



Onboarding Guide



Zeropark - it is a real-time bidding (RTB) ad exchange offering advertisers easy access to high volumes of premium quality traffic. We have Domain redirect, Premium PPV (pop) and Push Notification traffic.

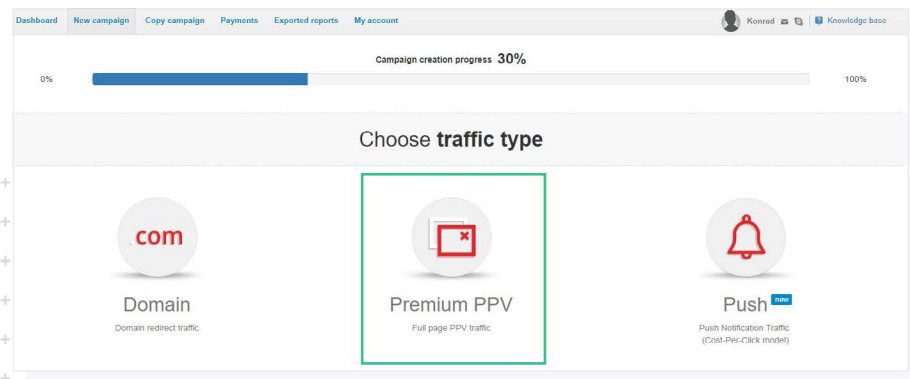
To check how much traffic is available for any type of advertisement in any country and what are the average prices, please have a look at our [Volume Checking Tool](#).



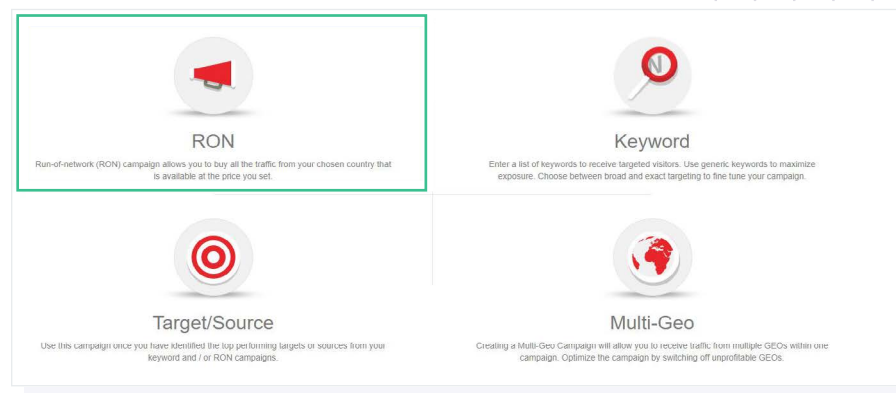
Registered in ZP and now wondering where to start? **Launch your first campaign within minutes** with these easy step-by-step instructions!

Domain and Premium PPV campaign creation guide

- 01** | Select a traffic type in the New Campaign tab:
Domain (redirect) or Premium PPV (pop).



- 02** | Select a targeting option:



RON (Run-of-network): creating a RON campaign is the quickest way to get all the available traffic from a specific country. There are no keywords or specific targets involved. Simply choose your geo, destination URL, bid and your campaign is ready to go.

Keyword: enter a list of keywords or URLs to receive targeted visitors. Use generic keywords to maximize exposure. Choose between broad and exact targeting to fine-tune your campaign.

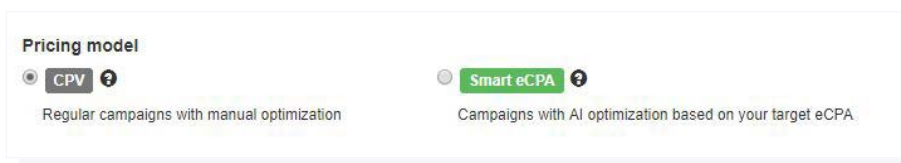
Multi-Geo: allows you to run campaigns in multiple countries through the RON or Keyword campaign types.

Target/Source: select this whitelist campaign category, once you have identified the top performing targets or sources from your keyword and / or RON campaigns. Alternatively, you can create it to add [Premium or Selected targets](#) from your chosen GEO.

03 | Set campaign parameters: Domain (redirect) or Premium PPV (pop).

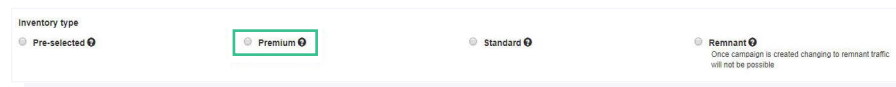
3.1 Campaign name: type in the title of your campaign.

3.2 Pricing model (for the Premium PPV traffic): choose CPV model for manual optimization or Smart eCPA for AI optimization based on your Target eCPA.



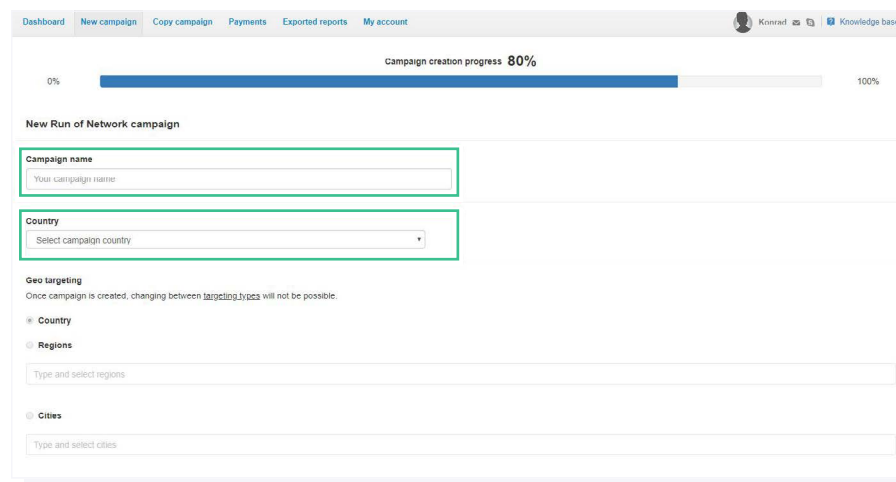
The screenshot shows a 'Pricing model' section with two radio button options. The first option is 'CPV' with a question mark icon, labeled 'Regular campaigns with manual optimization'. The second option is 'Smart eCPA' with a question mark icon, labeled 'Campaigns with AI optimization based on your target eCPA'. The 'Smart eCPA' option is currently selected.

3.3 Inventory type (for the Premium PPV traffic): you can choose one out of four different types of Zeropark [inventory](#).



The screenshot shows an 'Inventory type' section with four radio button options: 'Pre-selected', 'Premium', 'Standard', and 'Remnant'. The 'Premium' option is selected and highlighted with a green box. A note next to the 'Remnant' option states: 'Once campaign is created changing to remnant traffic will not be possible'.

3.4 Geo targeting: choose the country from which you would like to receive traffic, you can also narrow your targeting to given regions and cities.



The screenshot shows the 'New Run of Network campaign' form. At the top, there is a progress bar for 'Campaign creation progress' at 80%. The form includes several fields: 'Campaign name' (text input), 'Country' (dropdown menu), and 'Geo targeting' (radio buttons for 'Country', 'Regions', and 'Cities'). The 'Country' radio button is selected. Below the radio buttons, there are text input fields for 'Type and select regions' and 'Type and select cities'.

- 3.5 Bid:** set your price for a visit (Domain, POP campaigns).
- 3.6 Daily budget:** cap your daily spend, or set to “Unlimited” if you'd like to receive as much traffic as possible during the day.
- 3.7 Campaign budget:** cap the total amount that you are willing to spend on a given campaign, or set to “Unlimited” if you wish to keep spending.
- 3.8 Target daily budget:** choose a cap for how much can be spent on an individual target ID in a 24 hour time range, or set to “Unlimited” if you'd like to keep spending without a limit.
- 3.9 Source daily budget:** cap your daily spend on a single source, or set to “Unlimited” if you wish to get all possible traffic.
- 3.10 Traffic buying model:** choose whether you want to “Buy Traffic Smoothly”, with throttles in place to prevent campaign overspend, or “Buy all available traffic”, to bid on every visit. This means the speed of the budget spending will be uncapped.

The screenshot shows the following settings:

- Bid (CPV):** \$ [input field]
- Daily budget:** ☒ Unlimited, ☐ \$ [input field]
- Campaign budget:** ☒ Unlimited, ☐ \$ [input field]
- Traffic Buying Model:** ☒ Buy traffic smoothly, ☐ Buy all available traffic
- Targets daily budget:** ☒ Unlimited, ☐ \$ [input field]
- Sources daily budget:** ☒ Unlimited, ☐ \$ [input field]

- 3.11 Traffic Filters:** choose if you want to receive traffic from desktop computers, mobile devices, or both (advanced settings allow you to pick mobile OS and versions, desktop OS, browser, carrier/Wi-Fi traffic, or specific carriers).

The screenshot shows the following settings:

- Traffic Filters:** ☒ Desktop & Mobile, ☐ Desktop only, ☐ Mobile only
- Advanced:** ☒ Show, ☐ Hide
- Desktop:**
 - Browser:** ☒ Internet Explorer, ☒ Firefox, ☒ Chrome, ☒ Safari, ☒ Edge, ☒ Other desktop traffic
 - OS:** ☒ Windows, ☒ MacOS, ☒ Linux, ☒ Other
 - version:** All (for all OSes)
- Mobile:**
 - Network source:** ☒ Carrier traffic and Wi-Fi, ☐ Wi-Fi traffic only, ☐ Carrier traffic only, ☐ Selected carriers
 - OS:** ☒ iPhone, ☒ iPad, ☒ Android Phone, ☒ Android Tablet, ☒ Windows Phone, ☒ BlackBerry, ☒ Other mobile traffic
 - version:** All (for all OSes)

- 3.12 Frequency Filters:** choose how often a unique user IP is allowed to visit your page in a given time range. Be careful if you are buying carrier traffic as many mobile data users can be using the same IP address, so putting the filter too high will block unique users.

The screenshot shows the following settings:

- Frequency filters:** ☒ Off, ☐ 5min, ☐ 15min, ☐ 30min, ☐ 1h, ☐ 3h, ☐ 6h, ☐ 12h, ☐ 24h

3.13 Traffic type: choose a type of the traffic that you would like to receive, either traffic from “Adult” (porn sites) or “Non Adult” sources (mainstream). You can check both boxes but in this case you must make sure that your landing page or destination url contain no adult content.

Adult filtering ⓘ

☐ Adult ☒ Non Adult

3.14 Day Parting: select the days and hours when your campaign will be active. Day parting can be set according to the time zone of your account or you can set a “Campaign custom timezone”.

Day parting ⌵ Hide

☒ Same timezone as in account
(UTC-05:00) Eastern Time (US & Canada)

☒ Campaign custom timezone
(UTC-00:00) Eastern Time (US & Canada) ⌵

		Hours																							
		000	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200	2300
Monday	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" 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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<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"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

3.15 Destination URL: enter your destination URL where you want the traffic to be sent to. Make sure your campaigns have [HTTPS URLs](#) and [appropriate tracking](#).

Destination URL

Warning! Zeropark no longer accepts new campaigns set on HTTP links. Please change your campaigns links to HTTPS links as soon as possible. [READ MORE](#)

Using Voluum? Ask support for SSL certificates.

[Advertiser guidelines](#)

Tokens: {eid} {target} {source} {keyword} {match} {traffic_type} {geo} {visitor_type} {campaign_id} {long_campaign_id} {campaign_name} {os} {browser} {carrier} {device_id} ⓘ

3.16 Conversion tracking: contains all the information you will need to set up a S2S postback for your url. Here you can use payout parameter for revenue tracking. The CPA field allows you to define your payout per conversion. If your affiliate network can pass the payout dynamically, chose the “Auto” option. Otherwise, “Manual” allows you to set a constant payout per conversion.

Conversion tracking ⌵ Hide

Postback URL ⓘ

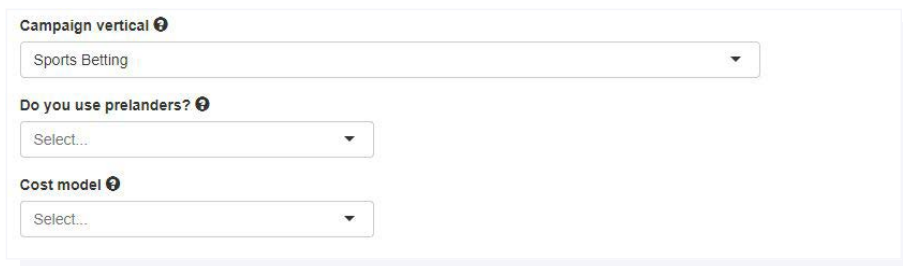
You can use **payout** parameter in Postback URL to track revenue.

CPA ⓘ

☒ Auto

☐ Manual \$

3.17 Campaign vertical: choose the campaign vertical for your offer from the drop-down list. Mark if you use prelanders and select your cost model – the payout model of your campaign or what you consider a conversion for yourself.

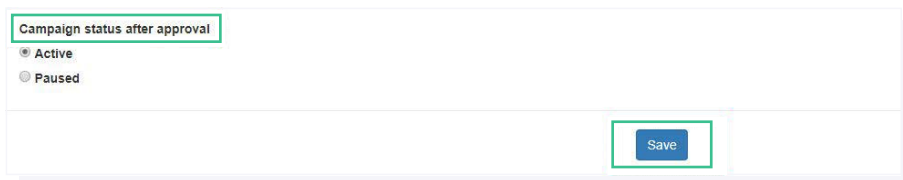


Campaign vertical ?
Sports Betting

Do you use prelanders? ?
Select...

Cost model ?
Select...

3.18 Campaign status after approval: choose the campaign state paused or active once it is approved.

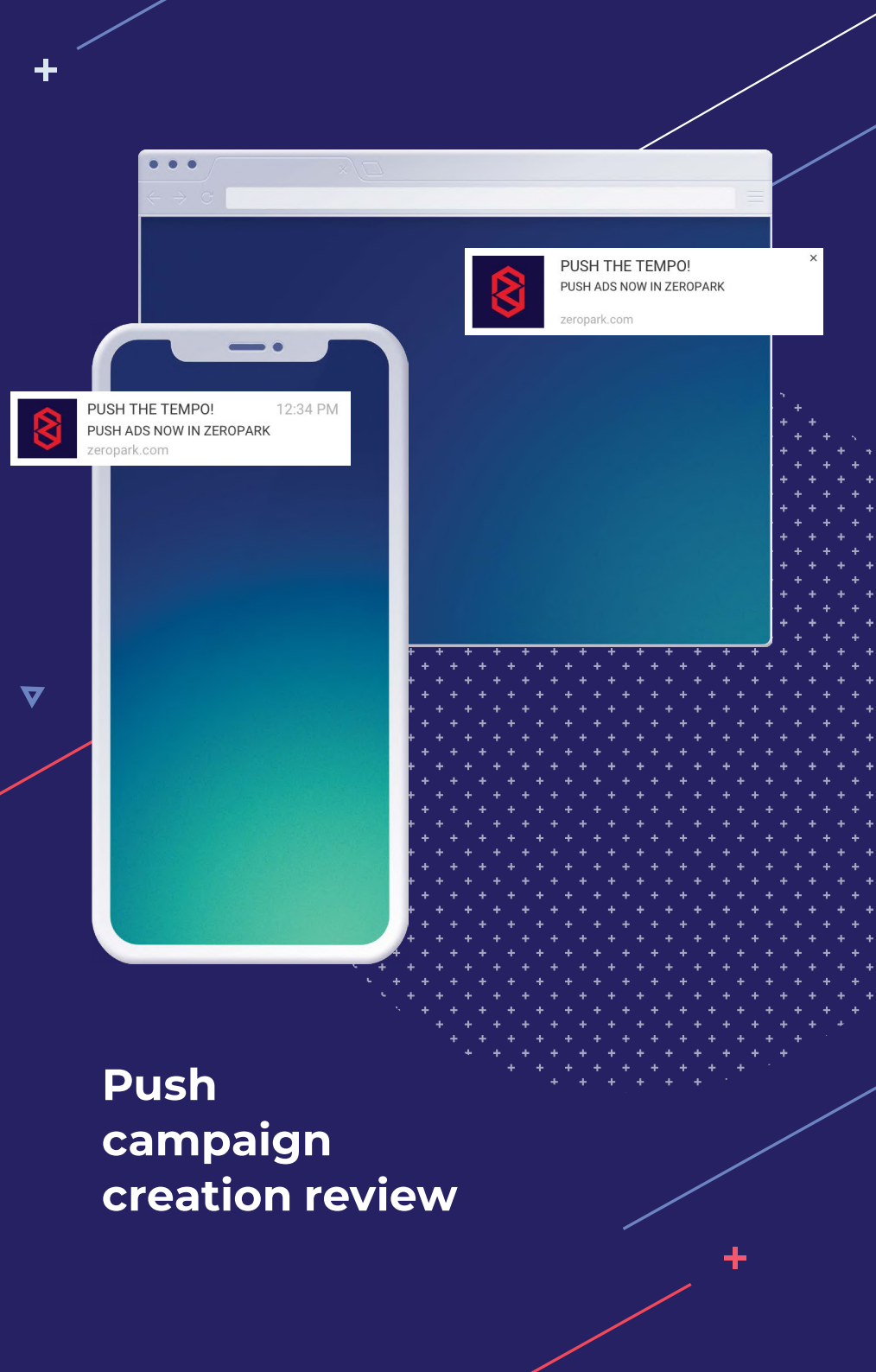


Campaign status after approval

☒ Active
☐ Paused

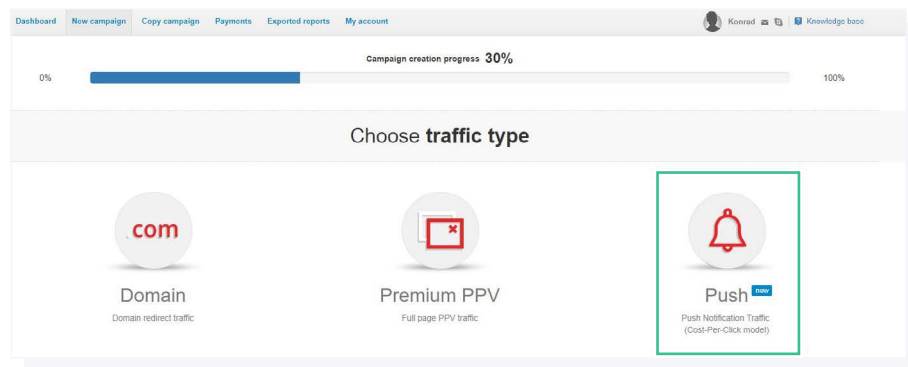
Save

The Zeropark Campaigning Approval Team will review your campaign once you have submitted it by clicking on the save button.

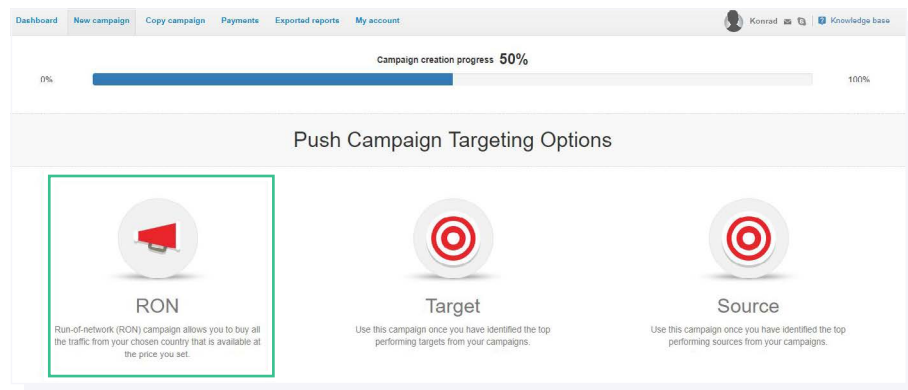


Push
campaign
creation review

01 | Select the Push traffic type in the New Campaign tab.



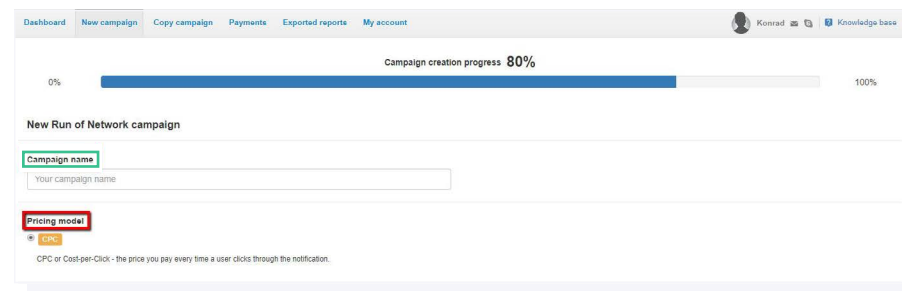
02 | Select a targeting option: for Push traffic, there are three campaign types available: Ron, Target and Source. (Refer to the Pop guide section 2 for definitions of the targeting options.)



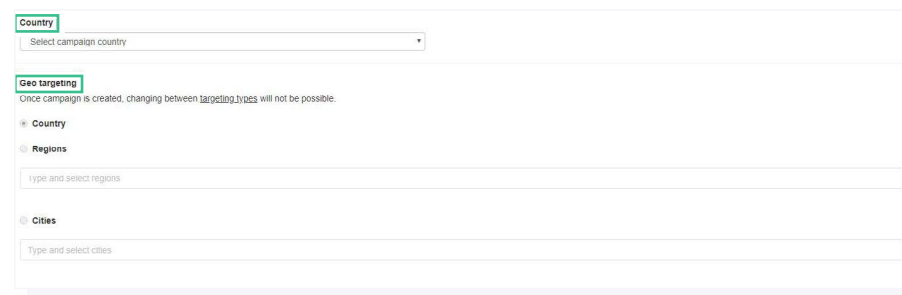
03 | Set campaign parameters:

3.1 Campaign name: type in the title of your campaign.

3.2 Pricing model: the Push traffic type is based on the CPC (Cost-per-Click) cost model. You pay every time a user clicks on your ad on their device.



3.3 Geo targeting: choose your target country, you can also narrow your targeting to given regions and cities.



- 3.4 Bid:** set your price for a click. Once you choose the country, the system will suggest a minimum bid for a given geo (you can also check the volume tool for bids www.zeropark.com/volume)
- 3.5 Daily budget:** cap your daily spend, or set to “Unlimited” if you’d like to receive as much traffic as possible during the day. The minimum daily budget for Push campaigns is currently 20 USD.
- 3.6 Campaign budget:** cap the total amount that you are willing to spend on a given campaign, or set to “Unlimited” if you wish to keep spending.

This screenshot shows three input fields for campaign configuration. The first field is labeled 'Bid (CPC)' with a dollar sign icon and a text input box; below it, a note says 'Suggested minimum bid for (select country)'. The second field is 'Daily budget' with a radio button for 'Unlimited' and a text input box; below it, a note says 'Minimum daily budget for push campaigns is \$20'. The third field is 'Campaign budget' with a radio button for 'Unlimited' and a text input box.

- 3.7 Traffic Filters:** choose if you want to receive traffic from desktop computers, mobile devices, or both. Advanced settings allow you to pick mobile OS and versions (Android phone and tablet), desktop OS, browser, carrier/Wi-Fi traffic, or specific carriers.

This screenshot shows the 'Traffic Filters' section. It has three main tabs: 'Desktop & Mobile' (selected), 'Desktop only', and 'Mobile only'. Below these are 'Advanced' and 'Hide' buttons. The 'Desktop' sub-tab is active, showing a table with columns for 'Browser', 'OS', and 'version'. The 'Mobile' sub-tab is also visible, showing a table with columns for 'Network source', 'OS', and 'version'. Both tables have checkboxes for various operating systems and browsers.

- 3.8 Frequency Filters:** choose how often a unique user IP is allowed to visit your page in a given time range. Taking into account the nature of push traffic, we highly recommend setting up frequency at no less than 24h. On the other side, be careful if you are buying carrier traffic as many mobile data users can be using the same IP address, so putting the filter too high will block unique users.

This screenshot shows the 'Frequency filters' section with three radio button options: '6h', '12h', and '24h'. The '24h' option is selected.

- 3.9 Adult filtering:** Only *Non Adult* filtering is allowed on push traffic.

This screenshot shows the 'Adult filtering' section. It has a title 'Adult filtering' with a help icon, followed by a yellow warning box that says 'Warning! Adult offers are not allowed on push'. Below this is a checkbox labeled 'Non Adult' which is checked.

- 3.10 Day Parting:** select the days and hours when your campaign will be active. Day parting can be set according to the time zone of your account or you can set a “Campaign custom timezone”.

Day parting ⌵ Hide

Same timezone as in account
(UTC-05:00) Eastern Time (US & Canada)

Campaign custom timezone
(UTC-05:00) Eastern Time (US & Canada)

	00	10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230
Monday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Tuesday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Wednesday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Thursday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Friday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Saturday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Sunday	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑

3.11 Push Creative Specification: add your creative assets in this section.

Upload images (192×192, max 200kb each). Zeropark supports multiple creatives in a single campaign so you can upload up to 10 different images at once. Click on each creative and fill out the title (max 30 characters) and description (max 75 characters). While adding your title and description, you may add emoji by clicking the emoji button at the right corner of the respective boxes.

Push Creative Specification

Please, add here your push campaign creative inventory: image, title and description

Creative #2

PUSH IT TO THE LIMITS!

Create Zeropark account and get the best push traffic in universe!

Creative #3

Zeropark Push

Advertise with the biggest provider of PUSH NOTIFICATION TRAFFIC! 🚀🔥

Creative #4

PUSH THE TEMPO!

Create Zeropark account and get the best push traffic in universe!

Emojis look different on various devices

Upload image to add creative preset (4/10)

Drag images here or browse

Min: 19 Bites / 192x192 px / JPG, PNG up to 200KB

Search

Frequently Used

Smileys & People

Destination URL

Warning! Zeropark no longer accepts new campaigns links to HTTP links as soon as possible. [READ MORE](#)

Using Voluum? Ask support for SSL certificates.

3.12 Destination URL: enter your destination URL where you want the traffic to be sent to. Make sure your campaigns have **HTTPS URLs** and **appropriate tracking**.

Destination URL

Warning! Zeropark no longer accepts new campaigns set on HTTP links. Please change your campaigns links to HTTPS links as soon as possible. [READ MORE](#)

Using Voluum? Ask support for SSL certificates.

[Push guidelines](#)

Tokens: {cid}{target}{target_id}{source}{campaign_id}{long_campaign_id}{campaign_name}{cid}{geo}{os}{browser}{creative_number} 📄

3.13 Conversion tracking: contains all the information you will need to set up a S2S postback for your url. Here you can use *payout* parameter for revenue tracking. The CPA field allows you to define your payout per conversion. If your affiliate network can pass the payout dynamically, chose the “Auto” option. Meanwhile, “Manual” allows you to set a constant payout per conversion.

Conversion tracking ⌵ Hide

Postback URL

You can use *payout* parameter in Postback URL to track revenue.

CPA

☒ Auto

☐ Manual \$

3.14 Campaign vertical: choose the campaign vertical for your offer from the drop-down list. Mark if you use prelanders and select your *cost model* – the payout model of your campaign or what you consider a conversion for yourself.

Campaign vertical ⓘ
Sports Betting ▼

Do you use prelanders? ⓘ
Select... ▼

Cost model ⓘ
Select... ▼

3.15 Campaign status after approval: choose the campaign state paused or active once it is approved.

Campaign status after approval

☒ Active
☐ Paused

Save

The Zeropark Campaigning Approval Team will review your campaign once you have submitted it by clicking on the save button.



LOG IN TO
ZEROPARK

CLICK HERE

or visit [Zeropark.com](https://zeropark.com)