the table to see the corresponding data performance.



2) Detailed data reports

Performance monitor :

You can view multi-dimensional data in the "Performance Monitor" report tab, and use the "CSV Bid Manager" function to set bids for App or for Region.



Bid settings :

- Step 1: Select the dimension to adjust the bid – set bid for App or for Region
- Step 2: Enter the corresponding offer to download the file

A. Bid for App

Bid for App ×

Download CSV

Upload CSV

Offer

Cancel

Download

The CSV file before editing looks as follows:

Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency
Test offer	CN	mtg1460982719	fixed	default	4.7	CNY
Test offer	CN	mtg1514608630	fixed	default	4.7	CNY
Test offer	CN	mtg1261796284	fixed	default	4.7	CNY
Test offer	CN	mtg1216415359	fixed	default	4.7	CNY
Test offer	CN	mtg1256450028	fixed	default	4.7	CNY

Column	Column Description
Offer Name	Target Offer, e.g. offerABC123
Geo	Target Country/Region, e.g. US/China
APP	Target Application ID, e.g. mtg1234567890
Bid way	The bidding method. When "default" is entered in Bid Rate, the bid will be based on the current bottom bid. 1. Fixed: Final Bid = Bid Rate Input Value 2. Ratio: Final Bid = bid rate*current bottom bid
Bid Rate	1. Bid Value, e.g. 2.25/50%/default 2. Cancel Bid: Fill in "default" (no quotation marks)
Default	The current minimum bid. Please do not modify.
Currency	The bid currency must be consistent with the account currency, e.g. CNY

B. Bid for Region

Bid for Region

×

Download CSV

Upload CSV

Offer

- Offer Name -

Cancel

Download

The CSV file before editing looks as follows

Offer Name	Geo	Bid Rate	Default	Currency
Test offer	AE	default	0.5	USD
Test offer	AT	default	0.5	USD
Test offer	AU	default	0.5	USD
Test offer	BE	default	0.5	USD
Test offer	BR	default	0.5	USD
Test offer	CA	default	0.5	USD
Test offer	CH	default	0.5	USD
Test offer	DE	default	0.5	USD

Column	Column Description
Offer Name	Target Offer, e.g. offerABC123
Geo	Target Country/Region, e.g. US/China
Bid way	1. Bid Value e.g. 2.25/default 2. Cancel Bid: Fill in "default" (no quotation marks)
Default	The current minimum bid. Please do not modify.
Currency	The bid currency must be consistent with the account currency, e.g. CNY

- Step 3: For the App 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 supported value range is:

CNY	CPC [0.02,30]	USD	CPC [0.001,20]
	CPM/CPI/CPE [0.1,300]		CPM/CPI/CPE [0.01,200]

The CSV file after editing looks as follows:

A. Bid for App

Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency
Test offer	BR	mtg1215969713	fixed	0.1		USD
Test offer	BR	mtg1212328827	fixed	0.1		USD
Test offer	BR	mtg1325684435	fixed	0.1		USD
Test offer	PH	mtg1129851411	fixed	0.05		USD
Test offer	ID	mtg1264927678	fixed	0.13		USD
Test offer	PH	mtg1866217222	fixed	0.05		USD
Test offer	ID	mtg1866217222	fixed	0.13		USD
Test offer	ID	mtg1266031704	fixed	0.13		USD

B. Bid for Region

Offer Name	Geo	Bid Rate	Default	Currency
Test offer	AE	0.02		USD
Test offer	AT	0.04		USD
Test offer	AU	0.5		USD
Test offer	BE	0.4		USD
Test offer	BR	0.9		USD
Test offer	CA	1.2		USD
Test offer	CH	3.4		USD
Test offer	DE	5.2		USD

Note: The bid value will be referenced from the cell values above.

For example, if only the regional bid is adjusted,

the Apps of that region will follow the adjusted regional bid by default.

- Step 4: Delete the Apps that do not need to be edited and only keep the modified content. Save the CSV file and upload it again.

Bid for App

Download CSV
Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
APP	Target App ID, eg. mtg1234567890
Bid way	Bidding Method, When input "default" for Bid Rate, final bid will always be Default Bid 1. fixed: Final Bid=Bid Rate Input 2. ratio: Final Bid=Bid Rate Input*Default Bid
Bid Rate	1. Bidding Value, eg. 2.25/50%/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency, must be consistent with account currency, eg. USD

Cancel
Submit

Bid for Region

Download CSV
Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
Bid Rate	1. Bidding Value, eg. 2.25/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency, must be consistent with account currency, eg. USD

Cancel
Submit

Note: App/Regional bidding supports uploading bids for multiple offers and multiple regions in the same CSV file, as shown below:

A. Bid for App for Multiple Offers

Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency
Test offer 1	BR	mtg1215969713	fixed	0.1		USD
Test offer 2	BR	mtg1212328827	fixed	0.1		USD
Test offer 3	BR	mtg1325684435	fixed	0.1		USD
Test offer 4	PH	mtg1129851411	fixed	0.05		USD
Test offer 5	ID	mtg1264927678	fixed	0.13		USD
Test offer 6	PH	mtg1866217222	fixed	0.05		USD
Test offer 7	ID	mtg1866217222	fixed	0.13		USD
Test offer 8	ID	mtg1266031704	fixed	0.13		USD

B. Bid for Region for Multiple Offers

Offer Name	Geo	Bid Rate	Default	Currency
Test offer 1	AE	0.02		USD
Test offer 2	AT	0.04		USD
Test offer 3	AU	0.5		USD
Test offer 4	BE	0.4		USD
Test offer 5	BR	0.9		USD
Test offer 6	CA	1.2		USD
Test offer 7	CH	3.4		USD
Test offer 8	DE	5.2		USD

Restoring Apps Bid Settings :

- Step 1: Select the dimension to adjust the bid – Bid by App/Region
- Step 2: Enter the corresponding offer to download the file

Bid for App

Download CSV
Upload CSV

Offer - Offer Name -

Cancel
Download

Bid for Region

Download CSV
Upload CSV

Offer - Offer Name -

Cancel
Download

- Step 3: Set the "Bid Rate" to "Default"

A. Bid for App

Offer Name	Geo	APP	Bid Way	Bid Rate	Default	Currency
Test offer	US	mtg1227375	fixed	default		USD
Test offer	US	mtg1325864	fixed	default		USD
Test offer	US	mtg1681998	fixed	default		USD
Test offer	US	mtg1267266	fixed	default		USD
Test offer	US	mtg1319021	fixed	default		USD

B. Bid for Region

Offer Name	Geo	Bid Rate	Default	Currency
Test offer	AE	default		USD
Test offer	AT	default		USD
Test offer	AU	default		USD
Test offer	BE	default		USD
Test offer	BR	default		USD
Test offer	CA	default		USD
Test offer	CH	default		USD
Test offer	DE	default		USD

- Step 4: After saving the modified content in the CSV file, upload it and press submit.

Bid for App

Download CSV

Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
APP	Target App ID, eg. mtg1234567890
Bid way	Bidding Method, When input "default" for Bid Rate, final bid will always be Default Bid 1. fixed: Final Bid=Bid Rate Input 2. ratio: Final Bid=Bid Rate Input*Default Bid
Bid Rate	1. Bidding Value, eg. 2.25/50%/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency, must be consistent with account currency. eg. USD

Cancel

Submit

Bid for Region

Download CSV

Upload CSV

Upload Csv File

Column	Description
Offer Name	Target Offer, eg. offerABC123
Geo	Target Country/Region, eg. US/CN
Bid Rate	1. Bidding Value, eg. 2.25/default 2. Cancel setting: write "default" (no quotation marks)
Default	Default Bid. Do Not Edit
Currency	Currency, must be consistent with account currency. eg. USD

Cancel

Submit

Event monitor :

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

The screenshot shows the Mintegral Reports page. The 'Reports' tab is selected in the top navigation bar. A dropdown menu is open under 'Reports', showing 'Event Monitor' and 'Creative Monitor'. The 'Event Monitor' report is selected. The page displays a table with columns: Day, Offer, Impression, Clicks, Conversions, and Unknown. The data shows 5 impressions and 1 click for the offer 'Sum' on 2020-05-14.

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

Creative monitor :

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

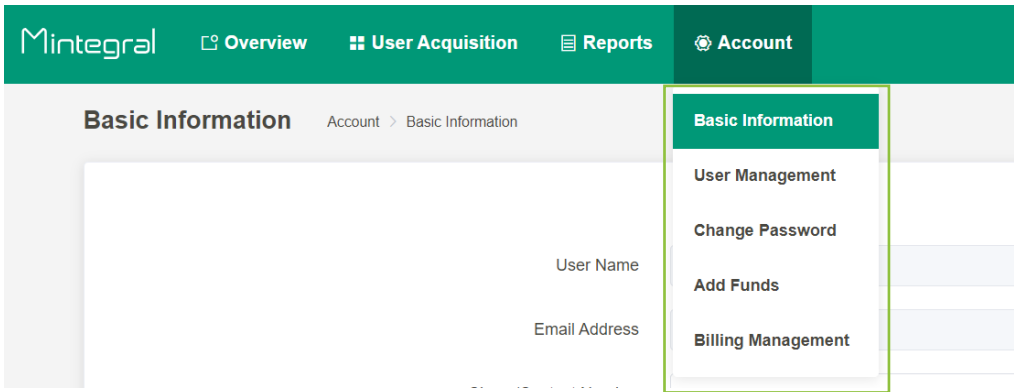
The screenshot shows the Mintegral Reports page. The 'Reports' tab is selected in the top navigation bar. A dropdown menu is open under 'Reports', showing 'Event Monitor' and 'Creative Monitor'. The 'Creative Monitor' report is selected. The page displays a table with columns: Day, Creative ID, Creative Name, Offer, Impression, Clicks, Conversions, eCPM, CPC, and CTR. The data shows 5 impressions and 1 click for the creative 'Sum' on 2020-05-14.

Day	Creative ID	Creative Name	Offer	Impression	Clicks	Conversions	eCPM	CPC	CTR
Sum				5	--	--			
2020-05-14				1	--	--			

9. Account management

1) Modify the basic information

Path:



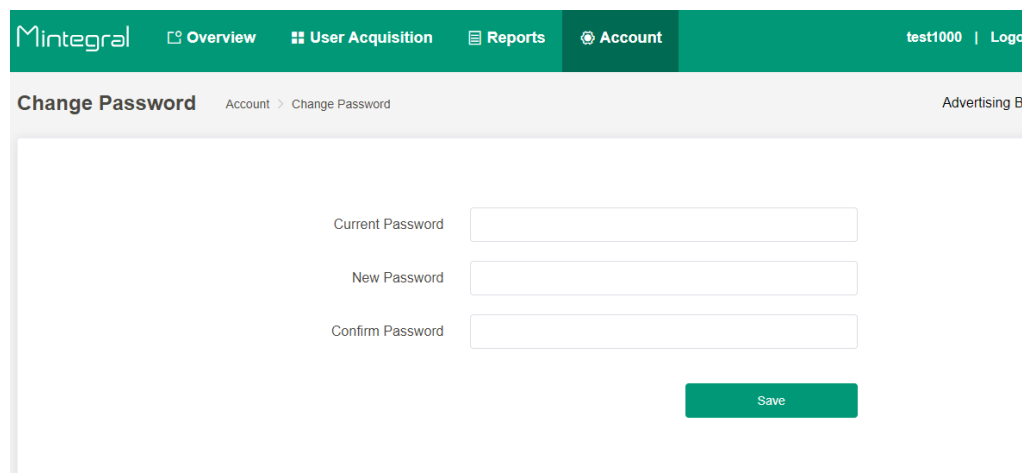
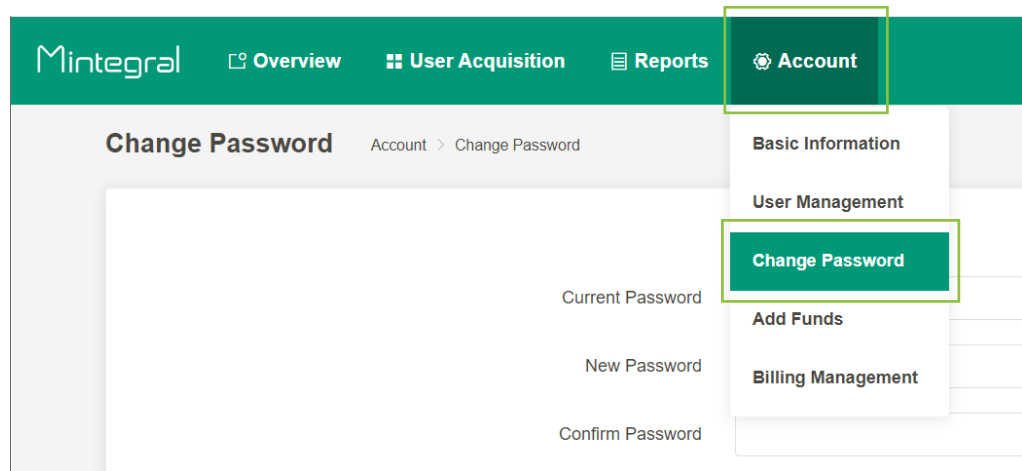
Description:

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

A screenshot of the 'Basic Information' form within the 'Account' section. The breadcrumb trail is 'Account > Basic Information'. The form contains several input fields: 'User Name' (disabled), 'Email Address' (disabled), 'Skype/Contact Number', 'Registered Business Name (EN)', 'Registered Business Address', 'Timezone' (a dropdown menu showing 'UTC +8 (Shanghai, Hong Kong, Kuala Lumpur, Manila, Singapore, Taipei, Perth)'), 'Main Address' (a dropdown menu showing '1'), 'Company Website', and 'Product Link'. At the bottom right, there is a green 'Submit' button. A link for 'View Advertiser Terms of Service and Privacy and Data Protection Addendum' is located above the button.

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.