

# Prelaunch Guide

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## IN THIS GUIDE

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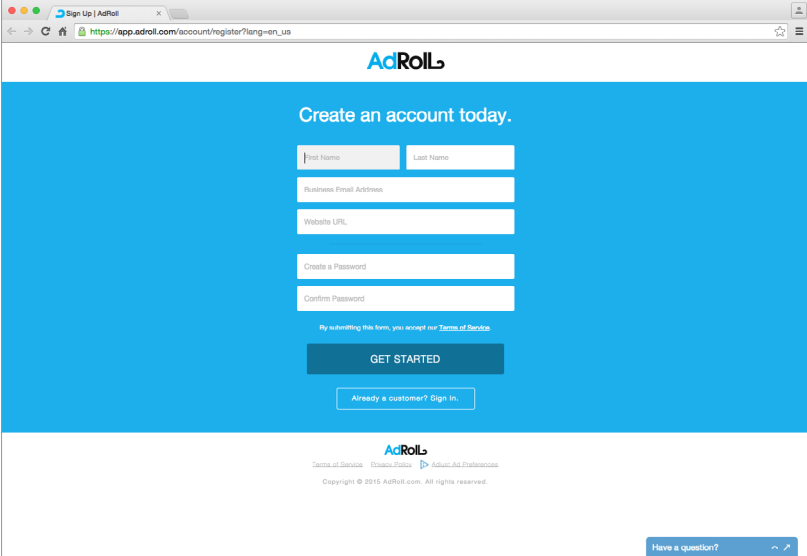
1. Open AdRoll account
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  4. Upload your ads
  5. Sync with Facebook and Twitter
  6. Create CRM segments
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# 1. Open AdRoll account

## *Congrats!*

You're on your way to running high-impact campaigns across web, social, mobile, and desktop. In this guide, we'll walk you through the preliminary steps to prepare for your launch.

To get started, go to [app.adroll.com/account/register](https://app.adroll.com/account/register?lang=en_us) to register for your free trial.



The screenshot shows the AdRoll account registration page in a web browser. The page has a blue header with the AdRoll logo. Below the header, the text "Create an account today." is displayed. The registration form includes fields for "First Name", "Last Name", "Business Email Address", "Website URL", "Create a Password", and "Confirm Password". Below the form, there is a link to "Terms of Service" and a "GET STARTED" button. At the bottom of the form, there is a link for "Already a customer? Sign In." The footer of the page contains the AdRoll logo, links to "Terms of Service", "Privacy Policy", and "AdRoll Ad Preferences", and a copyright notice for 2015 AdRoll.com.

## 2. Place your pixel

The AdRoll pixel is a JavaScript snippet that lets you collect non-personal data about user behaviour, like which pages someone visited or which items they abandoned in their shopping cart. Based on that information, AdRoll targets people who came to your site with relevant, personalised ads as they visit other sites across the web.

To get up and running, place the pixel in the global footer of your website:

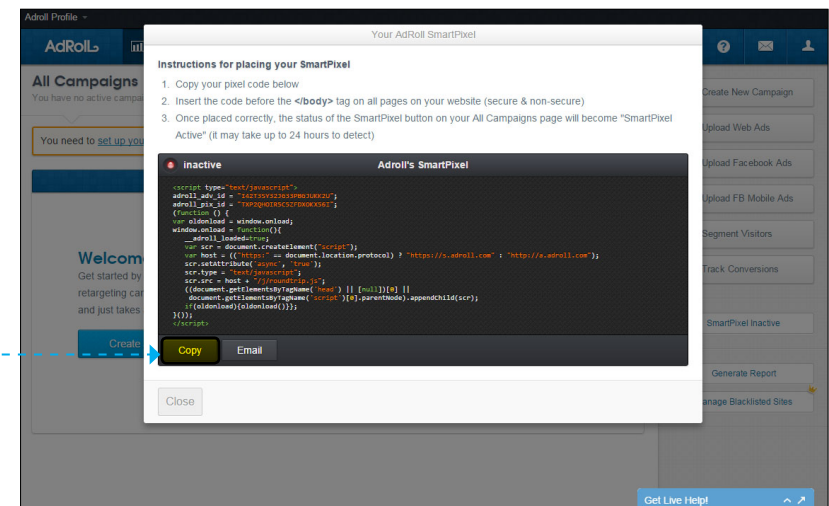
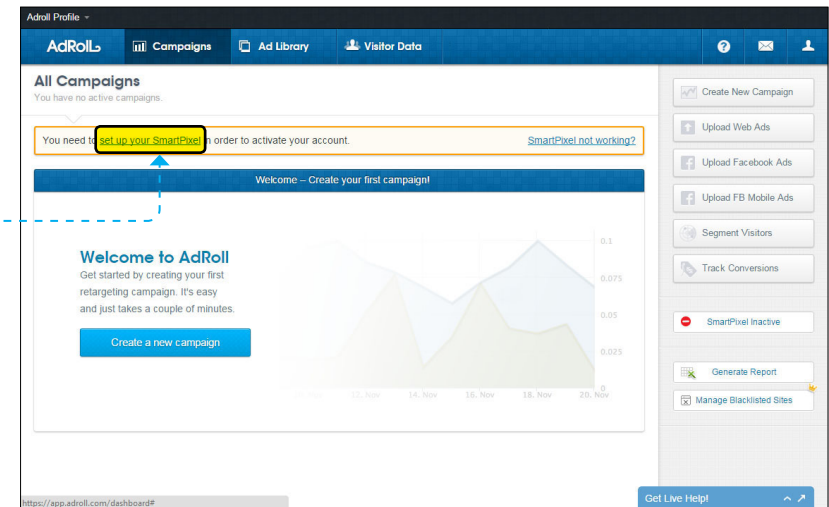
1. Log in to your new AdRoll dashboard.
2. Click the link at the top to set up your Pixel.
3. Copy the pixel and paste it into the footer of your website's HTML, just before the end `</body>` tag of your site's global footer.
4. Let your sales representative know you've placed your pixel so they can verify it's been placed correctly.
5. Wait up to 24 hours to begin collecting user data.

If you don't have access to your site's global footer, place the code before the end `</body>` tag on all pages of your website, both secure and non-secure.

### Tracking ROI?

Implement [enhanced conversion tracking](#). By adding one extra code snippet to the conversion pages on your site (for example, the Thank You or Confirmation page) you can accurately measure revenue right from the AdRoll dashboard.

*Tip: Boost campaign performance with Product Actions. By collecting specific actions users perform with your products, such as adding an item to their cart, we can leverage these Product Actions to improve recommendations provided in your dynamic creative and overall performance. Contact your AdRoll account team for guidance on how to make the most of your data.*

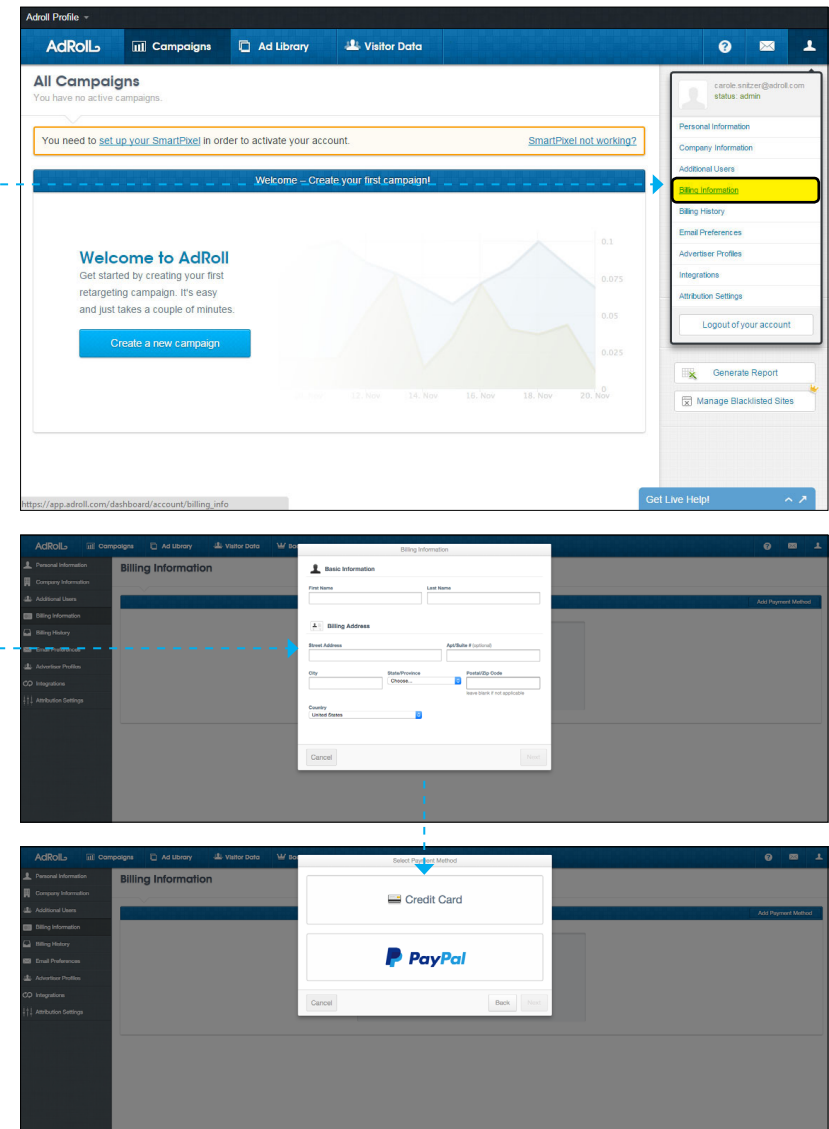


# 3. Enter payment details

To launch your first campaign, you'll need a credit card or your Paypal information—that way your campaigns will transition seamlessly from setup to trial to launch. If you would like to pay by invoice, please contact your sales representative for more information.

## Square away your billing information:

1. Log in to AdRoll
2. Click the user icon in the top-right corner and select Billing Information.
3. Click Add Payment Method.
4. Enter your billing details.
5. Select your preferred method of payment—Credit Card or Paypal.
6. Enter your payment information.



# 4. Upload your ads

Creative. Assets. Ads. Whatever you call them, these are image files with your ad artwork. They come in a wide range of sizes to fit all the different advertising slots available across the web, mobile, and social networks. Don't miss out on a chance to reach the right customer: make sure your campaign is stocked up with all the recommended sizes.

## Web specs

**File types:** JPEG, GIF, or SWF

**File Size:** Maximum 45KB

**Mobile size:** 320x50

**Recommended desktop sizes:**

300x250, 728x90, 160x600, 300x600

**Additional supported desktop sizes:**

468x60, 250x250, 200x200, 336x280, 120x600, 180x150, 120x240, 125x125, 120x60, 300x100 and 645x60

**Restrictions:** Animated ads are restricted to a maximum of 30 seconds (at a 15–20 fps frame rate), after which they must remain static.

## Twitter specs

**File types:** PNG or JPEG under 1MB

**Maximum message length:** 140 characters, including spaces

**Website Card minimum dimensions:** 800x320

**Copy:** 70 character limit

**Lead Generation Card minimum dimensions:** 800x200

**Short Description:** 50 characters

**Call to action:** 20 characters

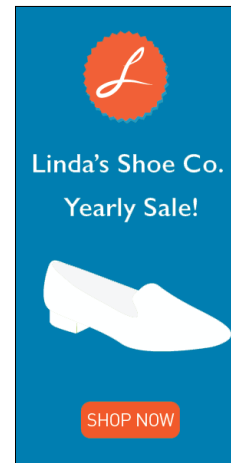
**Mobile App Card minimum dimensions:** 144x144

**Custom app description (optional):** 100 characters

## Web Ads



Wide Skyscraper  
(160x600px)



Large Rectangle  
(300x600px)



Leaderboard  
(728x90px)

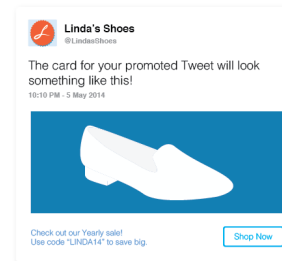


Medium Rectangle  
(300x250px)

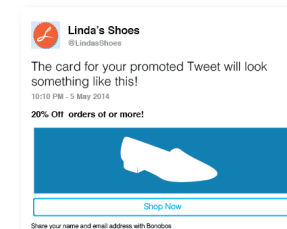


Mobile Web Ad  
(320x50px)

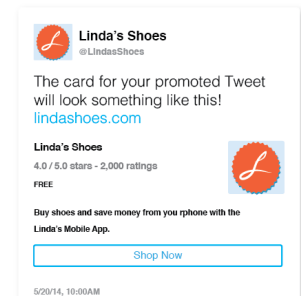
## Twitter Ads



Website Card  
(800x320px)



Lead Generation Card  
(800x200px)



Mobile App Card  
(144x144px)

# 4. Upload your ads

## Facebook specs

**File types:** PNG, JPEG, or GIF (static) under 1MB

### Desktop:

- News Feed: 600x315
- Right-Hand Column: 600x315

### Mobile:

- Mobile App Install: 1200x627
- Page Post Link: 600x315

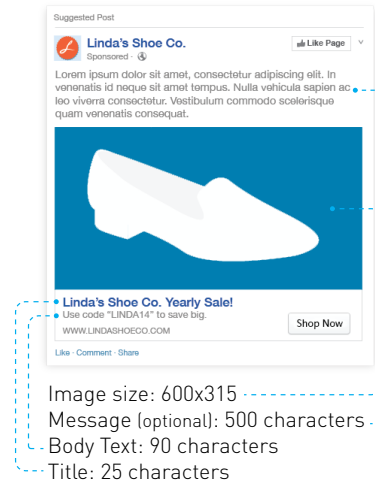
### Restrictions:

- Images can't be composed of more than 20% text (Facebook's grid tool can help you stay within the text limit)
- Copy can't use all caps or two punctuation marks in a row
- Ads cannot link back to Facebook pages

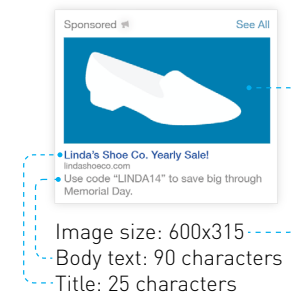
For more detail and the latest specs, check out the [creative requirements](#) page on our support center. If you need some help creating ads, ask your sales representative: we can often fulfill requests for static ads within three business days at no cost.

Interested in [dynamic creative](#)? Email your sales representative for more details.

### NewsFeed



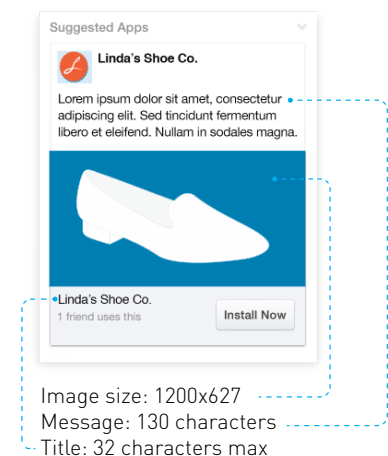
### Columna derecha



### Page Post Link



### Mobile App Install



# 4. Upload your ads

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Take advantage of AdRoll Creative Studio's high-performing, personalised dynamic creative. Customise ads to match your brand and entice individual users by personalising every impression to reflect their shopping behaviour on your site.

## How do I get started?

Please send your AdRoll account representative the following product feed information in TXT, CSV or XML format:

- Product ID
- Title
- Image URL
- Landing page URL

After submitting this information, a Dynamic Creative account strategist will help you with the next steps.



# 5. Sync with Facebook and Twitter

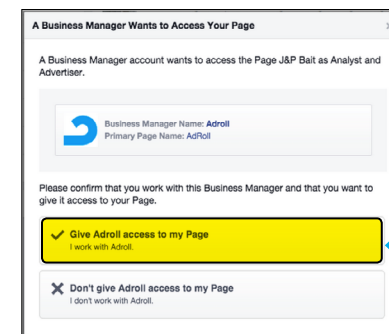
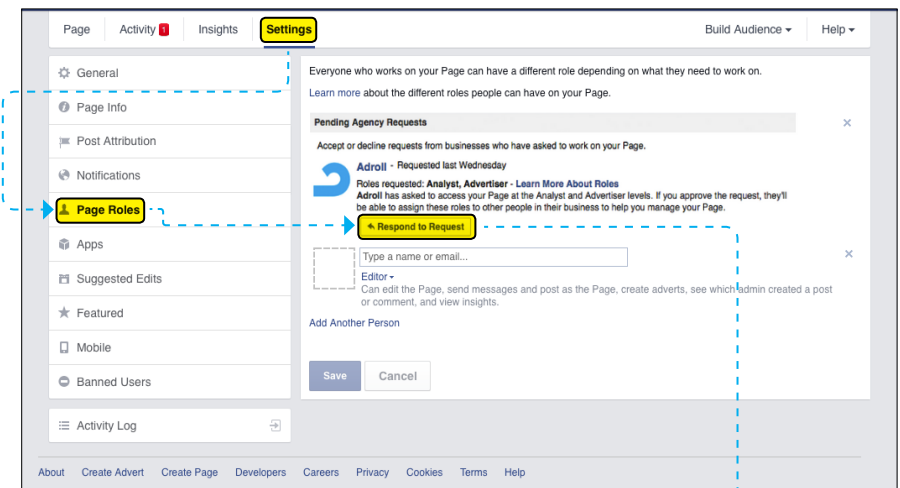
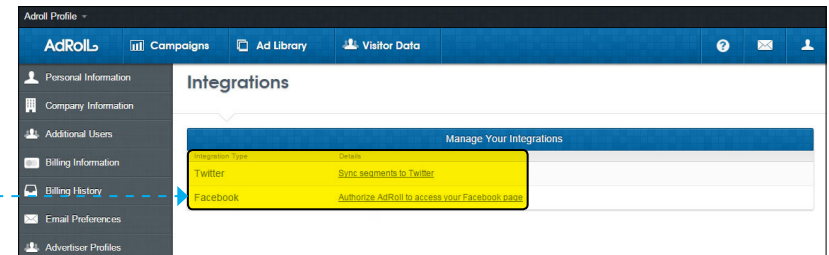
Social retargeting on Facebook and Twitter puts you in front of a massive and highly engaged audience. Even better, native social tools such as share, like, and comment encourage customers to treat your ads like posts from their friends.

**Integrate with Facebook by adding AdRoll as an advertiser admin to your existing account:**

1. Log in to the AdRoll dashboard and enter your Facebook page URL in the Integrations section in the top-right corner under the user icon.
2. Wait 30 minutes for the request to process, then log in to Facebook.
3. Go to your Facebook fan page and under Settings, select Page Role.
4. Find AdRoll's request among the pending agency requests on your Facebook page.
5. Click Respond to Request and select Give AdRoll access to my page.

**Integrate with Twitter by syncing your AdRoll segmented audiences to your Twitter tailored audiences:**

1. Log in to AdRoll.
2. Click the user icon in the top-right corner and select Integrations.
3. Click Sync segments to Twitter.
4. Check the box to sync segments to Twitter, input your Twitter handle and click Save.
5. Log in to your Twitter account and launch a campaign via your Twitter dashboard.





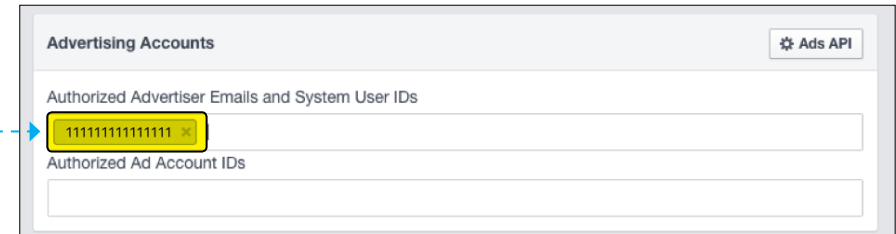
# 5. Sync with Facebook and Twitter

## Instructions for uploading Facebook Mobile App Install campaigns:

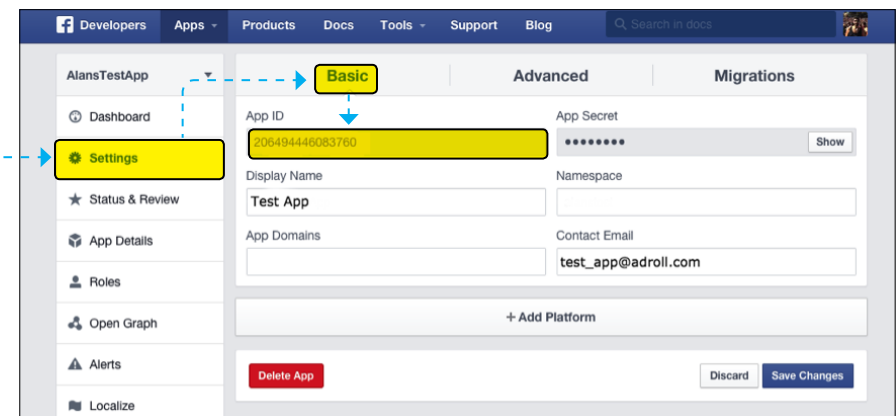
1. Log in to the Facebook Developers page.
2. In order to allow AdRoll to run Mobile App Install ads on Facebook, you'll need to associate our advertising accounts with your app. To do this, your AdRoll account manager will have to provide you with a 15 digit Ad Account ID specific to your account. If you have not yet received your Ad Account ID, please contact your AdRoll account manager.
3. Click on Advanced in the App Developer Settings tab, where you'll find a section called Advertising Accounts. Paste your Ad Account ID in the box.

## When uploading your ads, you'll be required to input your FB App ID. Follow the instructions below to find your FB App ID in your FB App Developer Panel:

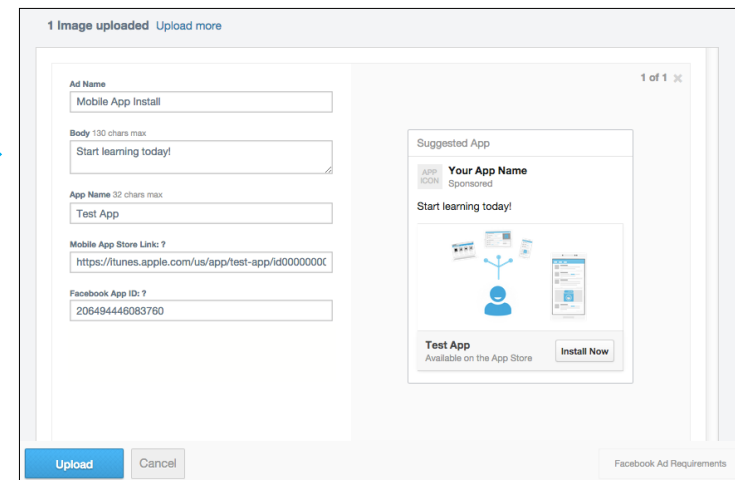
1. Scroll to the Apps tab and click Settings.
2. Copy your unique Facebook App ID from the Basics tab.
3. Log in to the AdRoll dashboard and add your unique Facebook App ID to each 1200x627 ad unit.



The screenshot shows the 'Advertising Accounts' section of the Facebook Developers page. It features a header with 'Advertising Accounts' and an 'Ads API' button. Below, there are two input fields: 'Authorized Advertiser Emails and System User IDs' and 'Authorized Ad Account IDs'. A yellow box highlights the 'Authorized Advertiser Emails and System User IDs' field, which contains the text '1111111111111111'.



The screenshot shows the 'App Settings' page for 'AlansTestApp' in the Facebook Developers panel. The 'Basic' tab is selected, showing fields for 'App ID' (206494446083760), 'App Secret', 'Display Name' (Test App), 'App Domains', and 'Contact Email' (test\_app@adroll.com). A yellow box highlights the 'App ID' field. The 'Advanced' and 'Migrations' tabs are also visible.



The screenshot shows the AdRoll dashboard's ad creation form. It includes fields for 'Ad Name' (Mobile App Install), 'Body' (Start learning today!), 'App Name' (Test App), 'Mobile App Store Link' (https://itunes.apple.com/us/app/test-app/id000000000), and 'Facebook App ID' (206494446083760). A 'Suggested App' section displays 'Your App Name' with an 'Install Now' button. The form has 'Upload' and 'Cancel' buttons at the bottom.

# 6. Create CRM segments

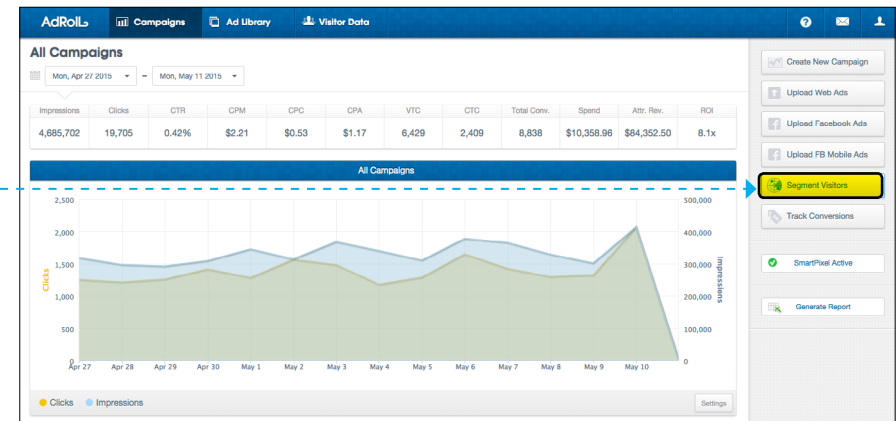
## Turn email lists into targetable audience segments

The **Visitor Data** tab in your AdRoll dashboard houses information and tools to manage your audience segments. To create a CRM segment, navigate to Visitor Data and click Segment Visitors in the right sidebar. A floating window will appear prompting you to create a New User Segment.

1. Name your segment where prompted. It may be helpful to include CRM in your segment name to make it easy to identify when you want to apply it to your campaigns.
2. Under Type, select CRM Emails.
3. Your options will change and a button will appear that prompts you to Choose File. Click this button and select a CRM file from your computer. In order for our system to accept your CRM file, it must meet the following requirements:
  - Must be formatted as .CSV
  - List must contain at least 100 unique user emails
  - All emails must be listed in a single column
  - Maximum file size: 10MB
4. Save!

Once saved, your new CRM segment will appear in the Visitor Data tab and can be targeted in web and/or Facebook campaigns.

*Note: Web campaigns targeting CRM segments are only available in North America. Facebook is available globally.*



The screenshot shows the 'New User Segment' dialog box. The 'Name Your Segment' field contains 'CRM\_Segment'. The 'Segment Type and Rule' dropdown is set to 'CRM Emails'. A dashed blue line originates from the text 'Under Type, select CRM Emails.' and points directly to the 'CRM Emails' option in the dropdown menu.

# 7. Find new customers with Prospecting

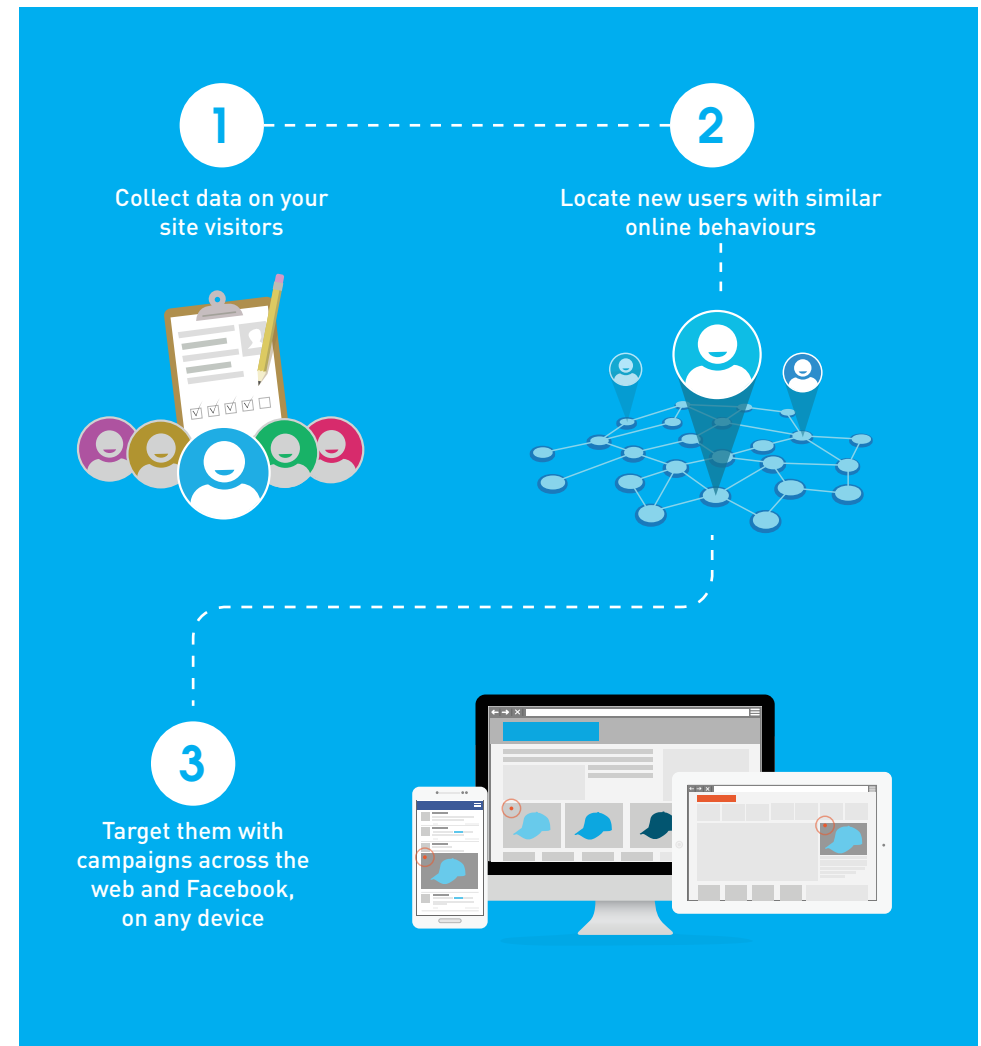
## Instructions for getting started with Prospecting

Prospecting is an upper-funnel product that connects you to new potential customers who are most likely to be interested in your products or services. These new audiences fuel even better results for your retargeting campaigns.

### To run Prospecting

- Opt in to our IntentMap data set to access new users via a personalised link provided by your account manager.
- Our algorithm will match your online customers against users who have not been to your site.
- You can run Prospecting once we determine strong matches. Since Prospecting is in the beta stage, it must be turned on and managed by your account manager.

*Note: Prospecting reaches people who haven't visited your site before, so it will perform differently than retargeting. Please discuss performance expectations and goals with your AdRoll rep before running a campaign.*



## You've completed your campaign set up!

Your AdRoll account manager is waiting to update you with industry-specific segmentation strategies and other advertising best practices.

Time to reach out to your sales representative and start rolling.

*For more information, contact your sales representative*