

Quick **Start Guide** for New Clients

How to launch ad campaigns:

 Push

 Pre-roll Video

 Popunder

 Telegram

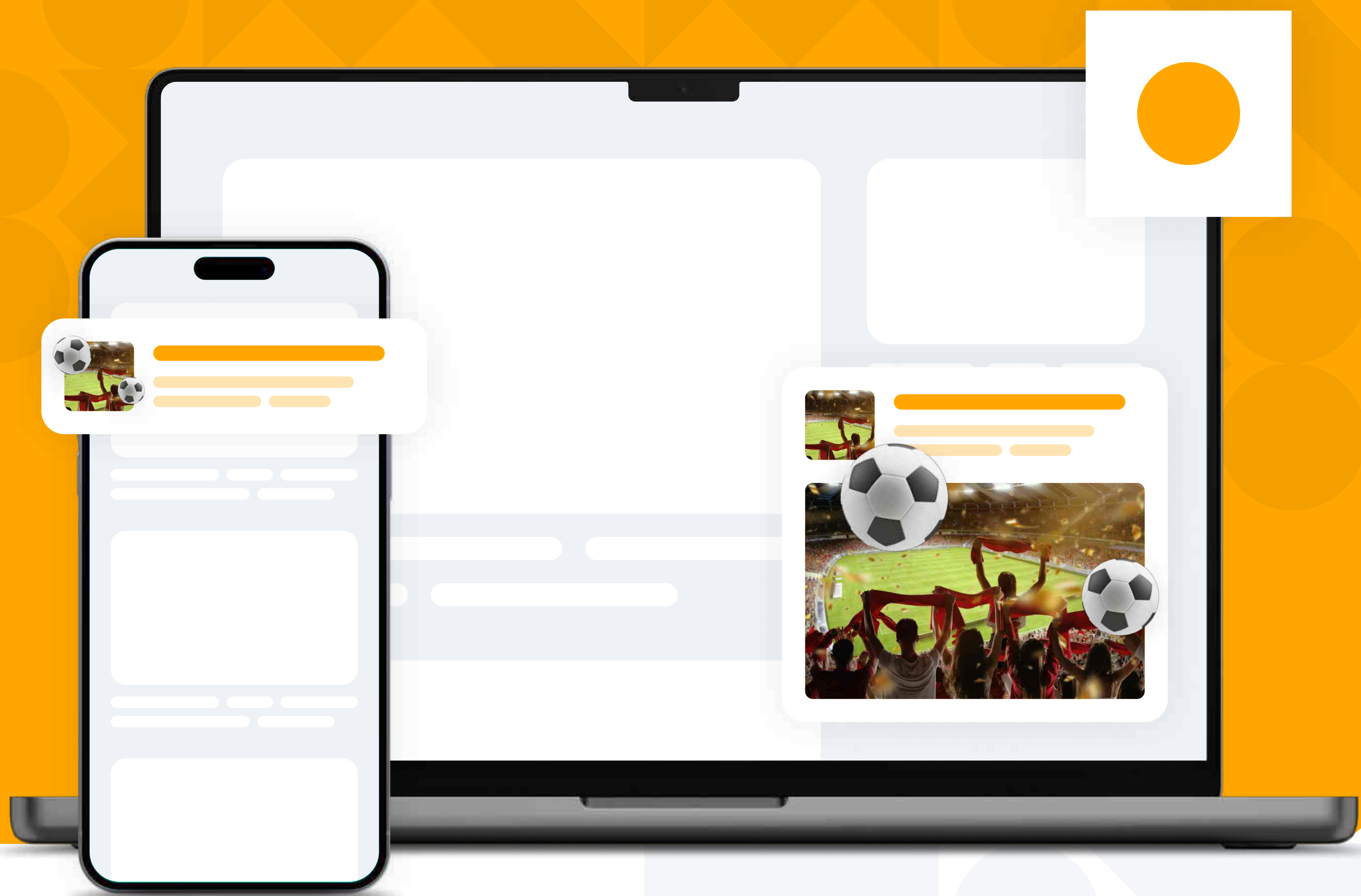
 Direct click



Push Ads

Push ads are notifications sent to users who subscribed on a website — they appear on desktop or mobile even with the browser closed.

From \$0.005 CPC. Available in 200+ GEOs.



Step-by-step launch

1

Choose your optimization mode before setting up the campaign.

This step affects how the rest of the form is filled out. Three modes are available:

- **Performance Mode** (recommended for beginners and experienced users) — auto-adds best sources to whitelists daily, no tracker required, works with Micro Bidding and blacklist.
- **Manual CPC** — full manual control over bids & sources.
- **Target CPA** — auto-adjusts bids and sources to hit your CPA goal. Requires a connected tracker.

2

Upload creatives.

Push ads use an icon, title, and message — the exact UI field names. A large image is optional. On mobile, all three are visible — both text fields matter.

Test 5–10 variations at launch, with short titles and attention-grabbing icons. Free icon packs are on the [RichAds blog](#).

3

Select GEO and targeting.

Start with GEO only — broadest setting that still gives Performance Mode enough signal. Add OS, browser, language, or connection type only if you have a strong reason (e.g. a carrier-specific offer). Popularity percentages for each parameter are visible in the UI during selection.

Suggestion: Test mobile and desktop in separate campaigns — CTR and conversion patterns differ enough that mixing them makes the data harder to read.

4

Traffic sources.

Let **Performance Mode** pick the best sources automatically — this is the right strategy to start with.

Once you have initial results, build your own whitelists and blocklists based on actual performance.

With **Target CPA**, source selection is handled for you automatically.

5

Set budget and delivery.

A good starting budget is **at least 10x your target CPL or CPA goal** (e.g. if your target CPL is \$5, starting with \$50/day is sufficient). Use even budget distribution to spread spend across the day and get a representative traffic sample before optimizing. Once profitable sources are identified, scale the budget gradually while monitoring ROI.

6

Launch and collect data.

Run the campaign until you have enough data to decide — typically 24 hours, sooner with high traffic volume. Monitor CTR, conversion rate, and ROI. Blocklist unprofitable sources and fine-tune bids with Micro Bidding. Set a frequency cap of 2–3 impressions and 1 click per user/day to avoid overspending on unlikely converters.

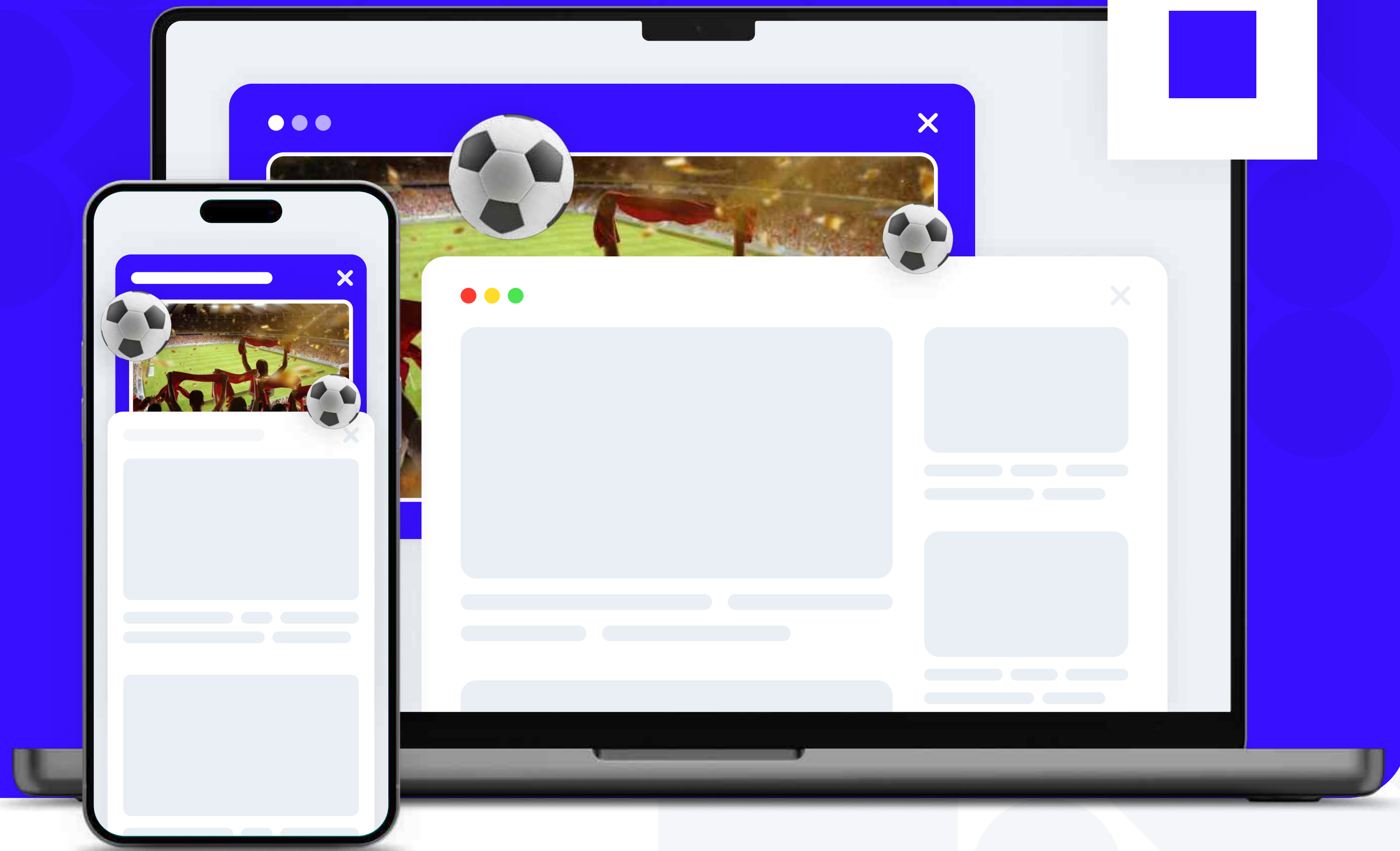
Creative requirements:

- **Icon:** 45×45 px, PNG or JPG
- **Title:** up to 30 characters
- **Message:** up to 45 characters
- **Image (optional):** 492×328 px, PNG or JPG



Popunder Ads

Pop ads open behind the current page, loading your landing page or pre-lander. No creative needed — just a destination URL. From \$0.5 CPM. Run desktop and mobile as separate campaigns — CPM rates and landing formats differ.



Step-by-step launch

1

Prepare your landing page.

Optimize for mobile and make sure it loads fast. Test across devices before launching.

One campaign = one landing page; create separate campaigns to test multiple landings.

2

Set up in Performance Mode.

Recommended for pop ads — the system automatically adds fresh whitelists and blocklists weekly, sorting sources continuously for better conversion.

3

Select GEO and device type.

Start broad: country + device (desktop or mobile). That's enough for initial testing.

As data comes in, refine with OS version, browser, carrier, and connection type.

4

Set frequency cap.

Limit to 1–2 impressions per user per 24 hours to prevent fatigue and avoid wasting budget on repeat views.

5

Configure budget & delivery.

Set a daily spend limit. Use even budget distribution to avoid burning the budget too quickly — especially important on high-demand targets where ASAP delivery can exhaust spend within hours.

6

Let it run, then optimize.

After 48 hours, review performance. Use **Micro Bidding** to adjust bids by source, device, or region. Set **Automated Rules** to blacklist unprofitable sources or pause underperforming creatives.

Key tip:

Running pops on Premium sources in Performance Mode boosts results from the start — this group is already configured with the best-performing sources.



Direct Click Ads

Direct Click (also called Domain Redirect or Zero-Click traffic) redirects users to your landing page when they mistype a domain or visit a parked domain. No ad creative — the landing page is the first point of contact. From \$1.5 CPM. Conversion rate reported up to 10x higher than pop ads.



Step-by-step launch

1

Define your campaign goal.

Decide what outcome you want: app installs, offer opt-ins, new user sign-ups, or lead generation.

This determines how you structure the landing page and bidding.

2

Select the Direct Click section in the RichAds platform.

Do not mix Direct Click with pop ads campaigns — they have completely different bids and traffic mechanics.

3

Choose GEO based on data.

Ask your account manager for recommended bids — click prices vary significantly by country. No prior data? Start with one GEO. Planning to test desktop and mobile? Run them as separate campaigns — bid rates differ, and testing apart gives cleaner data.

4

Add your landing page URL.

No creative review step means faster launch and iteration. Make sure the page loads quickly and is relevant to users arriving via mistyped domains.

5

Apply a tracker.

Tracking is essential — without conversion data, correct optimization is impossible.

Set up postback before launching.

6

Optimize with available tools.

Use **Micro Bidding** to adjust bids at the source level. Use **Automated Rules** to blacklist or pause sources based on performance thresholds — rules cannot move sources to whitelists. Shift budget toward GEOs and devices delivering the best CPA.

Key tip:

All optimization happens after the click — via landing page structure and targeting.

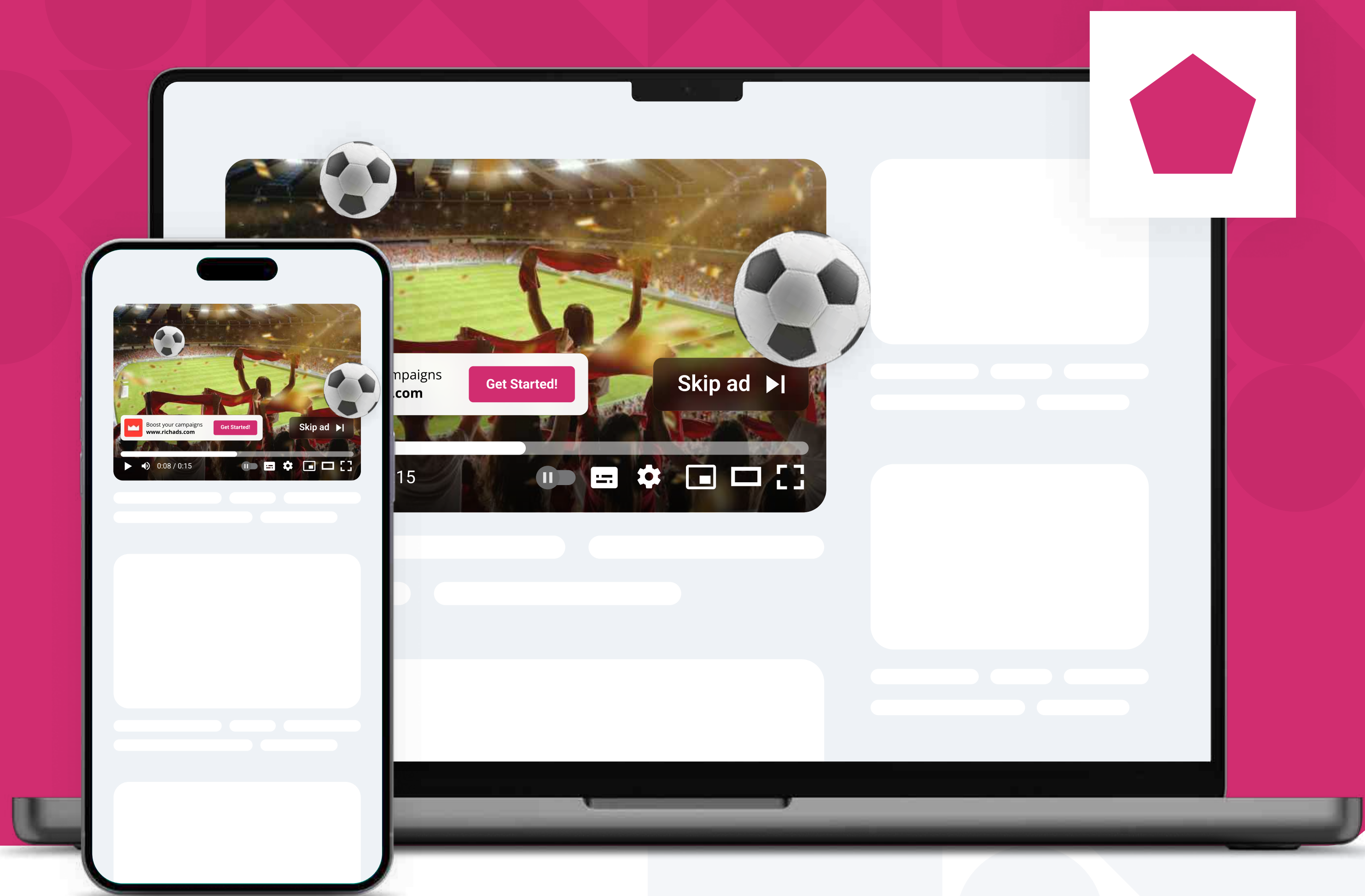
Focus your testing budget on landing page variants, not creatives.



Pre-Roll Video Ads

Pre-roll video plays before the content a user is about to watch — like YouTube or Twitch ads. Skippable (after 5 seconds) and non-skippable placements available.

From \$3 CPM, not affected by banner blindness.



Step-by-step launch

1

Prepare & upload your video creative.

Prepare your video creative meeting the requirements above. Upload when creating the campaign — up to 5 creatives.

2

Fill in the campaign form.

Add destination URL, set GEO and device targeting.

3

Set targeting.

Start broad — GEO and device type. Refine with OS, browser, and connection type once you have data.

4

Set CPM bid and budget.

Example: India CPM ~\$0.065.
At 1M impressions/day and a \$65 budget, a ~1.84% CTR yields roughly 18,400 clicks.

5

Launch and test creatives.

Test videos, titles, and CTAs in parallel — the best combination isn't predictable without data.

Key tip:

Pre-roll suits verticals where visual explanation or trust matters: Gambling, Finance, Dating, Nutra. Skippable works for most cases; non-skippable when full message delivery is critical.

Creative requirements:

- **Format:** MP4
- **Aspect ratio:** 16:9 or 9:16
- **Length:** 10–30 seconds
- **Hook in the first 3 seconds, clear CTA**
- **File size:** up to 20 MB
- **Prepare at least 2 creative variations to test**

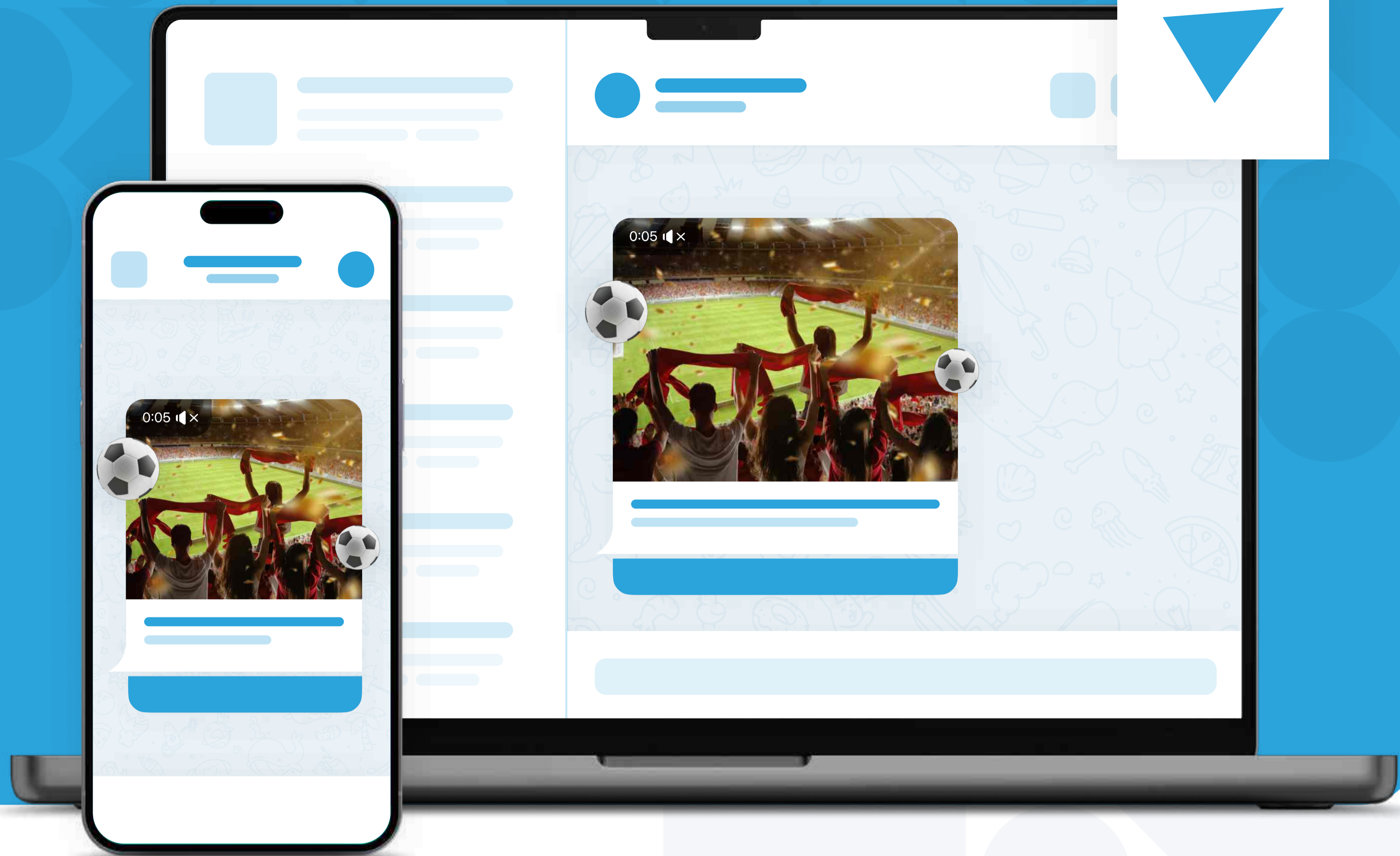
The ad unit also includes an icon, title, domain, and CTA button alongside the video.

Advice: contact your account manager if you need help with video creatives.



Telegram Ads

RichAds provides access to Telegram traffic with over 1B monthly active users worldwide. Telegram ads target users inside the Telegram app, including Premium users. Several sub-formats are available.



Telegram Ads sub-formats:

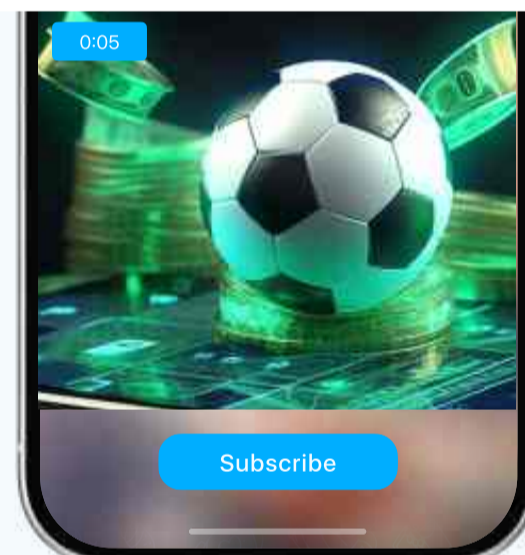
Push-style ads

Push-style ads — look like in-page push notifications.
Price from **\$0.015** per click.



Interstitials

Interstitials — full-screen ads between user actions.
Price from **\$1.5** CPM.



Video ads

Video ads — for showcasing product functionality.
Price from **\$3** CPM.



Step-by-step launch

1 Select a niche & target country.

Top verticals: Gambling, iGaming, Finance, Dating.

2 Open the Telegram section and select the sub-format you want to run.

3 Set targeting.

Same logic as other formats: GEO, device, OS, connection type, browser. For Telegram Premium users, enable that targeting option specifically.

4 Add creatives.

Push-style ads require an icon, title, message, and URL. Video ads require MP4 format.

5 Set budget and bids.

Start conservative, scale once conversion data confirms profitability. Ask your account manager for recommended bids.

6 Optimize.

Use Micro Bidding and Automated Rules to manage source performance. Performance Mode is not available for Telegram campaigns.

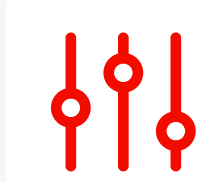
Key tip:

To reach Telegram Premium subscribers, you need to manually activate the Premium targeting option — it's off by default.



Optimization Features at RichAds

All features are available directly in the platform. Some are included in Starter plans; advanced tools unlock at higher tiers. Ask your account manager about availability.



Micro Bidding

Lets you set custom bids for specific traffic sources, OS versions, or devices. Use it to scale well-performing sources and reduce bids on sources with a slightly higher CPA than your target. Saved settings can be reused across campaigns.



Premium Sources and Whitelists

Pre-built groups of top-performing sources for faster launch. Premium Sources can be applied immediately; managers provide GEO- and vertical-specific whitelists on request.



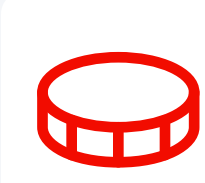
17 Targeting Options

Country, city, district, device model, OS, OS version, browser, language, connection type, carrier/ISP, activity level, IP, and more — with popularity percentages shown per GEO.



Performance mode

Automated inner whitelist optimization for push and pop campaigns. The system analyzes traffic and improves source selection over time, refining which sources are prioritized — but it doesn't block underperformers. Manual optimization (blocklisting, Micro Bidding) is still needed, just as with Manual CPC. New sources added weekly. No tracker required.



Target CPA

Auto-adjusts bids and sources to maintain your CPA goal across push, pop, and in-page campaigns. Requires a tracker with postback configured.

Note: involves a system learning period, during which actual CPA may vary — not a pure pay-per-conversion model.



Automated Rules

If/then automation: blacklist non-converting sources, pause low-CTR creatives, or increase bids on high-ROI traffic. Runs continuously without manual work.



Optimizer

Real-time dashboard for monitoring and optimizing campaign performance. Helps quickly identify and fix underperforming segments.



Fraud Prevention

Proprietary big data algorithms plus independent verification by AdScore filter bot traffic and ensure cleaner impressions.



Important: Scam Groups Impersonating RichAds

Fake Telegram groups, accounts, and websites impersonate RichAds using its name, logo, & branding to look legitimate — often requesting payment or account details.



How scams typically operate

- 1 They reach out first via WhatsApp, Instagram, Facebook or similar channels — unsolicited.
- 2 Offer unrealistic bonuses, deals or “exclusive access”.
- 3 Manufactured urgency — pressure to act before a deadline.
- 4 Usernames slightly altered from official ones (a changed letter, extra underscore).
- 5 Incomplete profiles, no mutual contacts, or recently created accounts.
- 6 Requests for payment, credentials, or personal info outside my.richads.com.

Official RichAds channels only

Website:

richads.com



Platform:

my.richads.com



Blog:

richads.com/blog



Email:

support@richads.com



Official Telegram channel:

t.me/richads_EN



Personal Telegram accounts:

[@richads_com](https://t.me/@richads_com), [@richadsnastya](https://t.me/@richadsnastya), [@pr_richads](https://t.me/@pr_richads)



What to do

If you receive an unsolicited message claiming to be from RichAds:

- Do not click any links,
- Do not provide account details,
- Do not send any payments.

Contact the RichAds support team support@richads.com directly to verify legitimacy.

A detailed guide is available on the official blog: [How to Avoid Scams: Official RichAds Resources and Channels](#).