

How to Filter Traffic

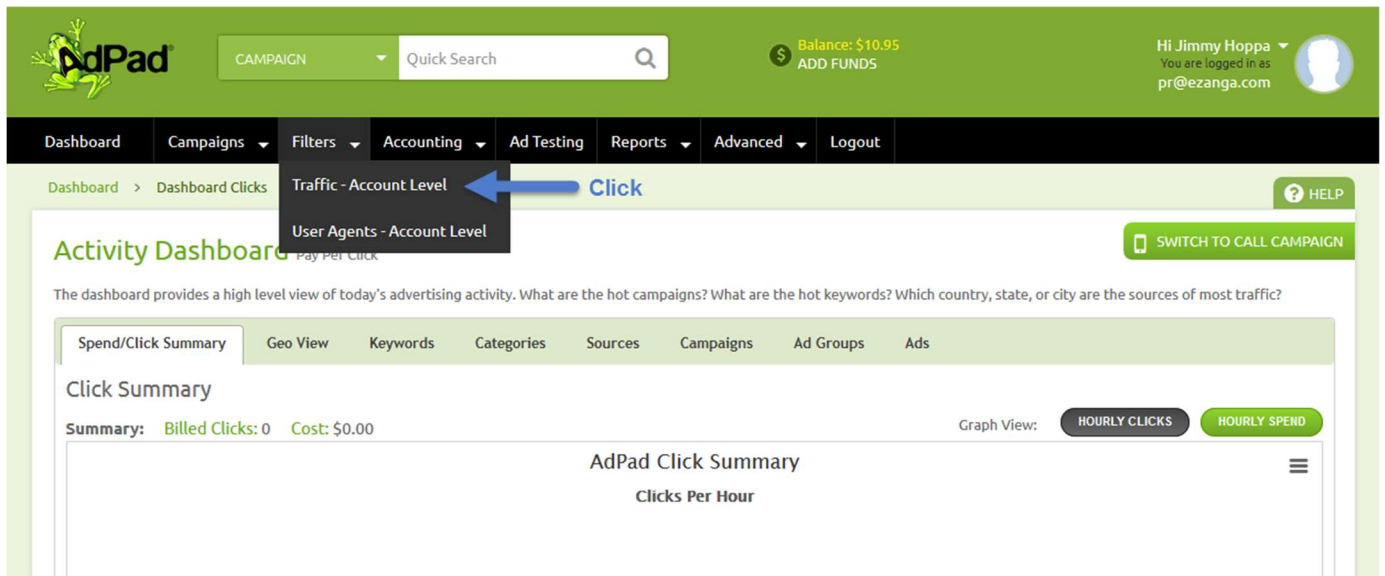
Once you've setup your campaign and it's been reviewed by your account manager*, you'll want to ensure that you're receiving traffic from quality sources. That's why you'll want to know how to filter your traffic to fit your needs. In this section, you'll learn how to use the traffic filters in AdPad® to whitelist and blacklist sources based on your campaign needs.

This feature isn't live until you speak with your account manager first.

1. Login to AdPad®

The screenshot displays the AdPad user interface. At the top left is the AdPad logo featuring a green frog. The top right contains the tagline "Advertising with effective and targeted results." Below the header, a green frog mascot is shown on the left, gesturing towards the dashboard. The dashboard includes several widgets: "Advanced Time Targeting" with a table for days of the week and time slots; "Generating A Report" with a sidebar menu and a main content area; and "Geo View Data" with a donut chart showing geographic distribution. 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. 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 'Filters' Tab and Click 'Traffic - Account Level'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo, a search bar, and user information. Below the header is a black navigation bar with various menu items. The 'Filters' menu is open, showing two options: 'Traffic - Account Level' and 'User Agents - Account Level'. A blue arrow points to the 'Traffic - Account Level' option. The main content area shows the 'Activity Dashboard' with a 'Click Summary' section and a graph titled 'AdPad Click Summary'.

AdPad

CAMPAIGN Quick Search

Balance: \$10.95
ADD FUNDS

Hi Jimmy Hoppa
You are logged in as
pr@ezanga.com

Dashboard Campaigns Filters Accounting Ad Testing Reports Advanced Logout

Dashboard > Dashboard Clicks Traffic - Account Level User Agents - Account Level

Click

Activity Dashboard

SWITCH TO CALL CAMPAIGN

The dashboard provides a high level view of today's advertising activity. What are the hot campaigns? What are the hot keywords? Which country, state, or city are the sources of most traffic?

Spend/Click Summary Geo View Keywords Categories Sources Campaigns Ad Groups Ads

Click Summary

Summary: Billed Clicks: 0 Cost: \$0.00

Graph View: HOURLY CLICKS HOURLY SPEND

AdPad Click Summary

Clicks Per Hour

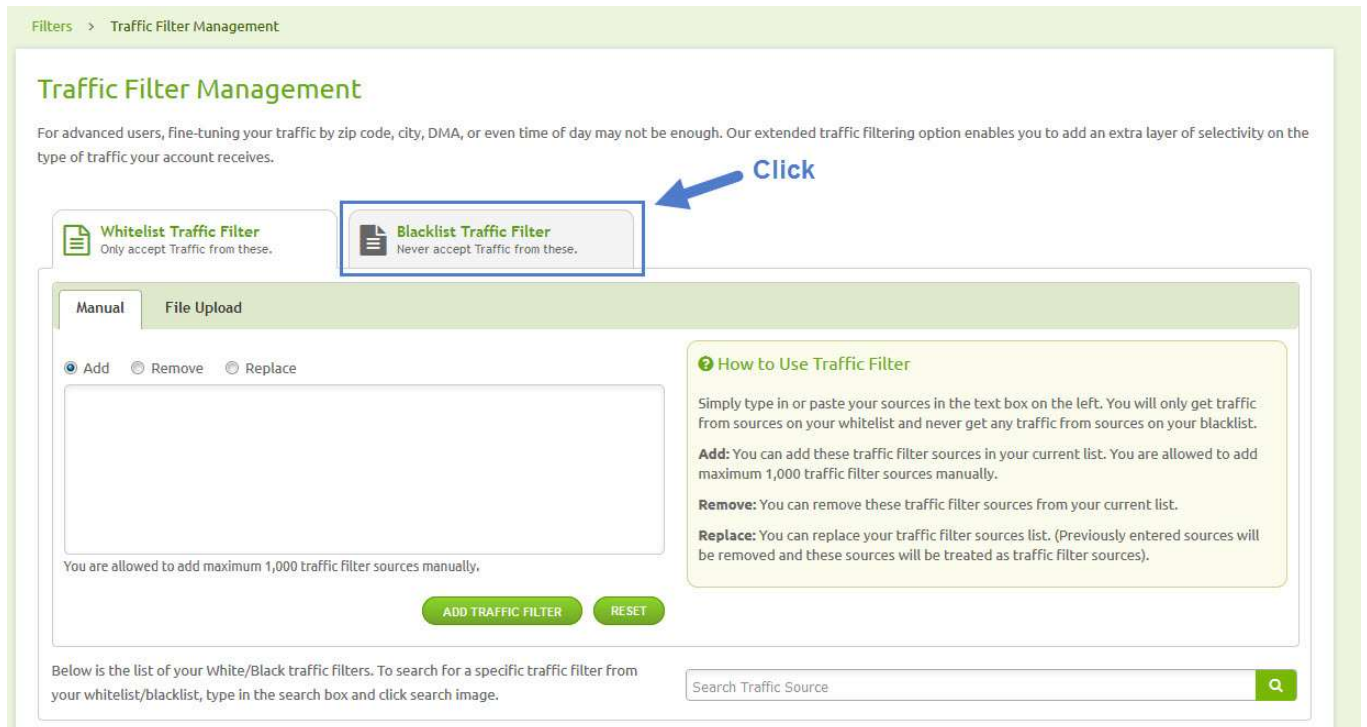
3. Whitelisting

If you place sources on the whitelist, you'll only receive traffic from these. Select the *'Whitelist Filter'* tab to select sources you want to receive traffic from.

The screenshot shows the 'Traffic Filter Management' interface. At the top, there is a breadcrumb 'Filters > Traffic Filter Management'. The main heading is 'Traffic Filter Management'. Below it, a paragraph explains that for advanced users, fine-tuning traffic by zip code, city, DMA, or time of day may not be enough, and that the extended traffic filtering option allows for an extra layer of selectivity. Two tabs are visible: 'Whitelist Traffic Filter' (selected, with a blue box and arrow labeled 'Click') and 'Blacklist Traffic Filter'. Below the tabs, there are two sub-tabs: 'Manual' (selected) and 'File Upload'. Under 'Manual', there are three radio buttons: 'Add' (selected), 'Remove', and 'Replace'. A large text input box is provided for manual entry. Below the input box, it states 'You are allowed to add maximum 1,000 traffic filter sources manually.' At the bottom of the manual section are two buttons: 'ADD TRAFFIC FILTER' and 'RESET'. To the right of the input box is a 'How to Use Traffic Filter' section with instructions: 'Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.' It also defines 'Add', 'Remove', and 'Replace' actions. At the bottom of the interface, there is a search bar labeled 'Search Traffic Source' with a search icon.

4. Blacklisting

If you place sources on the blacklist, you won't receive traffic from these. Select the *'Blacklist Filter'* tab to block traffic sources from your campaign.



The screenshot displays the 'Traffic Filter Management' interface. At the top, there is a breadcrumb trail: 'Filters > Traffic Filter Management'. The main heading is 'Traffic Filter Management'. Below this, a descriptive paragraph states: 'For advanced users, fine-tuning your traffic by zip code, city, DMA, or even time of day may not be enough. Our extended traffic filtering option enables you to add an extra layer of selectivity on the type of traffic your account receives.'

There are two tabs: 'Whitelist Traffic Filter' (with a document icon and the text 'Only accept Traffic from these.') and 'Blacklist Traffic Filter' (with a document icon and the text 'Never accept Traffic from these.'). A blue arrow labeled 'Click' points to the 'Blacklist Traffic Filter' tab, which is highlighted with a blue border.

Below the tabs, there are two sub-sections: 'Manual' and 'File Upload'. The 'Manual' section is active, showing radio buttons for 'Add', 'Remove', and 'Replace', with 'Add' selected. A large text input field is provided for manual entry. Below the input field, it says 'You are allowed to add maximum 1,000 traffic filter sources manually.' At the bottom of this section are two buttons: 'ADD TRAFFIC FILTER' and 'RESET'.

To the right of the input field is a yellow box titled 'How to Use Traffic Filter'. It contains the following text: 'Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.' It also lists three actions: 'Add: You can add these traffic filter sources in your current list. You are allowed to add maximum 1,000 traffic filter sources manually.', 'Remove: You can remove these traffic filter sources from your current list.', and 'Replace: You can replace your traffic filter sources list. (Previously entered sources will be removed and these sources will be treated as traffic filter sources).'

At the bottom of the interface, there is a search bar with the placeholder text 'Search Traffic Source' and a magnifying glass icon. Below the search bar, it says: 'Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.'

5. How to Use Traffic Filter (Manual)

How to Use Traffic Filter

Simply type in or paste your sources in the text box on the left. You will only get traffic from sources on your whitelist and never get any traffic from sources on your blacklist.

Add: You can add these traffic filter sources in your current list. You are allowed to add maximum 1,000 traffic filter sources manually.

Remove: You can remove these traffic filter sources from your current list.

Replace: You can replace your traffic filter sources list. (Previously entered sources will be removed and these sources will be treated as traffic filter sources).

To manually enter a source to block or whitelist, type in or paste sources into the text box. Click 'Add Traffic Filter' to add another source. Click 'Reset' to remove all sources from this list.

Manual File Upload

Add Remove Replace

You are allowed to add maximum 1,000 traffic filter sources manually.

ADD TRAFFIC FILTER RESET

6. How to Use Traffic Filter (File Upload)

How to Use Traffic Filter

If you have a large number of Traffic filter sources then uploading a list of sources file from your local computer may be the best option.

You can upload traffic filter sources file from your computer by selecting file and then clicking on replace button.

Be sure to select the correct file format, which is .csv or .txt of 400KB maximum file size.

If you have a large number of filter sources, you can upload them from your computer. If you have an Excel spreadsheet of sources ready, click the *'Upload'* icon, and choose the document. This will upload your white/blacklisted sources to your campaign within seconds. (Files must be saved in .csv or .txt format, with a maximum file size of 400KB allowed.)

The screenshot shows the 'Traffic Filter Management' interface. At the top, there are two tabs: 'Manual' and 'File Upload'. The 'File Upload' tab is active. Below the tabs, there are two radio buttons: 'Add' (selected) and 'Replace'. To the right of these buttons are two large buttons: 'Upload' (with an upward arrow icon) and 'Download' (with a downward arrow icon). A blue arrow points to the 'Upload' button with the word 'Click' written above it. Below the 'Upload' button, there is a note: 'Maximum 400KB of .csv or .txt file is allowed'. To the right of the 'Upload' and 'Download' buttons, there is a 'Choose Action:' section with two buttons: 'RESET' and 'SUBMIT'. On the far right, there is a 'How to Use Traffic Filter' help box with the same text as in the first image. At the bottom of the interface, there is a search bar labeled 'Search Traffic Source' with a magnifying glass icon.

Once you've created a list of white/blacklisted sources, you may want to save this for other ad platforms. If you wish to download your lists of white/blacklisted sources, click 'Download.' You'll then be able to save an Excel spreadsheet of these sources.

Filters > Traffic Filter Management

Traffic Filter Management

For advanced users, fine-tuning your traffic by zip code, city, DMA, or even time of day may not be enough. Our extended traffic filtering option enables you to add an extra layer of selectivity on the type of traffic your account receives.

Whitelist Traffic Filter
Only accept Traffic from these.

Blacklist Traffic Filter
Never accept Traffic from these.

Manual | **File Upload**

Add Replace

Upload

Maximum 400KB of .csv or .txt file is allowed

Download

Click

Choose Action:

RESET

SUBMIT

How to Use Traffic Filter

If you have a large number of Traffic filter sources then uploading a list of sources file from your local computer may be the best option.

You can upload traffic filter sources file from your computer by selecting file and then clicking on replace button.

Be sure to select the correct file format, which is .csv or .txt of 400KB maximum file size.

Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.

Search Traffic Source

7. Remove Sources

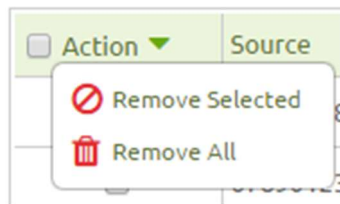
To remove a source, click the checkbox next to the corresponding name.

Below is the list of your White/Black traffic filters. To search for a specific traffic filter from your whitelist/blacklist, type in the search box and click search image.

<input type="checkbox"/> Action ▼	Source
<input type="checkbox"/>	1234567890
<input type="checkbox"/>	6789012345

Go to page: Show rows: Showing page 1 of 1

Then, click *'Remove Selected'* (or *'Remove All'* if you'd like to remove all sources).



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