

Advertiser Guidelines

Our advertiser guidelines are designed to create a fair, effective, and profitable marketplace. Failure to comply with the guidelines listed below could result in poor click-through rates, and in some cases, suspension of advertising privileges.

Field lengths

People viewing your ad will see three main elements: Title, Description, and Display URL. Each element must adhere to these character limits:

Character limits for listing fields

Title	25
Description	70
Display URL	35

General Policies for Ad Creative:

The following ad elements are prohibited:

- Text in **ALL CAPS**
- Excess punctuation
- The use of **phone numbers** in any ad text
- Too many repeated words
- Unauthorized use of trademarks

Restricted Advertisements

The following types of advertisements are prohibited:

- **Gambling** or **Sports Betting** Advertisements
- **Adult** Advertisements

Ad Listings - Best Practices

Tips to help you advertise successfully:

- Be concise and clearly define the service or product offering
- Target your title and description text to the topic(s) you have selected
- Create multiple listings to gauge performance of different ad text options
- **To maximize qualified leads:**
 - Try shorter titles and descriptions
 - Try rearranging text and the order of product information
 - Tout promotions (shipping offers, price reductions) or service guarantees
 - Keep your creative fresh by changing your ad text periodically
 - Put the most important selling points in your ad toward the beginning of the description, where it is most likely to be read
- **Things to avoid in your listing text:**
 - Using unnecessary phrases like "Buy Now" or "Click Here"

- Excess capitalization or punctuation
- Exaggerations or unrealistic product claims
- Cramming too much information into your ad
- **To increase conversions:**
 - Use a landing page that incorporates information both about your product or service AND your company. You will turn more qualified leads into customers if they believe they are buying from a trusted source.
 - If you have multiple products or services, use a separate landing page for each.
 - Avoid using a generic landing page (i.e. a company homepage) if customers will have trouble finding what you are advertising.
 - If you have third party conversion tracking URL's, try entering a separate tracking URL for each listing to track them individually.
 - To track conversions per topic, you should create a separate listing for each topic, each with a different tracking URL.
 - Target local areas -- select topics that come from local publisher sites, then highlight that location in your ad text.

Managing Campaigns and Budgets

Campaign settings are a great way to organize your advertising activities and plan overall spending.

- **Use separate campaigns to track the performance of different advertising strategies. Some examples:**
 - If you are a travel advertiser, try creating separate campaigns for each destination or region (for example: Europe, US, Caribbean, or specific cities)
 - If you have multiple product lines, use separate campaigns for each
 - Use a separate campaign for each publisher site you have selected
 - Create separate campaigns for different topic groups. You could group health topics in one campaign and fitness topics in another, then compare performance.
- **If you have budget constraints, use a daily budget to control costs:**
 - If you have a monthly budget, divide that number by 30 days to calculate your approximate daily budget
 - Note that budget limits are applied to maximize the qualified clicks you receive each day. You may see fluctuations above your daily budget on specific days, but over time your campaign's average daily cost does not exceed your selected budget limit.
- **Day parting** - If you believe your target audience spends time online at specific times of day, use day parting to control when your ad listings are served.

Examples of good ad listings:

Mortgage Rates 2.9% & Up

Get 4 free quotes & choose the best rate.

Bad credit OK!

www.loanads.com

Guided Kenya Tours: \$800

Includes airfare and lodging. Enjoy safaris, hiking and excursions.

www.kenyatours.com

- **What's good about them?**
 - Clear and concise titles
 - Specific details about the products
 - No excess punctuation or exclamation points

Example of a bad listing:

Want to Lose Weight?

Yes? CLICK HERE to see how! Read
Reviews. Safe product. The BEST
EVER.

<http://lostpounds.com>

- **What's bad about it?**
 - Excess punctuation
 - Exaggerated product claims
 - Not enough specific product information
 - Unnecessary phrases like 'Click Here' or 'Best Ever'