



User Guide for the plista Content and Advertising Platform
How to create your high-reach ad campaign

[Campaign Generation](#) | Campaign Optimisation | Landing Page Optimisation

How to create your plista campaign

Benefit from the simple handling of the booking platform! Create ads according to your individual wishes and adjust the budget and duration of your campaign autonomously.

In just **4 steps** we explain the functionality of the campaign creation in the plista portal and introduce further ad formats that we offer in Direct Booking.

1. Step: Basic Settings

2. Step: Ad Creation

3. Step: Targeting

4. Step: Pricing

Attachment:

- [Checklist](#)
- [Useful Links](#)

1. Step: Basic Settings

Please enter a campaign- and brand name at the beginning. The campaign name serves only for internal purposes. Whereas the brand name is displayed partly on the ad/display of the ad format on the publishers.

Afterwards you chose an ad format:



Native Recommendation Ads

Text-image Recommendation Ads in editorial environment, appropriate for ad- and performance campaigns.
(marked as advertisement)



Native Content Distribution

Content recommendations in editorial environment, appropriate for blogs, advisors or other content based landing pages with added value for the user.
(marked as sponsored content)



Native Outstream Ads

Innovative video format with maximal branding effect

2. Step: Ad Creation

Create the first ad set. The requirements of text-image recommendations vary depending on the publisher. To generate a maximal campaign reach your image and text material should be available in the below described sizes. With the complete ad set an automated choice of the appropriate ad takes place afterwards: The plista recommendation technology ensures that the version from the set which complies best with the individual requirements of the website is delivered. That way it is guaranteed that the ad appears optimally on every website.

Advantages of providing all image formats:

- The campaign gets more compatible to a larger amount of publishers
- More reach can be generated

Advantages of providing all text versions:

- The campaign gets more compatible to a larger amount of publishers
- More reach can be generated

Advantages of creating further ad sets:

- Try out different messages and images to find out which achieve the best performance.
- Optimise your ads according to the test results.

When you are satisfied with your ad set you can either do further adjustments on your campaign or create an additional ad set.

The URL of the landing page is entered in the field ,clickout'. Optional additional impression pixels can be attached at ,impression'. JavaScript tags are not supported there.

3. Step: Targeting

Use the maximum power of the plista algorithm to deliver your ads to the appropriate user.

The plista algorithm analyzes the users' behavior. That way plista can deliver appropriate article recommendations and ads for every reader. The automated optimisation of your campaign is recommended. For this you chose the **plista targeting**.

To refine the targeting you can make settings optionally by choosing **individual targeting**:

- Device Type
 - Narrow down the delivery to mobile devices and/or desktop
- Geo Targeting User
 - Narrow down the delivery to certain countries, cities, regions or zip codes.*
*plista automatically places a radius around the city center, depending on the size of the city. For reaching a bigger or smaller area this can be adjusted individually.
- Categories
 - Narrow down the delivery to a certain category.
- Age
 - Narrow down the delivery to a certain age group.
- Gender
 - Narrow down the delivery to a certain gender.

Please note that the more you narrow down your targeting, the more a higher click price is necessary in order to make the campaign competitive.

4. Pricing

In general the payment is in advance. This can be done by credit card or bank transfer. Billing is made on CPC (Cost per Click) basis – You can determine a price per click for your own check. Decide on your desired budget and the period of time of your campaign as well.

The **minimum booking volume** is 100,00€ | The **minimum CPC** is 0,10€

The **CPC** is decisive for the performance of the campaign. Please chose a CPC that takes the target audience and the targeting of the campaign into account. A **plista recommendation** that is based on the average cpc value of the whole plista network.

Optionally you can choose the option **adjust daily budget automatically**: When the daily budget is not achieved plista adjusts it automatically to the total budget so that a complete delivery until the end of your campaign is possible.

Attachment – Checklist: Got everything right?

Your Checklist

1. Ad specifications

- ☐ Photos and emotional images
- ☐ 3 different image sizes
- ☐ 3 different text lengths for the headline
- ☐ Optimal design of the landing page

2. Targeting

- ☐ Narrow down the audience – if it makes sense

3. Budget settings

- ☐ CPC in dependence of targeting and target audience
- ☐ Amount of budget in dependence of the campaign objectives

Attachment – Useful Carrying on links

- a. Native Recommendation Ads
 - Info Sheet
- b. Native Content Distribution
 - Info Sheet
- c. Native Outstream Ads
 - Info Sheet
 - User Guide

Campaign Generation | [Campaign Optimisation](#) | Landing Page Optimisation

How to optimise your plista campaign

Have you booked a campaign and would now like to optimise it? No problem!

Here is where you can get more information on the following topics:

1. [Ideal conditions for starting a campaign](#)
2. [Ad Design Optimisation](#)
3. [Performance Optimisation](#)
4. [Attachment – Checklist](#)

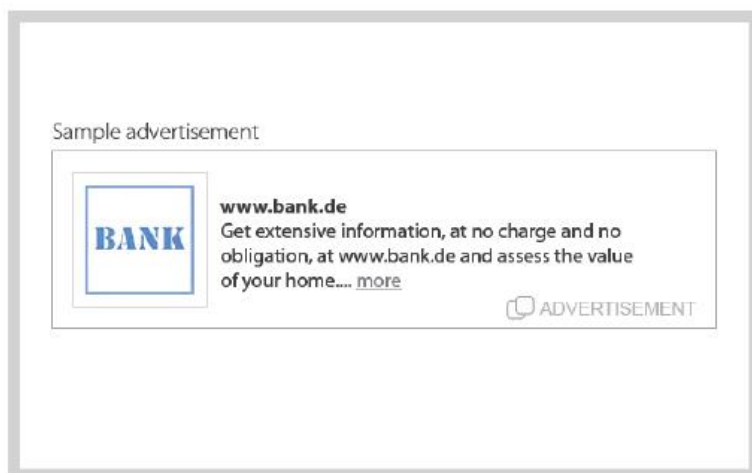
1. Ideal conditions for starting a campaign

Create multiple sets of creatives at the beginning of your campaign. You will easily obtain a choice of creatives by combining several texts and images. Once your campaign has started you can optimise your ad creatives for the best click rates.

Example: Optimising an ad campaign for a bank.

BEFORE:

Logo as a motif, dreary text, missing keywords



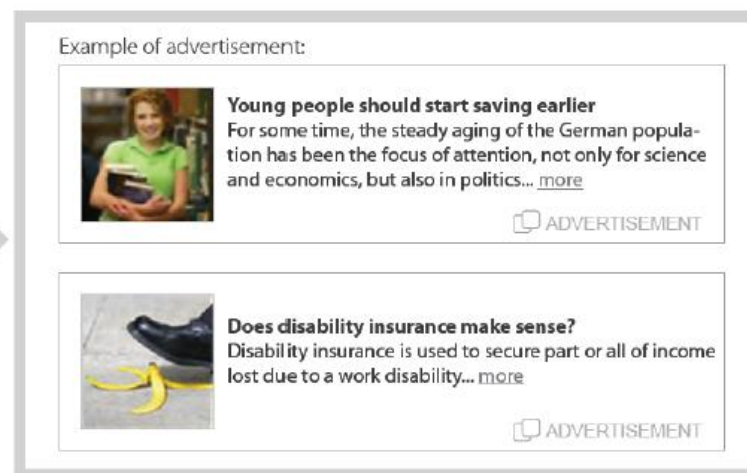
CTR: 0,048%

CPC: 1,50 €

The CPC is set very high and may still be corrected downward without significantly impacting the delivery. For this advertisement, only **66 clicks** were achieved with EUR 100.00.

AFTER:

Emotional motifs, specific keywords in the headline, content instead of advertising message



0,147%

0,52 €

For this advertisement, even **192 clicks** were achieved with EUR 100.00.

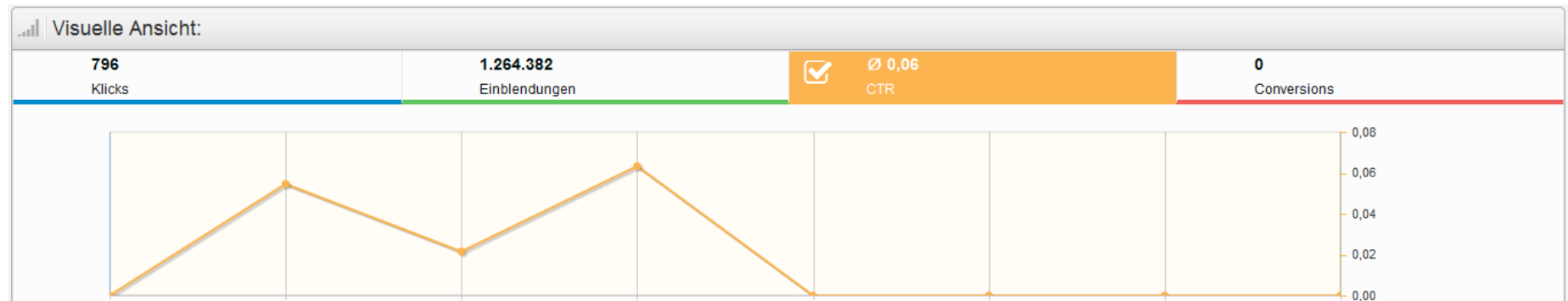
Implement the tracking already at the start of your campaign!

The purpose of the tracking is the measure of relevant actions of users on your website e. g. subscription to newsletters, data input to forms or purchase of products. This information helps to increase the success of your campaign significantly and to show them on websites with a strong conversion. For this type of tracking plista offers the conversion pixel. It is very simple to implement the html code on the landing page. So that you can evaluate the success of your ad not only in regard to the click-, but also in regard to the performance rate.

[Please contact your plista contact person.](#)

2. Ad Design Optimisation

The data in the dashboard inform you about the success of your plista campaign. You can find statistics about clicks, CTR, impressions and conversions in specific periods of time there. That way ads can be compared against one another perfectly.



A need for optimisation exists if the ads of a campaign have a low CTR.

Options for optimisation: remove ads with low click rates or combine the best clicked images and texts zu ideal ads for your campaign.

3. Performance Optimisation

A need for optimisation exists when the campaign has generated only few impressions.

Options for optimisation: Change the targeting settings such as geo targeting or channel selection, as long as they are not necessarily needed. In this way you raise the reach of your campaign. Regional created campaigns for example should of course maintain a narrow geo targeting; these settings should not limit the delivery of the campaign to a greater extent than necessary.

A need for optimisation exists if the campaign has generated only few orders or leads.

Options for optimisation: Increase the attractiveness of your landing page with clear interactive offerings. This includes the unique placement of the advertised products as well as forms that require only information which is absolutely necessary. The customer should be directed to complete the action as quickly as possible (e.g., buying goods or subscribing to a newsletter). Our recommendation: Creation of a microsite through plista.

Best practice example: High-performance ad design and landing page for a tour operator.



4. Attachment – Got everything right?

Your Checklist

1. Ideal starting point

- ☐ Several ad designs
- ☐ Emotional images
- ☐ Specific keywords in the headline
- ☐ Content instead of advertising messages
- ☐ Implement tracking

2. Advertising optimisation

- ☐ Remove ad media with low click rates
- ☐ Combine most clicked-on images and texts

3. Performance optimisation

- ☐ Review targeting settings
- ☐ Clear interactive offers on the landing page

Campaign Generation | Campaign Optimisation | [Landing Page Optimisation](#)

How to optimise your landing page

The optimal design of your landing page is an important factor in the success of your campaign.

We'll show you how to immediately increase the performance of your landing page with just [5 simple items](#).

1. Relevant Content
2. Confidence-building Measures
3. No Distraction
4. Incentive
5. Make It Emotional
6. Attachment – Checklist

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Nur für kurze Zeit:
1 Woche Schwarzwald
inkl. Frühstück
für 2 Erwachsene + 1 Kind
444 €*.

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Buchen Sie jetzt:

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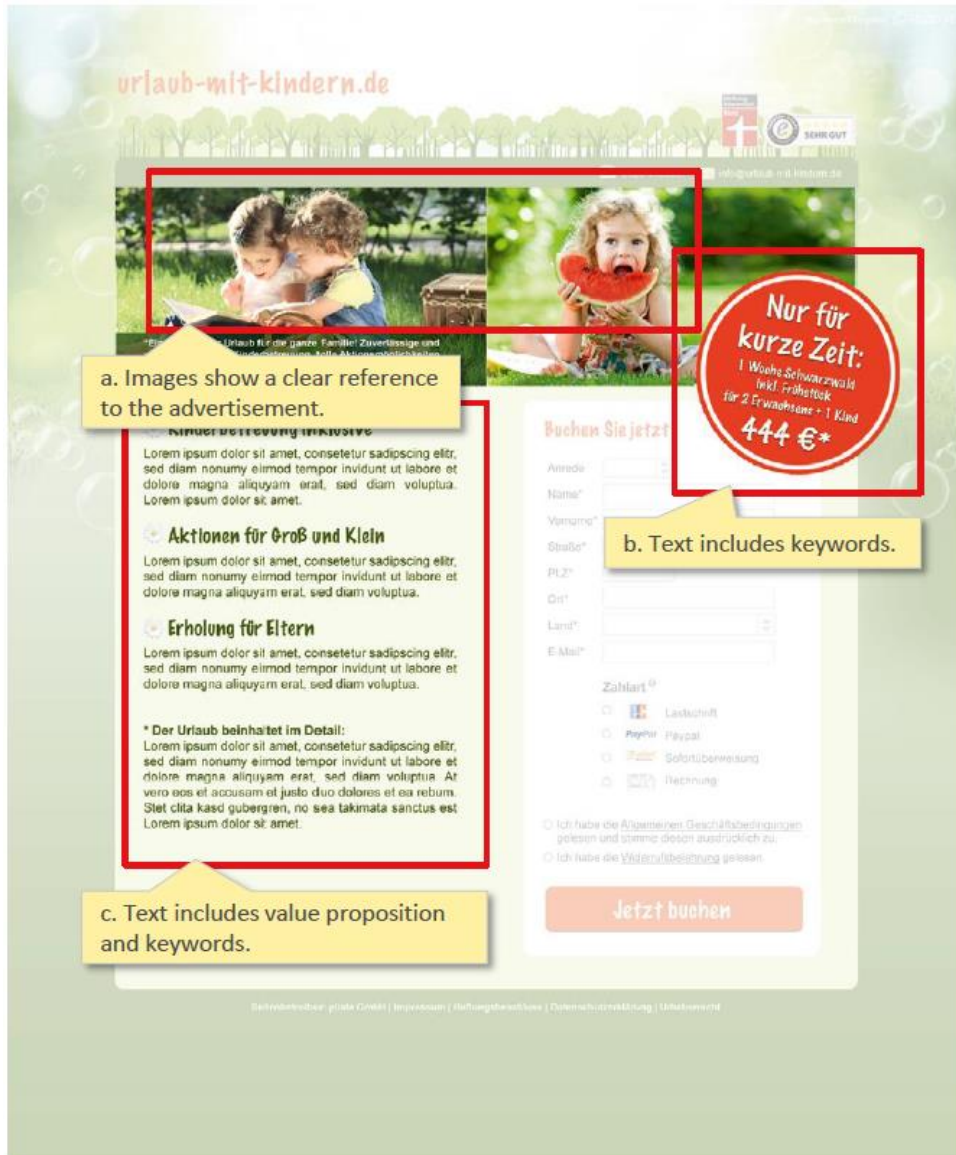
☐ Rechnung

☐ Ich habe die Allgemeinen Geschäftsbedingungen gelesen und stimme diesen ausdrücklich zu.

☐ Ich habe die Widerrufsbelehrung gelesen.

Jetzt buchen

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1. Relevant Content

Show the user that visiting your landing page was the right choice.

- Create a reference:** Your landing page must have a clear relation to the advertisement. Design your landing page with graphic elements similar to those in the advertisement.
- Keyword Analysis:** Analyze which keywords and ad text bring visitors to your site and design your content around that. Use keywords that are the same or similar to those in the advertisement.
- Clear Value Proposition:** Answer the following questions with your text: What added value do you promise to your customers? Why should the user choose your offer?

Sample advertisement 1



1 week vacation with child - ONLY EUR 444
Get this top offer NOW: 7 nights w/breakfast, fun and games for large and small, including childcare and relaxation for the parents! **more**

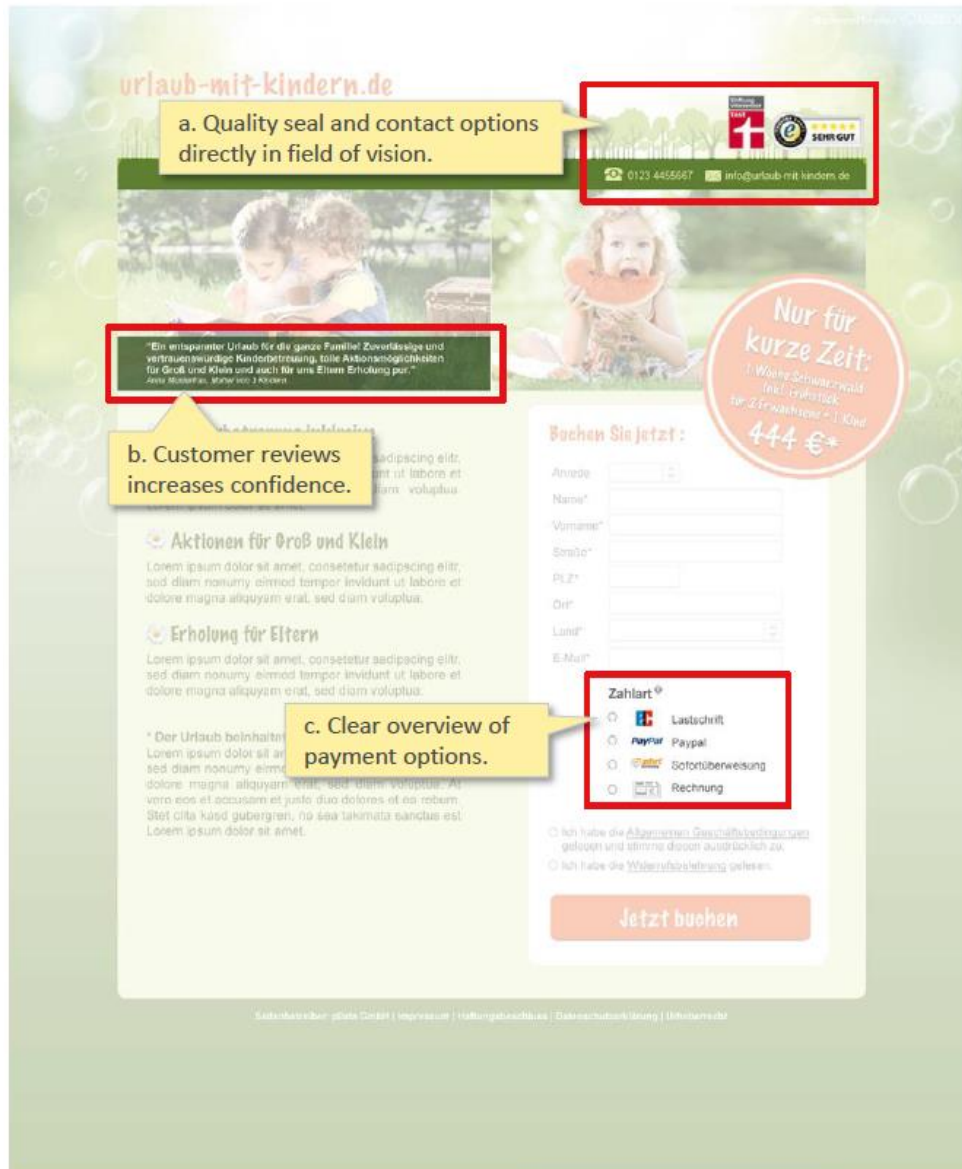
ADVERTISEMENT

Sample advertisement 2



Best Offer: Family vacation in the Black Forest
For a short time only, get 1 week vacation for 2 adults +1 child, including breakfast - **ONLY EUR 444!** Book now! **more**

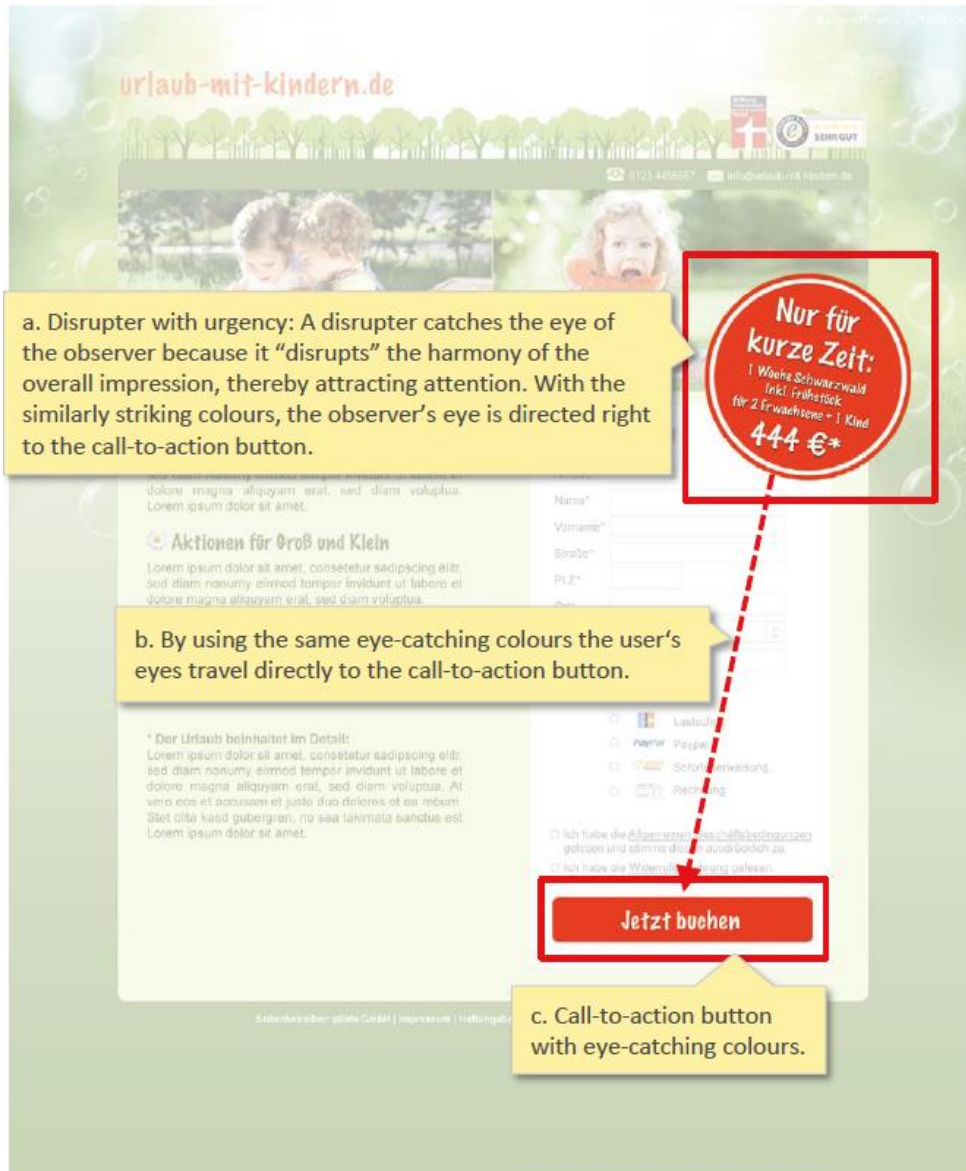
ADVERTISEMENT



2. Confidence-building Measures

Build the user's trust.

- Placement of quality seals and contact options:** Select placement with good visibility for the quality seals, awards, partner logos, and contact options like phone number, e-mail and online chat.
- Create Transparency:** Publish customer reviews and the number of your customers or transactions on your landing page (for example, hotel bookings: "Only two rooms still available", "143 reservations already booked").
- Overview of Payment Options:** Clearly show your customers what payment options are available for selection.



3. No Distraction

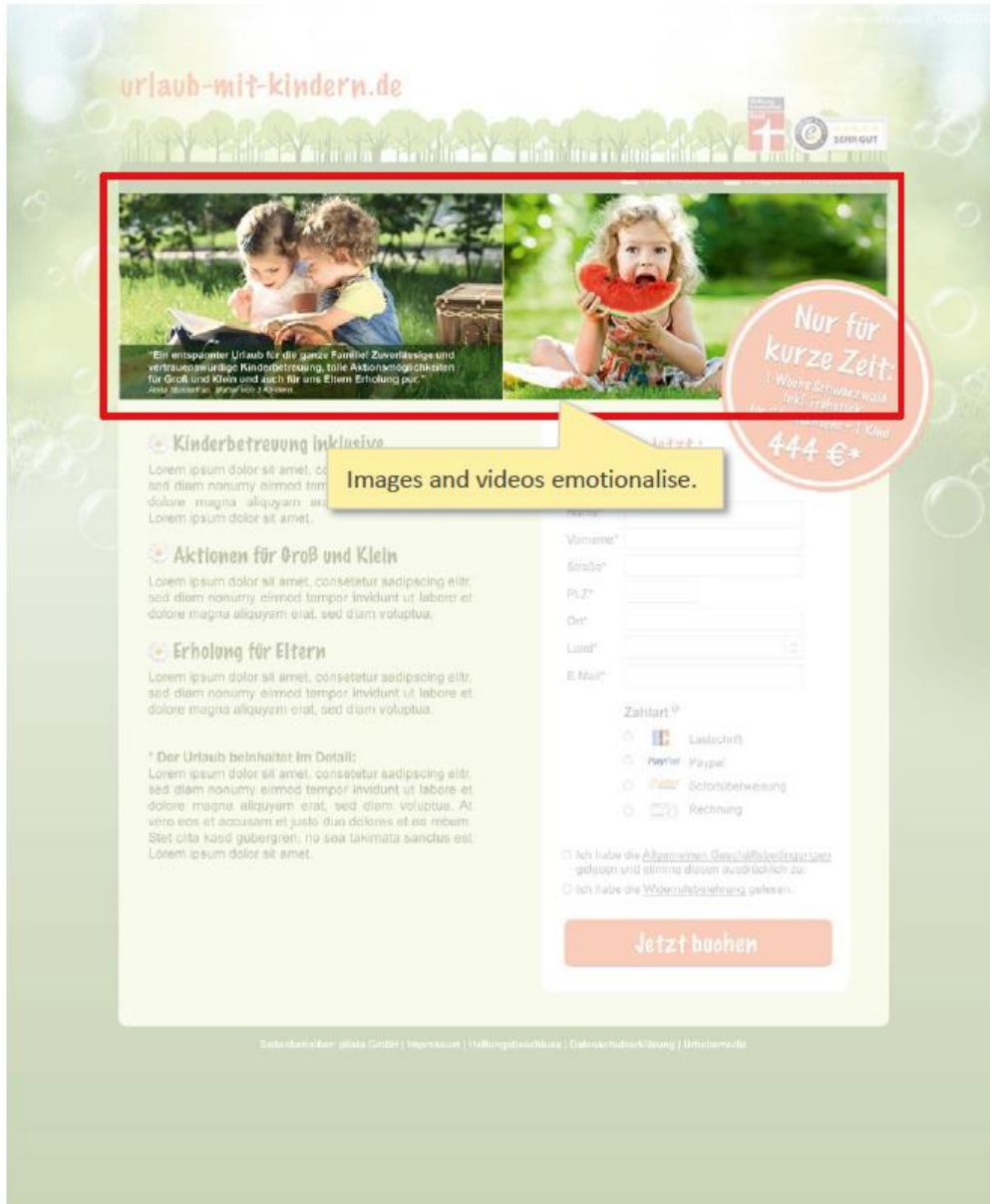
Avoid elements that lead the user away from your landing page. This means:

- No additional advertisement
- As little navigation as possible
- Minimum of links

4. Incentive

Incite visitors to your landing page to take action.

- 1. Urgency and Scarcity:** Refer to the limited availability of your offer: "For a short time only", perhaps with a disrupter.
- 2. Guidance:** Guide your user by means of design elements, such as arrows, contrasting colours, line of sight from images to the call-to-action button.
- 3. Convincing Call-to-Action Button:** This should be immediately recognizable as a button and be highlighted in colour.



5. Emotionalisation

The user and his needs and emotions must be at the forefront.

An image says more than a thousand words: images are key factors in creating an emotional environment, and are immediately and subconsciously perceived by the human brain.

Use images or videos that suit your products/services and emphasize their benefits. Be sure to use motifs with strongly emotional appeal, for example:

- Babies, small children, and young animals
- Love and affection
- Safety & security
- Success

6. Attachment – Got everything right?

Your Checklist

1. Relevante content

- ☐ Clear reference to advertising
- ☐ Keyword analysis
- ☐ Clear value proposition

2. Confidence-building measures

- ☐ Quality seals, awards, partner logos
- ☐ Contact options
- ☐ Number of customers or transactions and/or customer reviews
- ☐ Clear presentation of payment options

3. No distraction

- ☐ No advertising, as little navigation as possible, no links

4. Incentive

- ☐ Convincing, eye-catching call-to-action button
- ☐ Attention-grabber: Urgency and scarcity
- ☐ Guide the user

5. Emotionalisation

- ☐ Images/video with strong emotional appeal

Our employees are standing by to help you at any time, if needed!

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