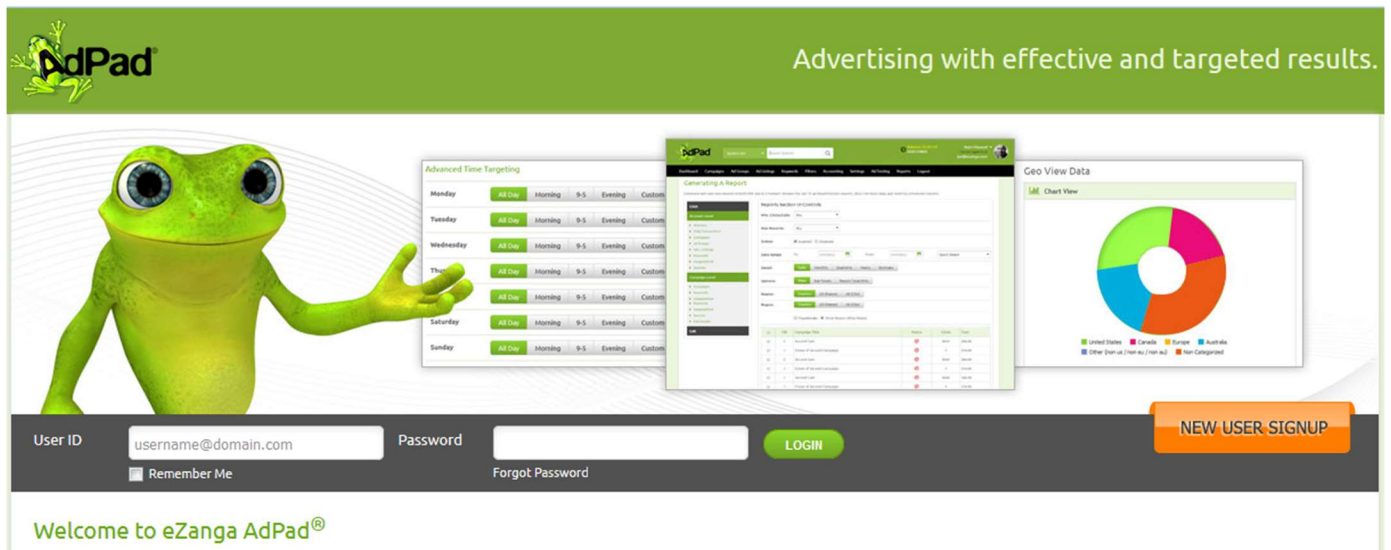


# How to Add or Remove Geotargeting

If your ideal customer lives on the East Coast, you don't need your ad to be seen by someone on the West Coast, do you? That's where geotargeting comes in. With this feature, you can choose the locations where your ad will run.

## 1. Login to AdPad®



The image shows the AdPad login page. At the top left is the AdPad logo featuring a green frog. To the right of the logo is the tagline "Advertising with effective and targeted results." Below the header is a large green frog mascot pointing towards the center. In the center, there are three preview windows: "Advanced Time Targeting" showing a table with columns for days of the week and time slots; "Campaigns & Reports" showing a list of campaigns with columns for name, status, and dates; and "Geo View Data" showing a donut chart with a legend for "United States", "Canada", "Europe", "Australia", "Other (not set from any / non-Ad)", and "Non-Categorized". At the bottom, there is a login form with fields for "User ID" (containing "username@domain.com"), "Password", and a "Remember Me" checkbox. A "Forgot Password" link is located below the password field. A green "LOGIN" button is to the right of the password field. An orange "NEW USER SIGNUP" button is in the bottom right corner. Below the login form, the text "Welcome to eZanga AdPad®" is displayed.

## 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 black navigation bar with tabs for 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Campaigns' tab is active, and a 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. 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 view is set to 'HOURLY SPEND'.

### 3. To Adjust, Click the Campaign Name

The screenshot shows the AdPad dashboard interface. At the top, there is a navigation bar with the AdPad logo, a search bar, and user information. Below the navigation bar, there is a breadcrumb trail: "Campaign Management > Manage Existing Campaigns".

#### 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	ad1	Click	Enabled	05/27/2019	NA	\$10.00	\$10.00	\$1.0000	0	\$0.00	1	1	1

DOWNLOAD Go to page: 1 GO Show rows: 10 Showing page 1 of 1 PREV NEXT

## 4. Go to Edit Your Campaign and Click 'Geotargeting' Tab

Ad Groups   Date Range & Time Targeting   Geotargeting ← Click

**Geotargeting**  
Enables you to target ads so that they are only displayed to potential customers in a specific geographical area. You can target customers by country, state, city, or even by zipcode.

United States   Canada   Australia   Country Targeting

State List   City List   Zip Code   DMA

Type in the first few letters of the state you're looking for: 🔍

Clear List   Restore List   Add Manual   Select All States   Copy to Clipboard

**State Level Targeting**  
Refers to specific states that you want this campaign to target. Only potential customers in these states will be shown your ads.

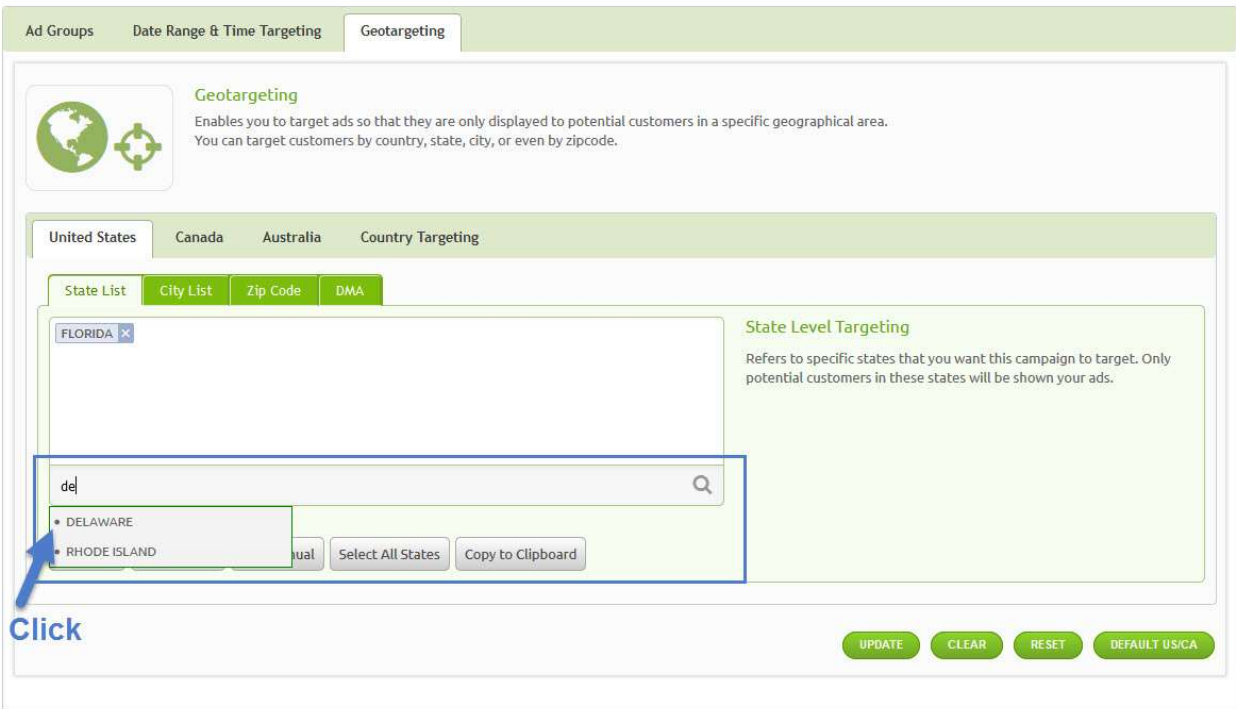
UPDATE   CLEAR   RESET   DEFAULT US/CA

Under geotargeting you can further customize where your campaign will appear. For instance, select the *'United States'* tab. You'll see under the *'United States'* tab there are four other tabs: *state list*, *city list*, *zip code*, and *DMA*.

Here's how each "sub-tab" customizes where your campaign will be displayed:

- **State List.** Select the state(s) where you want your campaign to run.
- **City List.** Choose a U.S. city (or cities) to display your campaign in.
- **Zip Code.** Pick from a list of U.S. zip codes to determine where your campaign will appear.
- **DMA.** Check-off a designed market area (e.g. city and its surrounding suburbs and counties) to display your campaign.

## 5. Type Target Location Into Textbox



The screenshot shows the AdPad Geotargeting interface. At the top, there are tabs for 'Ad Groups', 'Date Range & Time Targeting', and 'Geotargeting'. Below the 'Geotargeting' tab, there is a globe icon and a description: 'Geotargeting Enables you to target ads so that they are only displayed to potential customers in a specific geographical area. You can target customers by country, state, city, or even by zipcode.' Below this, there are tabs for 'United States', 'Canada', and 'Australia', with 'Country Targeting' selected. Underneath, there are tabs for 'State List', 'City List', 'Zip Code', and 'DMA', with 'State List' selected. A search box contains the text 'del' and a magnifying glass icon. Below the search box, a dropdown menu shows 'DELAWARE' and 'RHODE ISLAND'. To the right of the search box, there are buttons for 'Add Manual', 'Select All States', and 'Copy to Clipboard'. Below the search box, there is a blue arrow pointing to the search box with the text 'Click'. At the bottom right, there are buttons for 'UPDATE', 'CLEAR', 'RESET', and 'DEFAULT US/CA'.

Typically, if you start typing in a location, AdPad® will generate suggestions based on the first few letters of what you type. But you can enter your locations into the list manually by selecting 'Add Manual,' or you may choose other methods. For instance, if you click 'Select All States,' that will add all 50 states in the United States to your list.

You may have noticed some extra options. Here's a brief explanation of those:


- **Clear List.** If you decide that your list of locations is no longer valid, you can easily wipe the slate clean with this option.
- **Restore List.** If you just erased one of your locations by mistake, choose this option. This will restore your locations to their previous state.
- **Copy to Clipboard.** If you love your locations list so much that you want to use it on another platform, AdPad® has you covered. Click 'Copy to Clipboard' and your list will be immediately ready to paste into an Excel spreadsheet.
- **Default USCA.** This defaults your location to all of the United States and Canada.

Keep in mind, you can have up to:

- 10,000 campaigns.
- 50 ad groups per campaign.
- 500 ad listings per campaign.
- 5,000 zip codes per campaign.

## 6. Click 'Update'

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



### Geotargeting

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United States   Canada   Australia   Country Targeting

State List   **City List**   Zip Code   DMA


DELAWARE x   FLORIDA x

Type in the first few letters of the state you're looking for.

Clear List   Restore List   Add Manual   Select All States   Copy to Clipboard

**State Level Targeting**

Refers to specific states that you want this campaign to target. Only potential customers in these states will be shown your ads.

Click  **UPDATE**   CLEAR   RESET   DEFAULT US/CA

## 7. To Remove Geotargeting

There are a few different ways to remove geotargeting from your campaign. To remove:

- Click the 'X' on the intended location selections. Then repeat step 6.
- Click 'Clear.' This will remove all locations from the list. Then repeat step 6.
- Click 'Reset.' This will reset your campaign to the default setting.

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