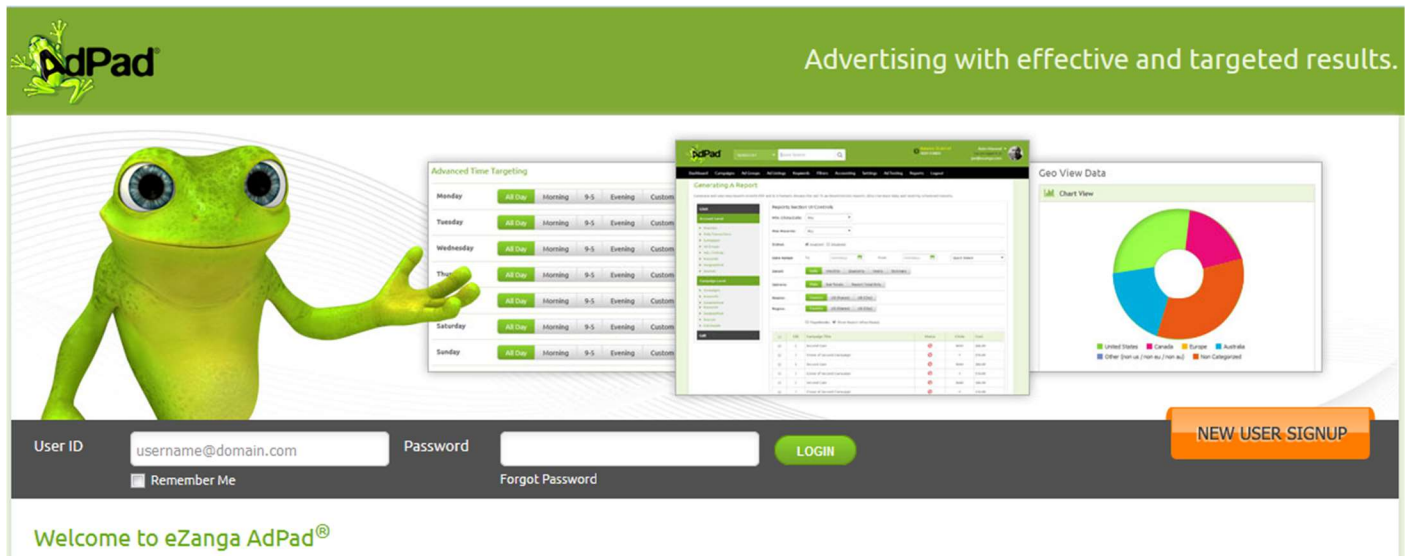


How to Add Category Keywords to a Campaign

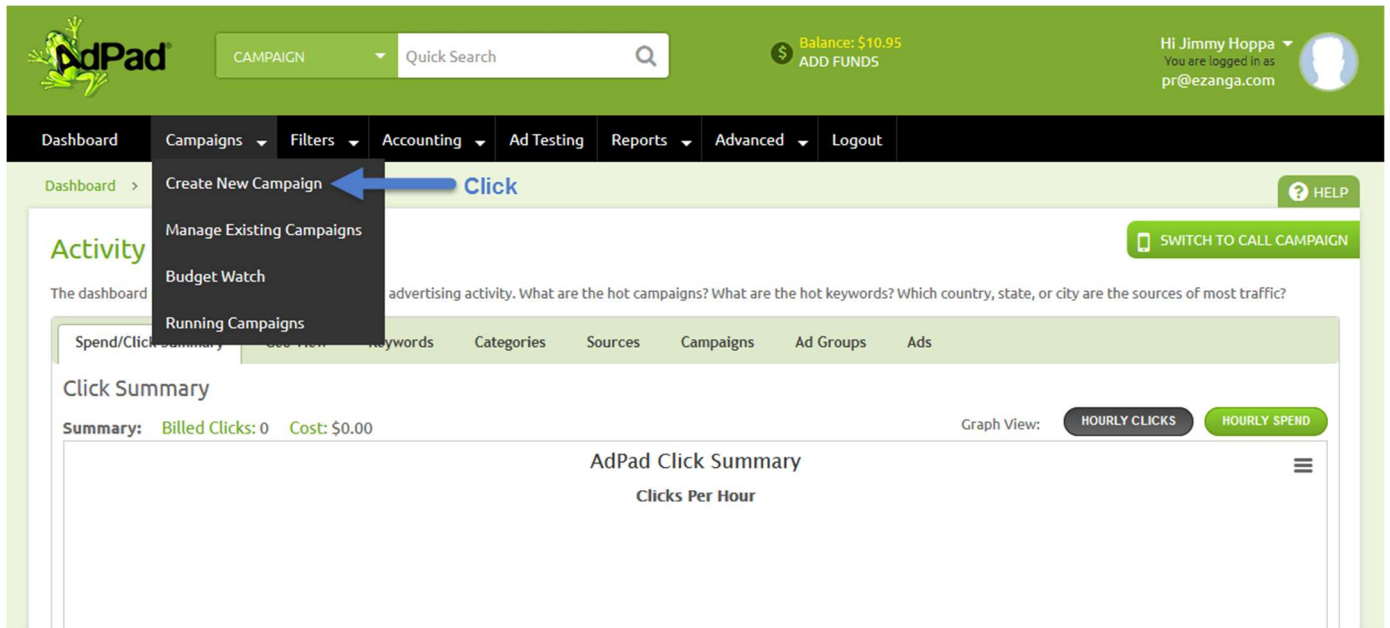
Reach specific customers by using highly targeted category keywords. Adding categories to your campaign is easy. Simply follow these steps.

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 the header, a green frog mascot is shown on the left, gesturing towards three overlapping dashboard windows. The first window, titled "Advanced Time Targeting", shows a table with columns for days of the week (Monday through Sunday), time slots (All Day, Morning, 9-5, Evening, Custom), and a "Custom" option. The second window, titled "Generating A Report", shows a form for selecting report parameters and a table of results. The third window, titled "Geo View Data", shows a donut chart with a legend for "United States", "Canada", "Europe", "Australia", "Other (not in 170+ countries)", and "Non-Categorized". At the bottom of the interface 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. To the right of the login form is an orange "NEW USER SIGNUP" button. Below the login form, the text "Welcome to eZanga AdPad®" is displayed.

2. Go to 'Campaigns' Tab and Click 'Create a New Campaign'



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'. Below the header is a black navigation bar with several menu items: 'Dashboard', 'Campaigns', 'Filters', 'Accounting', 'Ad Testing', 'Reports', 'Advanced', and 'Logout'. The 'Campaigns' menu is expanded, showing a dropdown with three options: 'Create New Campaign', 'Manage Existing Campaigns', and 'Running Campaigns'. A blue arrow points to the 'Create New Campaign' option. To the right of the dropdown, the word 'Click' is visible. In the top right corner of the dashboard area, 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'.

3. Click 'Add Categories'

Campaigns > Create New Campaign HELP

Campaign Wizard: Simple

Looking to create a simple advertising campaign so you can quickly start receiving some traffic? Let our new wizard guide you through a few simple steps.

1 Setup Your Campaign

Name *

Startup * Automatic Manual

Start Date

Stop Date

Time Targeting Set Time Targeting

Campaign Budget (\$) 0 = No Limit

Daily Budget (\$) *

Campaign Max CPC (\$) *

Geography * Worldwide National Region Advance

Country/Region ▼

2 Define Your First Ad Group

Name *

Adult Content? * No Yes

3 Build Your First Ad

MY AD TITLE
Enter a description of your product and/or service that is simple, clear, and relevant to your business. Ad Preview

Title *

Description *

Visible URL *

Click URL *

4 Enter Your Keywords

Match Type * Broad Exact

Enter 1 keyword per line *

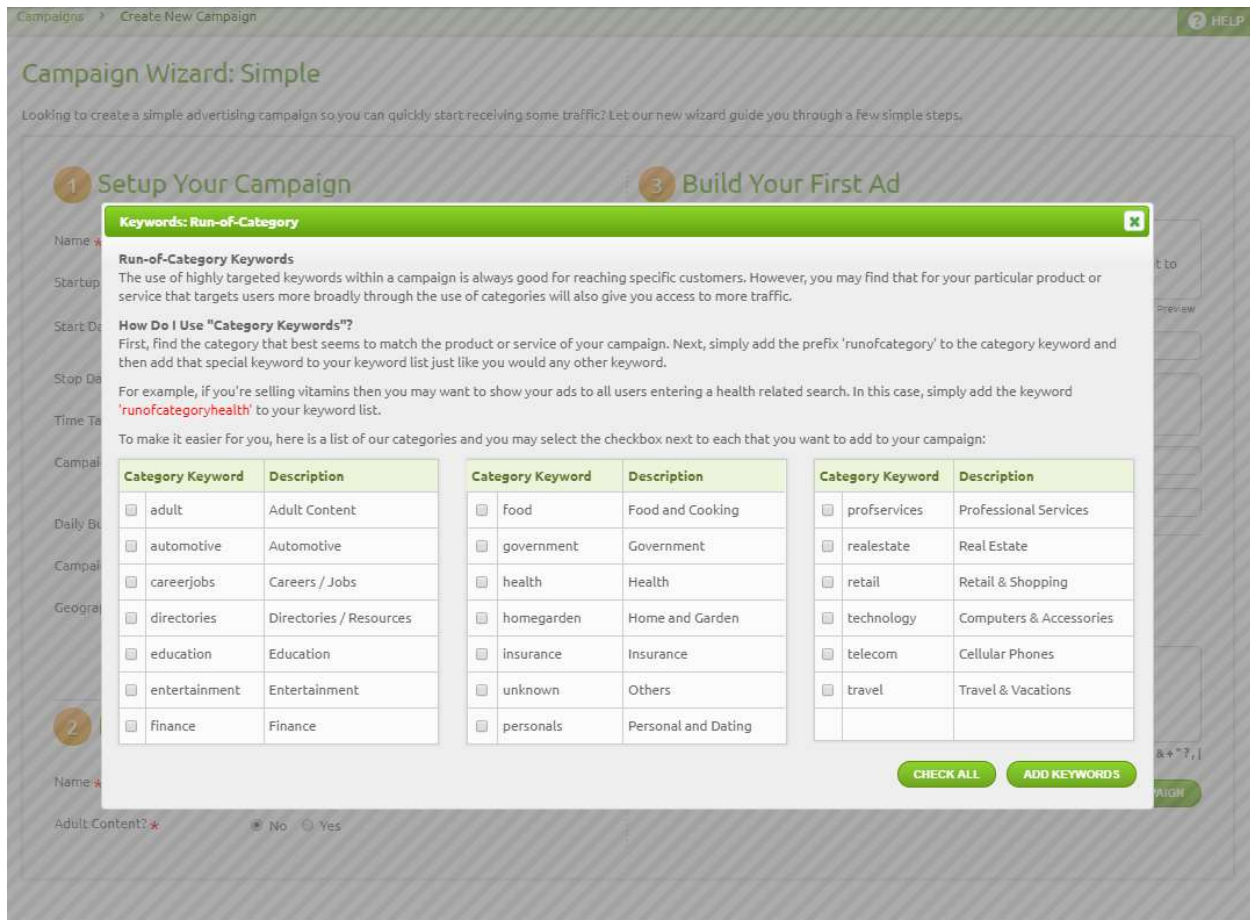
The following characters are not acceptable in keywords: # % & + * ? , |

Click

4. Select One or More Category Keywords

Select one or more highly targeted keywords to add as *categories* to your campaign. Once you've made your selections click the 'Add Keywords' button.

NOTE: If you want a broad range of categories, simply click the 'Check All' button. It will automatically check-off all of the categories shown.



Keywords: Run-of-Category

Run-of-Category Keywords
The use of highly targeted keywords within a campaign is always good for reaching specific customers. However, you may find that for your particular product or service that targets users more broadly through the use of categories will also give you access to more traffic.

How Do I Use "Category Keywords"?
First, find the category that best seems to match the product or service of your campaign. Next, simply add the prefix 'runofcategory' to the category keyword and then add that special keyword to your keyword list just like you would any other keyword.

For example, if you're selling vitamins then you may want to show your ads to all users entering a health related search. In this case, simply add the keyword 'runofcategoryhealth' to your keyword list.

To make it easier for you, here is a list of our categories and you may select the checkbox next to each that you want to add to your campaign:

| Category Keyword | Description | Category Keyword | Description | Category Keyword | Description |
|--|-------------------------|-------------------------------------|---------------------|---------------------------------------|-------------------------|
| <input type="checkbox"/> adult | Adult Content | <input type="checkbox"/> Food | Food and Cooking | <input type="checkbox"/> profservices | Professional Services |
| <input type="checkbox"/> automotive | Automotive | <input type="checkbox"/> government | Government | <input type="checkbox"/> realestate | Real Estate |
| <input type="checkbox"/> careerjobs | Careers / Jobs | <input type="checkbox"/> health | Health | <input type="checkbox"/> retail | Retail & Shopping |
| <input type="checkbox"/> directories | Directories / Resources | <input type="checkbox"/> homegarden | Home and Garden | <input type="checkbox"/> technology | Computers & Accessories |
| <input type="checkbox"/> education | Education | <input type="checkbox"/> insurance | Insurance | <input type="checkbox"/> telecom | Cellular Phones |
| <input type="checkbox"/> entertainment | Entertainment | <input type="checkbox"/> unknown | Others | <input type="checkbox"/> travel | Travel & Vacations |
| <input type="checkbox"/> finance | Finance | <input type="checkbox"/> personals | Personal and Dating | | |

CHECK ALL **ADD KEYWORDS**

After you've clicked 'Add Keywords,' you'll automatically return to the Campaign Wizard home screen. Check to make sure that your category keywords now appear in your 'Enter Your Keywords' box.

4 Enter Your Keywords

Match Type *

Broad Exact

Enter 1 keyword per line *

ADD KEYWORD CATEGORY

CLEAR KEYWORDS

runofcategoryfood
runofcategorygovernment

CREATE NEW CAMPAIGN

Categories

And that's it. For more information on how to finish creating your campaign, [click here](#).