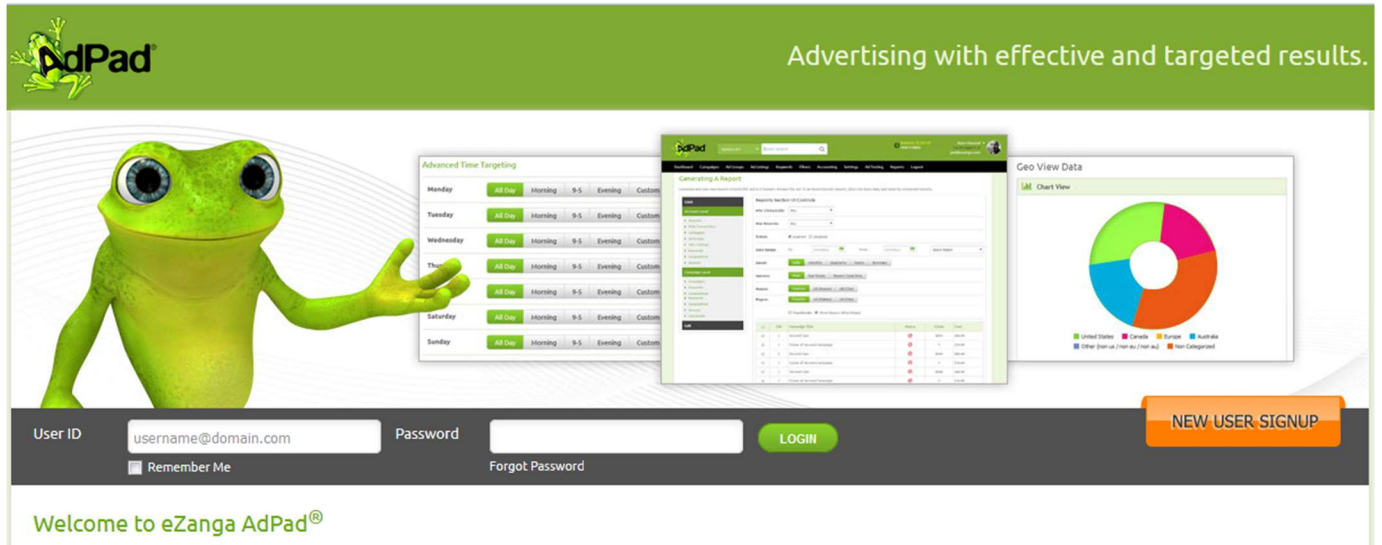


How to Add or Remove Time Targeting

Your ideal customers aren't online 24/7, so why should your ad be? With time targeting, also known as dayparting, set your campaigns to run during peak hours of customer online activity.

1. Login to AdPad®



The screenshot displays the AdPad user interface. At the top left is the AdPad logo with a green frog mascot. The top right features the tagline "Advertising with effective and targeted results." Below this, three panels illustrate key features: "Advanced Time Targeting" showing a table for selecting days and times; "Generating a Report" showing a sidebar and a main report area; and "Geo View Data" showing a donut chart with a legend for various regions. At the bottom, there is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a green "LOGIN" button. An orange "NEW USER SIGNUP" button is located on the right side of the login area. Below the login form, the text "Welcome to eZanga AdPad®" is displayed.

Day	Time	9-5	Evening	Custom
Monday	All Day			
Tuesday	All Day			
Wednesday	All Day			
Thursday	All Day			
Friday	All Day			
Saturday	All Day			
Sunday	All Day			

Report Name	Start Date	End Date	Report Type
Report 1	2013-01-01	2013-01-31	Summary
Report 2	2013-02-01	2013-02-28	Summary
Report 3	2013-03-01	2013-03-31	Summary

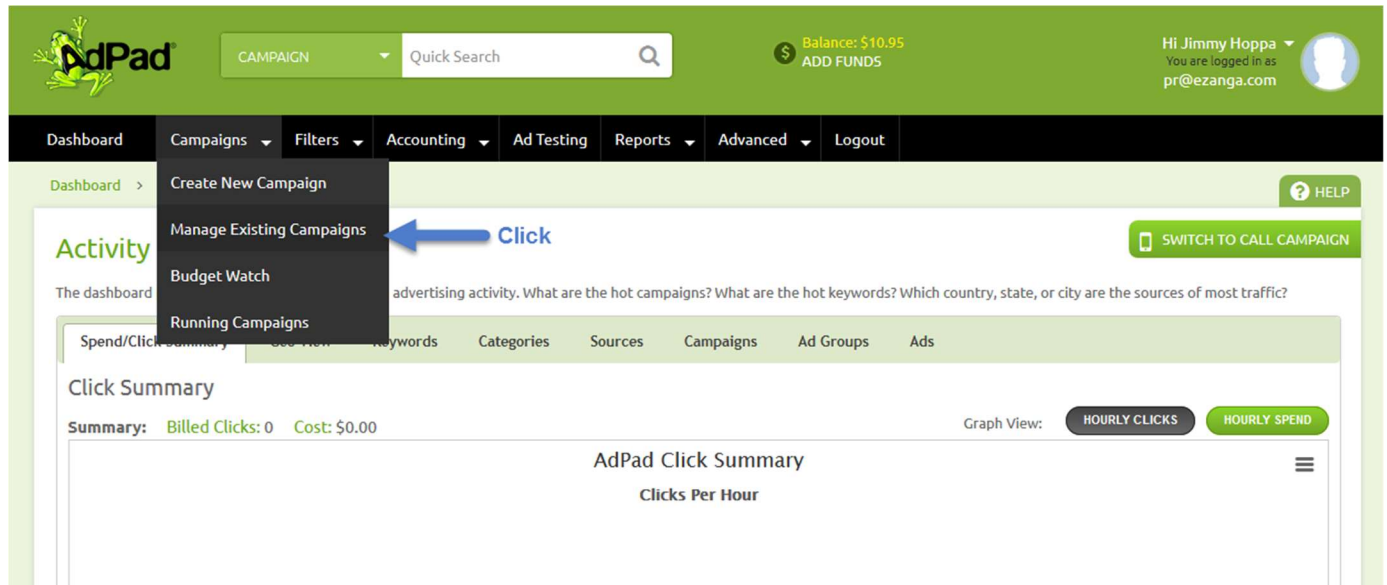
Region	Percentage
United States	35%
Canada	25%
Europe	20%
Australia	10%
Other (incl. India, NZ, etc.)	10%
Not Categorized	10%

User ID: Password:

Remember Me [Forgot Password](#) [LOGIN](#) [NEW USER SIGNUP](#)

Welcome to eZanga AdPad®

2. Go to 'Campaigns' Tab and Click 'Manage Existing Campaigns'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar labeled 'Quick Search' in the center, and a balance indicator on the right showing 'Balance: \$10.95' and 'ADD FUNDS'. The user is identified as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com'. Below the header is a navigation bar with tabs: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Campaigns' tab is active, and its dropdown menu is open, showing options: 'Create New Campaign', 'Manage Existing Campaigns', 'Budget Watch', and 'Running Campaigns'. A blue arrow points to the 'Manage Existing Campaigns' option, with the word 'Click' written next to it. To the right of the dropdown menu, there is a 'HELP' button and a 'SWITCH TO CALL CAMPAIGN' button. The main content area shows a 'Click Summary' section with a summary of 'Billed Clicks: 0' and 'Cost: \$0.00'. Below this is a graph titled 'AdPad Click Summary' with the subtitle 'Clicks Per Hour'. The graph area is currently blank. The 'Graph View' section has two buttons: 'HOURLY CLICKS' and 'HOURLY SPEND', with 'HOURLY SPEND' being the active view.

3. To Adjust, Click the Campaign Name

AdPad CAMPAIGN Quick Search Balance: \$0.00 ADD FUNDS Hi You are logged in as @ezanga.com

Dashboard Campaigns Filters Accounting Ad Testing Reports Advanced Logout

Campaign Management > Manage Existing Campaigns HELP

Manage Existing Campaigns

Find current and past advertising campaigns by name, clicks, daily budget, or simply by title. The Manage Existing Campaigns page is the main highway in connecting to all aspects of your campaigns and associated ads. Starting here, you can navigate to pages that will allow you to edit all your campaigns. Manage budgets, CPC, geotargeting, ad copy. Simply click on the campaign requiring editing and you are on your way.

Campaign Stats

Title	Total	Active	Inactive
Campaigns	1	1	0
Ad Groups	1	1	0
Keywords	1	1	0
Ads/Listings	1	1	0

Search Campaigns

Enter keywords from any part of your Campaigns listing. Advanced Search SEARCH

Account Campaign List

REFRESH CREATE NEW CAMPAIGN CAMPAIGN REPORTS

Action	CID	Campaign Name	Media Type	Status	Start Date	Stop Date	Cp Budget	Daily Budget	Max CPC/PPC	Clicks	Cost	Ad Groups	Keywords	Ads
<input type="checkbox"/>	9227660	PPC Specialist	Click	Enabled	06/18/2019	06/30/2019	\$100.00	\$10.00	\$1.0000	0	\$0.00	0	0	0
<input type="checkbox"/>	9220072	ed1	Click	Enabled	05/27/2019	NA	\$10.00	\$10.00	\$1.0000	0	\$0.00	1	1	1

DOWNLOAD Go to page: GO Show rows: Showing page 1 of 1 PREV NEXT

4. Go to Edit Your Campaign and Click 'Date Range & Time Targeting' Tab

Ad Groups **Date Range & Time Targeting** Geotargeting

Advanced Time Targeting **Click**

Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range

From: 08/05/2015

To: 08/11/2015

Advanced Time Targeting

	Midnight	4am	8am	Noon	4pm	8pm
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Monday: All Day Morning 9-5 Evening Custom Clear Restore

Tuesday: All Day Morning 9-5 Evening Custom Clear Restore

Wednesday: All Day Morning 9-5 Evening Custom Clear Restore

Thursday: All Day Morning 9-5 Evening Custom Clear Restore

Friday: All Day Morning 9-5 Evening Custom Clear Restore

Saturday: All Day Morning 9-5 Evening Custom Clear Restore

Sunday: All Day Morning 9-5 Evening Custom Clear Restore

DIFFERENT HOURS FOR EACH DAY SAME HOURS FOR ALL DAYS UPDATE

5. Enter Start and Stop Dates in 'Optional Date Range' Box

Optional Date Range

From 

To 

6. Select Times to Run Campaign

Ad Groups | **Date Range & Time Targeting** | Geotargeting

Advanced Time Targeting
Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range
From: 08/05/2015
To: 08/11/2015

Advanced Time Targeting

	Midnight 12am	4am	8am	Noon 12pm	4pm	8pm
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wednesday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thursday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Friday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Saturday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sunday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

DIFFERENT HOURS FOR EACH DAY | SAME HOURS FOR ALL DAYS |

With the slider function or corresponding buttons, choose times to post your ad. Times can vary depending by day, or set your ad to run at the same time every day. Simply click the corresponding buttons located in the lower left hand corner.

7. Click 'Update'

Ad Groups **Date Range & Time Targeting** Geotargeting

Advanced Time Targeting

Allows for detailed daily and hourly control of your campaign.
Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.

Optional Date Range

From: 08/05/2015


To: 08/11/2015

Advanced Time Targeting

	All Day	Morning	9-5	Evening	Custom	Clear	Restore	
Monday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Midnight 12am 4am 8am Noon 12pm 4pm 8pm

DIFFERENT HOURS FOR EACH DAY SAME HOURS FOR ALL DAYS

Click 

9. To Restore Time Targeting

To restore time targeting, click 'Restore' next to the time you need to restore. Then, repeat step 7.

The screenshot displays the 'Advanced Time Targeting' section of a campaign management interface. At the top, there are tabs for 'Ad Groups', 'Date Range & Time Targeting', and 'Geotargeting'. Below the tabs, there is a section for 'Advanced Time Targeting' with a description: 'Allows for detailed daily and hourly control of your campaign. Click on the hours of the week for which you feel listings within this campaign will target your product or services to a particular demographic.' To the right, there is an 'Optional Date Range' section with 'From' and 'To' date pickers set to 08/05/2015 and 08/11/2015 respectively.

The main area is a grid for 'Advanced Time Targeting' with columns for days of the week (Monday through Sunday) and time slots (Midnight 12am, 4am, 8am, Noon 12pm, 4pm, 8pm). Each day has a row of buttons: 'All Day', 'Morning', '9-5', 'Evening', 'Custom', 'Clear', and 'Restore'. A blue box highlights the 'Restore' button for Monday, with a blue arrow pointing to it and the word 'Click' next to it. Below the grid, there are two radio buttons: 'DIFFERENT HOURS FOR EACH DAY' (selected) and 'SAME HOURS FOR ALL DAYS'. An 'UPDATE' button is located at the bottom right.

Once you hit 'Update,' all changes to your campaign will be effective immediately.